

A fashion advertisement featuring a woman from the chest down. She is wearing a light-colored, possibly silk or satin, short-sleeved blouse with a wide collar and a subtle texture. Her pants are a light beige or cream color, tucked into a belt. She is holding a book titled "Monet" in front of her, which features a painting of a garden scene on the cover.

Spring/Summer 2020

U-NIQUE

Target Market



Women ages 18 to 25 are our specialized target market. Most of these women are students that work part-time, however some work a full-time job. These ladies enjoy going out with their friends, dressing up, and posing for the gram. They are single and ready to mingle, and live at home with their parents. These women's income goes towards all their wants as they do not have any bills to pay.

Buying Behaviours

They buy specialty products (evening, night life and occasion apparel), they buy 1-2 products per visit (usually visit the store alot since they go out frequently)



5 Steps of purchase

- 1- Come into store
- 2- Look around, match pieces together
- 3- Try on
- 4- Accessorize
- 5- Pay at cash



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ARITZIA

Strengths

Layout: very organized (by colour, brand, style), separated into sections, nice waiting area with TVs and couches

Product: They have something of each garment category and have a variety of choices/original pieces. Good quality

Customer service: very good, friendly, replace your piece if ruined (with valid excuse)

Place: In store and on-

Weaknesses

Price: very pricy, not affordable for everyone

Promotion: No excited ads or campaigns. Don't have much merchandise in the sales section, False advertisement of sales in windows (more than what it is)

Need to go out of the changing room to look in the mirror which may cause insecurities for some

All of their sizes are made very small



LE CHÂTEAU

Strengths

Layout: The layout in Le chateau is very organized. It has a two store in one concept. One side for women, one for men, including a shared cash. On the womens side, the client first walks in to a lovely view of their new collection. Throughout the first half of the store, it is mostly clothing. Within the middle they showcase their purses, which then leads to shoes. Along side their shoe section on the right hand side is a sales selection and towards the back of the store is their area for gowns. The store is very organized, well branded and clean.

Place: In store and online

Product: The clothing at le chateau is of very high quality.

Customer service: The workers always greet you with a smile, everyone has a great aura. They value their customers and it shows.



Weaknesses

Promotion: The only promotion that was evident was the sales section, other than that the store has everything at full price and no obvious promotions were present. It doesn't drive new clientele inside the store.

Price: Clothing is pricy. The price of their gowns is reasonable compared to other gown stores but still expensive. The price of their shoes are somewhat cheaper while the price of their accessories are relatable to competitor pricing.

Product: Their accessories and shoes' quality is less prominent than the clothing.

MARCIANO

Layout

Strengths: Very classy setting and organized sections. Accessories right next to cash to finish an outfit. Many mannequins to see how garments look on a certain level.

Weaknesses: Sales at the back of the store are messy. Unless you really look rack by rack things can go unseen because of how it is placed.

Merchandising Selection

Strengths: Dresses, tops, shoes, jackets, suiting, bottoms accessories and sales section.

Weaknesses: No mens section, no kids section and specialty **wear** only.

Customer Services

Strengths: Clothing and shoes returnable before 30 days. When trying on clothing, they ask you if you need another size or style.

Weaknesses: Employees do not come up to you or say hi when walking into their store. Jewelry, undergarments, lingerie, fragrances, lotions and final sale items are not returnable.

Product Mix

Strengths: High quality products that will last a while. Many styles of evening wear for every occasion. Many different colours and sizes made for everyone. A good amount of footwear also jewelry.

Weaknesses: Very pricy, not affordable by everyone. Only formal/evening wear no casual everyday wear.



Dynamite

Strengths

Layout:

Open concept layout. First thing you see when entering the store is a dressed mannequin in dynamite clothing. Sales rack in entrance.

Product:

Wide variety, they offer casual and dresswear.

Custmer service:

Average customer service. Said hi when i walked in but did not push themselves to ask me if i needed help.



DYNAMITE

Weaknesses

Layout:

Too dark (black floors) and does not emphasize clothes in store. No specific organization method which means everything is scattered around the store.

Product:

Size range from xs-xl in t-shirts and go up to size 32 in pants. Quality is not the best(made in china). risk of clothes tearing after a couple of washes.



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#100

Jet Blouse

Deep V Buttoned up Blouse with
a front tie. Ready to go out and
pose for the camera.

100% cupro

S, M, L, XL

\$54.99



Diana Blouse

White Sheer lace blouse with wide sleeves.

100% polyester
S, M, L, XL

\$39.99

#101



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Leo Blouse

Beige leopard print
blouse with flowy sleeves
and tie at front

100% polyester

S, M, L, XL

\$49.99

#102



Outerwear

#200

Polar Bear

Cropped puffer jacket with
black interior with silver
zipper.

100% Polyester

XS, S, M, L, XL

\$89.99

#200



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Sahara Desert

Oversized, Maxi Length jacket
with belt around the waist
with flowed collar.

100% Polyester

XS, S, M, L, XL

\$75.99



#201

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Faux Fur Jacket

Oversized classy
faux fur jacket

58% Acrylic 42% Polyester

XS, S, M, L, XL

\$99.99



#202

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Trapeze

Black cargo pants with pin stripes in white, including a buckle belt feature along with cuffed bottom detailing.

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#300

100% Polyester

Size, XS,S,M,L,XS

\$65.00



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#301

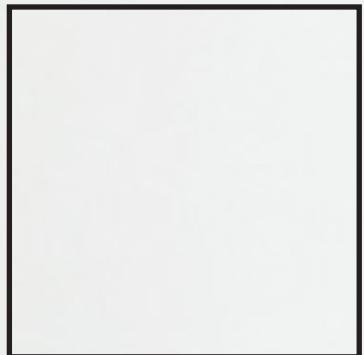
Distressed Jeans

Blue light wash distressed jeans
with a flattering cut hem detail.

100% Cotton

Size XS,S,M,L,XL

\$60.00



Snakey High rise

Snake print high rise fitted skinny fit pants, with an exposed zip-front closure.

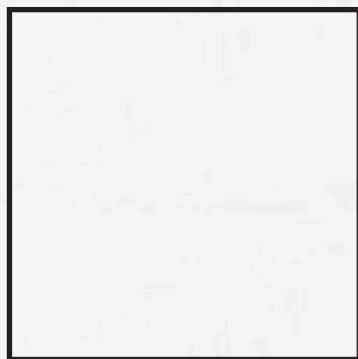
Polyester, Spandex

Size XS,S,M,L,XL

\$90.00

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#302

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aiZers**

#500

Velvet Blazer

Perfect blazer for a girls night out. Is nicely fitted and add a fancy touch to your outfit.

95 % polyester, 5 % elastane

S, M, L, XL

\$54.99

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#500

Silky Blazer

Feminine black silk blazer. Perfect for a fancy occasion.

100% polyester

S, M, L, XL

\$69.00

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#501

Satin Drape

This satin skirt is paired with grey zippers going down the leg.



#502

100% Satin

S, M, L, XL

\$45.00



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BodySkins.it #1200

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#1200

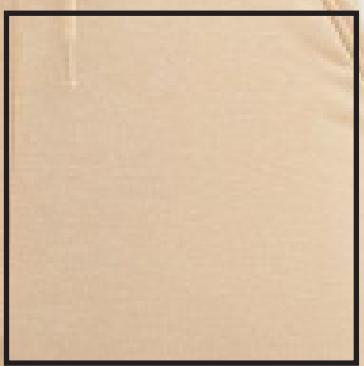
Sahara Desert

Comfortable long sleeved turtle neck. Perfect for colder days, featuring a camel fabric, streamline fit and a roll neck.

95% Polyester 5% elastane

XS, S, M, L, XL

\$45.00



660 ●
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770 ■

Secret Agent

Stretchy one armed body suit,
along with a comfortable thong
fit which is an evening essential.
95% Polyester, 5% Elastane

XS, S, M, L, XL

\$55.00

#1201



Glory Bodysuit

660
990

Black tassel trim detailing
bodysuit with a thong closure.
It has a halter neck line which
is comfortable and compli-
ments different body types.

95% Polyester, 5% Elastane

XS, S, M, L, XL

\$58.00



#1202

Dresses

#1300

Strappy Dress

Over the knee length dress with
cut through chest area with
shoulder strap.

95% polyester 5% elastane

XS, S, M, L, XL

\$85.99



#1300

660

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Wrap Dress

Tailored Mini dress with buttoned sleeves and low cut design.

95% polyester 5% elastane

XS, S, M, L, XL

\$79.99



#1301

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990
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Champagne Showers

Tight fitting mini
Dress with cowl
neck & golden hoop
strap detailing.

100% Satin

XS, S, M, L, XL

\$69.99



#1302

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skirt

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Snake Skirt

Perfect evening skirt
that is very form
fitting. You can dress
this up with a pair
of heels.

100% Polyester

S, M, L, XL

\$59.99



#1400

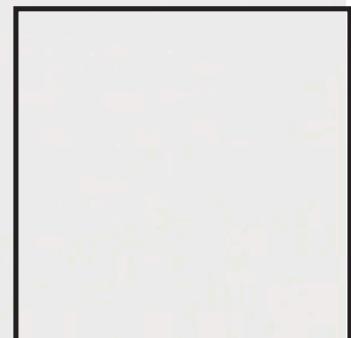
660 ●
990 ○
770 ■

Buckle up

Very versatile black jean skirt. You can dress it up or down depending on the occasion.

98% Cotton 2% Elastane

S, M, L, XL
\$35.00



#1401

Satin Drape

This satin skirt is paired with grey zippers going down the leg.

100% Satin

S, M, L, XL

\$54.99

660 ●
990 ○
770 ■



#1402

Sources

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All other images were taken from google images and pinterest