

Module: MAN3000

Fashion Management

Tutor: Claire Marsh

Week 7

Range Building

Key Question “Check In”

Revisit the Questions on page 15 of your Module Guide

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)

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 are your 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)

Any Questions or Comments?

Homework Review

Example

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

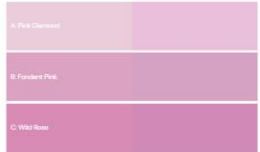
Collection Review: Women's Colour A/W 23/24

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.



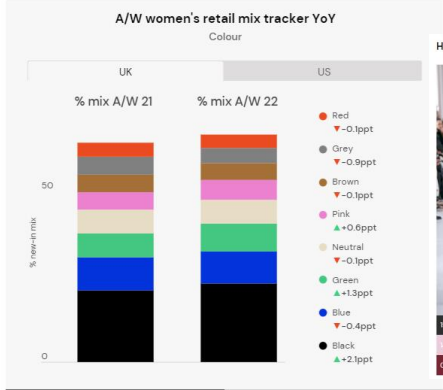
Market analysis

Catwalk newness

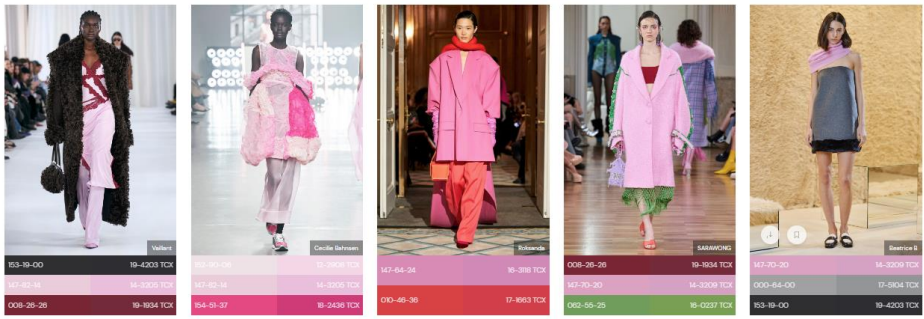
- As anticipated, premium brands are responding to a cautious market by expanding their range of core tones. Timeless and investment shades drove colour direction, with #BlackWithBlack the most prominent shade of the season. The return of grey is driven by a slow recovery to tailoring and a smarter direction
- #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

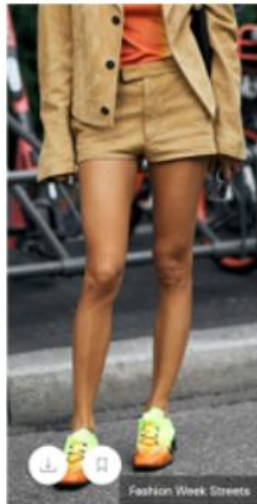


How to wear



Trend research

Collection Review



Short shorts



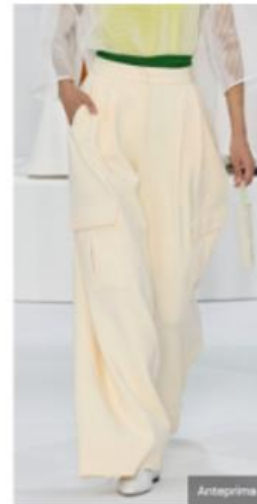
Capri Trouser



Bermuda short

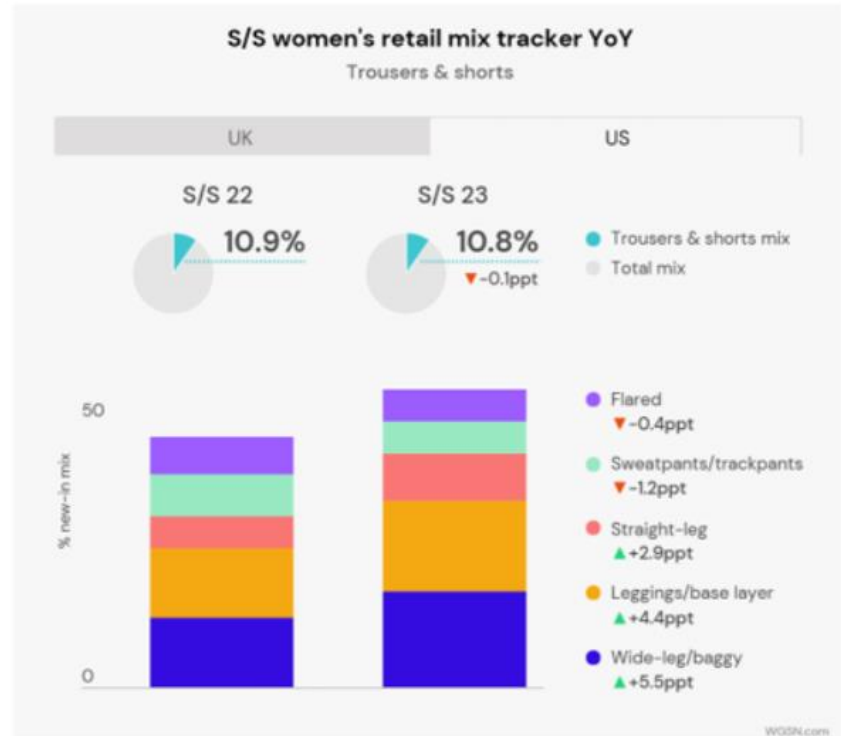
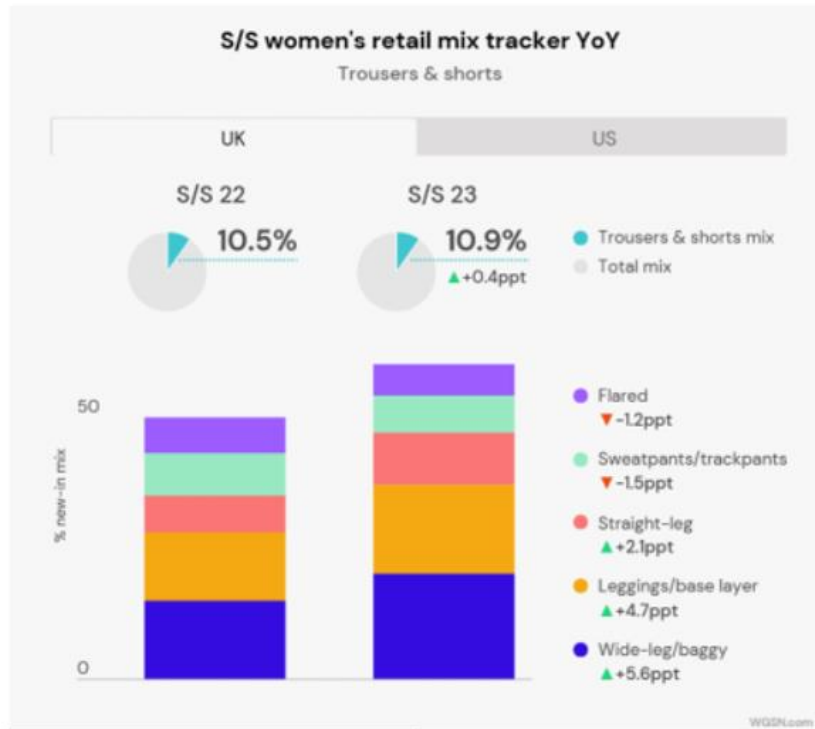


Slim-fit trouser



Wide leg Trouser

Market analysis



Superdry



Zara



H&M



Customers Trend

- Follow Modern fashion
- Comfort and Flexibility
- Recycled and sustainability





ZARA
Autumn/Winter
2023
collection

ZARA

-ZARA Autumn/Winter 2023 collection

The main tone is
brown Minimalist style

This series shows the
"soft" in minimalism,
reducing the depiction of
lines





ZARA



***Competition
comparison***

SHEIN



Pinch Pocket Button Front Solid Blouse
★★★★★ (9999+)

US\$13.00

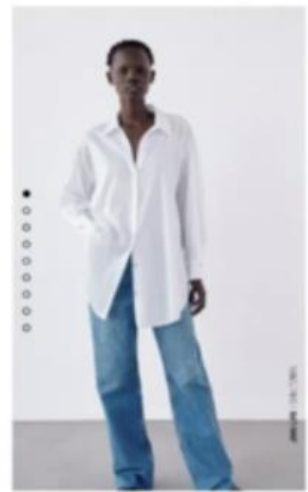
H&M



Long Blouse

\$24.99

ZARA



NEW LONG SLEEVE BLOUSE WITH GOLD BUTTONS

45.90 USD

From a single product point of view, taking the most basic white T-shirt as an example, the price of SHEIN is \$13, H&M is \$24.99 with discounts, and ZARA's new model is \$45.9, and the price of SHEIN is significantly more advantageous



Products and Trends

ZARA

product - Fast fashion

1. Rich variety of styles:
the construction of a
huge design team; The
construction of
information sharing
system

2. Unique fashion:
Artificial scarcity



ZARA





Market Trends

ZARA

1.zara's designer team keeps an eye on global fashion trends

2.Zara's ability to quickly respond to market trends enables it to bring the latest fashion trends to customers in a short period of time.





Summary

ZARA

Before doing the product, we must analyze the trend of the product, which is not only a very important point to determine the product track, but also a point that must be considered in the later operation of the product, in the shelf





THANK YOU

We'd be happy to answer any more questions



極度乾燥(しなさい)
**Super
Dry®**



TREND RESEARCH

Bridal whites



Future Strategies

Colour Trends: The Next Neutrals

From #Whiteout and #GreyOnGrey to barely there tints and enhanced neutrals, discover the must-have neutrals for 2024 and beyond that will bring versatility and long-term appeal to collections

Clare Smith
06.22.23 - 10 minutes



Neutrals grow share of retail colour mix in S/S 23

Colour assortment S/S 23 women's new in apparel YoY



#Whiteout

As designers look for a more nuanced aesthetic in response to global disruptions, a clean and simple direction emerges, with white tones reflecting a considered approach.

- Embrace shades of Chalk (Coloro 034-84-05) and Optic White (Coloro 037-93-00) to offer balance to your palette and align with **consumer craving for colours with longer lifespans**. Whether opting for cooler or warmer shades, #Whiteout will be a key styling direction to tap into a #Minimalist aesthetic
- Use shades of white to **elevate everyday pieces and rework classic silhouettes**
- On TikTok, #AllWhiteOutfit has over 56.7m views and #WhiteTrousers has over 17.6m, showing consumer interest in a departure from more colourful design
- On Pinterest, interest in white tailoring and smart styles is rising, with searches for "white suit men" up 30% in the US and 20% in the UK YoY. Searches on the platform for "white pants outfit men" have also increased YoY by 70% in the US



Romantic whites

Women's colour S/S 24

A: 153-90-00	C: 045-89-02
B: 047-91-00	D: 036-89-06
	E: 037-93-00

Coloro - A: 153-90-00, B: 047-91-00, C: 045-89-02, D: 036-89-06, E: 037-93-00

Pantone - A: 11-1001 TCX, B: 11-4201 TCX, C: 11-4300 TCX, D: 11-0103 TCX, E: 11-4800 TCX

Why is it key? Tactile, layered tones of #OffWhite bring newness to head-to-toe #WhiteOut styling in WGSN long-term colour Optic White (037-93-00). Romantic whites draw on the thrifting movement as consumers embrace ideas of reusing, recycling and repairing.

How to use it: explore nuance in tinted whites by juxtaposing fabrics and materials such as lace, sheer jerseys and super soft knits. Test WGSN Unbleached Cotton (036-89-60) from our S/S 25 long-term palette for a sustainable approach.

Unbleached Cotton



D: 036-89-06



#3 Colour Code 18%



C: 045-89-02

#2 Colour Code 30%



B: 047-91-00

#1 Colour Code 52%

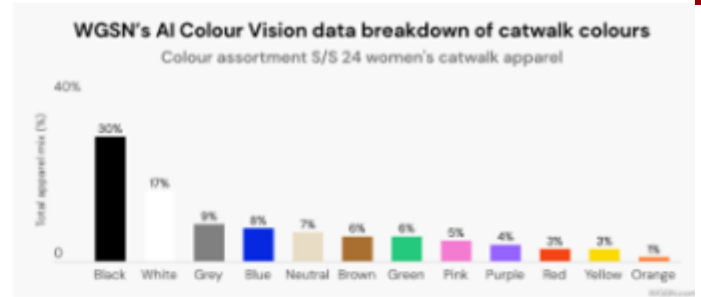


A: 153-90-00

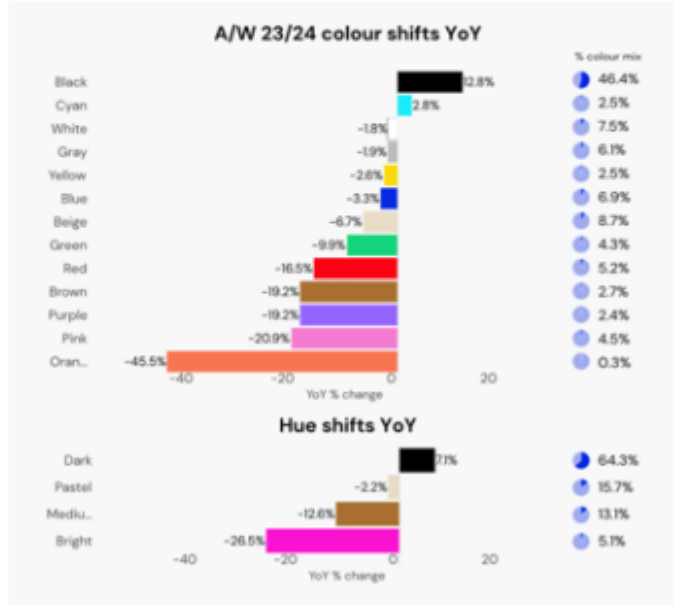
COLOR VISION DATA

Colour

Black continues to hold a huge proportion of the colour mix, reflected in online search data. White, beige and grey remain top although they're down for the season, showing interest in shades with long-term appeal.



WGSN catwalk data and Google trends



WGSN catwalk data

STYLING AND MERCHANDISING



AZ Factory

047-91-00	11-4201 TCX
111-44-31	18-4250 TCX
153-19-00	19-4203 TCX



Holzweiler

153-90-00	11-1001 TCX
034-84-05	12-0304 TCX
078-33-24	19-5421 TCX



Shiatzy Chen

037-93-00	11-4800 TCX
147-70-20	14 3209
143-47-32	18-3223 TCX



Bottega Veneta

036-89-06	11-0103 TCX
159-23-15	19-1718 TCX
058-55-18	17-0235 TCX



Tanner Fletcher

047-91-00	11-4201 TCX
134-67-16	15-3716 TCX
153-19-00	19-4203 TCX

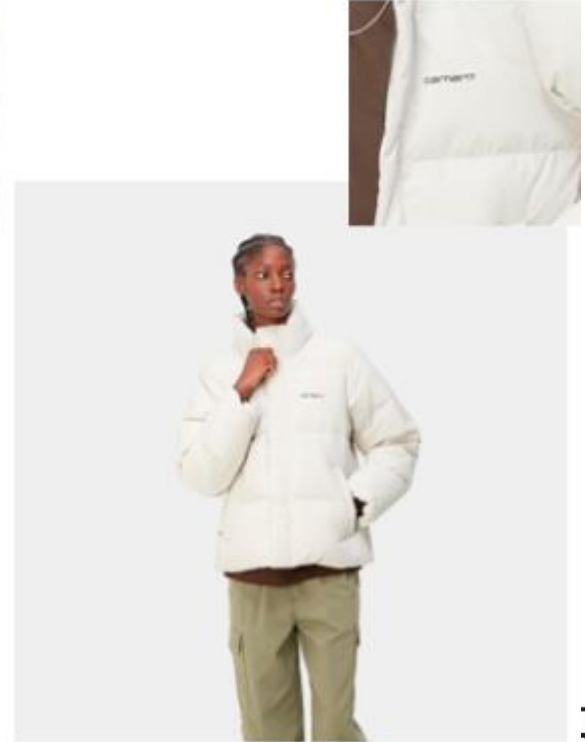
FOOT AND ACCESSORIES



SUPERDRY®



SIMILARITY OF COMPETITOR



Collection Review

Collection Review: Women's Colour S/S 24

WGSN's new proprietary image recognition AI tool, Colour Vision, identifies the top-ranking colours and their colour codes across catwalk apparel, adding deeper accuracy and value to our analysis of catwalk colour need-to-knows

Emily McCarthy, Camille Reyes & Lucesca Holmes
11.02.23 - 9 minutes

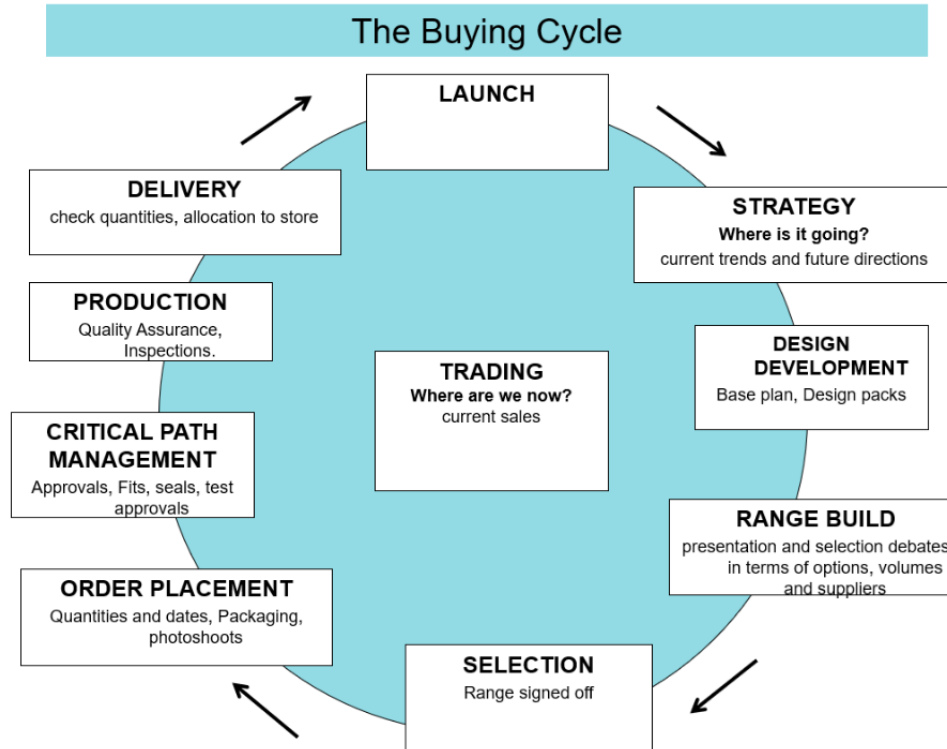


I think following the trend of fashion is the most important for consumers who love fashion, but the quality and price of products are the most important for consumers who pursue cost-effective. In the final analysis, we still need to look at the demands of consumers.

Any Questions or Comments?

What have we learned so far?

The Buying Cycle



Critical Path

	Who is Responsible	Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12	Wk13	Wk14	Wk15	Wk16	Wk17	Wk18	Wk19	Wk20	Wk21	Wk22	Wk23	Wk24	Wk25	Wk26
Strategy	Comp Shop	Buyer & Designer																									
	Trend reports	Designer																									
	Best & Worst Sellers	Merchandiser																									
	Colour Palette	Designer																									
	Budgets	Merchandiser																									
	Option Count	Merchandiser																									
	Size Spec Review	Garment Tech, Buyer & Designer																									
	Fabric sourcing	Designer																									
Factory Sourcing	Sourcing Team																										
Design Development	Base Plan	Buyer & Designer																									
	Design packs	Designer																									
	Sample development	Designer																									
	Size Spec Creation	Garment tech																									
Range Build	Sample presentation	Buyer																									
	Supplier review	Buyer, Merch, Designer																									
	Range debate	Buyer, Merch, Designer																									
	Garment Technical Assessment	Buyer, Fabric & Garment tech																									
Selection	Sample presentation																										
	Sign off pack																										
	Size range																										
Order Placement	Raise PO to factory	Buyers & Merchandisers																									
Production	Supplier Critical Path Manemen	Buyer																									
	Fabric production	Supplier																									
	Dying/Printing/Embellishment	Supplier																									
	Cut & Sew	Supplier																									
	QA Check & Testing	Supplier																									
	Packing	Supplier																									
	Transport	Supplier																									
	Shipment	Supplier																									
Delivery to warehouse	Supplier																										
Delivery	Packing lists	Supplier																									
	Shipping documents	Supplier																									
	Booking in to warehouse	Merchandiser																									
	Distribution to Store	Merchandiser																									

Critical Path

		Who is Responsible	Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11
Strategy	Comp Shop	Buyer & Designer	Yellow										
	Trend reports	Designer	Yellow										
	Best & Worst Sellers	Merchandiser	Yellow										
	Colour Palette	Designer		Yellow									
	Budgets	Merchandiser		Yellow									
	Option Count	Merchandiser		Yellow									
	Size Spec Review	Garment Tech, Buyer & Designer		Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow			
	Fabric sourcing	Designer		Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow			
	Factory Sourcing	Sourcing Team		Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow			
Design Development	Base Plan	Buyer & Designer			Green								
	Design packs	Designer				Green	Green	Green	Green				
	Sample development	Designer						Green	Green	Green	Green	Green	
	Size Spec Creation	Garment tech			Green	Green	Green	Green	Green	Green	Green	Green	
Range Build	Sample presentation	Buyer											
	Supplier review	Buyer, Merch, Designer										Blue	
	Range debate	Buyer, Merch, Designer										Blue	
	Garment Technical Assessment	Buyer, Fabric & Garment tech										Blue	

Week 7 – Range Building

This lecture will look at how the buying team will assess what styles should be selected to present as the range and what factors are taken into consideration during the process: Range plan, product mix, financial inputs, sample evaluation, costings and margin mix.

Contents

- Understanding the “ingredients” of range building
- Understanding how & why buyers manipulate mixes of products
- Look at how it can be applied to different product types
- Understand how to conduct your own research
- Understand how you can apply this information to your own work

Any Questions or Comments?

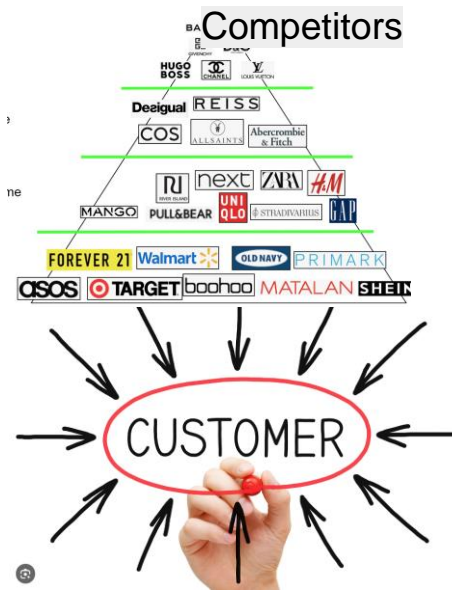
Up to now, the buyers have completed their strategy & base plan...



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




They have completed their research...



They have adapted the trends & research in to a range that is right for their customer



Design specs have been sent to the suppliers so they can make samples

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


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





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

SIZE CHART	IN	CM
ITEM 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	15CM	
CUFF DEPTH		
NECK WIDTH EDGE TO EDGE	18CM	
NECK DEPTH	3CM	
FRONT NECK DROP	6CM	
BACK NECK DROP	4CM	
SHOULDER DROP		



The buyers will have requested that samples are sent to the buying office ahead of Range Build as they are an integral part of the Range Build process.

Samples which are not sent to the buyer in time for range build are often dropped from the range at this point.

Sometimes, samples do not replicate what the designer had in mind. This is addressed in Range Build and action is taken to rectify this.

Here is an example of that...









Any Questions or Comments?

What is Range Build?

Range Build is a process where the buyers will collate their samples and hang them on a wall together to see how they look as a range. They will ask themselves questions such as:

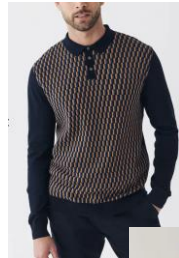
- Are we delivering the price points our customer expects?
- Are we delivering the trends in a way our customer will appreciate?
- Is the quality of product as our customer expects?
- Does the range work for outfitting?
- Can I buy the product from the supplier with the margin I need?
- Do we need to make any amendments to the design or spec?
- Are the mixes in-line with what the merchandiser is asking for?

Range building is literally “building your range”, it’s like making a cake...

You have your ingredients:



Trend



Best Sellers

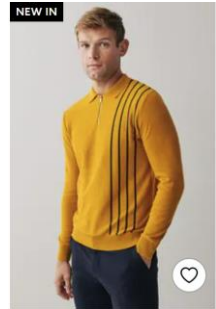


Black/Grey Marl/White/Navy T.
£35 ★★★★★

Value Price points



Exit Price points



Yellow Stripe Long Sleeve Knit...
£36



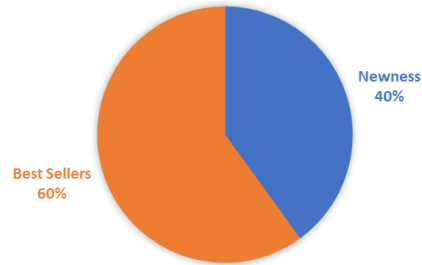
Colour

All good recipes need the right balance of ingredients, these are defined as “the mix”

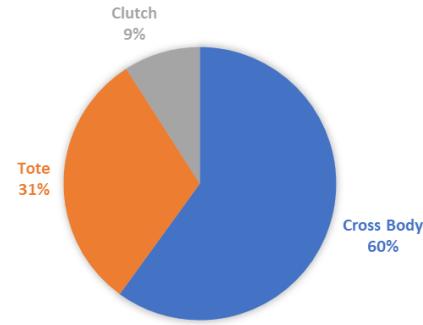


Range building is the process in which the buyer decides what quantity of each type of garment should be bought (this is done in conjunction with the merchandiser and designer). Below shows what bag categories could look like

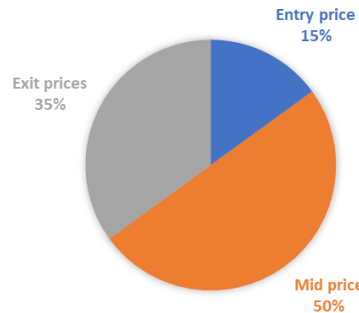
MIX OF NEWNESS V BEST SELLERS



BAG STRAP LENGTH



PRICE POINT MIX



COLOUR MIX



The measures that the buyers use will differ depending on the product type

For example:

Tops may measure mixes of

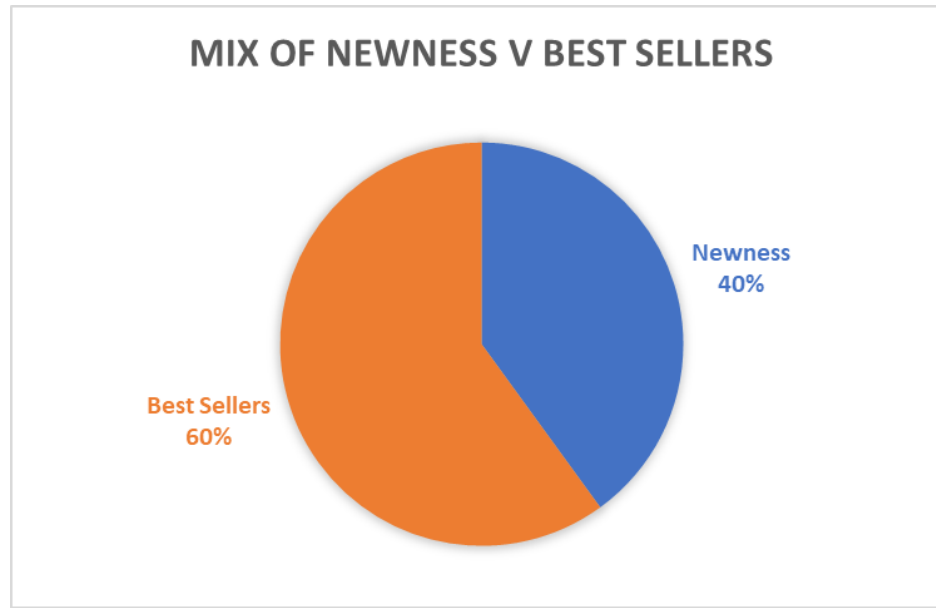
- long sleeve V short sleeve
- Crew neck V turtleneck
- Crop v full length
- Oversized V regular fit

Bags may measure mixes of

- Cross body v tote
- Croc skin v calf skin
- Logo V print
- Bright colour V tonal
- Entry price point V Exit prices

As an example...

The strategy for next season is decided based on a mix of best sellers (sales) and newness (trends)



The merchandiser may advise that the newness (trend) sold really well, as an example “newness” delivered 45% of the sales.

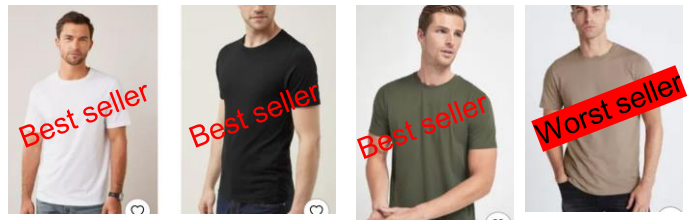
Therefore, it would be advisable to increase the mix of newness for next year

Menswear Example

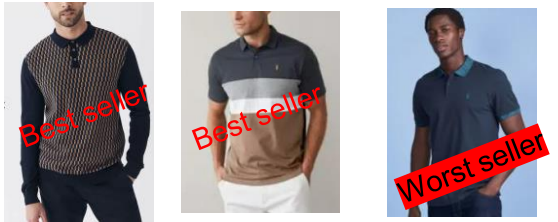
Spring/Summer 2023

Spring/Summer 2024

Crew



Polo

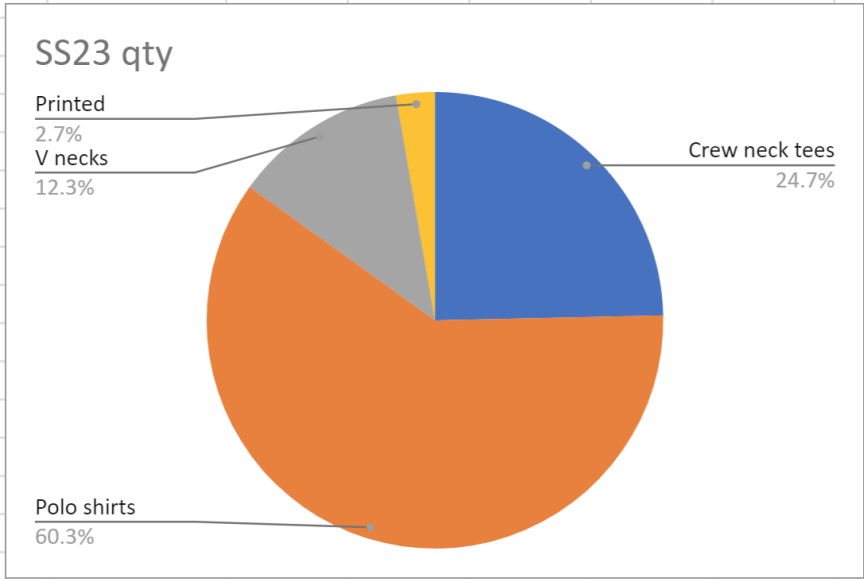
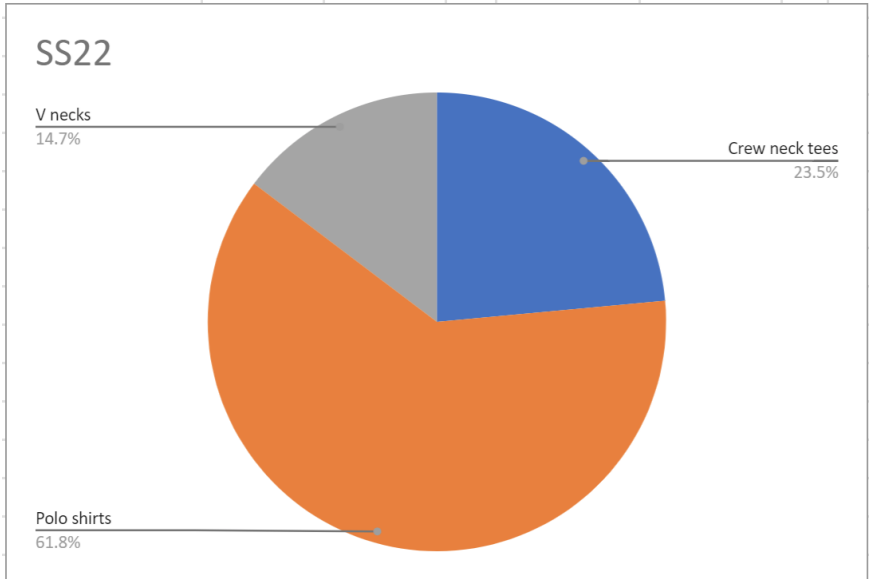


V-neck



Printed

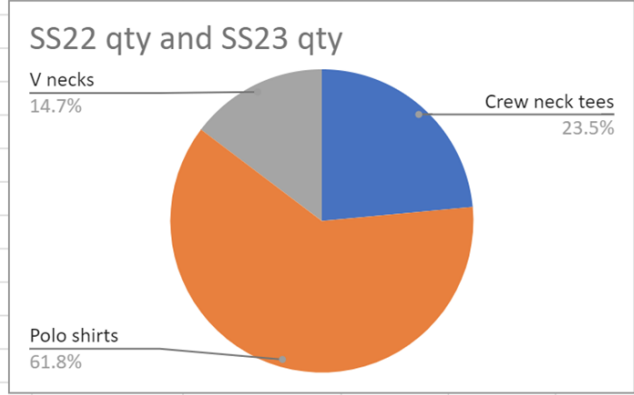
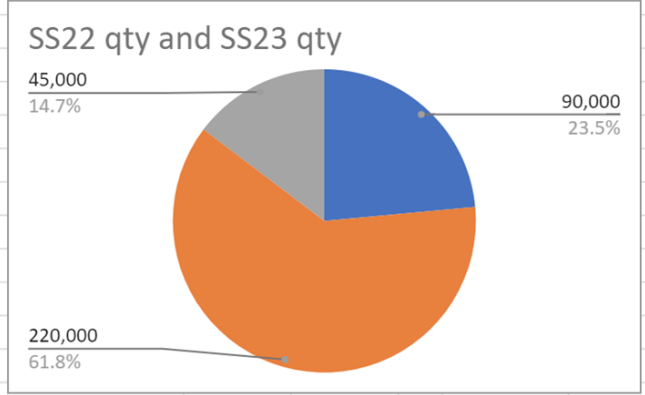




Example of menswear range build mixes

TOTAL BUDGET FOR SS23 = £1.7m

	Quantity		Selling Price		Total Sales	
	SS22 qty	SS23 qty	SS22 retail price	SS23 retail price	SS22 Total sales	SS23 Total sales
Crew neck tees	80,000	90,000	£4.00	£4.50	£320,000	£405,000
Polo shirts	210,000	220,000	£5.00	£5.00	£1,050,000	£1,100,000
V necks	50,000	45,000	£4.00	£4.00	£200,000	£180,000
Printed		10,000	£4.50	£4.50	£0	£45,000
TOTAL	340,000	365,000			£1,570,000	£1,730,000



Range Build Mix Excel Example

Range Build is when prints will be assessed

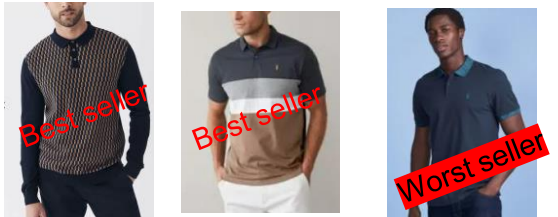
For example...

Spring/Summer 2023

Crew



Polo

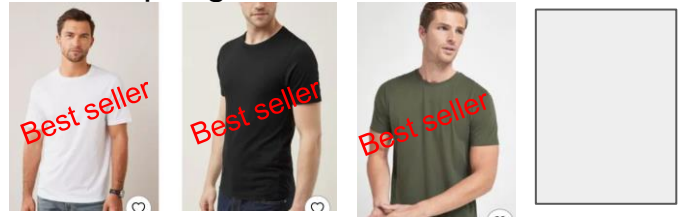


V-neck



Printed

Spring/Summer 2024

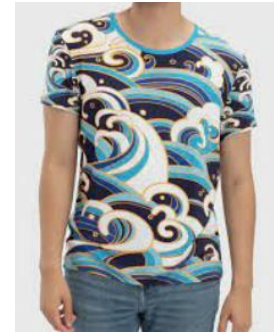
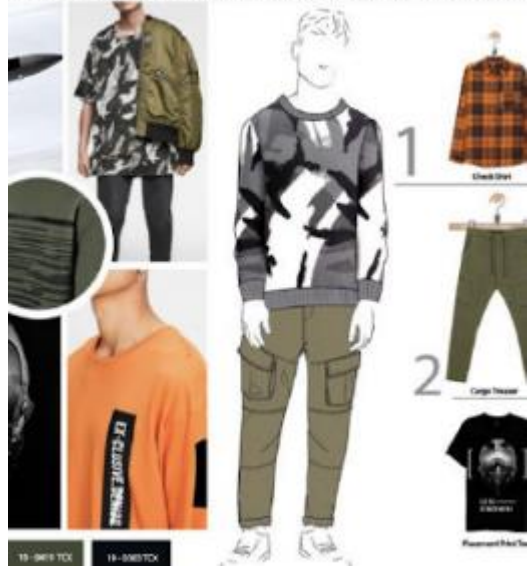


Which printed tee?

Trend reports show printed tees are on trend... which one should the buyer include in the range?



Billie inspired trend. Tones of khaki green, sage and black sit back with blazing orange. Stylized camo lets and typography create the look. The cargo is key, worn back with brushed sweats and oil wash jen



How can you demonstrate your understanding of mixes?

- If a store looks like it has sold out of a particular garment ie no tops left to match the bottoms, you may suggest that they look at increasing their mix of tops at Strategy & Base plan stage.
- If there are lots of 1 particular size left on the rail, you may suggest that their mix of sizes is incorrect.

Any Questions or Comments?

How can we analyse a retailers decisions taken at range build if we don't have access to their intel?

Study of Vivienne Westwood Granny Frame Purse

GRANNY FRAME PURSE

● WOMEN

○ MEN



GRANNY FRAME PURSE
£180



GRANNY FRAME PURSE
£180



GRANNY FRAME PURSE
£180



GRANNY FRAME PURSE
£170



GRANNY FRAME PURSE
£180

COMING SOON

NEW ARRIVALS

AKVW AW22

MADE IN KENYA

WOMEN

Clothing

Bags

View all

Backpacks

Clutches

Crossbody Bags

Handbags

Tote Bags

Shoes

Jewellery

Accessories

Sunglasses

MEN

BRIDAL

COLLECTIONS

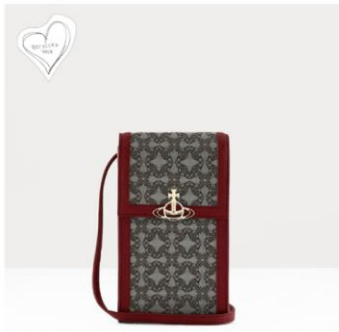
WESTWOOD WORLD

BUY LESS, CHOOSE

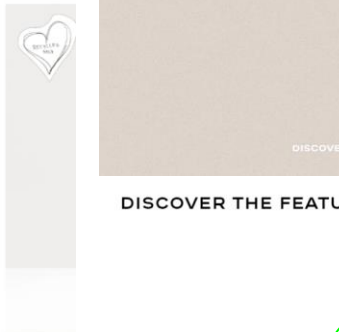
WELL, MAKE IT LAST



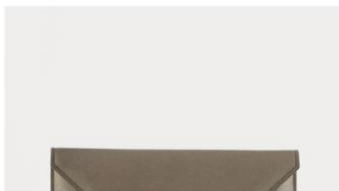
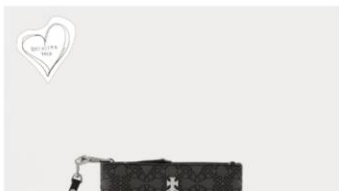
SAFFIANO NEW HEART CROSSBODY BAG
£160



RECYCLED POLYESTER
RE-JACQUARD ORBORAMA PHONE BAG
£160



AVAILA
ONESI



DISCOVER THE FEATURED CREATIONS OF THE LATEST COLLECTIONS

- FLAP BAGS
- HOBO BAGS
- SHOPPING BAGS
- MAXI BAGS
- MESSENGER BAGS
- VANITY CASE
- EVENING BAGS
- OTHER HANDBAGS

How do we know if Vivienne Westwood and Chanel made the right range building decisions?

We can research trend blogs and articles. Example:
Chanel's bag was referenced in British Vogue's "must haves"

VOGUE

BRITAIN ▾ ☰

FASHION BEAUTY ARTS & LIFESTYLE RUNWAY SHOPPING NEWS VIDEO VOGUE SHOP



Small And Mighty



SMOOTH LEATHER INJECTED ORB NANO ORB...
£210



Chanel Vintage Black Denim Mini Square
Bag in Gold Hardware

Price
£4,599⁰⁰

Both have a “mini format”, but Vogue only
referenced Chanel - Why?



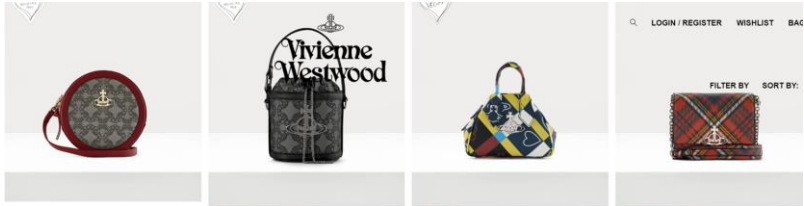
FASHION

It's Time To Size Up Your Next Bag, Say Zoë, Kendall And Rihanna

BY ALICE CARY

7 October 2022





AVAILABLE ONE SIZE QUICK SHOP

RECYCLED POLYESTER DASY SMALL DRAWSTRING BUCKET £310

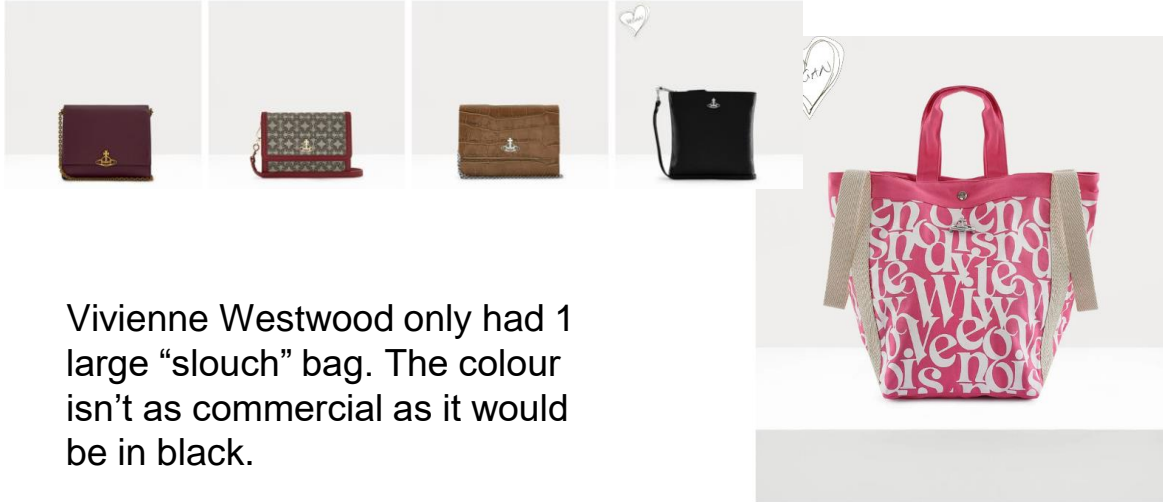
VEGAN ORB AND HEART CHECK MINI YASMINE BAG £290

VEGAN EXCLUSIVE LUCY SMALL CROSSBODY BAG £330

Chanel had a few options in very commercial colours



CHANEL



Vivienne Westwood only had 1 large "slouch" bag. The colour isn't as commercial as it would be in black.

VEGAN WORKER RUNNER HOLDALL £270





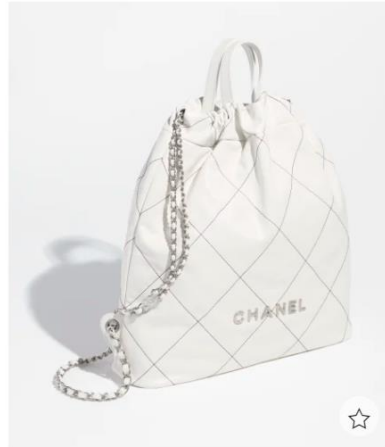
FASHION

The Second Drop Of The Balenciaga X Adidas Collaboration Is Here - And Already Selling Out

BY ALEXIS BENNETT

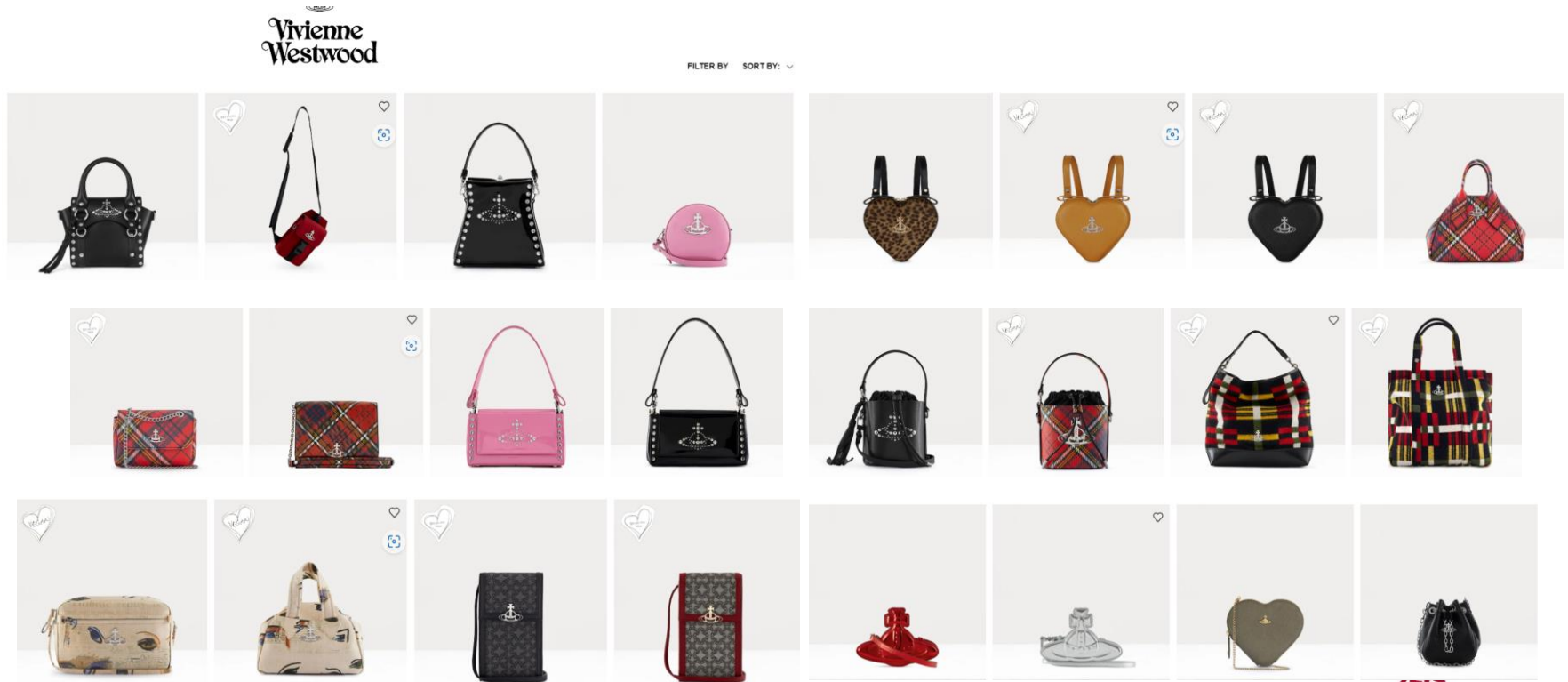
Upon reading articles on trends and understanding what's driving sales for Balenciaga & Chanel, Vivienne Westwood could consider including more unstructured "slouch" styles and focus on trends which would attract a more broad appeal customer.

CHANEL



Any Questions or Comments?

We've looked at number of options

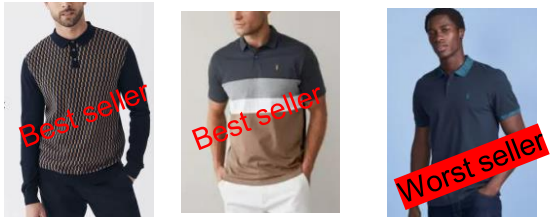


Spring/Summer 2023

Crew



Polo

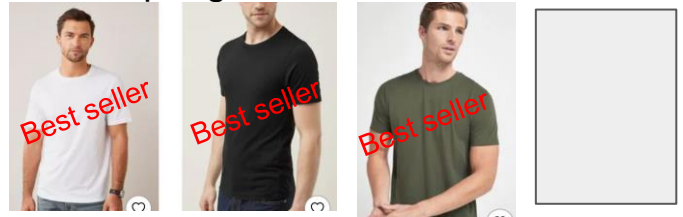


V-neck



Printed

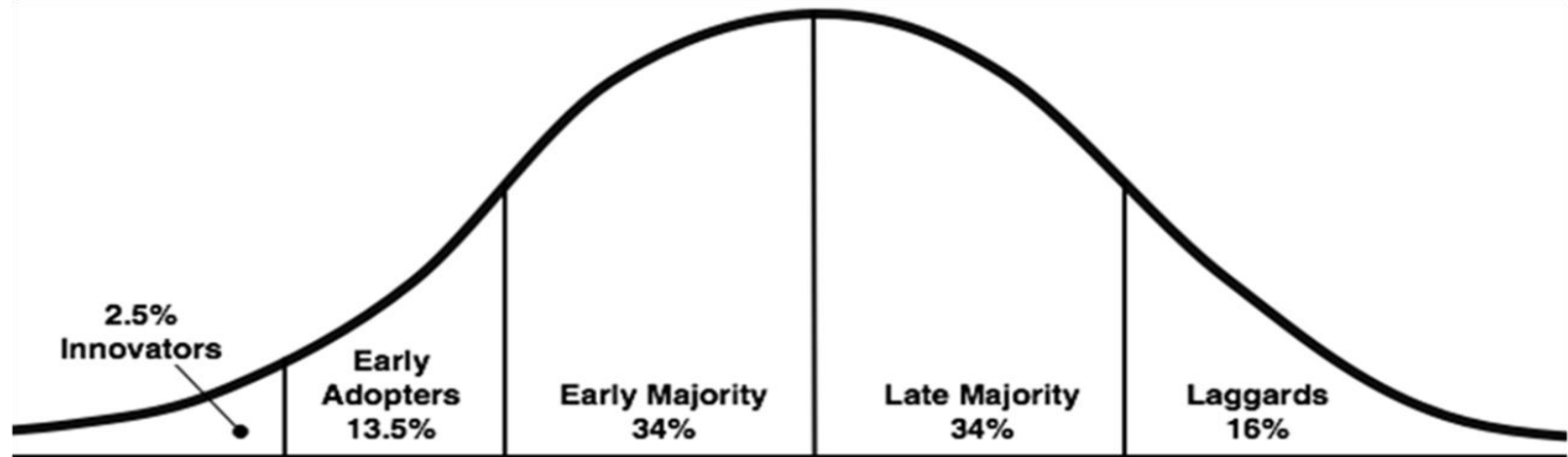
Spring/Summer 2024



Now we need to look at how much (what quantity) of each option is bought

Every product has a lifecycle, each one varies depending on social and environmental conditions. It's up to the buyer to buy according to the strategy devised from sales analysis & market trends.

Roger's Diffusion of Innovation Model(1962)



Source: Everett Rogers, Diffusion of Innovations model

How bags can be broken down into categories



Shoulder
Bag

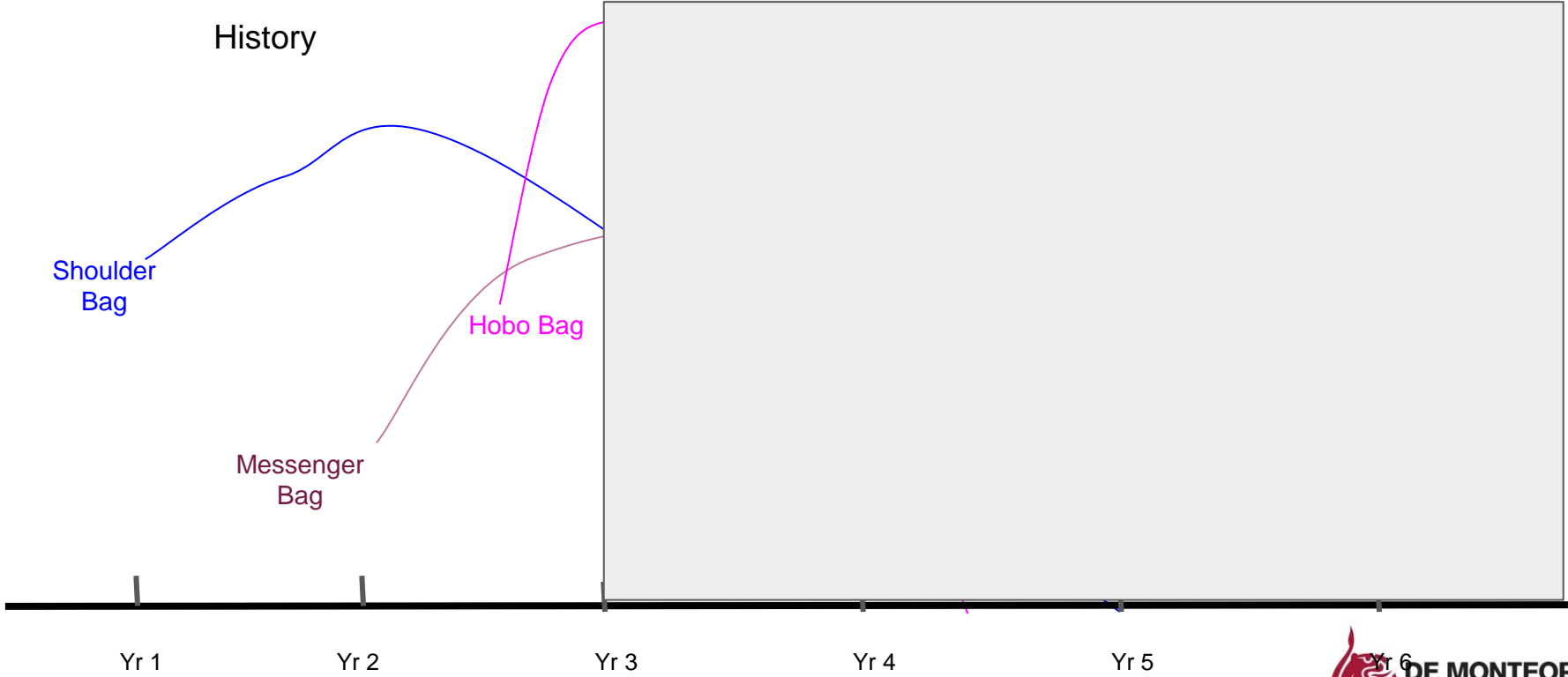


Messenger Bag



Hobo Bag

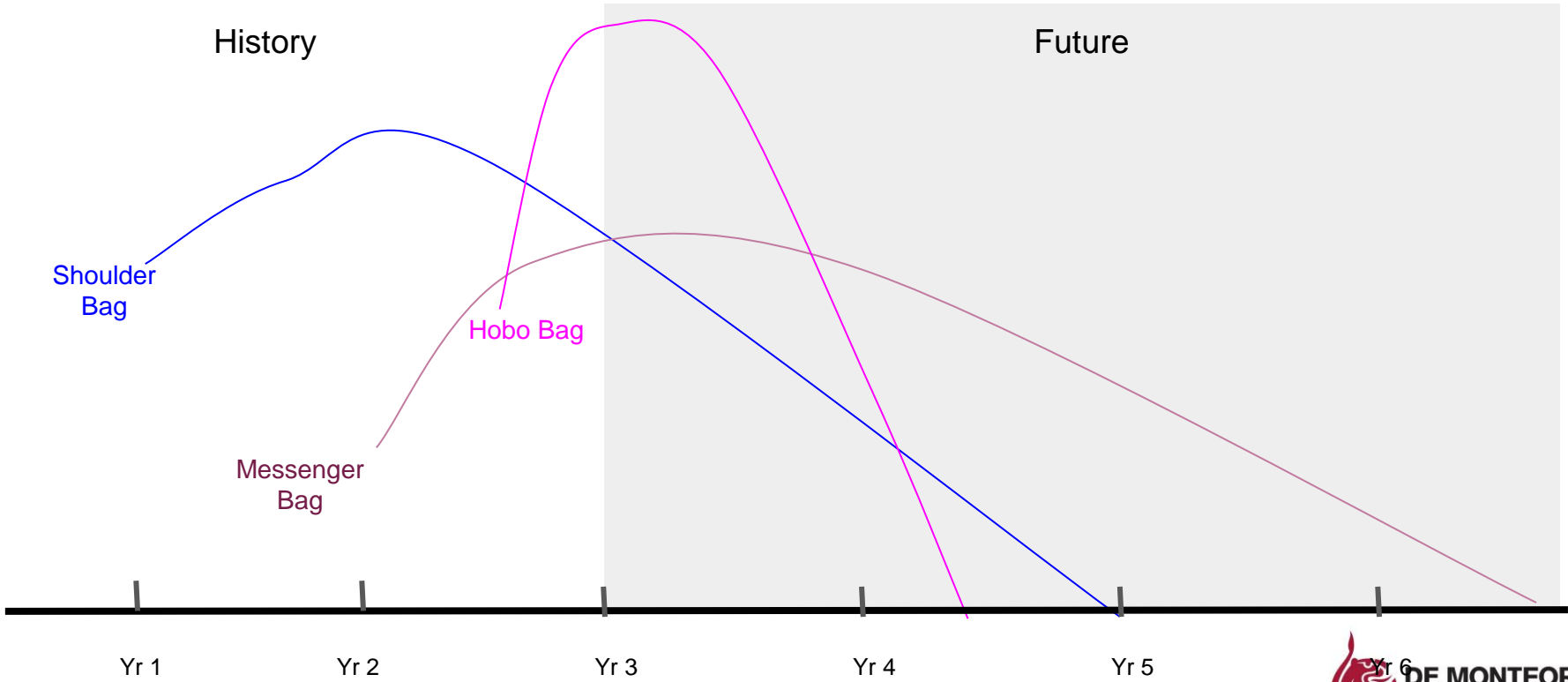
Every product has a lifecycle, each one vary depending on social and environmental conditions. It's up to the buyer to buy according to the strategy devised from sales analysis & market trends.



DMU Fashion Management

DMU Fashion Management - Week 7 RANGE BUILDING

Every product has a lifecycle, each one vary depending on social and environmental conditions. It's up to the buyer to buy according to the strategy devised from sales analysis & market trends.



Now we'll look at quantities

Vivienne Westwood

FILTER BY SORT BY: v

3500	3500	3500	800	800	800	2000	3500
3500	800	2000	3500	2000	2000	2000	2000
2000	2000	800	800	150	150	2000	3500

Any Questions or Comments?

Buyers often buy “by department”, which means they are a knitwear buyer, coats buyer or accessories buyer.

When stores choose to display product both “in category” and “by collection”, this means that the buyer must also work with other buyers to ensure the look is cohesive. This means that the range of products can be worn as an outfit.

It is important that buyers ensure they keep to the colour palette and that the overall look and silhouettes adhere to the trend guidelines provided by the designer. This is particularly important when buying a range which is heavily trend focused.



It's evident that the knitwear & accessories have not adhered to the colour palette. This is probably because of their longer lead times. However this is a failure in cross category range building.



Recommendations for Primark would be to create the colour palette earlier so that long lead time categories like knitwear and accessories can ensure their products work for outfitting.

Range building by categories Primark V competitors



Single-Breasted Borg Coat



£38.00
2 colours



Single-Breasted Borg Coat



£38.00
2 colours



Curly Borg Mid Length Coat



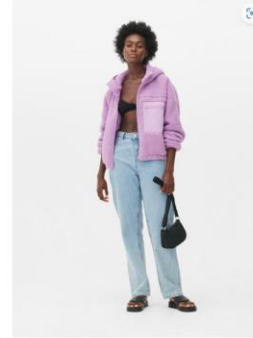
£32.00
2 colours



Curly Borg Mid Length Coat



£32.00
2 colours



Borg Zip-up Coat



£20.00
2 colours



Borg Zip-up Coat



£20.00
2 colours



Disney's Lilo & Stitch Borg Jacket



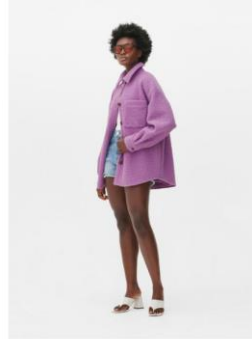
£18.00
1 colour



Borg Tortoise Shell Button Shacket



£20.00
2 colours



Borg Tortoise Shell Button Shacket



£20.00
2 colours



Teddy coat
£59.99



Premium Selection
Wool-blend teddy coat
£139.99



Teddy-trimmed coat
£69.99

Research shows that Primark have bought more options of Borg Coats than H&M. Monitoring sales by visiting stores over the next 4-8 weeks will show whether this was the right decision or not.

Don't forget that the mixes can be anything that is relevant to the product and department. You will need to decide what mixes are relevant to your retailer and chosen product.

For example:

Tops may measure mixes of

- long sleeve V shirt sleeve
- Crew neck V turtleneck
- Crop v full length
- Oversized V regular fit

Bags may measure mixes of

- Cross body v tote
- Croc skin v calf skin
- Logo V print
- Bright colour V tonal
- Entry price point V Exit prices

Any Questions or Comments?

Thank you & have a great
weekend!

Any Questions or Comments?