CREATING YOUR STORE PROJECT:

Tory Burch (SoHo NY) Fall 2019

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Location

The location we chose for our Tory Burch store is SoHo, NY.The residential population

at SoHo NY is roughly 14,000 and among those 14,000, 50% are females and the median age is

25-54. The average household salary is $136,000, which places the majority of SoHo residents

falling in the Upper Middle-Class income (SoHo Demographics and Statistics, n.d.). SoHo, NY

is also a highly attractive shopping area that attracts thousands of people daily to shop, which

makes SoHo the ideal location for Tory Burch.

Introduction

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 company was

launched in February 2004, and now the collection includes ready-to-wear, shoes, handbags,

accessories, watches, home and beauty (About Us, n.d.).

Tory Burch turned her father's principles into a mission statement known as Buddy

values that states to show up with honesty and kindness, work with passion and humility, act

with integrity and compassion, lead with excellence and humor" (Chu, 2014).

The company's vision is to create affordable and luxury clothing and accessories that

women of different age can wear (Chung, 2013).

Research

With global expansion Tory Burch brand draws the attention of diverse groups of

consumers all over the world, women of different ages, income, marital status, education, social

class, cultural background, and lifestyle. But the majority of the company's target audience are

women, their age ranges from twenty-five to fifty years old, who are married or single, with or

without children, have a higher education, middle-income or above. They are classic,

sophisticated, ambitious, and self-motivated women who lead an active way of life. They are

interested in sports, indoor and outdoor activities, enjoy travelling. They are also technologically

savvy. They have a busy life, career, family, but it doesn't stop them to have a social life as well.

They want in their wardrobe items that express their individuality, something that is classic,

age-appropriate and professional, but at the same time they want to look fashionable, without

looking like they were trying too hard. (Shan, 2016)

For her collections, Tory Burch draws inspiration from her parents who are her style

icons, another source is travelling to places such as Marrakech, Athens, Capri, and so on (About

Tory, n.d.). For the Fall 2019 collection, the designer refers to Black Mountain College known

for its "experimental approach to learning and an emphasis on the arts," saying that "it really

formed the trajectory of modern art in America. But what I loved about it was its progressive

attitude. It wasn't about gender or race. It was about sheer creativity and the confluence of all

these different artists coming together. It's where modern thinking should be today" (Phelps,

2019). In her collection, we can see a mixture of classics like check tailored trousers and tailored

jackets, plaid trench coat, cable knits in neutral tones, long wool guardsman coats, as well as

more artful and quirky pieces like ruffled sleeves, pleated hems, dresses and ponchos decorated

with paillettes and sequins.

Three Key Competitors

Among affordable luxury brands based on product category and price positioning in the

United States one of the three main competitors of Tory Burch are Kate Spade New York,

Michael Kors Collection and Marc Jacobs International (Wen. 2016).

Kate Spade New York was founded in 1993 by Kate Brosnahan Spade. The brand started

with handbags, that were recognized for their "sleek utilitarian shapes and colorful palettes.".

Right now, the company maintains its "colorful living" inspiration through its clothing lines,

handbags, women's and children's accessories, as well as home products (Kate Spade. About Us.

n.d.). Another competitor is Michael Kors Collection. The company was established in 1981 as

an American luxury sportswear by a designer of luxury and ready-to-wear, Michael Kors, who is

the chief creative director of the brand till now. Today the company offers a diverse selection of

products from women's and men's ready-to-wear, footwear, accessories, watches, eyewear and a

line of fragrances (Michael Kors. About Us. n.d.). The third competitor is Marc Jacobs

International. It is an American brand founded by Marc Jacobs and Robert Duffy in 1984.

Balancing between "tradition and innovation" the brand designs and manufactures several lines,

such as ready-to-wear apparel, handbags, accessories, watches, fragrances, as well as beauty care

products (Marc Jacobs. n.d.).

The core customers of the three main competitors are mostly women of twenty to fifty years old, single or married, financially independent, middle to middle-upper income, with a Bachelor's degree and higher, employed, who prefer professional classic looks and follow the trends, have a youthful spirit and are willing to experiment with vibrant colors and prints.

As for the selling techniques, the companies have flagship stores around the world, they also have their merchandise sold in department stores. But because today the number of people who prefer shopping online rapidly grow, the brands are investing more and more in online business to draw the attention of potential online consumers and make sales. Also, to increase brand awareness, the companies have a strong presence on social media platforms, and use celebrity endorsements.

Bell's Approach

For Bell's Approach analysis, we visited all four locations, Tory Burch, Michael Kors, Kate Spade in Brookfield's Place and Oculus, and Marc Jacobs on Madison Avenue. We saw quite a few similarities between outside windows displays and store layouts, especially the ones that are located in Downtown Manhattan.

Kate Spade's each window display had fully dressed mannequins, representing different categories of their merchandise, such as apparel, shoes, handbags, sunglasses, and other accessories. Using adapting strategy visual merchandisers made a stack of colorful pillows and turned them into props to display handbags. The pillows have similar patterns, designs and color tones with the apparel next to them. The store has a grid layout, each section is well organized,

fixtures and shelves are parallel to each other. Window displays, as well as the interior of the

store, are all presented in midtones, so they blend together harmoniously, creating a unity and

fun atmosphere to shop.

Michael Kors's window displays were very simple. Visual merchandisers used direction and line merchandise strategies, that led the eye from one item to another one, and guided the eye to the feature. On clear shelves, there were mostly handbags and shoes in achromatic colors, like back, white, gray, and one mannequin dressed in similar color scheme. Visual merchandisers included few different handbags in yellow color. Probably it was done to draw attention to these specific handbag styles. On the windows from both sides there are huge MK logos, as well as images of the brand's endorsement with model Gigi Hadid wearing several handbags bags at a time. The image covers almost half of the window display. The store has also a grid layout, racks with handbags, apparel, fixtures with handbags and other accessories were parallel to each other that let customers easily walk from one section to the other.

Marc Jacobs' window displays looked very different. The first floor looked like one window display, through which could see a great number of mannequins dressed in complete looks from the Spring 2019 Ready-to-Wear collection. Visual merchandisers used black blocks of different height to use as props and display mannequins and the brand's shoes and handbags collections. On the window, next to the entrance there's a sign that says "Runway 9.12.2018 Marc Jacobs." The window displays on the second floor looks completely different, they are made in a form of illuminated signs that represent various categories of the brand, like apparel, shoes, jewelry, beauty products, perfume, etc. For the first floor, visual merchandisers used a minimal layout where there were brand's runway special installations, and also the fixtures in a shape of black squares and rectangles, presenting merchandise like a piece of art. It created an atmosphere of being in a gallery. On the first floor, there's also a mirror column that had direction signs that tell customers which floor the categories they were interested in were located. The second floor was where most of the merchandise was, it had a grid layout like other stores. Also, it has a smile café, Bookmark, where the customers could just walk around and relax. These techniques make the customers stay longer in the store, that can ultimately lead to sales.
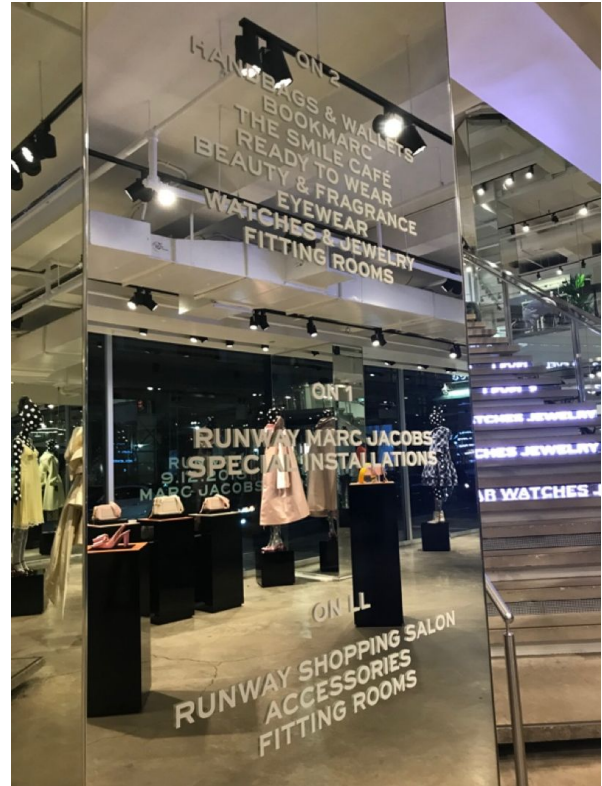
For Tory Burch's main window display, visual merchandisers used adapting strategy to display their Spring 2019 merchandise. They used a wooden arch that was completely covered in green artificial plants and a green lawn. This frame created a feeling of an upcoming new season, spring, and a new collection. Inside this frame there were two mannequins, dressed in similar pattern dresses, holding bags. Through the window display you could see the store's interior that drew our attention even more. The store had a grid layout as well. It had several small rooms where to achieve a balance and unity effect similar gold metal fixtures, in a form of tables, racks, and shelves were placed parallel to each other.

After we visited competitors' stores, the innovative recommendations we can give to

Tory Burch would be to change the mannequins' looks in the window display. The garments

don't speak to the target audience of the company. There are more exciting and eye-catching

items in her current Spring 2019 collection, so visual merchandisers can use them to draw

potential customers inside the store. They can also reposition the handbags in order for them to

stand out, and diverse the window displays by adding various categories, like accessories. It

would be a great idea if they engage customers by having testing counters, where they can smell

brand's fragrances, and have customizations bars, at least online, like Kate Spade does, so they can customize their handbags, choose leather, straps, colors, etc.

Store layout

The store layout that we proposed for Tory Burch SoHo New York for the Fall 2019 season would be the "grid layout" and this will be the permanent layout. The reason for using the grid layout permanently is because Tory Burch is a luxurious brand with quality goods that need to be properly highlighted in the focal points of the store. Using this a layout would be appropriate because all that is necessary for the next season is to switch the trendy pieces at the focal points of the store. Store layouts such as 'free flow', 'race track', 'soft aisle', 'minimal', and 'combination floor' would not make sense for this brand and store.

The free flow layout is more for department stores and the way the fixtures are placed are grouped, informal, and nonlinear. It encourages browsing in the store but it does not allow fixtures to highlight the trendy pieces of the season that Tory Burch wants people to notice.

The race track layout bunches up racks of clothing in the center and around the walking area. This layout is not suitable for a luxurious brand like Tory Burch, but it is appropriate for stores like Target and Kmart.

The soft aisle layout is for stores that carry lots of different brands like Urban Outfitters. Grouping goods and placing goods on the wall will encourage shoppers to browse the store quickly and not stop and take time to look at the quality goods.

The minimal layout is not for a brand like Tory Burch. The minimal layout is for gallery pieces only that are presented like wearable art. Tory Burch is luxurious, but they have too many categories that fit the minimal layout.

The combination floor layout is not suitable because it combines all the other standard layouts together to make a general layout. This layout is often overwhelming for customers and will not encourage the customer to even step inside the store.

Trend highlight Fall 2019

Trends that occured in the Fall 2019 collect of Tory Burch consisted of ruffles at the sleeve and collar, tight pleats, plaid, sequins and poncho.

Examples:

A trend that would be highlighted for the upcoming Fall 2019 Tory Burch collection would be sequins. We are choosing sequins as the highlighted trend for the Fall 2019 collection because using sequins make the garments stand out. This trend will be presented at both the window display and entrance. Sequins are really beautiful and stand out from every angle, highlighting it on the window display will let shoppers outside the store stop and take a closer look and potentially come into the store to see more of the sequin pieces. Upon entering the store, putting a sequin piece in the main entrance where shoppers walk in will give shoppers a clearer understanding that the trend for Tory Burch's Fall 2019 collection are sequins.

Cross Merchandising Strategy and Color Schemes Strategy

Sequins can be used on many different things, not just on garments. Cross merchandising strategies that can be used to highlight sequins can consist of combining the clothing category with categories such as shoes, handbags, and accessories. For example, a cross merchandising strategy to bring out the Fall 2019 season trend can be to dress the mannequin up with the main garment that already features sequins and adding a pair shoes, a handbag, and accessories that also feature sequins. By displaying the mannequin with multiple categories featuring sequin, shoppers will a higher chance of noticing the trend for the season. This strategy can also be done with the other trends such as ruffles, tight pleats, plaid, and poncho.

Color scheme strategies that can be used are to follow the color scheme of what the window display and main entrance suggest. For example, if we were to make the window displays color scheme to be orange and black, the main entrance can also have products that follow that color scheme. For the Fall season, orange and black are great options for color

schemes to set the mood for the season. Monochromatic schemes can also be used for the orange

so that there is more than one hue intensity.

Strategy for presenting preseason and test merchandise

Trends have been identified for the Tory Burch SoHo Fall 2019 Collection. The highlight

trend for the Fall 2019 Collection are sequins. But to forecast the hottest trend of this collection,

Tory Burch will put out some sequin pieces for display in the window display only, slightly

before Tory Burch releases the whole collection. Inside the store their will be a couple pieces of

garments that will placed in one of the focal points of the store, those piece will be sequin pieces

along with other pieces that feature other possible trends. Placing the sequin piece at the focal

point vertical to the entrance is best for testing the trend to see if it has potential to get to the

pre-peak take-off point. Other pieces will be placed at the other two horizontal focal points. If the

forecasted trend is on the verge of taking off, Tory Burch will release the collection in due time

and use sequins as the highlighted trend. If there's no promise for the projected trend, Tory

Burch will have to change to another trend that was identified in their Fall 2019 Collection

before releasing the whole collection.

Trend Towards Strategy

A "Trend Towards" strategy that can be used to solidify the highlighted trend is to get a

public figure or celebrity to feature products with sequins on social media or on television. This

method of incorporating a celebrity or public figure with a Tory Burch product that features

sequins is the best way to set the trend and stimulate more sales.

Using a celebrity or public figure is the best way to set trends and stimulate sales, but

another "Trends Toward" Strategy that can be used is to enhance the interior of a store and

posting it on social media (Instagram is the best option) so that customers know that Tory Burch

has an amazing sequin trend going on in the store and people should come check it out. When

customers arrive at the store for the enhanced interior, they will be fascinated by the trend that is

being set at the store and potentially following the trend and purchasing items from the collection

that are trendy.

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