

Fashion brand feedback

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



Fashion Brand Feedback Brand Feedback 2. General Impression from In this season, generally, we didn't get a very positive feedback, as we expected, from the clients who passed by our Milan and Paris Showrooms. The market recession has made our clients very curious in buying. The Existing clients have stopped buying our collection because they feel that the new collection isn't consistent with last season, the characters used in the collection make the clients feel too Asian. We were, however, able to propose the brand to many of our potential clients.

2. 1 Comments on brand image

Consistency - When consumers come back to a business for repeat sales, they usually expect to receive the same level of quality as they did the first time. For this season, our existing client reported the collection is too Asian, and therefore, different from the collection they bought last season.

Uniqueness- Although the collection has the targeted design, some clients love the golden jacket and golden dress, while some other clients love white long dress. After removing the characters, we still learnt from our clients that some of our pieces have little differences from the collections of our competitors. But most of clients feel that it is better to remove the Japanese characters from the collection.

In this season, target market doesn't match core customers' perceptions. A look at the book shows that we did well in formatting, and we showed a positive thing for a brand; this is indeed very professional.

2. 2 Comments on style and fabrics

Generally, The designs are interesting in terms of shape, lengths, and volumes, but some of the models like the jumpsuit are not appreciated by

the clients; this is because the pieces look easy to wear, but they are hard to sell. Color schemes used for this season are black, white and gold; these colors work well than other colors.

Fabrics used in the collections showed good quality.

2. 3 Comments on pricing.

The buyers complain that the price is higher than their budget; given that the pieces are not made in Italy, the client expects that the prices should be considerably lower. Another reason why the sales are low is that the brand is new and people have not got used to it; people are less likely to buy if the brand is emerging. For this reason, therefore, high price could make the brand less competitive in the market, high prices, therefore, could give our competitors a competitive edge.

2. 5 Advice for the next season

For the upcoming season we would suggest the following:

- Continue paying attention on the creation of a visually strong look
- Be Careful to use the characters when the characters are based on or inspired by other cultures.
- Continue doing research on trend and color.
- Carefully consider the prices of your collection.
- Consider collections/pieces made in Italy/Europe.
- Understand your brand position, and understand, also, your target market; also, concentrate not necessarily on more pieces, but on a more strong and coherent collection.
- Use Marketing strategies to make a stronger brand image and to create more presence in the market.

Brand Feed Back 2

General Impression from Clients

In this season, the collection has received positive feedback from the buyers who visited the showroom, on an international level. The sport wear with funky pattern or block color are most appreciated by the buyers. The collection gives buyers a very trendy and fashionable look; this makes the buyers to be attracted more and more to the collection. Also, the collection is easy to wear, this really fit with the needs of the clients. The whole look of the collection, therefore, makes the buyers feel fashionable and proud.

Comments on the Brand Image

1. Target market is still young, hence, it is better to expand the market . This means that there are more opportunities for the brand to grow.
2. key pieces of collection which are appreciated by the client are a little expensive for young customers
3. received more positive feedback on the suites with block colors

Comments on style and fabrics

1. positive feedback from buyers says that the fari cis is really comfortable and easy to wear with affordable t-shirts.
2. The color schemes followed the global trends; this made the collection to be really funky
3. the style is appreciated by many buyers who buy our collection in this season.

Comments on pricing

Some of the key pieces are still expensive

For the upcoming season, we would suggest the following:

- Continue paying attention on the creation of a visually strong look.
- Continue doing research on trend
- Control the price point to enhance better sales outcome.
- Understand the position of your brand and your target market, and concentrate not necessarily on more pieces, but on a more coherent collection.