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The New York City College of Technology Department of Business

BUF 3310: Introduction to the Fashion Industry

Professor Jackson

Directions: Complete the comparison-shopping report below choosing FOUR retail department stores within the same *market segmentation*. For example, ZARA, MADEWELL, MANGO, and TOPSHOP. Observe each store differences to determine each current market positioning:

COMPARISON-SHOPPING REPORT ASSIGNMENT

RETAILER	PRODUCT CATEGORIES	TYPE OF ASSORTMENT PLAN? Diamond or Pyramid Plan?	Price Range (Provide three representative items and list prices)	Relevant Partnerships: describe at least two.	Private Brands and/or Exclusive Collections	Overall Store Image	POSITIONING STRATEGY? Who is the retailer appealing to?
1. Topshop	Low End Prestige, Cash Cow	Diamond Plan	Blue Black Jamie Skinny Jeans- \$70 Leopard Print Puff Sleeve Mini Dress- \$68 Alonzo Burgundy Crocodile Chunky Leather Boots- \$180	1. Christopher Kane x Topshop partnership in order to break into new markets as Kane is a Scottish designer based based in London. 2. Kate Moss x Topshop partnership to help add	1. Topshop Boutique	Stylish, Trendy and Modern Products at a higher price point.	16-30 year olds

				value to its products and increase exposure of the brand.			
2. Forever21	Low End Prestige, Cash Cow	Pyramid Plan	Leopard Print Crop Top- \$15 Distressed Denim Jacket- \$34.99 Ribbed Sweater Dress- \$22.99	1. F21xSU2C (Stand Up to Cancer) in efforts to help cancer patients become long term survivors. 2. F21xAmerican Forests partnership where proceeds will go towards conserving and restoring healthy forests.	1. Marilyn Monroe x Elvis Collection 2. Holiday Charity: Boys & Girls of America	Fast Fashion Company, easy find of trendy items for affordable prices.	Teenagers /Young Adults

3. Zara	Cash Cow, Low-end Prestige	Diamond Plan	Faux Fur Oversized Coat- \$129 Plaid Blazer- \$89.90 Sweatshirt Bodysuit- \$39.90	1. Partnered with British Red Cross and donates clothes to their charity shops, while	1. Join Life Collection (In efforts to create more sustainable	Higher End Fast Fashion Company, with quality goods that are not as expensive as luxury companies	18-35 year olds

				<p>raising money for those in crisis.</p> <p>2. Zara x BUYMA co-branding partnership where Zara licensed Buyma to sell its items in efforts of increasing brand exposure and breaking into new markets.</p>	<p>ble clothing).</p> <p>2. Zara SRPLS</p>	<p>but maybe not as affordable as it's competitors.</p>	
4. H&M	Cash Cow, Low-end Prestige	Pyramid Plan	<p>Turtle-neck Sweater w/ Brooch- \$34.99</p> <p>V-neck Bodysuit- \$24.99</p> <p>Shimmery Dress- \$34.99</p>	<p>1. Partnered w/ Sza and other influencers to broaden their exposure on #jointherecyclingrevolution where they are using old clothing to be sustainable and create new items.</p> <p>2. H&M x Moschino</p>	<p>1. Diane Von Furstenberg x H&M HOME</p> <p>2. The Vampire's Wife x H&M</p> <p>3. Kangol x HM</p> <p>4. H&M Home</p> <p>5. H&M Beauty</p>	<p>Fast Fashion Company with fashionable high-quality products for reasonable prices.</p>	Young Women

				partnership to increase brand exposure and expand into new markets.			
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