

The Different Markets for Fashion

Seasonal basis of Fashion Collections

- The two main seasons for fashion collections. They are Spring/Summer and Autumn/Winter. These two collections are showcased at the major fashion weeks around the world, six months prior to when they appear in store for the benefit of Buyers and Fashion Press. Buyers need time to purchase the pieces they would like to stock at their respective retailers and the brand needs time to produce this stock. Even with the immediacy of online media, traditional media including fashion magazines such as;
- *Vogue* and *Harper's Bazaar* have long lead times (three to four months), so the Journalists and Editors at these publications need access to imagery from the fashion weeks to include in the editions due out two months prior to the upcoming season.

Fashion Seasons

Trend Prediction

- **Trend/Fashion forecasting**
- is a global career in fashion that focuses on upcoming trends and ideas. A fashion forecaster predicts the colours, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, footwear, street style, and other styles that will be presented by designers on the runway and in the stores for the upcoming seasons. The concept applies to not one, but all levels of the fashion industry including haute couture, ready-to-wear, mass market, and street wear.
- Trend forecasting is an overall process that focuses on other industries such as automobiles, medicine, food and beverages, literature, and home furnishings. Fashion forecasters are responsible for identifying what consumers needs and wants, and to attract the consumers to buy. This helps retail/boutique businesses around the world and designers sell their brands. Today, fashion industry workers rely on the Internet such as WGSN to retrieve information on new trend looks, ideas, colours, garment styles, textiles, accessories, celebrity wardrobes, and designer collections.

Trend Prediction

Trade Shows

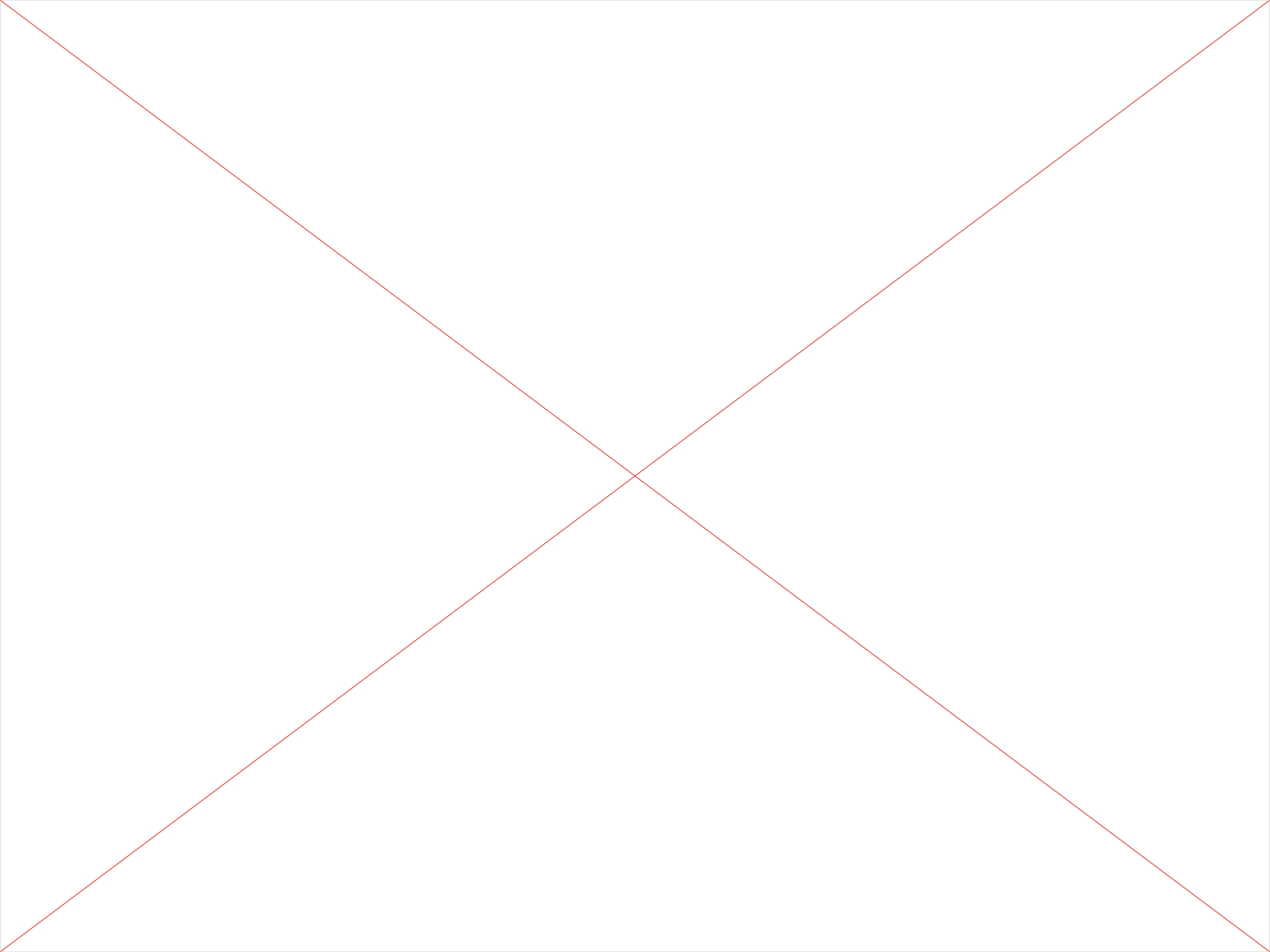
- If you are a designer looking to sell your products or retailer looking to buy new clothing and accessories for your store or boutique, or a wholesaler or showroom looking to sell and connect with your buyers. A Fashion Trade Show is the place to be to showcase your products to the wider public. A trade show can be the most critical moment in your company's growth and development also your brand and business history.

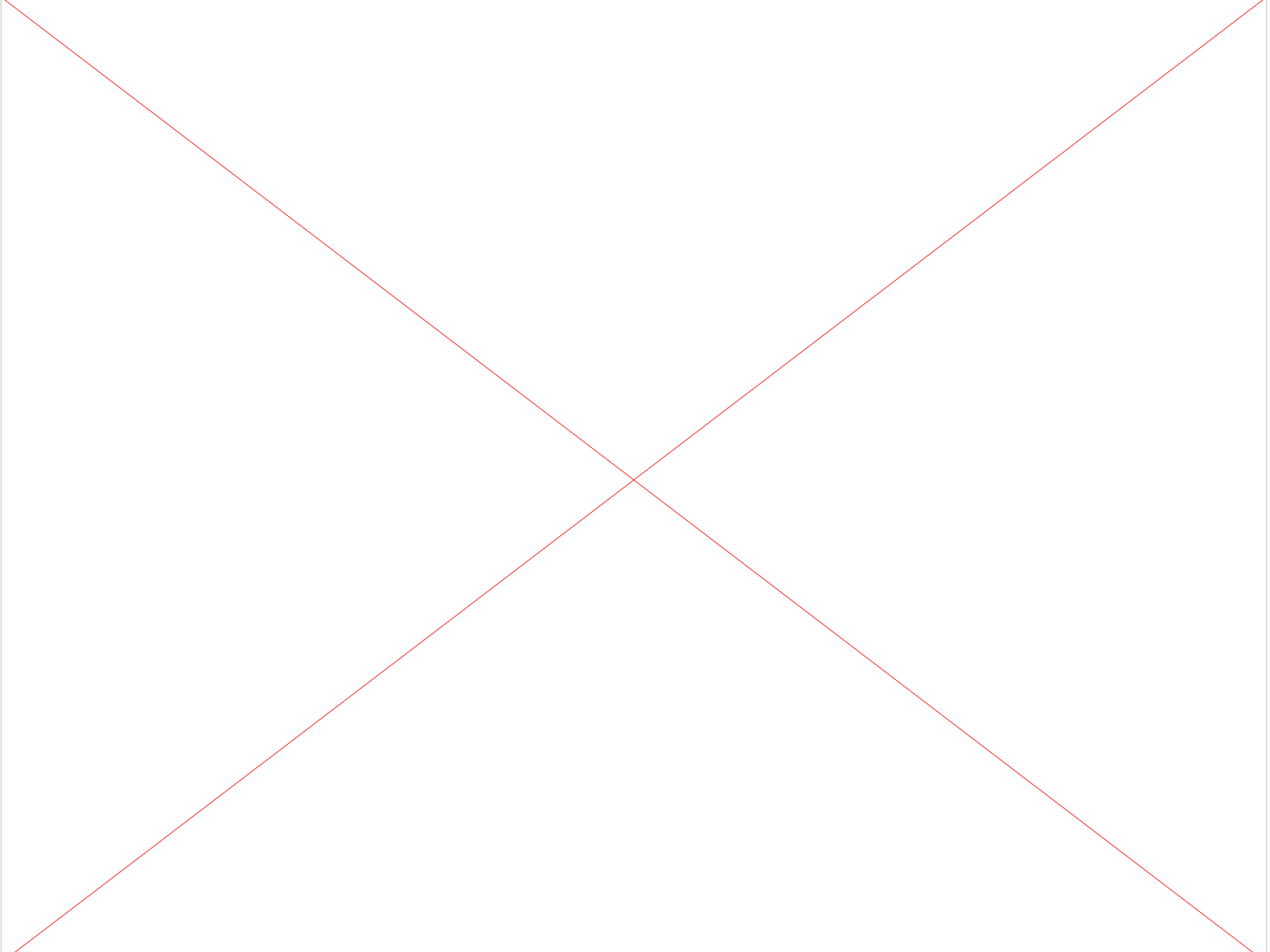
Fashion Shows

- A **fashion show** is an event put on by a fashion designer to showcase his or her upcoming line of clothing during Fashion Week. Fashion shows debut every season, particularly the Spring/Summer and Autumn/Winter seasons.
- This is where the latest fashion trends are made. The four most influential fashion weeks are New York, London, Paris and Milan Fashion Week, which are all semiannual events.
- In a typical fashion show, models walk the catwalk dressed in the clothing created by the designer. The clothing is illuminated on the runway by the fashion show lighting. The order in which each model walks out wearing a specific outfit is usually planned in accordance to the statement that the designer wants to make about his or her collection. It is then up to the audience to not only try to understand what the designer is trying to say by the way the collection is being presented, but to also visually deconstruct each outfit and try to appreciate the detail and craftsmanship of every single piece.
- Occasionally, fashion shows take the form of installations, where the models are static, standing or sitting in a constructed environment. A wide range of contemporary designers tend to produce their shows as theatrical productions with elaborate sets and added elements such as live music or a variety of technological components like holograms, for example.

Fashion Calendar

- **January - Autumn/Winter MENS Fashion Weeks Ready-To-Wear collections in New York, London, Milan and Paris**
- **January - Spring/Summer WOMENS Haute Couture Shows in Paris**
- **February – Autumn/Winter WOMENS Fashion Weeks Ready-To-Wear collections New York, London, Milan and Paris**
- **June - Resort/Cruise WOMENS collection showings Paris**
- **June – Spring/Summer MENS Fashion Weeks Ready-To-Wear collections in New York, London, Milan and Paris**
- **July - Autumn/Winter WOMENS Haute Couture Shows in Paris**
- **September - Spring/Summer WOMENS Fashion Weeks Ready-To-Wear collections in New York, London, Milan and Paris**
- **December - Pre-Fall collection showings**





Market levels & Competitors

Market levels & Competitors

- Regardless of where you sell your products, you'll need to decide on a market level for your brand. This will influence the materials you choose, price of the product and the choice you make in your range selection.
- **VALUE MARKET**
- Primark,
- Any company that places itself in the Value Market will rely on huge sales volumes to create profit. Clothing is cheap, usually in the range of £1 – £30, and therefore the fabric and trims have to be low quality and cheap also..
- In recent years the value market has moved from providing cheap basics, like plain T-shirts and vests, to a more fashionable garment for cheap cost and expanding into their own strongly marketed brands. Primark in the UK, is a value brand that has developed its marketing to promote itself as less value and more temporary fashion. Using its cheap fabric and trims as a selling point for replaceable, highly changeable fashion looks.

Market levels & Competitors

- **MASS MARKET HIGH STREET**
- H&M, New Look
- The next level up from value is the mass market high street. In this level of retail, consumers expect more quality from their products whilst keeping a cheaper price tag for basic items and moving through to a reasonable price for special items. The range can be fairly broad, between £15 to anything up to £60, depending on the item.
- Goods are manufactured in large volumes with a flagship store on the main high street in any city, as well as usually having a number of other stores located in the relevant shopping areas of that city also.
- Design is usually pitched at the “everyman” fashion consumer, trying to sell to everyone, offering items that will sell quickly and make space for new designs and stock every 6-12 weeks

Market levels & Competitors

- **MID LEVEL HIGH STREET**
- M&S
- Mid level high street is probably the most underutilised and difficult market to sell in. It requires a lot of specific branding to firmly establish a very clear consumer market.
- The products are neither cheap, which removes the appeal to those wanting throw away or value products, or the luxury market, which would see the items as low quality. However, if placed correctly, it creates some of the most loyal consumers there are today.
- Products are clearly designed for the core customer in terms of materials, embellishments, shape, colour and style, and the business is very focused on every aspect of their customer in the way that it runs. This can include how quickly new items get added, where the shops are located and so on. The customer is offered a number of styles and trends every season that will appeal to each type of use, event or style. Price wise, products can range from US \$20 – \$150, with some occasional cheaper and expensive products added at relevant times.
- Marks and Spencer is a very good example of this for the more mature customer and in recent years tried to increase sales by trying to attract the younger market. As the business was set up to cater for the needs, in every way, of the more mature core customer, this of course did not work.

Market levels & Competitors

- **HIGH END HIGH STREET BRANDS**
- All Saints,
- High end high street are brands that again, focus on their core customer profile. They have a very defined style and aesthetic. They usually focus on one or two types of style or trend that aligns with their customer per season and will focus on one or two types of event ranges, such as evening and day wear, rather than the mid and value which will try to cater for everyone, in every situation possible.
- The price and quality of these brands depend on the consumer but tend to be very high for the high street. As well as their core customers, they will also have a range of customers that choose to shop there for special products or occasions. Typically the products are in the range of US \$40 – \$500, although this can go higher for some specialist items.

Market levels & Competitors

- **DIFFUSION BRANDS**
- Marc by Marc Jacobs, Vivienne Westwood Red Label, Moschino Cheap and Chic
- Diffusion brands are secondary lines that have been developed by the luxury market to create a cheaper range of products, more in line with High End High Street brands, to attract a secondary consumer or those who will try the brand at the cheaper price and become fans of the higher luxury brand in the future.
- Generally the business model works similar to that of the main luxury brand itself in terms of collections per year, shop location and marketing, but offers a cheaper alternative to their main ranges. The design is usually based around the main luxury range, but watered down in terms of fabric, embellishment or some other cost and is far more wearable as it tends to be a little more reserved. However, the products are not cheap and still range between £80 – £700

Market levels & Competitors

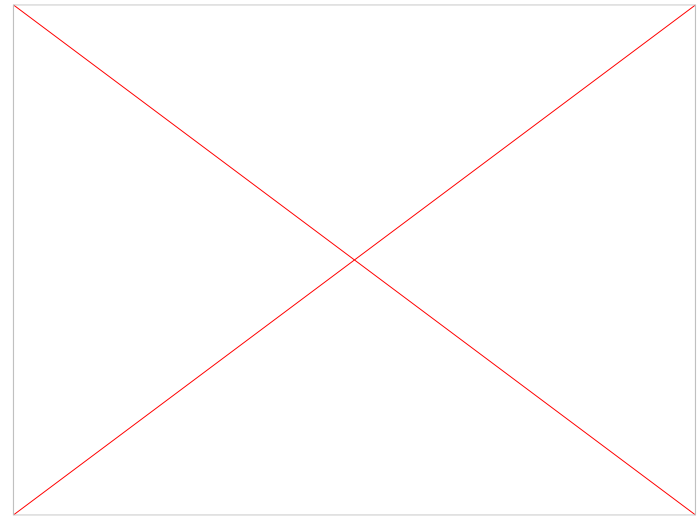
- **LUXURY BRANDS – READY TO WEAR [RTW]**
- Marc Jacobs, Dior, Chanel, Moschino
- Most large luxury fashion brands today, start with a Ready To Wear collection at least twice a year. These collections are based on trend prediction information although the brand will usually take one element of a trend and develop it into its own theme.
- Unlike all other retailers below them, RTW is the first area where, going completely against trend, is still not encouraged, but accepted. It is also assumed by the general public, that these
- collections create trend predictions, whereas they actually just highlight which colours, shapes or details from the prediction information, retailers need to be focused on due to the additional RTW press.
- Products are usually a mixture of day and evening and can span between more formal clothing or very casual, depending on the collection theme and the brand's style. Product price is very varied and some designers like Marc Jacobs and Vivienne Westwood choose to also show their diffusion range lines. Because of the difference between the different collections, price here can be difficult to generalise, but most items will be between £200 – £5000 with very lavish evening wear going up to 10 times that amount.

Market levels & Competitors

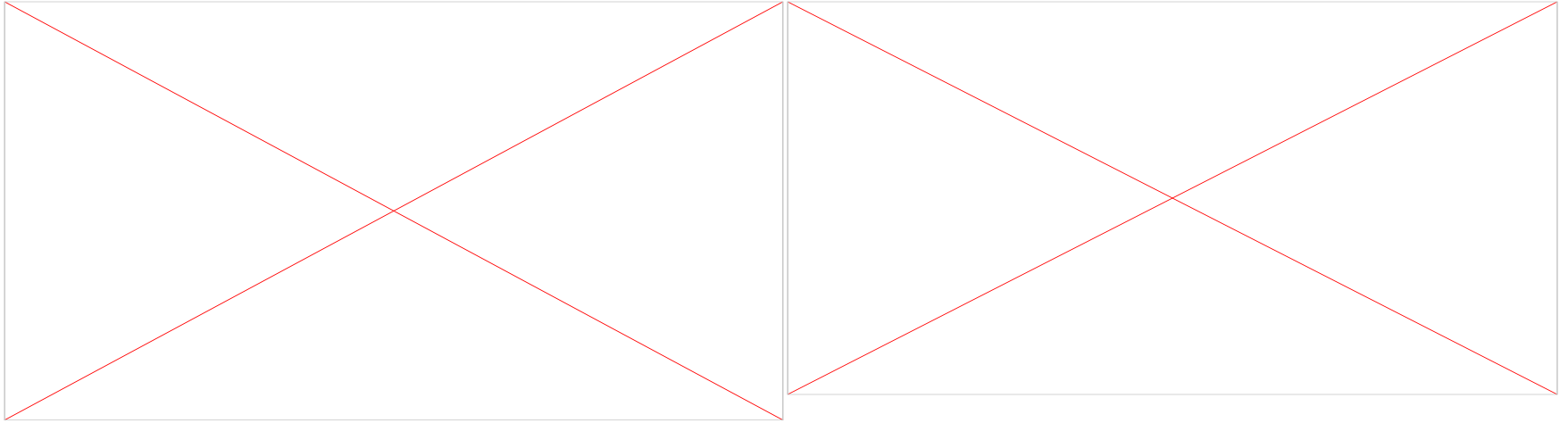
- **HAUTE COUTURE**
- Dior, Gucci, Prada
- Haute Couture is a very old Parisian based type of collection. Each collection is usually associated with a RTW brand so does not create separate brands of its own although this in theory could be possible.
- To have a couture line, you have to be chosen by Chambre Syndicale de la Haute Couture, as the right to do couture is actually protected by French Law. There are a number of regulations that you need to meet in order to be considered [If you are interested in these regulations, you can read
- Price is not a factor for this type of business, only that each item will be of extremely high cost due to the handmade nature of the products and the quality of the work. The products are not bulk made or by a factory and can be customised to each consumers requirements.

Competitors

- Any person or company which is a rival against another.
- In business, a company in the same industry or a similar industry which offers a similar product or service. The presence of one or more competitors can reduce the prices of goods and services as the companies attempt to gain a larger market share. Competition also requires companies to become more efficient in order to reduce costs. Fast-food restaurants McDonald's and Burger King are competitors, as are Coca-Cola and Pepsi, and Harrods and Selfridges.

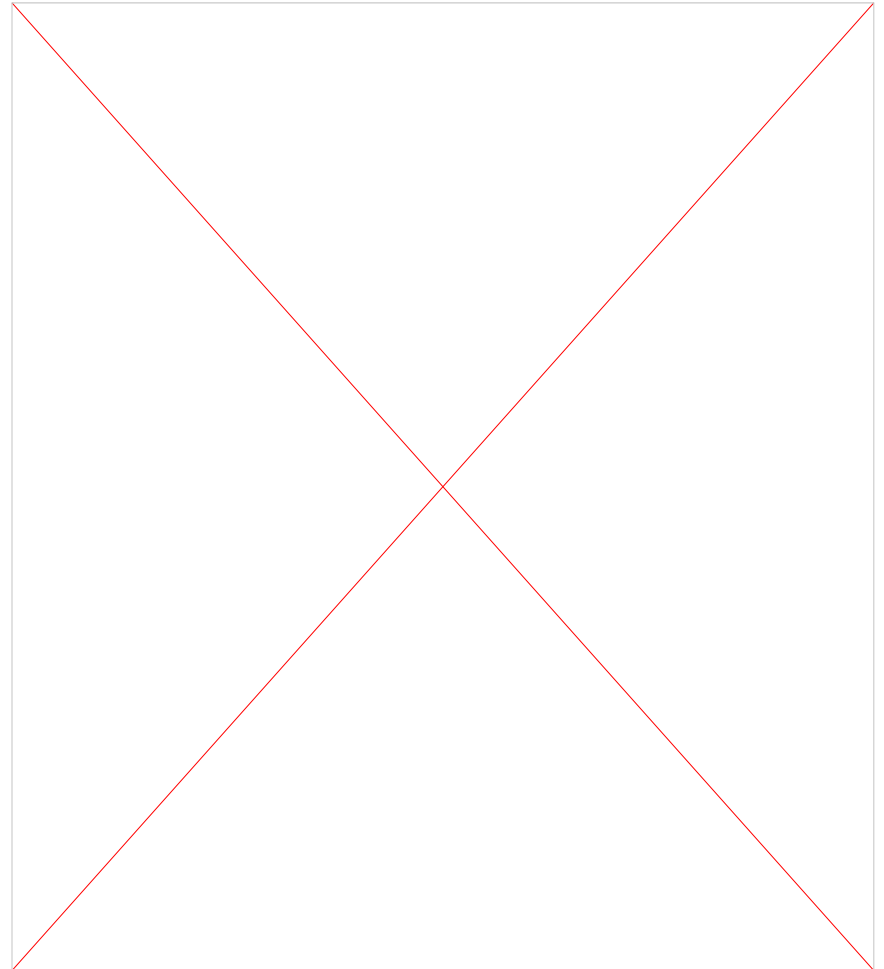


Market Sectors/Levels in Fashion&Clothing



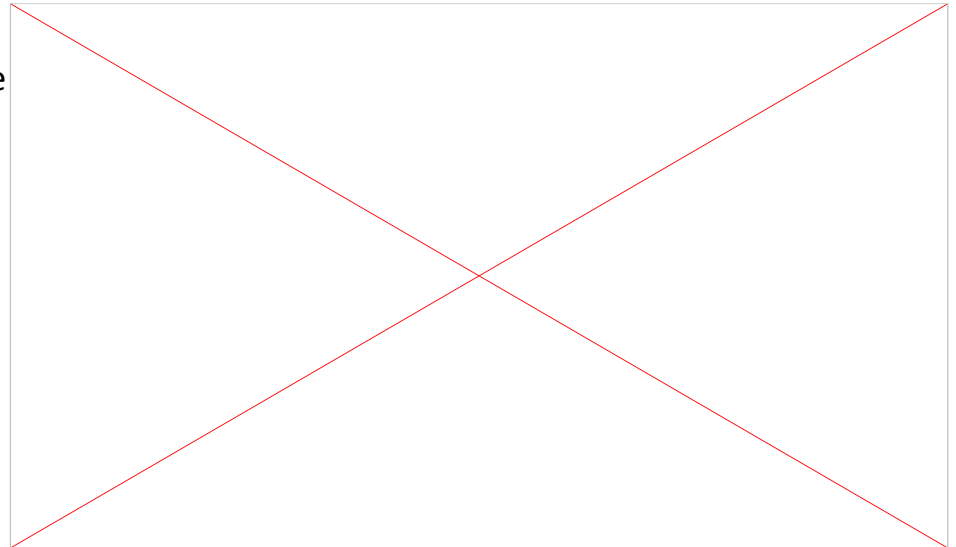
Marketing Mix in Fashion/Clothing

- Fashion & clothing market level/sectors are generally categorised by the quality/price of garments. These factors are also dependent on the following marketing mix; otherwise know as **5 P's** listed below:
 - **People** – Attitude/Lifestyle
 - **Product** –Aesthetic/Appearance/Brand/Quality/Packaging and service/support
 - **Price** - £.££???
 - **Place** – distribution of production, online, retail location, international market coverage.
 - **Promotion** – Media, Advertising, Magazines, PR Public Relations, Budget(Markets)



Customer Profile Focus

- The point of market research is to gather data and give you a comprehensive picture of your target market. When businesses do this, they create a unique customer profile. This is the ideal customer who wants and needs your products, and it's very detailed. A good customer profile must be as specific as possible. Lots of companies go so far as to give them names and draw images. They may even post pictures of real people who represent their market.
- **Demographic Information**
- The basis of your customer profile is demographic information. You can think of these as their personal stats. They include:
 - Age or age range
 - Gender
 - Geographical location
 - Level of education
 - Type of occupation (or specific occupation)
 - General income level
 - Family structure
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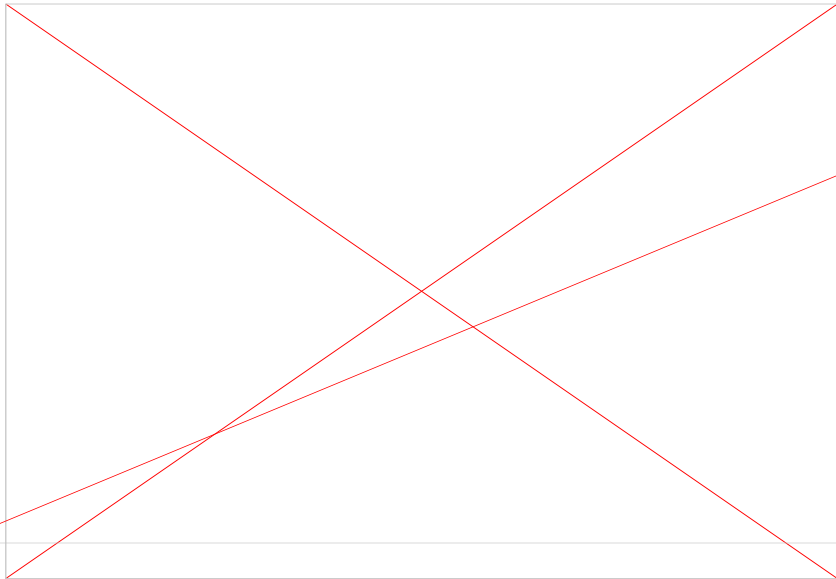


Customer profiles

Workshop

- Research 3 styles of Trench coats that sit within 3 specific market levels on the high street.
- Explain how the price? Fabric? and finishing? Is appropriate for the product?
- Create a customer profile? and explain what lifestyle does he or she have?

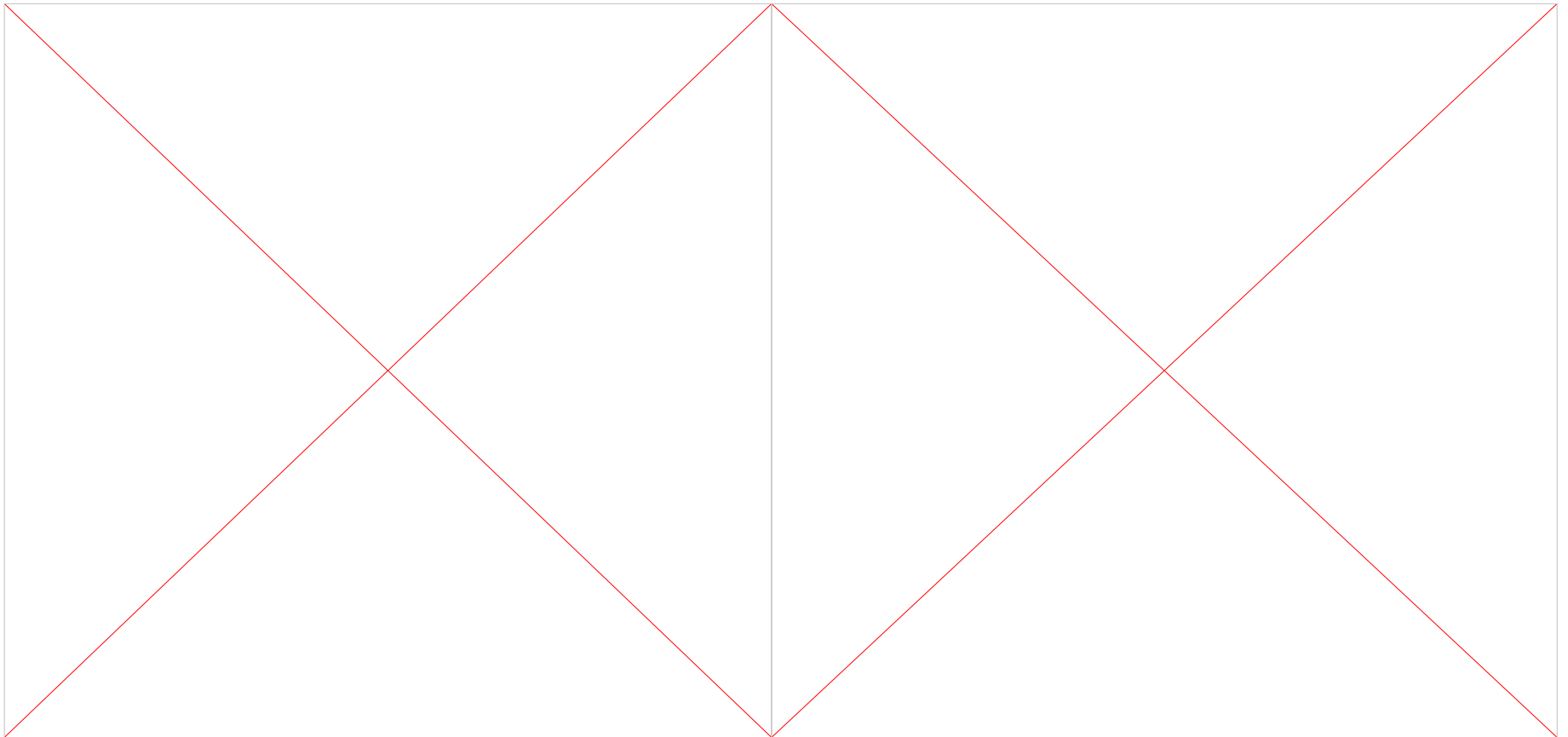
Other related Sectors



Role of Publicity in development of Fashion Markets

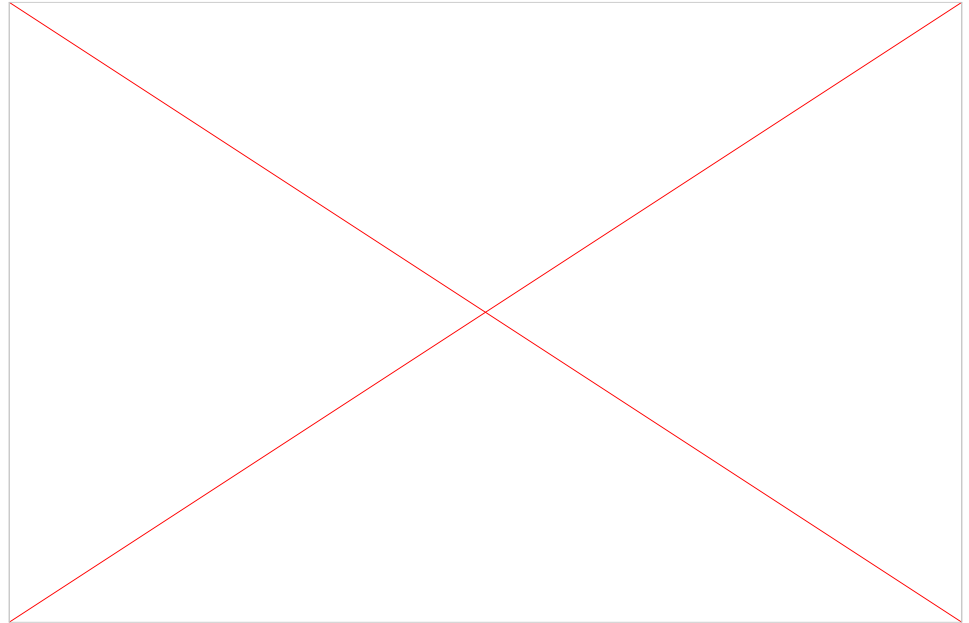
- The technique or process of attracting public attention to people, products, etc. as by the use of the mass media and or celebrities.
- Marketing information used to draw public attention to people or products etc. Advertising is one method of creating publicity. It focuses on informing, spreading and sharing out ideas with companies and services that visually communicate the product or service directly with the consumer/customer.

M & S Marks and Spencer



Role of Fashion Promotion

- Fashion promotion is defined by promotional marketing or public relations. It is used as a useful tool of “Brand Communication”. This tool is used to increase the perception of values and or interacting with visual language by means of specific contact points that activate the purchase, use, retention or experience of products or services.
- Juice Box online is an example of online fashion promotional tool to inform the customer of new emerging trends, news, features and fashion .



Fashion Publicity/Promotion

- Fashion Magazines are publications, usually periodical publications, that are printed or electronically published.
- (The online versions are called online magazines.) They are generally published on a regular schedule and contain a variety of content. They are generally financed by advertising, by a purchase price, by prepaid subscriptions, or a combination of the three.
- At its root, the word "magazine" refers to a collection or storage location. In the case of written publication, it is a collection of written or photographed articles.
- Fashion promotion has many different markets sector such as: gender, age, class & style.
- The general markets when it comes to women are... firstly Teenagers.
- The teenage market is very much around celebrity culture & the latest trends. Teenagers like to replicate looks they have seen on their favourite celebrity, the styles for this can vary a lot. Teenagers also often read older women's magazines to be inspired. The teenage fashion market is usually at the cheaper end because teenagers don't have the money to spend on luxurious clothes, teenagers clothes are usually more casual & daywear.

Fashion Publicity/Promotion

- Twenties to Thirties:-
- Twenty to thirty year Old's often wear clothes that are in trend like teenagers, but usually have their own distinctive style & have more money to spend on the clothes they like. Twenty to thirty year Old's also read a variety of fashion magazines ranging from low to high end. This market is one of the most affluent & is the market most designers aim for.

Fashion Publicity/Promotion

- Forties plus
- Forties plus women are the market with the most money and will spend more on both their fashion magazines & clothing, they will buy more high end and designer brands. There are not many brands that aim directly to this market so many women buy from department stores or from luxury brands.