

Licensing & Selective Distribution

Case Study: Designer Fragrance

Brand:

Kendra Scott

Kendra Scott, a beloved fashion and lifestyle brand, was searching for a strong licensing and brand management partner to build and implement a GTM strategy for launch, supporting through NPD & production and Global Key Account Management.

Kendra Scott had been in the active brand and product development stage with an external agency partner for 32 months prior to partnering with The PCA Companies.



Kendra Scott

BRAND SCORECARD

1H RESULTS KPI Wins

YTD Top 50 Rank; Q2 sales in 30% of doors

P&L RESULTS Top Line/EBITDA

YR1 Profit due to above & below the line improvements

Data triangulation to validate investments and set KPIs

EMERGING HERO SCENT 46% Sales

Amber Aura in owned & wholesale omni-channel

Data-driven value creation to drive LTV of AA current & new guests

+ BRAND DEVELOPMENT & KEY MILESTONES

1H 2023

Introduced as partner of choice to Dillards; completed Kendra Scott entry into Fragrance category

Modeled out 5YR strategic plan across owned, wholesale and global channels with bottoms-ups detail/timeline

Refined launch plans to ensure fit for use in wholesale distribution

2H 2023

Assumed ownership of in-flight production & inventory modeling for owned, wholesale & omni

Full resolution of Q&A issues; engineered component solution prior to wholesale rollout

Develop 5YR NPD lineup and wholesale retail plan of action to leverage specific nuances/retailer priorities

Q1 2024

Accelerated NPD SKUs: 3X improvement in speed-to-market, and 37% reduction in COGS

Secured double exposure & digital marketing presence during all key moments

Won position in seasonal sampling boxes (Mother's Day, Holiday)

Comprehensive monthly monitoring of benchmark brands and best practice share-back to guide asset development

Q2 2024

Q2 turnkey brand launch with monthly education webinars, LMS content updates, weekly sales support, custom VM units, TOAs, and gift sets—all in-house

Included in Campus Collective, Gen Z initiative & influencer campaigns

Earned additional 75 doors for Q3 rollout due to field execution excellence and retailer relationships

Partnered with brand to raise bar on A+ content & disruptive VM, providing complete shoot matrix swipe and per-SKU BIC examples

2H 2024

Launched NPD hybrids with SEO-winning ingredients and claims/clinicals

Holiday program offerings with key price points for retailer campaigns and innovative forms to engage Gen-Z users

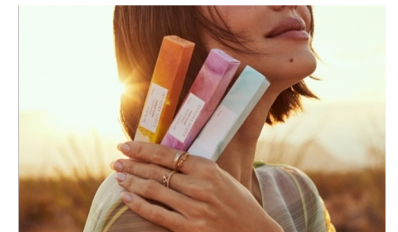
Continued education and sales support, layered in VIP events

OUTLOOK

Capitalize on brand power with full integration of fragrance as a priority pillar in all brand communications and activations

Expand with new olfactive offerings to capture Gen-Z appetite for fragrance

All-door expansion with current retail partner, and strategic selection of next omni-partner



Contact

FOR MORE INFORMATION
PLEASE CONTACT:

info@thepcacompanies.com
(516) 576 1300