



**BODE**

*F/W 2023*

# EXECUTIVE SUMMARY

Bode was founded in 2016 as a luxury menswear label by Emily Adams Bode Aujla. The brand is most well-known for its masterful reworking of vintage textiles into unique pieces. Despite being rather young, it is easy to feel connected to, drawing on a common American memory. Bode focuses on family history, craftsmanship, & New England nostalgia.

# SIGNIFICANCE

The Bode Fall/Winter 2023 collection is important because for the first time, Bode is offering womenswear as well. This co-ed debut is the brand's first chance to impress a whole new demographic.



# MARKET INFORMATION

Private company owned by Emily Adams  
Bode Aujla and her husband Aaron Aujla.



## **P**OLITICAL & LEGAL FACTORS:

**Bode Stockists** are located in the **USA, Canada, Australia, China, Denmark, France, Germany, Italy, Japan, the Philippines, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, and the UK.**

## **E**CONOMIC FACTORS:

**Changes in inflation rates and employment have the potential to impact how much disposable income consumers have/are willing to spend.**

## **S**OCCIAL & CULTURAL FACTORS:

**The Bode aesthetic refers to a very specific American nostalgia that international consumers may not strongly resonate with; but could grow an immense appreciation for.**

## **T**ECHNOLOGICAL FACTORS:

**Recreating vintage textiles has become easier than ever, and creating immersive experiences help people connect to the past.**

# TARGET CUSTOMERS

Bode is a label with an appreciation for domestic crafts, nostalgia, patriotism, & timelessness. A Bode customer ranges from mid-twenties to fifties in age & feels a strong connection to the past. Both men & women can appreciate the tried and true classic tailoring & silhouettes that make Bode designs flattering on everyone.

# INTERESTS & OPINIONS



# FASHION NEEDS



# SHOPPING HABITS



# FAVORITE BRANDS



# DEMOGRAPHIC



# LIFESTYLE



## INTERESTS & OPINIONS

- Strong appreciation for **American history**
- Hobbies in **domestic crafts**
- Conserve **tradition**

## FASHION NEEDS

- Avoid fast fashion trends
- Seek **nostalgia**
- High quality **craftsmanship & tailoring**

## SHOPPING HABITS

- Estate sales
- Flea markets
- **Antique & vintage** consignment shops
- Hand-me-downs & **heirlooms**

## FAVORITE BRANDS

- Anthropologie
- Madewell
- Levi Strauss & Co.
- Ralph Lauren
- Rowing Blazers
- Story Mfg

## DEMOGRAPHIC

- Mid-twenties to fifties
- Both men & women
- Beginning/established professional career
- Disposable income

## LIFESTYLE

- School in NYC & summers in New England
- Creative work in the corporate world
- Raised on classic American sports
- Self-reflection through interior design

# SWOT ANALYSIS: INTERNAL

## STRENGTHS

- REPUTATION FOR QUALITY
- TEXTILE SOURCING IS A USP
- DEDICATION TO CONSERVATION
- SUPPLIER CONNECTIONS
- LOYAL CUSTOMER BASE
- INSPIRATION & INNOVATION

## WEAKNESSES

- CASH FLOW/PRICE POINTS
- PROMOTION
- BRAND RECOGNITION
- MARKET PENETRATION

# SWOT ANALYSIS: EXTERNAL

## OPPORTUNITIES

- **NEW TARGET DEMOGRAPHIC**
- **MATERIALS & SUPPLIERS**
- **COLLABORATIONS**
- **ADVERTISING & PROMOTION**

## THREATS

- **TRENDS CHANGE**
- **LOSS OF SHARED VALUES**
- **IMPORT & EXPORT CHANGES**
- **OPERATIONAL COSTS**

# UNIQUE SELLING POINTS



**\*TEXTILE SOURCING\***

**\*STORYTELLING\***

**\*EASY TO RESONATE\***

**\*DETAIL ORIENTED\***



Bode offers everything from corded jackets & embroidered trousers to embellished dresses & heavy knits to headwear & footwear.



Bode also provides tailoring services, handling garments with an integrity that has been left in the past by many other brands.

# MARKETING MIX - 4 P'S

## PRODUCT

Although Bode has made minimal to no effort to advertise their projects, it is recognizable for its quality and reworking of vintage ideas.

## PLACE

Bode products are sold in luxury department stores and boutiques all over the world and online. However, Bode only has a handful of flagship stores located throughout New York City where they offer one-of-a-kind pieces and tailoring services.

## PRICE

Because Bode is a small, privately owned, funded, and run operation that focuses on sustainability, conservation, and quality, the price points are in the luxury range. However, considering their standards and values, the prices seem reasonable to customers who resonate.

## PROMOTION

Bode solely relies on recognition and endorsement to promote the brand

# ACCOLADES

- 2022 *and* 2021 CFDA Menswear Designer of the Year
- 2020 Woolmark Prize: Karl Lagerfeld Award
- 2019 LVMH Prize Finalist
- 2019 CFDA Emerging Designer of the Year
- 2019 Business of Fashion 500
- 2019 GQ's Breakthrough Designer of The Year
- Forbes 30 Under 30



# KEY COMPETITORS



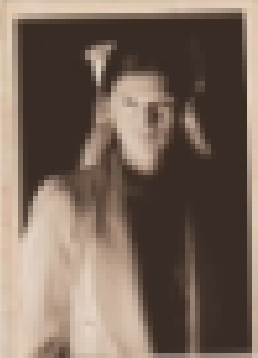
## ANTHROPOLOGIE

**Bode's biggest competitors are Ralph Lauren and Anthropologie. Ralph Lauren, like Bode, is a luxury brand that shares a similar American nostalgia but lacks a certain authenticity that Bode pieces offer through their textile sourcing and tailoring processes. Anthropologie is a more affordable label and is similar to Bode when it comes to inspiration. Both brands may offer a quilted utilitarian jacket, but only one of them was sourced from a blanket made in the sixties.**

# KEY MARKETING OBJECTIVES

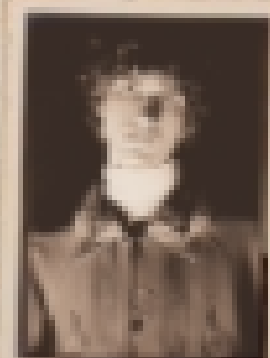
## **Create a campaign to promote the new collection**

- Double-page spreads in the back of both masc & femme magazines like Vogue, GQ, Harper's Bazaar, Esquire, Elle
- Post billboards in cities where Bode storefronts are located (New York, Los Angeles)



REMEMBER

**Bode**



# KEY MARKETING OBJECTIVES

## **Collaborate with other figures in the fashion industry**

- Collaborate on posts with photographers & influencers on platforms such as Instagram, TikTok, & YouTube
- Dress both male & female celebrities for publicized appearances (award shows, red carpets, parties, galas, fundraisers)

# KEY MARKETING OBJECTIVES

**Plan events that allow people to engage with the designs *and* the designer**

- Host a collection debut party at The River bar, which Emily Adams Bode Aujla co-owns
- Do pop-up shops in new cities (Austin, Miami, Boston) to spread the word while testing the waters

# KEY MARKETING OBJECTIVES

**Expose Bode's unique processes in articles, videos, & interviews**

- Intrigue consumers with a glimpse at the textile sourcing & recreation process
- Give consumers a sense of where Bode pulls inspiration from

# ANTICIPATED OUTCOMES

## **Increase brand awareness**

- Reach a whole new (female) demographic
- Double the number of Bode consumers

## **Solidify brand image**

- Stick to the aesthetic
- Strong signature pieces

## **Start a conversation between brand & consumer**

- Keep values in the conversation
- Maintain relatable themes (family & American history, craftsmanship)