



Collaborate

PRADA X **BE@RBRICK**

PRADA



History & Development

- Established in 1913 by Mario Prada, the luxury fashion brand started growing its business in Milan, Italy as a leather crafting boutique. Over a century, the namesake brand has grown to be a leading fashion house that holds multiple product lines including ready-to-wear, leather goods, accessories, fine jewels and fragrances. Carrying the motto 'Be seen, be heard'(CROFT, 2020), Miuccia Prada continues Prada's exploration from archive inspirations to blend with future visions, presenting elegant designs to the world.



Demographic

Upper Class ladies/gentlemen

Age: 15-35

Gender: Male and Female(in most)

Education: High Educational Degrees

Marital Status: Single

Income: High income or with support from high income families

Regions: Economically developed cities with certain fashion resource



Customer Profile

Behavioral/ Psychographic

Age Span: 15-25

Price Sensitivity: Insensitive to pricing, for that income is mainly from supportive families

Brand Loyalty: Little loyalty towards certain fashion brands, easy to follow styles on trend.

Purchase motivation: Standing out/Ambiguous/Emotional-based

Age Span:26-35

Price Sensitivity: Insensitive to pricing, for that most consumers have stable and high-income jobs as elite groups.

Brand Loyalty: Possess loyalty to brands that provide exceeding value to their expectations, including design, comfort, compatibility to match and brand image.

Purchase motivation: Social status/ Quality/ Brand image



Market Position



Product Coverage

Gender Split (Main Revenue Source)

Menswear/Womenswear - 337 SKUs / 462 SKUs

Men's LG/Women's LG - 219 SKUs / 526 SKUs

Prada is leveraging womenswear and leather goods over men's products, matching its targeted female market.

Category Coverage (Women's)

Leather goods: 27% in all 1571 SKUs

Ready to wear: 29% in all 1571 SKUs

Acc & Jewelry: 44% in all 1571 SKUs

In all womenswear categories, Prada is providing more options in accessories and costume jewelries for the market, while balancing the coverage of its two major revenue source, leather goods and ready to wear.

Price

Price Range

Ready to wear: £ 570 - £ 8,800

Leather goods: £ 1,300 - £ 2,600

Accessories & costume Jewelries: £ 180 - £ 1,120

In comparison with Prada's key competitors, Prada an upper entry level pricing for RTW and leather goods, but a wider range of choices for accessories and costume jewelries.

As the two major revenue streams of Prada, the high standard in both quality and pricing of RTW and leather goods help secure the high end image of the luxury brand.

Competitor Analysis



SAINT LAURENT

Product Line

Ready to wear/Leather Goods/Accessories/Costume & High Jewelry

Pricing

Ready to wear:£ 755 - £ 11,800

Leather Goods:£ 190(SLG)- £ 2,500

Accessories:£ 250 - £ 380

Jewelry:£ 340 - £ 1,545

Target Market

Upper class male and female, aged from 20-40 with high income and education levels.

Strength(In Comparison with Prada)

More SKUs, offering various silhouettes to consumers.

Targeting gender market evenly, attractive to both male and female consumers.

More friendly to younger consumers, as in future fashion mainstay through offering entry level products that are more affordable.

Weakness(In Comparison with Prada)

Narrow product line coverage, providing consumers with less potential options. Less digital communication coverage, especially in APAC.

*Saint Laurent was once banned on all China's fashion print press for overusing communication contents.



BOTTEGA VENETA

Product Line

Ready to wear/Leather Goods/Accessories/Fine Jewelry

Pricing

Ready to wear:£ 335 - £ 22,500(Fur)

Leather Goods:£ 470 - £ 2,560

Accessories:£ 275 - £ 755

Jewelry:£ 450 - £ 1,350

Target Market

Strength(In Comparison with Prada)

More press coverage on print media, highlighting the brand image to VIP customers.

Genderless products being offered, more appealing to younger generations.

Targeting gender market evenly, attractive to both male and female consumers.

Weakness(In Comparison with Prada)

Not taking main stream seeding strategies on digital channels, instead, utilizing word-of mouth communities to create exposure, lack in efficiency.

Narrow product line coverage, providing consumers with less potential options.

Avantgarde Design lowers the acceptability of mass market.



GIVENCHY

Product Line

Ready to wear/Leather Goods/Accessories/Costume & Fine Jewelry/Perfume & Cosmetics

Pricing

Ready to wear:£ 450 - £ 5,259

Leather Goods:£ 210(SLG) - £ 3,190(Shearling)

Accessories:£ 240 - £ 1,350

Fine Jewelry: /

Target Market

Strength(In Comparison with Prada)

Wide product line coverage, providing consumers with more shopping choices.

Proactive digital communication on social media platforms, utilizing KOL seeding and celebrity endorsement.

Weakness(In Comparison with Prada)

Narrow price range for higher class consumers.

Pessimistic performance on trending pint media, including Vogue/Elle/L'Officiel/Bazaar etc.

DNA

Prada was founded in Milan, Italy in 1913 with the original Logo of the rope and royal Savoy. The crest and four nautical knots, but the top crest was banned until 1919 when Prada became the name of the day. Only authorized suppliers of clothing to the Italian royal family. And now the popular triangle badge, but also after Raf Simons into the diversified interpretation and design. It can be a simple blank triangle, or it can be a triangle just containing the word Prada. Knowledge is more likely a patchwork flower... These seemingly identical but different triangles are applied to every product and shape. Miuccia Prada once said in an interview that Raf Simons is very obsessed with triangles, using a triangle imperceptibly implanted into the brand concept of Prada, perhaps just one of Raf's original ideas, but admittedly, it does work as a brand tag. Nowadays, the triangle badge has increasingly become an independent and stylish identifier of Prada. When all the pieces are paired with the iconic Triangular logo, they instantly look Prada. The triangular logo badge, now ubiquitous, was originally only used on Prada's leather goods collection, so it is also the most classic design of Prada handbags.



value

1. Prada is one of the most mature luxury fashion companies in the world with over a hundred years of history
2. Prada's product are known for its high quality and unique design.
3. World recognized influence.
4. Active branding and communication strategies.
5. Wide product range for potential consumers.

BE@RBRICK



Introduce

Bearbrick has been developed and marketed by Japanese TOY company MEDICOM since 2001. Bearbrick is a very popular Toy from Medicom Toy. Its founder is Akji Ryoam. The Bearbrick, improved by Kubrick, soon became popular and concerned. Bearbrick is very popular because of its cute shape and high quality craftsmanship. As Bearbrick gained attention, Bearbrick began to become an excellent product for co-writing. The Bearbrick has attracted attention both at the arts festival and on the street. The co-signing of one first-tier brand after another makes Bearbrick climb to the top, and the price is not cheap. Among them, some brands have participated in the creation of Original Fake, Fragment Design, Mastermind Japan, Bape, CLOT and so on.



Market Position

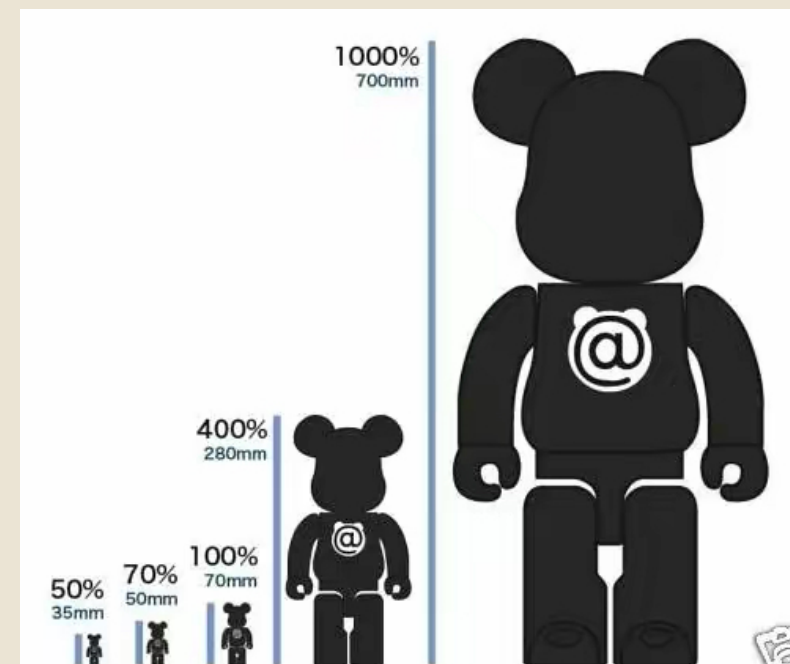


Bearbrick is a high-end toy brand. The quantity is limited, so the price is high. By April 2021, some of the block bears are priced at 10,000 yuan, which has reached more than 100,000 yuan. "Bear Circle" fans call it the "block bear." There are many sizes of "building bear" on the market, and the price varies from size to size, with CO brand models, celebrity models and limited edition models costing more. This is related to the joint name of various trend elements in the world, the star with goods, and the restriction of sales mechanism.



Bearbrick Dimensions:

There are five different sizes: 100% (7 cm), 400% (28 cm), 1000% (70 cm), 50% and 70%. 100% for normal Bearbrick size, 400% and 1000% for special edition dedicated sizes for some collaborations. 50% and 70% are usually used as small gifts or giveaways. Normal Bearbrick (100%) is rolled out in algebra, and these are normal 100% versions of Bearbrick. Created by MEDICOM TOY, each bear comes with its own packaging and birth card. Several limited editions and hidden editions are included to increase their collectible value, making these Bearbricks very collectible. At present, the 100% version has been released to 35 generations.



Bearbrick material

Bearbrick is mainly made of PVC and ABS, but a small number of limited products will be made of metal, wood, flocking and other materials.



value

- The circulation is small, the purchase is difficult, the collection of stars, the style design is attractive, some people are willing to consume and collect it.
- Because of the existence of the market and demand, there is a special appreciation of the space to do second-hand business scalpers. Now the official website each release generation, there will be a sellout phenomenon. Much of it ends up in the hands of second-hand traders, who use it as a treasure.
- Although it is not practical, it is full of luxury properties. Celebrities can also be used as collectibles for fans, and some artists will specially design out-of-print styles, one piece in the world, the value is huge.
- Brand and operation of MEDICOM. As a senior toy manufacturer in Japan, BearBrick has launched too many toys for games, peripheral toys and so on, which have won great popularity among players. Bearbrick's popularity in a short period of time also reflects MEDICOM's accurate understanding of customers.
- Dewu, explosion, Xianyu and other APP communication, display, circulation, also greatly promoted its promotion.



BE@RBRICK™ SERIES 18



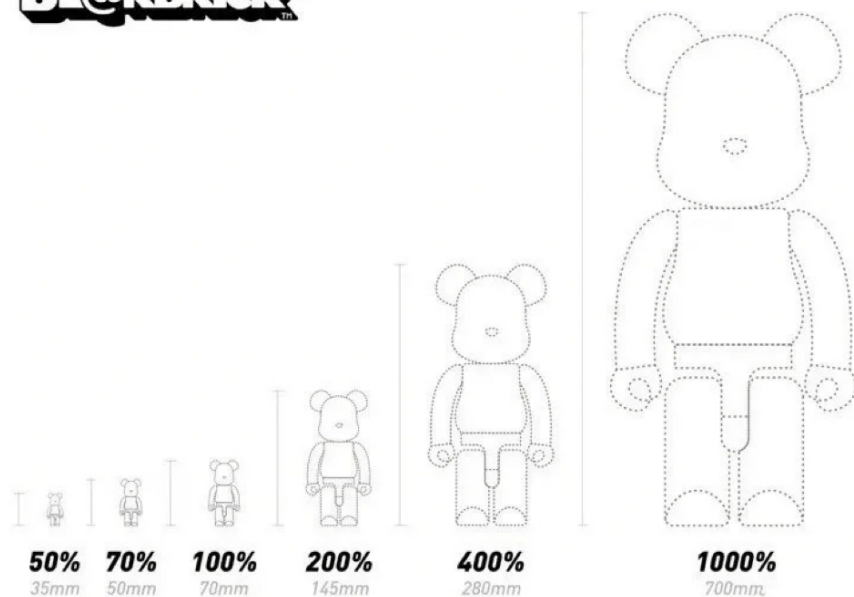
DNA

Bearbrick head: The typical Bearbrick head features two ears of the same size (and nyabrick's version of cat ears), a small, round nose, bulging cheeks and lips, no mouth, no eyes (without coloring), and can be rotated at a full Angle of 360° at the neck. Bearbrick arms: The 100% Bearbrick can be turned at the shoulder with a pincer-like, fingerless hand that can be turned at the wrist. 400% and 1000% models will have a "pop" sound when they move their hands and feet, three times in a row is a "pop, pop" sound. Bearbrick torso: Back straight, belly raised. Bearbrick waist: It can be rotated 360° arbitrarily, with the hips slightly extended down. Bearbrick's legs: Rotate left and right at the base of the thigh. The ball of the foot is slightly forward, and there are two round holes on each foot. The soles of the feet were flat, and there were holes in each of them. The legs are cube-shaped. The back of the leg usually has Bearbrick's version information. 400% and 1000% Bearbrick Special note: There is no difference between the two types of Bearbrick in terms of body, but the size is different. Their arms and legs can only rotate horizontally within the plane, not sideways. Because the volume is relatively large, the interior is designed for gear. Unlike 100% modular assembly. Therefore, the Bearbrick of these two sizes should not be disassembled at will.

BE@RBRICK™ SERIES 24



BE@RBRICK™



2A

Outcome



2B Process



And on the basis of the previous step for it to collage its clothes.



I painted the model its hair style.



I chose the skin color of the model on the original model, and drew the facial features of be@rbrick as well as the hairstyle.



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2B Outcome



Visually Represented Report

The fashion brand I choose is Prada and the non fashion brand is Bearbrick. I chose to co-name them this time because Prada's apparels are described as both classic and novel, simple but stylish, marked by an cryptic technical retro feel. On the one hand, Prada's style is modern, drawing on the traditions of discreet elegance and exquisite craftsmanship in northern Italy(Major, 2018). Now with the onboard of Raf Simons in 2020, Prada has been introducing innovative design silhouettes with chic tailoring styles. Prada has been introducing innovative design silhouettes with chic tailoring styles. Prada was founded by Miuccia Prada in Milan, Italy in 1913. Miuccia Prada's unique gift lies in her relentless pursuit of new ideas, which combines intellectual curiosity with cultural interest to forge a pioneering path. However, Bearbrick is a very popular Toy from Medicom Toy. Since 2001, it has been developed and marketed by Japanese TOY company MEDICOM. Its founder is Akji Ryoam. Then the Bearbrick, improved by Kubrick, quickly became popular and concerned with its lovely shape and high-quality technology. I thought it would be fun to combine simple, retro and cute looks.

Carrying the motto 'Be seen, be heard' (CROFT, 2020), Miuccia Prada continues Prada's exploration from archive inspirations to blend with future visions, presenting elegant designs to the world. Miuccia Prada, the youngest granddaughter of Mario's, started her career as the supervisor of accessory design in Prada, who later took over the obligation to oversee womenswear. In the early 90s, Muccia presented the world famous nylon handbag and unveiled Prada's determination of innovation.

So far, Bearbrick has become a cultural carrier, not just a small toy. MEDICOM TOY had high hopes for this bear from the start, bringing cultural and trendy elements to Bear Brick. With its excellent technology, Bearbrick quickly became popular with young people. As Bearbrick gained attention, Bearbrick began to become an excellent product for co-writing. The Bearbrick has attracted attention both at the arts festival and on the street. The co-signing of one first-tier brand after another makes Bearbrick climb to the top, and the price is not cheap. Among them, some brands have participated in the creation of Original Fake, Fragment Design, Mastermind Japan, Bape, CLOT and so on.

In my design, I designed different skin tones and hairstyles for each building bear. The costumes I chose are for 2021 and 1996, and I want to design these representative clothes on the building bear. The bears will wear Prada's show clothes, and they will have the same skin tone and hair style as the models. I also made the packaging box for my joint name, so that the two can better blend together.

My target audience is those who can't live without Bearbrick's special styles and limited release. Besides, some Prada fans have the opportunity to buy or want to collect this luxury product. Moreover, Bearbrick's co-branded products will also be favored by many stars. As the price of Bearbrick rises in the secondary market, there will be some people who buy it as an investment.

The most representative part of the brand is not only the clothes and appearance of the bear, but also the brand logo on the box. In order to make customers more intuitively understand the DNA of the two brands, I added the standards and characteristics of the two brands on the packaging box.