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# Brand Identity

## ReJewel Brand Overview

- Focus on upcycling outdated jewelry
- “Re” = renewal, recycling, repurposing
- “Jewel” highlights unique, handcrafted pieces

## Logo

- Retro-inspired typeface with playful, modern touches
- Jewel icon in “J” for a unique brand signature
- Stars symbolize renewal and transformation

## Aesthetic

- Warm, earthy tones with a whimsical, retro-modern blend
- Bold yet approachable, eco-conscious design
- Appeals to young, stylish consumers who value sustainability



# Brand Positioning

**For budget-conscious, eco-conscious, and fashion-forward young adults aged 20-30, primarily located in urban areas and college towns, ReJeweled offers sustainable, upcycled jewelry that empowers bold self-expression. Unlike fast fashion brands that rely on fleeting trends, ReJeweled provides durable, timeless, and ethically crafted accessories that align with the values of sustainability and creative individuality. Our inclusive designs ensure everyone, regardless of gender, can stand out with unique, one-of-a-kind pieces while making responsible, stylish choices.**

# Brand Persona

best.dressed – Ashley Rous

**Who She Is:** Ashley Rous, also known as Best Dressed, is a YouTuber, fashion influencer, and content creator with a focus on creative styling, vintage aesthetics, and sustainable fashion, age 25.

**Social Reach:** Over 1.4 million followers across Instagram and TikTok.

**Relevance:** She embodies bold self-expression, eco-conscious values, and a love for unique, timeless fashion—perfectly aligning with ReJeweled's brand ethos.



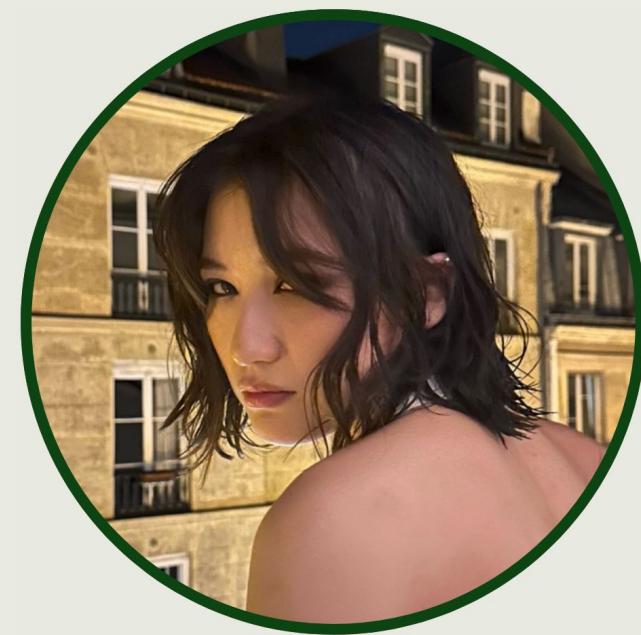
# Brand Persona

## Why Ashley Rous Fits ReJeweled's Target Market

- **Fashion-Forward Appeal:** Her style resonates with urban and college-town young adults who appreciate individualistic and bold fashion.
- **Eco-Conscious Influence:** Known for promoting thrifted and upcycled fashion, Ashley naturally aligns with ReJeweled's commitment to sustainability.
- **Authentic Engagement:** Her content feels genuine and relatable, appealing to budget-conscious audiences who value meaningful purchases over fleeting trends.

## How Ashley Supports Our Brand Positioning

- **Empowers Self-Expression:** Ashley's focus on mixing vintage and modern pieces inspires her audience to explore creative individuality, directly reflecting our positioning as a brand for bold self-expression.
- **Promotes Sustainability:** Her advocacy for sustainable and upcycled fashion reinforces ReJeweled's commitment to ethical, eco-conscious practices.
- **Gender-Inclusive Style:** Ashley's inclusive fashion philosophy aligns with our mission to create pieces that transcend gender, ensuring everyone can embrace unique style choices.

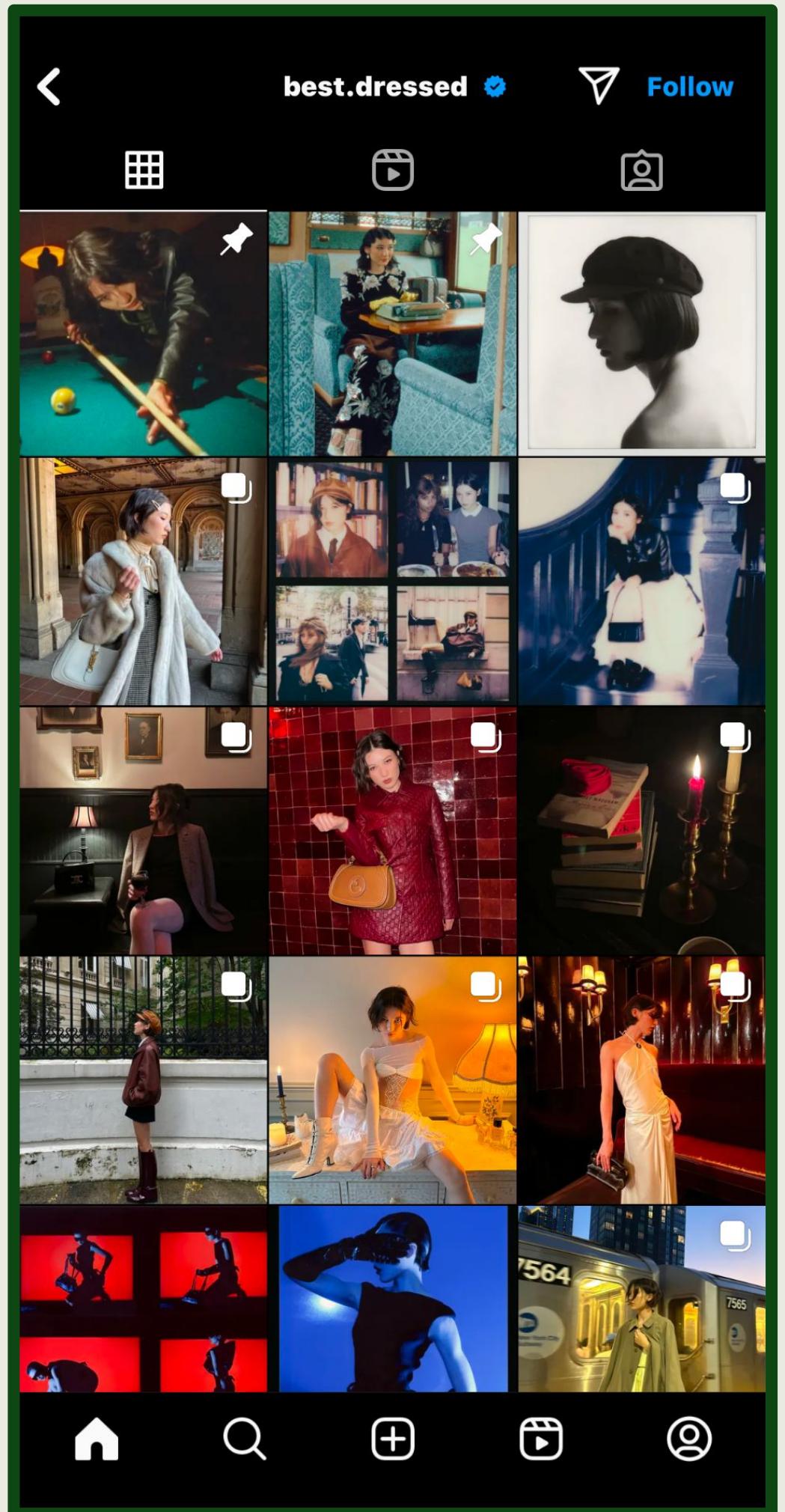


# Brand Persona

# The Impact of Partnering with Ashley Rous

- **Increased Visibility:** Collaboration with Ashley brings ReJeweled directly to her engaged audience of eco-conscious, fashion-forward young adults.
- **Trust and Credibility:** Her reputation as a sustainable fashion advocate lends credibility to our brand.
- **Content Creation Potential:** Authentic, visually stunning content created by Ashley can showcase the transformation of old jewelry into bold, new pieces, inspiring her followers to join the movement.

Partnering with Ashley Rous not only amplifies ReJeweled's message but also directly connects us to our ideal audience through a trusted and inspiring advocate. Together, we can redefine fashion with sustainability and individuality at its core.



# Our “Big Idea”

“ReDiscover, ReDefine, ReImagine”

We chose "**ReDiscover, ReDefine, ReImagine**" because it reflects our mission to transform old jewelry into something modern and meaningful. It captures the journey of honoring sentimental value while embracing creativity, self-expression, and sustainability, empowering customers to reimagine their personal style.



# Journey Map



## Ad 1: Aritzia Collaboration Campaign

We recommend launching this collaboration through targeted social media ads (Instagram, TikTok, and Snapchat) and in-store visuals at Aritzia locations. This approach leverages Aritzia's fashion-forward audience while aligning with our target demographic. The combined purchase incentive adds exclusivity and enhances the customer experience, driving sales and visibility while strengthening our connection with Aritzia's loyal base.

**Visual storytelling** is key for jewelry transformations.

Platforms reach **style-conscious people** and **reach more consumers**.

**Cost-effective targeting** maximizes ROI.

High **engagement** and **shareability** drive awareness.

## Ad 2: Influencer Telemarketing at Christkindlmarket

Using TikTok for the influencer's promotion at the Christkindlmarket pop-up leverages its organic reach to highlight the festive atmosphere and exclusivity of our event. The influencer, acting as our brand persona, creates engaging content that resonates with younger audiences, encouraging them to visit. This strategy blends social media buzz with the holiday spirit to drive excitement and foot traffic.

# Ad One

Instagram Story, and Print Ad (in-store) Tote Bag  
Promotion with Aritzia

New Collab

12/04

ARITZIA X <sup>Re</sup>Jeweled



*Jewelry*  
*Exclusives*

Shop the Aritzia x ReJeweled  
collection in-store or online

REUSABLE HOLIDAY TOTE  
WITH EVERY COLLABED  
PURCHASE

REDISCOVER, REDEFINE, REIMAGINE

# Ad Two

Host a pop-up shop at Christkindl markets. Will also collaborate with TikTok influencers to reach more of our target market.



# References

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