

TORY BURCH X PERU



CAPSTONE FASM 430 CAROLINE LEWIS





190 million women work in global supply chains

38% of women have been promoted in the past year

7% of worksites separate worker grievance data by gender

93% of most companies' supply chain is invisible



INTRODUCTION

This collaboration will shine a light on the women of Tory Burch's supply chain in Peru. It will bring a purpose to buy for consumers while being an experiential pop-up store showcasing Peruvian-inspired products.





BRAND OVERVIEW

TORY BURCH

- American mid-luxury fashion label
- Based in NYC
- Founded by American designer Tory Burch in 2004
- Signature preppy-bohemian aesthetic
- Tory Burch's Annual Revenue was \$3.4 Billion in 2022

MISSION STATEMENT:

To empower women and women entrepreneurs

PURPOSE:

Giving back and supporting other women



BRAND INSPIRATION



TRAVELING AND LEARNING ABOUT CULTURES OF THE WORLD,
COLOR, INTERIORS & GRAPHIC DESIGN ELEMENTS



SOCIAL IMPACT

Tory Burch Foundation:

Advances women's entrepreneurship

The Foundation Collection:

100% of proceeds from the collection go toward women's empowerment motives

UPworthy Partnership:

\$5,000 to give to a non-profit

Online Programs Offered:

Fellowship, Banking programs, Webinars, Resources



SUPPLY CHIAN EFFORTS

PARTNERSHIP with HERproject

Women empowerment in the supply chian



Behavior



Self-Esteem



Workplace Relationships

However, no evidence of pay, work hours, or benefits within their own supply chain



PRODUCTS CATEGORIES/PRICING

HANDBAGS



\$88-\$1,598

SHOES



\$198-\$428

RTW



\$68-**\$1,998**

ACCESSORIES



\$30-\$1,298

JEWELRY



\$30-\$1,298

HOME



\$68-\$1,400

SPORT



\$48-\$498



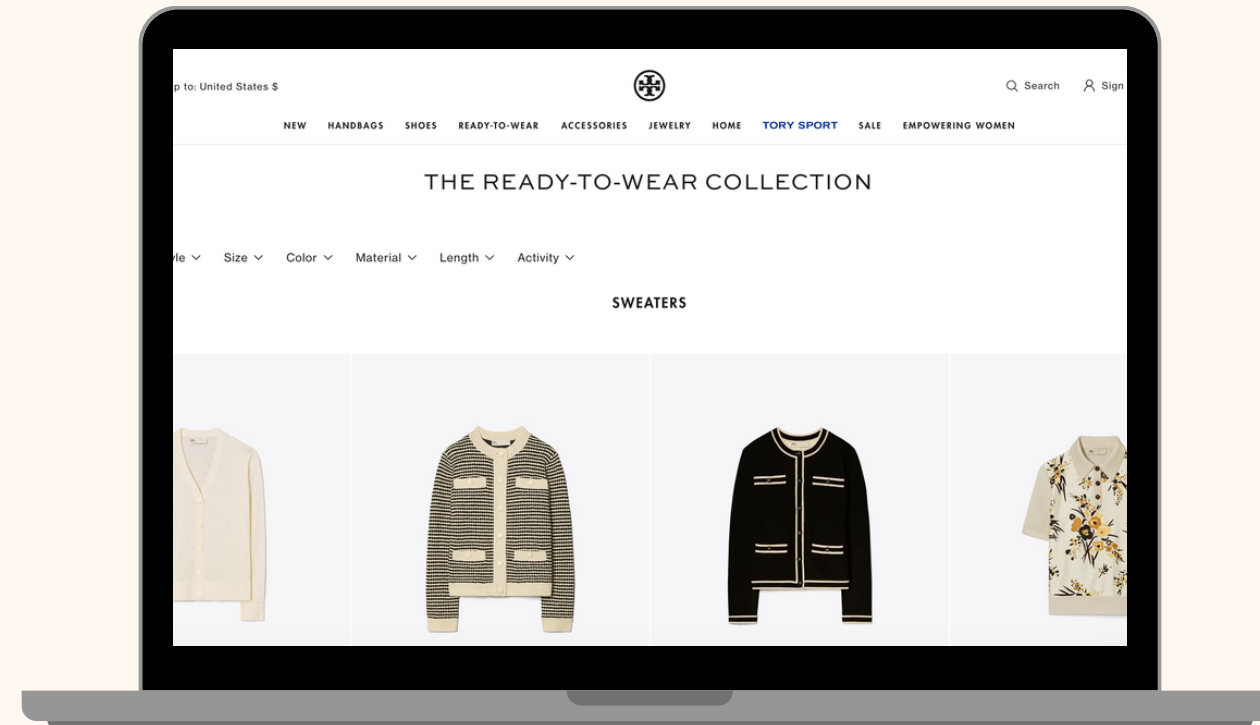
DISTRIBUTION

BRICK N' MORTER



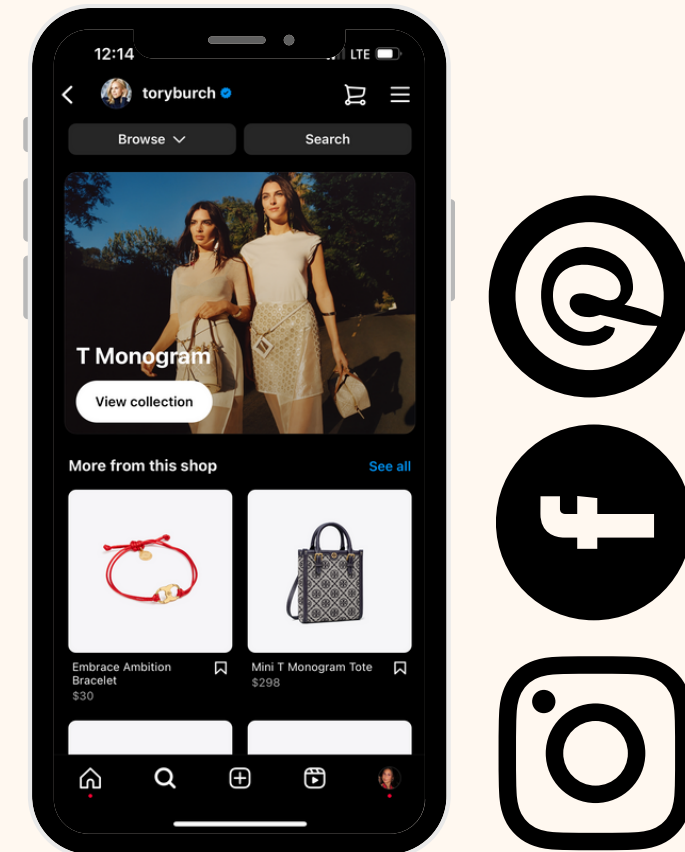
- **250** stores worldwide
- **107** store locations in the U.S mainly located in the **southeast**
- Over **3,000** department and specialty stores worldwide

ECOMMERCE



- **\$316** million in sales

SOCIAL MEDIA



- Shops through Instagram & FB
- Shops through the main account & brand extension account Tory Sport



ADVERTISING

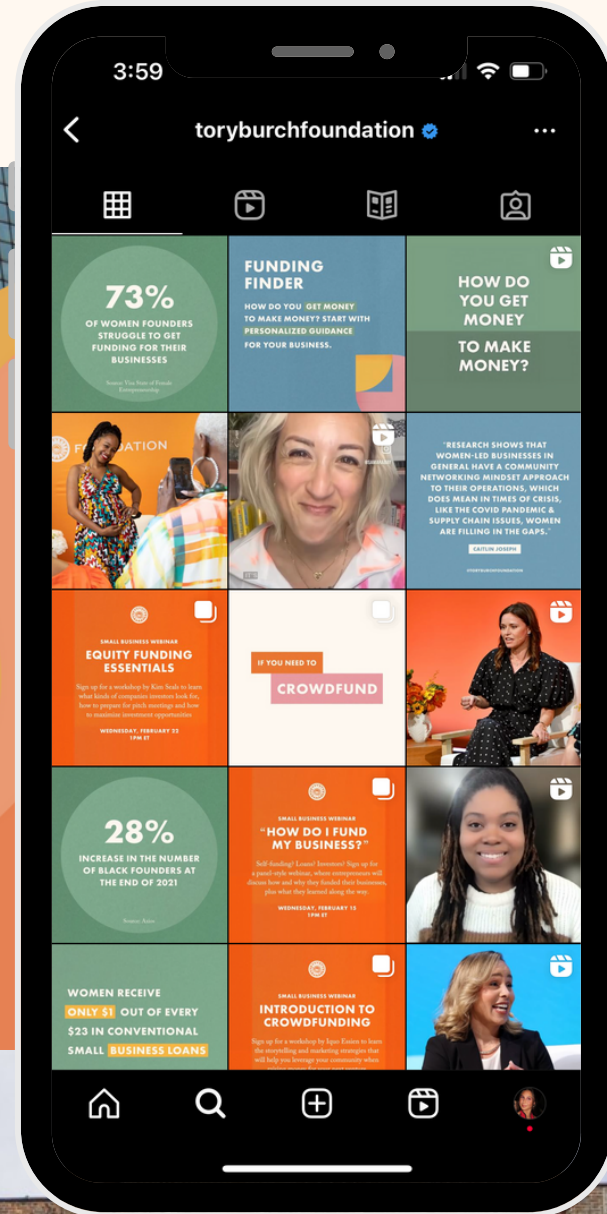
TRADITIONAL

- Print ads
- Email promotions
- Billboards- murals
- TV ads

NON-TRADITIONAL

- YouTube videos (35.4K subscribers)
- Paid Search Ads
- Instagram (3.3mill followers)
- Facebook/TikTok/Pinterest

-
- Using Tik Tok **influencers**/celebrities on Instagram & Tik Tok
 - Showing the **BTS** of runway shows on youtube
 - Advertising more organically-generated videos
 - **Secondary profiles** to reach wider audience



PREVIOUS POP-UP STORE

ABOUT AMBITION POP-UP STORE

- About Ambition pop-up store was centered around encouraging **women entrepreneurs**
- **"The foundation Collection"** proceeds went to the Tory Burch Foundation

#EMBRACEAMBITION

The campaign video reached **98%** of all the world's countries and has been viewed millions of times.



SECONDARY RESEARCH



FASHION RETAIL MARKET

THE GLOBAL FASHION INDUSTRY IS VALUED AT 1.7 TRILLION AS OF 2022

ETHICAL BUYING HABITS

Post-pandemic there has been a **13% increase** in consumers prioritizing companies with ethical sourcing policies

BRICK & MORTAR

The transition back to in-person shopping

- **54%** of consumers are likely to look at a product online and buy it in a physical store or vice versa
- **55%** of consumers want to browse products online and check what's available in local stores



HOME DECOR MARKET

DEMAND FOR INTERIOR DECOR

- Since the pandemic, people have taken their home spaces into experimentation journeys to create comfortable spaces
- Over **70%** of people are planning on redecorating their homes since the pandemic

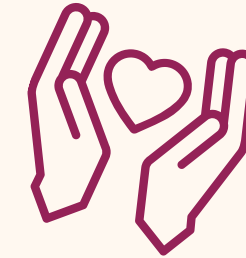
URBAN SHIFT

- An increasing rate of people urbanizing has charged the need for home decor
- The change in this lifestyle demands a need for high-end and quality products
- **56%** of the world's population lives in cities doubling by 2050, nearly **7 of 10** people will live in cities



CHARITY MARKET/TRENDS

MARKET STATS



- 25% of the adult population volunteer
- **77%** believe everyone can make a difference by supporting causes
- **64%** of donations are made by women
- 69% of the population donates
- **84%** of Millennials give to charity

5 separate motives for giving:

1. **Trust** (seeing charities properly use donations for the public good)
2. **Altruism** (concern or compassion for those less fortunate)
3. **Social benefits** (nonmonetary benefit, being part of a social network)
4. **Tax benefits** (monetary private benefit)
5. **Egoism** (enhance reputation, experience good feelings about oneself)



FUTURE OF THE MARKET

FASHION

Demand for inclusivity and personalization through technology, **ethical and eco-friendly business practices**, & engaging customer experiences

HOME DECOR

Valued at **\$727.6** billion and is expected to reach **\$939.7** billion in 2027

CHARITY

Expected to grow from **\$329.3** billion in 2020 to **\$457.8** billion in 2025 at a rate of 6.8%



PRIMARY RESEARCH



Q & A INTERVIEW

RODRIGO ZAPATA

AGE: 20

HOMETOWN: Lima, Peru

What is your favorite thing about Peru?

- My Favorite thing about Peru is definitely the food

What are you most proud of when it comes to being Peruvian?

- I think what I am most proud of is the number of resources that are found in Peru and exported worldwide.

Is there a traditional Peruvian fashion garment that women and men wear on special occasions?

- Yeah, there are lots, there are many cultures in different areas of the country, and each of those cultures has a distinctive garment according to their traditions and beliefs. Probably the most famous ones are the garments used in Cusco for celebrations related to the Inca culture.

Do women have equal rights or opportunities in Peru?

- Definitely not, in Peru, you can still feel that gap between men and women and also a well-defined social hierarchy depending on where you come from and your income.

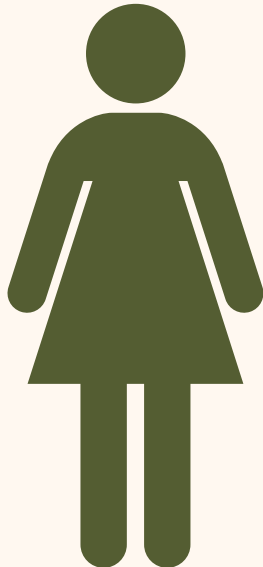
Are artists and designers taken seriously in Peru?

- They are taken seriously, but it is hard for an artist to become “famous” since there is no support for art in Peru.



SURVEY KEY FINDINGS

82 respondents



73.8%



45.1%



42.9%



80.5%



54.9%



62.2%



CONSUMER RESEARCH



DEMOGRAPHICS

GENDER: Female

LOCATION: Southeast

Education: College degree to Masters

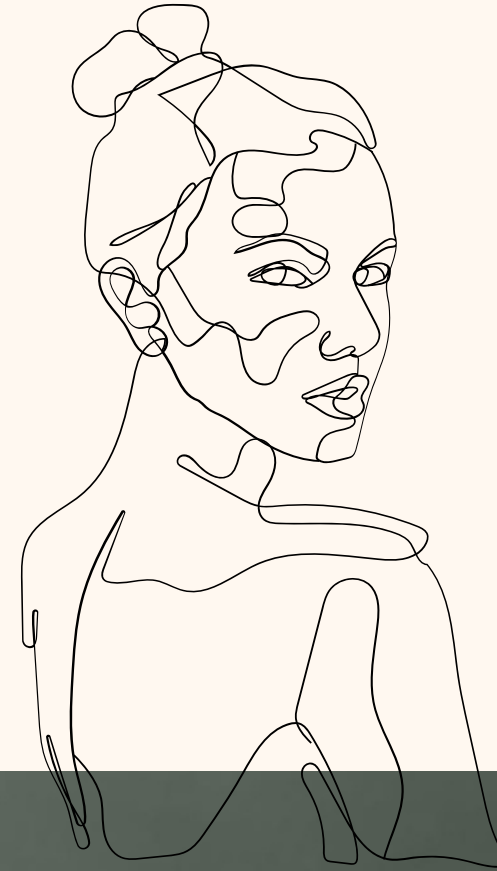
MARITAL STATUS: Married

INCOME: 100K +

EMPLOYMENT: Employed

CHILDREN: No

HOMEOWNER: Yes



PSYCHOGRAPHICS



Vacations & Travel { For the love of adventure
VOLUME 117, 2022



Enjoys Traveling

Likes high-end luxury items

Is a sustainable shopper

Registered Voter

Enjoys artistic hobbies

Takes time and thinks before purchase

Likes to experience new things

Is a very loyal brand customer

Volunteers and gives to charity



CONSUMER PERSONA



ELENA MITCHEL

AGE: 35

LOCATION: Miami, FL

OCCUPATION: Interior Designer

RELATIONSHIP: Married

HOUSEHOLD INCOME: 180K

EDUCATION: Master of Art

SOCIAL MEDIA: Instagram, Facebook, LinkedIn

STYLE: Classic but fun modern pops

LIFESTYLE: Elena is motivated by doing good work in her community. She often donates to her local homeless shelter. Elena is very successful as CEO of her company. On weekends after a busy work week, Elena likes to shop at Anthropology since there is such a variety of product lines offered in her style and quality standards. She loves to travel to other countries with her husband and explore the differences.



MARKET RESEARCH





INDUSTRY LEADER

KATE SPADE

- Founded: 1993
- Headquarters: NYC
- Parent organizations: Tapestry, Kate Spade & Company
- Net Worth: \$2.4 Billion
- Style: Women in a corporate workspace who want a fun & unique style

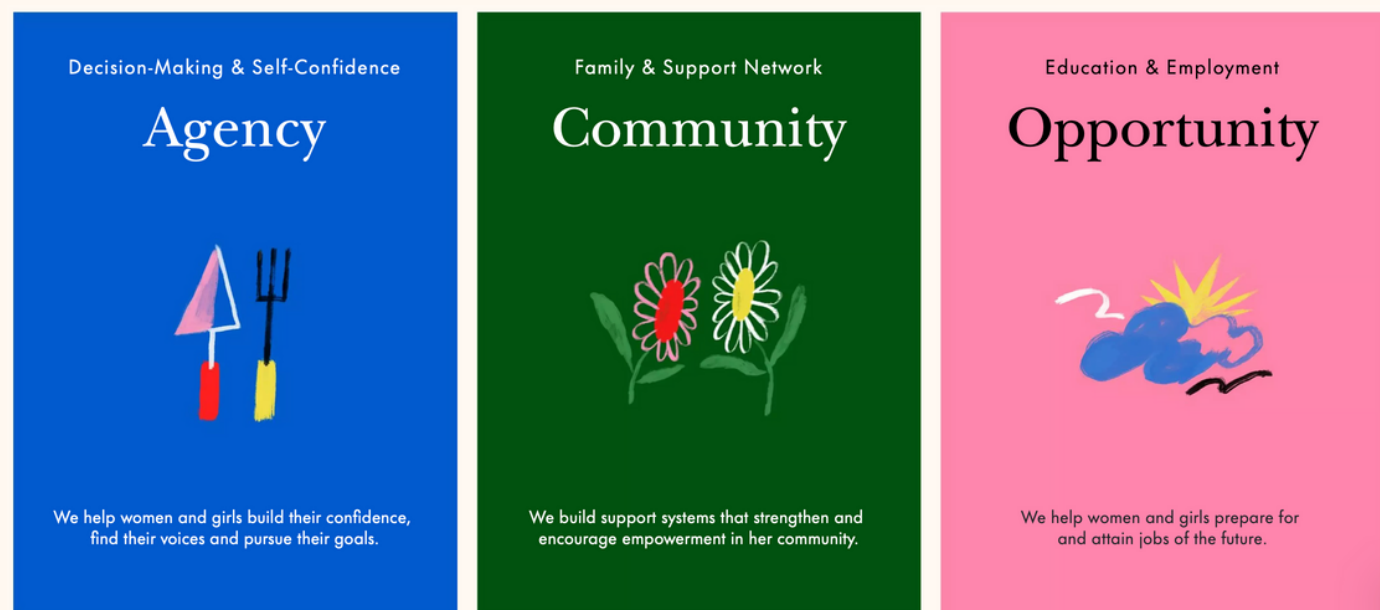
MISSION: To empower girls and women around the world by putting mental health at the heart of our social impact.



SUPPLY CHAIN EFFORT

ON PURPOSE COLLECTION

This mission was to use this collection's **supply chain in Rwanda** to empower women and invest in them with the earnings.



PRODUCTS CATEGORIES/PRICING

HANDBAGS



\$148-\$498

WALLETS



\$55-\$328

SHOES



\$48-\$248

CLOTHING



\$49-**\$848**

JEWELRY



\$32-\$298

ACCESSORIES



\$15-\$348

HOME



\$20-\$439

PRELOVED



\$9-\$675



CONCEPT

THE UNSEEN WOMEN OF THE SUPPLY CHAIN



UNETHICAL SUPPLY CHAINS

Low-income working women face challenges, such as a **low status** in the workplace, **low skill levels, irregular and excessive hours, harassment, violence,** and **discrimination**



COMPETITIVE ADVANTAGE FOR AN ETHICAL SUPPLY CHAIN

- **9 in 10** global consumers would choose to buy from companies with ethical sourcing structures in place over ones that did not
- **83%** of global respondents said they'd be willing to pay more for products they could be sure were ethically sourced
- More than **60%** of U.S. consumers say they closely consider a company's ethical values and authenticity before purchasing



POP-UP PROPOSAL



THEME/INSPO BOARD



LOCATION/DURATION

Palm Beach, Miami FL

255 Worth Ave, Palm Beach, FL 33480

- Touristy location ~ **9 million** visitors in 2022
- Surrounded by designer boutiques
- Strong luxury customer demographic
- **70%** of Miami's population is South American
- The Peruvian population in Miami is 40,701
- Tropical, will go with the Peruvian-inspired aesthetic

December-May

- These months are the most touristy due to **northerners migrating** to the south during the winter for the warm weather
- The summer months are a less popular time to visit because of the excruciating heat



PRODUCTS OFFERED

T-SHIRT



\$228

TOTE



\$298

PLATE



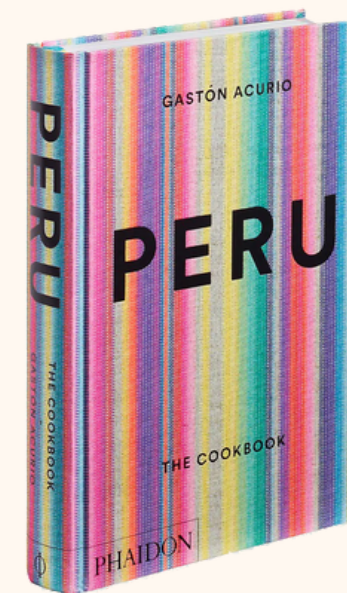
\$78

PITCHER



\$98

COOKBOOK



\$68

THROW



\$178

PILLOW



\$158

25% of proceeds go towards women empowerment in Tory Burch's supply chain



PRINT/COLOR CHOICE

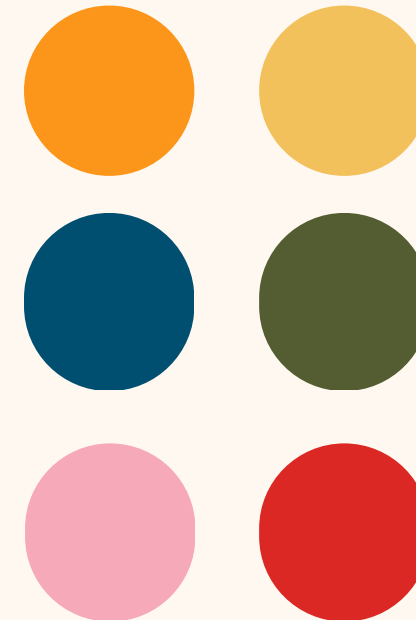
PRIMARY PRINT



SECONDARY PRINT



PRIMARY COLORS



PRIMARY MATERIAL



Peru Souced **100%** ORGANIC PIMA COTTON

PRINTS AND COLORS CHOICES WERE **DESIGNED** & **CHOSEN** BY THE HELP OF THE **PERUVIAN WOMEN** IN TORY'S SUPPLY CHAIN WHILE ALSO STAYING ON BRAND.



PACKAGING



With every purchase, a **note** from one of the Peruvian factory employees is included in the packaging



Hi, my name is Alessandra and I am from Lima, Peru. I work in a textile factory that produces Tory Burch products. This product that you have purchased was made by me and the many other women in the factory. We are very excited to know that we will be learning more about our potential with the help of your purchase. With the help of Tory Burch and WeCoalition, I and the other women working in the factory are able to grow in our careers.

Sincerely,

Tory Burch &

WeCoalition Organization



POP-UP RENDERINGS





TORY BURCH

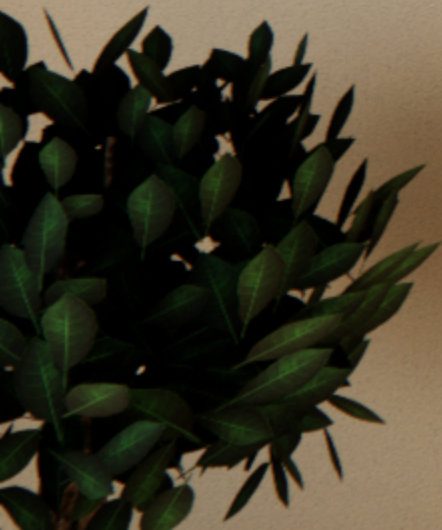




TORY



ALESSANDRA, LIMA PERU. TEXTILE PRODUCTION







MARKETING STRATEGY



VIRTUAL POP-UP STORE

- Along with an in-person pop-up store, there will be a duplicate digital one online
- Virtually walk through the same store and buy products within the virtual pop-up.

Online Shopping Stats:

- **36.5 million** 35–44-year-olds shop online
- **56%** of US consumers prefer to shop online
- More than 263 million American consumers shop online which is **80%** of the US population



PERUVIAN INFLUENCER PARTNERSHIP

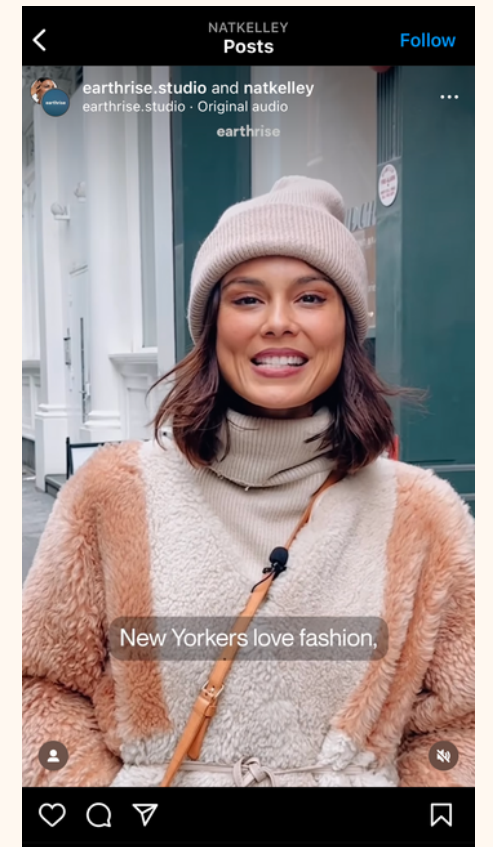
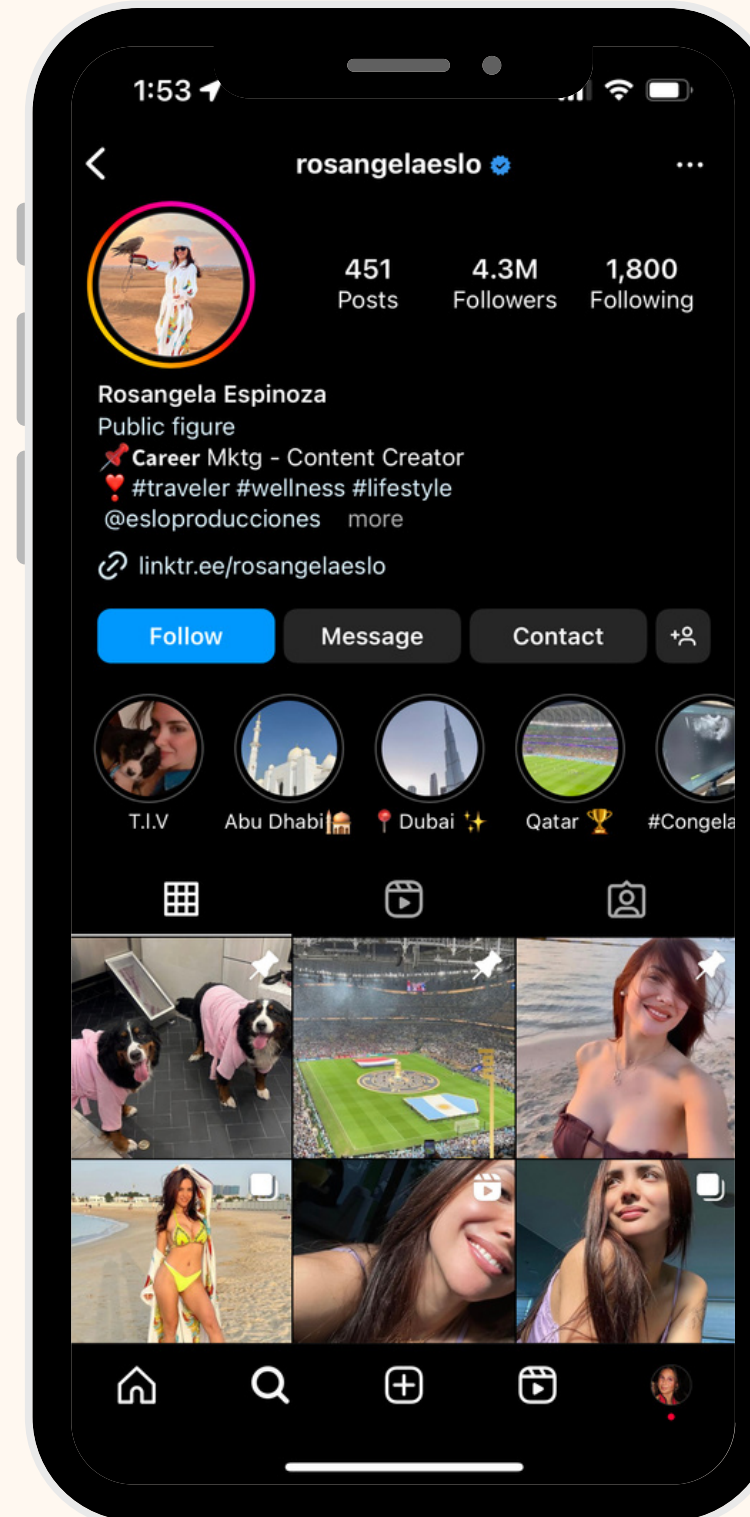
ROSE ESPINOZA

- Born & lives in Peru
- Became a Peru celebrity through reality TV
- Won Miss Peru in beauty pageant

NATHALIE KELLY

- Born in Lima, Peru
- Lives in U.S.
- Actress
- **Fashion & Peru activist**

These celebrities will promote the Tory Burch X Peru campaign on their own social media and will be attending live pop-up events as well.



GET TO KNOW OUR PERU SUPPLY CHAIN

BLOGS, PODCASTS, & BTS

Blog post

- Talking about these women's experiences in the textile industry
- What their dreams are for their careers

Podcast

- Interviews with the women about social and cultural traditions, and unethical practices in the supply chain

YouTube

- Behind the scenes of Tory Burch traveling in Peru and meeting these women
- Design ideation and the collaboration.



NFT CHARITY EVENT

"Tory Burch Made in Peru NFT Charity Event"

The "Tory Burch Made in Peru" charity event will **partner** with **WEcoalition** (Women Empowerment Coalition of Peru).

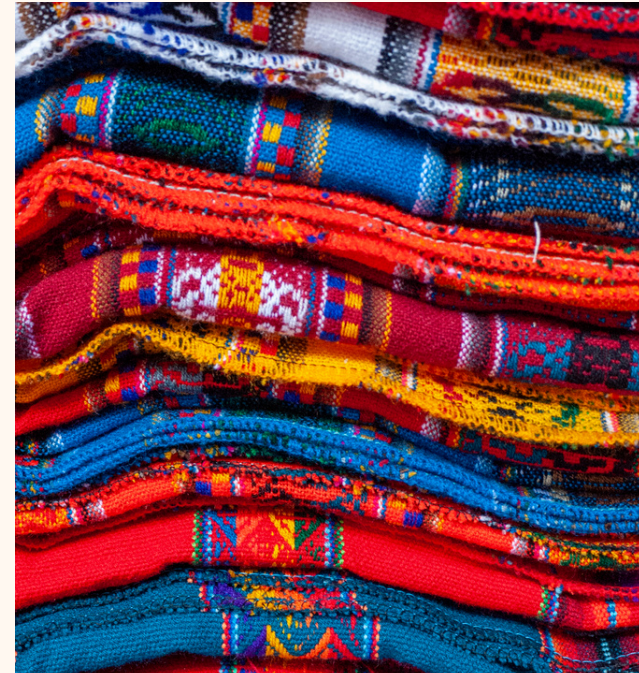
- Online event that will be open for only a short time period
- The NFTs will consist of young up-and-coming Peruvian artists' work to shine a light and to be recognized.
- **50% of proceeds go toward WEcoalition and the Peruvian artist**
- Once you buy an NFT, the real version of the art piece will be shipped to you.



Women's
Empowerment
COALITION



WEAVING WORKSHOP CAMPAIGN



Tory Burch will **host** one of the Peruvian women in their supply chain to be in person at the pop-up store.

The workshop will showcase a traditional Peruvian live weaving workshop in-store.

The Peruvian woman will wear her **traditional garments to showcase their heritage.**

CUSTOMER INVOLVEMENT:

- Customers can **participate** in the workshop at a donation cost and **learn** how to weave traditional Peruvian textiles
- Customers can buy the hand-woven products made in store



PERUVIAN FOOD TRUCK CAMPAIGN

Tory Burch Partner will partner with a local Peruvian food truck, Peru Power, to **support local Peruvian businesses.**

Tory Burch will also be **hosting** one of the Peruvian women in their supply chain to cook recipes from the **Tory Burch X Peru cookbook.**

The cookbook consists of **traditional recipes** that were chosen by the Peruvian women.

Proceeds will go toward the cause

Customers will be able to eat delicious Peruvian dishes while shopping and learning about the culture.



FINACIAL ANALYSIS



BUDGET

| Operational Expenses | Cost |
|--------------------------------------|------------------|
| Travel/Stay in Peru | \$10,000 |
| Production/Inventory | \$40,000 |
| Construction/Interior designer/Decor | \$35,000 |
| Rent/Utilities | \$10,000 |
| Employees | \$45,000 |
| TOTAL | \$140,000 |

| Promotional Expenses | Cost |
|------------------------|------------------|
| Marketing Campaigns | \$50,000 |
| Advertising | \$50,000 |
| Hosting Peruvian Women | \$10,000 |
| Partnerships | \$15,000 |
| TOTAL | \$125,000 |

TOTAL EXPENSES= \$265,000



PROJECTED SALES

| Products Sold | Sales in 6 Months |
|--|----------------------|
| 5,000 Pop-up Products avg/\$100 | \$500,000 |
| 500 NFTs avg/\$350 | \$175,000 |
| 450 Food Meals avg/\$20 | \$9,000 |
| 100 Weaving workshop donations avg/\$25 | \$2,500 |
| 400 Customized embroidery products avg/\$30 | \$12,000 |
| 8,000 Online Virtual Pop-up products avg/\$100 | \$800,000 |
| TOTAL | \$1.5 MILLION |



P/L STATEMENT

| Products Sold | Sales in 6 Months |
|---------------------|----------------------|
| Operational | \$140,000 |
| Promotional | \$125,000 |
| Total Expenses | \$265,000 |
| Revenue | \$1.5 Million |
| TOTAL PROFIT | \$1.2 Million |

Knowing that Tory Burch's annual revenue was **\$3.4 billion** in 2022 & global net sales were US **\$296.6 million**, a new revenue of \$1.5 million and a total profit of \$1.2 million for one campaign of the year makes sense. With the majority of expenses going toward marketing, the brand gained awareness and the campaign was a success.



CONCLUSION

I have always dreamed of creating something for a better purpose. This collaboration with the women of Tory Burch's Peru supply chain is to help shine a light on the people actually making your products. It is hoped that consumers will have an eye-opening cultural experience and want to create change for women's empowerment in lower economies of the world. Hopefully, consumers will admire Tory Burch's intentions and want to stand with the brand for a better purpose and change.



SPECIAL THANKS TO:

FRANCINA PUIG: INTERIOR DESIGNER

