

# ALLSAINTS



Focus on  
transparency and  
Phy-gital experience  
integration to capture  
sustainability  
conscious.

## STRATEGIC CONCEPT BRAND REPORT

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# ALLSAINTS EXECUTIVE SUMMARY

Allsaints is dedicated to sustainability and serving the demands of customers that value ethical and environmentally conscious practises. To do this, Allsaints will emphasise transparency and the integration of phygital experiences in order to appeal to environmentally conscious consumers.

Allsaints can establish a strong brand image that connects with sustainability concerned consumers, differentiates itself from competitors, and attracts new customers looking for ethical, sustainability and innovative fashion businesses by combining transparency and digital integration.



## Transparency

Transparency will be a crucial component of AllSaints' long-term development strategy. Allsaints may develop trust with customers and differentiate itself from competitors by being upfront about the materials and manufacturing methods used in its goods, as well as sharing data on their environmental impact.

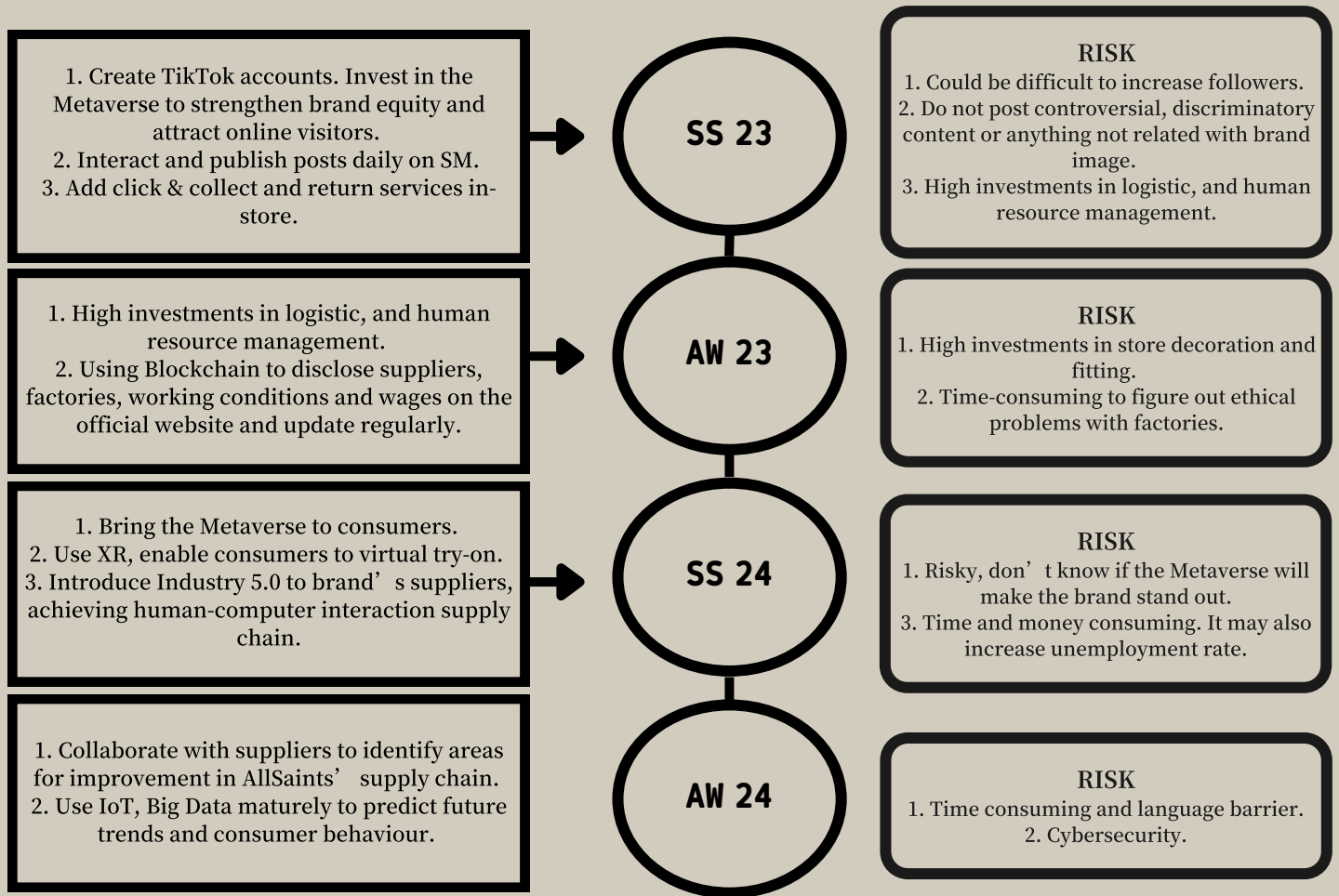


## Phygital

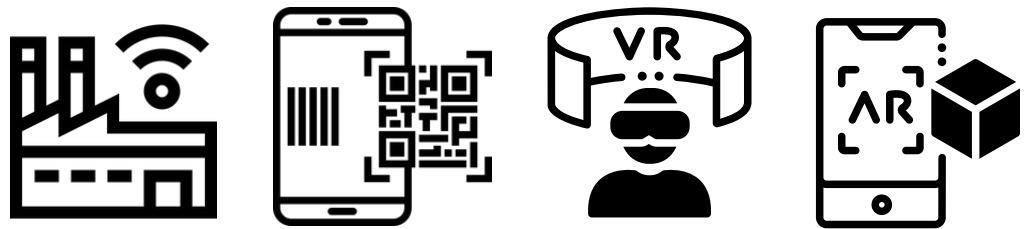
Allsaints will also emphasise digital integration. Allsaints may provide a more personalised and convenient buying experience by building an omnichannel shopping experience that smoothly links physical and digital channels. This will include using Web 3.0 tools to allow customers to have immersive shopping experience at anytime, anywhere.







Allsaints needed to invest in technology to develop a seamless and engaging digital experience for its customers in order to accomplish this strategy. It must also continue to improve its sustainability practises and effectively convey these efforts to consumers.



Overall, by focusing on transparency and physical experience integration, Allsaints is well positioned to capitalise on the growing demand for sustainable fashion.



# INCREASING PRODUCTS' TRANSPARENCY AND TRACEABILITY

ALLSAINTS sustainability rating - 'Not Good Enough' (good on you, 2023)



2 out of 5



2 out of 5

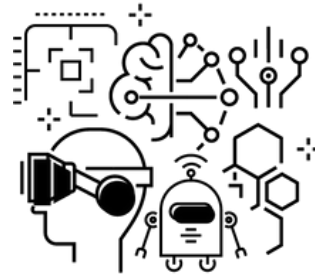


2 out of 5

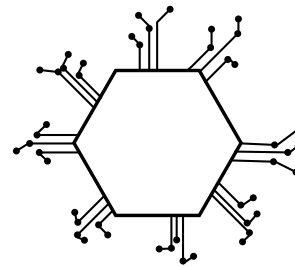
This report outlines a strategy for Allsaints to enhance supply chain transparency and traceability in order to meet consumer demand and corporate social responsibility, ethics, and sustainability objectives. The strategy will integrate Industry 5.0, particularly blockchain, and Tag QR code technology in Allsaints' supply chain.

## RATIONALE

Currently, Allsaints' supply chain lacks products' transparency and traceability. However, increased consumer awareness of sustainability and future supply chain trends indicate that supply chain transparency and traceability will grow in importance. Customers want more information about the products they are purchasing and assurance that they are produced in an ethical and environmentally responsible manner. Allsaints can utilise a combination of Industry 5.0 (blockchain), and Tag QR code technology to increase supply chain transparency and traceability. This will allow businesses to accomplish their CSR, ethics, and sustainable development objectives by identifying and addressing issues in real time. Additionally, it will increase consumer confidence in the products they purchase and strengthen the company's reputation as a socially responsible brand.



Industry 5.0



Blockchain



Tag QR code





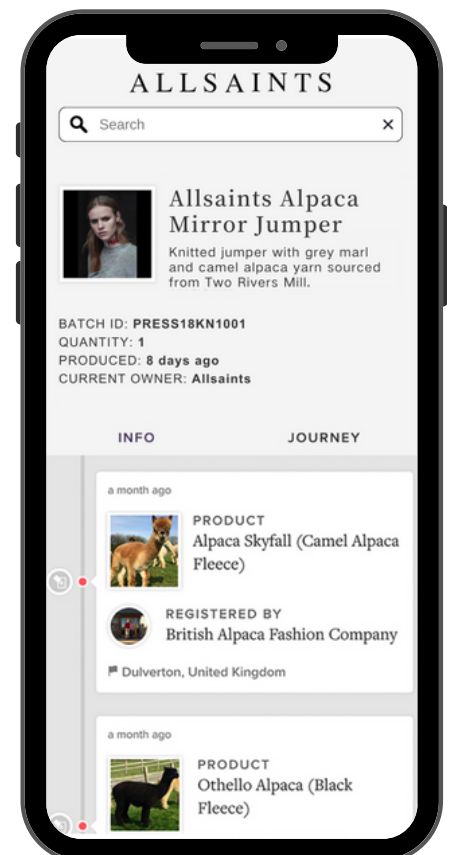
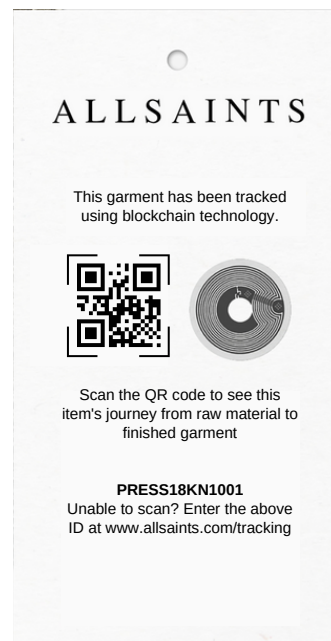
### The findings of a study:

The study demonstrates that the combination of Industry 5.0, especially blockchain, and Tag QR code can increase supply chain transparency and traceability. This can enhance visibility regarding the procurement of raw materials, manufacturing processes, and transport of finished products.

Additionally, it can identify prospective issues or unethical practises that can be addressed in real time.

- Industry 5.0 technology optimises manufacturing processes and improves supply chain management.
- Blockchain technology creates a security record for each transaction in the supply chain.
- The label QR code will provide consumers with access to information about their source, manufacturing process and transportation.

# OUTPUT VISUALISATION



The final presentation to the consumer is a change of label. A QR code is tagged to the label to allow quick and easy access to the most up-to-date product information.

# EXPERIENTIAL RETAILING

It is proposed that Allsaints innovate and improve the customer shopping experience for strengthening its strong brand image with sustainable practices, generating customer engagement and brand awareness for its redefined target customers. Experiential retailing has been conceptualised as the core strategic direction in the report. It explores promoting traditional retail experiences to experiential retailing through developing pop-up stores, virtual reality, augmented reality and blockchain technology.

## ITENDED OUTCOME:

1

Engage with target customers online and offline; leverage seasonal pop-ups to build a customer base and strengthen brand awareness.

2

Disclose the traceability and transparency from strategic practices; provide superior customer experience and enhance customer loyalty.



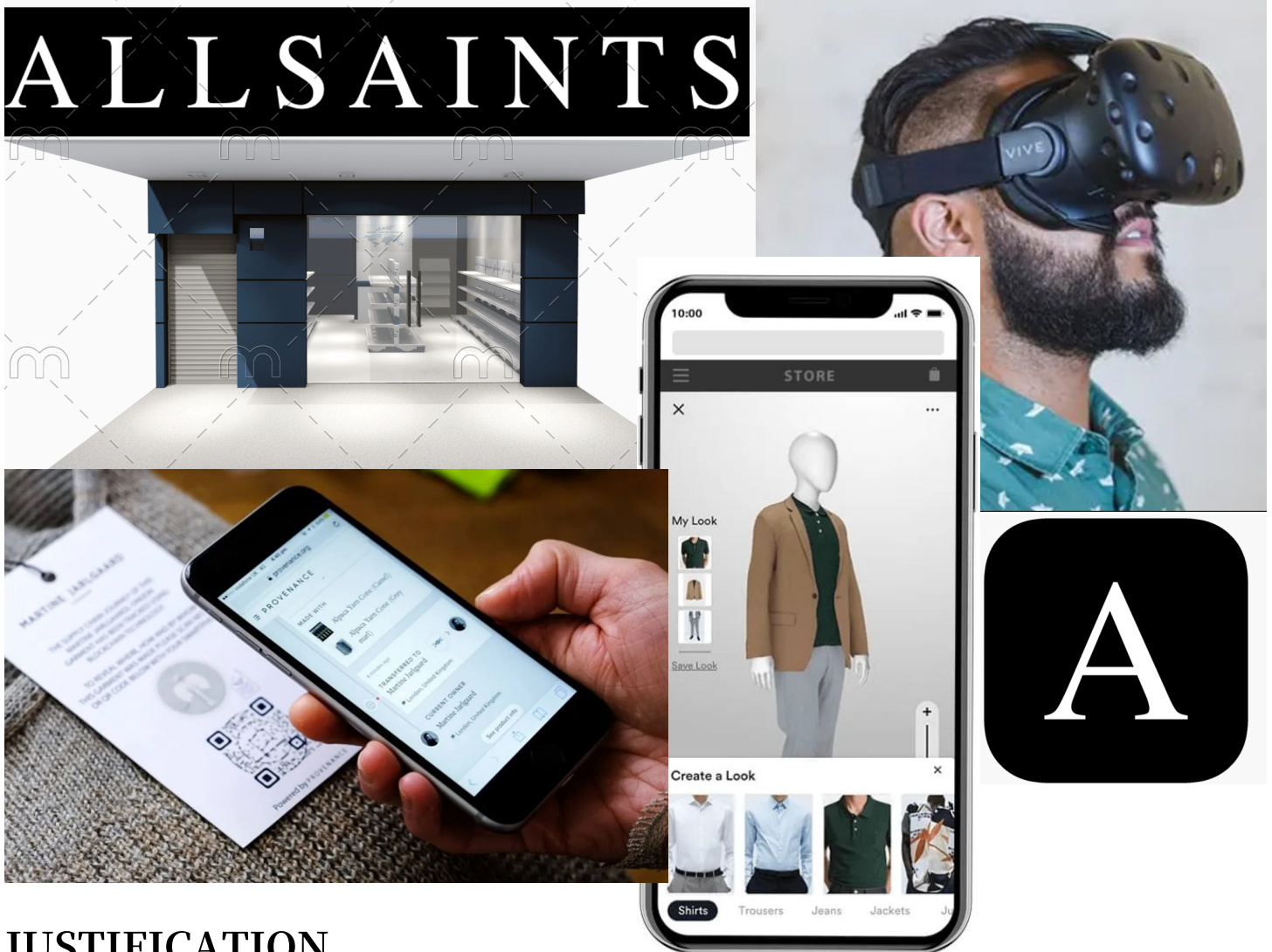


## PRIMARY OBJECTIVES

- Increasing transparency and sustainability through the supply chain
- Strengthening marketing strategies
- Developing online and in-store experience

## OUTPUT VISUALISATION

The Allsaints pop-up stores mockup below combines experiential elements including virtual fitting room apps, VR headsets, blockchain technology of supply chain to generate superior phy-gital customer experience.



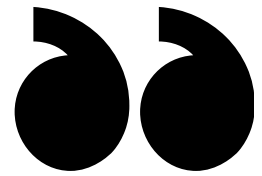
## JUSTIFICATION

Pop-up stores help reinvent the in-store experience by offering a customer-centric retailing model. The development of VR and AR enables customers to experience the product firsthand and immerse themselves in the journey of product manufacturing.

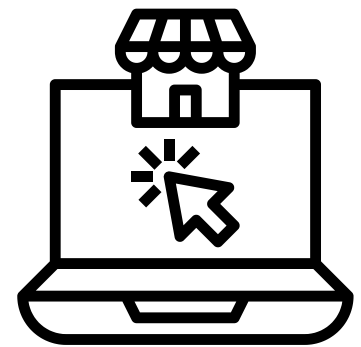
Blockchain technology provides customers with traceability and transparency of the supply chain, generating a link for customers to purchase the products. The overall strategies would also create great innovation and excitement for Allsaints, thus help meet the customer demands and strategic goals.



# IN-STORE ENVIRONMENT & PHYGITAL RETAIL



Allsaints focuses on a sustainable business approach by reducing inventories and applying on-demand production. Customers can try on clothes in-store and have them delivered to their homes. However, they do not offer in-store pickup, and most items are only stocked in a few pieces per size, so customers may need to place orders using in-store devices or the website, which can be time-consuming and frustrating. Customers may choose other brands as a result.



Despite the ongoing impact of COVID-19, Allsaints has observed that consumers are willing to spend on fashion both online and in-store. However, shoppers are still nervous of crowded peak times and prefer to order online before going to the store. Customers require detailed product descriptions, virtual fitting rooms, and customised guidance. The shopping experience will be improved by simplifying the purchasing process with 'click and collect' and 'order online, return in-store' choices, as well as a real-time stock system. Similarly, simplifying the in-store online ordering process will allow customers to shop independently.

# Why need to Improve In-store Environment & Phygital Retail?

- A better in-store environment can boost sales by attracting new consumers and encouraging current customers to spend more.
- Improve the customer experience, when customers feel relaxed and welcome in the store, they are more likely to return and make a purchase.
- With so many retailers attempting to bounce back quickly in the post-epidemic era, Allsaints needed to discover strategies that kept customers loyal to the brand and stay competitive while maintaining a steady increase in profits.



## Get exclusive access with Allsaints' app for a simple way to shop



Scan the QR code on product



Product detail shown in app



Pay as you go

In a modern world where convenience has become paramount, Allsaints wants to improve the in-store shopping experience for its customers. To do this, Allsaints will be developing a new app to simplify the in-store purchasing process. By releasing this new app, Allsaints hopes to improve the in-store shopping experience for customers and increase customer satisfaction. Customers will be able to view in-store products in advance and pay for them right from their mobile phones instead of the limited number of electronic screens in shop, which will save customers time and effort spent in-store and reduce the workload of in-store staff.

# MASS-PERSONALISATION



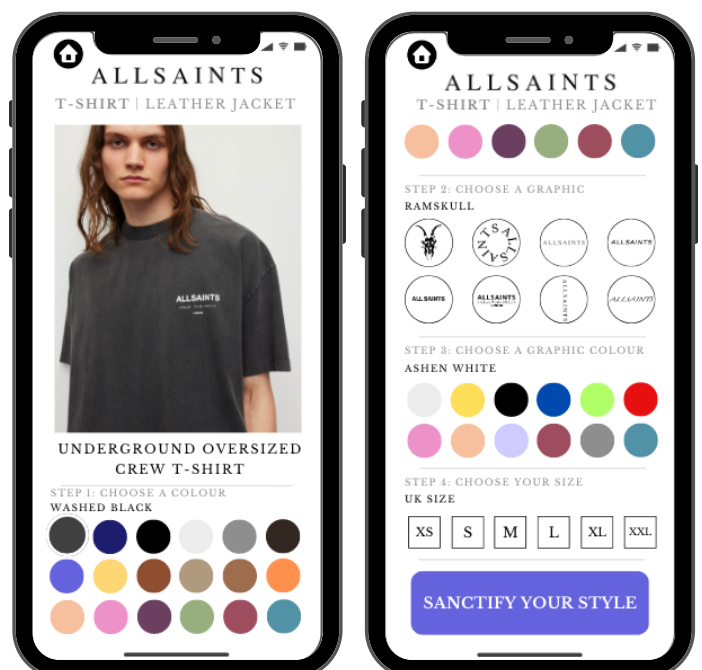
## SANCTIFY YOUR STYLE

Allsaints' primary purchasing power is held by Millennials and Generation Z (Xu et al., 2023). Furthermore, the COVID-19 pandemic has accelerated the trend towards online shopping, emphasising the importance of brands integrating digital experiences into their physical stores. Among them, 38% are more likely to shop online, and 22% are willing to pay more for higher-quality products and customised services. Furthermore, Gen Z places a higher value on values and sustainability than previous generations.

To address these challenges, Allsaints is developing "Sanctify Your Style," a mass-customization programme that focuses on sustainability and phygital experiences.

## RATIONALE

The aim of this research is to provide an overview of the strategies used to create mass customisation programmes, as well as their possible impact on brand image and reputation. Digital transformation is a requirement for businesses to remain competitive in today's market. By establishing more accurate and effective models for inventory management and production optimisation, artificial intelligence and Web 3 technologies can assist businesses in providing more personalised experiences for customers. This will not only improve the shopping experience and relationship of consumers with brands, but will also assist reduce production and distribution costs, as well as the environmental impact of company operations.



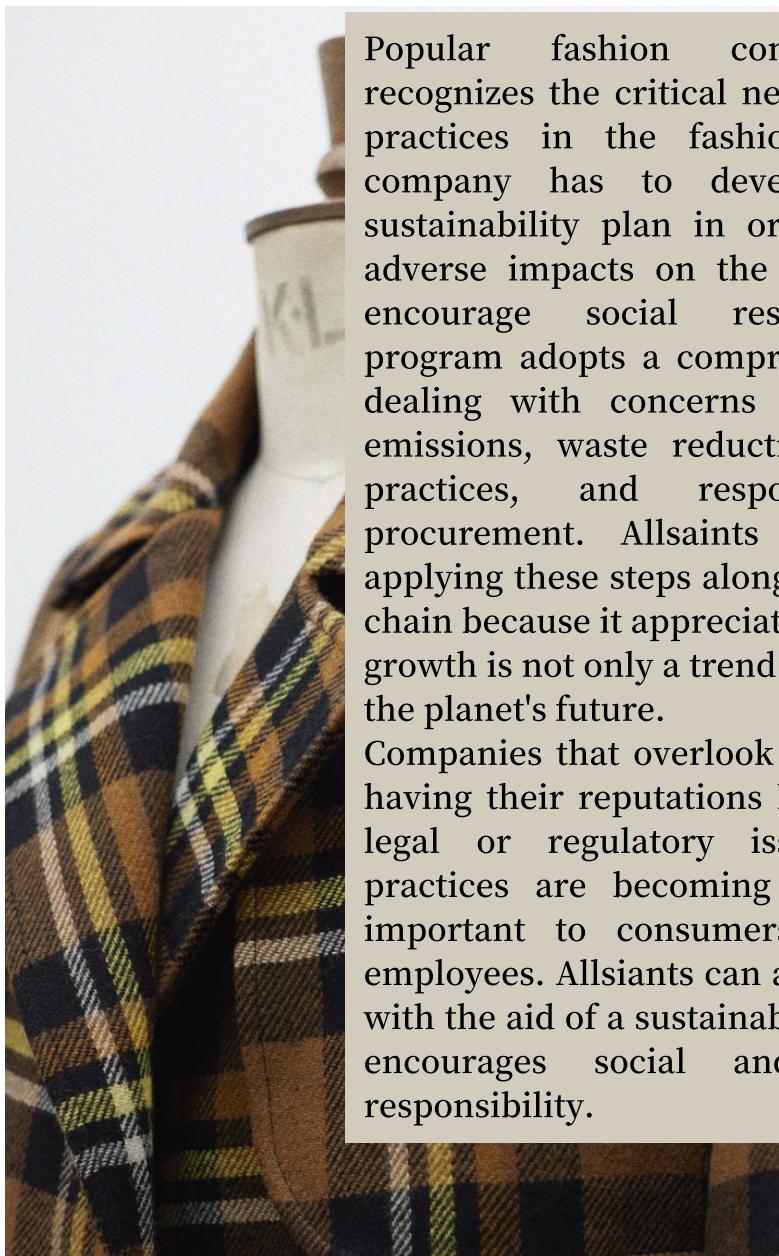




Allsaints must build a mass-customization programme for customers based on the buying habits of the brand's target consumers (Xu et al., 2023), while also merging with the necessary services of offline services to create a seamless omni-channel marketing model.

# SUSTAINABILITY

## PLAN



Popular fashion company Allsaints recognizes the critical need for sustainable practices in the fashion industry. The company has to develop a complete sustainability plan in order to reduce its adverse impacts on the environment and encourage social responsibility. The program adopts a comprehensive strategy, dealing with concerns including carbon emissions, waste reduction, ethical labor practices, and responsible material procurement. Allsaints is dedicated to applying these steps along the whole supply chain because it appreciates that sustainable growth is not only a trend but a necessity for the planet's future.

Companies that overlook sustainability risk having their reputations harmed as well as legal or regulatory issues. Sustainable practices are becoming more and more important to consumers, investors, and employees. Allsaints can address these risks with the aid of a sustainability plan that also encourages social and environmental responsibility.

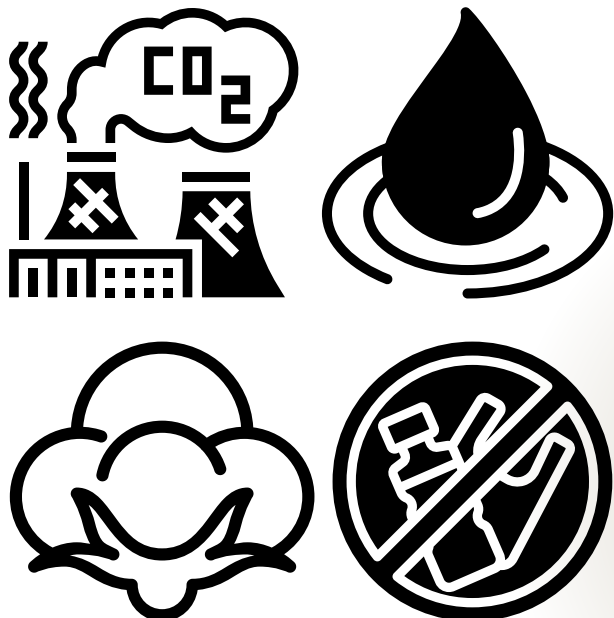
The action plan should include a timeline, budget and responsible parties for each initiative, as well as key performance indicators (KPIs) to measure progress.

Conducting a sustainability audit is the next step to developing a sustainability plan. This audit evaluates the

company's current sustainability initiatives and identifies opportunities for development. The audit includes the opinions of stakeholders, including employees, consumers, suppliers, and community members, and it discusses environmental, social, and governance issues.





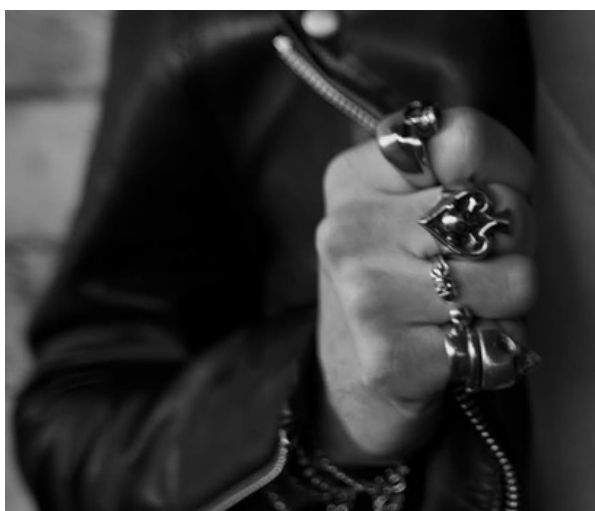


## OBJECTIVES

- Reduce greenhouse gas emissions by 25% by 2024
- Reduce water consumption by 30% by 2026
- Source 80% of its cotton from sustainable sources by 2024 and 100% by 2027
- Eliminate single-use plastic from its operations by 2026
- Pilot a clothing recycling scheme in all area

Including stakeholders in the development of a sustainability plan is crucial. Engagement of key stakeholders can assist in identifying sustainability risks and opportunities, increasing support for sustainability activities, and making sure the plan is in line with their expectations and values.

Allsiant's may foster social and environmental responsibility while addressing reputational, legal, and regulatory risks by putting in place a sustainability plan. Through these initiatives, Allsiant's can develop into a more ethical and sustainable company, contributing to a more sustainable future for all.







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