

Warby Parker: Vision of a "Good" Fashion Brand



Warby Parker: Vision of a "Good" Fashion Brand



Inspiration



- Industry was ripe for disruption (Little Innovation)
- No online presence
- Expensive

The best brand portfolio in the industry

House brands	Ray-Ban	Oakley	Arnette	K&L	Luxottica
	Persol	Revo	Sferoflex	Vogue	Oliver Peoples
	Mosley Tribes	ESS			
License brands	Anne Klein	Bulgari	Burberry	Dolce & Gabbana	Chanel
	Dolce & Gabbana	D&G	Donna Karan	DKNY	Prada
	Miu Miu	Paul Smith	Polo	Prada	Ralph Lauren
	Ralph	Salvatore Ferragamo	Tiffany & Co.		
	Versace	Coach			

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The best brand portfolio in the industry

House brands



GENUINE SINCE 1937



arnette



LUXOTTICA[®]



Sferoflex

VOGUE[®]
EYEWEAR

OLIVER PEOPLES

MOSLEY TRIBES



License brands

ANNE KLEIN
NEW YORK

BVLGARI

BURBERRY
ESTABLISHED 1856



CHANEL

DOLCE & GABBANA

D&G

DONNA KARAN
EYEWEAR

DKNY
DONNA KARAN NEW YORK



Miu Miu

Paul Smith
SPECTACLES

POLO
OLIVER PEOPLES

PRADA

RALPH LAUREN
Optical

RALPH
RALPH LAUREN EYEWEAR

Salvatore Ferragamo
EYEWEAR

STELLA MCCARTNEY

TIFFANY & CO.

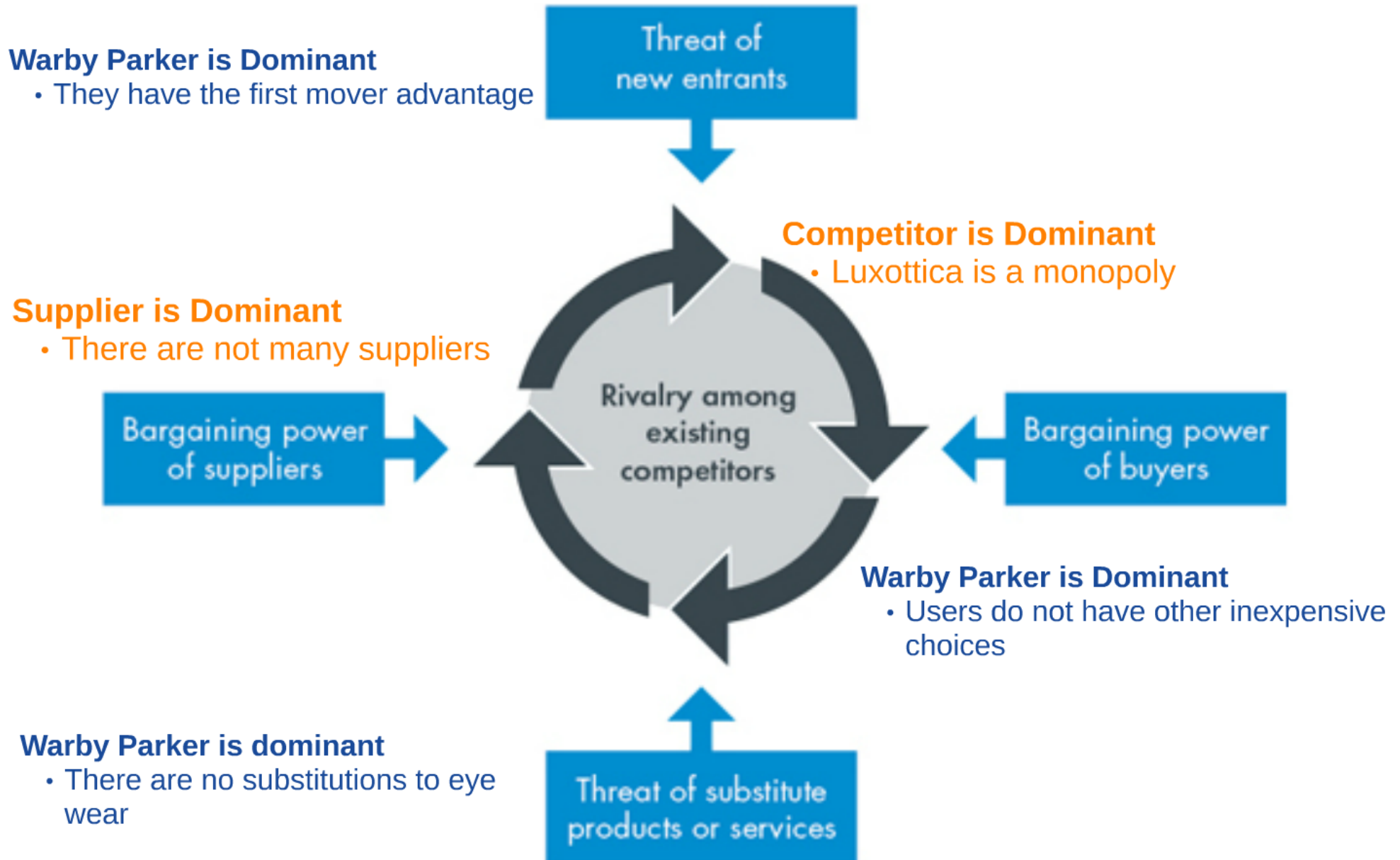


VERSACE

COACH
(1)

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Porter's 5 Forces Model



Recommendations

- Expand into children's market
- Marketing towards the older generation
- Boost the number of stores, to increase sales and brand awareness
- Follow up on the donated glasses to customers
- Add more variety
- They can incorporate different forms of donation (education, food, clothing etc)



NEWS

Additional Research

- Opening stores worldwide
- Expanding products - Recently launched a book named as "50 Ways to Lose Your Glasses"
- Point-of-sale (POS) industry - building its own POS system, no need of PayPal, Square etc.
- Warby Parker's Spring 2016 Collection Is Inspired by the Circus



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Chapter Questions

1) What environmental trends and business trends are working both for and against Warby Parker?

- Environmental and business trends
 - Expensive eyewear (near monopoly)
 - Helps because WP came up with a cheaper alternative
 - Against because there is no status without brand names
 - Social cause emphasis
 - Leaning towards charity and volunteering

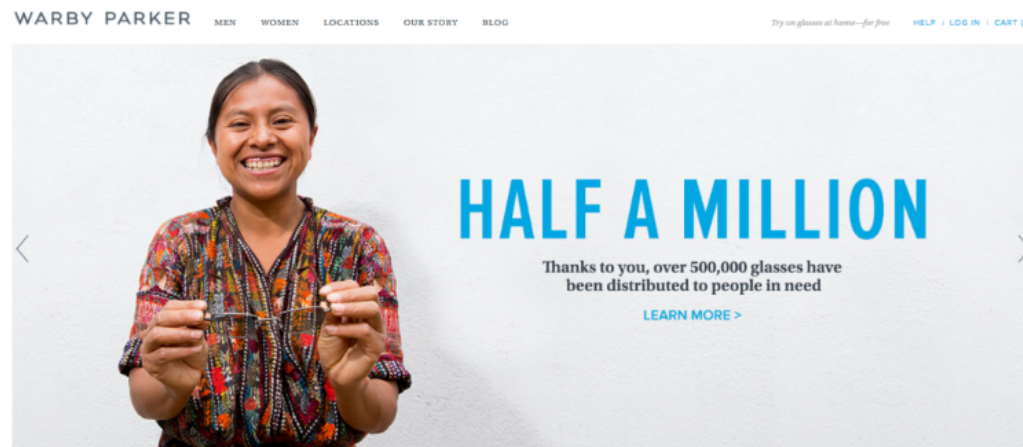


2) How has Warby Parker's social mission contributed to the firm's success?

- People like to feel like they are doing good but like when they get something out of it too
- Needed for daily life
 - With two comparable products many may choose the company who donates
- Article "Warby Parker proves that customers don't have to care about your social mission"
 - Goes against previous point in a way but...
 - Attracts employees leading to success and a viable company
 - Gives founders a reason to get out of bed

3) What are some reasons that would support a decision by Warby Parker to expand into products beyond glasses?

- Social cause
 - 80% of Americans are willing to switch brands for a social cause
- Brand Image
 - They already developed a brand image in the market so they have a bright chance to expand to products beyond glasses



4) What are some reasons that would support a decision by Warby Parker to not expand to products beyond glasses?

- They chose this industry to disrupt Luxottica because of the extremely high product price. They should stick with it