

**Acne**

**Studios**





## History

**Founded by Tomas Skoging  
and Jonny Johansson.**

**1997: Johansson creates 100  
pairs of jeans**

**1998: He launches the first  
ready-to-wear collection**





## History

Acne stands for Ambition to  
Create Novel Expressions

45 retail stores globally

\$120 million yearly revenue





**Unify**

**Experimental**

**Offbeat and achingly  
different**

**Bridge between  
practicality and audacity**





**Simplify**

**Lifestyle brand built  
on 4 principles:**

**Integrity**

**Creativity**

**Surprise**

**Confidence**





Amplify

Los Angeles



Acne Studios is committed to reinforcing the brand identity through every touchpoint



Amplify

Stockholm

Acne Studios is committed to reinforcing the brand identity through every touchpoint





## Amplify

Acne Studios is committed to reinforcing the brand identity through every touchpoint





# Amplify



Quilted leather ivory jacket with fur trim and quilted leather skirt by Hilde Nylen.



Necklace in metallized brass by Caron. Mint green bouclé wool top by Anne Studio. Mustard wool full skirt by Roche. Zebra printed pony shoes by Gaudet.

The brand evolves itself  
carefully in other areas



**Expansion: Frozen Foods**



Cultural Pace



Speed addiction  
Over-scheduling



# Frozen Food Market



Convenient but not sexy



Frozen Food Market



Associations of celibacy,  
laziness and unhealthy  
habits



**Industry**

**Health segment booming**

**Simpler ingredients**

**Food "the way you would  
have made it"**





**Core Purpose**

**Opportunity**

**Give convenience a  
stylish edge**

**Turn a shameful category  
into a desirable one**





## Why Acne Studios?

Ambition To Create  
Novel Expressions

Combination of practical  
and edgy

Lifestyle appeal

Shocking moves are part  
of Acne's DNA





## 7i by Acne Studios

Frozen meals that are:

Healthy

Scandinavian-inspired

Made with 7 ingredients

Sold for \$7





## Audience

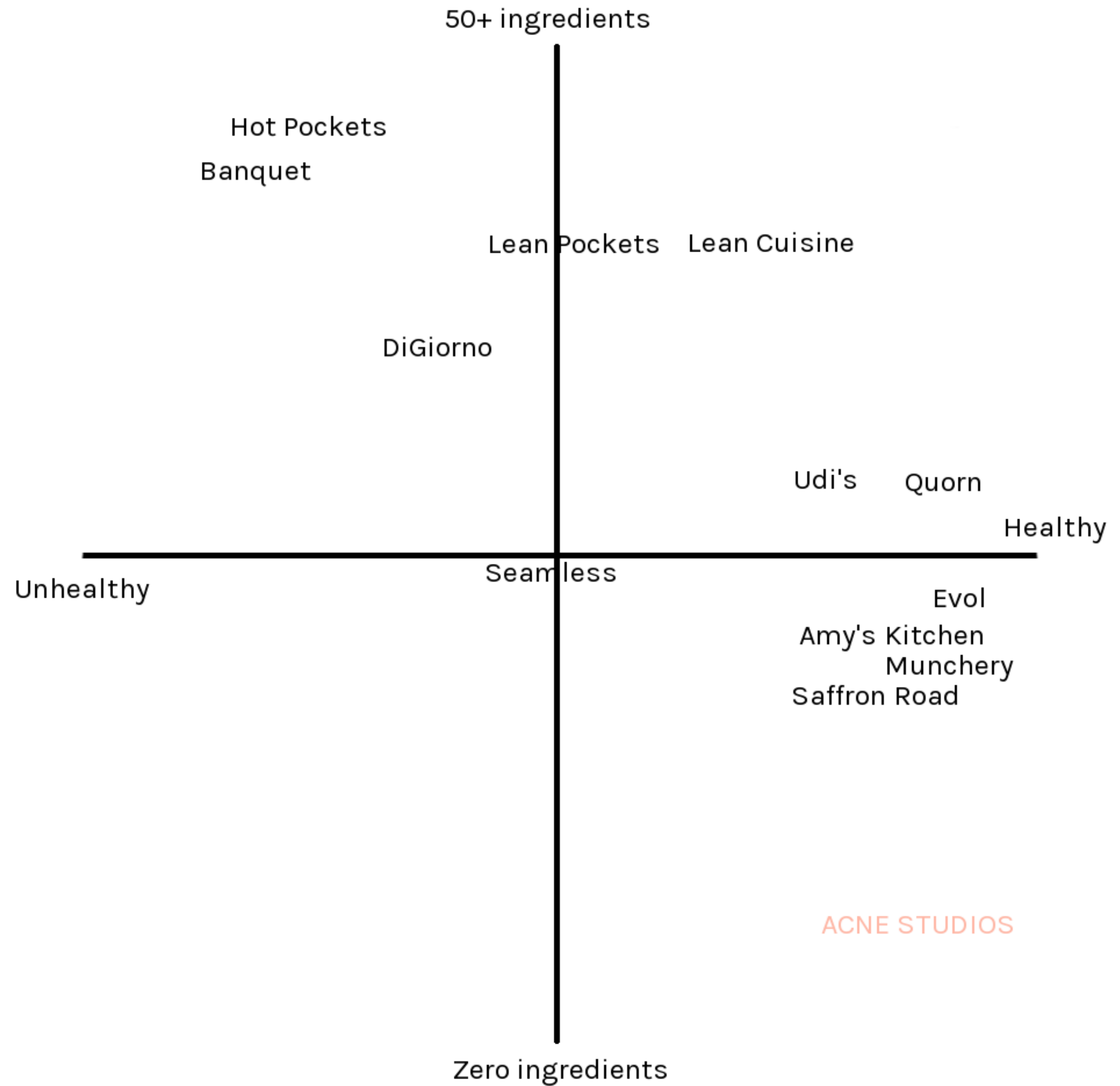
Well-educated, health  
conscious risk-takers who  
like unconventionality and  
aspire to be tastemakers







# Competitive Landscape





# Competitive Audit

## EVOL Foods

Simple, quality ingredients

\$25 million yearly revenue

Taste receives mixed reviews

U.S. only



### LEMONGRASS CHICKEN

Tender white meat chicken, brown rice, broccoli, carrots and snap peas. All topped with an insanely tasty lemongrass sauce.

NET WT. 8.5 OZ (241G)

\*Minimally processed. No artificial ingredients except for citric acid. KEEP FROZEN • COOK THOROUGHLY



### TERIYAKI CHICKEN

Grilled white meat chicken, brown rice, red & green bell peppers, snap peas, carrots and broccoli—All topped with an insanely tasty teriyaki sauce.

NET WT. 9 OZ (255G)

\*Minimally processed. No artificial ingredients. KEEP FROZEN • HEAT THOROUGHLY





# Competitive Audit



Amy's Kitchen

Vegetarian, organic meals  
\$300 million yearly revenue

Own manufacturers  
250 products



## Competitive Audit

### Munchery

Pre-cooked meals delivery

Available in 3 cities

1-day shelf life

90 menu items





## Unique Value Proposition

Radical *and* practical  
Edgy, young voice  
Transparent and simple  
7-ingredient recipes  
Well-designed packaging





# Business Strategy



**Production**



**Partnerships with Five Star  
Gourmet Foods**



## Distribution

Small health stores and chains, especially on the West Coast

Fridges in unique locations such as gyms and offices

Online





## Revenue Structure

Retail price: \$7

Wholesale price: \$5

Direct costs: \$1.50-2.00 (est.)

Gross profit: \$3.00-3.50





## Market Potential

\$307 billion by 2020

Growth rate: 4.1%

Private companies





## Market Potential

**EVOL Foods:**

**2009: \$2.1m**

**2015: \$25m**

**Expected to earn 10% of  
Acne's current revenue  
within 5 years**





## Launch Strategy

- Pop-up stores
- Presence at festivals
- Limited edition clothing
- Ads in Acne Paper





## Launch Strategy

Pop-up stores

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Ads in Acne Paper





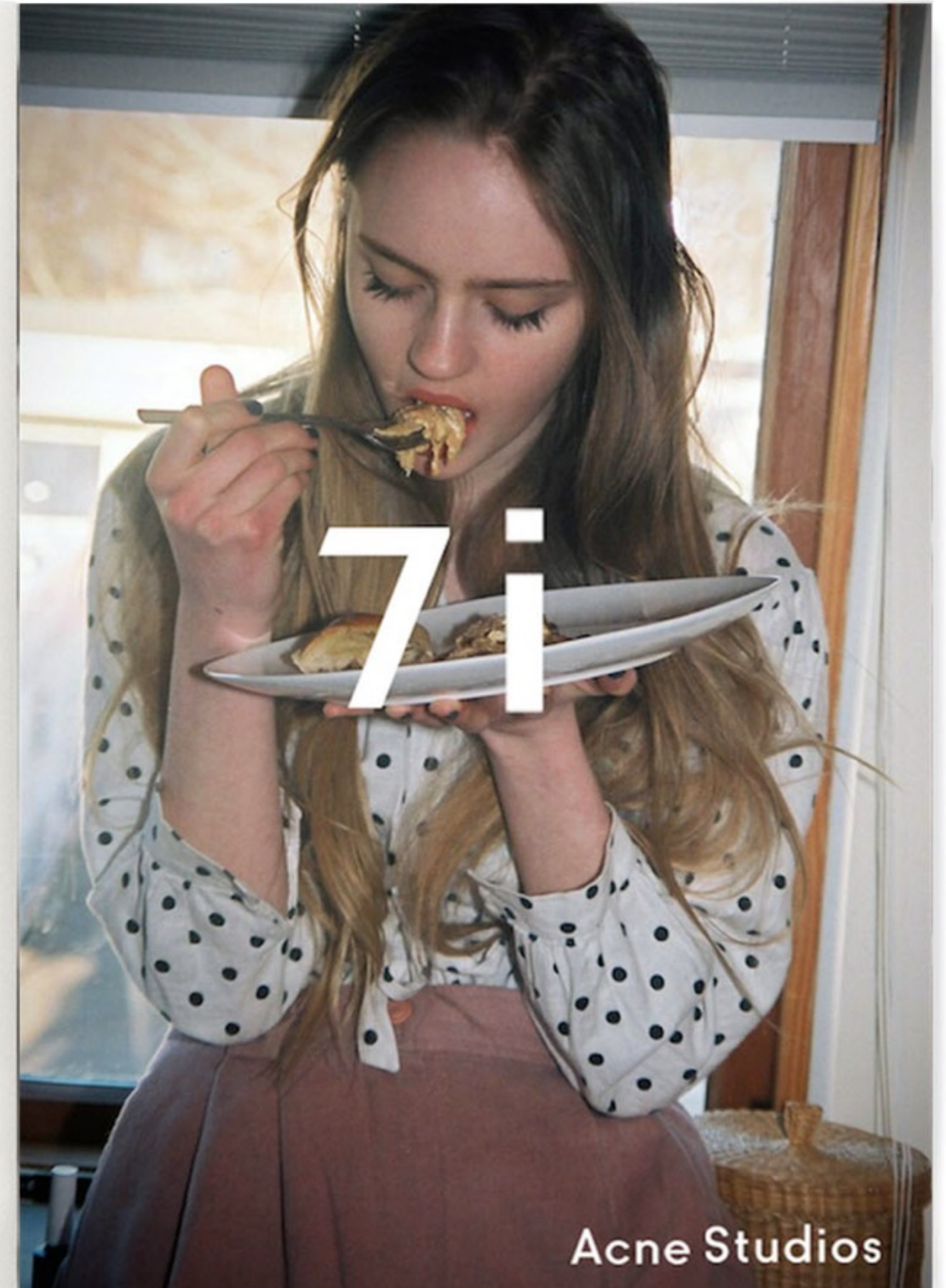
## Launch Strategy

*Some would say she's a great actress because she has a face that you could watch forever. A pale enigma made of freckled marble, it feels like you could almost breathe in her emotions while still endlessly chasing after them – the kind of face Greta Garbo had. Perhaps it's because she imprints her reflection deep into the minds of the greatest filmmakers and photographers, provoking their fascination from one Michael [Cimino] to another [Haneke], not to mention Jean-Luc Godard, Henri Cartier-Bresson, Claude Chabrol, Helmut Newton, Marco Ferreri, Richard Avedon, Hong Sang-soo, Werner Schroeter, Raúl Ruiz, Juergen Teller and counting... Role by role, film by film, she's been tracing her own path for 40 years through the imagination of others. It's as if her singular vocation were to map cinema's glare with edgy grace and sharp modernity, revealing her keen taste and furious lust for images, a specific intelligence for who watches her, and how. But first and foremost, every single shard of Isabelle Huppert's career seems to be a gesture redefining what it is exactly we talk about when we talk about acting. So, let's talk about it, with her.*

PHOTOGRAPHS  
ANDREAS LARSSON

STYLING  
MATTIAS KARLSSON

INTERVIEW  
JULIEN GESTER



Pop-up stores

Presence at festivals

Limited edition clothing

Ads in Acne Paper



