

A background image showing several Real Madrid players in white jerseys celebrating with their arms raised. The image is semi-transparent, allowing the text to be overlaid clearly. The players are wearing white jerseys with 'Emirates FLY BETTER' and the Real Madrid crest visible. One player in the center has a tattoo on his left arm.

KARAN MADHOK

REAL MADRID X MATTHEW M. WILLIAMS

REAL MADRID



Founded in 1902, Real Madrid is one of the most celebrated football clubs in history, based in Madrid, Spain. Known for its commitment to excellence and dominance in global football, the club has set benchmarks both on and off the field.

Achievements

- Record 14 UEFA Champions League titles (most by any club).
- Over 35 La Liga titles, demonstrating domestic supremacy.
- Multiple FIFA Club World Cup victories.

Cultural Impact

- A fan base of 500+ million across continents, with significant followings in Europe, Asia, and the Americas.
- Embodies prestige, passion, and performance with the iconic motto, "**Hala Madrid y Nada Más**" (Forward Madrid, Nothing Else).
- Beyond football, it represents a global lifestyle brand, delving into fashion, esports, and digital innovation..



MATTHEW M. WILLIAMS

Matthew M. Williams is a cutting-edge designer and the Creative Director of Givenchy, celebrated for merging high fashion with industrial aesthetics. As the founder of 1017 ALYX 9SM, Williams has pushed the boundaries of design, blending luxury with functionality.

Achievements

- Creative Director at Givenchy since 2020, bringing a modern, streetwear-inspired touch to the luxury house.
- Founded 1017 ALYX 9SM, a brand acclaimed for its innovative use of hardware and sustainable materials.
- Renowned for collaborations with Nike, Moncler, and Dior.

Design Philosophy

- Minimalist, utilitarian designs infused with cutting-edge technology.
- Known for creating pieces that balance elegance with urban edge.
- Champions sustainability & innovation in material sourcing and production.



1017 A L Y X 9SM



W H Y

REAL MADRID X MATTHEW M. WILLIAMS

Strategic Alignment with Brand Goals

- **Cultural Relevance:** Real Madrid's global identity as a lifestyle and cultural brand aligns seamlessly with Williams' forward-thinking fashion philosophy.
- **Expanding Reach:** Williams' influence in luxury fashion and streetwear broadens Real Madrid's audience, engaging both football fans and fashion-forward consumers.

Target Audience Synergy

- Appeals to younger, urban demographics who value luxury infused with functionality.
- Reaches high-net-worth individuals and streetwear enthusiasts, combining aspirational and accessible elements.

W H Y REAL MADRID X MATTHEW M. WILLIAMS

Innovation in Design

- Williams' utilitarian aesthetics and signature hardware design (e.g., rollercoaster buckle) bring a unique, modern twist to Real Madrid's heritage.
- The collaboration emphasizes sustainability, a growing consumer demand, aligning with global trends

Proven Collaboration Success

- Williams' previous collaborations with Nike, Dior, and Givenchy show his ability to balance commercial and creative success.
- His expertise in bridging streetwear with luxury ensures a bold, trendsetting capsule collection.

CAPSULE COLLECTION

Product Lineup

- Apparel: Oversized hoodies, jackets, tracksuits with minimalist logos and industrial detailing.
- Accessories: Crossbody bags, backpacks, and sneakers featuring rollercoaster buckles and Real Madrid's crest.
- Outerwear: High-performance coats with sustainable materials and urban designs.

Styles and Themes

- Utilitarian Elegance: Industrial aesthetics with Real Madrid's white and gold palette.
- Sustainability: Recycled fabrics and organic cotton for eco-conscious appeal.
- Modular Design: Mix-and-match versatility for modern urban lifestyles.



CAPSULE COLLECTION

Design Inspiration

- Heritage Meets Modernity: Real Madrid's legacy reimaged through a minimalist, futuristic lens.
- Urban and Functional: Inspired by Madrid's cityscape and industrial fashion.
- Signature Hardware: Rollercoaster buckles and industrial straps as standout features.

Themes of the Collection

- "Legacy in Motion": Highlighting Real Madrid's history while celebrating its forward-thinking ethos.
- "Urban Royalty": Combining streetwear with regal elements, bridging functionality and luxury.



TARGET AUDIENCE

Demographics:

- Age: 18–35 years old.
- Gender: Unisex appeal, with a focus on urban, fashion-forward individuals.
- Income: Middle-to-high income levels with discretionary spending on luxury items.

Psychographics:

- Lifestyle: Trendsetters and culturally conscious individuals who value exclusivity and modernity.
- Interests: Football enthusiasts, streetwear collectors, and fans of industrial fashion aesthetics.

Geographic Reach:

- Core markets: Europe, North America, and Asia-Pacific.
- Growth markets: Middle East and Latin America.



PRICING STRATEGY

- **Premium Pricing:** Reflecting the exclusivity and limited-edition nature of the collection.
- **Proposed Price Ranges:**
 - Hoodies/Jackets: €300–€500.
 - Accessories (e.g., bags): €200–€400.
 - Sneakers: €250–€450.
- **Justification:**
 - Aligns with the luxury positioning of Matthew M. Williams and Real Madrid.
 - Comparable to successful collaborations like Nike x Off-White and PSG x Jordan.
 - Appeals to collectors and affluent consumers seeking exclusive, high-quality designs.



REAL MADRID X MATTHEW M. WILLIAMS

COLLABORATION:

KEY TIMELINE

0 - 3 months Planning Phase

- Finalize collaboration agreement with Matthew M. Williams.
- Design concepts and prototypes for the capsule collection.
- Conduct market research to refine target audience and pricing.

4 - 7 months Pre-Launch Phase

- Production of the collection using sustainable materials.
- Develop marketing campaigns (social media teasers, influencer partnerships).
- Secure distribution channels: e-commerce, flagship stores, and exclusive pop-ups.
- Coordinate with global press and fashion influencers

8 - 9 months Launch Phase

- Official launch event in Madrid, featuring Matthew M. Williams and Real Madrid players.
- Limited-edition collection drop on Madrid's e-store, Givenchy outlets, and select retailers.
- Amplify reach with live social media campaigns and collaborations with fashion influencers.

10 - 12 months Post-Launch Phase

- Evaluate sales performance and market response.
- Host exclusive pop-up events in global fashion capitals (Paris, New York, Tokyo).
- Release additional limited-edition pieces based on demand.

MARKETING STRATEGY

Multi-Channel Marketing:

- **Social Media Campaigns:**

1. Platforms: Instagram, TikTok, Twitter.
2. Content: Teasers with Real Madrid players and influencers wearing the collection.
3. Launch Hashtags: #LegacyInMotion, #RealMadridxMMW.

Influencer Collaborations:

1. Engage global fashion influencers, urban creators, and athletes.
2. TikTok unboxing trends and styling challenges.

Experiential Marketing:

- **Launch Event:**

1. Held at Santiago Bernabéu Stadium.
2. Features live runway show and musical performances.

- **Pop-Up Stores:**

Immersive experiences in Madrid, Paris, New York, Tokyo.



MARKETING STRATEGY

Content Marketing:

- Behind-the-Scenes Stories: Exclusive video content on the collaboration journey.
- User-Generated Campaign: Fans share their styles for prizes.

Digital Advertising:

- Programmatic ads for targeted markets: Europe, North America, Asia.
- Email Campaigns: VIP early access for Real Madrid members and Givenchy clientele.



COMMUNICATION PLAN

Pre-Launch (Months 4 - 7):

- Announce collaboration via press release and teaser videos.
- Deploy targeted social media ads showcasing design previews.

Launch Phase (Months 8 - 9):

- Host a grand launch event with live streaming on social platforms.
- Amplify with live social media content from influencers and event attendees.

Post-Launch (Months 10 - 12):

- Maintain buzz with additional drops and user-generated content campaigns.
- Secure features in top-tier fashion and sports publications (e.g., Vogue, Hypebeast).



DISTRIBUTION PLAN

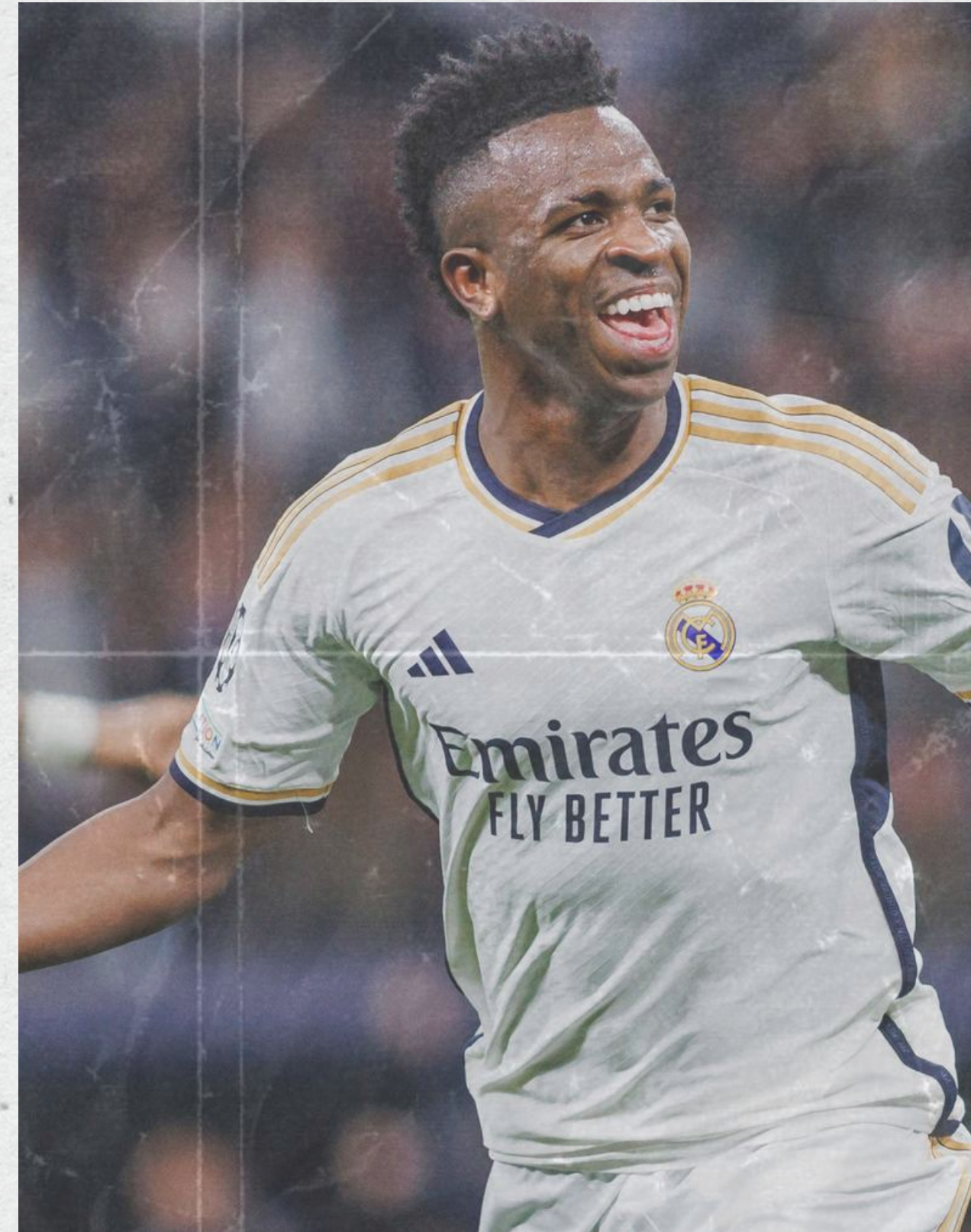
1. Multi-Channel Distribution

E-Commerce:

- Real Madrid Official Store:
 - Priority access for club members.
 - Dedicated microsite featuring collection lookbooks and exclusive content.
- 1017 ALYX 9SM Website & Givenchy E-Store:
 - Extend reach to Williams' established audience.
- Luxury Online Platforms:
 - Collaborate with Farfetch, Net-a-Porter, and SSENSE for global accessibility.

Flagship Stores:

- Madrid: Exclusive in-store pre-launch for fans and influencers.
- Givenchy Boutiques: Feature select pieces in global luxury hubs (Paris, New York, Tokyo).



DISTRIBUTION PLAN

Pop-Up Stores:

- Locations:
 1. Madrid (Santiago Bernabéu Stadium), Paris, New York, Tokyo.
- Features:
 2. Immersive experiences with VR product showcases.
 3. Limited-edition items exclusive to pop-ups.

Retail Partners:

- Collaborate with premium sports retailers like JD Sports and END Clothing for curated drops.
- Include high-end department stores like Harrods and Galeries Lafayette for a luxury touch.

2. Exclusive Drop Strategy

- Staggered Drops:
 - Initial launch on e-commerce and flagship stores.
 - Subsequent exclusive pieces available only in pop-ups and online flash sales.
- Scarcity Model:
 - Limited quantities to drive urgency and desirability.

PROJECTED SALES PERFORMANCE AND REVENUE

Real Madrid x Matthew M. Williams capsule collection is expected to generate €35–€50 million in revenue within the first 6 months, driven by an estimated 100,000 units sold globally. E-commerce channels (50%) will lead sales, followed by flagship stores and pop-ups (30%) and retail partners (20%). Europe and North America will contribute the largest share (70% combined), with additional growth opportunities in Asia-Pacific and the Middle East. Average price points of €300–€450 for apparel and accessories ensure premium positioning, with hoodies and jackets projected to account for 60% of revenue. Limited re-releases and exclusive drops will sustain demand post-launch.





BRAND ASPECTS

This collaboration merges Real Madrid's values of excellence, global reach, and innovation with Matthew M. Williams' modernity, sustainability, and inclusivity. Together, they fuse the club's storied legacy with Williams' cutting-edge designs, creating a global lifestyle appeal that bridges football, fashion, and streetwear. By introducing functional luxury with sustainable practices, the partnership reinforces Real Madrid as a cultural tastemaker and expands Williams' influence into sports-driven fashion, tapping into new demographics while staying true to their core identities.

A photograph of four Real Madrid players standing in a tunnel, wearing their white home kits. The kits feature the Adidas logo, the Real Madrid crest, and the Emirates 'FLY BETTER' slogan. The players are looking upwards and to the right. The tunnel has a crown-shaped archway in the background.

THANK YOU
VERY MUCH!