

Brand Introduction And Main Issue

The North Face brand originally is based on Red Label products. It is an American outdoor product company, founded in 1966 by Douglas Tompkins and Susie Tompkins. They specialize in outerwear, fleece, footwear, and equipment such as backpacks, tents and sleeping bags. As well as, sponsoring professional athletes from worlds of running, climbing, skiing and snowboarding (Hypebeast 2021).

After SWOT analysis of TNF brand, we have concluded three main issues it has. But this report will mainly focus on two of them: those focusing on female consumers, and those focusing on aesthetics and practicality (Eric Tosello 2017).



Brand strategy

"NEVER STOP EXPLORING"

Resurgent interest in the outdoors and craft drive the future fashion trend—Rerooted Nature, where cosy comfort, performance qualities and more fashion-led styles converge for an adventurous becomes key points, especially in womenswear categories (Maggioni 2021).

Based on this, TNF could address more female issues from the perspectives of both products and marketing, like has a unique opportunity to equip people with performance-driven fashion products suitable for urban and outdoor life (Eric Tosello 2017) .

The background of the slide is a photograph of a person wearing a white t-shirt. The t-shirt features a large graphic of a mountain peak with the words 'THE NORTH FACE' printed across it. Below the graphic, the slogan 'NEVER STOP EXPLORING' is printed. In the top right corner, there is a semi-transparent pink box containing the 'THE NORTH FACE' logo and slogan in a stylized font.

THE
NORTH
FACE
®

New Brand Concept Design

THE
NORTH
FACE

Based on the previous research and on the basis of retaining TNF's emphasis on performance and technology, we give a new definition of TNF: A fashion pioneer brand focusing on both genders rather than being more masculine (For example, increase the design of some female products that have not been available before, and make the production quantity of female products the same as that of male products), with a more fashionable sense of design and emphasis on sustainable development (Wightman-stone 2018). This is certainly not the definition of a fast fashion brand, or an expensive luxury brand, but rather a performance version of a stylish outdoor brand.



A light sport waistcoat for ladies

Trousers

(WGSN 2021)

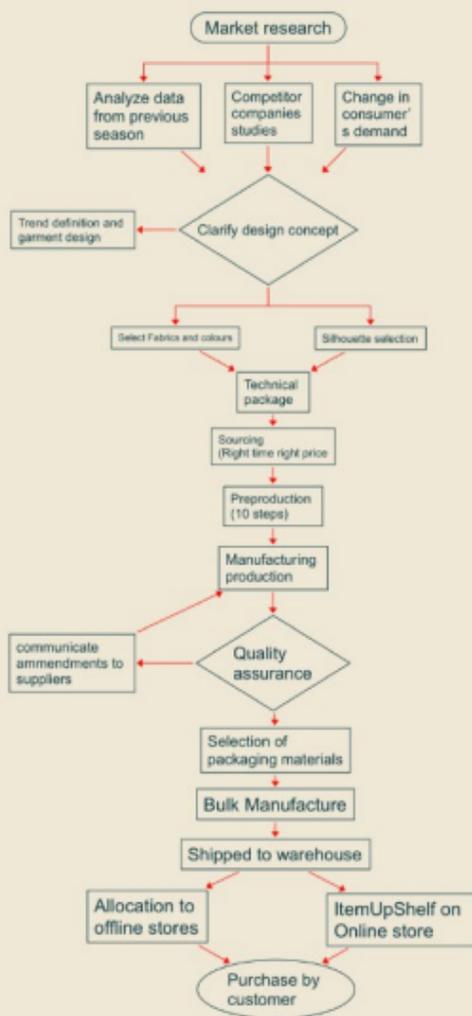
color proportion



(Edited 2021)

The Range Plan on the left shows some new ideas: outdoor products for women, such as sports underwear, jackets, pants, etc. It would be more color options and patterns are provided while maintaining the functionality. Those design are more suitable for women's waist and body design (WGSN 2021).

New Apparel Design Flow



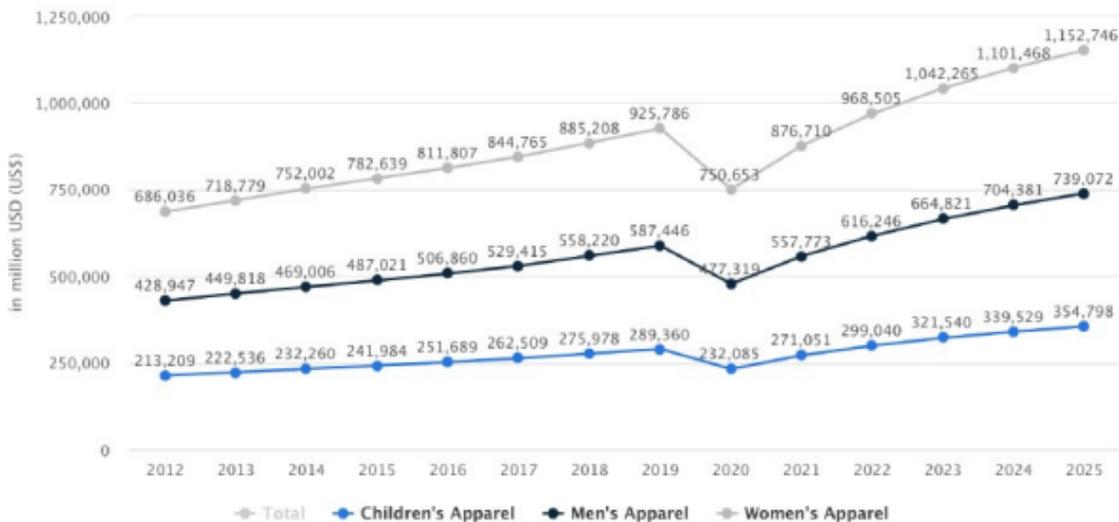
Some small companies or companies that make basic types of clothes don't even have their own designer or merchandiser. However TNF must have its own designers to accompany the implementation of its innovative technology (Brown and Rice 2014).

That's why TNF needs to have a complete and detailed apparel industry process from market research to concept design then to mass production (Brown and Rice 2014).

Justification of How Answers The New Brand Strategy

The reason why women should be emphasized is that influential people in all fields, including sports, not only in The fashion industry, have been emphasizing "gender equality". **The North Face** has also been sponsoring women's events and opened a women-only store in 2018. At the same time, female consumers also have more purchases and purchasing power in the market, and it is predicted that the growth rate will continue to increase in the next few years (Statista 2021).

To sum up, in order to solve these two issues, first of all, TNF need to do market research to find out the defects of the brand itself (female product types/yards, etc.), and then have an independent and complete production process for new products.



Statista (Forecast adjusted for expected impact of COVID-19)

- Revenue in the Apparel market amounts to US\$1,705,534m in 2021. The market is expected to grow annually by 7.13% (CAGR 2021-2025).
- The market's largest segment is the segment Women's Apparel with a market volume of US\$876,710m in 2021 (Statista 2021).

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