Style and behavior-based segmentation in the luxury apparel market

Objectives

- To identify segments that provide opportunities to grow share
- To inform marketing, product development and merchandising
- To link to the client's customer database for targeting marketing and to track the progress of strategies
- Segmentation solution must be applicable to several brands in portfolio and used across multiple product categories

Research Design

- The original study included 3,000 upscale general market female consumers and another 2,300 women from the client's database, in the US and Canada
- The study was then repeated within the men's market

Results

- The segmentation combined style orientation and transactional data that allowed the client to assign segments to their database of customers
- Client uses the segmentation to target marketing communications, develop new product and promote product at retail