This book informs you about the brand strategy for Thom Browne 1.2.3., a brand extension of Thom Browne New York. It shares the same values as Thom Browne New York but caters a different product category, thus market segment.
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In the 21st century, where jeans and t-shirt have become the average dress code, Thom Browne’s world of jackets and trousers is the anti-establishment stance.

Non-conforming to the paradox of choice in casual wear, the brand reintroduces the effortless idea of wearing a sartorial uniform. A pattern in your daily routine that signifies differentiation rather than conformity.

Vision

Uniformity is refreshingly effortless.

Mission

Thom Browne makes the everyday cool.
In order to meet customer demands as well as enhancing brand growth, the brand’s ambition is to extend its vision into a more accessible product category.

Contrary to brand competitors, Thom Browne so far does not have a second tier level of accessibility, resulting in stagnating growth. Interviews with the mentality group as well as observations by Thom Browne flagship store have revealed that there is a high demand in more accessible goods.

Through the brand’s nonconformist conformity, Thom Browne can differentiate itself from classic luxury brand extensions by offering something everyday conventional.
Thom Browne 1.2.3. embraces the simplicity of the daily morning routine through a product line of everyday essentials. Inspired by the same procedure everyday, the products of Thom Browne 1.2.3. are defined according to the daily morning routine:

In order to maintain a simple formula of 1.2.3., the line consists out of 3 products at a time, featuring one product from each category. This formula changes seasonally.

11111
11111
11111

Eat Breakfast.

22222
22222
22222

Get Ready.

33333
33333
33333

Off to Work.
Eat Breakfast.
This category is about the breakfast essentials needed to consume the first meal of the day, from coffee mug to cereal bowl.
Get ready.
This category will feature bathroom basics used throughout the daily morning routine, like razor or comb.
Off to Work.
Reintroducing the value of pen and paper, this category will feature stationery classics.
Product Design.

For the design of the products, Thom Browne’s value of Quirky Conservatism will be considered from product choice to execution. Giving traditionalist Mid Century Americana a youthful make-over, the products will always be cool, masculine and simple.
Product Uniformity.

As uniformity is Thom Browne’s signature, all three products will share the same colour and texture. In order to stay true to the Thom Browne design credentials, the dominating color will be either white or medium grey, with R/W/B used as highlight colors.

Product Materials.

The materials used for the products will be masculine and cool. There will be no embellishments or excessive decoration.
'1 2 3' is added to the general brand logo. Placed at the bottom of the products.

Font: Arial Narrow
Size: Thom Browne - 17pt
1.2.3. - 11 pt
The products will be branded with the corporate R/W/B color strip for brand recognition and conceptual reference to the 3 products of Thom Browne 1.2.3.
In order to meet the purpose of making Thom Browne more accessible, the prices of Thom Browne 1.2.3. will always stay below those of ready-to-wear.
Strategically defining a price segment, the brand is following its brand mission of making the everyday cool. This means, that Thom Browne 1.2.3. will sold at more exclusive price points than convenience products, as they are design-driven objects.

However, when looking at the other end of the spectrum, Thom Browne 1.2.3. averts additional extravaganza. This results in more moderate price points than indulging high-end specialists.
Thom Browne 1.2.3. will be sold through 4 different channels, in international cities. The main focus will lie on Thom Browne’s key markets: US East Coast, Central Europe and South-East Asia. If the brand extension is successful after one year, the availability will slowly spread more widely. To maintain the brand value, the items will be sold in a fashionable context.

1) Monobrand Stores
2) Department Stores
3) Concept Stores
4) Online Retailers
Monobrand Stores.
As the Monobrand Stores in New York and Tokyo form the flagship of the brand, they offer the entire range of Thom Browne, including Thom Browne 1.2.3..
Department Stores.

Thom Browne 1.2.3. will be sold in unconventional department stores, like Colette in Paris and Dover Street Market in New York, London and Tokyo. Within their assortment, Thom Browne 1.2.3. can stand out through its conventional product line.

Besides selling in their retail spaces, Thom Browne 1.2.3. can also benefit from the online shop channels of these department stores, in order to reach an international clientel.

If the brand extension is successful after one year, the distribution will expand towards more conventional department stores, that also sell Thom Browne ready-to-wear, such as Barneys New York or Le Bon Marché, Paris.
In order to further make Thom Browne 1.2.3. accessible, Thom Browne will be available in concept stores, selling other items besides clothing. Examples are Oki-Ni in Newcastle, Voo Store in Berlin and Broken Arm in Paris.

As the webshop of these stores are a popular shopping destination, Thom Browne 1.2.3. will also benefit from these channels. The line will be made available through these webshops, in order to maximize reach.
Thombrowne.com

The items will be available through the Thom Browne online shop, however, as Thom Browne does not prioritize its online distribution channel, the webshop layout will not be renewed.
Online Retailers.

Thom Browne 1.2.3. will also be sold through selected online retailers, who sell a range of accessories and lifestyle products, besides ready-to-wear. Examples are: mrporter.com or ssense.com. These channels reach an international clientele without generalising the products and brand.
Sticking to its conservative and masculine roots, Thom Browne is not keen on excessive promotion. The brand follows the show-don’t-tell approach, focussing on the fashion shows for press, as well as story-telling retail spaces. Online platforms are purely used for social media in order to promote the two former.
Pop Up Installation.

In order to promote the line, Thom Browne 1.2.3. will launch pop-up installations which highlight the concept behind the brand extension. The installations will be set up in suitable department stores in order to access a wide audience of brand aficionados and new enthusiasts. The choice of location will be within the key markets to cater the mentality group.

The pop-up installation will be combined with launch events inviting people from the fashion industry and press to preview the line and create a buzz.
Collection Presentation / Performance Piece.

As Thom Browne frequently uses performance throughout its fashion shows, the brand will introduce Thom Browne 1.2.3. through a performance piece complementing the F/W 16-7 show. The narrative will focus on the simplicity of the daily morning routine.
Social Media.

Thom Browne uses social media to communicate the brand’s actions as well as informing brand enthusiasts about press coverage.

Facebook.

Thom Browne 1.2.3 will initially be launched through the Thom Browne Facebook page, which will communicate news about Thom Browne 1.2.3., together with information about Thom Browne itself. If there is sufficient press coverage etc. after 6 months, Thom Browne 1.2.3. will launch its own Facebook page.

Instagram.

Instagram is the brand’s main channel for social media, with the most followers compared to other platforms. Thom Browne 1.2.3. hence will have its own account, communicating about products, promotional news (i.e. pop up events) as well as press coverage.

Twitter.

Thom Browne 1.2.3. will be communicated through the Thom Browne twitter channel, however will have its own account if there is sufficient press coverage after 6 months.
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