



DAMSON MADDER.



THE LONDON BLOOM EDIT.

CELEBRATING 5 YEARS OF DAMSON MADDER.

THE A LIST



AGENDA

THE A LIST

A decorative border of various flowers, including pink roses and purple flowers, surrounds the central text area.

SWOT ANALYSIS

GIFTING DETAILS

CELEBRITY PROTOTYPES

INFLUENCER PROTOTYPES

TALENT PITCH

BUDGET

THE A LIST



SWOT ANALYSIS

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- Committed to sustainable and responsible production, steering clear of fast fashion.
- Predominantly female-run business.
- Affordable sustainable fashion that offers high-quality garments.

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- As a newer brand, Damson Madder does not obtain the brand loyalty that older brands have.
- Focus on UK and USA markets restricts global expansion.
- The niche market approach limits a broader customer base.

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- Influencer events, collaborations, and greater social media presence to increase brand recognition.
- Capitalize on its sustainability efforts-- collaborating with influencers known to be environmentally conscious.

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- Emphasizing quality and ethical production means Damson Madder is highly dependent on its suppliers and manufacturers.
- Disruptions in the supply chain could impact product availability, lead times, and overall customer satisfaction.

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GIFTING DETAILS

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celebrating 5 years

THE LONDON BLOOM EDIT.



earl of east x DM candle



fetti disposable camera



english breakfast tea



polspotten tea set

LOOKBOOK.





CELEBRITY PROTOTYPES

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CELEBRITIES.



AWKWAFINA
ACTOR
2.2M Followers



ANYA TAYLOR-JOY
ACTOR
11.7M Followers



AYO EDEBIRI
ACTOR
1M Followers



LILY SINGH
COMEDIAN
13.8M Followers



SABRINA CARPENTER
SINGER
13.8M Followers

The background of the slide is a light cream color with a decorative border of various flowers. At the top, there are pink roses and purple flowers. At the bottom, there are more pink roses and purple flowers. The central text is on a white rectangular background.

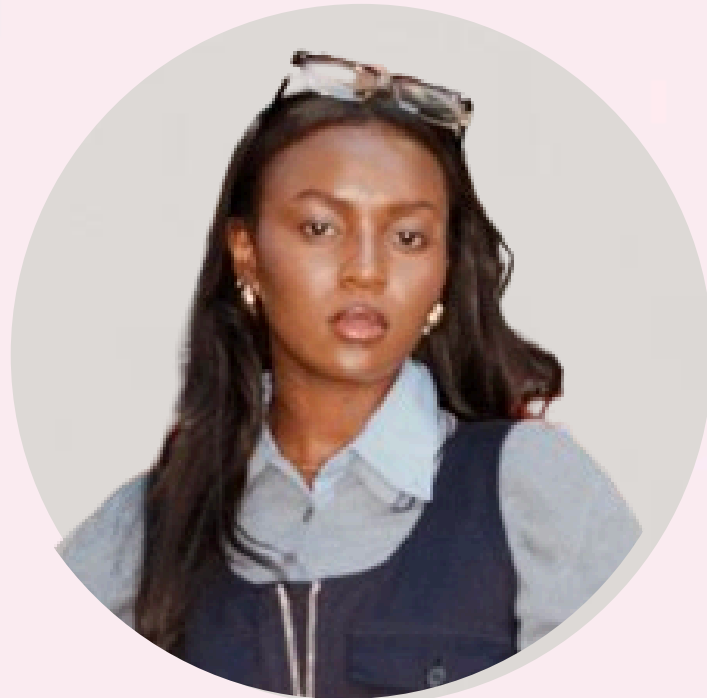
INFLUENCER PROTOTYPES

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INFLUENCERS.



DANI KLARIĆ
INTERIOR DESIGNER
917K Followers



DEVIN ARIELLE
FASHION INFLUENCER
94.4K Followers



HAILEY POLK
FASHION INFLUENCER
235K Followers



JAZMINE ROGERS
INFLUENCER
116K Followers



REMI BADER
INFLUENCER
715K Followers



TALENT PITCH

THE A LIST

A decorative border of pink roses and green leaves frames the central text area.

Hi Xx,

Hope all is well!

Reaching out on behalf of Damson Madder, a female-run fashion label that's celebrating five years in April!

What better way to celebrate a London-based brand than with a touch of classic London style?

In honor of our milestone, we've created 'The London Bloom Edit,' a package that perfectly encapsulates the spirit of London we cherish so much. Inside, you'll find a tea set for your own tea party, a disposable camera for capturing memories, an English breakfast tea canister with sustainable tea leaves, and a candle set.

We appreciate your creativity and unique approach to celebrating life's beautiful moments. If you're interested, please share your favorite clothing pieces and sizes from our lookbook, and let us know your best shipping address!

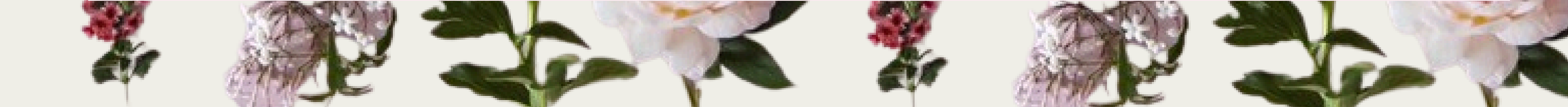
Best,
Xx

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BUDGET

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BUDGET

ITEM	PROJECTED COST PER ITEM	PROJECTED TOTAL COST
Polspotten Tea Set	\$75	\$1,500
Fetti Disposable Camera	\$32	\$640
Art of Tea English Breakfast Tea	\$21	\$420
Packaging	\$35	\$700
	TOTAL:	\$3,260

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PITCH + ADDITIONAL TALENT

THE A LIST



THANK YOU!

**DAMSON
MADDER.**

