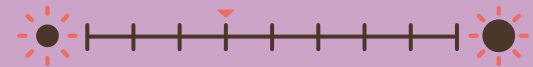




PANERA'S BAGuette Bag

Taryn Zambrano
FASH 110-NA1

Winter 2023
Professor Lalla

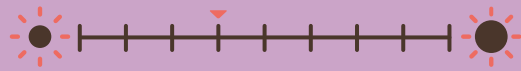




About the BAGuette Bag

The popular baguette bag was a 2000's accessory that has now become a Y2K trend. The food chain, Panera, has created their own BAGuette bag. The bag is 12 inches long inside which is large enough for Panera's new item of the Toasted Baguettes which was the original design inspiration for the bag. The bag also offers a removable strap. Due to its nonchalant golden "P" buckle and embossed letter design throughout the bag, it does not scream Panera, it is more of a traditional look besides the Panera green color.

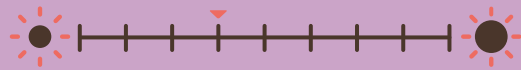




BAGuette Bag Sales

The BAGuette bag sold out within nine hours of its online release, due to its high demand on Tiktok, there will be a restock of the BAGuette bag February 14, 2023. The BAGuette bag retails for \$39.50 and can be purchased on Panera's main website.

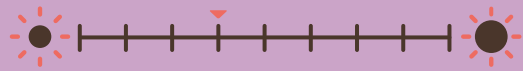




My Thoughts...

The BAGuette bag was a great marketing technique for its intentions to go viral on social media, it reaches consumers that are on social media between teenagers and young adults. Due to its sleek design and reasonable selling price, the campaign was effective to reaching their target audience. Due to its sleek design look, the bag is functional for consumers to wear with outfits rather than it only being a collector's item for show. I think if Panera had the BAGuette bag in additional colors rather than only the signature Panera green there would be an even higher demand.





Questions

1. What do you think Panera's intentions were by releasing the BAGuette bag?
2. Would you purchase the BAGuette bag?

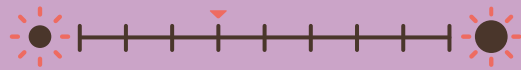




Article Link

<https://www.elitedaily.com/lifestyle/panera-baguette-bag-restock-tiktok>





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