

Retail Fashion Marketing

Marketing –

Includes the following activities:

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- ✓

Market research –

Fashion Leadership Categories

✓ **Fashion forward stores** –

Ex: Neiman Marcus, Saks Fifth Avenue, Bergdorf Goodman

✓ **Mainstream retailers** –

Ex: Macy's, Nordstrom, Banana Republic

✓ **Mass merchants** –

Ex: Wal-Mart, K-Mart, Target

Retailer's Image

- ✓ **Image** –
- ✓ **Importance** –

Visual Merchandising**Definition** –**Purpose:**

- ✓ To entice the customer _____
- ✓ Enhance the _____
- ✓ Effectively _____ the store has to offer
- ✓ Show the customer _____ the merchandise and
_____ it

Store Planning

- ✓ **Store location** –
- ✓ **Store design** – create an environment that is conducive to _____
_____ and consumers' _____
- ✓ **Renovations** – way to _____ a store
- ✓ **Store image and environment** – reflected in store design to appeal to _____

Windows

- ✓ **FIRST ENCOUNTER WITH THE STORE!**
- ✓ **Special event windows** –
- ✓ **Fashion message windows** –

- ✓ **Direct-sell windows** –

Interiors

- ✓ Presentation areas positioned _____ highlighting the _____ from the surrounding area
- ✓ **Forms** – _____ or _____ (mannequins in a scene); or _____ (on a form or stand)

Elements of Visual Merchandising

- ✓ **Mannequins** – change with _____ and made in the image of the _____
- ✓ **Standards manuals** –
- ✓ **Presentation packages** – _____ and _____ prepared by the _____ and sent to branch stores to keep a _____ between stores
- ✓ **Telecommunications** – used to share actual _____ to other stores in the chain

Departments

- ✓ Visual merchandising is used to “_____” customers into each department
- ✓ **Fixtures** –
- ✓ **Folding and stacking** –

Fashion Advertising**Advertising –**

- ✓ **Image advertising** – focuses on _____, _____, community _____, or _____; product is of secondary importance (shock, controversy, humor, celebrity models)
- ✓ **Item advertising** – created to _____
- ✓ **Promotional advertising** – _____ directed

Cooperative Advertising

- ✓ Fiber producers, fabric producers, and apparel manufacturers cooperate with retailers to _____ of advertisements that feature their merchandise

Scheduling and Planning

- ✓ **Advertising plan** –
- ✓ **Budget** – indicates the _____ for advertising production and media
- ✓ **Production schedule** – _____ detailing how and by whom the ad production is to be carried out to meet deadlines

Media**Newspaper/Run of press (ROP)**

- ✓ _____
- ✓ May be offered _____
- ✓ Layouts, art, and copy relatively _____

- ✓ Cost is relatively _____
- ✓ Provide _____
- ✓ Can be in the format of supplements

Magazines

- ✓ More _____
- ✓ _____, _____, _____
formats
- ✓ Response cards
- ✓ More _____
- ✓ More _____

Television

- ✓ People are watching more and reading less
- ✓ Shows clothing in _____
- ✓ Switching channels
- ✓ _____ airtime and production _____

- ✓ **Time buys** –
- ✓ **Production** -
- ✓ **National television** –

Radio

- ✓ Make listener aware of _____, _____,
and _____
- ✓ Stations selected for _____
- ✓ _____ ads

E-Commerce

- ✓
- ✓
- ✓

Direct Mail

- ✓ Addressed to _____ customers
- ✓ **Statement enclosures –**
- ✓ **Catalogs**
- ✓ **Store newsletters or magazines –**

Outdoor Signing

- ✓
- ✓
- ✓

Advertising Departments

- ✓ **Art –**
- ✓ **Copy –**
- ✓ **Traffic –**
- ✓ **Ad agencies**

Publicity –

- ✓ Difficult to obtain; more _____
- ✓ **Publicity campaigns**
 - ✓ **Press package –**

Special Events –

- ✓ Fashion shows (formal, designer trunk shows, informal, department)

Marketing Evaluation -