Merchandise Marketing & Management

LAVISH

SOCIÉTÉ

Chase Joshua
Colors are based on the Pantone forecast for Spring/22. Display of core foundational tones with minimal neutrals.
Lavish Société’s target market will be male and females from 18-40 years of age. Lavish Société should be perceived as a luxury brand at a traditional luxury price point. Target market can also be seen to target high class millennials.

1. **Millenials**
   - Ages from 23 - 39
   - 55%

2. **Generation X**
   - Ages from 40 - 54
   - 25%

3. **Generation Z**
   - Ages from 8 - 22
   - 20%

Age numbers are based on estimated data from 2020. Lavish Société target audience “Millenials is over half” with “Gen Z” having a steady increase over time.
Logo design takes inspiration from the French royal symbol fleur-de-lis meaning, lilly flower. French Royalty has said it signifies perfection, light, and life. The four diamonds connecting together symbolize unity.
PRODUCT DESIGN
Lavish Société

Unique clothing with minimalistic designs using a combination of reflective screen printing, embroidery, and silicone patches.
Minimal store front with bold branding. Mannequins dressed to complement back drop with logo.
Lavish Société's floor plan with designated appointment and fitting room space.
Front of business card contains a raised, wax sealed logo by hand. Back of card contains key contact information and official social media accounts.
BRANDING
Lavish Société

Email promotion designed to fit a variety of devices. Creating an online presence and brand awareness.
Lavish Société email advertisement branding. Created in Adobe Photoshop. Desktop setup via Satechi.net
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