

*“The digital revolution has changed
the fashion business forever”*

ALIGN

**A five-step method to achieve credibility,
visibility and growth in today's
digital fashion market.**

YULAN CREATIVE



“If you want to succeed in fashion; if you have the drive and skills but need help to grow, then enlist a true industry insider with both creative and business acumen. Basically, enlist Joanne Yulan Jong”

– Lucie Muir – Fashion Journalist
Vogue FT

WE KNOW WHAT WORKS

Yulan Creative is a multi award-winning fashion brand consultancy with a proven track record of transforming businesses.

Established in 1999, we have successfully provided creative direction, design and strategy to many different businesses. We've worked with clients from international luxury Italian brands such as Giorgio Armani to UK heritage brands such as Daks; from wholesale designer businesses to large retailers. From large e-commerce business The White Company, to growing SMEs.

We are uniquely placed to take what we have learned and share that with up-and-coming businesses looking to stand out in today's competitive environment.

We trade in fact not theory. Our results are real not hypothetical

We took a recent client's turnover from £1.5m to £6m, winning them a place on the list of brands to watch, in the Sunday Times 100 Fast Track privately owned businesses. Our work has been featured in the Financial Times, the International Herald Tribune and Vogue.

“Since working with Yulan Creative we have been able to deliver our vision. Joanne has a unique ability to take a brief and turn it into something amazing whilst remaining true to the brand strategy and deliverables”

– Clare Hornby – Founder of ME+EM

BEING THE OWNER OF A FASHION BUSINESS IS NOT FOR EVERYONE

“ *The digital revolution is like the steam age or an industrial revolution. We can't underestimate their depth and the fundamental nature of these changes* ”

– Paula Reed – Fashion Editor and Brand Consultant

We have witnessed first hand the dizzying change that digital has brought to the fashion industry. It's opened up a window to thousands of new brands and the market has become *extremely* competitive. Businesses have, often painfully, learned to adapt. *Many are still learning.*

The challenges facing owner led independent businesses are unique. They are often caught between large well-known brands who have unlimited budgets for digital marketing strategies, and young up-and-coming unknown brands who are just far more digital savvy and agile.

From experience we've also found independent businesses frequently lack the level of knowledge and expertise in their team to take both their product and brand to the next level.

So now, in addition to being overworked, stressed about cash flow and production, owners are asking themselves:

How do I stay relevant, credible and grow my business in such a challenging environment?

WELCOME TO THE ALIGN METHOD

We solve these very real challenges through a powerful 5 step method to help you navigate through this challenging yet exciting time, seize future opportunities and unlock your brand's hidden value.



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“ Working for over twelve years closely with fashion icons like Armani,
I realised the key to their long-term brand success.
The secret is that their personal brand is perfectly aligned with their
brand culture. It's aligned with their business,
and shines through the distinct product they deliver. ”

Joanne Yulan Jong

THE PRINCIPLE

For a fashion business to stand out and grow in today's competitive market it must ensure an **authentic** brand message is expressed in a consistent distinct, creative visual **language**. It has to offer something unique in the market (**Innovation and IP**) and must be customer-facing in order to **gain** the customer trust. Trust is built by great communication and delivering consistently. Consistent delivery in terms of your product and customer experience, requires funding so having efficient systems and crunching the **numbers** i.e. financial planning is essential.

THE ALIGN PROGRAMME

Our six-month accelerator fast tracks you to the insights critical to building the framework of a long-lasting, strategic business. You will apply each of the steps of the method through a blend of training and exercises. We support you all the way with high-quality, individualised expert feedback from our team of experts.

YOUR OPPORTUNITY- 5 KEY BENEFITS

- Raise your credibility by applying the successful key principles of brand alignment to your business.
- Create market cut through with a laser focused unique brand story linked to a distinct visual language.
- Transform ordinary product into the exceptional, winning more customers and grow business.
- Make your business more streamlined, focused and efficient.
- Gain creative and strategic clarity and get back in control of your business.



STEP 1 – AUTHENTIC BRAND MESSAGE

An authentic story around you and your product gets the market talking and creates a lasting impression.

“There is such a huge revolution in story telling, but the much more important story telling is the one linked to the product. Now that is a huge opportunity for new brands, which are dynamically able to get it across”

– Andrea Ciccoli – Co-founder of The Level Group



STEP 2 – VISUAL LANGUAGE

A distinct and consistent visual language is key to a long-lasting fashion business.

“The major things for a new fashion label are brand identity, how to capture your DNA and hold onto it in an ever-changing industry”

– Lee Lapthorne – fashion show producer and owner ON/OFF



STEP 3 – INNOVATE and create IP

Distinguish yourself from the many competitors in the market. Find and exploit your niche by understanding your market and being best in class.

“Those that are growing their niche or one product category with a strong brand identity are doing well. It’s just much easier for customers to understand. Otherwise the message gets confusing”

– Maria Lemos – Owner of Rainbowwave

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STEP 4 – GAIN TRUST

Create an army of brand fans that trust you and who will spread your word.

“The big trend now is everyone pulling back, really identifying who they are, identifying who their customer is, servicing their customer, and really showing their strengths in their product.”

– Graeme Black – Creative Director Erdos 1436

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STEP 5 – DO THE NUMBERS (Four S's)

Consistency of delivery is essential for the success of your brand. Delivering consistently needs meticulous planning of production and more importantly finance.

“Consistent delivery and great product follows the consistent delivery of production. This only follows if you are organized with the whole process, including finance and have a critical path that you stick to”

– Kate Hills – Founder Make it British

THE FOUR S's IN NUMBERS THE MOST CRUCIAL PART OF YOUR BUSINESS

Consistency of delivery is essential for the success of your brand. Your product is only as good as the systems you use to produce it. Crunching the numbers and understanding process means reducing uncertainty and taking control of your business. Being clear about your goals and the steps needed to achieve them fosters confidence and motivation for you and your team. **Free up your time so you can concentrate on what you do best.**

STRATEGY

Become strategic about how you run and grow your business.

STRUCTURE

Align the structure of your team and business with your goals and vision.

SYSTEMS

Streamline systems and workflow to free up your time.

SECURITY (Financial)

Be objective and plan your business finance carefully and strategically.

WHY CHOOSE US – THREE REASONS

- We have unique experience growing international designer, retail and Ecommerce digital fashion business.
- With a long background in luxury design we empathise with the passion and drive of a creative business owner.
- We are powerfully connected to board level industry expertise that can fast track you to the clarity you need to make informed business decisions today.

“ Without creative and strategic alignment in today’s digital market, you could lose the business you worked so hard to build. ”





The business of fashion is not for
the faint of heart. ALIGN is the
powerful tool to become one that
stays the journey.

*“Why alignment of an
authentic brand
message with
exceptional product is
the key to credibility,
visibility and growth”*

Joanne Yulan Jong

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