



# DAMSON MADDER.



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## THE LONDON BLOOM EDIT.

CELEBRATING 5 YEARS OF DAMSON MADDER.

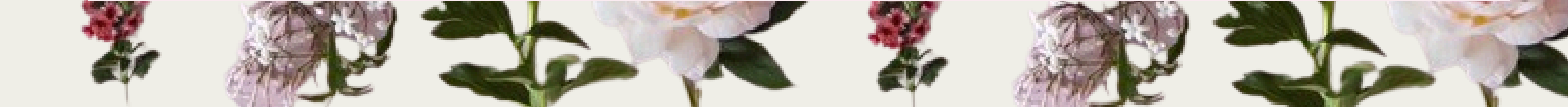
THE A LIST



# AGENDA

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THE A LIST



The background of the slide features a decorative border of various flowers, including pink roses and purple blossoms, set against a light green background. The central text is contained within a white rectangular area.

**SWOT ANALYSIS**

**GIFTING DETAILS**

**CELEBRITY PROTOTYPES**

**INFLUENCER PROTOTYPES**

**TALENT PITCH**

**BUDGET**

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THE A LIST



# SWOT ANALYSIS

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**S**

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

**W**

- 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.

**O**

- 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.

**T**

- 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



# INFLUENCER PROTOTYPES

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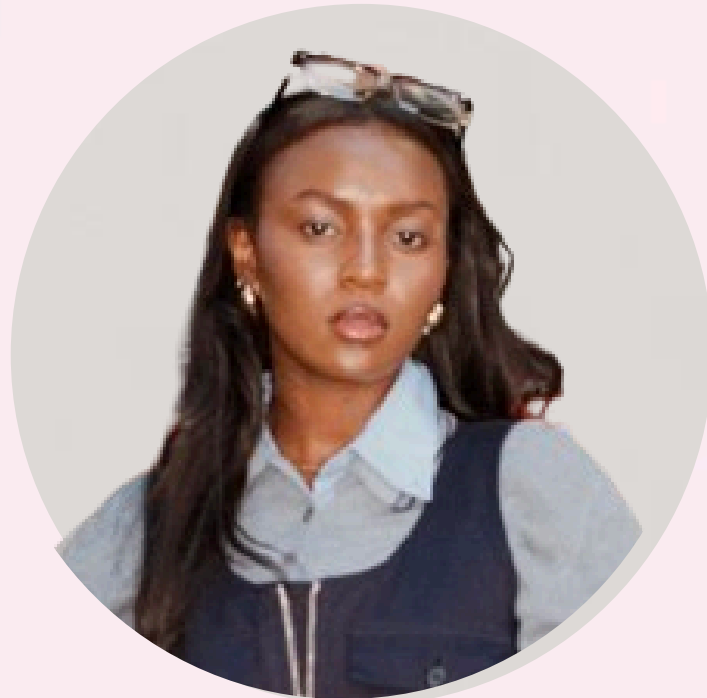
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# INFLUENCERS.



**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

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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

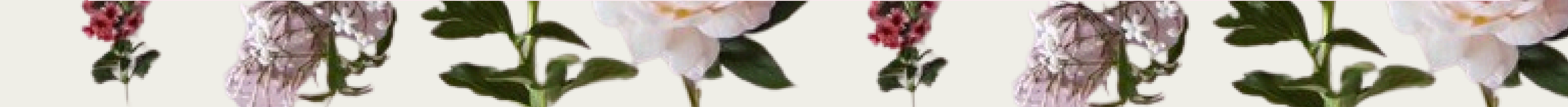
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# BUDGET

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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**

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# THANK YOU!

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**DAMSON  
MADDER.**



