



Chapter 22

Market Research

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Introduction

Since silver is a premium metal, sterling denim emphasises excellence. My denim collection consists of the most upscale, exquisite, luxurious, and sophisticated designs. It suggests superiority, flawlessness, and opulence – qualities. My love of luxury and upscale apparel serves as my source of inspiration. I aim to develop a brand that embodies sophistication and quality while still being sensual and commanding attention.

Aim of the Research

The aim of this assignment is to determine my market research and gather data from potential customers that will influence the design of my luxury denim collection.

The Purpose/Objectives of the Research

- To establish the impact of promoting my fashion collection.
- To assess the effectiveness of the strategies that can be employed to promote my fashion collection.
- To better understand my target market and what kind of clothes they would like to see and potentially buy from my collection.

Research Methodology

Retail collection Target Market

Demographic segmentation.

In terms of demographic segmentation, my retail collection's target market is between the ages of 25–45 females, who are established in their careers, focused on their luxury lifestyle, with a medium to high income/net worth. People who are fashion conscious and can afford high-end luxury clothes. These people possess greater purchasing power and are more likely to be inclined to purchase high-end/luxury products.

Geographic segmentation

My collection targets high-income suburbs in Johannesburg. Sandton, Westcliff, and Rosebank, where it is acceptable and common to consume luxury items. This makes the customers more easily accessible to my brand. These places are characterised by its potential attachment to expensive luxury brands. My collection's geographical segmentation was invented to serve high future markets and maximise the exposure of my brand.

Psychographic Segmentation

My collection targets consumers who value luxury, quality, individuality, and creativity, offering customisable, unique, and expressive bespoke wear. It targets individuals who appreciate attention to details, fashion forward, are active on social media and are influenced by fashion trends. consumers who are living a high life and who are not afraid to go above their budget to purchase anything expensive and of high quality. It targets customers, who love trendy, innovative clothes, and always up to date in regard to fashionable clothing.

Sampling Method

Purposive Sampling

I chose a survey according to my participant's personal judgement. I chose this sampling method because it is suitable for my research. I purposefully chose participants who share my passion of the same style and who possess similar traits, experiences, and knowledge as myself. People from my target market, who are well established in life, love fashion, and are not afraid to purchase anything expensive. They offer the breadth and perspective of this market research.

Data Collection Method

I was able to obtain comprehensive and in-depth information by using a survey method for online data collection via WhatsApp and Instagram. I used the survey method to gather questions in an orderly manner. The questions were open minded, easy, and quick to answer.

Findings

Participants view of design

Eighty percent of my participants expressed the approval of all my designs. From the type of fabric, colours, to accessories. They concur that luxury denim clothing is a fresh look that many people would love to see. Then, 20% of my participants thought that my collection would seem antiquated and boring if I used only denim; they requested that I incorporate other fabrics, such as cotton twill with patterns. They also advised me to attempt to include additional ornamental elements such as rhinestones, glitter and/or chains and jewelleryes.

Improvements

After reviewing my participant's responses, I decided to alter a few elements of my designs, such as chains and accessories. The colours I decided to go for, are blue with a touch of gold and silver,

I then went with gold buttons for functioning and aesthetics. To create an opulent luxury, look, I added chains made of gold and silver, rhinestones, beads, peals, and jewellery accessories. rhinestones, chains, and jewels on denim make it appear expensive and high-end fashion.

References

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