



## Rebranding: Stubbs and Wootton

By: Danny Reyes

Stubbs and Wootton is a specialty shoe store that specializes in the production of velvet slippers. The greatest draw is their bespoke service that allows customers to create monogrammed slippers or custom embroidered slippers. They only offer 4 shoe types for men and women, but offer the shoes in various velvet and cotton colors.

The style is generated towards fashion forward customers who have an appreciation for Americana Prep style and are willing to invest in a unique shoe. Stubbs and Wootton targets both men and women, it does not offer any products for children.

Stubbs and Wootton customer's age range is 25 – 50 years old. The customer has a higher education or in the process of acquiring a high education. The customer is at the beginning of the fashion life cycle, they are trendsetters or industry insiders. The shoe price range starts at \$250 for sale items and stop around \$500 for bespoke. The customer's annual household income is between \$150,000 to \$250,000. My approach to rebranding is to stay true to the Americana Prep influence but create a logo that is recognizable.

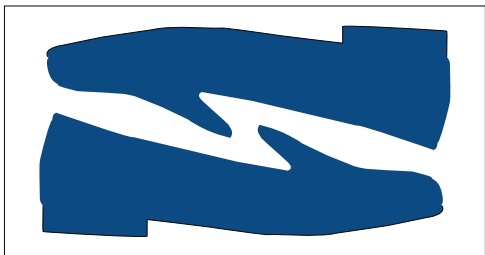


Stubbs & Wootton



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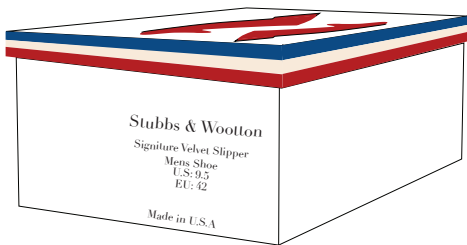
987 Madison Avenue New York, NY 10075



Stubbs & Wootton

Signature Velvet Slipper  
Mens Shoe  
U.S.: 9.5  
EU: 42

Made in the U.S.A





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