

The VIV
goods

CASE STUDY
2022 - 2023



BRIC.BAG

The design, production and marketing challenge of bringing a new product to the market.



THE CHALLENGE:

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INTRO

TheVIVgoods, founded by me, Vivian Kvitka in 2019 is an e-commerce fashion brand that transforms waste fabrics into new products and accessories. The primary material used by TheVIVgoods brand comes from **retired paragliders** that are no longer safe enough to fly. The brand is known for its signature product, the **U.BAG**, a lightweight and colorful crossbody bag.

AFTER THREE SUCCESSFUL YEARS WITH THE U.BAG, IT WAS TIME TO INTRODUCE A NEW PERMANENT PRODUCT TO THE COLLECTION



THE MOTIVATION:

HAVING MY HANDS IN EVERY PART OF THE BUSINESS MEANS I GET TO TALK TO MY CUSTOMERS DIRECTLY...

...AND THEY KEPT REQUESTING A LARGER BAG.

I had found a source for waste of 100% cotton canvas in the perfect denim weight for a waist bag and was excited about the new challenge and opportunity to bring a new design to the market.



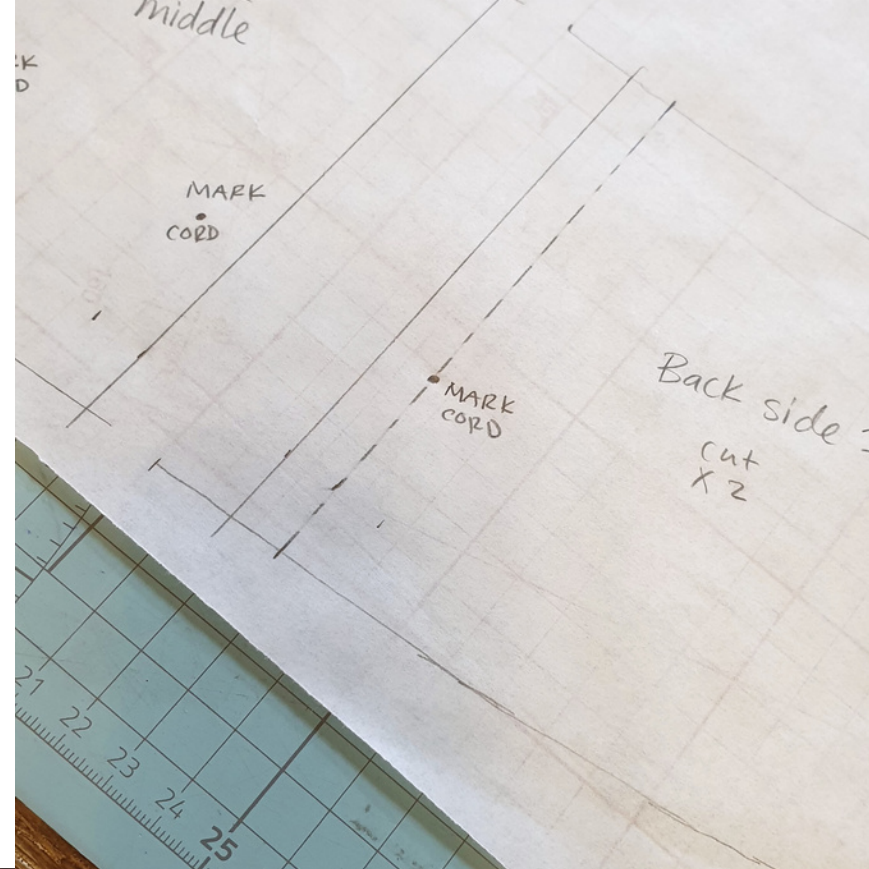
PROBLEMS TO RESOLVE:

Deviating from the retired paraglider nylon presented an unknown. The brand had thus far been identified by the upcycled paragliders, and this new introduction had to be done with transparency of the brand's sustainability practices, to retain the authenticity of the brand.

The design I had in mind was more technically difficult to produce. I wanted to challenge myself to completely outsource the production, so I was prepared to scale should the occasion arise. This meant finding a manufacturer willing to work with me and my less-than-traditional material source.



THE PROCESS:



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DESIGN

Over the years I have developed relationships with key returning customers who I believe cover my customer profile range well. I reached out to these customers and asked them for their opinions and particularities about the sort of bag I had in mind. From their feedback I discovered that internal organization was vital, and an ideal size for the body of the bag.

I drafted an initial pattern and tested it with daily use for several months while researching manufacturing possibilities.



PRODUCTION:

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BRIC.BAG SAMPLE

Though I had already built a strong relationship with a small woman-run and operated cut and sew manufacturer in Budapest Hungary, I knew I would be pushing their skill set and capacity with this new bag.

After speaking with 10 different manufacturers who couldn't match my retail price point, and my sustainability expectations, I returned to my team in Budapest. **Together we worked through 4 samples tweaking the pattern until it was production ready.**

After sourcing the recycled plastic hardware, and finalizing the colorway, the team produced **a small run of 20 pieces.**





MARKETING:

“SURPRISE IS THE OPPOSITE OF ENGAGEMENT.”

The bag was in technical development for months, but as John Lilly the CEO of Mozilla originally said, “Surprise is the opposite of engagement.” I made sure to document the process and shared it on Instagram stories.

As the anticipation for the new bag grew, **I made note of the questions and phrases my customers used when talking about the bag.** They told me it would be perfect for biking, they even asked if it could carry a Club Mate (a beloved-Berliner soda with a cult-like status), and a pair of sunglasses.



RESULTS:



BRIC.BAG – LAVENDER

SALES

- Since the launch in May of 2022 the first and second production batches have sold out, with only one piece given away for PR.
- The BRIC.BAG has been sold both retail and wholesale, to shops including Victoria Met Albert and Snaps.Hamburg.
- The return rate of 2% for the BRIC.BAG thus far, is 18% lower than the industry average.

RESULTS:



PR & MARKETING:

- In March of 2023, a representative from Etsy reached out and requested to use the BRIC.BAG in their print ad campaign in the Chicago subway system.
- Instagram influencer Caitlyn Bee agreed to a one-post collaboration, and since then, she has featured the BRIC.BAG in more than 17 outfit posts beyond our initial agreement.
- At the launch, I sent out a short but sweet newsletter announcement to my small but mighty subscriber list. It achieved the highest open and conversion rate of any previous letter, with an opening rate of an astonishing 86% and a CTR of 5.8%.

PHOTO COURTESY OF ETSY – 2023 CHICAGO SUBWAY CAMPAIGN

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RESULTS:



BRIC.BAG – AVOCADO LIMITED EDITION

LEARNINGS:

- Despite strong interest in the BRIC.BAG, sales were slow to take off initially. My customer is budget conscious and not likely to make impulse purchases. This may be why it was 30 days post-launch before sales met my projections.
- Not all of my regular returning customers also ordered a BRIC.BAG. While there is overlap, it isn't the identical customer profile.
- The BRIC.BAG has a higher price point, which may point to why customers bought fewer additional accessories in the same order than when ordering U.BAGs.
- Contacting influencers and inviting them to choose a product rather than offering a specific product may be more productive long term, as they will naturally incorporate the product in their posts.

THANK YOU

for reading through this case study. If you would like to know more about my experience running TheVIVgoods you can visit my portfolio, the shop, or contact me.

Portfolio: www.VivianKvitka.com

Shop: www.TheVIVgoods.com

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