



Buying Project for

House of Sunny

Daniel Stettler
Fashion Retailing Strategies
2021
Level 5

The Buying and Merchandising Team

The Buyer

In fashion, there is presumably no other role with such a diverse range of tasks as that of the buyer. Buyers have to understand the realms of fashion design, trends and cultural influence, planning, manufacturing, finance and trading. Throughout the buying cycle, they are in contact with almost every department involved in the success of a fashion product, often simultaneously (Clark, 2020).

“Buyers must think on their feet,” as Clark puts it, meaning that often processes have to be adapted on the go, with the buyer determining the priorities across departments. The conclusion of each buying cycle provides learning for the next (Clark, 2020, p42).

In the initial stage of what Clark calls the “concept-to-carrier-bag” journey, buyers conduct research - looking at the previous options and identifying their performance; extracting trends and customer preferences; reviewing competitor’s ranges to gain a clear picture of the market (and potential gaps); re-searching trends - in the area of fashion as well as on a macro level; and gathering insights about the target customers’ life in order to anticipate their preferences (Clark, 2020).

All this information is then used to envision the concept for a new range. Mood boards with inspirations are made, and “initial ideas of price point strategies, colour palettes, key product types, and shapes for the season” (Clark, 2020, p44) are identified. The buyer then decides which styles can be continued and updated from previous seasons, and which ones have to be developed from scratch. If needed, example products can be acquired for reference (Clark, 2020).

At the next stage, the buyer works together with the merchandiser to develop the range plan. Every detail about each product is determined, including fabrics, fashionability level (core, fashion or high fashion), suppliers, cost and selling price, intake margin and unit buys. This information is the basis on which buyers and merchandisers work with suppliers to develop prototypes and mock-up samples, covering every aspect of the features planned for the products (Clark, 2020).

At the sourcing stage, buyers have a key responsibility. They oversee the sourcing of the required fabrics and trims and identify the factories best suited for producing the range (Clark, 2020).

When it comes to manufacturing, buyers are supported by the quality assurance team in their task of testing the garments at every stage, assuring they meet the desired quality, colour, composition, sizing and fit attributes, as well as the legal requirements of the retailer. Buyers are in charge of negotiating everything from payment terms and cost prices to delivery dates, and finally placing purchase orders confirming all these details (Clark, 2020).

After the finished product has been inspected and the merchandiser has given his consent, “the buyer authorises the product to be shipped to the distribution centre, where the buyer and the quality assurance team will inspect them in detail, checking for damages or faults. In case they find any, the cost price can be re-negotiated or even the order cancelled. Otherwise, the product is distributed to the stores and handed over to the marketing and retail teams for sale (Clark, 2020).

During the retail stage, buyers take the role of product experts, providing samples and product information to various departments, while also remaining in contact with suppliers, adjusting or repeating orders according to sales performance. For the end-of-season sale, they establish the range’s markdown policy together with merchandisers (Clark, 2020).

In a final step, the buyer reviews the planning and manufacturing process and store and customer feedback, in order to optimise the next season’s plans in terms of operations, sourcing and “product range direction.” (Clark, 2020, p46)

The Merchandiser

The merchandiser’s role has evolved from being “the poor relation to the buyer (with) less glamour and less power,” (Clark, 2020, p49) to a very important job with a lot of responsibility concerning their company’s performance.

For merchandisers, the research stage of the concept-to-carrier-bag journey “is all about poring over historical planning and trading data,” (Clark, 2020, p50) and, after taking into account the numerous variables such as weather and fashion trends, extracting learnings from a trading perspective. This not only means looking at “what happened but also to identify what should have happened” - where opportunities were not fully utilised (Clark, 2020, p96).

In the concept stage, merchandisers communicate with buyers and the finance department to calculate budgets for product development and manufacturing, taking into account historical financial data as well as anticipated product trends. They have to ensure the budget is both realistic and in line with planned strategic initiatives (Clark, 2020).

During product development, merchandisers work on details of the range plan such as calculating cost prices and making sure unit buys for each option re-

flect expected sales performance, size ratio and duration of their availability. During the sourcing period, merchandisers create a master delivery schedule, according to which deliveries are phased. Through close contact with suppliers, merchandisers can review influences on planned delivery dates, hold them up against stock budgets and negotiate, aiming to comply with the delivery schedule (Clark, 2020).

At shipping stage, merchandisers occupy the key role of tracking the deliveries, making sure stock is dispatched on time, logistics move it correctly and warehouses are prepared for allocating stock when it arrives. At arrival, merchandisers update stock records and chase up potential late orders (Clark, 2020).

During distribution and retail, the merchandiser is in charge of continuously evaluating sales performance, issuing promotions for underperforming styles and reordering bestsellers. Another domain is returns management. Merchandisers need to find out the reasons for returns and figure out in which manner this stock should be reintroduced into retail (Clark, 2020).

As the end of the season approaches, merchandisers help ensure that financial and sell-through targets are met, trying to sell out as much of remaining stock as possible. In communication with the finance team, merchandisers ensure that markdowns operate within their set boundaries (Clark, 2020).

The Buying Cycle

The buying cycle is an eight-stage model for a retailers process from conceiving a fashion range to selling it. Traditionally, the full cycle took twelve months with orders being placed six months ahead of launch. Most retailers now follow a much faster cycle of up to as little as twelve weeks, but still go through most of its stages (Clark, 2020).

1. Range review

A “post-mortem report” - a document examining the performance of the previous season’s range - is compiled. This helps the finance team to plan budgets, and buyers and merchandisers to set up a skeletal range plan (Boardman, 2020).

2. Research and Planning

As a basis for planning the new range in detail, research relevant to the brand identity and corporate strategy is conducted around “product, trend, market, consumer and suppliers” and circulated among all the teams to create a

“shared vision of identity” (Boardman, 2020, p49). This research includes comparative as well as directional shops (Boardman, 2020).

3. Range Development

Now the range with all its specifications - colours, materials, prints, quantities and size ratios - is planned. In pre-selection meetings it is presented to the buying and merchandising team, as well as to the senior management, using samples, CAD-drawings and costings from suppliers. Here it is decided what products to go ahead with and where to alter or drop particular samples (Boardman, 2020).

4. Sourcing and Negotiation

Suppliers are chosen and informed about all the range's product requirements. They in turn produce samples that are as accurate as possible in terms of fit and colour and give an idea of the fabric quality. At the same stage, “accurate cost prices, quantity, the recommended retail price, a breakdown of size ratios, and required delivery time” are also determined (Boardman, 2020, p50).

5. Range Finalisation

Now all the details are finalised and confirmed at a selection meeting. Order confirmations are issued to suppliers, marking the end of the decision-making and development process (Boardman, 2020).

6. Manufacturing

Manufacturing is usually done by external suppliers, but closely monitored by buyers and merchandisers, who check progress against the critical path, identifying issues as early as possible and aiming for a timely delivery to warehouses. Also at this stage, photographic material is produced (Boardman, 2020).

7. Allocation and Distribution

The deliveries from different suppliers all arrive in the warehouse, where they are quality checked and allocated to each store according to its specific needs, depending on its local consumers and store capacity (Boardman, 2020).

8. Retail Sales

In this last stage, the products are sold to customers, with merchandisers constantly monitoring the sales figures in order to find out whether products should be reordered, outstanding orders cancelled or promotions used to push a certain line (Boardman, 2020).

The Comparative Shop in the Buying Cycle

Particularly during the research phase, but also at any later stage, buyers visit competitors' stores to collect information about the product offer, pricing, promotional activities and visual merchandising, systematically ordering and analysing it. This helps the retailer assess its position in the market and enables it to make relevant adjustments within any stage of the buying cycle (Boardman, 2020).

If a type of product is discovered that most competitors are stocking, but that isn't included in their retailer's range, buyers might order a range of this product, even after range finalisation, using their open-to-buy budget, so as not to miss out on potential profit. If they find products that don't seem to be selling well with competitors (often hinted by a dedicated promotion), they can review their own order plans to prevent overheads on risky products. Should buyers identify areas where they are lagging behind their competition, e.g. in competitive pricing, use of technology or the amount and quality of promotional activity, they can adjust their strategy in order to match their competitors (Boardman, 2020).

House of Sunny

Brand Signature

House of Sunny (HoS) is a young, sustainable womenswear brand that very pronouncedly operates on a small scale, aiming to foster a community of “Homies” - customers who identify with the brand (HoS, 2021). Collections consist of limited, rigorously edited ranges that sell out frequently. Inspiration draws on 70’s Bohemia “drenched in retro nostalgia” (Vogue, 2020). What makes the brand stand out particularly is its “vintage-inspired colour palette of burnt orange, blonde, pistachio green, amber and oatmilk” (Vogue, 2020).



Fig. 2: House of Sunny AW 19 looks

The brand’s “shop-it-before-we-drop-it” model means that customers can order clothes far in advance and have to wait until they are manufactured. The amount of pre-orders determines the size of the drop (HoS, 2021).

Customer Profile

The brand's average customer could look like this:

Rose Nolan is 35 years old, lives in Brighton and works for the Guardian, writing for the lifestyle segment. In her spare time, she loves dressing up, making her own jewellery and selling it through her Instagram page. With her old friends from university, she goes picnicking, takes walks or goes to the odd birthday party. Until recently, she lived in a shared flat with three other girls of similar age, but after breaking up with her boyfriend - a DJ who often hung out with them - she moved into a small apartment. As a new companion, she has a West Highland terrier that she adores and likes pampering.

HoS consumers see their clothes as staples that extend their personality. They hold onto them much longer than average consumers, relating to them as companions for a particular life stage rather than as commodities for a season.



Fig. 3: HoS Consumer Profile Mood Board

Market Research

Fashion E-Commerce

Last year, the most searched fashion terms on Google in the UK were “loungewear,” “dresses” and “prom dresses” (Pi Datametrics, 2020).

According to a Statista Market Forecast, 24% of global fashion sales will take place online by 2023.

“By 2025, most fashion e-commerce users will live in China,” predicts the Statista Digital Market Outlook 2020. China is also expected to see remarkable increase in online revenue share, reaching 58% in 2023 (Statista, 2020 b).

In the UK, online sales are estimated to reach 29% by 2023 (Statista, 2020), with a revenue of 34.2 billion U.S. dollars (Statista, 2019). E-commerce user penetration is already high in the UK, with 62% of women across all ages stating they bought clothing online in the last three months (Office for National Statistics, 2020).

While the number of online fashion shoppers in the UK is expected to climb steeply in the next few years, the average revenue per user is expected to see only a slow rise (Statista, 2019).

According to a 2019 Nosto fashion report, “fashion e-commerce has hit the mobile tipping point globally,” meaning that mobile sales have overtaken desktop sales in terms of traffic and caught up in terms of average order value (AOV). In the UK, AOV via mobile was still slightly lower than via desktop: 86 Euros compared to 95 Euros respectively (Nosto, 2019).

98% of all UK fashion retailers use Instagram (ecommerceDB, 2019).

Sustainable Fashion

In the UK, the portion of consumers mainly opting for sustainable clothing is still relatively small, at around 18%. The most inclined female age groups are women between 35 and 44 as well as 55 and above, each at 12% (Ibbetson, 2020).

In 2018, a survey showed that in buying, researching and taking action for sustainable clothing, consumers in the UK were much less active than in the US and many European countries, including Poland, France, Italy, Spain and Germany. However, “74% of British consumers agree clothing brands should take responsibility for what happens in their manufacturing processes, and ensure it is done in an environmentally friendly way.” (Wheeler, 2018) Consequently, for the future a strong rise in interest is also expected in the UK.

A global survey from 2018 also testifies to an unwillingness to spend, with only 13% of respondents prepared to pay more, compared to 63% who would “prefer sustainable fashion if the price is the same as normal fashion” (KPMG, 2019, p9). Price/value is listed as the key factor “that would encourage consumers to buy more sustainable fashion,” (KPMG, 2019, p12) with the largest group of people only prepared to spend 10% more (KPMG, 2019, p10).

A recent survey taken after the first lockdown in the UK showed that consumers are concerned about sustainable fashion, with 83% stating that “clothing should be designed to last longer (...), be repairable (...) and use less plastic in production,” but again only 34% thought “we should be prepared to spend more on clothing” (Populus, 2020).

Trend Research

Below, I selected and compiled six trends that are relevant for the HoS brand, using WGSN trend data.

Euphoric Ombrés, Stripes and Patches



Fig. 4

“Garden Pigments” Tie-Dye



Fig. 5

Arcane Modernism - Local All-Over Prints , Fossil Textures, Beachcomber Finds



Fig. 6

Retro Resort - 70s Florals and Graphics, Tie-Waists, Wrap-fronts



Fig. 7

Cut-Outs

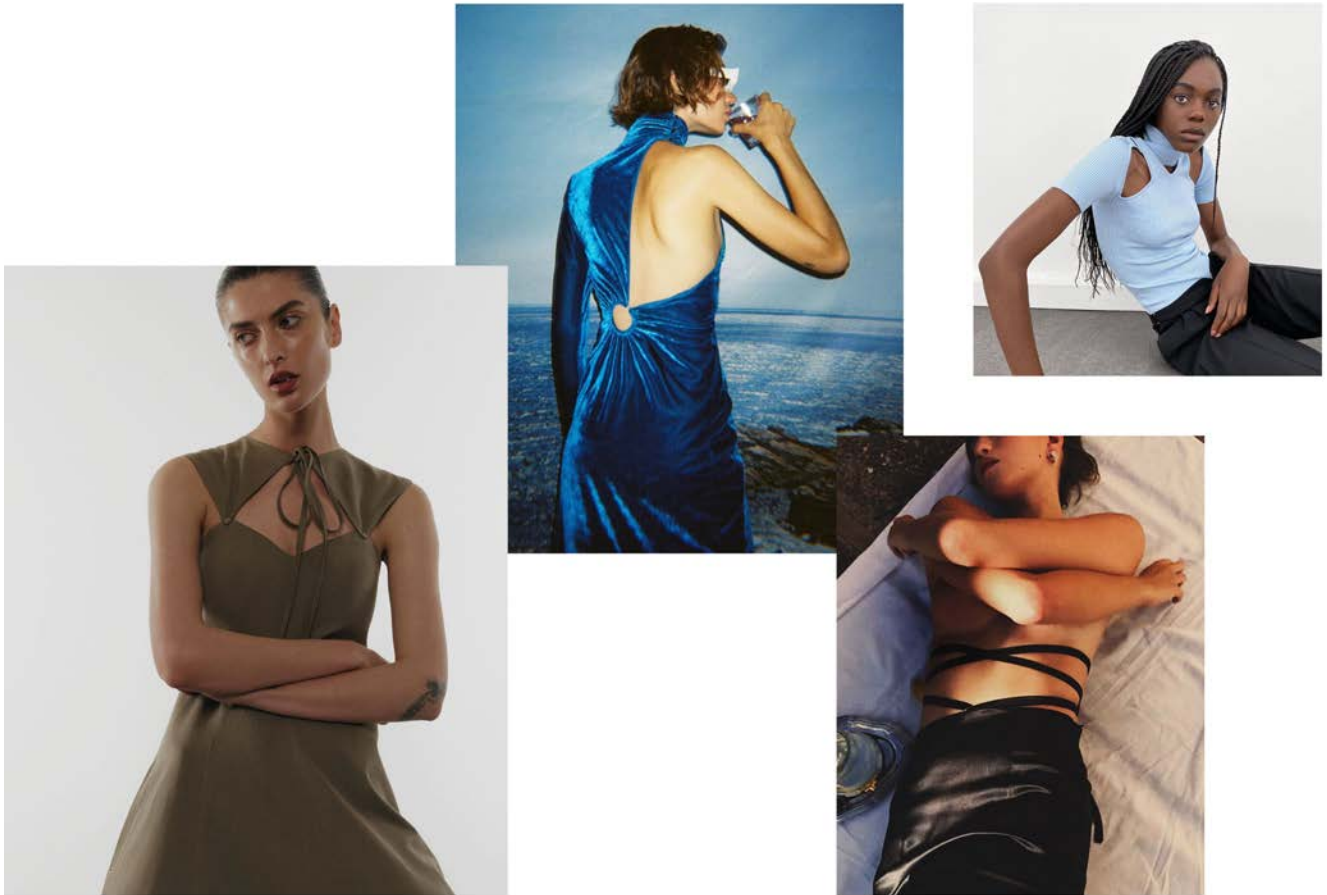


Fig. 8

Patchwork and Watercolour Prints



Fig. 9

Comparative Shop

Choice of Competitors

HoS and JW Anderson have a similar design approach, offering high quality garments with a “thought-provoking” (JW Anderson) and fun style. Ref-ormation compares well to HoS in terms of the target customer, both geared towards young women who want to celebrate femininity. Looking at brand awareness, all three brands operate on a similar playing field. Recently, HoS overtook JW Anderson in the global amount of Google searches (see below). All three brands have different price points, and HoS can learn a lot from its sisters with bigger budgets.

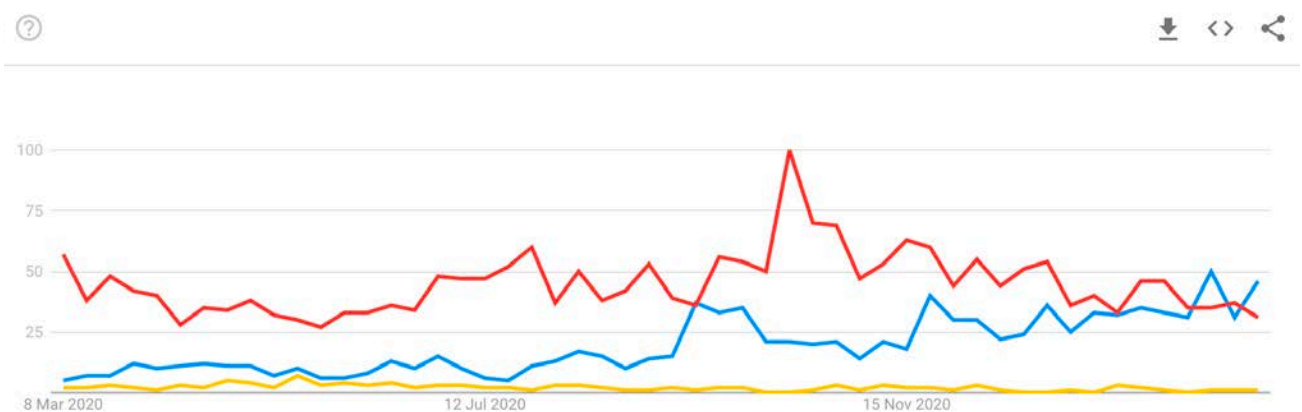


Fig. 10: Global proportion of Google searches for HoS (blue), JW Anderson (red) and Ref-ormation Fashion (yellow)

Summary and Evaluation

A clear result of this comp shop is that JW Anderson is brand driven, Ref-ormation is option-driven and House of Sunny is staples-oriented but price-driven.

The way JW Anderson communicates is all about reinforcing the high-end designer brand image. Emails are not infrequent, very toned back, without blatant buying-enticements, and offer clear service guidance. Online store visuals are of very high quality, offering an excellent basis for decision-making. Overall, the shopping journey is a very comprehensive and enjoyable experience. It seems that the strongly product-focused online store relies on its audience to be pre-informed about the brand. Slightly more storytelling elements - in the product descriptions or in newsletters - would improve the emotional connection to the brand.

1. Delivery method EDIT

Ship to an address

2. Shipping and Billing address EDIT

Shipping Address

Daniel Stettler
Bergstrasse, 7, Flaach, 8416, Switzerland
Phone Number: 0523181142

Billing Address

Daniel Stettler
Bergstrasse, 7, Flaach, 8416, Switzerland
Phone Number: 0523181142

3. Choose your shipping method

☒ DHL Express - 0.00 CHF
12 March - 14 March

☐ DHL Ground - 0.00 CHF
13 March - 16 March

☐ This order is a gift

4. Choose your payment method

Order Review

SLIM COLLAR D-RING TRENCH COAT
Size: 6 Quantity: 1 CHF

Subtotal 1'580.00 CHF

Shipping Free

Enter promo code APPLY

Grand Total 1'580.00 CHF

Import duties included

COMPLETE ORDER

Free Shipping & Returns
Free shipping to certain locations for orders starting at £450.
We gladly accept returns within 14 days of receipt. See details

Need Help?
+44 20 3697 0293
Monday to Friday - 9AM to 6PM (GMT)
help@jwanderson.com

Fig. 11: JW Anderson Checkout Information

Reformation wins the comparison in terms of selling the product. The use of styled images throughout, the different paths to discovering a product, and the strong storytelling about sustainability are very enticing and make the brand engaging and relatable. While the overt tone overall can be pushing limits at times (e.g. talking about “bragging to your friends about how much CO2 you saved”), Reformation understands and serves its customer’s need for validation very well, and the large amount of options gives room for a lot of individuality.

House of Sunny

PLEASE NOTE:

Once your order has been placed, we can't make any changes to the size, delivery or email address. Please check these are correct before you check out.

Some styles are on 'Pre Order' and will not be dispatched immediately, the estimated dispatch date will be listed on each product page, please refer back to this page for dispatch date before placing your order.

*PLEASE NOTE ALL STYLES FROM 'RIDE A WHITE SWAN' ARE ON PRE ORDER. THE DELIVERY DATE IS STATED ON EACH PRODUCT PAGE.

1. BASKET OVERVIEW > 2. DELIVERY METHOD > 3. PAYMENT > 4. REVIEW & PLACE ORDER

SHOPPING BASKET

DAY TRIPPER VOL.2 £90.00 X

£90.00
Size: 6

POINT BREAK DRESS £89.00 X

£89.00
Size: UK 10

Order Summary

Subtotal £268.00

Shipping FREE

Zürich, Switzerland

Total £268.00

CHECK OUT

Check out with **PayPal**

Fig. 12: HoS Checkout Information

In comparison, HoS does not perform too well. While its designs are very interesting, and the brands social channels (Instagram, TikTok and newsletters) publish engaging content, the store is not professionally developed yet and clearly misses sales opportunities. The different sections, with products ap-

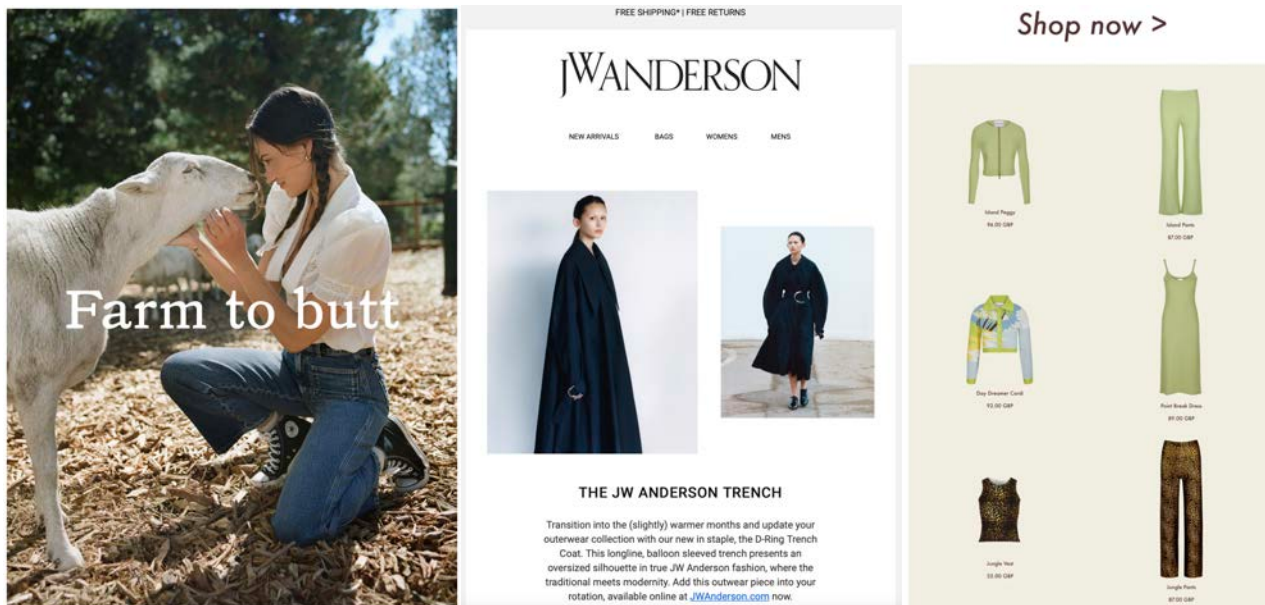


Fig. 13: Reformation,

JW Anderson and

HoS Newsletters

pearing in multiple places and messages being formulated in various ways, can be very confusing. Images are of insufficient quality, product information not consistently laid out, and the customer journey overall not comprehensive. This is largely due to the fact that the store is still operating via the hobbyist e-commerce provider Wix, an easy-to-use but hardly customisable service. That said, the front-and-centre live chat support, with staff providing clear and detailed information, compensates a lot of the store's deficiencies, and the comparatively high value for money ensures a high level of tolerance.

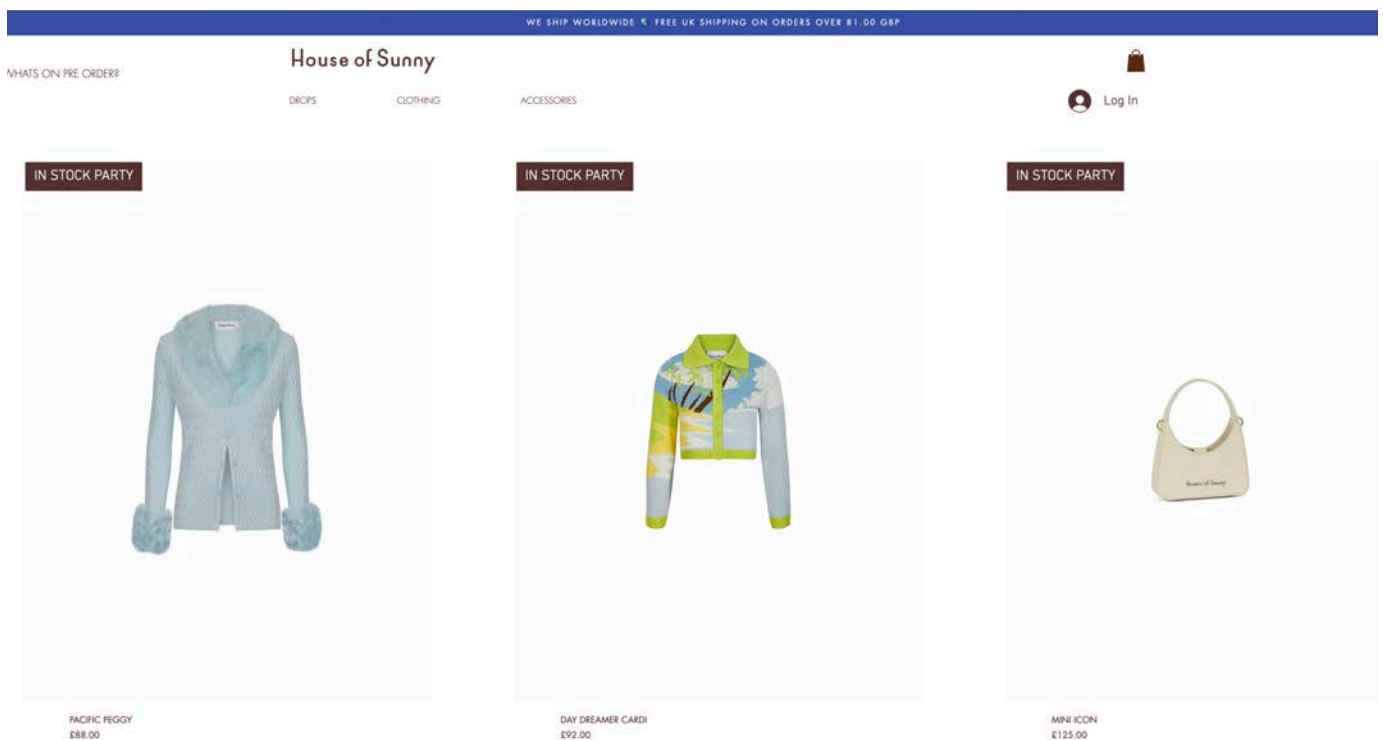




Fig. 14: HoS Store Page

Date: 8. March 2021




Location: Online

Newletters	<ul style="list-style-type: none"> • “WELCOME HOMIE” email with style image, slogan “Welcome to the members club” and 10% discount code (valid for 48h) • “In-Stock Party” email with engaging GIF linked to store page • “Next day dispatch You don't want to miss this ” email with video and GIF linking to store • “RESTOCKED Your weekend just got better ” email with GIF linking to store • Sent every three days, usually at around 3am (so as to be top of list in the morning) 	<ul style="list-style-type: none"> • “Welcome to JW Anderson” email with slogan “We thank you for your interest in JW Anderson.” - plain, with service links • “SHOP NEW ARRIVALS SHOES” email with black and white image, product shots relating to sliders and links to New Arrivals, Bags, Women, Men and Shoes • “TRANSITION INTO SPRING” email with text and images introducing a new trench coat, and a “Shop Now” button linking to women's outerwear • Sent weekly, at around 12am 	<ul style="list-style-type: none"> • “HI, WE'RE REFORMATION” email with slogan “May cause compliments” and multiple images linking to about, sustainability and store pages • “LOOK DAMN GOOD DOING IT” email, with short explanations about sustainability and images linking to sustainability page • “OFF THE RECORD” email with shopping prompts styled as “Hot Tips” • “INTRODUCING REFORMATION + FIBRE-TRACE” email explaining new clothing-tracking technology • Sent every two days, at around 6pm
Homepage	House of Sunny	JW Anderson	Reformation
Header content	Full bleed image with button linking to “Trip Island” - a new-in page	Full bleed images linking to features like “Shop Moncler JW Anderson”, “JW Anderson 2021 Juergen Teller”, “Discover Paul Anglada Artwork” and shop categories	Full bleed image linking to “Tied Up” - a new-in page
Other	Embedded Instagram feed	Delivery country automatically set to location	Style images linking to store categories, with titles like “heart rate alert”
Service benefits listed	None	None	Free express shipping, no extra duties, customer service via phone, email or text
Footer contents	Email sign up box and links to topic pages like “sustainable sector”, “the label” or “authenticity”	Email sign up box and topic links	Email sign up box and topic links




Header content	Full bleed image with button linking to “Trip Island” - a new-in page	Full bleed images linking to features like “Shop Moncler JW Anderson”, “JW Anderson 2021 Juergen Teller”, “Discover Paul Anglada Artwork” and shop categories	Full bleed image linking to “Tied Up” - a new-in page
Other	Embedded Instagram feed	Delivery country automatically set to location	Style images linking to store categories, with titles like “heart rate alert”
Service benefits listed	None	None	Free express shipping, no extra duties, customer service via phone, email or text
Footer contents	Email sign up box and links to topic pages like “sustainable sector”, “the label” or “authenticity”	Email sign up box and topic links	Email sign up box and topic links
Menu items	Drops, Clothing, Accessories, What’s on pre-order? - multiple sub-menus for each	New Arrivals, Bags, Women’s, Men’s, Exclusives, About, Search - multiple sub-menus for each	New, Clothing, Dresses, Active, Jeans, Weddings, Sweaters, Basics, Collections, Sustainability, Search - multiple sub-menus for each, with images
Store page (womens)	House of Sunny	JW Anderson	Reformation
Filters:	None	Our Picks, New In, Price (Low), Price (High), Category, Colour, Size	Colour, Size, Print, Type, Fabric
Product images	Plain background product shot Back view/lookbook images displayed on mouseover	Plain background product shots Detail view/styled image displayed on mouseover	Styled images with different angles and backgrounds, mostly mono coloured studio background, occasionally videos or GIFs Different styled image displayed on mouseover

Number of products displayed	12, load more button shows up to 26 3 products visible on one desktop screen, 1 on mobile	96 products displayed 4 products visible on one desktop screen, 4 on mobile	Infinite number of products displayed (automatically loads more) 2 products visible on one desktop screen, 4 on mobile
Info	Price and product name like “Jungle Peggy”	Price, sizes and product description like “Layered Crew Neck Jumper”	Price, sizes, product name and description like “Alessi Dress”
Additional info	None	Short description of the line at top of page	Slogan “Sustainable clothes that may cause compliments” at the top
Categories on page	Confusing category choice according to drops, product type, manufacturing method or new-in, with many double appearances	Defaults to new season items from mixed categories	Interjected links to trend stories like “fine print” or “easy breezy” encourage discovery
Additional functions	Chat answered by staff (response in reasonable time)		“Quick add” function (add to basket in one click)
Models used	5 models of different body types, ages and ethnicities	4 standard sized models of different ethnicities	Multiple models of different body types and ethnicities
Price category	Mid	High	High-Mid
Markdowns	None	None	None
Product Page	House of Sunny	JW Anderson	Reformation
Images	2-5 images in low resolution, little detail visible Mix between styled, look-book and product images 1 displayed at a time Zoom available on click	3-5 images/videos in medium resolution, great amount of detail Mix between styled, product and detail images 2 displayed at a time Zoom available on mouse-over	4-6 images/GIFs in high resolution, great amount of detail Mix between styled and detail images 1 displayed at a time Zoom available on click




Additional product info sections (example)	<ul style="list-style-type: none"> • Take care of me • Why you'll love it • How pre-ordering works 	<ul style="list-style-type: none"> • Available sizes with indication of stock level • Free shipping and returns information • Share links 	<ul style="list-style-type: none"> • Available sizes and colours • Sustainability impact information • Fabric and care information • Share links
Sizing metrics	Sleeve Bicep, Sleeve Length, Across Shoulder, Hem Opening, Hip, Waist, Bust, CBM to Hem	Bust, Waist, Hips (only general measures)	Bust, Waist, Hips (only general measures)
Comments	Poor visuals, strong variation in available information, sometimes very detailed	Very informative visuals, good selection of information	Slightly too much information, but handled well with different tabs to open
Checkout	House of Sunny	JW Anderson	Reformation
Notification when back in stock	No	Yes	No
International shipping	£ 44.22 No given duration Express Delivery	Free Duration: 2-6 days DHL Express/Ground	Free Duration: 3-10 business days Express Courier (Air)
Cart appearance	Icon No action after "add to cart" Abandoned cart stays accessible when cookies are deleted	Icon, text and number indicating items in cart Side-bar appears after "add to cart" Abandoned cart stays accessible when cookies are deleted	Icon and number indicating items in cart Side-bar appears after "add to cart" Abandoned cart gets emptied when cookies are deleted
Customer account	Yes	Yes	Yes
Order Summary	Editable	Non-editable	Non-editable
Payment methods	Visa, Mastercard, American Express, other credit cards, PayPal	Visa, Mastercard, American Express, Diners Club, Discover, JCB, Unionpay, Sofort Banking, PayPal	Visa, Mastercard, American Express, Diners Club, Sofort Banking, PayPal Short cut to PayPal or AmazonPay

Entry-price Product	House of Sunny	JW Anderson	Reformation
Image			
Name	PACIFIC PEGGY	WING CARDIGAN	Gilda Ribbed V-Neck Cardigan
Price	£ 88.00	£ 385	£106
Sizes in stock	UK 6, 10, 12, 14	XS, S, M, L	XS, S, M, L, XL
Description	<p>HofS Peggy Wave Rib Cardi w/ detachable fur & sleeves</p> <p>How pre-ordering works: Your order will be placed and the garments will be crafted. You will receive an email from our team one week before its due to be dispatched to check address information. You will then receive tracking information from DHL/DPD.</p> <p>Ready for dispatch</p>	<ul style="list-style-type: none"> • Embroidered J Anchor logo • Elevated loungewear • V neckline • Fitted body in full Milano stitch • Single jersey slit detail wide sleeve • Horn buttons • Mid-weight • Structured 	<p>Buttoned up. The Gilda is slim fitting throughout and has center front buttons so you can wear it open or closed. It's made of stretchy ribbed fabric so it's super comfortable and easy to throw on.</p> <ul style="list-style-type: none"> • Peaches is a orange solid print • Bra friendly • Center front buttons • Long sleeve • Ribbed fabric • Slight v neck • Model is wearing a XS • Height: 5'10" • Waist: 25" • Hips: 35" • Bust: 34" <p>Sustainability impact:</p> <ul style="list-style-type: none"> • 9.0 lbs. of carbon dioxide savings • 9041.0 gal. of water savings • 0.0 lbs. of waste savings

Care instructions	None	None	• Dry clean only
Colour	Scuba blue	Toffee	Peaches
Range depth	5 sizes, 1 colour	6 sizes, 1 colour	
Composition	52% viscose, 28% nylon, 20% PBT knit	100% Merino Wool	• Organic cotton doesn't allow genetically modified seeds and restricts the use of many chemicals. It still uses water and land but it helps sustain the land it is grown on through crop rotations and natural ways of controlling pesticides.
Origin	No information	Yarn spun in China	Sustainably made in China

Mid-price Product	House of Sunny	JW Anderson	Reformation
Image			
Name	DAY DREAMER CARDI	HANDKNIT LANDSCAPE JUMPER	Belvedere Oversized Sweater
Price	£ 92.00	£1,150	£245
Sizes in stock	UK 6, 8, 10, 12, 14, 16	M	S, XL

Description	<p>This knitted beach front cropped cardi is inspired by an Ibiza beach. This knitted number features hues of soft blue, green and off white.</p> <ul style="list-style-type: none"> • beach front print • ribbed hem and cuffs • features an abstract placement design • flattering slightly dropped shoulders • jacquard knit • oversized retro collar • dyed to match buttons • loose fit 	<ul style="list-style-type: none"> • Graphic accents • Handknit • Patchwork of different techniques; jersey and moss stitch • Crew neckline • Cropped boxy fit • Wide sleeve • Curved ribbed hem & cuff • All over landscape front panel artwork • Solid jersey stitch back • Artisanal technique 	<p>It's getting cold-ish. The Belvedere is an oversized fitting sweater with slightly puffed sleeves for some extra room. It has a henley neck with functional buttons at the neckline so you can wear it buttoned or unbuttoned depending on your mood. The Belvedere Oversized Sweater pairs well with the Hailey Trouser Jean.</p> <ul style="list-style-type: none"> • Cocoa is a brown solid print • Buttons at neck • Henley neck • Oversized fit • Slightly puffed sleeve • Model is wearing a XS • Height: 5'10" • Waist: 25" • Hips: 35" • Bust: 34"
Care instructions	<ul style="list-style-type: none"> • wash on 30 degrees • tumble dry • iron on low heat • professional clean • do not bleach 	None	<ul style="list-style-type: none"> • Dry clean only
Colour	No information	Multi	Cocoa
Range depth	6 sizes, 1 colour	3 sizes, 1 colour	
Composition	<ul style="list-style-type: none"> • 100% acrylic • all woven labels are made from recycled polyester • all care labels are made from recycled polyester • all swing tags are made from organic cotton • all price stickers are made from recycled cotton • all product bags are 100% biodegradable 	100% Merino Wool	<ul style="list-style-type: none"> • This is an alpaca sweater yarn made with 100% Baby Alpaca. • Alpaca wool is a renewable fiber that has a much lower environmental impact than most sweater yarns. Unlike goats and other herd animals, alpacas have soft hooves and gentle eating habits that limit soil erosion and plant destruction.
Origin	No information	Yarn spun in China	Sustainably made in China

Exit-price Product	House of Sunny	JW Anderson	Reformation
Image			
Name	ALL YOU NEED IS LOVE BOMBER	BIKER JACKET	Veda Bad Leather Jacket
Price	£ 155.00	£2,250	£530
Sizes in stock	UK 6, 8, 10, 12, 14,	UK 8	XS, S, M, L, XL
Description	<p>Oversized 90s bomber jacket. Front pocket detail</p> <p>Your order will be placed and the garments will be crafted. You will receive an email from our team one week before its due to be dispatched to check address information. You will then receive tracking information from DHL/DPD.</p> <p>THIS ITEM IS ON PRE-ORDER - DELIVERY DATE - MAY 2021</p>	<ul style="list-style-type: none"> • Durable quality • Cropped fit • Gold hardware • Exaggerated curved sleeve • Epaulettes • Leather insert on cuff • Back action pleat 	<p>It's jacket season. The Veda Bad Leather Jacket is slim fitting throughout and has a center front zipper so you can wear it open or closed. It has front pockets with a zipper so you can store your stuff. The Veda Bad Leather Jacket pairs well with the Cynthia High Rise Straight Long Jeans.</p> <ul style="list-style-type: none"> • Chest pocket • Exposed zipper • Exposed zippers on sleeves • Fully lined • Long sleeve • Notched lapel • Pockets • Model is wearing a XS • Height: 5'10" • Waist: 24.5" • Hips: 36" • Bust: 34.5"
Care instructions	None	None	None
Colour	COCOA SAND	Chocolate Brown	Black

Range depth	5 sizes, 1 colour	6 sizes, 1 colour	5 sizes, 1 colour
Composition	100% PU	100% Cow Leather	<ul style="list-style-type: none"> • Made from 100% Veg-Tanned, Chrome-free, Lamb Nappa Leather. • This is made from vegetable tanned or chromium-free leather. Up to 90% of the world's leather goes through a process called chrome tanning, which produces hazardous waste and is a human carcinogen. Unlike chrome tanning, vegetable tanning replaces chromium for natural things like bark or plant tannins.
Origin	No information	Sourced in Spain	Sustainably made in USA


Range Proposal



House of Sunny only stocks a small range of items, introducing them in limited drops. In the “upcoming releases” section of their store, only a small number of products can be found, but from a diverse range of categories.

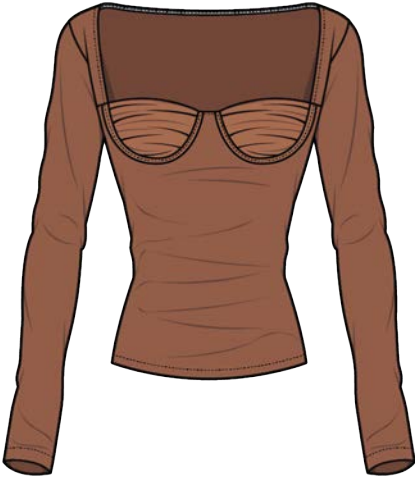

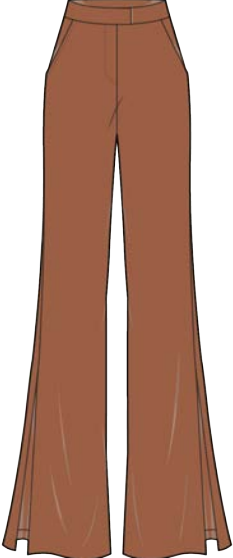





Fig. 15: HoS upcoming releases

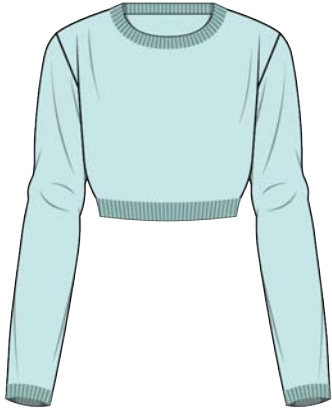


The focus on individualist staples should be reflected in the new range, as it is key to the brand's essence. However, in view of the strong rise of fashion e-commerce, the range could be carefully expanded.

"Faraway Fantasy" Drop	Description / RRP / Price Category	Material	Sizes	Fashion-ability Level
	<p>Multicolour Cropped Cardigan</p> <p>£ 88.00</p> <p>Mid-Price</p>	<p>100% Acrylic Knitted Pattern</p>	<p>UK 6, 8, 10, 12, 14, 16</p>	<p>High Fashion</p>
	<p>Plunge Multi-Way Top</p> <p>£ 52.00</p> <p>Entry-Price</p>	<p>Recycled Polyester Dyed Colour-Fade</p>	<p>UK 6, 8, 10, 12, 14</p>	<p>Fashion</p>
	<p>Plunge Wrap-Front Dress</p> <p>£ 80.00</p> <p>Mid-Price</p>	<p>52% Viscose, 28% Nylon, 20% PBT Knit Dyed Colour-Fade</p>	<p>UK 6, 8, 10, 12, 14, 16</p>	<p>Fashion</p>

	<p>Plunge Ruffed Turtleneck</p> <p>£ 74.00</p> <p>Entry-Price</p>	<p>50% Viscose, 50% PBT Knit Dyed Colour-Fade</p>	<p>UK 6, 8, 10, 12, 14, 16</p>	<p>Fashion</p>
	<p>Cocoa Bikini</p> <p>£ 42.00</p> <p>Entry-Price</p>	<p>65% Rayon, 35% Nylon Knit</p>	<p>UK 6, 8, 10, 12, 14</p>	<p>Basic</p>
	<p>Palm Beach Slip Dress</p> <p>£ 82.00</p> <p>Mid-Price</p>	<p>52% Viscose, 28% Nylon, 20% PBT Knit All-Over Print</p>	<p>UK 6, 8, 10, 12, 14, 16</p>	<p>Fashion</p>

	<p>Cocoa Bustier Top</p> <p>£ 72.00</p> <p>Entry-Price</p>	<p>50% Viscose, 50% PBT Knit</p>	<p>UK 6, 8, 10, 12, 14, 16</p>	<p>Fashion</p>
	<p>Orange Myriad Split-Seam Flares</p> <p>£ 90.00</p> <p>Exit-Price</p>	<p>52% Viscose, 28% Nylon, 20% PBT Knit Knitted Pat- tern</p>	<p>UK 6, 8, 10, 12, 14, 16</p>	<p>High Fashion</p>
	<p>Cocoa Split-Seam Flares Orange</p> <p>£ 90.00</p> <p>Exit-Price</p>	<p>52% Viscose, 28% Nylon, 20% PBT Knit</p>	<p>UK 6, 8, 10, 12, 14, 16</p>	<p>Basic</p>

	<p>Lilac Myriad Split-Seam Flares</p> <p>£ 90.00</p> <p>Exit-Price</p>	<p>52% Viscose, 28% Nylon, 20% PBT Knit Knitted Pat- tern</p>	<p>UK 6, 8, 10, 12, 14, 16</p>	<p>High Fashion</p>
	<p>Lilac Myriad Cardi</p> <p>£ 94.00</p> <p>Exit-Price</p>	<p>100% Acrylic Knitted Pat- tern</p>	<p>UK 6, 8, 10, 12, 14, 16</p>	<p>Fashion</p>
	<p>Lilac Myriad Cropped Cardi</p> <p>£ 88.00</p> <p>Mid-Price</p>	<p>100% Acrylic Knitted Pat- tern</p>	<p>UK 6, 8, 10, 12, 14, 16</p>	<p>Fashion</p>

	<p>Sky-blue Cropped Cardi</p> <p>£ 88.00</p> <p>Mid-Price</p>	<p>100% Acrylic Knit</p>	<p>UK 6, 8, 10, 12, 14, 16</p>	<p>Basic</p>
	<p>Wave Bomber</p> <p>£ 155.00</p> <p>Exit-Price</p>	<p>100% PU All-Over Print</p>	<p>UK 6, 8, 10, 12, 14</p>	<p>High Fashion</p>
	<p>Wave Cropped Shirt</p> <p>£ 79.00</p> <p>Mid-Price</p>	<p>100% Recycled Polyester All-Over Print</p>	<p>UK 6, 8, 10, 12, 14</p>	<p>High Fashion</p>

Complete Range



Fig. 16: Overview of the Range Proposal

References

Reading

Boardman, R., Parker- Strak, R. and Henninger, C.E. (2020). Fashion buying and merchandising : the fashion buyer in a digital society . New York: Routledge.

Channing Baker et al. (2021). Instagram photos. Instagram. Available from <https://www.instagram.com/lil.zip/> [Accessed 8 March 2021].

Clark, J. (2020). Fashion merchandising : principles and practice , Second edi. London: Macmillan Education.

ecommerceDB. (2019). Instagram usage by online shops in the UK per segment. Available from <https://www-statista-com.uow.idm.oclc.org/forecasts/1218340/ecomdb-instagram-uk-com> [Accessed 8 March 2021].

Google Trends. (no date). House of Sunny, JW Anderson, reformation fashion - Explore. Available from [https://trends.google.com/trends/explore?q=House of Sunny,%20JW%20Anderson,%20reformation fashion](https://trends.google.com/trends/explore?q=House%20of%20Sunny,%20JW%20Anderson,%20reformation%20fashion) [Accessed 15 March 2021].

House of Sunny. (2021). About the brand. Available from <https://www.houseofsunny.co.uk/about> [Accessed 7 March 2021].

House of Sunny. (no date). UPCOMING RELEASES ? Available from <https://www.houseofsunny.co.uk/upcomingreleases> [Accessed 15 March 2021].

House of Sunny. (no date). House of Sunny (@houseofsunny) • Instagram photos and videos. Available from <https://www.instagram.com/houseofsunny/> [Accessed 9 March 2021].

Ibbetson, C. (2020). Who are the Brits who have sworn off fast fashion? YouGov. Available from <https://yougov.co.uk/topics/consumer/articles-reports/2020/08/25/brits-no-fast-fashion-sustainable-clothes> [Accessed 8 March 2021].

JW Anderson. (no date). Womens | JW Anderson. Available from <https://www.jwanderson.com/ch/sets/womens> [Accessed 10 March 2021].

JW Anderson. (no date). JW Anderson | Our Story. Available from <https://www.jwanderson.com/ch/about/jwanderson> [Accessed 13 March 2021].

JW Anderson. (no date). BIKER JACKET in brown. Available from <https://www.jwanderson.com/gb/shopping/biker-jacket-15518730> [Accessed 15 March 2021].

JW Anderson. (no date). HANDKNIT LANDSCAPE JUMPER in multi. Available from <https://www.jwanderson.com/gb/shopping/handknit-landscape-jumper-15766545> [Accessed 15 March 2021].

KPMG. (2019). Sustainable fashion: A survey on global perspectives.

Nosto. (no date). The State of Fashion Ecommerce in 2019. Nosto Fashion Report. Available from moz-extension://e90f3383-4939-204c-9d2a-49d842e0efaa/enhanced-reader.html?openApp&pdf=http%3A%2F%2Fpages.nosto.com%2Frs%2F339-ZHG-780%2Fimages%2F2019-fashionreport-B5_web_EURO.pdf [Accessed 8 March 2021].

O'Donoghue, N. (2020). Meet The Sustainable East London Label, House Of Sunny. British Vogue. Available from <https://www.vogue.co.uk/miss-vogue/article/house-of-sunny-sustainable-interview> [Accessed 7 March 2021].

Office for National Statistics (UK). (2020). Online clothing purchasing by demographic Great Britain 2020. Office for National Statistics (UK). Available from <https://www-statista-com.uow.idm.oclc.org/statistics/286096/clothes-and-sports-goods-online-purchasing-in-great-britain-by-demographic/> [Accessed 8 March 2021].

Pi Datametrics. (2020). Retail Trends 2020. Pi Datametrics. Available from <https://www.pi-datametrics.com/market-analysis-reports/retail-trends-2020/> [Accessed 8 March 2021].

Populus. (2020). Fashion Survey Covid-19. Populus. Available from <moz-extension://e90f3383-4939-204c-9d2a-49d842e0efaa/enhanced-reader.html?openApp&pdf=https%3A%2F%2Fwww.thersa.org%2Fglobalassets%2Fbridges-campaign%2Fomfashion.pdf> [Accessed 8 March 2021].

Reformation. (no date). All Women's Clothing & Accessories | Reformation. Available from <https://www.thereformation.com/categories/all-clothing> [Accessed 10 March 2021].

Reformation. (no date). Veda Bad Leather Jacket - Long Sleeve Leather. Available from <https://www.thereformation.com/products/bad-jacket?color=Black&via=Z2lkOi8vcmlvbnQ3JtYXRpb24td2VibGluYy9Xb3JrYXJlYTo6Q2F0YWxvZzo6Q2F0ZWdvcnkvNWE2YWVmZDZmOTJlYXJlYXNmMDR-IOVNm> [Accessed 15 March 2021].

Reformation. (no date). Oh hi, we're Reformation - About Us. Available from <https://www.thereformation.com/pages/oh-hi> [Accessed 15 March 2021].

Statista. (2020). eCommerce Report 2020 -Fashion. Available from <https://www-statista-com.uow.idm.oclc.org/download/MTYxNTIxMzg4MSMjNTIxMTMyIyMzODM0MCMjMSMjbjVsbCMjU3R1ZHK=>.

Statista. (2019). Digital Market Outlook. Statista. Available from <https://www-statista-com.uow.idm.oclc.org/forecasts/480898/e-commerce-fashion-arpu-in-united-kingdom-by-segment> [Accessed 8 March 2021].

Statista. (2020). Fashion - Worldwide | Statista Market Forecast. Statista. Available from <https://www-statista-com.uow.idm.oclc.org/outlook/dmo/ecommerce/fashion/worldwide> [Accessed 8 March 2021].

WGSN Fashion. (2020). Womenswear Forecast S/S 22: Euphoric. Available from <https://www-wgsn-com.uow.idm.oclc.org/fashion/article/87908> [Accessed 9 March 2021].

WGSN Fashion. (no date). Womenswear Forecast S/S 22: Connected. Available from https://www-wgsn-com.uow.idm.oclc.org/fashion/article/87951#page_2 [Accessed 9 March 2021].

WGSN Fashion. (no date). Womenswear Forecast S/S 22: Resourceful. Available from https://www-wgsn-com.uow.idm.oclc.org/fashion/article/87941#page_3 [Accessed 9 March 2021].

WGSN Fashion. (no date). Women's Prints & Graphics Forecast S/S 22: Connected. Available from <https://www-wgsn-com.uow.idm.oclc.org/fashion/article/88062> [Accessed 9 March 2021].

WGSN Fashion. (no date). Women's Prints & Graphics Forecast S/S 22: Resourceful. Available from https://www-wgsn-com.uow.idm.oclc.org/fashion/article/88055#page_13 [Accessed 9 March 2021].

WGSN Fashion. (no date). Women's Prints & Graphics Forecast S/S 22: Euphoric. Available from <https://www-wgsn-com.uow.idm.oclc.org/fashion/article/88045> [Accessed 9 March 2021].

Wheeler, J. (2018). A fashionable subject: how far will UK consumers go to tackle the true cost of cheap and fast fashion? Ipsos MORI. Available from <https://www.ipsos.com/ipsos-mori/en-uk/fashionable-subject-how-far-will-uk-consumers-go-tackle-true-cost-cheap-and-fast-fashion> [Accessed 8 March 2021].

Images

Title: WGSN Fashion. (Mix). Image Library & Design Resources. Available from <https://www-wgsn-com.uow.idm.oclc.org/library/results/c368a4-dad0a57b8e571aa0d1aa62edd4> [Accessed 17 March 2021].

Fig. 2: House of Sunny. (no date). House of Sunny (@houseofsunny) • Instagram photos and videos. Available from <https://www.instagram.com/houseof-sunny/> [Accessed 9 March 2021].

Fig. 3: Baker, C et al. (2021). Instagram photos. Instagram. Available from <https://www.instagram.com/lil.zip/> [Accessed 8 March 2021].

Fig. 4: WGSN Fashion. (2020). Womenswear Forecast S/S 22: Euphoric. Available from <https://www-wgsn-com.uow.idm.oclc.org/fashion/article/87908> [Accessed 9 March 2021].

Fig. 5: WGSN Fashion. (no date). Women's Prints & Graphics Forecast S/S 22: Resourceful. Available from https://www-wgsn-com.uow.idm.oclc.org/fashion/article/88055#page_13 [Accessed 9 March 2021].

Fig. 6: WGSN Fashion. (no date). Women's Prints & Graphics Forecast S/S 22: Resourceful. Available from https://www-wgsn-com.uow.idm.oclc.org/fashion/article/88055#page_13 [Accessed 9 March 2021].

Fig. 7: WGSN Fashion. (no date). Women's Prints & Graphics Forecast S/S 22: Euphoric. Available from <https://www-wgsn-com.uow.idm.oclc.org/fashion/article/88045> [Accessed 9 March 2021].

Fig. 8: WGSN Fashion. (no date). Womenswear Forecast S/S 22: Connected. Available from https://www-wgsn-com.uow.idm.oclc.org/fashion/article/87951#page_2 [Accessed 9 March 2021].

Fig. 9: WGSN Fashion. (2020). Womenswear Forecast S/S 22: Euphoric. Available from <https://www-wgsn-com.uow.idm.oclc.org/fashion/article/87908> [Accessed 9 March 2021].

Fig. 10: Google Trends. (no date). House of Sunny, JW Anderson, reformation fashion - Explore. Available from [https://trends.google.com/trends/explore?q=House of Sunny,%2Fg%2F11g6t09w2j,reformation fashion](https://trends.google.com/trends/explore?q=House%20of%20Sunny,%20JW%20Anderson,%20reformation%20fashion) [Accessed 15 March 2021].

Fig. 11: JW Anderson. (no date). Womens | JW Anderson. Available from <https://www.jwanderson.com/ch/sets/womens> [Accessed 10 March 2021].

Fig. 12: House of Sunny. (no date). UPCOMING RELEASES ? Available from <https://www.houseofsunny.co.uk/upcomingreleases> [Accessed 15 March 2021].

Fig. 13: Email Newsletters.

Fig. 14: House of Sunny. (no date). UPCOMING RELEASES ? Available from <https://www.houseofsunny.co.uk/upcomingreleases> [Accessed 15 March 2021].

Fig. 15: House of Sunny. (no date). UPCOMING RELEASES ? Available from <https://www.houseofsunny.co.uk/upcomingreleases> [Accessed 15 March 2021].

Fig. 16: WGSN Fashion. (Mix). Image Library & Design Resources. Available from <https://www-wgsn-com.uow.idm.oclc.org/library/results/c368a4-dad0a57b8e571aa0d1aa62edd4> [Accessed 17 March 2021].