

Jack Wills is a brand built on tradition and quality pieces who have previously had a large cult following, however in recent years the brand has lost their identity and risk being left behind in a fast paced ever changing market. Therefore, steps must be taken to improve the brands business model.



## Jack Wills Current Issues:



- Whilst the fashion market has changed rapidly in the past decade, Jack Wills' strategy has remained the same which has resulted in many challenges for the brand.
- Consumer perception of the brand is poor. Our survey found that of the women aged between 15-34 involved 31% of them would feel embarrassed to wear the Jack Wills logo.
- A rise in m-commerce and s-commerce has meant more people shop online, an area Jack Wills has failed to dominate.



## Jack Wills New Strategies to Resolve these Issues:

- **Improvements in Marketing.** Through a higher presence on social media, particularly Tiktok and Instagram, Jack Wills can target their digitally orientated audience more efficiently than through more traditional methods.
- **Product Range and Style Development.** To attract the new generation of fashion-conscious consumers Jack Wills should develop new ranges that are more trend-led and current. This, along with quality and sustainable materials and size inclusivity, will form the brands new style.
- **Sustainability** is key in the current market so it's important to incorporate it into the Jack Wills business model. This could be implemented into the brands product development and throughout their supply chain.
- **Experiential Shopping and an improvement of the Retail Environment.** VR, AR and AI can be used alongside events management to create traction and hype back to the stores and bring energy into the currently basic brand.



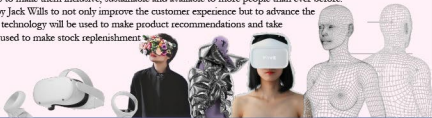
## Jack Wills New Concept for the Introduction of Innovative Technologies:

The proposed strategy for Jack Wills to introduce innovative technologies into their business model will not only improve the retail experience for customers through the introduction of AR, VR and AI technology but it will also promote brand identity and improve the consumers perception of the retailer.

Through differentiation Jack Wills will use Porters model for Generic strategies alongside the process model created to improve their business model to increase their market positioning and market share to align themselves with the new generation of tech savvy shoppers.

The strategy will include ...

- **AR-** Smart mirrors will be installed into stores to make informed recommendations on outfits and sizes to potential customers. The brands app will also be integrated with AR technology to create a seamless omni channel experience.
- **VR-** VR headsets will be available for consumers in store to completely immerse themselves into an experience. Customers will be able to experience tutorials, product launches and personalized shopping without human interaction or physical contact. The VR technology will also be carried into the brands fashion shows to make them inclusive, sustainable and available to more people than ever before.
- **AI-** Artificial Intelligence will be used by Jack Wills to not only improve the customer experience but to advance the brands operations. Consumer facing AI technology will be used to make product recommendations and take feedback along side AI data technology used to make stock replenishment and other operations more efficient.





## THE DIGITAL REVOLUTION

In an era of uncertainty and constant innovation brands must keep up with digital modernisms. Jack Wills is leading the way for experiential shopping with the introduction of VR, AR and AI throughout their 56 UK stores.

# Samples from Magazine Article

INNOVATION

## IS THE FUTURE OF RETAIL DIGITAL?

*Quintessential British brand Jack Wills paves the way for AR, VR and AI within their stores in an attempt to recover their fading brand image.*

**A**fter a year in which the global COVID-19 pandemic, physical retail has been put on hold for a year, but brands, like us, are beginning to see the light at the end of the tunnel. Stores are opening, and the consumers are flooding in, however since the retail apocalypse began in 2018 retailers have been forced to come up with innovative solutions to the reduced physical footfall on offer as to the age of online shopping. Jack Wills has been a cult favourite since its inception in 1999 by founders Peter Williams and Robert Shaw. In an interview with the Financial Times Williams stated he wanted to "create a brand that could lastly what living at a British country was all about". This mission was successful for a while but the poppy style they were known for soon went out of fashion and they failed to move with the times. In 2019 the brand went into administration and was acquired by retail giant Sports Direct for £120 million.

Now the brand has introduced a new digital initiative within its UK and Ireland stores where they will leverage the most advanced technologies. Augmented Reality and Virtual Reality. Jack Wills will introduce AR through single mirrors inside their fitting rooms which will enable customers to visualize looks and outfits without trying a finger. This technology has previously been used by beauty giant Sephora to give customers a glimpse of the possibilities of their products.

Jack Wills also plans to create fresh brand excitement through the development of an app enabled with AR technology the app will allow customers to vary their experience through the store - think the Pokémon Go 2020 craze that generated over \$1 billion dollars in its first 15 months. The app will provide the user with key style tips, event invitations and more discounts when arriving at certain locations. The "Virtual wardrobe haul" hopes to bring in a younger generation currently out of touch with the brand and their image.

Not only will Jack Wills introduce AR and VR into their stores, but they will improve processes and retail customer experience through the increased use of AI. The brand plans to introduce the use of IBM Watson's cognitive computing technology which asks the customer questions to enable it to make recommendations to fit their wants and needs. Previously used by Next PLC to recommend the right size to choose the technology will be used by Jack Wills customers to find the correct style, size and use for them. Visual search will also be introduced through the mobile app. This will allow customers to photograph Jack Wills clothing from anywhere on anyone and will find the user the same or similar item to match their intention. It is predicted that while the shopping of goods will create mental sales and excitement fashion brands need to create an experience for shoppers to stay relevant in constantly changing times. >

## VIRTUAL ENCOUNTERS.....

Retailers can use the technology to create a unique retail experience even during times of social distance and restrictions.



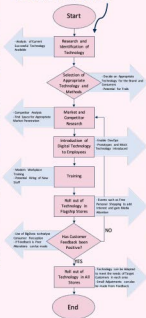
Freddie Peters

*"I WANTED TO CREATE A BRAND THAT COULD BOTTLE WHAT BEING AT A BRITISH UNIVERSITY WAS ALL ABOUT...."*



'Magic Mirror' AR/AI Concept

## Process Model



## 'Virtual Catwalk' VR Concept



## Jack Wills New Concept Justification:



By introducing innovative technologies into their business model Jack Wills will be taking vital steps to increase their brand perception, perceived value and in turn their market share. This concept will primarily meet the objective of improving the brands **Experiential Shopping and the Retail Environment** through the introduction of creative AR and VR technology in stores.

The concept will also help Jack Wills to meet their other objectives, such as; an increased level of **Sustainability** through waste prevention techniques using AI, worldwide virtual events such as fashion shows and changed buyer behaviour encouraging consumers to buy less and wear more.



By introducing these technological concepts into their brand Jack Wills will also be able to improve their **Marketing**. Through a higher presence on social media the retailer will be able to advertise these changes to their target consumers through platforms such as Tiktok and Instagram to bring interest and footfall into their stores whilst continuing to bridge the gap between their improved online retailing and their new physical stores.

Finally, the introduction of innovative technologies within the Jack Wills business model also provides opportunities for the brand to develop their **Product Range and Style Development**. Not only does AI technology provide opportunities for continuous customer feedback and therefore design improvements, but technology opens up possibilities of even more innovative designs. For example, 'cyber fashion' could be a new strategy for Jack Wills to create purely digital garments their consumers can purchase and share online.



To conclude not only do innovative technologies have the capabilities to fix some of Jack Wills' current issues but they also have the potential carry the retailer further into an area of creative design, marketing and brand development. Not only could this increase the brands market share but also Jack Wills' over all sales and therefore profits.