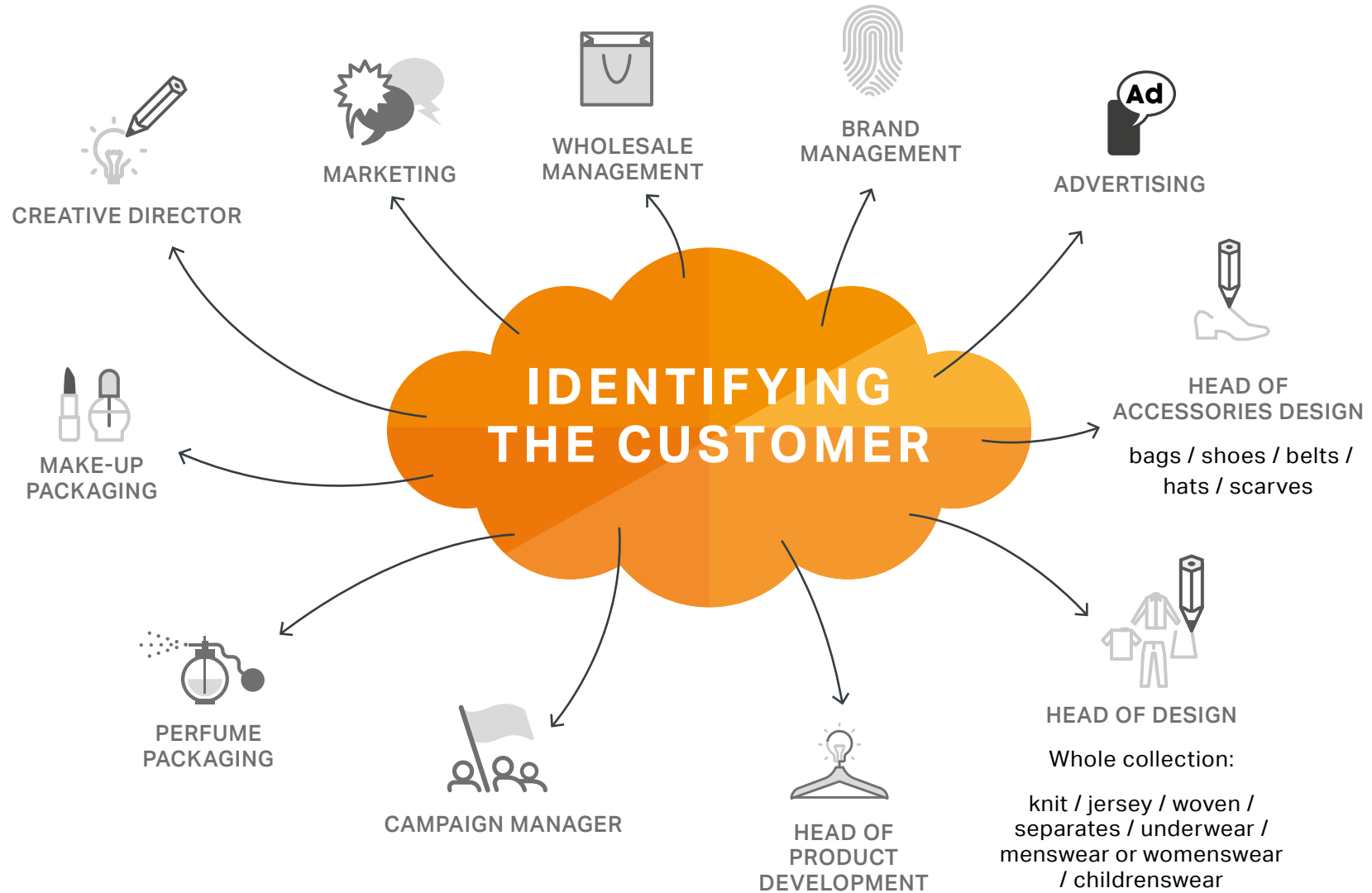FASHION LONDON

LESSON 2: THE CUSTOMER

In this lesson you will:

- learn the importance of identifying a target customer

- learn how to identify a target consumer group and create a customer profile for your fashion business

- understand trends.

CAREERS:
IDENTIFYING THE CUSTOMER IN THE REAL WORLD

CREATIVE DIRECTOR

MARKETING

WHOLESALE MANAGEMENT

BRAND MANAGEMENT

ADVERTISING

IDENTIFYING THE CUSTOMER

HEAD OF ACCESSORIES DESIGN

bags / shoes / belts / hats / scarves

MAKE-UP PACKAGING

PERFUME PACKAGING

CAMPAIGN MANAGER

HEAD OF PRODUCT DEVELOPMENT

HEAD OF DESIGN

Whole collection:

knit / jersey / woven / separates / underwear / menswear or womenswear / childrenswear

DISCOVER
SETTING THE SCENE: CUSTOMER IDENTIFICATION

LONDON BOROUGH OF ISLINGTON
OLD
STREET EC1

Different customers buy into different fashion trends, depending on their age, culture, social status. How we dress is informed by our environment – by our lives and our tribes, whatever they are, whoever they are.

**s.telegraph.co.uk/graphics/projects/
style-tribes/index.html**.

A clear trend in the fashion industry is **Sustainability** – as customers begin to question the effect of fashion on the environment and working conditions in factories.

- 19th century: seamstresses and tailors worked in East London's sweatshops.

- 20th century street traders in Petticoat Lane began decorating their clothes with mother-of-pearl buttons. They became known as the Pearly Kings and Queens.

- In the 1990s, cheap rents and empty warehouses began attracting artists and creatives.

- In 2000, Jay Jopling opened the White Cube Gallery in Hoxton Square.

In 2000, *Fashion East*, a non-profit initiative and one of the most creative hubs of contemporary fashion was established by designer Lulu Kennedy

- Old Street is still a good place to see street style and find fashion trends

LONDON 2019.

DISCOVER: CREATING A TARGET CUSTOMER BOARD
ACTIVITY 2A (Split across 3 tasks)

How do you identify customers who will buy your brand?

We may like the same clothes sometimes and dress in a similar way to our friends. This is because we like to fit in with our peers and friendship group.

We might own the same item of clothing as our friends but we may wear the item in a different way. This is because we are all individuals and have our own style of dressing.

Visual customer boards give a clear indication of fashion style, shopping habits and life style choices

Text as well as visuals should be included on customer boards. Giving a name to your customer, allows you create a character and to refer to your customer by name.

Task 1
Discuss in groups what information you would need to know about the target customer.

Investigate sustainable brands such as Stella McCartney and look at why people are concerned about the fashion industry's impact on the environment
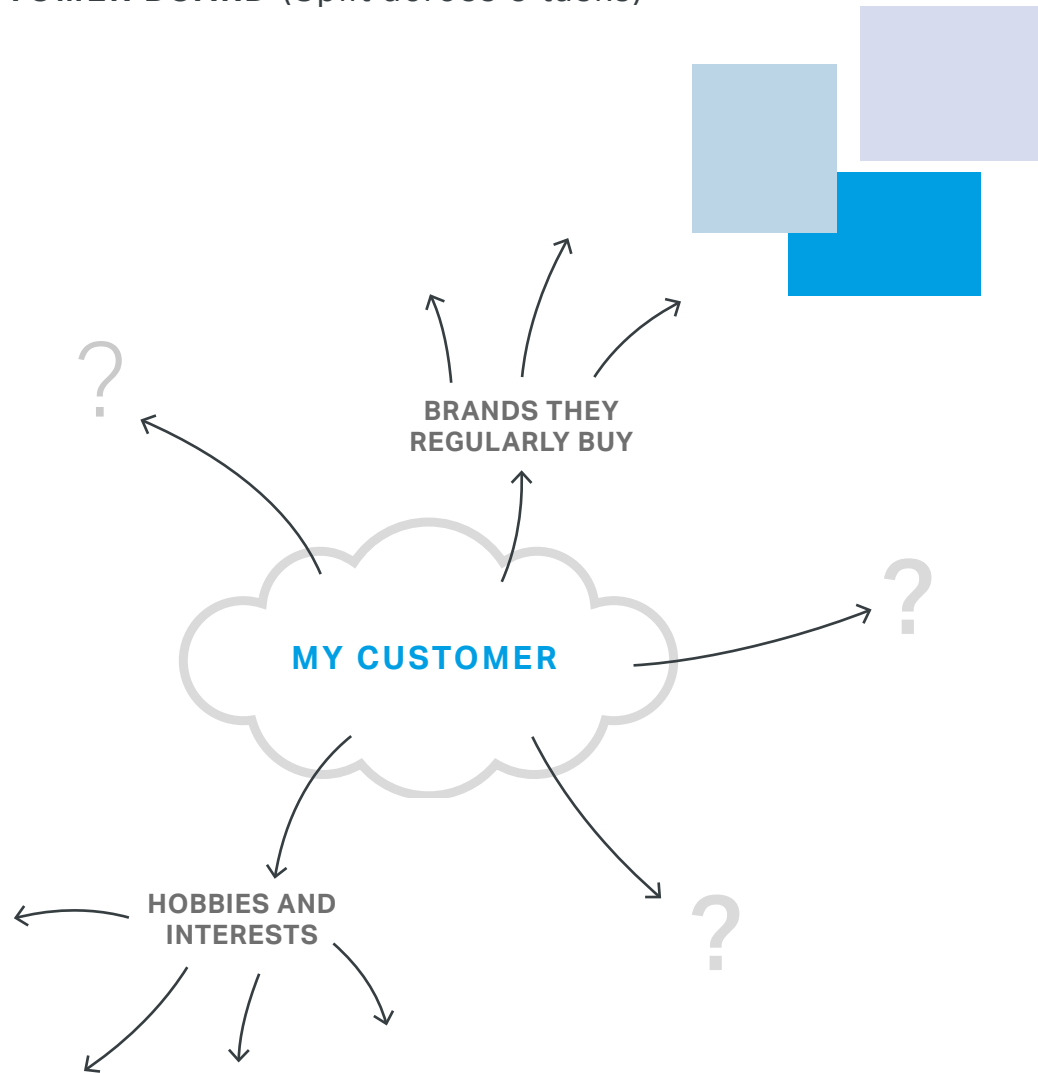
DISCOVER: **CREATING A TARGET CUSTOMER BOARD** (Split across 3 tasks)
ACTIVITY 2A

Task 2 (optional)

Create a spider diagram about your customer for your brand created in Lesson 1.

Use drawings, internet research and magazines to find images that represent your customer show their style, personality, hobbies and awareness or attitude to sustainability.

?

**BRANDS THEY
REGULARLY BUY**

MY CUSTOMER

?

**HOBBIES AND
INTERESTS**

?

DISCOVER: CREATING A TARGET CUSTOMER BOARD (Split across 3 tasks)
ACTIVITY 2A Continued

Task 3

This exercise aims to show how different groups of customers choose to wear different clothes. They buy different fashion brands depending on their aspirations, their likes and current trends.

Your board will identify the customer most likely to buy your brand.

Use text and lifestyle images to create your customer profile.

Lifestyle image tips:

- Brands the customer would buy (not just fashion)
- Home style
- Holiday destination
- Sports
- Reading material
- Music
- Eco-friendly lifestyle

DISCOVER: CREATING A TARGET CUSTOMER BOARD (Split across 2 tasks)
ACTIVITY 2A continued

CUSTOMER PROFILE

Name: Clara

Age: 27

Location: London, E17

Status: In a relationship, without kids

Disposable income: £150 a month

Hobbies
Fitness, eating out, live music

Customer wants and needs:
She leads a busy lifestyle and needs her garments to be comfortable and to fit well.

Customer fashion sense:
Her attitude to fashion is thoughtful and defines her personality, rather than current trends.
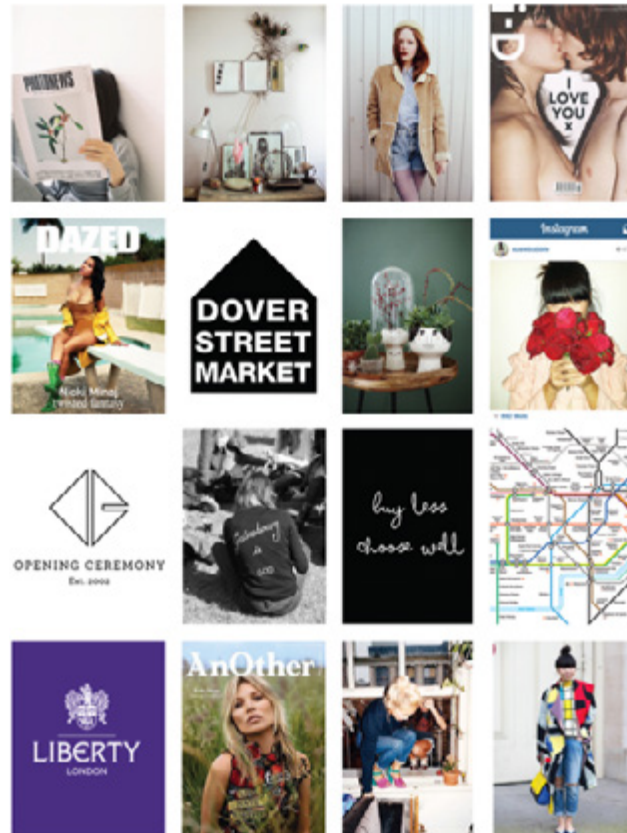
Daily/weekly schedule:
Commutes, works at home one day, gym after work twice a week

Brands regularly buy
Zara, Topshop, H&M, Conscious range

Brands aspire to buy
Gucci; Sandro; Kooples, small independent designers (Dover St Market)

EXAMPLE TARGET CUSTOMER BOARD

DISCOVER: UNDERSTANDING TRENDS

To succeed, a fashion business needs to have a clear understanding of the most popular trends that are appropriate to the target market.

Trends evolve in different ways. Some trends evolve from the street, others evolve from workwear and other trends from fashion catwalks.

Each season fashion brands identify the key trends and create a trend board. The board gives a visual representation of the trend. It should be clear from the board the key shapes of clothes, colours and textures. This may include make-up or hair and different types of shoes.

Brands adapt key trends to suit their target customers.

A season lasts for six months. The spring/summer season starts in February and ends in July, autumn/winter runs from August to January.

s.telegraph.co.uk/graphics/projects/ style-tribes/index.html

DISCOVER: **UNDERSTANDING TRENDS**

"If clothes cannot be relied on to wear out fast enough, something must be found that will wear out faster; that something is what we call fashion."
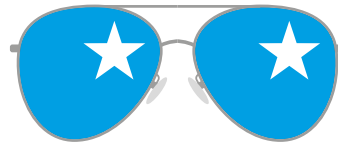
DISCOVER: UNDERSTANDING TRENDS

There are many ways we can spot fashion trends:

Catwalks
are a good starting point for trends.

The autumn/winter shows
usually take place in January/February.

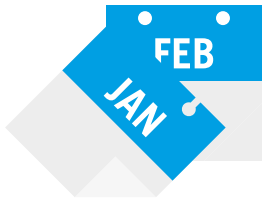**The spring/summer shows** take place in September every year.

Celebrities can start a fashion trend and can be a role model for some.

www.vogue.com/article/the-next-kim-kardashian-west-reality-to-fashion-crossover

Street Style (what we see around us) influences fashion. The punks and goths gave rise to fashion trends in the past.

Cultural events such as films, TV shows, art exhibitions can start a fashion trend. The Great Gatsby film had an influence on fashion trends in 2013.

www.vogue.co.uk/gallery/gatsby-glamour

Social media has also had a big impact on fashion trends in the past. Burberry chose Brooklyn Beckham to shoot their fragrance ad campaign because he has a huge number of followers on Instagram.

www.bbc.co.uk/news/business-35483480

DISCOVER: IDENTIFYING TRENDS THROUGH TIME
ACTIVITY 2B

Create a fashion timeline

The purpose of this exercise is to recognise that trends change from year to year.

Before you begin your timeline, you will need to have researched and collected a selection of images of fashion from different points in history. Make a note of the year each image is from.

Put the photos that you have brought from home in date order, creating a timeline of the photos from oldest photo to most recent photo.

- Compare the outfits over the years.
- Are there any outfits that you would wear now or in the future?
- How do the outfits (fashion trends) differ over the years?

Example fashion timeline

What we wear depends on the time of year, the decade and also on our individual tastes. All of us have different a dress sense.

DISCOVER: RECOGNISING TRENDS
ACTIVITY 2C Optional

Match the era with the pictures:

1920s

1940s

1970s

1980s

1.

2.

Then discuss:

- What made you match the year to the dress?

- Have you seen photos of their parents/grandparents wearing these trends?

- What are your thoughts on the trends? Which trends do you like and why?

- Have you seen interpretations of these trends for sale recently?

3.

4.

DISCOVER: CREATING A TREND BOARD
ACTIVITY 2D

Look at the following two examples and see how different trends can have a name and use inspiration from the catwalk, artists, interiors or textiles.

Collect visuals of a particular trend:
this could be based on a dress style (off the shoulder), a colour, a fabric (velvet, lace).

The trend can be given a name
(see the example shown in the next slide)

Use a mix of images:
street style images, cat walk images, info from blogs/vlogs, social media, tears from magazines.

Key colours

Trend name

Key shapes / silhouettes

Urban Tribe

GEOMETRIC

Colour Clash

Keywords

DISCOVER: CREATING A TREND BOARD
ACTIVITY 2D continued

AN EXAMPLE OF A SPORTS
WEAR TREND FROM A RANGE OF
DIFFERENT DESIGNERS

DISCOVER: RECORD OUTCOMES
ACTIVITY 2E

Start this activity in class and complete for homework.
Complete your tasks online or in the workbook sheets provided.

Your work should show what you have covered in these activities:

The identified target customer ☐

Explain why you chose your particular target consumer.

_____

_____

_____

_____

_____

The identified fashion trend ☐

Explain why you chose that particular trend.

_____

_____

_____

_____

_____

Suggested sub headings for extra content:

Target customer

Fashion trend

Reflection

Sustainability

Further activities

Why not present your output to your friends and family?

Ask them:

1. Can they identify with the customer?

2. Would they buy clothes from any of the eras?

EXPLORE: FIELD TRIP TO OLD STREET
ACTIVITY 2F

TOP TIP
The same activities can be carried out in your the local area. Pick an area which is popular for shopping.

LONDON BOROUGH OF ISLINGTON
OLD STREET EC1

IDENTIFYING TRENDS: STREET STYLE

Photograph, draw or describe a minmum of five outfits that interest you on on the street.

- People wearing key fashion trends (students must ask the permission of the subject before photographing)
- Shop windows
- Billboards
- Imagery in the street, such as graffiti, posters and flyers

Then consider and answer the following:

- How is the outfit put together?
- How old is the person?
- How would you describe the look: for example Contemporary, Futuristic, Retro or vintage, Fusion of styles

LONDON STEET STYLE
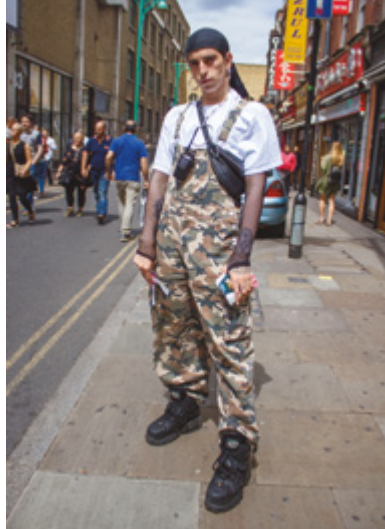
EXPLORE: FIELD TRIP TO OLD STREET
ACTIVITY 2F continued

IMAGE, DRAWING OR DESCRIPTION	REFLECTION
Photograph, draw or describe a minmum of five outfits that interest you on on the street	How is the outfit put together ? How old is the person ? How would you describe the look: For example *Contemporary, Futuristic, Retro or vintage, Fusion of styles*
Outfit 1	
Outfit 2	
Outfit 2	
Outfit 2	
Outfit 2	

CONNECT: PRESENT, DISCUSS, EVAUATE ACTIVITY 2G

Present the images that you have produced:

- Can the images be grouped together by common trends?

- Is there more than one common look/ trend?

- Can you identify a link between age bracket and choice of dress style?

For example
There are three diferent trends here:

- Animal print

- Tea dresses;

- Chunky knit

OR

This could be one 'Stripe' trend.

CONNECT: THE FINAL PRESENTATION
ACTIVITY 2H

In the fashion business world, you are often asked to present your ideas to others.

Presenting is therefore an important skill to learn.

OPTION 1
At the end of lesson 2

Show your work so far and indicate what you have learnt in lesson 2.

- Describe your target customer.

- Present your trend board and describe your trend direction.

- Identify key trends that you have spotted in the streets and consider if any are appropriate for their brand. If so, why?

CONNECT: PERFORMING AND EVALUATING ACTIVITY 2i

The discussion questions below could be considered whilst the class watch each group presenting. Discussions could be as a whole class or small group discussion.

Each group's answers could be verbal or written on the board, flip chart or in their logbooks.

If you watched the presentation:

- Did you enjoy the presentation?
- What did you like most about the presentation?
- Do you think the identified customer will wear the designed t-shirt?
- What skills do you think are needed to make a good presentation?

If you gave the presentation:

- How did you feel the presentation went?
- What went well when presenting?
- What could have been improved on when presenting (consider: speed of delivery of the presentation, images used, content)

Evaluate your progress on the lesson reflection worksheet.

CONNECT: LESSON REFLECTION WORKSHEET
ACTIVITY 2J

Reflecting on the customer activies will help you better understand what you have learnt. Take time to answer the below questions and reflect on your learning experience.

1. What did you find out about the customer?

2. What new skills did you learn?

3. What did you enjoy most?

4. What skills would you like to develop?

HOW WELL DID YOU...	☺	☺	😐	☹
Focus in the activities?				
Discuss fashion trends and understand why trends change with time?				
Identify the target consumer?				
Come up with ideas?				
Link ideas together?				
Work co operatively with others?				