

# «ОПРЕДЕЛИ ПРОФИЛЬ БРЕНДА»

---

Практическое задание для визуальных мерчендайзеров

MARKS &  
SPENCER

LONDON

# ОПРЕДЕЛЕНИЕ ПРОФИЛЯ БРЕНДА

- Для того чтобы лучше понимать стилистику и потенциального покупателя каждого бренда у нас есть документы, в которых описаны основные ключевые моменты каждой коллекции.

Trainee 5-26 weeks // Learning Card

## Autograph

GM Womenswear Brands //



**What does the brand stand for?**  
Autograph is exquisite product made accessible. Autograph exudes luxury, sophisticated, refined, understated product designed with immaculate attention to detail.

**Who is our target customer?**

- She is an Investor in style
- She's willing to spend that bit more on that perfect piece, she sees the value in the extra enhancements; such as natural fibres.
- She has a keen eye for fashion, quality and good taste
- She wants to feel as though she's buying something special

**What Autograph Collection is...**

- Autograph is elegant and versatile
- Autograph is understated confidence
- Autograph is elegant and chic but still within reach

**What Autograph Collection isn't...**

- Autograph isn't just for special occasions
- Autograph doesn't need to shout with loud prints
- Autograph isn't cold or unattainable

**WHO IS OUR COMPETITION?**

M&S VS DEbenhams WHISTLES NETS

**Who are we inspired by?**  
Brands we draw inspiration from for the Autograph range include Joseph, Celine, Stella McCartney and Theory.

**Let's help you sell Autograph**

**Features Tell**

1. It's a stylish, contemporary collection of premium quality
2. The collection features luxury fabrics such as cashmere, silk and leather with modern styling

**Benefits Sell**

1. Luxurious fabrics which look and feel great
2. Get a designer look for less

**Conversational**

When talking to our customers about the Autograph range, some questions for you to think about mentioning in your conversations are...

1. Have you seen the new design led luxury pieces within Autograph? We have cashmere, silk, leather, supima cotton...
2. Have you seen the new collection in for Autograph? It offers fantastic smart and weekend pieces.

M&S Learning and Development Academy

VF - May 2015 - © M&S and Spencer plc 2015



# ОПРЕДЕЛЕНИЕ ПРОФИЛЯ БРЕНДА

- Попробуйте соориентировать данный профиль на российского покупателя.



---

# ОПИСАНИЕ ЗАДАНИЯ

- Подготовьте презентацию на 5 слайдах:
- 1й лист - титульный

«ОПРЕДЕЛИ ПРОФИЛЬ LIMITED»

---

Дмитрий Комаров

MARKS &  
SPENCER  
LONDON



# ОПИСАНИЕ ЗАДАНИЯ

## ■ 2й лист – описание бренда:

Использовать английский документ

(сохранены на утилитах-

..\..\..\VM тренинги\SPRING 16

MARKS &  
SPENCER

LONDON



Trainee 5-26 weeks // Learning Card

## Indigo

GM Womenswear Brands //



### What does the brand stand for?

Indigo is the perfect mix of style, quality and authentic denim at great value. Individually designed for that relaxed, laid back look, Indigo offers casual feminine style through thoughtful design, engineered fit and truly authentic washes and looks.

### Who is our target customer?

- She loves casual style: She likes to put a lot of effort into her outfit, but she doesn't want to be seen to have made much effort as she likes to look laid back.
- She creates her own look and isn't defined by labels: She likes to think of herself as quite original in terms of her thinking and dressing. She isn't romanced by labels, she will wear something because it is the right style for her.
- She wants quality clothes that fit and flatter her.

### What Indigo is...

- Indigo is Mum friendly
- Indigo is Engineered fit
- Indigo is Premium quality denim

### What Indigo isn't...

- Indigo isn't mummy
- Indigo isn't Elasticated waists
- Indigo isn't Premium price revealing



### Who are we inspired by?

Brands we draw inspiration from for the Indigo range include Isabel Marant, Madewell, Free People and Current/Elliott.

### Let's help you sell Indigo



#### Features Tell

1. Pretty, feminine pieces with a trend aware look
2. Authentic denim, with inspiration from across the globe in the must have fits



#### Benefits Sell

1. Easy to put together pieces which look effortlessly cool and help create a unique look
2. Flattering denim in a wide range of styles - why stop at one pair?



#### Conversational

When talking to our customers about the Indigo range, some questions for you to think about mentioning in your conversations are...

1. Have you seen our new denim range in store? Indigo offers authentic denim in flattering fits in all of the must have shapes - skinny, jeggings, straight, boot cut and boyfriend.
2. Have you tried layering Indigo pieces? All of the range is designed to effortlessly work together - to create your own individual look.
3. We have a new range of footwear in Indigo in for this season so you can complete the look - have you seen the great boots?

---

# ОПИСАНИЕ ЗАДАНИЯ

- 3й-4й лист – фото людей (из России) отображающих стиль бренда:

не более 4 фото на слайде

Вы можете использовать фото друзей, знакомых, даже себя, если образ на фото соответствует стилю бренда



---

# ОПИСАНИЕ ЗАДАНИЯ

5й слайд – вдохновение. ...

Сделайте коллаж из фото, картинок, к-рые вы соотносите с покупателем этого бренда (акцент на Россию). Это могут быть места, заведения, интерьер, предметы и т.д.



Например путешествие по горам Урала – ассоциация с брендом NC



---

# ДЕЛИМСЯ ПО КОЛЛЕКЦИЯМ

Limited	Влада
Indigo	Ира, Алена
Per-Una	София
Autograph	Аня, Оксана Р.
Classic	Айталина,
M&S Collection Woman	Дима, Катя
North Coast	Оксана Г., Заур
Blue Harbour	Наташа С., Руслан
M&S Collection Men	Заур



MARKS &  
SPENCER

LONDON





Этот слайд - образец формата, используйте его для своей работы

# «ОПРЕДЕЛИ ПРОФИЛЬ БРЕНД»

---

Фамилия Имя

MARKS &  
SPENCER

LONDON

MARKS &  
SPENCER

LONDON



# ЗАДАЧА

