



Case Proposal Form

Case title: *Di\$count Universe: Luxury Brand in a Post-Modern World*

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Level (select one)

- Introductory *Foundation & 1st year undergraduates (typically 1,000-2,000 words)*
Intermediate *Upper level undergraduates (typically 3,000-4,000 words)*
Advanced *Postgraduate (typically 5,000-7,000 words)*

Approach (select one)

- Public Case *Based on publically available information and real companies*
Field Case *Includes "insider" field research with a company / individual*
Scenario Case *A fictional but realistic scenario and company*

Anticipated word count *3,000 words*

between 1,000 and 7,000 and round to the nearest 500 words

Number of images (if any) *three*

Do you have access to original photography and/or copyright-free images for the case? Y / N

Writing time required *two months*

between 1 and 3 months is advised depending on the length of the case

Primary Subjects

Please tick all relevant subjects. You may pick up to three.

- Branding
Buying
Consumer Markets & Behavior
Design / Product Development
Entrepreneurship
Law / Ethics
Management
Manufacturing
Marketing
Merchandising
Retailing
Supply Chain
Textiles
Other *please specify* _____

Please outline your proposed case study by filling in the following five sections:

Brief Description (150 words)

This case will focus on an Australian luxury fashion label that has grown immensely in size and popularity since 2014 owing largely to unpaid celebrity endorsement. By 2017 the brand had grown enough to allow them to move to New York, where they hoped they would have access to a larger market, a natural target user base, and a closer link to entertainment icons in order to grow the brand further. This case will require students to propose steps that the brand will take in order to continue to grow following this move. The case will also examine how the brand, which has built an anti-establishment persona, might be able to grow without alienating its current fanbase. Students will be introduced to the way that a brand who rely heavily on social media and have little/no retail outlets operates and remains competitive in the contemporary market.

Learning Objectives

- Define Di\$count Universe's brand identity and brand position in relation to its competitors.
- Examine the advantages and disadvantages of the brand's position and identity.
- Analyse the challenges for new social media driven brands looking to build longevity.
- Recommend strategies for the future growth of Di\$count Universe.

Company Overview (100 words)

Australian fashion brand Di\$count Universe is a small luxury fashion label founded by Cami James and Nadia Napreychikov on the belief that anything goes in postmodernity, that authenticity is suspect, and that online communities could help nurture a brand. With a focus on social media, the company have developed a large and engaged fan base. Starting in 2014, celebrities (including Miley Cyrus, Rihanna, and Katy Perry) have been photographed wearing Di\$count Universe items. These unpaid endorsements and a fanatical online community have spurred the company to move their business to New York City.

Business Problem (100 words)

This case will explore the brand challenges and possibilities for further growth and development that Di\$count Universe's move to New York represents.

Nadia and Cami plan to continue to sell direct to consumers via their web-shop to not endanger their fanbase, but how will they gain much needed publicity in a new city? The niche occupied by Di\$count Universe is crowded - the pair believe there is no limits to the growth of the brand but wonder how to move the brand on to a more mature phase without sacrificing their fanbase.

Business Questions (50 words)

- What is the future direction for the brand? Focus on the aspects of their 'anti-establishment' persona the brand could leverage and how this can move the brand on without undermining its roots.

Students will analyse the brands' identity and positioning and propose strategies for the future growth of the company.