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Fast Fashion

The term “Fast Fashion is often used to describe a model of mass-producing cheaply made, “in the moment” type items that are sold at a lower price point than most high-end luxury designer brands. They’re also made to have a shorter life span which means that they are more likely to break down and shrink in the wash and therefore are replaced quickly with other items that are mirroring fashion trends. The negative connotation that is associated with fast fashion is that the methods that are being used to produce clothing at a faster rate are unsustainable and consist of synthetic chemicals and materials such as microplastics, and non-sustainable dyes. Two major brands that are seemingly dominating the fast fashion industry are Zara, and Banana Republic

Zara is a Spanish retail brand that was established in 1975 that specializes in fast fashion products and as of 2017 is the world’s largest apparel retailer. Zara stores sell men and women’s clothing as well as they’re very recent (Zara Kids) clothing. Zara’s products much like various other fast-fashion retailers are supplied based on consumer trends. All of the clothing is processed through its distribution center in Spain. The company can design a product and have it finished in stores in about four to five weeks, it can edit and modify items and have them back on shelves in as little as two weeks, Zara monitors customers fashion changes and works accordingly they also have a range of basic designs that are carried over from year to year but some trendy designs only stay on shelves less than four weeks which in turn forces customers to make repeat visits. Their target market is composed of men and women ages ranging from 18-40 with a mid-range income. The target customer is very

fashion-forward and trend-conscious, residing in an urban area. There are over 10,000 store locations worldwide.

Banana Republic is a global apparel and accessories brand that focuses on delivering modern, versatile classics designed for a life with no boundaries, curious, connected and out in the world, Banana Republic provides a wardrobe of favorites. Founded in San Francisco in 1978 then later acquired by Gap in 1983. It is located in more than six-hundred fifty company-operated and franchise retail locations worldwide. The general target market for Banana Republic is men and women ages anywhere from 25-35 in the working class looking for both work and leisure attire. Banana Republic realizes the power of marketing and has created ad campaigns that display society in diverse and real glory. It sells a concept of uniqueness and originality. The brand has adopted a bold marketing policy and has used advertising tools to its advantage. The ads are shown via print, digital, electronic, and visual medium in newspapers, television channels, hoardings, billboards, and mobile. Nowadays celebrity endorsement helps gain brand awareness. In the year 2016, they appointed Olivia Palermo as their global style ambassador and in the year 2018, the brand extended its partnership with NBA star Kevin Love to include a design collaboration of accessories and apparel for men. As part of its promotional policy Banana Republic offers discounts and incentives to its cardmembers. The brand also offers discounts up to 40% off on new arrivals to try and increase its customer base. Some of Banana Republic's biggest competitors are H&M, Zara and Forever 21. Banana Republic has been one of the more prominent players in the fashion industry. It has launched several collections that express and reflect its unique style and innovative designs.