

C/ Detailed guideline

I. Marketing Audit

1. Brand mission

Briefly introduce the brand history (the founder, established year), what do they sell, what is their style and unique selling point, what story are they telling?

Example (brand EILEEN FISHER based in the US)

Established in 1984, EILEEN FISHER is a prestigious fashion label renowned for its premium collection of minimalist clothing. Instead of conforming to or creating the latest fashion fads, the brand is dedicated to offering modern women enduring comfort, uncomplicated style, and refined sophistication. Furthermore, EILEEN FISHER has made significant strides in embracing circular fashion practices to minimize its environmental footprint and promote consciousness regarding overconsumption.

2. PESTLE

Following the PESTLE framework to analyze relatable macro factors, you should choose factors having impact on your chosen brand. Research on statistics, data and industry insights are compulsory for this part.

Example

Political

EILEEN FISHER, recognized as a trailblazer in sustainable fashion, places a significant emphasis on Corporate Social Responsibility (CSR) policies, particularly within the United States. While CSR remains a non-binding framework, signifying that businesses and fashion houses are not legally obligated to comply with it, the heightened awareness among the public regarding environmental concerns and human rights issues has compelled both business leaders and politicians to take sustainability seriously. U.S. government agencies such as the Environmental Protection Agency (EPA) and The Department of the Interior (DOI) play a pivotal role by offering guidance to support firms' sustainable growth. Their guidance covers regulations and directives across various domains, encompassing air quality, land use, pesticides, hazardous substances, waste management, water resources, and overarching sustainability considerations (epa.gov). Given that the fashion industry stands as one of the world's most significant contributors to environmental pollution, these guidelines wield substantial influence over the manufacturing processes and operations of fashion businesses, including EILEEN FISHER.

Professor Jeffrey Sachs, President of Sustainable Development Solutions Network (SDSN) shared that the US ranked 32nd in the world in the Sustainable Development Report that SDSN released earlier this year, far behind most other high-income countries” (Neve, 2021). “Although Corporate Social Responsibility is a form of soft law (in the US), there is a trend internationally to move it to more legally enforceable hard law” (George, 2019). In 2011, The United Nations’ UN Guiding Principles on Business and Human Rights (UNGPs) is published and the European Union (EU) is also assessing the Sustainable Corporate

Governance Initiative to improve regulatory requirements about businesses' responsibilities for their environmental damages during operations. These may affect the US policies about making CSR reports legally mandatory in future, which strongly resonates with Fisher's philosophy. If the government takes sustainability serious with upcoming policies informed to the public, EILEEN FISHER may have chance to reach a wider range of consumers as a legit sustainable fashion brand.

3. SWOT

It is necessary that you understand your chosen brand to provide a reasonable SWOT analysis. You may give 2-3 ideas in each category.

Internal Analysis (Strengths and Weaknesses):

- Strengths:
 - Identify your fashion brand's unique strengths and advantages, such as a strong brand reputation, innovative designs, quality craftsmanship, or a loyal customer base.
 - Consider your internal resources, such as skilled designers, efficient supply chain, or sustainable sourcing practices.
- Weaknesses:
 - Examine areas where your brand may be lacking or facing challenges. This could include issues like production inefficiencies, limited product range, or a weak online presence.
 - Assess internal constraints like budget limitations, lack of skilled personnel, or outdated technology.

External Analysis (Opportunities and Threats):

- Opportunities:
 - Analyze external factors and market trends that can benefit your fashion brand. This might include growing demand for sustainable fashion, emerging markets, or new distribution channels.
 - Consider potential collaborations, partnerships, or expansion opportunities.
- Threats:
 - Identify external factors that pose risks or challenges to your brand. These could be economic downturns, changing consumer preferences, intense competition, or supply chain disruptions.
 - Evaluate potential legal or regulatory threats, such as environmental regulations affecting materials or labor laws impacting production.

Example (EILEEN FISHER)

Strength

Sustainability and Premium Products

EILEEN FISHER has cultivated a devoted customer base that shares a commitment to sustainability and concerns about environmental issues. The brand places a strong emphasis on transparency in various aspects of its operations, including the manufacturing process, sourcing of fibers, dyeing methods, human rights, supply chain practices, and recycling programs. With the growing awareness among Gen Z and millennial consumers regarding ethical fashion and a minimalist lifestyle, brands bearing the "green tag" are gaining increased recognition in the market. These consumers tend to prioritize building a sustainable and enduring wardrobe over following fleeting seasonal trends, leading to steadfast support for their favorite brands.

In addition to its timeless visual identity, EILEEN FISHER's reputation is bolstered by the exceptional quality of its products. The brand commonly utilizes materials such as organic fibers (such as cotton and linen), responsible wool, TENCEL lyocell, and recycled fibers, all sourced ethically and transparently, with information readily available to customers on the website. These garments, designed for durability and longevity, are intended to become cherished, long-lasting companions for consumers, contributing to a slowing of the fashion cycle, reduced waste generation, and a minimized environmental footprint.

Weakness

Pricing

A typical EILEEN FISHER shirt typically commands a price range of \$70 to \$200, approximately three times higher than fast fashion alternatives. This price barrier may deter potential customers from making purchases, even if they acknowledge the brand's superior quality and environmental commitment. According to a Statista survey conducted in 2022, 34% of 890 American respondents cited the cost as a reason for not embracing sustainable fashion, stating that eco-friendly fashion items are too costly. In less economically developed countries, affording EILEEN FISHER's clothing becomes even more challenging for consumers.

Opportunities

Shift in Lifestyle

Following two years of the Covid-19 pandemic, during which many people spent extended periods at home, there has been a noticeable shift towards choosing comfortable, casual, and functional clothing over trend-driven designs. Consequently, there is a growing emphasis on fabric quality and classic cuts that provide wearers with a sense of comfort and relaxation reminiscent of being at home. According to Statista, in a survey of 1,028 respondents, half reported wearing comfortable clothing more frequently, with other notable responses including closet organization and the creation of DIY fashion items. This suggests that EILEEN FISHER's potential customer base is likely to expand in the future.

Another opportunity arises from the shift away from fast fashion consumption toward sustainable and second-hand clothing. Reports indicate that approximately half of the 3,500 interviewees in the United States plan to allocate more of their budget to second-hand and sustainable fashion, while 24% intend to reduce spending on fast fashion over the next five years (Statista, 2020). By aligning with a sustainability-focused design direction and leveraging programs like Renew, EILEEN FISHER is well-positioned for substantial growth in the near future.

Threats

High Costs

EILEEN FISHER's dedication to utilizing organic fibers results in a notable increase in costs. For instance, Global Organic Textile Standard (GOTS) certified organic cotton is typically 20-30% pricier than conventional cotton. Additionally, less than 1% of the world's cotton production is organic, as reported by the Organic Trade Association. Consequently, final products made from organic cotton are considerably more expensive. While organic cotton garments are known for their softness and durability, individuals with limited knowledge about textiles may find it challenging to distinguish between the two materials and make informed purchases regarding organic cotton items.

4. Competitor

Choose 1 competitor of your chosen brand

- Brief introduction of the competitor (like part 1 of brand profile)
- Product line and price range
- SWOT analysis

Make it short as you want to focus more on your chosen brand.

5. Target audience

- Demographics: age, gender, income, education level, occupation, marital status
- Geographics: customers' locations, weather in those locations, the impacts of locations and weather on purchasing habits
- Psychographics: personal values, interests, hobbies, attitudes, and personality traits
- Behavioural Characteristics: purchasing habits, brand loyalty, frequency of purchases, and decision-making process

Example

Demographic

Age and Gender:

EILEEN FISHER primarily caters to middle-aged women aged between 35 and 60 years old.

As part of its efforts to broaden its customer base, the brand is also targeting women in the age group of 25 to 35 as a secondary demographic.

Income:

The brand's typical customer falls into the upper-middle-income bracket, with an approximate annual income of \$100,000. These individuals are financially capable of spending between \$200 and \$400 on a single item, reflecting their willingness to invest in high-quality, long-lasting clothing.

Occupation:

EILEEN FISHER's customer base comprises individuals engaged in a range of occupations. This includes those in office jobs, highly skilled professionals, businesswomen, and freelancers who appreciate the brand's offerings.

Geographic

Region:

EILEEN FISHER predominantly operates its stores in urban and bustling areas with high pedestrian and vehicular traffic, primarily in the United States. The brand also has a presence in select locations in the United Kingdom and Canada, targeting regions where the average income is sufficiently high to accommodate EILEEN FISHER's clothing prices. Furthermore, EILEEN FISHER provides an online shopping service that caters to customers worldwide.

Weather:

Given the presence of four distinct seasons throughout the year, EILEEN FISHER offers a diverse range of products to suit various weather conditions. This includes warm-weather essentials such as tees, tank tops, and skirts for the summer months, as well as cold-weather

options like sweaters, jackets, and coats to keep customers comfortable during the chilly winter season.

Psychographic

Lifestyle:

EILEEN FISHER's target customers embrace a minimalistic lifestyle characterized by a lack of reliance on current social media trends. They maintain timeless wardrobes that endure for many years, prioritizing durability in their clothing choices, even with regular wear. Simple, versatile items allow them to effortlessly mix and match outfits without dedicating extensive time to daily styling decisions. These customers tend to exhibit loyalty to their favorite brands and are unlikely to explore new shopping destinations, making them potential long-term, loyal customers.

Value:

EILEEN FISHER can effectively engage with individuals who share a commitment to sustainability and align with the values of social movements aimed at transforming the fashion industry. Those open to adopting sustainable practices are likely to become customers. This audience also values transparency and traceability in brands, favoring those that publish annual sustainability reports.

Attitude:

Customers who gravitate toward EILEEN FISHER prioritize self-love and a quality-driven, pleasurable life. This preference for quality over quantity extends beyond fashion and encompasses various aspects of life, including work-life balance, home decor, and leisure activities. They approach their purchases with careful consideration, cherishing and caring for their selected products rather than disposing of them after only a few wears.

Purchasing Behavior

These customers do not engage in frequent shopping sprees for entertainment purposes. Instead, their buying decisions are influenced by factors such as seasonal changes or the genuine need to replace worn-out clothing items. They are deliberate in their approach to shopping and make thoughtful, purposeful purchases.

6. 7Ps Marketing mix

Creating a thoughtful 7P marketing mix for a fashion brand requires a comprehensive understanding of your target audience and a strategic approach to each element of the mix. Here's how you can do it:

Product:

- Understand your target customers' preferences, lifestyles, and needs to design clothing that resonates with them.
- Focus on product quality, durability, and sustainability to align with customer values.
- Offer a diverse range of clothing items to cater to different seasons, occasions, and styles.
- Highlight unique selling points (USPs) such as eco-friendly materials, timeless designs, or innovative features.

Price:

- Set competitive yet sustainable pricing based on production costs, market research, and perceived value.

- Consider offering different price points to cater to various customer segments.
- Implement dynamic pricing strategies for seasonal promotions or clearance sales.

Place:

- Choose strategic locations for physical stores, considering high-traffic urban areas and regions aligned with your target demographic.
- Develop a user-friendly and responsive e-commerce website for online sales, ensuring an efficient shopping experience.
- Explore partnerships with select retailers or online marketplaces to expand your brand's reach.

Promotion:

- Craft a compelling brand story and message that resonates with your target audience's values.
- Utilize digital marketing channels like social media, email marketing, and influencer collaborations to engage with your audience.
- Leverage content marketing to showcase your brand's sustainability efforts and unique features.
- Host events, fashion shows, or pop-up shops to create buzz and strengthen brand awareness.

People:

- Train your staff to provide exceptional customer service, ensuring they are knowledgeable about your products and values.
- Hire or collaborate with brand ambassadors who embody your brand's image and values.
- Foster a positive and inclusive company culture that reflects your brand's commitment to sustainability and quality.

Process:

- Streamline your production process to ensure efficient and eco-friendly manufacturing.
- Implement sustainable practices, such as using organic materials and reducing waste.
- Optimize the order fulfillment process to provide quick and accurate deliveries to customers.

Physical Evidence:

- Design visually appealing and eco-conscious packaging that reinforces your brand's values.
- Create an inviting and sustainable store environment for in-person shopping.
- Showcase customer testimonials, reviews, and case studies to provide social proof of your brand's quality and sustainability.

By carefully considering each element of the 7P marketing mix and aligning them with your target audience's preferences and values, you can create a thoughtful and effective marketing strategy for your fashion brand. Regularly monitor and adapt your strategy based on customer feedback and market trends to stay relevant and competitive.

II. Brand personality

Brand Identity:

- Assess the brand's visual identity, including logo, color palette, typography, and imagery.

- Evaluate how well the visual elements align with the brand's personality and values.
- Determine if the brand consistently applies its visual identity across all touchpoints.

Brand Image:

- Analyze how the brand is perceived by its target audience and the general public.
- Identify the key associations, emotions, and attributes linked to the brand.
- Compare the intended brand image (as defined by the brand) with the perceived image (as perceived by the market).

Brand Attributes:

- List and categorize the attributes associated with the brand (e.g., quality, sustainability, affordability, luxury).
- Evaluate the brand's performance in delivering on these attributes.
- Determine if there are any gaps between the desired attributes and the actual brand attributes.
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Symbolism and Imagery:

- Examine the symbols, motifs, and imagery used in the brand's marketing materials.
- Consider the cultural, social, and emotional connotations of these symbols.
- Analyze how these symbols and imagery resonate with the brand's target audience.

