

Tingting Shi
Project 2, Part 1
LXFM 504

SUSAN FANG is a new womenswear brand, which focuses on perception and mathematics to perceive the instinctive allure of nature. The campaign will create in Xizang, China. Letting the local Tibetans who live in the province wore "Air-weave" accessories without a specific plan or scene. Especially, using the accessory as headwear of a bride. The purpose is that express a combination between nature, traditional and innovation.

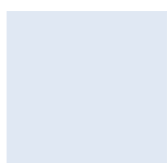
SUSAN FANG

Since the appointment of Glenn Martens as Creative Director of Y/PROJECT in 2013, the Paris-based label has combined conceptual and inventive detailing with playful proportions and a witty take on historical references. It was known for deconstruction. And the exaggerated and unique took inspiration for many traditional elements. The campaign is going to imitate oil painting. Many modern are wearing the design and the whole ad will be designed by photoshop, which will look like modern people in an oil painting.

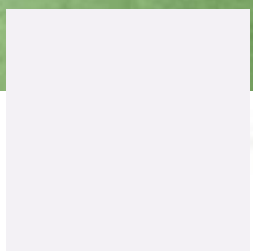
Y/PROJECT

ShuShu/Tong is a Shanghai-based brand focusing on feminine style with a twist, which keep pushing the concept of boundaries between girl and woman, redefining femininity with modern cool attitude. The campaign describes a story about a modern sophisticated woman with a girly heart. With the photoshoot place in a small theater. The ad will highlight is feminine, modern and naughty.

SHUSHU/TONG







Brand Research

SHUSHU/TONG is a Shanghai based brand focusing on feminine style with a twist. SHUSHU/TONG features modern women who dares to express themselves by wearing unabashedly feminine details—ruffles, bowknots; but deflated of primness with relaxed and cool attitude. Expect unique silhouette and time-honored tailoring techniques developed in-house. They keep pushing the concept of boundaries between girl and woman, redefining femininity with modern cool attitude.

Market Research

Susan Fang is a competitor brand of SHUSHU/TONG. The two brands both are new brands and have the same target customers are that female's age between 20 and 40. However, even they are designer brands, SHUSHU/TONG's brand style is more Lolita girls. yet Susan Fang put a focus on nature and human.

Target Market

The brand target customers are a kind of female who not only likes the feminine style but also very modern between the ages of 18–30.

Omni-channel Marketing Strategy

The brand will put campaigns on international social media, like Instagram, Facebook, Weibo, and WeChat.

Photography Direction

The campaign describes a story about a modern sophisticated woman with a girly heart. With the photoshoot place in a small theater. The ad will highlight is feminine, modern and naughty.

SHUSHU/TONG

Marketing Brife