

SELFRIDGES & CO

COMPARATIVE REPORT

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P.E. Nation



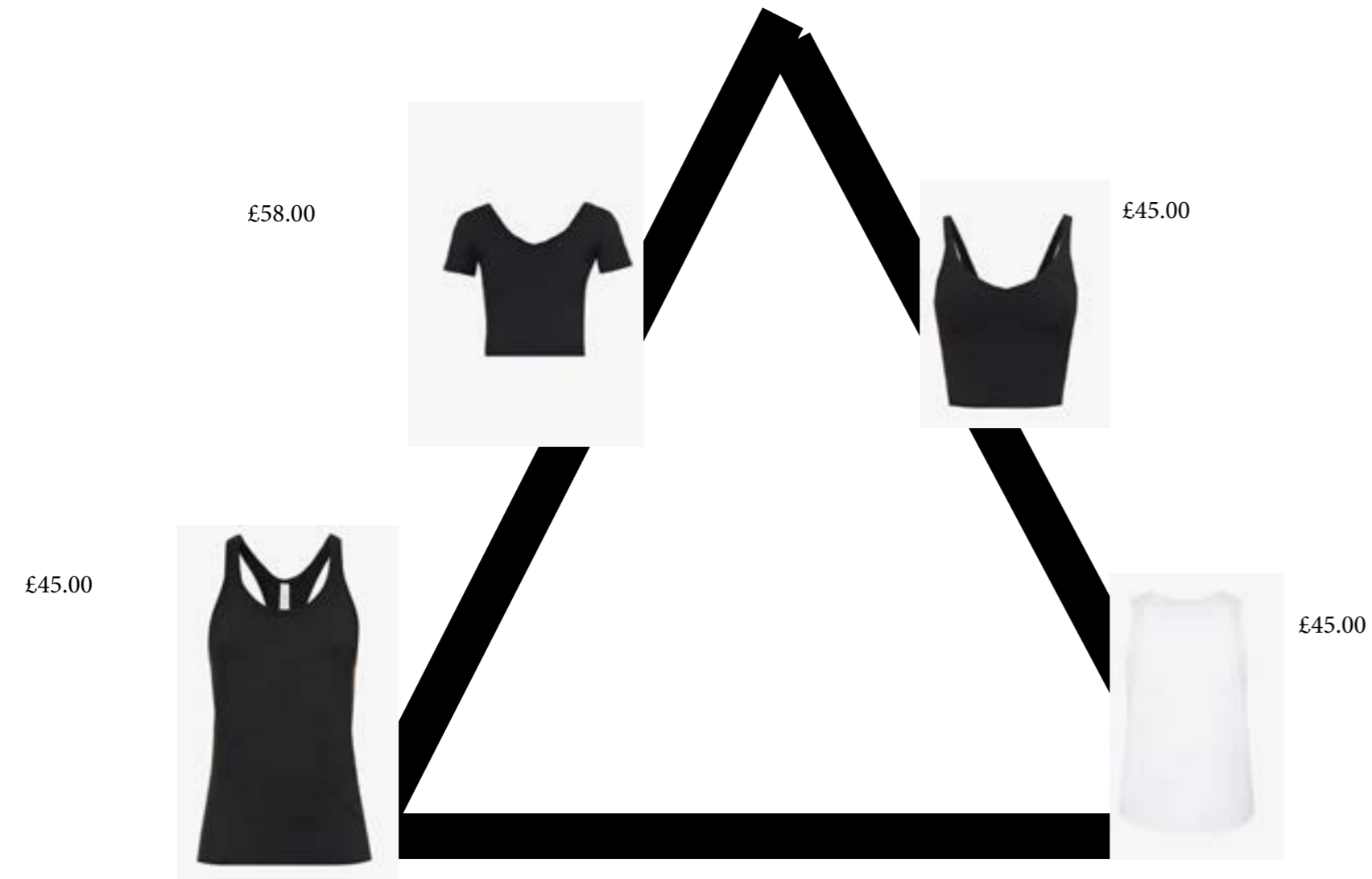
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Stella McCartney x Adidas



Lulu Lemon



Sweaty Betty



Political

As a clothes retailer, Selfridges sells a lot of goods from China, America, or Italy. As a result, political impacts might include quotas, which would limit the amount of goods that Selfridges can buy from other countries.

Their business strategy may also be impacted by import tariffs. Local taxes and budgetary decisions made by the government would unavoidably influence the firm, both directly and indirectly.

Brexit, for instance, can negatively influence "Just in time" supply chains, which might therefore have an impact on product availability and pricing.

Economic

Customers with a lot of disposable income frequently shop at Selfridges, a clothing store that carries a variety of middle-to-high priced clothing or designers. Selfridges may have the chance to benefit from a more prosperous and positive population if the economy is strong.

Selfridges would profit if there was low unemployment combined with rising income since consumers would have more confidence and spend more on luxuries like jewellery or apparel.

There is a close link often between Political and Economic factors.

Social

If Selfridges does not have the right agents telling them what clothing to buy, they risk being cut out of the market because fashion is constantly changing. What people see on social media and the internet is influencing the population more and more.

Consumers today anticipate being able to buy garments on their phones and have them delivered to their homes.

This is a fascinating example of the necessity for strategy to change and how a successful strategy may produce fruitful outcomes. Given the cultural trend requiring retailers to have strong and convincing green credentials, how is Selfridges evolving its strategy? Is a single-use item of clothes in line with a green and moral philosophy?

These organisations ought to promote recycling or reuse, in my opinion.

Technological Enviromental Legal

The biggest impact on conventional high street merchants has likely been the shift away from physical stores and the use of mobile devices to complete purchases. Being a digital organisation is the shorthand for being able to understand customers' purchasing behaviours across channels (in-store vs. online).

Generations X, Y, Z, and beyond will anticipate having digital interactions with retailers. Retailers will pay a price, but the benefits of the digital economy are enormous. A small business can now establish a digital presence and open a global market for itself. Today, a modest hat maker in a far-off village can sell to discerning buyers all over the world.

In view of these rapid changes Selfridges needs to be evolving all the time.

This is quickly rising to the top of many agendas at the international, governmental, and municipal levels. Extinction Rebellion's rise has had a significant influence in London and abroad. An ethical, environmentally friendly firm cannot coexist with a "use once, toss away" approach to products, as demonstrated by the example given above under societal changes.

Selfridges is a little insulated from this due to the type of products it retails. The higher end customers and products do not fall foul of the "fast fashion" throw-away principles.

The working time directive and the minimum wage are two instances of how legal considerations can influence an organisation's success or failure. Businesses will need to try and plan how Brexit will affect them. Brexit will have an influence on the business regulatory environment.

STRENGTHS

- Larger price range to cater for different levels of consumers from £35 to £3,000 in the clothing category alone.
- Certain brands have Selfridges only offerings that provides for a degree of exclusivity.
- A small number of nationwide stores, thus reducing the risk of over-exposure, huge overheads, and brand dilution.
- Clear, prominent, and very identifiable brand logo. The canary yellow is very well known.
- The stores cater very well for the plus size consumer.
- The range and store sizes allow for large footfall.
- Has developed its reputation as a high-end department store.

WEAKNESSES

- Does not stock own brand items. Therefore, not exploiting the possibility of achieving greater profit margins.
- Only four stores in the UK makes the brand too dependent on the whims and changeable demands of the UK consumers only.
- An online shopping presence only materialised in 2016. This seems late for a shop like Selfridges.

SWOT

OPPORTUNITIES

- The symbiotic relationship between the store and exclusive brands lends itself to housing exclusive collections first.
- Be at the forefront of new fashion and perhaps promote new designers in a more proactive way.
- Create a more diverse offering
- Create a more interactive online presence
- Perhaps create inhouse lines
- Expand into other major international cities

THREATS

- Economic changes in the global and local markets.
- New competitors from more established and affluent names.
- Brands relocating or choosing to open own stores rather than remaining a concession amongst many other brands.
- Complacency and the lack of innovation, imagination, and forward planning.

CONSUMER PROFILE

DEMOGRAPHIC

Name: Monica Scurca
Age: 32
Marital status: Married
Gender: Female
Parental status: Without children

GEOGRAPHICS

Country: England
State: London
City: Radlett



PSYCHOGRAPHICS

Habbits: Shopping, reading
Lifestyle: Loves to socialise,
Interests: Reading everyday
Values: Loves her family

SOCIOECONOMIC

Salary: £60,000 per year
Occupation: Graphic designer
Home environment: Lives in an expensive house and area.
Household description: Lives with her husband.

SELFRIDGES&CO

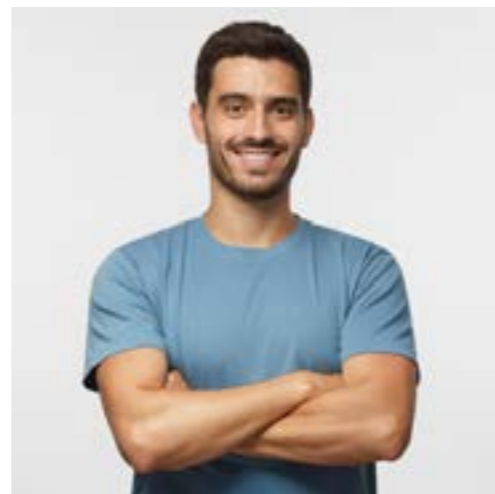
CONSUMER PROFILE

DEMOGRAPGIC

Name: Alex Peiu
Age: 30
Marital status: Single
Gender: Male
Parental status: Without children

GEOGRAPHICS

Country: England
State: London
City: Welwin Garden City



PSYCHOGRAPHICS

Habits: Shopping watching movies
Lifestyle: Going to expensive places, travel
Interests: Learning something new everyday
Values: Helping other people

SOCIOECONOMIC

Salary: £70,000
Occupation: Engineer
Home environment: Lives in an expensive flat
Household description: Lives alone

Harrods

CONSUMER PROFILE

DEMOGRAPGIC

Name: Liam Smith
Age: 45
Marital status: Married
Gender: Male
Parental status: With children

DEMOGRAPGIC

Country: England
State: London
City: Hampsted



PSYCHOGRAPHICS

Habits: Big Shopper
Lifestyle: Travel , hiking
Interests: Discovering new places
Values: Loves his family

SOCIOECONOMIC

Salary: £70,000 per year
Occupation: Electrician
Home environment: Owns an expensive house
Household description: Lives with his family

John Lewis

Competitor Matrix







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INTRODUCTION TO THE TEAM



Hi everyone,

We are Sonia ,Teodora ,Danny ,Julie and Marianna and we would like you to seat tight and enjoy our beautiful project .
We worked on it very hard and we hope you will like it as much as we do !

EXECUTIVE SUMMARY

This report explores the idea of flexible women's fashion and how significant it is becoming in modern culture. It concentrates on wardrobe pieces that enable women to easily move from formal situations to social gatherings while maintaining their sense of fashion. Women's fashion preferences have changed recently, and they now choose more versatile clothing that can be worn in a variety of settings. The demands of contemporary living, which frequently require balancing social and professional obligations, have made adaptive wardrobes necessary. The research done for this report includes a thorough examination of consumer trends, market trends, and industry insights. Important conclusions show that adaptable clothing is not only a sensible answer but also a reflection of changing social norms and women's shifting responsibilities in the workforce and in society. The study identifies three important elements that have influenced the development and acceptance of adaptable women's fashion. Design and functionality: Versatile clothing items are carefully created to include both formal and informal characteristics. They frequently have clean lines, muted colour schemes, and fitted forms that allow for easy integration into many settings.



Fabric&Material Selection: The key to achieving adaptability is the choice of high-quality materials that provide comfort, sturdiness, and wrinkle resistance. Functionality and comfort are improved by materials including wrinkle-free cotton blends, elastic fabrics, and breathable textiles. Versatile fashion clothing gives women a wide range of styling options, enabling them to create a variety of outfits that are appropriate for a range of events. These pieces can be easily changed from a professional situation to an evening occasion by pairing them with various accessories, jackets, or footwear. **Changing with the Times:** Fashion designers have responded to the growing desire for flexible apparel by incorporating the newest trends into their newest lines. Modern styles that are versatile have been combined to produce solutions that are on-trend and catered to women's changing desires. In conclusion, there is a growing need for adaptable women's clothing that may be worn for both professional and social settings. This paper has emphasised the significance of this trend, highlighted the critical elements that have contributed to its success, and offered suggestions for how industry participants might profit from this expanding market. Fashion companies can meet the changing needs of women by embracing the idea of adaptability and enabling them to confidently handle the various demands of daily life.

CUSTOMER PROFILE

DEMOGRAPHIC

Name: Bianca Rossi
Age: 40
Marital status: Single
Gender: Female
Parental status: Without children

PSYCHOGRAPHICS

Habits: Big Shopper
Lifestyle: Shopping, travel
Interests: Discovering new places
Values: Loves her independence

DEMOGRAPHIC

Country: England
State: Great Britain
City: London

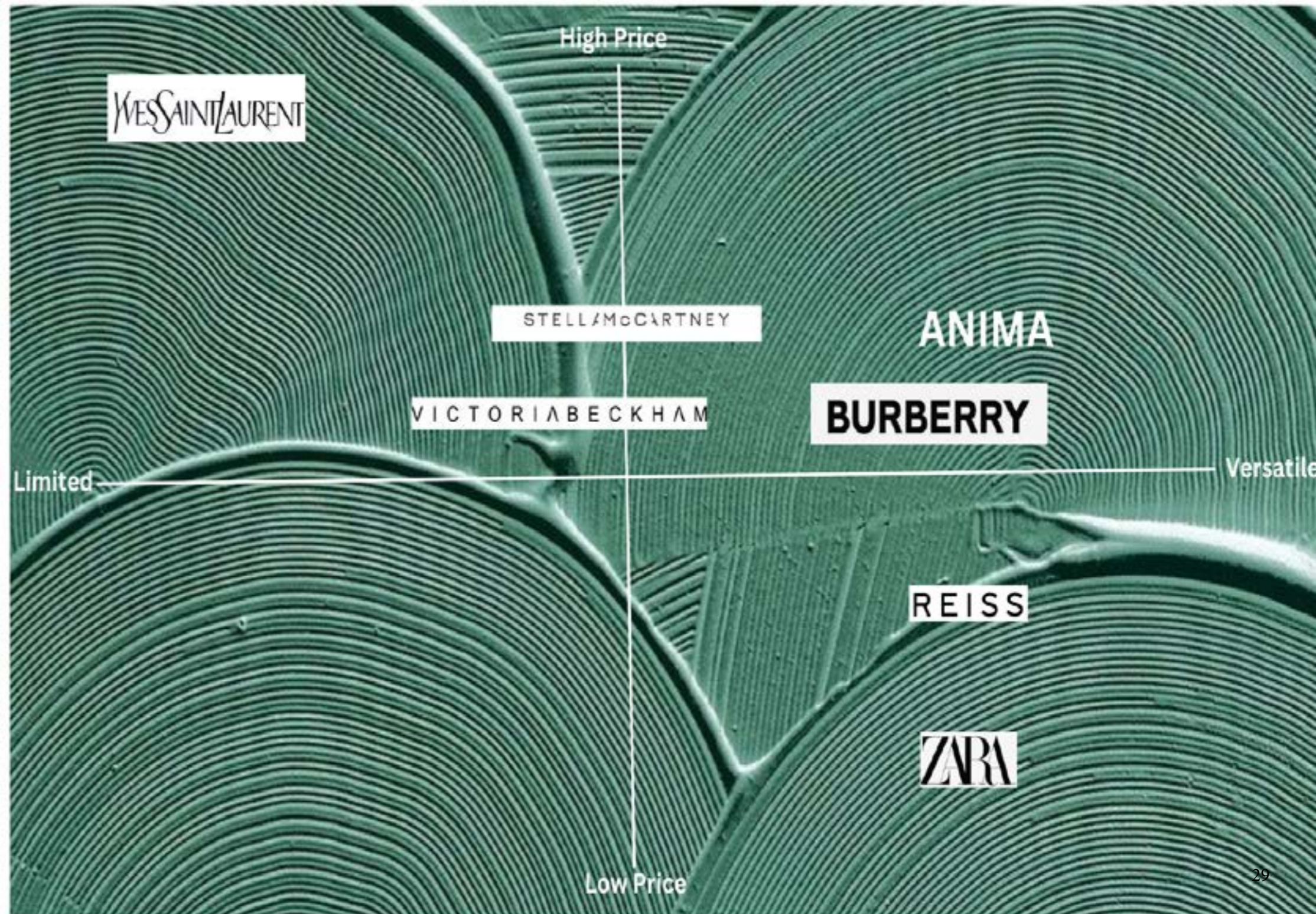
SOCIOECONOMICS

Salary: £60000.00 per year
Occupation: Corporate Lawyer
Home environment: Mortgage
Household description: Lives alone



COMPETITION ANALYSIS

Direct Competitor Analysis The brand style of Anima compares well with the following brands: YvesSaintLaurent, Stella McCartney, Victoria Beckham, Burberry, Reiss and Zara. This analysis has four factors: high/low price and limited/versatile. The brands are compared against high and low price points and how versatile they are. Anima has a mission to create luxury women's work clothes that can also be worn for social occasions without carrying the weight of formality. Not all high-ticket items are versatile in this way. YvesSaintLaurent has a high price tag like Gucci and only offers versatility with its bag collection. So this is the most far-removed competitor from Anima. Stella McCartney sits just above Victoria Beckham in price and both offer some versatility, in particular, Stella McCartney's collaboration with Adidas offered multifunctional gym wear. Reiss offers affordable luxury with lots of versatile clothing ranges and Zara is at the lowest price point with its versatile fast fashion. Anima is closely compared with Burberry, with a luxury price tag that is marginally higher between £1,000-2,000 for womenswear reflecting its quality, popularity and reputation. It has a versatile colour palette like Burberry but is set apart by offering a clothing range for the professional woman who wants to socialise after work without needing to change.





TREND FORECASTING PACK

FW 23 REVIEW



Victoria Beckham



Fendi



Coperni



Valentino



Gucci



Bottega Veneta



Brunello Cucinelli

RETAIL INTRODUCTION

Welcome to ANIMA , where style and adaptability collide!

The clothing line we are showcasing today is made to go from the office to a night out on the town with ease. By giving you fashionable, practical clothing that fits your active lifestyle, we hope to push the frontiers of fashion.

We recognise the value of choosing apparel that perfectly suits numerous circumstances in the fast-paced world of today. The days of forgoing comfort for flair or straining to select the ideal attire for various occasions are long gone. With our selection of stylish, functional clothing, you can take on the day in style and look effortlessly chic all night.

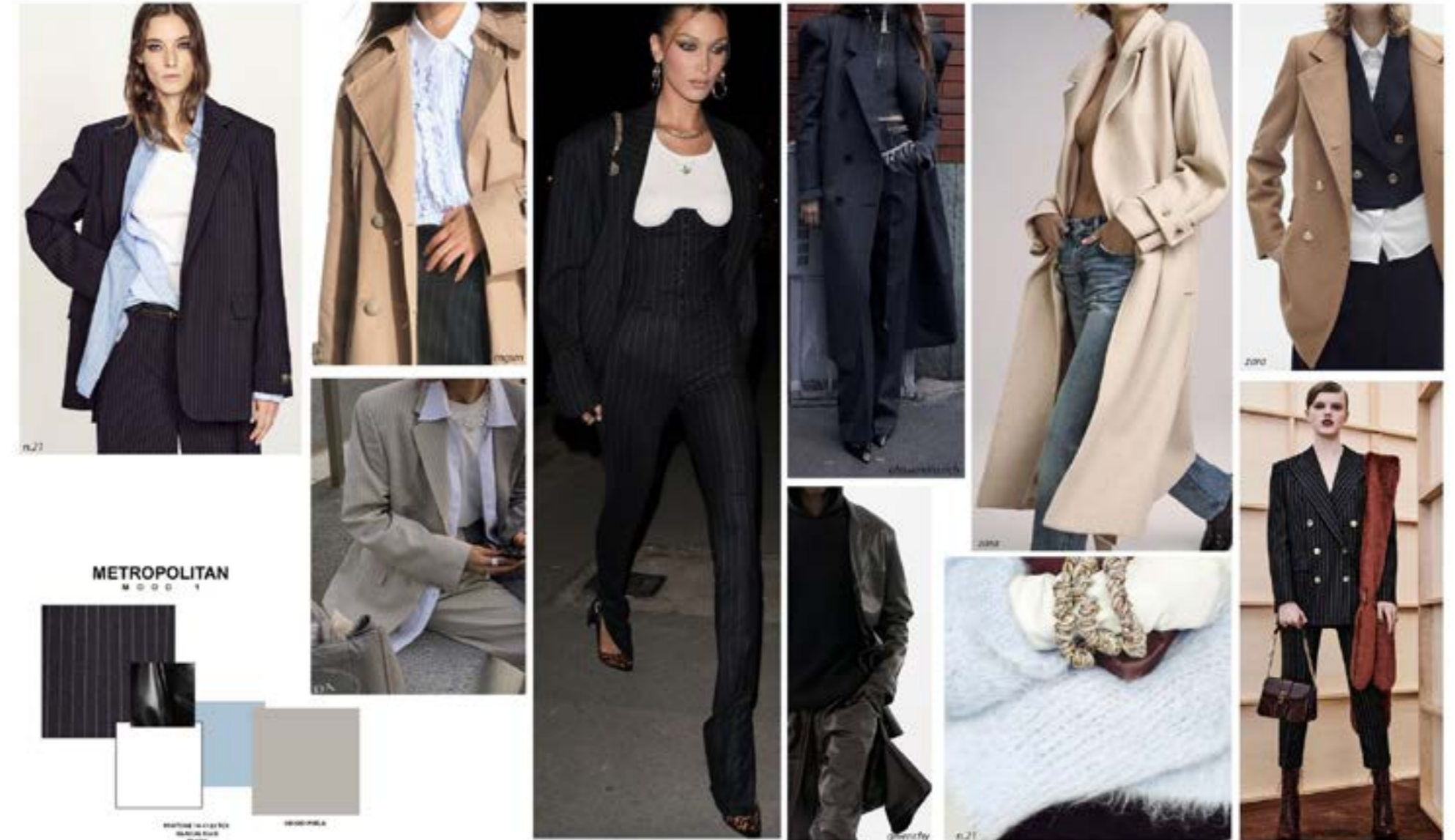
Our collection features a carefully chosen selection of outfits that deftly combine professionalism with a dash of class and style.

We encourage you to peruse our selection and learn about a whole new level of stylish adaptability.

Enter the world of ANIMA and experience the power of clothing that changes to fit your every need, giving you a sense of empowerment and confidence in any circumstance.



INSPIRATIONS



CELEBRITIES



TRENDS



STREET STYLE



FABRICS



Checked wool



Checked wool



Pastel clour wool



Tartan



Mohair



Pin Stripes

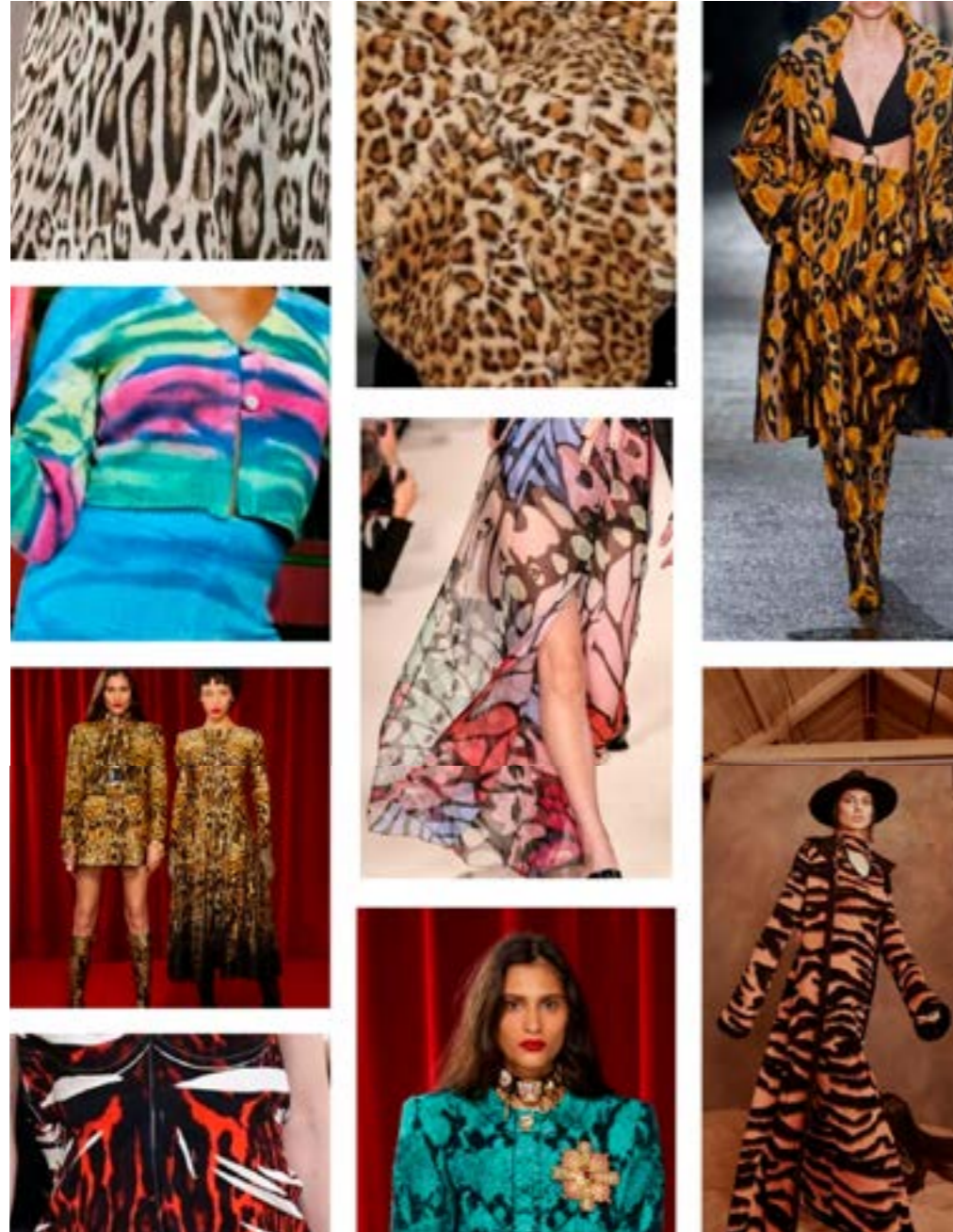


Popeline

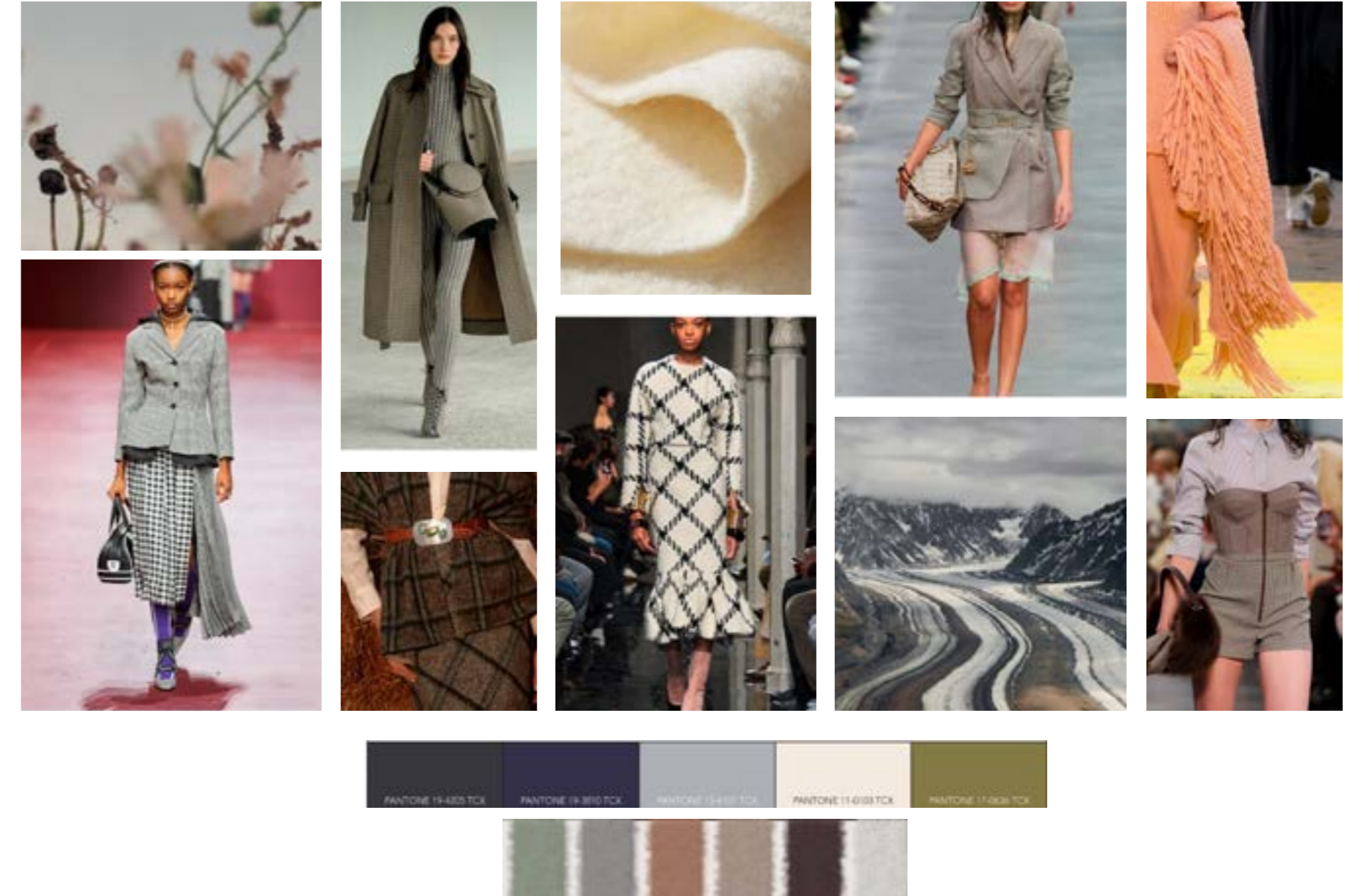


Leather






PRINTS













PALETTE AND MOODBOARD



EXCEL RANGE PLAN

ITEMS	PRODUCT DESCRIPTION	CATEGORY	COLOUR	FABRIC	COUNTRY OF ORIGIN	FASHIONABILITY	FABRIC & TRIM PRICE	MARGIN	SELLING PRICE	MINIMUM ORDER	SIZE CURVE
	BLAZER	OUTWEAR	GREY	WOOL	PORTUGAL	FASHION	£38.00	150%	£95.00	20 PCS	XXS-XL
	SWEATER	TOP	PINK	COTTON	PORTUGAL	BASIC	£10.00	150%	£25.00	50 PCS	XXS-XL
	SKIRT	BOTTOM	PINK	WOOL	PORTUGAL	FASHION	£28.00	150%	£70.00	20 PCS	34-48
	BLAZER	OUTWEAR	PINK	WOOL	PORTUGAL	FASHION	£38.00	150%	£95.00	20 PCS	XXS-XL
	JUMPER	OUTWEAR	BABY BLUE	WOOL	PORTUGAL	FASHION	£40.00	150%	£100.00	25 PCS	S-L

ITEMS	PRODUCT DESCRIPTION	CATEGORY	COLOUR	FABRICS	COUNTRY OF ORIGIN	FASHIONABILITY	FABRIC & TRIM	MARGIN	SELLING PRICE	MINIMUM ORDER	SIZE CURVE
	DENIM	BOTTOM	DENIM	DENIM	PORTUGAL	BASIC	£35.00	150%	£87.50	20PCS	34-48
	COAT	OUTWEAR	GREY	WOOL	PORTUGAL	FASHION	£40.00	150%	£100.00	20PCS	XS-XXL
	TOP	TOP	BEIGE	COTTON	PORTUGAL	BASIC	£6.00	150%	£15.00	50PCS	XXS-XXL
	OVERSIZE BLAZER	OUTWEAR	BROWN	LAMBSKIN	PORTUGAL	FASHION	£80.00	150%	£200.00	20PCS	S-L
	DENIM SHIRT	TOP	DENIM	DENIM	PORTUGAL	FASHION	£30.00	150%	£75.00	20PCS	XS-L

ITEMS	PRODUCT DESCRIPTION	CATEGORY	COLOUR	FABRICS	COUNTRY OF ORIGIN	FASHIONABILITY	FABRIC & TRIM	MARGIN	SELLING PRICE	MINIMUM ORDER	SIZE CURVE
	SHIRT	TOP	BLACK	COTTON	PORTUGAL	FASHION	£20.00	150%	£50.00	30PCS	S-L
	SKIRT	BOTTOM	BLACK	COTTON	PORTUGAL	BASIC	£15.00	150%	£37.5	20PCS	34-48
	TRENCH	OUTWEAR	BEIGE	NYLON	PORTUGAL	FASHION	£30.00	150%	£75.00	20PCS	S-L
	BALLON TROUSERS	BOTTOM	GREY	WOOL	PORTUGAL	FASHION	£25.00	150%	£62.50	20PCS	34-44
	SKIRT	BOTTOM	RED	COTTON	PORTUGAL	FASHION	£15.00	150%	£37.50	20PCS	XS-XL

PRICINIG STRATEGY OF PROPOSED RANGE AND CATEGORY MIX

TOPS	DRESSES	JACKETS	PANTS/BOTTOMS	SKIRTS
25% of collection	15% of collection	15% of collection	25% of collection	20% of collection
Dressy top Cost price-£45 retail price-£75	Little black dress Cost price-£50 retail price-£90	Blazer (fited) Cost price-£60 retail price-£85-£90	Skinny trouser Cost price-£40 retail price-£65	A-line skirt Cost price-£44 retail price-£72
Bodyyce Cost price-£35 retail price-£60	Pencil dress Cost price-£62 retail price-£100	Blazer (boxy) Cost price-£50 retail price-£75	Oversize trouser Cost price-£45 retail price-£80	3/4 lenth skirt Cost price-£38 retail price-£62
Long sleeved top Cost price-£32 retail price-£60	Coctail dress Cost price-£73 retail price-£120	Draped Jacket Cost price-£38 retail price-£65	Soft fabric 3/4 length Cost price-£40 retail price-£65	Pencil skirt Cost price-£45 retail price-£77
Short sleeved top Cost price-£30 retail price-£80		Collarless Jacket Cost price-£45 retail price-£65		
Patterned top Cost price-£40 retail price-£80				



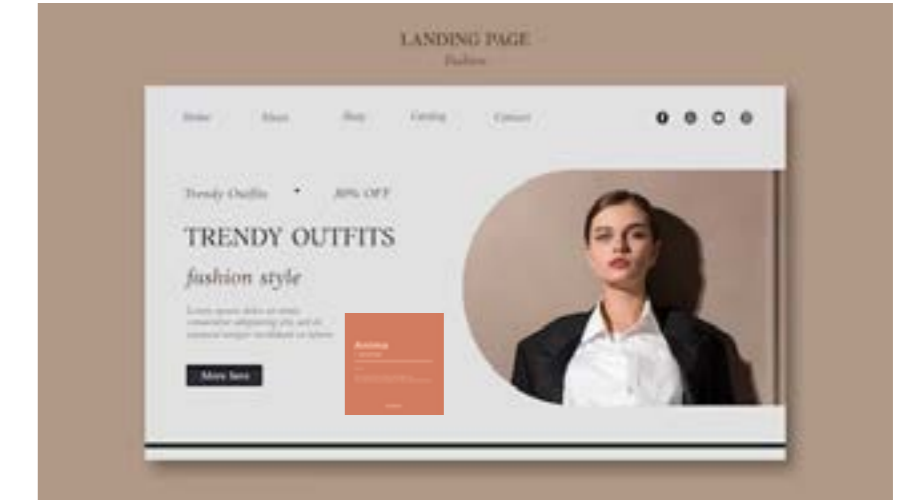
DISTRIBUTION PLAN

Anima is a brand-new collection designed specifically for the modern, successful businesswoman who effortlessly blends her workwear with evening and social attire. Our target demographic comprises women aged 25 to 45 who value quality, sophistication, and versatility in their wardrobe choices.

Therefore our brand will be concentrated in central London.

We will place our collection in the most visited shopping centers, Harrods and Selfridges.


We will develop a user-friendly online store that showcases the Anima collection, provides detailed product information, and offers seamless purchasing options. Our website will be optimized for mobile devices, catering to the busy lifestyles of our target demographic.



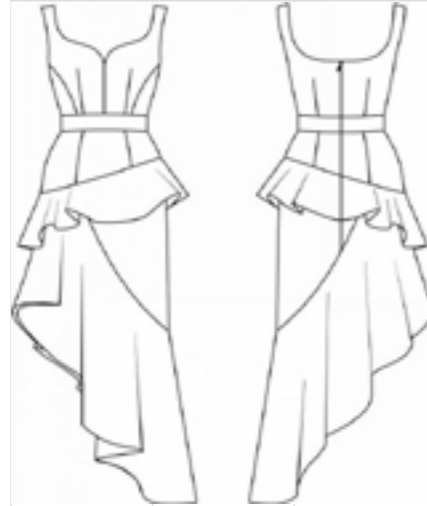
SPECIFICATION SHEETS



Date:21.07.23	Style No:36025			
Description:Trousers	Season:FW24			
Size Range:XS-XL	Sample Size:S			
Colour:White	Designer:Anima			
Country of Origin:Portugal				
<hr/>				
Material	Unit cost USD	Quantity-Mlt	Cost USD	
Fabric 1	2.50		1.10	3.60
Lining	1.25	0.50		1.75
<hr/>				
Trimmings/Decoration	Size/Style	Quantity	Cost USD	
Zipper	34L	4.00		0.50
Other Trimming				
Embroidery	Brand Logo	1.00		1.00
Print	Brand Logo	1.00		0.20
Wash	Linen	1.00		0.10
<hr/>				
Subtotal USD				
<hr/>				
Labor	SMV	Labor rate USD	Cost USD	
Sewing	70	0.15		5.00
<hr/>				
Subtotal USD		10.00		
<hr/>				
Packaging	Quantity	Unit cost USD	Cost USD	
Hanger	1.00	0.5		0.5
Bag/Box	1.00	0.10		0.10
Hangtag	1.00	0.5		0.5
Main Label	1.00	0.5		0.5
Others				
Subtotal USD		0.50		
Total cost of goods USD#1		1.35		
Production Overheads USD		3.75		
Total cost of goods USD#2		2.50		
Factory/Vendor Profit USD		2.50		
Total cost of goods USD#3		2.00		
Duty		3.20		
Transport Cost USD		0.50		
Total cost of goods USD#4		2.25		
Total cost of goods USD#5		3.50		
Markup		2.60		
Gross Margin-Intake Margin			95%	
Suggested Retail Price GBP		79.99		
Cost of Garment		24.15		
Manufacturer Profit			30%	
Costing Buyer		79.99GBP		
Conversion Rate		1.53%		
Profit			60%	



@					
Date:21.07.23	Style No:29735				
Description:Dress	Season:FW24				
Size range:XS-XL	Sample Size:S				
Colour:Pink	Designer:Anima				
Country of Origin:Portugal					
Material	Unit cost USD	Quantity-Mlt	Cost USD		
Fabric 1	2.00	1.15	3.15		
Lining	1.00	0.50	1.75		
Trimmings/Decoration	Size/Style	Quantity	Cost USD		
Zipper	34L	1.00	0.50		
Other Trimming					
Embroidery	Brand Logo	1.00	1.00		
Print	Brand Logo	1.00	0.20		
Wash	Silk	1.00	0.10		
Subtotal USD					
Labor	SMV	Labor rate USD	Cost USD		
Sewing	70	0.15	5.00		
Subtotal USD 10.00					
Packaging	Quantity	Unit cost USD	Cost USD		
Hanger	1.00	0.5	0.5		
Bag/Box	1.00	0.10	0.10		
Hangtag	1.00	0.5	0.5		
Main Label	1.00	0.5	0.5		
Others					
Subtotal USD 0.50					
Total cost of goods USD#1	2.15				
Production Overheads USD	3.80				
Total cost of goods USD#2	2.75				
Factory/Vendor Profit USD	5.00				
Total cost of goods USD#3	2.25				
Duty	3.75				
Transport Cost USD	0.50				
Total cost of goods USD#4	2.20				
Total cost of goods USD#5	4.00				
Markup	2.15				
Gross Margin-Intake Margin	95%				
Suggested Retail Price GBP	89.99				
Cost of Garment	28.55				
Manufacturer Profit	30%				
Costing Buyer	89.99GBP				
Conversion Rate	1.53%				
Profit	60%				



Date:21.07.23	Style No:24587				
Description:Blazer	Season:FW24				
Size Range:XS-XL	Sample Size:S				
Colour:Black	Designer:Anima				
Country of Origin:Portugal					
Material	Unit cost USD	Quantity-Mlt	Cost USD		
Fabric 1	3.00	1.40	5.00		
Lining	2.00	1.00	2.00		
Trimmings/Decoration	Size/Style	Quantity	Cost USD		
Buttons	34L	3.00	0.80		
Other Trimming					
Embroidery	Brand Logo	1.00	1.00		
Print	Brand Logo	1.00	0.20		
Wash	Wool	1.00	0.10		
Subtotal USD					
Labor	SMV	Labor rate USD	Cost USD		
Sewing	70	0.15	10.00		
Subtotal USD 10.00					
Packaging	Quantity	Unit cost USD	Cost USD		
Hanger	1.00	0.5	0.5		
Bag/Box	1.00	0.10	0.10		
Hangtag	1.00	0.5	0.5		
Main Label	1.00	0.5	0.5		
Others					
Subtotal USD 0.50					
Total cost of goods USD#1	2.15				
Production Overheads USD	5.50				
Total cost of goods USD#2	2.50				
Factory/Vendor Profit USD	2.30				
Total cost of goods USD#3	2.70				
Duty	3.50				
Transport Cost USD	0.75				
Total cost of goods USD#4	3.80				
Total cost of goods USD#5	5.50				
Markup	2.80				
Gross Margin-Intake Margin	95%				
Suggested Retail Price GBP	99.99 GBP				
Cost of Garment	31.5				
Manufacturer Profit	30%				
Costing Buyer	99.99 GBP				
Conversion Rate	1.53%				
Profit	60%				



SOURCING STRATEGY FOR PRODUCTS

Portugal was chosen as the ideal location to make the products after we had selected the fabrics.

Portugal is known for its textiles industry, and cotton is a major part of that sector.

Other companies also utilize the country's resources when making their goods.

In addition to being close to the United Kingdom, Portugal also offers a wide range of other benefits when it comes to importing products.

The goal of the company is to provide high-quality products to its customers.

Being situated close to the factories of its partners helps the company maintain the quality of its goods.

Even though it's a small country with limited resources, Portugal can still make various kinds of products.

Flexibility and quality are the most vital factors that manufacturers should take into account as they make textiles.



EST. 2007
**PORTUGAL
TEXTILE**
CLOTHING DEVELOPMENT & PRODUCTION AGENCY

DELIVERY SCHEDULE



DELIVERY

SCHEDULE



ANIMA
AUTUMN / WINTER
2023/24



The first collection for Anima will be an autumn/winter collection

There will be 15 garments with 5 outerwear, 2 shirts, 3 skirts, 2 turtlenecks, 1 jumper, 1 oversize trouser and 1 pair of jeans.

The colour pallet represents a range that allows for a formal look with Espresso, Harbour Mist, Lava Smoke, Tobacco Brown and Irish Cream that all opt for the safer solid business look. It also offers a bolder choice for the confident look that makes a statement with Lacecap Hydrangea, Candy Pink, Cardamom Seed and Lava Falls with rich red, blue and greens. The warmer Laurel Green, Faded Denim and Loden Frost are inviting colours to indicate the fun and approachable woman.

PANTONE®
11-0602 TCX
Snow White

BUYER PICKS



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