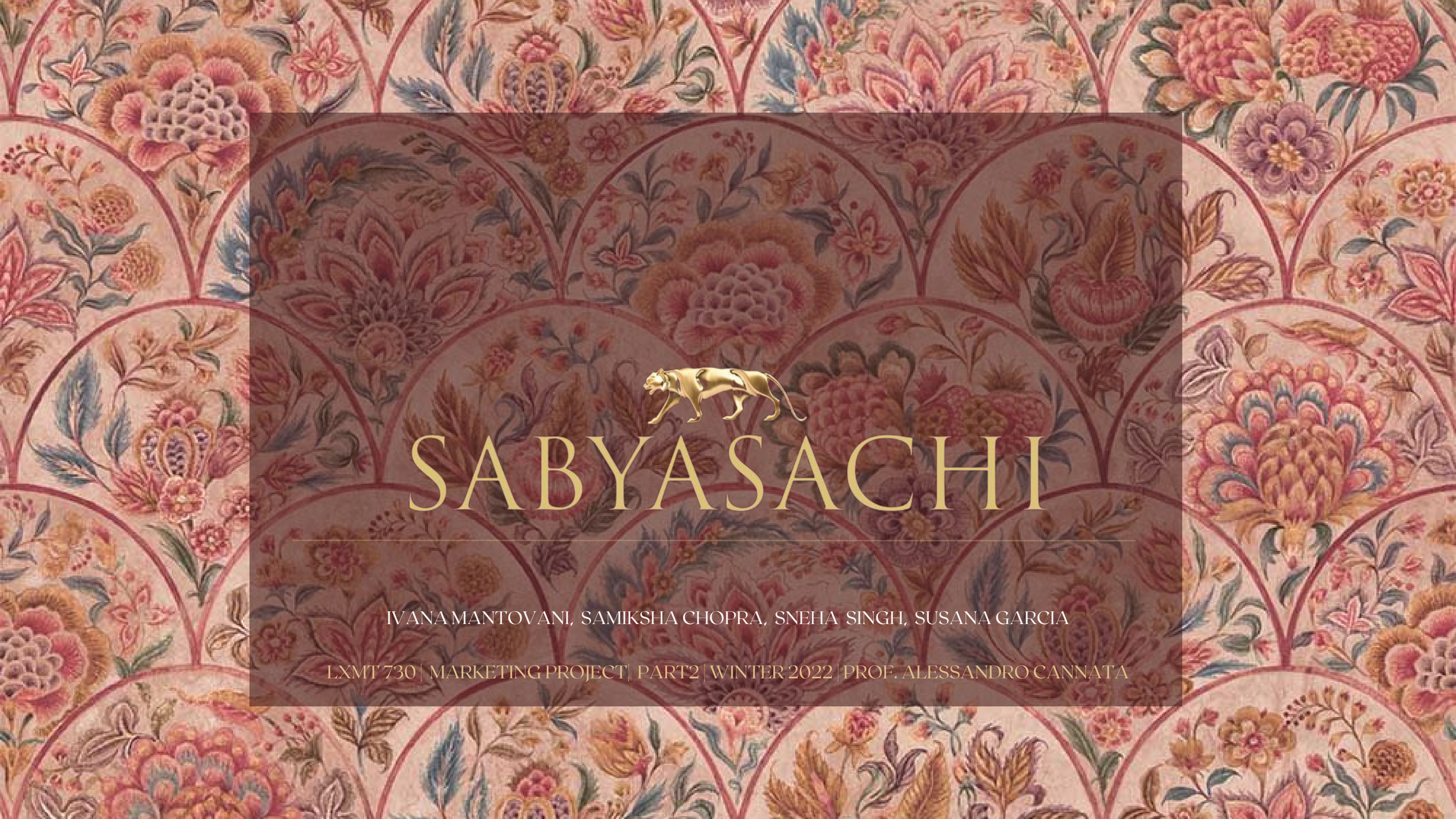




SABYASACHI

IVANA MANTOVANI, SAMIKSHA CHOPRA, SNEHA SINGH, SUSANA GARCIA

LXMT 730 | MARKETING PROJECT | PART2 | WINTER 2022 | PROF. ALESSANDRO CANNATA

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BRAND OVERVIEW



Sabyasachi is one of the most eminent luxury Indian designers.

Sabyasachi has also rewarded the best luxury Indian designer.

The only Indian designer who showcased his work in Milan, London, and New York's fashion week.

His collections are delicate jewelry designs, elaborate anarkalis, sarees, suits, and contemporary gowns.

Sabyasachi is proud to preserve Indian heritage, despite the unfolding western influences.

In January 2021, Aditya Birla Group acquired a 51% stake in Sabyasachi Couture Private Limited. The Brand is not only well established and popular in India but also has a global presence and acceptance. It offers stores in the US, UK, and Middle east.

Design Philosophy: "Personalized imperfection of the human hand."



PROJECT GOAL

AIM

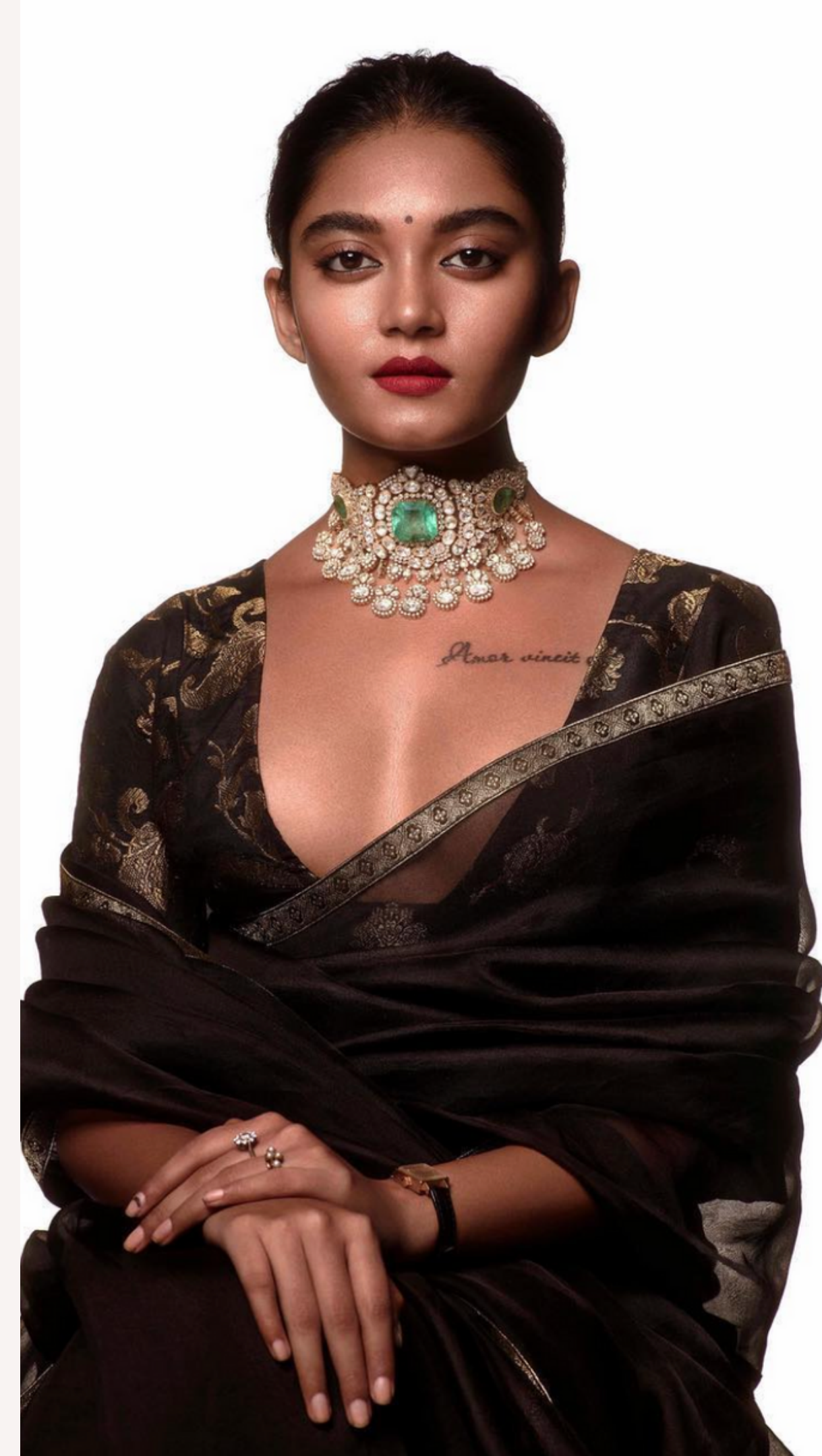
Our goal is to expand the brand to the European market, considering and keeping as main objective to preserve the brand's authentic and genuine desire to stay true to its heritage without diluting into emerging western influences.

KEY SUCCESS FACTORS

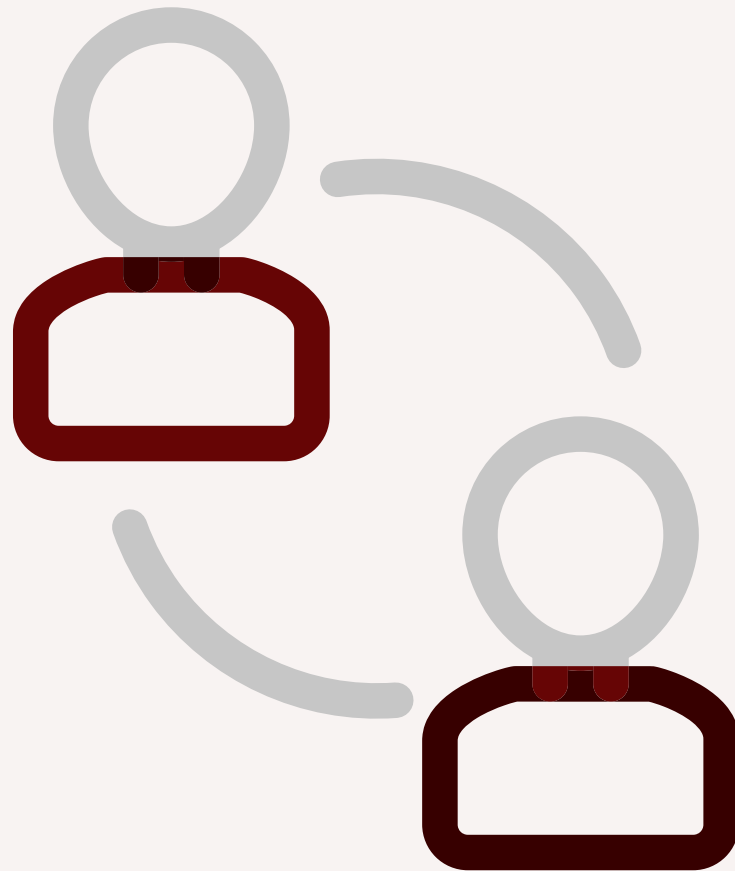
The brand depends on its creator, which has been awarded several times and recognized around the globe.

The brand has recognized clients, including Bollywood, Businessmen in India, top non-resident Indians, and athletes.

Non-resident Indians are keener on wearing Sabyasachi's designs. The brand has been built with a strong business strategy.



INNER WORKINGS OF THE TEAM



COMMUNICATION PLAN

Weekly Zoom meetings:

- Define weekly goals and tasks per each member.
- Discuss and report research and project overall status.

Shared presentation software:

- Collaborate on project execution at our own time pace.

Email:

- Share documents and non-urgent information.

WhatsApp group:

- Allow us to communicate daily.
- Instant communication for urgent matters.

TEAM GOALS

To gain in-depth knowledge about the Indian luxury market.

To gain experience in market expansion strategies.

To gain knowledge about the European luxury market and consumer perspective.

TEAM



IVANA

STRENGTHS

- Art direction
- Brand design
- Brand strategy
- Storytelling
- Media production

ROLES & RESPONSIBILITY

- Brand Strategist
- Research



SAMIKSHA

STRENGTHS

- Trend forecasting
- Design & Cohesiveness
- Research
- Communication
- Knowledge and experience of the Indian market

ROLES & RESPONSIBILITY

- Research
- Design
- Marketing Strategy



SNEHA

STRENGTHS

- Brand and consumer research
- Presentation design
- Knowledge and experience in the Indian market
- Fashion-oriented

ROLES & RESPONSIBILITY

- Design and presentation
- Research
- Execution



SUSANA

STRENGTHS

- Research and data analysis,
- Planning and strategy
- Communication strategy
- Public relations

ROLES & RESPONSIBILITY

- Planner
- Research



PRODUCT: KEY SUCCESS FACTORS



Pioneering the use of high-end luxury Indian textiles in a modern context.

Exquisite embroideries paint a poetic touch to the designer's vision for the brand and its legacy.

Sabyasachi's wedding lehengas have given a new meaning to bridal wear by adding glamour to silhouettes of Indian culture.

The brand has also extended its heritage into a new line of high jewelry.

Sabyasachi has a unique positioning due to its exclusive patriotism and rich History and Culture.

Sabyasachi X Christian Louboutin collaborated to create limited, exclusive edition footwear for men and women. He has also collaborated with Lane Crawford.

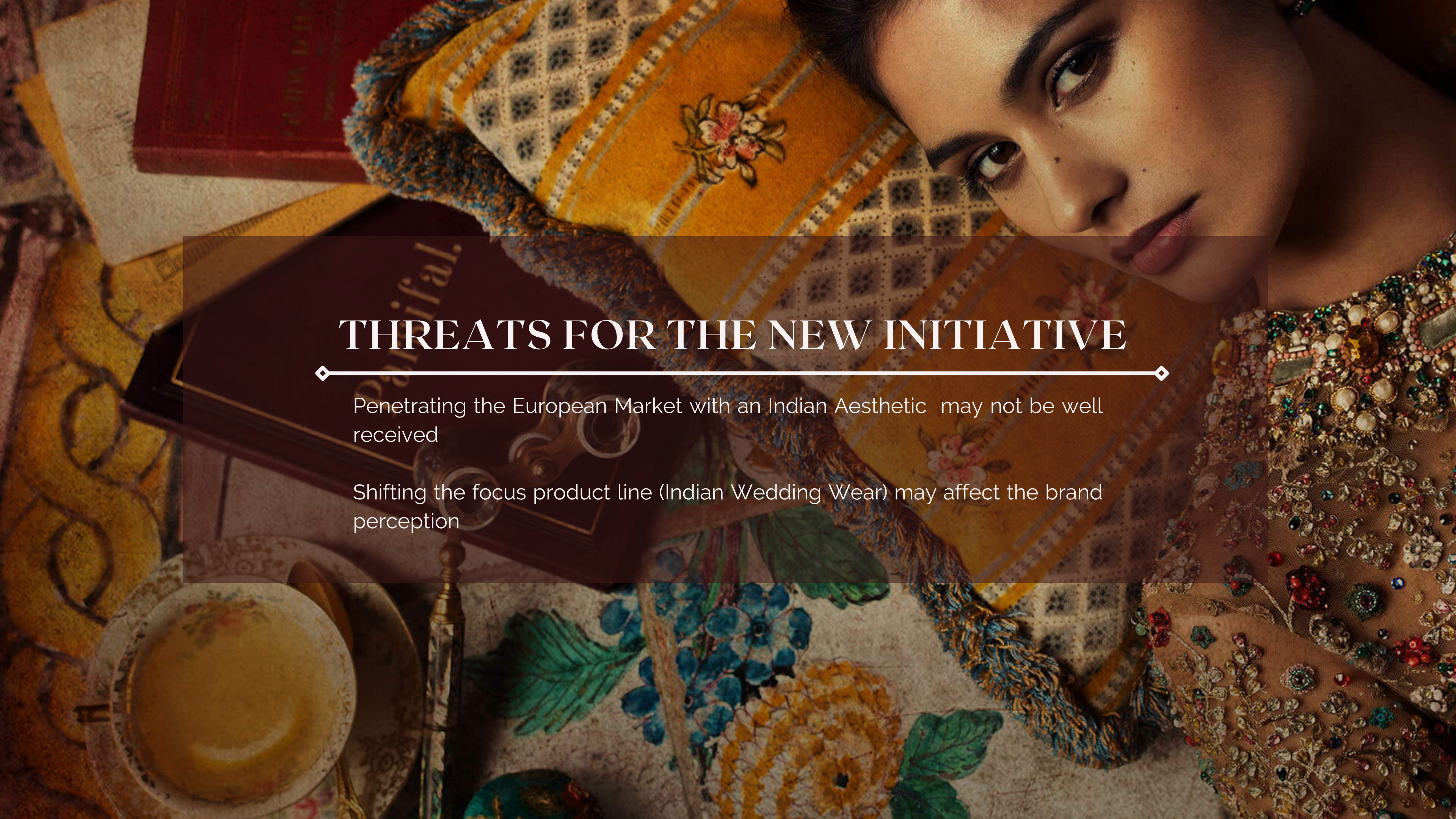


AREAS OF OPPORTUNITY

Penetrating the European Market with an Indian Aesthetic will serve as a great opportunity because of the new, unique and fresh style.

Serving the market of more than 3 million people from India who are living in Europe.

Achieve greater brand recognition worldwide, entering a new and diverse market.



THREATS FOR THE NEW INITIATIVE

Penetrating the European Market with an Indian Aesthetic may not be well received

Shifting the focus product line (Indian Wedding Wear) may affect the brand perception

HISTORY

1999- Sabyasachi Mukerjee started his eponymous with a workforce of three people.

2001- He won the Femina British Council's most outstanding young Designer of India award. Sabyasachi started retailing at all major stores in India.

2003- He made his first international runway, with the "Grand Winner Award" at the Mercedes Benz New Asia Fashion week in Singapore.

2004- Sabyasachi went to Kuala Lumpur Fashion Week and The Miami Fashion Week with a bohemian take on Indian textiles, and his collection was called "The Frog Princess".

2005- His spring-summer collection, "The Nair Sisters", was sold at Browns & Selfridges in London.



HISTORY

2008- He launched a line of jewelry exclusively designed by himself.

2009- He launched his exclusive menswear collection featuring Sherwanis, Kurtas, and headgear at the Lakme Fashion Week Spring Summer 09 Grand Finale show. He also started a kidswear line under the label Chota Sabhya.

2015- Sabyasachi Mukherjee's Autumn Winter 2015 collection was a collaboration with French luxury footwear and fashion designer Christian Louboutin.

2020- The designer exclusively collaborated with Bergdorf Goodman New York for handcrafted pieces of fine and bohemian jewelry from January to March

2022- Sabyasachi returns to Bergdorf Goodman with a 6,000 sq ft coverage in New York City.



Christian Louboutin x Sabyasachi
20 years of Sabyasachi



SABYASACHI
FOR
BERGDORF
GOODMAN
New York

PERIOD OVERVIEW

POLITICAL

1986- The Ministry of Textiles, Government of India established the National Institute of Fashion Technology. It helped in producing locally trained fashion designers, including Sabyasachi Mukherjee.

1998- the Fashion Design Council of India was established, which started the India Fashion Week in Delhi, to promote Indian designers and manufacturers.

ECONOMIC

1999-2000- the finance minister took forward an idea—disinvestment in public sector enterprises and downsizing the government. This carried out the privatization of state-owned companies in an upfront manner.

1991 -Economic liberalization of the country's economic policies with the goal of making the economy more market and service-oriented and expanding the role of private and foreign investment.

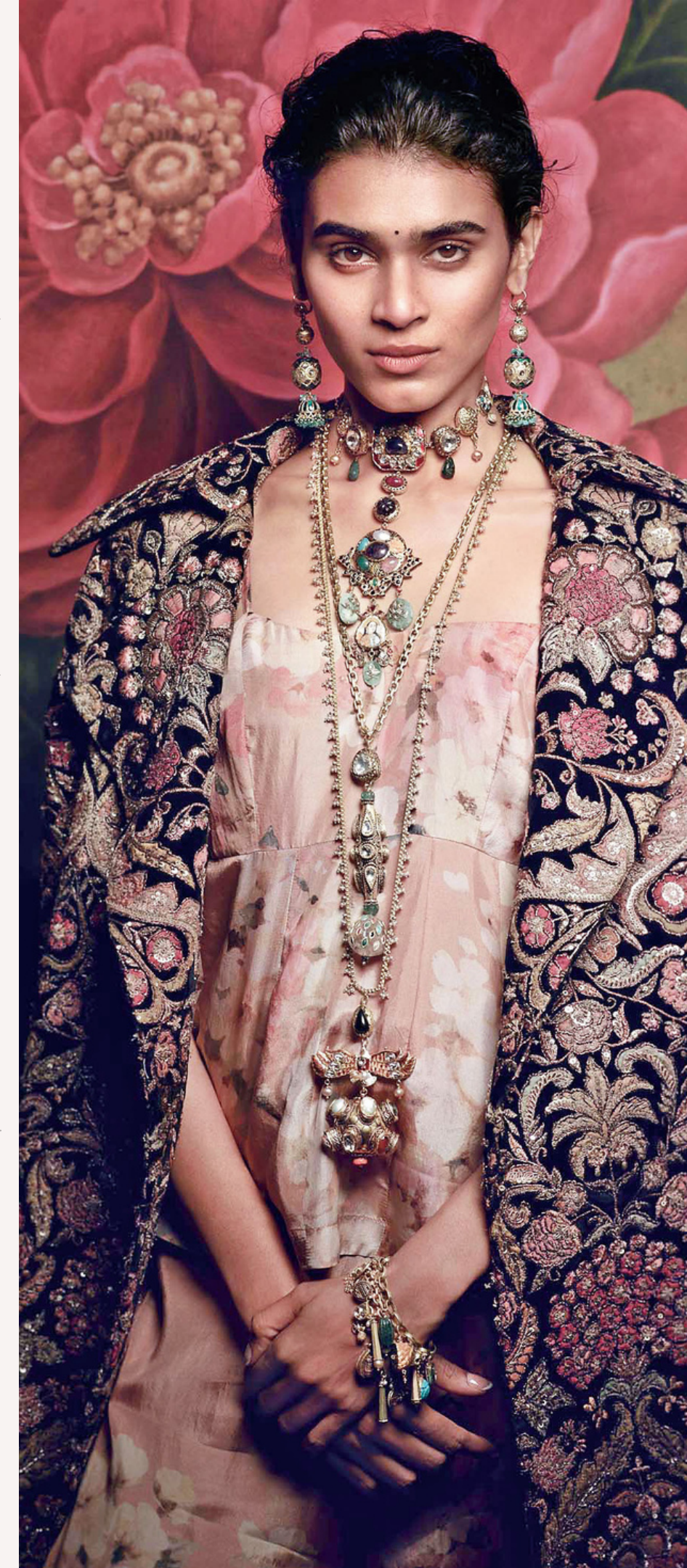
2009- The Indian fashion industry was worth ₹2.9 billion (US\$39 million), despite the ongoing recession.

SOCIAL

1999-Lakme India Fashion Week was conceptualized by the Fashion Design Council of India.

2000s- Started off another era of Bollywood fashion influence and its collaboration with leading designers, leading actors, and actresses occasionally walking the ramp for some designers.

2002- Sabyasachi debuted at India Fashion Week, earning praise for his work, which proclaimed him the future of Indian fashion.



PERIOD OVERVIEW

TECHNOLOGICAL

1999 -India's production of spun yarn 3.0 billion kg, 72% of which consisted of cotton. Spinning capacity totaled 37.08M ring spindles and only 445,000 open-end (OE) rotors, which represent the more advanced technology.

1995-99- India's fabric production grew by 24% to an estimated 38.9B square meters.

1994- Some 6M people were receiving television broadcasts via satellite. Cable television was even more prolific, with an estimated 12M to 15M subscribers.

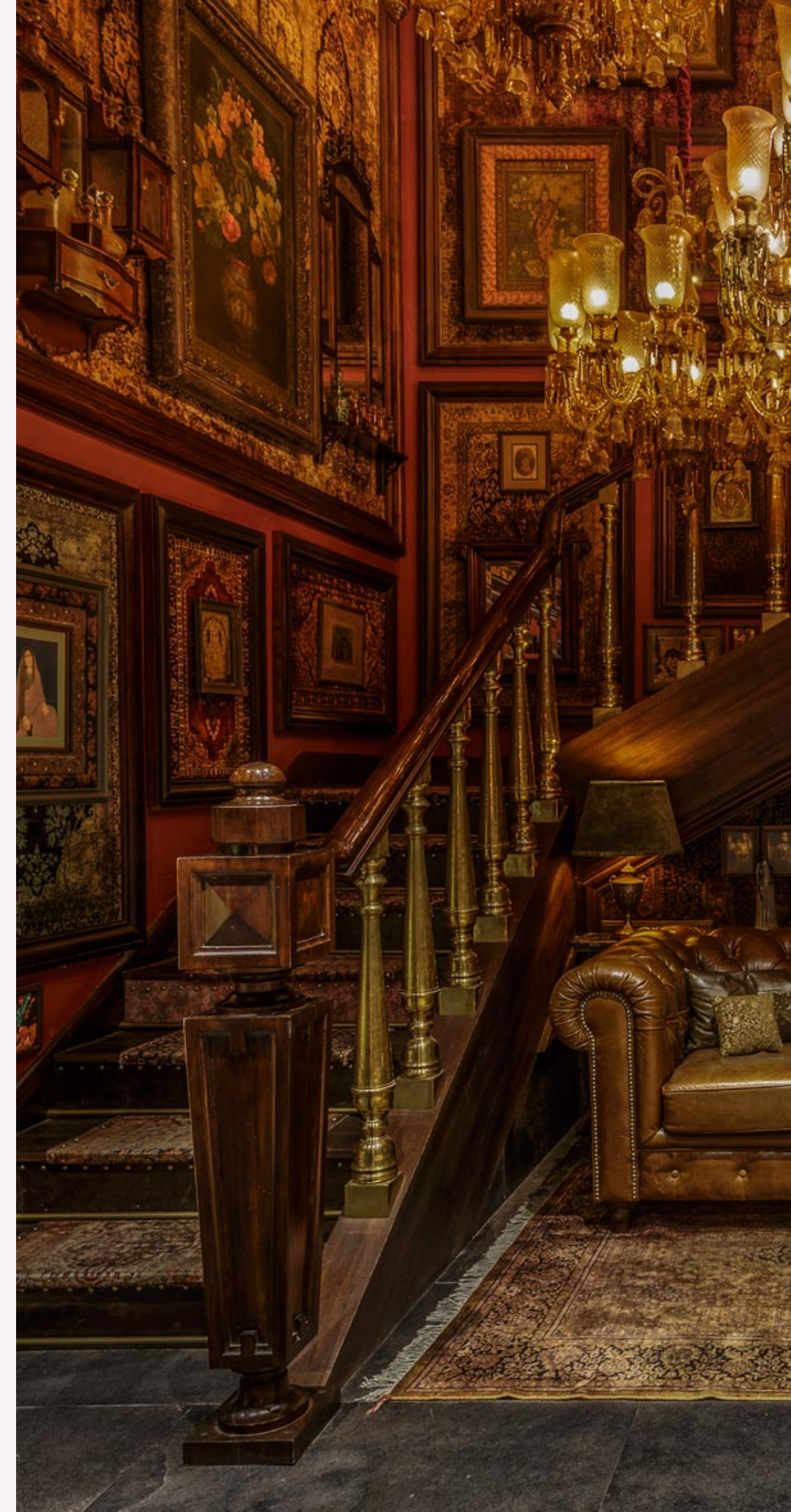
ARTS & LITERATURE

1980s- the first generation of Indian fashion designers started cropping up.

1988- "Anarkali-style" has been around ever since it was first popularised after the movie Mughal-e-Azam (1969). Some designers, inspired by the costumes of Mughal courtesans, introduced the floor-length Anarkali-style of churidaar-kurta, which soon became the Indian version of the ball gown.

1990s- After the economic liberalization of the country that occurred during that decade, Indian art began to introduce new concepts and to work both within and outside of previous academic traditions.

2000- Indian Arts and Crafts Enforcement Act of 2000. The rule provided guidance to persons who produce, market or purchase arts and crafts market as Indian products.





CURRENT STATUS

MISSION STATEMENT

To revolutionize Indian couture and fashion by fully immersing in making beautiful clothing, reviving the unstitched cloth(sari), and sustaining the Indian craftsmanship.

VISION

To create a legacy luxury brand rooted in Indian cultural identity through exquisite craftsmanship and storytelling.

IDEOLOGY

Real beauty lies in slow craftsmanship and creating timeless pieces to be passed on in generations to come.

Only through repetition and a strong visual identity can one become iconic, be remembered, and create a legacy.



CURRENT STATUS

PRESENCE THROUGH STORES

The brand has flagship store locations in Kolkata, New Delhi, Mumbai, and Hyderabad.

Limited pieces are also carried by other retailers in various parts of India and select international retailers in California, Atlanta, London, and Dubai. Sabyasachi is returning to New York City with Bergdorf Goodman in Feb 2022.

DEMOGRAPHIC & KEY MARKET

The key market segment for the brand is the bridal couture and wedding market valued at \$40 to 50 billion and growing at 25 to 30 percent per year just in India.

Sabyasachi's main focus is clothing and accessories for women with an average age of 29 years old. The brand has also expanded into new markets like high jewelry and ready-to-wear.

SWOT ANALYSIS

STRENGTHS



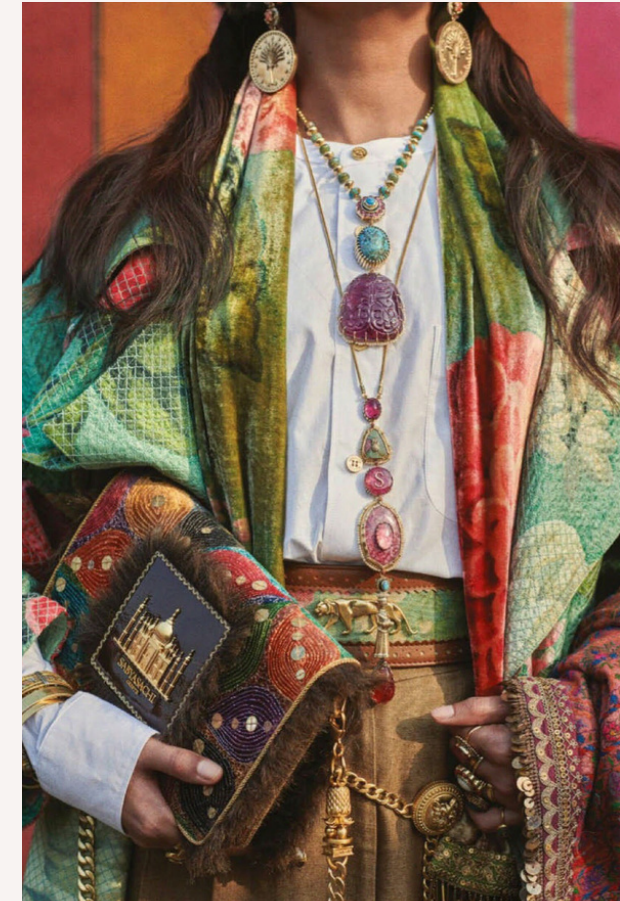
- Powerful Visual Identity.
- Exquisite craftsmanship and rich design language.
- Unique brand voice.
- Culturally rooted and royally powered.
- Ahead of time.
- Strong values and ethics.
- Most desired designer wear.
- King of the Bridal market.

WEAKNESSES



- Limited presence through stores mostly in India.
- Global brand awareness is untapped.
- Online presence through other retailers.

OPPORTUNITIES



- New-market expansions like Bergdorf Goodman.
- Collaborations with designers like Christian Louboutin.
- Other collaborations like Thomas Good.
- Brand extensions like high jewelry and ready-to-wear.
- International presence.

THREATS



- Counterfeit products.
- Competitor brands for Indian wear.
- Brand extensions may change perception.
- Brand accessibility might damage brand equity.
- New markets may not be as successful

BRAND IDENTITY MATRIX: AAKER



BRAND AS A PRODUCT	BRAND AS AN ORGANIZATION	BRAND AS A PERSON	BRAND AS A SYMBOL
Womenswear, Trouseau, Bridal, Menswear, Accessories, Jewellery, Bridal Wear, Custom Made, Ready to Wear. It Offers more than fashion designs, it offers textile designs. Strong traditionalism and subtle individualism.	Indian heritage. Handcrafted. True to the origin country. Sustainable. Innovative. Global company.	Confident. Responsible. Proud. Unique. Exuberant, Admiration. Sabyasachi's philosophy: Personalized imperfection of the human hand.	Logo: The royal Bengal tiger is an animal that has walked the planet alone, claiming its territory avoiding all kinds of trespassing. Use elegant and sophisticated language. Use of images that evoke royalty. Brand Philosophy: to express the heritage of Indians should preserve their India through storytelling. Every collection has a story connected to it.

BRAND IDENTITY MATRIX: KAPFERER



PHYSIC

The brand is characterized by its logo, the Royal Bengal Tiger. The constant use of the Color Red, its designs that evoke Royalty, the Necklines, and its Rich Heritage. High quality in the fabrics and materials the brand uses.

RELATIONSHIP

This brand designs even for a single customer. It has a unique relationship with its consumers. It pays attention to the details, tastes and emotions of its customers.

REFLECTION

High-end luxury collection, a feeling of nostalgia, dreams for many, grandeur, craftsmanship, history, and tradition.



PERSONALITY

Traditional, Trustworthy, Sophisticated, Authentic, Dignified, a brand value in the market, known for royalness.

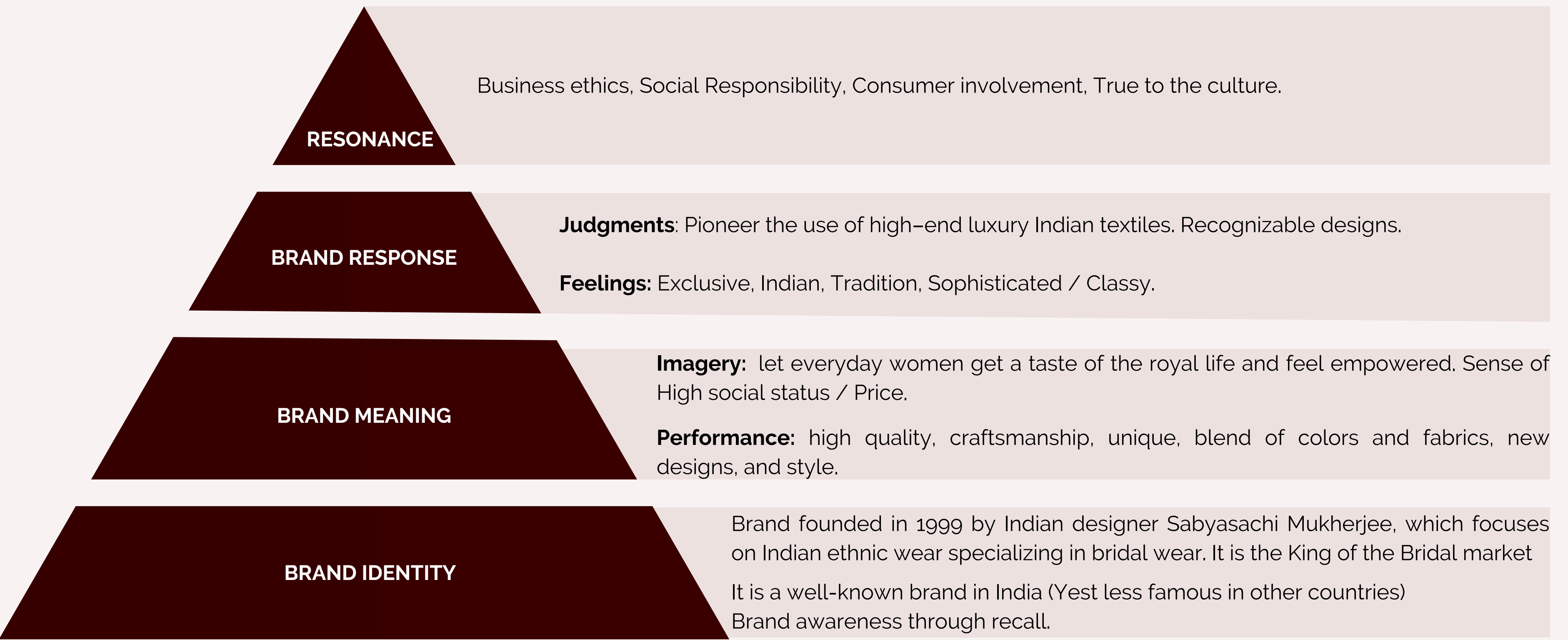
CULTURE

Celebrating Indian culture. Bringing timeless pieces to life. Also, reflecting on their origin.

SELF IMAGE

Confidence, uniqueness, aspirational, non-conformist, master of aesthetics.

BRAND EQUITY PYRAMID





BRAND STRATEGY



UNIQUE REVELATION

Sabyasachi is rooted in the true meaning of Indian culture and heritage, offering "personalized imperfection of the human hand."

Sabyasachi offers designs that represent the past, present, and future, supported by contemporary, timeless pieces.

The brand's unique revelation offers exceptional craftsmanship rooted in glamor and Indian Royal heritage through design.

The consumer is empowered and treated like royalty.

BRAND STRATEGY

BELIEF SYSTEM

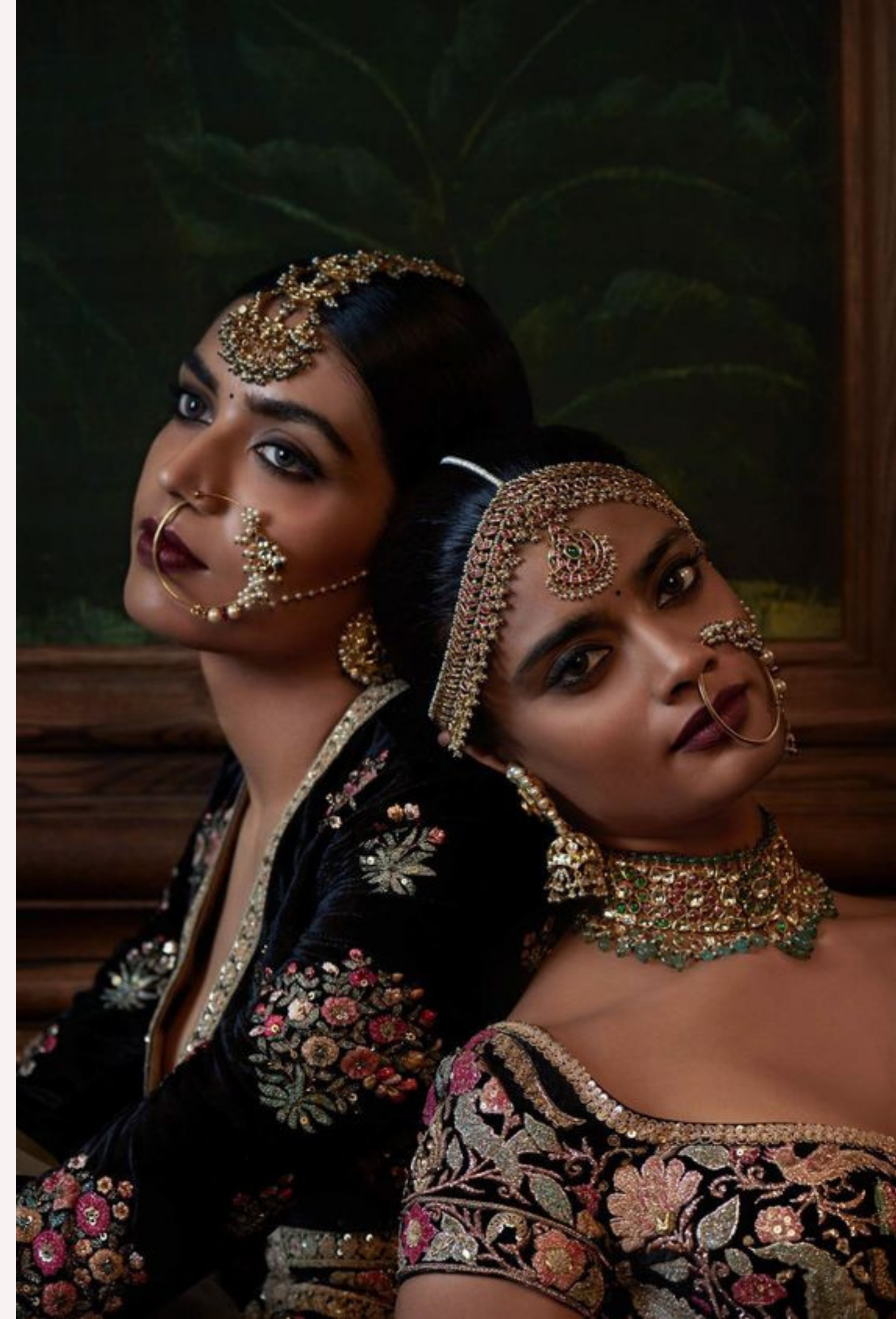
Sabyasachi's belief system relies on consistency and repetition, celebrating Indian-ness, offering a product that reflects the Indian diaspora that thrives nostalgia. Sabyasachi and their consumers believe in foreverness and pieces to pass down to generations.

RITUALS

The designer has made a ritual to create a sweet and unique spot on the consumer acquiring royalty product and benefits reserved for the elite by not allowing customizations on any piece. This means the designer is not open to suggestions, having the ultimate power of every transaction, which enhances the idea of Sabyasachi being an exclusive and royal brand.

LEXICON

Sabyasachi red (sindoor red), Bengal Black by Saby, Rouge Bengal, The Calcutta Sling, The Nani Bucket, The Taj Minaudière, The Tropical Sling, Oh Sabya!



MARKET OVERVIEW

In addition to the United States, Europe is considered a strong and mature market for luxury. While there is increasing competition from Asia and the Middle East, the market continues to grow during the past years.



Across Europe, The United Kingdom, Italy, France, and Germany are among the leading personal luxury goods worldwide listed in 2020.

Luxury fashion in Central & Western Europe is constantly increasing in revenue. Projecting in 2025 to increase about 20 billion dollars.

Digitization and the generational have favored the resistance of the luxury sector after the pandemic.

- In 2020 alone, revenue from online luxury fashion in the Old Continent increased by more than 23,000 million euros 2020. This positive trend is expected to continue over the next years until it exceeds 172.8 billion in 2025.

While India is a growing economy, the Non-Resident Indian population is increasing every day, being highly present in Italy and the Uk, two of the leading personal luxury goods worldwide.

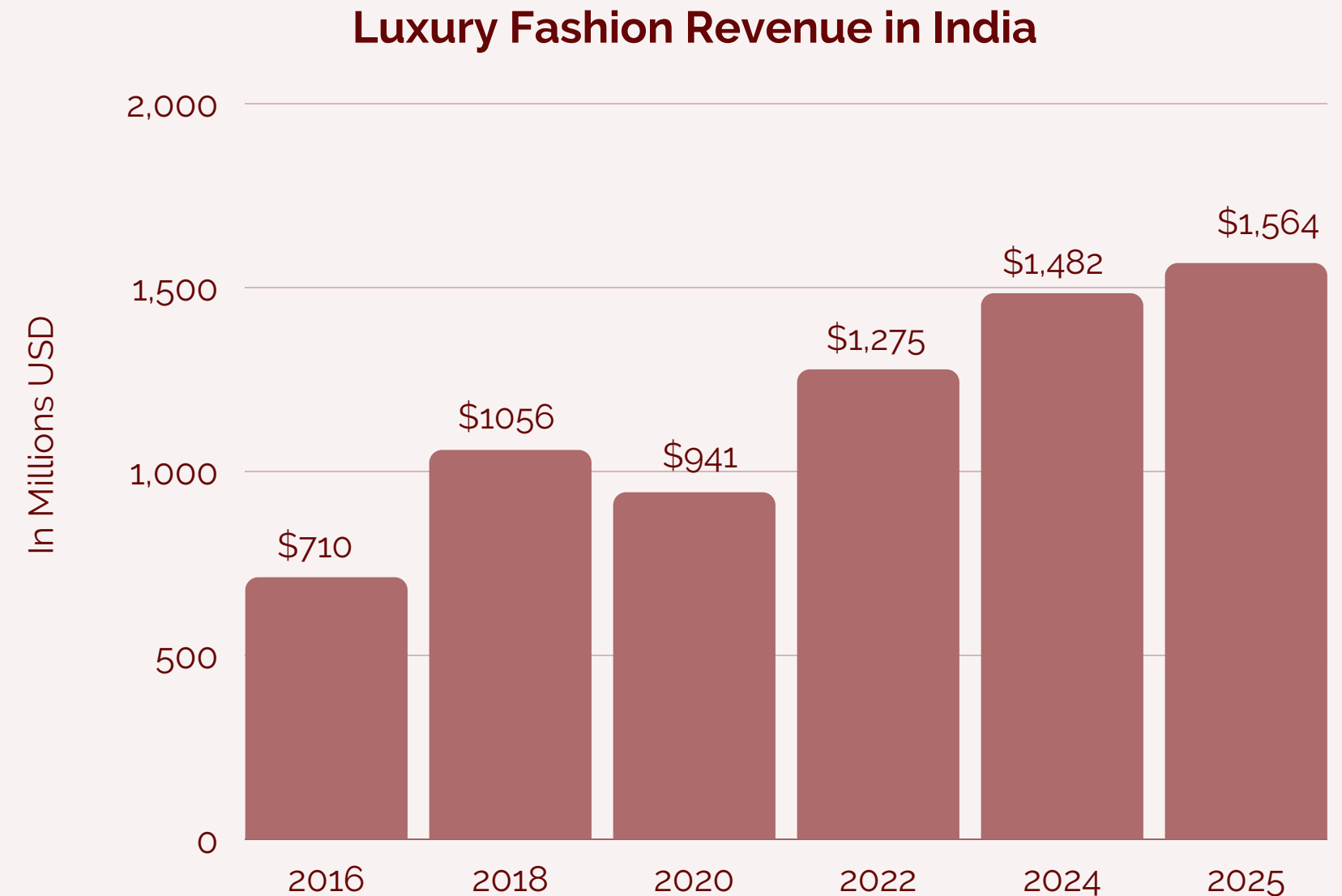


MARKET OVERVIEW AND SIZE: INDIA

Luxury income is growing steadily in India. The Indian luxury market is already on a par with the United Arab Emirates and well ahead of Turkey, Thailand, and Argentina, with higher growth than Singapore and Australia.

- The size of the Indian luxury market is expected to grow from the current US \$30 billion to more than \$200 billion in 2030.
- Being home to one of the youngest populations, India has high expectations of growth in the luxury market since the younger generations are confident in buying luxury online.

Revenue in the luxury fashion segment is expected to grow annually by 7.06% CAGR.



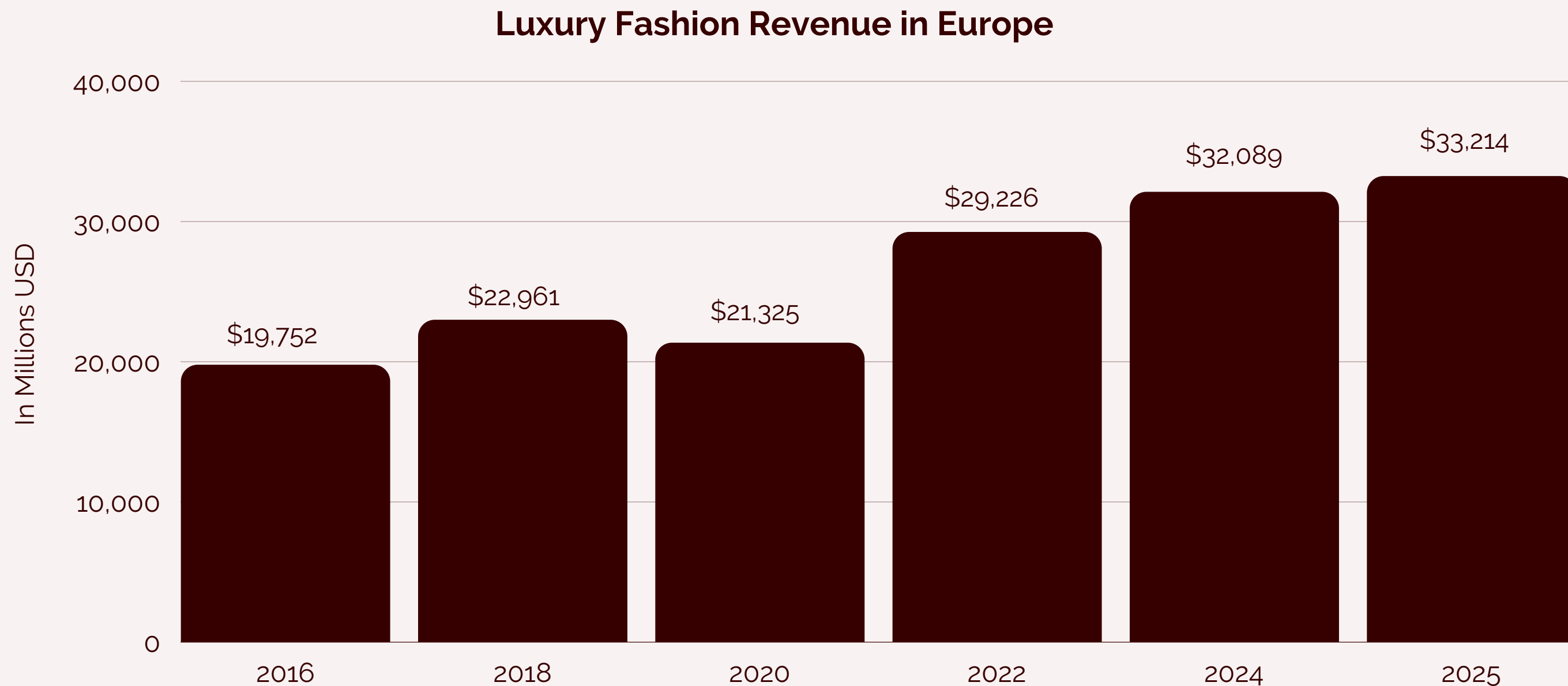
Source: Statista | Updated in October 2021

MARKET SIZE



Revenue in Europe from the Luxury Fashion segment totals US\$29,226 million as of 2022. The market is expected to grow annually by 4.36% (CAGR 2022-2025).

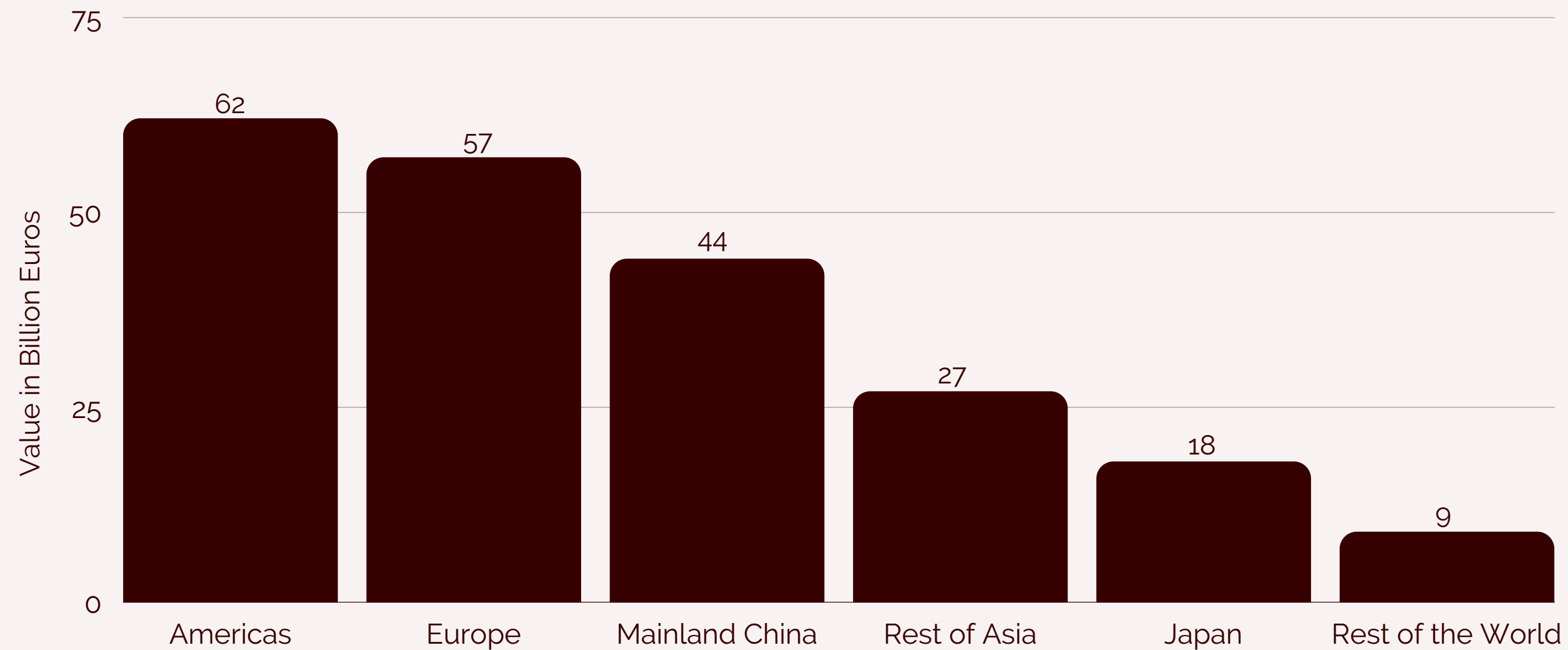
- In global comparison, most revenue is generated in the United States (US\$28,455m in 2022).



MARKET SIZE

In 2020, the European personal luxury goods market valued 57 billion euros. The global luxury goods has been climbing upwards for many years and is expected to continue to grow.

Value of the Personal Luxury Goods Market Worldwide in 2020, by region.



Source: Statista | Updated in 2020

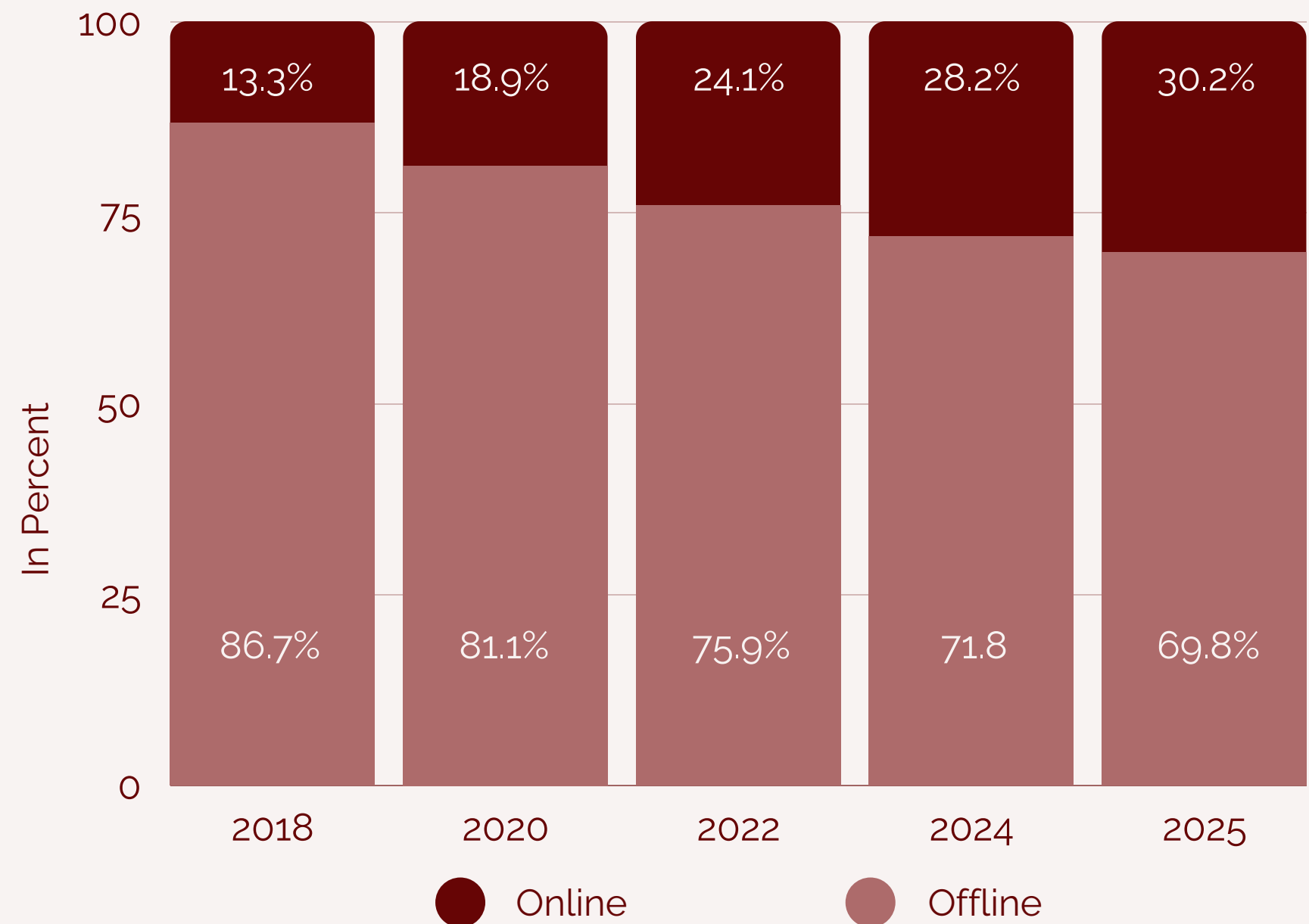
GROWTH AND OPPORTUNITIES

Given the influence that Generation Z and millennials will have on the European market in the coming years, luxury brands have the opportunity to communicate to the younger consumers, since this is a more value-driven consumer.

As luxury fashion in Europe increases its sale in the online channel, brands have the opportunity to develop a stronger presence on the digital platforms.

The NRI population continues to grow in Europe, giving the opportunity to Indian luxury brands to expand to the European market.

Luxury Fashion Sales Channels in Europe



Source: Statista | Updated in October 2021

EUROPEAN HAUTE COUTURE + KEY PLAYERS



DIOR



CHANEL



VERSACE



ZUHAIR MURAD



VALENTINO



SCHIAPARELLI



SAINT LAURENT

EUROPEAN HAUTE COUTURE + KEY PLAYERS



GIVENCHY



ALEXANDRE
VAUTHIER



ADELINE
ANDRE



VIKTOR&ROLF



JEAN PAUL
GAUTHIER



ARMANI



ELLIE SAAB

COMPETITIVE LANDSCAPE

HAUTE COUTURE MARKET

In 2022, the Haute Couture Market Size is estimated to grow at a CAGR of more than 2.3% amounting to \$ 13140 million by 2026.

Chanel accounted for 19.88% of the global haute couture revenue market share in 2019.

Other players accounted for 16.52%, 4.17%, 3.23% including Dior, Armani, Givenchy.

Europe is one of the main regions for Haute Couture market domination.

KEY MARKET GROWTH DRIVERS

Increasing Demand from the High Income Group People.
Growing Focus among Millennials on Physical Appearance.
Changing Style Statement Fueled by Rising Disposable Income.



COMPETITIVE LANDSCAPE



CHANEL

Strong brand equity and loyalty.
Market leaders.

Classic and timeless designs.

Highly established brand
worldwide.

Symbolizes power and
freedom.



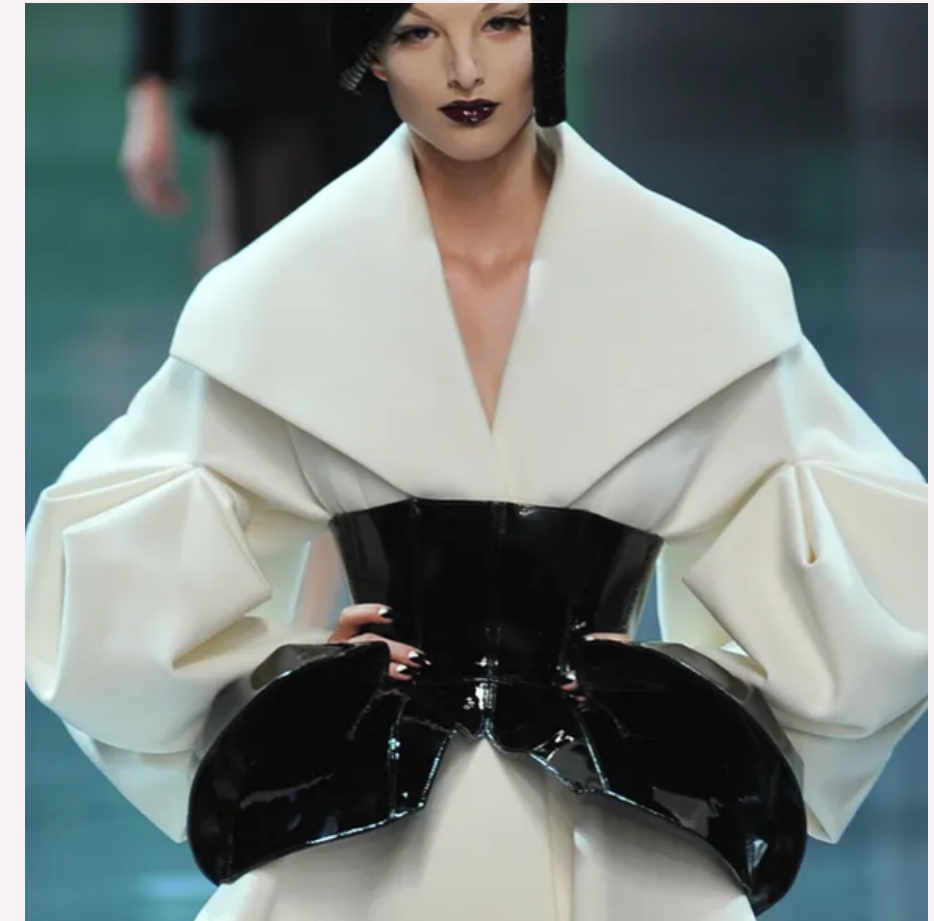
GIVENCHY

Recognized for its strong
heritage, unique taste, and
french charm.

Elegant, sophisticated, and
feminine.

Iconic

Creator of personality.



DIOR

Strong legacy and strong brand
presence.

LV acquisition has been a booster.

Strong brand name and
reputation.

Excellent branding and advertising
making it popular.



CORE COMPETENCIES + COMPETITIVE ADVANTAGE

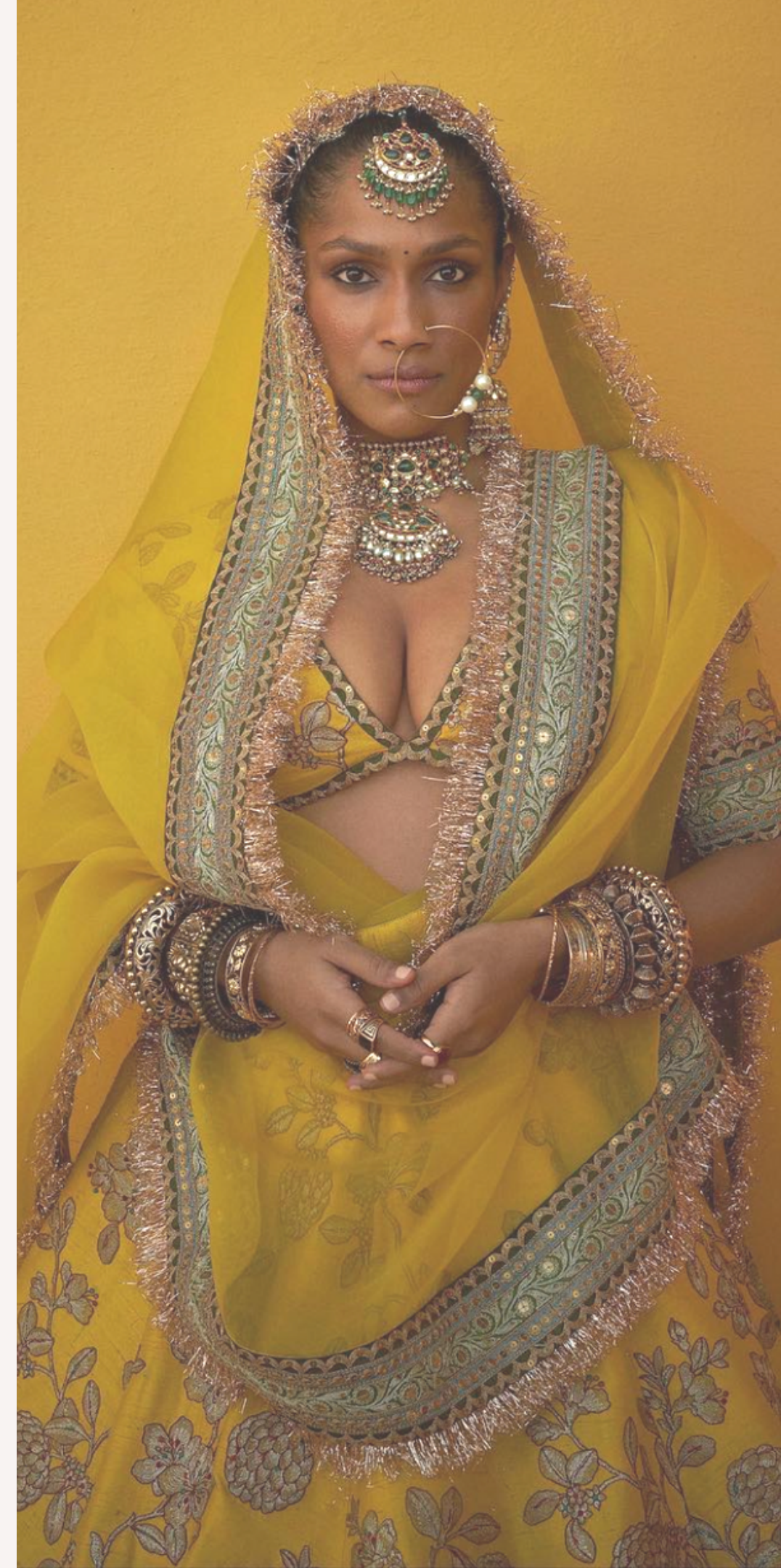
Pioneered the use of high-end luxury Indian textiles and embroideries in a modern context.

Brand recognition is one of the major strengths. Through repetition and consistent brand aesthetic, he has created his own place in the luxury landscape whilst redefining luxury for India.

His USP is his oscillation between Indian bridal wear and Haute Couture.

The brand has also extended its heritage into a new line of high jewelry.

Sabyasachi has a unique positioning due to its exclusive patriotism and rich History and Culture.



KEY SUCCESS FACTORS

Sabyasachi has created a strong brand equity and presence in India.

Sabyasachi as a brand has a strong and unique brand voice informed by heritage and its culture.

He is the most desired designer for bridal and wedding wear.

The brand growth has been exponential only within 2 decades, focused on the local market.

Brand extensions have been very popular and successful.

Brand reach is global with its target demographic present worldwide.

New-market expansions are carefully planned and executed - Bergdorf Goodman, New York

Collaborations are creating a strong brand presence (Sabyasachi X Christian Louboutin) amongst new regions and a new demographic (Sabyasachi X H&M).





DEMOGRAPHICS

AGE: 21- 34

GENDER: Women

EDUCATION: Well
educated.

OCCUPATION: Actress,
Influencers, Entrepreneurs,
Executives, etc.

INCOME: \$100k and above

ETHNICITY: Indian,
Interracial.

Geography: Europe



LIFE STYLE & PSYCHOGRAPHICS

PERSONALITY TRAITS

Assertive and Decisive: Indian Customer looks for a sense of longevity and investment in products that can be very transient. With COVID, this sense has expanded because people want to buy luxurious things but want the option to wear them every day.

Confident and Determined: Sabyasachi customer wants to be seen, to stand out, to look and feel unique and different, like the only girl in the world. That's why they choose Sabyasachi because it always has unique designs. The brand gives all this to them through exclusivity. That's why Sabyasachi serves only one customer at a time.

Religious and Devoted: the wedding day is one of the most important days for all Indian women. Every bride wants to look and feel like a princess on her big day and her clients choose to wear a Sabyasachi lehenga, as it will make them feel like royalty. Sabyasachi lehengas are royal, dignified, and imperial. A bride-to-be who wants to look like a princess should choose Sabyasachi for her wedding day.



LIFE STYLE & PSYCHOGRAPHICS

WORK & LEISURE ACTIVITIES

Artists: There is not a single Bollywood actress who has not worn a Sabyasachi. From Aishwarya Rai, Vidya Balan, Sri Devi, Rani Mukherjee, Deepika Padukone, Bipasha Basu to the timeless Hema Malini, all have donned a Sabyasachi saree or salwar kurta.

Film: Apart from dressing the glamorous Bollywood divas, Sabyasachi has also designed costumes for several Hindi films like Guzaarish, Babul, Raavan, Black, and Laaga Chunari Mein Daag. Several of her designs have also been showcased at international platforms such as New York Fashion Week, Milan Fashion Week, and Miami Fashion Week.

Indians living abroad: 40% of Sabyasachi's business is currently generated in the USA. An affluent base of 30 million Indians lives abroad and 4.4 million in the U.S. alone.

International celebrities: Katy Perry, Naomi Campbell, Kim Kardashian, Oprah Winfrey, Sophie Turner, and Joe Jonas.



LIFE STYLE & PSYCHOGRAPHICS

BELIEFS & OPINIONS

Religious and Devoted: Sabyasachi has a collection full of pure elegance and class. Their designs make a bride elegant and graceful on her wedding day.

Proud of its country & culture: All their designs are authentic and have an ethnic essence. While designers now focus more on modern fashion and international concepts, Sabyasachi stands firm, developing her designs in the true realm of Indian tradition.





CONSUMER PROFILE #1

Name: Saira

Gender: female

Age: 23

Location: London - England

Description Summary: A young professional, looking for a wedding dress guests will remember. She always wanted to wear the typical red lehenga on her wedding day.

Motivated by: Unique and different designs, attentive customer service that makes it feel like a princess and makes the experience of choosing the right dress easier.

Description: Saira is a 23-year-old woman who is soon to marry the love of her life. She lives in London with her parents of Indian descent. Saira loves to travel the world and she and her husband are planning to move to Dublin next year. She wants to look like a princess at her wedding. She always wanted to wear the typical red lehenga on her wedding day and that's why you can think of no other designer than Sabyasachi when it comes to a royal red lehenga.



CONSUMER PROFILE #2

Name: Jasmine

Gender: female

Age: 26

Location: Paris - France

Description Summary: A professional fashion stylist looking for a Lehenga for her wedding day that will make her feel like royalty.

Motivated by: Essence of tradition, royalty, and elegance. Look for an authentic design with ethnic essence.

Description: Jasmine is a woman of Indian ancestry who has lived in Paris all her life, but has a strong connection to her culture and country. She studied fashion styling at Parsons, so she is fashion savvy and knows exactly what she wants for her wedding. She is determined and authentic. She wants to choose Sabyasachi because of the quality of their fabrics and the essence of royalty and Indian tradition that their designs inspire.



CONSUMER PROFILE #3

Name: Simrat

Gender: female

Age: 27

Location: Luxembourg

Description Summary: A professional Interior Designer looking for an unconventional reception saree. She wants something she can pick any day in the future and wear again.

Motivated by: Unique and unconventional colors and designs. She wants to wear something that she feels comfortable in and at the same time draws attention to herself.

Description: Simrat has lived in Luxembourg since he was a baby, but was born in Strasbourg (France). She has traveled extensively all over the world. Although she has never been to India, this culture is her favorite. She got married a year ago. She wore Sabyasachi designs for her wedding. She knows this brand very well, the quality of its fabrics and the friendliness of its staff. Simrat studied interior design, so she has excellent taste in everything. Although she has traveled a lot and has a strong French influence, she prefers Indian brands for special occasions, as they make her look like a queen.

OVERALL GOAL

Between **2022 and 2032**, our goal with Sabyasachi is to **expand the brand** into the **European market**, having a presence in major cities of France, Italy, Portugal, and Germany, attracting customers from different cultures and nationalities while keeping as the main objective to preserve the brand's authentic and genuine desire to stay true to its heritage without being diluted by emerging western influences.

This expansion will be done through a model of own stores, located in the main locations of each city, always evoking the Indian culture and tradition.



GOALS AND OBJECTIVES

Brand Awareness - Increase

- Broadening the demographic of people who will recognize the Sabyasachi brand through a more global presence.
- Integrating models from different cultures into its marketing campaigns for complementary products. Preserving the authenticity of the brand at all times.
- Acquiring a new generation of customers.

Brand Associations:

- Indian brand pioneer in the European market.
- A brand that evokes royalty and elegance.
- Marketing to new generations and different cultures through its artistic expression and exquisite craftsmanship.

Brand Loyalty - Increase

- Having a multigenerational approach.
- Emphasizing its product portfolio to cater to its customers in different situations, not just during the wedding.
- Increase its complementary categories to serve both Indian and non-Indian women.

Brand Density:

- Stays true to its core value: quality craftsmanship.
- New, different, and unique designs.
- Exclusivity



STRATEGY OVERVIEW



2022

- The search of commercial stores for the opening of the first Flagship Store of this expansion in Milan or Paris.
- Identification of other platforms, such as fashion shows or wedding fairs in major cities, to serve its target audience in these countries and start penetrating the European market faster.
- Identification of the most important complementary category to highlight to satisfy the needs and desires of your current and new consumer base.

2023

- Opening of the first store of this expansion plan in Milán.
- Introduction of the new complementary category.
- Opening of personal appointments with Sabyasachi in its new store for 2024
- First Showcase of Europe in France with aristocrats and the elite for a show of his collections.



STRATEGY OVERVIEW

2026

- Opening of the second store of this expansion plan in Paris.
- Sabyasachi's fourth showcase in Europe will take place in Portugal with the country's elite. Preparing the target market for the next opening in this city.

2029

- Opening the third store of this expansion plan in Berlin.
- Opening of personal appointments with Sabyasachi in its new store for 2030.
- Sabyasachi jewelry will have a special place in this boutique.

2032

- Opening of the last flagship store of this expansion plan in Lisbon - Portugal.
- Sabyasachi's tenth showcase in Europe will take place in Milan.
- Women's clothing, accessories, jewelry, and ready-to-wear will be the main products offered in this store.

UNIQUE SELLING PROPOSITION

**ROYALNESS • EMPOWERMENT • HERITAGE
CRAFTSMANSHIP**

"I don't see myself as a fashion designer, I am more of a textile designer. I stick to my core value: quality craftsmanship."

-Sabyasachi

Considering the presence of the Non-resident Indian population in Europe, Sabyasachi's special bridal garments and western statement pieces that represent timeliness and a retro revivalist aesthetic connected to his birthplace offer a royal and sophisticated product that synthesized crafts and fashion.

"Sabyasachi, the Bengali designer is considered to be the epitome of brilliance when it comes to Indian bridal wear. His love for fabrics, cuts and traditional innovative designs comes is embodied into his work."

Sabyasachi's Unique Selling Proposition to the European market is royal products with never-seen floral versions and intricate embroidery that showcase the value of craftsmanship and Indian culture.

Tilla

20 years of Sabyasachi



BRAND POSITIONING

HOW THE BRAND MAKES ME LOOK

The Sabyasachi consumer looks elegant above anything, mixing the international styling with Indian soul and appreciation for the culture and craftsmanship.

HOW THE BRAND MAKES ME FEEL

Sabyasachi empowers the consumer making them feel like part of the Royals. Timeless Queens.

WHAT THE PRODUCT DOES FOR ME

The product allows the consumer to experience high-end luxury Indian textiles with a modern and exotic twist,

HOW I WOULD DESCRIBE THE PRODUCT

The consumer describes Sabyasachi's products as a unique distinct product that combines traditional and individualistic styles.



PERCEPTUAL MAP



The desired perception for Sabyasachi in Europe will be based on what the brand offers to the consumer. The positioning created is related to the ability of the brand to offer a product that is unique in design including eccentric patterns and embroidery, and the emotions given to the consumer. Sabyasachi will be identified by the European and NRI as the brand that allows them to be part of the royal, making them feel empowered and sophisticated. Sabyasachi is exclusive and highly attached to its heritage.

MIX OF LUXURY INGREDIENTS

PURPOSE

- Artistic Expression
- Restoring India's Unique Identity
- Incorporating Indian textiles in high-end luxury
- Excellence
- Exquisite Craftsmanship
- Create a legacy

PEOPLE

- Brand Hero: Sabyasachi Mukherjee
- Deeply Rooted Indian culture background
- High Human content Value Chain: Craftsmanship, Ideation, Customer service, Retail.
- Virtuosity: Admiration
- Brand Ambassador: Fictional

PROMOTION

- Value-based promotion: Aesthetic, Symbolic, Ephemeral
- Communication archetypes: Connoisseur
- Coherence with brand identity: Physical-Hyperrealistic, Culture- New media, Relativistic.

PRODUCT

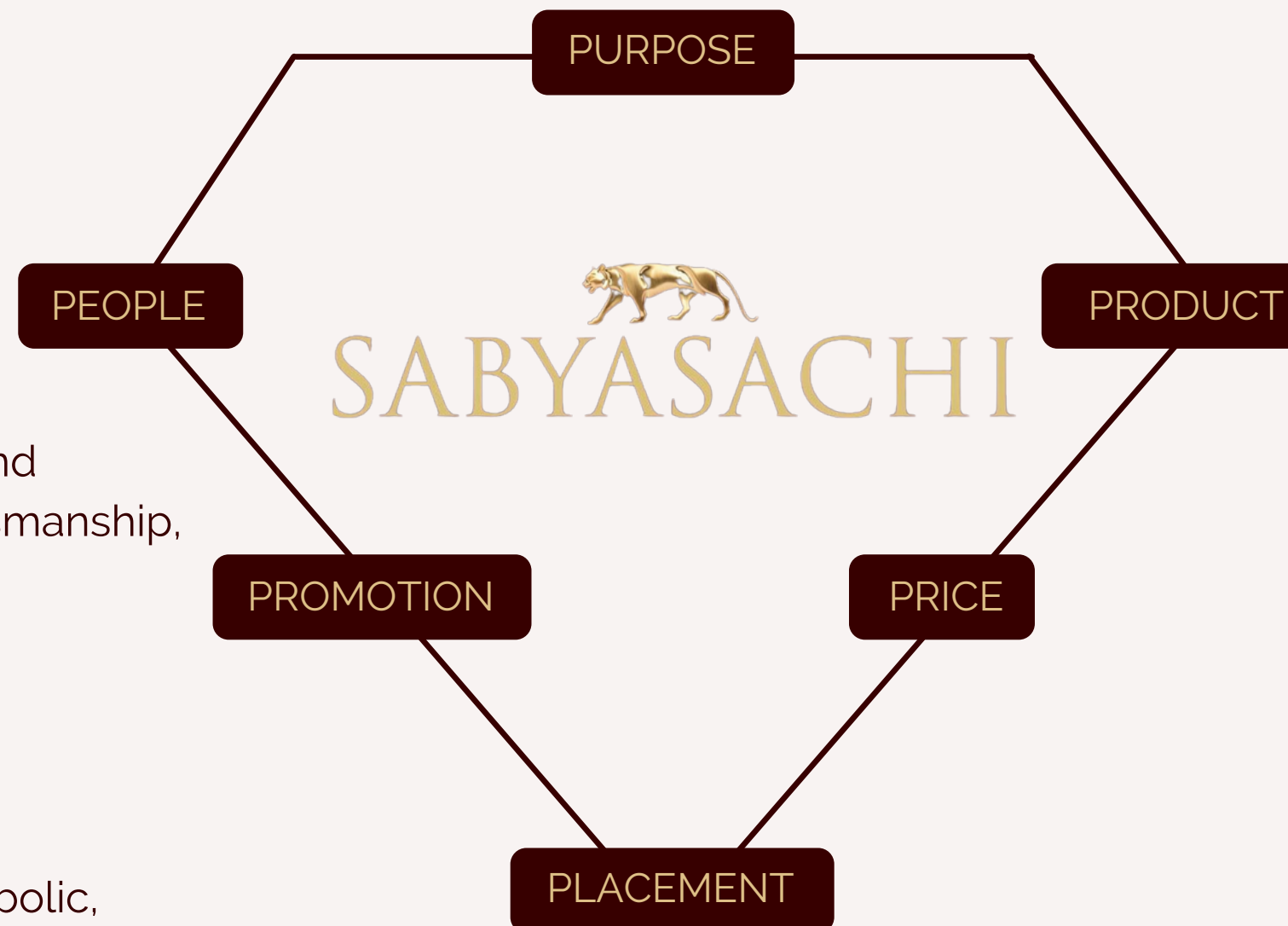
- Extra Luxury
- Deployment of unique know-how
- A temporal rarity to create desirability
- Geographical and cultural coherence
- Harmonization of product roles

PRICE

- Extra Pricing
- High brand density in European Market

PLACEMENT

- Highly controlled distribution
- Distributive rarity through limited stores
- Multiple adoptions of luxury archetypes





SUMMARY

Sabyasachi's international collaboration has shown tremendous success; such an outcome portrays potential growth in the European market.

The strategy is to expand the brand's demographics while keeping it accurate to its roots and heritage.

The expansion of demographics will expose other cultures to the brand and categories Sabyasachi offers other than Bridal wear like ready-to-wear collections and jewelry lines.

The expansion will cater to the existing target consumer base and call attention from high-profile consumers of the European market without losing the exclusivity and rarity of the brand.

Hence increase in brand awareness and loyalty.



THANK YOU.

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