



NOTORIUM

MOAB, UTAH

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CUSTOMER PROFILE

- Both male and female
- Sustainable
- Eco-Friendly
- Adventure seekers/risk takers
- Fashionable young adults ages 16-30
- Yearly income from 60k - 80k (24-30)
- Parents income from 100k - 150k (16-23)



MISSION STATEMENT

Empowering everyone to find their own adventure, enjoy the great outdoors, and seek to better themselves everyday by pushing their limits. At Notorium, we strive to provide our customers with clothing and merchandise to do so. All items are completely function oriented yet provide a street savvy appeal to catch the eye.

MARKETING OBJECTIVES & STRATEGIES

- Grow social media follower base from 0 to 5000 followers within the first 2 months of opening.
 - Strategies
 - Create an initial team of 4 brand ambassadors to earn target audiences brand loyalty. We are a family, community -based.
 - Instagram promotion
 - Snapchat, Instagram, Twitter, Facebook
- Generate awareness of new brand by sending 6 media pitches to local news outlets within the first 3 months of opening.
 - Strategies:
 - Organize a soft - opening and invite Travis Holtby (local journalist) to cover event.
 - Send stories about sustainability - efforts taking place in store

MARKETING OBJECTIVES & STRATEGIES CONT...

- Increase sales by 40% in the first 4 months of opening.
 - Strategies:
 - Giveaways
 - Free Stickers with every \$75 purchase



BRAND IMAGE

- Edgy
- Sustainable
- Efficient
- Confident
- Functional
- Often Tactical



STORE MERCHANDISE

Function Oriented Street Style

- Shirts
- Cargo Pants
- Hoodies
- Shorts
- Hiking Boots
- Sneakers
- Backpacks/ Sling Bags
- Bandanas
- Socks
- Protective Weather Wear

High Quality Fabrics

STORE LAYOUT

- Industrial Loft
- 2-Story + Addition



- Refurbished to minimize ecological footprint

STORE LAYOUT

- Free flowing layout
- Male & female intertwined (separate racks)
- Open-concept, spacious & organized



- Changing rooms
- Lounge areas throughout
- Coffee shop & drink bar
- Fireplace w/ couches
- Purposed floors

ADA GUIDELINES

ADA guidelines for accessibility followed in store

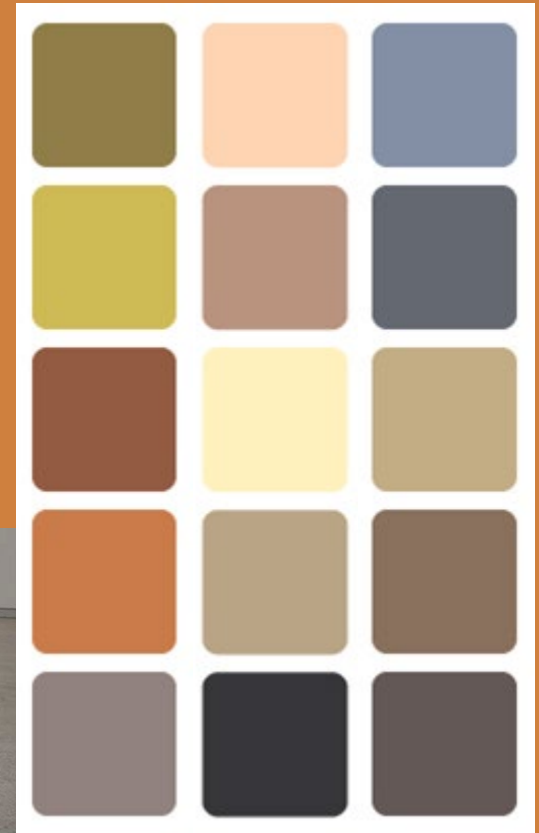
- Open floor concept accessible for wheelchairs
- Easy to reach merchandise - any merch hung high is display only
- 2nd story loft accessible via elevator in back and ramp to Tree House

Visually accessible signage

- Signage legible font
- Employees available for all assistance to customers

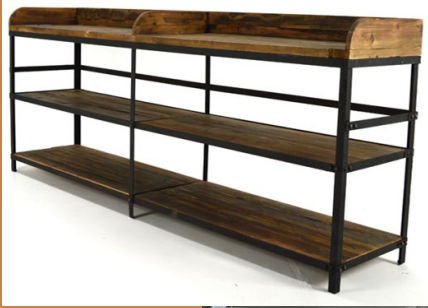
COLOR COORDINATION

- Earth Tones representing Utah landscape
- Base Floor: Concrete
- Second Floor: Natural wood
- Natural Light - Sustainable
- Plants



FIXTURES AND FURNITURE

- Industrial Fixtures
- Exposed Wood



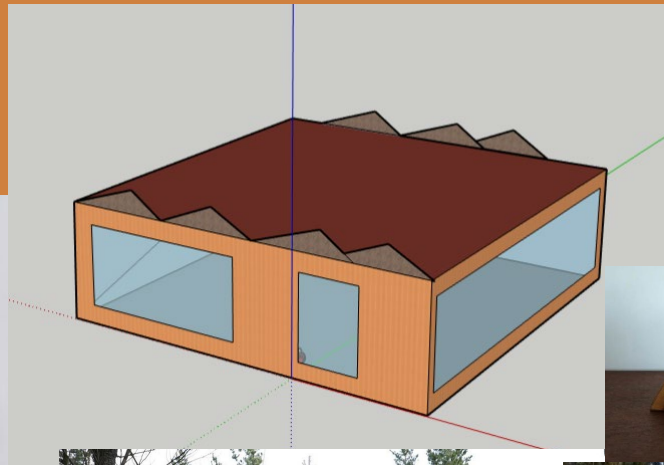
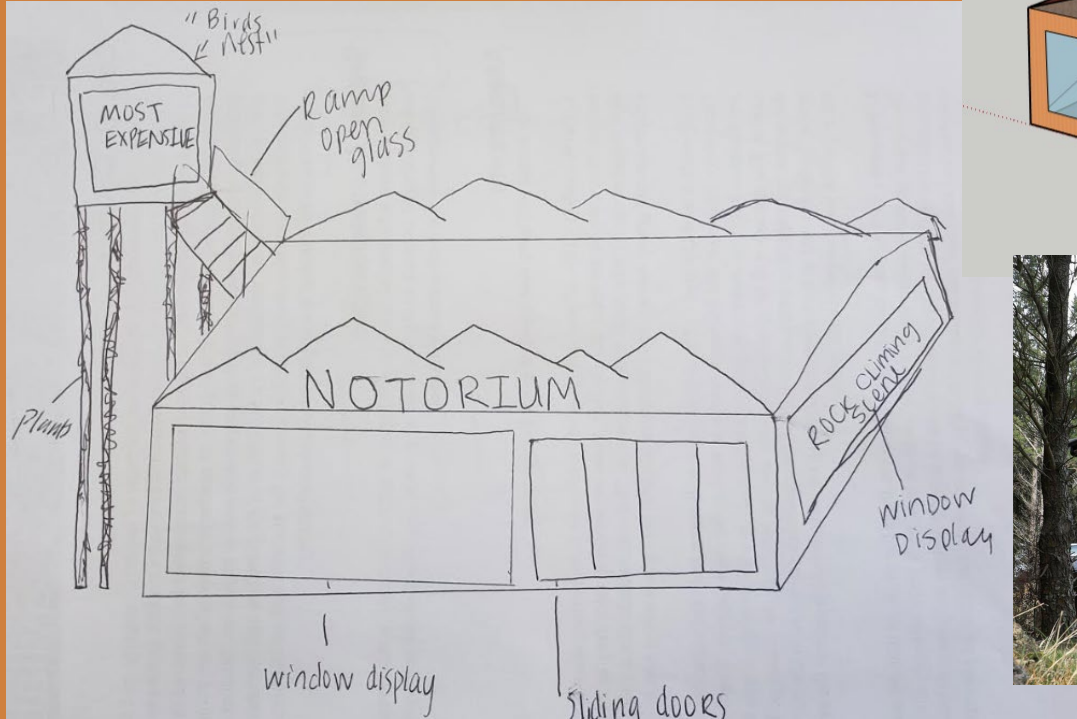
FIXTURES AND FURNITURE

- Cash Wrap
- Couches
- Juice/Coffee Bar



- Local art behind Cash Wrap
- Local Coffee blend

EXTERIOR PRESENCE



LIFESTYLE GRAPHICS/S

- Rustic
- Simplistic
- New wave
- Appealing



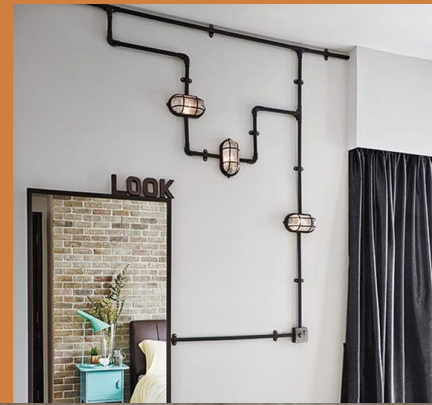
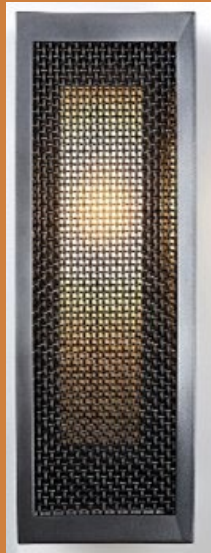
LIFESTYLE GRAPHICS/SI

- Celebrity and influencer promoted



LIGHTING

- Bright, natural light (primary)
- Darker, industrial lighting
- Outdoor



SPECIAL EVENT

- Grill - out, with wood - fired pizza
 - Local sources - organic practices
- Drink bar, alcoholic & non - alcoholic drinks
- Presentation of new seasonal release
- Discounts on previous season
- Live music



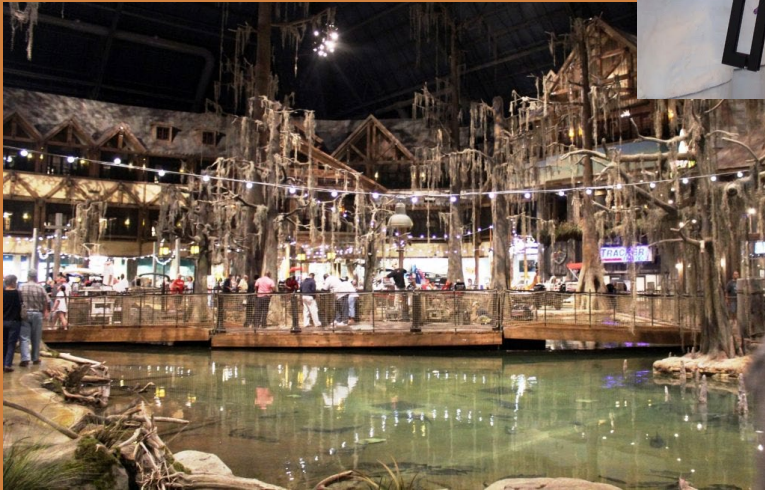
SPECIAL EVENT

- Gear swap
- Hiking, climbing, ATV/OTV, skating
- Promote reusability
- Network marketing (professional) opportunities
- Live music



WINDOW DISPLAY

- Adventuristic
- Lifestyle oriented
- Vigorous set - up



WINDOW DISPLAYS

- Industrial
- Repurposed display materials
- Vigorous or simple set - up



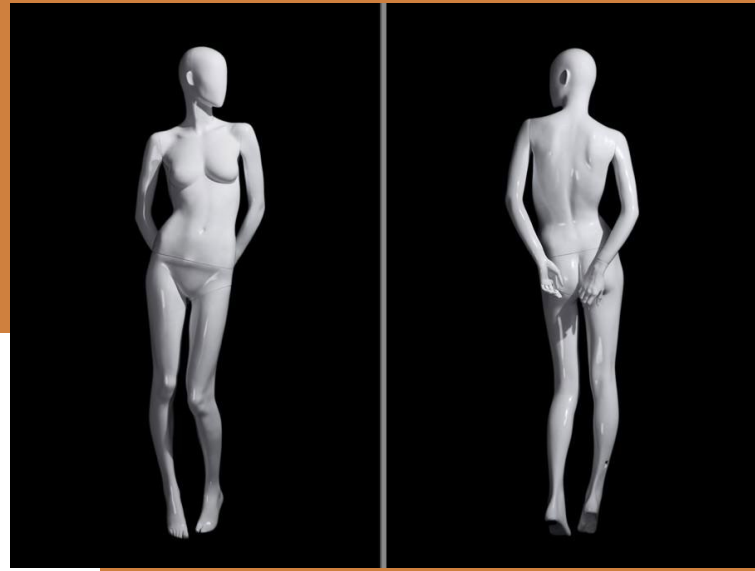
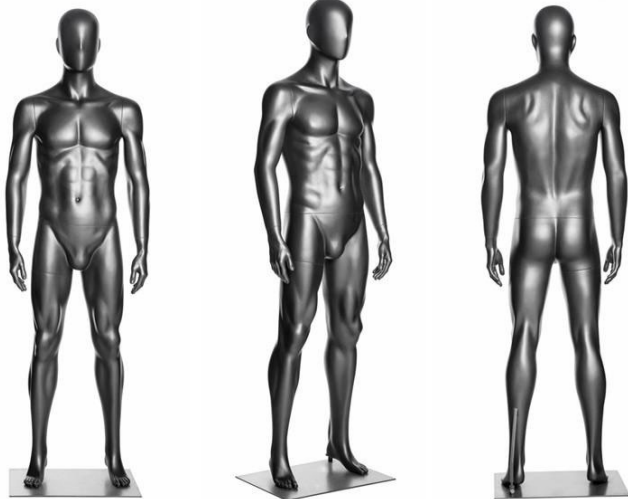
MERCHANDISE DISPLAY EXA

- Easy to access
- Alluring
- Eye catching



MANNEQUINS

- Athletic
- Body detail
- Faceless



THANK YOU !!

