

Fashion Marketing Research Project

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MKTG 346

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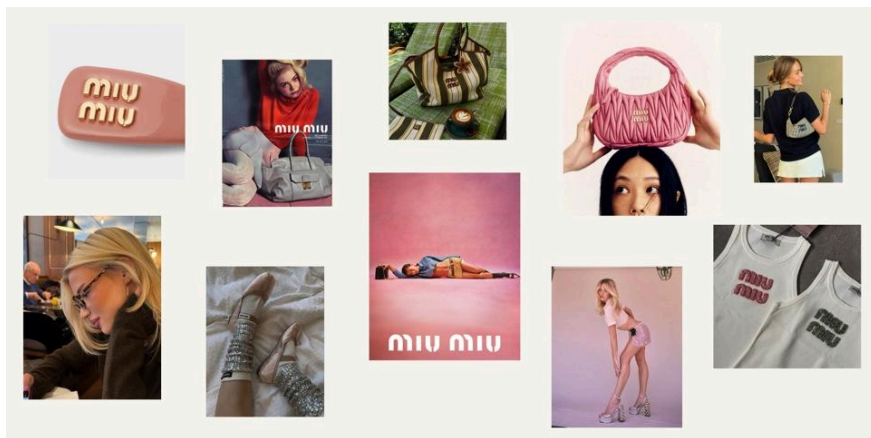
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Later on, in the year of 1962, the brand Yves Saint Laurent was founded. It was designed to make women feel confident and comfortable. Many of YSL's original pieces were androgynous, like the "Le Smoking" tuxedo for women. Laurent turned away from the traditional European style that was trending at the time, which then in turn led him to becoming a household name.

grandfather is the founder of Prada and founded it in Milan, Italy in 1913. Miuccia wanted to create a sister brand that would compliment her grandfather's. The name Miu Miu comes from Miuccia's nickname that she is



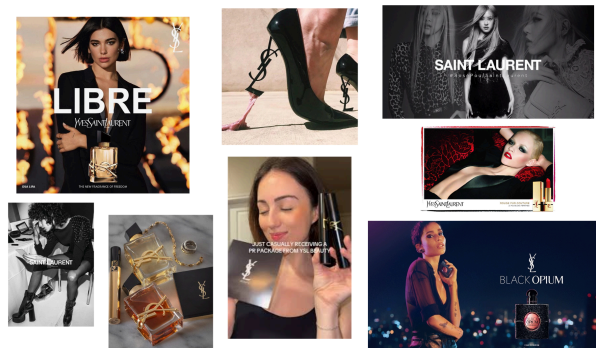
called by her family. This gives the brand a personable, deeper connection, knowing that its roots surround family.

The target markets of each luxury brand share some key similarities while also showing profound differences. Miu Miu favors the younger generation of our time, and YSL is slowly starting to turn to that age group as well. YSL used to tailor more towards high-end couture clients, but over the past recent years, they have shown a demographic migration towards younger adults. As for Burberry, which was initially intended for British soldiers, they tend to target both men and women of all ages now. People who wear Burberry typically prefer a more sophisticated and classy style than YSL and Miu Miu. When wearing Burberry there is no flashy logo like Miu Miu and YSL; you can tell it is Burberry just by the bags themselves, and most likely it will have the classic Burberry Check pattern.



Miu Miu is a very imaginative and artsy brand that draws the attention of young, trendy women. Women looking for “one-of-a-kind pieces” (Fashion Law Khanna) and women who enjoy wearing items that help them stand out typically favor Miu Miu. This brand is still made for wealthier people, but it is not as expensive as its sister brand, Prada.

As mentioned before, YSL is now starting to favor younger adults. YSL tends to use fashion influencers and social media platforms, such as instagram, to promote their brand. Recently, YSL brought in Rose from BlackPink to be their global ambassador, and

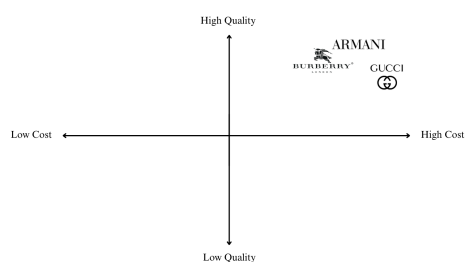


Zoe Kravitz and Dua Lipa to promote their perfumes. This was the first time in 59 years that YSL used a global ambassador, further highlighting their dramatic demographic shift.

Individuals who like an edgy, modern style will be able to find a piece for them at YSL.

Burberry is the most different out of these three brands. Burberry gives off a very old-money vibe, using storytelling as one of its main ways to reach their audience. They believe in timeless looks for any age or gender looking to dress for status. A primary goal for Burberry is to stay international with their audience, so they tailor marketing plans and strategies to different cultures, making their products and company diverse. In correlation with this, Burberry ranges from somewhat affordable luxury products to high-end, pricey items compared to other brands in the luxury world, such as Gucci or Louis Vuitton, who tend to lean on the more pricey side. For their communication strategies, Burberry uses a lot of storytelling since a main part of their luxury is their history. They also started using a retail approach in 2020 to mix physical and social aspects to the company's experience and networking.

Although Miu Miu, Burberry, and YSL are all considered luxury brands in the fashion



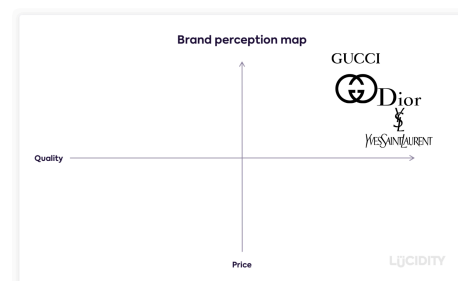
world, they all have very different competitors.

Burberry's top competitors are Gucci and Armani.

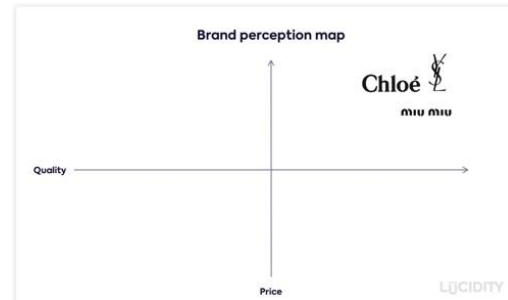
Gucci and Burberry go head to head with each other when it comes to ready-to-wear lines and bags.

Armani

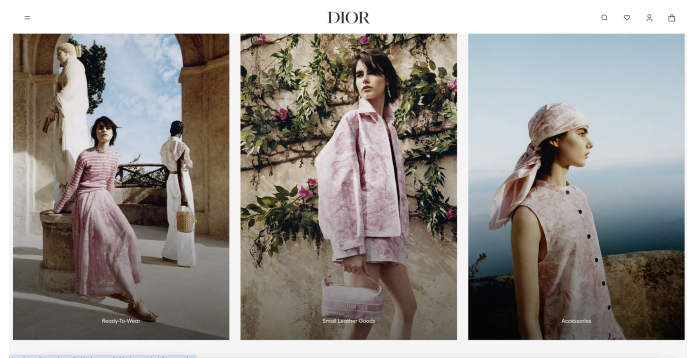
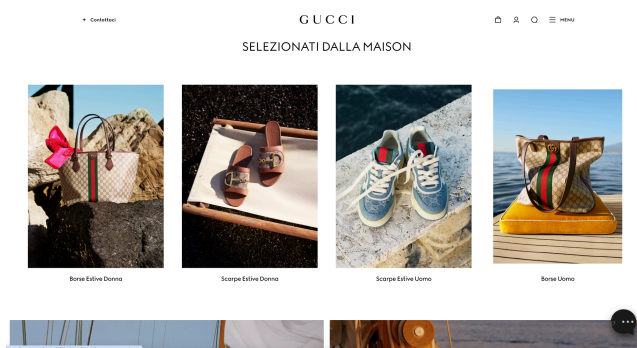
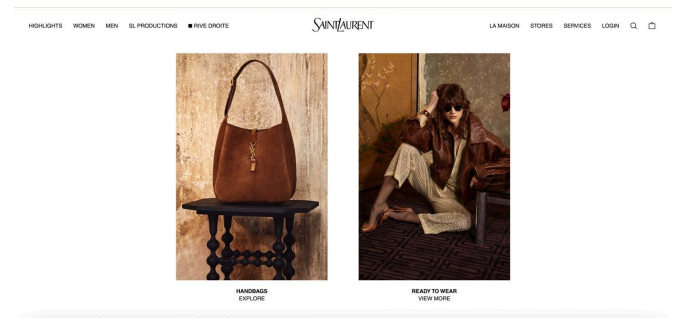
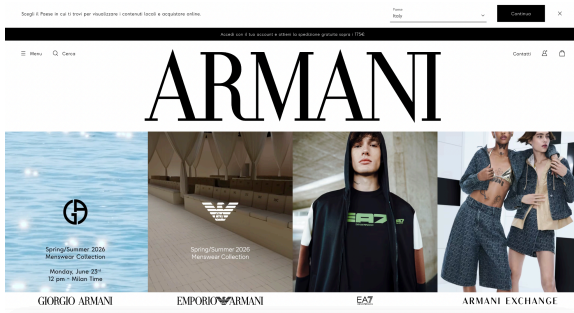
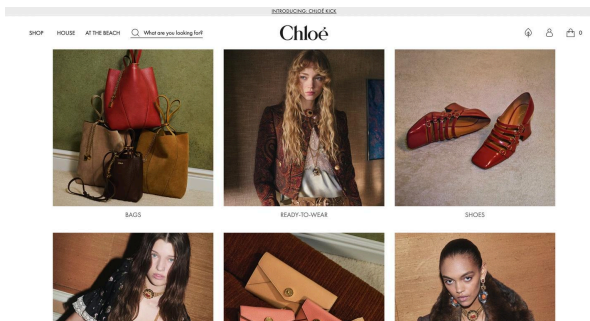
and Burberry also compete in fragrance as well as ready-to-wear. YSL has a similar sense of competitors such as Gucci and Dior. They all originated within a similar time period with very



similar stories of how their founder created the brand. Their ready-to-wear products, leather goods, and recognizable logos all play a major role in the company's modern successes, therefore creating competition as the designs can be fairly similar at times. Miu Miu's top competitor, Chloe, has more of a feminine posh-like sense of style



compared to YSL and Burberry's. Chloe is very feminine like Miu Miu, and is targeted towards younger, trendy women. They also compete with YSL because of its bold and youthful products, not so much as the aesthetic of the brand itself.



As expected, with the changes that social media is bringing to the fashion industry, most of Burberry, Miu Miu, and YSL's marketing goes to social media platforms. Each brand uses digital ads and influencer/celebrity endorsement to get their products across to the customer. Traditional advertisements are still used like billboards in highly populated areas, flagship stores, and intricate store designs to catch in person customers attention. Along with YSL's use of celebrities, Miu Miu works with Sydney Sweeney and Elle Fanning as a resource to get their brands to younger people and Burberry works with Adam Driver and Shakira as they have a more timeless and tailored focus.

Sustainability is a big factor in fashion and consumerism in modern day consumers. A lot of people in most target markets look for this, and our brands have made a point to step up to this. Miu Miu upcycled denim which saves a lot of water and waste. They also use a lot of old materials for new products. With this, they rework most of their clothes and make most products sustainable. In an article published by Charlotte Pointing, she stated, "Miu Miu doesn't only upcycle denim; you can also find collections of its reworked vintage dresses in its boutiques around the world," (Pointing).

Similarly, Cedric Charbit, the CEO of YSL, states, "At Saint Laurent, sustainability is responsibility. We are committed to reducing our environmental impact, taking action, and continuously dedicate ourselves to learn and improve." (Saint Laurent Official Online Store). The fashion house of YSL is aiming to achieve 100% traceability of raw materials through the manufacturing process by 2025. Although it is super important what they have done so far, they are still in very early stages and can continue to improve. Burberry, on the other hand, speaks of themselves as a sustainable company. They set in place goals in 2022 to be carbon neutral and use 100% renewable electricity. According to the Burberry official website, their long-term scope of

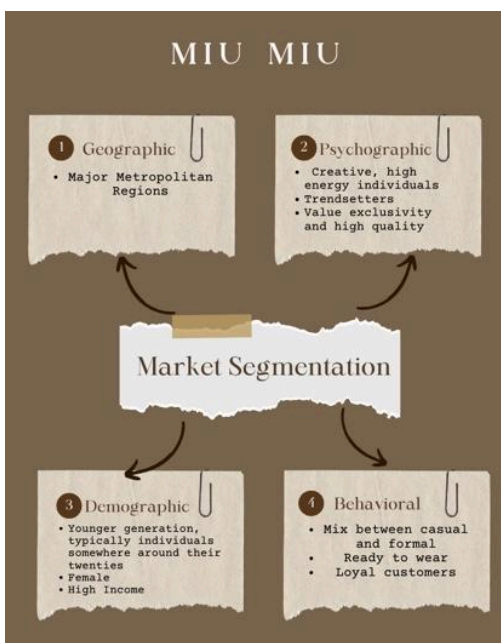
sustainability has a target that by 2030-2040 the brand will be net zero and climate positive by reducing its scope 3 emissions by 46%.

As for visual merchandising, Miu Miu is quite different from YSL and Burberry. The brand Miu Miu is very bright and eccentric, creating a busy and energetic aura. The brand showcases lots of pieces that resemble “rebellious” items, making for a very engaging experience while still portraying sophistication. On the other end of the spectrum, we have YSL and Burberry, who tend to have a much more minimalistic visual. YSL and Burberry focus on sleek, modern store rooms, for example the YSL we went to in Paris has a larger focus on the furniture and artwork in the store rather than the bags, shoes, and other leather goods. They prefer to have a lot of space open in their stores, which in turn makes shopping there feel exclusive and almost “sterile”.

As a whole, we each enjoy the brands for different reasons. Burberry is a timeless brand with items that will never go out of style, YSL is a brand that provides options that are not super flashy but still high quality, and Miu Miu is a brand that has garments that are very popular for our age group. Each of these brands are popular for a variety of reasons and are enjoyed by many age groups and sub categories. Even though these brands are not everyone's perfect match, they

do an excellent job of getting their message across to their consumers.

As far as favorite brands go, my personal favorite is Miu Miu. While I do not agree with everything that the company does (such as putting the logo on every single piece of clothing and accessory), I love the overall vibe of the brand and what they stand for. Growing up, I tried out a



lot of different styles and dressed differently from my peers. I came from a very small town so every “weird” item I wore was noticed immediately. I love how Miuccia Prada embraces that culture. Miu Miu is a brand that promotes confidence in young women. Miu Miu is the definition of dare to be different and I believe in today's world that that is something to be proud of.

Out of these three brands my favorite would also have to be Miu Miu, partly because of their simplicity in accessories but also very different pieces. I don't like how Miu Miu puts their name big on every bag and piece of clothing, but I do think their sunglasses and shoes are the main reason I prefer Miu Miu over YSL and Burberry. I think the uniqueness of their shoes and the fact that it is known you are wearing Miu Miu shoes without seeing a flashy logo makes the shoes more enticing. I personally don't like wearing pieces that have flashy logos everywhere, I would rather it be subtle and you only know what it is if you know the brand.

My favorite brand of the three is Burberry. I have always appreciated the quiet-luxury vibe that Burberry brings to the industry. There are no major logos on most of

their items and only when you see the Check pattern is when you realize what brand it is which I appreciate. Growing up, I would always try on my moms Burberry trench and accessories and I



had always dreamed of one day having my own, so when I think of Burberry I think of great memories from my childhood. Burberry is a brand that I think will never go out of style and never not be a household name because of the legacy and detail that Thomas Burberry put into the brand from the beginning.

| MARKET<br>SEGMENTATION<br>YSL                                                                                                                                                                     |                                                                                                                                                                                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Geographic</b><br><b>Regions:</b> Western<br>Europe, North<br>America, Japan<br><b>Focus:</b> Major Cities                                                                                     | <b>Demographic</b><br><b>Age :</b> 18-45<br><b>Gender :</b> Women<br><b>Income :</b> High<br><b>Occupation :</b><br>Professional Image                                               |
| <b>Psychographic</b><br><b>Lifestyle :</b><br>Sophisticated and<br>Luxurious<br><b>Values :</b><br>Craftsmanship and<br>Exclusivity<br><b>Personality :</b><br>Confidence and Self-<br>Expression | <b>Behavioral</b><br><b>Loyalty :</b> Loyal until<br>they have at least<br>one piece from each<br>category<br><b>Usage :</b> Ready-to-<br>wear, off the runway,<br>seasonal shoppers |

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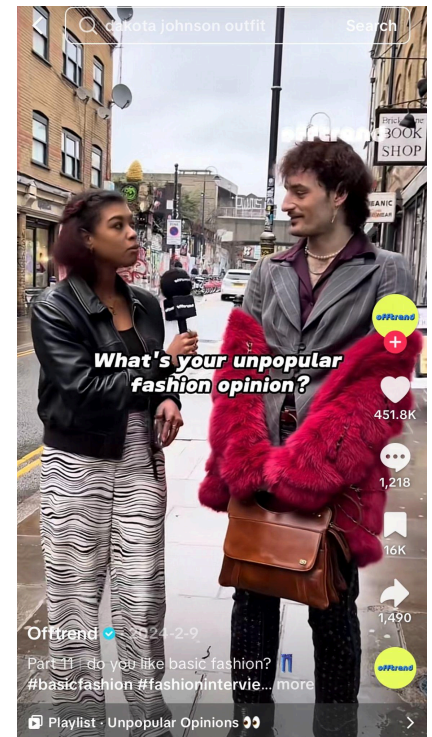


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## Part 2: Content

We decided that we wanted to get real data about our brands from the people around us and the best way to do that was to make a Tiktok. Due to social media, so much of what we see online can be fake. Whether it is an advertisement where the influencer is being paid to say positive things about the brand or product, or just unrealistic standards brought on by brands about how someone should look, we are always facing issues. We wanted to go into the real world where these issues are not happening and get the truth from real people.

When coming up with an idea for our Tiktok, we looked to content creators like Offtrend and Style Magazines which are two platforms that take to the streets of major cities to ask fashion related questions. Style Magazines is geared to women ages 20-65 whereas Offtrend asks only Gen Z. Some examples of what questions they would ask are “What trends do you not want to come back in style?” or “What is a clothing item you cannot live without?”. We thought this was a great way to get opinions out of everyday people, who would not necessarily get to share their opinion on these topics, and what a better city to ask than in a major fashion hub like Florence. We put our own spin on their ideas by asking which of our specific brands we researched did they like best. We made sure to try and reach many different demographics when asking to make sure that we covered all ages, gender, income, etc. It was very cool to see how people’s answers correctly matched the research that we had done previously based on the demographics.



For example, you will see in the video that we asked a grown man what his favorite was. His answer was Burberry and his reasoning for such is because he stated he did not even know what Miu Miu and YSL were. In Fashion Law Journal, author Aneka Khanna wrote, “This company’s target market consists of women who respect high-quality clothing while also being drawn to bold, distinctive styles” (Khanna). Miu Miu is doing exactly what they set out to do: target young women. It made sense for the man to not know what Miu Miu is since he was an older male. When we surveyed girls our age, many of them said Miu Miu because of their “trendy contemporary pieces”, and that is the message Miuccia Prada intended to convey when starting her company.

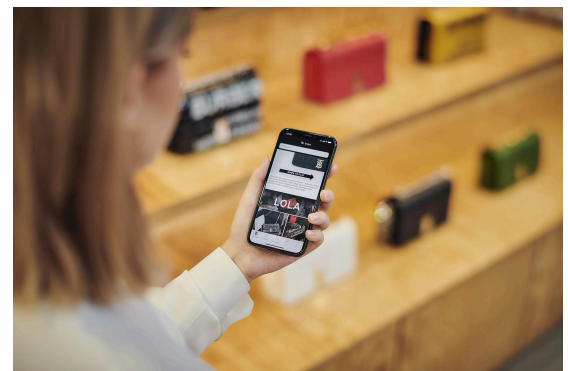
As for YSL, we had many young people choose it as their favorite. Men and women stated that they preferred YSL to the others, which again makes sense, as YSL is now starting to cater towards the younger crowd. In Fashion New York there is an article posted by Dominique Muret. The first line of the article reads, “Saint Laurent has fine-tuned its marketing strategy to win over younger consumers and boost its market share” (Muret). This statement backs up why

the older man we interviewed did not know what YSL was and why many of the younger crowd that we asked picked it as their favorite.

One way that YSL has been attracting the younger generation is by lowering the prices of select bags. YSL's competitors, like Gucci and Dior, have higher prices on some of their bags. This turns away a lot of the young people, since they do not typically have as much income as someone much older. By doing this and increasing their social media platform, YSL has caught the eye of Gen Z and the last few years of the Millennial group. Below, I will share a graph posted by the Fashion Network highlighting Saint Laurent and other luxury brand bag prices:



Surveying real people is important. A lot of times, brands only post celebrities/famous people with their products. While that is important and draws attention to the brand, it can feel impersonal at times. People our age need to be hearing other people our age give their real, raw feedback. Communication is key, and I think that if brands were to start implicating everyday people into their marketing strategies that it would positively benefit them. When all you see is celebrities posting bags or making tik toks about a certain brand, it is hard to know whether or not you can trust them, because most of the time they are getting paid to review a product/products. It is also a way to meet new people. Evanthia, Maggie, and I had so much fun talking to tourists and locals in Florence. We made a lot of connections while doing so, and it was nice to put technology down for once and talk to real people in real life. There is just an aura of authenticity when doing so, and popular brands need that.



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