

Reformation



REFORMATION

TARGET COLLABORATION



# OUR STORY

Reformation is an apparel company that started as a vintage upcycling store in 2009. Since then, the company has become widely known due to its sustainability efforts and quality of clothing.







Quick Pick Style

<https://quickpickstyle.com/why-is-reformation-so-expensive/>

## Why Is Reformation So Expensive ...

May 31, 2023 — Reformation prices range anywhere from \$38 to \$268 for a top and

\$148 to

Missin

**Reformation**



## Why are sustainable clothes so expensive?

Feb 6, 2024 — We know clothes from eco-friendly brands like F

**Reformation**



## OUR PURPOSE

Despite Reformation's widely known presence within the apparel industry, the company is often criticized due to its high price points.

The Reformation x Target collaboration includes more affordable pricing and still captures the essence of Reformation and its apparel.

Through the collaboration, Reformation will reach much larger volumes of consumers and allow different demographics to purchase the product, and hopefully cultivate more purchases of their "investment pieces."





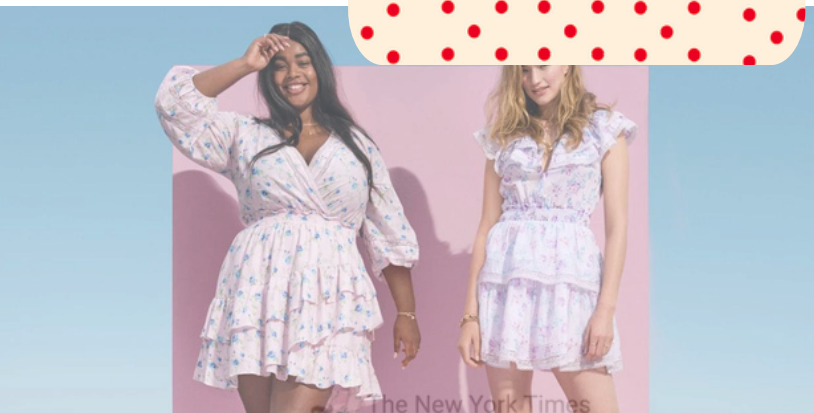
## OUR PURPOSE CONT.

Historically, Target has had extreme success with its collaborations, predominantly with higher-end brands.

Offering consumers luxury name brands at a much more affordable price often markets itself, due to scarcity and desire amongst audiences.



Country Living Magazine  
<https://www.countryliving.com/life/targets-valentine...>  
**Target's Valentine's Day Stanley Collection Sold Out in ...**  
Jan 3, 2024 — Target and Stanley collaborated to release the limited edition Stanley Valentine'...  
...ntly.



The New York Times  
<https://www.nytimes.com/2019/08/28/style/youve...>

### You've Heard of the Drop. Target Had It First.

Aug 28, 2019 — ... collaboration. "I remember walking into the store and seeing the product sold out completely," Mr. Zolidis said. "The fixtures were ravaged ...



NOEL



RHODE



aguabendita





## OUR AUDIENCE

Women age 18+ who value sustainability.

Primarily middle class, and those who are aware of Reformation but have previously been unable to purchase due to inflated pricing.

Also value the in-person purchasing process (shop for leisure, enjoy browsing)





# OUR PLAN

## NEWSLETTER

Send out brochure and newsletter to segmented Target audiences and all Reformation subscribers.

## CONTENT

Content will be released bi-weekly, 2 weeks before the collaboration launches.

On Reformation and Target Socials.

## DRESSING-ROOM TOUR (PROMO VIDEO)

Video/commercial release of Reformation pop-ups and dressing rooms located in Target flagship/major stores.

## WEBSITE LAUNCH

Upon opening of Reformation x Target in-store pop-ups.




# BROCHURE


The digital brochure highlights Reformation’s mission and sustainability efforts, primarily for Target audiences and those who are unaware of the brand.


The brochure will be released to segmented Target audiences 2 weeks before the collaboration launch.

## Reformation



Discover the perfect blend of style and sustainability with our Reformation x Target collaboration. Explore our eco-friendly and high-quality apparel that doesn't compromise on fashion.






## Customized Experience

At select target locations, Reformation pop-ups with their famous dressing rooms will be opening across the US. Enjoy the try-on experience, as it is like no other with personalized lighting, ordering clothes from your dressing room and items delivered directly into your wardrobe.

## Sustainability

We're on a mission to bring sustainable fashion to everyone, and to every part of your outfit.

Reformation is thrilled to collaborate with Target to spread their brand's mission of ethical fashion and environmental consciousness to wider audiences.



Since you and Earth deserve the best, our goal is to source 100% of our fabrics from recycled, regenerative, or renewable materials by 2025.

With quality, comfort, and sustainability find your perfect Reformation pieces now at Target.

REFORMATION X TARGET   ANNOUNCEMENT   COLLABORATION

# GOOD THINGS ARE COMING




We provide sustainable, high-end fashion with the best quality, now available at your local Target.

[GO TO OUR WEBSITE](#)

## OUR NEW COLLABORATION

WHAT YOU'VE ALL BEEN WAITING FOR IS FINALLY HERE!

[VIEW MORE](#)



## NEWSLETTER

Reformation email subscribers and Target subscribers will be sent this newsletter one week prior to the release of the collaboration (SMS also for Reformation subscribers).

Audiences can then pick out their favorite items to shop in-store or online upon release.

Hi beautiful Ref subscribers :)))

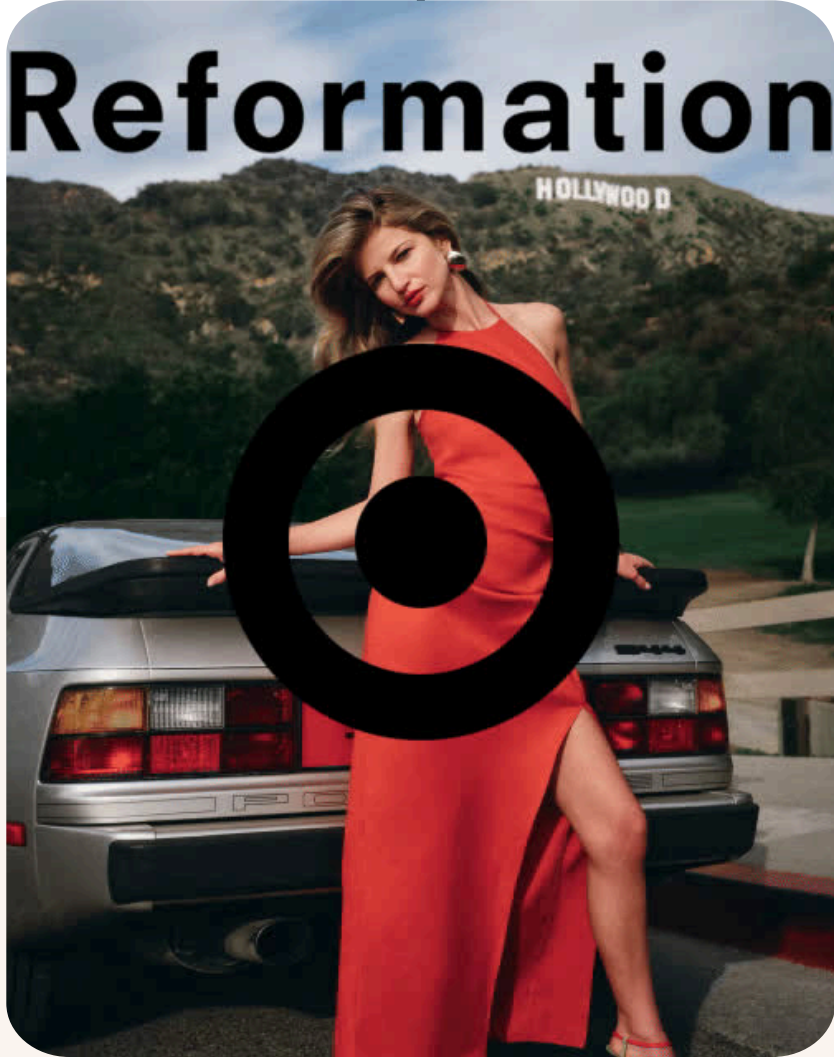
We have something VERY exciting in store for you all...

Click the link below to find out more!

<https://marsoun.wixsite.com/reformation-x-target/about>  
(<https://marsoun.wixsite.com/reformation-x-target/about>)



# OUR CONTENT



INSTAGRAM (TARGET)

@target  
5.7M followers  
Released prior to launch



INSTAGRAM (BOTH)

Few posts will be featured on both Target and Reformation social media platforms



INSTAGRAM (REFORMATION)

@reformation  
2.1M followers  
Released prior to launch





## PROMO VIDEO

The promotional video for this campaign highlights the most prominent, well-known aspects of Reformation, especially their dressing rooms.

The purpose of this is to excite Target shoppers by providing them with Reformation's luxury experience, without the heavy price tag, and encourage them to shop in-store.

<https://youtu.be/vtQnSxZMNmo>





## OUR WEBSITE

- Utilizes Reformation's branding (**Inter Bold** font, minimalistic, greenery to amplify sustainability efforts)
- Combine with Target's branding (red coloring on the landing page and various elements, logos as well)

<https://marsoun.wixsite.com/reformation-x-target>





THANK YOU FOR  
YOUR TIME!  
RECOMMENDATIONS?

