

KAREN MILLEN



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SUN WORKSHOP JULY 2020

BRAND OVERVIEW

At Group Level Boohoo reported an 43% uplift on sales at close of 2019, hitting £564.9m

This surge in revenue was driven predominantly by the Karen Millen and Nasty Girl acquisitions. Both brands performing well above targets.



A CHANGE OF PACE

With the Bohoo acquisition comes great change to Karen Millen, they can be more aggressive and disruptive in the market place. They've reduced the RRP's by 30% and are able to absorb the margin hit without any compromise to the product quality. Encouraging new customer conversion and widening their demographic.

They are a destination for premium fabrication and will continue to be so.



THE FUTURE OF KAREN MILLEN

Reducing price positioning, without reducing quality.

Appealing to the polished urbanite the brand is not re-positioning, instead re-focussing. The key pillars across their customer profile have not changed, they are;

TAILORED, SEXY, SLICK, GLAMOROUS



A DIGITAL ERA

KM are now an online only e-commerce platform.

They are a Global lifestyle brand and are currently in the process of adapting their strategy to fit their new business channels.

This means a review of all assets and media to ensure they are suitable for their distribution.



PRODUCT DEVELOPMENT

Much shorter development lead time than anyone in their current arena. This means they are able to learn much faster and adapt their current development framework.

They can commit to much smaller quantities, test online, and are then able to learn from this and feed directly back into the product development. This means they are able to respond directly to customer demand and deliver to market the right products, at the right price point.



DEVELOPMENT

PRODUCT TO MARKET

LESSONS LEARNT

BRAND



KAREN MILLEN

BRAND VALUES

Creating Confidence Through Distinction

Inspired by couture, Karen Millen's mission is to create striking style-led pieces that resonate with women of all ages, united by their style attitude. Celebrating Femininity. With a key focus on tailoring and structured silhouette defining apparel.

She is bold and not afraid of her body: making a statement, in high quality crafted products.



LOGO CHANGE

KM have launched a new logo which is more adaptive to their new digital landscape. Launch date - now - however, as with a retail roll out the phase out of the old logo will take 12 months for full business exit.

OLD

KAREN MILLEN

KM

NEW

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KM

BACK TO THEIR ROOTS

Their headline colour has changed.

Instead of the yellow accents and highlights they have used in previous years the brand are re-establishing the orange Pantone that is synonymous with the founding of the brand.

A nod to the history and longevity of the brand.

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SALE NEW IN CLOTHING DRESSES ACCESSORIES EDITS

🔍 🇬🇧 🛒 ❤️ 🛒

Midi Essential Rib Knit Dress £81.75 ~~£109.00~~

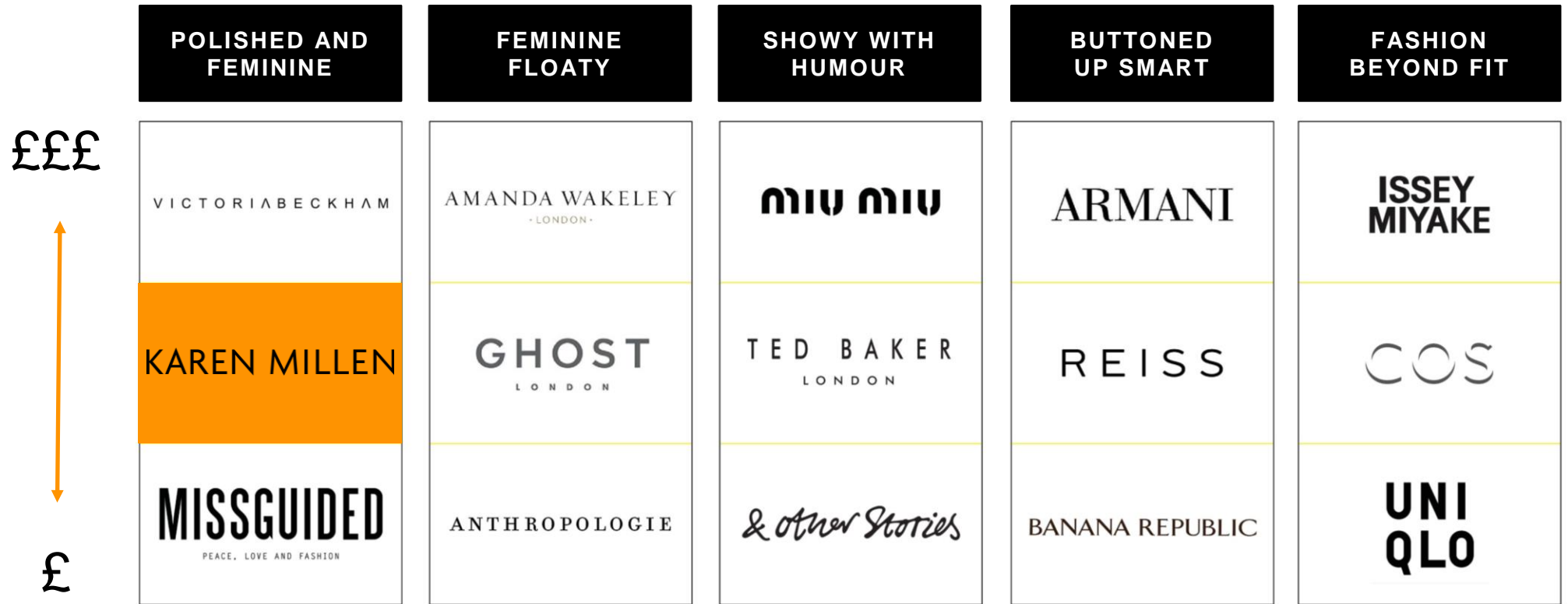
70's Floral Tiered Dress £120.00 ~~£160.00~~

Silk Long Sleeve Ruffle Shirt £82.50 ~~£110.00~~

70's Floral Shirt Dress £120.00 ~~£160.00~~

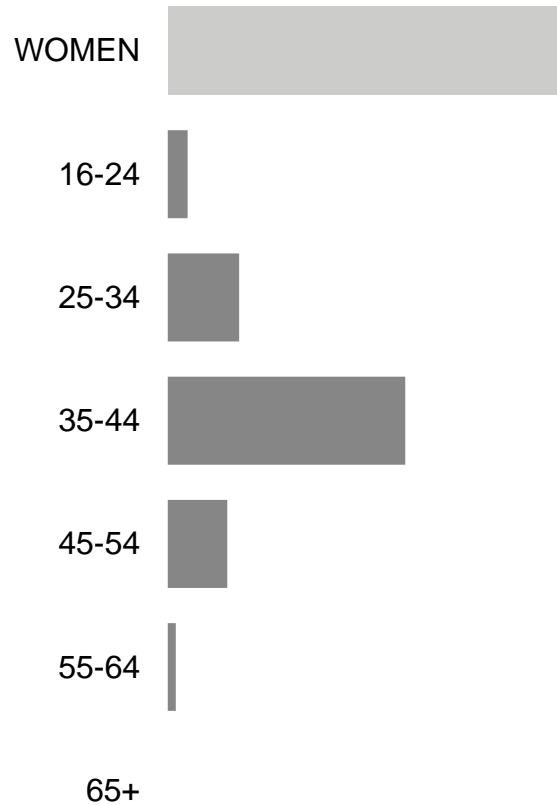
Zip Turtle Neck Pleated Skirt Dress £93.75 ~~£125.00~~

BRAND POSITIONING



KAREN MILLEN

CUSTOMER DEMOGRAPHICS



KEY EYEWEAR COMPETITORS



KAREN MILLEN

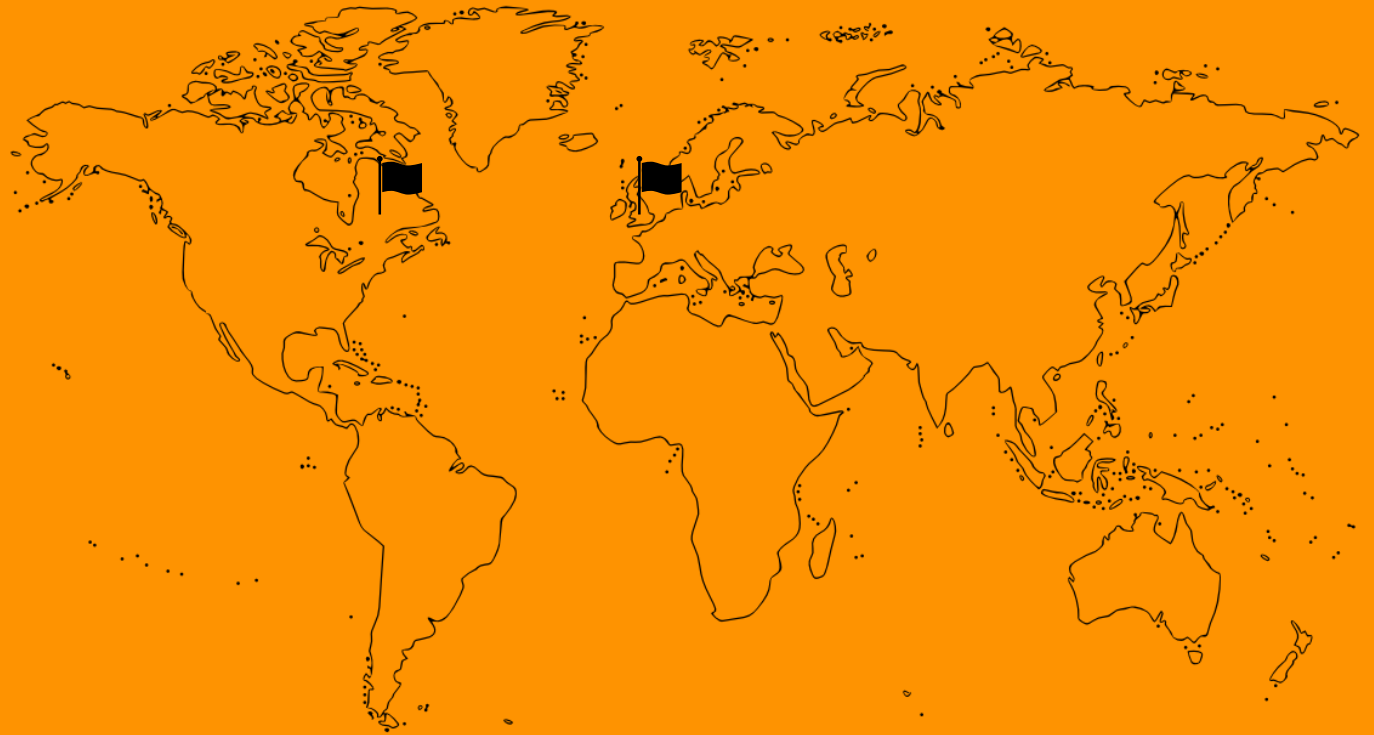
BRAND PRESENCE

An ONLINE business Karen Millen now trades across the UK, USA and Australasia.

Year 1 (2020)- Online UK focus, re-establish Luxe wholesale presence

Year 2 (2021)- Online US focus & wholesale presence

Year 3 (2022) - Rest of World



MARKETING



KAREN MILLEN



SS20: Our Timeless Classics

**SS20
CAMPAIGN**



NEW EYEWEAR ASSETS

UPDATED POS COMING 2021



KAREN MILLEN

NEW EYEWEAR ASSETS

UPDATED POS COMING 2021



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**AW20
CAMPAIGN**

BIG CHANGES, FASTER PACED

**THE BRAND NOW FOLLOW THE BOOHOO
MODEL FOR FAST FASHION SHOOTS**

**THEY SHOOT CAPSULES EVERY 6 WEEKS
AND CAMPAIGN IMAGERY IS ON A
MUCH FASTER TURNAROUND**

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**AW SEASONAL DROPS
(SEP-DEC)**

1. POWER PLAY

2. ASPEN CHIC

3. ORIENTAL DETAILS

3. CHRISTMAS LUXE

EYEWEAR



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EYEWEAR COLLECTION

To reflect the brand's ethos of female empowerment and independence, the collections make a sleek and bold impact; embracing a sophisticated versatility alongside confident, classic designs.

The seasons embrace polished and delicate features as well as classic and smart shapes, all of which invite women to express their own concept of style in eyewear.



CURRENT POS



SUN SHOWCARD A4

£2.83 / €3.20 / \$3.62

IN STOCK

KMSCV2AW19



LOGO BLOCK

£4.31 / €4.89 / \$6.00

IN STOCK

KMLB16120008

SUN 21 COLLECTION

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NO BUY IN

**A STRATEGIC DECISION WAS MADE TO
CARRYOVER ALL SUN 20 LINES INTO 21**

**MODOTTICAS'S CURRENT STOCK
POSITIONING IS SUFFICIENT FOR THE NEXT
12 MONTHS ACROSS ALL LINES**

**LINESHEETS HAVE BEEN SHARED WHERE
MARKETS BUY DIRECT FROM FACTORY**

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SUN 20 - A QUICK RECAP

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TIERING

Within the KM SUN 20 collection we have two tiers of product catering to the global KM Customer base.

KM COLLECTION

11 Models/ 37 Sku's

Wholesale £31/€35.95/\$45

LUXE

8 models/ 16 Sku's

Wholesale £43/€49.95/\$55



COLLECTION OVERVIEW

KM COLLECTION

11 Models/ 37 Sku's

Wholesale £31/€35.95/\$45



KM5035 (PDM013821)



KM5036 (PDM013823)



KM5037 (PDM013825)



KM7017 (PDM013830)



KM5045 (PDM013881)



KM5038 (PDM013826)



KM5039 (PDM013827)

METAL

COMBI

ACETATE

COLLECTION OVERVIEW

LUXE

8 models/ 16 Sku's

Wholesale £43/€49.95/\$55



COMBI

METAL

ACETATE

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THANK YOU