Fashion Buying Coursework

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CONNECTED S/S22

Trend Concept Board

Connected explores how we interact with ourselves and others in a world that is constantly being revolutionised. Design is less oriented towards the product and more towards functionality and the consumer experience. Connected includes extremely versatile trends, where opposing ideas find common ground and where technology is blended with spirituality. The colour palette favours pastel and energising tones, in addition to soft, calming hues.

Optic White 11-4800 TCX

Unbleached 11-0103 TCX

Clay 13-0401 TCX

Good Grey 15-4008 TCX

French Navy

Black

Olive Oil



silver fabrics

cotton

mineral textures

virtual materiality

mesh

filtered ombré

linen













PROTECTIVE MATERIALS

DIGITAL DESIGNS

BUSINESS CASUAL

HOME COMFORTS

MESH LAYERING

CUT-OUTS

CONNECTED

Trend Translation Board - Middle Market S/S 22

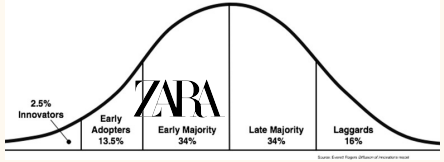
ZARA

Overview

Zara is one of the world's most well-known fast fashion brands, with over 2,220 stores around the world (businessoffashion.com, 2021) . Zara has consistently been a leader in fast fashion, with a supply chain that is extremely responsive. Designers at Zara react quickly to their customer's shifting demands, enabling them to adapt materials and designs in order to satisfy their consumer's needs. Every year they develop thousands of new designs, which they produce in small batches to circulate through retailers every two weeks. Zara then analyse their sales in order to produce more of their profitable products, which keeps customers returning for styles that are in high demand, or to see new styles altogether. This ability to acknowledge and react efficiently to trends makes Zara an appropriate brand for the fast changing Connected trend. Additionally, Zara's minimal, chic, and luxurious brand image aligns with the aesthetics of the Connected trend.

Consumers

When evaluating Zara's target demographic, it is evident that the main consumers are aged between 18 and 34 (Keller, 2012). In addition, the company targets middle-classed individuals in society. The average Zara consumer, according to Rodgers' adoption curve, is considered to be in the 'early majority'. These consumers are fashion forward, seeking the latest trends for their wardrobes, but only once these products have built momentum at market and are gaining attention, for example, by being worn by social media influencers. This reflects Zara's 'Just-in-Time' production methods. A smaller percentage of Zara's consumers could also be classified as 'early adopters', meaning they have more confidence to take risks and embrace trends before seeing them enter the mass market. Zara tends to take inspiration from runways, diluting and adapting trends and apparel to fit their brand image and satisfy their consumer's needs.



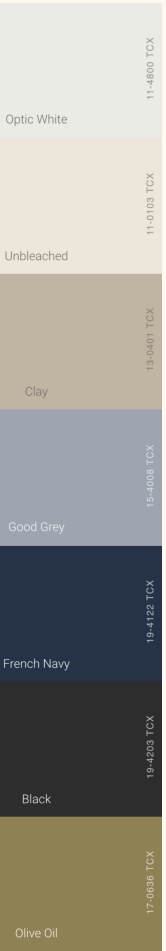
Silhouettes

The connected trend showcases a range of silhouettes; the most common of these being relaxed, casual and lightweight garments, as the trend focuses highly on clothes that provide comfort and reassurance. Due to the Covid-19 pandemic and the rise in working from home, there is an increased demand for comfortable, calming clothing, which is reflected by the silhouettes displayed in this trend. Trousers have wide legs with elasticated or paper-bag waistbands, and are often paired with an oversized blazer for a comfortable workwear look. Additionally, silhouettes such as boxy t-shirts, joggers, flowing maxi slip dresses and tapered skirts can be expected. Garments will also display innovative cut-out designs. These silhouettes are extremely versatile and are appropriate for most occasions, and are not too 'risky' for a brand like Zara to include in a range. Additionally, as most of these silhouettes align with Zara's brand signature, it is likely that ideas can be directly translated to please the target consumers. However, as Zara can appeal to a range of consumers with diverse needs, they may feel the need to dilute some ideas. For example, some garments such as dresses may be made less casual and more sophisticated and luxurious in order to satisfy a range of consumer needs.



Colour Palette

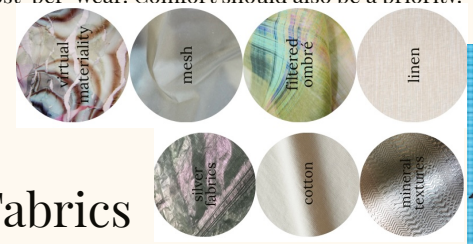
The WGSN colour forecast for Connected has a strong focus on calm, soft and earthy tones, such as off-whites, pale powder blues, khaki green and accents of black in order to provide reassuring and comforting qualities. Zara's colour wheel (Edited, 2021) shows a strong correlation with the forecasted colour palette for the Connected trend. This suggests that the colours from the Connected trend successfully match the brand's signature style and will satisfy targeted consumers. Therefore, these colours can be directly translated into Zara's ranges. In particular, colours such as black and neutrals show the highest percentage of usage amongst Zara's garments, which indicates that these will be the most popular colours.





Key Details

The use of block colours is characteristic of the Connected trend. Adjustable features such as drawstrings, lacing and straps should be incorporated into garments, enabling them to be styled in a variety of ways. These attributes are desirable and add consumer value for Zara's target demographic, who demand more cost-per-wear. Comfort should also be a priority.



Fabrics

Fabrics in this trend aim to provide feelings of safety and comfort. Soft lightweight fabric such as linen, cotton and silk provide comfort whilst suitable for the transition to warm weather. These fabrics are also appropriate for the loose fitting silhouettes. In the post Covid-19 world there is predicted to be more demand for protective and science-backed materials such as antimicrobial metals andpollution-protective fabrics. Mesh, filtered ombre, mineral textures and virtual materiality are also expected in the Connected trend. Zara typically uses materials like cotton, linen, silk and mesh as they appeal to Zara's target demographic, however, fabrics with mineral textures, virtual materiality and protective elements are not as commonly seen in Zara's garments. Therefore, some ideas for fabrics from the Connected trend may be more diluted.

Prints

Investment should be made into graphic tees, which youth consumers can use as a means of self-expression and to voice their opinions. Graphics in this trend are minimal and simplistic, creating prints that are timeless and versatile, enabling the consumer to transition effortlessly from work to evenings out. This is appropriate for Zara, which normally has minimalistic prints with a strong focus on slogan prints, which as a result will be expected by consumers to be in most collections.

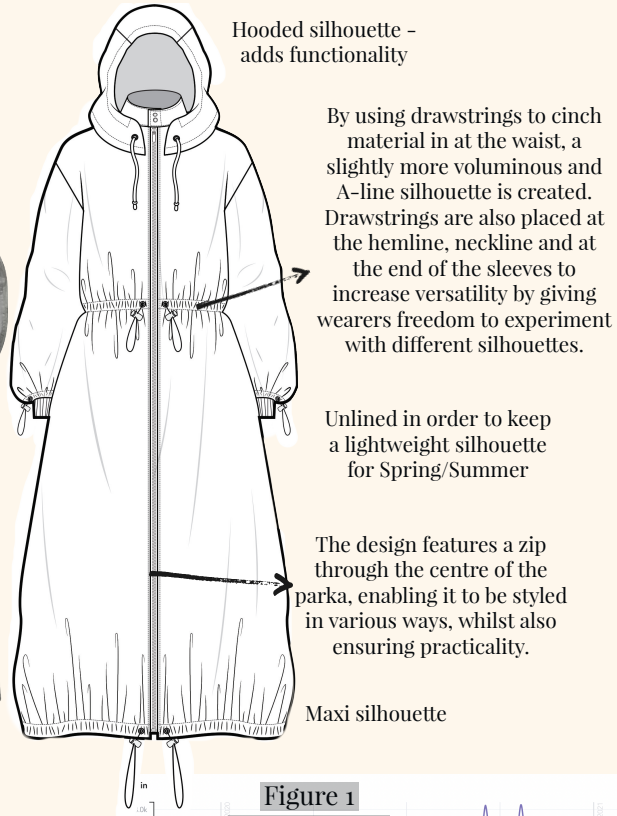




Product Review - The Adjustable Parka

Connected - S/S 22





Hooded silhouette - adds functionality

By using drawstrings to cinch material in at the waist, a slightly more voluminous and A-line silhouette is created. Drawstrings are also placed at the hemline, neckline and at the end of the sleeves to increase versatility by giving wearers freedom to experiment with different silhouettes.

Unlined in order to keep a lightweight silhouette for Spring/Summer

The design features a zip through the centre of the parka, enabling it to be styled in various ways, whilst also ensuring practicality.

Maxi silhouette

Structure

Lightweight and versatile silhouettes are a vital element to the adjustable parka in order to give the garment breathability during warmer months as well as ensuring comfort for the wearer.

Depending on the consumer's preference, the adjustable parka can be cut in various lengths and ruched.

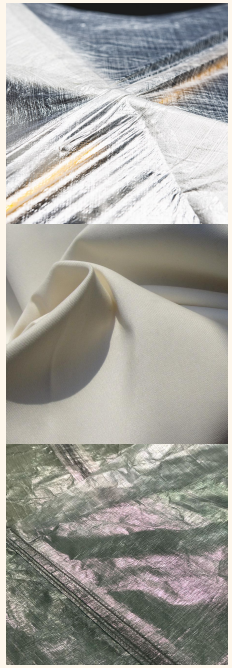
According to the trend forecaster (WGSN, 2021), there is a growing demand by consumers for increased value per wear and for multi-use functionality, therefore the adjustable parka includes adaptable features such as drawstrings.

Hoods can also be added for greater versatility and functionality.

Fabrics

Fabrics for the adjustable parka should be lightweight and breathable as well as strong, waterproof and durable. This ensures comfort and coolness in warmer seasons alongside practicality. Sustainable and technical fibres such as recycled PET polyester and recycled nylon fibres are ideal for this garment due to their lightweight, flexible and strong nature.

The after-effects of the Covid-19 pandemic is expected to lead to an increase in protective materials, therefore, textiles with antimicrobial features and pathogen-resistant powers of silver (such as luxe metallics) can be expected.

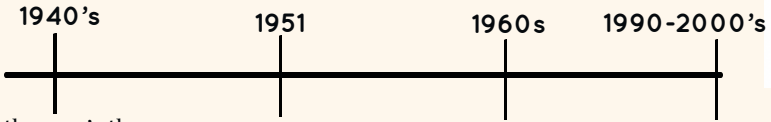


Colours

According to WGSN (2021), designers should ensure a point of difference from utility wear by sticking to a palette of elevated neutrals or exploring coated cotton fabrics.

History

The word 'Parka' originates from the Arctic regions around Alaska and Northern Russia, translating to 'animal skin'. Parka coats were originally created from caribou or seal skin by indigenous Inuit tribes to protect themselves from the harsh northern temperatures while hunting and kayaking (Gloverall, 2019).



By the 1940's the parka became the customary coat of the US military throughout WW2 due to their practicality and durability.

During the Korean War, the fishtail parka was designed for soldiers to wear. It had a drawstring at the hem that could be used to tie the coat around the legs to keep the heat in.

The parka began to symbolise an entire subculture in England, becoming an essential element of the mod-movement's iconic image.

The parka continues to evolve, embracing more contemporary styles popularised by the Gallagher Brothers, Blur and more Brit Pop culture.

Originally, parkas were linked with cold weather and therefore were associated with outdoor activities. Many modern parkas, on the other hand, have been designed in a range of materials and styles increasing versatility and making the parka a mainstay in popular fashion.



Figure 1 (Edited, 2021)

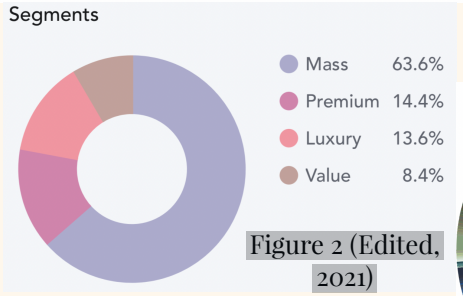


Figure 2 (Edited, 2021)

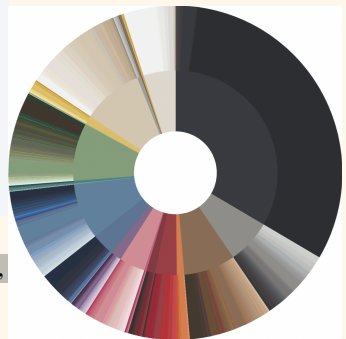


Figure 3 (Edited, 2021)

Market Analysis

Figure 1 shows that over the past 2 years, sales of adjustable parkas has fluctuated greatly. In June 2020 there was a gradual increase on parkas, reaching its peak demand in October 2020 before taking a sharp decrease in demand, followed by a period of low sales (this could be partly due to the second and third Covid-19 national lockdowns). Then, in June 2021 the popularity of parkas rose again, reaching another high in September 2021.

Figure 2 displays that the adjustable parka is most commonly sold within the mass market level (63.6%) through brands like Shein, Zara and Mango. The mass market targets a wide range of people with different demographics, meaning the parka is not a 'niche' product and can be made affordable in order to attract a large range of consumers.

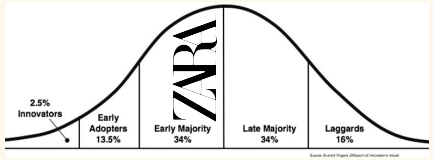
From Figure 3, it is evident that black is the most popular colour for parkas (accounting for 32.5% of garments), whilst other neutral colours like cream and green being popular as well; this compliments the predicted colour scheme for the Connected trend.

Product Amendment
The Adjustable Parka
High Street - Zara
Connected - S/S 22

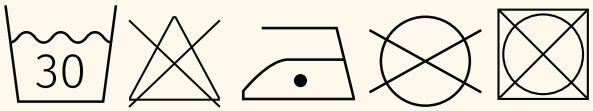
ZARA

The Brand and their Consumers

Zara is one of the most well-known fast fashion brands in the world with over 2,250 stores worldwide. The main consumers of Zara products are middle-classed individuals aged between 18-34. According to Rodgers' adoption curve, the average Zara consumer can be classed as the 'early majority' meaning that they are fashion forward and seek the latest trends to wear. Therefore, Zara uses uses in house and 'Just-In-Time' production methods to satisfy their consumer's needs.



Care Label Symbols



Hooded silhouette

Simple, minimalistic silhouette in order to keep production costs, and therefore retail costs low to please the target consumer.

Adjustable drawstrings around the waist enabling the parka to be styled in various ways, therefore adding value for consumers who demand more cost-per-wear. This is a key concept from the Connected trend.





Prices

Zara Jackets

£14.99 — £159.00

Zara Parkas

£29.99 — £119.00

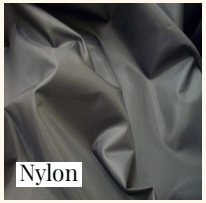
Parkas from Zara can range between £29.99 to £119, Figure 3 shows that the current average price for a Zara parka is £103. However, for a lightweight Spring/Summer parka the price would be slightly lower than this average, which is more like for A/W parkas. The average price of Zara outwear is £70.46

Product types	Zara (UK) (R)	Average
Coats in Outerwear	£91.38	£91.38
Anoraks/Parkas in Coats	£103.59	£103.59
Outerwear	£70.46	£70.46

Figure 3 (Edited,2021)

RRP: £70

Unlined - not only to keep a lightweight silhouette for Spring/Summer but also to keep production and retail costs minimal.



Fabric

100% Nylon is used to cheaply produce the garment whilst ensuring that it is lightweight for Spring and Summer. Nylon is also water and abrasion resistant and can have a relaxed silhouette, making it ideal for a parka.

Figure 1 (Edited, 2021)

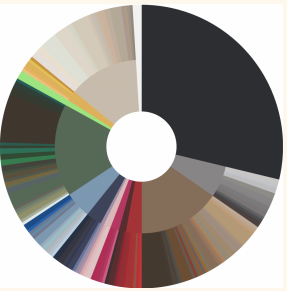
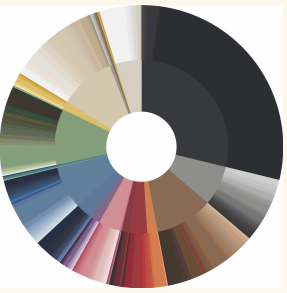


Figure 2 (Edited, 2021)



Colour

Figure 1 shows Zara's colour wheel for parka jackets within their product portfolio. 16.1% of their parkas are in a shade of green, similar to the 'Olive Oil' shade selected for this parka. Figure 2 displays the colour wheel for parkas across the UK's fashion retailers, showing that 9.6% of theses garments are a shade of green. This data suggests that the colour selection for this parka is appropriate and will appeal to consumers.

Olive Oil

1- Fashion
2- Price
3- Aesthetic
4- Function

Parkas with adjustable features can be seen on Zara's website, as shown in the images below. Neutral and earth toned colours are the most popular, indicating that these colours satisfy their consumers most. These colours are also prevalent in the WGSN Connected SS22 trend forecast.



This parka does not have pockets in order to keep production and retail costs minimal, to meet consumer expectations.

Figure 4 shows that parkas from Zara generally lack pattern. This is due to aesthetics, and to maintain a low production cost.



Figure 4 (Edited,2021)

Versatile, lightweight silhouette - ideal for Spring/Summer.

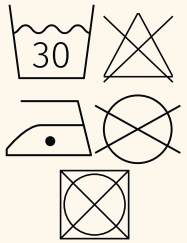
Size Guide:
XS
S
M
L
XL

Product Amendment
The Adjustable Parka
Middle Market - Reiss
Connected - S/S 22

REISS



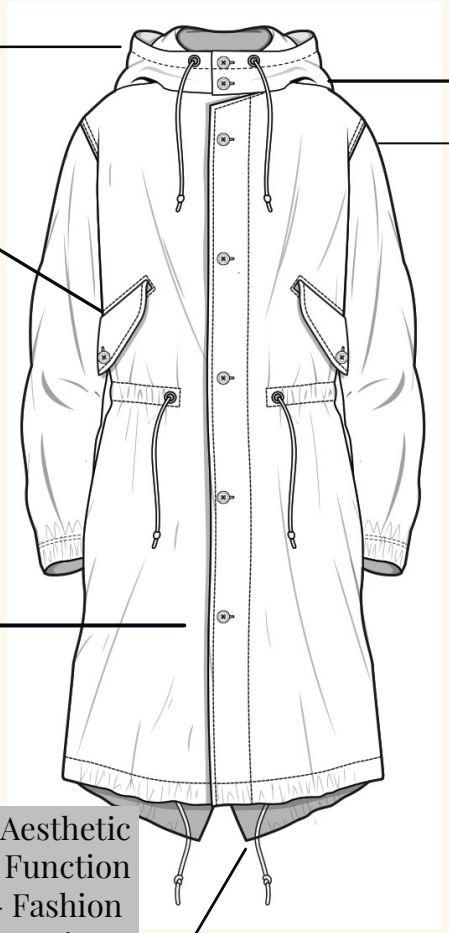
Care Label Symbols



Fabric

100% recycled polyester will be used in this garment. Recycled polyester is strong, durable, versatile, lightweight, water repellent and has good drape as required for this product. Recycled polyester is made by melting old plastic (such as water bottles) and spinning it into new polyester fibre; making it more sustainable than other materials, such as traditional polyester and nylon. This is a good match for Reiss' brand image and the company's aspiration to become more sustainable. It could also attract more eco-conscious customers to the product. This also aligns with WGSN's fabric forecast for the Connected trend, which has a focus on sustainable materials.





1- Aesthetic
2- Function
3- Fashion
4- Price

Adjustable features such as drawstrings placed on the neckline, waistline and hemline. This ensures greater value for money as it enables the wearer to style the garment in multiple ways.

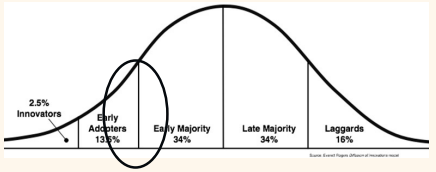
Some examples of parka jackets currently on Reiss' website. Neutral colours are used alongside adaptable features such as drawstrings - this fits with forecasted Connected trends.

Size Guide:
XS
S
M
L



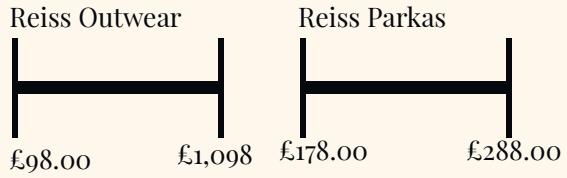
The Brand and their Consumers

Reiss is a UK-based fashion brand and retail outlet chain with approximately 225 stores worldwide (Reiss.com, 2021). In 2000, the company debuted their womenswear collection. The brand is well-known for its modern approach on utilitarian and formal wear. The average consumer is most likely a business person between the ages of 25 and 45, with a reasonably high disposable income. The average Reiss customer is fashion-forward, wanting to look smart and refined whilst still standing out, and hence does not directly follow catwalk trends.



Prices

Reiss is a high cost/low volume retailer. The price range for parkas on Reiss' website is £178-£288. Figure 3 shows that the average price of a parka from Reiss is £244.67.



Product types	Reiss (UK) (R)	Average
Anoraks/Parkas in Coats	£244.67	£244.67
Outerwear	£343.25	£343.25

Figure 3 (Edited,2021)

RRP: £250

Unbleached

Colour

Figure 1 shows Reiss' colour wheel for outerwear within their product portfolio. 17.5% of their outwear garments are in a neutral shade, similar to the 'Unbleached' shade selected for this parka. Figure 2 displays the colour wheel for parkas across the UK's fashion retailers, showing that 9.7% of these parkas are in a neutral shade. This data indicates that the colour selection for this parka is appropriate and will appeal to Reiss' consumers.

Figure 1 (Edited, 2021)

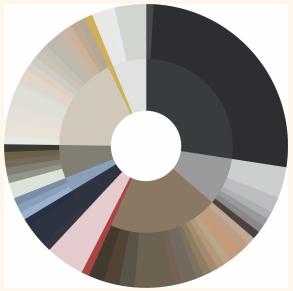


Figure 2 (Edited, 2021)



Figure 4 shows that parkas from Reiss generally lack pattern. This is due to maintaining Reiss' signature style, which is smart, sophisticated and minimalistic.



Figure 4 (Edited,2021)

Product Amendment
The Adjustable Parka
High End - Prada
Connected - S/S 22

1- Aesthetic
2- Fashion
3- Function
4- Price

Unlined - relaxed and lightweight silhouettes to keep cool for Spring and Summer

Care Label Symbols

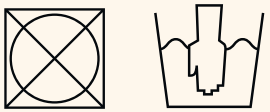


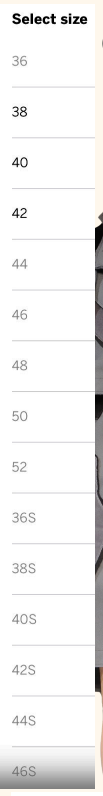


Figure 4 (Edited,2021)

Figure 4 shows that the majority of outwear from Prada generally lack patterns, with only 2% of outwear garments featuring a motif.

Since many consumers use Prada as a symbol of wealth and status, it is important to have the Prada logo plaque on this product.





Size Guide (Prada.com, 2021)

PRADA

Just Cavalli A/W14

Andrea Jiapei Li

Nicholas K S/S16

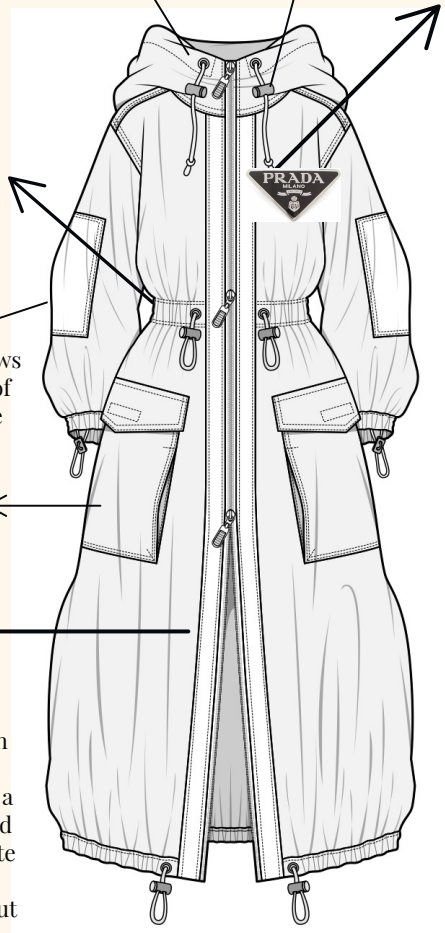
Lacoste S/S21



Adjustable features such as drawstrings placed on the neckline, waistline, hemline and wrists. This ensures greater value for money as it enables wearers to style the garment in multiple ways. This parka features more adjustable features than those from high street and middle market brands, thus, adding more value.

Hooded Silhouette

Funnel and zip neckline



Patching on elbows - lighter shade of black used here

Two large flap pockets at hips

Exposed zipper

Ruching and drawstrings on the waistline create more of a voluminous and A-line silhouette to make the wearer stand out more

RRP: £1,780

The Brand and their Consumers

Prada is one of the most recognisable fashion labels in history. The brand was founded by Mario Prada in 1913 and developed its ready-to-wear line in 1989 (lovetoknow.com, 2021). Prada attire is both classic and extravagant, with strong influences from northern Italian traditions of elegance. Prada's primary target market includes affluent men and women aged between 18-34; however consumers of various ages can be attracted to the brand. Many Prada customers are extremely fashion-forward and aspire to stand out in a crowd. They consider products from Prada to be a statement of prestige and money and are often prepared to pay a more for high-quality apparel.

Fabric

Re-Nylon is a sustainable line of Prada items made from regenerated ECONYL -a nylon produced by recycling and purifying plastic trash from the oceans, fishing nets, and textile fibre waste (Prada.com, 2021). Nylon is commonly associated with Prada garments and features in almost every collection. The press release called nylon "A vital component of Prada's heritage and a hallmark of its approach to contemporary fashion" as well as "an emblem of the brand.". Recycled nylon is also appropriate for this garment as it is lightweight for Spring/Summer, has good drape, strength, and is water resistant. With a growing demand for sustainable garments, using recycled nylon is a clever way to target more consumers.

Colour

Figure 1 displays Prada's colour wheel for parkas within their product portfolio. 34.4% of their parkas are in a shade of black, like the 'Black" tone selected for this parka. Figure 2 displays the colour wheel for parkas across the UK's fashion retailers, showing that 26.9% are produced in a black shade. This data indicates that the colour selection for this parka is appropriate and will appeal to Prada's consumers whilst fitting their brand image

Figure 1 (Edited, 2021)

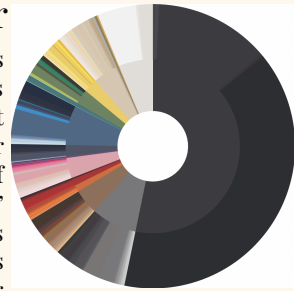
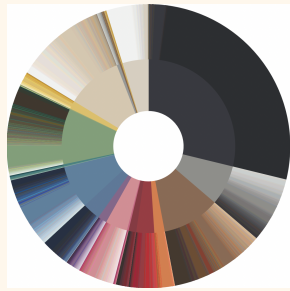
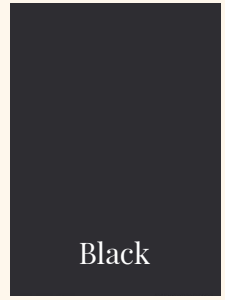


Figure 2 (Edited, 2021)



Black is the most commonly used colour within Prada garments and is also on the WGSN forecasted colour scheme for the SS22 Connected trend.



Prices

Prada is a luxury fashion brand that uses high quality materials. This makes Prada garments more expensive than those of middle market and high street brands. Parkas from Prada can range anywhere from £1,650 to £3,750 with the average cost being £1,778.13.

Prada Outwear

£1,200 — £3,750

Prada Parkas

£1,650 — £3,750

Product types	Prada (B)	Average
Anoraks/Parkas in Coats	£1,778.13	£1,778.13
Outerwear	£2,334.05	£2,334.05

Figure 3 (Edited,2021)



Product Amendment Justification

The Adjustable Parka - Connected S/S 22

High Street - Zara

Zara is a fast fashion brand, replicating trendy clothing items as seen on catwalks at an affordable price for its young, fashion-forward and middle-classed target consumers, whom tend to have low-medium disposable income. Zara's USP is that it offers an ideal combination of sophisticated, trendy and chic clothing at premium prices (MBA Skool Team, 2021); prioritising fashion and price over function. Therefore, when translating Connected into Zara's S/S22 in order to maintain low costs, it was necessary to create a product that was lacking intricacy and details whilst still looking on-trend in order to please the target consumers. As a result, the parka for this level lacked some elements that the higher levels obtained - for example, it only has one drawstring, which is placed around the waistline, and contains no pockets to minimise production costs and therefore retail costs. Similarly to other parkas in Zara's line, this parka is made of 100% nylon; nylon is an affordable material making it appropriate for Zara's target market, but it also has all the necessary qualities needed for a Spring/Summer parka such as being lightweight, water resistant and strong. However, this nylon material is not recycled in order to minimise production costs. The colour of this parka ('Olive Oil') reflects upon both Zara's brand image (as green and earth-toned garments are very popular within the store) as-well as complimenting WGSN's prediction of the Connected trend's key colours.

Middle Market - Reiss

Reiss is positioned as a middle-market brand which produces a low volume of garments for a high cost. The average Reiss consumer is aged between 25-45 and has a reasonably high disposable income, they aim to look smart and refined whilst standing out, therefore prioritising aesthetic, then function, then fashion and then price. As this brand priorities functionality more than high street brands like Zara, it was important to include more functional details within the parka. For example, this parka features more adjustable elements as it contains drawstrings at not only the waistline but also the hemline and neckline, meaning wearers can experiment more with styling and creating various silhouettes. Additionally, this parka has a zip concealed by buttons, a funnel and tab neckline as well as two flap pockets, therefore increasing its functionality and aesthetic. This product is made of 100% recycled polyester, which is more expensive than regular polyester and nylon but boasts sustainability. This is appropriate for Reiss' brand image as the company aspires to become more eco-conscious whilst also complimenting WGSN's fabric forecast for the Connected trend, which has a strong focus on sustainable materials. This will also make Reiss stand out from its competitors such as Jack Wills which are not well known for sustainability. Recycled polyester is durable, lightweight and water repellent making it appropriate for this product. This parka is in the colour 'unbleached' which is a neutral shade. This is very complimentary of Reiss' brand signature, which focuses heavily upon neutrals in order to make garments appear more minimal yet smart and refined. This colour is also displayed in WGSN's prediction of the Connected trend's key colours.

High End - Prada

Prada is a luxury brand targeting affluent and extremely fashion forwards individuals aged between 18-34, many of their consumers desire to stand out from the crowd and consider products from Prada as a statement of status and wealth and are willing to pay more for high quality apparel. Therefore, the fabrication ranking of Prada is aesthetic, fashion, function and then price. Translating Connected to fit Prada S/S22 involved picking a garment that fit its brands signature style - being both classic and eccentric. As a result of this, the silhouette of this parka differs slightly to those in the high street and middle market which have very relaxed and straight silhouettes, whereas the silhouette of this parka has more volume and texture therefore making it stand out more and giving it that stylish edge that the target consumers would expect and desire. In addition to this, the parka not only has drawstrings at the waistline, hemline and neckline but also at the end of the sleeves, further accentuating value for money as wearers can experiment more with silhouettes and styling. Furthermore, this parka contains two large flap pockets as well as patching details on the elbows, which makes the garment stand out further. Since many Prada consumers use Prada garments as a symbol of status and wealth the Prada logo plaque is also featured on the parka. The fabric used in this garment is Re-Nylon - a sustainable line of Prada items made from regenerated ECONYL, this makes Prada stand out from its competitors as it shows they are more sustainable whilst also attracting a larger range of consumers with eco-friendly shopping habits. This material is more expensive than regular nylon, and is durable, lightweight and water resistant making it ideal for the parka. This is also appropriate as nylon is by far the most commonly used fabric within Prada garments and is an iconic part of their brand image. The usage of recycled nylon also aligns with the sustainable forecasted materials for WGSN's Connected S/S22 trend. The parka is Black which is the most popular colour used within Prada products with over 50% of their outwear garments being black (Edited, 2021), this also compliments WGSN's colour forecast for Connected S/S22

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