



CANVA STORIES 400



14

CK
Calvin Klein



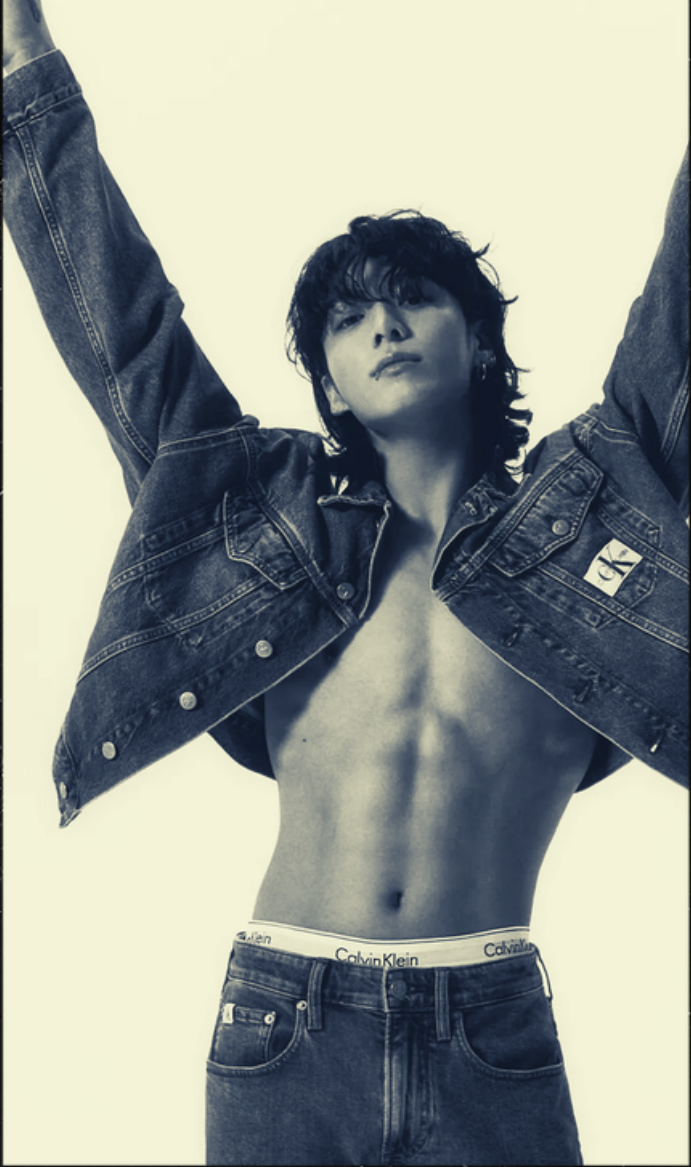
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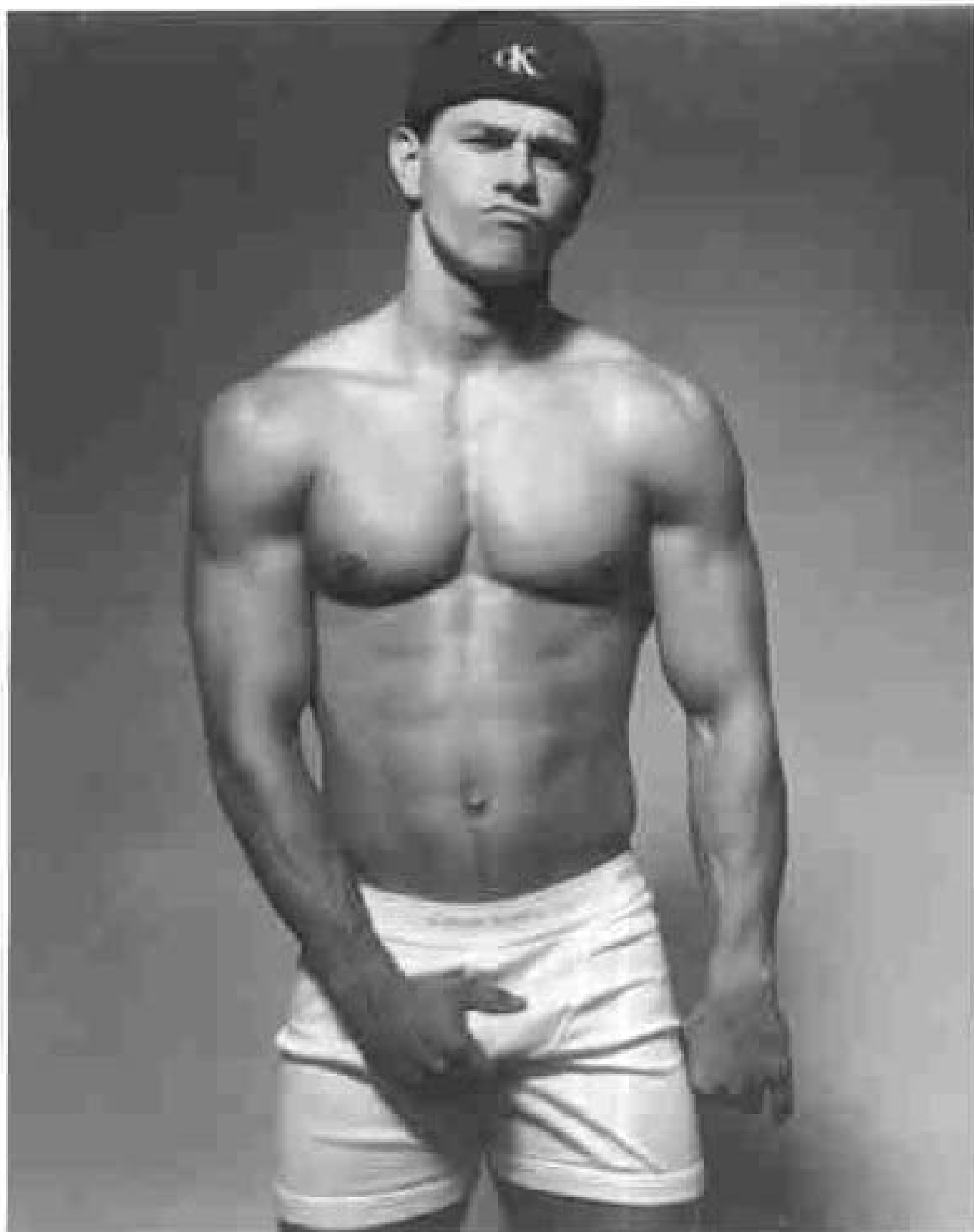


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History

- In 1968, Klein founded a coat shop in the York Hotel in New York City
- 1980s – Calvin Klein introduced a highly successful line of boxer shorts for women and a men's underwear collection
- 1990s – Nearly went bankrupt but marketing campaigns help them regain popularity





Marketing Campaign

- Launched in New York city during the 1990s
- Helped reestablished the brand
- Bold and risky ad that appealed to the younger generation at the time – Gen X
- Rebellious and cool

Marketing Campaign

- Celebrities
- Sex Appeal
- Body Image
- Cool

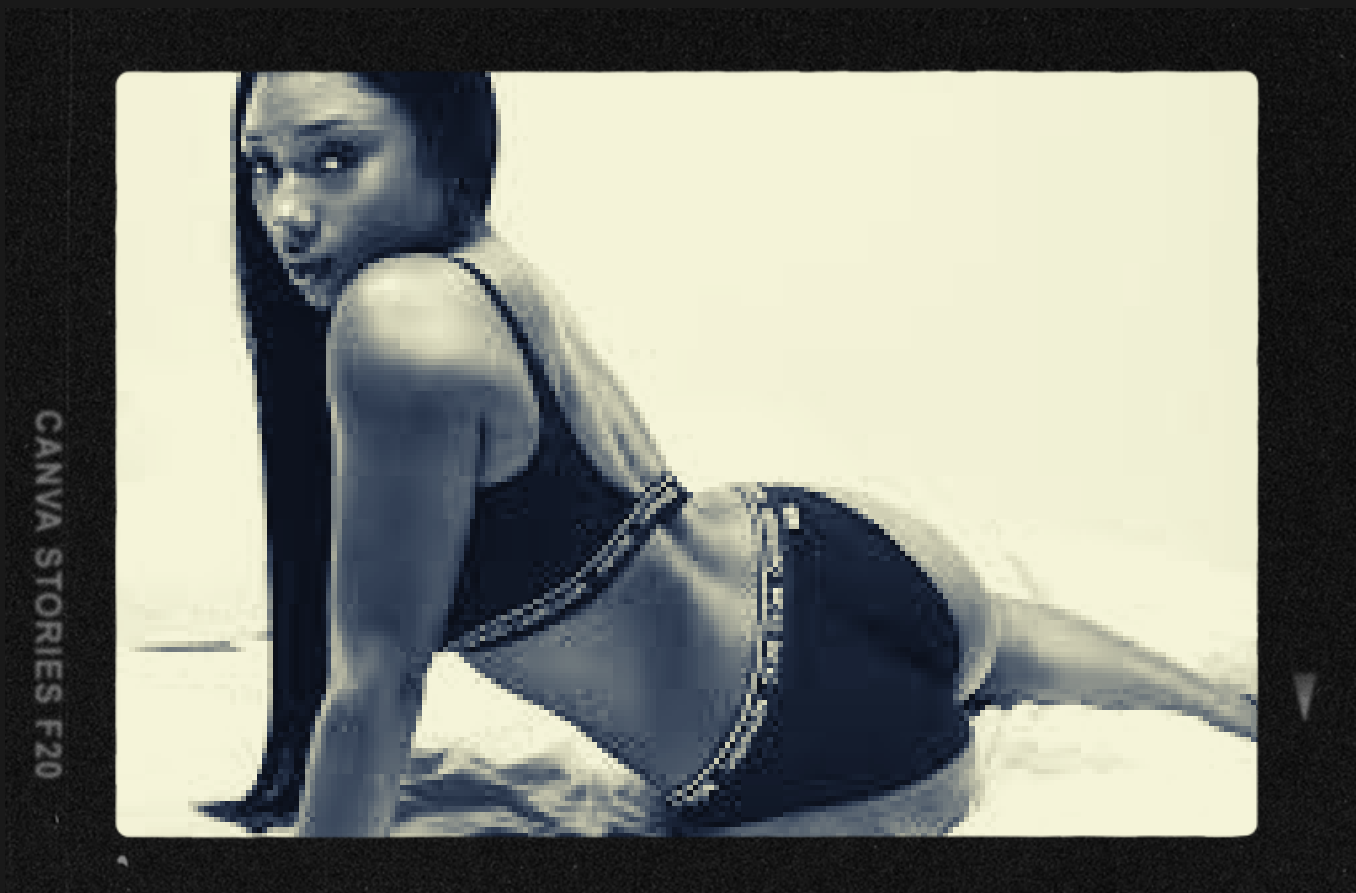


Target Market



Millennials & Gen Z

- CK captures the imagination that you can be cool & "sexy" wearing CK
- Millennials and Gen Z like to maintain their sex appeal and imagine. Social media creates peer pressure
- Millennials and Gen Z are brand conscious generations



Target Market

Middle Class Market

- CK is focused on the middle class market because in North America people are budget conscious thus focus on value rather than luxury.
- CK brand is slightly over priced but their unique sense of style in cloths and comfort in undergarmets and cloths is a selling point which differentiates them from the competition



Future Initiatives



Regular People

Body image has limited CK abilities to reach a wider target market. Thus Calvin Kleins campaigns are now focusing on a wider audience - "It's beautiful to be you"



Products

CK plans to launch more products as a means of generating more revenue in the future.

Pleas

THANK YOU
FOR
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