

STORE PROJECT

Visual Merchandising BUF 2230

Alexander Wang



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Introduction

Alexander Wang is famous fashion American designer, born in San Francisco, California, but based in New York. He is the founder and creative director of his own brand Alexander Wang, Inc. which sells ready to wear apparel for both women and men. Also sells clothes online, as well as handbags, shoes and bags. Wang is known for his unique street style, a minimalist and the fierce look he gives to the women's look. He was also the creative director of the Spanish brand Balenciaga, but he left it in 2012 in order to focus on his own brand.

His mission is to see people that he does not know, wearing his designs. That is why he designs. His vision is to help customer to feel they are buying a style, a culture, a lifestyle. He knows that fashion is a business and you will need to connect with your customer's tastes.

Research

Wang's flagship store is located in SoHo, the address is 103 Grand St, New York, New York, 10013, the main study will be in this location, and in order to understand our target market and who we are selling to, we need to fully understand their behavior.

Demographics study the population based on factors such as age, race and sex. Wang's target market are mainly women, but also men; between the ages of 25 to 40 years old. They focus on customers who can actually afford their clothes. The brand targets consumers who are fashion conscious, successful individuals and young professionals.

Competitive Analysis. The main three competitors of Wang in the market include Marc Jacobs, Michael Kors, Chloe. They can differ depends on what they are relying on; however, they are competitors because they are at the high-end department stores.

Marc Jacobs, is an American designer, founder and creative director of his own company and brand name, Marc Jacobs. He was also the creative designer of Louis Vuitton from 1997 to 2013. Chloe, is a French fashion house founded in 1952 by Gaby Aghion. Chloe is aimed to females, there is no Men's designs within its collection. Its main vision is to project the woman's femininity and romanticism but always keeping the vintage look. The target market is mostly females between the ages of 25-45 years old; who are in the middle-class society as their products are quite expensive.

Michael Kors, is an American fashion designer born and based in New York. He is the founder and designer of his own label Michael Kors from 1981 till present. The brand includes products such as accessories, footwear, watches, jewelry, men's and women's ready-to-wear, eyewear and a full line of fragrance products

Bell's Approach.

Since those three brands already mentioned are the main competitor of Alexander Wang; it is set up a Bell's Approach to see what they can differ.

LOOK. Since the first step is to look at what the retail competitors are doing, those 4 brands sell almost the same products, ready-to-wear apparel for both men and women, except Chloe, which only have women's collection, bags, shoes, and even fragrances, however Chloe is leaner on those products, than the other brands. Wang does not have a fragrance line, however he launched one fragrance under the name of Balenciaga, when he was the creative director, and he also designs accessories.

COMPARE. The second step is to compare. After gathering all the ideas from the competitors, in their VOGUE Runway collection for spring 2019, they differ in many things. First Marc Jacobs and Michael Kors in general are more flexible in prices; the style they have is more like elegant,

in which Wang is more urban and street style, and the consumers they are targeting are the same demographically in ages and income, while Chloe since the brand only targets women, the designs are different in terms of colors and style.

INNOVATE. After gathering all the information of the competitors, in this step, those ideas should be put it up together and get your own idea. However, it is better to maintain the brand's name and what the name is knowing for. So, Wang in the Spring 2019 collection is doing his usual, maintaining the use of grayish colors and black as the main color, this season he uses a rock-style using bandanas, red color is present, and also the uses of leather in the designs. For upcoming collections will not be so bad idea to change a bit

Wang's flagship store is utilizing the trend towards in emphasizing the store's interior, while its style is urban and fresh, cool style the store needs to be the same, they need to express what the designer expresses in the garments, so the store will. Inside the store it has a

The brand likes in the non-store selling part, does a lot on the internet, sharing posts on Instagram and doing events in the stores, those events are posted on Facebook so the consumers can actually go and enjoy the events, that is a type of customer relationship what is being built

Proposal

For the next upcoming season Fall 2020 for our brand as the visual merchandiser I will choose the following:

The store layout to be chosen will be the minimal layout, because of its simplicity and Alexander Wang being a high-end brand its customer will be more satisfied while they shop and take a look on the new collection, consumers will be taking a look at the clothes placed in the rack without any problem, one of the bad things about other retailers is the layout they might choose to place

their clothing. It looks messy when you go to a store and everything is everywhere, just like the clearance part, that why this parts should be positioned at the end of the store; in our case we do not have a clearance section. It will be chosen to be non-permanent because, it can change, and since every season is changing, also the way how is the merchandise is set up. And we will see how we will switch the set up according to what consumers prefer.

The new season merchandise will be presented at the main entrance, since the window display there is no space for any set up. Inside the store we will be enhancing the cage we have inside, since that cage is the most representative interior design we have in the store, me might this time add some fake plants or leaves around, in representation of the new season, the stores has no so many mannequins at all, we will be adding two mannequins. And for the new season the interaction within Instagram and Facebook with the consumers will be also implemented, that is to always get in touch with our loyal customers.