

Film analysis on product development (of the film kinky boots)



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Change the product. It was the simple enough solution Lauren proposed to stop the Price & Sons Shoe Factory from closing up. It is an often occurrence for factories close. Imported yet of less quality shoes are preferred because they are incomparably cheaper than those locally produced and high quality shoes from factories that have been around for decades and even centuries with reputation that precedes them. But as the economy goes, certain compromises are made which allows for people to subordinate quality over savings.

Charlie starts out as a reluctant son to his rightful inheritance. Showing him wearing rubber shoes on his way to London signifies his lack of enthusiasm for the shoe production business. His relocation, together with his fiancée, was to his liking as he wants to get away from his family's business as soon as possible. But the unexpected death of his father forces him to move back to Northampton and lay off his workers when he figured out there is no way for him to save the company. There was just not enough market for the shoes they are producing. The four generations that proudly carried on the tradition of Price & Sons over the years was on it last days when he entered the picture. Even his father was already set on selling the factory before his death.

On an accidental meeting with drag queen Lola, Charlie was hit with an inspiration to create as he described it, "proper, good, decent, built-to-last boots" (Joel). As it was that men of their persuasion are forced to buy women's shoes that are not sturdy enough to withstand the weight of a full size man. Drag queens have very specific needs and wants that women's shoes do not have. The heels break and their feet would hurt as their weight is carried on their feet that are not supported with proper footwear. The <https://assignbuster.com/film-analysis-on-product-development-of-the-film-kinky-boots/>

brilliant idea of changing the product of Price & Sons hit Charlie and propelled him to do something to save his family's company.

“ You exploit divergence to create a new category, and the expansion of that new category allows your brand to flourish” (Ries and Ries). This revolutionary marketing idea is one that was apparent in the movie ‘ Kinky Boots.’ They were more than the first to take advantage of the marketing niche. They were able to create a new category that was distinguishably new in the shoe making industry. There was no other shoe company that specializes in selling shoes that are made for drag queens who prefer women's design but are also be fabricated accordingly.

With the concept, Charlie set out to create a prototype for his product idea. He labored all night to create a pair of boots he would hope to show for Lola's approval. When Lola saw what he has created, it was nothing short of an outburst when he saw the color and the design of what Charlie has made. From the boring burgundy boots that Lola can only describe as a Ukrainian peasant's, he created a design that was specifically to his liking. It seemed impossible at first because what he was asking for would be a stiletto. But they were able to figure it out by using a straight patterned steel shank to make the shoe sturdy enough for the weight it should support. Their first working prototype was made of fiery red with elements of animal prints. Lola emphasizes that like women, they prefer style over comfort to make them feel good in their shoes. Being that he was the best person for the job, Lola became the designer of the new line of boots which the factory produces. Perhaps the most challenging part in the entire film was their struggle to put the product out there. The commercial aspect of the product revolved

around their persistence to take their line of boots in a shoe exhibit in Milan, <https://assignbuster.com/film-analysis-on-product-development-of-the-film-kinky-boots/>

Italy. Here, they would have to showcase different designs and model it in the catwalk. Charlie even had to mortgage his house to be able to afford getting into the show. The whole factory has to work overtime wherein they have to produce different designs with multiple pairs. There was conflict as Charlie's perfectionism led the employees to walk out as they became exhausted working long hours inside the company. But all was resolved later on when they returned to finish just before the group left for Milan. At the end of the film, a successful catwalk show facilitated a convincing marketing show for their product.

As the film suggests, it is important to find a niche in marketing. More than identifying a demand and then providing supply, there are a number of factors that should be considered in product development. Good and original ideas very seldom go bad. Identifying a niche is only the start. It can encompass a number of things that may differ from product to product. 'Kinky Boots' illustrates a product that was first in the market. The image it created around itself in the establishment of a perception of being a benchmark in such type of commodity gives off what is distinct about it.

Bibliography

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