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 BUF 3310 Market Visit  
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BRANDS	BRAND HISTORY	DESIGNER PROFILE	RETAIL OUTLOOK	WINDOW DISPLAY	MERCHANDISING/ DISPLAY	CUSTOMER PROFILE	INSTORE MESSAGING	YOUR OBSERVATIONS	IMPROVEMENT AREAS	YOUR RECOMMENDATIONS
BALENCIAGA	<p>Balenciaga belongs to Kering since 2001. Balenciaga is a brand that care about sustainability. Balenciaga sells more than just clothing, but also sell handbags (and wallets), sneakers, high heels, and belts. Balenciaga changed the design of their logo from fiddly to simple and then to font changes. Balenciaga is hosting a ready-to-wear fashion show for Spring/Summer, Fall/Winter men's and women's clothing every year.</p>	<p>- The USPs for Balenciaga's design are they handmade their handbag products, and uses different dress shapes to make products, like balloon shapes dress.          - I think one of their competitors would be Louis Vuitton because LV also handmade their handbags.          - Balenciaga belongs to Kering luxury goods company.</p>	<p>- When we enter the store, there is not many people shop inside the store.          - White lighting is used throughout the retail store to display products. This can more accurately show consumers the original color and details of the product.          - Looking across the street in the direction of Balenciaga, the decoration outside of the store is semi-transparent. The first floor and the second floor are equipped with window displays. Consumers can directly see some products in the store through the window displays.</p>	<p>-There is no window display on the second floor, but there is still a reserved space for window display there.          -There is a window display position on the first floor, but the brand is not used. But through the window display, you can see the placement of some products in the store.</p>	<p>- As soon as you enter the door, you can see many bags of various styles, sizes, and colors on the clothes display shelves for customers to see.          - On the first floor, mostly shelves, there are two types of products on display: bags and shoes (mostly sneakers and boots).          - In basement, there were 2-3 glass-paneled tables showcasing branded wallets and accessories. There is a display shelf dedicated to showing bags, heels, and slippers from the same collection. There are many clothes display shelves to display dresses, coats, pants, and jeans. (Probably because of the season change, most of the clothing products are winter or fall clothes.)</p>	<p>- During the period of our market visit, most of the shoppers in Balenciaga are millennials and generation z, aged between 20 and 30.          - Gender: male and female          - Purchase occasion: personal or gift.          - Geographics: New Yorkers.</p>	<p>- Balenciaga has a place where there is a vague instore message for consumers, that is, there is a place in the basement dedicated to displaying the same series of products.          - At the time of our visit, their staff were putting up wooden boards on their doors (presumably to protect their property from thieves who could easily break in at night). While they deserve it, it is just not a perfect time and gives me the feeling that they do not want to do business today or they are not welcome us to shop.</p>	<p>- Balenciaga care about sustainability. On the first floor, there is a handmade sofa in the center. Used old clothes or fabric to make a sofa. I think it is a good idea for recycling. When I walked to this area, it attracted me deeply.          - In the whole store, curtains are hung behind all the clothes display shelves. The curtains give me the feeling that there are products offered to consumers behind them, which gives me a mysterious feeling.</p>	<p>-Provide some simple visual message to let the customers know some of the product prices.          - Select another time for putting the wooden boards on their doors, I think doing things like this during the open hours are not the perfect timing.</p>	<p>- If the recommendation score is 10, I would give a 7.5 because if they offer some visual message to the customer, then I will give 8.5/10. If people who love denim products, I would recommend you go to Balenciaga to take a look because they have some denim products like denim jackets and jeans.</p>
LOUIS VUITTON	<p>Louis Vuitton belongs to LVMH luxury group. Louis Vuitton's luggage products are loved by consumers and are well known. Louis Vuitton sells</p>	<p>- The USPs for Louis Vuitton's design are they care about the quality of the products, so they handmade products; offer limited time productions to attract</p>	<p>- When we enter the small store, there is not many people shop inside the store. But there are more people inside the big one.          - Both stores use white</p>	<p>-There was no window display in either of the two Louis Vuitton stores we looked at.          - The small one has a theme -- Louis Vuitton on air. So, in the window display, instead of</p>	<p>- In the small store, they use mannequins to display their products. Some clothes display shelves display clothes, bags, hats, wallets, and shoes.          - In another store, there are some glass-paneled tables showcasing branded wallets and accessories.</p>	<p>- During the period of our market visit, most of the shoppers in Louis Vuitton are millennials and generation z, aged between 25 to 50.          - Gender: male and female</p>	<p>-They play music in the stores, which can put customers in a good mood to go shopping.          - They hang a sign on the window display area in the small store says, "Louis Vuitton On Air". I think the</p>	<p>- There are various musical instruments (not real musical instruments) in the small stores, such as drums, guitars, and radios to match the on-air theme, it seems that there is really a band</p>	<p>- In the small store, there was an unpleasant smell in the air, like the smell of burnt plastic. I think the store should open the door to let the unpleasant smell out or use other things like aromatherapy to</p>	<p>- If the recommendation score is 10, I would give an 8.5 because they are enthusiastic to entertain customers even if the customer does not buy anything in the end. This is a shop that worth for visiting, they have a lot of choices, for example dresses, t-shirts, sneakers, heels, luggage,</p>

	<p>more than just luggage, the sells products also including clothing, jewelry, watches, and handbags. Louis Vuitton is hosting a ready-to-wear fashion show for Spring/Summer, Fall/Winter men's and women's clothing every year.</p>	<p>customer's attention. - I think one of the biggest competitors would be Balenciaga because both brands are handmaking some fashions goods like handbags. - Louis Vuitton belongs to the world's biggest luxury group – LVMH.</p>	<p>lighting to display products. But the background color for the whole store is orange (small). The background color made me feel more comfortable when I visit there.</p>	<p>displaying their products, they have a sign hanging on the window display that says, "Louis Vuitton on air". -The big one does not have window displays either, but they put some handmade flowers on the windows instead of displaying their products.</p>	<p>There are many clothes display shelves to display dresses, coats, pants, suitcases.</p>	<p>- Purchase occasion: personal or gift. - Geographics: New Yorkers, and some shoppers may be tourists from other countries.</p>	<p>purpose of doing this is to let the customers know about their theme for this time. - The clerks in both stores are very enthusiastic to entertain customers and answer customers' questions.</p>	<p>broadcasting on the radio or television. - In the big store, I found that they have a set of hand luggage are arranged by size, the smallest on the top, the largest on the bottom.</p>	<p>let the store smell better. - Provide some simple visual message to let the customers know some of the product prices in both stores.</p>	<p>accessories (rings, necklaces), and so on.</p>
FLYING SOLO	<p>The brand creates a diverse fashion environment by associating with multiple independent designers. They sell products include clothing, pillows, candles, handbags, and accessories. Flying Solo is hosting a ready-to-wear fashion show for Spring/Summer, Fall/Winter men's and women's clothing every year.</p>	<p>- The USP for Flying Solo is that their products are made and designed by several independent designers. Since their products are made and designed by different designers, their products are influenced by different cultures, so their products involve different cultural elements. - Flying Solo does not belong to any luxury groups, they are still independent now.</p>	<p>-When we enter the store, there is no consumers shop inside the store, just us. - They use white lighting to display the products. - They were using two helmets that looked like motorcycle helmets to show the runway show video near the checkout counter, which appealed to me because it was the first time for me to see such a scene when I was shopping in a clothing store. - There is a large mirror in the store, which allows consumers to see how they will look after wearing the product.</p>	<p>-There are four window displays for flying solo, but only two of them display their clothes, bags, and high heels, while the other two are affixed with two paintings. The information that the painting gave me is that this is a store focused more on woman's clothing because both paintings are portraits of women, although they also sell men's clothing.</p>	<p>- The store only uses clothes display shelves to display the clothing, which include dresses, skirts, T-shirts, and jackets. They use clothes display table to display handbags. And use glass-paneled tables to display accessories like rings, necklaces, and earrings. - There are two transparent display chairs dedicated to displaying candles and pillows. - All their products are placed by designer, and products of different designers are placed on different display stands, except for candles.</p>	<p>- Since there is no consumers shop inside the store during the time we visit, but I think they are more focuses on consumers at age 25 to 40 because in one of their window displays, there's an outfit that matches what millennials would wear when they shop or date. - Gender: male and female - Geographics: New Yorkers, and some shoppers may be tourists from other countries.</p>	<p>- Almost all clothes display shelf has the designer's name, which can clearly let consumers know which products are designed by which designer. - They play music in the store. - The clerk is very enthusiastic to entertain customers.</p>	<p>- I find the most interesting point is that their product display is divided according to designers, each designer has their own area (clothes display shelves) to display their products. - There are two mannequins in the store, and they dress the mannequins, put on gloves, and they wear helmets that look like motorcycle helmets, but the helmets are used for playing runway shows to customers. And each helmet plays a different runway show video.</p>	<p>-There is a basement in the store, but it is not a place for shopping, it is a place for employees to relax. I think they should have a sign saying "Employee Only" next to the stairs to let customers know that their shopping scope is only on the first floor. - Several large and small golden balls next to the products in the store, it is also easy to scare the consumers because if accidentally touch the ball, it will move, there should be a sign to tell the consumer to be careful not to touch the ball, or the ball once encounter will move, inform customers in advance do not be scared when the ball move.</p>	<p>- If the recommendation score is 10, I would give a 9 because I love their interior design and also love their two helmets that play runway show videos. I really enjoy shopping there not only because I like that there aren't many people in the store when I'm shopping, but also because of the hospitality of the staff.</p>

CANADA GOOSE	<p>Canada Goose specializes in the production of cold-resistant clothing for cold regions, including jackets, vests, hats, and gloves. Compared with fashion show activities held by other brands every year, Canada Goose will be photographed for their products.</p>	<p>-The USP for Canada Goose's design is that they aim to produce the highest quality down jackets. - I think one of the competitors would be The North Faces because both brands are selling warm jackets to provide consumers with protection from frostbite in winter. - Canada Goose belongs to Bain Capital.</p>	<p>- When we enter the store, there are a lot of people shop inside the store. - There is a small warehouse behind the cashier Inside the store. It does not look like a small warehouse, it is more like a decorative cabinet, if one of the clerks did not move it, I would consider this a decorative cabinet.</p>	<p>- Canada Goose has a window display, they show their jacket with mannequins, and they put a big poster as the background of the window display, behind the jacket. I think the poster appears as a divider between the window display and the in-store display.</p>	<p>- Once inside, you'll see three mannequins displaying their jackets, and there is a large book or magazine as a background. - The store has a large number of clothes display shelves displaying jackets with different styles and colors. - Several mannequins displaying jackets and hats. - They have a cloth display shelf for displaying products other than jackets, such as shoes, socks, and hats (almost all hats are displayed by the mannequins). - Inside the store, they use the window display method for several jackets. Which means they are displaying some jackets on the wall, but the customers cannot touch/feel the jackets directly because the jackets separated by the glass.</p>	<p>- Canada Goose is aimed at customers of all ages. During the period of our market visit, most of the shoppers in Canada Goose are at age 20 to 60. - Gender: male and female - Purchase occasion: personal or gift. - Geographics: New Yorkers.</p>	<p>- They play music in the store. - A table and some chairs next to the small warehouse, it provides a place for consumers to rest. - Advertising posters hang on the wall.</p>	<p>- Many posters are hung on the walls inside the store, and posters are photos of models/celebrities that wearing their products (jackets and hats). - There are also several screens in the store that play their products.</p>	<p>- I think they need to provide some simple visual message to let the customers know some of the product prices. - I think they need to put more full-length mirrors in the store so customers can see what they look like after they put the product on. If I remember correctly, there are only two small full-length mirrors in the store.</p>	<p>- If the recommendation score is 10, I would give an 8.5 not just because their clothes are warm, but because the staff are helpful.</p>
IF BOUTIQUE INC.	<p>The style of almost all If Boutique INC. products are retro. If Boutique INC. is an artsy feel store. Unlike other brands, If Boutique INC. does not hold fashion show for their products.</p>	<p>-The USP for If Boutique INC. is that their products are comes from different designers' design. - I think one of their competitors would be Flying Solo because both brands' products are design by more than 1 designer.</p>	<p>-When we enter the store, there are some shoppers shop inside the store. - There is a full-length mirror in the store, which allows consumers to see how they will look after wearing the product. - They use white lighting to display the products. However, there are some white and yellow led lights hidden behind the wall, which</p>	<p>-There is a window display area in the store, they use mannequins to display product in this area. - There were four mannequins showing products in this area, but each mannequin was placed in a different direction.</p>	<p>-When you enter the store, you can see two big tables in front of you, they are displaying hats, scarves, gloves, blankets, and handbags. - There are one or two glass-paneled tables displaying accessories. - They use a lot of clothes display shelves to display their clothing, and those clothes display shelves have wheels and can move easily. - Mannequins are used only for window display.</p>	<p>- During the period of our market visit, most of the shoppers in If Boutique INC. are millennials and generation z, aged between 25 to 45. - Gender: male and female - Purchase occasion: personal or gift. - Geographics: New Yorkers.</p>	<p>-They are playing music in the store. - They put some chairs in the store, it provides a place for consumers to rest when they feel tired while shopping. - The clerk is very enthusiastic to entertain customers.</p>	<p>- There is no sign saying they we cannot take pictures inside. - Inside the store, almost all the clothes display shelves are put together, so that gives me a sense of messy, I don't know where to start shopping. - All of their products are retro style, if consumers who like retro style, they will fall in love this store.</p>	<p>- This is a store where you can't take pictures of the products, but there are no signs in the store saying that no pictures. There should be a sign to inform the customer, and it won't feel abrupt or awkward when the staff tells you that you can't take pictures. - Change the layout of the product displays.</p>	<p>-If the recommendation score is 10, I would give a 7 even if the staffs are so helpful because it embarrassed me when one of the staff told me that cannot take pictures inside, and it is the first time I've seen things like this. They didn't tell customers in advance that they couldn't take pictures inside.</p>

			gives a sense of warming.							
ALEXANDER WANG	Alexander Wang is a relatively new luxury brand. Alexander Wang sells more than just clothing, the sells products also including accessories and body wear. Alexander Wang is also hosting a ready-to-wear fashion show for Spring/Summer, Fall/Winter men's and women's clothing every year.	-The USP for Alexander Wang's design are its grunge design and some of the products have Wang or Alexander Wang prints on them. - I think one of their competitors would be Alexander McQueen because some of the product prices are similar.	-When we enter the store, there are some shoppers shop inside the store. - Looking across the street in the direction of Alexander Wang, the decoration outside of the store is semi-transparent. Consumers can directly see some products in the store through the windows. - They use white lighting to display the products.	- The store has a large area of window display, but the brand is not used. But through the window display, you can see the placement of some products in the store.	- Upon entering, you'll see body wear products displayed in a transparent, vending machine-like cabinet. - After walking through the body wear display area, you will see a long, white, two-tiered oval display shelf. This oval display shelf mostly displays shoes, including boots (most products), and sandals; handbags; and earrings. The oval display shelf gives me the feeling that I am at a runway show at that moment rather than shopping in Alexander Wang store. - On the left side of the oval display shelf, there are several movable shelves displaying Fall and Winter season clothing in different colors and styles, such as hoodies, dresses, and skirts.	- During the period of our market visit, most of the shoppers in Alexander Wang are millennials and generation z, aged between 20 to 35. - Gender: male and female - Purchase occasion: personal or gift. - Geographics: New Yorkers.	- The oval display shelf is in the middle of the store, which means they put the most important or meaningful products in the middle. - This is a pet friendly store because there is a Bichon Frisé inside the store when we go in to visit. - Inside the store there is a big screen showing pictures of their products.	- In this market visit, we visited a total of 6 stores, and this is the only store that displays or sells body wear products in the store. - The background color of this large screen is red, which informs consumers an important message that their theme this time is red. Because my friend told me last time their big screen background color was green.	- There is only one full-length mirror inside the store, it is not enough for customers. I think they need to put more full-length mirrors in the store so customers can see what they look like after they put the product on. - I think they need to provide some simple visual message to let the customers know some of the product prices. While visiting the store, I fell in love with a pair of earrings that made of jade (traditional Chinese style, it looks like Ruyi), but I couldn't find its price around, which greatly reduced my interest in it and the desire to buy it.	-If the recommendation score is 10, I would give a 9.5 because I found some products that I am interesting in. And even if we did not buy anything and we took some group photos inside, the staff is still so nice and always put their smile face on.

- 150 words analysis about this market visit (summary).

I attended this market visit in both a nervous and excited mood because I had not been shopping in Soho for a long time (almost four years). I learned a lot in this market visit, and also observed some things that I would never discover in the process of shopping in the past. I think this market visit is meaningful. We can know that the layout of each luxury brand is different, and some brands will change the theme occasionally, such as Louis Vuitton and Alexander Wang. You can also learn that some brands will use instore messaging to drive sales. For example, Canada Goose prints pictures of models or celebrities wearing their products on the wall, which may attract consumers to buy their products. I have also

observed and learned some new things. For example, when I go shopping before I have never seen a store where each designer has its own display areas to display their products and put a sign that prints the designer's name on it.