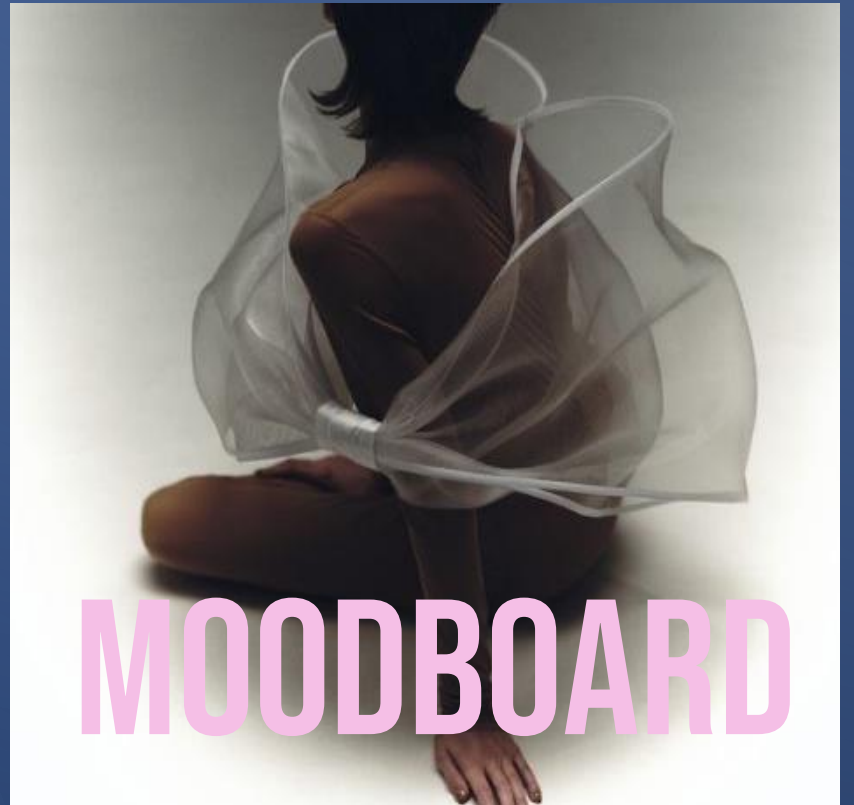
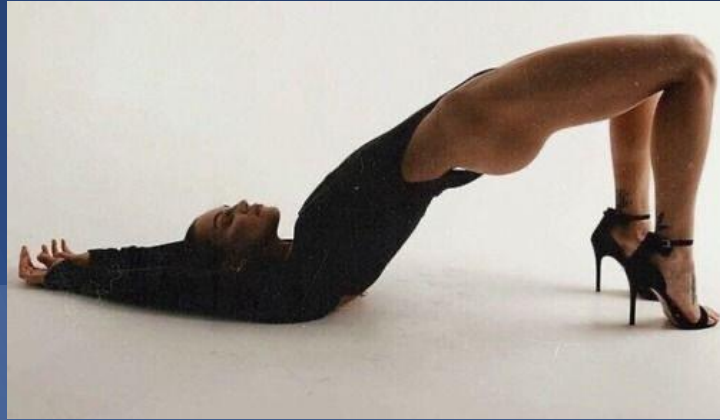
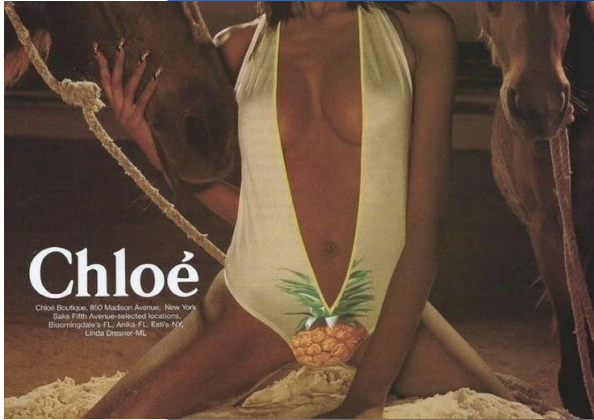
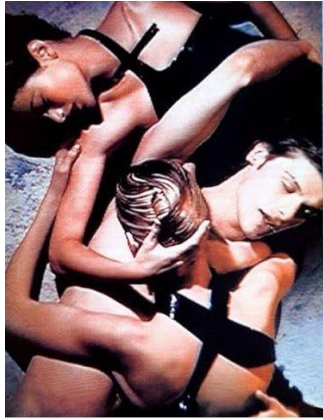


# BRAND REFRESH: UNDER FASHION CLUB

By: Gianna Russo, Paola Figueroa, Prayag Acharya, Emmi Trovato, Isabella Lumerman, Justin Shoda, & Gwyneth O'Donnell



UNDERFASHION  
CLUB, Inc.



MOODBOARD

# PROJECT GOALS

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ESTABLISH NEW WAYS OF COMMUNICATING  
WITH A YOUNGER AUDIENCE SO THEY  
CHOOSE TO OPT IN AT THE START OF THEIR  
CAREER AND ORGANICALLY BECOME  
LIFETIME MEMBERS



UTILIZE ESSENTIAL GRASSROOTS  
MARKETING THAT REGULARLY SPOTLIGHTS  
THE CLUB'S SIGNIFICANCE TO THE INDUSTRY



DISCOVER AREAS THAT CAN BE PART OF  
REGULAR COMMUNICATIONS: MENTORSHIP,  
CAREER ADVICE, EXECUTIVE TIPS, AND  
MEMBERSHIP UPDATES



# COLLEGE CAREER AND CLUB FAIRS

- The Under Fashion Club has asked us to come up with ideas in ways to better their business. I see no better way than to integrate their club into different college career and club fairs. This will allow their new target audiences to be introduced to the business and find ways to become a part of their ecosystem in a productive manner.



# WAYS TO IMPROVE

- Handshake: students sign up/collab with brands in the club in order to offer exposure to those students who wants to be apart. Participate in an event focused for a younger audience.
  - Handshake was created to ensure that all college students have equal access to meaningful careers. The Under Fashion club will be promoting their club having college students join. They will also promote specific employers they're working with, so their club member have exclusive access to internships/opportunities. One of the club members can assist with promoting the events via handshake and flyers around the school.
  - Handshake has given many college students the opportunity to work internships that they wouldn't necessarily have been able to apply to without this tool.
- Students who join the club through handshake will gain access to more companies/ Internships the Under Fashion Club wants to work with.
- The Under Fashion club can also list job opportunities to work for their company!
  - Social media: hire a young social media manager, be more active on all social media platforms
  - Expose it as a career path.



# WAYS TO IMPROVE: SOCIAL MEDIA

- Hire a young social media manager, be more active on all social media platforms
- Post regularly on all relevant social media platforms and find time cycles that yield highest audience engagement.
- Sponsored ads on TikTok and Instagram.
- Create a TikTok account
- Post Reels and TikTok's at least once a week
- Informational, Motivational, Relatable and/or Humorous content is key!
- Engage with followers – Post on Stories, Use polls, update story highlights daily and establish a dialogue with the audiences.
- Community based interactions with audiences.
- Establish a niche.
- Always use hashtag.
- Monthly giveaways (items from brands that are part of the Under Fashion Club)- **Engage customers to tag on stories and comment on post - Goal is to increase followers**
- Utilize Tik Tok and Instagram live to do info sessions or Q&As



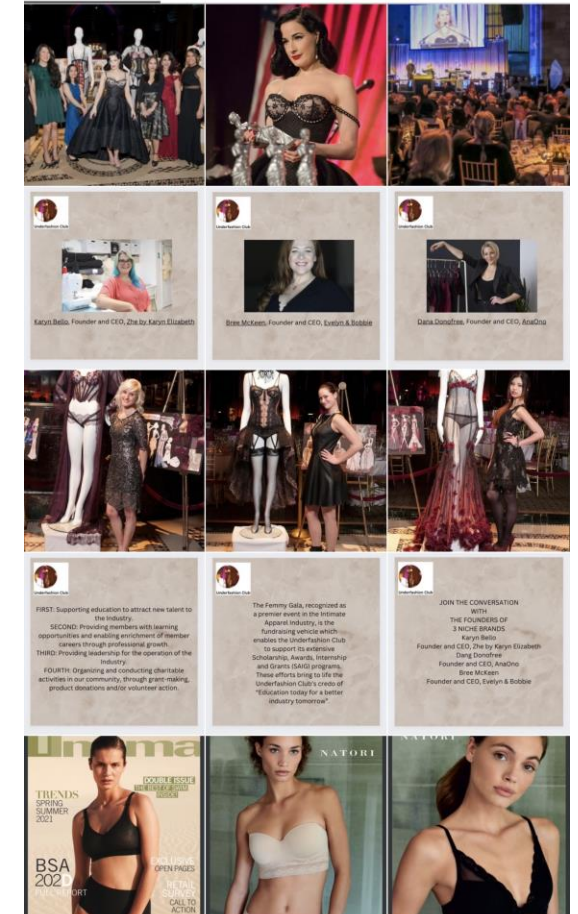


# WAYS TO IMPROVE SOCIAL MEDIA



Current Instagram

- Consistency is Key!
- Consistent theme- each post should follow a theme: Ex - your logo is present or specific brand colors, same font.
- Be informative without using so many words- people start to lose interest with reading so much.
- Less words on the feed and more pictures! Information can be in captions.
- Allow Instagram to be fun and attention drawing.
- Using text about the club can be found on your website or with email campaigns that are sent out to members!



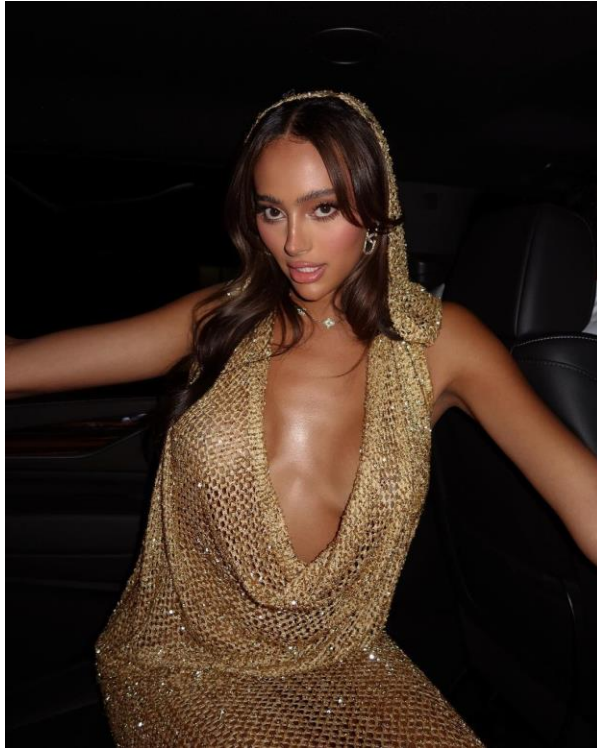
Improved Instagram



# INFLUENCERS TO PROMOTE



@paigesecosky



@xoxoemira



@edenmasliah



@alysondubey



# INFLUENCER BACKGROUND

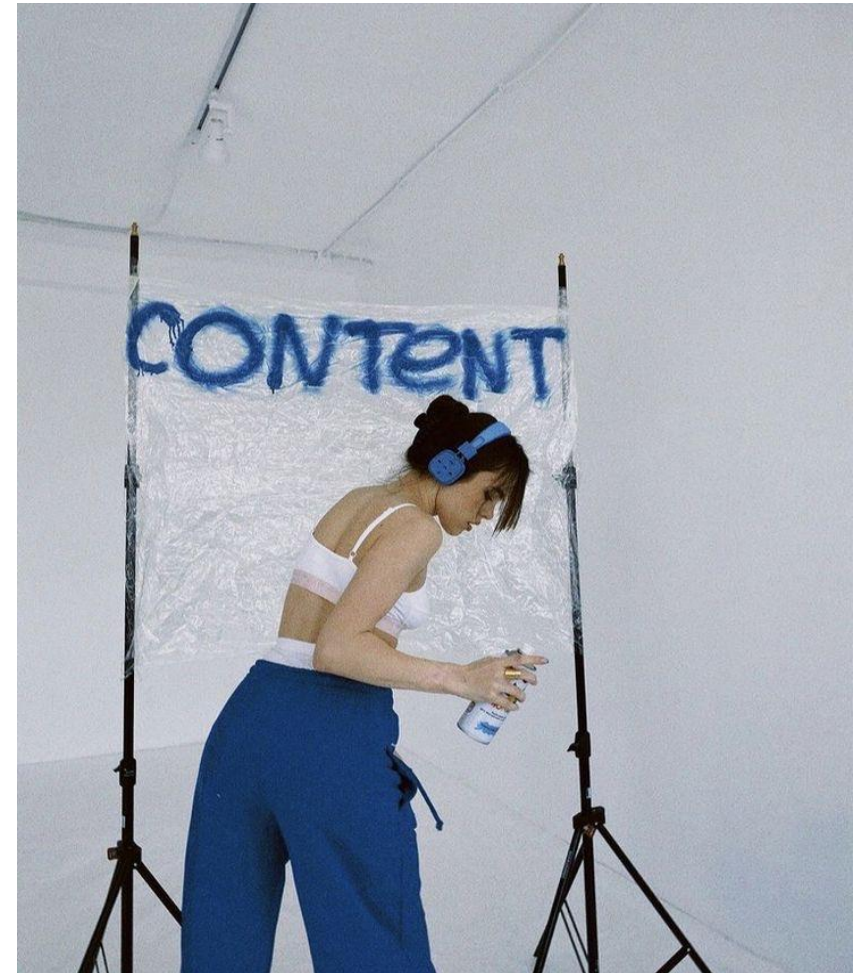


## Paige Secosky:

Paige Secosky graduated LIM in 2020. Paige earned a 3.99 GPA during her four years at LIM. Furthermore, she managed numerous successful personal social media platforms during her academic career, which she describes as "my full-time job while being a student." Paige started her popular YouTube channel before college and grew it from 200,000 to over 500,000 subscribers while attending LIM. She now has over 100k followers on Instagram and 700k subscribers on YouTube. Paige has grown so much and so has her style.

## Emira D'spain:

Emira D'Spain, known as TikTok's "beauty it-girl" and her "get ready with me" videos, is a successful influencer holding over 1 million followers. Emira is the first transgender model to work with big name fashion brands such as Victoria's Secret. The influencer was also a former beauty director of the well-known PAPER Magazine. Emira is currently and is still continuing to make her way by creating history for the LGBTQ+ community. Emira is always out and about NYC and is very friendly to her supporters/ followers.



# INFLUENCER BACKGROUND



## **Eden Masliah:**

Eden Masliah is currently a student at LIM College, majoring in Fashion Marketing. Eden is a successful Influencer and Youtuber. Her expertise lies in creating relatable content for people looking to elevate their style through new and refreshing creative ways. She started off with tiktok and amassed a strong base by making GRWM videos that garnered views with the help of her entertaining video narration skills and now with a strong following of 129k followers. She lives in New York City and works the likes of brands like FarFetch, Paco Rabanne, H&M and more. She also has a strong engagement of 4.5% which is more than most influencers of a similar follower base.

## **Alyson Dubey:**

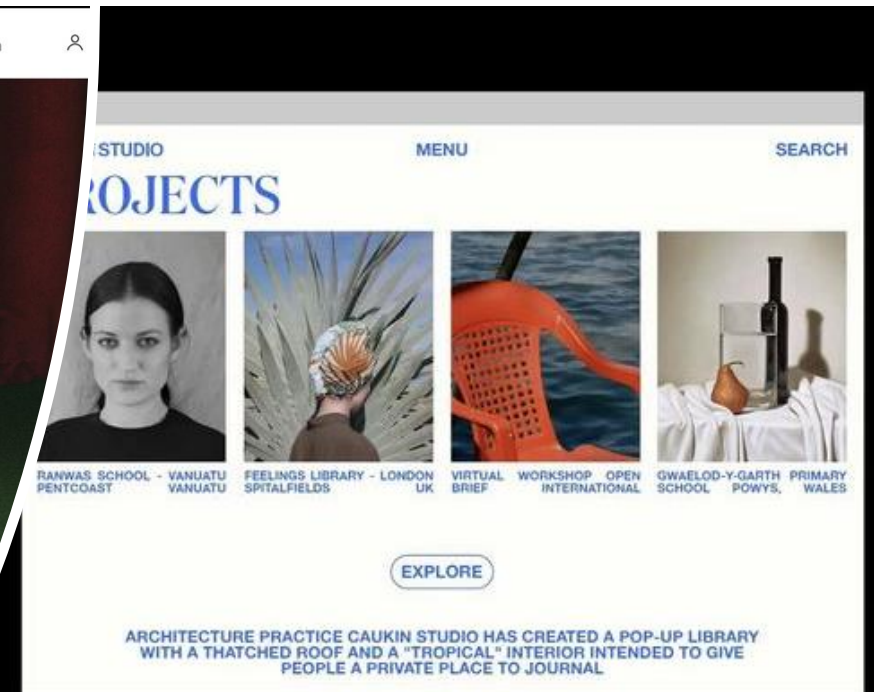
Alyson Dubey is a successful model working with Storm Model Management. The model currently holds 65.2k followers on Instagram where she shares authentic, and realistic content. As her modeling career continues to grow, her main goal is to educate her followers that there is no such thing as "perfect". She strives to remind young women that people will only post what they want to show off on social media. Alyson has worked with brands such as Jacquemus, Bershka, etc. The model is highly passionate about climate change and ways to improve the environment, which is also shared through her social media platforms.





# WEBSITE REFRESH

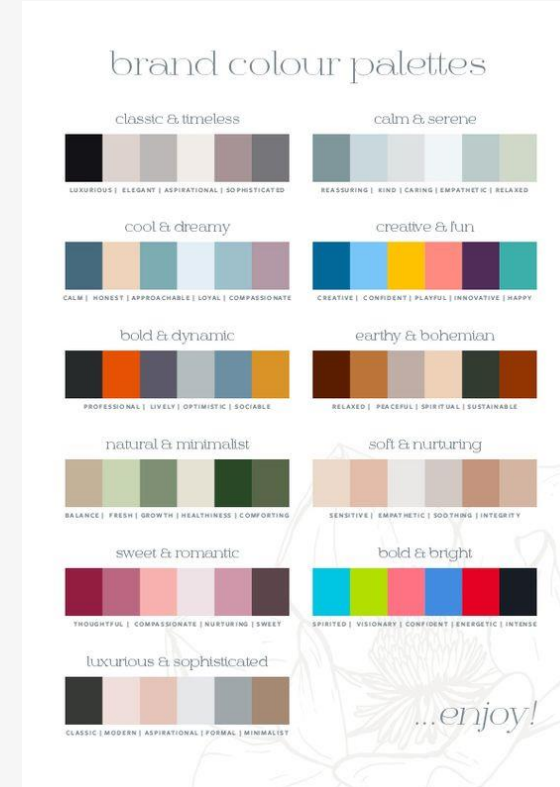
- Update the website page to a modern outline
- Create access links for jobs, blogs, events etc.
- Incorporate a portfolios and bios for current members and staff





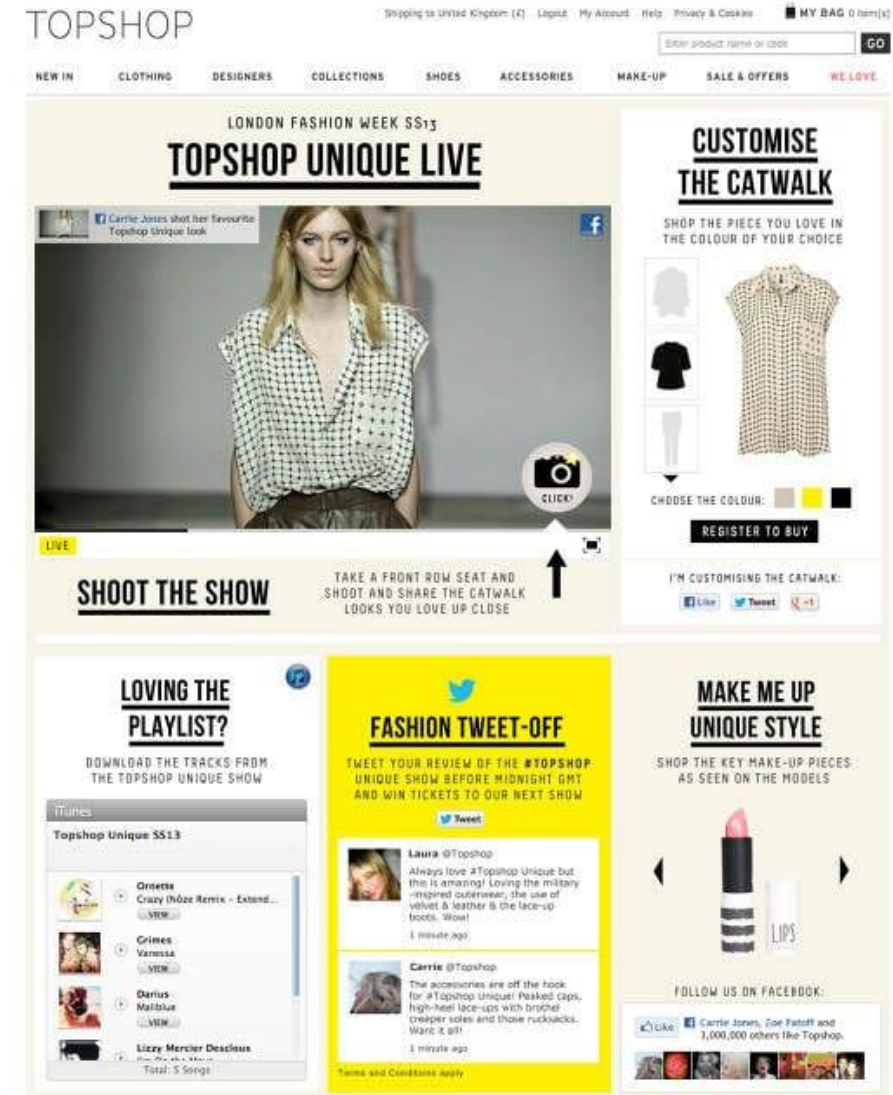
# MORE WAYS TO REFRESH

- **Color Scheme:**
  - Update the color scheme to reflect modern trends or align with the brand's current identity.
- **Typography:**
  - Refresh typography by selecting modern fonts.
- **Imagery and Graphics:**
  - Replace outdated or low-resolution images with high-quality, relevant visuals.
- **Consistent Branding:**
  - Ensure that the visual elements align with the overall brand identity.



# WAYS TO IMPROVE: MAKE EVENT SEARCHING MUCH EASIER/ACCESSIBLE

- Through a website refresh, links to exclusive events or sign-up sheets to events can be found on the main page of the website or on a separate tab
  - Makes it easier for members to find these events and sign up
- Utilize the organization's social media platforms (ex. Instagram) to promote these events
  - Spread awareness on these events
  - Gives members another option to sign up for these events





# EVENT: MAKE YOUR OWN PURSE

- Offer exclusive opportunities to members to Anthony Luciano workshops
  - Make your own purses and bags
- Members will get exclusive access to attend the event for free and interested members will get a discounted price
- Allows members to network with each other, as well as the staff team there
  - Potential work opportunities may arise from these workshop events
  - Participants can also gain hands-on experience within fashion design through the workshop





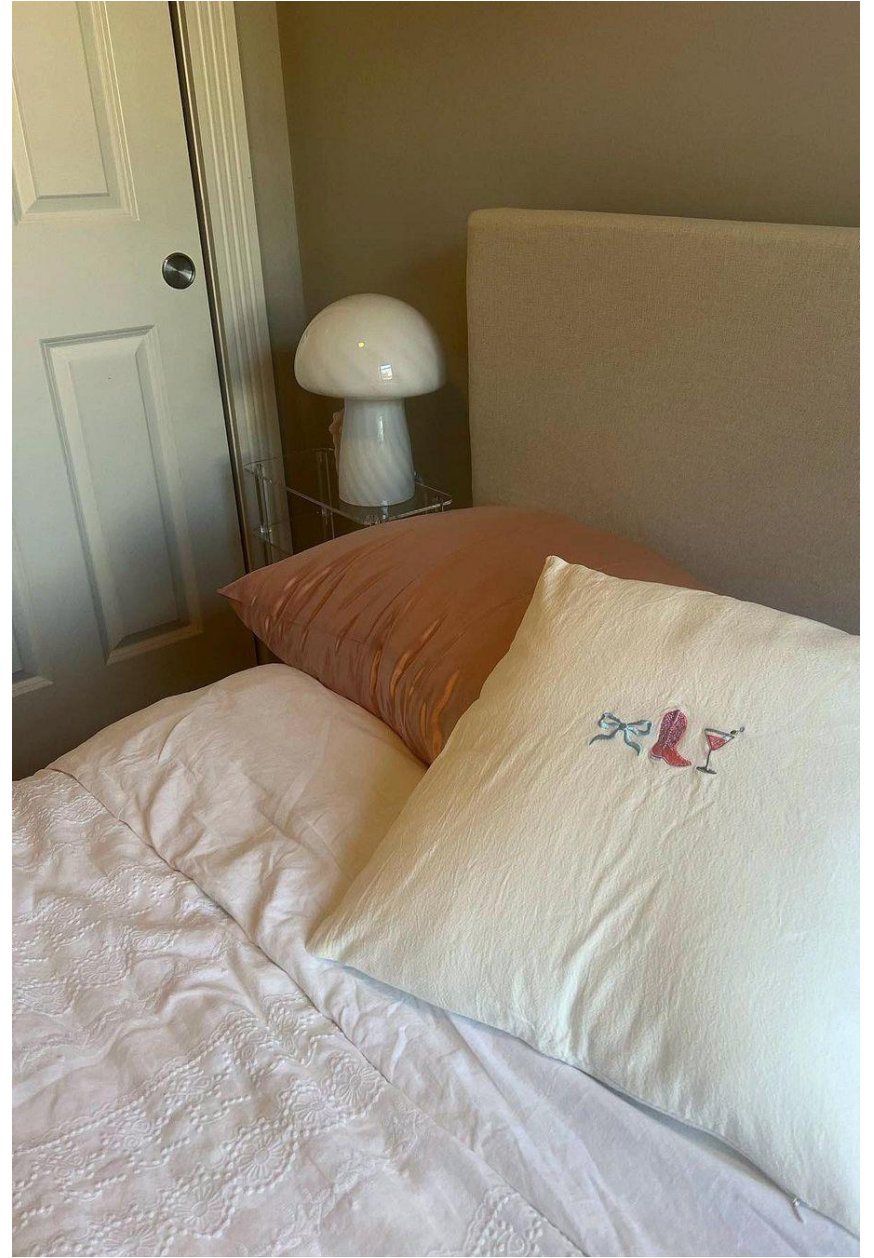


# Custom Embroidery workshop event:

## Abbode x Intimissimi

- Abbode was created by Abigail Price in February of 2020 and brought to the streets of New York City in May 2021. With experience in events, fashion, and beauty, she has a keen eye for trends and style that she has applied to the home decor space. Abby's talent and enjoyment of finding unique homewares influenced what began as a dried floral arrangement side hustle to become a thriving home decor business.
- Hosting a pop-up event at Abbode in Nolita for customizing embroidery stickers/prints/initials and more on specific Intimissimi loungewear collection or any lingerie/innerwear that the customers/audiences own.
- This event will give people strong brand recognition and awareness about the Under Fashion Club while simultaneously creating an exciting communal event surrounding the core elements the club wants to promote and bring awareness to.
- Collaboration with Abbode is to bring in the expertise they have in custom embroidery patches that are already popular in NYC and Intimissimi provides a great lingerie as a canvas for creativity.



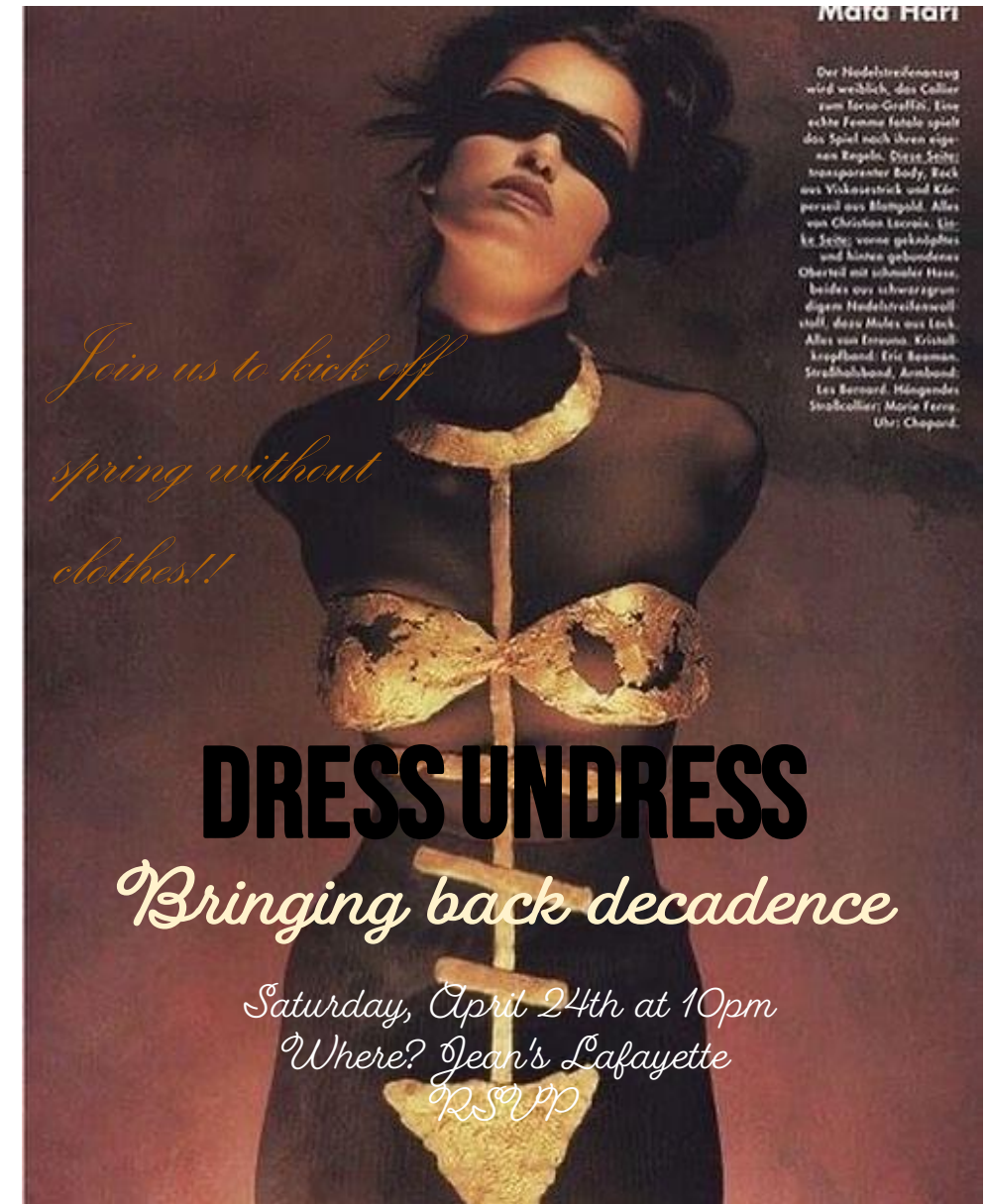




# EVENT: RENT OUT A CLUB

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- "Dress Undress Party"- all attendees are requested to come dressed inspired by their take on lingerie as outerwear.
- A great way to network and get to know each other in a less professional setting is to host an event where you rent out a club for the night
- This will attract a younger audience (20s and early 30s), this will also attract protentional members because they will feel more relaxed in this setting and get to know the other members in a way you can't do in a professional meeting.
- Venue Options: Jean's Lafayette, Rooftop at the Public Hotel, Somewhere Nowhere etc.



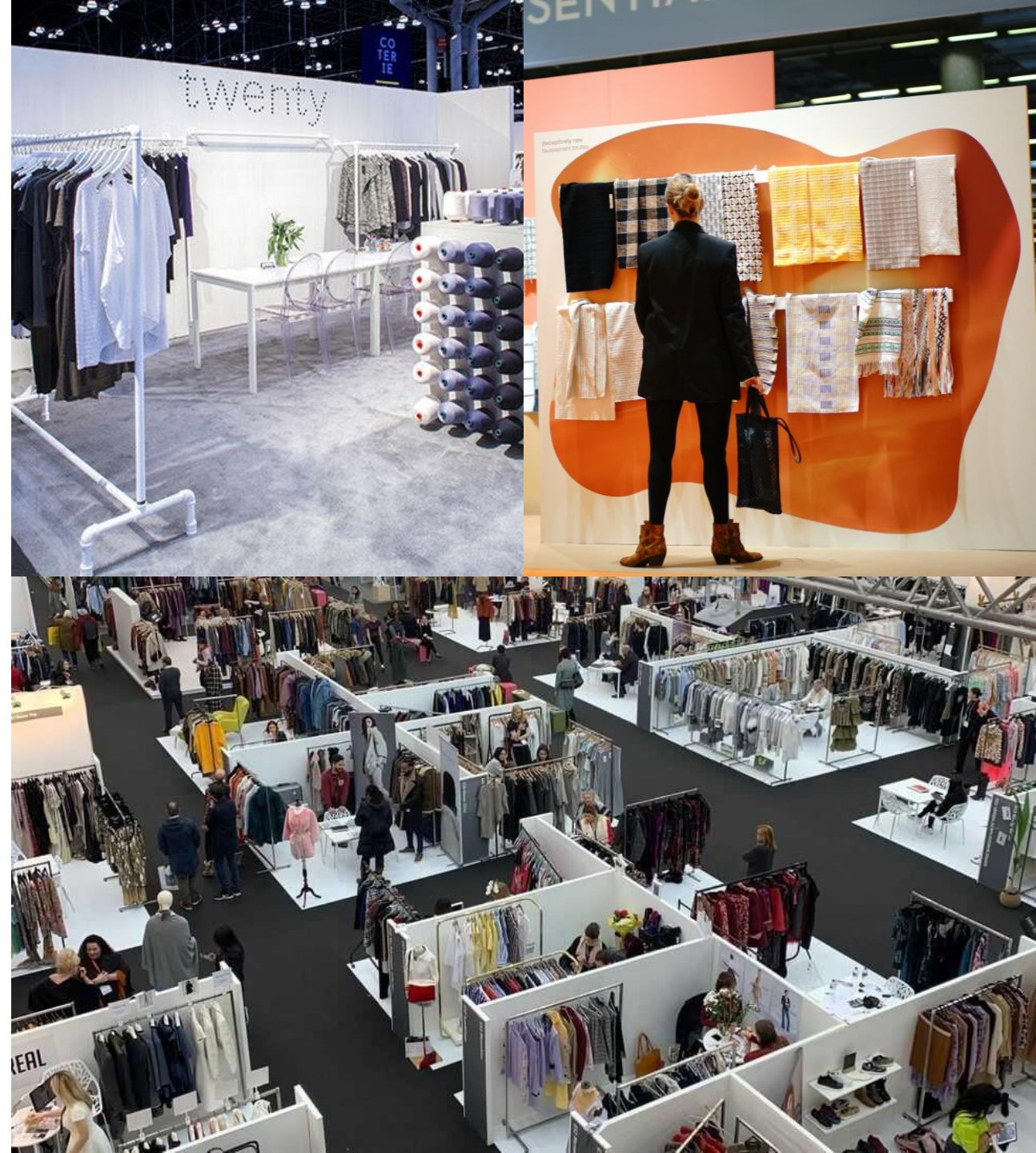






# TRADE SHOW/ CONVENTION

- Host a convention with all the different brands that are a part of the club
- People in the industry can come and talk to all the brands about their company and buyers can see what would be best for their store.
- This creates good exposure for the individual brands
- This can be held at the Javits Convention Center





# CONCLUSION

To conclude, with these new additions, The Underfashion Club will gleam with success! We feel as if there could be real potential to reach a younger audience if the effort to attract them is there. Informal events such as mixers and other craft socials are a great wait to engage the younger audience. An inviting and inclusive social media platform will also help attract. By creating aesthetic and relatable content to the current generation along with brand history and their core values can really make a difference in their insights and monthly searches and members.

As potential members our group collectively feels that there can be more from the boards end that would help speed this process up and with the help of more current members of the industry and the Underfashion Club, we are confident it will thrive.

