

STEVE MADDEN

Business Background:

What began as a modest \$1100 investment in 1990 has developed into one of the most iconic brands in footwear. From a factory in Queens, NY, Steve Madden has revolutionized the shoe industry, merging years of experience with unique and creative designs. Inspired by rock and roll and his New York roots, his vision to provide on-trend women and men with an outlet to express their individuality is innovative, daring, and inspiring. Steve's innate understanding of trends and unparalleled willpower have resulted in millions of customers worldwide and propelled his designs to the forefront of fashion. He has expanded the Steve Madden brand into a true lifestyle and destination for footwear, handbags, accessories and most recently apparel, sold in over 80 countries worldwide.

In 2019, Steve Madden acquired privately held BB Dakota, a California-based contemporary women's apparel company. BB Dakota products have been distributed to wholesale customers, including better department stores, e-commerce retailers and specialty boutiques, as well as its own online store dating back to 2005.

Case Study Objective:

When Steve Madden launched their first line with BB Dakota, the brand was labeled as "BB Dakota x Steve Madden". Now that consumers have grown familiar with seeing Steve Madden's name associated with apparel, the apparel line has been fully rebranded.

As Steve Madden transitions out of the BB Dakota era, how would you bridge the brand gap between [BB Dakota](#) and [Steve Madden](#) without alienating their respective customer audiences?

Part One: Product Assortment

- What BB Dakota silhouettes/styles work cohesively with Steve Madden's aesthetic?
- Are there any silhouettes/styles that could potentially be added or deleted in our assortment?

Part Two: Go-To-Market Approach

- What pricing strategy would you use for the new Steve Madden line?

- Where do you think this line should be sold?
- How should the assortment blend between wholesale locations and our own ecommerce site?

Part Three: Marketing

- How would you approach the relaunch of the fall 2023 line?
- Would you promote only for ecomm? Or wholesale partners too?
- Should Steve Madden communicate the end of BB Dakota's name? If yes, how so?

Guidelines for Submission:

- Presentation/slides should not exceed 7 pages.
- Do not include your name on the presentation or the project will not be considered. Submissions will be judged anonymously.
- Please save the file as a PDF.