

MAGDA BUTRYM

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CHRISTOPHER ESBER



INTRO- DUC- TION

- Fashion collaboration between Christopher Esber and Magda Butrym
- Incorporation of key components from both brands
- Transformation of designs to reflect individual styles
 - Focus on detailed metal work and bold use of red flowers
- Goal: Each brand playing to its strengths
- Creation of one-of-a-kind pieces of clothing
 - Unique outfits appealing to fans and collectors.
- Fashion is an ever-changing thing which is why every time big

names work together; they make new and intriguing outfits. That is what this piece is about: Partnership between Christopher Esber and Magda Butrym. The main idea is how they incorporated the key components of both names and made their outfit looks like it is from 2 different designers. Chris Esber, the artist who is famous for his detailed metal work, transforms red floral designs and girly clothes with Magda Butrym, who is famous for her bold use of red flowers and girly designs.

In which, two or more brands combine and execute one of a kind pieces of clothing as the goal is to have each brand play to its strengths. Aside from these commonalities, the individual designers style is also used to create unique outfits matching the best design, that are not only appealing but at the same time are unique and unusual, that will go well with the fan's collection.

BRAND VAL- UES AND PERSONALI- TY

- Fusion of Chris Esber and Magda Butrym's brands and styles
- Creation of a unique individual style through collaboration
- Chris Esber is known for exuberant metalwork and modern forms
- Magda Butrym recognized for fantasy red floral designs
- Responsibility to integrate diverse elements into cohesive clothing pieces
- Appeal to individuals who appreciate creativity and uniqueness
- Collaboration showcases the distinctiveness of each designer's style
- Fashion enthusiasts drawn to the blend of modern and romantic aes-

thetics

- Aim to make a bold fashion statement while challenging traditional trends
- Strategic planning and openness to new ideas drive the collaborative effort

Chris Esber and Magda Butrym's collaboration brings together their different names and styles, creating a new, unique style from both of them. Esber's famously bright metalwork and modern shapes blend perfectly with Butrym's dreamy red flower designs, creating a beautiful mix of different styles. People who like creativity and uniqueness in fashion are drawn to the partnership because

they have to put these different parts together to make clothes that look good together. The partnership brings in fashion fans who like the mix of modern and romantic styles by showing off how unique each designer's style is. By planning ahead and being open to new ideas, they want to make a bold fashion statement while also questioning established trends. This is what they call "pushing the boundaries of collaborative fashion endeavors."

BRAND EQUITY PYRAMID



• Creation of the brand equity pyramid by Christopher Esber and Magda Butrym

- Key tool for brand development and understanding market positioning
- Identification of brand strengths and competitive landscape
- Selection of target audience and definition of brand essence
- Utilization of the pyramid for long-term strategic planning and adaptation to industry changes (Cabigiosu 2020, p.10) •

Christopher Esber and Magda Butrym co-created the brand equity pyramid. The concept is a key development in brand construction. From there, this

plan further explores a brand's main strengths and the brands already in place. The next step is to pick the target audience and then to find the essence (core) of the brand. The alliance employs the brand equity pyramid for designing a long-term strategy that will the strengths of both brands and allow for adaptation to changes in fashion industry and preserving their unique position in the market. Each brand has its different history and traits that blended together and creates a one-of-a-kind space which is highly recommended by picky customers. With the

brand equity pyramid the partnership will find out where it stands in the market and can implement the strategy of authenticity and usefulness in the fashion world that is always changing. This model embraces the 30 years of expertise of Christopher Esber and Magda Butrym and allows harnessing their diverse competencies aimed at the increase of the brand's worth and securing the future success on the tough fashion market (Cabigiosu 2020, p.10).

BRAND
IDENTITY
PRISM

- Brand identity prism influences perception of joint collection
 - Elements include looks, personality, society, relationships, self-image, and customer reflection
 - Adoption of reductionist color scheme enhances perceived thoughtfulness and care
 - Integration of European collectivism fosters community and shared values
 - Collaboration promotes personalized lifestyle and values craftsmanship and design
- (Cabigiosu 2020, p.10)

The perception of joint selection by individuals is influenced by the brand identity prism. The prism symbolizes collaboration through the integration of appearance, character, social dynamics, connections, self-perception, and feedback from clients. Christopher Esber and Magda Butrym advocate for a minimalist color palette, enhancing the collection's appearance with a sense of thoughtfulness and attention to detail. The alliance adopts collectivism from Europe to establish consumer groups and shared ideals. This partnership also caters to individuals who appreciate intelligent design and high-quality craftsmanship, enhancing their individualized lifestyle. The alliance utilizes brand identification to narrate a compelling story that transcends mere fashion, fostering a tighter connection between customers and the organization. Christopher Esber and Magda Butrym's simple color palette showcases their refined aesthetic and meticulous craftsmanship. Individuals collaborating are motivated to collectively engage in a fashion experience by adopting a collectivist approach (Cabigiosu 2020, p.10). Aside from clothing, the group's work conveys a narrative that resonates with clients on a personal and fashionable level, promoting a well selected lifestyle that appreciates craftsmanship and meticulous design.

BRAND PERSON- ALITY

- Brands possess qualities akin to human personalities
 - Project's personality characterized as thoughtful, kind, and family-oriented
- Customers expect prioritization of people over products and honest service
- Collaboration aims to evoke emotions associated with curated lifestyle
- Emphasis on kindness and thoughtfulness fosters trust and long-term relationships with customers.
(Ozuem et al., 2021)

Just like individual personalities, brands possess unique characteristics that connect with consumers. This joint project's personality is marked by compassion, friendliness, and a strong family-oriented focus. Customers want a focus on individuals rather than items, desiring sincere and authentic service from the partnership. The collaboration aims to trigger emotions linked to a carefully selected lifestyle in order to establish a closer connection with customers. Highlighting kindness and consideration builds trust and nurtures enduring relationships with clients, establishing the partnership as more than just a fashion provider, but as a companion in their quest for self-expression and personal satisfaction (Ozuem et al., 2021).

BRAND

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REGY

<ul style="list-style-type: none"> • Collaboration aims to create a standout product surpassing existing options • Fusion of Esber's intricate metalwork and Butrym's bold floral designs • Focus on satisfying customer needs while exceeding expectations • Goal to cater to a broad audience while providing unique fashion options • Aim to establish leadership position in the market by identifying a unique niche (Ozuem et al., 2021) 	<p>Christopher Esber and Magda Butrym's collaboration aims to create a superior product that outshines current offerings in the market. The cooperation combines Esber's detailed metalwork with Butrym's vibrant flower designs to produce a fashion item that aims to meet and beyond client expectations. The collaboration seeks to offer distinctive fashion alternatives for a diverse audience interested</p>	<p>in innovative and creative clothing solutions. The aim is to achieve a leading position in the market by finding a distinctive niche where the qualities of both brands can stand out, differentiate them from competitors, and establish them as innovators in the fashion industry (Ozuem et al., 2021).</p>
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<u>SEGMENTS</u>	<u>GOALS</u>	<u>STRATEGY</u>	<u>TOOLS</u>
Ads viewers	Awareness	Prospecting	<ul style="list-style-type: none"> • Digital Advertising • PR / Testimonials • Similar audiences
First time Visitors	Discovery	Retargeting	<ul style="list-style-type: none"> • Profiling and segmented communication • Web and Social
Returning Users	Consideration	Acquisition	<ul style="list-style-type: none"> • Micro conversion • Followers / Subscribers
Converters	Conversion	Retention	<ul style="list-style-type: none"> • Macro conversion - purchase • Abandoned carts
Returning customers	Loyalty		<ul style="list-style-type: none"> • Customer Service • Subscribe loyalty prog.
Referrers	Advocacy		<ul style="list-style-type: none"> • Reviews • Social • Reward program

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CONCL

- Collaboration merges two distinct b
suit design
- Utilization of branding models such
brand equity pyramid provides comp
ration
- Launch of the collection expected to
fashion industry
- Appeals to consumers who apprecia
of both brands
- Represents a blend of artistry, innov

CONCLUSION

brand identities into a singular jump-

n as the brand identity prism and
prehensive insights into the col- labo-

o make a significant impact in the

ate the craftsmanship and creativ- ity

vation, and unique design elements

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