

THE ROW

EXECUTIVE SUMMARY

The Row is known for its minimalistic, classic, and timeless pieces, crafted with high-quality materials, expert tailoring, and a keen eye for detail.

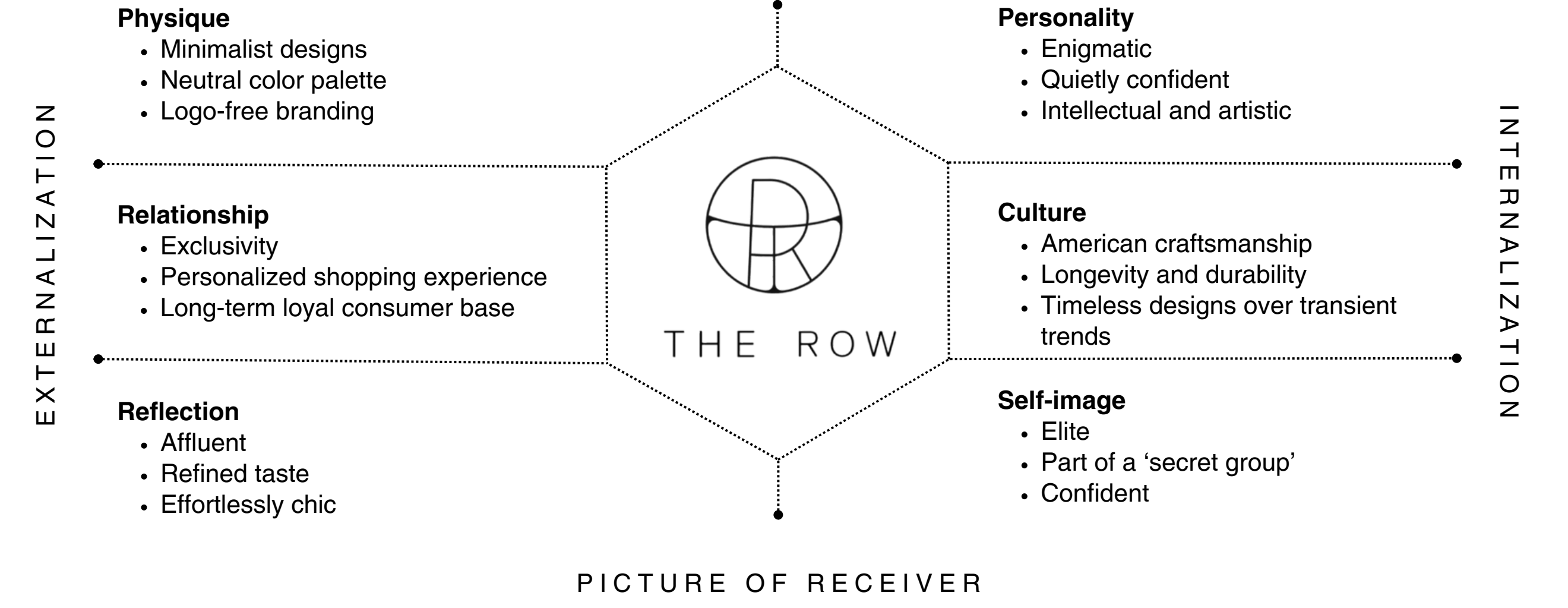
Currently, The Row offers a trio of gender-neutral, hand-blended Fragrant Body Oils. As the fragrance market moves towards a clean and sustainable approach, we propose to expand with a trio of clean, gender-neutral body fragrances that align with the brand's natural and artisanal focus.

The target market includes affluent individuals aged 30–60, with each of the fragrances positioned at \$395.

Our merchandising strategy centers on exclusive distribution through The Row's stores, providing a VIP experience for its customers. Due to the hand-blended nature of the product, production will be limited, reinforcing its exclusivity and artisanal appeal.

BRAND IDENTITY

PICTURE OF SENDER



CUSTOMER PERSONA



LIA JUNG

'The Practical Buyer'

Age: 48 years
Occupation: Corporate Lawyer
Location: Los Angeles, California
Income Level: \$300,000
Family: Married with two teenage children

S

- High-quality craftsmanship
- Strong brand reputation
- Artisanal approach
- Investor confidence
- Loyal customer base
- Timeless scents

W

- High price point
- Limited distribution channels
- Minimal advertising strategy



ANDRÉ MARTIN

'The Collector'

Age: 34 Years
Occupation: Producer
Location: Paris, France
Income Level: \$250,000
Family: Single

O

- The refilling option provides a sustainable choice.
- Transparent manufacturing
- Experiential Invite - only events for a unique olfactory experience

T

- Rising sustainability concerns from consumers
- Fragrance market saturation
- Increased competition
- Economic fluctuations

FIELD TRIP/MERCHANDISING



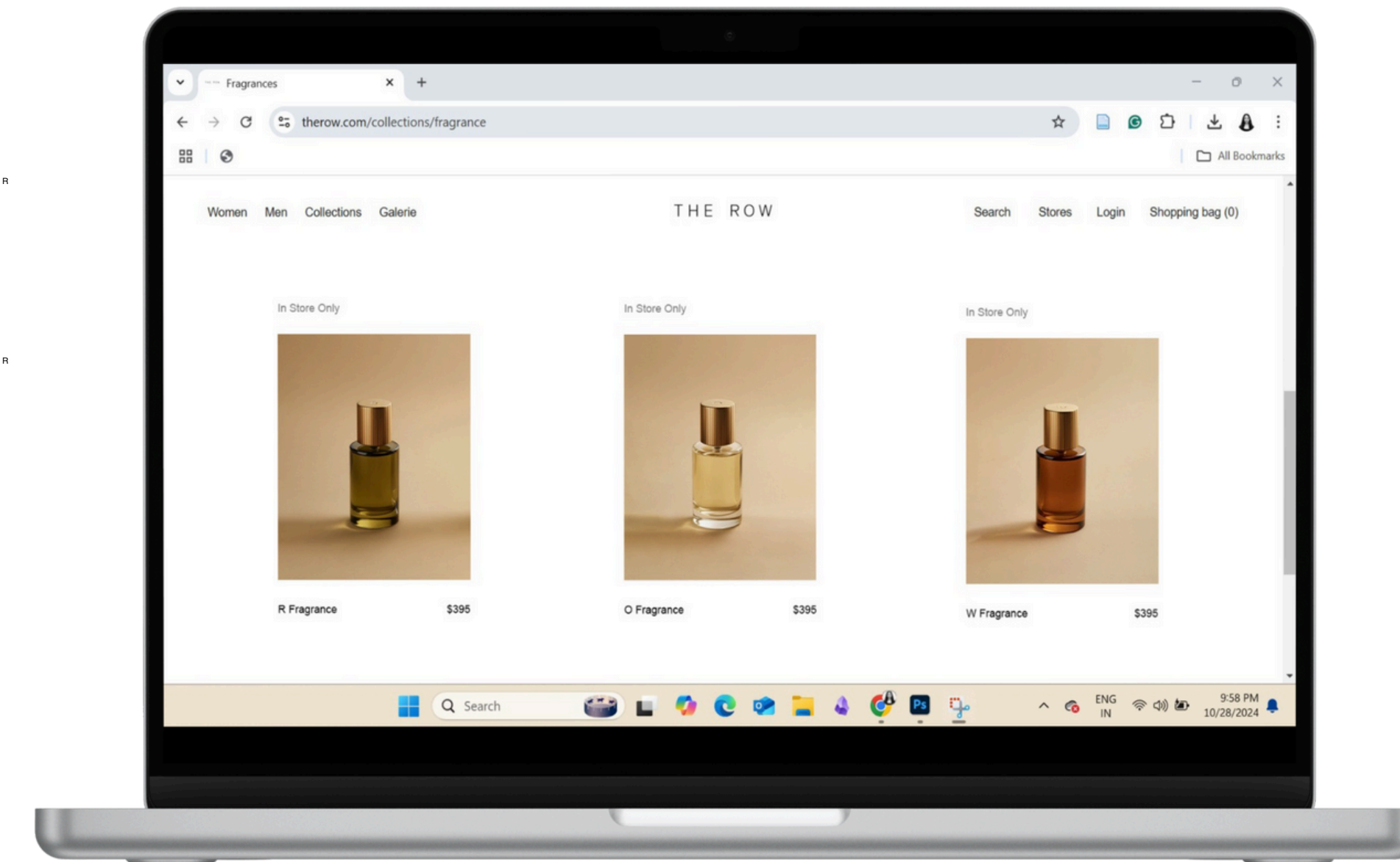
Los Angeles Location

For the body fragrance launch, we aim to introduce The Row's entry into the beauty industry at the Los Angeles store, where the journey began 20 years ago. Hosting the exclusive launch party at this location will help revive its visibility and significance.

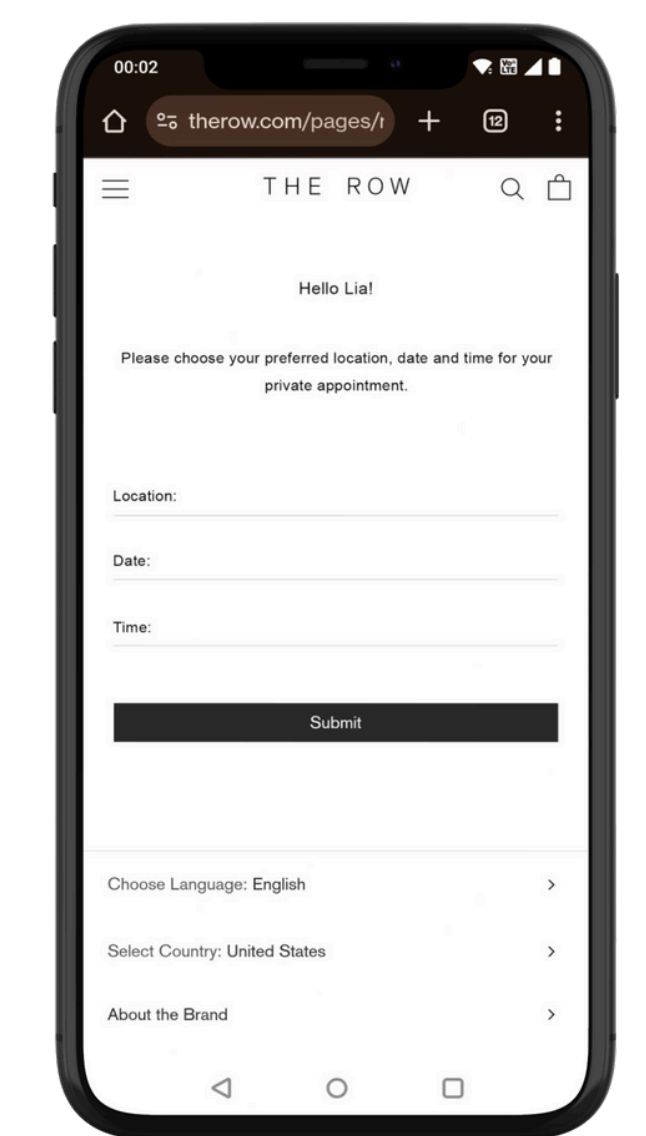
The launch of the new trio of gender neutral, handcrafted fragrances is an expansion of The Row's existing body oils, offering customers a refined sensorial experience. R, O, and W, feature sandalwood as the key ingredient.



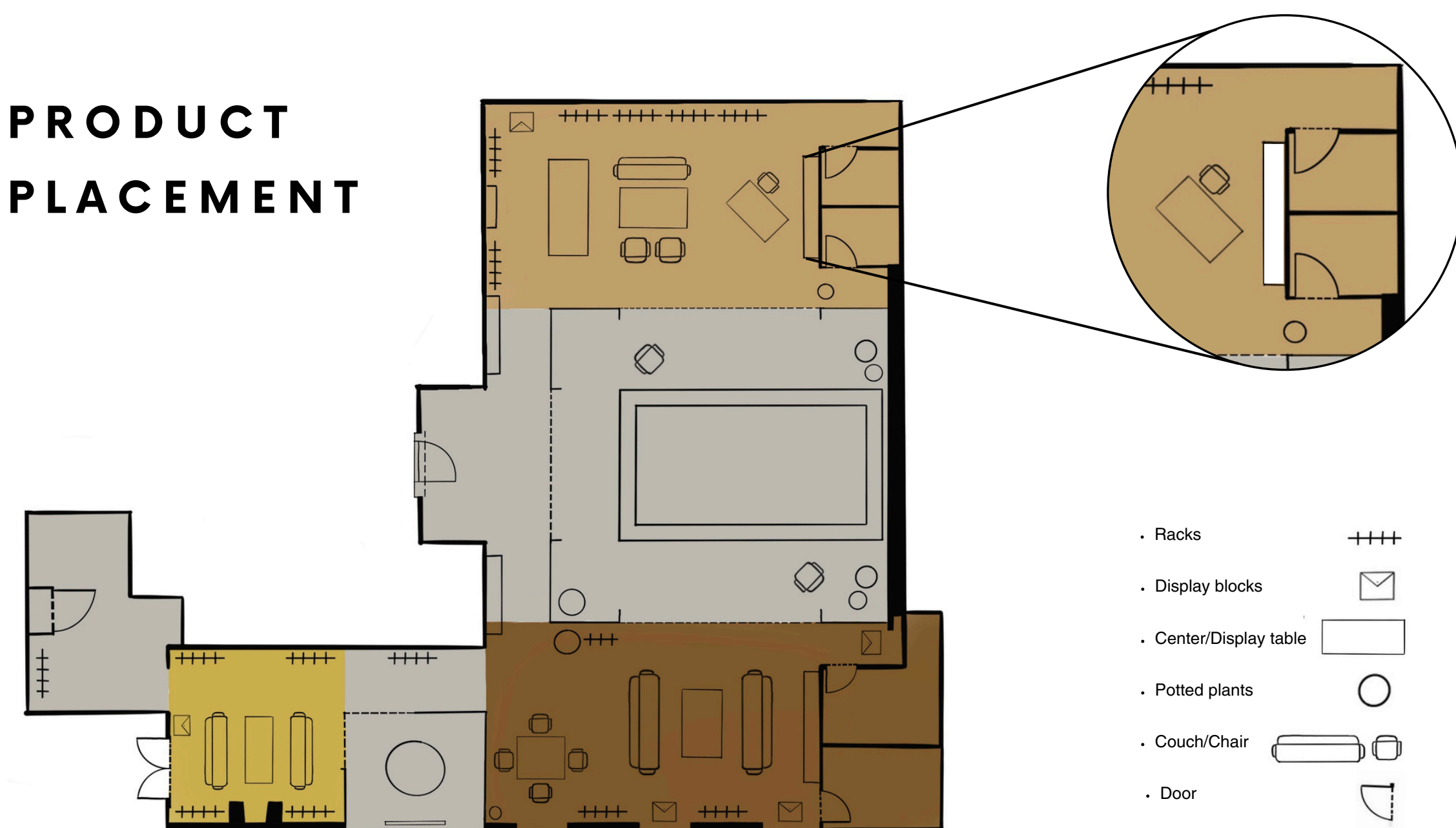
WEBSITE



APPOINTMENT PORTAL



PRODUCT PLACEMENT



VIP CUSTOMER EXPERIENCE



Through the exclusive VIP customer experience, valued customers are encouraged to book an appointment with the online portal. They are then directed to a private room in the store with a client specialist where they have an unforgettable sensorial experience with the raw material extracts and the new fragrances.



Inspired by the New York Store

VALUE PROPOSITION



NATURAL EXTRACTS



HANDCRAFTED



GENDER-INCLUSIVE



40% CONCENTRATE

Crafted from the finest natural extracts and meticulously handmade, The Row's new fragrance trio embodies the brand's refined sensibilities and caters to a wide range of consumers through its gender-inclusive design. Embodying The Row's minimalist aesthetic, this collection expands upon the label's line of luxurious body oils.