

SKAGEN X Nanushka

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Merchandising Intern





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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

55%

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

*Skagen's two lowest purchasing demographics



Why Nanushka?

- Founded by Sandra Sandor and Peter Baldaszi
- 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.

Two smartphones are shown side-by-side. The left phone displays a mobile website for a 'Trixie shirt'. The top of the screen shows the Nanushka logo and navigation icons. Below, a welcome message reads: 'Welcome to your Trixie shirt. Visit this page anytime throughout your ownership of this shirt to connect to Nanushka's world. Here, you'll find everything from styling insights and exclusive invitations, to information about transparency and circularity.' Below this, a message says: 'When you're done with your shirt, make sure you scan to access the resale and rental instructions below.' The right phone displays a different part of the Nanushka app, specifically a 'SUSTAINABILITY' section. It features a large image of a Nanushka shirt and text explaining the shirt's construction from recycled mesh jersey using GRS-certified recycled polyester fabric. It highlights the environmental benefits of recycled polyester over virgin polyester. Below this, another section titled 'THE JOURNEY OF YOUR SHIRT' shows a sewing icon and text for 'TIER 2 TURKEY' (Fabric production) and 'TIER 1 HUNGARY' (Garment manufacturing). A note at the bottom states: 'As with 60% of Nanushka items, your Trixie shirt was sewn and made in Hungary.'



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

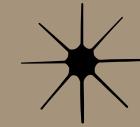




01

Watch Vision

Hagen Platform Revival



SKAGEN x Nanushka Capsule Collection



Leather Working
Group Certified
Tannery



Solar Powered

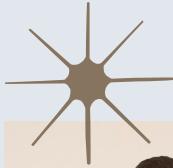


Hagen 22 MM: \$175-195

Recycled
Stainless Steel



Hagen 18.5 MM: \$165-185



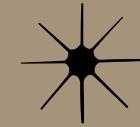
The Look





02

In-Store Vision

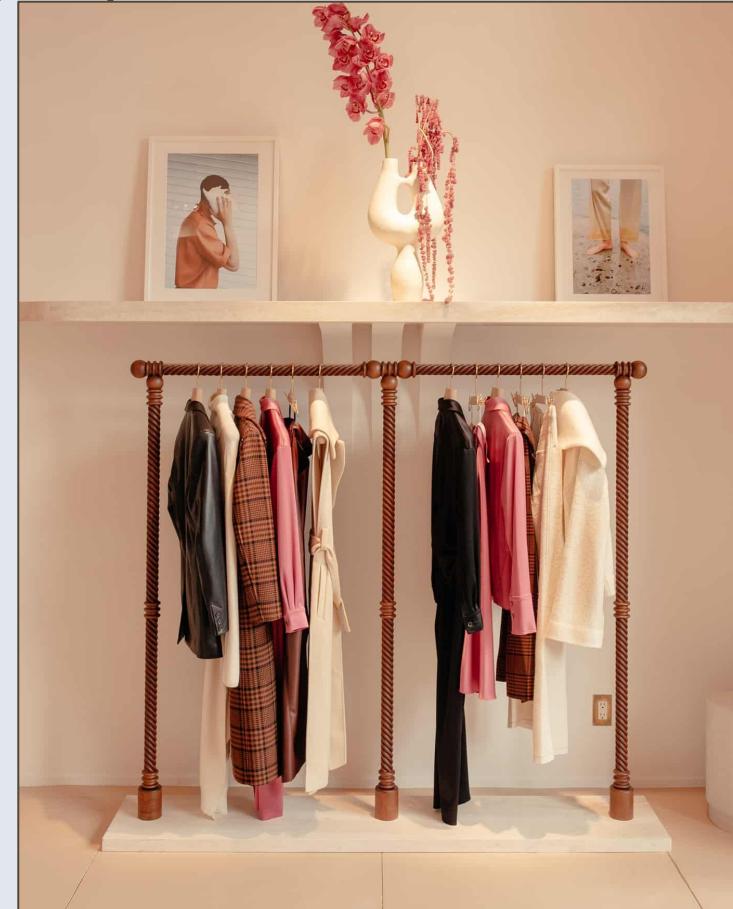


Clean, Scandinavian inspired
design with a Hungarian Twist

Inside Nanushka's Flagship Stores-London



Inside Nanushka's Flagship Stores—New York





Nanushka's Retail Footprint—Denmark



LIGHT GREEN STUDIO, COPENHAGEN



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1,488 posts 23.5K followers 1,013 following

♥ Stine Søvang ♥
Shopping & retail
Mode, trends, farver, skønhed, børn Alt det gode fra min verden ...
lightgreenstudio.com/collections/udsalg

Retail in Denmark:

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

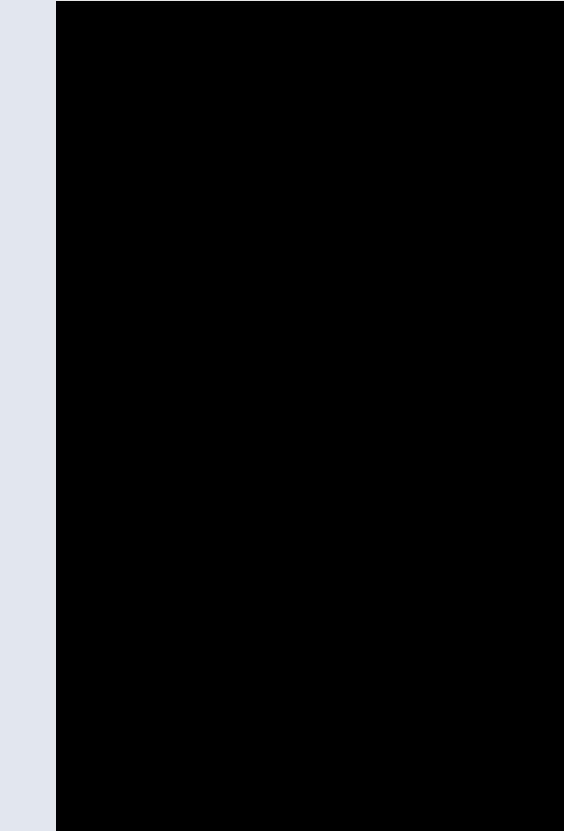


03

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



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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

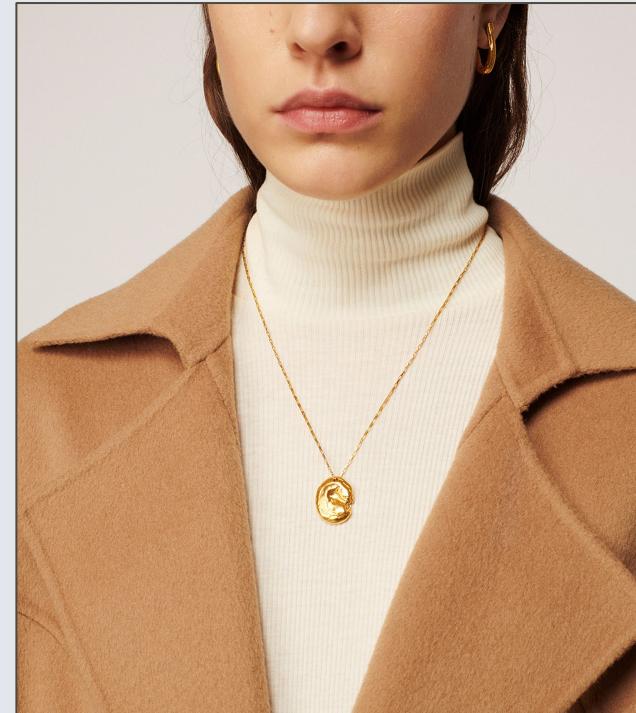
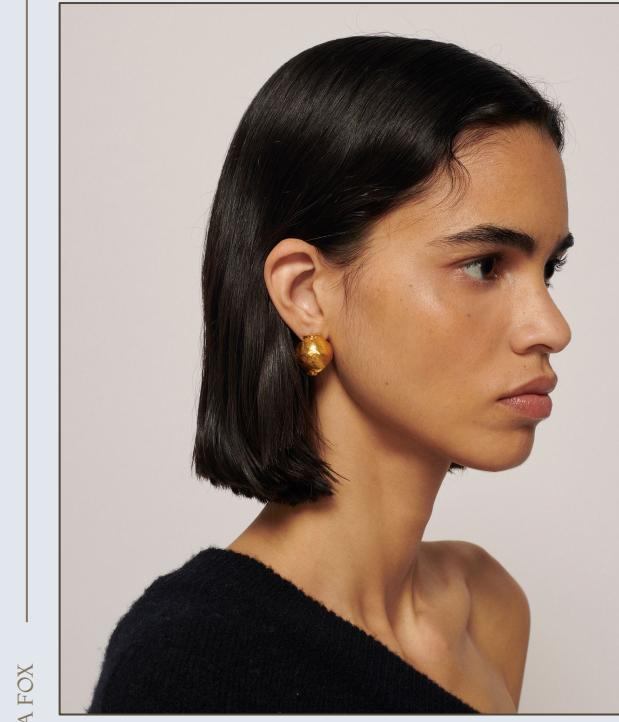
Hims



- 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



Glacial Blue

Circular Grey

Black

Timeless Taupe

Parchment

Oat Mill

Chalk

Gold

SKAGEN x Nanushka S/S '24



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



THE J MARC COLLECTION



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



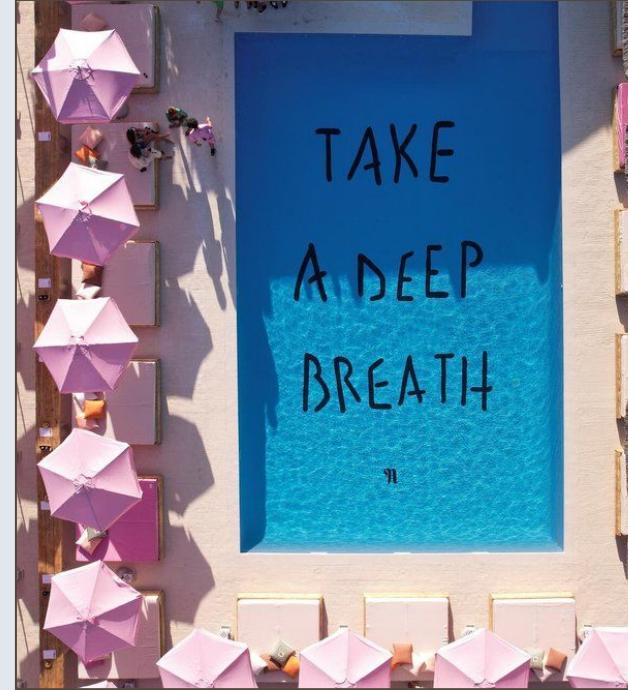
One of Nanushka's Stockists, Luisa Via Roma

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



Inside Nanushka's Flagship Stores-Ibiza





Ibiza Media Coverage-WGSN

Retail: El Silencio x Nanushka store, Ibiza

Hungarian fashion brand Nanushka teamed up with Ibiza 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.



@nanushka



Influencer Marketing- Allegra Shaw



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Competitor Shopping-Merchandising Inspiration



CB2



Room & Board



Crate & Barrel



CB2