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Silent Selling Strategy for

ALEXANDER WANG

Introduction:

_____Alexander Wang is a brand that prides itself in creating an engaging experience with the consumer and showing them that when they make purchases they are investing in a culture or lifestyle rather than simply just a product. He is combining storytelling along with commerce to create a deeper customer connection. The Importance of customer connection is to generate a certain level of authenticity for each individual who invests themselves in the brand and its mission. The pieces sold by Wang showcase a casual yet grunge aesthetic which combines the college tradition with expressive youthfulness. Wang's vision is to uphold your own individuality and break from conventional ideas of "What Should be worn".

The location for this store would be in the: SoHo District NY Ny 10012.

Ideal Target Market:

Wang's target consumer is an individual who is confident and successful within their own right as well as having a knowing sense of fulfillment and belonging. The demographics are people who are looking to be fashion forward yet still retain an urban street vibe. The majority of customers are younger individuals who are looking to show off their own sense of individuality whilst preserving their youthfulness. Wang has emerging markets in the U.S , China, Europe and the Middle East which capture the minds of Urban Street go-ers. Wang also has several social influences which help him reach an even broader audience, some of which are connections with certain celebrities such as Kim Kardashian , Cara Delevingne , Kanye West , A\$AP Mob , and many others.

***S.W.O.T Analysis
For***



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|---|---|
| <p>Strengths:</p> <ul style="list-style-type: none"> > Very strong brand equity > Has strong presence in international market > Premium quality > Constantly diversifying and changing to appeal to trends and lifestyle. > Popular appeal with celebrity influence > Spring 2020 ready-to-wear collection | <p>Weaknesses:</p> <ul style="list-style-type: none"> > Can at times over change and the need for new products is continuous > Vulnerable to designs being knocked off by various fast fashion brands > It has been counterfeited in many countries for many years and the quality of counterfeit goods has increased over the years |
| <p>Opportunities:</p> | <p>Threats:</p> |

>The youth is more brand conscious than ever before and are demanding more premium brands.
>Emerging markets in different countries like china, india and japan
> Fashion is never-ending, and is already at the forefront of luxury brands in popularity.

> Competition, like with many other brands fashion is like a competitive sport. Within the industry there is always going to be brands fighting for the top spot.

Bell's Approach:

Competitors-

Balenciaga

Vs

Marc Jacobs



Both two window displays utilize **balance** as a design strategy by putting the two mannequins side by side to develop equal proportion. The two displays also use elements of **atmospherics** when setting the tone of the environment around the products and **magnifying** certain products to give them their own spotlight. Each of these two displays share similarities and differences when it comes to the way the products are being merchandised. For Balenciaga's display they demonstrate setting a more dynamic tone which really highlights the focus on the

products and the direction they're moving towards. In the Marc Jacobs display the brand is



showing a sort of juxtaposed look with environmental influences to draw in the customer.

The strategy that Balenciaga is incorporating is **Line and Direction** as well as **Sequence** to guide the customer's eye across the plain in a general movement and provides a linear element.

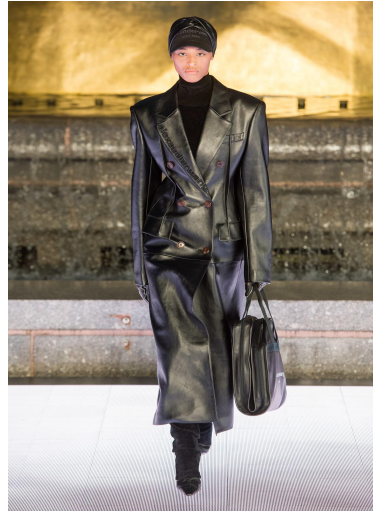
They are also utilizing **color schemes** as a marketing strategy. In particular they're showing their monochromatic color schemes to show off the blue outerwear as well as handbags and shoes. Marc Jacobs on the other hand is implementing **Shape** as a merchandising strategy with this rectangular spatial environment and organization. Marc Jacobs is ensuring that everything is sizable and proportionate to create a balanced shopping environment creating a classic traditional shopping experience.

Proposal:

For my store I would like to create similar yet different original space that shows emphasis on our brand mission and vision. My recommendations for the visual display methods would be to incorporate certain emphasis on each product to add personality to the merchandise which would highlight each piece ultimately giving them more character and attention to detail. As of now the store design elements are very simplistic and proportionate which is a great strategy in terms of visual merchandising as a whole but I feel as if it can be taken to a whole

other level with a few minor additions and tweaks. Including certain **atmospherics** such as utilizing scent to give the customer a more memorable experience by enhancing comfortability and time spent in the store which can positively impact sales while also adding to the customer-brand connection/relationship. **Emphasizing interiors** is always a persuasive way to boost customer experience and satisfaction within the store and leaves an impressionable impact on the brand image by telling a story that says we care about the quality of our products as well as the connection they have with each individual.

My plan for the stores layout would be a free flowing , permanent layout that emphasizes the merchandise by utilizing outriggers and priority wall areas to highlight certain pieces their story, as well as an inclusion of certain atmospherics that utilizes scent as a means of providing a comforting environment. The store should be a place that is a general reflection of the brand and its vision so the visuals should only be prepared with the greatest of quality.



(Looks of the Spring 2020 ready-to-wear collection from Alexander Wang)

Some trends that are apparent in this collection are the use of neutral tones/colors black, gray, beige, brown, etc , as well as his use of overcoats and trenches. Wang is taking a very classic silhouette and adding his own twist to it by adding european and american street elements to the table. The outerwear should be presented on mannequins in the window display as well as on feature fixtures within the store. Spotlight should be in the center capturing the essence of

each item of clothing. The lighting should be subtle and dim giving off the same dark/monotone look that we get in this collection. The merchandising strategy that should be utilized for this trend should be **Unity** combined with **Emphasizing interiors**. The outcome of this process should be small elemental details that come together to create one harmonious whole. For testing the merchandise I will set floor space aside to sample merchandise that represent items or styles that buyers believe will soon become popular with shoppers. They bring in small quantities of goods and watch sales and how they seem to be panning out.