



DESIGN RATIONALE

SELECTED BRAND: PYER MOSS

THEME: JUNZI

FASHION DESIGN AND DEVELOPMENT

GROUP B

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WORD COUNT: 1380



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1. INTRODUCTION

Pyer Moss is one of the fastest growing fashion brands now. It is famous for its political and educational design styles, also the bold colors and silhouettes. Pyer Moss uses fashion as a tool to reveal the problems of social justice. "It is founded in 2013 by Kerby Jean-Raymond. Jean-Raymond describes the brand as an 'art project' or 'a timely social experiment' at times. Pyer Moss aims to use its voice and platform to challenge social narratives and evoke dialogue. (pyermoss.com)" To express the theme and educational meaning behind every collection, Pyer Moss has a lot of print and symbolic silhouettes on the clothes. And it uses "fashion film, music everything to drive whatever message home that we feel is important. (HYPEBEAST,2019)"

In order to help Pyer Moss design better products for the existing consumers and also attract future consumers, this report is going to research and analyze the existing and future market of Pyer Moss, and the competitors in the market. In addition, the report is going to cover the values, ethos and unique selling point of this brand. Meanwhile, this report explains the design propositions of this collection to respond to the critical issues of social concerns, and how this collection follows the value and ethos of the brand to keep the existing customers as well as bring new ideas for the future customers.

Aiming to analyze the brand research and market research in detail, this report is going to use several methods such as SWOT analysis, market positioning maps, and consumer boards.

2. CONCEPT

2.1 Ethos/value

Pyer Moss is a very unique brand as it has a strong identity and theme behind every collection. The value of the brand is to "challenge social narratives and evoke dialogue. (pyermoss.com)" In order to achieve that, in every collection and runway Pyer Moss combines storytelling, activism, debate, theatre, and social commentary; it also uses collaboration with artists and brands as a medium to promote the dialogue around seasonal themes.

2.2 Range

To continue the ethos and values of the brand. This collection is continuing the focus on the critical issues arising around the world. However, this collection is a bit different from the previous collection that mainly concentrates on the black cultures and stories, instead, it is inspired by Chinese culture and critical issues around the Chinese community, which will help Pyer Moss to attract new consumer groups of the emerging Asian market.

This collection responds to the increasing number of racism cases against Chinese for the outbreak of pandemic around the world. The people's racist actions are often caused by a lack of understanding and respect to others' cultures. To raise the attention and debate on this situation, this collection uses Chinese culture as the inspiration.

The name of this collection is JunZi (君子), which is a form of address to the noble people in Chinese traditional culture. Since ancient times, Chinese people have adopted four types of plants to describe the spirits of JunZi, which are plum flowers, orchids, bamboo, and chrysanthemum, corresponding to the characteristics of uprightness, purity, humility, and perseverance against harsh conditions. Hence, in this collection, these plants are used as the main design elements aiming to introduce Chinese people's spirit and respond to the conversation around the racist actions happening at the moment.

In order to combine Chinese culture and the Pyer Moss style, there are also a lot of details on the designs that are inspired by Chinese traditional culture. Such as the patched pocket on the white coat, its opening is toward the opposite side, so the right-side pocket is for the left hand to put things on it. This is because in ancient China, people used to do it that way. Besides, the sleeve opening for the hoodie, which is bigger than usual, and the overlapping collar for the coat are both inspired by Chinese traditional clothes.

Moreover, as Pyer Moss is a freeway brand, the collection is not strict to street wear only but of various design range. It includes casual wear like t-shirt and hoodie as well as more formal types of clothes like coat, jacket, and dress.

2.3 Unique selling point

The major unique selling point of Pyer Moss is pretty obvious - the storytelling and dialogue with the clothes allow wearers to express their identity as well as their personal attitudes. That is the reason why the Vice-President Kamala Harris wore Pyer Moss at Covid-19 memorial. As the DAZED magazine reported "the vice president-elect fully aware of the power of fashion and the messages clothing can send. (Emma, 2021)"

3. MARKET

3.1 MARKET RESEARCH (SWOT)

To better analysis the situation of Pyer Moss, it is important to use SWOT to gain better understanding about the strength and weakness of the brand. Also, the opportunities and threats that it faces.

STRENGTHS: <ul style="list-style-type: none">-loyalty consumer based (black community)-strong identity-unique theme beyond the collection-various price ranges and products that can attract a bigger range of consumers-have women's and men's wears collection	WEAKNESS: <ul style="list-style-type: none">-Pyer Moss does not have a set season for new collections and the design period can be quite long so it may lose some consumers during that period-It only produced limited amount of garments which caused the production cost of every garment is higher than the large-scale production brand-topic of the design only focus on the black culture so far
OPPERTUNITIES: <ul style="list-style-type: none">-The black live matter activities-Kamala Harris wore Pyer Moss in COVID-19 memorial	THREATS: <ul style="list-style-type: none">-more and more similar brands exist- the covid-19 caused Pyer Moss cannot hold physical runway or showroom

3.1 Consumer & target market

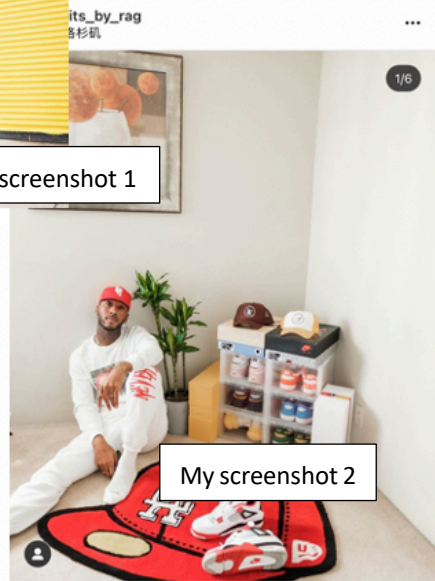
After research, the consumer and target market are shown on the consumer board. Which include the primary consumers that already bought Pyer Moss several times and have loyalty to the Pyer Moss brand. The secondary consumer group are people that bought Pyer Moss already and in time become primary consumers. Future consumers are the group that you want to sell to in the future. (Eve, 2021)

For Pyer Moss, the Primary and Secondary consumers are mainly the people that feel with the black cultures and the critical issues about the black community. And the future consumers in the collection are focused on the Chinese community that also face the racism problems that happening around the world and have strong culture background.

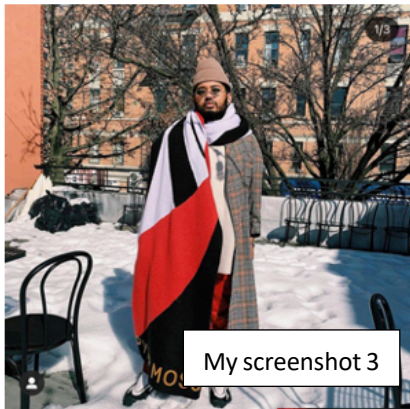


Primary customer:
 Age: 28-32
 Location: USA
 Occupation: photographer, stylist
 Interests: shoes, sportswear, cars,
 photo shooting

My screenshot 1



My screenshot 2



My screenshot 3

Primary customer:
 Age: 28-32
 Occupation: musician, artist
 Location: USA
 Interests: shoes, fashion, music, photo
 shooting, food, traveling, wine



My screenshot 6



My screenshot 4

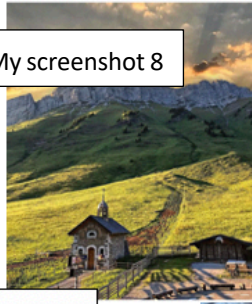


My screenshot 5



My screenshot 7

My screenshot 8

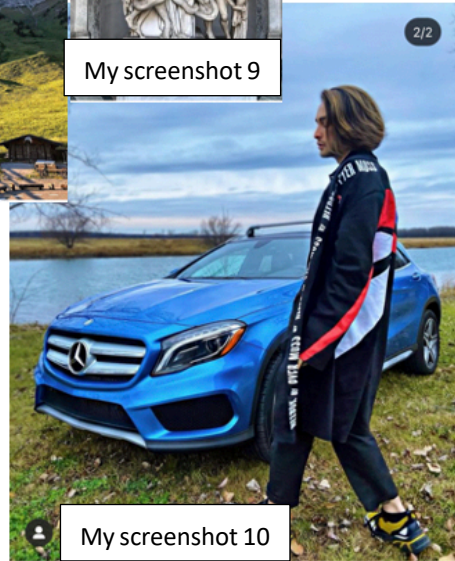


My screenshot 9



Secondary customer:
Age: 20-25
Occupation: Fashion Makeup artist, student
Location: Canada
Interest: food, traveling, photo shooting, fashion, art

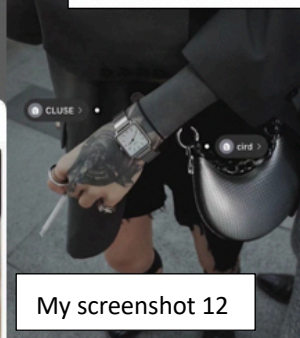
My screenshot 10



My screenshot 11

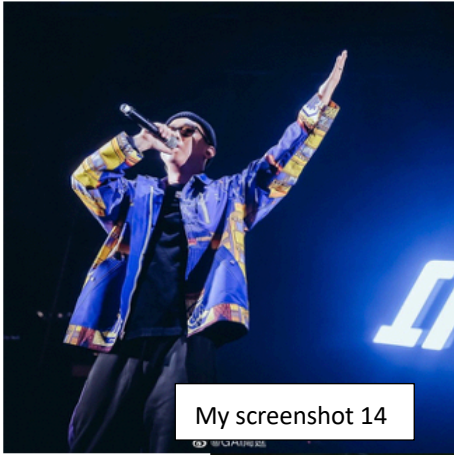
Secondary customer:
Age: 20-25
Occupation: Blogger
Location: China
Interest: photo shooting, fashion, art

My screenshot 12



My screenshot 13





My screenshot 14

Future customer:
Age: 20-35
Occupation: Rap Singer
Location: China
Interest: Fashion, Sports, Music

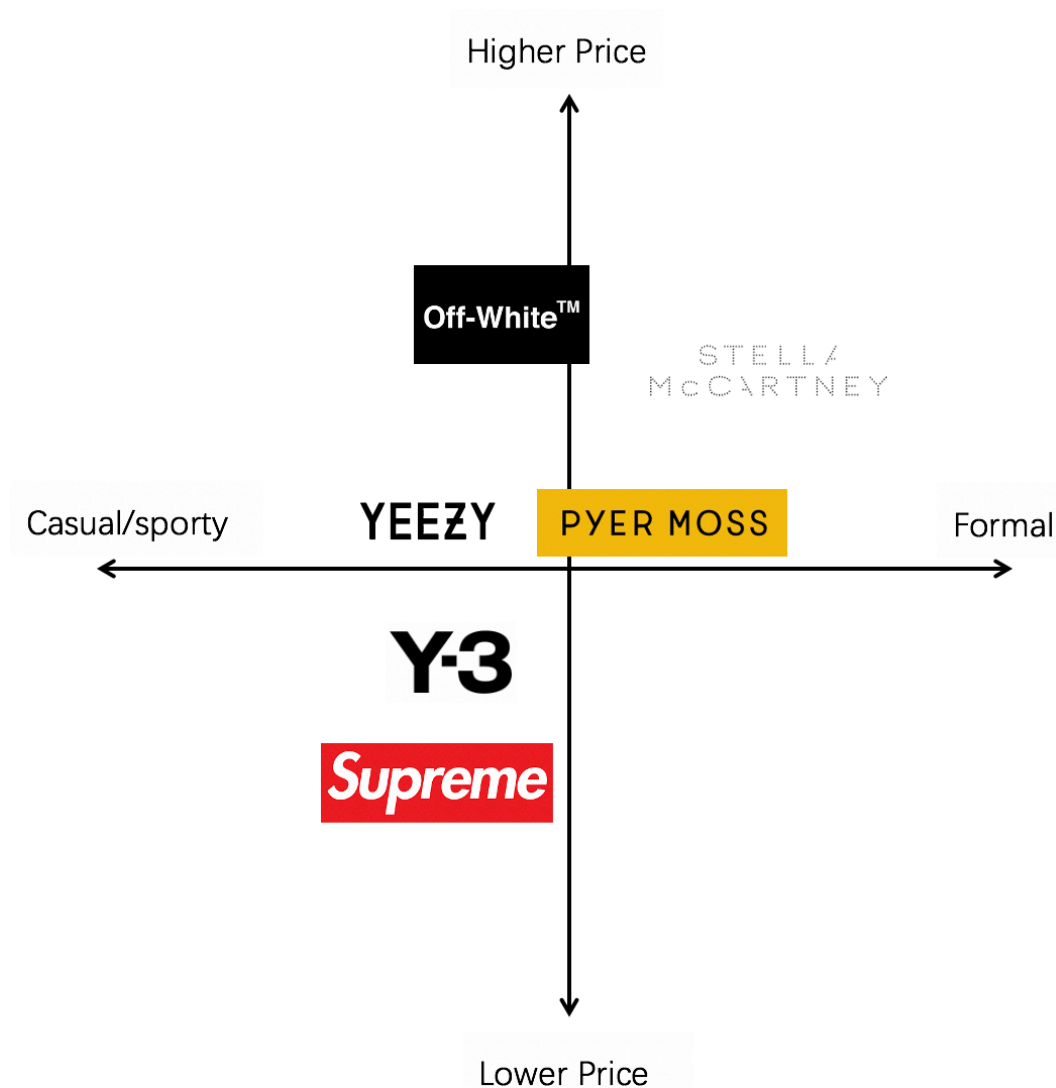


My screenshot 15

4. COMPETITORS

Even Pyer Moss does not only focus on the streetwear but also have sportswear and luxury fashion. There are still some brands that may affect Pyer Moss such as supreme, Y-3, yeezy, off-white and Stella McCartney. Most of the competitors for Pyer Moss are focus on sportswear and streetwear, because the Pyer Moss collection are mainly streetwear.

The market position map below shows the prices and styles positions of Pyer Moss and its competitors for better understandings.



5. CONCLUSION

All in all, Pyer Moss is a rising star in the Fashion world that have designs with strong political and social concerns. It takes people to the new field the using fashion to speak up and debates for the injustice and critical issues, it also uses fashion and runway as a tool to educate people.

To take Pyer Moss further in the Fashion world, it is important to understand the market position, competitors and target consumers by analysis the SWOT, market position map and consumer boards. By uses these methods it is clear that Pyer Moss need to expand the focus points to more cultures and communities and continue focus on the storytelling ability in the future. Starting from this collection, by introducing Chinese culture to expand the consumer groups and topics of Pyer Moss.

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