

T O M M Y  H I L F I G E R

Market research by Rudakova Maria (10A)

- Tommy Hilfiger, formerly known as Tommy Hilfiger Corporation and Tommy Hilfiger Inc, is an American multinational corporation that designs and manufactures upper market apparel for men, women and children, and a wide range of licensed products such as footwear, accessories, fragrances and home furnishings. The company was founded in 1985, and today is sold in department stores and over 1400 free-standing retail stores in 90 countries. Company's founder Tommy Hilfiger remains the company's principal designer, leading the design teams and overseeing the entire creative process.

<b>Age of group</b>	<b>10 years ago</b>	<b>5 years ago</b>	<b>Now</b>
15-18	8 %	22 %	28 %
19-25	24 %	30 %	35 %
26-35	40 %	25 %	19 %
36-50	20 %	18 %	15 %
50	8 %	5 %	3 %

- As the statistics show the target audience is people from 16 to 25 y.o.
- As the market research Indicates, Tommy Hilfiger is becoming increasingly popular among the youth; and the same time, a shift towards younger audience resulted into continuous decline among the elder groups

# Recent market research

Question	Agree	Disagree	Don't know
<b>Tommy Hilfiger is a famous brand</b>	85 %	5 %	10 %
<b>Tommy Hilfiger is under-rated</b>	23 %	60 %	17 %
<b>I like the style of Tommy Hilfiger</b>	80 %	15 %	5 %
<b>I own Tommy Hilfiger merchandise</b>	99 %	1 %	0 %
<b>Tommy Hilfiger is for my generation</b>	35 %	50 %	15 %
<b>Tommy Hilfiger designs are timeless and unique</b>	17 %	60 %	23 %
<b>Tommy Hilfiger is a cheap brand</b>	8 %	72 %	20 %
<b>I would recommend Tommy Hilfiger to my friends</b>	100 %	0 %	0 %

# Problems:

- The price is too high.
- Continuous decline among the elder groups.
- The brand began to lose popularity.

# Solutions:

- It is worth reviewing the prices and organizing a system of discounts and promotions. In addition, you can create two clothing lines, the first will be budget-friendly, the second for wealthy consumers. In this way, you can organize the sponsorship of a variety of events related to luxury and more formal clothing. These can be well-known competitions or national holidays in different countries.
- The company should create a new line aimed at a more mature audience. Since the classic red and blue logo is associated with the line for young people, I advise them to create another, recognizable, but still different, for the new line.
- It is worth placing new brand ads on TV, in magazines and on social networks.

# Conclusion:

- Tommy Hilfiger is a well-known clothing brand that strives for continuous development. Thus, I hope that my ideas and statistics will help improve the brand.
- Thank you for your attention

