



THE MARKET ANALYSIS OF MARCOBOLOGNA

ss2017 THE LIGHT OF PASSION

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MARCOBOLOGNA



MARCOBOLOGNA

PRODUCT

Tangible: women's wear and accessories



PRICE

price is relatively high



Marco Bologna contrast pane...
€970 €1.620 [FARFETCH.COM](https://www.farfetch.com)



Marco Bologna leopard intar...
€530 €885 [FARFETCH.COM](https://www.farfetch.com)



Marco Bologna distressed ski...
€1.305 [FARFETCH.COM](https://www.farfetch.com)



Marco Bologna distressed de...
€1.040 [FARFETCH.COM](https://www.farfetch.com)

PLACE

Multibrand / Sales on the websites

www.polyvore.com / www.theboxboutique.com / www.yoox.com / www.renttherunway.com

POLYVORE

Products ▾



create

sign up

login

TRENDING

OUTFITS

WOMEN

DRESSES

SHOES

ACCESSORIES

BEAUTY

HOME

MEN

SALE

MARCOBOLOGNA

Search

NOW AVAILABLE!
Menswear



PROMOTION

- Public social software:   

Instagram

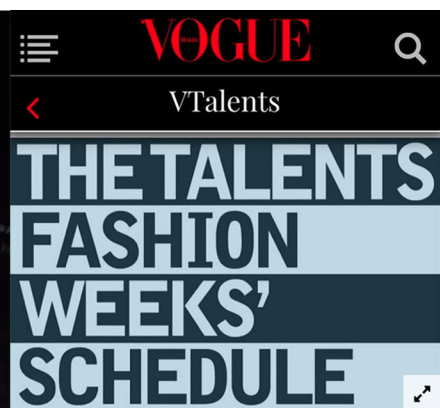
Facebook

Twitter

- Cooperate with famous stars.

Sponsor famous stars to wear clothes of marcobologna to attend some public activities, for instance TV shows, award ceremonies, Milan fashion week or else. Stars or well-known bloggers send photos of wearing marcobologna clothes to social software.

- Sponsor clothes for advertisement shooting.
- List on the schedule of Milan fashion week.
- Publish reports on Vogue Italy.



♥ 41

marcobologna #Marcobologna embellished jeans on March @vogueitalia issue ❤️



♥ 106

marcobologna #Repost @veronicaferraro with @repostapp.



♥ 53

marcobologna Ruby Rose in #marcobologna faux fur coat from the MTV EMA's promo video!

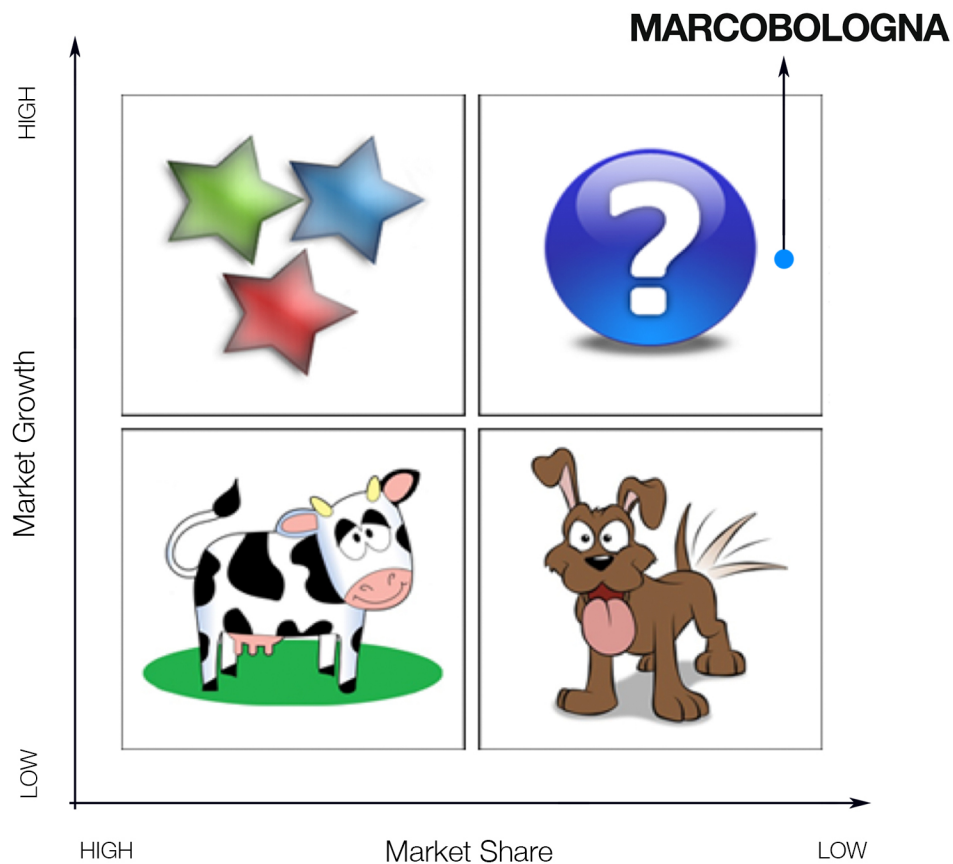


♥ 32

marcobologna <http://m.vogue.it/en/talents/news/2015/02/the-talents-fashion-weeks-schedule>



The positioning map



The BCG map

Marcobologna is a newly emerging brand with low brand awareness and has not been known well by many sellers. That's why it should be put in the "question mark" area. Since under development, it's trying hard to increase the popularity by promoting and selling on websites. In recent years, marcobologna has devoted to increasing its own market share by star promotion, and kept improving its product quality at the same time. With continuous improvement, there is a big possibility for marcobologna to transform into "star" at the right time.

ABOUT MY COLLECTION

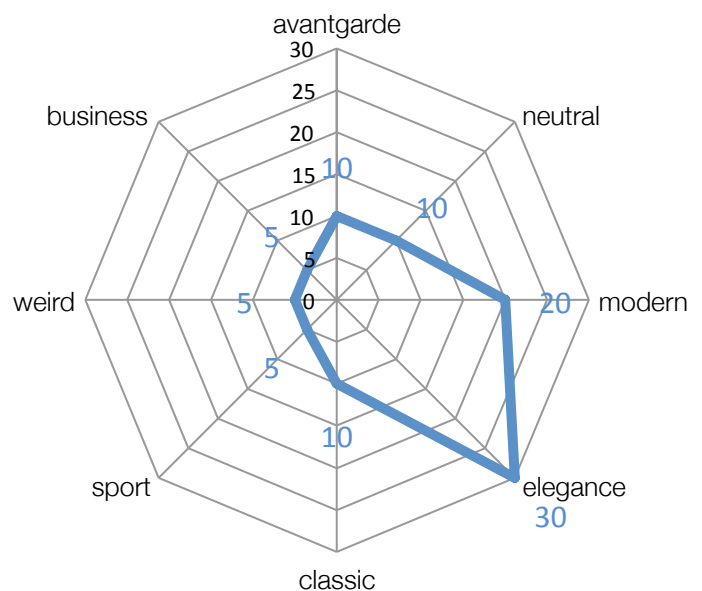
INSPIRATION

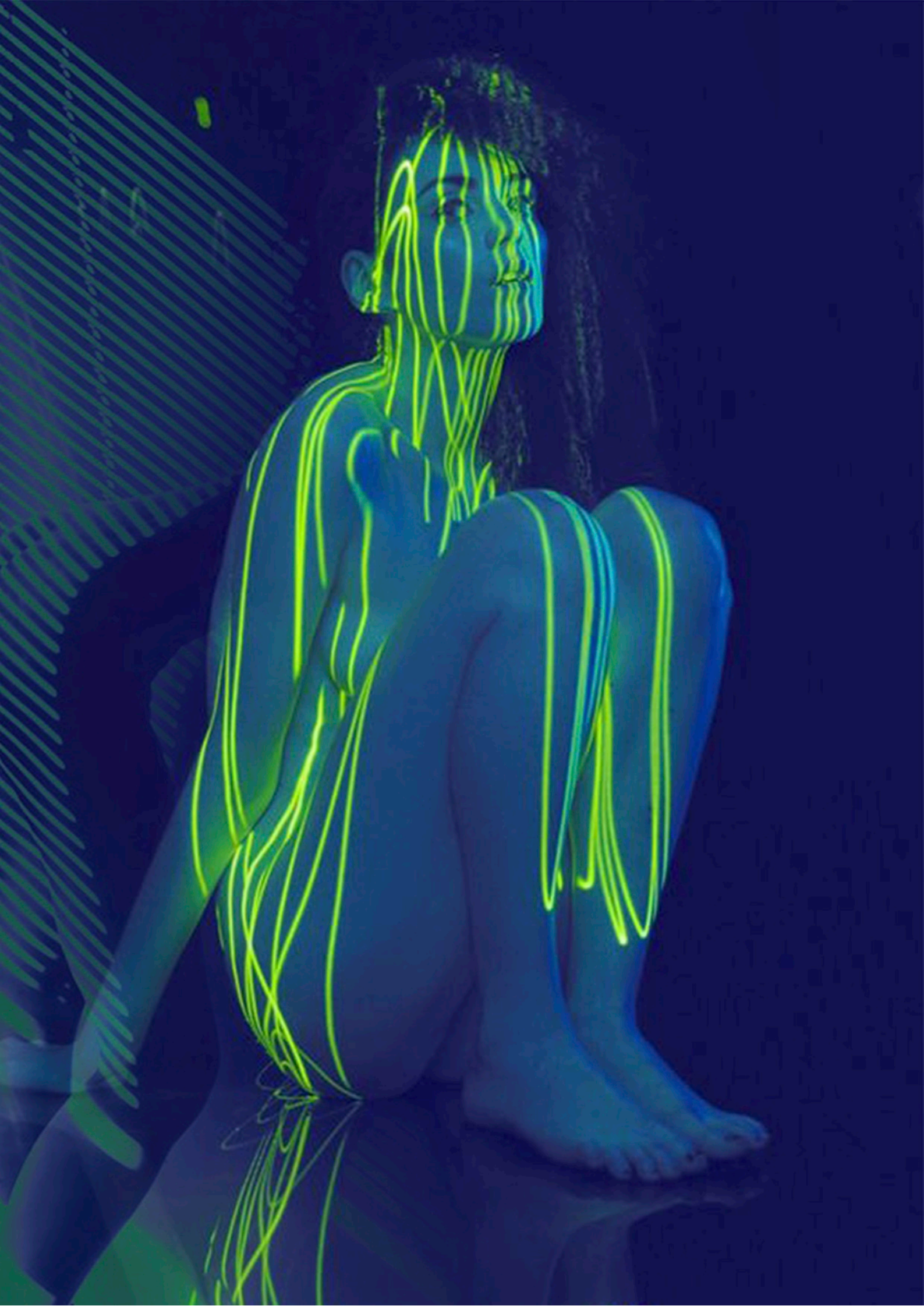
The inspiration comes from stage lights and the charming of superstars, in the way of enjoying Madonna, David Bowie and other singers' songs to feel their attitudes towards music, the world and fashion, to feel the rock spirit of freedom, passion, courage and easiness.

Combined with the popular neon lights of 1980s, the detached, illusive, fanatical and sexy feelings got from rock music consist of the whole design atmosphere. The series of "light of passion" just came into being under such a background.

STYLE

Among all the designs which show women's body lines, lady suits adopt gorgeous patterns and make brighten processing in details with paillettes. Break and restructure the patterns in a special and creative cutting, matching with slightly neutral-styled boots, gloves or other accessories to mix charm and power, in order to create a sexy and powerful atmosphere.

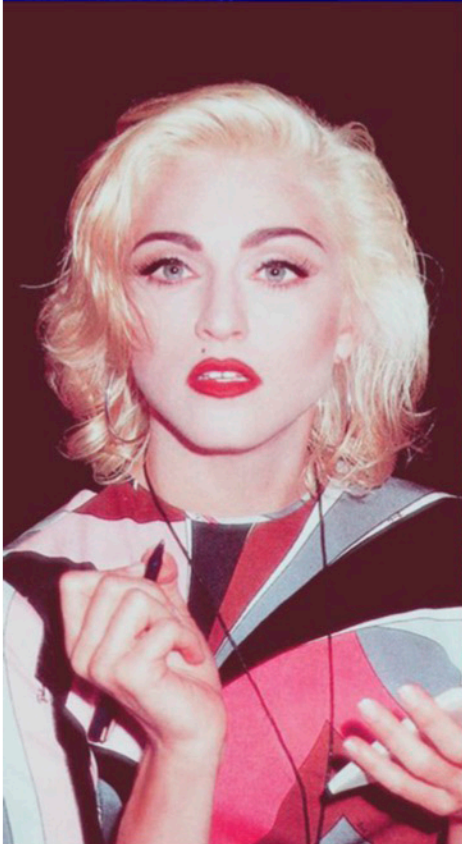




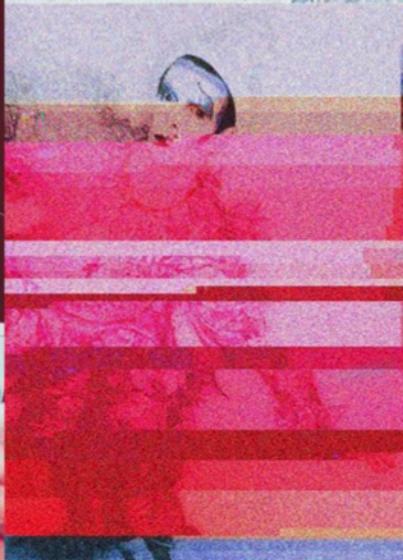
Micheal Jackson / pinterest



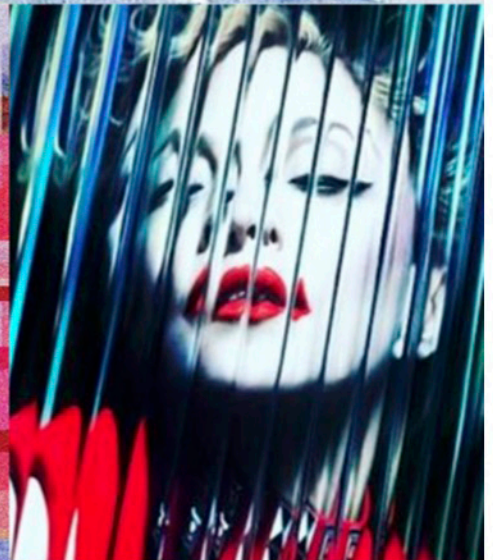
David Bowie / pinterest



Madonna / pinterest



David Bowie /ins:DAVIDBOWIE Madonna /ins:MADONNA_ART_VISION







MARKET - Italy

Marcobologna brand was established in Milan and it is currently under the period of primary development and promotion. For each season, designers bring us various Italy style under different theme backgrounds. So it can't be too appropriate to locate the market positioning in Italy. Though many multibrands are now selling the products of marcobologna all over the world, it is sure for marcobologna to establish monobrand with the increasing awareness. The first selection must be Milan, and later it may open the market from the la rinascentes in other Italian cities. Preliminarily select Florence and Rome as suitable choices.

The first batch of stores: Lombardia centered with Milan

The second batch of stores: Toscana started with Florence

The third batch of stores: Southern area centered with Naples

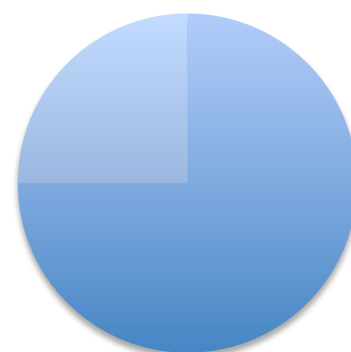
Primary target cities: Milan, Florence, Rome and Naples

Later period: boost into each city in Italy

PRICE

Price range: €150-2000

For this series, the price will be lowered than previous years, and the price arrangement is also readjusted. It will be divided into two parts for selling, one is ready to wear and the other one is special style. The prices of these two parts are listed in the following. The intention is to set corresponding price according to different customer requirements.



■ ready-to-wear ■ special style

The products of Ready To Wear emphasizes patterns and style practicability while special style pays attention to modern hand-craft with lots of embroidery and jewelries.

Ready-to-wear	Special style
75%	25%

The price of ready-to-wear

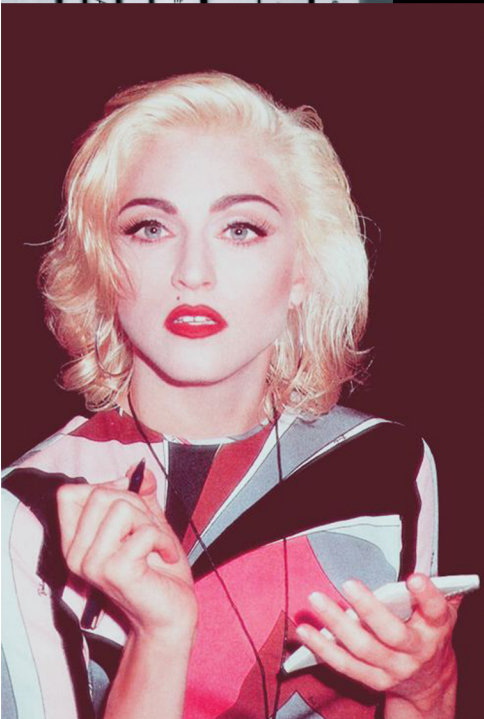
Coat	€600-1200	Jacket	€400-700
Dress SS	€200-300	Dress AW	€400-600
Top	€180-300	Sweater	€200-400
Trousers	€150-300	Suit	€600-1200

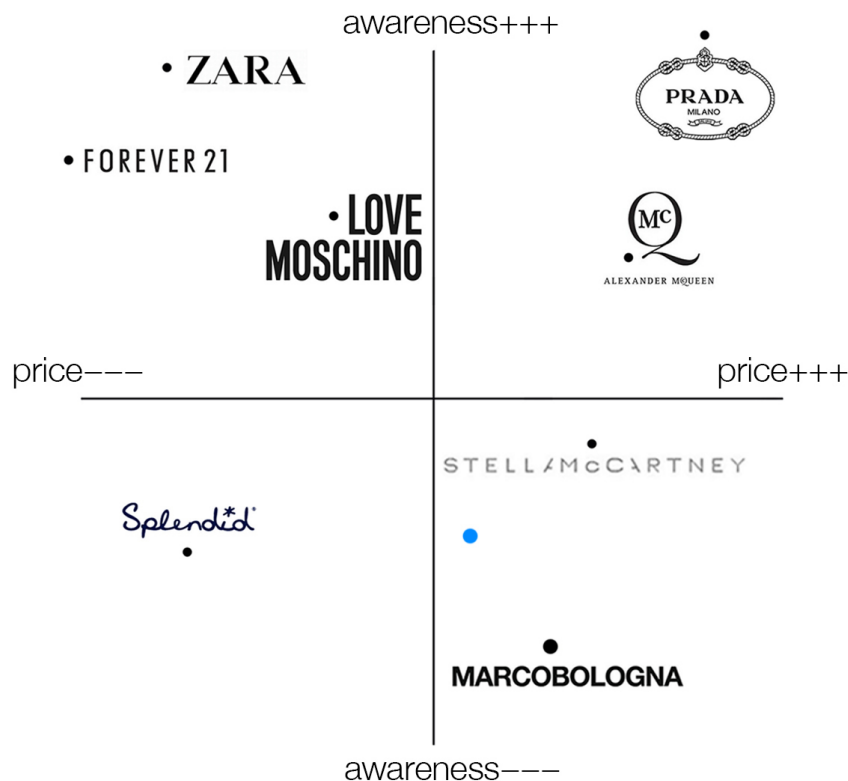
The price of special style

Coat	€1200-2000	Jacket	€900-1600
Dress SS	€500-800	Dress AW	€800-1500
Trousers	€800-1500	Suit	€1200-2000

TARGET

Age	26-40
Gender	Woman
Country	Italy
Marital status	Unmarried
Work	Business woman
Personality	independent/confident/successful/attractive/sexy/have good taste of art and fashion
Attitude & behaviour	They love fashion, like reading and shopping. In the spare time, they love to go to the museum and the exhibition about design and art. At night, they may watch the film and listen to pop music or rock music. Sometimes go to concerts and discos.





NEW POSITION

The positioning of this series is shown in the following. Apart from the hierarchical processing of price, it also slightly lowered parts of the price. According to the sales of previous years, there is a little mess in bid price which shows no specific rules among different categories. Meanwhile, the cost performance is not very high and the brand competition power against same-priced brands is also relatively weak because of low awareness. Customers usually select brands with higher awareness and quality under same prices. Therefore new pricing will be made by organizing and adjusting this time. And for awareness, the cooperation with famous stars will be continued to enhance cooperation frequency and to boost promotion process.

THE SWOT ANALYSIS

STRENGTHS

- This collection takes special cutting, breaking and restructuring of patterns as a creation based on the previous Marcobologna to abstract elements, which is a new breakthrough for marcobologna.
- The practicability of style is very strong. It's easier to wear with many one pieces and relieve women from the pressure of hot summer.

WEAKNESSES

- The color is monotonous without too many selections in colors
- The products of this collection are not easy to match with single items of other brands because of the concentrated and strong-colored patterns.
- The business scale is still small with weak competition power and low awareness, as well as its market share.

OPPORTUNITIES

- This collection is not similar with previous marcobologna. The past styles easy to wear are kept while the patterns are changed into abstract and modern ones, which will definitely attract new customers and bring more options and experience to old customers.
- Some adjustments are made in pricing. Reasonable clothes price will be attractive for the old customers who like marcobologna but used to give up purchasement because of high price.
- Under the condition of reasonable price and strong practicality, improve the cost performance will bring more customers.

THREATS

- This collection has made large change in traditional marcobologna style without using classical jewelries and too much trimming and manipulation, which may lose some old customers.
- Some styles are too body-fitted, requiring too much for woman stature which may lead some customers who are not well-built to give up buying.
- General jewelry elements used in traditional marcobologna are not adopted in this collection, so the luxury sense may be affected.

CONCLUSION

Marcobologna is a newly-emerging and young brand. It keeps trying and exploring in last several seasons and has got gradual improvement. For the previous collections of marcobologna, its brand style is vague and the product quality is not stable, including disordered price arrangement. According to the actual situation of market survey, the sales amount of marcobologna is negative. It usually appears in multibrand stores and is displayed with many famous brands, which causes bad effects to its competition power because of low awareness. That is also the reason for this collection to improve the product maturity and devote to establishing brand status and awareness gradually.

In terms of product, this collection enhanced the quality of shell fabric, wiped out flimsy chiffon fabric used to be popular in spring and summer and selected high-class blended fabrics with high breathability to improve the quality.

In terms of style, it removed some trivial accessories and promoted one-piece dresses and suits for easier wearing and bringing customers comfortable and light-burden feelings in scorching summer. In order to meet the special requirements for whole style of some customers, this collection pushed out some shoes, gloves and a few accessories to match with.

In the respect of price, marcobologna has irregular pricing without rules to follow. In this collection, it made arrangement and adjustment for product pricing. There are reasonable prices for different types, and this collection has divided products into two parts this time, one is "ready to wear" and the other one is special style. "Ready to wear" is more suitable for normal customers in pricing while special style has delicate manipulation with unique design sense to supply for customers who have higher requirements.

Marcobologna is taking station in multibrand and Internet sales as its main marketing channel. It has less advantages to compete with many well-known brands which have stronger cost performance and same price in multibrand. The sales amount on the Internet is not pleasant enough even with many common discounts. In one side, the awareness is relatively low. On the other side, it has no independent stores. As this collection appears on the market, the monobrand of marcobologna will show in Milan as well, which will increase its brand identity and assist its improvement in brand popularity and status. After gaining primary success, the plans of entering into the *la rinascentes* in some Italian cities will be launched, choosing Florence, Rome, Naples and others for the first step.

In terms of virtual store, marcobologna can establish its own online sales website besides keeping original marketing channels. On the one hand, it can provide convenience for old customers and improve its brand identity on the other hand. Meanwhile, it can make some website advertisements on vogues or other popular fashion websites, combined with online sales websites for its own customers to be attracted, find, learn and buy marcobologna products naturally.

This collection also means a new breakthrough for marcobologna which can bring more new customers while having risks of losing old customers at the same time. On the BCG map, marcobologna is now located in “question mark” position. However, after putting this collection onto the market with improving product quality, adjusting product prices and setting up physical stores, it can be developed into “star” and finally struggle for the terminal target of “cow” with constantly increasing brand awareness and market share.

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