

GIVENCHY

G A L A C T I C F R O N T I E R

Meredith Meehan



CONCEPT

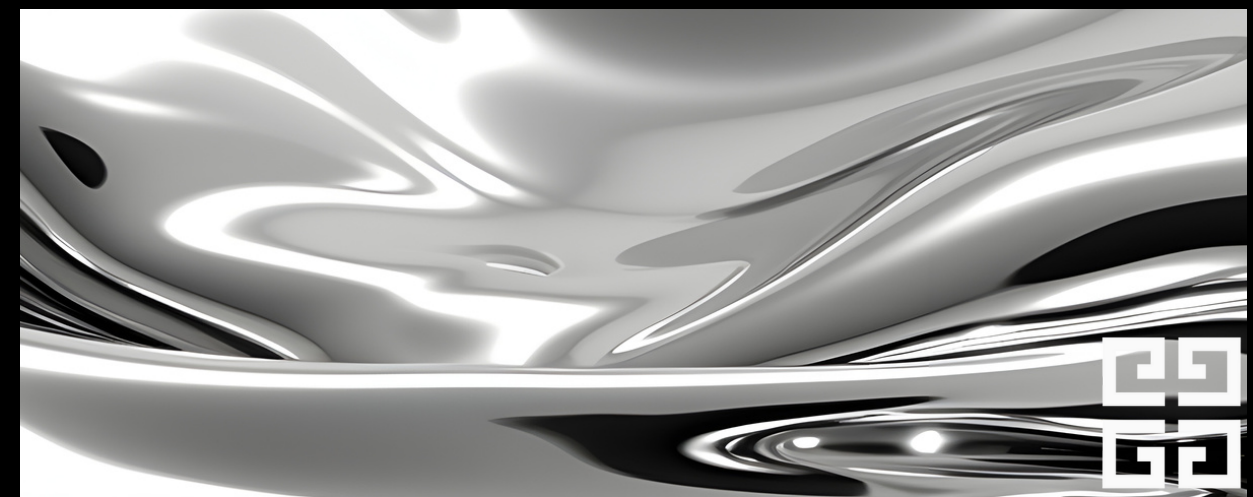
The Voyou bag in snakeskin and shark lock boot cowboy is synonymous with the image of a "Space Cowboy"—the ruggedly attractive galactic hero. Everybody wants to see themselves as heroes. Givenchy's "Galactic Frontier" is the space hero we all need. Especially with how much the international population has gone through these last few years. Givenchy's rebellion and innovation go hand-in-hand with the image of a hero of the future.

As Generation Z enters adulthood post-pandemic, there is still looming uncertainty in the world due to international conflict. The current world has been through many complex challenges, which can weigh heavily on one's mind. Although the future is uncertain, technology is beginning to progress. Generation Z demands "phygital" engagement, as they are digital natives who value in-person engagement.

The American utility and elegance of the extravagantly crafted Vouyou bag and SLB cowboy go hand-in-hand with Givenchy's customers' love of quality and rebellious clothing. It is the shoe of the future. The elements of the campaign will aesthetically rely on Western, modern, futuristic, and elegance. In addition, the design will have colors/patterns of chrome, python, black, and white.

Givenchy will create a campaign to promote the launch of the Voyou bag in Python and the Shark Lock Boot Cowboy. The campaign will include a building takeover, in-store visual merchandising, and a wholesale pop-up. Additionally, a phygital element of an Instagram/TikTok AR filter, in-store interactive QR codes, and Fortnite collaboration, filled with Space Western-themed Givenchy character skins and a unique Givenchy in-game world.





TARGET MARKET



Demographics

Age: 20-28

Income: \$100,000-\$200,000

College Degree

City Lifestyle

Tech-driven

Social Media Savvy

Highly Motivated & Independent

Luxury Enthusiast

Avid Traveller

Vintage collector

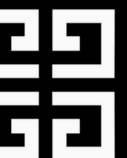
Psychographics

VALS: Innovator & Experienter

Values friendship, authenticity, and innovation.

Receptive to new inventions and ideas.

They are a digital native and frequently use social media.



MI YEON KANG

She/Her, 25, NYC

Marital Status: Single

Education: M.F.A. Luxury and
Brand Management, SCAD

Occupation : Fashion Buyer, Model

Income: \$130,000

VALS: Innovator & Experienter

Location: New York City, NY &
Seoul, South Korea

Values: Authenticity, loyalty,
innovation, social and
environmental responsibility

Personality: Outgoing, confident,
creative, opinionated, ambitious

Interests: gaming, cars, new
technology, luxury fashion, social
media, traveling

Favorite Fashion Brands: Prada,
Alexander McQueen, Yves Saint
Laurent, Lanvin

Favorite Celebrities: Rihanna,
Grimes, Zendaya, Anya Taylor Joy,
Ariana Grande, Bella Hadid, Kiko
Mizuhara, IU, Taeyang



RESEARCH



Back to the Future

In 2024, there continue to be advancements in technology, gaming, and fashion. Fashion takes aesthetic inspiration from rising tech and gaming. In combination, fashion also has become a key participant in creating innovative new technologies and concepts. Runways and awards shows are inundated with futuristic allure and style.

A recent example of futuristic fashion being at the forefront would be the Dune 2 release, with Zendaya wearing a Mugler archive piece and Puma's 3D-printed lattice gloves for their runway show.



The Wild West's Wardrobe

Generation Z's new set of values demands a reset of what everyone sees as a "cowboy." Post-2023, the Wild West trend will come back in full swing, nodding particularly to big belts and cowboy boots.

Due to fashion brand shows such as Casablanca SS 2023, Louis Vuitton's Menswear AW 2024 by Pharrell, Stella McCartney AW 2023, and Dior Cruise 2023 in tandem with celebrity influence from Beyonce, Kendall Jenner, Lil Nas X, and Lana Del Rey.



Fiercely Phygital

Generation Z looks for brand engagement online and offline. To them, AR/VR technology is an integral part of everyday life now. Through the use of AR/VR technology fashion brands have a variety of tools at their disposal. This can be anything from using virtual try-on to commonly used filters via Instagram, Snapchat or Tik Tok.

According to the Washington Post, "Snapchat's parent company said more than 250 million people on average use filters, which it calls Lenses, every day, making for 6 billion filtered snaps..."



FORTNITE COLLABS

Fortnite is a powerhouse in the fashion and gaming industry post-pandemic and continues to flourish IN new collaborations with brands and celebrities. Some of the most successful collaborations include Balenciaga, Moncler, and Travis Scott. Other collaborations include Ariana Grande, Ninja, Armani Beauty, and Ralph Lauren.

The Fortnite collaboration trend will continue in full force into 2024. The latest collaboration is with big-time celebrity Lady Gaga.

The gaming industry proves to be continually high-grossing. According to Collateral, "...the gaming industry in 2020 made \$175 million 2020..." and "Fortnite has 350 million players on a global scale."

Fortnite has been and will remain a key collaborative partner in the fashion industry.



WHAT'S THE EMOTIONAL CONNECTION?



Generation Z is looking for connections in the real world and online. This "phytugal" approach fosters connections simultaneously on and offline. Therefore, the futuristic, western-vintage aesthetic "Space Cowboy" brought into the real world, paired with a digital Fortnite collaboration, is the perfect promotional element to connect the consumer with the Voyou bag in Python and the Shark Lock Boot Cowboy.

Through escapism and fantasy, people look for community and emotional connection. Gaming offers a route to people so they can connect worldwide and share experiences.

Digiday says, "...66% of all players engage with online gaming communities, which allow people to be themselves and connect with like-minded people about their favorite activity, creating further bonds through gaming. Players can use these communities to create and consume content to improve their gameplay and industry knowledge, further instilling their emotional connection to gaming."





BUILDING TAKEOVER

The building takeover is an inflatable piece modeled to look like the moon crashed into the Givenchy flagship store in Gangnam, Seoul, South Korea.

The large life-like moon will glow brightly with the Givenchy "Four G's" logo.

The piece will be produced by the Los Angeles creative studio PlayLab, Inc., which created pieces for Louis Vuitton and Virgil Abloh.



IN-STORE & WHOLESALE POP-UP

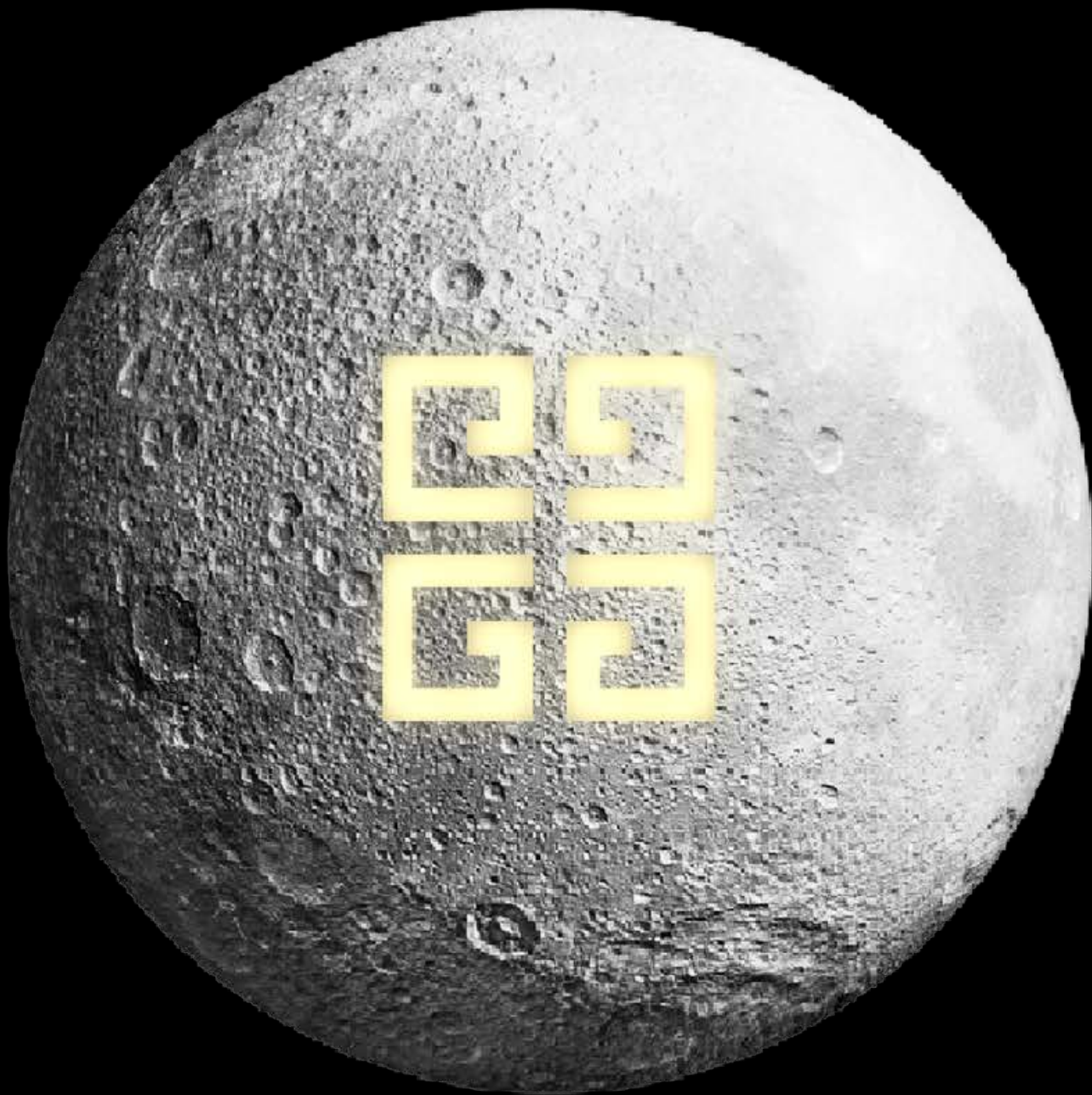
In-store visual merchandising for each of the Givenchy stores will differ but stay consistent with the theme of “Space Cowboy.” The location I selected to model the new in-store interior is the Givenchy flagship in Seoul, South Korea. The wholesale pop-up will have a variety of places, such as Tokyo, New York, and Paris.

The interior and fixtures will be done with silver chrome, python, and black and white wood paneling. While also sporting details that reflect the Wild West, such as saloons, space, and technology. The starring fixture will be a giant moon with a glowing “4 G’s” Givenchy logo, mirroring the building take-over installation.

The fixtures and mannequins supporting the starring products are the Voyou Bag in Python and the Shark Lock Boot Cowboy. Next to all products, there will be QR codes to scan with your phone, along with more details and information about the products.



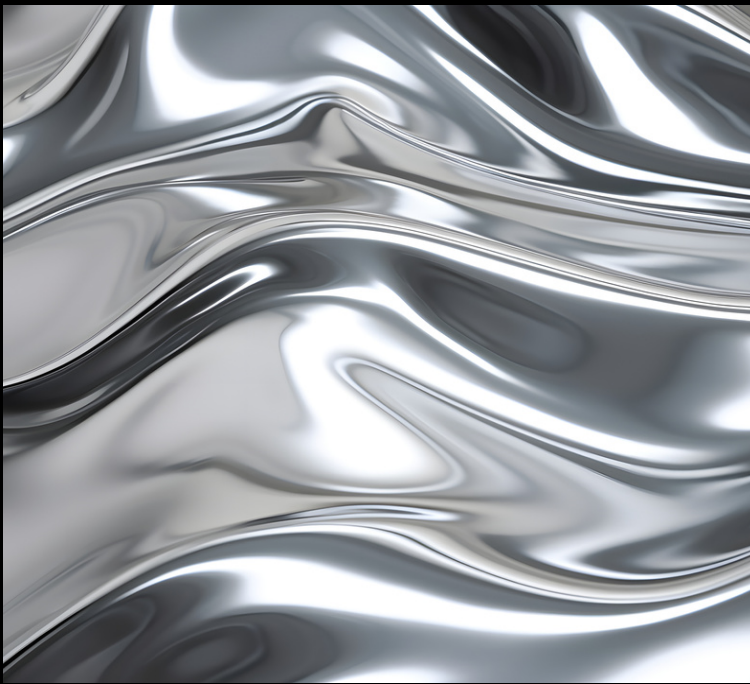
MATERIALS & FIXTURES



Black and White Barrel
tables and stands



Hanging star lights



Silver Chrome



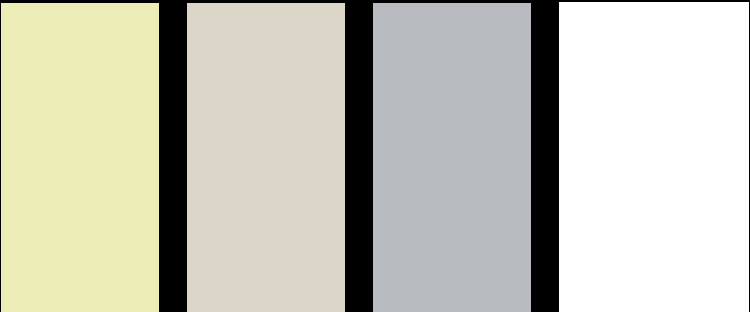
Wood Paneling



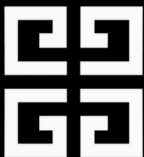
Glossy Black Acrylic



Python Print



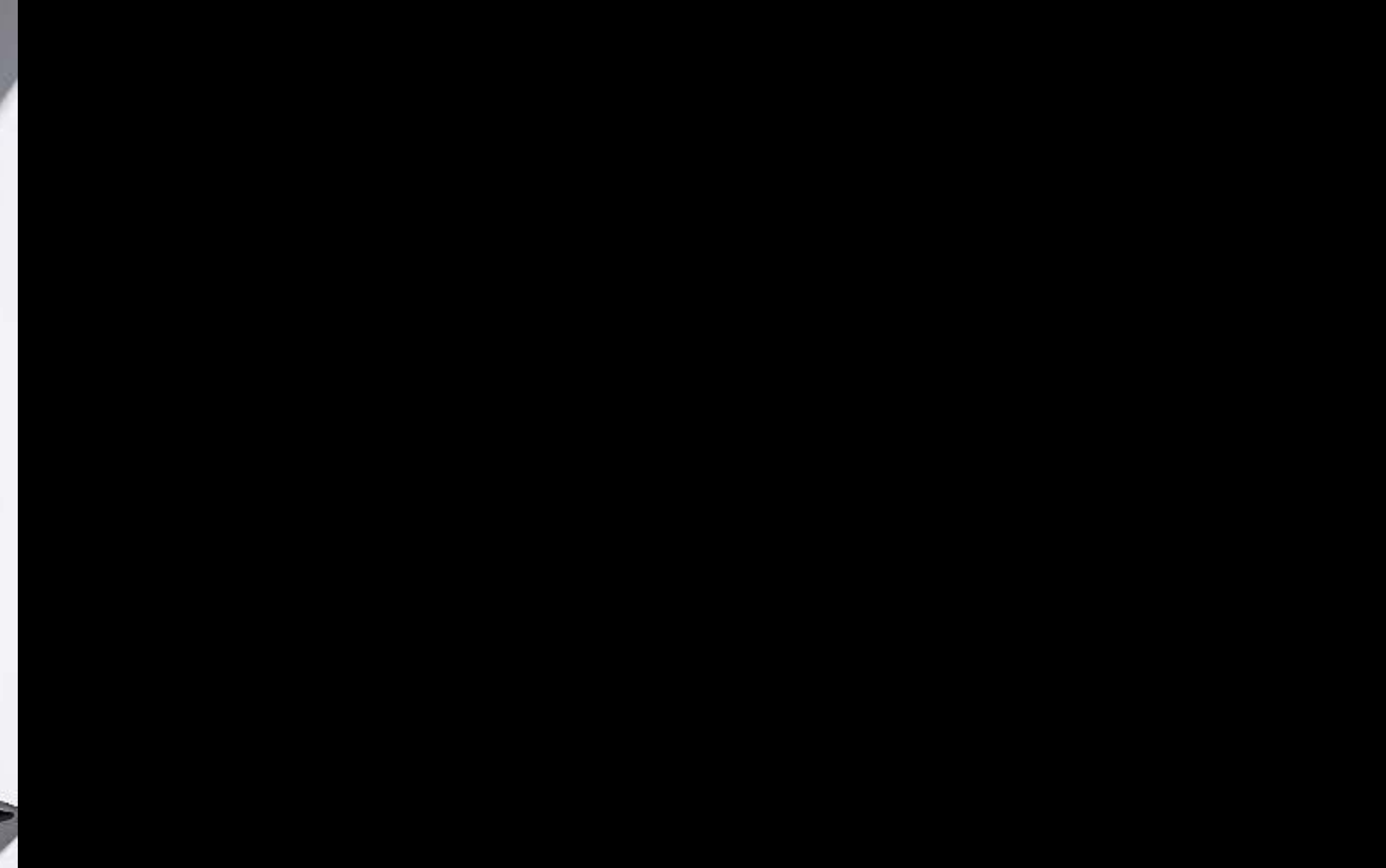
Colors





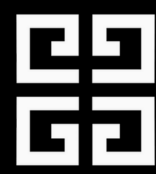
NOTE:
Mannequin is
wearing
SLB Cowboy.







Powered by
 HOMESTYLER

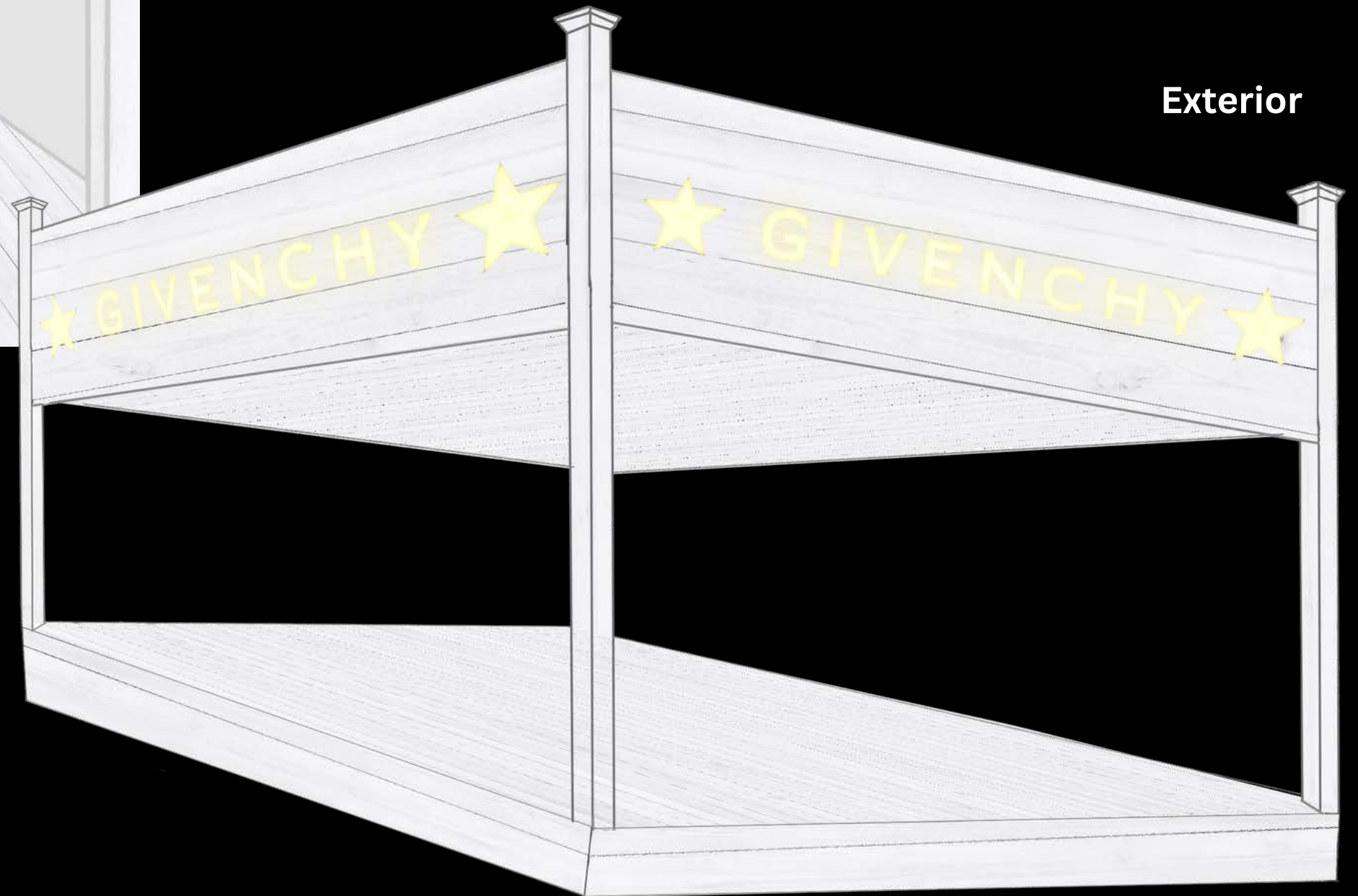


Interior



WHOLESALE POP-UP

Exterior



The wholesale pop-up is a wooden booth modeled after a saloon. Inside is a giant sculpture of a moon and a light-up “4G’s” Givenchy logo. Orbiting the moon are Givenchy products, with the SLB cowboy and Voyou bag in Python in the center to draw the eye. From above are hanging star lights.



QR CODE & SOCIAL MEDIA

In-store customers can scan QR codes next to the merchandise and quickly get more in-depth information about the product they are viewing.

The social media element of the campaign will have a TikTok and Instagram filter. The filter is interchangeable. When you face the camera to “selfie” mode on your mobile phone, the filter will dress you in a snakeskin or chrome cowboy hat. Turn the camera around, and you can dress your feet in the SLB Cowboy boots.



G I V E N C H Y

X

FORTNITE

The Fortnite collaboration offers an exclusive Givenchy world and character skins. The world will be mirrored off of the campaign as a whole and represent the “space frontier.”

The world will resemble the Wild West but on the moon. Players will be able to play different gaming modes in this world. The world will have a run-down, abandoned American-western town atop the moon. Outside the city will be the desolate wilds of the moon, except for a glowing “4 G’s” Givenchy logo that descends into a cavern underground.

The skins will be actual cowboys, sporting python skin leather, black leather, chrome, grey, and a taupe matching the base color of the python skin.



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