

TOP PLAYER ANALYSIS (Modest Dressing & Apparel)

https://www.instagram.com/p/C6vohodRq9A/?img_index=1

<https://www.instagram.com/reel/C3KyFZ8R7yy/?igsh=aWR6YTlZHNrNG9z>

Who am I talking to?

- influencer wannabe's
- Actual low ticket influencers (200k-1.5M)
- females between ages of (16-55) located in the gulf

Where are they now?

- Scrolling through instagram
- Passive - somewhat pressurized desire to become an influencer (or a bigger influencer if they are one), and they think that dressing like influencers makes them alike
- Level 3 awareness (Call out the known solution then offer product as best form of solution)
- Level 5 market sophistication (Lead with identification, niche down, connect to bigger outside desire, focus on creating an "experience", or invent a new mechanism)
- Level of pain/desire: moderate-potentially high
- Belief in idea: High
- Trust: moderately low/ no trust at all
- Current state:
 - a. Isn't satisfied with the clothing collection they have/ looking for something different.
 - b. Looking to buy their first branded mid-ticket abaya/dress to start embodying the influencer persona.
- Dream state:
 - a. Dress elegantly (to gain attention)
 - b. Confidence in looks/ persona
 - c. Have a collection of luxurious looking clothes (further embodying the influencer lifestyle)
 - d. Have a model shaped body with the dress/abaya

What do I want them to do?

1. Stop scrolling
 - a. Attractive/elegant/wealthy looking color contrast perceiving quality and influencer type of vibe
 - b. Luxurious car in the background to show that influencer wearing said dress is wealthy
 - c. Influencer is attractive and well known (dream state)
 - d. Dress is extremely elegant, looks very expensive, is being worn by a "wealthy influencer/dream state" but is affordable (dream outcome right at their grasp)
 - e. Background is downtown dubai at night, which stresses elegance and wealthiness even more



2. View clients instagram page

- a. Name is Laha, translates to “for her” in Arabic, displaying authority and empowerment.
- b. Following is not extremely big, could be viewed as a “hidden gem” (still 10x’s the average local clothing brand’s sales) mainly because influencers are wearing their clothes.
- c. Section dedicated to low ticket influencers/influencer wannabe’s wearing their clothes and looking wealthy and elegant (relatability and dream outcome play)
- d. Posts are a mix of a professional display of their clothes with the prices on the captions, and influencers wearing their clothes.
- e. Laha engages with a lot of people, building familiarity and giving them attention.



3. Click on a post, check the dress, check the price
 - a. Post contains video shoots, posing, model has ideal body structure (makes the dress more appealing), does not have to be extremely professional
4. Click on the link to the website
 - a. Very simple website, user friendly (100% of their attraction is garnered through instagram (using influencers helps boost that)/ word of mouth)
5. Buy the dress
 - a. Worldwide shipping
6. Leave a positive review