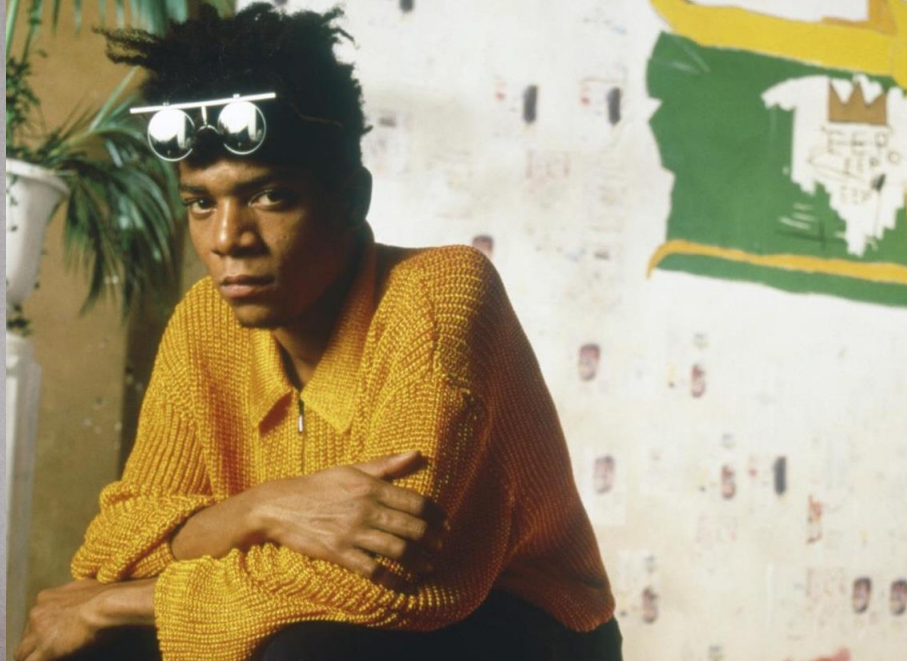






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Introduction

Balenciaga, the iconic French fashion house was known for its modernity and elegance designs. However, when the new artistic director Demna Gvasalia took over the fashion house, the brand has turned into one of the hottest luxury fashion brands in the world. Balenciaga has decided to do a collaboration with Transavantgarde, downtown street artist Jean-Michel Basquiat, through the Basquiat Estate. The collaboration will educate and tell the story of a brilliant artist to our current and future clientele. Not only will the products be works of art but the profit made from the auction pieces will 100% go to charities "to help the young artists of the future generation." says Gvasalia



That's why we would like to obtain a loan from the bank of £15,000 to put towards the rest of our budget so that we can market this collection. Through this business plan, we will provide you will evidence and reason why the bank should grant us the loan.

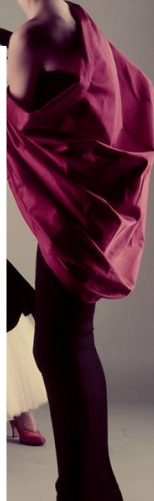
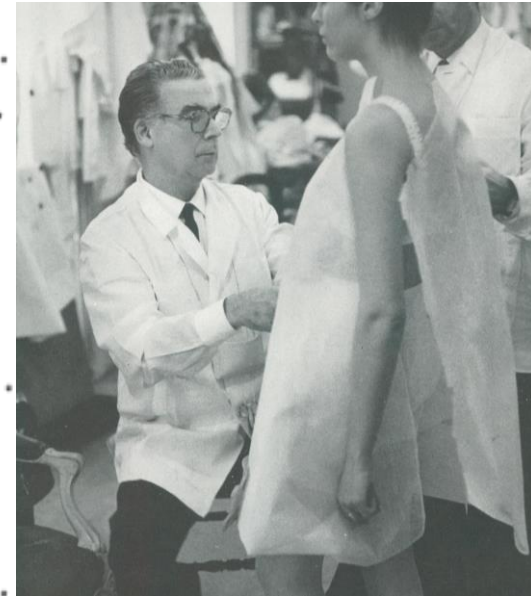
BALENCIAGA

*"It is important to know the past
in order to build the future" -
Demna Gvasalia*

Cristóbal Balenciaga was has a couturier like no other and his training was what set him apart from other, with his skill in every stage of the making process. He believed that a garment started from the fabric and stated that "it's the fabric that decides".

With his years of knowledge he decided to open his first fashion house Eisa in 1917. He then moved to Paris in 1937 where his established fashion house carried on until his death in 1968. In that period of time, he created amazing pieces of work inspired by his Spanish heritage.

Then in the 1950's he created revolutionary garments with shapes never before seen in women's fashion. He believed that "A couturier must be an architect for design, a sculptor for shape, a painter for color, a musician for harmony, and a philosopher for temperance." Even though the house was closed in 1968 after his death it was reopened in 1986 with new creative directors that took the foundation he laid with its creation and teaching to share it with the future generation.



Jean-Michel Basquiat

Jean-Michel Basquiat is one of the most talented black artists that created revolutionary pieces of work from the late 70's to the early 80's. He lived in downtown New York which was a creative heaven in the 1970' where his career started as SAMO (Same Old Shit) partnering with Al Diaz to create conceptual graffiti. He was the writer of the duo and he was like a street philosopher poet that wrote multiple choice questions on the walls asking complex questions about values.

Then by the early 1980's, he was an international sensation in the art world. His artwork shows "vibrant, raw imagery, abounding with fragments of bold capitalised text, offers

insights into both his encyclopedic interests and his experience as a young black artist with no formal training." (Barbican)

However, his life came to a tragic end in 1988 at the age of 27, where he dies of a drug overdose. Even though his life was cut short his voice is still powerful and can be heard and seen through is work that is around to inspire and educate our generation and future generations to come as Fred Braithwaite said Jean-Michel Basquiat "lived like a flame. He burned really bright. Then the fire went out. But the embers are still hot" (Fred Brathwaite aka Fab 5 Freddy).



IT'S AMAZING AND HUMBLING HOW JOHN MICHELL SPEAKS TO NOT ONLY TO MY GENERATION BUT THE GENERATION OF MY CHILDREN AND HOW POWERFUL HIS VOICE IS EVEN 30 YEARS LATER." - JEANINE BASQUIAT, SISTER

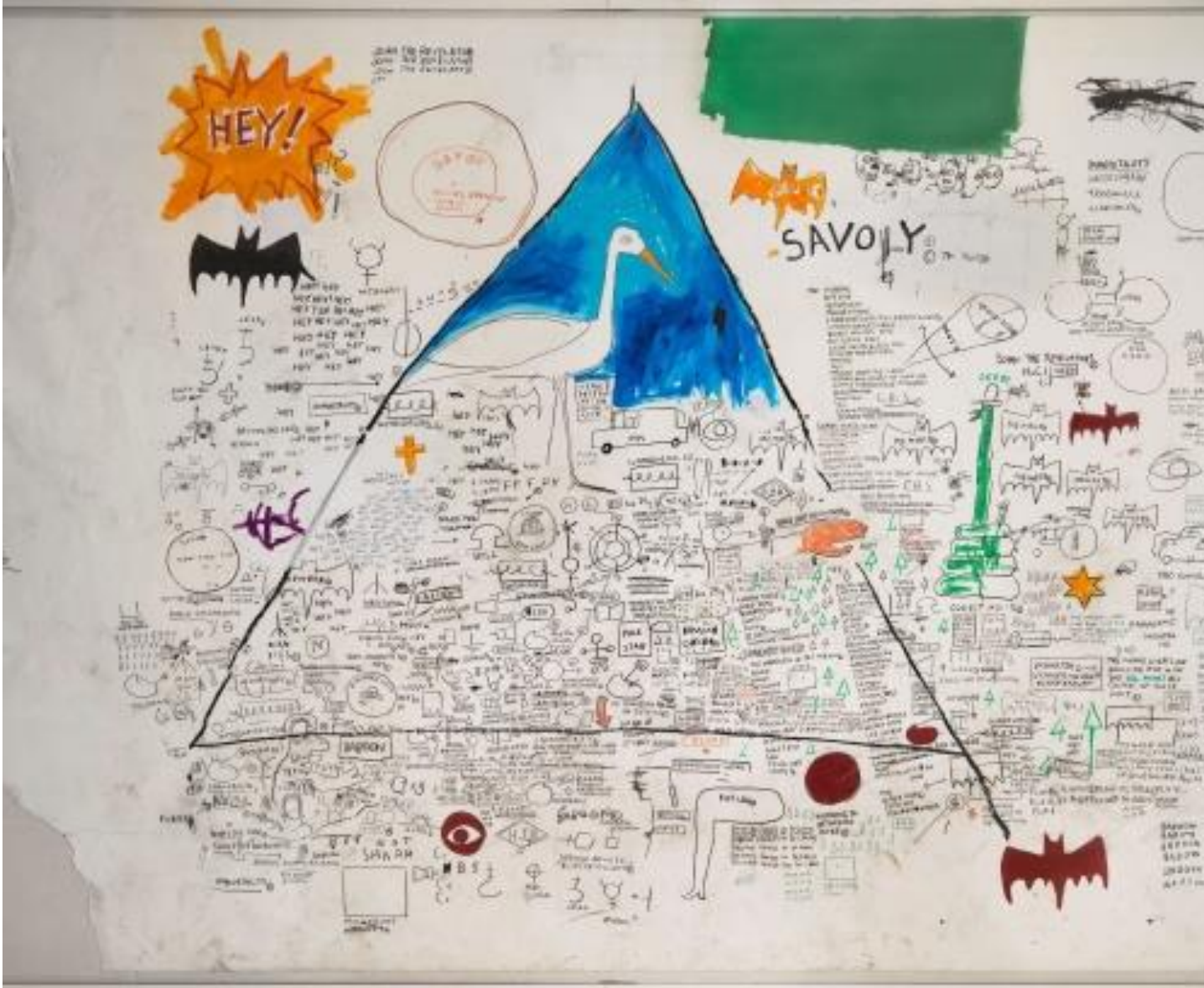
Mission Statement

- We strive to maintain our brand's heritage that our founder Cristobal Balenciaga build this fashion house on that the designer must "be an architect for design, a sculptor for shape, a painter for color, a musician for harmony, and a philosopher for temperance."
- Our newest collection will pay tribute to one of the greatest artists of the neo-expression movement through our own art form fashion. We believe that with this collaboration our responsibility is to Basquiat, the estate, customers, the art world and all others who will use our product.
- We are responsible to use is his work to educate the younger generation. We must respect his dignity and recognise his troubles. While aiming to bring awareness to mental issues, the abuse of drugs and money management in the creative industry. We will provide ways to help the younger generation not avoid these issues but tackle them head-on.



Aims & Objectives

We at Balenciaga believe that the aims and object of this collaboration are important so that they can help the brand identify what this collaboration wants to achieve by the time it is completed. The purpose of setting these aims and objectives is to help the departments when they are planning and creating for this collaboration know what needs to be taken into consideration so that they are all on the same page.



Aims & Objectives



Copyright © 2012 Condé Nast

Aim: To educate and provide help on mental illness, drugs and money management.

Objectives: To create master classes and have people in both the Fashion Industry and Art Industry share their experience. The master classes will be available to be booked online. The lecture for the master class will be volunteering their time to this as it helps the younger generation. The lecture will take place at the same time for every talk has to allow time for travel and work delays.

Aim: To grow a larger customer base with the younger age group.

Objectives: To create a streetwear collection that applies to the younger market that will be available at a lower price point. This will allow the market shares to increase and we can monitor how fast the collection pieces are selling and to what age group within a four-month period when the collection sells out.

Aim: To spread Balenciaga influence into the Art Industry.

Objectives: To infiltrate the Art industry customer clientele while maintaining and increasing market share in current areas. This will be done through the way we launch the collection and how we market and promote the collection.

Aim: To spread Basquiat Art more in the Fashion Industry.

Objectives: We aim to use this collection to educate the fashion crowd about what type of art Basquiat created and the impact he had on the art scene through the use of the website, social media and the promotion and marketing campaign. This will be done through the whole launching process of the collection.



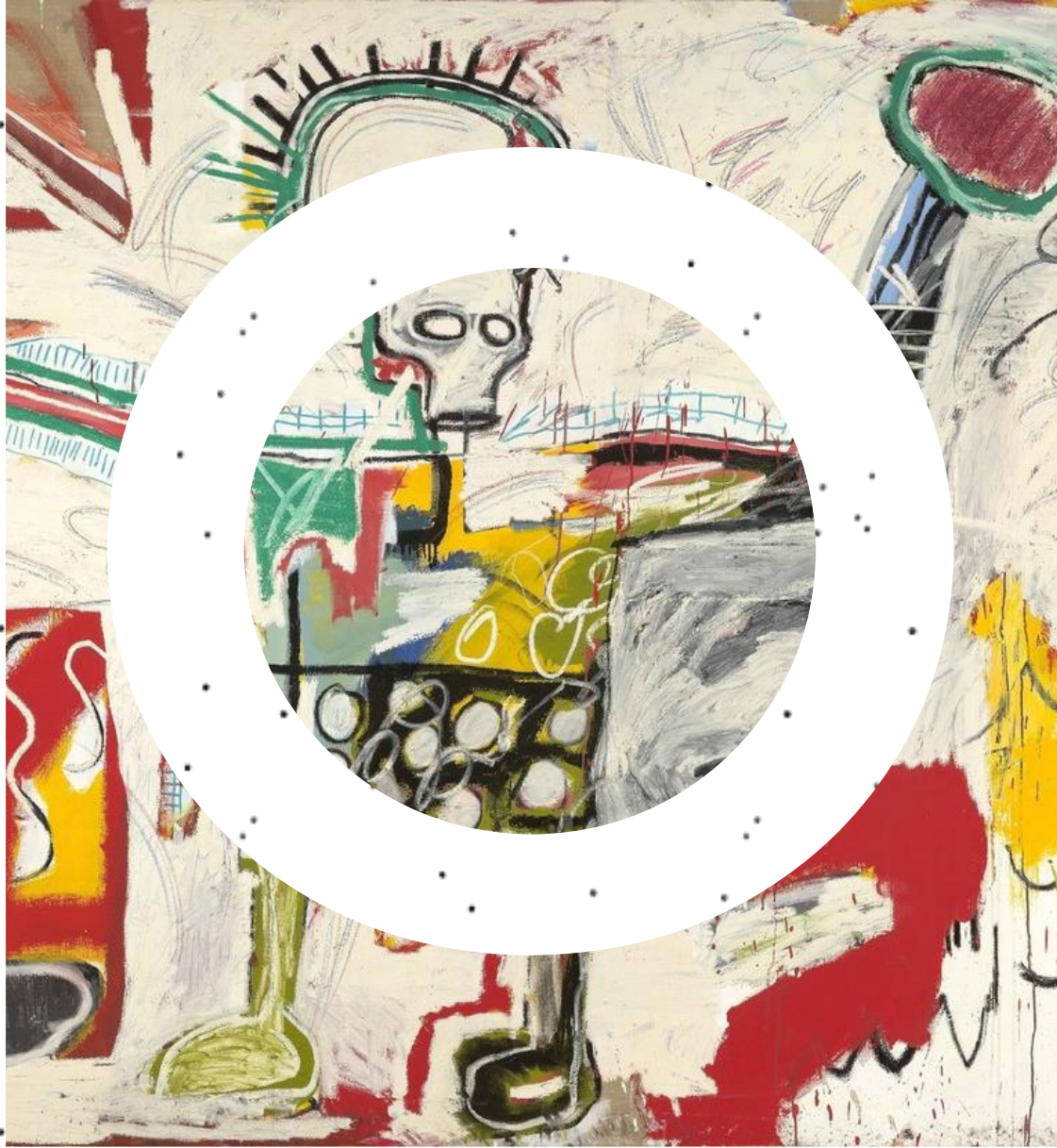
Strength

- ✓ The collaboration will bring in wider customer range
- ✓ Increase online presence and brand interaction
- ✓ Will create recognition and customers in the younger target market
- ✓ Will increase sales and market shares

Weakness

- ✓ Collection will only be available for a short period of time
- ✓ Will be watched and inspected to see if it is appropriating a black artist
- ✓ Known for their high pricing of product





- ✓ Expand the Basquiat Collaboration to do a mini Home range with unique pieces.
- ✓ Establish a Charity to help young professional in the creative industry
- ✓ Do other collaboration with designers or artist to raise money for charity
- ✓ Redesign a new website for the Balenciaga Brand

Opportunities



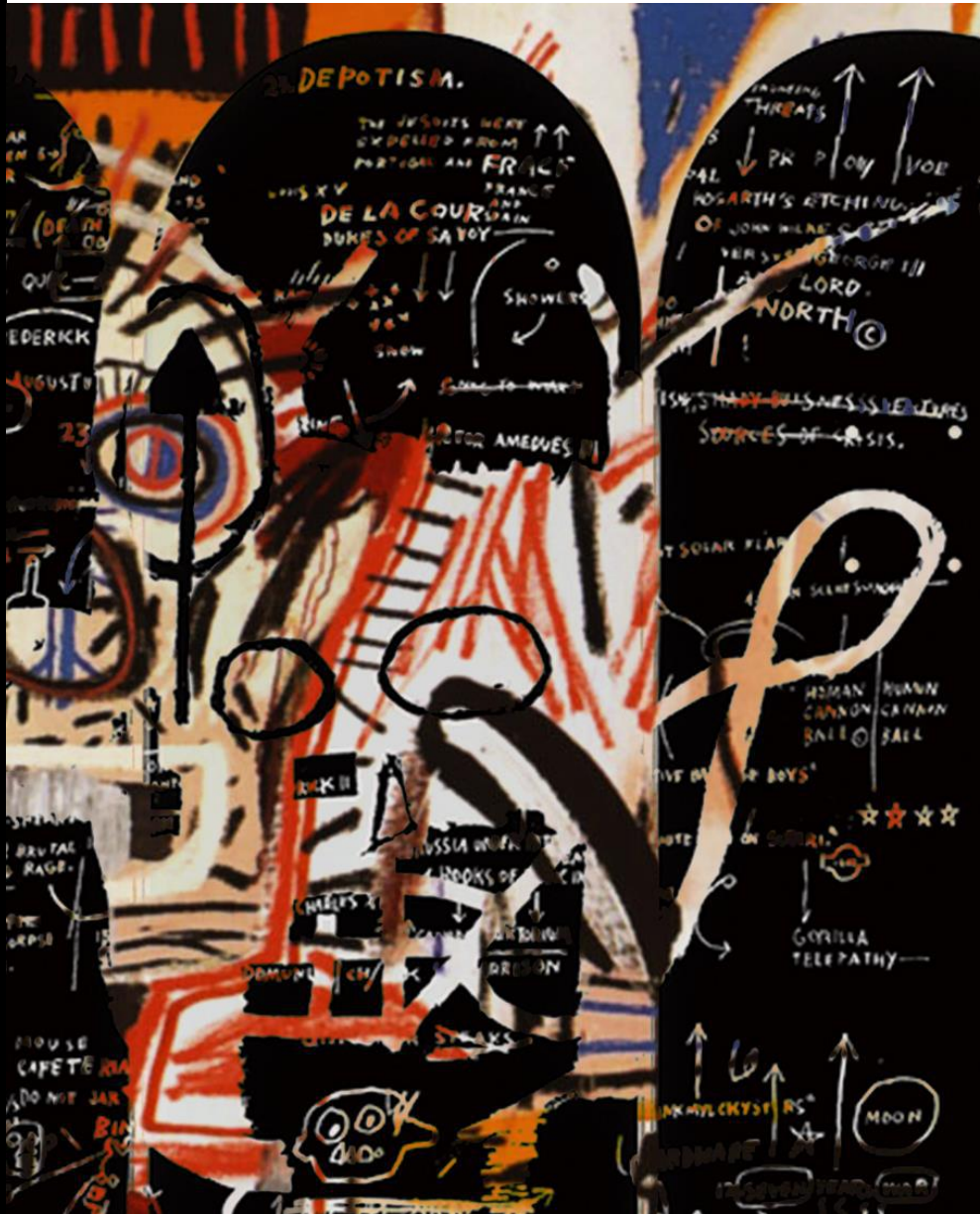
Threat



- ✓ There has already been collaboration done with Basquiat buy other brands, so people might get tired of Basquiat
- ✓ Lower cost of other collection clothes

POLITICAL

P



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- ✓ Brexit has reduced the value of the pound in different currency, so this will make it hard for trading.
- ✓ Brexit has caused trade deals to stall due to companies not knowing how it will affect their business.
- ✓ With the US the new President is already causing political mayhem, and these could start to affect the American sales.
- ✓ Due to terrorism act and political instability has affected the middle eastern countries sale.



- ✓ The profits across Europe have decreased due to the terror scares happening across the EU.
- ✓ The Chinese market was volatility 2016/2017 which still has an effect on the world economy.
- ✓ The current weakness of the pound since Brexit has affected the economy because all the other countries currency is fluctuating.
- ✓ With the US the new President is already causing political mayhem, and these could start to affect the American sales.
- ✓ The rise in labour and production cost of raw material will have led to a financial burden for companies and has risen their sale cost.

Social

S



P E S T E L

- ✓ Discussing the darker side of the creative industry when it came to mental illness, drug and alcohol abuse.
- ✓ Working with and creating charities to better help the younger generation.
- ✓ Making sure we also take into consideration the mental and physical health of all our working at every stage of the supply chain.
- ✓ Making sure we educate our workers at every stage of the supply chain along without customers about what mental illness can do and how to tackle it.

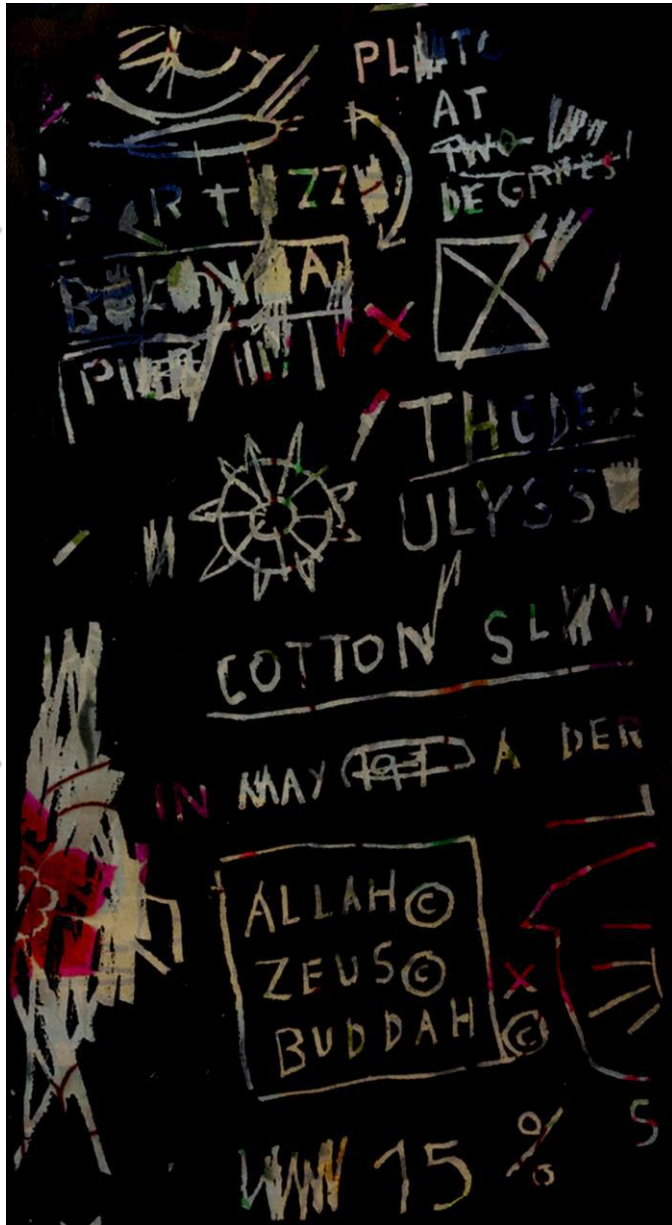
T



- ✓ Become a Multi channel brand globally.
- ✓ New website that is very current and utilising more interventive.
- ✓ Increase use of social media to tell stories so create an app that is interactive and that shows all of Balenciaga rich history.
- ✓ Increase use of mobile apps so develop a e-commerce app that will allow you to purchase their clothing from any company they are hosting with.

Environmental

E



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- ✓ Using sustainable materials possible or improving the materials we work with.
- ✓ Making sure that when we use raw material where the source in the more ethical way.
- ✓ Using materials such as re-engineered cashmere, vegetarian leather and organic cotton.
- ✓ Making sure we take into consideration the weather condition in the countries we are manufacturing in and how it will affect the products being completed by the deadline.

POLITICAL

L



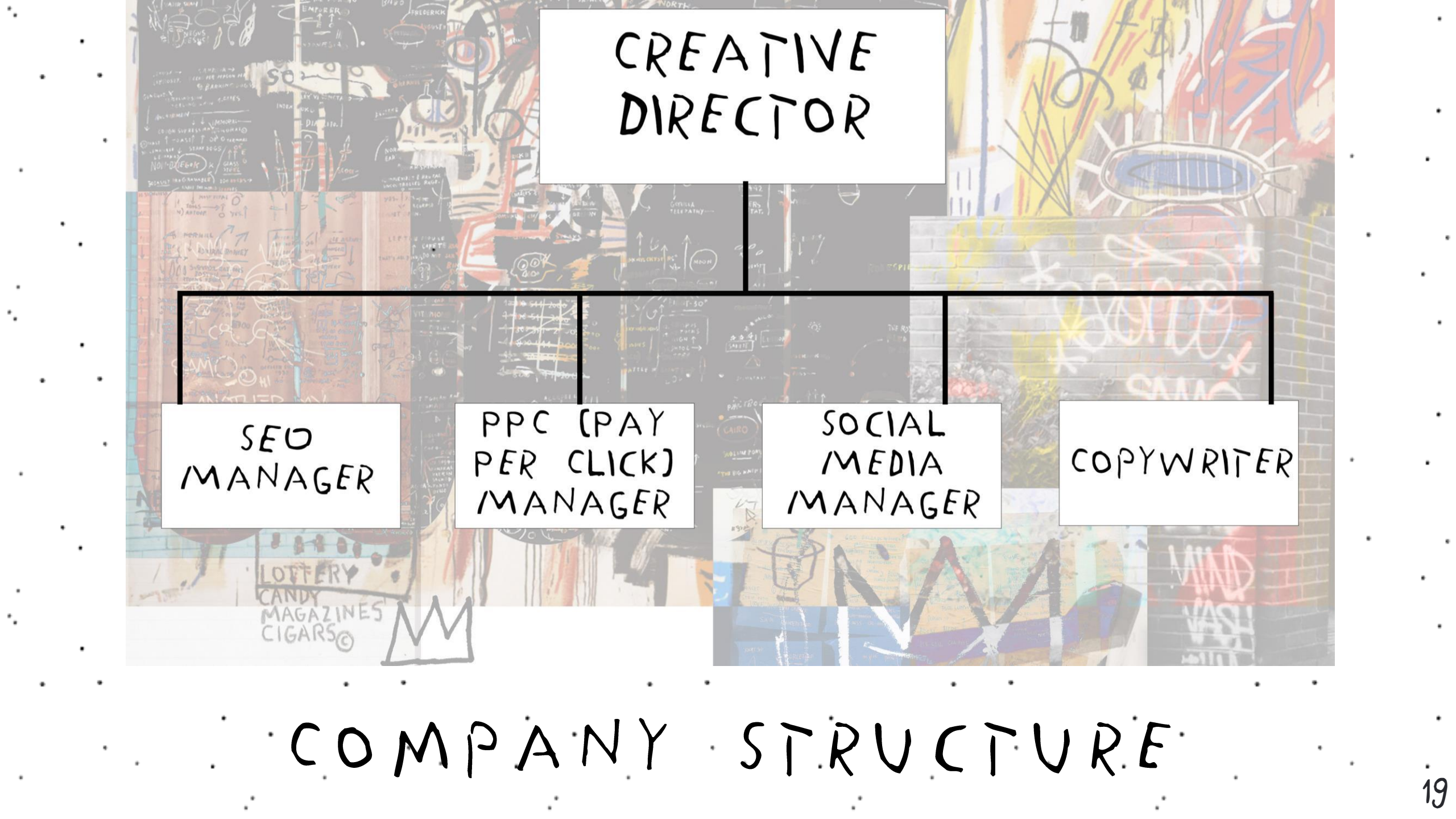
- ✓ The rights to use his artwork for this collaboration will make sure to get permission from the Basquiat Estate.
- ✓ Copyright the patterns created with his work so that other retailers can't use the patterns.
- ✓ Also, keep on top of the Chinese market making knockoffs of the collection and inform the customers how to know they are buying the genuine clothing.
- ✓ With the new GDPR law coming into effect making sure that we are careful with our customer's information when they are ordering or signing up for our newsletter.



KPI'S

These Key Performance Indicators are important to my collaboration because it will help me to monitor the website and the success of the collaboration over the 7 months period. I have chosen the below KPI's for this collaboration as our priority focus in order to monitor the way the new target market is responding to our marketing efforts. The KPIs results will be constantly monitored and we will also maintain a report that shows an analysis on how we are doing overtime in terms of fluctuation, each time we launch something new about the collection, or when we executing a key element in our marketing plan. The KPI's are:

- ✓ Qualified the amount of lead over the next 7 months.
- ✓ 5 % Increase in Brand awareness 3 months into the collaboration.
- ✓ To raise social présence by 8% over the next 7 months.
- ✓ Increase social interaction over 3 months during the launch period.
- ✓ Raise £2 million for charity over the next 7 months



CREATIVE
DIRECTOR

SEO
MANAGER

PPC (PAY
PER CLICK)
MANAGER

SOCIAL
MEDIA
MANAGER

COPYWRITER

COMPANY STRUCTURE

Creative Director

Will work with the creative team to create content that stays true to the brand but also pleases the client. They will have to create a plan that will deliver a clear vision to the clients. They will be supervising the entire creative process and guiding the team to achieve the desired marketing plan. Although they have to manage the creative team, their own responsibilities include:

- ✓ Design innovative clothing
- ✓ Developing ideas for advertising or promotional campaigns
- ✓ Presenting concepts to directors
- ✓ Build a healthy creative environment
- ✓ Overseeing teams ideas and project
- ✓ Overseeing projects from start to finish, while keeping to deadlines.





Copywriter

Will work with project briefs to create, develop and produce an effective advertising campaign. They will have to provide the written words('copy') for the advertising campaign such as slogans, creating headlines, catchphrases, straplines and body copy for print or web. Also, writing for web advertising, social media and mobile applications. While working in partnership with the creative team they have to also :

- ✓ Monitor the effectiveness of the advertising campaigns
- ✓ Keep up to date with popular culture and trends
- ✓ Proofread copy to check spelling and grammar
- ✓ Write clear, persuasive, original copy
- ✓ Develop creative ideas and concepts
- ✓ Revise or redevelop adverts or campaigns in response to feedback from the creative director, account team or clients

Social Media Manager

Will manage the brand's social media strategy to boost visibility and customer and client engagement. They will manage the brand's online presence by developing a strategy, produce good content, analysing usage data, provide good customer service and managing campaigns and projects. To achieve a good media strategy they must also :

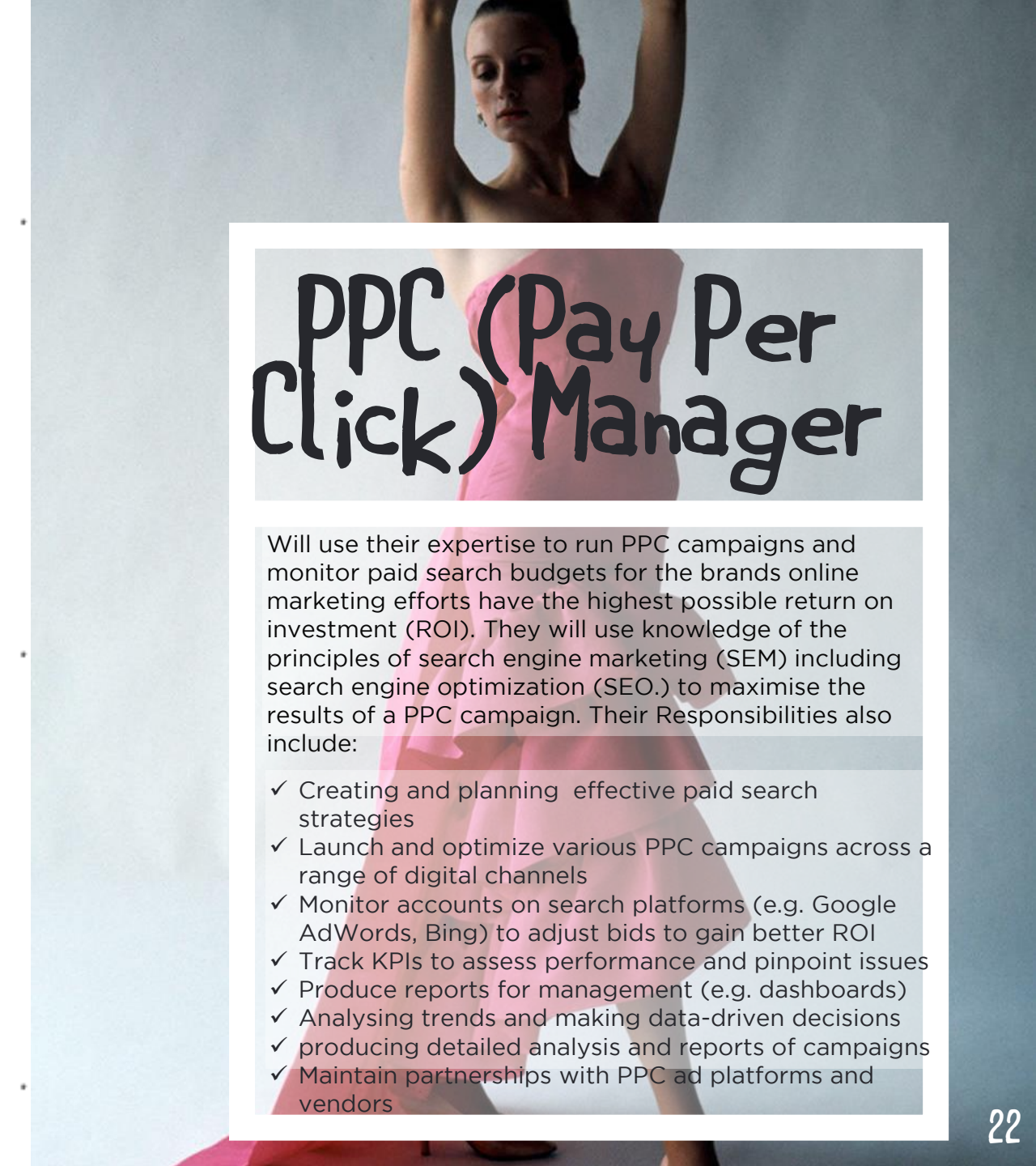
- ✓ Responsibilities of a social media manager
- ✓ Manage all social media channels
- ✓ Write engaging blog posts and articles
- ✓ Set goals to increase brand awareness and increase engagement
- ✓ Build key relationships with influencers across the social media platforms
- ✓ Create engaging multimedia content or outsource this effectively
- ✓ Monitor and report on performance on social media platforms using tools such as Google Analytics

A woman in a red dress is seen from behind, standing in a room with ornate white wall decorations and a large window. The text 'SEO Manager' is overlaid in a white, handwritten-style font on a dark rectangular background.

SEO Manager

Will have to ensure that content is search-engine friendly and optimized onsite and off-site to increase our company's profitability. While also identify strategies, techniques and tactics to increase the number of visitors to a website and obtain a high-ranking placement in the search results page and search engines. They should be a skilled communicator and able to collaborate with various teams. Their responsibilities also include:

- ✓ Develop and integrate successful SEO strategies
- ✓ Manage team of SEO Specialists
- ✓ Conduct keyword research to guide content teams
- ✓ Optimize website content, landing pages and paid search copy
- ✓ Direct off-page optimization projects (e.g. link-building)
- ✓ Collect data and report on traffic, rankings and other SEO aspects
- ✓ Work with social media and PPC teams to optimize campaigns
- ✓ Drive targeted and loyal traffic to a website by community building

A woman in a pink dress is shown from the waist up, with her arms raised in the air. The text 'PPC (Pay Per Click) Manager' is overlaid in a black, handwritten-style font on a light gray rectangular background.

PPC (Pay Per Click) Manager

Will use their expertise to run PPC campaigns and monitor paid search budgets for the brands online marketing efforts have the highest possible return on investment (ROI). They will use knowledge of the principles of search engine marketing (SEM) including search engine optimization (SEO) to maximise the results of a PPC campaign. Their Responsibilities also include:

- ✓ Creating and planning effective paid search strategies
- ✓ Launch and optimize various PPC campaigns across a range of digital channels
- ✓ Monitor accounts on search platforms (e.g. Google AdWords, Bing) to adjust bids to gain better ROI
- ✓ Track KPIs to assess performance and pinpoint issues
- ✓ Produce reports for management (e.g. dashboards)
- ✓ Analysing trends and making data-driven decisions
- ✓ producing detailed analysis and reports of campaigns
- ✓ Maintain partnerships with PPC ad platforms and vendors



WORK TOGETHER TO ACHIEVE KPI'S

During this collaboration, the department will all work together to make sure that this campaign is successful. When it comes to the creative director he will be working closely with the whole creative team to make sure that all the KPI's above are met by the end of this campaign. By supervising the entire creative process and guiding the team to achieve the desired marketing plan, along with developing ideas for the campaign. While the PPC manager will be working to make sure that every single PPC campaign will be matched to different objective and KPI until the end of the collaboration.

Furthermore, the SEO manager will be looking at the KPI's and Metric to measure and track which clientele are visiting the website and how to increase the number of the younger clientele to visit the website. While also monitoring if the website has gained a high-ranking on the search results page and search engines.

In addition, the Social Media Manager will be developing engaging post to boost customer interaction. Also, they will be measuring the KPI's and metric so they can find out how well the campaign is performing and what the young clientele is saying about the brand and if they need to develop a new social media strategy for the campaign.

What's More, the Copywriter will be creating and writing the copy and proofread all the copy written by the other departments for the whole campaign. In addition to monitoring the effectiveness of the advertising campaigns and tracking to see if they meet the KPI's.

In conclusion, they will all be working together as a team to make sure that all their departments have met these criteria to complete the KPI's and objects' set by brand for this collaboration. They will then use the result they received at different stages of the campaign to see if they need to make any changes to achieve a creative success.

Social Responsibility Commitment

At Balenciaga, we aim to push our brand beyond the limits and drive our brand to change our environmental, ethical and social responsibilities for the future. We will begin our journey with this collaboration to start a new beginning for this fashion house. Above all, we as a brand care about our impact on the world and plan to implement ethical fashion into our brand for the future. With this collaboration, we aim to focus on our social commitment and our environmental footprint.

With this collaboration, we as a brand would like to tackle the darker side of the creative industry that Basquiat himself experienced when it came to mental illness, drug and alcohol abuse. We as a brand would like to gain a younger employee and we believe it's our responsibility to face these problem head-ons.

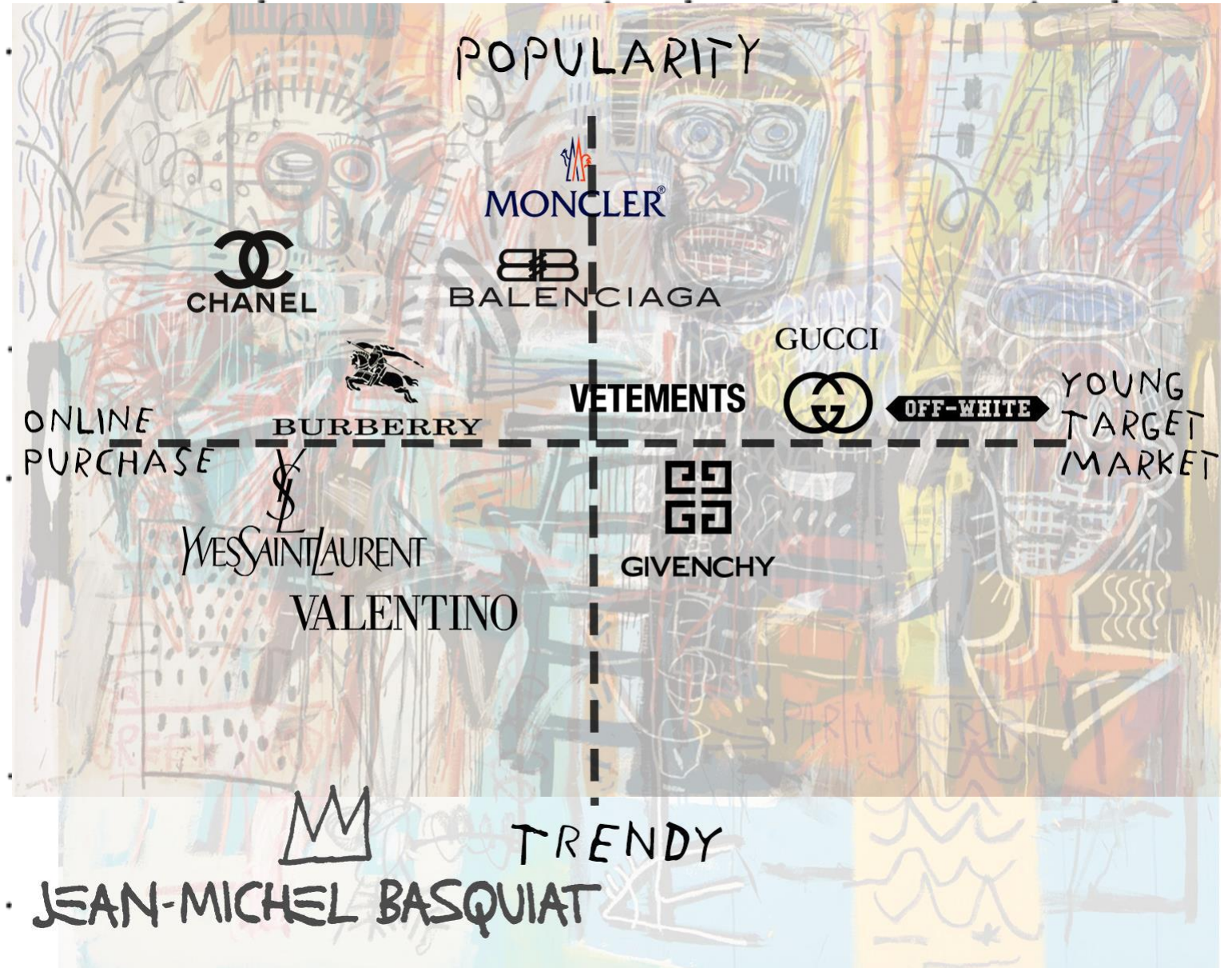
We would like to bring an end to the fact that when the workers are overworked and they need help to driver creativity and then to switch off they will turn to drugs, alcohol and pills. Studies have shown that workers have "far more pressure on people to be creative all the time, to be productive". According (Dr. Carolyn), a subject director of psychology at the London College of Fashion: "You've got to be perfect and you've got to be on the ball all the time". We as a brand would like a master class and have people with experience who have dealt with these issues to share their thoughts. In addition, to organise training and coaching courses on how to manage time, stress and money while working within the creative industry.

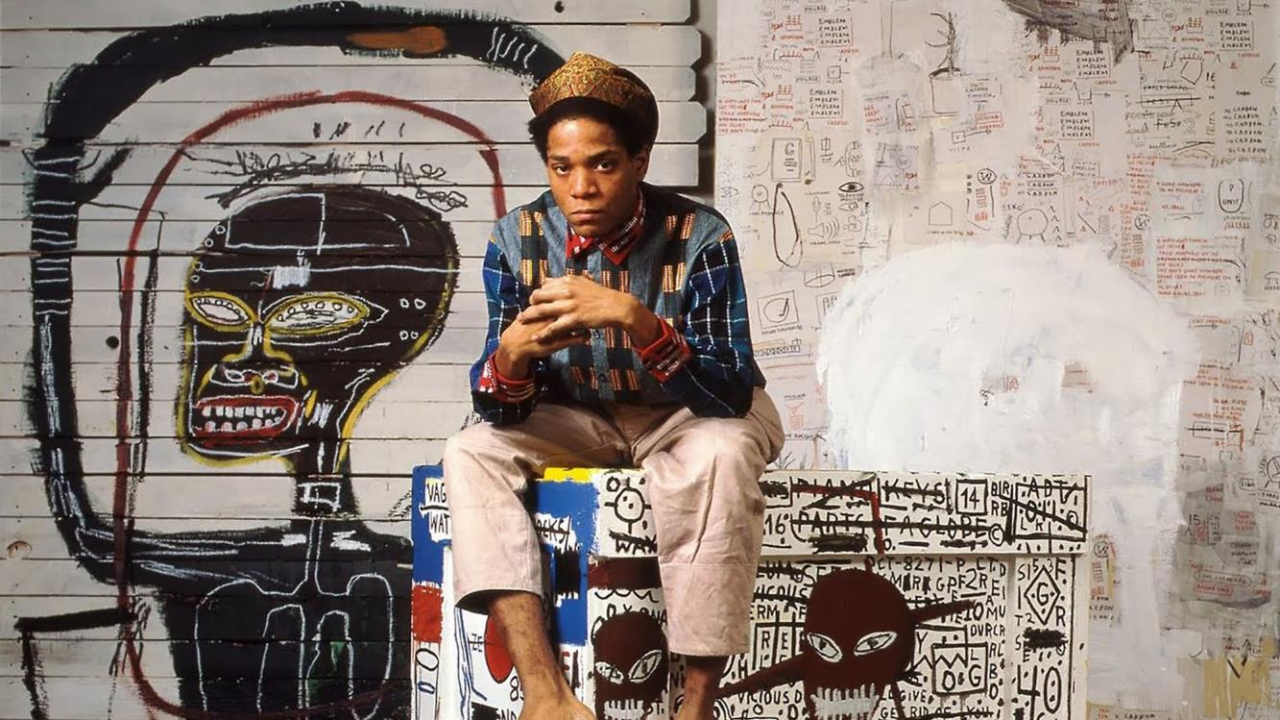
We as a brand know that fashion is the second most polluted industry in the world. With the industry, we create greenhouse emissions of 1.2 billion tonnes a year - larger than that of international flight and shipping combined. In addition, a truckload of clothing is wasted every second across the world. So this capsule collection has been designed with plant and people in mind. We aim to use the most durable and sustainable materials possible through using and improving the materials we work with. This collaboration will use materials such as re-engineered cashmere, vegetarian leather, organic cotton and other eco-friendly materials.



Market Position

The above Marketing Position shows that Balenciaga brand position has more e-commerce purchase when compared to the other brands, as well as being Trendy and reaching out to the younger target market. In addition, for the past 2 years, Balenciaga has been either Number 1 or 2 positions for the hottest brand in the luxury world Business of Fashion. The brand has also become more popular with the younger market because of celebrities such as Rihanna, the Kardashians and the Jenner family.





'PAY TRIBUTE TO
ONE OF THE
GREATEST
ARTISTS OF THE
80'S THROUGH
FASHION'

What makes us different?

Therefore, it has proven that this collection will work and apply to the younger clientele. So to make sure the collection successfully I recommend a lower price than that of Balenciaga, so the younger clientele are able to afford it. To also make the younger clientele interested in the collection when we market it we need to make sure we make them know that there limited pieces in the collection that only have a small quantity made. However there will be other pieces of the collection that is exclusive not limited which will have designs that are risky but also traditional pieces.

The main unique selling point of this collection is that it will pay tribute to one of the greatest artists of the 80's through fashion. While bringing awareness to mental issues and the abuse of drugs in the creative industry. The profits made from the auction will go to charities that help the youth who wants to work in the industry gain tools to progress in a healthy way.

With the money going to charities that are helping their age group - they are more likely to buy and promote the product on social media themselves which will bring more attention to the brand.

Marketing Plan



STUPID GAMES BAD IDEAS



The new marketing plan has to reflect the collaboration mission statement: "We are responsible to use his work to educate the younger generation".



STUPID GAMES BAD IDEAS

Balenciaga is a brand that prides itself on its heritage but also like to update its image and tries to bring new life to the brand. The new Creative Director is known for taking the risk but he's also trying to bring Balenciaga into the digital age of retail. With that in mind, this collaboration will bring in the younger clientele that Balenciaga had been trying to get for the past few years. The objectives of this collaboration are to:

- ✓ To increase our younger clientele market through the use of social media platform that the brand owner.
- ✓ To raise as much money as we can through the digital marketing campaign.
- ✓ To educate the younger target market in the creative marked the dark side of the industry and how to tackle it.

To achieve these objectives, we need to get a £15,000 loan from the bank to help complete the budget that Balenciaga has set aside for this collaboration. The marketing plan for the collaboration below is to showcase what we will achieve by utilising the existing budget we have in place and the £15,000 we hope to acquire from the bank to help make this collaboration an unforgettable but also a charitable partnership that gives back and helps grow the younger generation.

The campaign strategy will involve three stages: pre-launch, events, Auctions, Collection launch and after- launch. The most attention will be paid to the pre-launch activities that will run for 10 weeks leading up to the auction then launch. The campaign will target the UK clientele and also globally and will involve the celebrity, international bloggers/influencers to generate social media hype.



'GUESS WHO'S BALENCIAGA NEW PARTNER'

The collaboration will be announced during the middle of June and will be launched on all the brand social media platforms. This is to get the target clientele involved and also to get them hyped from the beginning. The first images that will set the buzz for the collection will start with the main images blurred out with maybe 'Guess who's Balenciaga new partner' and then in a few days, the full image will be launched.

The social media launch will help us to monitor the response to see what the target audience and the general public things along with which media outlets will pick up the story. We can then see if what the media are saying is negative or positive, so that we can review and change the future marketing elements of the campaign.

Then after we have announced the collaboration we then announce the auction, a few weeks later and how we plan to do good with the money. The auction will be eight pieces and one piece will go live for action every Thursday.

However, leading up to the auction going live we will be launching the site for this collaboration that will showcase what the collection is all about and offer a sneak peak of the full collection will feature.



"GETTING THE BIDDING STARTED GO CHECK OUT THE ITEMS UP FOR AUCTION".

Furthermore, the website will function has the hosting auction house for the pieces to be bided on. Our aim is to allow the people 7 days to gather the money they want to bid on the item before it goes live for the world to bid. We will inform the masses via Social media where the auction will be taking place with a video of the website and it saying "Getting the bidding started go check out the items up for auction".

GOODIE BAG GIFT

The plan is that while the auction is going on we will be doing other promotion elements to give as much published as possible leading up to the launch of the collection at the end of August 2018. The aims are to get the press kit out to all the media outlets in the art and fashion industry. So that they know about the collection then hold a Pre-launch event for the press and the blogger/influencers so they can see the collection first. We will then give away at the end of the Pre-launch a goodie bag also containing the earring from the collection to the media.



POSTER

The other areas of advertising we would like to have a poster about the collection in all the store windows that Balenciaga sells stocking in a week leading up to the launch of the collection. This poster will be very visual and have a holographic effect so when you look at it in a different angle and light the image slightly moves. This will get the public interested in what 's going on and wanted to see and learn more about the collection.

We will also share the process on social media so having a video of getting the poster up and how it looks in person. This will bring up hype and we will have a little competition going on to see who would have the most hits from coming up with the best post to get people to bid to help charity. This will monitor to see who will win. The winner will then be invited to the launch of the collection and be able to post their images on their social media.



Launch

To start the party off you will see student dancer's blend into the pattern for this collection, the music will also be done by students. The student models will then come down the runway with the collection. While the shows are going on the collection will be made to look like they are pieces of art ready to be the auction. The party will be doing a live social media broadcast that will give the brand community a sense as if they are at the event too. Then, the catering will be done by students who are studying to be chefs.

The website will also launch the collection at midnight after the party is finished. Also for the people who turned up to the party will get an email the next day staying that "Thanks for celebrating with us I hoped you enjoyed the launched". There will also be a special announcement to inform the guess how much the auction in total has raised for charity and it will be used to announce what will happen after the collection is launched.

BALENCIAGA

Balenciaga & Basquiat Collection Live
Get 20% Off with Code: #AUCTIONGAMES

LET THE GAMES BEGIN



THANKS FOR CELEBRATING WITH US I
HOPED YOU ENJOYED THE AUCTION



BALENCIAGA.COM

[STORE LOCATOR](#)

[CUSTOMER CARE](#)

[PRIVACY POLICY](#)

BALENCIAGA

40 rue de Sèvres, 75007 Paris – RCS Paris 775 668 122

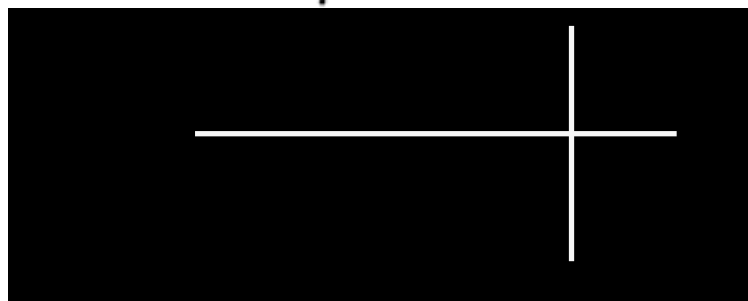
© 2017 Balenciaga If you did not request to receive this email or if you no longer wish to receive messages from us please [unsubscribe](#).

50%

The launch event is what 50% of the budget will be spending on. The money will be used to pay the students who took part in any aspect of the launch events. The students will be from institution within the creative industry who are training and educating young professional such as Condé Nast College of Fashion & Design and the Fashion Retail Academy. The launch will happen at the end of August 2018 and this will take place in a museum or an old factory in London. The tickets for the event will be available to purchase at the beginning of August with all the money going to Charity.

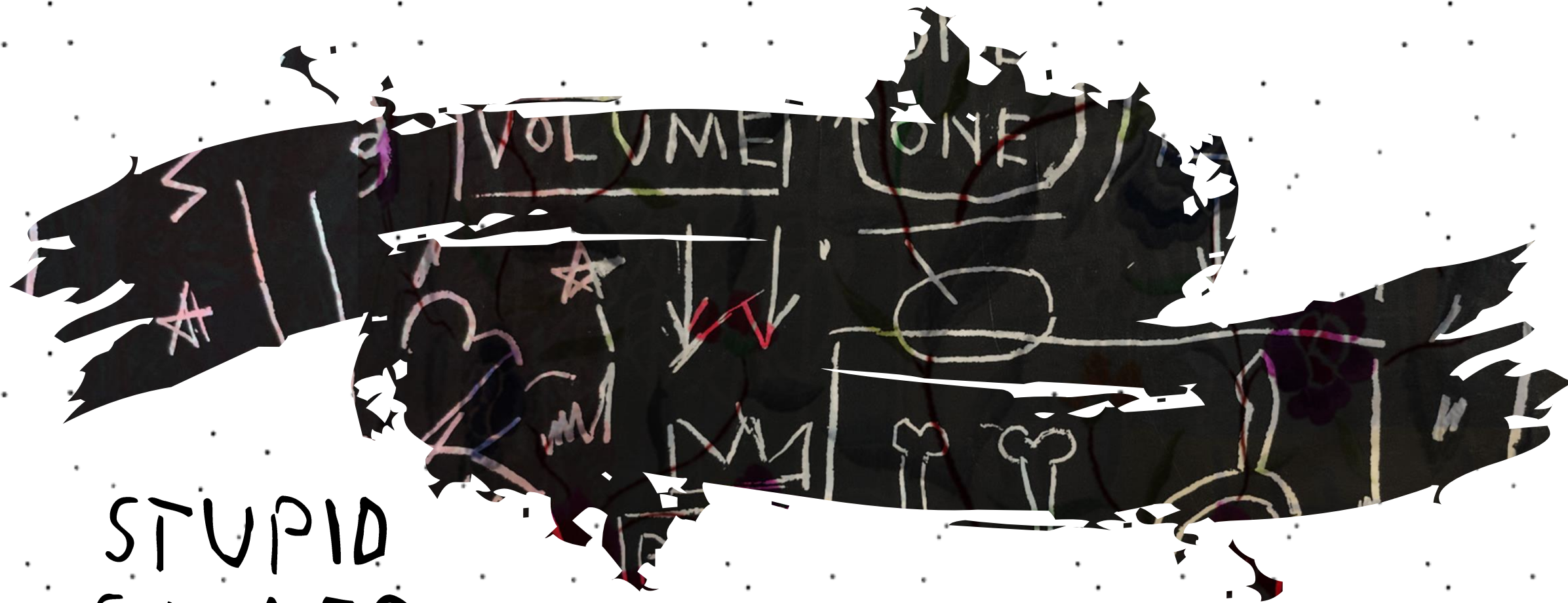
50%

The other 50% of the budget will go to help organise the master classes and sections that will have people from the creative industry share their experience. Also, there will be training and coaching courses on how to manage time, stress and money while working within the creative industry. The courses will take place in different creative schools and there will be counselling sections after the section available to anyone who thinks they are going through that at the present time. The Masterclasses will take place in one location and be available to be booked online so we can keep track of the numbers coming. In addition, this allows us to collect their email so that we can keep them up to date about the event and send them useful information.



Charity

If the organised event has been successful during the course of the collaboration, Balenciaga will aim to team up with the City Mental Health Alliance, a London-based organisation created in 2013 by a group of high-pressure businesses that it promotes discussion of mental health in the workplace. They will also be teaming up with Dr. Carolyn Mair, who is a subject director of psychology at London College of Fashion and chair of the London and home counties branch of the British Psychological Society. Together with Balenciaga, they aim to create a charity that will help the young professionals worldwide.

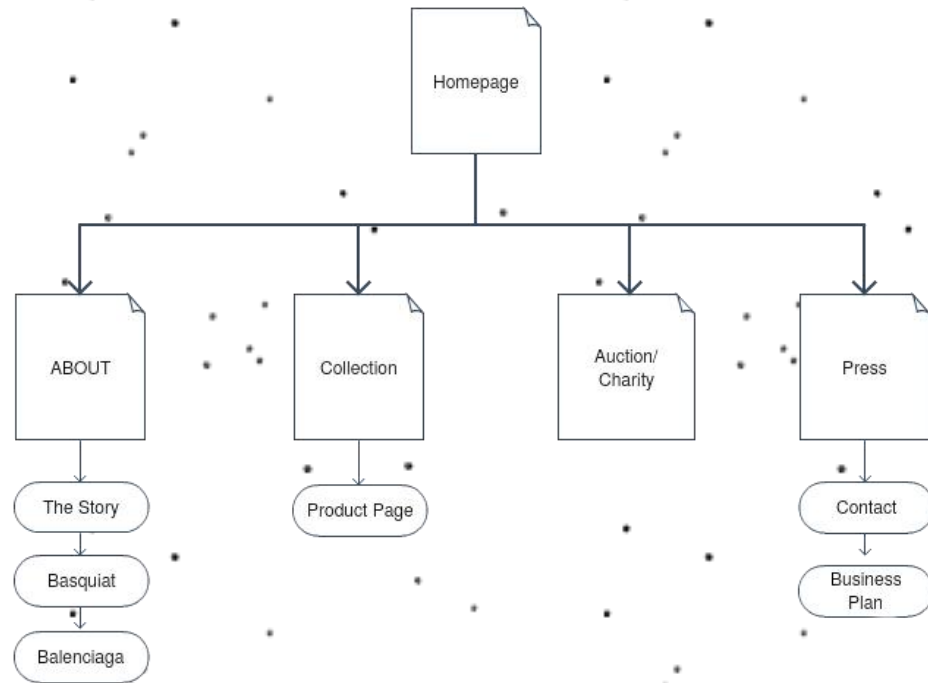


STUPID
GAMES
BAD
IDEAS

In conclusion, we Balenciaga has brand believe that we have provide you with enough reason and a breakdown of how the money will be spend of help raise money for a good cause and how it will benefit not just Balenciaga but also the younger generation.

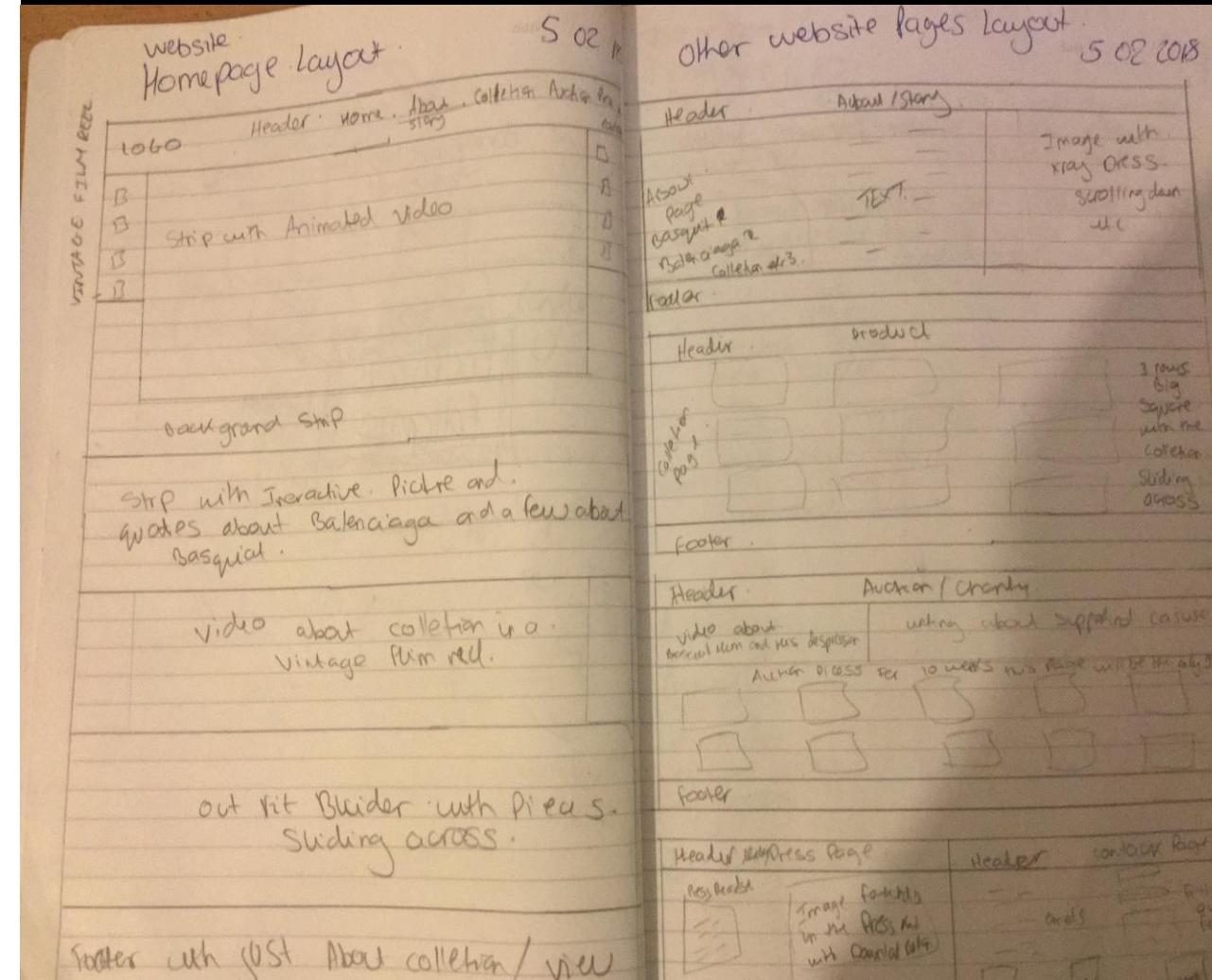
Web-based User Experience

SITE-MAP

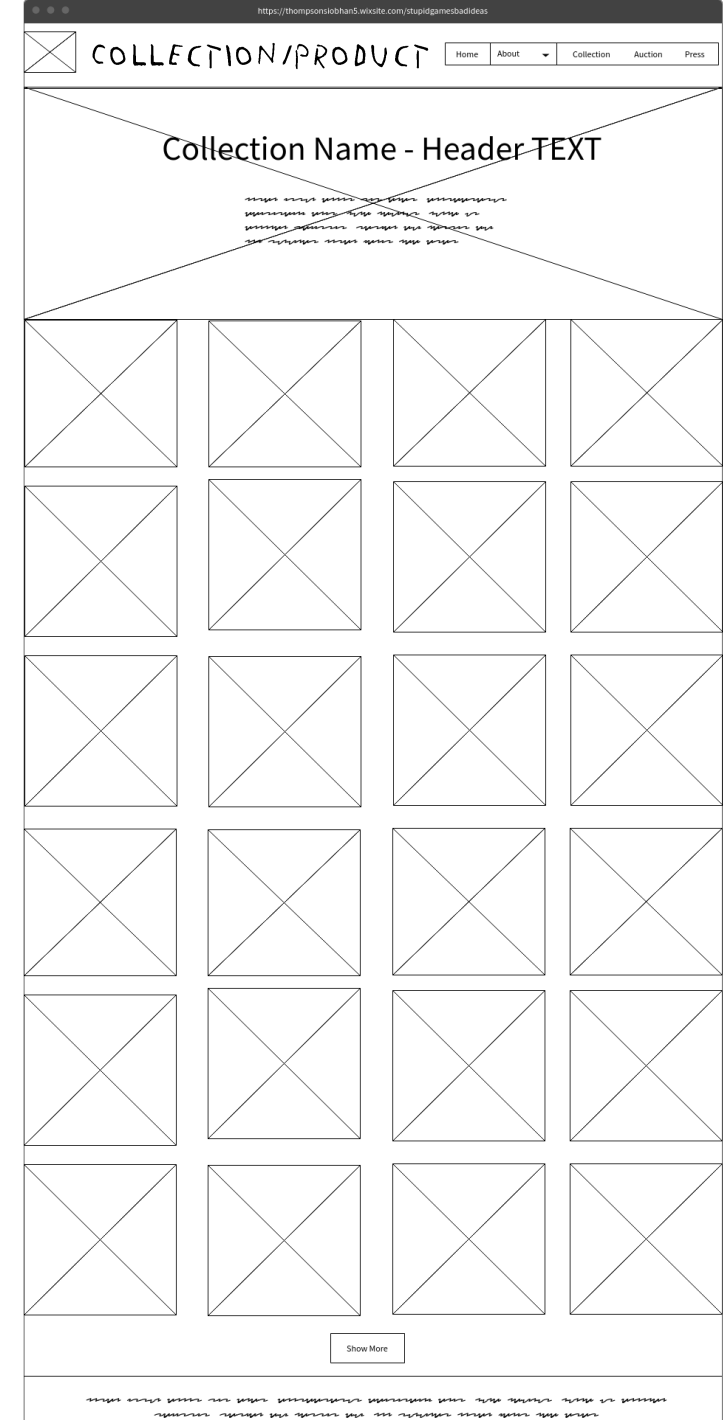
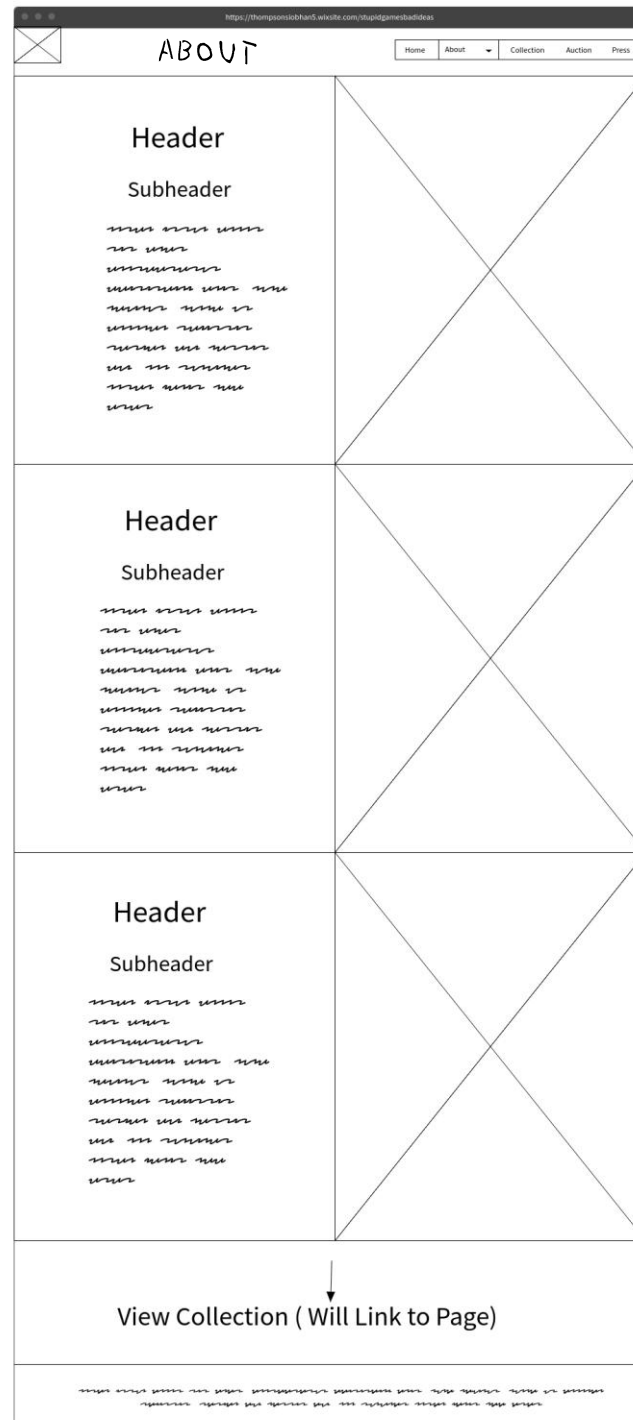
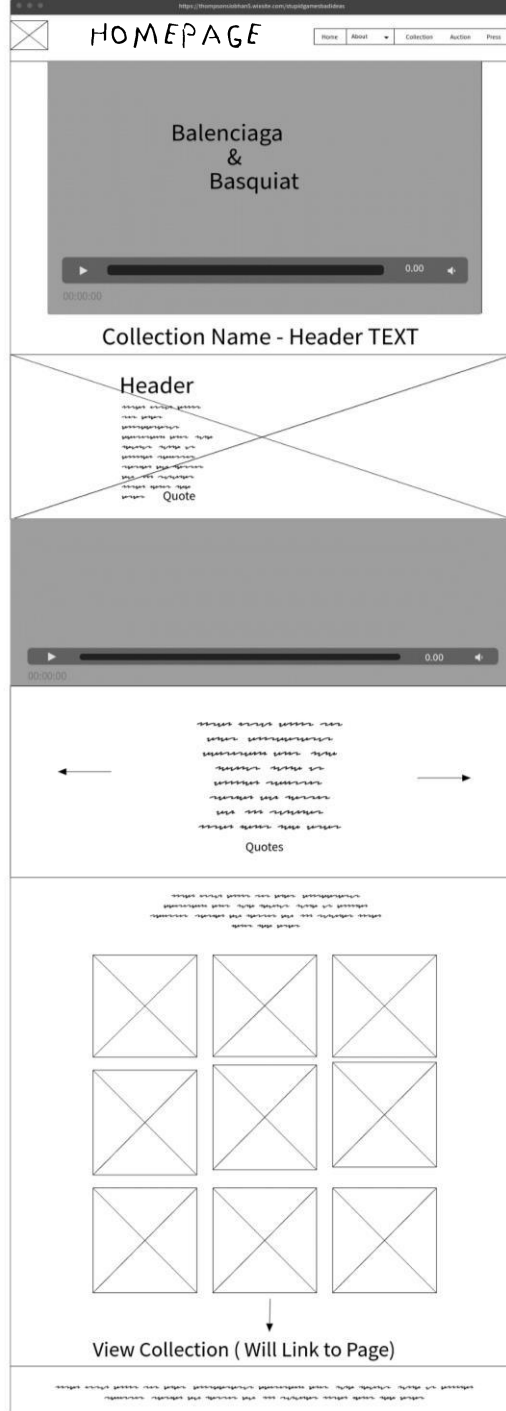


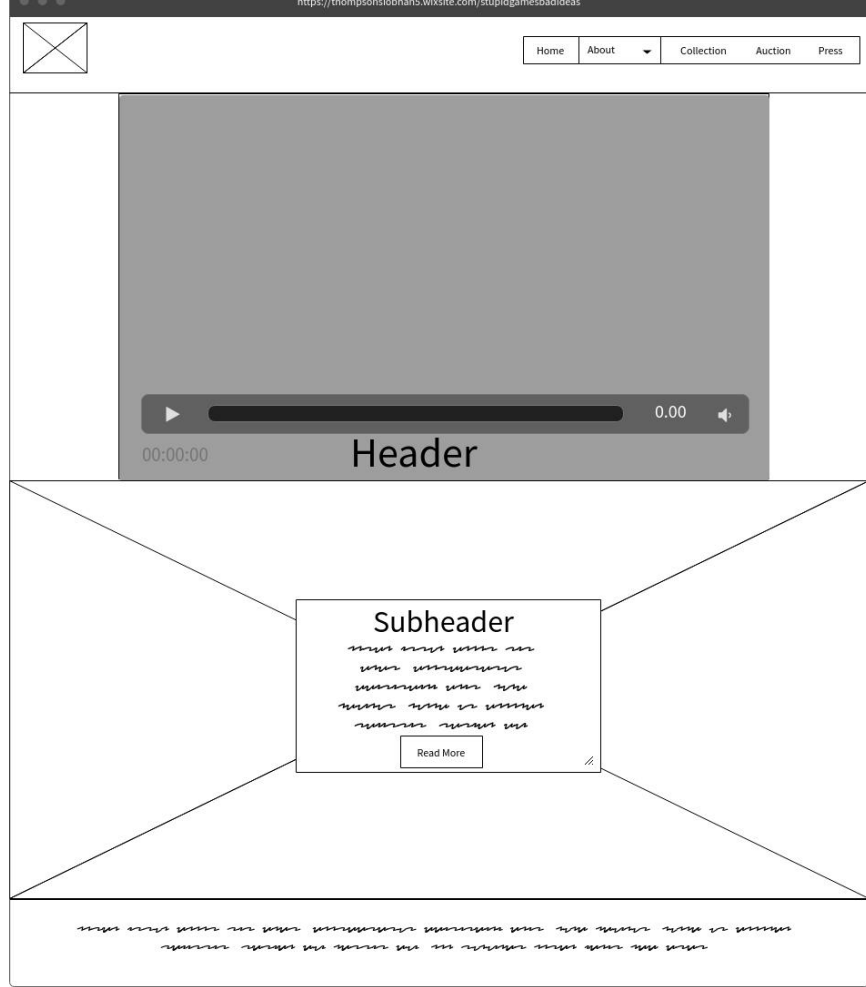
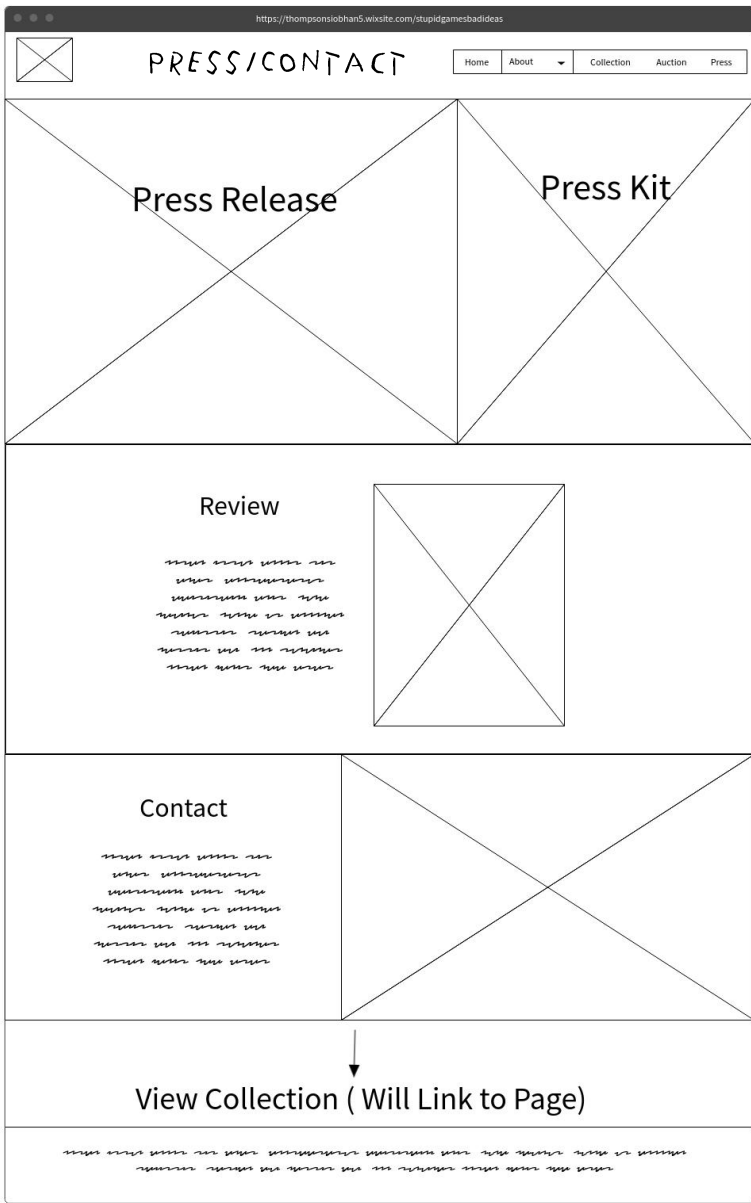
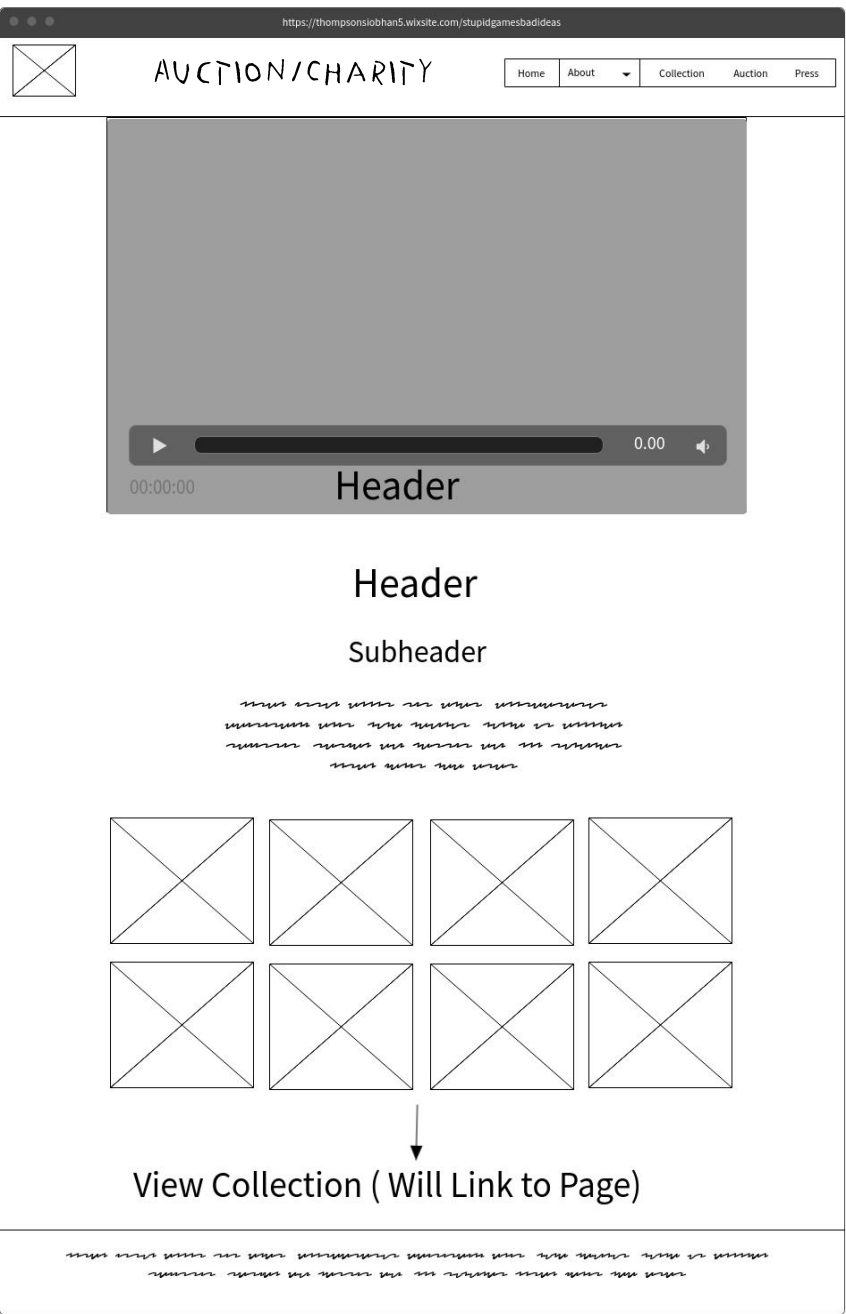
When I first started my project I create a simple sitemap that included what I wanted my site to include. I then developed this by drawing out my wireframe for my site to see exactly what I wanted to include on each page of my website and they wanted my site to be laid out. However, when it came to making the website I was able to stick to the wireframe I drew.

LOW-FIDELITY WIREFRAME



HIGH-FIDELITY WIREFRAME →





BUSINESS PLAN PAGE

This page I where I will upload my business plan to and it's a page hat ill be hidden it just for this assignment purpose.

Site map / wire frame testing

HomePage

While I was doing the layout for the home I move the strip with the quotes for Basquiat to below the Video strip and then I put the outfit builder strip below the quote strip because I realised that this made the website flow better.

Product/Collection Page

When it came to the collection display page the idea I originally designed wasn't possible with the feature available on WIX so I changed the layout to suit the elements of the WIX site I could use.

Auction/Charity Page

The designed I had in mind for the auction page change in that I just added a video strip for the site and I made it a small video and added no Text on the side of the video. Instead, I added all the Text below the video strip above the auction images.

Press/Contact Page

I decided to scrap the contact page I had in mind and just added a contact box to the bottom of the page.

Also just for this assignment there is a page where my business plan will go but it will not be present for the official site.

Footer

When I designed the footer I had in mind to have 'View the Collection' linked in the footer. However, I realised that I could not design a footer for each page and I did not like that the 'View the Collection' showing up on the product page so I removed the link and made the footer smaller and added a strip above the footer to put the link instead on the relevant pages.

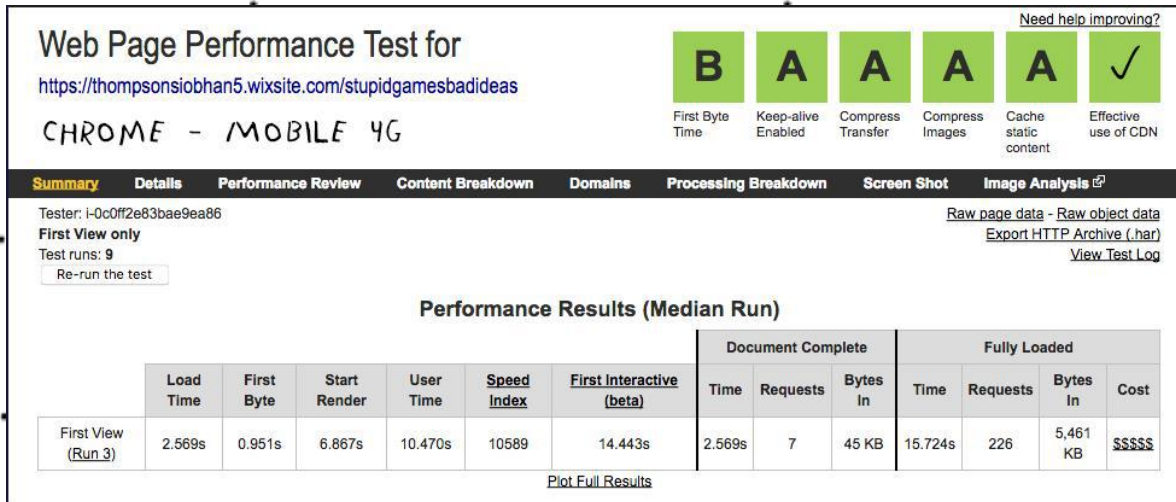


Content Testing & Analysis

The best way to content test the site would be to do a market research and to ask the target market to test the site before it goes live globally. I would ask the college to test the website and ask them to fill out a questionnaire and then take that feedback to improve and make changes to the site before it goes live. The questionnaire will have the question that covers:

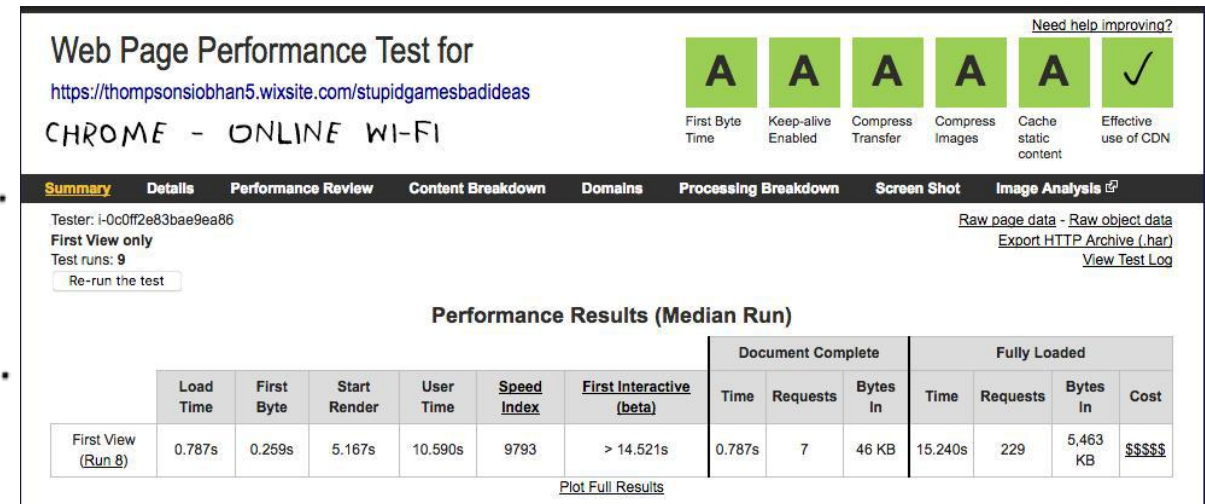
- ✓ Navigation: This should be easy for the customer to do because the site needs to be intuitively easy to understand and that they can find all the pages without having to provide an explanation sheet.
- ✓ Loading speed: I will ask them how long the site takes to load on the desktop and on mobile devices. In addition, I would ask them if they were not site testing the website for me would they have waited for it to load or would they have given up or kept waiting for it to load.
- ✓ Checkouts: Even though the site or the collection isn't live yet I would ask them to see how long it takes to check out and can they put all their information in probably is the checkout page loading fast and does it load the relevant product you want.
- ✓ Copywriting: I will be testing to see if they have read the information on the website, is the information on the site interesting, does it make them want to learn more about Basquiat, what do they remember reading about on the site and would they be willing to post about the collaboration on social media.
- ✓ Colours: Can they read all the text clearly, does it hurt their eyes or give them a headache. Also is the interactivity feature too much or should it be on other sites as well.

Website Testing



In addition, I have done a website testing on the site and as you can see the results has shown that the whole site takes 18 seconds to load which is higher than the recommended 8 seconds however I believe that if we create the website on different server that can handle all the content and information that e-commerce site requires that it will load quicker. I also have to take into consideration that the site has a lot of interactive features which may have slowed down the site. Furthermore, I have also check for all the below elements and I believe the site is running smoothly.

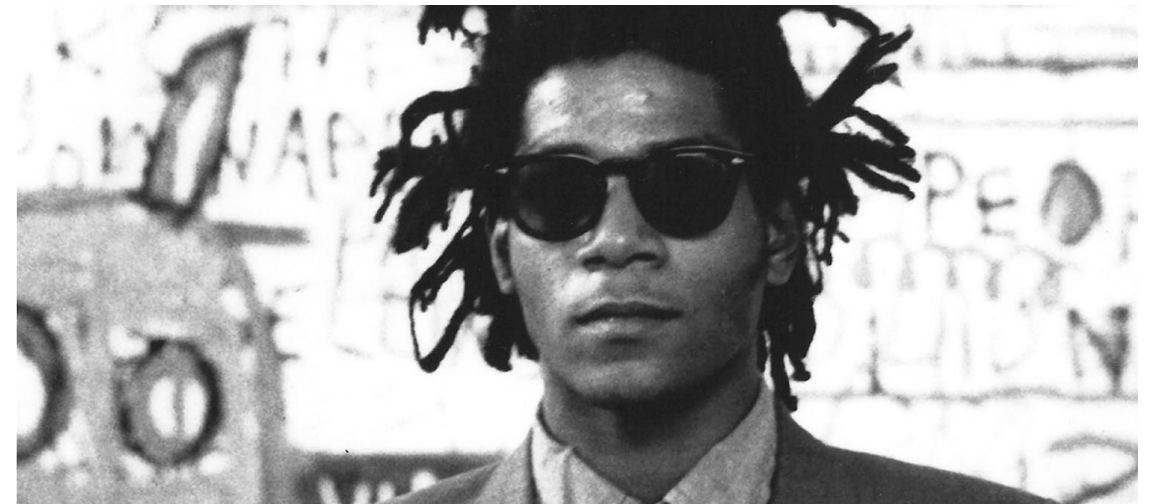
- ✓ Make sure images load
- ✓ Check for broken links
- ✓ Open in different browsers
- ✓ Resize browsers to see what happens
- ✓ Check/Send text email from contact forms



Interactivity

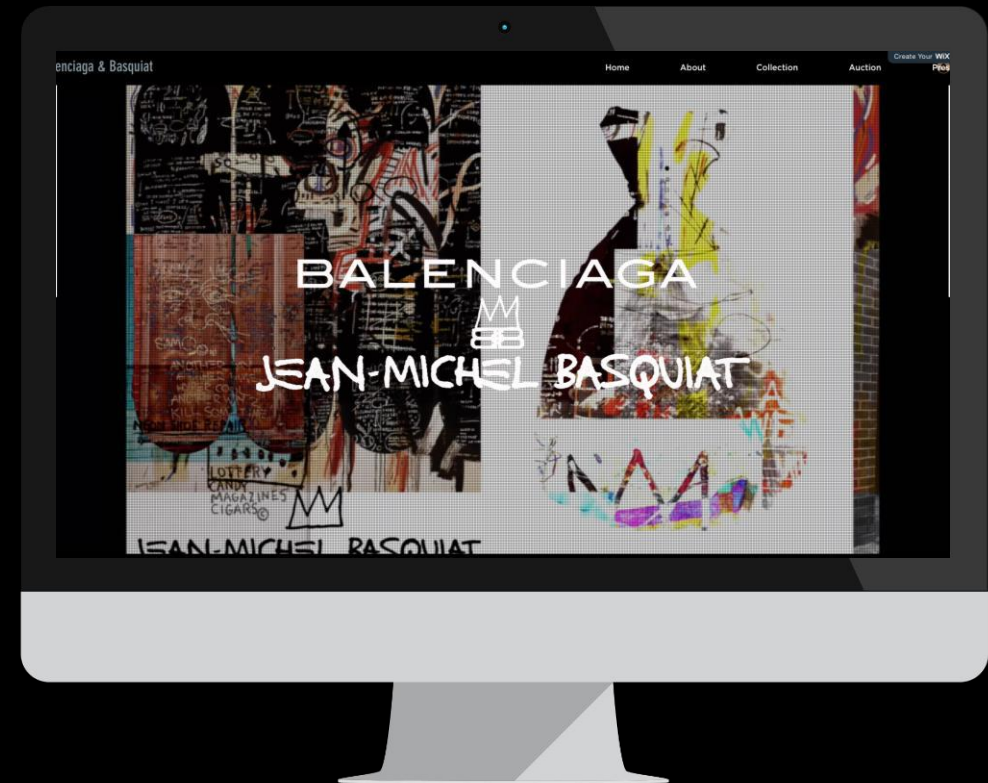
My site is on exhibition it too and it is just as interesting has the collection that will be on sale. The site draws you in as soon as you load up the page with an animation I created of the Balenciaga X-rayed dress moving across a Basquiat pattern created for this collaboration so it looks like the dress is changing the pattern. Also when the dress has moved across the whole pattern the collaboration logo is animated to come on the screen so that you know which brand is doing this collaboration.

Also, the main interactive feature of the whole website is that it has parallax scrolling in the background or on the strip of the whole site. I chose this because I wanted the website to have 3D effect as you scroll and give the site an element of depth. What parallax scrolling does is that it lets you see the background of the website or image moving at a slower rate to the foreground. This was done because it will be something that the younger clientele we are targeting will remember and associate it distinctly with Balenciaga site. The other element that I think brings the whole site together is the animation for the text. This will make the consumer pay attention to the text which is giving them information that is important to who the brand is and what this collection is offering.



Compatibility

The website runs smoothly on all browsers and loads at the same time. However, the site will load faster or slower depending on the Wi-Fi connection people have in their homes.



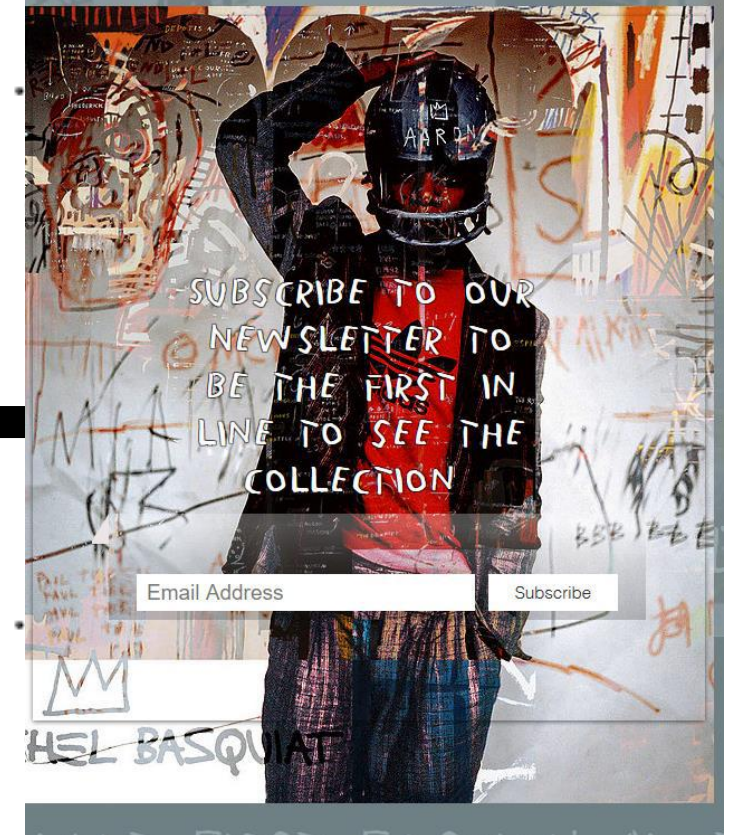
Mobile

Furthermore, the mobile versions of the site run smoothly and look just as good as the website version. In addition, when it comes to the mobile version the interactive elements do not work because WIX has made so that it doesn't work in the mobile version, which makes the mobile experience different but also lacking the applied and will not make it memorable to the target audience. However when it comes to the tablet version the only interactive element that works are the animation for the text which I think still brings an element on memorability to the site.



When it comes to the call to action for the website there is a lightbox that pops up on the website. Which is to give the consumer a little information about what is coming to the website and intense them to subscribe to the newsletter so that they are kept up to date and also so that they will be the first to hear and see the collection. This will be the Data collection element of the website and allow you to capture the consumer's email address.

SUBSCRIBE



JOIN OUR MAILING LIST
TO BE FIRST IN LINE
TO PLACE YOUR BIDS
FOR THE AUCTION

Email Address

Subscribe



JEAN-MICHEL BASQUIAT



This will allow Balenciaga to send out email marketing to the consumer so we can insist them to buy and to keep them informed about the masterclasses to come that will help them in their future endeavours. The other benefit of data collection is that it will allow the brand:

- To help identify customers shopping habits
- Increase customer loyalty and purchasing our products.
- Give customer advance warning about portion and offer incentives such as free delivery, and offer codes to get a certain percentage off.

Project Management

Task	13/11/2017	20/11/2017	27/11/2017	04/12/2017	11/12/2017	18/12/2017	25/12/2017	01/01/2018	08/01/2018	15/01/2018	22/01/2018	29/01/2018	05/02/2018	12/02/2018	19/02/2018	23/02/2018
Barbican: Basquiat Boom for Real Exhibition																
V&A: Balenciaga Shaping Fashion Exhibition																
Create two mood boards for Basquiat and Balenciaga in Photoshop																
Written research on the above and a 150-200 word Press Release which introduces a collaboration between the two.			Project Week		Project Week	Christmas Holiday's	Send time with my family & working			Work Placement	Was Sick					
Create 5 cads from WGSN & pattern fill with Basquiat work.																
The Company mission, aims and objectives																
A detailed SWOT & PEST for this business model																
Set yourself KPI's to monitor the success of your business model																
The departments within your business – Company Structure such as (Social Media Manager, SEO Manager, Creative Director, PPC manager?) & how they work together to achieve the common KPI's																
Your Social Responsibility Commitment																
Your market position & USP – (what makes you different?)																
How your budget will be managed																
Create Website																
Website: Website: Site map / wire frame testing																
Website: Content Testing & Analysis																
Website: Compatibility on different browsers																
Website: Interactivity																
Website: Data collection via Call to Action																
Critical Path & Evaluation																
Research Folder																

The critical path is one of the most important elements of this project. It is what gives structure to our life so that we stay on top of your work tasks to complete. I however later learned how important the critical path was too late. My journey for this project started with us all going to the Basquiat museum was the start of this project we then Visited the V&A museum the following week. We were tasked to design and write a press release about the collaboration between Balenciaga and Basquiat.



The Journey Begins

My plan for the project was to get the web-based user experience elements completed by the end of the Christmas holiday. I then planned to tackle the business concept elements while I was meant to be on work placement. Then when I returned from work placement I was aiming to tidy up the website, business plan and add more designs to my collection. I was also going to start my Pathbrite folder along with creating my critical path. However, my plan completely changed because I then learned we were taking part in the World Retail Congress Project and that we had a week longer for the holiday so we lost out on teaching time. In addition to my personal life, my sister was visiting from Jamaica and I wanted to spend time with her so my plan for these tasks never got completed.

When I returned from work placement I was able to complete some more designs and I figured out that I could start to tackle the website and may a start on my business plan knowing that we had more lessons. However, that was not the case because on my second day of work placement I found out that the New Look store I was working in was closing down permanently and I was in the possibility of being made redundant so I was more focused on finding another job so that I could continue to pay for the course. The following week I then got sick and couldn't even travel to my work placement and had to work from home and then didn't have the energy to do anymore work.

However, on the third week of work placement, I was able to get some work done by starting to research how I was going to achieve the interactive element of my website by looking at what elements WIX had available and learning how to do them. On the first week, we came back from work placement I learned that I had been transferred to another New Look store. Then the idea for the website layout came to me and I finish the bare elements of the websites. I was also inspired to finish my press release after re-watching the Basquiat Documentary I watched during the work placement. The next week I was able to finish the additional design I had in mind for the collaboration and also created my animation for the website. I then come in on the Thursday's lesson and learned that the computer was wiped and I lost all the work I had done such as the new designs I had done and some of my other important works for this project that I thought was saved but was actually corrupted such as my Critical path and some of my business plan.



Stick To Plan

Which put me behind schedule for my whole project, so in that lesson I tried to rewrite my plan and put everything else on the back burner. Also on the weekend, I tried to redoing the work I lost as well as completing other elements of my business plan. With the final week and the deadline for my project coming closer, I asked the IT department if they had recovered my work and they informed me no they said no and they will not get to it until after the deadline if possible at all. I was able to get the work done but it takes, losing work again, website crashing and having to recover old site history, no sleep and a lot of tears.

Throughout this whole project I have learned that going forward I need to stick to my original plan and push through my creative block and just do the work I can always go back an edit it later and the most important lesson I have learned is to back- up my work in multiple places and don't rely on the computers at school. Furthermore, I also need to not let my personal life affect my work life even though it's hard sometimes as in some case they rely on each other.

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