

TELFAR: "IRL DROP"

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Telfar

Background of Brand

- "Not for you – for everyone"
- **Core Values:**
 - **Provide unisex garments focused something merely larger than clothing**
 - **Brand with an element of community, non-pretension, and inclusivity**



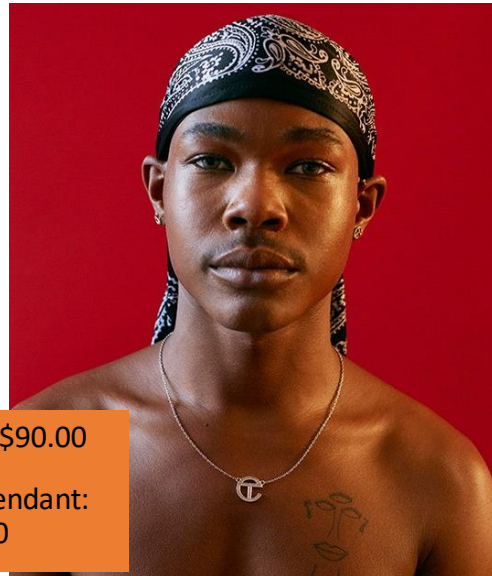
Telfar Products & Price Point Category

- **Price Point Category:**
"Contemporary
Designer"



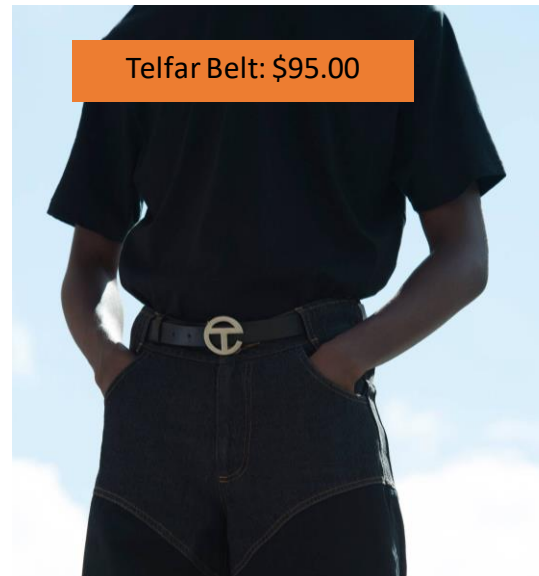
Telfar Shopping Bags

\$150.00-\$257.00
(depending on bag
size)

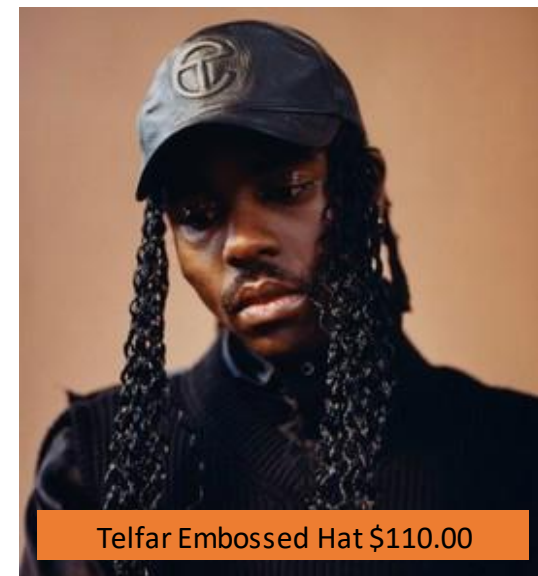


Telfar Durag: \$90.00

Telfar Logo Pendant:
\$240.00



Telfar Belt: \$95.00



Telfar Embossed Hat \$110.00

Telfar

Target Customers & Brand Presence

- Telfar's DNA = rooted in inclusivity
- Designed for individuals who've felt marginalized by society



 **TELFAR**
EST. 2005, NYC

SLAM JAM

SSENSE

- Small underground and streetstyle related outlets

International Brand Expansion Concept

- Internationalize to Sweden
- Ranked high in global inclusiveness
- Aligns with Telfar's brand image and values





International Brand Expansion Concept Sweden's Economic and Retail Environment

Economic Environment

- Member of EU

Retail Environment

- History of retail development
- Large amount of retail space per capita

Table 12.3 Partial List of the World's Most Business-Friendly Countries

Forbes makes a list each year of the world's most business-friendly countries, rating 139 nations on eleven factors, such as taxes, corruption, property rights, technology, investor protection, and innovation. To conserve space, not all are listed here. Sweden in Europe ranks at the top, Nigeria in Africa is near the bottom, and Chad is at the bottom.

1. Sweden	47. Greece	120. Nigeria
5. United Kingdom	56. Columbia	137. Haiti
13. Estonia	65. Mexico	139. Chad
23. United States	79. Russia	
37. Japan	102. China	

Source: "The Best Countries for Business" in *Time*, January 16, 2017, pp. 6-7.

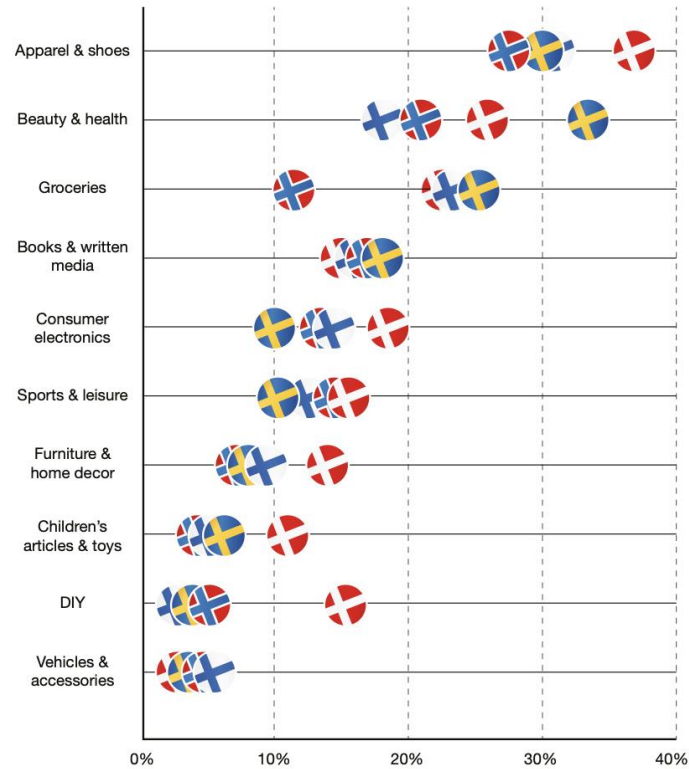
International Brand Expansion Concept Sweden's Social Culture

- **Low power distance culture**
- **Weak uncertainty avoidance country**
 - **Measure success through their quality of life**
 - **Work to live rather than live to work**



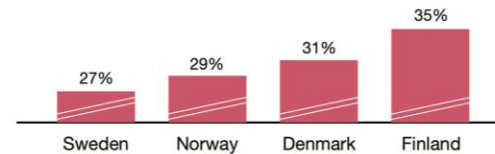
EXHIBIT 6

**Consumers who have shopped online in the previous two months
%, by category and country**



Source: Strategy& Norstat Nordic consumer survey, April 2020

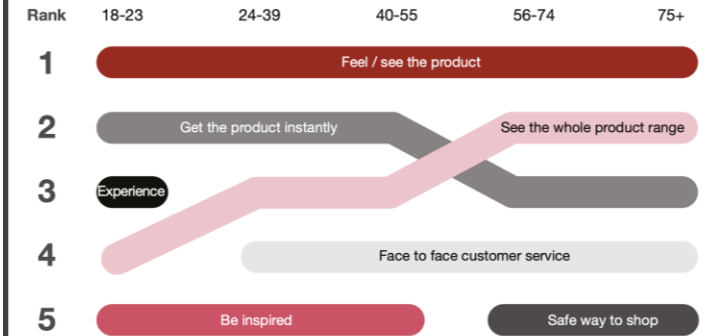
**Consumers that will keep shopping more online after the pandemic
% of consumers shifting online**



Source: Strategy& Norstat Nordic consumer survey, April 2020

EXHIBIT 13

**Key features for physical stores
Top factors by age group in Sweden**



Source: Strategy& Norstat Nordic consumer survey, April 2020

International Brand Expansion Concept Swedish Consumer Behavior

- **Apparel and shoes remain the most popular online shopping categories**
- **27% of Swedish consumers will keep shopping online post pandemic**
- **Ages 18-23 want an experience from physical stores**
- **Ages 18-23 and 24-39 want inspiration and products instantly**

Competitive Analysis

Telfar

Core Values: Brand with an element of community, non-pretension, and inclusivity

Brand Value: From \$102,000 in 2016, to \$2 million in revenue in 2019

Manufacture: On demand manufacturing- No textile waste, no inventory, and no warehousing.

Target Market: "It's not for you, it's for everyone"

Promotion: Social media, fashion shows, celebrities, fashion blogs, non-traditional and traditional collabs with companies.



Brandon Blackwood

Core Values: Functionality, practicality, making a statement, ending systematic racism

Brand Value: Estimated around \$100,000 - \$249,999

Manufacture: Materials are always sourced responsibly. Products are then completed by exceptional fair-trade craftsmen in Asia, Europe, and the US.

Target market: Anyone who supports ending systematic racism and "the everyday new yorker"

Promotion: Celebrities, fashion blogs, social media



Strengths:

- **Sweden isn't as saturated as other markets**
- **Going into a new market with a strong brand identity**
- **Dropping the most in demand product for the brand**
- **Increases growth in business**
- **Respects Covid-19 regulations**

Weaknesses

- **Limited quantity being dropped at the event**
- **Slight price difference in all 3 bag styles**

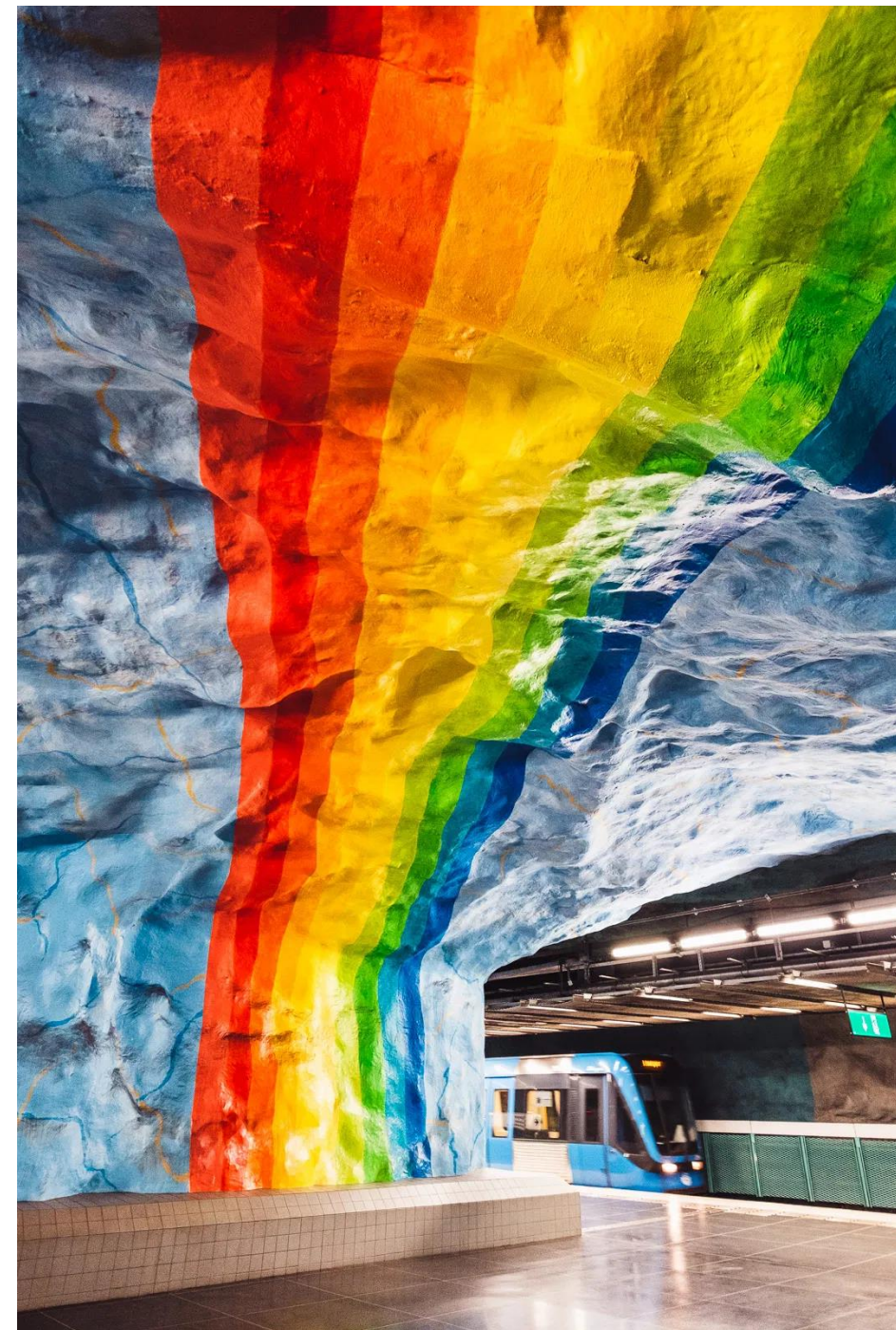
Opportunities:

- **Draws a lot of attention from the press**
- **Develops more audience outside of the U.S**
- **Accessible for the people of Sweden**

Threats

- **Covid-19 can inhibit attendance of the event**
- **Using different currency than before**

Place: Stadion Metro Station Stockholm, Sweden



"IRL DROP" drone visuals

- One drone per bag with spots numbered 001-200
- Customers will match number on their ticket to the number portrayed on the ground



Stadion Stockholm website and micro website

visitstockholm.com/art-in-the-subway/stadion/

ABOUT US PRESS OUR WEBSITES English

Stockholm
The Capital of Scandinavia

The art of the subway

Discover Stockholm's metro - the world's longest art exhibition

NOW HOSTING: Telfar's "IRL DROP"
August 1st, 2021

Tickets available at:
www.telfarsweden.com



Product-

**Exclusive monogram logo bag.
Offered in traditional sizes: Small, Medium and Large.**



Telfar
114 31
Stockholm, Sweden

"IRL DROP"

THIS TICKET ALSO SERVES AS YOUR RECEIPT

SMALL MONOGRAM

TOTAL: 1690.79

TRANS:00FF10 TICKET#: **001**
WAA:



Price

- **50 USD increase on each size bag.**
 - **Bag and access to the event is included in the purchase of the subway ticket on the website.**
-
- **SMALL MONO: 1690.79 SEK**
 - **MEDIUM MONO: 2130.39 SEK**
 - **LARGE MONO: 2536.18 SEK**
- **SMALL MONO: \$200**
 - **MEDIUM MONO: \$250**
 - **LARGE MONO: \$300**



People Promoting "IRL DROP"

- **Rejjie Snow - 200k**
- **Julian Hernandez - 55k**
- **Mykki Blanco - 115k**



Instagram Promotions

telfarglobal
Stockholm, Sweden



35,250 views

telfarglobal TICKETS @ WWW.TELFARSWEDEN.COM

mrjulls
Paid partnership with telfar



1,305 likes

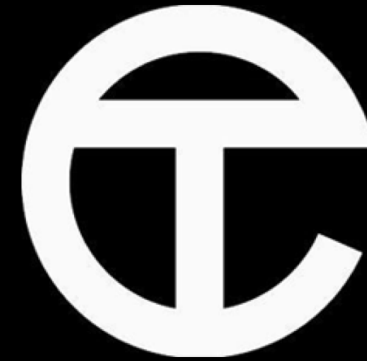
mrjulls link in bio to reserve your spot at the "IRL DROP" in Stockholm, Sweden to get this exlucsicve monogram Telfar bag -

INSTAGRAM STORY PROMOTIONS

“IRL DROP” “IRL DROP” “IRL DROP”
“IRL DROP” “IRL DROP” “IRL DROP”
“IRL DROP” “IRL DROP” “IRL DROP”



“IRL DROP”



STOCKHOLM, SWEDEN



SWIPE UP TO BUY
TICKETS

Final Instagram Promotion by Telfar

