

**P R A B H J O T E   K A U R**

E19CC

BA FASHION YEAR 3  
HERIOTT-WATT UNIVERSITY

**DIVERSITY MARKET REPORT**



HERIOT-WATT UNIVERSITY

Associate campus West London College

Marketing Strategy

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A major project submitted in partial fulfillment of the requirements for  
BA Fashion Design

Module E19CC Diversity NOW!

The candidate confirms that the work submitted is their own and that appropriate credit has been given where  
reference has been made to the work of others.

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# EXECUTIVE SUMMARY

This report serves to demonstrate and analyse the marketing strategies. Marketing report is a vital process as it helps understand the market better based on various factors. This report will focus on factors such as -

- Design Strategy
- Target Market
- Competitor Analysis
- Retail Market
- Promotion

The purpose is to analyse, explore and evaluate the current womenswear market thoroughly. These properties will help build a clear concept to meet customers need. The report will provide information on what will the designer offer in regards to the design idea and how it will realistically be presented in the market.









# INTRODUCTION

Fashion is a unique way of expressing ideas, creativity and style. It is a platform where various ideas are brought to life through the technicality and taking inspiration from anything that surrounds an individual to something wearable or artistic.

Fashion has a great impact on the audience, yet there is still not much diversity in it. There's always been a question, 'Is fashion diverse?' And there have been some improvements regarding ethnicity, colour, size, age and even disability. People with physical difficulties or plus size or black women have been on the runways provided by different brands and campaigns to work on this issue.

To create more awareness about diversity in fashion, All walks beyond the catwalk, a campaign initiated by Caryn Franklin, Debra Bourne and Erin O'Connor to embrace different body types, shapes, complexion and culture. The campaign addresses the central issue in fashion and challenges young designers to create an idea of different clothing.

A motif of educating and encouraging fashion students to develop ideas without any restrictions or stereotypes, to be creative and be able to express their work through different mediums.

# DESIGN STRATEGY

After brief searching and reading articles about diversity in fashion, an idea arose to design clothes for disabled people specifically individuals who have arthritis. A personal approach to this topic as some of the close members was involved. Arthritis is a disease which mainly attacks the bones and the muscles around them. It reaches a certain stage where the patient is unable to stand straight or even move the joints especially knees. There are different types of arthritis affecting various parts of the body. Osteoarthritis and Rheumatoid arthritis are mainly the standard ones. Osteoarthritis occurs when the surfaces of the bones are damaged making it difficult to move the body whereas Rheumatoid occurs when the body's immune system attacks the cartilage and ligament causing inflammation, pain and stiffness. This stage is called the last/severe stage of arthritis and wheelchair has to be used by the patient to go anywhere.

Lucy Jones, a British student, invented designs for wheelchair users to help them have comfortable and give more tailored and fashion forward look. A student from Parsons was given the challenge to create something new which will change the world. She succeeded by designing clothes for her cousin, a wheelchair user, to wear stylised outfits. The inspiration for creating garments for disabled individuals helped the brand.

The design idea originated to invent clothes possible for such patients to wear by themselves. After observation, it was very common to see these patients wear loose baggy oversized clothes to feel comfortable; however, they were displeased by this method as they desire to feel fashionable and comfortable. There been lot many ideas to fulfil these demands but not all of them were successful as it required assistance while wearing it.

For comfort, an idea emerged in the mind which relates to the disease itself. Personally observed that arthritis patients wear knee pads. The purpose of a knee pad is to help the bones stay in place to cause less pain at any moment. A very comfortable yet fitted design to cover different body parts to provide support and comfort to the patient. The concept is to create fashionable, and trend influenced garments with details to provide comfort, flexibility and accessible.

To make the garment more adaptable clothing hardware is very crucial. The focus is to be worn by oneself in a case of absence of any assistance. Urban detailing is necessary to make it easily carried by the customer. Most consumers with disabilities find difficulties in buttoning their garment. Here is the idea of adding two main details to the clothes- Zips and Magnetic fasteners. There are different types of magnetic fasteners in the market such as the ones used for handbags and small to medium sized

fabric ones. These magnets are stitched on the fabric quickly. They have different magnetic strengths. Using too strong magnets will make it difficult to unfastened and weak wouldn't work at all. By using magnetic fasteners, it will make the consumer wear and fasten the garment without any assistance. The inspiration came from Mrs Horton, who started MagnaReady, a company where she makes magnet-infused shirts. Similarly, the zips, they make the clothing more accessible to wear, and it makes the clothes urban. An idea of using zips came from sportswear clothing.



Fig. 1 Moodboard/ Inspiration

The trend for the collection is Autumn Winter 2018. It includes loose, comfortable, detail oriented, sportswear inspired and urban aesthetic. The silhouette is loose, not oversized. Having light clothes will let the consumer move the body freely. Oversized clothing might bulk at certain areas, and it will make the wearer uncomfortable while sitting. The fabric used for the collection is light, stretchable and slightly stiff to carry a particular shape.



# INDUSTRY ANALYSIS

## COMPETITOR ANALYSIS

To achieve greater understanding key competitors were analysed to review the market strategies. It's a vital process as it helps evaluate our consumers need because our ideal customer can be our competitor's ideal customer as well. In this way, certain tactics are used to improve the brand alignment.

The competitors are Y3, Christopher Raeburn and Alexander Wang. Three different companies but all of them have urban aesthetics, sportswear detailing and comfortable designs.

### KEY STRENGTHS

- Y3, Christopher Raeburn and Alexander Wang quite well renown brands.
- Social Media following
- Celebrity endorsed ad campaigns
- Online accessible clothing Catwalk shows

### KEY WEAKNESSES

- Expensive clothing- can't be afforded by everyone
- Not much diverse ideas regardings models and designs
- Most designs are not wearable and sent for production.

These brands have urban sportswear appeal to their clothes which helps understand and also inspires to have particular details in our collection. These brands align in luxury/high-end designer labels. A contemporary and experimental clothing ideas developed by these brands from minimal fabrics, chunky details to prints as well.

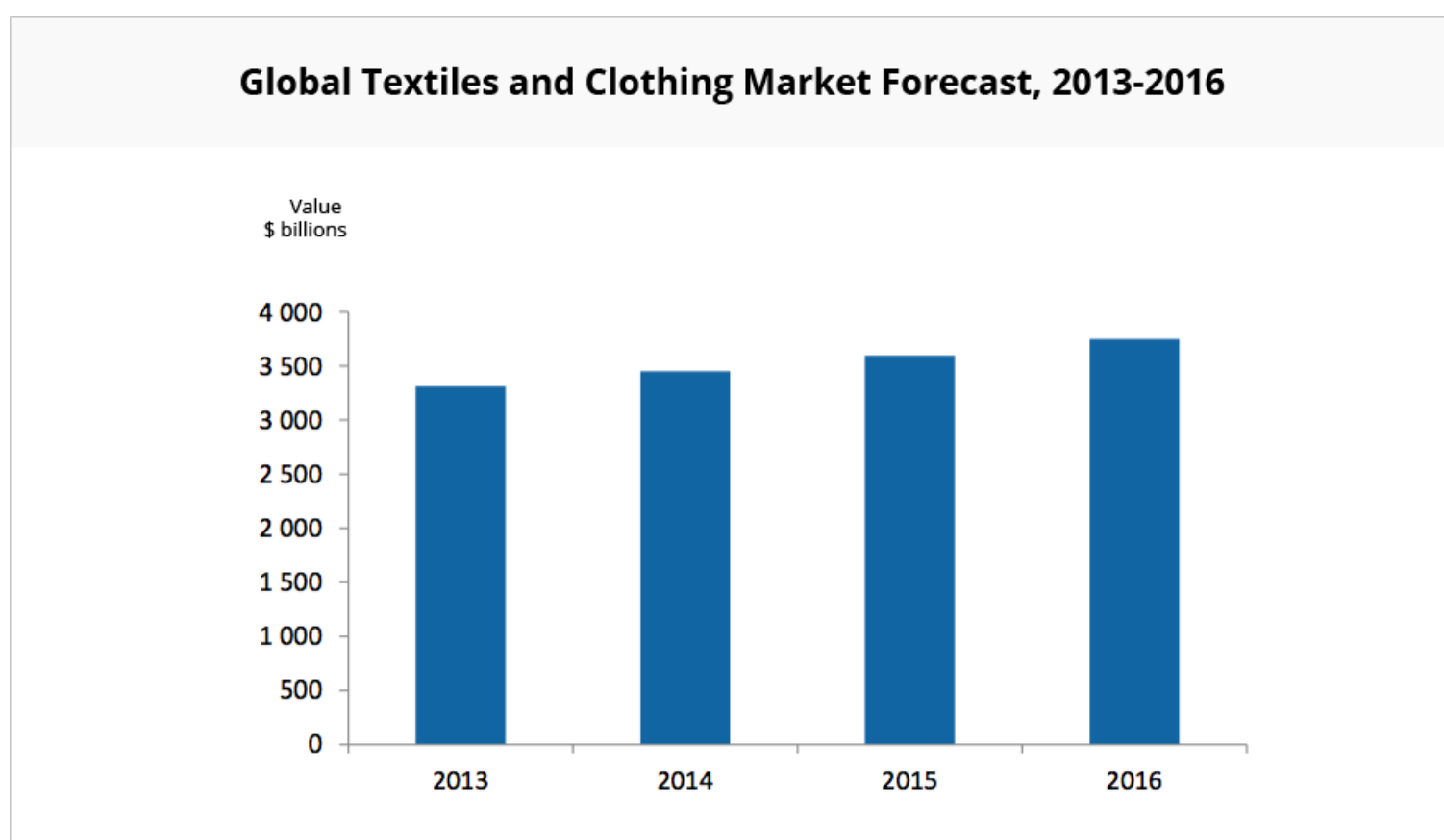


Fig. 2 Clothing graph





ALEXANDER WANG, Y3 AND CHRISTOPHER RAEBURN

Fig. 3 Competitors

	ALEXANDER WANG	Y3	CHRISTOPHER RAEBURN
TOPS	£50-£900	£85-£355	£100-£590
SKIRTS	£60-£900	£270-£400	£70-£680
TROUSERS	£300-£400	£95-£750	£150-£900
JACKETS	£300-£4500	£270-£900	£300-£2500
DRESSES	£100-£5500	£140-£500	£625-£1000

## PROMOTION

Designers use various ways to promote their work. It has become quite convenient these days to promote the brand and the latest collection through social media. With the help of a website and other social networking sites, the audience puts more attention towards the brand. Social sites made it easy to reach people about latest campaigns, events and special offers. It attracts more audience than a catwalk show as it's free and can be seen throughout the world. Sending special events to customers, special offers online and advertising on TV to social sites. By making small clips or promo videos drive the attention of consumers to buy the product or visit the store.

## TARGET MARKET

Developing a strong understanding of the customer is very important. knowing the consumers need helps comprehend about their likes and dislikes. Developing a strong understanding of the customer is important. Knowing the consumers need helps comprehend about their likes and dislikes. Evaluating a certain age whether a teacher or a student or company employ all comes under this category.

The concept describes the adaptable clothing and details on the garment which gives an idea of particular consumers. Disabled arthritis and wheelchair users are our customers. An independent individual aged 22-35 having some attraction towards fashion and creativity will be an ideal candidate.

### - DEMOGRAPHICS

Age- 22- 35

Income level- £20,000- £30,000

Ethnicity- Not specified

Education- Graduated from Kingston, Middlesex University

Location- Urban

Employment- Not Specified

Marital status- Unmarried/married

### - PSYCHOGRAPHICS

Personalities- Creative, independent, workaholic

Attitudes- Positive, reserved

Interest- Writing, reading articles and novels

Lifestyle- Visiting places and embracing life, appreciating surroundings and people.

NAME- Rose Patel

AGE- 27

EDUCATION- MA LITERATURE

OCCUPATION- Assistant Professor  
in Kingston University

LOCATION- Shoreditch, East  
London

INCOME- £20,000/year

STYLE- Comfortable but  
fashionable, mixing ideas with latest  
trends

INTERESTS- Reading magazines,  
online blogs, writing and baking

LIFESTYLE- Visiting museums and  
galleries, Liberty with friends and  
family.



Rose Patel, daughter of an Indian couple, qualified from Kingston University with a degree in MA Literature. Even though she's an assistant professor but still she enjoys dressing by mixing different outfits and doesn't consider herself disabled or unable to do anything. She keeps a positive mindset and appreciates life the way she's living. She's attracted towards the fascinating history of art. Rose, in her spare time, paints sunsets and other artistic landscapes.

She also likes writing about fictional stories inspired by real life people. Her passion for dressing up and feeling comfortable in oneself is very influencing to individuals around her. She visits museums and galleries for inspiration for her work and gains knowledge about other old and new artists. She gets truly inspired by Frida Kahlo which enabled her to paint herself on the canvas. Her love for art connects her to fashion. She visits Liberty with her friends as it's her favourite place to look for the latest collection.

Making a consumer profile helps the brand visualise the type of designs they will expect. Having this information will lead the brand to a better understanding of the customers while producing the different collections.



# MARKET/BRAND VIEW

Selfridges, a famous company which consists of other designers labels, will be a perfect place for our clothes. The collection will be displayed in store and online on the Selfridges website. Selfridges attracts customers throughout the globe as the most tourist visit the place. With technology, it has become more accessible to the consumers to reach their favourite designer brands. Displaying our collection among one of the favourite places will help gain customers.

Also, the online shop is necessary as well because most of the target customers won't be able to travel a lot from different regions. By online store, consumers can reach easily and choose particular sizes. There will also be an option of altering the garments if necessary. The page will appear with instructions on how to submit measurements of an individual, and it will be amended accordingly without the need of the customer to travel a lot.

If some customers which to chose a different fabric or detail on their garment that can be arranged as well i.e. a bespoke option. The idea is to satisfy the client in all manner. All arrangements will be made for the better of our consumer. All these alterations and bespoke facilities can also be arranged in Selfridges.

## CONCLUSION

The purpose of the market report is to increase brand awareness and outline the necessary strategies. The competition 'All Walks Beyond The Catwalk' has lead to challenge young creative individuals to work on the major issue. It is very noticeable, yet fewer efforts are made. Through competition it allows us to think broadly. In this way, it educates young minds to change the world through fashion.

It helps overlook the sustainable factors as well. Through design detailing to not wasting fabrics. Many clothes end up in massive landfills. Through adaptable clothing and bespoke facility, the issue of mass production will also be looked. It will help design and make only particular garments instead of creating a whole collection and not satisfying the consumer. With details, the garment looks contemporary and adaptable for all the customers. It can be worn not only disabled people but others as well. The idea of having a different mindset as a human and while designing attracts all sort of customers.

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## IMAGES

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- Figure 02- Clothing Graph, (<http://www.reportlinker.com/ci02115/Clothing-and-Textile.html>) February 2017
- Figure 03- Competitors, ([www.vogue.co.uk/catwalk](http://www.vogue.co.uk/catwalk)) February 2017
- Figure 04- Consumer, ([www.pinterest.com/wheelchairusers](http://www.pinterest.com/wheelchairusers)) February 2017