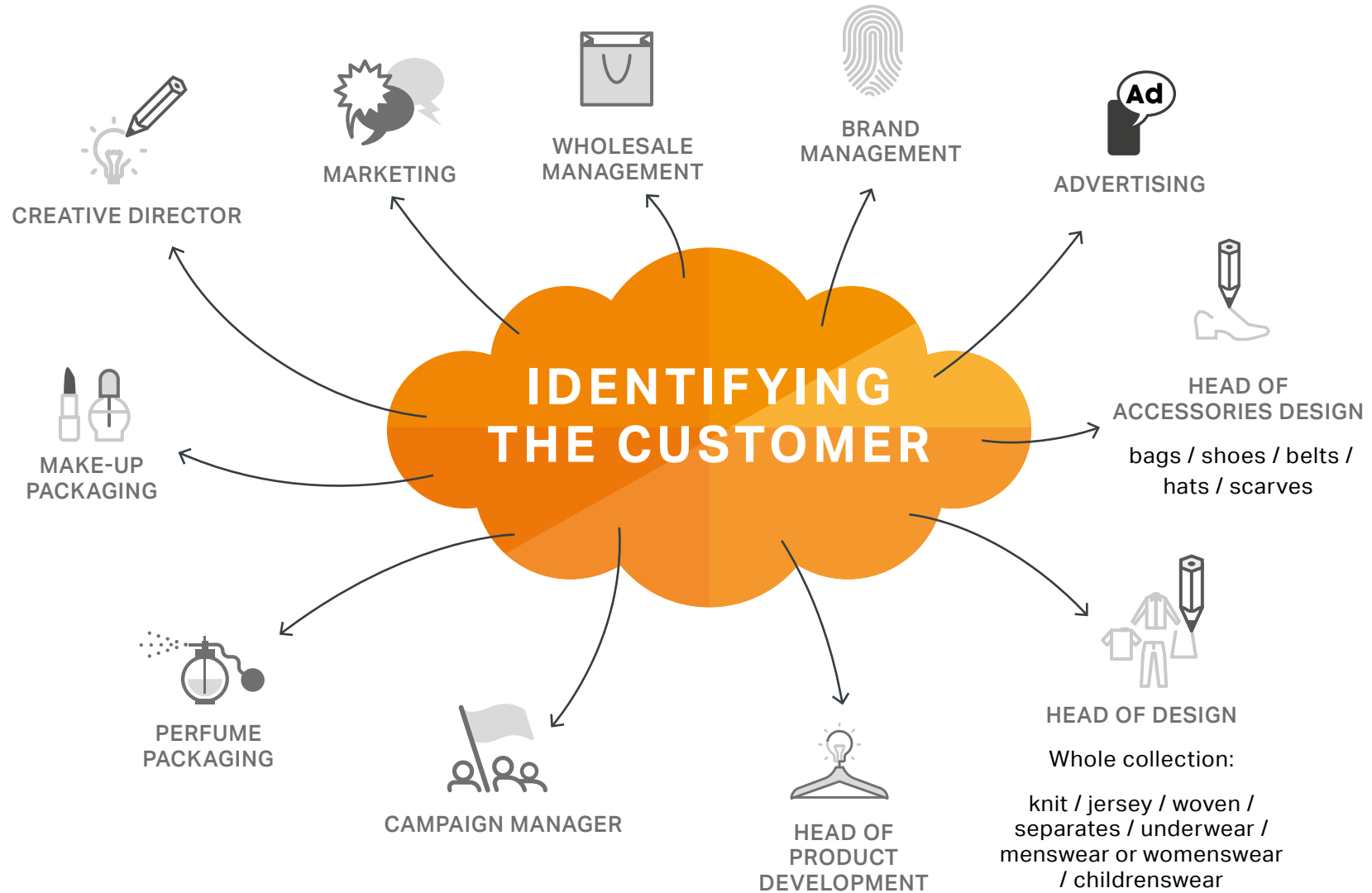**FASHION LONDON**

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

MARKETING

WHOLESALE MANAGEMENT

BRAND MANAGEMENT

ADVERTISING

CREATIVE DIRECTOR

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

Task 1

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

Write down some ideas below:

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

Task 2 (optional)

Create a spider diagram about your customer for your brand. Use drawings, internet research and magazines to find images that represent your customer and style, personality, hobbies and awareness or attitude to sustainability.

MY CUSTOMER

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

Task 3
Fill in the profile below

CUSTOMER PROFILE

Name:

Age:

Where they live:

Status: Married ☐   Single ☐   Partnered ☐   Kids? Yes ☐ No ☐

Disposable income:

Hobbies

Customer wants and needs:

Customer fashion sense:

Daily/weekly schedule:

Brands regularly buy

Brands aspire to buy

place lifestyle images here

DISCOVER: IDENTIFYING TRENDS THROUGH TIME
ACTIVITY 2B

Create a fashion timeline

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

DISCOVER: IDENTIFYING FASHION TRENDS THROUGH TIME
ACTIVITY 2B continued

Once you have completed your timeline:

Compare the outfits over the years.
For example: length, pattern and fit:

_____

_____

_____

_____

_____

_____

_____

Are there any outfits that you would wear now or in the future?
If so, why?

_____

_____

_____

_____

_____

_____

_____

DISCOVER: RECOGNISING TRENDS
ACTIVITY 2C Optional

Match the era with the pictures:

1920s

1940s

1970s

1980s

1.

2.

3.

4.

DISCOVER: RECOGNISING TRENDS
ACTIVITY 2C continued

Once you have completed your timeline:
Discuss with the class:

1. Why did you make the decision to match the year to
   the dress?

2. Have you seen photos of your parents/grandparents
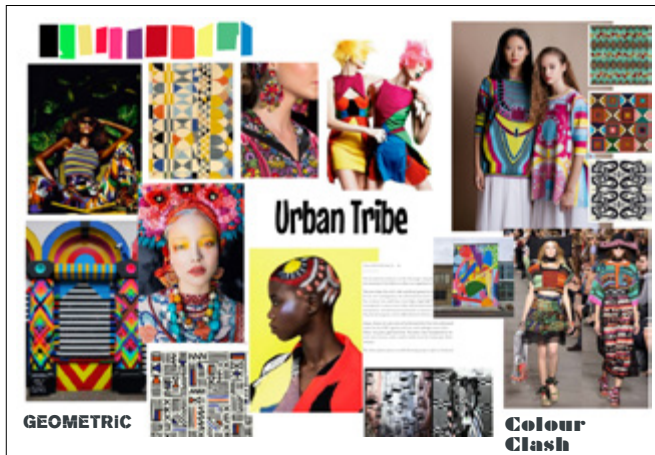   wearing these trends? Can you give examples?

4. Which trends do you like and why?

Have they seen interpretations of these trends
for sale recently? If so, where?

DISCOVER: CREATING A TREND BOARD
ACTIVITY 2D

Create your own trend board. It must be clear from the board:

- choose a trend name
- the key colours of the identified trend
- the key shapes and silhouettes
- keywords

You could create you trend board in your workbook or on a large sheet of paper.

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

IMAGE, DRAWING OR DESCRIPTION	REFLECTION
People wearing key fashion trends (you must ask the permission of the subject before photographing); Shop windows; Billboards; Imagery in the street such as graffiti, posters and flyers.	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

EXPLORE: FIELD TRIP TO OLD STREET
ACTIVITY 2F continued

IMAGE, DRAWING OR DESCRIPTION	REFLECTION
People wearing key fashion trends (you must ask the permission of the subject before photographing); Shop windows; Billboards; Imagery in the street such as graffiti, posters and flyers.	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 2

EXPLORE: FIELD TRIP TO OLD STREET
ACTIVITY 2F continued

IMAGE, DRAWING OR DESCRIPTION	REFLECTION
People wearing key fashion trends (you must ask the permission of the subject before photographing); Shop windows; Billboards; Imagery in the street such as graffiti, posters and flyers.	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 3

EXPLORE: FIELD TRIP TO OLD STREET
ACTIVITY 2F continued

IMAGE, DRAWING OR DESCRIPTION	REFLECTION
People wearing key fashion trends (you must ask the permission of the subject before photographing); Shop windows; Billboards; Imagery in the street such as graffiti, posters and flyers.	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 4

EXPLORE: FIELD TRIP TO OLD STREET
ACTIVITY 2F continued

IMAGE, DRAWING OR DESCRIPTION	REFLECTION
People wearing key fashion trends (you must ask the permission of the subject before photographing); Shop windows; Billboards; Imagery in the street such as graffiti, posters and flyers.	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 5

CONNECT: PRESENT, DISCUSS, EVAUATE
ACTIVITY 2G

Present the images that you have produced. Arrange your images together in 1-3 groups of common trends.

- Is there a more common look/trend?
- Can you identify a link between age bracket and choice of dress style?

GROUP 1

GROUP 2

GROUP 3

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 develop.

Your weekly activity in your blog or worksheets will help you with your end of nine-lesson session presentation.

TOP TIP
You could create a QR code (this could be used by teachers for assessment)

OPTION 1
At the end of lesson 2:

Show your journey so far and indicate what you have learnt in the lesson.

You should:

Describe your target customer.

_____

_____

_____

_____

Present your trend board ☐

Describe your trend direction.

_____

_____

_____

Identify key trends that you have spotted in the streets.

_____

_____

_____

_____

_____

Are any are appropriate for your brand and for your target customer. If so, why?

_____

_____

_____

CONNECT: **PERFORMING AND EVALUATING**
ACTIVITY 2H (Applies to Option 1 of Activity 2J)

Discuss the following questions as a whole class or
small group, depending on whether you gave or watched
a presentation. Answers could be verbal, written on the
board, flip chart or in your workbooks.

If you WATCHED the presentation:

Did you enjoy the presentation?

_____

_____

What did you like most about the presentation?

_____

_____

_____

_____

_____

Do you identify with any of the chosen trends?

_____

_____

_____

_____

What skills do you think are needed to make a good
presentation?

_____

_____

_____

_____

_____

If you GAVE the presentation go to next page

CONNECT: **PERFORMING AND EVALUATING**
ACTIVITY 2i (Applies to Option 1 of Activity 2J)

Discuss the following questions as a whole class or small group, depending on whether you gave or watched a presentation. Answers could be verbal, written on the board, flip chart or in your workbooks.

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, images used, content)

_____

_____

_____

_____

_____

_____

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 learn 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 & understand why trends change with time?				
Identify the target consumer?				
Come up with ideas?				
Link ideas together?				
Work co-operatively with others?				