



GRAMMAR



GRAMMAR



The Situation

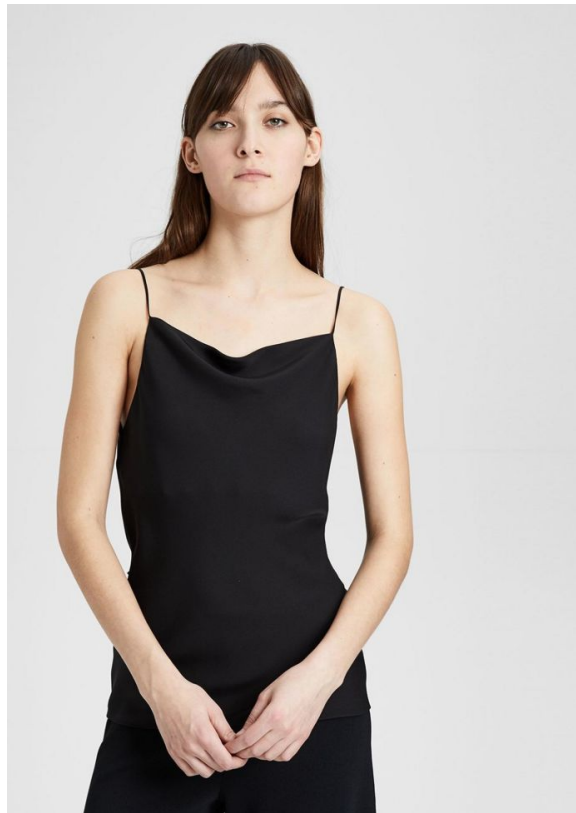
From your favourite white shirt
to an essential instrument for a
purposeful life.



Landscape

Minimalist capsule collections that produce luxury essentials for the work and life of the modern woman.





Theory



VINCE.



MM.LAFLEUR

Brand now

Unique designs.

Well-defined principles.

Product-focused branding.

Concentrated on the language analogy.

They don't have a big online presence.



How to style: Get personal with the
preposition

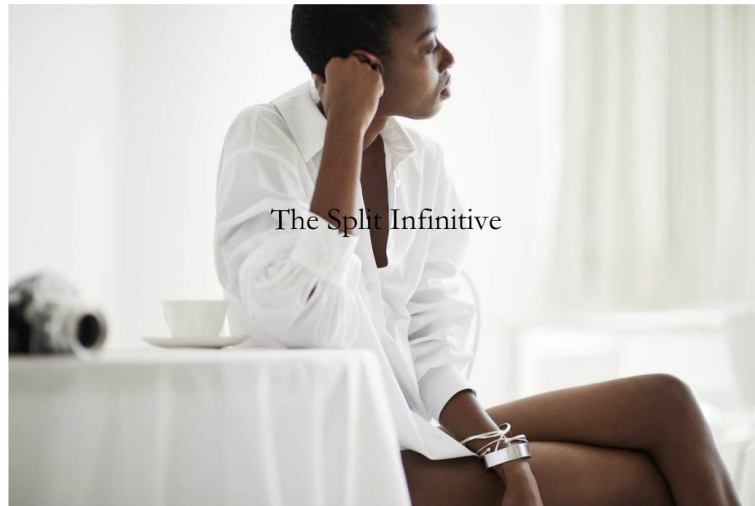


Style for your power career: The
conjunction





The Dangling Modifier



The Split Infinitive



The Conjunction



The Preposition



The Verb

Audience

Innovative and **style-oriented** women with **established careers** who are looking for an essential everyday wardrobe to **compliment** their **enterprising lifestyle**.





Vision

To make beautiful things for every woman to feel empowered, confident, and to live their lives with **ease and purpose.**

Position

For **purposeful women** with an **innovative flare**, only Grammar provides the apparel and **confidence** to make a change because everything we do and make is **creative, essential, refined** and **sustainable**.

Principles

A relentless commitment to producing garments that fulfill the highest standards of design and sustainability.

The pursuit of beauty through perfection and product quality.

To create carefully designed garments that acknowledge every woman's form and the functionality needed by her throughout the day, everyday.



Personality

Warm & Compassionate

Honest & Authentic

Inspiring & Motivating

Driven & Innovative

Brand Expressions

#GRAMMARWomen





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grammarnyc 🥰 Our Galentine forever Ms. @ehollisteradams is our first Grammar Woman profile! See why she's the perfect embodiment of Grammar ... and why she says "sorry Zara, but please know that what we had was real" 🥰 link in profile
#valentinesday #galentinesday #bffs #whiteshirt #grammarwoman

dangerteng @ehollisteradams should do ALL the modeling forever and always
grammarnyc @dangerteng 🥰 sounds 🍷 to me 🥰🥰🥰

averycoxdesign The cutest!!
grammarnyc @averycoxdesign 🍷🍷
i_shavy 🥰



102 likes

FEBRUARY 14

Add a comment...



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grammarnyc We are so inspired by @emmawatson's #HeforShe campaign! Link to her GRAMMAR feature profile on our blog. Show us what makes you a #GRAMMARWomen



102 likes

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Add a comment...



Who are **#GRAMMARWomen?**

They are innovators and entrepreneurs; inspiring women who exemplify the confidence that you want people to have while wearing the grammar shirt; people who have a specific goal as to how they want to change the world, no matter how big or small the change is; they are role models.

#GRAMMARWOMEN Highlights

Share stories and content about people who inspire GRAMMAR's team and embody GRAMMAR's vision

Partner with influencers who have the same values and outlook as GRAMMAR, so we can also access their audience and gain social proof

Inform those within our target audience who may not necessarily be aware of what GRAMMAR is

#GRAMMARWOMEN Nominations

People have the opportunity to nominate someone to be featured in a profile

People who visit the website/blog can give suggestions for someone else to be featured as a GRAMMAR Woman

For people who don't necessarily own products from GRAMMAR, but are aware of the brand and what we stand for

#GRAMMARWOMEN Snippets

Using our hashtag, people on social media can share snippets of their own stories and what makes them a GRAMMAR Woman

They could get noticed by us, and potentially be featured with a full profile on our blog

Use Instagram/Facebook/Twitter to share snippet posts, feature a GRAMMAR woman of the week

Allows people who are most aware of our brand, and own our products, to share

Rewards

Tangible: e.g. discount codes
for being featured

Exposure of their projects/work

Awareness

#GRAMMARWOMEN Highlights - Unaware

#GRAMMARWOMEN Nominations - Solution Aware

#GRAMMARWOMEN Snippets - Most Aware





Digital Marketing Plan

Most Aware

Updates

Email List / Followers

Exclusive Discount
Codes

Product Aware

Comparisons

**Facebook / Google
Retargeting**

**Referral + Event
Discount / Shopping
Cart Reminder**

Solution Aware

Testimonials

Facebook / Instagram

Customer Reviews

Problem Aware

Education

**Digital influencers /
Facebook / Instagram**

Tips and Tricks

Unaware

Stories

**GDN / Instagram /
Facebook**

Product

Thanks