

Module: MAN3000

Fashion Management

Tutor: Claire Marsh

Week 5

Design Development

Class Register Check

Can everyone see their name on
the register?

Abi's presentation - Life of a Buyer

2-3pm today

Any Comments or Observations on
Last Weeks CELL session with Mike?

Homework Review and Discussion

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 Powerpoint (PPT) ready to discuss in class on 3rd Nov

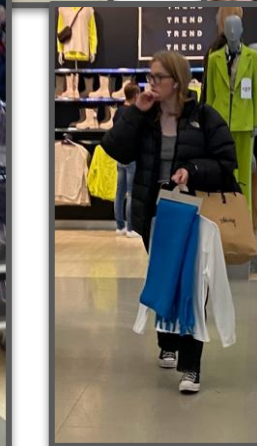
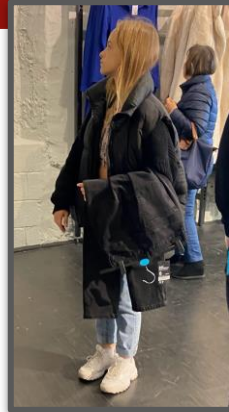
DMU Fashion Management

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

Customer profile

ZARA



- Core 15-45 years
- Fashion adopter
- Low-middle income earner
- Also shops at H&M, Urban outfitters, Next.
- Students
- Likes spending time with friends , family and lover.



Would wear it

- Study
- Summer outing
- date

Wouldn't wear it

- Fitness
- Formal occasion

H&M

SHEIN

NEXT

PRIMARK®

**URBAN
OUTFITTERS**

CUSTOMER PROFILE

1. Core 18-45 years
2. Low-high income earner
3. Highly fashion-conscious
4. Like shops
H&M ,ASOS,forever21
5. Express uniqueness and a sense of fashion
6. Towards impulse buying

SHOPPING VALUES

- a) Sustainability
- b) Ease to wear
- c) Enjoys the shopping process
- d) Impulsive
- e) Fast fashion feeling



ZARA



Would wear it

1. Walk in the park
2. Go shopping
3. Attend a party

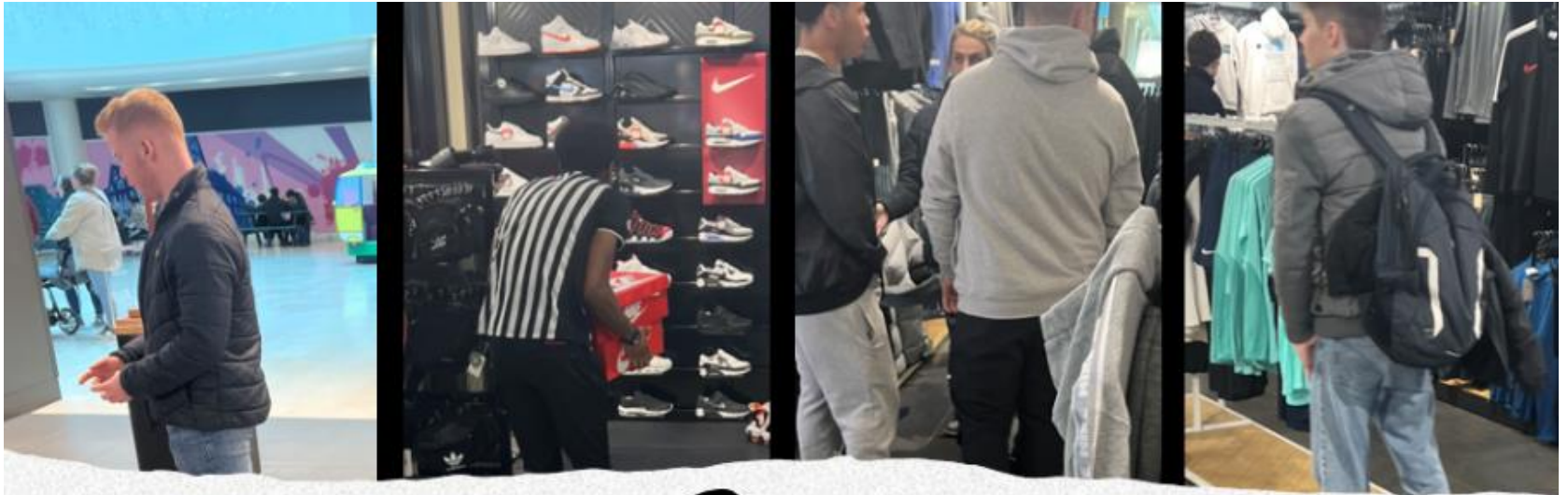
Would not wear it

1. School daily
2. Workout/aerobics
3. Work in the office

COMPETITOR







Customer Profile

Core Customers 15-25 years old

People who want to wear comfortable clothes and enjoy sports

middle income earners

Also shop at ZARA, JD Sports Adidas

Food shops: Tesco/Iceland/whole foods

People who like to play sports and live a healthy lifestyle

- Shopping values
- Value for money
- Trends
- Easy to wear
- Buy clothes for comfort
- Enjoy shopping



Appropriately dressed locations

- Outdoor sports
- Shopping
- Travelling

Unsuitable Locations

- Going to a wedding party



Retailer: **UNIQLO**

CUSTOMER PROFILE

- Core 15—25 years
- Asian people
- Low-middle income
- Couples
- Family Shoppers
- eaner



SHOPPING VALUE

- Affordability
- Quality
- Variety
- Clean shopping environment
- Fashion style
- Joint product



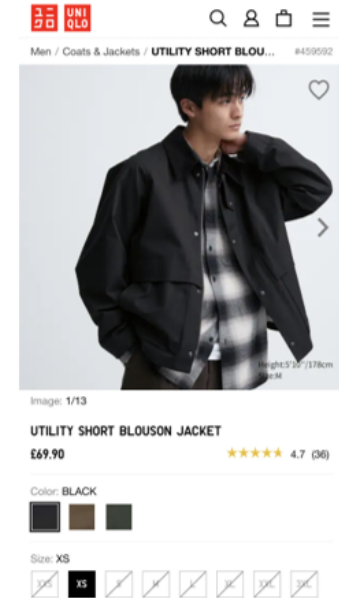
ITEM: UTILITY SHORT BLOUSON JACKET

When customers would wear the utility short blouson jacket?

1. Casual outings
2. Travel

When customers wouldn't wear the utility short blouson jacket?

1. Formal events
2. Cold weather



COMPETING STORES

- **1. The North Face**

offers outdoor and travel-oriented clothing too.



- **2. H&M**

offers similar styles at competitive prices.



- **3. Zara**

offers more types of clothing.



ZARA

Customer Profile

- Core 18-35 years
- Fashion Adopter
- Middle income earner
- Likes to try new styles
- Will shop online

Shopping Values

- Value for money
- Easy to wear
- Diverse styles
- Enjoys shopping
- Is not time poor





Would wear it

- Work
- Smart day dressing
- Match with other clothing

Wouldn't wear it

- Outdoor sport
- Sleep

 MANGO
TOPSHOP
RIVER ISLAND
boohoo



THE NORTH FACE

The North Face Customer Profile By Age

Target customer group - middle to high income urban male consumers

Young people aged
20-30



Trendy, love to mix and match

Middle age,
30 to 50



Minimalist, high-fashion style

Older people over 50
years of age



Traditional, warmth-focused

The North Face

Customer Profile By Social Status

> fashionable people



> students

> urban elite

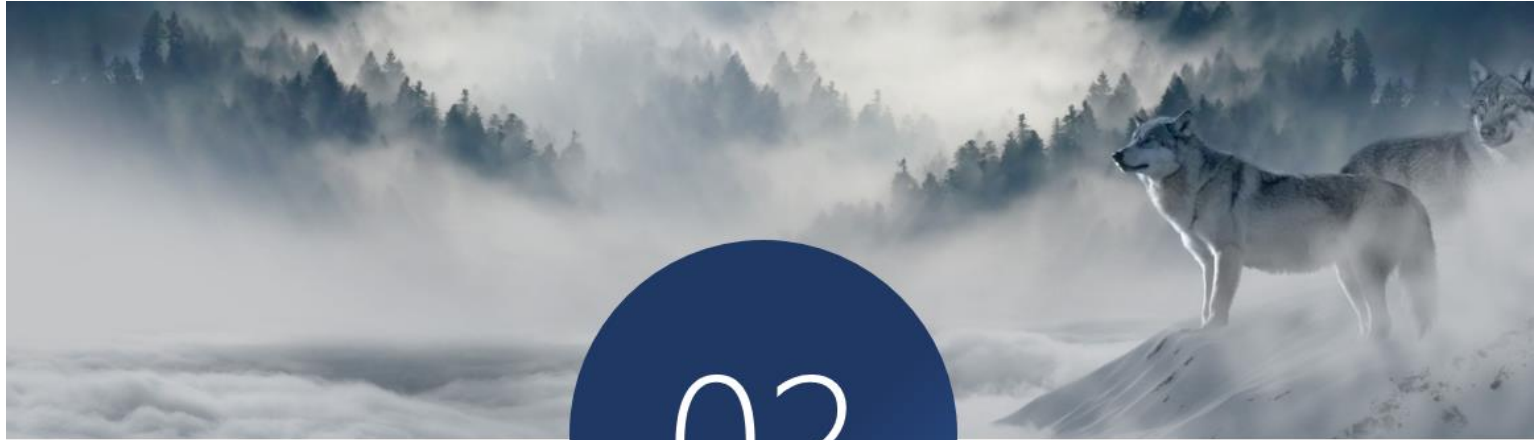
> explorer

> celebrities

> Consumers for the sake of warmth features

> etc.





Would & Wouldn't Wear

Would wear it

Traveling: Iceland, Canada, Norway, etc

Skiing

Winter camping

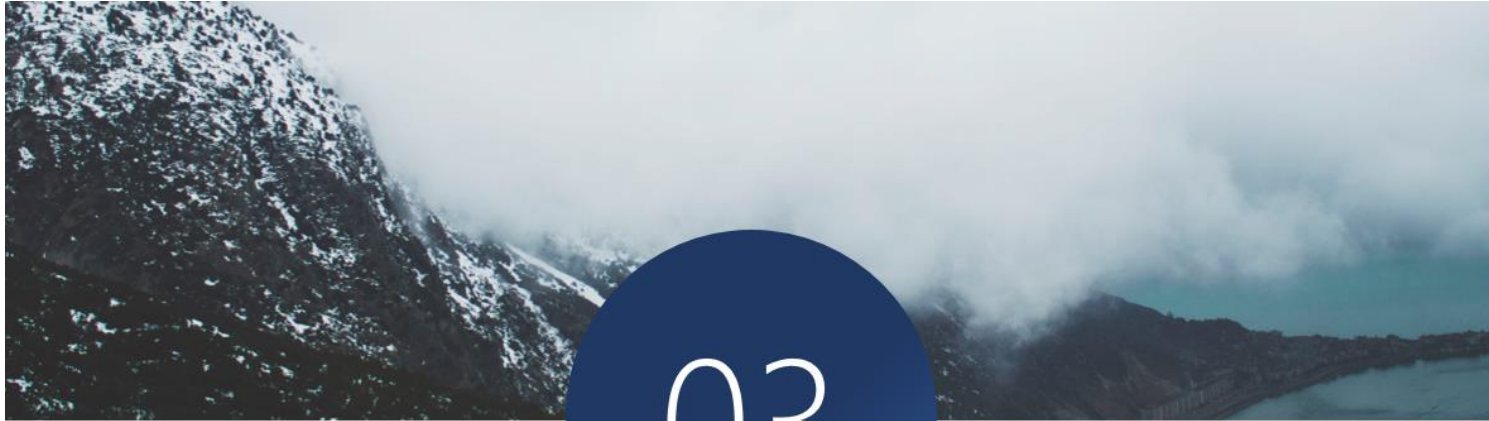
Wouldn't wear it

Formal reception

Physical exercise

There will also be some people who are accustomed to wearing slim-fit clothing, instead of choosing bulky cotton clothing





03

Competitors

Market competition



UK local brand



UK local brand



Global brand



UK local brand



This weeks contents:

Week 5 – Design Development & Industry Guest

The lecture will look at each stage of the Design Development process and how the info gained from Strategy & Base plan is used to form design briefs.

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



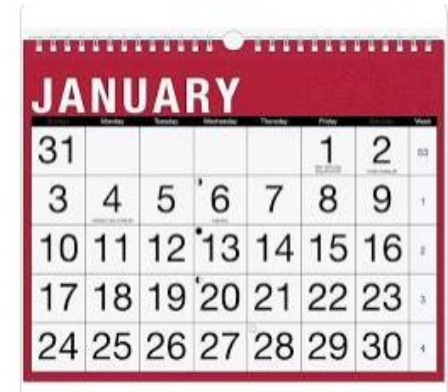
Product



Trend



Outfitting



Critical Path

Spring/Summer 2023

Crew



Polo



V-neck



Printed

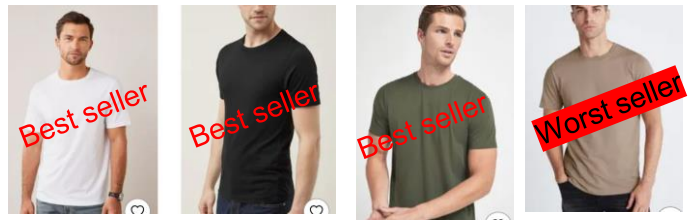
Spring/Summer 2024



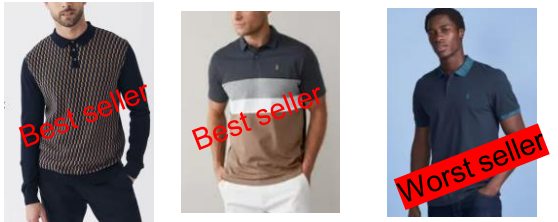
Spring/Summer 2023

Spring/Summer 2024

Crew



Polo



V-neck



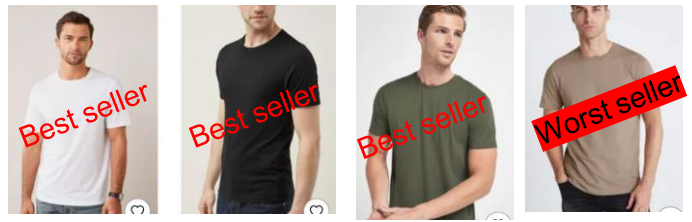
Printed



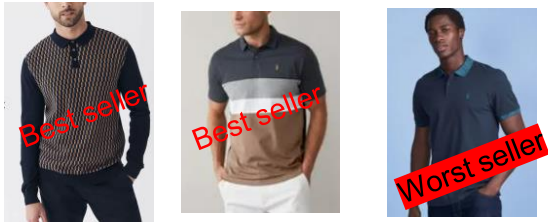
Spring/Summer 2023

Spring/Summer 2024

Crew



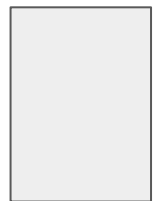
Polo



V-neck



Printed



What are the Next Steps from Here?

How does the designer know what to put in those boxes?

They know their customer and base all decisions
on what they would want to buy...

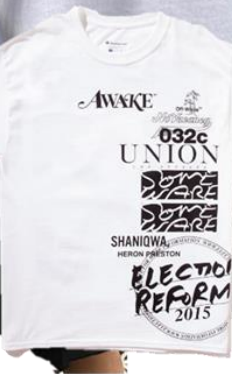
This Year

Palm Angels

PRIMARK®



Cityscape



Colour blocking

Spliced graphics

Next Year



Store Review



Market Overview: Key Details

Spring 2021 / GZ Wholesale Markets & Domestic Retailers



- **Elasticated hem & polo collar** uptrend currently joint with **zip-front details**.
- For the sweatpants, **waistband & side panel detailing** are still relevant.
- **The sleeveless sweatshirt** is popular as a layering piece in the current market.
- **Allover florals & holiday vibe graphics with slogans** are key this season.



WGSN & Catwalk Reports

Denim



#WideLegTrousers

The wide-leg jean's laidback vibe continues to appeal to consumers. Styles are updated through subtle prints, [#TwoTone](#) effects and low rises, and become increasingly established as a gender-inclusive essential.



#Bermudashort

Although [denim skirts](#) have been prevalent on the catwalks in recent seasons, denim [#BermudaShorts](#) cropped up in Copenhagen for S/S 24 with [#GenderInclusive](#) relaxed silhouettes. Above-the-knee lengths are predominant and offer a commercial alternative to rebounding [#CapriTrousers](#).



#DenimOnDenim

Head-to-toe denim shows no sign of slowing down, with designers continuing to invest in it as a versatile and highly commercial option. The [#SmartenUp](#) trend we've been seeing in past seasons takes a backseat, with highly casual and relaxed denim items coming to the fore.



#AgedAppeal

Dirty washes and effects influenced by [#NoughtiesNostalgia](#) are building for denim. Sand-coloured neutral tints in white denim create a warm look with summer appeal, but subtle tones are also spotted in the Danish capital, created through overdyes that nod to our [Soft Tints](#) story.



#90sMinimalist

While Y2K-inspired low rises maintain their appeal as a youth essential trend, '90s-led mid and high rises have greater commercial appeal, especially when paired with straight-leg cuts that were also popular in the period.





CATWALK

Social Media Trends (Tik Tok & Wednesday)

Dark & Deadly



Dark & Deadly





SHACKET

AW23 OUTERWEAR



GALACTIC COLBALT

DIGITAL VILOET

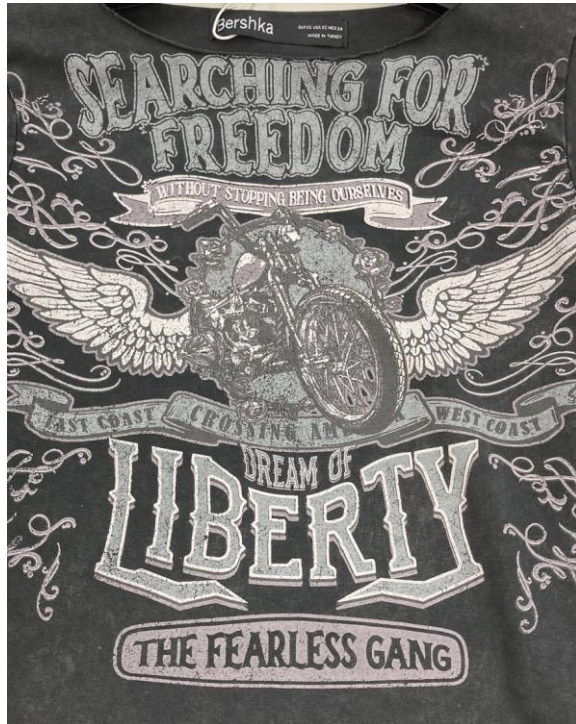
DIGITAL LAVENDAR

WARM NEUTRALS

BAY LEAF

KHAKI

Print Development



Fabric Development / Lab Dips



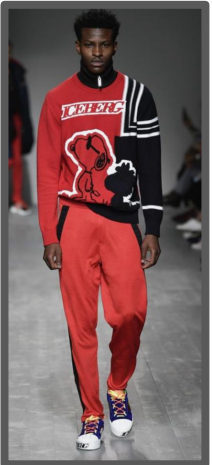
Match the Mood Board to the Customer



A



B



C









A



B



C





B



A

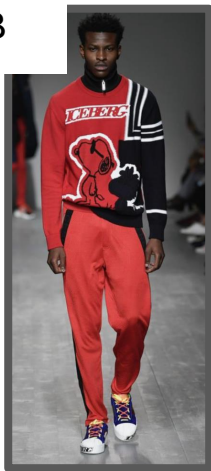


C





B



A

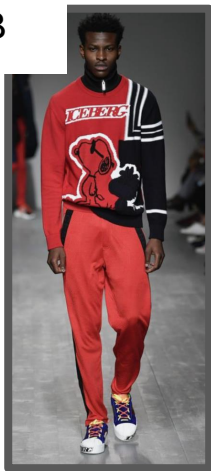


C





B



A



C



At this point, the designer will present their trend boards to the design manager, buyers and garment & fabric techs for sign off on colour palette and product direction

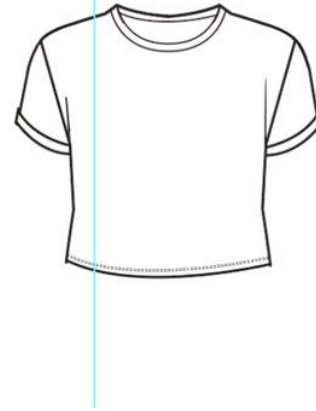
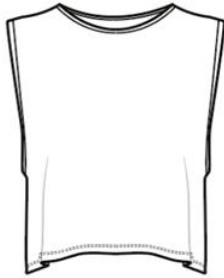
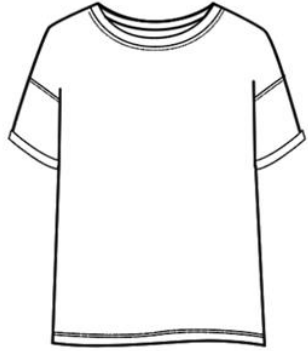
The Design Manager will be signing off the pallet and trend is right for their customer.

The buyer will also do the same as the design manager, but will also be thinking about sourcing, pricing and critical path.

The garment and fabric tech will advise on any possible issues such as shrinkage, pilling, wet/dry rub or choking or flammability risks for children. They will also request tests are carried out on any identified risk areas.

Once trends have been signed off, the designers create tech packs and send to the factory for sampling.

Established Blocks /



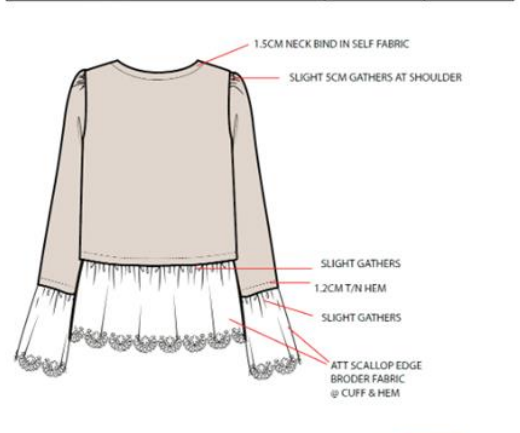
STYLE SKETCH UK OFFICE	SAMPLE SIZE: 12	FACTORY/ OFFICE: UK	
DATE REQUIRED BY: URGENT			
STYLE NO: DESCRIPTION: 2 IN 1 BRODERIE BRUSH TOP DATE SPEC SENT: 15/01/20	REFERENCE SAMPLE / PATTERN/ BLOCK REF:	COLOUR REF: TBC	

BODY FABRIC QUALITY: LINING QUALITY: ZIP/BUTTONS: HARDWARE: THREADS: DTM WASH:	SHELL FABRIC: RDG BRUSH CONTRAST: SCALLOP EDGE BRODERIE	LABEL COLOUR: BRANDING: LABEL: SPRING TAG:
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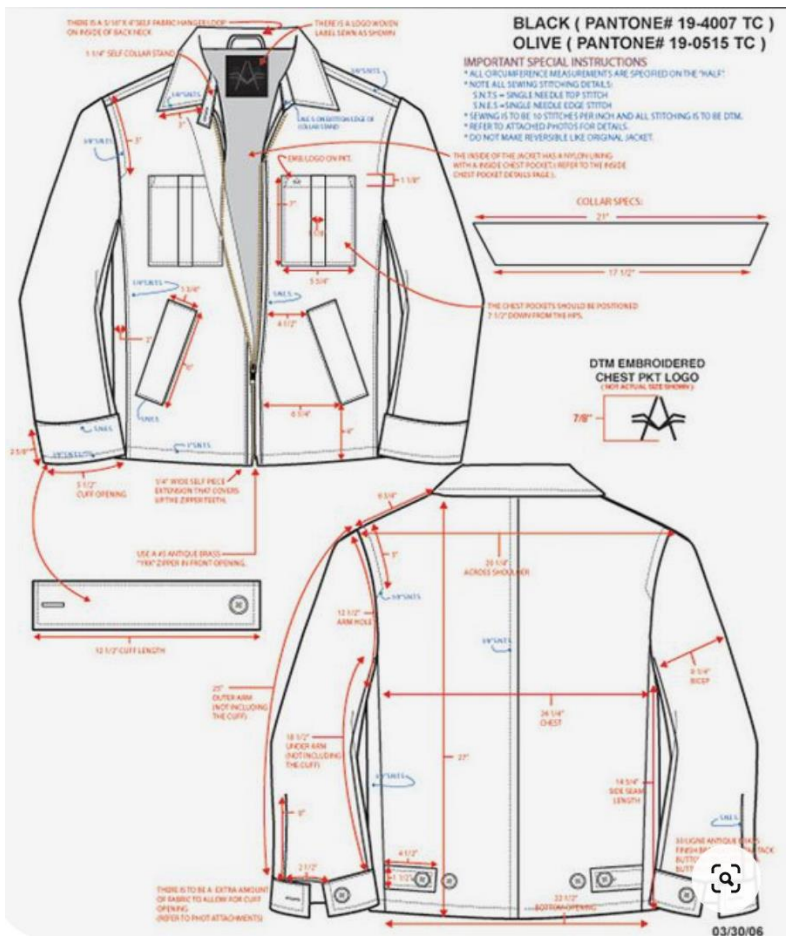
COMMENTS: PLEASE SEND 2 UK SAMPLES	APPROVAL SIGNATURE:	DESIGNER'S SIGNATURE:
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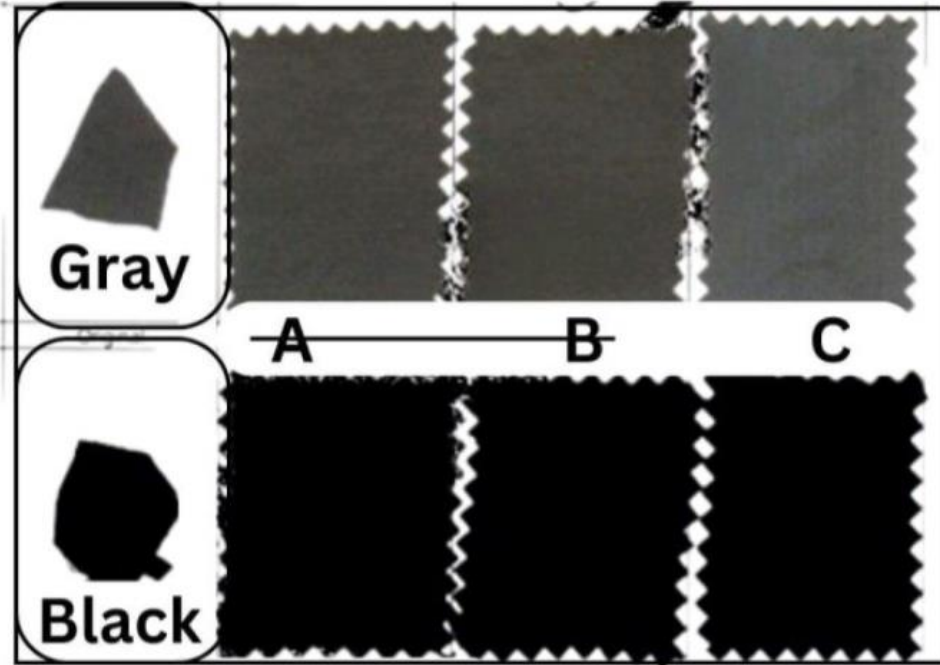
STYLE SKETCH UK OFFICE	SAMPLE SIZE: 12	FACTORY/ OFFICE: UK	
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DATE REQUIRED BY:			
STYLE NO: DESCRIPTION: 2 IN 1 BRODERIE BRUSH TOP DATE SPEC SENT: 15/01/20	REFERENCE SAMPLE / PATTERN/ BLOCK REF:	COLOUR REF: TBC	

SIZE CHART IN CM	SIZE 12
CF FRONT LENGTH FROM SNP EDGE	58CM
CB BACK LENGTH FROM SNP EDGE	60CM
SHOULDER POINT TO POINT	37CM
BUST 2.5 BELOW UNDERARM	48CM
HEM WIDTH STRAIGHT AT EDGE	48CM
HEM DEPTH	22CM
ARMHOLE STRAIGHT	21CM
OVERARM INC. CUFF (FROM ARMHOLE SEAM)	60CM
UNDERARM POINT TO POINT	20CM
CUFF WIDTH AT SEAM	20CM
CUFF DEPTH	15CM
NECK WIDTH EDGE TO EDGE	18CM
NECK DEPTH	3CM
FRONT NECK DROP	6CM
BACK NECK DROP	4CM
SHOULDER DROP	







Sample is sent from the factory

Insert photo of sample with swing tag, spec discrepancy sheet

Homework

- Work in Teams
- Research Trends for AW23 on WGSN or from your own observations and select a trend/colour/item which you think should be in the retailer you have been working on.
- Visit the store and competitors and see if they have anything similar
- Which parts of the product or trend do you think are most important to the customer?
- Create a PPT and email to me to discuss in next lesson

Homework Example

Key items

▲ +14%
Faux fur



MSGM

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



Brandon Maxwell

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



Valentino

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



Miu Miu

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



Tod's

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.

Homework Example

PRIMARK®



Collection Review

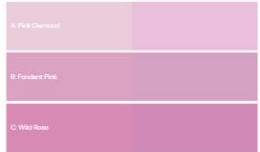
Collection Review: Women's Colour A/W 23/24

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: 16-3188 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

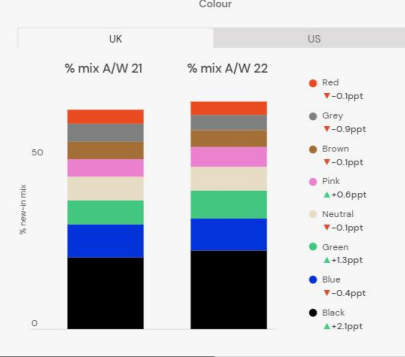
Catwalk newness

- 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 #LusciousRed 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

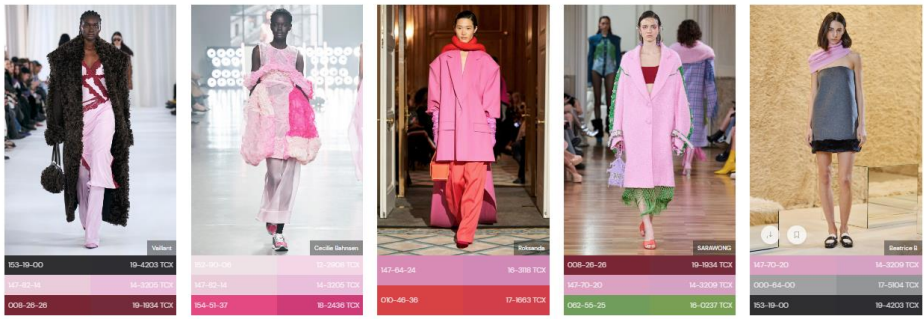
The retail reality

- 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



Any Questions or Comments?

