

# BRAND INTRODUCTION

---

EXQUISE

**Showapp**  
creative sales development

# Content

---

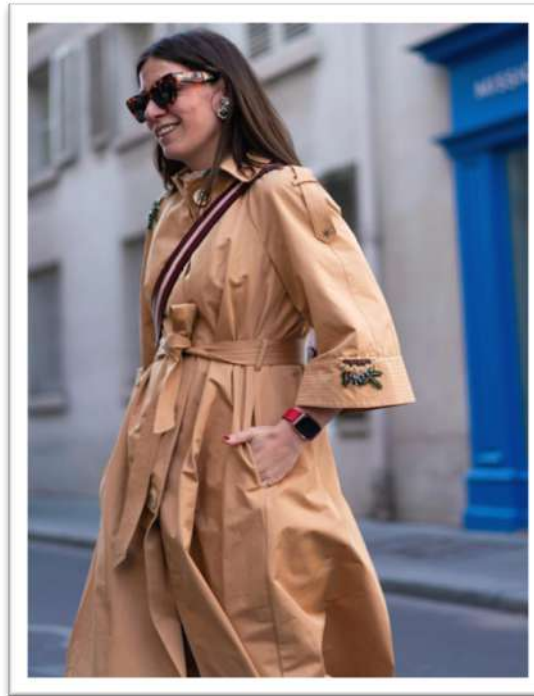
- I. Introduction of the Brand
- II. Lifestyle Statement
- III. Customer Profile/ Target
- IV. Products/Seasons
- V. Price Range
- VI. Sales Channels
- VII. Point of Sales
- VIII. Brand Communication
- IX. Brand Positioning
- X. Brand Support for the Sales Point

# Introduction of the Brand

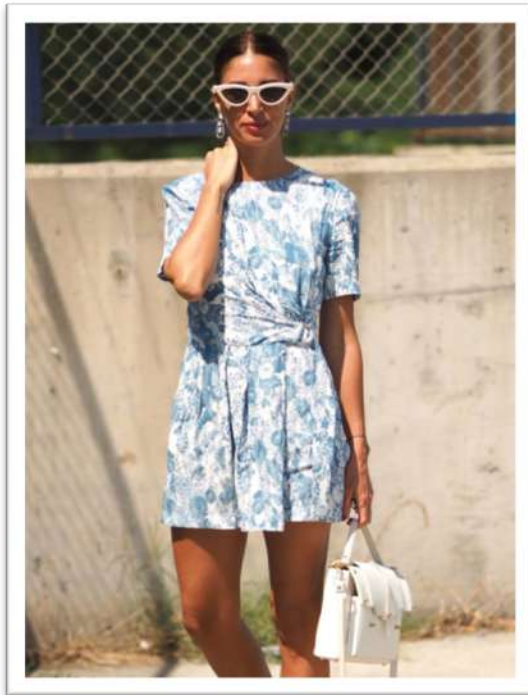
- Exquise was founded in 2008 and has fast become an established international fashion brand by Dilan Gume.
- The brand has been bringing a fresh twist in design and crafting innovative collections to inspire young women from all over the world.
- Exquise is a mass market brand; it is passionate about catering and applying uncompromised quality criteria and strives to indulge women with their authentic colors, designs and forms to let them create their genuine style.



*Free spirited, exploring, risk-taking urban woman who knows how to elevate her creative-cool personality by picking timeless fashion pieces.*



- **Target Customer** : Between 30 to 55 urban- well groomed, self-confident married moms, who are style conscious and keen to remain up to date with the latest trends.
- **SEG** : B +, B
- Aspirational shopper who is fashion forward, active social media user and seeks value for money as well as good quality to create key staple looks.









AW 19



# Price Range

- Average wholesale price : 65 \$
- Collection wholesale prices in breakdown:

Outerwear Wholesales: 49 – 169 \$

Blouse Wholesales: 25 – 69 \$

Shirt Wholesales: 29 – 59 \$

Pants Wholesales: 29 – 69 \$

Skirts Wholesales: 39 – 79 \$

Dress Wholesales: 49 – 119\$

- Retail price global markup: WSP X 3.5
- Full price retail gross margin: 71 %

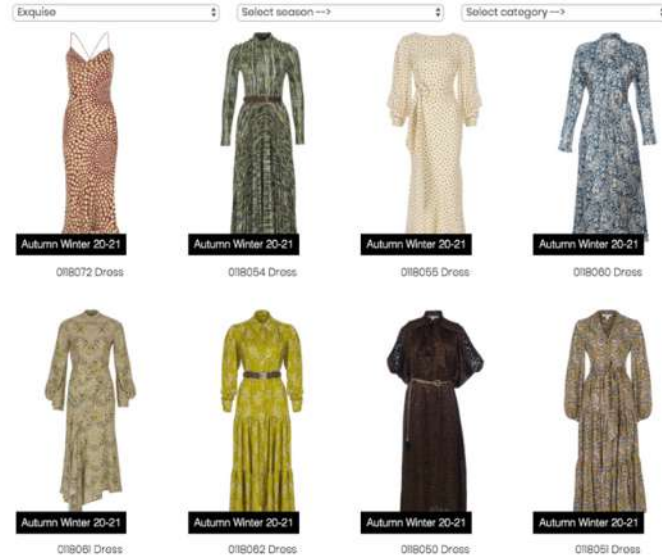


- Wholesale : Istanbul & Dublin
- Retail: Department Stores, Multi-Label Boutiques, Concept Stores
- Online Shopping: [www.exquise.com](http://www.exquise.com)
- Distributors: UK, Ireland, Spain, Canada, USA and Israel
- Sales Showroom & Wholesale Online : Showapp – based in Istanbul/Turkey



## PLACE AN ORDER

Exquise



EXQUISE

KOLEKSİYON **now** İNDİRİM **sale** EDITORYAL



BRODE YÜKSEK BEL PLİSELI PANTOLON  
619₺



CEP DETAYLI PLİSELI CREP PANTOLON  
559₺



ÇİZGİLİ KEMER DETAYLI GENİŞ KESİM PAMUK PANTOLON  
709₺



ÇİZGİLİ PLİSE VE CEP DETAYLI PAMUK PANTOLON  
619₺



DESENLI GENİŞ PAÇA CULOTTE PANTOLON  
559₺



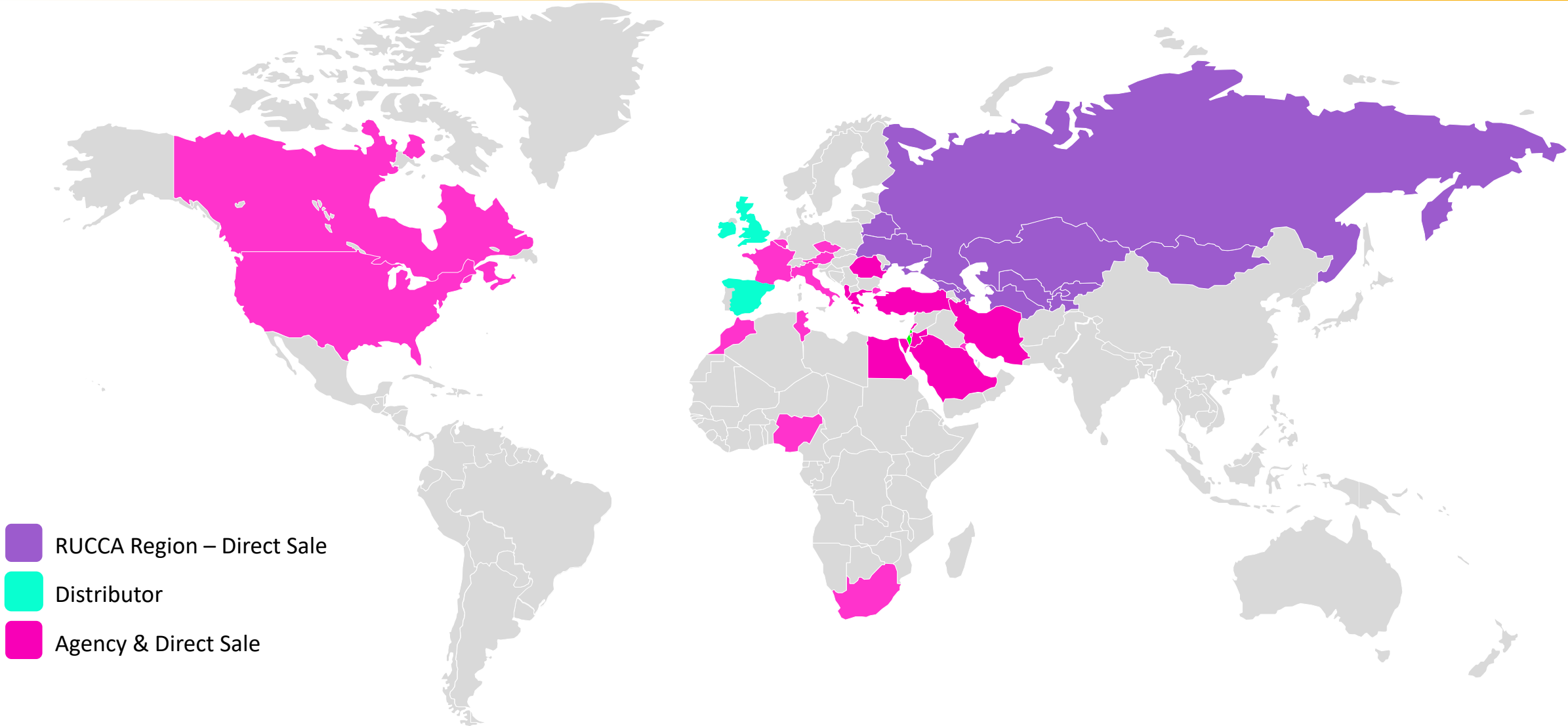
GENİŞ KESİM DESENLI CREP PANTOLON  
619₺



GENİŞ KESİM PAYETLI PANTOLON  
1089₺



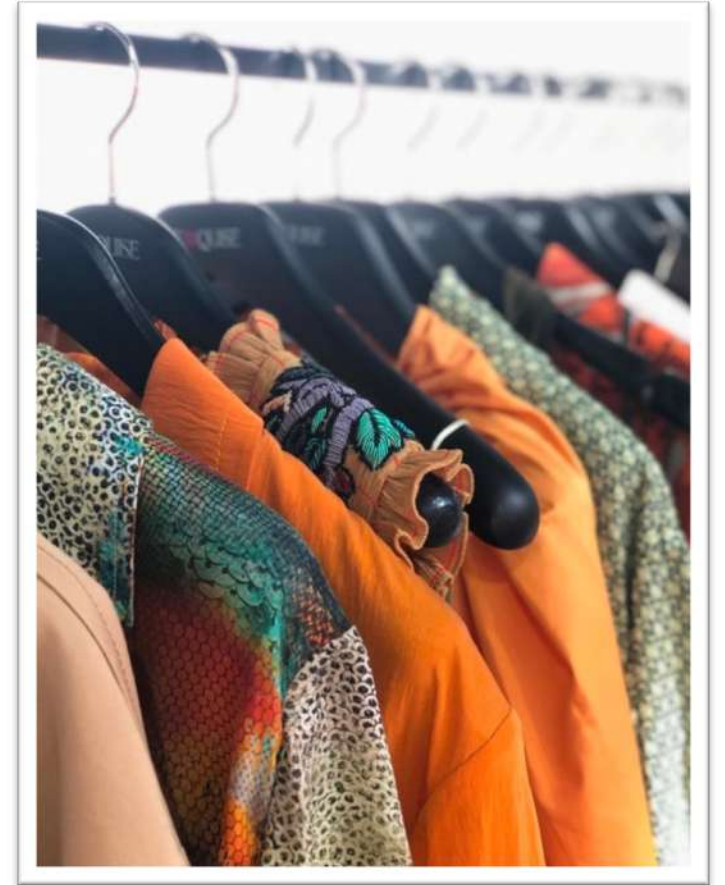
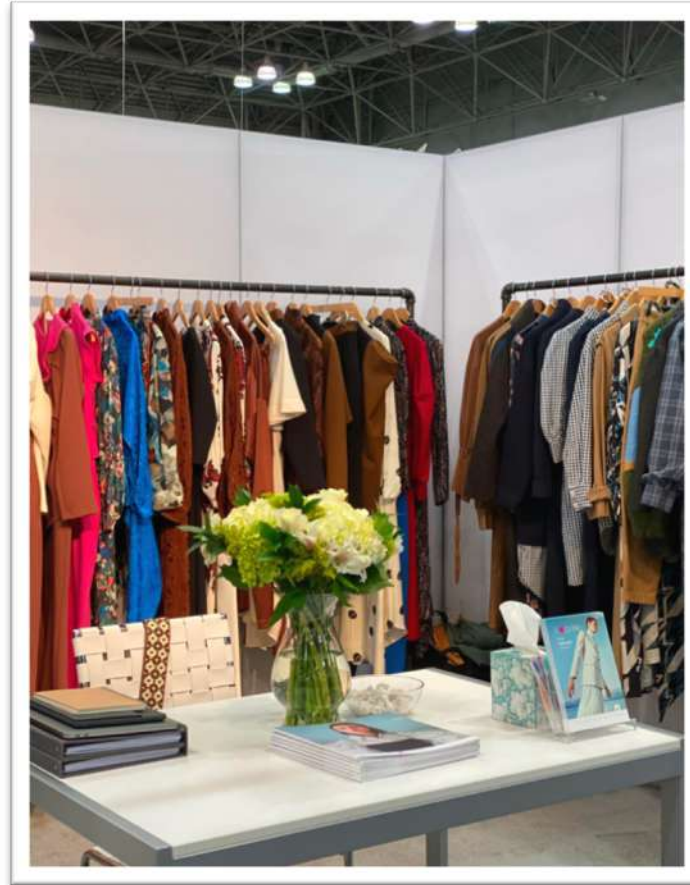
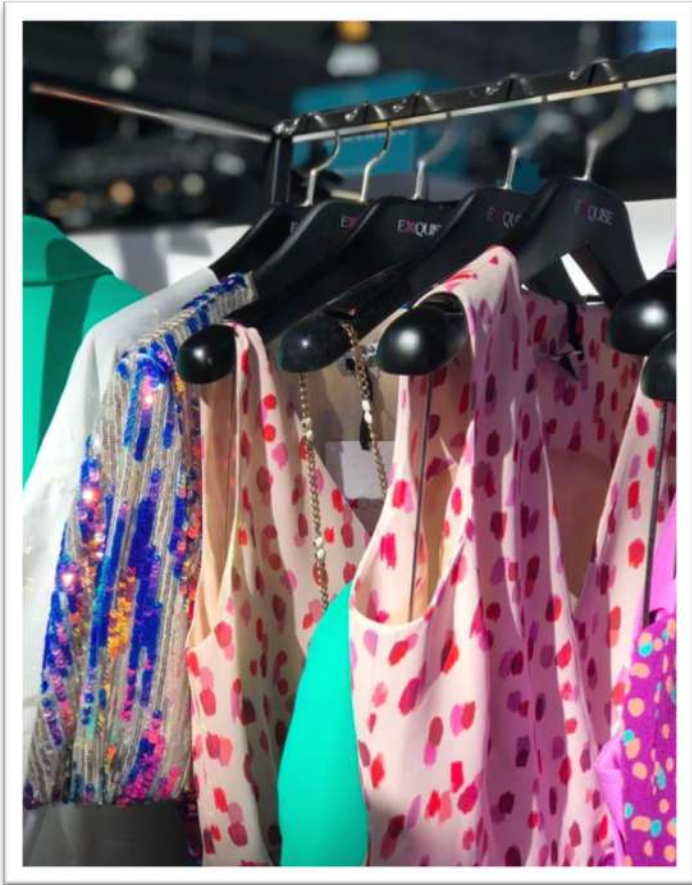
GENİŞ PAÇA CREP BASIC PANTOLON  
559₺



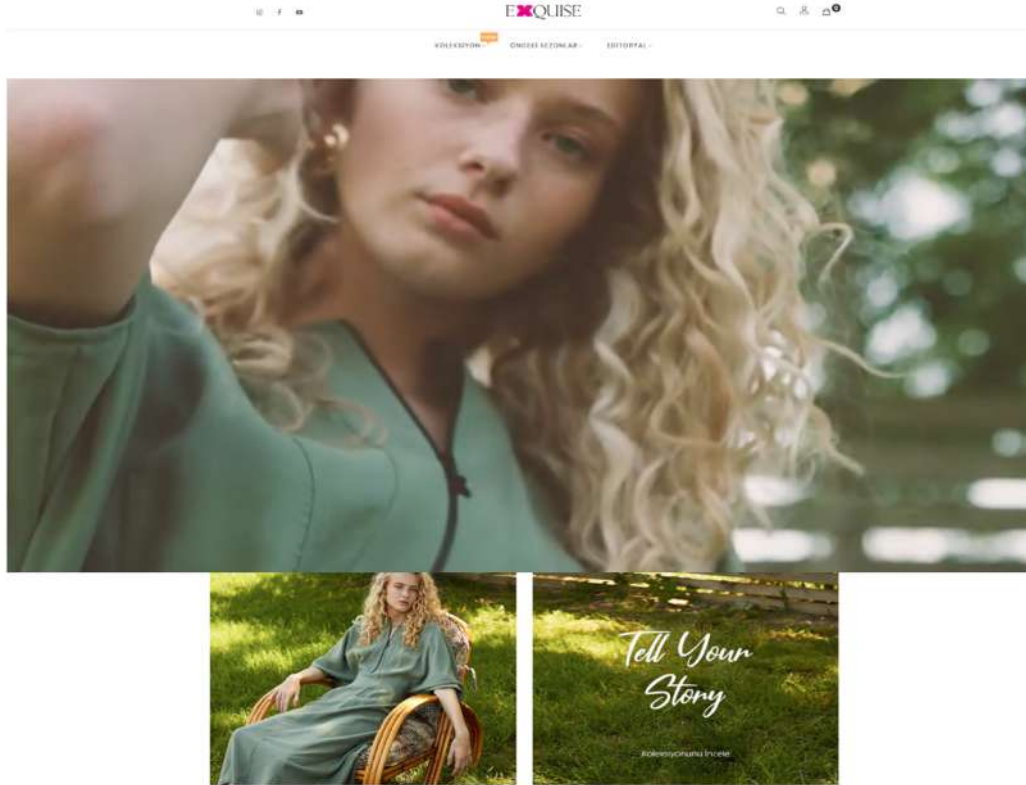
1. Visual Merchandising
2. Brand Website
3. Social Media
4. Press Coverage
5. Celebrity Endorsement



# 1. Visual Merchandising



## 2. Brand Website



ANVELOP FORM DESENLI ELBİSE  
1,089₺



ASİMETRİK KESİM BELE OTURAN  
CREP ELBİSE  
939₺



ASİMETRİK KESİM BELE OTURAN  
CREP ELBİSE  
939₺



BALON KOL BÜZGÜ DETAYLI V  
YAKA ÇIZGILI ELBİSE  
1,249₺



BALON KOL KUŞAKLI ELBİSE  
1,089₺



BALON KOL KUŞAKLI ELBİSE  
1,089₺



BALON KOL ÖNDEN DÜZMELİ  
PUANTIYE DESENLI TULUM  
939₺



BALON KOLLU POPLİN ELBİSE  
939₺



BEDEN VE CEP BÜZGÜ DETAYLI  
PAMUK ELBİSE  
709₺



BELDEN BAĞLAMA DETAYLI PLİSE  
ETEKLİ ELBİSE  
1,249₺



BELE OTURAN DİKİŞ DETAYLI CREP  
MİDİ ELBİSE  
939₺



BELE OTURAN DİKİŞ DETAYLI CREP  
MİDİ ELBİSE  
939₺

# 3. Social Media

Instagram profile for exquisiteofficial. Bio: Exquisite Official #TellYourStory #ExquisiteStyle #ExquisiteMood www.exquisite.com. 1,089 posts, 45.4k followers, 287 following. Grid of fashion-related images.

YouTube channel for Exquisite. 19 subscribers. Uploads: 19AW Exquisite MBFW, 19AW Exquisite MBFW, 18AW MBFW, #TellYourStory. Popular uploads: Exquisite Paris 2014 Summer Fashion Show - Runway, 2015 Spring / Summer Collection photo shooting - Backstage, Exquisite SS2014 Fashion Show - Setup, Mercedes Benz Fashion Week SS20 Defilesi.

Facebook page for Exquisite (@exquisiteofficial). Profile picture and cover photo. Bio: Design & fashion in Istanbul, Turkey. 4.8 stars, 3,061 people like this, 3,101 people follow this, 27 check-ins. Address: Merkez Mah. Silahgör Cad. Bomonti Plaza No 38 K 5 Bomonti / Şişli (332.28 km) 34381 İstanbul, Turkey. Phone: (0212) 240 28 62. Website: www.exquisite.com.

LinkedIn profile for Exquisite. Bio: Apparel & Fashion - Şişli, İstanbul - 67 followers. Recent posts about Mercedes Benz Fashion Week İstanbul and 2020 İkbahar / Yaz koleksiyonu defilesi MB İstanbul Moda Haftası.



# 4. Press Coverage





# 4. Press Coverage



# 5. Celebrity Endorsement



Aseha Saribatur  
*Influencer*



Nesrin Cavadzade  
*Actress*



Ezgi Findik  
*Influencer*



Burcu Biricik  
*Actress*

## 5. Celebrity Endorsement



Sertab Erener  
*Singer*



Ahu Yagtu  
*Model*



Ceylan Atinc  
*Fashion Director*



Meriç Kucuk  
*Influencer*

## 5. Celebrity Endorsement



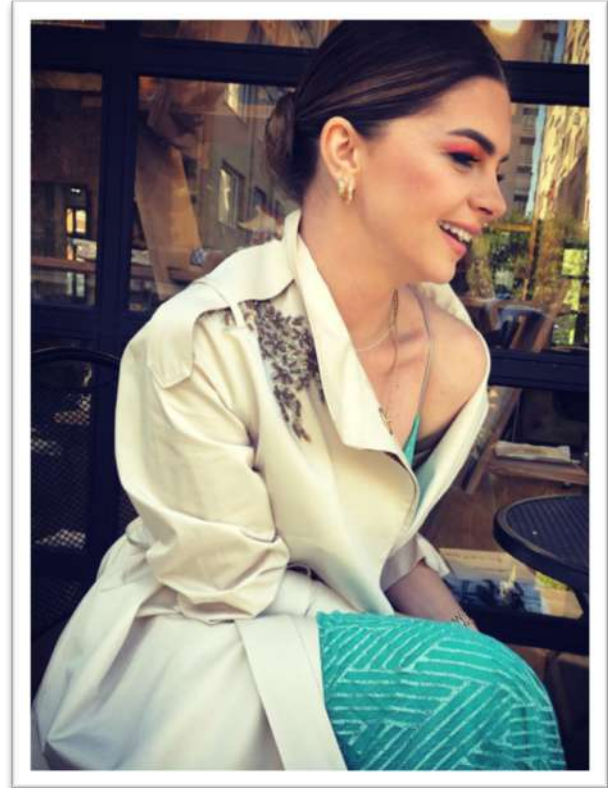
Ozge Ulusoy  
*Model*



Demet Ozdemir  
*Actress*



Esra Erol  
*TV Presenter*



Pelin Karahan  
*Actress*

## 5. Celebrity Endorsement



Ebru Akel  
*Model*



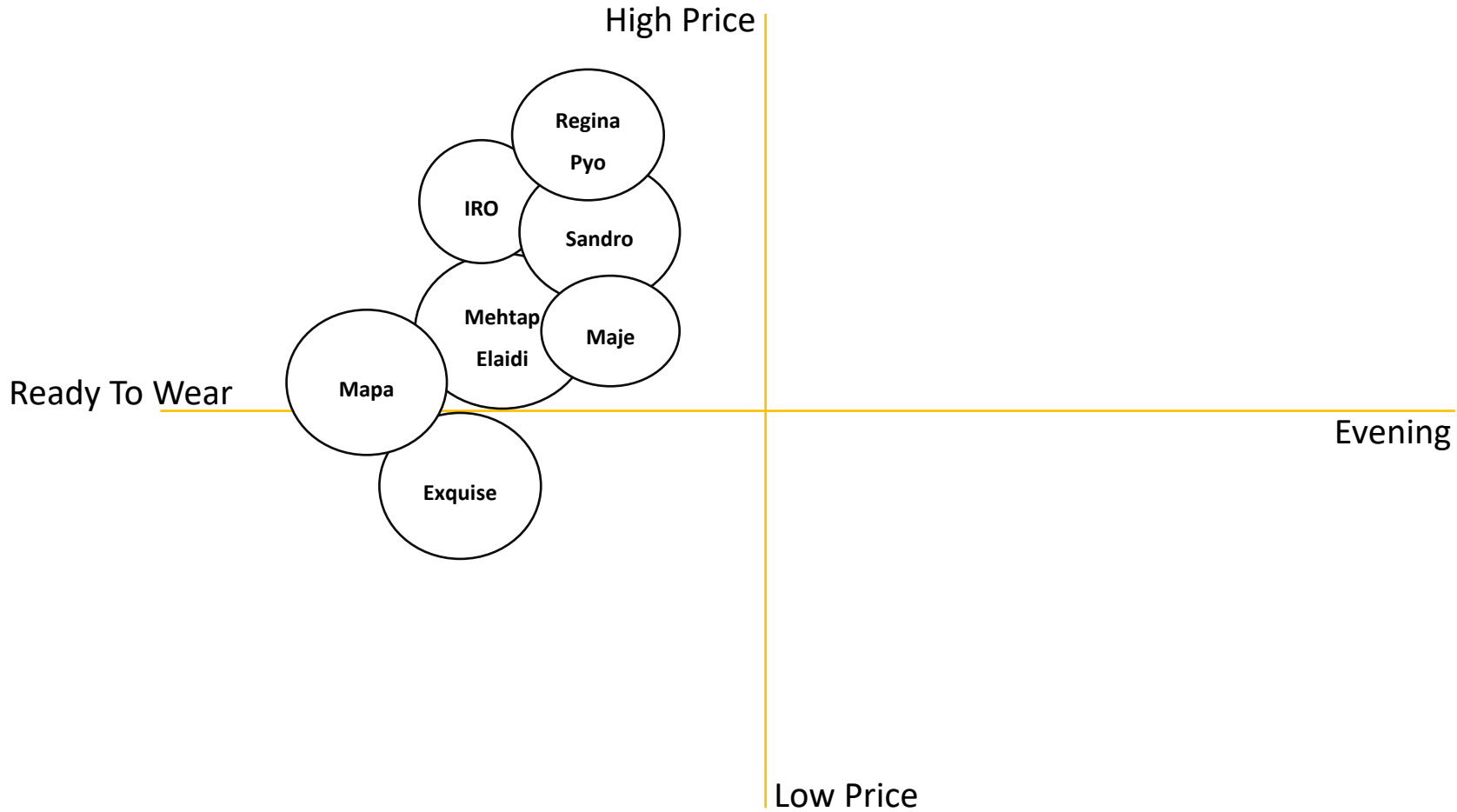
Irem Derici  
*Singer*



Zeynep Zor  
*Author*



Oyku Karayel  
*Actress*



### INTERNATIONAL BRANDS

Market Share 40%

Channels Own Stores

Price Level Upper – Upper/Medium

Product Range Fashion-Functional

# Brand Support for the Sales Point

- Trunk shows upon a mutual agreement
- Visit the sales points twice a year
- Seasonal VM manual would be sent to every sales point
- Sales team training sessions by virtual meetings
- Visual digital materials
- Seasonal digital sales training materials



# EXQUISE

## Showapp Showroom Info

Tesvikiye Mah. Akkavak Sok. No:18, Hacı Omer Apt.  
Kat:3, D:5 Nisantasi / Istanbul – TURKEY

[www.showappshowroom.com](http://www.showappshowroom.com)



*Thank you.*