



Blake + Smith

Autumn/Winter 22/23

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BLAKE + SMITH BRAND STORY

The abbreviation B+S is a play on the phrase bull sh!t. Customers of Blake and Smith are over the BS from typical fashion companies. The creators of B+S want to help define the new luxury consumer.



B + S stands for Blake + Smith- a brand that is focused on being chic and transparent for women who enjoy luxury. The neutral names Blake and Smith can represent every customer.

TARGET CUSTOMER: HUNTER BRYNE WILLIAMS

Hunter is a 28 year old professional living in New York City. She has a BA in Advertising and Public Relations from Penn State University. She is the public relations director of a boutique marketing firm with a \$185k salary. She is obsessed with living healthier and does yoga or zumba everyday religiously. She is a workaholic, but she loves to spend time with her friends by going out to eat and drink.





My mom said to me,
“One day, you should settle
down and marry a rich man.”
I said, “Mom, I *am* a rich man.

Cher



COMPETITIVE ANALYSIS



COMPETITIVE ANALYSIS: SAINT LAURENT

Mission:

“aims to create and market highly desirable products through innovation and unparalleled quality and design.”

Vision:

Saint Laurent embraces the responsibility to work today for a better tomorrow.

Values:

Preserving the environment;
Protecting human rights;
Implementing responsible sourcing

COMPETITIVE ANALYSIS: SAINT LAURENT

STRENGTHS

Owned by Kering,
Strong presence and historic
legacy,
Diversified product portfolio
with timeless pieces

S

WEAKNESSES

Brand recognition,
Lack of digital
competitiveness,
Transition stage due to
creative direction changes

W

Revival of vintage collection,
Develop in existing markets,
Corporate social
responsibility and green
initiatives

OPPORTUNITIES

O

Competition from other
brands owned by parent
company,
Fast fashion and counterfeit
products

THREATS

T

COMPETITIVE ANALYSIS: BALENCIAGA

Mission:

“luxury clothes to be worn, not mothballed; product that is desirable without losing its integrity as something practical”

Vision:

The goal of Balenciaga is to innovate without harming humans or the environment while respecting the welfare of animals.

Values:

Reducing environmental impact;
Fur-and exotic leather-free;
Innovation

COMPETITIVE ANALYSIS: BALENCIAGA

STRENGTHS

Owned by Kering,
Well-known for leather good,
Strong background and
reputation of creative
directors

S

WEAKNESSES

Seasonably products,
Limited brand portfolio,
Wide target market
Frequent shifting of designers

W

Product range extensions,
Haute couture,
Emerge into growing
economies beyond North
America, Europe, and Japan
OPPORTUNITIES

O

Rise of fresh, new brands,
Lack of brand faithfulness,
Lack of social media presence
THREATS

T

COMPETITIVE ANALYSIS: DIOR

Mission:

“we, as Dior, desire to provide woman with timeless beauty”

Vision:

Dior respects the identity of classic beauty to ensure excellence and long-term success. They aim for their garments and accessories drive confidence among customers

Values:

Display creativity and innovation;
Demonstrate formal thinking and entrepreneurial spirit;
Provide excellence and glamour

COMPETITIVE ANALYSIS: DIOR

STRENGTHS

Strong branding,
Broad product portfolio,
Excellent branding and
advertising

S

WEAKNESSES

Limited presence worldwide,
Constant fluctuation of
exchange rate, Seasonality of
demand

W

Strengthen e-commerce
store, Focus on Corporate
Social Responsibility
initiatives, Expand into
emerging markets

OPPORTUNITIES

O

Production of counterfeit
products, Strong competition
from brands like Chanel,
International exposure and
uncertainties

THREATS

T

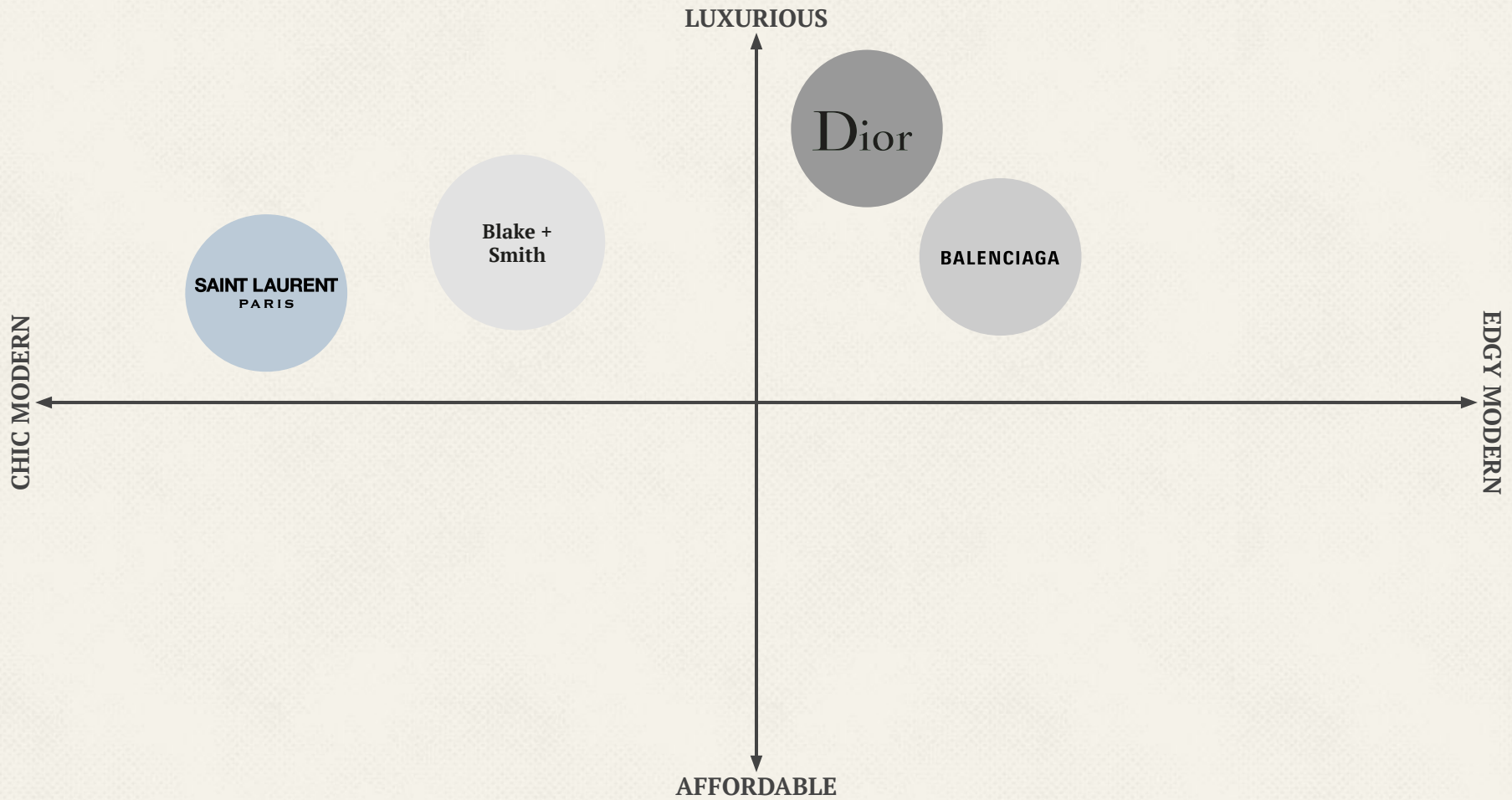
WOMENSWEAR PRICE POINTS

	Tops	Bottoms	Dresses	Outerwear	Handbags	Footwear
SAINT LAURENT PARIS	\$690-\$5,490	\$550-\$5,950	\$790-\$7,500	\$1,590-\$1,790	\$1,150-\$4,750	\$695-\$995
BALENCIAGA	\$495-\$2,150	\$395-\$2,850	\$479-\$4,350	\$969-\$23,000	\$695-\$3,350	\$179-\$3,250
Dior	\$1,000-\$5,000	\$920-\$6,600	\$1,450-\$6,300	\$1,750-\$6,700	\$800-\$6,300	\$670-\$3300

PRODUCT COMPARISON



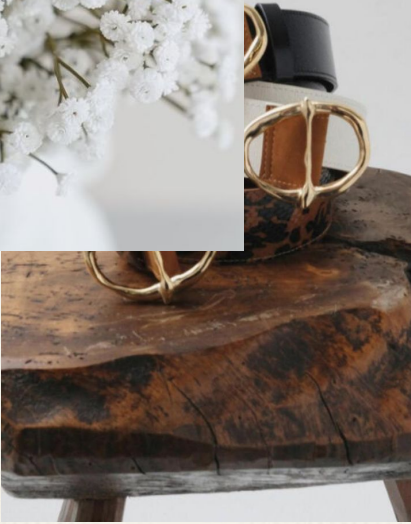
Women		Saint Laurent	Balenciaga	Dior
Handbag	Price Range	\$1,990	\$2,050	\$3,800
	# of Colors	2	3	12
	# of Sizes	1	1	1
	Fabrication	Lamb Skin	Calf Skin	Calf Skin
	# of Styles	6/479	12/123	49/249



CONCEPT BOARD & TREND RESEARCH



CHARGED AND READY



Bloodstone
2460

Artisanal
Red
2489

Orange
Oxide
3654

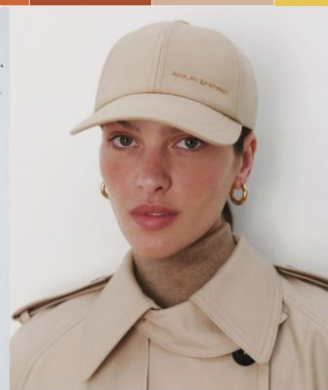
Ginger
Biscuit
1890

Oat Milk
1276

Mineral
Yellow
6145

Butter
8900

Jade
9123



A/W 22/23: Supercharged Simplicity

Supercharged Simplicity takes a back-to-basics approach to value-driven design. Pieces have a big and baggy silhouette with color blocking techniques. Also incorporated are products that feature multiple uses. Fabrics are wool blends, silk, and cottons.



LESS IS MORE

#003
Warm Wine

#004
Rockslide

#005
Cedar

#006
Mellow
Mind

#007
Nutmeg

#008
Sun Bath



Grounded, Placate, Perennial



REJUVENATE

Nostalgic, Captivated, Driven

#013
Unfazed

#014
Potential
Power

#015
Deep
Matcha

#016
Stone

#017
Peppercorn

#018
Tangy



ENERGIZED

#023
Bounce

#024
Orchid

#025
Forward

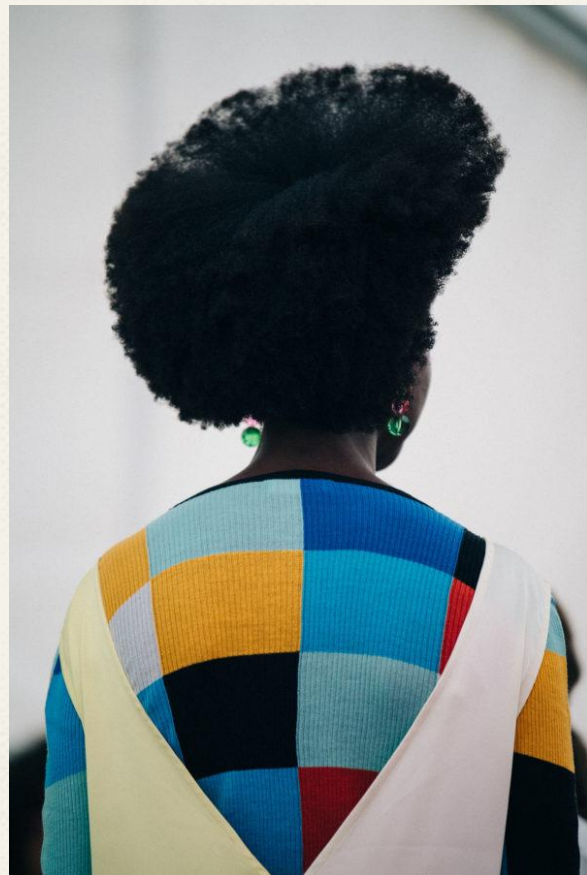
#026
Nostalgic

#027
New Glow

#028
Pistachio



Bloom, Stand-out, Youthful



LESS IS MORE

#003
Warm Wine

#004
Rockslide

#005
Cedar

#006
Mellow
Mind

#007
Nutmeg

#008
Sun Bath

REJUVENATE

#013
Unfazed

#014
Potential
Power

#015
Deep
Matcha

#016
Stone

#017
Peppercorn

#018
Tangy

ENERGIZED

#023
Bounce

#024
Orchid

#025
Forward

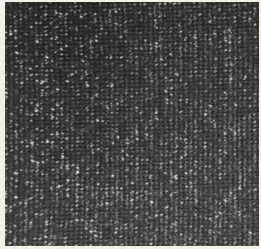
#026
Nostalgic

#027
New Glow

#028
Pistachio



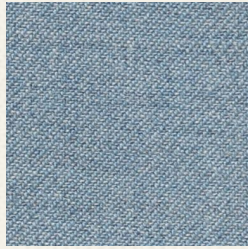
Urban Climate



Metallic Rain
70% Viscose, 15%
Polyester, 15%
Metallic Polyester
Italy



B+S Leather
100% Leather
Italy



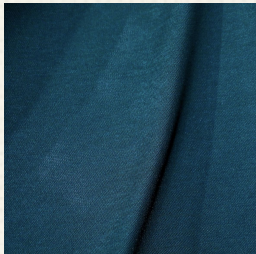
Wool Blend
70% Wool, 30% Nylon
Italy



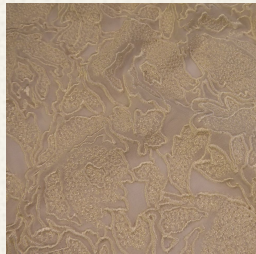
Cream Satin
100% Silk
Italy



Italian Pure Denim
80% Cotton,
20% Elastane
Italy



Polyester
100% Polyester
Italy



Embroidery Felt
77% Polyester,
33% Silk
Italy



Peach Skin
Cotton
100% Cotton
Italy



KEY SILHOUETTES



B/S silhouettes consist of oversized and relaxed fits while still maintaining a clean look. It puts a cool, chic twist on professional wear.

LINE PLAN



The B+S Handbag	Blake Jumpsuit	Smith Wrap Dress	Brooklyn Dress	Brenna Dress
 <p>€2,999.00 One Size Fiber Content: 100% Leather</p> <p>#004 Rockslide Pi stachio #028</p>	 <p>€2,100.00 XS-XL Fiber Content: 80% Cotton, 20% Elastane</p> <p>#015 Deep Matcha</p>	 <p>€450.00 XS-XL Fiber Content: 100% Silk</p> <p>#014 Potential Power #008 Sun Bath</p>	 <p>€500.00 XS-XL Fiber Content: 77% Polyester, 33% Silk</p> <p>#027 New Glow #028 Pistachio</p>	 <p>€880.00 XS-XL Fiber Content: 70% Viscose, 15% Polyester, 15% Metallic Polyester</p> <p>#016 Stone #003 Warm Wine</p>
Benny Vest	Beckham Button-up	Berkeley Top	Scarlet Turtleneck	Sammy Tee
 <p>€550.00 S-L Fiber Content: 60% Cotton, 40% Polyester</p> <p>#015 Deep Matcha #017 Peppercorn</p>	 <p>€785.00 XS-XL Fiber Content: 80% Silk, 20% Polyester</p> <p>#004 Rockslide #006 Mellow Mind #028 Pistachio #026 Nostalgic</p>	 <p>€625.00 XS-XL Fiber Content: 100% Cotton</p> <p>#006 Mellow Mind #026 Nostalgic #018 Tangy</p>	 <p>€800.00 XS-XL Fiber Content: 70% Wool, 30% Nylon</p> <p>#023 Bounce #024 Peppercorn</p>	 <p>€500.00 XS-XL Fiber Content: 100% Cotton</p> <p>#004 Rockslide #008 Sunbath</p>

<p>Blake Wide Leg Slacks</p>  <p>€800.00 24-33 Fiber Content: 80% Cotton, 20% Elastane</p> <ul style="list-style-type: none"> #014 Potential Power #015 Deep Matcha #013 Unfazed 	<p>Smith Flared Slacks</p>  <p>€800.00 24-33 Fiber Content: 100% Polyester</p> <ul style="list-style-type: none"> #017 Peppercorn #018 Tangy 	<p>Spears Straight Slacks</p>  <p>€845.00 24-33 Fiber Content: 70% Wool, 30% Nylon</p> <ul style="list-style-type: none"> #027 New Glow #026 Nostalgic #028 Pistachio 	<p>Sarah Shorts</p>  <p>€400.00 XS-XL Fiber Content: 80% Cotton, 20% Elastane</p> <ul style="list-style-type: none"> #023 Bounce #024 Peppercorn 	<p>Bonnie Wrap Skirt</p>  <p>€750.00 XS-XL Fiber Content: 77% Polyester, 33% Silk</p> <ul style="list-style-type: none"> #007 Nutmeg #014 Potential Power
<p>Blair Crossover Skort</p>  <p>€700.00 XS-XL Fiber Content: 77% Polyester, 33% Silk</p> <ul style="list-style-type: none"> #026 Nostalgic #006 Mellow Mind 	<p>Bedford Blazer</p>  <p>€1,200.00 0-12 Fiber Content: Shell: 70% Wool, 30% Nylon Lining: 100% Silk</p> <ul style="list-style-type: none"> #015 Deep Matcha #017 Peppercorn 	<p>Stella Jacket</p>  <p>€1,950.00 XS-XL Fiber Content: 80% Cotton, 20% Elastane</p> <ul style="list-style-type: none"> #004 Rockslide 	<p>Barrington Trench Coat</p>  <p>€2,199.00 XS-XL Fiber Content: 100% Cotton</p> <ul style="list-style-type: none"> #007 Nutmeg #016 Stone 	<p>Salvatore Cardigan</p>  <p>€899.00 XS-XL Fiber Content: 70% Wool, 30% Nylon</p> <ul style="list-style-type: none"> #027 New Glow #025 Forward #026 Nostalgic

STYLE SHEETS

PRODUCT CATEGORIES

Handbags

Jumpsuits & Dresses

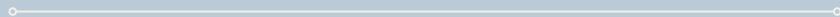
Tops

Bottoms

Skirts

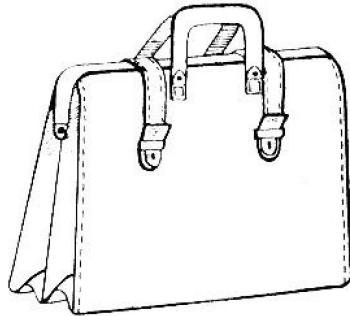
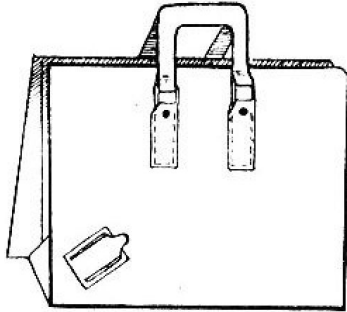
Outerwear

HANDBAGS



HANDBAG

Blake + Smith A/W 22/23



Style Name:

The B+S Handbag

Style Number:

#5419033

Sizes:


None

Price:

€2,999.00

Colorways:

 #004 Rockslide

 #028 Pistachio

Fabric Content:

100% leather

Description:

Leather handbag with strap detailing and button closures. Sturdy and stiff material

JUMPSUITS & DRESSES



JUMPSUIT

Blake + Smith A/W 22/23



Style Name:

The Blake Jumpsuit

Style Number:

#8965762

Sizes:

XS,S,M,L,XL

Price:

€2,100.00

Colorways:



#015 Deep Matcha

Fabric Content:

80% Cotton, 20% Elastane

Description:

Jumpsuit with 2-inch straps, 8-inch zipper in the back, in seam pockets and cuffed ankles

WRAP DRESS

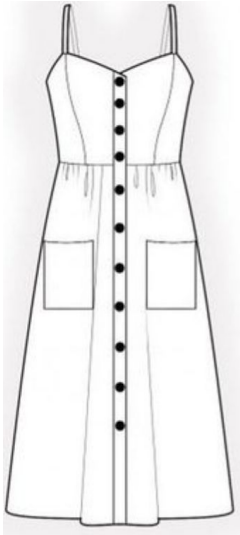
Blake + Smith A/W 22/23



Style Name:	Smith Wrap Dress
Style Number:	#0034562
Sizes:	XS,S,M,L,XL
Price:	€450.00
Colorways:	 #014 Potential Power  #008 Sun Bath
Fabric Content:	100% Silk
Description:	Short sleeve, gathered shoulders and waist band, 2-inch hem wrap dress

BUTTON DOWN MAXI

Blake + Smith A/W 22/23



Style Name:

Brooklyn Dress

Style Number:

#7623000

Sizes:

XS,S,M,L,XL

Price:

€500.00

Colorways:

 #027
New Glow

 #028
Pistachio

Fabric Content:

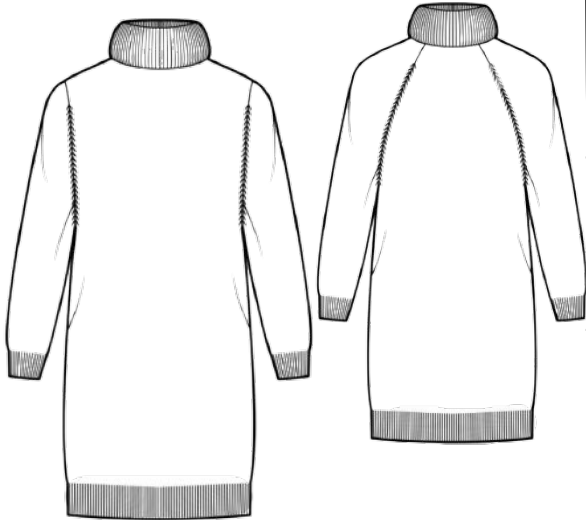
77% Polyester, 33% Silk



Description:

Ankle length, button down maxi dress with two classic pouch pockets, princess seams in the bodice, gathered waist band.

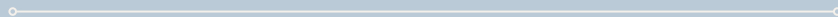
SWEATER DRESS

Blake + Smith A/W 22/23



Style Name:	Brenna Dress
Style Number:	#4287246
Sizes:	XS,S,M,L,XL
Price:	€880.00
Colorways:	 #003 Warm Wine  #016 Stone
Fabric Content:	70% Viscose, 15% Polyester, 15% Metallic Polyester
Description:	A boxy sweater dress with a ribbed turtleneck collar, cuffs, and hem.

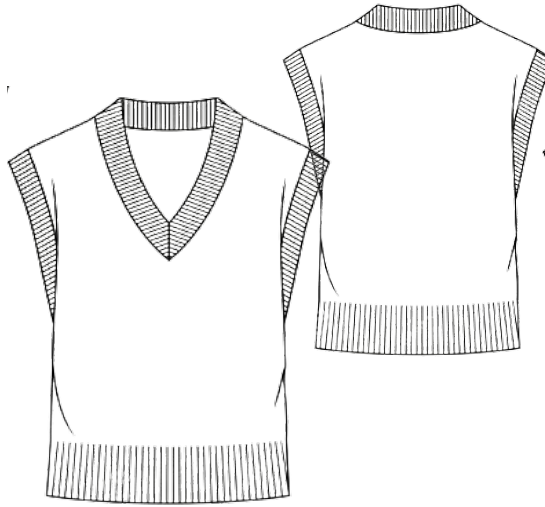
TOPS



SWEATER VEST

Blake + Smith A/W 22/23

Category: Tops





Style Name: Benny Vest

Style Number: #0877129

Sizes: S,M,L

Price: €550.00

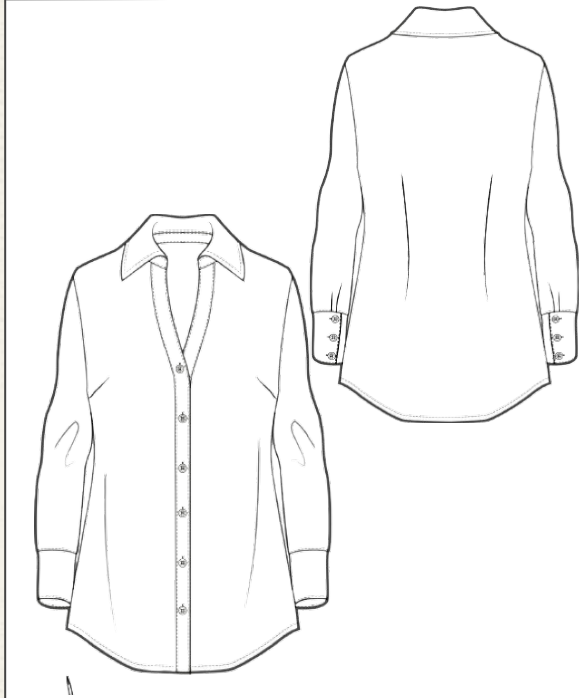
Colorways:  #015 Deep Matcha  #017 Peppercorn

Fabric Content: 60% Cotton, 40% Polyester

Description: An oversized V-neck sweater vest with a ribbed collar and hem.

BUTTON-UP SHIRT

Blake + Smith A/W 22/23



Style Name: Beckham Button-up

Style Number: #2061101

Sizes: XS,S,M,L,XL

Price: €785.00

Colorways:

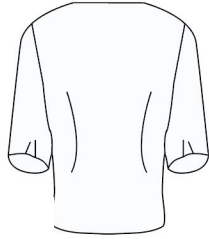


Fabric Content: 80% Silk, 20% Polyester

Description: A classic long sleeve button up shirt with cuffs and a shirt collar.

CORSET TOP

Blake + Smith A/W 22/23



Style Name:

Berkeley Top

Style Number:

#9342777

Sizes:

XS,S,M,L,XL

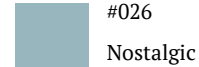
Price:

€625.00

Colorways:



#006
Mellow
Mind



#026
Nostalgic



#018 Tangy

Fabric Content:

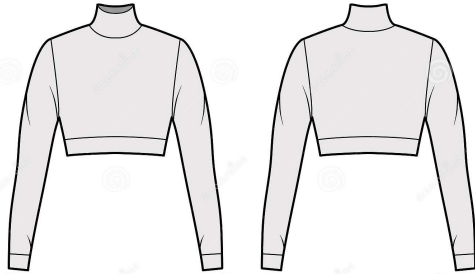
100% Cotton

Description:

A fitted Cotton top with corset detailing on the front face. Dolman cut sleeves.

TURTLENECK

Blake + Smith A/W 22/23



Style Name:

The Scarlet Turtleneck

Style Number:

#045637

Sizes:

XS,S,M,L,XL

Price:

€800.00

Colorways:



#023 Bounce



#024 Orchid

Fabric Content:

70% Wool, 30% Nylon

Description:

A cropped turtleneck pullover with a cinched cuff. Long sleeves, fitted all around.

Graphic Tee

Blake + Smith A/W 22/23



Style Name:

The Sammy Tee

Style Number:

#9967832

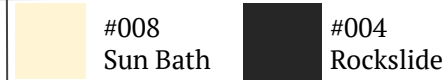
Sizes:

XS,S,M,L,XL

Price:

€500.00

Colorways:



Fabric Content:

100% Cotton

Description:

Classic t shirt with a round neckline, short sleeves, kimono and dolman cut sleeves, 2 inch hem on sleeves and bottom of the shirt.

BOTTOMS



WIDE LEG SLACKS

Blake + Smith A/W 22/23



Style Name:

The Blake Wide Leg Slacks

Style Number:

#7394621




Sizes:

24,25,26,27,28,29,30,31,32,33

Price:

€800

Colorways:

 #013 Unfazed  #014 Potential Power  #015 Deep Matcha

Fabric Content:

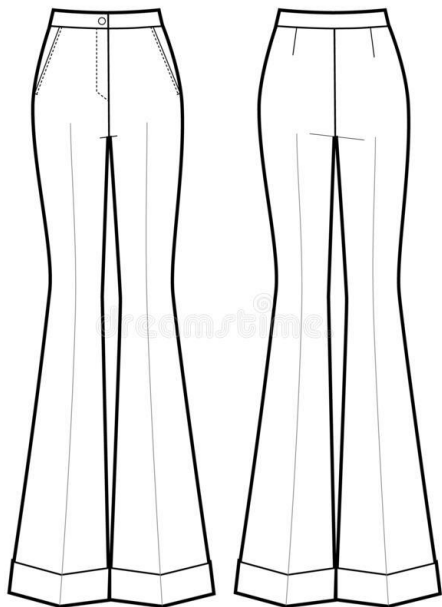
80% Cotton, 20% Elastane

Description:

A wide leg slack with deep front pockets and a scrunched waist with button detailing.

FLARED HIGH WAISTED SLACKS

Blake + Smith A/W 22/23



Style Name:

The Smith Flared Slacks

Style Number:

#7379648

Sizes:

24,25,26,27,28,29,30,31,32,33

Price:

€800.00

Colorways:



#017 Peppercorn



#018 Tangy

Fabric Content:

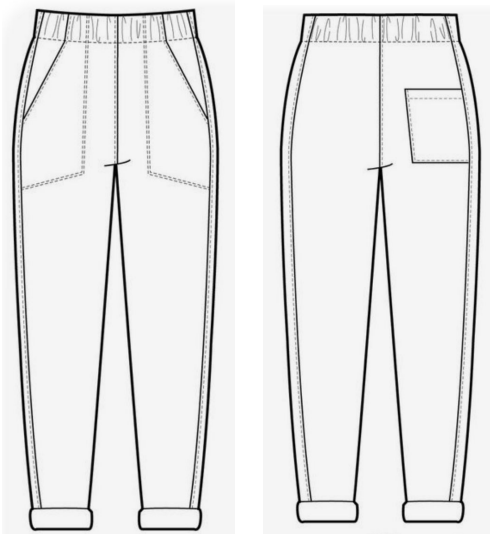
100% Polyester




Description:

A high waisted slack that flares from the knees with front pockets and button at the waist.

STRAIGHT LEG SLACKS

Blake + Smith A/W 22/23



Style Name:	Spears Straight Slacks
Style Number:	#7739362
Sizes:	24,25,26,27,28,29,30,31,32,33
Price:	€845
Colorways:	 #026 Nostalgic  #027 New Glow  #028 Pistachio
Fabric Content:	70% Wool, 30% Nylon
Description:	A straight slack with a scrunched elastic waist and rolled ankles, as well as deep pockets and one back pocket.

SHORTS

Blake + Smith A/W 22/23



Style Name:

The Sarah Short

Style Number:

#8272924

Sizes:

XS,S,M,L,XL

Price:

€400

Colorways:



#023 Bounce



#024 Orchid

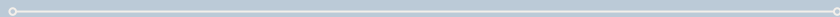
Fabric Content:

80% Cotton, 20% Elastane

Description:

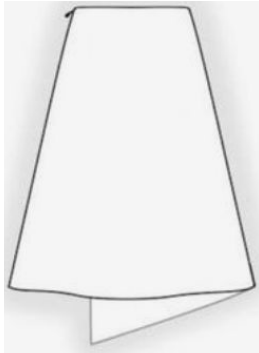
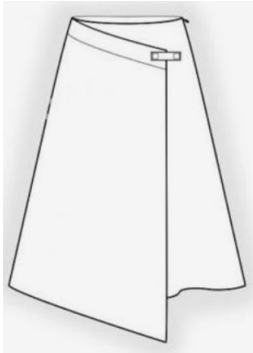
A Bermuda short with front pockets and a button at the waist and belt loops.

SKIRTS



SKIRT

Blake + Smith A/W 22/23



Style Name:

Bonnie Wrap Skirt

Style Number:

#9182736

Sizes:

XS,S,M,L,XL

Price:

€750

Colorways:



#007 Nutmeg



#014 Potential Power

Fabric Content:

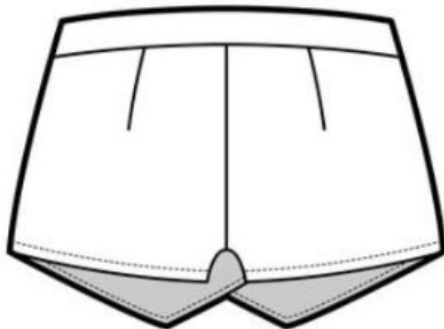
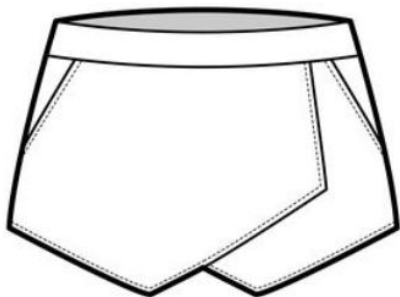
77% Polyester, 33% Silk

Description:

Mid length wrap skirt with button closure on the waistline and hanging silhouette

SKORT

Blake + Smith A/W 22/23



Style Name:

Blair Crossover Skort

Style Number:

#9391826

Sizes:

XS,S,M,L,XL

Price:

€700

Colorways:

 #026 Nostalgic  #006 Mellow Mind

Fabric Content:

77% Polyester, 33% Silk

Description:

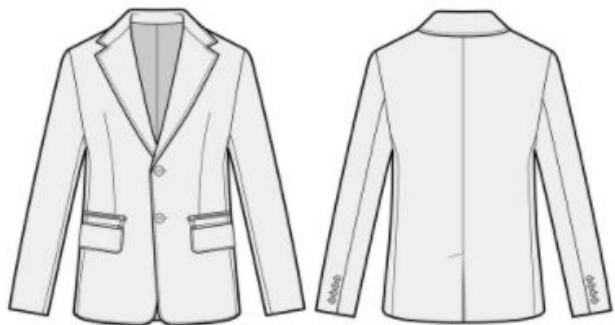
Crossover concept on the front of garment and shorts for the back of the garment with pocket details on front

OUTERWEAR



Blazer

Blake + Smith A/W 22/23



Style Name:

The Bedford Blazer

Style Number:

#2549001

Sizes:

0,2,4,6,8,10,12

Price:

€1,200.00

Colorways:



Deep Matcha #015



Peppercorn #017

Fabric Content:

Shell: 70% Wool, 30% Nylon Lining: 100% Silk

Description:

A classic blazer with two deep pockets in the front, 2 buttons on the chest, 3 buttons on the back of each sleeve and a collar

Denim Moto Jacket

Blake + Smith A/W 22/23



Style Name:

The Stella Jacket

Style Number:

#3156480

Sizes:

XS, S, M, L, XL

Price:

€1,9500.00

Colorways:



Rockslide #004

Fabric Content:

80% Cotton, 20% Elastane

Description:

A classic denim jacket with an off centered zipper, with two front pockets with zippers, 1 zipper on each sleeve, and 4 buttons on the collar

Trench Coat

Brand name/Season: Blake + Smith, A/W 22/23

Category: Outerwear



Style Name:

The Barrington Trench

Style Number:

#1953085

Sizes:

XS, S, M, L, XL

Price:

€2,199.00

Colorways:



Nutmeg #007



Stone #016

Fabric Content:

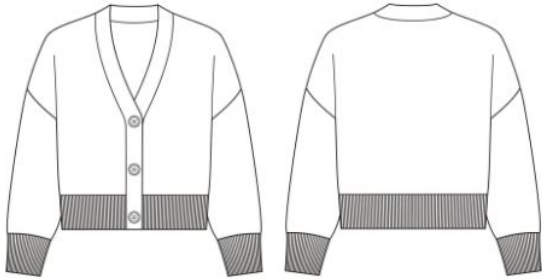
100% Cotton

Description:

Knee length trench coat, waist belt with buckle, buttoned pockets, buckled sleeve straps, storm flap, napoleon collar, double breasted with buttons, and belt loops in the back

Cardigan

Blake + Smith A/W 22/23



Style Name:

The Salvatore Cardigan

Style Number:

#1590746

Sizes:

XS, S, M, L, XL

Price:

€899.00

Colorways:



#027
New Glow



#025
Forward



#026 Nostalgic

Fabric Content:

70% Wool, 30% Nylon

Description:

V-necked loose fitting cardigan with 3 buttons down the chest, thick waistband, and tall cuffs

B+S

Made in Italy
Hecho en Italia
Fatto in Italia

Size:

XS S **(M)** L XL

100% Cotton
100% algodón
100% Cotone



Machine wash cold
Do not bleach
Tumble dry low

Lavar a máquina en frío
No usa blanqueador
Secar en secadora a
baja temperatura

Lavare in lavatrice a freddo
Non usare la candeggina
Asciugare in asciugatrice a bassa
temperatura

Over the BS

RN #02914

Tags

B/S
Blake + Smith

27

27



Color: Forward 025
Style: 001

€899.00

B/S

Made in Italy

MARKETING PLAN

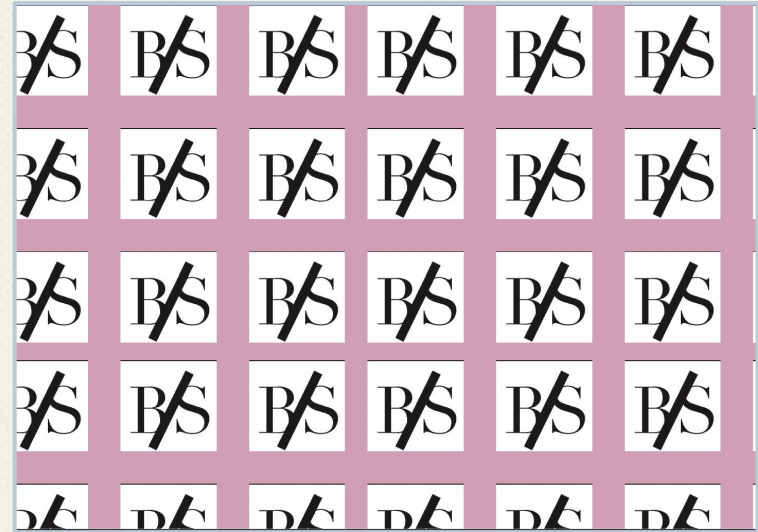


Shipping box for handbags and bigger items

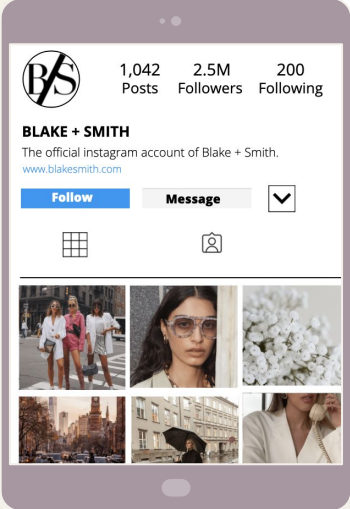


Shipping box for clothes and smaller items

Tissue paper for packaging



MARKETING PLAN



CONCLUSION

B/S is redefining the luxury market. It shifts its focus to a more youthful audience. The brand caters towards a specific target customer, a young successful businesswoman. These women often struggle to find quality pieces that are also age appropriate. Many of their competitors such as Saint Laurent are releasing garments for a more mature audience. Blake+Smith wearers want to look professional while remaining playful and fun. Younger shoppers today care about where and how their clothing is being produced. Blake + Smith ensures 100% transparency and gains the customers trust through honesty and quality products.

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