

## BALENCIAGA

BRAND HISTORY- Balenciaga was founded in 1919 by designer Cristobal Balenciaga. Originated in San Sebastian, Spain.

RETAIL OUTLOOK- The outside of the store is very chic and minimalistic. Black and white being the primary shade range on the outside of the store. The windows are large enough for you to view the inside of the store, bringing in natural lighting. Music was very unique and created a questionable environment in the moment of listening to such music.

WINDOW DISPLAY- There was not much on display. All the attention is inside the store more than what's on the outside.

MERCHANDISING/ DISPLAY- Throughout the store everything was separated into categories. Shoes, accessories and handbags were all located on the upper level. Displayed individually so the customer can view each item. On the lower level all the garments were placed as well as a few more shoes and accessories. The garments were all hanged and displayed proportionally.

CUSTOMER PROFILE- Balenciaga is a high end store not intentionally meant for anyone to shop around. The average customer would have to be an individual who is able to afford the products. An individual who makes high income, loves to shop and splurge.

YOUR OBSERVATIONS- Throughout the store I did notice a sense that I was constantly being watched. It was very quiet and low light as well. It felt as if every move you made was heard.

#### IMPROVEMENT AREAS/YOUR RECOMMENDATIONS

- I would want the music to be a bit louder so that way customers can shop a bit more comfortably. As well as separating the garments by category as well, It did feel a bit cluttered when looking at the garments.

#### LOUIS VUITTON

BRAND HISTORY- French designer Louis Vuitton founded the brand in Paris of 1854

Retail outlook/ Window Display/MERCHANDISING/ DISPLAY.- The outside of the store and window display showcased the right amount of products. The store view is a bit elevated so anyone within an average height would not be able to take much view of inside the store, unless they are stepping on the staircases. From a higher view you are able to see most of the store's interior. The lighting was very neutral a more yellow tone as well. Inside the store the items were simply placed on shelves and organized by categories as well. The interior design was almost like a renaissance touch to it.

#### Customer Profile

An individual who enjoys expressing themselves with garments. Knows about luxury and able to afford as well. An individual looking for a classic yet unique look in luxury.

### Observation

Overall the store had their logo all through, this makes them seem very proud about who they are. The colors coordinated perfectly with each other making the room feel very aesthetic.

### FLYING SOLO

Designer Elizabeth Solomeina founded the brand in

Retail outlook- there seemed to be a separation using colors. On one side it was very bright and loud and then the other was dark.

Merchandise display- The color coordination was very abstract with minimum loud patterns.

Garments were very spaced out, hung on racks. Most of the attention went towards decoration.

Customer profile- An individual with a unique sense of style, reaching more towards millennials and up.

Observations- Because of how spaced out it was, it made the store appear a lot emptier than it is intended to be and also quite dull in color.

Improve/Recommendations- Have more sales people and have them engage more with the customer

## CANADA GOOSE

Brand History- Founded in 1957 in Sam Tick Toronto. It was originally meant to be a luxurious outerwear brand used specifically for outdoor activities/sports.

Retail outlook- The exterior was very simple with not much going on, the lighting outside made the interior look very dark and dull through the window. The inside of the store smelled like lavender fabuloso.

Merchandise display- The interior design made the store look like any ordinary retail store not much of a luxury store. A variety of displays on racks just like a regular store.

Customer Profile- Going more towards gen z and millennials because of how street style the garments are and how they can be styled.

Observations- Again the store itself had a particular smell to it, there was a lot going on. The floor felt very busy and felt as if there was very minimum space to walk in. I felt as if i just walked into a forever 21 on a saturday.

Improve/recommendations- To give the store a more luxury touch i think there should be less items on display. More space to walk around and observe singular objects. There should be more customer interactions and luxury experience.

IF BOUTIQUE INC.

Brand History- Founded in 1978 by Jannette bird and Johnny and Soha Farah.

Retail outlook- The exterior of the store was very simple with tall doors and displays with garments that appeared very formal.

Merchandise Display- The garments throughout the store were displayed almost like a thrift store. Everything was clustered together in a tight space. The lighting also appeared very yellow in my opinion making the theme of the store appear older than it is supposed to be.

Customer profile- Individuals who are more into formal wear as well as older in age ranging from 30+. Individuals who prefer better quality in clothing and luxury.

Observation- The store was honestly well put together. The sales people knew what they were doing when interacting with the customers.

Improve/rec- I would not change anything I believe it was very unique and luxurious in a qualitative way

## ALEXANDER WANG

Brand History- A more recent brand being founded only in 2005. Alexander had originally been working with Balenciaga before constructing their own brand. \

Retail outlook- The exterior was all white with a bold name on it. The windows were extremely large that you were able to see everything inside the store, windows all around.

Merchandise display- The design of the store almost felt like a runway. You followed a path as if you were walking a runway with the garments being the audience. The items were all displayed individually and arranged all at a precise angle as well throughout the store.

Customer profile- Individuals who enjoy street wear and unique stylish items. Age ranging from gen z to millennials.

Observation- I really enjoyed walking into this store. The vibes were very welcoming and fun. The main color being red which was holographic to the wall all throughout the store. I enjoyed walking down the “runway” getting to look at every individual garment.

Imrpev recommend- All though it was a fun experience i would have enjoyed it a bit better if there was some more space and more items to look at, more options overall.