



JACQUEMUS & CHÂTEAU DE VERSAILLES

Final project - Option 2
Imagine a new “arts and luxury alliance”

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1. Choose a Luxury Brand: Jacquemus

a. Brand history and characteristics

Simon Porte Jacquemus is a French designer born in 1990 in Salon de Provence, France. He created Jacquemus, its young fashion brand, at 19 years old in 2009. Its main motivation was to honor his late mother who passed away a year earlier.

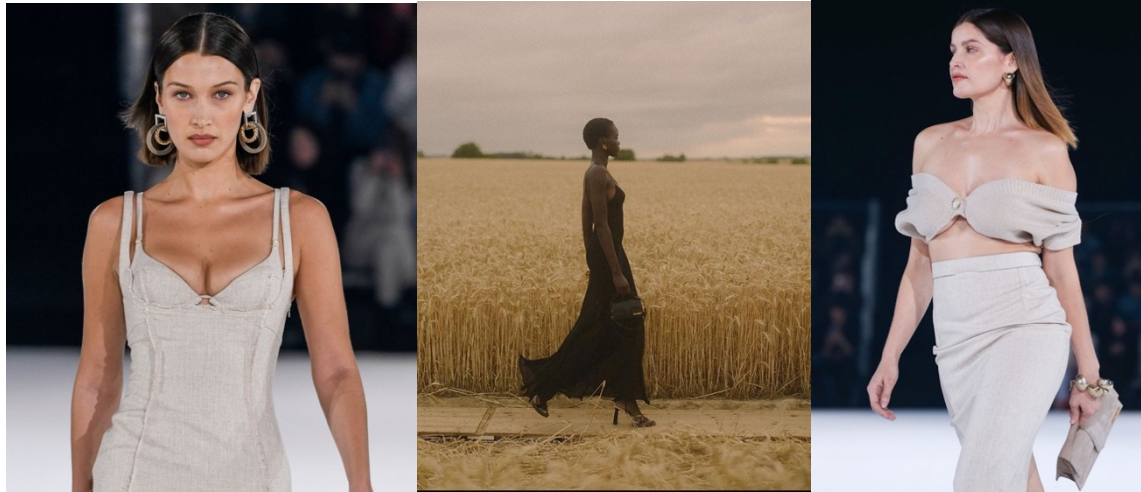


Jacquemus.com

The first fashion show of the brand took place in 2012 during Paris Fashion Week for the Spring Summer 2013 collection “La Maison”. In 2015, Simon Porte Jacquemus won the LVMH special prize for young fashion designers. Two years later, he was nominated as a jury member for Vogue’s Forces of Fashion, a worldwide luxury summit which gathers the top designers, editors, and models of the sector.

Besides fashion, Jacquemus also developed and collaborated through other forms of creations: book (“Marseille je t’aime” in 2017, film (“La Bomba” in 2018 with Gordon Von Steiner), café (“Café Citron” in 2019 with Caviar Kaspia), restaurant (“Oursin” in 2019 with Caviar Kaspia).

In late 2019, Jacquemus celebrated its 10 years and was nominated for the British Fashion Award as the Brand of the year. The last Fashion shows of the brand in 2020 appeared to be huge events in the industry with the most influential models such as Laetitia Casta, Adut Akech or Bella Hadid.



Pinterest.com

The brand can be characterized as a luxury brand for many of its features which fit perfectly with the sector codes:

- High quality and local craftsmanship
- Timeless products (last for decades)
- Pleasure, aestheticism, and emotions
- Premium price (higher than “premium brands”)
- Connected to its origin (Simon Porte Jacquemus, Provence, etc.)
- Social marker and influence

The brand is greatly inspired by the countryside of South France, Minimalism movement and Nature. The inner cores of the brand, its essence, cover: naive youth, patriotism, unafraid energy, authentic storytelling, and family. The outer codes of Jacquemus are: warm colors, minimalism design, logo “Jacquemus”, dresses and shirts, large sizes.



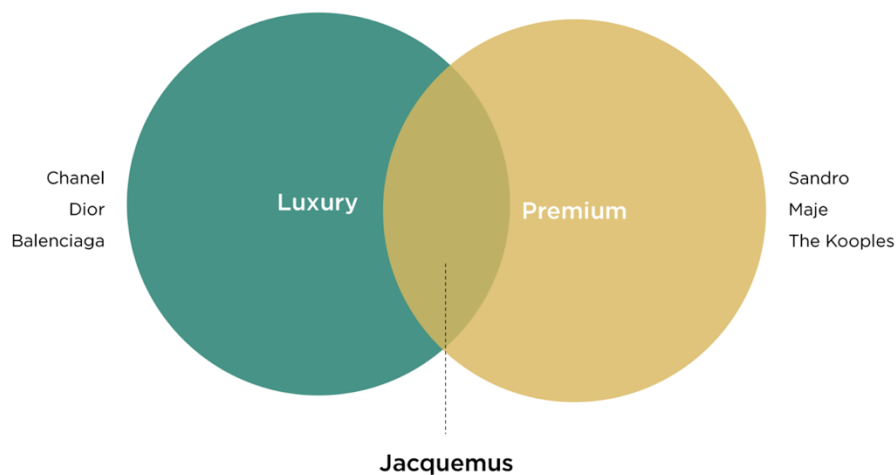
Pinterest.com

b. Brand positioning

- **Prices:** Jacquemus has lower prices and is more affordable than its main competitors (Celine, Dior, Saint Laurent, etc.). However, its price positioning is still higher than premium fashion brands such as Sandro or Maje. This position could be confusing for the public who try to figure out how to range Jacquemus compared to competitors.

Jacquemus price positioning

Retviews, Womenswear 2020



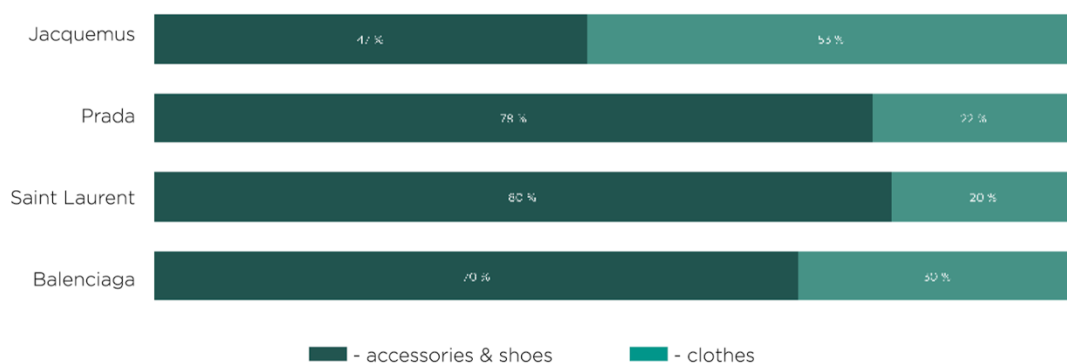
RETVIEWS
a LECTRA company

Retviews.com

- **Products:** Jacquemus product assortment covers more clothing than other luxury fashion brands which propose more accessories and shoes. The brand is still young and has proceeded to create aestheticism clothing in the past few years. In the next few years, the product assortment should be strong enough to offer more accessories creations.

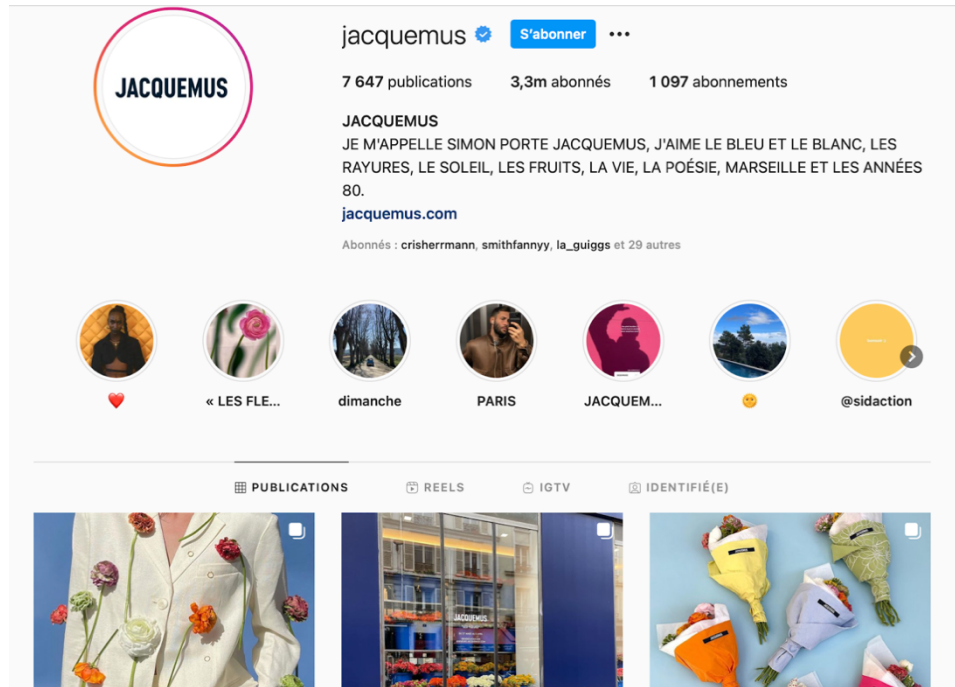
Assortment mix

Retviews, Womenswear 2020



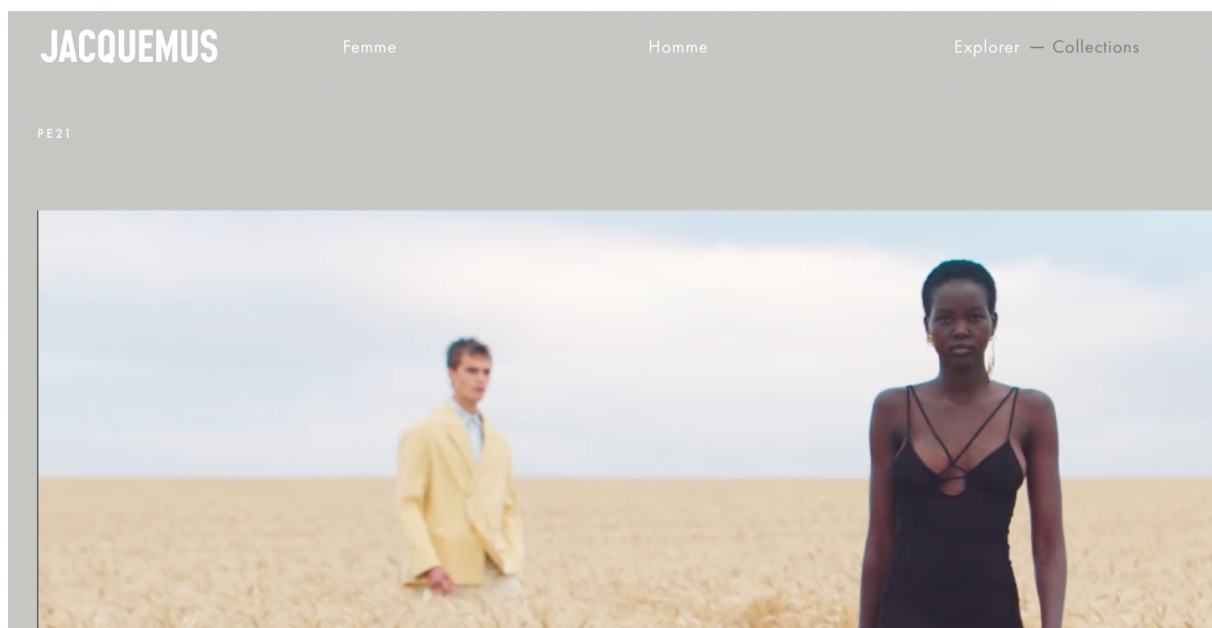
Retviews.com

- **Promotion:** Jacquemus embraces the digital era to reach its high-income young clientele who value uniqueness and playful fashion. The brand uses strong storytelling and aestheticism through social media to strengthen its image. Jacquemus and its designer has a strong capability of engaging the community and getting the attention of the public with communication transparency.



Instagram.com/jacquemus

- **Place:** Jacquemus uses its website to display and sell its collections. The brand also collaborates with the most famous physical and/or online wholesalers such as NET-A-PORTER or Le Bon Marché. Jacquemus doesn't have any physical boutiques. In terms of production, the brand tends to be local in its operations as often as possible.



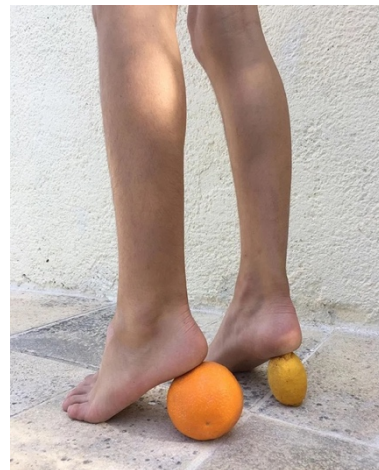
Jacquemus.com

c. Marketing strategy

- **Emotional value**: using storytelling through social media content and fashion show background to generate emotions.
- **Customer engagement**: full communication transparency by showing the collections, fashion shows and collaborations inside.
- **Digital luxury**: design innovative digital solutions, like live streams of collections, to fit the needs of younger generations.
- **Uniqueness and exclusivity**: maintain the uniqueness of the products with no promotion on the website and few selected physical events.
- **Creations and collaborations**: build the brand value through the image of Jacquemus stories and products. Collaborate with influential models and figures to get the attention of the public.



Financial Times: "Fashion finds new way to connect", 2020



Financial Times: "Fashion finds new way to connect", 2020

2. Choose an Art Brand: Jardins du château de Versailles

a. History of the location and characteristics

Created in 1661, the gardens of Versailles were designed by André Le Nôtre on the request of Louis XIV.

André Le Nôtre collaborated with Jean-Baptiste Colbert, *minister*, who managed the project, Charles Le Brun, *painter*, who provided the drawings for a large number of the statues and fountains and Jules Hardouin-Mansart, *architect*, who built the Orangery and simplified the outlines of the Park, in particular by modifying or opening up some of the groves.

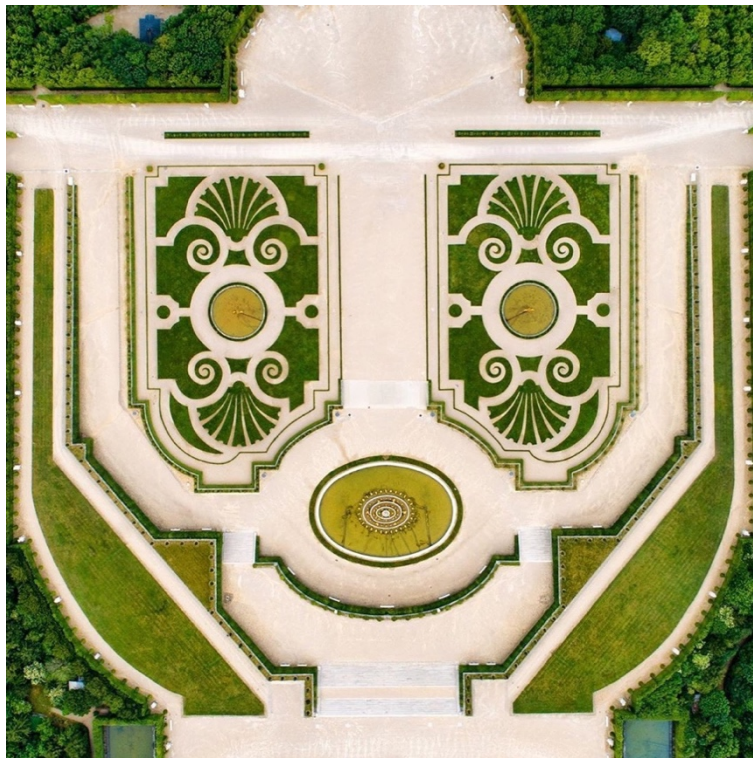
The gardens represent 800 hectares, the aim of Louis XIV was to make the Castle and area real scientific laboratories to preserve biodiversity.



Created in 1663, the Orangery was built by Louis Le Vau, it is composed of a large variety of orange trees, lemon trees, oleander, palm and pomegranate trees were imported from Italy, Spain and Portugal some of them were more than 200 years old.



Created in 1688, the iconographic program of the Parterre du Nord was designed by Charles Le Brun, this evokes the myth of Apollo and his nurturing and influential journey around the globe.



Created in 1666, the Parterre de Latone was designed by André Le Nôtre on the request of Louis XIV, the Latone Basin centrally located in the middle of the lawn is an historical part of the gardens.

b. Location positioning

- **Prices:** The gardens of Versailles are an upmarket location with prices unavailable for the public, this can only be made by a specific demand to the sub-brand “Private” of the event communication agency “Havas Event”.



- **Products:** the selling of the Jacquemus products during this campaign will be out of the ordinary to create a specific effect on clients. Effectively, the models will take place on a pedestal to stand as statues with Jacquemus clothes.



- **Place:** The « château de Versailles » is located in Place d'Armes, 78000 Versailles.



c. Marketing strategy

- **Creation:** setting up a fashion show in a prestigious and authentic environment which would provide high value for clients and improve the heritage of the brand.
- **Art infusion:** influence the customers with the presence of topiary art which impact his perceptions and evaluations of the Jacquemus products.
- **Assumption:** topiary art brings luxury aesthetic endorsement to the Jacquemus product, which is a non-commercial connotation that legitimates high prices.
- **Sophistication:** addition of fineness to the Jacquemus products with a presentation based on culinary art provided by Alain Ducasse to present the components of the march.
- **Simplicity:** outdoor environment in harmony with nature and biodiversity, which brings a natural and fresh touch to the march.

3. Their collaboration and benefits

a. Scenario 1

1) Introduction :

In this first scenario, the most important thing about this alliance is to respect the marketing position and the image brand of Jacquemus and also respect the image of Versailles, more exactly gardens of château de Versailles which has a strong historical background and represent a luxurious monument for the French culture.

In this first scenario we will present this collaboration “without covid” meaning that all the spectators will be able to come and visit while respecting the shielding measures. Moreover, we will also include a virtual visit.

2) Context:

The collaboration between Jacquemus and gardens of château de Versailles will take place during the spring / summer fashion week 2021-2022. Making this alliance during the fashion week will help both of the collaborators because many people will be here for the fashion week then there is more chance this collaboration will be seen by many important people in the field of Luxury.

An afternoon / evening event is planned which will include the new Jacquemus collection and has a main piece a dress in collaboration with Versailles. This dress will represent the spirit Jacquemus and Versailles.

3) Alliance: Jacquemus & Jardins de Versailles

This alliance brings us the need to explain different luxury concepts. We aim here in an articulation of the brand, meaning that we are trying to transform Jacquemus into an example of art.

Indeed, we know that art brings a value to luxury, an aesthetic endorsement, non-commercial connotations, and a paradoxical legitimization of its high prices. With this collaboration we want to send a signal that this brand is not for conspicuous consumers but considers their value of works and promotes their image which is close to nature thanks to the collaboration inside of gardens of château de Versailles.

Moreover, this event will have a direct impact on the public's perspective since the gardens of château de Versailles represents a heritage of the French culture and also has a strong historical side, finally it represents a kind of excellence and a really luxurious monument by itself. On the Jacquemus side, the brand tries to implement this idea of a natural and provincial brand. Also, we want to give a real story to the brand and associate it with the positive connotations of Versailles. Our goal will be available by collaborating with Versailles and which is called the Art infusion. Then during this collaboration Jacquemus will benefit from the image that Versailles has, and Versailles will get a new interest from the consumers of Luxury brands. They will be international people and some more young people that are interested in Luxury but maybe not in art.

Finally, the Dress should be not only a luxury dress but an authentic artwork that will be promoted during this event. Also, the dress will be displayed near the main point of our event

which is the Parterre de Latone. Finally, it will be an auction sell's type. We want the dress to be a piece of art, and we think that selling it this way is the best signal that we can send to the visitors that will be present there during this event.

4) Details:

For this collaboration, we would like to create a new consumer experience, by reversing roles. It is the spectators who will move and not the models.

The models will be distributed in the first 3 gardens of the castle (Parterre de l'orangerie/ Parterre du Nord/ Parterre de Latone), as during an exhibition. Visitors can follow a route starting at the foot of the castle and ending at the Parterre de Latone. The mannequins and accessories will blend into the decor as if they had always been there. In order to give an even more artistic aspect, each creation will have its explanatory plaque, like a work of art in a museum.



The gardens of Versailles - animated plan

To conclude the visit, the "master" dress created in collaboration with château de Versailles will be at the Parterre de Latone, as well as a buffet of small ovens representing French gastronomy (foie gras, oysters, etc.), a fountain of champagne, and an organic wine and syrup bar.

To create an atypical atmosphere, an orchestra will also be installed at the Parterre de Latone. It will play revisited classical music that will be broadcast via speakers throughout the visit.



Orchestre national des Pays de la Loire à La Folle Journée de Nantes.

For the spectators to really feel like part of Versailles, the waiters and all the employees will be dressed in period clothes and will wear rose perfume.



First valet costume by Made in France

Unfortunately, the health situation is still worrisome, we thought of spectators who could not or would not want to travel. Therefore, in addition to the photos and videos that will be made during this event, an after movie will be made to create content for social networks and the website but also for spectators who would have liked to attend but could not. Of course, we want our event to be “covid-friendly” which is why all the necessary barriers will be put in place.

The servicescape is an important point in the consumer’s purchasing process. Indeed, by appealing to all the senses of consumers, a luxury brand stands out from its competitors, branding the minds and increasing its sales. Therefore, for this event, we want the experience

of the spectators to be as complete as possible, by going through a total immersion in the gardens of château de Versailles as well as within Jacquemus.

5) Conclusion

To conclude, this association should be a true art collaboration. Indeed, our event aims to create a new experience for consumers by inviting them to discover the new collection of Jacquemus in a new way. They will take part in a visit to the gardens of Versailles as they have never seen them before.

This alliance between Jacquemus and gardens of château de Versailles will be beneficial for both collaborators. As we said above, a collaboration between this brand and this symbol of French culture will allow Jacquemus to develop its reputation, establish its legitimacy as a luxury brand and no longer premium, and pave the way for further collaborations in the future. This event could be the beginning of a new story for Jacquemus. Indeed, it would make the brand more authentic and create a certain heritage.

This alliance will also give a breath of fresh air to the gardens and the château de Versailles more generally. Indeed, although this castle is one of the most visited monuments in France, the average age of people going there is very high. Therefore, organizing an atypical event would put the castle back in the spotlight, thus gaining access to a younger audience and ultimately perpetuating French culture.

b. Scenario 2

1) Introduction

In this scenario, we discuss the second case scenario in which the health crisis worsens, and France goes into a stricter lockdown. In a worry of delivering a high quality and entertaining display while still respecting the health codes and the covid barriers gestures, we went ahead and thought about how we would implement our collaboration while keeping everyone safe and still offering an exceptional experience in times of covid-19.

2) Context

Just like the first scenario, this online event will be held in château de Versailles, during the Spring/Summer Fashion Week 2021-2022, in order to allow more visibility for the brand and help accelerate the process of “luxirifying” it.

The hypothesis here is that the health crisis doesn’t allow the organization of a big event with physical attendance.

3) Alliance

This scenario, just like the first one, is a celebration of nature within the Jacquemus values. Besides the fact that it will better the images of both Jacquemus and château de Versailles, it will also help luxurify Jacquemus through the artification process.

On another note, we would give more focus to the consumers:

- We will provide them with a new insight into the brand’s core values, which would help them relate more to it and its principles.

- We would offer a ‘getaway’ experience that would help them escape the routine and dive into a glamorous experience. → Escapism.
- Their roles in the event won’t be 100% passive. As a matter of fact, the event will be interactive as they would be able to interact with us and each other (emoji reactions for example, like the ones we could find on Instagram stories) and on top of that, play a game that includes the Jacquemus products.

However, this won’t be just about the consumer, it’s about a celebration of art, beauty and the two entities involved.

Not only would we attract new attention to château de Versailles (in young people for example), but we would also associate Jacquemus to an upscale and elegant lifestyle, which would upgrade its image within the consumers perception and the market.

4) Details

In the light of the current events, we considered a covid-friendly scenario that would be entirely conducted online in the following ways:

a. Virtual tour of the palace and the gardens:

The online event will hold a 3D virtual visit of the château de Versailles and its garden. Online participants would be able to navigate through the historical monuments and learn more about it, which would create an exceptional online experience. To go further, we wanted to provide virtual reality goggles for our VIP participants to immerse them deeper within the virtual experience and give them a better (and more enjoyable) insight.

b. Scavenger hunt:

We will organize a virtual scavenger hunt (within the online visit) during which participants would have to find the Jacquemus products that are hidden within the art that is displayed in the museum. The participants who are able to spot all of the hidden hints will be rewarded with an official invitation to the next physical fashion show (once the lockdown measures are softened).

c. Broadcasted fashion show

Last but not least, to truly make the participants feel as if they’re present in the event, we will host a livestream of the fashion show.

Instead of reversing the roles like the first scenario (which would be very hard to manage online), we thought of an unconventional way that would still bring the product to life while emphasizing the natural aspect we’re trying to highlight.

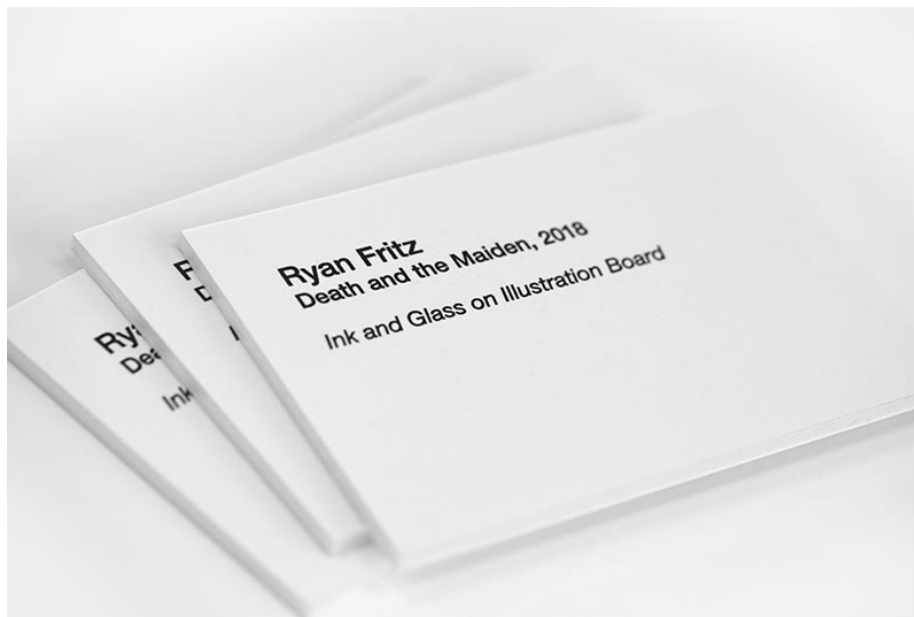
That being said, we decided that the actual runway show will be held within the gardens to relate to the nature celebration.

And just like the first scenario, the models will still embody statues as they will be body painted in silver spray so that they would look like sculptures. The online audience would be able to see virtual plaques that describe the pieces like any other artwork in the museum.

While holding an online event would mean less worries about the catering, we wanted to take extra care of our participants. In order to provide the exceptional experience, we want to offer, we will make sure to send goodie bags to all our participants. They would include French pastries and drinks that go with the theme of our collaboration.

Throughout the whole broadcast, a carefully selected classical music playlist would play in the background of the event, to truly capture the ambiance we want to convey.

Like mentioned above, models would be portrayed as artwork throughout the entire event. Before the fashion show, they will be “*displayed*” and be a part of the scavenger hunt as they would still wear some articles of the collection (and other Jacquemus products). During the livestream of the fashion show, online participants would be able to see plaques (like a virtual version of the plaques below) that would display the name of the piece and the name of the model as well.



<https://www.officesigncompany.com/images/products/detail/artgallerywallplacards.2.jpg>

5) Conclusion

To sum up, this scenario would be a great alternative in case of a strict lockdown situation where physical events are forbidden. It would be the perfect opportunity to get our consumers away from their ‘normal’ life. Providing such a remarkable event that would make a difference, would not only strengthen the link between us and the consumers. It would also help the latter associate our brand with the right values and the right aesthetic (especially nature and art) which Jacquemus truly needs in order to thrive as a luxury brand.

4. Conclusion & Recommendations

Our preference: the first solution

To conclude, Jacquemus and château de Versailles could obtain many benefits from this collaboration. This collaboration is all about enhancing the unique and thriving image of these two entities. We believe that this collaboration could become a reference of luxury artification in the sector.

We really like both solutions, physical and digital, but we have a slight preference for the first one, since it could allow more flexibility in organization. Besides, with the already high involvement of Jacquemus in digital and the virtual visits already implemented by the château during lockdown, we find it more relevant to go for the physical version.

Our choice: the second solution

However, the final choice will of course depend on authorizations. The health situation is very volatile, and a physical event could display a negative image, or at worst, be harmful for the public. Luxury brands should have an exemplary behavior in terms of customers' safety and can't take any risk regarding the Covid crisis.

This uncertainty doesn't really disturb us since we globally consider these two options as beneficial for Jacquemus and château de Versailles. Nevertheless, we will go for the second option despite our preference for the first one. This choice is motivated by this sanitary context and the desire to preserve customers of Jacquemus and Château de Versailles.

The two entities could rely on their capabilities in terms of digital engagement and virtual guidance to make this collaboration even better.

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