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Case Study: Retail brand image

Brand: Oscar De La renta

Competitor: Valentino

Consumer interaction:

Oscar de la Renta offers special show day shopping prize incentive to help promote online sales. Also, making it accessible to any fan and allows consumers to be in touch with the brand and feel like a part of it. The brand uses multiple social media to promote fashion shows. Oscar de la Renta is updating its clothes, by opening a virtual store and launching a marketing campaign with social media. As for Valentino, they post most frequently and see more engagement from their followers and respond to commenters at a more consistent rate. Using their social media to promote campaigns and fashion shows. Customers could gain access to an even more extensive product assortment, in-store mobile features for example smooth checkout flow, full product information and availability of online inventory and a faster delivery.

Emphasizing Interiors:

Throughout Oscar De La Renta's Spring 2020 runway show during fashion week, there seemed to be a continuous array of colors and patterns. The colors seemed to be staying within the same cool tone of blues, reds, browns, etc including indescribable patterns. The runway seemed to be the major inspiration for the other platforms that Oscar de la Renta has. For example, the Oscar de la Renta website has similar colors and presents itself as it does on the runway.

Valentino promotes itself in a similar manner. The Spring 2020 runway show during fashion week can be found on the exact website and everything is also majorly inspired by the runway. Valentinos color scheme falls more on the neutral side including shades of black and white and other solid colors, which can also viewed throughout the website and other social media platforms.

Non-store selling methods:

According to the storyclash, which helps to monitor brands simply, Valentino is more mentioned via influencers on instagram rather than Oscar de la Renta in the past 30 days. Valentino often does pop-up stores based on their seasonal concepts throughout the world as well. For example, VLTN Pop Up Stores, have appeared in Tokyo, New York, Hong Kong, Shanghai and Seoul. It was about the new bag by Mezon Valentino. Its V-ringing features a new

and hold “V” logo that contrasts with its exquisite form and color palette. Valentino's 'V' logo began 50 years ago and is a symbol of the continuing story and an expression of identity today.

When researching the Oscar de la Renta, it is hard to find collaboration with other brands or designers recently. However, Valentino still does it steadily. For instance, Valentino reinterpreted the iconic V LOGO into Moncler's iconic down puffer jackets. They have been trying to collaborate with diverse brands and artists with various products.

State which brand has the strongest selling strategy within their market segmentation and why?

Valentino focuses on exclusivity on providing elegance, modernity and an air coolness to the brand. Valentino consumers are mainly 25-40 year old women. The brand also appeals to the modern day young, chic and well travelled upper class woman that are looking for elegance, femininity and modernity. Valentino uses many strategies to gain press and media coverage for its latest collections and enrich the brand image. Valentino surprised everyone with a revamped vision of haute couture, a reference to a new younger target market who loves the exquisiteness and exclusiveness of the upper end of fashion.