

abbecoté | BRAND PLATFORM

BRAND IDENTITY developed by **BrandDNA**



BRAND NARRATIVE

About Abbe Coté

Known for her chameleon style and her bold and fun attitude, Abbe Coté has always stood out from the crowd. Her designs embody easy, functional, versatile pieces that make women feel that they are the best version of themselves.

Coming from three generations of garment manufacturers Abbe has strong fashion and design ties that have always influenced her style and ambitions. Studying in both NY and London she attained a Bachelor of Fine Arts from Ithaca College and completed her post grad work in fashion merchandising and language studies at FIT (the Fashion Institute of Technology) in Manhattan. Post college, Abbe pursued various creative and business opportunities including fashion photo styling, advertising sales and management and creative account management. She has worked at major publishing houses on fashion/beauty titles including W Magazine, Longevity Magazine, ELLE and ELLE Décor both domestic and international.

Having switched focus to raising her two active, young sons and immersing herself in many charitable programs, Abbe has decided to build on her success with innies 'n outies, a versatile & reversible line of clothing for boys & girls, to launch a new apparel brand under her own name. Abbe's clothing is the wonderful result of mixing her personal style and life experiences; inspired by her California lifestyle with nods to her East Coast upbringing and time in Europe. The abbecoté collection is composed of fresh, vibrant, versatile designs that can be worn on their own in a number of different ways - all from tasteful, comfortable fabrics. Many pieces transform fluidly to suit your mood, your activity, and your lifestyle.

“My style motto is always, put in the smallest amount of effort for the biggest emotional payoff; that’s why I design effortless clothing that excites women about getting dressed and taking on the day.”

-Abbe Coté

BRAND KEY WORDS

smart

- Cool
- Versatile
- Sharp

grace

- Poise
- Charm
- Gratitude
- Kindness
- Dignity

fresh

- Glowing
- Vibrant
- Brilliant
- Imaginative
- Unique
- Inspired
- Bright

stylish

- Feminine
- Contemporary
- Beautiful
- Modern
- Active
- Confidence

simple

- Comfortable
- Easy
- Unconstricting
- Effortless
- Relaxed
- Sleak

sophisticated

- Elegant
- Chic
- Polished
- Refined

Smart, stylish, and sophisticated lifestyle brand representing the epitome of the ideal you.

abbecoté clothing and accessories inspire women to dress simply and comfortably while exuding confidence, dignity, and grace; even under pressure.

The modern pace of life requires a fresh and fun approach to how we dress. Clothing should be easy to wear and flexible to adapt to your many activities, moods, and changes throughout the day, night and your life. After all life is about living; feel free and happy to make mistakes, try something new, and at the end of the day just remember to stay true to your remarkable self. Our brand reflects this point of view with clothing that is refined, effortless and versatile. abbecoté personifies a woman's life TODAY, by honoring your needs physically, emotionally, and creatively.

Laugh off the daily “What should I wear?” struggle and say hello to your new life...

COMPETITOR PROFILES



BACKGROUND: Eponymous label launched in 2002 embodying the essentials of style and comfort for every woman. Fall of 2007 marked the launch of the plus-size collection – Rachel Pally White Label – which offers many of the hottest selling styles from each season in sizes 14-22. Supports various charities that form a large part of her brand identity and what she believes in.

PRODUCTS/SERVICES: Known for jersey pieces, comfy yet cool pieces, maxi silhouette, cropped gaucho, caftan dress.

FACILITIES/ RETAIL: Sold in over 500 stores internationally; including Bloomingdales, Nordstrom, SAKS Fifth Avenue, Amazon.com, Zappos.com, RevolveClothing.com and ShopBop.com and through her own website.

RECOGNITION: Her designs are a favorite amongst Hollywood Elite, including the likes of Beyoncé, Angelina Jolie, Sarah Jessica Parker, Oprah Winfrey, Dita Von Teese, and the Kardashian sisters.

PRICE POINTS:

- Dresses: \$220
- Tops: \$120
- Bottoms: \$150
- Accessories: \$100
- Maternity: \$200
- Swimwear: \$100
- White Label: +\$60 for each category

COMPETITOR PROFILES

CYNTHIA VINCENT



BACKGROUND: Borne of a traveled, tested, bohemian spirit, Los Angeles based Cynthia Vincent has mastered universal appeal to become one of the industry's leading contemporary designers. Cynthia began her journey studying at Otis Art Institute of Parsons School of Design, where she perfected her classic yet eclectic silhouettes that encourage women to express their individuality through well-conceived, timeless garments. 2003 marked the launch of TWELFTH STREET BY CYNTHIA VINCENT at Mercedes Benz Fashion Week, and since its debut, the ready wear collection has vastly extended to include sought after accessories including handbags and footwear. Through the years, Cynthia has also had tremendous successful collaborations and launches with Target and QVC, which resulted in instant sell outs.

PRODUCTS/SERVICES: Easy to wear dresses, patterns, casual and dressy, bohemian, elegant

FACILITIES/ RETAIL: In addition to the label's Elizabeth Street flagship in New York, TWELFTH STREET BY CYNTHIA VINCENT is globally recognized and sold at Barneys New York, SHOPBOP.com, and over 300 specialty stores across the U.S. and select stores in Dubai, Japan and Europe.

RECOGNITION: The collection has also been seen on style iconic celebrities such as Anne Hathaway, Blake Lively, Drew Barrymore, Jessica Alba, Kate Hudson, Nicole Richie, Sienna Miller, and Zoe Saldana.

PRICE POINTS:

- Dresses: \$300- \$500
- Tops: \$200-400
- Bottoms: \$200+
- Sweater: \$300
- Outerwear: \$300
- Accessories: \$145

COMPETITOR PROFILES



BACKGROUND: Banana Republic is a global apparel and accessories brand focused on delivering modern American style. We are dedicated to helping customers achieve their best in life's moments big and small, both personally and professionally. We have a 35 year legacy of delivering impeccable design, timeless quality and supreme versatility. Our style is tailor-made for a life well-lived, well-loved and always well-dressed.

PRODUCTS/SERVICES: Accessible Luxury, modern style/elevated design" Branded as a mainstream luxury clothing retailer.

- Various BR Collections (BR Monogram, Edition, Luxe Leisure...) and Capsule Collections (Trina Turk, Issa London, L'Wren Scott) with well known designers
- Luxurious Basics and Blouses, Work Attire, Wrap and Shirt Dresses, Prep, Urban, Exotic, Fresh, Chic, Patterns,Classic

FACILITIES/ RETAIL: Our global footprint encompasses over 700 retail locations worldwide through both our specialty and outlet channels, and we serve over 75 countries through our website, bananarepublic.com. Buys and refurbishes historic buildings for retail locations to create an upscale feel.

RECOGNITION: Major Apparel Retailer backed by GAP Inc. founded in 1978.

PRICE POINTS:

- Dresses : \$100
- Blouses: \$75
- Tops: \$45
- Sweaters: \$80
- Bottoms
 - Skirts: \$90
 - Pants/Denim: \$90
- Outerwear : \$175-300
- Accessories: \$50

INSPIRATIONAL BRAND PROFILES



BACKGROUND: Tory Burch is CEO and designer of Tory Burch, an American lifestyle brand.

PRODUCTS/SERVICES: The collection, known for color, print and eclectic details, includes ready-to-wear, shoes, handbags, accessories and beauty. She launched Tory Burch in 2004 with a small boutique in Manhattan's Nolita neighborhood.

VALUES: Social responsibility is an integral part of the company. In 2009, the Tory Burch Foundation launched to support the economic empowerment of women entrepreneurs and their families in the U.S. Through loans, mentorship and entrepreneurial education, the foundation invests in the success and sustainability of women-owned small businesses. In addition, Tory serves on the boards of the Council of Fashion Designers of America, the Society of Memorial Sloan-Kettering Cancer Center, the Breast Cancer Research Foundation, the Startup America Partnership and the Barnes Foundation.

FACILITIES/ RETAIL: The brand has grown into a global business with more than 100 freestanding stores, toryburch.com and a presence in over 1,000 department and specialty stores.

RECOGNITION: The Tory Blog, an online magazine with all original content. Known for digital innovation, the company also has websites in Europe and Asia; a Webby-nominated app, Tory Daily; and a robust social media presence. The brand has been recognized by the fashion industry with several awards, including the CFDA for Accessory Designer of the Year; Accessory Brand Launch of the Year from Accessories Council of Excellence; and Rising Star award from Fashion Group International. Tory was named one of Forbes's Most Powerful Women in the World.

GROWTH: Since its launch, Tory Burch has entered into new categories with eyewear in partnership with Luxottica in 2009, fragrance and beauty with Estée Lauder in 2013, and timepieces with Fossil coming in 2014.

INSPIRATIONAL BRAND PROFILES



BACKGROUND: Rachel Zoe is a distinguished stylist, editor and designer, renowned for her effortless take on glamour.

PRODUCTS/SERVICES: In addition to her work as a stylist, in 2007 Rachel authored her first tome, *Style A to Zoe*, which became an instant hit on the New York Times' Best Seller List. Very shortly after the success of her book, Rachel debuted "The Rachel Zoe Project" on Bravo in 2008. In 2006, Rachel felt it was time to embrace her passion for design and launched Luxe Rachel Zoe, a collection of jewelry, handbags, scarves, sunglasses and outerwear exclusively for QVC. Rachel launched The ZOE Report, a free daily newsletter and site featuring her latest obsessions in the ever-evolving worlds of fashion, beauty and lifestyle in August 2009. Rachel launched her eponymous contemporary collection in 2011.

FACILITIES/ RETAIL: Neiman Marcus, Bergdorf Goodman, Nordstrom, Saks Fifth Avenue, Piperlime, Bloomingdales, ShopBop

RECOGNITION: A-List clientele and reality TV show fame. She has been the recipient of numerous prestigious industry awards including: The Fashion Group International's Fashion Oracle Award, the Accessories Council Fashion Influencer Ace Award, Hollywood Life Magazine's Star Stylist Award and Hollywood Reporter's Most Influential Stylist. As Harper's Bazaar Editor-in-chief, Glenda Bailey put it best, "The secret to Rachel's success is the absolute clarity of her taste and her uncynical passion for fashion. You can immediately identify a Rachel Zoe look- retro, glamorous, bohemian- but she still makes her clients look like individuals."

INSPIRATIONAL BRAND PROFILES



BACKGROUND: Iconic. Casual. American. (Iconic. Inventive. American) The original brand that brought American casual style to the world. Founded in 1969 in San Francisco, Gap offers iconic, yet modern clothing and accessories for adults, kids and babies. Gap gives customers the freedom to express their individual sense of style.

BRANDS: Gap (GapKids, babyGap, GapMaternity and GapBody), Banana Republic, Old Navy, Piperlime, Athleta, INTERMIX

PRODUCTS/SERVICES: Easy to wear dresses, patterns, casual and dressy, bohemian, elegant

FACILITIES/ RETAIL: With more than 137,000 employees and more than 3,100 company-operated stores and more than 350 franchise stores, our presence is felt around the world. Gap.com ships to over 90 countries (and counting)

RECOGNITION: Major Retail Store recognized globally.

BRAND POSITIONING

Brand Positioning

abbecoté is a lifestyle brand embodying the classic California style with hints of European flavor and urban sophistication. We believe that the busier than imaginable woman needs clothing that not only works with her life but also makes her feel and be her best self. We are dedicated to honoring the physical, emotional and creative needs of a woman's life today through effortlessly polished style. We aim to create a legacy of fresh, vibrant and versatile designs that represent the epitome of the ideal you.

SELLING PROPOSITION

Selling Proposition

The abbecoté collection is composed of fresh, vibrant, versatile designs that easily and elegantly mix, match and transform to create polished outfits- all from attractive, comfortable fabrics. Many pieces transform fluidly to suit your mood, your activity and your lifestyle all with the goal of bringing out the best in you.

TARGET AUDIENCE

Gender: Female

Age: 28-65+

Location: U.S., World Traveller

Income: Upper Middle Class;
Single Women with Disposable Income

Education Level: College Educated

Children: Yes (Likely plans to have children after career success)

Attitude: Positive, Relaxed, Kind, Fun

Values: Family, Professional Success, Community Involvement, Social, Relationships

Activities/Interests: Charities, Exercise, Traveling for Work & Pleasure, Fashion/Clothing

Consumer Traits: Level-headed, Smart and Conscientious Shopper, Knows a Good Deal but Invests in Timeless Quality Pieces

Concerns: Emotional, Security, and Financial Needs of Self and Family, Personal and Professional Success/Fulfillment, Well-being and Growth of Others

Motivations and Needs: Need for Belongingness, Esteem, and Self-Actualization. Style and clothes they choose will help portray their best selves. They have the confidence they need to build relationships, socialize, and love and care for others.

BRAND PERSONA 1



Amy, age: 35-45

Looking great is the best medicine for FEELING great.

Barring a few hiccups here and there, Amy finally feels like she has life figured out. She's masterfully balanced her professional career, spending quality time with her wonderful husband, meeting up with friends, and even leaving time for some of her personal loves – hiking, shopping, *exploring* new places and foods and just *relaxing* at home. The key to her triumph? Well that's simple; no matter how stressful life gets she always strives to make it better by keeping things *simple*. When making purchases she is always mindful of quality preferring a few durable and versatile pieces to many mediocre ones. When she has a long event filled day she turns to her closet with delight knowing it's fully stocked with pieces that can be worn during her morning exercise, paired with a dress at the office, then to dinner with her friends. From her *fun, easy* and *cheery* attitude to her *comfy chic* and *versatile* clothes, Amy's *effortlessly sophisticated* personality and style exudes *grace, charm, and kindness*. Her latest and greatest challenge comes in the form of an upcoming bundle of joy. While she's excited by the prospects of being a new mom, Amy is nervous about what her new life, schedule, and body will look like. As her nerves subside and *cool* nature sets in she knows that while she can't control what her new life will look like she can control what she will feel like. She is confident that her *comfortable, polished* and *easy* clothes and style will inspire a *glowing confidence* during her pregnancy as a new mom, and beyond.

BRAND PERSONA 2



Cynthia, age: 55-65

We will embody what sophistication and style means to you, now and always.

You could call her a full-fledged adult, but she still radiates the same *energy* and *vibrancy* of her 20's. With a *brilliant* smile, *sharp* wit, an unstoppable resolve and entrepreneurial *spirit* she has enjoyed both personal and *professional* success. Though her kids are all grown up, she is still their "go to," always equipped with advice and a helping hand. Pulling back from the corporate world has allowed her to lend her business expertise to assist in her *community* by actively participating in several *causes*. Busier than imaginable, she still places high importance on spending quality time with her husband and indulging in some well deserved "me-time". She loves anything that energizes and fulfills her self. She enjoys staying *active*, going hiking or doing yoga. Whenever she gets a chance she plans trips with her husband or best girlfriends to places she's never visited. Above all she likes fashion, while she loves trying out new trends, and she has tried some crazy ones in the past, ultimately she knows the brands, clothes and styles she loves and looks good in. She wears clothing that is as *versatile* as the activities in her life are. Her style evokes *sophistication*, *elegance* and *polish* that include *unique* pieces that are *comfortable* and easy to wear. After all her life is busy and sometimes stressful, so she wears clothing that effortlessly blends into her life and style.

BRAND IDENTITY

Brand as a Product:

- Clothing and Accessories: The abbecoté collection is composed of fresh, vibrant, versatile designs that can be worn on their own in a number of different ways AND combined to create polished outfits - all from tasteful, comfortable fabrics.
- Many items convert and transform fluidly to be worn in multiple ways and to suit your mood; a poncho that is also a dress...and a skirt; a wrap that is also a vest...and a scarf!
- A California aesthetic with European flavor and urban sophistication.

User Personality Traits:

- Fun Relaxed Attitude
- Fresh Style
- Busier Than Imaginable
- Active
- On-the-go
- Social

Brand as an Organization:

- abbecoté = Purposeful Clothing
- California Lifestyle Brand with a European flavor
- Made in California/USA
- Easy, functional, versatile design to make women feel that they are the best version of themselves. Each piece allows you to put your personal signature on it by wearing the clothing in a manner that suits your specific environment, activities, and life.

BRAND INDENTITY

Brand as a Person:

- Abbe Coté
- Making a woman's presence as effortless as possible – taking the drama out of the daily stress of dressing that most women experience and to give them a sense of peace and confidence in the choices that they make.
- Effortless dressing that promotes self-confidence

Brand Personality Traits:

• Fashionable	• Motivated
• Fresh	• Active
• Sophisticated	• “Does It All”
• Casual	• Charitable