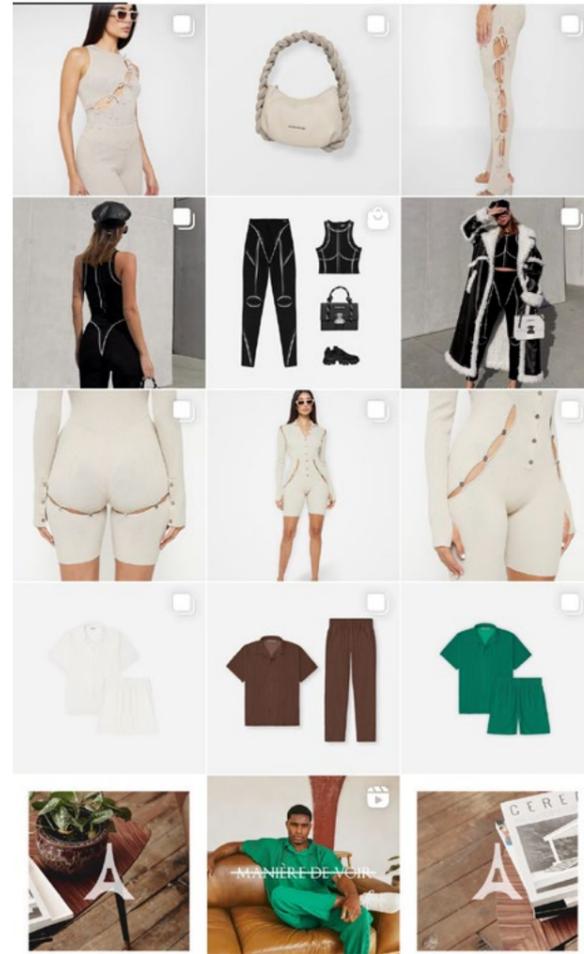
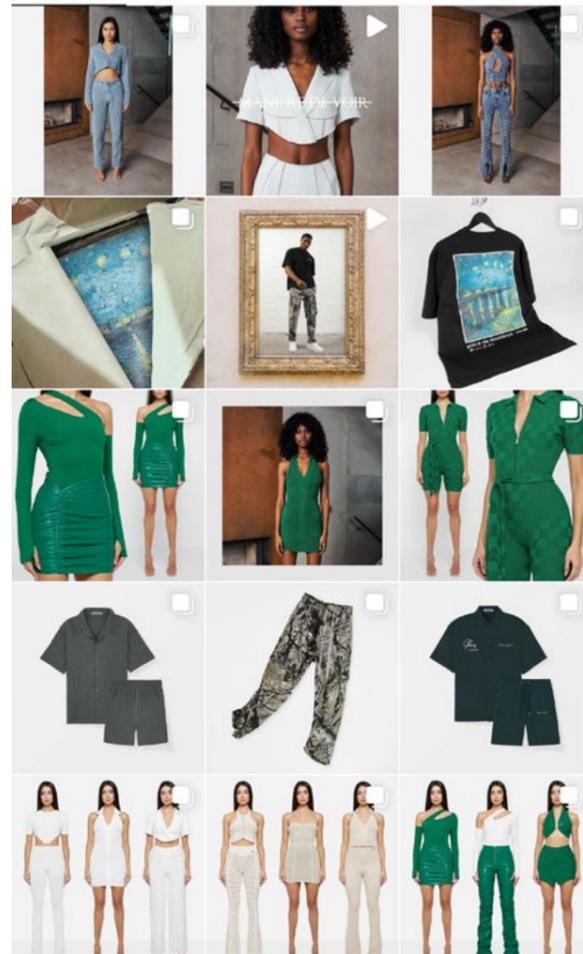
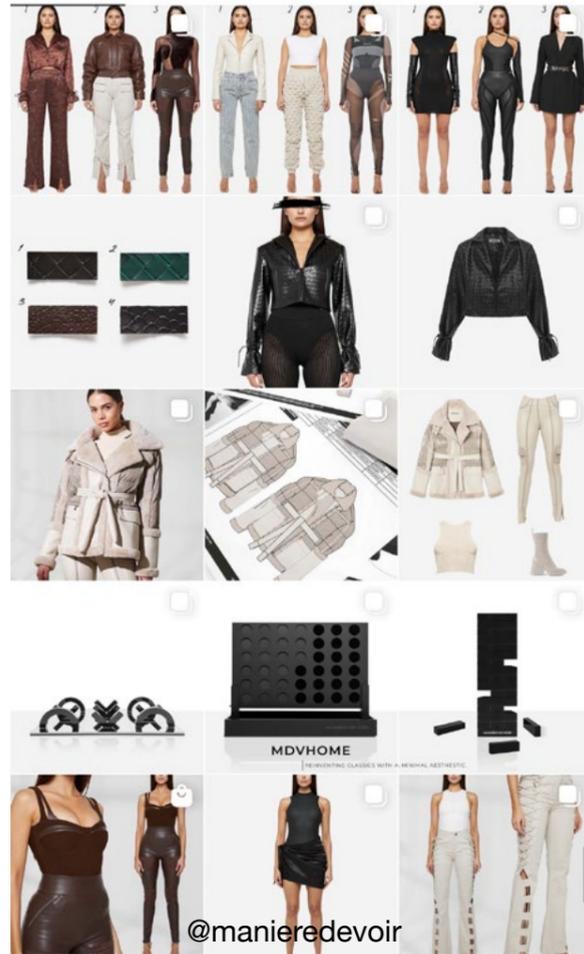


# Final Major Project

Maniere De Voir Strategy Document

Ellie Hewitt  
Fashion Communication&Promotion  
BA3b

MANIÈRE DE VOIR



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# Brand Overview

Maniere De Voir is a UK Streetwear clothing brand founded in 2013 by ex-Manchester city football player Reece Wabara. The brand, that stands for 'way of seeing' in French, brings affordable luxury style to the highstreet, producing products that are a mix of urban and sports style in both outerwear and loungewear, whilst valuing a 'buy once, wear forever' process (Magazine, 2015). Their vision is to 'create unique yet timeless designs with extraordinary fits that lasts season after season'. These products last by using innovative fabrics, created by the in house design team that plays close attention to detail, making sure every garment is made to fit perfectly through reviewing each measurement on a garment model. (About Us | Leaders in Design & Quality | Manière De Voir, n.d.)

The brand first started out when childhood friends Reece Wabara and Lewis Morgan (Gymshark's co founder) came together. When Lewis Morgan began to produce Gymshark, Reece Wabara became intrigued in the fashion business, soon to begin to produce his own fashion brand under the name of Maniere De Voir, Lewis Morgan is now listed as co-founder of the brand and Reece Wabara is listed as the owner. (Safilo, 2021)

## Brand History

Before starting up Maniere De Voir, Reece Wabara had no experience within fashion, he did not study it or have any knowledge within the industry, until the age of 14 when he decided to learn all the knowledge and skills needed to know to produce his own clothing brand, from then onwards he decided to change his career path from being a footballer for Manchester City to becoming the owner of a successful clothing brand, though he had no intention of changing his career when he was younger until the brand started to progress. (Morgan, 2021)

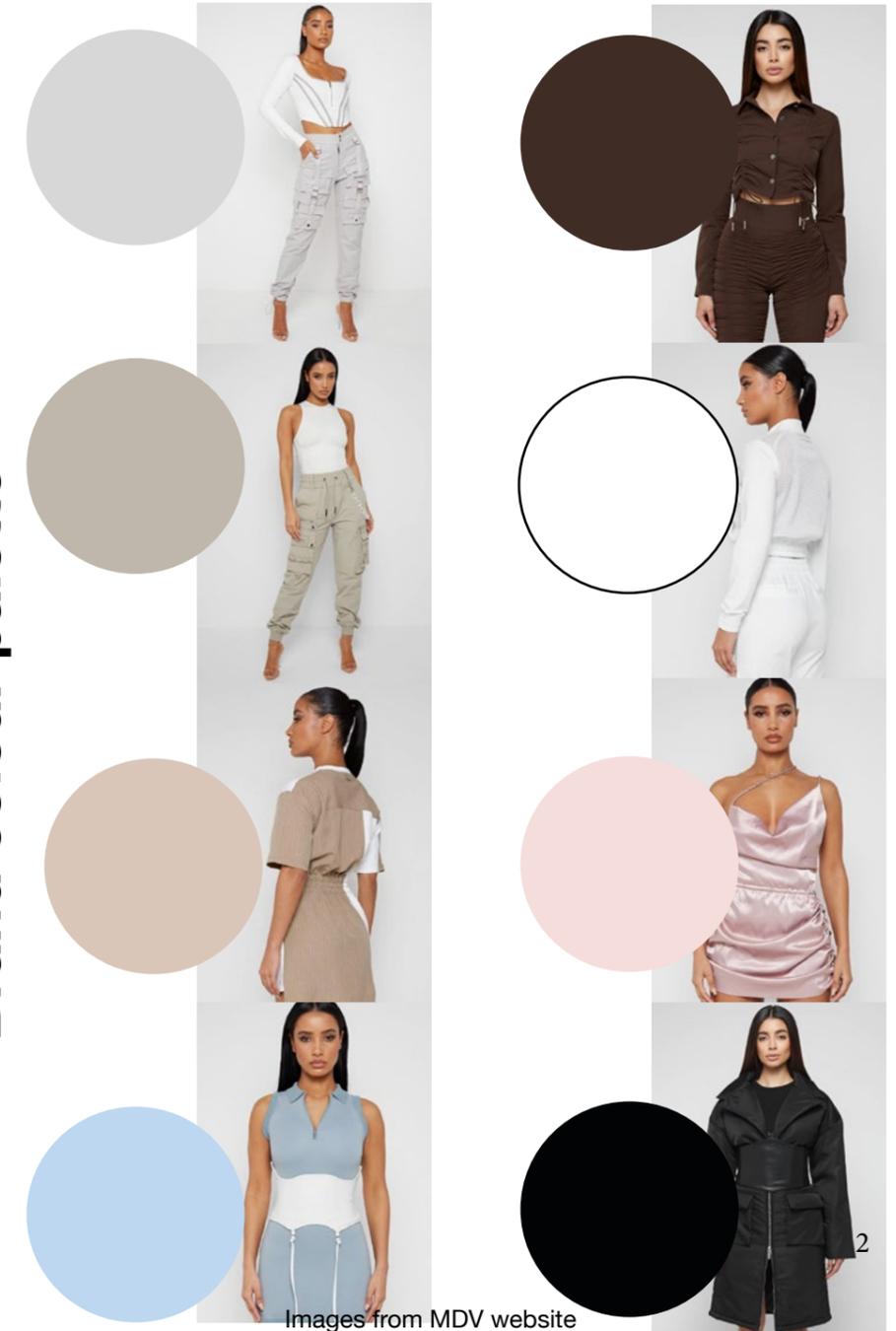
Due to being a sportsman Reece Wabara knew the type of clothing he wanted to create had to be comfortable to wear, his first collection consisted of tracksuits, t-shirts and hoodies which he put onto friends, football players and anyone else he knew, this soon became a success when the first year started gaining a good turnover, this was at the point when he knew he had to choose one career or the other, it happened to be a gradual transition as his football career was not progressing at the rate he wanted it to, rather than his brand Maniere De Voir was. (Morgan, 2021)

The brands name 'Maniere De Voir' comes from a French newspaper, Lew Monde Diplomatique, the director Claude Julien says 'you have to discover a new way of seeing things, and undoubtedly a new way of speaking'. (Safilo, 2021)

# Brand identity onion



## Brand colour palette



Images from MDV website

# Marketing Mix

## Price -

Maniere De Voir's price range is reasonable for the quality of items you receive. With prices ranging from £39.99-£89.00 for dresses and £109.99-£119.99 for coats, however when promotional offers are on coats can be found at £32.99. Other priced items such as tops can be found from £25.99-£39.99, trousers from £39.99-£69.99 and bags from £29.99-£49.99. During the Christmas period and Black Friday MDV announces the biggest sales where items can be found at half the price.

MDV has a variety of delivery options that are between £3.99-£5.99 when shipped within the UK. Standard delivery is £3.99 which takes 3-4 days and is free for orders over £100. Next day delivery is £5.99 and items must be ordered before 10pm Monday-Friday or before 4pm on Sundays. Click and collect is also available. (Our Shipping Options | UK & International Delivery | Manière De Voir, n.d.)

## Product -

Maniere De Voir is a UK Streetwear clothing and accessories brand that offers a variety of clothing such as outerwear, tops, t-shirts, bodysuits, shirts, co-ords, jumpsuits, playsuits, knitwear, cargo pants, joggers, trousers, leggings, jeans, tracksuits, hoodies, jumpers, skirts, shorts, lingerie and swimwear, with sizing ranging from a UK 4 to a UK 16 and no plus size ranges. The accessories they sell are bags, sunglasses, jewellery and hats.

Maniere De Voir also has a MDVHOME section where they sell unique items such as a basketball, water bottle and a series of games in MDV style.

If a product that you would like has run out of stock you can select the size you need and sign up to receive a reminder when the item is back in stock and available to buy. MDV re-stock their most popular products around every 2-3 weeks. (Restocks, 2021)

## Physical evidence -

The Maniere De Voir website is clear and easy to use with the colours palette being a mix of monochrome and neutrals, making the website easy on the eye.

The layout of the homepage includes 4 sliding pages on womenswear, menswear, homeware and a page if a sale is still on. These images are usually of new collections released.

They feature their Instagram posts at the bottom of the home page, where the consumer can click on the image to see the item and how much it is, this makes their shopping experience more efficient than scrolling through to find the item. It then enables you to go straight to Maniere De Voir's Instagram.

Maniere De Voir packaging has a classic monochrome look to it which is very on brand, it is packaged in zip up reusable bags to keep the clothing clean and in perfect condition, these bags add a sustainable element to the brand as they can be reused for many resources.

## Promotion -

Maniere De Voir uses Instagram as their main source of marketing, with 1 Million followers the brand uploads on average 3 times a day to update their consumers with the latest collection drops and sales. Alongside Instagram, they use their website and Facebook to market products where they have 238K likes. They also use Twitter however not as often as their other social media.

MDV offer free delivery on orders over £80, meaning this could persuade you to spend more to gain the free delivery.

MDV uses a promotional technique to get consumers to sign up to the newsletter as the rewards are exclusive pre-access to sale and updates on new arrivals.

'Refer to a friend' scheme means you can get you and your friend 10% off.' This can get more people to know about MDV as the sharing evolves.

## Process -

The brand currently ship to Europe (inside and outside of the European union), UK, USA, Canada, Australia and the rest of the world.

Maniere De Voir has recently moved from its 12,000 sq ft premises based in Manchester to a new warehouse in Birchwood, Warrington, that is 60 thousand sq ft with 100 thousand units filled of just coats. (Morgan, 2021)

## Place -

Maniere De Voir is currently online only, with the headquarters being based in Manchester and their warehouse placed in Warrington.

## People -

Maniere De Voir was founded by ex-football player Reece Wabara and Lewis Morgan who is Gym Sharks co-founder. Lewis Morgan is now listed as co-founder of Maniere De Voir and Reece Wabara is listed as the owner. (Safilo, 2021)

The brand currently has 28 staff members. (LinkedIn)



Image from MDV website



On the website you do not have to click on the item to find out if they have your size in stock, you can simply scroll over the image and it will say at the bottom which sizes they have. This makes it easier than clicking on and off of the page as some pages will end up taking you back to the top section instead of where you was looking originally, therefore it makes it less time consuming.

Using Facebook as a platform to promote themselves on means a range of ages can find out about the brand.

MDV feature Trust pilot reviews on their website which builds consumers trust for the brand.

They have a newsletter where you can get exclusive pre-access to sale and updates on new arrivals, meaning you can save money.

The brand use a 'refer to a friend' scheme meaning you and your friend can receive 10% off, this can get others to know about the brand.



MDV has a 14 day returns policy however this is not the same for when an item has

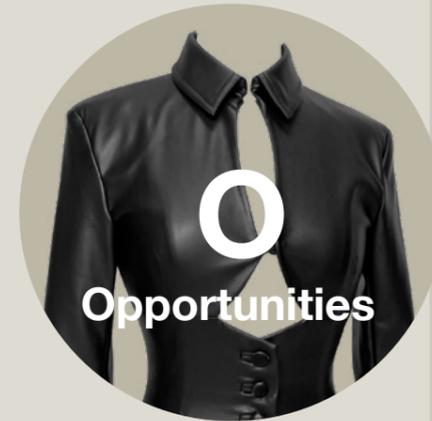
MDV returns policy is not free, it is therefore the customers responsibility to send the item back or lose out on the money.

MDV sizes range from a size UK 4 to a UK 16, and do not produce any plus size ranges.

They do not have student discount available.

No app is available, some consumers prefer shopping through an app, this could be a downfall in their marketing.

Customers have said that sizes run small



Maniere De Voir would see more sales if they announced a physical store in a big city such as Manchester or London.

Maniere De Voir could make their delivery returns for free.

Introducing student discount could further their sales within the younger community.



Brands such as Couture Club have been known for copying MDV's work. (Safilo, 2021)

Brands that have both an online store and a physical store will have more growth within their brand due to their customer contact.

More fast fashion luxury brands are being developed, meaning a threat to others.



Feud between Maniere De Voir and Couture Club happened when the owner of MDV called out The Couture Club's financial banking was the reason for their success. Reece Wabara also called them out for copying one of MDV's Iceland shoots in Wales, due to both of these brands being based in Manchester this could have caused the issues. (Safilo, 2021)

Brexit means transportation of products and materials become more complicated.



MDV is within a competitive market among brands such as Meshki and White Fox Boutique.

MDV was placed 86th in December 2020 in the latest Sunday Times Virgin Atlantic Fast Track 100 league table, which ranks Britain's private companies with the fastest-growing sales. (Hodgson, 2020)



MDV's Instagram connection with their followers has become more popular since covid-19, throughout the years the brand has changed their Instagram appearance to be more appealing to the eye.



In July 2020, MDV reported a 187% year on year increase in net revenue to £5.1M in the three months to 31st June. (Fish, 2020)



Manière De Voir used next-level insight to personalise their customer experience based on their habits by using the Ometria platform (a platform that combines the data unification and customer insight, meaning retailers can create experiences that their customers will like across email, mobile and through social.) Before the Ometria platform, MDV could only obtain customer data through signups, which made it harder for the company to get a good customer profile as they did not get much information to base their emails off of. (Adedeji, 2018)



Though Maniere De Voir is fast fashion, it is more on the luxury side, made to 'buy once, wear forever' through sourcing and creating durable, innovative fabrics/trims and analysing garment construction to last.



# Brand Touchpoints

## Customer service

MDV's customer service team can be contacted via email or through their social media channels, Instagram, Facebook and Twitter, they aim to respond back within 24 hours however the weekends and bank holidays may take longer.

They offer a Live Chat option, this is available when a chat icon comes up in the bottom right of their website.

Their warehouse is at: Manière De Voir, 721 Daten Ave, Birchwood, Warrington, United Kingdom, WA3 6DF.

Their head office is at: Manière De Voir, Unit 1, Floor 2, Northampton Road, Manchester, England, M40 5BP (Contact | Manière De Voir, n.d.)

## Loyalty programme

Maniere De Voir uses 'rewards' as a personalised loyalty scheme, this offers three levels of membership, silver, gold and black. Each reward offers exclusive benefits you can use when you shop. (Rewards, n.d.)

They also use a 'refer to a friend' scheme where you get 10% off your order when you refer a friend, they will also receive 10% off their first order.

## Products

MDV brings affordable luxury style to the highstreet, producing products that are a mix of urban style and sports luxe in both outerwear and lounge-wear (Safilo, 2021).

The prices of products range between £25.99 for a top and £109.99 for a coat, items can be found at half the price when promotional sales are on.

## Product packaging

Inside the outer white packaging there is a zip up reusable bag, which keeps the product clean and untouchable from the weather or any other damage, these bags can be reused for any requirement. Inside the bag is a silica gel pouch that protects the product by absorbing any moisture, keeping them dry.

Within the delivery packaging there is an invoice and a piece of paper thanking you for your order and a barcode that takes you to TrustPilot. On the other side there is another barcode taking you to the returns policy on their website.

## Product care&quality

Inside MDV packaging there is a silica gel pouch which protects the product by absorbing any moisture, keeping them dry.

A care label is inside every product that includes washing instructions. Their website states what material the product is made from before you purchase it.

## Returns policy

You must return items within 14 days from your delivery date and you are responsible for the cost of the returns.

MDV offers refunds to your original payment method or exchanges on all full priced items returned within the 14 day period, however sale items can be returned for a refund onto a e-gift card or an exchange only.

A 'how to return' leaflet is in the delivery packaging. (Returns, n.d.)

## Point of sale

Maniere De Voir has no physical stores and has never launched a pop up shop.

## Advertising

Maniere De Voir uses their social media to market their products, this is through Instagram, Facebook and Twitter, their posts consist of new launches of products and sale updates.

MDV uses promotional texts when you sign up an account with them, these texts update you on when a sale is live and when it is ending, when new releases have dropped and how to receive next day delivery quickly.

## Sales assistant

Maniere De Voir has a chat system available on their website. You can also ask any quireys through email or their social media .

## Social Media

MDV has 1M followers on Instagram and post daily with 215 posts. They have a separate account for their menswear, which has 9,318 followers and only 12 posts.

Their Instagram is clear and aesthetically pleasing through their colour palette. Their posts include new launches of products and sale updates. The Instagram also has a selection of reel posts, that features drawing details of their collections and sneak peaks of upcoming products. They also use Instagram highlights which consists of such as a 'careers' section, 'about us' and a 'MDV sounds' section that includes their Spotify playlist.

At the top of the Instagram page there is a 'view shop' selection, making it easier for the customer browsing to check out the website at the same time.

## Zine/postcard

MDV produces lookbooks for each of their collections , this can be seen on their website.

## PR and Events

Maniere De Voir have done events in the passed, one of these was at The Clothes show at the NEC arena in Birmingham. They have also been known for doing sample sales in and around Manchester. (MDV Facebook events)

## Website

Maniere De Voirs website is simplistic making it neat and easy to follow, the colour palette consists of their brand personality which is black and white with a selection of neutral colours. The first page is a selection of images that move by a sliding motion onto the next, these images feature a women's, men's and accessories products to show what they produce.

You can shop Maniere De Voir's products through Instagram that is featured on their website under the 'shop Instagram section' This section shows you the latest updated MDV posts that include the latest launches, this gets updated every time MDV post on the platform.

## Brand Positioning map



All logos taken from brands websites.

## Brand Comparison

	Maniere De Voir	The Couture Club
<b>Proposition/ range</b>	Maniere De Voir is a UK Streetwear clothing brand that brings affordable luxury style to the highstreet, producing products that are a mix of urban style and sports luxe, both outerwear and loungewear. (Magazine, 2015)	A fashion lifestyle brand that offers trending street style's with premium quality, at high street prices; Affordable, Approachable, and Aspirational. - The Couture Club
<b>Pricing</b>	Prices range from £25.99 for a top - £109.99 for a coat. MDV has recently had sales that were as low as £5.90 during the Christmas period and on Black Friday.	Prices range from £24.99 - £109.99
<b>Personality</b>	'Buy once, wear forever'- MDV	Affordable, Approachable, and Aspirational.
<b>Values</b>	'It's our mission to create unique yet timeless designs, with extraordinary fits that lasts season after season.' - MDV	'Deciding on the name because every piece is individual and unique; 'Couture' and 'Club' because we wanted to build a community that in effect, not only join us by buying into our product and style, but also into our culture and what we stand for.' - The Couture Club
<b>Reputation and press</b>	Feud between Maniere De Voir and Couture Club happened when the owner of MDV called out that The Couture Club's financial banking was the reason for their success. (Safilo, 2021)	The Couture Club has recently been called out by MDV owner Reece Wabara for copying one of their Iceland shoots in Wales. (Safilo, 2021)
<b>Branding and packaging</b>	The Maniere De Voir logo is simple yet effective, consisting of black and white text with a line going through it that is used throughout their social media, websites and packaging. The clothing comes in a resealable bag that can be re-used for other amenities, the bag keeps the clothing clean and untouchable from weather or any other damage. Inside the bag there is also a silica gel pouch to protect the product by absorbing any moisture, keeping them dry.	The Couture Club's logo is similar to Maniere De Voir's in terms of colour and simplicity, they use a black font. Their packaging is simple and clear, with only their logo on it.
<b>Marketing</b>	MDV has a subtle way of marketing, they do not use influencers to promote their clothing and some images do not have models in them.	The Couture Club uses influencers and members of their community to advertise the brands products.

## Brand comparison



Images from MDV website

The logo for Couture Club, featuring the brand name in a stylized, cursive script font.

MDV has many brand competitors including Meshki, All Saints, White Fox Boutique and one main competitor, The Couture Club who offers street style with 'premium quality' at high street prices. The brand is based in Manchester with three physical stores in comparison to Maniere De Voir who is currently online only, MDV could benefit from a physical store and see The Couture Club's consumers making their way over to MDV if this was in Manchester. The Couture Club prices range from £24.99-£109.00, which is the same as MDV's price range £25.99 for a top and £109.00 for a coat, their logo is also similar in terms of colour and simplicity which can be seen on their packaging and throughout their social media.

The Couture Club is known for using influencers and members of their community to advertise the brand's products, this is something Maniere De Voir could gain from as the influencer could promote the brand and then MDV could gain more consumers. The Couture Club's personality is a 'affordable, approachable and aspirational' store, whilst MDV's personality is a 'buy once, wear forever'.

Both Maniere De Voir and The Couture Club have previously been known to have some dispute, when MDV's owner Reece Wabaara uploaded an Instagram story after Reece called out The Coutures Club rumoured financial banking was the reason for their success. He also called out The Couture's Club for copying one of their Iceland shoots in Wales, some thought the feud was a PR stunt as they are both Manchester based brands. (Safilo, 2021)

## Overview of the market



Maniere De Voir is a womenswear, menswear and accessories brand with their main focus putting urban and sports style together, producing outerwear and loungewear pieces aimed at ages 24-30. Their competitors consist of White Fox Boutique, All Saints, Meshki and The Couture Club, all of which are the luxury side of fast fashion.

Maniere De Voir markets their products through their website and social media, keeping in contact with their consumers by posting daily updates when new stock arrives and when sales are on, they also give you updates by their MDV newsletter that also gives you pre-access to sale items.

Though Maniere De Voir's success has accelerated in the past years they are still only based online, this makes it difficult to see how the items are in real life before purchasing and with MDV sales being that you will only receive an e-gift card it may not suit everyone, therefore a physical store could be more beneficial to the brand and their consumers.

## Analysis of the market

With the help of Gymshark's founders Benjamin Francis and Lewis Morgan on helping Maniere De Voir become a brand, it did not make them co-founders, in 2018 Ben Francis transferred his shares and left the board, resulting in Reece Wabara owning 83% and Lewis 17% in 2019 (Hardy, 2019).

Looking back at 2018, the fashion brand was worth around £1.2M (Boon, 2018). In 2020, the brand reported a 187% year on year increase in net revenue to £5.1M in three months to 31st June (Fish, 2020).

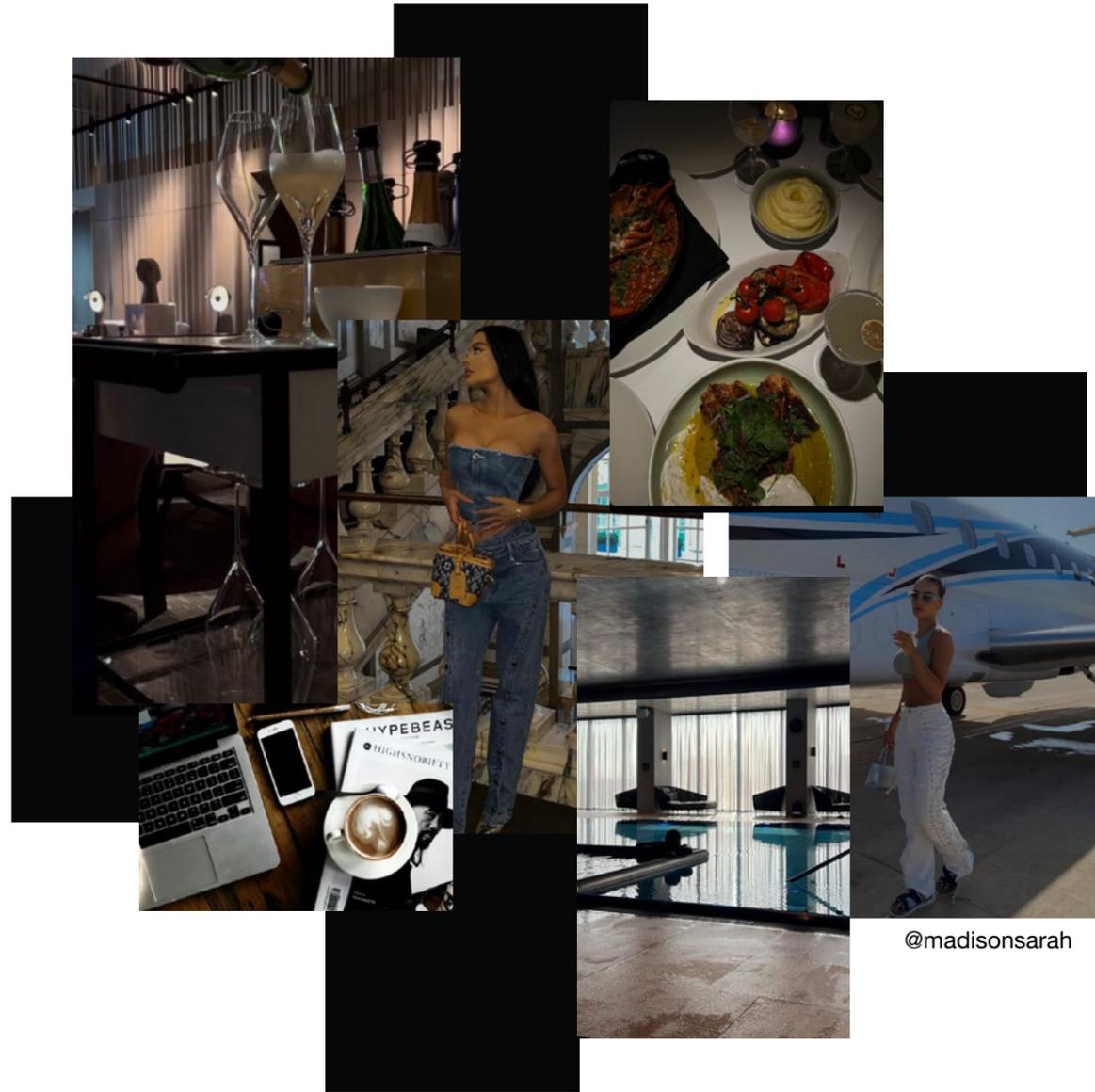
Maniere De Voir has used behavioural data to pre-empt customer needs. To do this they join the Ometria platform. Before this platform MDV obtained their customer data through signups, this limited how much information they could learn from their consumers, they ideally wanted to send out emails based on the consumer as beforehand they would send out emails with both men and women's products on even if it did not suit that consumer, to improve this they joined the Ometria platform. By joining the platform it meant the brand was able to separate customer data where they could learn more about the consumer to make the emails more relevant, basing it off of their past purchases and browse data.

To expand on the data MDV ran a A/B test, they sent out a previous email with both female and male products on (A variant) and another specifically catered to women and one specifically catered to men (B variant) which had a segmented strategy on, this had an open rate increase of 25% and a click through rate of 19% as many were impressed that MDV had created the emails specifically to the consumer making it more personal. (Adedeji, 2018)

## Consumer profile

Maniere De Voir's ideal consumer is 24 year old micro-influencer living in Manchester.

Their job includes making content for social media and Youtube on a daily basis whilst being lucky enough to go on trips with various brands, they have a huge love for fashion and always makes the time to dress up nicely to enjoy drinks out with the girls. They have a marketing degree behind them and has built their way up to make it where they are today. Maniere De Voir has every style from comfy to cool clothing therefore it suits this person well for when they are having a day editing content or attending an event.



@madisonsarah

## What you are missing

Through researching your brand I came across some elements that you are potentially missing, creating these elements could benefit in sale increase and brand awareness. One of these aspects is a shopping app, at the minute the consumers can only shop via the website and through Instagram, by producing an app it means there is another platform available for consumers to shop on meaning it could gain more consumer engagement. I took it upon myself to find out how many shoppers use an app, 80% responded yes.

The main element you are missing out on is a physical store. Having a store could increase sales as people who do not know the brand online will see the store along the high-street and be more inclined to go in and find out about the brand. Creating a physical store will also further your consumer engagement as customers who enter the store will be able to connect with MDV in person and see the clothing in real life rather than through a screen. Having a physical store could also reflect well on your return policy in some way, as the customers will be able to try on the clothing before they purchase so there is less of a chance in them sending the item back if it is within the sale area, as currently your returns are that you only get your money back via e-gift card or an exchange through this sale item, therefore loss of money could be involved if you did not want to purchase anything again.



Images from MDV website

## Press release

MANIÈRE DE VOIR

**Hold for release until**  
28th April

### Manière De Voir Store Launch

Manière De Voir are announcing their first store in Manchester on 20.05.22 at 15 St Ann's Square, to promote this they are hosting a store launch event on the day of opening.

During the event there will Manchester based businesses such as a DJ set playing MDV's official Spotify playlist, bar service for customers to enjoy MDV's personalised cocktails, a photographer to capture the event and a photobooth for everyone to enjoy. There will also be discounts available to receive 25% or 15% off items depending on time they arrive at the event.

Pre-launch assets include an opportunity for more consumer engagement by entering the MDV competition over on their official Instagram, where they design a co-ord that will be featured within the store, alongside winning £300 to spend. The aims of the store launch is to expand MDV's brand awareness and gain more consumers through in person contact and social media engagement.

Manière De Voir is a UK based fashion brand for men and women, founded by Reece Wabara in 2013, they produce a mix of urban style and sports luxe in both outerwear and loungewear to create unique yet timeless designs.

For more information  
contact@manieredevoir.com  
Instagram: @manieredevoir  
Address: Manière De Voir, Unit 1, Floor 2, Northampton Road, Manchester,

## Campaign purpose and aims

As Maniere De Voir is an e-commerce brand only this campaign will be to produce a store in Manchester. To promote this there will be a store launch event on the day of opening that will feature Manchester based businesses such as a DJ, bar service, a photobooth and a photographer to capture the moments throughout the day, a selection of influencers are also invited to promote the event on their social media.

To further this store launch and create a good connection with the consumers MDV will be hosting a competition over on their Instagram where you have to design a co-ord that could be in with the chance of being apart of Maniere De Voir's clothing line and shown at the MDV launch along with receiving a £300 gift voucher to spend.

The aim of this campaign is to create a physical store for Maniere De Voir to further their brand awareness and consumer engagement, to succeed in this there will be pre-store launch assets that includes social media posts, website redesign and OOH advertising alongside this there will be pre-store launch assets that includes social media posts, website redesign and OOH advertising.

## Target audience

The campaigns target audience will be ages 20-28 year-olds women, this target audience is lower than MDV's target audience as I want the younger generation to know about the brand.



Images from MDV website 18

## Benefits to the brand

By producing a physical store for Maniere De Voir it will benefit the brand in gaining more consumer engagement and brand awareness through social media and the physical store. Through creating the opening store launch event as fun and inviting it will entice more consumers to come into the store and having MDV post a competition to their followers on Instagram it will also create a connection between the consumer and the brand and intrigue the consumers to attend the event.

## Key messages

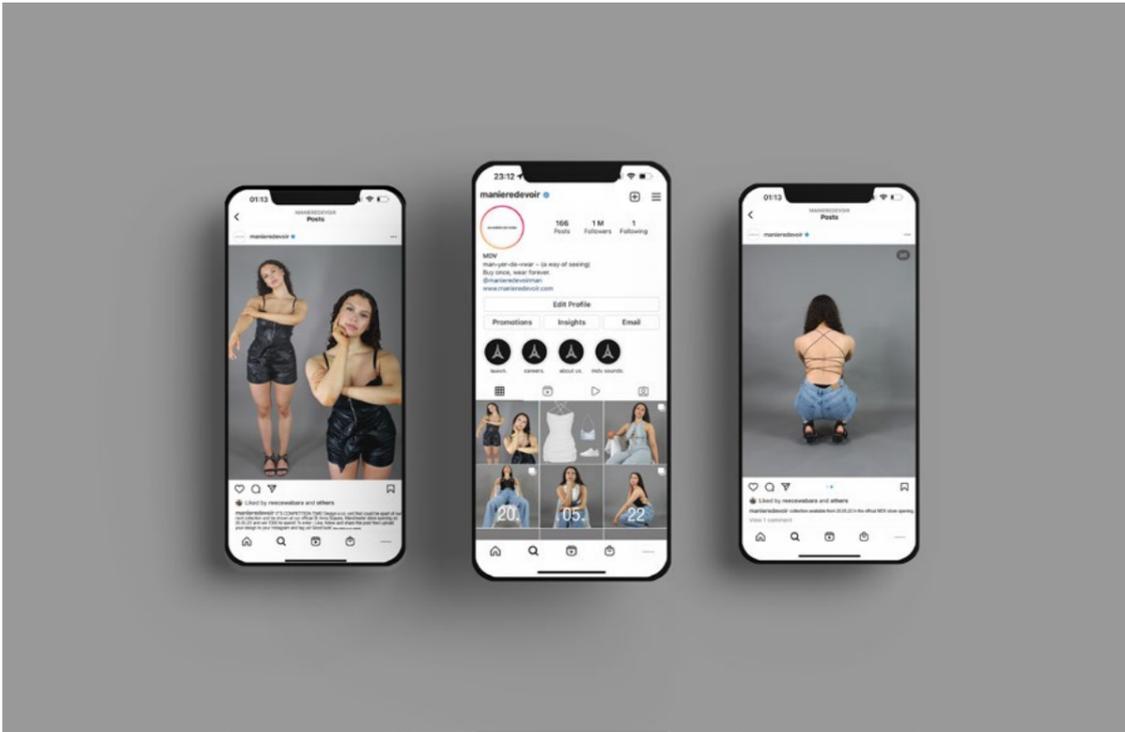
The consumer will have an experience at seeing Maniere de Voir come to life by visiting the opening of the store where new clothing and many opportunities awaits such as receiving 25% or 15% gift voucher to spend in store. They will be able to connect with the brand more by entering the competition on Instagram where their designs could be showcased in store.

The pre-launch includes social media content such as sneak peaks of the upcoming outfits and teasers of when and where the store is going to be, this will all be to entice customers to come join Maniere De Voir at their store opening.

## Mock ups



Instagram highlights explaining when and where the store is.

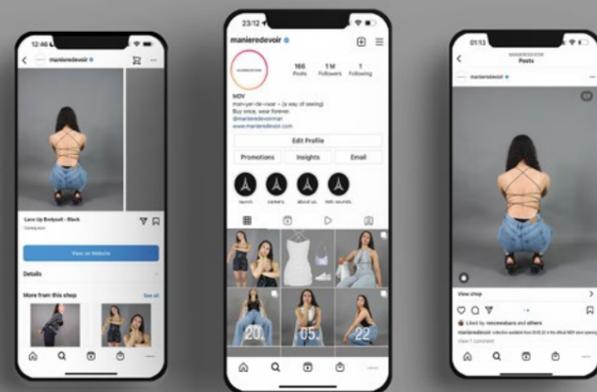


# Instagram

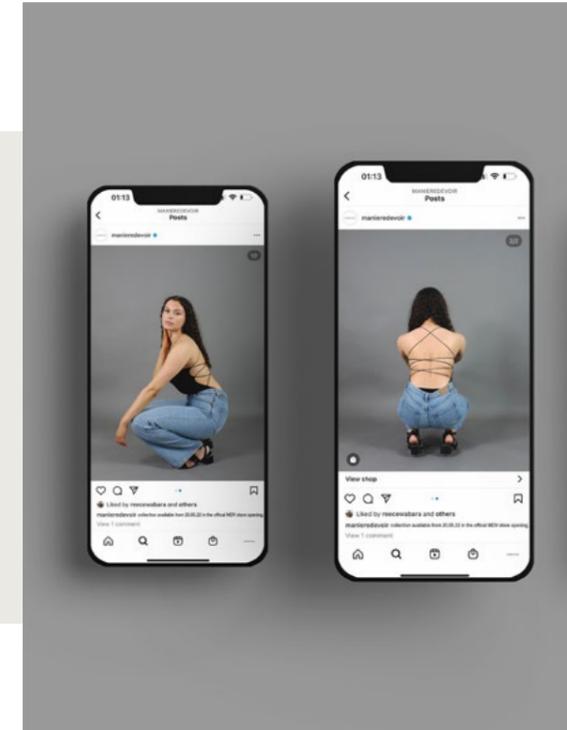
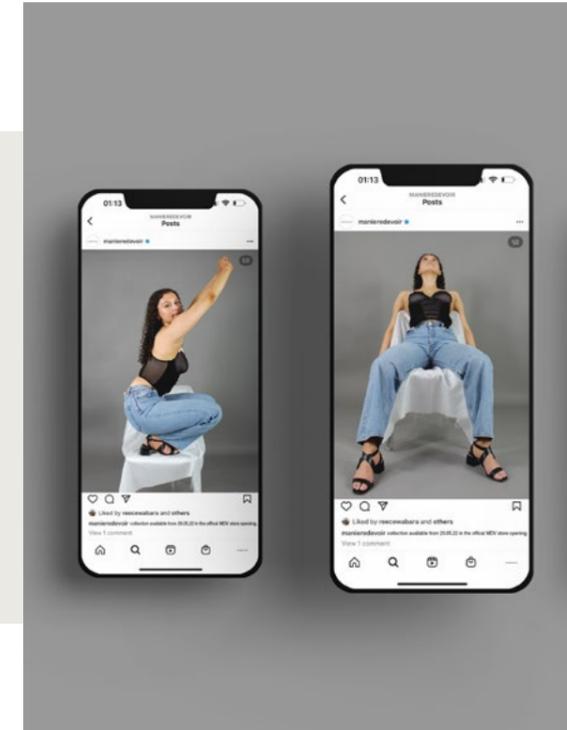
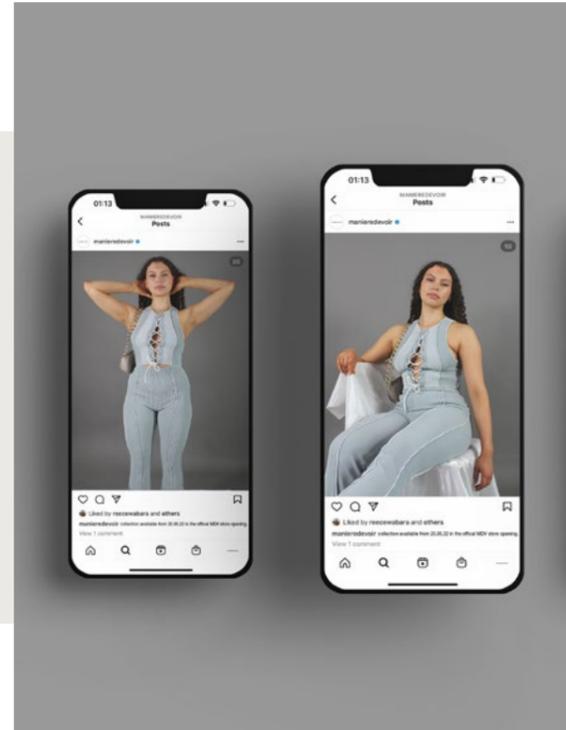
Instagram mock up showing what the home page looks like along with detailed Instagram posts including a competition post and a carousel image showing a sneak peak of an item of clothing that will be available to buy in the physical store.



The same Instagram mock up however this one is showing the 'instagram shop' section in the left image.



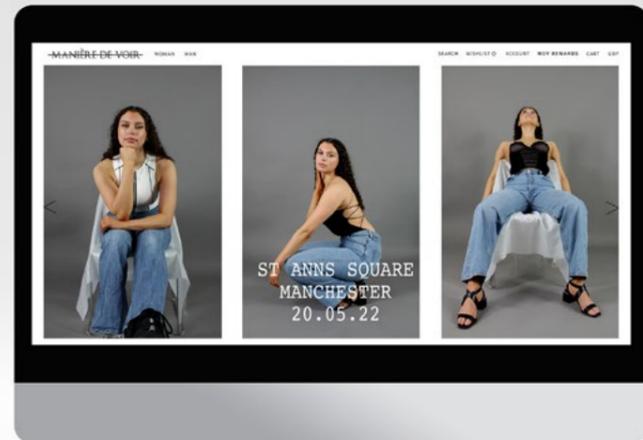
# Instagram



Detailed mock ups of the carousel images on the Instagram home page, so you can get to experience how the consumer would view MDV Instagram physically.

## Website

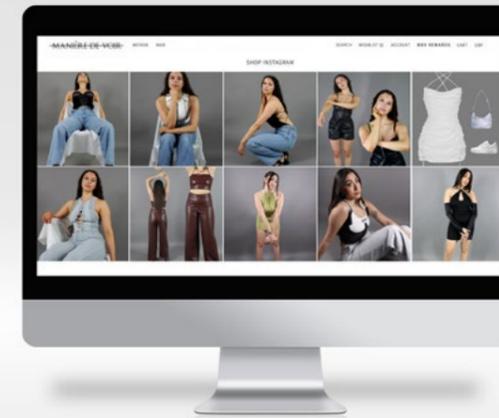
Website mock up of images from Maniere De Voir shoot with white text giving detail of when and where the store will be.



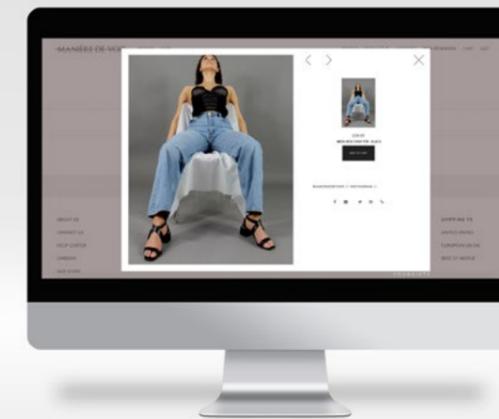
Website image as you slide across the page. This image is from a previous MDV collection that is still available to shop.

## Website

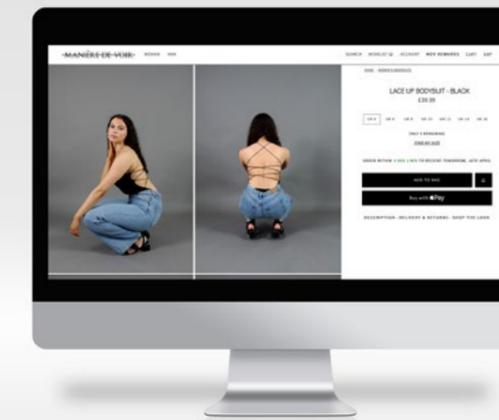
'Shop Instagram' section on the website which is updated every time MDV upload via Instagram.



Detailed 'shop instagram' mock up.

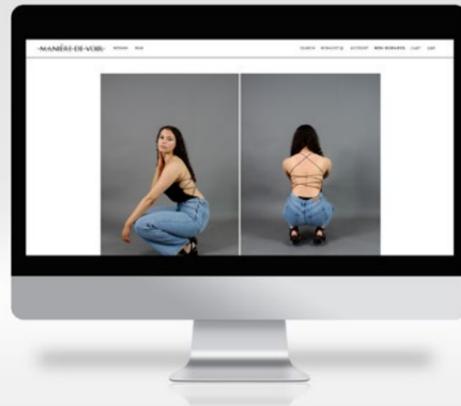
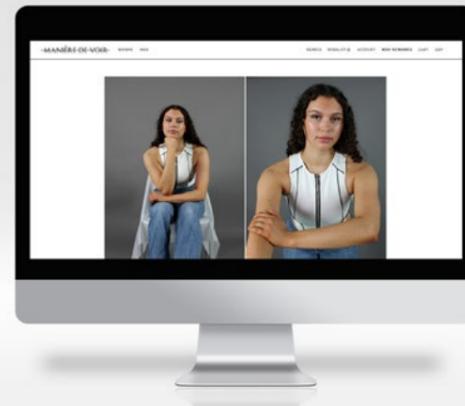


Detailed product mock up.



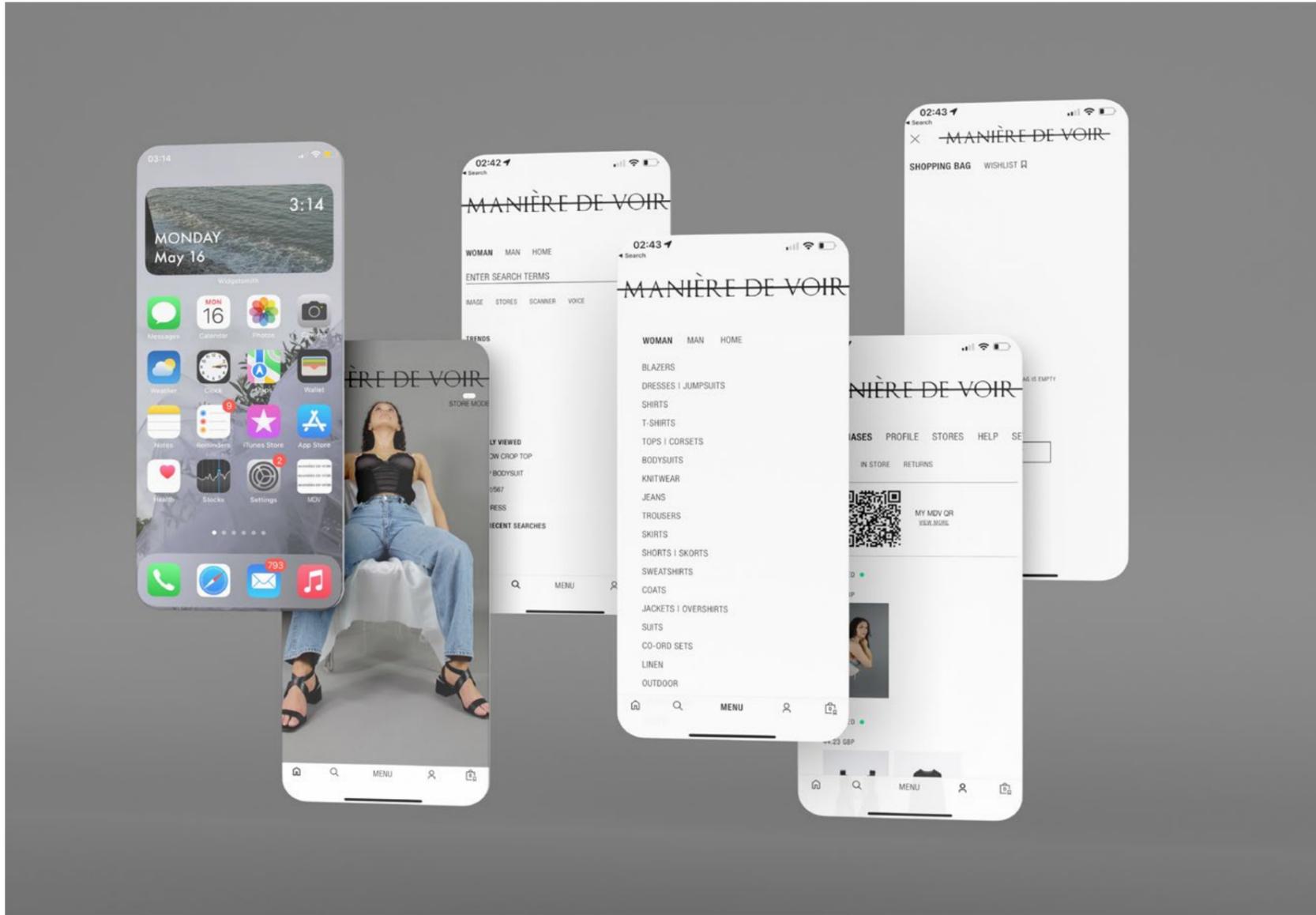
## Lookbook

Lookbook to show more detail of the outfits.



## Billboard

Underground billboard showcasing when and where MDV store will be.



## App

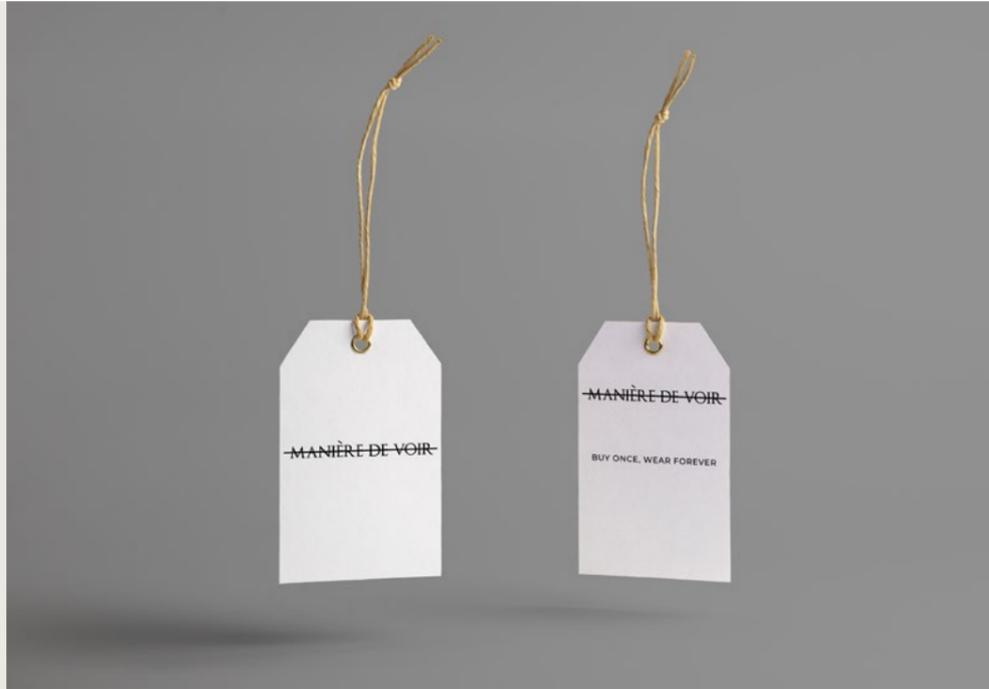
Maniere De Voir app mock up.



## In store Assets - Vouchers

25% and 15% off vouchers available for in store on 20.05.22 only.

## In store Assets - Labels



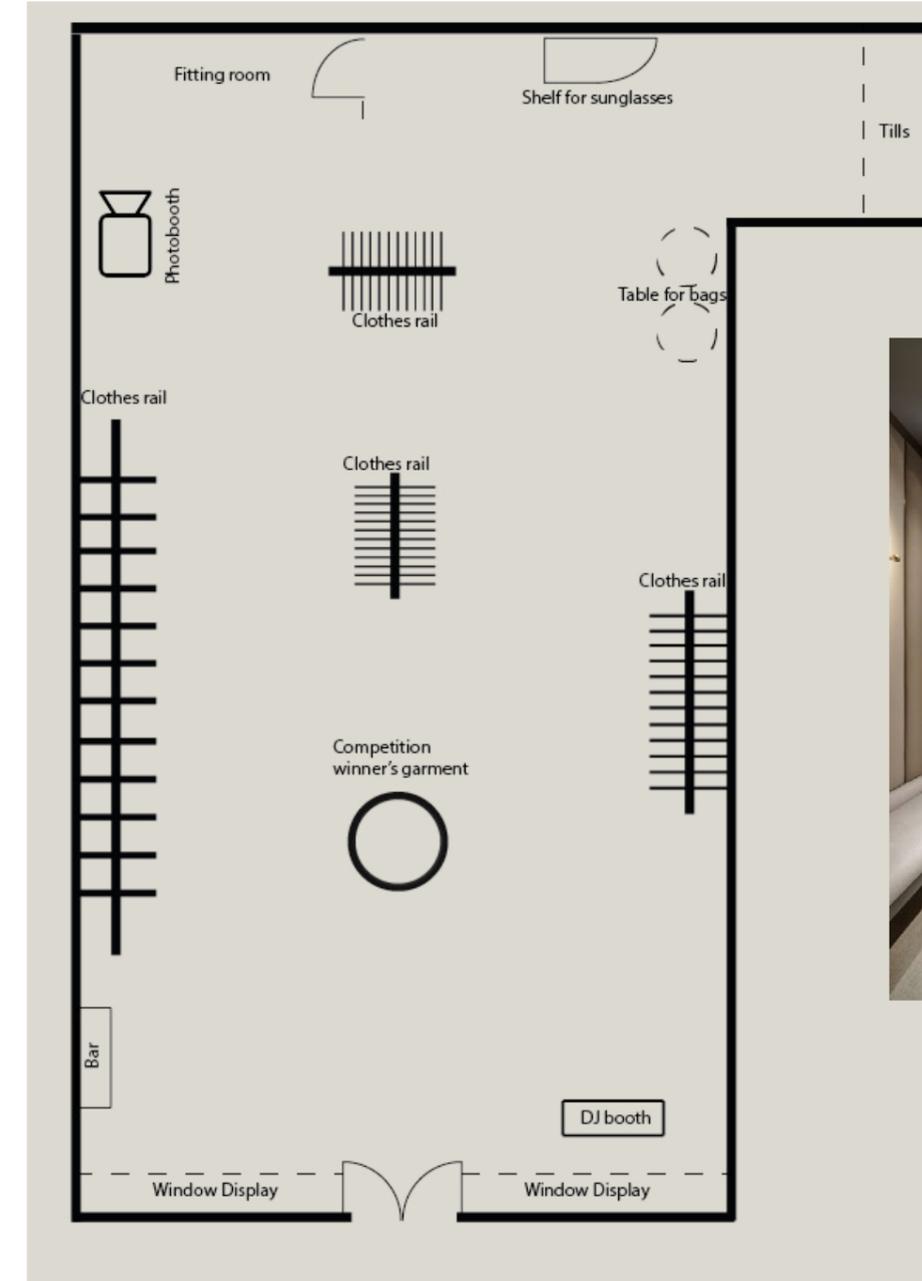
Labels with MDV's value  
'Buy once, wear forever'

## Tote Bag

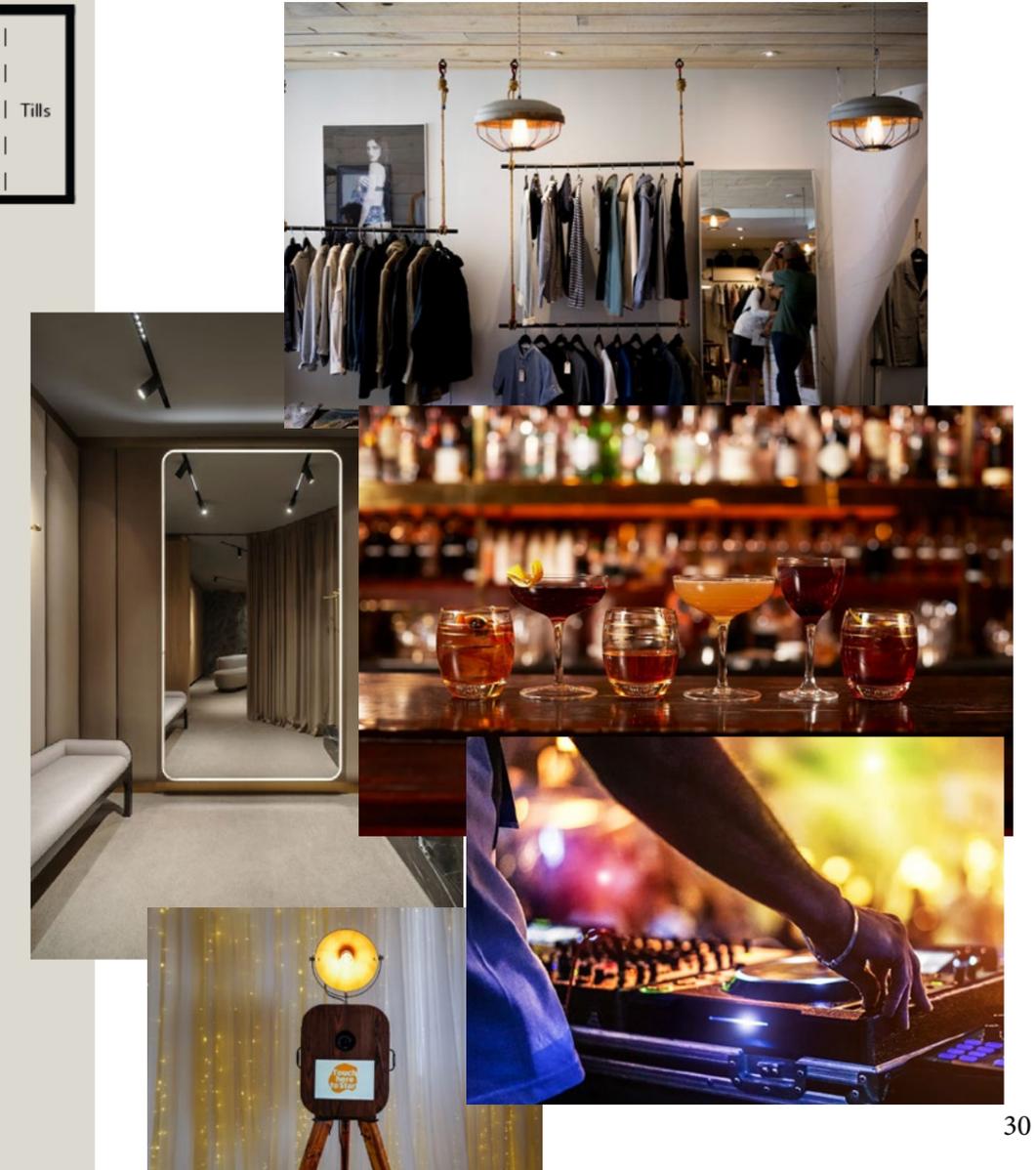


Tote bag made from recycable material available for free on day of event.

## Floorplan



## Store moodboard





Window display before store launch.



Window display for the official MDV store opening.

## Window Display

## Project management plan

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	First Pitch	Second Pitch				Client amends
	Final Pitch & Sign off					
	Casting models for the promotion of store launch			Finding companies to feature at the pop up launch		
	Shooting content for the promotion of store launch					

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Stills sent to post-production					
Window display set up (sneak peak)		Editing stills				Stills delivered
	Stills off to client for sign off		Any post production amends			
		Press invite copy send off		Upload content to promote the store - including OOH advertisement		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Competition post					
	Store launch preparation - vouchers bags	Creating window display			20.05.22 store launch	
	Editing the images from the launch					Stills delivered
	Stills uploaded to social media					

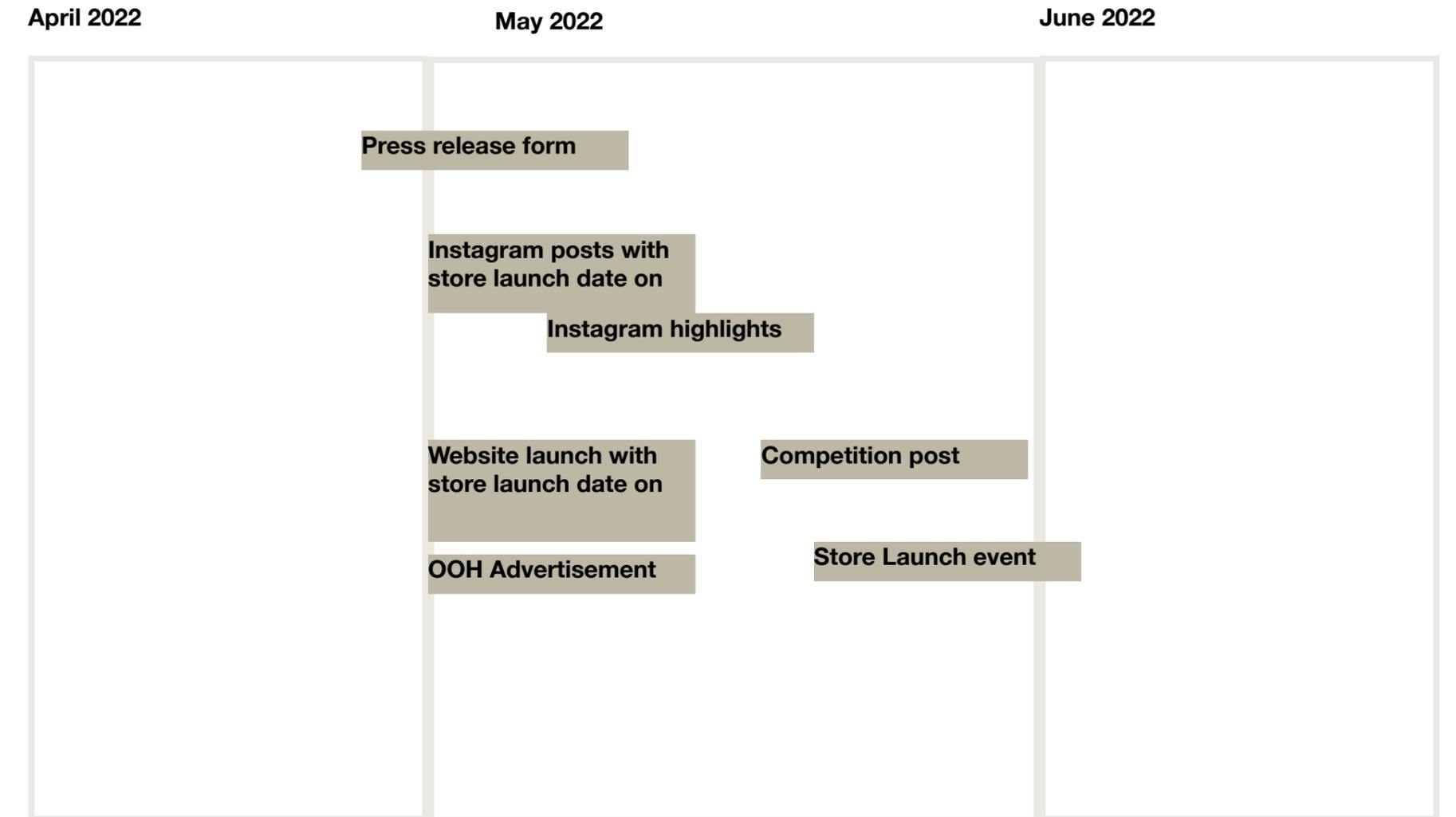
## Budget planning

Total cost for campaign including the monthly rent for the store = £147,200.  
10,150 = pre-production, production, assets, store launch & post-production

Store Location	Rent from £137,000
<b>PRE-PRODUCTION</b>	
Casting team	£450.00
<b>PRODUCTION</b>	
Photographer	£1,200.00
Models	£400.00
Hair&MUA	£180.00
Studio	Free (MDV)
<b>ASSETS</b>	
OOH advertisement (bill-boards)	£2,000
Website designer	£2,000

<b>STORE LAUNCH</b>	
Photobooth	£1,200
DJ	£400.00
Bar	£600.00
Vouchers	£120
<b>POST-PRODUCTION</b>	
Photo-editor	£1,200.00

## Assest release timeline



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