

GOALS & OBJECTIVES

Goals

- Create an application that will bridge the gap between fashion houses, retailers, and consumers
- To increase knowledge of fashion outside of the industry
- Successfully execute
- Market and develop a connection amongst fashion, consumers, and the media
- Market the application to the media as a revolutionary program to track sales and more accurate detail on the purchasing of particular brands, collections, and products
- Develop an exclusive software prototype for a media & brand exclusive

Objectives

- Release prototype to two (2) clients and one retailer by May 21th, 2014
- Repair bugs and feedback by June 11th, 2014
- Release repaired application to experimental group by June 14th, 2014
- Invite key media outlets to a launch event by June 30th, which will take place July 15th
- Unveil software to Fashion Week BOE by July 30th
- Distribute software to designers & agencies by August 6th
- Host Q&A via Social Media August 19th
- Make available to general public by September 2nd
- Host Twitter Chat on September 3rd, in preparation for Fashion Week (September 4th -11th)

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Strategies and Tactics

Strategies

- Let the public (social media users) know that when they download the application, they now have free access to the latest fashion trends around the country
- Host launch event to inform potential clients of this newly developed software
- Use the Spring and Fall NYC Fashion Week events to gain familiarity with the software, to both retailers and designers
- Provide incentives to businesses and designers for signing up with Fashion GPS and it's software
- Use Social Media to inform businesses and consumers on how to properly use Fashion Link-Up

Tactics

- Two weeks prior to the launch party, send complete press kit to key media outlets to announce the event
- Create promotional video for YouTube (to be used across platforms, including Twitter, Facebook, Instagram, etc...)
- Be interviewed on Good Morning America, in the weeks leading to NYC Fashion Week
- Gain coverage in print media. Have feature articles written in *The New York Times*, *The L.A. Times*, in addition to *Vogue*, *Teen Vogue*, 'The Business of Fashion' website, and 'Fashion's Collective'
- Increase social media presence by hosting Q&A, Twitter Chats, and promotional/educational articles and videos on accounts
- Hold a 'Fashionista of the Month Contest' where three winners will win an item from the top trending brand/retailer in their region
- Hold a 'Retailer/Designer of the Quarter Contest' where one lucky winner will be featured on the application and be featured in quarterly newsletter
- Contact BMW & FUJI Fashion Week representatives to gain coverage and host a workshop during the event
- Work with Leslie Fremar and Heidi Klum to be featured on the upcoming season of 'Project Runway'