



INTRODUCTION

This marketing report aims to understand Streetwear globally and in specific Supreme brands. After discussing the external influences and marketing trends of Streetwear, I will introduce the history, mission, and value of Supreme brand after this general analysis.

I will propose a Marketing Campaign based on my research and understanding of the sector in a general view.



Streetwear has, for years, impacted retail and fashion trends. All of this includes the production, promotion, sale and resale, such as, Depop. The main items sold are footwear.

Streetwear has a significant impact as a cultural value, and it has caught the attention of celebrities. During these years, even the luxury brand and retail have hypnotised.

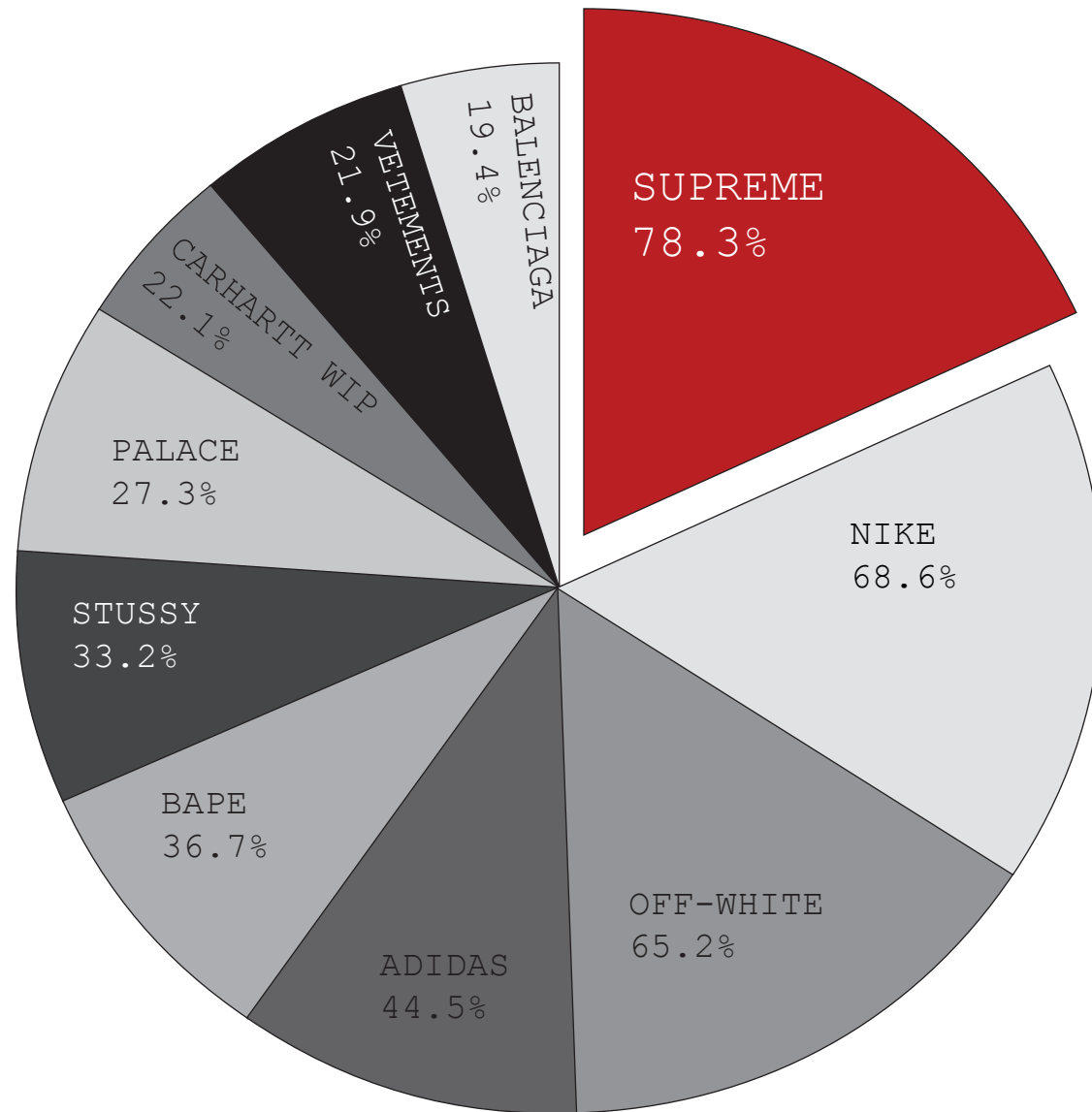
There are original Streetwear brands, such as Supreme and Stüssy, and brands like Nike with sportswear backgrounds included in their collection some streetwear items. And we have even luxury brands trying to have their streetwear touch in their collection.

“I wasn’t intending to bring street fashion to Japan, I was simply just introducing the things I liked. That includes items from Tiffany, documentary films from Japan, and various other things. It just so happened one of those things was skateboarding – that’s all it was.”

HIROSHI FUJIWARA, FRAGMENT DESIGN FOUNDER

Top streetwear brands

Which brand represents streetwear to you the most? (consumer)



FIVE WAYS TO WIN IN STREETWEAR

1. Authenticity

The challenge for most brands nowadays is to be relevant in the market, but Streetwear doesn't have this challenge because it still is original and authentic. From a Hypebeast survey, 62% of consumers said streetwear products are always in style, so it comes more versatile.

So any brand they have to have a very high standard and demonstrate authenticity. According to a survey, 70% said campaigning on social media regarding social issues was essential. 47% said they were likely to stop buying items from a brand that they saw to have inappropriate behaviour.

2. Scarcity

Exclusivity can change the meaning in the fashion system, and such as, in the luxury brand, can be interpreted as premium pieces, but Streetwear means a scarcity of supply. Streetwear introduces a new way of bringing products to the market as drop day.

From this new marketing strategy, the customers queue outside the brand's store, so they can be only 15 minutes and buy a maximum of six items.

The "drop day" give more value to the products and the brand, such as Virgil Abloh's "The Ten" sneaker by Off-white and Nike personalised version to

3. Democracy

Democracy is another crucial feature of Streetwear, where brands take direction directly from their consumers under 25 years old.

The streetwear product focuses on affordability and aesthetics globally, opposite luxury brands.

Before the social media domain, streetwear fans had an online forum to discuss style and brand unknown. Now, Instagram is used by 96% of consumers, according to the Hypebeast survey, using to get inspiration and information on Streetwear.





4. Affordability

Gen Z, with limited income, prioritises the brand they love; according to the Hypebeast survey, half of the consumers spend \$100 to \$500 a month on Streetwear. In Japan, 60% of consumers spend more than \$300 per item, while 61% in Europe and North America spend \$100 to \$300. In Streetwear, the product that drives the sale is footwear, with 62% of consumers like to buy it. There is an understandable reason: sneakers could wear with different outfits.

5. Seamlessly linked online and offline activity

According to the data the 56% of consumer wants to buy items from a brand that they have a store, and only 42% of consumer wants to buy from brand e-commerce. Following this, only 28% of consumers believe in resale websites and 32% from multi-brand retailers; 26% from multi-brand e-commerce websites; and 13% via social media.

What is successful in Streetwear is a seamless interaction between offline and online channels. Customers are excited to wait outside the store for the drop day or have personalised shoes from a Pop-up before this physical engaging the customer were aware from a social media communication.



P

- The new president of the USA
- Food insecurity
- Brexit

E

- Inflation
- Supply chain
- China

S

- Black lives matters
- LGBT equality
- Inclusivity and diversity
- Woman rights

T

- Livestream shopping
- Omnichannel and inclusivity-Focused tech
- Online selling during the pandemic

E

- Sustainability
- Material
- Ethical issues

L

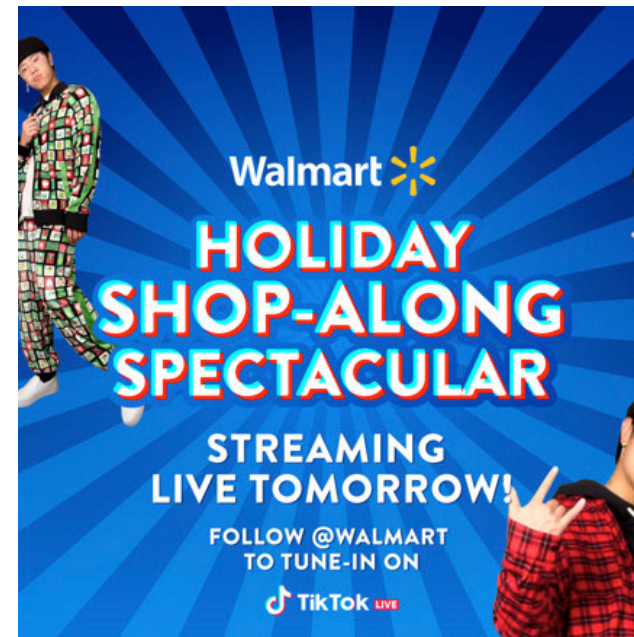
- Copyright: Supreme case 2017 Italy
- Logo: Barbara Kruger
- ASAT Outdoors LLC vs Supreme



MARKETING TRENDS



Targeting new markets



Mass livestreaming



Nurturing communities



Super influence



Brand Universes



Synthetic marketing



No-nonsense marketing





James Jebbia founded Supreme in 1994, and the first Supreme store was in an old office space on Lafayette Steet in Lower manhattan in April 1994.

The concept was a skater in mind with a unique design for the layout; this was the arrangement of the clothes in the store's perimeter. So in this way, the store had ample space for the skater to skate into the store.

In 2004, Supreme opened on North Fairfax Ave in Los Angeles; after the second opening, it opened in Paris and London, Tokyo, Nagoya, Osaka and Fukuoka.



The logo is a simple design, but its aggressive combination of the colour scheme has the message of rebellion and anti-authority, reflecting the Supreme consumer.

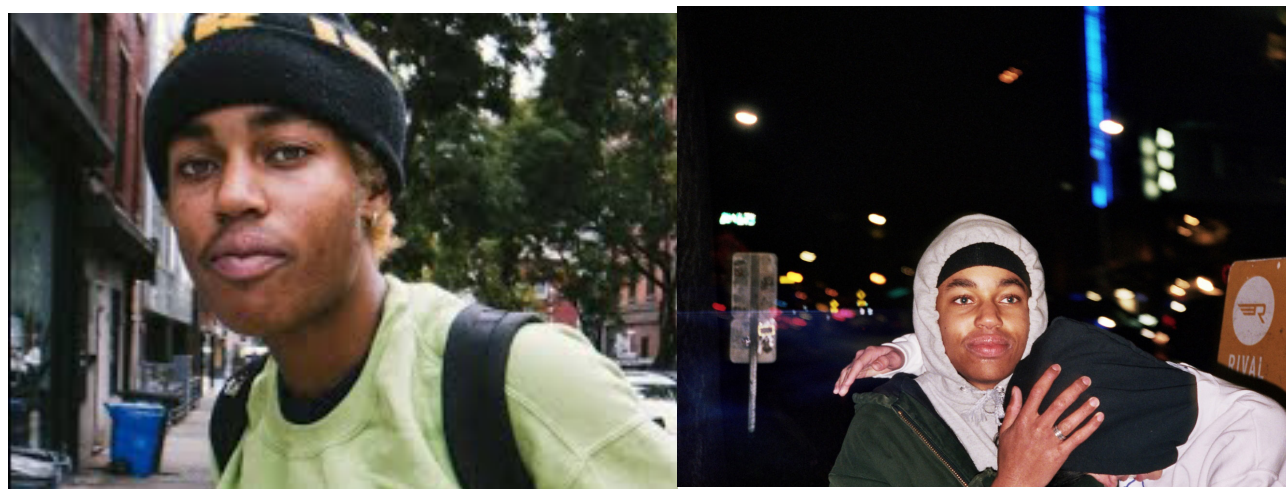
Brand identity

- o The Art of limited supply
- o Unique approach towards customers
- o Collaborations to increase brand hype
- o Leveraging Resale and social media growth to provide free marketing



Supreme is more than a fashion brand with this Pop-culture; imagine we feel more contemporary art than a fashion brand, and Supreme has taken the space in the luxury sector, but it still is authentic in its roots.





Pen Portrait

Name: Troy Gipson

Age: 19

Home: Seattle WA United States

Occupation: Student/skater in the free time

Interest: R&B, Hip hop, skate and street art, going out with my friends

How much he spends on clothes per month: \$800

Nightclub: Going clubbing

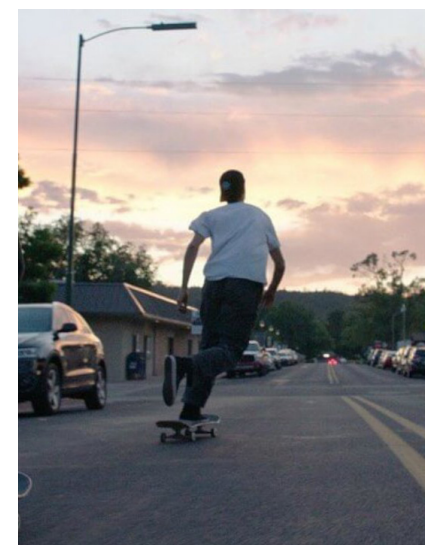
Future career: Filmmaker and graphic designer

Strengths: Friendly guy and loyal friend

Weaknesses: I can't say

Dependents: None

Shop: Stuffy, Palace, Nike, The North face



Competitor analysis

HIGH PRICE



BALENCIAGA

BURBERRY
LONDON ENGLAND

Off-White™



UNDERGROUND



CLASSIC



AFFORDABLE

Why is Supreme so expensive?

Supreme has a whole way to invite its customers; for this reason, we have this massive queue in store for a new collaboration. According to Business Insider, customers have registered with essential information. And the streetwear brand will send you a text message, and they will tell you in which store and what time to go for queuing. When queuing, you can take only one colour of one item; if you want another shade of the same items, another person has to queue.

The prices power is on resale items; 2006 Supreme collaborated with Nike, particularly the shoes Supreme Nike SB Blazers. The boots were retail prices for \$ 150 and resold for \$ 400. But after Kanye West wore in a charity event in 2007, the prices went for \$ 400.

After West, Tyler wore the teal box-logo sweatshirt on his "She" music video. Originally the retail price was \$ 150, sold for \$3,500.



Collaboration timeline



Adam Kimmel
(2011-2012)



Comme des Garçons SHIRT
(2012-present)



Fender (2017)



Lacoste
(2017-present)

A Bathing Ape
(2002)



Clarks
(2011-present)



Everlast (2008-2017)



Hanes
(2009-present)





Louis Vuitton
(2017)



Meissen
(2019)

Metropolitan
Transportation
Authority
(2017)



Nike
(2002-present)

OriginalFake
(2008-2011)



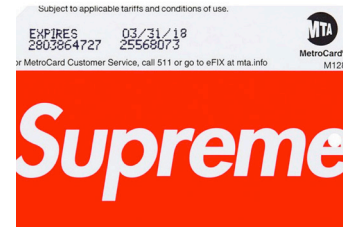
Playboy
(2011-present)

Rimowa
(2018-present)



Spalding
(1996, 2007,
2017)

Levi's
(2011-present)



Certainly, Supreme is famous for its "cool" products and marketing strategy. But, Supreme can recognise the streetwear brand with more collaboration; that's why I'm showing some of the most significant partnerships.

Louis Vuitton's collaboration put Supreme in a high-level position, keeping the exact authenticity.

PRODUCT

- T-SHIRT
- RECYCLES BOTTLES
- KEYHOLDER WITH THE LOGO OF EVENT

PLACE

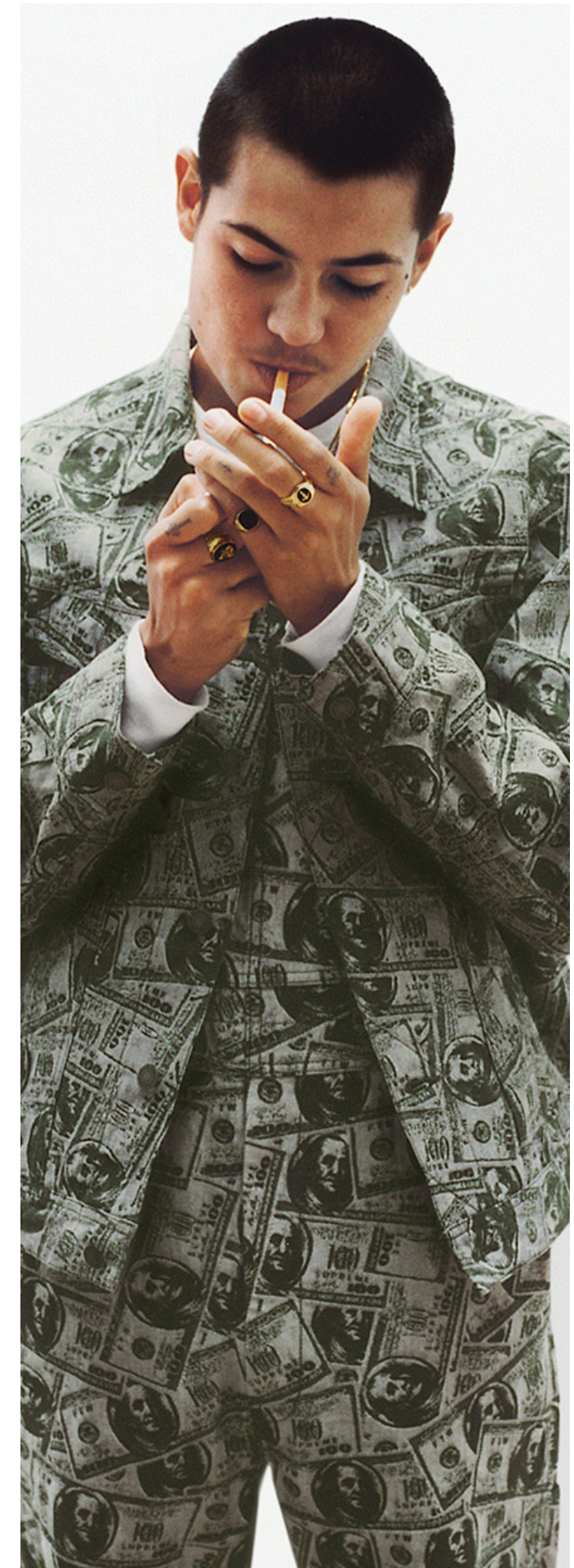
SHOREDITCH, WHITBY ST, LONDON,
E16JT

PRICE

THE PRODUCT WOULD SELL AT NORMAL
SUPREME PRICE, AND WE WOULD HAVE
ONLY STOCK FOR THE CUSTOMER THAT
SUPREME WOULD INVITE SO THAT IT
WOULD INCREASE THEIR VALUE WITH

PEOPLE

THE CUSTOMER WOULD SERVE BY A SALES
ASSISTANT, AND THEY WOULD WEAR
THE DROP THAT WOULD RELEASE NEXT
THURSDAY.



PROMOTION

- EMAIL COMMUNICATION
- SOCIAL MEDIA
- PR

PHYSICAL ENVIRONMENT

- CUSTOMERS WOULD HAVE: A T-SHIRT WITH IN FRONT THEIR NAME LIKE SUPREME LOGO AND ON THE BACK OF THE T-SHIRT THE LOGO OF THE EVENT
- SKATE DESIGN BY ALEXIS SABLONE

PROCESS

- THE POP-UP WOULD BE FOCUSED ON THE LAUNCHING A SUSTAINABILITY COLLECTION WITH FEMALE PIECES TO BE MORE EQUAL IN GENDER.
- THE STORE WOULD BE COLOUR IN GREEN LIKE GREENPEACE AND WITH SUPREME LOGO AND THE WORLD IN THE BACK OF IT.
- SUPREME WOULD DONATE THE PROCEEDS TO THE EVENT AT GREENPEACE





S

- Collaboration
- Streetwear identity
- Website
- Social media
- Community vibes
- Stores boutique
- Limited stock as a marketing strategy

W

- Price points
- Womenswear
- Sustainability and ethical

O

- Open more stores
- Womenswear
- China market
- Sustainability

T

- Collaboration marketing strategy
- Competitor Bape but fashion streetwear brand
- Copyright

Marketing campaigns





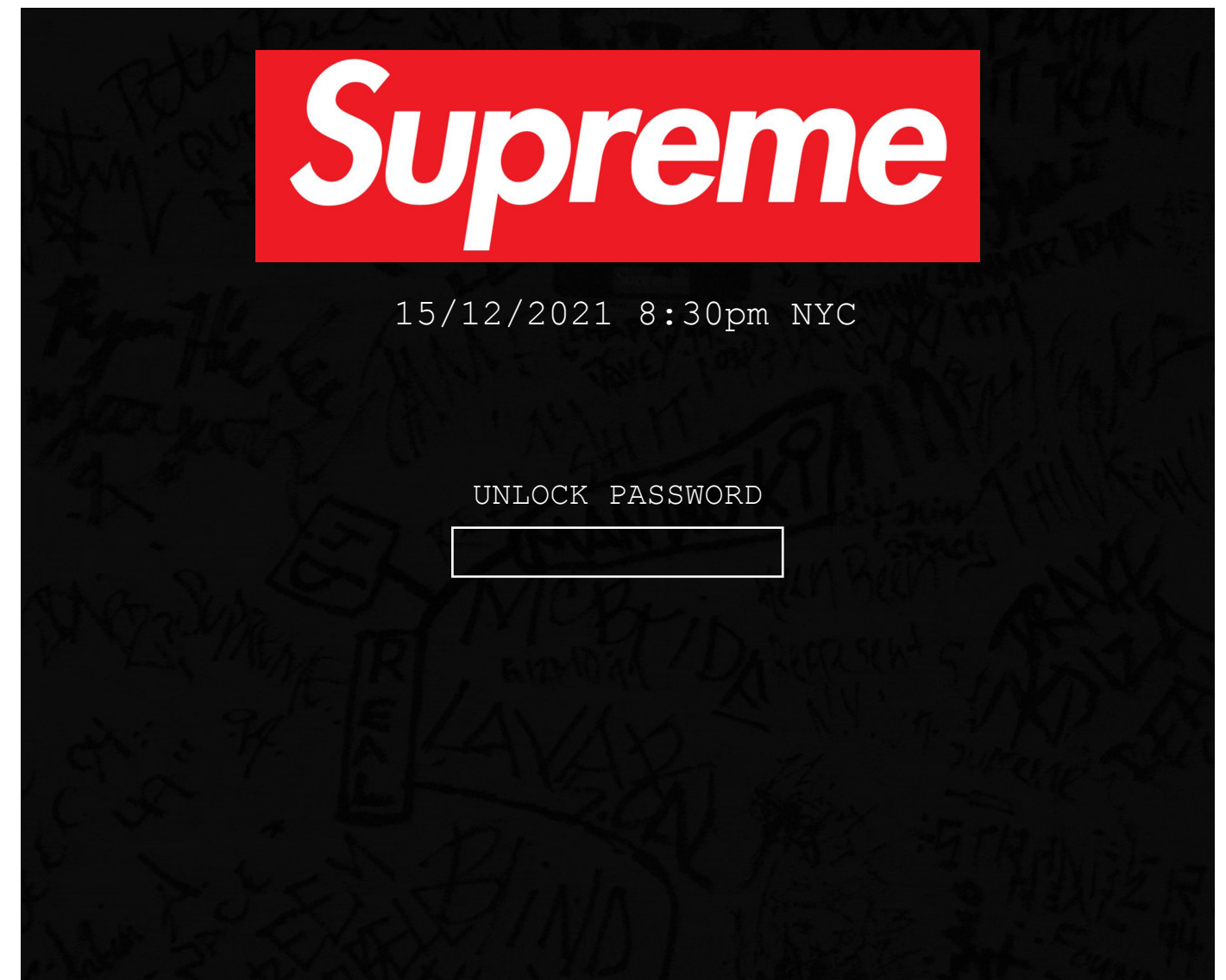
Supreme with this event will make an important step for awareness of sustainability and equality.

The content Marketing would be through:

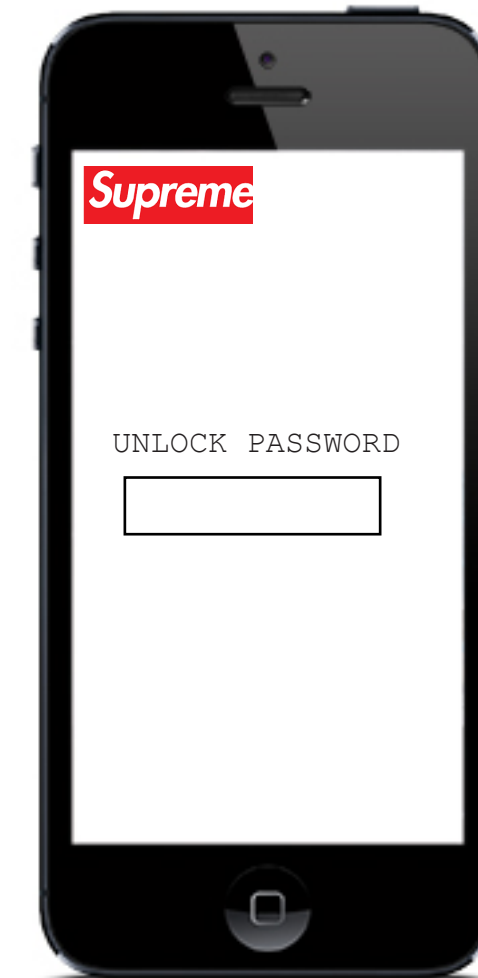
Video: It would record in China, and it would have an Asian and Afro skater model and Alexis Sablone skating in Beijing.

Online: The website would lock for the drop day; the customer will have an email with a code to unlock the website and pre-order the collection. Supreme would decide on a few items that the customer could buy based on your previous purchase.

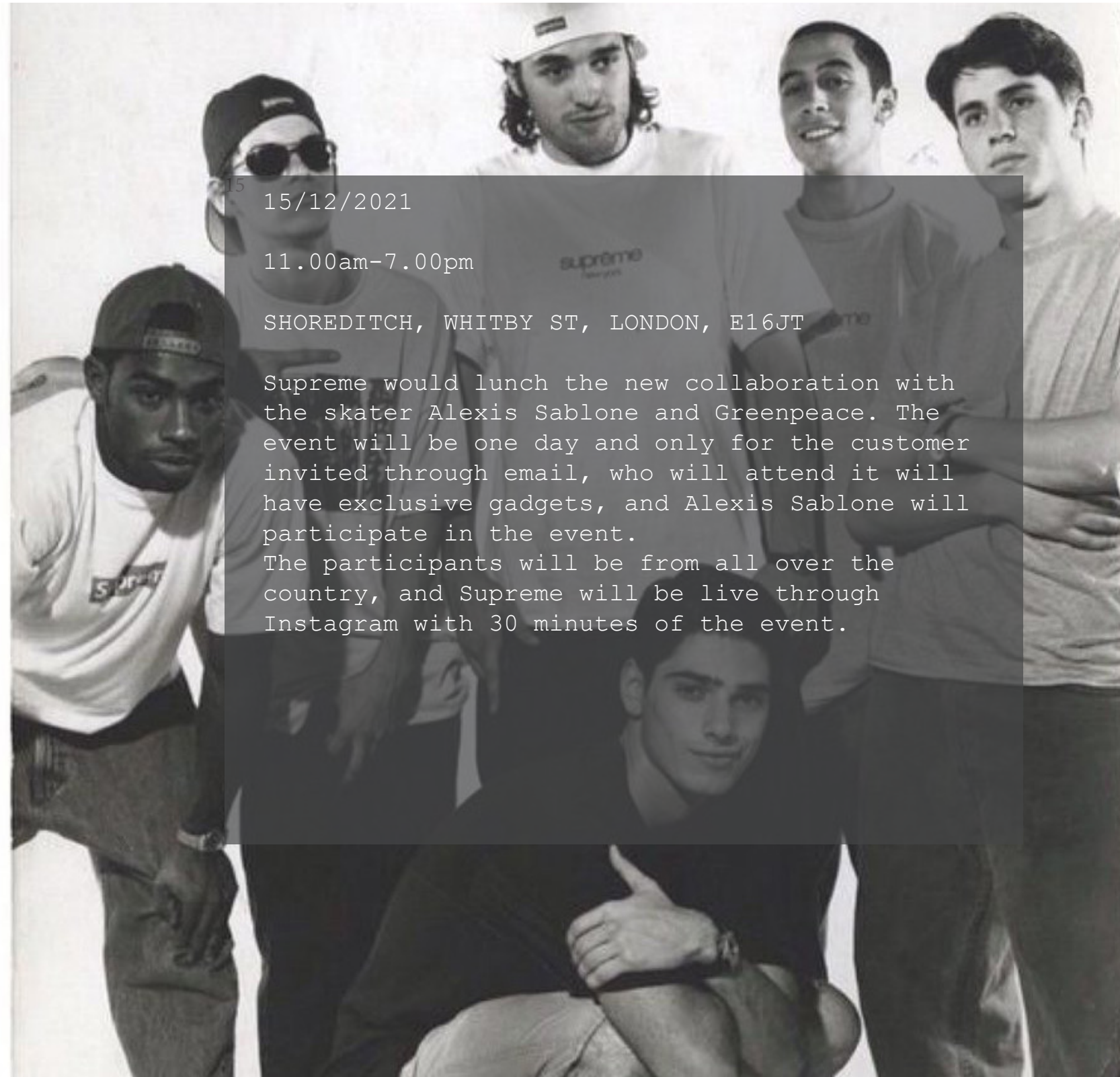
TV: tv adv would have women skaters from different ethnicity skating close to the beach.



Digital Marketing



PR Lunch event



15/12/2021

11.00am-7.00pm

SHOREDITCH, WHITBY ST, LONDON, E16JT

Supreme would launch the new collaboration with the skater Alexis Sablone and Greenpeace. The event will be one day and only for the customer invited through email, who will attend it will have exclusive gadgets, and Alexis Sablone will participate in the event.

The participants will be from all over the country, and Supreme will be live through Instagram with 30 minutes of the event.

Marketing plan



Supreme has a particular mission with this event and collaboration. As we know, the consumer has bought Supreme items only for the excellent quality and the "cool" things; but Supreme will show a new face of the brand and be in Supreme style. The brand will show that sustainability is "cool" to wear and buy. Also, the "secret drop" will launch womenswear, and the event is also to empower the loyal customer.

The cost of the campaign will be \$50,000, and 50% of the earnings of the event will go to Greenpeace. Supreme will take back all the investment after the drive with the resale as it usually does, and Beyoncé will wear the t-shirt from the event in a social media post. In this case, we could sell the t-shirt for 1 million dollars.

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Why Supreme Is So Expensive | So Expensive

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