



Bella Luxe

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Positioning Statement

Products: luxury loungewear and lingerie pieces primarily made from 100% silk. Products include robes, loungewear sets, nightshirts, slip dress, and lingerie sets

Target market: Women ages 27-35, values the style and quality of her garments, prioritizes her self care and her downtime. The comfort of her clothing is important to her and will ensure that she feels good wearing them.

Problem: The market was very saturated with individuals who were predominantly of a certain size (ex: slim, tall). It has been concluded that there is a lack of diversity, especially in terms of the lack of size and representation in the luxury loungewear/lingerie market.

Proposition: Introduce loungewear and lingerie that will conform to one's body, while satisfying a variety of body types (curvy, short and tall individuals, etc.) The consumers won't have to feel limited as to what they want to wear as the sizes will cater to their body shape. In addition to the sizing, the consumers can really visualize themselves wearing the pieces as there will be representation and diversity shown through size range and the marketing of various body types. The brand will portray how anybody can wear these pieces, it's not just limited to individuals who look a certain way or who fit the criteria of having the "perfect body".



Persona Template

Lifestyle- day in the life

- She enjoys her days off from work, often staying at home and relaxing.
- Likes to take bubble baths; she prioritizes herself care regime by following a skin/hair care. She likes to drink a glass of wine and champagne, while reading a book or catching up on her favorite show.
- Presentation is key for her, in terms of herself and for the things around her: she likes to do her hair and makeup and find clothes that matches her style of the day.
- She is organized and carefully balances her work/day off schedule in order to stay on top of things.
- Looks after her diet and eats healthy, while exercising to remain in good health.
- She is completing an entry level job and has completed her bachelor's degree in marketing/communications.
- Likes to visit family and friends and prioritizes her relationships.

What she is looking for

- Products of good quality that will prove to be of lasting value
- Products that contain good materials and that will be beneficial for the environment
- Comfortable clothing to wear and something that will flatter her figure
- Something to make her feel good about herself, radiates confidence and to look good in

Online Behaviors

- Spends most of her time online, primarily on Instagram for work and for outfit inspiration
- Likes to shop online and browse through her favorite shops

Persona Template

Background

- 29 years old
- In a relationship, engaged
- Lives in the city
- Full time social media content creator/stylist

Finances

- Household income of \$40,000-\$50,000+
- She likes to save money and she rationalizes over what she spends, yet she likes to treat herself and likes to splurge on herself whenever she can.

Brand affinities

- Victoria Secret, Cosa Bella, Sephora

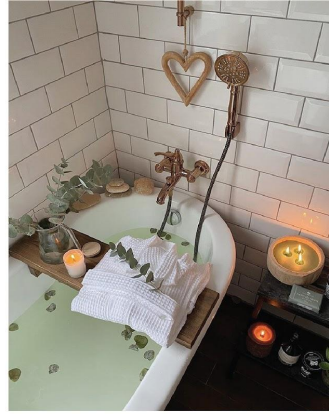
Make her life easier.

- Gives her outfit inspiration and how to style them (look books)
- Comfortable clothing that feels soft to the touch and relaxing to sleep in/wear.
- Offer versatile clothing that she can wear inside and outside
- Offer clothing that will conform to her body without being uncomfortable or oddly shaped
- Offering her fashionable loungewear that she feels good in and makes her feel lavish, creating a positive experience whenever she wears it
- Offering good quality clothing that will last for a long time

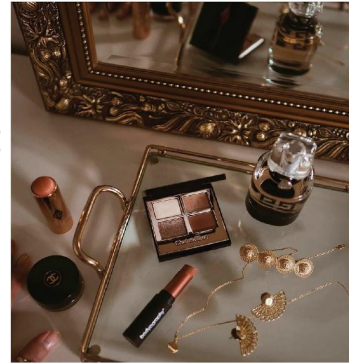
Hopes and dreams.

- To succeed in life regarding her work and her goals
- Having the ability to splurge on things that she and her friends/family likes
- Having a family of her own

Target Market



Do things that make you feel good: mind, body, and soul



Value Proposition Canvas Model

GAINS

Confidence, comfort, feeling lavish, relaxed.

PAINS

Not enough sizes in the market and if so, the products do not conform to the consumers body, the use of materials that are not of good quality. There is a lack of personal connection/interaction between the brand and the consumer.

CUSTOMERS JOBS

Stylish, finding a loungewear that they feel comfortable and confident in, long lasting and high quality.

GAIN CREATORS

Product feels good, some of the pieces can be worn inside or outside (paired with a blazer and jeans), pieces are inclusive and caters to all women, respecting their sizes for ultimate comfort.

PAIN RELIEVERS

The pieces are offered in a variety of sizes and shapes that will conform to the consumers body without it being too restricting, the pieces are made from good quality products, therefore lasting for a good amount of time without wearing off. There will be a one on one video consultation to create a greater personal connection.

PRODUCTS & SERVICES

Personalized video showcasing how to find the most suitable size for loungewear/lingerie, blog posts and videos on the brands website about size inclusivity and how to feel more confident about oneself, lookbooks on how to style the pieces for either everyday wear or nightwear. Payment plan installments on all pieces (ex: pay 4 installments of \$50). Pre order option for consumers to have a sneak peak of new upcoming collections and to reserve a piece.

Competition Analysis

O1 Anya Lust

Price (Slip dress and loungewear sets): \$149-\$612, (shorts): \$178-\$213, (robes): \$300-\$722 (lingerie sets): \$218-\$484

Quality: Uses good quality materials, such as silk, silk and satin blend, French lace, and Italian tulle

Assortment: Assortment breadth: A number of categories (robes, sleepwear, silk pyjamas, bras, lingerie sets, skirts, bridal nightwear, heels) and a limited number of styles per category

Other product benefits: Offers a plus size lingerie section with some of their styles going up to 3XL. The products itself are versatile and can be paired well together in terms of style (for instance, the lingerie sets or a lace bodysuit with the silk robes). The materials used will ensure for a good product life and comfort for the wearer.

O2 Christine lingerie

Price: (Pajamas): \$450-\$640, (camisoles): \$215-\$390, (pants and shorts): \$140-\$665, (slip dress): \$195-\$575, (nightshirts): \$435, (robes): \$380-\$810

Quality: poly/satin blends, silk/satin blend, velvet, rayon/silk blend

Assortment: Assortment breadth: A number of categories (robes, sleepwear, silk pajamas, men's loungewear, accessories, etc.) and a limited number of styles

Other product benefits: Ensures for the best quality loungewear, made locally in Canada

Bella Luxe

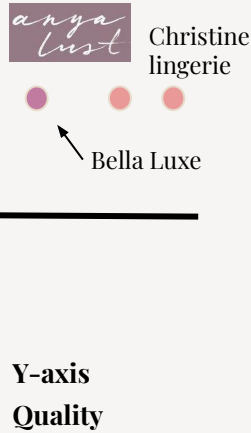
Price: Less of a high price range compared to both competitors. Average price: \$120-\$480. (Silk robes): \$250-\$350, (Silk loungewear sets): \$220-\$480, (Lingerie): \$120-\$380

Quality: Relatively the same to both competitors (silk, satin, and lace), except no use of rayon or poly blends will be used.

Assortment: Assortment breadth, similar categories (slip dress, robes, nightshirts, silk pants/top sets, lingerie, camisoles). However, there will be more of an emphasis on silk loungewear sets, especially for tops and bottoms. More colors will also be added for more variety (ex: sage green and blue).

Other product benefits: Similar to Anya Lust's benefits with their plus size range, however, loungewear sets will also be included and more lingerie pieces will include plus size options and smaller sizes (3xs to 3xl). The pieces are visibly alluring and can be matched well together, similar to Anya Lust.

X-axis
Price



SWOT Analysis

O1 STRENGTHS

- The products are offered in many different sizes (3xs-3xl) and are designed to comfortably conform to your body
- the brand showcases diversity and thorough representation
- The loungewear pieces offer versatility whereby it can be worn to go out (for instance, a slip dress worn under a blazer or by itself, silk pants worn with any top desired)
- The product is of good quality and durable so it won't damage easily.
- One on one video consultations for questions regarding fitting, sizing, material, etc.
- Many of the loungewear pieces are made from silk, which makes the pieces more breathable and softer to the touch. In addition, it is a hypoallergenic fabric, which is great for people with skin sensitivities. It is also good for the hair and skin as it helps to retain moisture. Lastly, it is comfortable to wear year-round, whether its hot or cold.
- The styles of the loungewear and lingerie pieces are visually pleasing, and are offered in a variety of lustrous colors

O2 WEAKNESSES

- Consumers are limited to the online store, which can be an inconvenience for shoppers who prefer to go to a brick-and-mortar store
- Consumers cannot feel the product beforehand in order to feel the quality of the pieces, which can cause hesitation, especially when purchasing higher priced pieces.

SWOT Analysis

O3 OPPORTUNITIES

-There is a rise of luxury loungewear and lingerie in the market as consumers are becoming more aware of how the garments are made. This creates opportunity as the brand will be using good quality materials that will satisfy the consumers needs

-Forbes wrote an article about how the luxury loungewear annual growth rate has increased to 9%, and it also mentions how the demand for visually appealing sleep and loungewear are driving the market.

-The lingerie market in 2019 was worth around \$40B USD and is predicted to jump to \$73B by 2026, with a compound annual growth rate of 6.45% Therefore, there is a high demand for lingerie and it is proven to grow at a good pace throughout the next few years.

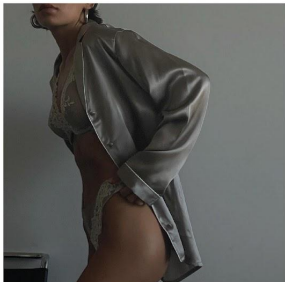
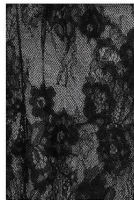
O4 THREATS

-With many consumers leaning more towards loungewear due to staying at home, many brands have decided to produce their own loungewear lines, which can create more competition in the loungewear market.

-The lingerie market is fairly over saturated, therefore without proper uniqueness and product value, the consumers will turn to other brands who can satisfy their needs.

-Excess of inventory if research of preferred size ranges amongst the consumers are not conducted properly. The brand must appropriately set a specific number of pieces per size range that will limit the excess of inventory, especially if a certain size doesn't sell as much.

Product Moodboard



Interview Questions

- 1) With the brand having a heavy emphasis on luxury loungewear already containing several pieces, do you feel that there is a need to incorporate lingerie as well to the collection? Or should solely the loungewear pieces be sufficient to the brand?
- 2) What kind of colors do you envision with luxury loungewear/lingerie? And which colours would you like to see more of if there are any?
- 3) What would you like to see more of in the luxury loungewear/lingerie market?
- 4) Would you purchase a piece (ex: silk robe) that was of higher quality and comfortable to wear, if it meant spending, for instance, around \$200 for it? Would you compromise quality for a least expensive piece, or compromise on the higher price for a better-quality piece?
- 5) Do you find that there is a lack of diversity in the luxury loungewear/lingerie market?
- 6) Do you care about the type of fabric and/or the fiber contents when buying loungewear/lingerie? Or do you just care about how the product itself looks like?
- 7) Which fabrics do you associate as being “luxurious?”
- 8) What do you think of when you hear “luxury loungewear/lingerie? (Do any pieces in particular come to mind? If so, what would they be?)
- 9) How much will you be willing to spend on luxury loungewear/lingerie pieces? (Can give an average price + mention the type of loungewear/lingerie)
- 10) Rate the following from most to least important when you shop for a product, with 1 being most important: Style (how the product looks like), quality, price, sustainability.

Analysis of Questionnaire Data

- 1) The incorporation of lingerie can be beneficial for the brand, as it can provide for more versatility (mix and match loungewear with lingerie sets) and more variety. The respondents thought that more people would be inclined to purchase more products if both the loungewear and lingerie pieces complimented each other and if the overall style and aesthetic was up to par.
- 2) Most answered colors: rose gold, cream color, white, black, different shades of brown. 5/10 would like to see more color variation, such as yellow/gold and sage green. More color variations will be added to the loungewear and lingerie sets.
- 3) Comfort, style (“cute” styles, matching loungewear and lingerie pieces), diversity, and quality. The brand will focus on implementing diversity by adding more sizes and showcase people of different sizes and ethnicities. Comfort, style, and quality will be taken into consideration when producing the garments.
- 4) 2/10 of the individuals would rather find something that was of a lower price range (compromise on quality), yet the rest of the individuals would compromise on the price for a higher quality product. Therefore, many wouldn't mind spending more for higher quality products.
- 5) Some of the surveyors found that there was more of a shift towards diversity in terms of the luxury lingerie market, however, most of the surveyors (7/10) found that the luxury loungewear market needed more work in terms of incorporating diversity and openly speaking up about it. The brand will actively support and promote diversity.
- 6) More individuals looked at the type of fabric that was used if the loungewear/lingerie was more expensive (\$150+), while 6/10 expressed how they take into consideration the fabric used and the style together. The brand will ensure that the materials used are of high quality and that the style of the pieces are visibly pleasing to the eye.
- 7) Most answered: Silk, followed by cashmere, wool, velour, and satin. The brand will mainly include silk pieces, followed by some satin.
- 8) Most referred to luxury loungewear/lingerie as being fancy, **Materials/products**= French lace, slip dress/silk nightgown, long silk robes, cashmere tops/sweaters, matching silk/satin sets (pants/shorts and a top), velour sets and robes. The brand will primarily focus on robes, silk sets, silk lingerie and lace sets, and one piece nightgowns.
- 9) **Matching sets** (pants and top)- \$200-\$350 + \$400 for silk sets, **lingerie sets**- \$180-\$375, **single pieces**- \$110-\$150 **general average concluded for the brand** =

Roadmap



A woman with long brown hair is wearing a light pink, long-sleeved silk robe. She is sitting on a dark wooden stool, leaning forward with her right hand resting on the stool. The background is a plain, light-colored wall. A horizontal beige banner with the text 'THANK YOU!' in a black serif font is overlaid across the center of the image. Two thin black horizontal lines extend from the left and right edges of the banner.

THANK YOU!

RESOURCES

- <https://www.ellesilk.com/blog/your-guide-to-buying-silk-bedding/>
- <https://hellogiggles.com/fashion/2021-loungewear-trends/>
- <https://www.forbes.com/sites/barrysamaha/2019/10/23/meet-royl-the-new-label-filling-the-void-in-luxury-loungewear/?sh=4902f3106597>
- <https://www.zionmarketresearch.com/report/lingerie-market>