

LOVIE, an affordable line by LoveShackFancy

by Nora Comtois



Existing Brand & Business Overview

What is LoveShackFancy?

LoveShackFancy is a women's luxury brand. The brand describes itself as being "...rich in detail, flattering silhouettes, soft hues, and intricate lace, with an emphasis on whimsical hand-dyed fabrics and enchanting vintage-inspired romantic floral prints." The brand is "...a modern iteration on vintage luxury," says Founder and Creative Director Rebecca Hessel Cohen in an interview with The Hollywood Reporter.



Founding

The company was founded in Manhattan, New York in 2013 after Cohen decided to design the bridesmaid dresses for her wedding. In a Forbes interview, she says she wanted the dress to be a versatile dress that “...looked good on everyone, from the beach to the ballroom, and would be your best dancing partner.” That became the first ever LoveShackFancy item: a halter dress called “The Love Dress.”

Cohen chooses every single fabric, print, and embellishment for the collections. She says most of her inspiration comes from her travels abroad, especially from the vintage markets in Bath, Portobello, and Paris. For the image of the brand however, she says that her mother is the main muse. Her mother introduced Cohen to her love of vintage with the Victorian and Edwardian dresses, pillows, and other textiles that she kept in their house.

Additionally, it was her mother who inspired the brand’s name, LoveShackFancy. Originally, Cohen and her mother were going to start a prop-styling business for houses — houses that they would call love shacks. It wasn’t until at a photoshoot that someone commented that these love shacks were not just any love shacks, but they were “love shack fancy.”



Production

LoveShackFancy has three factories in India which utilize small-scale, handmade production methods to help reduce the brand's carbon footprint. The brand requires that their partners abide by their Code of Conduct which includes ethical practices like fair wage and workers rights along with health and safety standards. "I've always been so proud we make our clothes in India," says Cohen. "The artistry, the complicated weaving, the embroidery and beading are like no other and we would never be able to do any of it if we didn't do it there" (Forbes).

Retail Platforms

Besides their own website, they started selling online and in-store for numerous department stores like Revolve, Nordstrom, and Net-A-Porter. Now, LoveShackFancy is also available to shop in their fifteen boutiques around the United States; most store locations are in New York, Florida, and California.

Pricing

Because of the more intricate and time-consuming production processes, along with the more expensive and sustainable materials used in production, most of the clothing items retail for a range of about \$300 to \$700. The garments are designed to be long-lasting; in an interview with Harper's Bazaar, Cohen says, "I like to think that LoveShackFancy is a brand that's an investment, it can be passed on for generations – to your daughters, friends, I want every dress to tell a story."

Craftsmanship

LoveShackFancy prioritizes hiring skilled artisans in order to preserve craftsmanship and ancient art-making traditions. The brand uses a modern rendition of 1890 clothing production techniques like “...buttery distressed mesh with lace embroidered floral appliqués, hand-rolled flower details, and...Battenburg lace.”

Some other techniques include old-world hand blocking methods to design prints, handlooms to make jacquards, and hand-sewing to create sequined dresses. The hand-adorned beaded dresses are created by local artisans in the north of India. The artisan hand-stitches the sequins to washed mesh in various patterns, a process that can take over one-hundred hours.



Sustainability

All of LoveShackFancy's fabrics are vegan, cruelty-free, and organic. For example, most of the lingerie in the brand's new intimate collection is made from tencel fibers which are sourced from eucalyptus trees.

LoveShackFancy also recycles leftover fabric by reusing it as design elements for limited edition collections. They once sold a collection of mini-skirts made from quilt scraps and another time sold silk slips with LoveShackFancy bespoke hand-sewn patches, lace trim, and other embellishments.

The brand hand-dyes all of their fabrics with vegetable dyes and dyes from natural waste. Occasionally, they mix the dye with Bougainvillea flowers — which are native to Palm Beach — in order to emphasize the color of the dyed fabrics. As for the dyeing process, LoveShackFancy uses Batik and Shibori — ancient dyeing methods.

Most packaging is made from biodegradable poly bags, and most boxes and tape are made from recycled materials; all materials, including receipts are printed on recycled paper.



Product Pitch

What Does LoveShackFancy Have?

LoveShackFancy Has Made a Name for Itself

LoveShackFancy's collaborations with various brands have significantly boosted its visibility: Morgan Lane lingerie and sleepwear, Superga shoes, Kendra Scott jewelry, Beach Riot activewear, Hurley surfwear, Target dresses, Pottery Barn homeware, Stoney Clover bags and accessories, Roller Rabbit loungewear, Bogner ski wear, Hedley & Bennett aprons, State luggage, Sophia Webster heels, Gap clothing, etc. However, as the brand has now solidified its presence in the industry, it can explore new creative endeavors.

LoveShackFancy Has an Expansive Inventory Across Multiple Categories

LoveShackFancy is known for their dresses and skirts, but they sell other clothing items like swimwear and loungewear as well — some in sizes for little girls too. The brand also sells accessories like bags, hair ribbons and scrunchies, and phone cases. Additionally, they recently launched a homeware collection which has bedding, bath, and decor. The brand has expanded its product inventory to most categories, however, all of these products remain at a high price point.

LoveShackFancy's most popular products are its dresses and skirts, so implementing something new in these categories could be the most business beneficial.

What Is LoveShackFancy Missing?

LoveShackFancy has established itself as a leading brand in the luxury fashion market, known for its dreamy aesthetic and romantic designs. However, the high price point of LoveShackFancy's main line has limited accessibility for many potential customers. In response to the growing demand for accessible luxury fashion and inclusivity within the fashion industry, I propose the launch of an affordable line by LoveShackFancy. This line aims to make the brand's signature aesthetic more accessible to a wider audience, specifically Gen-Z girls.

There is a significant market opportunity for an affordable line by LoveShackFancy. Many designer brands have successfully launched lower-priced collections to cater to a broader range of customers without compromising on quality or brand identity. This strategy has proven to be effective in expanding market reach and driving revenue growth. By launching an affordable line, LoveShackFancy can democratize access to and foster inclusivity within the fashion industry



Products

“The Gen-Z favorite brand is known for its bright \$295 floral-patterned dresses and \$225 ruffle mini skirts and as of late” (BOF). Consequently, the initial launch of the affordable line should prioritize dresses and skirts over a full inventory. This approach minimizes risk and streamlines production processes.



Sample Campaign Letter

Introducing LoveShackFancy's Newest Collection: *LOVIE*

In this exclusive collection, we present five skirts and five dresses, carefully curated to capture the essence of LoveShackFancy's dreamy aesthetic.

Our skirts, ranging from \$80 to \$100, and dresses, ranging from \$100 to \$150, offer accessible luxury without compromising on quality or style.

From flirty minis to flowing midis, our skirts invite you to dance through life with grace and elegance. Meanwhile, our dresses enchant with soft pastel hues, delicate florals, and intricate lace, embody the spirit of romance and magic.

With limited quantities available, now is your chance to indulge in the beauty of everyday romance with LOVIE.

Don't miss out on your opportunity to own a piece of LoveShackFancy's dreamy world. Shop our exclusive collection today!

TARGET AUDIENCE

LOVESHACKFANCY X
TARGET

LoveShackFancy's collaboration with Target serves as an example and inspiration for the new affordable collection in terms of vision.

In June 2020, LoveShackFancy and Target created a limited edition collection of 25 dresses as a part of Target's Designer Dress Collection.

- LoveShackFancy's dresses are made in India, whereas the LoveShackFancy x Target collaboration was made in China.
- LoveShackFancy's typical sizes range from XXS to XXL which excludes plus sizes. The sizes of the LoveShackFancy x Target collaboration ranged from XXS to 3X which included plus sizes.
- Most LoveShackFancy dresses range from \$325 to \$495, besides the limited expensive dresses which range from \$575 to \$3,495. The prices of the LoveShackFancy x Target collaboration ranged from \$40 to \$60.

All of the dresses were inspired by traditional LoveShackFancy dresses, but some dresses specifically were based on their bestselling styles. The Penelope Double Ruffle Dress (\$50) and the Lou Double Ruffle Dress (\$50) were inspired by the Natasha Mini Dress (\$325), and the Isabelle Halter Tiered Dress (\$60) was based on the Love Dress (\$495) which was one of the first LoveShackFancy designs.



Gen Z Girls

The lower price point ensures that LoveShackFancy's aesthetic is not limited to a select few who can afford luxury fashion. By offering affordable options, the brand becomes more inclusive and welcoming to a wider range of customers, including those who may have previously felt excluded due to financial constraints which is often the younger audience. Gen Z girls are often students or young professionals who may have limited disposable income. The lower price point of the affordable line makes it more accessible to this demographic, allowing them to indulge in the brand's aesthetic without overspending.

“ ‘I’m inspired by the young 20-year-olds around me as well, and I see how they live, and what they want to wear,’ ” says Rebecca Hessel Cohen, the founder of and fashion designer for LoveShackFancy (Harper’s Bazaar). Being that her inspiration are Gen-Z girls, it makes sense to create a new product line directly for them.

loveshackfancy.com Website Traffic Demographics

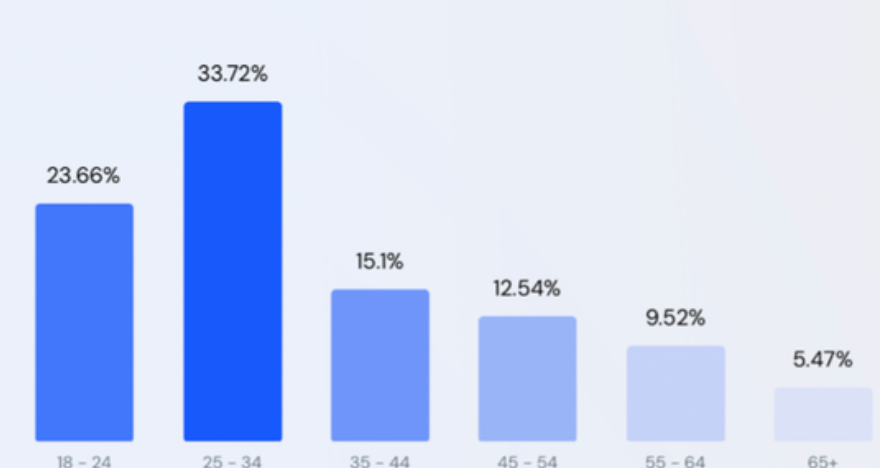
Audience composition can reveal a site's current market share across various audiences. loveshackfancy.com's audience is 16.52% male and 83.48% female. The largest age group of visitors are 25 – 34 year olds.

Share

Gender Distribution



Age Distribution



similarweb



Natasha Mini Dress in White (\$325)

100% cotton
made in India
XXS to XXL



Lou Double Ruffle Dress (\$50)

100% cotton
made in China
XXS to 3XL



Natasha Mini Dress in Juicy Plum (\$325)

100% cotton
made in India
XXS to XXL



Penelope Double Ruffle Dress (\$50)

100% cotton
made in China
XXS to 3XL



Love Dress Dress in Garden Blush(\$325)

100% silk / 100% viscose
made in India
XXS to XXL



Love Dress Dress in Magenta Starlight (\$325)

100% silk / 100% viscose
made in India
XXS to XXL



Love Dress Dress in Magnolia (\$325)

100% silk / 100% viscose
made in India
XXS to XXL



Isabelle Halter Tiered Dress (\$60)

100% cotton
made in China
XXS to 3XL

Biggest Challenges

Maintaining Exclusivity

By introducing a limited edition component to the collection, LoveShackFancy elevates its exclusivity, even with the introduction of more budget-friendly options. This exclusivity instills a sense of urgency and desirability among Gen Z consumers, who are attracted to unique and sought-after pieces. Moreover, limited edition releases often spark FOMO (fear of missing out), creating anticipation and demand for the collection's debut. Releasing the affordable line for just one season annually preserves the brand's upscale allure. By offering the line within a specific timeframe, LoveShackFancy maintains its aura of exclusivity while extending its reach to a broader audience eager to access the brand at an affordable price point.

Launching the annual drop collection during the spring or summer season corresponds with the conventional fashion calendar and takes advantage of the warmer weather, a time when consumers seek fresh additions to their wardrobes.

Leading up to the launch, the brand can generate excitement by teasing glimpses of the upcoming collection on social media platforms, sharing behind-the-scenes footage, and collaborating with influencers. This teaser campaign aims to create buzz and captivate Gen Z consumers, building anticipation for the annual collection release date.

Embracing a direct-to-consumer (DTC) model to eliminate middlemen and retail markups, LoveShackFancy can maintain control over pricing. Plus, being available solely at LoveShackFancy drives the exclusivity.

Sustainability Challenges

One of the biggest challenges LoveShackFancy faces in producing an affordable line is maintaining its quality and sustainability standards. As a brand known for its luxurious and ethically sourced materials, transitioning to more affordable options without compromising on quality can be challenging.

Materials

Ensuring that the materials used in the affordable line are still of high quality and are durable requires careful sourcing. LoveShackFancy may need to explore alternative materials, such as organic cotton, recycled polyester, or Tencel, that offer a balance between cost-effectiveness and sustainability.

Given that the collection launches during the summer season, there will be a higher demand for mini skirts and mini dresses, as they offer comfort and ease of movement in the summer heat. By using less fabric for these shorter styles, fabric production costs can be reduced, thus contributing to maintaining the affordability of the line. Furthermore, opting for lightweight fabrics instead of heavier ones typically associated with colder seasons enables the use of more cost-effective fabric options.

Production

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LoveShackFancy can streamline its design process by simplifying designs, minimizing embellishments, and focusing on core pieces that could be produced efficiently without compromising ethics.

LoveShackFancy was able to produce an affordable clothing line with Target in 2020 because of Target's purchasing power. Four years later, now that LoveShackFancy has grown to be even more successful, they may have greater purchasing power than they did prior. In fact, in 2023, the brand's sales increased 70% YoY (Forbes).

Biggest Opportunities

Succeeding in creating an affordable line presents significant opportunities for LoveShackFancy to 1) expand its customer base, 2) gain a competitive advantage, 3) foster brand growth, and 4) enhance brand loyalty.

1) Introducing an affordable line can attract a broader range of consumers who may have been previously deterred by the brand's higher price points. This expansion of the customer base can lead to increased sales and brand loyalty.

2) Success in the affordable segment can give LoveShackFancy a competitive edge over other brands, especially those that have not ventured into this market. It allows the brand to differentiate itself and cater to a wider range of consumer preferences.

3) The launch of an affordable line presents an opportunity for LoveShackFancy to further establish itself as a versatile and inclusive brand. This can lead to overall brand growth and a stronger position in the fashion industry.

4) By offering an affordable line, LoveShackFancy can build stronger connections with Gen Z consumers, fostering brand loyalty from a young age. As the girls grow older and their purchasing power increases, they are more likely to remain loyal to a brand that offered them quality and affordability during their formative years.



MARKETING CAMPAIGNS

Pop-Up Events

“Brick and mortar is a place for the brand to create that sense of luxury that has lured Gen-Z in, with stores decorated in elaborate wallpaper, regal furniture and crystal chandeliers, while it views wholesale as a crucial customer acquisition tool” (Lieber). This immersive retail experience serves as an ideal marketing strategy, complementing the brand's image and attracting customers. LoveShackFancy can host a variety of pop-up events tailored to create immersive brand experiences and engage with its audience.





By hosting an exclusive launch party in-store with influencers, this will help uphold the brand's exclusivity, even with the introduction of an affordable new collection, thereby preserving its appeal. The influencers can then wear the new collection and advertise it on their social media.

By hosting themed parties or soirées with music and free food that are open to the public, this will attract customers into the store to view the new collection.



By introducing in-store exclusives or limited-edition free merchandise that are only available at the pop-up events, this will incentivize customers to visit the store and view the collection. Free merchandise can be LoveShackFancy fragrance samples or even something as simple as serving donuts and free lattes (like their recent pop-up collaboration with Dunkin Donuts).



Offering interactive workshops or DIY sessions at pop-up events will entice customers to come to the store to view the new collection. By having the DIY be either making a bow or a rosette pin (like their recent Gap collaboration) with leftover LoveShackFancy scraps, this not only encourages sustainability, but this encourages the customer to wear their DIY to accessorize an outfit from the new collection.



Social Media

By utilizing social media platforms such as Instagram and TikTok to showcase the affordability and accessibility of the new line, this targets the Gen-Z audience that they're trying to reach. Gen Z is highly active on social media platforms, where they often share their fashion finds and style inspirations. The affordability of LoveShackFancy's new line makes it more likely for Gen Z girls to purchase and showcase their outfits on social media, thereby increasing brand visibility and attracting more customers.

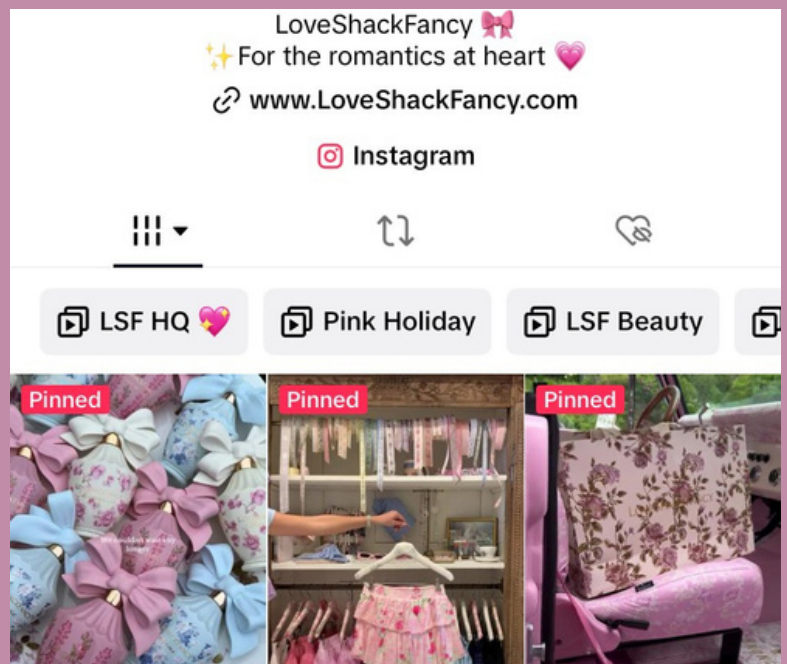
By collaborating with Gen Z influencers who align with LoveShackFancy's aesthetic and values, these influencers can create authentic content featuring the new collection, reaching their dedicated followers and driving interest and engagement among a younger audience.

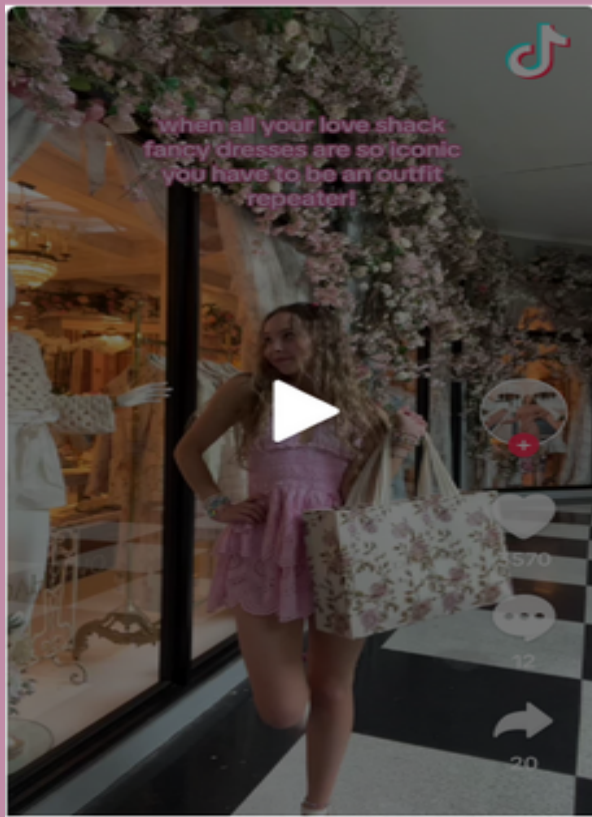
TikTok

LoveShackFancy maintains a TikTok presence, offering an opportunity to showcase its products. However, the most advantageous approach may involve collaborating with fellow Gen-Z creators to promote its Gen-Z-targeted line effectively.

As a result of the “cottagecore” trend on TikTok — characterized by whimsical and vintage-inspired styled flowy dresses, floral patterns, and countryside charm — and southern sorority rush trending, LoveShackFancy’s net sales grew 125% from 2020 to 2021 (The Zoe Report). These trends were especially popular amongst Gen-Z, the largest audience on TikTok with almost half of the platform’s users (44.7%) coming from that demographic (eMarketer). In fact, 46% of Gen Z TikTok users have bought a product because they saw it on TikTok in the past year, proving the power the platform has as a marketing tool for brands. LoveShackFancy is no exception, so it not only makes sense to appeal to this demographic in general, but also through TikTok specifically.

The brand can send out PR boxes to a wide array of recipients, encompassing both established influencers followed by Gen-Z and emerging content creators. This inclusive strategy underscores the brand's adaptability and illustrates its attractiveness to general individuals, beyond just influencers, thereby showcasing how the collection caters to everyone.



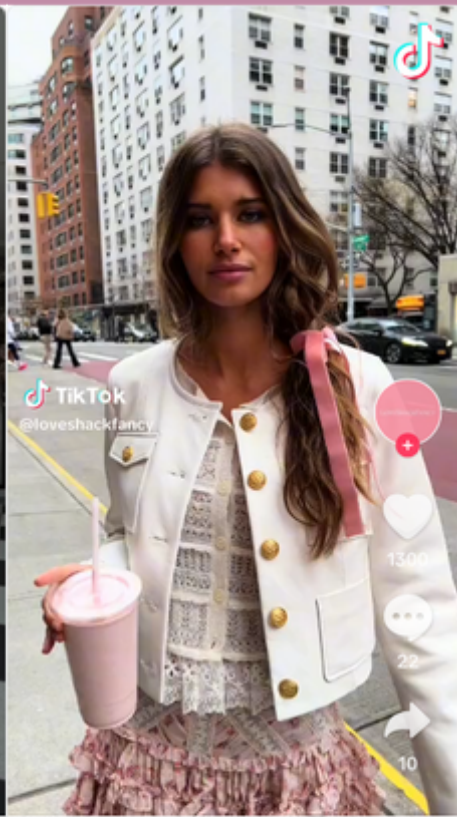


kTok Watch more Watch now

@makayla._andrews

will forever be an outfit repeater for @LoveShackFancy 🥰👗❤️ ...See more

🎵 original sound - holabiches_



👤 k Watch more Watch now

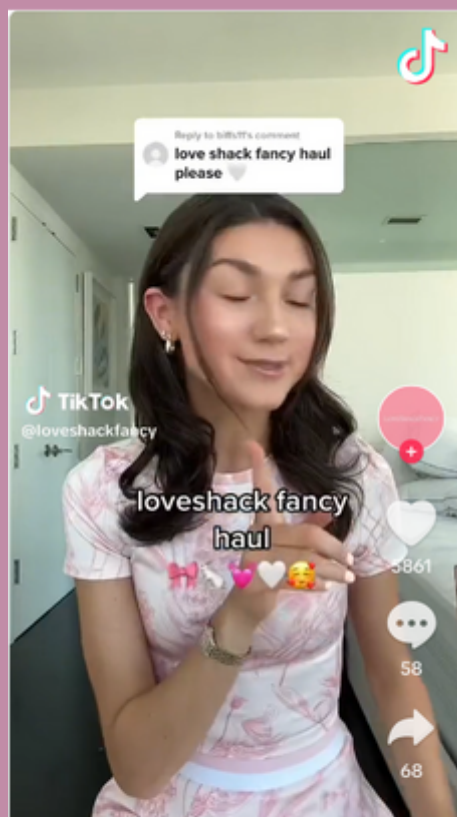
@loveshackfancy

"& I be like why are you so obsessed with me" 🥰❤️ When the fit is this g ...See more

🎵 Regina George - jónnys

By creating lip-sync to trending girly audios while wearing an outfit from the new collection, this leverages popular audio trends to increase exposure and engagement for the line.

A try-on haul video wearing and reviewing a few of the pieces from the collection will offer a firsthand look at the quality, fit, and versatility of the new collection, providing valuable insights for potential customers.

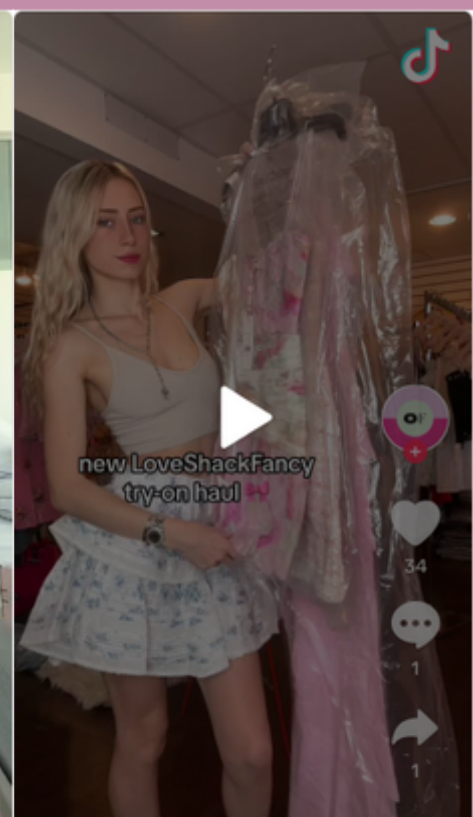


👤 h more exciting vid Watch now

@loveshackfancy

New arrivals try on haul with our fav LoveShack lady @katebartlett ...See more

🎵 Cumbia Buena - Grupo La Cumbia

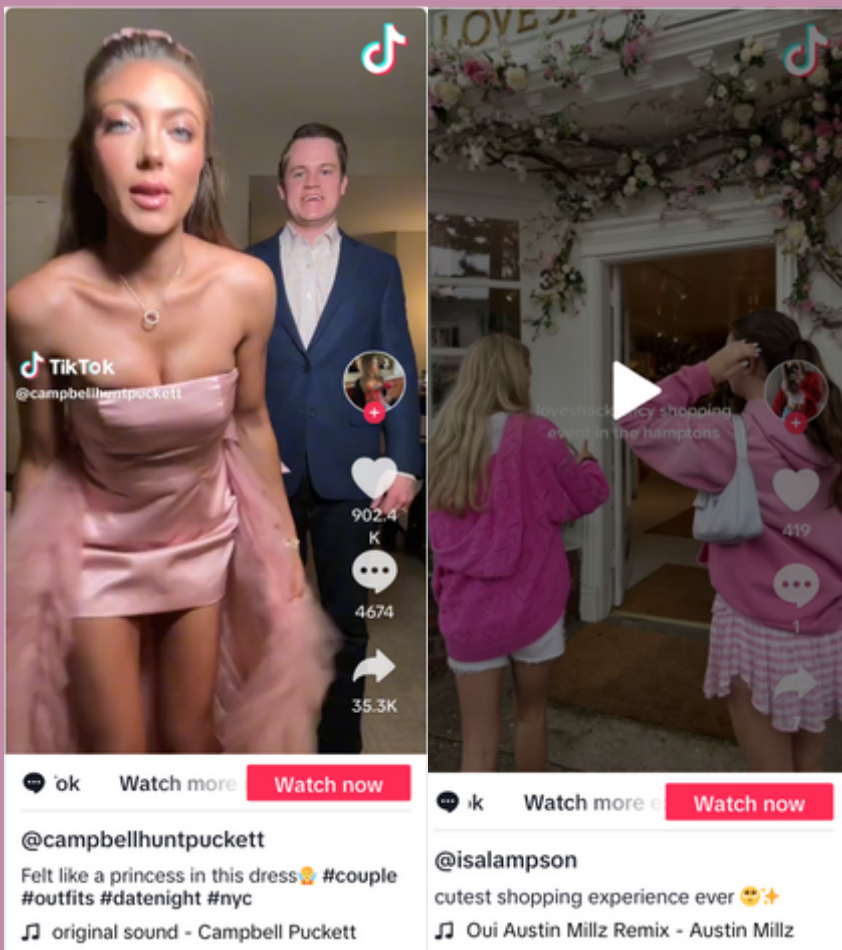


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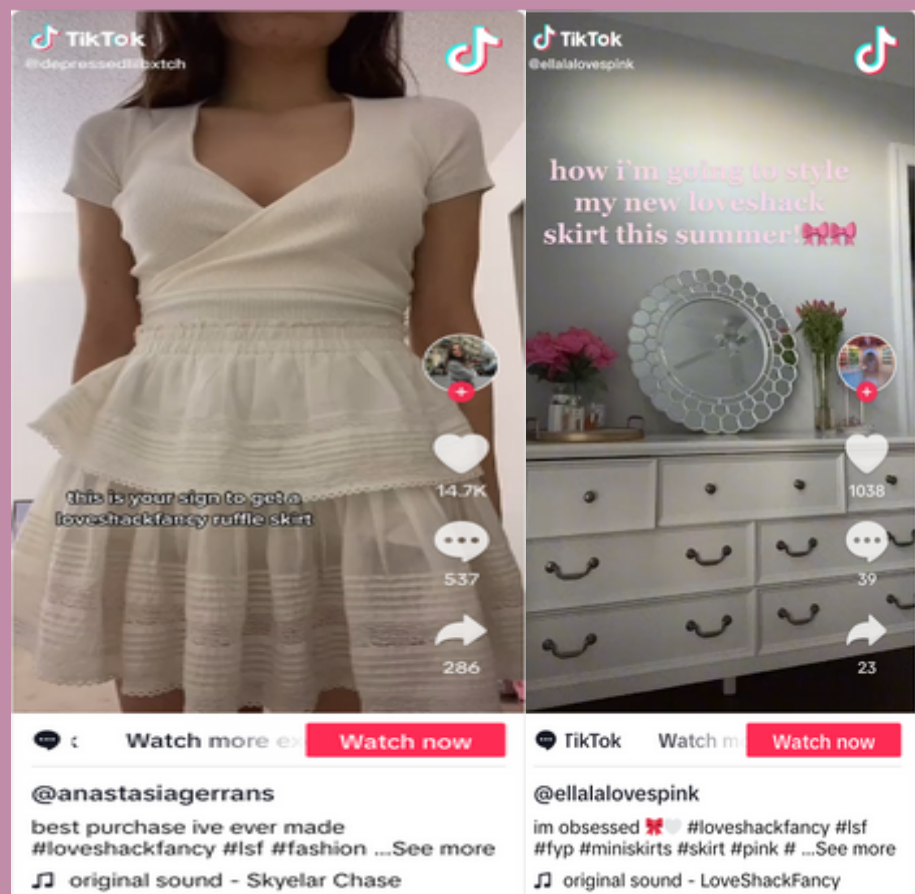
In love with our newest @LoveShackFancy arrivals for Spring 🥰👗 #onfem ...See more

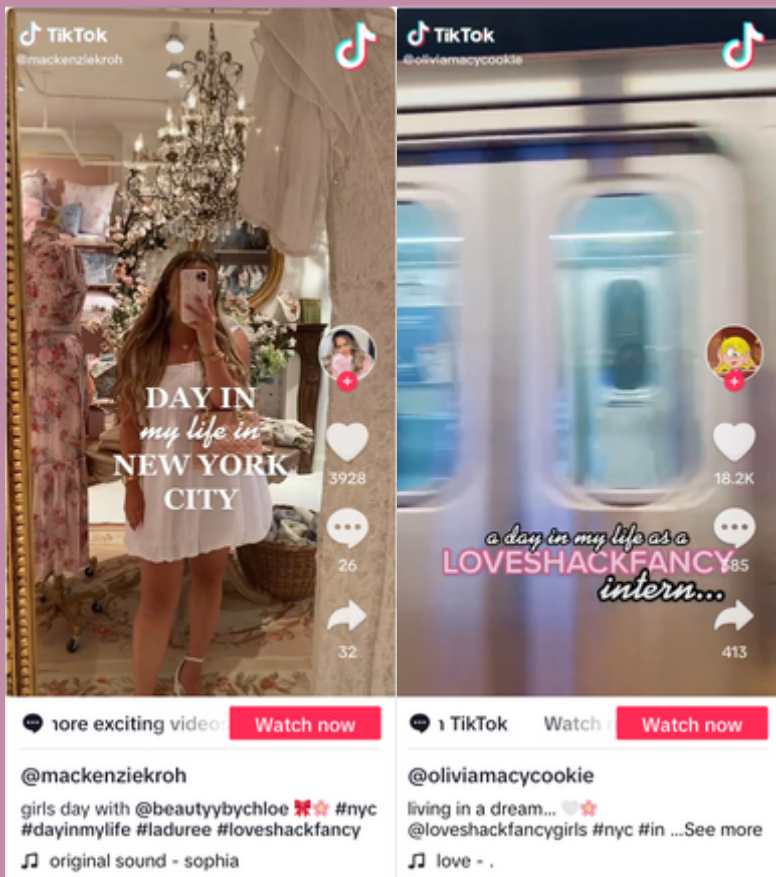
🎵 origineel geluid - hanna



By encouraging attendees to create TikTok videos about their experience at the pop-up event, LoveShackFancy can extend the reach of its pop-up events beyond the physical location and engage with a wider audience online, including Gen Z consumers who are active on social media platforms.

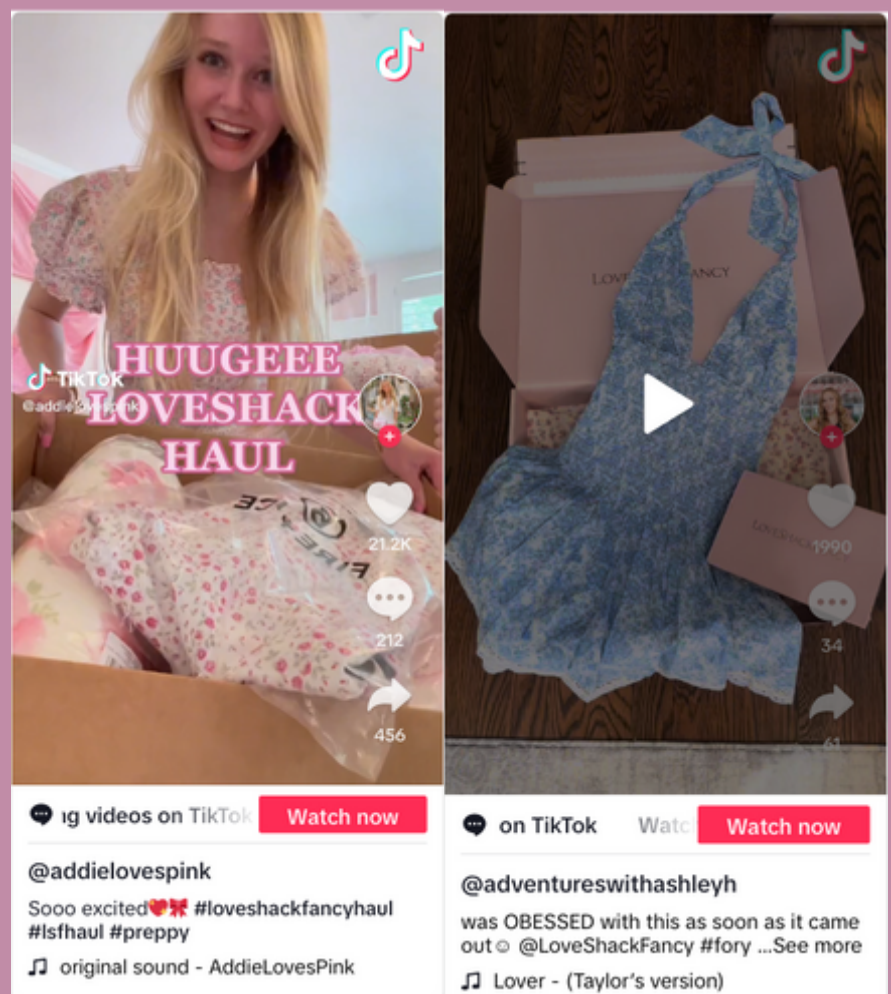
Styling videos featuring different pieces from LoveShackFancy's line that show various outfit combinations and styling tips alongside the girls' existing wardrobes can inspire viewers to incorporate the collection pieces into their own wardrobes too. By launching a hashtag challenge encouraging TikTok users to share their own styling videos with the collection and then rewarding participants with a prize or a feature on the brand's page will incentivize participation.





A day-in-the-life video wearing a piece from the collection while going about their daily activities showcases how the collection seamlessly fits into one's lifestyle no matter the occasion. A day-in-the-life video of a typical "LoveShackFancy Girl," who embodies the essence of upper east side chic, showcases an aspirational lifestyle which allows LoveShackFancy to reinforce its brand identity as synonymous with luxury and elegance while also showing that even "It girls" wear affordable fashion. A day-in-the-life video of a fashion student would also gain popularity for its aesthetic appeal.

An unboxing video of the new collection creates excitement for the viewer, enticing them to explore the brand further and potentially make a purchase.



Instagram

Influencers and celebrities play pivotal roles as trusted sources of inspiration and information for Gen Z, significantly influencing their preferences and purchase choices. As trendsetters shaping popular culture and driving conversations on social media platforms, influencers and celebrities are sought after by Gen Z for guidance on what's trendy. Witnessing their favorite personalities endorse a product or brand validates Gen Z's decision to engage with it. Given Gen Z's heavy presence on social media platforms, these celebrity partnerships offer brands an effective means to connect and engage with this demographic.

Featuring a select group of celebrities and influencers as the faces of the collection will not only draw in their respective fanbases but also generate significant media attention, akin to the Skims x Lana collaboration. However, opting for multiple faces ensures broader appeal across diverse fanbases and amplifies media coverage, surpassing the impact of relying solely on one celebrity. This marketing strategy will be particularly effective on Instagram since it's the primary platform where celebrities engage with their audience and share their campaigns. Additionally, the flexibility of Instagram allows for easy reposting by new media outlets, amplifying the reach of the marketing efforts.



COMPETITION

General Competitors

Along with LoveShackFancy, the brands For Love and Lemons, Reformation, Free People, Altar'd State, and Lulu's all share characteristics such as bohemian-inspired designs, feminine silhouettes, and a focus on trendy clothing. They often compete for the attention of consumers who gravitate towards this aesthetic. As LoveShackFancy typically occupies a higher price range compared to other brands, with most dresses ranging from \$325 to \$595, the introduction of its affordable line would bring it closer in price to its competitors.

 **forloveandlemons.com**

from dresses for everyday to dresses for the big day—we make clothing, sexy lingerie, and more for the vibrant muse.

most dresses range from \$198 – \$369



 **thereformation.com**

being naked is the #1 most sustainable option. reformation is #2. we make sustainable clothing and accessories.

most dresses range from \$128 – \$398



 **freepeople.com**

free people uk, a specialty lifestyle brand, is the destination for bohemian fashion & one-of-a-kind clothing, accessories, shoes & beauty. shop our collection today.

most dresses range from \$128 – \$795



 **altardstate.com**

shop boho chic clothing, accessories, and more at altar'd state, a fashion experience on a mission to change the world for the better.

most dress range from \$68 to \$89.95



 **lulus.com**

shop lulus for must-have dresses, tops, shoes and accessories. curated collections, exclusive styles and new items added daily. everyday free shipping...

most dresses range from \$69 – \$148

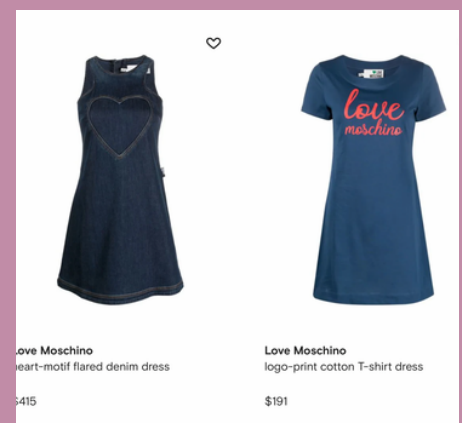
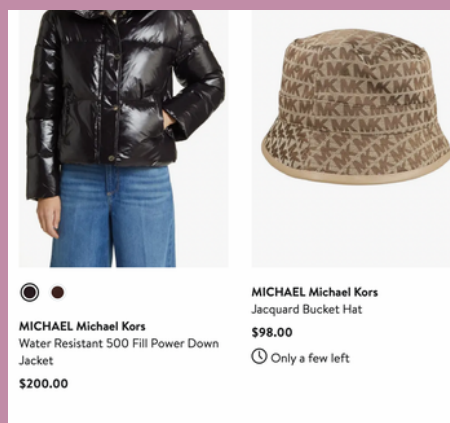
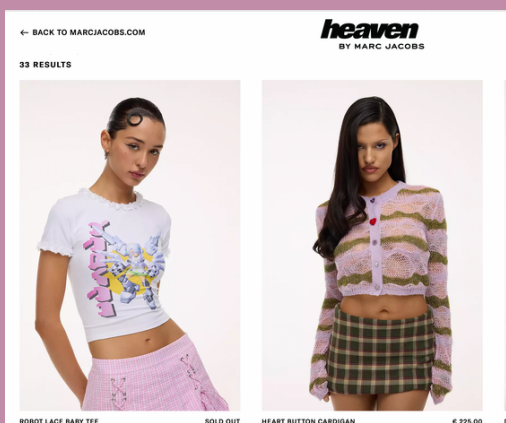


Competitors in the Luxury Market

LoveShackFancy may face competition from several other designer brands that offer affordable secondary lines, such as MICHAEL Michael Kors, Heaven by Marc Jacobs, Love Moschino by Moschino. These brands cater to a similar demographic with their accessible fashion options, presenting LoveShackFancy with competition in the affordable luxury fashion market.

While other designer brands may offer affordable secondary lines, LoveShackFancy's distinct aesthetic sets it apart in the market. With its whimsical and romantic designs infused with bohemian elegance, LoveShackFancy offers a unique style that resonates with consumers seeking both affordability and aspirational fashion. This distinctive brand identity positions LoveShackFancy as a standout choice in the affordable clothing segment, further enhancing its competitive advantage.

Due to the limited presence of designer brands in the affordable clothing segment, LoveShackFancy faces relatively little competition in this category. With limited competition in this space, LoveShackFancy has the opportunity to establish itself as one of the first and as a leader in offering affordable yet stylish options to consumers. This strategic move allows the brand to tap into a new market segment while leveraging its existing brand equity and loyal customer base. Additionally, being one of the first designer brands to offer an affordable line can help LoveShackFancy capture the attention of Gen Z consumers who are increasingly seeking accessible fashion options.



SOURCES

