PREMIUM FASHION LANDING PAGE STRATEGY

Borivali, Mumbai • ■80,000 Average Product Price • ■1 Lakh Marketing Budget

Business	Premium Fashion
Location	Borivali, Mumbai
Product Price	■80,000
Marketing Budget	■1,00,000
Primary Goal	Qualified Leads + Appointments + Store Visits + Sales

1. Landing Page Objective

The landing page should use the same conversion logic as the supplied travel page: strong hero messaging, urgency, clear benefits, a lead form, product/collection discovery, value education, social proof, trust elements, FAQs and a strong final CTA.

Primary conversion: Private Styling Appointment / WhatsApp Enquiry

Customer journey: Ad → Landing Page → Enquiry → Consultation → Appointment → Borivali Store Visit → Purchase

2. Hero Section

Headline: Your Signature Look Awaits

Discover premium fashion designed to make every occasion unforgettable. Explore exclusive designs, premium fabrics and personalised styling at our Borivali store.

Primary CTA: Book Your Private Styling Appointment

Secondary CTA: WhatsApp Us

USP Strip: Premium Designs • Personal Styling • Premium Quality • Borivali Store • Exclusive Collection • Personal Assistance

3. Lead Form

Book Your Private Styling Consultation

Find your perfect outfit with personalised assistance from our fashion expert.

Field	Suggested Options
Name	Text field
Phone Number	Mobile number
Shopping For	Wedding / Reception / Party / Festive / Formal / Other
Appointment Date	Date picker
Preferred Time	Time slot

CTA: Book My Appointment

Trust line: Your details are safe. No spam. Our fashion consultant will contact you shortly.

4. Signature Collection Section

Explore Our Signature Collection
Discover premium looks curated for your most important occasions.

Collection	Positioning	CTA
Bridal / Wedding Edit	Premium wedding looks	Explore Collection
Reception Edit	Elegant statement styles	Explore Collection
Festive Collection	Contemporary festive looks	Explore Collection
Luxury Occasion Wear	Sophisticated premium designs	Explore Collection
Statement Collection	Exclusive limited-edition pieces	Explore Collection

5. ■80,000 Hero Product / Value Section

The ■80,000 Signature Look

More than an outfit. It's a complete statement.

Highlight: Premium fabric • Detailed craftsmanship • Exclusive design • Personal styling assistance • Fitting/alteration support • Premium packaging

CTA: Book a Private Viewing / WhatsApp for Collection Details

6. Find Your Perfect Look — Interactive Quiz

Convert the travel page's trip estimator into a fashion recommendation tool.

Step 1 — Occasion: Wedding / Reception / Festive / Party / Formal

Step 2 — Style: Classic / Contemporary / Luxury / Minimal / Statement

Step 3 — Budget: ■50K–■70K / ■70K–■1L / ■1L+

Step 4 — Preference: Visit Store / Private Appointment / WhatsApp Consultation

Result: Recommended Collection + Book My Styling Consultation

7. Why Choose Us

Benefit	Landing Page Message
Premium Craftsmanship	Attention to fabric, finishing and detail.
Personal Styling	Recommendations based on occasion, style and preference.
Exclusive Designs	Premium pieces that are not mass-market.
Perfect Fit	Personalised fitting and alteration support where applicable.

8. Limited-Time Appointment Offer

PRIVATE SHOPPING WEEK
Book Your Appointment This Week

Offer structure: Complimentary styling consultation + priority collection viewing + personalised outfit recommendations.

CTA: Claim My Appointment

Important: Use scarcity claims such as limited pieces/slots only when they are genuinely true.

9. Free Style Guide Lead Magnet

The Premium Occasion-Wear Style Guide

Include: outfit selection, colour selection, styling tips, accessories, occasion-based recommendations and common styling mistakes.

CTA: Get the Free Style Guide

10. Featured Collections

Look	Positioning	Price / CTA
Wedding Edit	Premium Wedding Wear	From ■80,000 • View Collection
Reception Edit	Elegant & Statement Styles	View Collection

Look	Positioning	Price / CTA
Festive Edit	Contemporary Festive Fashion	View Collection
Luxury Occasion	Premium Occasion Wear	View Collection

11. Customer Testimonials

Real Customers. Real Style.

Use genuine customer photos, outfit photos, occasion details and short reviews. Example structure: 5-star review → customer name → collection/occasion.

12. Shop With Confidence

Trust Element	Suggested Message
Quality Assurance	Premium quality checks before delivery.
Personal Styling Support	Assistance choosing the complete look.
Fitting Support	Alteration/fitting assistance where applicable.
Transparent Pricing	Clear pricing with no unexpected charges.

13. How It Works

01 — Book Appointment: Share your occasion and style preference.

02 — Personal Consultation: Fashion expert understands your requirements.

03 — Explore & Select: View recommended premium looks.

04 — Finalise Your Look: Complete purchase and fitting/styling assistance.

14. FAQ Structure

Cover: starting price, appointment requirement, styling assistance, alteration policy, customisation availability, store location and booking process. Only publish claims that the business actually provides.

15. Final CTA

Ready to Find Your Signature Look?
Your next unforgettable outfit starts with a private styling experience.

■ Borivali, Mumbai
Book Your Private Styling Appointment
WhatsApp Us • Call Now

16. ■1,00,000 Paid Ads Strategy

Campaign	Budget	Objective
Meta Awareness / Reels	■15,000	Local awareness and video-view audiences
Meta Engagement	■10,000	Build warm social audience
Meta Leads / WhatsApp	■40,000	Primary qualified enquiries
Meta Retargeting	■20,000	Convert interested users
Google Search	■15,000	Capture high-intent searches
TOTAL	**■1,00,000**	

17. Target Audience

Location: Borivali East/West, Kandivali, Malad, Goregaon, Andheri and wider Mumbai catchments.

Age: Approx. 25–45.

Audience: Premium fashion shoppers, professionals, business owners, wedding/occasion shoppers and fashion-conscious customers.

Interests: Premium/luxury fashion, designer wear, wedding shopping, occasion wear, personal styling and luxury shopping.

18. Final Conversion Funnel

Meta Ads → Fashion Landing Page → Styling Form → WhatsApp/Call → Appointment → Borivali Store Visit → ■80,000 Purchase

19. Key KPIs

Reach • Impressions • Video Views • Profile Visits • Website Visits • WhatsApp Clicks • Leads • Qualified Leads • Appointments • Store Visits • Purchases • Cost per Qualified Lead • Conversion Rate • Revenue • ROAS