



TORY BURCH

# Tory Burch SoHo NY

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# Location

- Tory Burch store in SoHo, NY (Zip code 10012/10013)
- Population 14,000
- 50% female, average age 24-54
- Upper middle income
- Artsy and trend toward people, who express their individuality through their style
- Great shopping area

# Introduction

## Mission Statement

Tory Burch is an American lifestyle brand that embodies the personal style and sensibility of its executive chairman and chief creative officer, Tory Burch. The collection, known for color, print and eclectic details, includes ready-to-wear, shoes, handbags, accessories and beauty.

## Vision

Create affordable and luxury clothing and accessories that women of different age can wear.



# Research

## Target Market

- Women
- 25-55 years old
- Middle income and above
- Single or married
- College degree
- Lead an active way of life
- Travelling
- Technologically savvy
- Family and career oriented
- Social life

# Competitive analysis

- Kate Spade New York



- Michael Kors Collection



- Marc Jacobs International



# Bell's Approach

## Kate Spade



- Michael Kors



- Marc Jacobs

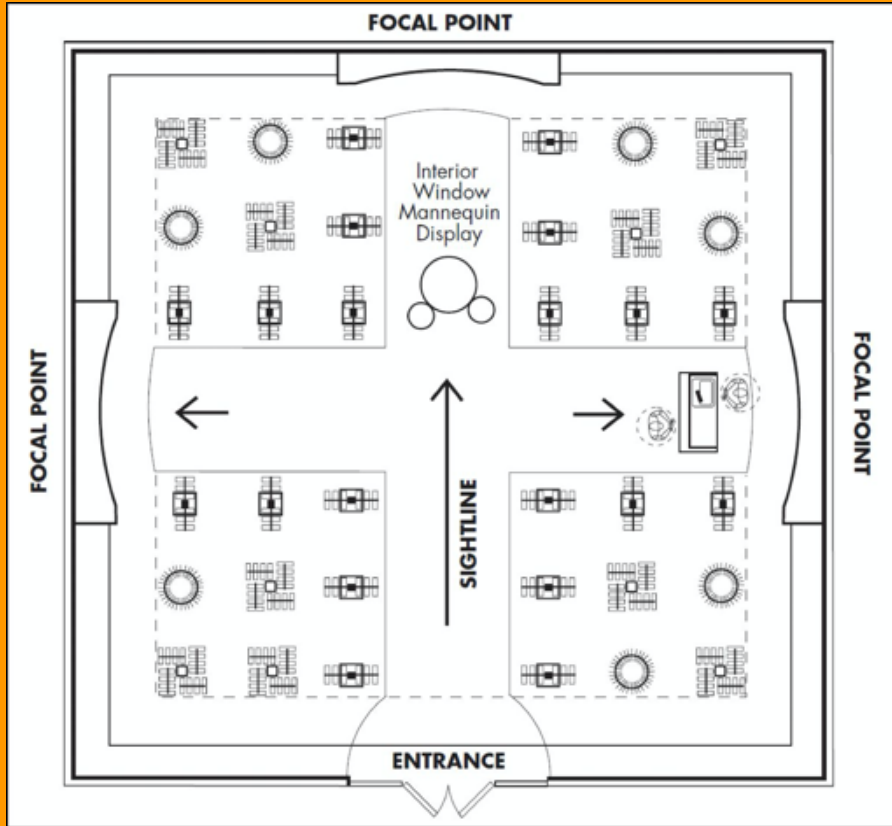




- **Tory Burch**



# Store Layout: Grid



- Grid layout will be permanent layout
- Quality goods that can be highlighted at focal points
- Free flow, racetrack, soft aisle, minimal, and combination floor...Not good choices

# Highlight pieces



# Trend Forecasting



- Ruffles at sleeves and collar
- Tight Pleats

# Trend Forecasting



- Plaid



- Poncho

# Highlight Forecasted Trend



- Sequin

# Retail Strategies



- *Cross Merchandising* with accessories, shoes, and handbags
- Fall theme inside a home with a fireplace



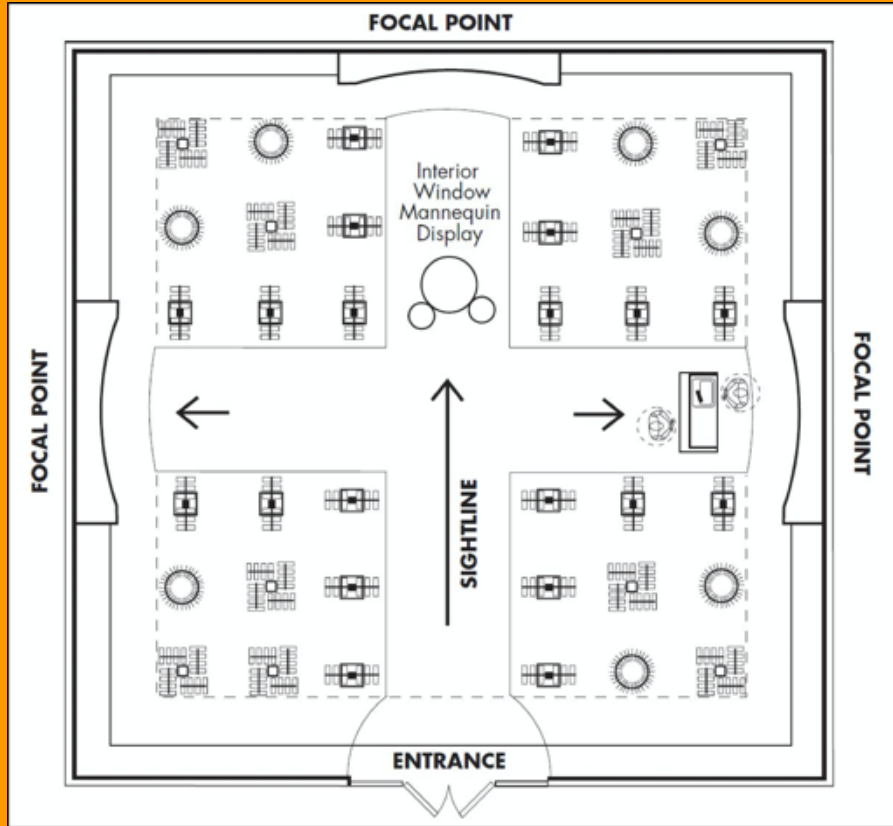


# Monochromatic Schemes



- Different hues of orange

# Pre-season test merchandise



- Sequin trend at the focal point with interior window mannequin display
- 2 other trends identified at the other 2 focal points



# Trend Toward Strategy



- Incorporating a celebrity to feature Tory Burch Fall 2019 Collections...Zoe Saldana
- 5.2 Million Followers on Instagram

# Enhancement of the Interior

