



# recherche

/rə,SHer'SHā/

BUSINESS PLAN

PRESENTED BY TIFFANY YOON

# recherche

- RARE, EXOTIC, OBSCURE
- FRENCH: “CAREFULLY SOUGHT OUT”
- EMBODY THE RELAXED, ROMANTIC AND SIMPLISTIC LIFESTYLE REMINISCENT OF PARISIAN WOMEN
- CURATE CLASSIC AND FASHIONABLE PIECES THAT REFLECT THE RECHERCHÉ LIFESTYLE



# about the business



E-COMMERCE  
WOMENSWEAR AND ACCESSORIES

RETAILER

BUY FROM WHOLESALE DISTRIBUTERS

BUY FROM OTHER BRANDS FOR  
LICENSED SALES

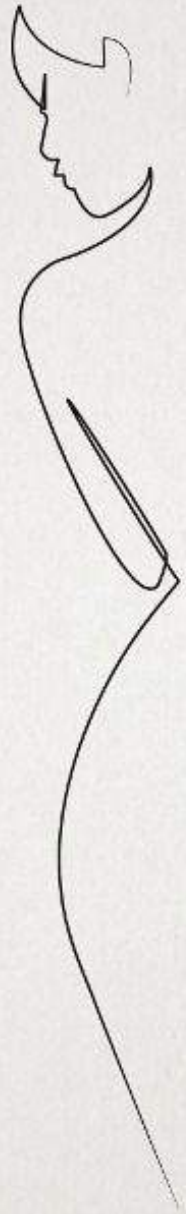


CONTEMPORARY FASHION BRAND

ONLINE STORE

SELL LIFESTYLE CONCEPT AS WELL AS PHYSICAL  
PRODUCTS





# the market



WOMEN IN 20S-LATE 30S

BUSIER LIFESTYLE

ENJOYS EASE AND COMFORT OF ONLINE SHOPPING

MAINLY CANADIAN MARKET

URBAN LIFESTYLES AND CITY RESIDENTS



LIKES AND APPRECIATES THE SIMPLER THINGS

APPRECIATES PAST ERAS AND ITS TRENDS

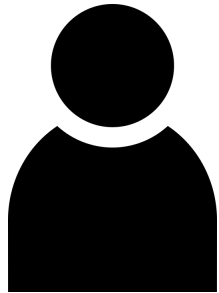


# the product

- WOMENSWEAR
- ACCESSORIES
- NEUTRAL/MUTED COLOURS,  
UNIQUE GRAPHICS
- STYLED WITH OTHER PIECES  
AVAILABLE ON SITE

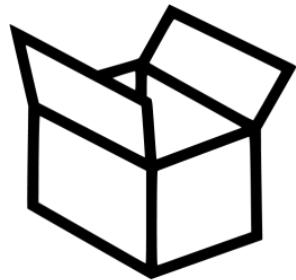


# store operations



SOLE PROPRIETORSHIP

STARTUP WILL HAVE NO  
EXTRA STAFF




STORAGE IN PART OF  
APARTMENT

SHOWROOM SPACE FOR  
SHOWING VIA  
APPOINTMENT BOOKING



TWO SEASONAL  
COLLECTIONS A YEAR  
(S/S AND F/W)

NEW STOCK  
QUARTERLY



public relations



# Press Release

PROMOTE THE OFFICIAL LAUNCH

LAUNCH PARTY

“FROM THE ‘CITY OF LIGHTS’ TO THE  
‘WET COAST’”

SENT TO LOCAL MAGAZINES,  
CANADIAN MAGAZINES



# Press Release

## recherche

### From the 'City of Lights' to the 'Wet Coast'

For immediate release

**Vancouver, B.C. March 17, 2017** - New Vancouver based womenswear brand Recherche is launching its first collection in the form of their Parisienne lifestyle-inspired Spring/Summer 2017 line.

To introduce and celebrate the opening launch of Recherche and its first collection, the brand is holding a launch party featuring glasses of French wine and a small fashion show where the S/S collection will be showcased. Guests will get the chance to shop the line in person, something that will not be readily available for this e-commerce based brand.



sales and marketing

in-store promotion

AT THE OPENING EVENT:

COUPON CODE FOR 20% OFF  
FIRST ORDERS

'IN-STORE':

PURCHASE \$100 OR MORE AND GET  
CODE FOR \$20 OFF NEXT ORDER





*online advertisement*

A woman with dark hair is shown from the chest up, wearing a cream-colored V-neck sweater. She is holding a large bouquet of bright yellow tulips. The background is a plain, light-colored wall. The overall mood is soft and elegant.

*recherché*

Recherché

Opening Launch

x

Spring/Summer 2017

Collection

SMS

- STAY ONLINE FOR BOTH SHOP AND PROMOTIONAL OUTLETS
- EFFECTIVELY PROMOTE PRODUCTS EASILY AND COST-EFFECTIVELY
- STYLE PIECES TOGETHER IN REGULAR POSTS



- VISUAL BASED
- SHOWCASE MERCHANDISE
- UPDATE DAILY





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9 posts 0 followers 0 following

Recherché



#rechercheliving

@recherch\_e

# summary

- LIFESTYLE AND IDEAS OVER TANGIBLES
- INCORPORATING NEW CULTURE THAT FOREIGN MARKET DOESN'T KNOW OR HAVE ACCESS
- ONLINE BUSINESS SO EVERYTHING STAYS ONLINE
- FOCUS ON CUSTOMER SERVICE AND FREQUENT INTERACTION (BLOGS, EVENTS, EMAILS)



*Merci Thank you*