



ALDO

Project 1 Private Label Development

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Defining Brands Identity

- Aldo's brand identity consists of conceptualizing the structure of what it is to have trend savvy footwear and everything that surrounds this category of an accessory
- With relatively reasonable priced items for the quality that they offer
- Being innovative with the recently introduced styles that have been popularized amongst the masses while at the same time putting their own spin on it to make it original and brand specific to themselves.



Identification of Target Market

- Ages 15-35
- Female
- Trendy youthful
- Average woman wanting to stay on trend, keeping within a reasonable budget
- Active

Brands Direct Competitors

- Steve Madden
- Town Shoes
- Nine West
- Little Burgundy



LITTLE
BURGUNDY



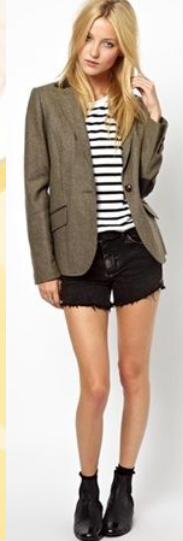
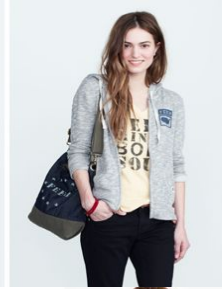
NINE WEST

SHOP NOW

ALDO has something that none of these companies have been able to replicate. A unique and sought after place for it's employees to work as well as irreplaceable customer service.

Developed Brands Based on Identity of Retailer

1. LUX
2. Element
3. Miss BB



What Needs will the product of this New Brand Satisfy?

LUX

- Quality
- Status

Element

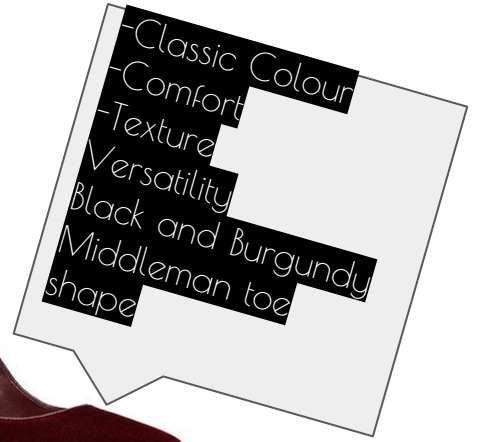
- Staying on trend
- Versatility mixed in with style

Miss BB

- Flash
- Stand out
- On trend



Best Sellers



Worst Sellers

