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Case Study Assignment

Fear of God and H&M both resemble comfortable, ready-to-wear, basic clothing. Both brands give consumers the ability to buy clothing that will make them feel comfortable as well as making it look fashionable. Fear of God is a brand created by none other than the fashion designer, Jerry Lorenzo. H&M is a Swedish clothing-retail company that sells fast fashion. Fear of God is a high priced brand (price range at about \$200-\$1,000) vs H&M which is an even more affordable brand (price range at about \$5.99-\$200). Comparing both these brands together will show how the target markets (usually teenagers-adults in mid 20s) prefer one brand over the other.

“I always knew that God had given me influence. I knew that if I could get people out of their house-- to have a good time, I could provide them solutions to their closets, if I learned how to do it”- Jerry Lorenzo. Fear of God’s brand has a meaning behind its products. The product category for this brand includes outerwear, tops/graphic tees, bottoms, shoes, and hoodies/sweatshirts. This season’s sixth collection has different shades of brown/black, oversized clothing, as well as color coordinating within the clothing pieces. As shown on the website, the brand’s collection shows the complete outfit, head-to-toe, which are usually cargos, sweats, oversized hoodies, and a jacket to compliment the outfit. As for H&M, this brand, as stated in the

previous paragraph, is very affordable. It's a brand that gives individuals a chance to buy pieces whenever they want. For example, for Fear of God usually people would have to wait for the different seasons so that different merchandise can be dropped, not for H&M. These products are always available. H&M sells clothing for kids, women, and men. H&M sells the same clothing products as FOG (Fear of God), but in a cheaper form.

H&M's selling methods include Consumer Interaction. Consumer Interaction is an in store, experiential practice which allows consumers to become aware of the products through touch and testing. There are dressing rooms and mirrors displayed around the store for consumers to make decision making on purchasing the products. As for FOG, this brand's selling methods is a mix of the emphasis of interiors and non-store selling. FOG usually has pop up shops in places like Los Angeles and New York City. The display of these pop up shops are set to be a calm open wide space with racks of clothing in each corner of the store. This concept goes along with the meaning behind the brand. Additionally, a lot of Fear of God's products go up for sale on websites like GOAT, StockX, ssense, etc.



Photo by: Nia Groce (HYPEBEAST)

In my opinion, I believe that Fear of God has a stronger selling strategy. There's a deep meaning behind the brand and a very well done construction for the products. This brand gives the target markets a chance to purchase products that are set for a certain season. Which typically means that their products can be very eye catching for the youth.

Citations

- Groce, N. (2019, October 4). Fear of God Launches "the atmosphere" Pop-Up in Los Angeles Featuring ESSENTIALS & More. Retrieved from <https://hypebeast.com/2019/10/fear-of-god-the-atmosphere-pop-up-los-angeles-essentials-nike>
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