

ALLSAINTS

SPRING | SUMMER

MARCH 2022

SUB-BRAND

Saints

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STRATEGIC
CONCEPT
BRAND
REPORT



EXPERIENTIAL RETAIL CONCESSION SPACE

To support the launch of the **'Saints'** sub-brand launch, it is suggested that AllSaints innovate and **improve the in-store environment and shopping experience**, specifically aiming to generate brand awareness and consumer engagement surrounding the new sub-brand and the younger target consumer.

In order to support the sub-brand launch, an experiential concession retail space has be conceptualised. The concept explores the proposition of a designated area within the existing AllSaints store, dedicated to the sub-brand, encompassing multiple **experiential retailing** elements.

Saints



Sophie Smith
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PR LAUNCH EVENT: FASHION SHOW

Saints is a sub-brand of AllSaints, created to recapture a younger consumer and cater to a new audience. In Celebration of the new sub-brand, Saints will hold a **FASHION SHOW** to showcase the new products and generate a **BUZZ** for the launch.

DETAILED PLANNING:

- Decide location/venue
- Plan logistic e.g., hire infrastructure and equipment
- Create guestlist and invites
- Create PR boxes for attendees
- Plan wardrobe
- Choose and book models, makeup and music
- Recruit staff
- Plan promotional activities
- Health and safety assessment

FASHION SHOW OBJECTIVES:

- Create **brand awareness** for the new sub-brand
- Reattract a **younger** cohort of **consumers**
- Increase **sales** and drive **traffic** to Saints platforms



RESEARCH & CONTEXT

GEN Z CONSUMERS

Key Findings

1

DIGITAL NATIVES

2

THE IMPORTANCE OF
SOCIAL MEDIA

3

DESIRE TO BE
ENTERTAINED

More **high street brands** are holding **fashion shows**, as a **practical tactic**, that enables the brand to **showcase** and **promote** their new products (Chilver, 2013).

FASHION SHOW EXAMPLES



RESEARCH & CONTEXT

GLOBAL
RETAIL
TRENDS

PHYSICAL
PERSONALISATION
EXPERIENCE

CONSUMER
RETAIL
VALUES

HEDONIC
RETAIL-TAINMENT
ESCAPE

“

EXPERIENTIAL RETAIL IS THE FUTURE. CREATING MEMORABLE SHOPPING EXPERIENCES AND LASTING IMPRESSIONS

”

ASPIRATIONAL
COMPETITOR
STRATEGIES

GUCCI

& other stories

INTERACTIVE ACTIVITIES
INNOVATIVE SPACES
COMMUNITY
DIGITALISATION

RETAIL SPACE DESIGN FORECAST

KEY TRENDS ALIGNING WITH SAINTS:



KEY TREND ELEMENTS:

PRODUCTS ARE ARTWORK
BRING THE OUTDOORS
GREENERY
FRESH SCENT
WOOD AND CONCRETE
TEXTURAL LAYERING
A SENSE OF CALM

futuristic minimalism.



material
simplicity.



nature-infused.



RETAIL
SPACE
DESIGN
FORECAST

The retail space research methods include: **academic** and **theoretical background**, **industry reports**, **consumer surveys**, **interviews**, **in-person competitor positioning**, and **investigation**.

Once key trends, elements and opportunities were explored rigorously, the experiential retail concession space was designed and visualised.

**“
CREATE A SUB-BRAND
TO AIM AT A YOUNGER
TARGET MARKET
”**

Strategic visualisation

ALLSAINTS

Should AllSaints take a new creative direction?

AllSaints asks landlords for rent cut to avoid going bust

SUB-BRAND

AIMED AT 21-35

BRANDING

NEW ENERGY NEEDED

“TO RE ATTRACT **GEN-Z**, UTILISING A SUB-BRAND STRATEGY, FOCUSING ON **MODERNISING BRAND AESTHETICS TO MATCH TARGET CONSUMER**”

BRANDING OBJECTIVES

1

BRAND AWARENESS

2

POSITIVE CONSUMER PERCEPTION

3

INCREASED SALES

4

INCREASED ENGAGEMENT

The proposal will depict several visual **brand elements, aesthetics and communications** which the new sub-brand “Saints” will undertake. It will be shown within a **brand booklet** completed by an **external creative agency**, who will work cohesively to create the launch of the **brand story**.