

## **Brand identity**

Lucky is a start up athletic wear company who focus on women. We spend all day, everyday focusing on the fit, the performance, as well as the look. We believe women in all size can be beautiful and a healthy lifestyle can help them to be who they want to be.

Lucky will remind people that we are all lucky to be alive. The world is a beautiful place and we are beautiful people. Let's be active and experience it all!

## **Business Goals**

Lucky is a mid-priced athletic wear company who has their own design team in China (which reduce the price). We focus on not just the performance, but also the style. A wide range of selection and a rapid changing speed will constantly attracts new and loyal customers to shop some more.

## **Success Metrics**

Success of the Lucky brand is measured by the growth in sales, conversion rate from site visitors, and consumer reviews. Other success metrics will be the increase of subscriptions, increase of page visits, increase of phone calls and emails, and decrease of return items.