

EXERCISE I EILEEN FISHER: Repositioning the Brand

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Question I

2

How is the Eileen Fisher brand story embodied in its products, stores, employees, and marketing and advertising?

✓ products

five design values: Simple. Sensual. Beautiful. Timeless. Functional. These enduring values form the foundation of Brand aesthetics and become creative anchors, laying the foundation of brand heritage.

✓ advertising

The brand's ads often feature real women. When models are photographed, the brand takes great care to present them as they really are, rather than overpainting them. Models often wear little makeup and flat shoes, reflecting Fisher's personal style and feminist philosophy

✓ marketing

A commitment to social good guides company decision-making in the supply chain, including a clear focus on business practices that are absolutely respectful of human rights. In addition, the brand advocates a sustainable production process. They also use environmentally friendly materials



Question I

3

How is the Eileen Fisher brand story embodied in its products, stores, employees, and marketing and advertising?

✓ employees

The company sponsors programs that support growth and well-being. Nurture the mind, body, The company supports flexible work arrangements and offers \$1,000 a year for health-related activities such as gym memberships, cooking classes, and dance classes. On-site yoga and massage services. and spirit to maintain a balance between work and family life

✓ stores

Instead of hiring experienced salespeople, the company hires writers and artists to represent the brand's customers. Fisher believes that salespeople should not sell, but should promote the consumer's shopping experience and provide guidance and support





Question 2

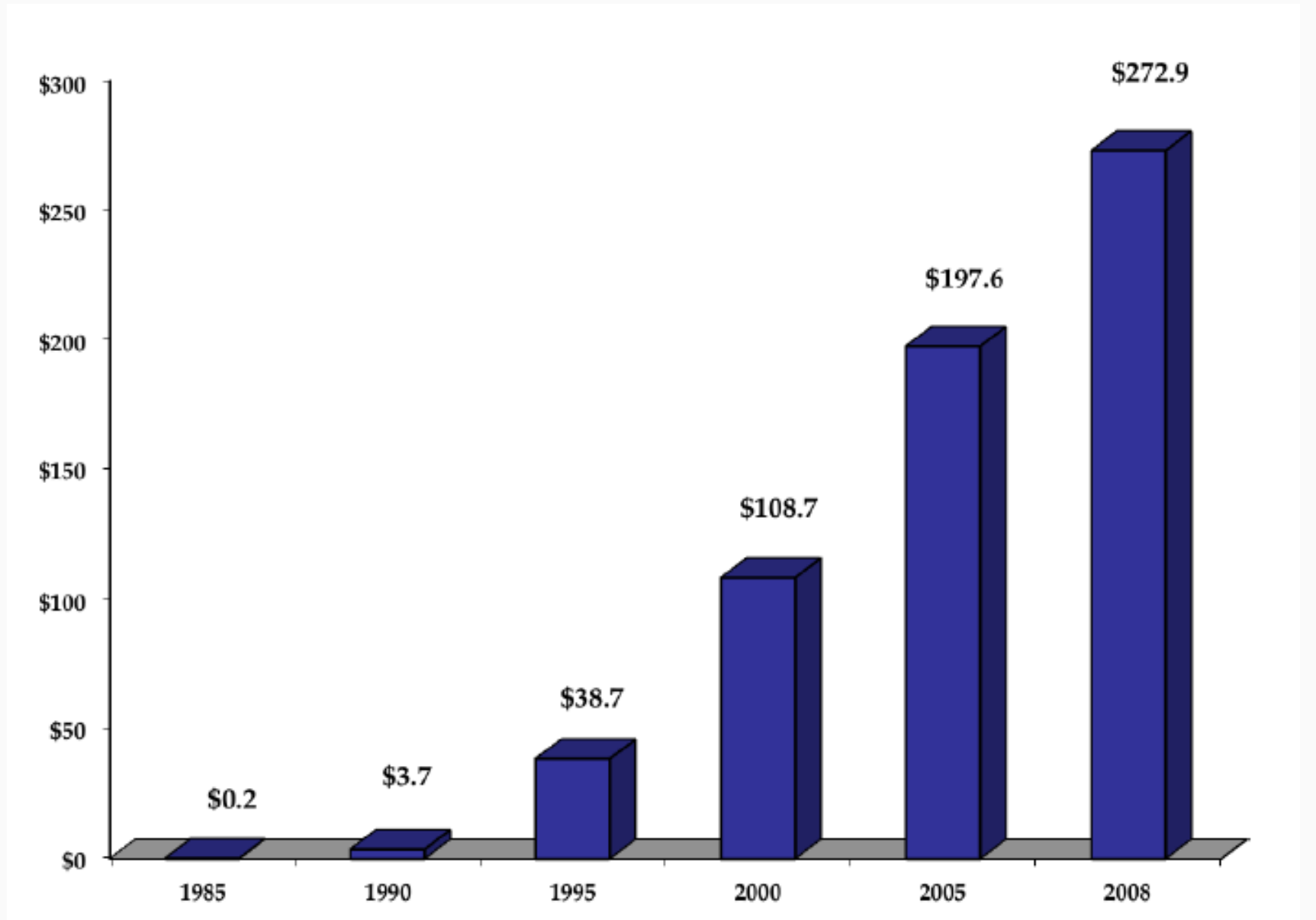
How strong is the brand story?
What are the core brand associations and
meaning narratives associated with the brand?

It's one of the advantages of Eileen Fisher that
products don't change much from year to year," says
Eileen Fischer, whose core clientele is women in
their 30s and 40s who balance their careers with
their families

Question 3

How healthy is the Eileen Fisher brand at the time of the case? How do you know?

2009, Eileen Fisher runs 50 company-owned retail stores in 16 states, accounting for 25% of her retail sales. Meanwhile, And online retailing. Consumers'strong loyalty to the brand helped drive 17 percent of hits and 52 percent of hits, well above the national average.



EILEEN FISHER Total Sales Growth (in \$ millions)

Source: Company documents

5 Question 4

Should Eileen Fisher reposition its brand to target the emerging and/or the nascent segments? What are the pros and cons of repositioning the brand to appeal to each target?

It's time to rebrand and target new markets.

The brand no longer appeals to women in their 30s and 40s who are seeking a balance between career and family. Eileen Fischer's core customers have been loyal customers for decades, and these women are now in their sixty. The brand needs to be inclusive to inspire generations of women to want to belong to the same brand.

- Advantage: Stable customer base
- Disadvantages: The concept of stereotype.
The target group is vague



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Question 5

1. Should Eileen Fisher change its existing brand to appeal to emerging women? To nascent women? Why or why not?

- It should change. To extend the brand's life, not just for a generation. Should serve the old customers on the basis of stable target customer groups, the development of new customers in the future.
- Brands are beginning to emphasize the relationship between more body-conscious products and core shapes. The series of photos were taken in a new artistic direction, and accessories were developed around the beauty products. Enrich the product line.
- Fisher thinks these changes are evolutionary, not revolutionary. There's not much difference in the nature of clothing. The difference is the way the brand presents the clothes. Customers can add new products to their old products, and they can feel modern. It's very exciting.

Question 5

2. Should Eileen Fisher retrench and continue to exclusively target the established women? Why or why not?

Not recommended.

The Thread Project, Eileen Fisher: New York's New high-end line is aimed at women who are trying to make a name for themselves, but it conflicts with The whole EF concept. And it still ended in failure.

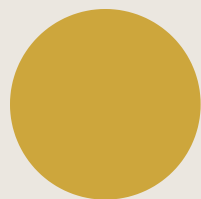




Question 6

Has Eileen Fisher stayed true to its brand, or has it strayed too far? What do you think will happen to the value of the brand in the future?

- I think Eileen Fisher is trying to go further while staying true to her brand. Her core clientele will always be 30-40. Although each generation of this age group has a different perspective from the previous generation, people of this age group share common social responsibilities and similar social experiences. By grasping these subtle differences, EF has been loyal to its brand in general.
- Across three different customer groups, the Eileen Fisher brand should in general favor younger people between 20 and 30, because with the impact of social trends, gen Z and Millennium are part of a generation of young people who are increasingly making up a large part of the clothing market. This has prompted more and more brands to adapt to the trend, active or passive production of young products.



Thank You

