



# MALAHIDE FASHION FORUM

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Malahide, Ireland is a beautiful, coastal town right outside of Dublin, Ireland. The town is breath-taking and very overlooked in the tourism process in Ireland. Malahide Chamber of Commerce approached us wanting us to create a Fashion Forum to bring more tourists in to shop from their 13 gorgeous high-class boutiques. The boutiques range from prom and event dresses to everyday shoes. The whole area provides products that tourists can bring back as gifts or as a way to treat themselves. The boutiques target mostly women 30-60 as well as two men's boutiques that target around the same age. All the clothes and accessories range from \$100-\$2,000 and most pieces are considered extremely high-class.

## LEAD ACCOUNT EXECUTIVE

Macy Kaiser

## SOCIAL MEDIA AND CONTENT

Renee Spalding, Abby Haynes

## PHOTOGRAPHER

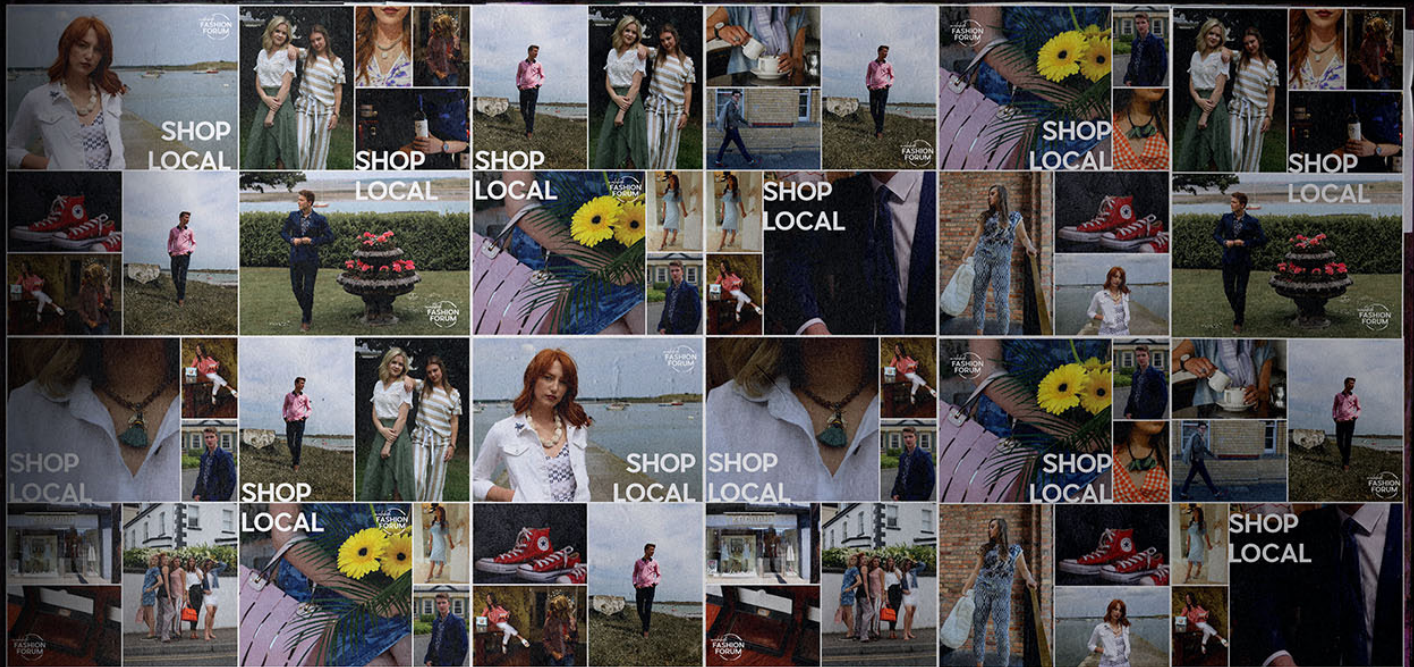
August Gravatte

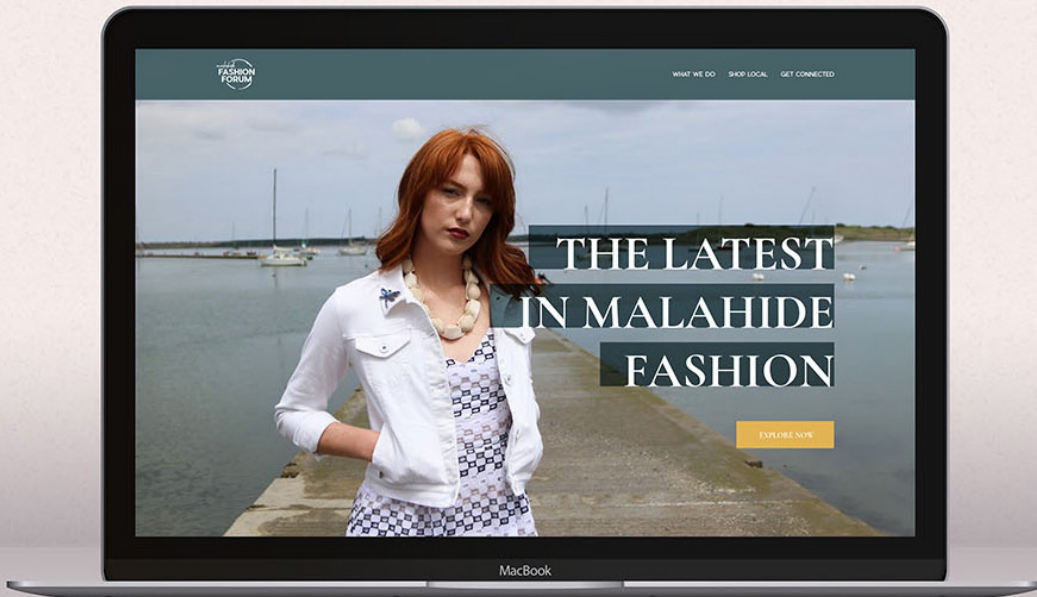
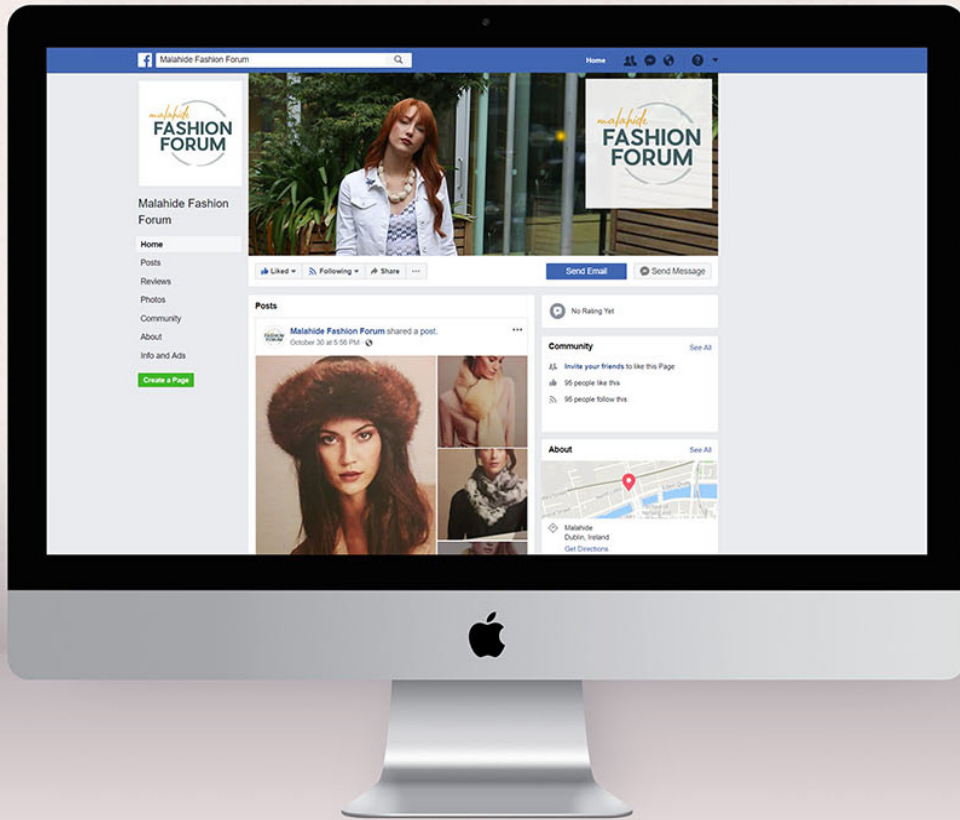
## GRAPHICS AND DESIGN

Kaylee Willgruber & Samuel Flick

## SERVICES OFFERED

Identity, Editorial, Digital, Photography







# S.W.O.T. ANALYSIS

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## **STRENGTHS:**

- Consumer Demographic is optimal, generalizable, accessible
- Stores/products are very charismatic
- Large variety of clothing/shoe options for men, women, and children
- High quality clothing that will last in time and style
- Won't be wearing same clothes as everyone else shopping in big box stores

## **WEAKNESSES:**

- Might be pricey for the younger demographic
- No social media outreach on instagram or twitter through Chamber efforts
- User Experience
- Low exposure
- Unclear communications of store sales, events, or buying opportunities
- Missing, outdated, or faulty web links/addresses under the store directory
- Layout, lack of consistent content

## **OPPORTUNITIES:**

- Online communication
- Become the first option for locals/tourists
- Sponsorship of ADs - physical and online
- Brand consistency
- Instagram and Facebook
- Better display of brands + products
- Website / social media platform that has everything in one place
- Personable owners could provide for a more humanized, friendly perspective for advertising, outreach, branding, and campaigning
- Could achieve this by capturing photos that showcase the direct consumer/owner relationship
- Take advantage of promoting during events happening in the area
- Emphasize benefits of shopping local
- Economic status: money stays in community which enhances all aspects of the community.
- Non-profits receive more support: local businesses donate to local charities so more business to local business increases donations.
- Unique businesses create character in community which increases tourism interest and community value
- Better customer service: local businesses build personal relationships with customers
- Business owners invest in the community: local people are invested in the well-being of the community
- Competition and diversity leads to more consumer choices
- Customers matter more: businesses consider the desires and values of customers

## **THREATS:**

- Prices are extremely high
- Big corporations
- Stores that seem "local," because 70% of funds usually don't stay in Malahide
- Online shopping from large companies (2017 study says e-commerce is supposed to increase to E14.4 Billion)

# MARCCAIN

## Coordinating Combatibility

As a global brand based in Germany, the Malahide Marc Cain is known for its premium ladies' fashion. The style aesthetic is comprised of attitude, exclusivity, and innovation. High standards regarding the production, materials, and fit work to ensure every woman wearing the apparel feels her absolute best.



*Stay in Touch*

2-7 Strand street, Malahide, Co. Dublin, Ireland  
 facebook.com/marccain.corporation/  
 www.marccain.com/  
 @marccainmalahide  
 353 1 845 6989



*Jenny's*



## Occasion Destination

Established over 35 years ago, Jenny's Fashion focuses on cutting edge looks for those who like to stay one step ahead, while also keeping all of the classic looks for more versatile situations.

## DISCOVER THE DRESS

6, Strand Street, Malahide, Co. Dublin,  
 www.facebook.com/jennys.boutiqueireland/  
 www.jennys.ie/  
 01 845 5086

malahide  
FASHION  
FORUM



SHOP  
LOCAL



malahide  
FASHION  
FORUM





# STRATEGY

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## STRATEGY/PROPOSAL:

- Come up with a clear brand for the Fashion Forum that communicates with local population, while keeping its involvement with the Malahide Chamber of Commerce
- Create a Branding Guide for the Fashion Forum
- Create an active online presence for the Fashion Forum
- Stage fashion photo shoots and video shoots to show clients brands and products
- Encourage local shops to stay consistent with the message that the Chamber of Commerce is giving - including online presence and social media platforms

## EXECUTION:

- Creation of logo, social media presence, and website
- Creation feel "Fashion Show" - through photo and video -- maybe even in person event
- Create and display posters and advertisements
- Field research of local tourists, citizens, and consumers for first-hand review, critique, suggestions

