



ALLSAINTS

Flavia Fiorella

EFMM4009

Fashion Branding and Promotion

28.04.2022



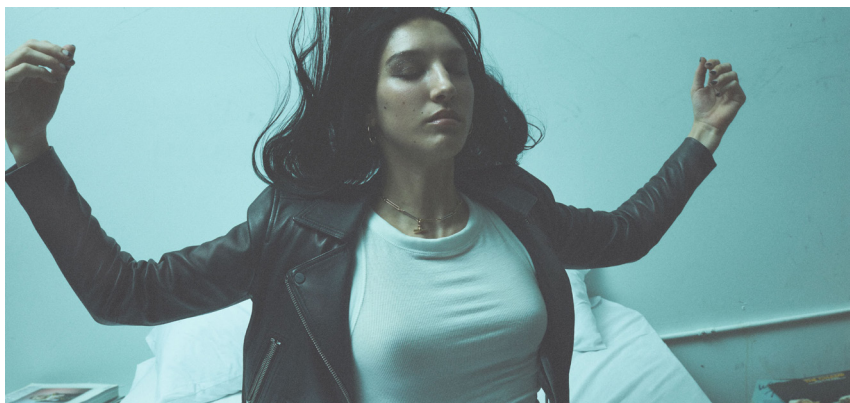
EXECUTIVE SUMMARY

This Brand Proposal, offline and online physical brand advertising campaign aim to understand Allsaints as a brand and understand potential opportunities to grow as a company. After research, I will propose my campaign as part of my assessment.



Mission and vision

“to create a brand that blends music and fashion into a potent formula of desirable clothing that expresses individuality and attitude.”

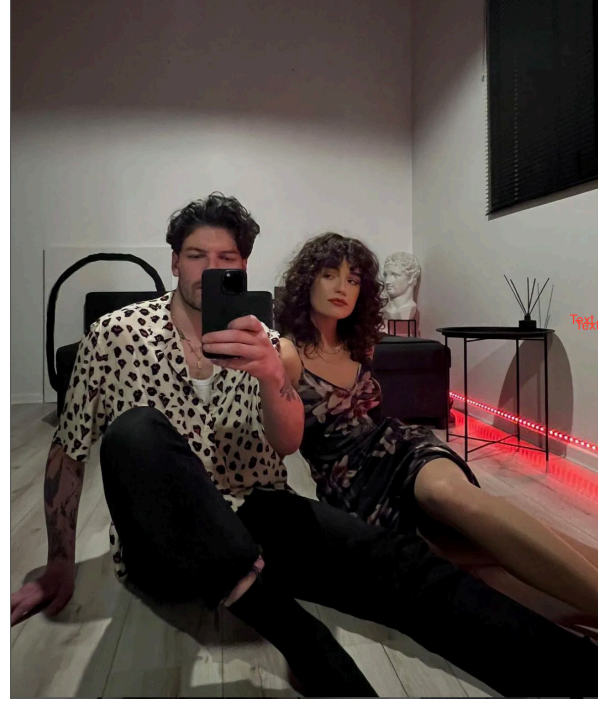


Financial statements of ALL SAINTS RETAIL LIMITED

From December 2021 to the last eleven months, the total sale of the brand grew by 19% regardless of the lockdowns in the UK, Canada, Europe and Asia.

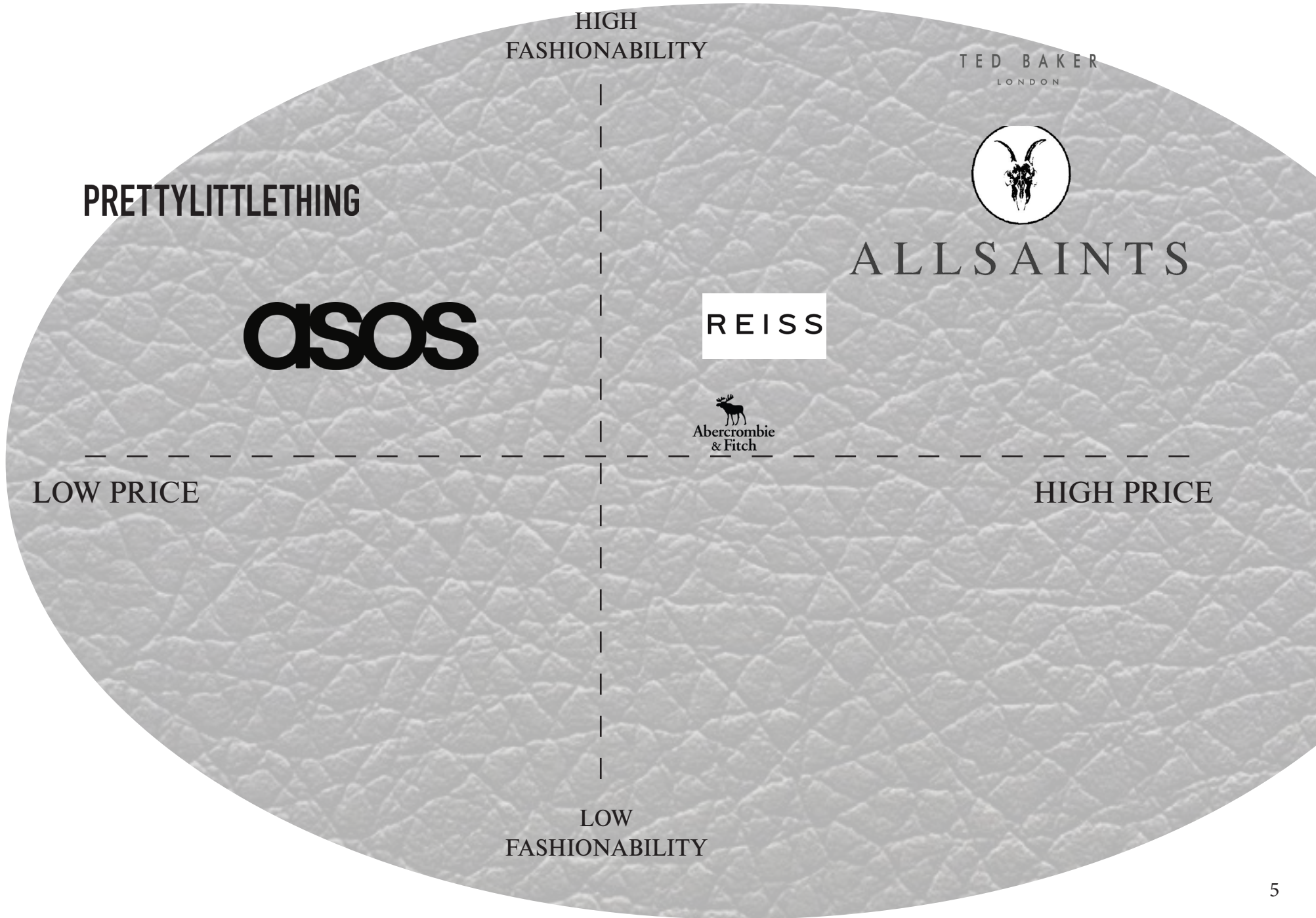
However, the sale is driving 28% to £261.5m years on year, Allsaints is growing 53% online platform which is 48% of the sale of the year, and it helps to have a profit of £700,000.

According to the statement on 01/02/20220, Allsaints has a turnover of £364M and the Gross-Profit of £233M. The company reported a turnover increase of 9,09%



THE BRAND

THE COMPANY





nicole_ign

29 years old

Photographer £ 35,000 income per year

She lives in the UK.

She loves to go out with her friends and go out to restaurant.

What do you like about Allsaints?

I feel confident and myself.



Physical:

The logo is a big part of the physical features and lather jacket

Brand personality:

Allsaints has this vintage and rebel rock vibes blended with the musical influence

Relationship:

Allsaints has significantly restricted customers profile with high income, and the brand promises the consumer high-quality, stylish products



Brand culture:

The brand has kept its vintage heritage over the years as the brand blended with music and tried to stay relevant to the current market

Customer reflected image:

Who are wearing Allsaints clothes feel sexy and “cool” in the exact times, and they have this vintage shadow that is the particular of the brand

Customer self-reflection:

The customer feels itself and gives the right image to others of itself



- Limited price and range
- Lack of physical store in China (only one store)
- Low marketing strategy
- Only digital promotion restricted audience



- Unstable economies (Ukrainian war)
- Rapid change trends
- The rise in product cost may create insecurity from the loyal customer

- Strong brand identity
- High quality
- Digitally run brand



- E-commerce is growing
- Online promotions attract consumers
- Expanding into a new international market (Asia)



P E S T L E

- Russia's war has caused closing stores in Russia and Ukrainian
- Brexit has increased costs for business in Uk
- Allsaints hasn't made a statement to support the Ukrainian

- The war in Ukrainian has changed customer behaviour.
- Sustainability will allow the brand to grow.
- Recover after covid-19 by 2022 in Europe vs Us and China in 2021

- The brand commits The modern Slavery
- Gender Pay Gap
- The brand after the Ukrainian war doesn't make any statement or initiative to support the Ukrainians

- The brand is still behind its competitors in terms of metaverse because it will allow growing invisibility
- The brand is growing in digital marketing
- The brand doesn't invest in new technology regarding fabrics and innovation

- Kevin Stanford attacks Lion Capital's stewardship of fashion chain it rescued from the brink of administration
- Turnover rents underpin AllSaints

- Sustainable collection
- The Modern Slavery Act
- No more leather jacket but using vegetable tanning



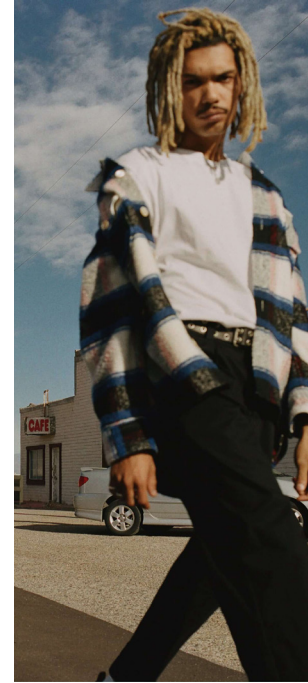
The collection would show during the concert. All the artists would wear the Trevor collection, and around the concert would have a little stand where they would sell gadgets(T-shirts and tote bags) to promote the events.



Trevor's collection would promote with the Maneskin collaboration in a concert. After the show, the collection would release in-store and online.



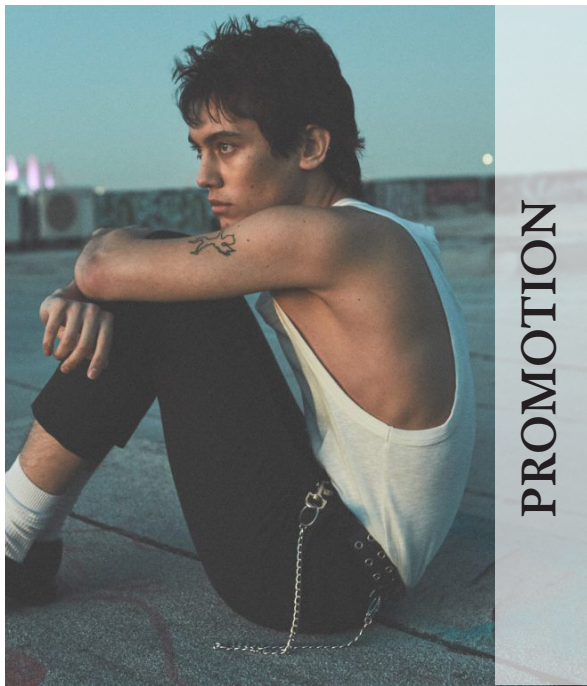
The “key” to this collection it's the price range which would be from £ 50 to £ 200.



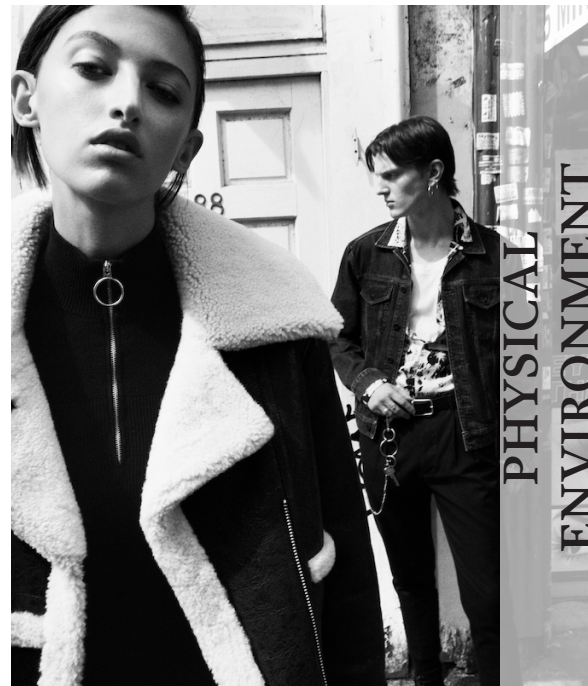
The sales assistant at the concert would wear the collection, and the sales assistant would wear the Allsaints collection, half the Trevor



stant from the
wear the Trevor
in-store, the
would wear half
ollection and
collection.



- Social media, website
- Email
- Concert



The audience would have
the chance to buy a limited
collection of t-shirts from the
event.



The concert also promotes the
Trevor collection and Allsaints
as a brand, and the company
would “scream” their presence
to competitors.

5. Evaluation of Primary Research Questionnaire



Why buy or don't buy Allsaints products?

“It is too expensive”

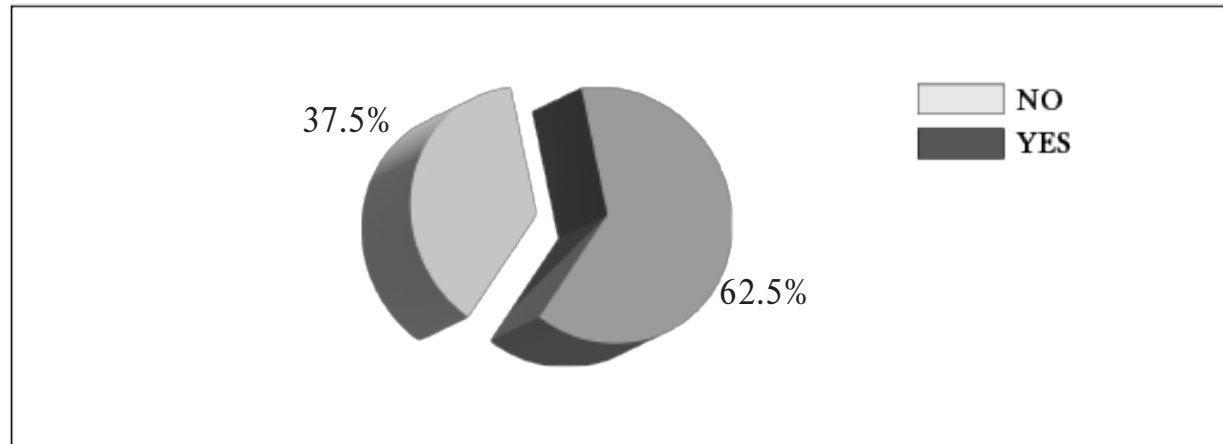
“Quality”

“I buy allsaint products for the style and quality”

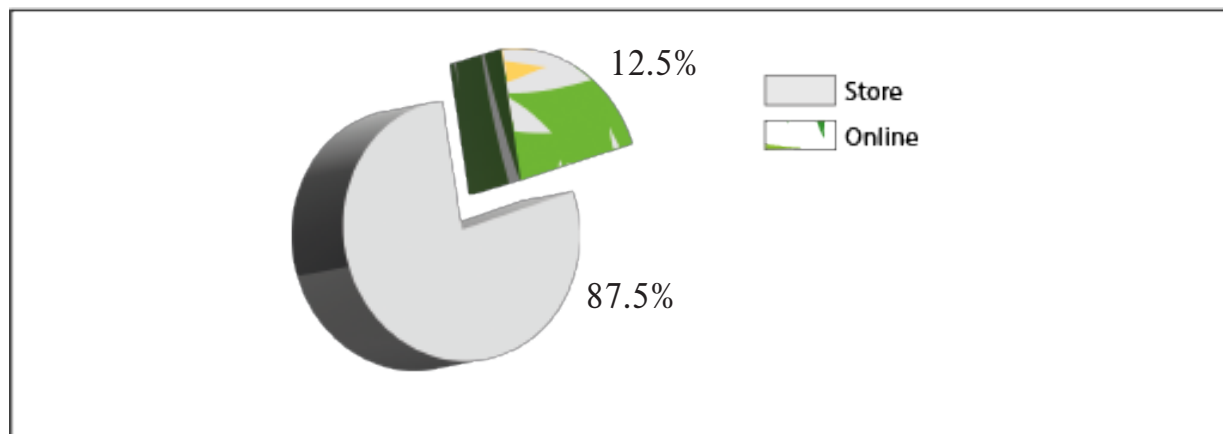
How would you change Allsaints marketing and promotion?

“I think they need better marketing- somewhat billboards, I haven't noticed advertising in many magazines either. But promotional they are true to their identity, their windows reflect that, so do their promo emails”

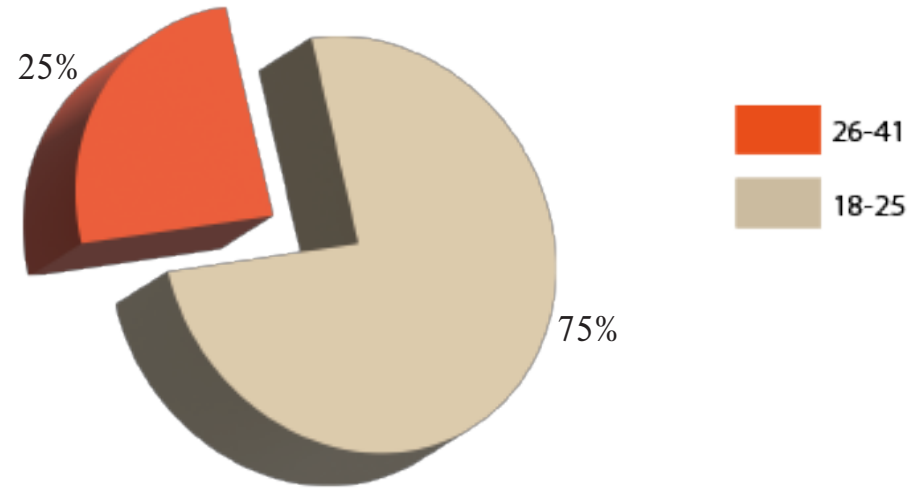
Is Allsaints visual identity important to you?



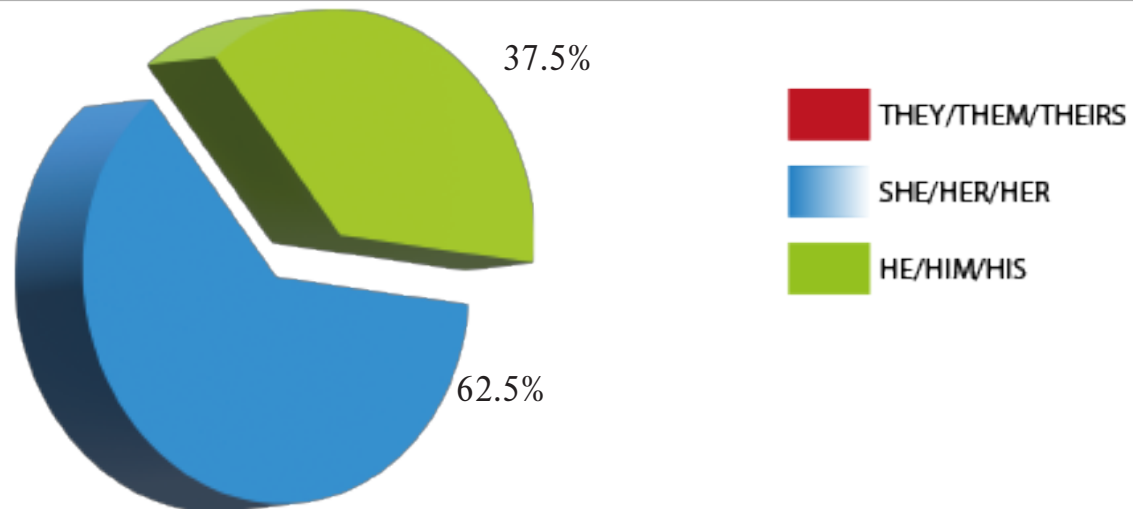
Where do you buy Allsaints products?



How old are you?



What is your pronoun?





In which field do you work?

“Retail, Interiors, Hospitality, Interior Sales,
Education”

How much is your income per year?

“23000, 25000, 23k, 13k, 22,500”

**How much are you willing to spend on Allsaints
products?**

“Very rarely shopping there as the prices too high”

“£100, £500”

“As much as I can afford”

Physical:

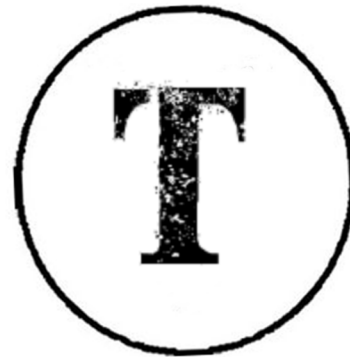
The new label will have a different logo, but it will link to the Allsaints logo to respect its brand heritage.

Brand personality:

Trevor will have the same vintage and rock'n'roll, but it will be more colourful and follow the trend according to the Allsaints customer.

Relationship:

Trevor will have a good quality of its garments, and the price range will be more accessible.



Brand culture:

Trevor will have the same vintage vibe and music influences, but it will be more joyful and bring a good vibe to the Allsaints collection.

Customer reflected image:

Trevor customers will have stylish garments and feel the same Allsaints stylish feeling.

Customer self-reflection:

The customer wearing Trevor will be happy to have stylish garments but at a reasonable price.



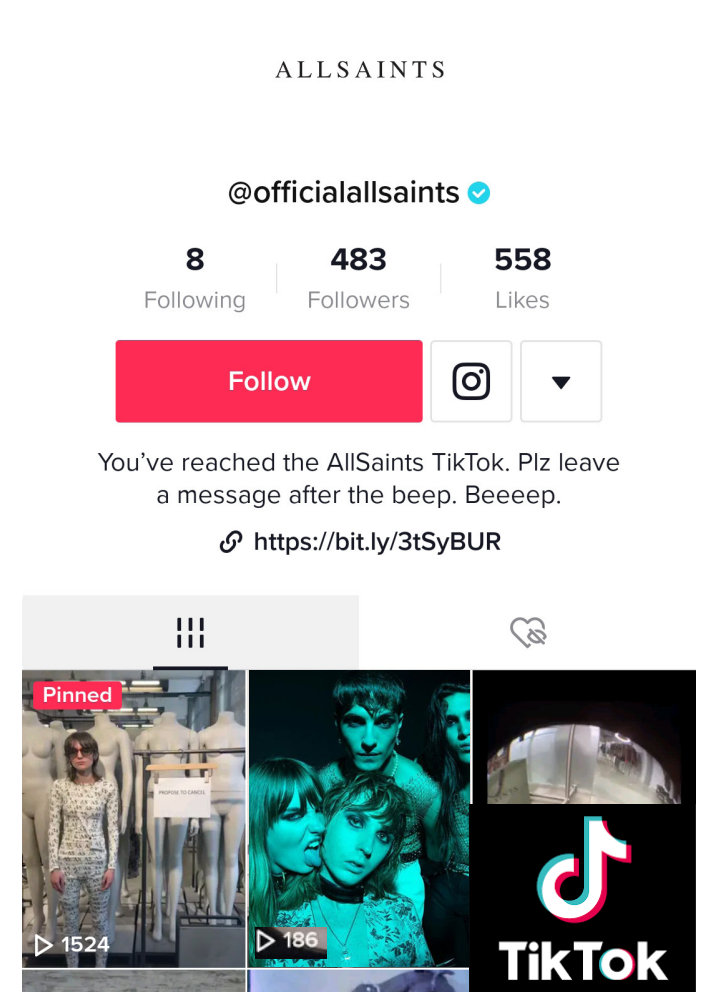
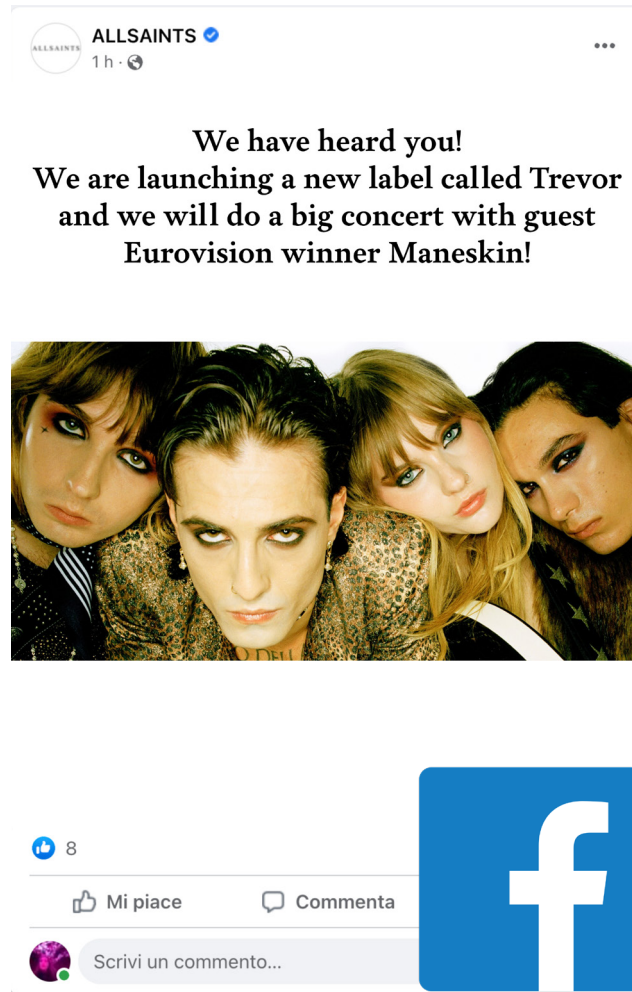
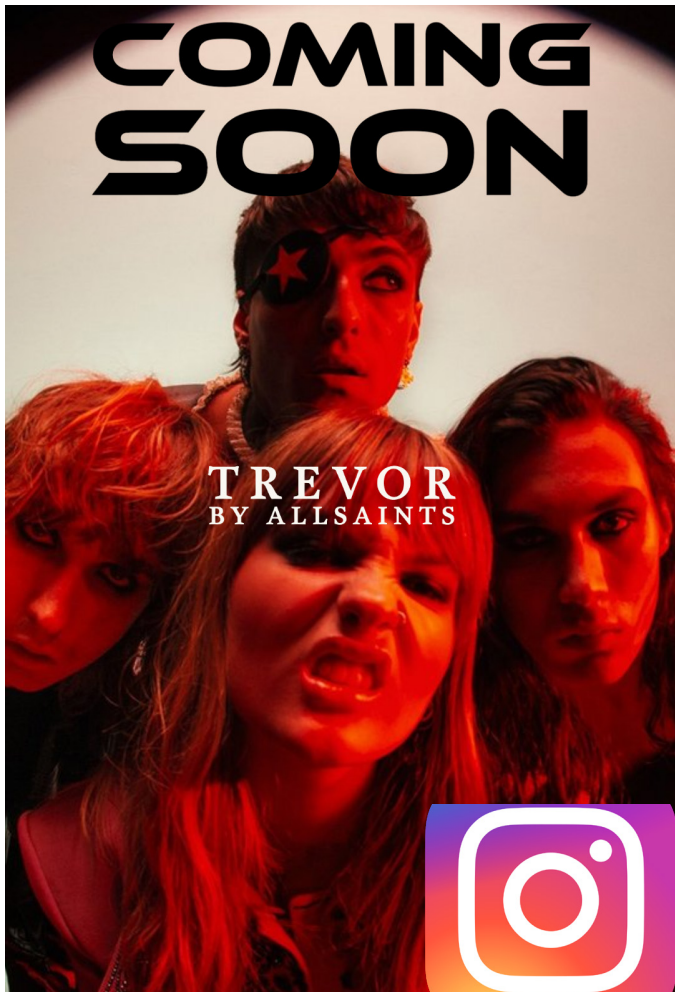
New emotional touchpoints:

Trevor will be the brand for everyone

Brand ethos:

“We have heard you.”

Promotion



The Business of Fashion



RETAIL

LUXURY

TECHNOLOGY

SUSTAINABILITY

MARKETING & PR

BEAUTY

GLOBAL MARKETS

ENTREPRENEURSHIP

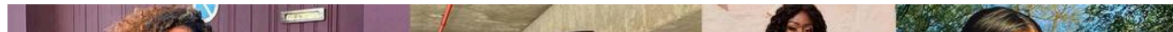
WORKPLACE & TALENT



As a BoF Professional member, you have unlimited access to our analysis & advice.

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Allsaints is launching a new label called Trevor



THE NEWS IN BRIEF

Balenciaga To Show Latest Collection in New York The Kering-owned brand's next presentation, scheduled for May 21, will feature Spring/Summer 2023 womenswear and menswear, according to a company representative. Its last collection was shown in Paris just over one month ago.

08 April 2022



WOMEN MEN LEATHER STORES SEARCH

ALLSAINTS

COUNTRY SIGN IN WISHLIST BAG (0)



TREVOR

By Allsaints



ALLSAINTS



Dear Jane,

We are launching our new brand Trevor, and we will do a big concert in Hyde Park with special guest Maneskin.

You are inveted!

You can buy the ticket on our website
<https://www.allsaints.com/trevorcollectio/maneskinhydepark>

EMAIL

Conclusion

This Brand Proposal & Offline and online physical brand advertising campaign/ concept campaign aim to understand Allsaints as a brand and understand potential opportunities to grow as a company. After research, I will propose my campaign as part of my assessment.

After my primary research, I have noticed that Allsaints has extreme loyalty in Millennials, but It is still feeble in GenZ. For this reason, my campaign would focus on this new “sublabel” called Trevor. In this case, the visual of the store would change, and it would be more fresh and young. The store would divide into two-part: the first would dedicate Allsaints products only iconic pieces and timeless pieces to protect the brand heritage and the loyalty of the existing consumer. The second part of the store would dedicate to Trevor’s collection, with more focus on GenZ. In this case, it would increase the store’s footfall and refresh the brand in general. Instead, the concert launch would be visible and relevant in the fashion industry.

A I D A R



Trevor would appear in online and offline promotion campaigns so that the consumers would know about it

Trevor, to have more interest in this new campaign, would have a big concert and be promoted the new label.

Trevor would be the brand for everybody, and it doesn't matter your yearly income.

To have more connection with their consumer, Trevor would have a big concert where everybody is free to enjoy the music and the new brand DNA.

Trevor consumers would be loyal to the brand because they would feel part of Allsaints family, but they could finally buy it with Trevor.





#Thisisus



Instagram and Tik Tok would be the leading social media platform for Trevor's collection, which will engage the consumer interested in the new brand. On Tik Tok would lunch a new hashtag called this is us; in this way, the consumer would feel part of the brand.

<https://docs.google.com/forms/d/1MDfZaO5ODSDn3fK00-KBfoxsHsjnxWYmJowEfhZ6Djg/edit#responses>

<https://www.retailgazette.co.uk/blog/2022/01/allsaints-sales-rebound-after-most-challenging-year-in-its-history/>

<https://www.bloomsburyfashioncentral.com/article?docid=b-9781350934429&to-cid=b-9781350934429-FPA032>

<https://graziadaily.co.uk/shopping/article/7ee3f94e7ad7/the-5-most-authentically-allsaints-pieces-to-buy-in-allsaints-right-now>

<https://www.theguardian.com/business/2012/oct/08/all-saints-kevin-stanford-lion-capital>

<https://www.roydswithyking.com/info-hub/turnover-rents-underpin-allsaints-cva-says-royds-withy-king/>

