

# Product Extension for Sandy Liang

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## Introduction

This project explores the natural extension of Sandy Liang's brand into the perfume category, leveraging its romantic and nostalgic aesthetic. Perfume category serves as a seamless addition to the brand's portfolio, amplifying its unique identity and emotional resonance with consumers. Furthermore, this product extension offers Sandy Liang the opportunity to transcend the boundaries of fashion and evolve into a lifestyle brand that encompasses personal expression and everyday living.

## Positioning

Sandy Liang's brand image is defined by a unique blend of whimsical nostalgia and girlish elegance, balancing playful yet effortlessly cool vibes. Her designs are often inspired by schoolgirl memories and retro aesthetics, reinterpreted with a modern twist. Signature features include feminine elements like ribbons paired with boxy, cool silhouettes. Her pieces are both comfortable and visually engaging, reflecting a combination of femininity and edginess.

Sandy Liang's target customers are Gen Z and millennial women aged 18-35, living in urban areas with middle to upper-middle-class incomes. They value individuality, artistic expression, and authenticity, prioritizing expressing their personal style through fashion over following trends. Influenced by Instagram and TikTok, they explore products through influencer recommendations and engaging content. Online shopping is their preferred channel, providing convenience with their tech-savvy lifestyle. Sandy Liang appeals to this target market through unique and nostalgic designs with creative and authentic storytelling.

As a key item, '**Soft Reverie**' by Sandy Liang will encapsulates the brand's unique

aesthetic. With top notes of pear blossom and mandarin, With top notes of pear blossom and mandarin, it opens with a fresh, playful burst, capturing the brand's youthful and whimsical essence. The heart notes of lily of the valley and pink peony add a romantic touch, evoking nostalgia and femininity. Base notes of white musk and cashmere wood create a warm, skin-like finish, reflecting the brand's cozy-chic balance. Also, the packaging will feature a soft, pastel-colored bottle with minimalist design elements. Its elegant, curved shape and subtle textures evoke nostalgia, while the modern font adds a contemporary touch. 'Soft Reverie' is designed for individuals seeking an everyday scent that feels both effortless and memorable, seamlessly blending Sandy Liang's playful yet sophisticated identity.

Compared to its competitors, **Byredo** and **Maison Margiela**, Sandy Liang stands out with its nostalgic and girlish charm.

- **Byredo's Mojave Ghost** offers a minimalist, woody-floral scent, exuding timeless elegance. In contrast, Soft Reverie brings a whimsical, nostalgic floral touch with cozy undertones. Byredo's sleek, monochrome packaging reflects its minimalist style, while Sandy Liang's pastel, curved bottle adds a playful, youthful appeal.
- **Maison Margiela's Replica Bubble Bath** features clean, aquatic notes, mimicking a bathing experience. Soft Reverie, however, blends vibrant, story-driven scents that align with Sandy Liang's playful, romantic identity. Margiela's simple apothecary-style packaging contrasts with Sandy Liang's tactile, visually charming design, appealing to younger, style-conscious consumers.

Unlike competitors, which cater to a broader, unisex audience, Sandy Liang's perfume targets a younger woman. Its vibrant branding and playful packaging resonate deeply with its target market's aspirations, setting it apart.

Sandy Liang's consumers are driven by social needs and self-actualization. Socially, they

seek to stand out while staying relatable, with the brand's nostalgic aesthetic fostering a sense of connection and community. The perfume also addresses self-actualization by allowing individuals to express their identity through a distinct scent, reflecting their personality and taste. For these consumers, fragrance is more than a luxury—it's a nuanced way to communicate who they are.

## Pricing

Sandy Liang's perfume pricing strategy reflects its premium brand positioning and commitment to quality, ensuring a balance between exclusivity and accessibility.

- **Premium, Value-Based Pricing:** The perfume will be priced between **about \$200**, emphasizing its luxurious image and high-quality craftsmanship. This range is consistent with Sandy Liang's existing pricing framework while being competitive within the niche fragrance market. The pricing communicates the brand's dedication to offering a sophisticated, unique product that justifies its value through exceptional materials, innovative scent profiles, and an artistic design ethos.
- **Consumer Accessibility:** To appeal to younger or first-time buyers, a smaller-sized **rollerball version** will be introduced at an accessible price point of **\$70**, encouraging trial and engagement with the fragrance. This strategy fosters brand loyalty and drives conversions to full-sized purchases.
- **Optional-Product Pricing:** Additional customizations will enhance the consumer experience. Decorative **stickers** will be available for consumers to personalize their bottles, while a **mini case keychain**, designed to carry the perfume, will serve as both a practical accessory and a stylish fashion statement. These optional add-ons provide opportunities for incremental revenue while deepening the product's emotional connection with consumers.

## SWOT analysis

- **Strengths:**

- 1) **Brand Uniqueness and Trendiness:** Sandy Liang's distinctive aesthetic and trendy appeal set it apart from competitors, giving the perfume an identity in the market.
- 2) **High Customer Loyalty:** The brand's existing consumer base is highly engaged and loyal, providing a ready audience for the new product.

- **Weaknesses:**

- 1) **Lack of Experience in the Perfume Market:** Sandy Liang's inexperience in the fragrance industry may pose challenges in product development and positioning.
- 2) **High Initial Costs:** Research, development, and marketing expenses for launching the perfume could strain resources in the early stages.

- **Opportunities:**

- 1) **Growing Demand for Niche Fragrances:** The rising popularity of niche perfumes presents a significant market opportunity for Sandy Liang to establish itself as a unique player.
- 2) **Popularity of Sustainability and Clean Beauty:** The increasing consumer preference for sustainable and clean beauty products aligns well with the brand's ethos and planned initiatives.

- **Threats:**

- 1) **Intense Competition and Market Saturation:** Established niche fragrance brands like Le Labo and Jo Malone pose significant competitive challenges. The fragrance market's high saturation may limit the product's longevity.

## Product life cycle

- **Introduction:** In the introductory phase, the focus will be on targeting Sandy Liang's

existing loyal customer base through personalized marketing efforts. A viral campaign on social media platforms, particularly Instagram and TikTok, will generate excitement and buzz around the new perfume. Additionally, pop-up store promotions offering trial products for free will encourage sampling, building early-stage consumer engagement and loyalty.

- **Growth:** As the product gains traction, Sandy Liang will expand its distribution channels, reaching niche fragrance boutiques and premium e-commerce platforms. The brand will also explore global markets, particularly in regions where Sandy Liang's fashion line has already established a following. To fuel growth further, complementary products such as candles and room diffusers will be introduced, creating a cohesive scent-driven lifestyle experience.
- **Maturity:** During the maturity stage, the focus shifts to retaining loyal customers and increasing repurchase rates through targeted marketing strategies and personalized offers. The introduction of limited-edition collaborations with other brands or artists will keep the product line fresh and maintain consumer interest in the brand. Exclusive scents or packaging variations can also be used to drive continued engagement.
- **Decline:** As the product reaches the decline phase, Sandy Liang will maintain its core fragrance lineup while introducing limited-edition packaging tied to specific fashion collections. This strategy will preserve the allure of the fragrance line by creating new, exclusive variations that tie into seasonal collections, keeping consumer excitement and interest alive.

## **Global strategy**

Sandy Liang's global strategy begins with a focused launch in the U.S., emphasizing the brand's New York-based origins to build strong local recognition. Once the perfume establishes a loyal customer base domestically, the brand will expand into international markets, targeting Europe and Asia—regions with growing interest in niche fragrances and luxury lifestyle

products. To ensure success in these new markets, Sandy Liang will implement polycentric marketing strategies that reflect the unique cultural sensibilities of each country. In Europe, the brand will highlight its artistic and vintage New York influence, aligning with the region's appreciation for heritage and craftsmanship. In Asia, particularly in Japan and Korea, the focus will shift to precision, elegance, and the brand's playful, modern aesthetic, tailoring campaigns to resonate with local tastes and values. Strategic partnerships with high-end e-commerce platforms like Net-a-Porter and SSENSE will be crucial for global outreach. These platforms, trusted by luxury shoppers, will position Sandy Liang's perfume as a must-have item in curated, premium collections.

## Marketing and Promotion

- **Multi-channel Strategy:** The online presence will include the official Sandy Liang website and luxury e-commerce platforms such as **Net-a-Porter** and **SSENSE**, ensuring broad accessibility to a global audience. Offline, Sandy Liang will promote its perfume through its own branded boutiques and select global concept stores, aligning with the brand's premium positioning. These physical retail spaces will offer an immersive brand experience, emphasizing the perfume's unique identity.
- **Channel Conflict Management:** To avoid horizontal channel conflict, Sandy Liang will tailor promotions and offers to suit each specific distribution channel. For example, exclusive offers may be provided through Sandy Liang boutiques, while e-commerce platforms can run seasonal or limited-time campaigns to incentivize online purchases. This differentiation will maintain harmony across channels while providing consumers with a compelling reason to choose each outlet.
- **Advertorial:** The *advertorial* will highlight the emotional connection between Sandy Liang's nostalgic aesthetic and the concept of "the scent of memories," seamlessly tying the brand's romantic and whimsical identity to the new fragrance, "Soft Reverie." Focusing

on its fresh and warm notes, the article will highlight how the fragrance reflects the target audience's desire for personal expression and individuality. Designed for Gen Z and millennial women, "Soft Reverie" embodies a playful yet sophisticated style. The advertorial will also use social media teasers and influencer partnerships to generate excitement and build anticipation for the perfume's launch.

- **Advertising:** The advertising campaign will feature sensual, artistic visuals set against the backdrop of New York City, creating a narrative that intertwines the brand's heritage and the sophisticated, playful nature of its perfume. These visuals will evoke emotions and resonate with the brand's target audience, showcasing the perfume as not only a fragrance but a lifestyle choice.
- **Social Media Campaign:** Leveraging the power of social media, Sandy Liang will engage influencers and brand ambassadors to spread awareness and generate buzz. Instagram, TikTok, and YouTube will be key platforms for influencer collaborations and user-generated content, amplifying the perfume's presence and fostering organic engagement.
- **NFT and AR Integration:** To create a futuristic and innovative dimension, Sandy Liang will explore the use of NFTs or augmented reality (AR) filters. These digital experiences will allow customers to engage with the perfume's story in a unique way, offering collectible digital assets or virtual try-ons that enhance the brand experience.

## **Social responsibility**

- **Sustainable Packaging:** The brand will emphasize sustainability with refillable packaging, reducing waste and meeting consumer demand for eco-friendly products.
- **Clean Beauty Certification:** Sandy Liang will pursue clean beauty certification for the perfume, ensuring safe, non-toxic ingredients that meet high ethical standards.
- **Ethical Production and Marketing:** Sandy Liang will work closely with local communities to promote ethical production practices. This includes fair labor conditions and transparent

sourcing. Marketing efforts will also emphasize these values, showcasing the brand's dedication to health-conscious, environmentally responsible practices.

## **Conclusion**

Sandy Liang's foray into the perfume market with *Soft Reverie* seamlessly extends the brand's nostalgic and romantic aesthetic into a new dimension of personal expression. By leveraging the brand's distinct identity, robust marketing strategies, and commitment to sustainability, the fragrance has the potential to captivate its target audience of young, style-conscious women. With innovative pricing strategies, strategic global expansion, and a focus on ethical production, Sandy Liang is poised to establish itself as a key player in the niche fragrance market. This product launch not only reinforces the brand's existing values but also elevates it as a lifestyle brand, broadening its consumer engagement and market influence.



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