

SKAGEN X Nanushka

Anna Fox – Skagen
Merchandising Intern



Contents:

3	About me
4	Skagen Brand Pillars
5	White space fulfillment
6	Why Nanushka?
7-8	Demographic focus
9-12	Watch Collection
14-17	In-Store Vision
18-19	Online Vision & Marketing
23	Appendix






KENT STATE
UNIVERSITY



The Skagen Brand



Sustainability & Innovation



3 years of strengthening icons & branding



Whitespace in consumer profile & in-store presence

Demographic Focus–Skagen’s Whitespace

17%

24–34 year olds

2%

18–24 year olds

*Skagen’s two lowest purchasing demographics

55%

By 2025, 55% of consumers will be represented by Millennials & Gen Z consumers shopping for personal luxury goods (Sherman, 2019)



Why Nanushka?

- Founded by Sandra Sandor and Peter Baldaszti
- Accessible luxury positioning
- Highly centered around sustainability and innovation
- Gen Z & Millennial demographic

Assortment & Price Range



Blazer-\$950



Scarf Top-\$425



Animal Bodysuit \$345



Wrap Dress-\$545



Sunglasses-\$275



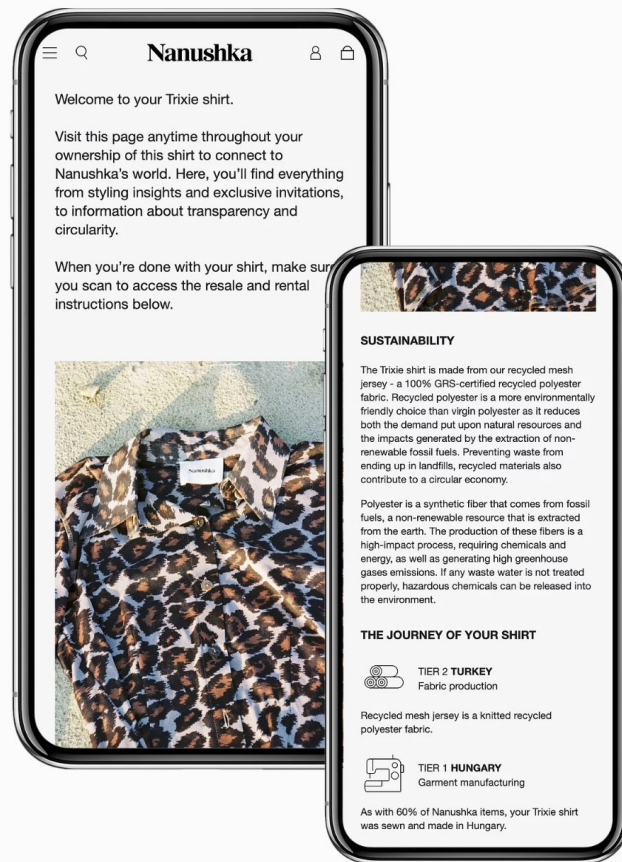
Tote-\$1,175

Nanushka & Sustainability

- Partnering with tech company Eon
- Carbon offset by planting trees for each emission



By scanning their garment's QR code, Nanushka customers can access styling insights, instructions for resale, sustainability information, services for rental, peer-to-peer sharing and more.





Nanushka's Demographic

- Millennial & Generation Z
- Spotlighted by Hailey Bieber & Selena Gomez
- **500k followers on Instagram**
- **#Nanushka has 3.0 million views on Tik Tok**
- In-store cafe popularity





01



Watch Vision

Hagen Platform Revival

SKAGEN x Nanushka Capsule Collection



**Leather Working
Group Certified
Tannery**

Solar Powered

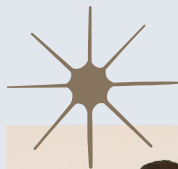
**Recycled
Stainless Steel**



Hagen 22 MM: \$175-195



Hagen 18.5 MM: \$165-185

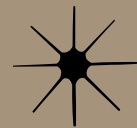


The Look





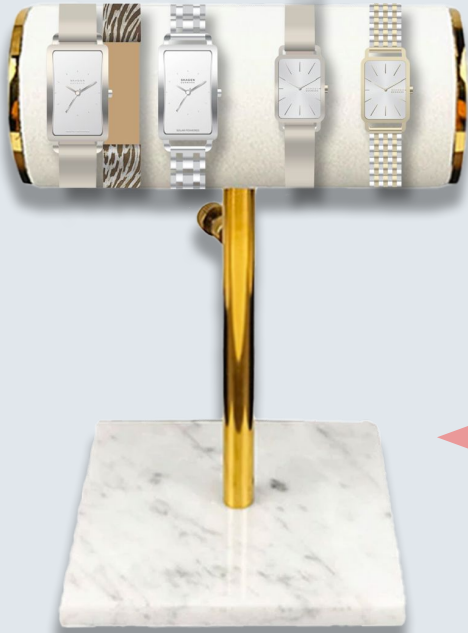
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In-Store Vision

Clean, Scandinavian inspired
design with a Hungarian Twist

Inside Nanushka's Flagship Stores-London



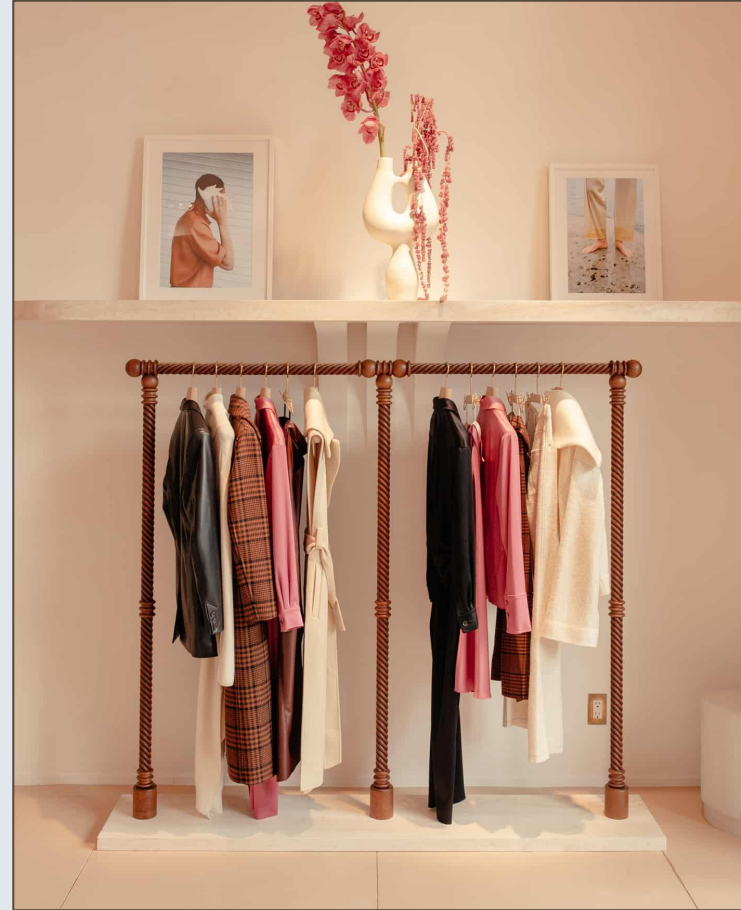
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visit us at [skagen.com](https://www.skagen.com)



Inside Nanushka's Flagship Stores–New York



Nanushka's Retail Footprint-Denmark



LIGHT GREEN STUDIO, COPENHAGEN



Retail in Denmark:

- Comme Ca
- Key Club Co
- Light Green Studio
- Private Suite



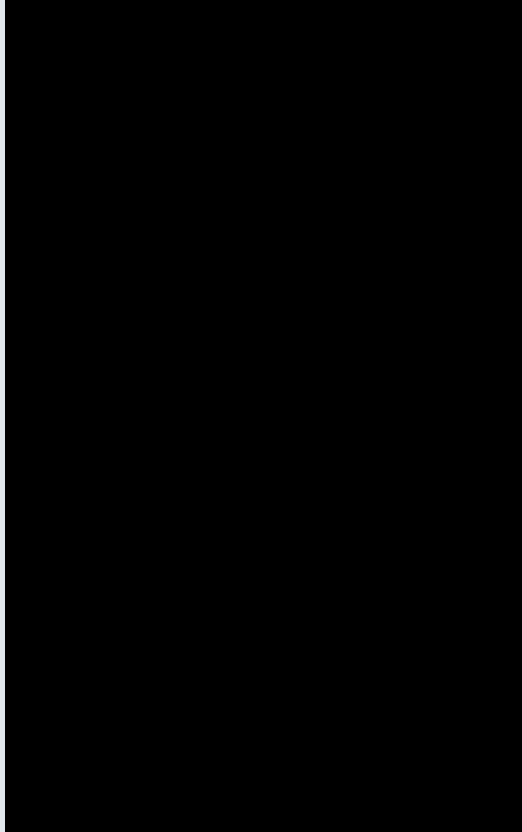
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Online Vision & Marketing

Sustainability advocate Allegra Shaw to live the Skagen x Nanushka Design

Influencer Marketing-Allegra Shaw



Sustainability

We are not sustainable - and no one creating new pieces out of new materials is. We are not in the business of greenwashing or labeling ourselves as a "clean" brand. We are not claiming to be experts in the space of sustainable manufacturing. What we are is a studio trying our best to do good, be responsible and create mindfully - for our community, the environment and all the real humans we work alongside with. But since U clicked on this page, you're probably looking for some sort of insight on what we do to be good - well, enjoy. Let US know what we can do to be better, we love learning.



Textiles

We've created a guide on some of the fabrics we use here at Uncle Studios. We recommend you get familiar with the content care tags in all your clothes.

LEARN MORE →

355k on Instagram
908k on Youtube
119.3k on Tik Tok

@allegrashaw

Thank You!

Special thanks to.... Rosamaria Roych

Ashley Burke

Mallory Barkocy

Mary Grace Heil

Selena Delk

Entire Skagen Team

Courtney Knott

Joyce Kim



Questions?



Appendix



Appendix Contents:

24	Gen Z Values & Beliefs
25	Millennials Values & Beliefs
26	Nanushka Past Collaboration
27	Competitor Shopping-Aspirational
28	Competitor Shopping-Direct
29	The Rise & Fall of Marc Jacobs
30	Gen Z Statistics
31	Nanushka in Ibiza
32	Ibiza Press Coverage
33	Merchandising Inspiration



Gen Z Values & Beliefs

- Genuine transparency within brands
- Fluidity isn't enough, education and constant development are primal
- Value brands driven by their own
- Value quality over quantity
- Authenticity is key
- Ensuring that equity, inclusivity, and diversity are not just a "trend" to follow, but a continuously developing pillar for brands
- Gen Z is very averse to being directly sold to



Millennial Values & Beliefs

Hims



- Higher levels of purchasing power and disposable income
 - Purchasing power estimated at \$2.5 trillion
- Value direct to consumer brands
- Brands that house a retail space are now challenged to create a more experiential shopping story
- A company's branding, image, and story is of high importance
- Appreciation of humor in marketing efforts and not taking things too seriously

Nanushka x Alighieri Collaboration



Competitor Shopping–Aspirational



The Real Real
Cartier Tank Mini
Silver, Pearl face



The Real Real
Cartier Panthère Mini
18k Gold



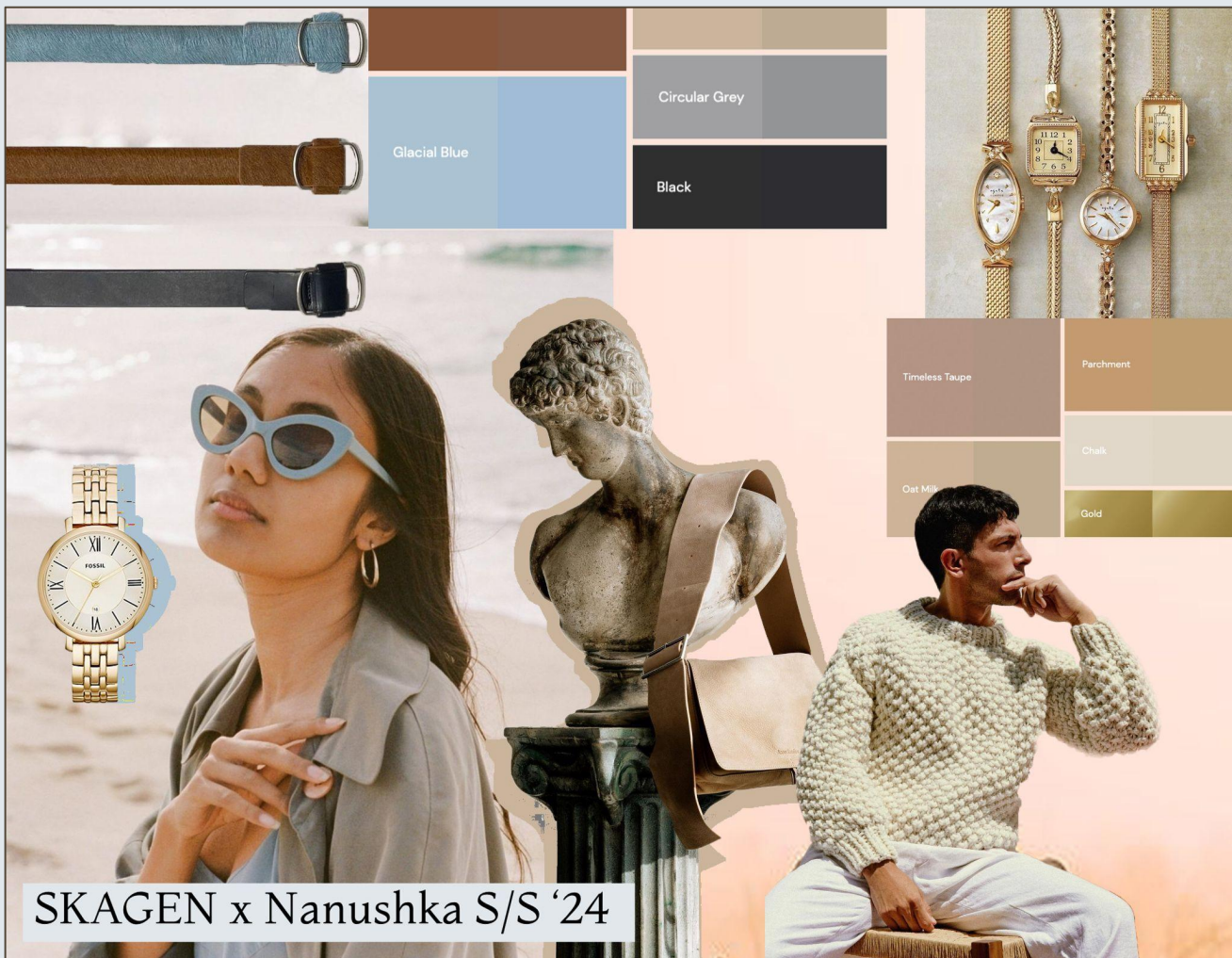
Competitor Shopping–Direct Competitors



Seiko
Essentials Collection

*SOLAR

*SOLAR

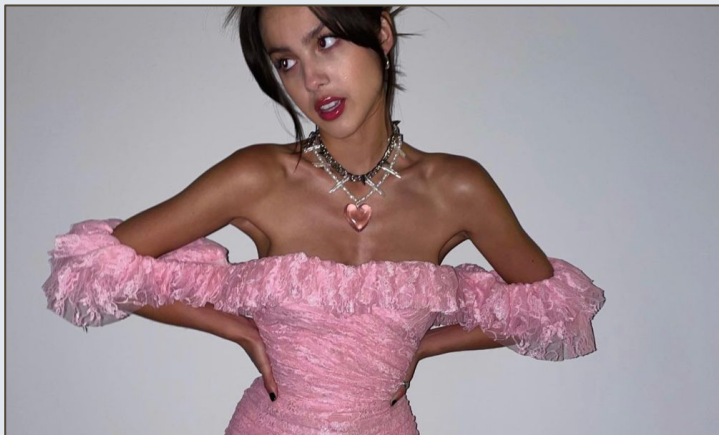




Importance of Mid-Range and Accessible Luxury Brands

- Mid-range and accessible luxury brands:
 - The Rise and Fall of Marc Jacobs
 - Moving Marc Jacobs to a new viewpoint of the consumer as an accessible luxury brand brought the brand from making millions a year to bringing in 10 million euro in revenue
 - Mid-range and accessible brands present a white space within the industry as consumers look for genuine brands with accessible price points





55%

By 2025, 55% of consumers will be represented by Millennials & Gen Z consumers shopping for personal luxury goods (Sherman, 2019)

Nanushka's Retail Footprint: Stockists



Stockists:

- All major department stores ranging from:
 - Bloomingdales
 - Nordstrom
 - Luisa Via Roma
 - Saks Fifth Avenue
 - La Rinascente
 - Selfridges
- Present in:
 - Europe
 - Asia
 - North & South America

One of Nanushka's Stockists, Luisa Via Roma

Inside Nanushka's Flagship Stores–Ibiza



Ibiza Media Coverage–WGSN



Retail: El Silencio x Nanushka store, Ibiza

Hungarian fashion brand Nanushka teamed up with Ibizan beach club El Silencio for a summer pop-up to launch its Sun Series.

El Silencio, a beach spot by the Parisian club of the same name, announced a collaboration with [Nanushka](#) to open a seasonable shop that serves as the first physical location for the brand's Sun Series. The store will feature interiors designed by English architect Charlotte Taylor and host wellness activities, regular events and sunset dinners throughout the summer.

Key takeaway: create experiential opportunities for customers to explore new products from your brand. Explore the [Ibiza: Inspiration Resort](#) report.



Influencer Marketing–Allegra Shaw



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Competitor Shopping–Merchandising Inspiration



CB2



Room & Board



Crate & Barrel



CB2