

A bright, minimalist dining room with a white table, wooden chairs, and a window with plants. The room is decorated with a white chandelier, a round mirror, a framed picture, and a large green plant. The text "Artihood Branding Discovery" is overlaid on the left side of the image.

Artihood Branding Discovery

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July 2022

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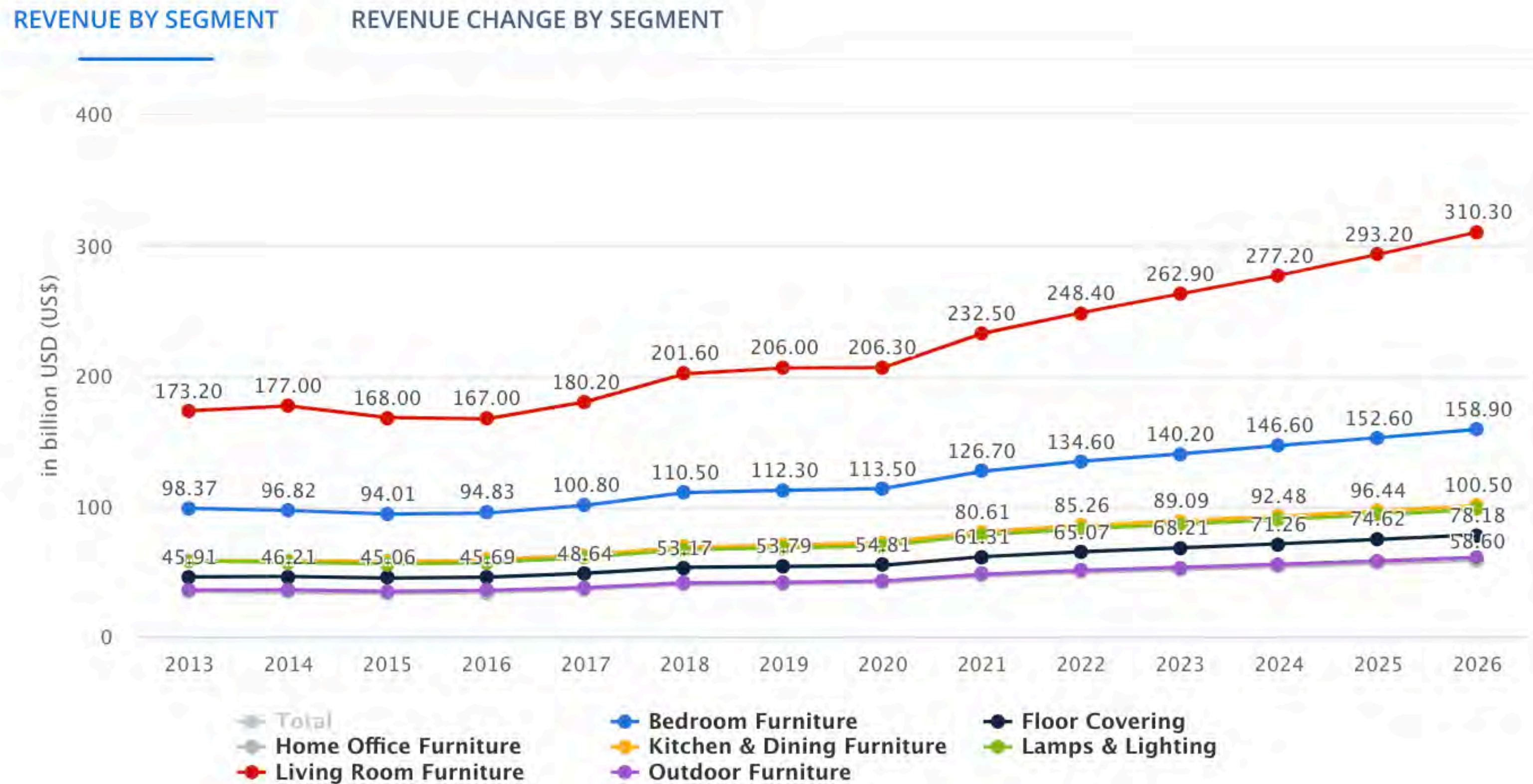
Culture



Finding 1

Increasing demands on home improvement after Covid

Consumer behaviour and working life has changed dramatically since the start of the Covid-19 pandemic. The work-from-home shift has been accelerated and leading to renewed focus on making the home more comfortable and functional.



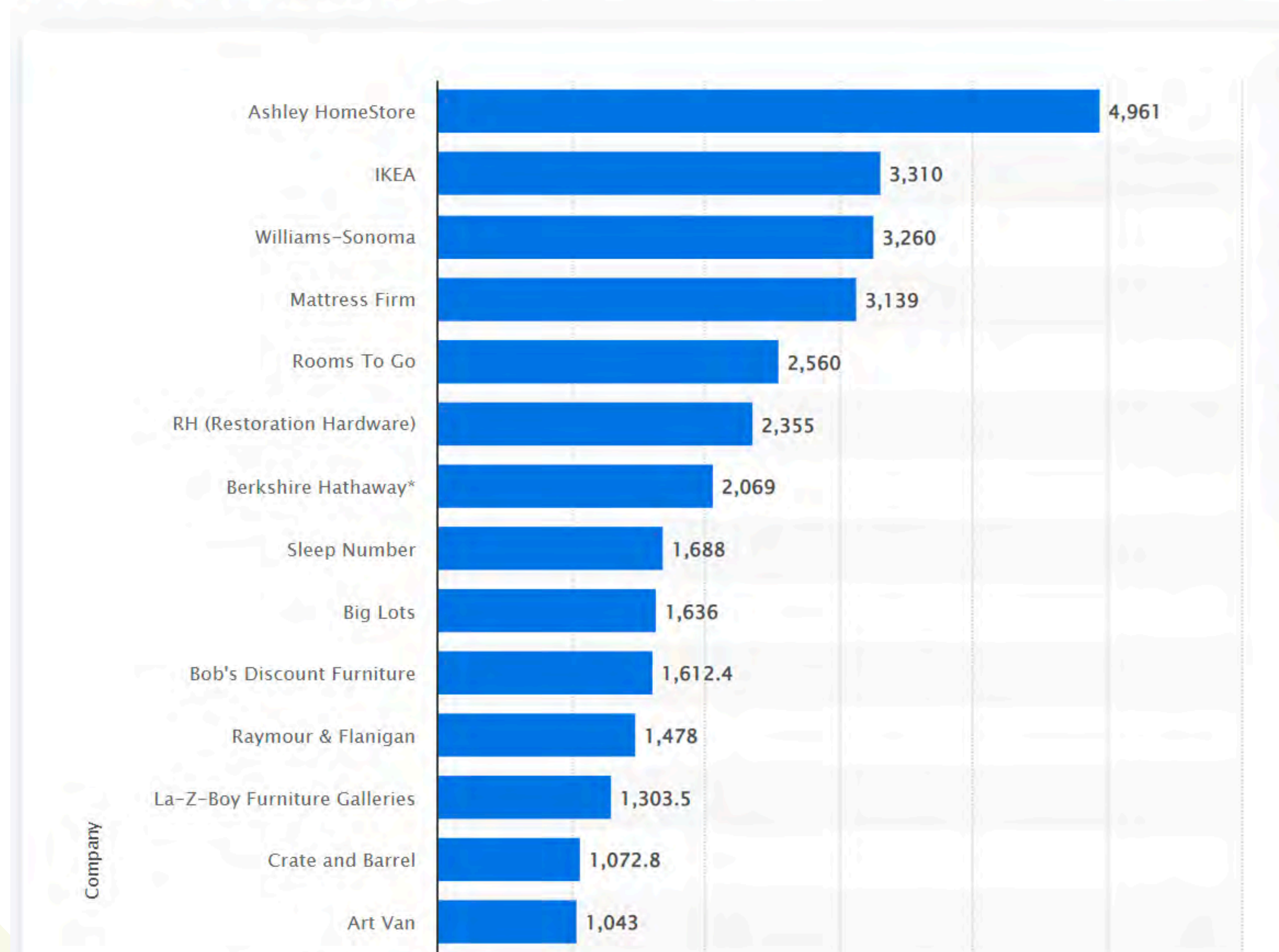
Source: Statista

Finding 2

Legacy retailers dominate the furniture market and decide what people can buy.

Source:
Survey - Furniture Today May. 25 - 31, 2020

Sales of the leading furniture stores in the United States *(in million U.S. dollars)*



Finding 3

Product customization becomes a table stake - increasing needs for personalized products

According to our research, **53% of the Top 100 U.S. retailers have a configurator** for product customization on their product pages. This number is up from 35% last year, which is a significant increase. It's clear that COVID-19 has accelerated digital transformation, prioritizing investment in features that create a seamless online shopping experience.



CHOOSE FABRIC



CHOOSE LEGS



CHOOSE SIZE



Finding 4

Sustainable movement is a trend

Consumer awareness and demand for more sustainable products is a key trend within the home and living market. Consumers want to buy products and services from companies that embrace the right approach to sourcing, employment practices and environmental impact.

Source:
IIKEA US Annual Summary 2020

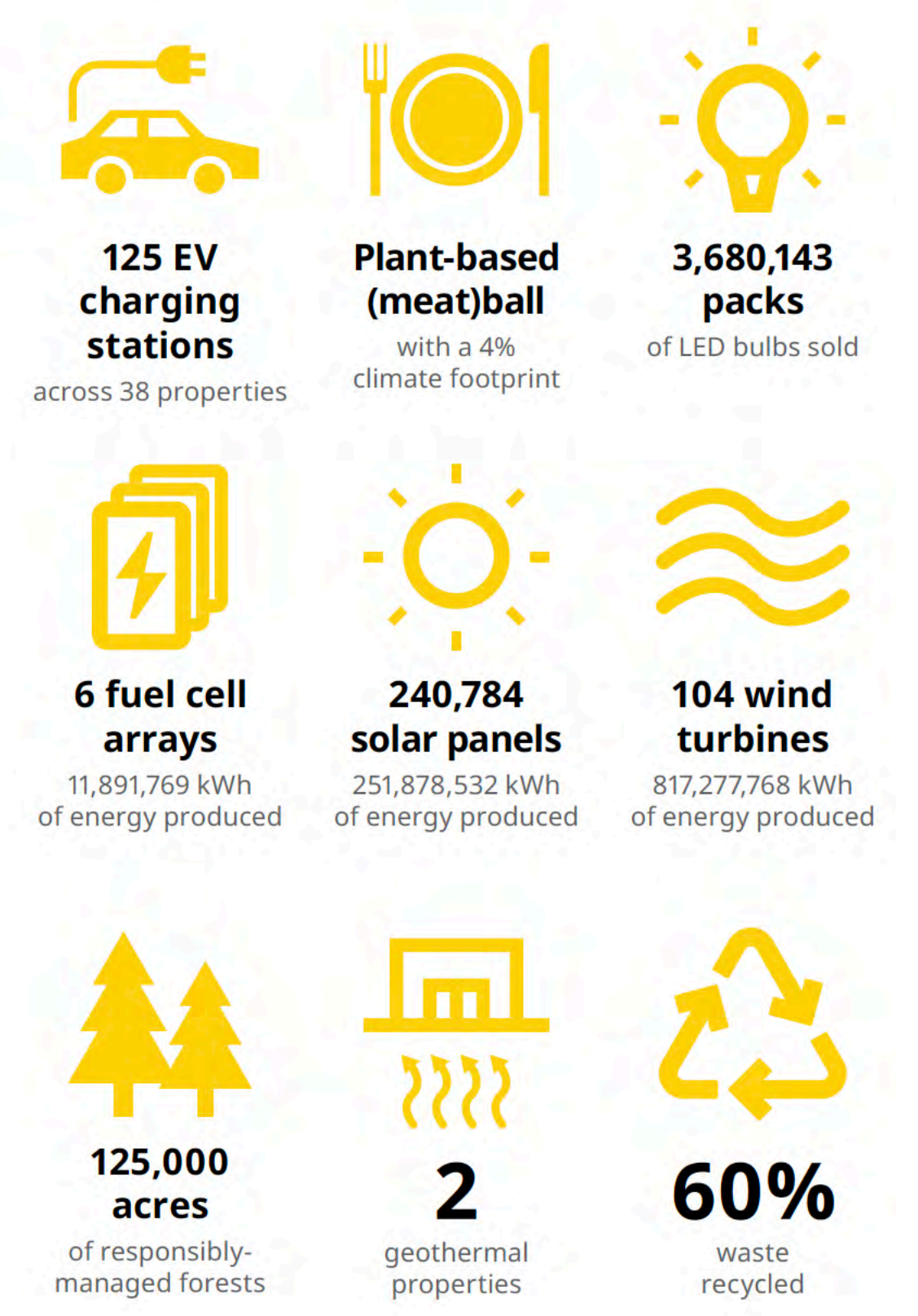


As a purpose-led brand, we aim to have a positive impact on people and the planet.

Our commitment to becoming activists on climate change became even more evident as we witnessed the devastation caused by wildfires on the West Coast.

For us, it's about balancing economic growth and positive social impact with environmental protection and regeneration.

As an example, in FY20 we produced **1,069,156,300 kWh of renewable energy**, which far outpaced the amount of energy we used in our U.S. locations.



Designer / Luxury

medley

Storage Furniture Price: 4000+
Total Visits 101.9K

ARTICLE.

Storage Furniture Price:1800+
Total Visits 2.9m



Crate&Barrel

Storage Furniture Price:1000+
Total Visits 3.6M

CASTLERY

Storage Furniture Price:1000+
Total Visits 1.7M

FLOYD

Storage Furniture Price:1000+
Total Visits 491.1k

HAY

Storage Furniture Price:1000+
Total Visits 245.9k

ALLMODERN

Storage Furniture Price:300 -500
Total Visits 3.6M



Storage Furniture Price:100+
Total Visits: 161.2m



Storage Furniture Price:200+



Storage Furniture Price:100+

Affordable

Affordable furniture brands have a larger market share compared to high-end and designer brands.





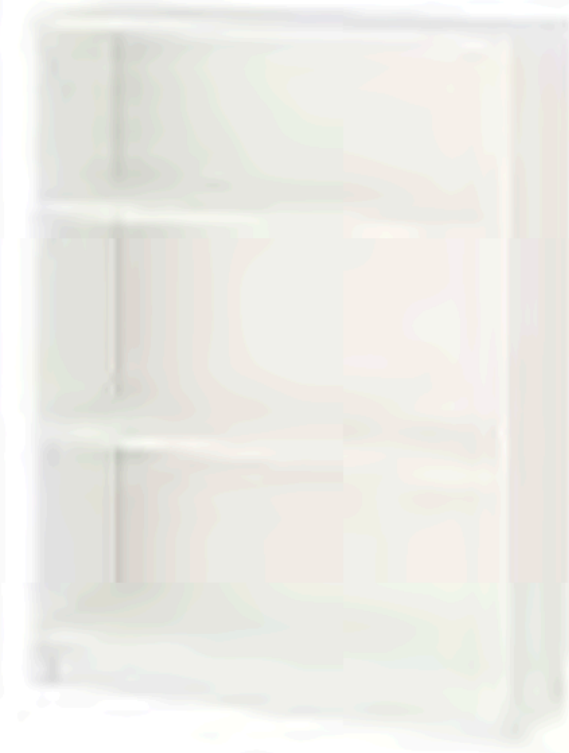


Storage Furniture Price: 100+
Total Visits: 161.2M



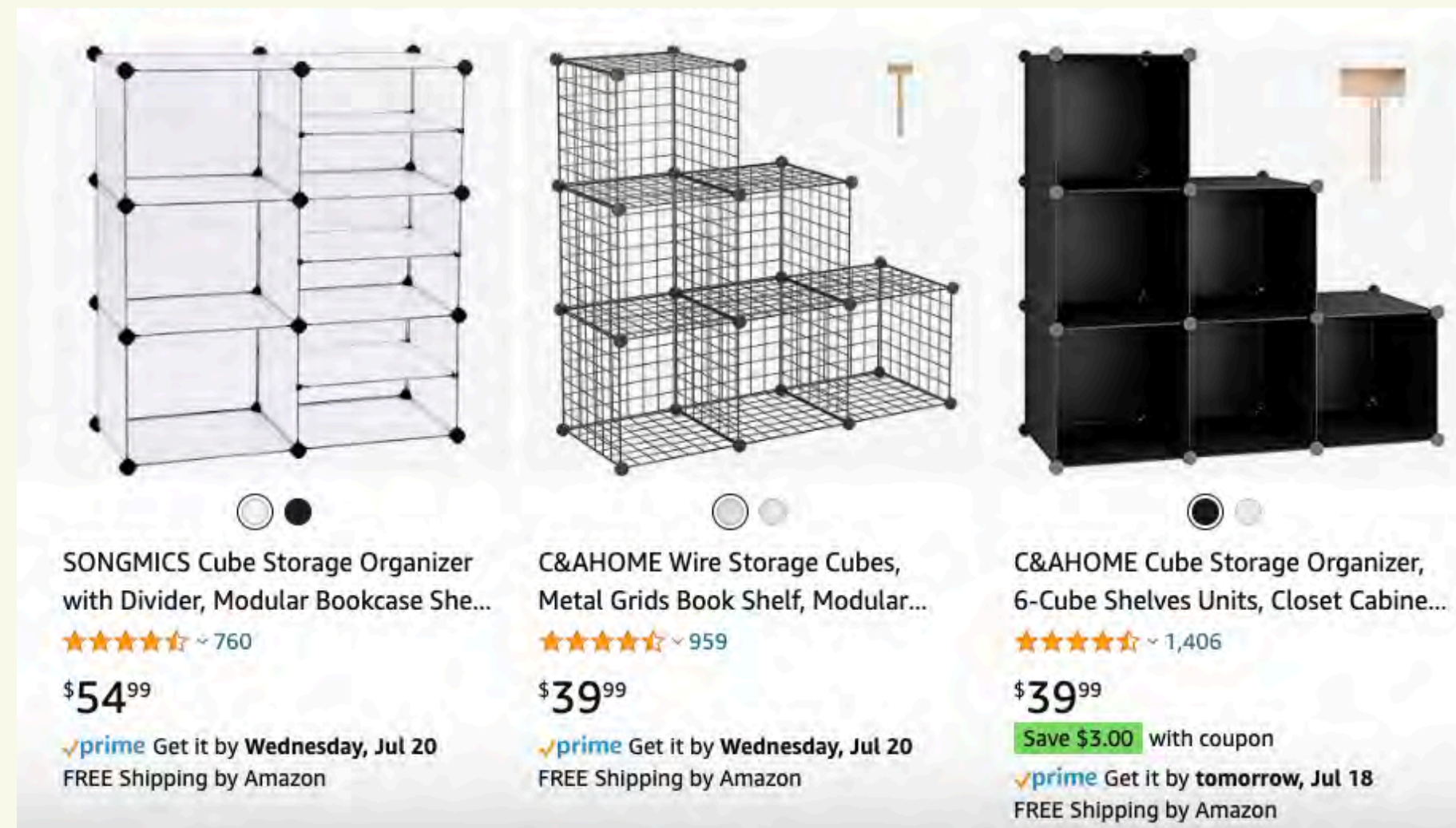
Storage Furniture Price: 1000+
Total Visits 3.6M

Consumers are less concerned about the style of their storage furniture, and more focused on the functionality. Therefore they are less willing to pay premium price for them.

				
<p>OMAR 2 section shelving unit, 23 5/8x9 7/8x30 3/8 " (60x25x77 cm) \$33.98 ★★★★★ (15)</p>	<p>BAGGEBO Shelf unit, 23 5/8x9 7/8x45 5/8 " (60x25x116 cm) \$24.99 ★★★★★ (24)</p>	<p>OMAR Shelf unit, 23 5/8x9 7/8x15 3/4 " (60x25x40 cm) \$16.99 ★★★★★ (108)</p>	<p>BILLY Bookcase, 15 3/4x11x79 1/2 " (40x28x202 cm) \$70.00 ★★★★★ (148)</p>	<p>BILLY Bookcase, 31 1/2x11x41 3/4 " (80x28x106 cm) \$65.00 ★★★★★ (104)</p>

IKEA said in 2020 that it sells a Billy every 5 seconds, which makes it approximately 6.5 million bookcases sold in a year. Also, the average price of a Billy is \$36, according to data collected from 40 countries.

There is a big price gap between affordable storage products to designer products.



Storage Furniture Price: \$50+

VS



Storage Furniture Price: \$3000+

Storage furniture design lacks creativity. Only a few cliché designs dominate the market.

The collage displays a variety of storage furniture items, including:

- Calypso Natural 90" Media Console**: CAD 2,999.00
- Calypso Charcoal Ebonized Wood 72" Media Console with Glass Doors**: CAD 2,599.00
- Tate Stone Bookcase Desk with Outlet**: CAD 1,399.00
- Tate Stone Wide Bookcases, Set of 3**: CAD 2,997.00
- Tate Stone Bookcases, Set of 3**: CAD 1,797.00
- Mid-Century Bookshelf (38")**: \$799 – \$1,498
- Reclaimed Solid Pine Floating Wall Shelves**: \$90 – \$170 (Limited Time Offer \$63 – \$119)
- Zane Bookshelf (15')**: \$399 – \$698 (Limited Time Offer \$359.10 – \$628.20)
- Nera Walnut 6 Drawer Low Double Dresser**: C\$1849
- Seno Walnut 63" Media Unit**: C\$1199
- Caliper White / Walnut Shelf**: C\$849
- Tate Walnut Storage Bookshelf**: CAD 699.00
- Tate Walnut Bookcase Bar Cabinet**: CAD 1,699.00
- Tate Walnut Bookcase Desk with Outlet**: CAD 1,399.00

Competitor Discovery





Messaging/Value Propositions

Personalized design, Built to last, Simple assembly

- Mission: You know what your home needs. We don't pretend to.
- Say goodbye to standardized furniture - Every home is different. At Tylko, we believe that yours should be filled with **perfect-fit, functional furniture that happens to look great.**
- **Sustainable** means long-lasting - Our furniture, produced from slow-growth wood from European birch forests, is so durable it will outlive the trees planted to replace it.
- Putting the **user experience** first, in order to create a product that is perfectly designed, high-quality and sustainable

Look and Feel

Neat, modern, and highly customizable

Data Review

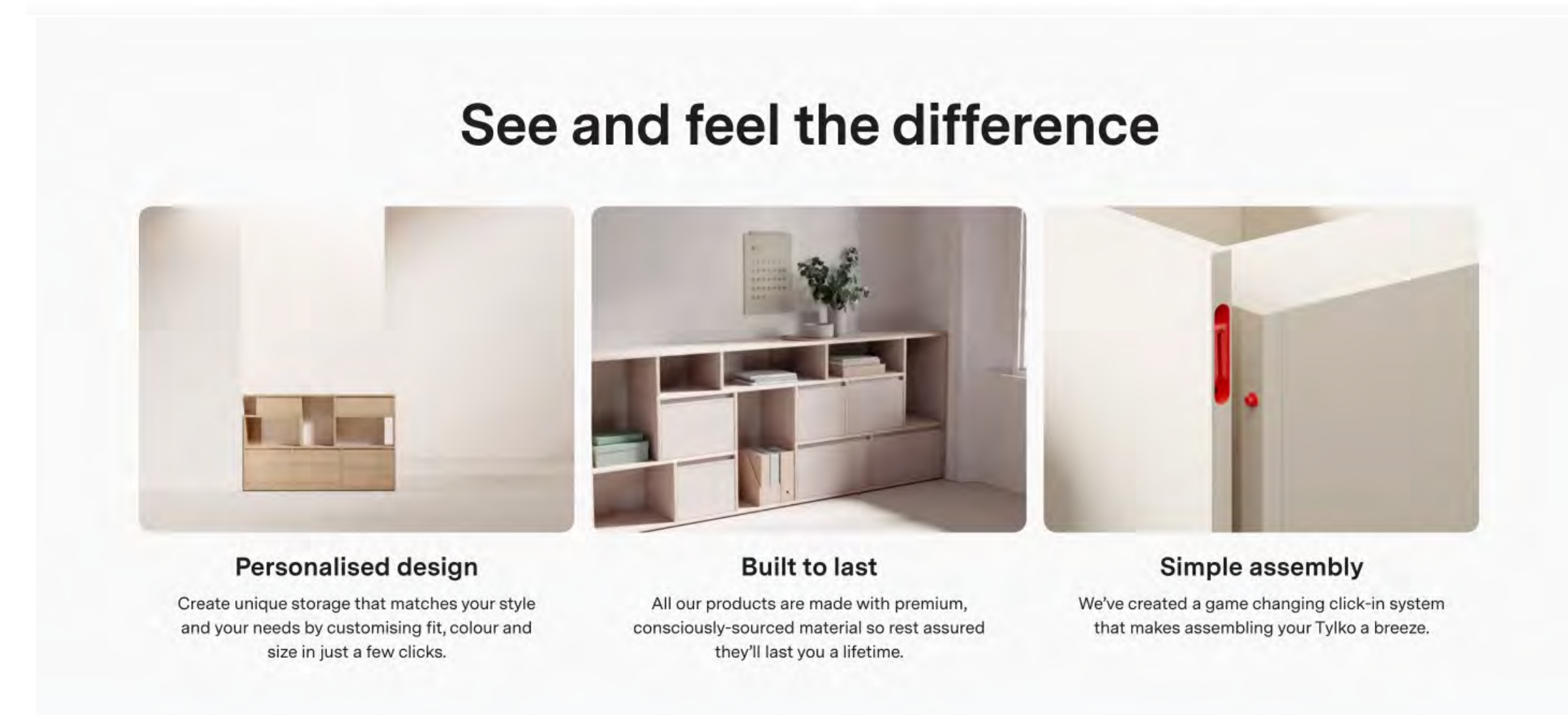
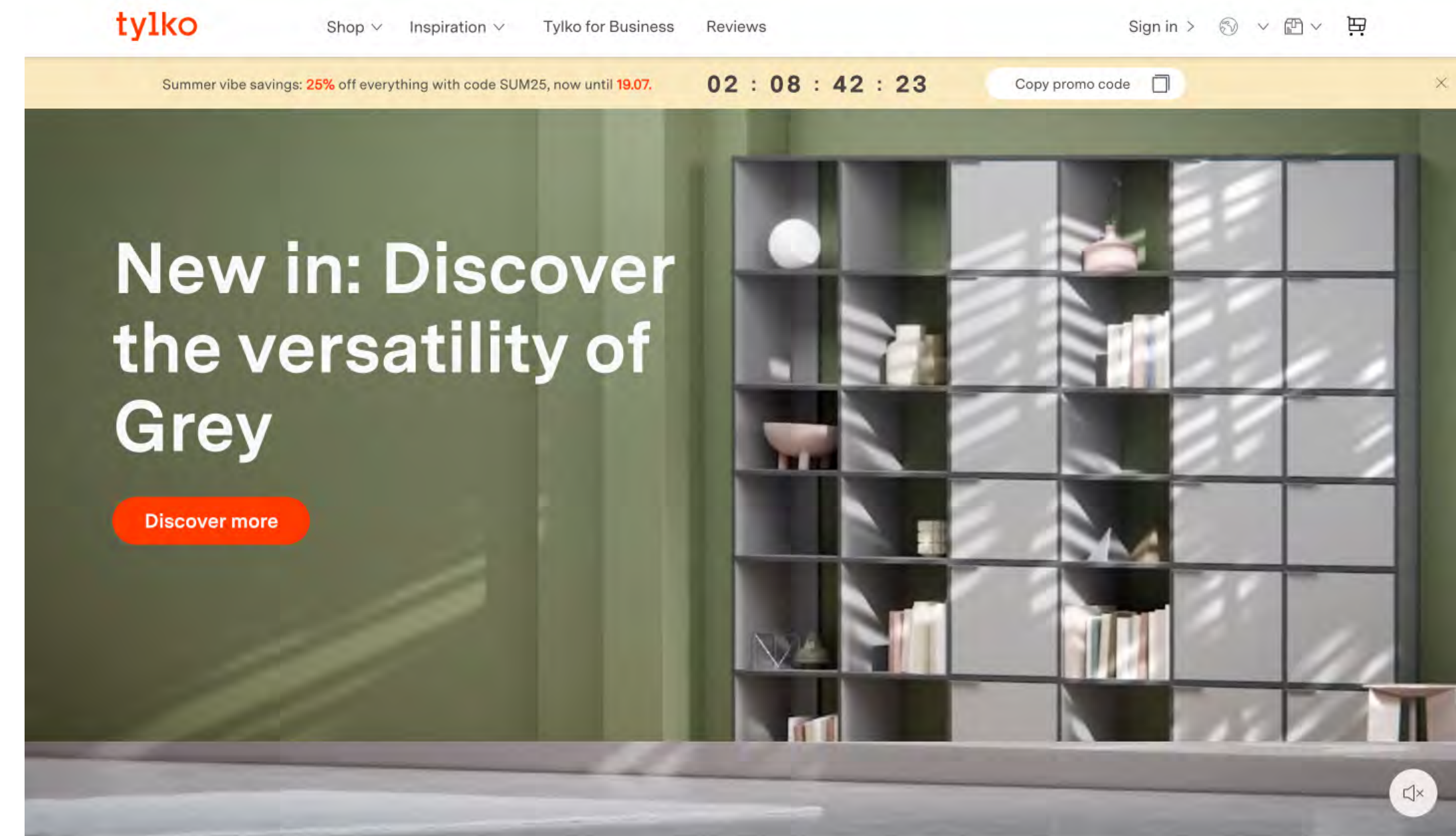
- Visit 281.7k - June 2022
- Audience Gender: Female 58.7% Male: 41.3%
- Main Traffic Sources: Direct 66%, Search 19%, Paid Google Ads 7%, Referral 4%, Social 4%
- Top Traffic Countries: Sweden, France, Germany, Netherlands, UK

Price

Short Shelf - from 480 euro

Social Media

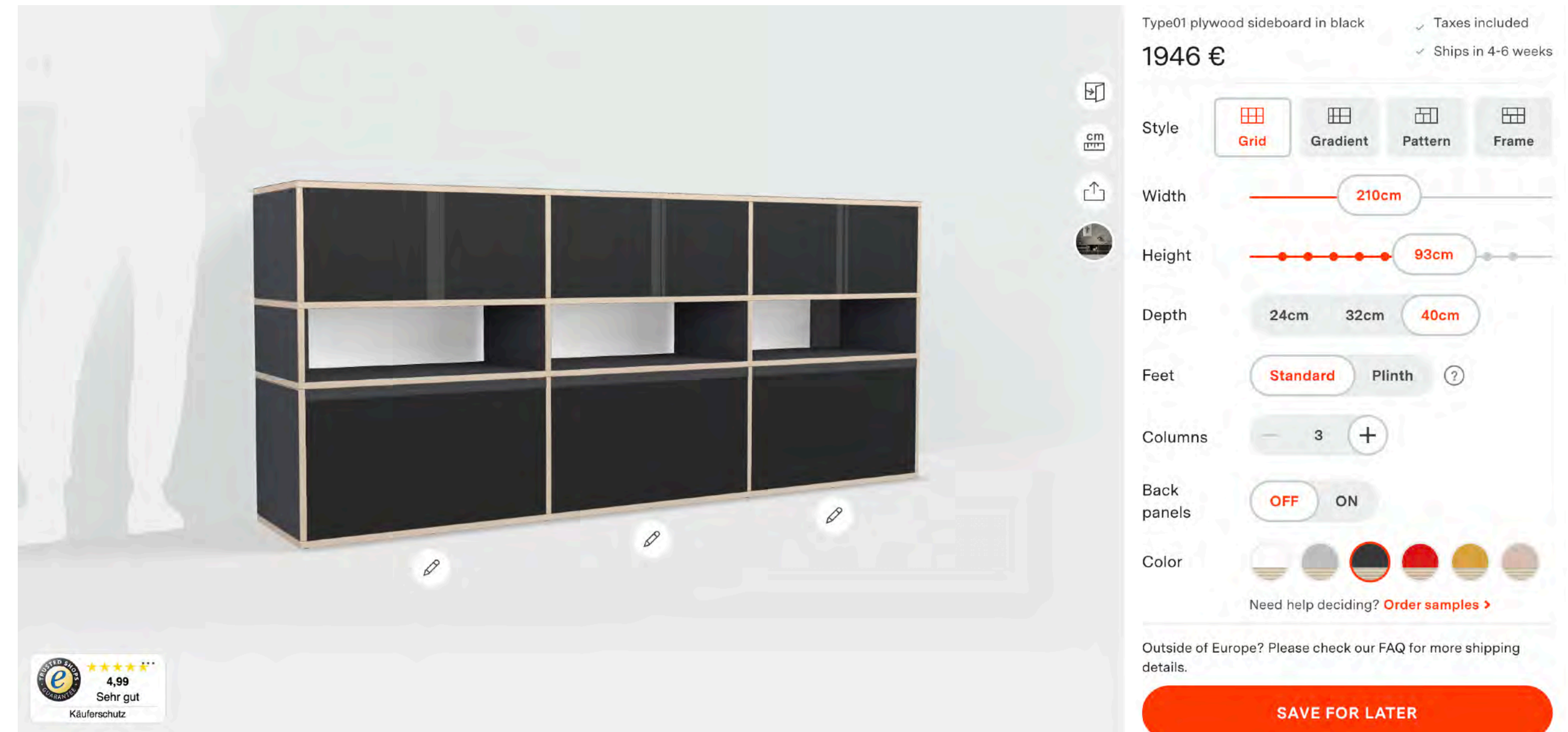
Instagram - 254k followers





Feature Highlights

- Highly customizable product page to help users set their own preferences by style, width, height, depth, feet, column, colours...
- AR, 360-degree view functions to enhance the shopping experiences
- Lifestyle images with real people to show the interaction with the furniture
- Shop by product category, room, and product line
- Journey Section - designer story to bring the brand to life
- Delivered in a flat-pack box, easy click-in assembly, 100 days to settle in
- Sample kit - 5 euro
- Review section



Montana

Messaging/Value Propositions

Making room for personality

- A family-owned company, established in 1982, leading within storage and furniture for private homes and contemporary office spaces. The company is founded by Peter J. Lassen, who is also the designer of the Montana system.
- All Montana modules are designed, developed and made in Denmark. Every day, in a small town on the island of Funen over 140 professionals work hard to uphold the highest standards of processing, painting and assembling – making sure that your Montana furniture will **last a lifetime**.

Look and Feel

Colourful, young, energetic, Danish

Data Review

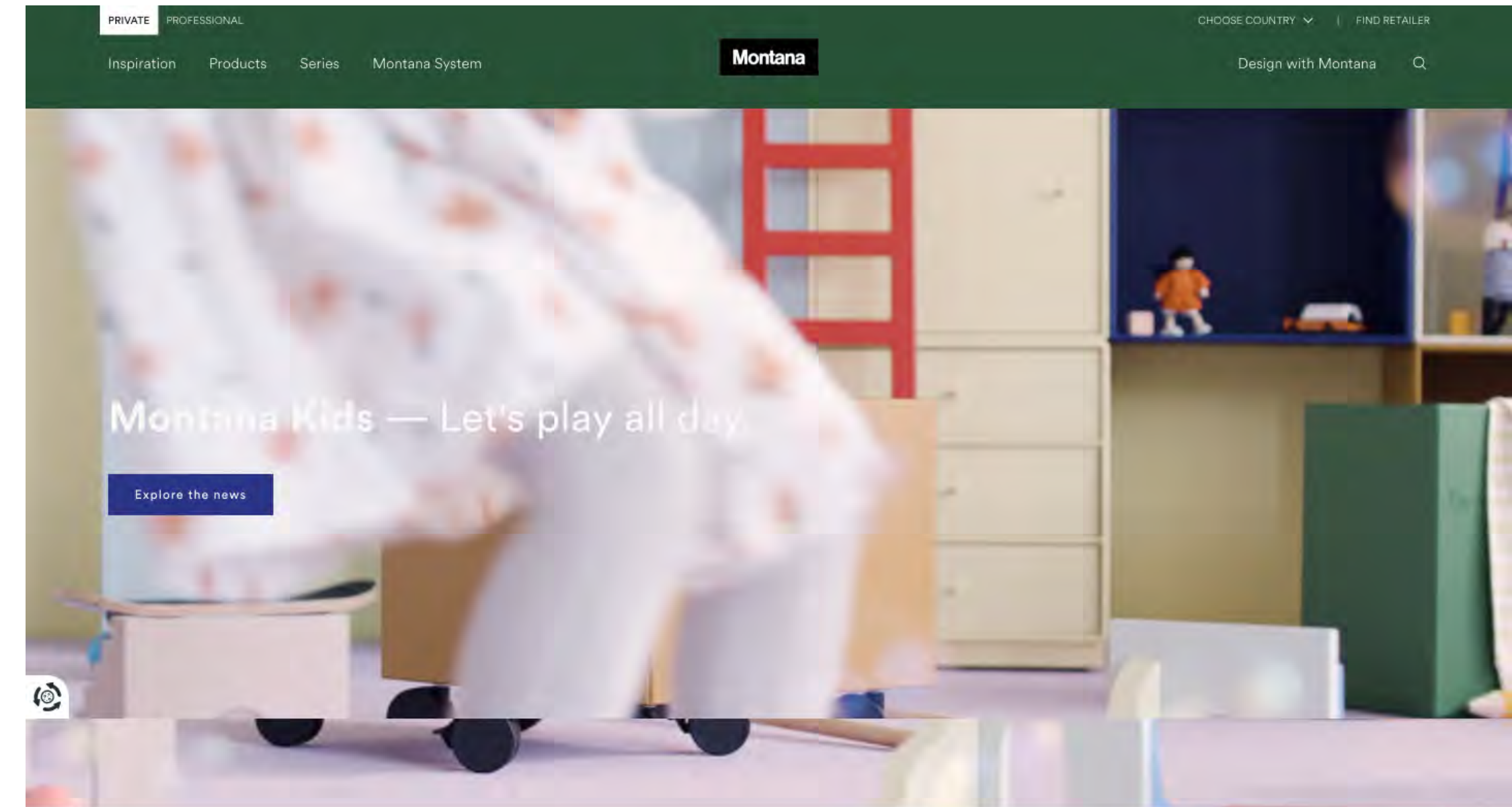
- Visit 15.4k - June 2022
- Audience Gender: Female 57.35%
Male: 42.65%
- Main Traffic Sources:
Direct 63%, Google Organic 22.4%,
Paid Google Ads 7.7%,
Remodelista.com 7%
- Top Traffic Countries:
Denmark, US, UK, Germany, India

Price

Short Shelf - from 600 euro

Social Media

Instagram - 171k followers



Explore the endless possibilities.
36 modules, 4 depths and 42 colours.



Shelving Systems



Cabinets and storage



TV furniture



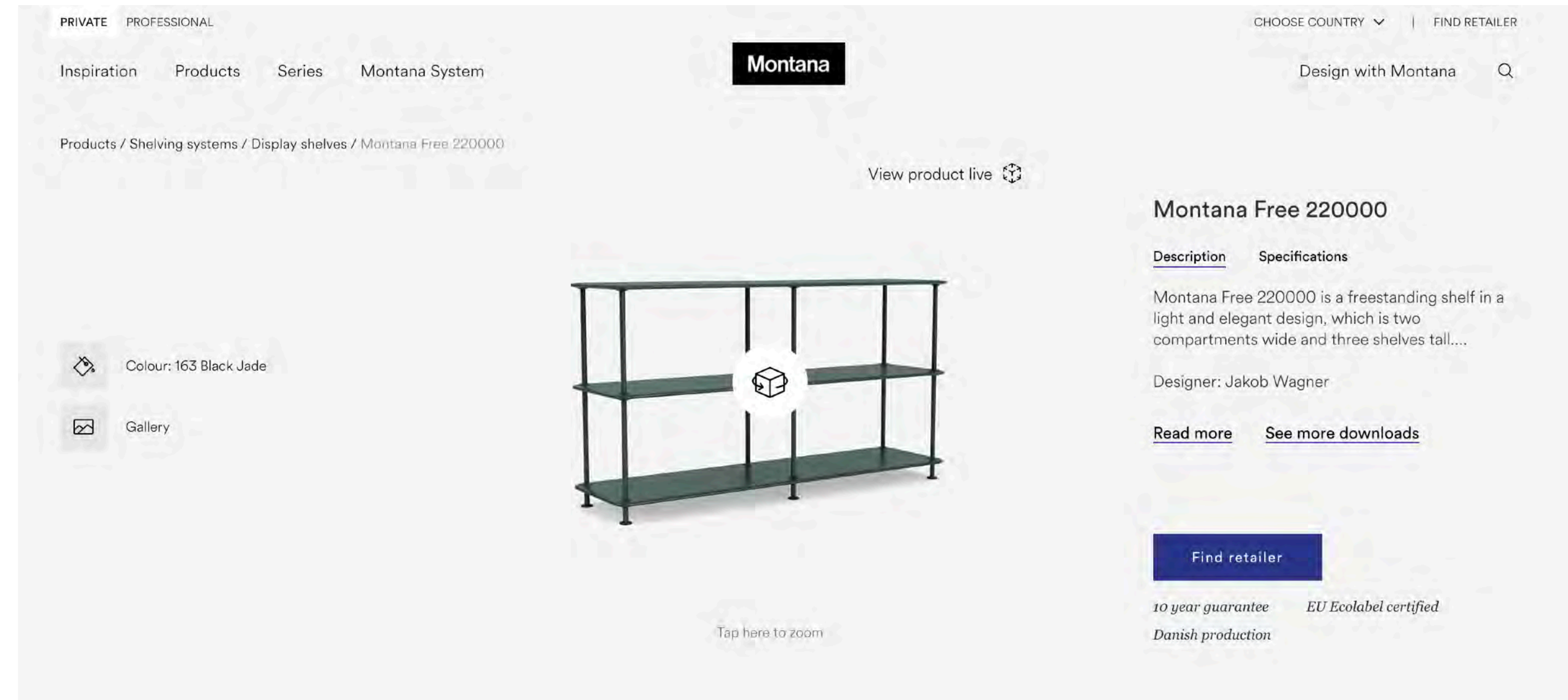
Tables, chairs and benches

Montana

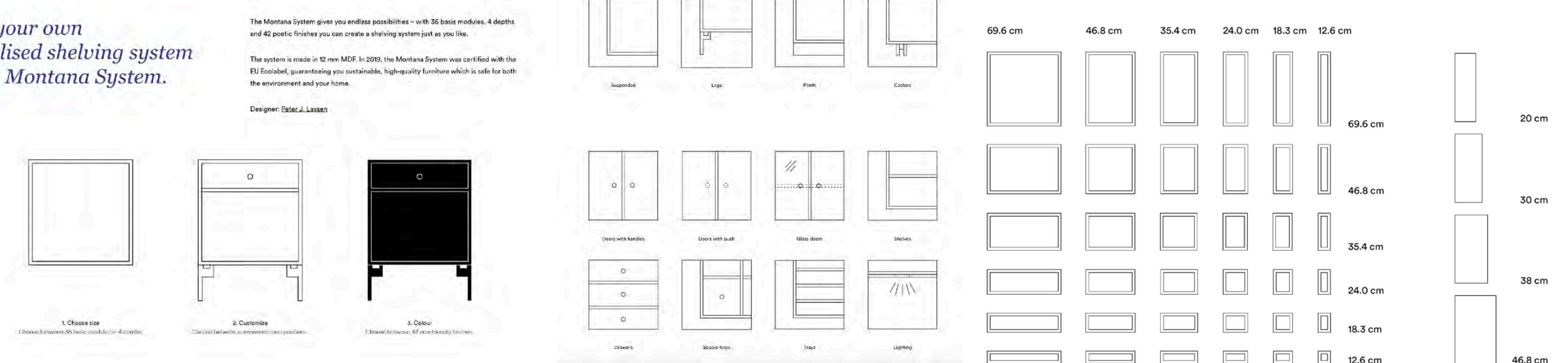
Montana System

Endless possibilities with 36 modules, 4 depths and 42 finishes

- Drawing app to build your own unique Montana composition, find prices, and send your drawing ID to a retailer.
- 360-degree view functions to enhance the shopping experiences
- Lifestyle images with real people to show the interaction with the furniture
- Inspirational home section to show how the furniture is stylized in real space
- Show the use cases in different spaces - living room/ bedroom/kids/home office
- 10-year guarantee, EU Ecolabel certified, Danish production



Design your own personalised shelving system with the Montana System.



FLOYD

Messaging/Vale Propositions

To make beautiful, durable, sustainable furniture that customers can take with them from studio apartment to single-family home.

- Committing to becoming one of the first carbon-neutral furniture brands.
- Stop throwing so much furniture away. Like Ikea, the Detroit-based startup lets customers build (relatively) inexpensive pieces themselves but Floyd's furnishings are meant to last for the long run.
- If part of it breaks, we can replace each part.
- We gave our customers ownership to create a product and offered some variability in that you can move with it and throw it in the bag. You buy something with us and you'll move with it. It will grow with you. It's built to last.

Look and Feel

Young, modern, bright, energetic, environment-friendly, dynamic, easy to shop

Data Review

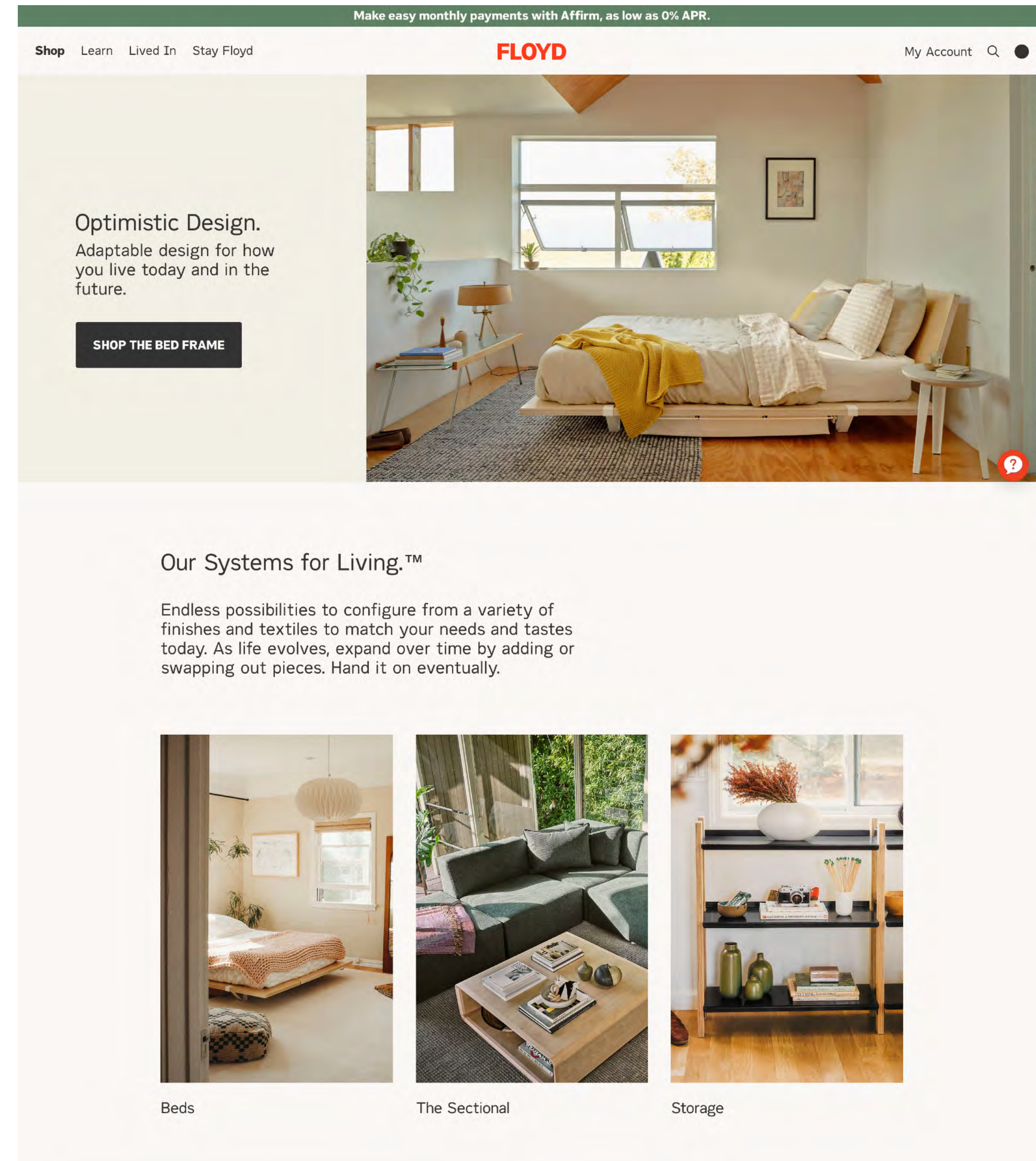
- Visit 453.4k - June 2022
- Audience Gender: Female 74.3% Male: 25.7%
- Audience Age: 25-35 43%, 35-44 23%, 45-54 15%
- Main Traffic Sources: Direct 58%, Referral 19%, Search 16%, Social 5%, Paid Ads 2%
- Top Traffic Countries: US (97%), Canada (1.44%)

Price

Two short shelving - \$1350
One tall shelving - \$1075
Media console - \$593+

Social Media

Instagram - 145k followers



FLOYD

The Shelving System


Probably the world's most modular shelving system. When it comes to modularity, the limit does not exist. Start with one Shelf and add expansion units and add-ons to build a shelving system that works perfectly in your space – either now or in the future.

Feature Highlights

- Highly customizable product page to choose the height, style, colour, and wood type.
- Very easy shopping experience - only one product per category. No need to view hundreds of products instead people can customize based on their own preferences.
- “Lived in” section that includes customer interviews, behind-the-scenes stories and space optimization tips.
- “Stay FLOYD” collaborates with Airbnb to furnish the Floyd furniture in the favourite Airbnb home. “Floyd goes with anywhere — in any kind of space, with any style. We wanted you to be able to see Floyd where it’s really meant to be, in a home.”


The Shelving System

\$1075 Starting at \$90/mo with [affirm](#) [Prequalify now](#)




CONFIGURATION


Tall Shelving




Short Shelving




Special Shelving



Combination Shelving




SHELF COLOR



Black

WOOD TYPE



Ash


Dimensions & Materials +

FAQ +

Shipping & Returns +

Reviews ★★★★★ +

ADD TO CART \$1075

 Estimated delivery time 2-9 days



Messaging/Vale Propositions

Leading digitally native lifestyle brand in home.

- MADE's e-commerce platform provides an inspiring and seamless **customer experience**, while its asset-light vertically integrated model allows for scalability.
- Our mission is to **make high-end designer furniture and homewares accessible to everyone**.
- We're contemporary, agile and relevant. Daring, playful and unexpected. Obsessive about colour, material, detail and function. We embrace the unique and reject the generic. Elevate the ordinary, and celebrate the statement.
- We're a rich design ecosystem. The destination to complete your dream home. A platform that **supports creation** and curation; featuring the best in up-and-coming and world-renowned talent, independent brands, and pieces by our own in-house team.
- Business model - MADE's business model is centred around a **flexible asset-light supply chain**, vertically integrated across all functions and processes, covering the entire product lifecycle from product development and sourcing (including concept design, development, production and ordering) through to global shipping, warehousing and home delivery.
- Design - 9 new collections launching on average every week and around 40% of its range renewed each year, consisting of over 6,000 curated furniture and homeware products. To create its product range, MADE partners with over 150 established and up-and-coming designers, artists and collaborators.

Strategy

- Invest in operational excellence
- Invest in brand awareness
- Scale curated homewares platform
- Further international expansion

Look and Feel

Modern, trendy, young, the feeling you can find everything on the site

Storage Product

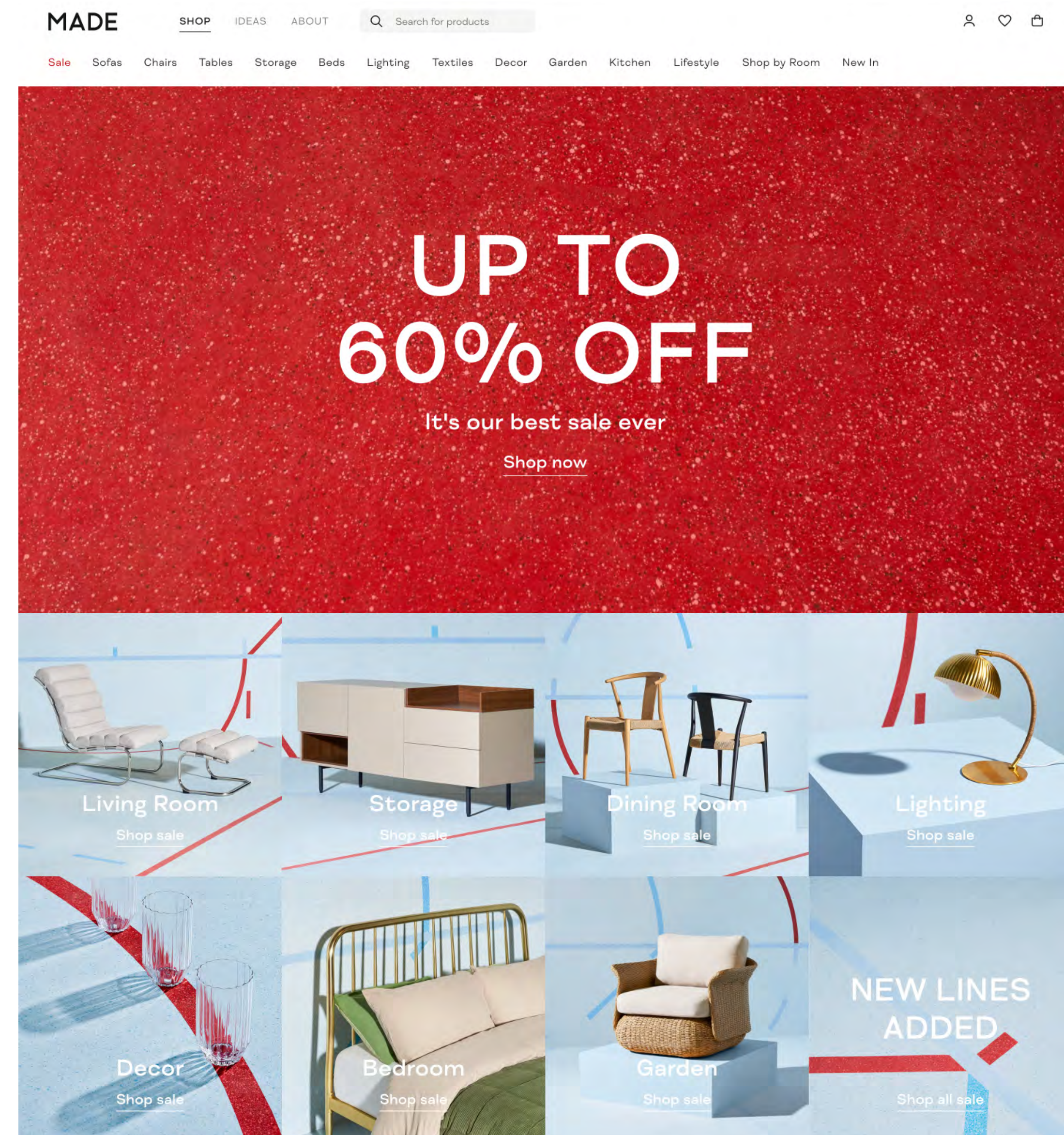
Tones of products to choose from, but the customization function is limited.

Price

TV Stand: from 180 pound

Social Media

Instagram - 1.7m followers



ARTICLE.

Messaging/Vale Propositions

Article is the easiest way to create a beautiful modern space.

- Our mission is to make great style easy, long-lasting and well-priced
- The business model is very similar to MADE - manufacture direct to consumers e-commerce brand
- Modern furniture at fair prices, free shipping, 30-day satisfaction guarantee, customer service

Look and Feel

Modern, polished, clean, Mid-century

Growth Strategy

- Being data driven and customer focused
- Build a low damage rate and efficient supply chain
- Use reviews and user-generated content to provide social proof of the quality of their products

Data Review

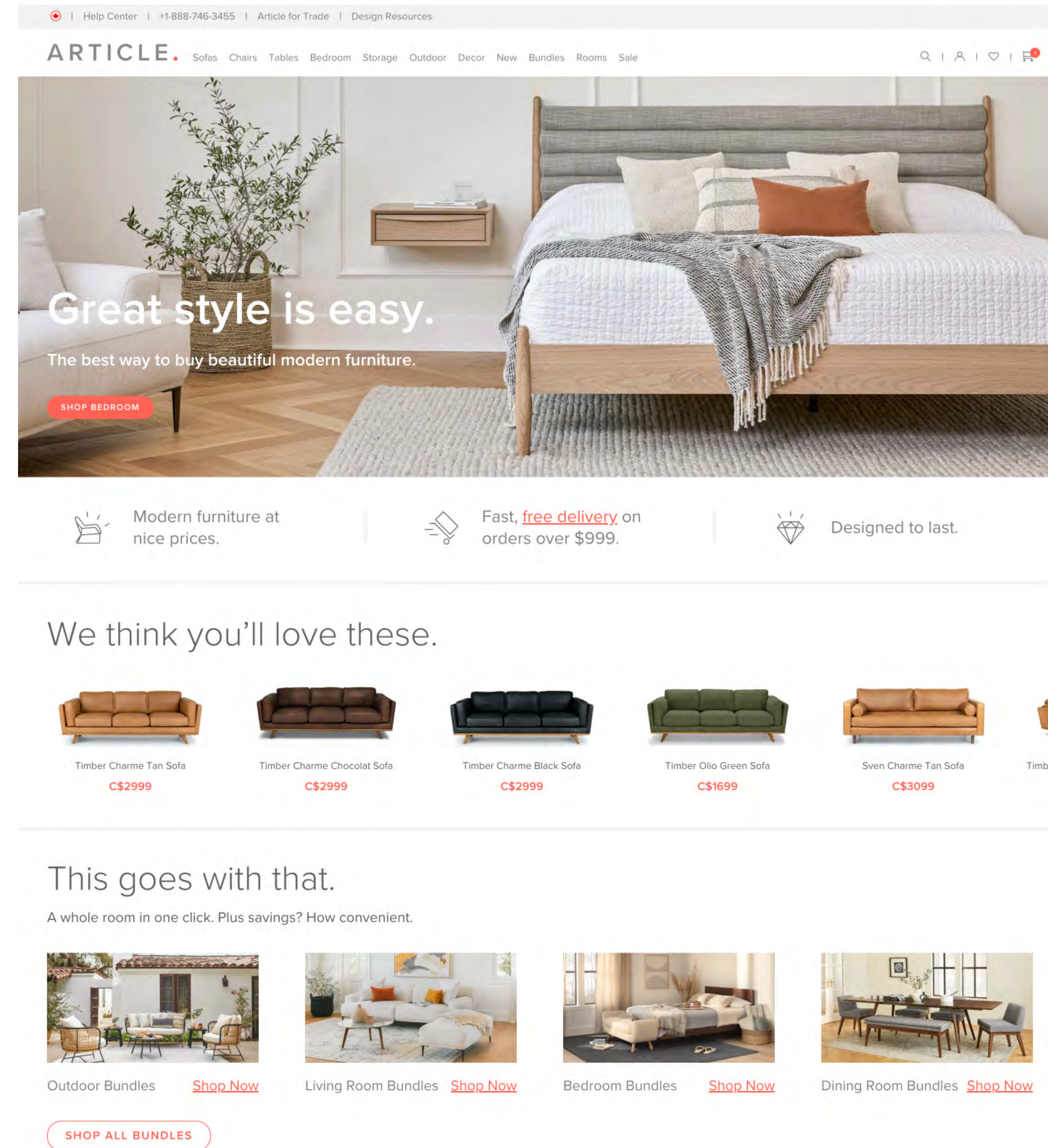
- Visit 1.7m - June 2022
- Audience Gender: Female 65% Male: 35%
- Audience Age: 25-35 28%, 35-44 20%, 45-54 16%
- Main Traffic Sources: Direct 81%, Search 11%, Paid Ads 3%, Referral 2%, Social 2%
- Top Traffic Countries: US (81.4%), Canada (13.7%), Germany (1.8%)

Price

Storage dresser unit: \$1800+

Social Media

Instagram - 967k followers





Messaging/Vale Propositions

Strives to make good, quality design accessible to the largest possible audience at affordable prices.

- **OUR VISION**
HAY has always believed that **good design** is everyone's right.
- **How we work**
At HAY, everything we make draws from three primary sources of inspiration: **art, architecture, and fashion.** We have always paid close attention to and been inspired by our surroundings, and putting our finger on the pulse of contemporary culture is how we keep pace with the world around us.
- **What we do**
We are **inspired by the realities of life today**, in which traditional divides between personal and professional spaces are more fluid, so our furniture, lighting, and accessories can be used in a diversity of environments and suit many needs. From a toothbrush to a paper bin to a sofa, HAY products always offer a fresh take on the quotidian objects that are **part of our everyday.**

Look and Feel

Simple, innovative, industrial, Danish Design-focused, fun, artistic, professional

Storage Product

- Woody shelving (many personalized options):
4 styles, 2 finishings, 3 colours
- New order bookshelf:
11 styles with different height and storage options to choose, 2 colours options

Price

Short shelf - \$386.75 (one column)

Short shelf - \$1015.75 (three column)

Social Media

Instagram - 1.7m followers

The screenshot shows the HAY website interface. At the top, there is a search bar and the HAY logo. Below the logo is a navigation menu with categories: Furniture, Lighting, Outdoor, Kitchen & Tabletop, Decor, Organization, Rugs, Bed & Bath, New, Gifts, and Sale. A breadcrumb trail reads 'HOME > LIVING WITH HAY ALFRED BRAMSEN'. A 'JUMP TO ALL PRODUCTS' button is visible in the top right. The main content area features a large image of a kitchen counter with a blue toaster, a pink kettle, and a yellow pitcher. Below this image is the heading 'LIVING WITH HAY' and a short paragraph: 'For illustrator and creative consultant Alfred Bramsen, a color-filled apartment in London's Hackney borough is home. Bramsen welcomed us into his space to chat about his personal style, inspiration, and how he celebrates his love of color with HAY.' Below this is another image of a woman sitting on a sofa in a living room. To the right of this image is the heading 'STYLE SOURCE' and a paragraph: 'Inspired by his hometown of Copenhagen and his favorite travel destination, Japan, Bramsen has cultivated a distinct personal style - evidenced by his fashion and interior design taste. Throughout his home, bold, vibrant designs are underscored by simplicity. Above, the colorful yet understated Sowden Toaster and Kettle bring saturated hues to Bramsen's kitchen.' At the bottom right of the living room image is a link: 'SHOP KITCHEN & TABLETOP'.



Messaging/Vale Propositions

Beautiful design that works well and lasts long; modular design is the innovative foundation of our furniture

- Normal was never good enough. Frustrated by compromises between **quality, affordability, and convenience**, our founders started Burrow with a new approach to furniture.
- To set a new standard, we had to focus on three fundamental changes: a modular platform, a focus on function and fashion, and an investment in community and experience.
- We started Burrow because it felt like no one in the furniture industry was listening. Legacy retailers churned out one trendy, flimsy product after another, and the second they had your cash, you were on your own. But like we said, we're not a normal furniture company. We're committed to designing a different experience, something completely new that's not just created for you, but with you.

Look and Feel

Modern, Mid-century

Storage Product

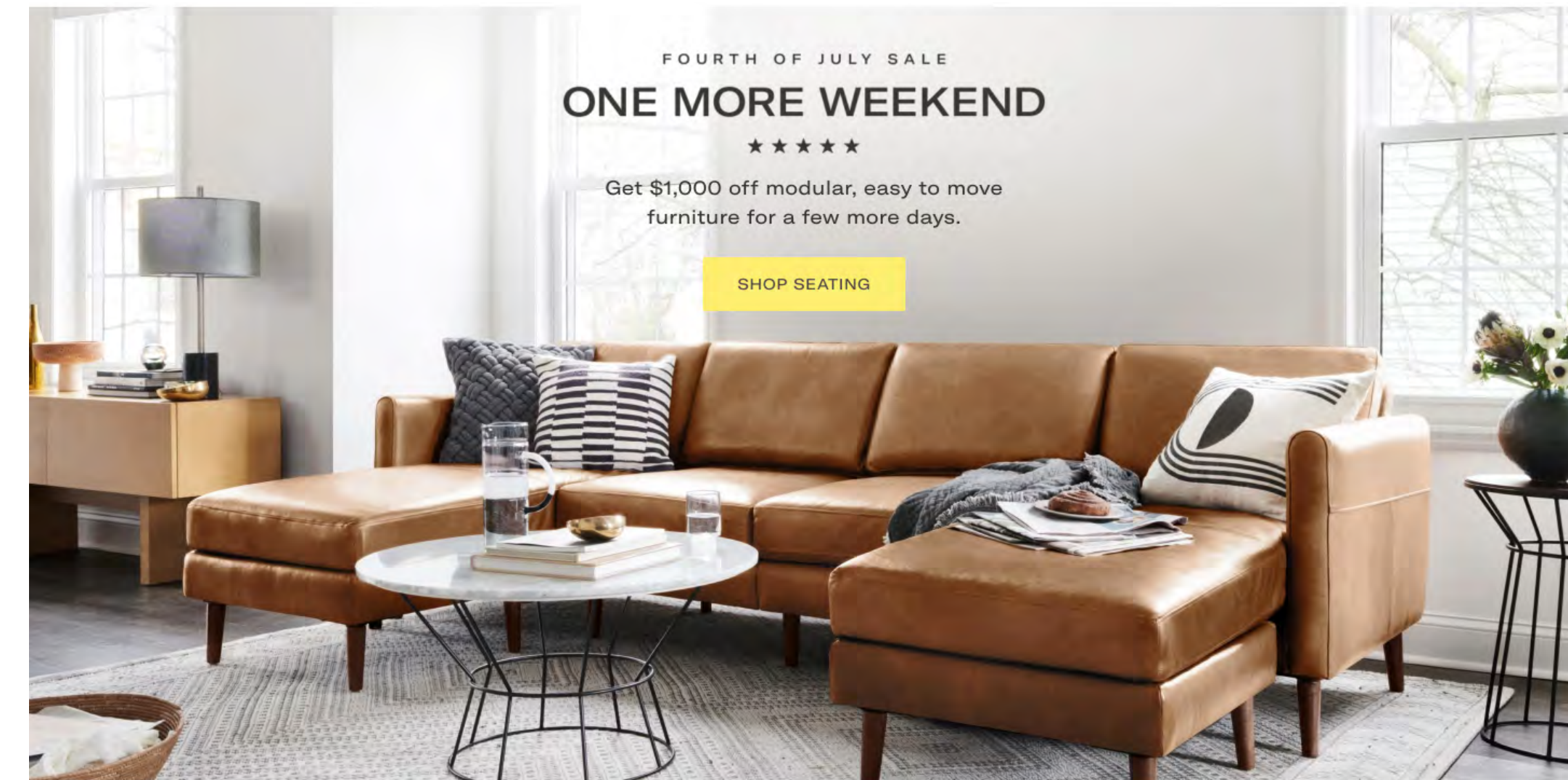
Wall shelf - can choose you own size and colour

Price

Small wall shelf: \$395

Social Media

Instagram - 111k followers



Clever designs, delivered free



OPEN SPACES

Messaging/Vale Propositions

- After a long day of urgent emails, meetings, and calls, we do everything we can to slow down and focus on the important things, such as friends, loved ones, hobbies, and rest.
- Enjoy everyday life
- The main products are small and cute organizers - focus on the small objects

Look and Feel

Cute, artsy, young

Storage Product

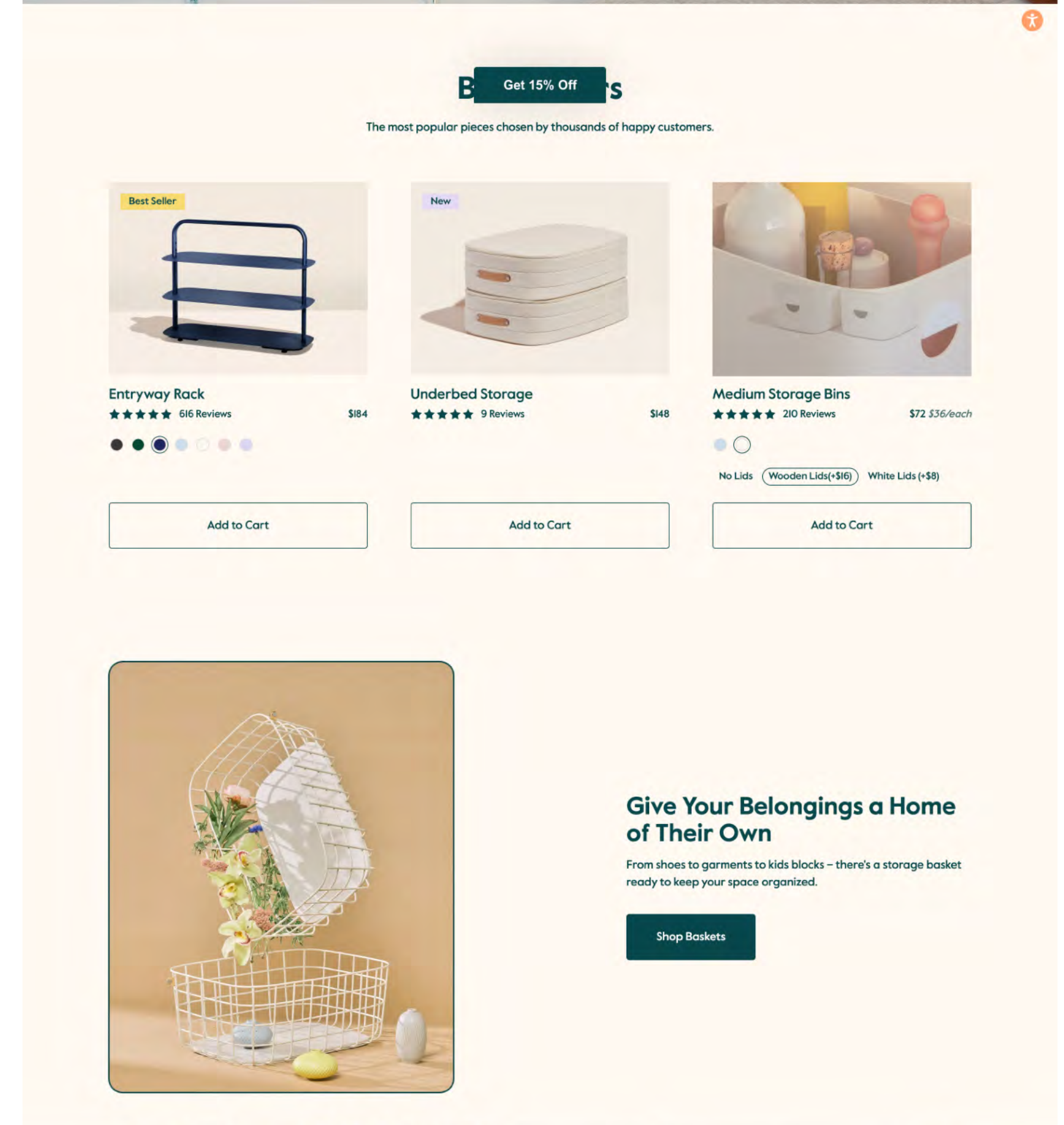
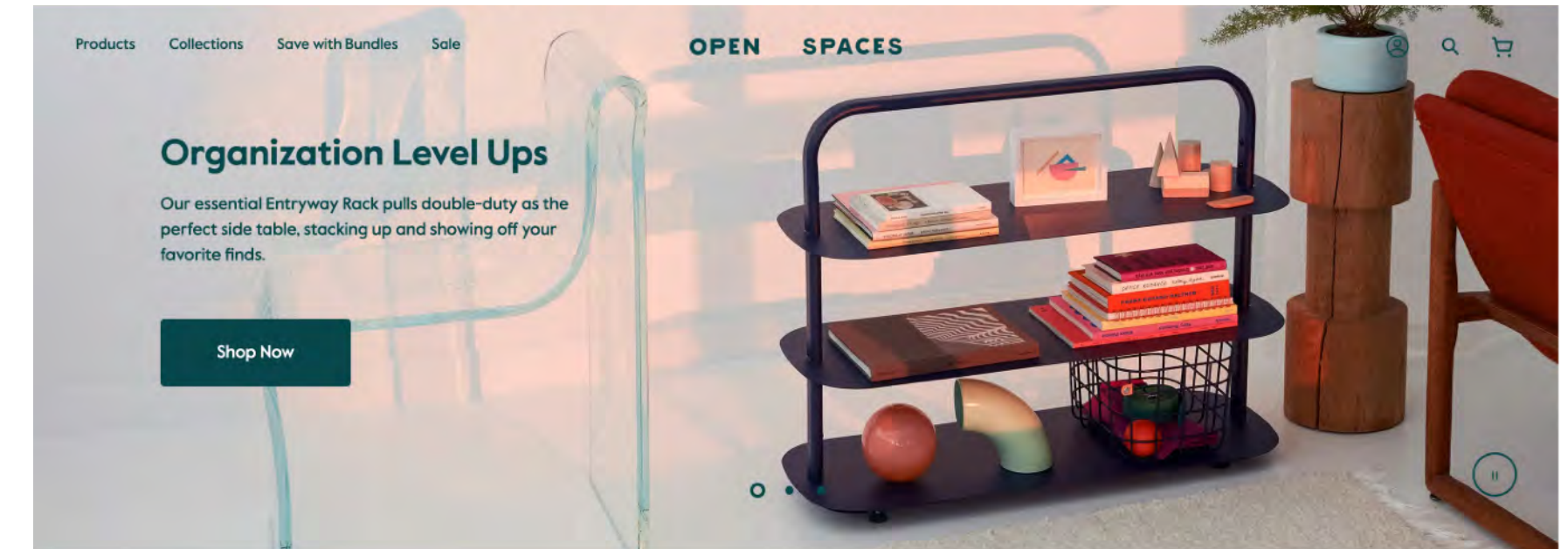
Shoe Rack and a lot other small storage organizers

Price

Small wall shelf: \$184

Social Media

Instagram - 105k followers



Designer / Luxury

ARTICLE.

Storage dresser unit: \$1800+
Instagram - 967k followers

FLOYD

General Brands

Two short shelving - \$1350
Instagram - 145k followe

HAY

Short shelf - \$1015.75 (three columns)
Instagram - 1.7m followers

Storage Focused

Montana

Short Shelf - from 600 euro
Instagram - 171k followers

tylko

Short Shelf - from 480 euro
Instagram - 254k followers

BURROW

Small wall shelf: \$395
Instagram - 111k followers

MADE⁺

TV Stand: from 180 pound
Instagram - 1.7m followers

Affordable

OPEN SPACES

Short Shelf - from \$150
Instagram - 105k followers

Summary

Brand Value

1. Exceptional design style - look great
2. Good quality, durable, long-lasting
3. Personalized - highly customizable
4. Functional
5. Sustainable

Key Highlights

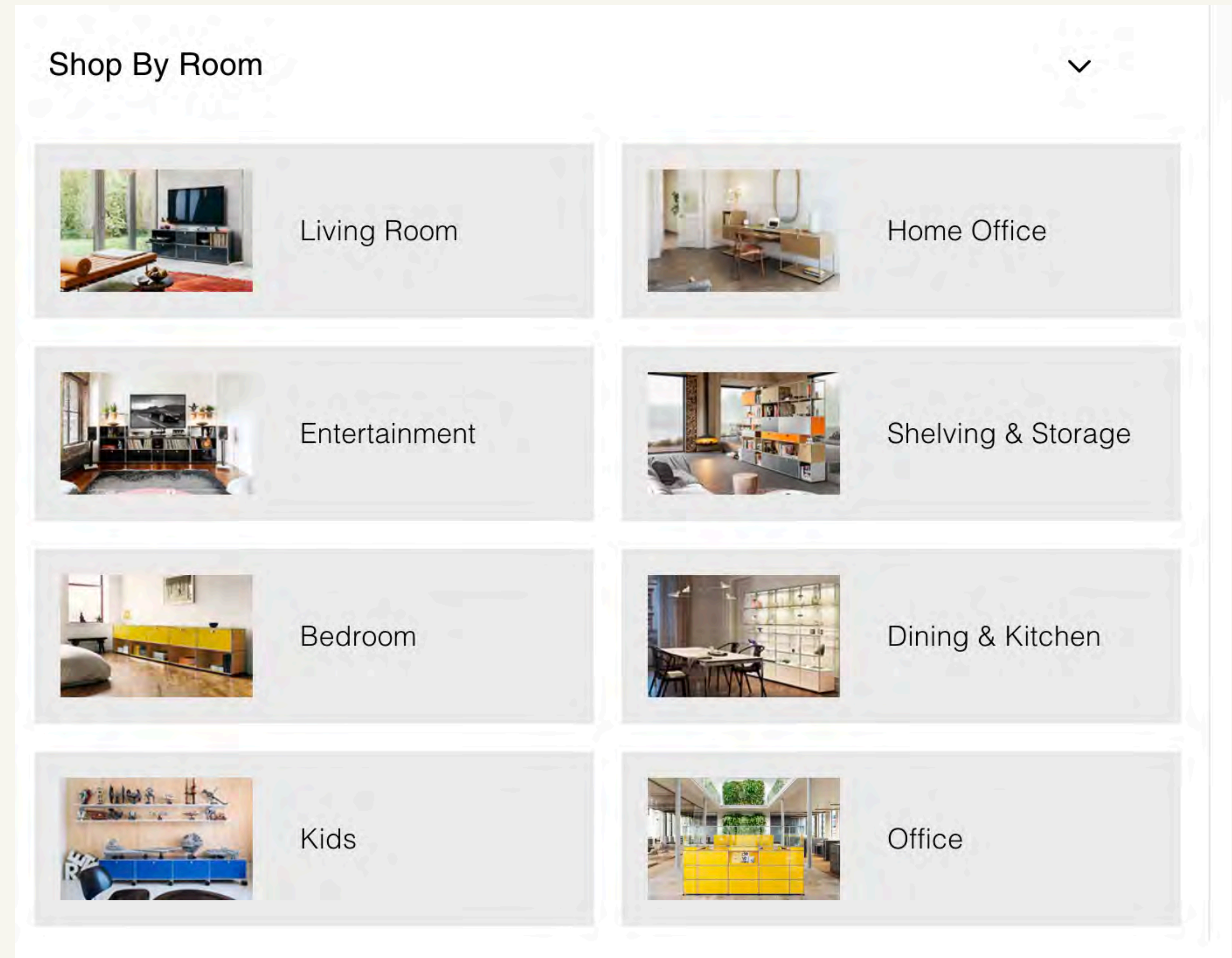
1. Focus on the shopping experience - highly customizable product page
2. Lifestyle images to showcase how the furniture can be used in real home setting
3. Shop by space to help customers to picture the different use cases
4. Blog section to build the community
5. AR, 360-degree view feature to enhance the shopping experience

Users Discovery



Storage Furniture Needs of A typical North American Household

1. Living room/great room - TV and entertainment units
2. Dining room - sideboard
3. Entry - shoe rack, organizer, closets
4. Kitchen cabinets and pantry
5. Laundry room and bathroom cabinets
6. Home Office - Book shelves, filing cabinets, filing storage
7. Master bedroom - closets, dressers, nightstands
8. Kids bedrooms - closets, dressers, nightstands



North American Household Annual Spending on Furniture

\$534 on average in 2020.

**Households with income of over
\$200,000 spent an average of \$1,420
on furniture in 2020.**

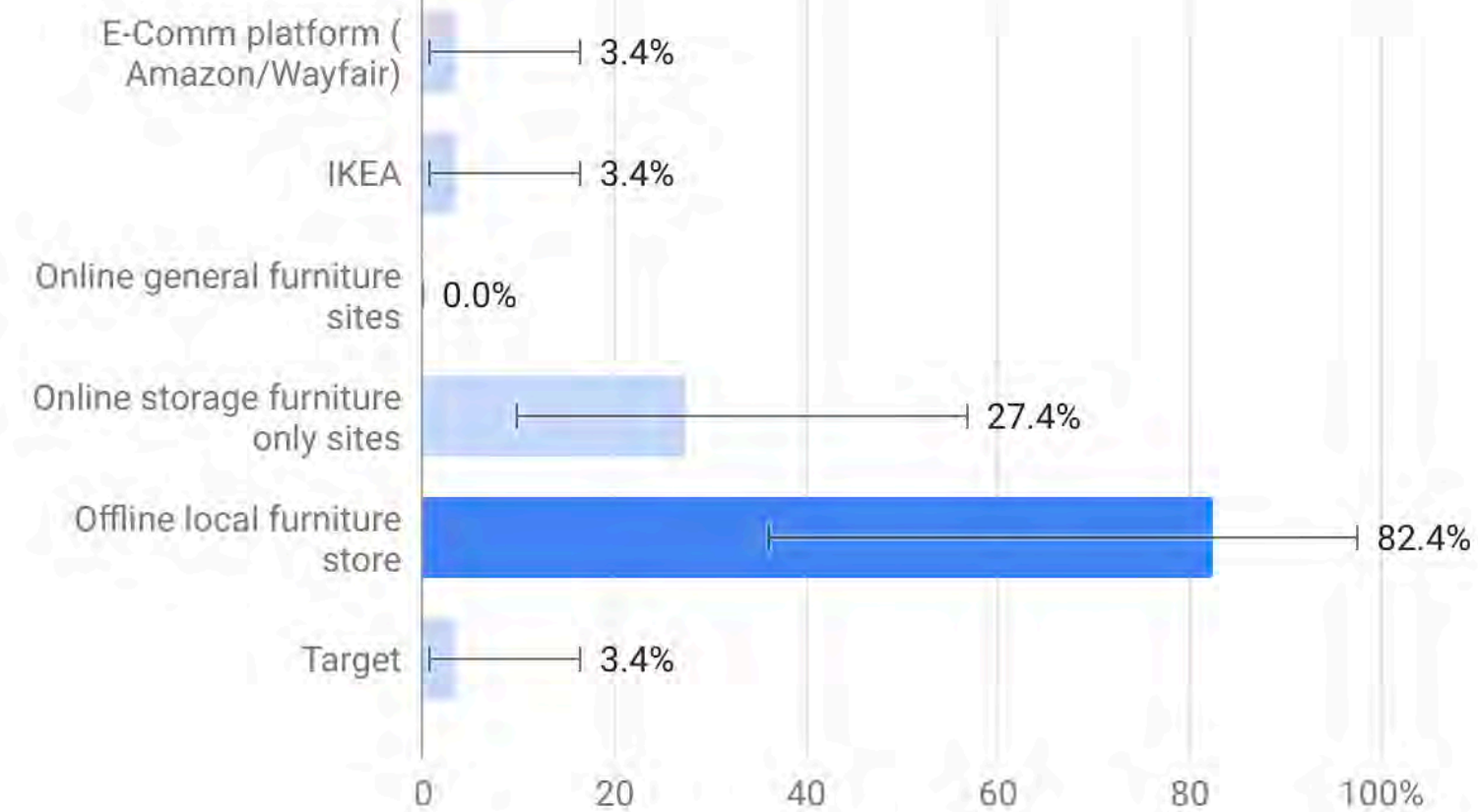
Survey

- Audience:
Users on websites in the Google Surveys Publisher Network
- Sampling Method:
Representative
- Age:
25-34 and 35-44
- Gender:
Women
- Location:
United States
- Language:
English

*Still collecting more data, the completed result will be updated in the next couple of weeks

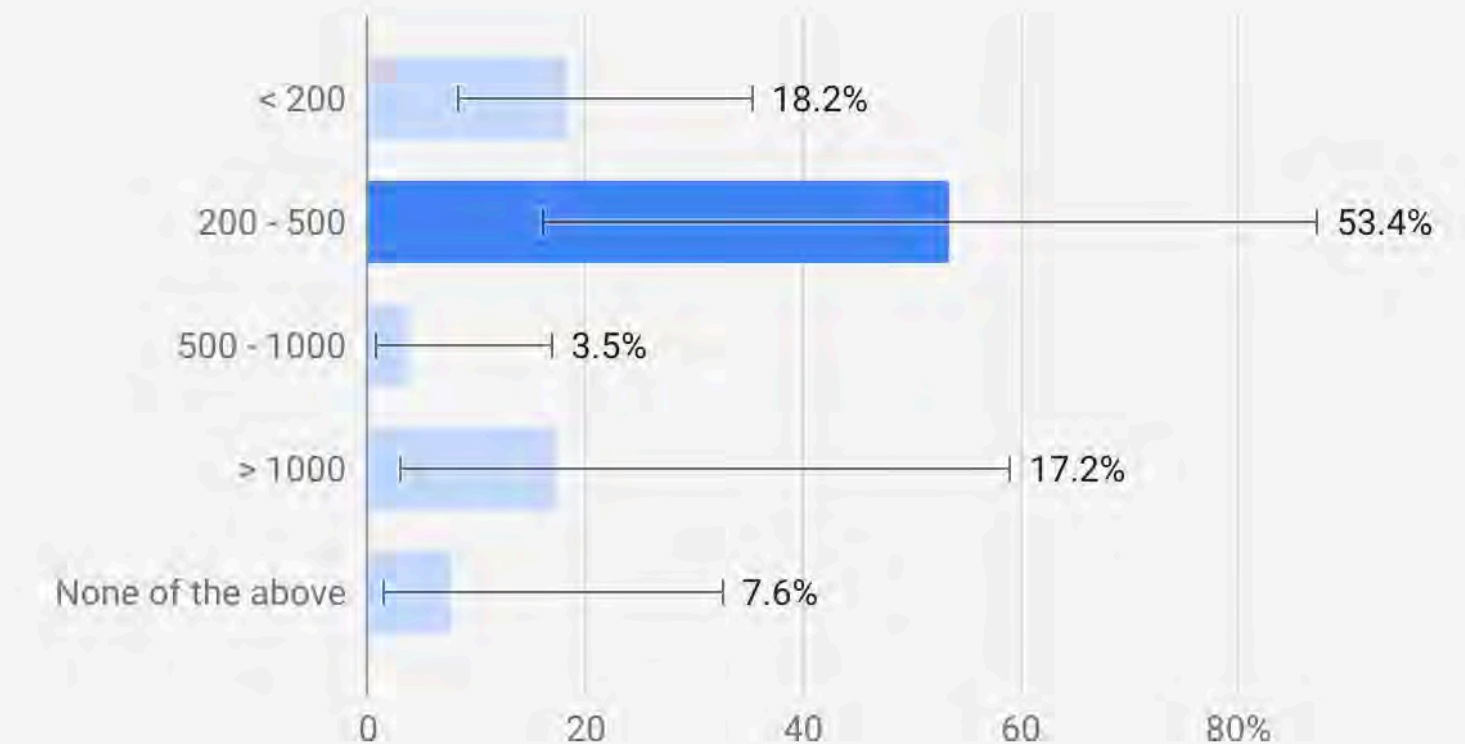
1. Where would you shop for storage furniture (shelving units, bookcases, dressers,...)?

13 answers 11 respondents



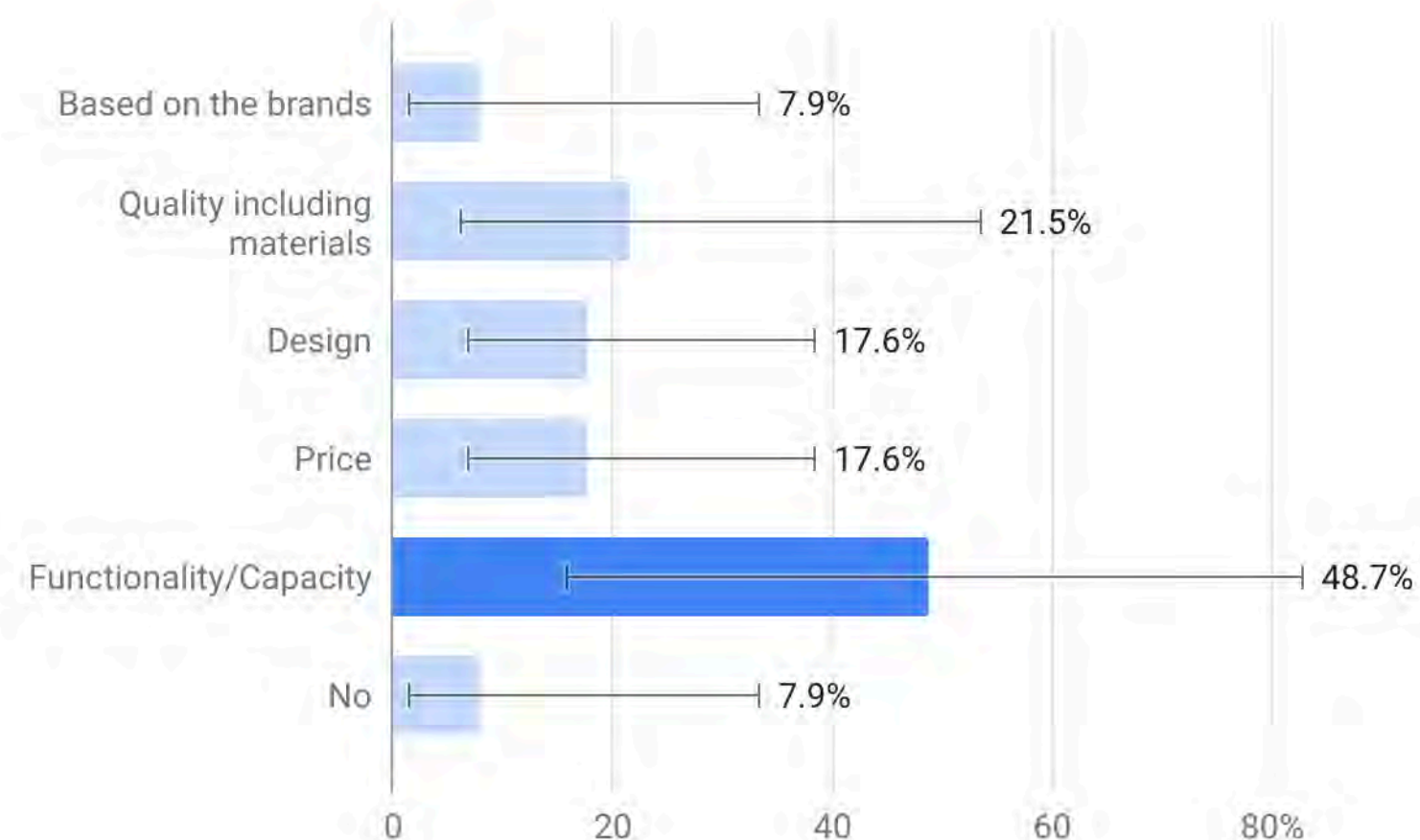
2. How much would you spend on storage furniture? (USD?)

10 respondents



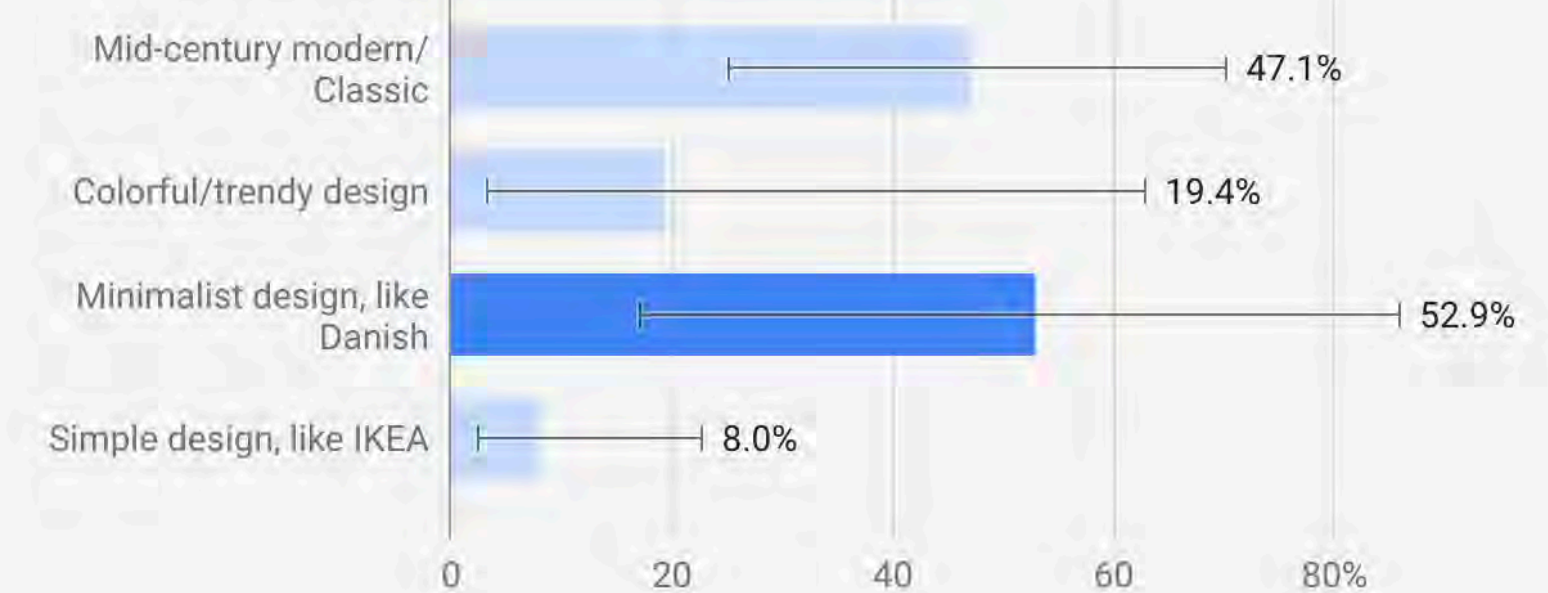
3. How do you make your purchase decision on storage furniture?

11 answers 9 respondents



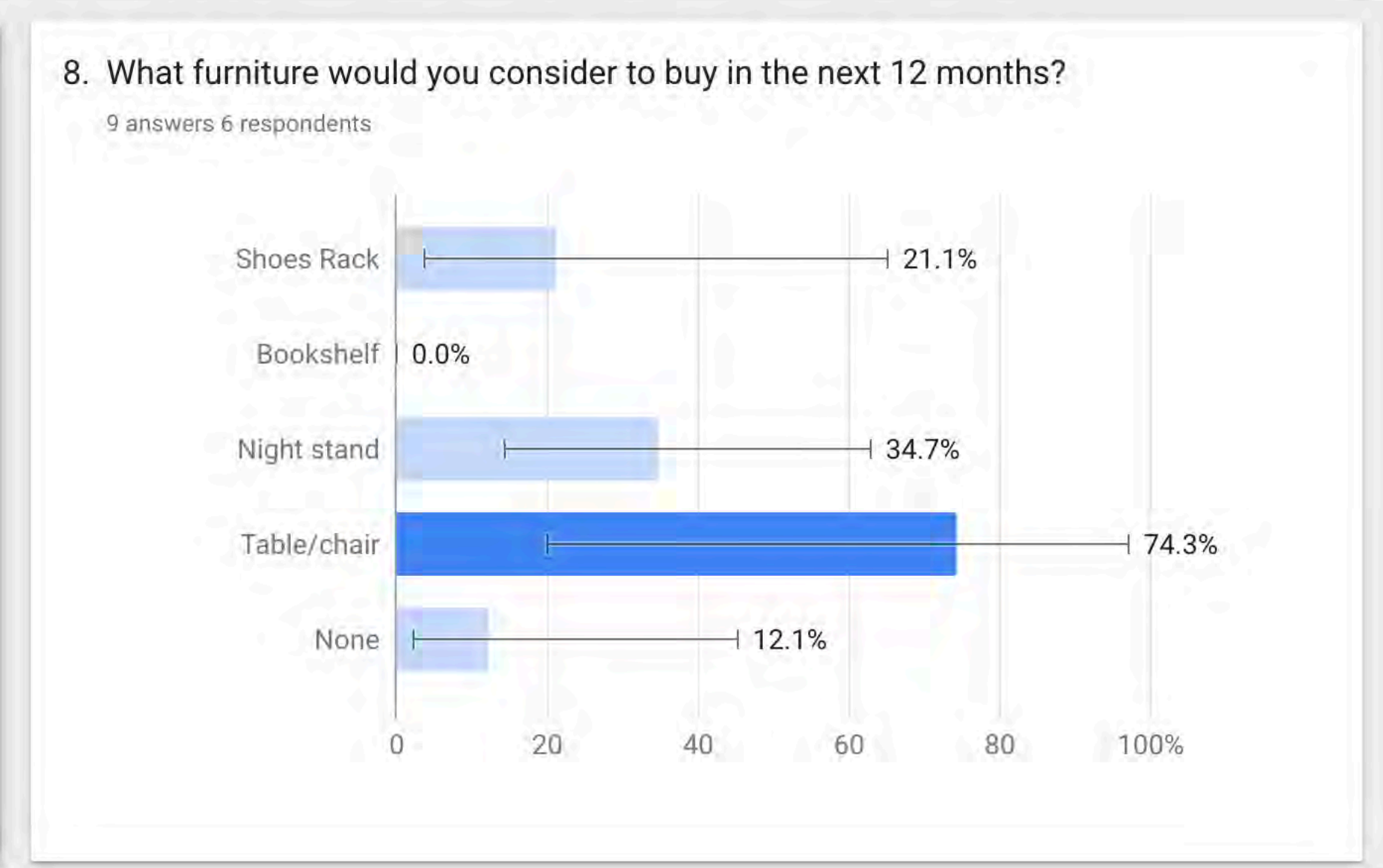
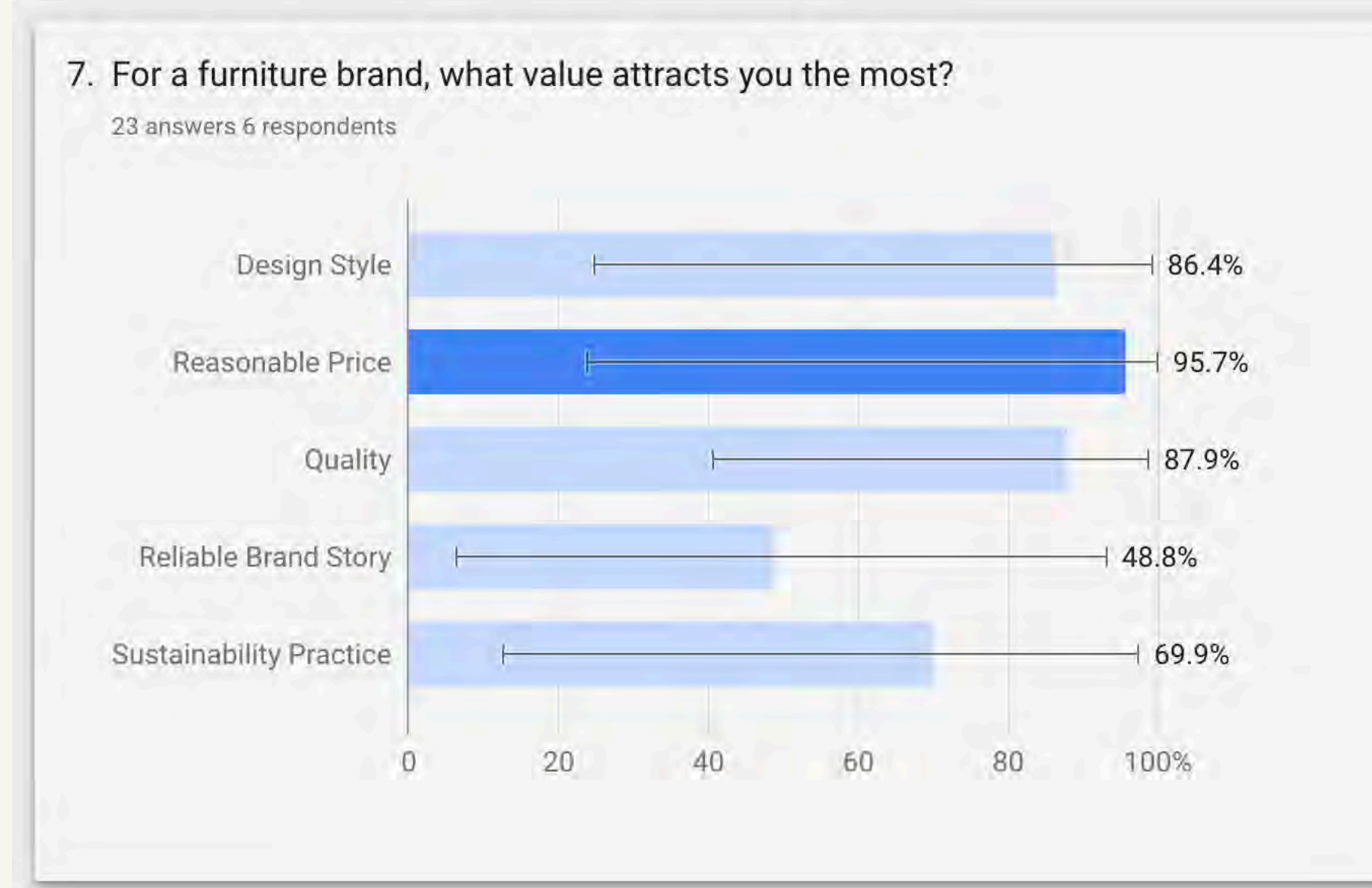
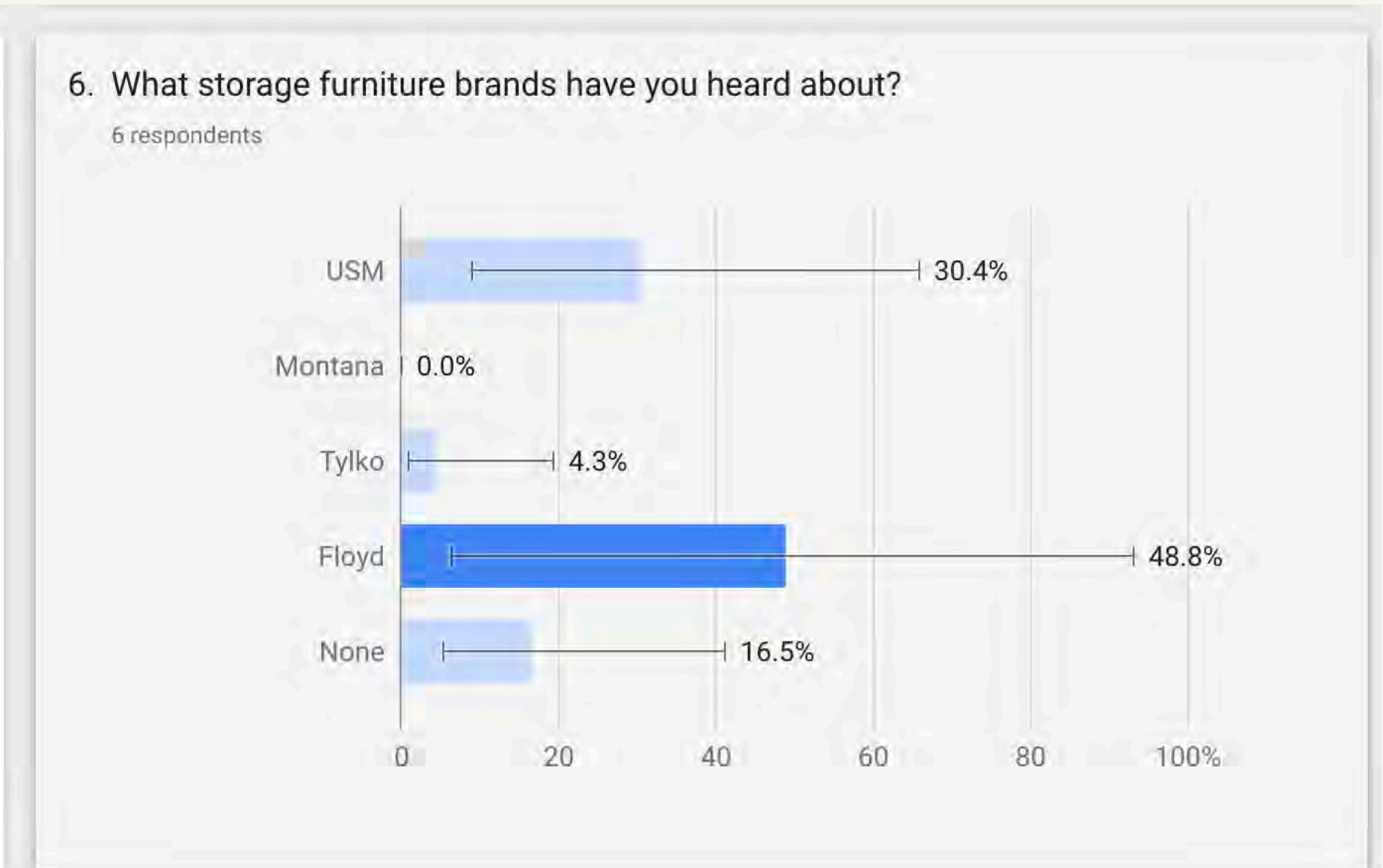
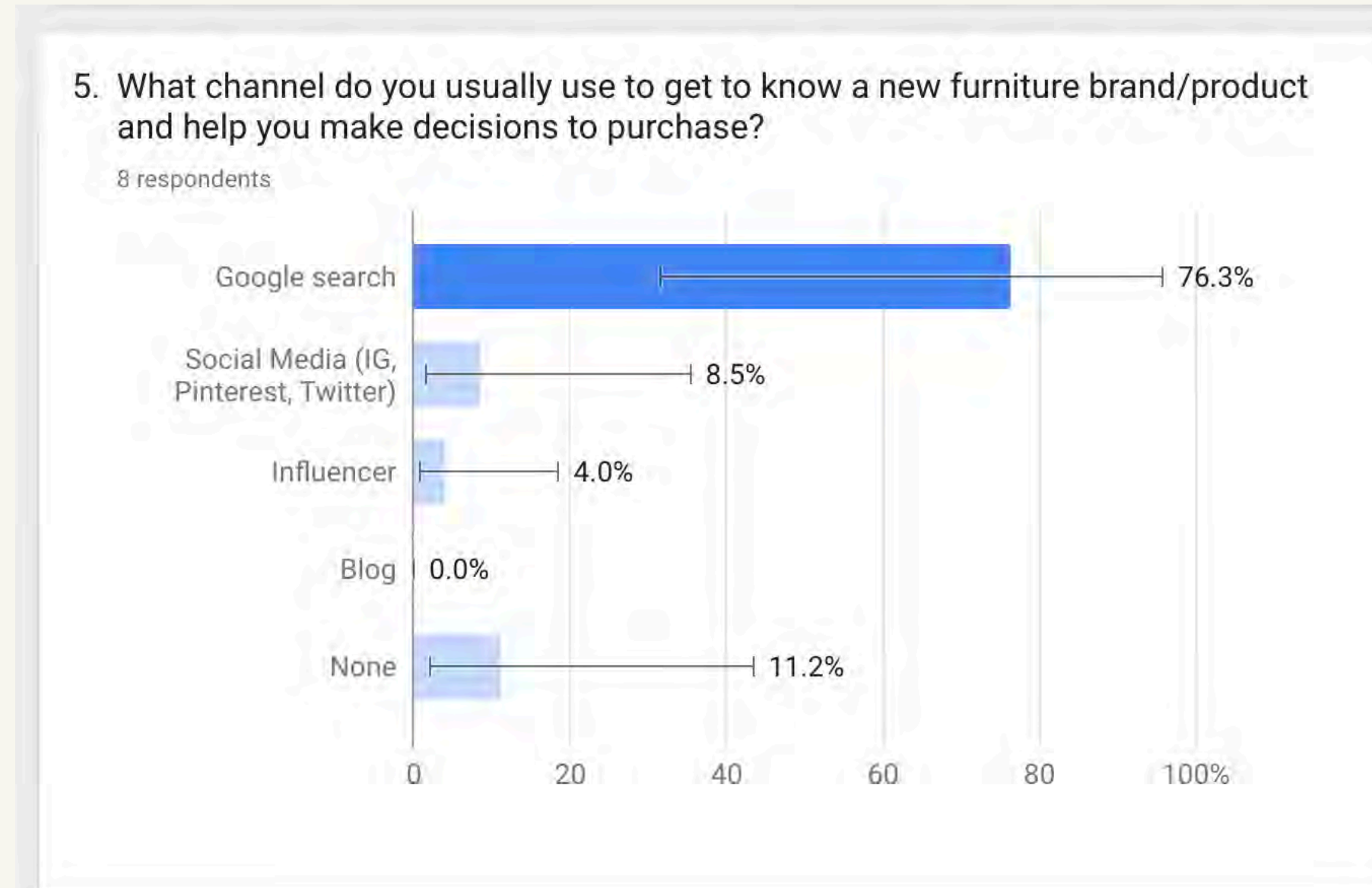
4. What kind of design do you prefer for storage furniture? (select as many as you want)

10 answers 8 respondents



Survey

- Audience:
Users on websites in the Google Surveys Publisher Network
- Sampling Method:
Representative
- Age:
25-34 and 35-44
- Gender:
Women
- Location:
United States
- Language:
English



Persona

Spinning Gen Z — George

Age: 22 years old

Location: Portland

Annual Income: Around 30k (unstable)

Housing Situation: Shared apartment with roommates

Bio

Jaime is a design student who lives in Portland with two other roommates. He is always struggling to find the balance between study and work. He works part-time at Trader Joe's in his spare time. He also needs to finish all the school projects on time in order to graduate next year.

He doesn't like to be occupied by work and study since what he truly wants is to stay cool, hang out with his friends, and enjoy his life.

Value

- Always being the unique one and believing he is special
- Always being occupied, work hard, play harder

Needs

- Innovative and fun home to represent his personality
- Affordable products that can last long and adapt to different spaces

Interests & Lifestyle

- Fashion, not afraid to try all the colours and patterns
- Art, drawing
- Music, Heavy-Metal, Electronic
- Sports - Skateboard

Challenges & Frustration

- Hates all the good-looking designs are so expensive
- Cannot stand the boring cheap furniture houseware products
- Always living on the edge of getting broke



Persona

Freshness Explorer - Emma

Age: 28 years old

Location: New York City

Annual Income: 90k

Housing Situation: 450 square feet studio

Bio

Emma considers herself a true New Yorker, although born and raised in New Jersey. She's lived in New York City since university - when she studied finance at NYU. She works as a senior data analyst in a big finance firm.

She enjoys the busy life in New York City a lot - never gets bored. Although the living cost is always an issue, she always manages to find the balance. She lives in an old small studio in East Village - close enough to all the cool bars and restaurants but still affordable. She always looks for ways to reduce her living cost, while not losing her living quality.

Value

- Full of energy and passion
- Looking for something new and exciting to keep life fresh

Interests & Lifestyle

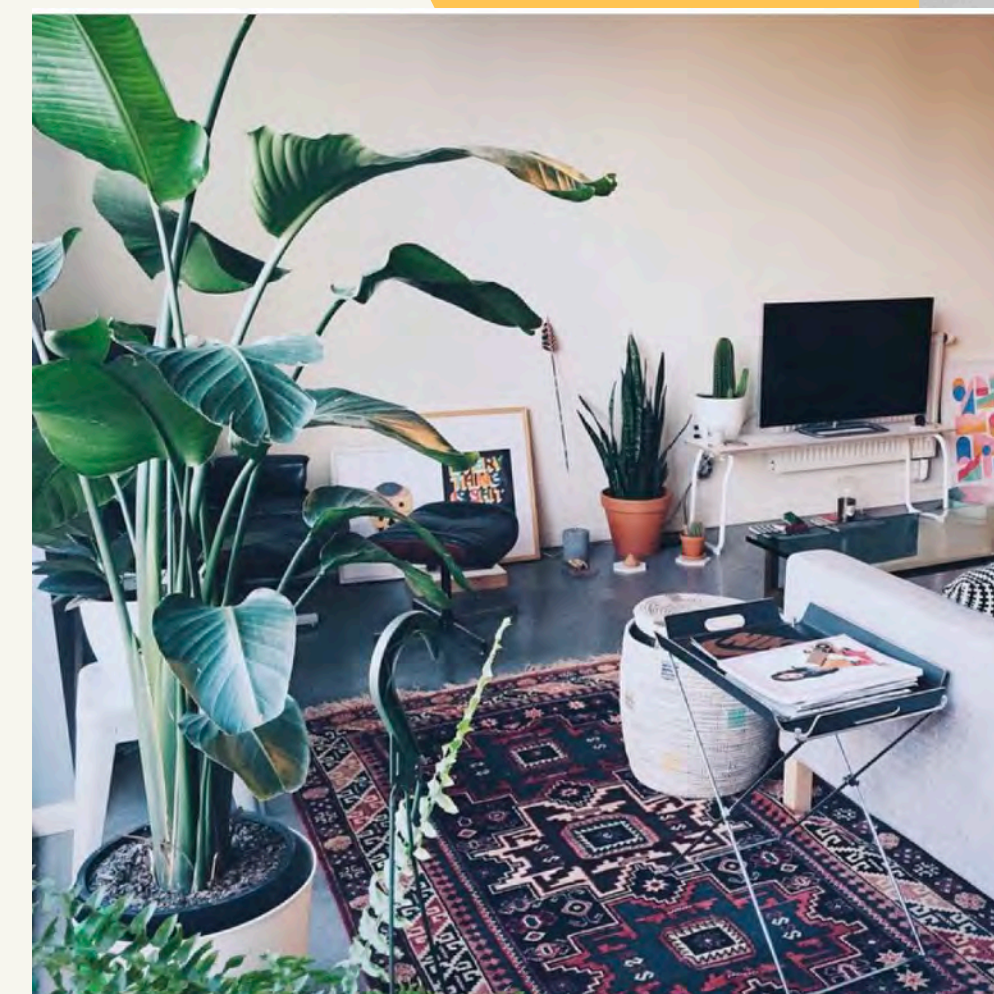
- Cooking and exploring new cuisine
- Travelling and exploring new places
- Hanging out with friends
- Watching movies, and live shows, catching up on new art shows
- Cat lover

Challenges & Frustration

- Tired of the standard design furniture and houseware
- Cannot afford the designer brand
- Can rarely find good quality stylish home decor, that is not extremely pricy

Needs

- Her living space needs to be as exciting as the dynamic city.
- Her living space needs to show her personality when she hosts parties.
- She buys good-quality products that makes her feel that the investment is worthwhile.



Persona

Plant Lover - Jane

Age: 37 years old

Location: LA

Family Annual Income: 240k

Housing Situation: 2000 square feet house

Bio

Jane worked as a marketing specialist in a tech company before she became a mom. Now, she lives in a house with her husband, their three-year-old daughter, and a newborn.

She cares about her family a lot and enjoys spending time with them. She also enjoys keeping things organized and making the room clean. She reads a lot of interior-related blogs and follows home-storage influencers. She especially likes designs with small details as she is a very detail-oriented person.

Value

- Caring
- Detail-oriented
- Family-focused
- Independent and strong hearted

Interests & Lifestyle

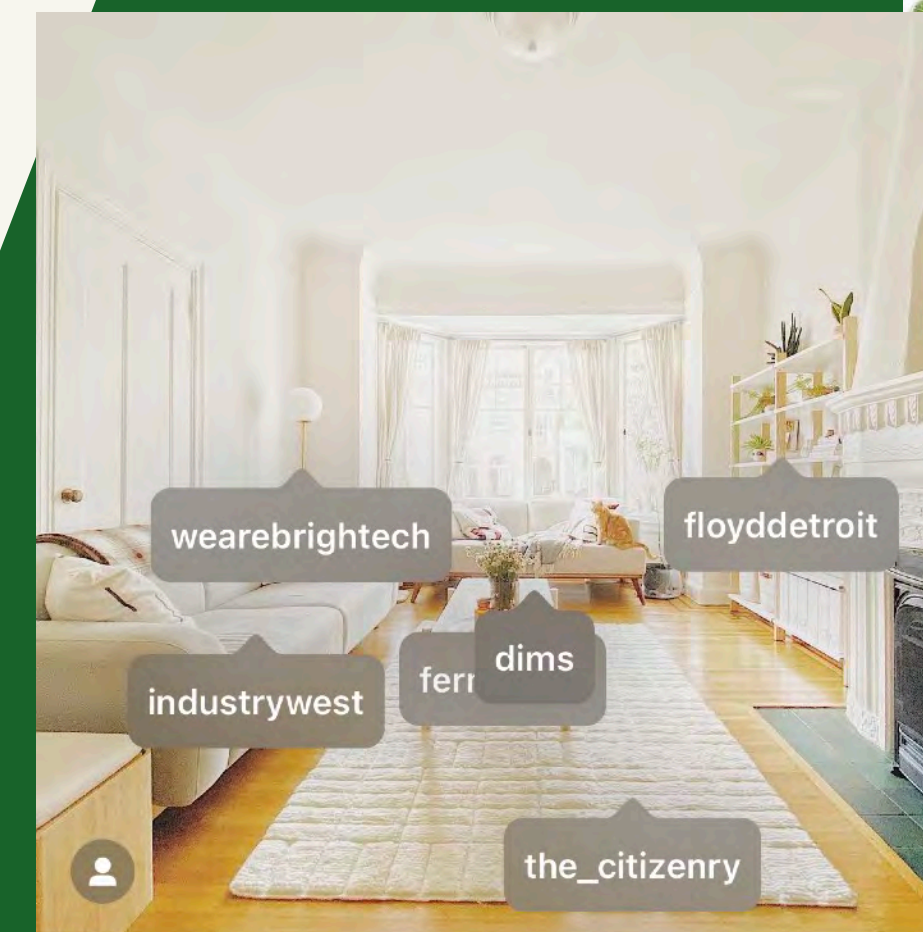
- Plants and gardening - loves nature
- Reading - enjoys peaceful moments under the sun
- Baking - enjoys making bakery for the family
- Dog - takes her dog Tutu on walks, plays tug of wars with her

Challenges & Frustration

- Always looking for a better way to keep everything organized - especially with all the plants
- Everything she purchases for the house needs to be consistent with the style and colours of the rest of the house

Needs

- More storage needs for the two kids
- Need to add more colours and dynamics to the children's room and play space
- Showcase her ability to manage two kids without any help - always can do the best



Persona

Always Stay Young - John

Age: 56 years old

Location: Chicago

Bio

John works in the Media industry for over 30 years. By witnessing all the crazy changes in his career path - from newspaper to digital media, John learnt to accept the rapidly changing world and started to embrace the change. He started to learn new things, not that he had to but also because he finds it interesting to know what's latest.

As both his son and daughter went to college, he had more personal time for his own hobbies - going biking with his wife, doing woodcraft, and gardening.

Family Annual Income: 200k

Housing Situation: 2500 square feet house

Value

- Young soul, always learning
- Soft, easy-going, adaptable
- Exploring new things and catching the trend

Interests & Lifestyle

- Gardening and growing herbs
- Making woodcrafts, like a garden bed
- Spending more time in nature, like mountain biking, hiking, and camping

Challenges & Frustration

- The furniture becomes outdated and not sure about the classic design anymore
- Not sure about spending too much money on furniture because the trend keeps changing and he also might move in a couple of years after retiring

Needs

- Need to store his woodcraft tools, books, and his seasonal sports equipment
- Need to catch up on the trend instead of having a home that looks outdated
- Need to organize the old stuff - the things he would not want to throw away but tend to become a burden



DTC Case Study



Process Comparison

Traditional
Market

Product

**Distributors, Department
Stores/Retails**

Customer

DTC

Product

**Social Media, Influencers,
Content, Video**

Customer



Modern, functionally designed luggage ->
Other travel accessories, including sandals

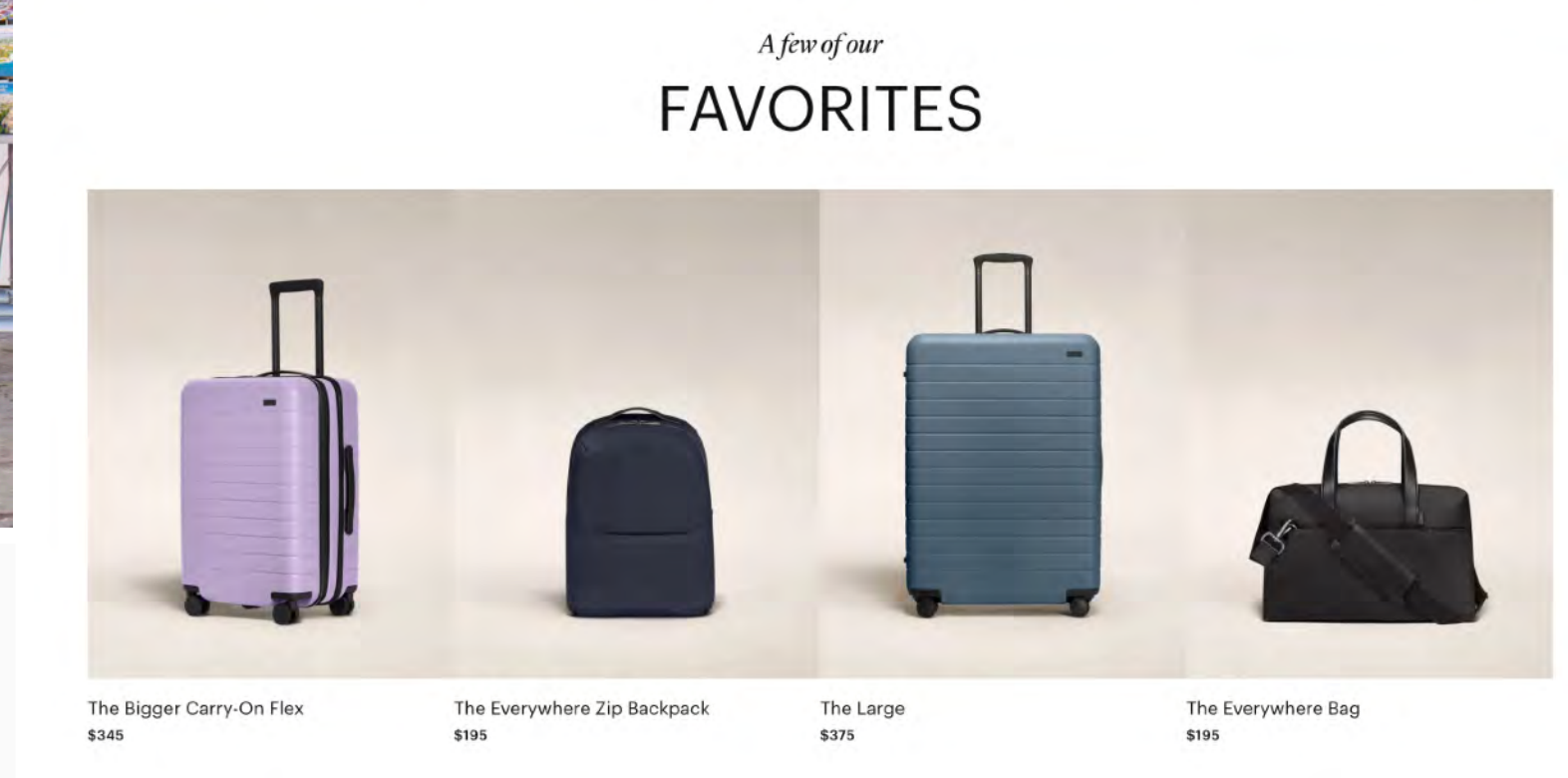
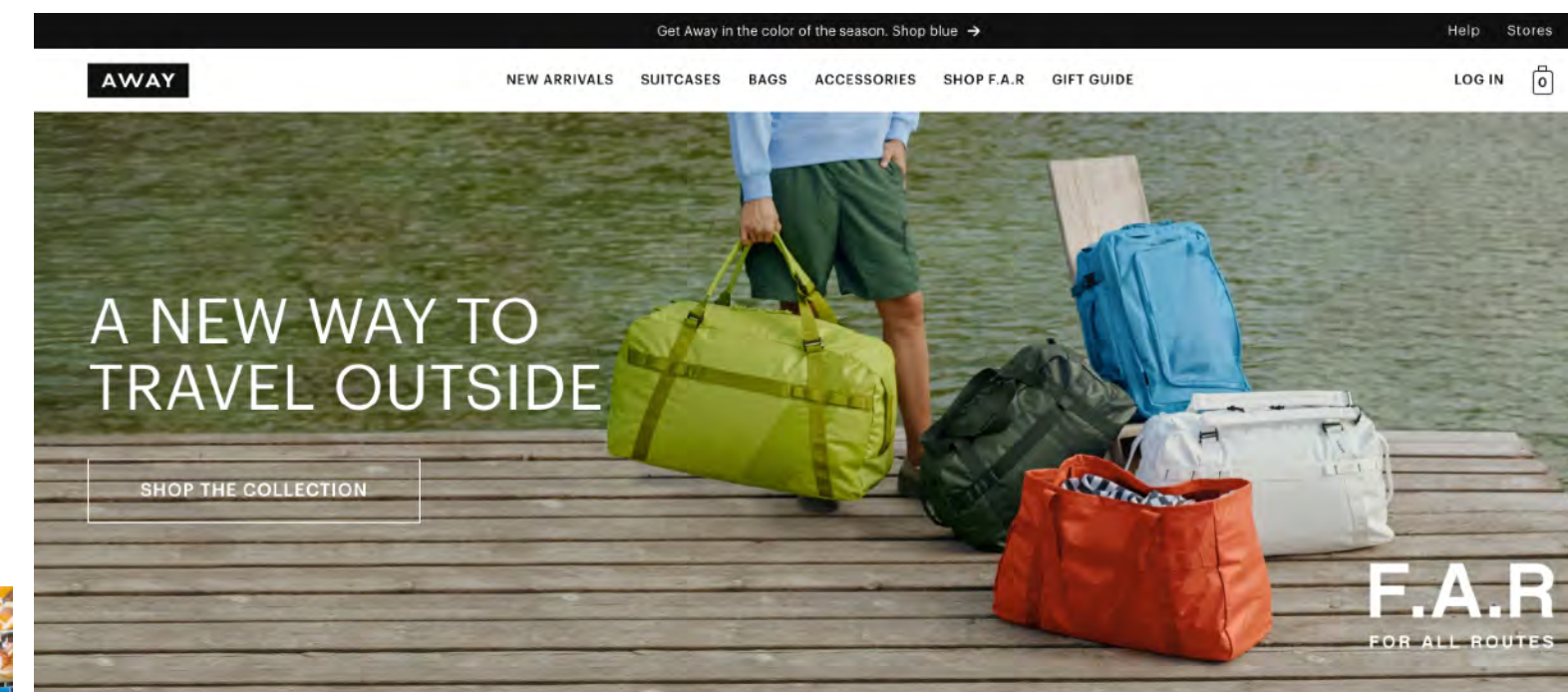
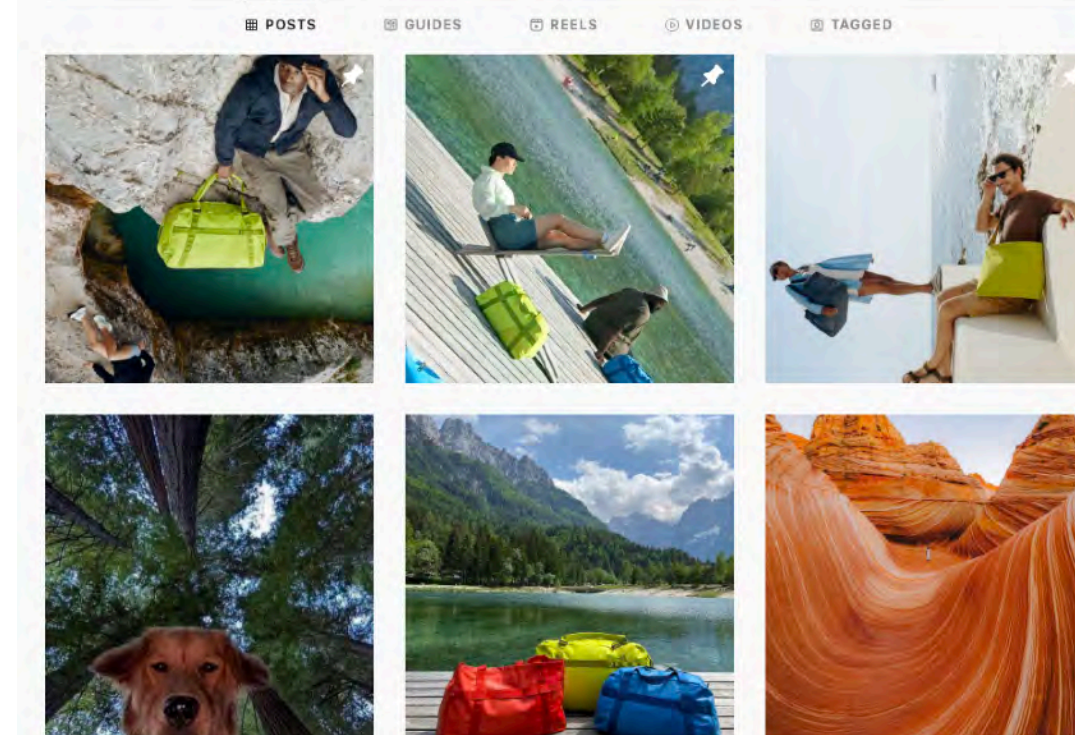
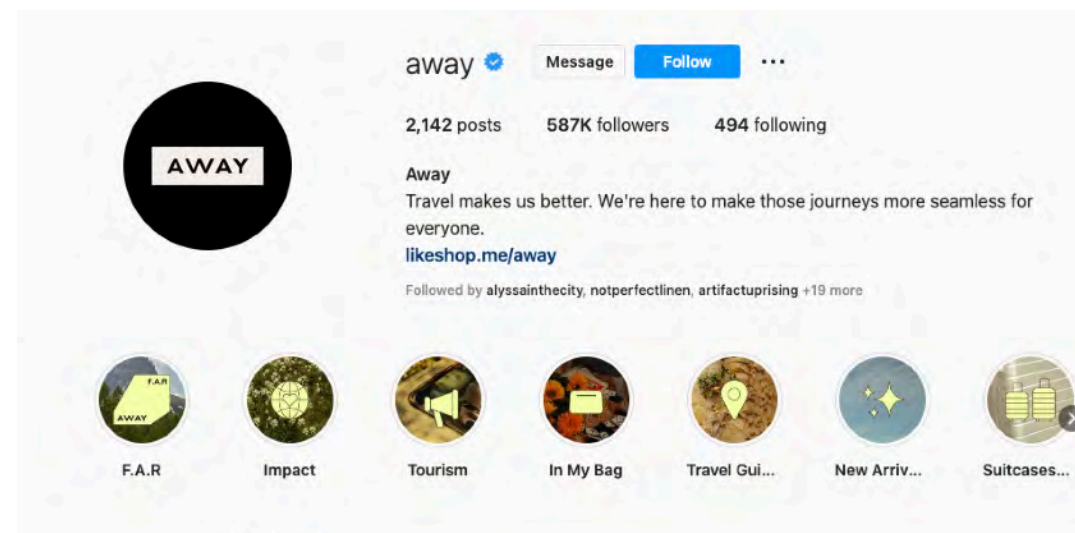
A better way to travel

Mission: To create equitable access to the transformative benefits of travel —for everyone

Away made \$12 million in its first year (2016), and \$150 million in 2019. It raised \$100 million at a \$1.4 billion valuation in 2019, and, in 2020, it raised an additional \$30 to \$40 million.

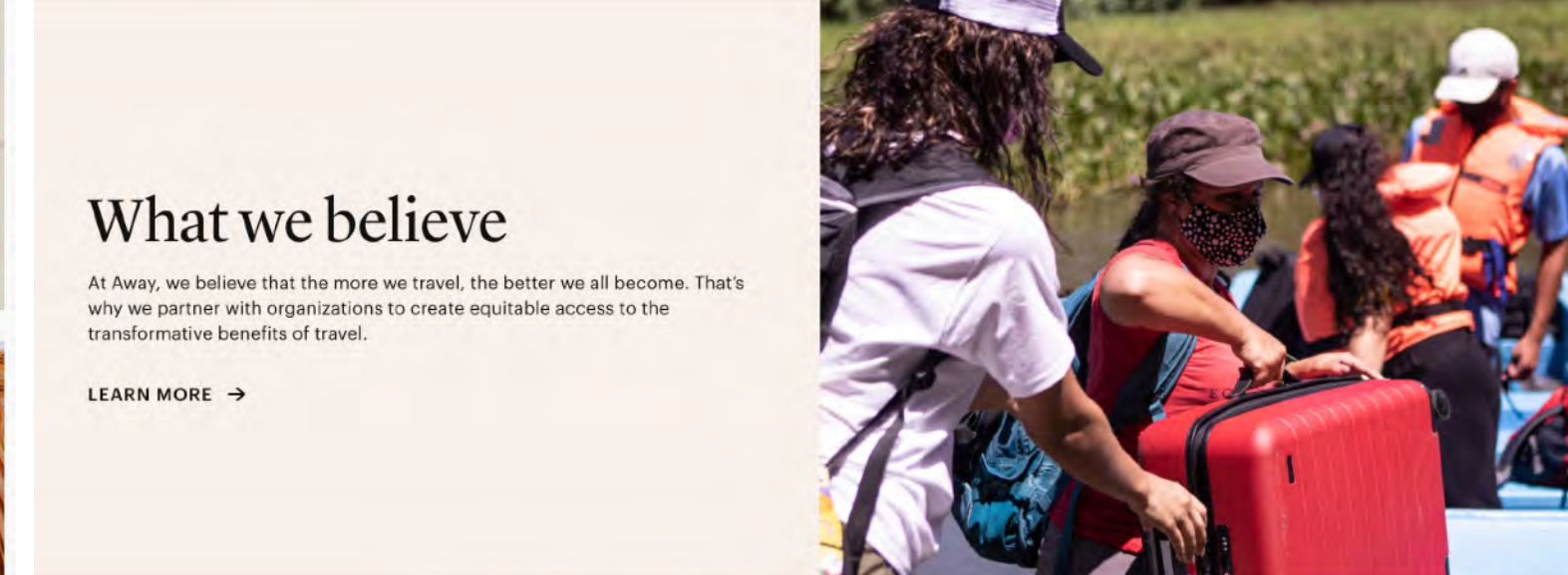
Success Strategy:

- We believe the more we travel, the better we all become. That’s why our travel essentials are designed to last (and last) for every trip to come, so you can get out there and explore.
- Our approach - Simply put—our luggage is designed by travellers, for travellers. At Away, you’ll find suitcases, bags, and accessories built with thoughtful details to make each and every journey more seamless. We’re transforming travel to inspire you to get Away more and see more of the world along with us.
- Storytelling - creating aspirational and engaging content that focuses on the wider travel experience (and a particular lifestyle) rather than a product. This idea eventually evolved into Here, which is Away’s standalone blog and quarterly print magazine.
- Influencers and user-generated content
Mid-tier influencer Hegia de Boer generated the most engagement in the aforementioned campaign, with a rate of 11.22%. The fact that de Boer describes herself as a ‘visual storyteller and occasional traveller’ further emphasizes Away’s own story-driven strategy.



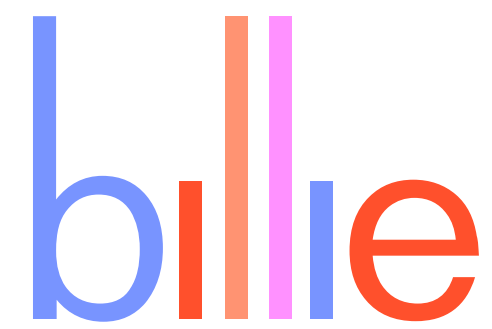
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City guides and travel stories for your next stop.

EXPLORE HERE MAGAZINE



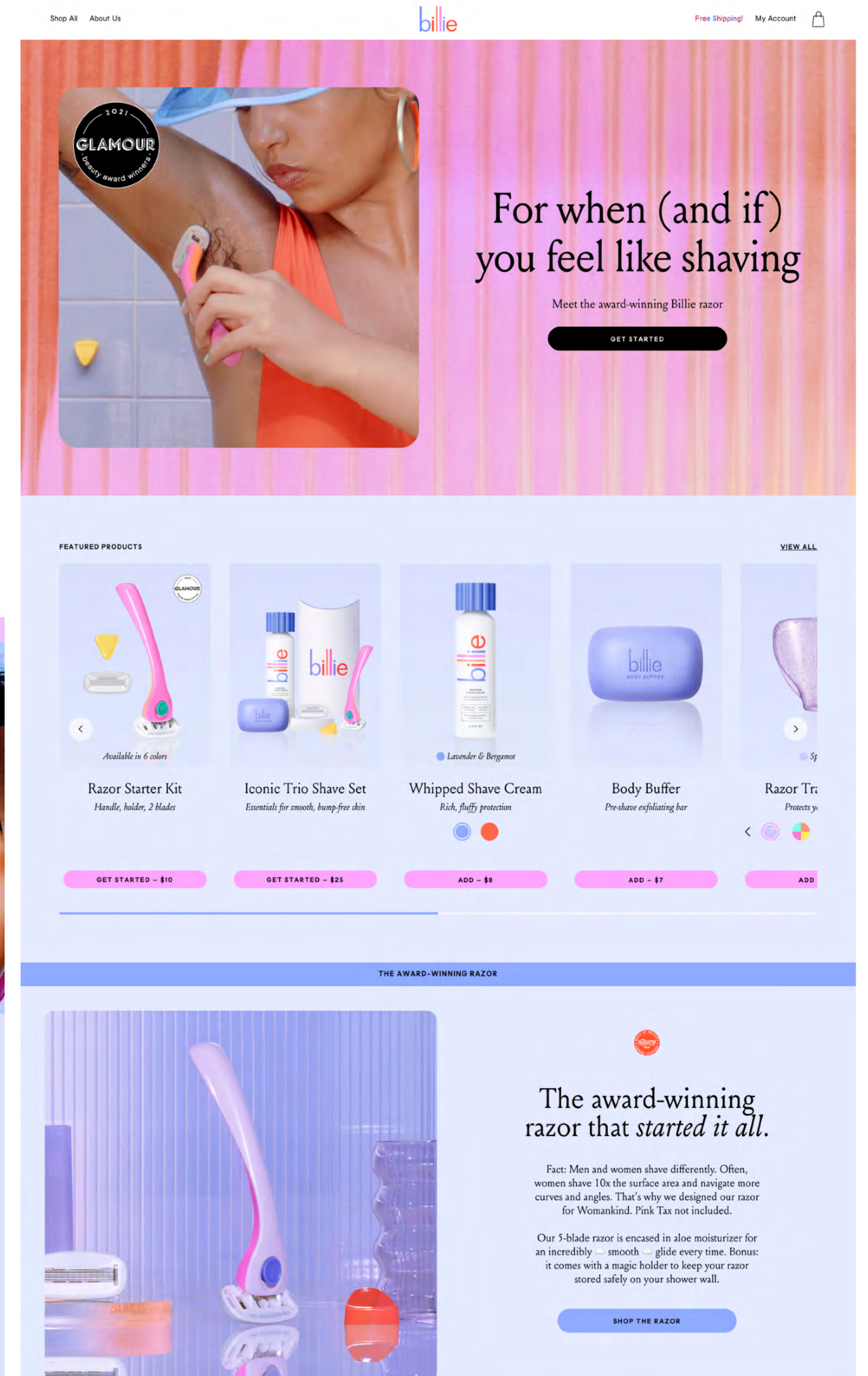
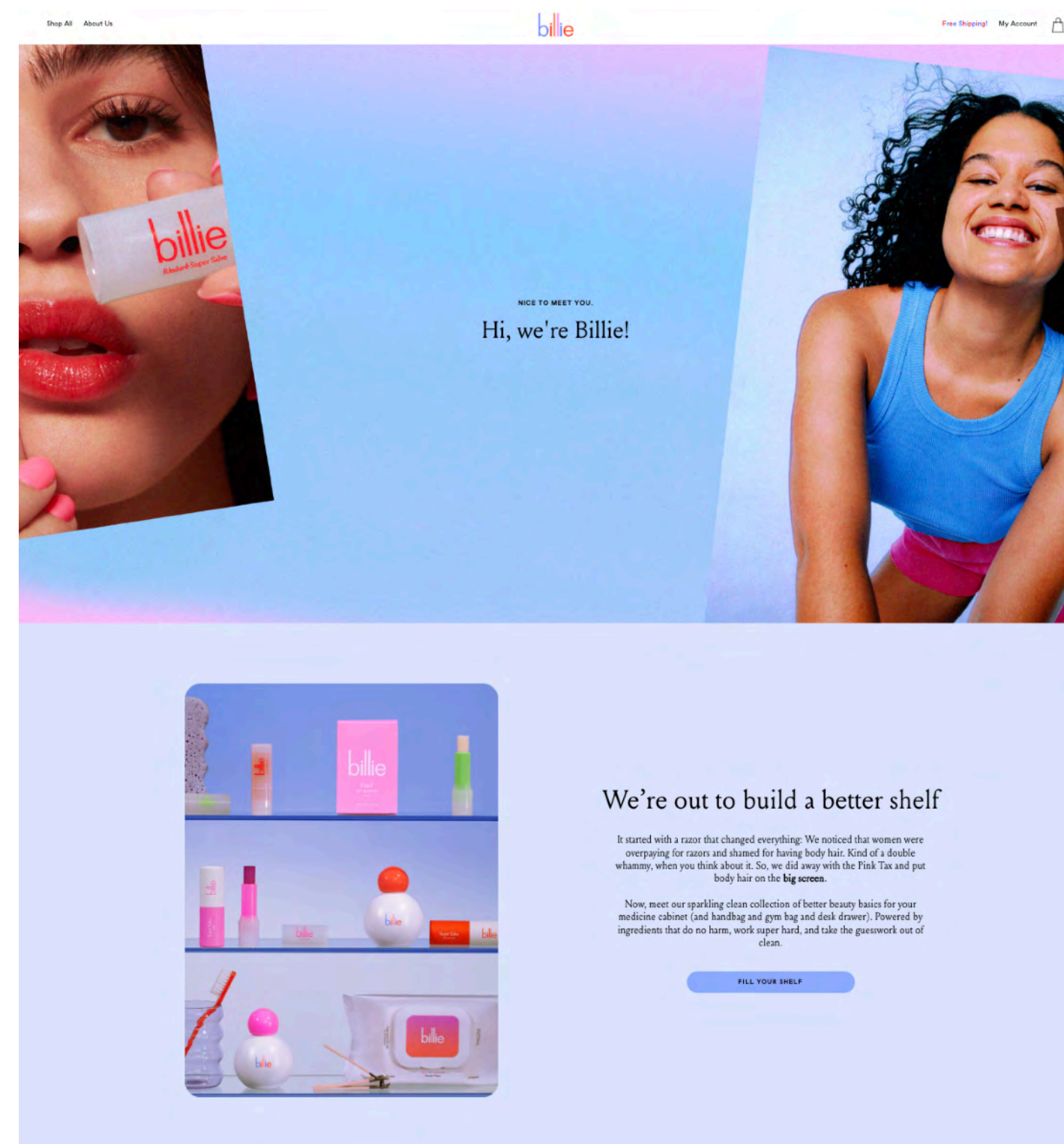
Razors -> Other body care like lotion and body wash — aimed at Millennial and Gen Z women.

We're out to build a better shelf

Billie was acquired by Procter & Gamble in 2020 for an undisclosed amount

Success Strategy:

1. We noticed that women were overpaying for razors and shamed for having body hair. Kind of a double whammy, when you think about it. So, we did away with the Pink Tax and put body hair on the big screen.
2. Subscription Service:
 - Each Starter Kit comes with a razor handle, 2 blades and a magnetic holder to keep your razor out of the shower puddle.
 - We'll deliver 4 refill blades to you as often as you like.
 - Change, delay or cancel your refills at any time. We've got you covered.





One multifunctional cookware ->
Other kitchen essentials

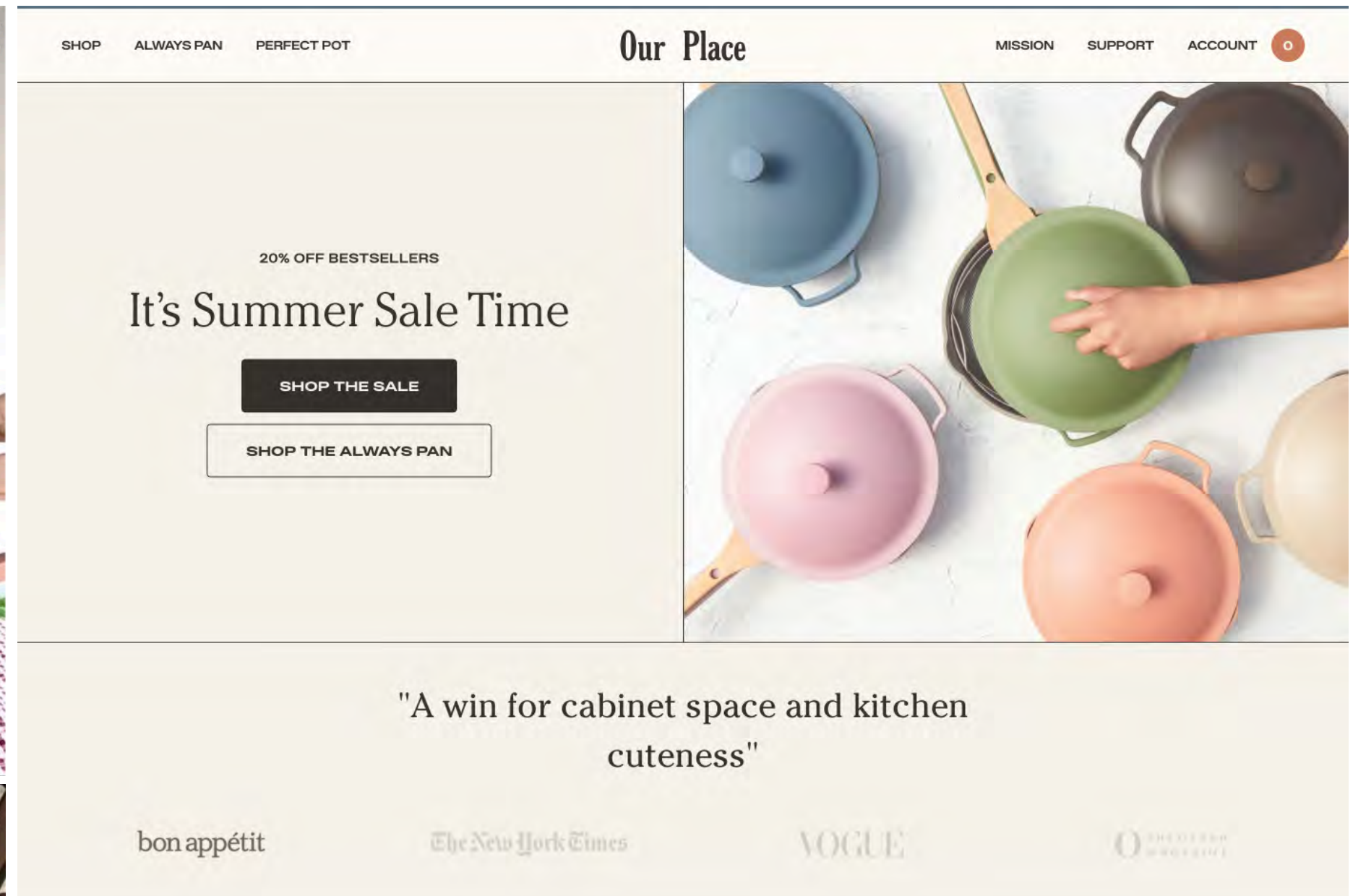
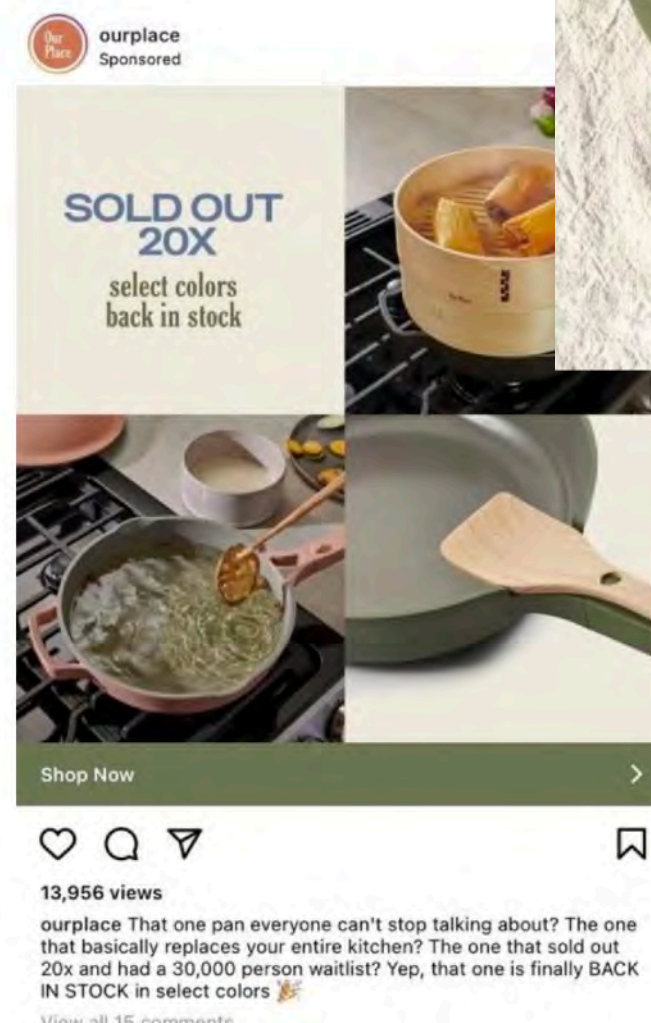
“We started Our Place because as immigrants we literally found our place in America by cooking and sharing food—having our friends come over and sharing our culture with them. We believe that there is something really powerful about the way in which home cooking connects us.”

— Shiza Shahid, Founder

Success Strategy:

1. Designing for visual aesthetic and differentiation
 - While ultimately designed for functionality--the pan is meant to replace 8 pieces of cookware--its aesthetic appeal is irresistible and feed-friendly.
 - Deviating from the standard stainless steel of cookware for a decidedly warmer, homey feel.
2. Amplifying one phenomenal feature in a bite-sized video clip
3. Taking a stand on social justice
4. Devoting resources to influencer and affiliate marketing
5. Mastering the curation of user-generated content

Source: Banknotes



"A win for cabinet space and kitchen cuteness"

bon appétit The New York Times VOGUE O THE STEAK HOUSE

Welcome to Our Place

At Our Place, we believe in the power of home cooking to bring people together. Our collections are new heirlooms from the cultures and places that make up the fabric of the modern kitchen. We design thoughtfully, source ethically, and produce sustainably because what we make is connected to one another and the earth we share.



Summary

Brand Value

1. Focusing on one specific field (travel, cookware, or body care)
2. Launching with one product initially, and then quickly expanding into more products within the same category
3. Focusing on humans - either personal experience or value.
4. Highlighting personal stories or struggles in the brand story

Key Highlights

1. Building a close bond with the clients through content - telling stories, having an empathetic or emotional attachment.
2. Using bright or outstanding colours to differentiate from the rest of the products in the market
3. Devoting resources to content marketing - user-generated content, influencer and affiliated marketing.