

BLONDE SALAD Harvard Case Solution & Analysis





Chiara Ferragni

Founder and Face of TBS



Alessio Sanzogni
General Manager

Brought on from Louis Vuitton Italy's e-Commerce & e-communications division in 2013



Riccardo (Richie) Pozzoli

CEO



You Tube

The Blonde Salad



- Daily outfit posts - Lookbook, Flickr
- October 2009 - first blog post
 - "Salad" of Chiara's interests: fashion, photography, lifestyle, and travel
- "Fast fashion," audience = young girls
- Blog "became a part of people's breakfasts"
- 30,000 visits/day after 1 month

Current Business Model

Chiara as a **Celebrity**

Celebrity Collaborations

- Fiat
- United Colors of Benetton
- Burberry
- Dior



Celebrity Appearances

- Fashion shows
- Store openings
- Galas



Chiara as a **Brand**



• The Chiara Ferragni Collection

- Clothes
- Shoes
- Accessories

Current Revenue Model

- 2014 revenue: 1.4 million
 - Profit: 300k - 400k (20-30% margin)
- Celebrity Appearances
 - 30k - 50k
- Brand partnerships
- Content engagement
 - RewardStyle
 - Shoe collection
- €4M in 2014, projected €7M for 2015
- 2013 - Reinvestment of half into management expansion
- 2012 Profit Margin - 50%

Chiara as a **Celebrity**

Celebrity Collaborations

- Fiat
- United Colors of Benetton
- Burberry
- Dior



Celebrity Appearances

- Fashion shows
- Store openings
- Galas

