FSF Marketing Case Study 2025

JACQUEMUS

"Bonjour Jacquemus" Revolutionizing Luxury Fashion with AI-Powered Personal Styling

The Jacquemus app merges fashion and technology, offering a personalized styling platform through its AI-powered assistant, "Bonjour Jacquemus," to elevate user experience, enhance brand loyalty, and simplify luxury shopping for the modern consumer.

EXECUTIVE SUMMARY

Every single morning, **millions of people struggle with the dilemma of not knowing what to wear,** and buying new clothes often seems like the right solution. This can lead to overconsumption. However, with the rise of digital advancements, tools like virtual personal stylists and AI assistants are revolutionizing the way brands market their products. These technologies provide personalized recommendations, making it easier for consumers to discover their personal style and make thoughtful purchasing decisions. By embracing these technologies, brands are not only making fashion more accessible but also addressing the issue of overconsumption by encouraging smarter, more personalized shopping habits.

The South of France, with its rich culture and natural beauty, has always inspired Simon Porte Jacquemus and his designs. Born in 1990, Jacquemus' early passion for fashion began when he started creating skirts with curtain fabrics for his mother. Known for his whimsical, asymmetrical designs and iconic accessories like the micro bag, Jacquemus has revolutionized fashion by blending tradition with modernity. His bold marketing strategies and innovative use of social media have played a key role in building a loyal global following.

Luxury brands are using AI to create innovative and out-of-the-box marketing campaigns, showing how AI can transform the customer journey and strengthen brand loyalty. This presentation will showcase **an app** that markets both accessories that Jacquemus is known for and the brand's women's and men's wear clothing collections. Jacquemus does not have an app, and this innovation is designed to transform how users interact with the brand. It will function as a shopping platform and a personalized styling tool. The app's main feature is **"Bonjour Jacquemus,"** a section designed with an AI-powered virtual assistant that acts as a personal stylist. This section of the app will provide outfits for different occasions, and users can request suggestions on how to style Jacquemus pieces, aiming to highlight the value of clothing beyond the brand's iconic accessories.

The app will demonstrate that a Jacquemus piece is more than just a garment; it's a timeless item that can be styled in various ways. Users will receive up to 10 outfit suggestions for each clothing item on the app and will receive styling options for every occasion. This enhances the user experience by recommending new items based on personal style preferences, creating an exclusive and personalized shopping journey. This feature simplifies decision-making, embedding Jacquemus into the user's routine and fostering deeper brand loyalty.

BRAND INTRODUCTION

Simon Porte Jacquemus' designs exude a childlike and liberated essence, with asymmetrical silhouettes, irregular cuts, and voluminous shapes, as well as iconic accessories like the brand's micro bags.

As an early adopter of social media, Jacquemus was one of the first fashion designers to recognize Instagram as an opportunity to expand his reach and cultivate his community.

By leveraging his unique creative personality and the power of his brand's identity, he has achieved remarkable success in attracting and retaining interest. As a result, he has been able to communicate the story behind his brand while maintaining an authentic and organic trajectory of growth.

"For me it's not about being strategic, it's about being spontaneous." Jacquemus

Strengths

Innovation and design: Jacquemus is known for its innovative approach to fashion, with minimalist yet distinctive pieces.

Strong brand narrative: The brand has a strong emotional narrative, rooted in Simon Porte Jacquemus' personal story and his connection to the south of France.

Unique marketing: Jacquemus is known for creating marketing campaigns that always stand out and get people talking.

Distinctive design style: The DNA of Jacquemus is strongly defined by its unique, asymmetric and geometric approach.

Weaknesses

Model diversity: Jacquemus does not include a diverse variety of model body types within their marketing campaigns. The brand does not properly market their extensive size offerings.

Limited access to physical stores: Although it has a solid digital presence, its physical visibility is scarce compared to other luxury brands.

Limited recognition of the clothing line: Consumers primarily associate Jacquemus with its iconic accessories. However, the company does not have the same level of recognition with its clothing line, which may hinder growth in this category.

Lack of an app: Although the brand excels in innovative marketing, it does not have an app, limiting the technological experience consumers might expect in the luxury sector.

Opportunities

Sustainable development: Sustainability is a growing priority in fashion, and if Jacquemus adopts more sustainable strategies in its materials and processes, it can enhance its brand reputation, attract environmentally conscious consumers, and differentiate itself in a competitive market.

Show processes after launching the collections: To offer another type of content on its platforms, such as behind-the-scenes of the processes, giving a deeper insight into the collections.

Expansion of the clothing market: Jacquemus has the opportunity to further develop its clothing line, as many of its pieces are timeless. This means that consumers can wear them multiple times, making each garment a long-term investment.

Expansion into New Product Categories:
Jacquemus has the opportunity to diversify into new product categories like lifestyle goods, beauty, or home decor.

Threats

Competition with affordable luxury brands: The competition from more affordable brands that also offer minimalist and trendy styles.

Risk of market saturation: With so many brands trying to capture the attention of Gen Z through social media, there is a risk that Jacquemus could lose relevance if they don't continue innovating in their digital strategy.

Dependence on App Engagement: The success of the "Jacquemus" app heavily relies on user engagement. If users do not find the virtual styling assistant or personalized shopping experience valuable, the app may struggle to maintain high retention rates, impacting overall sales and customer loyalty.

Technological Barriers for Some Consumers: While the app focuses on integrating advanced AI and virtual reality features, there is a risk that a portion of Jacquemus' audience may not be as tech-savvy, leading to lower adoption rates and missed opportunities to engage these customers.

CURRENT MARKETING ACTIONS

Jacquemus uses an effective combination of **traditional and digital channels for its marketing efforts**, with a primary focus on social media marketing, where it has achieved the most tremendous success. The brand is highly **active on platforms such as Instagram and TikTok.** It utilizes visually appealing and creative content that connects with young audiences, showcasing its innovative and visual approach. Additionally, Jacquemus incorporates **artificial intelligence (AI) and computer-generated imagery (CGI)** in its videos to create impactful and modern campaigns. The brand has also expanded its presence by integrating lifestyle and gastronomy experiences, such as its restaurant **"Jacquemus La Renaissance,"** using these initiatives as a unique form of advertising to strengthen its identity.

MARKETING AND COMMUNICATION CHANNELS

Jacquemus **captures the attention of its audience and leaves a lasting impact with its bold and unconventional marketing campaigns.** Embracing the extraordinary, the brand's physical communication channels are nothing short of extravagant. A striking example is the recent store **opening in Capri,** where giant sewing-inspired elements like an oversized needle, scissors, and a spool of thread were used to create a visually impactful experience. Another instance of Jacquemus' creativity can be seen in the **giant cars shaped like the brand's Le Bambino bags roaming the streets of Paris,** grabbing attention and generating a highly shareable moment on social media. Each display goes beyond an exhibition, creating a memorable image that resonates with consumers long after the event. This innovative approach ensures that Jacquemus consistently stands out in the competitive fashion landscape.

AI TRENDS IN APP PERSONALIZATION

The integration of **AI in-app personalization is not just a passing trend**; it's a transformative force that's reshaping **how brands connect with consumers.** These statistics serve as a testament to the power of AI in delivering personalized experiences that enhance customer satisfaction and drive tangible business outcomes. It's not just a tool, but a fundamental component of modern retail strategies, **inspiring us to rethink how we engage with our customers.**

The AI trends in app personalization are not just about **technology;** they're about **understanding and meeting the needs of individual consumers.** In the fashion industry, AI is enabling brands to deliver tailored experiences that truly resonate with their customers. As retailers increasingly harness the power of AI, we see a profound impact on customer engagement and retention. **According to McKinsey, 75% of consumers are more likely to purchase from a retailer that recognizes them by name,** recommends products based on past purchases, or understands their preferences. This customer-centric approach not only fosters loyalty but also drives sales, showing us the power of AI in meeting the needs of our consumers.

Brands like Stitch Fix have reported a remarkable 25% increase in customer retention thanks to their AI-driven personalized styling recommendations. By analyzing user data and preferences, they choose boxes of clothing that align with individual styles, making shopping convenient and enjoyable. Similarly, **ASOS has leveraged AI** to enhance its recommendation engine, **resulting in a 30% increase in conversion rates.** By tailoring product suggestions based on browsing history and customer behavior, ASOS ensures that shoppers are present with items that are more likely to appeal to them.

The financial implications of **AI personalization extend beyond customer interactions;** they also streamline operations and enhance inventory management. Retailers using AI analytics have **successfully reduced excess inventory by an impressive 20%,** optimizing supply chain efficiency and minimizing markdowns on unsold merchandise. **This capability improves profitability and promotes sustainability by reducing waste in the fashion supply chain.**
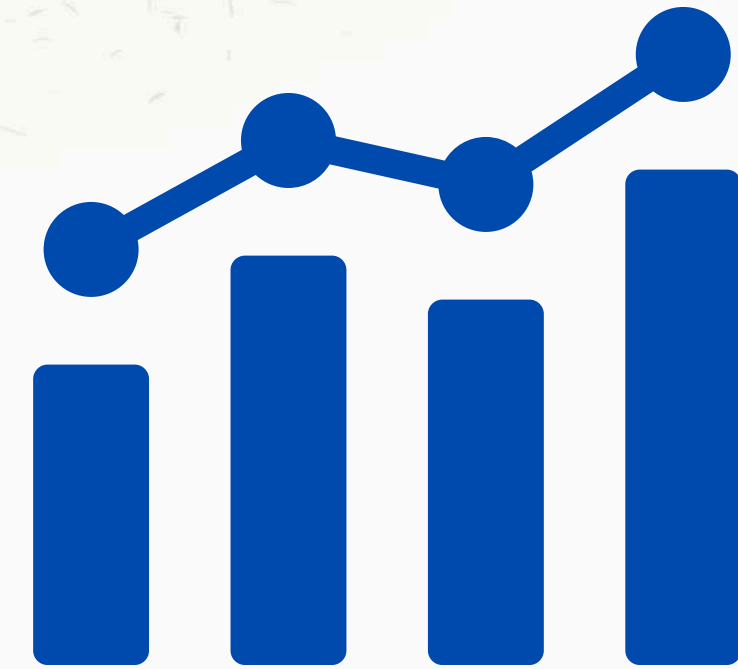
Gucci has implemented AI-driven chatbots that personalize customer service experiences, resulting in a more engaging and responsive shopping journey.

Dior employs AI to gather customer insights, tailoring their marketing efforts to align with consumer desires.

Such strategic applications of AI in personalization demonstrate how essential this technology has become in maintaining **competitiveness in the fast-evolving fashion landscape.**

AUGMENTED REALITY (AR) IN FASHION AND ITS APPLICATION

Several fashion brands have successfully implemented Augmented Reality (AR) to enhance customer experiences and drive positive results. Sephora uses AR through its Virtual Artist app, allowing customers to try on makeup virtually, which has contributed to a reported **11% increase in conversion rates.** Warby Parker offers a virtual try-on feature that has helped boost online sales by over **20%, making eyewear shopping more accessible.** Zara introduced **AR features in its app that enable users to see models wearing new collections,** resulting in a significant uptick in engagement and sales during its launch periods. While primarily a furniture retailer, **IKEA utilizes AR to help customers visualize products in their homes,** enhancing the overall shopping experience and increasing customer satisfaction. Finally, Nike has incorporated AR in its app to allow users to customize sneakers, leading to a **25% increase in the sales of personalized products.** These implementations demonstrate how AR **enriches the customer experience and translates into measurable business growth for these brands.**
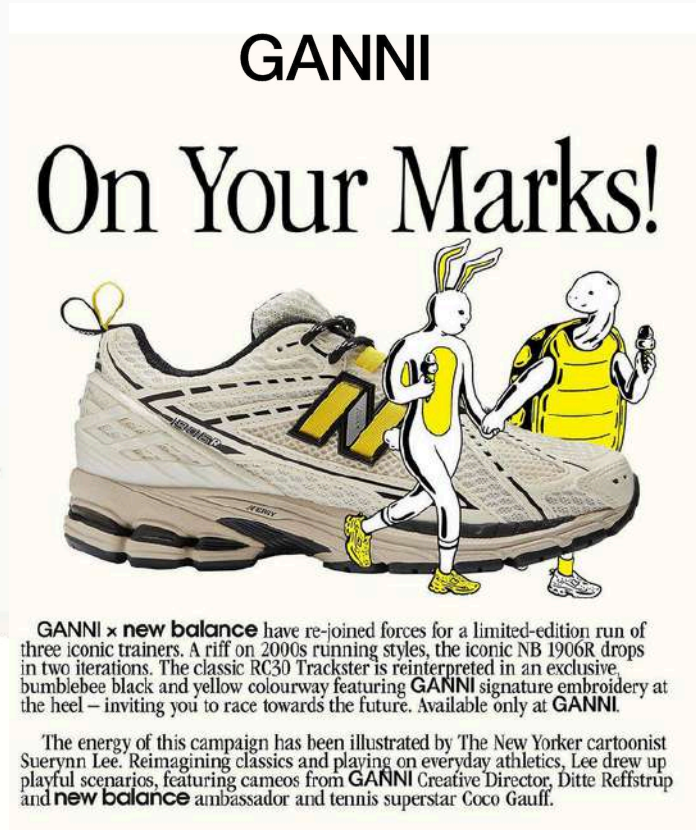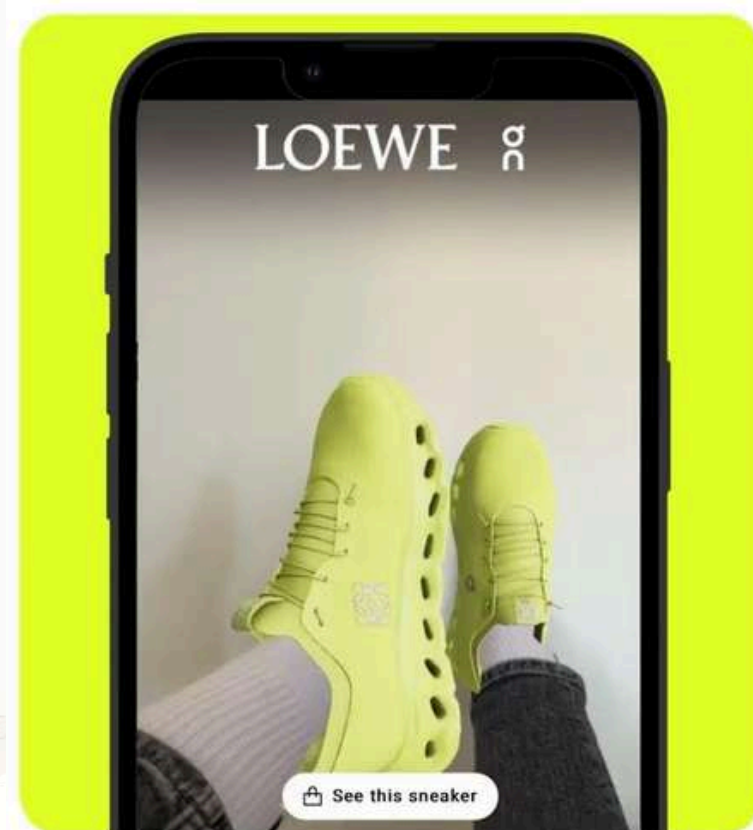
DIRECT-COMPETITORS

Loewe blends AI with traditional advertising, using AI to create interactive online campaigns and personalize consumer experiences. They also incorporate augmented reality (AR) to deliver immersive experiences that showcase their collections while maintaining a strong presence in physical spaces like billboards.

Ganni has successfully **integrated AI** into its social media strategy on Instagram and TikTok, using it to optimize visual content and enhance audience interaction. AI allows them to adapt campaigns in real-time, creating a personalized and dynamic experience that effectively engages younger consumers.

INDIRECT-COMPETITORS

Spotify's AI DJ is an AI-powered disc jockey that chooses what to play for you based on your specific music tastes and listening behavior. The AI DJ curates **tracks** for you based on your individual user data and then narrates its **selections** in a hyper-realistic voice created by generative AI.

KEA has implemented an **augmented reality (AR)** app that allows users to confidently experience, experiment with, and share how good design can transform any space. All **IKEA** products are displayed in **3D and true to scale**, ensuring that every choice is the perfect size, design, and function. This makes it easier to make purchasing decisions from the comfort of your own home.
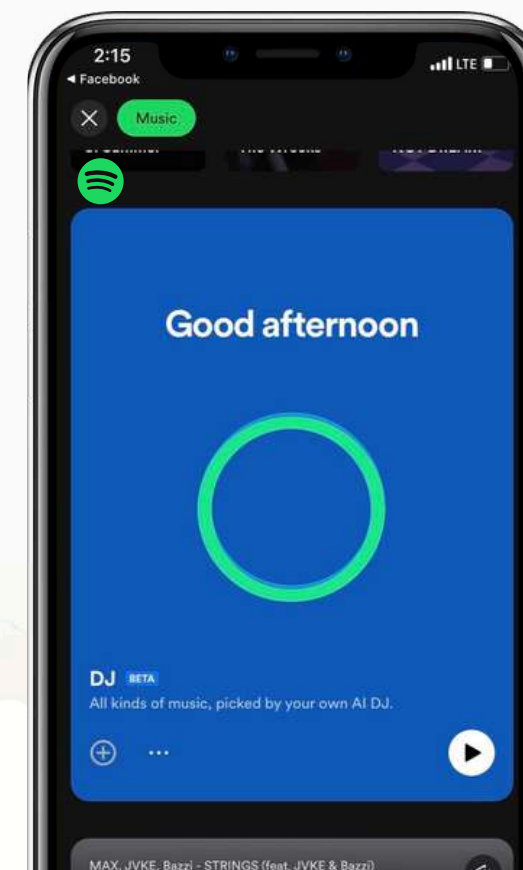
SET THE STAGE

How the Jacquemus App Works:

Imagine unlocking a world where fashion meets cutting-edge technology with just one tap on your phone. Welcome to the **Jacquemus app**, your stylist, shopping platform, and fashion guru all in one. Say hello to **"Bonjour Jacquemus," a section where the AI-powered assistant** knows your style inside and out and recommends products based on every occasion. Need outfit inspiration? Press the call-to-action button, describe an event, meeting, or date you have, and voilà! You'll receive up to 10 outfit suggestions with the same piece, allowing you to stop worrying about mixing and matching and start investing in timeless, smart pieces like those from Jacquemus.

Have a special event? Just tell **Bonjour Jacquemus** about it and let it work its magic, creating a look as spontaneous as the brand itself. But that's not all: how about **winning tickets to the next runway show and sitting in the front row?** The more you use the app, the more points you'll earn, which can be redeemed for exclusive rewards.

Earn 50 points every time you purchase a product using the Bonjour Jacquemus feature in the app and become a true style icon, with **rewards** ranging from runway show tickets (1000 points) to a **personalized styling session (900 points) with the Jacquemus team.** From customized recommendations to unique benefits, the "Jacquemus" app is your new fashion ally, making every shopping moment feel like a luxury experience while solving the eternal **#WhatToWearDilemma.**

Users can even **sync the app with their calendars** to remind them of important dates, helping them prepare their outfits in advance. Whether you're looking for the perfect look or want to explore the world of Jacquemus in a new way, **this app has it all for you anytime, anywhere, from the comfort of your home.**

MARKETING GOALS

Offer a personalized and seamless shopping experience

Simplify the decision-making process when purchasing a piece by providing personalized outfit recommendations through the "Bonjour Jacquemus" feature. It will optimize the shopping experience and increase brand interaction, strengthening the emotional connection and fostering customer loyalty

Stay at the forefront of technology

The 'Jacquemus' app, a testament to our commitment to innovation, will serve as the closest connection to the customer, allowing for a comfortable shopping experience regardless of location. This innovation will position the brand as a leader in technology within the luxury sector.

Increase exposure of the clothing line

The goal of the "Bonjour Jacquemus" feature is to increase recognition of the brand's clothing, highlighting its versatility and ability to be styled in multiple ways. This will help change consumers' perceptions, who are more familiar with Jacquemus accessories, and demonstrate that the garments are a long-term investment.

KPIs

Increase in Online Sales:

Insight: This KPI measures how the app drives sales. An increase indicates that the strategy attracts the right users and facilitates purchase decisions.

Rationale: The goal is to boost sales of Jacquemus products. The app is not meeting its commercial objectives if there is no increase.

User Retention Rate:

Insight: This KPI shows users find value in the app after their first use. A high retention rate indicates that the styling assistant keeps users engaged.

Rationale: Retention is critical to the app's success. If users don't return, the app is not creating a solid connection with the brand.

Interaction Rate with "Bonjour Jacquemus":

Insight: Measures how many users engage with the styling assistant. High levels indicate that users appreciate personalized recommendations.

Rationale: The goal of "Bonjour Jacquemus" is to strengthen loyalty. Frequent use suggests the app offers a valuable and exclusive service.

TARGETED CONSUMER

PERSONALITY TRAITS

- They value **family**, **stability**, and a **good balance** between work and life, but they also enjoy small luxuries like shopping and expressing their personal style.

- They care about **creativity**, **starting** their **businesses**, and **growing personally.** They love working with luxury brands and building their image.

- **Aesthetics and design** are critical to them; they focus on being stylish and unique in everything they do.

- They appreciate **luxury lifestyles, creating a personal brand, and social responsibility.** They are comfortable being in the spotlight and embrace the attention they receive.

DEMOGRAPHICS

- **Gender:** Both men, women, and the LGBTQ community.

- **Main age and occupation:** Ages 26 to 45, including creative professionals, interior designers, bloggers, marketing specialists, entrepreneurs, influencers, and public figures.

- **Income:** Middle to high-income levels, with annual incomes starting from $70,000. These people can afford high-end products, luxury services, and exclusive experiences while managing family needs or personal projects.

PSYCHOGRAPHICS

- Practical but still enjoy luxury.

- Manage family and work well while finding time to indulge in high-end experiences.

- Organized and excel at balancing personal and professional lives.

- Creative, business-focused, and constantly aware of trends.

- Enjoy connecting with others and their collaborations with luxury brands, making them influential in social and professional circles.

HANSEL QUERALEZ
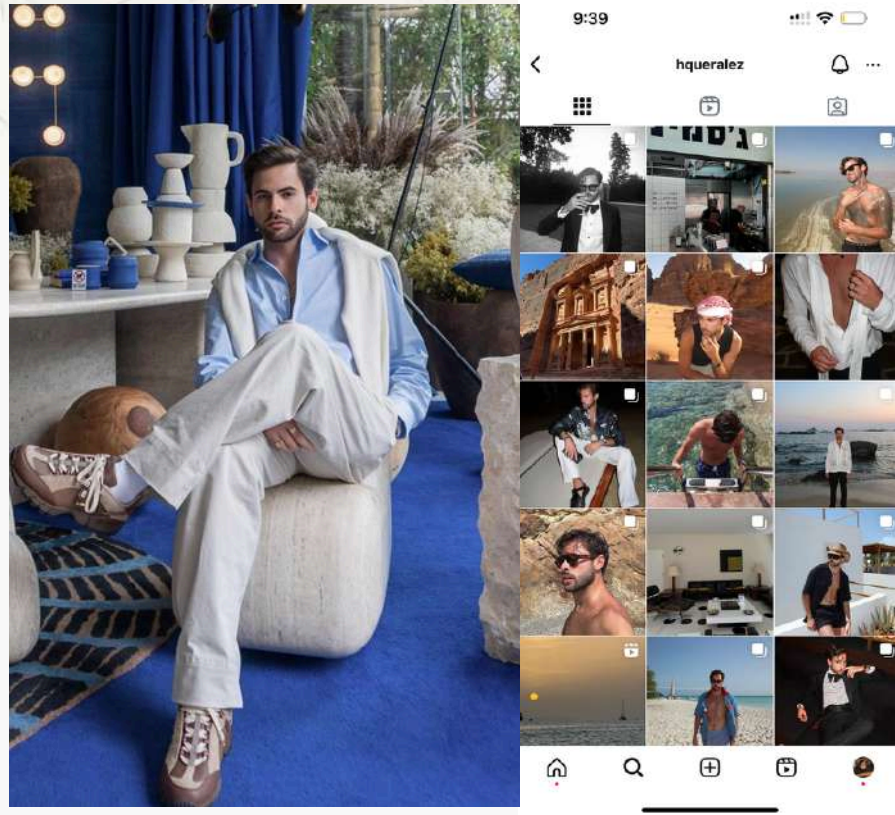
Age: 26
Occupation: Interior Designer
Location: Miami, USA
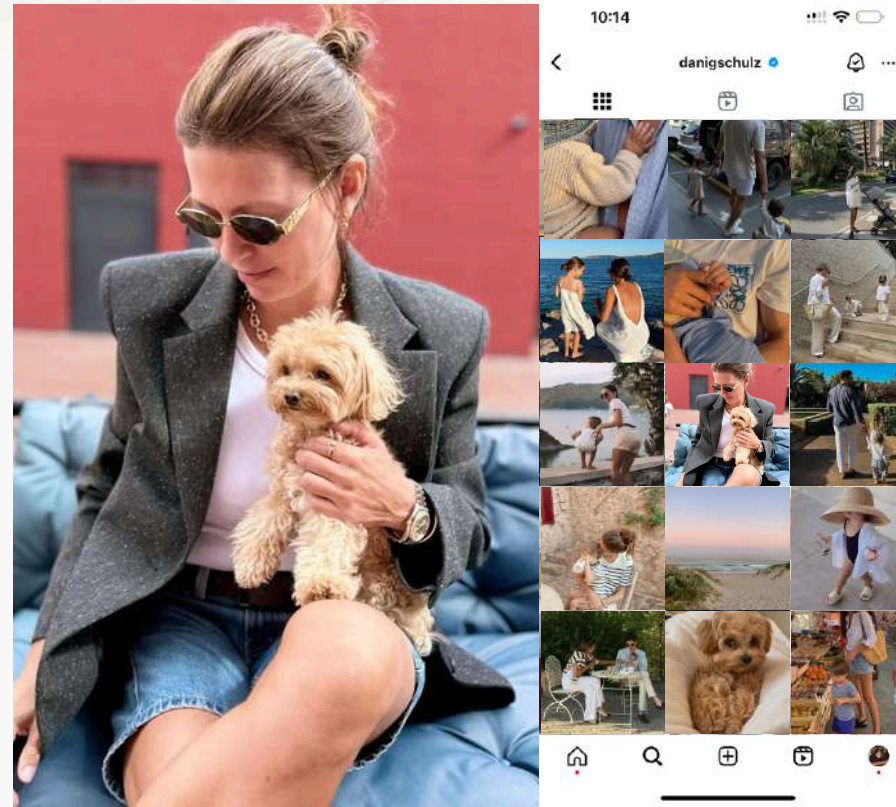**Income:** $120,000 year
Relationship Status: Single

Motivations:
Hansel Queralez finds inspiration in travel, fashion, and design. He always explores new ideas through his iPad and the vibrant events he attends. He thrives on creativity, drawing from the dynamic environments of exclusive parties and fashionable spaces.

Challenges:
Hansel struggles to stay competitive in the busy world of interior design. He has to balance what his clients want and his creative ideas. Keeping up with new trends while staying true to his style and building a solid client base can be complex and demanding.

FEDERICA OROPEZA

Age: 45
Occupation: Works in marketing for her husband's company, from home
Location: Miami, USA
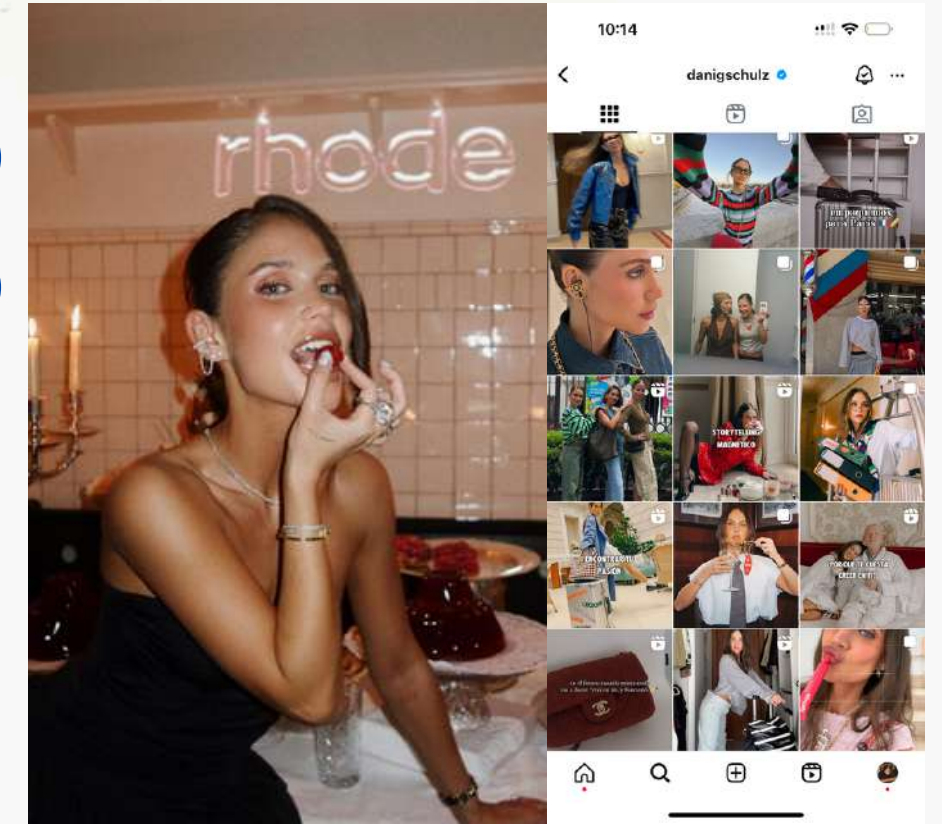**Income:** $150,000 year
Relationship Status: Married

Motivations:
Federica is a dedicated mother of two children, a 6-year-old daughter and a 4-year-old son. She works from home in the marketing department of her husband's business, finding fulfillment in supporting the family business while balancing her responsibilities as a mother. She enjoys shopping as a way to unwind and express her style.

Challenges:
Her main challenge is balancing the demands of her role as a mother and her professional responsibilities. Working from home while caring for young children can be hectic, and managing time efficiently between her personal and work life is a constant struggle.

DANIELA SHULZ

Age: 32
Occupation: Blogger and owner of a company that offers courses on how to become a content creator.
Location: Mexico City, Mexico
Income: $300,000 year
Relationship Status: In a relationship (Boyfriend)

Motivations:
Daniela is passionate about traveling, attending fashion shows worldwide, and sharing her love for dogs. She runs DaniG Shulz Inc., where she helps people become content creators. She works with prestigious brands like Chanel, Rhode, and Miu Miu. Daniela also hosts her own podcast, sharing insights and tips from her experiences while living with her boyfriend in Mexico City.

Challenges:
Running a successful business while staying relevant in the fast-paced digital world, balancing work and personal life, and consistently innovating her content and courses to maintain her position as an industry leader are her challenges.

PRE-LAUNCH

"Bonjour Jacquemus" in stores:
Upon entering any Jacquemus store, customers will be greeted with a special message: "Bonjour Jacquemus" every time the door opens. This iconic sound will create an immersive experience aligned with the brand's identity, reinforcing customers' emotional connection with the physical store experience.

Exclusive Instagram Filter:
An exclusive Instagram filter will be launched, allowing users to interact with iconic Jacquemus pieces. Users will be able to try on accessories and key items from the brand virtually, generating greater visibility and creating a sense of exclusivity among followers.

"Bonjour" Influencer Party:
An exclusive event for fashion influencers, the "Bonjour Party," will be organized to preview the app in a luxurious setting. Influencers will share exclusive content with their audiences, generating excitement and strong interest before the official launch. The party will be held in an intimate space decorated with iconic Jacquemus elements in a city that hosts one of the brand's boutiques.

JANUARY

MARCH

APRIL

FEBRUARY

APRIL

The "What to Wear" Dilemma:
This campaign aims to generate viral content on TikTok, highlighting a common issue among consumers: the difficulty in deciding what to wear and the need for social validation when buying clothes. The "Jacquemus" app will be positioned asthe ideal solution to this problem. Influencers will create videos showing how a single Jacquemus piece can be styled for multiple occasions using the hashtag #WhatToWearDilemma. It will invite followers to join the trend, encouraging them to purchase versatile pieces from the brand and letting go of common phrases like "I don't know what to wear" or "I have nothing to wear." At the end of the videos, influencers emphasize how the "Bonjour Jacquemus" feature solves these style dilemmas, preparing the audience for the upcoming launch.

Exclusive TikTok Sound:
An official TikTok sound will be created featuring the phrase "Bonjour Jacquemus," used in various fashion, style, and luxury contexts. Users will create content with this sound, boosting its virality and increasing the brand's presence on the platform. Additionally, fashion and style challenges using this sound will be launched, embedding the phrase in the users' minds.

LAUNCH

App pop-up demonstration "Simon Says: Come and Download":

Physical stores will feature stations where customers can watch how the app works on large screens. During launch week, users can unlock a preview of the up-and-coming and unreleased Jacquemus collection and can pre-order products.

Interactive billboards:

Billboards incorporating QR code technology will be used. Passersby can scan the code to learn more about the app.

Example: A billboard could showcase an outfit generated by Bonjour Jacquemus. By scanning it, the outfit would come to life in a short video showing how to use the app, including a direct link to download the app.

JUNE

JULY

AUGUST

Launch of new uniforms with QR technology:

During the launch, Jacquemus store employees will wear a new uniform designed specifically for the event. Each uniform will have an embroidered QR code that customers can scan to download the app directly to their phones. This small technological detail will make the download process easy and highly visible to all store customers.

POST-LAUNCH

Interactive "Jacquemus" mirrors in stores:

Interactive mirrors will be **installed in selected stores** and connected to the app. Customers can stand in front of these mirrors, which will use augmented reality to show them how they would look in the **latest Jacquemus collections and outfits generated by "Bonjour Jacquemus."** The mirror will allow them to explore different outfits and try on clothes virtually. This feature combines in-store interaction with the app's personalized styling capabilities.

"Jacquemus Studio" in stores:

An exclusive space called **"Jacquemus Studio"** will be created in selected stores, where customers can book personalized sessions with a stylist through the app. Users will be able to enter their style preferences in an area with a team guiding them through the experience. At the same time, **the virtual assistant "Bonjour Jacquemus"** generates recommendations as they physically explore the store. This space will allow customers to receive personalized outfit suggestions directly in the store and make their purchases immediately.

SEPTEMBER

NOVEMBER

OCTOBER

DECEMBER

Loyalty events:

Exclusive events will be organized for **the app's most active users.** They could receive invitations to fashion shows or be the first to know about new collections. This will help strengthen customer loyalty and create a community of dedicated brand users, which can also serve as a **networking group.**

Holidays exclusive products through the app :

Jacquemus offers an exclusive range of products available only through the **"Bonjour Jacquemus"** feature on the app. These limited-edition items are designed to elevate your festive style. Users who engage with the "Bonjour Jacquemus" virtual stylist will unlock access to these unique holiday collections, ensuring a personalized shopping experience like no other.

CUSTOMER PERFORMANCE OBJECTIVES

Loyalty through brand engagement
Increase loyalty through immersive experiences in physical stores (such as Jacquemus Studio), exclusive content on social media, and events for the most active app users.

Conversion
Attract new users to the app by using uniforms with QR codes in stores and the #WhatToWearDilemma campaign, demonstrating how the app solves common style problems.

Increase in spending
Encourage customers to use the app to become part of the community and attend VIP events for frequent users, generating higher average sales through in-app purchases.

Retention
Foster continuous interaction with the app through personalized notifications and style suggestions tailored to the user, helping to retain users and increase frequent use.

CHANNELS TO USE FOR EACH TACTICS

Influencers
Influencers will participate in the campaign during the pre-launch phase, including the #WhatToWearDilemma campaign.

In-person events
Pop-ups in stores (Jacquemus Studio) and the "Bonjour Party" to create a connection between the physical and virtual worlds of Jacquemus.

Social Media
Instagram and TikTok will be key, with viral content like the Instagram filter and the "Bonjour Jacquemus" sound for TikTok, increasing the brand's organic presence.

Paid advertising
Campaigns on Instagram, TikTok Ads, and billboards in key areas where Jacquemus has a strong presence.

MARKETING CONTENT

The main message is to showcase Jacquemus clothing through the #WhatToWearDilemma campaign, offering a direct solution through the Jacquemus app, which combines personalized styling with technology and convenience.

BRAND CONNECTION

The marketing plan reflects Jacquemus' innovative and luxurious identity, integrating advanced technology with the shopping and styling experience.

ANALYTICAL APPROACH TO IMPROVE MARKETING, COMMUNICATIONS, AND CRM

Analytical Approach: "Bonjour Jacquemus" will use artificial intelligence and real-time data analytics to optimize user interactions. It will personalize fashion recommendations based on each user's style and the use of the assistant. Additionally, users will be segmented based on their behavior to provide relevant content and maintain engagement.

Innovation: The app will send personalized push notifications with outfit recommendations based on users' styles and the latest Jacquemus collections.
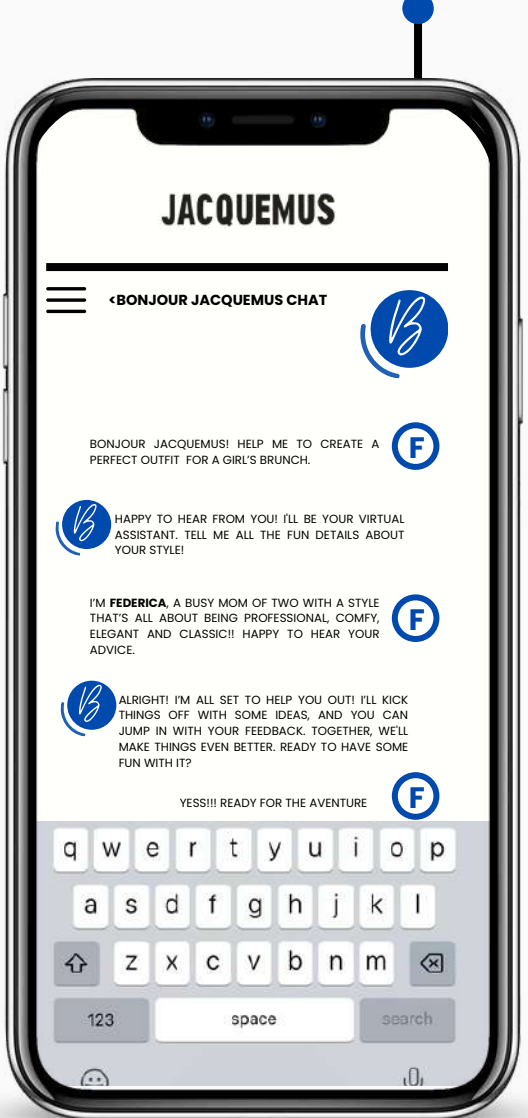
Moreover, the app will integrate with the user's calendar, reminding them of upcoming events to prepare them and plan their outfit in advance.
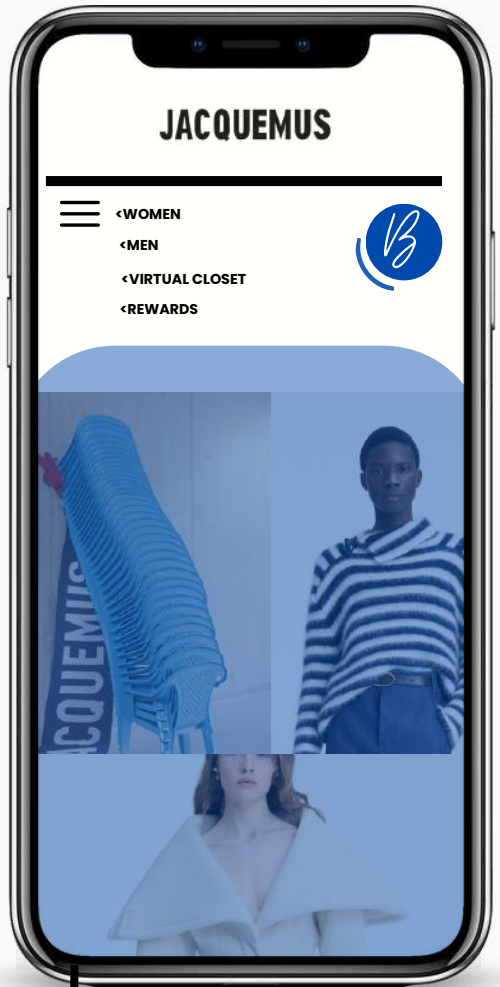
"BONJOUR JAQUEMUS" AI VIRTUAL ASSISTANT BOTTON.
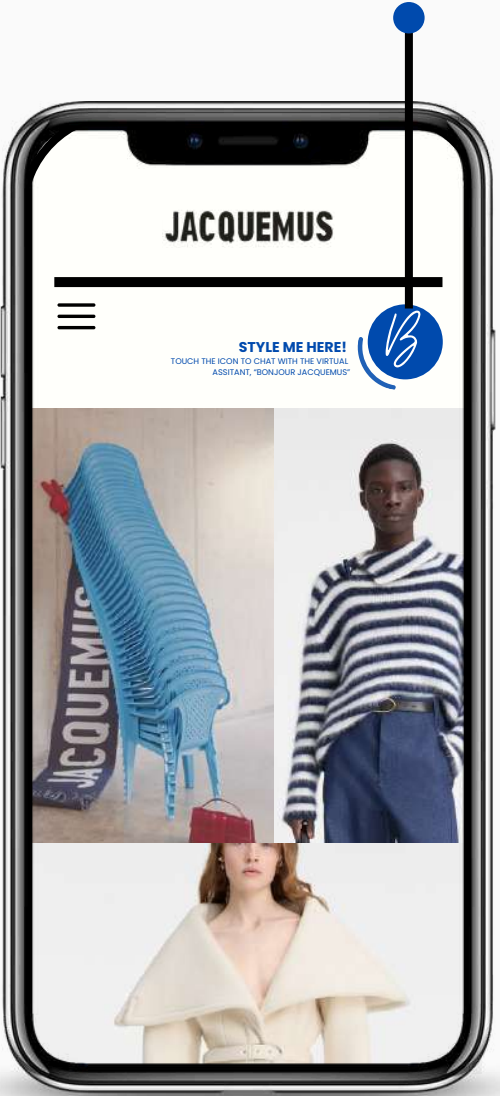
AI CHAT WITH THE VIRTUAL ASSISTANT TO EXPLAIN YOUR STYLE IN AN INFORMAL CONVERSATION

HOME PAGE

AI CHAT

SECTIONS

‹WOMEN   SHOP SECTION

‹MEN   SHOP SECTION

‹VIRTUAL CLOSET   GENERATED FAVORITE COMBINATIONS

‹REWARDS   ACCUMULATE POINTS FOR PRICES

KPI MEASUREMENTS AND MARKETING TACTICS

KPIs Aligned with Marketing Tactics:

User Retention Rate: To measure how many users continue using the app after the first download.

Interaction Rate with Bonjour Jacquemus: To measure how many users interact with the styling assistant.

User Retention Rate:

Goal: Ensure that 50% of active users use the feature weekly.

Tactic: Send personalized style recommendations and current trends to encourage continued app use.

Increase in Online Sales:

Goal: Increase sales by 20% in six months.

Tactic: Showcase upcoming collections before their official launch and promote the convenience of purchasing directly from the app.

Increase Retention by 30% in the First Six Months:

Tactic: Maintain engagement through reminders and personalized recommendations via the "Bonjour Jacquemus" assistant, integrated with the user's calendar.

KPIs IN THE MARKETING FUNNEL AND TOOLS FOR MEASUREMENT

AWARENESS

Track the number of app downloads via Apple App Store and Google Play analytics to gauge the app's initial reach and user interest.

CONSIDERATION

Measure user interaction with the **"Bonjour Jacquemus"** feature to assess how effectively the app engages users by offering personalized styling recommendations and understanding customer preferences.

PURCHASE

Monitor the increase in sales made through the app, directly reflecting the app's ability to convert engaged users into paying customers.

RETENTION

Measure the app's retention rate by tracking how many users return after their initial interaction, indicating sustained engagement and loyalty.

TOOLS

App Analytics: Utilize platforms like Google Analytics and Firebase to monitor in-app user behavior, interactions, and engagement.

CRM: Use platforms like Salesforce for customer retention, segmentation, and personalized marketing efforts.

Sales Tracking: Shopify will track sales generated through the app, providing insights into revenue performance.

CONCLUSION

The Jacquemus app represents a revolutionary innovation in the luxury fashion world, offering an unparalleled **fusion of technology and style.** Jacquemus seeks to elevate the user experience and strengthen the bond between the brand and its customers by creating the perfect combination of a shopping platform and a personalized styling tool. The app responds to the growing demand from modern consumers for convenience and personalization, transforming luxury shopping into an immersive and enjoyable journey beyond simple transactions. This evolution brings the Jacquemus brand closer to its audience, integrating into users' daily lives and ensuring lasting loyalty.

The app's success lies in its main feature, **"Bonjour Jacquemus,"** a personal stylist powered by artificial intelligence that offers personalized outfit recommendations using Jacquemus collections. By showcasing the versatility of each garment and highlighting the timeless nature of the designs, the app positions itself as an essential tool for maximizing the wardrobe's potential. The ability to receive up to 10 different combinations for a single piece reinforces the brand's philosophy of sustainable luxury and intelligent investment in fashion.

Beyond its styling capabilities, the app's interactive features enrich the user experience. Through regular use of "Bonjour Jacquemus," users can earn points that unlock **exclusive rewards,** such as tickets to fashion shows, personalized styling sessions, and behind-the-scenes access. This gamified Approach encourages frequent use and builds a deeper emotional connection with the brand by offering unique and tangible benefits.

Additionally, the app integrates **virtual reality and calendar synchronization,** ensuring users are always prepared for important events with outfit recommendations and reminders. This personalized approach strengthens Jacquemus' image as an avant-garde brand that understands its customers' changing needs.

In conclusion, the "Jacquemus" app is poised to revolutionize the **luxury shopping experience.** By merging fashion and technology, it offers a unique platform that promotes convenience and exclusivity, deepening the emotional connection between the consumer and the brand while driving online sales and reinforcing Jacquemus' innovative identity.

SCAN QR CODE FOR INSTAGRAM FILTER USE

Bonjour
JACQUEMUS

CITATIONS

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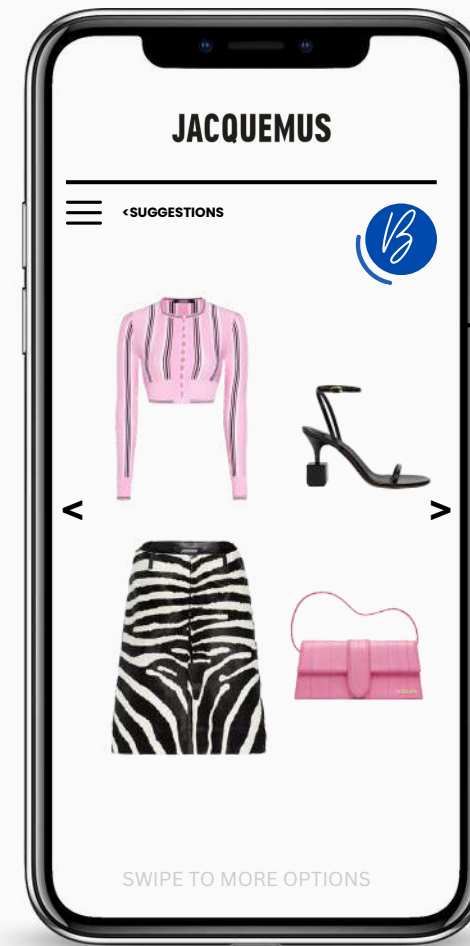
AI-ChatGpt Image generator

APPENDIX

GO INTO THE APP

VIRTUAL CLOSET

THE SECTION WHERE YOU SAVE YOUR FAVORITE COMBINATIONS. THIS IS AN EXAMPLE OF TWO OUTFITS GENERATED USING THE SAME SHORTS.
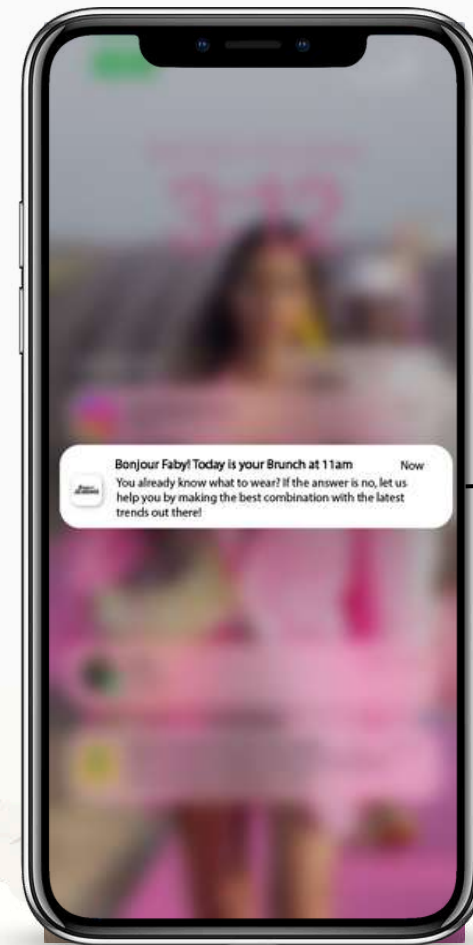

SUGGESTION #1

THIS OUTFIT IS CHOSEN BY BONJOUR JACQUEMUS, PERFECTLY CUSTOMIZED FOR THE USER'S STYLE AND OCCASION.

SUGGESTION #2

THIS SECTION IS WHEN THE USER PROVIDED AN EXISTING JACQUEMUS PRODUCT ON THEIR CLOSET.

THIS ITEM ENCLOSED IN A RECTANGLE IS THE PIECE THE USER OWN, AND THE OTHERS PRODUCTS ARE SUGGESTIONS FROM "BONJOUR JACQUEMUS."
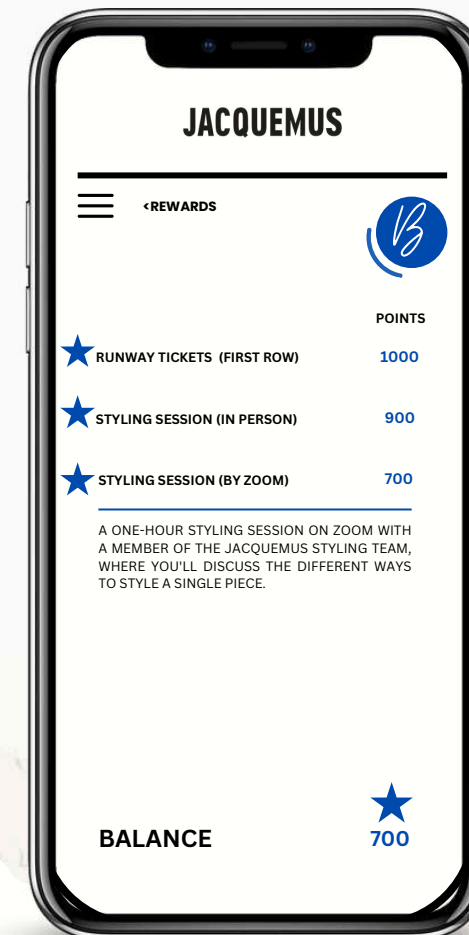

REMINDERS

THIS SECTION IS A REMINDER AS YOU CAN CONNECT THE APP WITH YOUR CALENDAR, AND IT WILL REMIND YOU OF YOUR UPCOMING EVENTS.

REWARDS

	POINTS
RUNWAY TICKETS (FIRST ROW)	1000
STYLING SESSION (IN PERSON)	900
STYLING SESSION (BY ZOOM)	700

A ONE-HOUR STYLING SESSION ON ZOOM WITH A MEMBER OF THE JACQUEMUS STYLING TEAM, WHERE YOU'LL DISCUSS THE DIFFERENT WAYS TO STYLE A SINGLE PIECE.

BALANCE   700

SECTION WHERE YOU CAN SEE THE NUMBER OF POINTS YOU HAVE AND THE AVAILABLE REWARDS IN THE APP.