

Juicy Couture's Marketing Makeover: Reshaping the Brand Landscape



Brand Image Marketing (BUF 3500)

Professor Bolton

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Story Analysis

With its clothing and accessories focusing on casual-chic style, the brand Juicy Couture was hugely popular during the early 2000s, especially among celebrities and young women. The company is an American contemporary casualwear and dress clothing brand founded by Pamela Skaist-Levy and Gela Nash-Taylor in 1995. The brand became known for its different designs of velour tracksuits, adorned with the company's signature "Juicy " logo (Muhammed, 2024). The tracksuits became a symbol of casual luxury and were often seen in popular culture by celebrities and in music videos. In the eyes of many in the fashion industry, the brand could be considered a fad because of its sudden and intense popularity during a period. Many questions, what happened to the Juicy Couture brand?

Juicy Couture became popular in 2005 when Madonna debuted a custom Juicy Couture tracksuit for a day cruising around the city of New York City. It was an all-green Juicy Couture tracksuit. The style became such a trend in the fashion and music industry that it continued to influence other artists such as Britney Spears, Paris Hilton, and Jennifer Lopez, all of whom supported velour. As each celebrity would wear the suits, it helped to increase the brand's popularity and increase sales (Muhammed, 2024). As a method of marketing Juicy Couture, the company took their styles of tracksuits to the extreme with different cuts, lengths, and colors. And in addition to tracksuits, Juicy began designing jumpsuits, jewelry, purses, and more. Over the past twenty-five years, however, the brand's success has fluctuated even with endorsements from celebrities.

Marketing Research

Juicy Couture was able to distribute their products to upscale department stores such as Saks on Fifth Avenue, as they continued to reach more consumers. After establishing an influential

presence, Juicy Couture sold its ownership in 2003, to Liz Claiborne. The new direction in management helped the brand experience a significant expansion by launching new product lines and opening stores worldwide. Skaist-Levy and Nash-Taylor left the company in 2010 after their contracts had expired. The creativity change allowed the brand to expand and continue to evolve its style via an authentic approach with the new leadership's ability to adapt to the change in consumer behavior and preferences. In 2013, the Authentic Brands Group (ABG), was developed as a brand development and licensing company for Juicy Couture from Liz Clairborne Inc. for approximately \$226 million (Skaist-Levy, Gela-Taylor, Booth 2020). Through the new share company, ABG focused on revitalizing the brand and expanding its global reach to a new more diverse audience. The rebranding initiative aimed to rejuvenate the brand and attract a younger audience of women. The marketing strategy included the introduction of updated designs, diverse product offerings, and an elevated digital marketing campaign.

Through the harsh recession in 2008, consumer priorities changed for many brands such as Juicy Couture; its prices did not connect to the fashion trends of the time. This affected the brand's sales by 11% year-over-year in 2009 as eventually it led to the company being sold in 2003. The brand was sold to Liz Claiborne in 2013 and the shares of Authentic Brands Group were also sold for \$195 million. Eventually, the group shut down in 2014 by closing all flagship stores. During this time, the brand took the time to prepare its next move to remain relevant in the fashion industry (Muhammed, 2024). In 2016, the brand returned to the fashion market with a collaboration with Vetements, debuting their Spring 2017 collection in Galeries Lafayette, Paris. New management brought new opportunities and directions to the brand as in 2018, James Mizrahi was selected as the new creative director and Paris Hilton promoted the new debut

collection with a product range of \$30 to \$400 items (Skaist-Levy, Gela-Taylor, Booth 2020). Consumers had more accessibility to the brand as the merchandise was available on the Juicy Couture website, Nordstrom, and Bloomingdales.

Juicy Couture's strategic collaborations with different celebrities helped the brand to expand to different markets and re-engage its audience. The brand collaborated with Urban Outfitters to create an exclusive line of wearable collections ranging from \$39 to \$199, taking inspiration from trends and allowing the brand to launch its first runway collections in 2018. The debut allowed Juicy Couture to sell a wide range of their products including outerwear, dresses, and luxury Juicy Couture tracksuits (Skaist-Levy, Gela-Taylor, Booth 2020). Although the collaborations brought more attention to the brand, it still had to increase its creativity. In 2020, the brand transitioned only into online transactions, which accounted for 40% of the online transactions. Through the high demand for athleisure and the combination of 'Y2K', best known as the year 2000 consumers demanded a higher quantity of items.

The changes in the recession began to affect the brand. The track velour tracksuit trend began to shift as the consumer's tastes evolved and moved towards other styles. The rapid growth of the Juicy Couture brand, coupled with the widespread availability of products as the company went through changes in ownership and management over the years, created instability within the company. The instability began to affect the brand's strategy direction and ability to innovate and remain relevant in the market, as did inconsistency of branding and product quality and failure to hire staff that would lead and direct the brand's future products (Muhammed, 2024). Despite the rebranding, Juicy Couture encountered issues keeping pace with the latest fashion and trends.

The failure to adapt to the consumer's behaviors caused the company to lose the interest of many of its consumers. The brand failed in the combinations and factors that create a brand such as changes in fashion trends, overexposure, brand dilution, management changes, economic factors, and failure to adapt to evolving consumer preferences. The downfall of an authentic brand that had elevated velour tracksuits and incorporated unique accessories created a huge heartbreak in the fashion industry.

Repositioning Strategy

Through different management, the brand Juicy Couture was unable to establish a stable and consistent presence in fashion as new styles and trends began to affect the consumers' behaviors. In 2017, the new head-up by celebrity stylist-turned-creative, Jamie Mizrahi debuted the vision for the new Juicy during the September runway show that year. The sprinkles between pink cutout onesies and velour sweatsuits paid homage to the old Juicy style, with the bold stripes, shimmering skin-tight one-pieces, demure polka-dot printed blouse-and-skirt sets, and flowy floral-print dresses; giving the brand a pointed view in modern fashion (Cheng, 2017). This new debut was a successful revival of the brand story as Paris Hilton, Katy Perry, Sasha Lane, Ashley Benson, and Lorde had already worn pieces of the new Juicy. Engaging the audience through their new story, allowed Juicy fans to connect with the brand emotionally and remember the first few collaborations that the company had in the early 2000s.

The story behind Juicy Couture's change in leadership and management, and its effect on the brand, has never been quite clear. The brand impacted pop culture through visibility in features and music videos but was still never able to stay relevant in the market. Through economic

struggles and changes, it became difficult for the brand to evolve as the behaviors of the consumers continued to change (Cheng, 2017). Juicy Couture became known for its luxury casual suits as the brand blended comfortably with casual clothing with upscale, luxurious elements. Through the brand visibility, it became a symbol in fashion, music, and everyday life as it became a status symbol associated with Hollywood glamor. The brand was at the forefront of the “logo mania” trend, where branding and logos were very well recognizable and sought after by consumers. The association between the Juicy Couture and Hip-Hop culture reflected the broader trends in fashion and the relationship between luxury brands and designer labels with streetwear and urban fashion.

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Appendix

Figure 1, Juicy Couture's Logo



Figure 2, Juicy Couture's Velour Tracksuit



Figure 3, The Jamie Mizrahi Debut of Vision for the New Juicy Couture Runway Show 2017



Figure 4, Liz Claiborne Radical Makeover, 2006

