



10-YEAR BRAND AUGMENTATION STRATEGY

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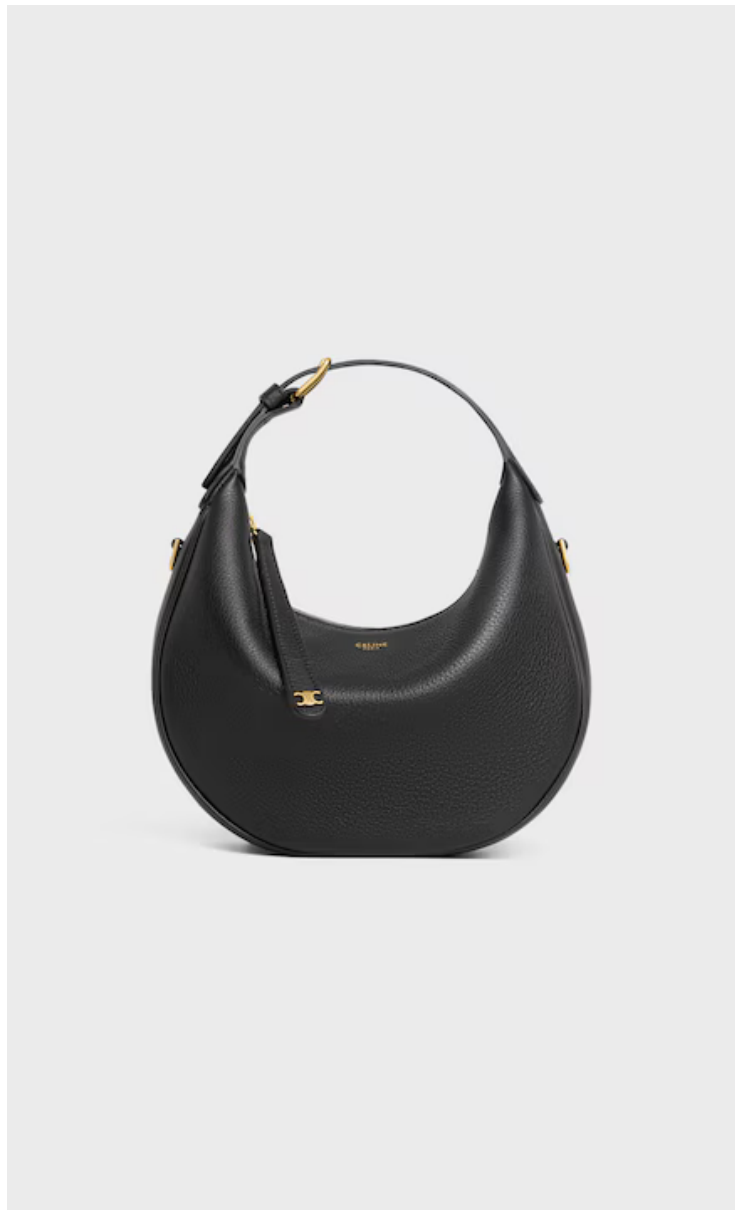
As part of LXMT 730: The Art of Luxury, **we were tasked with developing a 10-year brand augmentation strategy for the luxury brand Celine**, exploring long-term growth opportunities while preserving the brand's heritage, minimalist design philosophy, and luxury positioning.



WITHDRAW UNDERPERFORMING PRODUCT LINES

CELINE

LEATHER GOODS



- Handbags
- Mini bags
- Small leather goods
- Cross-body bags
- Tote bags
- Backpacks
- Belt bags
- Business and travel bags
- Luggage
- Cosmetic pouches
- Vanity cases
- Jewelry case
- ~~Candle holders, easels, and trays~~
- ~~Lipstick cases and holders~~
- ~~Travel spray case~~
- ~~Perfume holders and cases~~
- Pencil case

MAISON



- Home
 - Cushions
 - Chairs and Stools
 - Storage Boxes and Trays
 - Games
 - Gym and Yoga Equipment
 - Dog Accessories
 - Candles
 - ~~Kitchen Equipment~~
 - ~~Bath Accessories~~
 - ~~Candle Accessories~~
 - Headphones
- Stationery
 - ~~Books and Book Covers~~
 - ~~Pens and Pencil Cases~~

WITHDRAW UNDERPERFORMING PRODUCT LINES

CELINE

JEWELRY



- Fine Jewelry
 - Earrings
 - Bracelets
 - Necklaces
 - Rings
- ~~Fashion Jewelry~~
 - ~~Triomphe~~
 - ~~Knot~~
 - ~~Les Perles Celine~~

BEAUTY & FRAGRANCE



- Beauty
 - Lipsticks
- Haute Perfumerie
 - Fragrances
 - Perfumed Oil
 - Lotion
 - Liquid Soap
 - Body Milk
 - Hair Mist
 - ~~Travel Sprays~~
 - ~~Cologne~~

WITHDRAW UNDERPERFORMING PRODUCT LINES

CELINE

ACCESSORIES



- Belts
- Eyewear
- Scarves and Shawls
- Hats and Gloves
- Bag Charms
- ~~Hair Accessories~~

FOOTWEAR



- Sandals
- Pumps
- Sneakers
- Loafers & Flats
- Boots/Ankle Boots
- Mocassins

APPAREL



- Shirts
- T-shirts and Sweatshirts
- Tops
- Dresses
- knitwear
- Pants and Shorts
- Denim
- Jackets and Trousers
- Coats
- Leather and Sherling
- Swimwear

WHY DISCONTINUE THESE CATEGORIES?



Strengthen focus on Leather goods

Reallocation of human resources and budget for:

- Product Innovation
- Invest in training future artisans.

Mitigating future losses

- Over the years, Celine has significantly expanded its product portfolio across multiple categories. However, this diversification has gradually diluted its resources and diverted focus from the brand's core products. By discontinuing underperforming products, Celine can re-focus on core product offerings and reduce losses from less profitable categories.

HOW DOES THIS HELP AUGMENT BRAND EQUITY?

This strategy helps build Brand Density for Celine by,



Untapped Potential

- Unleashing its true potential within core offerings rather than diluting it.



Selective Awareness

- Building brand salience with the customers who matter most.



Unpretentious Exclusivity

- A curated assortment signals confidence and clarity.





LES MAINS DE CELINE

- “The Hands of Celine” is an authentication and transparency system.
- A tiny NFC tag is embedded in every piece: Tap your phone on the bag to unlock its story.
 - **Meet the maker:** See the artisan’s name, training milestones, and a short clip of them crafting your exact item.
 - **Instant authenticity check:** The chip doubles as an anti-counterfeit seal, so buyers know it’s real.
 - **Built-in care record:** The tag stores material and repair info, making future maintenance or resale easy, and showing Celine’s commitment to longevity.
 - **Personal connection to the craft:** Owners feel the human touch, turning purchase into meaningful ownership.



HOW DOES THIS AUGMENT BRAND EQUITY?

- **Brand Association**
 - **Functional associations:** Rooted in savoir-faire and High-quality production
 - **Emotional associations:** Personal connection with artisan, Pride of ownership



DESIGN AND PRODUCT INNOVATION

- Reduce overt logo usage and explore innovative, subtle branding techniques that align with the brand's identity.
- For example,
 - Signature silhouettes establish a recognizable brand identity, allowing for consistent innovation within a familiar framework that consumers associate with the brand's aesthetic.
 - Unique craftsmanship details elevate perceived value and authenticity.
 - Monogram textures infuse tactile branding into products, enabling subtle yet luxurious differentiation.



HOW DOES THIS AUGMENT BRAND EQUITY?

- **Brand Density:**
 - **Selective Awareness:** Subtle branding appeals to discerning consumers who recognize the brand through craftsmanship, silhouette, and design codes, not logos.



LES MAINS DE CELINE

- Launch a leather goods experience at Celine's 'La Manufacture' in Chianti, Italy.
- Open this facility to visitors, offering an inside look at the craftsmanship behind the products.
- The facility welcomes all visitors, but appointments are required to limit group size and enrich the experience.
- VIP guests are invited through Celine's curated mailing list and VIP customer network.
- It builds a personal connection with the consumers.



HOW DOES THIS AUGMENT BRAND EQUITY?

- **Brand Association**
 - **Functional associations:** Superior Craftsmanship and High-quality production.
 - **Emotional associations:** Builds trust through transparency.





03 ARTISTS ANNUALLY



WHAT IS IT?

- Each year, Artists are invited to reinterpret the Celine Triomphe bag through their cultural lens.
- Merges Celine's artistic DNA with cross-cultural creativity.

ARTIST SELECTION

- 3 emerging artists are selected annually
- Chosen for how authentically they represent their culture through art.
- Ensures global diversity and artistic integrity.

RESIDENCY AT LA MANUFACTURE

- Artists collaborate with Celine artisans and the creative director.
- Hands-on co-creation of a limited-edition Triomphe bag.
- Celebrates the heritage, craftsmanship, and cultural storytelling.



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LIMITED EDITION PRODUCTION

- **10 bags per artist - 30 total per year**
- Each piece reflects the artist's vision + Celine's refinement.

DISTRIBUTION & VISIBILITY

- Exclusively **auctioned** through auction houses like Sotheby's or Christie's.
- This helps establish an **investment value pricing** and further increases resale value in the future.

GIVING BACK

- A substantial amount of the profit from the auction will be invested in the **'Vers L'Art' fund** that supports artists across regions by building art galleries and museums.

WHY IT WORKS?

ART-FORWARD BRAND DNA

Celine has long embraced an art-forward design philosophy with a bold commitment to creative expression, especially under Hedi Slimane, who frequently references youth cultures and subcultures in his creative direction.

EXTENSION OF THE CELINE ART PROJECT (2019)

This residency builds on the Celine Art Project, launched by Slimane in 2019, where the brand supports contemporary artists by showcasing their work as installations in Celine stores, turning retail into cultural spaces.

BUILT-IN EXCLUSIVITY

Capping each capsule at 20 bags per artist preserves scarcity, increases collector appeal, and enhances Celine's quiet luxury positioning.

Celine Triomphe Bag in collaboration with Christina Quarles (U.S.)

Born in Chicago and raised in Los Angeles, Christina Quarles draws on her mixed-race and queer identity to explore cultural fluidity and the complexities of belonging through her expressive, body-centered paintings.

Note: The image of this bag was generated by ChatGPT. The design is not a replica of the artist's work, but is inspired by it.



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Celine Triomphe Bag in collaboration with Manish Nai (India)

Manish Nai draws on his Indian heritage by using traditional materials like jute, newspaper, and cloth to create minimalist works that reflect the textures, rhythms, and transformations of contemporary urban India.

Note: The image of this bag was generated by ChatGPT. The design is not a replica of the artist's work, but is inspired by it.



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HOW DOES THIS AUGMENT BRAND EQUITY?

- **Brand Awareness:**
 - **Recognition:** These collaborations strengthen brand recognition in the artists' home regions and allow Celine to tap into their existing audiences.
 - **Recall:** By organizing these collaborations annually, Celine consistently engages its audience, strengthening brand recall over time.
- **Brand Associations:**
 - **Symbolic associations:** Artistic and culturally inclusive.

LOOKING FORWARD TO THE NEXT DECADE OF EVOLUTION,
THE CELINE WAY.