

Brand Overview



noun

*"Ambition to
Create
Novel
Expressions"*

*"The brand who
started millennial
pink" (Ferrier,2018)*

Strengths

- Strong brand image (Vogue,2018)
- Strong pricing strategy that places them in the affordable luxury market (Edited,2021)
- Collaborations with top brands such as Mulberry and Fjallraven (Borrelli-Persson,L. 2018)

Weaknesses

- Niche product offering (Edited,2021)
- Marketing strategies have clarity, credibility and competitiveness but lack consistency
- Long time to market from their seasonal fashion shows which allows other brands to take inspiration from their designs

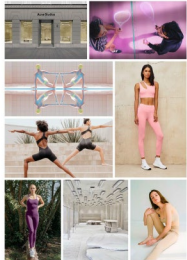
Brand Overview

Strategic

- Use a market development strategy to create an athleticwear range that will appeal to a new type of consumer whilst also satisfying current consumers
- Continue to uphold the brands upmarket image through expanding into the luxury activewear market
- Include the use of sustainable fabrics to ensure compatibility with Acne Studios current brand ethos
- Appeal to a new type of consumer through a lower price point than Acne Studios current price range but still be considered upmarket
- Create a range that can be worn for any activity ranging from day-to-day errands to running and yoga
- Conduct appropriate research into different materials for sportswear and assess their suitability for the range
- Increase Acne Studios market share and solidify them as a lifestyle brand
- Increase revenue

Direction

And



Objectives

Range Plan Spring Summer 22



"our main responsibility is to create desirable items that our consumers value and can enjoy for a long time" (Acne Studios,2021)

- 'Recycled fibers are becoming more common in the activewear market as many companies are producing fibers by using recycled materials' (Yip and Chan, 2020)
- Repreve have created a product line of Nylon and Polyester fabrics that are made from recycled bottles which are two of the most used fabrics in sportswear
- The use of Repreve fewer natural resources to obtain special functions such as moisture management, odor control, thermal comfort, stretchability and water resistance, and reduce the use of water and energy at the same time (Unifi inc,2019)



Acne

A C T I V E W E A R

Studios

Fabrics

Justification
Justification
Justification
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Justification

- This range will increase the appeal of Acne Studios to consumers through allowing them to embody the luxuriousness of the brand at a lower price point
- Acne Studios already have a strong brand image, this will aid them in launching their new range and consumer know they are a brand they can trust
- Sustainability is a key factor in all aspects of the fashion industry as well as being a key ambition of Acne Studios so although it is not the main aim of this strategic direction it is still important to include as it will give them a competitive advantage whilst also helping the environment
- The activewear market is currently one of the most successfully performing sectors in the industry and is forecasted to continue to grow in coming years meaning Acne Studios can solidify their position in the market before it becomes oversaturated

