

**Module: MAN3000**

**Fashion Management**

**Tutor: Claire Marsh**

**Week 3**

**Strategy & Base Plan**

# Class Register Check

Can everyone see their name on  
the register?

# Homework Review and Discussion

# Homework

Choose a retailer & a product

Research the product & retailer

Choose a competitor and find 3 differences in the products

# Homework Example

PRIMARK®



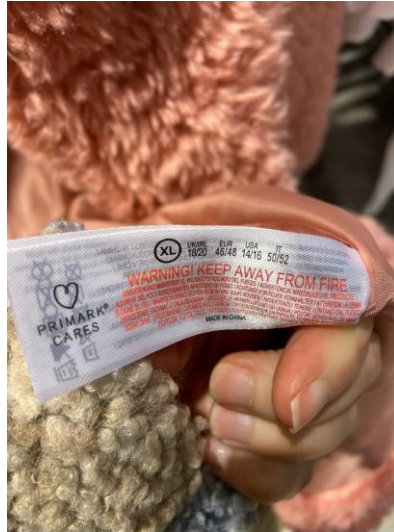
RESERVED



# Take photos

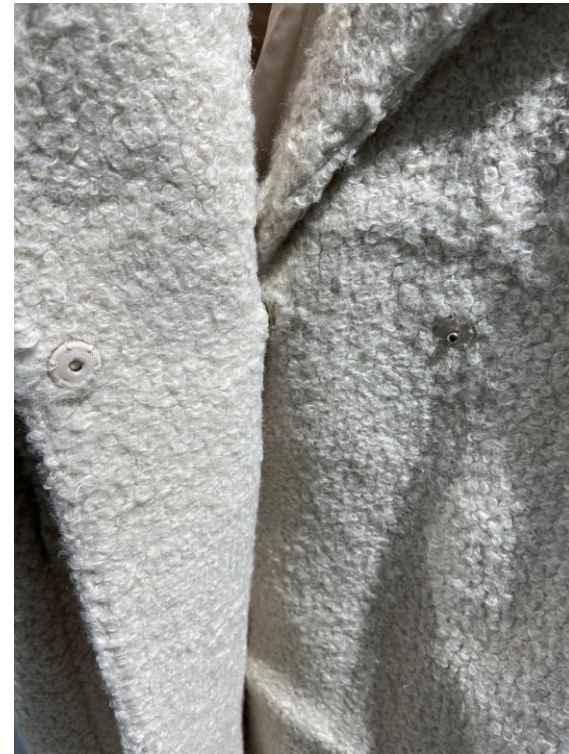


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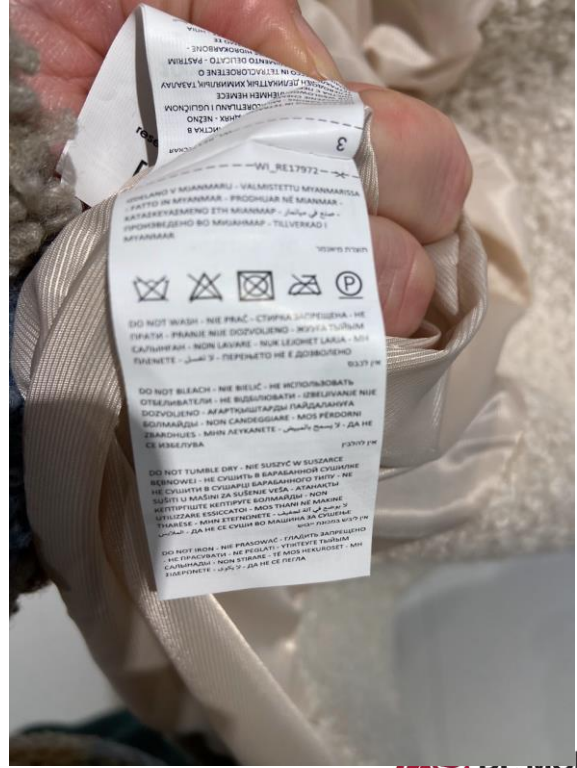


Take photos

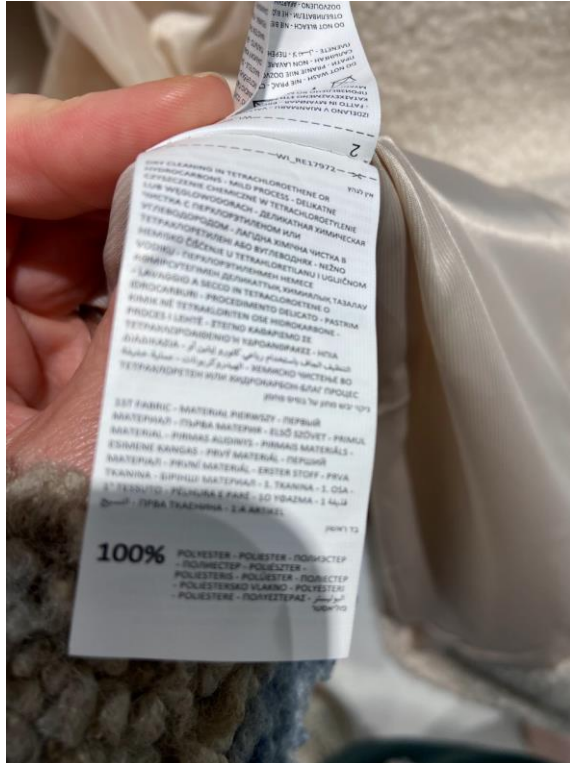
**RESERVED**



# Take photos



# Take photos



## Differences

- Price Point £45 V £65.99
- Country of Origin China V Myanmar
- Care Instructions Machine Wash V Dry Clean

Any Questions or Comments?

Review the key questions  
(page 15 of your module handbook)

Develop your research so that you are able to answer the below questions. The week numbers relate to when this topic will be discussed.

Questions you should be able to answer direct from lecture materials:

1. What are the roles of a buyer, merchandiser & designer? (week 2)
2. What kind of political & social issues/topics will influence your retailers strategy? Why? (week 8)
3. What is the purpose of a critical path and what steps are considered? (week 18)
4. What time frame is covered by the critical path? (week 18)
5. What problems can occur during CP (critical path) management? (week 18)

# The Buying Office Org Chart

Each team is responsible for different parts of the buying cycle:

- Buyers - product, retail price, sales budgets, profit (margin) & supplier relationships
- Merchandisers - deliveries, cash flow, stock management, markdown
- Designers - trend research, design packs, colour palette
- Garment & Fabric Techs - size spec, grading, garment performance, product safety
- Sourcing - sourcing factories, compliance & ethical policies
- Marketing - customer communication

Answers for the below will need you to carry out research based on information received in lectures:

1. Which retailer are you going to research? (week 2)
2. What product will you focus on? (week 2)
3. Who are their competitors? (week 2)
4. What is their customer profile? (week 2)
5. What are your observations on the fit process at your retailer? (weeks 3 & 5)
6. What are the design & trend influences for your retailer? Why do you think this? (week 5)
7. From what you have learned about the Range Build process, what observations when researching your retailer? Why do you think this? (week 7)
8. What are your observations on QA (quality assurance)? (week 8)
9. Can you identify a decision made for cost reasons which has been detrimental to the product or range? (week 17)
10. Can you identify any problems which may have occurred in the CP (critical path) process which is reflected in the product or what you see in store? (week 18)

What is a Critical Path and why is it needed?

# The Critical Path - Group Task

When would you expect to see the items below selling in a UK store?



Any Questions or Comments?

# This weeks contents:

## Week 3 – Strategy & Base Plan

How to use information to form strategy for the future ranges: Lessons Learnt, Comp Shops, Current Trends, sales info/best sellers & dogs, product mix, political & social influences. Budgets & financial targets. Option count and size spec review.

What is a strategy?



A strategy will set the target and the pathway to reach that target



How is the target & pathway defined?



Sales of £60 million  
Margin 40% (£24 million)



Need a source for jersey (factory is full)

Need a source for jersey (factory is full)

Customer is a "late adopter"

Keep retail prices the same as LY

Safe colours

## The target & pathway is defined at Strategy & Base Plan



## Social & Political Influences





Best & Worst is a report produced by the merchandiser

It lists all styles sold in the current season and ranks them best to worst based on sales performance.

This is used to tell the buyer what the customer does & doesn't like.

The judgements may not be about the garment itself, but could be about the price point, the fit, when it was in store... it is up to the buyer to decide why the product has or hasn't sold.







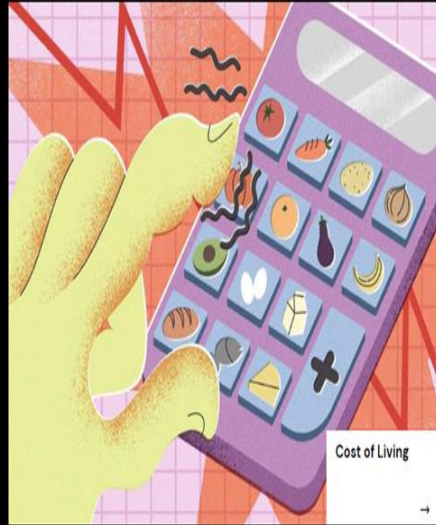
## Social / Celebrity / Influencer Trends

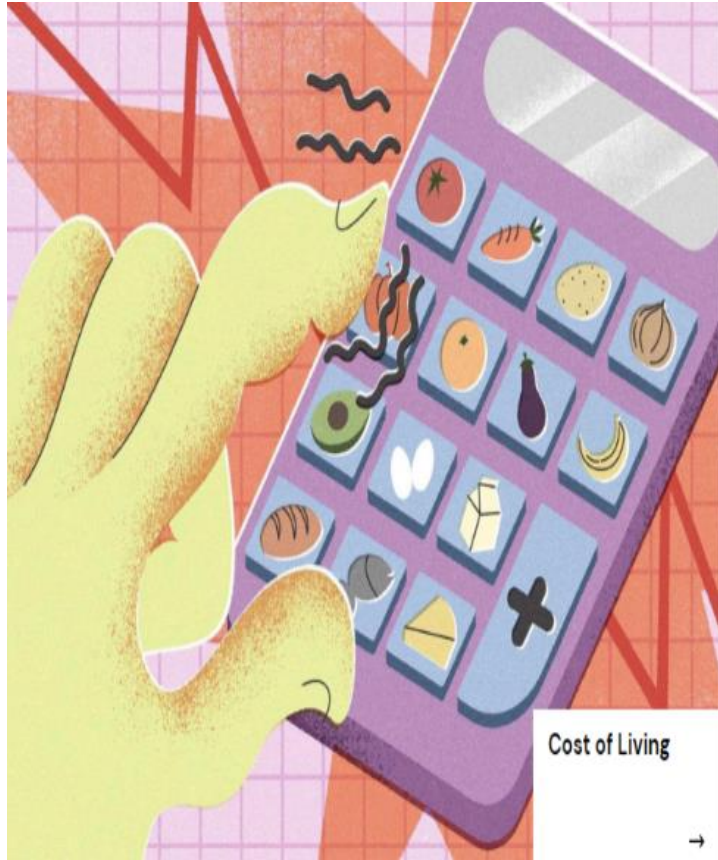


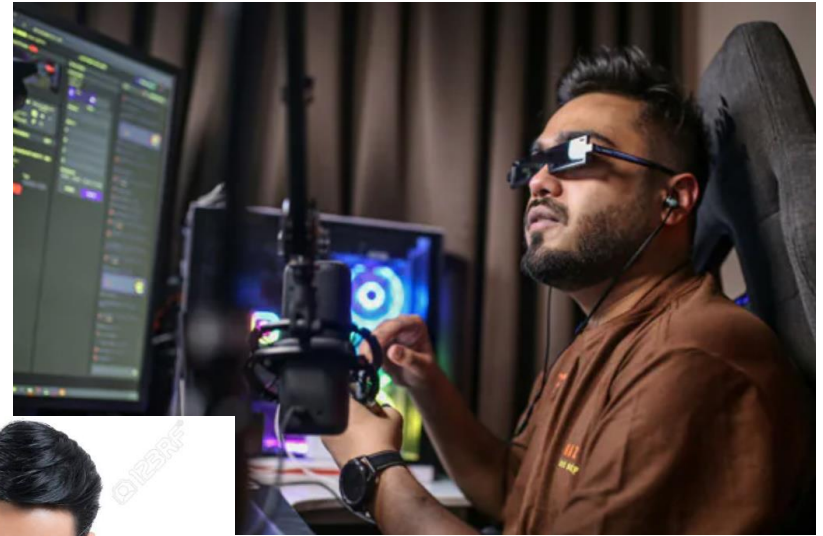
## Social & Political Influences

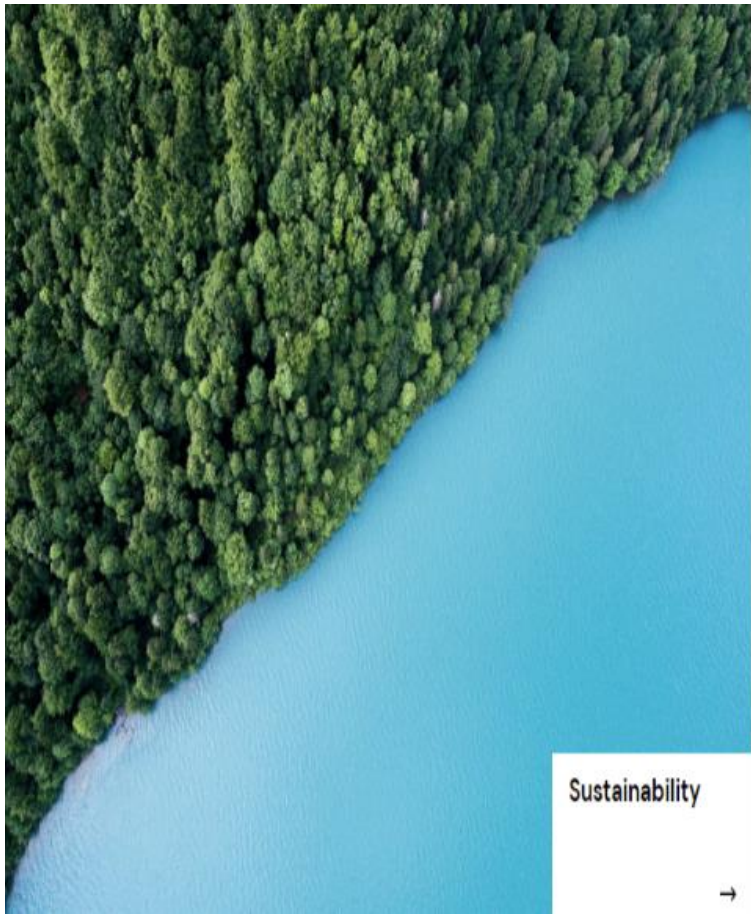
Latest in

### Critical Issues









Sustainability



Any Questions or Comments?

# SCustomer Profile

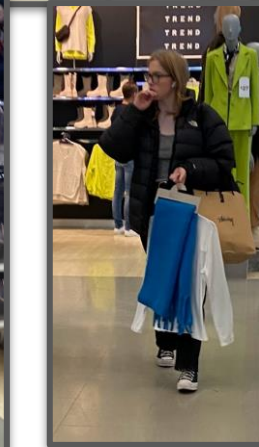
# DMU Fashion Management

## Customer Profile

- Core 15-25 years
- Fashion Adopter
- Low-Middle income earner
- Also shops at Boohoo, H&M, George
- Food shop Asda/Aldi/Tesco
- Likes spending time with friends & family

## Shopping Values

- Value for money
- Diffused trends
- Easy to wear
- Buys clothes to fit in
- Enjoys shopping
- Impulsive
- Is not time poor



The Buyers will know what is most important to the customer and their decision making when buying clothing

price

past experience

uniqueness

fit

dressing for an occasion

style

availability

fashionability

colour

peer engagement

brand

outfitting

ethical credentials

sustainability credentials

# Social Trends



Primark creates aspiration with heavy use of influencers



## WOMEN'S HIGH PILE NUPTSE JACKET

£ 320.00

Pay in 3 interest-free instalments of  
£106.67 on purchases with

**Klarna.** [Learn More](#)

★★★★★ 1 REVIEWS

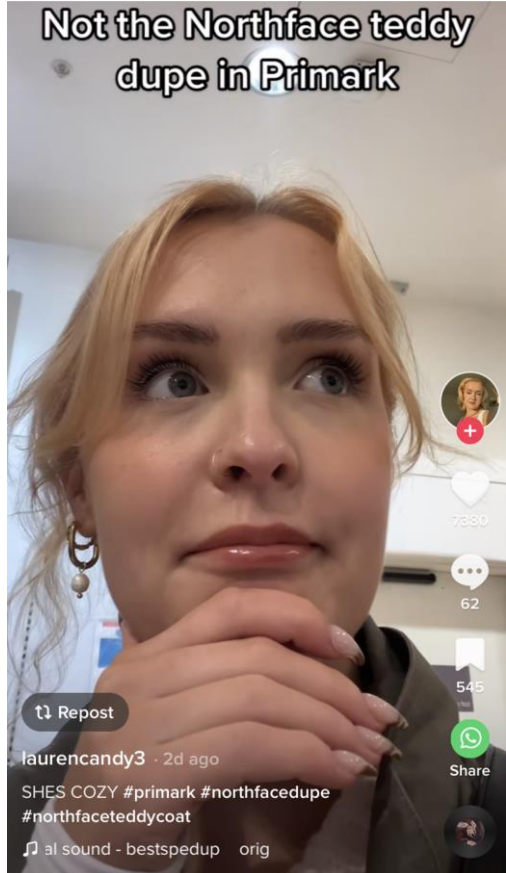
**COLOR :** Gardenia White



**SIZE**



[https://www.thenorthface.co.uk/shop/en-gb/tnf-gb/women-jackets-coats-nuptse-himalayanjackets/womens-high-pile-nuptse-jacket-?wvariationId\\_N3N](https://www.thenorthface.co.uk/shop/en-gb/tnf-gb/women-jackets-coats-nuptse-himalayanjackets/womens-high-pile-nuptse-jacket-?wvariationId_N3N)



# Option Count & Best & Worst

## Spring/Summer 2023

Crew



Polo



V-neck



Printed

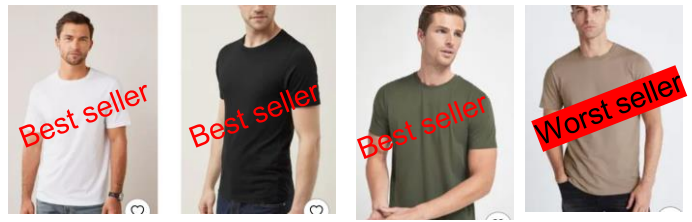
## Spring/Summer 2024



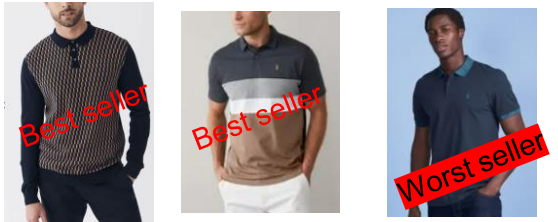
## Spring/Summer 2023

## Spring/Summer 2024

Crew



Polo



V-neck



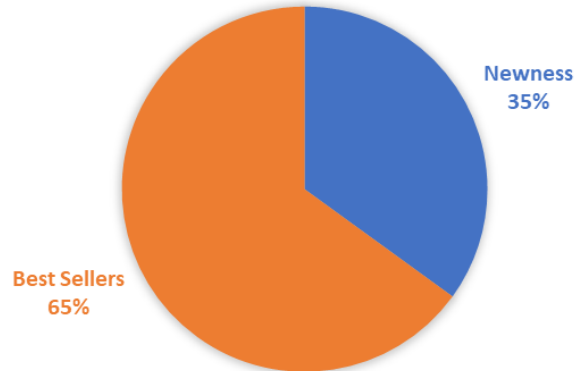
Printed



The mix of newness and best sellers will vary from retailer to retailer, depending on their customer profile.

As an example Balenciaga will have more newness of trend driven product than Chanel

## Balenciaga MIX OF NEWNESS V BEST SELLERS



## CHANEL MIX OF NEWNESS V BEST SELLERS

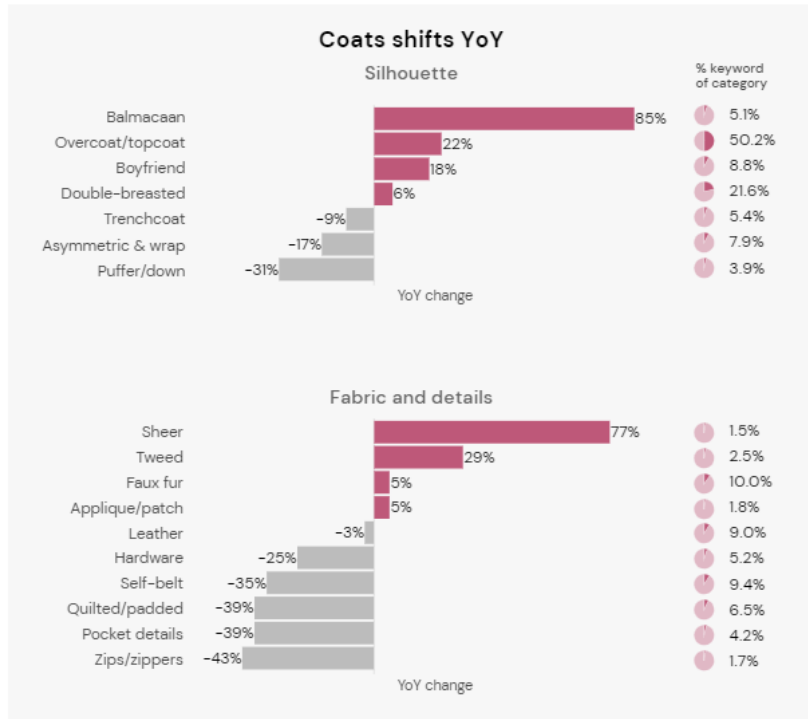


# Catwalk Trends & Industry Intel

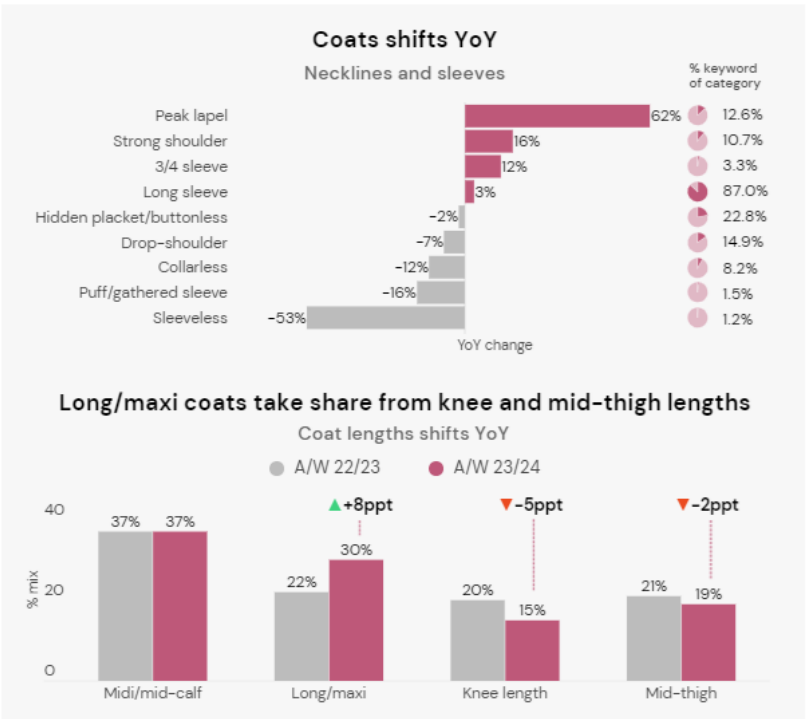
Research WGSN Trend & Info for AW23  
and relate it to your chosen product

## Coats

Maintaining a major share of the coats mix, the overcoat talks to a preference for perennial trend-proof pieces. With styles that are exclusively comfort-driven losing share and a rise in structured silhouettes and design details, outerwear sets a smarter tone for the season.



WGSN catwalk data



WGSN catwalk data

## Johnstons of Elgin

MADE IN SCOTLAND

[WOMEN](#) [MEN](#) [BABY & CHILD](#) [ACCESSORIES](#) [GIFTING](#) [HOME](#) [DISCOVER](#)



### Women's Balmacaan Coat

£1,350.00

Tax included.

Colour

- Peat Hairline**
- Blonde Guarded Houndstooth

Size

- S**
- M
- L

[Size Guide](#)

Quantity

Gift Message (Optional)

0 / 120

**Add to cart**

PRODUCT CODE: TD000417

#### Women's Balmacaan Coat

Our Model is 5ft 9", chest 32" and is wearing size 'S'  
Length: 102cm | 40" - This is based on size 'S' as proportions change slightly according to size.

100% Lambswool  
Dry Clean

Our authentic Scottish Lambswool Balmacaan is a relaxed-fit, half-lined overcoat with internally bound seams and double pockets.

[One of our Digital ID Products](#)

## Key items

▲ +14%  
Faux fur



Called out in our [Collection Review](#), #HyperTexture outerwear gains momentum for A/W 23/24, with faux fur up 30% for jackets and 5% for coats, making up 7% of the total outerwear mix. These styles emerge as a comfortable, glamorous option, but solutions such as natural fibres should be favoured to avoid [micro shedding](#).

▼ -46%  
Zips/zippers



Functional and decorative hardware decrease this season, with zippers taking a major hit for both coats and jackets (-43% and -47% YoY, respectively). Brands favour a cleaner direction, especially for fastenings: hidden buttons/buttonless designs had the highest increase among necklines, up 22% YoY to hold 16% of the jacket mix.

▲ +22%  
Overcoat/topcoat



Maintaining the largest share of the coat mix with a staggering 50%, the overcoat increases even further (+22%), signalling a shift towards smarter designs that have long-lasting appeal. Structured design details, including peak lapels (+62% YoY) and strong shoulders (+16% YoY), update this timeless style for A/W 23/24, as well as long/maxi lengths, which gained 8ppt to hold 30% of the coats mix.

▼ -29%  
Quilted/padded



As structured and smarter styles rise, the typically casual and performance-driven quality of puffer outerwear takes a backseat. Quilted constructions lost 12% and 39% of share for jackets and coats respectively, with padded silhouettes such as down jackets, down coats and gilets all declining (-3%, -31% and -9% YoY) on the A/W catwalks.

▲ +98%  
Pinstripes



The rise of pinstripes for jackets (+48%) and coats (+326%) is yet another signal of brands shifting towards polished, sartorial-led styles for outerwear, adding an [edgier take to tailoring weights](#). Other tried-and-tested directions also grow, ranging from florals (+17% jackets, +16% coats) to stripes (+21% jackets, +128% coats), indicating an opportunity to update familiar silhouettes via pattern.

Collection Review

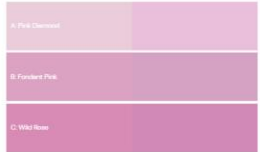
## Collection Review: Women's Colour A/W 23/24

Dark and moody shades dominate, speaking to the need for longevity. Gender-inclusive hues, winter brights and dusted pastels offer transseasonal appeal.

Clara Smith  
01.11.23 17:31 minutes



### #SweetPink



Colors - A: 147-82-14, B: 147-70-20, C: 147-64-24  
 Pantone - A: 14-3205 TCX, B: 14-3209 TCX, C: 14-3188 TCX

**Why is it key?** Youthful shades of pink replace #HyperPink. #SweetPink emerges as a fresh direction.

**How to use it:** apply it on footwear, accessories, outerwear and tailoring to revamp classics and capitalise on the ongoing TikTok craze for Barbiecore aesthetics. While key for head-to-toe looks, this sugary pink is elevated through red, pink and teal combinations.



### Market analysis

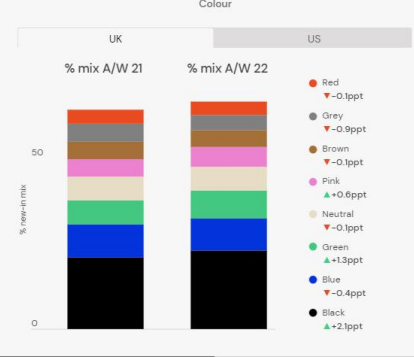
#### Catwalk newness

- As anticipated, premium brands are responding to a cautious market by expanding their range of core tones. Timeless and investment shades drove colour direction, with #BlackWithBlack the most prominent shade of the season. The return of grey is driven by a slow recovery to tailoring and a smarter direction
- #BlackWithBlack and alternative dark #MidnightBlue gain new relevance due to their timeless appeal and align with the mood this season, drawing on the #RefinedPink and #DarkNights trends
- Although long-term shades dominate, transseasonal hues continue to take centre-stage as consumers seek products that will last beyond one season. #DustedPastels return and gender-inclusive #DigitalLavender offers a softer colour direction, playing into the need for balance
- Dopamine dressing remains relevant and #DopamineBrights move into #WinterBrights via transseasonal hues #LusciousTeal and #SunnyYellow. These brights continue to be key in head-to-toe looks, but premium brands play with colour pairings; red and pink is important

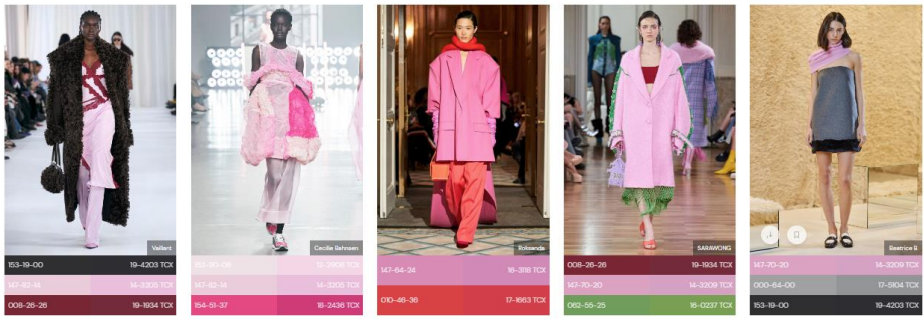
#### The retail reality

- For A/W women's retail, black continues to hold the largest share of the new-ins colour mix at 23% in the UK and 22.6% in the US, aligning with the need for core shades with timeless appeal
- Following black, blue holds the second largest share of the colour mix at 9.5% in the UK and 11.2% in the US, followed by green (8.3% UK, 7.1% US)
- Although neutrals have slightly dropped in the UK and US, they hold 7% of the new-in colour mix, showing the continued importance in this colour group
- Pink showed growth for new-ins at 5.7% in the UK and 5.1% in the US

### A/W women's retail mix tracker YoY



#### How to wear



# Homework Example

# PRIMARK®



Inspiration



STYLING AND OUTFITS

## Five Outerwear Items You Need Now

Say hello to AW23's hottest outerwear. From trench coats to puffer coats, we're tackling the temperature drop in style!

 by [Kerry Martin](#)

Sep 25 · 7 min read

 [Share](#)

# The Tailored Coat

Note that the coat is marketed as The ***Tailored*** Coat not The Balmacaan. The wording is relatable to their customer.

Every wardrobe NEEDS a smart coat. From tailored coats to overcoats, your outerwear rotation is truly ready for any RSVP when this staple is added to the roster. Classic grey, brown and black smart coats are all over social media and the street style scene for good reason thanks to their seamless ability to dress up any outfit. If you're a self-professed pattern fiend, shop our patterned coats and accessories to add a pop of print to your cold weather looks!

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Click + Collect

Any Questions or Comments?

# Homework

- Create a customer profile for your chosen retailer
- Describe when they would & wouldn't wear the item you have chosen
- Give examples of which stores they would consider as a competitor
- Prepare it on a Power Point (PPT) ready to discuss in class on

# DMU Fashion Management

## Customer Profile

- Core 15-25 years
- Fashion Adopter
- Low-Middle income earner
- Also shops at Boohoo, H&M, George
- Food shop Asda/Aldi/Tesco
- Likes spending time with friends & family

## Shopping Values

- Value for money
- Diffused trends
- Easy to wear
- Buys clothes to fit in
- Enjoys shopping
- Impulsive
- Is not time poor





# PRIMARK®

Would wear it

- Work
- Nights out
- Smart day dressing

Wouldn't wear it

- Doing the school run
- Weekly Shop

H&M

NEW  
LOOK

SHEIN

  
TEMU

ZARA

ASDA  
George.

RIVER ISLAND

boohoo

Any Questions or Comments?

|           |           |  |
|-----------|-----------|--|
| 27-Oct-23 | Phil from | Phil from CELL: understanding the brief  |
| 3-Nov-23  | CM and G  | <ol style="list-style-type: none"><li>1. Lecture - Design Development</li><li>2. Guest speaker from the industry</li></ol> |

Thank you and have a nice  
weekend!