

Topshop essay example

[Business](#), [Marketing](#)



Topshop is a popular British Multinational retailer that specializes in shoes, fashion clothes, makeup and accessories. It was founded back in the year 1964 by Peter Robison whom by then named it The Peter Robinsons Topshop. In 1970, the TopMan brand was created as a spin-off so as to cater for the male clients. Currently, Topman runs as a separate entity although there exists some stores that are co-located. According to the data retrieved from their official website, Topshop has around 440 shops across 37 countries. It also boasts of an online platform that manages its online operations in a number of its markets. This chain store is part of the Arcade Group of Companies that are controlled by Sir Philip Green.

The quality of the products sold by Topshop has been known to be superior. With their target market being fashion lovers, principally the younger generation, Topshop has managed to maintain its touch towards its clients for more than five decades because of ensuring that their products are of high quality. Additionally, one feature that makes Topshop the fashion shop of choice for many shoppers is because it is a flexible chain store that can adapt to new changes that dictate the latest fashion trends. TopShop's current fashion trends are the " Scandi Millitary", " Glactica" and the " Rock Coco S". One of the distinct marketing approach by TopShop is the capitalization of Top British supermodels to market their fashion products. Arguably, Topshop fashion stores can be acknowledged as one of the few fashion stores that has managed to stand the test of time. In fact, it continues to expand its network by creating branches all over the world; this is confirmed with its recent entrance in South Africa and Egypt.