



KALEA

*Your Bridal Boutique*



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# Customer Profile

*Kalea is a Hawaiian word for joy and happiness which are exact characteristics of our customer. Our ideal customer is an 18-35 year old woman, looking for an edgy and modern look for her wedding. She lives in an urban area and is high school or college educated, as well as the working woman who is middle to high social class. She likes to go out after work and shopping on the weekends. She can be spotted front row at New York and Paris Fashion weeks.*

*Our stores are located in bigger cities like Chicago and Minneapolis, our flagship is located in New York City.*



# Mission Statement

Our goal is to provide our customers with a unique look and the best service available. We aim to provide the trendiest looks as well as the classics to please everyone in a welcoming atmosphere with helping hands. We strive to provide the best quality garments and accessories and it is our hope to make women feel their most confident and beautiful on their wedding day.



# Brand Image

Our brand is edgier and more modern than a traditional bridal store. We house contemporary and modern fixtures to give our store that special atmosphere unlike any other. We pride ourselves in our luxury level merchandise and service, we want to get to know you on a more personal level to make you feel comfortable. Our store interiors feature clean, painted, white brick walls with royal blue velvet couches and chairs for a luxurious experience with an industrial touch. We offer unique and customizable options so everyone can find something they will love.



# Marketing Objectives

***We will strive to increase sales by 20% in the upcoming three years by:***

- Increasing our social media by marketing sales and promotions as well as events.
- Working to improve quality of custom gowns by reaching out to new brands to offer a wider range.
- Striving to be the top store in New York City to offer custom gowns.
- Working to have top customer service by offering constant training for employees.
- Continuing to grow into new cities across the nation to be able to reach more brides and women everywhere.

# Store Front

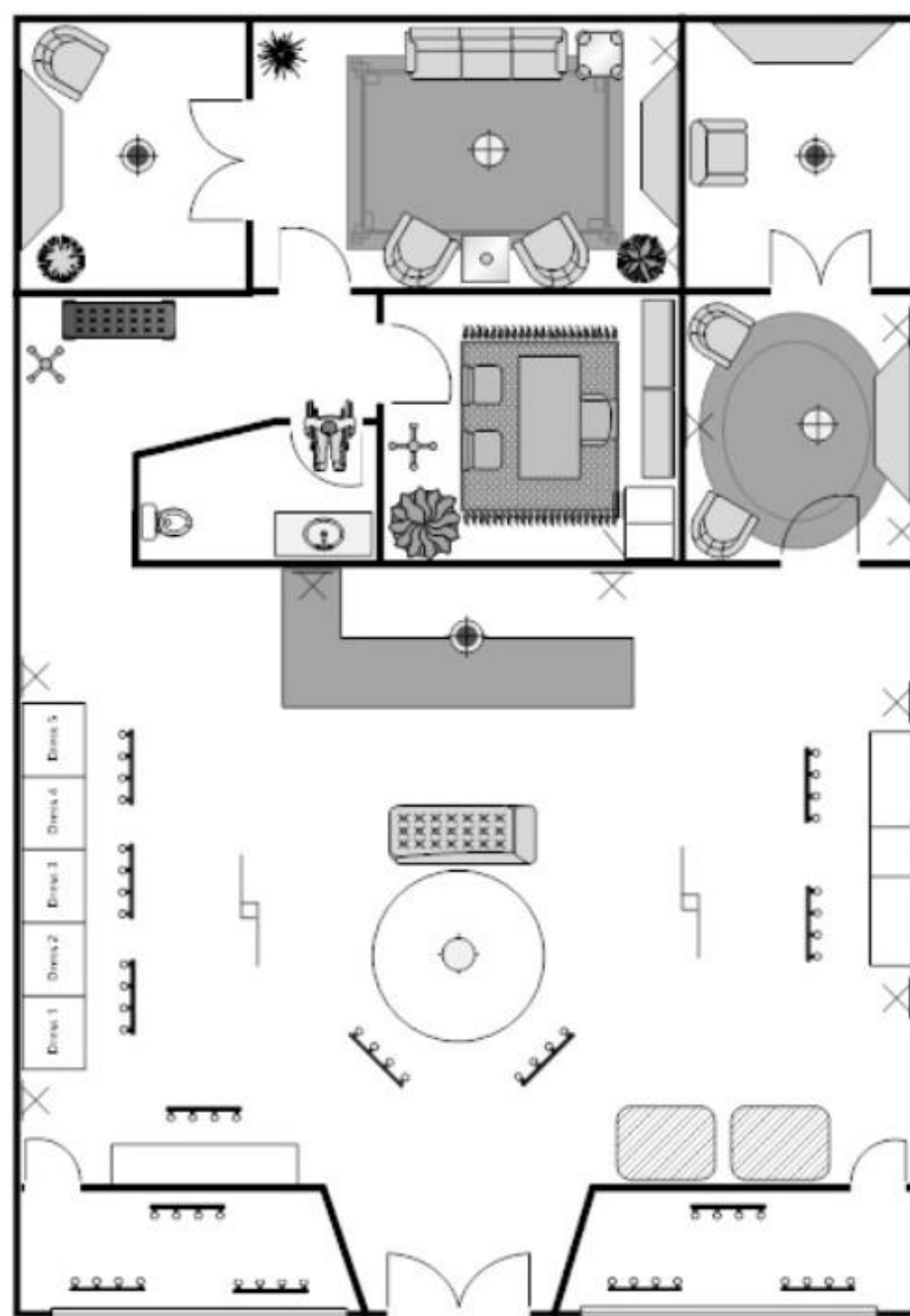


# Store Layout

- Gallery with slight racetrack layout.
- Layout enables associates to pull dresses quickly for clients.
- ADA accessible

## Aesthetics

- Industrial Modern
- Dark, wood flooring against white, brick walls.
- Gold accents in lighting, door handles, and store fixtures.
- Mannequins are abstract and gold.
- Smooth, dark wooden hangers.
- Seating is royal blue and tufted.





# ADA Considerations

We will keep the pathways accessible and large enough for everyone's needs as well as to not make anyone feel closed in or overwhelmed. Both dressing rooms are handicap accessible. We will not have steps for the entrance to our store. Our flooring exceeds the standard coefficient of friction for ADA requirements when dry & wet to avoid slipping and provide traction for wheelchairs and walkers. Service animals are welcome throughout the store.





# Window Display



# Merchandise

Wedding Gowns



\$3,000-\$16,000

Shoes



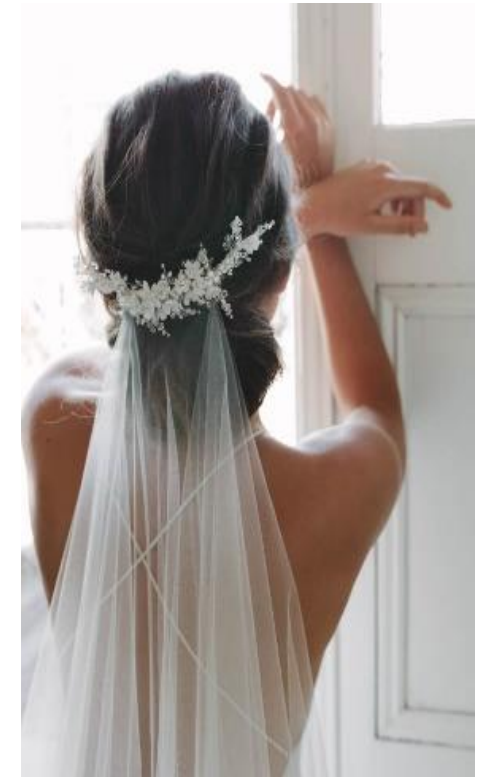
\$400-\$1,000

Jewelry



\$100-\$1,000

Veils



\$100-\$1,000

# Fixtures & Furniture



# Mannequins & Displays





# Lighting

Lighting: large statement chandeliers fitted with LED lighting to add elegance and a unique touch, track lighting as well as recessed lights will keep the space well lit. Accent lighting in the dressing rooms as well as throughout the store will add character to our space. Task lighting will be incorporated into areas such as the cash wrap and specific areas that need more of a lighting focus.





# Sustainability & Community

As a retailer, it is our responsibility to do our best to protect the environment around us. As a part of our initiative, we will prohibit the use of polyester in our products. Polyester is a synthetic non-biodegradable material which left over time in landfills cause damage to the surrounding area. We source our fabrics from manufacturers who are certified ISO 14001 members. Kalea uses LED lightbulbs and auctions any old dresses with 100% of proceeds going to charity to prevent them from going to landfills and to give back to our community. We feature local jewelry designers each month to give our clients a unique flair.



# Lifestyle Graphics & Signage



## Store hours:

Monday-Friday: 10am-7pm

Saturday: 10am-5pm

Sunday: Closed

## Contact Information:

Phone: (012).345.6789

Email: [kalea@website.com](mailto:kalea@website.com)

Website: [kaleabridal.com](http://kaleabridal.com)

SHOES

# 20% off

when purchased with a wedding gown

\*excludes clearance items\*



KALEA

# FASHION SHOW

KALEA

*Your Bridal Boutique*

*In-store  
event*

Join us **May 25<sup>th</sup>**  
**at 6:00 p.m.**

**Gift Bags by  
Tiffany & Co.**

**Live Music**

**p: 256-418-1832**

**689 5<sup>th</sup> Ave, New York**



*R.S.V.P. online:*

*KALEA.COM*





# Sources

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- <http://freyarose.com/freyarosebridalcampaign/>
- <https://www.dreamdressesbypmn.com/products/long-sleeve-all-over-lace-wedding-dress-style-pb1934>