



AVTANDIL

Brand Implementation Project

LONDON COLLEGE OF FASHION

BA (Hons) Fashion Marketing Year 1

Global Fashion Branding Communications

Unit Leader: Minal Key Malik

"I, Rose Forrester, certify that this is an original piece of work. I have acknowledged all sources and citations. No section of this report has been plagiarised."

EXECUTIVE SUMMARY

This project has for aim to implement an international brand into the UK market through an integrated marketing communications plan. Avtandil, a Georgian high-fashion house is a somewhat known brand in Europe, as it sells all its products there, including the US however not in the UK. The brand targets mostly a niche audience, primarily well-earning millennials with an active interest in high-fashion as the brand is high-priced with an avant-gardiste style. Established Georgian brands in the UK such as Anouki that also presents lower prices which attracts a mass audience, is one of Avtandil biggest competitor and threat.

Therefore, Avtandil has to inform and reinforce its brand identity in UK through many different solutions as to successfully and effeciently implement its market. To increase its brand recognition and therefore increase the market growth, a brand extension concept to be launched in the UK was created. Through gender-free fragrances, Avtandil will attract consumers guaranteeing brand awareness. Added to this, a pop-up store event at Dover Street Market London will enable the increase of brand visibility as well as operating a strong online presence. This partnership with DSML seems like the best opportunity to attract more target consumers as DSML famously presents international avant-gardiste brands. However, one of main threats is differentiate the brand from other international and/or UK established brands who propose a similar aesthetic to Avtandil.

To conclude, although this marketing strategy requires a lot of investment, the main goal is to manage to get a return from that investment which on the long term will impact Avtandil's brand recognition and sales.



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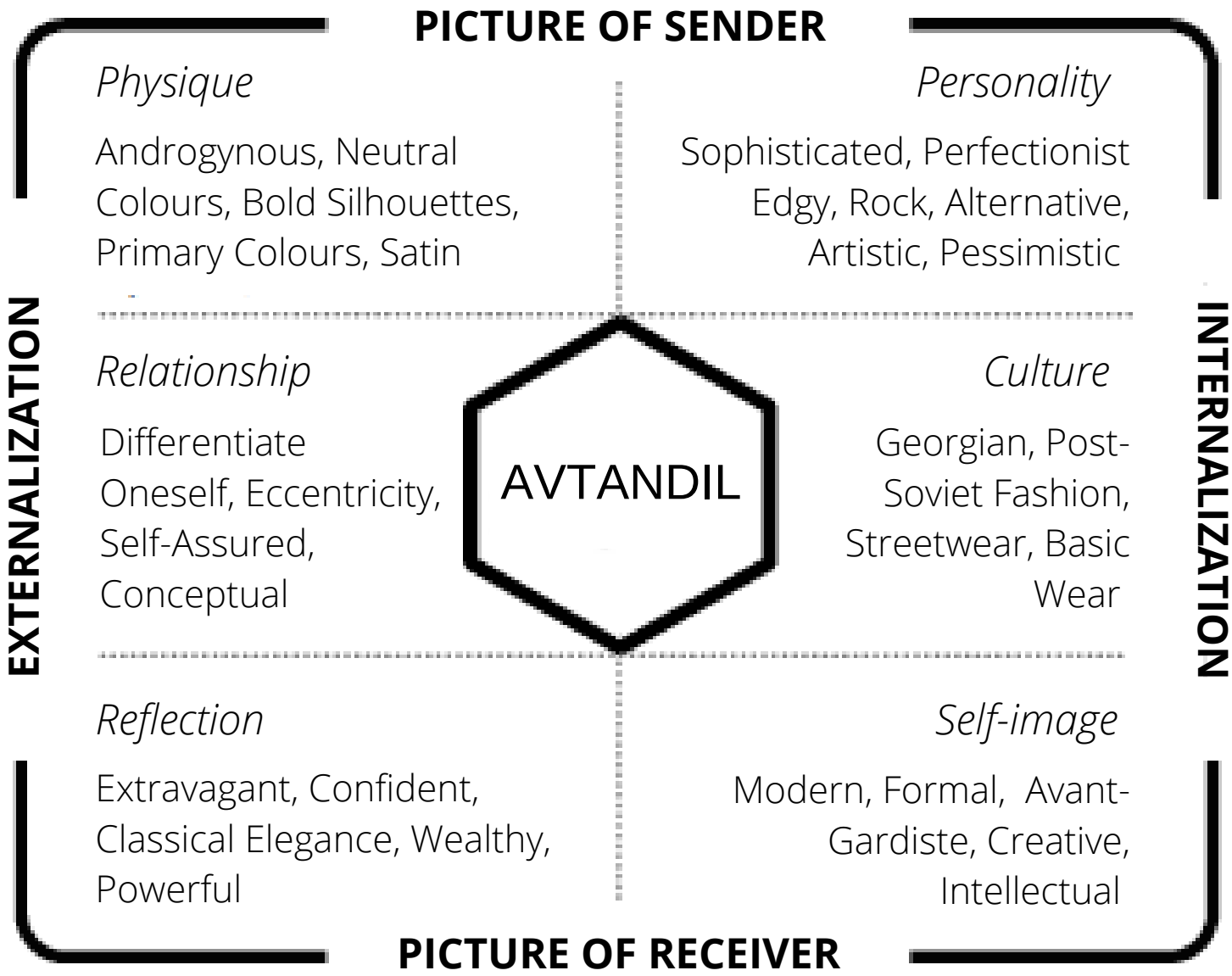
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BRAND OVERVIEW

Avtandil is a Georgian fashion brand created by fashion designer Avtandil Tskvitinidze in 2000. It is an haute-couture brand that presents sophisticated deconstructed silhouettes through a minimalist aesthetic. The collections are known for its heavy detailing and use of different materials as well as the homegrown feeling due to the Georgian heritage.

Through the Brand Identity Prism done below, Avtandil can be identified as a strong Post-Soviet fashion identity with a somewhat dystopian aesthetic which we can see notably with the streetwear but also on the runway. Although harbouring a minimalist finish, the pieces have an alternative/punk influence especially due to the neutral colours or vibrant reds and the bold silhouettes. However, Avtandil's last collections is on the contrary, very purist with its classic elegance and basic wear. Therefore, the consumer can be seen as sophisticated and avant-gardiste.



Avtandil's Brand Identity Prism (Author, 2021) (Kapferer, 1996)

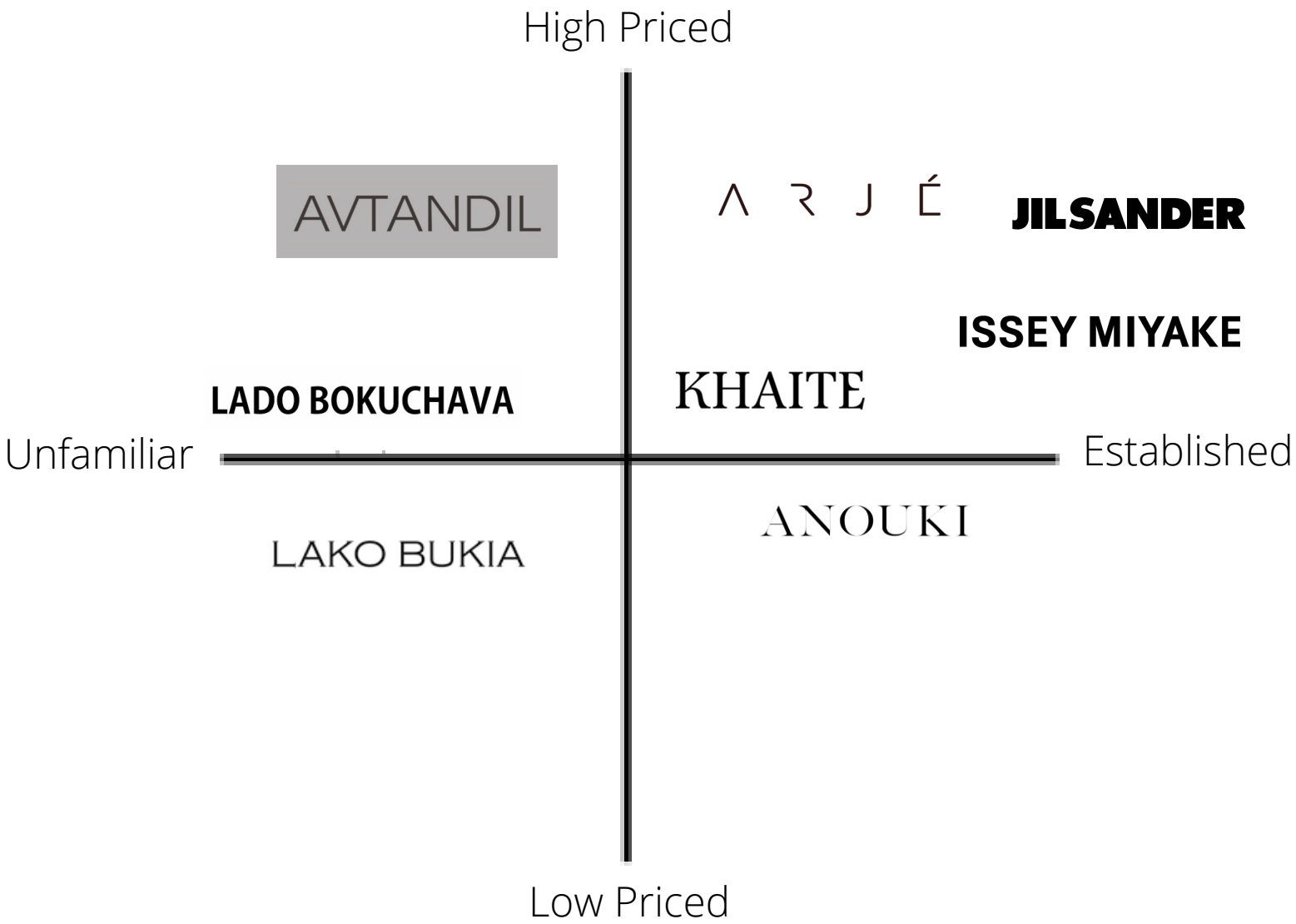




BRAND PROPOSITION

Avtandil proposes to its consumer an avant-gardiste, exclusive fashion. The originality of the silhouettes could be seen as the Unique Selling Point of the brand as Avtandil offers deconstructed and unconventional classicism. Added to this, the homegrown feeling of the brand, through its Georgian roots, can be seen as another asset to attract an international market, especially as the Georgian fashion scene is seen as growing.

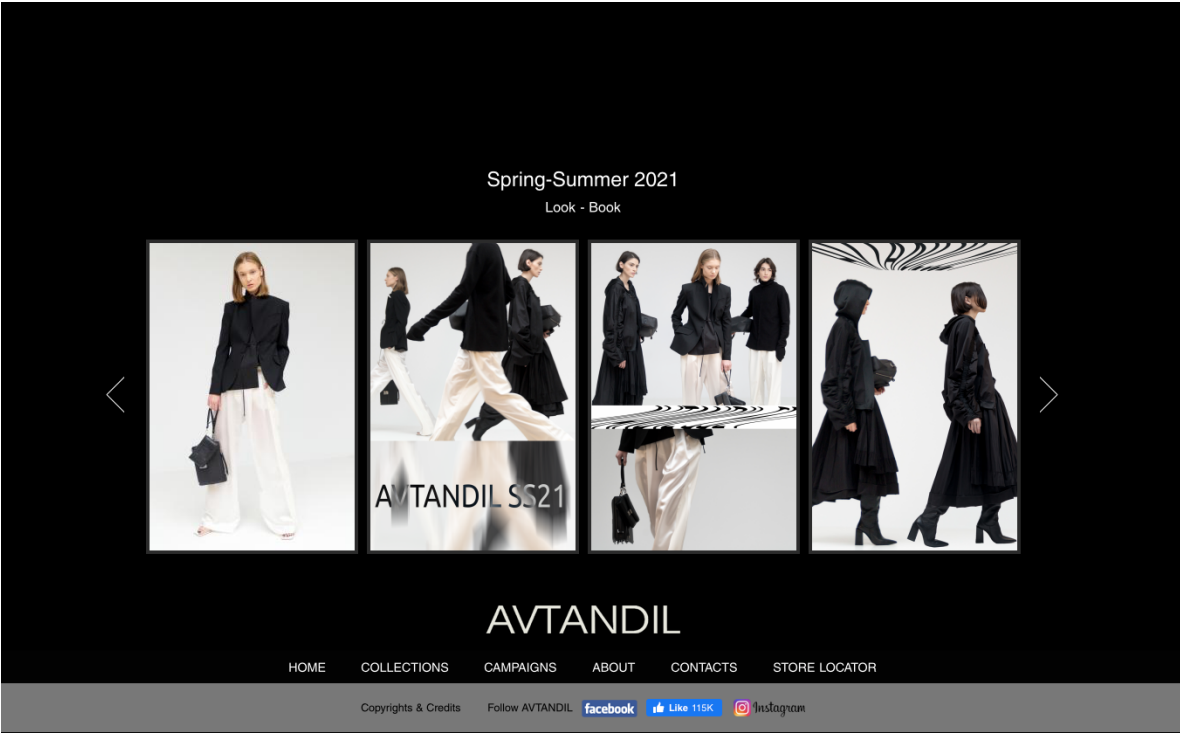
Avtandil's main competitors are other Georgian brands proposing a similar aesthetic through their fashion for a lower price or that brands are already implemented and established in the UK. Anouki could be described as the latter as the brand has a strong presence in the UK's online retail spaces (FarFetch, Moda Operandi) and is already established as a Georgian minimalist brand offering lower prices to Avtandil. Lado Bokuchava, another Georgian brand with a very minimalist basic wear fashion similar to Avtandil's latest collection is also present in online retail spaces (Net-à-Porter, Yoox). An established international brand which could also be considered a direct competitor to Avtandil is Jil Sander which proposes the same aesthetic for the similar prices (£500 - £3000). Therefore, Avtandil positions itself as a high-priced unfamiliar brand as it is quite unknown internationally as a whole which can be a weakness compared to its competitors.



Brand Positioning Map for Avtandil (Author, 2021)



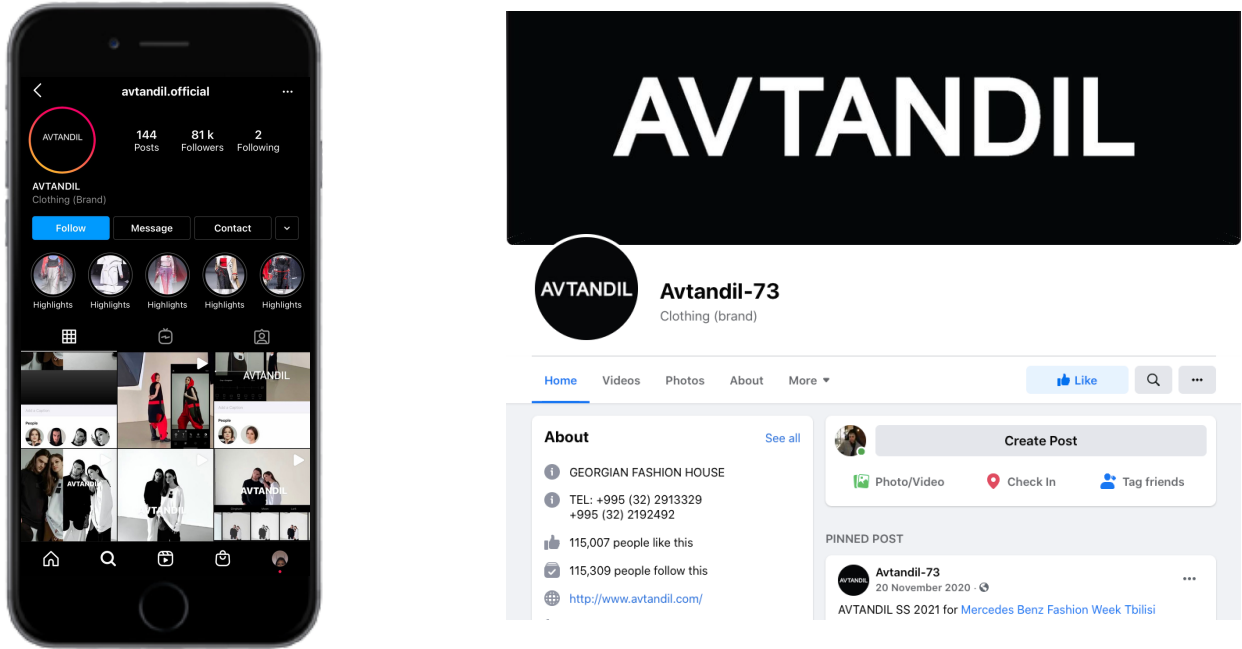
Avtandil has a strong online presence and following with 81k followers on Instagram and more than 115k followers on Facebook. The brand's visual identity across online platforms is consistent with a black background and white logo on all channels. The website and Instagram page both flaunt a minimalist aesthetic whereas the Facebook page shares the brand's runway shows and collections. The posts are usually fashion photography of the latest collections which also reassures the consumer in thinking the brand is reliable and established. Avtandil has one physical store located at Tsibils Mall in Georgia and one in Italy located at Guffanti Showrooms in Milan (Avtandil, 2021). The brand's visual identity is the same as online, which means a sleek black background and a white logo on the boutique's logo. The boutique has a minimal and somewhat futuristic aspect to it. As a whole, across all platforms, online and offline, Avtandil has a consistent visual identity which consolidates its brand equity and resonance to the consumers as a minimalist high-fashion brand.



Avtandil's official website (Avtandil, 2021)



Avtandil's official boutique in Tsibils Mall, Georgia (Avtandil, 2012)



Avtandil's official Instagram and Facebook (Avtandil, 2021)



BRAND SITUATIONAL ANALYSIS

STRENGTHS <ul style="list-style-type: none">- Avtandil has been on Mercedes-Benz Fashion Week Tbilisi since 2016 giving it great brand awareness- Homegrown feeling to the brand, showing cultural Georgian roots- Distinguishes itself as a luxurious haute-couture brand with different aesthetics- Strong online presence (80.4k followers on Instagram)	WEAKNESSES <ul style="list-style-type: none">- No online store- Not sustainable, vegan or cruelty-free- Only one physical store in Georgia and one in Italy making it not very accessible
OPPORTUNITIES <ul style="list-style-type: none">- Lady Gaga and Mary J. Blige wore Avtandil which expands the brand's visibility- Georgia has a flourishing fashion scene that has started intriguing a lot of consumers especially after Demna Gvasalia's success (Vetements) which could lead to a bigger implementation opportunity in the UK	THREATS <ul style="list-style-type: none">- The brand has many competitors that are trying/already are implemented in the UK and needs to differentiate itself from them to the consumers- Avtandil's runways have showed many of similarities to other fashion powerhouses such as Vetements, Christopher Kane, etc



BRAND SITUATIONAL ANALYSIS

TARGET LOCATION - LONDON

SOCIAL

- London is UK's biggest city with a population of over 8,878,892
- Growing population with over 64.55 million (in 2018)
- Interest and active consumption of high-fashion in the UK

POLITICAL

- Brexit could negatively influence on the importation of European products in the UK and the implementation of an international brand could be harder
- UK is a stable political country

LEGAL

- No more EU licences or rights apply in the UK since Brexit
- Any EU trademark or design registration has to be registered again
- Major post-Brexit taxes as EU is considered international

ECONOMICAL

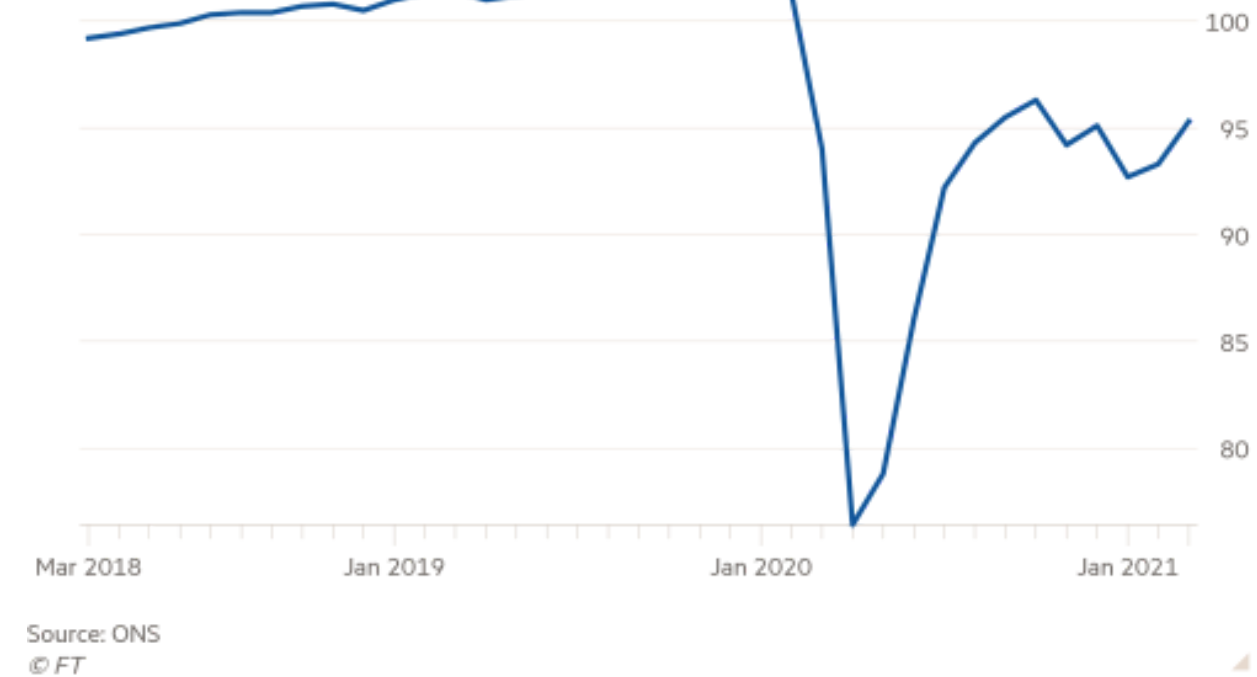
- COVID impacted UK's economy affecting population purchasing power
- \$2.6 trillion GDP
- \$46,008 GDP per capita
- Developed wealthy country in general

TECHNOLOGICAL

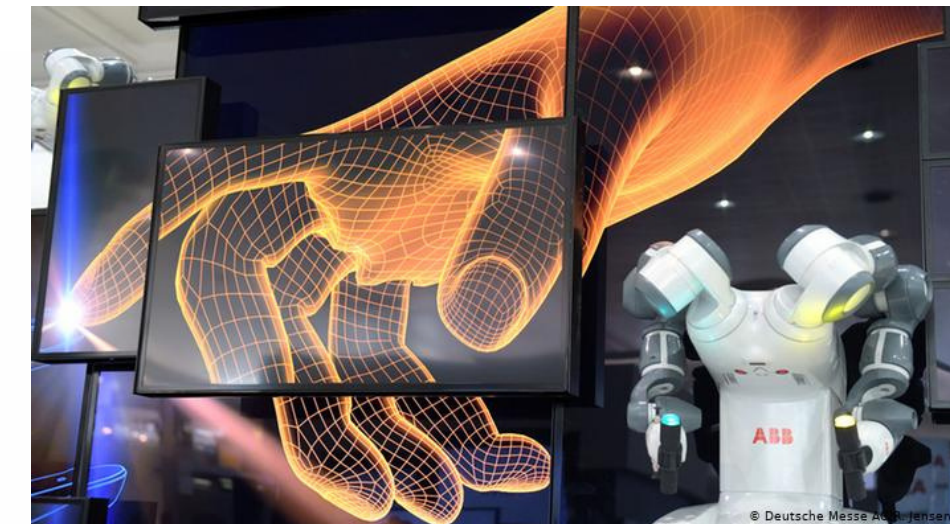
- With global leadership on the technological industry, any need for special technological material can be of easy access as the UK has one of the best technologies in the world

ENVIRONMENTAL

- Companies have to mandate in reports their carbon emissions
- Consumers are more attracted to vegan and cruelty-free brands
- Legal restrictions for environment and animal rights



Graph showing the economical impact COVID had in the UK (ONS, 2021)



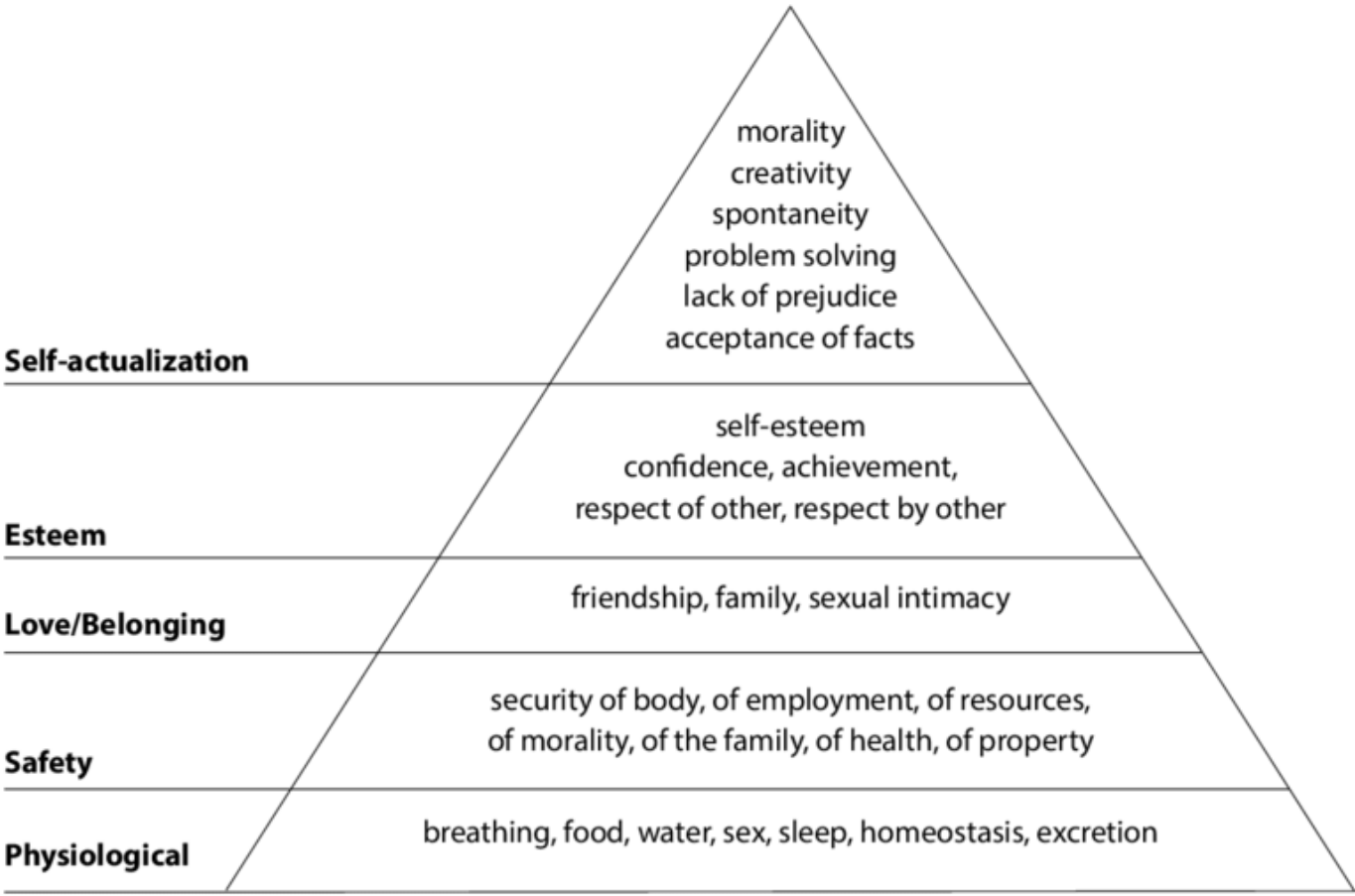


For intricate insight of the UK's upcoming trends to successfully implement its market, databases and trend prediction services such as Mintel and WGSN were used. Because of the pandemic and national lockdowns, the fashion industry has had a 13.5% decline of purchases in womenswear (Mintel, 2021). Therefore, brands have to differentiate themselves and their products more than before as to offer a different retailing experience especially as 34% of consumers prefer second-hand clothing over new clothing, 4% more than consumers would prefer new clothing (Mintel, 2021). That is why Avtandil should search to propose a rental service.

On a consumerism level, 71.4% of UK consumers feel there is a need for the type of fashion Avtandil has to offer and 86.7% of them would be interested in purchasing its products (Appendices). However, the prices Avtandil presents are way higher than what UK consumers are ready to spend between £40 - £300 on Avtandil's products (Appendices).

This year's trend predictions are knitwear as "comfort-led styles continue to be the most successful (...), demonstrating consumers have not lost their appetite for relaxed cosywear." (WGSN, 2021). Added to this, the colour palette for 2023's Spring/Summer collection, primary pastel colours seem to be the new trend with Lavender being the most trendy colour (LASAM, 2021).

Finally, in London in particular, "the city gears up for summer with sustainability high on the agenda" (WGSN, 2021). Therefore, Avtandil needs to resort to more eco-friendly materials and/or have an environmental policy persuading London (UK) consumers to trust the brand. This would show the brand's integrity about the environmental issues which seems to be the main concern in the UK's ways of consuming fashion.



The pyramid of Maslow's Hierarchy of Needs (Arziman, 2015) (Maslow, 1943)

Maslow's hierarchy is a psychological motivational theory. It is divided into five levels of human requirements, with the most basic demands at the bottom and the most luxurious requirements at the top. Although every clothing meets some fundamental needs of safety, Avtandil, through its unique fashion, brings esteem and self-actualization to the consumer. Avtandil provides them with possibilities to leverage the brand in the development and construction of their identity. Avtandil wants its customers to feel a sense of self-worth, belonging, and self-actualization after buying their products, and therefore have their most luxurious and basic needs fulfilled by the brand



Avtandil already proposes a brand stretch, a sub-brand called Avtandil-73, that proposes a streetwear focused collection less expensive than the mother brand, Avtandil. As a concept proposal for Avtandil's implementation in the UK, a brand extension would be the best to gain brand awareness and market growth. As trend predictions have shown that gender-free fragrances are still growing and that "global fragrance sales are predicted to grow to close to \$70 billion by 2022" (WGSN, 2021), a gender-free perfume was thought. For this, the creation of a perfume line which infuses the essence of the brand through a very minimalistic packaging would be the best. The extension of Avtandil in perfumery would be the perfect opportunity for the brand to attract a less niche audience and mass advertise the brand to new consumers, not even related to fashion, who can afford a less expensive option.

For this concept, two perfumes were created: N°1 and N°2 Intense which will both embody fragrances that fit Avtandil. N°1 will have amber and patchouli with fresh citrus notes to have a perfect androgynous scent. N°2 Intense is still an androgynous fragrance but with strong rich ouds, vanilla and woody notes to give off a leather scent. The idea is to attract Gen Z or Millennial consumers who are interested in fashion however are not willing to spend a lot, it's an alternative to Avtandil-73 where the brand still offers minimalism and high-quality but in a different form. The fragrances will range from £100 - £150 after customer insight research (Appendix) showed that consumers are willing to spend that much for these two eau de parfum.



Concept Proposal for Avtandil N°1 Perfume (Author, 2021)

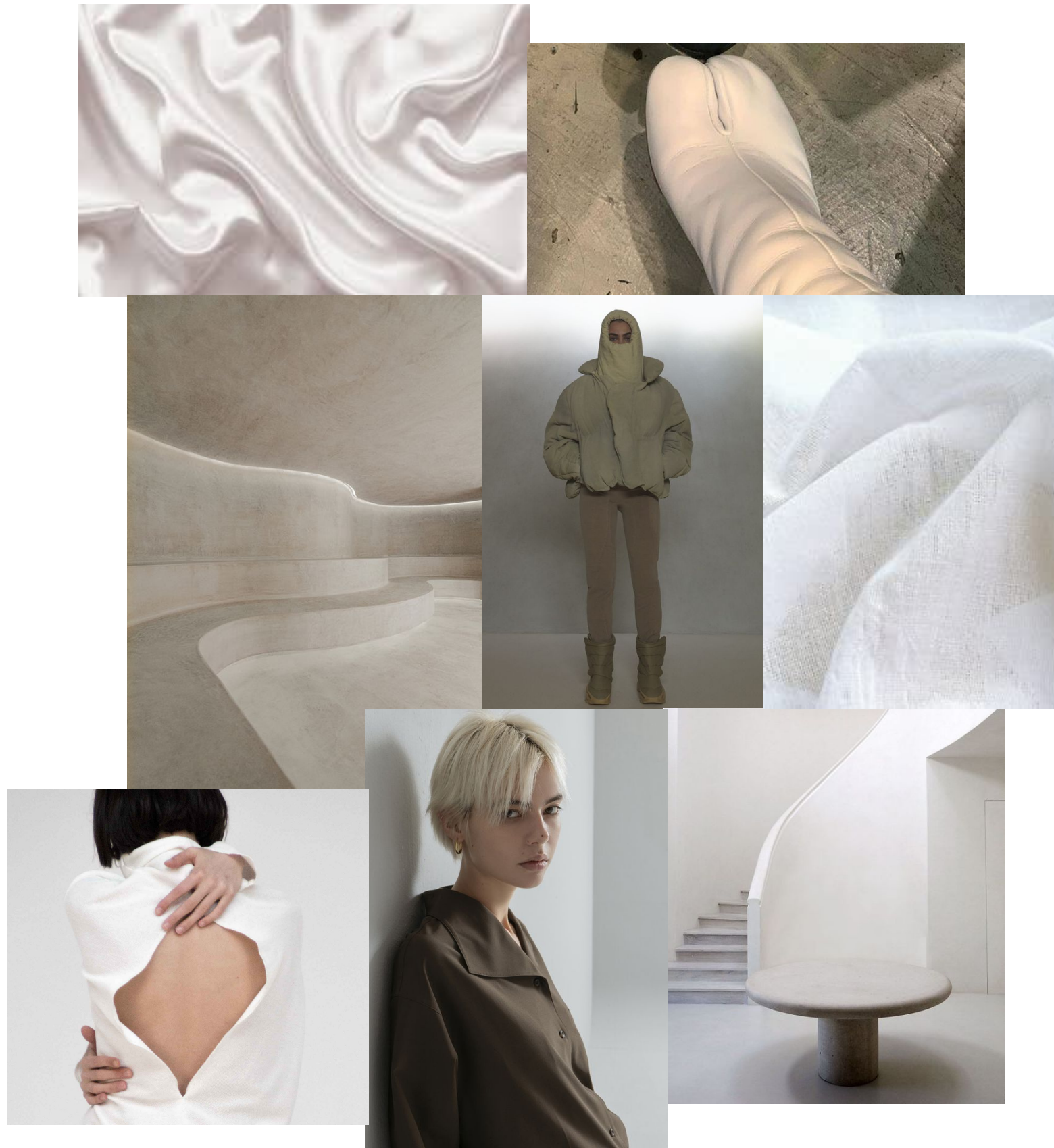


Concept Proposal for Avtandil N°2 Perfume Intense (Author, 2021)



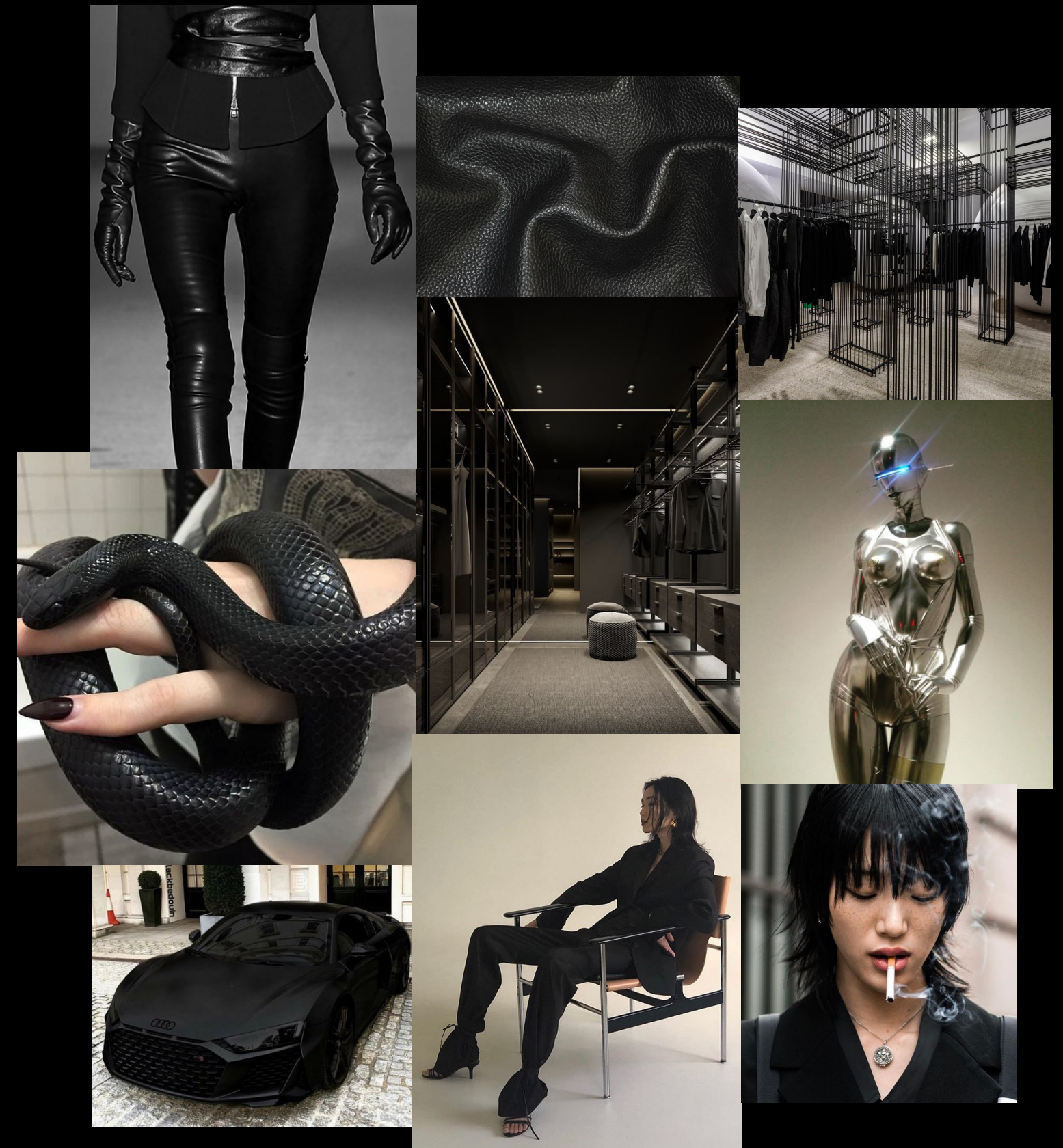
CONCEPT BOARDS

N° 1 Eau de Parfum



Concept Board for N°1 Perfume Avtandil (Author, 2021)

N° 2 Eau de Parfum Intense



Concept Board for N°2 Perfume Intense Avtandil (Author, 2021)



Customer Lifestyle Board for Avtandil (Author, 2021)

Avtandil's target consumer is a well-earning millennial (between 25 - 34) that has an active interest in high-fashion and minimalist design. The pricing of the brand being high-priced (£300 - £3000), Avtandil definitely attracts a niche of consumers that is already attracted to this kind of fashion brands.

Mei, 34

Gallery director in a contemporary art museum

Lives in London

Annual income £75,000

Single with no children

Also buys Jil Sander, Arjé, Maison Margiela

Very interested in archive fashion, 80's Japanese fashion designers

Loves everything minimalist: from their interior to their clothes

Spiritual, plant-enthusiast, meditates few times a week

Usually eats healthy meals, or replaces those for cigarettes

Coffee addict

Listens to Erykah Badu, Chet Baker, Hiroshi Yoshimura

Quite shy although has a good social life

Enjoys interior architecture and retro-futurism art

Interested in undiscovered or new fashion scenes

Usually seen at home, in museums, botanical conservatories

Pen Portrait for Avtandil (Author, 2021)

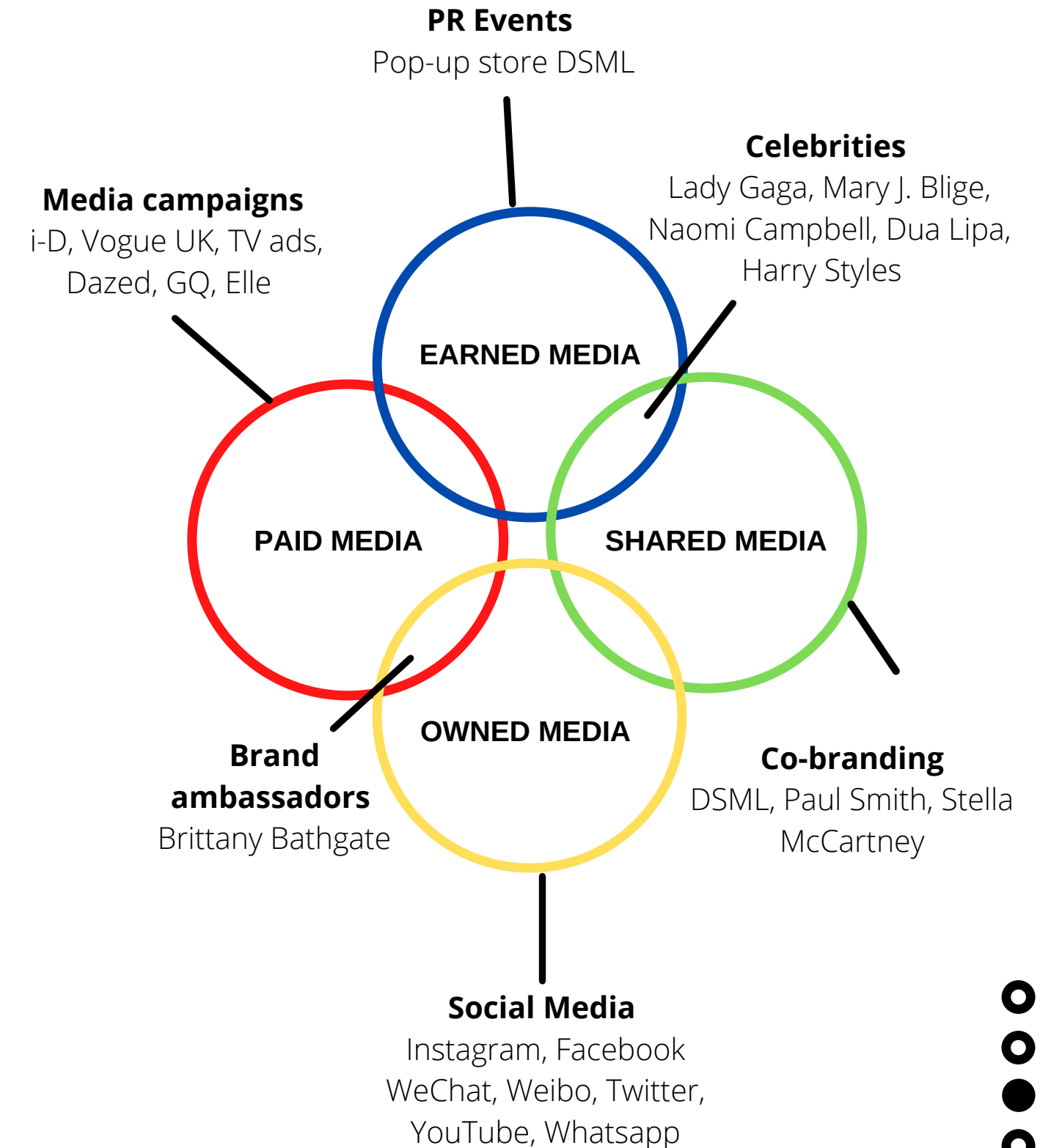




For optimal promotion of Avtandil, different platforms of media will be used. Media campaigns would be the most effective, especially in known British fashion magazines that attract the target UK consumers with editorial photoshoots. Added to this, the launch of a pop-up store event in Dover Street Market London would be more than beneficial for the brand's visibility as well as increasing its sales as consumers will find it more accessible than purchasing online. Lady Gaga and Mary J. Blige have already been seen wearing Avtandil. However, by targeting more British celebrities such as Naomi Campbell or Dua Lipa, Avtandil is assured to earn press media, therefore more brand awareness. For the future, once the brand's implementation has been initiated in the UK market more, a co-branding collection with an established British brand such as Paul Smith or Stella McCartney could be viable. Avtandil already has a strong online presence, however to increase market growth, the creation of a WeChat, Weibo, WhatsApp and Twitter account could greatly advantage customer service and retailing experience for all consumers. A YouTube page has already been created however it needs to be managed and uploaded to more so potential consumers have the chance to view some of Avtandil's runways and collections. Finally, brand ambassadors is a great way to promote the brand as consumers usually have a trusting relationship to them which will push them to therefore trust purchasing from Avtandil more.

OBJECTIVES

- ➔ Increase brand awareness & visibility in the UK
- ➔ Ensure important return on investment made
- ➔ Develop an effective brand extension as to ensure successful implementation into extension market
- ➔ Increase sales

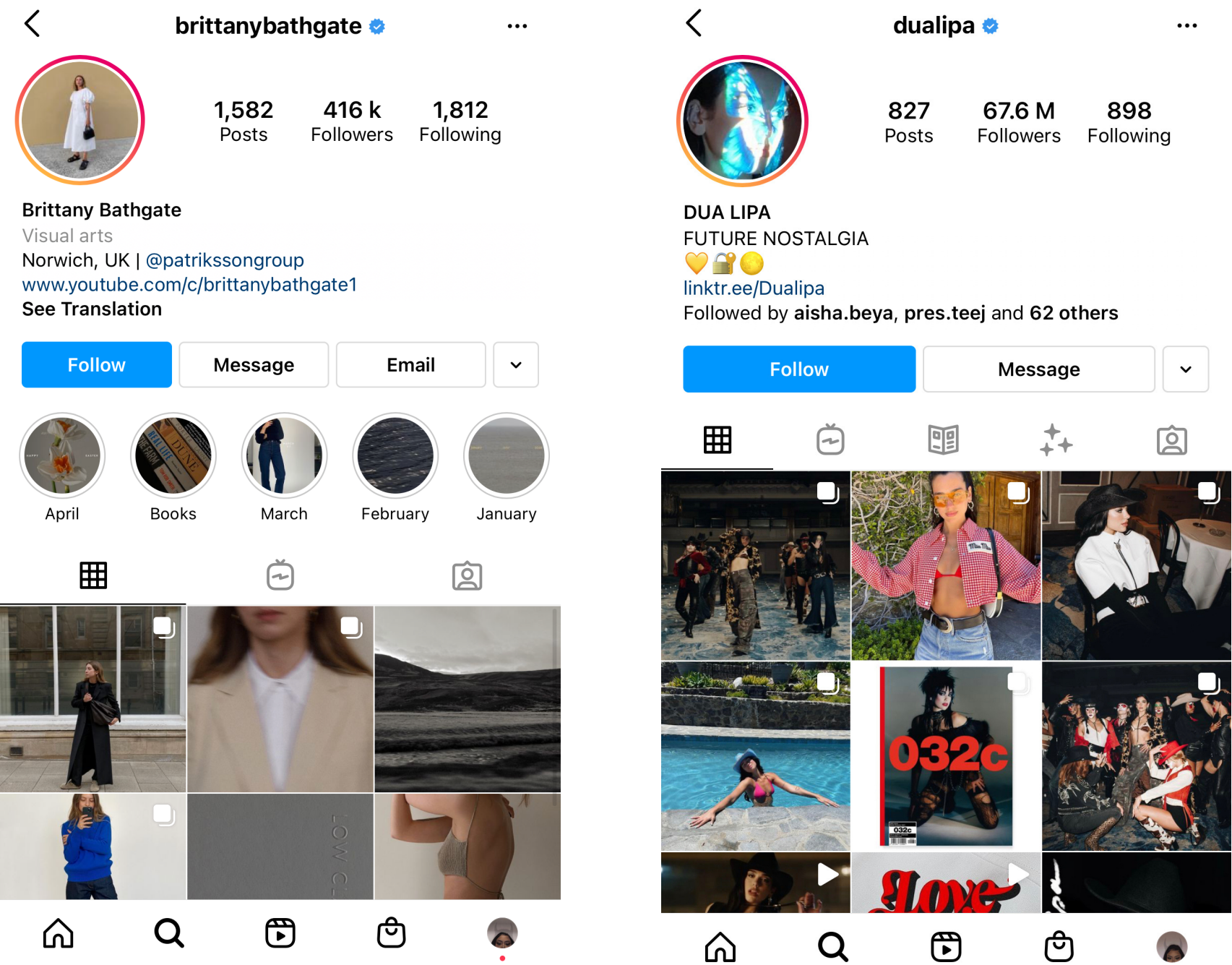


PESO Model for Avtandil (Author, 2021) (Gini Dietrich, 2014)



BRAND AMBASSADORS

To promote Avtandil the use of brand ambassadors will be crucial to gain brand awareness in the UK as well as expand the market to a different target consumer, Gen Z consumers, but as well as consolidate the UK Millenial target consumer. Therefore, as brand ambassador, the influencer Brittany Bathgate would be the best option as she has an important following on Instagram (416k) (Instagram, 2021), she is a British millenial and presents a very minimalistic basic wear fashion which would fit Avtandil's concept. On a larger scale, to promote Avtandil on a mass level, the British celebrity pop-singer Dua Lipa, would be the best opportunity to advertise the brand to Gen Z consumers especially.



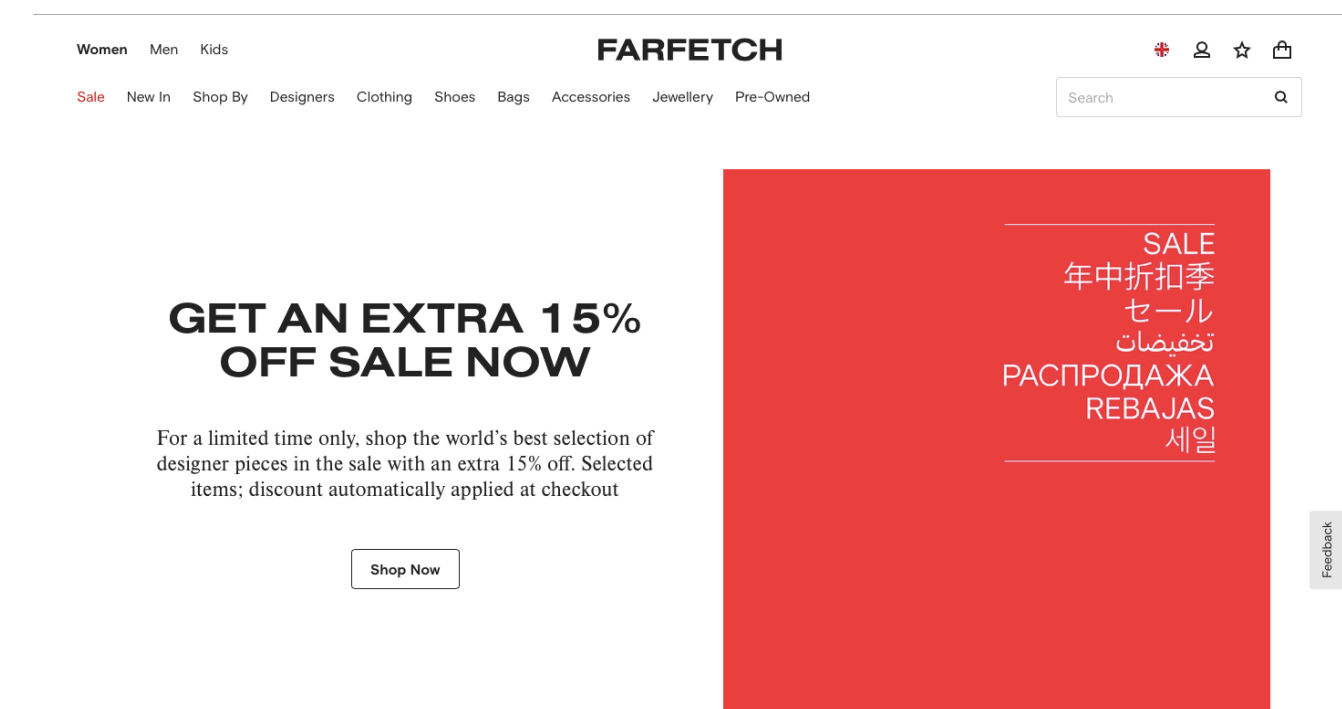
Brittany Bathgate's and Dua Lipa's official Instagram (Instagram, 2021)

PHYSICAL & DIGITAL SPACES

After research to find a physical space that would fit the brand's budget and be coherent with its identity, a pop-up store in Dover Street Market London seemed the best option. The store is already known for presenting niche, avant-gardiste and usually international brand which Avtandil fits all the criteria of. A pop-up store at DSML is between which could certainly be a great investment for the brand as it would help gain a lot of brand visibility and awareness in the target UK market. For a digital space, Avtandil should have its own online shop on its website with the availability for its products to be shipped to UK especially as Avtandil stocks its materials mostly in Europe (France, Germany, etc.) Added to this, to promote the brand as successfully as possible, Avtandil could be sold on a major online fashion retailer such as FarFetch which ask for a commission. This decision will greatly advantage Avtandil's implementation in the UK market as it makes it of easier access to purchase from.



Dover Street Market London



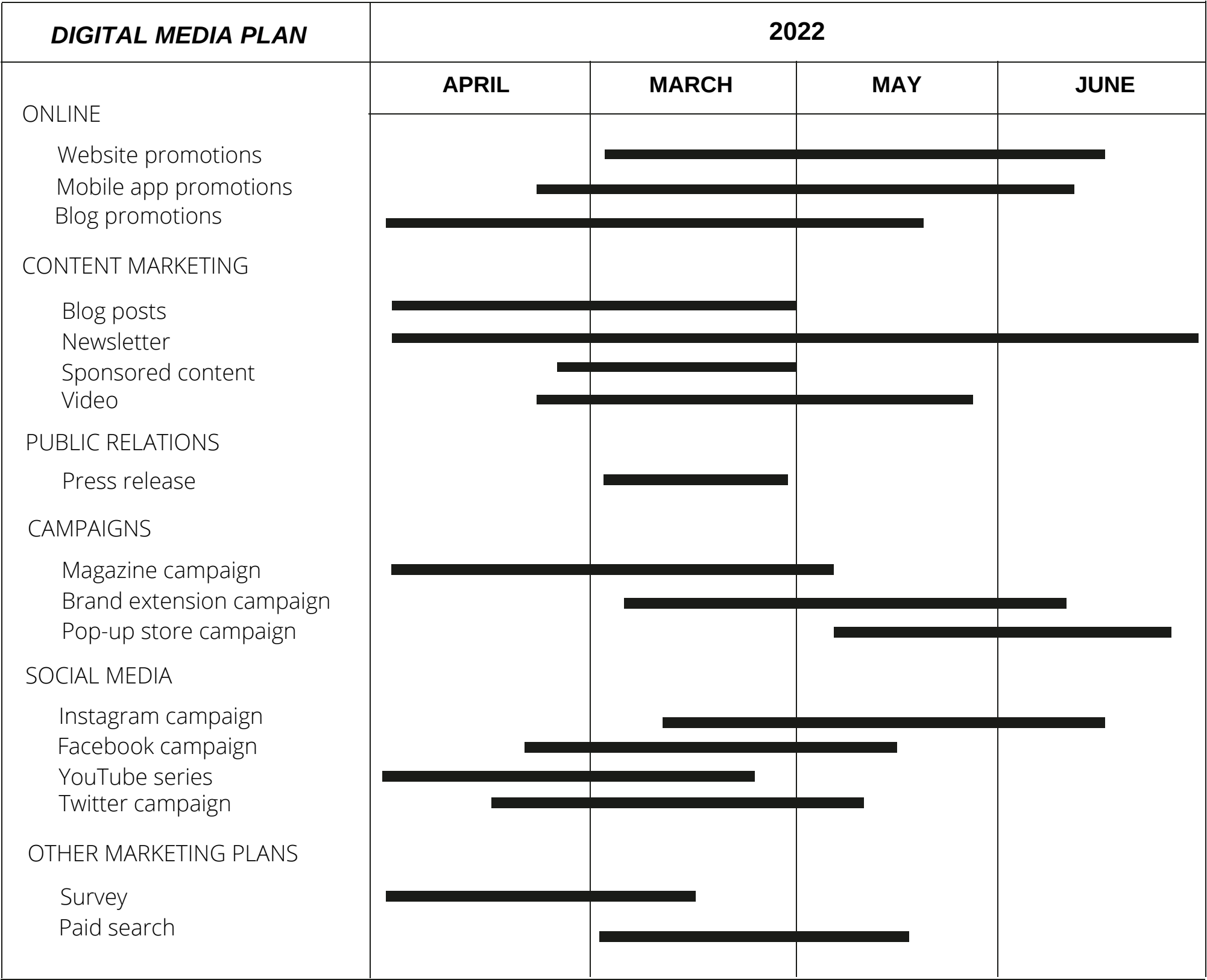
FarFetch's official website (FarFetch, 2021)

CATEGORY	DESCRIPTION	ESTIMATED COST
ONSITE		
Venue	Dover Street Market London Pop-up store rental for 2 weeks	£75,000
Event staffing	Shopping assistants, speakers	£15,000
Refreshments	Drinks, food, fragrances' samples	£6,000
Decorations	Design, lighting, equipment	£10,000
PROMOTION		
Market research	Consumer insight, segmentation, surveys	£2,000
Advertising	Design, newsletter, billboards, graphics, media campaigns	£7,000
Brand ambassadors	Influencers, celebrities	£5,000
Sponsorships	Co-branding, brand extension	£35,000
Social media	Management, marketing, advertising	£1,250
TOTAL		£156,250

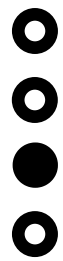
For a realistic implementation, a marketing budget was created to have an estimated cost for the total the brand has to spend for the integrated marketing communications plan. Because the total estimated is around £156,250, Avtandil being a small fashion house in Georgia, the costs could be advanced by investors, which Avtandil will return with an effective completion of the implementation and brand extension as well as gain profits.



The media schedule for the pop-up store featuring the brand extension will happen over the course of four months, as to clearly communicate with consumers beforehand as to inform them, however maintaining most of the advertising a month prior the event as to keep them interested.



GANTT chart media plan for Avtandil (Author, 2021)



COMMUNICATION MODEL

ABOVE THE LINE ACTIVITES

Avtandil does not actively promote the brand apart from participating in the Tsibils Fashion Week (Vogue, 2019) and posting the runways online. To effectively promote the brand, Avtandil will mainly advertise the brand with media campaigns and online ads (online billboards) but also through PR events that will be promoted on the brand's social media.

THROUGH THE LINE ACTIVITES

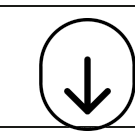
Avtandil primarily communicates through their social media platforms, Instagram and Facebook, as a way to inform its customers of any new collections. The brand successfully makes use of its important following (81k on Instagram and 113k on Facebook) to advertise its brand as it caters to its target consumer who can then share to other potential consumers.

BELOW THE LINE ACTIVITES

Avtandil unfortunately doesn't have many below the line communication activities apart from face-to-face shopping through their boutiques. The brand should have a newsletter through which their customers can get the latest news, discounts, offers, sales, etc. This will persuade consumers to purchase.

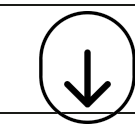
DIFFERENTIATE

Avtandil proposes products with a unique minimalist style and deconstructed silhouettes with high-quality materials.



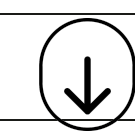
REINFORCE

Avtandil reinforces its Post-Soviet minimalist aesthetic by proposing a streetwear sub-brand which gives the consumer the impression that they can express that subculture through their clothing.



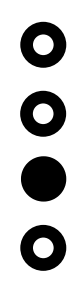
INFORM

Avtandil informs its target consumers through runways on the Tsibils Fashion Week that is shared through their social media platforms and in press articles.



PERSUADE

Avtandil then creates desire for its products by promoting them as very exclusive (no online store, only 2 physical stores in Europe) which makes the consumer want to purchase them more.



AVTANDIL



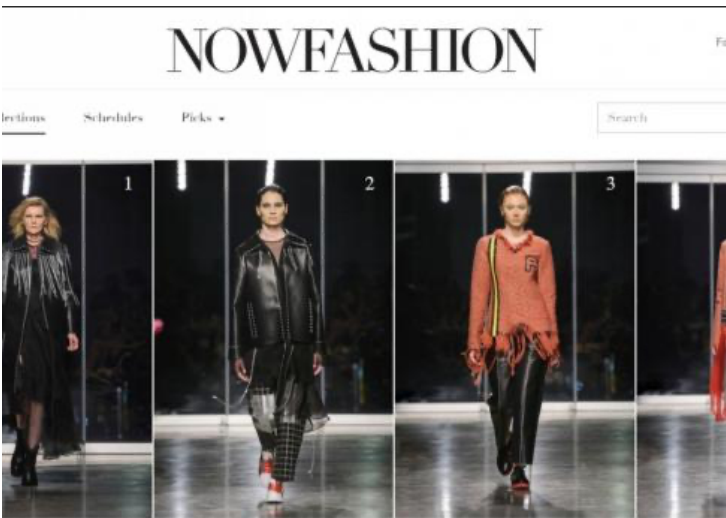
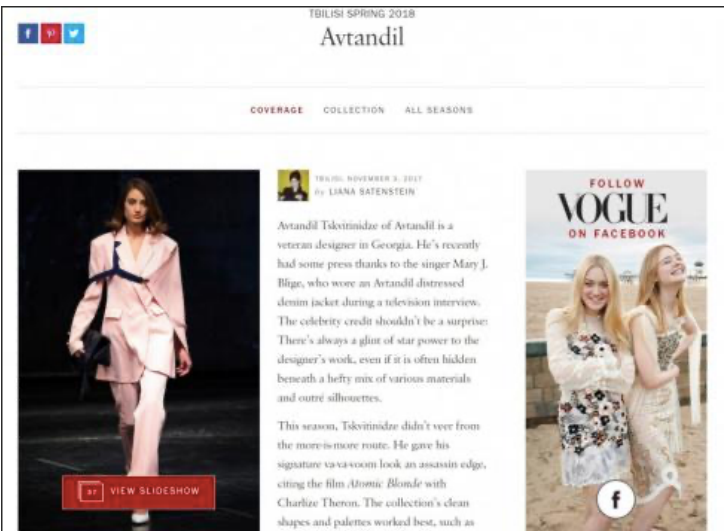
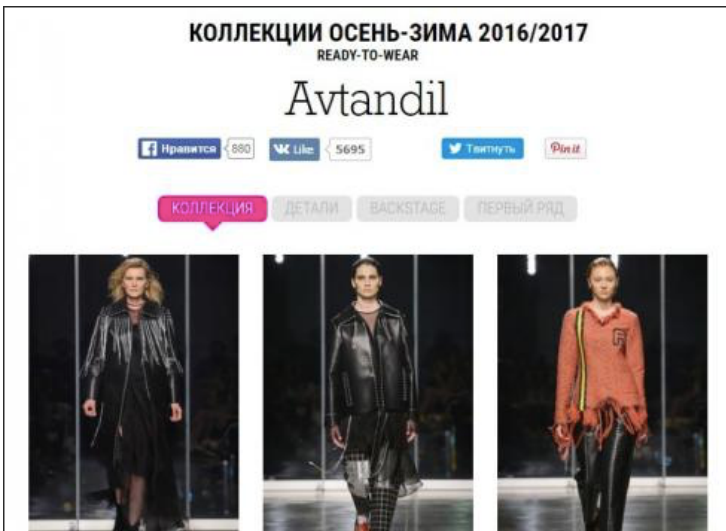
STORY & MISSION

Avtandil is a Georgian fashion brand created by fashion designer Avtandil Tskvitinidze in 2000. It is an haute-couture brand that presents sophisticated deconstructed silhouettes through a minimalist aesthetic. Avtandil proposes to its consumer an avant-gardiste and exclusive fashion all through a Post-Soviet twist to let its consumers portray their confident personality.

FOUNDER

Avtandil (stylized as AVTANDIL) born Avtandil Tskvitinidze is a Georgian fashion designer based in Tbilisi founder of the fashion house AVTANDIL. Avtandil graduated from Tbilisi State Academy of Arts in 1995after winning Young Designers' Competition at the Assembly of Avant-garde Fashion in 1995.

PRESS ARTICLES



SOCIAL MEDIA



@avtandilofficial
Followers: 81k



@Avtandil-73
Followers: 113k

CONTACT

E-mail: avtandil.ts@gmail.com
Press E-mail: info@avtandil.com



AVTANDIL

AVTANDIL POP-UP STORE TO OPEN AT DOVER STREET MARKET

Avtandil, the Georgian haute-couture brand, is proud to announce the opening of a pop-up store at Dover Street Market in London, featuring the most avant-gardiste brands and their exclusive pieces. It is set to be open on Saturday 25th of June 2022. The pop-up store will be located on the first floor, in the womenswear department. It will feature exclusive pieces as well as the opportunity for a Q&A session with fashion designer Avtandil Tskvitinidz. The event will be premiered on Avtandil's official Instagram.

This project is inspired by the fashion designer's passion for oil-painting and how each brush stroke resembles an ink drop, which explains this season's collection theme. The pop-up store will exude Avtandil's perception through a minimalist aesthetic to give the consumers the best experience.

CONTACTS

Website: <https://site.avtandil.com>

Telephone: +995 322 91 33 29 / +995 322 19 24 92

Email: avtandil.ts@gmail.com / info@avtandil.com

Background picture: <https://www.townandcountrymag.com/style/fashion-trends/g9223301/harrods-best-store-in-london/>





ETHICAL CONSIDERATIONS

Avtandil's clothes are all made in Georgia meaning that the risk of child labor and bad working conditions are moderate. Georgia being an emerging European country, the non-respect of human rights is legally punishable. However, there seems a lack of diversity in the workplace as all the models photographed for the brand are white. They are little-to-no models of colours which has to be urgently changed. Without using token models, Avtandil should hire a diverse cast of models. Added to this, there is no size inclusive range, as most high-fashion brands, which Avtandil should think of expanding as this could be a point of promotion in the future especially as there is a "growing demand for fashion brands to be more inclusive and diverse" (Mintel, 2021).

On an environmental point of view, Avtandil does not outsource any materials, as all raw materials are sourced directly from Europe. Avtandil does not seem to use any animal-sourced products (fur, animal skin, etc.) as most of the materials used are cotton, silk, satin, and polyester. On another hand, none of the materials used by Avtandil are sustainable for the environment as they all use high amounts of green gaz emission and water therefore Avtandil should think of using more eco-friendly materials such as hemp, biodegradable cotton or create a rental purchasing option to therefore create less garments and have less of an important impact on the environment.

Finally, one of the most complex ethical issues is trust (and integrity) for a company. Avtandil will build its consumers' trust through its media communication and activities. For example, disclosing of an environmentally-friendly policy and actually act on its promise by proposing an eco-friendly line or banning the use of any non-sustainable material. Therefore the consumers will feel more inclined to trust the company and purchasing from it as they will not feel guilty of buying fashion from them.





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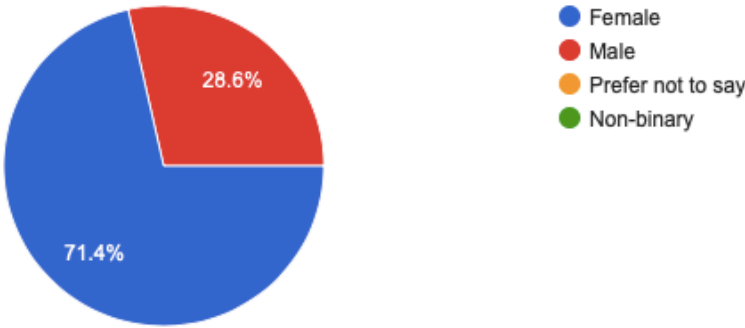
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APPENDICES

A survey was conducted as primary research by the author via Google Forms to understand consumers' perception of Avtandil's fashion and concept proposal as well as its competitors. Responses collected from 7 candidates.

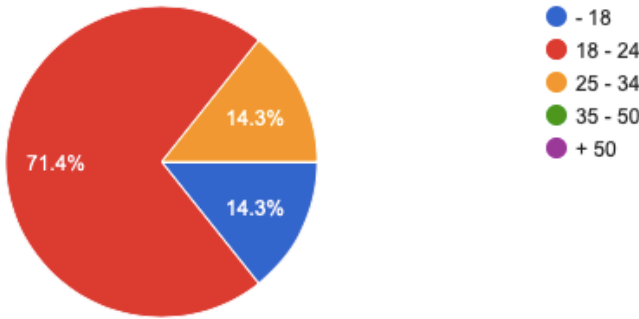
What is your gender?

7 responses



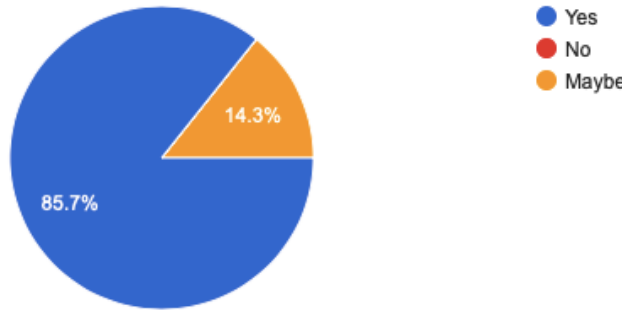
How old are you?

7 responses



Would you be interested in purchasing this type of clothing?

7 responses



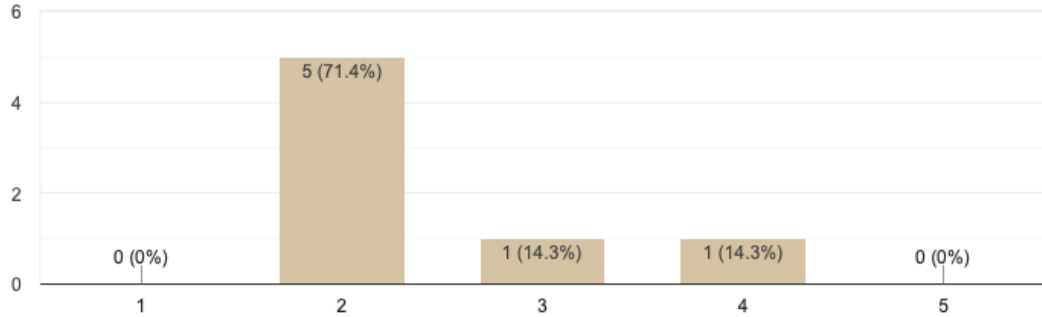
How much would you be willing to spend for this? (in average)

6 responses



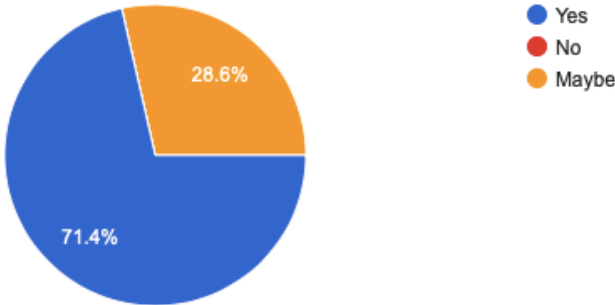
How likely are you to purchase any products shown in the picture above?

7 responses



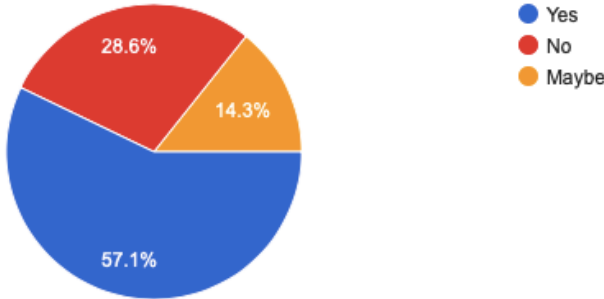
Do you feel there is a need for this kind of fashion in the UK?

7 responses



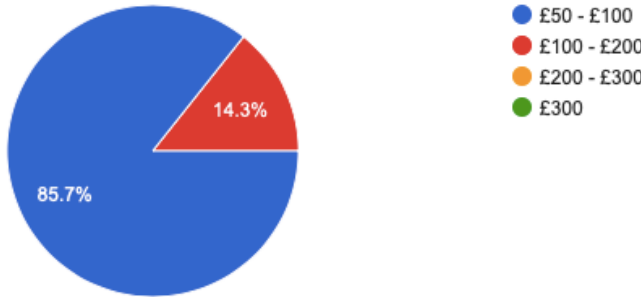
If Avtandil was to propose gender-neutral fragrances, would you be interested in purchasing them?

7 responses



How much would you be willing to spend for these fragrances?

7 responses



For you, what other brands offer a similar fashion aesthetic to Avtandil?

7 responses

Rick Owens Balmain
Apc studios
Maybe Bottega Venetta or Loewe
Cos
.
Peter do
revolve