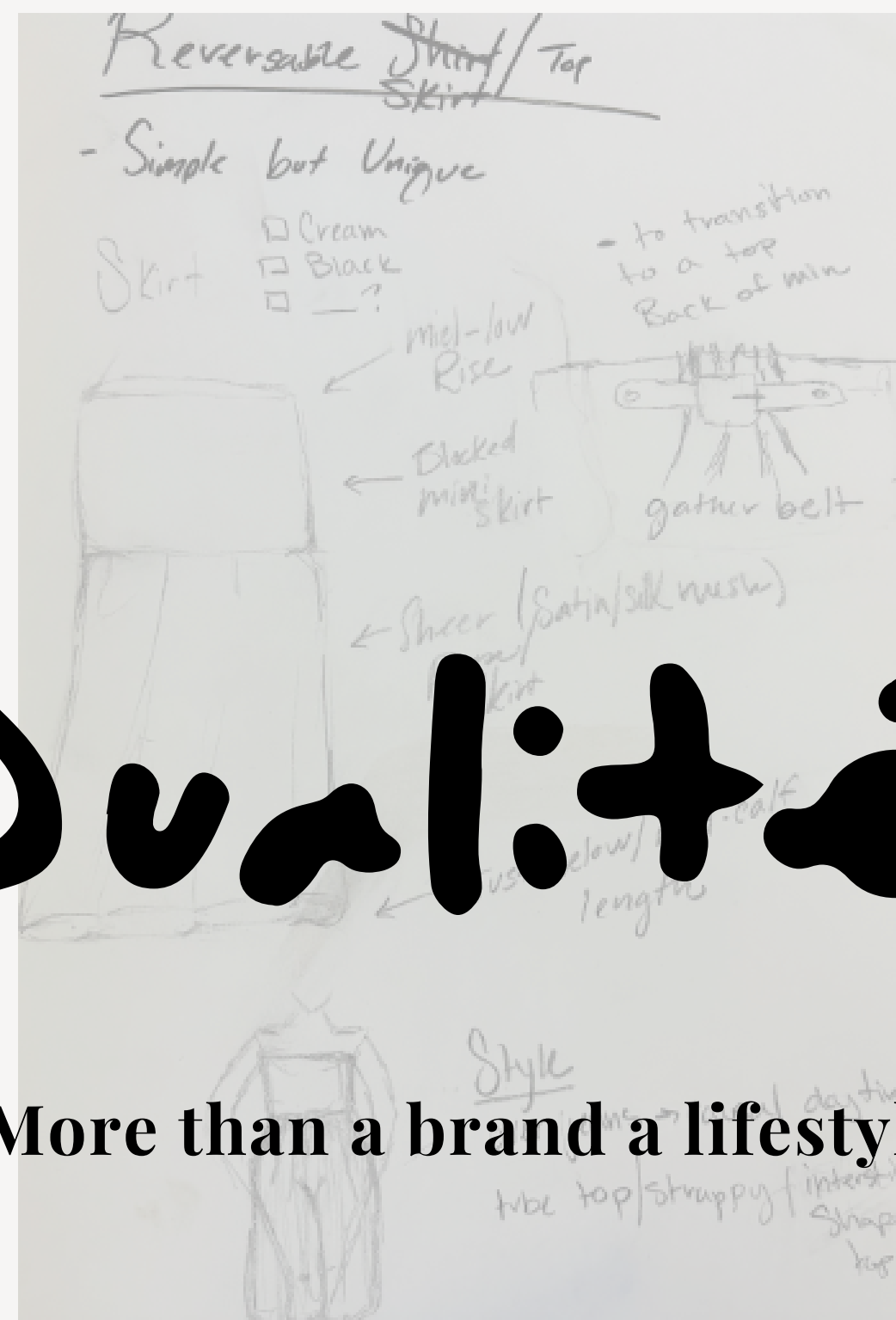
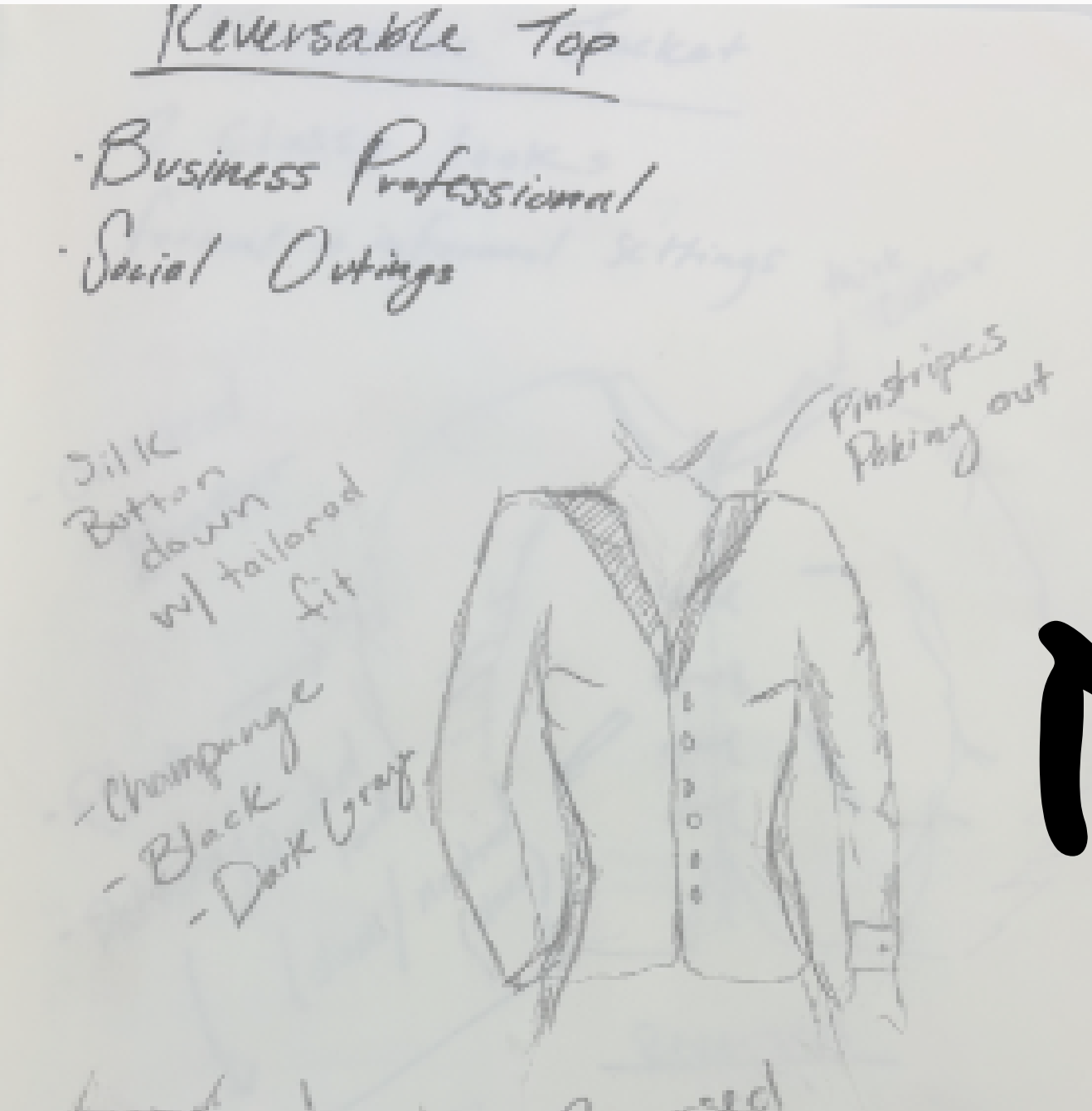
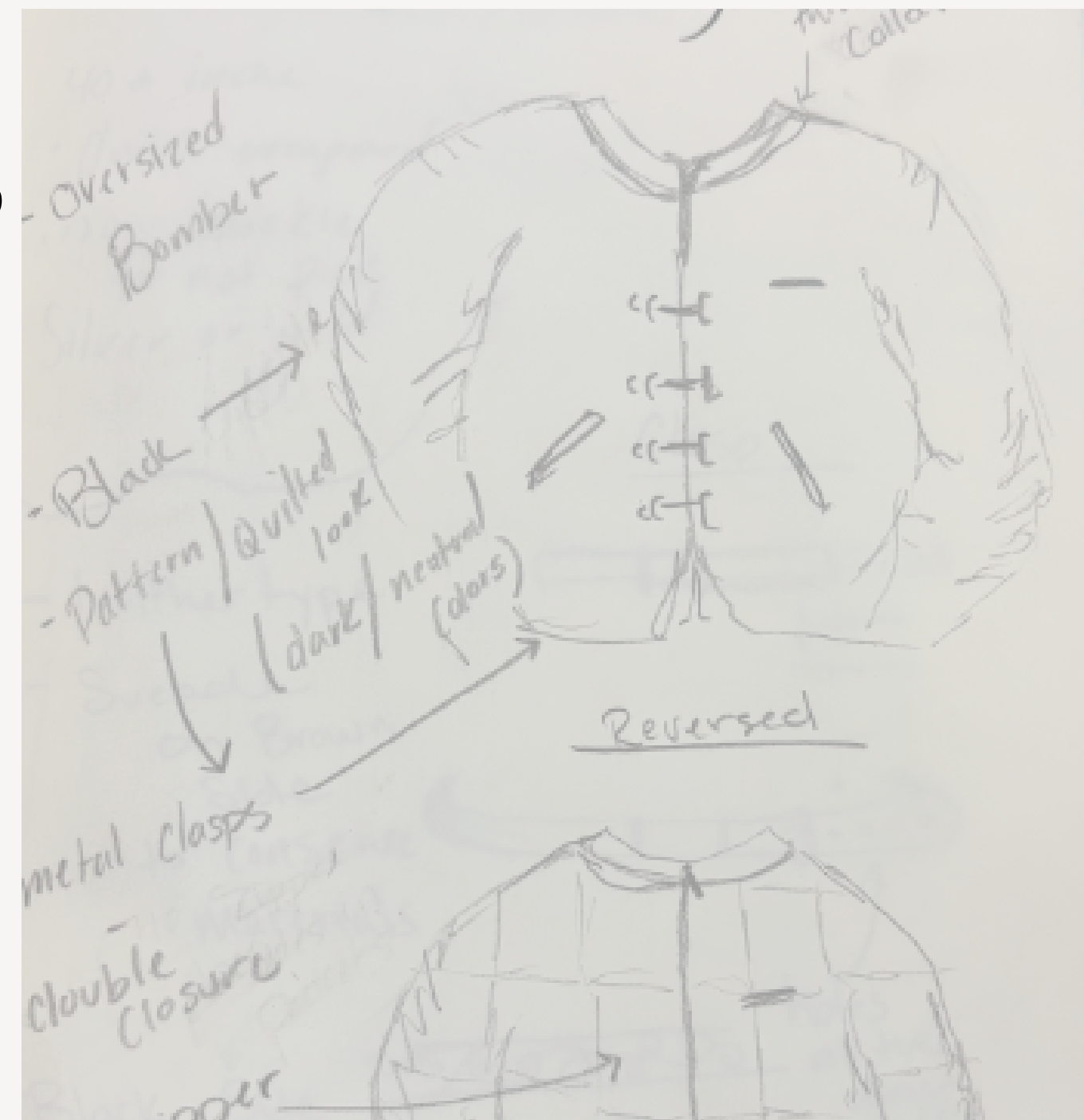
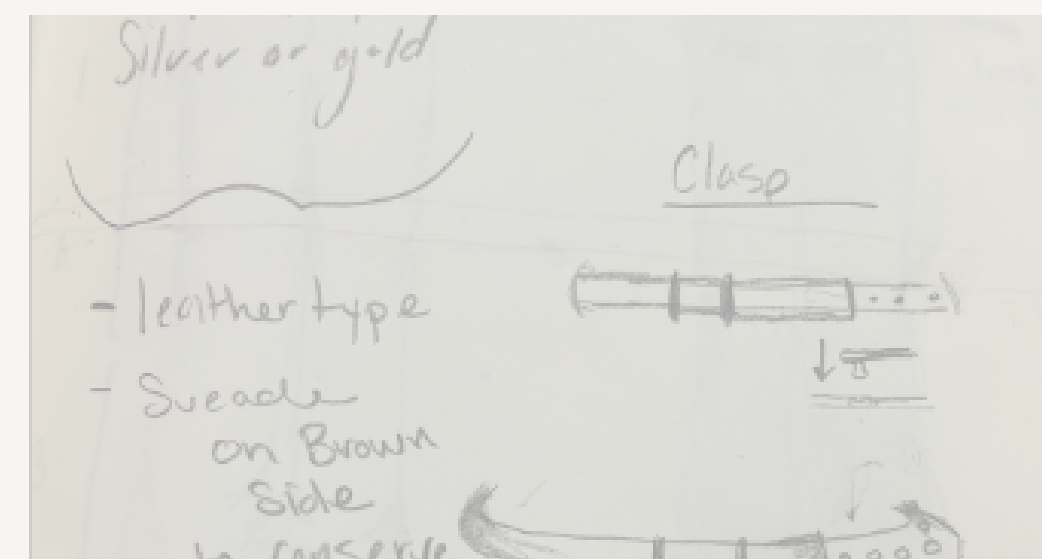
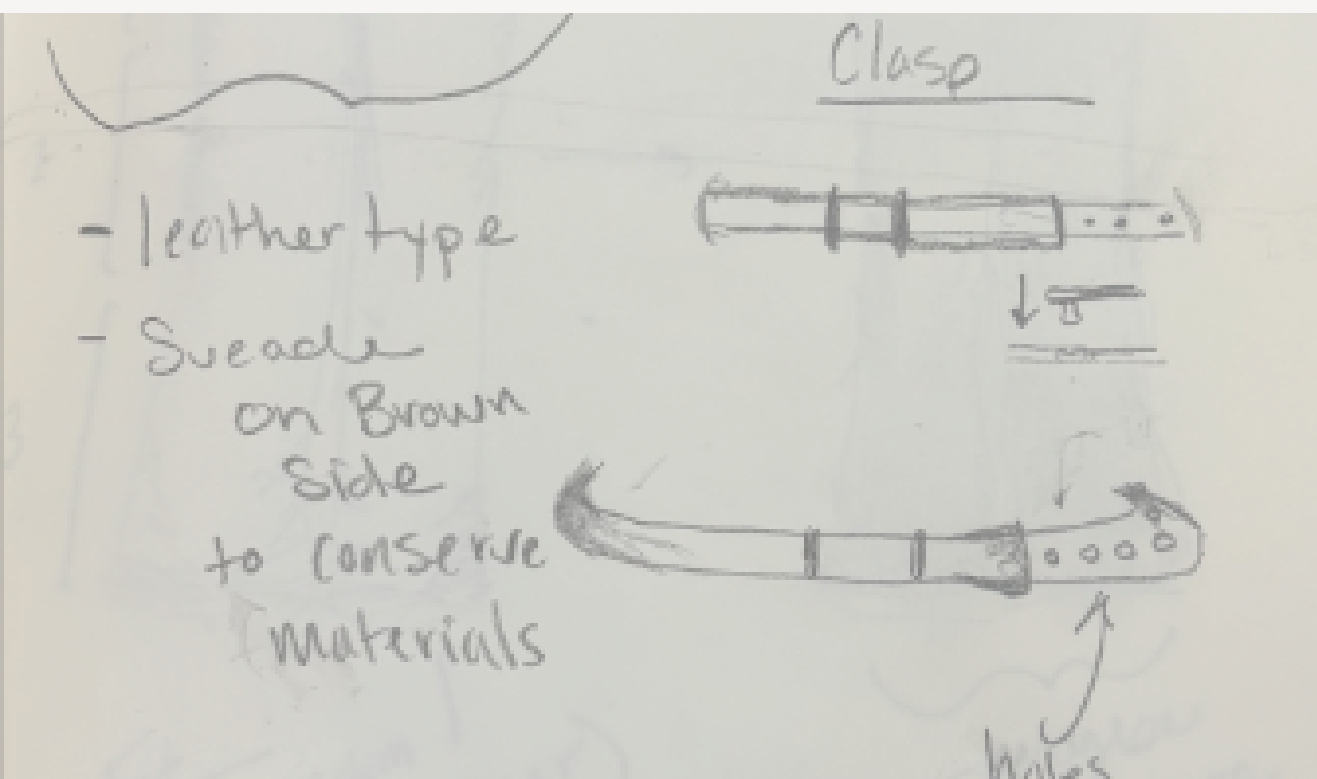




Dualiti

More than a brand a lifestyle



Dualité

Is for young women who are always on the go, Dualité is a luxury fashion brand that offers versatile yet stylish and luxurious reversible clothing that can be worn during every moment of the day, from worklife to social life.





To be a woman
Is a powerful thing



When
you are
confident,
people
become
confident
in you.



WHY US?

We offer:

- **Two-in-One Luxury:** Every piece is completely reversible — crafted to be worn either way, with no inside-out. Unlike these big fashion houses we don't want you to over consume we want you to be able to wear our clothing in multiple ways to multiple events.
- **Sustainability at the Core:** Minimalism meets maximal use — our pieces are designed to last a lifetime and reduce the need for excessive consumption.
- **Size Inclusivity:** We break barriers in luxury fashion with sizes ranging from XXS to 4XL, ensuring every woman feels seen and styled. Only [12%](#) of luxury brands provide extended size ranges.



PRICING

Product	Dualité	The Row	Khaite	Toteme
Belt	500	750	620	410
Top	995	1100	890	600
Pants	1200	1800	1450	950
Jacket	3000	3800	3100	2400
Coat	4000	4700	4200	3200

WHERE CAN YOU FIND US?

Our brand will be available online along with exclusive collections being placed in luxury department stores such as Bergdorf Goodman and Saks.

We will also host exclusive pop-up stores in major fashion hubs such as NYC and Paris for customers to get the Dualite experience



SWOT Analysis

Strengths

- Craftsmanship
- Exclusivity
- Size inclusivity
- Digital presence

Weaknesses

- High price point
- Production Complexity
- Customer loyalty risk
- Sizing challenges
- Brand awareness

Opportunities

- Conspicuous Luxury » quiet luxury
- Shifting preferences to experiential marketing
- Rise of influencer marketing
- Demand for sustainability

Threats

- Intense competition
- Economic uncertainty
- Regulatory changes
- Supply chain disruptions
- Counterfits

Target Consumer

Persona profile and Segmentations + Fictional Profile

Demographics

Age

25–45; older Gen Z to older Millennials (represent largest share of luxury items spending, Gen Z predicted to reach 40% of luxury good sales)

Gender

Gender: Female-focused (items could be developed to be unisex)

Income

Upper-income (\$145,000+ annual household income)

Education + Occupation

College-educated, working professionals, fashion influencers/enthusiasts

Marital Status

Single or married

Psychographics

Lifestyle

On-the-go, spontaneous, traveler

Personality Traits

Ambitious, extroverted, go-getter, big aspirations

Spending Style

Waits for the right item,
Building her capsule wardrobe
Practical clothes she loves
Worth an investment

Values + Beliefs

Will spend money for style, quality, and functionality; values
work-life balance.

Interests + Hobbies

Eco-friendly and sustainable (bang for your buck), happy hour at
speakeasies, a jazz club, and indoor/outdoor activities

Behavioral Traits

Inspiring Loyalty:

Loyal to brands
deemed as stylish,
high quality,
and innovative
Loves style and quality,
but rejects
overconsumption and
seeks statement pieces
that are functional and
versatile

Preferred channels:

Shops both online and in-
store, but gets fashion
inspiration online

Motivations :

Timeless fashion that
makes a statement,
not just a trend

Invest in fewer,
better things

Engagement with Sustainability:

Research brands they want
to shop from to ensure they
are sustainable and practice
CSR

Values transparent and
authentic brands

Target Market Fit

Other Segmentations

Geographical Location

Targeting major urban centers where fashion meets progressive values

Expanding through e-commerce channels globally to reach style-conscious consumers in sustainability-focused regions

Technology Usage and Social Media Presence

Instagram & TikTok

Pinterest

Threads

Large social media presence and interactions with other influencers

Stays up-to-date with posts and content

CHARLOTTE ROSE



32-year-old woman
working in NYC as an
investment banker

Income: ~\$150,000

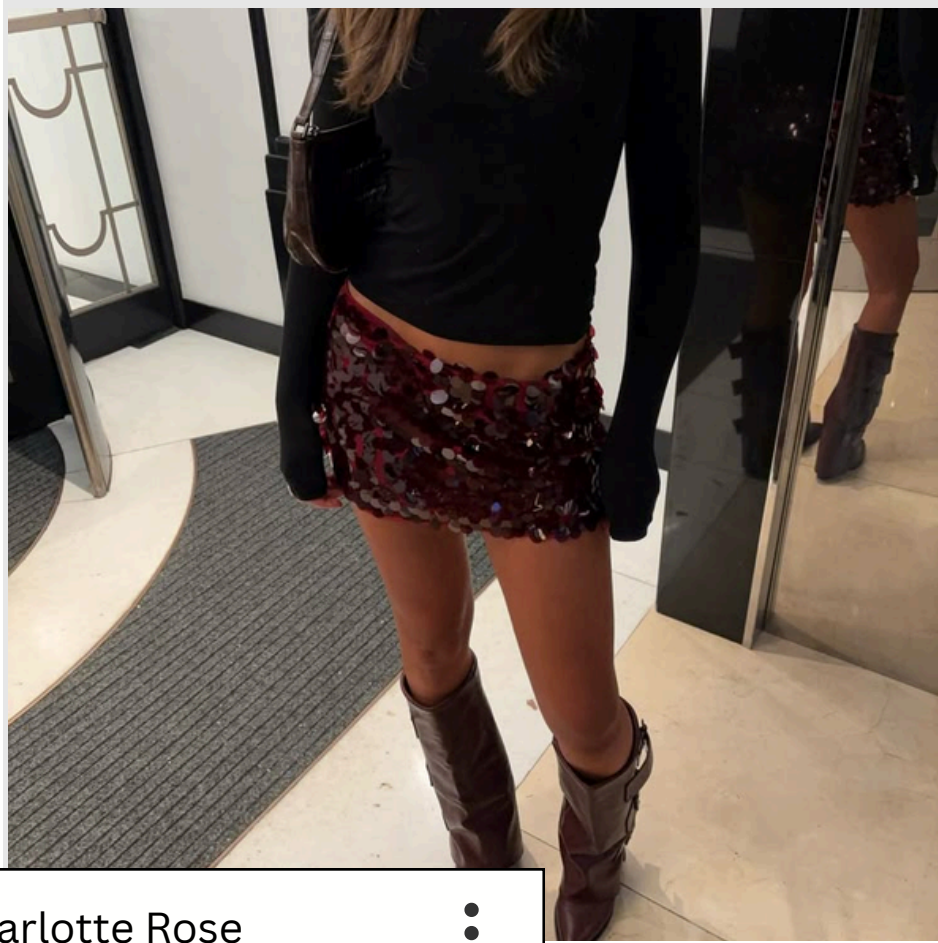
She is single, living in a small
studio apartment. She budgets
money for personal interests
like, shopping, workout
classes, and eating out

Originally from Livingston,
NJ, she summered in
Westhampton with her
parents in a moderately
sized house

Appreciates life's luxuries, such
as designer clothing and high-
value accessories. Prefers to
spend money on investment
pieces whose price is reflected
through quality



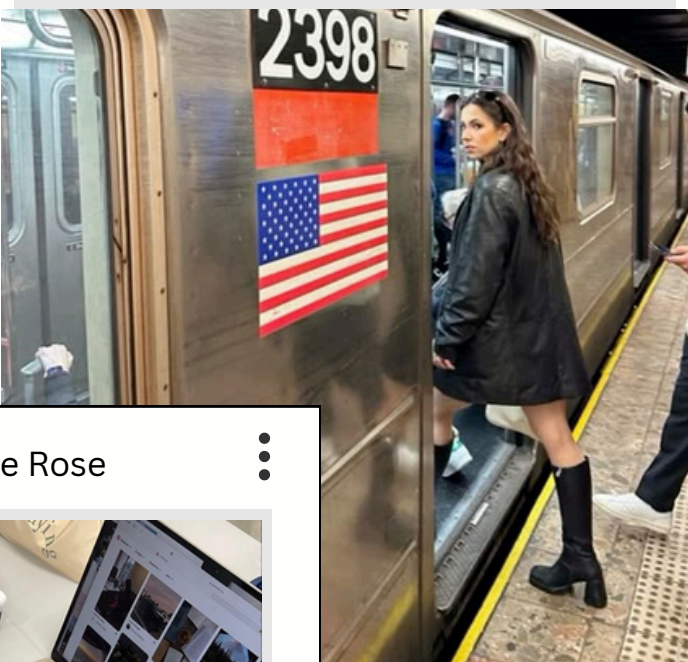
Charlotte Rose



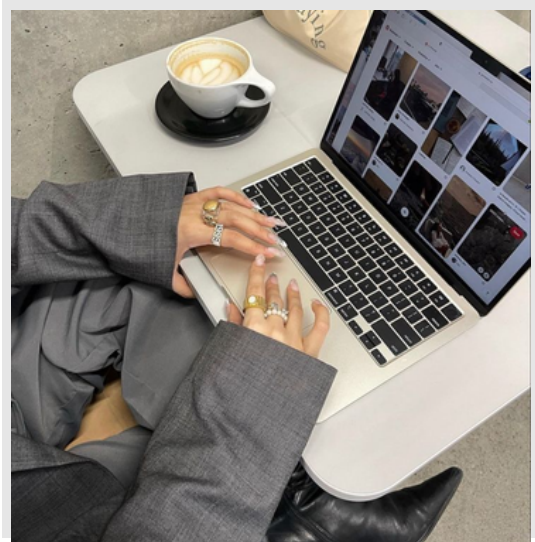
Charlotte Rose



Charlotte Rose



Charlotte Rose



Charlotte Rose



Charlotte Rose



Charlotte Rose



Charlotte Rose



Advertising Strategy

Strategic Goals, Message Strategy, Persuasive Appeals

Strategic Goals

Primary Goals: build brand awareness, create trust, & foster brand loyalty

Priority 1: Build Brand Awareness

- Focus on differentiation
- Use USP & media strategies

Priority 2: Create Customer Trust

- Consistency & clarity
- Supply chain transparency
- Credible partners

Priority 3: Foster Brand Loyalty

- Emphasize quality
- Create an aspirational brand identity

Outcome: Increased Profits & WOM Reach

- Increased profits
- Organic promotion

Message Strategy

Core Message: effortless Style, versatility, & sustainability

- Fashion should adapt to both workwear and socialwear without compromising style or eco-consciousness.

Unique Selling Proposition: combination of style & functionality

- Seamless transition from work to play
- 2-in-1 functionality: remain stylish w/o the hassle
- Women-owned: designed to meet women's needs

Persuasive Appeals

Nostalgia

- [1 of best](#) marketing strategies for Millennials & older Gen Z
- Partner with nostalgic influencers to evoke positivity & familiarity

Social

- Position women wearing Dualité as confident, intelligent, & stylish
- Induce desirability & tap into consumer's ideal self

Visual

- Visually engaging content that shows off Dualité's persona & style
- Sleek, classy, sophisticated content that emphasizes essence of Dualité
- Allows Dualité to appear more luxurious and desirable

Media Strategy

Media Consumption Habits, Platform Preferences, Media Mix

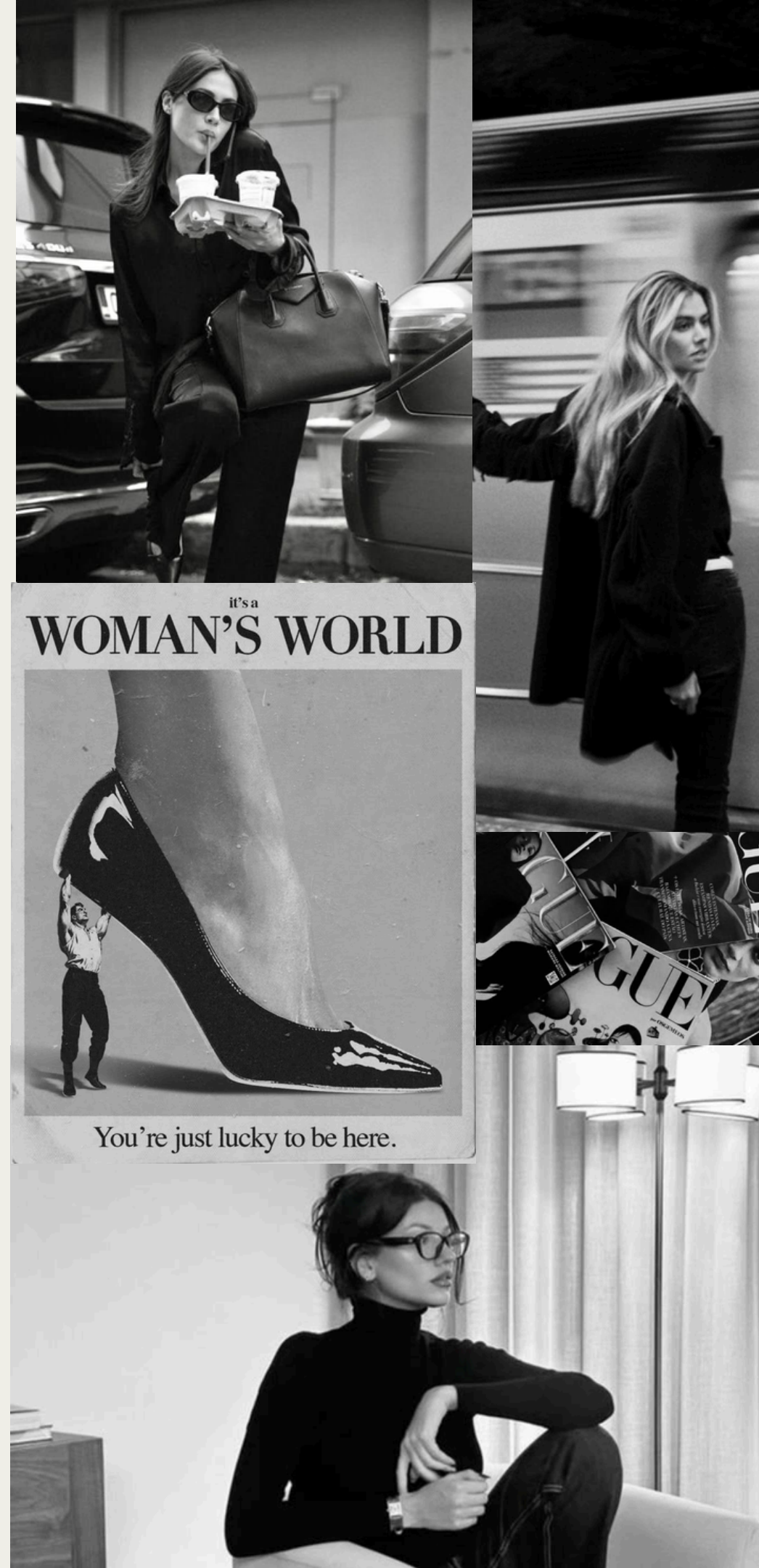
Understanding Our Audience

Primary Platforms:

- TikTok: For fashion inspo, rising brands, NYC influencer content.
- Instagram: Following influencers, fashion trends, city lifestyle content.

Consumption Style

- Scrolls during commutes, breaks at work, and late-night browsing.
- Engages most with short-form video (reels, TikToks) and influencer “day in the life” content.



Media Strategies

Digital Media: Primary

- TikTok & Instagram ads, influencer partnerships, Reels & branded content.
- Interactive and engaging website
- Email newsletters to build community & promote drops.

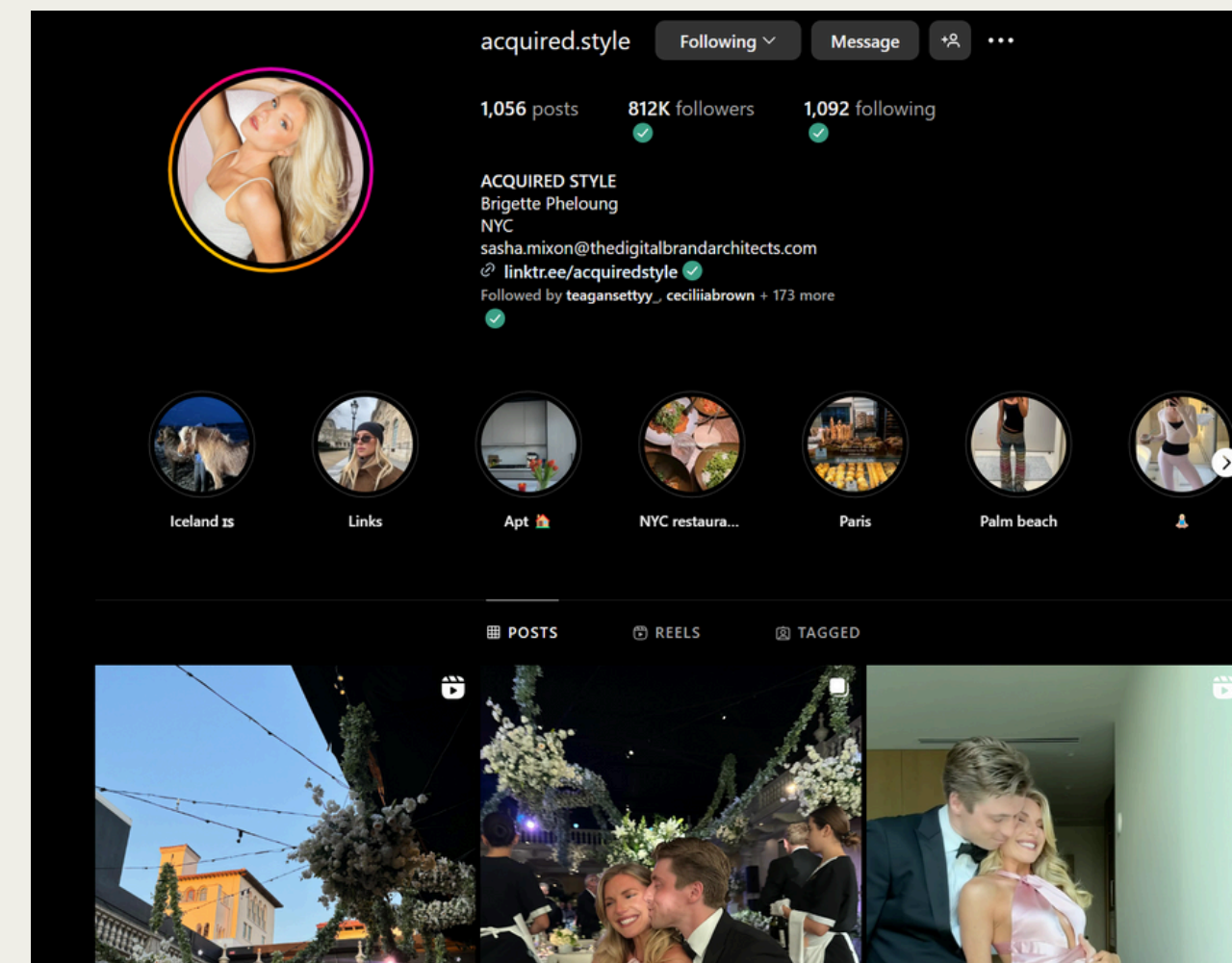
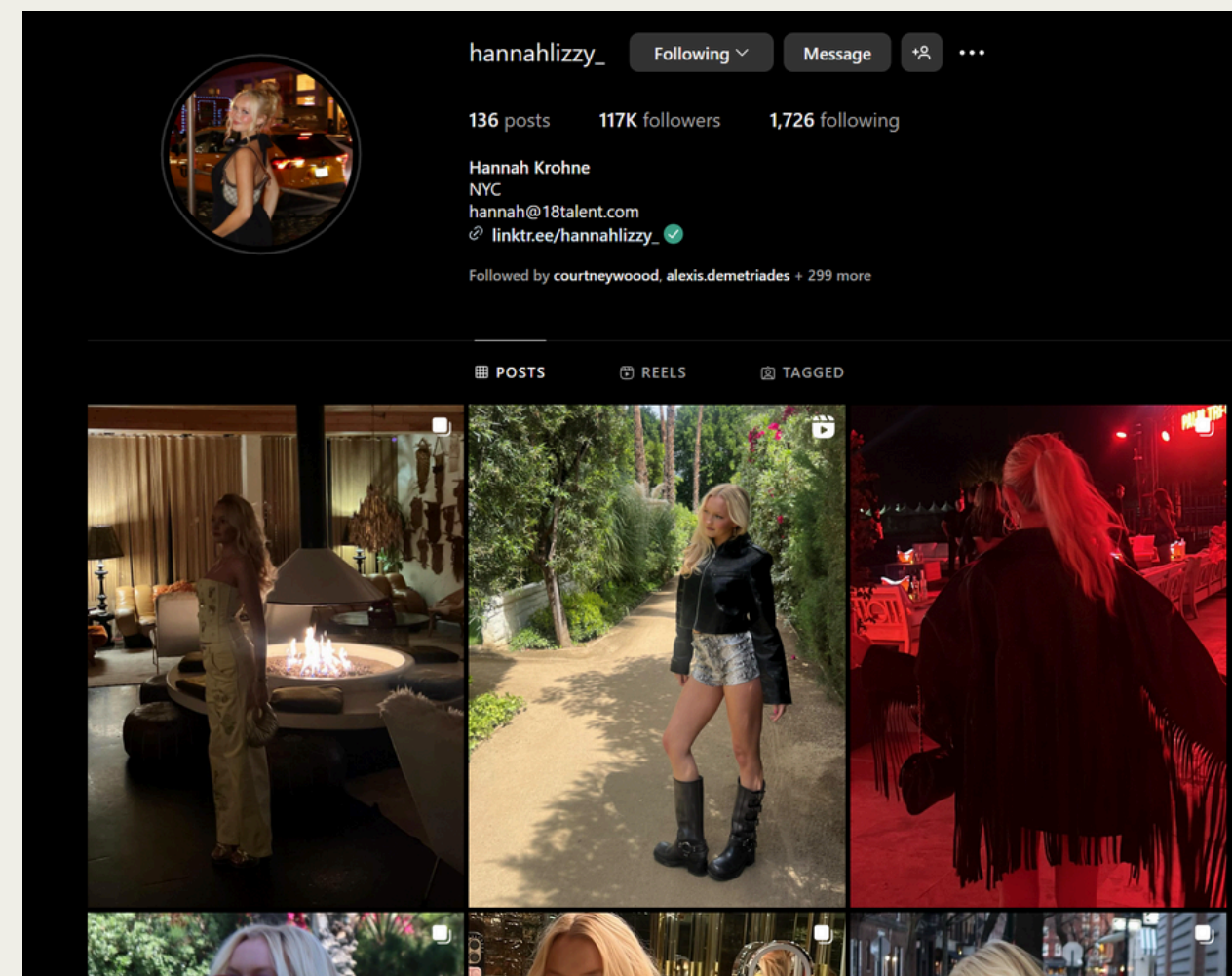
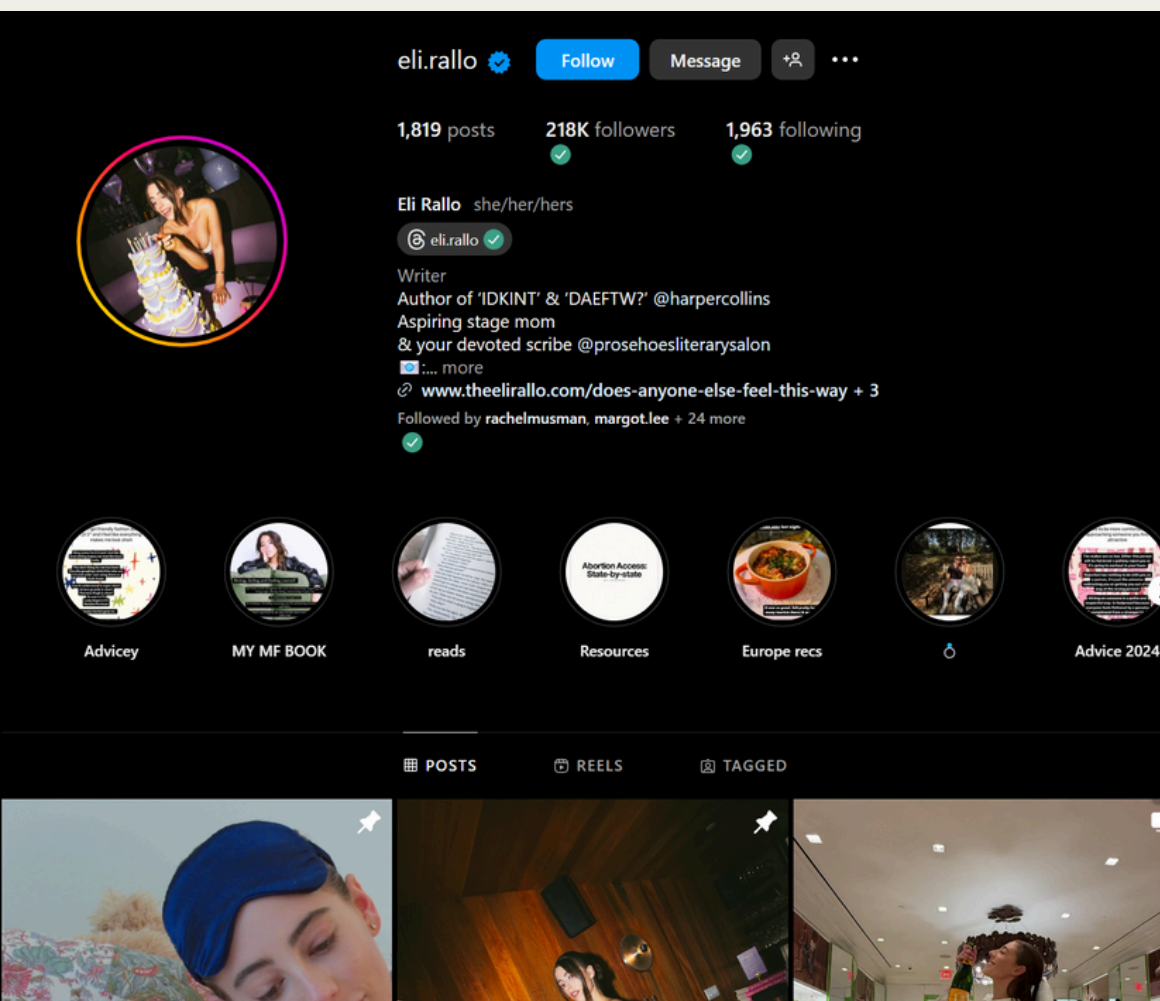
Traditional: Supplemental

- Pop-up event press in print media and fashion blogs.
- Branded print invitations to influencer/celebrity attendees.



Media Allocation–Paid Media

- Ads on both Instagram and Tiktok
- Influencer gifting: Eli Rallo, Hannah Krohne, Acquired Style
- Branded content collaborations (e.g., “Day in the Life” series).



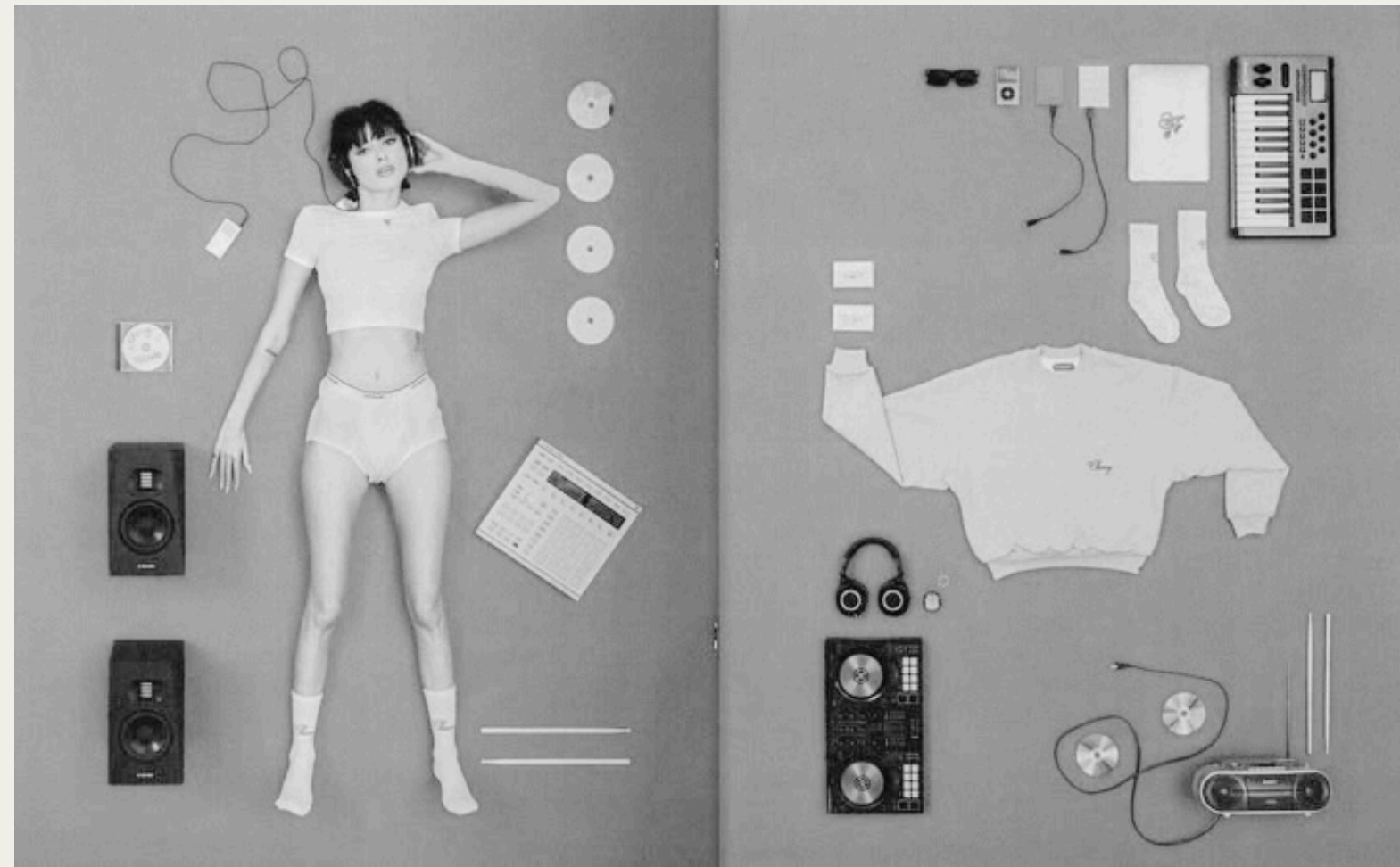
Media Allocation- Earned Media

- Viral activation campaigns in NYC/Paris (e.g., live outfit flip).
- Press coverage from fashion media outlets.
- Organic influencer/celebrity content at launch events.



Media Allocation- Owned Media

- Dualité website and domain
- Social media accounts showcasing product styling + wearability.
- Email marketing for drop announcements & brand storytelling.



BUDGET

Social Media:

Ads- \$30,000 (Instagram 20k, TikTok 10k)

Influencer Giftings- \$20,000

Paid Collaborations/content- \$30,000

Website and Domain:

Website Creation- \$20,000

Domain- \$20 yearly subscription

Activation Events and Popups:

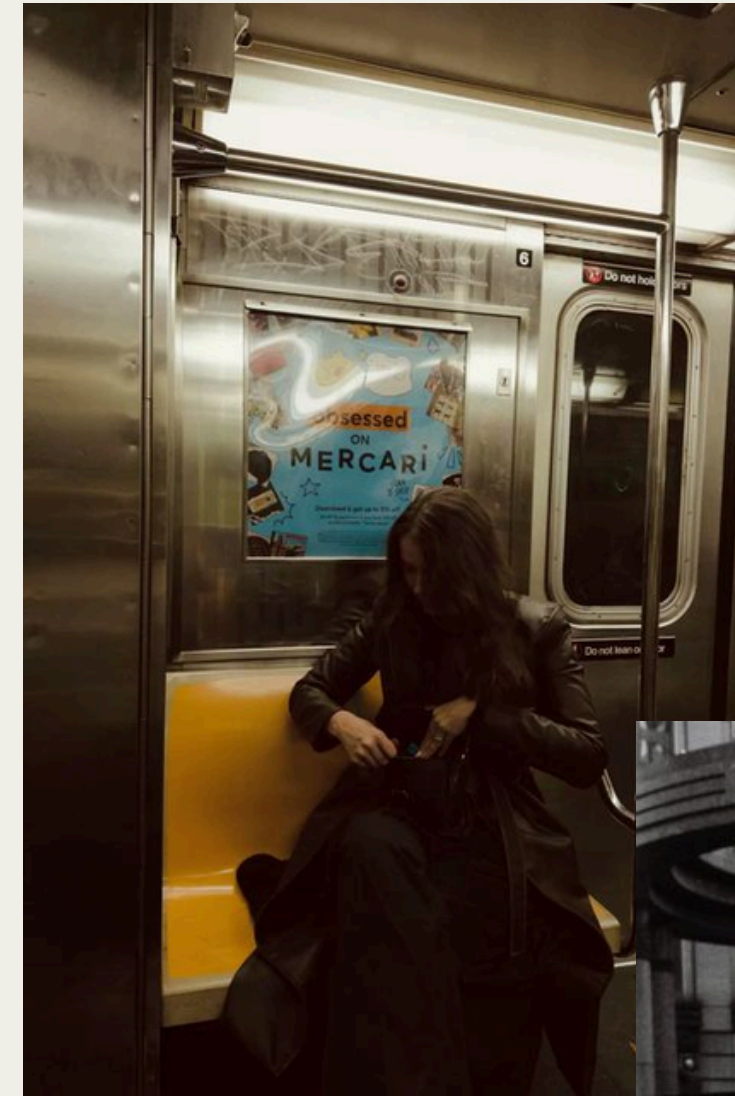
Empowerment Dinner- \$20,000

Popups/Interactive City Events-
\$150,000

ACTIVATION 1.

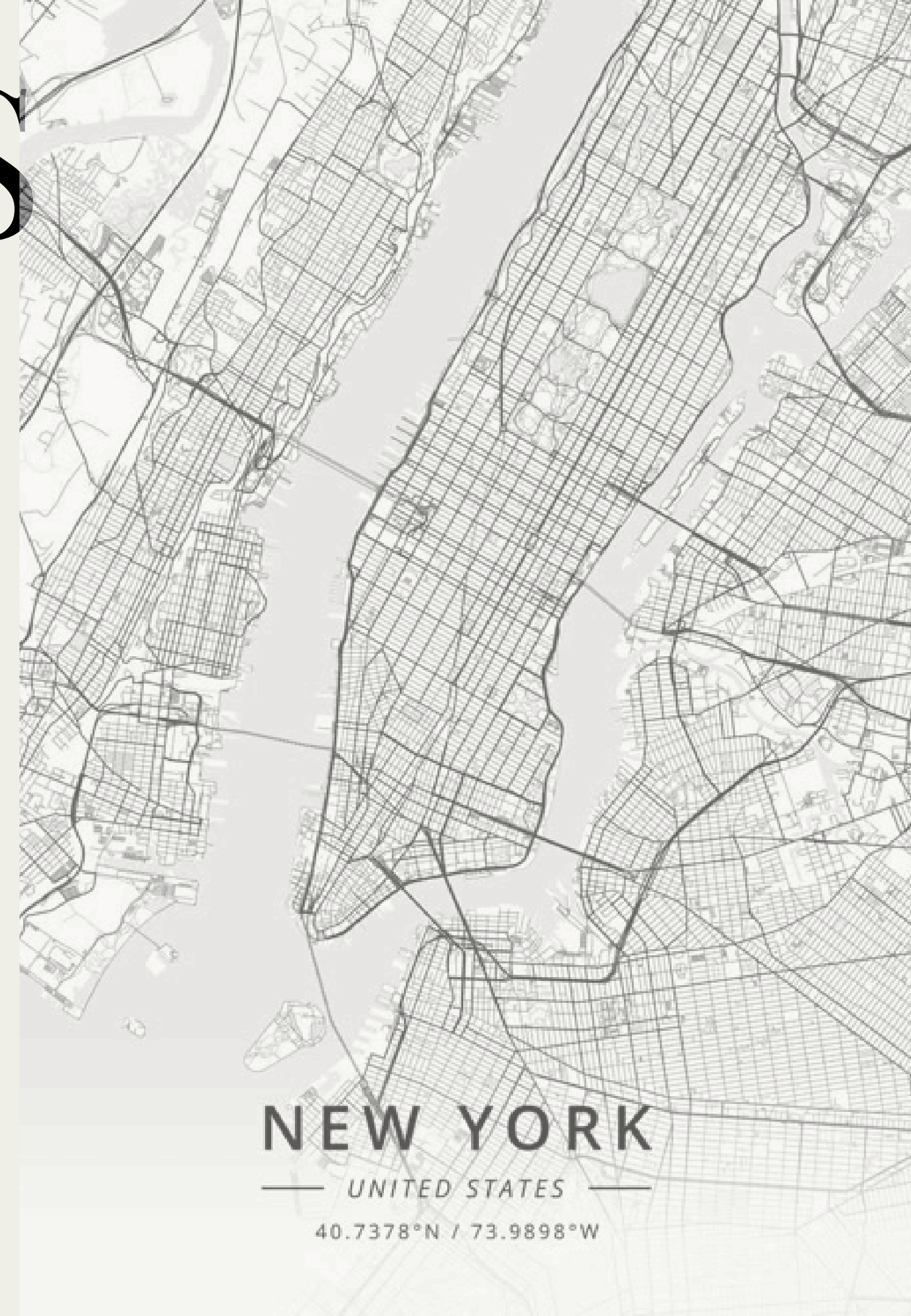
In our activation, Dualité models in major cities will seamlessly change their looks in high-traffic areas-- simply reversing their Dualité, captivating onlookers with effortless outfit transformations.

Passersby are encouraged to scan a QR code (printed on sleek, branded handouts or signage) to follow the “Dualité Woman” and get early access to new drops.



WHY IT WORKS

It fuels organic buzz, TikTok content, and IRL storytelling around versatility. It also lays the foundation for loyalty by positioning Dualité as present in your customers' daily grind.



NEW YORK

UNITED STATES

40.7378°N / 73.9898°W

ACTIVATION 2.

Female Empowerment Dinner

For one of our launch party events we are holding a dinner at female owned restaurant Dirt Candy in NYC with inspiring women who embody our brand identity like young founders, stylists, content creators, or professionals who juggle multiple roles. This will occur annually to celebrate our first launch.

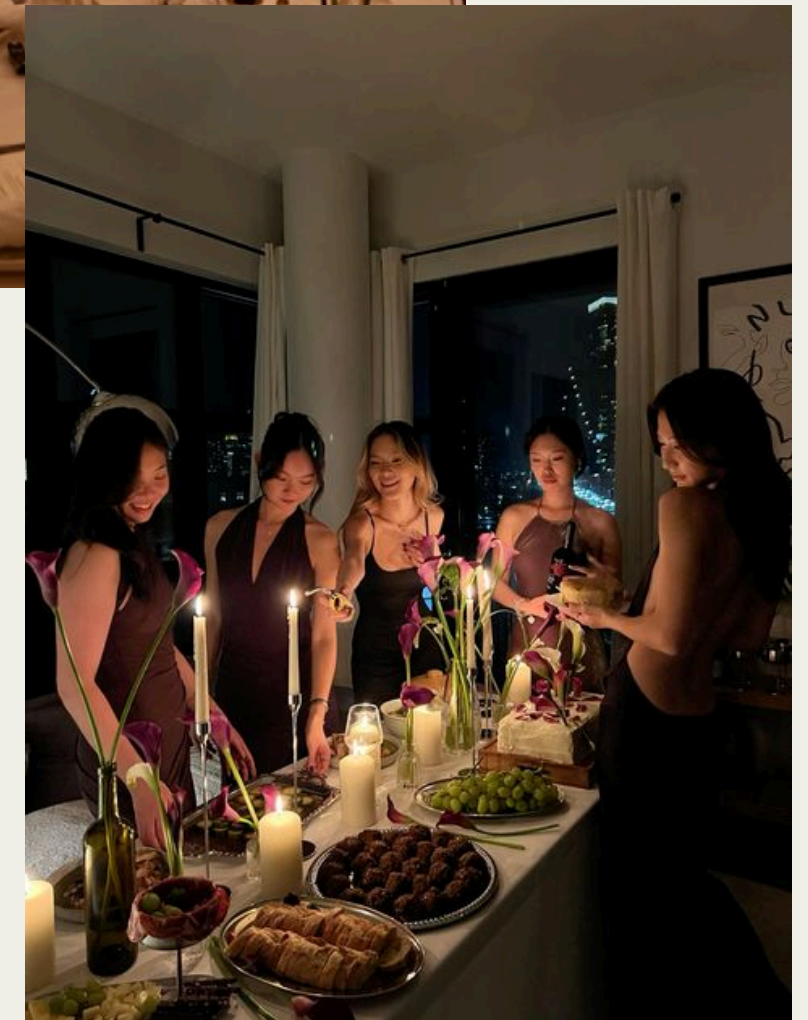
Example: Rebecca Hessel Cohen

Our outfits are modeled throughout the event, and attendees leave with a discount code and exclusive preview of the collection.



WHY IT WORKS

It establishes our brand image as a women supporting women brand along with raises awareness to our target audience. This activation makes the Dualité woman feel seen, empowered, and part of something stylishly purposeful. It creates organic press. Because it is annually people will be looking forward to this dinner and keep up with the brand with the hopes of getting an invite.



ACTIVATION 3.

Pop Up Shop

An immersive, limited-time shopping experience that embodies Dualité's image of effortless versatility, luxury, and modern femininity. The space transforms throughout the day to reflect the Dualité woman's life — from polished professionalism to elevated evening chic.



ACTIVATION 3.

Pop Up Shop Where:

A stylish, high-traffic neighborhood in NYC

Design Aesthetic:

- **Minimalist architecture to reflect quiet luxury.**
- **Split-concept layout: one side curated like a sleek office space (day), the other like a cocktail bar (night).**
- **Interactive mirrors show reversible styling options (tap to see “Day” vs “Night” look).**
- **Mood lighting shifts throughout the day to match the transition theme.**



ACTIVATION 3.

Dualité

Pop Up Shop Special Features:

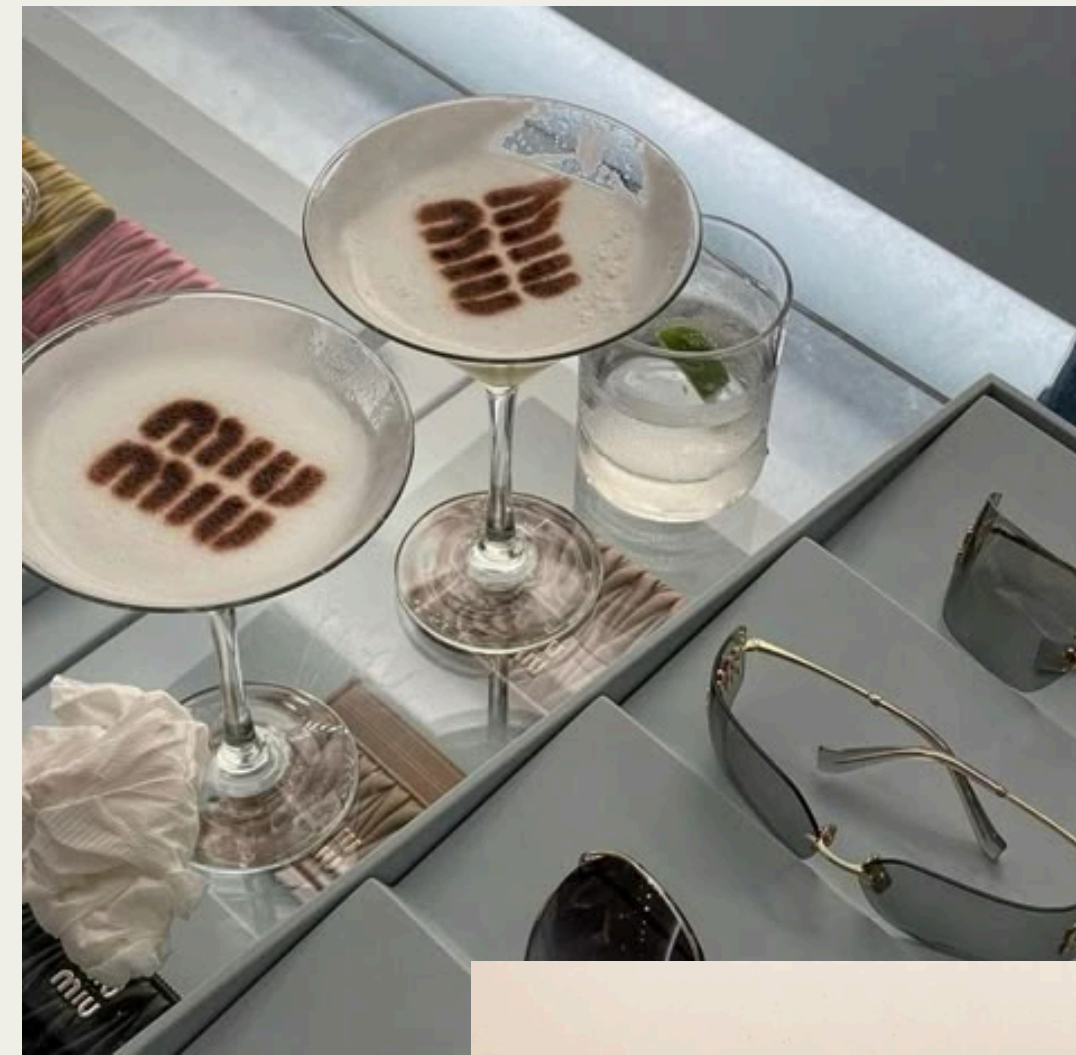
“The Flip Room”

- Visitors can try on reversible looks in private styling suites.
- Stylists show how to flip outfits in real time.
- Mirrors display inspirational quotes from iconic women about balance, ambition, and self-expression.

Exclusive pop-up-only pieces

First 50 customers receive personalized monogrammed tote bag

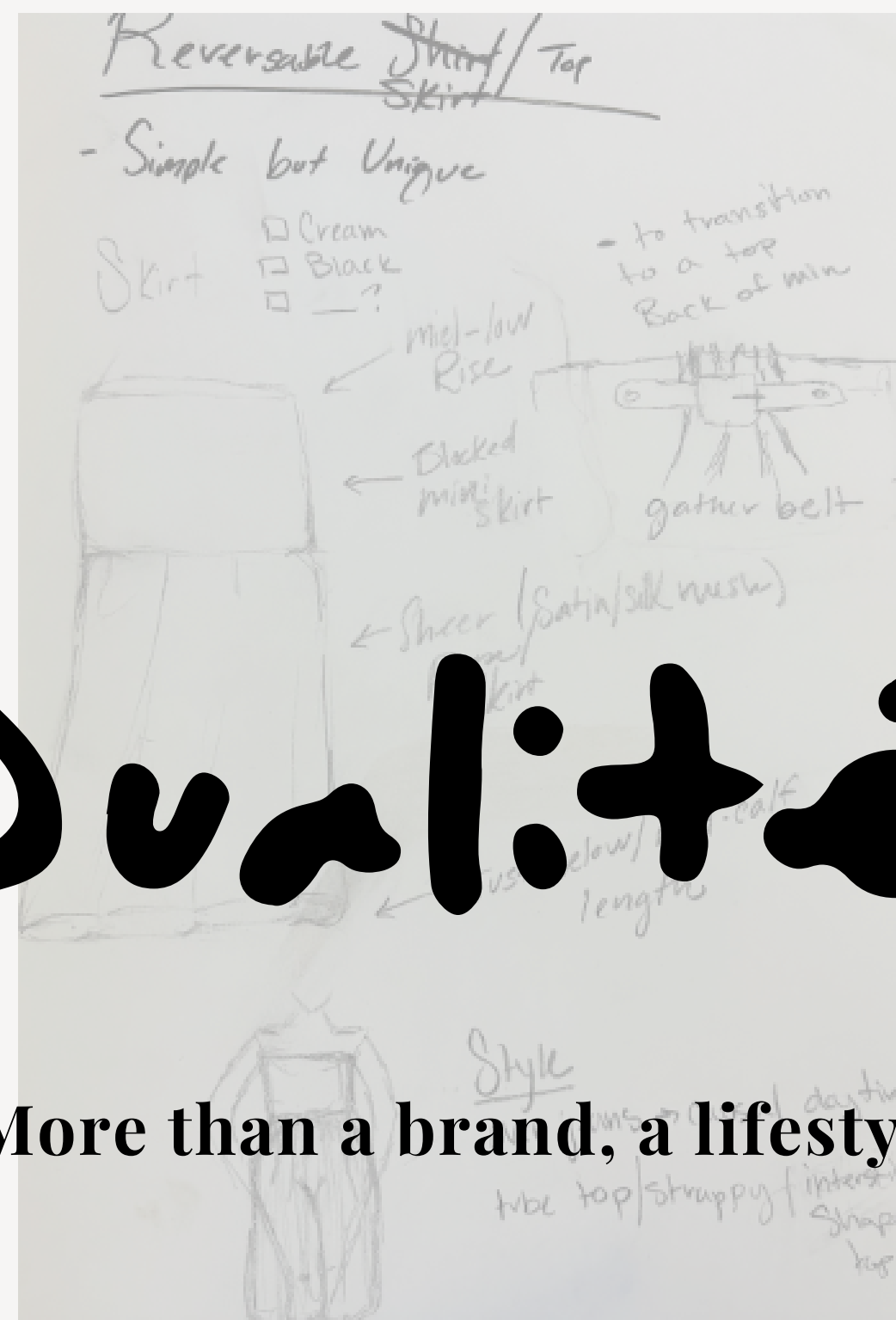
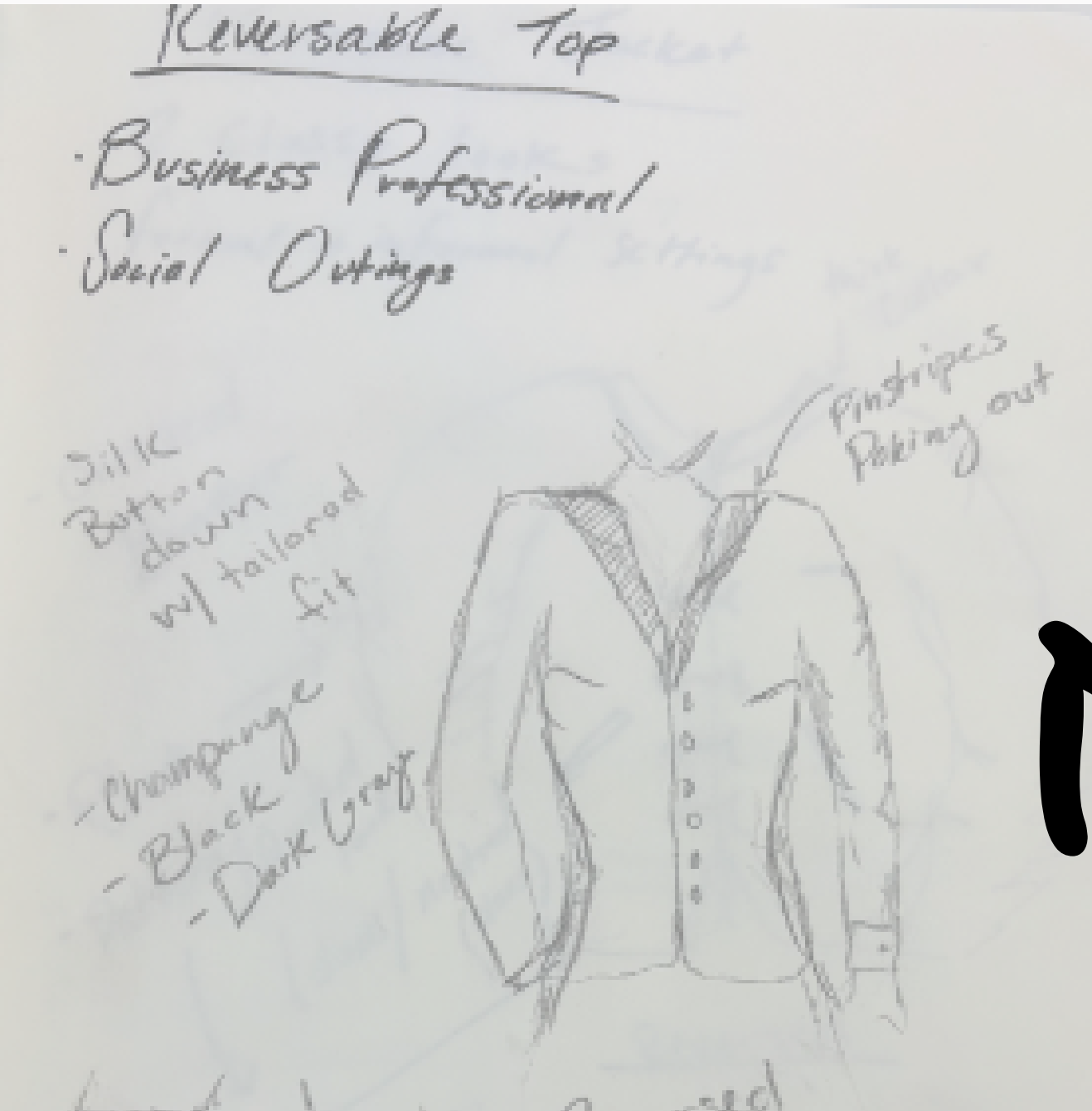
Lattes during the day and cocktails at night



WHY IT WORKS

- Gives customers a sensory and emotional connection to the brand
- Offers organic shareable moments that drive social buzz
- Introduces the luxury and functionality of Dualité in action, not just on a screen





Dualiti

More than a brand, a lifestyle

