

S A V A G E  F E N T Y

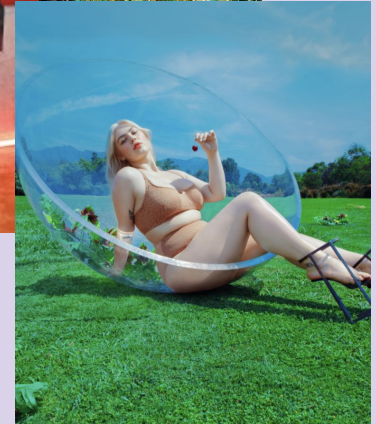
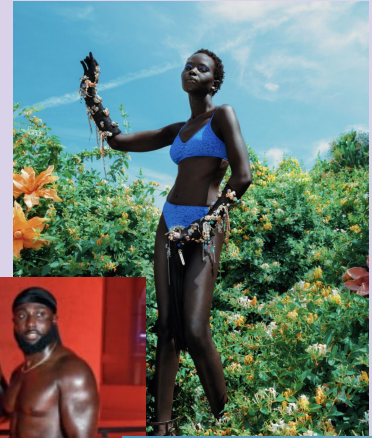
LINGERIE BY RIHANNA

PR Plan

By: Jerry Campos

Company Profile

- Founded by Robyn Rihanna Fenty on May 11th 2018, “Savage X Fenty has disrupted the lingerie industry and redefined sexy. With **accessible price points** and an **extensive assortment** of fashion-forward styles, the brand **celebrates fearlessness, confidence and inclusivity**. From everyday staples to provocative pieces, Savage X Fenty has something for every mood, every vibe and every BODY.” - Fenty Site



Successes/Milestones:

- Now worth \$1 Billion
- Innovation amongst marketing/launching new product
- \$115 million Series B fundraising round
- Size inclusivity, Diversity, Representation

Platforms:

- Instagram
- Twitter
- Facebook
- Company website
- Amazon



Concept

SavageXFenty Fall 22' launch

- Grand Opening of **first pop-up store** (Beverly Center, Los Angeles)
- New Colors
 - Creams, Pinks, Reds, Greens & More
- New Styles/Products
 - Harnesses
 - New Lace Designs
 - New Fenty Pasties
 - Sheer Ropes
 - New Men's Bottoms, Tops, Robes
- Fundraisers
- New Music, Visuals, & Features



Goals/Objectives

- Gain traction towards SavageXFenty's first physical pop-up store shall be in progress
- Features on Harper's Bazaar, Vogue, Elle (and more) for "Next for Fashion", "Body Positivity", "Inclusivity" and more.
- Make this new launch top the last 4 Fenty Shows/Launches
- Create one of a kind experience at first store by allowing customers to feel the pieces first hand before purchase



Audience

Demographic

- Age: 18+
- Lifestyle/Values: Carefree, Confident, Active, “Hustlers”
 - Location: Anywhere
 - SMM Platforms Used: Instagram, Youtube, Twitter, facebook, blogs, and more.
- Research Obtained From: Google & other social media platforms

Company’s Words:

“There’s not like a target market. It’s for everyone. Everything that she (Rihanna) does is for everyone. She wants everyone to feel beautiful, everyone to feel empowered, everyone to feel that strength to become the best version of themselves.”



Top 3 Competitors



Victoria Secret:

- Customer Loyalty (Est. 1977)
 - Variety of styles/options
- Add-ons: Fragrance, Lotions, Accessories



ADORE ME:

- Customer Loyalty (Est. 2011)
 - Male Founder
 - Offers "Try-Ons" before committing to purchase



ThirdLove:

- Customer Loyalty (Est. 2013)
 - Size Inclusive as well
 - Offers Athleisure



Strategy & Tactics

SavageXFenty Fall 22' launch

- **First Pop-Up Store** (Beverly Center, Los Angeles)
 - Having the store only in LA makes it **exclusive**
 - Creates **traction** for launch
 - Brings SavageXFenty **experience in person**
- Fundraiser at Pop-Up
 - **October Breast Cancer Awareness**
 - For every pink set, piece, or garment purchased, all proceeds will go towards the American Cancer Society.
- Collaborations
 - Send out PR Packages to SavageXFenty Ambassadors for social media content



Calendar/Timing

Date:	Event:	Media Outlet:	Purpose:	Audience:
August 25, 2022	SavageXFenty “Special announcement coming” post	Instagram, Twitter, facebook, Website	To be to gain traction towards the brand a “possible launch?”	SavageXFenty customers Media New customers
September 1, 2022	SavageXFenty 1st Store Tease/Announcement	Instagram, Twitter, facebook, Website	To tease upcoming store in LA	SavageXFenty customers Media New customers
September 22, 2022	Announce official opening of first store	Instagram, Twitter, facebook, TikTok, Website	Announce first ever physical store	SavageXFenty customers Media New customers
October 1, 2022	Grand opening of first SavageXFenty Store/Press	Instagram, Twitter, facebook, TikTok	To bring the SavageXFenty shopping experience in person	SavageXFenty customers Media New customers
October 7, 2022	Press for store launch	Vogue	To talk about reviews/experience of store opening	SavageXFenty customers Media New customers

* Media events nearing launch of SavageXFenty Show & first store opening



Budget

- Overall Pop-Up Store opening (spot reservation) ~ **\$25-30K**
- Interior Design/Visuals ~ **\$4K**
- Store Employees ~ **\$17/hr** per Employee
- Ambassador Collabs ~ 2K
- Media Coverage ~ 6K-11K



Evaluation & Metrics

- Bring SavageXFenty experience in person
- Help bring awareness/fundraise money for Breast Cancer (Brings forth press as well)
- Receive reviews/traction on new Fall 22' collection and pop-up store
- Continue to bring innovation with product launching visuals through store set up



Work Cited

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