

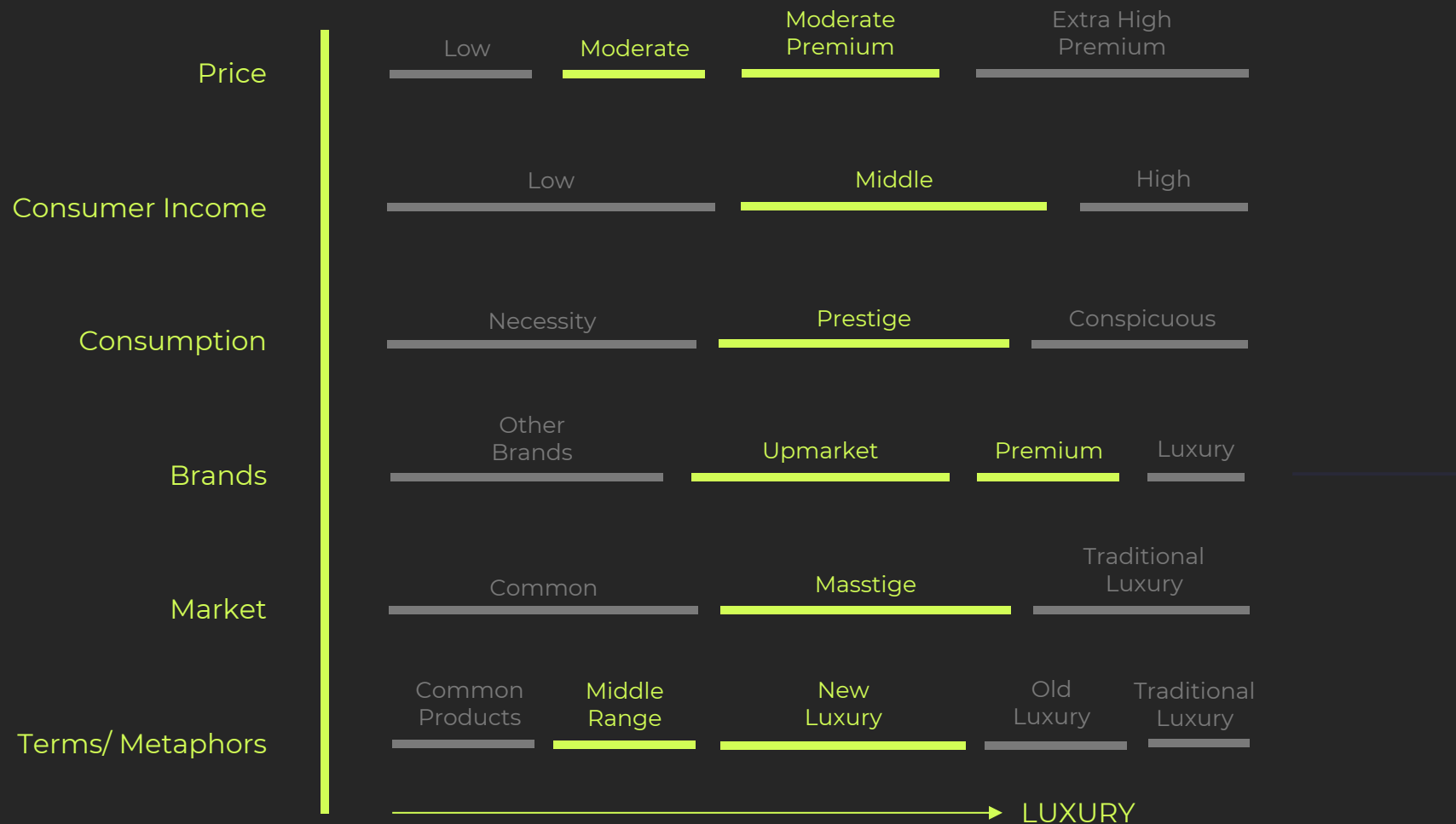
A person is shown from the chest down, wearing a black t-shirt with the 'JAYWALKING' logo and a chain necklace. The t-shirt has the text 'JAYWALKING' and 'NOT THE FINAL LOGO' printed on it.

JAYWALKING  
NOT THE FINAL LOGO

# JAYWALKING

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LEVERAGING MASSTIGE PRICING IN INDIA



# AGENDA

01

MASSTIGE PRICING  
STRATEGY OVERVIEW

02

INDIA AS AN EMERGING  
MARKET

03

JAYWALKING & PILLARS OF  
MASSTIGE BRANDING

04

ALTERNATIVE  
APPLICATIONS

# MASS PRESTIGE

Masstige Brands is a consumer brand category that bridges the gap between mass-market or mainstream products and prestige or luxury offerings. The term “Masstige” is a portmanteau of “mass” and “prestige.” These brands aim to offer products that are more affordable than luxury goods while maintaining a perception of quality, exclusivity, and aspiration

Karl Lagerfeld and the Swedish retailer H&M in 2004

Armani with Armani Exchange and Ralph Lauren with Polo Ralph Lauren

# ORIGIN



The term was made popular by Michael Silverstein and Neil Fiske in their 2008 book *Trading Up*

Significant origin can be attributed to the democratization of luxury fashion, where high-end designers began to collaborate with mass-market retailers to create more affordable lines

EMERGING MARKET

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INDIA



# MARKET DYNAMICS

Rising Middle Class

31% → 61%

2020-2021

2047

Digital Penetration

211  
million  
subscribers

\$111b → \$200b

2024

2026

Retail Expansion

\$2 trillion

2034

Millennials and Gen Z

55%  
Is spent on  
clothing and  
accessories

81%  
Support  
local  
brands

# PILLARS

## MASSTIGE BRANDING



Perceived Value



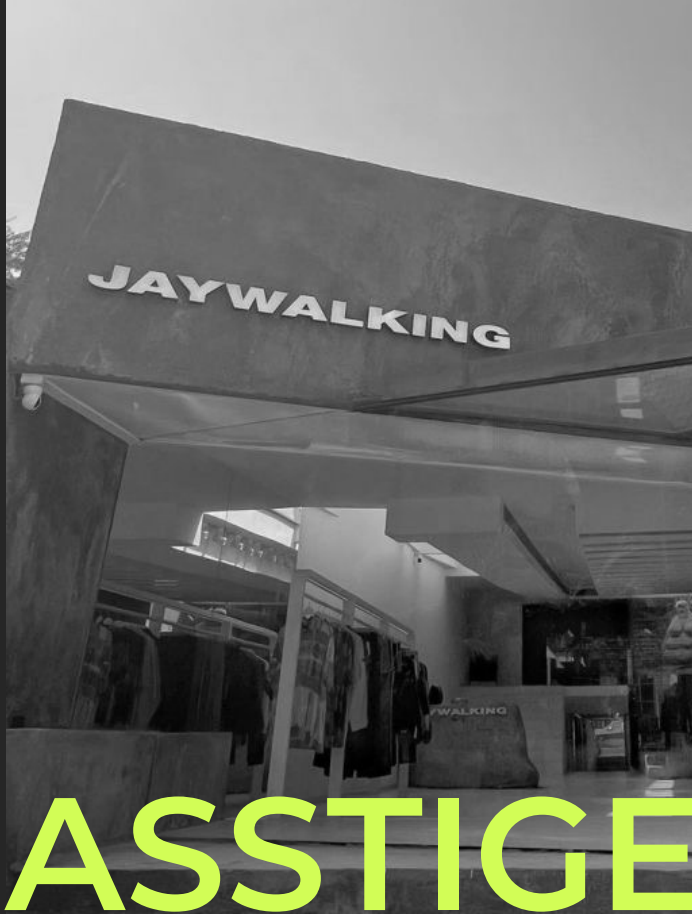
Brand Positioning



Product Differentiation



Accessible Luxury



# MASSTIGE PRICING

Perceived Value

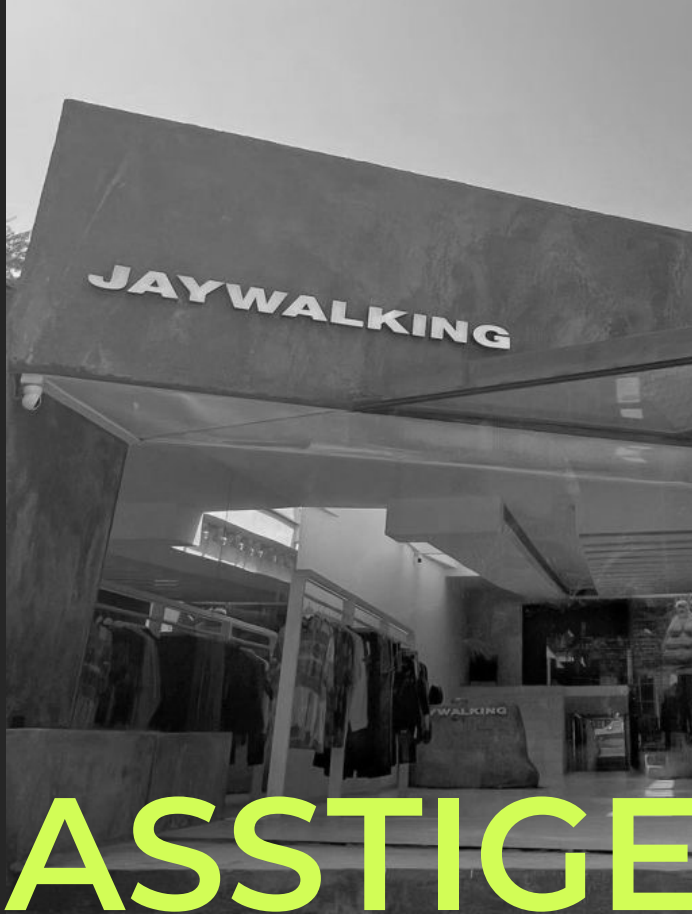
Value-Based Pricing & Price-Quality Signaling

Brand Positioning

Product Differentiation

Accessible Luxury





# MASSTIGE PRICING

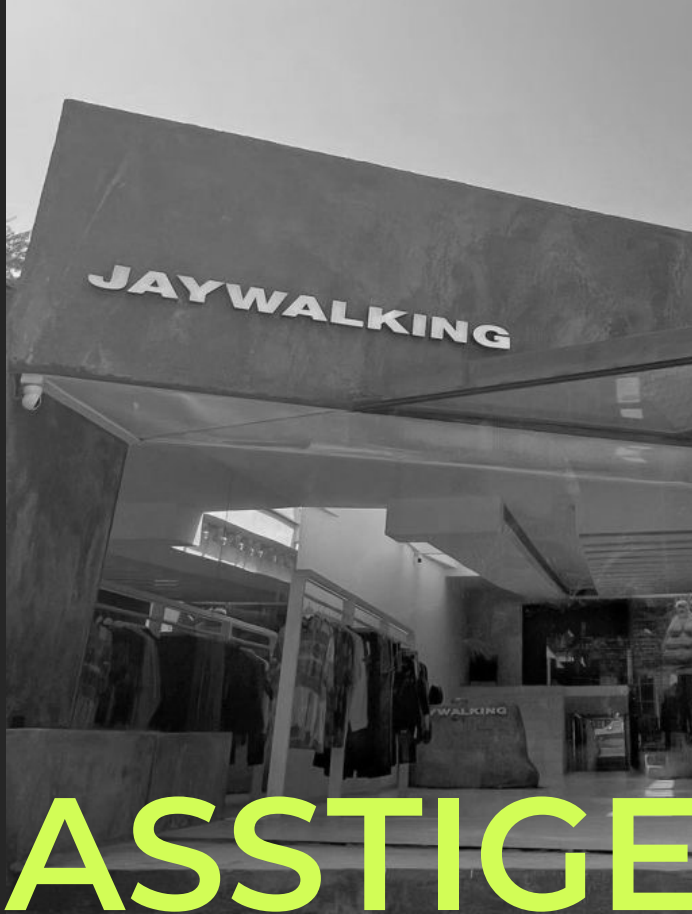
Perceived Value

**Brand Positioning**

**Premium Pricing based on availability**

Product Differentiation

Accessible Luxury



# MASSTIGE PRICING

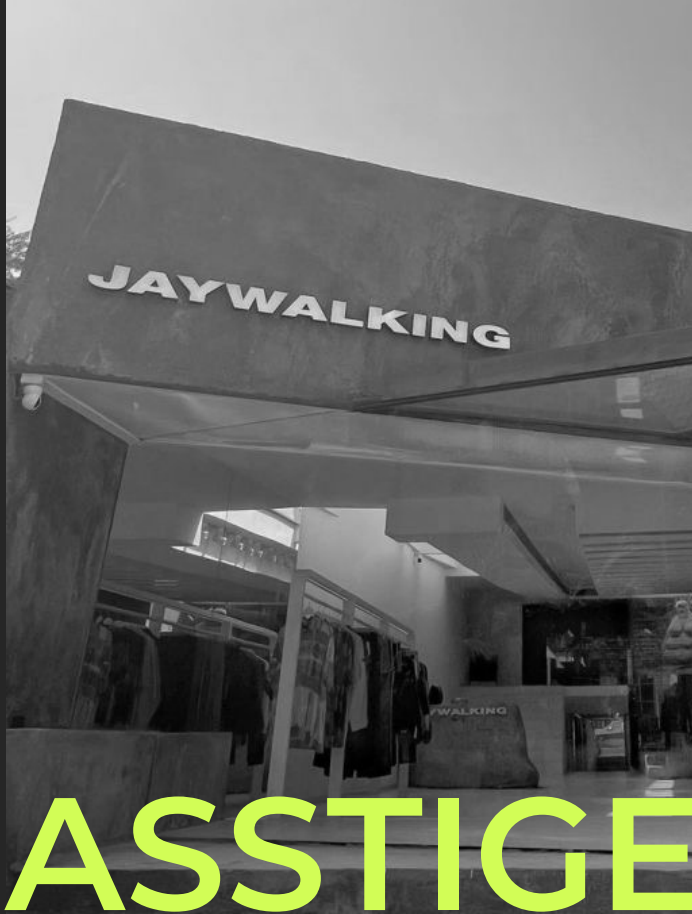
Perceived Value

Brand Positioning

**Product Differentiation**

**Product Line Pricing & Tiered Pricing**

Accessible Luxury



# MASSTIGE PRICING

Perceived Value

Brand Positioning

Product Differentiation

Accessible Luxury

Promotional Pricing

VELOCE

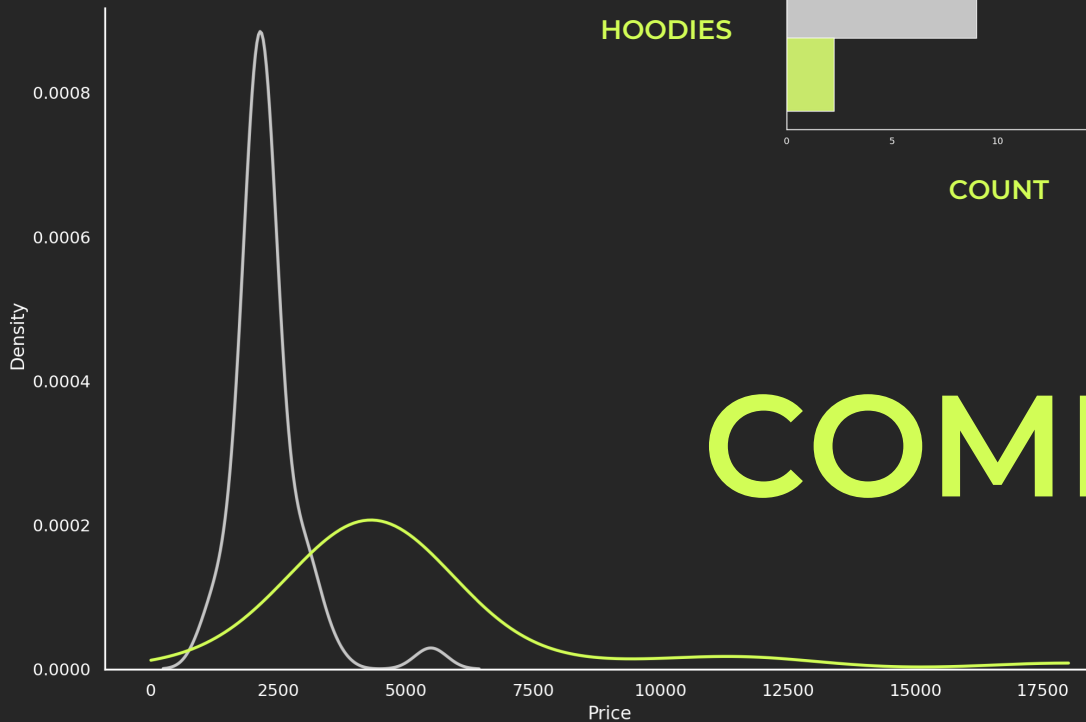
JAYWALKING

TSHIRTS

HOODIES

COUNT

AVG PRICE



COMPETITOR

PRICING

## ALTERNATIVE APPLICATIONS

Luxury  
to  
Masstige  
Hospitality



THE RITZ-CARLTON



Mass  
to  
Masstige  
Automotive





Thank you

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