

Product Deep Dive: Savana

Exploring how a digital-first fashion brand leverages trend velocity, social commerce, and mobile-first technology to capture Gen Z's attention and loyalty in India's booming D2C market.

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The Savana brand logo, featuring the word "savana" in a bold, lowercase, sans-serif font, centered within a rounded square. The logo is set against a solid orange background that occupies the right half of the slide.

savana

Why Savana?

Savana represents the evolution of fashion retail in India a **digital-first, Gen Z focused global fashion brand** with strong domestic presence and international trend positioning.

Built on three core pillars:

- **Trend velocity** - rapid design-to-launch cycles
- **Social commerce** - influencer-led discovery
- **Mobile-first shopping** - app-centric experience



Why This Case Matters

Savana exemplifies modern **D2C + tech-enabled fashion**, where product design, pricing psychology, and loyalty systems converge to drive sustainable growth.

What Does Savana Actually Do?

Fast Fashion Launch

Launches trend-led apparel inspired by global runways and social media, with rapid refresh cycles that keep the catalogue always current.

Direct to Consumer

Sells directly via mobile app, cutting out middlemen to maintain competitive pricing and control the customer experience.

Data-Driven Discovery

Uses social media, creators, and analytics to understand trends and drive demand through targeted, relevant content.

In simple terms: Savana brings international runway + social media trends to Indian users quickly and affordably.



The Problems Savana Solves

Trend Lag

Fashion trends change faster than traditional brands can respond. By the time offline stores stock new styles, Gen Z has moved on.

Style vs Affordability

Affordable fashion in India often lacks relevance or style. Premium brands offer great design but remain inaccessible to most young shoppers.

Discovery Mismatch

Offline retail doesn't match Gen Z discovery behaviour, they find inspiration on Instagram, Pinterest, and TikTok, not in malls.

Access Barriers

International fashion feels out of reach expensive, complicated to import, or unavailable in India altogether.

"I want trendy, global-looking clothes that are affordable and easy to buy online."



Who Is Savana For?



Gen Z & Young Millennials (18–30)

Digital natives who grew up with smartphones and expect seamless online experiences.



Social-Media-Driven Shoppers

Active on Instagram, Pinterest, and other platforms, they discover trends through influencers and want to replicate those looks.



Value-Conscious Yet Trend-Sensitive

Care deeply about style and being on-trend but operate within budget constraints typical of young Indian consumers.

Key insight: Savana isn't just selling clothes, it's selling **identity, aspiration, and cultural relevance.**

☆ PRODUCT EXCELLENCE

What Makes Savana a Great Product?

Trend Velocity

Rapid design-to-launch cycles with constantly refreshed catalogue. Mirrors Instagram, TikTok, and Pinterest trends in near real-time.

Mobile-First Experience

App-centric discovery with smooth wishlist management, checkout, and payments. Push notifications for drops, offers, and restocks.

Always In Sync

Savana feels perpetually current , not seasonal. It adapts to culture and trends as they emerge, not months later.



PRICE DROP CORNER

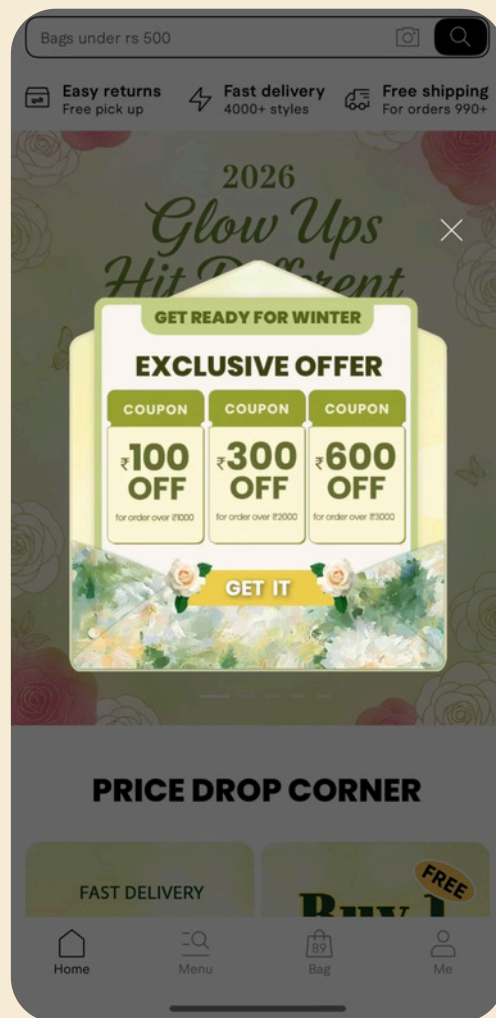


Coupons & Loyalty as Product Features

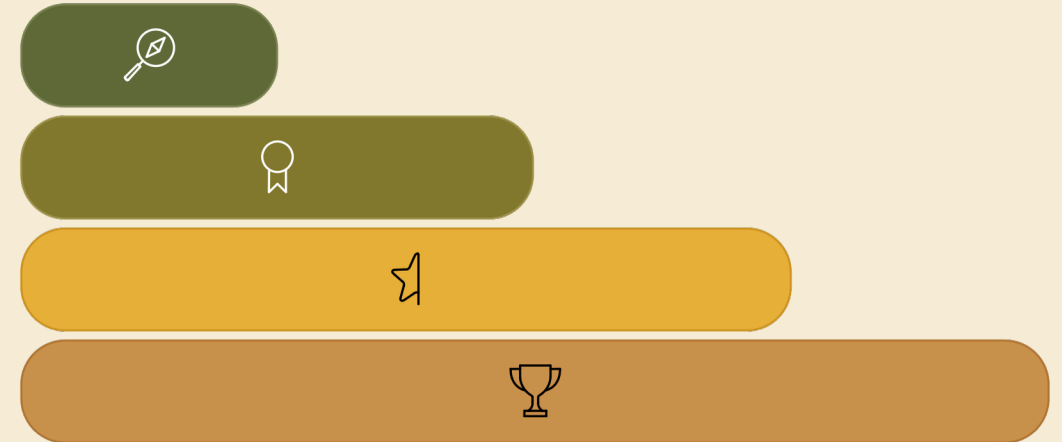
Coupons as Core UX

Coupons aren't just marketing, they're **part of Savana's product design**.

- Available almost every time users open the app
- Predictable discounts reduce checkout hesitation
- Create a "win" feeling before purchase



Savana Club: Loyalty Engine



-  **L1 Explorer**
-  **L2 Enthusiast**
-  **L3 Insider**
-  **L4 Icon**

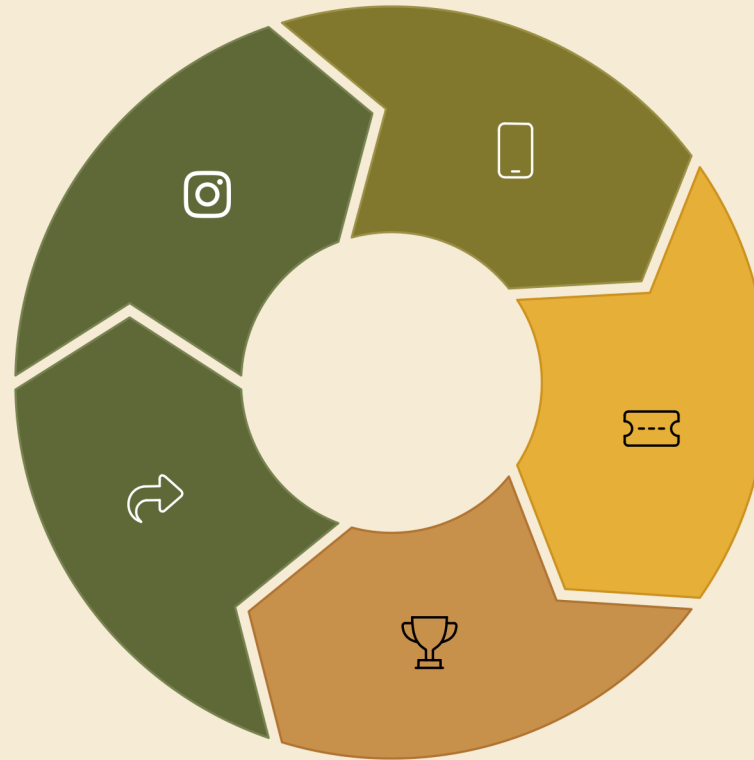
L4 Icon perks: Shopping rewards, member pricing, birthday surprises, VIP service, and

"Get Me to US" - an aspirational travel hook.

Savana's Product Growth Loop

Social Discovery
Users discover trends through influencers and social platforms

Referrals
Satisfied customers bring in new users organically



App Visit

Browse Savana's trend-aligned catalogue on mobile

Coupon-Driven Purchase

Predictable discounts reduce friction and drive conversion

Club Progression

Loyalty tiers unlock perks and encourage repeat purchases

This self-reinforcing loop drives both **repeat purchases** and **organic growth** discovery leads to purchase, purchase builds loyalty, and loyalty generates referrals.

What I'd Build Next

Current Bottlenecks

Delivery Speed

Standard delivery (~21 days) breaks the impulse buying momentum that drives fashion purchases.

Limited TAM

Currently women-focused, missing the significant opportunity in men's fashion and accessory categories.

Three Strategic Product Bets

01

60-Minute Express Delivery

Launch metro-first express delivery for high-demand SKUs via dark stores. Convert desire into instant gratification critical for impulse-driven fashion.

02

Buy the Look

One-tap purchase of full influencer-curated outfits. Reduces decision fatigue, increases average order value, and mirrors social media inspiration directly.

03

Men's Fashion Launch

Start with capsule collections streetwear, casual, party wear. Use influencer-led drops to validate demand before full-scale expansion.

Final Takeaway

Why Savana Is a Great Product

- Solves global fashion access for budget-conscious Indian users
- Deep understanding of Gen Z psychology and behaviour
- Strong blend of trends, pricing psychology, loyalty mechanics, and technology

Savana isn't just selling clothes it's selling *being on trend, right now.*

Key Metrics to Track :

Repeat Purchase Rate

Measures how effective each loyalty tier is at driving long-term retention and habit formation.

Return Rate

Helps identify sizing, fit, or quality issues that are hurting customer trust and margins.

Coupon Usage

Shows whether users are staying because of discounts or developing genuine brand loyalty.

Referral-Driven CAC

Evaluates how cost-efficient referrals are compared to paid acquisition channels.