Back to Basics: 
How to Engage 
the Touch of 
Fashion 
Consumer 

Consumer Behaviour of Women 
Fashion Shoppers 
PRAGMA CONSULTING 

Jan 2016
Pragma: leading strategy consultancy in retail and consumer

28 years of consulting experience
Over 30 professionals with specialist strategic, analytical and operational skills
Over 1,350 projects delivered to date
Worked with many of the world’s leading retailers, brands, asset owners and investors
Global experience in more than 30 countries

• Strategic Reviews
• Concept and Brand Development
• Financial Analysis and Modelling
• Due Diligence
• Location Planning
• Customer Research
• Market Analysis
Some of our clients...

WAREHOUSE  Boden  Phase Eight

LIBERTY  Cath Kidston®  Joules

HUNTER  OFFICE  L.K.Bennett

London
Today’s women’s fashion market has been uprooted by diminishing margins, digital disruption, relentlessly changing fashions and declining loyalty. We believe success in this market lies with the customer.

Topics of this presentation:

- UK Fashion Market
- Evolving Customer Journeys
- Fashion Audience & Segments
- Opportunity
- Recommendations
The landscape of fashion retail has changed forever, with one of retailers’ main concerns being providing a quality multichannel offering.

**Key Concerns Amongst Fashion Retailers**

- Providing a quality multichannel offer
- Competing in a saturated market
- Maintaining brand loyalty
- Sourcing / designing standout products
- Changes in consumer behaviour
The landscape of fashion retail has changed forever, with the lines between physical and digital becoming increasingly blurry.

Delivery Services

Collect
Register online and get your stuff sent to your most convenient Doddle shop. More

Send
Bring us your parcels and get Doddle's fast, reliable overnight delivery. More

Return
Bought something online that's not right? Send it straight back. More
The landscape of fashion retail has changed forever, with the lines between physical and digital becoming increasingly blurry.
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We have a robust methodology for this report:

- Online survey of 2,000 female fashion shoppers
- 18 accompanied shops
- 12 in-depth interviews
- 6 in-home wardrobe visits
The customer path to purchase is no longer linear…
Customers now have access to thousands of products, offers, and prices at their fingertips. They use multiple touchpoints and take their time to make their purchase decisions, becoming a much more considered shopper.
Customer journeys have become increasingly complex...

26% of our survey used Google to start their journeys.

30% of our survey used marketing emails as inspiration.

Start journey:

- Google search
- ASOS app
- Marketing emails
- Stores
- Purchase in-store via phone

Example from research
Customer journeys have become increasingly complex...

9% of our survey used social media to look up a particular brand.

Example from research.
Understanding differences in customer purchase behaviours and journeys can help retailers successfully target their relevant audience.

Methodology:
Online survey of 2,000 nationally representative female shoppers. Aged 18-65, social grade ABC1C2D.

These topmost segments are most ‘engaged’ with fashion.

These bottommost segments are least ‘engaged’ with fashion.
They are mainstreamers but seem very fashion forward to those further down the fashion food chain. They follow latest fashions and like to have what is 'new in'. However, unlike the elite, it isn’t about having it and leaving it before it becomes mainstream, it about having the latest looks from magazines, high street and celebrities.

These women are interested in fashion, but when it comes down to it, they may end up playing it safe. They need reassurance and help from friends, family and sales staff to put outfits together and may lack confidence in what they wear.

Women in this segment are hyper engaged in fashion and are avid followers of the latest and newest looks and trends, which means they go right to the source of things – engaging with fashion shows / catwalks, designers, bloggers and industry leaders. They like to stand out and wear things before they become mainstream.

These women are confident but have a larger proportion of staples and classics in their wardrobe. They will update and refresh their looks in a season but won’t radically change what they wear. They roughly know what’s going on but rely on shops, friends and magazine to tell them what’s new and how to wear it.

These ladies break the mould and like to style themselves. They may have a stand out style, that’s easy to perceive, but it’s a focus on being an individual. It’s about finding something unique that they like rather than buying generic.
PERSONAL STYLE

Trend-Led

Inspiration

Over / under index by:

independent fashion bloggers

+24 ppts

Mags

+23 ppts

Choice Drivers

Stylish designs

Choice

Fashionability

Brands

NET-A-PORTER.COM

COS

& other Stories

Finery

9%

£1429

Annual Spend

Avg. Age: 32

City dweller

Over / under index by:

+29 ppts
20% Inspiration
Pretty / Feminine

Choice Drivers
Fashionability
Newness
Celebrity

Brands
TOPSHOP
NEW LOOK
H&M
ASOS
MONKI

Annual Spend £1094

Over / under index by:
Celebs! +13 ppts
Mags +11 ppts
Suburban dweller +4 ppts
Avg. Age: 34

FASHION FORWARD
42% Inspiration

Stylish but cautious

£780 Annual Spend

Choice Drivers

Sizing and fit
Stylish designs
Versatility

Brands
next
ZARA
M&S
OASIS

Touch of Fashion

Inspiration

Over / under index by:

Shops +2 ppts
Brand website +3 ppts

Over / under index by:

Avg. Age: 41
Market town dweller +2 ppts
Guided Stylist

Personal Style
Urban

Inspiration

Choice Drivers

Recognisability
Versatility
Outfit Building

Brands

HOUSE OF FRASER
BANANA REPUBLIC
DOROTHY PERKINS

Annual Spend
£795

10%

Family
Friends
Shops

Over / under index by:

+6 ppts

Avg. Age:
37

Market town dweller

Over / under index by:

+2 ppts
<table>
<thead>
<tr>
<th>Personal Style</th>
<th>£835 Annual Spend</th>
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<tbody>
<tr>
<td><strong>Boho / Ethnic</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Inspiration</strong></td>
<td></td>
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<tr>
<td>Over / under index by:</td>
<td></td>
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<tr>
<td><strong>Shops</strong></td>
<td>+3 ppts</td>
</tr>
<tr>
<td><strong>Independent fashion bloggers</strong></td>
<td>+1 ppts</td>
</tr>
<tr>
<td><strong>City dweller</strong></td>
<td>+3 ppts</td>
</tr>
<tr>
<td><strong>Avg. Age:</strong></td>
<td>37</td>
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<table>
<thead>
<tr>
<th>Choice Drivers</th>
<th>Brands</th>
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<tr>
<td><strong>Uniqueness</strong></td>
<td>URBAN OUTFITTERS</td>
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<tr>
<td><strong>Recognisability</strong></td>
<td>ALLSAINTS</td>
</tr>
<tr>
<td><strong>Affordability</strong></td>
<td>ASOS</td>
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- **SELF Stylist**
- 7%
Classic Fashion

Personal Style

Functional

Inspiration

Choice Drivers

Sizing and fit

Quality

Value for Money

Brands

MONSOON

HOBBS

DEBENHAMS

£609

Annual Spend

Avg. Age: 43

Over / under index by:

Country dweller

+4 pts

12%

12%

609
The largest opportunity comes from an audience that needs to be engaged in a new way.
The Touch of Fashion Customer: Who are they?

- 56% Consider shopping to be a pleasure
- 88% Feel it is important to be comfortable
- 53% Clothing spend in stores

42% Classic Fashion
18% Fashion Elite
69% Fashion Forward
48% Fashion Forward
The Touch of Fashion Customer: Why do they spend so much in stores?

“Because I get my inspiration from the high street – but also I can touch and feel the product, make sure its suits me (and not just the model on the website!), and ensure I get the right size and fit...”
## The Touch of Fashion Customer: What is important to them?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Touch of Fashion</th>
<th>Fashion Forward</th>
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</thead>
<tbody>
<tr>
<td>Sizing &amp; fit</td>
<td>91%</td>
<td>82%</td>
</tr>
<tr>
<td>Stylish designs</td>
<td>72%</td>
<td>76%</td>
</tr>
<tr>
<td>Versatility</td>
<td>65%</td>
<td>63%</td>
</tr>
</tbody>
</table>

% stating ‘important’ and ‘very important’ to me.
The Touch of Fashion Customer: What are they hoping for?

“I prefer shops that are spacious and well presented, with displays that inspire you...so I can look at outfits I hadn’t thought about – because obviously shops have very creative people that put these outfits together for me!”
The Touch of Fashion Consumer: What will engage?
Back to Basics

- Product and range focus and authority
- Inspiration and guidance in-store and online
- Physical clarity
- Mixing bricks and clicks
Product and Range Focus

ZARA

- Design and plan ranges to be cohesive, buildable collections that can be easily interpreted by customers.
- Mix trends with staple pieces to attract more highly engaged fashion segments, whilst retaining a larger audience through reliable, versatile pieces.
- Refresh product ranging to engage and excite customers.
Inspiration and Guidance

OASIS

- Use mannequins, display and visual merchandising to help customers interpret trends
- Utilise store staff as brand ambassadors showcasing wearable trends
- Educate customers through providing services such as Personal Shopping
- Encourage sign-up to these services
Physical Clarity

**Checklist**

- Optimise store layout to create clear lines of sight to attract customers to the collections that are relevant to them.
- Express authority in range and product by displaying fewer pieces and more clearly demarcated collections.
Mixing Bricks and Clicks

Utilise innovation, but at the right touch points

Integrate click and collect into the shopping experience and encourage shoppers to explore the physical environment

Adapt and optimise the website to tailor shopping journeys i.e. navigation and promotions

Communicate with customers through personalised and relevant messaging
Key Takeaways – How To Target The Touch Of Fashion Consumer

It’s all about getting ‘back to basics’

- Product appeal
- Physical clarity
- Guidance and education
- Reliability
- Relevant messaging
Ones to watch:

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