Brand Launch & 90-Day Growth Plan

A marketing plan to launch a coastal-luxury lifestyle brand from zero — apparel, accessories, leather goods and companion pieces — and a 90-day roadmap to grow it on Shopify.

Prepared by Chicle · For: SABLE & SEA · Toronto, CA
Platform: Shopify · Target launch: Spring 2026

THE OPPORTUNITY

Launching from zero, with intent.

SABLE & SEA enters not as a pet label but as a **coastal-luxury lifestyle house** — for people who love the shore, and the dogs they bring along. Considered apparel, accessories, leather goods and companion pieces, made to be worn, weathered, and kept. The category is crowded at the low end and quiet at the premium, human-grade end — exactly where this brand fits.

What we're building

- A **Shopify storefront** that feels like a boutique, not a big-box aisle.
- Five deliberate collections: For Her, For Him, The Companion, Leather Goods, Coastal Living.
- A waitlist-led launch that converts attention into a first cohort of households.

The 90-day bet

- **Days 1–30:** store live, waitlist to 200+, content engine running.
- **Days 31–60:** public launch, influencer + paid social, first 50 orders.
- **Days 61–90:** retention flows, UGC loop, ~250 orders, 25% repeat.

$0 → ~$30k	200 → 1,000	≥ 2.0	$140
REVENUE · 90 DAYS	WAITLIST	BLENDED ROAS · DAY 90	TARGET AOV

POSITIONING

Who we're for, and why we win.

Ideal customer

- **The Coastal Lifestyle Household** — 28–45, urban-but-outdoorsy, design-literate, active on Instagram/TikTok, values materials & provenance.
- Owns a dog they treat as family (the "companion" buyer), but shops for themselves first.
- Markets: **Toronto & GTA** first, then coastal Canada & US.

Why now

- Premium pet spend is resilient; "humanization" of pets keeps climbing.
- No coastal-luxe lifestyle house owns this aesthetic at scale — first-mover whitespace.

Brand position

"Quiet, durable luxury for the life you share by the water — apparel and objects for people, and the companions they bring along. No loud logos, no compromise on materials."

Tone
Calm, editorial, warm

Palette
Ivory · sand · espresso · ocean

Edge
Coastal, not cutesy

PRODUCT ARCHITECTURE

Five collections, one shoreline.

COLLECTION	HERO PRODUCTS	PRICE POSTURE	ROLE IN LAUNCH
For Her	Linen & crochet apparel, woven totes, gold jewelry	$$$	Visual hook & giftable entry
For Him	Knits, shirting, braided leather belts	$$	Broadens the household, lifts AOV
The Companion	Dog travel/weekender bags, goggles, booties, harnesses	$$	Flagship hero & UGC magnet
Leather Goods	Collars, leashes & card holders (human + dog)	$$$	Highest-margin, timeless
Coastal Living	Textiles, throws, home objects	$$	AOV lift & lifestyle storytelling

Launch sequencing: lead with **The Companion** (the "Weekender" hero) and **For Her** resortwear as the social hook, with Leather Goods as the premium anchor and Coastal Living for basket size.

GO-TO-MARKET · PLATFORM

The Shopify storefront.

A custom Shopify theme that echoes the coastal-luxe aesthetic of this demo — fast, mobile-first, and effortless to browse. Built to convert, not just to look beautiful. The walkable product catalog on the demo lets you preview For Her, For Him, The Companion, Leather and Coastal Living side by side.

Storefront

Custom theme, editorial PDPs, lookbooks, and a calm checkout.

Ops

Shopify Payments, CA/US shipping labels, automated fulfilment.

Growth

Email capture, post-purchase flows, GA4 + Meta Pixel wired pre-launch.

Build checklist (Days 1–21)

- Domain & branding (logo lockup, palette, typography) locked.
- Collections, products, and pricing structured; policies & tax set.
- Klaviyo installed; welcome + abandoned-cart flows drafted.
- This demo (chicle.ca/customers/sable) used as the visual north star.

LAUNCH STRATEGY

A waitlist-led, content-first launch.

PHASE A · PRE-LAUNCH

- Seed the waitlist via the demo + Instagram link-in-bio.
- Tease the collection with the existing coastal lifestyle photography.
- Build a UGC brief so early owners know how to post.

PHASE B · LAUNCH

- "Coastal luxury, shared" campaign across Reels & TikTok.
- Micro-influencer gifting + a coordinated drop moment.
- Paid social prospecting + waitlist retargeting.

PHASE C · ALWAYS-ON

- UGC repost loop, referral incentive, SEO blog.
- Email flows do the retaining; paid optimizes to ROAS.
- Wholesale outreach to coastal boutiques.

Principle: earn attention with beautiful, useful content first; convert with a calm, premium store second. Paid amplifies what's already working organically.

MARKETING CHANNELS

Where we show up.

CHANNEL	ROLE	PRIMARY TACTIC (FIRST 90 DAYS)
Instagram / TikTok	Discovery & brand	Daily Reels/TikToks: coastal lifestyle, resortwear, dog beach days, product demos
Influencer / UGC	Trust & proof	Gift 15 micro creators (10k–80k); repost owner content weekly
Email (Klaviyo)	Retention	Welcome, abandoned cart, post-purchase, restock flows
Paid social	Scale	Meta + TikTok prospecting; retarget waitlist & site visitors
PR & SEO	Authority	Pitch pet/lifestyle press; "coastal living" blog hub

90-DAY PLAN · SOCIAL

The social media calendar.

A daily cadence across Instagram and TikTok, themed by launch phase. Volume ramps from tease → launch → always-on.

Weekly mix: 5 IG posts (2 Reels · 2 Carousels · 1 Static) · 7 TikToks · 7 Stories · 1 Email

PHASE	WINDOW	INSTAGRAM	TIKTOK	EMAIL / CRM	CTA FOCUS
1 · Foundation	D1–30	Brand story, BTS, collection sneak peeks, waitlist poll	"Get ready with us" coastal Reels, founder stitch	Welcome + waitlist nurture (1/wk)	Join the waitlist
2 · Launch	D31–60	Launch Reel, influencer reposts, UGC, giveaway	Daily launch content, duets, trending sounds	Launch drop + restock (2/wk)	Shop the drop
3 · Growth	D61–90	Customer spotlights, testimonials, Spring edit	UGC challenges, how-tos, restock teasers	Post-purchase + referral (2/wk)	Refer & repeat

Hashtag system: **#SableAndSea** (always) · **#CoastalLuxury** · **#CoastalStyle** · **#LinenLover** · **#DogBeachDay**. Launch week adds a branded challenge tag.

SAMPLE CONTENT

A starter content bank.

Eight launch-ready posts — copy, format, and hashtags you can schedule this week.

1 · TikTok / Reel
Hook: "POV: your dog has better beach gear than you." 🐾🌊 Golden-hour dog in goggles, leash in hand. **CTA:** Join the waitlist.
#SableAndSea #CoastalDog #DogBeachDay #PetLuxury

2 · IG Carousel
"Five worlds, one shoreline." Swipe: For Her · For Him · The Companion · Leather · Coastal Living.
#SableAndSea #CoastalLuxury #LinenLover

3 · Reel
"The only bag that survives the dock." The Weekender pack-up, slow-mo. **CTA:** Reserve first access.
#SableAndSea #DogWeekender #CoastalLuxe

4 · IG Static
Quote card: **"Coastal luxury, shared."** Over a horizon line.
#SableAndSea

5 · Story · Poll
"Which drop first?" 🅐 For Her resortwear · 🅑 The Companion gear. Link to waitlist.
#SableAndSea

6 · TikTok
"Behind the seam." Founder hand-finishing a leather collar. **CTA:** Shop leather.
#SableAndSea #SmallBatch #LeatherGoods

7 · IG · UGC repost
Customer beach day — **"Tag @sableandsea for a feature."** Weekly spotlight.
#SableAndSeaCommunity #CoastalStyle

8 · Email · Welcome
"You're on the list." Early access, launch date, and the story so far.
Klaviyo · sent on signup

90-DAY PLAN

PHASE 1 · DAYS 1–30 — FOUNDATION & SOFT LAUNCH

Make it real, then quietly open the door.

Milestones

- Shopify store **live** with all five collections & CA/US shipping.
- Analytics, pixel, and email capture installed pre-traffic.
- Launch content bank produced from provided brand assets.
- **Soft-launch** to waitlist via demo + IG link-in-bio.

Success metrics

- Store converts at ≥ 1.5% on warm traffic.
- Waitlist grows **200 → 500**.
- 5% of waitlist places a pre-order / first order.
- Content cadence: 1 Reel + 1 TikTok daily.

90-DAY PLAN

PHASE 2 · DAYS 31–60 — LAUNCH & AWARENESS

Turn the volume up, coordinated.

Milestones

- Public launch campaign "Coastal luxury, shared."
- **15 micro-influencers** gifted; coordinated drop moment.
- Paid social live: Meta + TikTok prospecting + retargeting.
- PR pitches to pet/lifestyle press & Toronto media.

Success metrics

- **1,000 sessions/week** by day 60.
- **50 orders** in the window; ROAS > 1.5.
- IG **0 → 3k**, TikTok **0 → 1.5k** followers.
- Waitlist **500 → 800**.

90-DAY PLAN

PHASE 3 · DAYS 61–90 — GROWTH & RETENTION

Keep them, and let them sell for you.

Milestones

- Email flows live: welcome, cart, post-purchase, win-back.
- **UGC referral program** + weekly owner-feature reposts.
- New bundles / Coastal Living expansion.
- Wholesale outreach to 10 coastal boutiques.

Success metrics

- **~250 orders** cumulative; 25% repeat rate.
- Blended **ROAS ≥ 2.0**; 30% revenue from email.
- Waitlist **800 → 1,000**.
- IG **3k → 5k**, TikTok **1.5k → 3k**.

TARGETS · FROM ZERO

The scoreboard.

$0 → ~$30k REVENUE (90D)	~250 ORDERS (90D)	1.5–2.5% STORE CONVERSION	$140 AVG ORDER VALUE
200 → 1,000 WAITLIST	5k / 3k IG / TIKTOK	25% REPEAT RATE	≥ 2.0 BLENDED ROAS

All figures are launch-stage targets for a from-zero brand; they scale with inventory readiness and paid budget. Treat Phase 1 numbers as leading indicators, Phase 3 as the proof point.

INVESTMENT

Where the first dollars go.

LINE	MONTHLY (CAD, EST.)	NOTES
Content creation	$1,500	Photography, Reels, TikTok edits
Influencer gifting	$1,500	Product seeding to 15 micro creators
Paid social	$3,000	Meta + TikTok, scales with ROAS
Tools (Shopify, Klaviyo, Canva)	$500	Software & subscriptions
PR / outreach	$1,000	In-house-led, agency optional
Total	**~$7,500 / mo**	Excludes inventory & fulfillment

Bootstrapped option: start at ~$4k/mo (organic-first, lighter paid) and reinvest first revenue into Phase 2 paid scaling.

RISKS & NEXT STEPS

What could go wrong — and what's next.

Risks & assumptions

- **Inventory lead time** — pre-order model de-risks cash early.
- **Paid learning phase** — start small; let organic signal guide spend.
- **Crowded category** — lean hard on coastal-luxe positioning & UGC.
- **Founder bandwidth** — systematize content with a weekly brief.

Immediate next steps

- Approve this plan & the ~$7.5k/mo budget envelope.
- Kick off the **Shopify build** (Days 1–21).
- Lock launch date; open the waitlist this week.
- Book the first content shoot using brand assets.

"Coastal luxury, shared." — let's build the brand worth packing for.