

CASE STUDY - KRYSTALS by Lola

Art inspired vegan footwear - brand building and diversification



KEY POINTS

Support Received

- Webinars and Action Planning Workshops
- Adviser support

Outcome

- Upskilling the business
- Diversification options introduced

KRYSTAL is a start-up footwear e-commerce platform established in July 2021, operating from the East Midlands with a global presence. The business designs trainers, art-inspired by the renowned masterpiece artworks of Claude Monet, Gustav Klimt and Kazimir Malevich which are handcrafted by master Italian artisans. The business is proud to offer free shipping and returns from anywhere in the world with a 100% satisfaction guarantee scheme to customers. In addition to this KRYSTAL caters for a wide variety of customers as they offer options for small feet, extra large feet and shoes for shorter people. The handcrafted custom-made trainers are perfect for walking, running and/or exercising at the gym. They are trendy and modern in style, and more importantly they are produced from vegan, animal cruelty-free leather which invariably ensures they are versatile, comfortable and waterproof; in other words, the sneakers tick all the boxes to be construed as an ECO fashion.

The growth of the virtual world and digital marketing meant that the business was aware of the importance of amplifying and maintaining its online presence in order to attract customers worldwide. In particular, KRYSTALS wanted to create a strong brand with cruelty free and environmentally friendly values that would resonate with their target market and help influence the purchasing choices of mankind. The business attended several D2N2 Growth Hub webinars and Action Planning workshops on social media marketing, branding, website development and email marketing. These provided the perfect vehicle for the business to become knowledgeable on what might be possible, given the challenges of the covid pandemic and launching a new business. D2N2 advisers also offered useful tips and know-how for positioning and promoting the business differently post-covid, using social media channels such as Pinterest and Instagram. The webinars encouraged the business to explore the potential of diversifications in future into hand-made party shoes, as well as the sneakers to capture the seasonal Christmas market.

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D2N2 has given KRYSTAL the opportunity to create a personal branding that is powerful and effective; the consultants during the master classes communicated that the right question to ask is "are you sure that the way you see yourself, is the way others see you?", In other words that the crux is not the Industry sector, but the marketing strategy with which you relate to your customers and empathise with them, sharing their similar values. Due to the lockdown, with businesses yet to return to pre-pandemic work conditions, we are fortunate to receive free advice online through the various D2N2 webinars, and the business information on their website is invaluable.

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