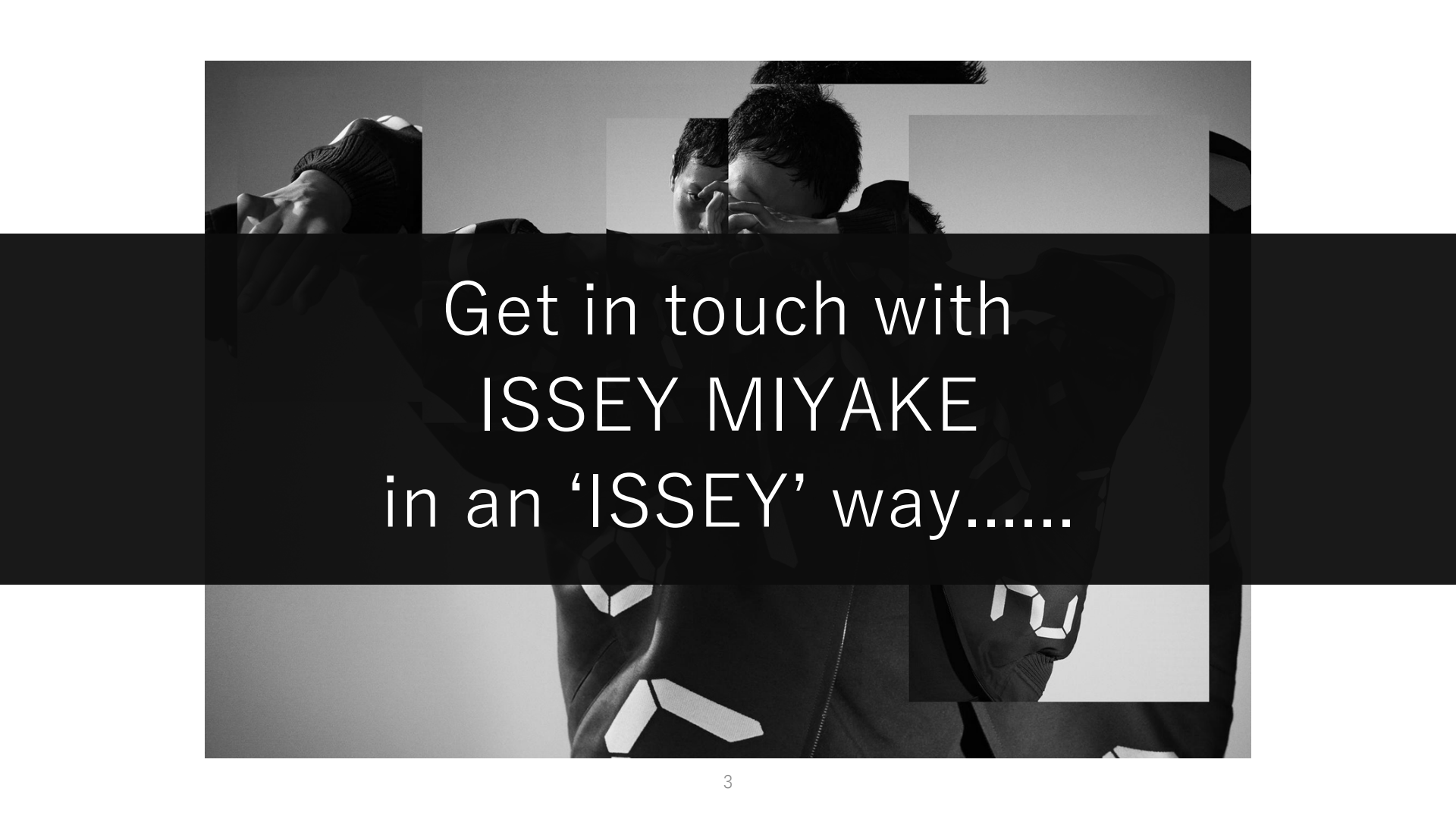




TOUCH ISSEY

Launch Event Proposal



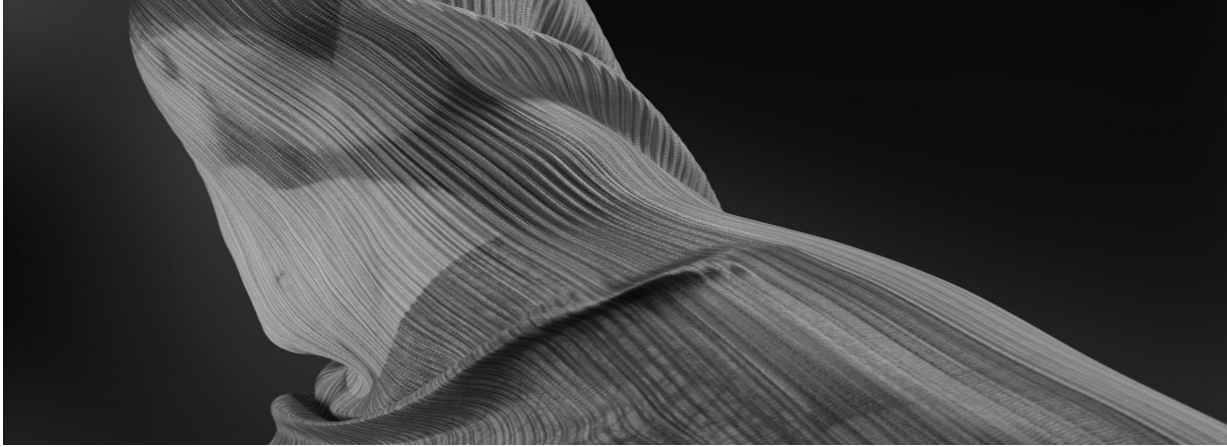
Get in touch with
ISSEY MIYAKE
in an 'ISSEY' way.....

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Introduction



The purpose of this proposal is to outline the concept of an event for the forthcoming launch of ISSEY MIYAKE's sub-collection TOUCH ISSEY in its London store.

A launch event is an excellent opportunity to introduce the brand to the public in a casual, fun setting. The key to success is to create an engaging event that spotlights the brand and gives the audience a glimpse into its world so that they can understand the concept and get developed customer service. When executed effectively, this launch event can help increase sales, and generate brand awareness and press inclusions that would ultimately resonate with ISSEY MIYAKE's target audience.

To successfully execute of TOUCH ISSEY's launch event, we must understand the kind of people who will be invited to attend, where they live and how they can be influenced to attend.

Aims & Object



AIM

To introduce the brand and its concept to key members of the media.

OBJECTIVES

To plan a successful, exciting and memorable event through an outstanding entertainment experience.

To raise awareness of the event and the brand itself through publicity of ISSEY MIYAKE primary target market

To build a positive relationship with members media that would later result in further press coverage

Work within a budget of 20000 pounds.



Event Message



The key messages communicated will be TOUCH ISSEY's virtual fashion system, APP, unique VIP made-to-measurements and exclusive experience, providing a background story to the brand's philosophy of quality, content and exceptional service.



Expected Outcome



The event is expected to launch press inclusions from the media guests attending as well as develop a personal relationship with them that would later result in more extensive press coverage pieces that would encourage the brand's target audience to visit the showroom.

The event date has been strategically chosen to coincide with deadlines for publications' highest circulation issues.

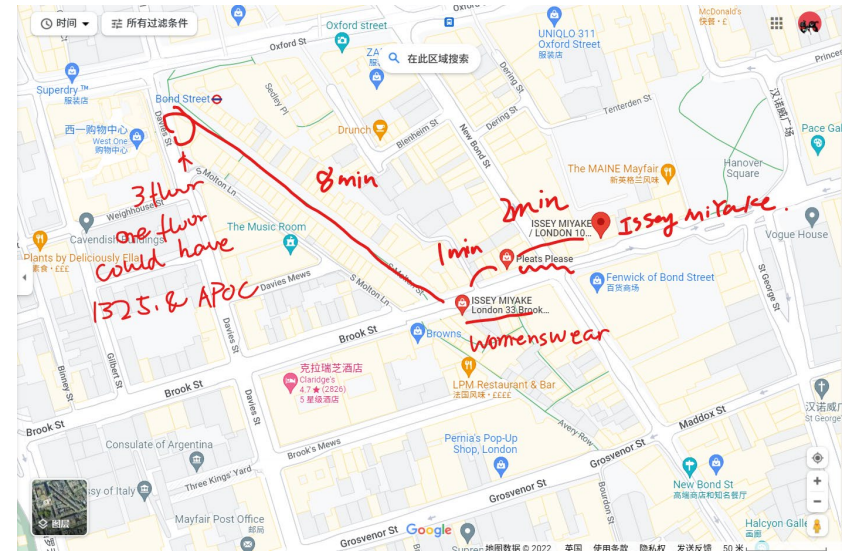
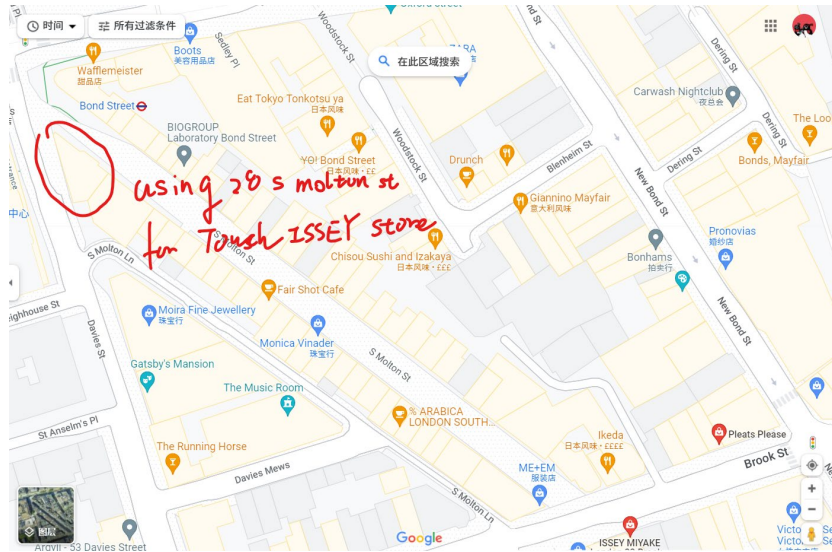


TOUCH ISSEY's event committee is such that it is able to deal with key jobs, whether these are organising, marketing, finance, finding resources, or just plain enthusiastic and keeping things going.

1. Leader of the organizing committee (responsible for the coordination between the whole activity and the square leader);
2. Coordinator (the coordinator is composed of the leaders of the TOUCH ISSEY team and is responsible for the coordination of each group);
3. Subdivision of the leading group: A reception (6 people are responsible for guest registration, gift sending, information bag issuing and various reception work) B contact with the media (press release, media contact and gift fee payment);
4. Field service maintenance (responsible for the normal use of the field and equipment, excluding external interference);
- 5, advertising (planning company together with the company's propaganda department, Marketing Department, and products division) is responsible for a topic background drywall design manufacture and installation. B propaganda DM, X exhibition stand, poster, gift bag design, corporate catalogue and new products. C leaders, guests designated speeches and new product information of the authors of the paper;
- 6, host (mainly responsible for each link string word and opening host);
7. Outreach (mainly responsible for contacting models and actors and arranging on-site product displays).
8. Brand Founder
9. 2 Operations Officers Finance Officer
10. 3 Marketing and Public Relations Officers 1 Health Safety and Legalities Officer
11. 4 volunteering Interns

Location

The UK ISSEY MIYAKE STORE



The TOUCH ISSEY store location should be near the store are already built. Close to the Selfridges or Harrods this kind of large department store. Not far to the SOHO area. Get close to the independent fashion brand store. Bond street and New bond street are the best location for the TOUCH ISSEY store.

Date & Venue



Date:

The date for the launch event is Saturday, 6th June 2023 at 18:30. This date has been chosen as it allows enough time for journalists from fashion monthly, weekly and supplement publications to mention the launch event in their upcoming September fashion issues, or alternatively, compose an editorial feature to be included in the magazines' holiday issues or early in the New Year. These are the times with the highest circulations, meaning that the publicity Elision would receive would generate more brand awareness than any other time of the year.

Area:

South molton street near Bond street, home to TOUCH ISSEY's store, is composed of more than 90 niche boutiques and businesses, offering everything from customer-made suit to champagne cupcakes, couture hats and independent design store. It's one of the most affluent districts in the city and one of the wealthiest in London with incredible Regency architecture that dates back to the early 19th century. The area is composed of more than 90 boutiques and businesses, and shoppers from around the globe regularly visit Bond street and Oxford streets and Regent Street—the three main shopping strips in London.

Invitation



Personalised invitations have been designed for each guest and sent out six weeks prior to the launch event. Produced using heavy stock premium paper and appropriate colours and font for the brand, they are in keeping with the overall identity of TOUCH ISSEY.

The design of the invitations will be the first glimpse the attendee will have of the upcoming launch event, the first inkling as to what sort of an event this will be. Therefore, they are a very important aspect of the launch. The invitation itself has been designed to represent an origami of ISSEY MIYAKE with the VIP card, personalised to each guest and will be placed in an elegant envelope closed using the brand's wax seal.

A week before the launch event, a reminder e-mail will be sent to all the guest.



Due to the limited space in the event venue, a selection of key press figures and a small number of celebrities would be invited to witness the brand launch. They will be specially selected to represent media with a tone of voice and identity similar to that of TOUCH ISSEY. Personalised invitations will be sent to each person on the list through direct mail, which they will need to present upon arrival.

The determinants of whether a guest would come to the launch event can be analysed as primary and secondary. The primary being to find out more about an exciting new brand launching into the market, and ensure they do not miss out on newsworthy information; the secondary motive is recognised as social because the attendee knows that many of their colleagues will attend.

In the event that guests are not available for the event, a colleague from the same publication (or another public personality) will be invited to take their place.



Guest members



VIP-VIP Customer: 30 (including 1 guest ticket)

Fashion Influencer: 5

	Gemma Chan @gemmachan	United Kingdom	Fashion Modeling	1.4M	6.00%
	William @william.franklyn.miller	United Kingdom	Actors Modeling Fashion Photography Film, Music & Books	2.1M	7.10%
	Frankie Bridge @frankiebridge	United Kingdom	Music Fashion Styling Lifestyle	1.2M	1.50%

Artist: 3

The screenshot shows three social media profiles:

- kuma_power**: 133 posts, 83.7万粉丝, 11 关注. Bio: Hikaru Utada (she/they) 落とし物を見つけるのが好き。シンガーソングライター、プロデューサー、トラックメイカー、シングルマザー。 I like finding things in the street. Singer-songwriter, producer, track maker, single mother. [www.utadahikaru.jp](#)
- samsmith**: 501 帖子, 1456 万粉丝, 2056 关注. Bio: Sam Smith [www.samsmithworld.com](#)
- rinasawayama**: 767 帖子, 2.1万粉丝, 185 关注. Bio: 深田 莉奈 (Rina Sawayama) Tokyoer プロフェッショナルアーティスト/コーチ (see bio link) [www.rinasawayama.com](#) イラスト、お洒落なエッセイ @candrina.tokyo [m.youtube.com/channel/UCU8ZKb011_ErftHp4bcw4g](#)

Fashion Editor: 12

Grazia, I:D, Wonderland, Fashion Toast, Dazed & Confused, BAZAAR, Elle, The Bussiness of Fashion, RED, Hunger, Vouge, W magazine.



1. ATTENTION

A guest receives a beautifully packaged invitation through direct mail. Instinctive consideration of whether the date would be suitable, and if the the event would be worth a visit.

2. INTEREST

Talked to colleagues and fellow Fashion Editors to see if they have received

an invitation too.

Is there anything else happening that day?

If not, why should they go?

3. DESIRE

A follow-up call within the next couple of days by Elision's team to check if guests had received their invitation and are interested in attending. The primary motive for going: a newsworthy story for inclusion in the publications secondary motive for going: Socialising with colleagues from other publications, and receiving gifted goods.

4. ACTION

Confirm attendance to TOUCH ISSEY's team when they call.



Snacks & drinks



Music (japanese city pop music)



Aromatherapy Machine

Throughout the duration of the event, TOUCH ISSEY will offer entertainment through speeches, music, an activity station, and the TOUCH ISSEY system trying, all fit for the brand personality and event theme.

There is nothing worse than an event where everyone is simply standing around, drink in hand. Instead, TOUCH ISSEY will create a welcoming and exciting atmosphere that brings guests together.

Half an hour into the start of the event the creative director of TOUCH ISSEY, will give a 30-minute speech introducing the concept, process and identity of the brand. The topics she/he will cover include where the idea for the brand came from; its philosophies and identity; the process of commissioning an TOUCH ISSEY virtual custom-made garment (both in-store and online); fabric select; introducing the team and a brief outline on setting up the sub-brand.

An exciting speech is of utmost importance to the event and its guests, as it is a great opportunity to introduce key members of the press to TOUCH ISSEY and it is the very first time they find out more information about the brand. If successful, this introduction will generate interest from journalists that would later result in publicity and building a positive working relationship.

Following the speech, a musical performance will resume and a brief TOUCH ISSEY virtual fashion catwalk show will commence. The creative director will be available to freely socialise with guests and answer any questions.

Quotes from this speech will also be included in the release that will be sent out following the event, to both the attendees and other members of the press. A brief closing speech by the creative director will also occur at the end of the evening to thank everyone for attending the TOUCH ISSEY launch event.

Gift



Event Schedule

Time	Activity
6:30 P.M.	Doors open to guests and greeted by a concierge.
6:30-7:00 P.M.	Guests arrive, socialise with the staff and one another, explore the store and showroom, enjoy cocktails, canapes and musical performance. 3D print for the origami work shop.
7:00-7:30 P.M.	Speech by creative director, introducing the concept of the TOUCH ISSEY.
7:30-8:20 P.M.	Guests socialise with brand staff, staff help the customer to do the TOUCH ISSEY system.
8:20-8:40 P.M.	Closing spech by TOUCH ISSEY's creative director
8:40-9:00 P.M.	Gift bags are handed to guests
9:00 P.M.	Event end



Post Event PR

On the first working day following the event a personalised thank you note signed by TOUCH ISSEY creative director, will be sent to all guests.

As the quarter of guests are members of the press, they will also receive various press information, in the form of a press kit, including photo shoot of the event and a press release covering the event with key quotes from guests and brand representatives, as well as the brand's general press pack with look book, press releases, and high-res images of the collection. The press details of the launch event will only be available to the publishers and the guest representatives, as it will provide them with exclusive information that other media will not have access to. Therefore that will present them with another incentive to feature the story. The only other media TOUCH ISSEY will inform of the launch event is Fashion Monitor and Diary Directory, as these are platforms that regularly report on brand launches and events and are read by all types of professionals in the industry. Maintaining authentic connections with the journalists attending the event will set TOUCH ISSEY apart from its competitors. This is crucial for the success of the brand, as in today's over-digitised world journalists get inundated with email press releases hourly.

In formal meetings with the press post-event will help TOUCH ISSEY and ISSEY MIYAKE keep in contact and find out where the journalists' interests lie, what they are currently working on, and what is coming up in future issues, to therefore make an informed story pitch to them.



TOUCH ISSEY

Launch Event Strategy

END