

# How Fresh-Tops Built A Successful Fashion Brand With Social Media Marketing





Nella Chunky is the founder of **Fresh-Tops** - a hipster-chic fashion brand powered almost exclusively by social media.

With massive followings on sites like Instagram and Facebook, Fresh-Tops is a perfect example of an audience-enabled business powered by products that people love to share.

By focusing on being relevant, networking and creating a brand people want to engage with, Fresh-Tops is a hit among hipster teens.



## ■ DESCRIBE YOUR PRODUCT IN 1-3 SENTENCES.

Fresh-Tops is high end fashion for hipster trendy teenage females.

Our products are inspired by pop culture with a girly twist. We sell everything from leggings, accessories, crop tops, sweaters and anything that our customers request that makes sense.

## ■ HOW DID YOU DECIDE ON YOUR PRODUCT? WHAT IDEAS DID YOU CONSIDER BUT REJECT, AND WHY?

I experimented with a bunch of brands until we found one that really worked.

I ended up with my current brand by being inspired by pop culture, and a love for bright colors and creating fun, cute little things.

I believe that to be successful in fashion, you have to stay fresh, and that's where the name Fresh-Tops came from.

## ■ WHAT WERE SOME OF THE MAIN TIPPING POINTS (IF ANY) OR A-HA MOMENTS? HOW DID THE TIPPING POINTS HAPPEN?

My biggest tipping point was realizing how important social media is to the growth of my company.

Being able to interact with our customers 24/7 on various social media platforms has been really, really important.

## ■ WHAT WERE YOUR BIGGEST MISTAKES, OR BIGGEST WASTES OF TIME / MONEY?

My biggest mistake was with packaging.

When I first created Fresh-Tops I was convinced that fancy packaging and the experience of our customers opening our products would increase sales.

Nope.

It's better to focus on fast delivery and high quality products rather than packaging, which only eat out on your profits. Once our brand became more established it made more sense to invest in pretty packaging.

## **KEY MANUFACTURING AND MARKETING LESSONS LEARNED?**

### **1. Network.**

Getting to know people in my industry played a huge role in developing my company. We found all our manufacturers through referrals from personal relationships.

Get involved with the market of your specific products. If you're in the fashion industry go to every fashion event you can.

### **2. You can't ignore social media.**

Our marketing strategy is completely focused on our social media.

We use [Facebook](#), [Tumblr](#), [Instagram](#) and [Twitter](#) to share pictures of our clothing. Then our fans share those pictures with their audiences.

This social influence is very powerful. People tend to shop where their friends shop and they feel left out if they're not involved.

### **3. Secure your brand name.**

We keep our ears open for the next popular network, and we'll then immediately establish accounts.

It's important to do this for two reasons. First, to secure your brand name before someone else gets it. Second, you want to be in these social circles in case they catch buzz. For example, there is a lot of buzz around [Keek](#) right now. It's a social site which allows users to post videos no more than 30 seconds long. We don't know how we're going to use this as a marketing tool yet, but at least we have reserved our company user name before anybody else could.

## **ANY PR WINS? MEDIA, WELL-KNOWN USERS, OR COMPANY PARTNERSHIPS, ETC? HOW DID THEY HAPPEN?**

No company partnerships as of yet but we are looking to partner with a PR firm and a very well known web development company this year.

## WHAT SOFTWARE/TOOLS AND RESOURCES, MENTORS OR GROUPS DID YOU FIND USEFUL FOR GROWING, IF ANY?

We don't really use any fancy software or tools. You'd be surprised how much you can do with very little integrated software.

A couple of my mentors who I study, and who inspire me are [Kimora Lee Simmons](#) and [Tony Hseish](#).

Conference wise, I learnt a lot from Fashion Week and Stitch Trade Show in Las Vegas.

## IF YOU WERE TO DO IT ALL OVER AGAIN, WHAT WOULD YOU DO DIFFERENTLY?

Our biggest challenges so far have been holiday seasons.

During the holiday season, it was tough to keep up with increased demand, so I would have ensured our stock count was big enough.

## ANY OTHER ADVICE TO PEOPLE STARTING THEIR FIRST ONLINE BUSINESSES?

I would really suggest that if you are starting your own business, it's very important to listen to your customers and use their input to drive the growth of your business.

We relied on email requests and suggestions from our social media fans when deciding how to move forward and what items to add to our line, and it worked really well.

The second thing I would say is just do it. Keep experimenting and keep trying different things and different brands until you find something that works. Be versatile and flexible and you'll learn and grow as you go along. Stick to doing a few things really well and don't overextend yourself.

## WHAT'S NEXT?

This spring we are starting a new line of shorts which are fun and colorful.

## KEY TAKEAWAYS

- ✓ Don't underestimate the power of social media when it comes to launching your business.
- ✓ In the beginning, it's better to focus on fast delivery and high quality products than fancy packaging.
- ✓ Networking with people in your industry can play a huge role in developing your company.
- ✓ Secure your brand name across existing and upcoming websites and social networks.



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