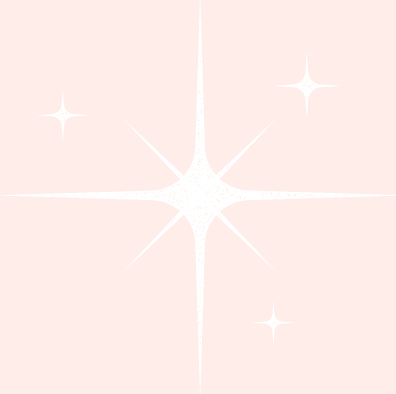
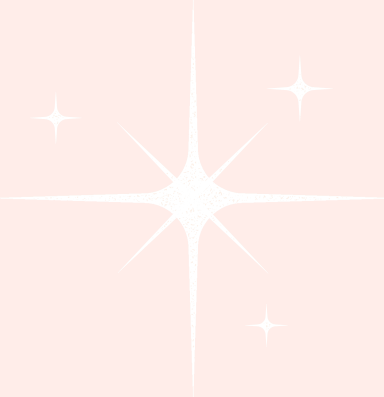
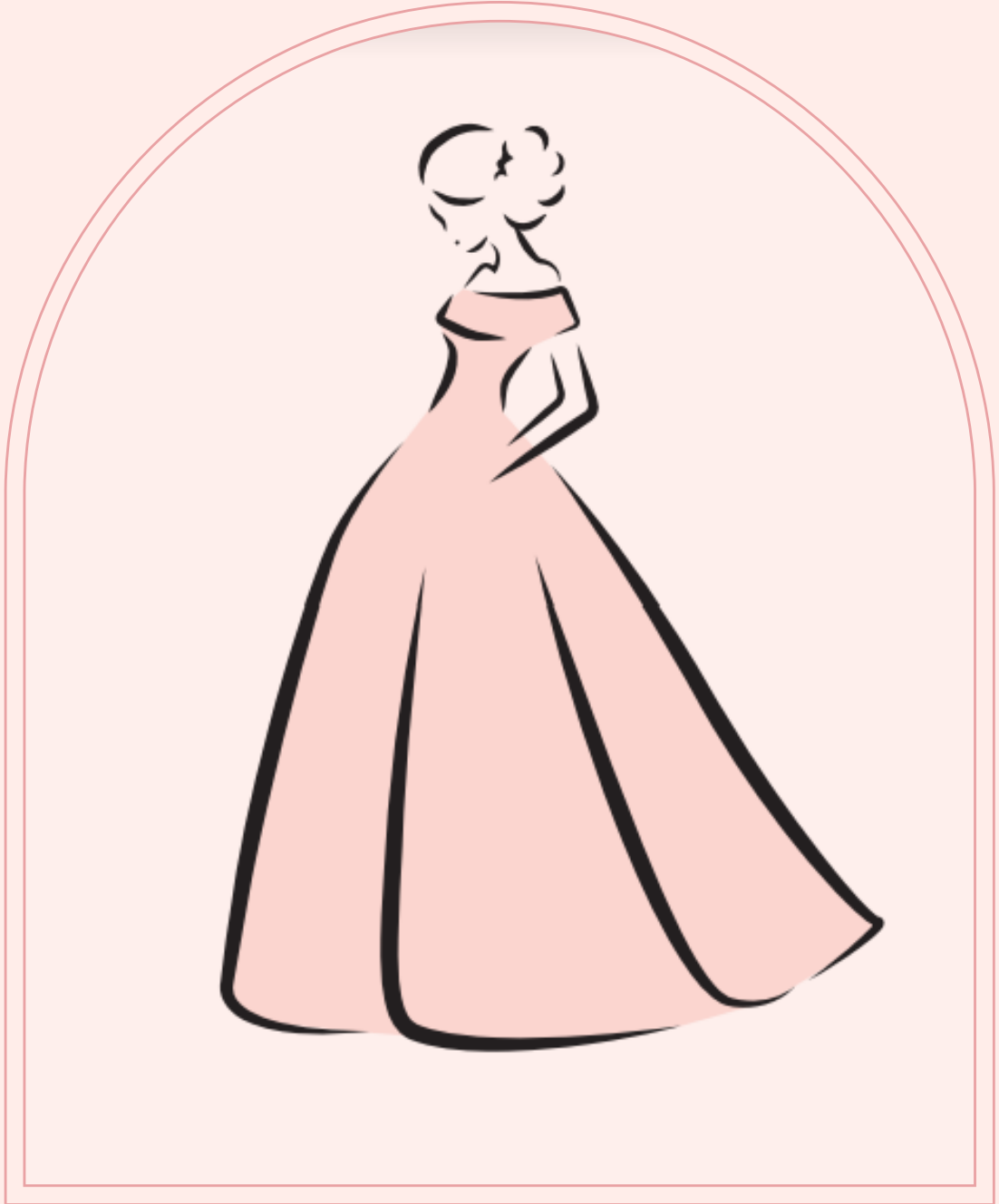




Dress to Impress



*Ella's*

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



# Who We Are



Amisha Chandra

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CEO



Ryka Rohith

---

VP of Marketing



Jacob Keller

---

VP of Sales



Kaden Reshamwalla

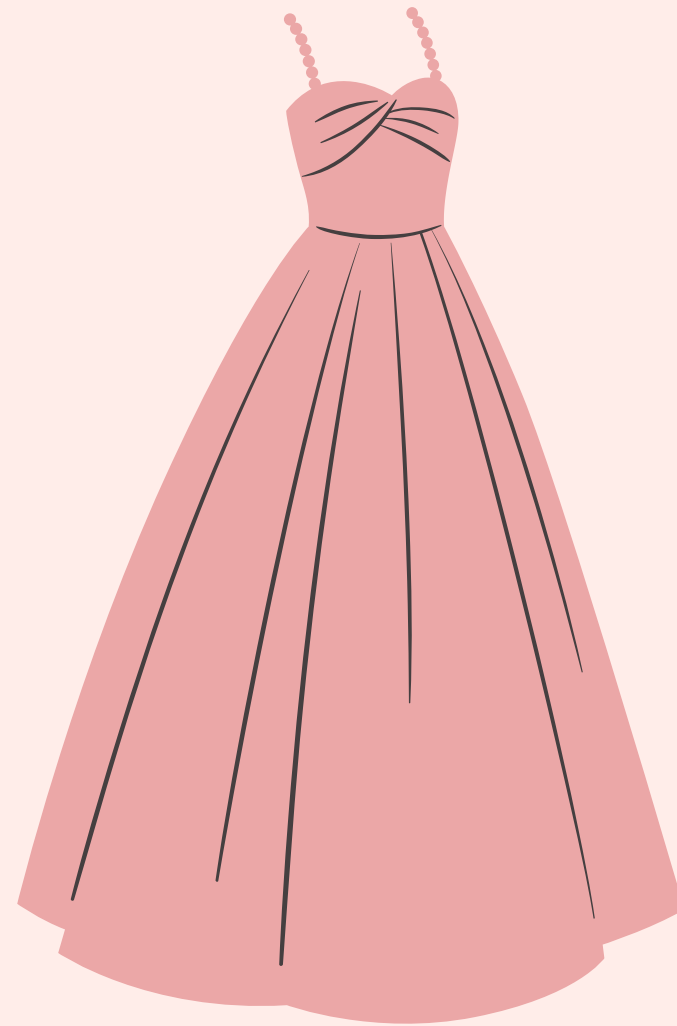
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Marketing Associate

# Our Problem



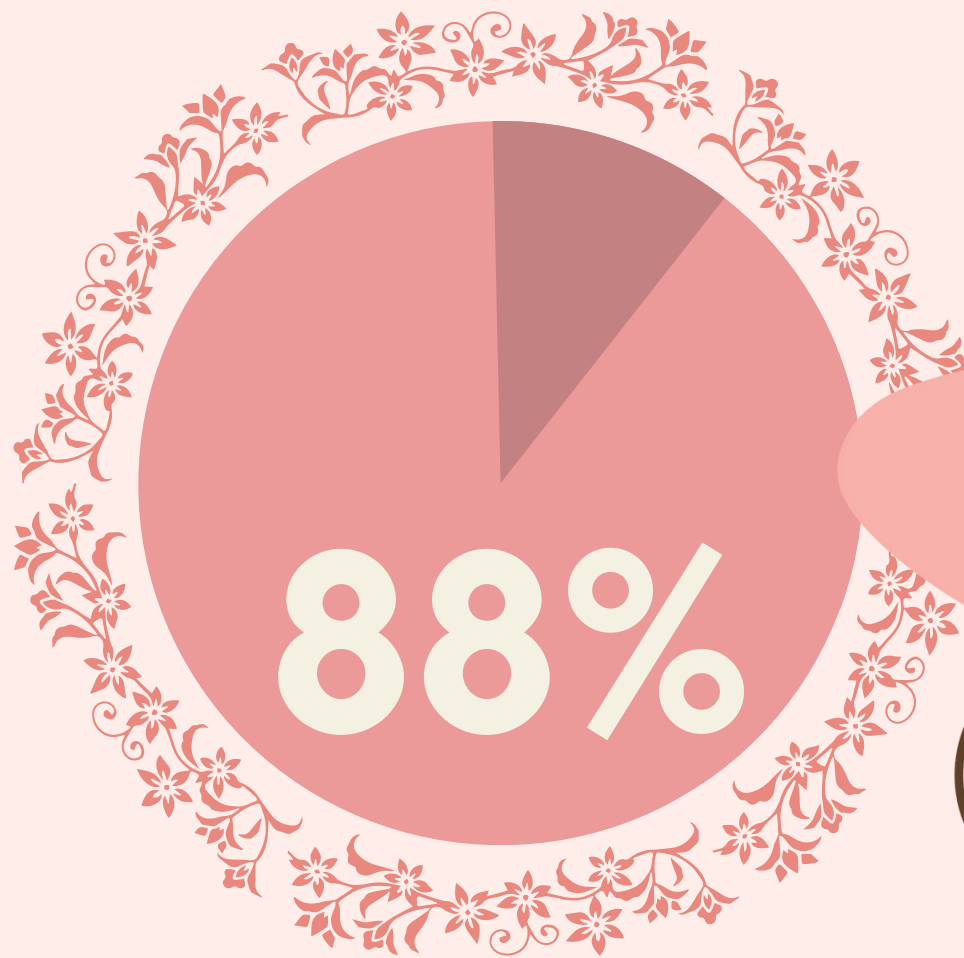
Unaffordable



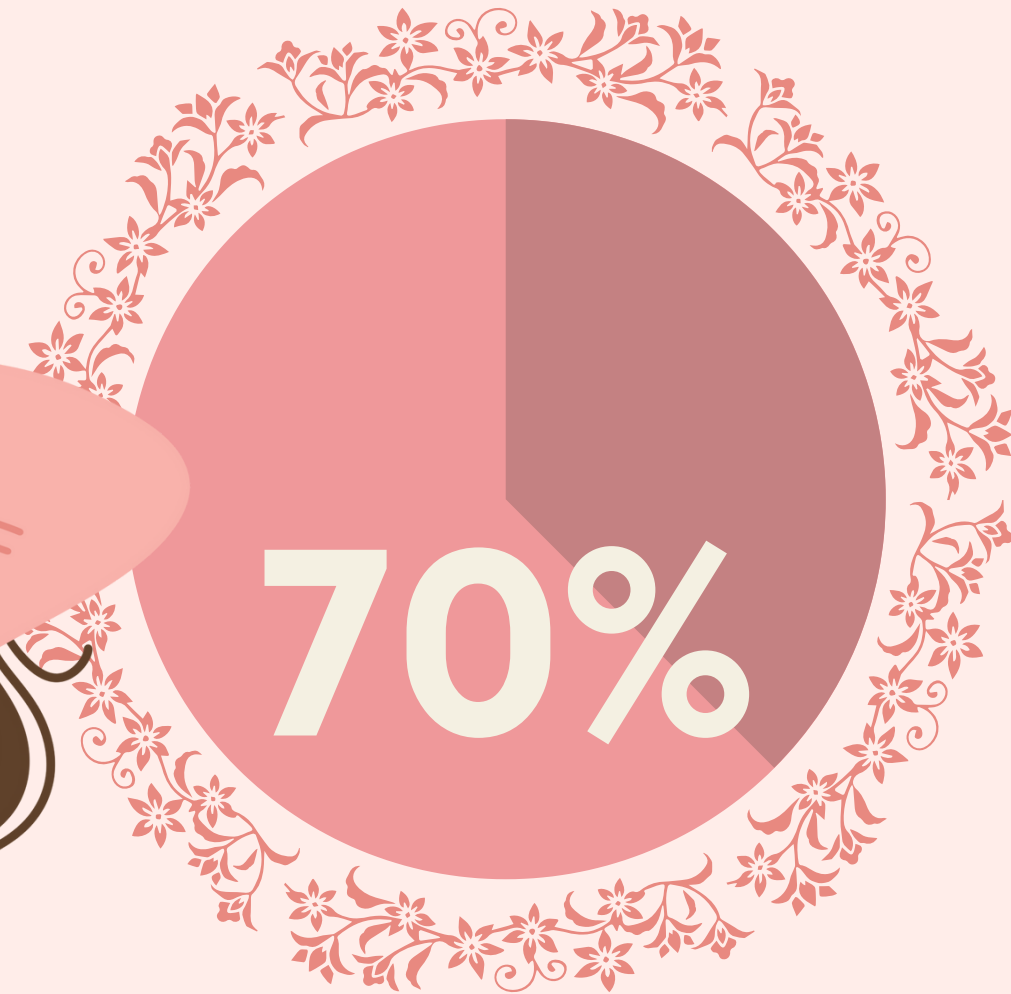
Unsustainable



# Our Problem



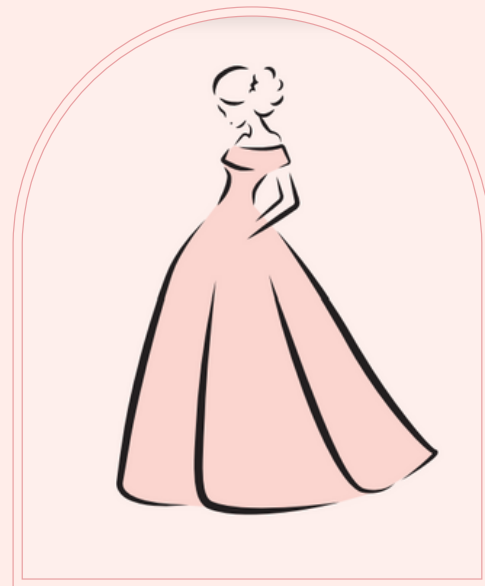
of girls said cost is the biggest roadblock when dress shopping



of girls said they never re-wear dresses for events

# Our Solution

*Ella's*



*A dress rental company*

*Quality dresses for  
affordable prices*

*Combating fast fashion  
with sustainable shopping*

*Ella's* 



# Our Solution

*Ella's*



*A dress rental company*

95%

**fewer dresses  
go to waste**

*Ella's* 

# Target Market



## Age:

Our target market ranges from 12 to 25 year olds



## Employee Status/Estimated Income:

Unemployed/Part time jobs - lower-middle income: \$30,000-\$100,000



## Buying Patterns:

This demographic tends to make conscious decisions, keeps organized and looks towards more sustainable/eco friendly options while staying on trend.



## Psychographics:

62% of Generation Z (ages 12-25) values sustainable options when they shop for clothing more than any other generation. Our target market is more outgoing, heavy social media users, and looks for dresses in trend.



# Product & Price

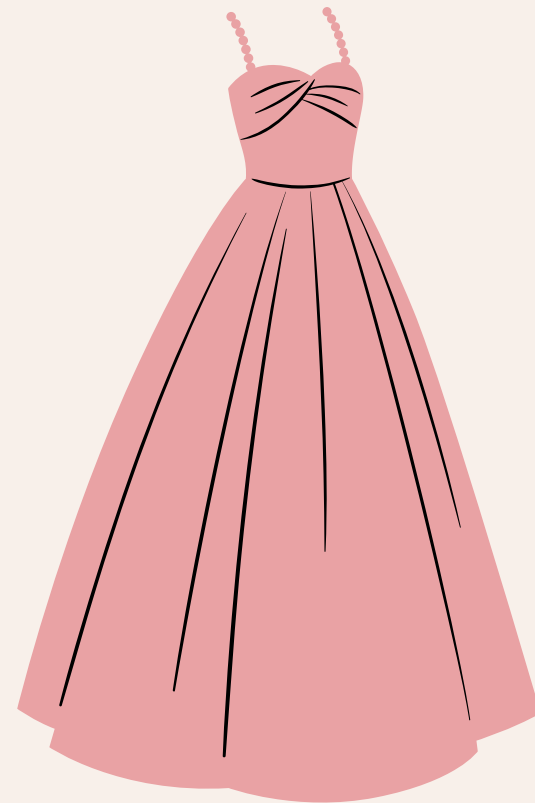
*Our categories:*

**Mini Dress**



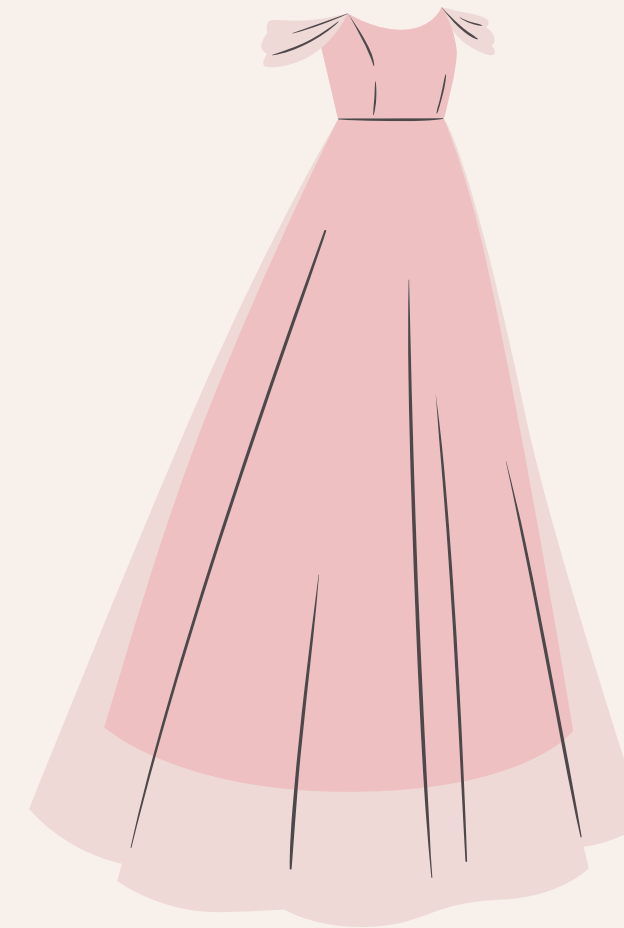
**Sizes 00-24**

**Maxi Dress**



**Price: \$35-50**

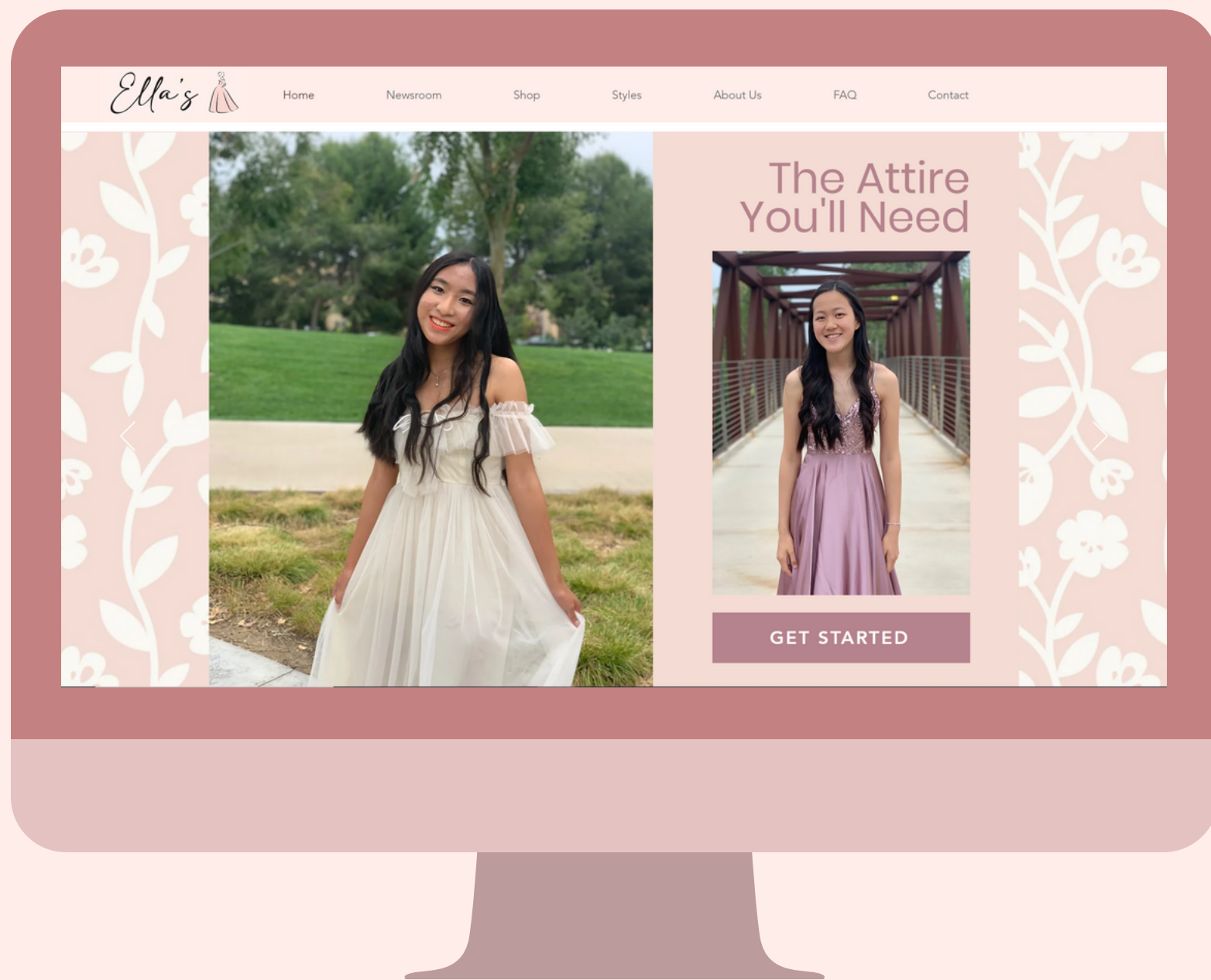
**Gowns**



*Ella's* 

# Placement

Online Marketplace



Trade Shows





# Promotional Marketing Strategies



## Social Media

Paid advertisements attract potential customers + target markets are avid Instagram and Tiktok users



## Email Marketing

Develops customer loyalty and encourages our customers to subscribe to receive promotional emails



## Influencers

Try on and review our products, boosting our credibility and Influencers create and encourage trends



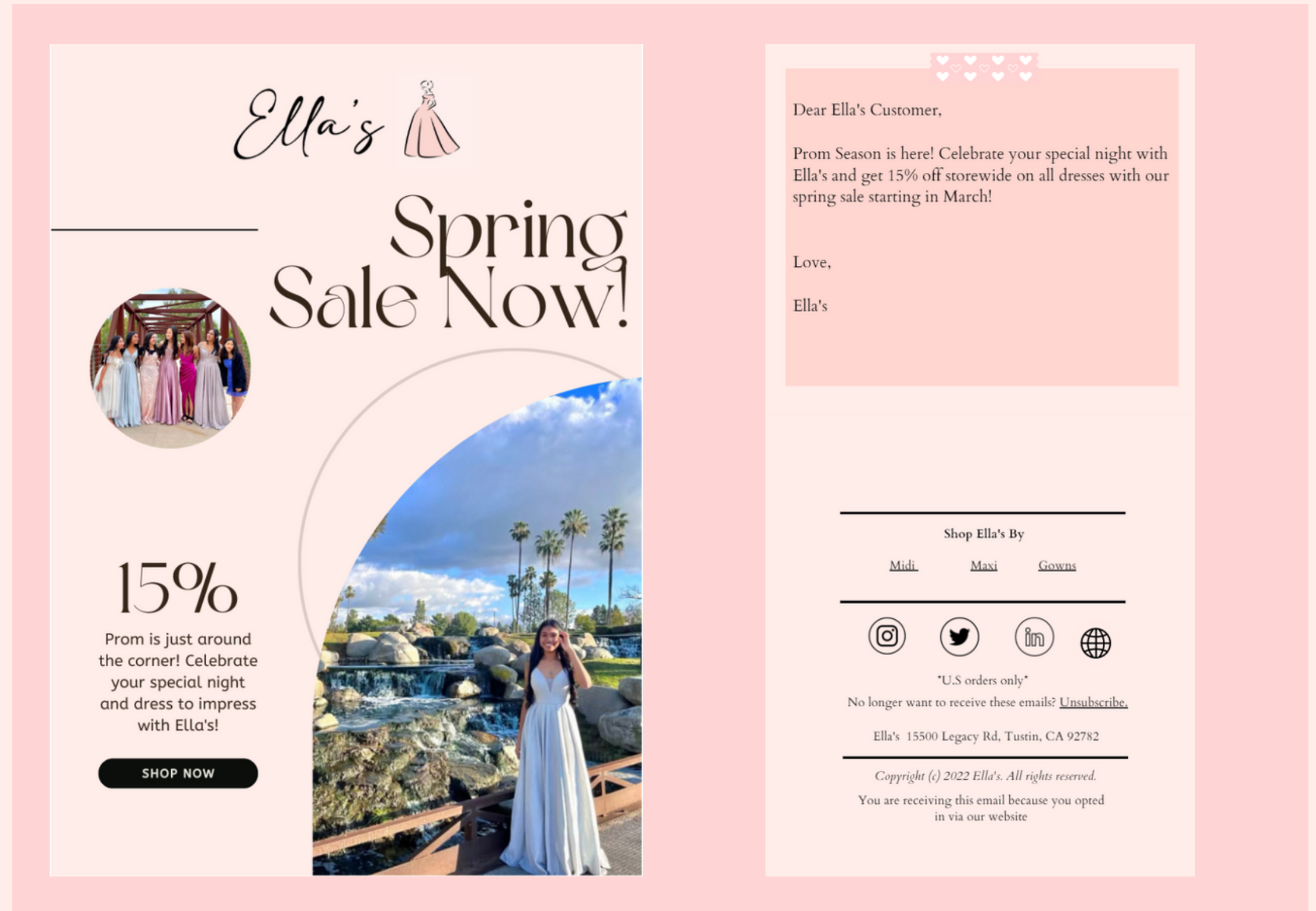
## Seasonal Sales

Introduced during formal season + Limited time creates urgency.

# Email Marketing



April Example



Ella's



# Seasonal Ads Timeline



JANUARY

Winter  
Formal  
Promotions

Valentine's  
Day  
Promotions

FEBRUARY



APRIL

Spring  
Sale



Graduation  
Promotions

MAY



SEPTEMBER

Homecoming  
Promotions



# Positioning

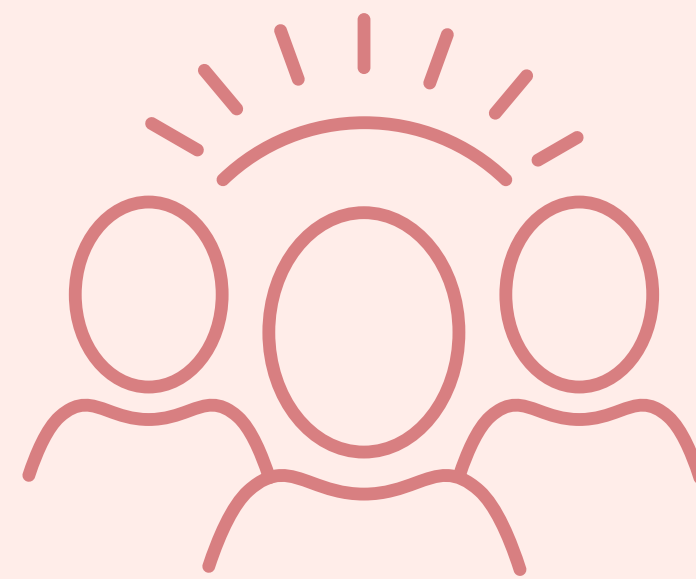
*At Ella's, we step into our customer's heels.*



Sustainable



Affordable



Inclusive

# Project Cinderella



Project Cinderella is a program that gives back to underprivileged girls in our community.

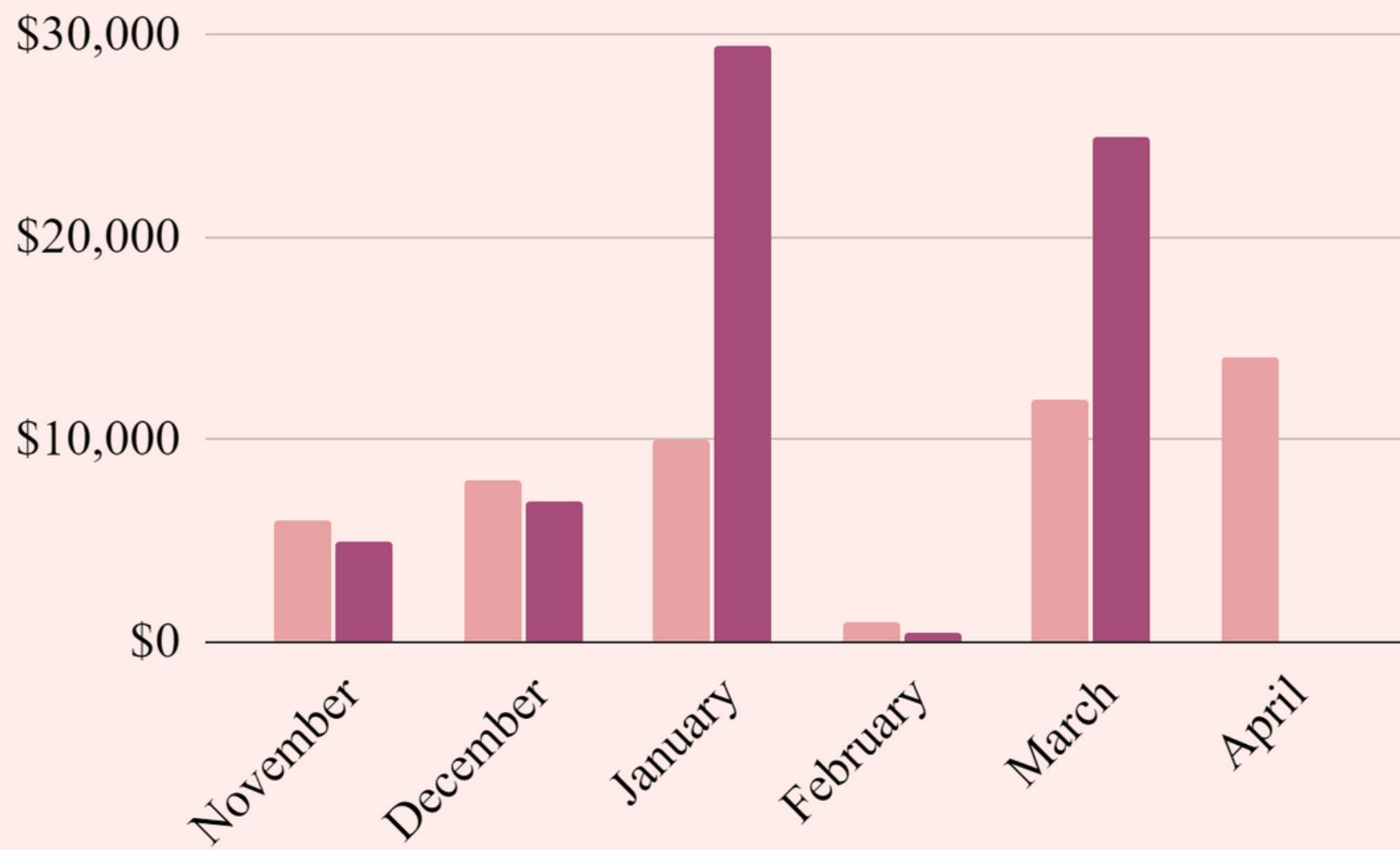
Throughout the year, customers can trade in their used dresses for store credit.

We donate these pre-loved dresses to girls that may not be able to afford a dress for special occasions.

# Projections vs. Results

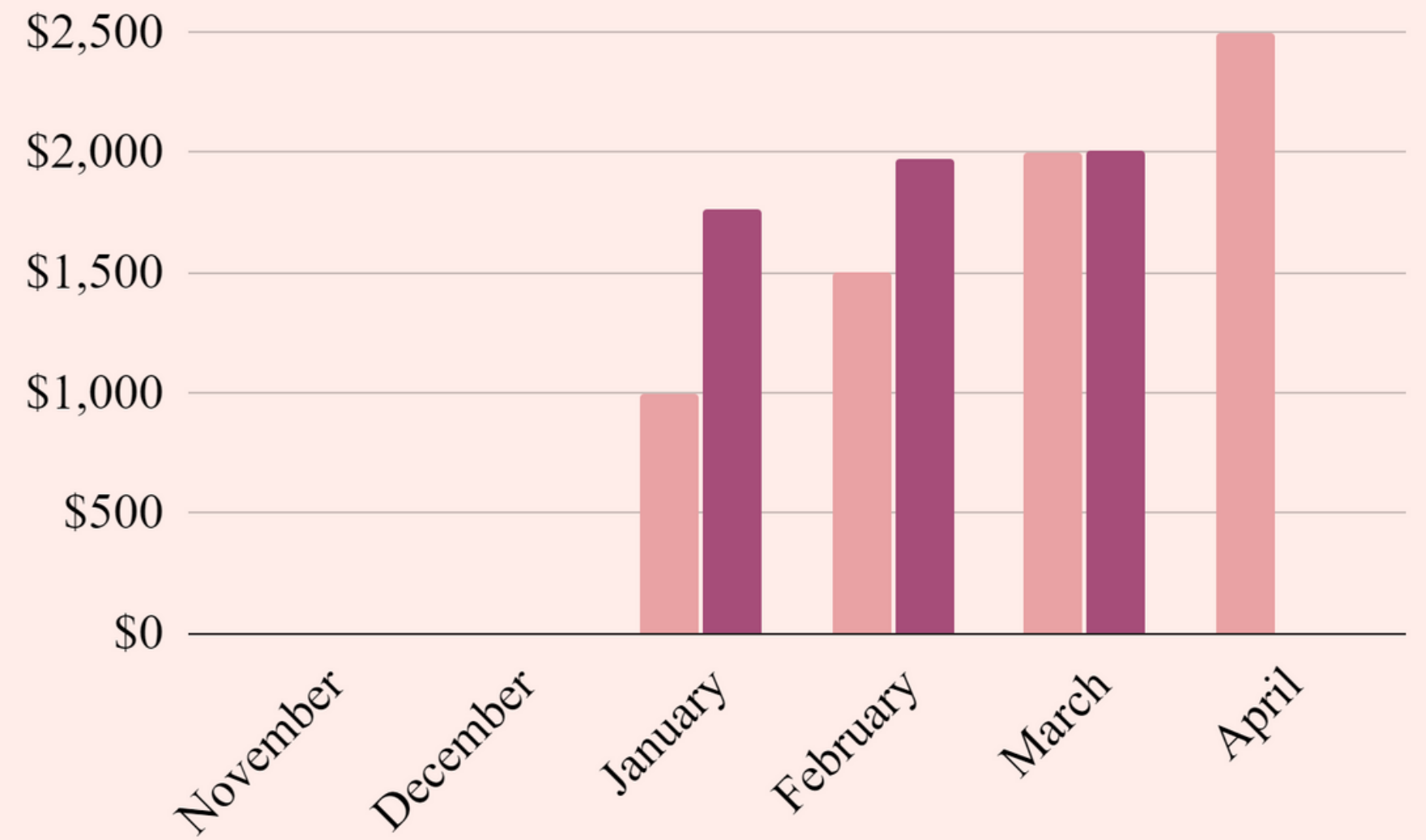
## Tradeshow

Total Sales: \$66,675



## Online

Total Sales: \$5,748



■ Projected ■ Actual



# Trade Show

**Strategy:**

**Seasonal  
Promotions**

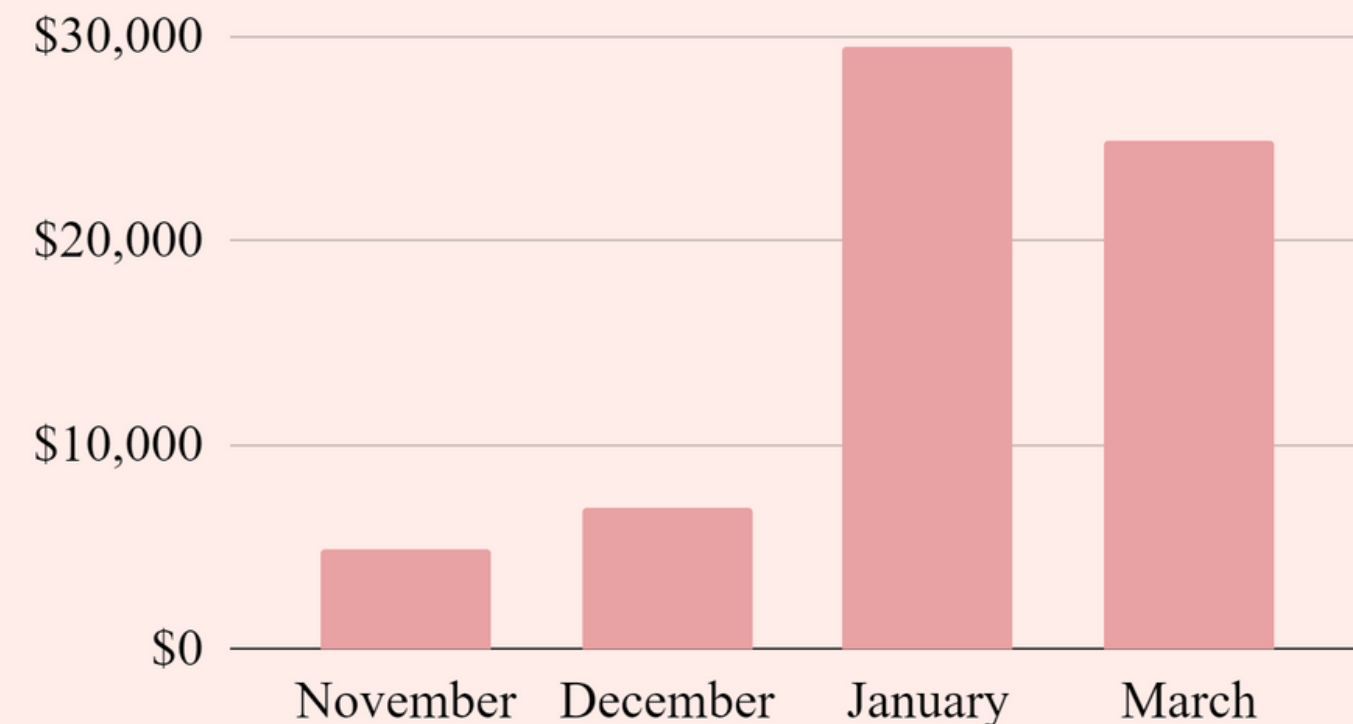
**Result:**

Over 25% of all sales utilized a promotion.

**394**

**Total Trade Show  
Customers**

**Trade Show Revenue**



# Online

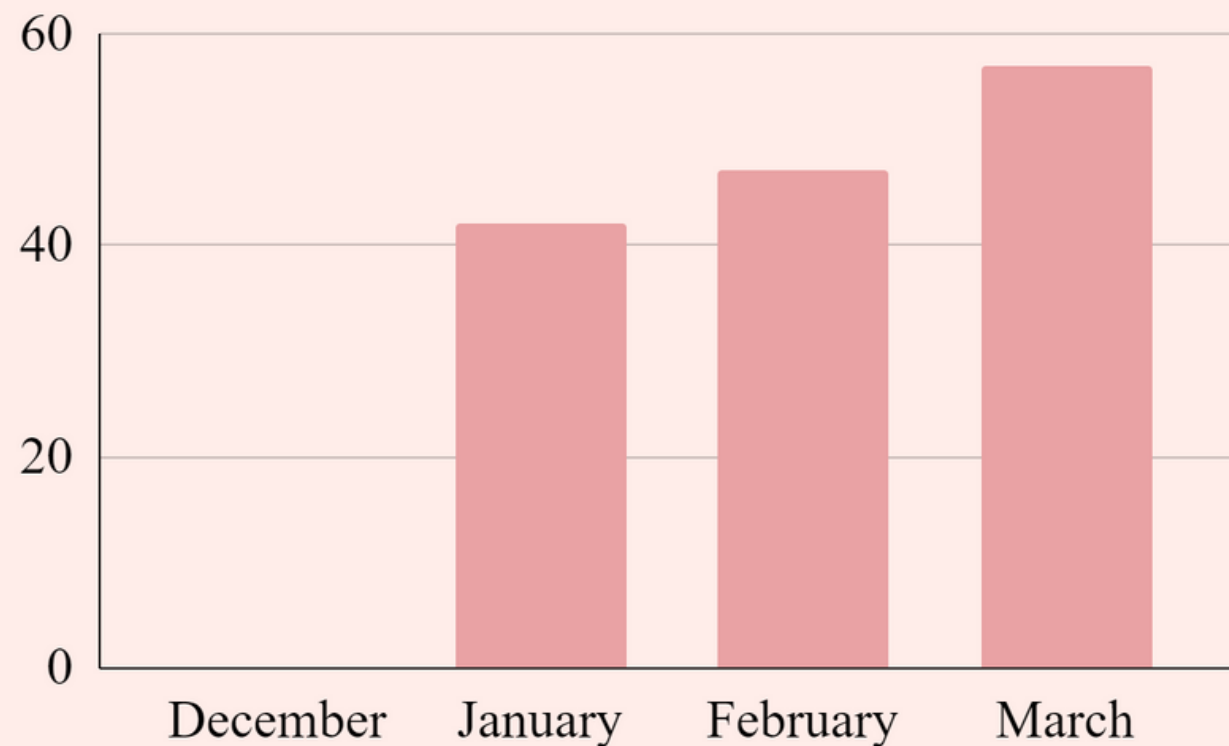
Strategy:

**Email Marketing  
Campaign**

Result:

Just launched last month, 79  
impressions.

## Online Dress Sales



**226**  
Unique Website Visitors





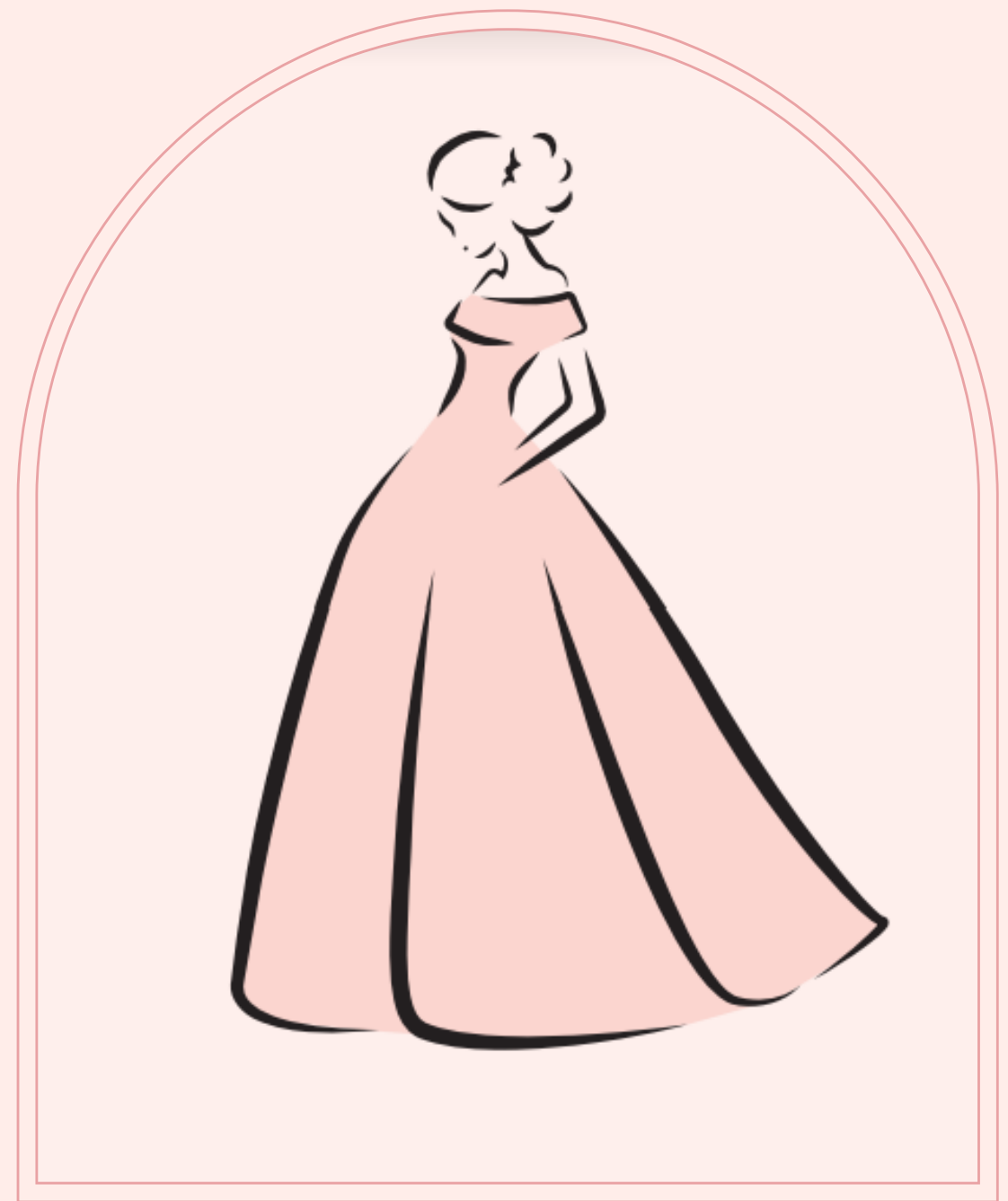




Ellais



*Elle's*



*DRESS TO IMPRESS*