



Bouxx

STRATEGIC
DEVELOPMENT
REPORT

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— AVENUE —

EXECUTIVE SUMMARY

Boux Avenue's journey began positively, with the brand expanding across the UK and internationally. However, after situational analysis into the brands current circumstances it appears it has neglected its exhibition of brand image.

Furthermore, there are plenty of push and pull factors the brand can utilise to get a stronger foothold in the market, such as sustainability involvement and innovative advances.



Proposed Target Consumer:

Boux Avenue has weak consumer targeting as a result of its inconsistent branding and indistinct marketing approach. To improve, they will refocus their strategies to tailor "Gen Z" demographics to successfully resonate with the new consumer preference for comfort, sustainability and digital innovation.

“Redefining
“**sexy**”
through
innovative,
sustainable
underwear
with an
emphasis on
inclusivity and
consumer
experience”

Figure: Boux Avenue New
Mission Statement Authors
Own 2024



INNOVATE



REDEFINE



RECONNECT

Figure: Boux Avenue Key Strategy Words
(Authors Own 2024)

STRATEGIC OBJECTIVES



Improve **social media presence** and **align online identity** with brand image



Introduce new **sustainability initiatives** via ranges



Improve **marketing** and **PR** approaches



Digital innovation - development of **experimental retail space**



Reconnect to **brand values** and **inclusivity message** via a mobile app

Weak Sustainability efforts

Inconsistent Brand Image

Poor In-store environment

Limited CRM

Inadequate digital innovation

BRAND ISSUES

Relaunch of Social Marketing Communications

A/W
24

S/S
25

Development of mobile app/ Communications strategy - PR events focused

Relaunching new sustainable shapewear range

A/W
25

S/S
26

Experiential Retail Space

Long term sustainability plan- improving sustainability throughout the whole supply chain

S/S
27



Use of PR Events for Improved Communications Strategy

The new and improved communications strategy for Boux Avenue will incorporate tools such as social media, celebrity endorsement, email marketing, PR events and digital communication optimisation.

The PR weekend is a key part of Boux Avenue's new and improved communications plan, which has sole focus on creating a consistent brand image and will use an IMC approach to redefine the key values of the brand. The main communication tools used in the new strategy include social media promotion, engagement and interactivity, celebrity/influencer endorsements, cause branding and storytelling. Introducing new aspects into Boux Avenue's communication strategy will allow the brand to not only attract consumers interest but strengthen relationships and trust with them.

Through social media, the brand will tease the announcement of new ambassadors, upcoming events, and also get to know the consumer better through polls, and interactive messaging.

INTENDED OUTCOMES:

- Improved brand – customer relationship
 - Improved customer experience
 - Increase brand loyalty through development of brand image



**“Empowerment + Inclusivity:
Giving Back to Women and
the Environment”**



AIDA MODEL:

Attention – tease through social media channels and email marketing the upcoming announcement of new brand ambassadors and upcoming events

Interest – using storytelling marketing and brand ambassador combination, provide entertainment to the consumer through content marketing, interviews with influencers and share brand values through digital communication channels

Desire – advertise products supported by the messages of brand values and empowerment marketing, portraying why the products are more than just material goods.

Action – cause branding – demonstrate the brands commitment to supporting important charities with fundraiser event, shared by influencers, encouraging consumers to make worthwhile purchases.

Boux Avenue's PR Weekend:

Boux Avenue will host a weekend of PR events in order to promote the new and improved brand image focused on inclusivity and sustainability, as recommended by the strategic brand development objectives. The weekend will feature a series of events to generate buzz about the brand, gaining new attention and further encapsulating current consumers.

The weekend will begin with a virtual fashion show, that will be teased prior on social media and through email marketing. Then, there will be the charity fundraiser, in which stakeholders of the brand, as well as media personalities and press sources can attend and participate. The final event will be an influencer exclusive, where endorsers and ambassadors of the brand can network and share the brands new remodelled and consistent identity with the public.

Through these events, Boux Avenue will be able to promote the launch of its new app and first sustainably developed range, the outputs from the strategic brand development plan.



Virtual Catwalk for Digital Fashion Show



Mirror with Brand Logo and QR Code



Photo Opportunities for sharing online



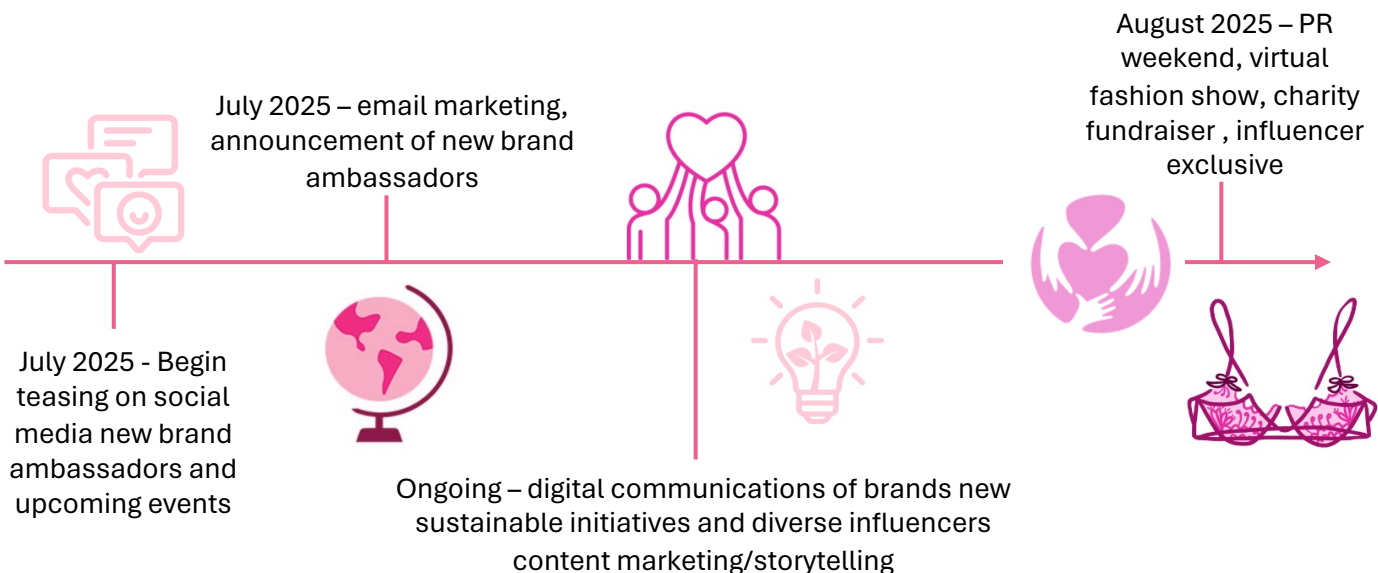
Influencer Exclusive



JUSTIFICATION:

The use of public relations events as a communications tool can successfully achieve brand objectives of conveying the desired brand identity to consumers meaningfully and personally. Using storytelling and content marketing is compelling to the target audience and can help build stronger relationships between brand – consumer. The PR events and influencer marketing will gather media attention for Boux Avenue. The new integrated communications plan will allow for Boux Avenue to build a better community and promote it consistently across digital platforms.

TIMELINE



Strategic Objectives

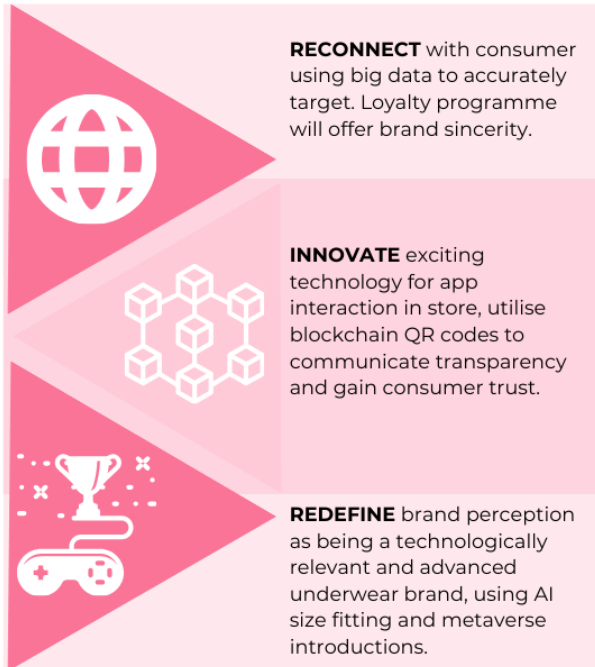


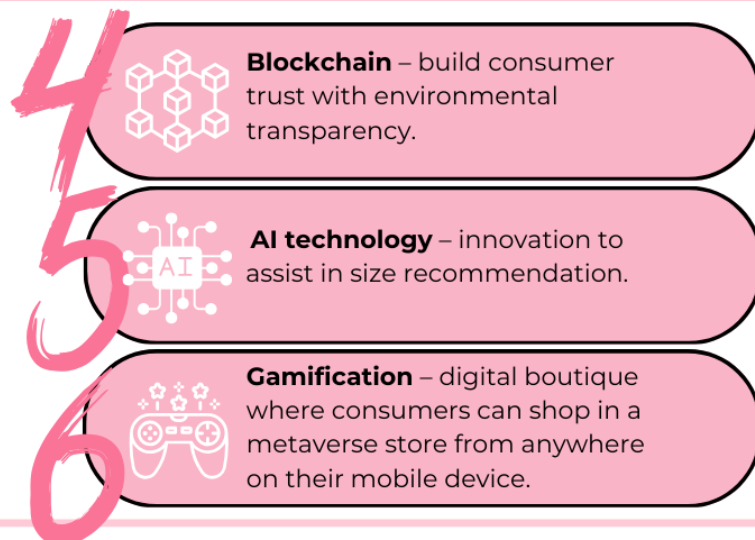
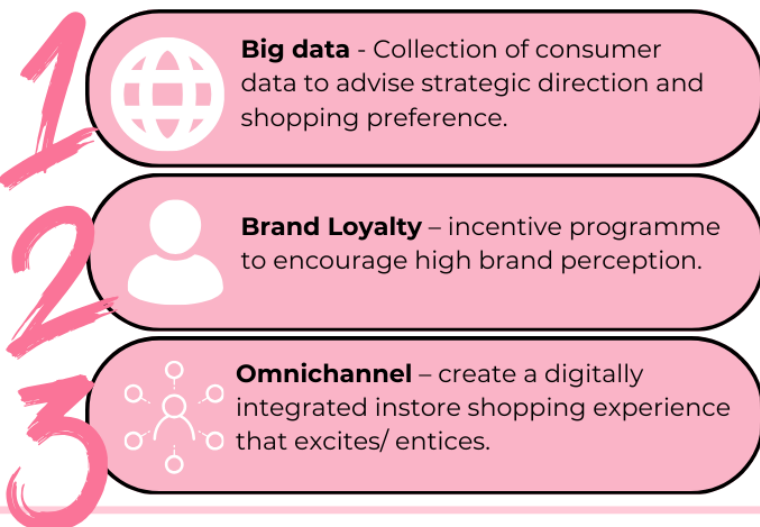
Figure 1: Proposed Strategic Objectives (Authors Own, 2024).

Boux Avenue needs to make sufficient advancements within its omnichannel business strategy to stay relevant in 'digitally native' Gen Z consumer minds (Mintel, 2022). With e-commerce booming over recent years, due to restricted retail shopping and store closures post Covid, consumers are seeking digitally integrated experiences (Mintel, 2022). Boux Avenue has failed in providing the relevant resources to meet said demand, as identified in the (Strategic Group Report, 2024). To **reconnect** with consumers Boux needs to **innovate** a phgitaly forward application, which will **redefine** the brand as a market leader and align with consumer preference.

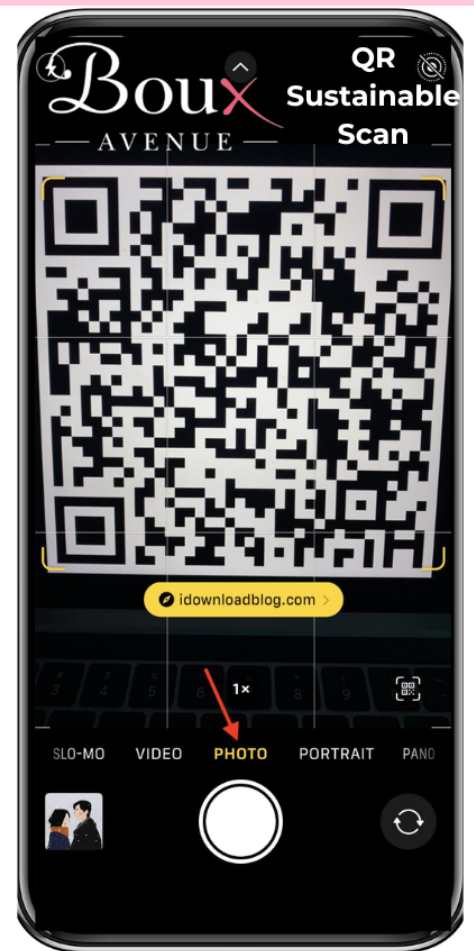
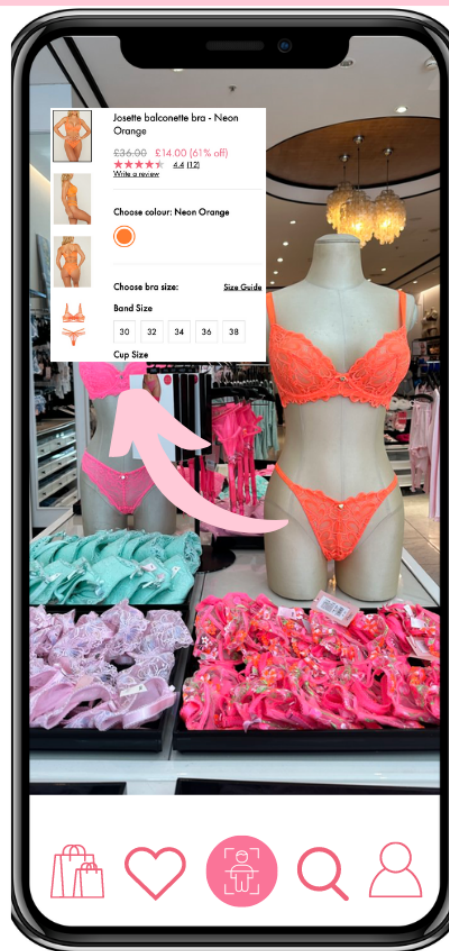
Developing a mobile application, Boux avenue will immerse themselves into the phygital world where consumers can integrate their digital preferences with brick-and-mortar shopping. By expanding on e-commerce strategy, the brand will gain increased access to consumer insights therefore offering a personalised experience which will captivate and entice new customers/ sales. Increasing consumer touchpoints, using push notifications and personal recommendations, provides the opportunity to gain daily coverage with customers mobile devices while satisfying the 'Gen Z' desire for a convenient yet exciting shopping experience. Developing the option of autofill and smart payment options will further support this strategic objective. Using AI technologies, the app will offer an omnichannel shopping strategy. This project will assist Boux in becoming a leading competitor in the underwear market as well as strengthening customer loyalty/ relationships.

A survey revealed that using mobile apps to shop for groceries was the most popular in 2021, with 72 percent of online consumers in the European Union cited to have done so. Additionally, a total of 65 percent of EU-based online shoppers used mobile apps for fashion-related shopping, making it the second-most popular segment for mobile app e-commerce (Statista, 2023).

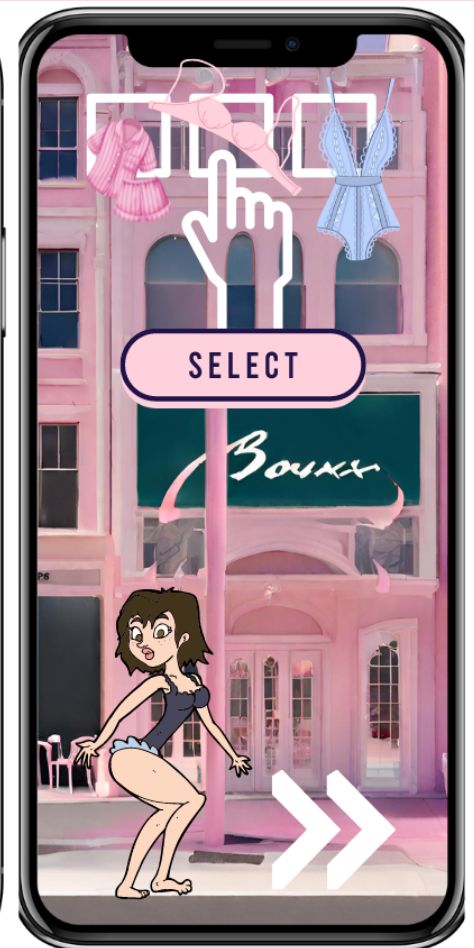
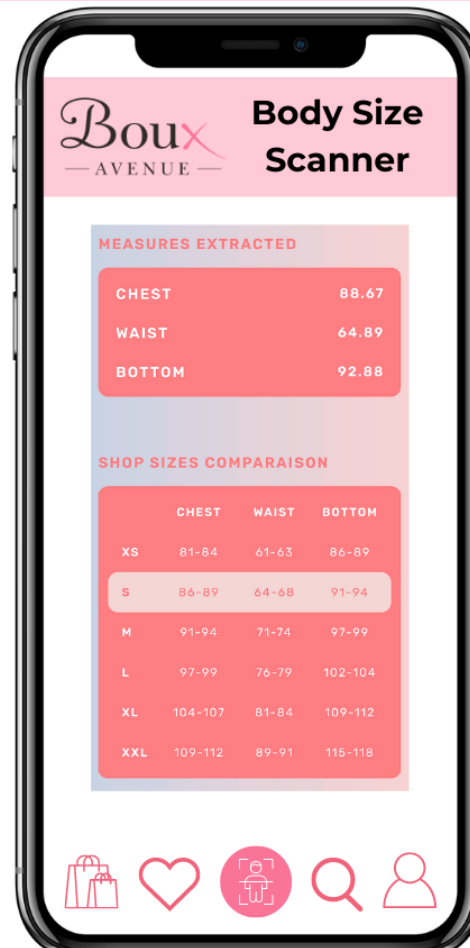
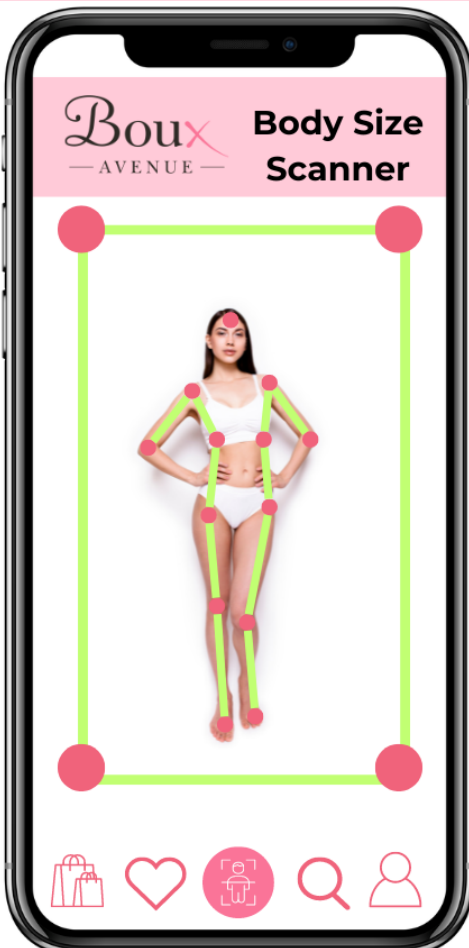
Mobile app market size: Mintel forecasts that the value of the mobile app market will be £3,027.6m in 2022. (Mintel, 2022).



Users now have the option to shop anywhere anytime within the app, with the option to create a wishlist for future shopping. Furthermore users can scan items in store to find the product instantly, in case of size unavailability or interest in various colours. This will then provide the option to order online to pick up instore or home delivery. Within the sustainable collection, as suggested in the Group Strategic Report (2024), tags will contain a Qr code, which allows customers to see the full product journey through the supply chain therefore enhancing trust and encouraging purchase.



The more hours spent on the app means the user will receive promotional codes by push notification to spend on in-app purchases. AI technologies will provide users with the opportunity to use mobile camera to full body scan and receive their body measurements with recommendations of best support, comfortability etc. Developments of a metaverse game will provide customers with the ability to create a personalised avatar and shop virtually in a Boux Avenue curated world, where they can meet with friends and shop.





Boux Avenue's previous attempt at introducing a shapewear range, made with unsustainable materials, was met with consumer disapproval. As a result of the backlash the products received, and due to poor sales, later clearance prices were dropped as low as £3.00 on their website. Recognising the need for a strategic change in direction, this report outlines a plan to re-develop and launch a condensed, sustainable shapewear range at Boux Avenue.

The re-launched, sustainable shapewear range will promote diversity by featuring variety of sizes and colours, catering to customer preferences. In store, staff will be trained to aid customers in choosing the best shapewear options based on individual needs. Utilising technology, the success of the range will be monitored through data analytics and customer feedback.

Boux can use the launch of the range to gauge the consumers interest in the sustainable market, and, will help them integrate sustainable practices and properties into more of their products. This strategic move aims to distinguish Boux Avenue from other shapewear brands by aligning with consumer demand for sustainable and ethical fashion choices. By offering environmentally-friendly shapewear, Boux Avenue can increase customer satisfaction and ultimately boost company revenue.

The growing popularity of shapewear, "propelled into the limelight" (Drapers, 2024) by brands like Skims, unveils an opportunity for Boux Avenue to capitalise on this trend. Using sustainability in shapewear production not only meets consumer expectations but also positions Boux Avenue as an innovative player in the industry, encouraging long-term success and growth.

WHY SHAPEWEAR ?



Feedback from consumer of previous shapewear range:

"THEY ARE TOO SKIMPY AND NEED MORE SUPPORT AT THE TOP OF THE LEGS"
(Mcginley, 2019)



36% ELASTANE



64% POLYAMIDE

Boux
— AVENUE —

"SUSTAINABLE FASHION IS NOT A TREND, ITS A RESPONSIBILITY."

-Livia Firth

- Boux Avenue's use of "unsustainable fibres in the production of their previous shapewear causes many issues for the environment. Polyamide is a plastic, man-made fibre that, when produced, used non-renewable sources, like oil. As a result of this process, greenhouse gases are given off into the atmosphere.
- Elastane also is a man-made, synthetic fibre that causes a lot of issues, like contributing to micro-plastics. When washed, elastane fibres break off, leaving them in our waters and seas. Because of it's synthetic properties, the fibres stay in our waters as they can't be broken down.

WHY DO CONSUMERS THINK SUSTAINABILITY IS IMPORTANT TO THEM?

ENVIRONMENTAL AWARENESS: They prefer purchasing products minimising harm to the environment.

ETHICAL CONCERNS: Preference for products produced ethically with fair labor practices.

HEALTH CONCERNS: Preference for safer, non-toxic materials.

LONG-TERM IMPACT: Desire to contribute to environmental and social well-being for future generations.



TENCEL

- BREATHABLE
- BIODEGRADABLE
- DURABLE

LYCRA ECO-MADE FIBRES

- REDUCED WASTE
- LESS WATER USED
- COMFORTABLE

BETTER COTTON

- RECYCLED
- SUSTAINABLE
- TRUSTED

Boux x **better cotton**
— AVENUE —

10% BETTER COTTON

20% LYCRA ECO-MADE FIBRES

70% TENCEL FIBRES

Boux's competition within the market is varied. With most brands who claim their shapewear is 'sustainable' and an 'eco' product, when they are contain polyamide, nylon and elastin fibres, the integration of product made of completely sustainable fibres, will not only broaden Boux consumer base but, will put them at the top of the sustainable shapewear market.



INNOVATE

REDESIGN

RECONNECT

YEAR 1: Months 1-3: Research and Concept development

- Market research, in order to understand consumer preferences and market trends on sustainable shapewear.
- Highlight product objectives and the goals of the new range.
- Develop CAD's and establish sustainable materials, with comfort and quality in mind.

Months 4-6: Material sourcing and Prototyping

- Source Fibres and establish relationships with more ethical supplier.
- Begin testing material, fit and comfort.
- Refine designs based off prototypes.

Months 7-9: Production Planning

- Finalise material selection.
- Ensure quality control and scalability by coordinating with manufacturers.
- Develop packing solutions that are sustainable.

YEAR 2: Months 10-12: Marketing strategy and pre-launch preparation.

- Develop marketing strategy with use of digital and traditional channels.
- Plan Pop-up, partnerships and online launch events.
- Ensure launch off app is successful as it will be the first new product launched on there.

Month 13-16: Product launch and initial sales.

- Launch the range with heavy focus on its sustainable qualities and social media focused marketing campaign.
- Engage customers through new sustainable offering.
- Gather feedback instore, online.

Month 19-24: Scaling and Expansion

- Sales performance will be monitor, using reviews, demand and customer feedback.
- Bow that relationships are made with manufacturers, sustainable properties can be used in more of boux products.



EXPERIENTIAL RETAIL CONCESSION SPACE

To alleviate Boux Avenue’s pain points of poor in-store environment, blurred brand identity and weak CRM efforts, this individual report details one proposal: an **Experiential Retail Concession Space**. This concept strategically integrates a designated area within existing Boux Avenue stores, dedicated to the customer experience.

The experiential space compliments the modern consumer, one which requires innovation and experience to capture their interest (Euromonitor, 2023), retaining existing consumer loyalty and attracting digitally savvy and experience seeking shoppers.

THE EXPERIENCE

Consumers expect an experience as opposed to just the tangible product at hand (Jaworksi, 2018). Retailers can orchestrate and facilitate activities to infuse a desired experience upon the consumer (Hume et. al 2006; Stein & Ramaseshan, 2016) which will be the focus of the report.

To create a reliable, future-proof strategy for Boux Avenue, the proposed experiential space will serve to satisfy each dimension of experience, as outlined by Pine & Gilmore (1998)- Escapism, Education, Entertainment and Esthetic, figure 1.

PAIN POINTS

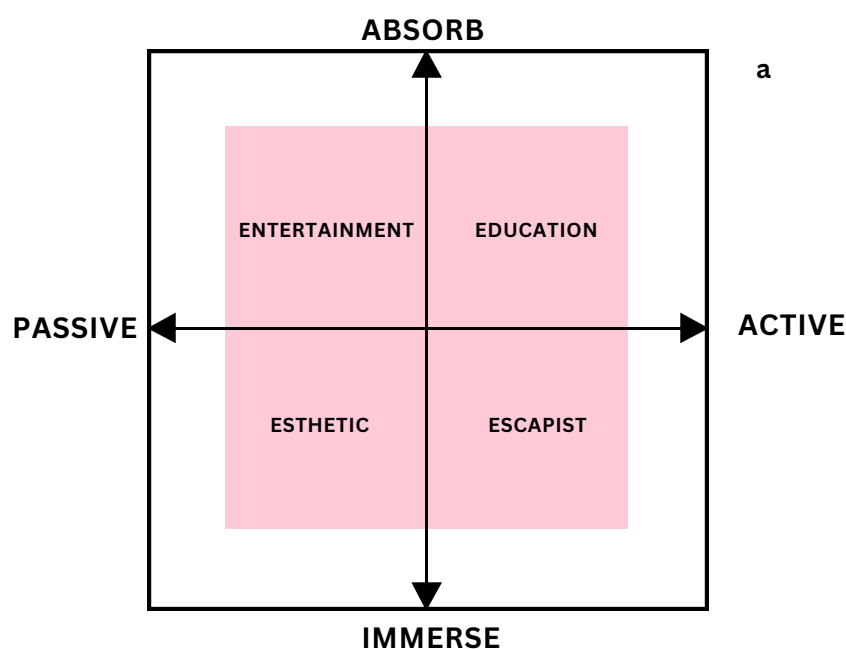
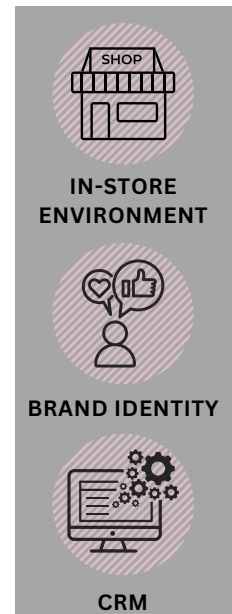
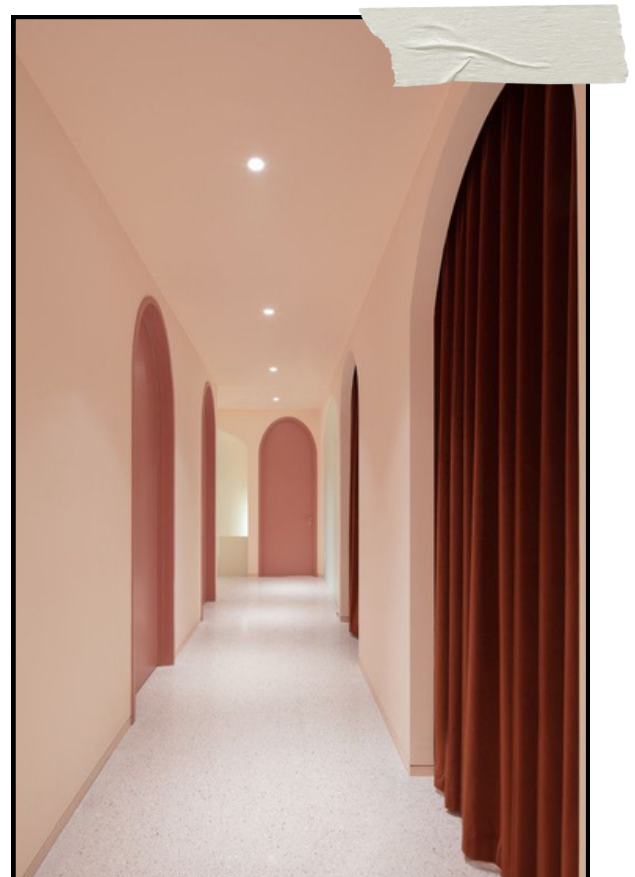


FIGURE 1: 4 realms of experience (Pine & Gilmore, 1998)



COMMERCIAL RESEARCH

RISE OF THE PHYSICAL STORE



STORE OPENINGS HAVE OUTPACED STORE CLOSURES FOR THE FIRST TIME IN 3 YEARS

(BOF, 2022)



'RENT ESCALATION' WHERE FIRMS INITIALLY PAY LOW RENT AND INCREASINGLY PAY ACCORDING TO PERFORMANCE

(McKinsey, 2023)

CONSUMER SHIFTS



- Gen-Z and millennials actively seek out new experiential dimensions and, as coined by WGSN, **'retail-tainment'** (WGSN, 2022).



- Companies that succeed in **personalising the customer experience** can experience a 5-15% revenue increase (Gregg et. al, 2016).



- Digital efforts in-store** prolific- XR in store offers a 94% higher conversion rate (Papagiannis, 2020).

PROPOSED INSTALLATIONS

BRA BAR

- Mock-up of a cocktail bar. Lingerie substitutes alcohol.
- Immersive. **Escapist** (Pine & Gilmore, 1998).
- Aligns with 'Curated Gallery' VM trend (WGSN, 2024).

LINGERIE LOUNGE

- Aligns with 'Healing Design' VM trend (WGSN, 2024).
- Esthetic** (Pine & Gilmore, 1998).
- Social hotspot. Fosters community between Boux Avenue shoppers.

LACE & LEARN

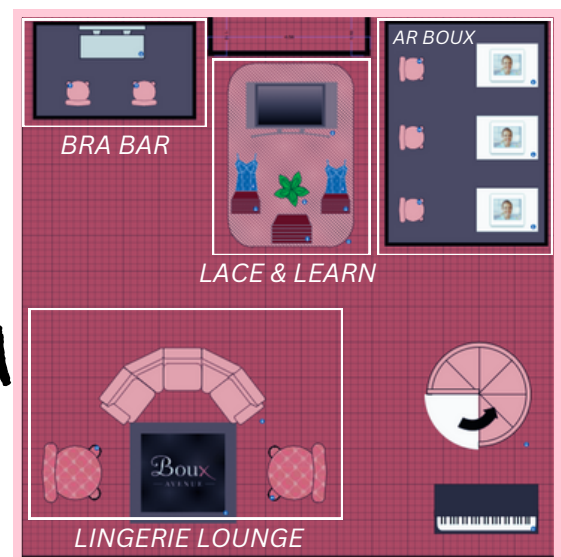
- Acts as a Living Lab- facilitates co-creation, gaining access to customer's knowledge and ideas (Eriksson et. al, 2006).
- Educational** (Pine & Gilmore, 1998).

AR BOUX

- Smart Mirror Technology- fitting rooms.
- Presence of XR in store - 94% higher conversion rate (Papagiannis et. al, 2020).
- Entertainment. Escapist** (Pine & Gilmore, 1998).

DESIGN FORECAST

In addition to commercial research, design forecasts helped inform the development of the retail space, integrating key visual merchandising trends into the strategy- healing design, curated gallery and material simplicity (WGSN, 2024).



JUSTIFICATION



SUITABILITY

- Alleviates pain points of poor in-store environment and blurred brand identity.
- Opportunity** to entice digitally native consumers (Forbes, 2023).



ACCEPTABILITY

- High consumer uptake** projected- consumers now pursue an experience rather than the tangible product (Jaworski, 2018)
- Gen-Z and millennials actively seek out 'retail-tainment' (WGSN, 2022).



FEASIBILITY

- Landlords make favourable retail partners, **'rent escalation'** where firms initially pay low rent and increasingly pay according to performance.
- Feasible to expand store space.



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