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Title: Moncler Project  
 Unit: Fashion-MKT MGT  
 Course/Module: 2  
 (MA Fashion and Luxury Brand Management)

Institute: Metzingen (London Campus)  
 Academic Year: 2019/2020  
 Date: 05 December 2019

**Outline**

- UK activewear and smart jewellery market
- Recommended Marketing Strategy
- Marketing mix strategy
  - Product and price
  - Promotion
  - Online retail and merchandising
  - Offline retail and merchandising
- Conclusion

**UK ACTIVEWEAR & JEWELLERY MARKET**



Source: Statista (2019)

**MONCLER MARKETING STRATEGY**

**MISSION:** Increase sales and market share in the UK activewear and smart jewellery market by offering high-quality products, effective marketing strategies, customer loyalty and high-quality customer service and digital marketing.

**VISION:** To become the leading activewear and smart jewellery brand in the UK market by offering high-quality products, effective marketing strategies, customer loyalty and high-quality customer service and digital marketing.

**STRATEGIC OBJECTIVES:** Increase sales and market share in the UK activewear and smart jewellery market by offering high-quality products, effective marketing strategies, customer loyalty and high-quality customer service and digital marketing.

**KEY STRATEGIES:** Increase sales and market share in the UK activewear and smart jewellery market by offering high-quality products, effective marketing strategies, customer loyalty and high-quality customer service and digital marketing.



**MARKETING MIX STRATEGY**

**Conclusion:**

- The strategy discussed aims to reposition Moncler as an aspirational and contemporary lifestyle brand with activewear and wearable technology products, appealing to current and potential customers such as females aged 15 to 20 years old.
- Moncler must take a leader-position when it comes to innovation, sustainability and brand engagement.

**Product & Price**

| Product             | Price     |
|---------------------|-----------|
| WOMEN'S T-SHIRT     | £150-£200 |
| WOMEN'S JEWELLERY   | £100-£150 |
| WOMEN'S SNEAKERS    | £150-£200 |
| WOMEN'S DRESS       | £100-£150 |
| WOMEN'S COAT        | £150-£200 |
| WOMEN'S JACKET      | £100-£150 |
| WOMEN'S SKIRT       | £100-£150 |
| WOMEN'S PANTS       | £100-£150 |
| WOMEN'S SHOES       | £100-£150 |
| WOMEN'S BAGS        | £100-£150 |
| WOMEN'S ACCESSORIES | £100-£150 |

**Promotion**

Offline promotion: BAZAAR VOGUE, MONCLER BAZAAR VOGUE

Digital promotion: Facebook, Twitter, YouTube, Instagram, Snapchat, LinkedIn

Objectives: Increase sales and market share in the UK activewear and smart jewellery market by offering high-quality products, effective marketing strategies, customer loyalty and high-quality customer service and digital marketing.

**ONLINE RETAIL STRATEGY**

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Visual Merchandising: Increase sales and market share in the UK activewear and smart jewellery market by offering high-quality products, effective marketing strategies, customer loyalty and high-quality customer service and digital marketing.

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Title: Moncler Project  
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 Class number: 2  
 (MA Fashion and Luxury Brand Management)

Istituto Marangoni (London Campus)  
 Academic Year: 2015/2016  
 Date: 01 December 2015

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**UK ACTIVEWEAR & JEWELLERY MARKET**



Source: Euromonitor Intelligence

**MONCLER MARKETING STRATEGY**

**MISSION:** To reposition Moncler as an aspirational and contemporary lifestyle brand with activewear and wearable technology products by appealing to current and potential customers such as females aged 15 to 20 years old.

**GOALS:** To reposition Moncler as an aspirational and contemporary lifestyle brand with activewear and wearable technology products by appealing to current and potential customers such as females aged 15 to 20 years old.

**MARKETING MIX STRATEGY:**

- Reposition Moncler as an aspirational and contemporary lifestyle brand with activewear and wearable technology products by appealing to current and potential customers such as females aged 15 to 20 years old.
- The strategy discussed aims to reposition Moncler as an aspirational and contemporary lifestyle brand with activewear and wearable technology products, appealing to current and potential customers such as females aged 15 to 20 years old.
- Moncler must take a leader-position when it comes to innovation, sustainability and brand engagement.



**MARKETING MIX STRATEGY**

**Conclusion:**

- The strategy discussed aims to reposition Moncler as an aspirational and contemporary lifestyle brand with activewear and wearable technology products, appealing to current and potential customers such as females aged 15 to 20 years old.
- Moncler must take a leader-position when it comes to innovation, sustainability and brand engagement.

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**MONCLER<sup>®</sup>**

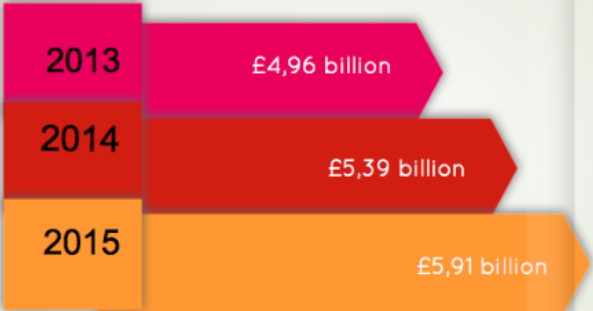


## *Outline*

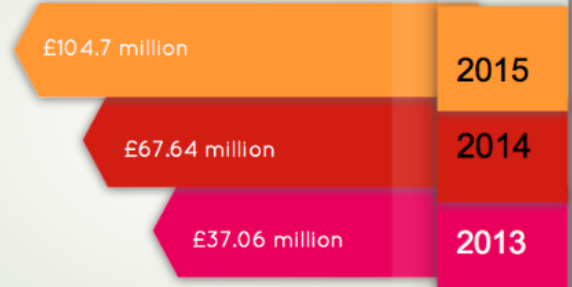
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# UK ACTIVEWEAR & JEWELLERY MARKET

Activewear sales revenue in UK



Wearable technology sales revenue in UK



Source: Key Note  
\*Forecasted

# MONCLER MARKETING STRATEGY

## MISSION:

To create an aspirational and contemporary, lifestyle brand that provides high quality products by offering smart jewellery and stylish activewear to cool females aged between 15 and 20 (generation Z) who are digitally connected.

## OBJECTIVES

To reposition Moncler as an aspirational lifestyle brand with leading technological and fashionable activewear products.  
To launch Miss Moncler Capsule Activewear Collection.  
To launch Moncler Smart by Miss Moncler jewellery.

## TARGET MARKET

Female aged between 15-20

## POSITIONING STRATEGY

- Aspirational lifestyle
- Innovative personality: daring, up-to-date, spirited.



# ***MARKETING MIX STRATEGY***

# Product & Price

## Product

MISS MONCLER  
ACTIVEWEAR



£38



£42



£52



£52



£98



£98

MISS MONCLER  
SMART JEWELLERY



£345-£390



£445-£490



£545-£590

## Price

MISS MONCLER  
ACTIVEWEAR



SKIMMING ££

- Recycled material
- Laser cut technique

MISS MONCLER  
SMART JEWELLERY



PREMIUM £££

- High Quality
- Wearable Technology