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Planning a Selection of Clothing and Accessories
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LA SENZA COPORATION

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Table of Contents

Introduction.....	1
La Senza'a Brand.....	1.2
Organizational Structure of Company.....	1.3
External Factors Affecting Purchasing.....	1.4
.....	2
Marketing Approach.....	2.2
Products Carried.....	3
.....	4
Introducing a New Line.....	5
Conclusion.....	6

La Senza is a lingerie store filled with beautiful, fun and sexy designs. It has a range of styles of practical everyday use to more extravagant and complex designs. La Senza produces beautiful lacey bras and matching panties as a way to make women feel confident in their own skin. They cater to the glamour side of their lingerie and even the sports bras are fitted to flatter the chest, and some have strappy backs. With that being said the bras are also made for comfort.

La Senza's brand image is about being young, fun and sexy. Their target audience is women in their early 20's. The styles are deep plunges, form fitting, lace, sparkles and cut outs. Their message is empowering women to look and feel their best by producing beautiful products for them to wear. In their advertising they always relay this message and encourage women to feel confident in wearing these products. The competitors of La Senza are Victoria's Secret, Lie Vian Rose and Adore Me. These companies also sell lingerie and their audiences are also close in age.

The organizational structure of La Senza is centralized as the teams of the company are divided in a hierarchy of control. They are divided into teams to make the company run more efficiently these teams are the executive team: chief executive officer/chairman who makes the final decisions, vice chairman who is also secretary and treasurer maintaining documents such as budget approvals and taxes, chief financial officer who is the head of the accounting team reviews financial reports and vice president/general council who takes care of the legal obligations. The other teams consist of marketing who advertises to the consumers, visual merchandising whose job is to attract customers and set up products, ecommerce designing the website to easy online shopping, distribution centers; inventory control and shipping out to stores, information technology team develops technology to organize inventory and manages warehouse, the buyers who purchase product for the stores, the management team include district manager who manages regions of store locations, store manager and co-manager who supervise the sales associates. These teams follow the strategies the executive team create to increase profits.

There are external factors that can influence a buyer's decision to purchase products for the company and one of them being the vendors prices. My team could love the product but if the vendor isn't willing to negotiate to our budget we would have to walk away and look at other options. On the other

hand, if there is a product we love, and the price is right that makes it easier to purchase from that vendor as oppose to another one with a similar product but higher prices. Another factor being the consumers lifestyle. We know we always need to keep smooth cups in black and beige bras stocked as those are the everyday needs where the fashion colours and lace bras won't be purchased in as big of bulk as they are to be sold and run out of stock to make room for the next new style to keep customers interested. Another factor is the exchange rate of importing and exporting goods, that can either go over budget and not be worthwhile for the company, but if the currency is weaker from the company exporting and can add to profits it will determine the strategy to have them imported.

The marketing approach that La Senza takes is through social media and daily promotions on products. Online they have social media accounts through Instagram and Facebook with a link to their website. They display models wearing their products with hashtags and emojis in the description. It talks about the qualities of the product and how it's a must! They use keywords in their ads to make it easier for people to find them and show up recurring more in everyone's search engine. They use seasonal colours so in the fall/winter the colours are darker and cool such as blues, deep purples and maroon. In the summer/spring they have brighter and warm colours such as pinks, bright reds, green and yellow. The logo brand itself is pink and black. You can see the colour schemes in stores and online. On women's international day they set up a platform so customers can take pictures with the stand and props with empowering words such queen, powerful and fierce in honour of women to showcase our strength. They post their picture online with hashtags and receive a free panty to show appreciation. They have a campaign slogan of "We Wear it Out" referencing to the lingerie bodysuits and bra tops that are cut like a crop top. They use their models to display the possible outfits paired with pants, skirts, shorts and jackets. To keep loyal customers, they have a VIP club card that gives them 10% off, a birthday coupon and exclusive deals only a club member can receive such as 50% off 1 item, 20% off or \$35 bra and panty sets which are usually \$70.



La Senza. <https://www.lasenza.ca/new/new-accessories-and-beauty>



La Senza. <https://www.lasenza.ca/new/new-accessories-and-beauty>

The products the company carries is all La Senza brand which include 5 different types of push up and 3 types of lightly lined as well as a strapless frame, bra tops and bralettes. They either are plunging, full coverage, wireless or demi cut. They are built to either close in the front in the back. All the styles have their own name associated with the frames to easily differentiate them. There are also 6 different frames of underwear which is divided between comfort and sexy. Some of the styles either come in low rise or high rise. The fancier selection has the lace, gems, straps and cut outs in them. The comfort and everyday use have less lace, and seamless options. The lingerie they carry are bodysuits merrywidows, babydolls, and chemises. There is a small pajama selection made of silky material that come in tank top or crop top with shorts as a set and silky or sheer robes. Accessories they have are garter belts, body chains, stockings, backless sticky bras called featherlites, pasties, handcuffs, whips, massage oils, sexy dice, tickle feathers and a riding crop. Beauty products are lips stains, lip gloss, body lotion, perfume and body spray. For the Christmas selection is when they have the comfy pajamas that come in sets or separates, you can pair the long sleeves and pants or shorts together. The rest of the Christmas selection has fleece robes, fuzzy socks and slippers. For the sports selection they have tank

tops, cropped hoodies, leggings, jogger pants, shorts and 3 different types of sports bras cut into deep V, push up and U neck scoop



Image 1: Sports Selection. La Senza head office Columbus. October 2018.



Image 2: Bra frames. La Senza head Office Columbus. October 2018.



October 2018 Image 3: Riding crop. La Senza.

<https://www.lasenza.ca/new/new-accessories-and-beauty>

A new product line that could be introduced to La Senza is a wireless strapless collection. Right now, the strapless all have wires and a big portion of our shoppers love our wireless bras and ask for wireless strapless. The strapless could be smooth and not structured or it can have structured cups for push up and comfort. They can stay true to the brand by giving it criss-cross straps in the back or front, putting lace on them and following the colour scheme. They could also create it in a bra top version with the structured cups and be part of their “Wear it Out” campaign. They could showcase it on models and mannequins and people would love it for the summer time. It could come with removable straps so people can get more use out of it and make it a halter style if they prefer. The wireless strapless can have matching underwear to complete the look.



La Senza. <https://www.lasenza.ca/new/new-accessories-and-beauty>

Similar to this but in a wireless option.



No wire strapless bra from Mod by Parfait. May 11, 2018. <https://parfaitlingerie.com/mod/6-myths-about-wireless-bras-and-why-you-shouldnt-believe-them/wireless-strapless-bra/>

La Senza is a company that caters to women in their everyday needs whether it is casual or for a glamorous style. The structure of the company is divided to take care of the different aspects needed to create the success of the company and make everything run smoothly. It's a company that encourages women to allow their wild side to come out whether it's just for them or a special occasion. They aim to make the products affordable with daily promotions but still creating profits for the company. La Senza is a very well-known brand due to its marketing and visual merchandising allowing consumers to see what the brand is all about.

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