



# STRATEGIC BRAND REPORT

Calvin Klein

# Executive Summary

With its simple and contemporary style, Calvin Klein has remained a significant figure in the fashion business (Calvin Klein, 2023). In recent years, the company had seen several leadership and creative direction changes, including the hiring of a new president in January, Donald Kohler, and will be shortly joined by the new global brand president, Eva Serrano (Benissan, 2023). Despite the changes, Calvin Klein continued to release new collections and campaigns, which focused more on sustainability and inclusivity (Ferere, 2023).

The Strategic Development report of Calvin Klein will give an internal and external analysis of the brand current situation. Gives an analysis of the internal activities of the organization through its marketing and target and competitor analysis with supporting models and theory. It also gives an overview of the macroenvironmental factors and market issues that are effecting the brand. In conclusion with a list of strategic direction for the brand to adapt in the future to gain success and are supported by theoretical models, such as the Ansoff and Tows Matrix.

## IDENTIFIED BRAND ISSUES

- Lack of innovation
- need to prioritise sustainability
- be awared of environmental impacts
- poor brand positioning
- poor market share in some regions



# STRATEGIC DIRECTIONS

1. Market Penetration
2. Market Development
3. Product Development
4. Diversification

After analyzing the internal and external factors that impacts the brand, to succeed in the future, the company should be focusing on their Sustainability Performance; making innovation to the brand (ex. Products, logo, design); making more profit after the changes and lastly create their market share in countries that still need to be developed.



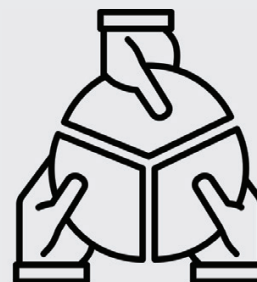
**Sustainability**



**Innovation**



**Profit**



**Market Share**



# SUSTAINABILITY INNOVATION

Calvin Klein being rated doing 'not good enough' by Goodonyou, it appears that the brand should be aware more of its **sustainability performance** (Goodonyou, 2022). As researched by Vogue, fashion brands are announcing a lot of planning for sustainability performances but not many brands have made progress on it (Cernansky, 2022).



Implementing more **sustainable materials** in the manufacturing process and adapting to a **circular design principle** with the help of their supplier to create a **sustainable supply chain** will be a good step to take toward their sustainable performance. And with the launch of a **new eco-friendly packaging** of Calvin Klein, will bring awareness of sustainability to their customers. It will help to increase transparency in the company and by promoting sustainability to engage with their customers.

# OUTPUT VISUALISATION

## Circular Economy model

This economy model could help to *recycle, reuse, return and repair* items bough from CK. (denim jeans, underwear collections)



## Eco-friendly packaging

The launch of new eco-friendly packaging will help to increase engagement with customers. It is made with sustainable materials and manufacturing.



# JUSTIFICATION

The use of sustainable materials in their manufacturing process and building a sustainable supply chain will increase transparency to the company. The launch of the new eco-friendly packaging of Calvin Klein will be helping the company to be aware of environmental impacts and to prioritize sustainability.

## OBJECTIVES

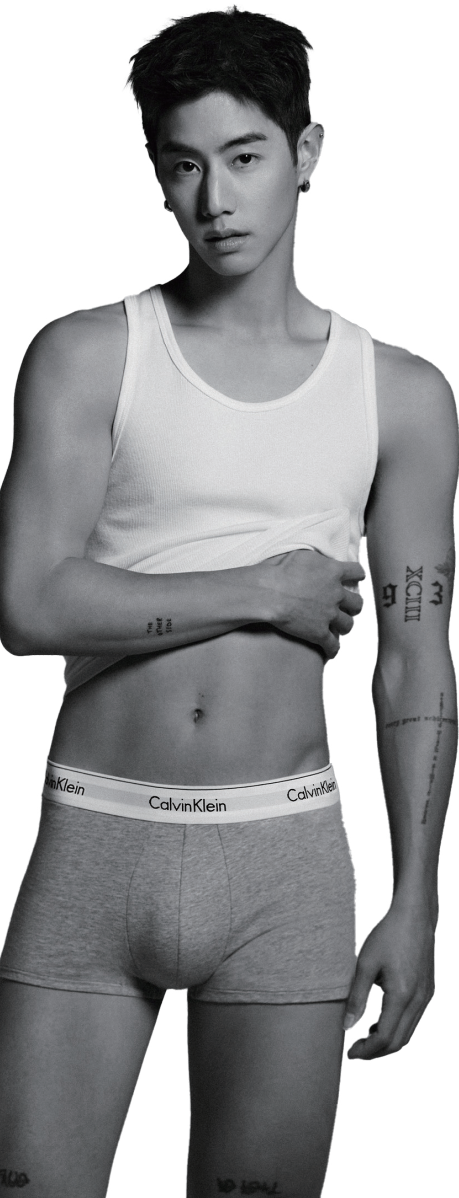
- IMPROVE SUSTAINABILITY PERFORMANCE
- INCREASE TRANSPARENCY
- ENGAGE WITH CUSTOMERS



# Calvin Klein

## Between Love and madness lies obsession

Calvin Klein: The brand is considered a success, but various things require intervention, such as innovation and marketing. Among the identified issues in the brand include: Poor brand positioning. There is poor market share in some regions, unaware of environmental impacts and the need to prioritize sustainability.



### Identity Prism

- Physique: Casual modern style.
- Reflection: Focus on the trends.
- Personality: Uniqueness and authentication.
- Culture: Western culture.
- Relationship: Quality of products related to high prices.
- Self-Image: Use style and trends.

### Marketing Mix

- Product: Ranges from underwear, cosmetics, Home products and accessories.
- Price: High prices on the products available online and offline.
- Place of distribution: Has more than 36,000 operating associates in 40 nations.
- Promotion: Television marketing, use of coupons, discount codes and social media platform

Calvin Klein is influenced by different things to make it successful and competitive. However, other things influence the company's success and can be connected to political, economic, and social issues. The political factor affecting the brand is the government regulation of products across its global market. Under economic factors, there is a potential increase in the rate of earnings among people, which is facilitated by increased minimum wage, hence more purchases. On the other hand, the increased awareness of the

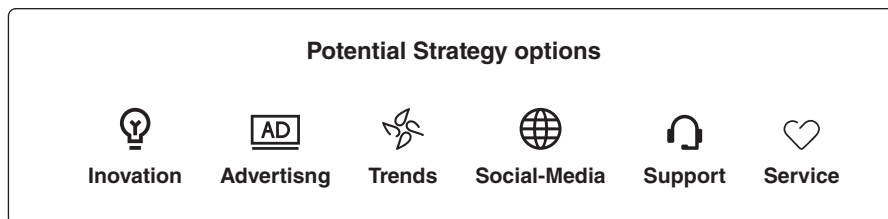
consumers on the company products through social awareness facilitates increased purchases. Technology is improving, facilitating quality products from the brand and encouraging more people to make necessary purchases. The company has concentrated more on venturing into a new market, but there are barriers, such as new laws and regulations, which limits it from venturing more. Besides that, the company focuses more on changing and protecting the environment through sustainable production and marketing



# Calvin Klein

## Digital Marketing Campaign

### 1.0 Strategic Visualisation



*Digital Marketing Strategy*



One of the Issues Identified in the Strategic Development Report is Poor Marketing Share. Therefore, the brand needs to concentrate on four things:

- Create more awareness of the products.
- The company can utilize B2B strategy, which will increase on new customers.

- Improve on brand positioning.
- Innovative products

Besides that, the brand needs to consider: Increased social-media marketing, Email Marketing, Content marketing, Pay-per-Click, Search engine optimization and Mobile marketing

**Phase 1**  
Setting Up and Laying Down Your Digital Marketing Strategy.



**Phase 2**  
Implementation and Traction



**Phase 3**  
Conversion and Expansion



**Phase 4**  
Understanding Client Desires



**Phase 5**  
Re-plan and Research

Calvin Klein needs to change its Digital marketing strategy by concentrating more on market research, especially on what the consumers want. Phases 1 to 5 will facilitate a better projection and understanding of ways the brand will improve its digital marketing to solve the issue of market share it has.



# INNOVATIVE SPACE SMART RETAIL DESIGN

Calvin Klein is perceived to be stuck in the past, or not offering anything new or exciting, it may struggle to attract younger or more fashionable consumers. Brands need to evolve and remain relevant to capture consumers' attention and keep them interested.

**SMART RETAIL DESIGN** involves incorporating technology and innovative design concepts to create an interactive and engaging shopping experience for customers. In the fashion industry, smart retail design can include virtual and augmented reality, interactive displays, and personalized recommendations.

These technologies have the potential to engage customers through personalized experiences and make their shopping experience more convenient and engaging. By incorporating technology into the design, the brand could keep up with the latest trends and providing a more innovative shopping experience for customers.

As a result, the use of smart retail design enhances the brand's image, attracts younger consumers, and increases engagement with the brand.





# IMPROVE MARKET PENETRATION

- **Improved Customer Experience**

Calvin Klein has employed technology-based designs to create a unique and immersive shopping experience for their customers.

- **Increased Accessibility**

allowing customers from any part of the world to shop for their products, thus expanding their market reach.  
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**Efficient Inventory Management**

- This helps them improve operational efficiencies by reducing stock-outs, optimizing inventory levels, and managing the supply chain more effectively.



1

## Intelligent Fitting Rooms

Calvin Klein could use technology such as RFID tags and digital mirrors in the fitting rooms to provide suggestions for coordinating outfits and make recommendations for the customer based on their measurements and preferences.

2

## Interactive Displays

Calvin Klein could leverage interactive displays that capture customers' attention by presenting compelling, moving images that showcase the brand's products in real-time and tell a story.

3

## Smart Shelves

Smart shelves using RFID and other sensor technologies can help keep inventory in stock, assist with pricing, and provide an accurate picture of sales.



# Calvin Klein

Calvin Klein  
Surprise  
Merchandise in  
Blind Box



## STRATEGIC CONCEPT

### Executive Summary

#### Strategy Deployed

Calvin Klein Pop-up Shops across London, New York and online retailers to launch and advertise jeans as well as a new underwear brands for males and female between 15 and 35yrs

Calvin Klein is introducing an exclusive online stop at Amazon.com/mycalvins, in collaboration with Amazon Fashion in June pop-up shops. The choice of retail shops are in New York and Los Angeles in addition to the online platforms. The online store will now provide a selection of Calvin Klein jeans in addition to the classic and upscale underwear and loungewear collections that are sold in brick-and-mortar locations. The pop-up shop adds onto both long and short jeans that will be accompanied by suitable under garments. A combination of free samples are on the menu, with the main agenda remaining to increase competitiveness across a shared global marketplace. The approach creates a segmented market for the products dedicated to disposable income brackets

### Target Audience

Pop-Up Shops strategy targets various market segments:-

- Psychographic Segment
  - Fancy fashion lovers
  - Swimmers and outgoing groups – Festivities & Holiday lovers
- Geographic Segment
  - Urban Dwellers – City lovers
  - Cosmopolitan Professionals
- Demographic Segment
  - Males and Females between 15 and 40 years

### Strategic Drivers

**Objective:** To introduce Pop-up stores that are fancy and attractive to the bubbly consumers

**Justification:** Brand interaction with customers, create awareness of jeans and underwear

**Brand issue:** Awareness creation for products that are produced in surplus for the youthful market



## Individual Concept Summary

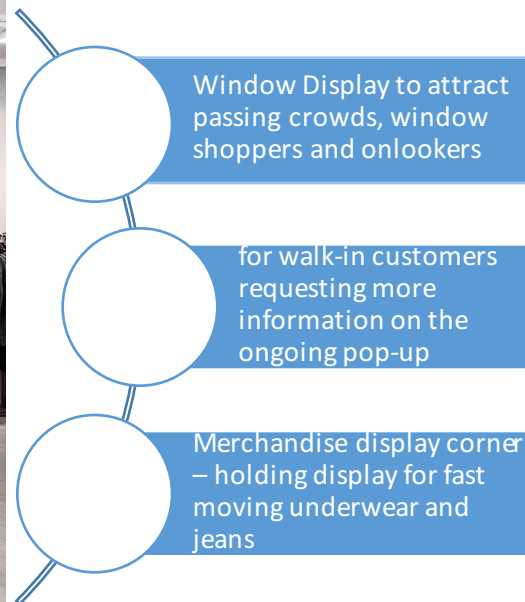
Pop-Up shop for Calvin Klein is a market reinvention strategy aimed at enhancing the brand image of the company across the chosen market segments

### Methodology

The report aims at conducting an intensive and vibrant approach for market penetration and enlisting the right responses from the potential consumers. The objectives of the strategy include:

- Introduce new brands of Calvin Klein underwear
- Launch Calvin Klein lingerie collection
- Leverage technology into the advancement of the brand
- Strategic and segmented market penetration

## Store Output Visualization



### Identified Brand Issues

**Technology Integration:** The strategy rolls out promotional aspects that are both on the retail floors and online platforms. Online clients will be served through courier services to achieve home delivery within the least time possible.

**Brand Standardization:** The strategy further streamlines the standards of the brand across sales platforms. The choice of a single pioneer online shop ensures that the merchandise distributed accompanying various products that address consumer needs.

# CALVIN KLEIN BRAND CONCEPT

The purpose of this report is to outline the main brand issues facing Calvin Klein brand from its assessment of its current operation, that is internal (micro) and external (macro) analysis. The analysis affirmed that Calvin Klein has the opportunity to venture into kids available market, penetration into environmentally friendly products, and digital development. For Calvin Klein to gain a competitive advantage from these opportunities, it is essential for the fashion brand to implement a sub-brand strategy. This strategy would help the brand to attract more existing customers, and further target kids consumers in the market. With this implementation, Calvin Klein would manage to increase its overall revenues in the long-term.



## TARGET AUDIENCE

The various levels of market segmentation were deployed.

They included:

### Demographics Segmentation

- Both male and females
- High disposable income
- 18-40 years

### Psychographic Segmentation

- Enjoys gigs, music, and festivals
- Loves fashion
- Innovative, adventurous, and enjoys trying new things
- Interested in city events and cultures

### Geographic Segmentation

- City dwellers
- Young ambitious professional in fashion and creative industries

### Behavioural segmentation

- Millennial consumers
- Career driven
- Independent and technology driven
- High spending habits in fashion industry
- Adores role models in sports, music, and entertainment industries

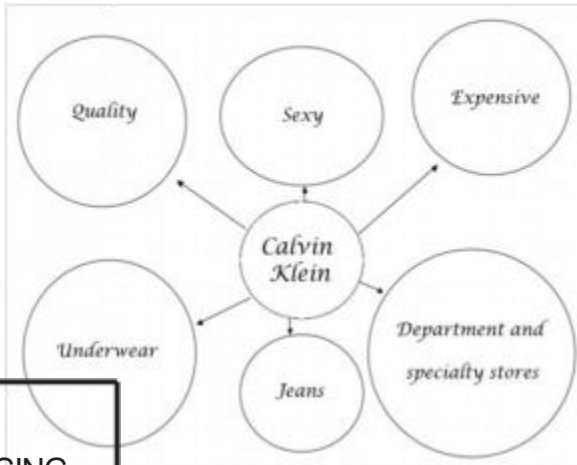
# Calvin Klein

April 2023

## STRATEGIC CONCEPT BRAND REPORT







### KEY WORDS

BRAND MERCHANDISING  
LIFESTYLE BRAND  
MILLENNIALS GENERATION

### STRATEGY DEPLOYED

Brand identity to consumer and inform them of the new product development of the new kid's clothing line. Portray a lifestyle approach and enhance connectivity between consumer and Calvin Klein Brand Magazine to form crucial part of the wider launched campaign of Calvins or nothing concept



### OUTPUT VISUALISATION OF EXECUTION TACTICS

In order to help Calvin Klein to penetrate the available market, venture into technology advancement, strengthen its brand, and further persist to its market strategy, the magazine aided in the achievement of these aims by;

1. Presenting multiple and quality imagery
2. Availing product details
3. Formulating links to social channels
4. Deploying multi-channel content approach
5. Involvement of celebrities
6. Using Customer generated content
7. Pushing product for their bestsellers.

### METHODOLOGY

The report conducted a market penetraton strategy that aided in forming the right responses of how Calvin Klein can fully maximise on its market potential. Using market penetration strategy, the main objectives were;

1. To exploit the available market
2. Venture into technology and its advancement
3. Strengthen its brand by recognising environmentally friendly styles
4. Persist to its marketing strategy

### AIMS OF THE MAGAZINE

The aims of the magazine were three, they included;

1. Message – intended information about brand identity and product
2. Transmit – act as channel for delivering the message
3. Receiver - intend to pass to the target consumers

### JUSTIFICATIONS

The magazine encouraged on several adoption of promotion mechanisms. The main concept advocated for included;

#### Use of in-store

- Providing sales points

#### Creation of websites

- That would help run online ads
- Avail external links to online magazine

#### Emails

- Sending autogenerated reminder of where to access magazine

#### Social media

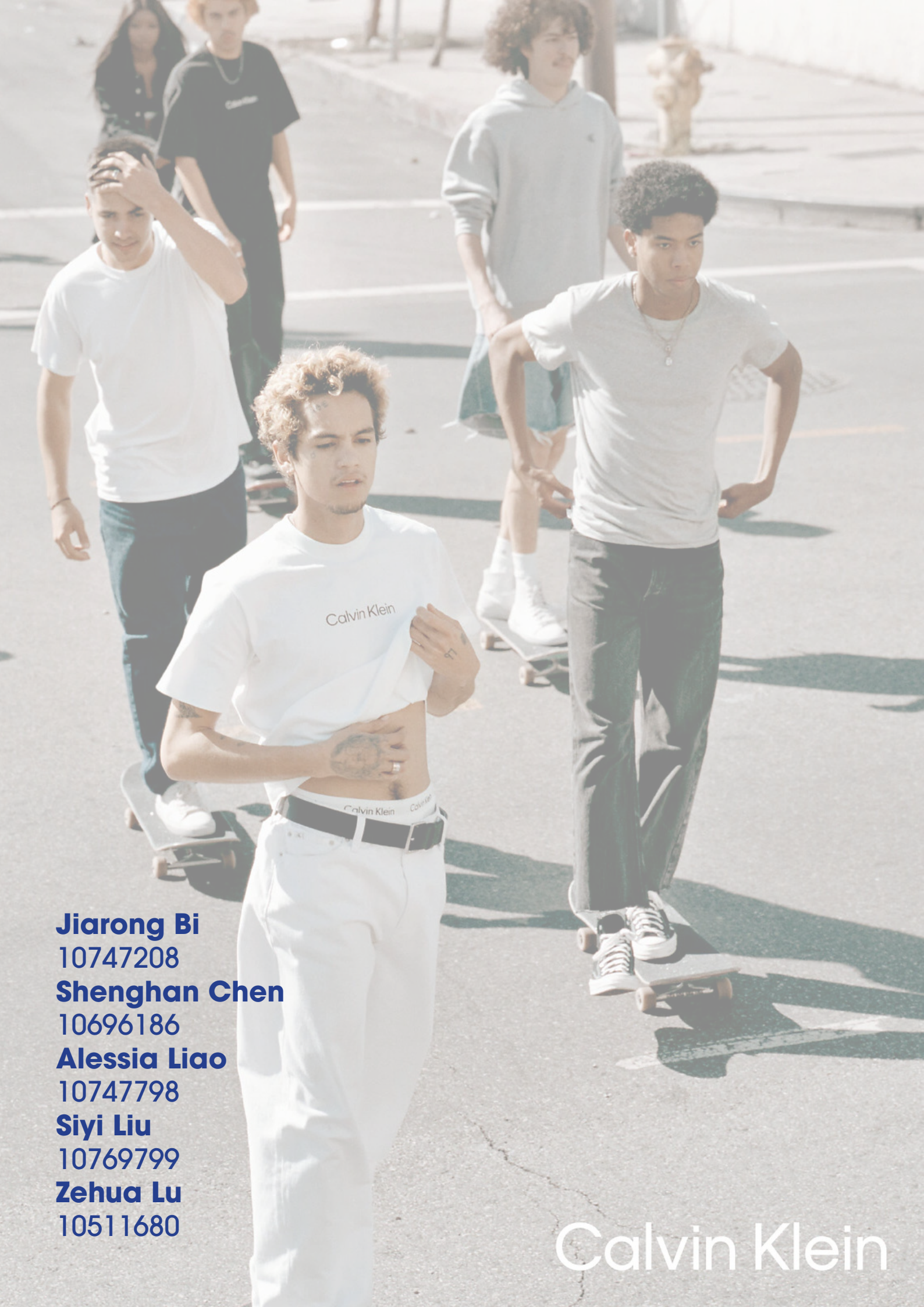
- Creating Instagram, TikTok, and Facebook accounts

#### Organising events

- Create entertainment forums

#### Sales promotions

- Intend to increase sales by using more promoting dynamics



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Calvin Klein