

AZUR

A plus-size collection for Aritzia





AZUR

- Azur is a plus size brand that offers various fashionable clothing items & an inclusive size range, sizes XL - 5XL (size 12 - 22).
- At Azur, we carry a full range collection with s/s and a/w collections.
- We believe it is essential to make clothing that will not conceal a plus size women's body but flatter her natural curves.
- Our goal is to give our customers the style & fit that is perfect for their bodies, because when something truly fits, you look and feel amazing, confident & comfortable.

Situation Analysis

Strengths

- Inclusive sizes
- On trend
- Strong social media presence
- Being a part of Aritzia, a well-known brand (reputation, customers & distribution)
- Recycled and sustainably sources materials

Weaknesses

- Azur's products will be more expensive than Aritzia's other brands
- Has a lot of other Aritzia brands to compete with for floor space

Opportunities

- Increasing size range even more
- Expanding overseas
- Becoming a brand independent from Aritzia

Threats

- Aritzia customers may not accept a plus size brand
- Covid decreasing in store shopping & mall traffic



Objective

Create an inclusive, on-trend fashion line for plus-size women for Aritzia s/s 21

- Not making plus size women feel like "others"
 - We want this line to be inclusive by offering all the latest trends and quality selection, because size shouldn't equate a woman's access to fashion
- We want to change the public perception of Aritzia to be positive and inclusive



Overview of planned promotional activities

- Social media polls, stories, contests & posts on body positivity with Aritzia's accounts & plus-sized influencers as brand ambassadors
 - Instagram, Twitter, TikTok, Facebook
 - Giveaway, tagging @aritzia and wearing #azur for a chance to win a AZUR wardrobe
- Event & fashion show to show off all our beautiful plus size models, sponsored by a champagne company to keep the sophisticated and exclusive feel of Aritzia
 - Broadcasted digitally and we will invite influencers and people from the fashion industry (depending on the Covid situation)



AZUR

Colour Palette



Logo



Social Media



Secondary Logo



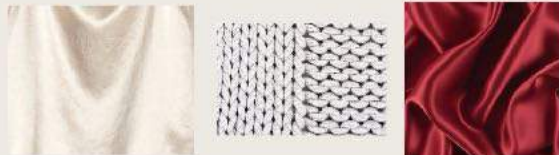
Font

Abhaya Libre Regular

Abhaya Libre SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Patterns



Brand Style Guide

- **Primary Logo:** AZUR with uppercase letters, Baskerville Old Face font
- **Secondary Logo:** azur in lowercase letters, Baskerville Old Face font
- **Fonts:** Baskerville Old Face, luxurious and easy for consumers to comprehend. The font and typeface reflects the simplistic and chic designs of our brand.
- **Colors:** Neutrals, pastels, nude, black, and simplistic colors
- **Pattern / Graphic:** Silk, Cotton, Modal, etc

Mock- Ups



- **Social media:**

- "Reasons to Love Your Body" (Instagram)
- Giveaway of AZUR wardrobe for posting in the clothing & tagging Aritzia (Instagram & Twitter)
- Posts with body positive influencers/models (Instagram, TikTok)
- Facebook ads, Pinterest for AZUR

- **Emails:**

Featuring images of the collection and links to buy

- **Video of a photoshoot (for YouTube & social media ads):**

3 beautiful plus size models strutting their stuff in the streets of Montreal, posing for a photoshoot and being interviewed.

ARITZIA

🔍 🛒 📌 SIGN IN

New Clothing Features With Love Brands The Super Puff™

Discover the new line for
women of all sizes

AZUR



ARITZIA



Discover the new line for
women of all sizes



discover the collection



sold exclusively at
ARITZIA

ARITZIA 3,330 Posts 1M Followers 500 Following

Aritzia
 Everyday luxury. | Le luxe au quotidien.
 Shop our feed | Magasinez notre fil 📌
 See Translation
likeshop.me/aritzia
 Followed by **flrnh.ag**, **emily_jorgensen** and 10 others

View Shop

Follow Message Contact

AZUR SUPER PUFF WITH LOVE, TNA DENI

aritzia




Liked by **racheycakes** and others

aritzia How do you where AZUR ? Tag us for a chance to enter our givaway to win a complete AZUR wardrobe!
 #aritzia #plussizefashion #azur #bodypositivity

aritzia @ARITZIA · Nov 2

How do you where AZUR ? Tag us for a chance to enter our givaway to win a complete AZUR wardrobe!
 #aritzia #plussizefashion #azur #bodypositivity



3 12





aritzia



Reasons to **LOVE** Your Body



Liked by **racheycakes** and **others**

At Aritzia, we believe all bodies, no matter their shape, are worthy of LOVE! Share with us your own #reasonstoloveyourbody

Have influencers post to create a community & encourage others to share their stories; with the hashtag **#reasonstoloveyourbody**



Instagram: Influencer Posts



Musemo Handahu
◦ a visual storyteller
◦ style + life + creativity
◦ published writer + TEDx alumnus


2,641 Posts
51.3K Followers
547 Following



tonsablush
Boston, Massachusetts

Liked by **bibbidibobbidi_broke** and **others**

tonsablush In LOVE with the new plus size clothing line AZUR from **@aritzia** finally a fashion line for curvy womem #bodypositivity #plussizefashion #aritzia



Sarah Anne
Blogger
♥ fashion / lifestyle blogger
📍 Boston & Toronto based
📺 YouTube: "tonsablush"
🍷 body positive activist... more

3,628 Posts
134K Followers
2,387 Following

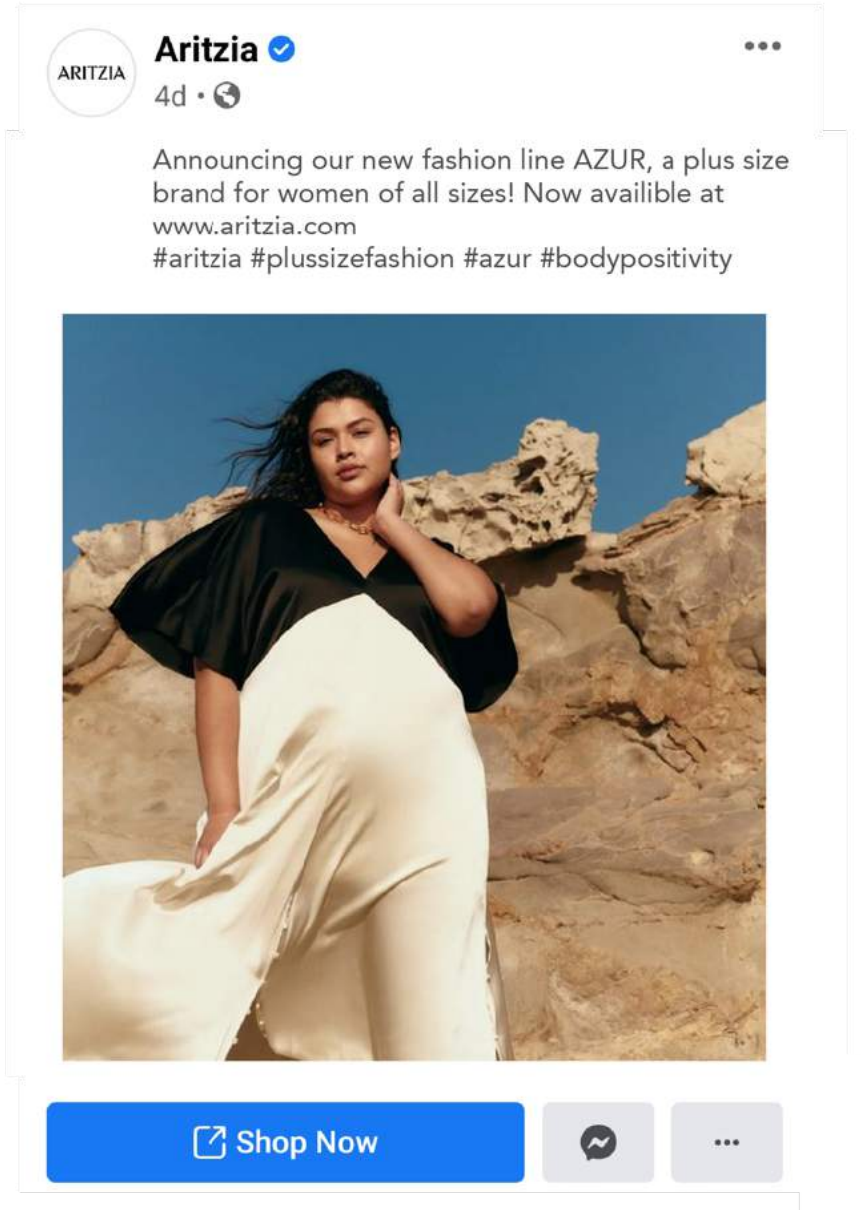


missionhunter

Liked by **manyathi** and **others**

missionhunter partnering with **@aritzia** to celebrate the launch of their new plus size women's fashion line AZUR. The clothes are so beautiful!
#bodypositivity #plussizefashion #aritzia

Facebook:



A screenshot of a Facebook post from the brand Aritzia. The post features a profile picture of Aritzia, a verified account, and a post from 4 days ago. The text of the post announces a new fashion line called AZUR, described as a plus size brand for women of all sizes, available at www.aritzia.com. It includes the hashtags #aritzia, #plussizefashion, #azur, and #bodypositivity. Below the text is a photograph of a woman with dark hair wearing a black and white dress, posing in front of a rocky landscape. At the bottom of the post is a blue 'Shop Now' button and icons for messaging and more options.

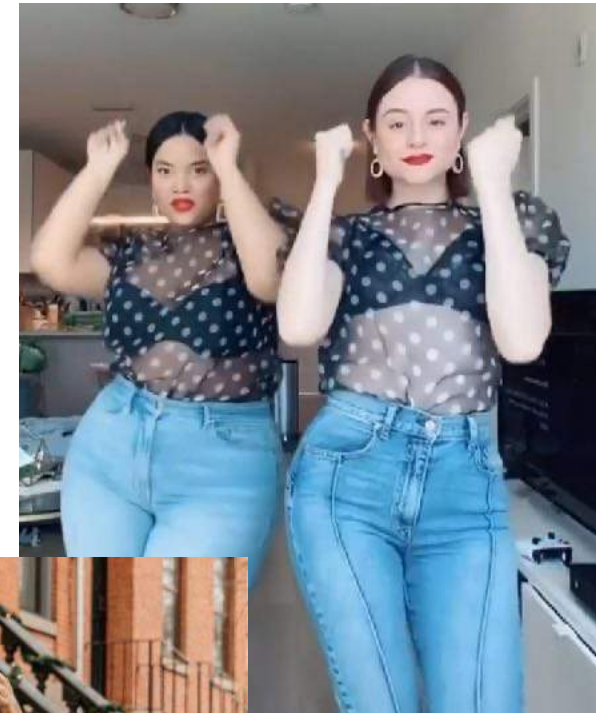
Aritzia ✓
4d • 🌐

Announcing our new fashion line AZUR, a plus size brand for women of all sizes! Now available at www.aritzia.com
#aritzia #plussizefashion #azur #bodypositivity

[Shop Now](#)

TikTok:

Plus size model
Denise Mercedes
as brand
ambassador,
videos in AZUR
clothing





Home

Today

Following

Search

99+

4

AZUR fall/winter 2021



Video Ad:

"love your body at any size"

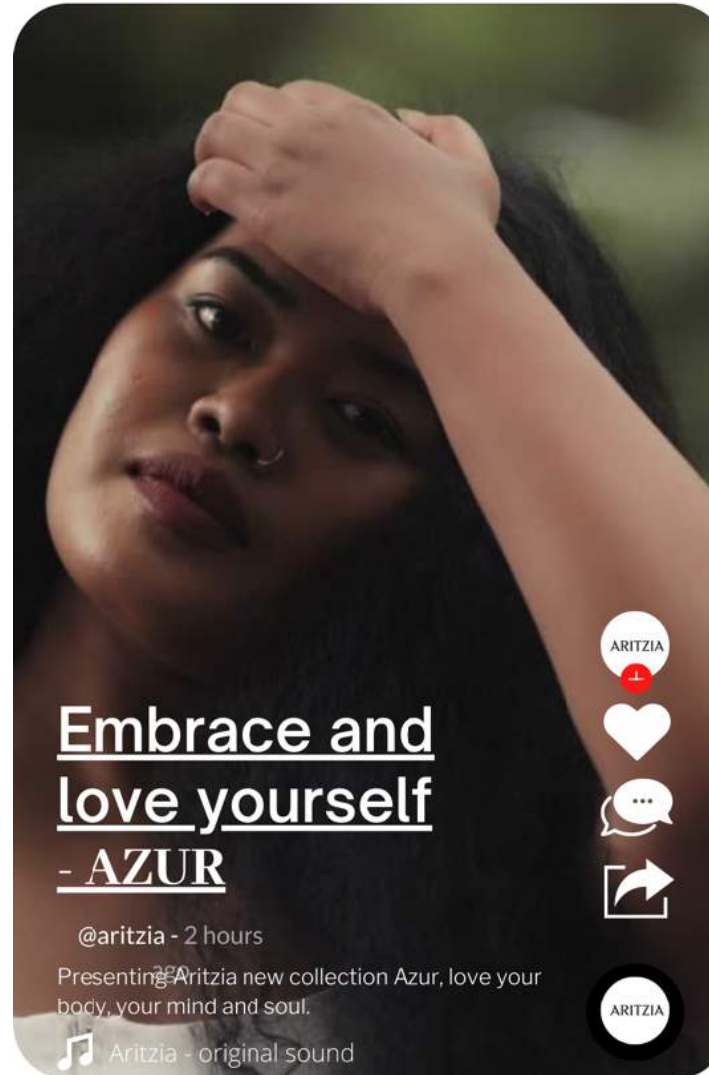


"all women should be able to wear beautiful clothes"



TikTok ad

**Wear comfortably in
your own skin. Now at
Aritzia**



**Embrace and
love yourself**
- AZUR

@aritzia - 2 hours
Presenting Aritzia new collection Azur, love your
body, your mind and soul.

🎵 Aritzia - original sound

ARITZIA
+
❤️
💬
➦
ARITZIA

Link: https://www.canva.com/design/DAENDJ3zxnA/YLReH0opaRcHsjlq7xc-EA/watch?utm_content=DAENDJ3zxnA&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

Deliverables – Social Media

- Service report: online surveys for customers' likes, dislikes, interests & what they want
- Fast response time: 24h customer service
- Product prototype: Comfort & feeling good. Always up to date on new trends
- New collection: Up to date items, trendy & sustainable products
- Influencer Campaigns: Use influencers to drive sales & attract customers



Target Audience



- Women ages 18-30
- Living in Canadian cities
- Income 50-80k +
- Plus sized
- Single
- Student or early career
- Uses Instagram, Twitter & Tik Tok
- Is proud of being plus-sized & is part of the body-positivity movement
- Interests: fashion, social media, animals, eating healthy, yoga, photography, modeling, influencers
- Activities: shopping, brunch, getting nails done, going out to instagramable bars & restaurants



Challenges

After finalizing our plus-size brand we expect to face challenges:

- Aritzia's brands do not carry sizes larger than XL, the customer base may not like a plus-size brand because it changes company values & image.
- Due to more fabric being needed to make larger clothing, the price of this line will be higher, which might be too high for Aritzia customers.
- Aritzia stores may not have enough floor & storage space for another brand. We fear our brand may be overlooked & not given enough attention.
- If there is a resurgence of Covid-19, our supply chain couldn't be able to supply.

Thank You!

You carry so much love in your heart. Give some to yourself <3