



IMPORTANCE

OF

FASHION

RETAILING

# What is Fashion Retailing?

Group of companies, part of the **fashion** supply chain that goes from the manufacturers to the consumer, offering **fashion** goods and services, through traditional seasonal spans and/or fast **fashion** timing, ranging from budget to designer price lines .

A type of **retailing** that includes selling clothing, apparel and accessories.



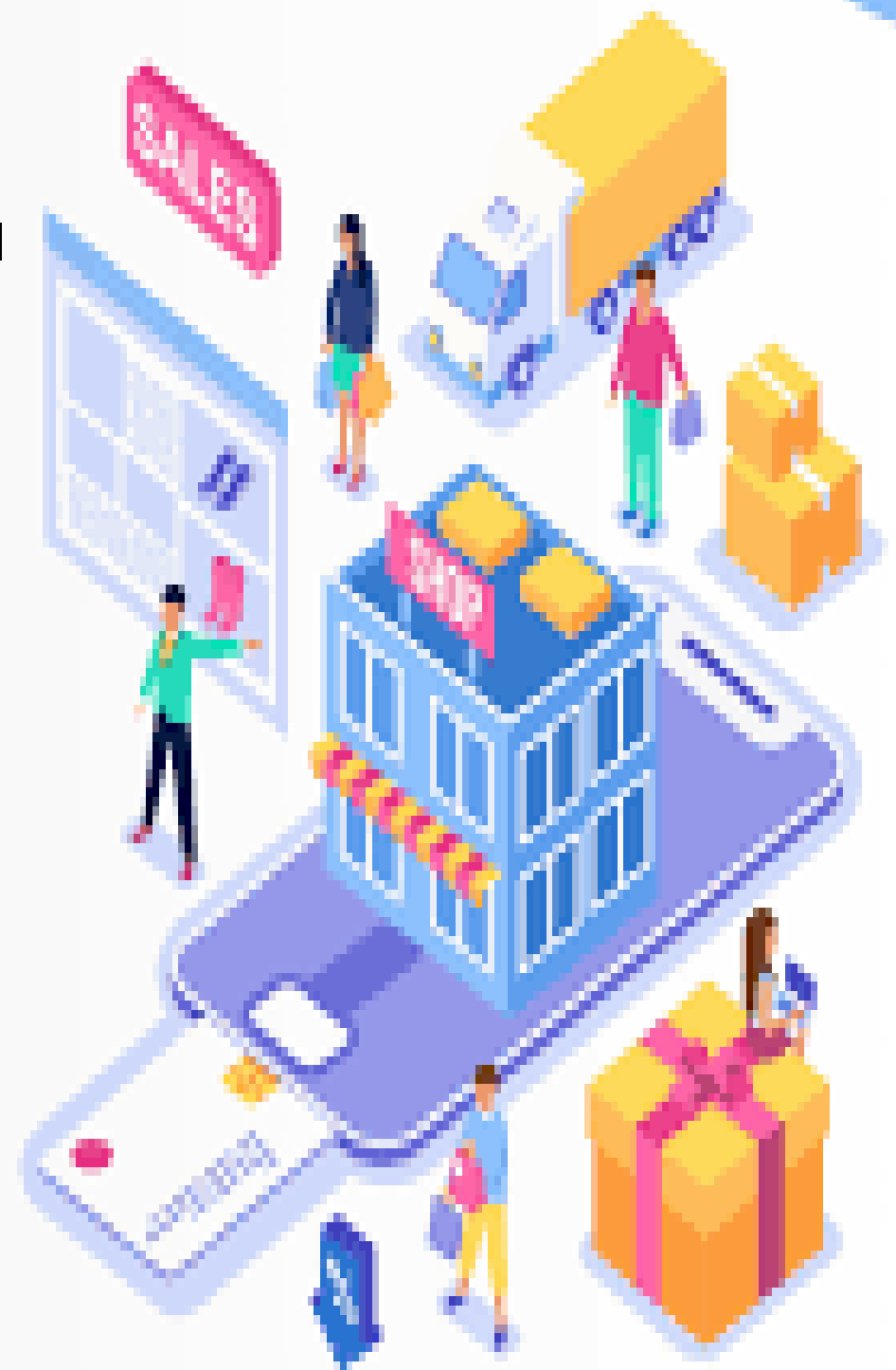
Once the clothes have been designed and manufactured, they need to be sold. But how are clothes to get from the manufacturer to the customer? The business of buying clothes from manufacturers and selling them to customers is known as retail. Retailers make initial purchases for resale three to six months before the customer is able to buy the clothes in-store.



# Fashi on Retailing

Fashion [marketing](#) is the process of managing the flow of merchandise from the initial selection of designs to be produced to the presentation of products to retail customers, with the goal of maximizing a company's sales and profitability. Successful fashion marketing depends on understanding consumer desire and responding with appropriate products. Marketers use sales tracking data, attention to media coverage, focus groups, and other means of [ascertaining](#) consumer preferences to provide feedback to designers and manufacturers about the type and quantity of goods to be produced. Marketers are thus responsible for identifying and defining a fashion producer's target customers and for responding to the preferences of those customers.

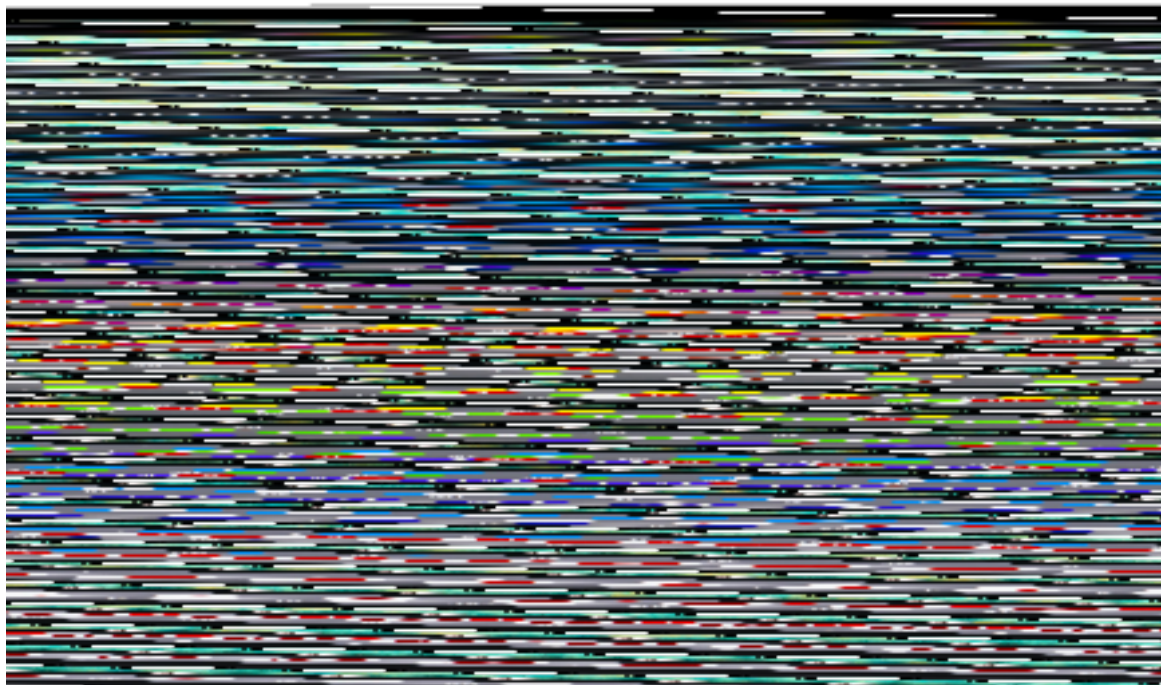
Marketing operates at both the wholesale and retail levels. Companies that do not sell their own products at retail must place those products at wholesale prices in the hands of retailers, such as boutiques, department stores, and online sales companies. They use fashion shows, catalogs, and a sales force armed with sample products to find a close fit between the manufacturer's products and the retailer's customers. Marketers for companies that do sell their own products at retail are primarily concerned with matching products to their own customer base. At both the wholesale and the retail level, marketing also involves promotional activities such as print and other media advertising aimed at establishing brand recognition and brand reputation for diverse characteristics such as quality, low price, or trendiness.



Closely related to marketing is merchandising, which attempts to maximize sales and profitability by inducing consumers to buy a company's products. In the standard definition of the term, merchandising involves selling the right product, at the right price, at the right time and place, to the right customers.

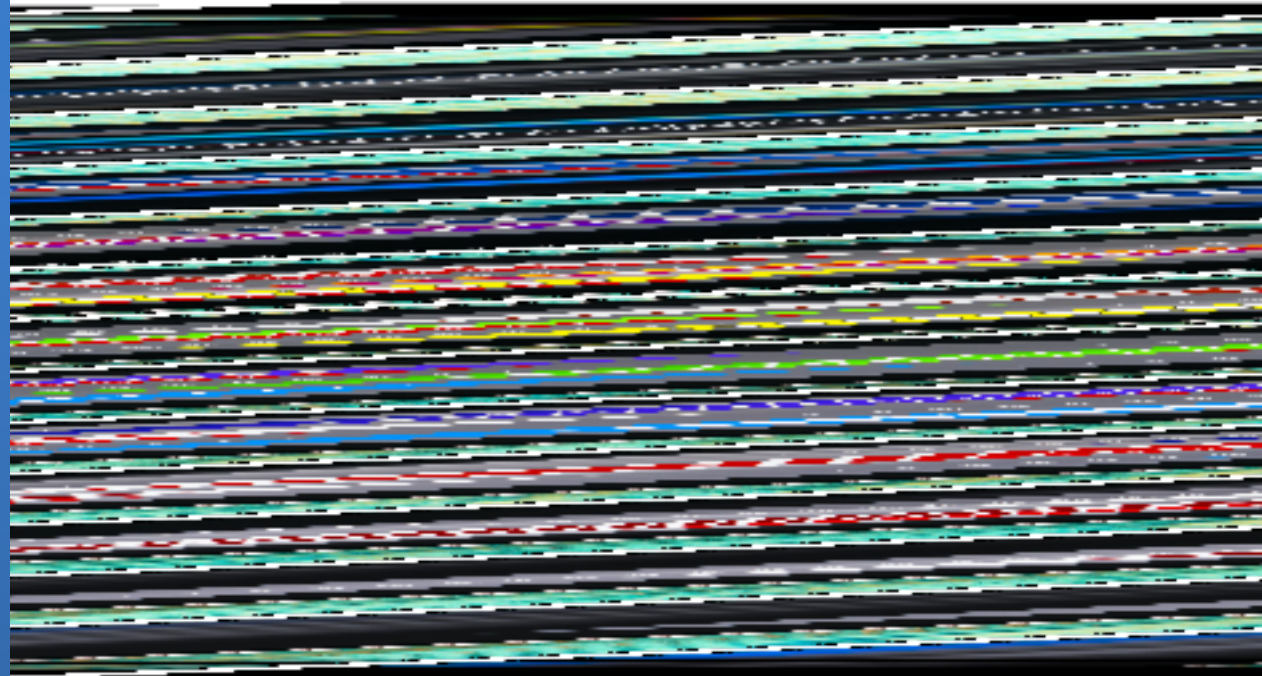
Fashion merchandisers must thus utilize marketers' information about customer preferences as the basis for decisions about such things as stocking appropriate merchandise in adequate but not excessive quantities, offering items for sale at attractive but still profitable prices, and discounting overstocked goods. Merchandising also involves presenting goods attractively and accessibly through the use of store windows, in-store displays, and special promotional events. Merchandising specialists must be able to respond to surges in demand by rapidly acquiring new stocks of the favored product. An inventory-tracking [computer program](#) in a [department store](#) in London, for example, can trigger an automatic order to a production facility in Shanghai for a certain quantity of garments of a specified type and size to be delivered in a matter of days.

By the early 21st century the [Internet](#) had become an increasingly important retail outlet, creating new challenges (e.g., the inability for customers to try on clothes prior to purchase, the need for facilities designed to handle clothing returns and exchanges) and opening up new opportunities for merchandisers (e.g., the ability to provide customers with shopping opportunities 24 hours per day, affording access to rural customers). In an era of increasingly diverse shopping options for retail customers and of intense price competition among retailers, merchandising has emerged as one of the cornerstones of the modern fashion [industry](#)



# # Factors Influencing Trends in Retailing

Many factors influence retail trends; these factors are linked to current changes in the population, including the increase in reliance on social media and concern for the environment. Retailers are wise to adapt to the way consumers prefer to shop, while using social media in creative ways to market products to target audiences. With the increase in online shopping, retailers are responding by creating user-friendly websites and providing discounts on shipping.



Factors Influencing  
WEBSITE DESIGN

# Attract The Right Customers For Your Business





## Environmental Awareness

The rise in environmental awareness has caused some retailers to respond in ways that make consumers feel better about their purchases. Many retailers are increasingly offering products made with recycled materials. Additionally, retail giants, such as Patagonia and Nike, take back used items and recycle them for use in other products. Computer companies -- such as Dell -- offer recycling programs as well.



## Increase in Senior Population

The senior population is growing; this factor is influencing retail trends, particularly in the small business sector. Retailers are marketing to seniors in a variety of ways, which is wise because nearly 22 percent of the American population will be aged 60 and over by 2030. Seniors, in particular, appreciate great customer service and websites that are user-friendly. Seniors also tend to appreciate high-quality goods, and retailers are responding by keeping these items stocked.

## Social Media

The all-reaching influence of social media is affecting retail trends, as social media sites provide a convenient way for retailers to reach target audiences. Retailers are increasingly turning to social media sites -- such as Twitter or Facebook -- to advertise sales, free shipping and new product lines. Although newspaper flyers and other traditional means of advertising still reach consumers, advertising on social media sites is comparatively easy and inexpensive.



## Online Shopping

Online shopping hasn't yet made shopping malls and storefronts obsolete, but it has had an impact on how retailers sell products. Of course, many retailers -- from small to large -- operate websites on which consumers can purchase products. However, online retailers are increasingly adding customer support to their websites in the form of online chat. Additionally, online retailers frequently offer customer's ways to track past purchases and shipping, while making recommendations based on past purchases.



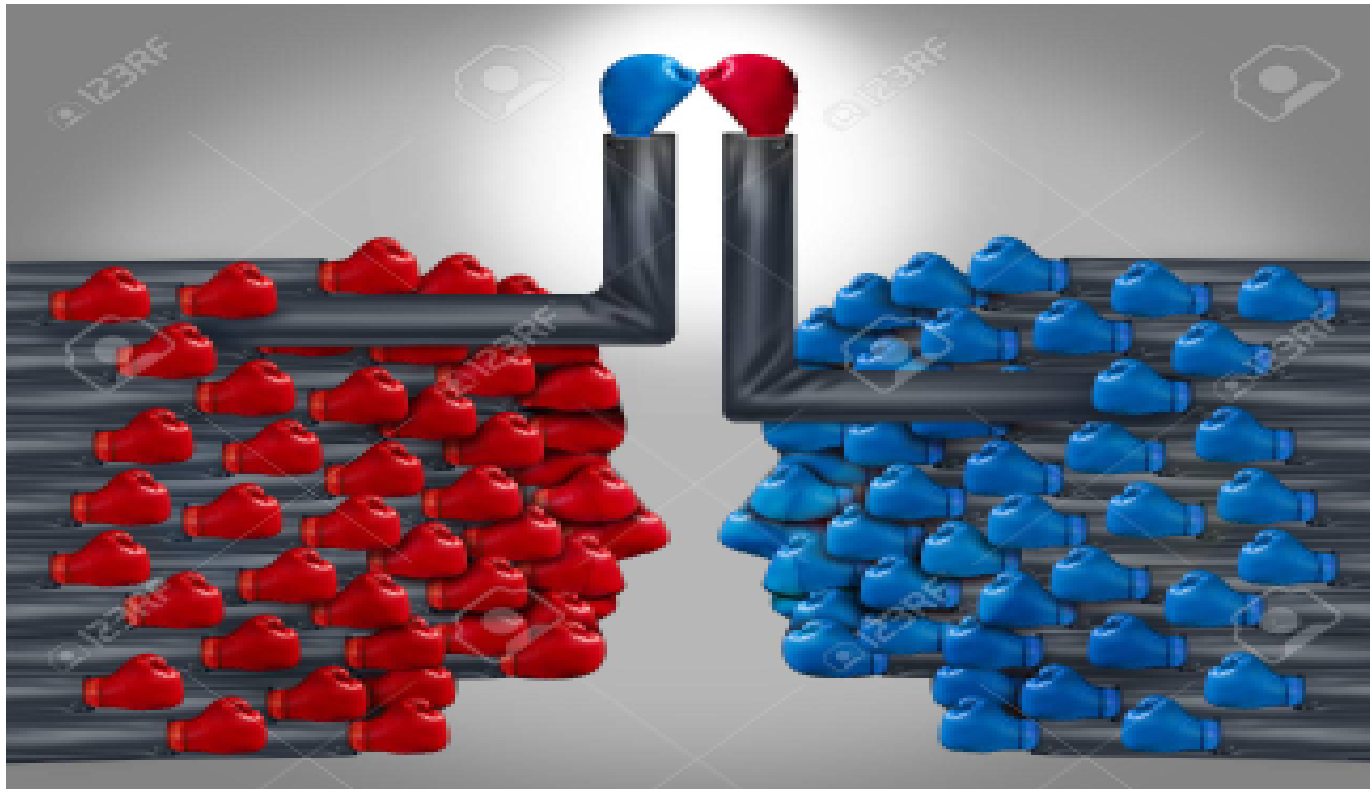
## #Importance of Retail Marketing

Effective retail marketing is vitally important for today's manufacturers. Without a presence in retail stores, businesses rarely achieve the high level of exposure or widespread product distribution that retail stores offer. Retailers can help small businesses by performing a wide range of marketing services, from promoting products directly to customers to giving customers a chance to view and test products.



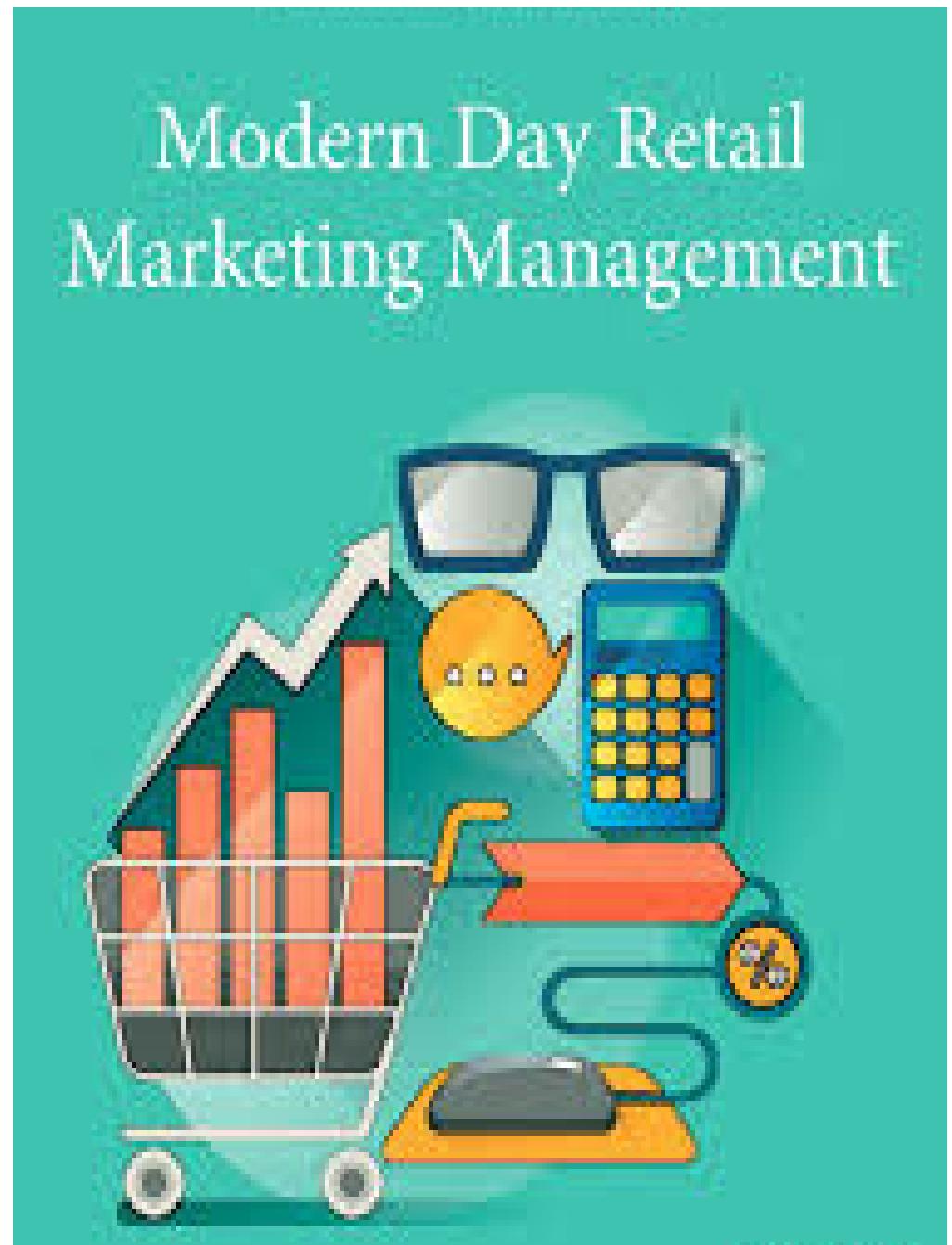
## Historical Importance

Historically, manufacturers were more powerful than retailers, according to the book "Retail Marketing," by Malcolm Sullivan and Dennis Adcock. If a retailer didn't comply with a manufacturer's demands -- concerning product pricing, shelf placement, in-store promotions and so on -- the manufacturer could refuse to supply the retailer and perhaps opt to work with its competitors instead.



## **Modern Retail Marketing**

More recently, technological, cultural and economic changes have shifted the balance of power to retailers, according to Sullivan and Adcock. For example, retailers now can track customer shopping data, which provides an important source of consumer research that manufacturers can't directly access. Also, retail stores have launched in-store brands, making them viable competitors with major manufacturers. In other words, as retailers have increased their capabilities and power, being able to work with retailers has become increasingly important for any manufacturer whose business model depends on being visible to the typical consumer.



## **Power of Retail Brands**

Businesses can think of retailers as liaisons. Retail stores have a brand that means something to consumers, and linking your products with the right retail brand can mean the difference between success and failure. For example, if you produce furniture, making a deal with a well-known retail furniture store can mean massive exposure and an explosive increase in sales. That's because the retailer, in putting your products in its stores, has vouched for your business.



## **Function of Retailers**

Retail brands typically serve three important marketing functions, according to the book “Retail Marketing and Branding: A Definitive Guide to Maximizing ROI,” by Jesko Perrey and Dennis Spillecke. First, every retail brand has an image, and linking your company to that image can help you target the right consumers. Second, retail brands help consumer’s process information. For instance, a retail brand might allow only two or three competing manufacturers to supply its stores, which implies to consumers that these manufacturers are the cream of the crop. Finally, retail brands offer security to buyers, for example, by allowing customers to physically handle products and return unsatisfactory purchases as necessary.





Thank you