

House of Vintage
Patrick Foley
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History

House of Vintage (HOV) specializes in vintage fashion and clothing ranging from the 1920s through the 2000s. The Portland store also offers vintage housewares, jewelry, pop culture collectibles, art and furniture.

-Assessment

Target audience

18-50+ shoppers that like vintage styles also people that might be costume shopping. All Genders, all communities.

Trends/observations

Vintage Clothing businesses in Portland are and have been growing in the 2000's. While some competitors have a refined clientele (women, high fashion, dresses) House of Vintage (HOV) targets all genders as well as age demographics. Creating an experience that is approachable to all customers, weather they're looking for everyday clothing or costume.

For this project we want to examine both locations (Vancouver, Portland) while Portland is more clothing and decor, furniture is also sold at this location.

Vancouver however is focused on the furniture .

Using clothing and vintage furniture as our style ques. leaving the decor and fixtures.

Client observations

Mixed reviews on yelp give the impression of a varying customer service and product satisfaction. The varying reviews give the impression of a "shop at your own risk" image. Each shoppers experience/ needs or opinions could be completely different.

Concerns

Our concern would be that because their audience is so broad that HOV should have a larger Social media presence across 3-4 platforms.

-Brand Attributes

Chaos, energy, clutter, variety, timeless, well made, quality. texture, worn, bargains, pickers. trendy, bargain hunters, reluctant shoppers. determined shoppers, collectors.

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-Brand Strategy

Like other vintage stores in Portland Metro, HOV has a main web page and uses social media to alert their clientele to sales, or store closures. Citing this similarity, it gives us an idea of the space that HOV and its competitors exist

Positioning Platform

HOV's clientele expect that when they enter the store that a certain amount of time is required to view or find the particular item(s) they are looking for. While some shoppers may just be looking,. HOV portrays their strong roster of vendors offering varying products from the vintage spectrum. Due to the large Square footage (two store locations) and "fun house vibe"

Universal messaging/tag line

The tag line exists in the name House of Vintage, the message being that this is a house of vintage items/ artifacts.

Proposed "Wear it out"

-Brand Expression

Social Media-More Cohesive method of posting, thats consistent (color palette and type) across all platforms.

Web-Similar to Social media, the web page with be the main digital hub that will conduct the style voice of HOV. The web page will outline HOV and what it offers and handles needed information. While social media will act as a supplement means to advertise and inform clientele.

Deliverables

Specific stylized tags (clothing, decor, furniture...)

Business card

Web page

Social media templates

Signage

advertisement campaign for the Mercury/other publications.

products

tote bags

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merch-Stickers, Patches, etc.

Goals

Our goal is to create a unified identity both on line and in person, this cohesion will offer a refined clear image of HOV.

HOV's web presence will be clarified and refined to utilize a consistent color palette as well as considerate type choices that represent HOV's character and message.

In regards to in person we want the vintage style cues to echo from the web into the stores creating a curated image of HOV the remains constant through out.

No matter the customers interests or shopping intentions they are reminded of where they are and recognize HOV brand wisely positioned through out the stores.

Additional Marketing for local publications (Mercury) will again expand the HOV brand.

Additional merchandising of the HOV brand will make its way into the world outside of the HOV stores creating additional opportunities for brand identity. Thus furthering HOV's reach and intern reaching more potential clients.