

SYSTEMS AND STRATEGIES

01



NAZEERAH BRAND STRATEGY

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OVERVIEW



THE ASK

To develop a strategy to grow Nazeerah, resulting in increased purchases and changing consumer perceptions around what their clothing means to them.

PROBLEM IDENTIFICATION:

Although there is a dedicated audience of **55%** U.S. consumers interested in sustainable clothing, there is a gap between stated interest in sustainability and actual purchasing patterns, with **48%** saying that they do not know where to find sustainable brands.

EILEEN FISHER

FREE SHIPPING & RETURNS EVERY DAY ON ALL US ORDERS

EILEEN FISHER

Fancy Pants

Party-ready pairs, three lustrous textures.

Shop Pants

A dramatic new velvet wide-leg pant. Soft and shimmering, with crushed texture.

EILEEN FISHER

The Event

Build a Simple Wardrobe

Take \$50 off your purchase of \$250 or more.
Take \$100 off your purchase of \$500 or more.*

*Some exclusions apply.



Black Friday Sale

Yellow Shrug

New Arrivals

Gift Guides

Shipping

FAQs

Jobs

News

Locations

Contact Us

Stores & Boutiques

Gift

CYBER MONDAY SPECIAL

50% OFF ALL BOOTS + UP TO 70% OFF SALE

SHOP BOOTS

SHOP THE SALE

CYBER MONDAY SALE EXTENDED

Up to 50% Off Almost Everything
+ Hundreds of Sale Styles at 70% Off

SHOP WOMEN

SHOP MEN

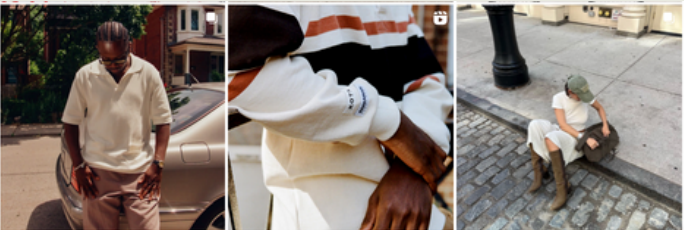
EVERLANE



COMPETITORS



KOTN



CUYANA

SMOOTH TOUCH

Fewer, better

Beautifully designed pieces that simplify your life.

CUYANA

THE NEW FLEECE

Step into the cold-weather season in chic comfort with our newest fleece silhouettes.

Shop Now

New Arrivals

New styles, same ethos: made better, enjoyed longer and designed to have a positive impact.

Shop Women's

Shop Men's

Women's

Men's

Home

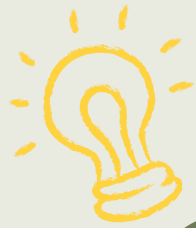
Features

KOTN

For lasting ways of life.
*Certified B Corp.

We're on a mission to change how things are made: better for the people and better for the planet.

That's why we built Kotn from the ground up - starting with the



OPPORTUNITY

There are key overarching opportunities we have identified that can help Nazeerah strengthen their brand identity and reach their target audience, to increase brand recognition, legitimacy and therefore lead to purchases:

- **Enhance current brand identity** and ensure it is consistently applied across key platforms, to maximize use of current channels and differentiate Nazeerah from competitors in the space
- **Implement stronger messaging** and storytelling techniques that command urgency, education and persuasion



STRATEGY





STRATEGY

To drive brand awareness and position Nazeerah as a desirable, legitimate choice for sustainable fashion consumers, by **enhancing the current brand identity** to differentiate Nazeerah from competitors.

This refreshed brand identity will be aligned across channels and **communicated through an omni-channel marketing approach** to effectively engage with the target demographic to build a core community, resulting in increased brand awareness and business growth.

STRATEGY:

Our strategy will be implemented through a three-step approach:



PHASE 1

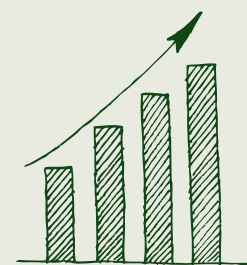
Preparation

Month 1-3

Preparation Phase: Brand Identity Enhancement

Refine messaging and visual identity, applying consistently across all platforms to further communicate Nazeerah's values and commitment to sustainability.

Goals: Increase brand recognition & build credibility



PHASE 2

Growth

Month 4-9

Growth Phase: Marketing Campaign

Implement refreshed brand identity through budget-friendly marketing tactics to reach and engage the target audience.

Goals: Increase brand awareness & sales



PHASE 3

Learning

Month 10-12

Learning Phase: Reflect & Analyze

Evaluate success of marketing efforts achieved so far & adjust strategies based on data insights.

Goals: Optimize marketing materials per learnings

IMPLIMENTATION

PHASE 1: Brand Identity Enhancement

Preparation Phase



MESSAGING:



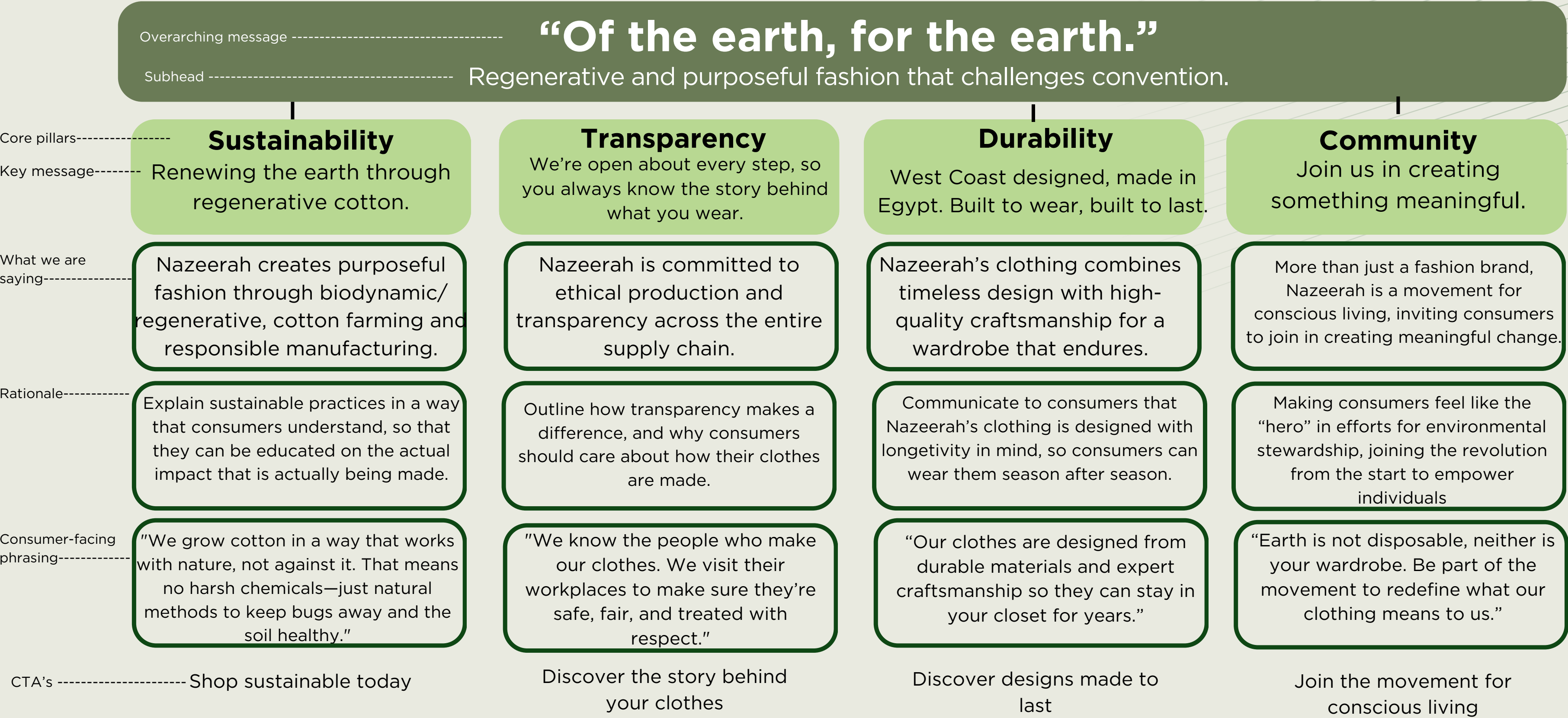
We know there's a clear gap between interest in sustainable fashion and actual purchasing, often due to lack of awareness, accessibility, or overly complex sustainability messaging.

Our solution? **Reimagine Nazeerah's messaging to make sustainability approachable, empowering, and consistently integrated across all platforms.**

This includes:

- Clear, relatable language that avoids jargon.
- Educational storytelling to highlight sustainability practices and values.
- A confident, motivational tone that inspires trust and action.

MESSAGING HIERCHY:



Nazeerah aims to support the new wave of farmers in Egypt that are growing **biodynamic/regenerative cotton**.

Biodynamic goes beyond organic by using natural compost instead of **synthetic fertilizers, leading to increased carbon sequestration.**

Nazeerah supports a new generation of farmers in Egypt who grow cotton **in a way that works with nature - not against it.** This method uses natural compost instead of **harsh chemical fertilizers, helping to trap more carbon in the soil** and fight climate change.

EXECUTION

VISUAL IDENTITY

We identified an opportunity to enhance Nazeerah's visual identity to highlight core values, emphasize sustainability, and stand out in the sustainable fashion market.



PART 1

NAZEERAH

**FAST
FASHION
IS CHEAP.**

the planet's bill isn't.





COLOR STORY

Use earthy tones (browns, greens, soft blues) for a natural, sustainable feel, complemented by West Coast and Egyptian-inspired hues like terracotta, sage, teal, and gold.

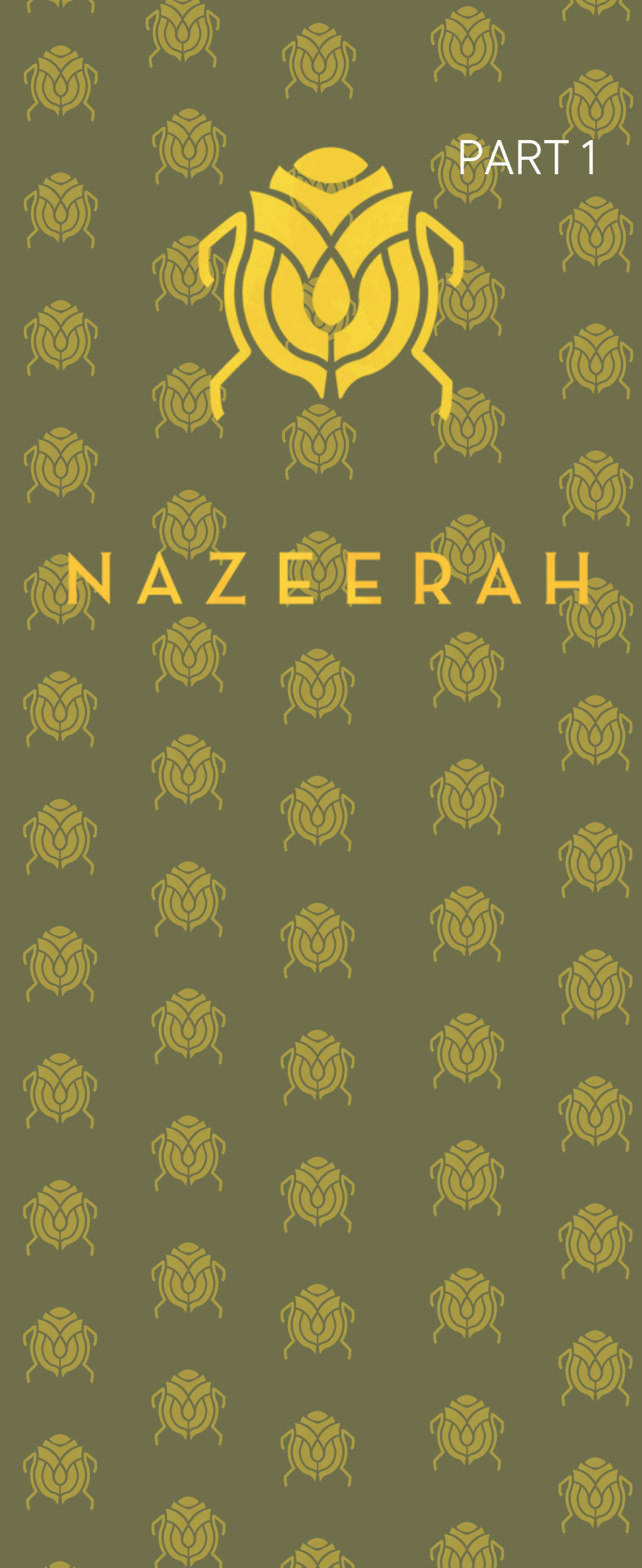
TYPOGRAPHY & SYMBOLS

Typography: Clean, minimalist fonts for eco-consciousness, juxtaposing with bold headlines to create impact alongside aesthetic imagery.

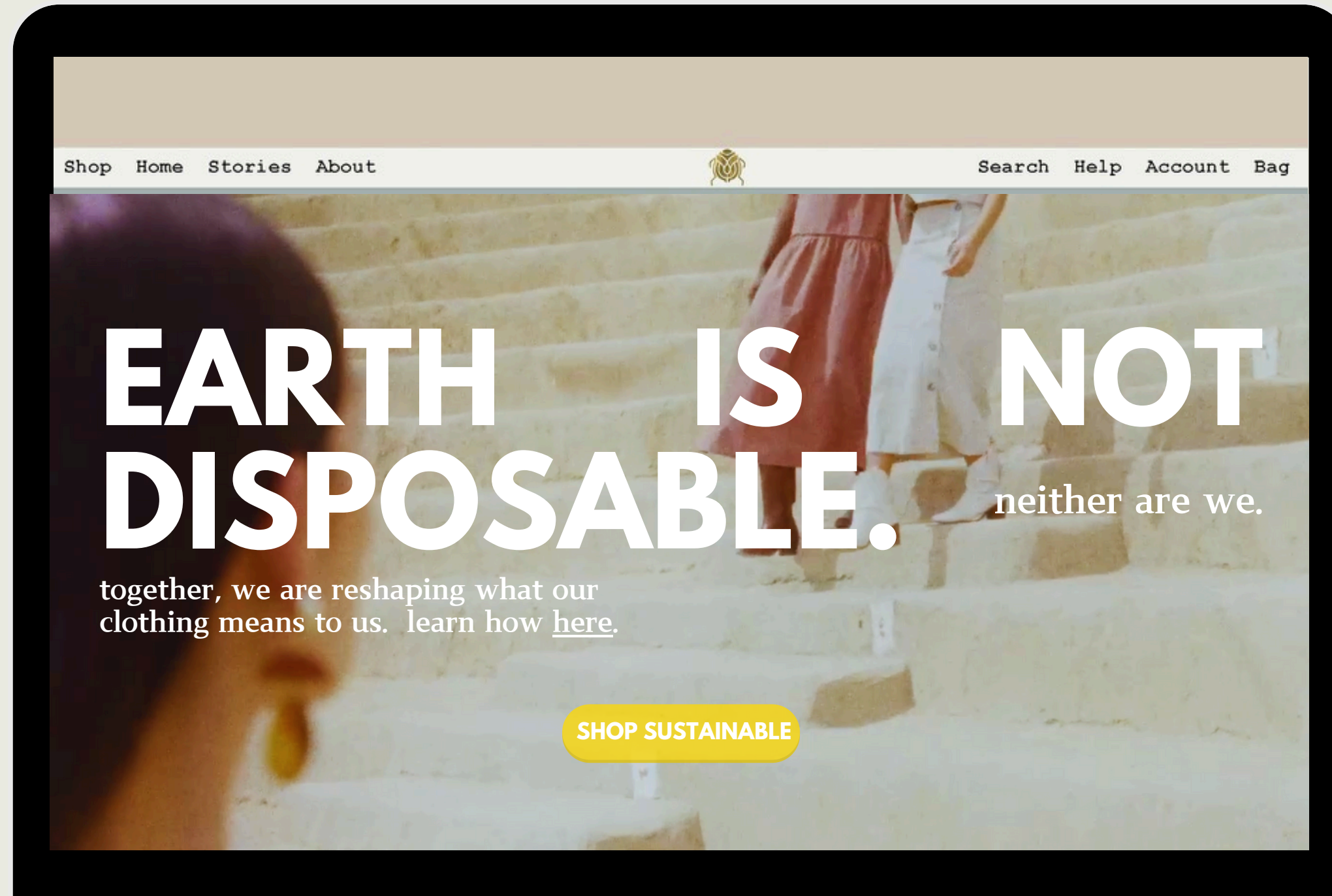
Symbols: Leverage unique logo more prominently to reinforce brand roots, build recognition, and differentiate from competitors.

**FAST
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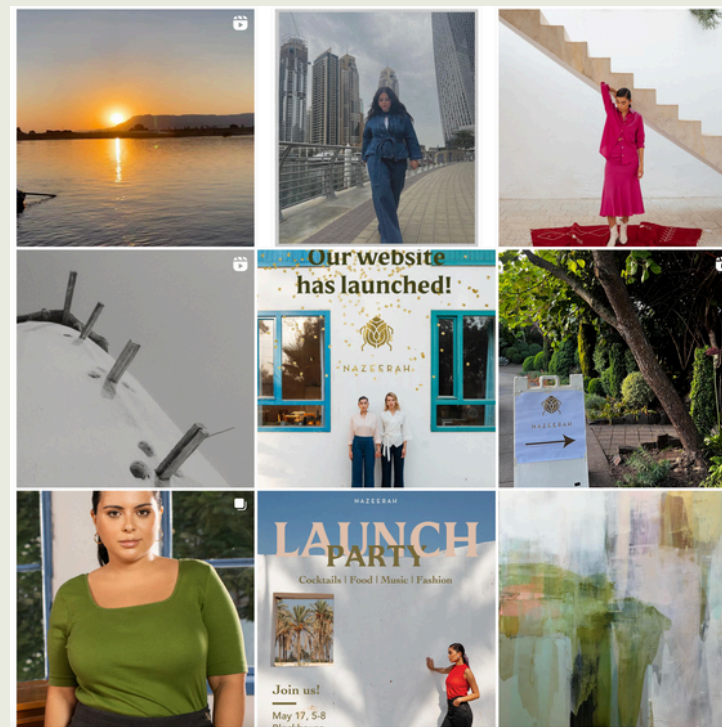
IMPLIMENTATION: WEBSITE



We will look to implement our brand identity enhancement across the Nazeerah website, with the main goal being to bring sustainability messaging to the forefront in order to convey values and comittments.

IMPLEMENTATION: INSTAGRAM

We will look to do a visual overhaul of the brand's current Instagram account, to bring through the new visual identity in a way that legitimizes the brand through their page, while creating content that provides value to consumers.



IMPLIMENTATION

PHASE 3: Marketing Campaign

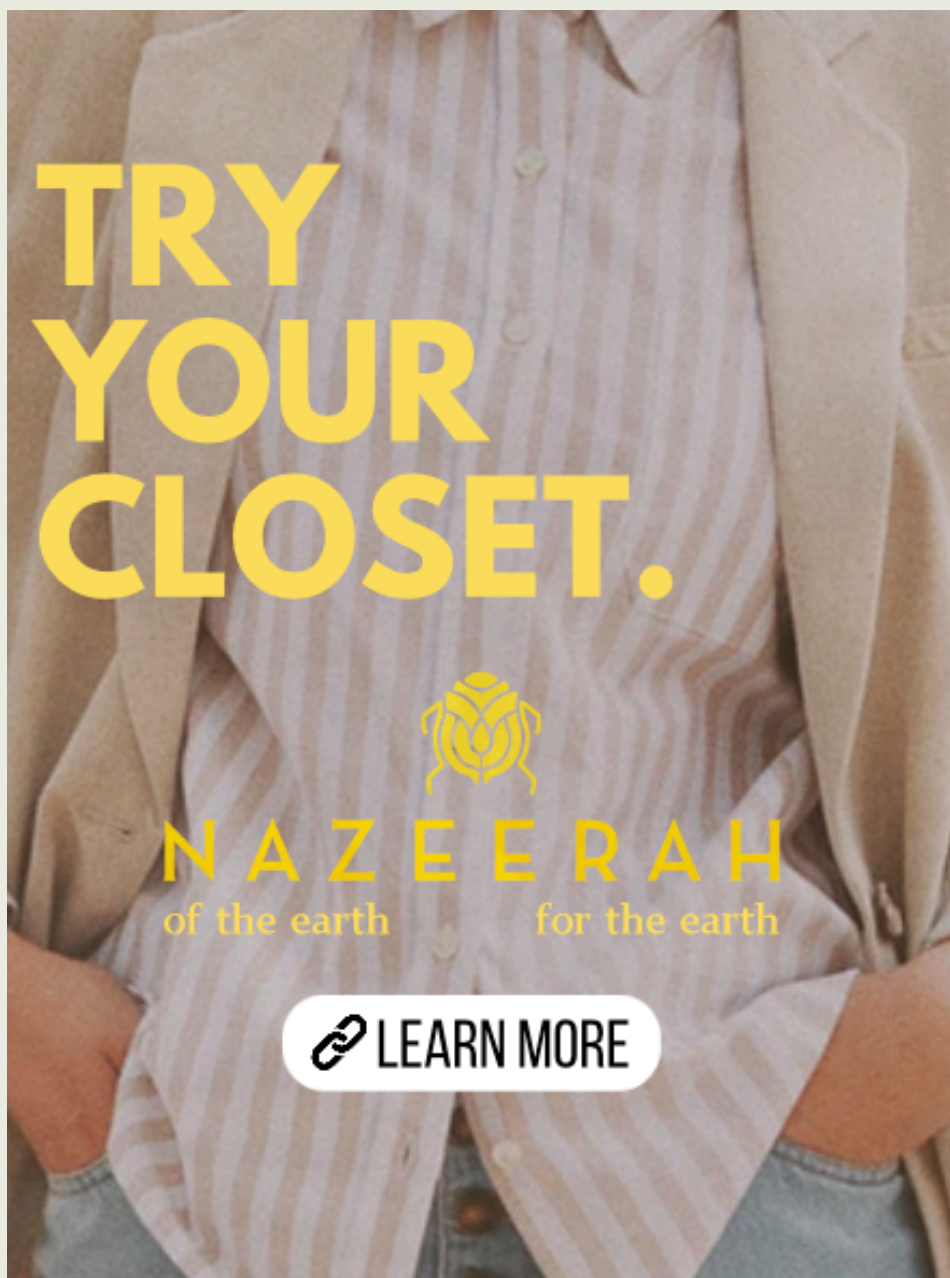
Growth Phase



ORGANIC SOCIAL

We will create a consistent organic social rollout plan on Instagram and Facebook to maintain visibility, brand recognition and engagement by creating an aesthetic feed full of “Shareable” educational content that provides value to consumers





PAID SOCIAL

We will create a paid social plan to increase brand reach and awareness, targeting ads on Instagram and Facebook to our audience using demographics data.



WALL POSTINGS

We'll design wall posters for major cities with bold headlines and striking visuals to grab attention and highlight sustainability.



OTHER CHANNELS & TACTICS:



1. SEO Optimization: Optimize the website & our content for search terms & values that align with Nazeerah’s target audience



To create a cohesive omni-channel approach and show up on multiple platforms, we will look to rollout various other marketing tactics:

2. Market Popups: Test new markets & establish in-person presence without long-term commitment

3. Customer Reviews: Showcasing consumer’s positive experiences to influence potential buyers.

4. PR Strategy: Execution through press outreach, podcasts, influencer outreach, media events and more to amplify Nazeerah’s voice and establish the brand as a thought leader.

IMPLIMENTATION

PHASE 3: Reflect & Analyze

Learning Phase



REFLECTING & ANALYZING

We will monitor campaign tactic performance, determining which channels were the best performing through regular reporting, to determine where to focus efforts on in the future:

A/B Testing: Utilize A/B testing for multiple marketing campaigns to determine the strategy with most customer resonance

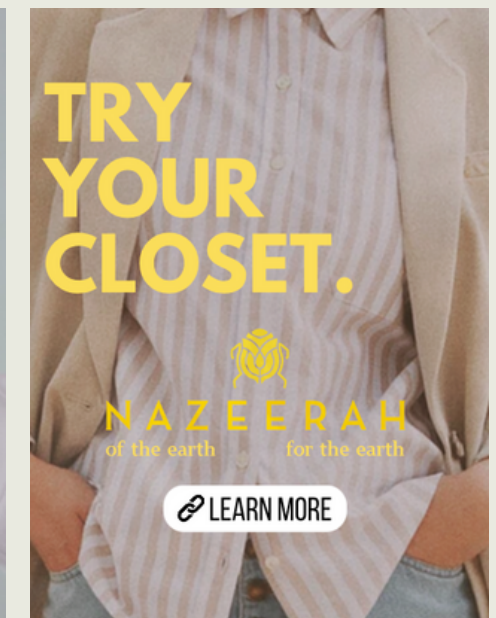
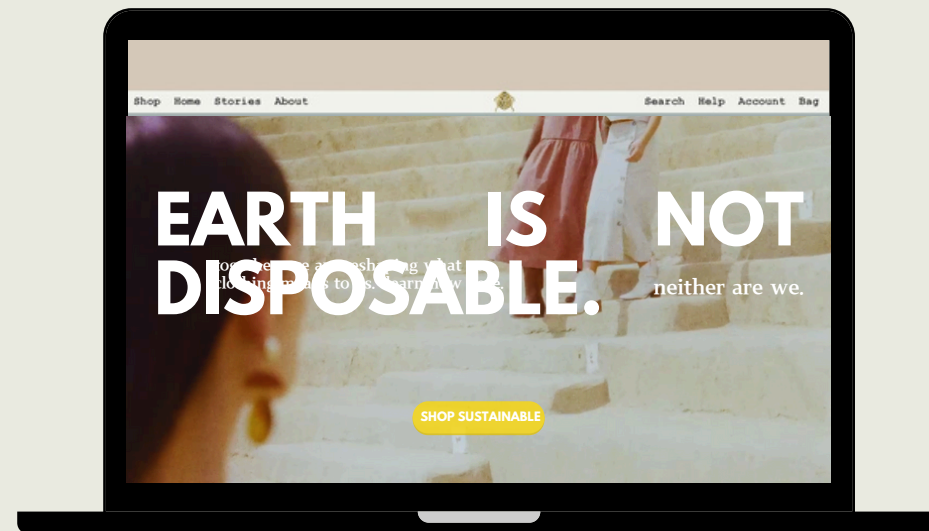
Benchmarking: compare KPIs against industry benchmarks to assess performance relative to competitors, looking at key KPI's such as conversion rate, social media engagement, customer acquisition & sales growth.

Adjustments & Development: Use data driven insights to pivot strategies and analyze sales and feedback to inform future products. Utilize consumer preferences and market trends to refine message and adjust offerings



CONCLUSION







THANK YOU

