

SENIOR PROJECT: 2



# ZARIZAR

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Jade Warren, Arthur Shen and Grant Parsons

[HTTPS://WWW.ZARIZAR.COM](https://www.zarizar.com)

2023  
ZARIZAR



# Agenda

- 1 Project overview
- 2 Market & Customer Insights
- 3 Design Proposal
- 4 Financials
- 5 Q&A



# Project Overview

"Launch new products for different markets to increase traffic and exposure to ZariZar, inducing sales of all products via all channels"

- Brand revamp
- Product diversification
- Customer acquisition & activation
- Retention of customers through omni-channel strategies

SENIOR PROJECT: 2

# INSIGHTS

2023  
ZARIZAR





# Market Insights

**\$ 101.6 Billion**

**Accessories**

With an expected CAGR of 1.01% in the US market

**\$ 1 Billion**

**Ties**

Amount spent on ties per year globally

**\$ 360 Billion**

**Gen Z**

Purchasing power of Gen Z in the US

**\$ 838.6 Billion**

**Home Goods**

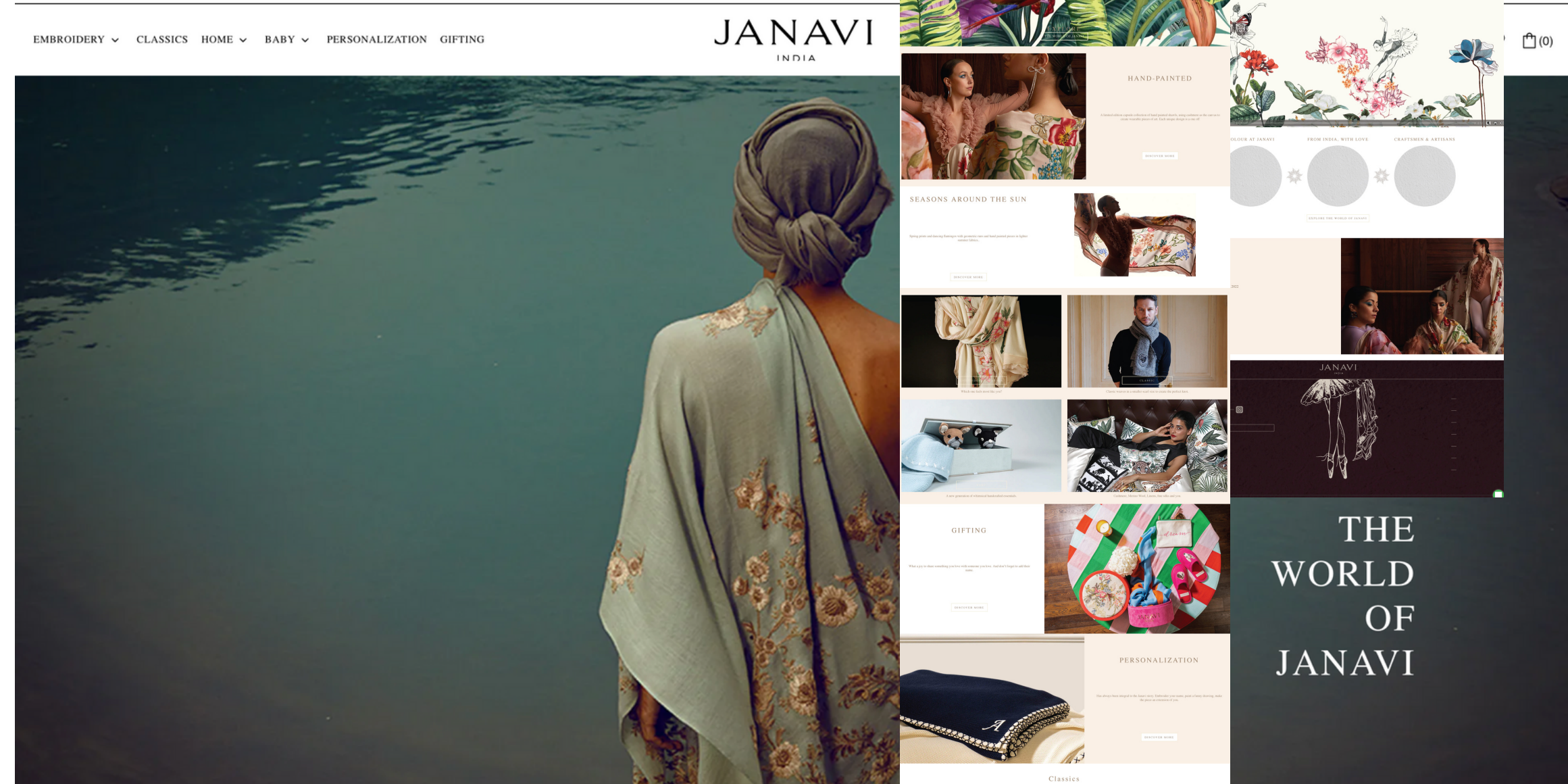
Projected home goods US market size by 2028



# JANAVI INDIA

An Indian brand with similar positioning, ethical principles, and iconic products.

- Modern and luxurious style
- Diverse product categories
  - Embroidery
  - Home
  - Baby
  - Personalization
- Engaging storytelling



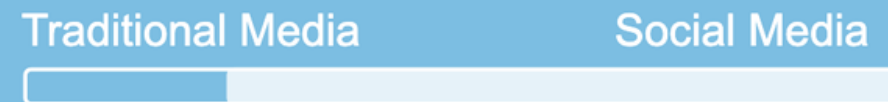
# Customer Insights

## Persona 1



**Name:** Jake  
**Age:** 23  
**Generation:** Gen Z  
**Occupation:** Student

### Personal Preferences



#### Social media platforms:

- Instagram
- Tiktok

#### eCommerce platforms:

- Amazon
- Brand Website

#### Shopping Location

- Vintage Shop
- Saks Fifth Avenue

#### Preference:

- Fashion products with delicate design and details
- Quality and long-lasting products
- "I want to be feel special and great."



I am looking for a brand that makes me stand out from my peers and feel special and gives me a sense of fulfillment through offering ethical and delicate products for my daily outfit and self expression at a relatively low price point, so I can embrace the quality and cultural heritage while making a positive impact, supporting craftsmen.

# Customer Insights

## Persona 2



**Name:** Lawrence  
**Age:** 47  
**Generation:** Gen X  
**Occupation:** housewife

### Personal Preferences



#### Social media platforms:

- Facebook
- Instagram

#### eCommerce platforms:

- Amazon
- The Real Real

#### Retail Store

- Saks Fifth Avenue
- Bloomingdales

#### Life Attitude / Preference:

- Consciousness
- Quality
- Status-related products



I am looking for a brand that resonates with my personal value to support craftsman and preserve cultural heritage and showcases business consciousness through offering handwoven luxury products within an acceptable price range, so I can look good, feel great, and still be conscious.



SENIOR PROJECT: 2

# PROPOSAL

2023  
ZARIZAR



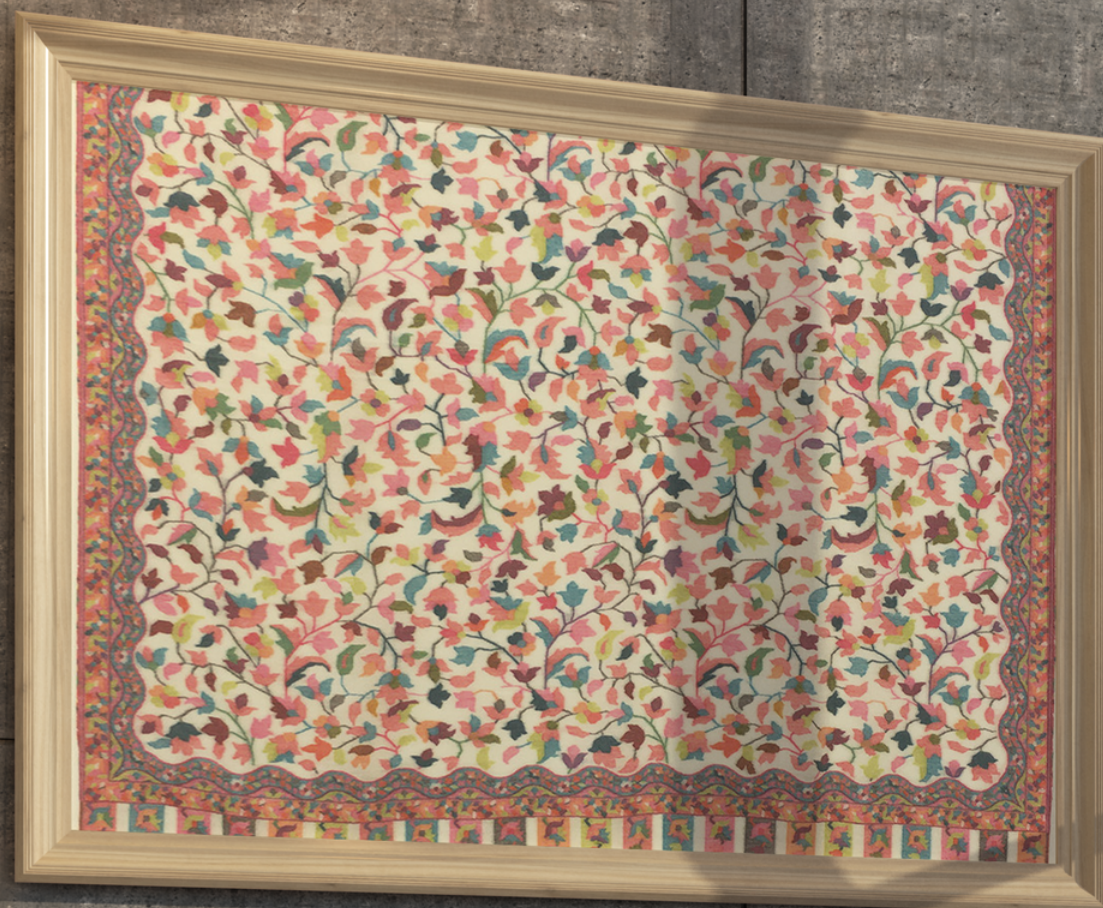


Wrapped in luxury.  
Woven for change.



# Z Collection

The brand new Z Collection would include newly designed products, ranging from fashion accessories to ZariZar Home collection.



# Wall Art

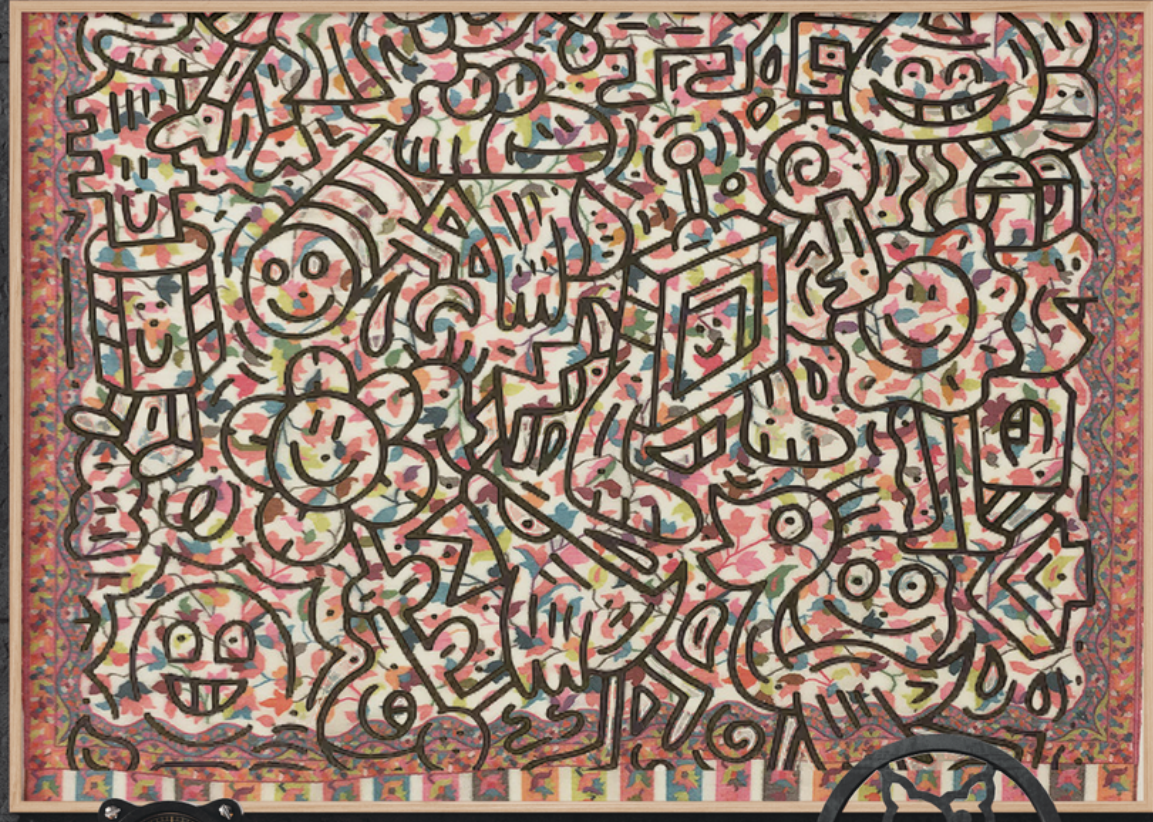
A special collection of wall art will be launched, elevating the artistic value and craftsmanship of ZariZar with potential collaborations with artists for limited edition pieces.

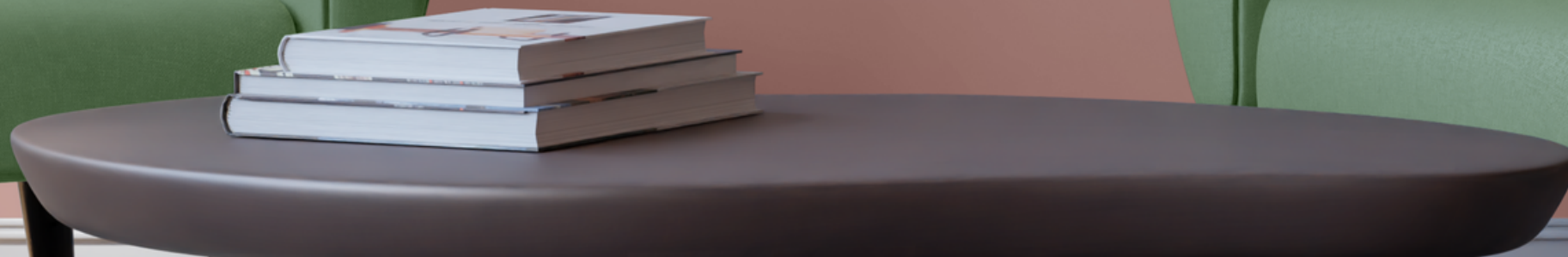
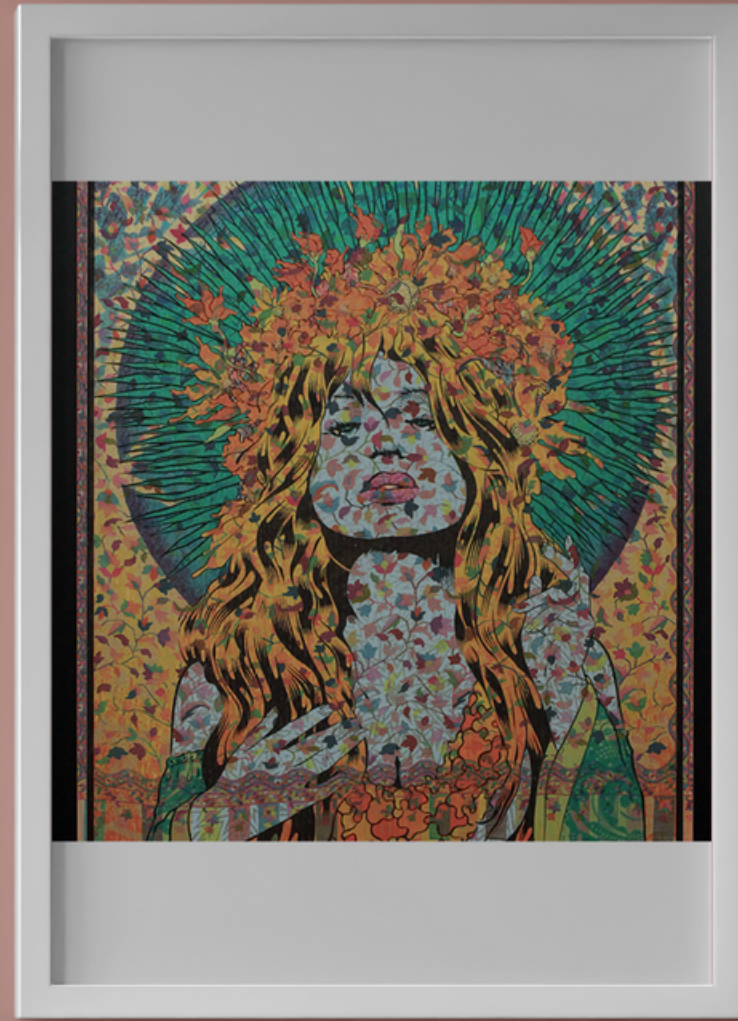
\$900-\$3650

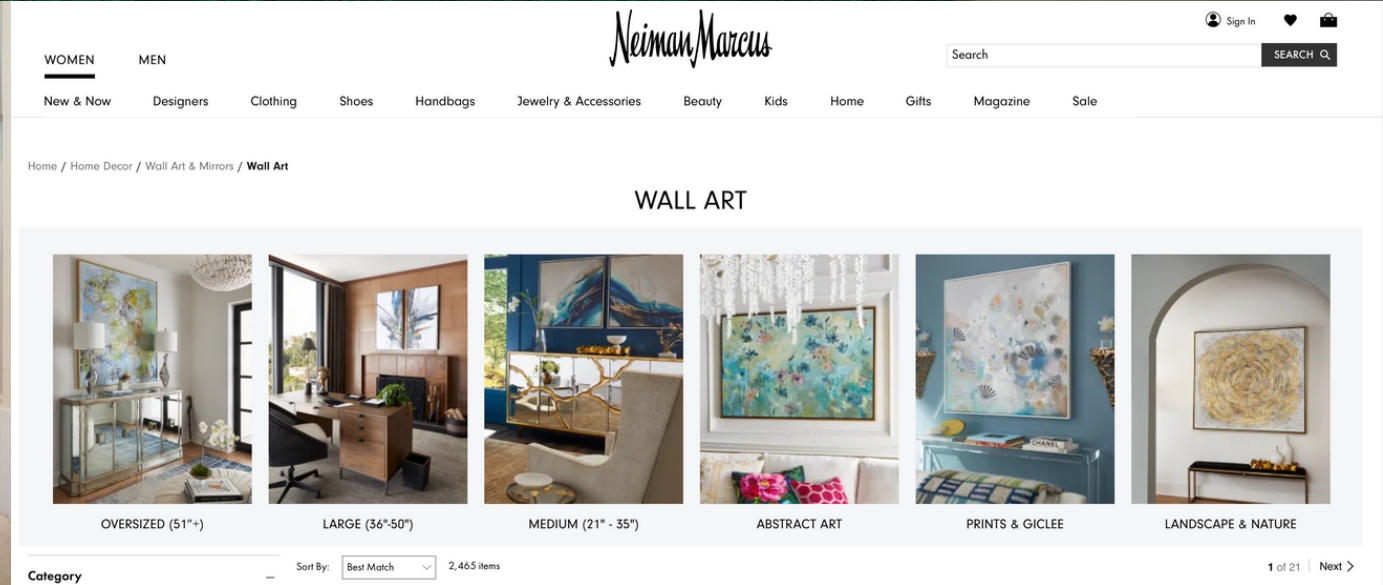












WALL ART  
IKEA C/O VIRGIL ABLOH | NEIMAN MARCUS | HERMES





## WOMEN'S ACCESSORIES

SKINNY SCARVES | SHAWLS

\$700 | \$325-\$2000



# SKINNY SCARVES

BURBERRY | GIVENCHY | CHRISTIAN DIOR | LOUIS VUITTON



**MEN'S ACCESSORIES**  
TIES | POCKET SQUARES

\$200 | \$80



HOME  
PILLOW CASES

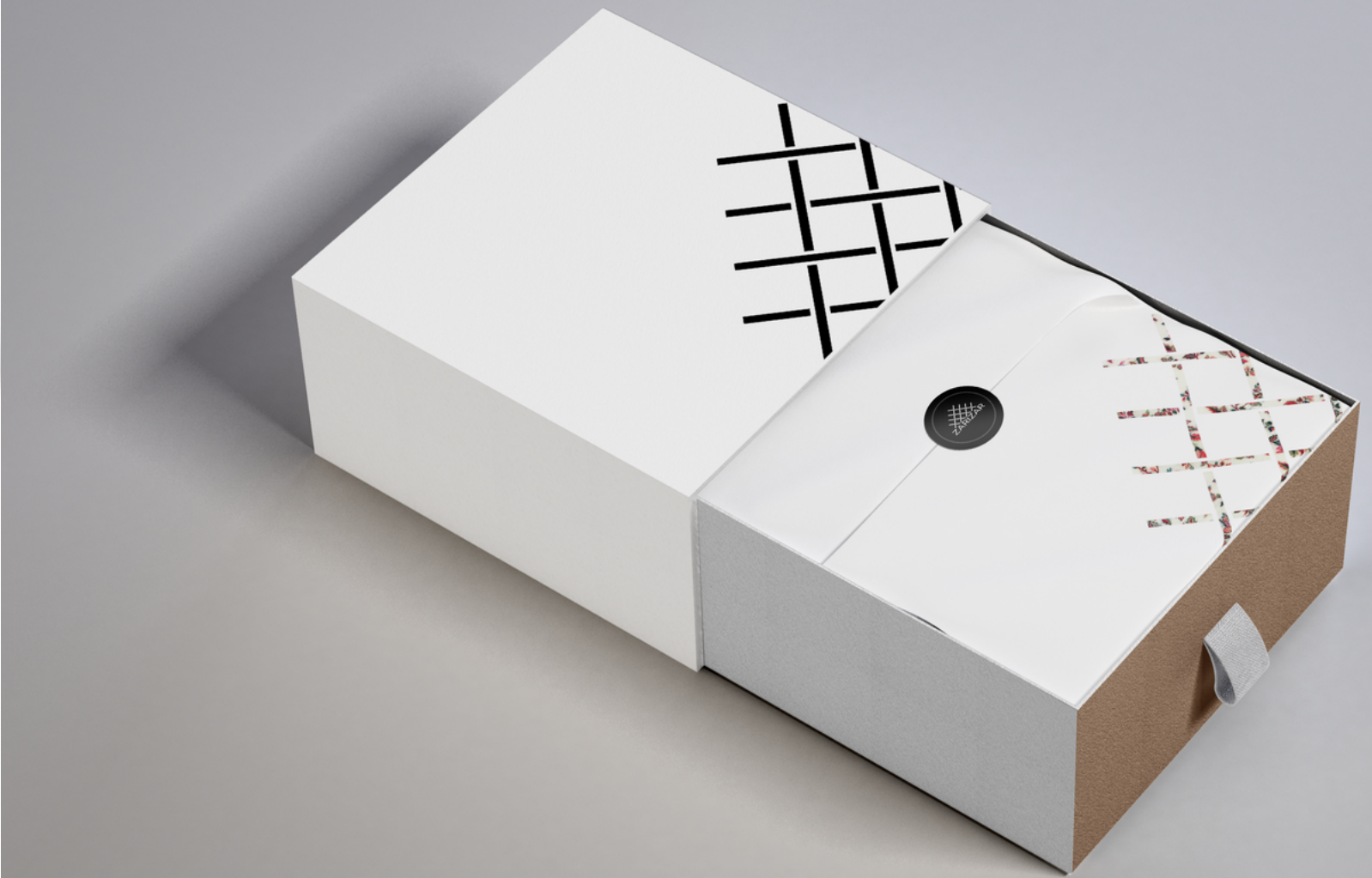
\$200



## OTHER ACCESSORIES

PHONE CASES | POUCHES

\$50 | \$60



PACKAGING DESIGN



# Product Launch

- Omni-channel strategy covering customer lifecycle
- Artist partnership to drive customer engagement
- In-person experience for brand exposure

Wrapped in luxury.

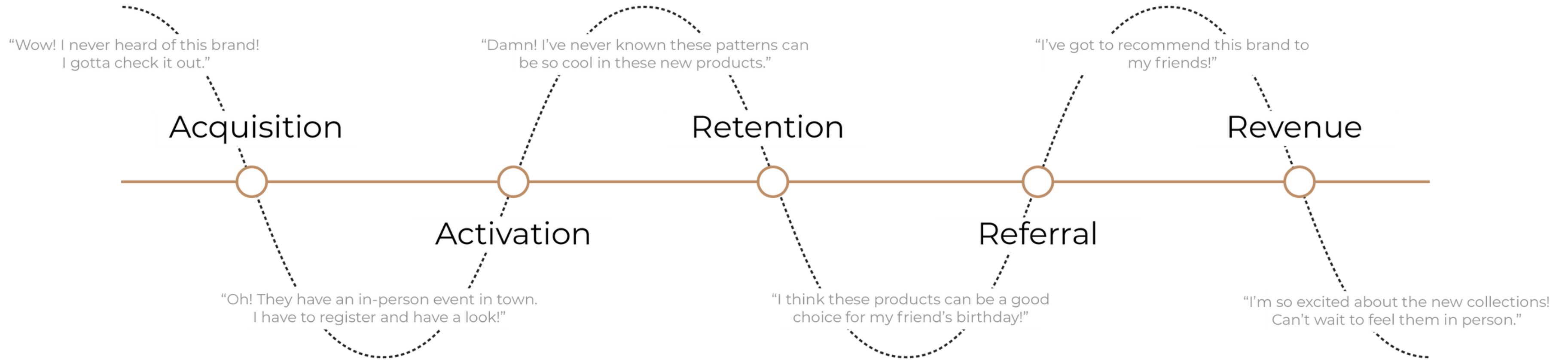
Woven for change.

2023  
ZARIZAR

ZARIZAR



# Customer Lifecycle







# Customer Lifecycle



## Key Steps

- | Acquisition   | Activation  | Retention   | Referral   | Revenue   |
|---|---|---|--|---|
| <ul style="list-style-type: none"><li>• Attention &amp; awareness</li><li>• Information search</li><li>• Event registration</li></ul> | <ul style="list-style-type: none"><li>• Attend event</li><li>• Browse product catalog</li><li>• Be immersed</li><li>• Order &amp; check out</li></ul> | <ul style="list-style-type: none"><li>• Receive updates</li><li>• Receive product</li><li>• Review &amp; rating</li></ul> | <ul style="list-style-type: none"><li>• Social media sharing</li><li>• New customer referral</li></ul> | <ul style="list-style-type: none"><li>• Receive release notification</li><li>• Repurchase</li></ul> |

## Touchpoints

- | Acquisition   | Activation   | Retention  | Referral   | Revenue  |
|---|--|--|--|--|
| <ul style="list-style-type: none"><li>• Social media channels</li><li>• SEO</li><li>• ZariZar official site</li><li>• Physical materials</li><li>• Email</li><li>• Mail</li><li>• SMS</li></ul> | <ul style="list-style-type: none"><li>• Physical catalog</li><li>• Digital catalog</li></ul> | <ul style="list-style-type: none"><li>• Email</li><li>• E-commerce channels</li><li>• SMS</li><li>• Prints</li></ul> | <ul style="list-style-type: none"><li>• Social media</li></ul> | <ul style="list-style-type: none"><li>• Email</li><li>• Mail</li><li>• SMS</li></ul> |

## Highlights

- | Acquisition  | Activation   | Retention  | Referral  | Revenue  |
|--|--|--|---|--|
| <ul style="list-style-type: none"><li>• Raffle</li></ul> | <ul style="list-style-type: none"><li>• QR code for attendance</li><li>• High-standard service</li><li>• Customization</li></ul> | <ul style="list-style-type: none"><li>• Attentive customer support</li><li>• Priority shipping</li></ul> | <ul style="list-style-type: none"><li>• Voucher upon referral</li><li>• Exclusive gifts</li></ul> | <ul style="list-style-type: none"><li>• Exclusive/early access</li></ul> |

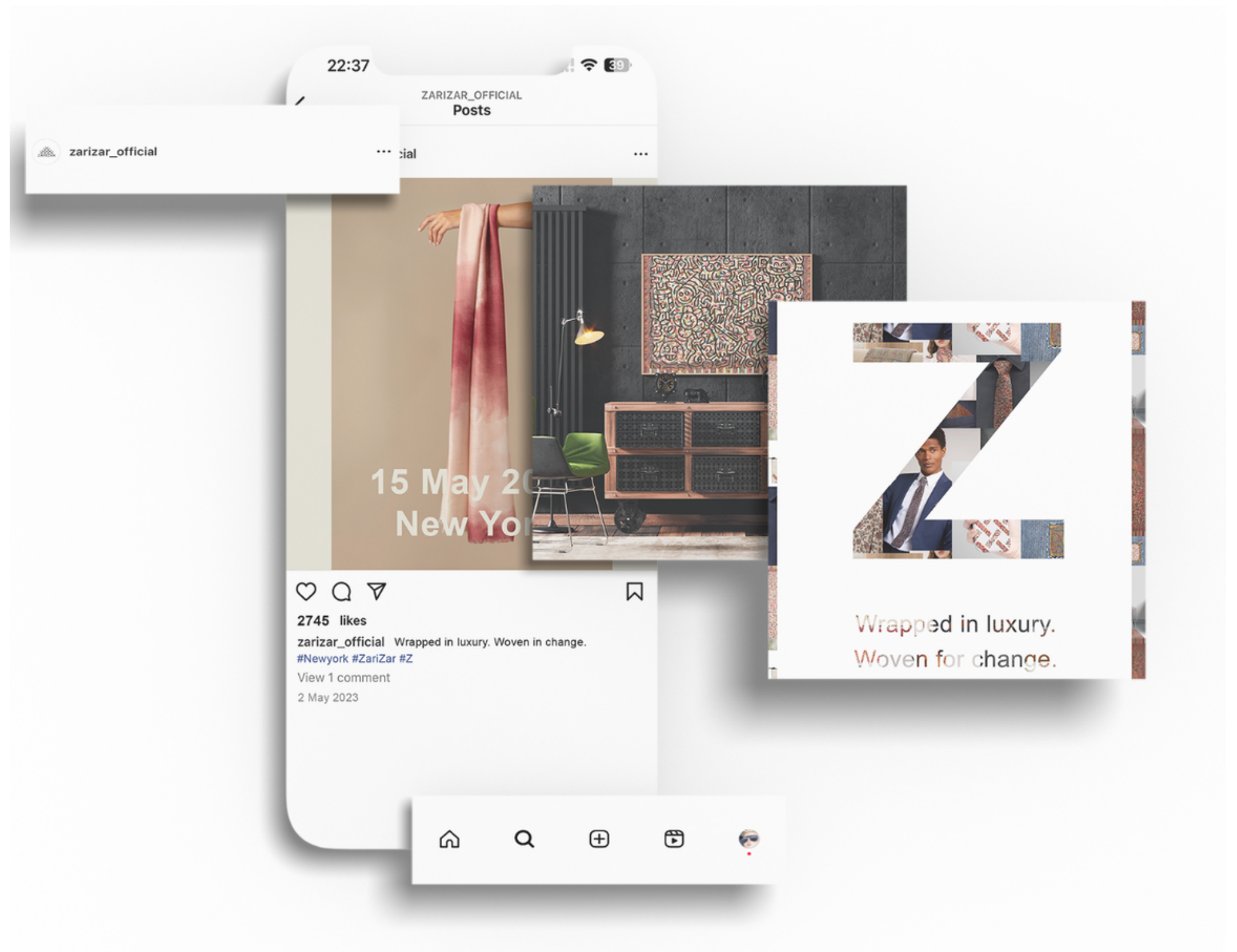
## Metrics

- | Acquisition  | Activation   | Retention   | Referral  | Revenue   |
|--|--|---|---|---|
| <ul style="list-style-type: none"><li>• Views, likes, comments</li><li>• Search data</li><li>• Channel traffic</li><li>• Registrations</li></ul> | <ul style="list-style-type: none"><li>• Show-up rate</li><li>• Conversion rate</li><li>• Revenue &amp; ROI</li></ul> | <ul style="list-style-type: none"><li>• Reviews &amp; rating</li><li>• Retention rate</li></ul> | <ul style="list-style-type: none"><li>• Referrals</li></ul> | <ul style="list-style-type: none"><li>• Customer lifetime value</li></ul> |



# Social Media

- Main channels: Instagram, Facebook
- Content
  - Event teaser
  - Product release
  - Outfit sharing
  - Show recap
- Strategy
  - Social SEO
  - Influencer marketing



WRAPPED IN LUXURY  
WOVEN FOR CHANGE



Join us for our launch on  
May 15th, 2023 in  
New York, New York



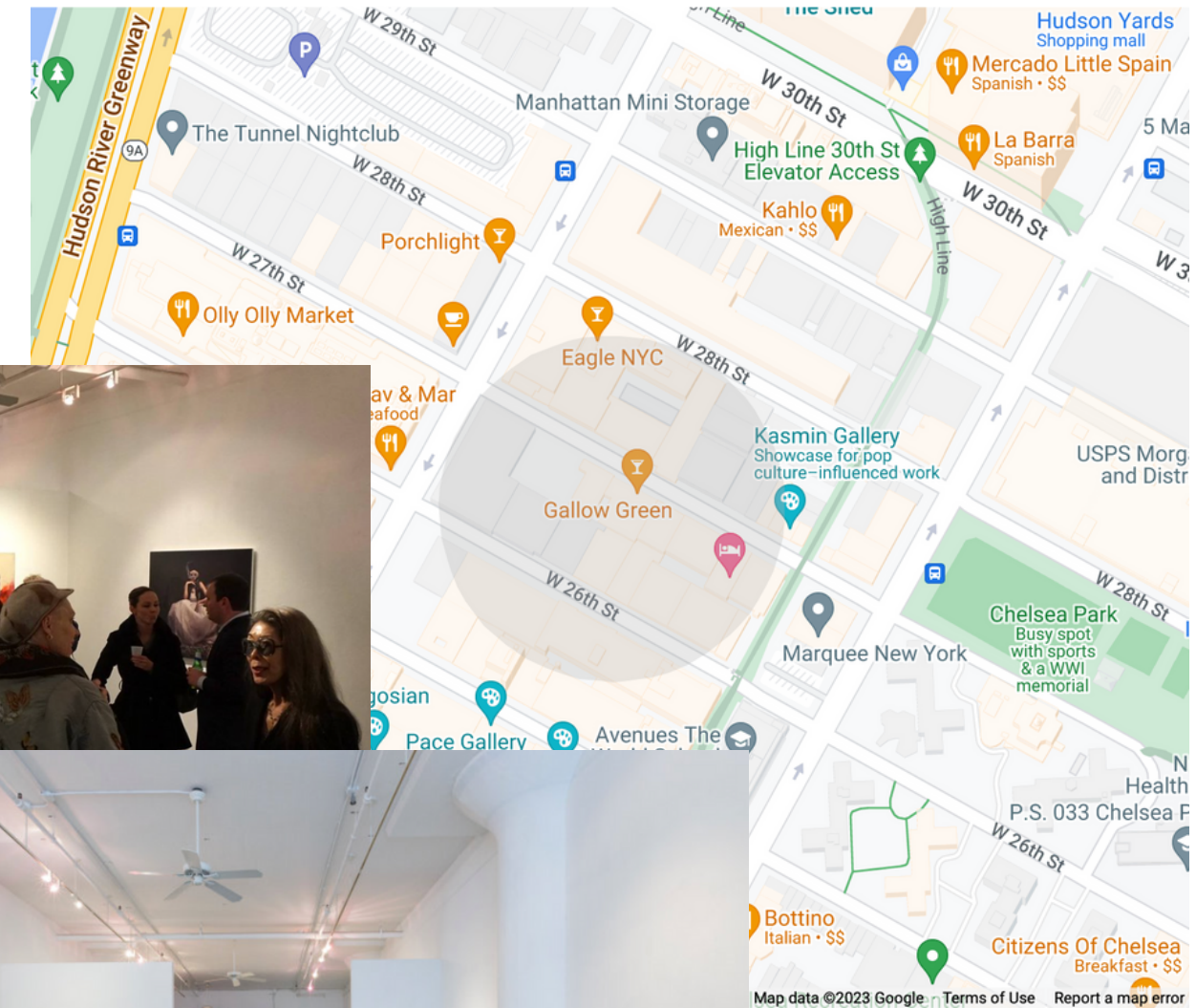
Invitation

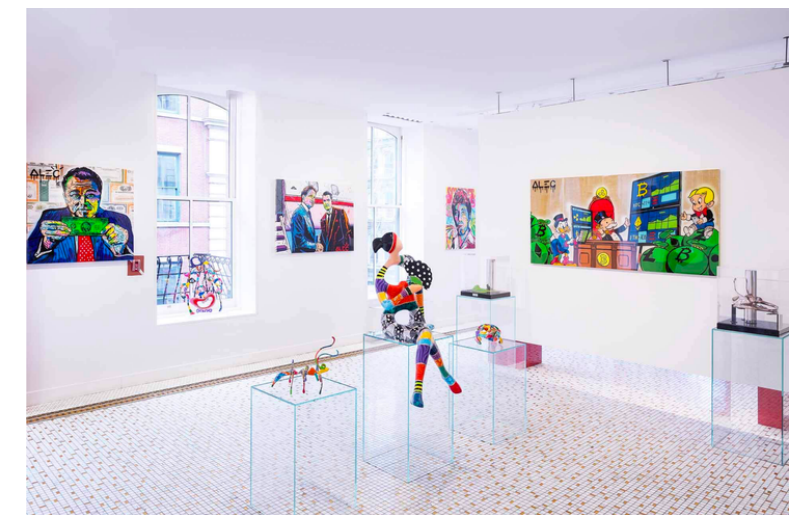
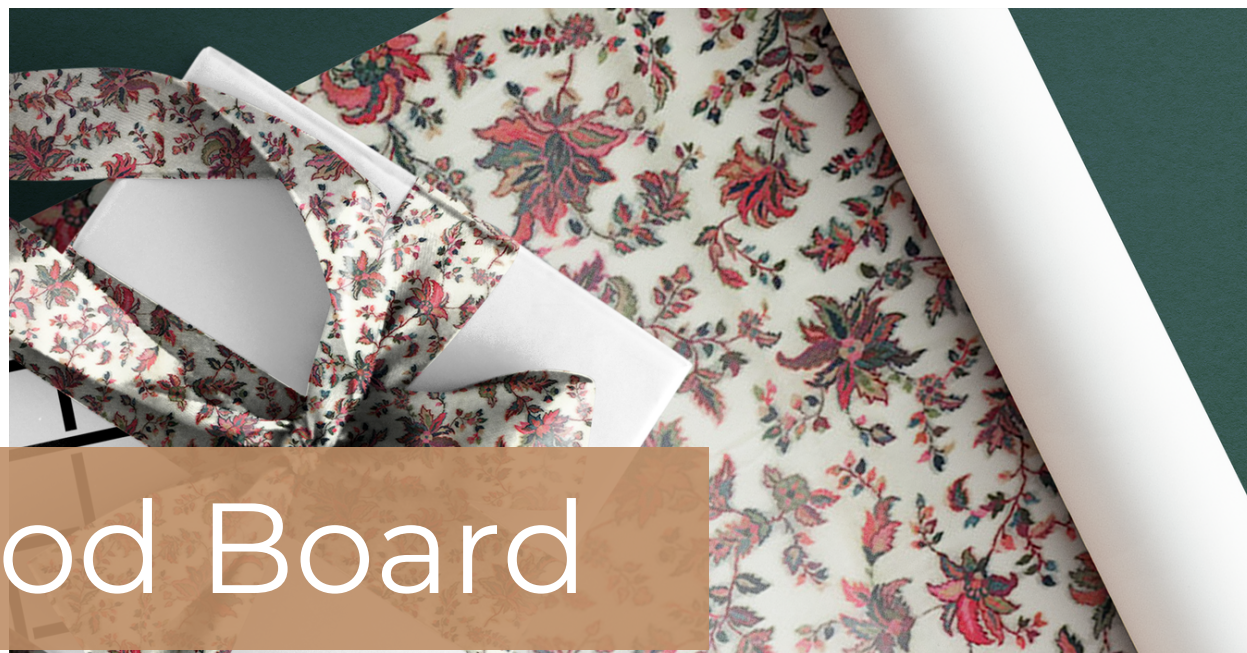
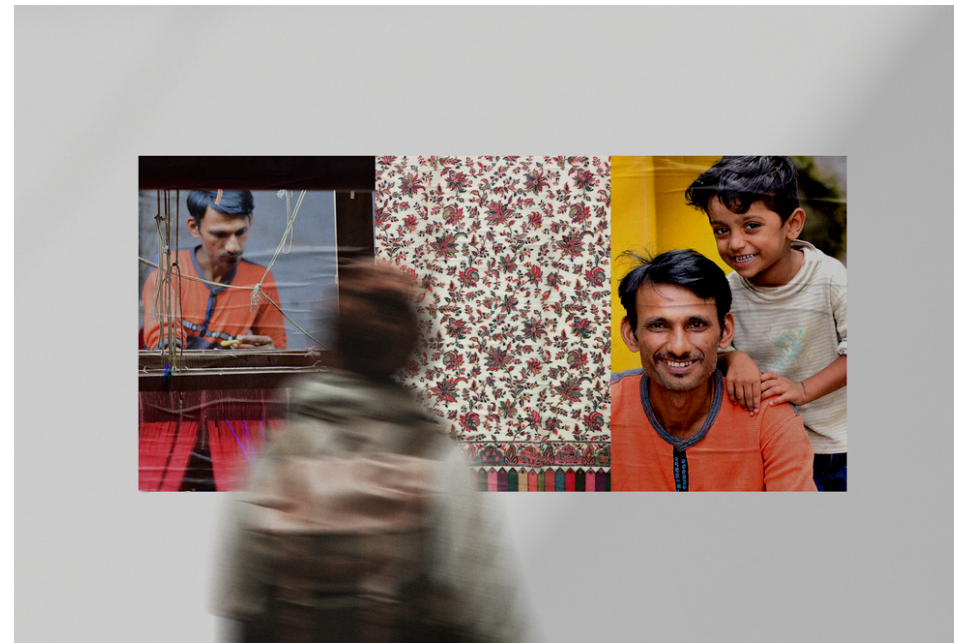


# Event Information

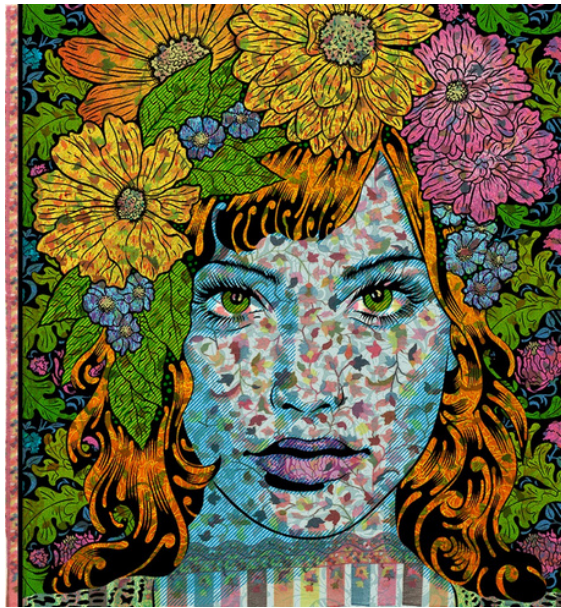
An important element of our omni-channel strategy where online conversions and transactions take place.

- Location: gallery space in Chelsea
- Duration: 5 days
- Time: 9 am - 7 pm
- Setting: opening + ongoing show
- Activities: raffle, interactive creation, etc.





# Event Mood Board



## Chuck Sperry

American artist best known for his screen prints on paper and oak panel.

His works have been exhibited at leading art institutions and featured in media and press.

On-site silkscreen printing

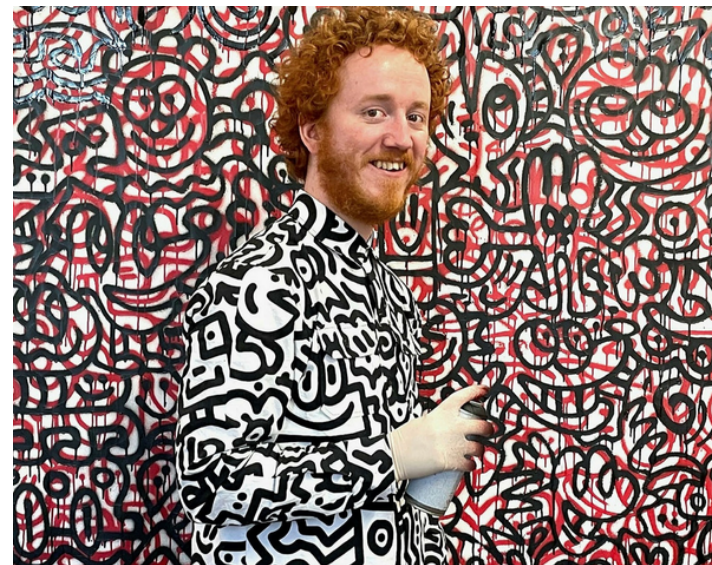


## James Jean

Taiwanese-American visual artist working primarily in painting and drawing who also worked as an award-winning cover illustrator.

Exhibited in New York, Los Angeles, Seattle, Seoul, and Tokyo, among other cities

Screen printing & limited prints



## Sam Cox (Mr. Doodle)

U.K.-born and -based artist with his doodle-centric persona.

Exhibited in London and Seoul as well as countless collaborations with brands including MTV, Adidas, Fendi, and Puma.

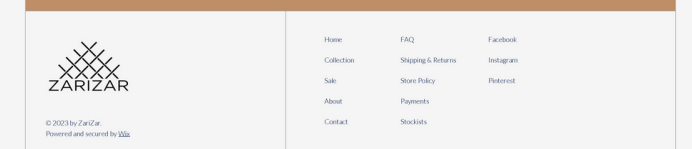
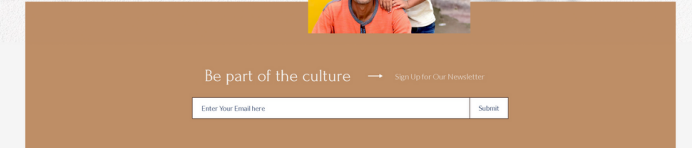
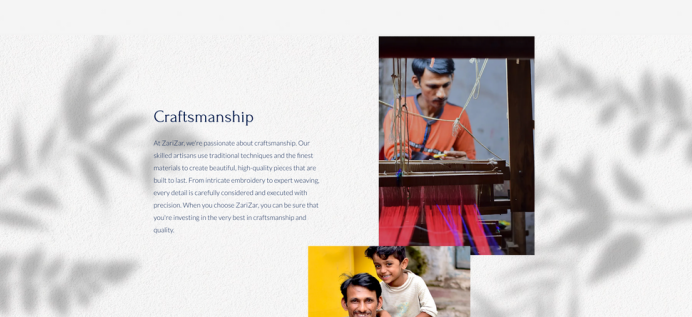
Live drawing on products



# Website

An important element of our omni-channel strategy where online conversions and transactions take place.

- Online point-of-sale
- Traffic conversion
- Visual consistency
- Ease of use
- Safe & secure transactions





Wrapped in Luxury,  
Woven for Change.

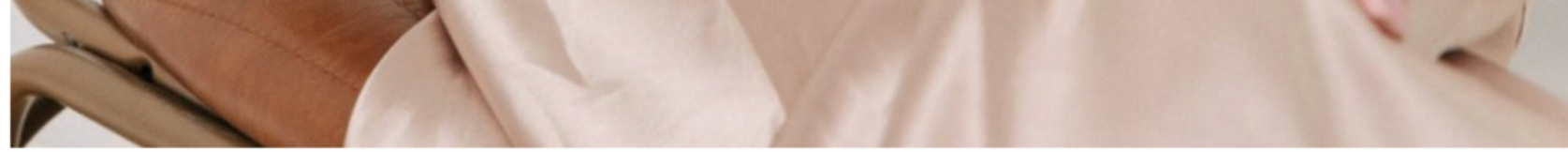
[Explore More](#) →





## Signature Collections

[Shop Now](#)



## New Daily Look

[Shop Now](#)



## Home Collection

[Shop Now](#)

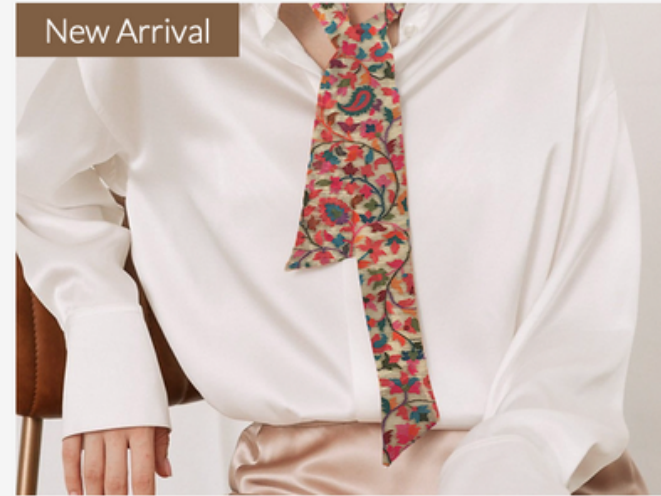


## Accessories

[Shop Now](#)

 [Let's Chat!](#)

# Our Best Sellers



Skinnie  
\$700.00



Zaara  
\$2,000.00



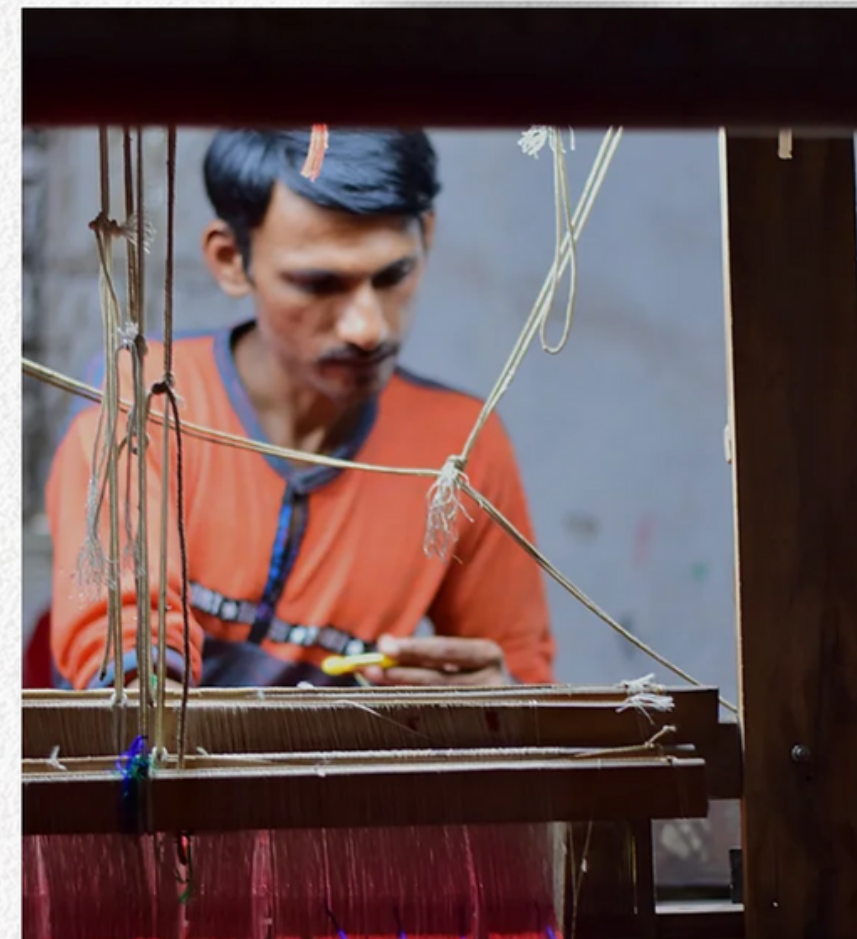
Mastani  
\$2,000.00



Shirdi  
\$1,000.00

## Craftsmanship

At ZariZar, we're passionate about craftsmanship. Our skilled artisans use traditional techniques and the finest materials to create beautiful, high-quality pieces that are built to last. From intricate embroidery to expert weaving, every detail is carefully considered and executed with precision. When you choose ZariZar, you can be sure that



precision. When you choose ZariZar, you can be sure that you're investing in the very best in craftsmanship and quality.



Be part of the culture



Sign Up for Our Newsletter

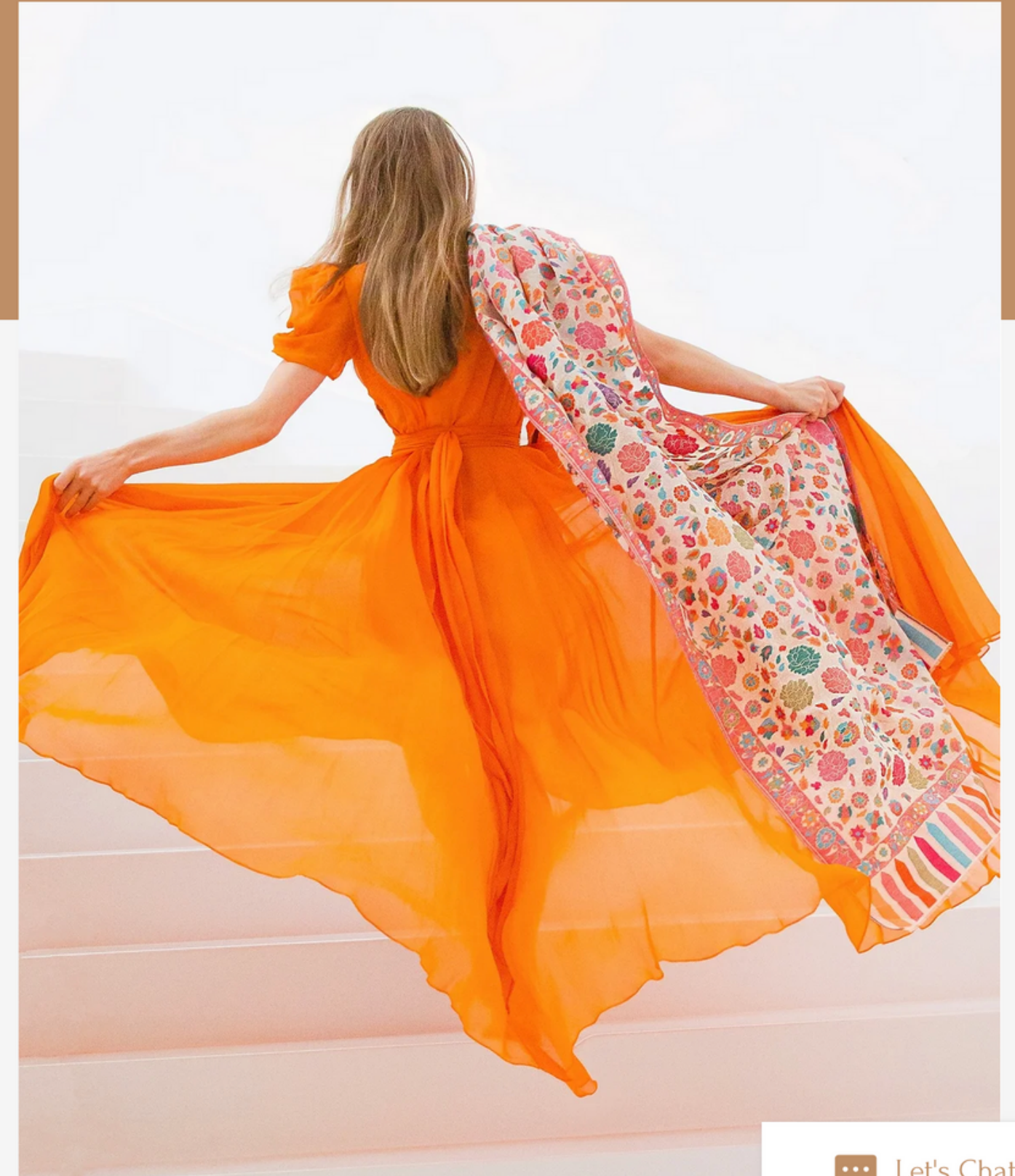
Enter Your Email here

Submit



## About ZariZar

At ZariZar, we're dedicated to creating luxurious, high-quality products that make a positive impact on the world. Our brand has a rich heritage, rooted in the traditional craft of weaving and embroidery. Our skilled artisans use only the finest materials and techniques to create our unique designs, resulting in pieces that are truly one-of-a-kind. We believe that the power of fashion can be harnessed to create positive change, and that's why we're committed to supporting ethical and sustainable practices throughout our supply chain. From our use of organic and recycled materials to our fair labor practices, we're constantly striving to make a difference. When you choose ZariZar, you're not just investing in a beautiful piece of clothing or home decor - you're investing in a better future for all.





## Handcrafted with love

At ZariZar, we're passionate about craftsmanship. Our skilled artisans use traditional techniques and the finest materials to create beautiful, high-quality pieces that are built to last. From intricate embroidery to expert weaving, every detail is carefully considered and executed with precision. When you choose ZariZar, you can be sure that you're investing in the very best in craftsmanship and quality.



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# FINANCIALS



# Financial Forecasting

**\$ 16,140**

**Total Cost**

Including event space,  
labor, materials, etc.

**\$ 57,210**

**Revenue**

Including event sales  
and online conversion

**\$ 22,884**

**Profit**

Calculated with a 40%  
profit margin

**\$ 6,744**

**Net Profit**

Profit - Cost





# Cost Breakdown

**\$ 16,140**

**Total Cost**

Including event space,  
labor, materials, etc.

**\$ 9,900**

**Rental**

Daily rent: \$1,500  
Duration: 5 days

**\$ 2,675**

**Event Prep**

Including reception, labor,  
set-up and cleaning

**\$ 3,565**

**Marketing**

Printed catalogs,  
invitations, posters, etc.



# Revenue Breakdown

1250

15%

\$ 56,250

\$ 960

Event Traffic

50 invited guests for opening + 400 visitors/day

Conversion

Expected event convention to be 15%

Event Sales

Calculated based on an average expenditure of \$300

Online Sales

Conversion rate: 3%  
Average expenditure: \$80



# Profit Generation

**\$ 57,210**

**Total Revenue**

Profit from event sales  
and online conversion

**\$ 22,884**

**Total Profit**

Calculated with a 40%  
profit margin

**\$ 22,500**

**Offline Profit**

Profit from event sales of  
shawls and products

**\$ 384**

**Online Profit**

Profit from online sales  
by event visitors

# THANK YOU

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Jade Warren, Arthur Shen and Grant Parsons