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Final paper (Suitsupply)

Suitsupply is a men's fashion brand founded in 2000 by Fokke de Jong in Amsterdam (Dennis 2016). Since then the company has evolved throughout decades and now is a nation wide known store with other 40 retail locations and is currently increasing. The products range from affordable \$300 suits to more lavish \$1,000 toppers (Christina, 2014).

Suitsupply has various of target markets. One of the target markets is the "young and urban consumers". The age of this particular target group range between 21 to 35 years old. These consumers, graduated from their universities and just started their first job and are at the start of their career. The young urban professionals mostly live in the suburbs and purchase luxurious products. This target group usually tends to focus on their attire everyday and is very brand loyal to their luxury brands. The other target market would be the "business casual and loves comfort". This target group is more of any typical age but loves any style of fashion. This consumer is often in their growing phase of their career and they tend to focus more on the current situations from their everyday life rather than the having the importance of their everyday attire. The new target group where the company is going to focus on, is by creating strategic decisions. The brand wants to target consumers where they want to look successful in work life, as well as their private life. Suitsupply has found a good way of marketing themselves, not only by communicative efforts like online media and offline advertising, but also as an organization as a whole. "Like mentioned in their mission and vision statement they highly value their

customers by offering them great service and a strong price quality ratio” (Suitsupply website).

With the help of social media and advertising, the brand starts to evolve even more. Suitsupply is a “ go to “ store in my own opinion, being said, people who are rushing to buy a suit immediately for the same day, are more likely to go into suitsupply other than any suit store because the prices are more affordable and more “made to measure” kind of suits. And what do I mean by made to measure suits? Made to measure suits are suits that are usually machine made that are typically already cut and well made for a specific size, meaning no alteration has to be done to it. I know this because me personally working for Hugo Boss, men are less likely to come and buy a whole tux or suit for an event they are having the same day. Consumers usually come a month or weeks in advance to our department because it takes time to measure our clients and make certain alterations to their suits. Also, not a lot of people tend to spend \$3,000 on a suit for an event that is happening immediately.

Suitsupply has introduced a new line of casual wear. By enforcing the casual wear to the existing target group which are the casual professional consumers, suitsupply can expand their target group with new ‘casual’ customers. “The new potential consumers can be reached within the business consumers market, as they are men who don’t wear suits on a daily basis, resulting that they are unaware with the other product line of Suitsupply” This new target market can be between ages of 30-60. The new target group can be named the casual and professionals. The casual and professional is being presented as a professional in their career and knows what he is doing. He yet again values luxurious looks.

Suitsupply uses imported Italian fabrics, sews its suits in China, and includes details you'd usually only find in suits that cost twice as much, like functioning button cuffs (Dennis

2016). All of these specific and interesting details make the brand valuable. The suits from Suitsupply start around \$500, but is still nothing compared to what other consumers would have to pay in any other store that may have more durable and sustainability in their suiting. Those particular suits mean that they are price pointed at \$3,000 easily. “Because if I spend thousands on a suit, I’m going to have to wear it over and over again” (Dennis 2016). Furthermore, there is a huge price difference but the price difference does however strengthen the competitive position of Suitsupply as i’ve stated before.

References:

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