

A photograph of two models, a young woman with long brown hair and a young man with short dark hair, both wearing white Jack Wills hoodies. They are standing close together against a plain, light-colored background. The woman's hoodie has the Jack Wills logo and 'EST. GREAT BRITAIN OF NO22 FORE STREET' printed on it. The man's hoodie has a small black silhouette of a person on the chest.

Jack Wills

EST. GREAT BRITAIN

‘We epitomise a carefree, youthful spirit which embraces freedom, independence and adventure’

(JackWills.com, 2021).

Jack Wills is a heritage brand that uses British iconography and conservative styles. Their main core competency is to offer high quality products for men and women mainly within the UK market. The product offering consists of basic apparel featuring skinny jeans, T-shirts, and loungewear.

Brand Issues

Jack Wills state that they are ‘Ever evolving to support all aspects of youth lifestyle’ (Jack Wills, 2021), which is highly questionable. Whilst the fashion market has changed rapidly, Jack Wills have remained using the same strategy, resulting in major losses (Drapers, 2013), store closures (Nazir, 2020), and a reduced brand perception (Strategic Report, 2021). The frequency of buying has drastically reduced, with 69% of consumers having bought Jack Wills before and only 13% stating they are planning on it (Strategic Report, 2021).

- Consumers are willing to pay more for differentiation, quality, desirability, and sustainability (Drapers, 2019). The majority of respondents thought that Jack Wills products had a poor value-cost ratio.
- Many respondents also described Jack Wills as ‘basic’, inferring that the brand image and product offering lacks differentiation.
- Socio-economic classes have become more mixed, whilst individual and creative styles have been promoted. The conservative heritage branding with the basic styles is not appealing to the youth market. Jack Wills’ traditional views such as limited sizing and classism are now heavily criticised.

“Industry insiders have said the retailer needs serious work to inject creativity back into its product and marketing and create fresh appetite with a younger audience if it is to survive.” (Drapers, 2019)

New Strategy

The proposed strategy for Jack Wills is to increase desirability and consequently sales. Meldrum and McDonald (1995) suggested that higher sales revenue can be achieved through a better mix of **products** and **customers**.

This will be achieved through:

- A clear target audience (Women aged 18-30)
- New product development, building upon the current heritage brand identity and translating it with current consumer demands.

The new target consumers value:

- **Sustainability**
- **Fashionability**
- **Size Inclusivity**

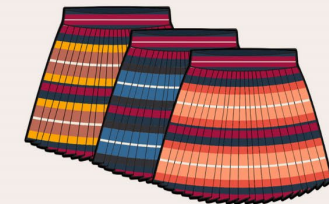
Therefore, the report will:

- Investigate and identify more **sustainable** fabrics
- Research key trends, particularly the 'New Prep' WGSN trend, and develop **fashionable** products
- Ensure a wide variety of **sizes** are included in the product development process

Concept Example

The concept for the A/W 21/22 range plan for Jack Wills is to be trend driven, using WGSN's A/W forecast colour palette and silhouettes. It will heavily reference WGSN's 'New Prep' trend. This range will run from sizes 4-28 to be size inclusive and will be made from more sustainable materials such as organic cotton and recycled synthetics.

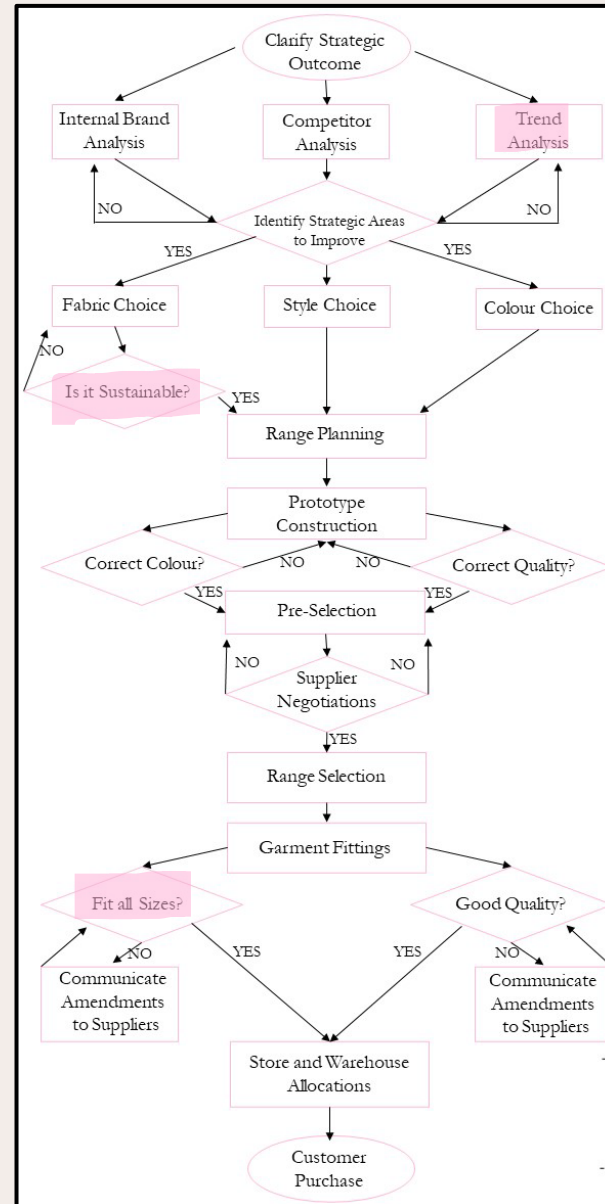
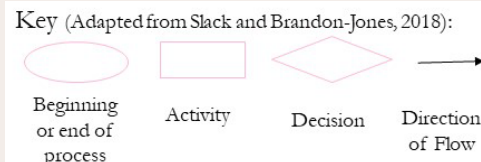
This is the way to transition Jack Wills into a fashionable brand, increase desirability, and consequently sales.



Individual Brand Concept

The proposed individual strategy for Jack Wills is ultimately growth in desirability through product development, building upon the current heritage brand identity but translating it with current consumer demands. To attract the new generation of fashion-conscious consumers this report proposes Jack Wills should develop new ranges that are more trend-led. Size inclusivity and sustainability in particular will be useful to restore the negative associations of Jack Wills. It will also create enough differentiation to compete in the saturated market and provide a more appropriate value-cost ratio.

Process Model for Jack Wills' new range, with incorporated steps to reach trend-driven, size inclusive and sustainable goals



Sustainability

Is a trending driver to consumer behaviour (Mintel, 2021). 47% of Gen Z in the US stopped purchasing their favourite brand after finding the manufacturer did not produce environmentally friendly products (Covino, 2018), and 45% choose brands that are eco-friendly and socially responsible (Brill, 2019).

Size Inclusivity

Most women in the US and UK are categorised as 'Plus-Sized', yet many feel that the fashion industry excludes them and caters instead for solely smaller sizes (Nittle, 2020). Plus-size women's clothing is forecast to account for 22% of the UK clothing market in 2022 (Fashion United, 2020).

Trend-driven Design

Fashionable clothing plays a critical role in identity development in young consumers (Yalkin & Elliott, 2006) and can increase the desirability of the brand name.