
ZIMMERMANN
BIANCA HOLLAND
OMNICHANNEL DISTRUBITION
BUSINESS AND BUYING

TABLE OF CONTENTS

AIMS AND OBJECTIVES

AIM:
Examine and evaluate Zimmermann's distribution strategy in the UK and Australia , and analyze how the brand is presented in each distribution channel.

OBJECTIVES:
1. Determine the brand's positioning and perception among its major target customers in the United Kingdom and Australia.
2. Examine the brands identity and its consistency in the two markets, as well as how it influences distribution strategy.
3. Analyze consumer behavior in both markets, as well as how they are in- fluenced by distribution, product mix, price range, visual merchandising, cu- stomer experience and retail environment.
4. Based on market and customer analysis, identify potential possibilities and risks and give recommendations to improve distribution strategy and perfor- mance in the targeted markets

	SECONDARY	PRIMARY
BUYING SPLIT	X	X
PRICE MIX	X	X
BRAND IDENTITY	X	X
CRM	X	
CONSUMER BEHA- VIOUR	X	X
VISUAL MER- CHANDISING	X	X

BRAND INTRODUCTION

Australian fashion house Zimmermann is well-known for its upscale swimwear, accessories, and apparel for ladies. In Sydney, Australia, sisters Nicky and Simone Zimmermann launched the company in 1991. With its distinctive and fashionable pieces, Zimmermann has garnered a significant fanbase and is renowned for its elegant, bohemian, and feminine designs.

Romantic silhouettes, elaborate lacework, and delicate designs are common elements in Zimmermann's collections. Their craftsmanship and attention to detail are well-known, which has helped the brand establish a reputation for excellence and elegance. The company is well-known for its swimsuit, resort, and ready-to-wear lines and has a significant position in the international fashion scene.

A diverse spectrum of consumers can purchase Zimmermann's products from their department stores, boutiques, and online store. This makes their fashion easily accessible. Celebrities and fashion influencers have taken an interest in the brand, and its creations are frequently spotted in fashion magazines and on red carpets.

Zimmermann has grown over time, bringing in more products and services such as accessories, wedding gowns, and kid's apparel. The company is praised for its distinctive and classic designs and is still at the forefront of Australian fashion.

BRAND PRISM

PICTURE OF SENDER

EXTERNALISATION

PHYSIQUE
Feminine, Delicate, Chic, Out-going, Natural, Romantic , Sophisticated

RELATIONSHIP
Consistent, Engaging, Inclusive

REFLECTION
Sophisticated, Feminine, Romantic

ZIMMERMANN

PERSONALITY
Inclusive, Confident, Free-spirited, Extroverted

CULTURE
Loyalty,Inclusivity, Creative, Consistency

SEL-FIMAGE
Timeless, Chic, Elegant, Classic

INTERNALISATION

PICTURE OF RECIPIENT

SWOT ANALYSIS

STRENGTH

· Unique Fashion Style: Zimmermann stands out with its distinctive, feminine, and bold fashion designs, differentiating it from its Australian peers.
· Consistent Brand Image: The brand has remained faithful to its original fashion ethos, not swaying with global trends, aiding in its long-term success.
· Continuous Creativity: Zimmermann has consistently rolled out new collections annually, showcasing a commitment to ongoing innovation and trend-setting.
· Global Brand Recognition: The brand's expansion with multiple international stores strengthens its global presence and market influence. : Sams, L. (2022)

OPPORTUNITY

· Digital and Physical Expansion: Zimmermann is seizing opportunities in digital engagement and physical store expansion, adapting to changing shopping behaviors.
· New Market Penetration: Entering new markets, especially where luxury fashion is growing, could significantly enhance Zimmermann's global reach.
: Sams, L. (2022)

WEAKNESS

· Operational Challenges: Zimmermann faces difficulties with supply chain disruptions and production, impacting its operational efficiency.
Limited Market Scope: Focusing on high-end fashion might restrict Zimmermann's customer base to a niche market segment
: Sams, L. (2022)

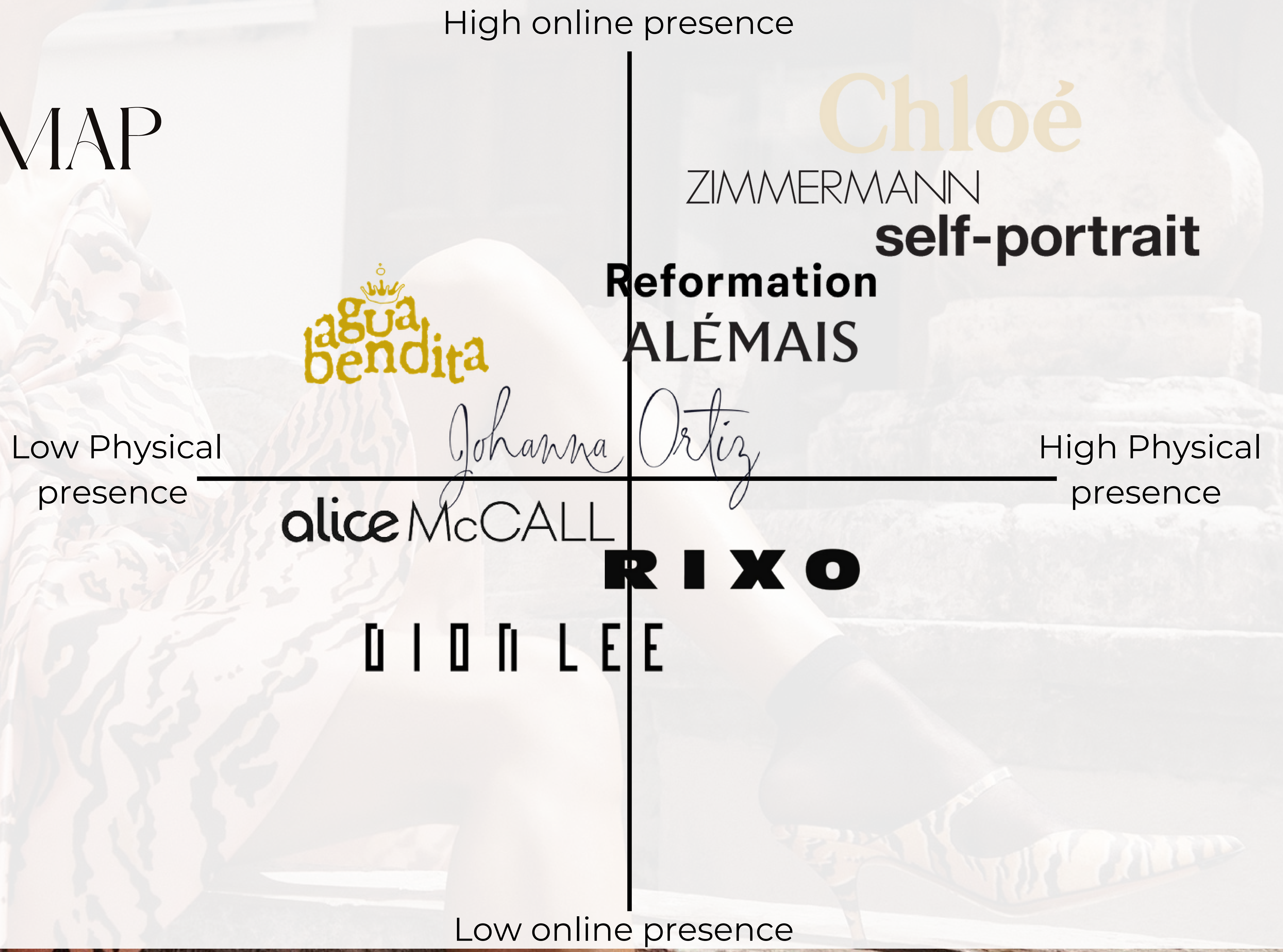
THREATS

· Volatile Fashion Trends: The fast-paced change in fashion trends poses a risk to Zimmermann's distinct style, especially if consumer preferences shift.
· Economic Uncertainties: Fluctuations in the global economy, affecting consumer spending, can impact the high-end fashion sector.
· Intense Market Competition: The luxury fashion industry's competitive landscape presents a continuous challenge in maintaining relevance and market share. : Sams, L. (2022)

POSITIONING MAP

Through a combination of distinctive brand features, design aesthetics, and an emphasis on delivering a unique customer experience, Zimmermann sets itself apart from its competition.

Although Zimmermann is a contender in the very competitive luxury fashion market, its distinctive identity and competitive edge stem from its ability to combine Australian elements with a feminine and romantic aesthetic, meticulous attention to detail, and strategic brand positioning.



THE ZIMMERMANN TARGET CONSUMER

The ideal customer for Zimmermann is a lady who exudes sophistication and taste in clothing and who recognizes the brand's dedication to great workmanship and minute details. Her style is feminine and romantic, with careful embellishments, gentle silhouettes, and delicate fabrics highlighting her personal approach to fashion.
This stylish lady follows the latest fashion trends and is drawn to Zimmermann's classic designs that expertly combine modern flair and traditional components. Her international lifestyle means that she appreciates clothing that may be worn to social gatherings and special occasions. Her choices of clothing are shaped by her confidence, and she enjoys spending money on well-made, long-lasting clothing.
Although a wide age range can be drawn to Zimmermann's designs, the brand's target clientele is frequently made up of socially conscious women in their 20s, 30s, and beyond who value the brand's global appeal and capacity to cross cultural barriers with a distinctive and refined aesthetic.

PEN PORTRAIT

Name: Elise Woods
Age: 35
Education Level: Master’s Degree
Profession: Financial Analyst
Salary: $110,000 yearly
Relationship status: Married
Family Status: No Children
Location: Sydney, Australia
Hobbies: Spin class, shopping, interioir design

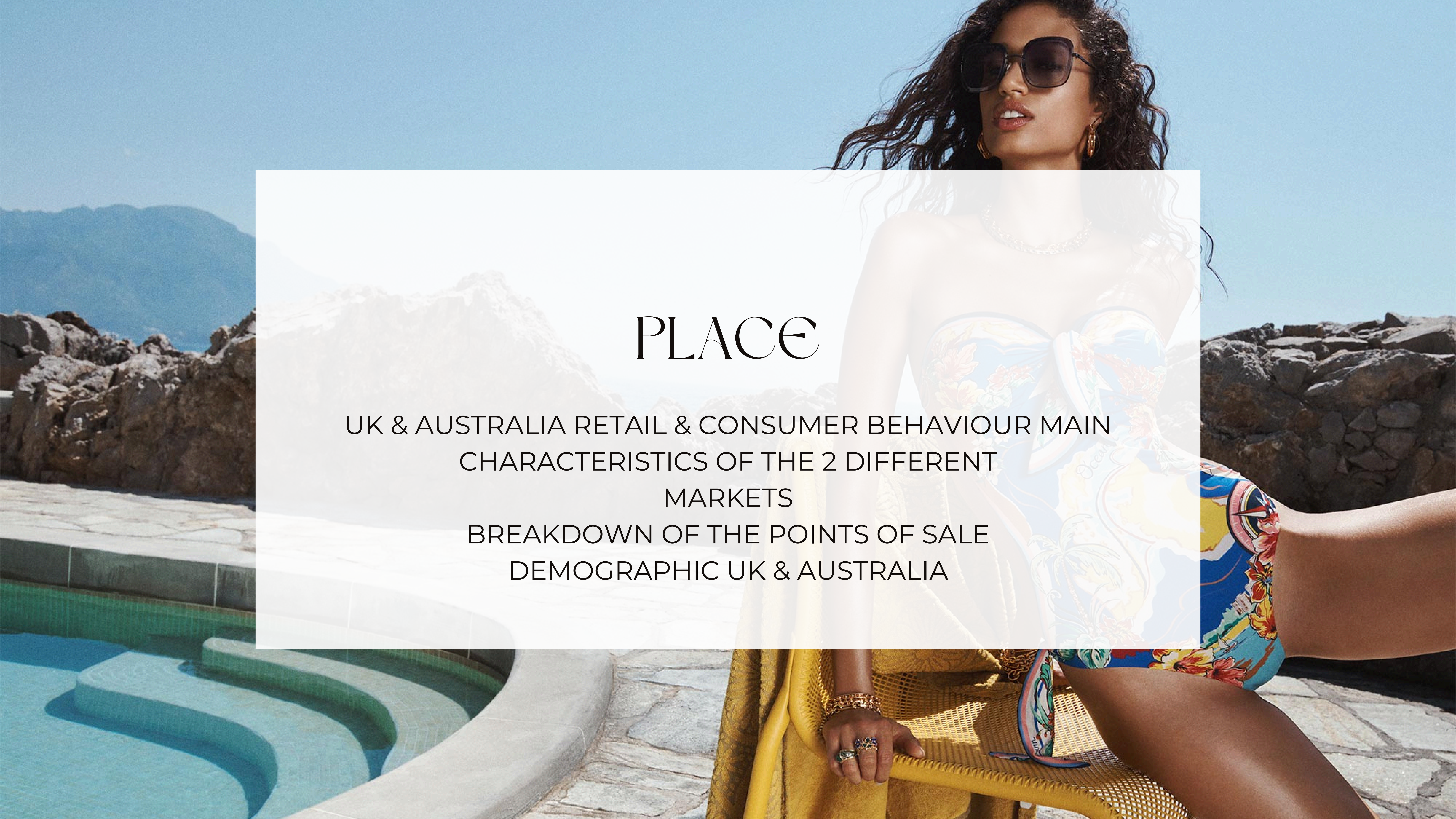
Aspirations:
Elise hopes to continue in her career, though hoping for a family in the next 5 years. Another dream of hers in the near future is to move into a new home with her newly wed husband, Mark, designing her dream home.

Behaviour:
Though sustainability matters to Elise, purchasing for quality and uniqueness is most important. Dainty and feminine elegance is her go to style, willing to spend more on her fashion as it makes her feel confident.

PEN PORTRAIT

Name: Annie Larson
Age: 24
Occupation: Student
Salary: N/A
Relationship status: Single
Family Status: No Children
Location: Atlanta, GA
Hobbies: Partying, Shopping, Yoga, Food, Social Media

Aspirations:
To graduate college and find a job in fashion merchandising. Also dabbling in the influencer industry, Annie hopes to grow her following, in order to teach young girls about being happy with ones self.
Behaviour:
Sustainability is extremely important to Annie, although so is brand name. Annie does not tend to buy big labels often, she tends to save up in order to buy a few designer pieces ever season.



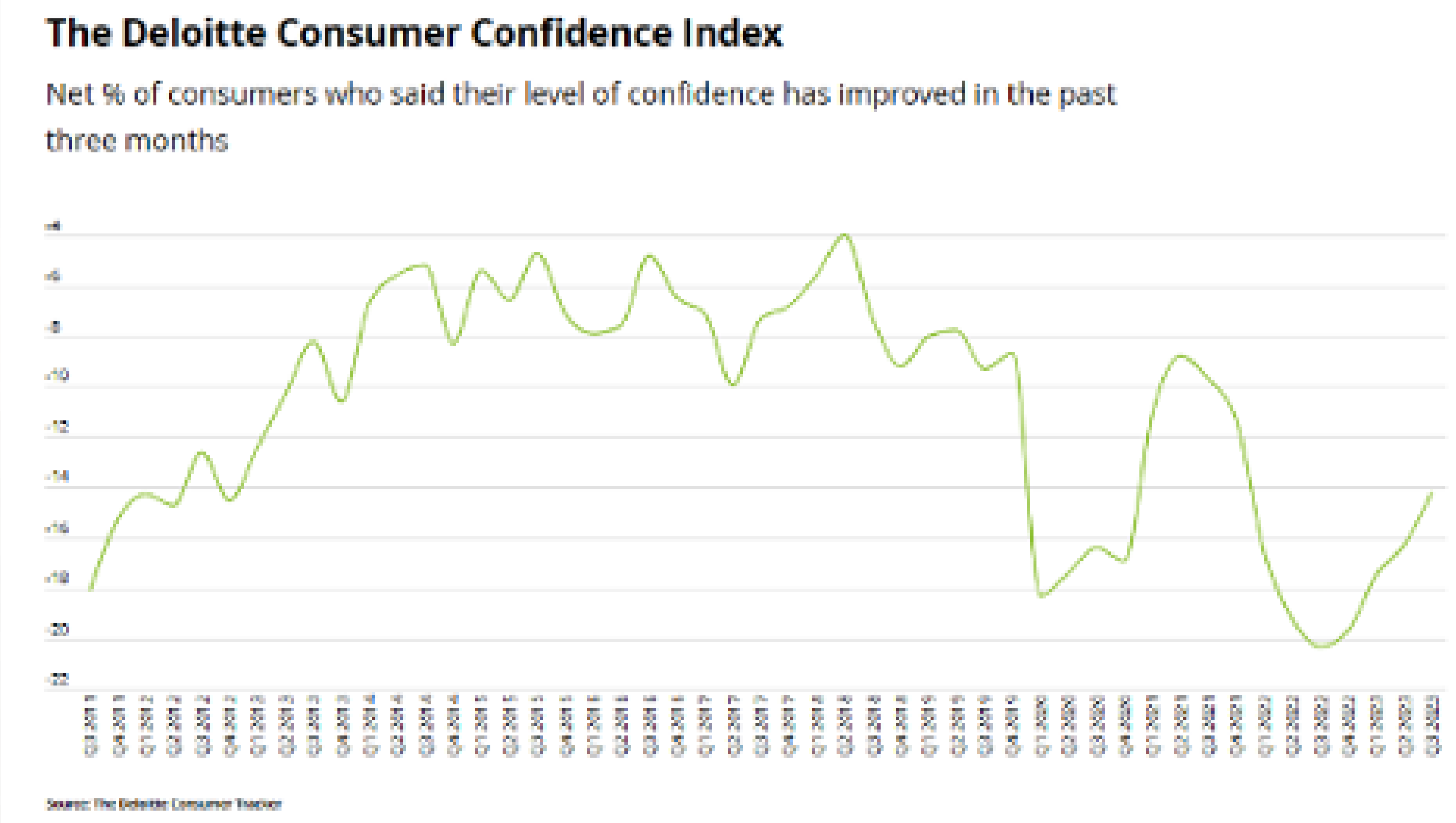
PLACE

UK & AUSTRALIA RETAIL & CONSUMER BEHAVIOUR MAIN CHARACTERISTICS OF THE 2 DIFFERENT MARKETS

BREAKDOWN OF THE POINTS OF SALE

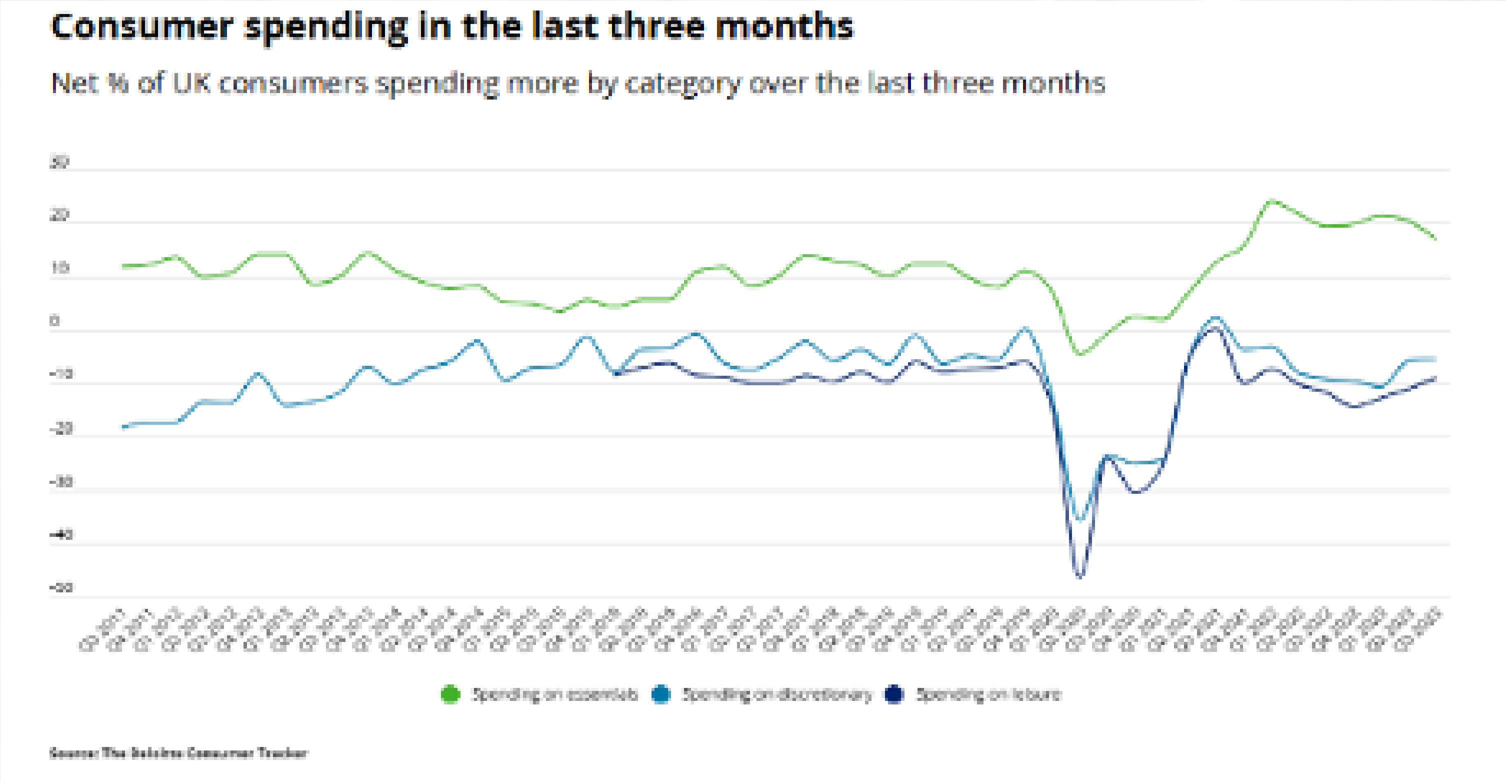
DEMOGRAPHIC UK & AUSTRALIA

UK RETAIL & CONSUMER BEHAVIOUR



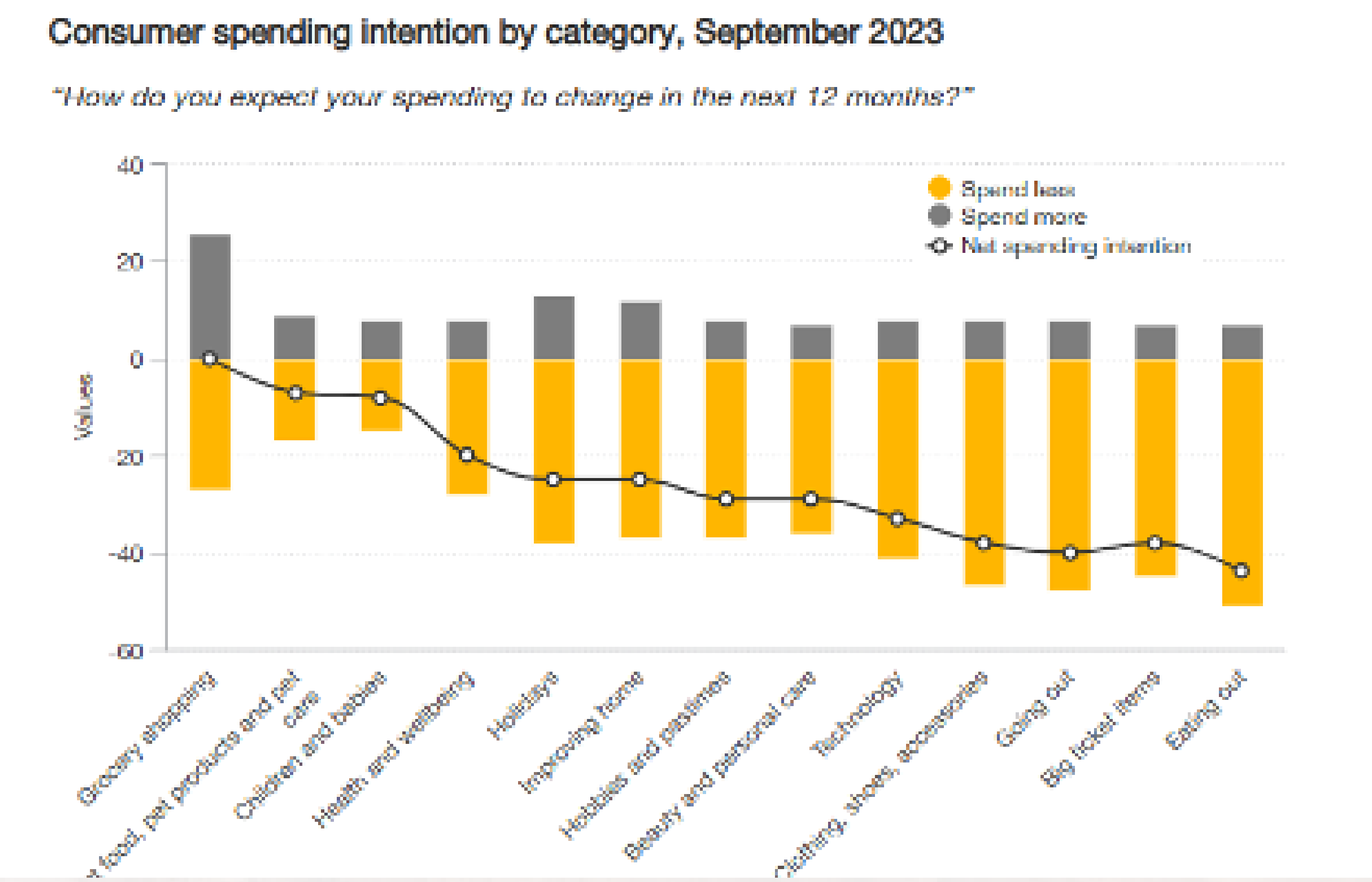
The UK's retail and consumer landscape in over the past 2 years has been shaped by a myriad of different factors. The lasting effects of the COVID-19 pandemic, geopolitical tensions arising from the Russia-Ukraine conflict, coupled with rising inflation rates and stricter monetary policies, have collectively contributed to a dampening of national optimism. These factors have exerted significant pressure on personal finances, thereby influencing consumer spending intentions and behaviors.

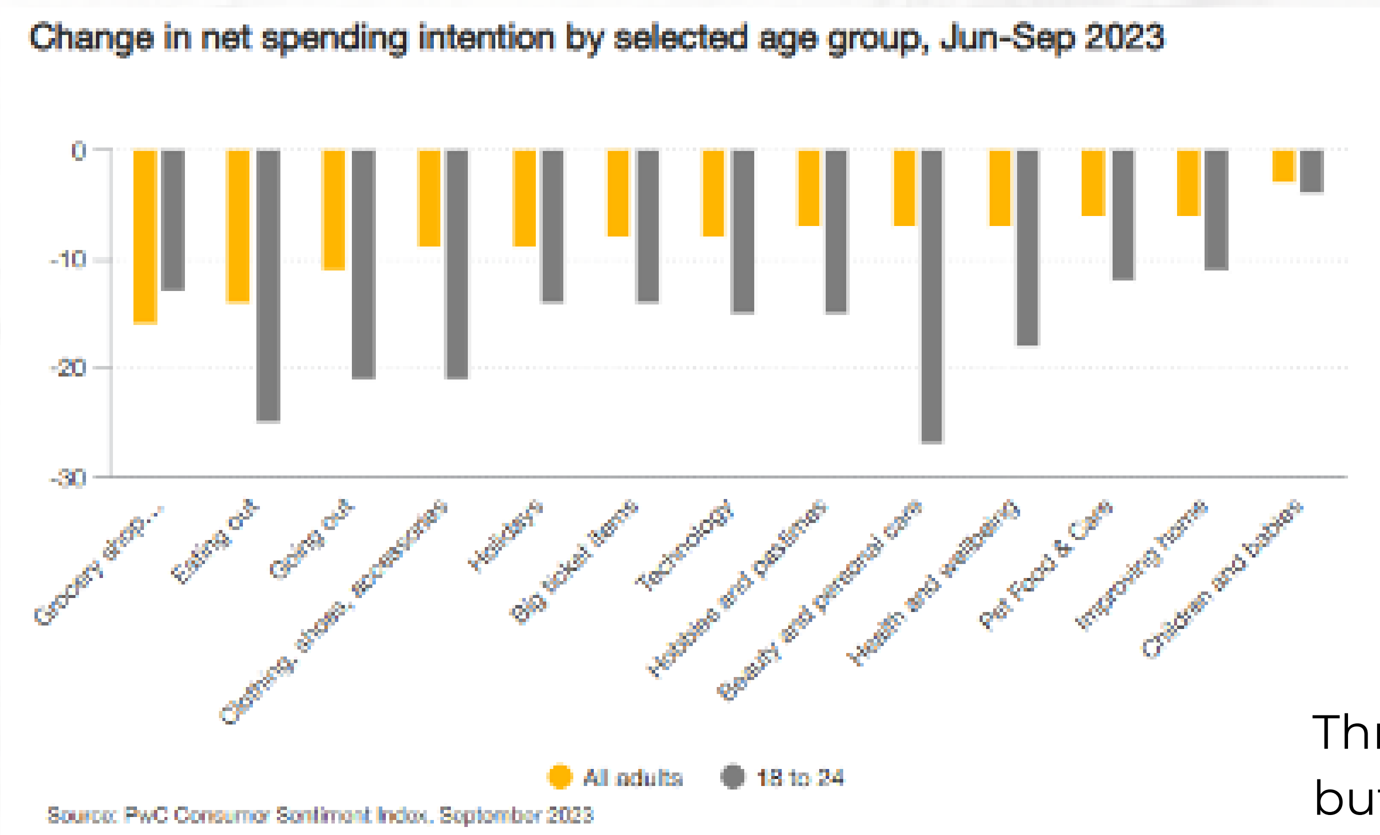
However, although being on a downward trajectory since the start of pandemic, consumer confidence (Figure 1) has started recovering by the end of last year. And looking at the most recent data, The Deloitte Consumer Tracker for Q3 2023 reports an improvement in consumer confidence in the UK, rising by two percentage points to -14.2%, the highest level since the fourth quarter of 2021. This upward trend suggests that pressures on consumers are easing, likely due to declining inflation and wage growth, which, in turn, supports improved living standards among consumers. This improvement in confidence is a key indicator of changing consumer attitudes and spending behaviors (Deloitte, 2023)

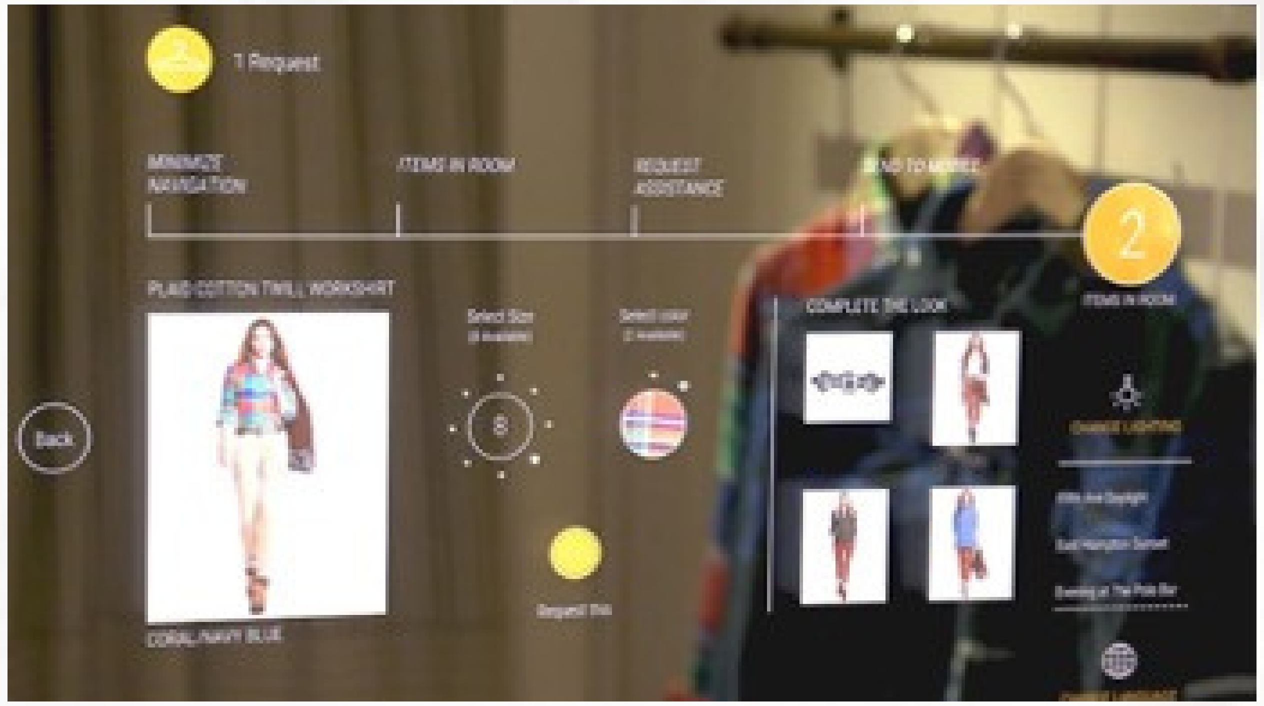


These significant shifts in consumer confidence resulted in the change in consumer spending patterns. As per Figure 2, there has been a noticeable decrease in essential spending due to the reduction in price rises, allowing consumers to cut back on expenses such as utility bills and groceries In contrast, after also being on a downward trajectory, discretionary spending has seen a marginal increase, particularly in sectors like holidays and leisure activities. (Deloitte, 2023).

Despite the improvements in consumer confidence, recent surveys indicate a trend of overall negative spending intentions across various categories. According to the PwC Autumn Consumer Sentiment Survey 2023, more consumers expect to spend less in categories in the Figure 3 on the left over the next 12 months compared to those planning to spend more. This trend of cautious spending intentions shows us that consumers are still uncertain about what the future holds and they prefer to remain prudent in their spending habits (PWC, 2023).







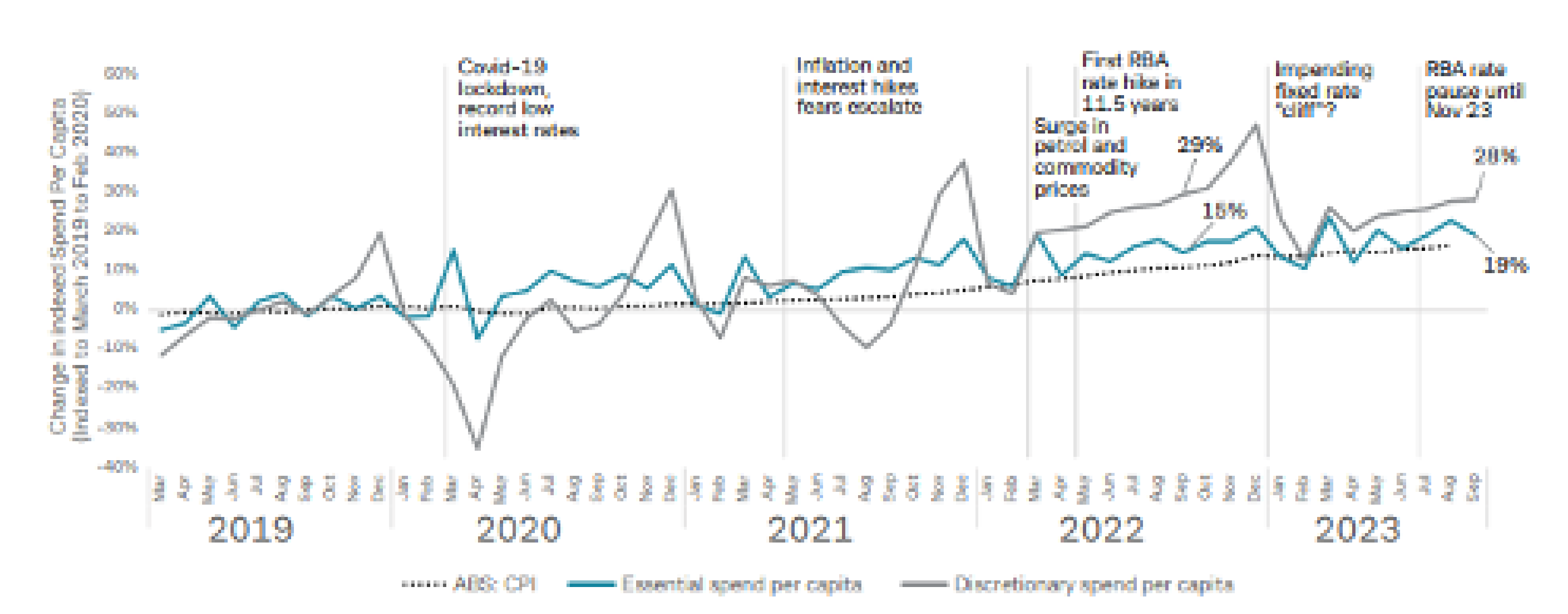
It is important to note however, that spending patterns vary significantly across different income and age groups. Higher income households and younger demographics, such as Generation Z, are less likely to reduce spending on activities like eating out. In contrast, households with an annual income below GBP 30,000 have made significant cuts in such expenditures. In general, lower-income households are more likely to cut or completely eliminate discretionary spending such as apparel and leisure. This variation highlights the diverse impacts of economic conditions on different demographic groups in the population (PWC, 2023).

Throughout this volatile period, not only have spending patterns been affected, but also the way that consumers make their purchases. E-Commerce sector has gained market share, and is constantly growing, with the total revenue for the UK e-commerce market expected to reach a total of $141bn in 2023. Currently, in the UK, e-commerce market holds around approximately 30% of total retail, projected to grow at a rate of 8.4% per year for the next 4 years (investingstrategy.co.uk, 2023)

But it seems that for the time being, despite this online preference, physical stores still hold appeal, especially for specific demographics and product categories. Looking at luxury products for instance, have clearly expressed that although they find online channels convenient, they would still want a classic brick-and-mortar option available. (businessfashion.com, 2023) Businesses in general are looking to adapt to these changes, by trying to integrate benefits of in-person shopping to their online sales channels (Deloitte, 2023).

AUSTRALIAN RETAIL & CONSUMER BEHAVIOUR

Figure 1: Essential and discretionary spending (March 2019 to September 2023)



As in most other places in the world, Australians continue to deal with pressures stemming from rising living costs. They are adjusting their saving and spending habits to account for rising interest rates, increased rent and energy expenses, and price rises brought on by inflation. Essential and discretionary spending have followed roughly the same trajectory as in the UK. Essential spending has fallen recently, due to the price decreases of certain necessities, while discretionary spending seems to have been steadily increasing over the course of the year (Commbank.com, 2023)

Looking at the spending tendency breakdown, it seems that despite the ongoing pressure from rising living costs, Australians continue to prioritize spending on travel and entertainment. Spending in those categories increased by 8.2% and 8.6% year-on-year, respectively. On the other hand, discretionary spending on apparel has decreased by 7.2% (Commbank.com, 2023).

igure 4: Year-on-year changes in essential and discretionary spending by category

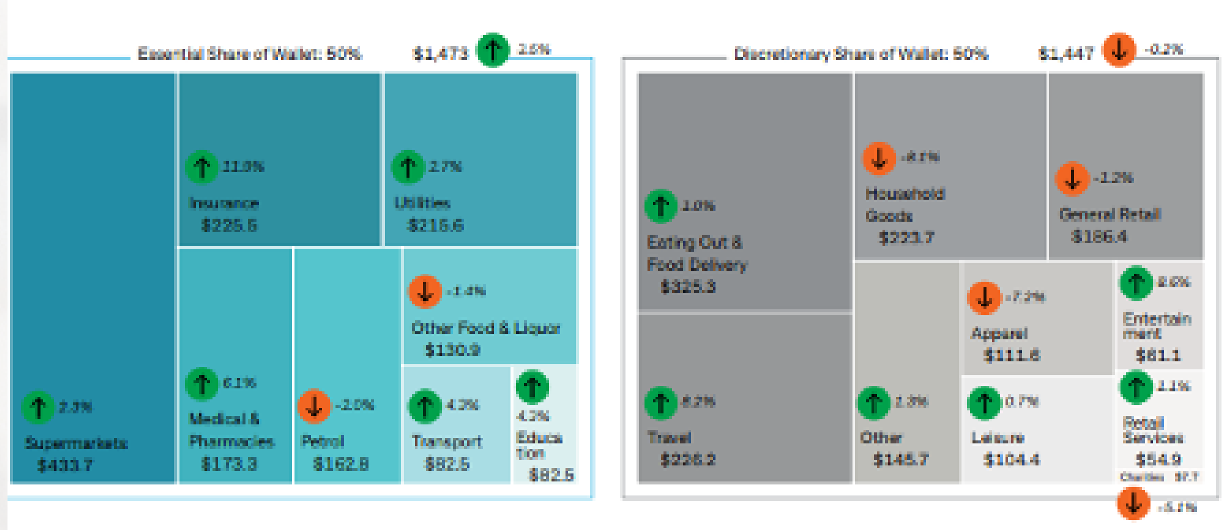


Figure 3: Largest year-on-year spending increases and decreases by category

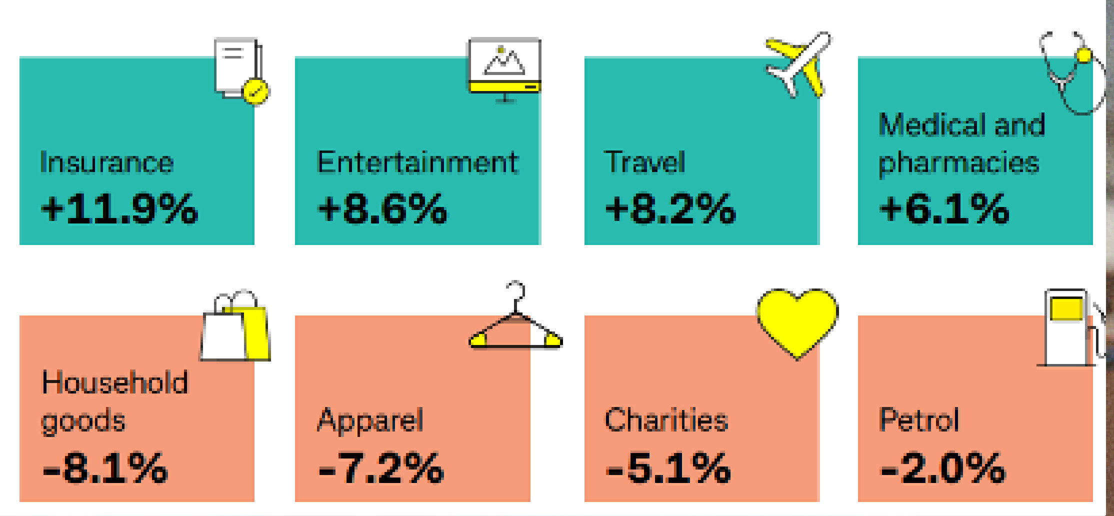
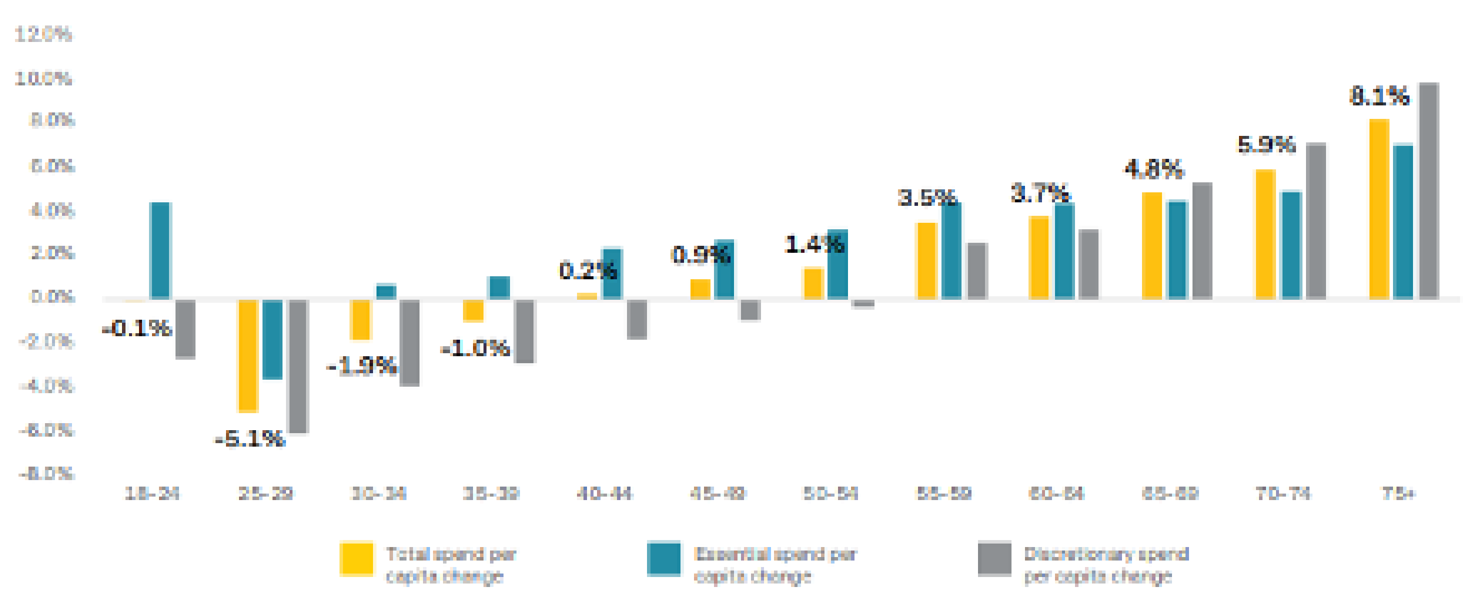


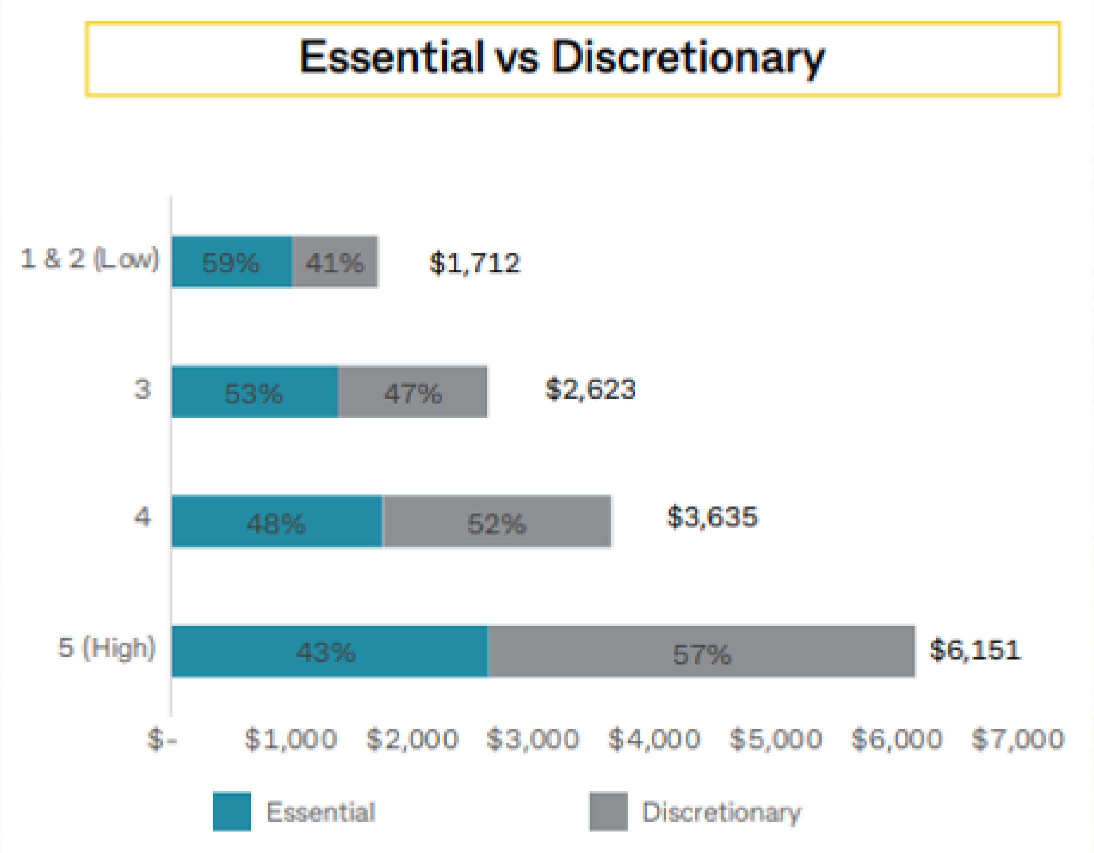
Figure 9: Year-on-year changes in essential and discretionary spending by age



As the UK, Australia exhibits significant differences in spending patterns across different age groups. For example, younger consumers, particularly those aged 25-29, have seen a 5.1% decline in total spending, and are the only group to decrease both discretionary and essential spending. Despite tightening their budgets, these younger consumers have notably increased their spending on entertainment experiences such as cinemas and ticketed events by 13%, however they decreased spending on apparel by 13% (Commbank.com, 2023).

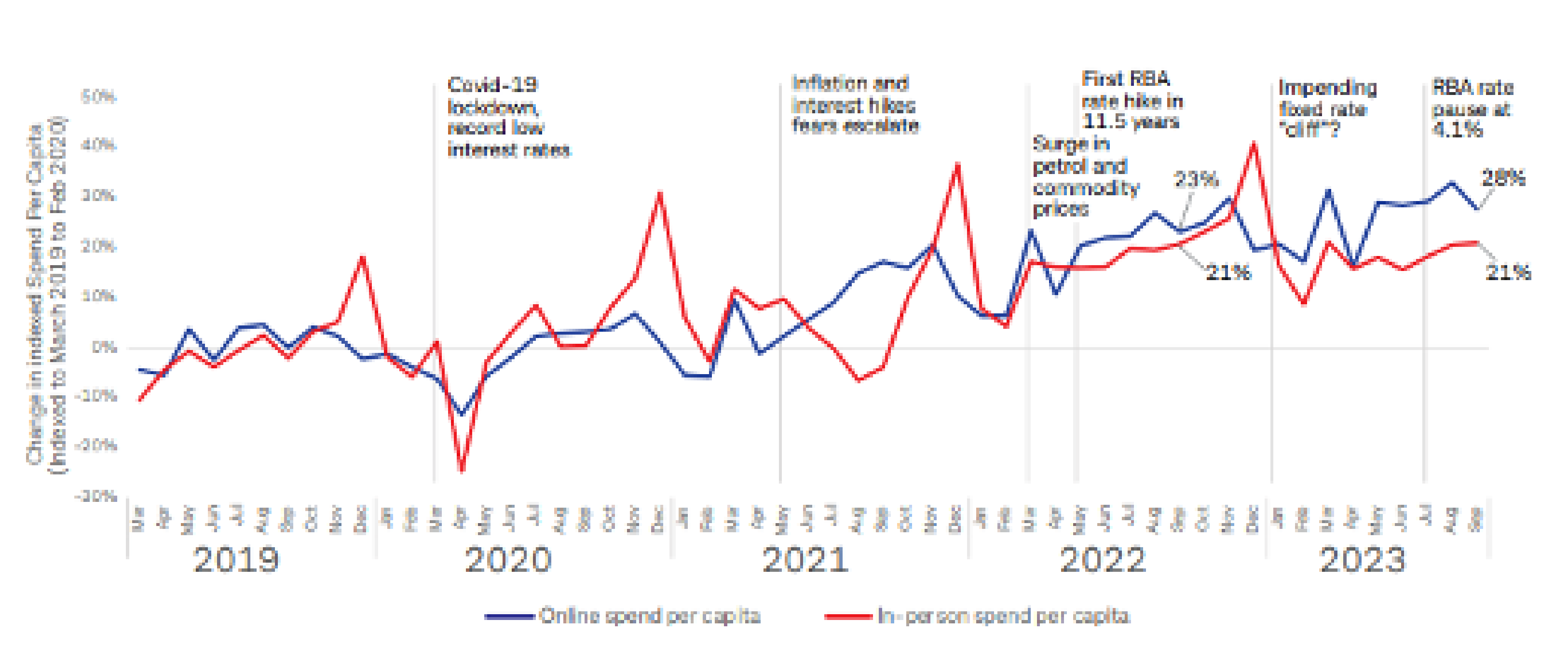
Figure 8: Year-on-year changes in essential and discretionary spending by location

Not only age, but also geographical differences play a critical role in spending trends. Regional Australians have grown their spending more than double compared to their metropolitan counterparts (2.9% vs. 1.2%). This is particularly pronounced in New South Wales and Victoria, where the gap between regional and metropolitan areas in spending is most evident. This difference suggests that people in metropolitan areas might be sacrificing discretionary spending to higher costs of living (Commbank.com, 2023).



Moreover, the spending trends vary by income and other demographics. People belonging to higher income groups tend to spend proportionally larger share of income on discretionary expenses, compared to the less affluent respondents. As per figure on the left, people in the lowest income group ($1,172/ mo) spent 41% of their income on discretionary spending while people belonging to the highest income group ($6,151/ mo) spent 57% instead (Commbank.com, 2023)

Figure 2: Online and in-store spending (March 2019 to September 2023)



When it comes to the consumers' preferred way of shopping, the Australian retail landscape is characterized by a distinctive preference for in-store shopping. According to the Adyen Australia 2022 Retail Report, 73% of Australian respondents prefer to shop in-store, surpassing the global average of 59%. However, online shopping has been on the rise since the start of the pandemic, and has increased by 5% over the past year (Commbank.com, 2023).

This increase is especially pronounced for fashion products, where consumers are shifting significantly towards digital channels. Consumers are using online platforms for discovering, researching, comparing, and sharing fashion experiences. By 2026, online stores are expected to contribute to 46% of all apparel sales in Australia. This growth in online sales is led by women's apparel and is expected to impact the profit margins of traditional retailers as they face growing competition from online-only stores (Factory C, 2023)

MAIN CHARACTERISTICS

UK	Australia
INDUSTRY VALUEThe UK fashion market has shown resilience with a steady growth rate, reaching £60 billion in 2022. Industry projections now estimate it to reach £70 billion by 2026, reflecting a strong recovery and innovation within the sector. (fashiondiscounts.com,2023)	INDUSTRY VALUE: Revenue in the Australian fashion market is projected to reach $10.97 billion in 2023. As the economic landscape stabilises from 2024, however, the sector is expected to see further growth, with some forecasts suggesting a compound annual growth rate (CAGR) of 11.54% from until 2027. (commissionfactory.com, statista.com,2023)
BRAND: Zimmerman operates one store in the UK, located in London's Mayfair district. However, Zimmerman's popularity in the UK is evident through its popularity on online fashion houses such as Net a Porter and Outnet(Zimmerman.com,2023)	BRAND: Zimmermann has established itself as one of Australia's most influential and beloved fashion labels. The brand operates 22 boutiques in Australia, and is headquartered in Sydney(fashionindustrybroadcast.com,2023)
FASHIONABILITY The UK maintains a strong position in global fashion, consistently ranking in the top five for its innovative designs and the presence of high-profile fashion weeks in London.	FASHIONABILITY: Australia ranked as the 11th most fashionable country in the world in 2022 according to US News Best Countries Ranking (usnews.com,2023)

RETAIL CHANNELThe UK's retail landscape is increasingly hybrid, with a significant rise in online shopping complementing the traditional strength of department stores such as Harrods or Selfridges and London's fashion districts which contain flagship stores.	RETAIL CHANNEL: The Australian retail market recovered after COVID-19 lockdowns. Consumers show a preference for in-store shopping and retailers plan to increase their physical store footprint in 2023 However, online fashion sales are projected to represent 46% of all apparel sales by 2026 (insideretail.com.au, 2023)
PRICEThe UK market continues to offer competitive pricing with an emphasis on sustainable fashion, attracting a wide range of consumers looking for quality and eco-conscious products. (chicpursuit.com,2023)	PRICELuxury goods prices tend to be higher in Australia due to factors like import taxes, GST, and transportation costs, however, this doesn’t apply to local brands such as Zimmerman.
LUXURY CONSUMERThe UK luxury market has seen a shift with a greater emphasis on younger consumers and international buyers, with particular growth in demand for coveted resell items such as unique trainers and limited supply bags.(theguardian.com,2023)	LUXURY CONSUMER: Australian luxury fashion consumers are affluent locals looking for quality. Around 81% of Australian buyers view luxury items as long-term investments, which is higher than the global average. This perspective may be influenced by the increasing unattainability of home ownership among younger generations.(expandys.com 2023)
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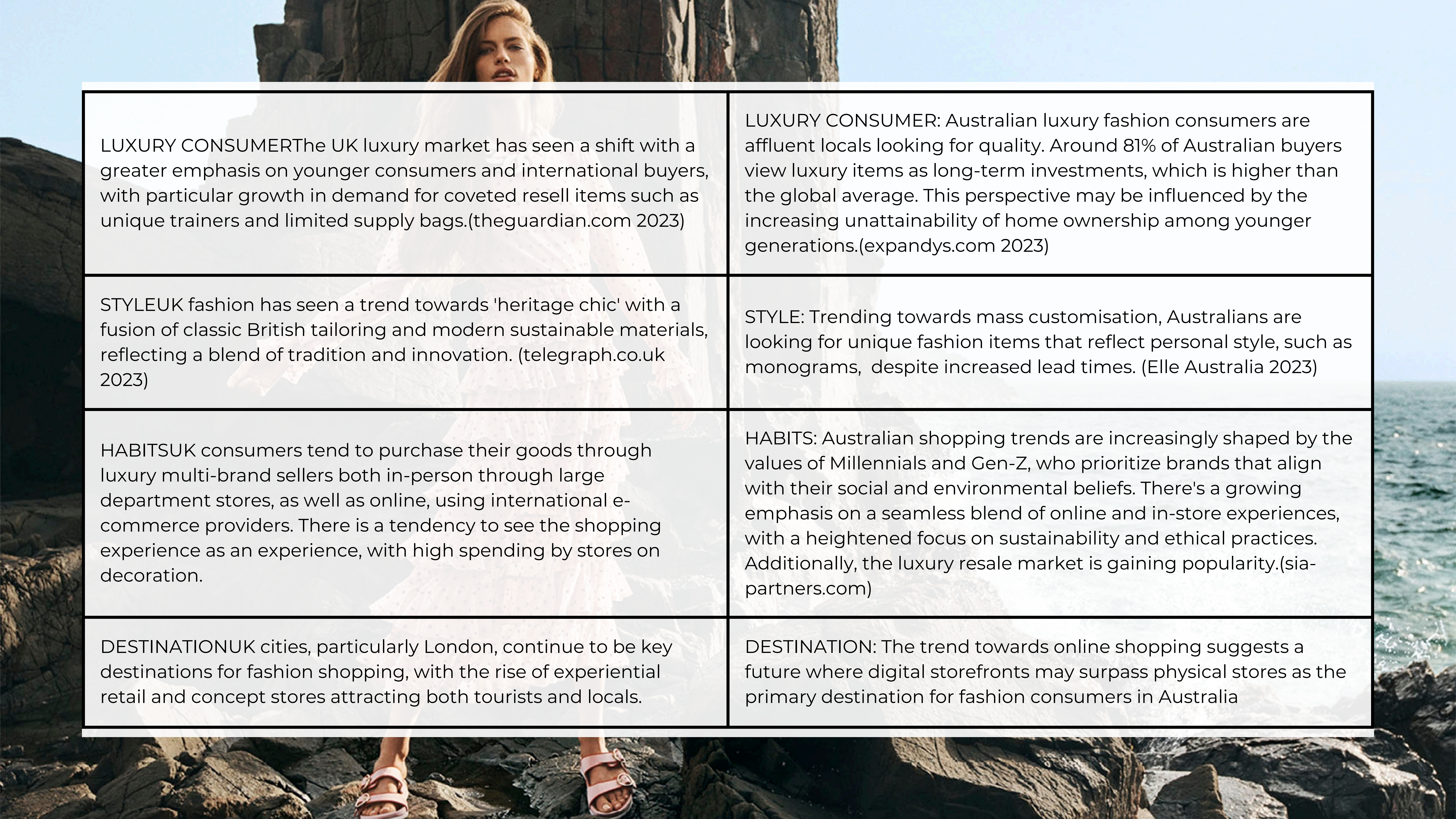

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STYLEUK fashion has seen a trend towards 'heritage chic' with a fusion of classic British tailoring and modern sustainable materials, reflecting a blend of tradition and innovation. (telegraph.co.uk 2023)	STYLE: Trending towards mass customisation, Australians are looking for unique fashion items that reflect personal style, such as monograms, despite increased lead times. (Elle Australia 2023)
HABITSUK consumers tend to purchase their goods through luxury multi-brand sellers both in-person through large department stores, as well as online, using international e-commerce providers. There is a tendency to see the shopping experience as an experience, with high spending by stores on decoration.	HABITS: Australian shopping trends are increasingly shaped by the values of Millennials and Gen-Z, who prioritize brands that align with their social and environmental beliefs. There's a growing emphasis on a seamless blend of online and in-store experiences, with a heightened focus on sustainability and ethical practices. Additionally, the luxury resale market is gaining popularity.(sia-partners.com)
DESTINATIONUK cities, particularly London, continue to be key destinations for fashion shopping, with the rise of experiential retail and concept stores attracting both tourists and locals.	DESTINATION: The trend towards online shopping suggests a future where digital storefronts may surpass physical stores as the primary destination for fashion consumers in Australia

BREAKDOWN OF THE POINT OF SALES

UK

Shop-Bop, Matches, MyTheresa, Selfridges, Harvey Nichols, Net-a-Porter, Harrods, Browns, David Jones, SSENSE

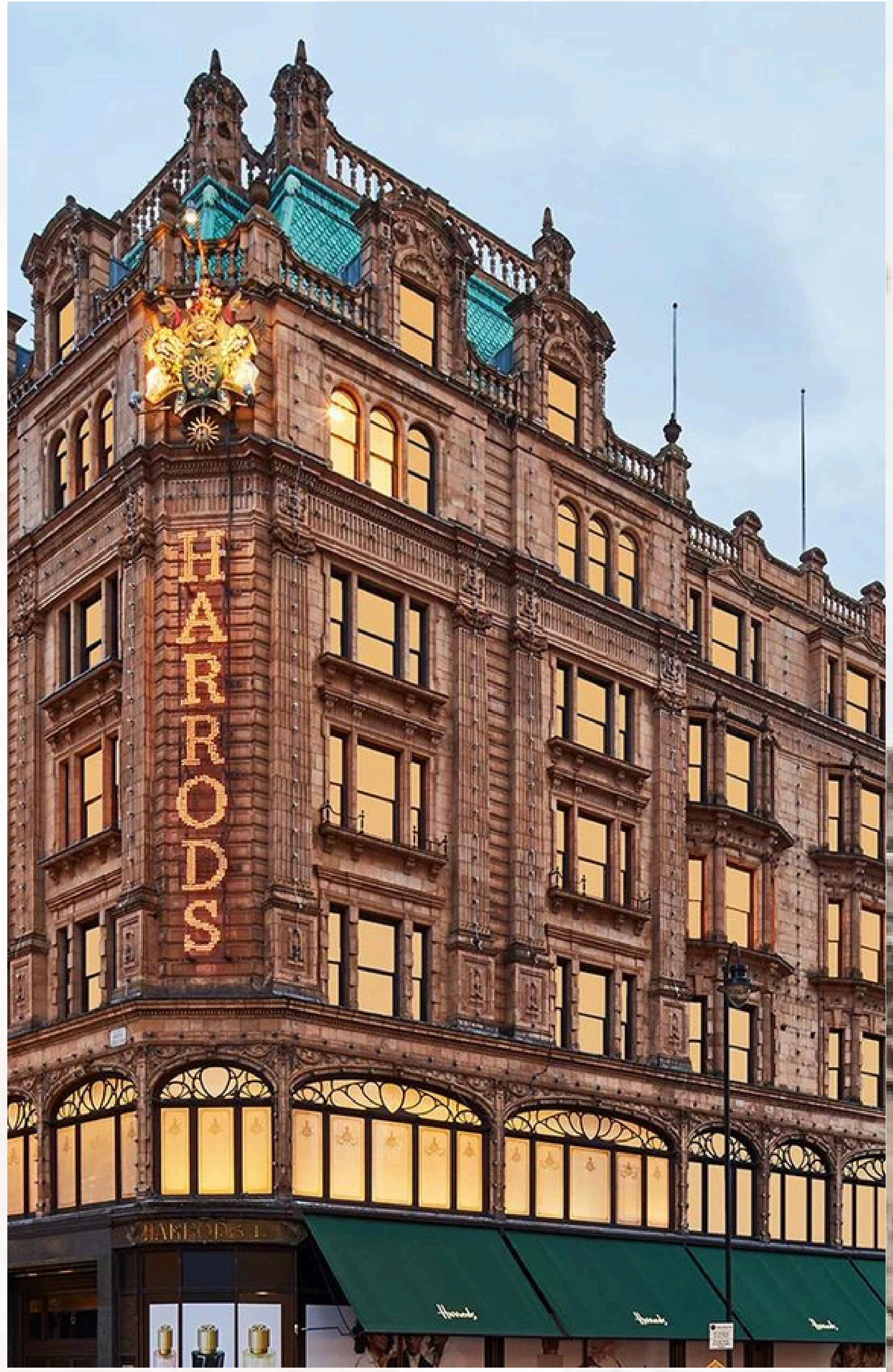
UK

FLAGSHIP	CONCESSION	WHOLESALE
Burton St.	Harrods	Selfridges Harvey Nichols Browns

AUSTRALIA

FLAGSHIP	CONCESSION	WHOLESALE
Adelaide Chadstone Armadale Chatswood Bondi Claremont Brisbane Doncaster Emporium Melbourne Outlet South Yara Indooroopilly Miranda Sydney CBD James St. Pacific Fair Sydney Outlet Macquarie Paddington Warringah		David Jones Browns

DETAILS ON THE VARIOUS RETAILERS' DEMOGRAPHICS- UK - HARRODS



Harrods, located in Knightsbridge, London, is a renowned luxury department store known for its unparalleled quality and range of products. Harrods covers a 5-acre site with over 330 departments and a retail space of 1.1 million sq ft, making it one of the largest and most famous department stores worldwide. Its motto, "Omnia Omnibus Ubique," means "all things for all people, everywhere," reflecting its wide array of offerings including seasonal departments, jewellery, and food halls.

Harrods caters to luxury fashion enthusiasts with an exceptional selection from high-end brands like Chanel, Gucci, Dior, and Louis Vuitton. Its Fashion Floor features ready-to-wear collections, bespoke tailoring services, and exclusive capsule collections not found elsewhere. The jewellery department offers a range of designer and high-end pieces, including fine diamonds and custom-made creations.

Harrods is situated in Knightsbridge, a central London district, characterized by significant affluence and a diverse population. As of the 2011 Census, it had a population of 9,270. The area has a higher proportion of higher and intermediate managerial, administrative, or professional households (44.26%) compared to the national average (22.96%). Knightsbridge also has a considerable population born outside the UK (60.36%), ranking 6th out of 18 wards in Kensington and Chelsea for the number of residents born abroad. Employment rates are notable, with 54.59% in employment and 77.99% of these employed full-time. The area has a lower level of home ownership (33.3%) compared to London (45.23%) and England (61.31%), with a majority of residents renting their homes (66.7%)

DETAILS ON THE VARIOUS RETAILERS' DEMOGRAPHICS- UK -SELFRIDGES

Selfridges, established by Harry Gordon Selfridge in 1908, is an iconic upscale department store located on Oxford Street in London. Known for its innovative retail approach, Selfridges has become a social and cultural landmark, especially catering to women. In response to evolving retail trends, it partnered with HURR in 2020 to offer luxury fashion rentals.

Oxford Street, where Selfridges is situated, is renowned as the heart of London's fashion scene and a premier shopping district. The demographic of visitors includes mostly international tourists and domestic visitors to London. Spanning over one-and-a-half miles, it features around 300 boutiques, shops, department stores, luxury hotels, and fine dining establishments, making it Europe's busiest shopping street.

Oxford Street hosts flagship stores of major British retail brands like Debenhams, John Lewis, and House of Fraser, as well as the largest Marks & Spencer store in Britain. The fashion industry, a significant contributor to Britain's economy, is robustly represented on Oxford Street, which is home to over 200 British fashion brands. The area supports around 50,000 style-related jobs and educates over 2,000 fashion students, drawing in over 100 million visitors annually who spend approximately £4.9 billion each year.

This combination of Selfridges' innovative retail experience and Oxford Street's status as a luxury shopping destination highlights the area's significant role in shaping London's and Britain's fashion landscape.

DETAILS ON THE VARIOUS RETAILERS' DEMOGRAPHICS- AUSTRALIA- SYDNEY

Queen Victoria Building (QVB)

Celebrated for its stunning architecture, the QVB offers an elegant shopping experience with a mix of high-end fashion stores and unique boutiques. The building's charm and historical significance add to its allure. It offers 145 specialty stores including international brands such as R.M. Williams, Oroton, KENZO, Polo Ralph Lauren, Hugo Boss, and Jimmy Choo.

The Strand Arcade

A favourite for those seeking Australian designers and unique finds. Its Victorian-era ambiance and diverse range of shops make it a must-visit for fashion enthusiasts. It offers over 68 stores with typical consumers including affluent locals looking for up-and-coming as well as more internationally known Australian designers.

Pitt Street Mall

Positioned as Sydney's fashion centre in the heart of the CBD, Pitt Street Mall boasts over 40 stores. It's Australia's busiest and most cosmopolitan shopping precinct, featuring retail giants like Myer, David Jones, and over 600 specialty stores.

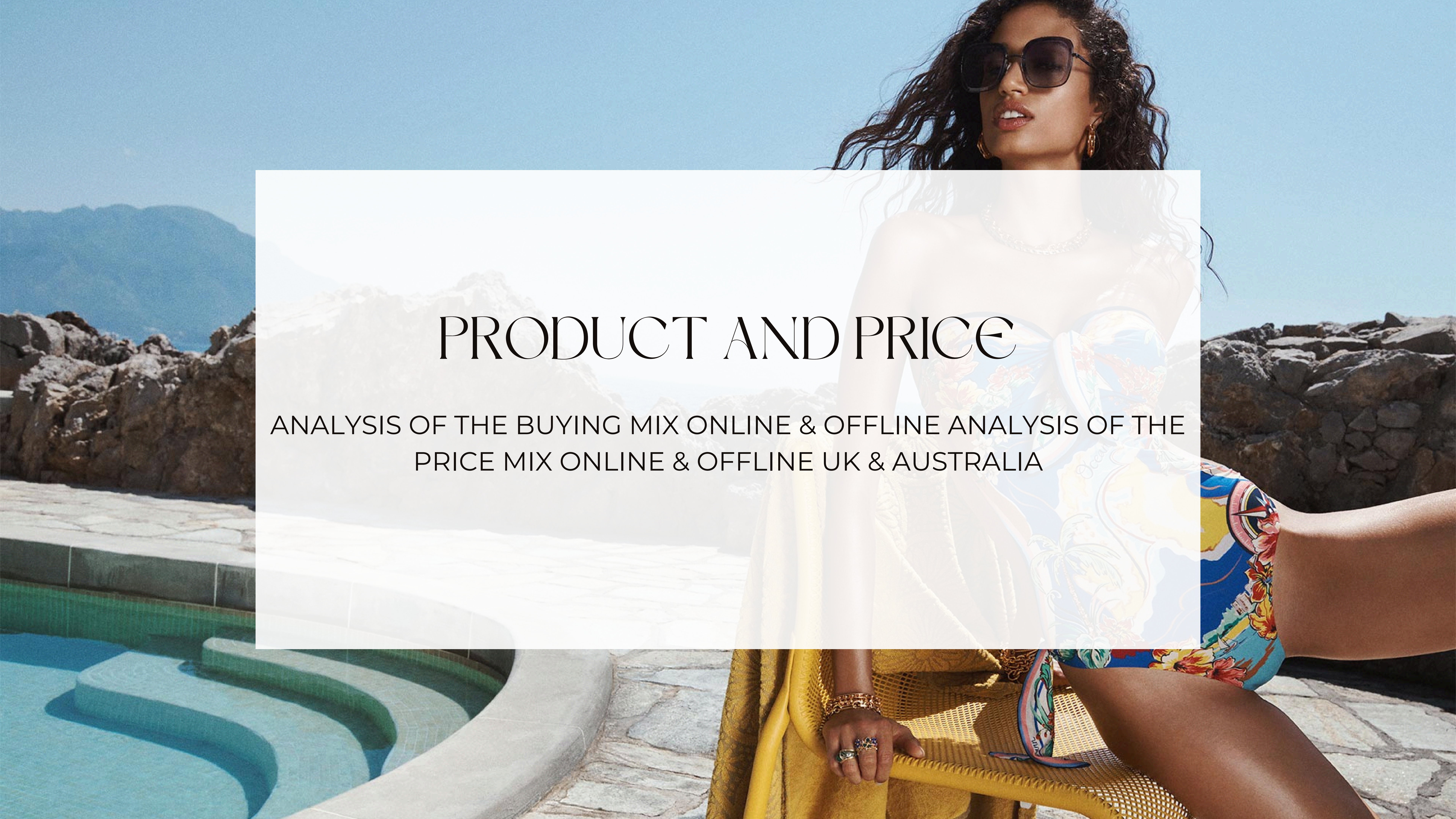
All three of these shopping areas are located within Sydney's Central Business District (CBD). The area has a population of 235,461 as of 2023, and is marked by high property values and an affluent demographic. The average price for 3-bedroom houses is about $4.4 million, and 2-bedroom units average $1.38 million. CBD attracts wealthy individuals, evident from 49% of property sales being luxury apartments, despite increased stamp duty and fees. Employment in the CBD is robust, with 126,887 people employed in 2021, 65% of whom work full-time and 25% part-time.

DETAILS ON THE VARIOUS RETAILERS' DEMOGRAPHICS- AUSTRALIA - MELBORNE

-Emporium Melbourne: Emporium Melbourne, since its opening in 2014, has become the city's premier shopping destination, known for its modern architecture and exquisite fusion of design, food, and fashion. It's a world-class center, integrating historic and modern elements, featuring over 150 stores including luxury brands like Zimmerman, Coach, Furla, Ralph Lauren, Michael Kors, Mulberry and Aesop. The center is a visual feast, boasting a stunning café court and luxury flagship stores, making it a sensory explosion for shoppers

-Collins Street: This iconic strip is famed for its luxury brands and high-end jewellery stores. The combination of modern retail and classic architecture gives it a distinct character. Its store future many international luxury brands such Prada, Louis Vuitton, Moncler, Tiffany & Co, Bulgari, Giorgio Armani, Dior, Bottega Veneta, Saint Laurent, Balenciaga, Celine, TAG Heuer, Paspaley, Cartier, Gucci, Ermenegildo Zegna, Burberry, Bally, Max Mara, Hermès, Dolce & Gabbana, Christian Louboutin, Fendi, Jimmy Choo and Versace
Emporium and Collins Street re located in Melbourne's CBD. It is a young neighbourhood, with the median age of 29, and with an almost equal gender split (50.6% male, 49.4% female). The population is 15,648, but majority of shoppers are tourists and locals coming from other neihgbourhoods in the city. The average household income in the area is $1,446 per week, and the median weekly rent is $376. Employment is high with 73.2% of people aged 15 and over in the labor force, 49.3% working full-time and 35.6% part-time. Affluence varies: 61.2% are classified as middle class, 11.8% as underclass, 4.9% as upper class, and 22.2% as working class, with the median household income being in the bottom 46% compared to Melbourne overall

-Chadstone Shopping Centre: Often referred to as the "Fashion Capital," Chadstone is the largest shopping center in Australia, boasting a vast selection of brands, making it an ideal destination for serious shoppers. It is celebrated as a global shopping destination in Melbourne, houses over 550 stores, offering a unique experience to its 20 million annual visitors. It features designer boutiques, high street labels, luxury brands, and Australian fashion favourites.



PRODUCT AND PRICE

ANALYSIS OF THE BUYING MIX ONLINE & OFFLINE ANALYSIS OF THE PRICE MIX ONLINE & OFFLINE UK & AUSTRALIA

BUYING & PRICE MIX ANALYSIS

While both markets enjoy Zimmermann's signature feminine and bohemian style, the UK market shows a strong preference for the brand's beach-ready dresses and swimwear, in line with its origins. The brand's focus on fusing fashion with practicality, particularly in its swimwear, has made it a household name in the UK and globally (yournextshoes.com, 2023). The preference for Zimmermann's dresses and swimwear in the UK underscores a desire for pieces that emulate the Australian sunny, relaxed lifestyle.

In contrast, the Australian market has a broader embrace of Zimmermann's offerings, including its move into denim and a greater focus on resort wear. In Australia, Zimmermann showcases a more experimental and diverse approach. The inclusion of denim in their collections and the use of local art, such as Rupert Bunny's prints, indicate a blending of traditional fashion elements with contemporary and culturally significant motifs, reflecting a connection to Australian identity and heritage (Harpersbazaar.com, 2023). Overall, Zimmermann's most popular products in Australia are characterized by their luxurious, sophisticated aesthetic, with a strong focus on swimwear, resortwear, and feminine, flowy dresses that reflect the brand's Australian roots and global appeal (fashionindustrybroadcast.com, 2023)

The price range for Zimmermann products in the UK seems to be generally higher than in Australia. For example, the Matchmaker belted floral-print linen and silk-blen dress is priced at £1,750 in the UK (approx. AUD $3,365 at current exchange rates) compared to AUD $1,850 in Australia. (Net-a-porter.com)

In summary, while there are overlaps in the popularity of certain items like swimwear and feminine dresses, Zimmermann caters to slightly different tastes in the UK and Australian markets, reflecting each region's unique fashion preferences and cultural influences.

Harrods

-------------> CUTTING-EDGE LEVEL

£ 1,100 - £ 3000

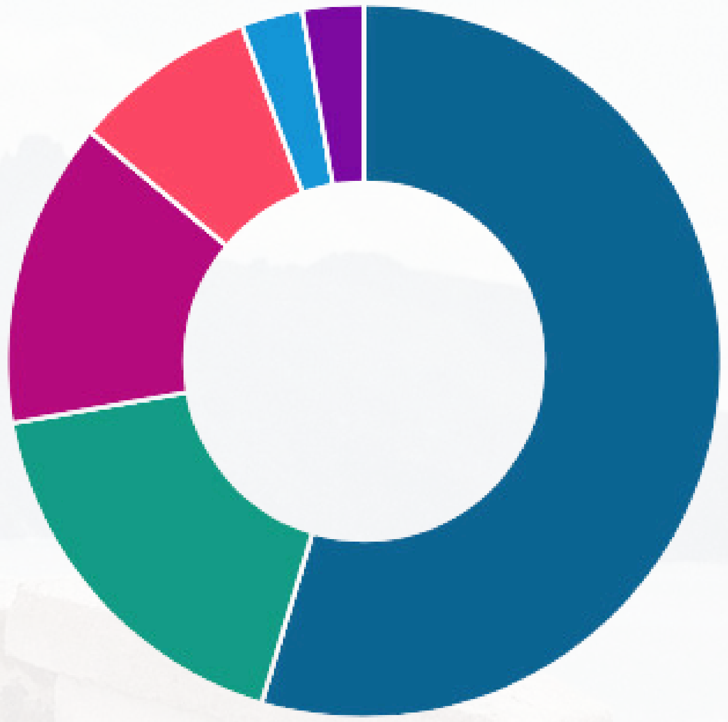
-------------> FASHION LEVEL

£ 600 - £1,100

-------------> CORE LEVEL

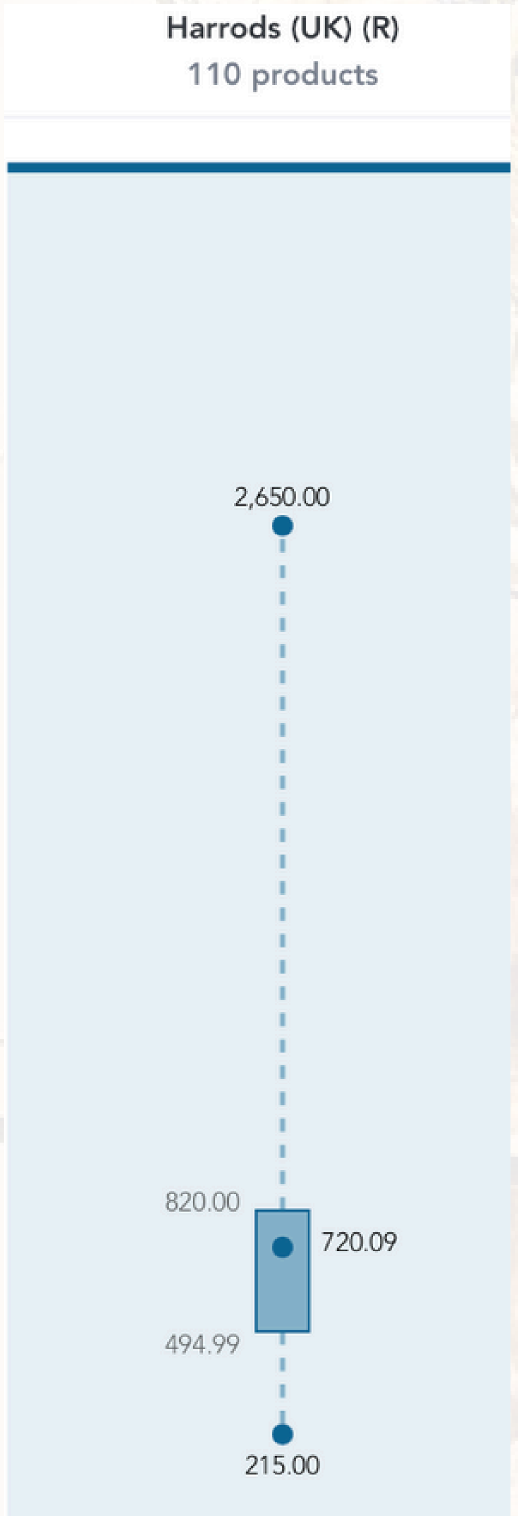
£ 200 - £600

108 products



Dresses	54.6%
Bottoms	17.6%
Tops	13.9%
Swim	8.3%
All-In-Ones	2.8%
Accessories	2.8%

Harrods	Branded buying
Product Categories	Ready to wear/ Swimwear/ Accessories
Product Mix Analysis	Harrods has a wide variety of products ranging from accessories to several run way dresses. 55% of the product range is dresses. 18% bottoms, 14% tops and a small percentage for swimwear and accessories. Most of the products are mid range, with the exception of a couple.
Pricing Mix Analysis	Harrods' target audience values premium and exclusive products. The pricing ranges from £150- £2650. A wide price range, targeting several ages. Harrods is a very high end shopping centre. The largest percentage of the range is exit price point.



Selfridges	ENTRY PRICE	EXIT PRICE
TOPS	£250	£895
SKIRTS	£450	£1050
TROUSERS	£360	£695
JUMPSUITS	£550	£695
DRESSES	£540	£2650
KNITWEAR	£725	£725
JEWELLERY	£160	£795
SWIMWEAR	£215	£395
SHORTS	£395	£495

SELFRIDGES&CO

-------------> CUTTING-EDGE LEVEL

£ 1,100 - £ 3600

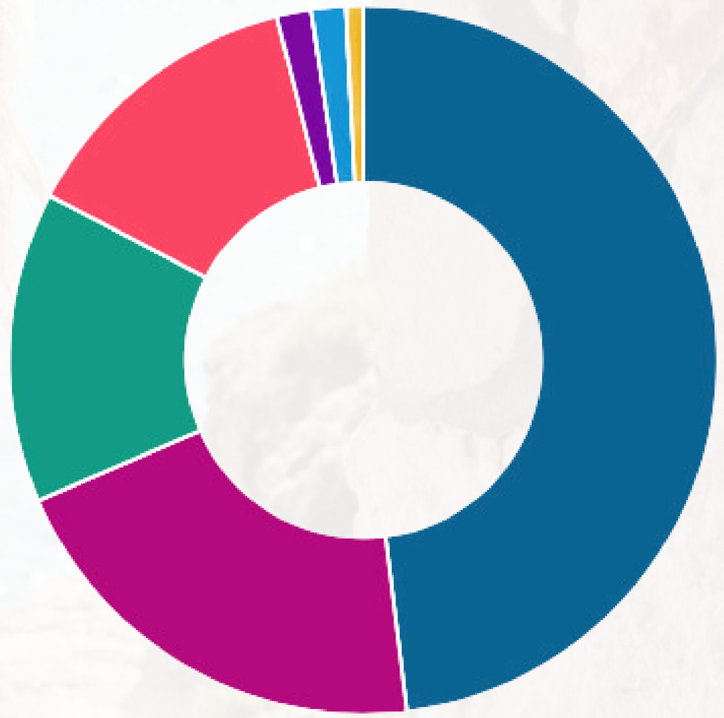
-------------> FASHION LEVEL

£ 600 - £1,100

-------------> CORE LEVEL

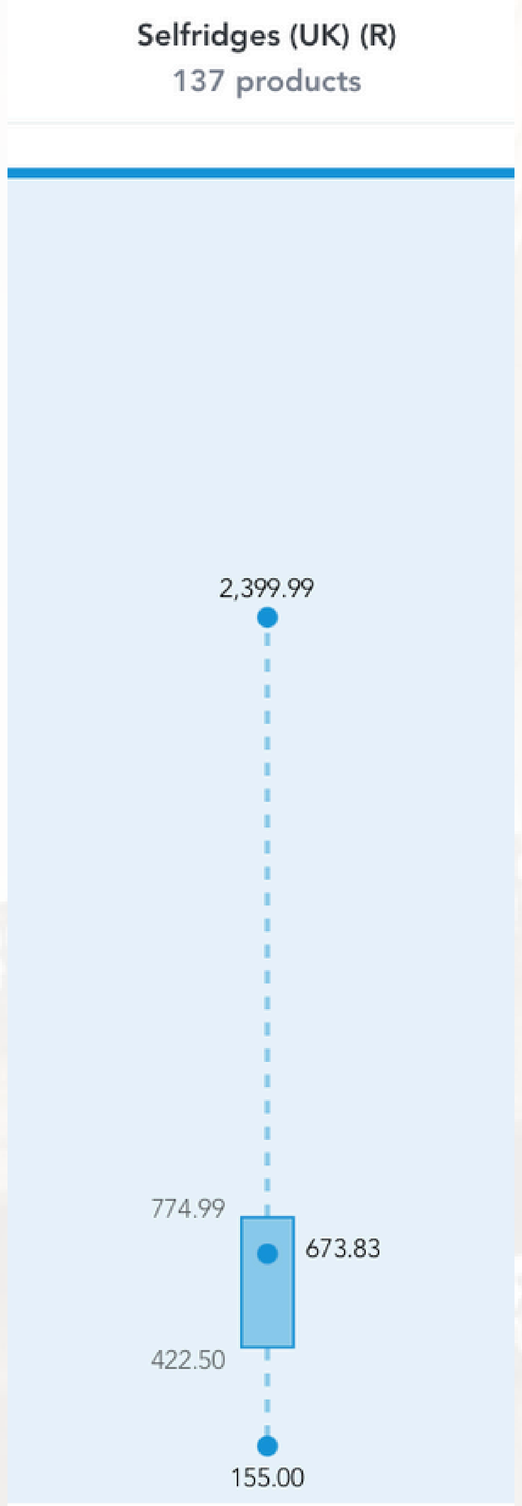
£ 200 - £600

127 products



Dresses	48.0%
Tops	20.5%
Bottoms	14.2%
Swim	13.4%
Outerwear	1.6%
Accessories	1.6%
All-In-Ones	0.8%

SELFRIDGES&Co	Branded buying
Product Categories	Ready to wear/ Swimwear/ Accessories
Product Mix Analysis	Selfridges holds a wide variety of products from Zimmermann. 50% being dresses, ranging in prices from the core collection to the high fashion dresses. 20% are tops, 14% bottoms and 13% being swimwear. Selfridges also holds a small percentage of outerwear, accessories and jumpsuits.
Pricing Mix Analysis	Selfridges targets a sophisticated and diverse audience. The store values a modern and trendsetting approach to luxury retail. The highest price is roughly £3.5k and the lowest price being £150.



Selfridges	ENTRY PRICE	EXIT PRICE
TOPS	£345	£1075
TROUSERS	£540	£940
JACKETS	£615	£3225
JUMPSUITS	£810	£940
DRESSES	£540	£3225
ACCESSORIES	£540	£540
KNITWEAR	£940	£940
DENIM	£745	£810
SWIMWEAR	£210	£470
SKIRT	£655	£1420

MATCHES

-------------> CUTTING-EDGE LEVEL

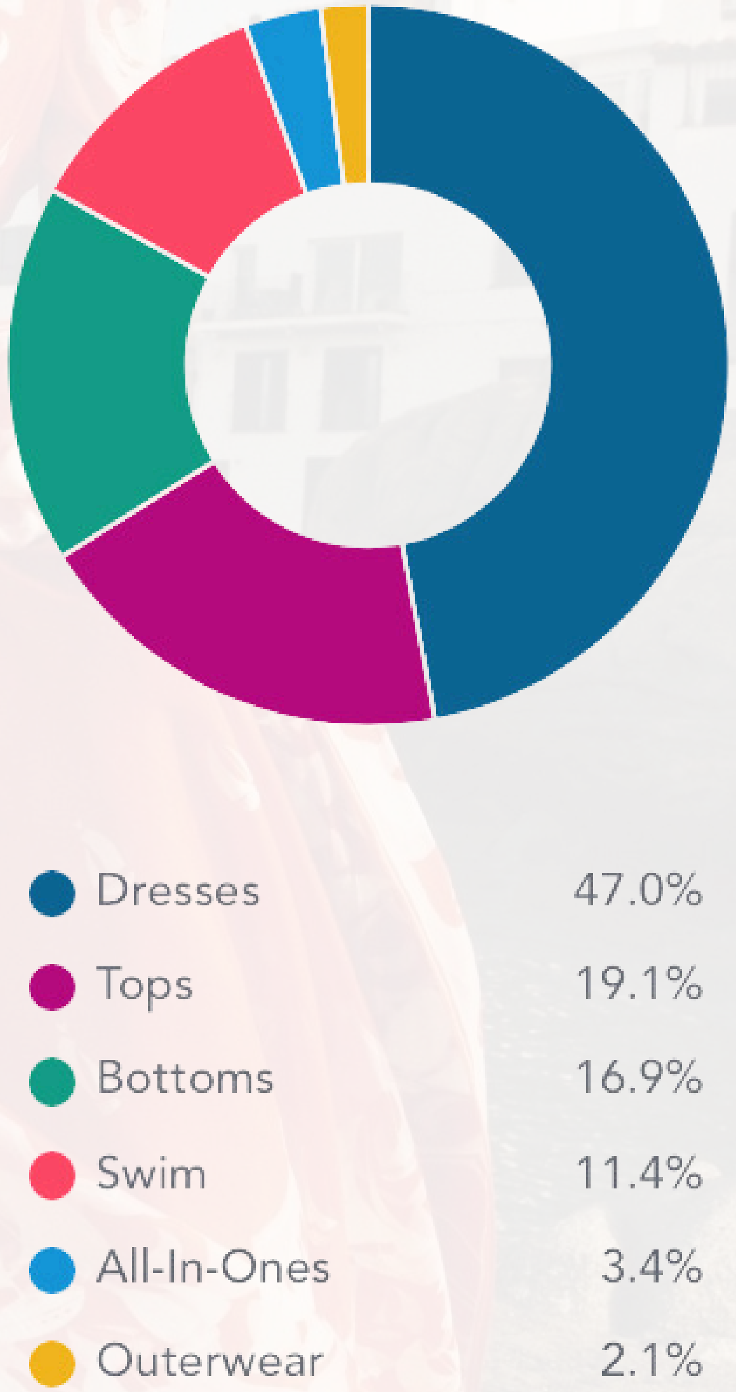
£ 1,500 - £ 3,500

-------------> FASHION LEVEL

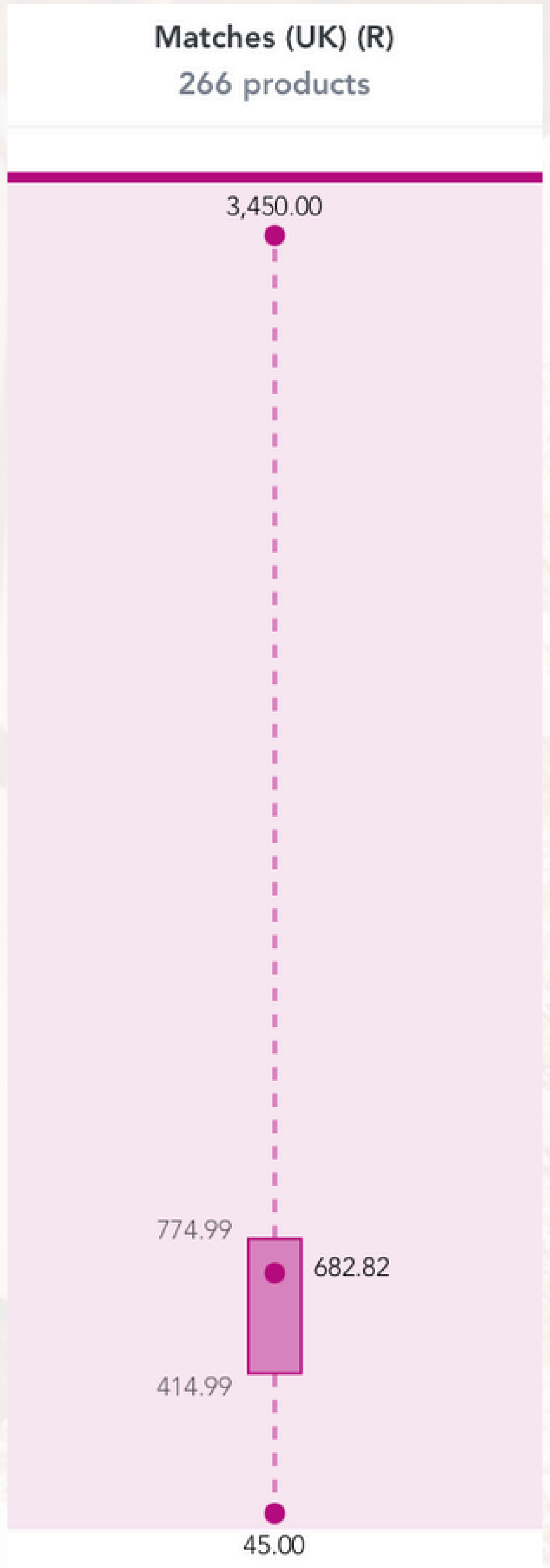
£ 800 - £1,500

-------------> CORE LEVEL

£ 150 - £800



MATCHES	Branded buying
Product Categories	Ready to wear/ Swimwear
Product Mix Analysis	Matches hold a small variety of product categories of Zimmermanns. Dresses being the main percentage, 47%, of the collection, and part of the high fashion price range. 19% tops, part of the core price range and the rest of the percentage is mainly swimwear, and a small percentage for outerwear and jumpsuits.
Pricing Mix Analysis	Matches Fashion offers a range of luxury, and therefore, the pricing tends to be in the higher range. The largest portion of the products that matches holds for zimmermann are part of the high end price range. The highest product, part of the runway collection is £3450 and the lowest priced product is £45.



MATCHES	ENTRY PRICE	EXIT PRICE
BEACHWEAR	£160	£395
DRESSES	£395	£3450
JACKETS	£1050	£1595
JEANS	£525	£550
JUMPSUITS	£690	£810
KNITWEAR	£550	£775
SHORTS	£350	£550
SKIRTS	395	£775
COORDS	£225	£1350
TOPS	£225	£795
TROUSERS	£375	£1775

HARVEY NICHOLS

-------------> CUTTING-EDGE LEVEL

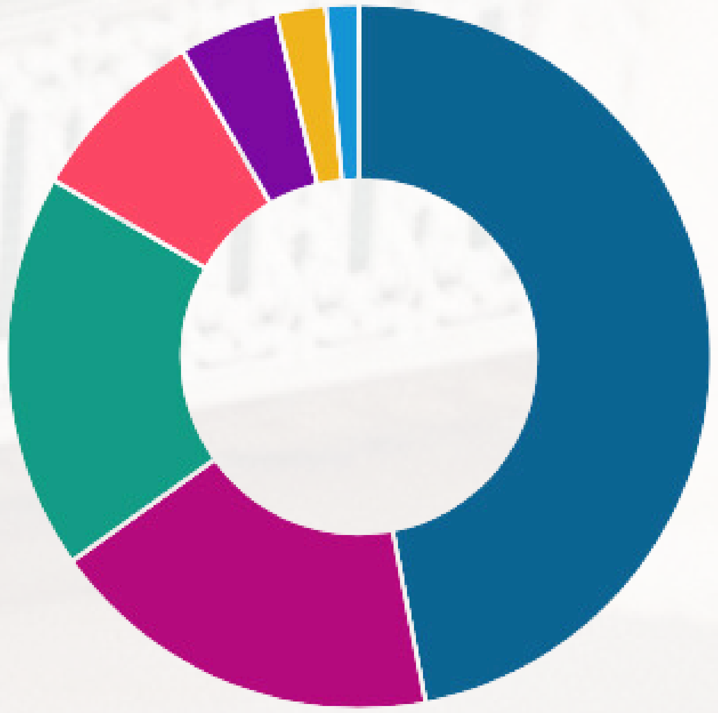
£ 1,100 - £ 3000

-------------> FASHION LEVEL

£ 600 - £1,100

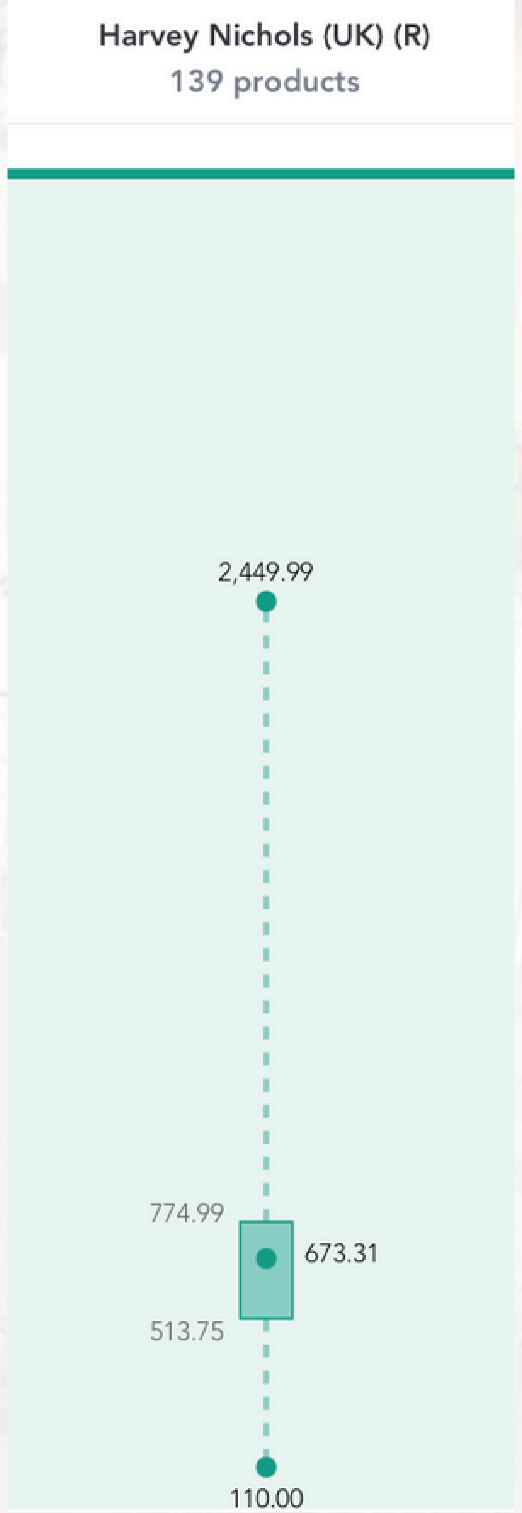
-------------> CORE LEVEL

£ 200 - £600



Dresses	47.0%
Tops	18.2%
Bottoms	18.2%
Swim	8.3%
Accessories	4.5%
Outerwear	2.3%
All-In-Ones	1.5%

HARVEY NICHOLS	Branded buying
Product Categories	Ready to wear/ Swimwear/ Accessories
Product Mix Analysis	Harvey Nichols currently holds roughly 140 pieces from Zimmermann, 47% being dresses, 18% tops, 18% bottoms, 8% swimwear and the rest being a small percentage of outerwear, accessories and jumpsuits. Products ranging from runway pieces to small jewellery pieces.
Pricing Mix Analysis	Harvey Nichols serves affluent customers with substantial spending power. Its target market consists of those looking for high-end and luxurious goods. They're Zimmermann products range from £110 to £2843.



HARVEY NICHOLS	ENTRY PRICE	EXIT PRICE
BEACHWEAR	£250	£459
DRESSES	£575	£2843
JACKETS	£1450	£1850
JEANS	£640	£670
JUMPSUITS	£690	£810
KNITWEAR	£750	£900
SHORTS	£460	£570
SKIRTS	£640	£1200
COORDS	£640	£640
TOPS	£230	£810
TROUSERS	£510	£810
JEWELLERY	£640	£320


ZIMMERMANN
CUTTING-EDGE LEVEL
£ 1,100 - £ 3500
FASHION LEVEL
£ 600 - £1,100
CORE LEVEL
£ 200 - £600
Dresses 38.3%
Swim 17.6%
Bottoms 16.4%
Tops 15.8%
Accessories 3.6%
Footwear 3.2%
Outerwear 2.6%
All-In-Ones 2.0%
Underwear 0.4%
Sleepwear 0.1%
Product Sets 0.0%

ZIMMERMANN	Own Label Buying
Product Categories	Ready to wear/ Swimwear/ Accessories/ Shoes
Product Mix Analysis	The brand’s official website has various types of items, from runway to resort and swim. The product mix is led by 38.3% precent of dresses, including runway pieces. Swim is also a dominating part of the mix, with 17.6% precent of the mix.
Pricing Mix Analysis	dresses: the price range for dresses is between $300 and $2,000 or more. Factors like fabric quality and design complexity affect the pricing. Swimwear is priced between $150 and $500 or more. Trousers, skirts, and tops cost between $200 and $1,500. Knit clothing, such as cardigans and sweaters, costs between $300 and $1000. Bags, scarves, belts, and hats come in a variety of styles. Handbags can cost anywhere from $300 to $2000, while hats and scarves cost between $100 and $400. Shoes, which include boots, heels, and sandals, usually cost between $300 and $1,500.

ZIMMERMANN	ENTRY PRICE	EXIT PRICE
DRESSES	£595	£3950
TOPS	£195	£2650
SHORTS & PANTS	£450	£2550
DENIM	£475	£1450
SKIRTS	£465	£2550
KNITWEAR	£250	£1750
JACKETS	£650	£4650
JUMPSUITS	£850	£3450
SWIMWEAR	£105	£580
ACCESSORIES	£80	£495
SHOES	£295	£1195
SUNGLASSES	£210	£295

NET-A-PORTER

-------------> CUTTING-EDGE LEVEL

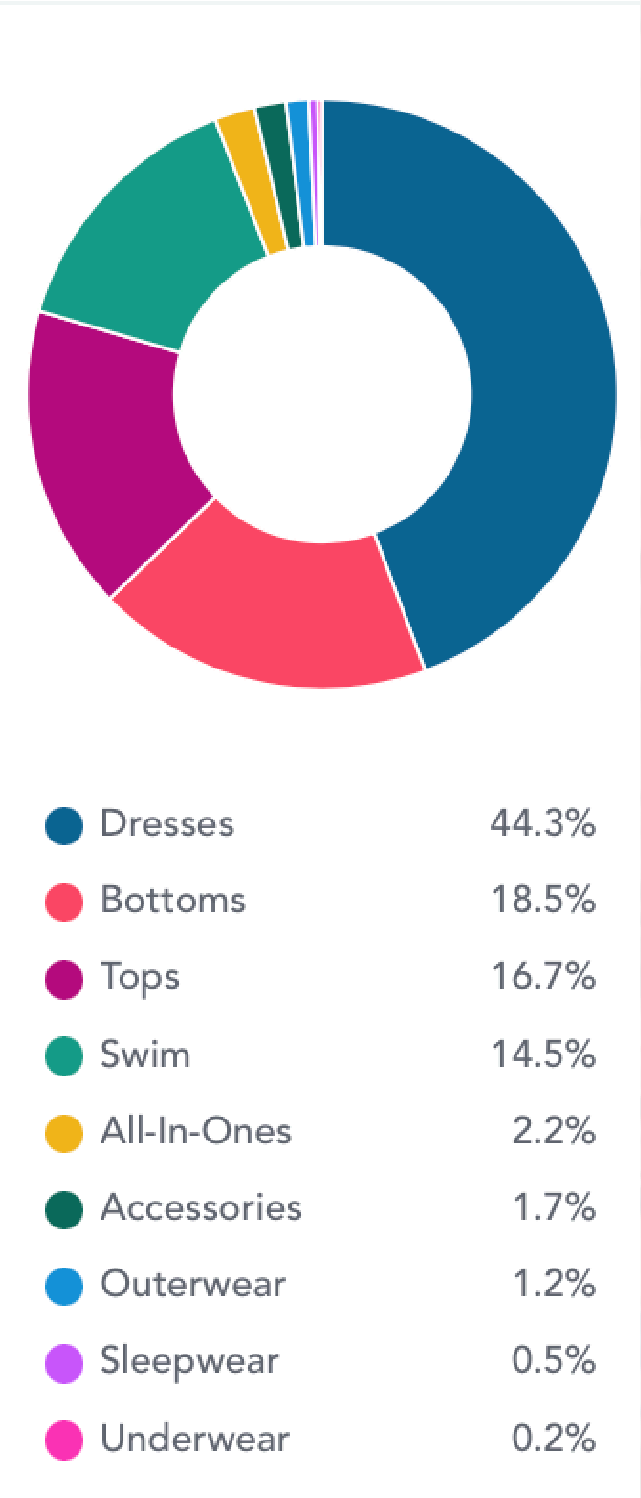
£ 1,100 - £ 3500

-------------> FASHION LEVEL

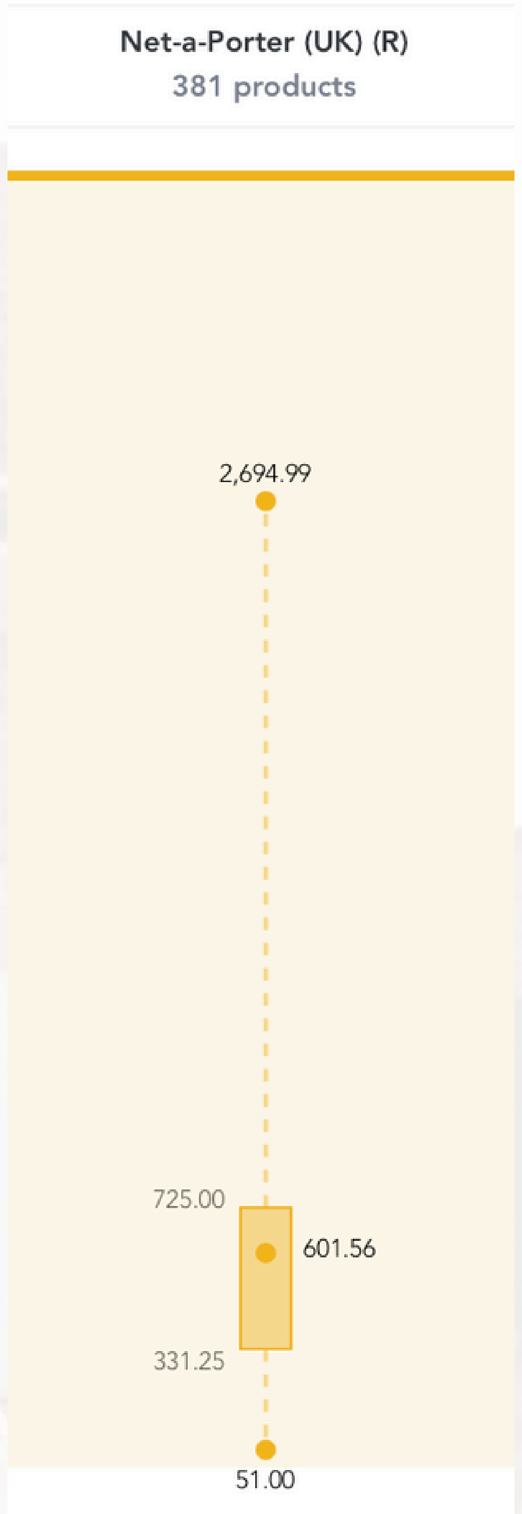
£ 600 - £1,100

-------------> CORE LEVEL

£ 150 - £600



NET-A-PORTER	Branded buying
Product Categories	Ready to wear/ Swimwear/ Accessories
Product Mix	Net-A-Porter selected 381 Zimmermann products for their website. These products range from the well known ready to wear and swimwear products as well as a small range of accessories. 92% being ready to wear and leaving 8% as the accessories.
Pricing Mix	Net-a-Porter serves affluent consumers who are prepared to spend a significant amount of money on high-end, luxury apparel. A large portion of the pieces they hold from Zimmermann are part of the exit level price range, some items being runway pieces. Although the middle pricing ranges from £330 to £720



Netaporter	ENTRY PRICE	EXIT PRICE
JACKETS	£1450	£2804
KNITWEAR	£540	£795
ACCESSORIES	£410	£410
BAGS	£640	£640
DRESSES	£595	£2850
JUMPSUITS	£695	£695
COORD	£255	£1900
PANTS	£475	£925
SHORTS	£450	£650
SKIRTS	£650	£1250
SWIMWEAR	£185	£430
TOPS	£295	£820

MYTHERESA

-------------> CUTTING-EDGE LEVEL

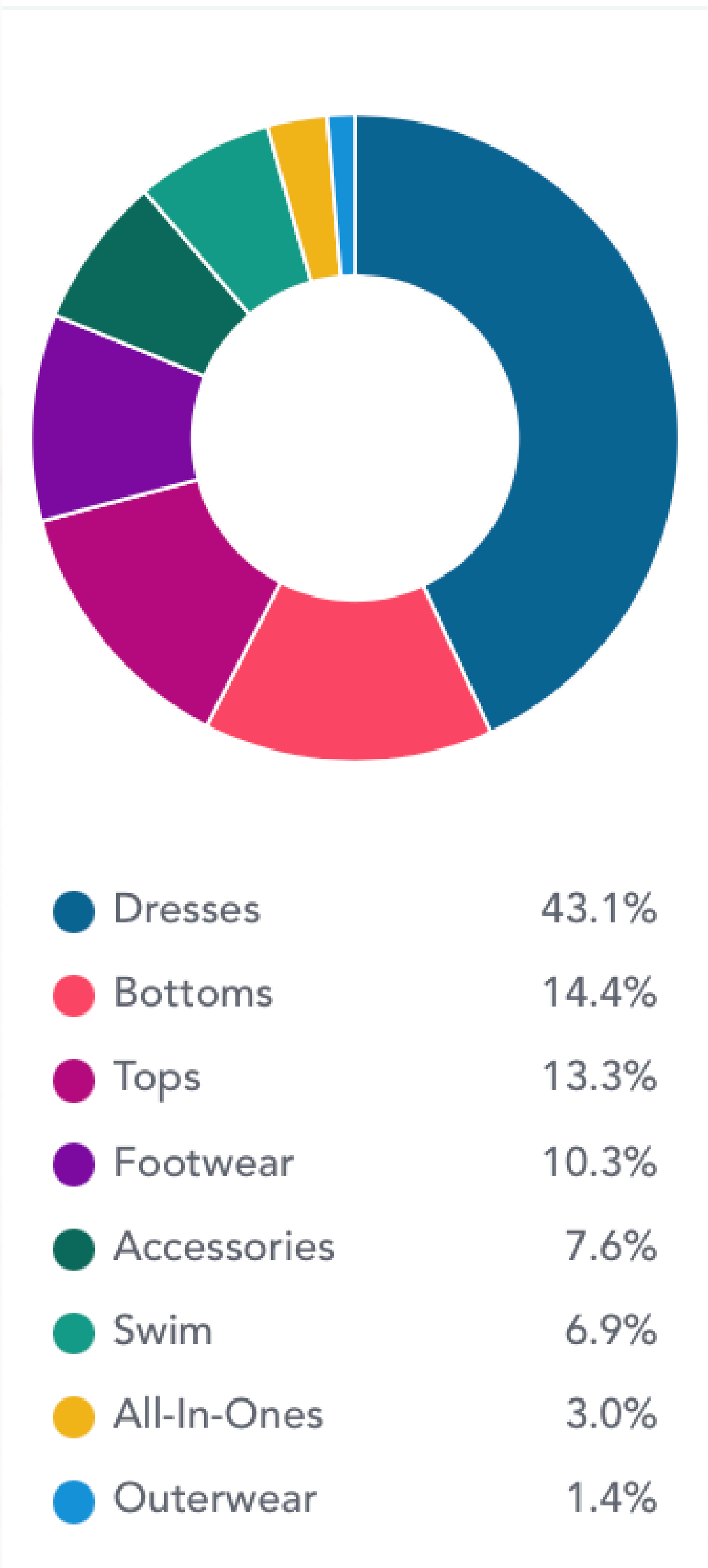
£ 1,100 - £ 3500

-------------> FASHION LEVEL

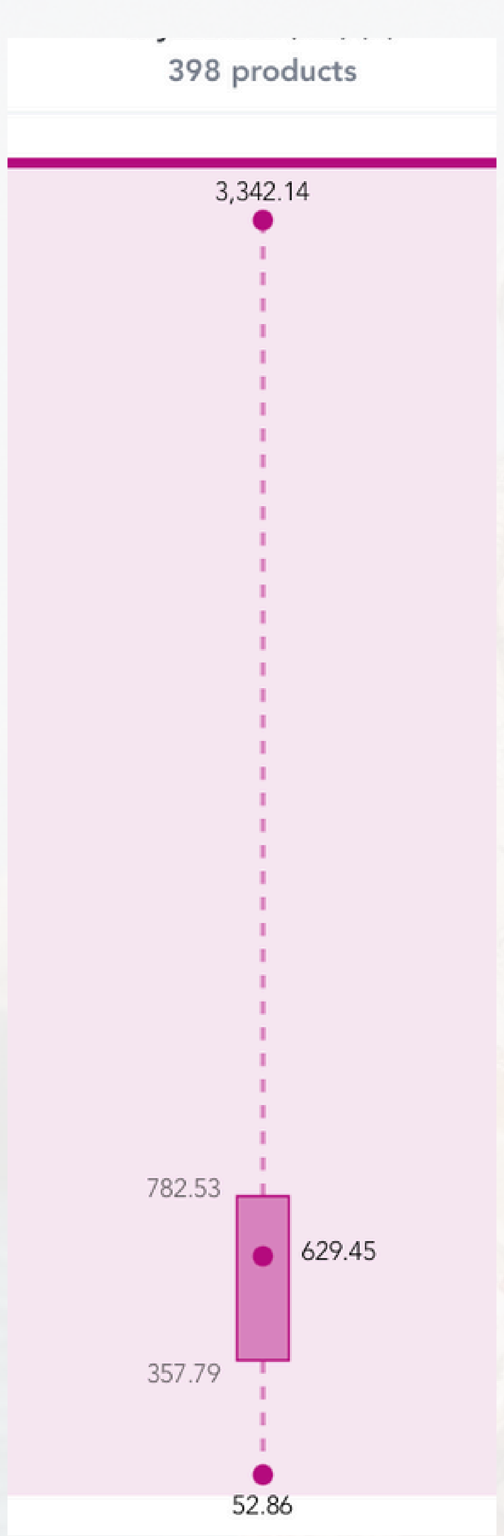
£ 500 - £1,100

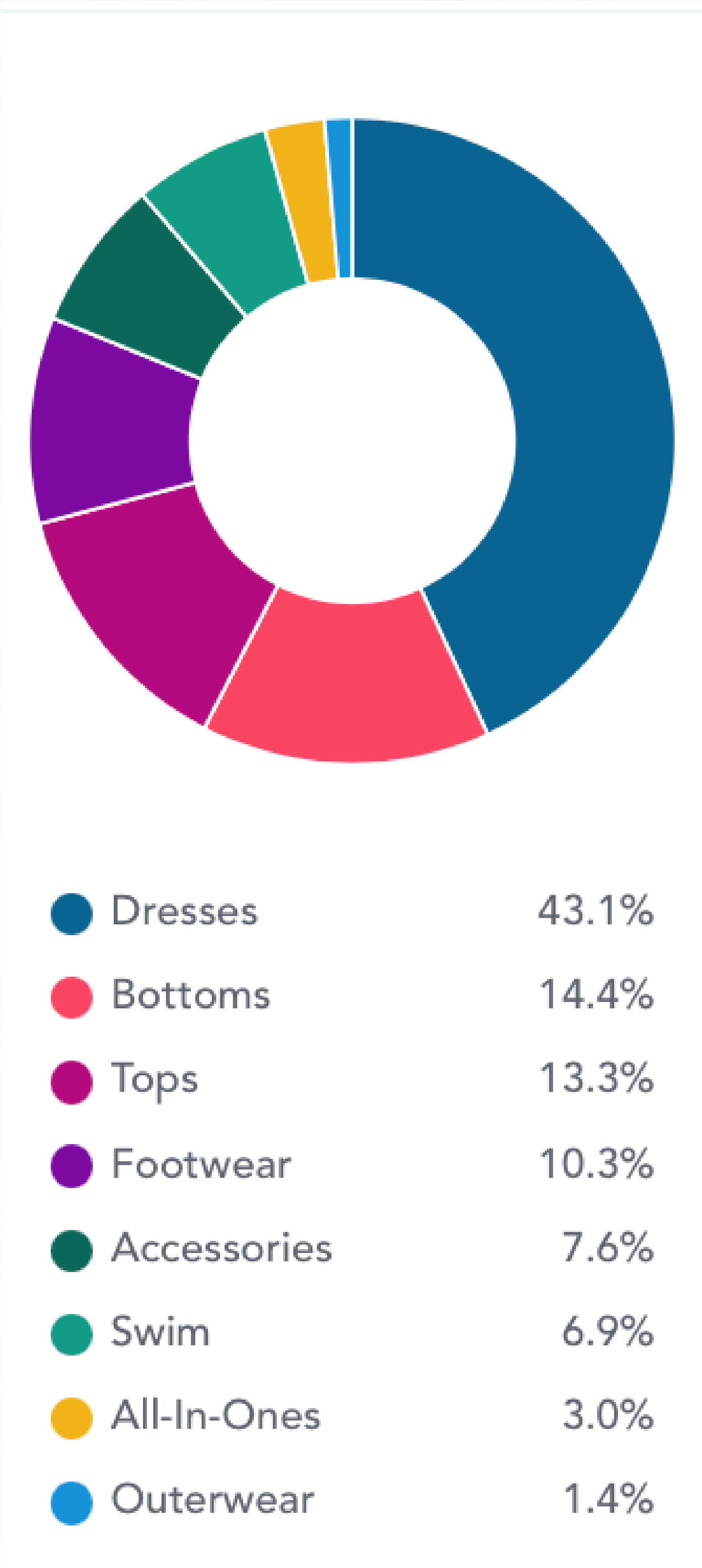
-------------> CORE LEVEL

£ 50 - £500



MYTHERESA	Branded buying
Product Categories	Ready to wear/ Swimwear/ Accessories/ Shoes
Product Mix Analysis	Mytheresa currently holds roughly 400 Zimmermann pieces, 43% being dressed, 14% bottoms, 13.3% tops and a high presence of footwear, 10.3% , notably more significant than the other retailers, reflecting a horizontal buying approach.
Pricing Mix Analysis	to invest in cutting-edge items (starting at $350 and exiting at $3450), similarThe pricing strategy identified caters for a fashionable clientele who is willing to the brand's official channels.





EXIT PRICE
$3450
$1250
$350
$1050
$820
$1250
$360
$775
£1095

Browns

-------------> CUTTING-EDGE LEVEL

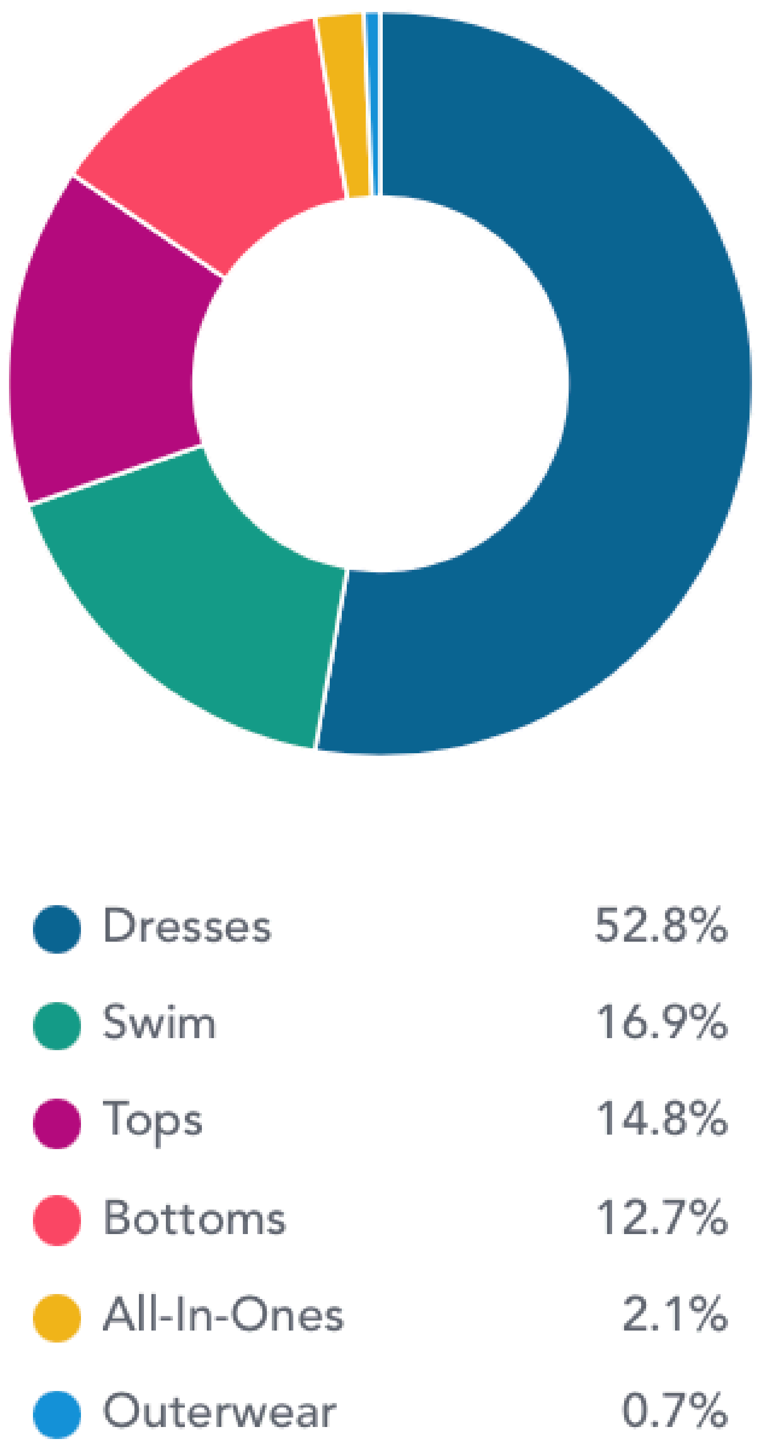
£ 1,000 - £ 3000

-------------> FASHION LEVEL

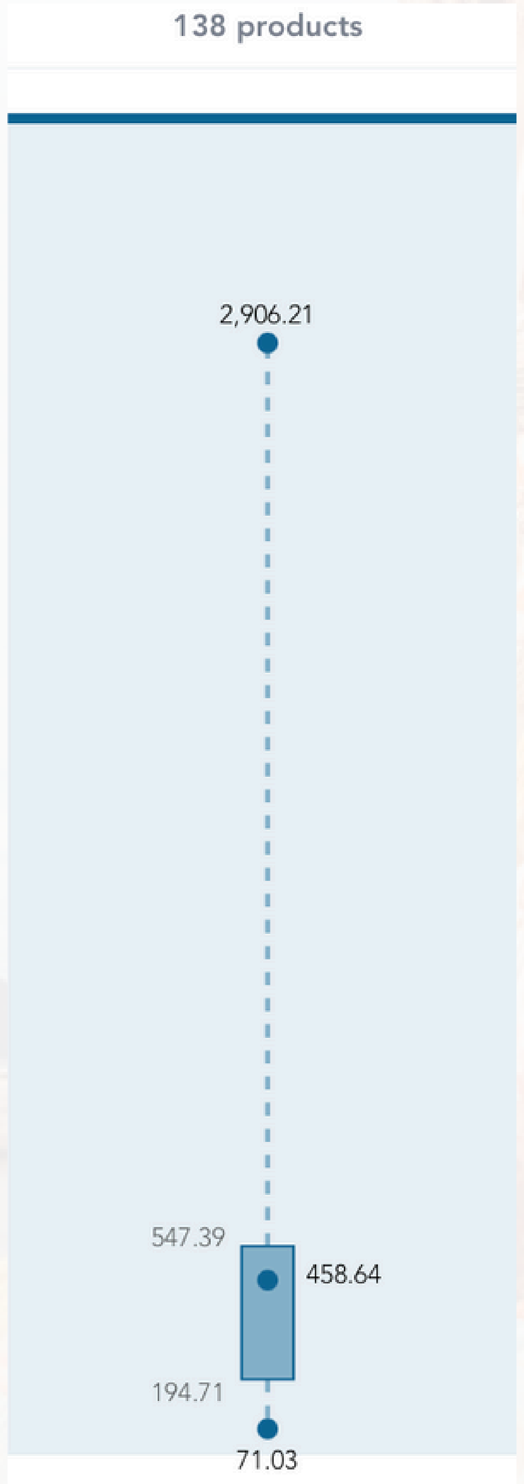
£ 500 - £1,000

-------------> CORE LEVEL

£ 70 - £500



Browns	Branded buying
Product Categories	Ready to wear/ Swimwear
Product Mix Analysis	Catering to a clientele with a more disposable income, the product mix at Browns reflects the fashionability of the brand, with over 50% precent presence of dresses, 16.9% precent of swimwear and 14.8% of tops.
Pricing Mix Analysis	Most of the items are in the medium price point category, aligned with Browns' sophisticated clientele which is willing to spend yet is not looking for flamboyant styles.



Browns	ENTRY PRICE	EXIT PRICE
DRESSES	£475	£2906
TOPS	£395	£975
SWIMWEAR	£185	£475
BOTTOMS	£380	£1164
ALL-IN-ONES	£695	£695
OUTTERWEAR	£1645	£1645

shopbop

------------> CUTTING-EDGE LEVEL

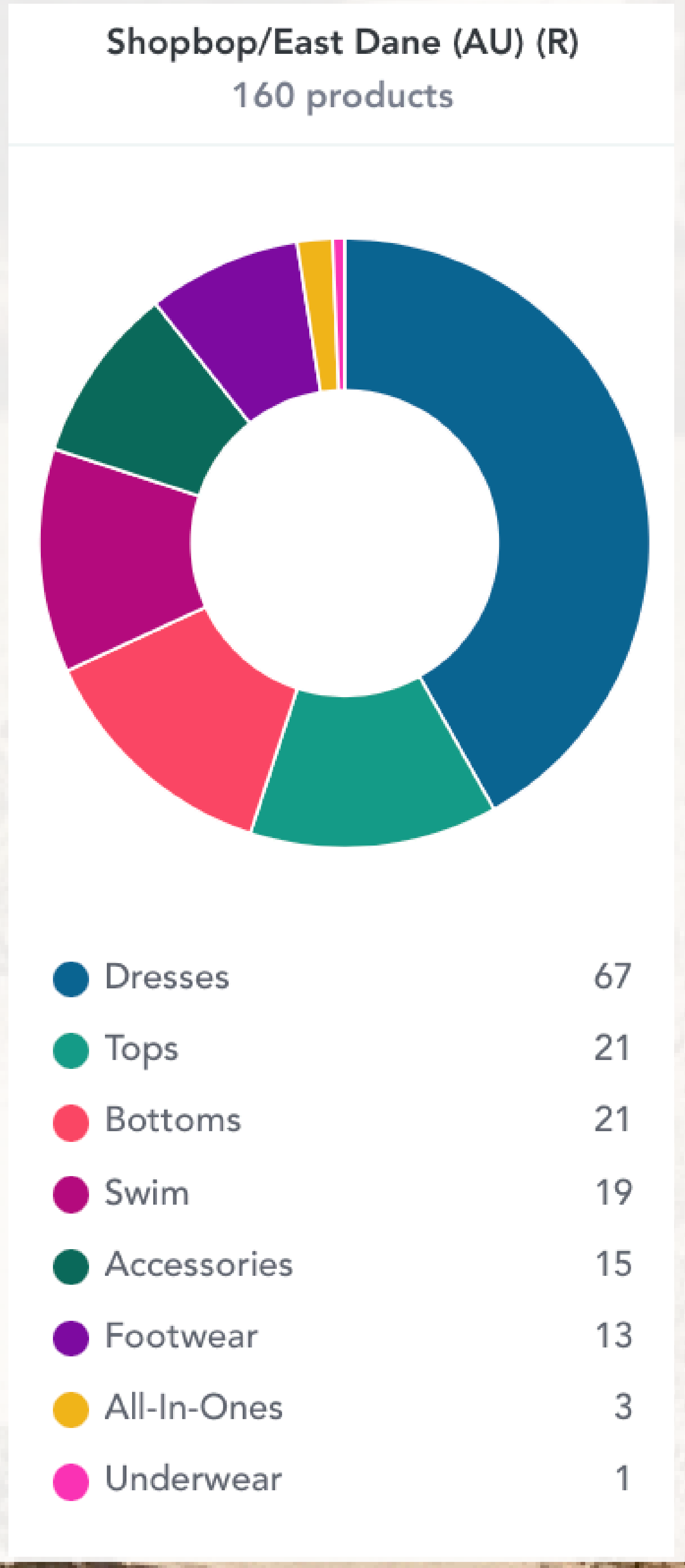
£ 700 - £ 1500

------------> FASHION LEVEL

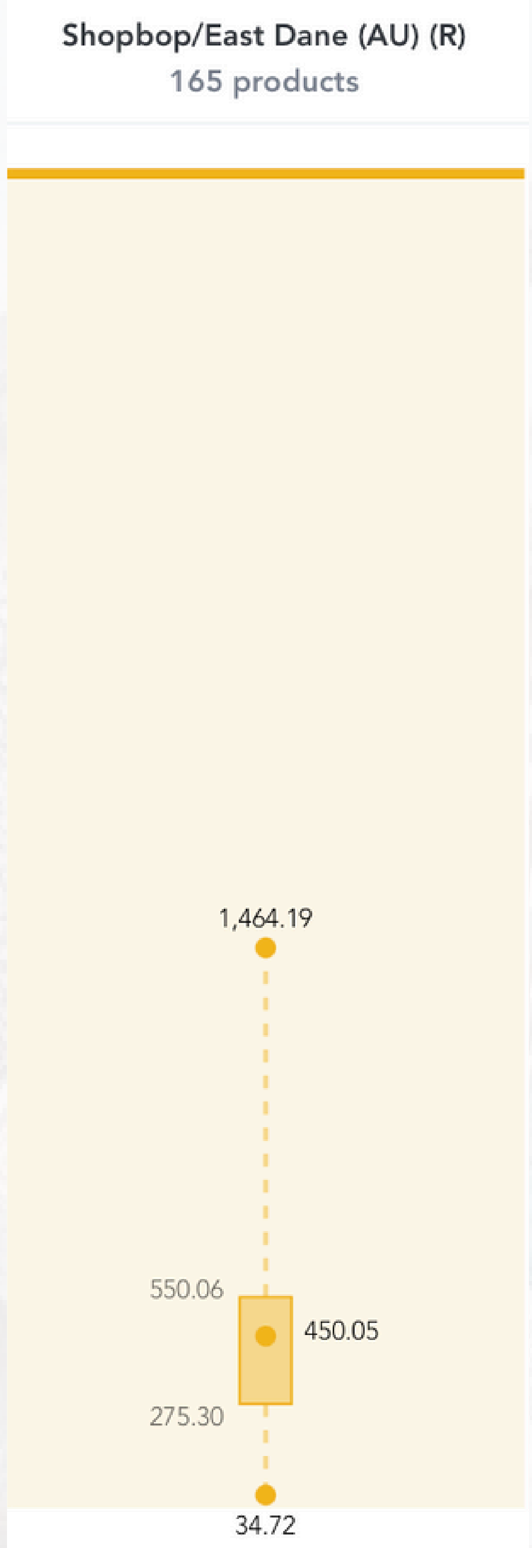
£ 300 - £700

------------> CORE LEVEL

£ 20 - £300



shopbop	Branded buying
Product Categories	Ready to wear/ Swimwear/ Accessories/ Shoes
Product Mix Analysis	Similarly to the other online retailers, Shopbop's product mix is led by 40% dresses, followed by bottoms and tops. The product mix, with significant style options and prints, reflects the brand's resort identity well, with over 60% of the items being from the brand's Swim & Resort collection.
Pricing Mix Analysis	Being focused on the brand's Swim & Resort line, the pricing mix varies from $99 for a swimsuit to $2800 for a dress. Being reasonably priced, the retailer caters for a wider audience.



SHOPBOP	ENTRY PRICE	EXIT PRICE
DRESSES	$520	$2800
TOPS	$450	$1270
SWIMWEAR	$99	$523
BOTTOMS	$500	$2500
ALL-IN-ONES	$740	$800
KNITWEAR	$560	$1270
ACCESSORIES	$330	$740
SHOES	$224	$1800

SSENSE

-------------> CUTTING-EDGE LEVEL

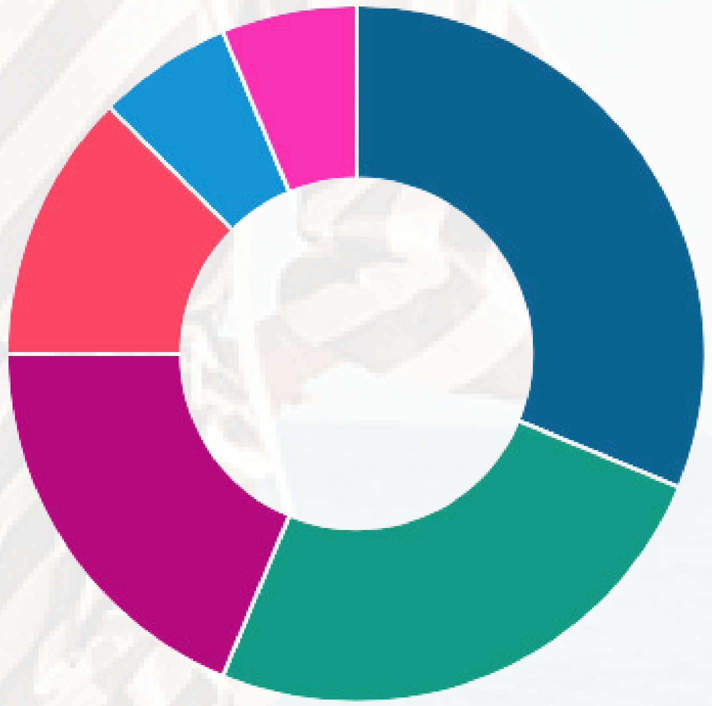
£ 600 - £ 800

-------------> FASHION LEVEL

£ 400 - £600

-------------> CORE LEVEL

£ 200 - £400



Dresses	5
Tops	4
Swim	3
Bottoms	2
Outerwear	1
Underwear	1

SSENSE	Branded buying
Product Categories	Ready to wear
Product Mix Analysis	On the SSENSE online website, the product mix focuses on ready-to-wear from the swim and resort line exclusively. Notably, the lack of an exit price point emphasises the entry and medium levels, reflecting a straightforward and humble assortment of the brand.
Pricing Mix Analysis	The notably lower average price point at the retailer's website, $476, caters for a broader audience, allowing a 'taste' of the brand. The exit price point on the retailer's website is $1060 for a dress.

SSENSE	ENTRY PRICE	EXIT PRICE
DRESSES	$860	$1060
TOPS	$445	$655
SWIMWEAR	$300	$315
SKIRTS	$825	$825
JEANS	$685	$685
JACKETS	$705	$705

DAVID JONES

-------------> CUTTING-EDGE LEVEL

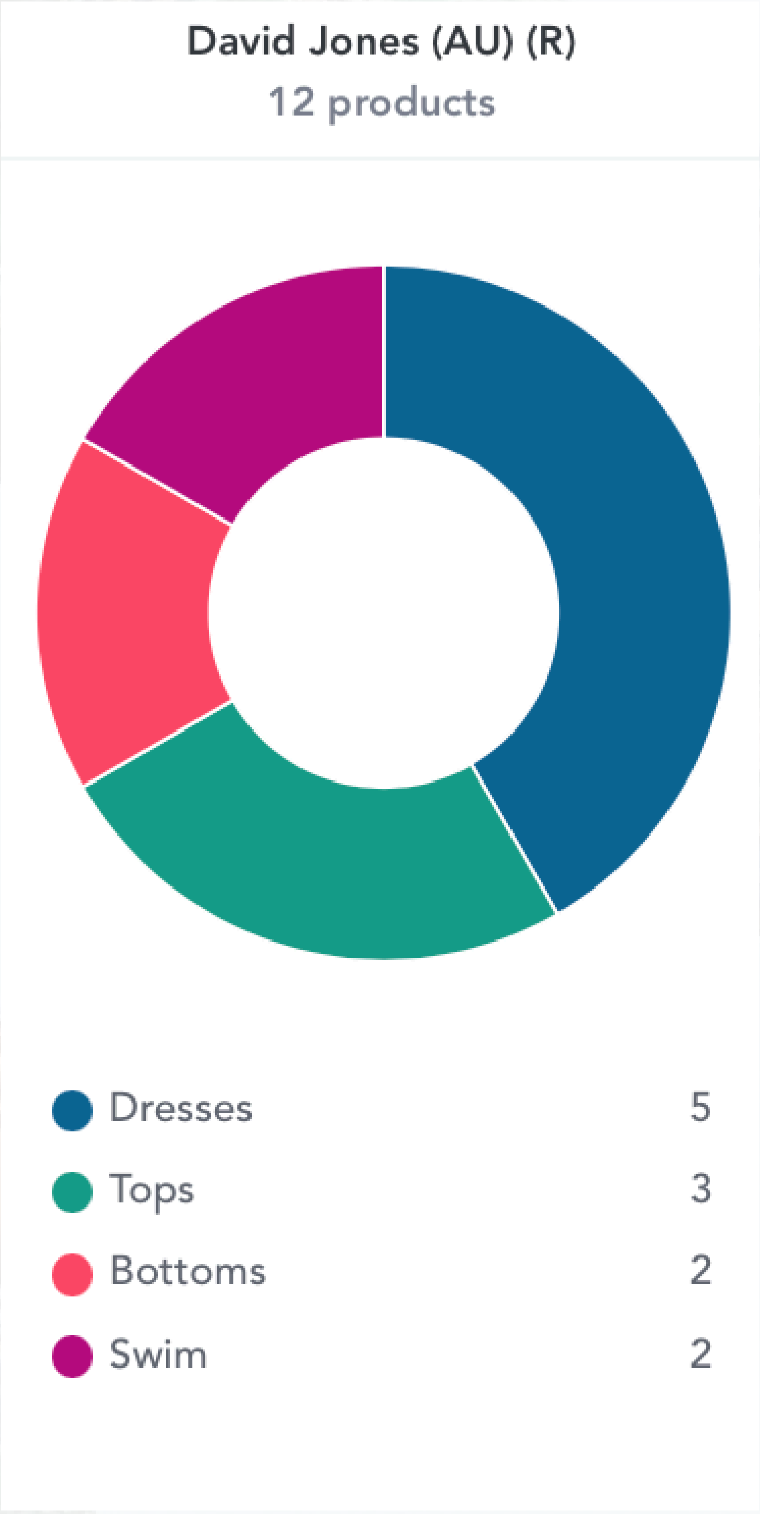
£ 300 - £ 400

-------------> FASHION LEVEL

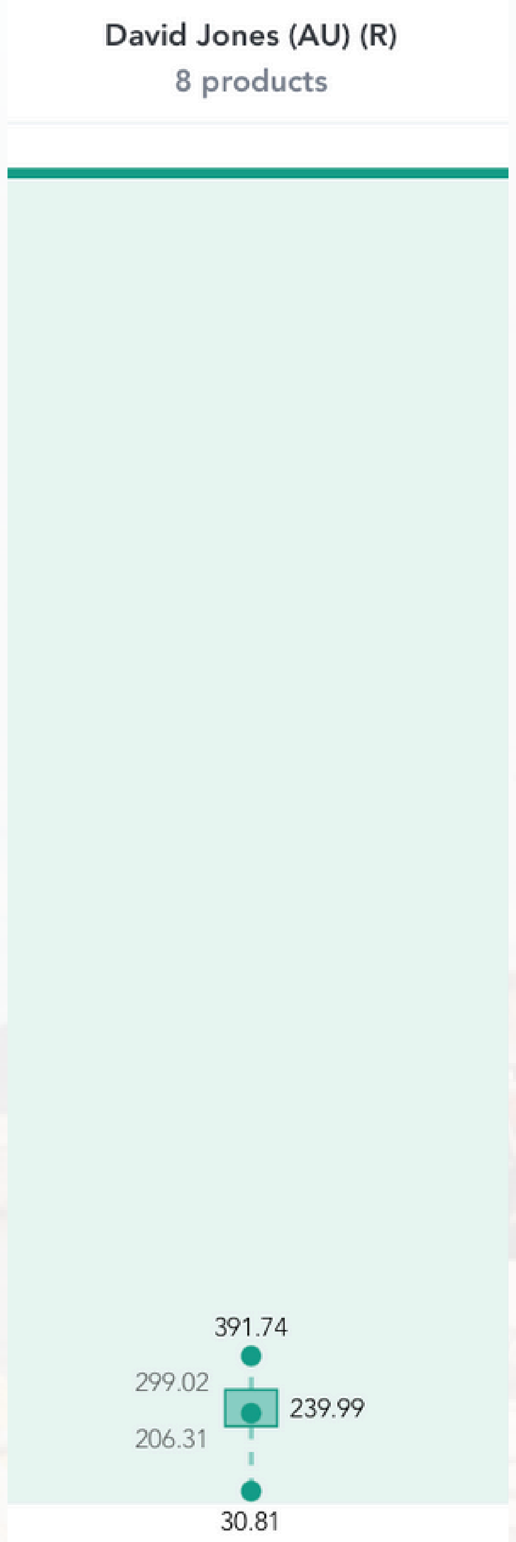
£ 200 - £300

------------> CORE LEVEL

£ 30 - £200



DAVID JONES	Branded buying
Product Categories	Ready to wear/ Swimwear
Product Mix Analysis	Being a volume driver, the Australian retailer has a humble selection of Zimmermann's Swim & Resort line that might cater to tourists looking for resort wear. The selection is led by dresses, tops and bottoms.
Pricing Mix Analysis	With a lower staged price point of $239, it is clear the retailer caters to a broader clientele not looking to invest in cutting-edge items. This strategy allows more people to get familiar with the brand.



DAVID JONES	ENTRY PRICE	EXIT PRICE
DRESSES	$550	$1750
TOPS	$395	$650
SKIRTS	$550	$550
SHORTS	$395	$395

ZIMMERMANN

Burton St.

-------------> CUTTING-EDGE LEVEL

£ 1400 - £ 4000

-------------> FASHION LEVEL

£ 600 - £1400

-------------> CORE LEVEL

£ 200 - £600

ZIMMERMANN	Own Label Buying
Product Categories	Ready to wear/ Swimwear/ Accessories/ Shoes / Jewellery
Product Mix Analysis	As expected, the brand’s flagship has the most impressive product mix in the UK market, including jewellery, accessories, and exclusive ready-to-wear items not seen in any other retailer. The product mix caters to consumers with disposable income, as it offers many tailoring pieces and evening dresses. Overall, the product mix at the store conveys a luxurious feel and is less focuses on the brand’s popular ‘swim and resort’ items.
Pricing Mix Analysis	Aligned with the essence of the product mix in store, the price mix caters to consumers with disposable income, as it has the highest exit price point from all of the brand’s retailers in London. Also, the entry price point is more dynamic than at other retailers, thanks to the presence of many accessories and jewellery.

Harrods

Offline

-------------> CUTTING-EDGE LEVEL

£ 2000 - £3000

-------------> FASHION LEVEL

£ 1000 - £1900

-------------> CORE LEVEL

£ 400 - £900

Harrods	Branded Buying
Product Categories	Ready to wear/ Swimwear/ Accessories/ Shoes
Product Mix Analysis	The product mix at Harrods is a well-balanced selection of both brand lines (swim & resort and ready-to-wear). In Harrods, there is a greater emphasis on the brand's carry-overs (repeated in new prints), which conveys a 'safer' approach for the buyers. Overall, Harrods has a great representation of the brand for different type of consumers.
Pricing Mix Analysis	Aligned with the product mix, the price mix at Harrods stands on the medium price level, with most items being 'day dresses', accompanied by both evening dresses and resort pieces starting at £ 400 and going up to £ 2850.

SELFRIDGES&Co

Offline

-------------> CUTTING-EDGE LEVEL

£ 2000 - £ 2850

-------------> FASHION LEVEL

£ 1000 - £1900

-------------> CORE LEVEL

£ 295 - £900

SELFRIDGES&Co	Branded buying
Product Categories	Ready to wear/ Swimwear/ Accessories/ Shoes
Product Mix Analysis	The iconic London retailer has an impressive selection of the brand’s products, from resort pieces to cutting-edge tailored jackets. This horizontal buying approach shows that the buyers believe in the brand and are willing to take risks. Fashionable consumers may be catered with this product mix, allowing them a playful and sophisticated wardrobe.
Pricing Mix Analysis	Selfridges’ price mix caters to various consumers, with prices starting at £ 280 for jewellery and climbing up to £ 2850 for an ‘off the runway’ tailored coat. The average at the retailer stands at £ 1,050, with signature dresses of the brand.

CRM AND CUSTOMER EXPERIENCE - Burton Street

STORE LAYOUT	The Burton street store is positioned in one of the most afluent areas of London, Mayfair. Placed at the begining of Burton street, this shop has a large layout, a wide entrance with a centre piece displaying they're latest jewellery and accessories, surrounded by rails of clothes. The walls are covered in beautiful floral wall papers. Moving to the next main room, a dark green room with the main counter, aibling the sales asisstants the check the available stock on the computer. There are catalogues around the shop. This room leads to a large staircase, heading to the downstairs area, this area consists of changing rooms, more clothing rails and a small lounge area. The store has a very warm and welcoming atmosphere to it, brightening up a rainy London day.
VISUAL MERCHANDISING & PRESENTATION	The clothes are displayed on long rails hanging from the ceiling, these clothes are scattered throughout each wall of the shop and are filled with all of the different types of patterns and clothing items. There is no order in which everything is Layed out, but it is still easy to find certain pieces. Throughout the different rooms, there are cases displaying their jewellery collection around the rooms as well. Floating shelves display their sunglasses, alongside a full length mirror. Mirrors are scattered around the shop as well in each room. From the front of the shop, it is hard to see inside behind their mannequins displayed with the newest collection.
CRM	When arriving, sales assistants greet you and follow yiou around the shop, they are very kind and are able to help with any of your questions and needs. Sales assistants may take your phone number, in order to send you the latest news letters, brochures, and the newest collections.
PREPARATION OF STAFF	Prepared about brand history, past, and latest collections.
INTERACTION BETWEEN ASSISTAND AND CONSUMER	Security at the entrance, sales assistants around the shop floors in order to help you.
DIGITAL ELEMENTS IN STORE	No digital elements
ACCESSABILITY TO PRODUCTS	Wide variety of products on the shelves, extra sizes and colours in the back.

SWOT ANALYSIS-ONLINE

STRENGTH	OPPORTUNITY
• Brand Recognition and Reputation: The website benefits from the significant brand recognition of Zimmermann, a renowned and respected name in the fashion sector. • Visually Appealing Design: The brand's dedication to style and aesthetics is reflected in the website's visually appealing and user-friendly design. • Product Variety: Zimmermann caters to a wide spectrum of customers by offering an extensive assortment of dresses, swimwear, accessories, and footwear. • Global Reach: Zimmermann's market is now extended beyond physical retail locations thanks to its website, which gives it access to a worldwide audience. • Online shopping Functionality: Customers may easily browse and buy products on the website thanks to secure payment options that enable online shopping.	• E-commerce Growth: Zimmermann has a chance to expand its e-commerce business and reach a wider audience thanks to the continuous trend of more people shopping online. • Emphasis on Sustainable Fashion: By showcasing eco-friendly procedures and merchandise on its website, Zimmermann may capitalize on the rising interest in sustainable fashion. • Virtual Try-On Technology: Adding virtual try-on capabilities to some products could improve the online buying experience and help customers who aren't sure about fit or style feel less hesitant.
WEAKNESS	**THREATS**
• Limited Customization Options: The website might not offer the same level of personalization or customized purchasing experiences as some of its rivals, which could negatively affect the general customer experience. • Mobile Optimization: There may be opportunities for improvement to improve the user experience for customers who access the website via mobile devices, depending on the current status of the website's mobile optimization.	• Website downtime may be caused by server outages, technical difficulties, or other infrastructure-related issues. • Their lack of new technology • No online notifications for customers

SWOT ANALYSIS-OFFLINE

STRENGTH

- A wide variety of collection and runway pieces are scattered around the flagship store.
- A clear complimentary flow between the design of the store and the pieces of clothing hanging around the flagship store.
- Harrods and the flagship store have a happy energy due to the way they have presented the Zimmermann collections, attracting the customer towards it.

OPPORTUNITY

- Zimmermann has a well positioned area in both Harrods and Selfridges, abling them to strengthen the brands visibilty and making it more attractable.
- Zimmermans flagship store could host events when new collections are being released, due to it’s excellent location and large space.
- Adding new technologies throughout their flagship and conssessions, could intrigue customers more.

WEAKNESS

- There are no digital elements
- There is no clear organisation of the products, which customers may find it hard to find what they are looking for .
- Selfridges Zimmermann section is very hectic, many clothes on the rails and their choice of carpet, distracts from the clothes and makes it feel extremely cluttered.
- At the flagship store there are so many products that it feels almost overwhelming.

THREATS

- With brands collaborating with other brands, it creates a new hype and interest towards those brands, widening their target market.

New technologies being used, Zimmermann is behind.

COMPARISON OF THE UK AND AUSTRALIAN MARKET FOR ZIMMERMANN

After In depth research and analysis to the Zimmermann products and price mix in both the Australian market and the UK market, there are several clear differences.
Based on changes in exchange rates, Zimmermann modifies its price approach. Currency changes and the state of the economy have an impact on how affordable people believe the brand to be.

Their marketing strategies change according to Australia's and the UK's seasonal variations. For instance, they schedule their promotions and discounts accordingly to correspond with local fashion seasons and consumer purchasing patterns.
Additionally, Zimmermann works with other retail partners in Australia and the UK, each of which has its own purchasing and merchandising policies.
Zimmermann’s product focus also varies between the UK and Australia, Australia’s main focus is resort wear due to the hot temperatures throughout the year, whereas in the UK, customers are more interested in evening wear due to the colder weather.

CONCLUSION

Zimmermann's leadership position in the competitive luxury fashion business is further cemented by its capacity to adjust to changing consumer demands, participate in creative partnerships, and develop a comprehensive brand experience. Because of Zimmermann's distinctive blend of Australian heritage, global appeal, and dedication to creating an immersive customer experience, the brand stands out and will likely remain a major influencer and trendsetter in the always changing world of high-end fashion. In the realm of luxury fashion, Zimmermann is a brand that stands out and is expected to last, as consumers continue to look for a well-balanced combination of quality, modernity, and elegance.

To conclude, there are similarities between the retail marketplaces in the UK and Australia, but there are also distinct features that are influenced by regional dynamics, economic variables, and local customer behavior.

In the UK, the retail scene has seen substantial upheavals, with the rise of e-commerce, changes in customer tastes, and the impact of economic concerns. Antiquated physical retail establishments have adjusted by adopting omnichannel tactics to meet the changing demands of technologically proficient customers. The significance of ethical and sustainable business practices has increased, impacting consumer choices and brand impressions.

In the same way, digital technology and e-commerce platforms have become increasingly prevalent in Australia's retail business. Due to the country's large size and dispersed population, online shopping has become more popular, which has forced companies to make investments in seamless digital experiences. The Australian market, which is distinguished by a discriminating clientele, also emphasizes sustainability significantly, which has led to the growth of locally produced and environmentally friendly goods.

Overall, the retail environments in Australia and the UK represent the larger global trends in the sector, highlighting the necessity of flexibility, customer-focused strategies, and a dedication to satisfying changing customer demands in a dynamic marketplace.

RECCOMENDATIONS

To improve sales and overall business Zimmermann, especially in markets like Australia and the UK, needs to consider a strategy that includes marketing, product diversification, customer engagement, and leveraging technology.

For instance, Zimmermann could focus on:

- Enhanced Digital Presence and E-Commerce: Strengthening its online shopping experience is crucial. This includes optimizing the website for user experience, utilizing SEO strategies, and enhancing mobile shopping capabilities

- Localized Marketing Strategies: Tailoring marketing efforts to suit the specific tastes and cultural nuances of Australian and UK consumers can be effective. This might involve working with local influencers, participating in regional fashion events, and creating region-specific advertising campaigns.

- Social Media and Content Marketing: Investing in high-quality content for social media platforms and engaging with customers through these channels can enhance brand visibility and loyalty

- Market Analysis and Research: Continuously analyzing market trends, consumer behavior, and competitor strategies in both Australia and the UK can help Zimmermann stay ahead and adapt to changing market dynamics.

- Collaborations and Partnerships: Collaborating with other brands, artists, or designers can create buzz and attract different customer segments. Limited edition collaborations are often successful in creating a sense of urgency and exclusivity.

- Zimmermann's offline presence is extremely important, Zimmermann should also focus on hosting various activities for returning customers. This could be, hosting talks with the Zimmermann team and owners, hosting events for clients to view the newest collections before they are out in store and online.

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Interview with the chief Omnichannel & Client Officer at Loewe

As I embark on introducing a new luxury product, what advice do you have for creating an integrated customer experience across various channels to ensure potential customers not only engage but also thrive?
80% of customers start the journey online
Teaser, sneak peak, people can start exploring online before going into the store

2. pop-up stores offer a great opportunity to deliver highly interactive technology and customer engagement that is not found in traditional retail. Given that Loewe were to start a pop-up store, what criteria would you choose to determine its location, and what standards would you set?
Pop-up is purely marketing tool: awareness, visibility,
High traffic location is worth the over-invest to gain more clientele (could also be in department stores)
Put an emphasise on innovation

3. What is the most challenging part of communicating effectively via online/offline platforms in the post-COVID scenario? What precautions do you take to ensure that the message or the content produced does not 'break' or is misconstrued by the audience? What are the benefits and drawbacks?
It is very important to be cautious about what you communicate in a time and place and be careful with cultural appropriation
Adapt to the audience of the channel - find playful ways to communicate effectively with your customers

4. What was the most difficult challenge you faced while communicating with your customers via various channels, and which channels proved to be the most effective for communication?
Cultural gaps, language barriers
Make the message consistent

5. How does partnering with celebrities for certain events impact sales, and what's the rationale behind creating custom-made outfits for these collaborations?
The role of ambassadors is to bring awareness
Influencers can introduce you to new markets
You have to be cautious with the way you choose your brand ambassadors to avoid controversies
Fashion and sports is also a great opportunity



ZIMMERMANN





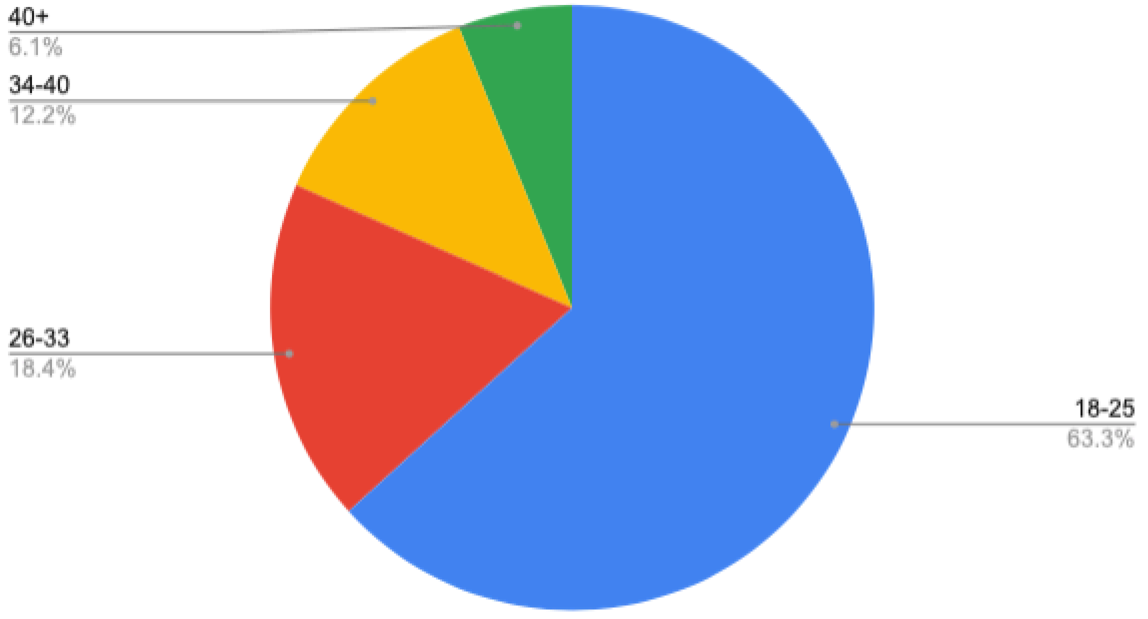



ZIMMERMANN

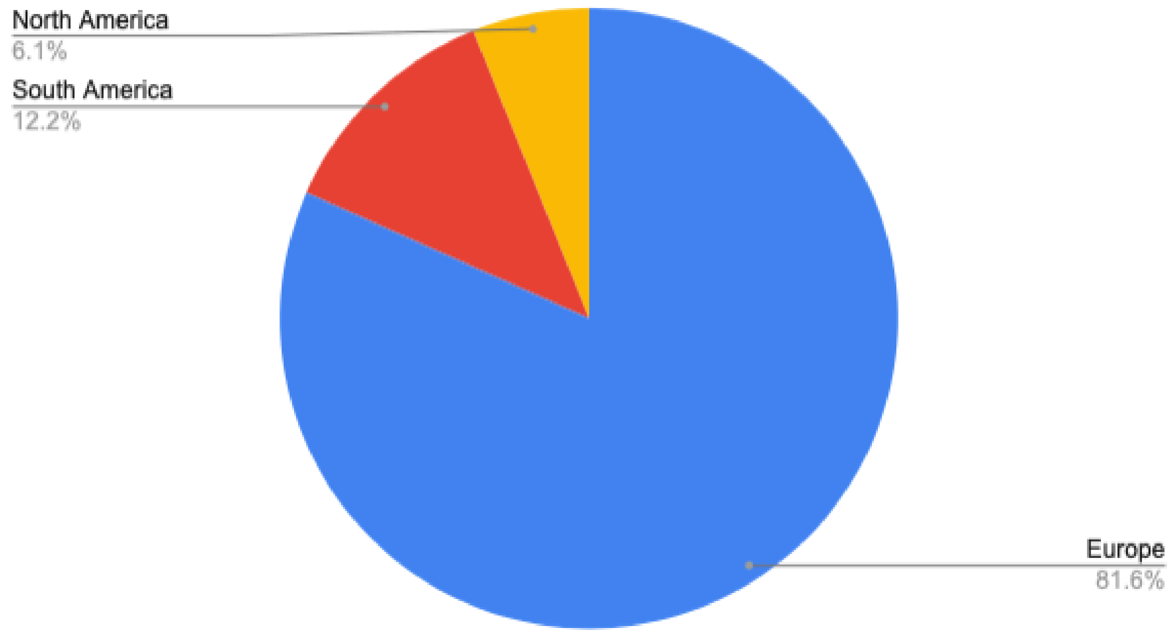

ZIMMERMANN


ZIMMERMANN

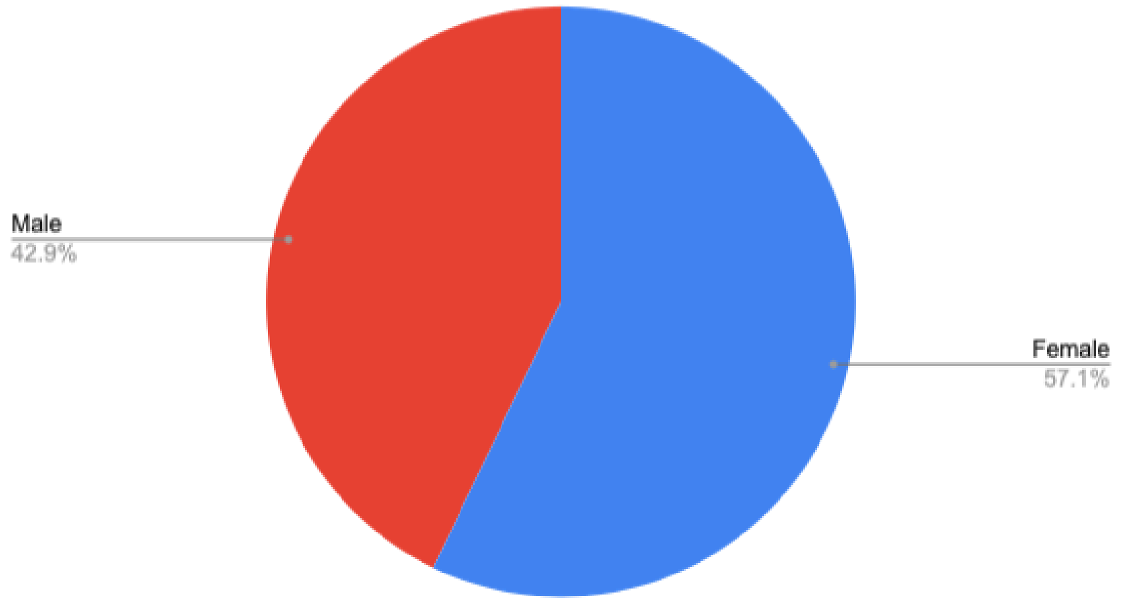
Count of What is your age?



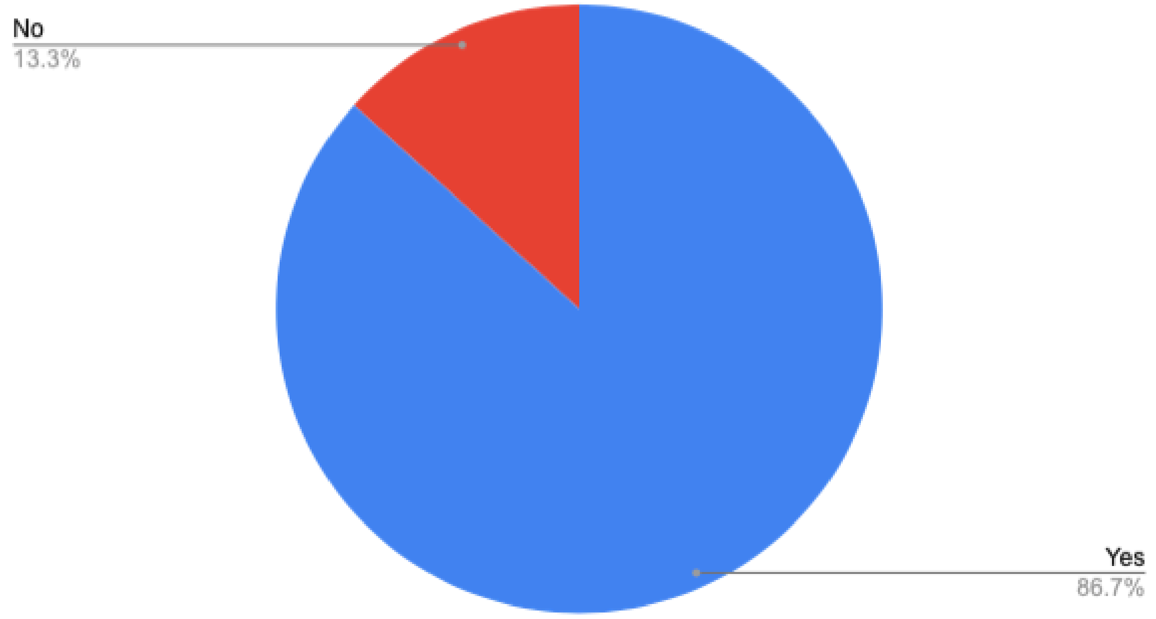
Count of Where are you located?



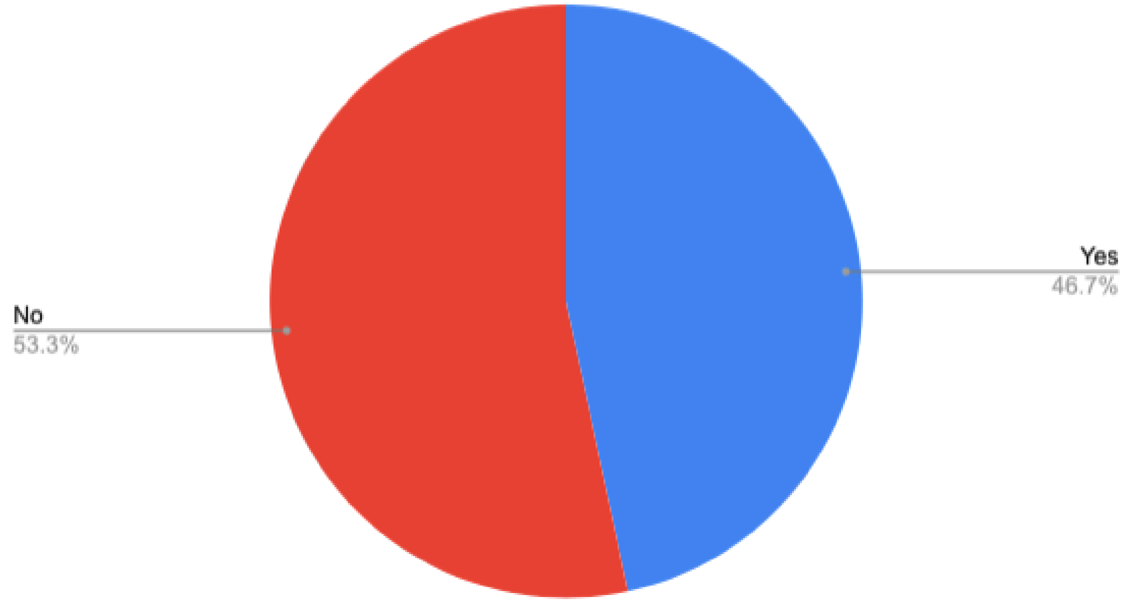
Count of Gender?



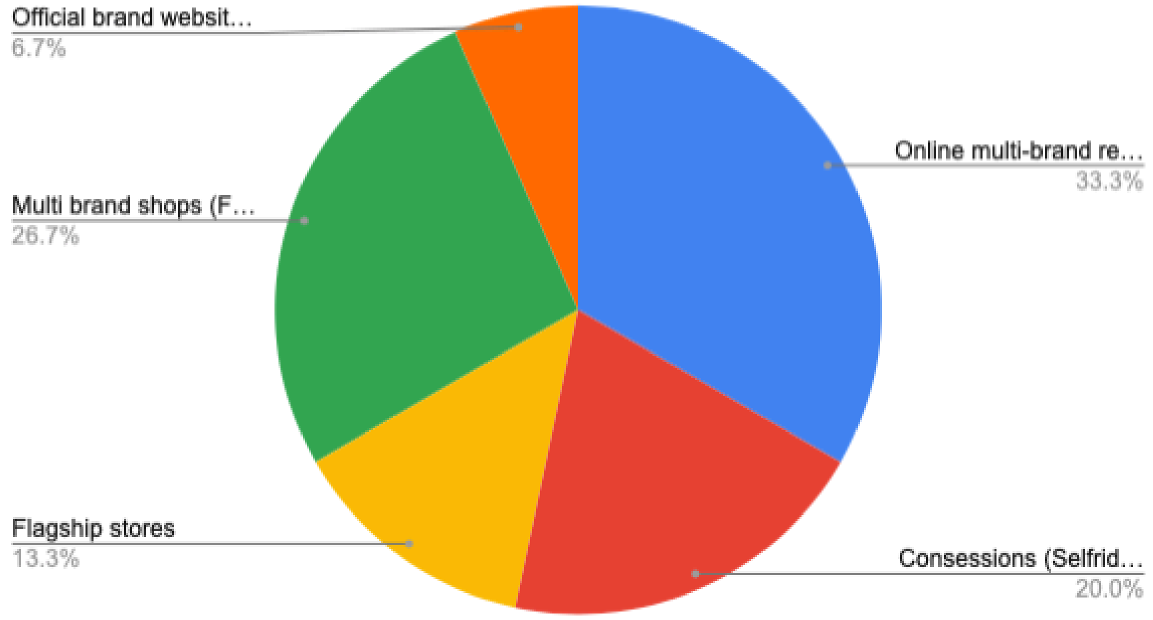
Count of Have you heard of the brand ZIMMERMANN?



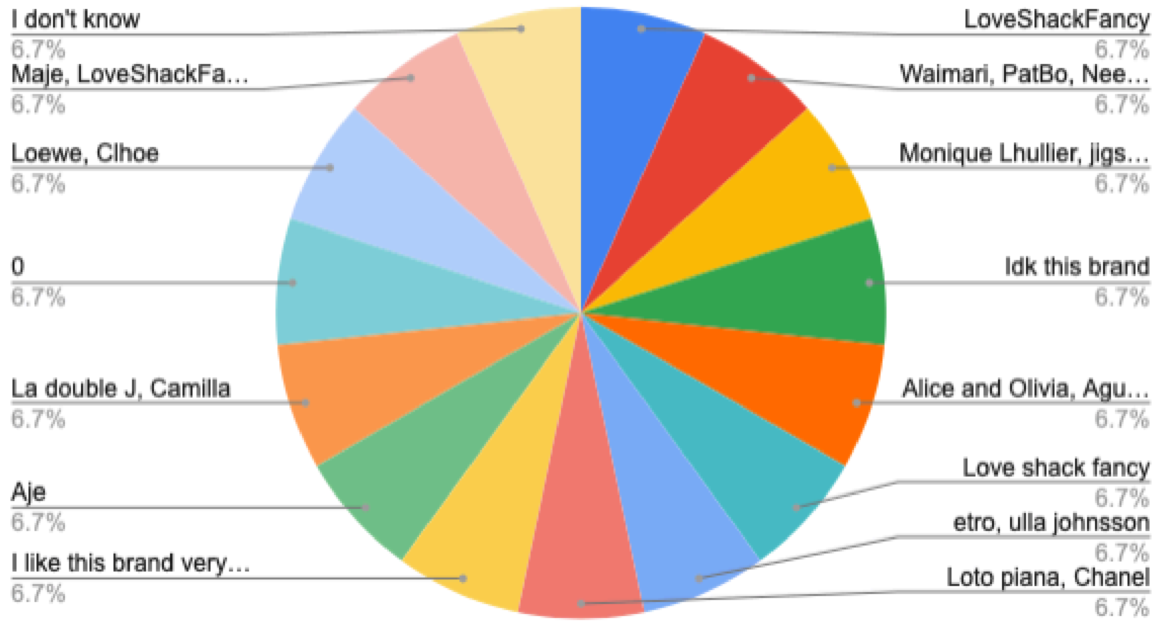
Count of Have you ever visited the flagship store in the UK?



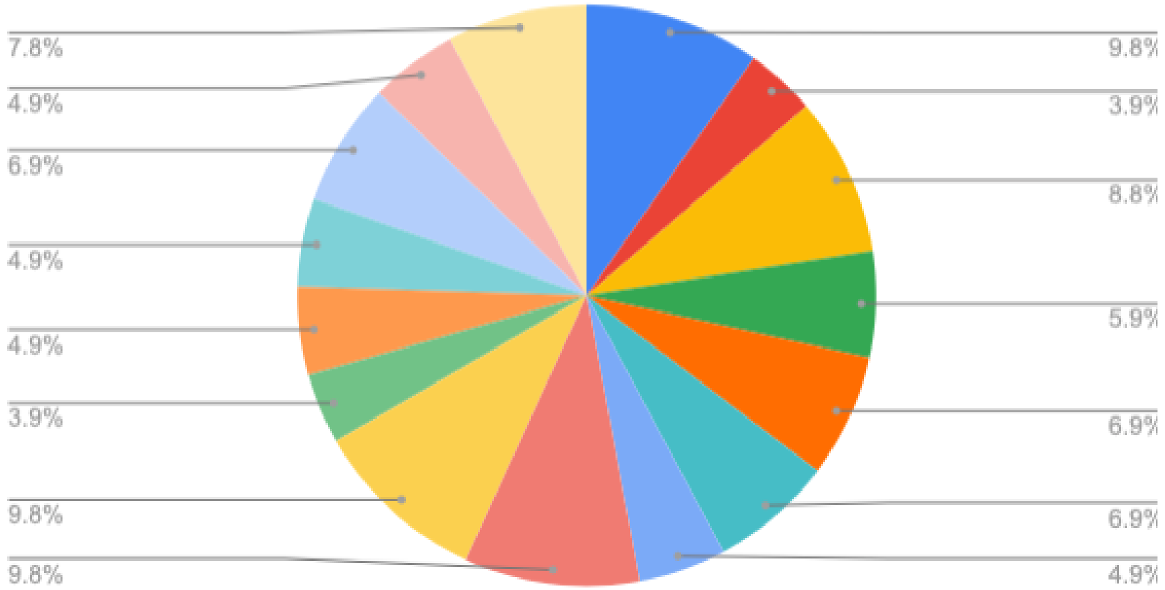
Count of Where do you tend to shop?



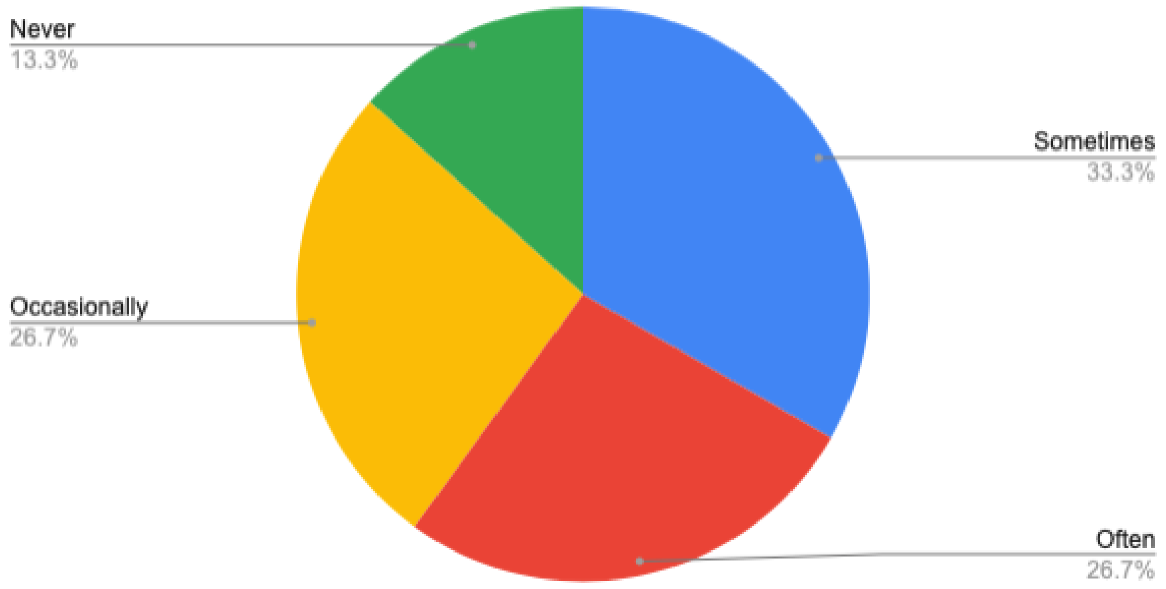
Count of Who would you say Zimmermann's competitors are?



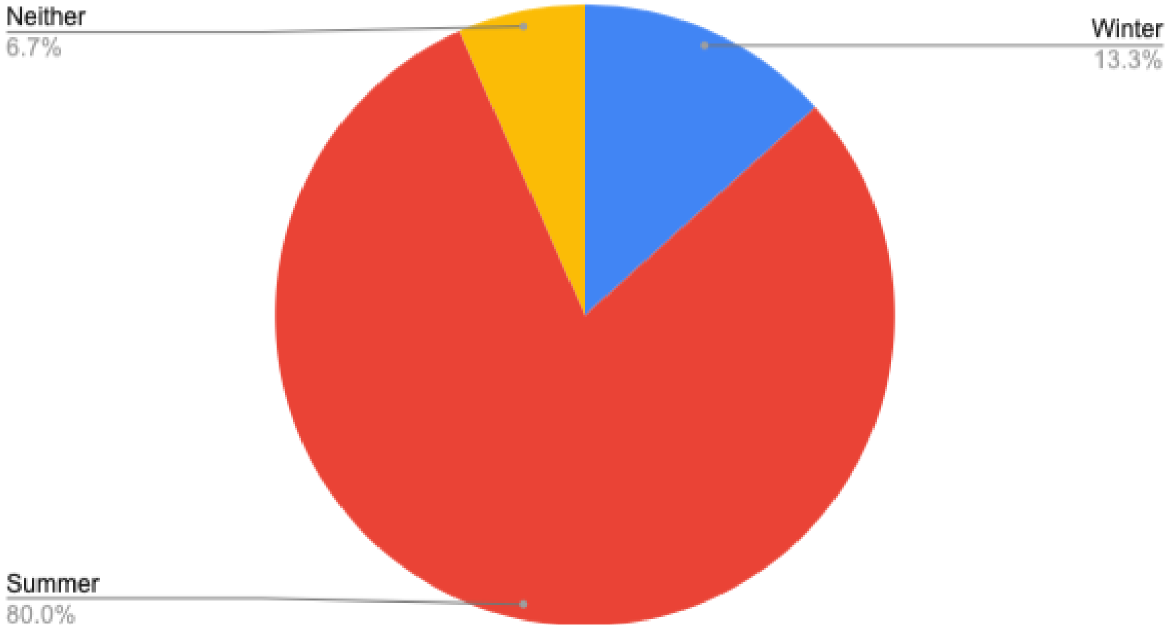
On a scale of 1 to 5, how much more likely are you to visit a store if the shopping experience is made more interactive?



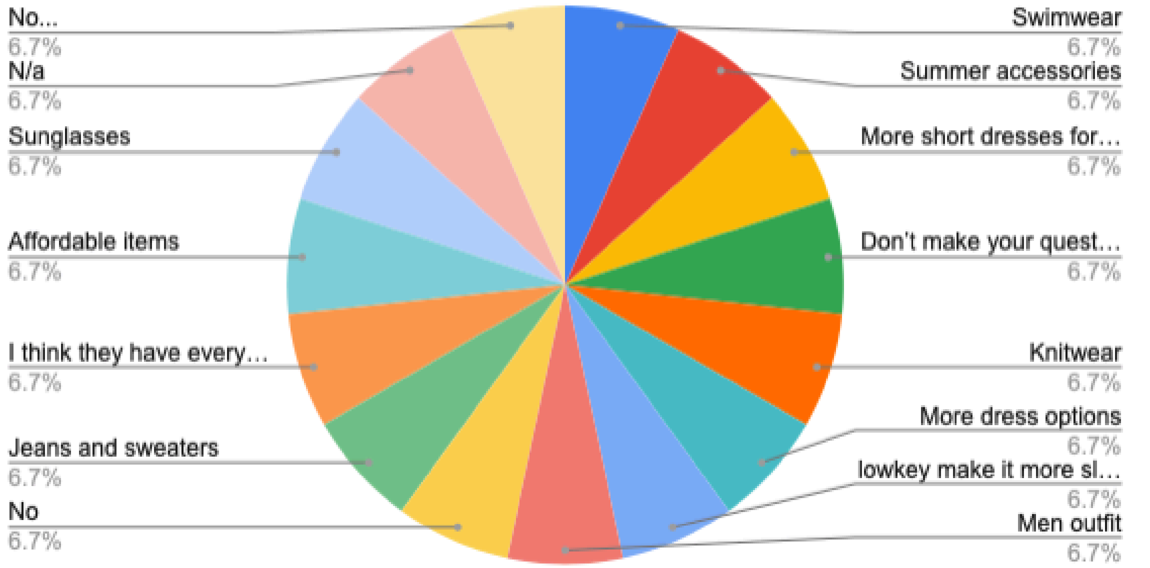
Count of How frequently do you shop for luxury fashion products?



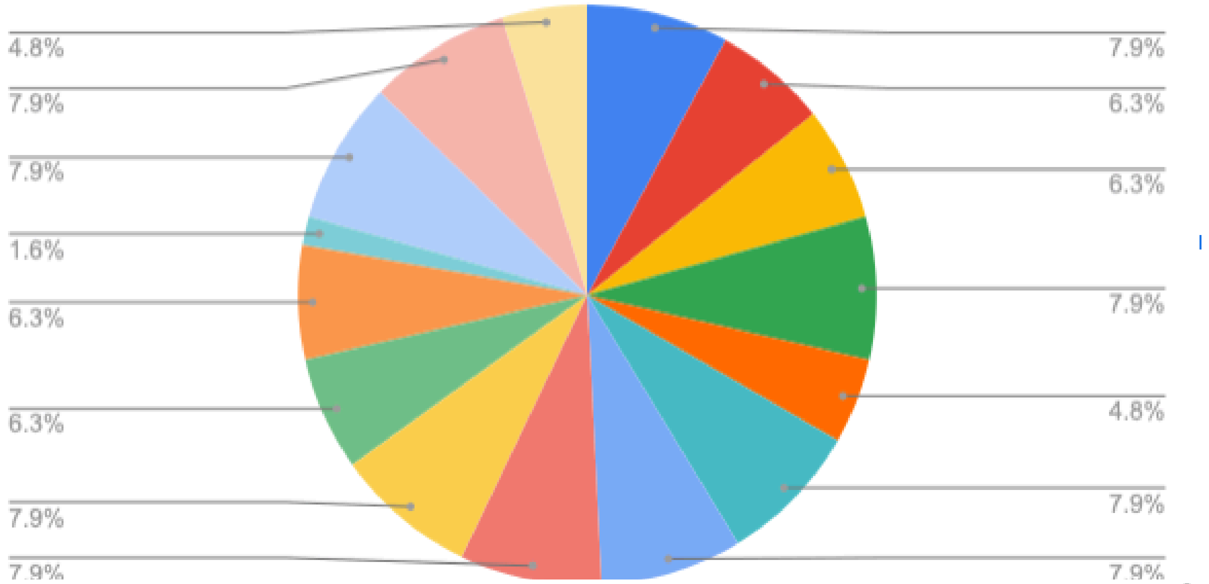
Count of What season would you buy more from Zimmermann?



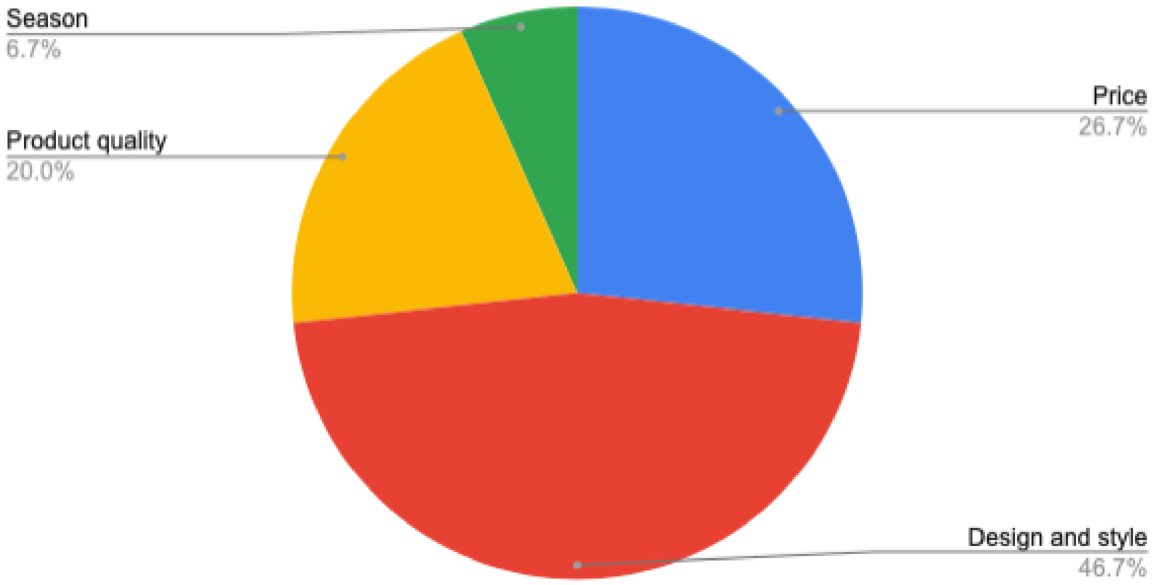
Count of Are there any specific product categories or types of items you would like Zimmermann to expand or introduce? If…



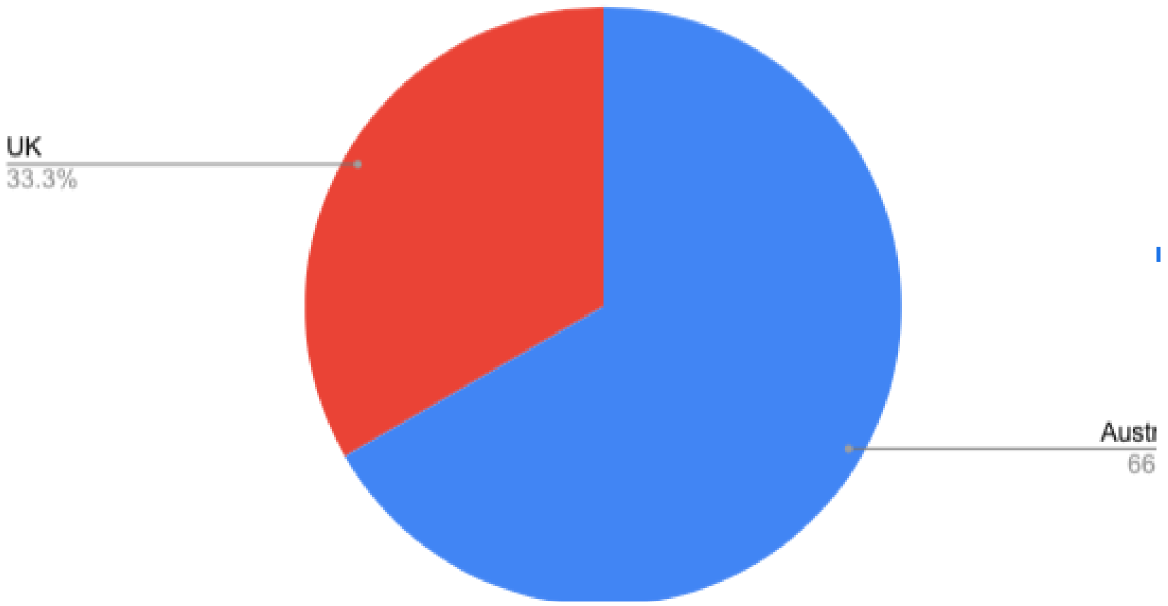
How would you rate Zimmermann's in-store interior design and visual merchandising when it comes to making the products…



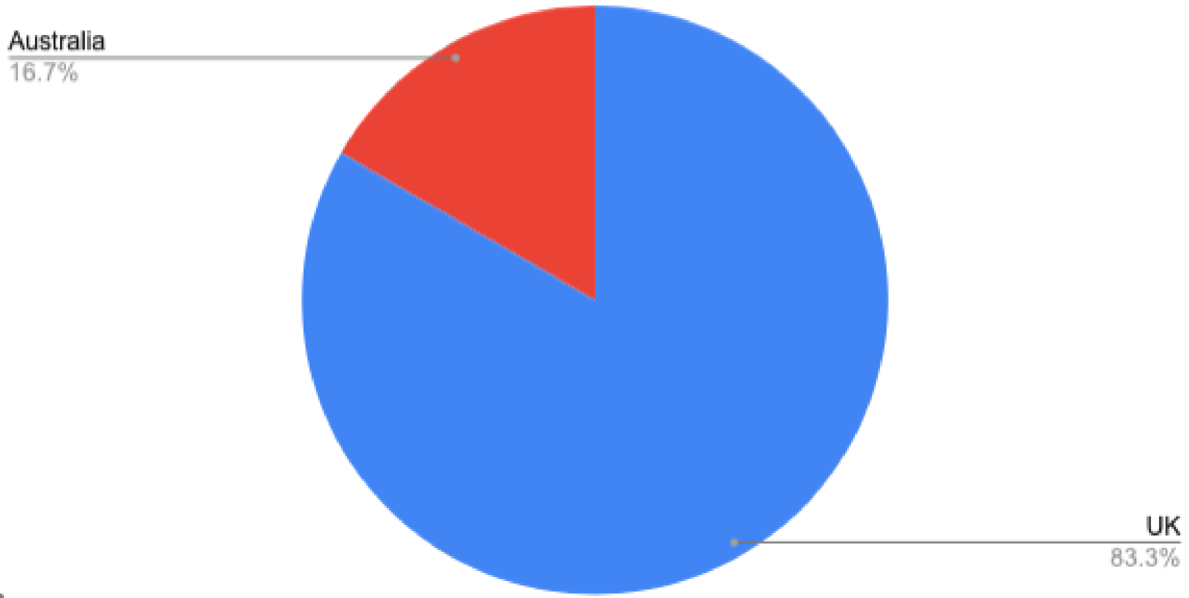
Count of What factors influence your decision to buy Zimmermann products?



Count of 10. Based on your opinion on each country, what consumer trends drives them to make a purchase? [Sustain.



Count of 10. Based on your opinion on each country, what consumer trends drives them to make a purchase? [Influenc…



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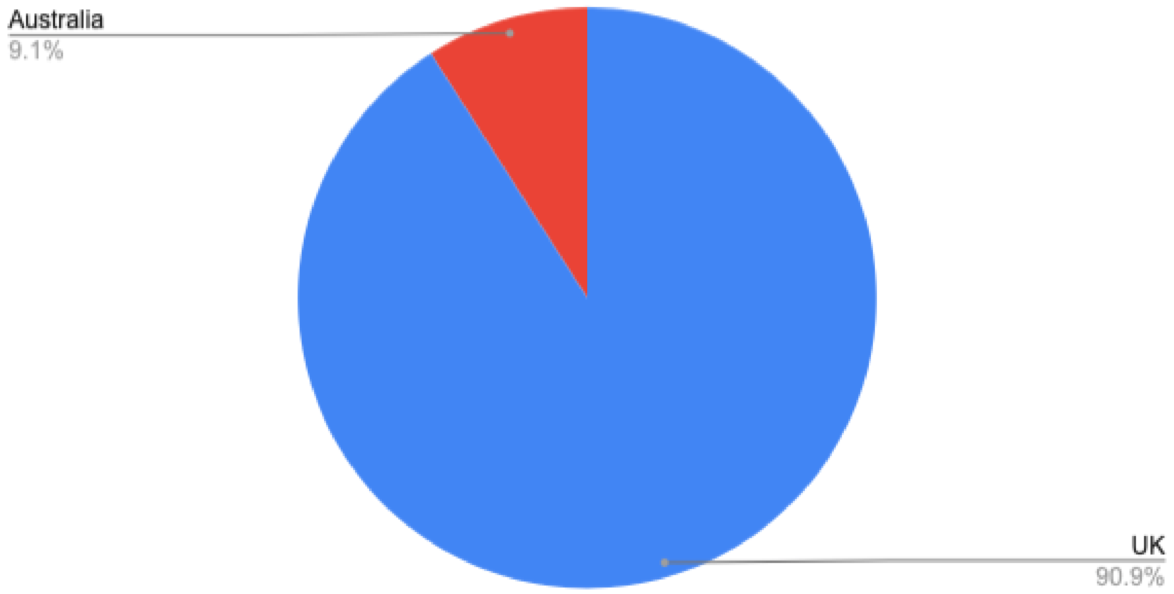

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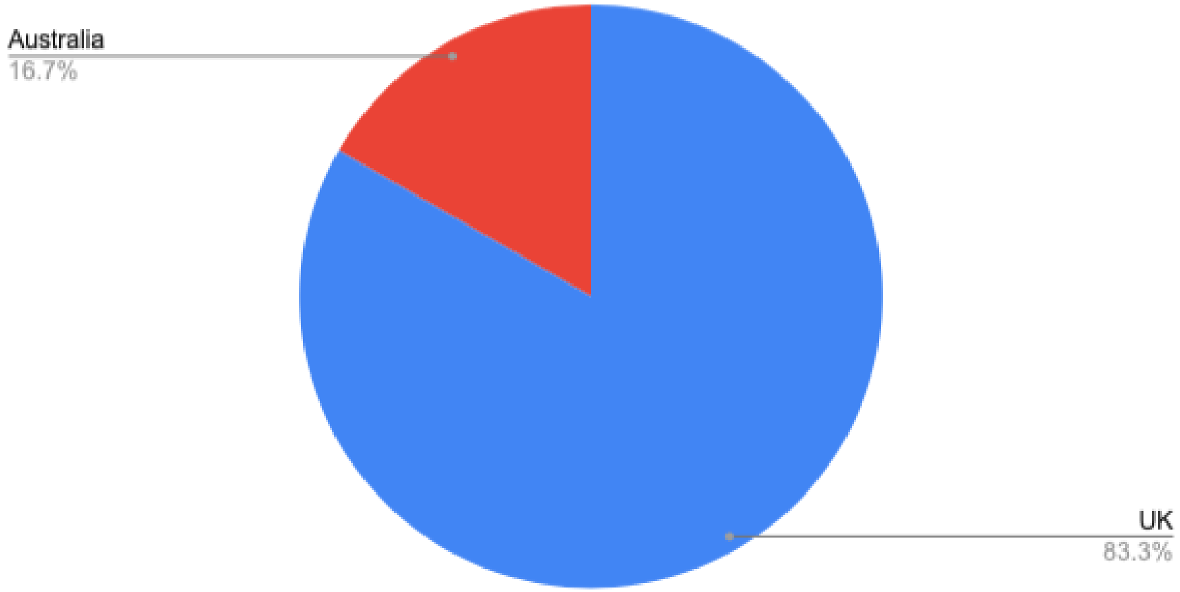
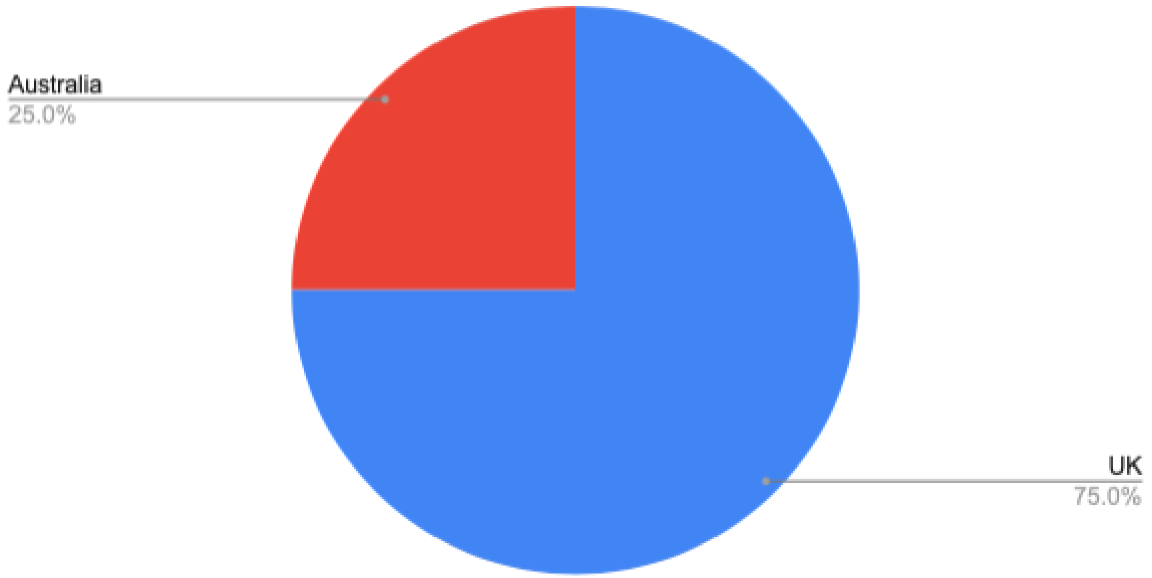
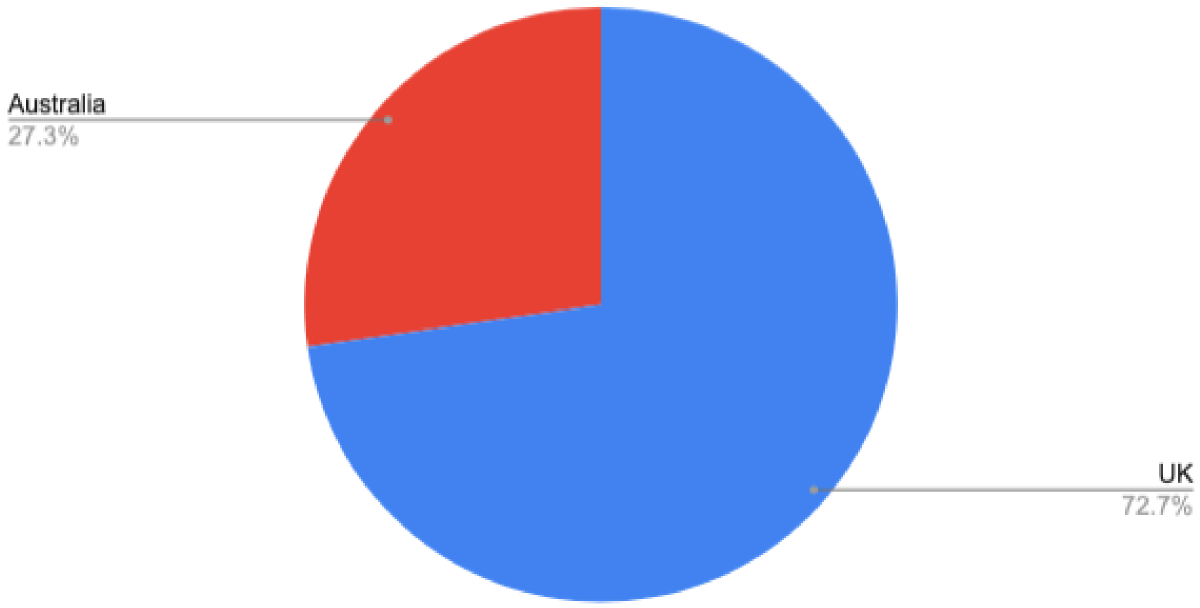


Count of 10. Based on your opinion on each country, what consumer trends drives them to make a purchase? [Brand H…



Count of 10. Based on your opinion on each country, what consumer trends drives them to make a purchase? [Innovati…

Count of 10. Based on your opinion on each country, what consumer trends drives them to make a purchase? [Vintage/…



Count of 10. Based on your opinion on each country, what consumer trends drives them to make a purchase? [Advant-…