

Hw #1- Discussion

1. How did the department store distinguish itself from the speciality or limited line store?

Department stores distinguish themselves from the speciality or limited line stores by ultimately selling hard good and soft goods. Department stores were mostly made up of furniture, clothing, and appliances. Department stores would be considered Macy's, Bloomingdale, JCPenny, etc. As for speciality stores the way consumers would distinguish them would be because they only sold soft goods. They included mostly clothes and accessories. Stores like GAP would be considered speciality stores because they fall under one category of selling only clothes. They also branched out to create BabyGap, GapBody etc.

3. How are department store branches different from their spin-off operations?

Department store branches are different from their spin-off operations because instead of adding all merchandise into one store they separate lets say home goods from clothing and branch off a separate store in a different location for that specific category. Like the Bloomingdales in New York has a spin-off store in Greenwich Village which is a home furnishing shop. Under the same name but both sell completely different items. Similar to spin-off shoows. We have Icarly and Victorious and we got a spin-off show that only includes one characte from each series.

4. Who is credited with originating off-price retailing, and why this technique of doing business called off-price?

The person credited with originating off-price retailing is Frieda Loehmann. This technique of doing business is called off-price because instead of taking selling new things that were made for that season they sell in stores such as Marshalls. Marshalls carries a wide variety of goods that include Calvin Klein, Ralph Lauren, DKNY, and brands that arent able to sell specific items that were made for that season. Fro example, If I go into Marshalls I will find a Calvin Klein jacket that wasnt able to sell that was probably kept in a warehouse somewhere for months. Exclusively "last season" merchandise.

5. How are discount operations different than off-pricers?

Discount operations are different than off-pricers because discount operations and stores such as, Target and Walmart would rather sell and reach the large masses by also offering brands that are already cheaper or less known. Not only that but many house hold names such as Alexander McQueen, Marc Jacobs, Jason Wu, and Tory Burch have all collaborated with target offering consumers a chance to wear clothes designed by them at an affordable price point and at a well known shop such as Target. H&M also collaborated with Moschino back in 2018 offering their brand at a lower price point.

7. By what means have companies like Sweden-based H&M upgraded their fashion image?

Companies like sweden-based H&M upgraded their fashion image because they had collaborators such as Karl Lagerfeld, Jimmy Choo, Anna Dello Russo, Stella McCartney, Versace and Isabel Marant. All the collaborators inducing name brand pieces into the world of fast

fashion at an affordable price point.

14. Give some reasons for the success of online retailing.

Success of online retailing offer easier access to merchandise. Anyone all over the world with internet access would be able to purchase merchandise and have it shipped to them that they wouldnt be able to reach.

Theres a wide range of merchandise and not limited to amounts that warehouses or brick and mortar shops spaces allow.

Can be purchased from any site of your choice if you want something from Forever21 or you can always go on Amazon and find what youre looking for.

Websites can change the availability of merchandise as quickly as possible. If an item is sold out they can easily tell you through the website.

15. What is social networking and how has it increased retail sales?

Social networking is using social media such as Facebook, Instagram, Twitter, Snapchat and tik tok. A huge fast fashion ecommerce company is Shein. Which was able to grow its sales by being sponsored on tik tok by many young people who wanted to buy cute clothes at an extremely affordable price. As stated in the textbook social network attracts millions of consumers. Ads popping up on facebook pages attracts consumers daily. Instagram also allows you to buy through their app and sell through the app as well with free advertising.