

YOUR SANCTUARY AWAITS



Oasis

The logo for the brand 'Free People' is written in a fluid, cursive script. The word 'free' is connected to 'people' with a continuous line. The letters are lowercase and have a handwritten, artistic feel.

Parent Brand

Free people:

- Owned by URBN Company
- Offers bohemian style women's clothing that is meant to give the consumer a new way of expression and individualism
- Passionate about sustainability
 - Most of their products sourced from sustainable pieces, hand crafted using a small artisan production process
 - Partners with Better Cotton Initiative to improve cotton farming globally

Entrance Into The Luxury Market

- Rationale for why Free People should enter the luxury market:
 - Targeting luxury consumers who value sustainability
 - Luxury consumers are becoming more interested in purchasing high quality sustainable goods
 - Creative Freedom
 - With a new brand they would have the freedom to create new designs that go outside of their existing brand identity
 - Alignment with trends in home and lifestyle
 - Luxury home décor is a growing market. In the recent years there has been a higher demand for home decor
 - Brand diversification
 - Entering the luxury home décor market would allow Free People to diversify their products and step outside of clothing and accessories

Luxury Furniture and Decor Market

- Global luxury furniture market valued at \$22.78 billion in 2023
- 2023 Luxury Interior Design Market Size: \$111,000M
- North America and Europe dominate global luxury interior design market



Meet the Brand

- Luxury home décor company
- Inspired by natural beauty and serenity gathered from many different cultures around the world
- Each piece is hand-crafted, artisan made in order to capture uniqueness within each piece
- Craftmanship and quality are the utmost importance to our brand



Ideal Luxury Customer: Millennials

- 80% of the luxury market
 - 63% are purchasing luxury goods (1)
 - 54% of Millennials are "keen to display their wealth and accomplishments through luxury purchases" (1)
 - 87% of Millennials "have a strong desire to invest in themselves" (1)
- Prefer to shop online
- More likely to purchase home and garden décor
- Value sustainability at the highest rate
- Aligns with boho style



Our Buyer Persona

- Background:
 - Age: 25-35 (millennials)
 - Gender: Female
 - Education: College
- Location: major cities
- Goals: showcase personality
- Lifestyle: free-spirited, boho
- Shopping Style: online, impulsive
- Values: sustainability, creativity, quality, confidence



Oasis History



- Silas Hawke, born in Stevensville, Montana in 1968. Appreciation for nature.
- Apprenticed for a local carpenter starting at 14, quickly perfected the craft.
- Traveled to Europe after high school for 5 months, using his spare money to send back gifts he collected on his journey to his youngest sister, Clair.
- Silas became infatuated with different art and fashion techniques held by different cultures, attaching small letters with the gifts he sent home.
- Upon the news of Clair losing her fight with cancer, Silas took a trip to Tunisia, located in North Africa.
- While exploring the regions salt flats, he stumbled upon the oasis "Chebika"
- This Discovery of Life in a decollate location gave him hope, helping him recover from the grief of losing his sister.

History Continued

- Silas Returned home and finished his education in interior design and architecture.
- After 5 years designing and manufacturing decor for luxury homes, Silas became tired of the same bland, minimal esthetic so popular in Luxury.
- In 1996, Oasis would be born, with Silas naming his brand to commemorate his travels, and the discovery that reconnected him with his sister, and the joys of life.
- The products designs are inspired by the goods he saw and sent home during his travels. Each product is made by hand and manufactured sustainably as a representation of his love for nature.





Oasis Heritage

- Purpose: Unique, chic, eco-friendly home décor
- Persona: Tales of Silas' adventures

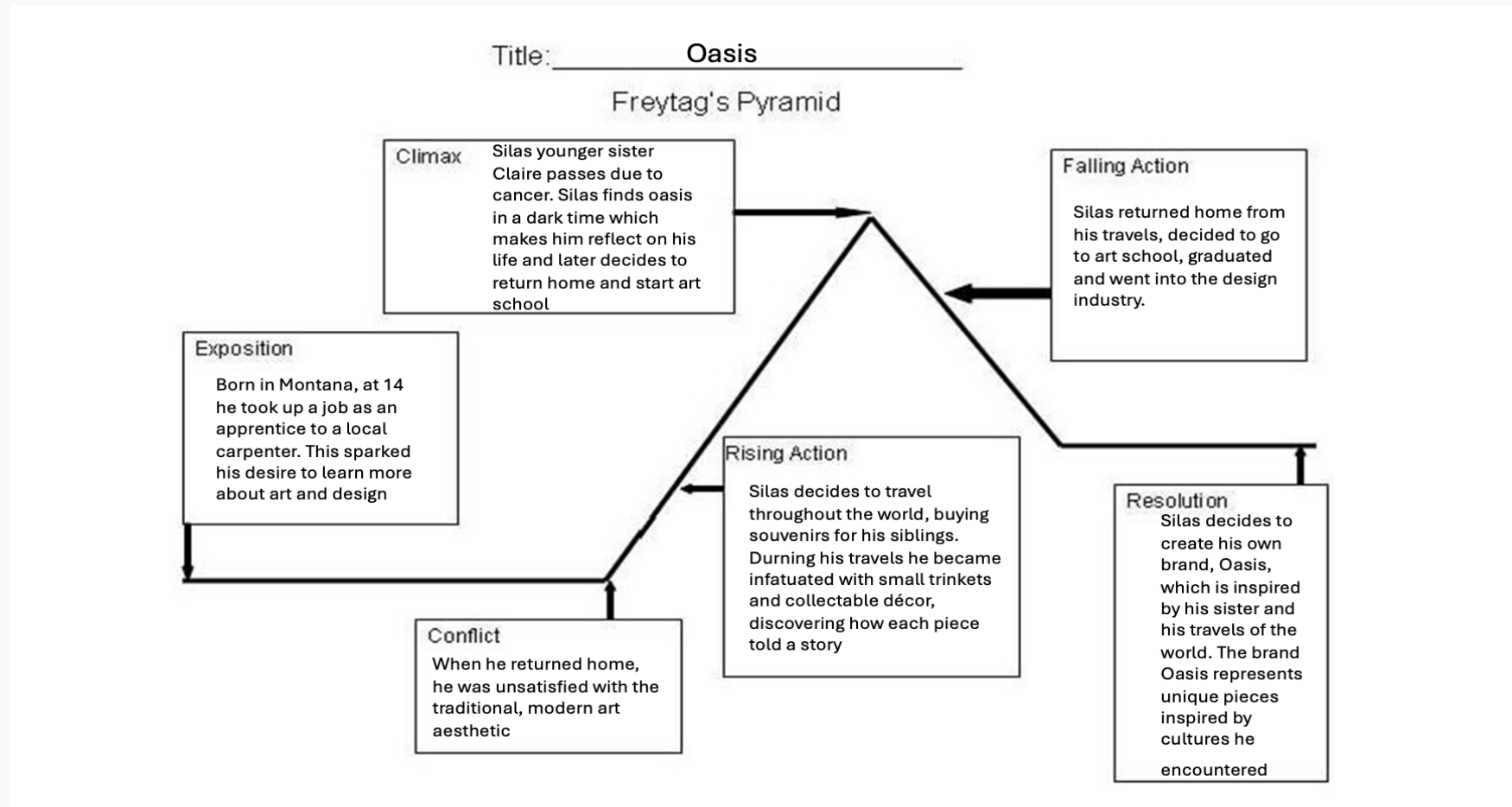


Rarity

- Unique, hand-crafted pieces
 - Made and decorated by talented craftsmen
 - Products sold will each have unique differences
- Limited manufacturing
 - Labor intensive production
- Exclusive distribution



Freytag's Pyramid



Our Story



<https://youtu.be/cVuxSn19JYg>



Multimedia Campaign

Instagram: Craftmanship worth writing home about. Your sanctuary awaits, and we're proud to build pieces worthy of your dream home.

#oasis #yoursanctuaryawaits
#worthwritinghomeabout

a journey
WORTH
WRITING
HOME
ABOUT



Multimedia Campaign

LinkedIn: Craftmanship worth writing home about. Your sanctuary awaits, and we're proud to build pieces worthy of your dream home.



A vision
of a brand driven by passion



A vision
unbound by convention

Etymology

- Oasis: a sense of serenity and natural beauty, feeling of peace and comfort
- As a luxury brand, Oasis offers high-end, exclusive one-of-a-kind pieces
 - Craftmanship
 - Quality
 - Sustainable, timeless pieces
- Escape within the comfort of your home



Your Sanctuary Awaits

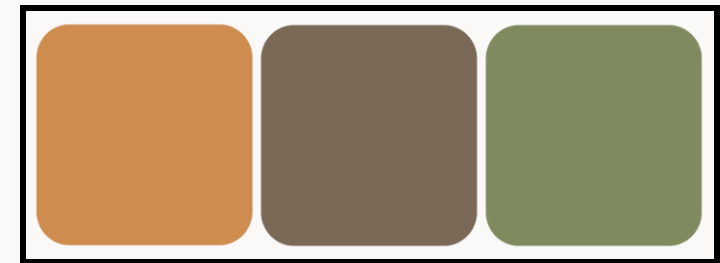
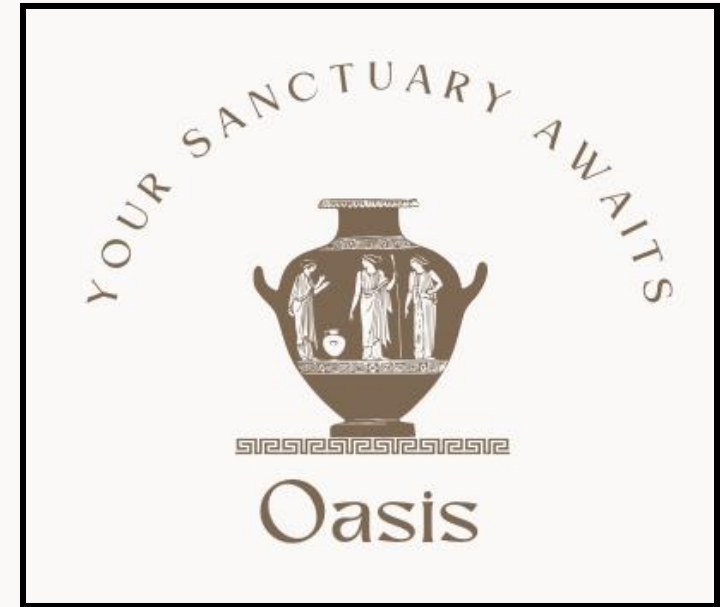
"Every home and space should be able to tell your story because you are unique. Your home, or sanctuary, awaits to tell your story with our beautiful pieces."

- Silas Hawke, Founder



Logo, Patterns, Color Scheme

- Color Scheme: Earth tones
 - Rust orange, sage green, dusty brown
- Patterns:
 - Patchwork
 - Distressed/weathered
 - Ceramic mosaic



Signature Product

- Patterned Quilt inspired by the loss of his sister
- Each quilt includes squares of worsted yarn flannel
 - Texture of the sister's childhood blanket
- Plant pattern to signify growth



Price of Quilt

Functional price:

- Fabric: $\$40/\text{yd} \times 5\text{yds/quilt} = \200
- Thread: $\$10/\text{spool} \times 3\text{ spools} = \30
- Batting (cotton): $\$20/\text{yd} \times 2\text{ yds/quilt} = \20
- Labor: $40\text{ hours (experts)} \times \$35\text{ per hour} = \$1,400$
- Backing fabric: $\$30/\text{yd} \times 3\text{yds} = \90
- Total = $\$1,740$

Oasis price = \$3,480 (annual increase of 5%)

Distribution

- Exclusive distribution: brand store
 - Will not be sold at parent brand locations
- Locations: New York, NY, Los Angeles, CA, San Francisco CA, Miami, FL
- Manufacturing: Stevensville, Montana
- Exclusive personalized service
 - Sales associates guiding through purchase process
 - Aftercare: maintenance services and customer support

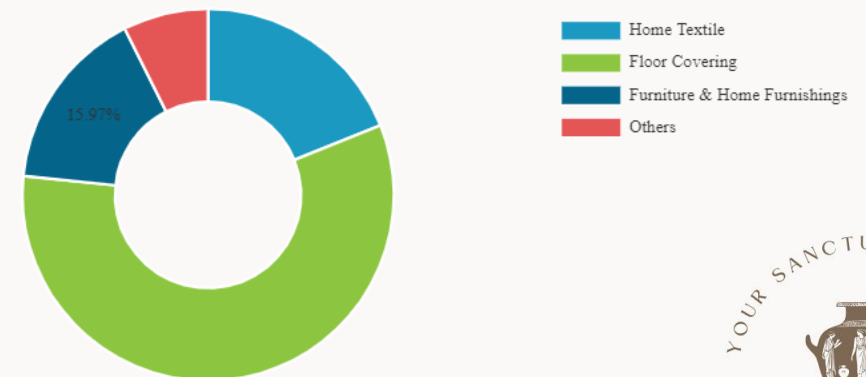


Category of Luxury Good and Market Report

- Category: Home Goods
- Market in luxury: around 20% (in the U.S)
- Market Drivers: Home renovations and disposable incomes
- Growth: increase of 4.58% in the next 4 years



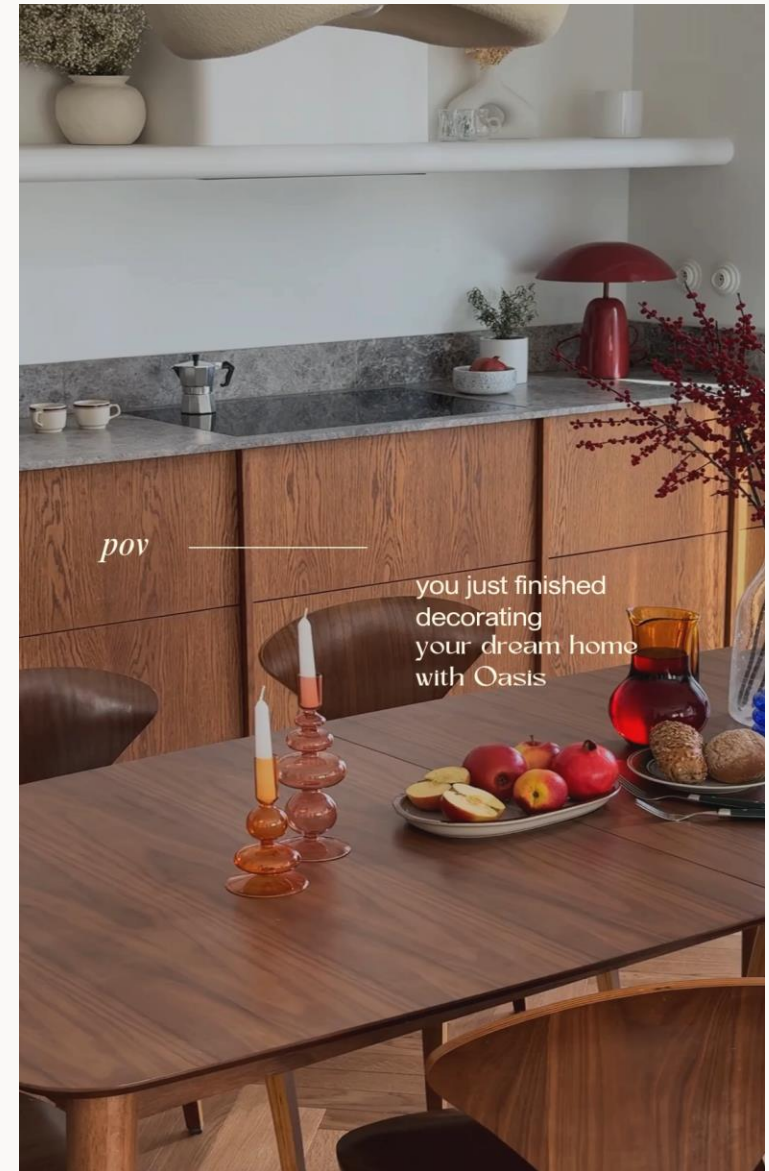
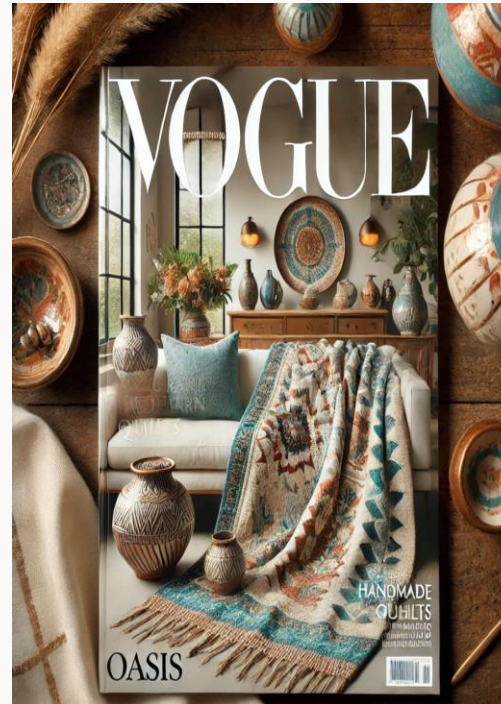
Global Home Décor Market Share, By Product, 2023



www.fortunebusinessinsights.com

How do we communicate?

- Social media: Facebook, TikTok, and Instagram
- Press: magazines and blogs
- Exclusive showings

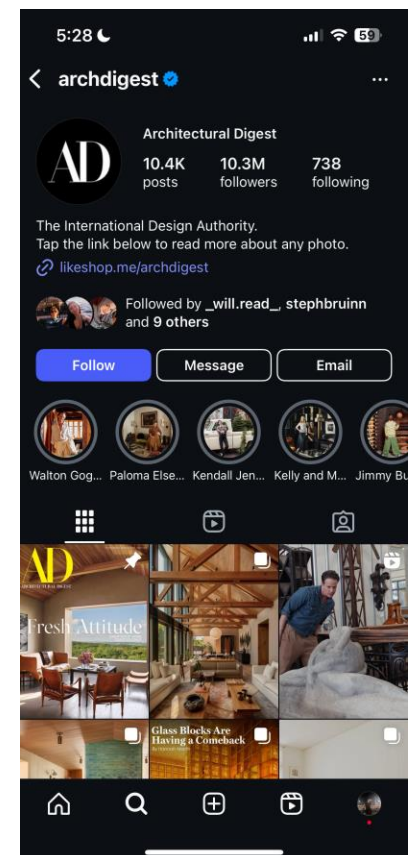
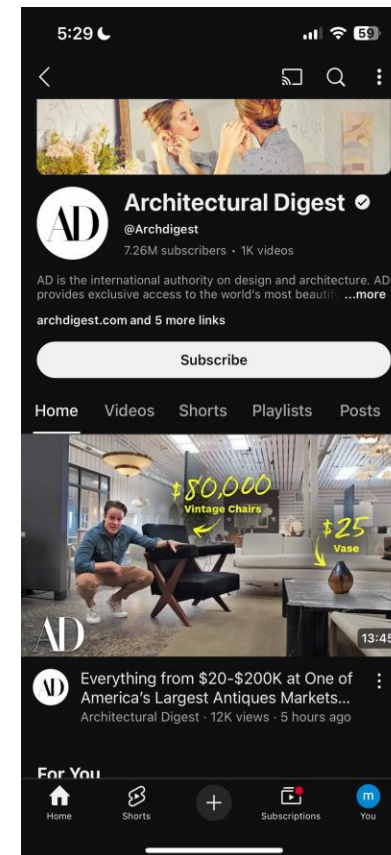


Communication

- Sponsorship: AXA Art Prize Exhibition
 - Leading student art competitions in the United States
 - Competition is open to any style of figurative paintings, drawings, and original printmaking
 - This competition is for students in undergraduate and graduate programs
 - Winners of this competition get a monetary prize, as well as a chance to be featured in established institutions and museums
 - By sponsoring this event we would be supporting students achieving their goals in art and design, and it would create brand awareness

Communication Continued

- Influencer: Architectural Digest
 - Offer rare access to private spaces in the world
 - Known as the international design authority providing content of innovative homes, decoration ideas, and travel locations
 - Website consists of luxury homes, shopping recommendations, cultural events, etc.
 - They have magazines and various social media pages where they partner with celebrities to show the world their iconic homes
 - Partnering with AD would allow for our brand to gain more brand awareness from a high-end, well-known influencer
 - AD could provide private access of our store by filming content to be posted across their social media



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