

“PRESENTATION”



OFF- WHITE

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“About Off-White”

Off-White is a luxury fashion brand which was founded in 2013 by its creative designer Virgil Abloh. Off-White's success is rooted in its well designed sneakers, t-shirts, pants, and jackets. Off-White was first founded under the name “Pyrex Vision” by Abloh in 2012, however after facing an abundance of criticism for printing his logo on Ralph Lauren flannels and reselling them for over five hundred dollars, he decided to desert the name entirely. He rebranded the next year as Off-White where he combines the ideas of streetwear, luxury, art, music, and travel and defines the brand as “the gray area between black and white as the color Off-White”.



“Location”

51 Mercer St.

New York, NY 10013

(SoHo) 2,500



“Mission Statement”

OFF-WHITE c/o VIRGIL ABLOH™ is a fashion label rooted in current culture at a taste-level particular to now. With a specific opinion and not necessarily same with vision seasonal men's and women's collections are offered.

There is a product offering of the brand also in the realm of furniture and ready made goods to further reinforce an approach to lifestyle.

All products are based in a concept that adapts from season to season. Manufacturing is based in Milan with a core value of the brand to be made from the best available and particular opinion regarding fabric, fit and fabrication.

The result is to be a young brand embracing the now in a sophisticated manner.

Trendspotting

“Demographics”

Millennials (born 1981-1996)

Both males and females.

Has probably maintained at least a Bachelor's degree.

Makes \$70k - \$150k annually

Most likely is not married or has children.

“Psychographics”

- Individuals who prefer to shop online rather than go in store.
- Likes to wear clothing that express youth, individuality and personality.
- Interested in clothes that are comfortable yet stylish, while also unique and minimalist.

Lifestyle

Enjoys concerts and music festivals.

May also regularly shop at Supreme, VLONE, Balenciaga and Kith.

Likes to try new brunch places during their lunch break or skateboard for fun.

SWOT Analysis

“STRENGTHS”

- **High quality and innovative designs**
- **Has stores in eight different countries in the world (The United States of America, Japan, China, Thailand, Canada, Korea, Singapore and Dubai)**
- **The fastest growing luxury brand since its creation in 2013.**
- **Collaborated with other major brands such as Nike, Moncler and Jimmy Choo.**
- **Being produced by its parent organization, New Guards Group (NGG) gives the brand reliability.**
- **Sells through other retail stores such as Saks, Neiman Marcus and Farfetch.**

“WEAKNESSES”

- Lacks many retail stores in The United States, which forces most of their customers to buy online or through other retailers.
- Cost for shipping to the United States is expensive because products are manufactured in Milan, Italy.
- Limited production of products and a small product selection.
- The brand targets millennials which limits clientele from other demographics.
- The high prices of the merchandise make it hard for their target market to afford products.
- Hard to differentiate luxury through their streetwear designs.

“OPPORTUNITIES”

- Expansion of its brand products and the communication to its consumers of the expansion.
- Growing the streetwear market worldwide and future collaborations with other brands.
- The brand utilizes both a e-commerce and m-commerce platforms.
- Heavily active on social media.

“THREATS”

- **High prices limiting the target market range and economical factors such as employment affecting the brand’s sales.**
- **A threat that is no longer an issue would have been their generic logo which was recently changed in September of 2019 which would make merchandise easy to be duplicated and frauded.**

“Judy Bell Approach”

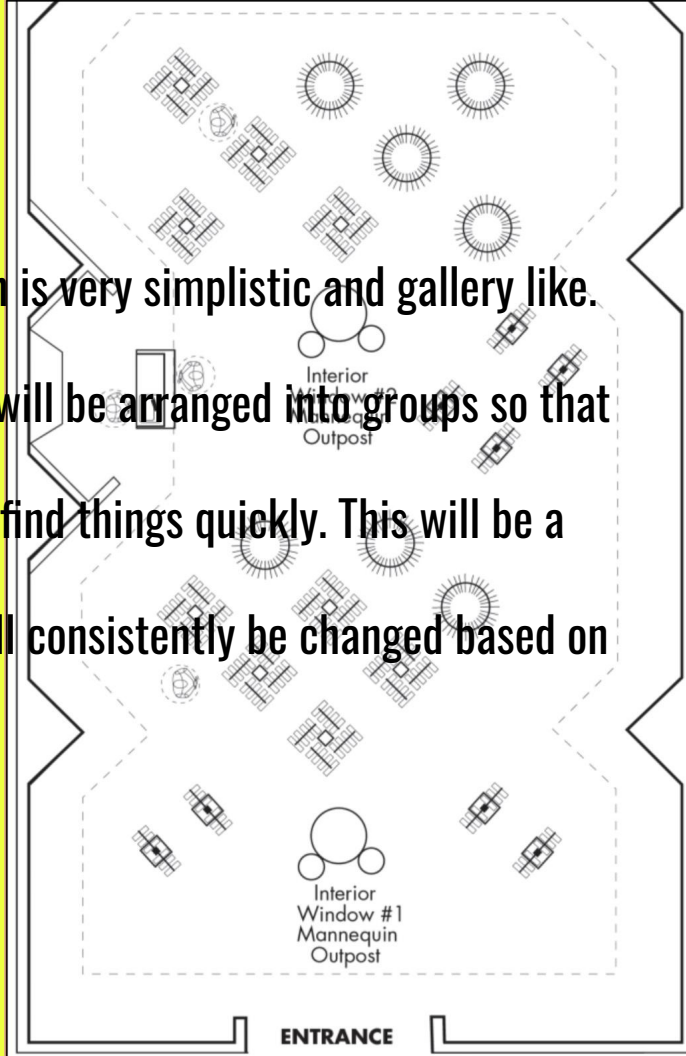
Look: Two of Off-White’s main competitors are the brands Supreme and Vone. Supreme has seniority being founded in 1994. VLONE while also a very new brand was founded two years prior to Off-White in 2011.

Compare: All three brands are known for their streetwear styles and strive to target millennials, however, Supreme and VLONE are targeted more towards the male demographic. More specifically, Supreme looks to target skateboarding and hip hop cultures. VLONE mostly hip hop culture. Supreme only has 12 locations in total and VLONE has none but Off-White and Supreme have very similar store layouts. Both of these brands also look to target individuals who mostly shop online. They also rely on social media for promotion. VLONE is not as active on social media as both Off-White and Supreme. All 3 stores have very similar website structures.

Innovate: To deviate from its competitors Off-White must continue to remain active on social media and open more locations. Using a closed window display in store will allow their designs to get more noticed as opposed to its competitor’s display which is very simplistic and relies heavily on brand logo to attract customers.

“Store Layout”

Currently the store location is set up with a Minimal layout which is very simplistic and gallery like. For Spring 2020 the store will have a Soft Aisle Layout. Fixtures will be arranged into groups so that customers can shop walls, move around the store easily and still find things quickly. This will be a non-permanent layout because the store location is small and will consistently be changed based on season and trends.



Spring 2020 Collection

Concept: “Meteor Strike”

TREND ONE: BUCKET HATS



Trend Toward Strategy: Emphasizing Interiors

To go along with the space theme, upon walking into the store customers will become face to face with an assemblage of bucket hats on a feature fixture in the form of a spaceship about ten feet wide and 5 feet tall. Customers will be able to easily slide the bucket hats off the feature if they are interested in looking at or purchasing one. Since all bucket hats will be of the same shape, this utilizes the repetition merchandising strategy. The surprise merchandising strategy is also utilized with this feature.

TREND TWO: CUT OUTS



“Rhythm As a Merchandising Strategy”

To showcase the cutout trend six mannequins, three on each side of the door, will be featured in a closed window display. This way, the rest of the store is blocked by customers viewing from outside of the store and the trends are highlighted. Doing this allows the spaceship feature to not take away focus from the designs. Rhythm as a merchandising strategy will be represented through this trend.

TREND THREE: FRONT SPLITS



“Balance As Merchandising Strategy”

The front split dresses will be featured on display racks in the middle of the store and grouped together by function and color. Some designs will also be displayed on outriggers located on the wall of the back store. The merchandising strategy used to present this trend would be balance.

Dresses will be displayed equally to show a unified presentation.

“The End”

