

IVORY ELLA CASE STUDY



Ivory Ella is a brand that gives back to help save the elephants. At the time Arabella Enterprises was engaged as the brand's licensing agent, the tees and hoodies were sold only on ivoryella.com. Our challenge was to take a brand that was known only on the internet into retail stores for products that were not apparel.

Our strategy was to license merchandise that could stand on its own, without the retail customer necessarily being familiar with the brand. Our brand extensions included bedding, decorative pillows, backpacks, duffels, fashion bags, wallets, jewelry, tumblers, journals, notebooks, calendars and small gifts. 10% of the brand's proceeds are donated to help save the elephants.

We established a strong foothold for licensed merchandise at stores like Von Maur, Dillards and The Paper Store.