

# Urban outfitters case study

Business



## **Urban Outfitters Case Study:**

Urban Outfitters is the American company which produces clothes and own more than 400 stores in the world. Urban Outfitters is the brand with the name and its production is popular among the definite sub cultures, which associate themselves with underground culture opposing to the standards of the world fashion. The company was founded in 1972 and produced clothes which was treated ironically but then became popular in funk culture.

The company is also famous for its vintage, hipster and retro clothes, which becomes popular nowadays. The success of the company is connected with its attention to the customers and following their advice and demand. Urban Outfitters follows the latest trends popular among the underground youth and produces clothes which can emphasize the personality of young people, who always strive to be different from the others. Urban Outfitters can not be called the worldwide brand, because its stores can be found only in the USA, Canada, the UK, Ireland, Denmark, Belgium and Sweden. Trying to maintain its quality and prestige the company produces clothes which are often treated like shocking or embarrassing. In order to catch attention of the youth and the individuals with the different taste the company produces clothes with controversial images and slogans, which often embarrass people.

No wonder there have been hundreds of scandals connected with the production of Urban Outfitters, because of their images which abused cultural, ethnic and religious feelings of people. Urban Outfitters is a famous company, which is worth attention. Every student who studies business will

be interested to get to know about the secrets to success of various famous companies and Urban Outfitters is not the exception. When one is asked to complete a good case study on Urban Outfitters, he will have to learn about the company a lot in order to analyze the case well. First of all one should collect information about the problem and find out about the factors which have caused it and then analyze the effect of the problem on the company. In order to solve the puzzle of the case the student should take advantage of high-quality sources and use only reliable facts.

Case study writing is a specific assignment which consumes much nerves and time, so students have to apply for the help of the Internet in order to cope with the paper well. With the help of a free example Urban Outfitters case study creating a business written by an expert one can learn many new facts about the process of case study writing and its requirements. It is possible to learn about the processes of analysis and formatting just reading a free sample Urban Outfitters case study marketing a business online.