

Project study: Marketing 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

Market Research: Conduct in-depth research to understand the luxury fashion market, including trends, customer preferences, and competitor analysis. Focus on identifying gaps and opportunities.

Target Audience Identification: Clearly define the ideal customer segments within the luxury market. Understand their lifestyle, purchasing behavior, and what drives their decision-making process.

Develop a Corporate Identity: Establish a strong corporate identity that reflects the essence of your luxury brand. This includes the brand name, logo, color scheme, and the overall design language that will be consistent across all marketing materials and channels.

Unique Value Proposition and Brand Positioning: Articulate what makes Peak Pioneers unique and why customers should choose it over competitors.

Product Portfolio Strategy: Curate the product range to ensure it aligns with the brand's image, meeting the high standards and diverse needs of your target audience.

Distribution Plan: Choose distribution channels that align with luxury brand standards.

Integrated Marketing Communications (IMC) Plan: Develop a cohesive marketing communications strategy that employs a mix of channels suitable for reaching luxury consumers, including high-end fashion magazines, digital marketing targeting affluent audiences, exclusive events, and influencer partnerships.

Who are we looking for?

First working experience in a high-pace environment (start-up, consulting, banking)

Experience in marketing

Experience or interest in (luxury) fashion industry

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