

A low-angle photograph of four women in athletic wear. The woman on the left is wearing a purple sports bra and has her arms raised. The woman in the center is wearing a brown sports bra and has her arms raised. The woman on the right is wearing a dark blue sports bra and has her arms raised. The woman in the foreground is wearing a teal sports bra and has her head tilted back. All women are looking upwards.

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GIRLFRIEND COLLECTIVE

**Strategic Concept
Brand Report**

GIRLFRIEND

COLLECTIVE Executive Summary.

Established in 2016 in Seattle, Washington, Girlfriend Collective is a sustainable athleisure brand that strives for female empowerment and inclusivity. Despite being a newer brand, Girlfriend collective have established a strong community with an extensive size range and clear sustainable initiatives.

Research Methods Used

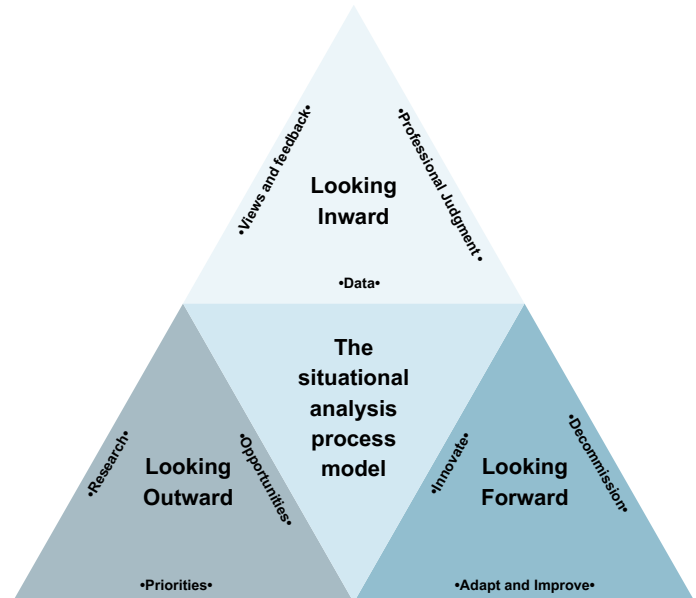
Within the report, a comprehensive situational analysis (“Looking Inwards”, “Looking Outwards”) has been conducted to identify Girlfriend Collective’s current strengths and weaknesses. This examination is pivotal for devising development strategies. Based on the research findings, it is evident that there is considerable potential for enhancing product diversification and digital innovation, as illustrated in Figure 2.

Internal Analysis:

- Marketing Mix (4Ps)
- BCG Matrix
- Brand Identity Prism / Future Brand Identity Prism
- Value Chain
- Pen Portrait
- Adoption Curve

External Analysis:

- SWOT
- PESTEL
- Porter’s Five Forces



Situational Analysis Process Model | Figure 1 (Authors Own, 2024)

Keywords

- Sustainability
- Gen-Z
- Pop-up shop
- UGC (User generated content)

Innovate.

Captivate.

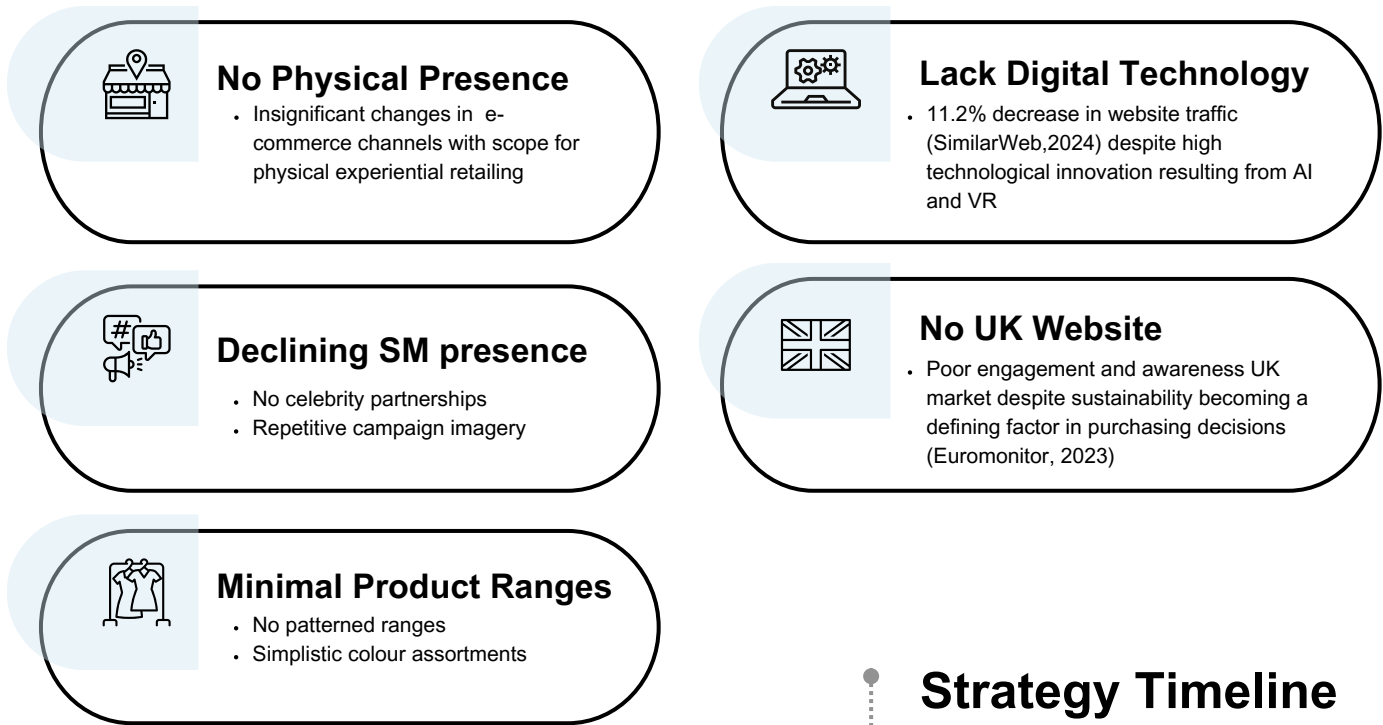
Rejuvenate.



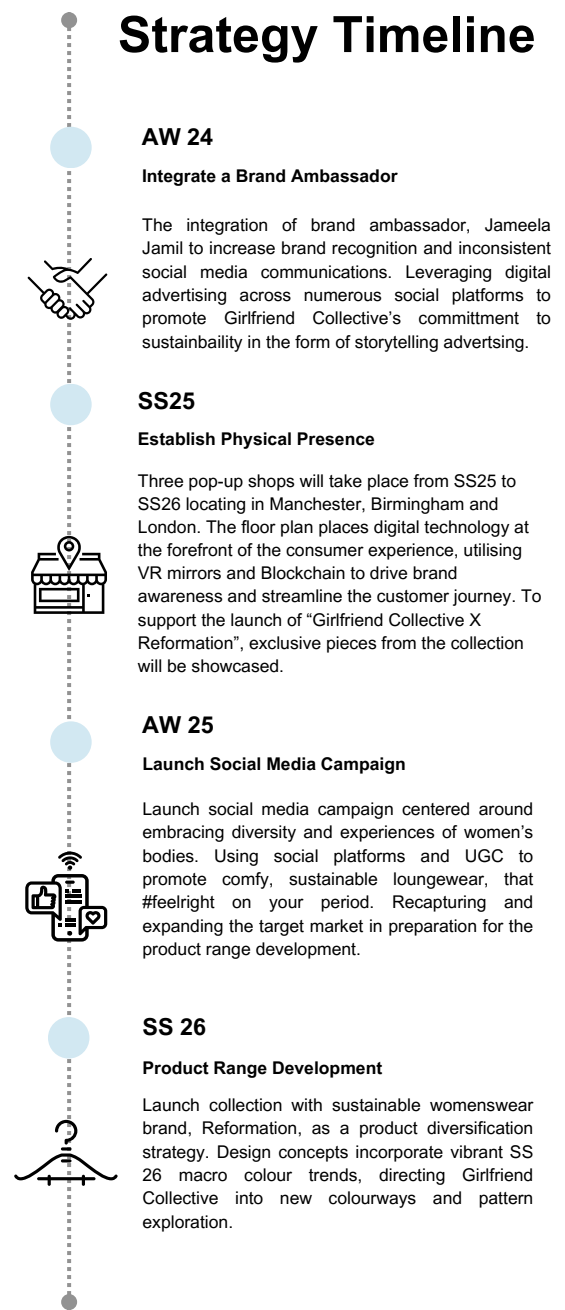
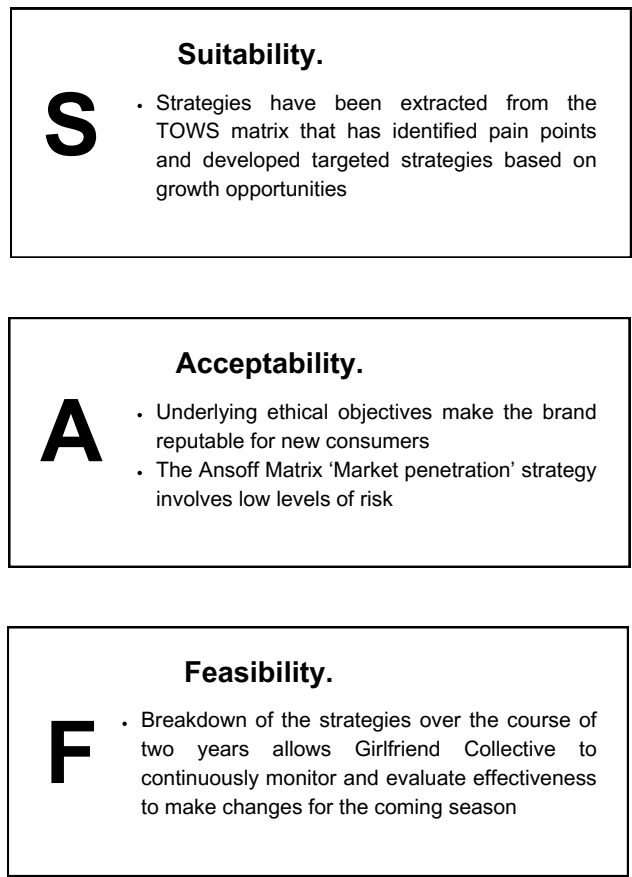
(Pinterest, 2024)

Strategy Overview| Figure 3
(Authors Own, 2024)

Brand Issues



Condensed Brand Issues| Figure 2 (Authors Own, 2024)



GIRLFRIEND
COLLECTIVE

x

Reformation

Objectives.

1. Diversify the product range while reinforcing sustainable approach
2. Attract a younger audience
3. Increase sales and drive traffic to e-commerce platforms

Figure 1 - Project Objectives (Authors Own, 2024)

74%
of sports goods buyers prefer to purchase from well-known brands (Mintel,2024)



This project will address Girlfriend Collective’s brand issues identified in the Strategic Brand Report, focusing on diversifying its product range.

A clothing line has been developed in collaboration with sustainable womenswear brand Reformation. Aligning themselves with a popular brand that shares a target market and core values will help Girlfriend Collective maintain authenticity and increase brand awareness with a younger target audience.

Main Stages of the Range Development Process Model

Figure 2 - Process Model (Authors Own, 2024)

- 1. Situational Analysis**
 - Assessment of micro and macro-environment
- 2. Trend Translation**
 - Directional trends and translation
- 3. Range Development**
 - Design and concept evaluation
- 4. Implementation**
 - Production, allocation and value monitoring

Brand collaborations are gaining extensive popularity in the fashion industry, allowing brands to target “new but relevant audiences” (Blight,2022).

Justification.

Girlfriend Collective and Reformation are two brands that aim to let their garments speak for themselves, reflecting their positive ethical business practices and style, This unique selling point of both brands means that they prioritise following societal and environmental trends over fashion trends when creating products. The collaborative collection will therefore produce a fundamental set of products that will regenerate the brands together. Through design exploration, the garments develop upon expanding Girlfriend Collectives colourways, since they do not have any existing patterned collections.

Output Visualisation.



Figure 3 - Range Overview (Authors Own, 2024)

WGSN (2024) outlines “Glowing Pastels” as a key SS 26 colour trend driven by technological advancements and reliance, that inspires brighter pops that create a digital look. This paired with Reformation iconic silhouettes creates a new and exciting direction, currently lacking in the Girlfriend Collectives product selection. Each garment comes in an inclusive size range between XXS-6XL.

Implementation.

Each garment in the collection will be produced sustainably to follow the ethical standards set by each brand. As both brands target Gen Z and young Millennial audiences, these consumer groups are increasingly informed on environmental issues and prioritise loyalty to reputable businesses. The increased brand recognition to be gained from the collaboration means that new consumers will value the brand's strong commitment, aiding them in leveraging their unique selling point. The product packaging will be accompanied by Blockchain tracking that allows consumers to learn more about raw material conversion and production techniques, further supporting the overarching strategic aim for digital innovation.



Figure 4 - Blockchain Product Tag (Authors Own, 2024)

The product will initially be stocked in the experiential pop-up store to create a sense of intrigue and exclusiveness for the first group of consumers. This will be followed by a full collection launch in April 2026.

Executive Summary

Social Media Campaign

The #FeelRight campaign aims to promote the brands loungewear collections as comfortable, sustainable alternatives to wear during menstruation. The campaign has been created in response to the stagnant growth in social media for Girlfriend Collective due to losing sight of brand identity. This short-term social media campaign aims to reinstate the brands initial buzz, through innovative engaging content, consisting of promoting primarily loungewear collections across platforms. The campaign hashtag is at the forefront of the campaign, aiming to make buyers #feelright on their period in terms of mind and body through sustainability and comfort. As a key tool in 2024, UGC posted under the # will create a stronger consumer community, however there is potential for backlash due to the nature of the campaign . Ultimately, the campaigns end goal is to reclaim lost consumers and gain new ones, in preparation for the release of the product range development.

Campaign Objectives

- 1** Drive website traffic & loungewear collection purchases.
- 2** Recapture & Stimulate existing consumers with new engaging content.
- 3** Increase brand awareness across social media platforms.

Implementation

Innovate.

use creative media content across platforms.

Captivate.

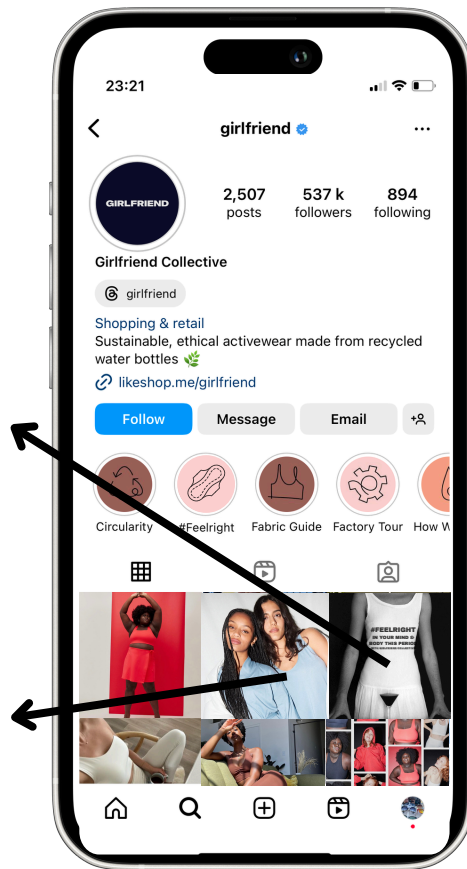
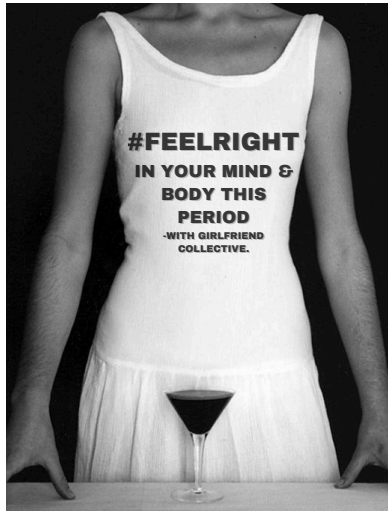
use storytelling and personal experiences.

Rejuvenate.

use diverse models and UGC to refresh.

The average user now spreads their digital footprint across six to seven platforms every month. (Forbes, 2023)

Output Visualisation



The feelright hashtag aims to generate UGC (user generated content) from consumers with personal experiences shared from on their periods for Girlfriend Collective to repost and spread awareness.

Content on TikTok will primarily revolve around trends in creative ways to captivate their Gen Z audience eg pov's, trending sounds/music, repost consumer videos. Utilising Live videos across platforms by using the sneak peeks from the pop-up shops, allows for the online build up of anticipation surrounding the product range.

Partnering with eco-friendly influencers will help to initiate buzz as well as, story quizzes and polls on Instagram/Facebook promoting the comfort and sustainability of their loungewear collections.

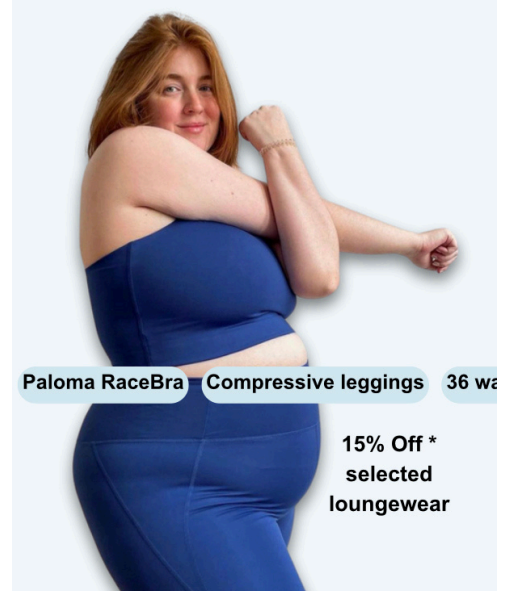
93%

of marketers agree that content created by consumers performed better than branded content. (Beveridge, 2024)

Justification

An increasing number of existing consumers are leaving comments across Girlfriend Collectives social media, revolving around the lack of plus sized models featured and more neutral identity, with some accusing the brand of forgetting their identity. As a result, a social media campaign centered around women's bodies and experiences takes in current industry trends. Despite potential backlash due to the vulnerability of a campaign centering around periods, Girlfriend Collectives predominantly target female Gen Z, whose market are likely to get involved with a transparent, embodying campaign. With the implementation of key objectives; innovate, captivate and rejuvenate, consumers are simultaneously being draw in but prepared for the impact of an innovative, experimental product range.

**GIRLFRIEND
COLLECTIVE**



Experiential Pop-up Shops.

Objectives

1. Increase brand awareness

2. Reinforce CSR Initiatives

3. Digitally innovate to streamline customer journey

This project addresses Girlfriend Collective's brand issues identified in the Strategic Development Report, focussing on establishing a physical presence in the UK to drive brand awareness. This will be achieved through the development of three exclusive pop-up shops, utilising digital technology to reinforce Girlfriend Collective's CSR initiatives and streamline the customer journey. To promote and support the launch of "Girlfriend Collective X Reformation", exclusive pieces will be showcased for the initial group of consumers.

Justification

The experiential pop-up shops embody the key themes of digitalisation, sustainability, and personalisation through innovative and concise design, guided by comprehensive research into industry and consumer trends. These themes are instrumental in cultivating brand awareness among Girlfriend Collective's Gen-Z target market. Despite drawing from industry trends, the strategies have been carefully selected to resonate authentically with Girlfriend Collective's brand identity; high quality, youthful and minimalist.

"66%

of brands reported an increase in brand awareness after experimenting with pop-up shops"

(Google, 2023)

Implementation

Innovate.

Implementation of in-store technology e.g. Smart Mirrors, Blockchain

Captivate.

Exclusive pieces from "Girlfriend Collective X Reformation" range

Rejuvenate.

Digital campaign wall showcasing new celebrity collaboration

"Fit is the most important factor when buying clothes, with 69% of consumers prioritising a good fit"

(Mintel, 2023)

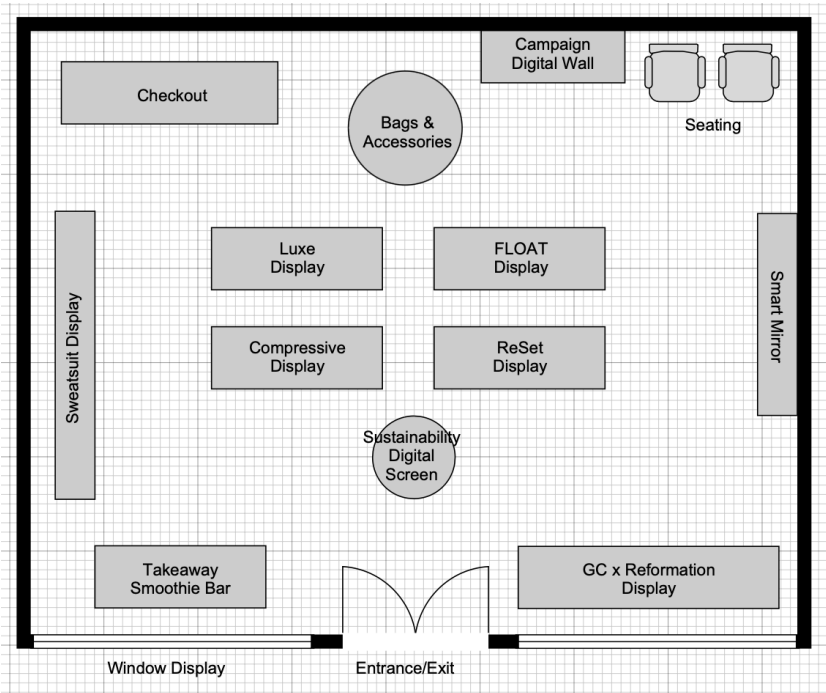
"53%

of consumers want a clean and easy shopping experience in-store"

(NTT Data, 2023)



Output Visualisation



Pop-up Shop Floor Plan | Figure 1 (Authors own, 2024)

Smart Mirror

The pop-up shop floor plan places digital technology at the forefront of the consumer experience, utilising smart mirrors (VR technology) to enable customers to virtually try-on garments, creating an engaging and convenient shopping experience.

Pop-up Shop Exclusive App

The development of a pop-up shop exclusive app allows consumers to scan the individual tag of a garment. This feature, powered by Blockchain technology, enables users to trace the unique supply chain for each item, thereby reinforcing Girlfriend Collective’s commitment to sustainability. Styling suggestions are also provided to enhance personalisation and increase sales volume.

Product Displays

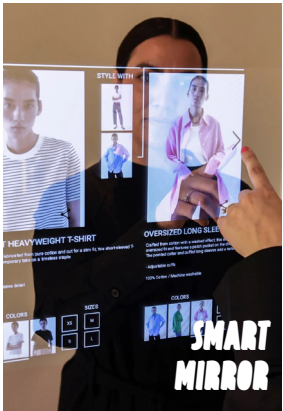
Collection displays have been designed with a low-to-floor layout, incorporating tiered elements to evoke a minimalistic contemporary aesthetic. This maximises product visibility while maintaining an open and uncluttered environment.

Smoothie Bar

In-store purchasers receive a 50% discount for the smoothie bar, reinforcing Girlfriend Collective’s health and fitness brand image. The brand’s logo on the cups encourages word-of-mouth promotion, with the aim of smoothies being shared on social media.

Digital Screens

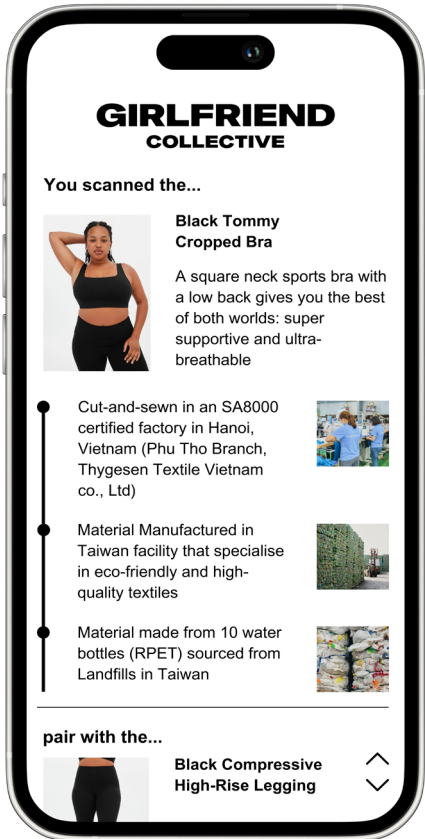
Upon entering, a digital screen informs customers about Girlfriend Collective’s CSR initiatives, prompting them to download the exclusive pop-up shop app. Campaign digital walls showcase the recent collaboration with celebrity Jameela Jamil, enriching the technologically driven environment and offering relatable imagery for consumers.



Inspirational Images (Pinterest, 2024)



Garment Tag | Figure 2 (Authors Own, 2024)



Pop-up Shop Exclusive App | Figure 3 (Authors Own, 2024)

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