

CASE STUDY: ANNA KRISTINE CASHMERE

WEAVING CASHMERE INTO A BEAUTIFUL *BRAND* *STORY.*



Anna Kristine Cashmere is a high-end fashion brand founded upon the belief that cashmere garments should be 100% pure. No exceptions. Tattoo Projects worked with the brand to craft an identity and advertising that matched the cashmere. Soft, graceful, and strong enough to command a room.



ANNAKRISTINE

PURECASHMERE.

BRANDING: IDENTITY

To accurately reflect Anna Kristine's uncompromising purity, the brand logo is clean, sophisticated, and timeless. Just like cashmere, it's designed to last generations.



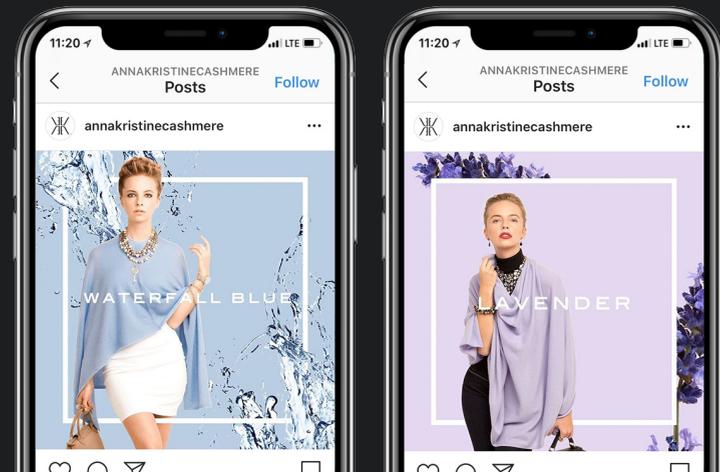
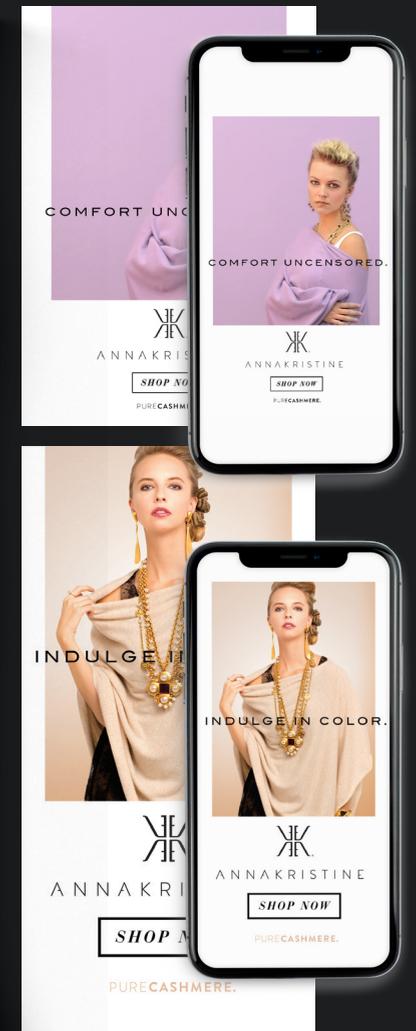
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STRATEGY



Try to name a cashmere brand. Having difficulty? You're not alone. Although cashmere is revered for its style and comfort, the fashion industry has no clear brand leader. A majority of cashmere advertising is all style, no substance, causing consumers to treat it like a brand-agnostic commodity.

ADS: DIGITAL AND PRINT



ADS: SOCIAL MEDIA

When Anna Kristine Cashmere approached Tattoo Projects to create their brand, we looked for the fundamental truth that would resonate with customers. After pulling on that thread, cashmere's provocative history unraveled.

Cashmere that's blended with filler yarns such as silk is not technically cashmere, yet blends are persistently and fraudulently sold as such. What distinguishes Anna Kristine is that they produce 100% cashmere, also known as pure cashmere. And that is where the story of Anna Kristine Cashmere begins.

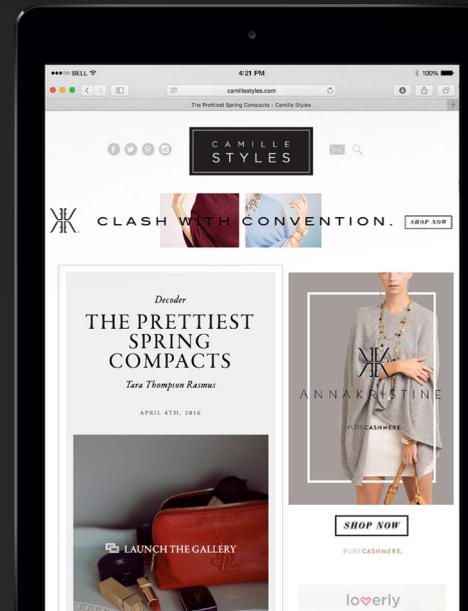
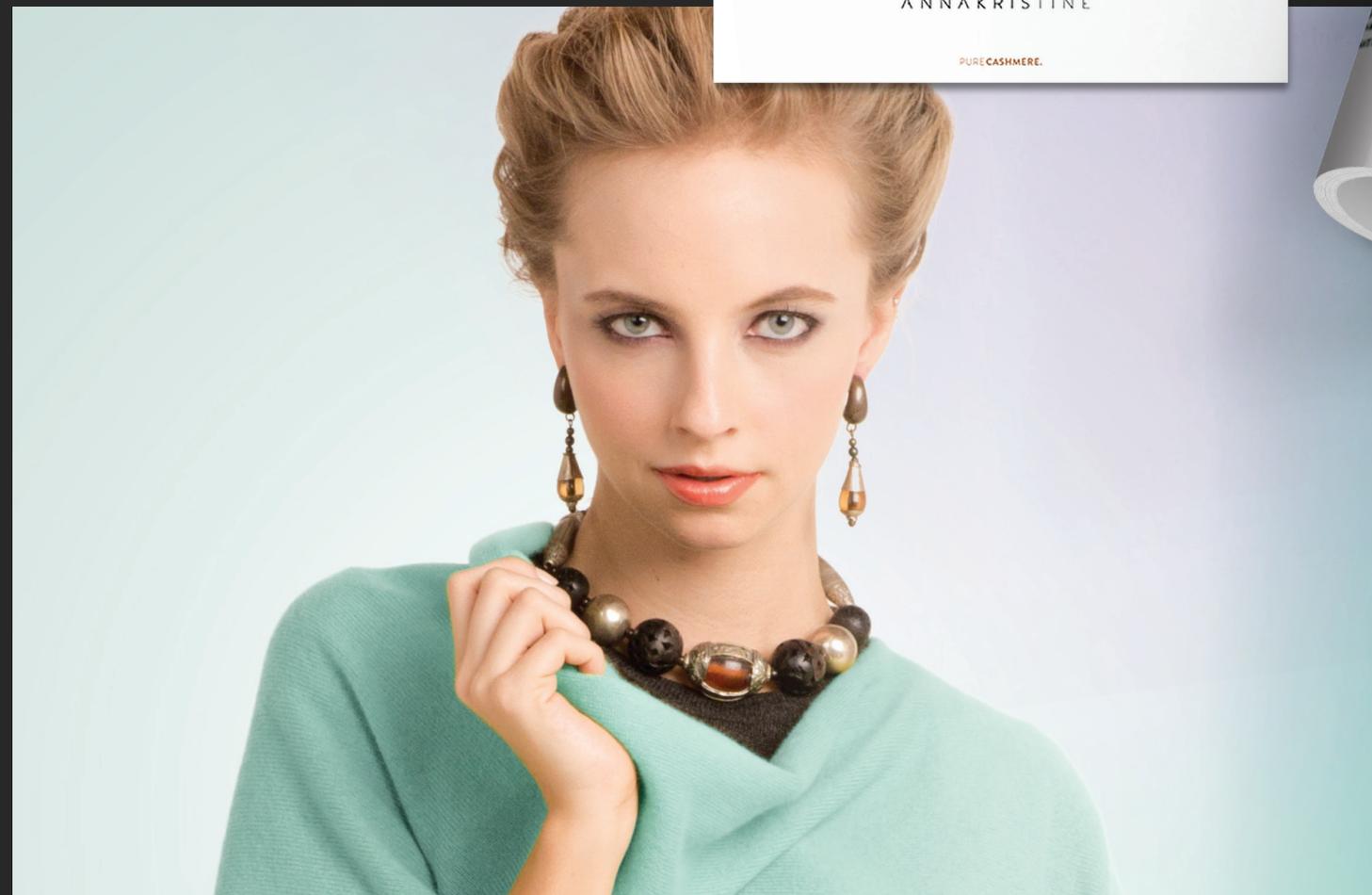
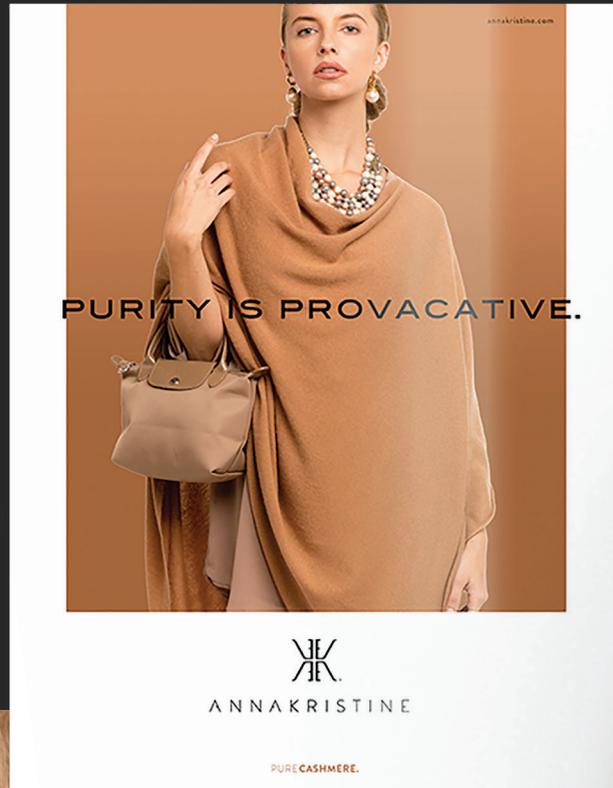
STRENGTH, SOPHISTICATION &

purity

BRANDING, PRINT, AND DIGITAL ADS

The history and facts alone about pure cashmere are provocative. Dating back to the Roman Empire, the fabric is 4x softer than wool, has virtually no static, and doesn't wrinkle. It exclusively comes from Kashmir goats, raised in the mountains of China, Mongolia, India, and Nepal, where the temperature can dip below -40° F. One goat yields a mere 4 ounces of cashmere a year, warranting its luxury cost.

To sew the rest of the Anna Kristine story, we presented the benefits of cashmere's softness, comfort, and color in visually arresting, provocative ways, tailored to each specific medium.



“Tattoo Projects’ passion and attention to detail perfectly matches my reverence for cashmere.”

- HANIA JACOBSON, OWNER
OF ANNA KRISTINE CASHMERE



Giving strength to softness.

Compelling photography captures attention. And copy is written with bold attitude. When the two come together, the viewer understands that softness and comfort aren't a weakness, but an undeniable strength.

All photography was shot in Tattoo Projects' in-house photography studio. Forty finished photos were chosen from more than a thousand raw captures.

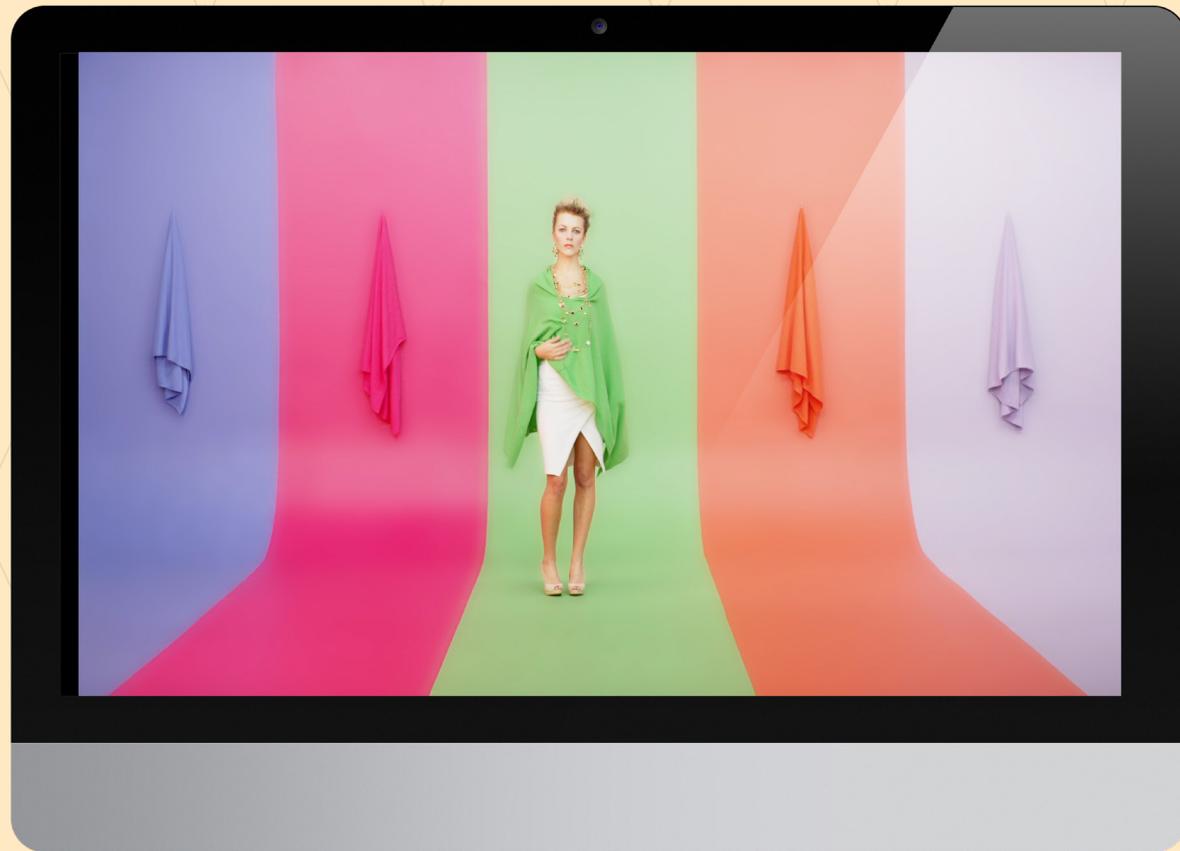


ANNAKRISTINE

BRAND PHOTOGRAPHY

⋮ CASE STUDY: ANNA KRISTINE CASHMERE

DIGITAL + VIDEO



ONLINE VIDEO

Scan to watch the video

Consumers Demand to be Informed and Entertained



⋮ ONLINE VIDEO

A cashmere piece transforms any outfit into a statement, and this brand video serves as an exclamation point. Conceived, directed, and edited in house by Tattoo Projects, it is thirty seconds of proof that pure cashmere is not to be trifled with.



BEHIND THE SCENES



⋮ HAIR AND MAKEUP



⋮ SHOOTING



⋮ VIDEO BACKDROP



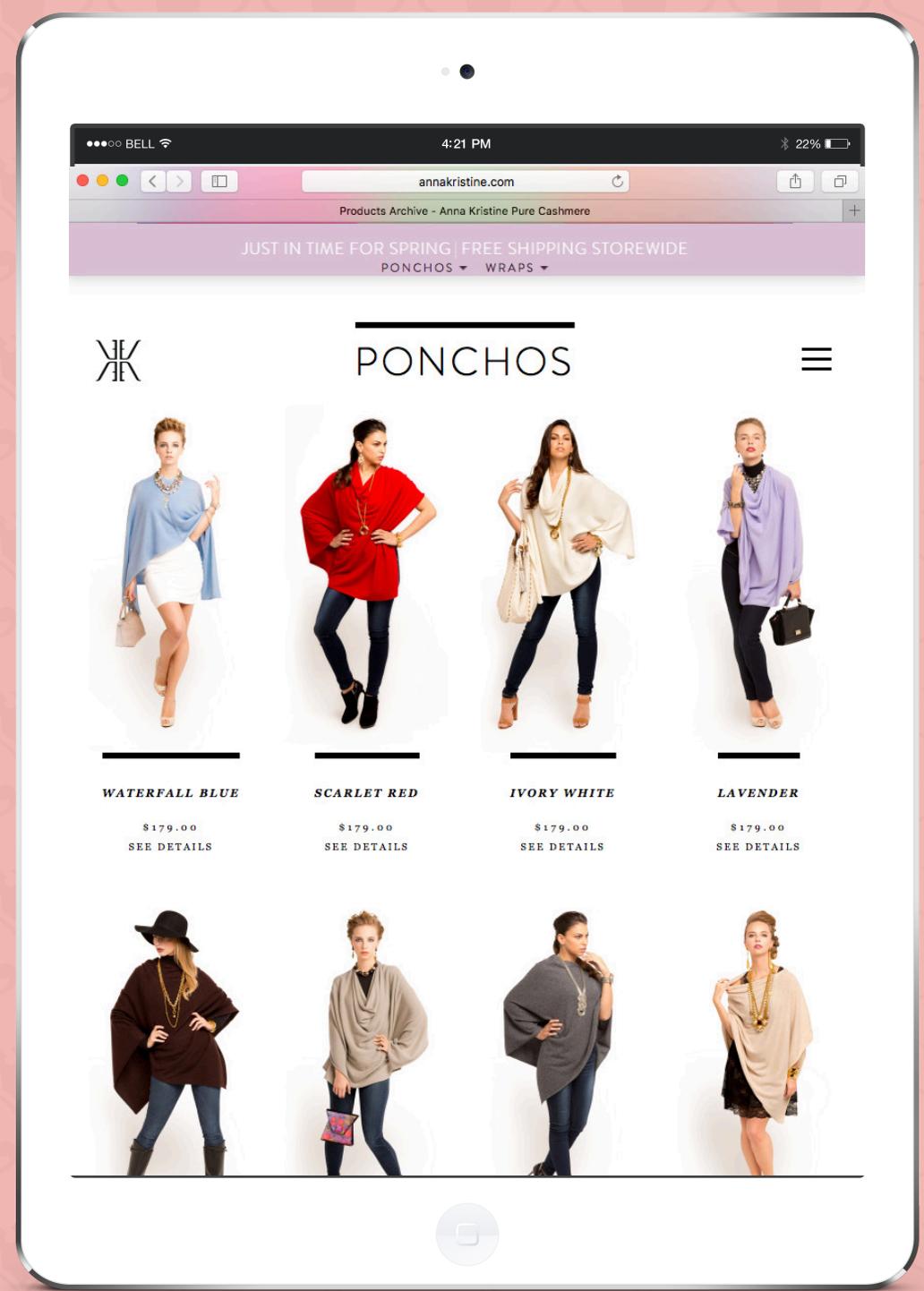
⋮ SHOT REVIEW



WEB + E-COMMERCE DESIGN

ANNAKRISTINE.COM

With a bounce rate of only 36% AnnaKristine.com performs 19% better than the industry average of 55%



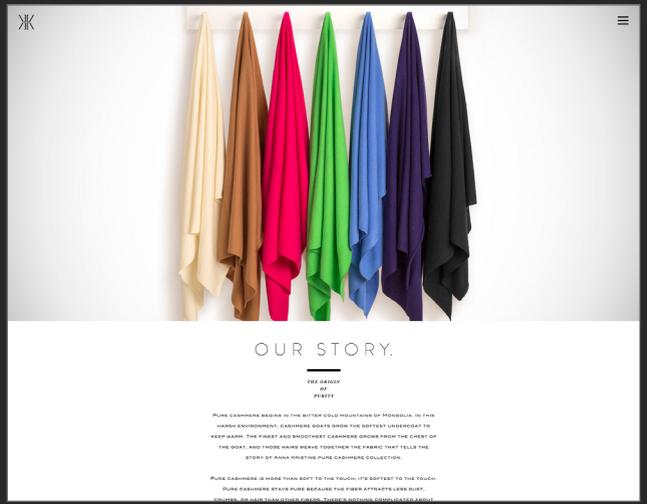
E-COMMERCE DESIGN

A BEAUTIFUL SHOPPING EXPERIENCE

We designed Anna Kristine's website to seamlessly match the Anna Kristine brand. The user experience is comfortable, differentiating our pure cashmere from commodity cashmere with facts. Responsively designed for any size screen, the site communicates the origin story of our cashmere, explains why the consumer should care, and brings the user into the purchasing funnel without wasting a click.



WEBSITE DESIGN





1,000+
Instagram Likes in
Just **26** Weeks
Without Sponsored Posts.



CONTENT
BUCKETS ARE
FILLED
AND COMMUNITY MANAGED
BY TATTOO PROJECTS.



SOCIAL:
COLOR OF THE MONTH



Launching a brand in this era is a massive social media lift. It takes a smart plan and a commitment to creating engaging content that natively and beautifully moves product. Research determined that Facebook, Instagram, and Pinterest were the appropriate social media channels. To keep the posts fresh, we developed four separate content buckets: Cashmere Facts, Color of the Month, Seasonal/Holiday posts, and Cashmere Goats Unleashed.

Looking at these social posts together in feed reveals the strength and flexibility of the Anna Kristine brand. They are entertaining, informative, provocative, but most importantly—they all drive sales with a branding message and compelling call to action.