



Pet Fashion & Lifestyle brand

FASH30019

Creative Output

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2024

# Concept of pet fashion and lifestyle brand

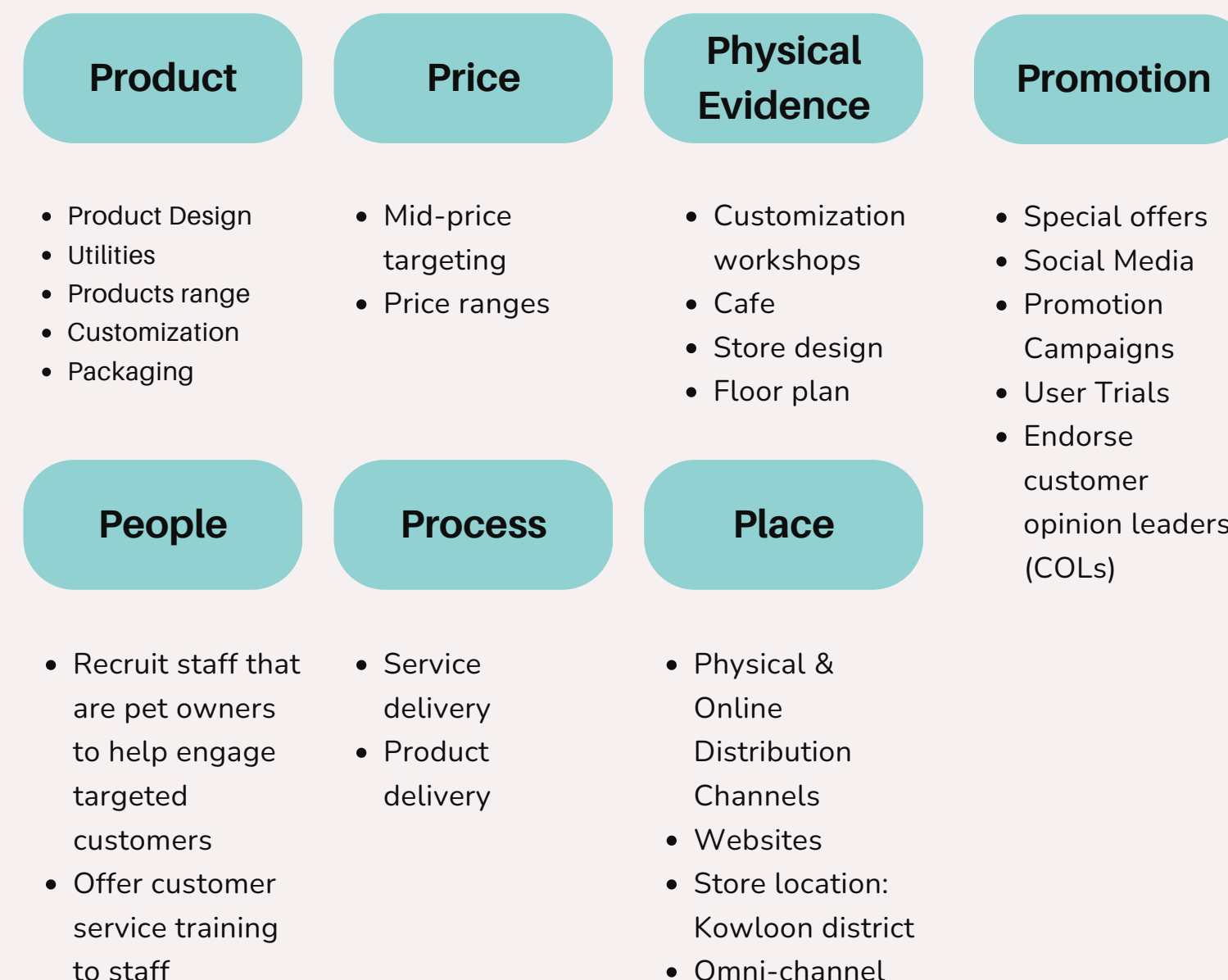
The pet fashion and lifestyle brand aims to create a unique shopping experience by offering a wide range of private-label and locally designed pet fashion and accessories. The physical store features a common area with a cafe where pet owners and furry companions can relax and shop together.

Applying the Whole Product Concept (Schmidt, 2010) to the brand goes beyond offering tangible products. It focuses on enhancing the overall customer experience. In the physical store, pet owners will enjoy a comfortable and convenient shopping environment. They can now enjoy a cosy space offering a wide selection of local pet fashion and accessories, as well as a cafe where they can relax. The store will feature captivating installations for pets to play around and provide opportunities for memorable photo moments. Additionally, personalized workshops for pet-related products will foster social interaction among pet owners and instil a sense of accomplishment. The brand will also prioritize customer experience by offering delivery services and product warranties.

Based on previous research findings, The primary factor influencing pet owners to make purchases is convenience. Therefore, a website is established as a digital presence for online sales. An Instagram account will also be created to engage with the targeted audience, as pet owners have shown a high level of interaction with companies on social media platforms (Statista, 2023).

Taking inspiration from MUJI, the brand seamlessly combines retail and cafe spaces to provide customers with a diverse range of products. To effectively establish the new brand, the 7Ps of the marketing mix strategy (McCarthy, J. 1960) will be implemented as a comprehensive business model.

## 7ps Marketing Mix of Pet Fashion and Lifestyle Brand



# Targeted segmentation



## Dog Owner

Name: Jamie

Age: 33 years old

Occupation: Yoga Tutor

Location: Tsuen Wan

### Motivations:

- Find funny clothes and accessories for her dog
- Care about the comfort of the pet products
- Being with her dog always



## Cat Owner

Name: Chloe

Age: 27 years old

Occupation: PR

Location: Tai Po

### Motivations:

- Reasonable price for pet clothing and accessories
- Taking good pictures and dress up of her cat
- Trying to train her cat for outdoor walking

# Brand Name

The word “Mo” sounds similar to the Chinese word “毛” (Cantonese pronunciation: mou4), which translates to "fur" in English. In Hong Kong, pet owners commonly refer to dogs and cats as “毛孩” or “毛毛” (Cantonese pronunciation: mou4 haai4) in Chinese, which can be translated as “fur babies” or “fur kids.” This adorable term highlights the attachment pet owners have towards their furry companions, emphasizing the special bond between humans and their beloved pets.

The combination of the brand name in the terms "momo" and "hooray" is intended to evoke a sense of joy and happiness among pet owners when they purchase pet products. The brand aims to create a delightful customer experience as they care for their beloved furry companions. The slogan leaves a lasting impression of the love between pet owners and their furry babies, highlighting the important role of their pets.

The definition of “hip, hip, hooray!” is an exclamation used to express enthusiasm and joy. (Cambridge University Press, 2024)

**momo hooray**

Brand Name

*more than family...*

Slogan

# Font choice

Sans-serif fonts are known for their friendly and casual appeal. However, Font 1 appears slightly weighty, while Font 2 gives off a naive impression, making them less suitable for a brand targeting the mid-market.

On the other hand, serif fonts are often considered classic and trustworthy. Nonetheless, Font 3 is distracting due to the excessive spacing between characters and may look somewhat dull. Font 4, "The Seasons," exudes classic, elegant and unique through its design. The distinctiveness of the character "o" sets it apart from many other font styles. Given that the brand name incorporates four "o"s, its design enhances its memorability, making a lasting impression.

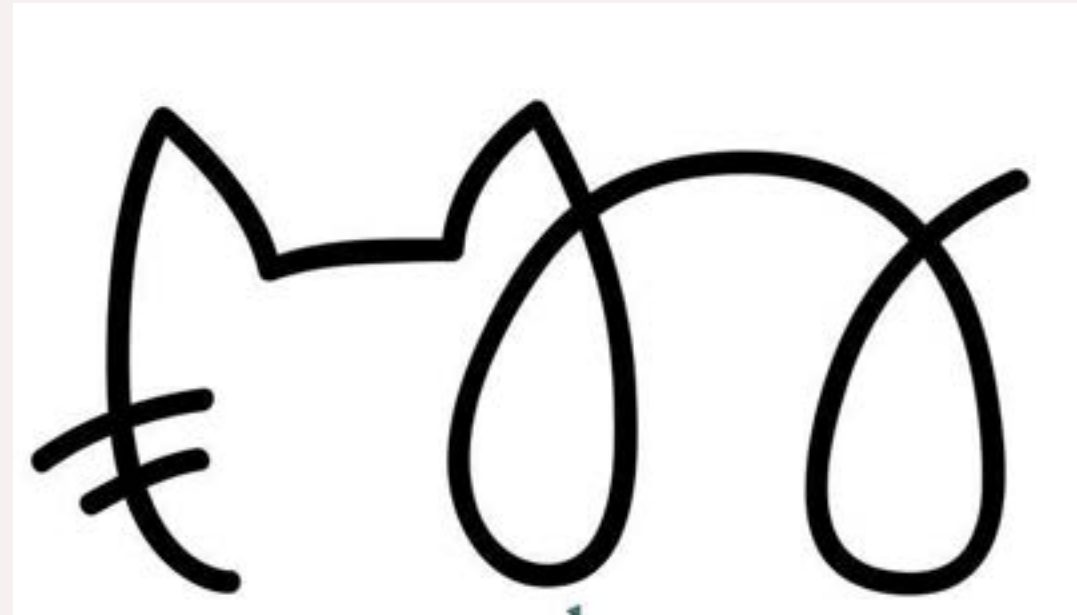
01

- 1 **momo hooray**
- 2 **momo hooray**
- 3 momo hooray
- 4 momo hooray

# Logo design



The initial logo featured a cat and dog, reflecting the brand's intention to appeal to both dog and cat owners. The design incorporated happy faces of the cat and dog. However, this design might look cartoonish, and casual, which primarily caters to the mass market.



The design has been refined to feature simple outlines of the cat and dog faces, aiming to present a sense of subtle elegance. However, with the overly simplistic design, the logo ended up looking like a whole cat only.



The final design has been modified by adding a simple nose to differentiate between the cat and dog faces clearly.

Final Logo



momo hooray  
Pet fashion and lifestyle

# Color palette



The shade #006053 evokes a sense of freshness and vitality. The warm tone of #E0803A brings warmth, and #E9D1B4 exudes soft and delicate. The shade #BCD4E2 represents peace and harmony, instilling a sense of serenity. The shade #CBC164 adds a touch of playfulness.

#006053

#E0803A

#E9D1B4

#BCD4E2

#CBC164

#006053



#E0803A



#E9D1B4



#BCD4E2



#CBC164

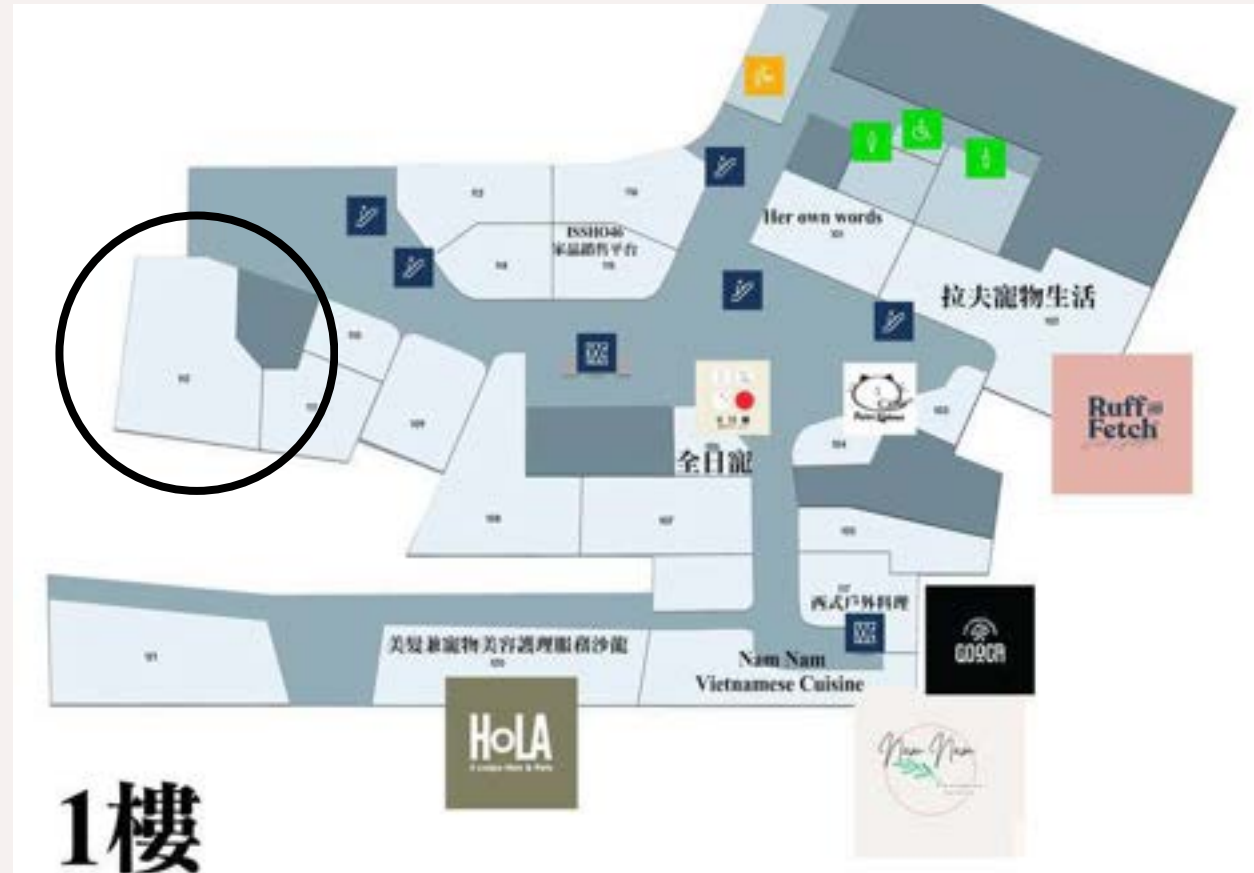
# Packaging Design



# Garment tag and laundry care card



## Location of physical store



Floor plan at Airside 1st floor

Airside is a new shopping landmark at Kai Tak in the Kowloon district of Hong Kong. It is a pet-friendly shopping mall that provides a pet zone and pet services, including a pet drinking bowl, pet stroller, pet diaper, and waste bag supply. This allows pet owners to have an inclusive shopping experience with their furry companions.



# Physical store reference



Product display



Bench area



D.I.Y  
Workshop

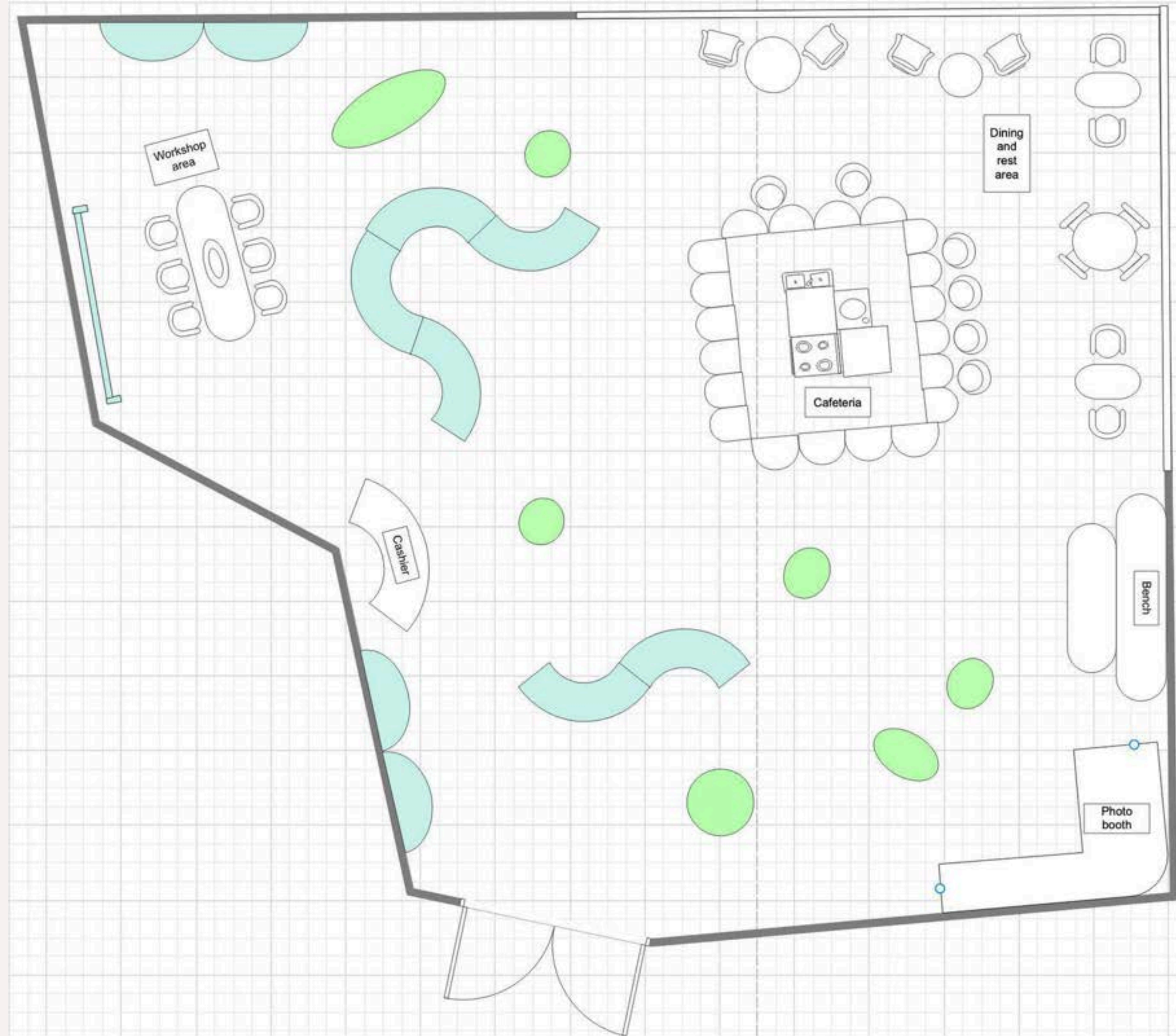


Pets  
entertainment  
installation

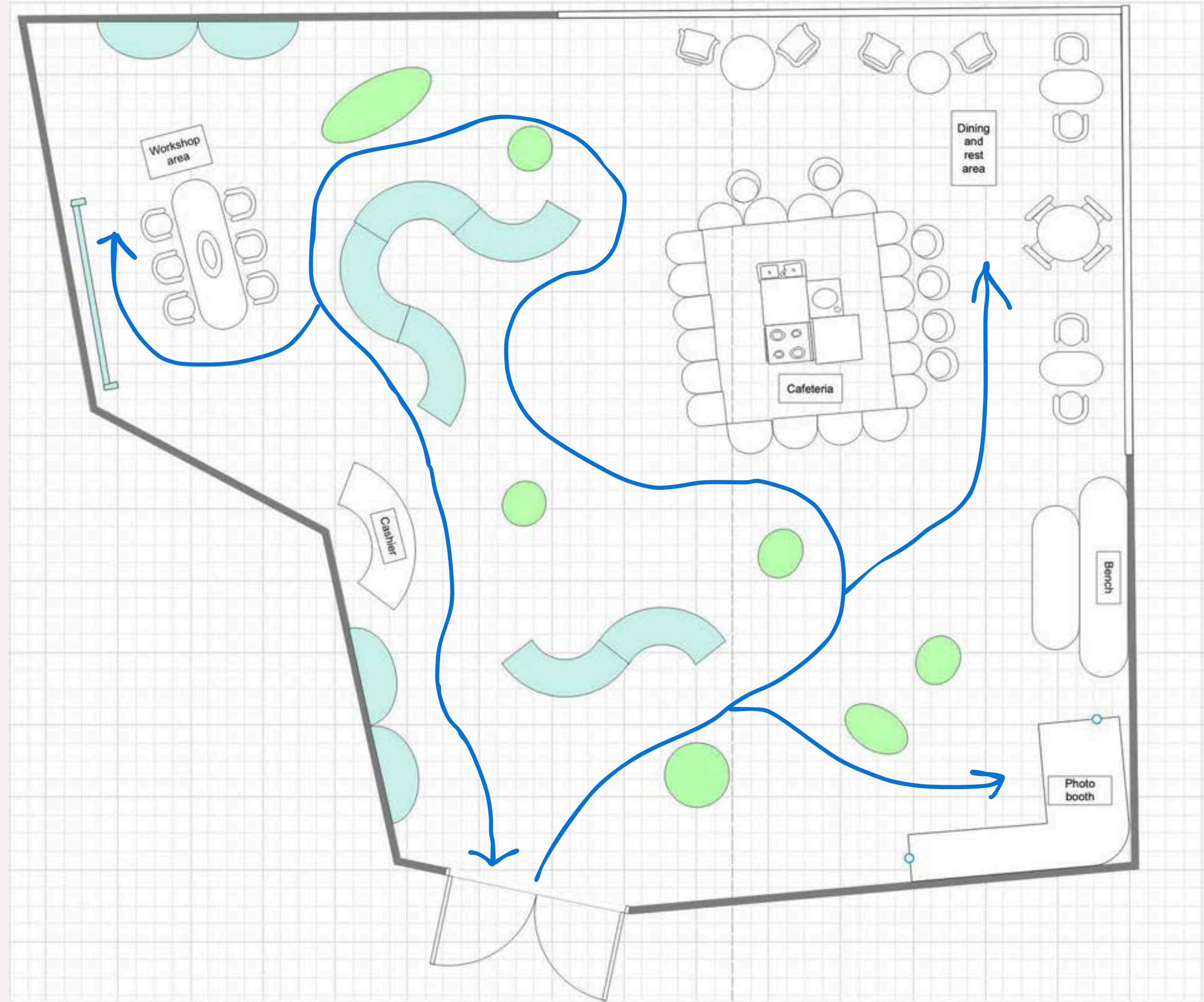


Café

# Pet store floor plan



A mixed retail store floor plan is implemented to create a unique shopping experience.



Top view  
of  
3D store layout



## Front view of 3D store layout

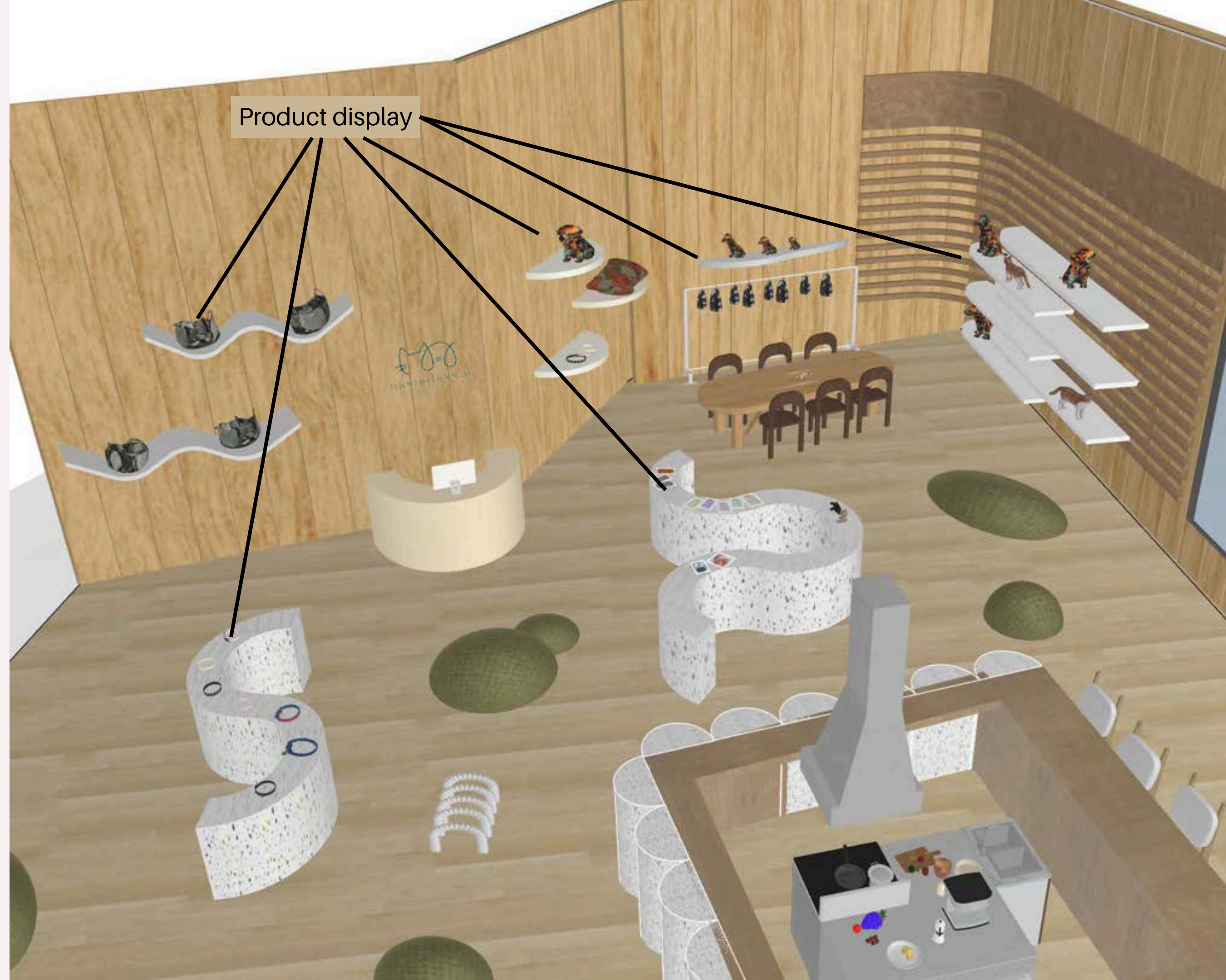
The physical store has two main areas: retail and café areas. Pet entertainment installation is placed on the ground to entertain pets and their owners.

Wood and stone elements are utilized in the store to create a sense of nature and a calm and cosy vibe for customers. Light and warm-tone ambient lighting is used to evoke warmth. Calmful and relaxed background music is played in the store to enhance the sensory experience.



## Product Display

Island displays are used to create a focus point to promote new products. Wall fixtures show the products by type. A rack is used to demonstrated the pet clothing.



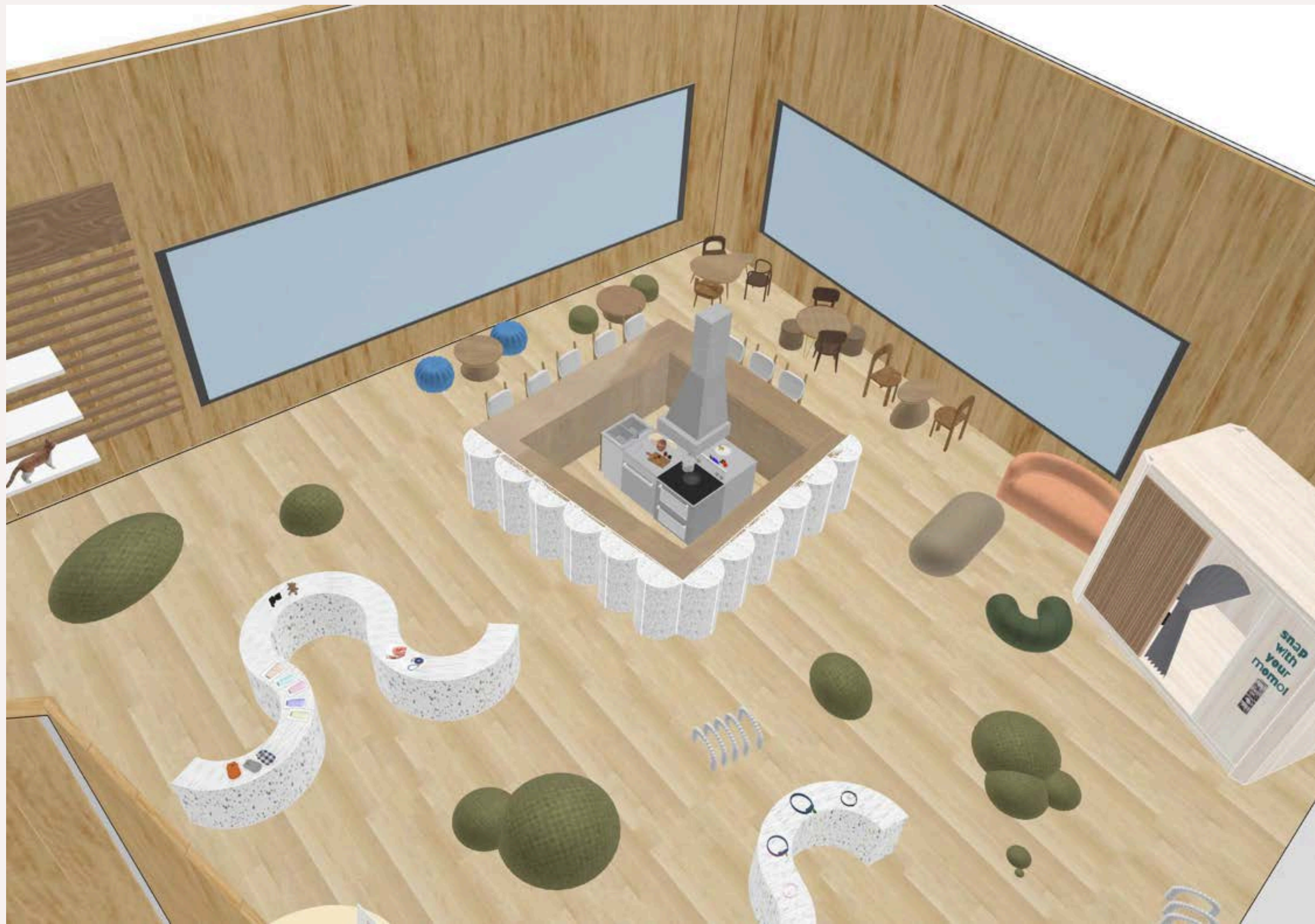
## Workshop

D.I.Y workshops, such as personalized pet accessories, are provided in the retail area to enhance the overall experience for pet owners. It also serves as an opportunity for customers to discover the quality and range of pet products of the brand while participating in the workshop.



## Café

A café offers a cosy and relaxing environment and fulfils the taste sense of the five senses to enhance the overall experience for pet owners.



## Photo Booth

A photo booth is designed to engage targeted customers. Pet owners can take photos with their pets to create funny memories in physical stores. Comfortable benches are strategically placed throughout the store, providing a convenient spot for owners to relax and take a break while shopping with their furry companions.



# Price architecture of pet clothing and accessories



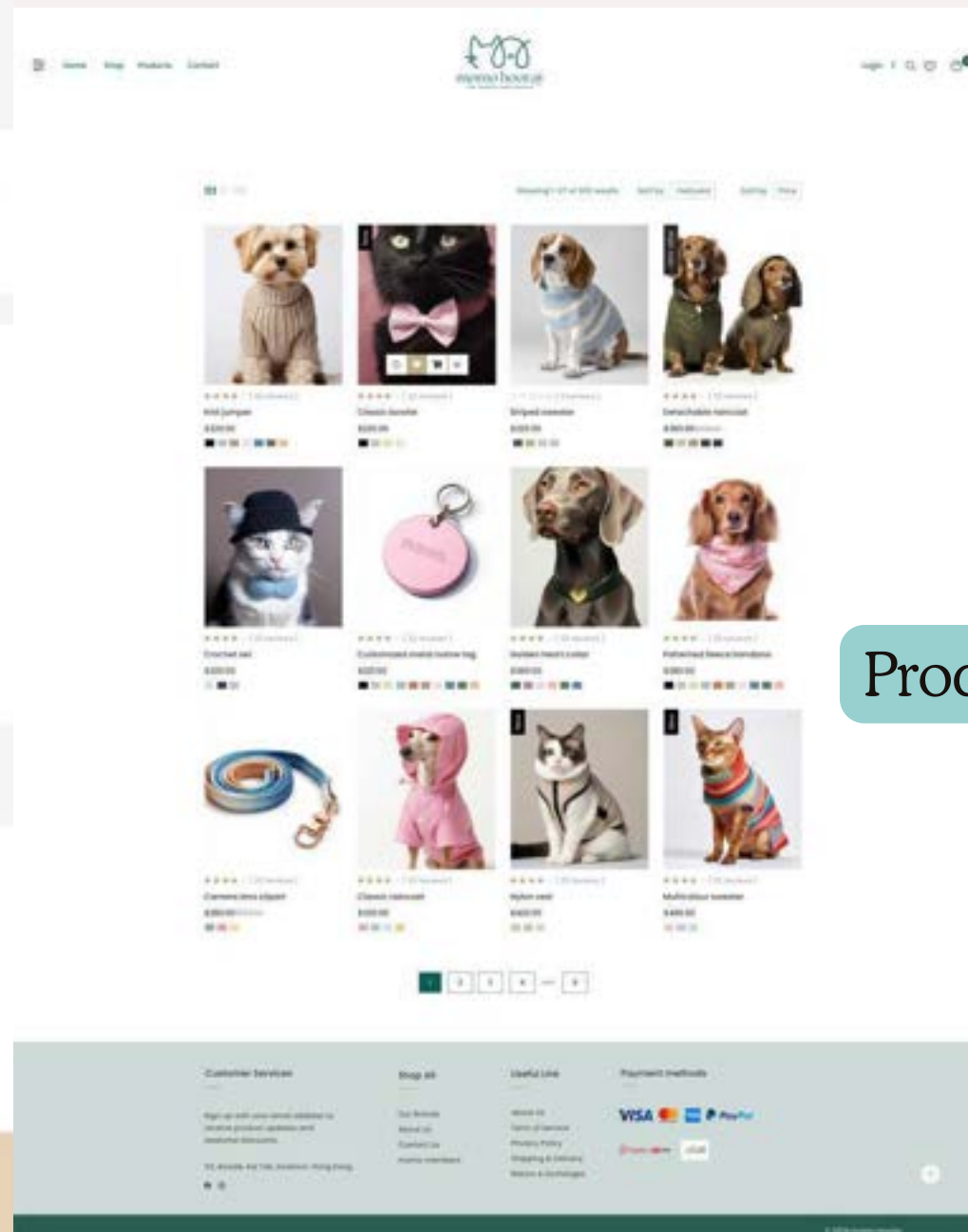
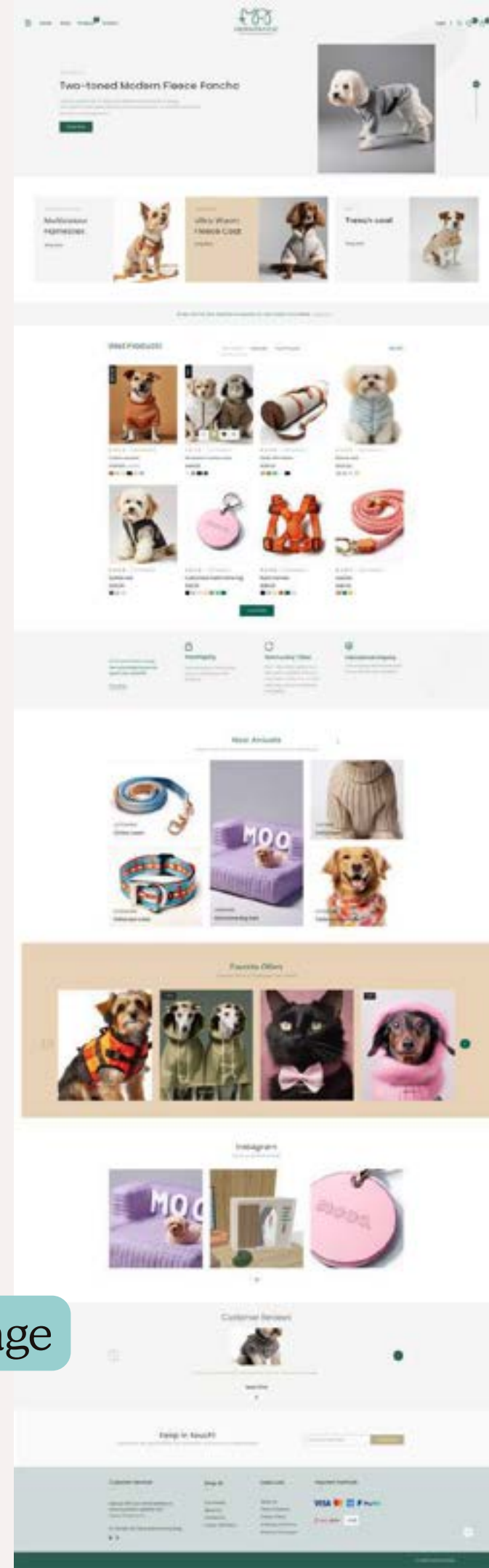
## Pet products design

Pet product designs are created using a generative artificial intelligence program, Midjourney.

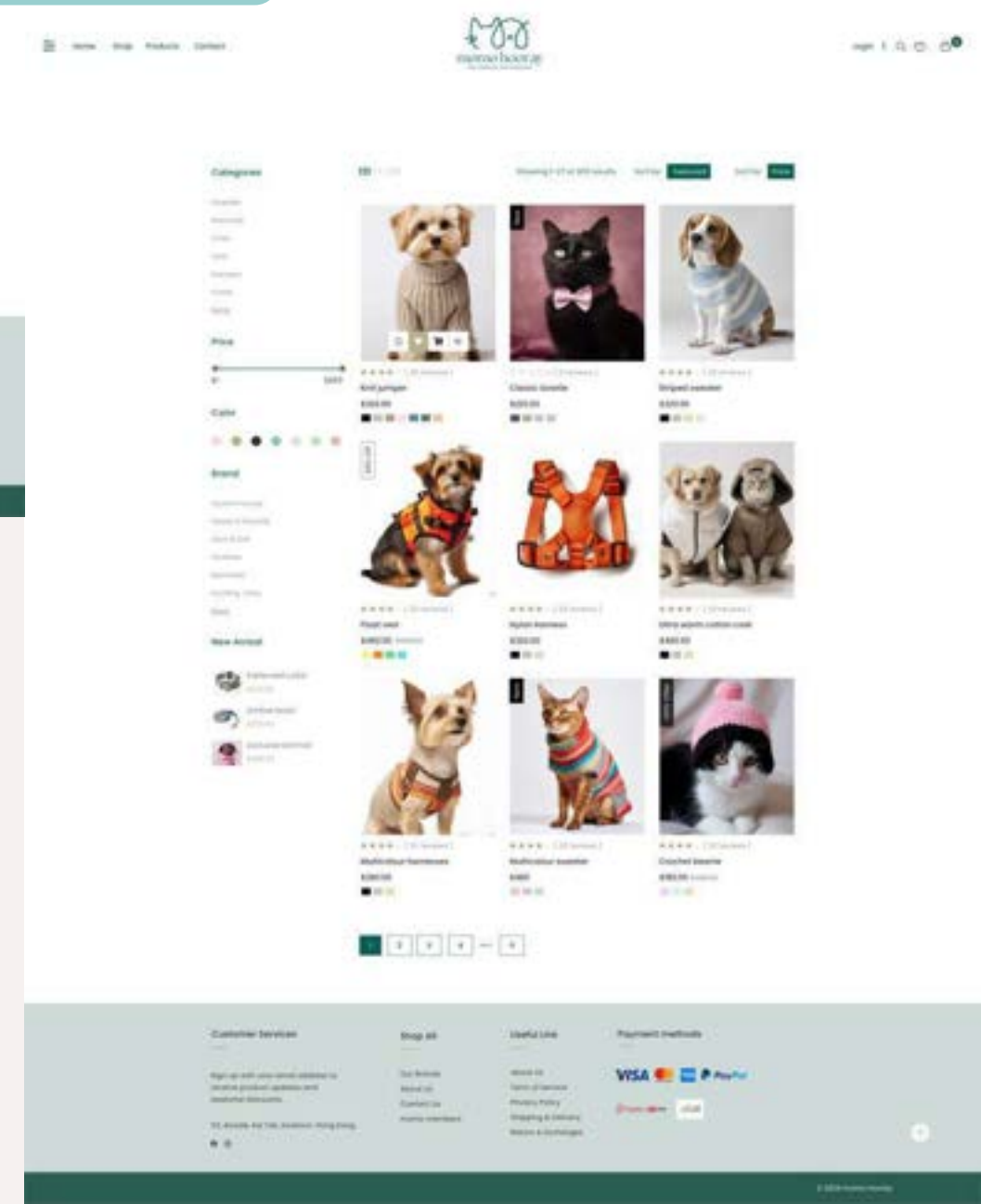


Online store website

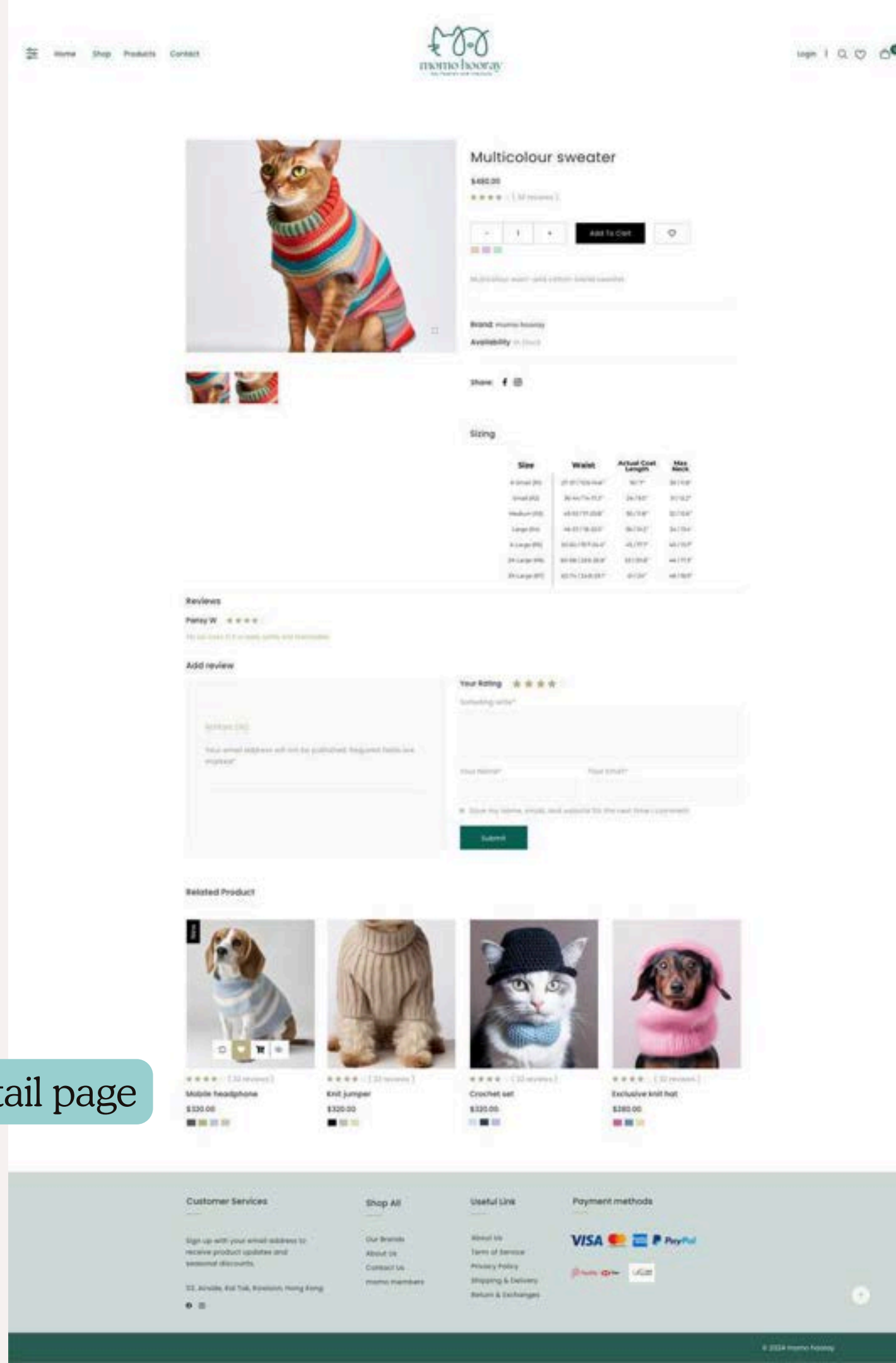
Home page



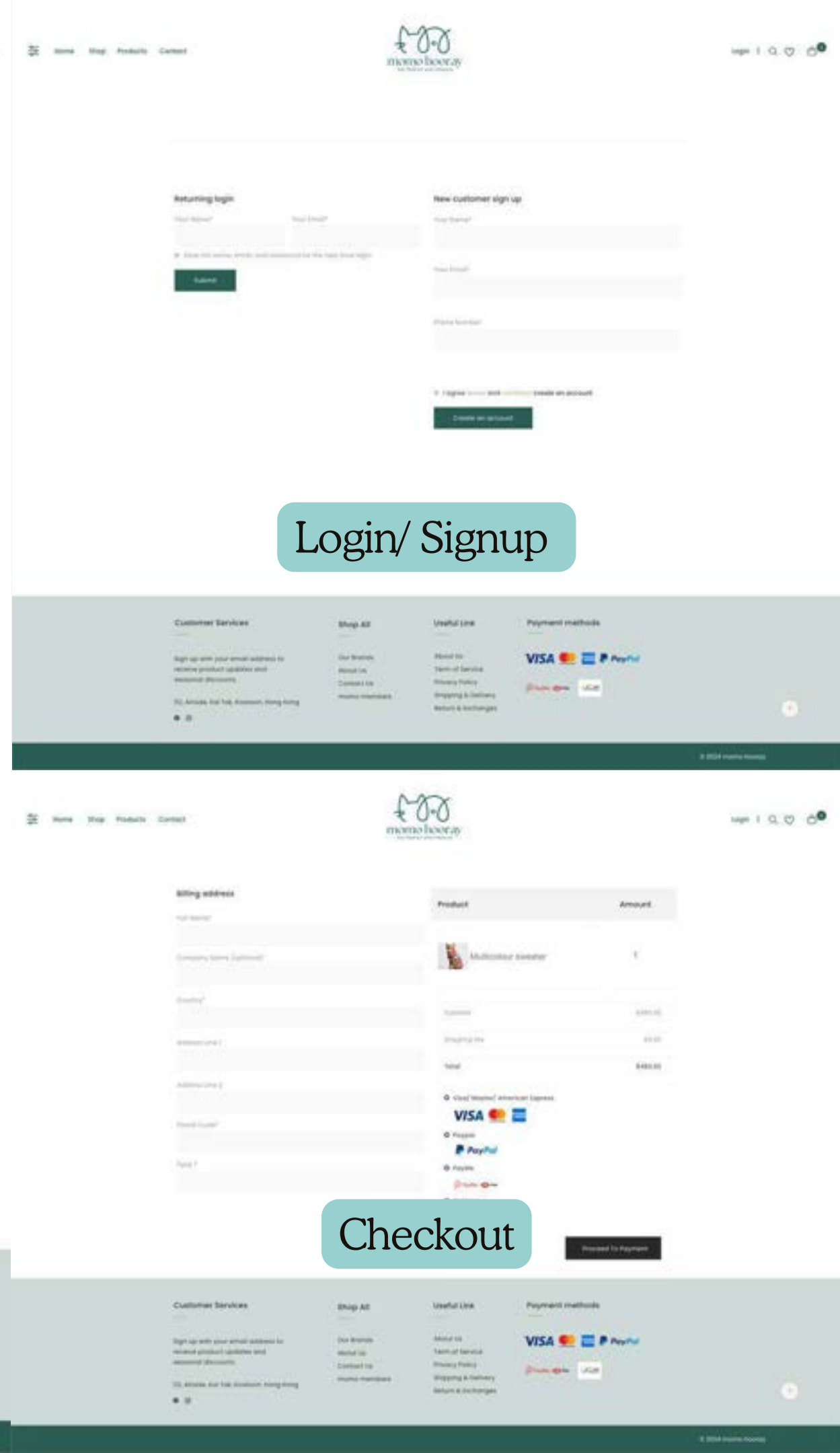
Product listing



# Online store website



Product detail page



Login/ Signup

Checkout

## Reference

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## List of illustrations

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