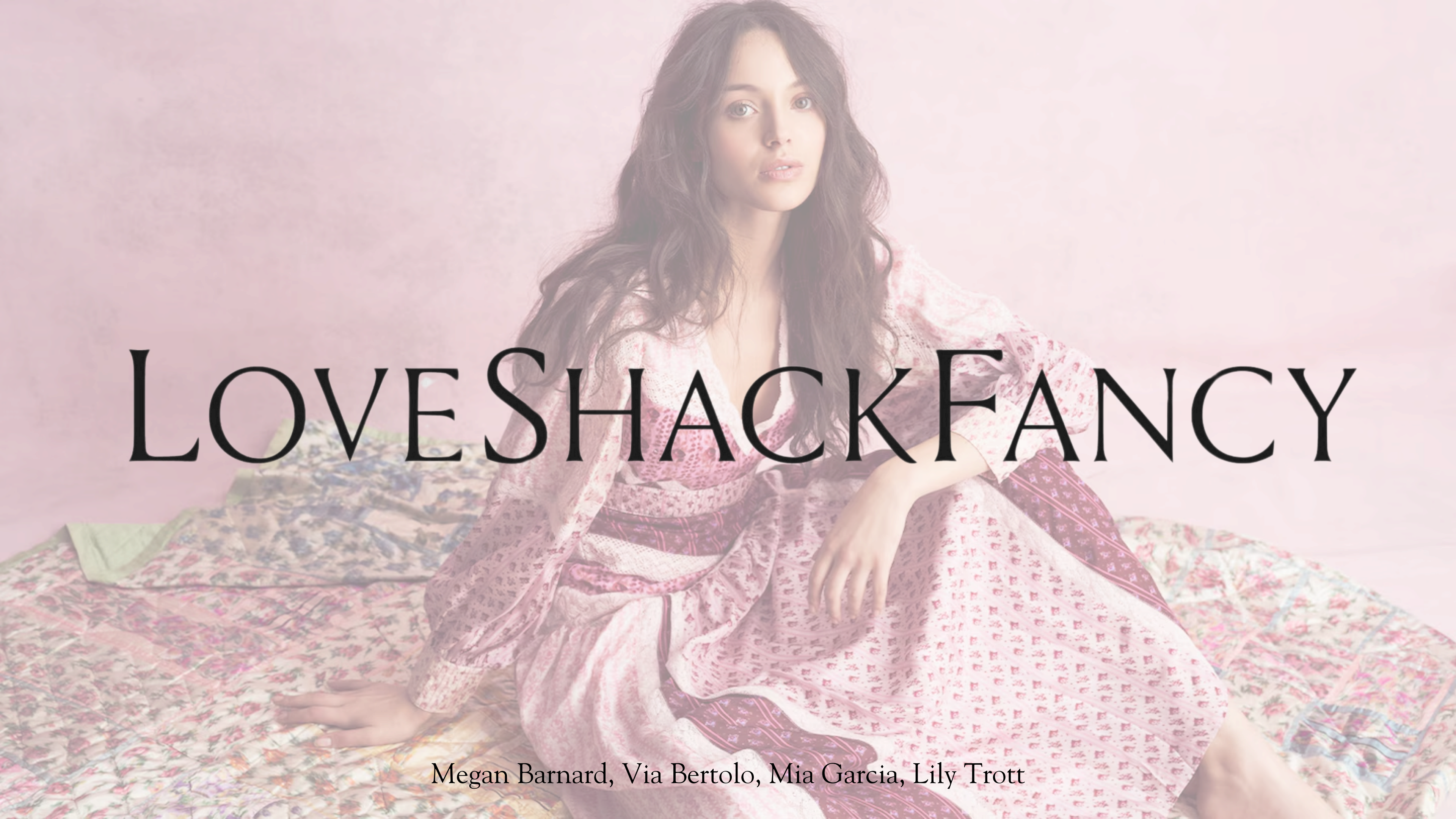




LOVE SHACK FANCY

Megan Barnard, Via Bertolo, Mia Garcia, Lily Trott



Table of Contents

Team

Brand Overview

Competitors

Target Customer

Selected area

Store Concept

New Store

Marketing Plan

Budget

Resources

Appendix

Our Team



Via Bertolo
Concept Director
Statistics Manager



Lily Trott
Location Manager
Budgeting Manager



Megan Barnard
Retail Director
Digital & Social Manager



Mia Garcia
Customer Persona
Social Media marketing



Chris Funes
Store Rendering

Brand Overview

LoveShackFancy is a global fashion, beauty, home, and lifestyle brand. The brand was founded in 2013 by Rebecca Hessel Cohen.

Its creation is based upon love and the beauty of florals. The brand's aesthetic blends vintage and modern femininity. It showcases softness and strength in every floral print and ruffle.

LoveShackFancy is a family-owned company with 18 stores worldwide. It also has over 450 retail partners, including Gap, Hurley, and American Girl.



A decorative border of pink roses and green leaves frames the top and sides of the page.

Mission Statement

“LoveShackFancy is inspired by the strength of femininity and a vintage-inspired aesthetic that transcends trends. We believe everything can have a second life, and we are endlessly sourcing vintage treasures from our travels to create beautiful pieces we hope will live in the closets of generations to come.”

VALUES:



Beauty



Femininity



Sustainability

LOVESHACKFANCY

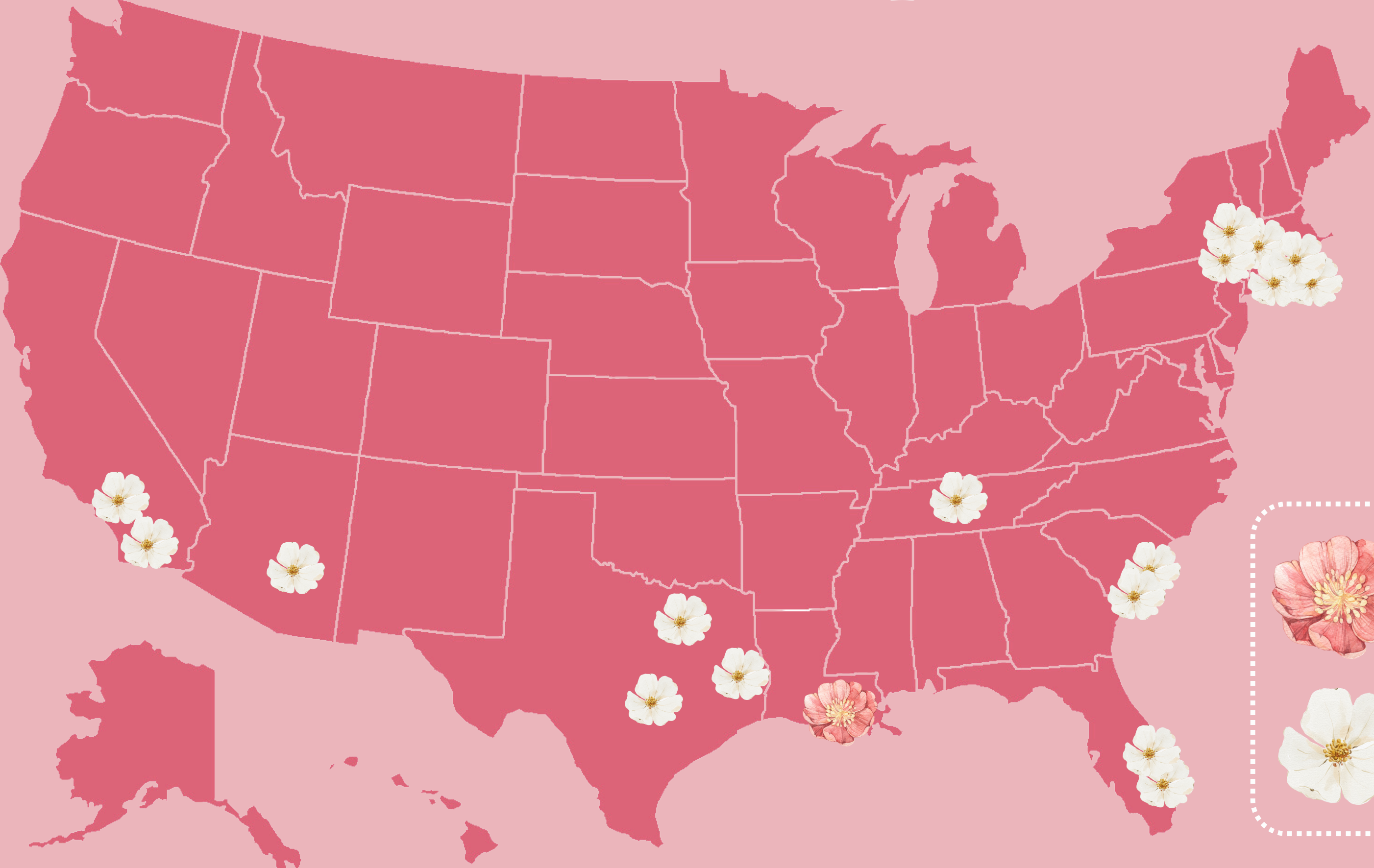
Retail Footprint

- 18 stores across the U.S. and London, along with 450 retail partners, shipping to over 80 countries.
- 17 of those stores are permanent locations, while one is a pop-up location in Kiawah Island, SC.
- With a primary focus on online presence and social media, they continue expanding internationally, currently with one physical store outside the U.S.



LOVESHACKFANCY

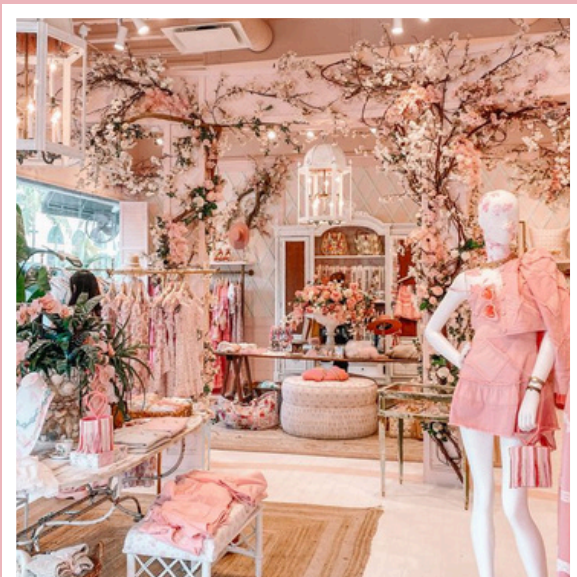
Store Map



Proposed
store



Current
stores



Differentiating Factors

- Strong presence within other stores as a brand collaborator.
- LoveShackFancy focuses on a distinct brand identity. Floral patterns and flower decor parallel the brand and help create an immersive experience for the customer.
- Customers can schedule an appointment with an on-site stylist to help them find products that work for them and create a personal connection with the brand, the store, and the employees.
 - Services offered include evening dresses, personal styling, Mommy and Me, gifts, bridal, and virtual shopping.

LOVESHACKFANCY

Brand Collaborations

gap
×
LOVESHACKFANCY



Necklaces



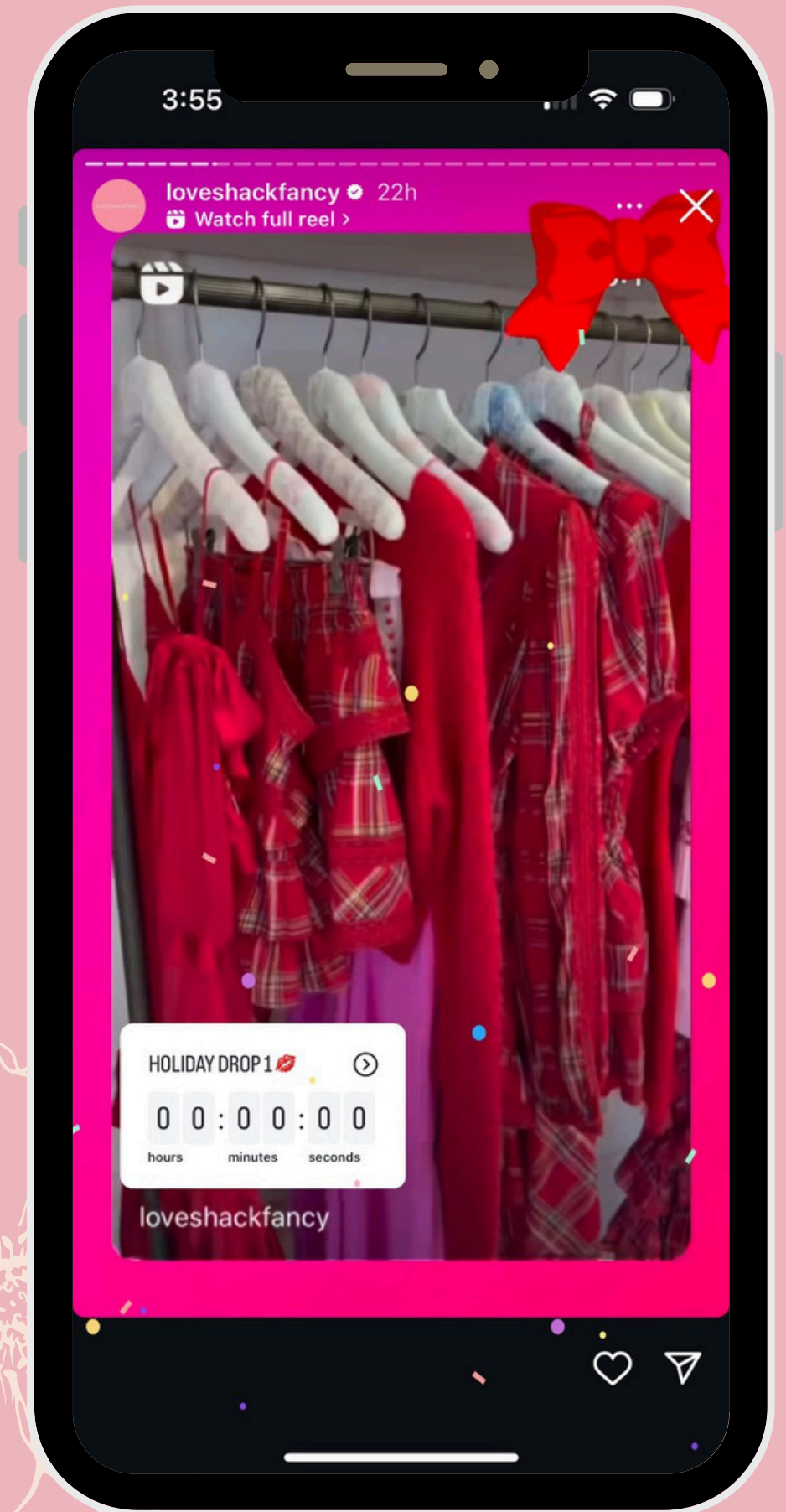
KENDRA SCOTT
×
LOVESHACKFANCY



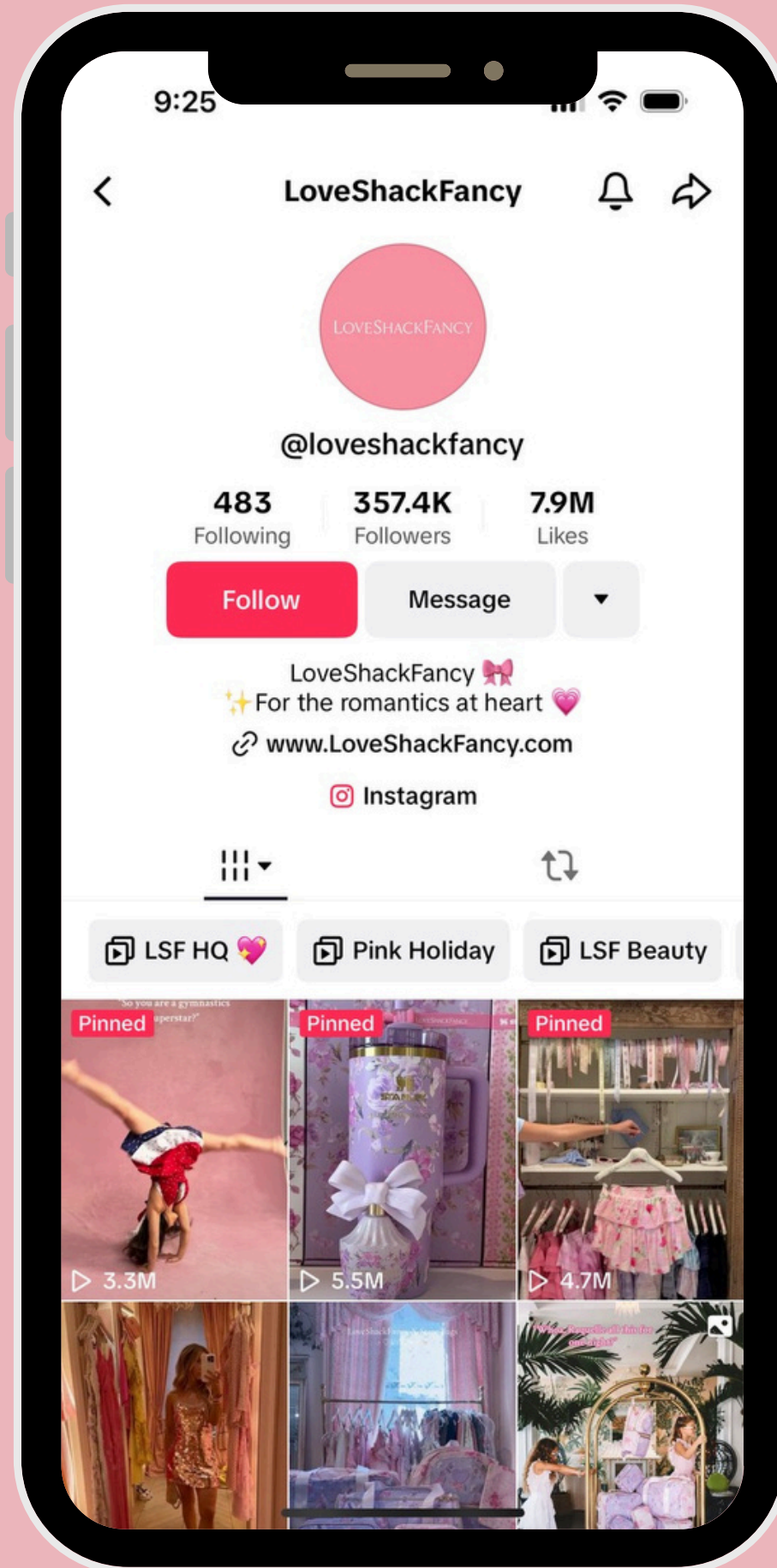
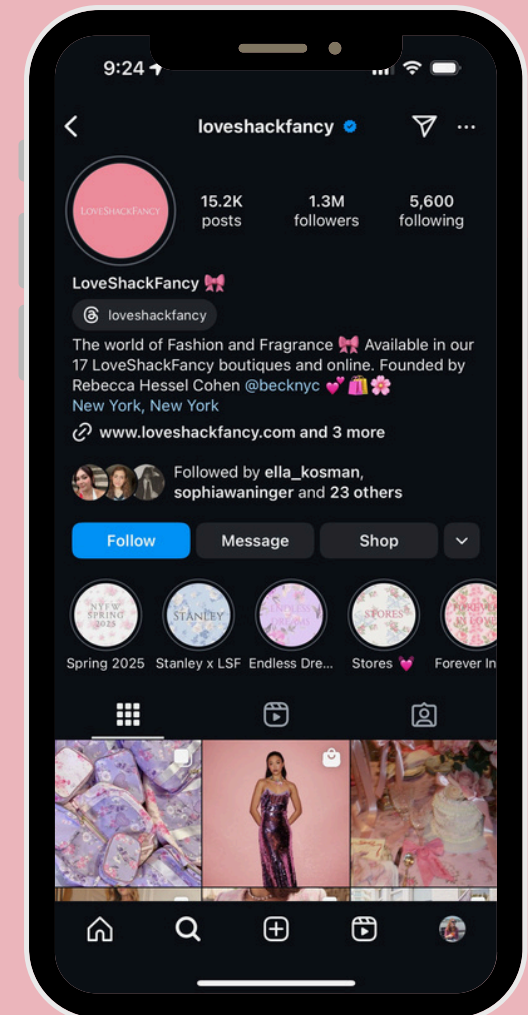
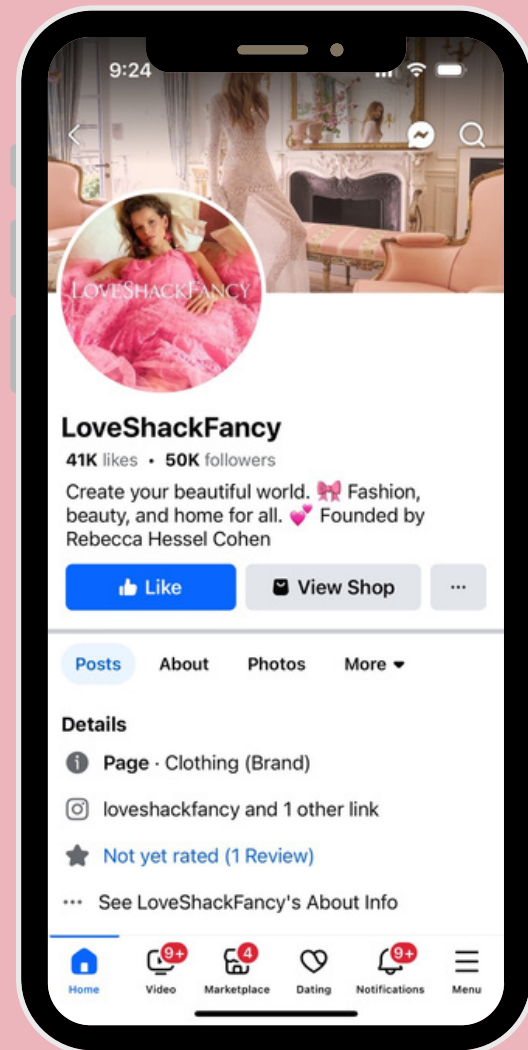
LOVESHACKFANCY

Digital and Retail Marketing

- They post on Instagram daily, sometimes even more frequently.
- They also work closely on social media to connect with consumers. Polls and discussions are encouraged on their social media pages.
- The brand as a whole works to connect with customers on a personal level. Through the website, they collaborate with in-store stylists to help customers find the perfect product.
- This can be done online through a virtual appointment or as an in-person opportunity that can be scheduled by anyone.
- With in-store experiences, they aim to connect with their customers and make them feel appreciated.



LOVESHACKFANCY



Social Media

Instagram: 1.3M followers, 15.2K posts

Facebook: 50K Followers

TikTok: 357.4k follows, 7.9M likes

- LoveShackFancy thrives on social media. Their Instagram posts multiple times per day, with an active story promoting different products and collaborations. They are also very active on TikTok.
- Rebecca Hessel Cohen, LoveShackFancy's founder and creative director, has a strong TikTok presence, acting as a spokesperson for the brand.
- Additionally, many people promote LoveShackFancy on social media without sponsorship, as it is a popular store among girls in southern sororities.

LOVESHACKFANCY

Social Sentiment

“Love this ☒ 🌸 🎀”

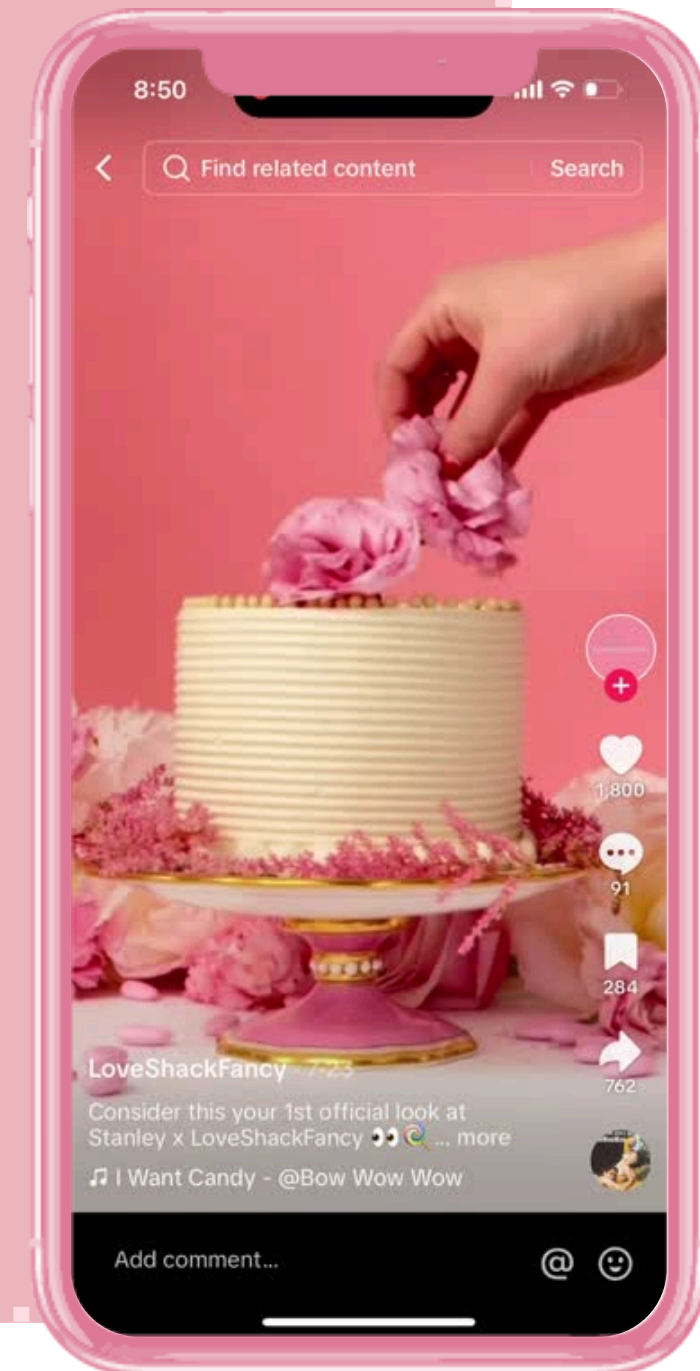
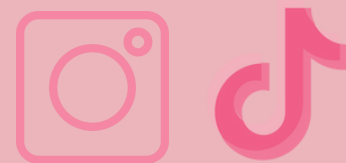
“Super cute!!! I would have loved my sorority to have a LoveFancy house when I was in college. 💛”

“I may actually finally give in and get a Stanley with this line!” 😍

“I never jumped on the Stanley wagon, but these are gorgeous ❤️❤️”

“🌸❤️ Love Shack Fancy is the happiest prettiest fashion enclave!!❤️🌸”

"seeing the launch party fits i was so excited and then seeing the actual dropped items i didn't like any items except maybe the kids skirt??



LOVESHACKFANCY

free people

Based on values of inclusivity, cultural understanding, and a commitment to being better. Founded in 1970 as a bohemian apparel store that sells women's clothing, accessories, shoes, intimates, and beauty items.



4.5 M



287.1K



1.7 M



1.1 M



55.5 K

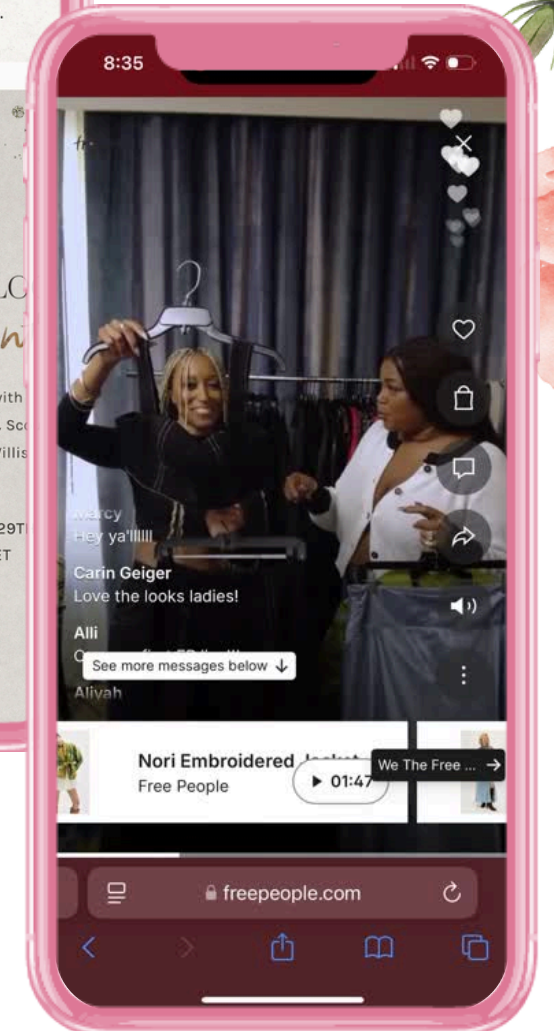
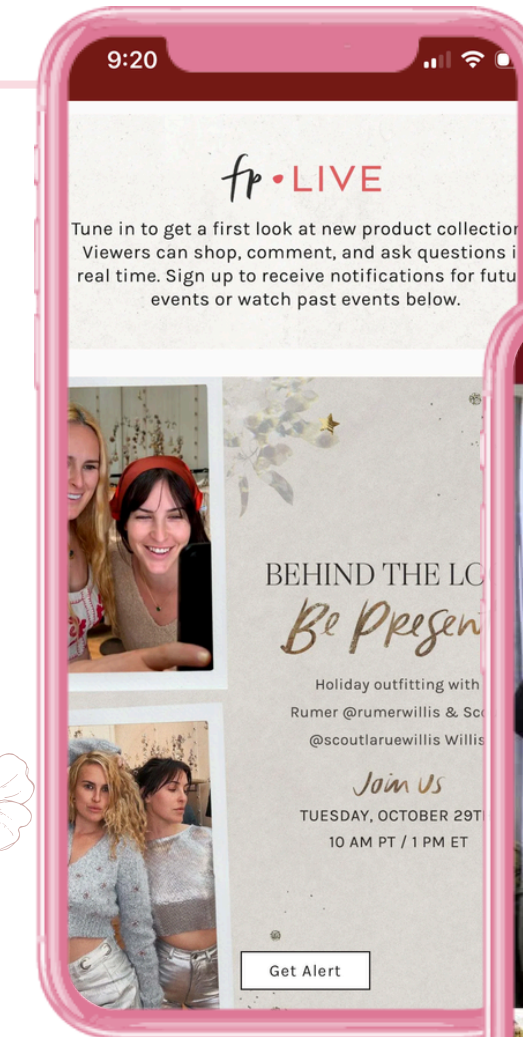


The Free People app is where consumers can shop for new arrivals and exclusive promotions that aren't available in-store.



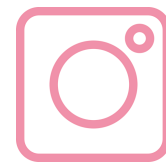
In-store experience: expansive retail environments feature handcrafted fixtures and comfortable lounge chairs, fostering inviting spaces that encourage consumers to linger and engage with the clothing.

Free People Live offers exclusive online events featuring stylists who guide consumers through outfit selections via shoppable links embedded in the live stream.



for Love & Lemons

The Company aspires to create beautiful dresses and lingerie to be ever lasting. Founded in 2010 by lifelong best friends.



3.5 M



154.1K



143K



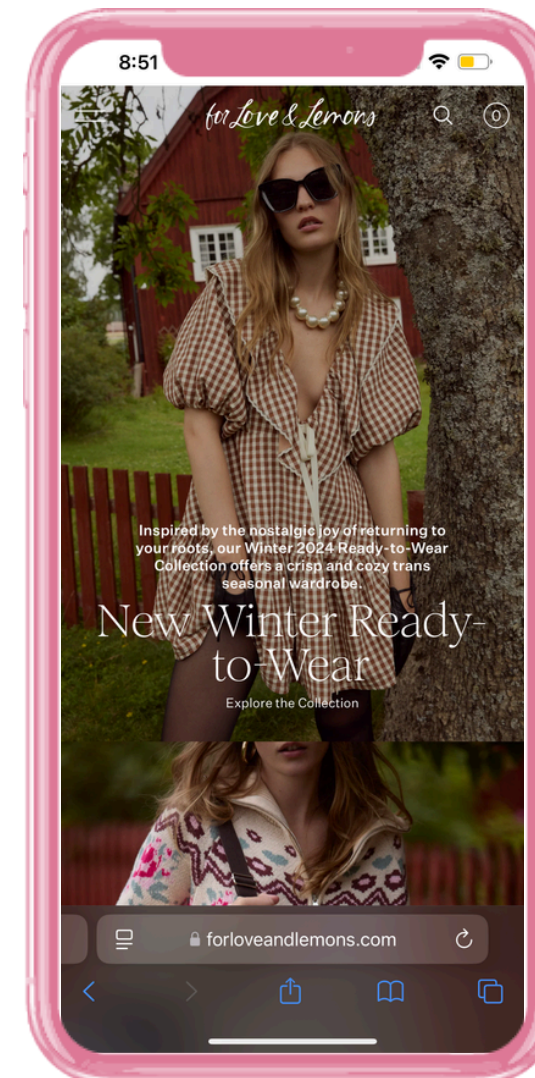
87.5K



Love and Lemons may not have an app, but their website enables customers to browse and purchase the items they desire.



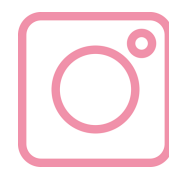
For Love & Lemons, they have established sections within various stores, allowing customers to purchase their products in person rather than solely online.



LOVESHACKFANCY

Reformation

The brand has been active since 2009. With Products ranging from clothing to accessories and finally footwear. Reformation has a mission to bring sustainable fashion to everyone.



2.2M



175.9K



350K



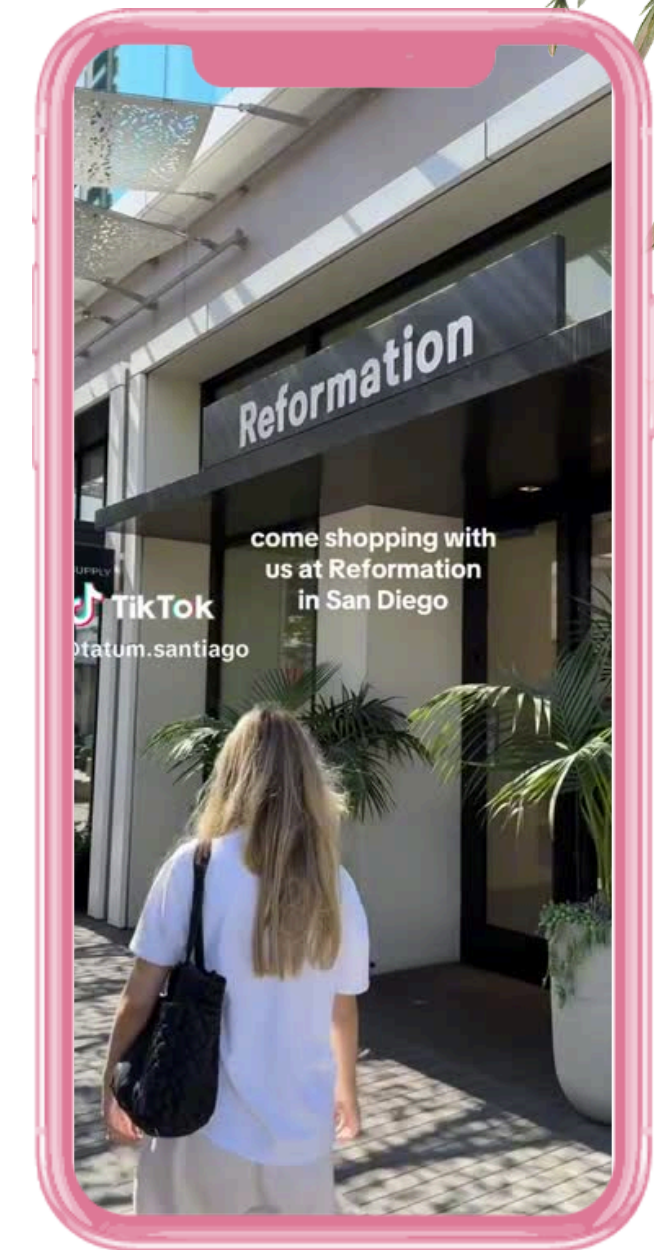
224.7K



Unfortunately, Reformation doesn't have an app, but their in-store experience makes up for it. Their online store also provides an excellent shopping experience.



Reformation clothing stores feature high-tech digital displays along the walls and dressing rooms that allow the consumer to change the lighting, music, plug in their phone, and pick out different sizes with the aid of an iPad.



Blaire



Sources: wwd | harpersbazaar

Demographics

Age: 22

Location: Manhattan, NY

Income annually: 20K

Education: Undergraduate degree in journalism from Tulane

Career: part-time waitress at Red Dog Diner

Marital Status: Single

Favorite brands:

free people **alice + olivia** *for Love & Lemons*

Psychographics

Blaire is a director in Kappa Alpha Theta who found out about Love Shack Fancy from her sorority sisters wearing it to recruitment week. The vintage style and bright colors caught her eye and from there she became an instant fan of the brand. She has a hectic schedule and loves that the brand's versatility allows her to wear the clothes to school, to events, and even for a night out on the town.

On the weekend, she will typically host charitable events with her sisters. One of the most recent events she hosted was the Kats and Dogs charitable event to raise money for Take Paws Rescue. When she's not hosting charitable events, she will go to her favorite coffee shop, Café Du Monde in the French Quarter. After a full day of events, she will make her way to Famous Door with her friends for a stress-free night out.

VALS: Achievers, Experiencers

Social Media:  

LOVESHACKFANCY



Demographics

Age: 35

Location: French Quarter, Louisiana

Education: Bachelor's degree in education at Alabama State

Career: Prior preschool teacher

Household Income: 800K

Marital Status: Married

Favorite brands:

Lilly Pulitzer

TED BAKER
LONDON



Psychographics

Kennedy is a stay-at-home mother who previously taught preschool until the birth of her second child, August. Following this life change, she and her husband, who frequently travels for work, mutually agreed that it would be most beneficial for her to remain at home during this demanding phase of their lives. Kennedy discovered the brand through her book club friends and with exploring Love Shack Fancy, recognized that it aligned perfectly with her personal style and the fast-paced lifestyle of a busy mother.

When she has free time on the weekends, she often plans day trips with the family and also uses this time to visit local farmer's markets around the area. She often loves hosting on the weekend and takes this time to set up playdates with other moms and their kids. In the evening hours, she likes to indulge in reading and watching her favorite show Dynasty.

VALS: Makers, Strivers

Social Media:  

LOVESHACKFANCY

Kennedy



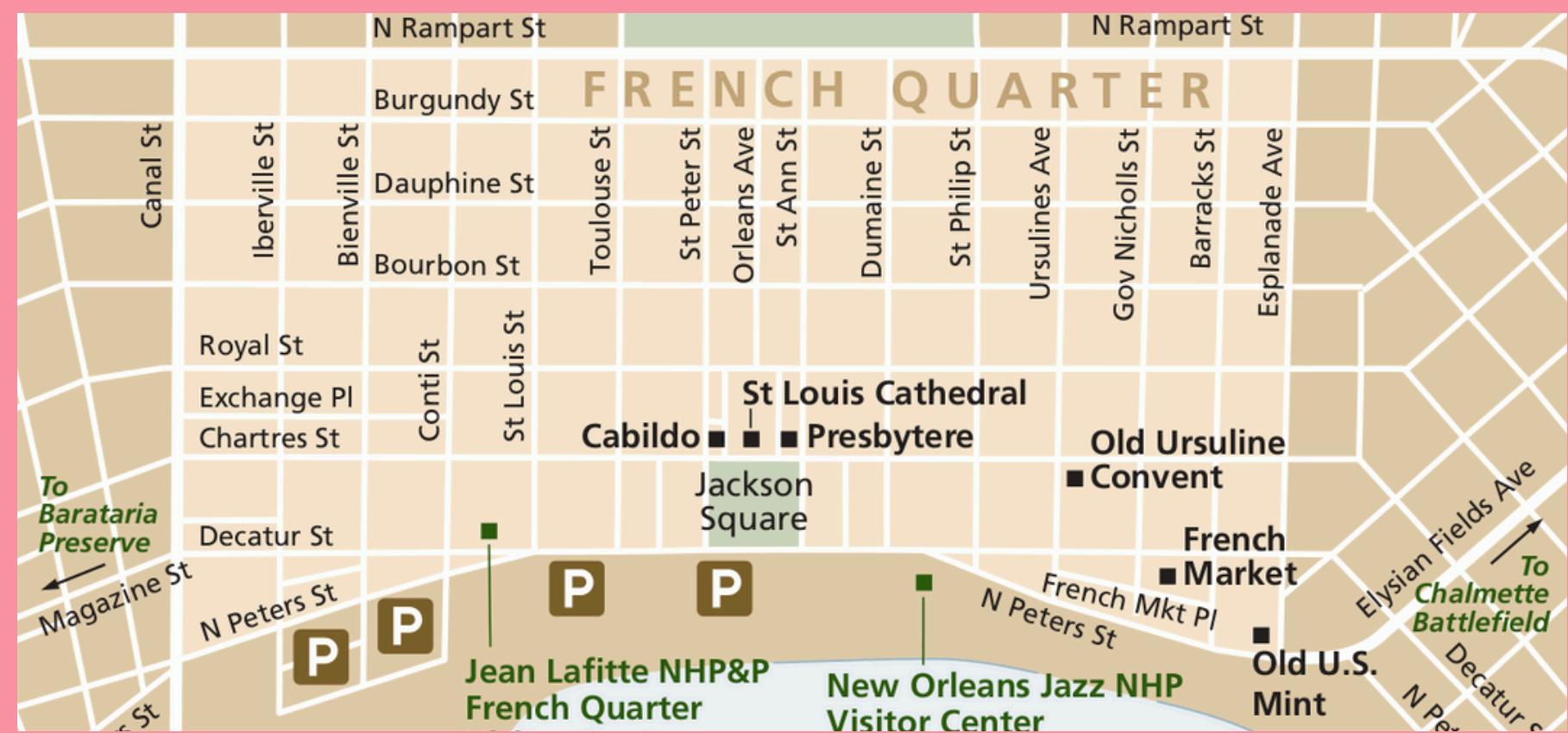


Location:

New Orleans, LA

Neighborhood:

French Quarter



Why The French Quarter? —

The French Quarter is the lively heart of New Orleans, founded in 1718. Its French and Spanish colonial architecture, cobblestone streets, and jazz scene reflect the city's spirit. **New Orleans ranks 99th among 200 Global Business Cities and 73rd in economy and charisma (Statista).**

The city hosts over 130 festivals annually (New Orleans Tourism), with major annual events like Mardi Gras and the French Quarter Festival drawing large crowds and significant spending.

Ranked fifth for bachelorette parties in 2024 (Searchbloom), New Orleans offers a picturesque backdrop with charming streets, colorful architecture, and lively bars on Bourbon Street. The French Quarter's boutiques and upscale shops on Royal Street, and unique goods at the historic French Market highlight local culture.



LOVESHACKFANCY



Location Stats

15M

Annual Visitors
(New Orleans Tourism)

1.5M

Annual Mardi
Gras Tourists
(New Orleans Tourism)

17K

Daily Visitors
(New Orleans Tourism)

\$8.75B

Total Spending
Annually
(MMGY Travel Intelligence)

\$233

Average Daily
Visitor Spending
(MMGY Travel Intelligence)

\$900M

Total Spending
During Mardi
Gras
(Business Insider)

LOVESHACKFANCY



Mood Board

LOVESHACKFANCY

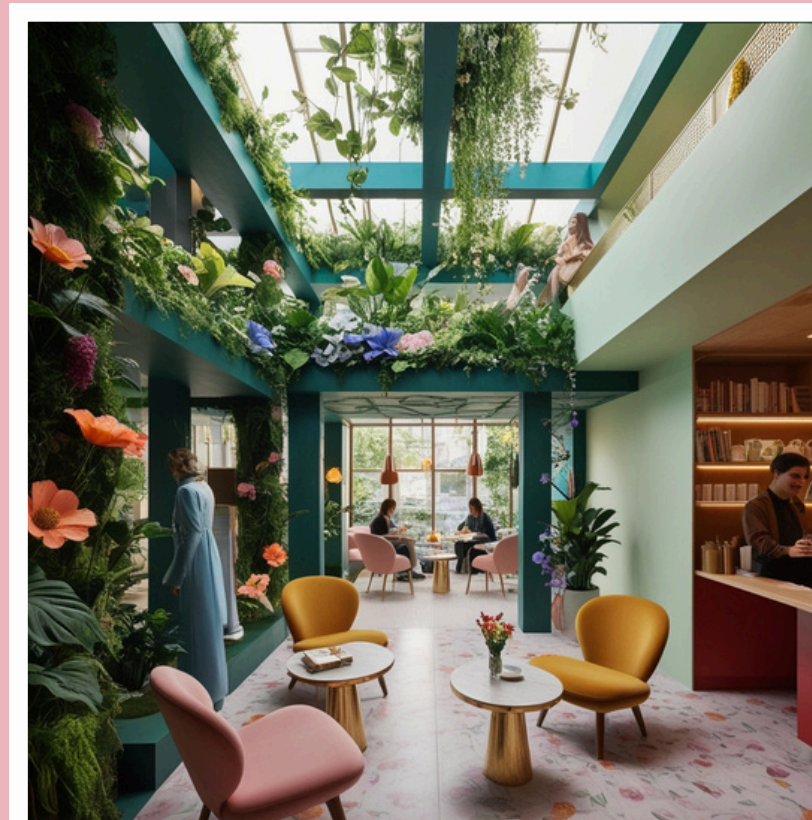


New Store Concept

The new concept store blends LoveShackFancy's floral aesthetic with elements of the French Quarter's architecture, featuring a cozy coffee nook in partnership with Café Du Monde. A custom flower bouquet station will allow customers to create their own arrangements for a personalized experience.

We'll continue collaborating with local and larger brands to bring fresh, exclusive products to the store. AI-powered smart mirrors will allow customers to browse and make purchases seamlessly, while the sensory wall on the second floor invites guests to engage with scents, textures, and vibrant pink flowers for an immersive experience.

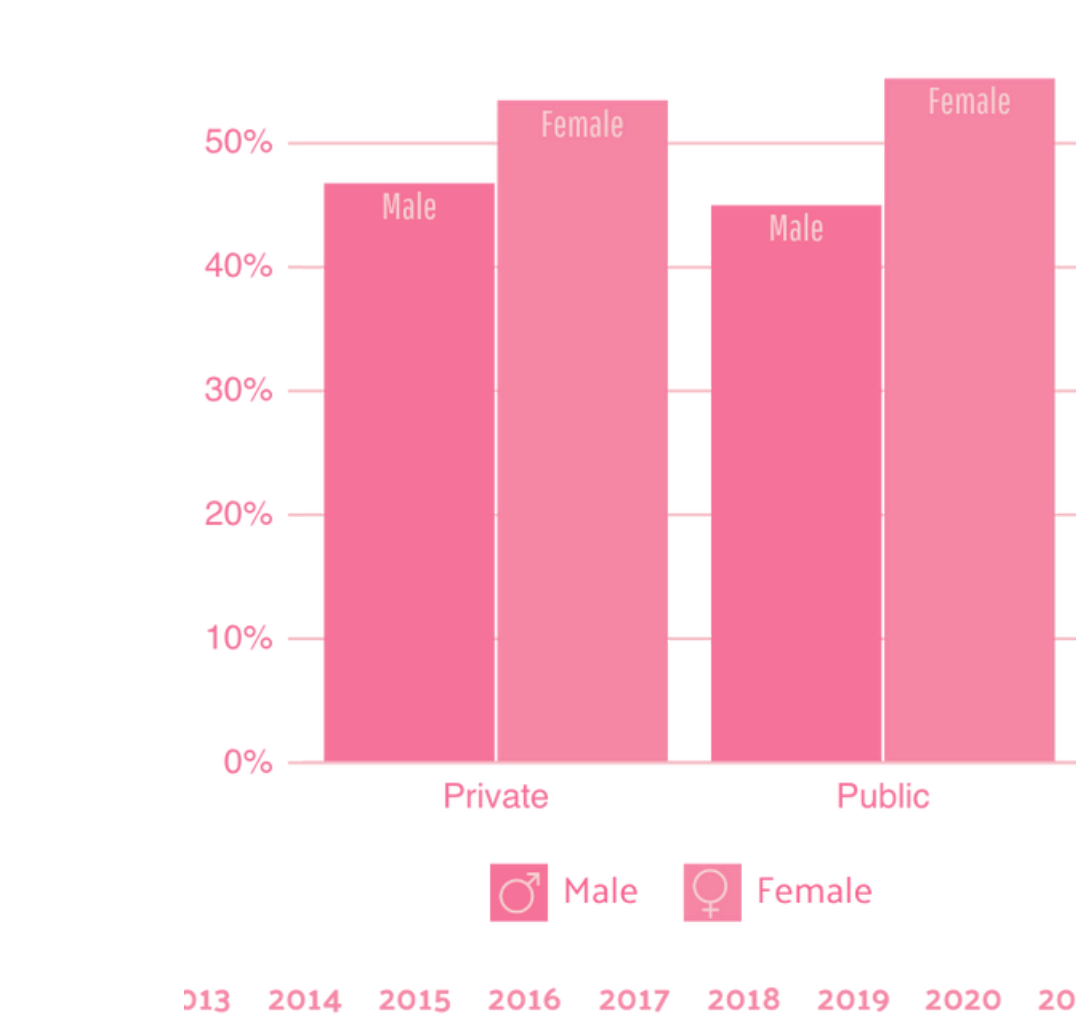
This concept is tailored to women aged 20-40, including college sorority girls shopping for event dresses and stay-at-home moms enjoying coffee while shopping or reading.



New Store Concept

The data from these charts reinforces the information of the new concept with the demographic landscape of New Orleans. It reveals that females make up the majority of the population in the city. The most significant age groups range from the 20s to early 40s, with notable increases in the late 50s to early 60s.

This data supports the overall concept of the store, which is designed to cater to the lifestyle of our target audience. The combination of the Secret Garden ambiance, Café Du Monde coffee nook, custom flower bouquet station, AI-powered smart mirrors, and sensory wall creates an immersive experience that blends fashion, relaxation, and interactivity. These features offer a unique space where customers can shop, unwind, and connect, making it an ideal destination for the diverse women in New Orleans, particularly those in the 20s to early 40s age range.



New Orleans Population Pyramid 2024



Proposed Retail Space

📍 235 Chartres St, New Orleans, LA
70130

3,167 SF - \$1,390,000 (\$439/SF)

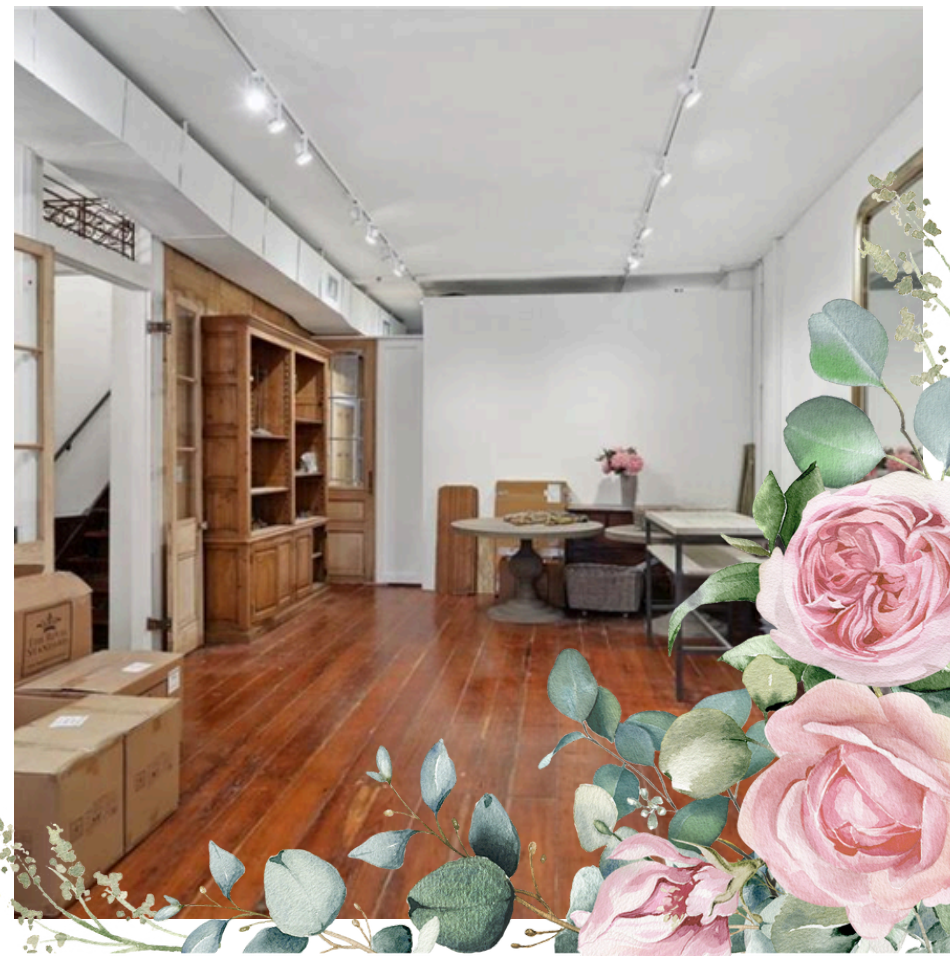
Occupancy Cost: Purchase for 30 years at 6.5% interest (\$7,199/month for mortgage)

Year Built/Renovated - 1850/2020

Building Height - 3 Stories



- Prime 3-story French Quarter building with commercial retail space on the ground floor. 2nd and 3rd floors also offer potential for retail use, while the attic space may allow for potential 4th-floor expansion.
- Nearby Businesses: Fleurty Girl, French Market, Cafe du Monde, Forever New Orleans, The Shops at Canal Place, Riverwalk Marketplace



Proposed Retail Space

1014 N Rampart St, New Orleans,
LA 70116

2,431 SQ - \$1,895,000 (\$779.51/SF)

Year Renovated - 2021

Building Height - 2 Stories



- Offers 134-seat capacity, one bar, one food counter, four restrooms downstairs, and one upstairs.
- Accordion doors open to a spacious patio and deck for outdoor dining, located in a high-foot-traffic area popular with locals and tourists.
- Nearby Businesses: Fleurty Girl, French Market, Cafe du Monde, Forever New Orleans, The Shops at Canal Place, Riverwalk Marketplace



Visual Representation



Renders



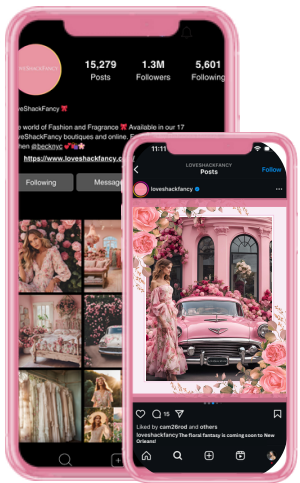
Renders



Renders



Customer Journey



01. Awareness

Love Shack Fancy intends to promote their new concept store across multiple social platforms. This strategy will help inform customers about the new location and encourage them to visit.



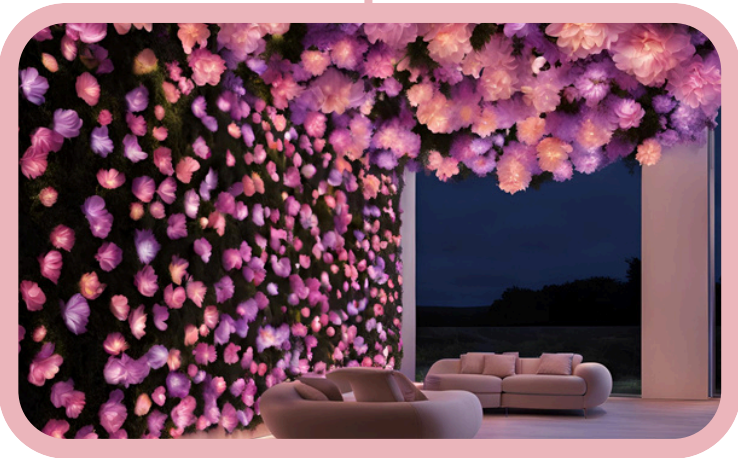
02. Stanley Customization

Upon entering the store, you'll find the primary clothing selection alongside the Stanley station. Here, customers have the option to bring their own Stanley cups or buy one at the counter, allowing them to personalize their water bottles with charms, bows, or bracelets. (This opportunity will occur as long as the partnership with Stanley lasts. There will always be a cycle of different collaborations at this station)



03. AI Mirrors

Alongside the interactive walls on the second floor, the ground floor will feature AI mirrors that allow customers to select outfits from the dressing rooms independently, without needing help from an associate. These mirrors are designed to streamline the process, ensuring a seamless transition from selection to final purchase.



04. 2D Sensory Wall

As you make your way to the second floor, you will encounter the sensory wall. This vibrant wall will burst with color, and upon touch, it will transform into a delightful sensory experience.



05. Floral Arrangement

Additionally, on the second floor, as visitors explore deeper into the area after experiencing the sensory wall, they will have the chance to create the floral arrangements showcased on the wall. This space will enhance the journey of scents, as it is also where customers can purchase their body sprays.



06. Love Shack Fancy X Cafe Du Monde

Finally, on top of the Concept store, you'll find the Love Shack Fancy to-go coffee area. Here, you can grab custom coffee cups featuring the new concept store and savor delicious coffee from the beloved local café, Cafe Du Monde.

Store Technologies



2D Sensory Wall

This sensory wall is located on the second floor and plays to the idea of your five senses. The second floor is an immersion of scents and products you can touch and feel. As you walk into the floor, you will be met with a wrap-around sensory wall that invites you to touch and then be met with brightly colored pink flowers.

AI Mirrors

Love Shack Fancy will integrate AI-powered smart mirrors into the retail experience creating a seamless transition between looking at products and making a final purchase. With the aid of these mirrors in both the changing room and the main floor customers won't have to talk to associates to find items and they can browse the most recent collection with ease.



Online to Offline

Digital Hub: LoveShackFancy's website and social media platforms will showcase collections, collaborations, and vintage aesthetics through captivating posts, videos, and interactive features, serving as the centerpiece of online engagement.

Interactive Features: Through the website, customers can personalize their coffee order by selecting a specialty LoveShackFancy design to print on their drink, engage with the in-store AI mirror by previewing curated looks remotely, and book unique experiences like flower-arranging workshops or personal styling sessions.

Community Outreach: QR codes on Café Du Monde coffee sleeves and local flyers will link to the website or event booking pages, driving online-to-offline conversions.

Geotargeted Ads & Rewards: Online ads promote in-store events, while online purchases unlock exclusive in-store perks, boosting foot traffic.

Localized Engagement: The website will spotlight collaborations with local artisans and businesses, offering exclusive collections or features inspired by the New Orleans community to deepen the brand's connection with the area.



Additional Revenue Sources



Secret Garden Coffee Bar

Shoppers can enjoy Café du Monde coffee and print a specialty LoveShackFancy design of their choosing on their drink for \$1 extra.

- Regular coffee + espresso drinks: \$4–\$6
- Specialty lattes: \$6.50–\$8
- Cold brews: \$5–\$7.50
- Affogatos: \$8–\$9
- Add-ons (alternative milks, syrups): \$0.75–\$1



Floral Arrangement Creation

Shoppers will have the ability to pay to create unique, custom flower bouquets.

- Small Bouquet (Everyday Elegance): \$40
- Medium Bouquet (Romantic Statement): \$75
- Large Bouquet (Signature Luxe): \$150



Brand Collaborations

Shoppers can purchase items from LoveShackFancy's collaborations with Stanley, Café du Monde and other local brands.

- LoveShackFancy will make 30–50% of the retail price from selling these brands in their store.



360' Campaign Ecosystem



Experimental

- AI mirror in changing rooms/2nd floor
- Touch-activated 2D wall
- To-go coffee on 3rd Floor
- Floral arrangement area on 2nd floor
- Brand collaboration products

Social Media

- Instagram Live: document the walk-through of the store
- TikTok: Store associate showing the secret garden, customization station, and floral arrangement area.
- Instagram: Post pictures and videos of consumers enjoying the events

#LoveShackFloralFantasy

LOVESHACKFANCY

OOH

- Coffee sleeves at Café Du Monde
- Floral pot arrangements around town
- Flyers + billboards
- Car wraps



PR | Content creators

- PR packages sent to influencers, sorority girls, and loyal customers
- Community events
- Launch party with Louisiana-based content creators and a curated celebrity list

Digital

- Short-form videos across their website to promote the event.
- Collaboration with select influencers



LOVESHACKFANCY

Content Creators

LoveShackFancy will invite 10-15 local influencers, sorority members, and celebrities to an exclusive Secret Garden Party launch. Each guest will receive a curated PR package, including a personalized invitation, Stanley x LoveShackFancy coffee mug, and body mist.



@alexx_robinson
IG: 40.6K
TT: 94.1K
New Orleans, LA



@calley_blue
IG: 22K
TT: 1.3M
New Orleans, LA



@marloveillon
IG: 11.3K
TT: 60.1K
New Orleans, LA

Guest list:

1. Presidents of Local Sororities
2. Gabi DeMartino (youtuber)
3. Suni Lee (olympic gymnast)
4. Julianne Hough (actress & dancer)
5. Hayley Erbert (Dancer)
6. Ciara (singer)
7. Elle Fanning (actress)
8. Gigi Hadid (model)
9. Bella Hadid (model)
10. Taylor Swift (singer)

Launch Party

LoveShackFancy will invite 10-15 local influencers, sorority members, and celebrity guests to an exclusive **Secret Garden Party launch event**. Each guest will receive a **curated PR package** with a **personalized invitation**, a **Stanley x LoveShackFancy coffee mug**, and **body mist**.

At the event, guests will enjoy **specialty coffee drinks and pastries** in collaboration with Café du Monde. They'll also receive a **bouquet of flowers** and be the first to shop the latest store selections.

Guests will capture moments on Instagram and TikTok, creating authentic content to drive buzz and excitement around the store's opening.





Experiential Activation Tactics

- AI Mirror in Changing Rooms
- Collaboration Cycle
- Secret Garden Coffee Bar
- Floral Arrangement Creation
- Touch-Activated 2D Wall





Experiential Activation Tactics

Collaboration Cycle

Monthly cycle with local small brands and big brands for product collaborations.

- Saint Claude Jewelry (Local)
- Rifle Paper Co.
- Krewe (Local)



OOH Tactics



- Sponsored flowers will be potted throughout the French Quarter and promoted in local restaurants, painted by local artists.
- Coffee sleeves available at Café Du Monde, featuring the pop-up shop location and floral designs.
- Flyers will be posted throughout the city and on community billboards.
- Wrapped cars will drive through New Orleans and neighboring universities to generate additional buzz.



Print & PR Tactics

In collaboration with the Kappa Alpha Theta sorority, we will deliver beautifully curated PR packages to their officers, inviting members to help spread the word about our enchanting new store. To deepen our connection, we'll also offer charming mini pop-up experiences on Tulane and LSU's campus during sorority events, creating a delightful touchpoint with their community.

To further drive excitement, we'll adorn the town of New Orleans with elegant printed flyers, each one designed to spark curiosity and generate a buzz worthy of our grand debut.

LOVESHACKFANCY



KΑΘ + LOVESHACKFANCY



Please join LoveShackFancy at this Exclusive event for Kappa Alpha Theta sorority outside the **chapter house** on **Sunday, August 14th** for a pop-up and a chance to win a LoveshackFancy x Stanley Water Bottle!

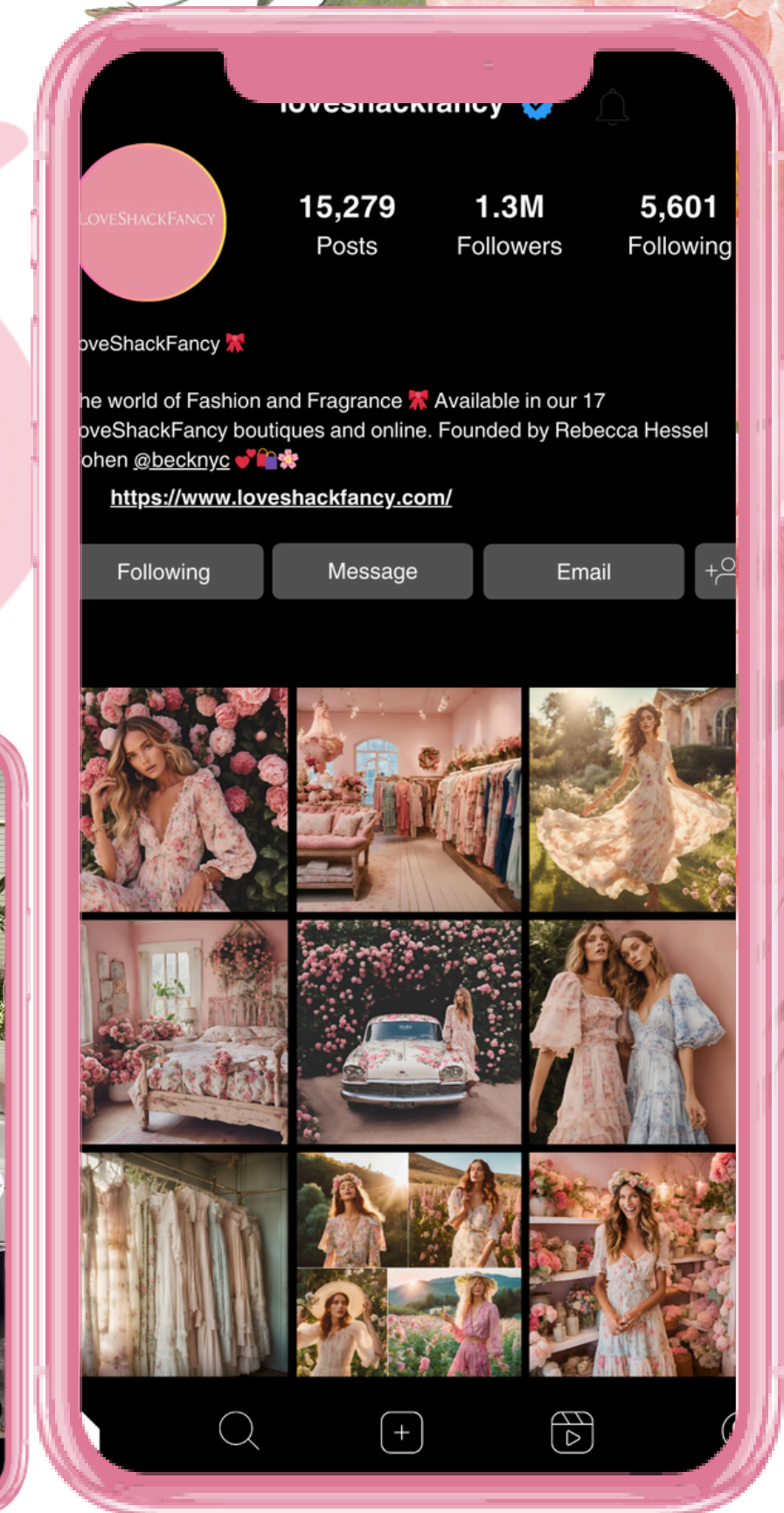
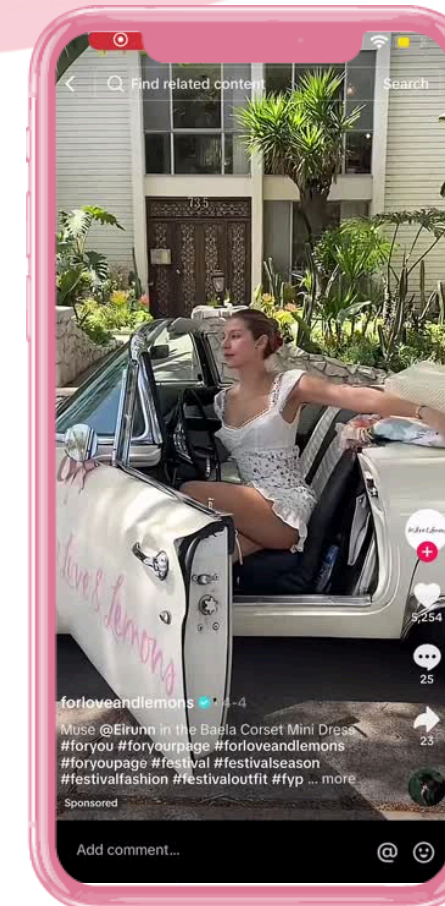
Location: Chapter house
Sunday, August 14th
12-6 pm



Social Tactics



LoveShackFancy's Instagram stories resemble delightful short infomercials for their newest products, infused with cute videos that create an emotional bond with the brand. They enable you to both experience and visualize what the brand embodies.



Product Assortment (Women's)



Woodley Bow
Bustier Top
\$445



Antoine Tweed
Jacket
\$575



Doro Lace Up
Bow Pants
\$425



Valea
Embellished
Satin Maxi Dress
\$695



Parson Alpaca -
Blend Ribbon
Pullover
\$495



Rubyanne
Crochet Lace
Mini Skirt
\$295



Brookhaven
Embellished
Mini Dress
\$695

Product Assortment (Girl's & Babies)



Girls Eilie
Velvet Mini
Dress
\$265



Girls
Marcelline
Dress
\$165



Girls Alejandra
Bow Mini Dress
\$245



Baby Lou
Dress
\$115



Girls Mosa Off-
The-Shoulder
Mini Dress
\$195



Girls Marcado
Smocked Dress
\$265



Girls Apolline
Cropped Lamb
leather Jacket
\$495



Baby Luciette
Tartan Dress
\$125

Product Assortment (Collaborations)




The Quencher
H2.O Flowstate
Tumbler
\$60




Roller Rabbit X
Loveshack Fancy
Baby zipper footie
\$58




Roller Rabbit X
Loveshack Fancy
Kids Pajamas
\$78




Roller Rabbit X
Loveshack Fancy
Baby zipper footie
\$58




STATE X
LoveShackFancy
Kane Double
Pocket
\$150




STATE X
LoveShackFancy
Lorimer Mini
Fanny Pack
\$78




STATE X
LoveShackFancy
Felix Duffle
\$150




STATE X
LoveShackFancy
Logan Carry-On
Suitcase
\$285

Product Assortment (Extra Goodies)




Cheek Heart
Boots By City
Boots
\$1,650




Oran
Weekender
\$295




Hypso Money
Bracelet
\$150




Forever In Love
Eau De Parfum
\$125




LoveShack
Fancy Fabric
Woven
Bracelet
\$40




Henderson
Cotton Bow
Print Tote
\$195




Have My Heart
Mini Hair &
Body Perfume
\$70




Dog Bed
\$225

KPI's

KPI

Metric

Description

Visits (Online and Offline)

- Foot Traffic: 10% month-over-month growth.
- Website Visits: Increase by 15% in the first quarter after launch.
- Conversion Rate: Achieve a 5-7% conversion rate in-store, and 2-4% on the website.

- Track the number of visitors to the store during a specific period.
- Monitor the total number of visits to the e-commerce platform.
- Measure the percentage of visitors who make a purchase.

Social Media

- Engagement Rate: 4-6% per post.
- Follower Growth: 20% increase in the first six months.
- Content Reach: 500,000 impressions per quarter.
- Hashtag Performance: Over 1,000 uses of branded hashtags in the first month post-launch.

- Track the engagement on posts, including likes, comments, shares, and saves.
- Measure the increase in followers across all platforms.
- Monitor how many users see each post or campaign.
- Track the usage of branded hashtags across social platforms.

Digital

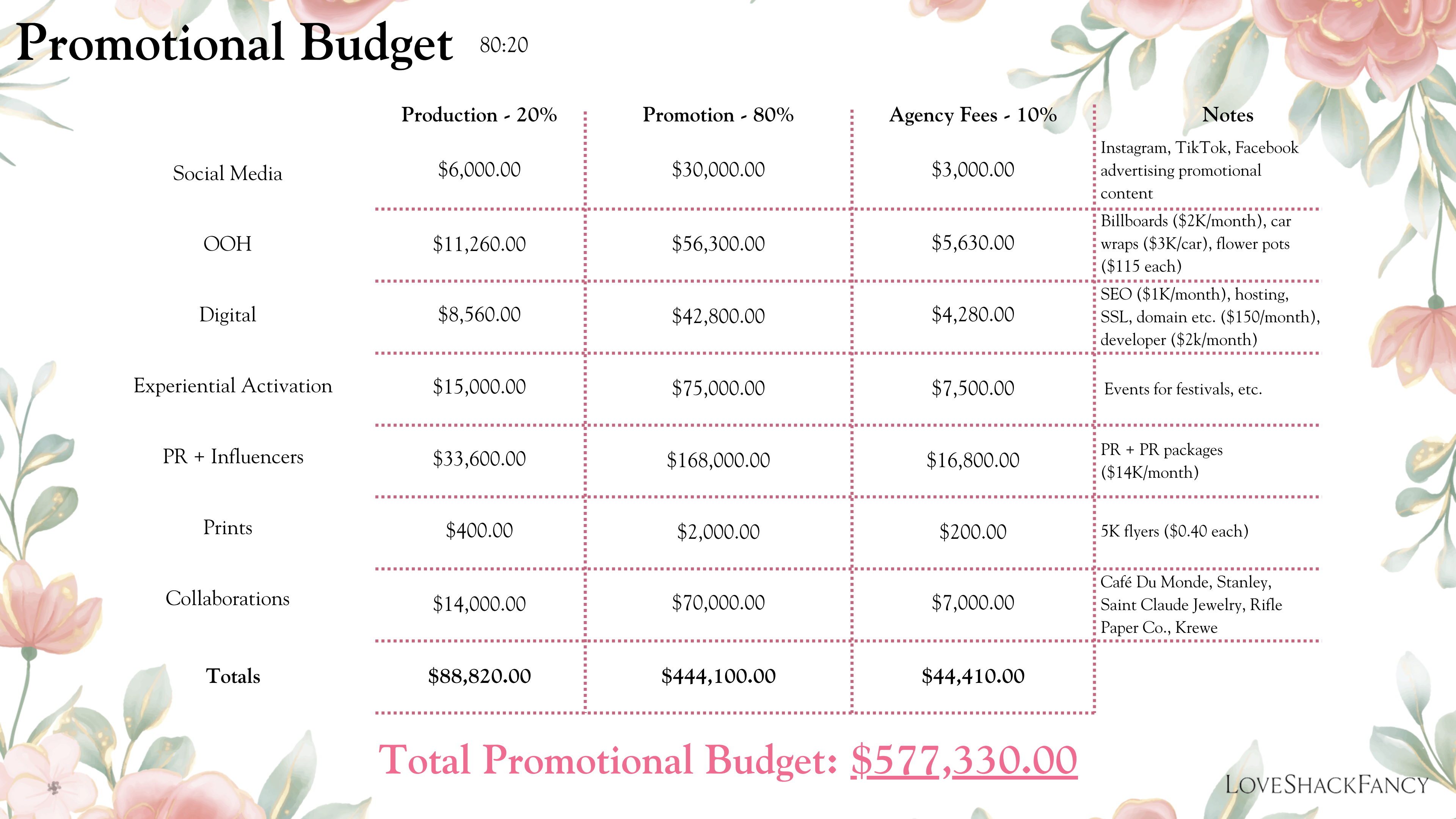
- Bounce Rate: Aim for a bounce rate of 40% or less.
- Average Session Duration: 3-4 minutes per session.
- Email Open Rate: Achieve a 25% open rate for promotional emails and social media advertisement links.

- Track the percentage of visitors who leave after viewing only one page.
- Measure how long visitors stay on the website.
- Monitor the percentage of users who add items to their cart but do not complete the checkout.
- Track how many recipients open promotional emails or ad links.

PR

- Media Mentions: Secure 5-10 media mentions per month.
- Press Release Engagement: Reach at least 20,000 people per release.
- Influencer and Partnership Coverage: Collaborate with 10-15 influencers per quarter, securing at least 50 social media mentions.

- Count the number of times the brand is mentioned in the media.
- Measure how many people engage with press releases.
- Track how many events are covered by media outlets.
- Monitor mentions from influencers and brand collaborations.



Promotional Budget 80:20

	Production - 20%	Promotion - 80%	Agency Fees - 10%	Notes
Social Media	\$6,000.00	\$30,000.00	\$3,000.00	Instagram, TikTok, Facebook advertising promotional content
OOH	\$11,260.00	\$56,300.00	\$5,630.00	Billboards (\$2K/month), car wraps (\$3K/car), flower pots (\$115 each)
Digital	\$8,560.00	\$42,800.00	\$4,280.00	SEO (\$1K/month), hosting, SSL, domain etc. (\$150/month), developer (\$2k/month)
Experiential Activation	\$15,000.00	\$75,000.00	\$7,500.00	Events for festivals, etc.
PR + Influencers	\$33,600.00	\$168,000.00	\$16,800.00	PR + PR packages (\$14K/month)
Prints	\$400.00	\$2,000.00	\$200.00	5K flyers (\$0.40 each)
Collaborations	\$14,000.00	\$70,000.00	\$7,000.00	Café Du Monde, Stanley, Saint Claude Jewelry, Rifle Paper Co., Krewe
Totals	\$88,820.00	\$444,100.00	\$44,410.00	

Total Promotional Budget: \$577,330.00

Operating Budget

	Total	Notes
Annual Rent	\$116,623.80	\$1.39M, 6.5% interest, 30 years (\$7,199.00/month for mortgage), 25% for insurance/tax/utilities
Management Salaries	\$137,500.00	1 manager (60K avg. salary), 1 assistant manager (50K avg. salary) plus benefits/tax
Sales Associate Salaries	\$360,360.00	8 total associates, \$22/hour plus 25% benefit/tax
Barista Salaries	\$180,180.00	3 total baristas, \$22/hour plus 25% benefit/tax
Interior Design	\$40,000.00	Signage, coffee bar construction, flower cart construction, painting updates, etc.
Exterior Design	\$40,000.00	Signage, floral decorations, exterior painting, door and window trim updates, etc.
Technology In-Store	\$80,900.00	POS system, AI changing room mirrors, touch-activated wall technology
Store Fixtures	\$30,164.00	Clothing racks, gondolas, pipe racks, display tables, espresso & coffee machine, tables & chairs, lighting, etc.
Permits	\$2,000.00	Permits for zoning, renovation, plumbing, electrical, mechanical, health, occupancy, business licensing, signage, and historic district approvals
Total Operating Budget Cost	\$987,727.80	Total Promotional + Operating Budget Cost: \$1,565,057.80

Future Expansion Plans

- **Festival Events:** Collaborate with the community through Mardi Gras, Jazz Fest, and Blues Festival participation, offering exclusive in-store events with limited-edition products, performances, and interactive experiences that celebrate local culture and the brand's identity.
- **Building Purchase:** Invest in owning the building to create a permanent space that embodies the brand's ethos, supports long-term renovations, and ensures stability for future growth within the local retail landscape.
- **Expanded Sensory Elements:** Enhance the sensory wall with dynamic audio, visuals, and scents that adapt to time, seasons, and events, incorporating interactive storytelling to connect customers with the brand's history and collections.
- **Workshops and Classes:** Offer engaging experiences like flower-arranging, styling sessions, and coffee art classes to foster deeper customer connections and create a community-focused atmosphere beyond traditional shopping.

LOVESHACKFANCY



Sources

<https://wwd.com/beauty-industry-news/beauty-features/loveshackfancy-rebecca-hessel-cohen-fragrance-launch-sephora-1235772610/>
<https://www.harpersbazaar.com/uk/fashion/a29697867/love-shack-fancy-shop/> <https://wwd.com/pop-culture/new-fashion-releases/loveshackfancy-stanley-tumblers-collection-collaboration-1236499594/>

<https://datausa.io/profile/geo/new-orleans-la/#demographics>

<https://worldpopulationreview.com/us-cities/louisiana/new-orleans>

<https://www.explorelouisiana.com/sites/default/files/2024-07/2023%20Louisiana%20Visitor%20Profile%20Report.pdf>

<https://0-www-statista-com.library.scad.edu/study/66369/new-orleans/>

<https://frenchquartercitizens.org/archive-pages/about-fqc/french-quarter-facts-for-rotation/#:~:text=It%20is%20one%20of%20the,National%20Historic%20Landmark%20in%201966.>

<https://nola.gov/next/mayors-office/news/articles/january-2024/2024-01-10-2023-mardi-gras-economic-impact-study/#:~:text=As%20Professor%20Weiss'%20study%20proves,the%20City%20of%20New%20Orleans.>

<https://www.wheremat.com/new-orleans-best-bachelorette-party>

Canva Magic Media (AI)

<https://www.forbes.com/sites/brinsnelling/2023/07/07/reformation-opens-a-new-nyc-flagship-taking-its-tech-forward-retail-to-the-next-level/>

[https://blog.hubspot.com/marketing/buyer-behavior-statistics.](https://blog.hubspot.com/marketing/buyer-behavior-statistics)

[https://www.teenvogue.com/story/what-is-compassionate-consumption.](https://www.teenvogue.com/story/what-is-compassionate-consumption)

1. [https://www.mckinsey.com/featured-insights/themes/heres-how-consumers-all-over-the-world-are-feeling-shopping-and-spending.](https://www.mckinsey.com/featured-insights/themes/heres-how-consumers-all-over-the-world-are-feeling-shopping-and-spending)

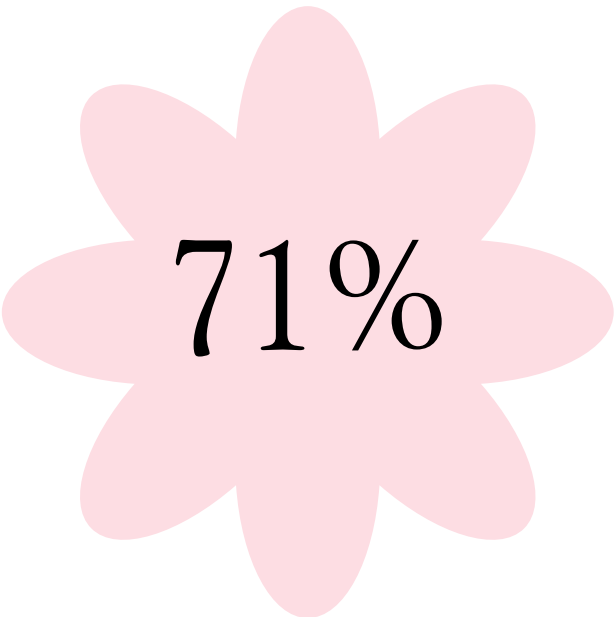
Appendix: Community-Driven Immersion

Blending physical and digital spaces is essential for creating a community-focused shopping experience at LoveShackFancy.

A 2024 survey found that **52% of consumers are seeking personalized, community-driven experiences both online and offline** (HubSpot Blog), while **over 60% are drawn to immersive, multi-sensory environments that mix entertainment, community, and shopping** (Teen Vogue, McKinsey & Company).

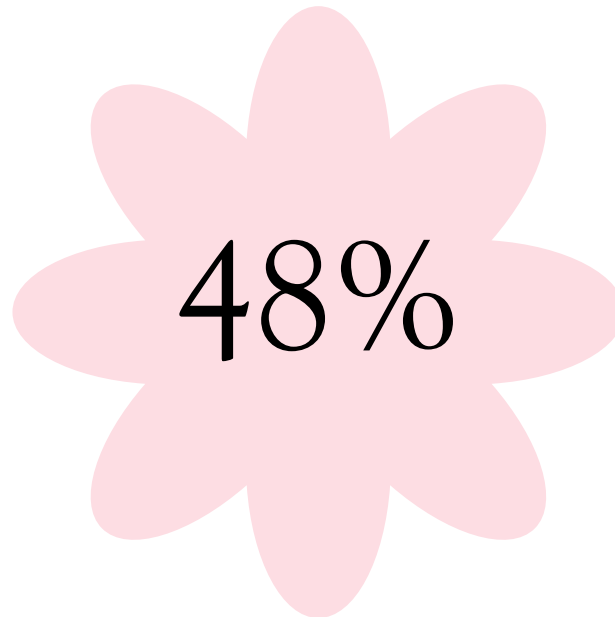
Integrating features like a coffee shop, flower station, 2D sensory touch wall, and AI dressing room mirror would foster creative engagement and strengthen customer loyalty.

Thoughtful use of technology can enhance the in-store experience, aligning with the brand's elegance and charm without compromising its whimsical identity. This approach helps LoveShackFancy stay ahead of consumer expectations while remaining true to its unique voice.



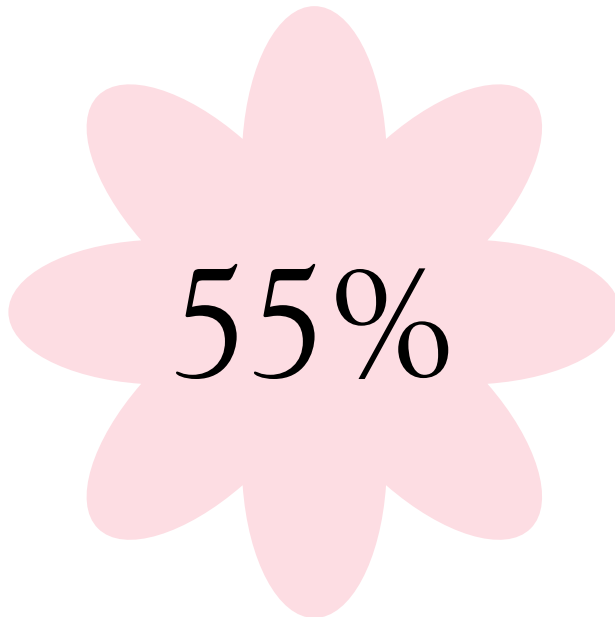
71%

Of consumers seek personalized shopping experiences, especially those combining entertainment and engagement. (PwC)



48%

Shoppers are more likely to purchase from stores that offer community-driven experiences. (Retail Dive)



55%

Of consumers are more inclined to recommend brands with immersive, engaging shopping environments. (Nielsen)