STRATEGY BOOK

A new Chapter
By & Other Stories
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Bonjour, Beautiful!
A New Chapter

We provide modern brides-to-be with everything nuptial to complete their personal style odyssey.

With our contemporary, affordable bridal wear, we encourage you to embrace your unique personality and toss the bouquet in style on the great day.

Offbeat nuptial styles for the aisle and beyond.
New priorities

You are more of a tomboy type but have found yourself in a ‘wedding situation’? You want to look sophisticated and elegant at your wedding, not like a character in a Disney movie? You can think of a million better ways to spend your money than on 4 kilos of polyester? We’ve got you.

1. NEW LOVE, NEW GAME

How engaged couples think about spending and the value they place on the dress, flowers and invitations has changed. New nuptials are putting of major purchases and most couples nowadays prefer the experience of getting married and the sharing of it with the world, which means shifting to more experience and less extravagance.

The dress is just there for one day, but the event itself lasts a lifetime of memories.

2. MY LIFE, MY STYLE

In this new era of personal style, customers want to be creative, thanks to social media platforms like Pinterest and Instagram and the street style movement. They don’t want buy into any generic bridal wear brand that just repeats what is already said.

We’ve got the unconventional style statements, that let you express your individuality and contemporary way of life.

3. SWITCHING CHANNELS

The Internet plays a crucial role in the wedding market, but its potential is not fully exploited yet. Brides-to-be are very active on social media and nowadays they are switching back and forth across channels constantly.

You do bridal research online, but decide to try on the dress in our brick-and-mortar shop, then compare prices of similar styles online, but finally make the purchase in store. We will be with you all along.
THE STRATEGY

Endless possibilities

A New Chapter’s business strategy alludes to all the possibilities the customer can create by mixing all the available products. By focussing on personal style rather than traditional wedding styles, not one look becomes the centre of attention, but rather a promise of the endless styling possibilities.

Suggesting a one-stop shop experience, at A New Chapter you will not only have the ability to shop different kind of gowns, jewellery, bridal lingerie, but also buy wedding-related cosmetics, decor and everything needed to take you from daytime to playtime on your wedding day.

Of course not only future brides, but also their bridesmaids and wedding guest are interested in affordable and contemporary occasion wear and accessories. Next to the extensive bridal collection, we have something for every bridesmaid, a collection varying from classic chic pieces to more trendy silhouettes.
All things lovey-dovey

A New Chapter competes in the world of affordable, contemporary bridal wear and accessories. Our main competitors are ASOS Bridal, as well as The Reformation’s bridal wear line, both offering a broad collection of wedding gowns and bridesmaid dresses.

A New Chapter will differentiate itself by offering ever-changing collections and a broad choice at a competitive price, whilst keeping up the affordable luxury vibe. By introducing five sub-collection based on bridal stories each season, we remain relevant for a wider audience and create a high desirability for our dresses, since they will only be in store for a few months.
THE REFORMATION

The American brand Reformation launched its bridal line in 2014 with a collection of gowns, priced between 250€ and 700€. Embracing colour and trending silhouettes, the dresses could be ordered online - until the brand opened a brick-and-mortar store on Melrose Avenue, LA, in March 2016.

We set ourselves apart from The Reformation by embracing not only one very distinctive design identity, but being more experimental and playful in style. Another important point of differentiation is that we will have a collection of bridal accessories and beauty products to offer in store - not only dresses.

ASOS BRIDAL

The e-commerce giant’s house brand that launched in March 2016 features a variety of bridal styles, bridesmaids dresses, as well as bridal accessories with prices starting at 80€ up to 350€.

They target a younger, trend-influenced audience than A New Chapter, since our concept is tailored to the needs of more sophisticated, style-conscious brides-to-be. Also slightly higher prices for a more exclusive feel and of course our brick-and-mortar shop make us the number one affordable, contemporary bridal wear destination in Europe.
MARKETING MIX

Nuptial treasures

& Other Stories is often praised for its versatile yet timeless wares – and these high design standards are taken over by A New Chapter. We are speaking directly to the simplicity in design that is associated with a certain kind of quality.

We offer five diverse sub-lines, ranging from masculine tailoring to feminine chic, designed to provide endless styling possibilities. It doesn’t matter whether you want to dare a bit or stay on the safe side; we have the styles that take you from daytime to playtime on your wedding day.

Milan

Milan’s sophisticated and architectural collection combines elegant drapes of fabric with low-key sporty touches and Art Deco nourishes.
Stockholm

The Stockholm line tells a story of contradiction and minimalism - all swirled marble prints and geometric shapes on severe silhouettes - topped off with understated accessories.

Paris

Paris comes along all poetic and dandy: something more recognisably chic, slightly preppy, with leanings towards vintage and paired with upmarket accessories.
New York

New York’s glamorous and bold spirit speaks of glam grunge, chunky metallic jewellery and sheer-panelled dresses.

Berlin

Berlin’s industrial and effortless vibe shows through in edgy style statements and brave two-piece gowns and paired with quirky accessories.
The Value

As our mother brand is for the girl who wants Acne and Isabel Marant at Topshop prices, we provide women contemporary, bridal gowns at prices more high-street than high-end. Marrying contemporary silhouettes with high quality and good value for money - this is where the magic happens.

Short dresses for 150€ and embroidered gowns for 600€ will be mixed with lipsticks in flying colours starting at 8€ - we have something for every budget.
The Atelier

Everything we do, from a sequin bridal gown to our shopping bags, is designed in the ateliers in Stockholm and Paris. The team is split between those two inspiring fashion metropolises, which allows us to be inspired and cherry-pick from the best of both worlds: nonchalant, French chic and minimal Scandinavian edge.
The Community

Our community consists of real people: street style lovers, fashion enthusiasts and creative souls. We ask our brand ambassadors to just be themselves - no matter how unconventional their style might be. Above all, we aim to tell authentic stories that reflect our belief in diversity.
The Buzz

Being highly influenced by the world of social media, this is our main platform of promotion. A flawless online appearance is crucial, because this is where A New Chapter can make the biggest difference.

We will focus on visual platforms - Instagram, Pinterest and Facebook - since this is where the journey for almost every bride-to-be starts. Besides that, the brand’s homepage in combination with the online shop will function as main communication channel.

Similar to & Other Stories, we will not advert with any above-the-line campaigns, but concentrate on what we are best at: offering forward thinking, well-priced products at the best quality.

Social Media will be used to create brand awareness; we will tighten links with prescribers and trend-setters in the fashion world, for example fashion media, bloggers and celebrities. To enhance our creative mindset, you will find fresh collaborations not only with upcoming designers, but also artists, musicians and editors. Because of these thought-through, dynamic editions, there will be guaranteed PR.
The customer journey

Almost all brides-to-be use social media platforms like Pinterest and Instagram to research brands and as a source of inspiration for the dress and the wedding day in general. However, hardly any of them would actually order the dress online - mostly because of sizing, colour and fabric uncertainties. A New Chapter will guide the bride’s journey of finding the right wedding dress and bridge the gap between online inspiration and offline purchase.
1. Inspiration

By making extensive use of social media channels, we tap into the opportunity to reach potential customers already at the stage of research and inspiration.

Up-to-date and shoppable Pinterest boards as well as an inspiring, well-considered Instagram feed enable customers to like and share our products, even before they have any bond to the brand. Besides that, our Bridal Stories (see page 34) will inspire customers both on- and offline.

2. Service

Service is key for brides-to-be, so our service is not only limited to a store visit. We are offering a personalised advice regarding dress selection, sizing and styling through live-chat, messenger apps and phone.

We encourage every bride to embrace her own style on the great day through tailored customer service. Since many brides use Pinterest as a tool to gather inspiration and organise the wedding, we will give them the opportunity to attach a link to their inspiration boards to their appointment request.
3. Styling advice
By attaching the Pinterest inspiration board, the assigned styling assistant will have an idea of the client’s personal style preferences, the wedding theme and the location - all important factors that set the guidelines for the dress style.

4. Social Engagement
Well, well, well... So many likes, when all you need is love? We are aware of the great impact of social sharing and make use of the fact that brides-to-be want to exchange thoughts, opinions and inspiration. With our ‘instagram-ready’ store interior, humorous wedding-hints in our visual merchandising and appealing packaging design, we encourage our customers to create own brand content and to share it on social media.
Bridal Stories

We don’t do trends, we exist for the story. That’s why our online presence and the stores are closely linked together with the same imagery, promotional activities and products giving a similar feeling and connecting them. Both on the homepage and in-store, authentic bridal stories will be featured as a more engaging and inspiring source of inspiration for customers.
Each Bridal Story

is inspired by one of the five sub-collections, thus represents different aesthetics as featured in the sub-lines. However, the sub-lines aren’t communicated to the customer, to prevent them from simply picking the style of their preferred city, but rather creating their own story by mixing different items.

Products by A New Chapter are included in the Bridal Stories, but not the main focus of the photography. It’s not about the styling only, but about the story of each individual bride and the memories made starring her, the dress and her loved ones.

To get this authentic message across, we feature little film sequences, intimate close-ups and personal quotes of the bride. To make it easier for our customers to identify with the bride and her style, the groom or wedding guests are not shown explicitly.
PHYSICAL EVIDENCE

The Bridal Salon

Just as our mother brand & Other Stories, we believe accessories are key for styling, and just as important as clothing. That is why we bring everything a future bride desires into one place, focussing on the whole look.

View us as a one-stop bridal destination for modern women to gather inspiration and find everything they need to make their wedding day unforgettable. A London flagship store is the first step of a Europe-wide roll-out, with further store openings planned in Copenhagen, Stockholm, Paris, Milan, Barcelona and Berlin.
THE PROCESS

‘I Do’ good

We believe that responsible production can't spare the bridal wear market, especially in times like these. To us, acting environmentally and socially conscious is a way of life and a standard, which we aim to keep up at all times.

Our aim is to create collections, with well thought-out solutions, using innovative sustainable materials and strictly follow & Other Stories’ code of conduct, product policy and chemical restrictions.
Cheers
to a new chapter.
A new Chapter