

EVERLANE

Category Expansion & Marketing Plan

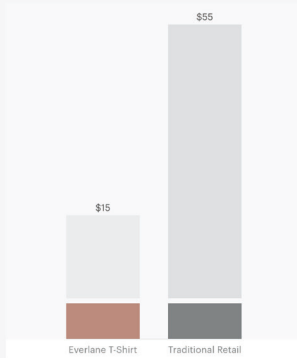
Ariana Castro & Carolina Arango

Spring 2019

Competitive Advantages

Premium quality

Everlane sources only the finest materials such as its “grade-A cashmere sweaters, Italian shoes, and Peruvian Pima cotton tees” (Everlane).



Affordable prices

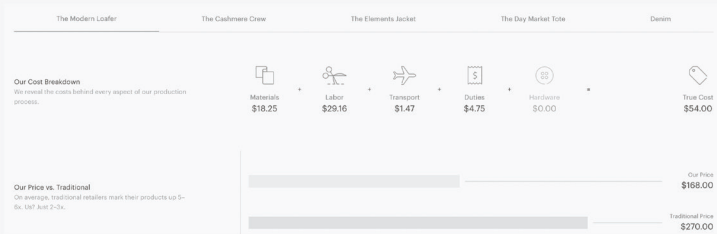
Everlane skips completely the middleman retailer, which allows the company to keep control and prices low (Everlane).

“We believe customers have the right to know where their products come from and how much they cost to make. That’s what we mean by Radical Transparency.”

Everlane.com

Radical transparency

Through the website, customers are able to find out the manufacturing process of each item, information about each of the factories, and a detailed cost breakdown for each product. From materials, to labor, to transportation, Everlane reveals the true cost of all its products to customers (Everlane).



Ethical factories

All factories go through compliance audits that guarantee that the workers will be receiving fair wages, reasonable hours, and a healthy work environment (Everlane).

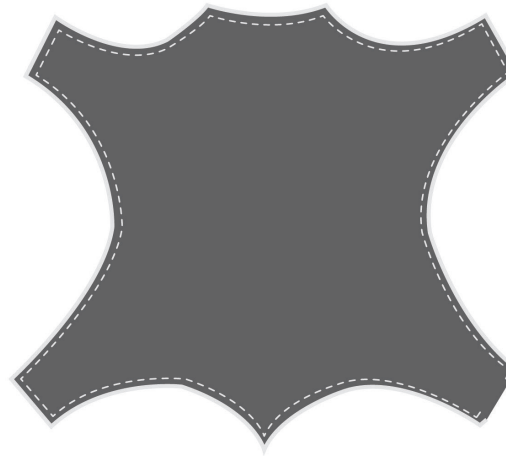
The Concept & Objectives

Concept

- Develop a new category for small leather goods/accessories
- Create a corporate charitable initiative by donating a percentage of sales to non-profits around the world
- Reduce leather waste

Objectives

- Maximize profit by efficiently utilizing leftover material (leather) from previous productions
- Continue adding products that are more sustainable and have a minimal carbon footprint on the planet
- Attract young women and men from Generation Z by appealing to their tastes and preferences



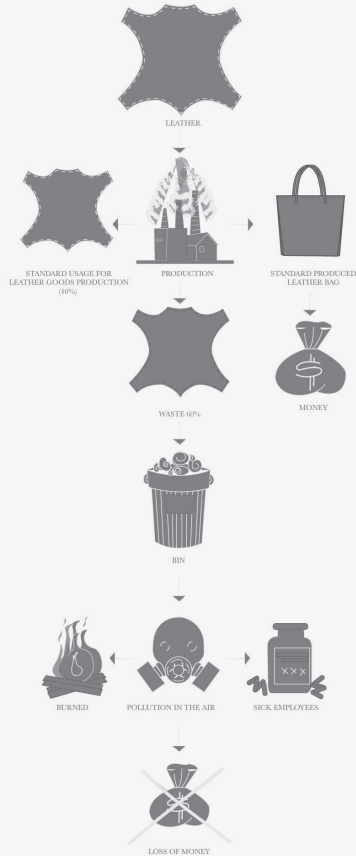
The Path To Zero Waste

Sustainable accessories are another step forward. We're working every day to further reduce our impact.

By offering a selection of small leather goods made with the parts standard leather retailers don't use, we make sure we maximize the usage of the entire leather hide. One day, we will be closing our production loop. It won't be easy. But things worth doing rarely are.

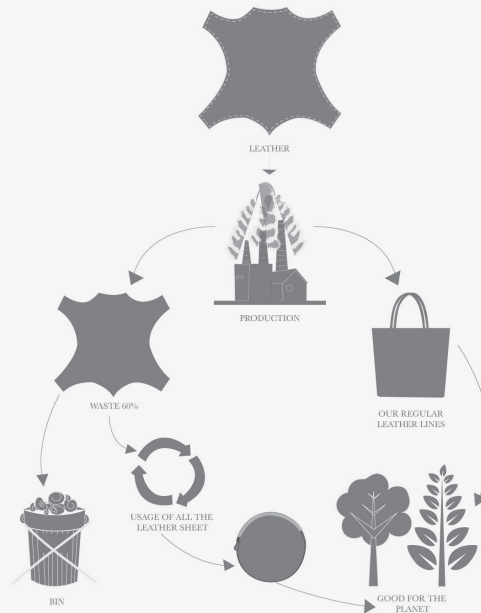
EVERLANE

Traditional Leather Production Chain



EVERLANE

Our Path To Zero Waste Leather Good Production

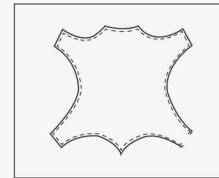


Marketing Plan

Category Overview

- “From every piece of leather that goes into production, around 60% is wasted” (Nissingh).
- Most of the leather leftovers end up being burned, polluting the planet and hurting locals the most.
- By expanding Everlane’s leather products with a small leather goods category, Everlane is committing to reduce the planet’s waste by decreasing the leather leftovers from previous productions.
- Utilizing leftover materials will allow Everlane to receive a higher markup on all small leather goods.
- By donating 10% of all profits from this collection to nonprofits, Everlane will make customers feel more involved with the cause and it will be able to appeal to their desire to give back.

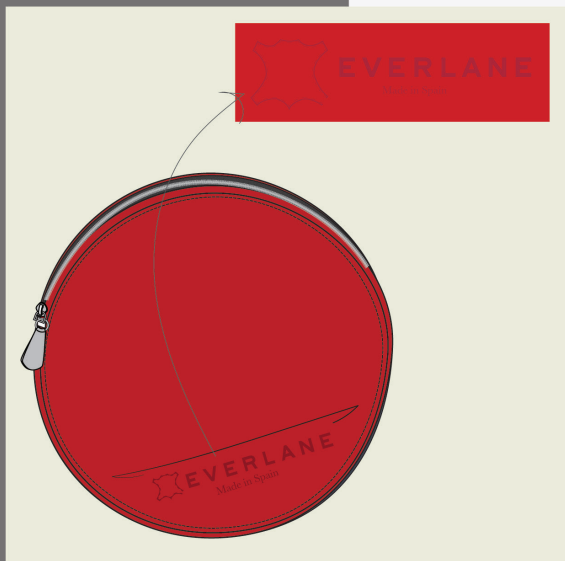
Category Brand Identity



Zero Waste collection logo



Everlane's logo



The Coin Pouch \$ 23

Traditional Retail \$ 34

★★★★☆ 4.0 See 60 Reviews

Colors:



ADD TO BAG

This style is available in stores

DETAILS

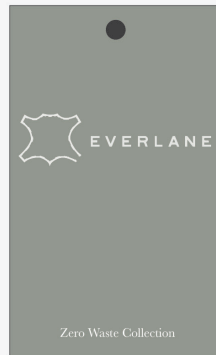
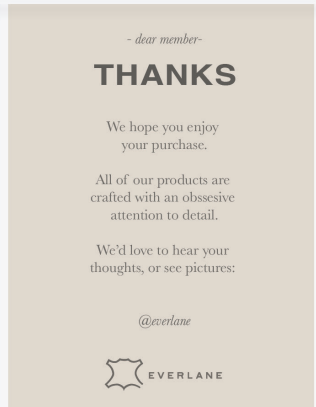
- 100% Spanish leather - Spot clean
- 7.5" W x 5" H
- Coin Pouch that can take up to 10 us is coins
- Made in Ubrique, Spain - See the factory
- Questions? Email support@everlane.com



Category Brand Identity



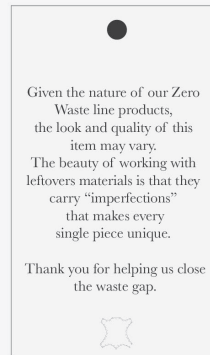
Adhesive tag outside paper bag



Product Tag Front



Product Tag Back



Zero Waste line extra tag

Target Customer

Primary & Secondary Customer Profile

· Primary: "Young Adults"

a. Demographics:

- Age: 18-23 years old
- Sex: female and male
- Education level: high school or undergraduate
- Income level: parents support them, or work part-time
- Marital status: single
- Occupation: students or recently graduated
- Average size of a family: live at home or with roommates

- ##### b. Geographics:
- live in cities like Seattle, Los Angeles, San Francisco, or New York

c. Psychographics:

Behavioral characteristics:

- Value money and expect to receive the maximum value with every penny
- Prefer looking at images, rather than words
- During their free time, they spend significant amounts of time on Instagram and watching Youtube videos
- They believe they can and will change the world



· Secondary: "Teens/Tweens"

a. Demographics:

- Age: 11-17 years old
- Sex: female and male
- Education level: middle school and high school
- Income level: none; parents support them.
- Marital status: single
- Occupation: students
- Average size of a family: live with both parents, or with one of them only

- ##### b. Geographics:
- live in cities like Seattle, Los Angeles, San Francisco, or New York

c. Psychographics:

- ###### Behavioral characteristics
- They have always known how to use technology

-Independent and confident

- They have short attention span
- Proficient at multitasking
- Social causes and the environment are some of their top concerns
- Sports is an important part of their lives
- They feel positive about the future (42% is happy; 34% feels confident, and 88% percent are optimistic about their personal future)

Marketing 4Ps

Product Strategy & Plan

-The new category offered to consumers would reflect the same homogeneous message: high quality, basic pieces that can last throughout the years.

-Everlane's color palette will remain neutral.

-The company will release products for the Small Leather Goods category two times a year for both women and men. The first "drop" will be in the middle of May 2021, which aligns with school graduations and Mother's day. The second "drop" will happen before the holidays 2021, at the end of October or beginning of November.

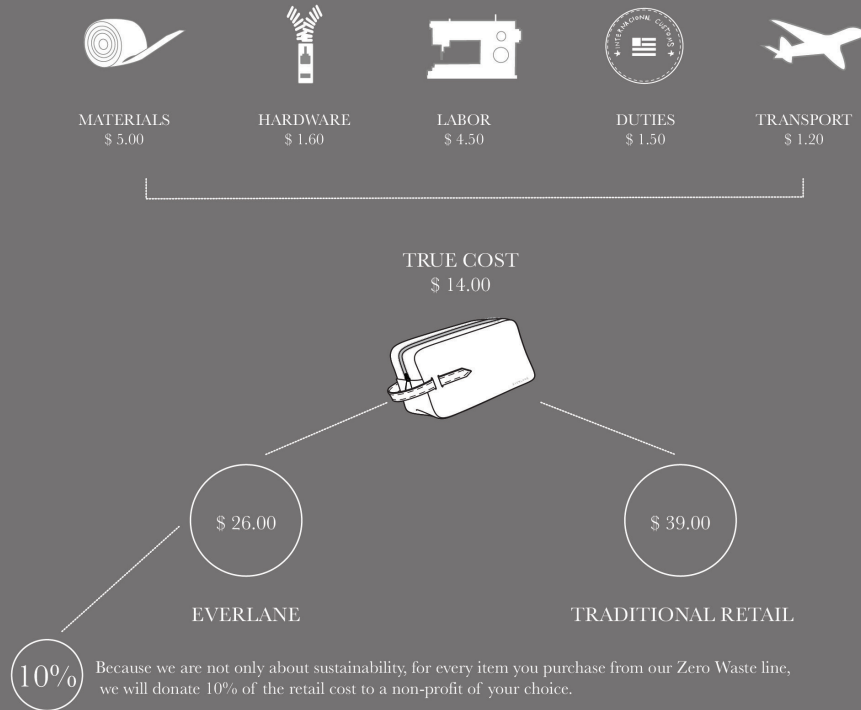
-There will be a "waitlist" for each drop in order to receive a general idea of consumer demand. This will help Everlane avoid extra inventory.

Merchandise Mix and Product Categories



Transparent Pricing

We believe customers have the right to know what their products cost to make.



Pricing Strategy

-Reusing leftover materials from previous productions to create small leather goods will bring costs down, allowing Everlane to receive a higher markup on all products.

-The high profit margin will allow Everlane to donate 10% of all sales to non-profits around the world.

-Consumers will have the option to decide which one (out of 3) nonprofits they would like to support at the moment of purchase.

Price Range

- Leather Accessories: \$18-29
- Travel: \$18-35
- Toiletry: \$23-\$46
- Technology: \$25-\$50
- Stationary: \$19-\$23

Marketing 4Ps

Distribution Plan

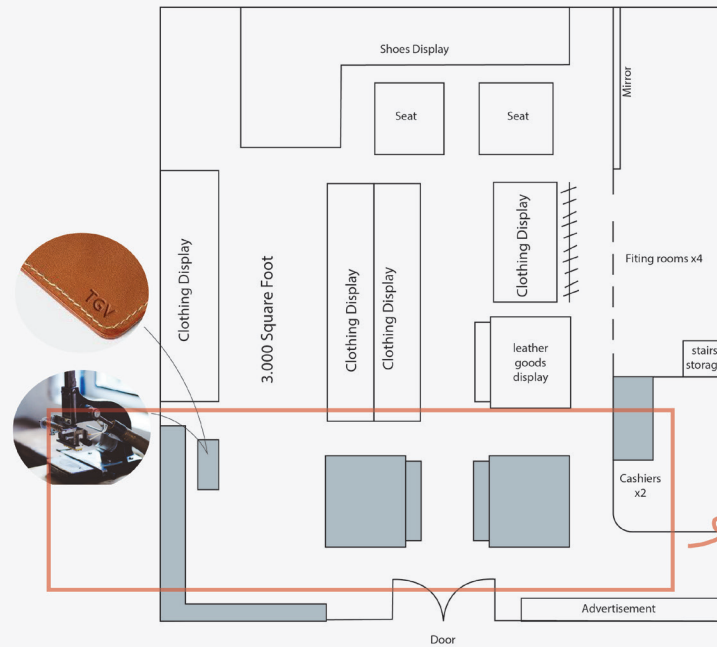
-We will continue to use current channels: online and retail stores.

-Online: our small leather goods will be distributed through everlane.com. Customers will still have the option to support a nonprofit with online purchases. The 10% donation is already included in the final retail price.

-Retail: Everlane will create a designated space near the front of each store to draw attention to the new category and explain the manufacturing process used to create the new accessories. The “Path To Zero Waste” will be explained in detail with information boards and pieces of leftover leather.

-Truck: Everlane will strategically rely on a “Zero Waste Truck Tour” to bring products closer to local consumers across the country. Similar to the “Cashmere Tour”, our new Truck Tour will visit places such as Washington DC, Brooklyn, Williamsburg, Boston, and Faneuil Hall.





Store Concept

- Leather accessories will be displayed in all stores, following the minimalist aesthetic that Everlane is known for.
- The products will be close to the front door and will be placed near Everlane's leather bags.
- There will be visuals such as photos of the nonprofits near the display of the products and more information about each organization.
- An explanation for our "Zero Waste" process will also be provided with diagrams and pieces of leather left from previous productions.



Truck Tour

- Also used as a promotion strategy, our "Zero Waste Truck Tour" will last for 2 months after the release of our first "drop", which aligns perfectly with summer break.
- Our goal is to advertise our new Small Leather Goods category as well as to bring our products to places where we do not have a physical presence.
- Everlane has previously selected strategic locations for its "Cashmere Tour"; we will use the same locations for our new truck tour. These locations include: Washington DC, Brooklyn, Williamsburg, Boston, and Faneuil Hall.
- A big portion of Gen Z lives in urban areas and near the coasts of the U.S., facilitating proximity to our target market.

Promotion Strategy & Plan



-Target the younger consumer population (Gen Z).

-Develop a sense of community.

-Inform and teach consumers the mission of nonprofits and the importance donating to a greater cause.

-Inform and teach consumers how our “Zero Waste” approach will help reduce waste in the planet.

-Create experiences for Everlane’s current and future customers that highlight our new high-quality and accessible line of accessories.



Media Mix

- Direct Marketing
- Visual Merchandising
- Special Events
- Social Media Marketing
- Public Relations

Today, you shop.
We donate.

For every purchase from our Zero Waste line, we will donate:

10% GREENPEACE



Your generous support will enable us to stop global warming, defend our oceans and forests, and protect our environment from toxic pollution.


EVERLANE

"Zero Waste" Small Leather Goods

Today, you shop.
We donate.

For every purchase from our Zero Waste line, we will donate:

10% GLOBAL FUND FOR WOMEN



With your donation you support the tireless and courageous efforts of women's groups who work every day to win rights for women and girls. These groups are working to ensure women can own property, vote, run for office, get paid fair wages, and live free from violence - including domestic violence, sexual assault, and harmful practices such as female genital mutilation.

Direct Marketing

Fliers

-We will give customers the option to pick 1 (out of 3) nonprofit to support with every purchase.

-There will be fliers and posters in store.

-Every customer will be able to take home a postcard that will include more details about the nonprofit they have decided to support. Online orders will also receive these cards.



"Zero Waste" Truck Tour

-Scheduled once a year for two months. The tour will happen right after our first drop and it will align with summer break.

-The truck will offer free customization services for purchases made in person only.

-Our stops will include: Washington DC, Brooklyn, Williamsburg, Boston, and Faneuil Hall.

May 15

For the past 9 years, we have been working on offering you the most sustainable, transparent, and ethical products in the market.

Our previous projects such as "Tread" and "ReNew" are a great step forward for our sneakers and clothing, but what about our leather goods?

For a long time, we have been manufacturing the highest quality leather goods in Spain and Italy and as a result we have accumulated leftover leather from previous productions. Our hearts told us that getting rid of it or burning it like many other leather companies was just not the right thing to do.

So we decided to take a look into it and this is what we found: 23 billion square feet of leather is being produced every year and more than 600,000 tons of it become immediate waste. 60% of each leather patch is not "usable" due to aesthetics: natural imperfections or leather discoloration.

We know we can start a new movement in the industry that is all about producing "Zero Waste" leather goods. Our mission is: To reduce leather waste. Decrease our footprint in the world. And save many workers' lives due to air pollution.

On May 18, we will launch our new collection of small leather goods made out of leftover materials.

It's far from perfect. But it's the first step on a path to changing the industry.



Michael Preysman
Founder & CEO

[SEE THE STORY](#)

Email

-Prior to the launch, customers will receive emails regarding dates for the upcoming drop and our partnerships with the nonprofits.

-Right after the official launch, we will send out an email explaining customers the "why" behind this collection and why Everlane feels so passionate about it.

-The "Truck Tour" and other in-store events related to the new collection will also be promoted through email.

Store Display

-Designated space: for the first 2 weeks of each drop, there will be a designated area near the front of the store where we will explain and display our small leather goods.

-The process of creating this collection is different than the traditional one so there will be information regarding our "zero waste" approach and how the products came to life.



Social Media Marketing

Objectives

-Engagement for the new collection will be encouraged.

-Reinforce the brand's identity and strengthen consumer engagement and brand loyalty by creating an engaged community and providing transparency to consumers.

Instagram

-Promote word-of-mouth, and advertise our new line. @Everlane Instagram page will be used to promote our new Zero Waste line.

-Top hashtags: #HelpingOthers #Zerowaste #EverlaneSmallLeatherGoods #TheNewPath #ClosingTheGap

-A new "Highlight" on the main profile will include teasers, facts about the leather industry, facts about the nonprofits, Q&As, among others.

Instagram

Search



everlane

Following

2,224 posts

736k followers

699 following

Everlane

Exceptional quality. Ethical factories. Radical transparency.

evrln.co/Jumpsuits

Followed by wearsomethingrare, ennamercadodeideas, amili.design + 56 more



Transpare...



Denim Dro...



Chino Styli...



ReNew Br...



ReNew 4 Y...



ReNew Pr...

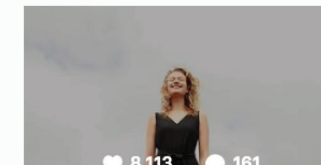
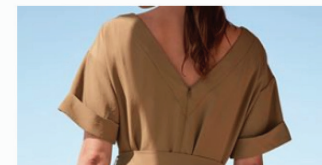


Plastic Pro...

POSTS

IGTV

TAGGED



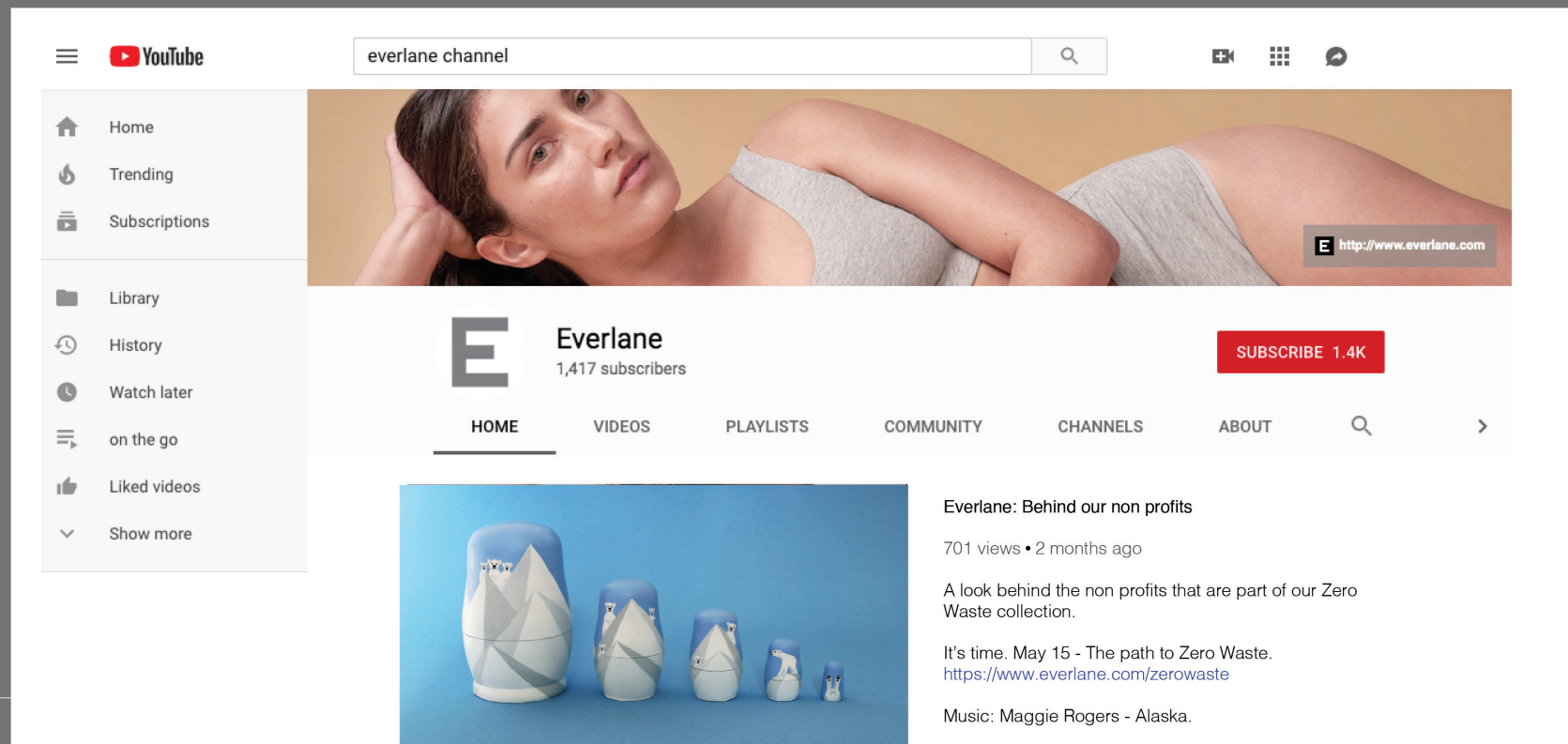
YouTube

-Produce a series of videos explaining how our new “Zero Waste” goods are created.

-Highlight the difference between our new sustainable path and the benefits that come from it versus what traditional leather goods companies are used to doing.

-There will be other videos talking about the nonprofits and the relationship they have with Everlane.

-Youtube endorsements/reviews will also be included as part of our promotion strategy.



The screenshot displays the YouTube channel page for Everlane. At the top, there is a search bar containing 'everlane channel' and navigation icons for home, grid, and notifications. The channel banner features a woman in a grey tank top. Below the banner, the channel name 'Everlane' is shown with a large 'E' logo and '1,417 subscribers'. A red 'SUBSCRIBE 1.4K' button is visible. The navigation menu includes 'HOME', 'VIDEOS', 'PLAYLISTS', 'COMMUNITY', 'CHANNELS', and 'ABOUT'. A video titled 'Everlane: Behind our non profits' is highlighted, showing 701 views and posted 2 months ago. The video description reads: 'A look behind the non profits that are part of our Zero Waste collection.' and includes the link 'https://www.everlane.com/zerowaste'. The video thumbnail shows several blue and white ceramic containers of varying sizes.

Events

In-Store

-San Francisco and New York retail stores

"Get to know them"

-First event: introduce the nonprofits to the public. There will be representatives from each organization at the events and they will lead a brief Q&A section to answer any questions the public may have.

"Give them your personal touch"

-Second event: register for an evening of fun while personalizing small leather goods. This event will happen a week after the first and second "drop".

-Free "swag" will be given. Creating a "Cord Wrap Set" with leftover material could be an affordable and useful option.



Public Relations

Affiliate Program/Blogs

Partnerships with bloggers/instagrammers will also be utilized to promote sales of the new category.

-We will reach out to younger bloggers/instagrammers and will target them based on location.

Influential accounts

Influencers will post 2-5 times right after and throughout the release of the new products.

Accounts to take into consideration:

San Francisco: @Tiffwang_, @kateogata, @nicholeciotti

New York: @babba, @myepiphany

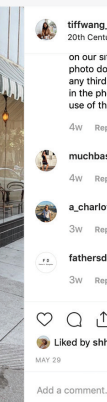
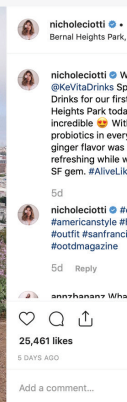
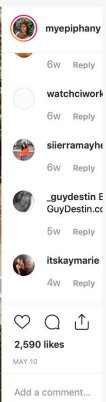


Oh, you blog? If you've got an audience and are into Everlane—this might be the start of something good.

The Program

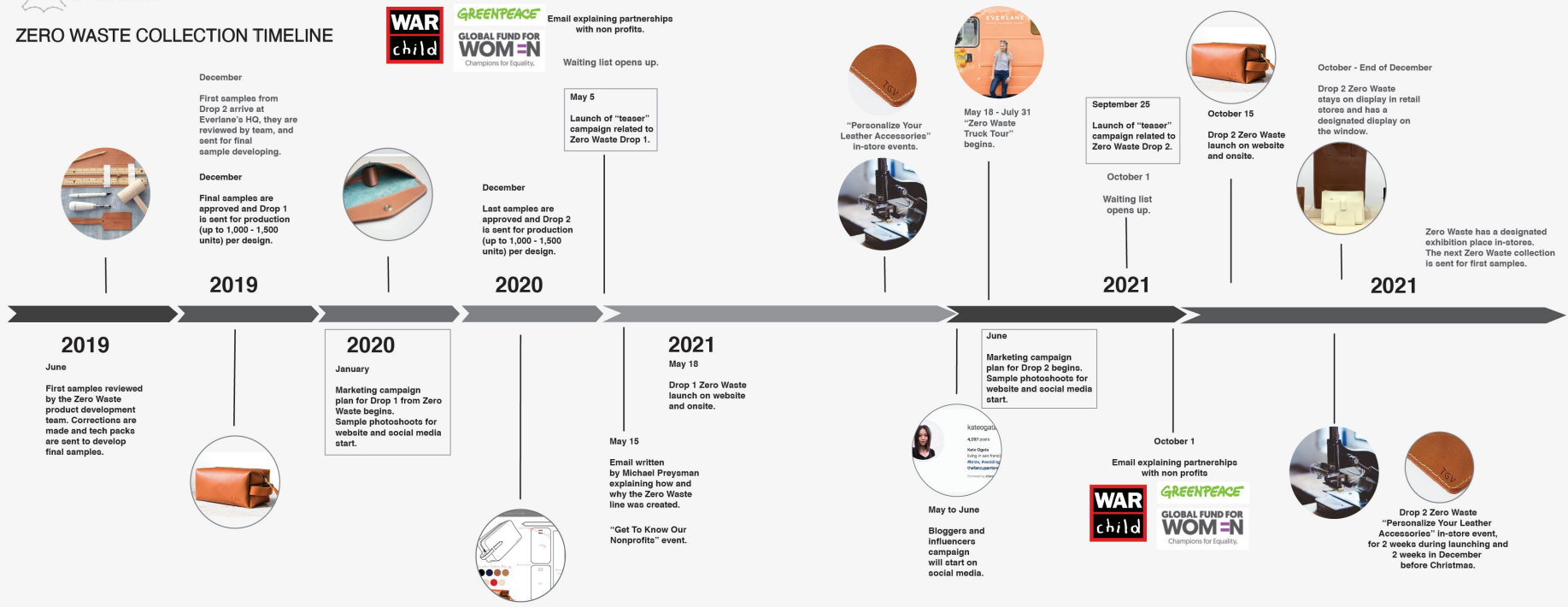
Earn Money

We offer commission on net sales (excluding shipping, taxes and returns), which you





ZERO WASTE COLLECTION TIMELINE

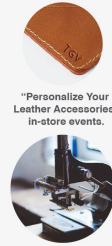


Email explaining partnerships with non profits.

Waiting list opens up.

May 5
Launch of "teaser" campaign related to Zero Waste Drop 1.

December
Last samples are approved and Drop 2 is sent for production (up to 1,000 - 1,500 units) per design.



"Personalize Your Leather Accessories" in-store events.



May 18 - July 31
"Zero Waste Truck Tour" begins.

September 25
Launch of "teaser" campaign related to Zero Waste Drop 2.

October 1
Waiting list opens up.

2021



October 15
Drop 2 Zero Waste launch on website and onsite.



October - End of December
Drop 2 Zero Waste stays on display in retail stores and has a designated display on the window.

Zero Waste has a designated exhibition place in-stores. The next Zero Waste collection is sent for first samples.

2021



May to June
Bloggers and influencers campaign will start on social media.



October 1
Email explaining partnerships with non profits



Drop 2 Zero Waste "Personalize Your Leather Accessories" in-store event, for 2 weeks during launching and 2 weeks in December before Christmas.

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