



# **Fur Theory**

**Brand Identity Presentation**



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# **About the Brand**

# Brand Story

In 2013, brand founder welcomed a baby French bulldog into her life. As a first-time dog owner, she excitedly looking for the perfect apparels and essential for her furry child. However, the sizing in the marketplace is limited and not inclusive enough, many clothes can't fit well on her Frenchie that have a unique proportion. For the better comfort, she decided to create a brand for her furry child.

Pet is also a member of our family, their preference, emotions, and thought matters, the unnecessary clothing only make them stressful. FurTheory is a pet apparel label that emphasize the practical and comfortable aspect of clothing, the brand put well-being of the pet in the first place, aimed to create well-fitting clothing. Except of the pet's weight, the brand also combine the length, chest, and neck when classifying the size, in order to offer more suitable clothes for each breed.

Founded in such a turbulent times, eco-consciousness and social responsibility are deep-rooted to the brand. FurTheory offer pet apparel recycling and repair to extend the life cycle of the products. The brand will donate the worn items or recycles the materials to be used in other clothing items. They also offer repair services to their clothing and have online guides to help the customers fix their pets' clothing themselves.

# Mission & Vision

We value the feeling of each furry child, so we committed to offer cozy and detail-oriented products, expecting to see the happy and satisfied expression on them. A suitable apparel relieve stress and anxiety, as well as brings a healthier life, the brand aiming to create the best product that cause less harm to the earth.

We believe human lives depend on a healthy planet, so everyone should make effort to create a better future. Except of the “recycling and repair plan,” the brand plan to open a sustainable line in the future, and the products are made using recycled materials from the “recycling and repair plan,” which have a lesser impact on the environment.



# 4 P's

**Price:** \$50 ~ \$150 USD

**Product:**

- Apparel (cooling vest/ raincoats/ jacket/ sweaters/ accessories)
- Essential (walk harness/ leash)

**Place:**

The first physical store will be located in Portland, it is one of the most dog-friendly cities in the United States. The products are also available in Nordstrom, which has 252 stores around 34 states, and the brand's official website. All of the items could ship worldwide.

**Promotion:**

The brand will release the collection, commercial video, and interact with their potential customer via social media, including official website, Facebook and Instagram. There will also be a reward program, pet subscription box service, and brand collaboration.



# **Brand Positioning**

# Target Audience



## Demographic

Age: 25 ~ 45

Gender: male/ female

Ethnicity: White/ Asian/ Black

Education: Bachelor or above

Family Status: single/ married

Location: urban/ countryside

## Psychographic

Based on Value and Lifestyle Segmentation system (VALS™), the target audience of FurTheory can be classified as “thinkers”. They are confident, responsible, and motivated by ideals. They enjoy durability, functionality, and value in products.

## Behavior

The target audience are familiar with the e-commerce, and often purchase online, they will do research and look for customer reviews online before purchasing product.



# Persona



Age: 28

Occupation: UI designer

Status: single

Location: Portland, OR

Income: 68,000

Brand affinities: Peet's Coffee, Everland, Sephora, IKEA

“Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind.”

## Goals:

1. Want to purchase a comfortable raincoat for her furry kid.
2. Want to support the ethical brand.
3. Prefer eco-friendly product.

## Online behaviors:

1. Active on Instagram, YouTube, and Pinterest.
2. Often look for customer reviews online before purchasing product.
3. Join pet forum to discuss everything about pet.
4. Familiar with online shopping.

## Frustrations:

1. Not sure if the clothes fit well.
2. The material and manufacturing process of the product is not transparent.
3. Not sure if the desired product is available.

# Key Competitors

## Little Beast

Little Beast is a pet apparel label that headquartered in New York, offering high quality and ethical products for dogs of all shapes and sizes. The brand pay attention to detail, uniqueness, and social responsibility, they donate 5% of every order to animal rescue non-profits.

### Product/ Price range

- Apparels (onesies/ hoodies/ sweaters/ sweatshirts/ jacket): \$40 ~ \$90 USD
- For dog parent (socks): \$10 ~ \$15 USD



# Key Competitors

## Place and distribution channels

- Online: official website/ SSENSE
- Bricks and mortar: Nordstrom/ Saks Fifth Avenue

## Promotion

- Social media:
  1. Instagram
  2. Facebook
- Collaboration:
  1. Little Beast X Wray



Little Beast X Wray



# Key Competitors

## Max-Bone

Max-Bone is an one-stop pet products brand that headquartered in Beverly Hills, offering food, apparel, toys, beds, leashes and more. The brand focus on timeless style, aiming to create products that are both modern and functional.

### Product/ Price range

- Food (meals/ toppers/ treats): \$10 ~ \$30 USD
- Bowls: \$10 ~ \$30 USD
- Beds: \$60 ~ \$400 USD
- Apparels: \$40 ~ \$100 USD
- Bags: \$80 ~ \$400 USD
- Toys: \$20 ~ \$80 USD
- Accessories: \$20 ~ \$300 USD



# Key Competitors

## Place and distribution channels

- Online: official website
- Bricks and mortar: Nordstrom/ Neiman Marcus/ Goop/ Bloomingdales/ Selfridges

## Promotion

- Social media:
  1. Website
  2. Instagram
  3. Facebook
  4. YouTube
- Collaboration:
  1. Max-Bone X Disney
  2. Max-Bone X Christian Cowan
  3. Max-Bone X with Away

Max-Bone X Disney



# Key Competitors

## Wagwear

Wagwear is a pet label that founded in 1998 and headquartered in New York, offering dog apparel, and essential. The brand has always been all about creating the best products for their furry client that are chic yet functional.

### Product/ Price range

- Apparels: \$20 ~ \$130 USD
- Accessories (collars, leashes): \$20 ~ \$50 USD
- Beds: \$70 ~ \$230 USD
- Bags: \$120 ~ \$230 UAD
- Food: \$10 ~ \$20 USD
- Bowls: \$10 ~ \$20 USD
- Toys: \$10 ~ \$20 USD
- Grooming: \$10 ~ \$20 USD



# Key Competitors

## Place and distribution channels

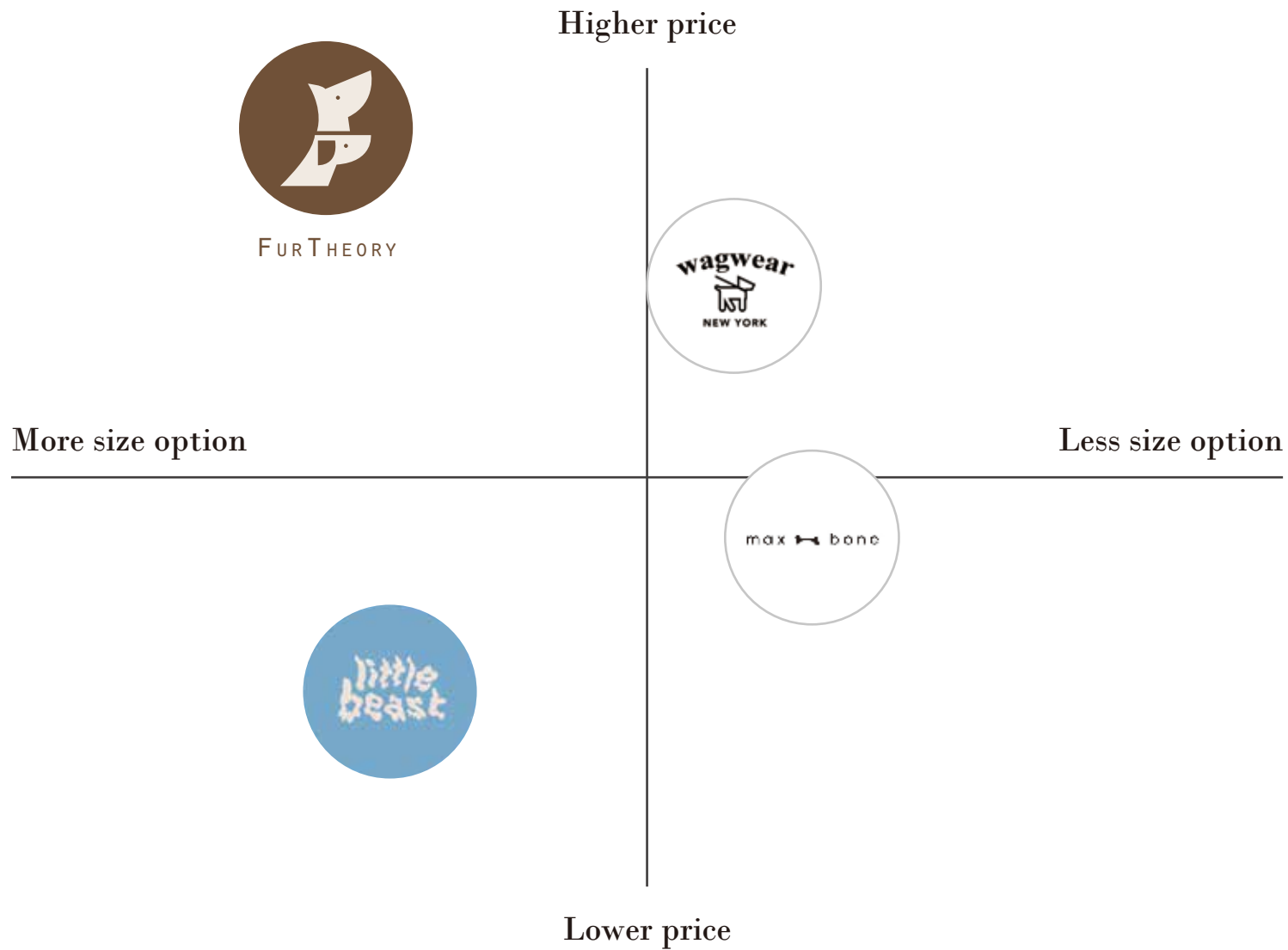
- Online: official website/ Amazon
- Bricks and mortar: New York

## Promotion

- Social media:
  1. Website
  2. Instagram
  3. Facebook



# Positioning





# Competition Advantage

## Strengths

## Weaknesses

### FurTheory

- Detail-oriented products.
- More size options.
- Available in physical store.
- Various payment options.

- Lack of brand awareness.
- Less product categories.

### Little Beast

- Positive social media interaction.
- More size option.
- Featured in several magazine and blogs.
- Positive brand image.

- Limited stock of the products.
- Lacks of foreign customers

### Max-Bone

- Higher brand awareness.
- Modern, easy, and quality products.
- Consistent social channels.
- Available in physical store.

- Limited payment options.

### wagwear

- Various color option with fully-functional details products.
- Available in physical store.
- Various payment options.

- Less product categories.
- Limited distribution channels.

# Value Proposition

## The Value Proposition Canvas

1. Price is listed on the official website.
2. Free consultation, customers are served by friendly and professional employee
3. Offer shipping and return services, plus additional shipping options like tracking and insurance.
4. Accept cash, credit cards, debit cards, and mobile payment such as ApplePay or Google Wallet
5. Transparent supply chain.

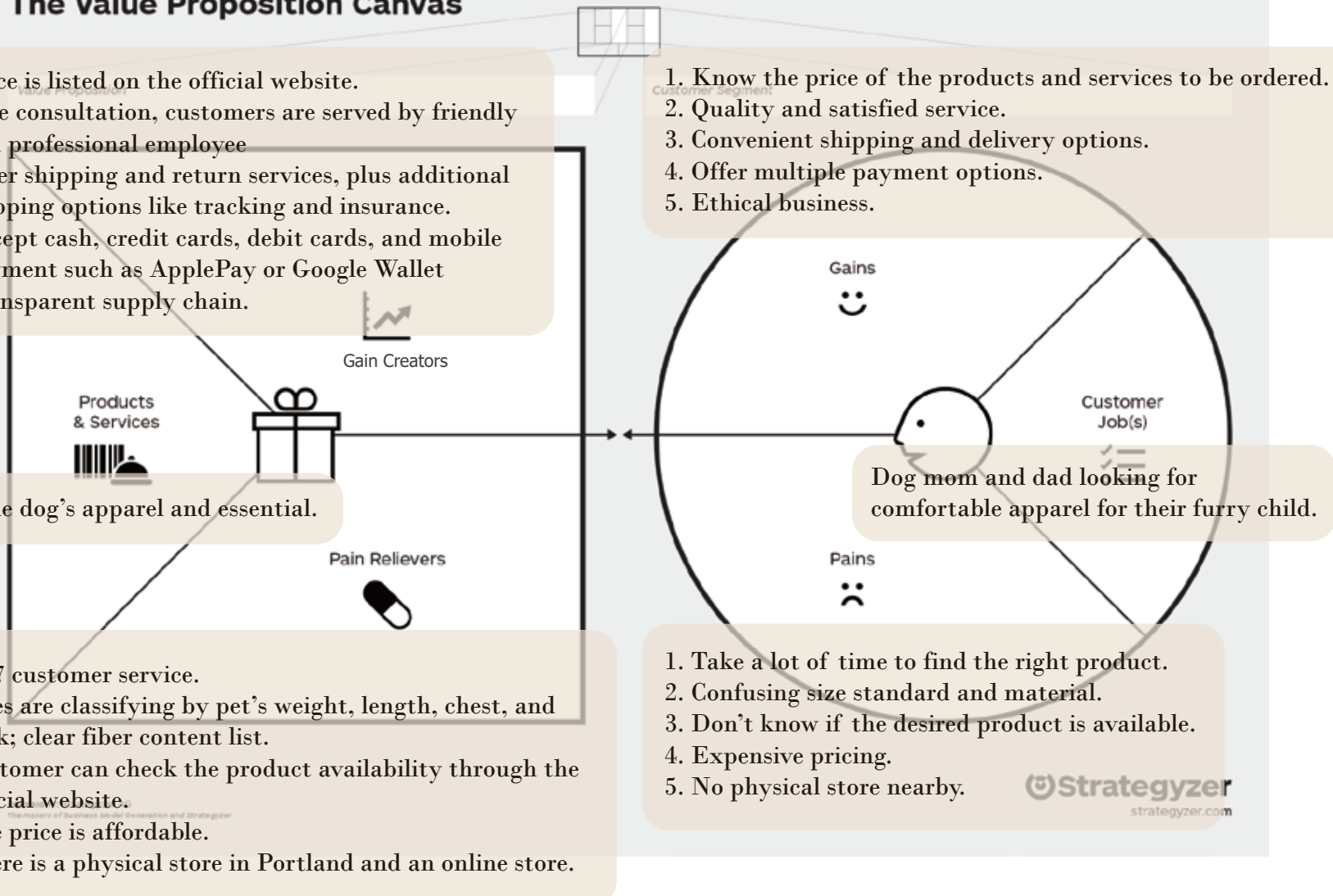
1. Know the price of the products and services to be ordered.
2. Quality and satisfied service.
3. Convenient shipping and delivery options.
4. Offer multiple payment options.
5. Ethical business.

Provide dog's apparel and essential.

1. 24/7 customer service.
2. Sizes are classifying by pet's weight, length, chest, and neck; clear fiber content list.
3. Customer can check the product availability through the official website.
4. The price is affordable.
5. There is a physical store in Portland and an online store.

Dog mom and dad looking for comfortable apparel for their furry child.

1. Take a lot of time to find the right product.
2. Confusing size standard and material.
3. Don't know if the desired product is available.
4. Expensive pricing.
5. No physical store nearby.





# **Brand Guidelines**

# Brand Visual Concept



# Competitors Logo



Max-Bone has a simple logo that applying Sans Serif font and a bone icon, the black font looks modern and minimal, which is conform to the brand image and what the label want to convey. The logo using lowercase forms, it is easy for the customer to read and remember.



Little beast has create a unique font that looks like the furry tail, it is easy for the customer to relate to a pet label. The pink font on blue background logo is often used for marketing and advertising, the choice of pastel colors greatly present the joyful and funny personality of the brand.



Wagwear logo shows the brand name, headquarter, and a dog icon. The brand use Serif font and lowercase forms in Wagwear, as well as Sans Serif font and upper forms in New York. The choice of black and fonts shows trustworthy and classic feeling, which is consistent with the brand image.

# Logo Selection



FUR THEORY

# Logo Experimentation

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# Typefaces & Color Palette

## Orator Std

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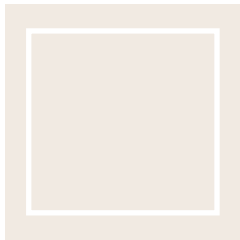
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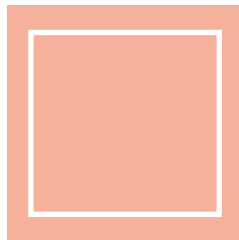
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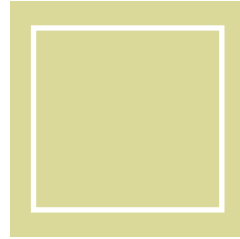
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Cooling Oasis  
12-5302 TCX



Peach Nectar  
14-1228 TCX



Citron  
12-0524 TCX



Toffee  
18-1031 TCX



Navy Peony  
19-4029 TCX



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Green Business Bureau. “Sustainable Fashion: Identifying Fast Fashion Flaws and Extending the Life Cycle of Clothing.” Green Business Bureau, 18 Nov. 2021, <https://greenbusinessbureau.com/industries/fashion/sustainable-fashion-identifying-fast-fashion-flaws-and-extending-the-life-cycle-of-clothing/>.

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<https://littlebeast.co/>

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