

MOSCHINO

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Visual Merchandising

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Introduction

Mission and Vision

Moschino is a brand that needs no introduction, utter this brand's name near any savvy fashion shopper and the reaction is immediate. This brand consistently subverts the consumers' expectations every fashion season, with unexpected brand collaborations and campy but unmistakably couture designs. The vision of the brand is to offer an alternative to the traditional fashion system, create its own fashion trends rather than following anyone else's. This creativity is expressed through a combination of new stylistic elements each collection. Which translates the overwhelming joy of fashion and an easygoing approach into an exciting storyline. Their latest Fall/Winter 2019 collection only adds to this fact with loads of fun, interesting fabrics and quirky accessories.

Research

Social Influences

As the designs for Moschino's are very unique, they appeal to a very specific kind of customer. The ideal Moschino customer is a millennial, around 20-35 years old with an annual salary of at least \$100,000. She either is the young CEO/executive of a company, or a very successful social media influencer. Those in the front row of their show are perfect examples of their ideal customer, Anna Dello Russo is the editor-at-large of Vogue Japan and has over 1.6 million followers on Instagram; Hennessy Carolina, Cardi B's younger sister has over 4.6 million followers; Cristina Musacchio, a fashion influencer has 1 million followers; and Ludovica Bizzaglia, an Italian actress has over 740k followers on Instagram. They are all prominent

influencers boasting nearly if not over 1 million Instagram followers. She is them, the ideal Moschino customer is always in the loop when it comes to what's in and out for the season. You can always find her in the front row at any show during fashion week, whether it be in Milan, Paris or New York. Her social media is filled with posts interacting with her many followers, who look to her as fashion inspiration. She posts almost daily, with a variety of aesthetic posts, and outfit of the day posts (#ootd), and "Grammable" foods and drinks.

Competitors

As most well-known luxury brands have rivals in their market, Moschino also has their own. Their biggest competitors are Jeremy Scott, Betsey Johnson, and Christian Cowan. Jeremy Scott is also the creative director at Moschino, but he has his own brand called "Jeremy Scott" which he launched in Paris in 1997. Even though most product lines of Moschino are created and controlled by Jeremy Scott, there are two big differences between Moschino and Jeremy Scott's own brand.

An average price of Moschino's product lines is about one thousand to two thousand dollars, whereas an average price of Jeremy Scott's own brand's product lines is two hundred to five hundred dollars. In the case of Moschino, the brand produces high priced product lines for its brand name, fame, and its loyal customers and target market. On the other hand, Jeremy Scott offers lower priced product lines than Moschino, but still remains its brand image as a luxury brand.

In addition to the prices, Moschino and Jeremy Scott's own brand have a certain similarity for retail and marketing strategies; designs of product lines and Co-branding. To attract

more customers for raising more sales leading more profit, Moschino by Jeremy Scott collaborated with H&M, one of the most popular mass market brands, in Paris, France in 2018. As Jeremy Scott has his own brand, Jeremy Scott has also collaborated with Adidas, one of the most popular sportswear brands, to attract more consumers for better benefits since 2009.

As Moschino's product lines are created and led by Jeremy Scott, product lines of Moschino and Jeremy Scott are pretty similar; fun similar fabric with fun and quirky accessories. The only difference of designs between Moschino and Jeremy Scott's own brand is colors. Designs of Moschino's collections are more vivid and colorful than Jeremy Scott's own collection which uses a monochromatic color scheme. If Moschino and Jeremy Scott's own brand have some similarities since both product lines are led by Jeremy Scott, there are some big differences between Moschino and its next competitor Betsey Johnson.

Unlike Moschino which is a luxury brand, Betsey Johnson is a mass market brand. As Betsey Johnson is mass market brand, the average price of its product lines is fifty to one hundred dollars which makes it accessible to middle to low income groups. For retail and marketing strategies, if Moschino mostly focuses on apparel, shoes and accessories including bags, Betsey Johnson offers diverse lines; apparel, shoes, bags, jewelry, accessories, as well as cosmetics which can attract more customers' interest toward this brand. Like retail and marketing strategies, designs of product lines between Betsey Johnson and Moschino are different.

Products' designs of Betsey Johnson is very unique and fun like Moschino and Jeremy Scott's own brand, but if Moschino's products are mostly artistic and avant garde as an Italian luxury brand, products of Betsey Johnson are more everyday use and wear as a mass market

brand which reflects American fashion - more functional and practical. Although there are some big differences between Moschino and Betsey Johnson, there are similarities too.

Based on the trend in Spring/Summer 2019, for the visual displays in both brick and mortar stores, both focus on colors, especially white and pink. Betsey Johnson and Moschino both use white and pink as the main colors for displays and decoration of the brands' stores. However, as Moschino is a luxury brand, overall tone of white and pink was paled and downed that targets young and high income consumers, whereas the saturation of white and pink in Betsey Johnson's brick and mortar stores was vivid, colorful, and girly that targets high school, college students who have a smaller disposable income, As this is a mass market brand and seeks to convey a certain femininity through whimsical designs. If Betsey Johnson is a mass market brand, the next Moschino's competitor Christian Cowan is similar to Jeremy Scott's own brand.

As a designer owned brand like Jeremy Scott, the brand offers its products in high price like Moschino. As Moschino, Jeremy Scott, and Betsey Johnson do, Christian Cowan's products have fun, bold designs with unusual fabric patterns. However, the collections of both Jeremy Scott brand and Moschino were artistic and avant garde, Christian Cowan's product lines were less artistic, but more practical and for everyday use and wear like Betsey Johnson. For the retail and marketing strategies, interestingly, unlike other brands, since the brand has no brick and mortar stores, the brand shows all visual displays for sales through its e-commerce website.

Based on the trend of reality but professional with an air of mystery, the brand uses the runway as a stage and a white background as visual displays for Spring/Summer 2019, the brand also takes pictures of its products that models wear in daily life and real time among the public on the street and the uploads and uses those pictures for Pre-Fall 2019 as its visual displays and

retail and marketing strategies. Because visual displays of products are very active and colorful on its website, it is more attractive than other brands and the brand shows today's retail and marketing strategies well and the brand knows today's customers' styles and preference than other brands - Moschino, Jeremy Scott, and Betsey Johnson.

Proposal

Based on Moschino's physical store that is located in Soho, the trends for Spring/Summer 2019 emphasizes pastel colors, such as white and pink and details like lace and trims, the brand also uses these colors to decorate the store. The Moschino stores main floor layout looks like a gallery, which is called a minimalist layout; the background color of the store is white. Based on its background color, the brand emphasizes certain details for their displays; after the entrance, the brand displays a giant red leather jacket in the store to catch customers' eyes and then the brand decorates big hangers on each side of the store from the entrance to the end of the walls. On the big hangers, the brand hangs other small hangers the current garments for sale. The store uses the apparels as one of background to help emphasizing other items. What the brand emphasizes are their bags, shoes and other accessories. To highlight shoes and bags, the brand sets a huge fancy bag decoration and displays shoes in and on the huge decoration bag. The brand also sets long and big white tables in the middle of the store and then displays bags on the tables to emphasize them. Overall, Moschino grafts some of the trends at that season onto its stores' decoration and displays, but also maintains its brand value when they prepare decorations and visual displays for the current and following season. So, if the stores visual displays are

on-trend and Moschino's Fall/Winter 2019 collection introduced by its fashion show, the brand will catch more customers' eyes.

Trendspotting in Fall 2019

Based on the collections shown, the theme of Fall 2019 will be about back to 80's; time of capes and power shoulders and big hair will come back and items with many feathers will be shown. For more details, small accent bags called Itty Bitty Bags will be popular. Items like apparel, shoes, bags, and accessories will look more like preppy school styles and the gold standard. Moschino's Fall 2019 trends focus on the gold standard in its runway show. In Moschino's fashion show, you can see many garments that represent gold and money and even some that have a casino and gambling motif. So, based on Moschino's fashion show and collection for Fall 2019, we focus on Gold too and we suggest Moschino to display its stores using this theme. As the trends visible in Moschino's Fall/Winter 2019 have a gold/money design with an overall theme of gambling and casinos, we believe that they should decorate their stores accordingly.

The Retail Strategy and "Trend Toward" Strategy for Fall 2019

Moschino's retail strategy based on four P's is; different lines of products for both of men and women that have five different ranges named perfume, shoes, bags, clothing, and other accessories with high valued price. Also, Moschino operates its business on online and offline stores that mostly deal with in this part later and promotion which the brand tries to catch customers' interest for more sales and also mostly deals with in this part. Based on the brand's value, retail strategies, and our research, Moschino's current visual merchandising is very minimalistic with very few large eye-catching pieces, those being the large red leather jacket that

sits near the entrance, the giant mannequin that stand in the back dressed in a simple black dress, and large hangers that dot the perimeter walls. To fit the theme of the current collection we suggest the following changes.

At first, we suggest the brand uses dollars and coins as hangers in stores instead of huge hangers now as a decoration. The collection reminds customers casinos and gambling, so hangers decorated with dollars and coins will give more casinos and gambling images. We also suggest on putting the question mark logo onto a gold dollar coin . According to our research, the brand logo is very simple. Here, if the brand puts a gold dollar coin for the theme, it will contribute more to the casinos images. Like the brand's logo, a giant mannequin in the brand's stores is very general. For the theme based on its collection, we suggest the brand decorates the giant mannequin wears gold dress and grasps dollars in one hand and gold in the other. Also, when we researched the brand's stores, there was huge in-store bags which were very imposing and valued, but did not reflect retail strategies based on the brand's collection. So, for the following Fall 2019, we recommend that the brand puts big gold chains on the instore bags to really drive home the casino/gambling image that was present in the runway show. We are sure if the brand accepts and uses our suggestion as the brand's retail and visual merchandising strategies, the brand will catch more customers' interest than before and it will lead the brand's sale growth.

References

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Appendices



Figure 1: Moschino Display



Figure 2: Moschino Display



Figure 3: Moschino Display



Figure 4: Moschino Display



Figure 5: Moschino Display



Figure 6: Moschino Display



Figure 7: Moschino Display



Figure 8: Jeremy Scott Display



Figure 9: Betsey Johnson Display



Figure 10: Betsey Johnson Display



Figure 11: Moschino F/W 2019 collection



Figure 12: Moschino F/W 2019 collection



Figure 13: Jeremy Scott F/W 2019 collection



Figure 14: Jeremy Scott F/W 2019 collection



Figure 15: Christian Cowan Pre-Fall 2019 collection



Figure 16: Christian Cowan Pre-Fall 2019 collection