

VISUAL MERCHANDISING



Juicy Couture



Nail Salon Concept

BY: MADISON MUSZYNSKI, MADDY RAMOS,
JAY STALLWORTH, & VANNA WILKE

Table of Contents

Background of Brand	pg. 3
Target Customer	pg. 4-5
Primary Target Customer	
Secondary Target Customer	
Introduction to Brand Space	pg. 6
Concept	pg. 7
Mood Board	pg. 8-14
Visual Representation of Space	pg. 15
Introduction to Market	pg. 16-19
Products & Services	
Marketing Strategy	pg. 20



Background

- Founded in 1988 by two friends Gela Taylor and Pamela Skaist-Levy
- Started off as Travis jeans named after Gela's newborn son for maternity jeans.
- The company's biggest success came from the famous tracksuit launched in 2001. Made of soft feminine fabrics such as velour and Terry cloth.
- They were made to flatter the body with a low slung pant and fitted tops.
- They were desired for their comfort and sex appeal.
- Bought by Liz Claiborne in 2003, but creators were kept as co-presidents and creative directors of the brand.
- They later extended their brand to a mens line, jewelry, handbags, and signature fragrances.



Target Customer

✓Primary Customer

- 18-24
- Student
- Lover of Fashion
- Keeps up with current trends
- Grew up during the peak of juicy couture
- Looking for a nostalgic experience



Target Customer



✓Secondary Customer

- 16
- High School Student
- Lives in California
- Looking for an exciting pop-up experience
- Fan of Y2K era aesthetic

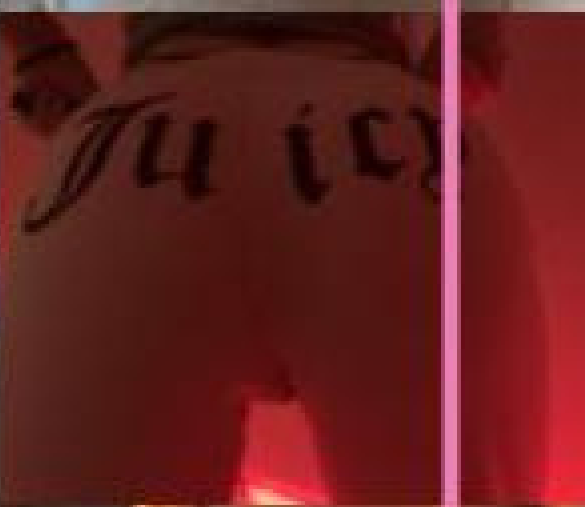
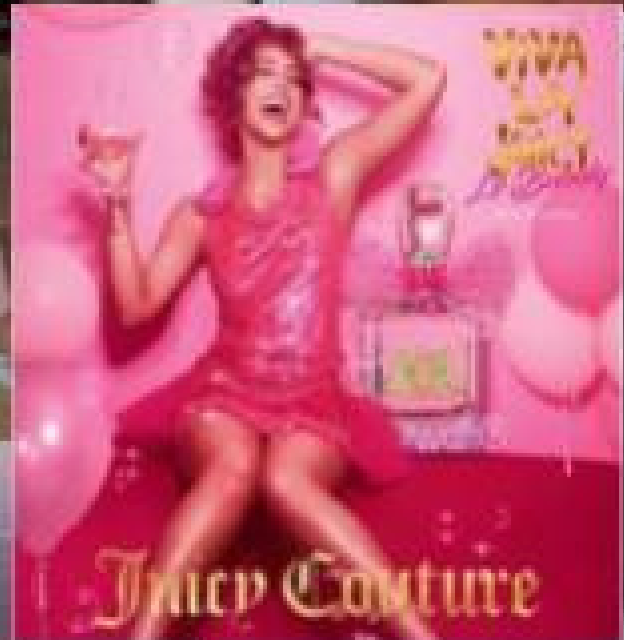


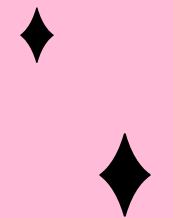
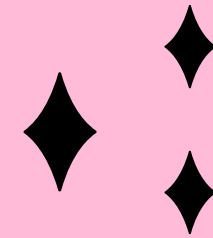
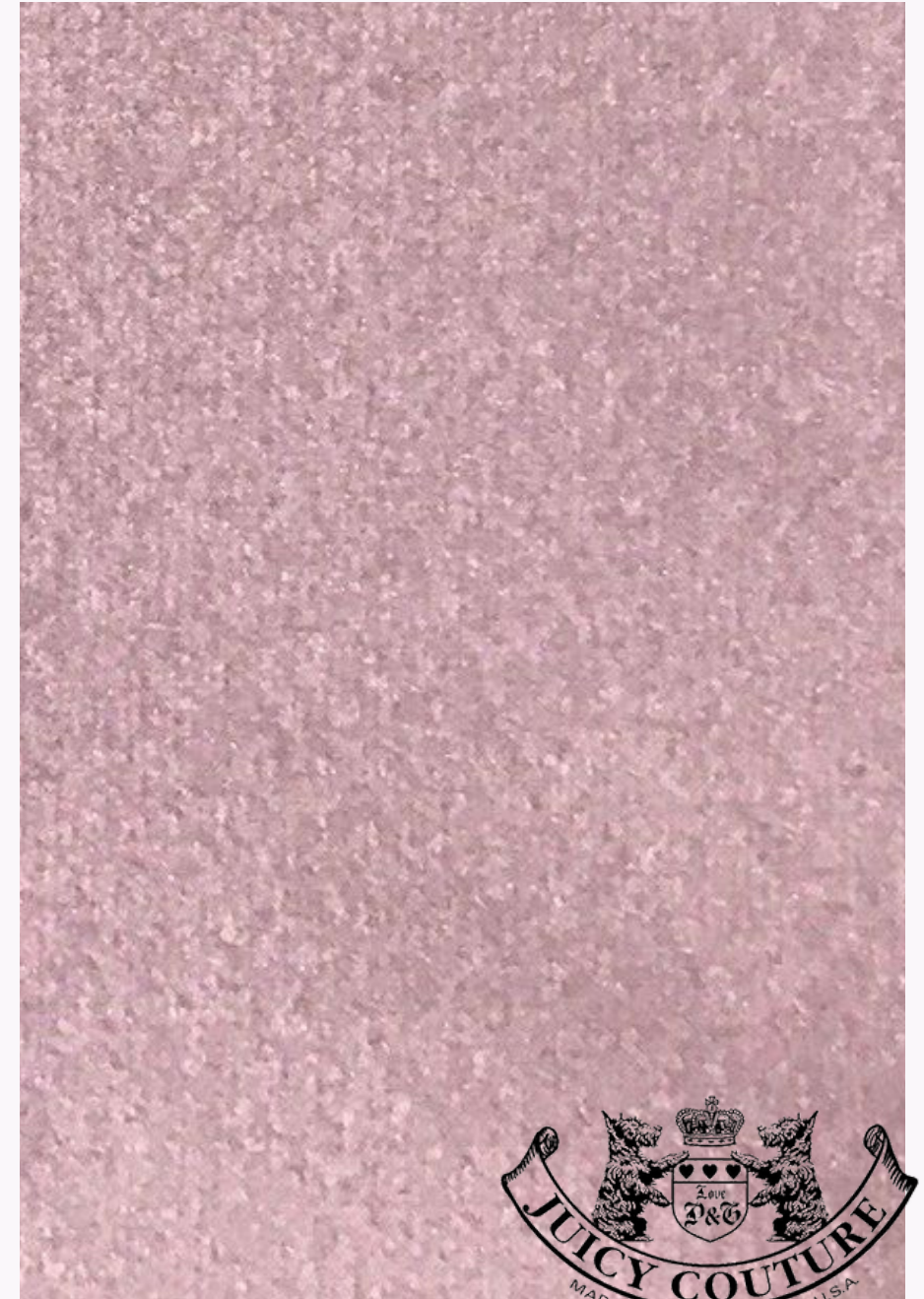
Brand Space Concept

Awestruck

A Juicy Couture nail salon inside of the Beverly Hills Hotel as a space to activate all five senses.

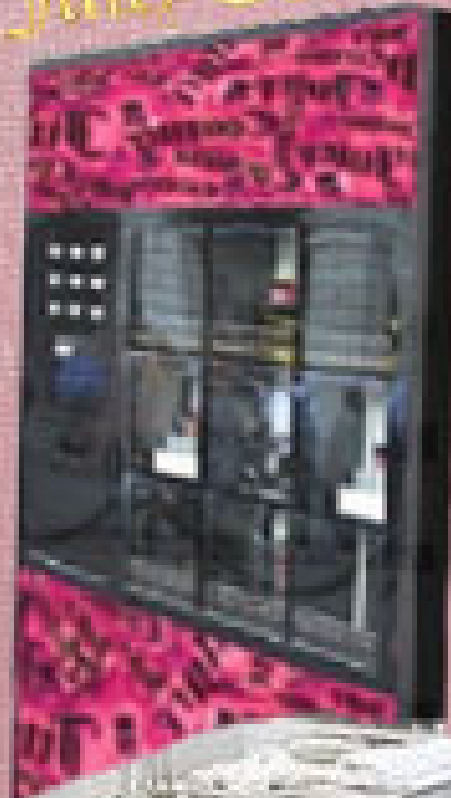








Juicy Couture



The Five Senses: Smell

Scented nail polish in five of Juicy Couture's most popular perfumes.
Available for purchase and or application



"Viva La Juicy"



"Viva La Juicy La Fleur"



"Viva La Juicy Noir"



"Viva La Juicy Rose"



"Viva La Juicy Le Bubbly"



The Five Senses: Taste

Juicy Couture themed cookies and pastries individually wrapped for quests



The Five Senses: Touch



accents of pink velvet



nail salon service
with Juicy Couture
nail polish



flip flops to give
away with pedicures

The Five Senses: Sight & Hearing

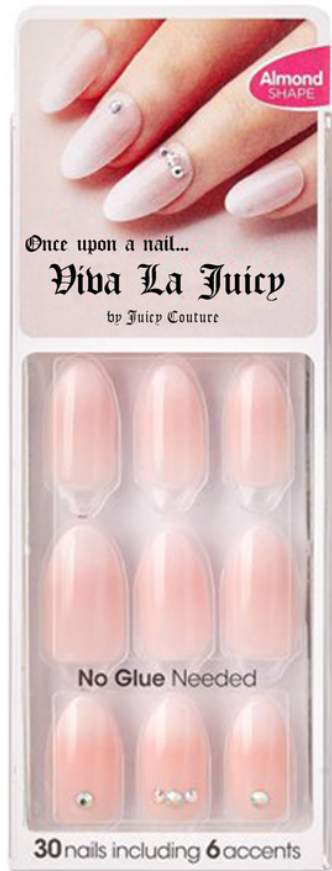


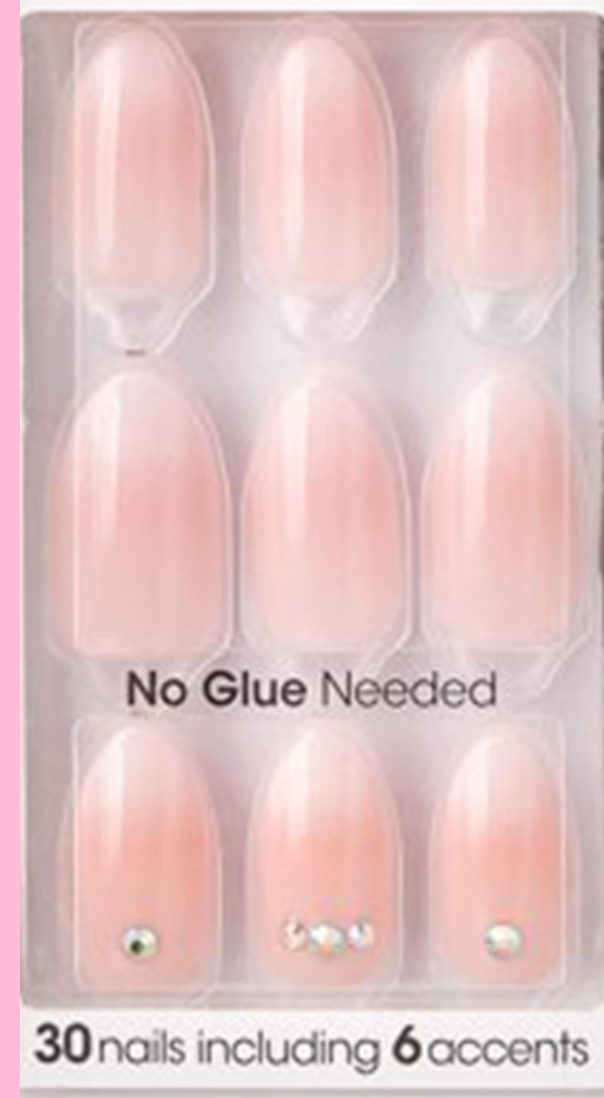
vending machine
for Juicy Coutures
press on nail kits



TV's around the
room playing The
Simple Life
Y2K music playing
and spa sounds

Products





Introduction to Market

PRODUCTS

NAIL PRESS-ON SET	
JUICY COUTURE SCENTED NAIL POLISH	\$50 \$15

SERVICES

MANICURE	\$50
Add: NAIL ART	\$75-\$100
PEDICURE	\$75
GEL POLISH	\$65
ACRYLIC NAIL SET	\$75
Add: NAIL ART	\$100-\$12
FILL IN	5 \$40



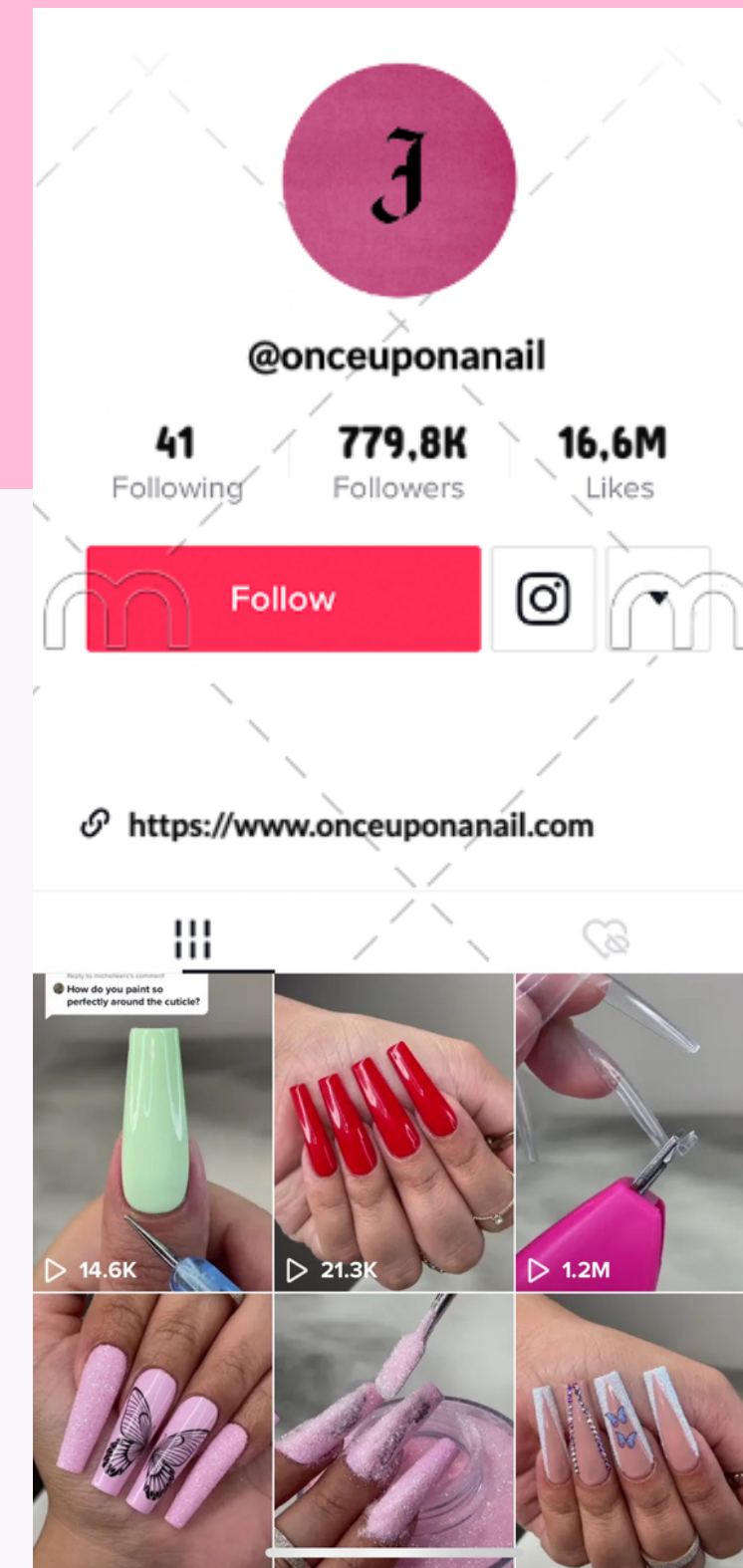
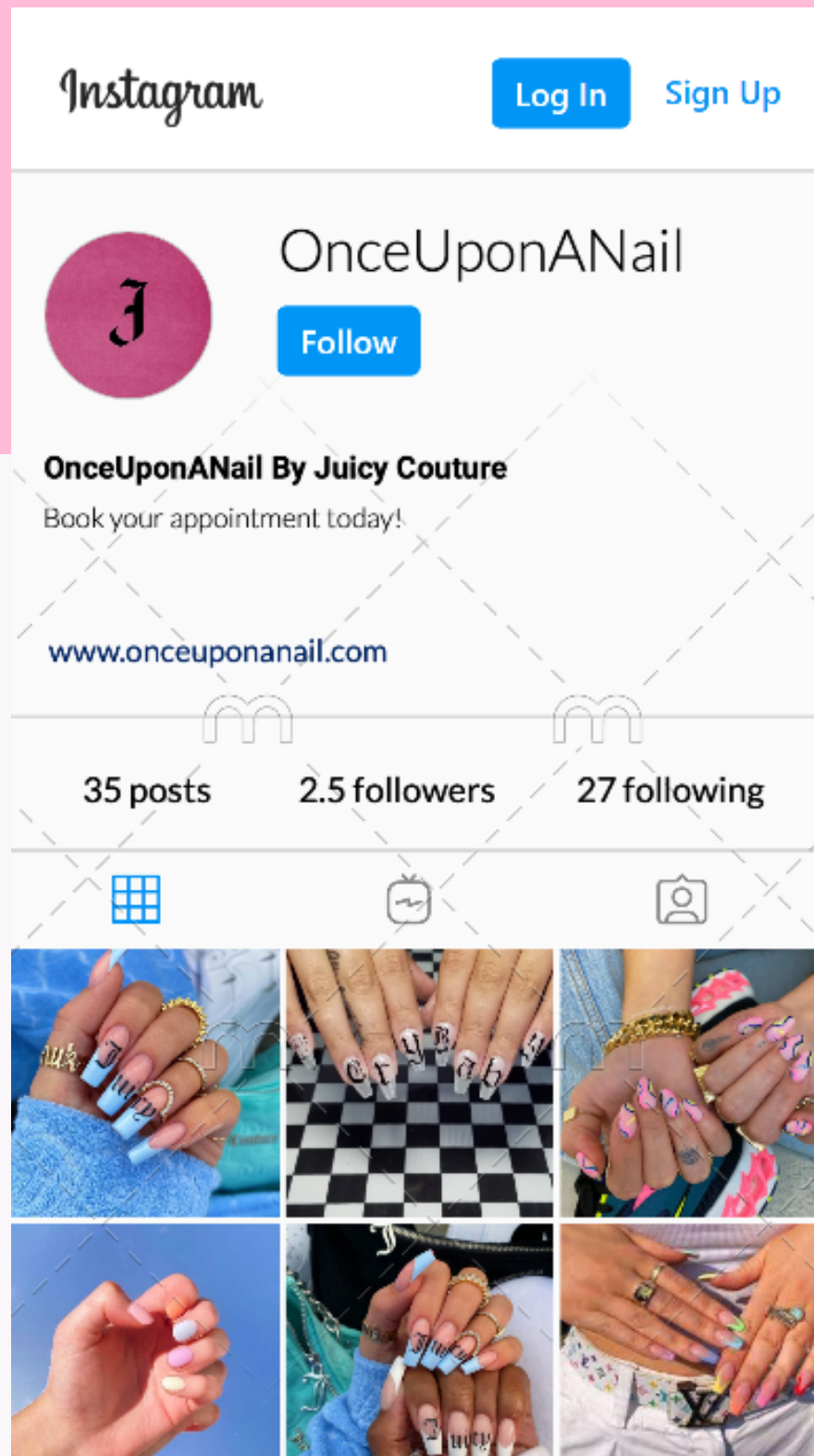
Introduction to Market

Marketing: Wild Posting



Introduction to Market

Marketing Strategy: Social Media



Introduction to Market

Marketing Strategy: Promoters



Introduction to Market

Marketing Strategy: Promoters



@nailedbytav



@Krocaine



References

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