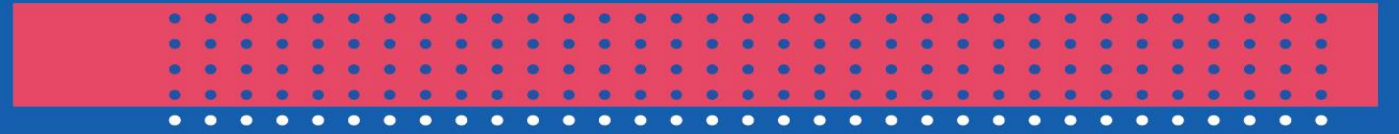


Alexis Lavigne 品牌介绍



Alexis Lavigne

Alexis Lavigne品牌故事

一次曼妙的巴黎之行，偶遇法国ESMOD高级时装艺术学院，唤起了我心底最深处的记忆，如果没有选择做演员，我应该已经从这里毕业，从事着服装设计的工作，可能也会看到大街上有人穿着我的作品。

我没变，梦想没变！

我站在ESMOD创始人法国时装设计大师Alexis Lavigne雕像前重拾初心！决定继续我一直以来的理想，成为一名优秀的时装设计师。以我心中最崇敬的Alexis Lavigne大师名字作为我的品牌名，我将用心设计好每一件新衣。

——张俐



@张俐
weibo.com/zhangliblog

Alexis Lavigne品牌创始人张俪

张俪，1984年6月8日生于广西桂林，中国大陆女演员，毕业于中央戏剧学院。

2014飞跃欧盟电影节最佳女演员；

2015希望工程BOSS绝对影响力爱心大使；

2016年参加东方卫视《我的新衣》节目，并获得广泛好评；

2016新浪风格大赏年度设计师；

微博粉丝数1200万（<http://weibo.com/zhangliblog>）。



Proposes new mode women fashion for next generation
Which is combined superior "fast-fashion" with fully self-expressed "mode" being avant-grade
In order to obtain pleasure.

品牌定位

- 品牌名：**Alexis Lavigne**
- 品牌风格：运动潮牌
- 价格带：春秋 199-599元，夏季99-399元，冬季299-999元
- 主力人群：18-35岁热爱生活，喜欢运动，时尚的女性。
- 运营模式：先做线上，通过线上快速引爆品牌，17年底开始在一二线城市开设实体店。
- 品牌愿景：2019年底，线下实体店突破100家，线上销售3亿，线下销售2亿元，营业额突破5亿元。



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三年销售规划

项目	2016年	2017年	2018年	2019年
团队人数	15	30	50	100
销售目标	800万	1.1亿	3亿	5亿
电商销售	800万	1亿	2亿	3亿
线下销售	0	1000万	1亿	2亿
开发款数	80款	700款	800款	800款
线下门店数	0	5	60	100

品牌展示



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品牌展示

IMPACT!!!



IMPACT!!!
IMPACT!!! NEW
IMPACT!!! NEW

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Which is combined superior "fast-fashion".
In order to obtain pleasure of wearing clothes.



ALEXIS LAVIGNE



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品牌展示



ALEXISLAVIGNE



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In order to obtain pleasure...



ALEXISLAVIGNE



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Which is combined superior "fast-fashion". With fully self-expressed "mode" being avant-grade.
In order to obtain pleasure...



Alexis Lavigne

Thank you for your view !