



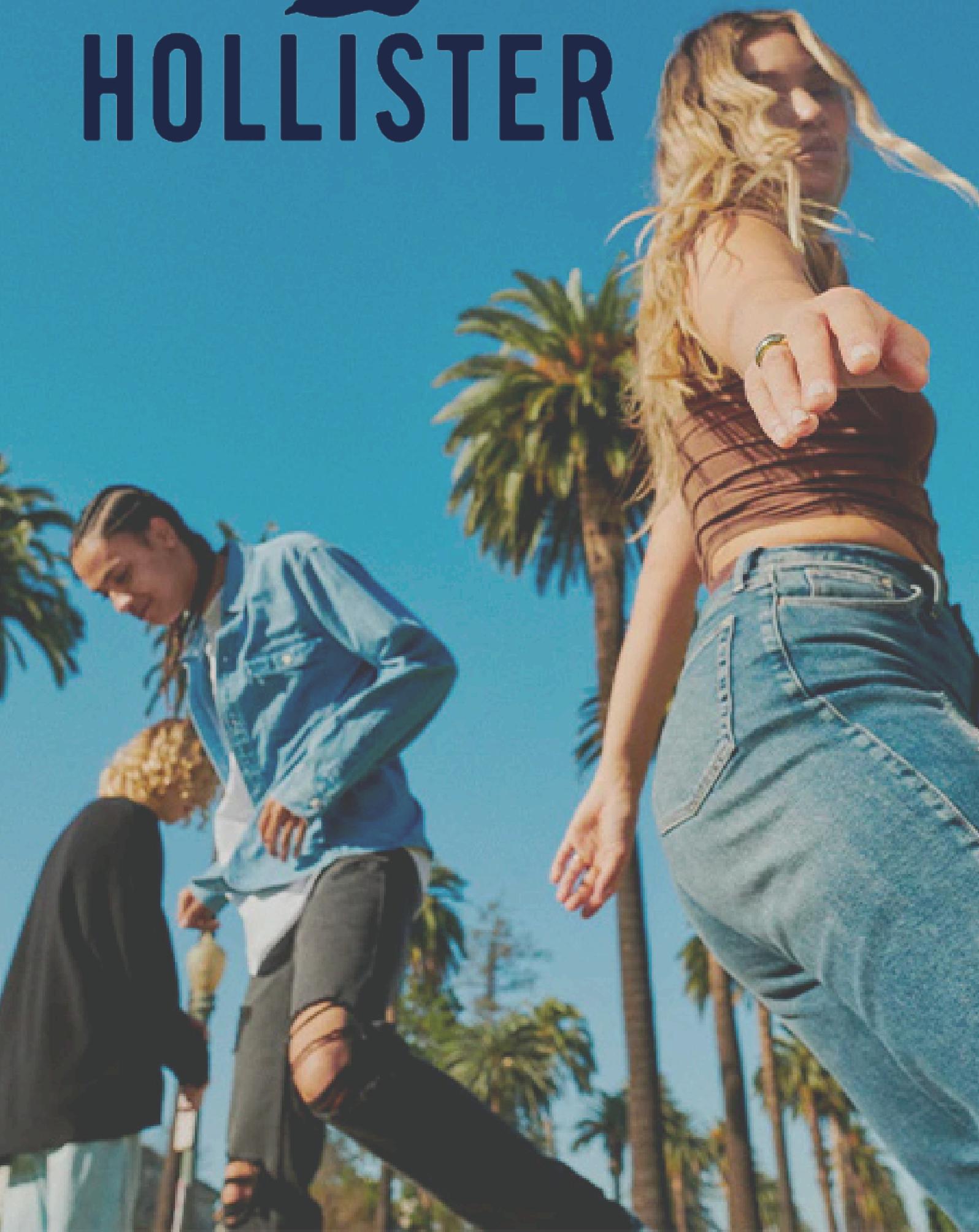
# HOLLISTER

**Shiao Xu  
Leyi Tang  
Zhiwei Tong**

**Zonghui Liu  
Mengqian Zeng**



**HOLLISTER**





## IDENTIFIED BRAND ISSUES



Lack of Product Line



Poor Sustainability Performance



Lack of Promotion

## GROUP STRATEGIC OBJECTIVES

- 1** Expanding and contracting the range of available product lines
- 2** Implementing a transparent sustainable supply chain
- 3** Increased investment in social media advertising
- 4** Develop the sustainability and fashionability of current products
- 5** Using digital technology to improve dim in-store ambience



Dim Store Environment



Poor Marketing Strategy



**CONNECTION**



**SUSTAINABLE**



**DIGITAL**

## GROUP EXECUTIVE SUMMARY

Changing fashion trends and the worldwide apparel market continuously generate fresh demand. To stay up with fashion, a younger population continues to shop. Hollister must always innovate in order to stay relevant and connect with customers. What's more, in order to reclaim the customers that have been lost over the past several years, a new strategic direction must be established that takes advantage of market opportunities.

# Hollister- Promotion-Mengqian Zeng

## PROMOTION & MARKETING COMMUNICATION



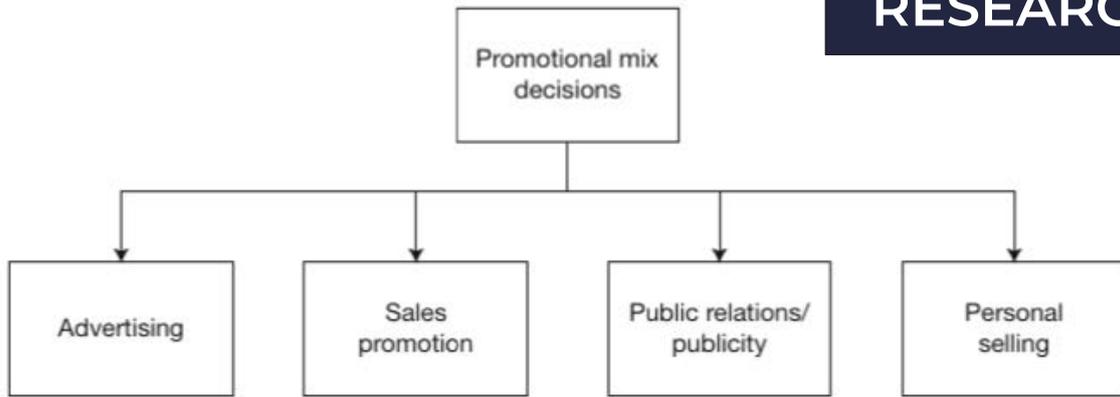
Hollister's strengths are reflected in its brand identity, unique brand identity, iconic shops and recognisable products. However, an analysis of the current state of Hollister was conducted and in comparison to its competitors Hollister lacks in the promotional aspect.

Firstly, the visuals on its website do not adequately reflect Hollister's freedom of purpose.

Secondly, the discount message was incomplete. Therefore, through integrated marketing, the message is consistent across all social networking sites to provide consumers with valuable information. In addition to this, the promotional posters should all contain product-focused social content.



# RESEARCH

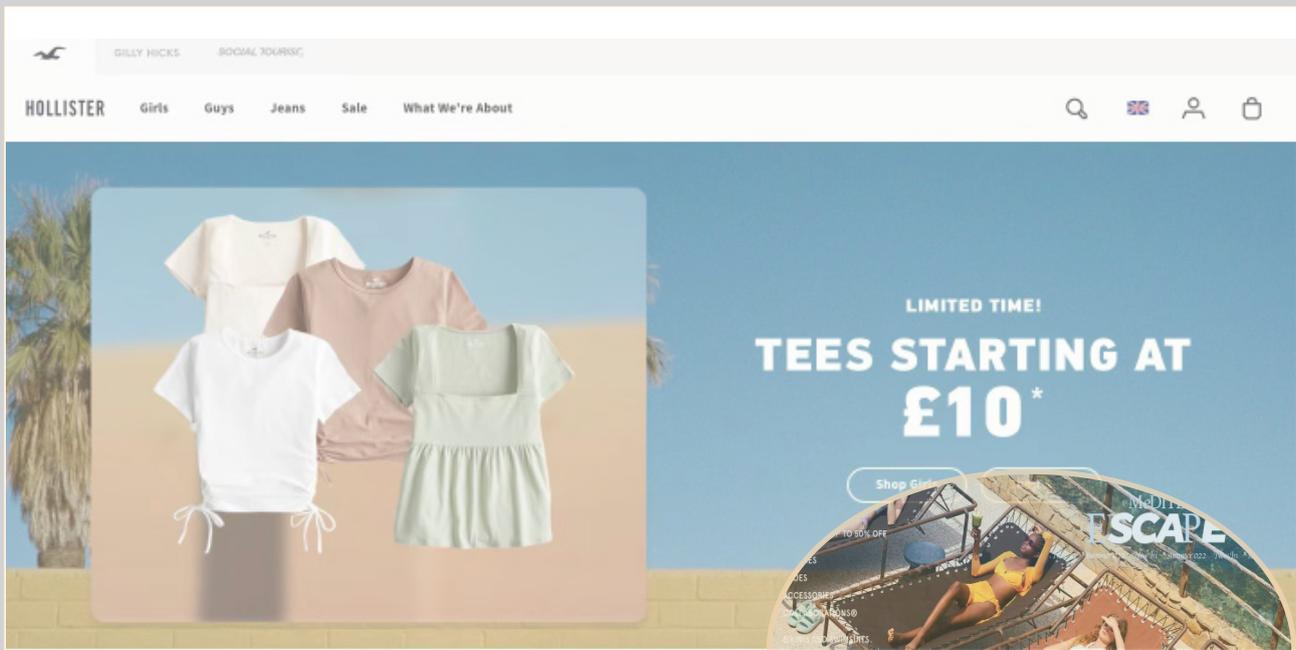


Traditionally, product, price, promotion and location are referred to as the marketing mix but the diagram above shows several separate and distinct organisations for promotion. However, different channels of messaging can lead to inaccurate information for consumers. (Eagle et al., 2014) As a result, Hollister has identified "advertising, promotions, public relations and publicity, events and experiences, direct marketing, interactive marketing, word-of-mouth marketing, social media marketing and personal selling as part of the marketing communications mix" (Kotler et al., 2019). Brands provide consumers with accurate and consistent messaging through integrated marketing. Integrated marketing is therefore a way to drive sales.

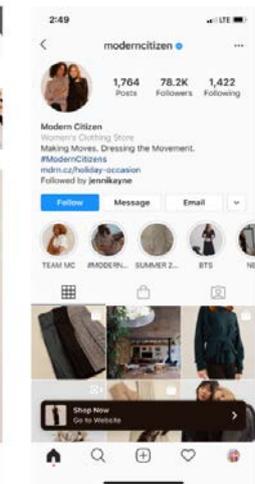


**HOLLISTER**





## VISUALISATION



Hollister uses a variety of different media channels to promote their products. Hollister is promoted on numerous social media sites such as YouTube, Facebook, and Twitter. However, the Hollister website is too generic and doesn't quite showcase the young, passionate mindset of teenagers. Its competitor Bershka's website, for example, is colourful and vibrant. On top of that, Bershka's website is partly about finding influential people or customers to share their buying experiences or outfit combinations. Therefore, Hollister should create a website that is comfortable, relaxed and colourful. In addition to this, look for influencers to drive product sales.



Through a series of promotions, a wide range of consumers have become widely identified with the series of campaign processes. As a result, the Hollister brand well-known increase. Secondly, strengthen the brand publicity, in order to make consumers identify with Hollister shaping their own, product and service image, enhance the status of the user's mind. So that users in the time of consumers, priority to choose Hollister products or services.



**IDENTIFIED BRAND ISSUES**

Target market: 14-22 years old

**IDENTIFIED BRAND ISSUES**



Rated: not good enough



Lack of Product Line



Poor Sustainability Performance



Lack of Promotion



Dim Store Environment



Poor Marketing Strategy

**STRATEGY DEVELOPMENT**

**GROUP STRATEGIC OBJECTIVES**

- 1** Expanding and contracting the range of available product lines
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**Expansion of product line development: primary objectives**

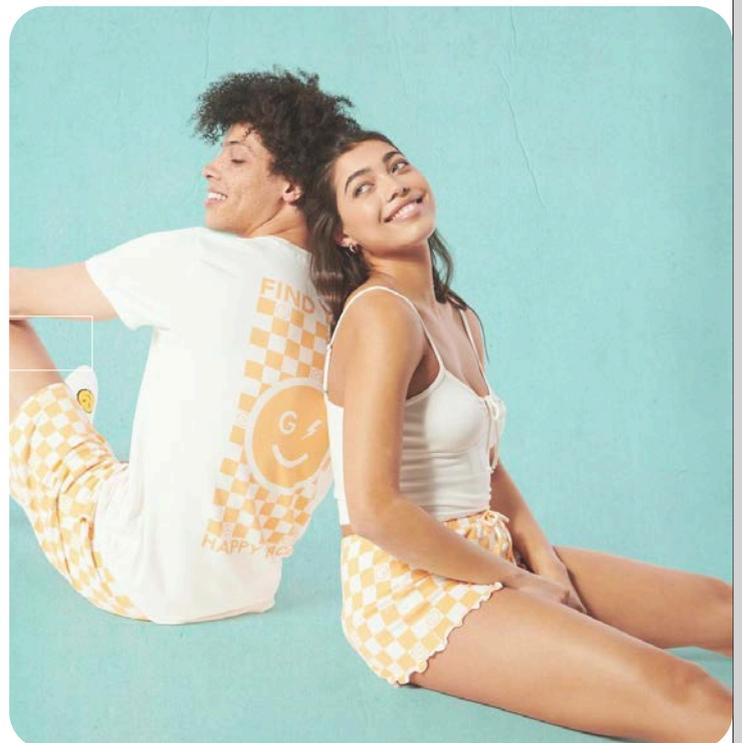
- 1** Expanding and contracting the range of available product lines

New Target market: 0-22 years old

**Launched  
Childrenswear  
Collection**



**Joint Programme**  
(mostly based on the adult lines and pieces from the past)



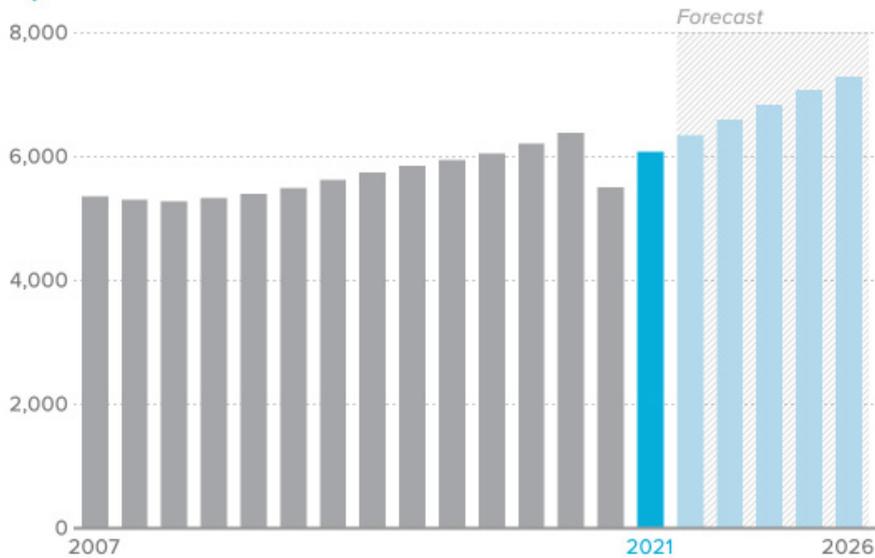
# RESEARCH & CONTEXT

## MARKET RESEARCH

### Sales of Childrenswear

Retail Value RSP - GBP million - Current - 2007-2026

**6,056**



Retail sales grow to £6.1 billion in 2021, as shown in the chart to the left. Retail sales of children’s clothing will continue to grow over the forecast period.

Parents need to buy new clothing regularly to keep up with their children’s growth, leading to the rapid growth of childrenswear into a huge market. So the introduction of childrenswear by Hollister is beneficial.

## TREND RESEARCH

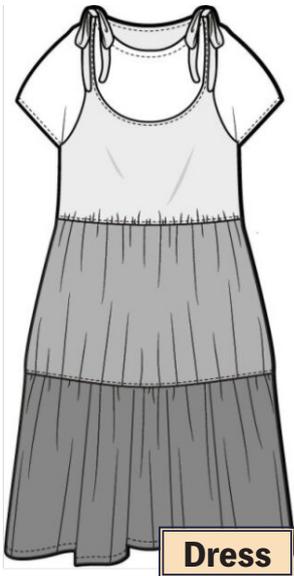
The Hollister children’s collection will focus on one of the 3 trends suggested by WGSN for Spring/Summer 2023. The trend that best suits Hollister’s aesthetic is **Full Spectrum**.

Full Spectrum includes themes of children’s prints and graphics and is ready for virtual **surfers and sunsets**.



# VISUALISATION

## SILHOUETTE



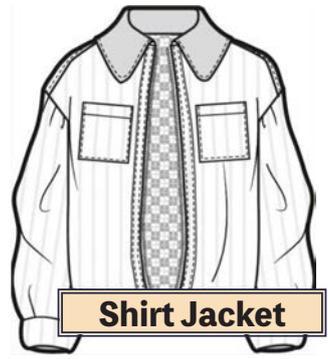
Dress



Polo



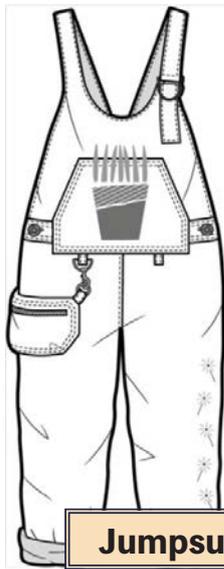
Dress



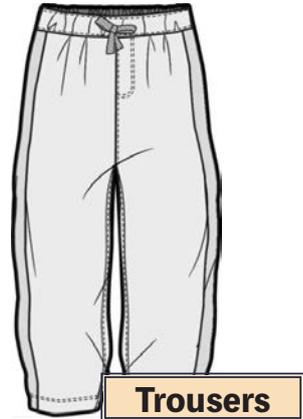
Shirt Jacket



Shirt



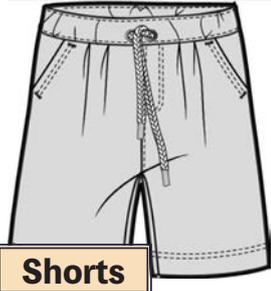
Jumpsuits



Trousers



Suits & Sets



Shorts

## COLOURE



Lazuli Blue



Digital Lavender



Turquoise Sea



Apple Mint



Papaya Smoothie



Unbleached Cotton

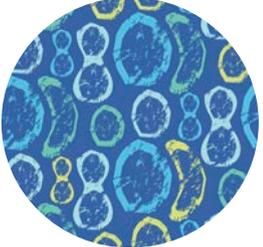
## PRINTS



Desert tropics



Kitchenbody



Sea monsters



Retro joy

# JUSTIFICATION



## COLOURE PALETTE

The key colours of 'Full Spectrum' will encapsulate the essence of Hollister.



## FASHIONABILITY

Hollister's children's apparel is on trend, employing essential colours and designs, while adding traditional and timeless items.



+



## QUALITY + CARE

All products are made from high quality materials similar to those used in the adult range. Skin-friendly and sturdy.



## FABRIC

The materials used for the children's collection are the same as those used for the adults. Pure cotton is utilised, which is airy and kind on children's skin.



## RANGE COSTING

£ Core items < £ Classic items < £ Hero items



# Strategic visualisation (Fashion Rental Strategy)

## OBJECTIVES:

- Improve brand sustainability
- Create a shared wardrobe
- Build a loyal customer base

ZONG HUI LIU 10565879





## Research & Context



In this new business model, customers do not buy the item but use it for a specific lease period. Leasing extends the product life cycle, and from this point of view, the business model shifts from selling tangible products to a new one based on the leasing paradigm to emphasize the functionality of the product (i.e. attention to fashion) and its efficiency of use.



### DATA:

- **78% of Gen Z** would choose to spend their money on experiences, over materialistic goods.
- UK clothing rental market has a potential value of **£923m** and is expected to boom in the coming years.
- **More than 25%** of Londoners would like to rent clothes



## Individual Brand Concept Visualisation



### Hollister Fashion Rental Strategy

Hollister will boost sustainability by adding **clothing rental services**. Clothing rental is sustainable by increasing the life of the clothes. In other words, a piece of clothing is rented 50 times to replace people buying 50 new pieces of clothing, and in this way, **the environmental pollution in the clothing manufacturing process will be reduced**. The specific strategy is to open an **online clothing rental store** to accumulate customers for Hollister. The aim is to break into the clothing rental market to build a sustainable fashion brand that offers consumers a **guilt-free platform** to enjoy fashion.



## Brand Concept Justification

# HOLLISTER



Hollister needed the fashion rental service to help brands promote sustainability in line with modern sustainable fashion trends. In this way, those consumers who are environmentally conscious will respond positively to Hollister's fashion rental services. And, for Hollister, fashion rental is more important because its target customer base is Gen Z, and it can help Hollister effectively retain these customers and attract more customers.



- Leyi Tang  
10608717

Individual Brand Concept:

With analysis and research on current Hollister situation, the market and the trends, to develop a sustainable concept of Hollister, 2 recommendations are made:

1. Improve the sustainability and ethics over supply chains.
2. Develop products with more sustainable materials.

- Sustainable Supply Chain

- Sustainable collection

### STRATEGIC OBJECTIVE

1

Enhance the brand's performance on sustainability and away from green-washing.

2

Raise the brand's name with more sustainable and ethical supply chain.

3

Innovate products out of sustainable materials.

4

Attracts the modern customers who cares about the planet, expand the target market.



# RESEARCH AND ANALYSIS

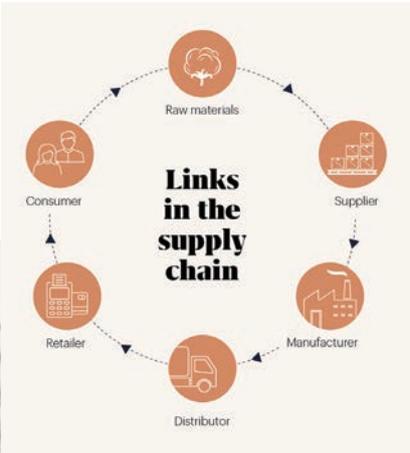
Hollister's products need innovation with the insights of **sustainability** and **fashionability**. The major threat of Hollister, the fast fashion brands H&M and Zara are either establishing sustainable supply chain or starting sustainable label products (Zara, 2022) Research shows that the modern customers are concerning more about sustainability of products.

Hollister has kept the **South California surfing lifestyle** in decades and have grown from the previous beach brand. Designing the products with **edgy prospect**, **going deep in fashion trend** and not just diluting would help the brand a lot.



(Womenswaer Forcast S/S 23: Soul Space, WGSN, 2022)

- Dennis, 21
- University student in Manchester
  - Living with friends in school accommodation
  - Cares about the environment and animals
  - Likes outdoor activities such as hiking
  - Intended buying eco-friendly clothing
  - Kind of reject to fast fashion but interested in the Zara JOIN LIFE label
  - Shops sustainable garments and vintage clothing



(Zara JOIN LIFE, Zara 2022)

## PEN PORTRAIT



## BRAND CONCEPT OUTPUT



In 2022 Covid-19's impact is reducing in many part of the world, people are travelling again. The **S/S 23 trend Soul Space** includes a minor trend 'Never-ending Summer' which includes **sun-faded colours, vintage graphics and natural fibres**, is perfectly adopting to Hollister along with use of **sustainable materials**. (WGSN, 2022)

**Transparency** is gaining people's insights as the concept sustainability develops, consumers want to make purchase decisions out of every consideration. (Rauturier, 2021) Hollister should embrace the **technology**, disclose their transparency information via tracking data collected, **QR code attached to the labels** is introduced, also the company could know their supply chain partners better.

# CONCEPT JUSTIFICATION



**1**

The developments are sustainability-oriented and aiming at enhance the brand's sustainability performance. Currently the sustainable strategy is of a long term benefit.

**2**

A sustainable supply chain helps the brand target more consumers and increases the control over production process.

**3**

Innovation on products would attract more consumers and saves Hollister from the competition with fast fashion brands, building a stronger brand image.

# HOLLISTER'S FORAY INTO THE METaverse

RESHAPE DISTORTION

SHIAO XU 10573055



The metaverse is where the physical and digital worlds merge. As an evolution of social technology, the metaverse allows digital representations of people, avatars, to interact with each other in a variety of environments. Whether at work, the office, attending a concert or sporting event, or even trying on clothes, the metaverse uses virtual reality (VR) headsets, AR glasses, smartphone apps, or other means to provide space for endless, interconnected virtual communities. (Alsop, 2022) And Hollister is in the midst of such a change.

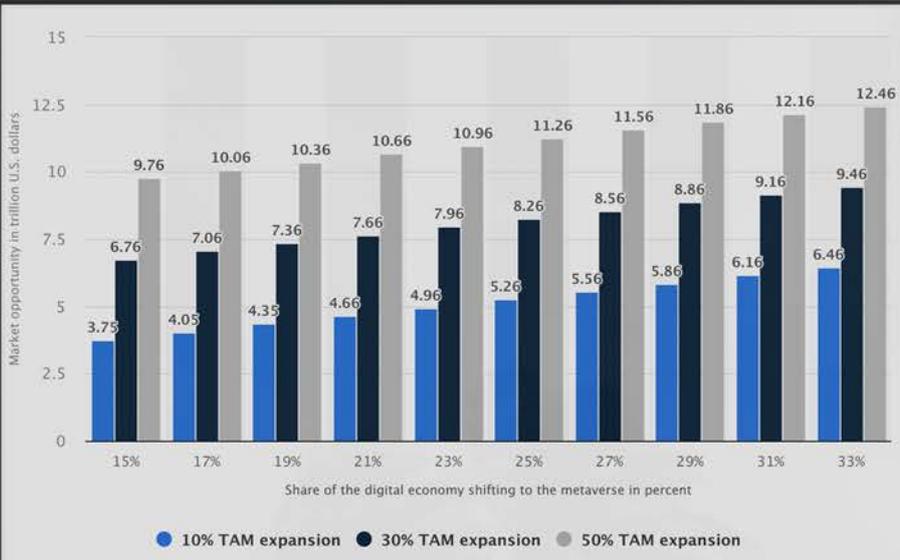


Figure 1

Metaverse potential market opportunity worldwide 2021, by scenario (in trillion U.S. dollars)



Figure 2

Number of mobile augmented reality (AR) active users worldwide from 2019 to 2024 (in billions)

The potential Metaverse market opportunity ranges from US\$3.75 trillion to US\$12.46 trillion, depending on the digital economy share and market expansion shifted to Metaverse. (See Figure 1)

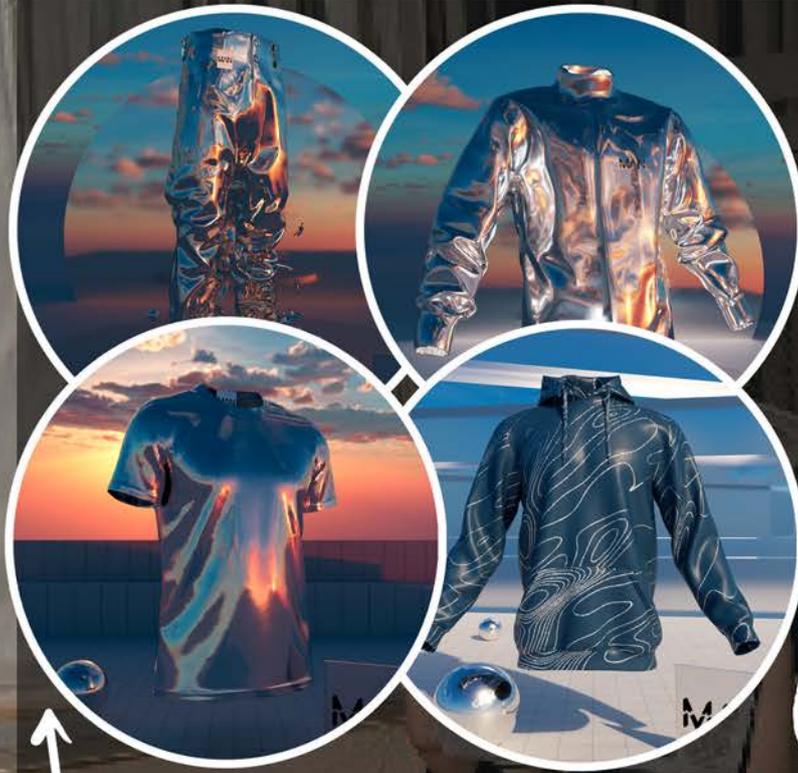
By 2022, there will be an estimated 1.1 billion mobile AR users worldwide. By using AR devices, users can simply enter the Metaverse platform to interact anytime, anywhere. (See Figure 2) (Alsop, T. 2022)

# NFT



## BRAND CONCEPT RESEARCH AND CONTEXT

- The Metaverse is a technology space that has grown tremendously
- A virtual worlds allowing anyone to shop, explore, trade, and interact through a web browser.
- NFTs can be hosted and traded with digital currency.
- Non-fungible token. (NFT)
- NFTs can be anything digital. (e.g. paintings, music, your brain downloads and turns into artificial intelligence)
- Metaverse becomes NFT trading platform.
- NFTs can be worn, used, listened to, read and experienced in the Metaverse.



**Dolce & Gabbana launches NFT community with UNXD and MoonPay**



**BoohooMan launches NFT collection**

***BRAND CONCEPT VISUALISATION***



- Convert existing products into virtual products through digital modeling. (NFT)
- Unlimited ideas can be realised on the metaverse platform without restrictions
- Implement classic elements of Hollister in the virtual world.
- Satisfy Gen-Z consumer curiosity at an affordable price.

# BRAND CONCEPT

- NFTs and the metaverse concept are what Hollister's target customers focus on.
- Few fast fashion brands in the market launch NFT products.
- Most NFT prices are generally high and do not match Gen-Z's revenue.
- Metaverse is an increasingly popular trading platform.
- Innovation and difference are the characteristics of Metaverse and the brand personality that Hollister pursues.



Compete with other brands through price advantage. Attract consumers loyal to Hollister and those willing to experiment with NFTs to grow market share with lower risks. The output includes a series of Hollister virtual clothes, complete system of transactions in Metaverse and after-sales of products.

	EXISTING PRODUCTS	NEW PRODUCTS	
EXISTING MARKETS	 <b>Market Penetration</b>	 <b>Product Development</b>	<b>INCREASING RISK</b>
NEW MARKETS	 <b>Market Development</b>	 <b>Diversification</b>	
<b>INCREASING RISK</b>			

# JUSTIFICATION

# Final Strategy

- **Shiao Xu 10573055**: Hollister enters the metaverse, releasing Hollister merchandise on virtual platforms.
- **Leyi Tang 10608717**: Develop a more sustainable supply chain and collections with more sustainable materials.
- **Zhiwei Tong 10501758**: Launched children's clothing collection to strengthen the brand's market presence and strengthen the connection with customers.
- **Zonghui Liu 10565879**: The aim is to break into the clothing rental market to build a sustainable fashion brand that offers consumers a guilt-free platform to enjoy fashion.
- **Mengqian Zeng 10441865**: Increase customer awareness of Hollister through social media outreach.

