



THE PLACE OF DISCOVERY

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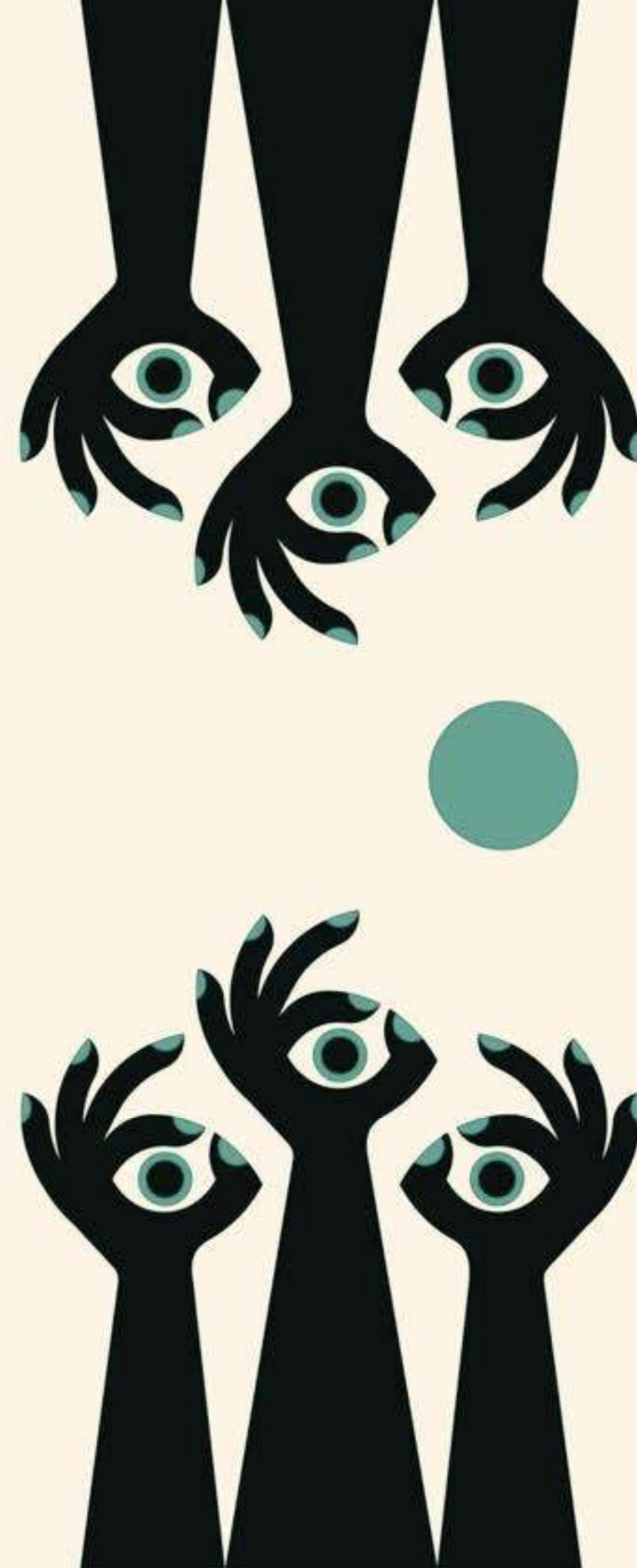
INTRODUCTION

Overdose



1.1 RESEARCH INSIGHT REFLECTION

The previous report provided an overview of several important findings that highlights the necessity of developing sustainable recommerce platform. It was emphasised that prioritising small but effective changes was necessary to encourage circularity in the fashion industry and society at large. It was also suggested second-hand retail has existed in Hong Kong for a decade, but its potential to sustain the circular economy has not yet been fully realized. Due to the shift in consumer priorities towards sustainable living, the trend towards thrift culture and re-commerce is booming, acceptance and willingness to participate in the second-hand market is increasing, especially among young women, as financial constraints and the search for treasures are the main motive for investments in second-hand retail. However, issues with accessibility to second-hand goods and hygiene pose serious obstacles to growth, making it difficult to reach a larger consumer base and encourage sustainable living. The research also found that circular practices among businesses and consumers are a new concept and are still in their early stages, but the future of second-hand marketing is full of exciting possibilities. With increasing online presence, the rise of sustainable consumption and collaboration between brands and resellers, the second-hand market is expected to become even more accessible, sustainable and innovative as consumers gravitate towards conscious consumption.



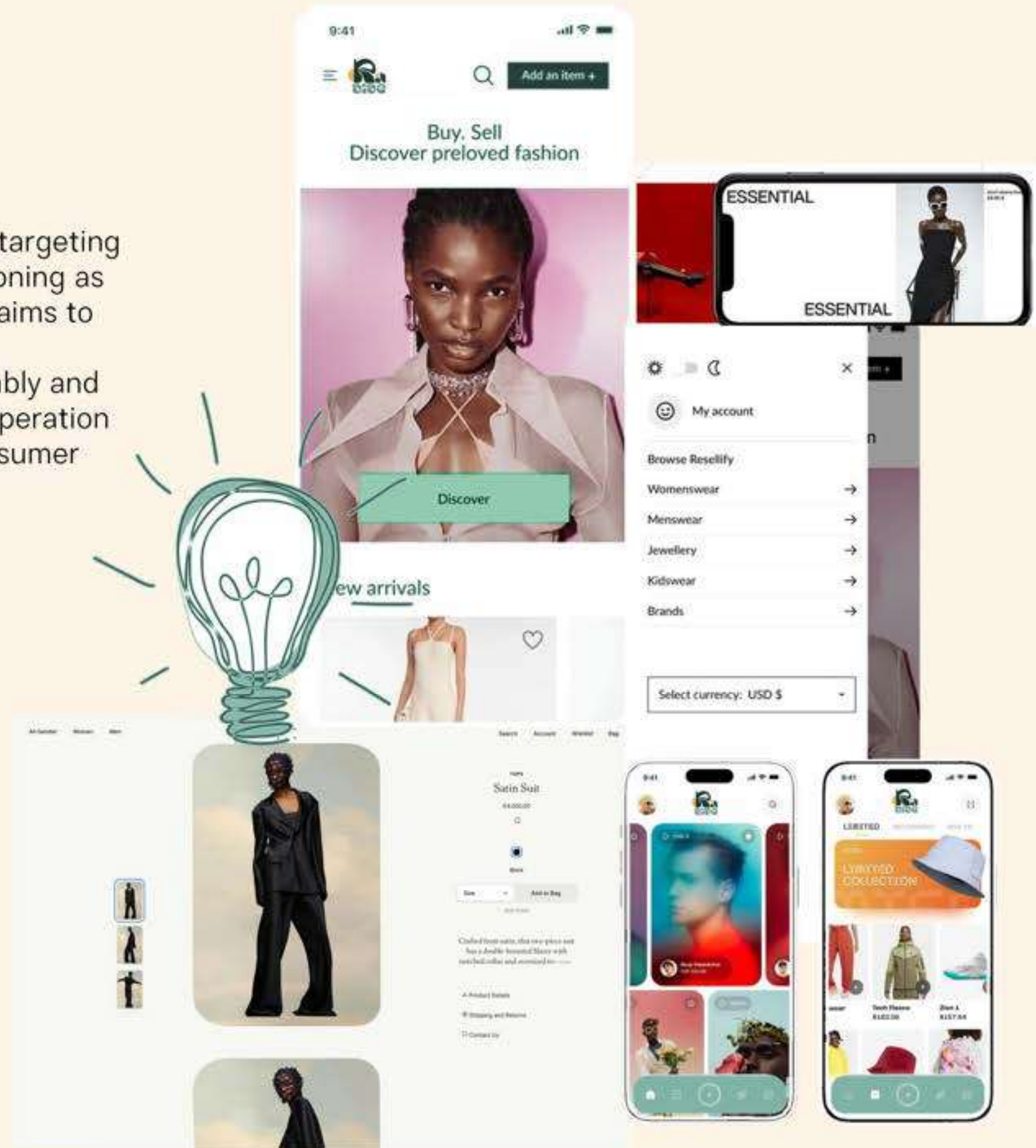
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THE BIG IDEA



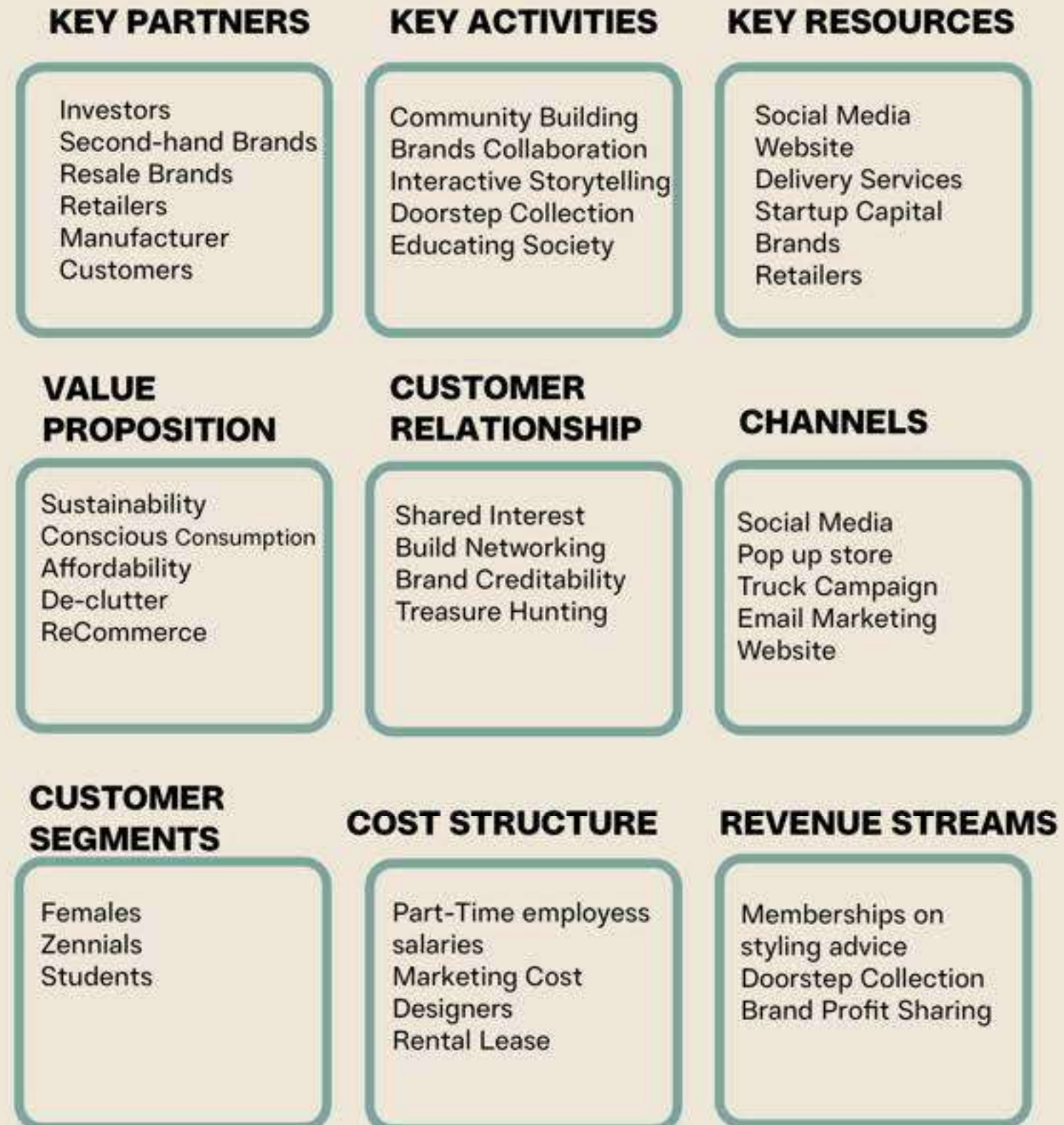
2.1 Business Overview

Revive is an innovative wholesale resale platform, targeting aged 25–40-year-old female professionals. Functioning as an alternative recommerce wholesale, the brand aims to provide a community-powered channel and brand collaboration that encourage to purchase sustainably and educate society on green consumerism. The B2B operation offers memberships and tailored to a range of consumer needs for styling advice.



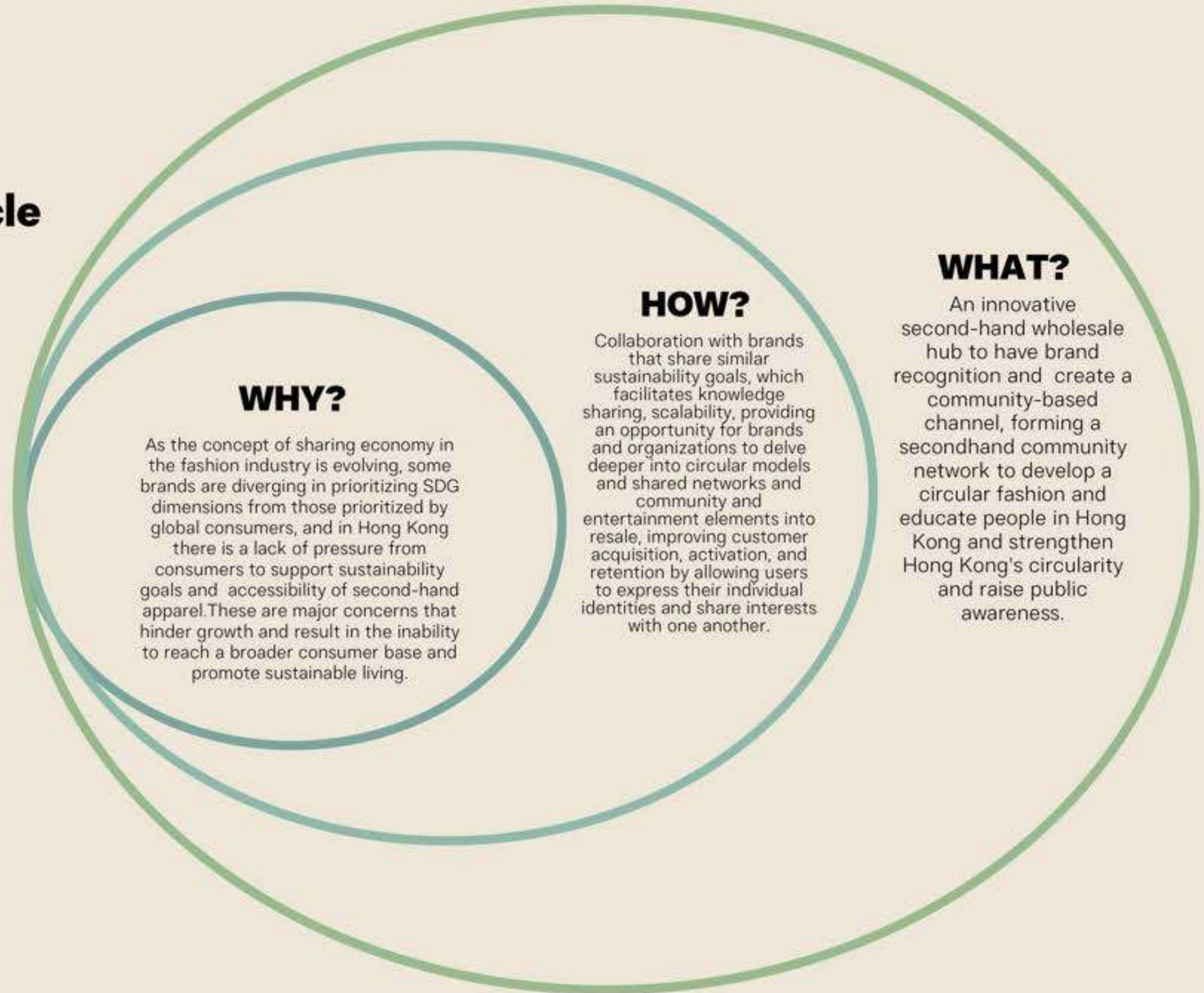
2. Business Model Canvas

The Business Model Canvas has made it easier to understand how Revive works and outline a company's goals and objectives. The model describes a strategic management tool that visualizes and evaluates business ideas or concepts. To ensure stability of the business, the top three streams are community-centered, sustainable-conscious consumer and resale brands to educate and provide platform to build networking.



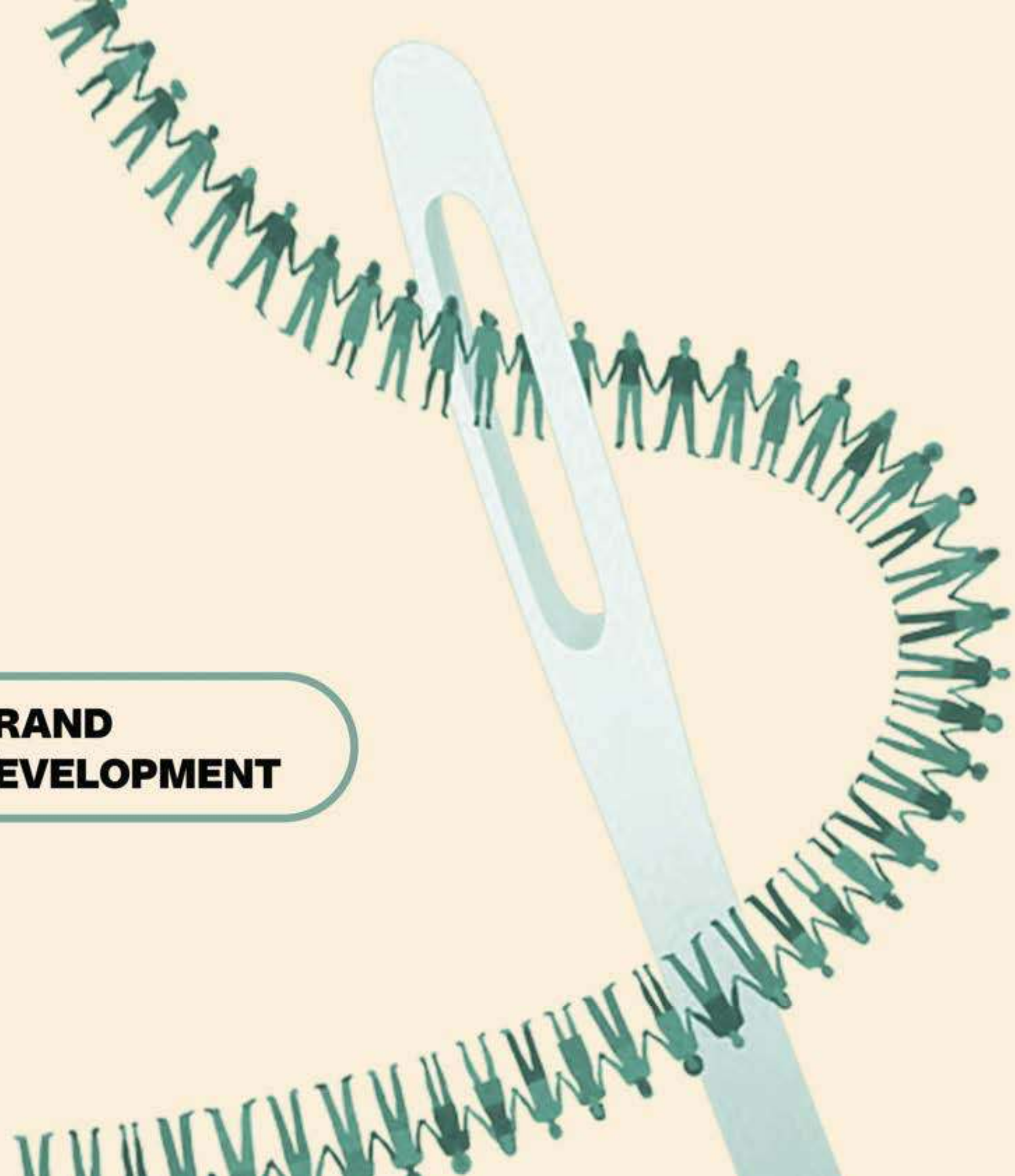
2.3 The Golden Circle

The Golden Circle framework is used to explore the company's fundamental principles and resonate with brand vision and mission statement by asking "why" the business exists, "how" it solves a problem, and "what" is offered to solve the issue.



3.

**BRAND
DEVELOPMENT**



3.1 BRAND STORY

REVIVE is a sustainable wholesale recommerce apparel company that brings resale as a service to fashion brands and multi brand retailers in which fashion retailers can empower their own customers to resell or recycle their past purchases in a doorstep collection delivery or directly on their ecommerce platform. A young women who witnessed, with disappointment, the unrealistic representations and mixed messages surrounding second-hand retail and lack of fashion circular development within society .REVIVE was born from a desire to provide long-lasting value of extending the lifecycle of existing products via collaboration and community channel to engage both consumer and providing invaluable opportunity brands to reconnect with consumers and adopt circular model to enrich brand value as well as encouraging green consumerism.



Trust, Transparency & Tranquility
is what we offer!



3.2 BRAND DNA & IDENTITY

MISSION

To establish new business model to extend product life cycle and connect fashion by setting the trend of collaborations between brands to achieve and strengthen circularity and sustainable world by these collective efforts.

VISION

To encourage circular economy and encourage consumer to purchase sustainably.

PROMISE

Acquire pre-worn products more accessible as well as educating consumers on the fact they can find high-quality products that come from trusted sources.

ESSENCE

Revive + Reform + Resellify = CIRCULARITY

USP

Recommerce platform that aids females to discover a unique fashion piece without the compromise of price as well as build network.

BRAND VOICE



COMMUNITY :

Peer-to-peer connections for incorporating community and entertainment elements into resale, improving customer acquisition, activation, and retention by allowing users to express their individual identities and share interests with one another.

MARKET EMPOWERMENT:

Empowering brands for collaboration that share similar sustainability goals, which facilitates knowledge sharing, scalability, providing an opportunity for brands and organizations to delve deeper into circular models and shared networks, particularly within their local community and industry networks. REVIVE helps brand to instill positive messages and empower their customers through reviews, ratings, and testimonials.

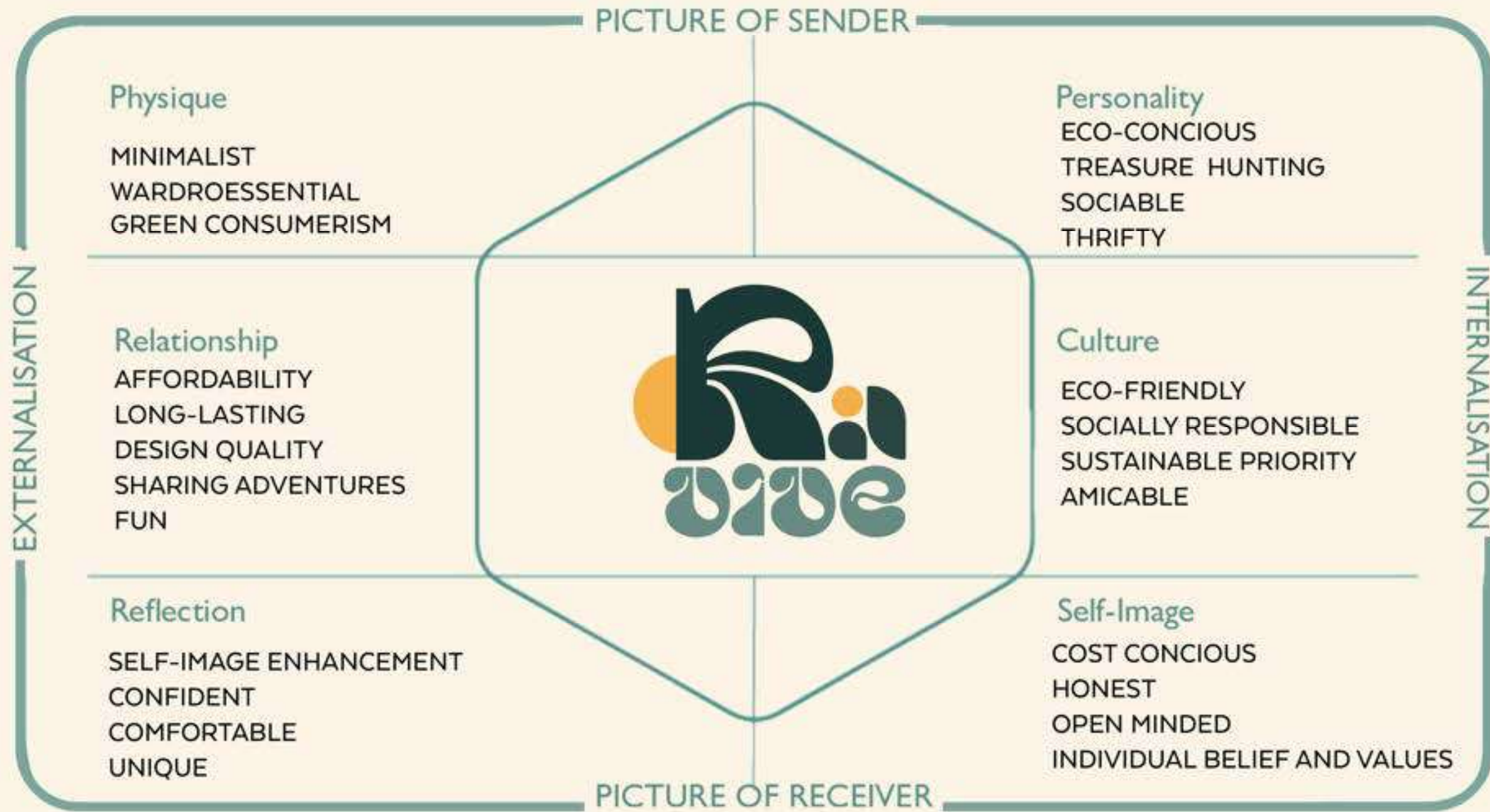
EDUCATION:

We as a brand have a responsibility to consumers that goes beyond sales and should strive to educate them on how to extend the life of their clothing. The Changing of consumer attitudes toward clothing care will help reduce the long-term environmental impact of companies in to mitigate the future by educating consumer proper garment care and repair bring a positive change to circular fashion. This type of product preservation services, inform customers on sustainable living is a key strategy for continuing the conversion of circular future in Hong Kong. Therefore, brands should try to encourage shoppers to repair and recondition items to sell on, and rent or borrow rather than buy.

CIRCULAR FUTURE:

The circular economy can make an important contribution to sustainable business management and new leasing-based business models that uphold clean closed loop cycles are proliferating due to circularity. REVIVE tends to be the first to initiate the movement of collaboration to address global climate responsibilities together.

BRAND PRISM



3.3 BRAND GUIDELINES



REVIVE

Brand name

Thick letters to represent the brand values Bold & Unique



Final Logo

Dot to form connection between consumers and brands



represent sustainability and nature to match brand aesthetic and create playful tactics of brand



Alternative Logo

SIZE & PLACEMENT



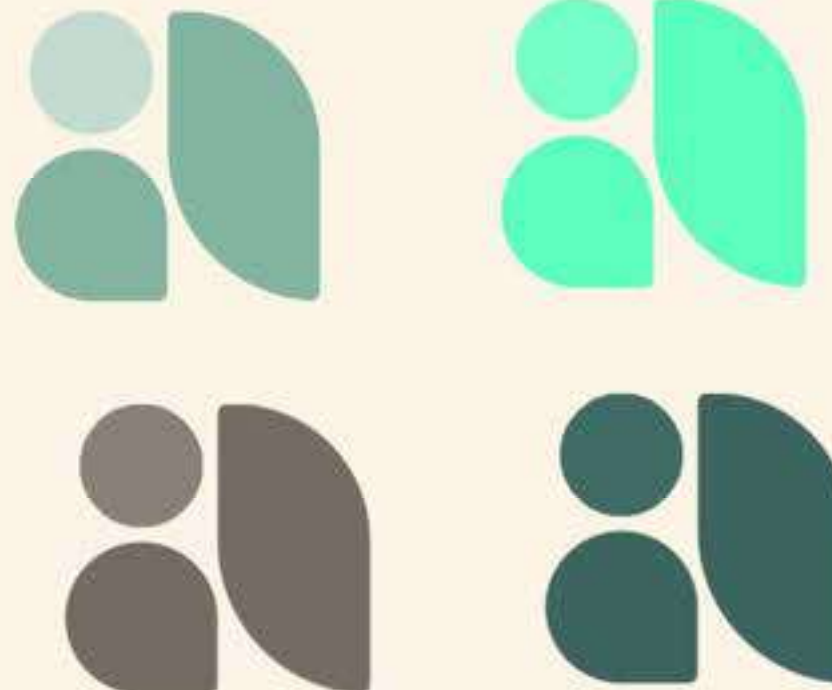
There should always be a minimum distance to the green circle as these areas designated as off-limit which should remain clear, as the logo requires space and ought to be utilized consistently.

Font



Arrogant fonts reflect brand persona of being bold yet playful to convey the message of sustainability and simplicity of design.

Colour



The colour palette is warm with earthy tones.

4

**MARKET
ANALYSIS**



4.1 COMPETITOR ANALYSIS

DIRECT COMPETITOR

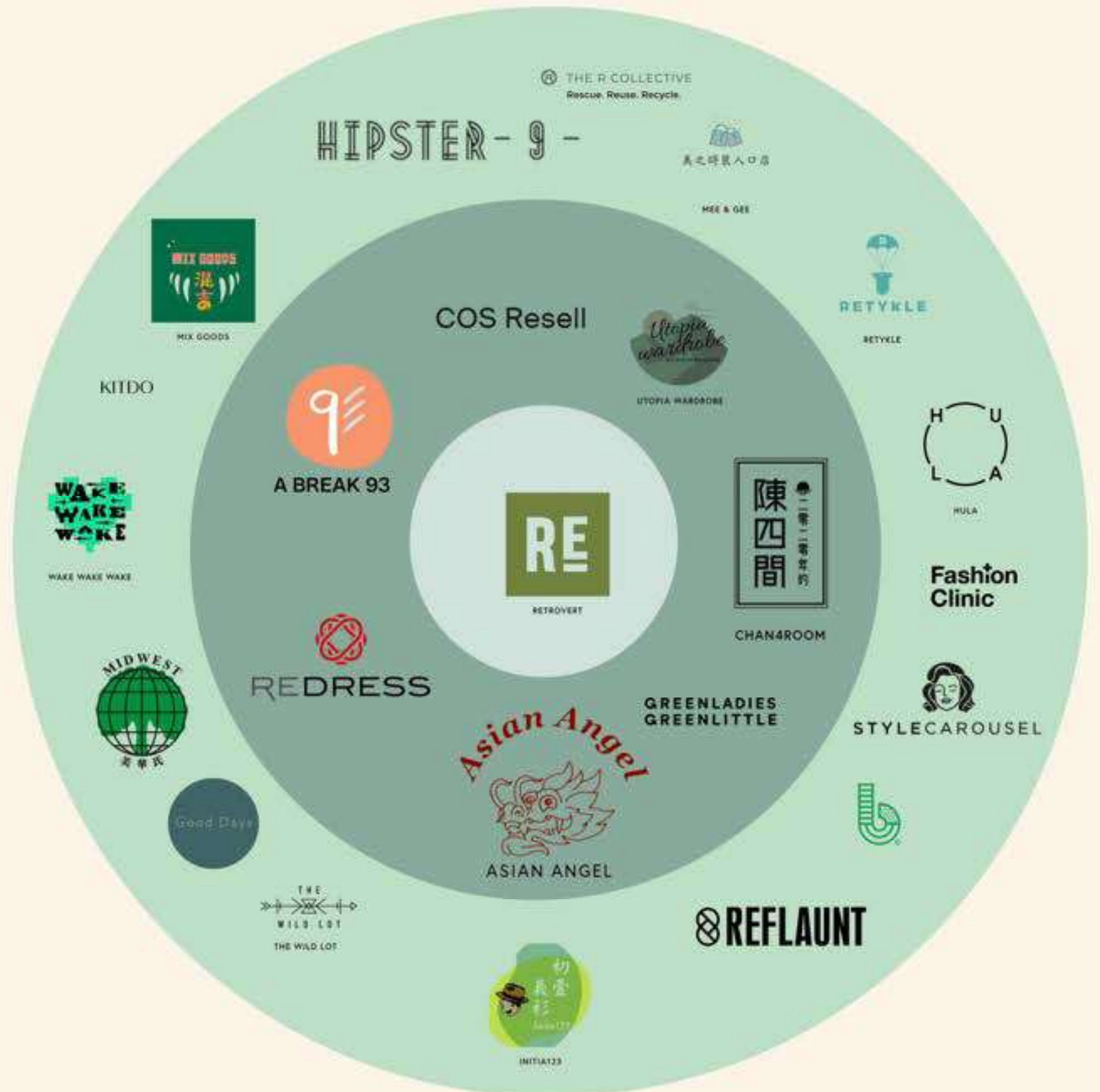
Offering the same products and service with the same operations

PARTIAL COMPETITOR

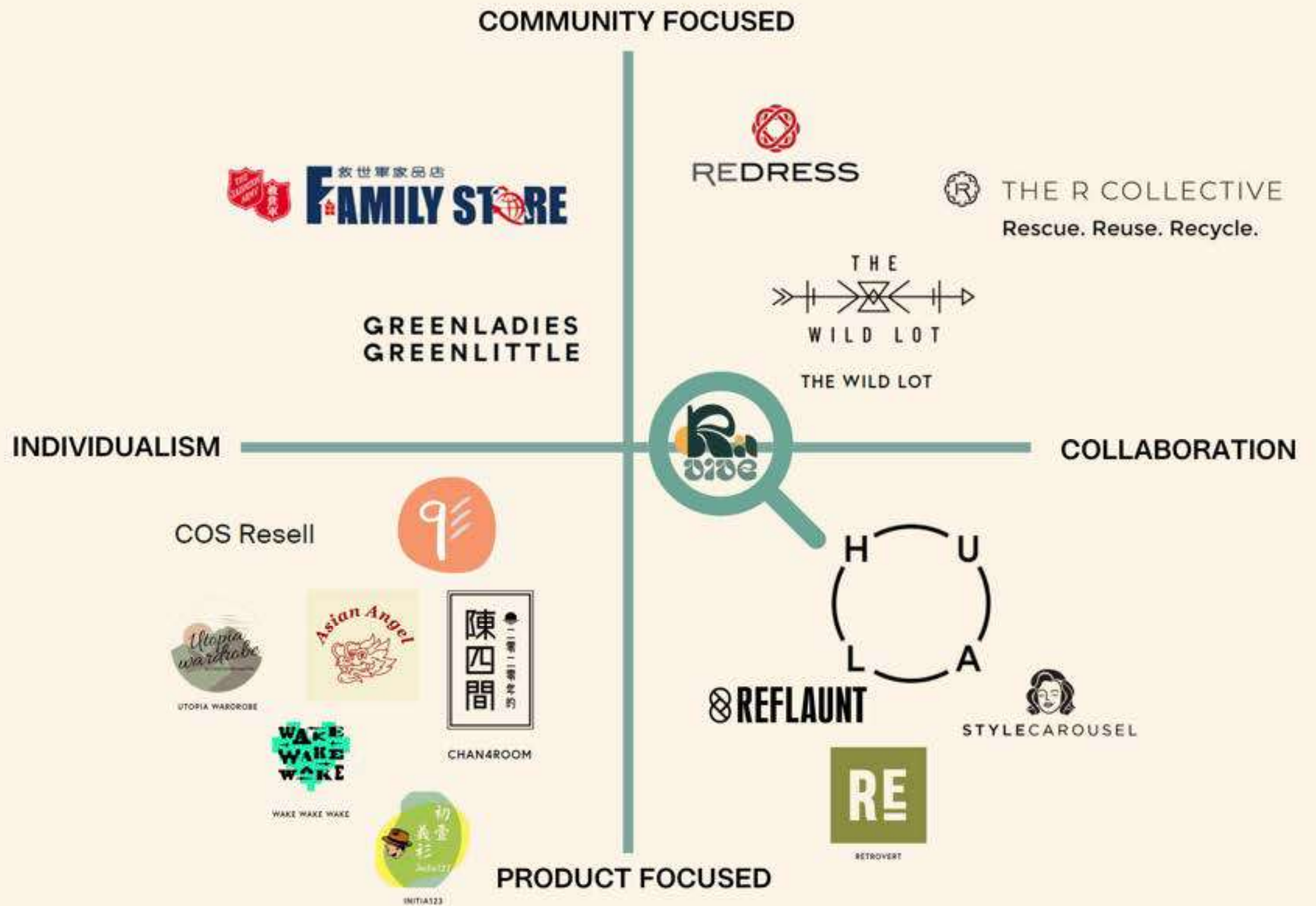
Similar Product & Consumer Segmentation

INDIRECT COMPETITOR

Similar Business Model but different services and product



4.2 MARKETING POSITIONING



4.3 COMPETITIVE ADVANTAGE

REVIVE DIFFERENTIATION :

PRICING

1

The competitive prices offered on the platform ensure that resellers receive high-quality garments at affordable prices, thereby maximizing profit margins and ensure price transparency measures are in place, illustrating the quality and value of items to sustain loyalty.

NETWORK

2

Provide opportunities for experimentation and innovation by collaborating with brands , creating a concept of second-hand community within fashion industry.

SOCIAL

3

By creating channels of communication between users like social media-style scrolling feeds, enables users to interact, engage, and discover emerging aesthetics, advocating sustainable lifestyles by injecting creativity and a sense of togetherness into resale sustainability initiatives that raise awareness and can be shared.

5.

USERS



5.1 CONSUMER SEGMENTATION

GEOGRAPHIC

Revive primary consumer targets the older Gen-Z and the younger Millennial, defined as the 'Zennial', particularly young female. It is expected that casting a wider consumer net can tap into the emerging peer-to-peer (P2P) recommerce model by engaging, entertaining and aligning with new consumer priorities around values by embracing young consumers with less purchasing power as well forming a second-hand network within fashion industry as consumer sentiment is shifting as people want to dress not only fashionably, but also in an ethical and sustainable way.

PSYCHOGRAPHIC

Education and communication are a good start, but fashion brands must also address design issues in order to credibly embrace circularity. Hence, creating a space for peer-to-peer connection and brand collaboration has become mission-critical as these interactions, combined with the growth of recommerce, are pushing the global sharing economy to new heights. Taking these measures into account, Revive can bring an element that consumers will be more intrigued to participate in the resale and sustainable activities.

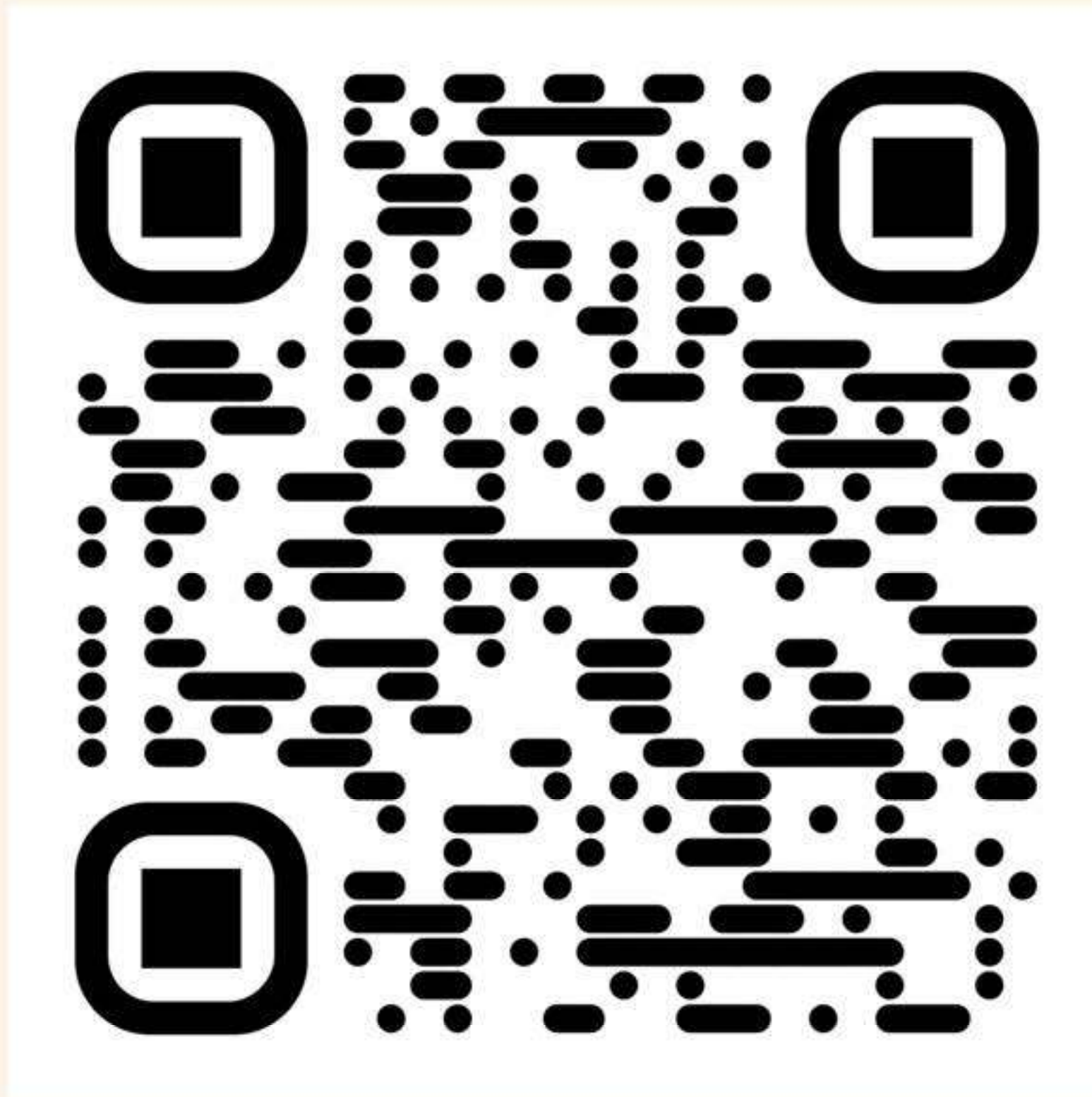
DEMOGRAPHIC

Revive will target females aged 25-40, those who are sustain-conscious as female consumers purchase more secondhand or thrifted fashion items per month than their male counterparts. These young shoppers are driven by the idea of having individual style. Thus, Revive targets those looking for individualism and express their style at an affordable price.

BEHAVIOURAL

Revive consumers are those individuals who are inclined to invest money on used apparel and are optimistic to participate in this environmental initiative and it is for those consumers who crave social connectedness and as well have interest in treasure hunting or thrifting.

5.2 CONSUMER JOURNEY VIDEO



https://drive.google.com/file/d/1Ret-vSm-MmPDVQYYhWbZvXYyAg_RHnRU/view?usp=drive_link

5.3 CONSUMER PROFILE



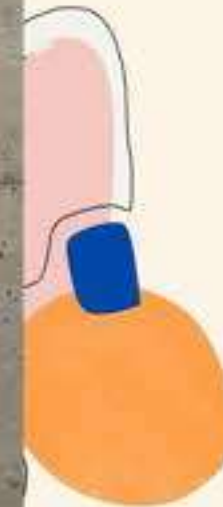
NAME : DIANNE GUPTA

AGE : 26

OCCUPATION: Designer & Digital Creator

LEISURE: Thrifting , Styling , Travelling , Shopping

Style Icon: Colourful & Sustainable style



6.

**MARKETING
STRATEGY**



6.1 MARKETING COMMUNICATION

INFLUENCER MARKETING

Influencer Marketing will be utilised for collaboration between Revive and content creator to promote the brand itself on social media. A goodie bag will be given to these influencer , with a flyer that provides relevant information, creating an opportunity to build network and educate users .The brand want to focus on content creators from the start, expand on their word-of-mouth through influencer marketing.



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503 posts 855 followers 1,697 following

Dianne G. PH

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Designer

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51 posts 494 followers 665 following

Jibreel جبريل

[@jibreel_mohideen](#)

Digital creator

[The devil wears prada and that's why I thrift](#)

Photoshoots | Content Creation | Fashion | Aesthetics

My twin: [@yusuf_mohideen](#)

MSc Neuroscience [HK](#)



imanorbyah [Follow](#) [...](#)

5,120 posts 8,802 followers 1,812 following

Norbyah | Sustainably Fashionable [she/her](#)

[@imanorbyah](#)

Trying to buy less and rewear more. All thrifted, vintage, preloved & swapped. [#trendsinyourcloset](#)

[linktr.ee/imanorbyah](#) + 1

COLLABORATION

To ensure that Revives retains its brand awareness, it will launch a collaboration between resale brands twice a year to expand customer base and offer educational service for consumer on circularity. Collaboration with brands that share similar sustainability goals, which facilitates knowledge sharing, scalability, providing an opportunity for brands and organizations to delve deeper into circular models and shared networks, particularly within their local community and industry networks. The strategy has the potential to increase brand loyalty and activate meaningful circular strategies for brands.



DIGITAL BRAND BOOK

To maintain Revives recommerce branding, hosting a digital brand book every four months as it has the ability to accommodate multiple brands with one single platform offering agile solutions that grow with brand online. It helps brand presentation builds trust and loyalty among customers, contributing to the overall equity of the brand. A strong brand style guide helps protect and enhance this equity over time. Revive as brand could effectively communicate with both consumer and brands and collaborator, it also an element to gain creditability.



7

FUTURE GROWTH

FINDING A WAY TO THE
FUTURE



7.1 Ansoff Matrix

To identify opportunities to grow revenue for a business through developing new products and services and used to evaluate the opportunities to increase their sales through showing alternative combinations for new markets. Through market development and service development to determine potential market growth in Hong Kong market, a new concept of sustainable wholesale brand consisting the community channel which educates consumer and connect with each other to gain more attention in the same market and stimulate a circular economy in Hong Kong.

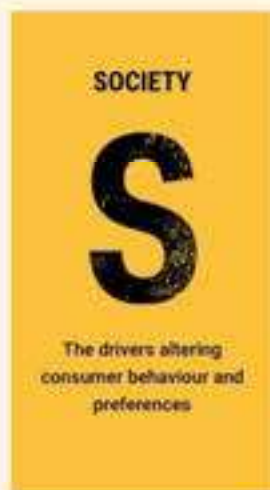
	Existing	New
Existing	<p>1 Marketing Penetration</p> <p>Lacks market strategy to promote resale market. Effective marketing promotion such as influencer collaboration generate sales through the social networks and provide an alternative channel for getting and selling the second-hand clothing. An effective way for the mass market second-hand fashion retailers to promote their products and business operations and consumer habit.</p>	<p>2 Diversification</p> <p>The adoption of circular approach via community channel in order determine the business operation model and connect with consumers in Hong Kong.</p>
Fashion Markets	<p>3 Market Development</p> <p>The concept of sustainable wholesale channel with community channel and brands collaboration to introduce new entertainment form of purchasing second-hand. The second-hand needs to be expand into new market to raise awareness of circular economy and offer discounts to attract new consumers.</p>	<p>4 Service Development</p> <p>The sustainable secondhand platform expanded its market share in the social media space, it needs started experimenting with new features of community channel to gain more attention in the same market, in such to grow rapidly.</p>
New		

Ansoff Matrix

7.2 STEPIC METHODOLOGY

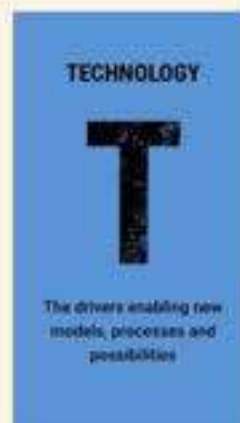
The stepic methodology is to predict future trends for the brand development.

Connect to sustainable living



As consumers embrace resales at large scale, retailers are figuring out new strategies to keep up with this quickly expanding market. With resale bringing an element of fun and authenticity to shopping like treasure-hunting in thrift stores for Gen-z which can be considered as a gamified retail experience, hunting on and offline for the unique product. This offer authenticity to a hyper-consumer generation, who have grown up with endless choices and thrifting fuses personal style and professional identity for a fresh and playful spin on dressing.

Strengthen Recommerce connections

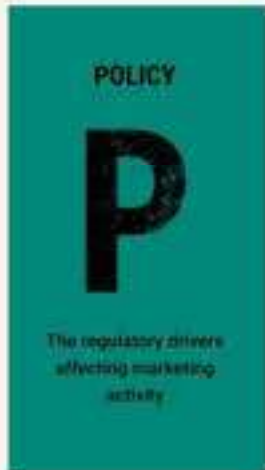


Digital platforms are revolutionizing the re-commerce industry, facilitating community connections through common interests and accelerating transactions in the resale market. Resale operators are seeking omnichannel approach which seamlessly integrate the online and offline customer experience, connecting consumers through interest groups and fostering a deeper connection and creating sense of community, this will increase resale profitability and brands needs to align with concepts of social responsibility and sustainability by collaborating and experimenting with creative upcycling and circular initiatives.

Circular Economy Vision

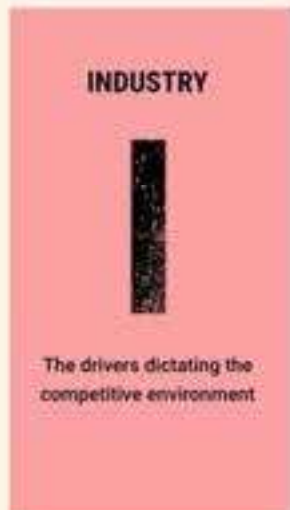


The circular economy is vital contribution to sustainable business management and new leasing-based business models that uphold clean closed loop cycles are proliferating due to circularity. All systems and processes will probably need to change in order to make the shift to a circular economic model and scale it into a profitable endeavor, leading to strategies being implemented outside of regular business operations for many businesses.



Trust & authenticity

Resale business should step up authentication procedures and double down on authentication measures to track unauthorized sellers and scrape product listings. Resale platforms can provide digital product IDs via a readable QR code that include size, color, material, enabling authentic credentials link to prompt on-the-spot diagnosis and real-time authentication.



Circular futures

Brands have a responsibility to consumers that goes beyond sales and should strive to educate them on how to extend the life of their clothing and proper garment care and repair bring a positive change to circular fashion. This type of product preservation services, inform customers on sustainable living is a key strategy for continuing the conversion of circular future in Hong Kong.



Foster Community Space

To increase traffic and provide customers with a more meaningful and sustainable shopping experience, a key tactic is to form promotional alliances with resale marketplaces and partner with new platforms that offer incentives to consumers. This generate new data of tracking consumer behavior and capability to track the lifespan of a product on the secondary market, it can make more informed decisions when creating new collections.

8.1 CONCLUSION

The in-depth report offered a fresh business approach to have new market entry into Hong Kong that is innovative, captivating, and commercially feasible. In spite of the fact that it won't ultimately solve the issue at hand, the brand's strong mission and vision to be a simple, sustainable alternative, effectively brings an impactful change which should be achievable. Revive offers room for expansion in the future and has the potential to educate consumers about circular fashion and second-hand retail by combining a mix of community markets and recommerce, establishing itself as a leader in the undeveloped resale market.



9. THE OFFICIAL WEBSITE



<https://revivehk.wixsite.com/mysite>