

Project study: Go-to-Market strategy for *luxury fashion venture*

Peak Pioneers redefines luxury outdoor wear with a fusion of Himalayan craftsmanship and German textile innovation. Inspired by the rugged beauty of the Himalayas, our brand offers a line of apparel that stands up to the world's most challenging environments while maintaining a standard of elegance and sophistication. Each piece combines the enduring techniques of Himalayan artisans with the latest in textile technology, ensuring unparalleled warmth, durability, and style. We're committed to sustainable and ethical practices, supporting both the planet and the people behind our products. Choose Peak Pioneers for an adventure in luxury, where fashion and function converge in harmony with nature. Embrace the wilderness with confidence and class.

About us



Project tasks and goals

Curate a Product Portfolio: Select products that showcase the quality, exclusivity, and innovation expected in luxury fashion. Define which products should be included in the portfolio.

Market Research: Understand the target market, including customer needs, preferences, and pain points. Analyze competitors to identify gaps in the market.

Define Target Customer: Create detailed buyer personas that represent the ideal customers. This involves identifying demographic, psychographic, and behavioral characteristics of the people who are most likely to buy from Peak Pioneers.

Value Proposition: Articulate a clear value proposition based on customer interviews that explains how Peak Pioneers solves a problem or fulfills a need better than the alternatives. This should highlight the unique selling points (USPs).

Product Positioning and Messaging: Develop positioning and messaging that resonates with target audience. This includes creating a narrative that communicates the benefits and features of the product portfolio in a way that aligns with customer's expectations.

Who are we looking for?

First working experience in a high-pace environment (start-up, consulting, banking)
Analytical thinking and creative mindset
Good communication skills in English

Interested?

Apply as an individual or team of 2-5 people for three months full-time or six months part-time (preferred).

Send your CV, the exact start date and proposed team members to:
david.nawrath@tum.de

