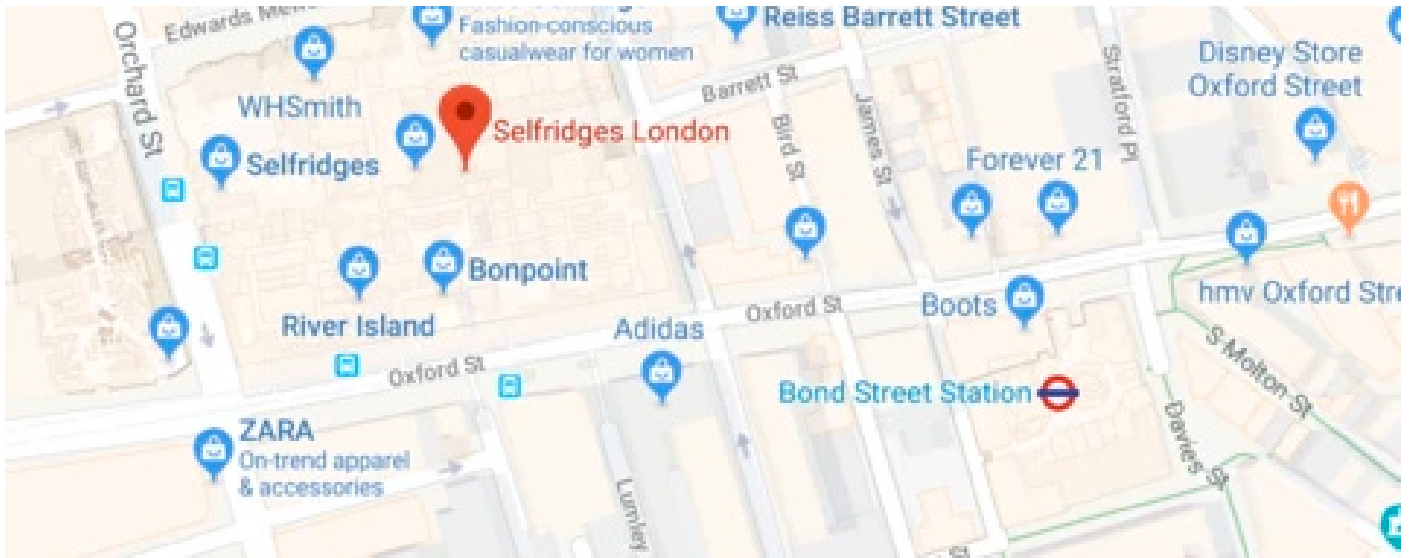




Flavia Fiorella
L4090401
22.12.2021

Assessment detail
1a: Individual Comparative Shop Reports
1b: Trend Forecasting Pack

SELFRIDGES & CO

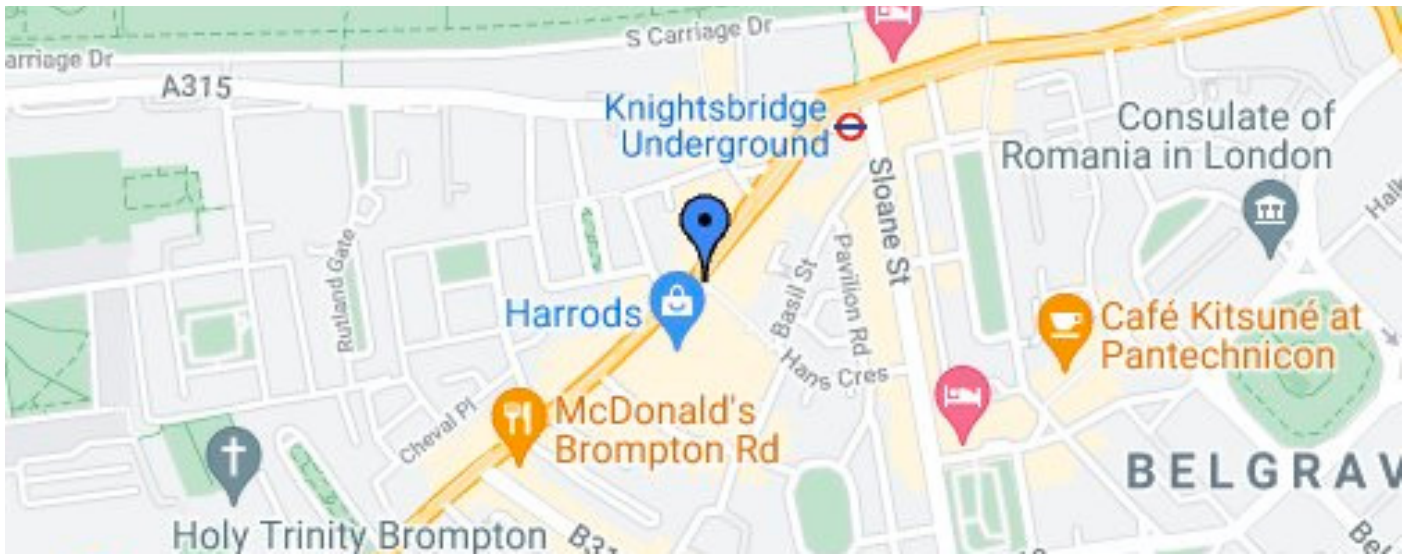


Selfridges target market:
Young market with a high disposable income

Customer Profile Gender:
Female Age: 25 – 50
Occupation: Professional, high status
Household income: £35,000 + Location: Worldwide
Hobbies: Shopping, Socializing Relationship
Status: Single or married

Date and time of the visit: 4 January 2022 3.00 pm





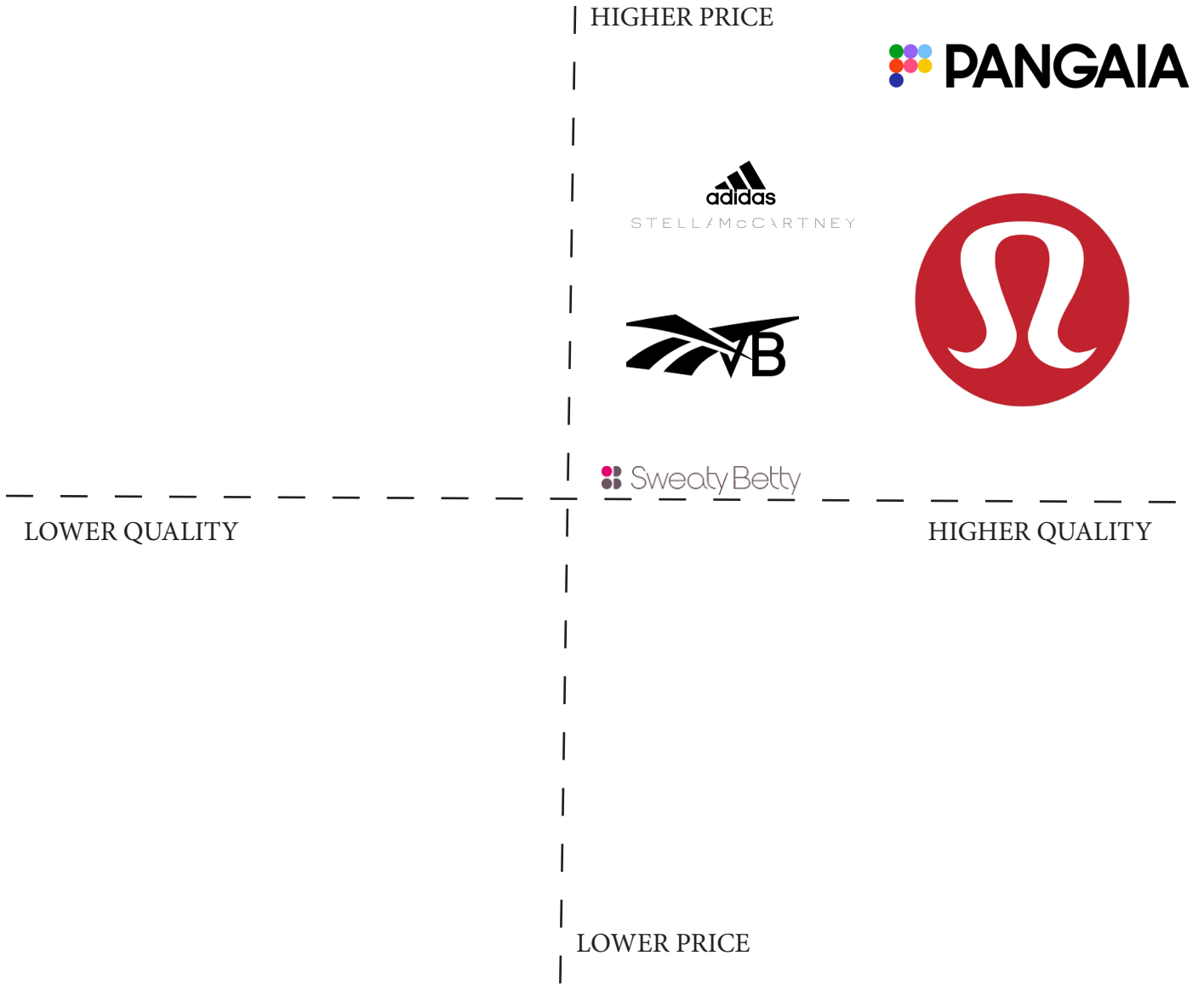
Harrods target market:
Harrods is a glamorous shopping place focused on Upper class

Date and time of the visit: 5 January 2022 2.00 pm

I will be in charge of Lululemon, and Sweaty Betty, so my competitor will be Pangaia in Selfridge. So, Adidas by Stella McCartney and Rebook by Victoria Beckham in Harrods.



Market Analysis



CUNSUMER PROFILE



Kate Cherry



- Age from 25 to 45 years from different nationality and she is a city girl
- From XS to XXL
- She has degree
- She is starting her career, or she has already a position in the company
- She likes to go out with friends and husband or boyfriend
- Innovator and Adopter
- She loves to go to the gym and run on a Sunday morning
- She loves arts, fashion and interior design.
- upper-middle-class
- Medium-high income
- Married/stable relationship
- She loves to wear comfortable clothes, especially when shopping with her husband or boyfriend in her free time.



Pangaia:

customer profile with high income or a young from middle-upper class has a high income, and it made for everyone every day.

USP: Innovation tech and sustainable resources

Sustainability: The brand is leading in recycling material, alternative and researching new material



Sweaty Betty:

The Sweaty Betty target audience is all women (young, old and size) who want to wear high-quality sportswear. USP: Stylish clothes from the studio to the street

Sustainability: Eco-friendly material



Adidas

The target is wide of all adults, adults and children with a passion for sport. The target age is 13-40 years old. Customers are 15-35 years old, upper-middle-class.

USP: Sportswear for a large group

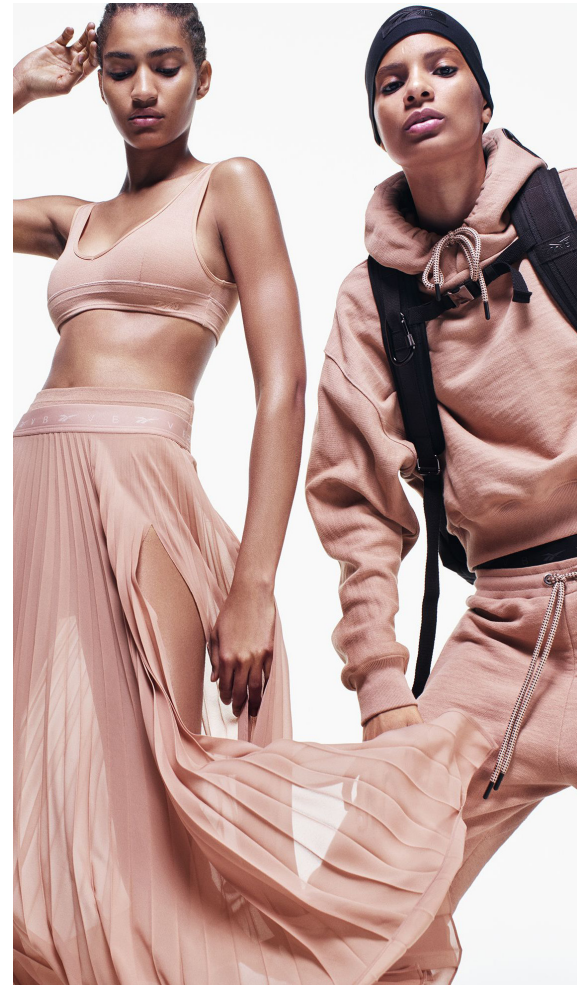
Sustainability: The brand is fully sustainable

Stella McCartney

The target is middle-class women from 25 to 45 years old. USP: Sustainability

USP: Vegetarian

Sustainability: The brand is fully sustainable



das:
 can go from young
 children who have
 ts and fitness. The
 years old, but most
 to 30 years old,
 ss or luxury class.
 recognised from a
 o audience
 is working to be
 able by 2040

Cartney:
 men but mostly
 45 years old with
 y awareness.
 n luxury brand
 e brand found on
 y garments

Lululemon:
 The target is men and women
 physically active between 16 and 45
 years old
 USP: Developing the potential of
 everyone through sweat, grow and
 connecting.
 Sustainability: The brand shows an
 essential commitment to sustainable
 strategy from the website.

Rebook:
 The target is mainly women,
 specialising in specific customers:
 CrossFit, Martial Arts, etc.
 USP: Unique fitness DNA
 Sustainability: The brand has as
 ambition to be fully sustainable by
 2030

Victoria Beckham:
 The target market is from 28 to
 45 females married or in a stable
 relationship.
 USP: Understanding what the woman
 wants to wear
 Sustainability: The brand is taking a
 step ahead for sustainability

VM

I have been in Selfridges, and I have noticed the Lululemon and Sweaty Betty's space in the store. So they are pretty far from other corners, and they are very close. Different is the case with Pangaia, which is on the second floor and covers a tiny part of the floor.

The opposite is the in Harrods, and both collections have only rails, because when I have been in sale periods.





PANGAIA

WELCOME TO PANGAIA, A MATERIALS SCIENCE COMPANY ON A MISSION TO SAVE OUR ENVIRONMENT. WE ARE A GLOBAL COLLECTIVE OF ONE HEART AND MANY HANDS - SCIENTISTS, TECHNOLOGISTS, DESIGNERS - CREATING ESSENTIAL PRODUCTS FROM INNOVATIVE TECH AND BIO-ENGINEERED MATERIALS.

WE ARE STARTING A MOVEMENT. DESIGNING AN EARTH POSITIVE FUTURE.








 Sweaty Betty





adidas

STELL/McCARTNEY



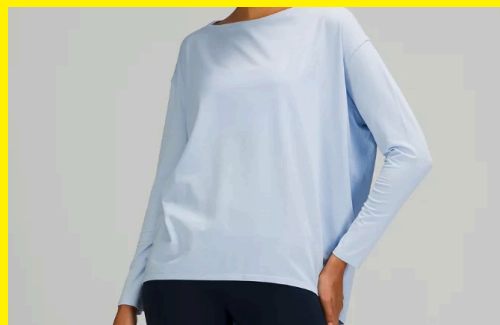
FASHION PYRAMID
LULULEMON



- Price range: £128-£88
- 1/2 colours
- Both images are Bestseller



- Price range: £78-£68
- 5/7 colours
- Both images are Bestseller



- £48
- 7 colours
- Bestseller



- Price range: £148-£98
- 4-9 colours
- Both images are Bestseller



- Price range: £88
- 2 colours



- Price range: £78
- 12 colours
- Bestseller

FASHION PYRAMID
SWEATY BETTY



- Price range: £115-£120
- 4-5 colours

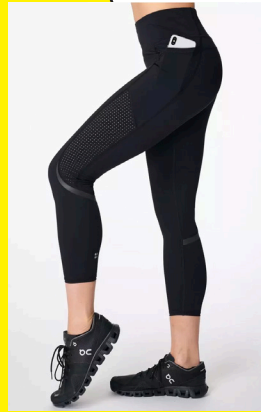
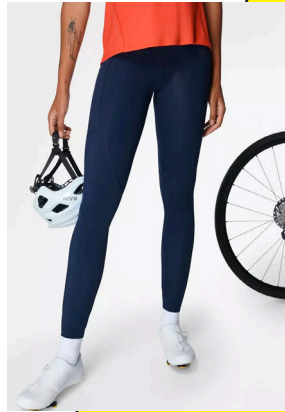


- Price range: £85-£60
- 1-5 colours

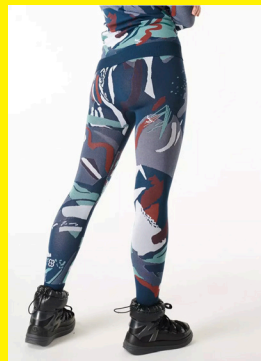


- Price range: £55-£45
- 3-4 colours

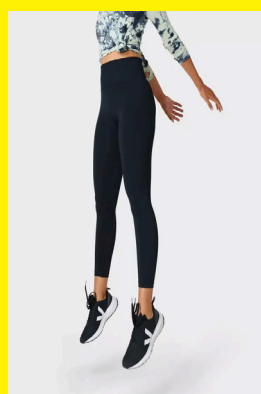
Bestseller



- Price range: £120-£90
- 1 colours

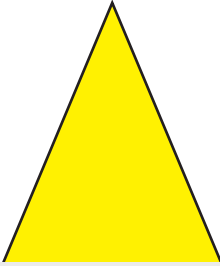


- Price range: £85-£75
- 2 colours



- Price range: £65-£55
- 1-2 colours

FASHION PYRAMID
PANGAIA



- Price range: £258
- 5 colours

Bestseller



- Price range: £255
- 4 colours



- Price range: £120
- 5-17 colours



- Price range: £215
- 7 colours



- Price range: £195
- 2 colours

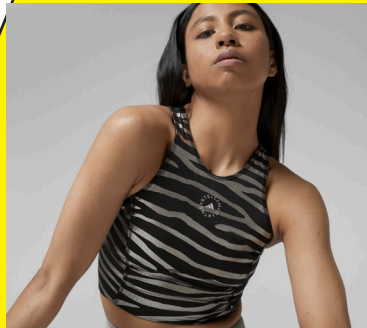


- Price range: £170
- 4 colours

Bestseller

FASHION PYRAMID
ADIDAS BY STELLA MCCARTNEY

The items are on sale at the m
have considered the items as f
price is £39,95

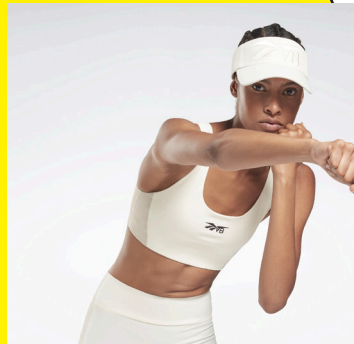


- Price range: £70
- 1 colours



FASHION PYRAMID
REBOOK BY VICTORIA BECKHAM

oment. For this reason, I
full price. However, the sale



- Price range: £79
- 2 colours



- Price range: £149
- 3 colours

COMPETITIVE ANALYSIS

SHOP	RETAIL INTRO	LOCATION	FOOT-FALL	CONSUMER	FASHION-ABILITY	PRODUCT OFFER IN STORE	TRENDS	FABRIC,
Lulu- lemon	High brand	Selfridges	Average	16 to 45 Woman and Men	Innovator/ Early Adapter	Woman's	Stylish activewear	Nylon, Lycra, Elastane, Acrylic, Cotton
Sweaty Betty	High brand	Selfridges	Average	Woman	Innovator/ Early Adapter	Woman's	Stylish activewear	Recycle polyester, Polyamide, Elastane, Organic cotton, Cotton
Pangaia	High brand	Selfridges	Low	Woman's, Man's, Kind's	Innovator/ Early Adapter	Woman's	Gender-less activewear	Recycle nylon, Organic Cotton, Recycle wood and cashmere
Adidas by Stella McCartney	High brand	Harrods	Low	Woman	Innovator/ Early Adapter	Woman's	Stylish activewear	Recycle polyester, nylon, recycled nylon, Polyacrilics, Cotton, Polyester
Rebook by Victoria Beckham	High brand	Harrods	Low	Woman	Innovator/ Early Adapter	Woman's	Stylish activewear	Cotton, French terry, Polyester, Elastane, Nylon, Recycle polyester

	COO	SUSTAINABILITY	PRICE RANGE	PROMOS	SIZE RANGE	PRODUCT OPPORTUNITIES	QUALITY	CUSTOMER EXPERIENCE
	China, U.S., Canada, Israel, Taiwan, Indonesia, and India	The website shows a commitment to it	up to £200 to £24	Sale	0-26	Sustainable fabrics	High	Easy
	Vietnam, China, Italy	The website shows a commitment to it	£385 to £30	Sale	xxs-xxl	High fashion collection	High	No good customer experience
	Portugal, Turkey	The brand is found on sustainability	£685 to £43	Sale	xxs-xxl	High fashion collection	High	N/A
	Indonesia, China, Vietnam and Cambodia	The collaboration is with one sustainable brand	£350 to £54.95	Sale	xs-xl	Expand corner in Harrods and size range	High	N/A
	China, Vietnam	The website shows a commitment to it	£279 to £69	Sale	xs-xl	Expand corner in Harrods and size range	High	N/A



Strengths

- Size range
- Sustainability fabrics
- Coner space
- Customer service
- High quality
- Colour palette

Threats

- Man's and Kind's corner
- Fully collection sustainable
- Competitors in store



Opportunities

- Collaboration with brand
- Social media campaign
- Expand corner and Window
- Genderless collection

Weaknesses

- Customer experience
- Size in rail
- High fashion garments

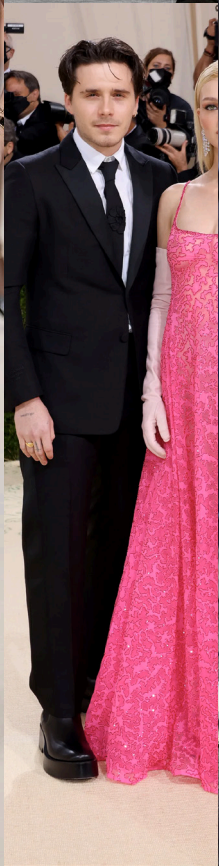
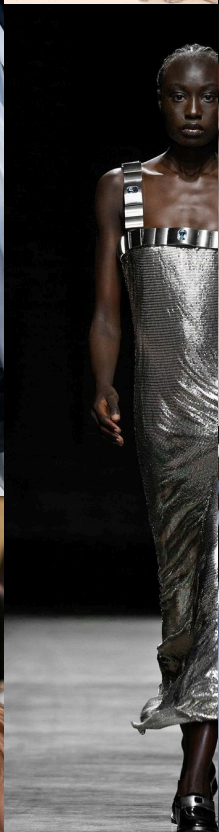
Conclusion

I have found Selfridges very strong in sizes and space compared to Harrods, but at the same time, there is a big gap between my chosen brand and my competitor regarding the price range. Harrods doesn't have sizes and enough space on all floor.

From what I have analyzed from my shop reports, my collection will collaborate with Swarovski so that this collection will elevate the Body studio area, and we will introduce something new to Selfridges

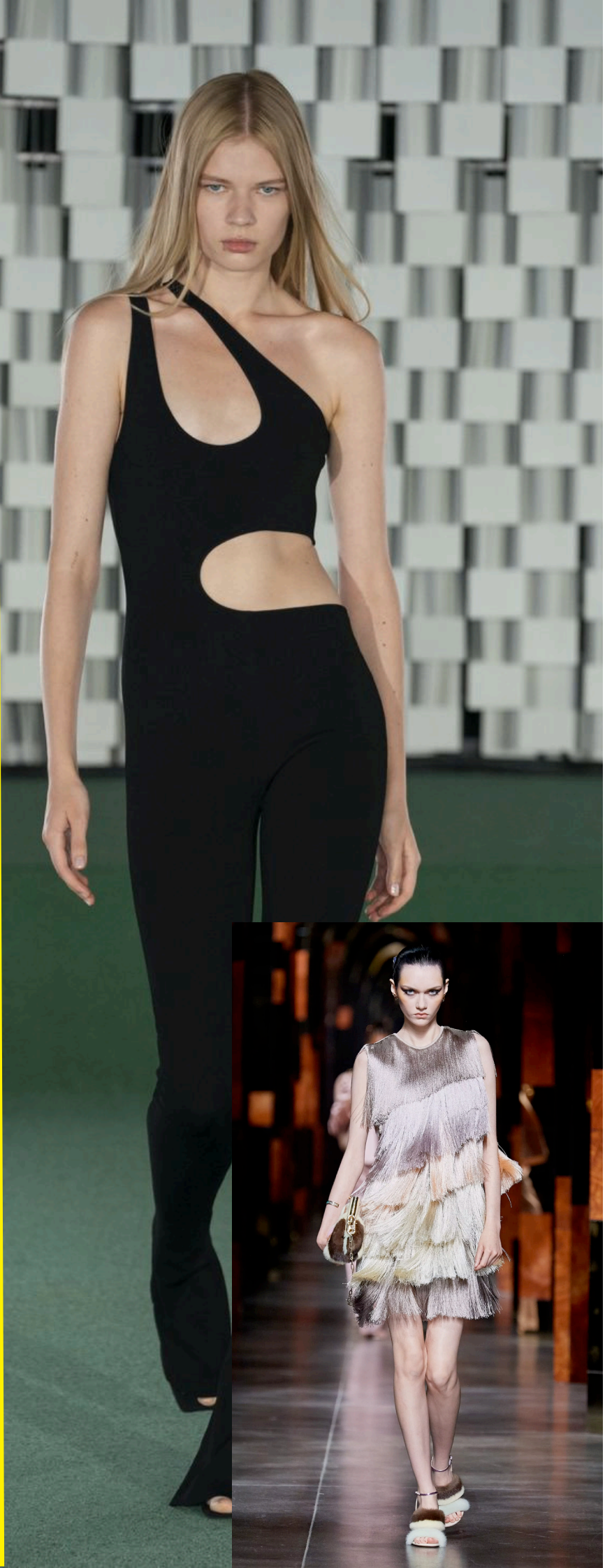
USP: The first timeless sportswear collaboration in Selfridges and ready to wear.







TREND MOMENTS





STREETW

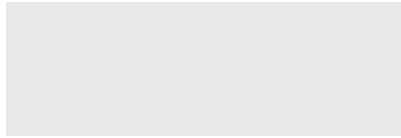




WEAR

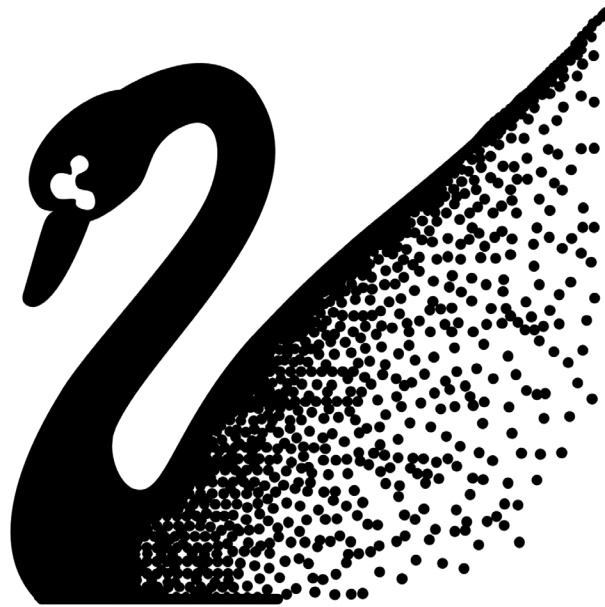






ST SS2022

High fashion pieces are the collection's focus; they will have the S as Selfridges with Swarovski. The garments are glamorous but timeless, and the cuts are minimal and have no sticks. The silhouette is all shaped and give the harmony of the curves.



SWAROVSKI

DESIGN FOCUS & MUSE



My inspiration for this collection is a glamorous activewear collection, and the collaboration with Swarovski will increase the impact. For this reason, my muse is Dua Lipa, a trending singer; she always wears body fit clothes, and she has sexy and comfortable silhouette.

OPTION	PRODUCT DESCRIPTION	CATEGORY	COLOUR	FABRIC	COUNTRY OF ORIGIN	FASHION ABILITY
1.	Tanktop	Top	Black, White, red, brown, fuchsia, beige	69% Recycled polyamide 31% Elastene	Turkey	Fashion
2.	Crossbody long sleeve	Top	Black, red, brown, beige	69% Recycles polyamide 31% Elastene	Turkey	Fashion
3.	T-shirt	Top	Black, white, red, brown, fuchsia, flower, beige	100% Organic cotton	Portugal	Basics
4.	Vest top	Top	Black	92% Recycled nylon 8% Elastane	Portugal	High F
5.	Legging	Bottom	Black, white, red, brown, fuchsia, beige	62% Recycled polyamide, 38% Elastane	Turkey	Fashion
6.	After class trousers	Bottom	Black	49%TENCEL™ Modal 51% Organic Cotto	Portugal	High F
7.	Yoga jumpsuit	Top	Black	92% Recycled nylon 8% Elastane	Portugal	High F
8.	Dress	Top	Black, White	100% Organic cotton	Turkey	Basics
9.	Yoga vest	Top	Black, white, red, brown, fuchsia, beige	69% Recycled polyamide 31% Elastene	Turkey	Basics
10.	Legging	Bottom	Black	62% Recycled polyamide, 38% Elastane	Portugal	High F

NAME	SELLING PRICE	NUMBER STORES	LIFECYCLE	TOTAL BUY	SIZE CURVE	TOTAL BUY SELLING VALUE
n	£68	1	6 weeks	500	XXS-XXL	£34,000
n	£78	1	6 weeks	600	XXS-XXL	£46,800
	£48	1	8 weeks	1000	XXS-XXL	£48,000
ashion	£98	1	5 weeks	400	XXS-XXL	£39,200
n	£78	1	6 weeks	700	XXS-XXL	£54,600
ashion	£108	1	5 weeks	400	XXS-XXL	£43,200
ashion	£118	1	5 weeks	400	XXS-XXL	£47,200
	£58	1	8 weeks	750	XXS-XXL	£43,500
	£58	1	8 weeks	800	XXS-XXL	£46,400
ashion	£98	1	5 weeks	400	XXS-XXL	£39,200