

Business Report

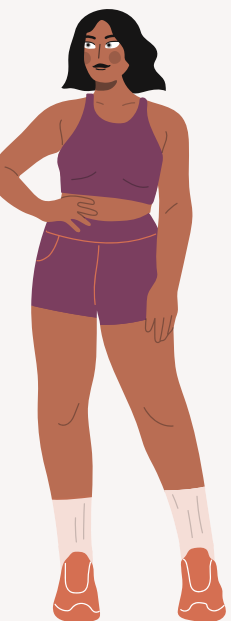
Brown Thomas Womens Activewear

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Submission Date: 19/03/21



Outline

Often in luxury or branded buying a retailer can make poor decisions and miss out on adding in 'key brands' of the season or have too much duplication in their offer.

In this business report, I will examine the Womens Activewear department in Brown Thomas, to identify any weaknesses within the current SS range, include my observations and recommendations for brands that should also have been selected and why.



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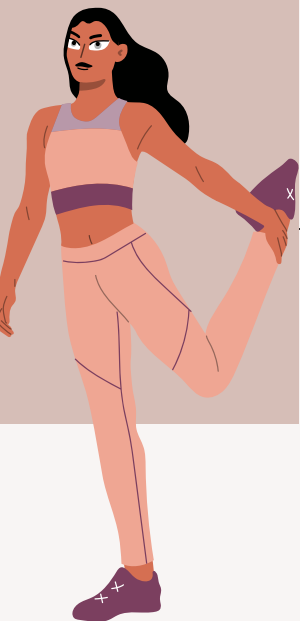
MAIN POINTS:

01 Introduction

02 SWOT Analysis

03 Observations, Analysis & Recommendations

04 Customer Profiling





Introduction

BROWN THOMAS

Brown Thomas has a long history associated with sophistication, luxury and the finer things. Opening in 1848, it was a new location for consumers to access luxurious clothing and accessories, changing hands many times; bought by Selfridge Group in 1919, bringing it into the new shopping era of the 20th Century. Now owned by the Weston family since 1971.



BT WOMENS ACTIVEWEAR

Brown Thomas' dedicated activewear department for women launched in 2019, as an answer to the growing trend of activewear being worn for day to activities and other than just working out. And having seen a positive response from consumers, after the success of adding brands like LuluLemon to the mix in 2017, making BT the first location to purchase the Canadian brand in Ireland.

BROWN THOMAS

STORE & ACTIVEWEAR DEPT. SWOT ANALYSIS



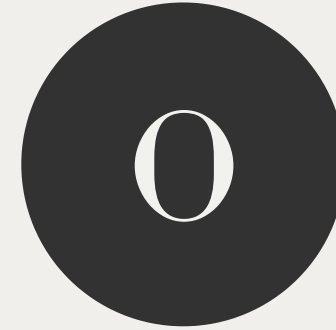
STRENGTHS

- Years of experience in luxury selling
- Prime locations
- Established brand
- Iconic Luxe products and packaging
- BT Loyalty Scheme
- BT personal shopping & experiences
- Positive Change Sustainability Vision
- Unique brand offering



WEAKNESSES

- Activewear product & brand offering could be larger
- Reliance on digital and social media to target consumers when age demographic is wider than this reach



OPPORTUNITIES

- Key consumer shopping trends i.e. necessity of loungewear
- Maintain quality of products but expand collection
- The effects of COVID-19 manifest an opportunity to enhance E-commerce platform and expand BT's market share



THREATS

- Online based competitors
- Changing consumer preferences
- The adverse effects of the COVID-19 pandemic & BREXIT in relation to trading i.e. store closure, new safety measures required, port restrictions, etc.



Trend Observations & Analysis

We have seen that activewear has been the go to for everyone over the past year, due to lockdowns, working from home and working out from home, etc. It has been clear that there has been a change in consumer mindsets and we know that comfort and practicality are at the top of the list when purchasing today for the aforementioned reasons.

This is delivered upon in the women's activewear department at Brown Thomas with prices ranging from €45-€500+. We see LuluLemon on offer, providing the best in style and quality when it comes to yoga wear. The iconic Sweaty Betty brand, just launched in 2020, which is also great for leggings but also comfy loungewear and many of the most stylish luxury activewear brands around. Products range from sports bras, leggings and tanks to Down jackets and the odd ski suit. There is a lot on offer but plenty of room for the department to expand in choice of product and brand offering.



Recommendations

For me, there are some gaps in the offering when it comes to:

The Sustainable
Shopper

The activewear
everywhere trend

Observations of brands that should be included:

SKATIE

WeWoreWhat



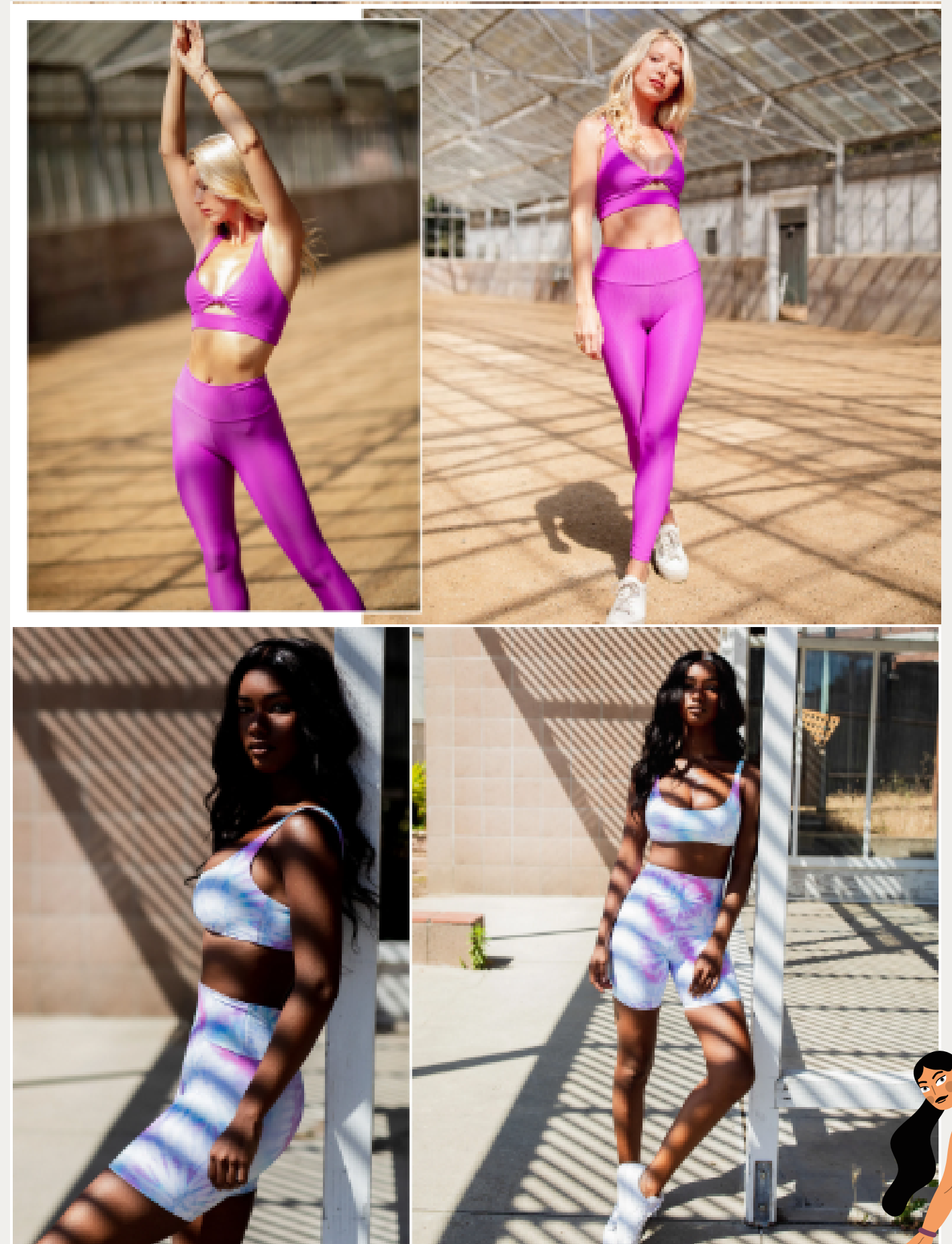
SKATIE

Sustainable Californian Activewear Brand

SKATIE creates sustainable fashion that epitomises the laid back, California-cool vibe. Using exclusively surplus & up-cycled fabrics, all while providing a product that is flattering and performance tested.

I think this brand would be a great addition to the BT offering for those sustainable focused shoppers hoping to not have to sacrifice style over good practices for their activewear needs.

I would introduce one rail of this brand to the shop floor, placed near Sport & Rich and Sweaty Betty, based on it's price point, in SS22 including 3 leggings in 2 colours, 2 shorts in 4 colours, and 3 bras in 4 colours to begin with. They also offer swimwear products which would be a great addition to follow if the brand proves successful.





WeWoreWhat

WeWoreWhat is a fashion brand resulting from a successful fashion blog by NYC native Danielle Bernstein.



I think this brand would be a great addition to the BT offering as it is young and fresh and really think this appeals to the activewear 'everywhere' trend. A younger demographic would love this brand as it includes really stylish pieces that can be worn while working out but also stunning enough to be dressed up for nights out with friends or for special occasions. I would also introduce one rail of this brand to the shop floor, placed near Sport & Rich and Sweaty Betty, this time mainly based on it's demographic appeal, in SS22 including 3 leggings in 4 colours, 3 shorts in 4 colours, 3 bras in 5 colours, and 3 bodysuits in 2 colours.



Customer Profiling

Knowing your customer is incredibly important as you want to know that the stock you are buying will facilitate the needs of your customer, and also as a buyer, want to know that your product will sell. For womens activewear, I think there are two different types of customer;

- This will be any BT woman -
I am under the impression that the BT woman is un-profilable, she comes in to shop for many different occasions as well as the everyday - meaning that activewear, being used for what it is, will be bought by the loyal BT woman of any age that engages in activity or wants to purchase for comfort as well as style.
- This will be the consumer that shops BT activewear for the specific brands in stock, items on offer i.e. LuluLemon's exclusive concession in Brown Thomas. This consumer will also shop other brands and more generic activewear brands at BT if pricing is a similar match to competitors (Net-a-porter), purely for the BT experience.



Thank You

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MODULE

Fashion Buying 2

LECTURER

Aimee Hazeldine

