

MARKS &  
SPENCER

LONDON  
REBRANDING

**TITLE: REBRANDING MARKS & SPENCER: STYLE WITH PURPOSE**

**SUBTITLE: AN INTEGRATED MARKETING & BRANDING STRATEGY**

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## ABOUT THE BRAND

FOUNDED: 1884, LEEDS, UK

CORE VALUES: QUALITY, TRUST, SUSTAINABILITY, INNOVATION

TARGET AUDIENCE: MIDDLE AND UPPER-MIDDLE-CLASS FAMILIES & PROFESSIONALS, PRIMARILY AGED 30+

CURRENT PERCEPTION: RELIABLE AND TRUSTED, BUT SEEN AS OUTDATED IN FASHION

\*KEY STRENGTHS: WOMEN'S WEAR, LINGERIE COLLECTIONS, AND LINEN LINE

PAST INITIATIVES: LAUNCHED 'MARKS & SPENCER HOME'—DISCONTINUED DUE TO POOR PERFORMANCE

CHALLENGES: DECLINE IN COSMETICS SALES AFTER MOVING PRODUCTION FROM THE U.S. TO CHINA

# Brand aesthetic





## MARKET AND MORE

### MARKET ANALYSIS –

Political: Brexit and UK trade laws impact logistics and cross-border supply chain  
Economic: Cost-of-living crisis shifts consumers toward more affordable fashion alternatives like H&M and Levi's (especially in India)  
Social: Rising demand for ethical fashion, diversity, and improved comfort in clothing  
Technological: Growth of AI in retail (smart fitting rooms, predictive shopping), rise in digital commerce  
Environmental: Increasing pressure on brands to adopt sustainable sourcing and reduce carbon footprint  
Legal: Need for compliance with UK and EU labor and sourcing regulations

# SWOT ANALYSIS

## SWOT Analysis

S	Strengths
	<p>Legacy brand with high trust value</p> <ul style="list-style-type: none"><li>Strong performance in women's wear, lingerie, and linen categories</li></ul>
W	Weaknesses
	<ul style="list-style-type: none"><li>Perceived as outdated in fashion, especially for younger consumers</li><li>Quality concerns — “poky” and uncomfortable fabrics due to production in Bangladesh and Cambodia</li><li>Cosmetics sales declined after shifting production to China</li><li>Unsuccessful ventures like “M&amp;S Home”</li></ul>
O	Opportunities
	<ul style="list-style-type: none"><li>Youth market potential through updated style, comfort, and trend alignment</li><li>Strengthening digital and social</li></ul>
T	Threats
	<ul style="list-style-type: none"><li>Intense competition from fast fashion brands like H&amp;M, Zara, and Levi's</li><li>Disruption by e-commerce-</li></ul>

### STRENGTHS:

Legacy brand with high trust value

Strong performance in women's wear, lingerie, and linen categories

### WEAKNESSES:

Perceived as outdated in fashion, especially for younger consumers

Quality concerns—“poky” and uncomfortable fabrics due to production in Bangladesh and Cambodia

Cosmetics sales declined due to lower quality after shifting production to China

Unsuccessful ventures like ‘M&S Home’

### OPPORTUNITIES:

Youth market potential through updated style, comfort, and trend alignment

Strengthening digital and social media outreach

Improving quality by relocating manufacturing to India

### THREATS:

Intense competition from fast fashion brands like H&M, Zara, and Levi's

Disruption by e-commerce-native fashion brands

# STP Analysis

Segmentation: Adults aged 30–60; brand-loyal, value-conscious consumers

Targeting: Urban professionals and families seeking a balance of trust, quality, and modernity

Positioning: A British heritage brand, known for trusted quality and now evolving toward stylish, comfortable fashion made with purpose





## ABOUT THE PRODUCT AND PRICING

# Product & Pricing Overview

## Core Categories:

- Menswear
- Womenswear
- Lingerie

## Product Highlights:

Signature strength in lingerie, women's collections, and linen wear

Men's denim starting from ₹3,000—more affordable than Levi's, while maintaining premium appeal

Product lines include Autograph (luxury), GoodMove (athleisure), and sustainable cotton innovations

Made in Bangladesh majorly

Fabrics being upgraded for better comfort by shifting manufacturing to India

## Pricing Strategy:

Mid-range to premium, with an emphasis on value-for-quality positioning

# Collection Analysis



SIZE ISSUE

FABRIC QUALITY



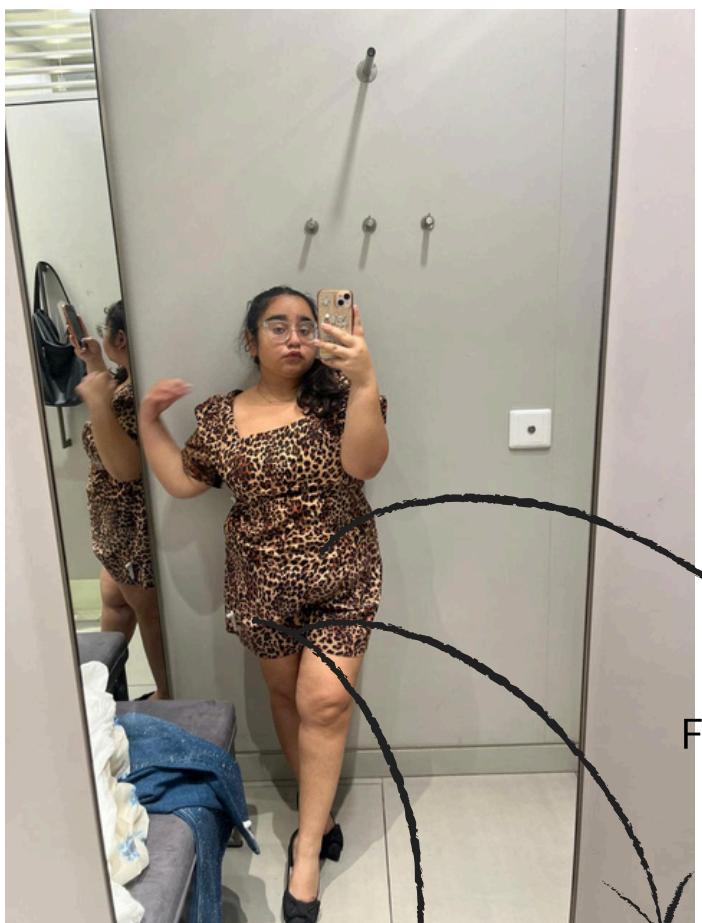
STRAPS WERE A ISSUE

POOR FITTING



GOOF QUALITY DENIM

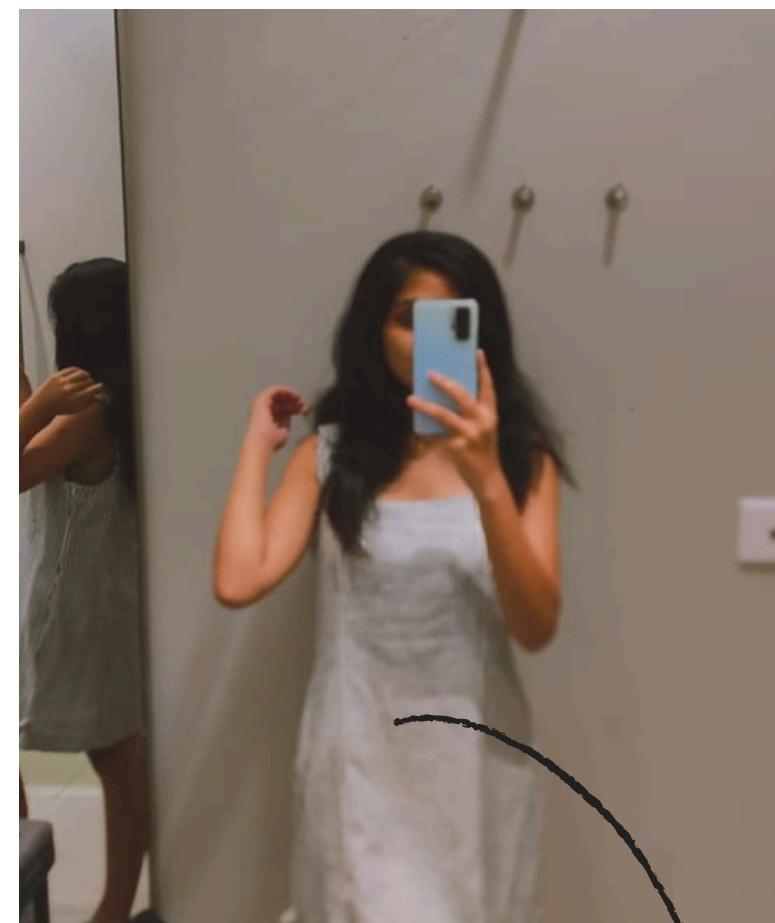
# Collection Analysis



FITTING LIKE A NIGHT WEAR

POOR FITTING

BAD QUALITY FABRIC



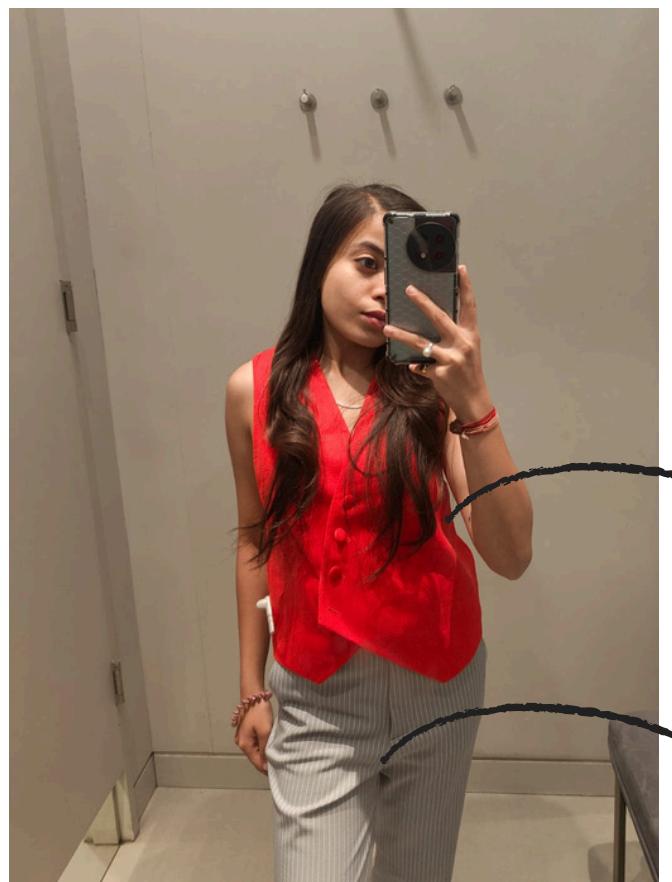
ROUGH FABRIC



LOOSE FITTING

POOR CONSTRUCTION

# Collection Analysis



ITCHY FABRIC  
ILL FITTED

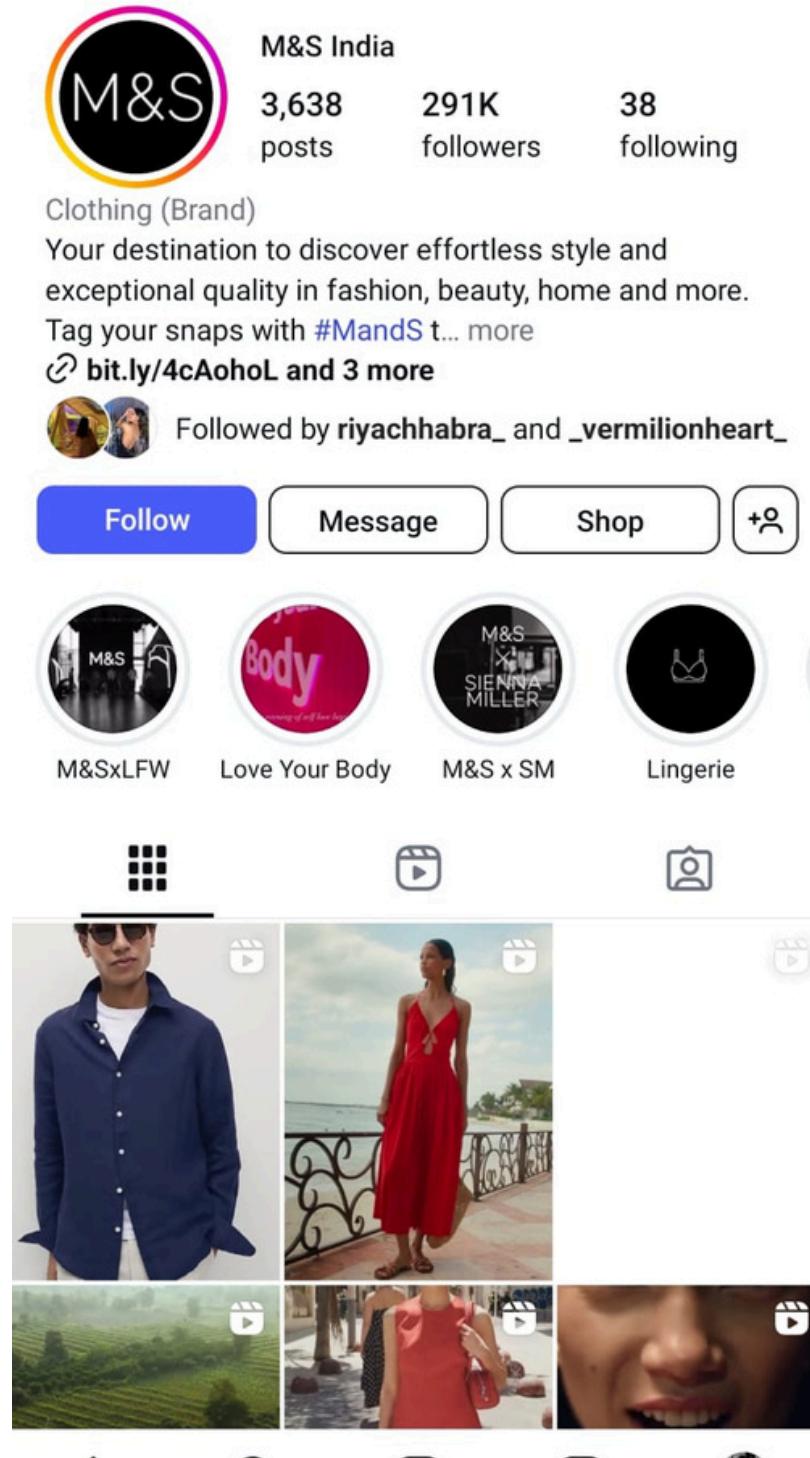


FIT COULD BE BETTER  
GOOD QUALITY LININ



ILL FITTING

# BRAND & APPROACHES



## PLACEMENT & PROMOTION AUDIT

### Placement Channels:

- Exclusive M&S retail stores
- Official website and mobile app
- Select franchise outlets

### Current Promotions:

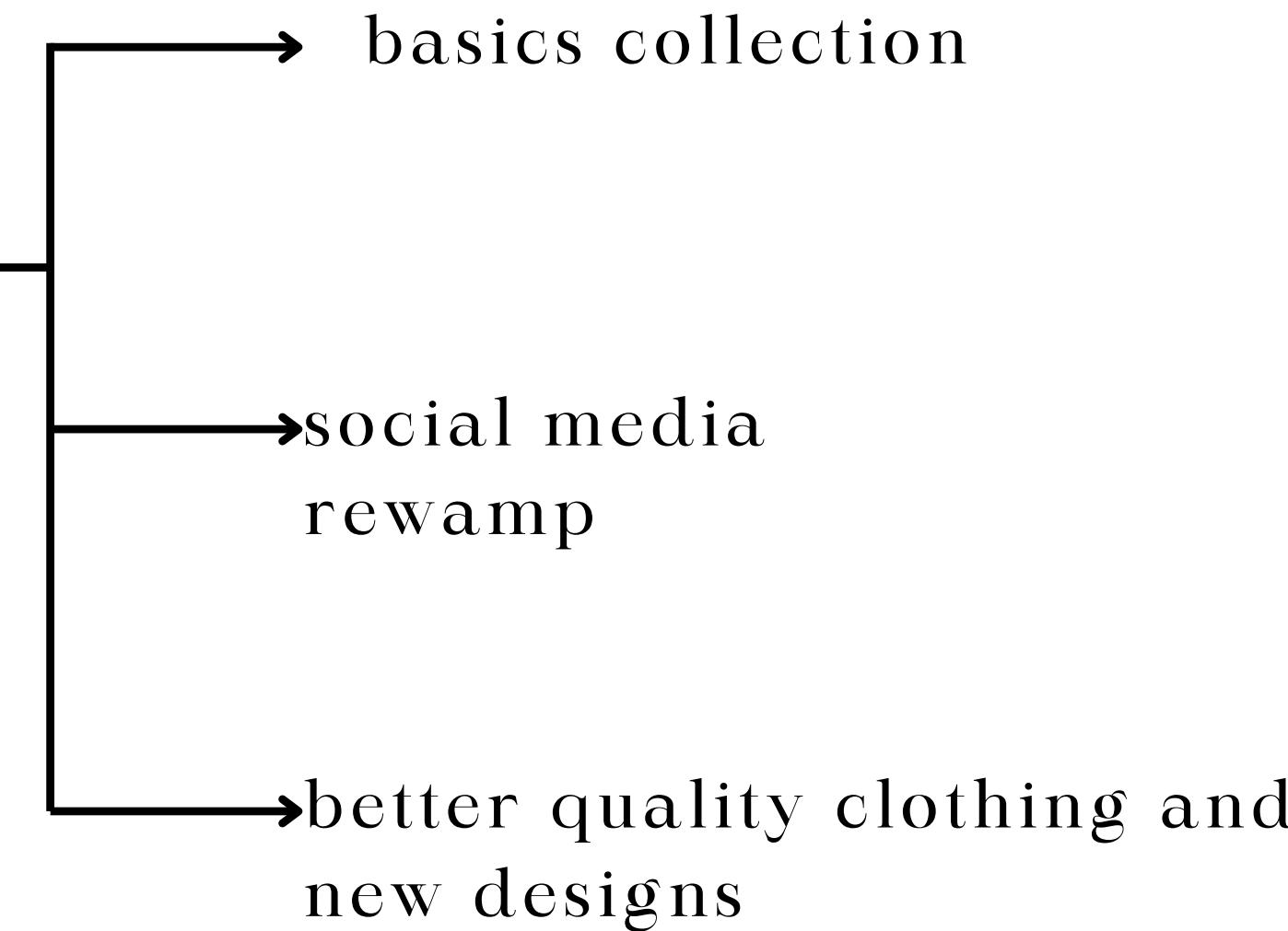
- Email marketing
- traditional advertising (print & broadcast)

### Gaps & Opportunities:

- Low engagement with Gen Z audiences
- Minimal use of TikTok, YouTube, influencer partnerships, and digital storytelling
- Current collection updated on socials but not going viral
- Styling and color palette heavily based on a 30+ demographic—needs refresh to appeal to younger audiences

# **BRAND REWAMP**

STEPS TO BE  
TAKEN



# REBRANDING



Marks and Spencer's  
MANUFACTURED COLLECTION  
MANUFACTURING IN INDIA  
BASICS & BOARD GEN Z



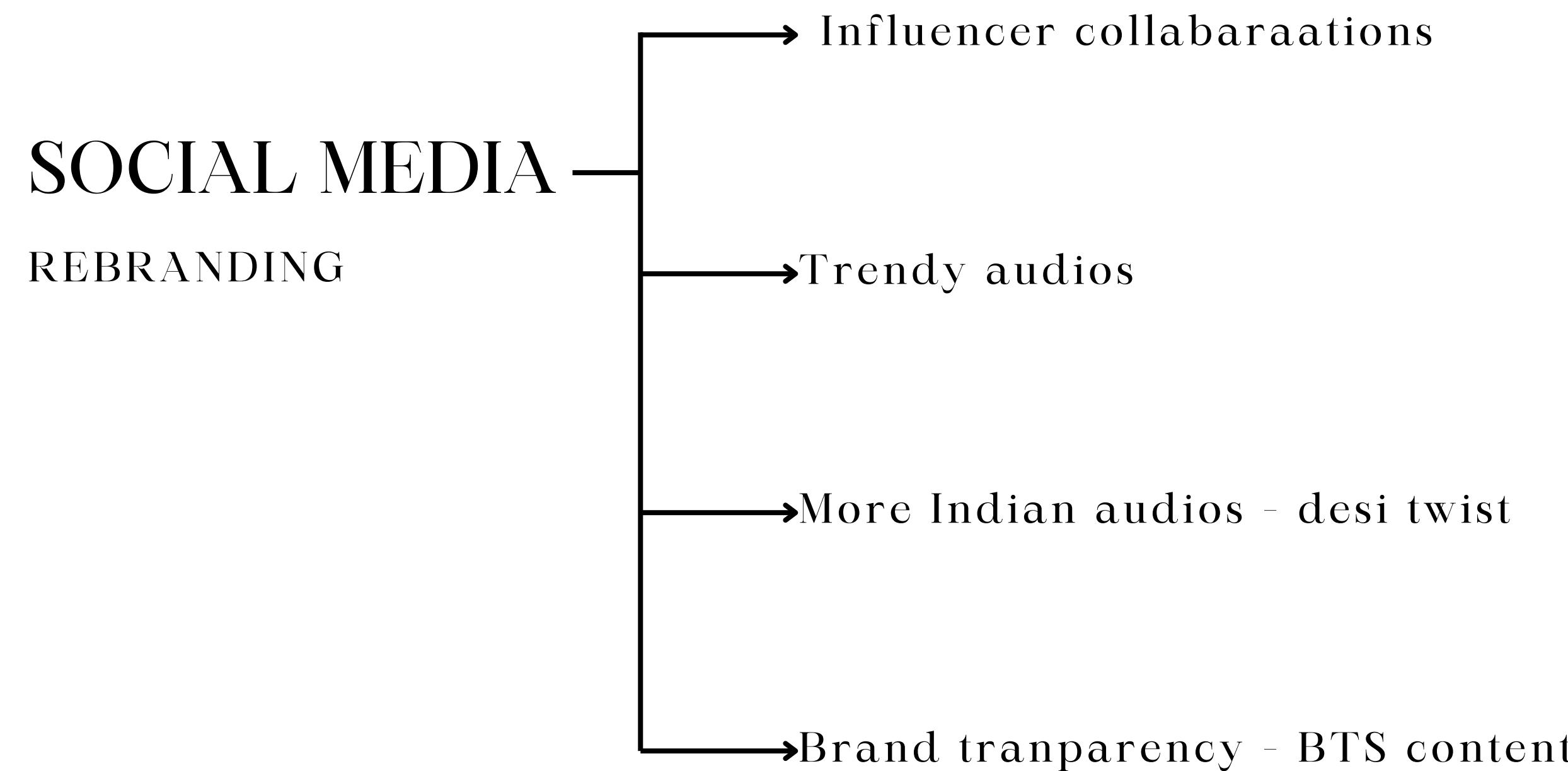
SOCIAL MEDIA



## BASICS COLLECTION LOGO PACKAGING AND DESIGNS



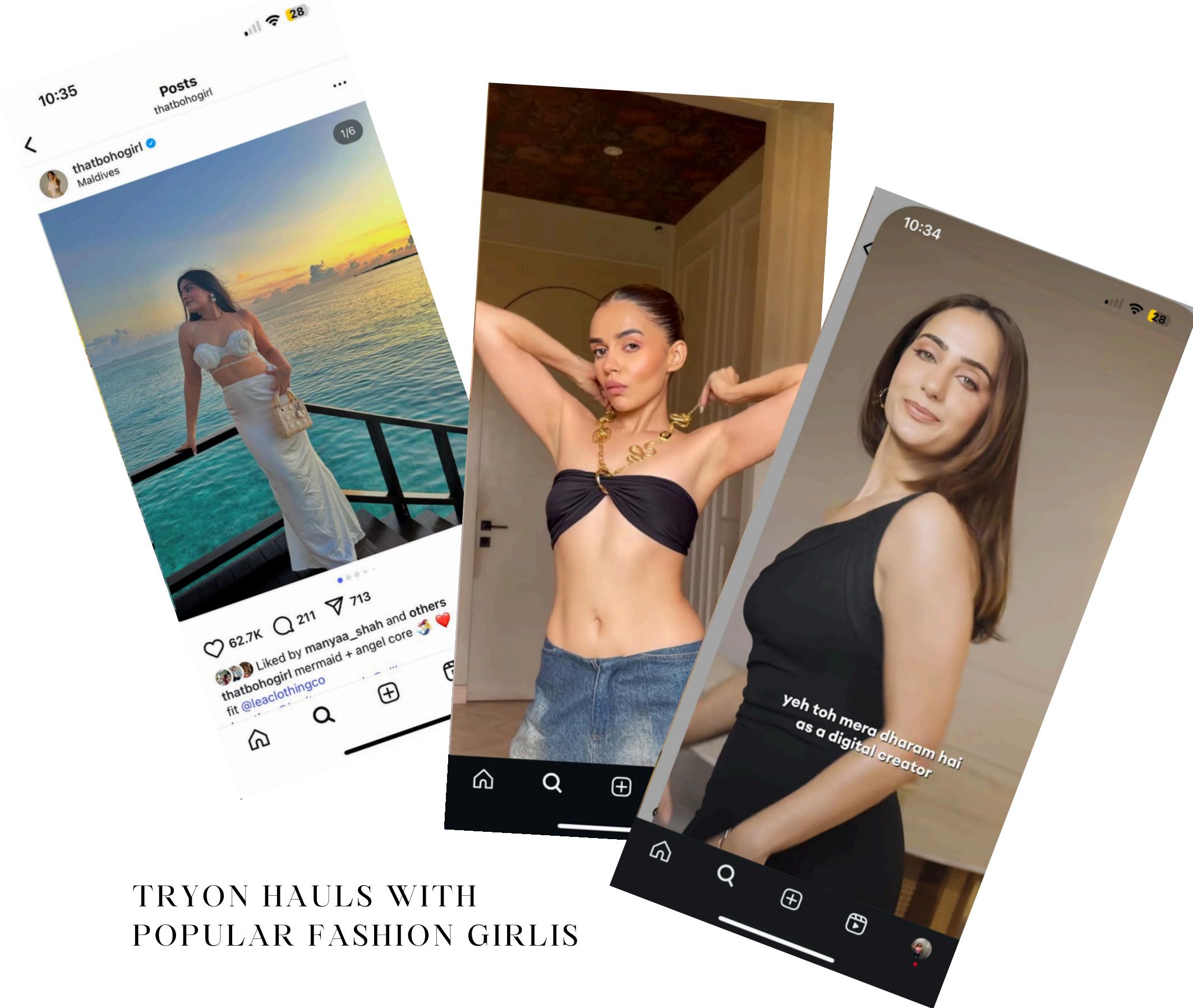
## PACKAGING



# INFLUENCER COLLABORATIONS

Marks & Spencer can benefit significantly from influencer collaboration reels on social media for several reasons:

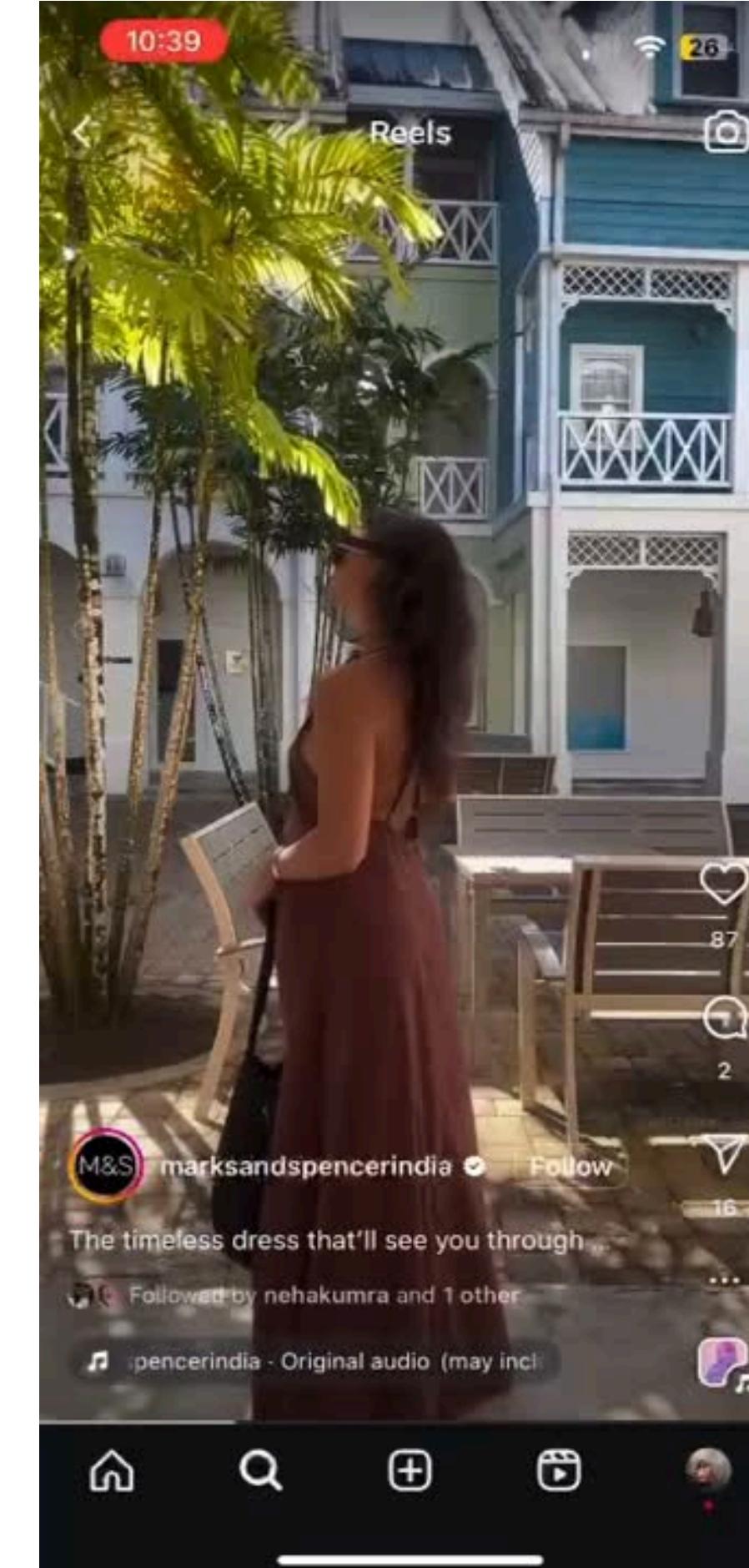
1. Localized Trust: Influencers bridge the gap between a global brand and a local audience, lending authenticity and cultural relevance.
2. Broader Reach: Influencers often have loyal, niche audiences—collaborations can expose the brand to highly engaged followers.
3. Engagement Boost: Reels featuring real people tend to get higher engagement than polished brand content.
4. Trend Alignment: Influencers are often quicker to adopt platform trends (audio, formats, hashtags), keeping the brand relevant.



TRYON HAULS WITH  
POPULAR FASHION GIRLIS

# TRENDY AUDIOS

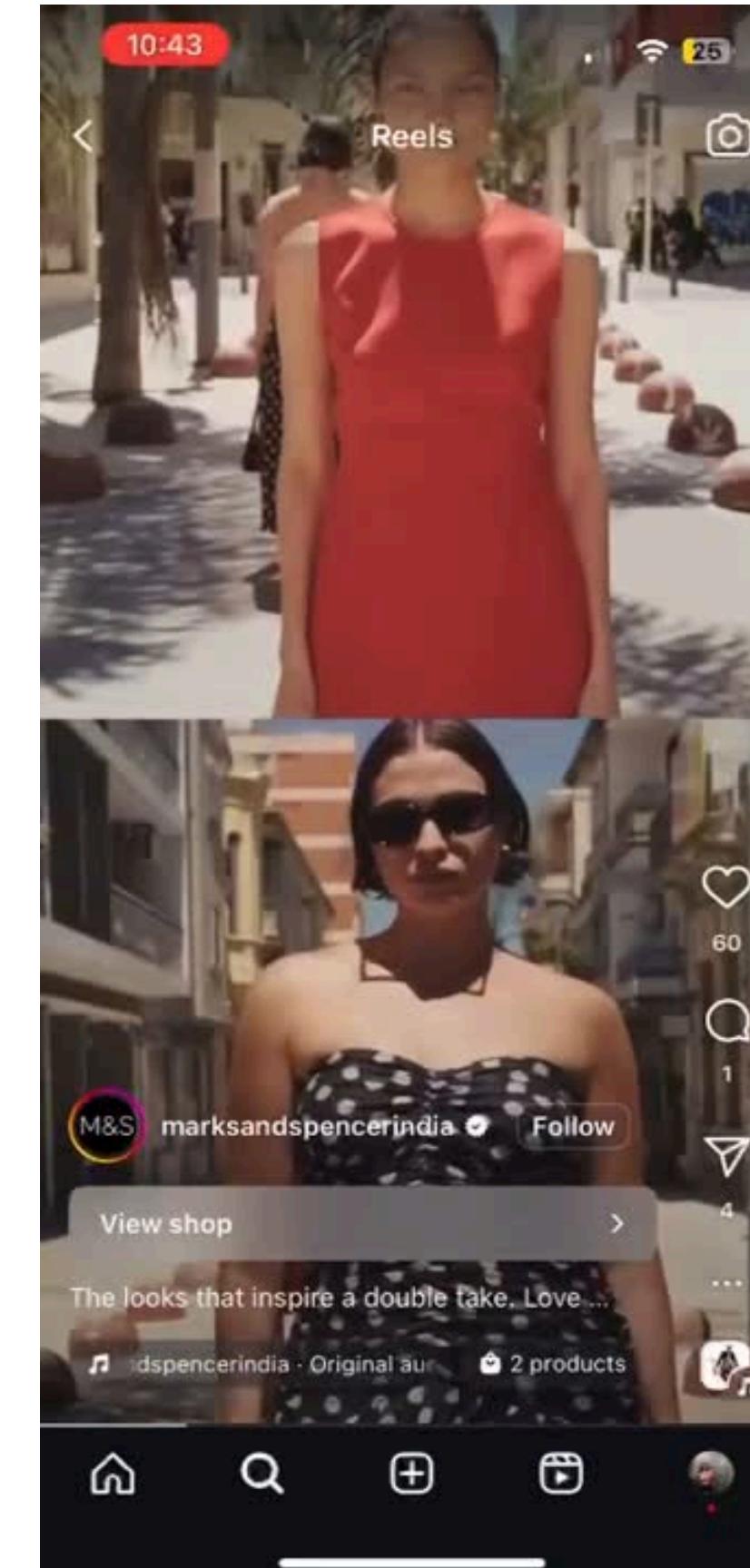
1. Algorithm Boost: Instagram prioritizes content using popular sounds, increasing chances of appearing on the Explore or Reels page.
2. Cultural Relevance: Trendy audios signal the brand is tuned in to the current digital vibe, making it feel fresher and more relatable to younger audiences.
3. Higher Shareability: Familiar audios often lead to better engagement and sharing, helping content travel beyond the brand's current followers.
4. Creative Constraint: Using a set audio forces more inventive visuals and editing, which can refresh the brand's visual identity.



# INDIAN AUDIOS

Marks & Spencer India using Indian or desi audio with a twist can provide big advantages:

1. Stronger Cultural Connection: It resonates more deeply with Indian audiences, making the brand feel local and relatable.
2. Higher Shareability: Desi audio often evokes nostalgia or humor, increasing the chances of people sharing the content.
3. Regional Reach: Indian audios (including in regional languages) help the brand connect beyond metro cities and appeal to diverse customer bases.
4. Trend Integration: Adding a desi twist to global trends creates fresh, unique content that stands out.



# BTS CONTENT

1. Humanizes the Brand: BTS content reveals the people, process, and passion behind the products, making the brand feel more approachable.
2. Builds Trust: Transparency about sourcing, sustainability, or craftsmanship boosts consumer confidence and brand credibility.
3. Differentiation: In a crowded market, showing the “how” behind the product adds uniqueness beyond just aesthetics or pricing.
4. Increased Engagement: Audiences love storytelling. BTS often sparks curiosity and conversation, driving stronger engagement.





Marks & Spencer

GEN Z -



STREET STYLE

# CONCLUSION





# CONTACT

## SOCIAL MEDIA

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