

BRAND INTRODUCTION

品牌简介

TOPFEELING

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品牌介绍

BRAND INTRODUCTION

BRAND INTRODUCTION

品牌简介

TOPFEELING，以日韩、欧美风为主的时尚潮流服装品牌。全球化、多元素风格相互融合激发出潮流气息，使之更具有国际化风范。高频率推出极强时尚感服饰单品的TOPFEELING为追求百变造型、紧跟时尚潮流的年轻一族提供款式丰富、精美又可轻松购买的时尚服饰。



TOPFEELING

BRAND INTRODUCTION

品牌简介



TOPFEELING作为知名快时尚生活式品牌MJstyle的精品店铺。

所有产品都是MJstyle的精选款式，快速汲取全球流行前沿的设计灵感与理念、迎合市场需求、价格平易近人，同时为消费者创造舒适惬意的购物环境，使消费者能在TOPFEELING得到更多搭配体验和乐趣！

其个性化的装修设计、以人为本的服务理念、配合紧跟国际潮流的全品类产品，在各业态的购物广场和社区卖场中不断取得骄人的销售业绩。

TOPFEELING

BRAND INTRODUCTION

品牌形象



TOPFEELING



PART 2

品牌定位

BRAND POSITIONING

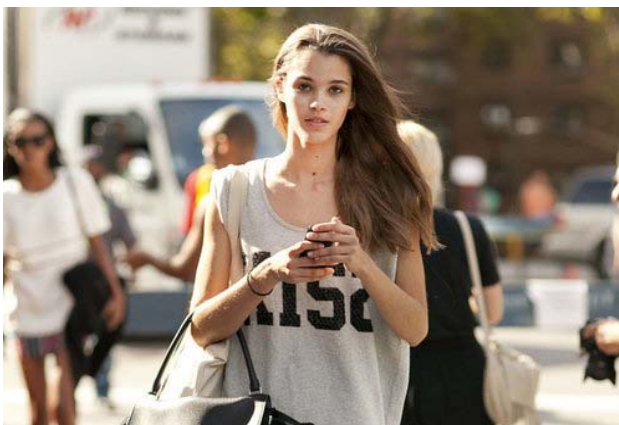
BRAND POSITIONING

品牌定位



主要消费群体

在校学生、都市白领等
追求时尚年轻一族



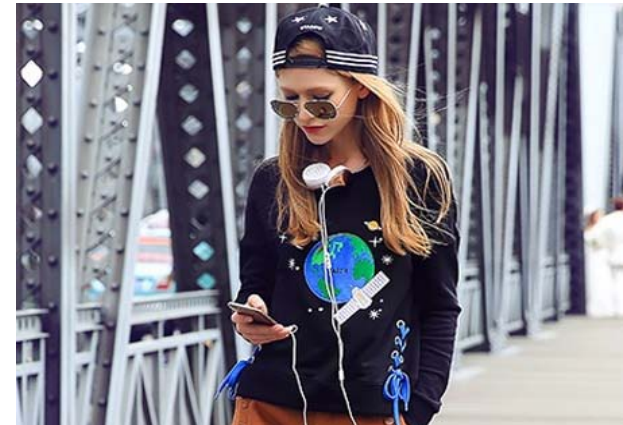
消费群体特征

追求积极、乐观、自由、时尚
的生活方式



年龄定位

18-35岁



产品价格定位

19-799元



TOPFEELING

The background image shows a person with short brown hair, wearing a grey jacket and white pants, standing behind a black metal fence. A black backpack is on the ground to the left. The scene is outdoors on a paved surface. A large red rectangle with a white border is centered over the image, containing the title text. Several thin white diagonal lines cross the image.

PART 3

特色及优势

THE CHARACTERS
AND
ADVANTAGES

1

采用全球超级买手与
自主研发，
双系统运作模式

确保国际化背景产品
与中国市场的完美契
合；



TOPFEELING

2

雄厚的公司实力及全
国优质商业地产
强强联手，

保证渠道快速构建；



3

时尚适卖



为国内消费者提供紧跟时尚潮流和高性价比的“快时尚产品”

TOPFEELING



主攻娱乐营销、影视营销、网络营销，极大提升品牌影响力



4

“品牌力+影响力”
双重市场战略



5

配货制
零库存

TOPFEELING



根据店铺实际运营情
况科学合理分配货物；

专业货控分析团队合
理快速补货调货；

快速物流体系实现最
有效上货速度。



The background of the slide features a person with short brown hair, wearing a grey jacket and white pants, standing behind a black metal fence. A black backpack is on the ground to the left. The scene is outdoors on a paved surface. A large red rectangle with a white border is centered over the image, containing the title text. Several thin white diagonal lines cross the image.

PART 4

市场规模

THE MARKET

THE MARKET

覆盖整个亚洲近500+门店

目标

成为全球最杰出的零售企业。

愿景

为全球消费者带更高品质的时尚生活。

TOPFEELING

The background of the slide features a person with short brown hair, wearing a grey jacket and white pants, standing behind a black metal fence. A black backpack is on the ground to the left. The scene is outdoors on a paved surface. A large red rectangle with a white border is centered over the image, containing the text. Three thin white diagonal lines cross the right side of the image.

PART 5

市场合作

THE COOPERATION

THE COOPERATION



保毛利



零库存



零管理

TOPFEELING

THE COOPERATION

合作模式



所有加盟店铺的销售活跃性，都将统一由TOPFEELING团队管理。



财富热线

4009202587



A young man with short brown hair is sitting on a metal fence. He is wearing a light blue zip-up hoodie over a white t-shirt, black pants, and black sneakers with white soles. A black backpack is on the ground to his left. The background is a metal fence with a red and white striped wall behind it. The scene is lit with bright sunlight, creating strong shadows. The image has a diagonal split with a dark grey upper right and a red lower right.

**THANK
YOU**

TOPFEELING