

boohoo

"Boohoo has a strong competitive advantage on pricing, but it also cause the lower quality. Since sustainability has become a essential factor on customer purchase behavior, boohoo needs to keep the pace with transforming into sustainable brand. "

Objective

- Create sustainable brand concept by launching particular collaboration

Statements

- Negotiate with World Animal Protection to make collaboration
- Settle the theme: The Future of Sea Animals
- Design products: Create original work to represent this collaboration
- Implement collaboration: Use social media on marketing



PRODUCT DESIGN

Inspiration



HighExpression

Versace

Trend Translation

Silhouette	Colour	Fabric	Styling
	Pure Water		
	Turquoise Ionic		
	Atlantic Blue		
	Deep Ocean		
	Light		
	Pink Grains		
	Red Grains		
	Black		

Brand
Analysis

Strategic
Design

Original Graphics



Product
Design

Range Plan



Collaboration
Implementation

Strategic
Evaluation

COLLABORATION IMPLEMENTATION

Website

- Create onsite advertisement on homepage

YouTube

- Cooperate with world animal protection to introduce the damage caused by microfiber pollution and display the collaboration
- Focus on the recycled material to enhance sustainable brand image of boohoo

Instagram

- Put website link on the profile
- Display different coordination to show the fashionability of this collaboration
- Attach product links to make customer purchase easier

Twitter

- Launch #theFutureofSeaAnimals event



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STRATEGIC EVALUATION

Base on the same goal of reducing the damage caused by microfiber pollution to sea animals, boohoo is able to launch a collaboration with world animal protection. The design of this collection not only emphasize the theme but also balance the fashionability, as well as products use recycled material. It is a beginning for boohoo to transform into a new brand concept that it is fashionable and sustainable, which makes boohoo less rely on the lower price to win customers, but more on the quality and brand culture delivered to enhance customer loyalty. Depending on the strong engagement with customers on social media, boohoo can arouse the new brand awareness on public.

However, there are some apparent limitations of this strategy. It is hard for boohoo to make a collaboration with a non-profit organization, and this partner has a high standard on fabric quality, so it may cause the situation that this strategy may take a long time to achieve. In this case, it will cause boohoo a huge cost and change the range plan. Therefore, the brand should consider alternative partners. Furthermore, the transformation on brand concept can not only depend on a collaboration, boohoo needs to keep developing its sustainability.

