



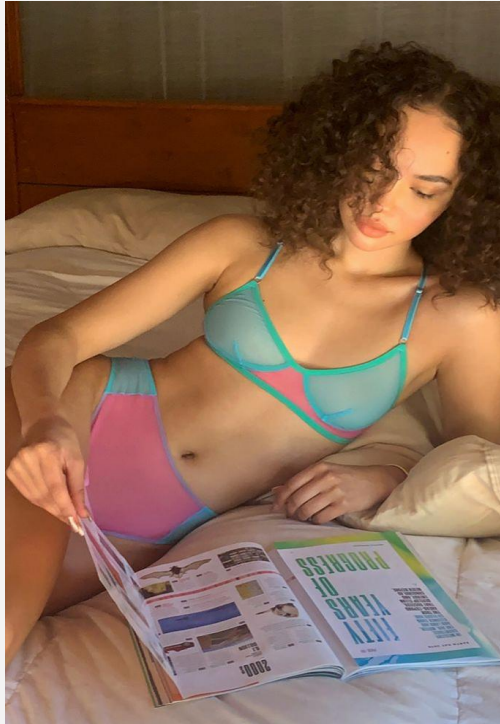
Crystal

CONCEPT FOR
LINGERIE BRAND



JEEHYE KIM

ABOUT US



Crystal

Crystal is an American company producing, selling and customizing sustainable bras, underwear, activewear and sleepwear.

Crystal offers a mobile app allowing women to customize and measure themselves at home as well as a smart fitting room at the physical stores.



OUR MISSION

Crystal's mission is to deliver a perfect fit and amazing products to our customers.

Customers do their own favorite underwear with sustainable materials that fights for better representation in the lingerie space

– Stay Sparkling !



OUR VISION

We are rewriting the American underwear story. "It's really this idea of being an inclusive and eco-friendly brand with sizes to fit many women across all kinds of shapes and sizes" remains committed to its mission of offering an unmatched array of sizes, and to create perfect, comfortable, and stylish underwear for every woman in the world.



BRAND ATTRIBUTES

Eco-Friendly
Fun
Personally Uniqueness
Inclusive
Diversity

Brand Name

Slogan

Crystal

Stay Sparkling!

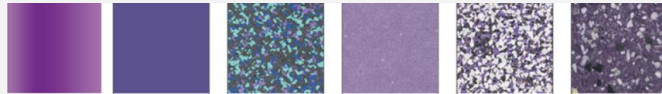
Font

Arial Rounded MT Bold
Josefin Slab

Colors

Purple

represents meaning of creativity, power and independence.



TARGET CUSTOMER

- Female
- 15-30 years old
- College, Young Profession
- Live in a household income \$80K to above in the U.S.



KELSEY

Age: 24

Body type: Curvy

Location: New York, U.S.A.

Education: FIT College

Profession: Employee at fashion company

Style: Sophisticated Neutrals

Interest: Fashion, Make up, Travel, Arts



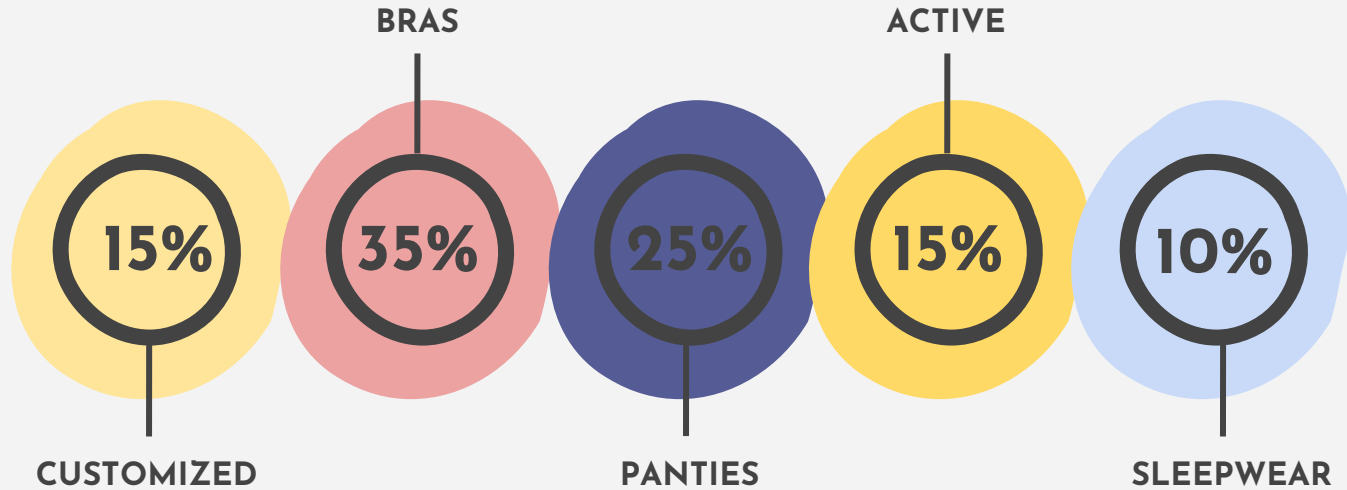
ABOUT THE PRODUCT

My body, My rules! Customize your underwear through choices of sustainable materials, styles, shapes, colors, sizes and you can try-on before placing a pre-order = "LESS waste". In Store personalized fitting experience with over 60 percent of the space dedicated to innovative fitting rooms. To respect your body and environment, we donate bras to women in need.



ABOUT THE PRODUCT

PRODUCT MIX



PRICE

Custom Underwear

Bras

Panties

Activewear

Sleepwear



Product

Price Range

Bras

\$45-\$80

Panties

\$25-\$50

Push-up
Bralettes
Sportsbras

\$30 - \$50

Thongs
Bikini
Highwaist
Boyshorts

\$15 - \$30

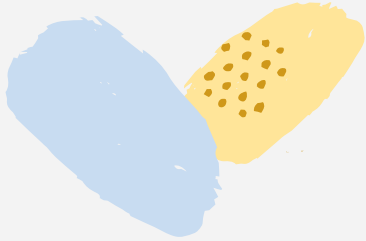
Bike Shorts
Leggings
Twopieces
Onepiece

\$30 - \$70

Top
Shorts
Pajamas

\$30 - \$80

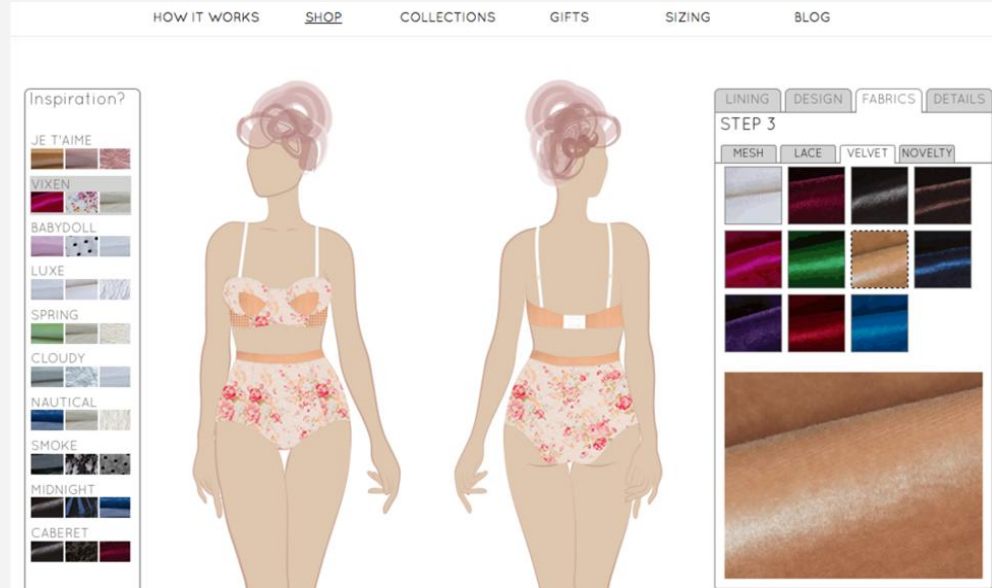
CUSTOMIZATION



- Step 1 - Select **colors**
- Step 2 - Add inspirational **words**
- Step 3 – Choose your favorite **fabric**



Various color and material choices.



Package Mockup

Stay Sparkling!

We're 100%
Compostable
packages.



Crystal

Hello you! With packaging as sweet as the treats inside, get excited when this super cool, Crystal sustainable bag of goodies lands on your doorstep.

Caution: Extra Hot Contents



look,
touch and
feel



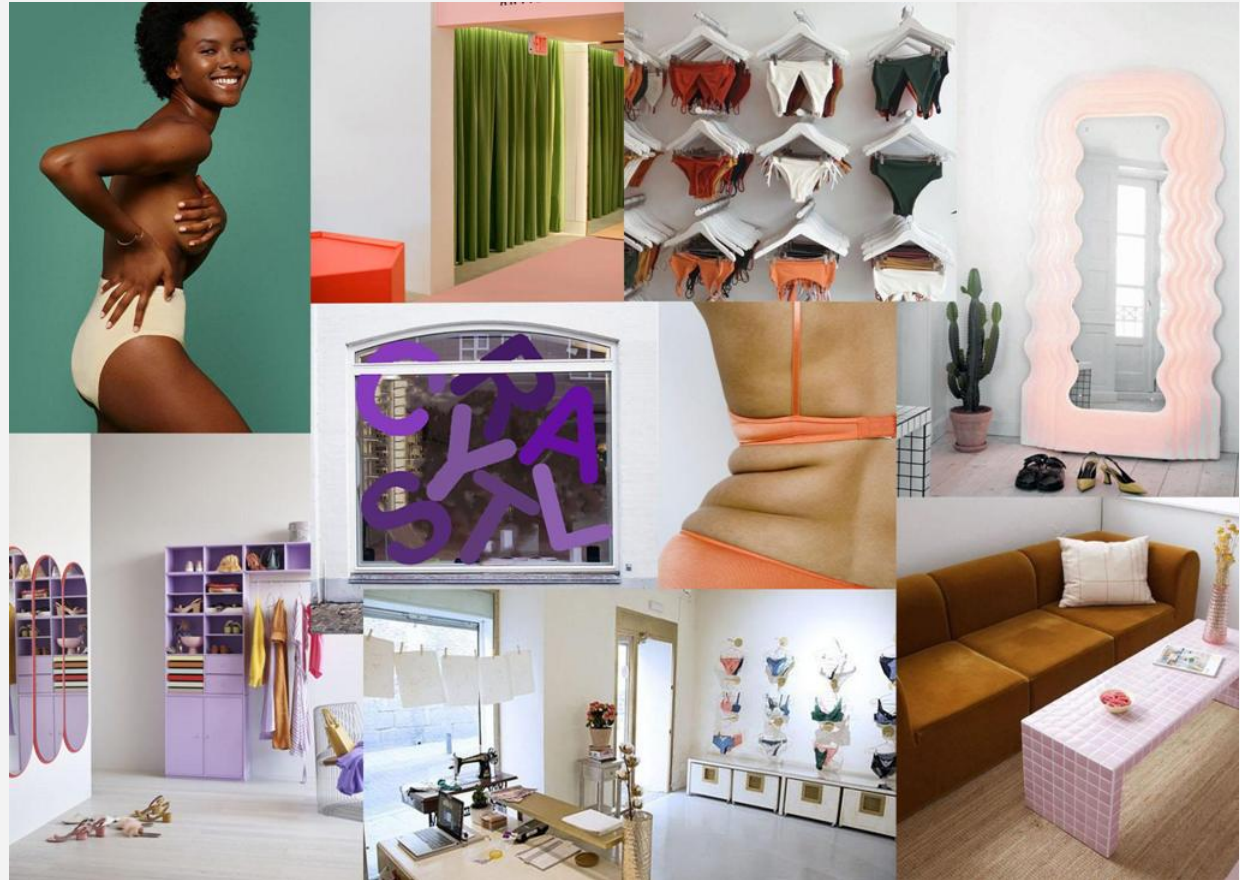
PLACE

Store Locations

- New York
- San Francisco
- Los Angeles

Our E-commerce Site

* Customer can also shop at Nordstrom department store and website.



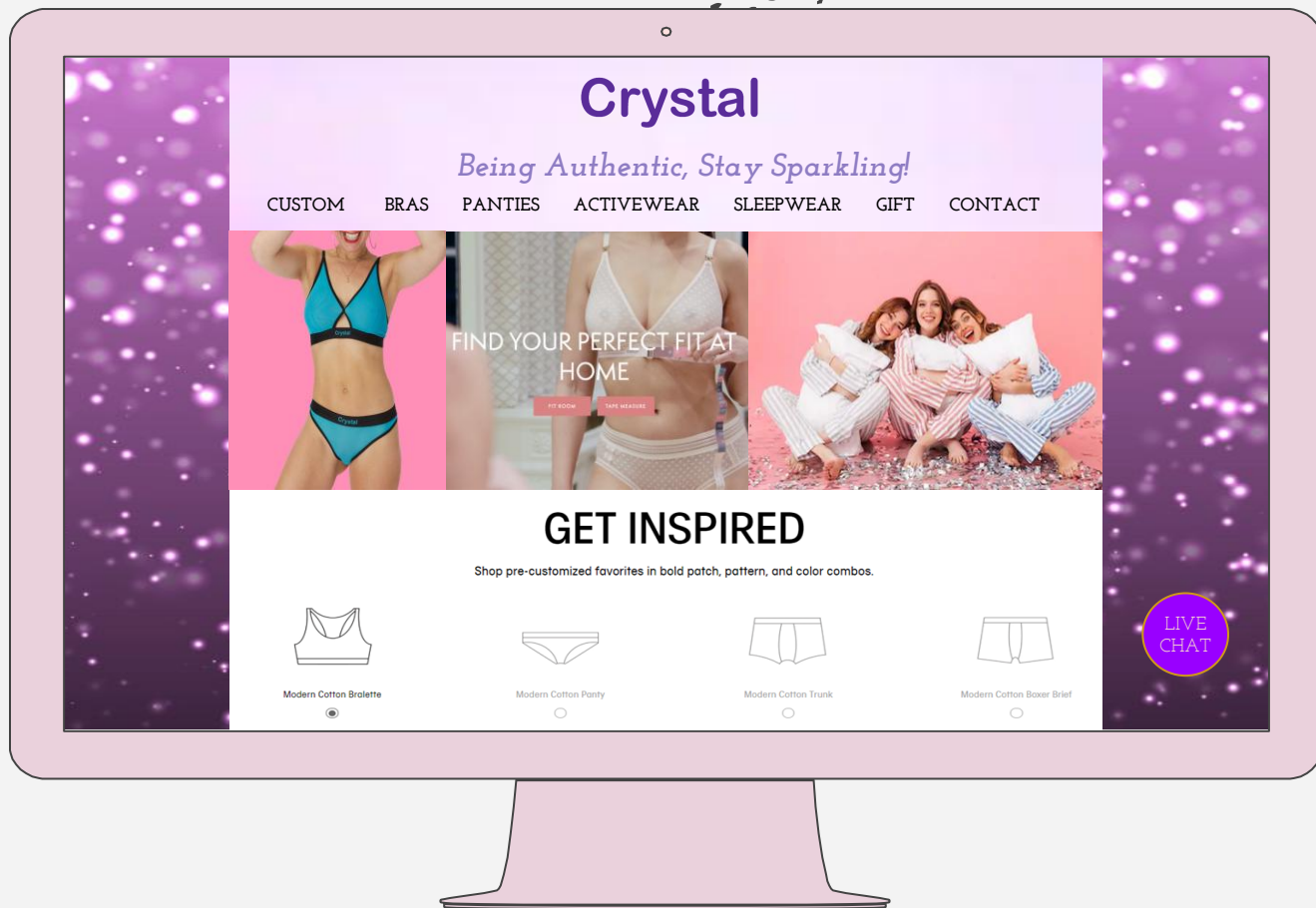
Smart fitting room



3D mirror In the fitting room

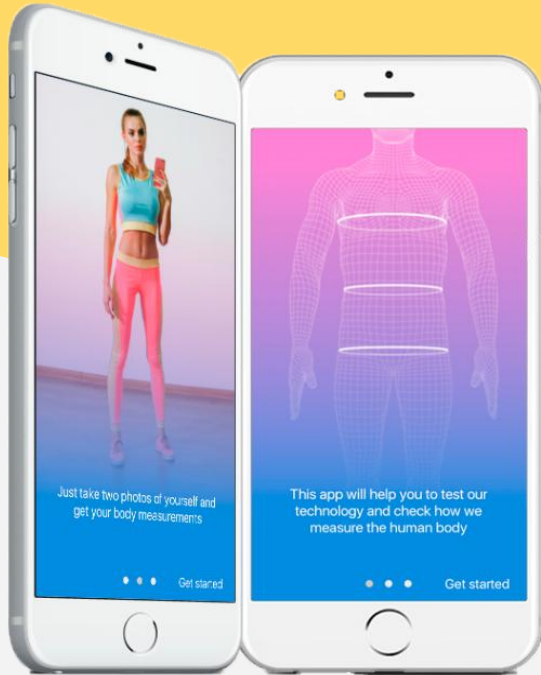
Website Mockup

Crystal is selling lingerie through official website and another option is Nordstrom website. Customers can shop pre-customized favorites in color combos, pattern and patch.



Online Dressing Room

We enable our customers to measure their own bodies anywhere by taking only two photos of themselves.



1 select model
Click on one of the girls

2 filter products
Refine your items below

category all categories

brand all brands

price All prices

search

3

turn around

come closer

Send to a Friend

PROMOTION 1

Physical Store Event

Wear Your Sparkling Pajamas
Drinking Sparkling Wine



Crystal Brand Launch Party

We will send a formal news release about our brand's story, positioning and objectives. The party will be held at our first store in San Francisco.

- Pajama night party Ft. Famous DJ
- Launching event promotion up to 15% off

Customers got to shop while they are partying and every customers who are invited can bring their friends with them

ENJOY PARTY, SHOP, MUSIC
WITH YOUR BFF AT CRYSTAL

PROMOTION 2

Interactive Media

Crystal will optimize our campaign through social media platforms such as Instagram, YouTube, TikTok on Snapchat, to gain brand awareness.

Link to Crystal site

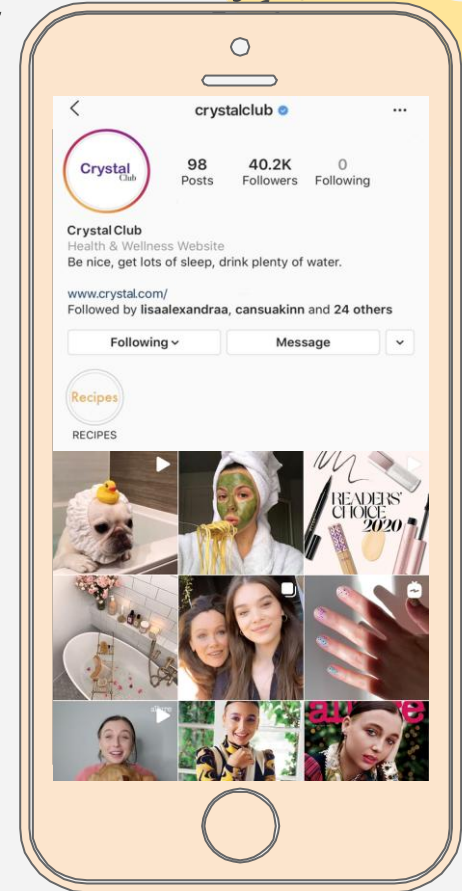
Customers can easily purchase our products by clicking the photos which link directly to our official website.

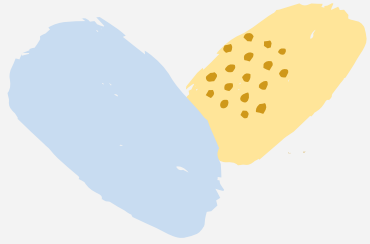
We create our own hashtags like #shiningyourbodywithCrystal and #staycomfyandsparkling

Live stream

Crystal plans to do a 30 to 40 minutes live stream

- Theme 1: Weekly Top 3 items
- Theme2: Co-hosting with influencer and share their Crystal pieces





THANK YOU