



asos

ENCOMPASS

Trend Package S/S 2020

Jessica McCarrick



Figure 2



Figure 3

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Figure 4

Introduction

This is a developed trend package that comprises of a fully researched range plan for the upcoming season SS20, adapted for the ASOS' team. Drawing inspiration from the lifestyle trend of Sustainable Living comes the trend concept Encompass. Colours, fabrics and silhouettes have been developed ready to manifest smoothly into the ASOS brand and target customer.



Figure 5



Figure 6



Figure 7



Figure 8

Consumer Profile

ASOS' target consumer is a young woman in her early twenties, studying her degree or having recently graduated. They rent in a city with housemates, to save money; they are single and not looking for a partner as they have "a growing tendency to delay some of the typical adulthood rites" (Main, 2017). Politics and social issues are of huge interest to them as they are invested in the future for themselves and the country, a recent report revealed that young people "don't participate in traditional forms of politics because they feel marginalised" (TheConversation, 2017), this leads the consumer to other forms of activism and day-to-day life changes, she is not traditional.

These women live busy lives that are filled with work related and social activities. Socializing with friends in their spare time, going to places that offer plant-based options as the number of millennial vegans increases

(Cassidy, 2019). Social media plays an important role in her life as well, it is her inspiration. Photography and blogging are hobbies taken on by them in their evenings, finding it a good way of expression and communication with likeminded people – with 53% of this age group now keeping up blogging as a hobby (Crestodina, 2018).

Fashion wise, they rely on social media for inspiration from their favourite influencers. She tries to avoid fast fashion brands though her options are limited by her low level of income. However, she is also driven by trends, shown in a recent study that "drivers to be 'fashionable' often outweigh drivers to be ethical or sustainable" (Mcneil and Moore, 2015, pp.212), so she looks for a combination of both where she can. She has confidence; her creative flare and vivid city life influence her style choices also.



Figure 9



Buying Persona

Name: Florence Capel

Age: 22

Location and housing: Manchester, shared house with four friends.

Occupation: Graphic Designer

Annual income: £21,000

Education: BA Fine Art

Political Opinions: Votes Labour and is a feminist.

Motivations: To be conscious of her own consumption and to remain on trend.

Brands she wears: Zara, Adidas, H&M, Levi's.

Brand aspirations: Misha Nonoo, Allbirds, Reformation, Stella McCartney.

Fashion needs and habits: Lower end prices to accommodate monthly shopping activities, wardrobe comprises of lots of colour and vintage pieces due to revival in 90's fashion.

A buying persona is important for a brand because without ones "efforts aren't as specific and targeted as they could be" (Alton, 2016), meaning developments in products and marketing tactics will be less successful.

Figure 23



Figure 24



Figure 25



Figure 26

Day in the life of consumer:

Florence wakes early in order to work out. She then enjoys a relaxed morning checking in on her social media and making herself a vegan breakfast. Taking her own cup of coffee as she leaves to walk to work to help reduce her waste. She spends the day at the office, only stopping to pick up some fresh lunch from Leon quickly in her break. She heads home and updates her blog and then catches up with her housemates. She catches a bus to a cheap bar where she meets her friends for a few drinks before heading to a live music performance. On her way home she gets a lift from a friend. Florence puts her phone away and grabs her current book to before sleeping.



Figure 27



Figure 28



Figure 29



Figure 30



Figure 31

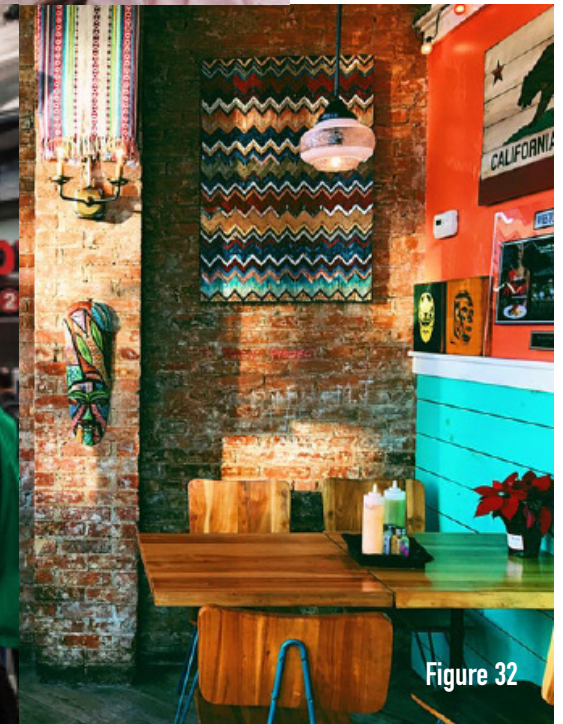


Figure 32



Figure 33



Figure 34

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BRAND PROFILE



Figure 35



Figure 36



Figure 37



Figure 38



Figure 39



Figure 40



Figure 41

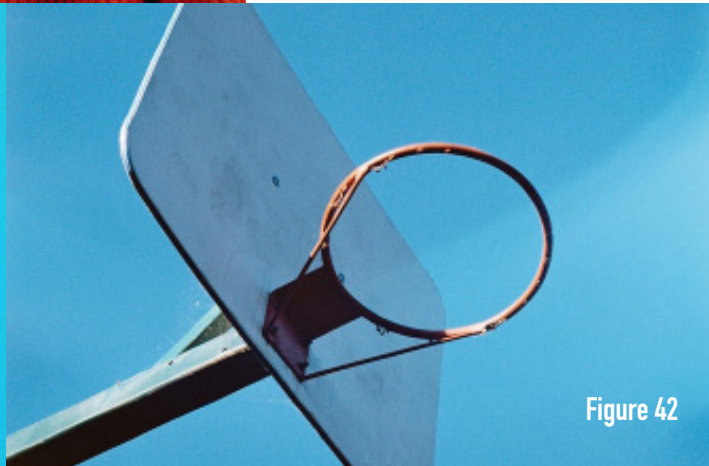


Figure 42



Figure 43

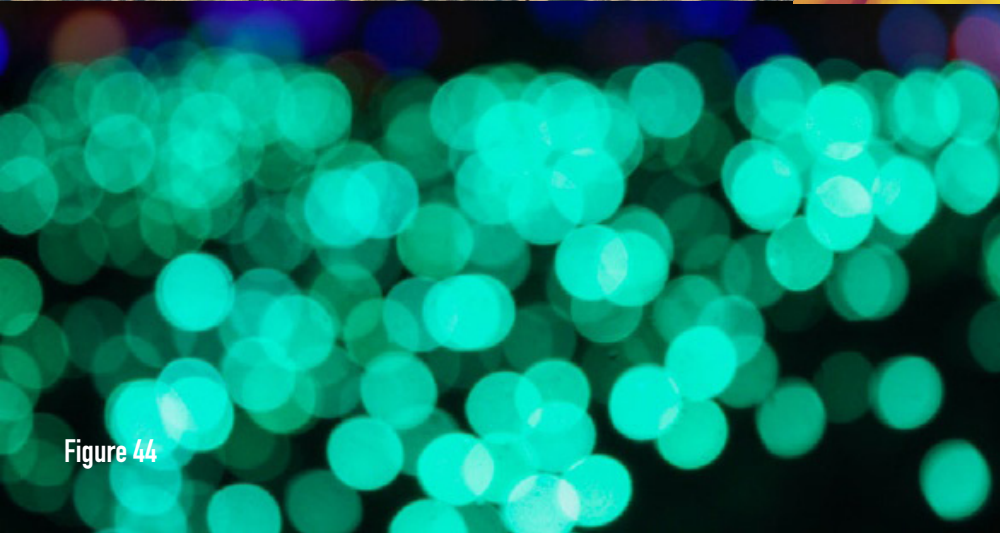


Figure 44



Figure 45



Figure 46



Figure 47

ASOS is an online retailing brand, starting in the early 2000s from north London, growing to be worth £1.4 billion (Kollewe, 2014). Currently holding 0.7% of the womenswear market share (Euromonitor, 2018), it has become the largest online retail brand in the UK. The brand offers a large variety of brands as well as its own designed lines to the twentysomething shopper to help accommodate each of their personal styles. CEO of the brand Nick Beighton "We love doing things differently. Today's iteration of our values is authenticity, bravery and creativity" (asosplc, no date). A significant remark that

grounds ASOS as an innovation front stander amongst the ever-growing online retail sector.

The very essence of the brand is to "have total freedom to be you, without judgement. To experiment. To express yourself. To be brave and grab life as the extraordinary adventure it is" (Asos, 2019). It promotes inclusivity, love and expression and this manifests into a positive place where consumers flock to. ASOS stands out because it revolutionised online shopping in the fashion sector; exuding confidence, security and boldness. - attributes very admirable.



Figure 48



Figure 49



Figure 49

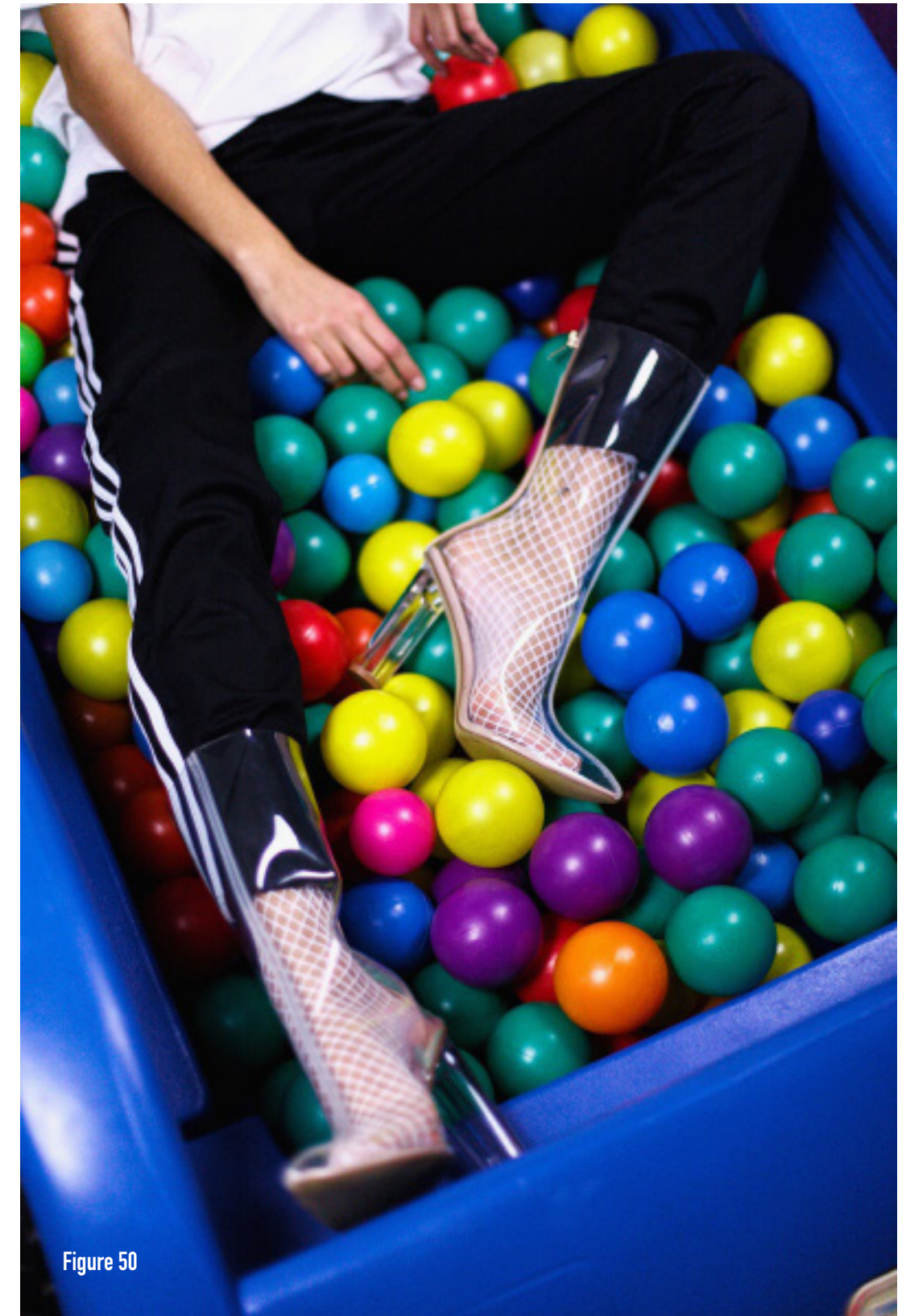


Figure 50

Lifestyle Trend: Sustainable Living



Figure 51

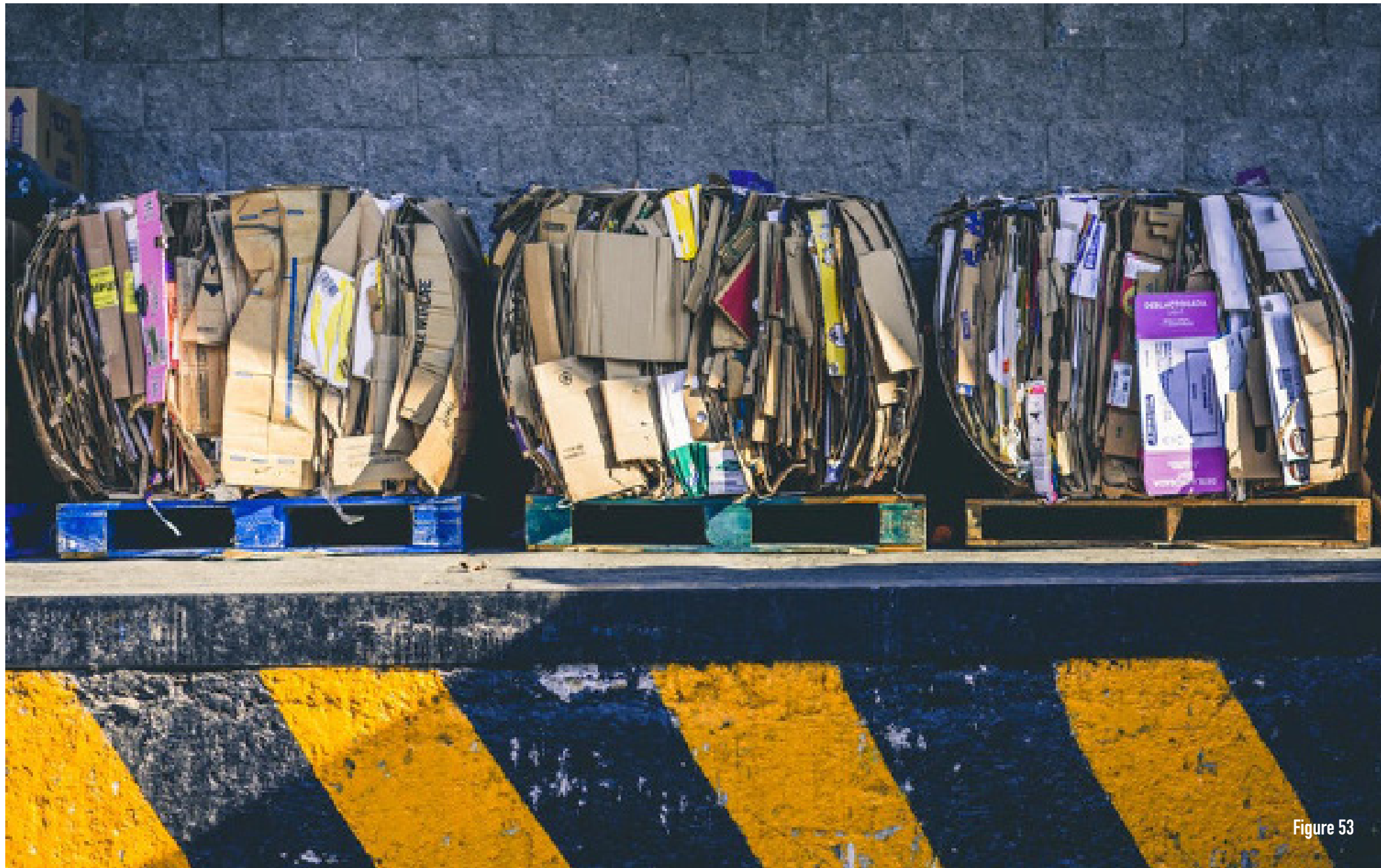


Figure 53



Figure 52



Figure 54

As more and more of a spotlight is put on the planet and the state of the environment it is unsurprising that it has become a catalyst for personal improvement in day-to-day life to reduce consumption. Sustainability shifts the focus onto the management of resources to ensure they are conserved in a way to allow future generations to use them (Kennedy, 2007, pp.573). Sustainable living encompasses the vision that likeminded people are adopting to combat the heavy toll that mass consumption is having on the planet.



Figure 55

Trend Concept:

ENCOMPASS



Figure 56



Figure 57

Amalgamating the research of this lifestyle trend and the consumer comes the concept Encompass for the Spring Summer 20 season. A concept that aims to encapsulate the idea of sustainability – which is becoming a key concern with the target consumer who now think less about the product and more about where it came from (Ferguson, 2018). Encompass will become the core of the target consumer's wardrobe as they take a stand for what they believe in and choose to be bold.

Encompass is a word that shows unity – aligning with ASOS and their brand essence – as well as feelings

of entirety. The concept is all the consumer needs to express themselves whilst thinking of the bigger picture. It represents supporting what is right and selfless. It reflects city life as more and more of young people reside in urban environments (Maciagn, 2015). Encompass is the fast paced, bold and vivid; it is a strong young woman becoming part of her own world visually and thoughtfully. The core collection will be the foundation of outfits for the consumer to build upon in a sustainable way.

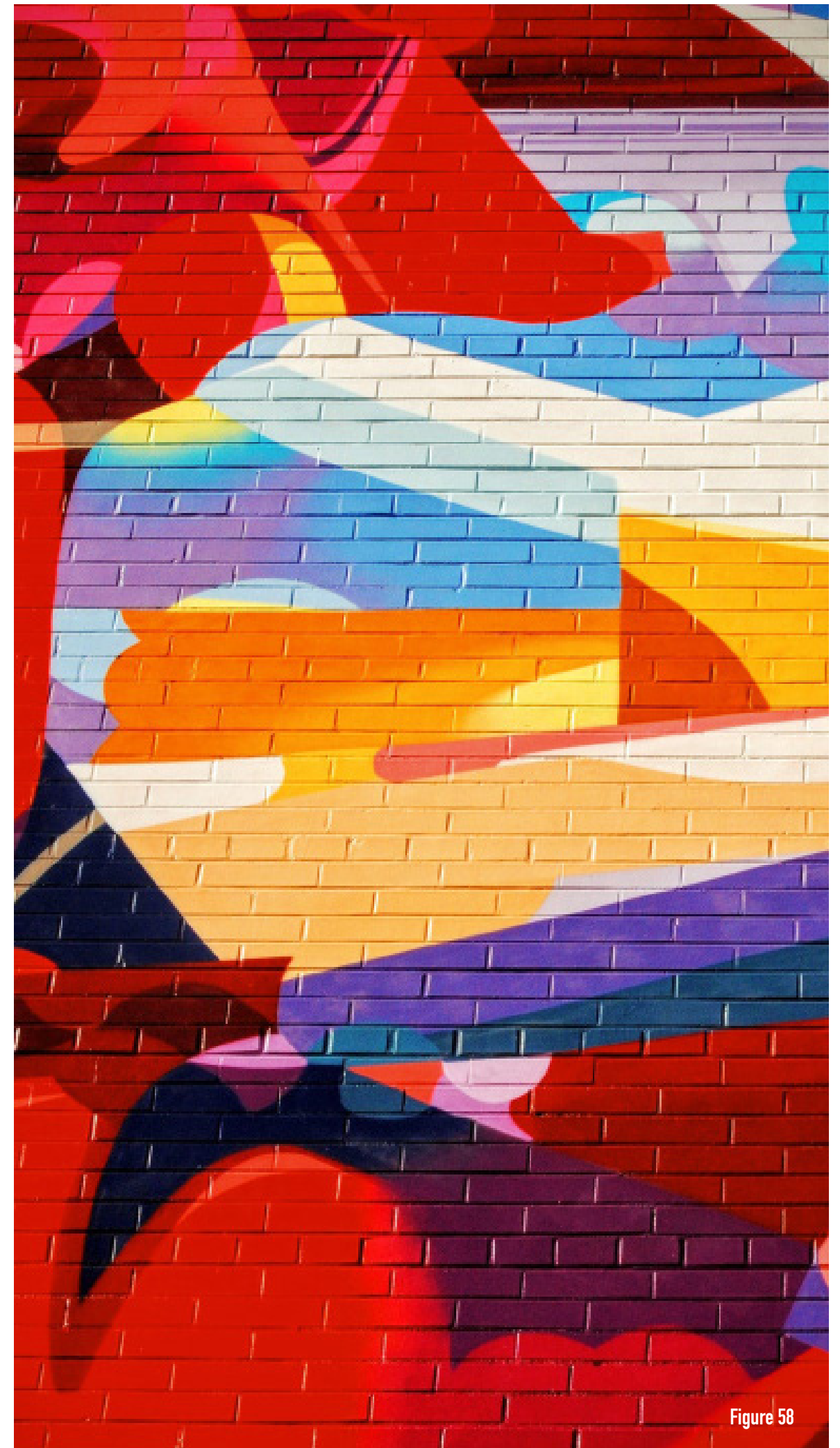


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Figure 59



Figure 60

Trend Concept and
asos



Figure 61

This concept represents the desire to help change consumption patterns in order to alleviate pressure on our resources – something that fast fashion is a major culprit in. In a recent parliamentary appearance CEO Nick Brighton insisted that ASOS do not actively participate as a fast fashion retailer (Whelan, 2018), and the Encompass concept will only advance public perception for the brand, in turn heightening success of ASOS. A study into consumer reasoning found that sustainability did not fall above being fashionable in decision making (Chan et al, 2012, pp. 274) – but ASOS could ensure style is not compromised with Encompass.

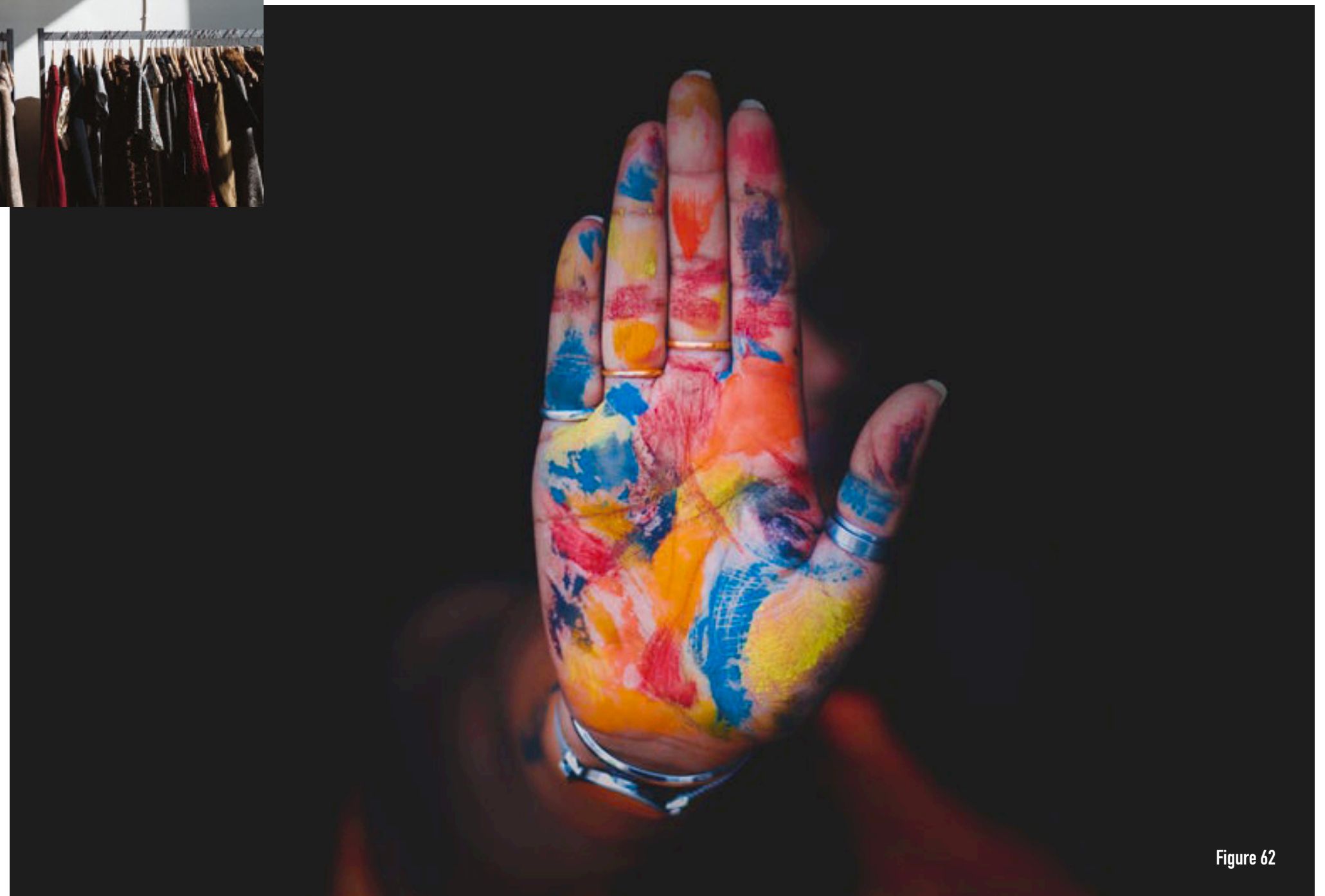


Figure 62



Figure 63

ASOS is ready to engage with the Encompass concept because it runs parallel to their brand values. The trend concept exudes a strong commitment to a cause. ASOS show this in their model variation, large size ranges and curating a gender-neutral collections in support for the LGBTQ community with GLAAD (ASOS, 2019). The brand shows support in the face of many issues and are a firm representation for fashion done thoughtfully and right compared to competitors. The concept is rooted in the support of a deserving cause and represents the stand against issues that work perfectly alongside the ASOS ethos. They are at the forefront of their category in the market sector and have a huge voice for the fast fashion industry; retail analyst Samantha Dover states that nearly half the consumers in their early twenties “prefer to buy clothing from companies trying to reduce their impact on the environment” (Butler, 2018). ASOS although selling a range of other brands – already have their own collections, a simple edition of the Encompass line would help represent their desire to boldly support the mass consumption problem.



Figure 64

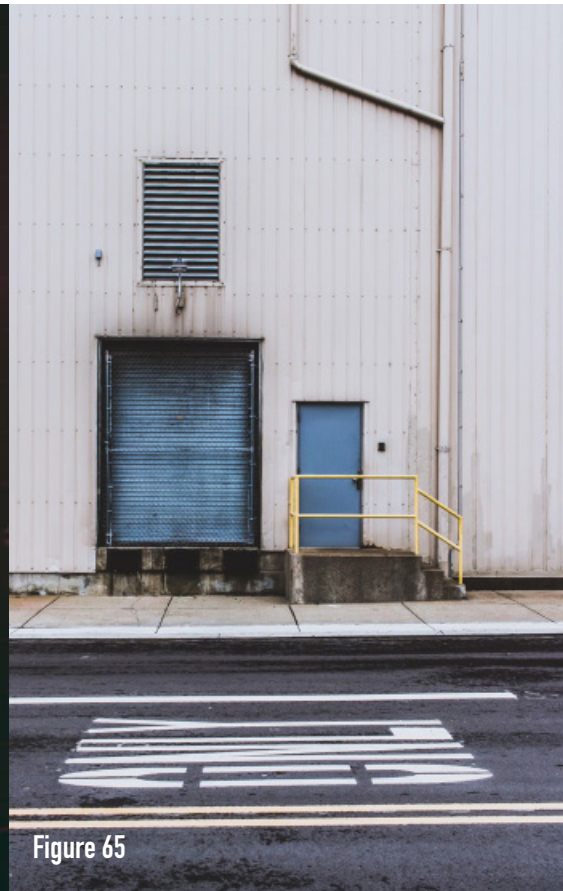


Figure 65



Figure 66



Figure 67

Mood

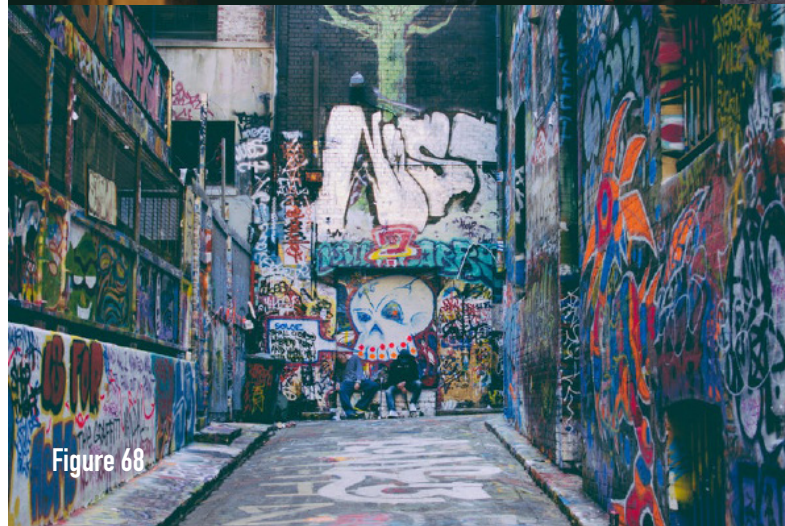


Figure 68



Figure 69



Figure 70



Figure 71



Figure 72



Figure 73



Figure 74



Figure 75

Colour Palette: The City

Encompass stands out as a viable sustainable option for the fashion-conscious target consumer because it reflects her life back at her; Encompass comes from the depths of city life, it is underground and grungy, it has an edge and is a woman's battle armour in her faced paced world. City smoke, harsh lines, gritty bars and bright lights – all the compelling colour inspirations that the city provides. The colour palette will fit with the bright block colours ASOS' own collections offer and comprises of ten colours for SS20.



Figure 76



Figure 77



Figure 78



Figure 84



Figure 85



Figure 86



Figure 87



Figure 88



Figure 89



Figure 90

Accent Colours

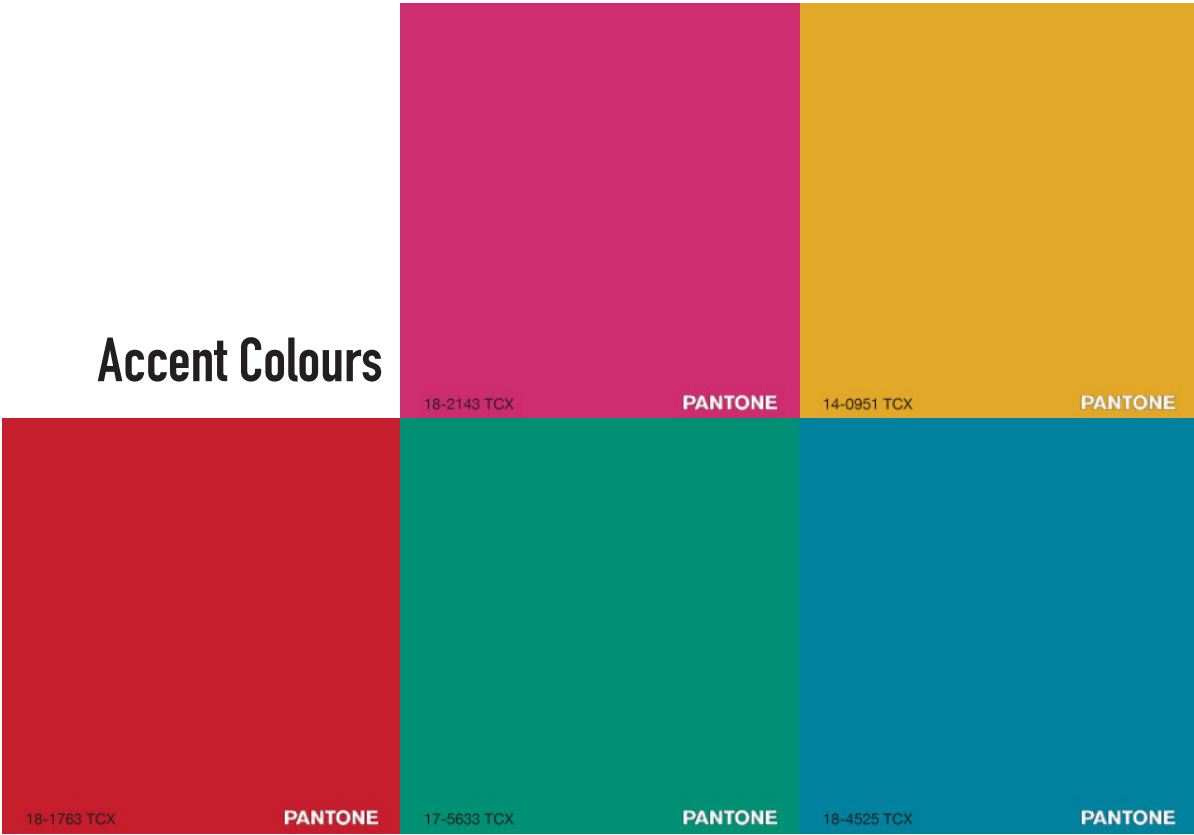


Figure 91



The five core colours will make up much of the collection, these will not limit the longevity of the garments as colour trends change gradually compared to other garment components (Best, 2017, pp. 300). These more neutral colours represent the base of the city, that can be built upon and will not change.

This colour selection has been developed with boldness in mind as “clashing colour taps into a growing focus on individualism” (Craggs, 2018). The different hues are inspired by light and iconic city beats as bright colours in fashion increase from 16.7% to 20.2% (Boddy, 2018). The represent the target consumer with a vivid flourish as purples and pinks are starting to make deeper fusions that stray from innocent tones and blues transition from core colours to accent ones (Boddy, 2018) as their saturation increases.

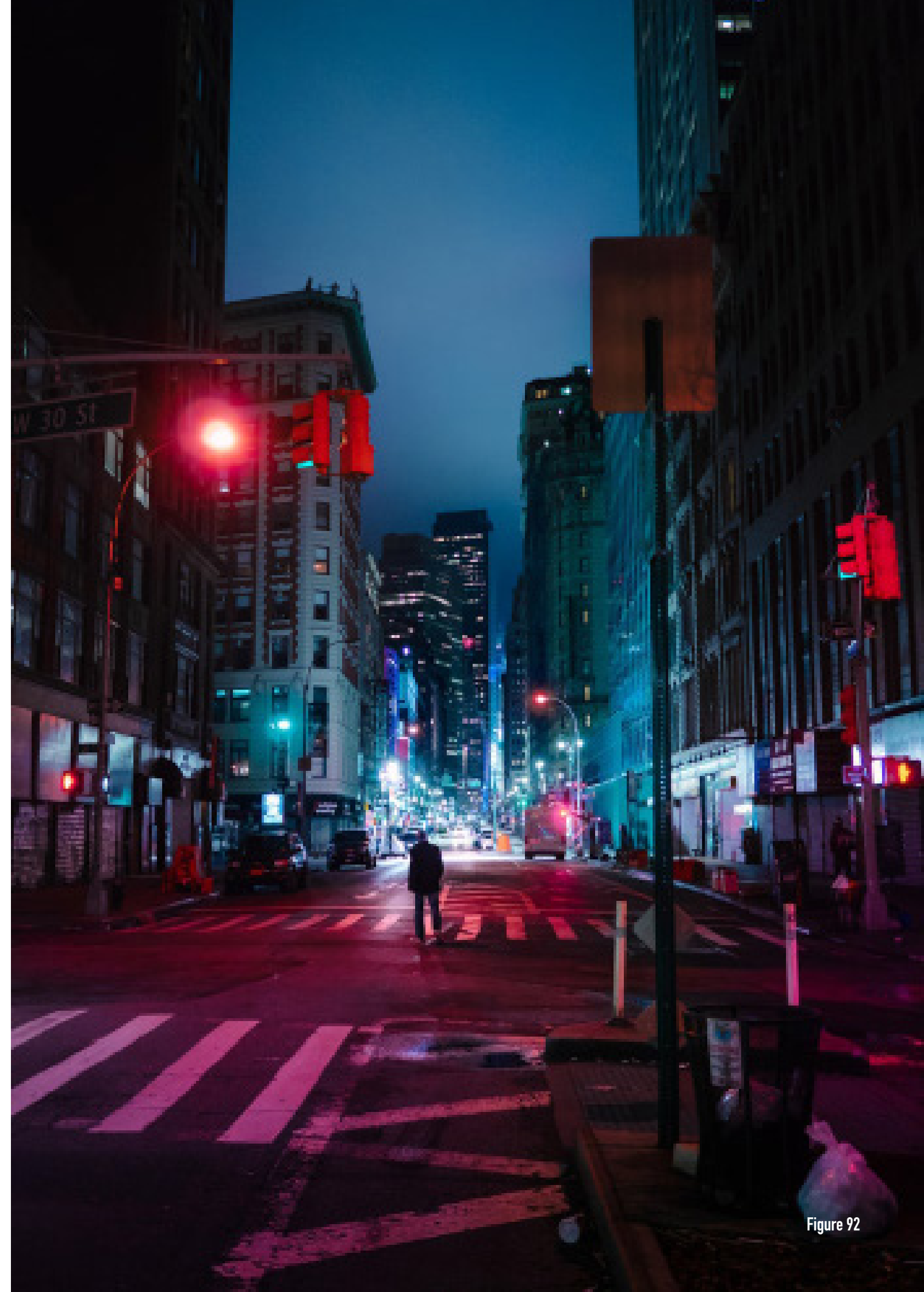


Figure 92

Yarns and Fabrics

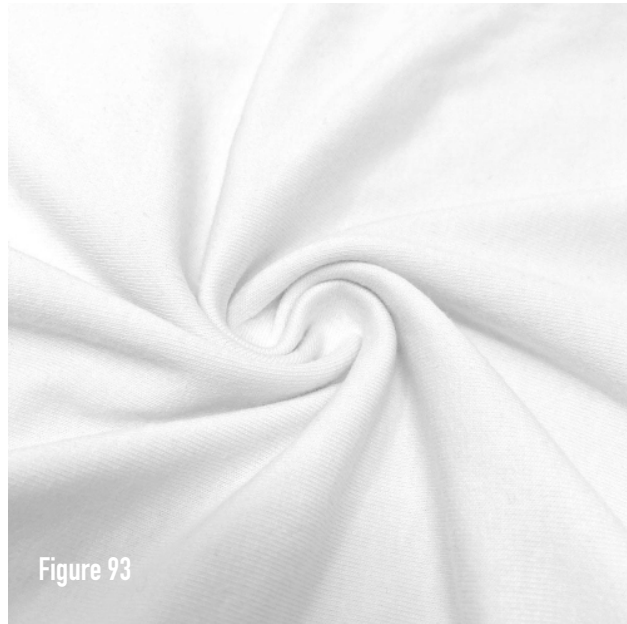


Figure 93

Organic/recycled cotton:

ASOS already prominently feature this fabric in many of their own collections. It is a necessity when forecasting for warmer seasons, and the foundation of many clothing pieces as it is “a natural fiber...[and]...it is very



Figure 94

Cotton drill:

This fabric is the unity of two types of materials – denim and utility. This makes it an excellent choice for streetwear as it is versatile but still durable. Furthermore, the material is functional as it has a rubber finish that keeps it waterproof, ideal for the spring season (Skliarova, 2019).

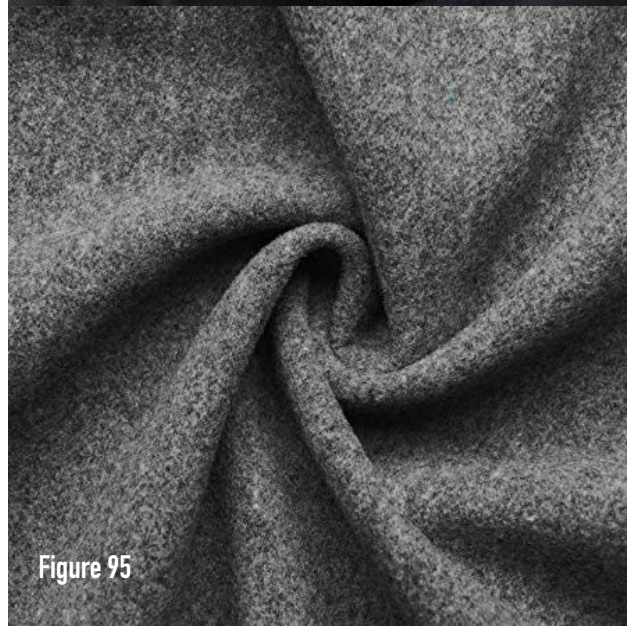


Figure 95

Wool:

A highly known sustainable and renewable fiber it is resilient and can be easily draped, key for oversized pieces that are featured in the range. A material often overlooked against its competitors but one with many uses and one that is ethically viable.

Linen:

This fabric ages well, becoming softer with each wash and is very durable (Makkonen, no date). A fiber that is simple yet innovative as it carries a lot of garments as cotton does and with market competition the once expensive fabric price is decreasing.

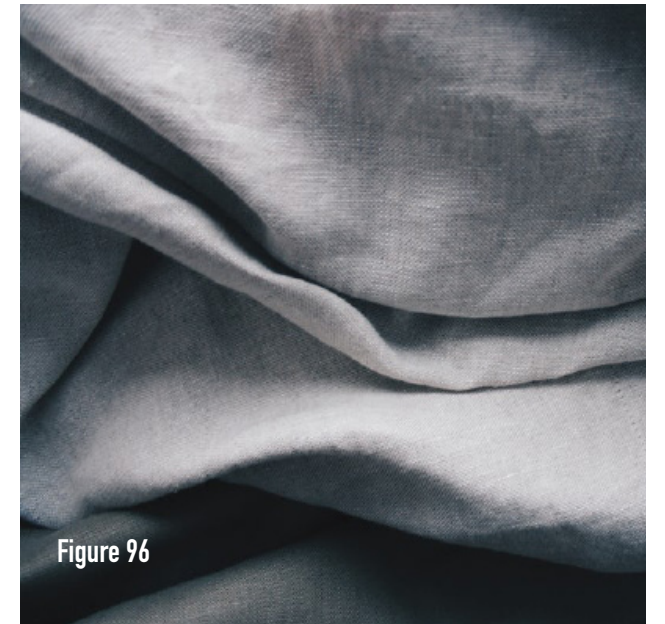


Figure 96

Tencel:

This is a fabric that shares qualities with cotton, making it a good choice for a summer collection, it also has a good absorbency and therefore it is a key fabric when a collection is using bright colors (eartheasy, no date) because it picks up the dyes well in production.



Figure 97



Figure 98

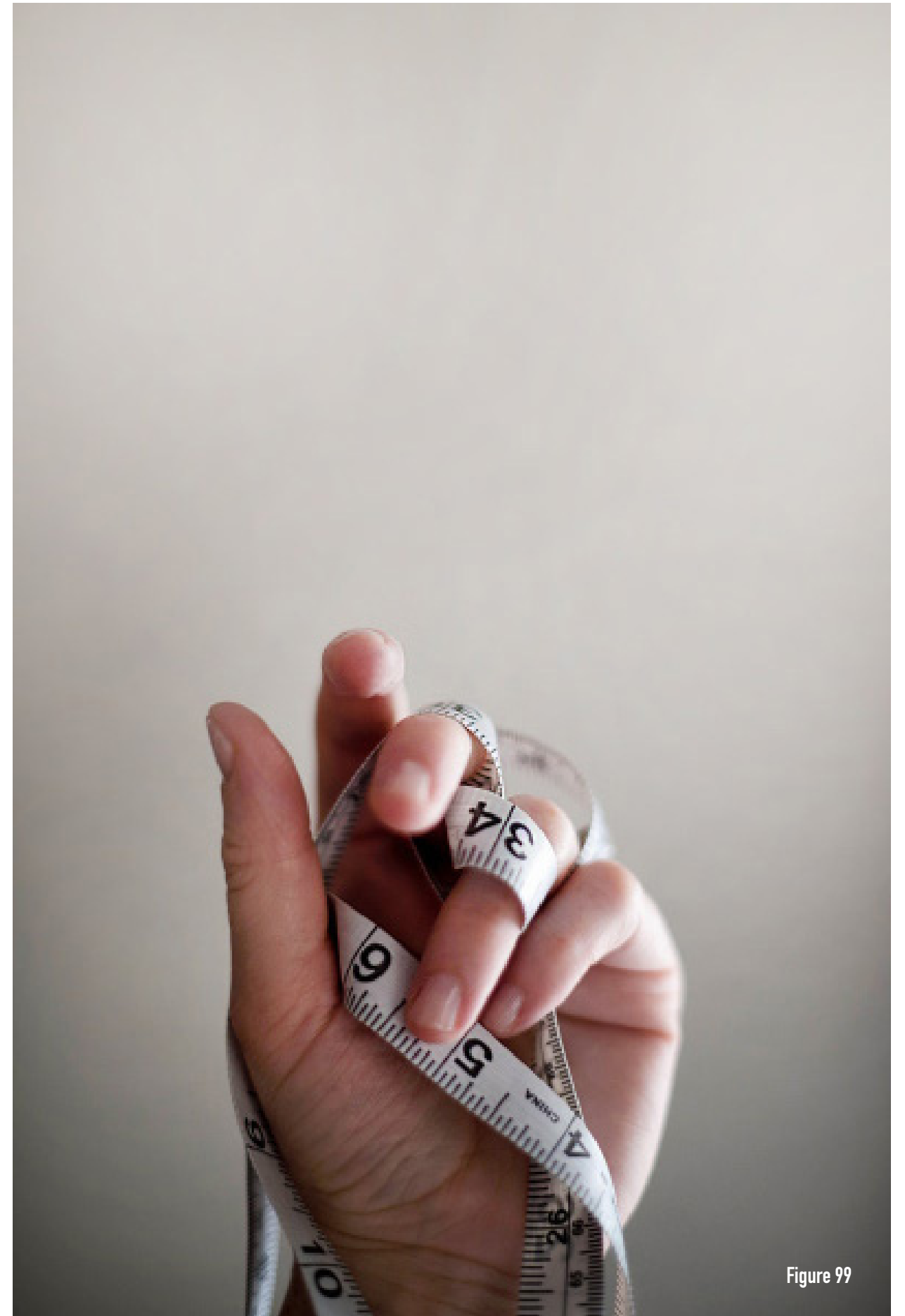


Figure 99

Key Silhouettes and Range Plan

The ASOS Encompass range is comprised of eight key pieces. They are bold, cut cleanly, and androgynous (WGSN, 2018) there is a sense of harshness to them that perfectly encapsulates the target consumer and her fast-paced city life, she wants to stand out and stand for something. These pieces are developed in a thoughtful way so they differ from ASOS' own basic lines and can become the focal point in a range of new looks for consumers. This collection is a merger of themes – a contemporary woman, a modern look and a sustainable collection that encompasses all day to day needs for streetwear.

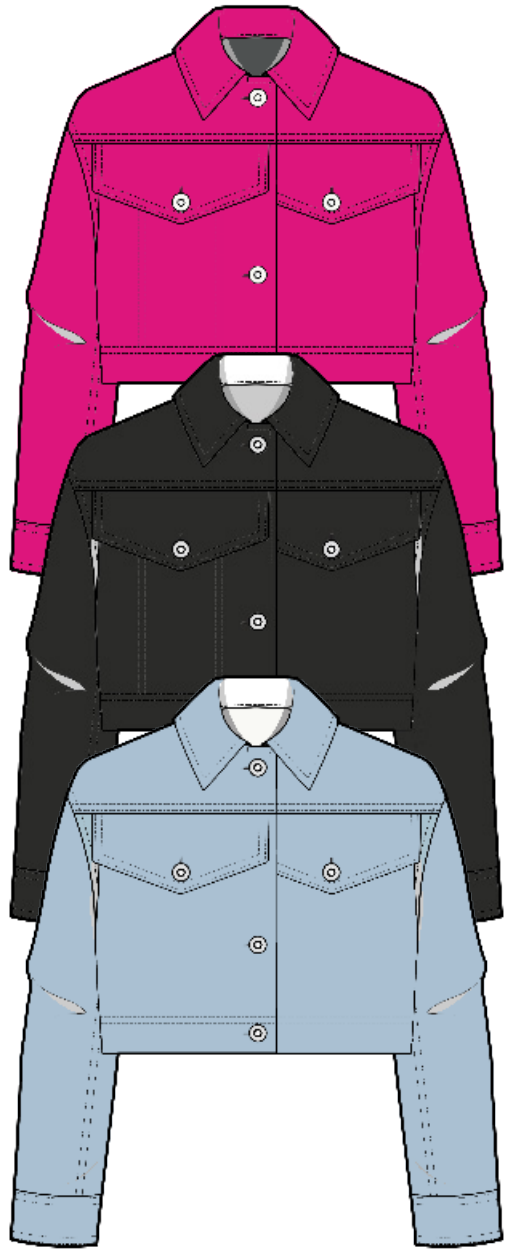
There is an option in every piece to utilise just the core colours meaning that the pieces are classic and easily transferable season to season,. But brighter options are available for the bold consumer.



Colour: Pink, black and blue.

Size range: 4-20

Fabric composition: 100% organic cotton.



Colour: Grey, blue, black.

Size range: 4-20

Fabric composition: 100% organic cotton.

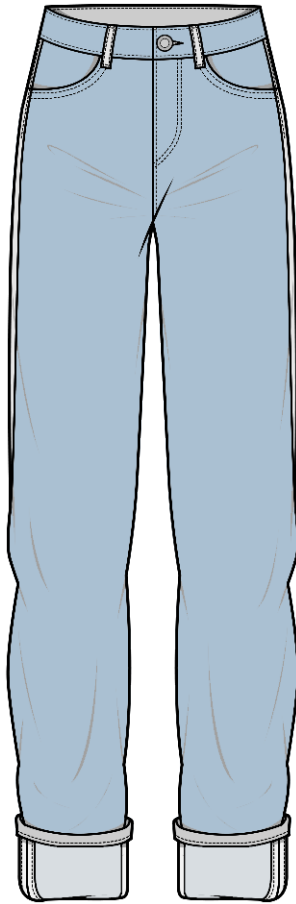
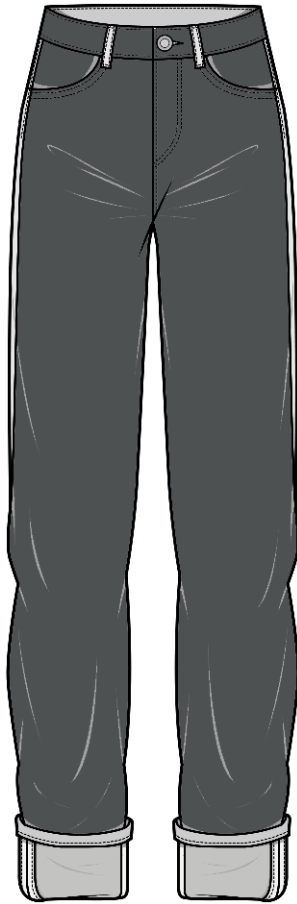




Figure 106



Figure 107



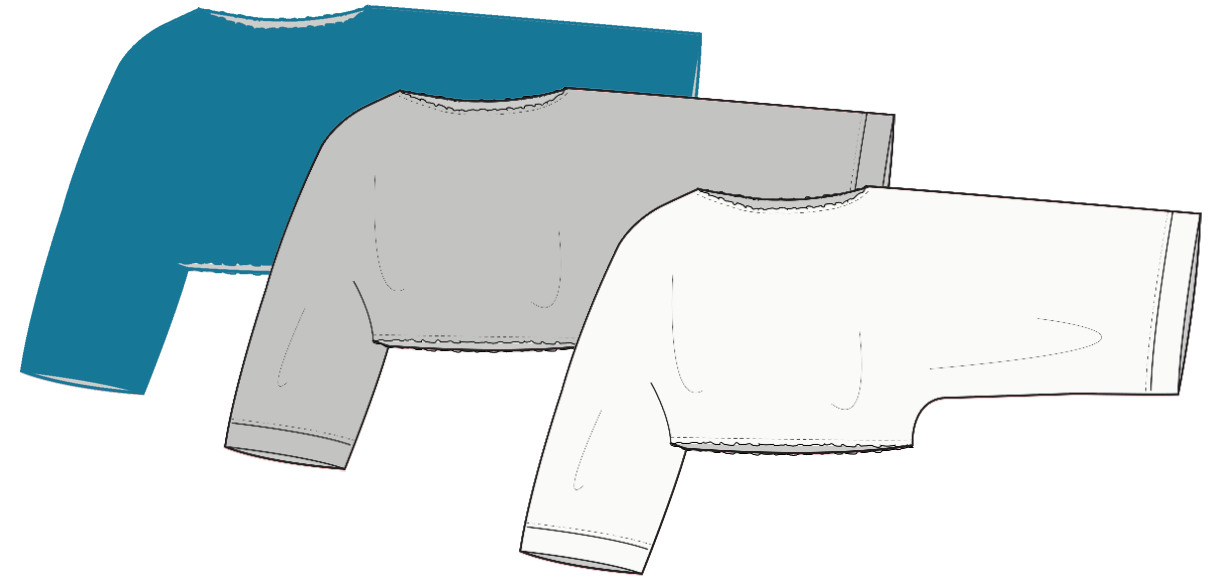
Figure 108



Colour: Pink, black, red.

Size range: 4-20

Fabric composition: 100% tencel.



Colour: Blue, grey, white.

Size range: 4-20

Fabric composition: 100% wool.



Figure 109



Figure 110

Figure 111

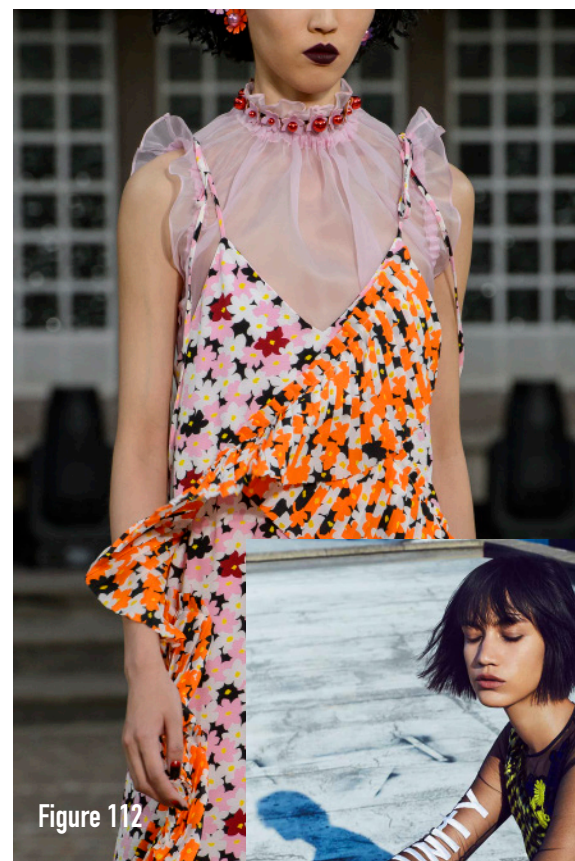


Figure 112



Figure 114



Figure 113



Colour: Core and red.

Size range: 4-20

Fabric composition: 70% Linen
30% cotton drill.



Figure 115

Colour: Core and accent.

Size range: 4-20

Fabric composition: 100%
organic cotton.

Detail: Is a two piece that can be
worn as separates in the warmer
months.

Figure 116

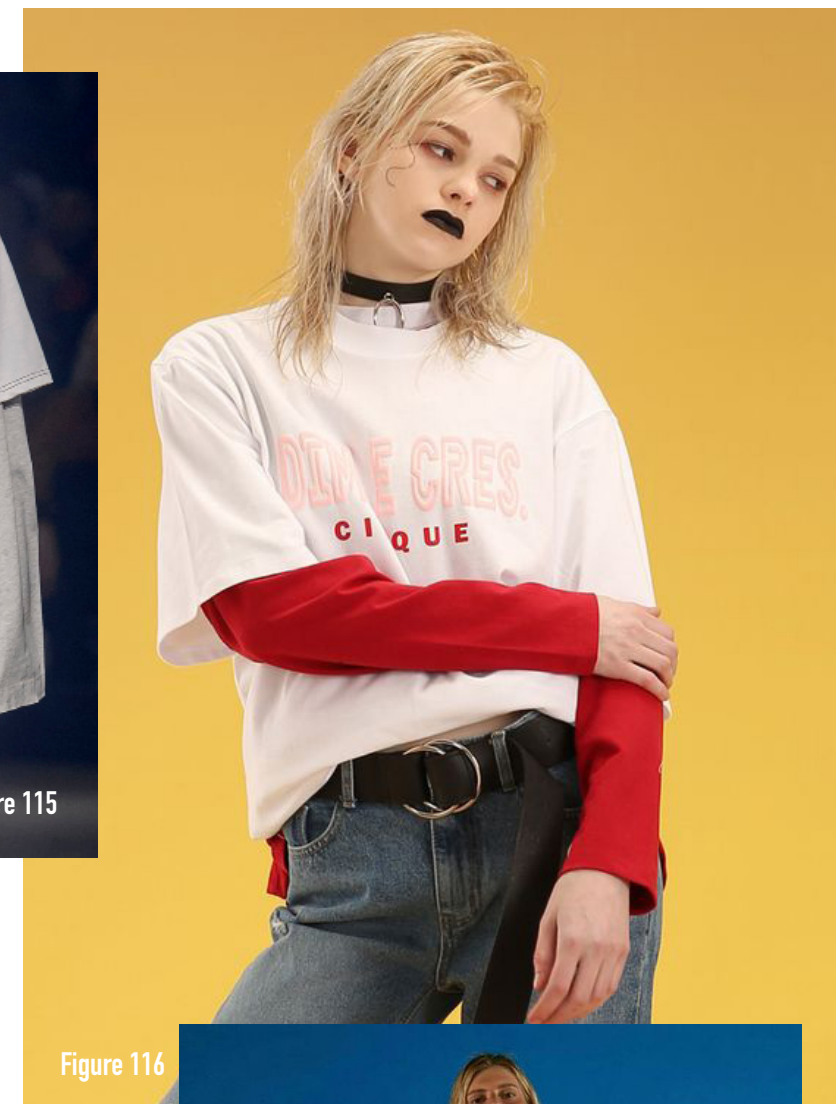


Figure 117



Figure 118



Figure 119

Colour: Core and green.

Size range: 4-20

Fabric composition: 100% organic cotton.



Figure 120



Figure 121

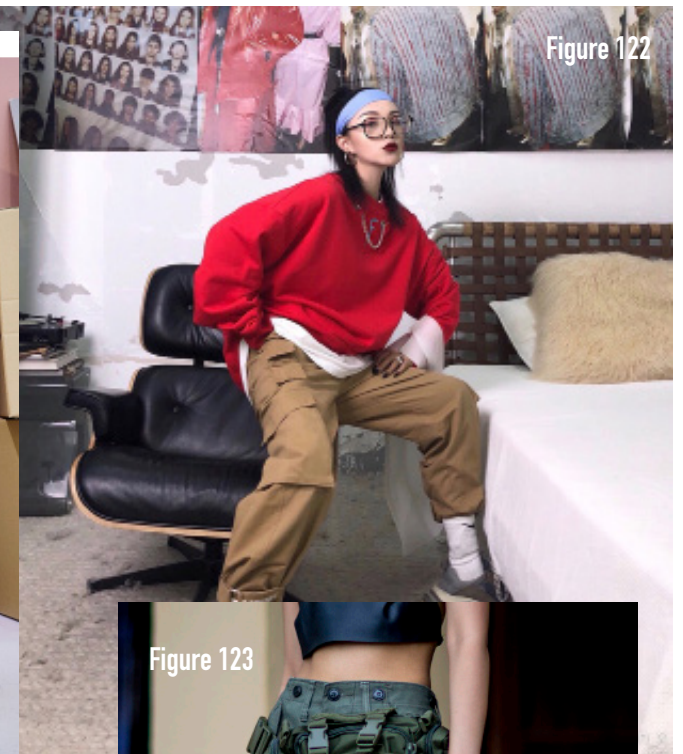


Figure 122

Figure 123



Figure 124



Colour: Black and red.

Size range: 4-20

Fabric composition: 100% cotton drill

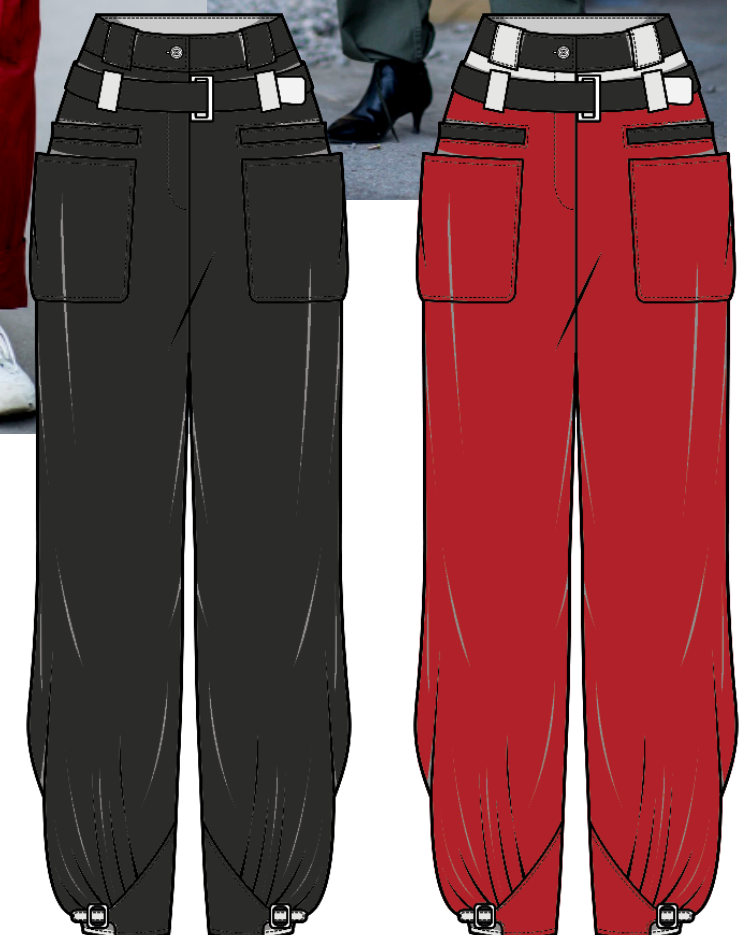




Figure 125

Marketing Suggestions

The launch of this new collection will need to be supported with a suitable collection of marketing communications in order to ensure the target consumer attention is captured, interested is peaked, desire is formed and then action to purchase is taken (Forsyth, 2007, pp.133) as seen in the AIDA marketing model. In keeping with the Encompass concept, it is therefore important to promote this sustainable collection as a brands sustainability effort can only be rewarded by a consumer that knows about them enough to choose the option above one less ethically sound (Johnson and Noh, 2018, pp. 4).



Figure 126



Figure 127

Online Visual Merchandising and Social Media:

ASOS already have a strong social media presence but when it comes to social media it is “not whether to include social media as part of the communications mix, but how much to use it” (Solomon and Tuten, 2017). A collection of campaign photos will be shot with a variety of models that abide by ASOS’ inclusivity by photographer Steven Irby known for his dynamic cityscapes to be the perfect visual background for the collection and its inspiration, also using his work to promote admirable causes to try and promote positive messages – tying into the concept. These photos will be promoted and posted across ASOS’ social media accounts and online shopping pages to help the collection gain traction before its release. A selection of influencers who are known for their sustainable lifestyles will be given the opportunity to model items and promote them on their respective channels. Menon et al highlights that influencers endorsing brands or items provide a level of desire from consumers (2001).



Figure 128

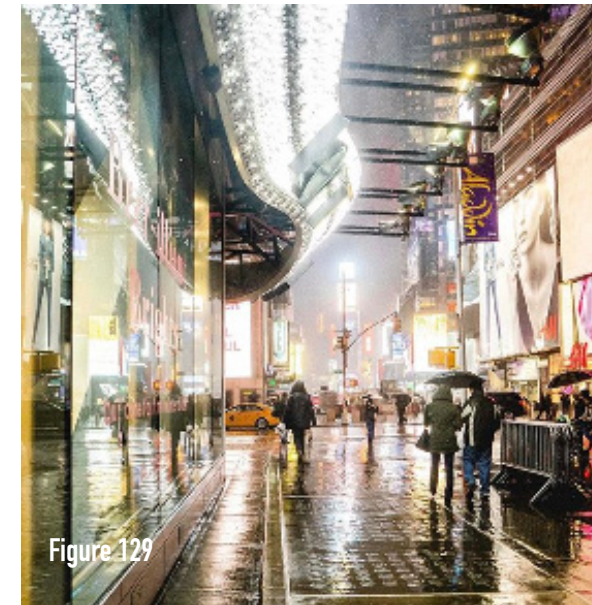


Figure 129

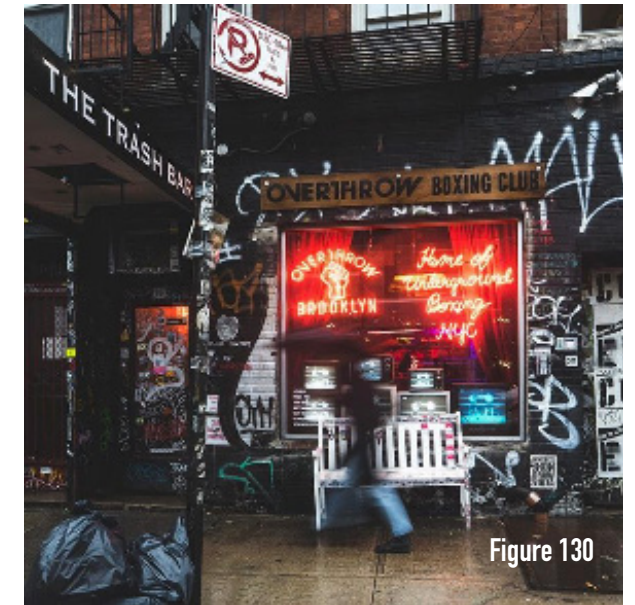


Figure 130



Figure 131

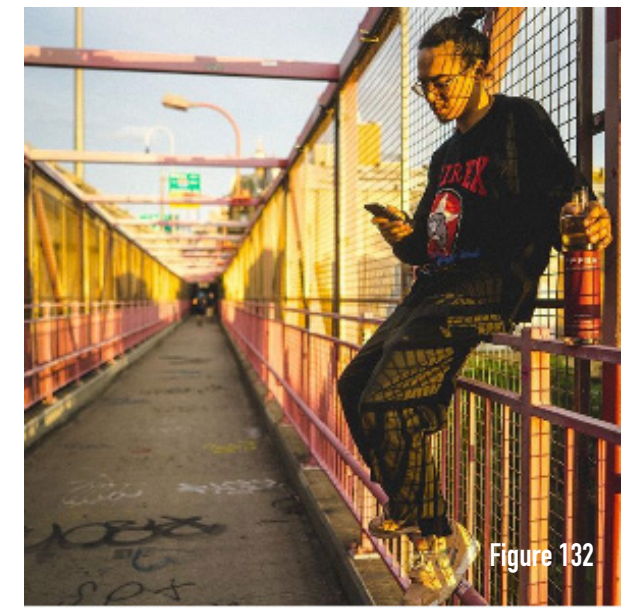


Figure 132

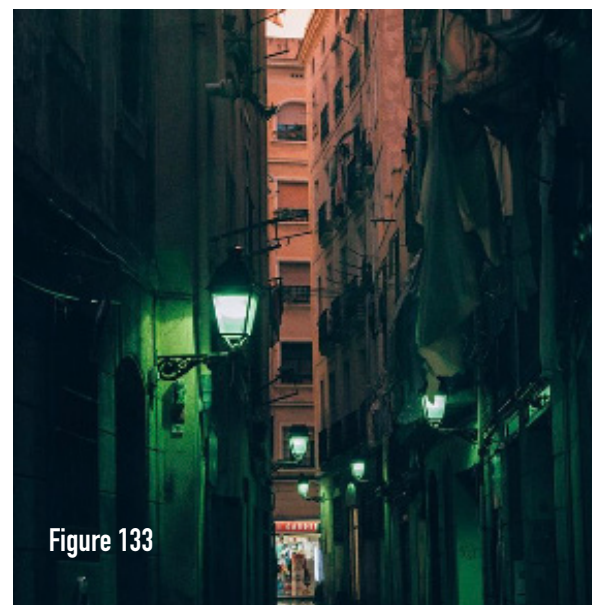


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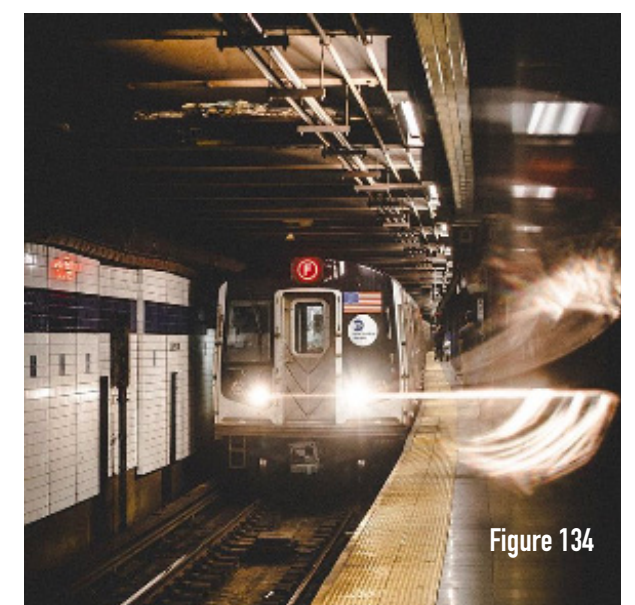


Figure 134



Figure 135

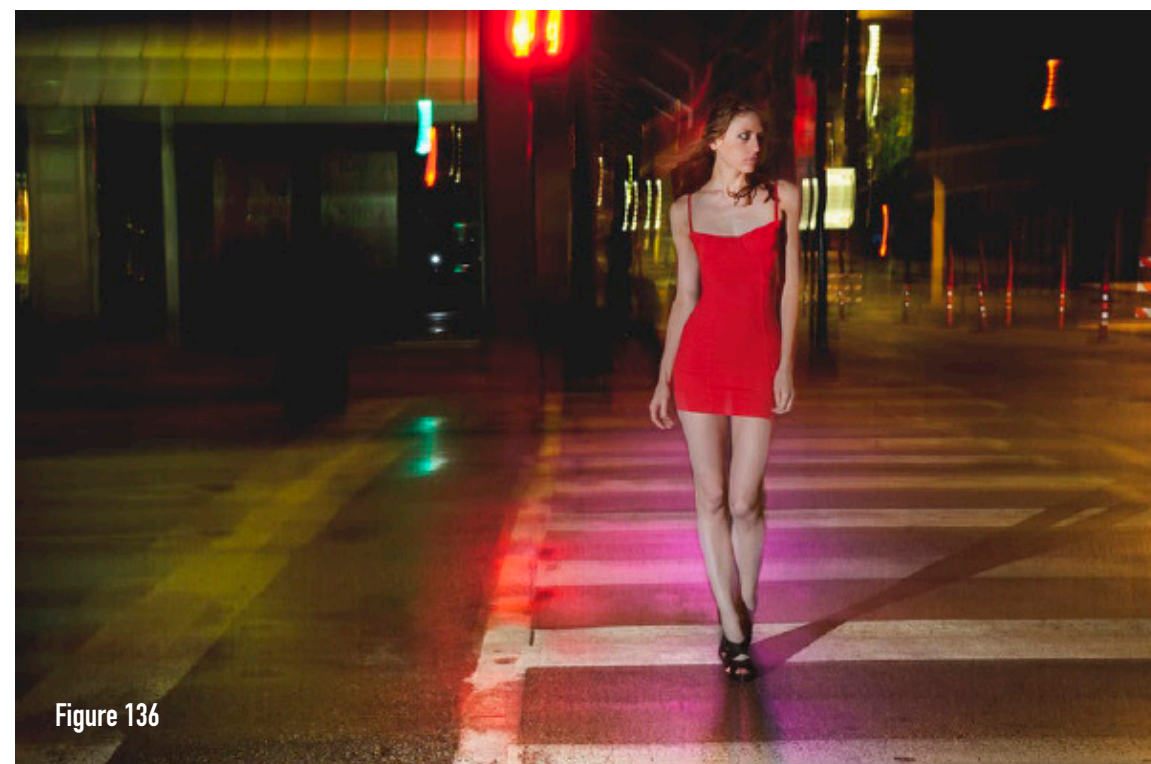
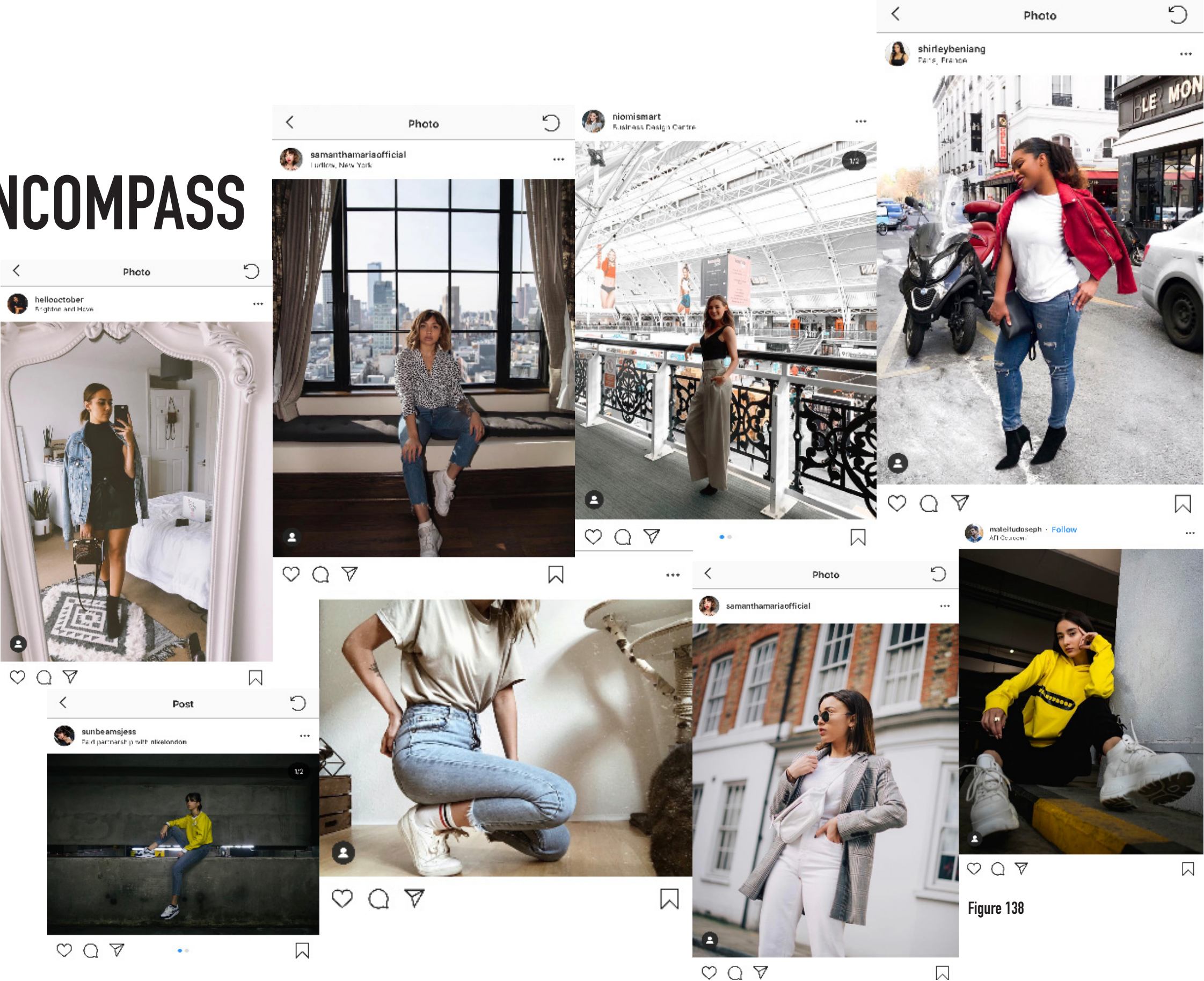


Figure 136



Figure 137

#ENCOMPASS



Experimental Aspects of Encompass

This package has compiled the information to create a comprehensive trend forecast which is “essential for the fashion industry” (McKelvey and Munslow, 2008, pp 1). ASOS will not only benefit from positive exposure with the launch of the range but be praised with their willingness to aim for sustainability, unlike many of its fast fashion competitors. It will keep them at the forefront of their sector and help to represent its target consumers growing interest in cutting down on consumption, whilst still representing the boldness of ASOS design. on should set itself apart with the incorporation of interesting aspects to the augmented product – the benefits that come with the purchase itself (Bojanic and Reid, 2009, pp. 284) – instead of being client focused it will perpetuate the Encompass’ message. Any items purchased from the collection will be delivered with minimal plastic packaging to eliminate any wastage. Furthermore, if a consumer posts a picture on any social media site – tagging the brand to maximize exposure – then the chance to help design the next sustainable collection will be achieved. At the core of this collection is the consumer and how they want to change, so therefore they should be rewarded; they have shown interest in sustainability and therefore deserve the chance to have their say.

Figure 138

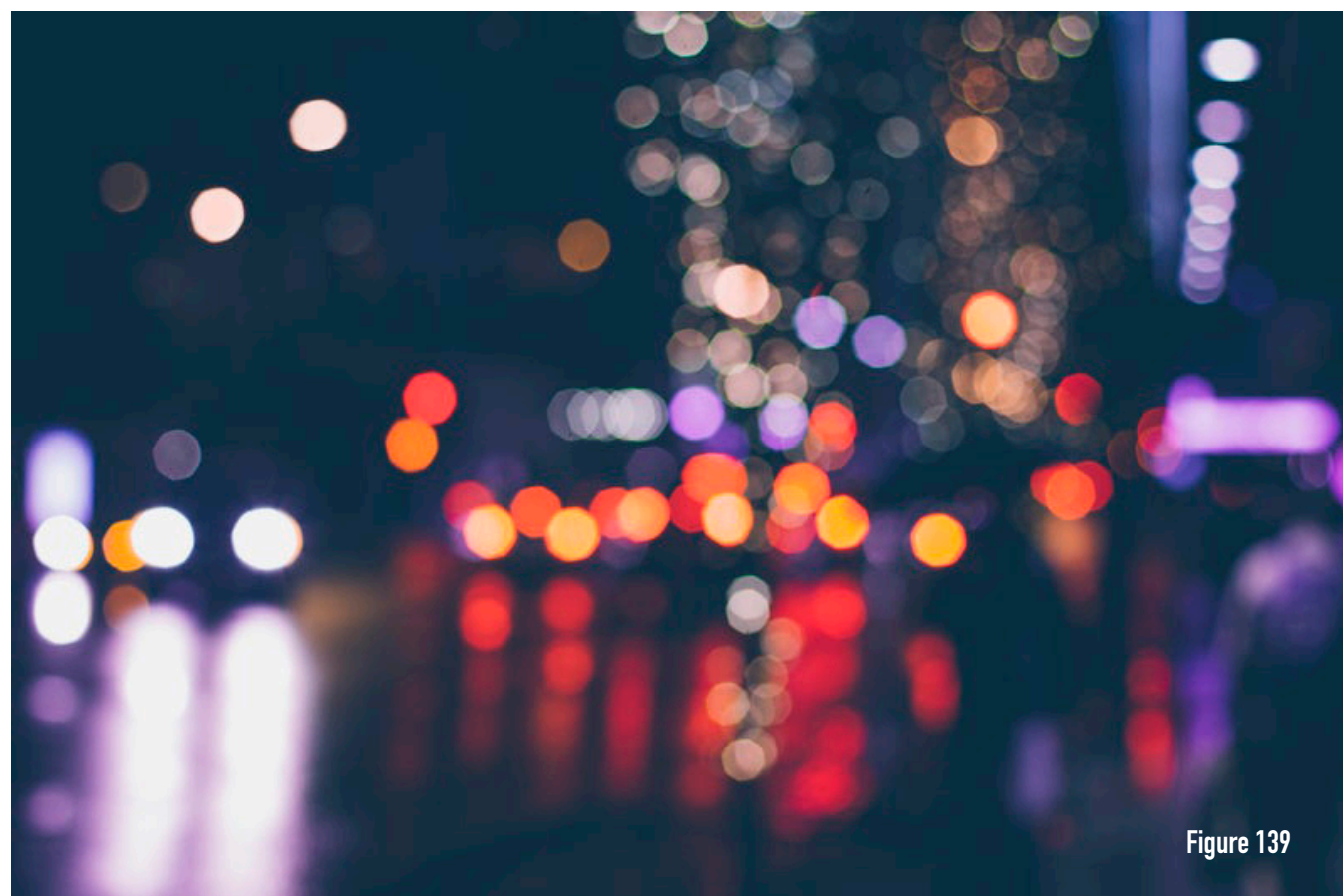


Figure 139



Figure 140



Figure 141

Conclusion

This package has compiled the information to create a comprehensive trend forecast which is “essential for the fashion industry” (McKelvey and Munslow, 2008, pp 1). ASOS will not only benefit from positive exposure with the launch of the range but be praised with their willingness to aim for sustainability, unlike many of its fast fashion competitors. It will keep them at the forefront of their sector and help to represent its target consumers growing interest in cutting down on consumption, whilst still representing the boldness of ASOS design.



Figure 142



Figure 143

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