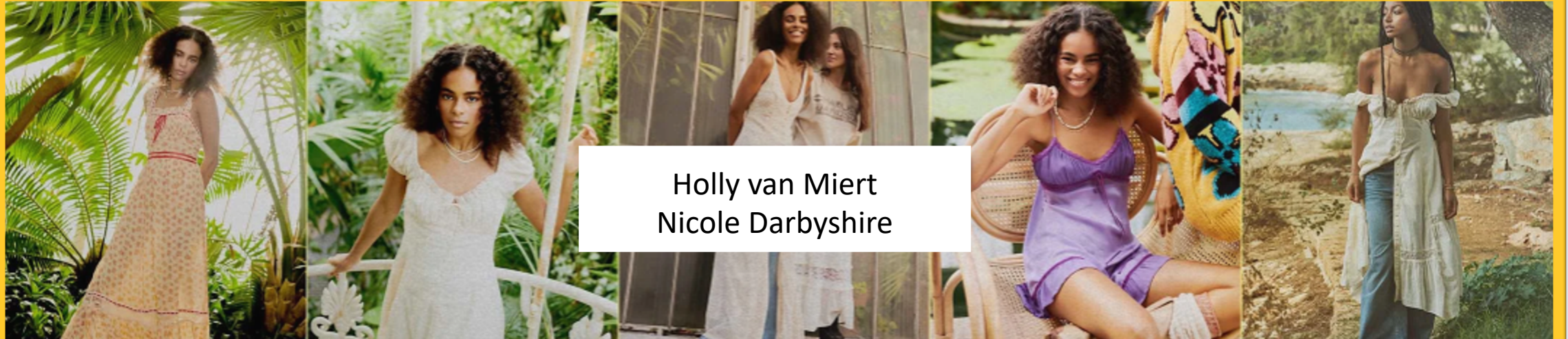


IRRAWADDI



Holly van Miert
Nicole Darbyshire

OUTFITTERS

Range Analysis



Style: Mallory Cowl Slip Mini Dress
 Price: £39
 Colourways: 4 - Light Purple, Red, Black, Olive
 Fabric Comp: 90% Polyester, 3% Spandex
 Size Range: XS - L (Light Purple and Olive sold out in several sizes)
 Trims: Cowl neck
 Other: Reviewed online by 468 consumers, lots compared to others



Style: Print Lace Mini Dress
 Price: £44
 Colourways: Blue Marble, Green Paisley, Pink Marble, Orange Swirl
 Fabric Comp: 93% Polyester (93% pre-consumer recycled polyester), 7% Elastane
 Size Range: XS – L
 Trims: Lace instert
 Other: Many different patterns, with some in the sale



Style: Genevieve Velvet Mini Dress
 Price: £49
 Colourways: 1 - Blue
 Fabric Comp: 100% Polyester
 Trims: skater skirt, sinched bust
 Size Range: XS - L
 Other: Sold Out in XS and S, only 7 reviews,



Style: Ribbed Polo Mini Dress
 Price: £39
 Colourways: 2-Cream and Green
 Fabric Comp: 97% Cotton, 3% Elastane
 Size Range: XS-L
 Trims: Button up front, lapel collar
 Other: 2.5 stars out of 5, reviewed by 2 online



Style: Urban Renewal One-Of-A-Kind Black Leather Sleeveless Dress
 Price: £95
 Colourways: Black
 Fabric Comp: 100% vintage fibres
 Size Range: L
 Trims: Zip at the back
 Other: No reviews

Core



Mallory Cowl Slip Mini Dress, available in various colourways, simple and flattering cut.

Fashion



Print Lace Mini Dress, available in various patterns

Trend



2 dresses on the website in a velvet fabric, sold out in two sizes, showing low volume available.

Good



Mallory Cowl Slip Mini Dress, £39, one block colour design with simple silhouette

Better



Print Lace Mini Dress, £44, patterned design with lace around the bust and chest

Best




Urban Renewal One-Of-A-Kind Black Leather Sleeveless Dress, £95, one colourway and one size available.

Key Silhouettes and Materials Used



- Tight bust with looser fitting skirt
- Low cut on the chest to show cleavage
- Tight around the waist to show curves
- Small straps that show the shoulders
- Main material used is Polyester and Cotton





Push Factors

- Shrinking spending power of UK consumers, 'food and fuel costs, end of furlough benefits and increase in tax from april to pay for health and social care' , 'when consumer confidence drops, shoppers tend to spend less' (Landberg, 2021)
- Urban Outfitters has many close competitors in the UK such as, ASOS, H&M, Zara
- Reducing appeal for in-store shopping, many retailers struggling to keep retail spaces going.
- Already has 31 stores in the UK

- Wide consumer base, as Japan's population is 125.44 million (Worldometer 2022)
- "Social media has intensified the pace at which young people are encouraged to consume." (Kale 2021)
- "the economic slowdown has led some consumers to seek out lower prices and lower quality products." (Santander Trade; accessed 30/01/2022)

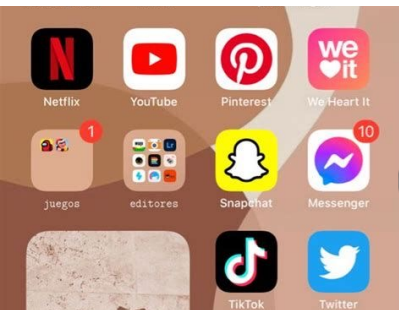
Dress Up

Pull Factors



Demographics

- 21
- Studies Psychology at Kyoto University
- Has a low disposable income
- Lives in a shared flat



Psychographics

- Is unlikely to purchase from online platforms
- Willing to travel long distances for fashion products
- Spending an average of 4 hours and 25 minutes on social media platforms daily (Beantic, 2022), using platforms such as Weibo and Wechat
- Family orientated and spends the majority of their time with the family
- Interested in Western culture, such as art, music and fashion

Strengths

- Large variety of prints for each style e.g. Print Lace Mini Dress comes in five different patterns.
- Prices of mini dresses vary from £32 to £69, from simplistic core styles to trend focused pieces. The variety of core and trend styles creates a great choice for consumers to choose from.
- Urban renewal features one of a kind vintage pieces, hand-picked vintage from various across the world. Brand is more than just fast fashion.



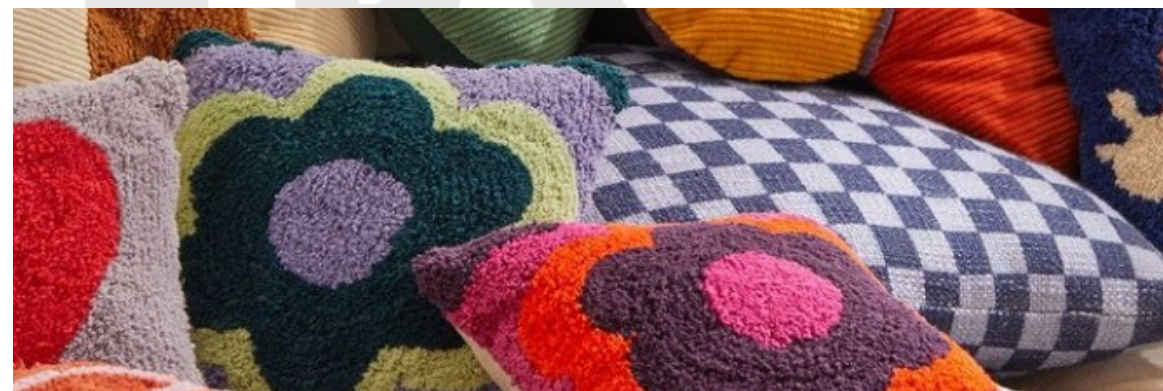


Weaknesses

- Most styles only offer XS - L. Not very size inclusive.
- Many styles don't disclose the fabric composition, consumers aren't going to know the quality they're getting when ordering online.
- With most mini dresses between £40 and £50, high prices compared to competitors restricts target consumers, rather than teens the brand must target young, trendy, inspired consumers in their 20s with disposable income.

Opportunities

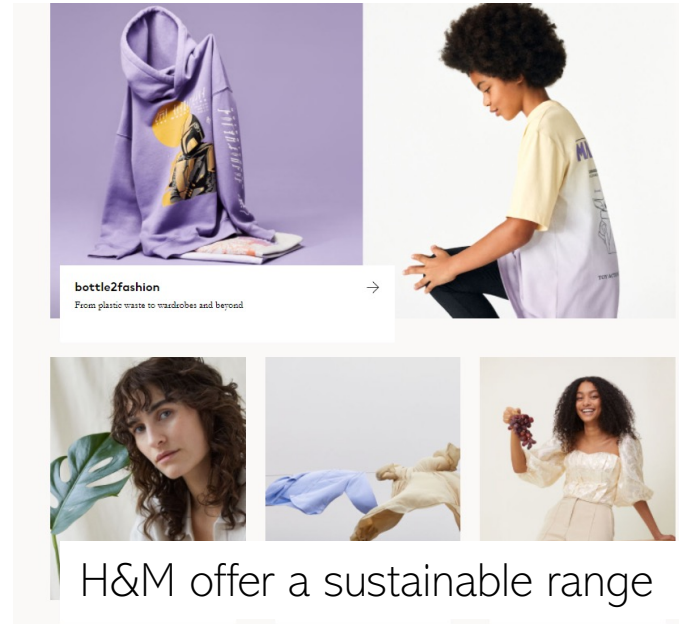
- Use recycled/sustainable materials in the products
- Include more sizes in the best range
- Include petite/tall ranges, as the average height in Japan is 5'2
- More colourways in the trend ranges



Threats



A similar dress from Zara, is £27.99, whereas the UO dress is £39



Western Brands, such as Dickies have established their place in the market, and will have the desired consumer loyalty



Minimalism

- 'Minimalism is about stripping back the unnecessary, leaving only the things that provide you with real value and joy.' (Meyer, 2022)
- This trend is recurring across the world, particularly in Japan, it never goes away. (Meyer, 2022)
- Increasing focus on minimalism in order to consume less, and the desire to avoid unnecessary waste. (Meyer, 2022)
- The trend encourages not only a simplistic colour scheme, but also a low impact choice of materials in order to avoid these garments having an effect on the environment.



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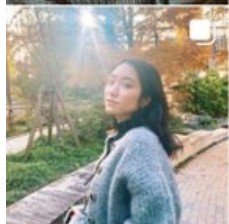
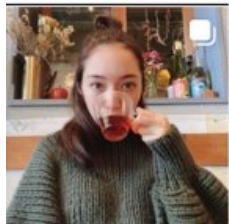
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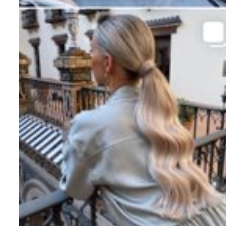
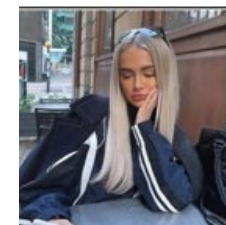
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and 84 others

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Message

Email



Both Asian and Western Influencers like Sayo and Molly-Mae are influencing the minimalist trend hugely on social media.

Their accounts feature lots of neutral tones and simplistic styling.

Range Plan



Bestseller



Move-On



Move-On



New Style



International
Style

Trend



Fashion



Core



Good



£35

Better



£44

Best



£70

Range Plan Budget

Range Plan - Budget £1m									Formula	Columns H x I x J	Columns K x G
Style	Description	Good / Better / Best	Core / Fashion / Trend	Colour	Selling Price	ROS	No of Stores	Weeks on Sale	Total Buy Quantity (units)	Total Spend (£)	
1	Mallory Cowl Slip Mini Dress				35.00	9%	2	12	6,000	£210,000	
2	Print Lace Mini Dress				44.00	6	2	12	4,000	£176,000	
3	T-Shirt Dress				29.00	10	2	12	3,000	£87,000	
4	Black Leather Dress				95.00	3	2	12	2,000	£190,000	
5	Kimono Dress				70.00	5	2	12	4,500	£315,000	
6									0	£0	
7									0	£0	
8									0	£0	
9									0	£0	
10									0	£0	
					Total				19,500	£978,000	
						OTB vs £1m budget					
									OTB	£22,000	

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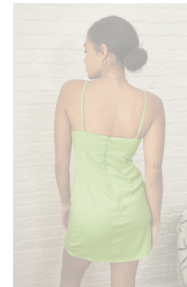
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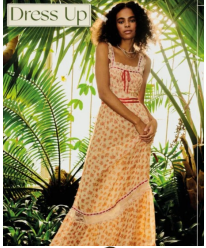
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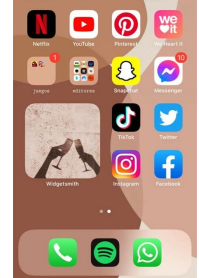
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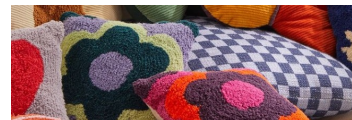
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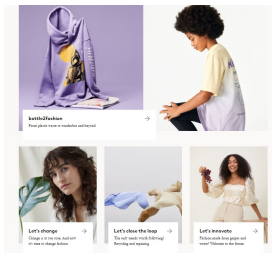
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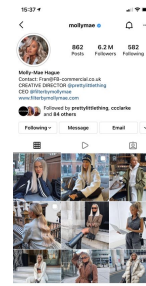
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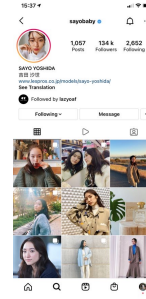
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