VISION:

To redefine secondhand fashion by creating a high-end, community-driven space where sustainable style feels exclusive, expressive, and accessible.

MISSION:

We strive to provide fashionable, high-end consignment clothing for men and women at an affordable price.

BRAND ATTRIBUTES:

Community/based:
For the people, by the people, and focused on people.

High-end/elevated:
polished, premium, more thoughtfully designed than typical options.

Consignment:
a purveyor of goods selling items on behalf of others.

One & only:
truly original.

POSITIONING:

The only high-end, curated consignment boutique in the region to create a community that provides both men and women with quality, affordable, fashionable clothing.



TRIBE:

The average shopper age is 40-50, millennials and Gen X. Mostly women, but they seek to increase their men customer base.

According to *Numerator Marketing Guide*, Gen X males are one of the most powerful spending groups that shop often, looking for quality.

Millennial males seek value and convenience.



SECOND MARKET:

The secondary market Sassy Peacock is trying to break into is the younger generation of Gen Y, both men and women. These working-class individuals can afford an upscale boutique shopping lifestyle.

According to *The Marketing Study Guide*, Gen Y is the first to grow up with the internet. This has made them more informed and price conscious as shoppers. Gen Y appreciates quality items at an affordable cost with full transparency.

THE BIG IDEA:

Sustainably curated, affordable, high-end fashion community.

KEY VALUES:

Transparency: We strive to be open and honest with customers about our items to ensure the best shopping experience.

Quality: We find well-made, pre-owned articles of clothing to return to the fashion community.

Sustainability: Our fashion is pre-owned and helps reduce waste.

COMPETITION:

We do not consider thrift stores in the area like Plato's Closet to be our competitors.

Chico's – Erie, PA

"The only boutique that has a commitment to creating a unique and memorable shopping experience by bringing forth originality, quality, comfort, and versatility in their collections, that inspires women to feel good, regardless of their age."

https://www.chicos.com/store

Second Chic – Buffalo, NY and Williamsville, NY

"The only contemporary consignment shop that offers new, vintage, and pre-loved fashion, and focuses on the people and community that surrounds them, run by and focused on a Gen Z audience.

https://www.second-chic.com/

Cleveland Consignment Shoppe - Beachwood, OH

"The only women's-only luxury consignment shop that offers luxury pieces selected with intention to ensure quality, style, and longevity for their customers, while holding up a commitment of sustainability by giving luxury pieces a second life."

https://clevelandconsignmentshoppe.com/

Catwalk Consignment Boutique – Williamsville, NY

"The only upscale boutique that offers wide varieties of quality, gently used, unique, and name brand fashion at affordable pricing."

https://catwalkconsignmentboutique.com/

Style Vault CLE Luxury Consignment Shop-Woodmere, OH

"The only boutique that celebrates individuality and expression through curated fashion, while offering high-end finds and unmatched deals."

https://www.stylevaultcle.com/

Emily's Closet – Lancaster, NY

"The only women's consignment boutique that offers the boutique experience without the boutique prices on name brand and designer brand clothing items."

https://emilyscloset ny.com/



Listening to the client's needs and understanding their vision for Sassy Peacock.

Organizing the client's ideas and identifying the main goals for the rebranding.

Summarizing the client's needs and make sure understood the direction of the project.

Researching the target audience, competing boutiques, and the brands carried by the store.

Developing a brand brief to establish the project's goals, target audience, and visual direction.

Note: * This portion of the project was completed as a class, with each student focusing on a specific topic within the branding brief.