

VISUAL



MERCHANDISE



DISPLAY



BEST OF BOTH

SUSTAINABILITY

Our sustainability strategy is in the name itself, Best of Both, combining luxury retail with second-hand benefits. We will offer light mending, with partner All Stitched Up. We will also have a yearly membership giving a discounts on mending & select products. We will have a free K-State fashion week for select products, and donate to The Fit Closet.



NEW LUXURY LIFE

Best of Both is a men's and women's luxury fashion retail store at a bridge price point. Half the store is retail and the other half is second hand. We will fill the secondhand store by offering 15% cash back.

MARKETING PLAN

We will be posting on three platforms TikTok (Tuesday), Instagram (Thursday), and Facebook (Friday). Things we will be posting include try on hauls, second-hand education, sneak peeks, style tips, get ready with me, sales, promotions, contests, challenges, and social events. We will have help growing these platforms from influencers like Kansas State Chicks, Thrift King, and Skylar Thompson.

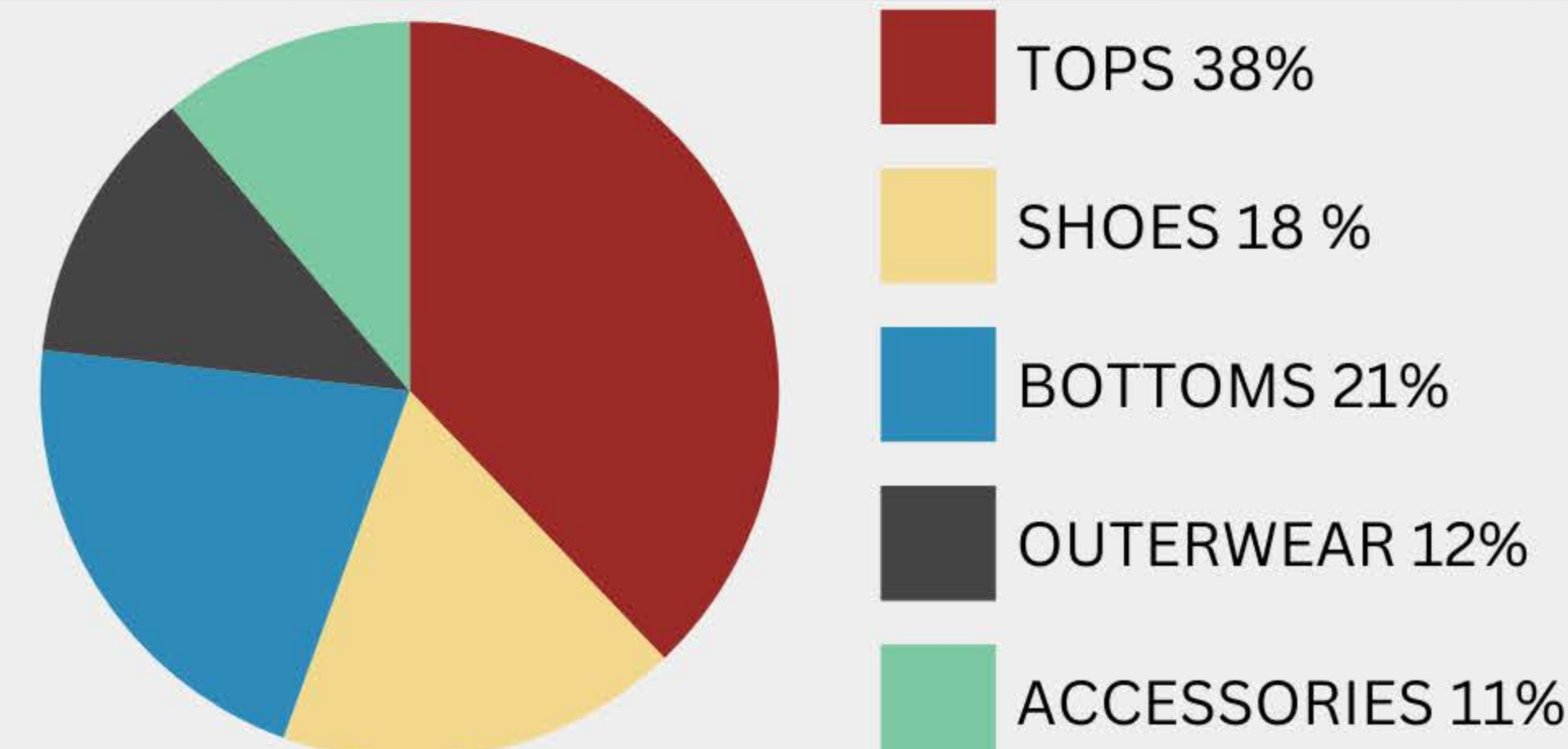


TARGET MARKET

Best of Both has 2 target markets. These fall under Gen Z and Millennials. Hitting the two largest demographics in Manhattan, college students & year-round locals. Having a different range of income allows them target different parts of the store.

- AGE 20-25 & 35-44
- <32k & 50k-150k
- Unmarried no kids & Married with kids
- College education
- Male & Female

MERCHANDISE & SOURCING



COMPETITOR ANALYSIS

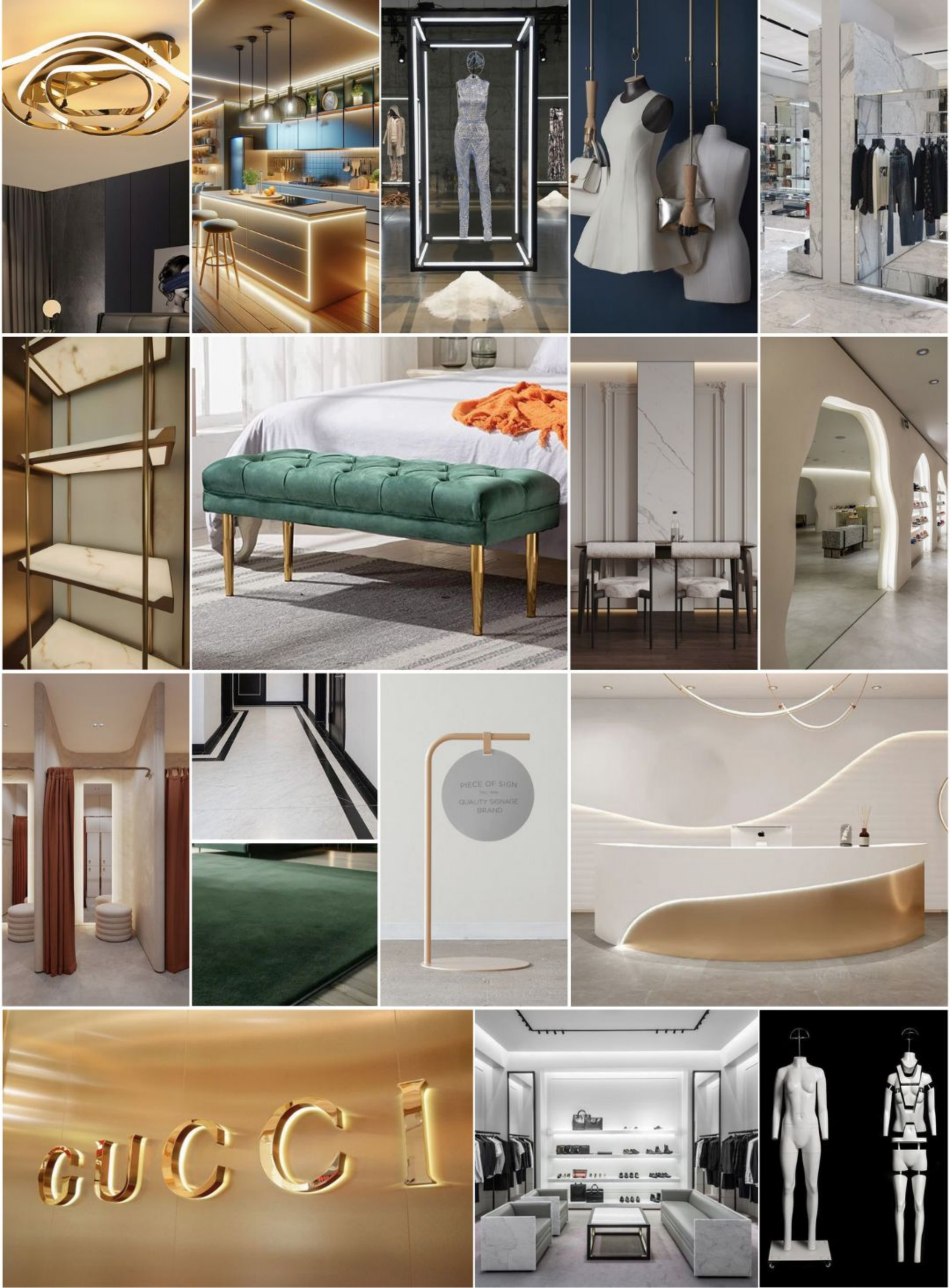
BARGAIN boutique

Bargain Boutique is a thrift consignment boutique that sells high-quality clothing, accessories, and home décor.

Dillard's

The Style of Your Life.

Dillard's is a Retail store at the bridge price point. With a wide range of products & brands.



BEST

OF

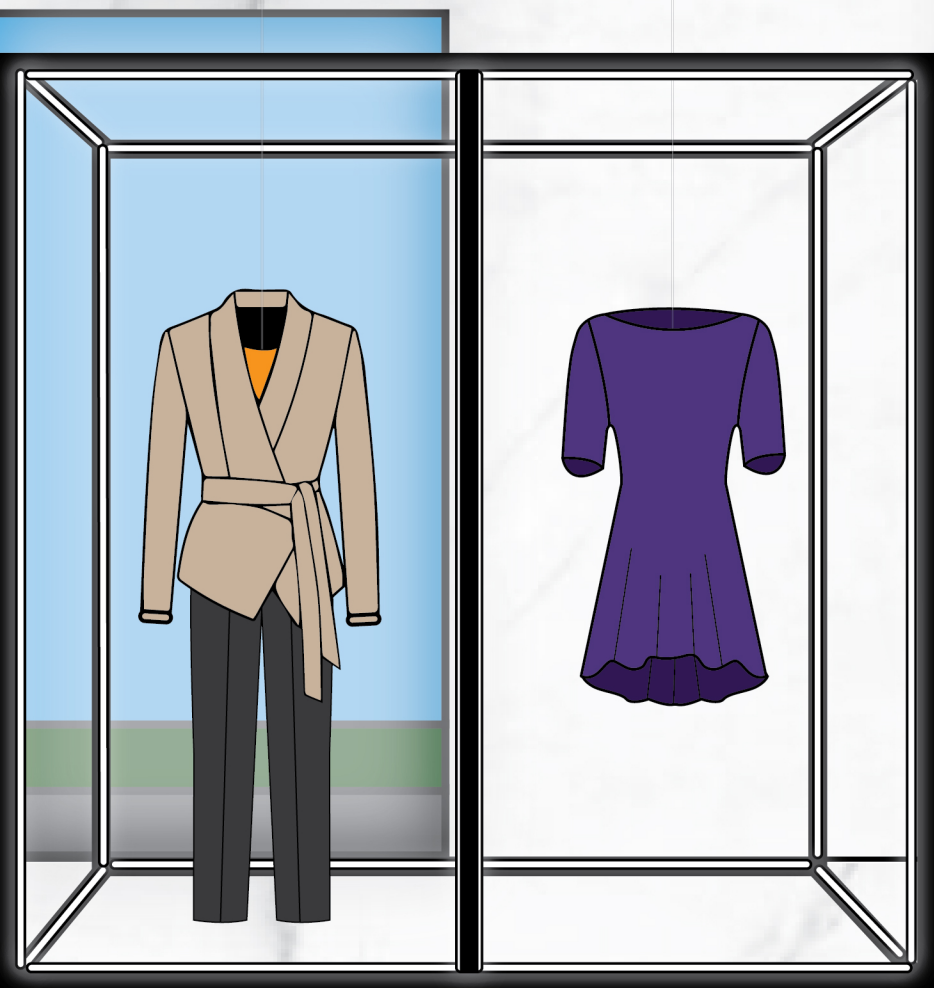
BOTH

GRAND OPENING

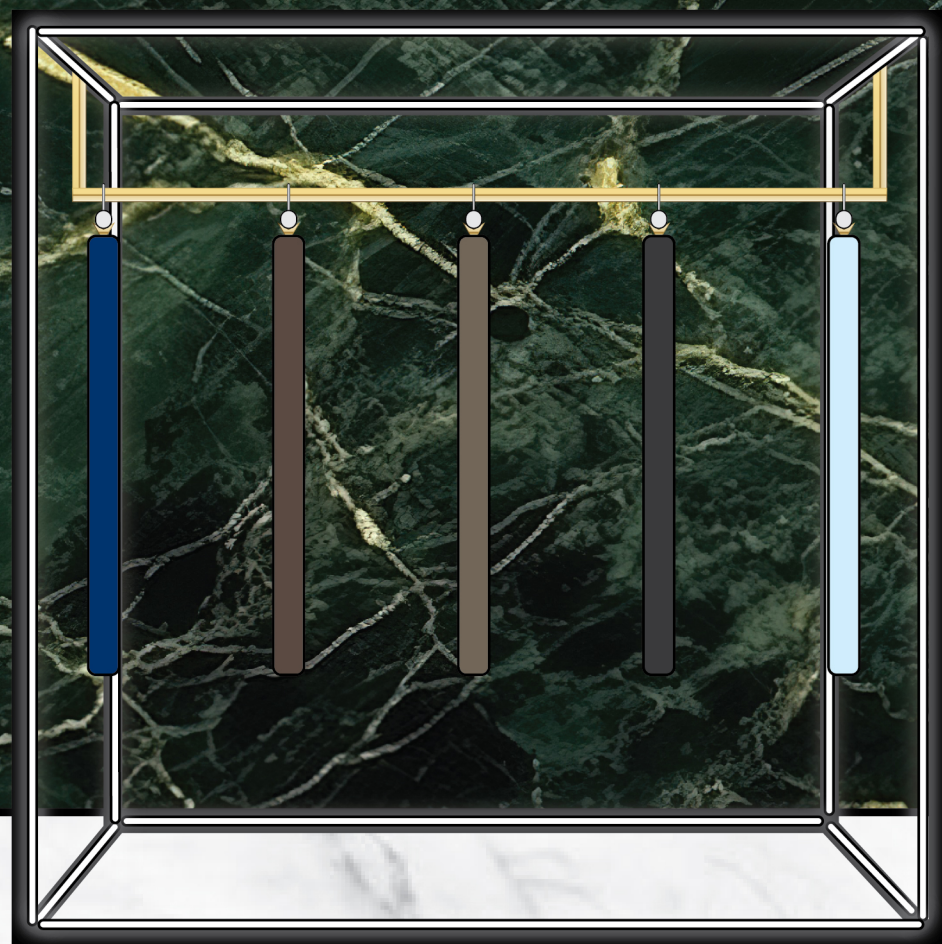
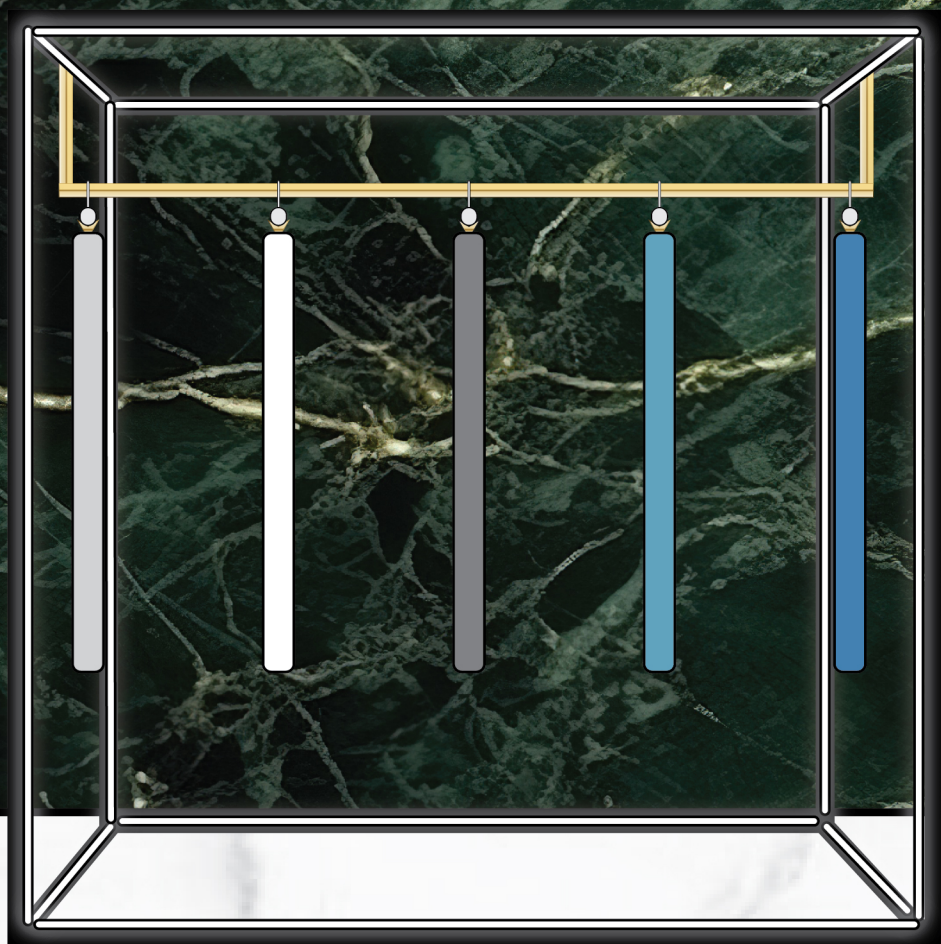
BEST OF BOTH

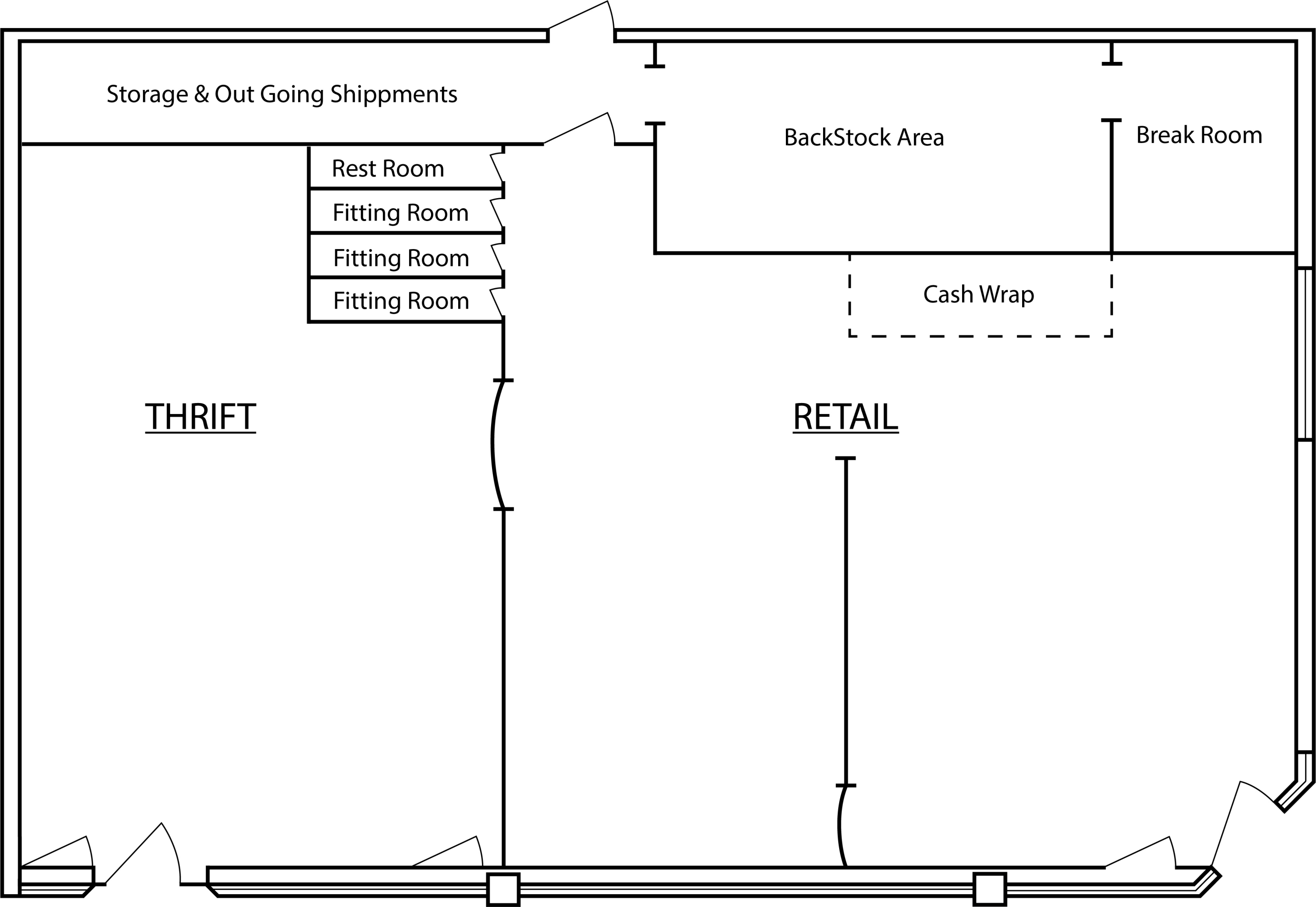


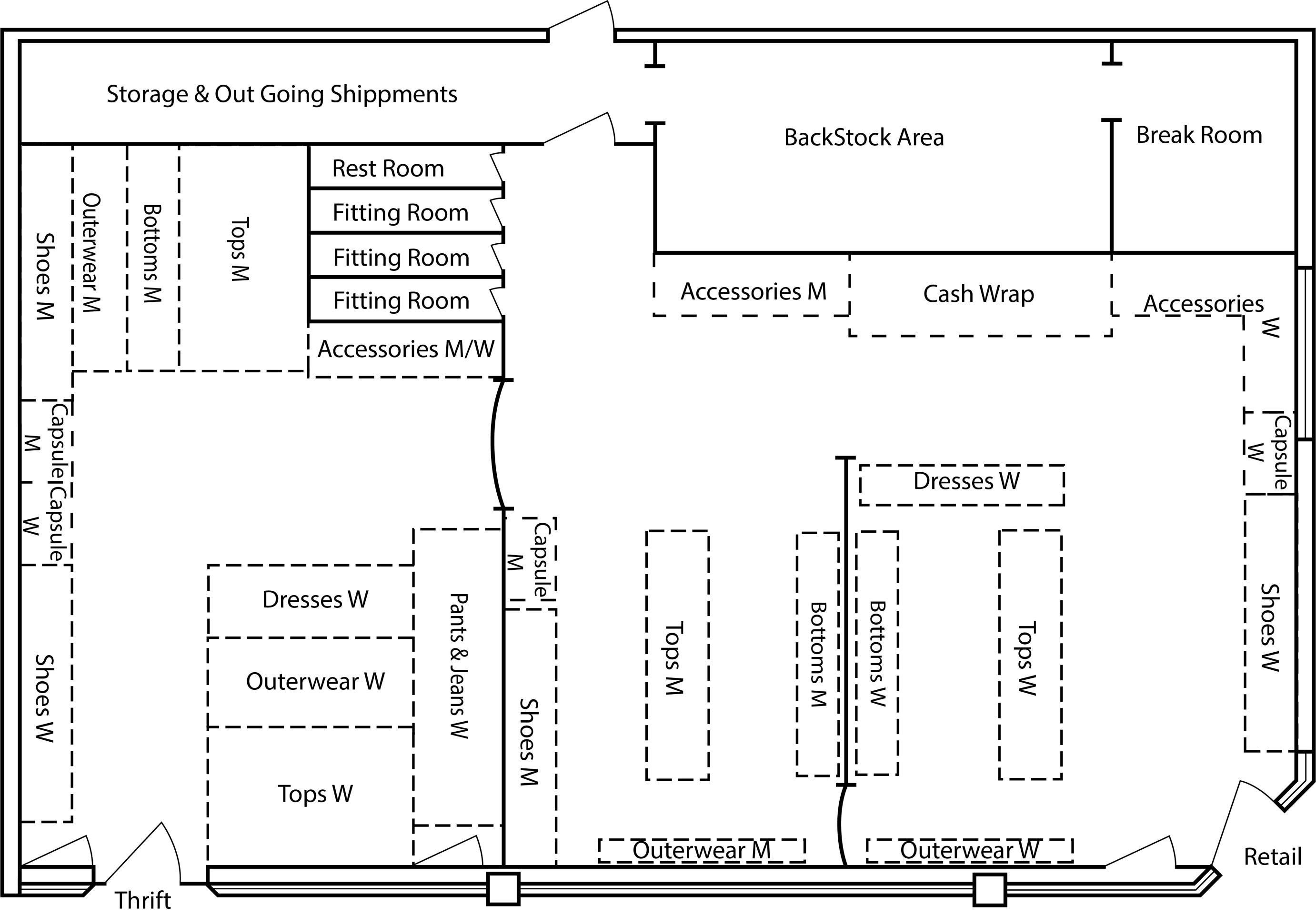


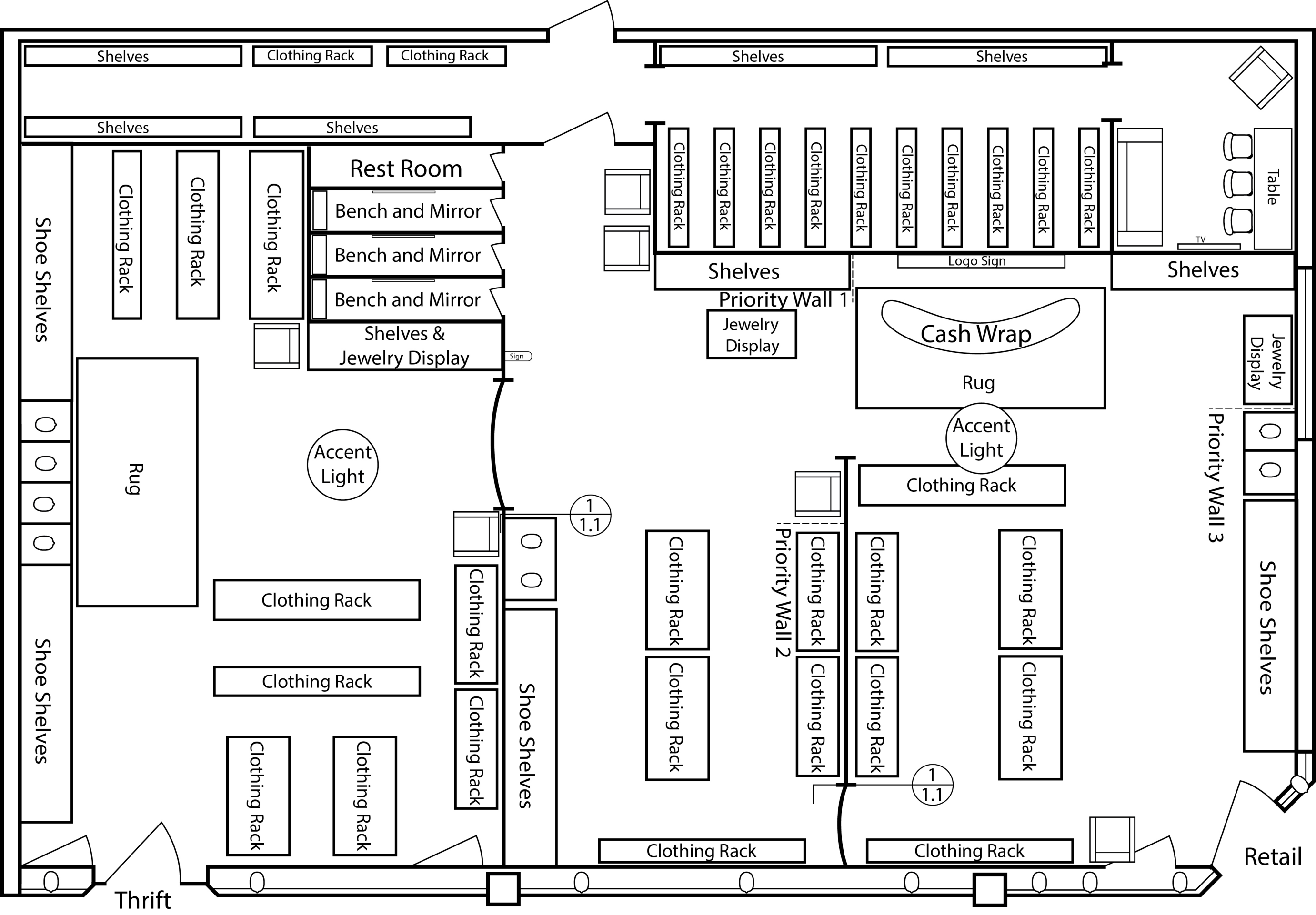


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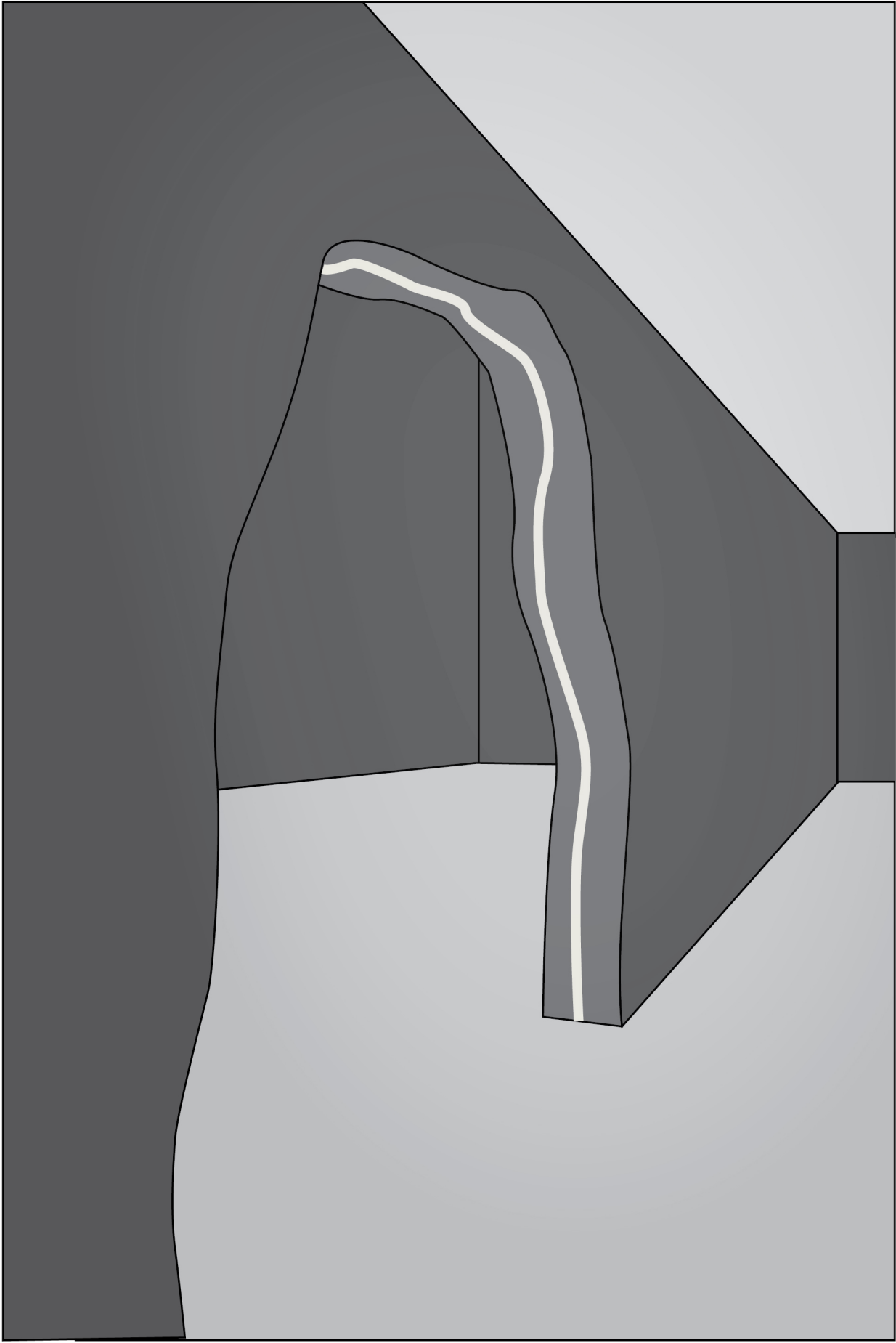
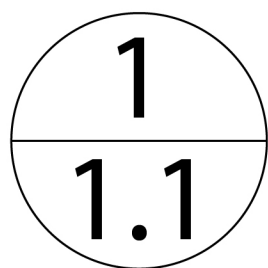








Section



Doorway With
LED Lights