HUTLER

CONCEPT DEVELOPMENT REPORT

BA (HON) CORDWAINERS FASHION BAGS
AND ACCESSORIES:
PRODUCT DESIGN AND INNOVATION

40 CREDITS
WORD COUNT: 4128

HANNAH BUTLER
BUT12359895

I, HANNAH BUTLER, CAN CERTIFY THAT THIS REPORT IS AN ORIGINAL PIECE OF WORK. I HAVE ACKNOWLEDGED ALL CITATIONS AND SOURCES PERSONALLY, MEANING NO PART OF THIS REPORT HAS BEEN PLAGIARISED.

CONTENTS

CONTENTS

5

THE NAME

‘A brand name is one of the most important elements of a brand identity, as it needs to define a unique offer, communicate effectively to a particulaR audience, capture a set of specific values, and look and sound good!’
(Slade-Brooking, 2016, p.52)

THE BRAND NAME, HUTLER, DERANGES FROM THE COMBINATION OF HANNAH AND BUTLER, THE FOUNDER’S NAME.THIS GIVES THE BRAND A SENSE OF PERSONAL IDENTITY.THE FOUNDER'S CREATIVITY AND PASSION THEN EMULATES FROM EVERY ITEM PURCHASED.

ACCORDING TO GHURYE (2015) A BRAND NAME SHOULD BE EASY TO UNDERSTAND, HAVE LONGEVITY AND BE SOMETHING WHICH CUSTOMERS CAN VISUALISE AND BUILD A BOND TO. HUTLER IS ALSO SIMPLE AND STRIKING MEANING THE BRAND CAN BE RECOGNISED WORLD-WIDE.

6

THE CONCEPT

The life of an animal is worth more than human fashion desires

HUTLER AIMS TO PRODUCE BEAUTIFUL, EMPOWERING BAGS FOR DISCERNING, STYLE-LED FEMALES.
HUTLER USES HIGH QUALITY VEGAN LEATHER TO PRODUCE BEAUTIFUL, EMPOWERING BAGS FOR DISCERNING, STYLE-LED FEMALES.

BRAND ETHOS

‘Great brands do not sell products; they sell an ethos’ (Fannin, 2010).

A GREAT ETHOS IS WHAT ENCOURAGES VALUED CUSTOMERS, PEOPLE WHO BELIEVE, TO INVEST IN WHAT A BRAND IS ABOUT. IN THE CASE OF HUTLER IT IS TO ENCOURAGE PEOPLE TO SHOP ANIMAL-CRUELTY FREE. MCCARTNEY (2015) PROVIDED AN ALARMING STATISTIC THAT OVER 50 MILLION ANIMALS A YEAR ARE KILLED FOR THE FASHION INDUSTRY.

HUTLER AIMS TO RAISE CONSCIOUSNESS, CULTIVATE AND INSPIRE THE PUBLIC, TO REALISE THAT ANIMAL LIVES ARE WORTH MORE THAN THE CURRENT HUMAN TREND FOR FASHIONABLE CLOTHING WHICH IS DEVOID OF SOURCE INFORMATION AND EDUCATION. WE NEED TO PRICK THE CONSCIENCE OF DISCERNABLE FASHIONISTAS BY MAKING HUTLER A GO-TO ANIMAL-CRUELTY FREE VEGAN BRAND FOR DESIRABLE, BEAUTIFUL AND FASHIONABLE ACCESSORIES.

THE VEGAN SOCIETY’S FORMAL DEFINITION OF VEGANISM IS THAT ‘IT IS A WAY OF LIVING WHICH SEEKS TO EXCLUDE, AS FAR AS IS POSSIBLE AND PRACTICABLE, ALL FORMS OF EXPLOITATION OF, AND CRUELTY TO, ANIMALS FOR FOOD, CLOTHING OR ANY OTHER PURPOSE’ (VEGAN SOCIETY, 2017). ACCORDING TO MARSH (2016), VEGANISM IS ON THE RISE IN THE U.K. A SURVEY WAS CONDUCTED IN 2016 BY THE VEGAN SOCIETY(APPENDIX 3), WHICH FOUND THAT 542,000 PEOPLE NOW FAVOUR A PLANT-BASED DIET, AN INCREASE OF 350% ON 2006. QUINN (2016) STATES THAT ALMOST HALF OF THE SURVEYED NUMBER OF VEGANS ARE AGED BETWEEN 15 AND 34 (42%), WITH THE MAJORITY LIVING IN URBAN AREAS AND NEARLY A QUARTER (22%) LIVING IN LONDON.

TARGET CONSUMER

AS MEREDITH (2013) EXPLAINS, IT IS ONLY POSSIBLE TO REACH YOUR TARGET CONSUMER EFFECTIVELY ONCE YOU HAVE GRASPED BOTH THEIR DEMOGRAPHICS AND PSYCHOGRAPHICS.
THE DEMOGRAPHICS EXPLAIN WHO THE BUYER IS, USING PLAIN FACTS SUCH AS GENDER, AGE, INCOME ETC. WHEREAS THE PSYCHOGRAPHICS EXPLAIN THEIR MOTIVES TO BUY, SUCH AS SPENDING HABITS AND HOBBIES.

BLUMENTHAL (2011) MENTIONS HOW IMPORTANT DEMOGRAPHICS AND PSYCHOGRAPHICS ARE IN RELATION TO UNDERSTANDING WHETHER OR NOT THE PROSPECTIVE CONSUMER CAN AFFORD, WOULD WANT OR NEEDS THE BAG BEING SOLD TO THEM AND WHETHER IT IS ACCESSIBLE FOR THEM TO PURCHASE.

FOR HUTLER TO BE SUCCESSFUL, IT IS OF GREAT IMPORTANCE THAT THE TARGET CONSUMER IS HEAVILY ANALYSED. A QUESTIONNAIRE WAS CONDUCTED IN OCTOBER 2017 BY THE FOUNDER, FOR THE PURPOSE OF THE DEMOGRAPHICS AND PSYCHOGRAPHICS OF PEOPLE WHO VOLUNTARILY AND MEDICALLY EXCLUDE MEAT FROM THEIR DIETS.THIS PRODUCED A TARGET CONSUMER TO FOCUS UPON. (APPENDIX 1). THE SURVEY WAS ANSWERED BY OVER 1100 PEOPLE, MAINLY FEMALES WHO FOLLOW A PLANT-BASED DIET.

THE DEMOGRAPHIC SEGMENT FOUND:

18-25
(32.8%)
MOST POPULAR AGE BRACKET

STUDENT: MOST COMMON OCCUPATION

AVERAGE SPEND ON A BAG: LESS THAN £50

WHICH ALL LINKS THESE FINDINGS TOGETHER.

THE PSYCHOGRAPHIC SEGMENT FOUND:

79.9%
Quantity over Quality

85% AVOID PURCHASING CLOTHING OR ACCESSORIES MADE FROM LEATHER

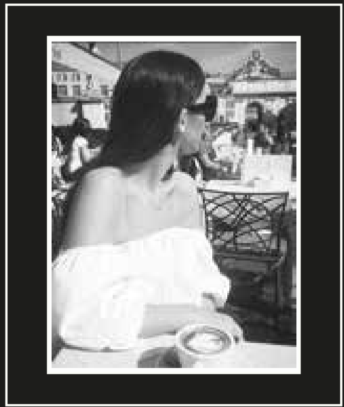
96.9% WERE MORE INCLINED TO BUY A PRODUCT KNOWING IT IS CRUELTY FREE.

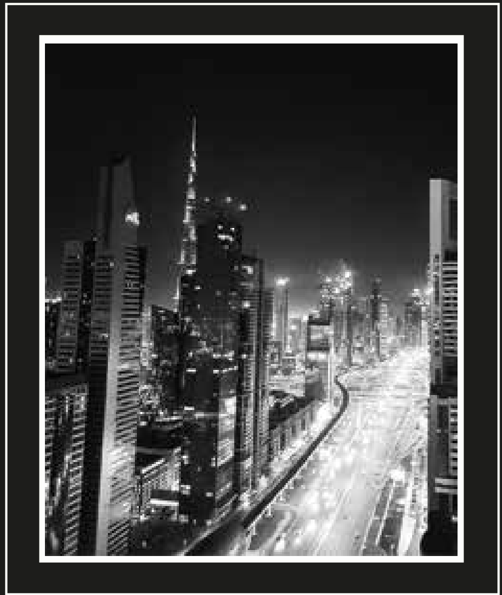
THE STATISTICS FROM THIS QUESTIONNAIRE WERE THEN ANALYSED, DECIDING THAT THE HUTLER CONSUMER IS A DISCERNING, STYLE-LED FEMALE WITH A DEEP PASSION FOR ANIMAL WELFARE.
THEY ARE SELFLESS, SOPHISTICATED AND WELL-DRIVEN.
THEY ARE HOME-OWNERS, EARNING AN AVERAGE - ABOVE AVERAGE SALARY, WHO WORK HARD FOR WHAT THEY POSSESS.
THIS MEANS QUALITY IS MORE IMPORTANT TO THEM OVER QUANTITY, TAKING ITEMS AT FACE VALUE AND PURCHASING ACCORDINGLY.

HUTLER WILL AIM TO BREAK AGE BOUNDARIES, FOCUSING MORE ON THE ESSENCE OF THE CONSUMER. THEREFORE, THE MINIMALISTIC AND FUNCTIONAL STYLE OF THE BRAND WILL SUIT ANY AGE.

"I'VE ALWAYS SAID THAT THE SUCCESS OF A GOOD COLLECTION IS THAT IT SHOULDN'T JUST BE ABOUT AN AGE — IT'S ABOUT A MENTALITY, IT'S ABOUT A STATE OF MIND."
(LLOYD, 2016)

CONSUMER #1





NAME: CHLOË

AGE: 27

BACKGROUND: BORN & RAISED BY MOTHER IN HERTFORDSHIRE, ALONGSIDE 2 BROTHERS. ATTENDED UNIVERISTY OF HERTFORDSHIRE. OWNS A 1 BED FLAT. SINGLE.

OCCUPATION: ACCOUNTANT

INCOME: £36,000

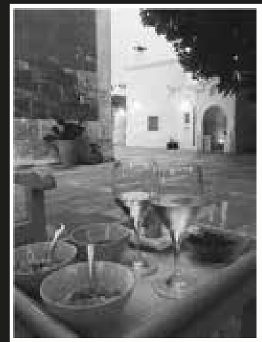
LEISURE ACTIVITIES: SOCIALISING WITH FRIENDS, FESTIVALS, TRAVELLING, GYM, SPA DAYS.

TRAVEL: BUSINESS TRAVEL TO UAE, LEISURE TRAVEL TO EUROPEAN CITIES AND COASTAL REGIONS.

SHOPPING DESTINATIONS: LOYAL TOPSHOP & ZARA CUSTOMER, LIKES TO INDULGE IN BRANDED ACCESSORIES.

FASHION STYLE: SMART & STYLISH. KEEPS UP WITH TRENDS, BUT APPRECIATES QUALITY ITEMS.

CONSUMER #2



NAME: ANN

AGE: 51

BACKGROUND: CAMBRIDGESHIRE BORN AND RAISED. MARRIED FOR 27 YEARS, MOTHER OF 2 SONS. OWNS MODEST 4 BED HOME.

OCCUPATION: EXECUTIVE ASSISTANT/ PART-TIME RHS STUDENT

INCOME: £45,000

LEISURE ACTIVITIES: SOCIALISING, FINE DINING, THEATRE, JAZZERCISE, GARDENING.

TRAVEL: BUSINESS TRAVEL TO EUROPEAN CITIES. LEISURE TRAVEL TO NEW DESTINATIONS BY CRUISE SHIP.

SHOPPING DESTINATIONS: LOYAL NEXT CUSTOMER AND CHARITY SHOP SUPPORTER, HOWEVER, LIKES BRANDED ITEMS TOO.

FASHION STYLE: FEMINIE AND CLASSIC BUT LIKES TO INCORPORATE SOME TREND ITEMS/ COLOURS.

13

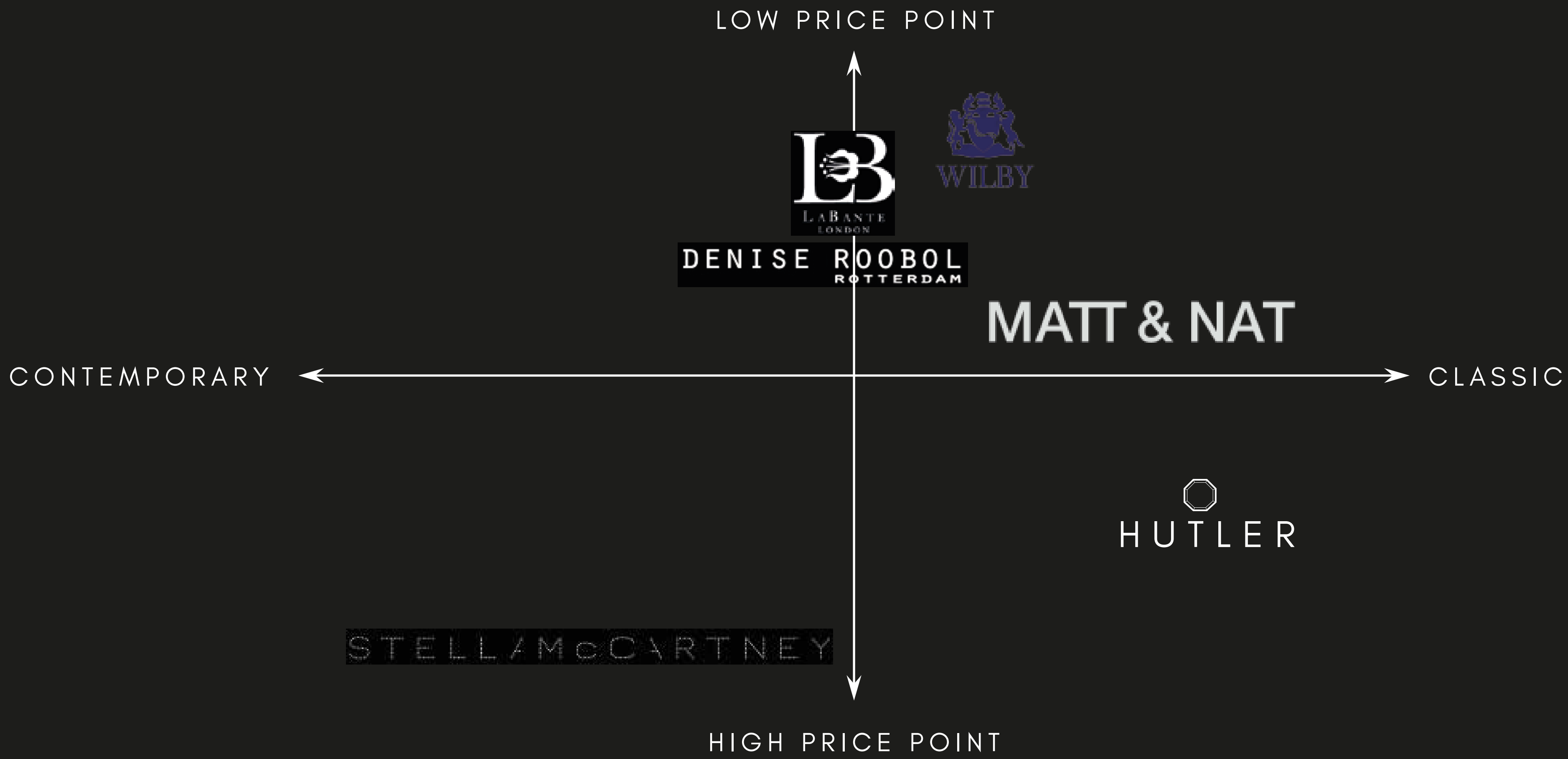
COMPETITORS

"I looked at my competitors and I thought that, if they could do it, I could do it. And if, they are popular and doing well, I could compete with them."
(Tommy Hilfiger, no date).

THE PRIMARY COMPETITORS OF HUTLER HAVE BEEN CAREFULLY RESEARCHED AND CONSIDERED DUE TO THEIR CRUELTY-FREE ETHOS AND PRODUCT RANGE OFFERING. ACCORDING TO MEADOWS (2015), IT IS IMPORTANT TO STUDY POTENTIAL COMPETITORS TO ANALYSE WHAT WORKS WELL FOR THEM IN TERMS OF STYLES, COLOURWAYS AND PRICE POINTS.

MARKET POSITIONING MAP

FOR PRIMARY COMPETITORS



PRIMARY COMPETITOR #1

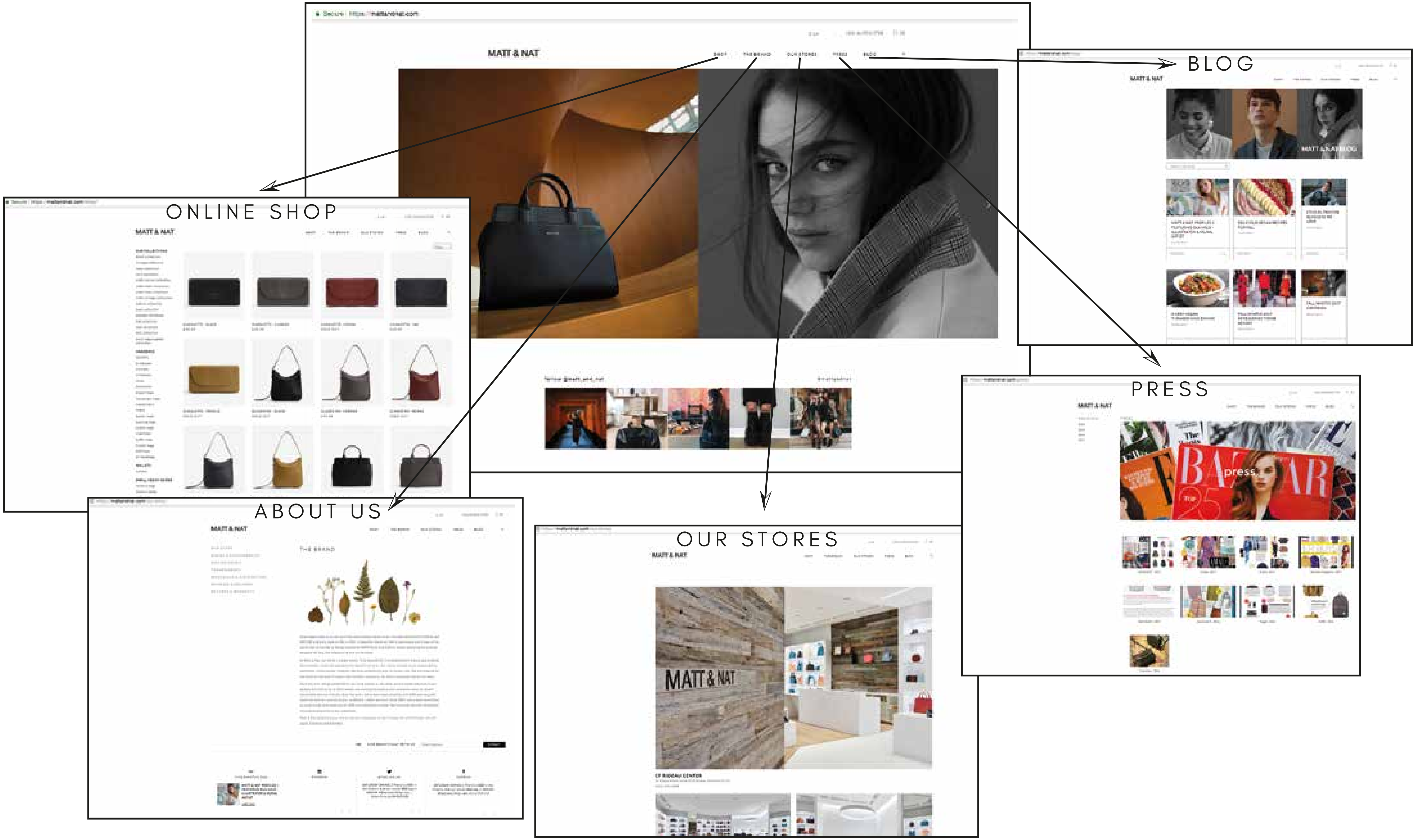
MATT & NAT

live beautifully

MATT & NAT WERE ESTABLISHED IN 2005 IN MONTREAL, CANADA. WITH THE BRAND NAME, MATT & NAT, DERIVING FROM MAT(T)ERIAL & NATURE, IT IS HEAVILY COMMITTED TO CREATING SUSTAINABLE, VEGAN, ACCESSORIES WHICH HAVE TAKEN INSPIRATION FROM THE COLOURS AND TEXTURES OF NATURE THE BRAND SITS AT A HIGH STREET MID TO LOW PRICE POINT OFFERING A WIDE RANGE OF BAGS AND ACCESSORIES- RANGING FROM SMALL GOODS AND CROSS BODY BAGS TO HANDBAGS AND OVER-NIGHT BAGS. SMALL VEGAN GOODS START AT £35 AND THE MOST EXPENSIVE BAG COMING IN AT £170. MATT AND NAT SELL THROUGH IT'S OWN WEBSITE AND STORES AND ALSO ENJOYS SUCCESS FROM BEING STOCKED IN BOTH WELL ESTABLISHED AND INDEPENDENT SHOPS, FROM ASOS TO SMALLER, HIGH-STREET BOUTIQUES - MATT & NAT (2017).

£108 £105 £105 £170 £55 £98 £30

MATT & NAT WEBSITE INCLUDING SHOP, ABOUT US, STORE, PRESS & BLOG



PRIMARY COMPETITOR #2

WILBY

WILBY, FOUNDED IN 2013, ARE A LONDON BASED BRAND WITH THE MAJORITY OF THEIR PRODUCTS BEING MADE IN THE UNITED KINGDOM. THE IDEA FOR WILBY WAS BORN IN CHELSEA, AN AFFLUENT DISTRICT OF LONDON, THIS SERVES AS INSPIRATION FOR THE COLLECTIONS, MAKING MASS-PRODUCED STYLE BAGS WITH FEMININE TOUCHES. THE BRAND AIMS TO BE COMMITTED TO CREATING COLLECTIONS WHICH THE CONSUMER FINDS BOTH ETHICAL AND FASHIONABLE, FEELING SAFE IN THE KNOWLEDGE THAT IT IS SUSTAINABLE, AIDING THE ENVIRONMENT WITH EVERY PURCHASE. ALL OF THE BAGS WHICH WILBY PRODUCES ARE VEGAN APPROVED BY PETA. WILBY'S TARGET CONSUMER ARE WOMEN AGED BETWEEN 21-35. THE BRAND SITS AT A MID TO LOW HIGH-STREET PRICE POINT RANGING FROM £39 FOR A PURSE TO £120 FOR THE MOST EXPENSIVE HANDBAG. THE MAJORITY OF WILBYS' BUSINESS IS FROM ONLINE SALES, SELLING THROUGH IT'S WEBSITE, AS WELL AS, HAVING FOUR OTHER ONLINE STOCKISTS. WILBY DO NOT HAVE A STORE OF THEIR OWN, HOWEVER, THEY ARE STOCKED IN A FEW INDEPENDENT SHOPS WORLDWIDE.

£100

£80

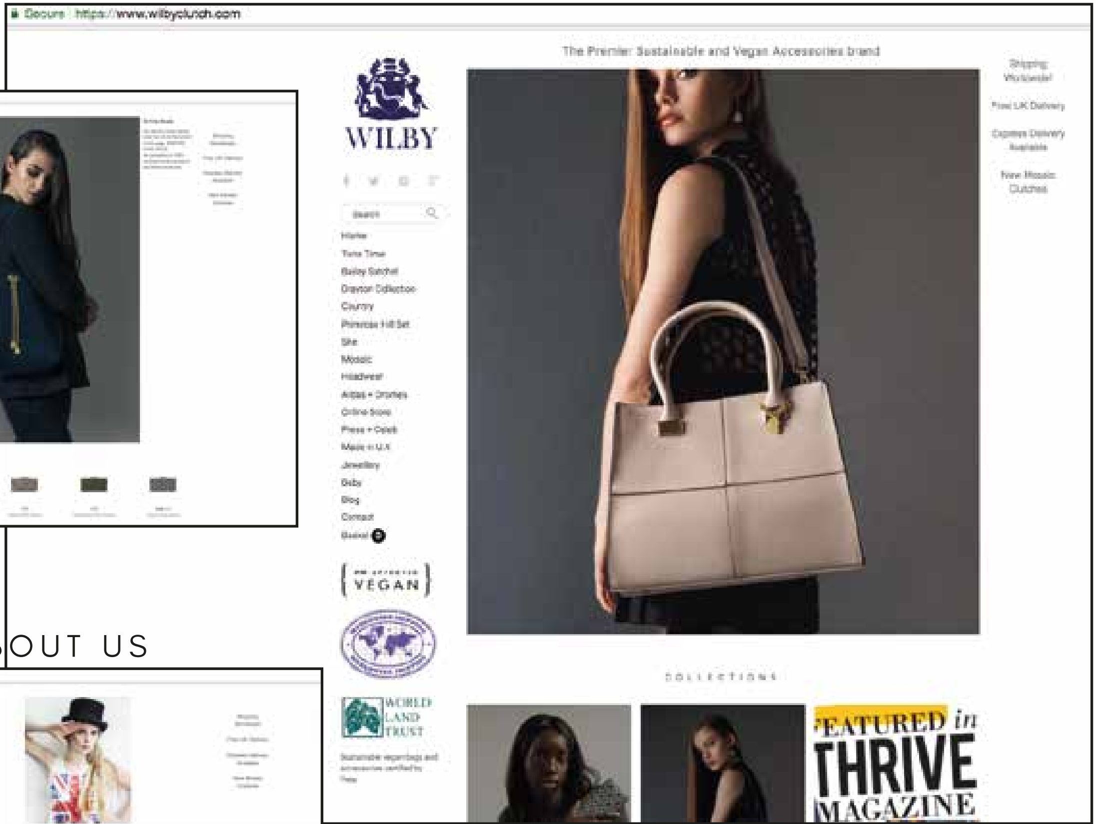
£95

£70

£85

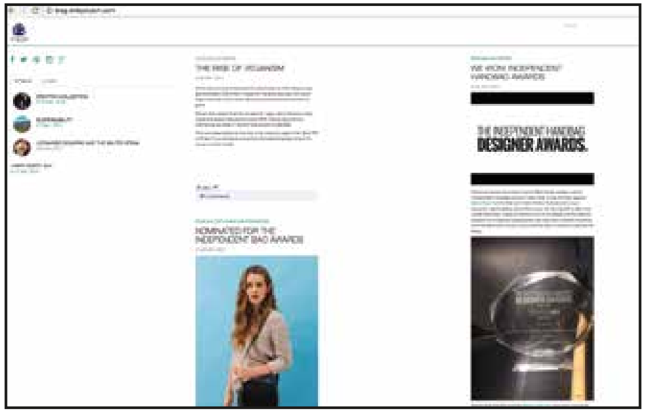
£75

WILBY WEBSITE INCLUDING SHOP, MADE IN U,K, PRESS, STOCKISTS & BLOG



ONLINE SHOP

BLOG



STOCKISTS

MADE IN U.K/ ABOUT US

PRESS

PRIMARY COMPETITOR #3

LABANTE ARE A BRITISH BASED COMPANY, ESTABLISHED IN 2009. THE COMPANY PRODUCE BAGS AND JEWELLERY WHICH ARE BOTH FEMININE AND PRACTICAL. ALL OF WHICH ARE ETHICALLY PRODUCED, ENVIRONMENTALLY FRIENDLY AND ANIMAL-FREE. LABANTE AIM TO 'CHANGE PEOPLE'S OPINION OF FAUX LEATHER HANDBAGS, WHICH CAN BE JUST AS SUMPTUOUS AND BUTTERY AS REAL LEATHER' (LABANTE, 2017).

LEBANTE PRODUCE UNIMAGINATIVE DESIGNED FEMININE BAGS FOR THE MASS-MARKET. THE TARGET CONSUMER WHICH LABANTE AIMS TOWARDS ARE FEMALES AGED 21-35. THE BRAND MARKETS THEMSELVES AT A MIDDLE- LOW HIGH STREET PRICE POINT WITH SMALL ACCESSORIES STARTING AT £45 AND THE MOST EXPENSIVE BAG REACHING £149.

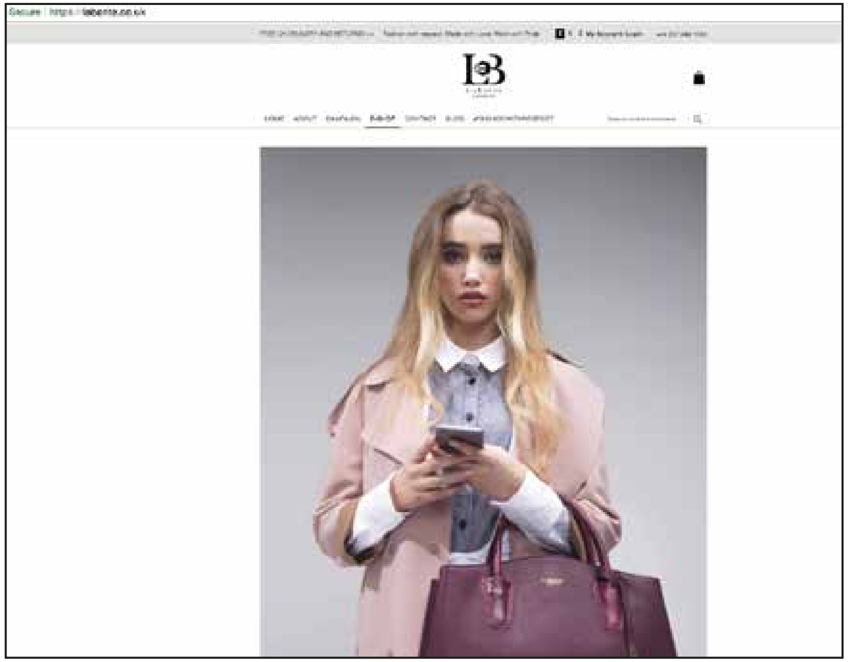
AS WELL AS SELLING THROUGH IT'S WEBSITE, THE BRAND IS ALSO STOCKED IN DEBENHAMS AND HOUSE OF FRASER.

LABANTE
LONDON

£55 £135 £79 £59.90 £59

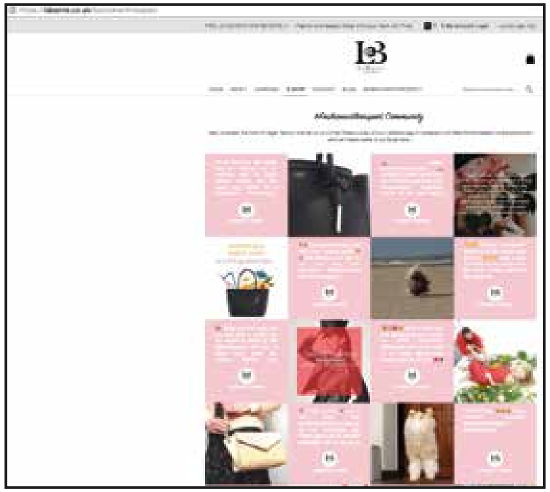
LABANTE WEBSITE INCLUDING E-SHOP, CAMPAIGN IMAGES, SOCIAL MEDIA & BLOG

HOME

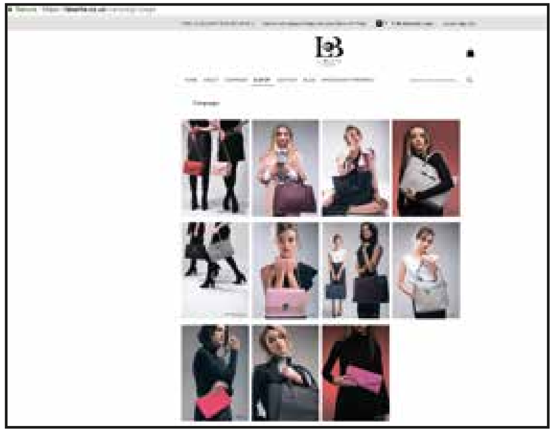


ABOUT

SOCIAL MEDIA

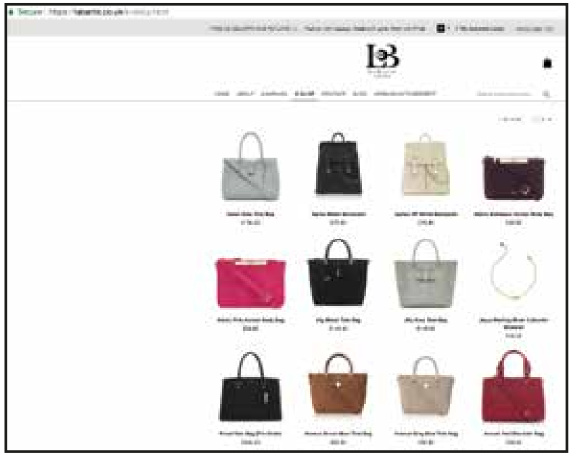


CAMPAIGN



BLOG

E-SHOP



PRIMARY COMPETITOR #4

DENISE ROOBOL
ROTTERDAM

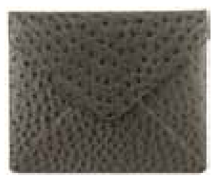
DENISE ROOBOL IS A VEGAN BAG AND ACCESSORY BRAND BASED IN ROTTERDAM, THE NETHERLANDS.
THE BRAND PRIDES ITSELF ON ITS CLEAN-CUT LINES AND MINIMALISTIC STYLE, WHILST ALSO ADHERING TO THE BRAND ETHOS THAT FASHION ACCESSORIES CAN BE VEGAN FRIENDLY- DENISEROOBOL(2017).
THE TARGET CONSUMER IS FEMALE AGED BETWEEN 21 AND 35.
THE BRAND SELLS THROUGH ITS OWN WEBSITE, WHILE ALSO SELLING THROUGH NUMEROUS INDEPENDENT STORES WITHIN THE NETHERLANDS, AS WELL AS, A COUPLE OF INDEPENDENT STORES IN GERMANY, BELGIUM, THE UNITED KINGDOM AND AUSTRALIA.


EUR 155


EUR 135


EUR 139.95


EUR 139.95


EUR 39.95


EUR 59.95

DENISE ROOBOL WEBSITE INCLUDING ONLINE SHOP, STORIES, MEDIA, STORESS & BLOG

HOME PAGE

ONLINE SHOP

ABOUT

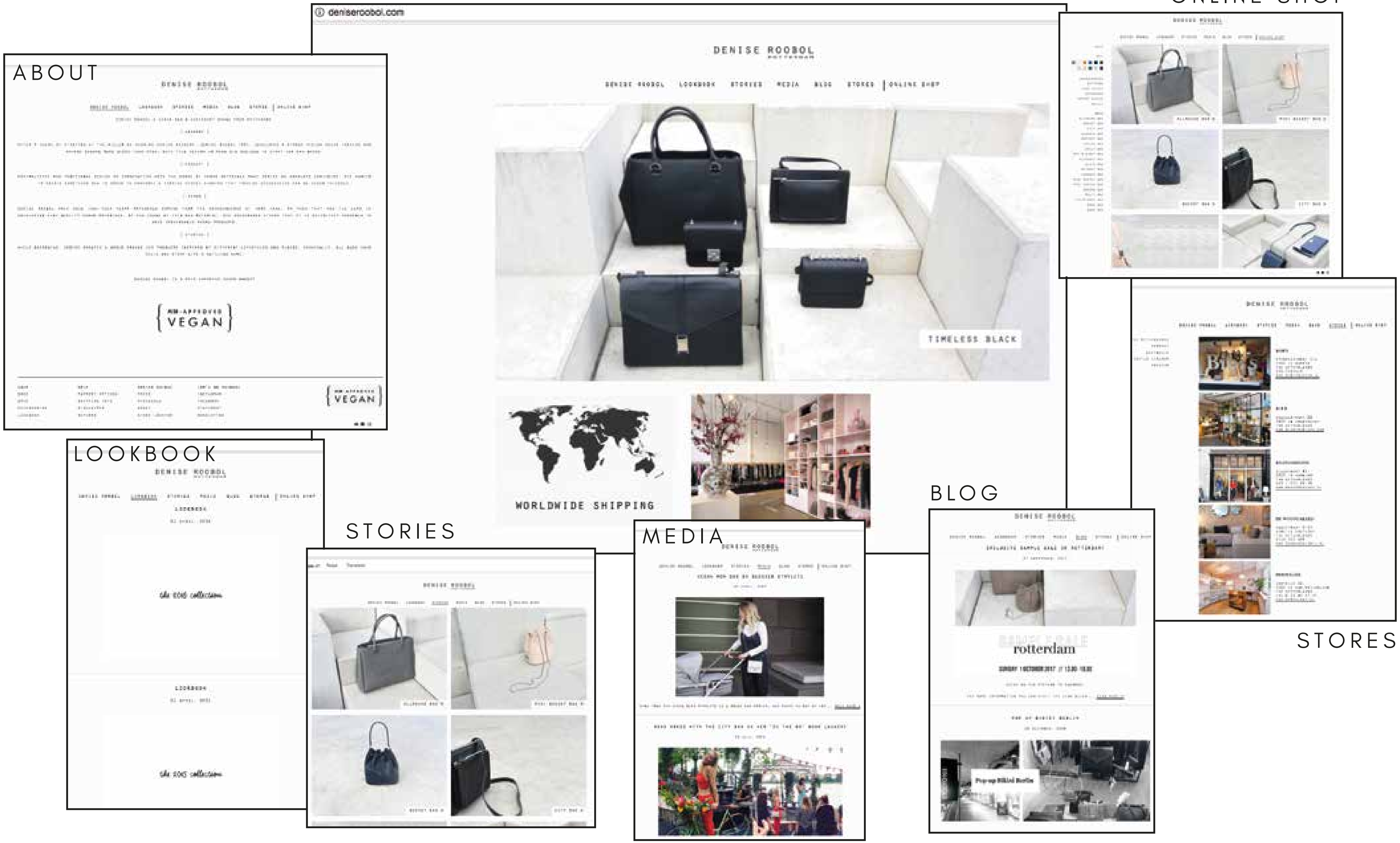
LOOKBOOK

STORIES

MEDIA

BLOG

STORES



ASPIRATIONAL COMPETITOR

STELLA McCARTNEY

ALTHOUGH STELLA MCCARTNEY IS NOT A PRIMARY COMPETITOR OF HUTLER, IT IS SEEN AS A BRAND WHICH CAN BE ASPIRED TO DUE TO THEIR ECO-FRIENDLY AND SUSTAINABLE CORE.

IT IS CURRENTLY THE ONLY 100% VEGETARIAN LUXURY BRAND IN THE MARKET TO-DATE.

STELLA MCCARTNEY IS CONSTANTLY RESEARCHING AND DEVELOPING NEW SUSTAINABLE MATERIALS AND TECHNIQUES WHICH CAN BE USED IN PRODUCTION.

THE BRAND ALSO COLLABORATES WITH OTHER SUSTAINABLE COMPANIES SUCH AS OCEAN PLASTIC, ECONYL YARN AND BOLT THREADS, TO ENSURE ITS PRODUCTS ARE AS ECO-FRIENDLY AS POSSIBLE.

AFTER DEBUTING A MENSWEAR LINE IN NOVEMBER 2016, STELLA MCCARTNEY NOW TARGETS FOR ALL MEN, WOMEN AND CHILDREN. THEIR TARGET CONSUMER IS AGED BETWEEN 25 AND 45 WITH A VERY HIGH HOUSE-HOLD INCOME.

AS WELL AS BEING A STRONG OMNI-CHANNEL BRAND SELLING THROUGH ITS OWN WEBSITE AND STORES, THE BRAND IS ALSO SOLD GLOBALLY THROUGH THE MOST PRESTIGIOUS DEPARTMENTS STORES AND ONLINE WEBSITES FROM HARRODS AND SAKS FIFTH AVENUE TO MATCHES AND NET-A-PORTER.

STELLA MCCARTNEY HAS A LOYAL CELEBRITY FOLLOWING, AS WELL AS A STRONG SOCIAL MEDIA PRESENCE.

STELLA McCARTNEY

£300

£655

£895

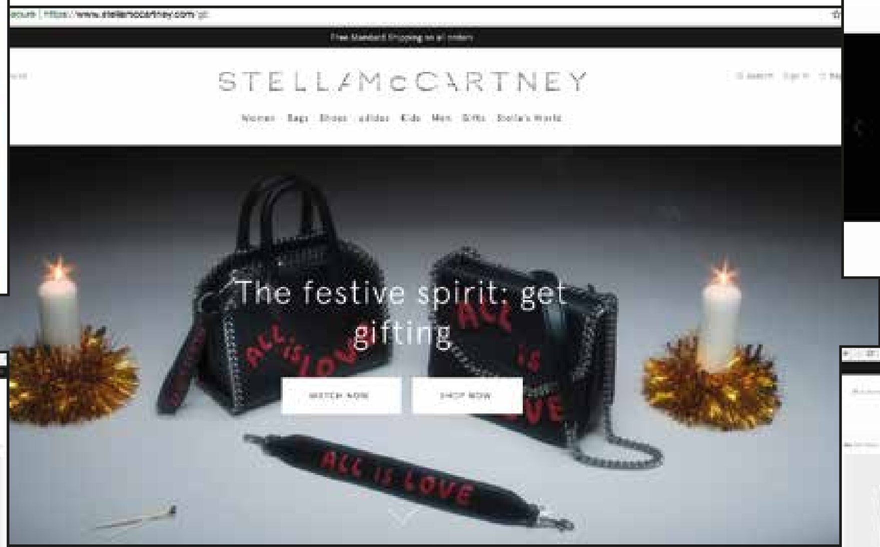
£895

£985

£790

STELLA MCCARTNEY WEBSITE INCLUDING WOMENS, MENS, KIDS, ADIDAS & BLOG

WOMENS



STELLA'S WORLD

BAGS

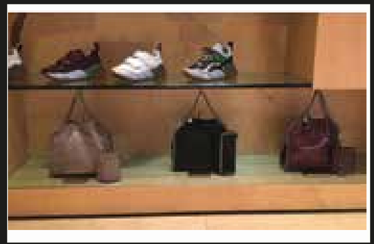
MENS

ADIDAS

SHOES

KIDS

STELLA MCCARTNEY SHOP REPORT



STELLA MCCARTNEY'S FLAGSHIP STORE ON BRUTON STREET IS SITUATED IN ONE OF LONDON'S MOST PRESTIGIOUS SHOPPING DISTRICTS.

THE SHOP-FRONT STANDS OUT AS IT IS BLACK WITH A LARGE WINDOW DISPLAY.

INSIDE THE STORE, THE ACCESSORIES AREA WAS ROOMY AND LIGHT, WITH ONLY 1 DISPLAY CAB-INET FOR SMALL ACCESSORIES, A WALL OF HANDBAGS AND A LINE OF SHOES.

THE STAFF WERE VERY PLEASANT, HELPFUL AND PATIENT.

COMPETITOR ANALYSIS

	MATT&NAT	WILBY	LABANTE	DENISE ROOBOL	STELLA MCCARTNEY
BRAND POSITIONING & OVERVIEW	ESTABLISHED OVER 10 YEARS SELLING WORLD-WIDE.	SMALL BRITISH BRAND BACKED BY FAMOUS PRE-SENTER MEG MATTHEWS	BRITISH BRAND STOCKED IN SOME WELL ESTABLISHED DEPARTMENT STORES.	DUTCH ACCESSORY BRAND. PETA APPROVED.	ONLY LUXURY SUSTAINABLE BRAND. SELLS WORLDWIDE
TARGET MARKET	MEN & WOMEN AGED 25-40	WOMEN AGED 25-40	WOMEN AGED 25-40	WOMEN AGED 25-40	MEN AND WOMEN AGED 25-50 CHILDREN AGED2- 14+
SOCIAL MEDIA & BLOG	# FOLLOWERS: FACEBOOK- 337K INSTAGRAM- 150K TWITTER- 10K BLOG- YES	# FOLLOWERS: FACEBOOK- 1.6K INSTAGRAM- 3K TWITTER- 3K BLOG- YES	# FOLLOWERS: FACEBOOK- 2K INSTAGRAM- 10K TWITTER- 415 BLOG- YES	# FOLLOWERS: FACEBOOK-2.4K INSTAGRAM- 11.5K BLOG- YES	# FOLLOWERS: FACEBOOK- 1M INSTAGRAM- 4.4M TWITTER- 1M BLOG- YES
STRENGTHS	KEEPS TO BRAND ETHOS AND STYLE. GOOD VARIETY OF STOCK AND STYLES FOR MEN AND WOMEN.	FEATURED BY PRESS. BACKED BY PETA. WIDE RANGE OF PRODUCTS.	ALREADY STOCKED IN UK DEPARTMENT STORES, STRONG INSTAGRAM FOLLOWING.	VISABLE STORY. RELATED PRODUCTS. USER-FRIENDLY WEBSITE. GOOD CAMPAIGNS.	LOYAL CELEBRITY FOL-LOWING. IN PARTNERSHIP WITH KERING. CREATING NEW VEGAN MATERIALS.
WEAKNESSES	TOO MANY STYLES AND COLLECTIONS TO KEEP TRACK OF.	BADLY LAYED OUT WEBSITE WITH AMATURE PROD-UCT IMAGES	NO VISABLE BRAND STORY, NO MEMO-RABLE BAG STYLES	LOTS OF PRODUCTS ON SALE, NOT GOOD SELL- THROUGH.	DOESN'T OFFER ENOUGH LANGUAGE OPTIONS ONLINE FOR CUSTOMERS
OPPORTUNITIES	NOW THERE'S A GLOBAL FOLLOW-ING, COULD OPEN FLAGSHIPS IN MAIN CITIES WORLDWIDE.	BUILD A BETTER WEBSITE, KEEP STYLES CON-SISTANT AND CREATE A STORY	TO BUILD A BETTER WEBSITE AND LAUNCH INTO EUROPE.	OPEN OWN STORES WITHIN THE NETHER-LANDS, STOCK WITH DEPARTMENT STORES IN EUROPE.	TO BRANCH OUT INTO SPECIALISED CATORGO-RIES EG. WEDDING. HOME ACCESSORIES.
THREATS	NOW VEGANISM IS ON THE RISE, COULD BE MORE COMPETITORS.	ITEMS LOOK 'OFF THE PEG' COULD BE MISTAKEN FOR CHEAP BAGS	WITH NO SET STYLE, COULD BE MISTAKEN FOR HIGH-STREET BAGS	THE VEGAN MARKET COULD BECOME MORE POPULAR	SUSTAINABILITY IS NOT SUCH A UNIQUE SELLING POINT ANYMORE.

MARKET POSITIONING MAP

IT IS IMPORTANT TO REMEMBER HUTLER WILL BE MARKETED AGAINST NON-VEGAN LEATHER BRANDS. THESE BRANDS HAVE BEEN SPECIFICALLY PICKED DUE TO THEIR SIMILAR AESTHETIC.

MARKET

HUTLER MARKETS ITSELF AS AN ASPIRATIONAL, ACCESSIBLE LUXURY LABEL.

CHITRAKORN (2015), EXPLAINS THAT ACCESSIBLE LUXURY BRANDS SELL THEMSELVES THE SAME WAY AS RECOGNISED LUXURY BRANDS ALREADY DO. THEY DELIVER HIGH-END CUSTOMER SERVICE, ESTABLISH WELL-CONSIDERED STORES IN PRESTIGIOUS LOCATIONS AND THEIR LUXURIOUS PACKAGING.
THE DIFFERENTIATING FACTORS BETWEEN THE TWO ARE THEIR MARKET POSITIONING AND PRICE POINTS.
ACCESSIBLE LUXURY IS A STRATEGY THAT CREATES DESIRABLE PRODUCTS, WHICH ARE NOT CONSIDERED TO BE OVERTLY OSTENTATIOUS LIKE LUXURY BRANDS BUT ARE ACCESSIBLE TO A WIDER CUSTOMER BASE.
IN A REPORT PUBLISHED BY EXANE (2017) (APPENDIX 2), IT EXPLAINS THAT DUE TO RECENT PRICE INCREASES OF LUXURY BRANDED PRODUCTS, IT HAS CREATED A MASSIVE GAP IN THE MARKET WHICH ASPIRATIONAL LUXURY BRANDS CAN MOVE INTO. THE HANDBAGS WHICH WERE ANALYSED DURING THE REPORT HAD A MEDIAN PRICE OF EUR290, WHICH IS OVER A QUARTER OF THAT WHICH LUXURY BRANDS CHARGE.

PRICE POINT

THE OVERALL PRICE POINT IN WHICH HUTLER MARKETS ITSELF AT, IS WITHIN THE UPPER HIGH STREET SECTOR.
WITH PRICES STARTING AT AROUND £55 FOR SMALL VEGAN GOODS AND UP TO £350 FOR LARGER VEGAN ACCESSORIES.
IF PRICING WAS TO REACH THE £500 MARK FOR A BAG, IT WOULD TAKE THE BRAND AWAY FROM THE ACCESSIBLE LUXURY UMBRELLA, THEREFORE, THE BRAND WOULD HAVE DIFFICULTY SUCCEEDING HERE DUE TO BEING A NEW, UNKNOWN FASHION BRAND.
THE VISION FOR HUTLER IS TO ALWAYS STAY UNDER THIS ACCESSIBLE LUXURY UMBRELLA.
IT IS THE LARGEST GAP IN THE MARKET FOR VEGAN PRODUCTS WHICH ACCORDING TO OUR IN-DEPTH RESEARCH WOULD ENSURE HUTLER WOULD DOMINATE THIS MARKET.

POSITIONING

SOLCA (2015), GIVES INSIGHT THAT ACCESSORIES ARE STILL VERY MUCH A GROWING MARKET AND CURRENTLY ACCOUNT FOR ALMOST 30% OF THE TOTAL GLOBAL LUXURY MARKET. THIS IS A GROWTH OF 18% ON 2003, MOST OF WHICH HAS BEEN DRIVEN BY THE SALES OF HANDBAGS ALONE. ACCORDING TO MORLEY (2016) OVER HALF OF FEMALE BRITISH CITIZENS (51%) BOUGHT A HANDBAG LAST YEAR, ACCOUNTING TO A CURRENT ACCESSORIES SECTOR WORTH £2.7BILLION. HOWEVER, MINTEL (2017) REPORT THAT DUE TO A RECENT TREND FOR SMALLER AND LESS EXPENSIVE STYLES, CONSUMERS ARE MOVING TOWARDS MORE MID-PRICED BRANDS OVER LUXURY LABELS.

‘With key designers, such as Stella McCartney and Shrimps' Hannah Weiland, all flying the cruelty-free fashion flag, vegan fashion is officially taking off’ (Klerk, 2015).

‘Findings by Grand View Research estimated that the global vegan leather industry is to be worth $85 billion by 2025. Just to compare, global sports footwear is currently valued at $90.4 billion’ (Zieba, 2017).

‘In total, 3.25% of the British population, around 1.68 million people, are either vegetarian or vegan.
More than 850,000 of vegetarians and vegans also avoid leather, wool and other animal products.
The recent rise in popularity of fake leather jackets and a variety of non-leather footwear indicates that these products appeal to many more people than vegans alone’ (Boo, 2017.)

PESTLE

PESTLE STANDS FOR THE SIX MOST DETRIMENTAL FACTORS HARBOURING THE FASHION INDUSTRY WHICH CANNOT BE CONTROLLED BY SMALL BUSINESSES AND THEIR COMPETITORS. PESTLE STANDS FOR POLITICAL, ECONOMIC, SOCIAL, TECHNOLOGICAL, LEGAL AND ENVIRONMENTAL, ALL FACTORS WHICH EFFECT THE FASHION INDUSTRY.

P

POLITICAL ISSUES SUCH AS BREXIT, TERRORISM AND STALLED TRADE DEALS ARE ALL CURRENT CONCERNS.

E

ECONOMIC VOLATILITY IS IMPORTANT TO MONITOR AS IT CAN HEAVILY AFFECT SALES AND PROFITS OF BUSINESSES GLOBALLY. ISSUES SUCH AS ECONOMIC BOOMS, WHERE CIVILIANS HAVE MORE DISPOSABLE INCOME THAN BEFORE, THEREFORE CAN PURCHASE MORE AND ALSO RECESSIONS WHERE CONSUMERS ARE NOT WILLING TO SPEND MUCH AND ARE WARIER WITH THEIR MONEY.

S

SOCIAL FACTORS CAN AFFECT THE FASHION INDUSTRY - POPULATION INCREASES, STYLE CHANGES AND CULTURAL DIFFERENCES. CURRENTLY, THERE IS A CLEAR GENERATIONAL CHANGE WITH MILLENIALS ENTERING THE MARKET.

T

TECHNOLOGY PLAYS A BIG PART IN THE EVOLUTION OF THE FASHION INDUSTRY, AS DEVELOPMENT WITH THE INTERNET, COMPUTERS AND MOBILE DEVICES MAKE BROWSING AND PURCHASING MUCH MORE ACCESSIBLE FOR CONSUMERS WITH ADVANCED SHOPPING OPTIONS SUCH AS SAME DAY DELIVERY AND ONLINE HELP BASED CHATS AS WELL AS THE EASE OF BUYING FROM LARGE WEB-BASED RETAILERS SUCH AS AMAZON.

L

LEGAL, FOCUSSING ON LABOUR LAWS AND COMMON LAWS WHICH MAY BE APPLICABLE TO RETAIL AND BUSINESS, ENSURING SAFE AND FAIR EMPLOYMENT LAWS FOR ALL WORKERS CONCERNED.

E

THE ENVIRONMENTAL FACTOR OF PESTLE LOOKS CLOSELY AT SUSTAINABILITY, ENCOURAGING BRANDS TO BE MORE ENVIRONMENTALLY CONSIDERATE WITHIN THEIR DESIGN AND MANUFACTURING. MINTEL (2017) REPORTS THAT THE FAST-FASHION SECTOR OF RETAIL IS CURRENTLY SLOWING DOWN DUE TO A DEMAND FOR BETTER QUALITY PRODUCTS AND MORE INVOLVED CUSTOMER SERVICE.

MICRO ENVIROMENT

MICRO ENVIRONMENTAL FACTORS ARE THOSE WHICH CAN BE CONTROLLED WITHIN A SMALL BUSINESS, SUCH AS CUSTOMERS, COMPETITORS AND DISTRIBUTION.
THE LARGEST MICRO ENVIRONMENTAL IMPACT IS MADE BY CUSTOMERS.
THIS CAN BE ADDRESSED BY KNOWING THE TARGET AUDIENCE AND DEVELOPING EFFECTIVE MARKETING STRATEGIES WHICH WILL DIRECTLY TARGET THE CONSUMER.
EMPLOYEES ARE ALSO AN IMPORTANT FACTOR OF MICRO ENVIRONMENTAL FOR THEY ARE THE ONES WHO SELL THE PRODUCTS AND SERVICE WHICH WILL DRIVE THE BUSINESS FORWARD TOWARDS ECONOMIC SUCCESS.

SWOT ANALYSIS

A SWOT ANALYSIS LOOKS AT A COMAPNYS STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS. THESE ARE IMPORTANT TO THINK ABOUT FOR A COMPANY TO BE SUCCESSFUL.BLUMENTHAL (2011) GIVES INSIGHT INTO HOW IMPORTANT A SWOT ANALYSIS IS, TO DIRECT A COMPANY IN THE PRESENT BUT ALSO HOW TO MOVE IT INTO THE FUTURE.

S.W.O.T

Strengths

Veganism is on the rise (Marsh, 2016).

Vegan fashion is taking off (Klerk, 2015).

The founder has vast knowledge in the production of accessories.

Gap in the market for an aspirational, accessible, luxury vegan brand.

Rise in luxury brand prices means a bigger market for aspirational luxury brands.

Founder has a deep passion for animal welfare and wants to share this and encourage others.

Ensuring prices stay at the target price whilst not compromising on functionality or design too much.

Start up costs for a new company are expensive.

Removing age boundaries within the consumer spectrum may make it hard to address certain consumers.

Being a start-up company, strong interest in the brand may effect sales in the long run.

Only producing a small number of products at the start may limit the consumer.

Weaknesses

S.W.O.T

Opportunities

Selling direct-to-consumer gives the chance to sell the story and ethos of hutler.

Producing a small number of products at the start can help consumers identify the brand and brand style easily.

Removing the age boundaries could be hugely positive and give the brand a bigger platform to build upon.

Design will only be a small fraction of the business, so study more into business and find a business partner with these strengths and with the same vision and passion for animal welfare.

With brexit deals still to be reached, the british economy is still uncertain.

Developing a new brand with unique ideas and designs will be difficult to copyright.

Veganism is on the rise so could potentially become a crowded market.

The affordable, accessible luxury market might too become crowded if luxury price points continue to rise.

Threats

RETAILING

HUTLER UNDERSTANDS THE IMPORTANCE OF RETAILING A BRAND CORRECTLY. ACCORDING TO BUSINESS OF FASHION, (THE BASICS | PART 8 - MARKETING, 2013) IT IS IMPORTANT WHERE YOUR PRODUCT IS SOLD AND HOW IT IS PERCEIVED, AS THIS INFLUENCES THE TYPE OF CONSUMER WHICH YOU TARGET.

RESEARCH CONDUCTED BY THE FOUNDER ON 15TH OCTOBER 2017 (APPENDIX 1) FOUND THAT SHOPPING IN-STORE AND ONLINE WERE ALMOST EQUALLY FAVOURED. MINTEL (2017) DISCOVERED THAT OVER THE COURSE OF TWO YEARS, THE ONLINE PURCHASING OF ACCESSORIES HAS RISEN SIGNIFICANTLY.

FERNANDEZ (2017) ADVISES THAT DIRECT RETAIL IS SUPERIOR AS IT OFFERS BETTER MARGINS, LESS OVERHEAD COSTS AND GIVES THE OPPORTUNITY TO MERCHANDISE A WHOLE COLLECTION TOGETHER. WHILE SHERMAN (2016), SUGGESTS THAT THE DIRECT-TO-CONSUMER MODEL IS IDEAL AS IT GIVES THE OPPORTUNITY TO DEVELOP RELATIONSHIPS WITH CONSUMERS WHO ARE DECREASINGLY BRAND-LOYAL WHILST ALSO GIVING THE OPTION TO CHARGE A LOWER PRICE POINT FOR A PRODUCT OF HIGHER QUALITY.

‘Direct-to-consumer investing has grown steadily in the last five years and this growth will continue in the coming years. As well as positive market conditions for growth, there is also consumer demand for direct services’
(Osguthorpe, 2016).

RETAILING

ACCORDING TO BUSINESS OF FASHION, (THE BASICS | PART 8 – MARKETING, 2013), OWNING AND SELLING THROUGH A DIRECT-TO-CONSUMER WEBSITE, MEANS MORE CONTROL OVER THE ENVIRONMENT AND EXPERIENCE WHICH THE CONSUMER RECEIVES, ALLOWING FOR THE BRAND STORY TO BE TOLD EXACTLY AS WANTED, WHICH COULD BE THE MOST POWERFUL AND INFLUENTIAL MARKETING TOOL OF ALL.

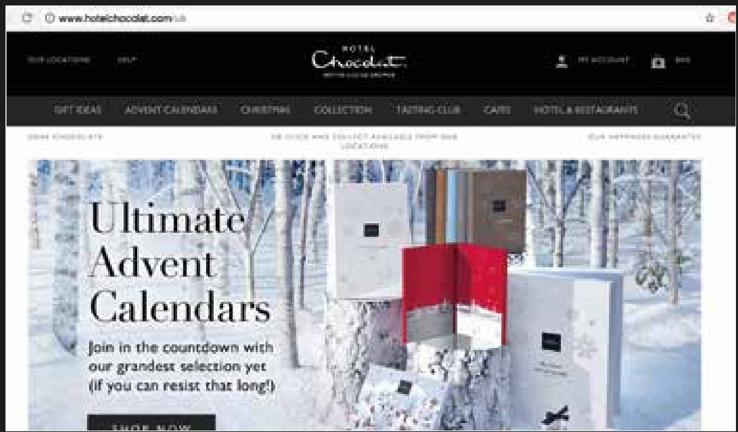
THROUGH THIS RESEARCH, IT HAS BEEN DECIDED THAT HUTLER WILL SELL DIRECT-TO- CONSUMER THROUGH A WEBSITE DIRECTED BY SOCIAL MEDIA, AND THROUGH OCCASIONAL POP-UP STORES. AS A START-UP BUSINESS, A WEBSITE WILL CAPTURE THE TRAFFIC WHICH IS GENERATED THROUGH SOCIAL MEDIA AND OTHER ADVERTISING PLATFORMS, INDICATING WHICH TYPES OF MARKETING STRATEGIES WORK WELL AND WHICH PRODUCTS ARE MOST POPULAR.

THE BUSINESS OF FASHION (THE BASICS | PART 8 – MARKETING, 2013) STRESS THE IMPORTANCE OF SALES DATA AND ANALYTICS TO UNDERSTAND WHAT HAS AND HASN'T WORKED WELL, VITAL IN DECIDING THE ROUTE THE BUSINESS SHOULD TAKE. WHOLESALE RECAPS WILL THEN BE GENERATED FROM THIS SEASONALLY, MAKING SURE THAT IT IS CLEAR WHAT PRODUCTS ARE BEST SELLERS, TARGET PRICE POINTS AND COMPETITOR INSIGHTS. WHEREAS A POP-UP SHOP WILL OFFER A FACE-TO-FACE EXPERIENCE. POLLOCK (2014) EXPLAINS THAT HOSTING A POP-UP SHOP WILL LINK OFFLINE EXPERIENCE WITH THE E-COMMERCE SITE, DRIVING TRAFFIC BACK ONLINE TO PRODUCE MORE CONSUMERS AND SALES.

ASPIRATIONAL BRANDING

HOTEL Chocolat.

JO MALONE
LONDON



POP-UP SHOP INSPIRATION

PROMOTION

‘Promotion is how you deliver your label’s message to your target audience…Your new fashion label must convey a strong, identifiable message to which buyers, press, and consumers can relate’ (Meadows, 2014, p.155)

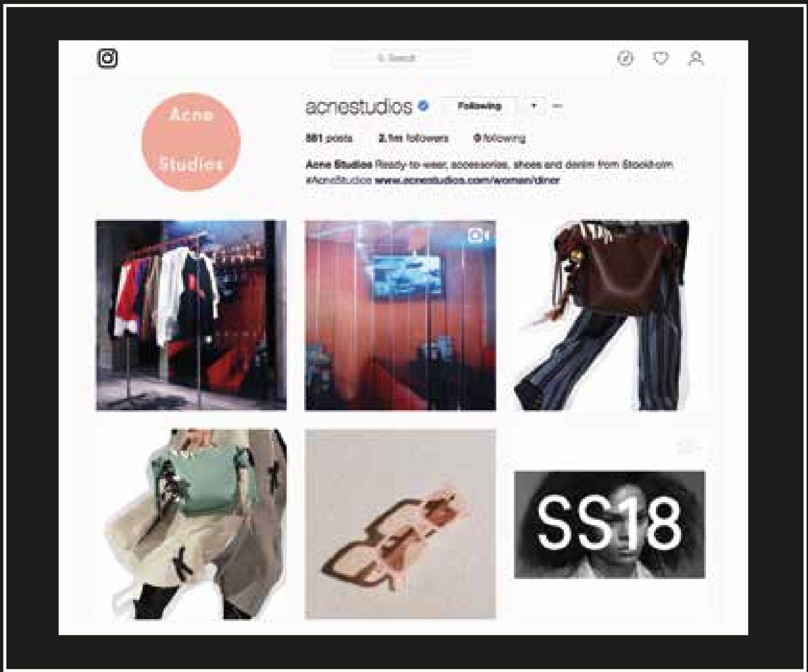
HUTLER AIMS TO DIRECT CONSUMERS TO THE COMPANY WEBSITE VIA SOCIAL MEDIA CHANNELS.

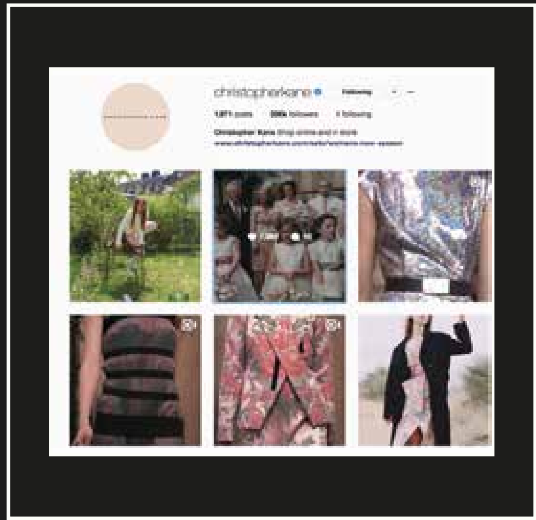
SKLAR (2013) POINTS OUT THAT SOCIAL MEDIA IS A KEY PLATFORM FOR INTERACTING AND ENGAGING WITH TARGET CONSUMERS, AS CUSTOMERS ARE AT THEIR MOST LOYAL WHEN THEY FEEL CONNECTED WITH, IN FACT THEY ARE 70% LIKELY TO SPEND MORE WITH A COMPANY DUE TO A HISTORY OF GOOD SERVICE. THE BUSINESS OF FASHION (THE BASICS | PART 8 - MARKETING, 2013), INSTRUCT THAT SOCIAL MEDIA PLATFORMS SHOULD BE MONITORED DAILY TO ENSURE THAT ALL INTERACTIONS ARE SEEN TO AND THE IMPORTANCE OF REMEMBERING THAT SOCIAL MEDIA IS CONVERSATIONAL, MEANING IT IS IMPORTANT TO LISTEN TO FOLLOWERS AND COLLATE VALUABLE FEEDBACK.
SHERMAN (2016) ADVISES THAT AS THE RETAIL MARKET BECOMES MORE CROWDED AND COMPETITIVE, IT IS MORE IMPORTANT THAN EVER FOR A BRAND TO DEVELOP ITS OWN VISUAL IDENTITY IN ORDER TO WIN OVER NEW CUSTOMERS, THEIR LOYALTY, ADMIRATION AND MONEY.

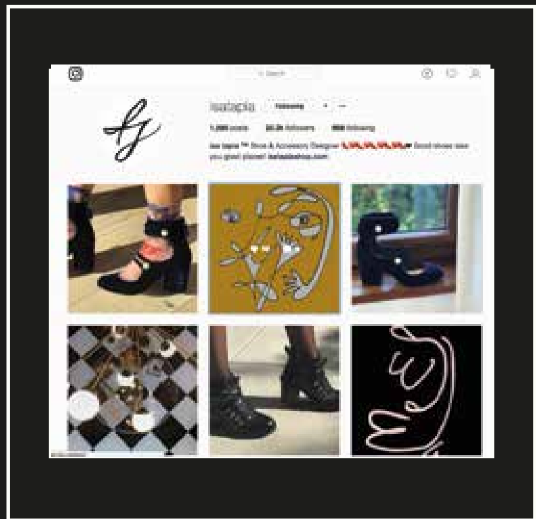
HUTLER AIMS TO PROMOTE THE BRAND ETHOS THROUGH A RANGE OF VISUALS, ON SOCIAL MEDIA PLATFORMS, TO CONVEY THE FEELING AND IMAGE OF THE BRAND, TELLING AND SELLING A STORY TO THE CONSUMER.

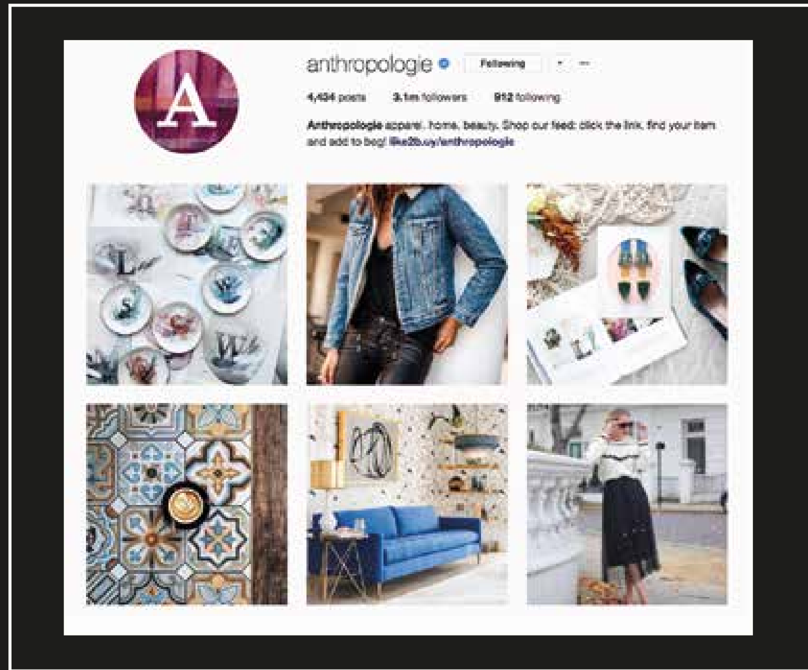
INSTAGRAM INSPIRATION

BASED ON THE BRANDS STORYTELLING





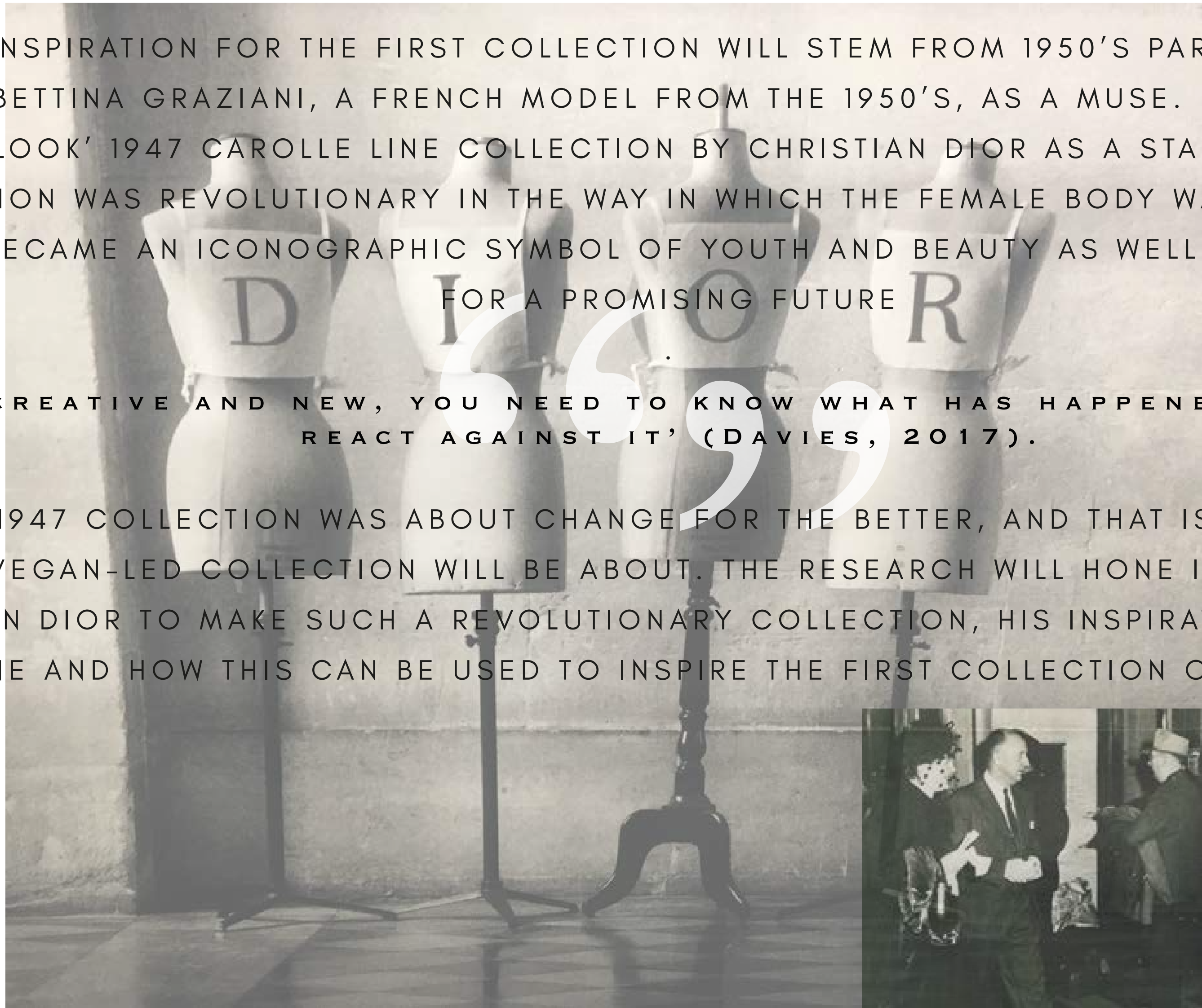




INSPIRATION

THE FIRST EVER COLLECTION FOR HUTLER WILL PLAY HOMAGE TO THE MINIMALISTIC AND FEMININE ETHOS OF THE BRAND.
HUTLER HAS A STRONG STORY SO WILL PRESENT ITSELF AS A LIFESTYLE BRAND RATHER THAN A FASHION BRAND.
BEING AN ETHICAL AND SUSTAINABLE COMPANY, HUTLER PRIDES ITSELF ON THE LONGEVITY OF ITS PRODUCTS. THIS MEANS NOT MODELLING PRODUCTS TOO MUCH ON SEASONAL TRENDS. THE BRAND WILL ,HOWEVER, LOOK UPON MAINSTREAM TRENDS FOR SLIGHT INSPIRATION IN ORDER TO APPEAL TO A MASS MARKET.

INSPIRATION



THE MAIN INSPIRATION FOR THE FIRST COLLECTION WILL STEM FROM 1950'S PARISIAN CHIC, ENVISIONING BETTINA GRAZIANI, A FRENCH MODEL FROM THE 1950'S, AS A MUSE. HUTLER LOOKS TO 'THE NEW LOOK' 1947 CAROLLE LINE COLLECTION BY CHRISTIAN DIOR AS A STARTING POINT. THIS COLLECTION WAS REVOLUTIONARY IN THE WAY IN WHICH THE FEMALE BODY WAS CLOTHED AND QUICKLY BECAME AN ICONOGRAPHIC SYMBOL OF YOUTH AND BEAUTY AS WELL AS AN INDICATOR FOR A PROMISING FUTURE

.

'To be creative and new, you need to know what has happened before, and react against it' (Davies, 2017).

DIOR'S 1947 COLLECTION WAS ABOUT CHANGE FOR THE BETTER, AND THAT IS EXACTLY WHAT HUTLER'S VEGAN-LED COLLECTION WILL BE ABOUT. THE RESEARCH WILL HONE IN ON WHAT DROVE CHRISTIAN DIOR TO MAKE SUCH A REVOLUTIONARY COLLECTION, HIS INSPIRATION BEHIND THE LINE AND HOW THIS CAN BE USED TO INSPIRE THE FIRST COLLECTION OF HUTLER.

PRODUCTS

THE FIRST RANGE THAT HUTLER AIMS TO MANUFACTURE AND SEND TO MARKET WILL CONSIST OF A MAXIMUM 8 PIECES. BLUMENTHAL (2011) ADVISES THAT YOU SHOULD STICK TO A CORE NUMBER OF STYLES FOR THE FIRST COLLECTION, ALL OF WHICH HAVE SOMETHING SIMILAR TYING THEM TOGETHER. THIS GROUP OF HANDBAGS WILL BE KNOWN AS THE CORE COLLECTION.

HUTLER AIMS TO CREATE A COLLECTION STARTING WITH SMALL LEATHER GOODS, RANGING TO A WEEKEND BAG.
ACCORDING TO MINTEL (2016), 29% OF THOSE WHO HAVE PURCHASED A BAG IN THE LAST 12 MONTHS, STATE THEY NOW FAVOUR SMALLER BAGS SUCH AS A GRAB BAG OR CLUTCH BAG.
SO BARING THIS IN MIND, THE RANGE WILL FEATURE SMALLER STYLES OVER LARGER ONES.

THE CORE STYLE OF THE BRAND IS FEMININE AND MINIMALISTIC.
AS THE PRODUCTS AIM TO HAVE LONGEVITY, THE COLLECTIONS WILL BE DOMINANTLY BLACK IN COLOUR, WHICH WILL ALWAYS STAY CLASSIC. RESEARCH CONDUCTED BY THE FOUNDER ON 15TH OCTOBER 2017 (APPENDIX 1) FOUND THAT OUT OF 1107 PEOPLE QUESTIONED, 51.3% PREFERRED BLACK BAGS OVER ANY OTHER COLOUR.
HUTLER AIMS TO KEEP THE PRODUCT RANGE SMALL AND EXCLUSIVE, ONLY OFFERING NEW PRODUCTS/ COLOURWAYS ONCE A YEAR. AS FERNANDEZ (2017) ADVISES, CONSUMERS OF ACCESSORIES DO NOT SEEK THE SEASONAL NEWNESS IN THE SAME WAY THEY DO FROM APPAREL, FAVOURING DISTINCTIVE ITEMS THAT CAN BE WORN ALL YEAR, WHICH IS A HUGE ADVANTAGE FOR ACCESSORY DESIGNERS. THIS MEANS THAT HUTLER WILL BE ABLE TO OPERATE ON A SLOWER CALENDAR THAN APPAREL BRANDS, BRANCHING OUT GRADUALLY WHILE BEING ABLE TO ALWAYS HAVE CORE STOCK AVAILABLE.

MATERIALS

‘Second to oil, fashion and textiles is the most polluting industry in the world’
(How can the fashion industry become more sustainable? 2015).

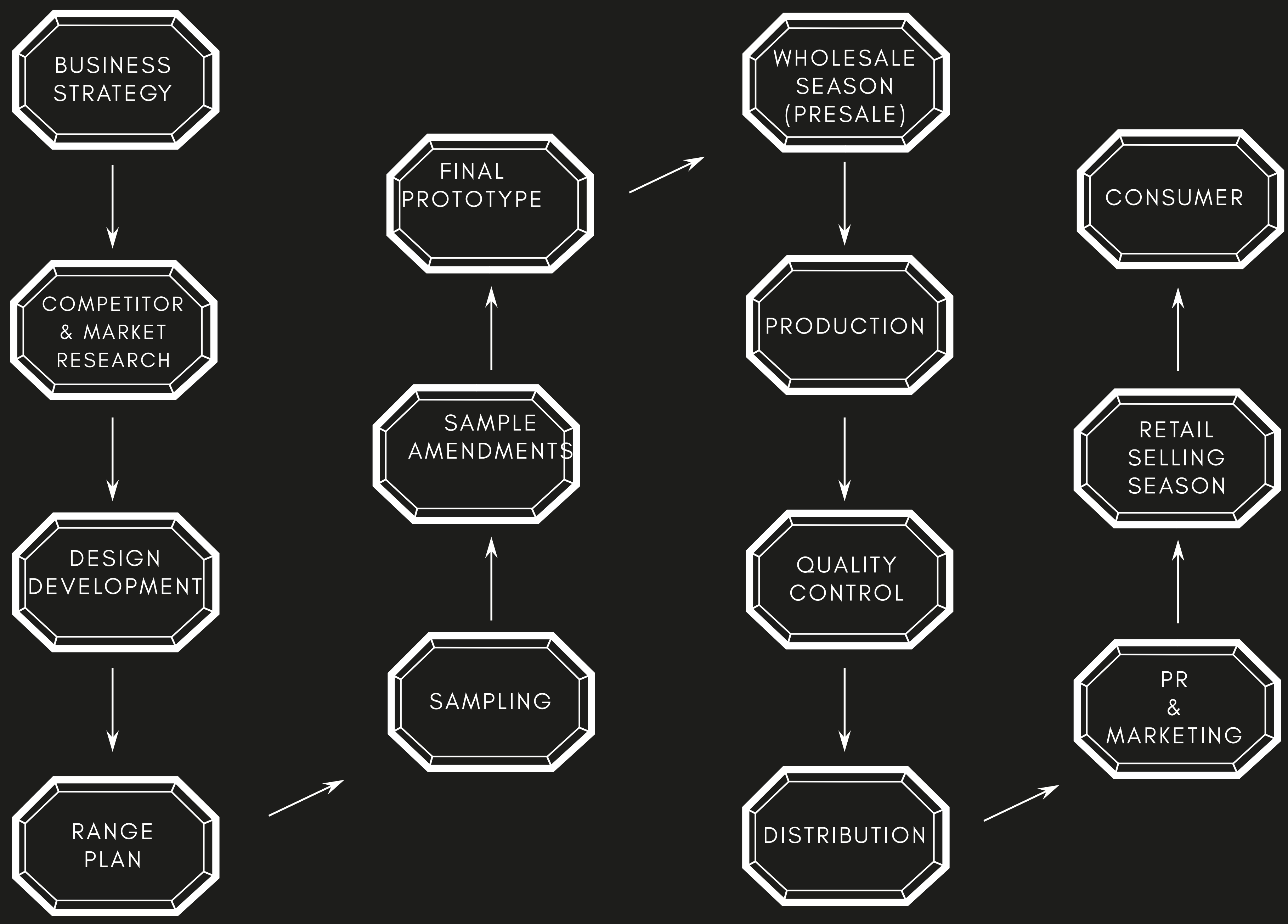
HUTLER MODELS ITSELF ON BEING ANIMAL-CRUELTY FREE SO IT IS OF THE UPMOST IMPORTANCE THAT VEGAN LEATHER IS USED THROUGHOUT EVERY COLLECTION. CURRENTLY, MOST VEGAN LEATHERS ARE STILL BEING DEVELOPED, HOWEVER, THEY WILL BECOME MORE WIDELY AVAILABLE THROUGHOUT THE COMING YEARS.
HUTLER AIMS TO FORM A PARTNERSHIP WITH A VEGAN LEATHER MANUFACTURER, WHICH WILL BENEFIT BOTH PARTIES, SUCH AS STELLA MCCARTNEY WITH OCEAN PLASTIC. IN THE FUTURE, HUTLER AIMS TO RESEARCH AND CREATE VEGAN LEATHER OF THEIR OWN, HOWEVER, AT PRESENT THIS IS CONSIDERED TOO COSTLY.

SUPPLY CHAIN

MEADOWS (2014) EXPLAINS THE FOUR MAIN STAGES OF SUPPLY CHAIN, WHICH ARE: RESEARCH, DESIGN DEVELOPMENT, PRODUCTION AND SALES AND DISTRIBUTION.

THE SUPPLY CHAIN IS KEY TO MAXIMISE PROFIT MARGINS AND MINIMISE WASTAGE AND IS MORE IMPORTANT THAN EVER WITH A RISE IN OFFSHORE PRODUCTION AND FAST-FASHION. BLUMENTHAL (2011) GIVES BENEFICIAL INSIGHT AS TO HOW OVERSEAS MANUFACTURING IS THE WAY FORWARD IF PRODUCING FOR THE MASS MARKET AND IS THE BEST WAY TO MAXIMISE PROFIT AND REDUCE PRODUCTION COSTS. FACTORIES IN THE FAR-EAST ALSO HAVE A MORE FLEXIBLE MANUFACTURING SCHEDULE AS THEY HAVE MORE LABOUR POWER AND SPECIALISED MACHINERY.

HUTLER AIMS TO PRODUCE A LARGE NUMBER OF BAGS FOR THE MASS MARKET SO MANUFACTURING IN THE FAR-EAST IS A DEFINITE DECISION TO KEEP COSTS LOW AND MAXIMISE PROFITS, MAKING SURE THAT ALL PRODUCTION PROCESSES ARE OVERSEEN, IN ORDER THAT THE BRAND ETHOS IS NOT JEOPARDISED.


BUSINESS STRATEGY
COMPETITOR & MARKET RESEARCH
DESIGN DEVELOPMENT
RANGE PLAN
SAMPLING
SAMPLE AMENDMENTS
FINAL PROTOTYPE
WHOLESALE SEASON (PRESALE)
PRODUCTION
QUALITY CONTROL
DISTRIBUTION
PR & MARKETING
RETAIL SELLING SEASON
CONSUMER

CONCLUSION

THIS REPORT HAS IDENTIFIED THAT BOTH VEGANISM AND THE ASPIRATIONAL ACCESSIBLE LUXURY ARE ON THE RISE. THIS SEEMS THE PERFECT TIME TO PRESENT AND GROW HUTLER AS A BRAND WHICH CAN DOMINATE BOTH OF THESE MARKETS.

HUTLER WILL START TO BUILD A CORE COLLECTION, A WEBSITE AND SOCIAL MEDIA PLATFORMS TO MARKET AND REALLY SELL THE STORY OF WHAT THE BRAND IS ABOUT. THIS WILL ATTRACT POTENTIAL CONSUMERS, WHO WILL PUT THEIR FAITH AND TRUST INTO THE BRAND AND ITS PRODUCTS, ALLOWING FOR CLOSE CUSTOMER RELATIONSHIPS TO DEVELOP.

BIBLIOGRAPHY

BLUMENTHAL, E. (2011). HANDBAG DESIGNER 101. MINNEAPOLIS, MN: VOYAGEUR PRESS, P.132.

BLUMENTHAL, E. (2011). HANDBAG DESIGNER 101. MINNEAPOLIS, MN: VOYAGEUR PRESS, P.152.

BLUMENTHAL, E. (2011). HANDBAG DESIGNER 101. MINNEAPOLIS, MN: VOYAGEUR PRESS, P.135.

BOO, J (2017) HOW MANY VEGANS? ONE OF THE FASTEST GROWING LIFESTYLE MOVEMENTS. AVAILABLE AT: HTTP://WWW.HUFFINGTONPOST.CO.UK/JASMIJN-DE-BOO/HOW-MANY-VEGANS_B_10002562.HTML. (ACCESSED: 30TH OCTOBER, 2017.)

BUSINESS OF FASHION. THE BASICS, PART8, MARKETING. (2013) AVAILABLE AT: HTTPS://WWW.BUSINESSOFFASHION.COM/ARTICLES/BASICS/THE-BASICS-PART-8-MARKETING. (ACCESSED: 1ST NOVERMBER, 2017)

CHITRAKORN, K. (2015) DO ACCESSIBLE LUXURY BRANDS HAVE AN INHERENTLY LIMITED LIFESPAN? AVAILABLE AT: HTTPS://WWW.BUSINESSOFFASHION.COM/ARTICLES/INTELLIGENCE/DO-ACCESSIBLE-LUXURY-BRANDS-HAVE-AN-INHERENTLY-LIMITED-LIFESPAN (ACCESSED: 25 OCTOBER 2017).

DAVIES, H (2017) WHY FASHION CAN'T FORGET ITS REFERENCES. AVAILABLE AT: HTTPS://WWW.BUSINESSOFFASHION.COM/ARTICLES/EDUCATION/WHY-FASHION-CANT-FORGET-ITS-REFERENCES. (ACCESSED: 8TH NOVEMBER, 2017)

DENISEROOBOL (2017) [INSTAGRAM] AVAILABLE AT: HTTPS://WWW.INSTAGRAM.COM/DENISEROOBOL/?HL=EN (2017) (ACCESSED: 17 OCTOBER 2017).

DENISEROOBOL.ACCESSORIES (2017) [FACEBOOK] AVAILABLE AT:HTTPS://WWW.FACEBOOK.COM/DENISEROOBOL.ACCESSORIES (ACCESSED: 17 OCTOBER 2017).

EXANE.COM. (2017). THE TRUTH ABOUT HANDBAGS [ONLINE] AVAILABLE AT: HTTP://WWW.EXANE.COM/LINK!DOCEXTERNAL.ACTION?CMD=69723331263D6C3D646130336C316F356F3D313267266734 (ACCESSED 24 OCT. 2017).

FANNIN, T (2010) GREAT BRANDS DON'T SELL PRODUCTS. THEY SELL AN ETHOS. AVAILABLE AT: HTTPS://BEBRANDED.WORDPRESS.COM/2010/09/02/GREAT-BRANDS-DONT-PRODUCTS-THEY-SELL-AN-ETHOS/ (ACCESSED: 9TH NOVEMBER, 2017)

FERNANDEZ, C (2017) 6 LESSONS FOR BUILDING A WINNING ACCESSORIES BUSINESS. AVAILABLE AT: HTTPS://WWW.BUSINESSOFFASHION.COM/ARTICLES/NEWS-ANALYSIS/6-LESSONS-FOR-BUILDING-A-WINNING-ACCESSORIES-BUSINESS. (ACCESSED: 22 OCTOBER, 2017.)

GHURYE, S (2015) HOW TO SELECT THE PERFECT FASHION BRAND NAME IN 7 EASY STEPS. AVAILABLE AT: HTTPS://WWW.LINKEDIN.COM/PULSE/HOW-SELECT-PERFECT-FASHION-BRAND-NAME-7-EASY-STEPS-SUPRIYA-GHURYE (ACCESSED: 31ST OCTOBER 2017)

HTTP://BLOG.WILBYCLUTCH.COM/ (2017) (ACCESSED: 16 OCTOBER 2017)

HTTP://DENISEROOBOL.COM/ABOUT/(ACCESSED: 17 OCTOBER 2017)

HTTP://WWW.MINTEL.COM/PRESS-CENTRE/FASHION/HANDBAG-MARKET-SLOWS-AS-SHOPPERS-DECIDE-THE-SMALLER-THE-BETTER-29-OF-HANDBAG-BUYERS-NOW-PREFER-SMALLER-BAGS. (ACCESSED 30TH OCTOBER 2017.)

HTTP://WWW.WILBYCLUTCH.COM (2014) (ACCESSED: 16 OCTOBER 2017).

HTTPS://LABANTE.CO.UK/ABOUT (2017) (ACCESSED: 17 OCTOBER 2017).

BIBLIOGRAPHY

HTTPS://MATTANDNAT.COM (2017) (ACCESSED: 10 OCTOBER 2017).

HTTPS://MATTANDNAT.COM/OUR-STORY (2017) (ACCESSED: 8 OCTOBER 2017).

KLERK, A (2015) BEST VEGAN FASHION LABELS. AVAILABLE AT: HTTP://WWW.TELEGRAPH.CO.UK/FASHION/SHOPPING/BEST-VEGAN-FASHION-BRANDS-FOR-SHOES-BAGS-AND-ACCESSORIES/(ACCESSED: 30TH OCTOBER, 2017)

LABANTE_LONDON (2017) [INSTAGRAM] AVAILABLE AT: HTTPS://WWW.INSTAGRAM.COM/LABANTE_LONDON/?HL=EN (ACCESSED: 17 OCTOBER 2017).

LABANTE_LONDON (2017) [TWITTER] AVAILABLE AT: HTTPS://TWITTER.COM/LABANTE_LONDON (ACCESSED: 17 OCTOBER 2017).

LABANTELONDON (2017) [FACEBOOK] AVAILABLE AT:HTTPS://WWW.FACEBOOK.COM/LABANTELONDON. (ACCESSED: 17 OCTOBER 2017).

LLOYD, D (2016) HOW DEBORAH LLOYD BUILT KATE SPADE NEW YORK INTO A GLOBAL LIFESTYLE BRAND. AVAILABLE AT: HTTPS://FASHIONISTA.COM/2016/10/DEBORAH-LLOYD-KATE-SPADE. (ACCESSED: 13TH NOVEMBER, 2017).

MARSH, S. (2016) THE RISE OF VEGAN TEENAGERS: ‘MORE PEOPLE ARE INTO IT BECAUSE OF INSTAGRAM’ AVAILABLE AT: HTTPS://WWW.THEGUARDIAN.COM/LIFEANDSTYLE/2016/

MAY/27/THE-RISE-OF-VEGAN-TEENAGERS-MORE-PEOPLE-ARE-INTO-IT-BECAUSE-OF-INSTAGRAM. (ACCESSED: 30TH OCTOBER 2017.)

MATT_AND_NAT (2017) [INSTAGRAM] AVAILABLE AT: HTTPS://WWW.INSTAGRAM.COM/MATT_AND_NAT/?HL=EN (2017) (ACCESSED: 9 OCTOBER 2017)

MATT_AND_NAT (2017) [TWITTER] AVAILABLE AT: HTTPS://TWITTER.COM/MATT_AND_NAT (ACCESSED: 9 OCTOBER 2017)

MATTANDNATHANDBAGS (2017) [FACEBOOK] AVAILABLE AT: HTTPS://WWW.FACEBOOK.COM/MATTANDNATHANDBAGS (ACCESSED: 9 OCTOBER 2017)

MCCARTNEY, S. (2015) STELLA-MCCARTNEY-CHANGE-AGENT AVAILABLE AT: HTTPS://WWW.BUSINESSOFFASHION.COM/COMMUNITY/VOICES/DISCUSSIONS/CAN-FASHION-INDUSTRY-BECOME-SUSTAINABLE/STELLA-MCCARTNEY-CHANGE-AGENT. (ACCESSED: 18TH OCTOBER, 2017)

MEADOWS, T (2014) MEADOWS, T. (2014). HOW TO SET UP & RUN A FASHION LABEL. LONDON: LAURENCE KING PUBLISHING. P.18.

MEADOWS, T (2014) MEADOWS, T. (2014). HOW TO SET UP & RUN A FASHION LABEL. LONDON: LAURENCE KING PUBLISHING. P.45.

MEADOWS, T (2014) MEADOWS, T. (2014). HOW TO SET UP & RUN A FASHION LABEL. LONDON: LAURENCE KING PUBLISHING. P.80

MEADOWS, T (2014) MEADOWS, T. (2014). HOW TO SET UP & RUN A FASHION LABEL. LONDON: LAURENCE KING PUBLISHING. P.155

MEREDITH, A. (2013) HOW TO USE PSYCHOGRAPHICS IN YOUR MARKETING: A BEGINNER'S GUIDE. AVAILABLE AT: HTTPS://BLOG.HUBSPOT.COM/INSIDERS/MARKETING-PSYCHOGRAPHICS. (ACCESSED: 31ST OCTOBER, 2017.)

BIBLIOGRAPHY

MINTEL (2016) AVAILABLE AT:
MINTEL, (2017). HTTP://STORE.MINTEL.COM/UK-FASHION-ACCESSORIES-MARKET-REPORT (ACCESSED: 24 OCTOBER 2017).

MINTEL, 2017. AVAILABLE AT: HTTP://STORE.MINTEL.COM/FAST-FASHION-CHINA-JUNE-2016(ACCESSED: 23 OCTOBER 2017).

MINTEL, 2017. AVAILABLE AT: HTTP://STORE.MINTEL.COM/UK-FASHION-ACCESSORIES-MARKET-REPORT (ACCESSED: 25 OCTOBER 2017).

MORLEY, J.C, (2016) AVAILABLE AT: HTTPS://WWW.THEGUARDIAN.COM/FASHION/2016/FEB/21/ITS-HANDBAGS-ACCESSORY-LABELS-DO-BATTLE-AT-LONDON-FASHION-WEEK. (ACCESSED: 30TH OCTOBER, 2017.)

OSGUTHORPE, D (2016) UK CONSUMERS AND DIRECT INVESTMENT REPORT AVAILABLE AT: HTTP://STORE.MINTEL.COM/UK-CONSUMERS-AND-DIRECT-INVESTMENT-MARKET-REPORT. (ACCESSED 24TH OCTOBER, 2017.)

POLLOCK, T (2014) TOP TIPS ON STARTING UP A POP-UP SHOP. AVAILABLE AT: HTTPS://WWW.THEGUARDIAN.COM/SMALL-BUSINESS-NETWORK/2013/SEP/17/BEST-ADVICE-POP-UP-SHOPS. (ACCESSED: 3RD NOVEMBER, 2017).

QUINN, S (2016) NUMBER OF VEGANS IN BRITAIN RISES BY 360% IN 10 YEARS. AVAILABLE AT: HTTP://WWW.TELEGRAPH.CO.UK/FOOD-AND-DRINK/NEWS/NUMBER-OF-VEGANS-IN-BRITAIN-RISES-BY-360-IN-10-YEARS/ (ACCESSED: 30TH OCTOBER, 2017.)

SECOND TO OIL, FASHION AND TEXTILES IS THE MOST POLLUTING INDUSTRY IN THE WORLD. (HOW CAN THE FASHION INDUSTRY BECOME MORE SUSTAINABLE? 2015) - HOW CAN THE FASHION INDUSTRY BECOME MORE SUSTAINABLE? (2015) HTTPS://WWW.BUSINESSOFFASHION.COM/COMMUNITY/VOICES/DISCUSSIONS/CAN-FASHION-INDUSTRY-BECOME-SUSTAINABLE (ACCESSED: 25 OCTOBER 2017)

SHERMAN, L (2016) DIRECT-TO-CONSUMER LABELS SHARPEN THEIR BRANDS. AVAILABLE AT: HTTPS://WWW.BUSINESSOFFASHION.COM/ARTICLES/INTELLIGENCE/DIRECT-TO-CONSUMER-LABELS-SHARPEN-THEIR-BRANDS. (ACCESSED 24TH OCTOBER, 2017.)

SKLAR, C (2013) HOW TO USE SOCIAL MEDIA TO UNDERSTAND AND ENGAGE YOUR CUSTOMERS AVAILABLE AT: HTTPS://WWW.THEGUARDIAN.COM/MEDIA-NETWORK/MEDIA-NETWORK-BLOG/2013/MAR/13/SOCIAL-MEDIA-CUSTOMER-ENGAGEMENT. (ACCESSED: 24TH OCTOBER 2017).

SOLCA, L. (2015) THE TRUTH ABOUT HANDBAGS AVAILABLE AT: HTTPS://WWW.BUSINESSOFFASHION.COM/ARTICLES/OPINION/THE-TRUTH-ABOUT-HANDBAGS (ACCESSED: 25 OCTOBER 2017)

STELLAMCCARTNEY (2017) [FACEBOOK] AVAILABLE AT: HTTPS://WWW.FACEBOOK.COM/STELLAMCCARTNEY/ (ACCESSED: 18 OCTOBER 2017).

STELLAMCCARTNEY (2017) [INSTAGRAM] AVAILABLE AT: HTTPS://WWW.INSTAGRAM.COM/STELLAMCCARTNEY/?HL=EN (2017) (ACCESSED: 18 OCTOBER 2017).

STELLAMCCARTNEY (2017) [TWITTER] AVAILABLE AT: HTTPS://TWITTER.COM/STELLAMCCARTNEY (ACCESSED: 18 OCTOBER 2017).

THE VEGAN SOCIETY (2017) DEFINITION OF VEGANISM. AVAILABLE AT: HTTPS://WWW.VEGANSOCIETY.COM/GO-VEGAN/DEFINITION-VEGANISM. (ACCESSED: 30TH OCTOBER, 2017.)

TOMMY HILFIGER (NO DATE) AVAILABLE AT: HTTPS://WWW.BRAINYQUOTE.COM/QUOTES/QUOTES/T/TOMMYHILFI418648.HTML. (ACCESSED: 29TH OCTOBER, 2017.)

WILBYCLUTCH (2017) [TWITTER] AVAILABLE AT: HTTPS://TWITTER.COM/WILBYCLUTCH (ACCESSED: 16 OCTOBER 2017).

WILBYVEGANBAGS (2017) [INSTAGRAM] AVAILABLE AT: HTTPS://WWW.INSTAGRAM.COM/WILBYVEGANBAGS/?HL=EN (ACCESSED: 16 OCTOBER 2017).

WILBYVEGANFASHION (2017) [FACEBOOK] AVAILABLE AT: HTTPS://WWW.FACEBOOK.COM/WILBYVEGANFASHION (ACCESSED: 16 OCTOBER 2017)

ZIEBA, O. (2017) WHY VEGAN LEATHER IS ON THE RISE. AVAILABLE AT: HTTP://WWW.HUFFINGTONPOST.CO.UK/OSKAR-ZIEBA/VEGAN-LEATHER-IS-BOOMING_B_17756712.HTML (ACCESSED: 30TH OCTOBER, 2017)

IMAGE BIBLIOGRAPHY

PAGE 11

HTTPS://WWW.INSTAGRAM.COM/P/BY6EX_XHU0R/?HL=EN&TAKEN-BY=CLOBARDELL

HTTPS://WWW.INSTAGRAM.COM/P/BTIUEIWBCVD/?HL=EN&TAKEN-BY=CLOBARDELL

HTTPS://WWW.INSTAGRAM.COM/P/5CIN3_OLV7/?HL=EN&TAKEN-BY=CLOBARDELL

HTTPS://WWW.INSTAGRAM.COM/ROSIELONDONER/?HL=EN

PAGE 12

HTTPS://WWW.INSTAGRAM.COM/P/BV2DCRVNFBI/?HL=EN&TAKEN-BY=BLUEANNIEG123

HTTPS://WWW.INSTAGRAM.COM/P/BR8SV7HFCUV/?HL=EN&TAKEN-BY=BLUEANNIEG123

HTTPS://WWW.INSTAGRAM.COM/P/9GOVMDS3IT/?HL=EN&TAKEN-BY=BLUEANNIEG123

HTTPS://WWW.FACEBOOK.COM/PHOTO.PHP?FBID=10212366606498355&-SET=T.1175850497&TYPE=3&THEATER

HTTPS://WWW.INSTAGRAM.COM/ROSIELONDONER/?HL=EN

IMAGE BIBLIOGRAPHY

PAGE 15

HTTPS://MATTANDNAT.COM/

HTTPS://MATTANDNAT.COM/OUR-STORY/

HTTP://MATTANDNAT.COM/SHOP/COLLECTIONS/LOOM/BRAVE-JAM

HTTP://MATTANDNAT.COM/SHOP/COLLECTIONS/CORK/WHILEM-NATURAL

HTTP://MATTANDNAT.COM/SHOP/COLLECTIONS/VINTAGE/REITI-CHILI

HTTP://MATTANDNAT.COM/SHOP/COLLECTIONS/UNIFY-VINTAGE-COLLECTION/BLAKE-OLIVE

HTTP://MATTANDNAT.COM/SHOP/SMALL-VEGAN-GOODS/TOILETRY-BAGS/HYKE-BLACK

HTTP://MATTANDNAT.COM/SHOP/COLLECTIONS/BOOT-COLLECTION/JOLIETTE-COFFEE

HTTP://MATTANDNAT.COM/SHOP/COLLECTIONS/BELT-COLLECTION/NEIL-FEATHER-3639

PAGE 16

HTTPS://MATTANDNAT.COM/OUR-STORES/

HTTPS://MATTANDNAT.COM/PRESS/

HTTPS://MATTANDNAT.COM/BLOG/

IMAGE BIBLIOGRAPHY

PAGE 17

HTTPS://WWW.WILBYCLUTCH.COM/COLLECTIONS/TONE-TIME/PRODUCTS/NAVY-ORANGE-TONE-TIME-HANDBAG

HTTPS://WWW.WILBYCLUTCH.COM/COLLECTIONS/BAILEY-ECO-VE-GAN-SATCHEL/PRODUCTS/PINK-BAILEY-SADDLE

HTTPS://WWW.WILBYCLUTCH.COM/COLLECTIONS/DRAYTON-VEGAN-COLLEC-TION/PRODUCTS/DRAYTON-BLACK-LOOP-ZIP-TOTE

HTTPS://WWW.WILBYCLUTCH.COM/COLLECTIONS/COUNTRY-VE-GAN-BAGS%20/PRODUCTS/LARGE-RED-COUNTRY-BAG

HTTPS://WWW.WILBYCLUTCH.COM/COLLECTIONS/PRIMROSE-HILL-SET-SUS-TAINABLE-VEGAN/PRODUCTS/LEOPARD-CITIBAG

HTTPS://WWW.WILBYCLUTCH.COM/COLLECTIONS/ARDAS-AND-OROMES/PRODUCTS/OROME-TARTAN

PAGE 18

HTTPS://WWW.WILBYCLUTCH.COM/

HTTPS://WWW.WILBYCLUTCH.COM/COLLECTIONS/OUR-STORY

HTTPS://WWW.WILBYCLUTCH.COM/COLLECTIONS/PRESS

HTTPS://WWW.WILBYCLUTCH.COM/COLLECTIONS/STOCKISTS

HTTP://BLOG.WILBYCLUTCH.COM/

IMAGE BIBLIOGRAPHY

PAGE 19

HTTPS://LABANTE.CO.UK/E-SHOP/GWEN-GREY-TOTE-BAG-PRE-ORDER.HTML

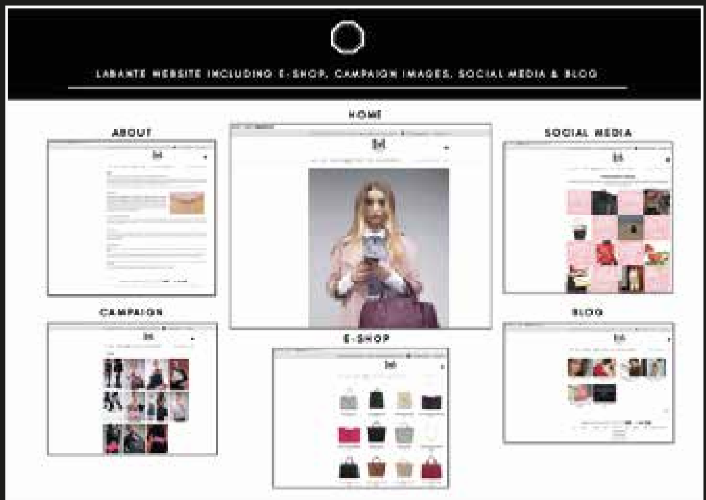
HTTPS://LABANTE.CO.UK/E-SHOP/BLACK-AGNES-BACKPACK.HTML

HTTPS://LABANTE.CO.UK/E-SHOP/ALANIS-PINK-ACROSS-BODY-BAG-PRE-ORDER.HTML

HTTPS://LABANTE.CO.UK/E-SHOP/RED-AVOCET-SHOULDER-BAG.HTML

HTTPS://LABANTE.CO.UK/E-SHOP/BARRE-CLUTCH-BAG.HTML

PAGE 20



HTTPS://LABANTE.CO.UK/

HTTPS://LABANTE.CO.UK/ABOUT

HTTPS://LABANTE.CO.UK/CAMPAIGN-PAGE

HTTPS://LABANTE.CO.UK/E-SHOP.HTML

HTTPS://LABANTE.CO.UK/BLOG

HTTPS://LABANTE.CO.UK/FASHIONWITHRESPECT

IMAGE BIBLIOGRAPHY

PAGE 21

HTTP://DENISEROOBOL.COM/WEBSHOP/ALLROUND-BAG/ALLROUND-BAG-MILK-CHOCOLATE/

HTTP://DENISEROOBOL.COM/WEBSHOP/MINI-BUCKET-BAG/MINI-BUCKET-BAG-NUDE/

HTTP://DENISEROOBOL.COM/WEBSHOP/COMFORT-BAG/COMFORT-BAG-AUBERGINE/

HTTP://DENISEROOBOL.COM/WEBSHOP/CRUISE-BAG/CRUISE-BAG-BLACK-MICRO/

HTTP://DENISEROOBOL.COM/WEBSHOP/IPAD-CLUTCH/IPAD-CLUTCH-GREY-DOT/

PAGE 22

HTTP://DENISEROOBOL.COM/

HTTP://DENISEROOBOL.COM/LOOKBOOK/

HTTP://DENISEROOBOL.COM/MEDIA/

HTTP://DENISEROOBOL.COM/BLOG/

HTTP://DENISEROOBOL.COM/STORES/

HTTP://DENISEROOBOL.COM/WEBSHOP/CATEGORIES/

IMAGE BIBLIOGRAPHY

PAGE 24

HTTPS://WWW.STELLAMCCARTNEY.COM/GB/STELLA-MCCARTNEY/SHOULDER-BAG_COD45379166DP.HTML#DEPT=MAIN_BAGS

HTTPS://WWW.STELLAMCCARTNEY.COM/GB/STELLA-MCCARTNEY/MINI-BAGS_COD45380244RA.HTML#DEPT=MAIN_BAGS

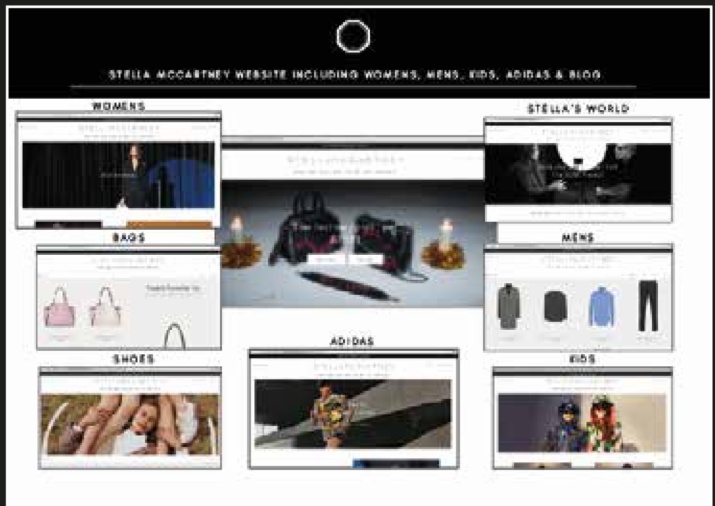
HTTPS://WWW.STELLAMCCARTNEY.COM/GB/STELLA-MCCARTNEY/SHOULDER-BAG_COD45350904GQ.HTML#DEPT=MAIN_BAGS

HTTPS://WWW.STELLAMCCARTNEY.COM/GB/STELLA-MCCARTNEY/FALABELLA-MINI-BAGS_COD45363081TR.HTML#DEPT=MAIN_BAGS

HTTPS://WWW.STELLAMCCARTNEY.COM/GB/STELLA-MCCARTNEY/FALABELLA-WALLETS_COD22000734QG.HTML#DEPT=MAIN_WALLETS

HTTPS://WWW.STELLAMCCARTNEY.COM/GB/STELLA-MCCARTNEY/TRAVEL-BAG_COD45285266LG.HTML#DEPT=MAIN_BAGS

PAGE 25



HTTPS://WWW.STELLAMCCARTNEY.COM/GB

HTTPS://WWW.STELLAMCCARTNEY.COM/GB/WOMAN_SECTION

HTTPS://WWW.STELLAMCCARTNEY.COM/GB/ONLINE/STELLA-MCCARTNEY/WOMEN/HANDBAGS

HTTPS://WWW.STELLAMCCARTNEY.COM/GB/ONLINE/STELLA-MCCARTNEY/WOMEN/SHOES

HTTPS://WWW.STELLAMCCARTNEY.COM/GB/ADIDAS_SECTION

HTTPS://WWW.STELLAMCCARTNEY.COM/GB/KIDS_SECTION

HTTPS://WWW.STELLAMCCARTNEY.COM/GB/ONLINE/STELLA-MCCARTNEY-MEN/MEN/MEN-S-READY-TO-WEAR

HTTPS://WWW.STELLAMCCARTNEY.COM/EXPERIENCE/EN/

IMAGE BIBLIOGRAPHY

PAGE 26

BUTLER, H (2017) STELLA MCCARTNEY BAG DISPLAY. LONDON. 30TH OCTOBER, 2017.

BUTLER, H (2017) STELLA MCCARTNEY BAG AND SHOE DISPLAY. LONDON. 30TH OCTOBER, 2017.

BUTLER, H (2017) STELLA MCCARTNEY SHOP FRONT. LONDON. 30TH OCTOBER, 2017.

PAGE 38

HTTP://WWW.HOTELCHOCOLAT.COM/UK

HTTP://WWW.HOTELCHOCOLAT.COM/UK/HELP/GIFTING-INFORMATION.HTML

HTTPS://WWW.JOMALONE.CO.UK/

HTTPS://WWW.JOMALONE.CO.UK/EMAIL-SIGN-UP

IMAGE BIBLIOGRAPHY

PAGE 39

HTTPS://WWW.THEEXETERDAILY.CO.UK/NEWS/BUSINESS/EMPTY-SHOPS-OR-GOLDEN-OPPORTUNITY

HTTPS://WWW.BLOGLOVIN.COM/BLOGS/SFGIRLBYBAY-779944/DIEGO-POP-UP-SHOE-SHOP-5082279813

HTTP://WWW.TEMPORARYBOX.IT/EN/POP-UP-SHOP/

HTTP://WWW.DUBLINLIVE.IE/LIFESTYLE/FASHION-AND-BEAUTY/LYNX-OPEN-POP-UP-SHOP-13274651

PAGE 41

HTTPS://WWW.INSTAGRAM.COM/ANTHROPOLOGIE/

HTTPS://WWW.INSTAGRAM.COM/BALMAIN/

HTTPS://WWW.INSTAGRAM.COM/ISATAPIA/

HTTPS://WWW.INSTAGRAM.COM/CHRISTOPHERKANE/

IMAGE BIBLIOGRAPHY

PAGE 43


INSPIRATION

THE MAIN INSPIRATION FOR THE FIRST COLLECTION WILL STEM FROM 1950'S PARISIAN CHIC. ENVISIONING BETTINA GRAZIANI, A FRENCH MODEL FROM THE 1950'S, AS A MUSE. HUTLER LOOKS TO 'THE NEW LOOK' 1947 CAROLLE LINE COLLECTION BY CHRISTIAN DIOR AS A STARTING POINT. THIS COLLECTION WAS REVOLUTIONARY IN THE WAY IN WHICH THE FEMALE BODY WAS CLOTHED AND QUICKLY BECAME AN ICONOGRAPHIC SYMBOL OF YOUTH AND BEAUTY AS WELL AS AN INDICATOR FOR A PROMISING FUTURE

"TO BE CREATIVE AND NEW, YOU NEED TO KNOW WHAT HAS HAPPENED BEFORE, AND REACT AGAINST IT" (DESIGN, 2017).

DIOR'S 1947 COLLECTION WAS ABOUT CHANGE FOR THE BETTER, AND THAT IS EXACTLY WHAT HUTLER'S VEGAN-LED COLLECTION WILL BE ABOUT. THE RESEARCH WILL HONE IN ON WHAT DROVE CHRISTIAN DIOR TO MAKE SUCH A REVOLUTIONARY COLLECTION, HIS INSPIRATION BEHIND THE LINE AND HOW THIS CAN BE USED TO INSPIRE THE FIRST COLLECTION OF HUTLER.

BUTLER, H (2017) DIOR MANNEQUINS: CHRISTIAN DIOR EXHIBITION. PARIS. 7TH OCTOBER, 2017.

BUTLER, H (2017) DIOR PROTEST: CHRISTIAN DIOR EXHIBITION. PARIS. 7TH OCTOBER, 2017.

PAGE 44

BUTLER, H (2017) DIOR DRESS CABINET: CHRISTIAN DIOR EXHIBITION. PARIS. 7TH OCTOBER, 2017.

BUTLER, H (2017) DIOR ORIGINAL SKETCH, 1947: CHRISTIAN DIOR EXHIBITION. PARIS. 7TH OCTOBER, 2017.

HTTPS://WWW.ROYALACADEMY.ORG.UK/EXHIBITION/ABSTRACT-EXPRESSIONISM.

HTTPS://WWW.INSTAGRAM.COM/P/BBQIYZ1LAYU/?HL=EN&TAKEN-BY=JULIAHENGEL

BUTLER, H (2017) JEWELLED APPLIQUE, CSM MATERIALS LIBRARY. LONDON. 21ST SEPTEMBER, 2017.

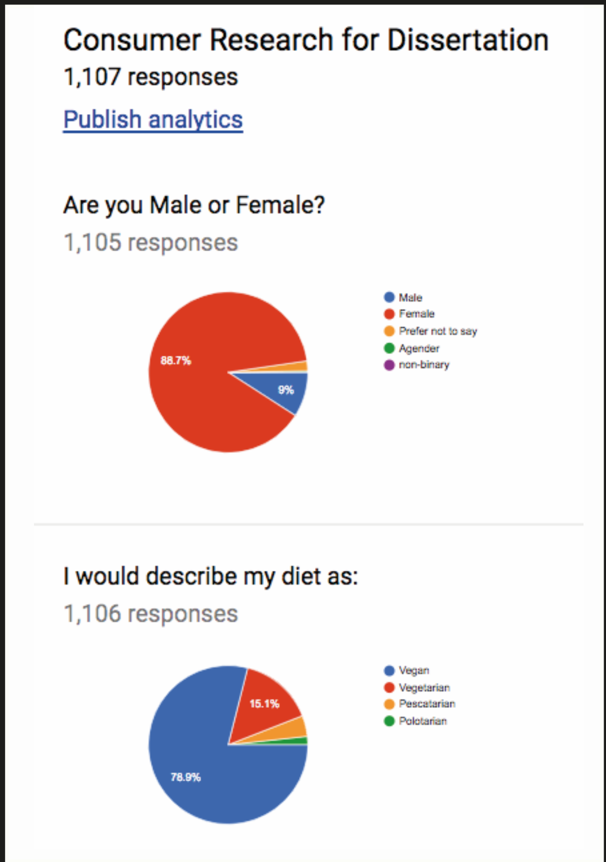
HTTPS://THE-ATLANTIC-PACIFIC.COM/

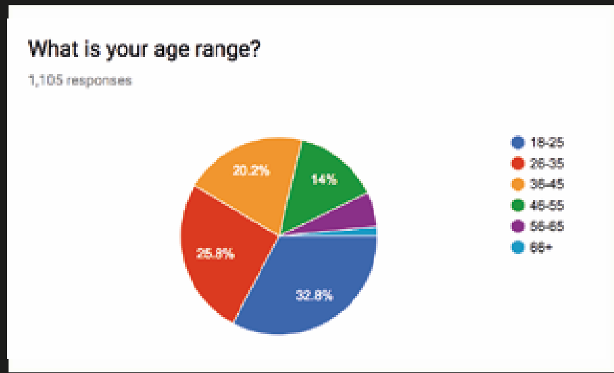
HTTP://ALICEANDSARA.TUMBLR.COM/POST/58619352391/JEANSHAR-
LOW-BETTINA-GRAZIANI-PHOTOGRAPHED-BY

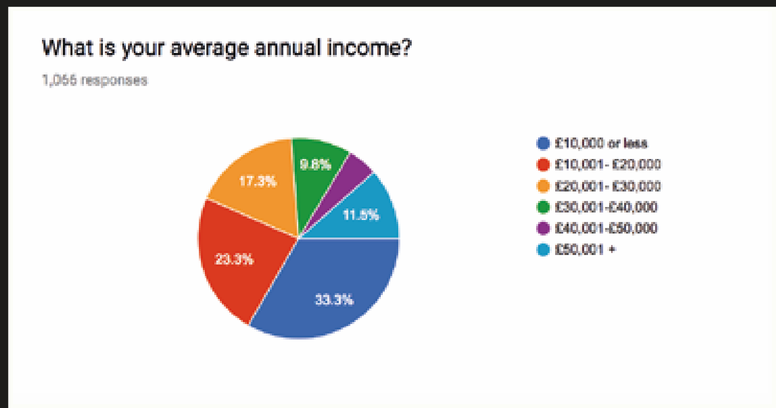
HTTPS://I.PINIMG.COM/ORIGINALS/96/F0/D7/96F0D7AF98FF92D505A10FE73E17E838.JPG

APPENDIX 1

A QUESTIONNAIRE WAS CONDUCTED IN OCTOBER 2017 BY THE FOUNDER, FOR THE PURPOSE OF THE DEMOGRAPHICS AND PSYCHOGRAPHICS OF PEOPLE WHO VOLUNTARILY AND MEDICALLY EXCLUDE MEAT FROM THEIR DIETS.THIS PRODUCED A TARGET CONSUMER TO FOCUS UPON.







APPENDIX 1

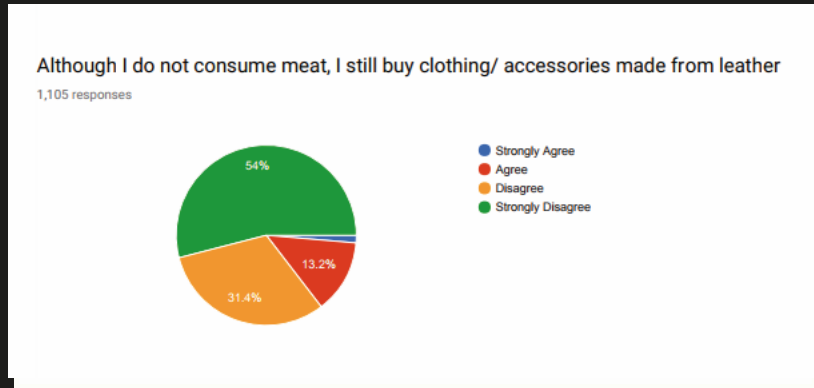
Please state your occupation

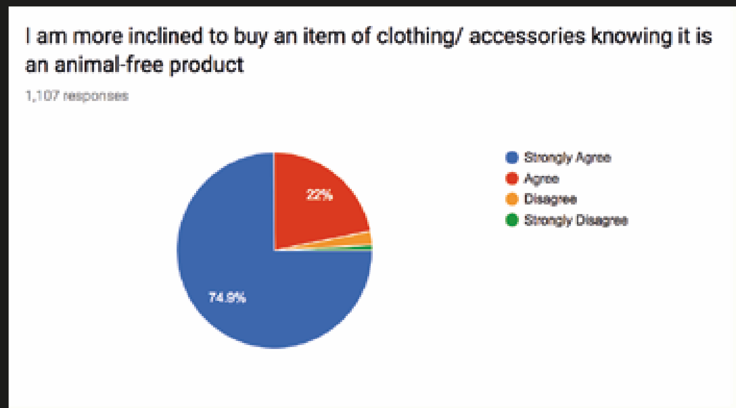
1,057 responses

Student (101)
Teacher (36)
Student (31)
student (20)
Office worker (19)
Homemaker (14)
Nurse (12)
Retired (10)
Unemployed (9)
Support worker (8)
Project manager (7)
Self employed (6)
Administrator (6)
Housewife (6)
Manager (5)
Cleaner (5)
Administration (5)
PhD student (5)
Realtor (5)
Administrator (4)
Unemployed (4)
Researcher (4)
Lawyer (4)
Social worker (4)
Retail (4)
Homemaker (4)
GIS Project Coordinator (4)
Self employed (4)
Retired (4)
Registered Nurse (4)
Web Developer (4)
Doctor (3)
Sales assistant (3)
Scientist (3)
Bartender (3)
Writer (3)
Secretary (3)

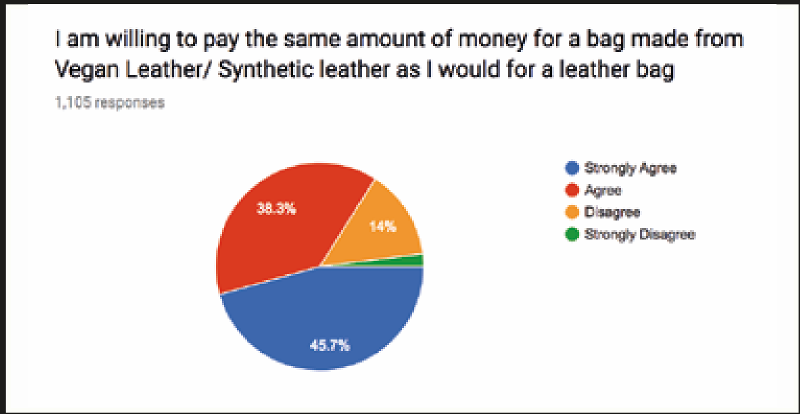
Teacher (3)
Student Nurse (3)
Retail manager (3)
Teaching assistant (3)
Dog walker (3)
Social Worker (3)
Social worker (3)
Waitress (3)
Nursery cook (3)
Auditor (2)
Veterinary nurse (2)
Carer (2)
Director (2)
Graphic Designer (2)
← Consumer Research
Musician (2)
QUEST
Mother (2)
retired (2)
Midwife (2)
unemployed (2)
Waitress (2)
Hairdresser (2)
Nurse (2)
Secretary (2)
Stay at home mom (2)
Pharmacist (2)
Editor (2)
social worker (2)
Lecturer (2)
Hospitality (2)
Health care support worker (2)
Designer (2)
Translator (2)
Shop manager (2)
Office manager (2)
Finance (2)
Professor (2)
Chef (2)
Supervisor (2)

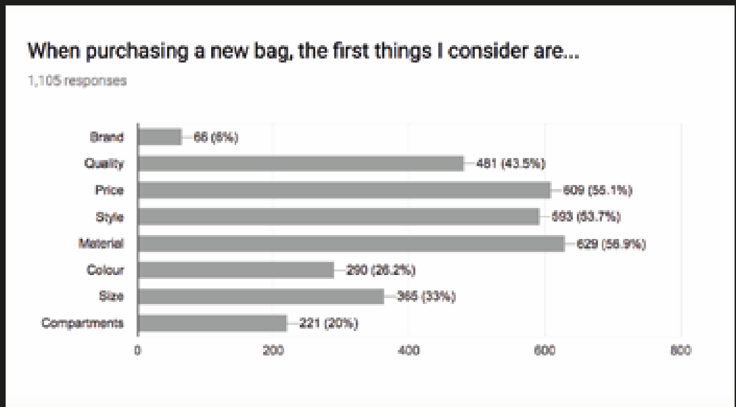
Tattoo artist (2)
CEO (2)
Account Manager (2)
Receptionist (2)
teacher (2)
Assistant Manager of a Nursery (2)
Analyst (2)
unemployed (2)
accountant (2)
Bar supervisor
Student Midwife
Pension administrator
Student.
Sales manager
Part time student, part time working
Other (548)



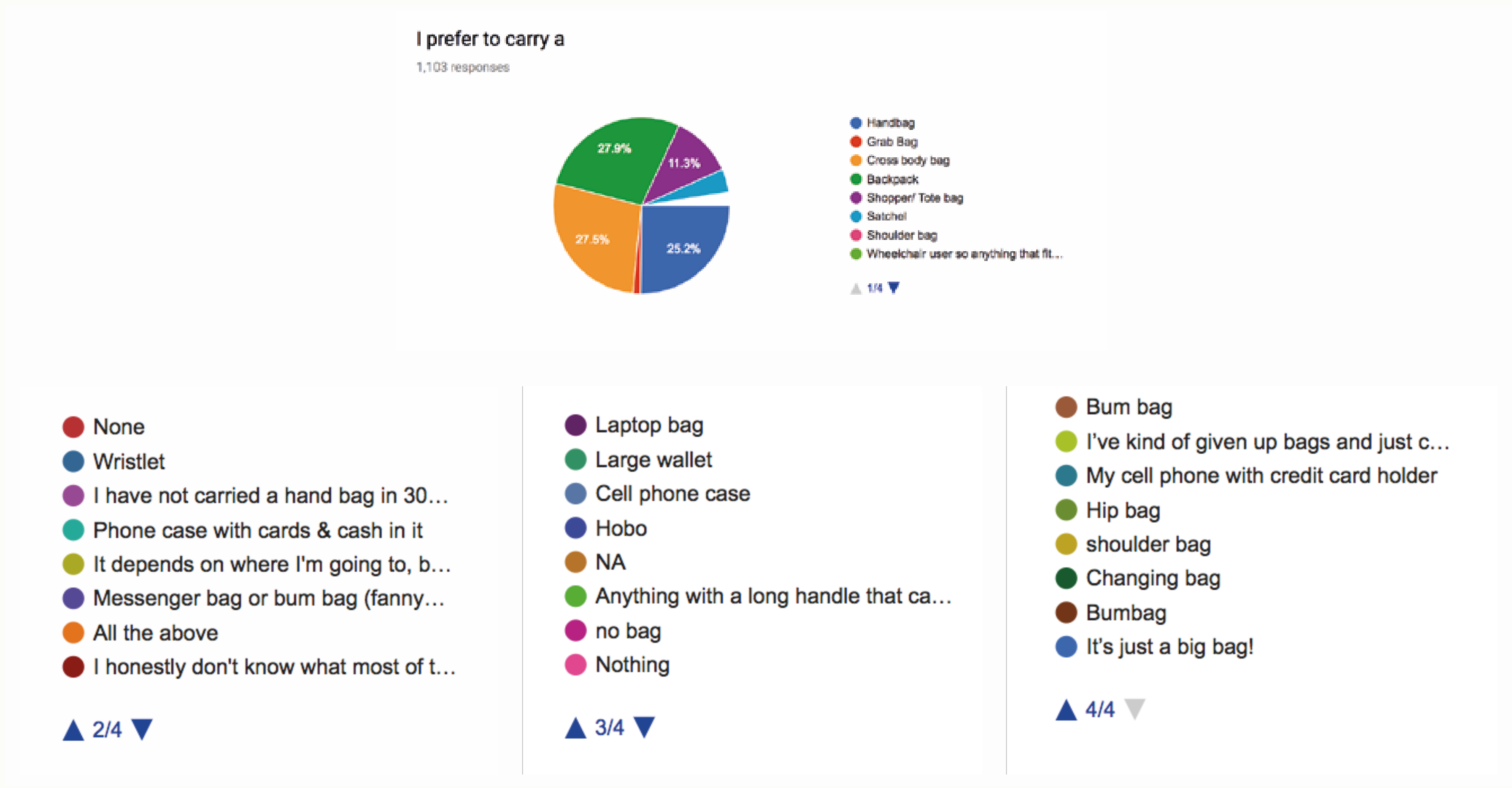


APPENDIX 1


I am willing to pay the same amount of money for a bag made from Vegan Leather/ Synthetic leather as I would for a leather bag
1,105 responses
38.3%
14%
45.7%
Strongly Agree
Agree
Disagree
Strongly Disagree

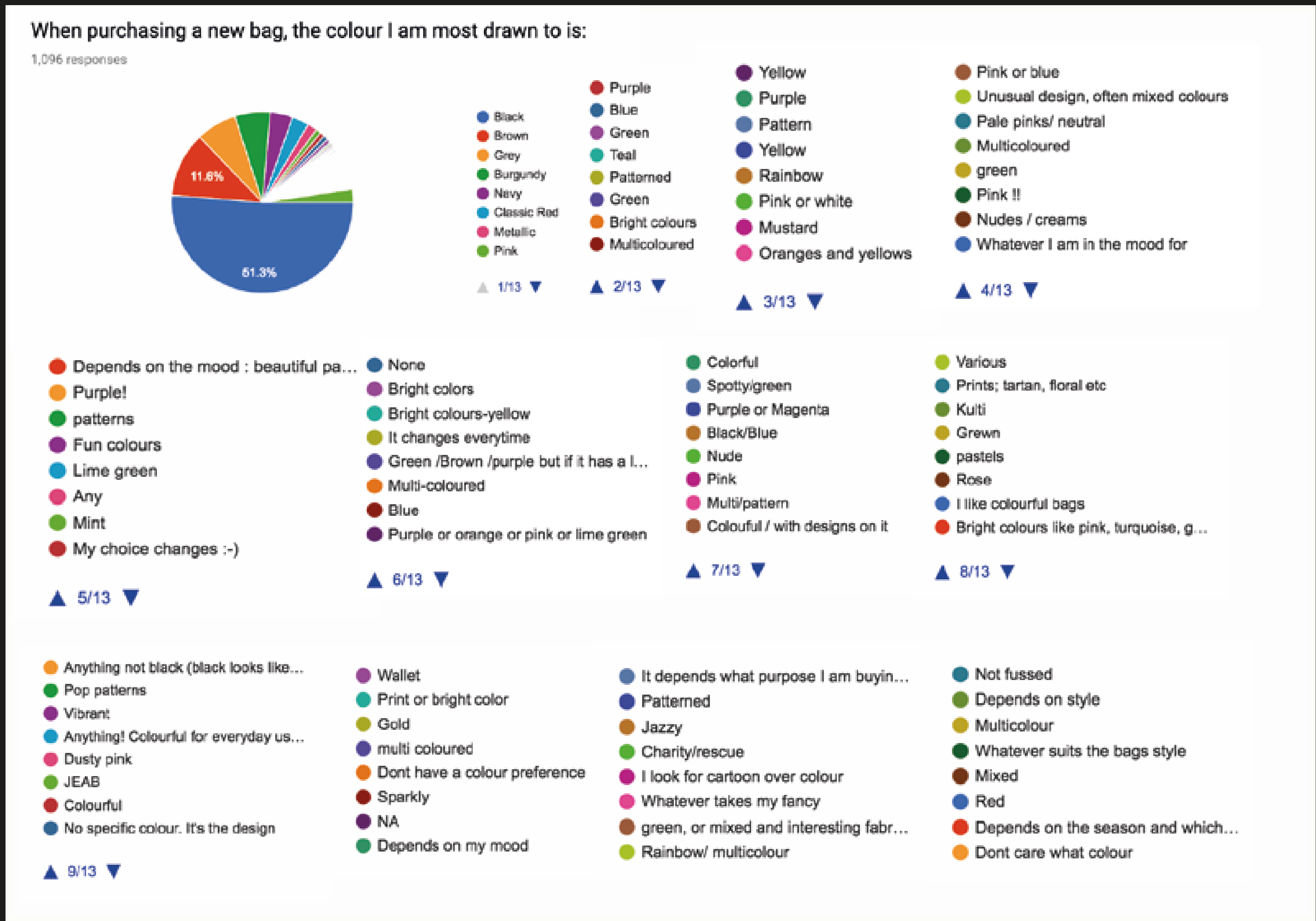

When purchasing a new bag, the first things I consider are...
1,105 responses
Brand
Quality
Price
Style
Material
Colour
Size
Compartments
66 (6%)
481 (43.5%)
609 (55.1%)
593 (53.7%)
629 (56.9%)
290 (26.2%)
365 (33%)
221 (20%)
0
200
400
600
800

APPENDIX 1

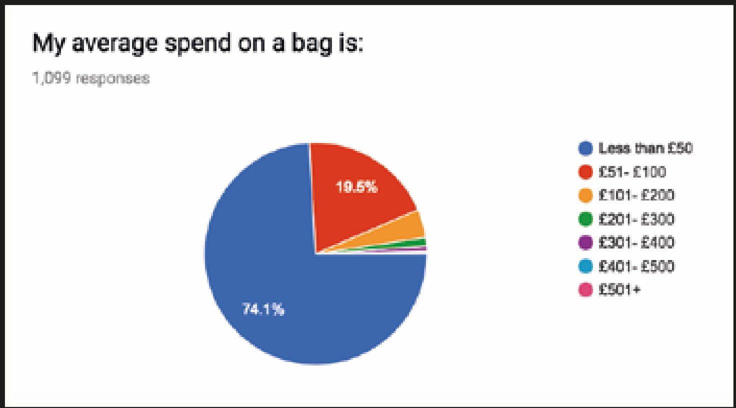


I prefer to carry a
1,103 responses
27.9%
11.3%
27.5%
25.2%
Handbag
Grab Bag
Cross body bag
Backpack
Shopper/ Tote bag
Satchel
Shoulder bag
Wheelchair user so anything that fit…
1/4
None
Wristlet
I have not carried a hand bag in 30…
Phone case with cards & cash in it
It depends on where I'm going to, b…
Messenger bag or bum bag (fanny…
All the above
I honestly don't know what most of t…
2/4
Laptop bag
Large wallet
Cell phone case
Hobo
NA
Anything with a long handle that ca…
no bag
Nothing
3/4
Bum bag
I've kind of given up bags and just c…
My cell phone with credit card holder
Hip bag
shoulder bag
Changing bag
Bumbag
It's just a big bag!
4/4

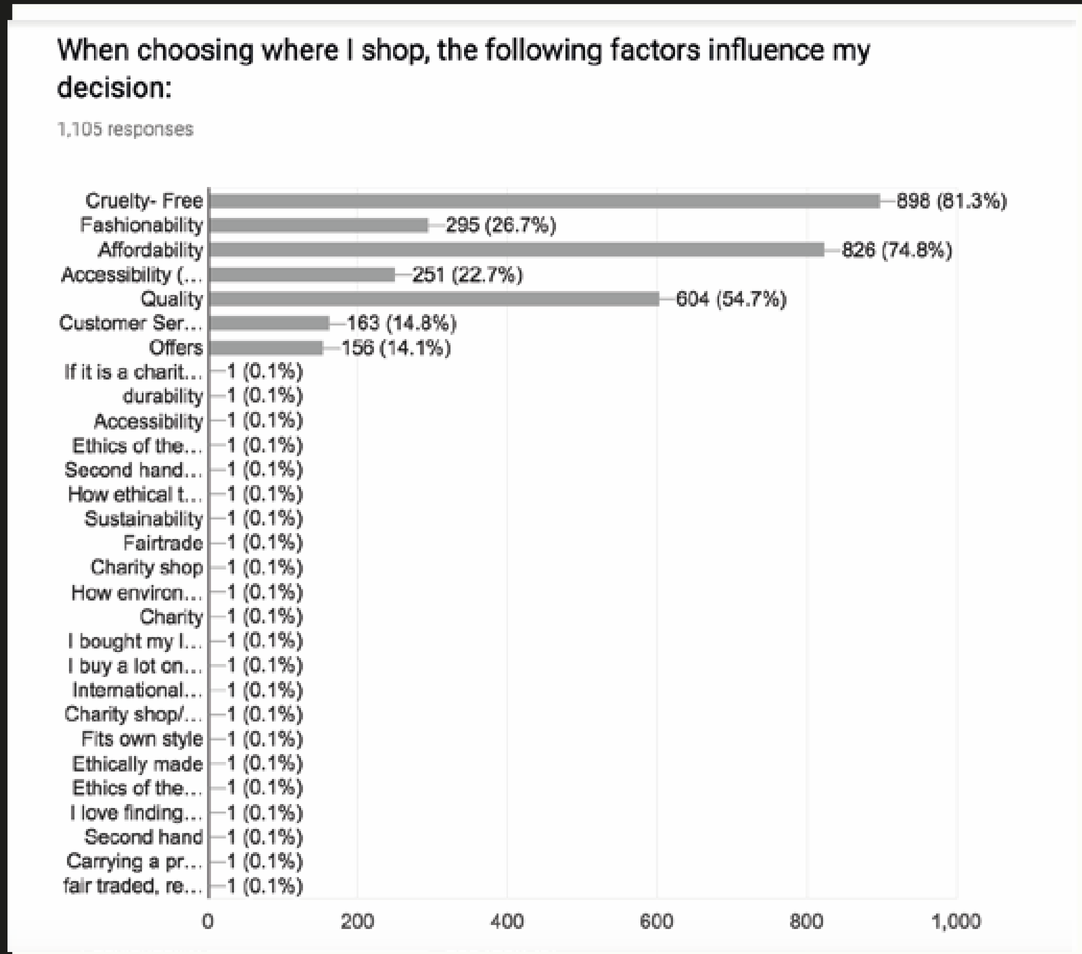
APPENDIX 1


When purchasing a new bag, the colour I am most drawn to is:
1,096 responses
11.6%
61.3%
Black
Brown
Grey
Burgundy
Navy
Classic Red
Metallic
Pink
1/13
Purple
Blue
Green
Teal
Patterned
Green
Bright colours
Multicoloured
2/13
Yellow
Purple
Pattern
Yellow
Rainbow
Pink or white
Mustard
Oranges and yellows
3/13
Pink or blue
Unusual design, often mixed colours
Pale pinks/ neutral
Multicoloured
green
Pink !!
Nudes / creams
Whatever I am in the mood for
4/13
Depends on the mood : beautiful pa...
Purple!
patterns
Fun colours
Lime green
Any
Mint
My choice changes :-)
5/13
None
Bright colors
Bright colours-yellow
It changes everytime
Green /Brown /purple but if it has a l...
Multi-coloured
Blue
Purple or orange or pink or lime green
6/13
Colorful
Spotty/green
Purple or Magenta
Black/Blue
Nude
Pink
Multi/pattern
Colouful / with designs on it
7/13
Various
Prints; tartan, floral etc
Kulti
Grewn
pastels
Rose
I like colourful bags
Bright colours like pink, turquoise, g...
8/13
Anything not black (black looks like...
Pop patterns
Vibrant
Anything! Colourful for everyday us...
Dusty pink
JEAB
Colourful
No specific colour. It's the design
9/13
Wallet
Print or bright color
Gold
multi coloured
Dont have a colour preference
Sparkly
NA
Depends on my mood
It depends what purpose I am buyin...
Patterned
Jazzy
Charity/rescue
I look for cartoon over colour
Whatever takes my fancy
green, or mixed and interesting fabr...
Rainbow/ multicolour
Not fussed
Depends on style
Multicolour
Whatever suits the bags style
Mixed
Red
Depends on the season and which...
Dont care what colour

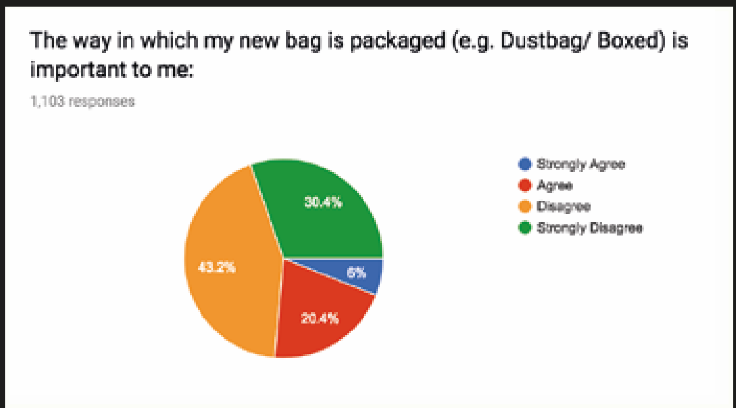
APPENDIX 1



My average spend on a bag is:
1,099 responses
19.5%
74.1%
Less than £50
£51- £100
£101- £200
£201- £300
£301- £400
£401- £500
£501+

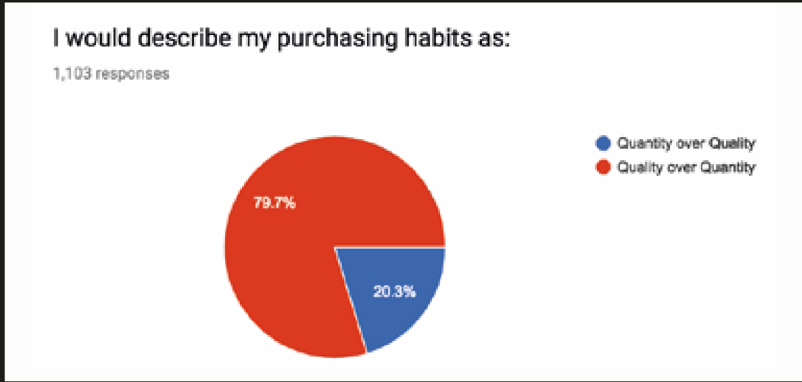


When choosing where I shop, the following factors influence my decision:
1,105 responses
Cruelty- Free 898 (81.3%)
Fashionability 295 (26.7%)
Affordability 826 (74.8%)
Accessibility (... 251 (22.7%)
Quality 604 (54.7%)
Customer Ser... 163 (14.8%)
Offers 156 (14.1%)
If it is a charit... 1 (0.1%)
durability 1 (0.1%)
Accessibility 1 (0.1%)
Ethics of the... 1 (0.1%)
Second hand... 1 (0.1%)
How ethical t... 1 (0.1%)
Sustainability 1 (0.1%)
Fairtrade 1 (0.1%)
Charity shop 1 (0.1%)
How environ... 1 (0.1%)
Charity 1 (0.1%)
I bought my l... 1 (0.1%)
I buy a lot on... 1 (0.1%)
International... 1 (0.1%)
Charity shop/... 1 (0.1%)
Fits own style 1 (0.1%)
Ethically made 1 (0.1%)
Ethics of the... 1 (0.1%)
I love finding... 1 (0.1%)
Second hand 1 (0.1%)
Carrying a pr... 1 (0.1%)
fair traded, re... 1 (0.1%)
0 200 400 600 800 1,000



The way in which my new bag is packaged (e.g. Dustbag/ Boxed) is important to me:
1,103 responses
30.4%
43.2%
6%
20.4%
Strongly Agree
Agree
Disagree
Strongly Disagree

APPENDIX 1


I would describe my purchasing habits as:
1,103 responses
Quantity over Quality
Quality over Quantity
79.7%
20.3%


I would describe my style as:
1,076 responses
34.5%
34.7%
15%
I follow fashion trends but not religi...
Classic
I follow fashion trends closely
Alternative
Comfortable
Eclectic
My own
Eclectic
1/13
Individual
Alternative
Whatever I like
I don't care about fashion
My own
Practical
I wear my own fashion
Hippy
2/13
Casual
What I like
Own
Individual
Functional
I buy what I like
Vintage
Quirky
3/13
Boho
Goth
I do my own thing
My own style
Unique
comfortable and practical
0
Gothic
4/13
I do not follow fashion trends
Mine
Slightly alternative
alternative
Do my own thing
Hippy/alternative
Boho?
I don't care about trends. More casual
5/13

APPENDIX 1

- Simple, practical, whatever I feel lik...
- Do not have a defined style
- Thrift store
- Goth-Hippy Hybrid
- Vintage
- Gothy
- I wear what I like I don't really follow...
- Myself

6/13

- Just whatever I like wearing
- I make my own clothes and have m...
- Whatever takes my fancy
- Random
- I don't follow a trend I wear what I like
- I don't follow trends. I wear what I like.
- No style! Haha!
- None - i have no style

7/13

- Individual/hippy
- Pleated skirts, tights and plain tops
- Whatever I like the look of all throw...
- Tired mom
- I have none!
- I dress functionally.
- rock metal alternative boho
- As long as it works, I don't really mind

8/13

- Unique
- what I like
- I wear whats comfortable
- Eclectic bohemian
- I wear what I like :)
- dark trousers and a shirt
- Recycled goods
- Easy

9/13

- Not a big follower of fashion.
- Stingy. I hate swapping my money f...
- None!
- I don't follow fashion at all. I like wh...
- I create fashion (:
- What i am drawn to
- I buy what I'm drawn to. I often sho...
- Hippie

10/13

- Any
- Casual and comfortable.
- Casual
- Lazy and eclectic
- Whatever squeezes over my boobs
- Personal
- I dress for me ...comfortable
- Unique and individual

11/13

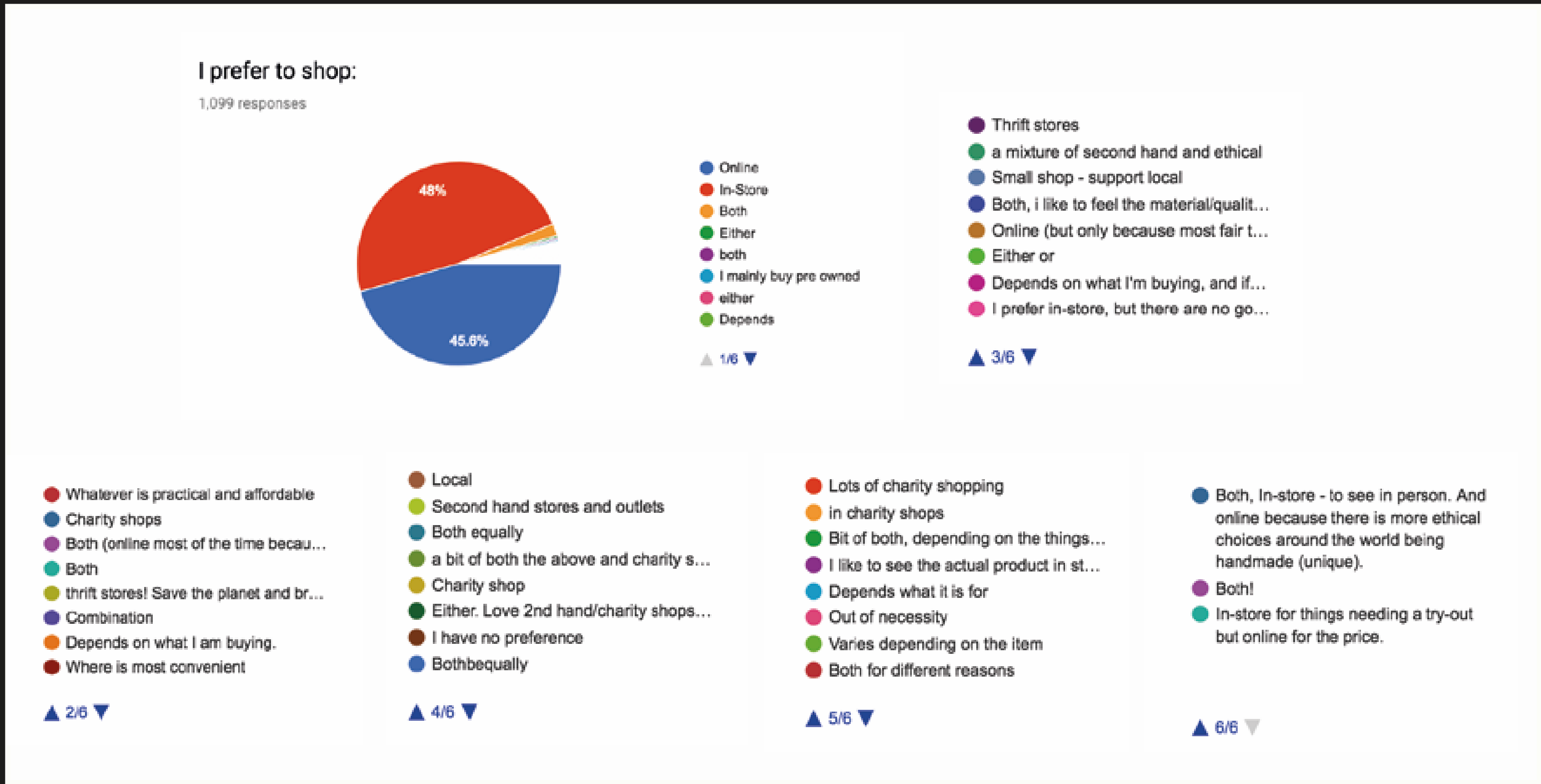
- I wear what fits me and pleases me.
- I dont follow trends, I just choose thi...
- Don't know
- What suits me
- Sporty
- I stick to things I'm interested in, not...
- Fashionable in own way
- Rarely in fashion

12/13

- Effortlessly convenient.
- Don't really care
- Following my own style
- I'm a little different than most, being trans I would say that my fashion choices are completely at odds with what is expected within what is considered acceptable or appropria...
- Other

13/13

APPENDIX 1


I prefer to shop:
1,099 responses
48%
45.6%
Online
In-Store
Both
Either
both
I mainly buy pre owned
either
Depends
1/6
Thrift stores
a mixture of second hand and ethical
Small shop - support local
Both, i like to feel the material/qualit...
Online (but only because most fair t...
Either or
Depends on what I'm buying, and if...
I prefer in-store, but there are no go...
3/6
Whatever is practical and affordable
Charity shops
Both (online most of the time becau...
Both
thrift stores! Save the planet and br...
Combination
Depends on what I am buying.
Where is most convenient
2/6
Local
Second hand stores and outlets
Both equally
a bit of both the above and charity s...
Charity shop
Either. Love 2nd hand/charity shops...
I have no preference
Bothbequally
4/6
Lots of charity shopping
in charity shops
Bit of both, depending on the things...
I like to see the actual product in st...
Depends what it is for
Out of necessity
Varies depending on the item
Both for different reasons
5/6
Both, In-store - to see in person. And online because there is more ethical choices around the world being handmade (unique).
Both!
In-store for things needing a try-out but online for the price.
6/6

APPENDIX 2

EXANE REPORT WHICH EXAMINES HOW LUXURY BAG PRICE INCREASE CREATES AN OPEN GAP FOR MORE ASPIRATIONAL LUXURY BRANDS. ALSO LOOKING AT HOW ASPIRATIONAL BRANDS CAN EXCELL.


EXANE BNP PARIBAS

CUBE

EQUITIES

EXANE BNP PARIBAS

LUXURY GOODS

The Truth about Handbags

2 MARCH 2015

WHY YOU SHOULD READ THIS REPORT

Handbags, a key driver of the luxury industry for 10 years, have become crowded. New entrants and more choice bring lower consumer loyalty and volatile brand fortunes.

We have analysed >6,000 handbags, creating 10 groups and 40 families, to get a detailed fact-based view of current competitive dynamics.

Mega-brands still dominate many shapes, but are under attack in the most functional part of their offer. We show Kors' product tactics and why its fortunes may be fleeting. We debunk the myths that mega-brands are transforming into high-end brands and that sophisticated consumers seek discretion. Distinction remains a key purchase driver, but novelty is more important. Rest on your laurels at your peril, as Prada learned. Not even Chanel's and Hermès' "evergreens" may be safe in the new handbag world.

APPENDIX 2

Executive Summary

Handbags are one of the most important categories in personal luxury goods. Leather goods and accessories have grown in the past 10 years to account for almost 30% of the global luxury market, up from 18% in 2003 (Category Dynamics). Handbags have driven most of this growth. The attractiveness of handbags lies in their: 1) importance to consumers, ready to trade down on fashion and mix & match, but willing to spend up on handbags, as they use them as "status anchors"; 2) attractive retail economics, supported by high space productivity and full price sell-through; 3) ability to stand out and support brand building.

Yet, there are dark clouds on the handbag horizon. (Handbags Category Dynamics - Clouds on the Horizon) 1) Mega-brands like Louis Vuitton and Gucci are finding it increasingly difficult to grow through retail space additions. In fact, they have indicated that their store networks are appropriately sized, at least for the moment. Prada's recent decision to curb its space expansion plans is just the latest evidence of the trend. 2) In parallel, mega-brands have increased their handbag entry price points in an attempt to reinforce perceived exclusivity and desirability. While this has reduced ubiquity, the accompanying reduction in volumes makes growth even harder. 3) Higher entry price points by mega-brands have created a wide price umbrella, to which several aspirational luxury brands have swarmed, so increasing competitive pressure from the bottom of the price pyramid; 4) At the same time, the high-end segment has become more crowded, as couture brands have branched out into accessories in the attempt to fight irrelevance, while couture fashion has shrivelled into a microscopic niche; 5) More medium-sized brands – the "challengers" – have also piled up at the mega-brand price point and 20–30% below trying to shore up their weaker apparel- or footwear-based retail economics through handbags; 6) Unsurprisingly, spoilt-for-choice consumers in an increasingly crowded handbag market are showing little loyalty and – especially in China – are swarming from one "hot" design to another, in what we describe as a "locust field effect" (Damage Assessment in Greater China).

We have drilled into these issues and studied the present handbag offer in depth. We have selected the 35 most important brands, separated them into six groups ("high-end leather specialists", "high-end couture brands", "mega-brands", "challengers", "aspirational luxury brands", "mass market brands"), collected all of their handbags available on the internet, grouped these > 6,000 handbags into 10 major shapes ("hobos", "bucket bags", "lady bags", "dome bags", "totes", "baulettos", "clutches", "small bags", "backpacks", "messenger bags") and 40 families. We have built this way a significant proprietary database, in which we have all of the relevant information on the > 6,000 handbags out there.

We have then used our proprietary database to analyse price and product strategies by player group and by product family to get a clear and fact-based picture of what is going on. *This is our attempt to stay as far away as we can from hearsay and generalities, i.e.,of the kind "logo is off, leather is on", "consumers are sophisticating", "Hermès is pure luxury" and so on, and to bring you an analysis based on facts and numbers.* This is what this book is about. The key points:

- **Appearances deceive: mega-brands are NOT moving upmarket to transform into high-end brands.** An average price of approximately EUR2,000 (significantly up in the past few years) and huge fanfare around recent expensive model launches (priced over EUR3,000) could lead one to believe that mega-brands are aiming for the top of the pricing pyramid. An analysis by price band suggests otherwise: mega-brands have raised their price points and largely relinquished the < EUR500 space, but are still predominantly focused on the EUR500–1,500 bracket.
- **Aspirational luxury: coming in from a functional angle.** Aspirational luxury brands concentrate on two handbag groups: Totes and Small bags. Totes need to carry things around. Small bags are typically bought by younger consumers (with lower budgets). In both instances, price is bound to be a more important purchase criterion than for other bags. Aspirational luxury brands deploy three product strategies: a) attempt to own a shape; b) concentrate on best sellers; c) fast follower & lower priced. We raise doubts and sound a warning on the long term sustainability of the "fast follower" strategy (= lower priced imitator) in handbags.
- **Challengers: hoping to win the lottery.** Handbags are an important element for the challengers to grow and improve their retail economics. Handbags can boost retail space productivity and facilitate the transition from wholesale to retail. Challengers are therefore trying hard to breakthrough in handbags. Creating high brand desirability at the appropriate price point, though, is all but straightforward. Challengers seem to have an ambivalent product strategy. They focus their assortment on shapes offering significant differentiation, like high-end players. At the same time, challengers carry significant assortments in more functional product groups, like aspirational brands.

Key Research Conclusions

Handbags are one of the most important categories in personal luxury goods. Leather goods and accessories have grown in the past 10 years to account for almost 30% of the global luxury market, up from 18% in 2003 (Category Dynamics). Handbags have driven most of this growth. The attractiveness of handbags lies in: 1) their importance to consumers, ready to trade down on fashion and mix & match, but willing to spend up on handbags, as they use them as "status anchors"; 2) their attractive retail economics, supported by high space productivity and full price sell-through; 3) their ability to stand out and support brand building.

Figure 1: Leather goods and accessories have grown in the past 10 years to account for almost 30% of the global luxury market, up from 18% in 2003
Personal Luxury Goods Market (EUR bn) (1994 – 2014E)

Enlarge

Source: Altagamma / Bain, Exane BNP Paribas estimates

Yet, there are dark clouds on the handbag horizon. (Handbags Category Dynamics - Clouds on the Horizon) 1) Mega-brands like Louis Vuitton and Gucci are finding it increasingly difficult to grow through retail space additions. In fact, they have indicated that their store networks are appropriately sized, at least for the moment. Prada's decision to curb its space expansion plans is just the latest evidence of the trend. 2) In parallel, mega-brands have increased their handbag entry price points in an attempt to reinforce perceived exclusivity and desirability. While this has reduced ubiquity, the accompanying reduction in volumes makes growth even harder. 3) Higher entry price points by mega-brands have created a wide price umbrella, to which several aspirational luxury brands have swarmed, so increasing competitive pressure from the bottom of the price pyramid; 4) At the same time, the high-end segment has become more crowded, as couture brands have branched out into accessories in the attempt to fight irrelevance, while couture fashion has shrivelled into a microscopic niche; 5) More medium-sized brands – the "challengers" – have also piled up at the mega-brand price point and 20–30% below trying to shore up their weaker apparel- or footwear-based retail economics through handbags; 6) Unsurprisingly, spoilt-for-choice consumers in an increasingly crowded handbag market are showing little loyalty and – especially in China – are swarming from one "hot" design to another, in what we describe as a "locust field effect" (Damage Assessment in Greater China).

Figure 2: The handbags market has become more crowded over the last ten years

Leather Goods – Market Shares (2004) Enlarge

Leather Goods – Market Shares (2013) Enlarge

Source: Exane BNP Paribas estimates

APPENDIX 2

Michael Kors and 'Aspirational Luxury'

The decision by mega-brands (LV, Gucci, Prada and Burberry) to increase their entry price points to shore up exclusivity perception has opened a huge "price umbrella" for aspirational luxury players to move under (see Handbags Category Dynamics - Clouds on the Horizon). We have analysed 10 "aspirational luxury" brands with > 2,000 handbag variants for this report, representing c.1/3 of the total sample we have studied. The ample space we have given to this group is consistent with the significant challenge they bring to the handbags category. We have covered the most important players in the field, spanning both American brands (Michael Kors, Coach, Tory Burch, Marc by Marc Jacobs) and European ones (Longchamp, Gerard Darel, Furla, Lancel, Coccinelle, See by Chloé).

Aspirational luxury brands concentrate on two handbag groups: Totes and Small bags. The two groups combined account for 51% of the handbag variants we have analysed in the "accessible luxury" segment (542 Totes and 487 Small bags). This largest combined concentration, second only to the one we found in the "mass market" segment (80%). This focus makes perfect sense.

1. ***Totes have a strong functional character, hence women are most likely to buy them on rational criteria.*** Totes need to carry things around. They are used daily - serving women going about their business. They are often heavily loaded and sometimes abused. They break. They are consumable products. Consumers, therefore, are most likely to consider practical criteria such as price and sturdiness when buying Totes. These bags are one of the best "points of attack" into the category for lower priced, new entrant "aspirational luxury" players;

2. ***Small bags are often bought by younger consumers (= with lower spending power) and cost less to make from a raw material viewpoint.*** Small bags are therefore another ideal "point of attack". Firstly, they allow brands to propose the lowest possible entry price point into the category (as these bags cost less to make). The median price of the 487 small bags we have analysed in the "aspirational luxury" segment is EUR215 - the lowest of the 10 groups. Secondly, they are the most likely to be purchased on price, given the typically younger audience with lower spending power;

Characteristically, "aspirational luxury" handbags have significantly lower prices and shallower price depth than "mega brands":

1. ***"Aspirational luxury" brands play in the entry price segment of the handbags category.*** The "aspirational luxury" handbags we have analysed have a median price of EUR290, slightly less than one-fifth that of "mega-brands". We have studied a similar number of handbags in both groups: c.2,000 from 10 "aspirational luxury" brands and 2,000 from the four "mega-brands" (Louis Vuitton, Gucci, Prada and Burberry).

2. ***The price depth of "Aspirational luxury" players is among the shallowest of all segments, indicating limited "flight of fancy" opportunities in this space.*** The median Max/Min price ratio in the "aspirational luxury" sample we have measured is c.11x. This compares to c.80x in the "mega brand" space. Only "mass market" players have a materially lower Max/Min ratio at c.4x. Michael Kors and Longchamp are the only two outliers in this group, at a ratio of 25–30x. In this light, these two brands seem to have higher franchise building ambitions vs. peers.

"Aspirational luxury" brands deploy three different product strategies, in descending order of ambition:

1. **Attempt to own a shape.** This is the case of Lancel, which concentrates more than 30% of its SKUs in the "bucket" shape. We consider this a most ambitious attempt to stand out. In fact, competition in handbags is so intense – with most brands spanning all product shapes – that few brands emerge from our analysis with a credible "ownership claim" on a specific handbag shape (LV is one, in "dome" bags). Lancel therefore seems to be punching above its weight, at least on product strategy.

2. **Concentrate on best-sellers.** This is the case of Gerard Darel, which concentrates 67% of SKUs in "24 Heures", and Longchamp, with 31% of SKUs in "Pliage". One notch lower than trying to own a shape, focusing on best-sellers is nevertheless an attempt to achieve distinction and differentiation – this time by promoting brand identification with one (or more) blockbuster products.

3. **Fast follower & lower priced.** This is the case of Michael Kors and, to a lesser extent, Tory Burch. It appears to represent the "American way" to "accessible luxury". Our analysis indicates that 73% of Kors's SKUs and 45% of Tory Burch's SKUs resemble competitor products (this compares with 20% at Longchamp, the highest among European brands on this metric). Fast following popular competitor styles goes hand in hand with offering them at a significant discount - Michael Kors, for example, is typically 4–7x less expensive than its higher priced peers when similar products are compared.

We raise doubts and sound a warning on the long-term sustainability of a "fast follower" strategy in handbags. This strategy certainly worked wonders in apparel for companies like Inditex. And indeed the price ratio of Kors to mega-brands looks similar to, for example, that of Zara to RTW in some cases. But we note two major differences:

a) product resemblance in apparel is less obvious - so one can look "chic' without necessarily appearing to be wearing a "knock off". Apparel brands are far more difficult to recognise than accessories brands bearing a visible signature and logo. Some designs, such as "la petite robe noire" have become so universal that they could be any brand;

b) handbags are typically used by consumers to "anchor" their status in mix-and-match choices that prefer lower priced apparel. A "fast follower" handbag brand seems to give up on that role. Hence, a "fast follower" strategy would appear at the very least inconsistent with attempting to coming to the market with high price depth and franchise building ambitions, as Michael Kors seems to be doing.

The decision by mega-brands (LV, Gucci, Prada and Burberry) to increase their entry price points to shore up exclusivity perception has opened a huge "price umbrella" for aspirational luxury players to move under (please see Handbags Category Dynamics - Clouds on the Horizon). We have analysed 10 "aspirational luxury" brands with > 2,000 handbag variants in this report, this represents c.1/3 of the total sample we have studied. The ample space we have given to this group is consistent with the significant challenge they bring to the handbags category. We have covered the most important players in this field, spanning both American brands (Michael Kors, Coach, Tory Burch, Marc by Marc Jacobs) as well as European ones (Longchamp, Gerard Darel, Furla, Lancel, Coccinelle, See by Chloé).

APPENDIX 3

The Vegan Society
One world. Many lives. Our choice.

Donate | Join | Members' Area

News | Go Vegan | Get Involved | Lifestyle | Business | Shop | Research News

Find out how many vegans are in Great Britain

Home » News » News » Find out how many vegans are in Great Britain

Tuesday, 17 May, 2016

There are three and half times as many vegans as there were in 2006, making it the fastest growing lifestyle movement

There are over half a million vegans in Britain - at least 1.05% of the 15 and over population* - new research commissioned by The Vegan Society in partnership with Vegan Life magazine, has found.

At least 542,000 people in Britain are now following a vegan diet and never consume any animal products including meat, fish, milk, cheese, eggs and honey. This is a whopping increase since the last estimate of 150,000 ten years ago, making veganism one of Britain's fastest growing lifestyle movements.

The study, carried out by leading researchers Ipsos MORI, surveyed almost 10,000 people aged 15 or over across England, Scotland and Wales – the biggest ever poll quantifying the vegan community.

"To have over half a million vegans in Britain is fantastic. More people than ever before are acting upon the health and environmental benefits of veganism, and finding out what really goes on in the meat and dairy industries and deciding they do not want to contribute to the pain and suffering of animals," said Jasmijn de Boo, CEO of The Vegan Society.

News

- News
- Blog
- Events
- Competitions
- Podcast
- Media
- Research

The results make encouraging reading for those who care about animals and the planet. Nearly half of vegetarians who are not vegan said they would like to reduce their consumption of dietary animal products. This equates to 521,000 people across Britain, meaning there could soon be in excess of one million vegans in total.

The movement is being driven by young people making more ethical and compassionate choices – close to half of all vegans are in the 15-34 age category (42%) compared to just 14% who are over 65 – evidence to support even greater growth in the future.

The study also found that 3.25% of the population, around 1.68 million people, are either vegetarian or vegan. More than 860,000 of all vegetarians and vegans also avoid all non-dietary animal products such as leather and wool.

The vast majority of vegans live in urban or suburban areas (88%) compared with rural areas (12%) and this is reflected in London, where 22% of all vegans in Britain live – more than any other region. Significantly, almost twice as many vegans identify as female (63%) than male (37%).

Vegan Life magazine publishing director Keith Coomber said: "The public perception of veganism is changing fast. It's no longer an extreme lifestyle, it's easy and accessible - you can walk into any supermarket and be greeted by a huge range of dairy-free milks and many more other vegan-friendly products.

"As consumers become more savvy about the reality of the farming industry, and the health implications of meat and dairy products, this boom will only continue."

De Boo added: "The reasons behind the rise of veganism are numerous: the positive portrayal in the media has contributed to its changing image; documentaries on the shocking realities and consequences of animal agriculture have gained prominence; delicious-looking vegan recipes have multiplied online and on social media as society becomes increasingly health-conscious; and top vegan athletes keep proving that you can be fit and healthy on a plant-based diet.

"Going vegan is the best thing any individual can do for the animals, the planet and your health. What are you waiting for?"

*There are 51 million people in England, Scotland and Wales aged 15 and over.

You can try going vegan with the 30 Day Vegan Pledge. Sign up for free here and receive daily emails of advice, info and lots of great recipes.

CRITICAL PATH

	OCT			NOV				
	1	2	3	4	5	6	7	8
CONCEPT: INSPIRATION & RESEARCH								
MARKET RESEARCH								
CONSUMER RESEARCH								
QUESTIONNAIRE								
COMPETITOR RESEARCH								
BRAND DEVELOPMENT:ETHOS&VALUE								
SWOT ANALYSIS								
SUPPLY CHAIN RESEARCH								
THEME RESEARCH								
INITIAL DESIGNS								
DESIGN DEVELOPMENT								
MATERIAL EXPERIMENTATION								
REPORT FIRST DRAFT								
REPORT FINAL DRAFT								
LAYOUT & REFERENCING								
HAND- IN								