

Amber Feroz

By Team Peaches


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Company Background

Amber Feroz, the creative director of Amber Feroz Haute Couture, is well-known for the Banaras rooted vibrant creative touch he adds to the trends of the Middle East. Having grown up in the midst of color swirls, silken skeins and woven gold of his father's workshop's, nurtured Amber's ingenious talent in fashion designing. Furthermore, the value of the design degree that he earned from the prestigious institute of Moda Burgo, Milan, Italy, is reflected in the balance that he strikes, between commercial viability and creative futurism in Amber Feroz Haute Couture's designs.




Amber's fine technical skill with innate sensitivity towards the culture of the Middle East is innovatively employed onto the fashion scene of the Middle East. Successful launches, of Amber's signature collections are consistent, in annual Dubai fashion events such as, Dubai Fashion Fiesta. Positive responses for his designs began from his very first fashion showcasing at Abu Dhabi Fashion Week. Mr. Mario Bosselli, the president of Camera Moda International, was so inspired by Amber's designs that he selected fourteen garments to be published in the 'trend setter' segment of Conde Nast magazines. In addition to this, Amber was invited to showcase at the Creations Fashion Week, Dubai International Fashion Week, and also at the prestigious Delhi Fashion Week.



Creative Branding Strategy

Amber's creative branding strategy is to create different cuts and designs while experimenting with fresh color combinations, in a manner that create a solid brand identity for his company and, have his customers' associate the brand with the company name. As a result of his strong foundation in textiles, Amber understands the intricacies of fabrics and how to present them in a manner that enhances feminine elegance. Due to Amber's strong branding strategy, that creates a strong brand identity and personality, his brand has a strong position in the Middle East fashion market. Thorough research from books or even social events is an inspirational catalyst for his creative branding strategy.



Furthermore, his branding strategy always communicates a message to the audience, thus positioning it very strongly in the audiences' minds. For example, His Spring Collection was inspired by 'Nanking Massacre of 1937'. It was a tribute to all the men and women who were the victims of the Japanese atrocities



Products

Amber Feroz designs western styled dresses including:

- **Cocktail dresses**
- **Evening dresses**
- **Wedding dresses**

And Arabic styled:

- **Abayas**
- **Kaftans**
- **Jumpsuits**

He uses intricate fabrics with flattering cuts and designs to make his overall collections beautiful and stylish.



Target Audience in the Middle East

Demographic: Working women 22- 35, with AED 100,000 MHI

Geodemographic: Middle- East region

Psychographic: Targets strivers, since they are active consumers because shopping is both a social activity and an opportunity for them to demonstrate to peers their ability to purchase. They are trendy fun loving people who favor stylish products that emulate the purchases of people with greater material wealth.

Behaviorgraphic: As consumers, strivers are impulsive as their financial circumstance will allow.



Problems

Amber Feroz is experiencing declining sales during the recession. He blames expensive prices and lack of awareness for new designs as the reason for the decline. Team Peaches suggested an updated approach to direct marketing as a possible solution.

Team Peaches has decided to implement a catalogue and new website for the designer as a possible solution to lack of awareness and declining sales. Buyers who use the catalogue for purchase get discounts of 15% off all items.



Objectives

The objectives of this direct marketing campaign is to increase awareness and sales for Amber Feroz. To summarize, we hope the new catalogue will achieve:

- **Growth in demand for Amber Feroz Haute Couture products**
- **Increased awareness of the brand with target audience**
- **Generating sales from a new website**
- **Generating sales from mail-order catalogues**



Goals


The goals of this campaign are:

- **Increase awareness of the brand**
- **Increase sales of the product**
- **Growth in demand for Amber Feroz Haute Couture products**
- **Increased awareness of the brand with target audience**
- **Generating sales from a new website**
- **Generating sales from mail-order catalogues**



The Market

The United Arab of Emirates and Qatar designers market is very competitive because there are many global and local designers. In the UAE local designers also have collection of dresses and Abayas.




The S.W.O.T. Analysis

To help identify and establish Amber Feroz objectives, here are the Strengths, Weaknesses, Opportunities and Threats analysis of Amber Feroz.

Strengths:

- Amber Feroz has Western and Arabic collections.
- Amber Feroz Western collection includes cocktail, evening and wedding dresses.
- Amber Feroz Arabic collection includes abayas, kaftans and jumpsuits. Amber Feroz has stores in the United Arab Emirates and Qatar.

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- Amber Feroz designs are allocated in three stores in Dubai, which are Galeries Lafayette, Sauce and Ush boutique. Also, he has one in Abu-Dhabi, Grafika and one in Doha, NBK Fashion.
 - Amber Feroz has his own website, which makes it convenient to communicate with customers all worldwide.
 - Amber Feroz is active on the social media; he has a page on Facebook and Youtube.
 - Amber Feroz choice of colors was inspired by the 'Oreal Paris 100 Years Limited Edition Makeup Collection.
 - Amber Feroz participated on Dubai Fashion Week, 2011.

Weaknesses:

- Amber Feroz designs relate to different cultures, however, he has limited number of stores.



Opportunities:

- Amber Feroz should expand and open in new markets such as in Bahrian, Oman, Kuwait and Saudi.
- Amber Feroz expanding in new markets will give him more opportunities.
- Amber Feroz Abaya designs could be develop to relate more to each GCC country since they always wear Abays and they all have their own styles.

Threats:

- Amber Feroz has many competitors in the UAE and Qatar.
- Amber Feroz local competitors in the UAE are also designing dresses and Abayas.

Competition


Amber Feroz considers most Haute Couture designers to be his competition. He feels the competitor most like him is Zuhair Murad.



Figure 1: Zuhair Murad design



Figure 2: Amber Feroz design



Both designers use Arab influenced styles and both are involved in the creation of dresses and Arabic abaya's. Zuhair Murad has more international appeal, and celebrities such as Nicole Kidman and TV show star Blake Lively, have all been seen wearing Zuhair Murad designs at events such as the Oscars and more.

Other designers Amber Feroz sees as competition include:

- **Shrekahnth**
- **Roopa Pemmaraju**
- **Ameera Aamer**
- **Nabrman**
- **Rajesh Pratap Singh**

And more.

Links

Website Link: www.wix.com/waleeya/amberferozz

Link to Ad:

<http://www.youtube.com/watch?v=PRoNOh7HtTc&context=C38899aaAD0EgsToPDskJs5gZgmPk-wYnsRIzokXtF>

Prezi:

http://prezi.com/6lea3jyp6_lo/amber-feroz/

Catalogue:

http://issuu.com/teampeaches/docs/amber_feroz_final/1

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- Amber Feroz (2007). Amber Feroz. Retrieved from <http://www.amberferoz.ae/home.php#> on December 28, 2011