

*Mon - Père*

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# BRAND LOGO



*Mon - Révé*

# ABOUT

*Mon - Rêve*

*Mon - Rêve*

("My Dream" in French) was born in the **Spiritual Wilderenss**  
**of the idealists**, and is a wearable poem dedicated to the  
contemporary romantic rebels.

# WHY

## *Mon-Rêve*

Everyone's heart hides those **emotions** that dare not be spoken and dreams that are **ruthlessly suppressed by reality**. Real life often makes it difficult for us to take a step to express our true feelings or pursue our dreams due to **fear and worries**, but it is the desire and courage in silence that constitutes the truest self within us.



I created this brand in the hope that through the carrier of apparel design, I can convey those **deep-rooted emotions and dreams**.

Take my personal experience as an example, my mom was a French major in college and she had a dream of owning her clothing brand. But for a variety of practical reasons that prompted her to hide and give up her dream, she became a property developer to face reality.

That's why I created the

*"Mon-Rêve"*

# CORE CONCEPT



Based on “self-expression”, the brand conveys individuality and poetic design narratives through clothing. To provide consumers with fashion that expresses themselves and their uniqueness, more like a spiritual symbol and attitude towards life, a perspective inspired by the streets.



# BRAND VALUES\$

"CLOTHING AS YOUR  
INNER VOICE  
AMPLIFIER"

# BRAND STYLE

## Romantic Rebellion

Combining elegance and irreverence, it breaks the boundaries of tradition with urbane details and avant-garde designs.



## Poetic Storytelling

Each season's design is centred around a dream or story that speaks to the expression of emotions and ideals.



## Unique and Pioneering

Realising the combination of romanticism and avant-garde art. Through expression in clothes.





# MISSION & VISSION

## “WE WEAR THE UNSPOKEN”



The meaning of our existence is to let the emotions choked in our throats, the monologues curled up in our memos, and the ideal sparks extinguished by the reality, get the entity of existence through clothing.

## FOCUS POINT FOR PROJECT

The Mon-Rêve project focuses on delivering the concept of “WE WEAR THE UNSPOKEN”, which considers clothing as a carrier of emotions and dreams; realizing emotional narratives and user co-creation through real stories and the Dream Archives platform; and emphasizing high-end design and exquisite craftsmanship to ensure superior quality; At the same time, it utilizes social media, flash stores and offline activities to increase exposure in fashionable cities around the world, and strengthens brand protection through cross-border cooperation and resource integration to stand out in the fierce market.

EXTERNAL ANALYSIS

*Mon-Rêve* **COMPETITORS**

To better understand Mon-Rêve's market positioning and identify its unique selling points compared to direct competitors, an in-depth competitor analysis was conducted.

To clearly define Mon-Rêve's unique positioning, competitors (Undercover, Ann Demeulemeester, Dries Van Noten, Maison Margiela) were rated on innovation, poetic storytelling, avant-garde aesthetics, and emotional expression using a scale from 1 (minimal innovation) to 5 (highly innovative).

**DIRECT  
COMPETITORS**

Ann Demeulemeester, Undercover, Dries Van Noten, Maison Margiela

*Mon-Rêve*

DESIGN & AESTHETICS FACTOR: 4

Mon-Rêve is a poetic fashion brand that blends romantic rebellion with avant-garde street aesthetics, emphasizing emotional expression and narrative storytelling. Each collection translates unspoken dreams into wearable poetry, using distinctive silhouettes, artistic details, and premium craftsmanship. Through the interactive Dream Archives platform, Mon-Rêve deeply engages its audience, offering unique, personalized fashion experiences that resonate emotionally with creative individuals worldwide.

**ANN DEMEULEMEESTER**

DESIGN & AESTHETICS FACTOR: 4

Ann Demeulemeester, from the legendary Antwerp Six, is renowned for its poetic elegance and subtle rebellion. The brand emphasizes romantic minimalism, fluid lines, and dark, monochromatic aesthetics. Known for exceptional craftsmanship, Ann Demeulemeester consistently delivers emotionally resonant collections, creating strong brand loyalty among fashion-conscious intellectuals and artists worldwide.



DESIGN & AESTHETICS FACTOR: 4.5

Undercover is a Japanese brand by Jun Takahashi, well-known for its avant-garde, rebellious, and poetic designs. Each collection explores bold narratives that blend streetwear with high fashion, often featuring deconstructed silhouettes and provocative imagery. Undercover actively engages in collaborations (e.g., Nike, Uniqlo), strengthening its global presence and resonating deeply with youth culture and creative communities.

**DRIES VAN NOTEN**

DESIGN & AESTHETICS FACTOR: 4

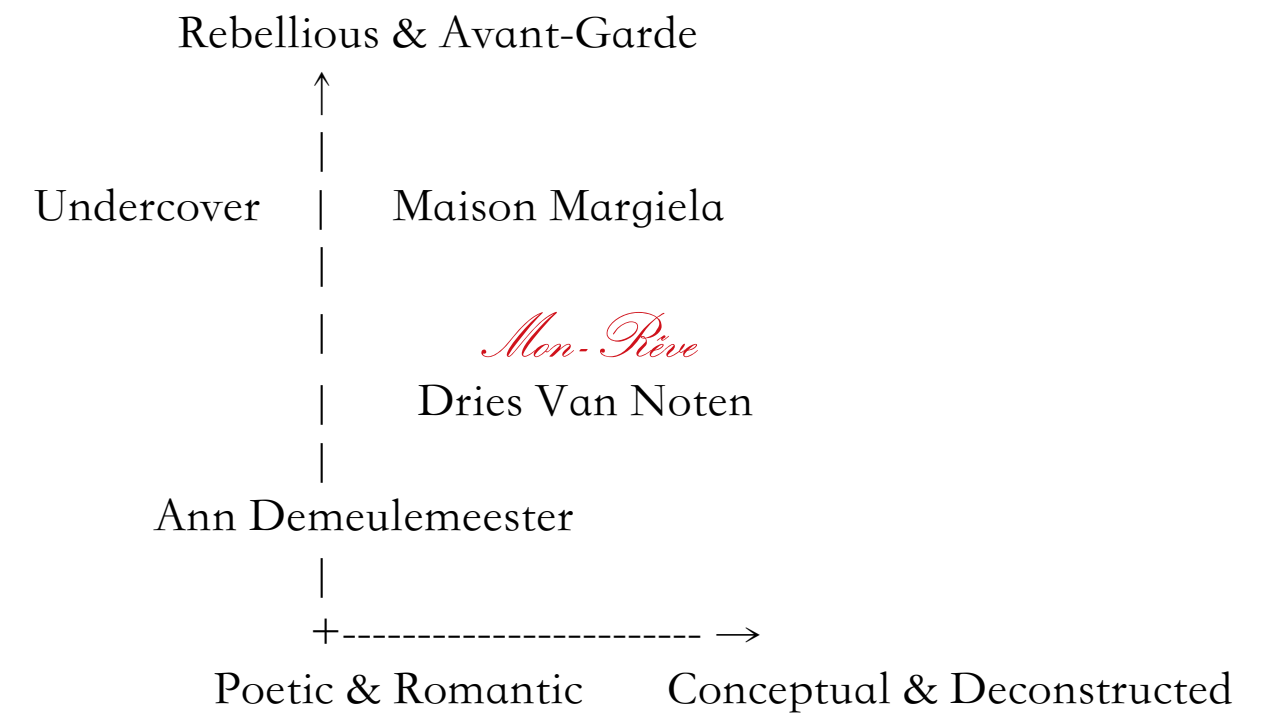
Dries Van Noten is celebrated for his eclectic and sophisticated use of prints, colors, and textures, fusing romanticism with contemporary aesthetics. Each collection is a thoughtfully crafted narrative inspired by art, culture, and global influences. The brand maintains a unique position, balancing avant-garde innovation with wearable elegance, and enjoys global recognition among creatively-driven fashion enthusiasts.



DESIGN & AESTHETICS FACTOR: 4.5

Maison Margiela is an iconic name in avant-garde fashion, characterized by radical deconstruction, conceptual storytelling, and artisanal craftsmanship. Margiela's experimental approach challenges conventional beauty standards and luxury paradigms. Their signature deconstructed garments and minimalist branding resonate deeply with an artistic, intellectual audience seeking originality and authenticity in their fashion choices.

# MARKETING POSITIONING



# SWOT ANALYSIS

## STRENGTHS

### Unique Brand Story

- The concept “WE WEAR THE UNSPOKEN” transforms silent emotions and dreams into clothing with powerful emotional resonance.
- Inspired by a personal story—founder's mother's unfulfilled dream—adding authentic warmth and depth.

### Design and Quality

- Combines poetic rebellion with street-inspired avant-garde design, creating a unique romantic aesthetic.
- Exceptional quality, craftsmanship, and premium fabrics ensure lasting durability.

### Price positioning advantage

- Offers premium quality at accessible pricing, appealing to young consumers seeking individuality and soulful design.

## WEAKNESS

### Low brand awareness

- Emerging brand; requires time to build recognition compared to established competitors like Ann Demeulemeester and Maison Margiela.

### Limited resources

- Early-stage marketing, promotion, and distribution channels face budget and expansion constraints.

### Product line depth to be expanded

- Initial collections have limited styles; must rapidly diversify offerings while preserving brand consistency.



## OPPORTUNITIES

### The pursuit of young consumers

- Rising demand among consumers (17-29) for individuality, emotional expression, and brands with authentic cultural and artistic narratives.

### Expansion of Global Fashion Cities

- Major fashion hubs (Paris, New York, Tokyo, Shanghai, Guangzhou, Beijing) offer excellent opportunities for brand visibility and offline experiences.

### Cross-border cooperation and social media communication

- Collaborate with artists, designers, and influencers to boost exposure via social media and pop-up events.
- Share user stories through Dream Archives online to deepen emotional connections.

## THREATS

### Intense Market Competition

- Established brands like Ann Demeulemeester, Undercover, and Maison Margiela intensify pressure on differentiation and market share.

### Market Education and Consumer Acceptance

- Economic fluctuations and shifting trends may lead to cautious spending and slow consumer acceptance.

### Counterfeiting and Intellectual Property Risks

- Emerging high-end brands are vulnerable to counterfeiting, necessitating greater investment in brand protection and intellectual property rights.

# UNIQUE SELLING POINT



## NARRATIVE WEAR

Each garment is a diary of dreams. Mon-Rêve transforms deep emotions into wearable art, enabling wearers to express their unique stories and inner feelings daily.

## DREAM ARCHIVE

The brand has created an interactive platform for users to share their personal dreams and stories. These genuine memories inspire new designs and let consumers feel the brand's warmth and resonance, fulfilling its promise: "Your dreams, I'll wear them."

## PARDOXICAL AESTHETICS

Mon-Rêve blends bold avant-garde with vintage romance, creating visually striking designs that are both contradictory and harmonious. Through deconstruction and reassembly, each collection deepens emotional expression, allowing wearers to instantly experience a unique poetic spirit of rebellion.





# TARGET GROUP PERSONA

## Persona: Stewie

Gender: Male

Age: 24

Occupation: Fashion blogger / Freelancer

Income: \$5000/month

Location: Shanghai

Marital status: Single



## BACKGROUND & LIFESTYLE:

Work: Active in the fashion field, with a keen eye on trends and emerging brands.  
Social

Circle: Regularly shares and discusses new brands with a network of fashion enthusiasts; frequently attends fashion events and creative salons.

Media Use: Highly active on Xiaohongshu, Instagram, and TikTok, showcasing outfits and latest finds while inspiring peers.

## PERSONALITY TRAITS& VALUES:

Personality: Idealist, explorer, dreamer, and radical advocate who expresses genuine feelings and unique style.

Attitude: Values soulful design, viewing clothing as "unpublished private poems" and willing to pay a premium.

Pursuit: Seeks unique, storytelling designs that are emotionally resonant, trend-aligned, and reflect personal identity.

## DEMAND:

Seeking soulful designs that reflect unique personality and inner emotion, fusing fashion and art with innovative vision and craftsmanship. Eager to explore new trends and experiment with narrative-driven clothing.

# TARGET GROUP VALUES



Our target group firmly believes that  
“Clothing is not just something to wear, it is a statement of the soul.”



## **Authenticity and uniqueness:**

They pursue their true selves, reject conformity, and showcase a unique personality and life attitude.

## **Emotions and stories:**

Each garment is like an unpublished collection of private poems, carrying personal memories and dreams.

## **Art and Innovation:**

They value creativity and meticulous design, seeking soulful works that touch the heart and spark inspiration.

## **Freedom & Exploration:**

Idealism, adventure, and the pursuit of new trends drive them; they're willing to pay a premium for designs that express their inner world.

## **Interaction and empathy:**

They seek emotional resonance with brands and desire to share their dreams and stories with like-minded communities.

**These values are the core drivers behind their fashion choices and encapsulate the spirit that Mon-Rêve strives to convey.**

# CONSUMER INSIGHTS

Consumer Insight Dimension	Insight Conclusion	Explanation
Emotional Appeal & Self-Expression	Clothing as a narrative medium	Consumers seek to express their inner dreams and emotions through Mon-Rêve, using each garment as a medium to tell their untold personal stories.
Interaction & Co-Creation	Active participation in brand platforms	Through platforms like “Dream Archives,” consumers are eager to share their personal dream stories, fostering emotional connection and inspiring the brand’s creativity.
Quality & Value Recognition	Emphasis on lasting quality and intrinsic value	Although willing to pay a premium for “soulful design,” consumers expect products that provide long-term emotional resonance and reflect exceptional craftsmanship.
Fashion Attitude & Unique Expression	Pursuit of avant-garde, poetic, and distinctive designs	Consumers reject mass-market trends in favor of unique, bold pieces that break conventions and embody their independent fashion attitudes.
Social Media & Trend Influence	Leveraging social platforms for inspiration and self-expression	Active on platforms like Instagram, TikTok, and Xiaohongshu, the target group follows emerging trends and showcases their distinctive style, reinforcing the brand’s appeal.



# BRAND CONSUMER & CULTURE TRUTH



In a uniform fashion landscape, consumers long to break free and express their deepest dreams. *Mon-Rêve* captures this essence by treating clothing as unpublished private poems. It resonates with those who dare to dream, seek uniqueness, and express genuine emotions, offering an artistic, avant-garde fashion choice that mirrors their inner world.

# CREATIVE TACTICS

We will leverage social media storytelling on Instagram, Xiaohongshu, and TikTok with short videos, images, and text to showcase “Wearing the Unspoken Dream” and encourage user-generated content via Dream Archives. In addition, we’ll partner with fashion bloggers and influencers to convey Mon-Rêve’s poetic, rebellious aesthetic, while organizing flash mobs, art exhibitions, and cultural salons in key cities—featuring interactive “Wear the Dream” zones that emphasize clothing as a private poem to deepen brand engagement.

# CREATIVE OBJECTIVE

Our objective is to boost brand awareness and foster deep emotional connections by showcasing Mon-Rêve's unique artistic expression and poetic rebellion. Ultimately, we aim to position Mon-Rêve as the distinctive high-end fashion choice that stands out in a crowded market.

# CREATIVE MESSAGE

*Mon-Rêve* – WEAR YOUR UNSPOKEN. Each piece is a private poem, fusing poetic rebellion with exquisite craftsmanship to empower the expression of silent dreams and inner emotions.

# CREATIVE BRIEF

**Client.**

Mon-Rêve - a fashion brand with the concept of “Wearing the Unspoken Dream” at its core.

**Product.**

High-end poetic and rebellious clothing, fusing street culture with artistic craftsmanship.

**Main Objective.**

Raise brand awareness, build emotional resonance, engage the target group and drive sales.

**Target Group.**

Idealists, explorers, dreamers and radical advocates between the ages of 17-29 in international cities such as Paris, New York, Tokyo, Shanghai and Guangzhou.

**Support.**

The brand's unique “Narrative Wear”, “Dream Archives” interactive platform and “Paradoxical Aesthetics” design concept. “Paradoxical Aesthetics

**Strategy and Tactics.**

Delivering the brand's emotions and stories through social media storytelling, KOL collaborations, interactive digital marketing and flash mobs.

**Message.**

“Every garment is a private, unpublished book of poetry, wear your unspoken dreams.”

**Competition.**

Direct competition from Ann Demeulemeester, Undercover, Dries Van Noten, Maison Margiela and more.

**Mandatory Elements.**

Logo, core slogan, emotional narrative elements and design detailing

**Tone of Voice.**

Poetic, avant-garde, emotional and slightly rebellious

**Desired Consumer Response.**

Emotional resonance, willingness to engage with the brand, recognition of product value and sharing of experiences

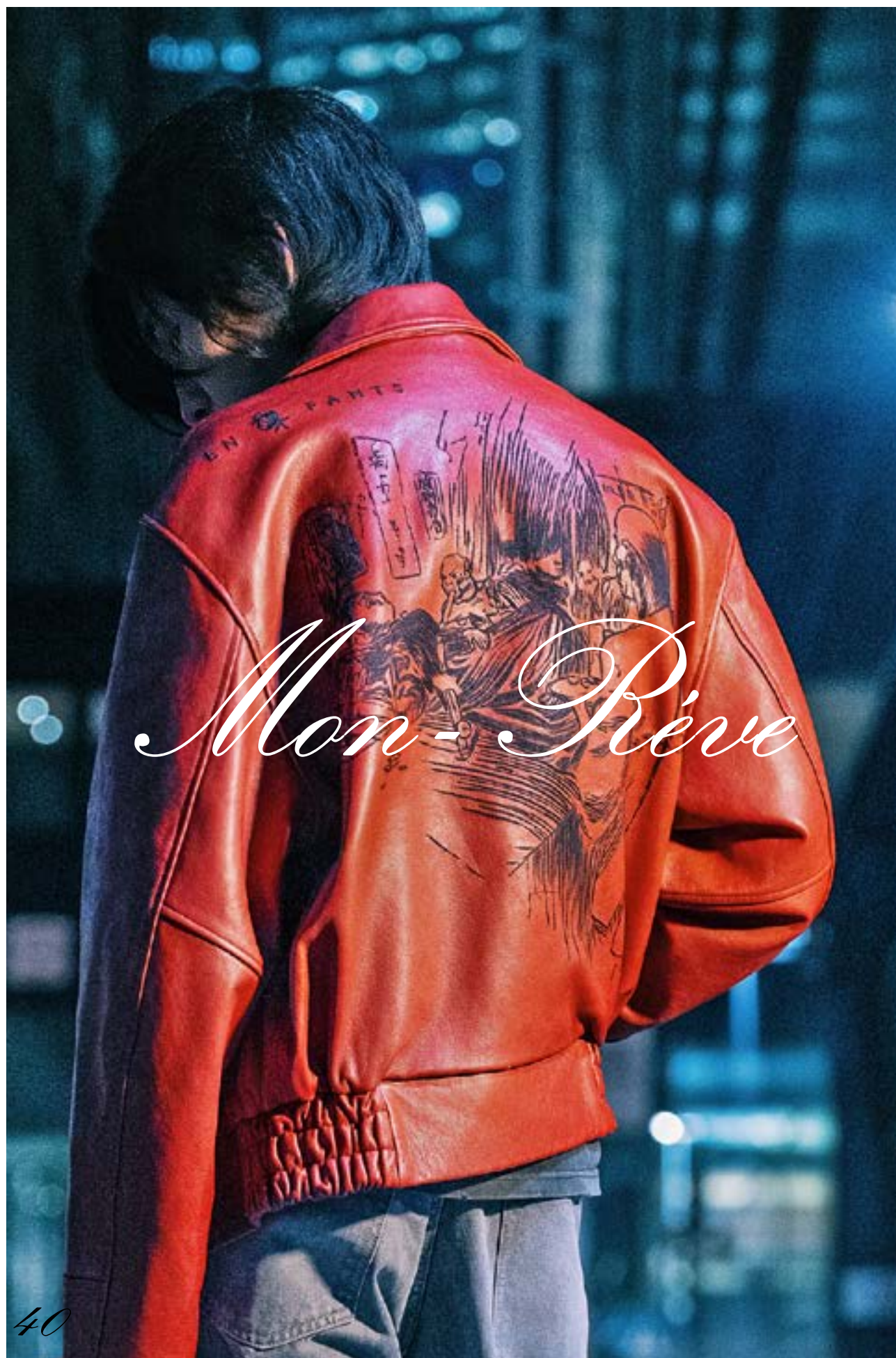
**Media Requirement.**

Social media platforms (Instagram, Xiaohongshu, TikTok), branding videos, online interactive activities and offline flash mob experiences.

# BRAND PRODUCTS







# PRODUCT LOOKS I





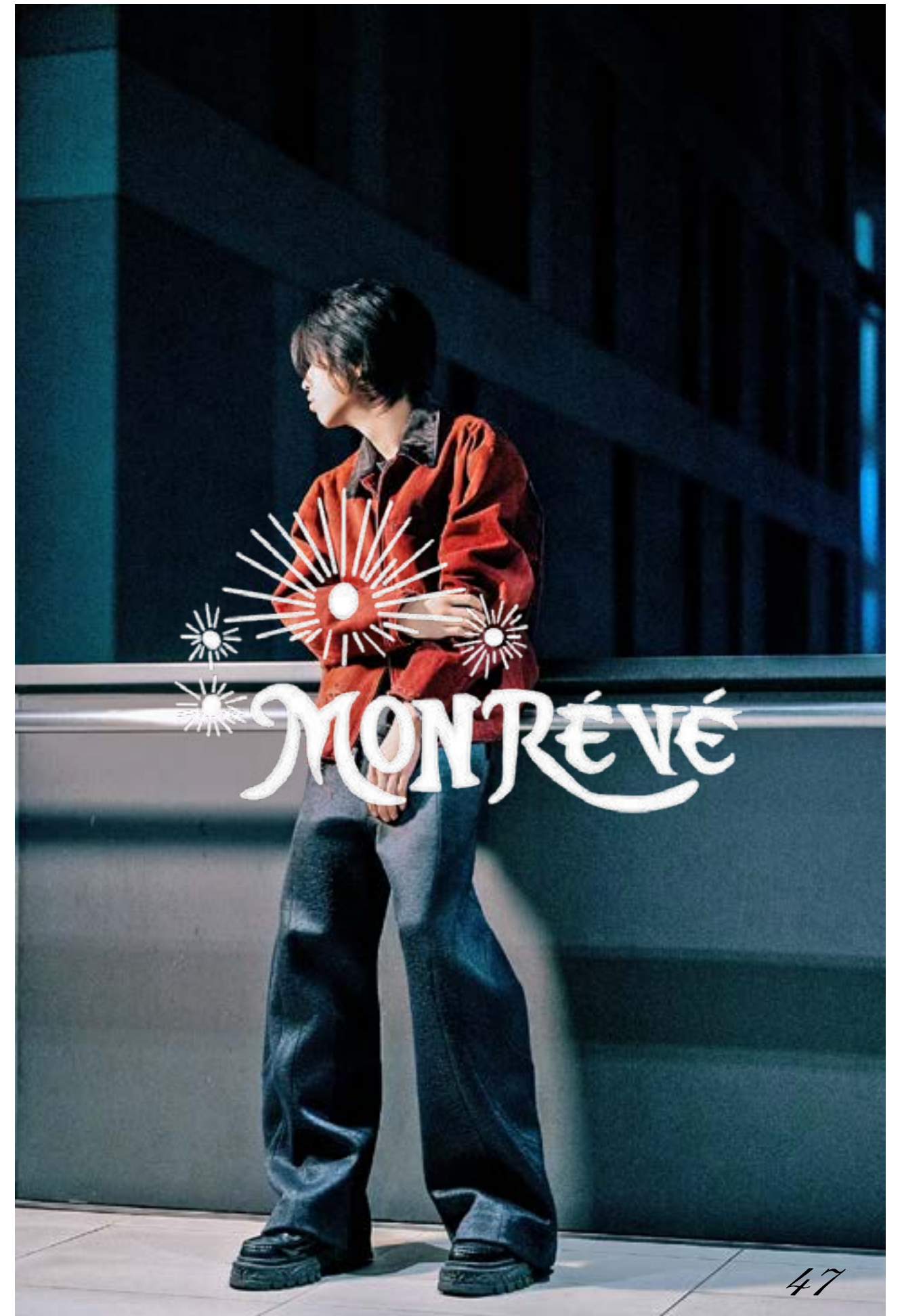






# PRODUCT LOOKS II

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SOCIAL MEDIA

# MARKETING STRATEGIES



Aesthetic Style:

Romantic Rebellion: A fusion of elegance and edgy details, reflecting both poetic sensibility and bold, urban street energy.

With the backdrop of city streets, art spaces and daily scenes, it shows how Mon-Rêve is integrated into real life, allowing consumers to feel the concept and attitude behind the clothing.

# VIDEO CAMPAIGN

MARKETING STRATEGIES



## Emotional Tone:

Drawing on the introspective, nostalgic and emotionally deep style of 'Being Boring' to create a branding video with strong emotional resonance.

## Visual Style:

Adopting a cinematic style of filming, possibly using black and white or low saturation color palette, the camera switching is simple and smooth, through the contrast of static and dynamic images, presenting the reality of the subtle emotions and the hidden expression of the dream.

# POP UP STORE

MARKETING STRATEGIES



40 Bd Haussmann,  
75009 Paris  
French

As the largest store on the famous Champs Elysées, the spacious four-storey space combines old-world elegance with a modern sense of style and will bring to the public a range of classic and trendy brands as well as a wide variety of events and experiences.





# POP UP ACTIVITIES I

Interactive customization



Set up a customized experience area, where consumers can **customize product elements** (such as prints, color combinations or personal elements) according to their personal preferences, so that each product becomes a unique “**dream**”.

# POP UP ACTIVITIES II

Live Experience



Setting up **virtual fitting rooms or AR experiences**, allowing customers to “**try on**” products through augmented reality technology, enhancing the sense of technology and participation.



*Mon - Père*