

# REISS

STRATEGIC  
BRAND  
CONCEPT



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Recycling collections



REISS

Expand Chinese Market

Digital innovation

New Marketing Strategy



# EXECUTIVE SUMMARY

Founded by David Reiss in 1971, Reiss today operates as a modern fashion house, offering attainable-luxury collections of unwavering elegance. (REISS, 2022). The Strategic Brand Development Report follows the Situational Analysis Process Model (Figure 2) (NSW Government, 2023). Looked inwards and outwards using relevant frameworks, it identified where the brand has become issues in recent years: lack of client involvement and marketing input has hindered growth in the United Kingdom, evidence in the Comparison of Social Media Engagement, Appendix E. Currently, facing the acquisition by Next, taken its shareholding in Reiss from 25% to 51% (Drapers, 2022), Reiss need to take some time to reflect the potential flaws in sustainable fashion, innovative technologies and Asian market. Looking Strategically evaluated the strategic direction using theoretical models, focusing on the Gap analysis, Tows and Ansoff. Looking Forward integrates all outcomes, with conclusions focusing Reiss'. Looking forwards, find the possibility of the exploration of opportunity is imperative to Reiss' recovery and future growth, attainable through strategic action.

## Refocus

- Expand Asian market
- Launch a sustainable collection

- Phygital customer experience
- Digital technologies
- Sustainability

## Innovation

- Increase social media presence

## Marketing

Figure 1: Key Strategic Themes (Author's Own, 2023).

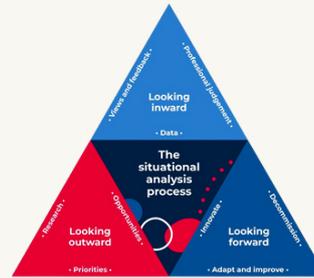


Figure 2: The Situational Analysis Model (NSW Government, 2023).

## IDENTIFIED BRAND ISSUES



Poor marketing strategy



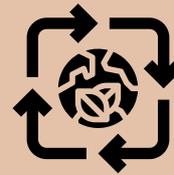
Lack of Asian market



Poor customer engagement



Lack of innovative technologies



Lack of sustainability

Figure 3: Identified Brand Issues (Author's Own, 2023).





# BRAND CONCEPT RECYCLING PLAN

## OVERVIEW OF REISS RECYCLING COLLECTIONS

The focus around sustainable fashion has continued to grow with accelerated material innovation and began to explore circularity. (Voguebusiness, 2022). In terms of "excessive design", "low recycling rate", and the use of "contaminated fabric", with the commitment of sourcing premium materials, REISS emerges the new sustainable strategy with the utilization of recycling materials like worn-out garments, unsold clothes and polluted materials.

Our RECYCLING Collections for womenswear A/W 23 -- "*Marine Friend*" contain 5 pieces in neutral color palettes with signature styles of REISS: Classic & Timeless. The range design philosophy is based on contemporary and enduring modernity.

**What's better?** All collections are innovative and exceptional for detachable, consumers have space for personal design.

**What's best?** The materials of these collections are durable, the utilization of materials help to reduce pollution of fashion industry. UK has long coastline, and the protection of ocean could be penetrated into consumers' minds because these collections.



## REISS KEY BRAND ISSUE

- According to the Gap Analyse in REISS Strategic Brand Development Report (Group 10, 2023), Reiss lacks a selling point of sustainable fashion, particular sustainable idea's application in its products and marketing activities.



## RESEARCH & ANALYSIS OF STRATEGY

Target consumers of REISS is all genders aged between 18--55 years (Similar Web, 2023). Linking back to REISS Strategic Brand Development Report (Group 10, 2023), the most popular age group that made purchase both in store and online are Millennials. Meanwhile, millennials (39 percent) made the biggest effort to buy eco-friendly clothes (Salfino, 2022).

REISS's current strategic orientation contains innovation, digital and technology, meanwhile, recycling needs to more fashion technologies applied into design, manufacturing and logistics. It also corresponding to the sustainable developing of the brand.

Consumers that have stronger brand connections support brands that engage in ethical and environmentally friendly practices (Phau and Ong, 2007), and are willing to pay a price premium for their products (Nielsen, 2014). RECYCLING Collections not only reflect the sustainable tendency, but also uses innovative factors.



CONSUMER PORTRAIT



REISS

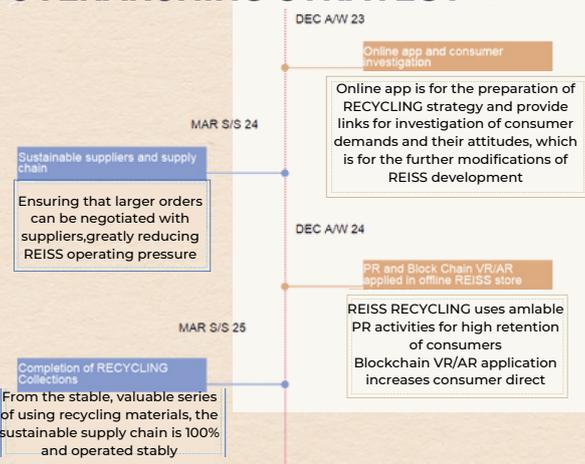


Work in areas such as business, trading or retail, with a higher disposable income (Shiple, 2016). Prefer using public transportation methods and enjoying sustainability activities. For fashion preferences, they are interested in re-design and module design for fashion elements and worn-out factors' reuse (Salfino, 2022). Moreover, the innovative factors are also emphasized.



## LINKS TO OVERARCHING STRATEGY

CLARITY OF LINKS BETWEEN ALL GROUP PROJECTS



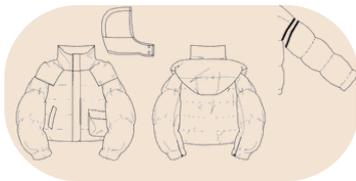
## JUSTIFICATION

Goals	Justification
High-quality, environmentally friendly fashion design as main range of REISS	<ul style="list-style-type: none"> <li>In 2 years, RECYCLING becomes one of the main range of REISS with the occupation of more than 20%;</li> <li>RECYCLING collections have durability of 5-10 years of each collection;</li> <li>In 1-2 years, RECYCLING has all products' sustainable labeled by authorities.</li> </ul>
REISS RECYCLING gaining high consumer loyalty	<ul style="list-style-type: none"> <li>Promoting consumer awareness through emotion rather than moral preaching</li> <li>Online word-of mouth about fashion &amp; sustainable</li> </ul>
Achieving sustainable value chain	<ul style="list-style-type: none"> <li>In 2 years, consumer retention reaches 35%;</li> <li>Consumers provide worn-out garments for re-design.</li> </ul>
Providing fashionable sustainable brand	<ul style="list-style-type: none"> <li>Label each product with the raw materials, processing process and social responsibility of the enterprise, so that consumers can make rational decisions accordingly;</li> <li>Supply chain 100% transparency</li> </ul>



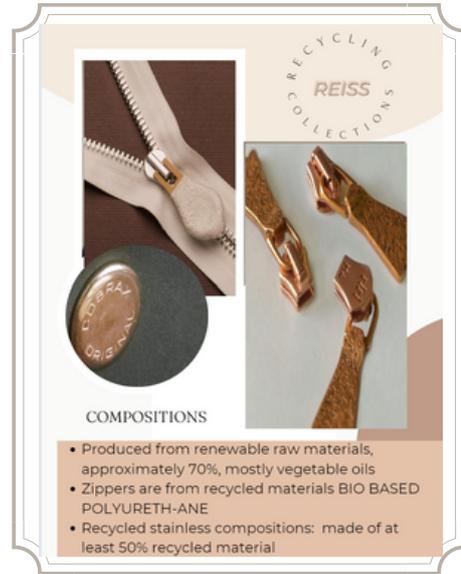
# OUTPUT VISUALISATION

# REISS



marine recycled puffer jacket

- The whole garment made by 100% marine recycled plastics and waste.
- The outer fabric should be made up of a water-resistant nylon fabric which is also come from ocean.
- Product details:  
Detachable hood and sleeves  
Recessed rib-knit cuffs  
Multiple wears in one piece



EXCLUSIVE HANGING TAGS FOR RECYCLING COLLECTIONS



## RANGE PLAN: MARINE FRIEND



- Pantone 7554C
- Pantone 4645C
- Pantone 480C
- Pantone 4701C



**Online shopping**  
will use paper boxes as packaging  
Paper package with biobased silylated soybean oil coating. Tambe(2016)



**Vacuum packaging**  
Using biodegradable bioplastics  
Improve recycling efficiency Friedrich(2022)  
Putting the logo and slogan each side



**Offline shopping**  
will use eco-friendly bags as packaging  
Made of recycled and processed fishing nets

The world Ocean Organization (WOO) will collect the marine waste. Our suppliers extract regenerated nylon & recycled polyester by processing



- While the consumer return the garments, we will dismantling recycled clothes, sorting of materials.
- Different recycling methods depending on the material



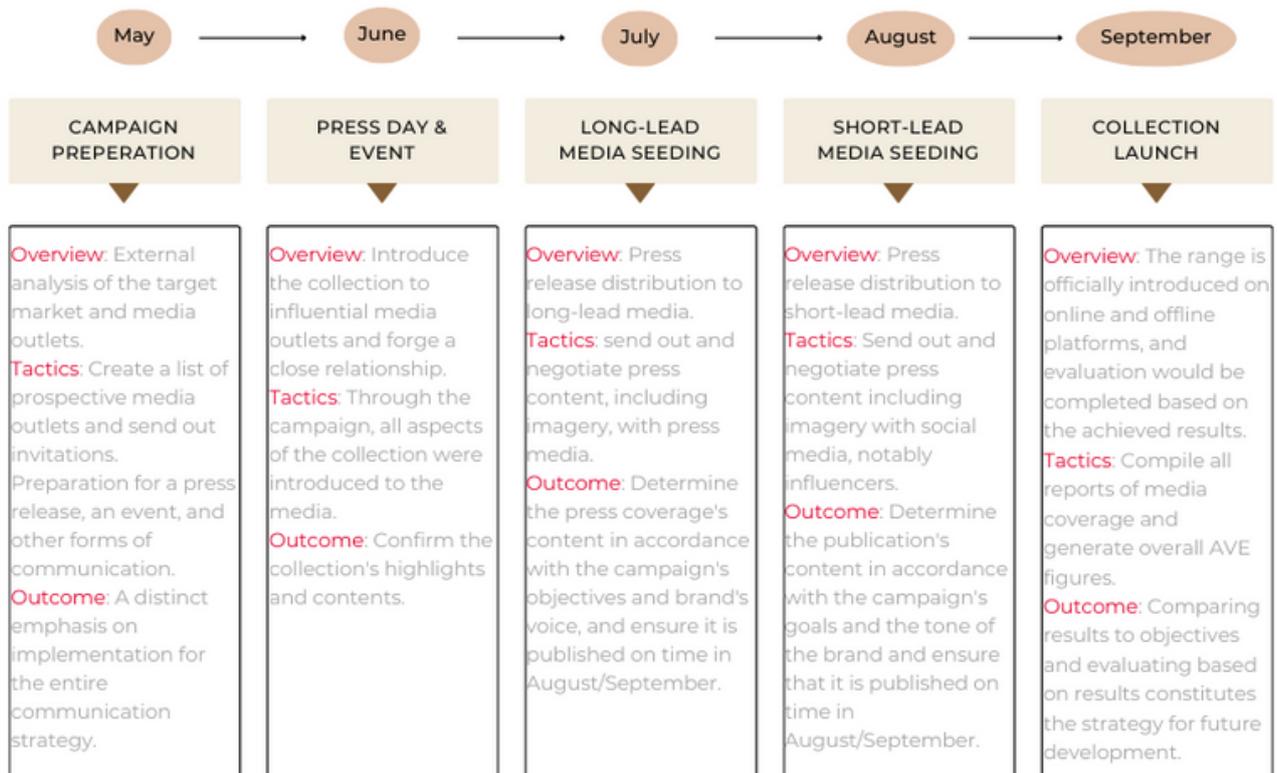
## INTENED OUTCOME

- In 23-24, RECYCLING occupies 20% of REISS revenue; in 25-27, RECYCLING occupies 45%.
- In 23-24, supply chain transparency needs to reach 100%.
- In 23-24, the consumer retention reaches 35%, and in 25-27, the retention reaches 60%.
- Sustainable suppliers of 23-24 are in Europe (more than 6 suppliers), and in 25-27, sustainable suppliers are expanded into Asia and South America (more than 10 suppliers).
- Online social platforms (Twitter, Facebook, Ins) have more than 5000 average clicks in 23-24, and this indicator reaches 10000 in 25-27.

# PR CAMPAIGNS

To address the dearth of sustainable application, one of the issues identified in the Strategic Group Report (2023), the Marine Friend recycling collection is introduced. To support the launch of this new collection, it is suggested that Reiss develop a PR communication plan with the specific objective of enhancing consumer engagement and introducing a sustainable selling point within the target audience.

## Campaign Timeline

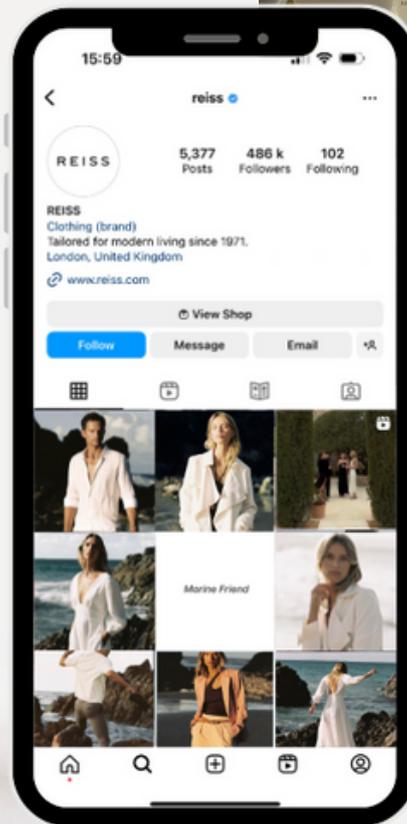
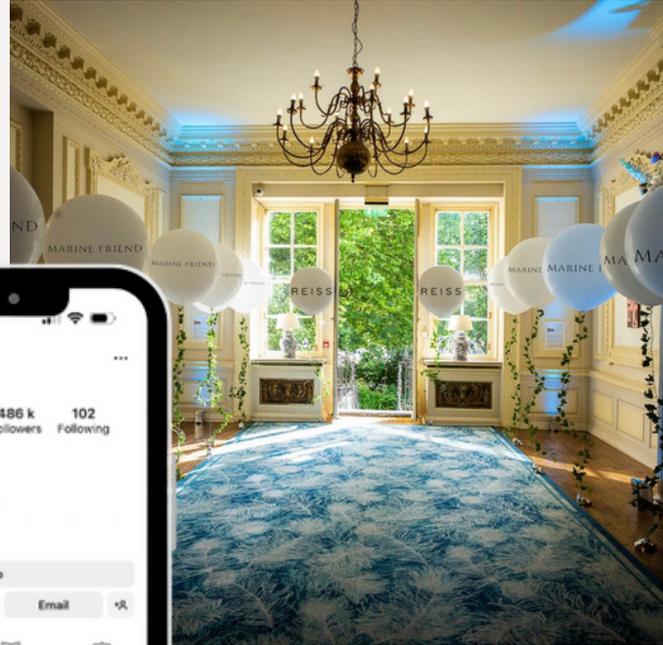


# INTEGRATED COMMUNICATION STRATEGIES

- PRESS RELEASE
- LAUNCH EVENT
- SOCIAL MEDIA

## CAMPAIGN OBJECTIVES

1. To generate campaign coverage within relevant media
2. To generate excitement around the launch
3. To increase footfall, online traffic and consumer interaction
4. To drive the sales of the Marine Friend collection
5. To reposition Reiss as a progressively sustainable brand



MARINE FRIEND  
AW 23/24 COLLECTION

## JUSTIFICATION

The public relations campaign accurately promotes the new collection through research and careful planning. Effective exposure is essential for increasing consumer engagement and brand image among the target demographic - millennials - thereby addressing brand issues and accomplishing strategic development.

The new collection and communication strategies are carefully aligned with the brand's origins, which are the most important brand value, in accordance with customer requirements and market trends. This equilibrium assures an efficient, successful campaign.

# AUTUMN / WINTER

## BRAND CONCEPT INSPIRATION

### Step. 01: Looking Inwards



Poor marketing strategy



Poor customer engagement

Identifying brand issues of poor marketing strategies and poor customer engagement, and highlighting strategic themes for **MARKETING**, there is an opportunity for Reiss to create an online advertising campaign that could increase sales, strengthen customer relationships and enhance brand image.

### Step. 02: Looking Outwards

The analysis of the macro environment from a social and environmental perspective shows that the growth of e-commerce has influenced shopping habits and a rapid focus on online channels, especially social media (Kowalewicz, 2022). In addition, consumers continue to focus on sustainable fashion and almost half of them believe that companies are most responsible for sustainability (Mintel, 2022).

On the other hand, WGSN (2022) notes that the future consumer pursues a simple and awe lifestyle and integrating research on the marketing strategies of competitor brands Whistles proposes the idea of creating a campaign that engages with sustainable lifestyles.



Marketing Communications

Promotional Mix

Advertising



### Step. 03: Looking Academically

Smith (1998) points out marketing communication consists of every form of communication relevant to marketing. Marketing mix involves the four P's that are Product, Price, Place and Promotion. In addition, successful marketing communication relies on a combination of tools called the 'promotional mix' including Advertising, Public relations, Sales promotion, Direct marketing, and Personal selling. Fill (2016) notes that advertising is a means of reaching large audiences in a cost-effective manner, whether it is building brand preference or educating people and the strategic role of advertising is to build and maintain the brand by communicating appeal execution that is closely aligned to the target group (Ashley and Tuten, 2015). Furthermore, advertising can in conjunction with other elements of the promotional mix be used within an integrated marketing communications campaign to positively influence consumer's perceptions of fashion brands to increase market share and sales (Yeshin, T., 2012).

### Step. 04: Looking Forwards

The 3R concept, inspired by the initials Reiss, represents Reiss' uncompromising commitment to sustainable fashion and environmental protection as well as its determination to bring new confidence and a new look to consumers.



## BRAND CONCEPT OUTPUT



There is an appeal for a simpler and awe-inspiring way of living nowadays. In order to meet this demand for classic and elegant workwear, Reiss aims to build a wardrobe with timeless style and a high match rate by offering a 15% discount on selected Reiss collections during the campaign. In addition, Reiss continues to encourage customer-generated content to create buzz on the internet via social media and is offering a £500 award to the winner of the most popular post.



Reiss for Revival is a summary and a spirit throughout the '3 R' advertising campaign. It is demonstrated that the brand rethinks its social responsibility on sustainability and evoked consumers' awareness of sustainability again through Reiss for Recycle, while at the same time, it rethinks a delightful and simple lifestyle and a fresh appearance through Reiss for Rebuild. Most importantly, it expresses the philosophy that Reiss is reborn together with its consumers.

In keeping with the trend towards sustainability in fashion, Reiss has kept up with social trends and adhered to its sustainability manifesto. On the one hand, it has launched a new sustainable collection, 'Marine Friend', and donates 3% of sales to Reiss' sustainability manifesto. In addition, delicate plantable seeds are offered as gift cards with the purchase of the new sustainable collection. On the other hand, this initiative encourages customers to create customer-generated content through the internet and even create an online discussion community.



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HUIQIAN JIANG

OUTPUT VISUALISATION - POSTER

*Recycle*  
**NEW SUSTAINABLE  
 COLLECTION**  
**'MARINE FRIEND'**  
**3% OF SALES  
 DONATED**  
\*SELECTED COLLECTIONS

**SEED  
 CARD**   
\*PURCHASE WITH SELECTED  
 COLLECTIONS

*Rebuild*  
**15% SALE**  
\*SELECTED COLLECTIONS  
**SHOW YOUR NEW  
 LOOK TO WIN £500**

**REISS**  
*For Revival.*

- 
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- 
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*Three R.*

**JUSTIFICATION**

The '3R' advertising campaign is an extension of the brand's key strategic theme **MARKETING** and addresses the brand's issues of poor marketing strategy and poor customer engagement with three concepts of Recycle, Rebuild and Revival. Firstly, 'Reiss for Recycle' aims to continue to develop sustainable fashion, deepen Corporate Social Responsibility (CSR) and enhance the brand image. Secondly, 'Reiss for Rebuild' is a customer-oriented marketing strategy that reaches into the lives of customers and strengthens the emotional connection with them from a lifestyle perspective. Finally, 'Reiss for Revival' as a spirit throughout the whole campaign ensures this campaign is an efficient, innovative and successful strategy.

## EXPERIENTIAL POP-UP RETAIL SPACE

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In order to expand Reiss into the Chinese market, it is proposed to test the development potential of the new market by establishing temporary experiential pop-up stores to help retailer evaluate the feasibility of establishing permanent stores in the future. As one of the important tools of Reiss' international retail marketing strategy, pop-up stores not only evaluate the possibility of brand development in the Chinese market, but also establish brand image and popularity for the brand before it officially enters the market.

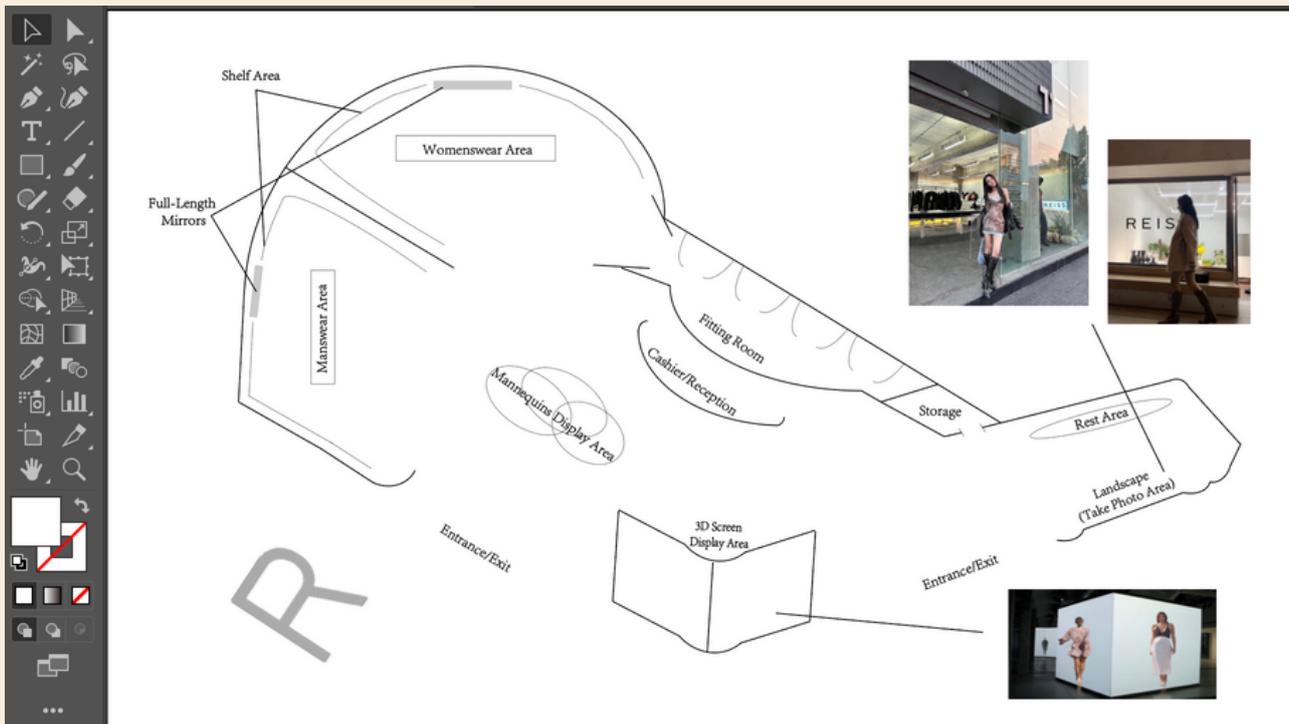
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# Reiss Pop-up Store Floor Plan

Reiss pop-up stores will debut in Shanghai, China, and will be located in shopping malls with heavy traffic. Looking at the floor plan, the overall shape of the pop-up store presents the word "R" of Reiss, which will give consumers a deeper impression.



## Justification

This pop-up store activity mainly focuses on experience and interaction. The purpose is to establish communication with Chinese consumers to better understand the Chinese market, and to build image and awareness for the brand in advance. In addition to the visual floor plan being part of the pop-up retail marketing strategy, the format, location, launch time and promotion methods of the pop-up store are all taken into account. Opening a pop-up store does not fully prove that Reiss has good development potential in the Chinese market, so it can continue to follow the pop-up store strategy to establish more retail spaces in China.

## Two Key Issues

- Lack of Chinese Market
- Poor Consumer Engagement

## Objectives

- Expand into Chinese Market
- Increase Social Media Presence
- Increase Brand Awareness
- Improve Consumer Engagement



## Brand Concept Research and Analysis

- **Chinese e-commerce market and S-commerce:**

China is currently the largest e-commerce market worldwide (Giuffrida, et al., 2017). According to Shreya (2022), the overall e-commerce sales in China increased at a CAGR of 17.7% between 2017 and 2021 and it contributed more than half of the country's retail sales. Thus, e-commerce is probably the most efficient way to reach China, due to the impressive average growth rate and the high penetration of the total retail market (Nielsen, 2016).

S-commerce is seen as an extension of e-commerce with a higher level of social connection (Sharma and Crossler, 2014), changing the business models of merchants and the purchasing experience of consumers (Wang and Yu, 2017).

- **The e-commerce and s-commerce platforms in China: Taobao and Douyin:**

Taobao, the largest e-commerce platform owned by Alibaba Group, had approximately 710 million monthly active users (ETOC, 2021). By moving into Taobao, Reiss can satisfy the purchase habits of Chinese customers and meet their demands. Moreover, around 84% of Chinese consumers shopped on social media platforms in 2022, which was one of the highest around the world (Statista, 2022). It is beneficial for the brand to build its own shopping pages under its Chinese social media Douyin, which includes over 730 million users in China (Yu, 2023).

- **Livestream In China:**

livestream e-commerce has become the "new norm" in China, more than 464 million users are used to purchase products via livestreams, which accounts for 44.9% of Chinese netizens. Therefore, it is better for Reiss to include a livestream window on its shopping pages to provide product information and purchase links to visitors.

# Shopping Pages Development

## Brand Concept Context

In order to solve the issue of Reiss's lack of Chinese mainland market, it is suggested to develop shopping pages on e-commerce and s-commerce platforms in China to expand into the Chinese market. Because e-commerce is possibly the most effective way to reach China (Nielsen, 2016) and the Chinese market with 782 million online shoppers has huge potential and prospects (GMA, 2021). The e-commerce platform Taobao (710 million) and the s-commerce platform Douyin (730 million) with the largest number of users in China will be chosen as the first sites to launch brand online stores. It is beneficial to increase social media presence and brand awareness of Reiss in China. Furthermore, the shopping pages should be designed to match local consumer preferences. One of the necessary steps is to include a livestream window on its shopping pages so that visitors can see more details about products and have the communication channel, which allows Reiss to increase consumer engagement.

**E-commerce**

**S-commerce**

**Platforms:  
Taobao and  
Douyin**

**Livestream**

# Brand Concept Output Visualisation

Jiaqi Lin 10750160

Brand Brief (e.g the number of fans, brand evaluation)



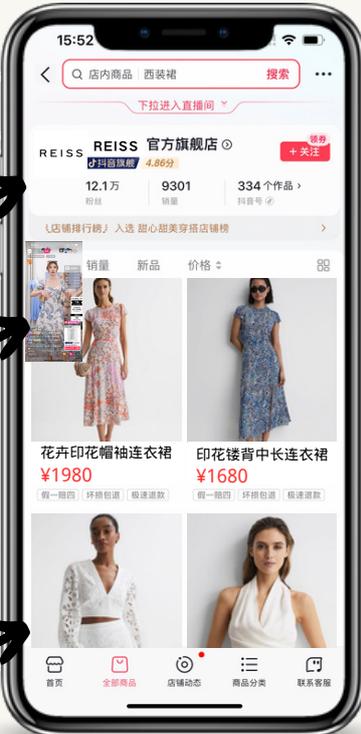
A part of home page design on the platform of Taobao (e-commerce)

Product browse page on the platform of Taobao (e-commerce)



Look book of Reiss product

Brand Brief (e.g brand image, the number of fans)



The livestream page on the platform of Douyin (s-commerce)

Livestream Window

Product browse page on the platform of Douyin (s-commerce)



The guideline of product sizes

Purchase link

Chat box

## Justification

### Objective 1. Expand into Chinese Market

Market research firm Nielsen (2016) claimed that e-commerce is probably the most efficient way to reach China, due to the impressive average growth rate (17.7%) and the high penetration of the total retail market (50%). This means that Reiss enters the Chinese market through e-commerce will be less risky than any other channel, while expecting significant benefits and rewards.

### Objective 2. Increase social media presence and brand awareness in China

As Reiss will establish account and online store on Douyin, the social media presence and brand awareness of the brand on the Chinese internet will increase.

### Objective 3. Improve consumer engagement

Livestream has the ability to show and present product details to visitors in a face-to-face online format, while providing a factual dialog box for shoppers to provide timely feedback. Therefore, Reiss's utilization of livestream can increase customer engagement.

# STRATEGIC BRAND CONCEPT SUMMARY

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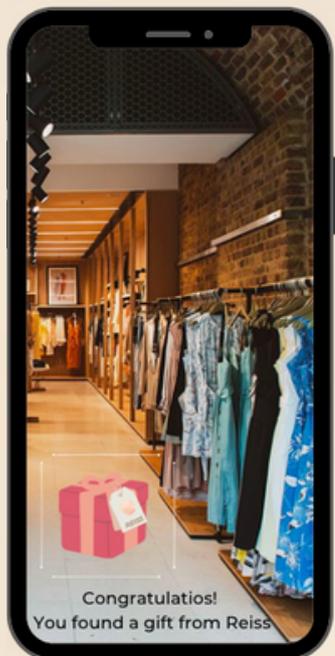
## IDENTIFIED BRAND ISSUES



### 4. Lack of technological innovation

(Strategic Group Report, 2023)

One of the identified brand issues in group report is lack of digital innovation. This report is to introduce the implementation of digital technology in physical stores to provide customers with an immersive experience.



## AR TRY-ON AND GAMING MARKET RESEARCH

Gen Z is more likely to search for fashion inspiration, entertainment, and guidance, whilst millennials are more rigidly focused on value and convenience (Drapers, 2022). Immersive shopping experience could engage more customers and build a close connection between the brand and shoppers.

Consumers need entertainment during the process of shopping. Emerging technologies such as AR try-on services, it is a convenient and interesting tool for them to experience.

- According to NielsenIQ, 56% of customers claimed that AR offers them greater confidence in the quality of a product, and 61% said they prefer to buy with retailers who provide AR experiences (Harvard Business Review, 2022).
- Reiss will also develop exciting and engaging mini games using AR to show customers what it offers. Customers can learn about products and get exclusive deals by playing games and unlocking badges.

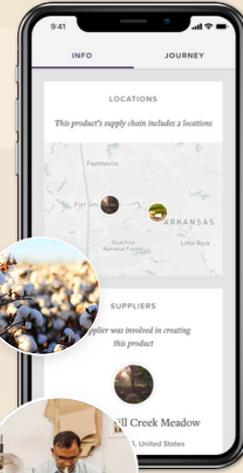


## BLOCKCHAIN TECHNOLOGY MARKET RESEARCH

Launching a sustainable collection is one of our proposed strategies (Strategic Group Report, 2023). Therefore, Reiss should implement blockchain technology to offer customers a transparent and sustainable supply chain.

With traceability and transparency, blockchain technology also contributes to enhancing **data quality** about social and environmental circumstances and promoting **sustainability** in fashion supply chain management (Choi and Luo, 2019).

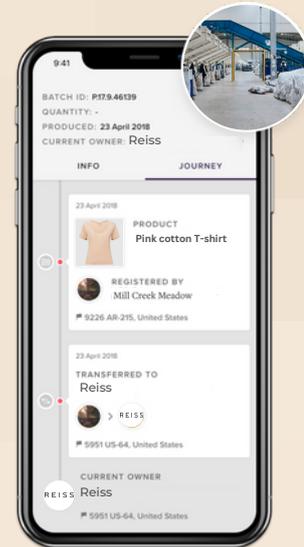
The IBM US Retail Index for 2020 states that there has been a **significant increase** in sustainable and environmentally responsible investment, **exceeding USD 30 trillion**. Consumers' awareness of global environmental issues is changing their habits, and this is driving brand choice. The report found that over **7 in 10 consumers** prioritize "clean" products, sustainability and environmental responsibility, recycling, and natural ingredient (The Interline, 2022).



Front



Back



## INTENDED OUTCOMES

- Promote our new sustainable collection via AR gaming campaign to gain more customers
- Increase consumer engagement
- Add AR try-on feature in Reiss app to reduce product returns
- Boost sales and cost-effective
- Improve the transparency of supply chain



## JUSTIFICATION

To tackle the challenges faced by Reiss in terms of digital technologies and sustainability, it is crucial to adopt Augmented Reality and blockchain technologies.

Bazaki, Stallwood and Wanick (2023) illustrates that AR has great potential for promoting consumer behavior, unlocking promising areas like adaptive/inclusive and sustainable fashion. When done correctly, AR can have a significant impact on people's attitudes. It has been shown that augmented reality is useful in influencing **customer decision-making**, and it has enormous promise in this area.

By scanning the QR code, customers would be able to see verifiable information about product origins and materials, even the information of factories and employees. Implementing this strategy can lead to a **decrease in the production of counterfeit items**, avoid labour exploitation and foster trust among customers.

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