

SOTERIA

SECURE LUXURY HANDBAGS

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4K

Overview

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Brand Introduction

- Brand identity
- Logo
- Brand mission statement & vision statement
- Key features & product assortment

02

Business Plan & Competitors

- SWOT analysis
- Marketing techniques
- Distribution

03

Growth Trajectory

- Financial growth
- Global expansion
- Diversification of product assortment

04

Questions

Brand Identity

- Soteria: *The Greek Goddess of Safety*
- Feel and Personality is Sleek, Minimalistic, & Classic
- Made not to distract from the simplicity and safe features of the bag
- The bags are “Greek” inspired with the sleek and classy look, paying homage to the name of our brand



Brand Identity



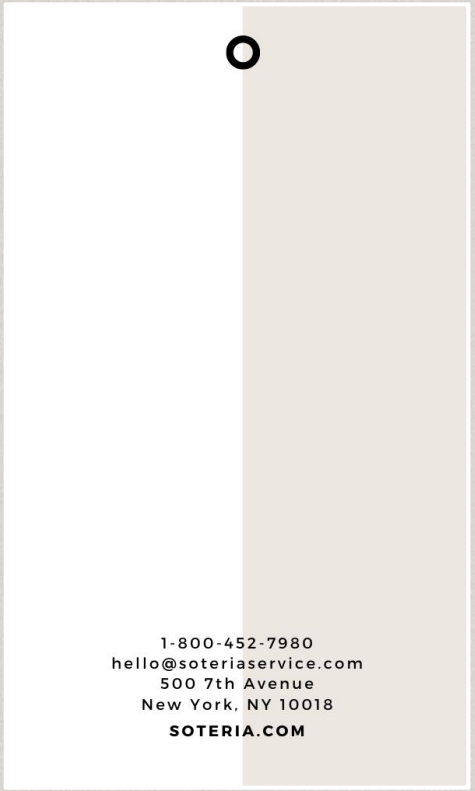
- Soteria's identity and feel is primarily focused on protecting our customer's safety and security
- We prioritize safety while also giving our customers a bag that looks beautiful
- Bag designs and colors are classic

Brand Logo



Brand Hangtag





Mission & Vision Statement

Mission Statement: To provide customers with protection and security of personal belongings while ensuring style in their handbags.

Vision Statement: To become the leading luxury handbag brand that focuses on protection through technological innovations.

Sustainability Statement



Here at Soteria, we are committed to delivering high quality products made from vegan leather to our customers. We strive to implement supply chain transparency and ethical sourcing practices to further our sustainability efforts.

Brand Level

- Mid level luxury brand
- Private company
- Between $500 to $900 price point



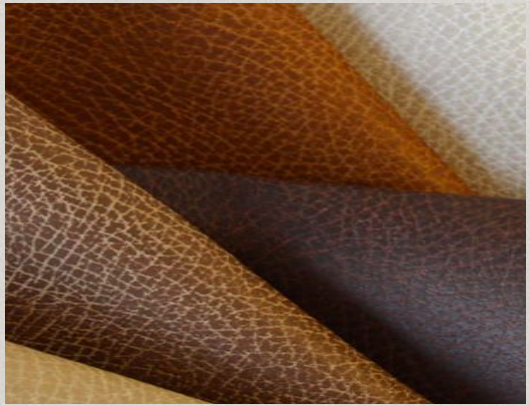
Target Market

- Urban customers
- Gender neutral brand
- Mid to high economic class



Key Features

Vegan Leather



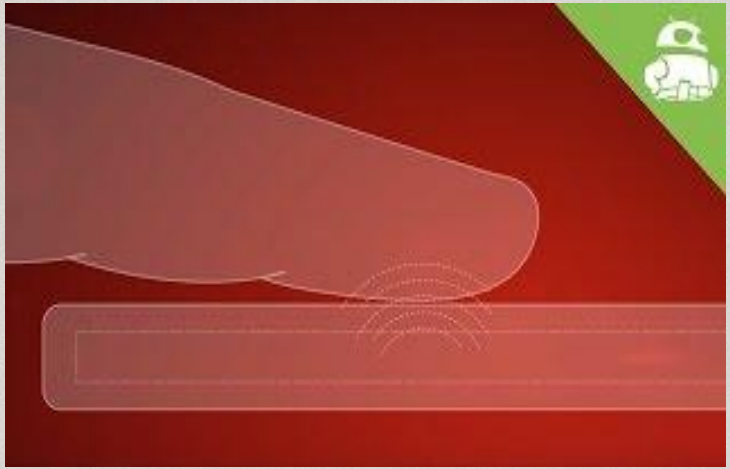


Ultrasonic
Fingerprint ID

Adjustable/
detachable Straps



Ultrasonic Fingerprint ID Scanning



- Pattern image is detected by the ultrasonic sound waves that are reflected from the surface of fingertips
- Impossible to forge
- Easily embedded under glass, aluminum, or plastic.
- Discrete look
- Unaffected by dirt, lotion, sweat, etc.

Vegan Leather





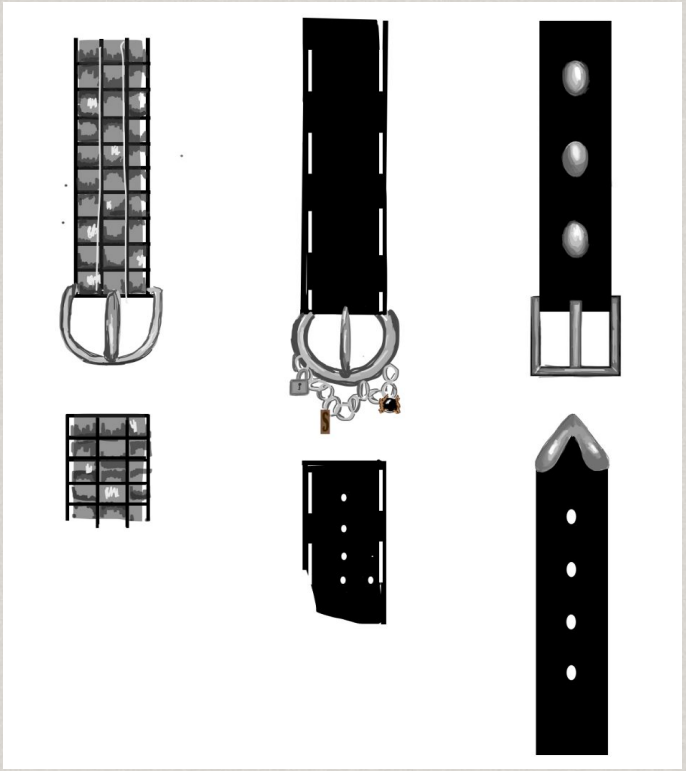


- Ethical
- Sustainable
- Trending
- Non-synthetic based

Types of Vegan Leather:

- Mylo
- Piñatex
- cork

Adjustable & Detachable Straps



- Every individual is unique!
- Personal Preference
- Additional styles, colorways, and designs
- Securely fastened belt buckle

How Does this Product Fill a Need?

- Safety conscious
- Adjustable and detachable straps
- Suitable for a variety of heights and body types
- Technologically advanced
  - Smart technology





Trend Research

Fall/Winter 23/24

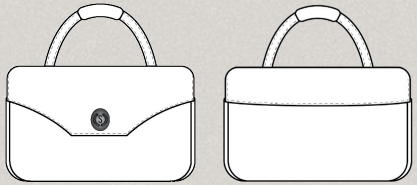

PANTONE 14-3205 TCX
PANTONE 17-1663 TCX
PANTONE 18-4016 TCX
PANTONE 15-3716 TCX
PANTONE 19-4203 TCX
PANTONE 19-3932 TCX
PANTONE 14-1208 TCX
PANTONE 13-0752 TCX

Product Assortment

Shoulder Bag

7.75" W x 5.25" H x 1.5" D

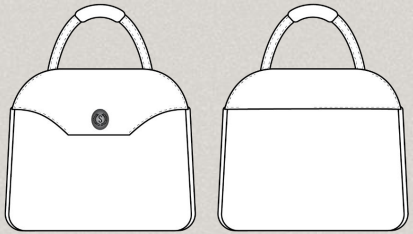
$540



Satchel

12.75" W x 9.5" H x 5" D

$680



Medium Zip Tote

12.75" W x 9.5" H x 5" D

$710



Large Zip Tote

16.75" W x 13.5" H x 7" D

$860



Color Assortment

Shoulder Bag

Available in 5 colors



Satchel

Available in 5 colors



Medium Zip Tote

Available in 5 colors



Large Zip Tote

Available in 5 colors



Raven

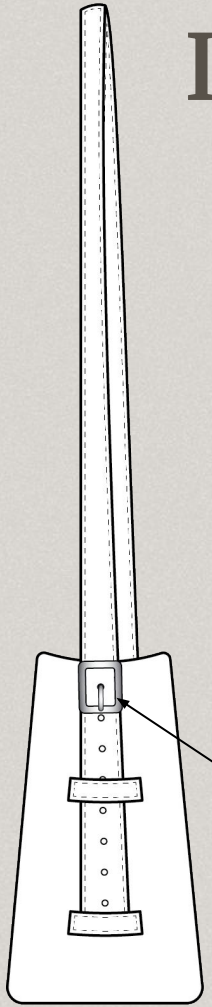
Admiral

Shadow

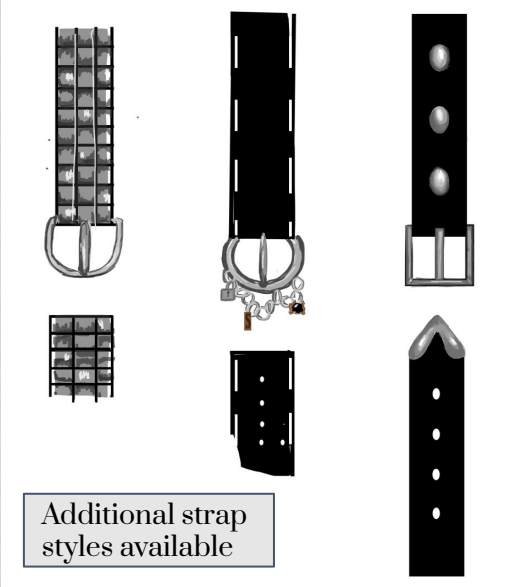
Chestnut

Scarlet

Implementation of Product Features

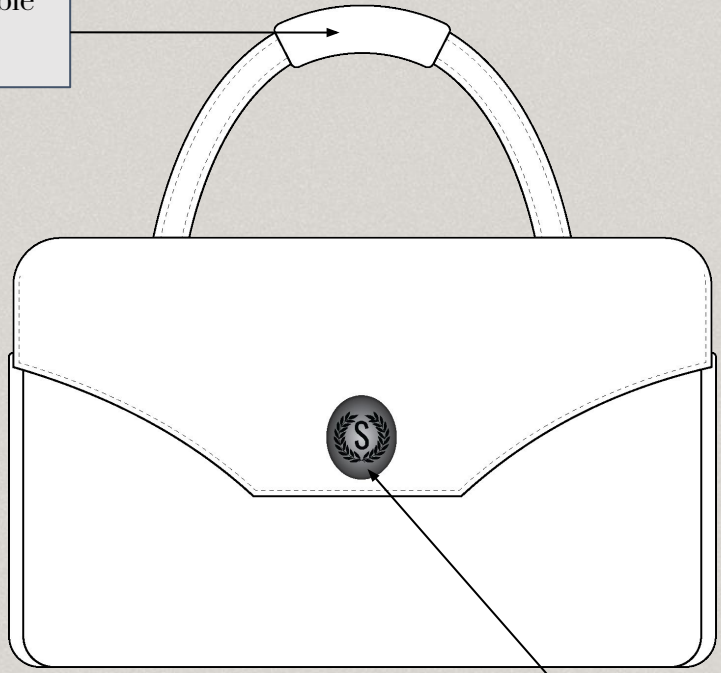


Adjustable and removable straps w/ belt buckle



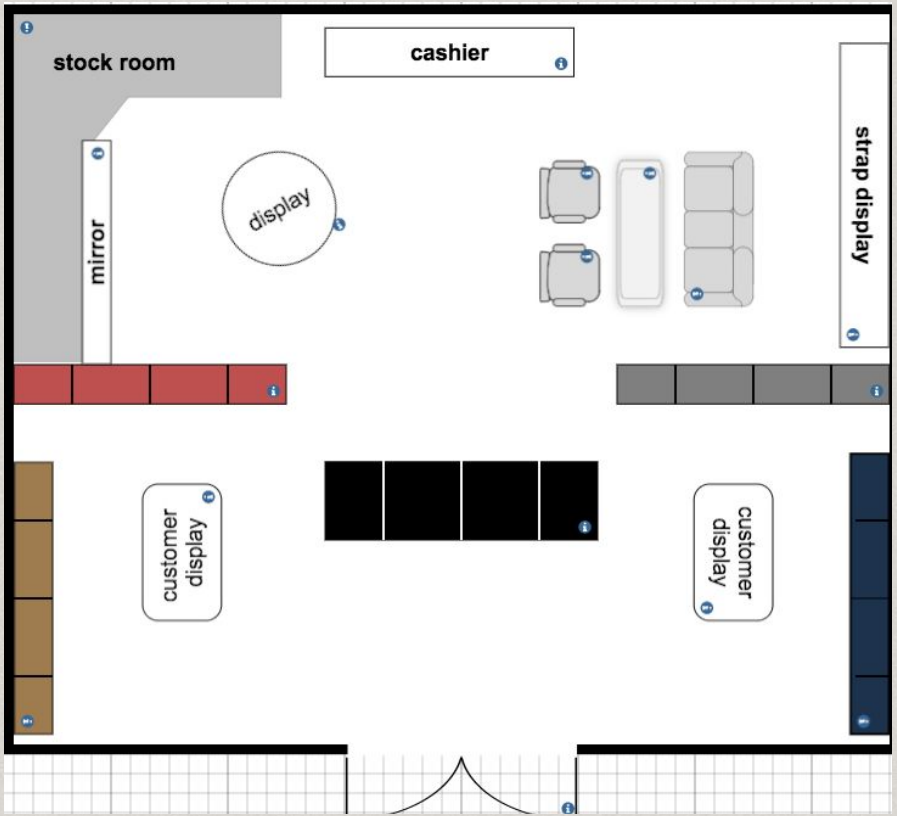
Additional strap styles available

Removable handle gripper



Fingerprint ID

In-Store Floor Plan



Business Integration Plan

1. NEIMAN MARCUS
2. SAKS FIFTH AVENUE
3. NEW YORK CITY POP-UP
4. SOTERIA X VALENTINO

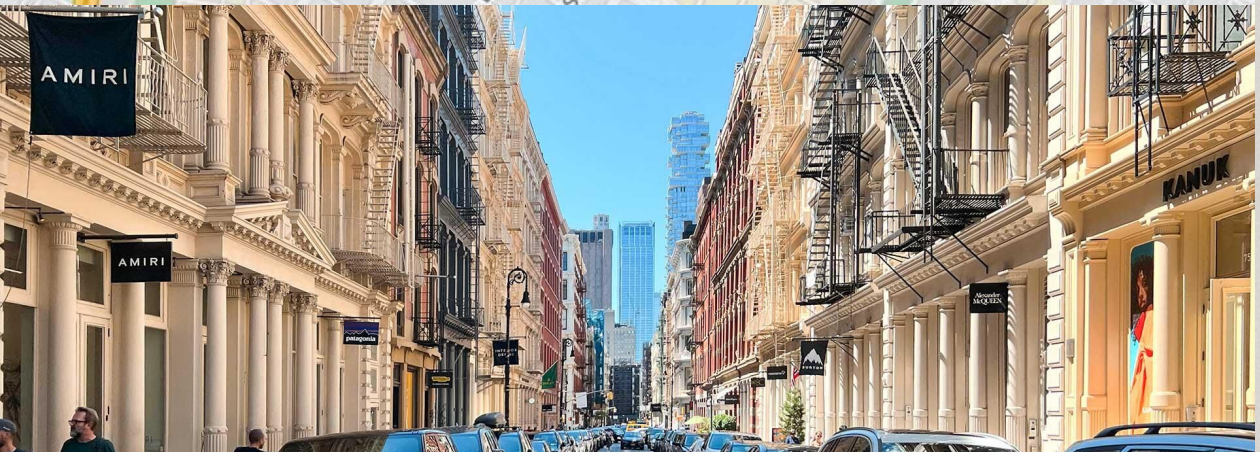
Neiman Marcus

- 36 locations across the United States
- Similar target market
- Recent addition of 200 brands
- Increase in hand bag sales
- Loyal customer base

- 41 stores across North America
- Similar price points
- Emphasis on digital presence
- Expand product offerings
- 2021 luxury retailer of the year

Saks Fifth Avenue





POP-UP SHOP IN NYC

SOHO

- Top shopping destination
  - Designer boutiques
  - Fancy chain stores
  - High-end art galleries
- Downtown neighborhood
  - Cafes/restaurants
  - Nightlife/bars
- Aesthetic
  - Cobblestone streets
  - Elegant cast-iron facades







SOTERIA X VALENTINO

- Expand into premium luxury market
- Gain brand awareness
- Elevate brand image
- Diversify design
- NYC Fashion Week Exposure



Strengths

- Anti-theft technology
- Versatility in product assortment
- Sustainability efforts

Weakness

- Competing with well-known brands
- Limited assortment

Opportunities

- Expand product assortment
- Collaborations/Partnerships

Threats

- Similar style to competitors
- Higher price point



COACH

NEW YORK

Strengths

- Well-established brand
- Multiple product offerings
- Sustainability practices
- High revenue

Weakness

- Similar color and product offerings
- Lack of new product development (silhouette)

Opportunities

- Technological advancements
- Diversify product assortment

Threats

- Strong competitors in luxury market
- Counterfeiting



Dooney & Bourke

Strengths

- Well-established brand
- Large product assortment
- Collaborations

Weakness

- Relevance with Gen Z
- Targets niche audience

Opportunities

- Cater to larger target market
- Technological Advancements

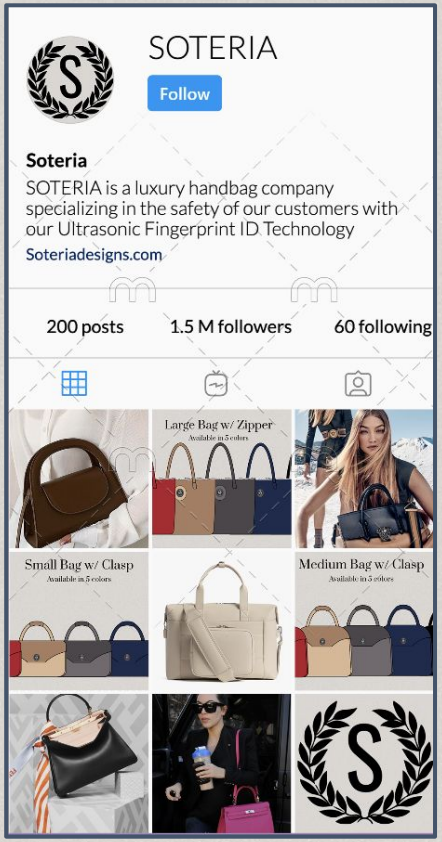
Threats

- Lack of social media presence
- Brand awareness



Marketing

- Marketing will rely heavily on social media sites like TikTok and Instagram
- Due to the technological features of our bags, we would like to keep marketing mainly digital as well
- Digital billboards and television commercials will be implemented as well
- Luxury targeted, so Instagram will be our primary marketing site as they appeal to a broader age demographic than TikTok



Marketing



Gigi Hadid
Purse and belongings stolen on Vacation



Kim Kardashian
Hotel room invasion and robbery in Paris



Harry Styles
Wallet and phone stolen during mugging in London

Marketing

- Publicity Stunts
  - Los Angeles
  - New York
  - Chicago
  - Philadelphia
- Paid actor will “rob” another actor during busy times of the day on the street
- Another “robbery” will take place during New York Fashion Week to create buzz



Growth Trajectory

Diversify Product Assortment

Widen Target Market

Technological Advancements

Looking into Global Expansion

Focus on DTC

Financial Growth

Diversifying Product Assortment & Target Market

- Additional styles and sizes
- Masculine designs
- Wallets
- Vegan leather cleaner













Technological Advancements



RFID

- Protects against electronic theft
- Improves inventory management for retailers



Integrated app

- Connects to fingerprint ID
- Allows for adding or taking out approved fingerprints
- Ability to unlock bag with phone passcode

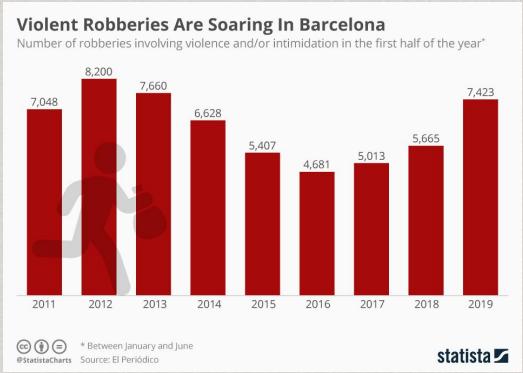
Global Expansion

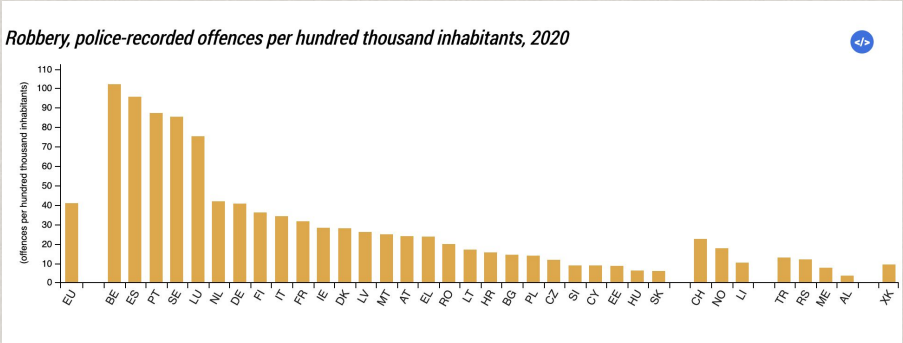


- The market is expected to grow annually by 3.78% (CAGR 2023-2028).”
- “The market's largest segment is the segment Luxury Fashion with a market volume of US$43.32bn in 2023.”
- Opportunities for Nearshoring

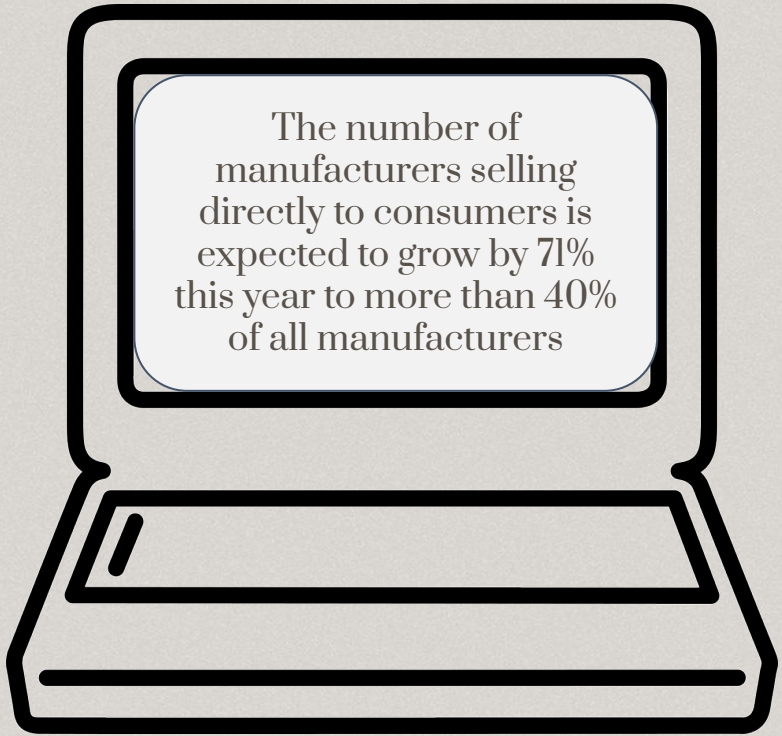
Pickpocketing Statistics in Europe

- Italy, France, Spain, and Belgium often have the highest pickpocketing rates in Europe
  - Italy had 137,000 in 2019
  - London had 80,000 cases 2019 - 2020
- Barcelona's has had more robberies and pickpocketing recently
- Pickpockets in the center of Brussels are also notorious





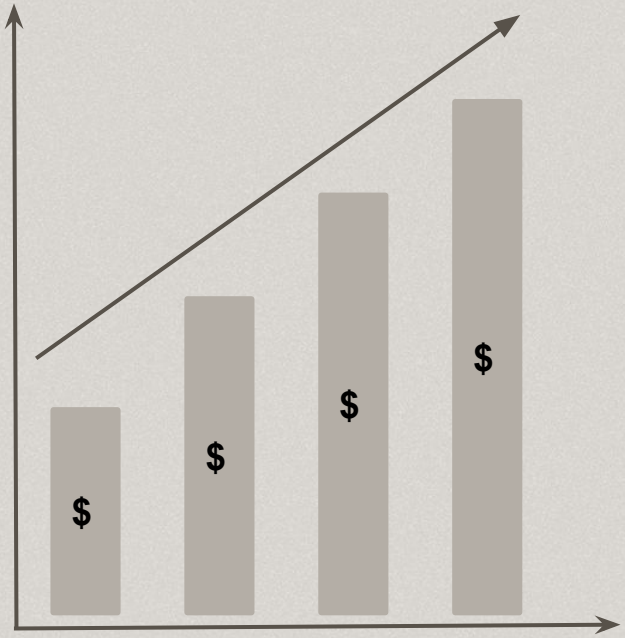
Focus on Direct-to-Consumer



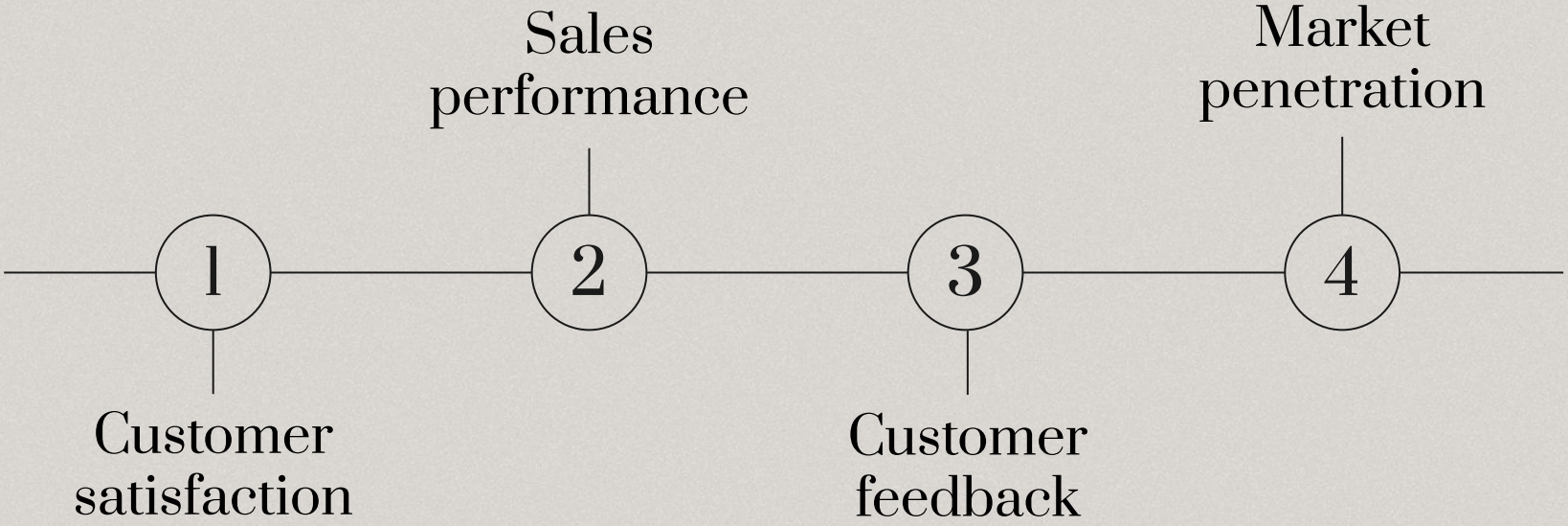
- Focus more on brand website
- Directly interact with consumers through social media
  - 53% of customers say they are likely to buy from brands that are transparent on social media
- Build and refine products based on consumer feedback

Financial Growth

- Growing consumer base through distributors
- Increasing number of storefronts
- Brand ambassadors



Brand Evaluation



Conclusion

- Unique Selling Points: Advanced technology in eliminating pickpocketing and ensuring customers' belongings are secure
- Many opportunities for growth
- Focused on leading in handbag protection through technological innovation.

Thank You
For Listening !



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