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Brand Image Marketing 3500

Brand Irrelevance Of Victoria Secret

Victoria Secret is a brand that has been known for their lingerie and may have come to the end of their relevance in the industry of fashion. As the years go on, the concept of Victoria Secret have stay the same whereas the world has not. The concept of living in a fantasy with an glamourize image and a supermodel body is not an ideal model everyone can relate to. Speaking on a consumer point of view I expect the same thing from them every year which ends up being played out and boring. We as consumers will like to see more of a diversity of people such as different sizes, lengths, gender and color. Displaying their clothes on a more of a realistic body can give buyers/viewers more confidence and increase the chances in purchasing their clothings.

Victoria Secret needs to bring back the value in their brand. The only way to do it will be to have the chief marketing Edward Razek change his concept on the brand. This brand need to be relatable to the people we want to buy it. Victoria fashion show is a great place to reposition the brand by launching more different sizes using different models. This move can keep everyone talking which keep the brand relevant. Another big move to make in this brand can be Co-Branding. Victoria Secret have collaborate with Balmain before so if they can make a connection with Chanel that would be a different change. Chanel can help Victoria Secret change

up their style and structure. They have two different styles and bring two different type of attention so it would be a good concept of the collaboration.

The brand communication will come from their fashion shows, advertising, influencer marketing, public relations and promotional activities. The advertisement will have more of an ideal model that can display the collaborations. An influencer marketing that would be great for this brand would be Kylie Jenner. Making a big step in this collaboration Kylie Jenner can help grab a lot of millennial attention to this brand which keeps it relevant. She also carry a different body shape from her sister Kendall Jenner that represent Victoria Secret so it would be a good fit for this brand. The public relation will mostly come from social media such as instagram. The promotional activities will include coupons, promotions and free gifts. This can help the brand still be affordable with a good quality.

As you can see, Victoria Secret needs a change in their path or it will go down hill forever. Starting off with their image a supermodel needs to be relatable and create a message for body positivity so consumers can feel comfortable in the clothing. They need to have different looks, sizes, lengths and gender in order to accomplish it. The reposition of this brand will come from the collaboration, fashion shows, influencer marketing, public relations, promotional activities and advertising. Victoria Secret will able to recover their value and create a better identity of a brand. It can still be a fantasy world with a better marketing strategy that can help the brand expand.