

TrendTide Clothing Co. Unveiling Our Next Chapter

Welcome, marketing executives and investors! We're excited to share TrendTide's vision for a revitalized future in fast fashion.

 by Shekhar Kumar



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#WearTheChange – A New Era for TrendTide

TrendTide is launching a bold campaign to recapture market leadership and re-engage our core audience.

5%

Current Market Share

Of the ₹400 Cr Indian fast fashion market

₹20 Cr

2024 Revenue

Despite recent challenges

22%

Sales Decline

Year-over-year

45%

Customer Churn

Highlighting need for trust rebuild

TrendTide

Target Audience & Insights

Understanding our urban Indian Gen Z and Millennial audience is key to tailoring our new strategy.

Demographics

- Ages 18-34 years
- Primarily female
- Income: ₹2-5 lakh/year
- Urban Indian focus

Psychographics

- Trend-conscious explorers
- Sustainability advocates
- Price-sensitive shoppers
- Community-minded

Behavior

- High Instagram & TikTok activity
- Low brand loyalty
- Seek interactive experiences
- Prefer ethical choices



TrendTide

Unique Selling Proposition: Fashion That Fits Your World

TrendTide is redefining fast fashion with a commitment to ethics, inclusivity, and personalized experiences.



Ethical & Inclusive

Fair practices, diverse representation



Sustainable Designs

Eco-conscious materials, gender-neutral



AI-Personalized

Tailored experiences, smart recommendations



Community-Powered

User-generated storytelling, shared values

Core Campaign Tactics: Engaging Our Audience

Our multi-faceted campaign uses digital innovation and direct engagement to connect with our target market.



#WearTheChange Influencers

Reels: identity, transformation, ethics



AI-Personalized Experience

Interactive lookbooks, quizzes, fit guides



Pop-Up College Vans

Direct Gen Z campus engagement



Sustainable Capsule: 'Re-Tide'

Eco-friendly, gender-neutral drop

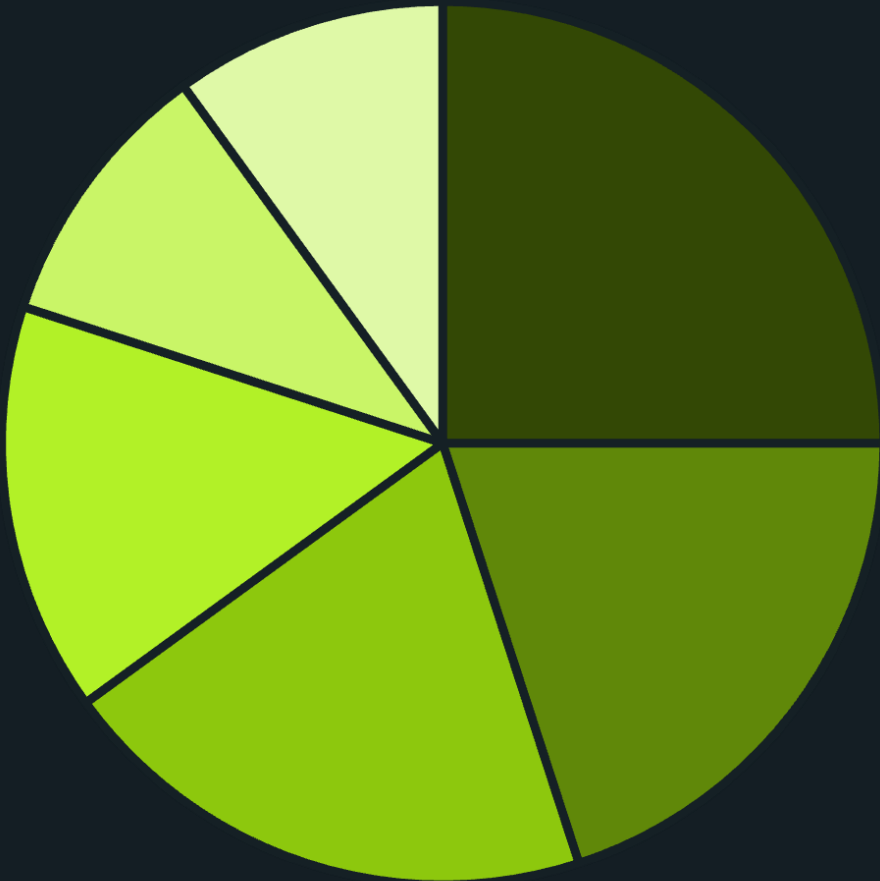


UGC + Loyalty Loop

Reward creators, returning buyers

₹5 Crore Budget Allocation

Our ₹5 crore campaign budget is strategically allocated to maximize reach and impact across key areas.



Influencer Activation

Website Revamp + AI

Sustainable Capsule

Pop-Up College

Digital Ads

Supplier Audits



Competitive Benchmarking & Growth Strategy

We're closing the gap on competitors and driving growth through strategic focus areas.

Instagram Engagement

- TrendTide: 1.2%
- ZestWear: 4.5%
- Strategy: UGC, micro-influencers, Reels-first

Market Share

- TrendTide: 5%
- ZestWear: 15.49%
- Strategy: Targeted campaigns, product differentiation

Growth Hacks


- VibeVogue-inspired flash sales
- Customer referral system
- Loyalty program expansion

Creative Element: Instagram Reel Concept

"Outfits That Speak Louder" is an emotive Reel showcasing TrendTide's commitment to conscious fashion.



- Visual transition: waste to 'Re-Tide' fits
- Emotive voiceover: conscious choices
- Overlay text: "#WearTheChange"
- CTA: "Tag us. Get featured & earn rewards."



Thank You for Your Time!

Let's Create the Future of Fashion Together 🌱 ✨



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Website

www.trendtide.in

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