

EKANYA



Women
Centric
Luxury
Clothing
Brand

EKANYA

This premium clothing brand postulates the idea of sustainable fashion. They provide employment to local artisans who use eco-friendly materials and fabrics. The company only intended to operate via online media and hence needed a strong plan of action to launch them.

Objectives

The primary goal was to raise awareness and generate leads, as well as to become an industry leader in sustainable fashion.



Increase
Sales



Achieve
Virality



Collaborations



Increase online
audience

Challenges

The initial industry research presented some key challenges and finding a solution to them would be quite an uphill task.



Competition

The Indian e-commerce market is the second largest market in the world after the USA. Not just this, it is also increasing at a steady rate of 10 to 15 percent.



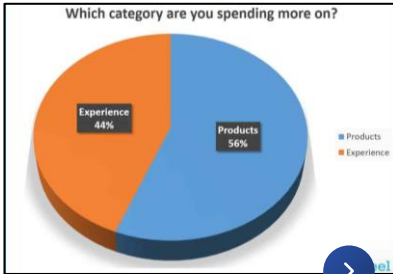
Online Presence

Digital Media is saturated with products and images, and to be able to organically connect with a niche that could be a loyal audience required more time.



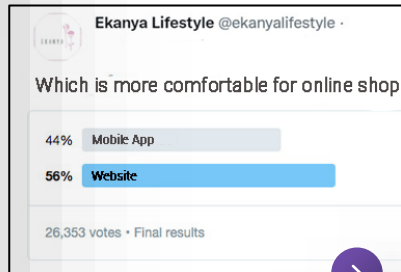
Optimized Interface

Online shopping is all about user experience, and designing an interface that is optimized for every device in a short time seemed challenging.



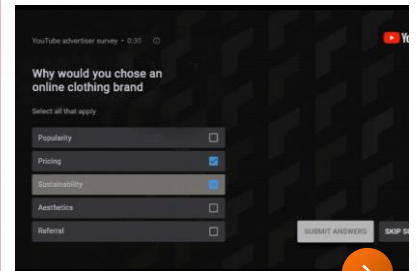
Email Surveys

We collaborated with online influencers who had massive female following and sent email surveys to their audience for insights



Social Media Polls

Social Media Polls on Facebook, Twitter, and LinkedIn were conducted to gather a general understanding of the preferred online shopping platform.



YouTube Survey Ads

A targeted survey was conducted using YouTube for the demography to understand their motivation of choosing a clothing brand.

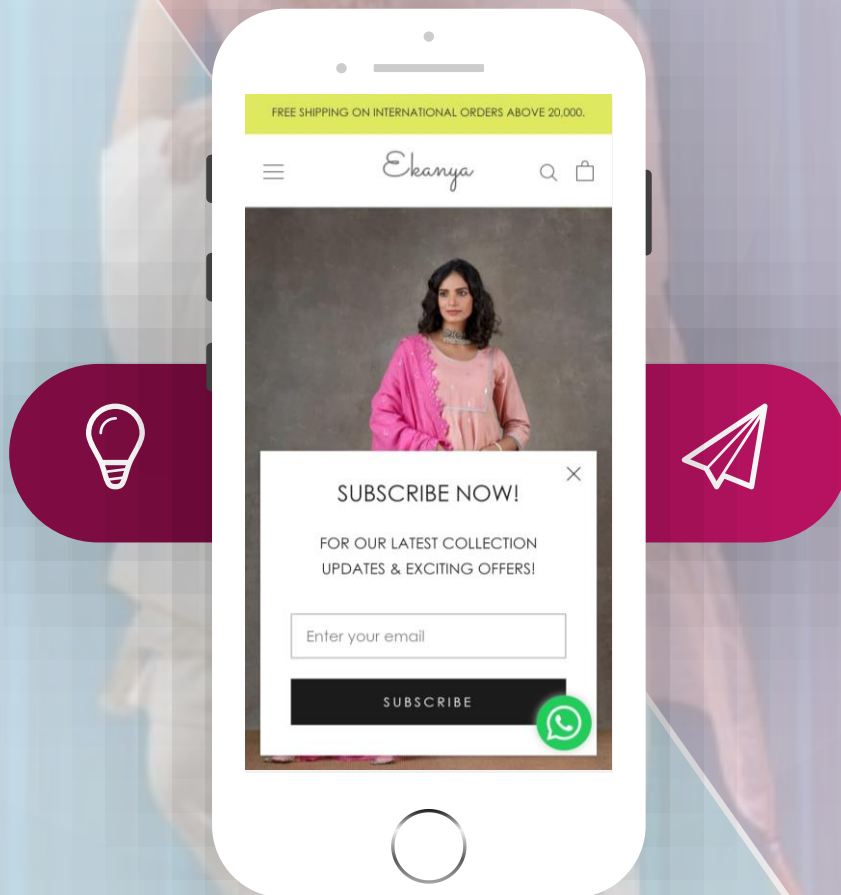
Getting Feedback

Understanding why the audience is choosing a brand, which platforms they prefer and what makes them stick to a brand was essentially in building a strategy. Hence a series of surveys and polls were conducted using email, social media and advertisements to gather more information.

ekanya.in

A Mobile Web App

According to the survey results, 56% prefer websites and 44% prefer mobile apps. Hence, it was decided to build a website optimised for easy mobile browsing.

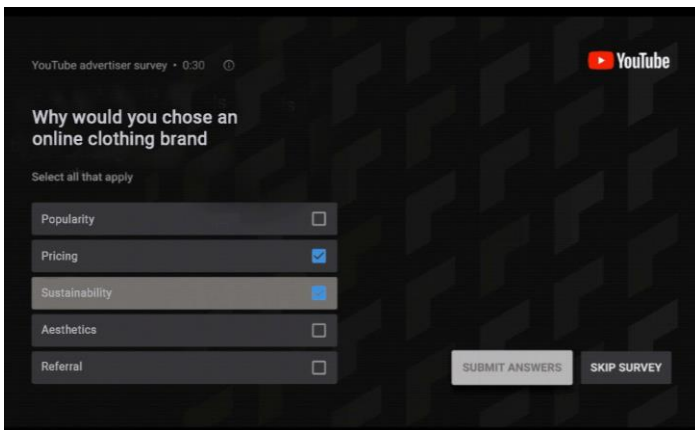


Minimalistic Interface

The images also showed that cleaner the design, more preferred by the audience. So, a minimalistic interface was designed using neutral colours.

[Check out the Social Media Channel](#)

The Project Phases



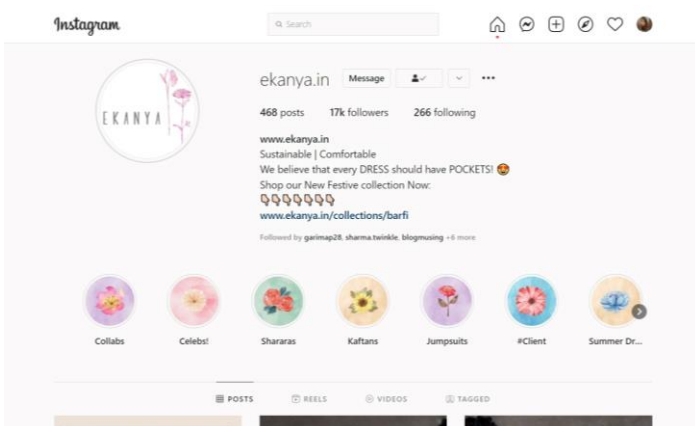
Phase 1: Research

The quantitative and qualitative research methods provided us with in-depth insights into the demography's mind. This helped us identify the gaps we needed to address and re-dress.



Phase 2: Road Map

Based on the insights, the road map had three major aspects: creating a clean, mobile-friendly e-commerce portal, involving influencers to review and promote products, and lastly, advertising.



Phase 3: Execution

The site was built using a third-party platform for faster delivery, all online platforms were used to share product manufacturing videos. Influencers' positive review videos were pushed to gather more credibility for the brand

Results

The biggest success in this project was being able to gather extensive data about the audience, which helped us in framing a more comprehensive strategy.



1.

Social Media Virality

Influencer collaborations got the brand instant virality. With 10,000+ followers gained within three months of the launch.

2.

Increase in leads and sales

The number of leads and sales were slow initially, but the company recorded profits within 6 months of the launch.

3.

Collaborations with celebrities

The brand received several collaboration requests from celebrities.