

J I G S A W

LONDON

Established by John Robinson in 1970, Jigsaw is a high-end fashion brand with strong British heritage, product range includes womenswear and accessories. The brand is aiming at presenting permanent style of fashion for the customers (Jigsaw, 2021).

BRAND ISSUES

Limited product categories to be differentiated from the competitors

Low brand recognition by overseas consumers, over-reliance on local UK market

Not able to respond to the market change immediately during the Covid-19 pandemic

Narrow target customer base

Unsatisfactory marketing strategy

STRATEGIC OBJECTIVES

Expand target consumer group: focus on millennials needs.

Develop iconic collection to be differentiate from other high street brands.

Develop products range include semi-formal wear and casual wear to expand the market share.

Adopting creative marketing strategy on social media platforms to build brand image.

Entering new market through e-commerce channel to expand oversea recognition.

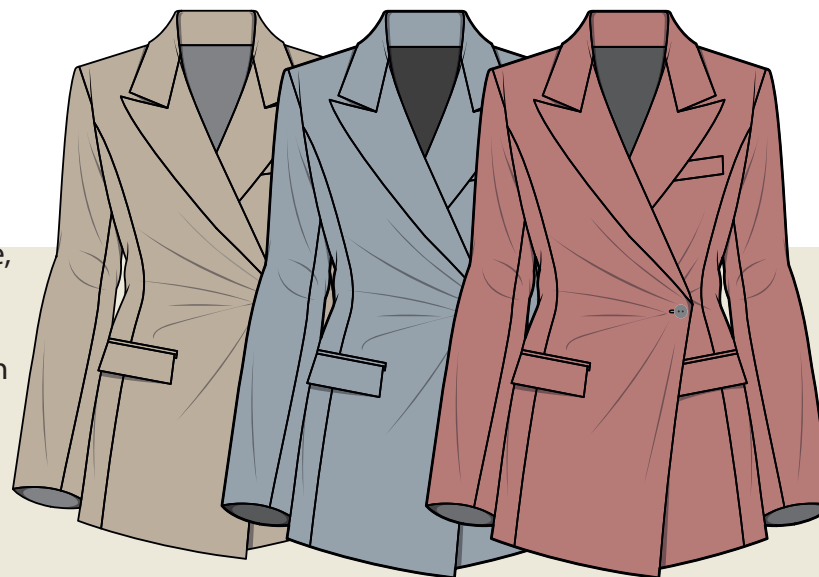
Adopting Asian models to attract Asian customers

Context of the Project

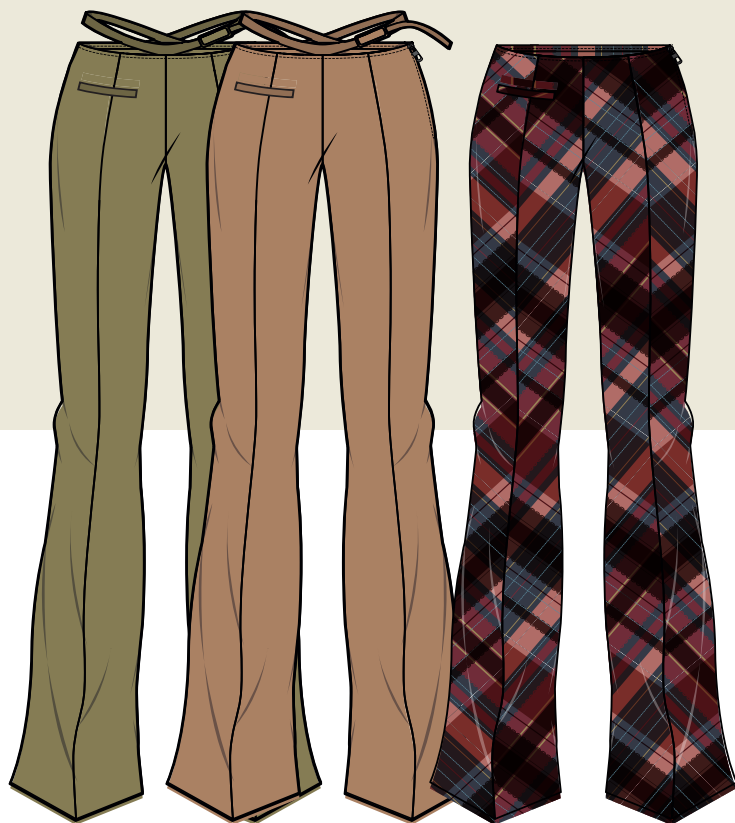
This project presents the range plan of Jigsaw for the S/S 22 collection which follows *Connected* trend forecast on WGSN. The collection is aiming at renewing the brand image of Jigsaw and expand the customer group which is planned to entering related market and provides related product categories to boost the growth of market share among the fashion market and help the brand to gain competitive advantages. The trend focusses on the adoption of future technology in the fashion industry and combine it with the traditional vision to create an integrated intelligent world.



Cropped Top
 Colour: Optic White,
 French Navy, Tur-
 quoise Tonic
 Fabric : 100% Cotton



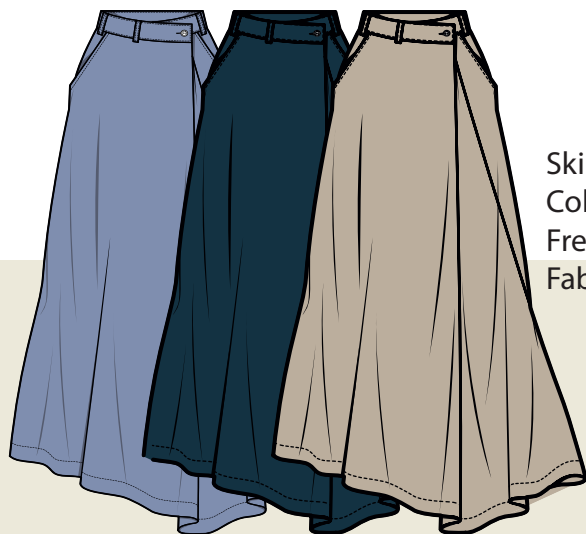
Blazer
 Colour: Clay, Good
 Grey, Pink Amethyst
 Fabric: 97% Viscose,
 3% Acetate



High waist pants with
 detachable belt
 Colour: Olive oil, Rab-
 bit's Paw, Check
 Fabric : 65%Linen,
 35%Cotton



2 Colours Jacket
 Colour: Clay/Brown,
 Navy/Grey
 Fabric: 51% Wool
 42%Polyester 2%
 Acrylic2% Cotton
 2% Polyamide 1%
 Viscose



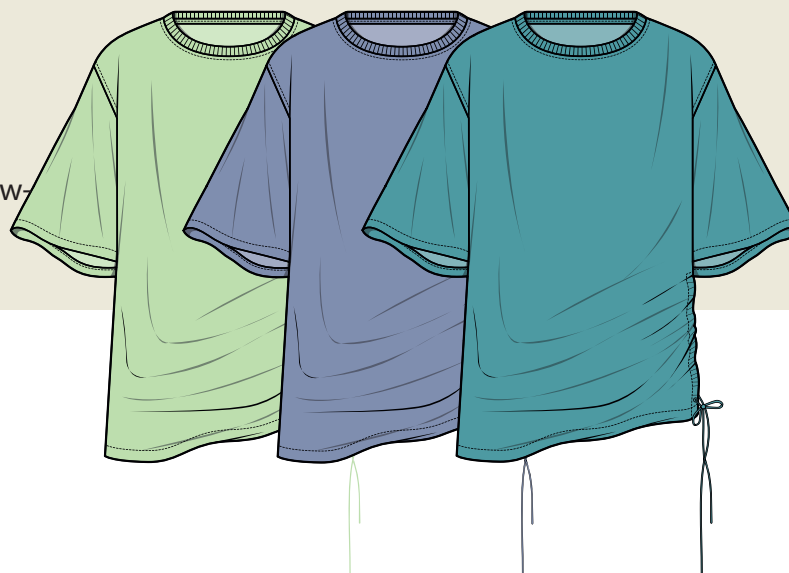
Skirt
 Colour: Iris Flower,
 French Navy, Clay
 Fabric: 100% Linen



Shirt
 Colour: French Navy,
 Pink, Olive
 Fabric: 100% Cotton



Dress
 Colour: Pink Ame-
 thyst, Black, Iris Flow-
 er, Floral
 Fabric: 100% Linen



T-shirt
 Colour: Aloe gel, Iris
 Flower, Turquoise
 Tonic
 Fabric: 100% Cotton



To reconcentrate on the womenswear collection, Jigsaw should reorientate the market position. Limited product range restrict the customer group of the brand. With more dynamic design concept and various product range, the brand could gain more customers and increase the brand awareness among the market. The range plan provides Jigsaw with different ideas of the new collection and represent a brand image transformation.



JIGSAW'S BOARD HAS WORKED TO RATIONALISE THE BUSINESS, AND RETURN TO ITS CORE HERITAGE OFFERING OF PROVIDING QUALITY WOMENSWEAR TO THE UK MARKET.

