

Free People Company Analysis

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Blog Post 1: Individual Brand Brief

The company that we are focusing on here is “Free People.” The company is oriented on clothing and lifestyle products and is one of the biggest retail companies (Placeholder1.) Free people focus on the latest fashion trends for women with respect to art, fashion, entertainment and music. The brand line extension for free people is huge as they are offering products such as accessories, clothes, beauty products, lounge as well as outerwear and intimates.

Since women are the shining stars in the fashion industry, so, free people target young women who love to wear trendy clothes and follow the latest fashion lines. There are a lot of brands that target the market for both men and women. But, the interesting thing about Free People is they are targeting young women who are crazy and passionate about fashion trends (Placeholder1). Another catchy thing about Free People is they are targeting people through the FP community, which illustrates the Free People community. Hence, the vision of Free People is to target females who are small, creative, confident and comfortable in all eras of life.

In the market, a free-person company comes among the top 100 retail companies. Hence, competition is very strong. Direct competitors of Free People company are Zara, Nasty Gal, forever21 and H&M. (Placeholder1). The competition is very strong in the market as women are easily switchable towards other brands. As a result, free people company is struggling towards something new and creative that is always on the top of the eye.

Blog Post 2: Trend Relevant Images And Analysis

Free people consist of interesting trendy apparel that are always likable by women. Also, they love to wear them and represent the famous brand. The images will illustrate some of the shots by free people trends, which are amazing.

On the referencing of these above images, the free company can entertain women with eye catchy colors and the latest design oriented apparel. Also, they are targeting women whose ages range from 25 to 30 years. You can illustrate by this age segment of women that in this age, women are more oriented and mature towards their choices and fashion. (Placeholder1) Free people are giving free choice to women to opt for their trendy apparel and other beauty-oriented products that are always likable by various people. Women that are more passionate, innovative, fashion oriented must adopt free people company products in order to get valuable items. Free People is targeting a market niche of women and struggling to become the most favorable brand for women. The company is creating an

image and positioning among the minds of women so that they can make easy and interesting choices in their lives. (Placeholder1)The struggles of the company always end up with trendy clothes that are loveable by women. Various women love to wear their company clothes and always feel confident and socially fightable. The above images are clear pictures of fashion-oriented products by free people. Choices can be made easy for women who opt and select free people company.

Blog Post 3: Chosen Brand Consumer And Brand Profiles

Free People Company is also considered to be globally a part of URBN. This company targets girls who are falling at the age of 25 or more. One of the segmentation characteristics is that free people are targeting women whose income range is high. (Placeholder1) Women feel love to engage in many activities in their lives. Also, they are passionate about fashion and adopting new lifestyles. Free People is exactly targeting those segments of women who love to travel, explore new things and wear something new that is always on the top recall mind. Women who love Donovan are targeted by the Free People company.

There are a lot of options for women to select their designs according to their desire. Free People Company gives free and large space to women and selects the apparel and other products. As a result, women can easily select the product according to their desire. Products offered by the company include dresses, shoes, jackets, outerwear, jewels and other gifts. (Placeholder1) Products are offered in various styles and designs that are loveable by passionate and innovative women. Hence, the products are purely branded and defect-free. The needs wants, and desires of thousands of women are fulfilled when they choose free people brands in their lives. The age group of women ranging from 25 to 30 years finds something new and creative. Free People company is giving them choices by providing a huge platform for various products.

Blog Post 4: Colour Analysis

Colors are an interesting factor in clothing. Free People company opted for trendy colors consisting of WGSN and Premiere Vision, giving a multiple colors strategy. (Placeholder1)Women select clothes on an easy basis with this color strategy. As a result, their desire and needs are fulfilled through it. (Placeholder1)There are many kinds of colors in clothing products, such as black, red, white, orange, green, blue, skin, yellow and pink. The retailer uses colors that are attractive to women and, according to trends.

The above-mentioned image illustrates the color chart and the different feelings associated with it. Hence, women can easily select their desired colors by freeing people's clothes. The demand for colors such as white, blue, black, red, green, pink, mustard, brown, peach, off-white and orange has increased and is more askable by women (Placeholder1). Also, grey, purple and dark brown can also

be taken into account. Mixtures of colors can also be formed through WGSN and Premiere, which target young women. These colors can be implemented in tees, shirts, frocks, jackets and shoes. Choices and trends can change according to trends, and free people companies can quickly adopt that trend in order to become market competitive and gain a high market share. Women can select their favorite colors and opt in their daily lives. In this way, they feel confident, glamorous and amazing in their life. Free people are always focusing on the vision to make women happy and trendy so that they can feel as beautiful as they can.

Blog 5: Textile Analysis

The Textile Analysis is an idea that demonstrates the waving techniques and is used by free people companies. It is a very interesting technique that determines the nature of the material to be used and the relative strength strategy. The above textile prints are unique and trendy and are used by free people companies.

In order to create of end and desired product, different kinds of fabric can be used by free people who are soft, unique and favorable. (Placeholder1) The textile procedure is made by different techniques and tools. As a result, the end product can be made. The company can deal with and tackle different kinds of fabric on a daily basis. Furthermore, waving techniques can be used in order to become easy the final product. (Placeholder1) The analysis of textiles by Free People company is very interesting, and the latest design can be oriented on it. As a result, more women started attracting and buying these designs from Free People Company. The company can completely analyze the nature and type of fabric and then put the design according to it. Hence, it's a very broad and unique process, as the final product is completely associated with it.

The en product through this design is artistic and creative. Thus, textile designs may be of floral prints, boxes, circles or squares that are combined to make an amazing fabric print. This process is monitored and looked at by various free people fabric makers who are very expert and professional in their field to generate outcomes.

Blog 6: Literature Research Methods And Review

Analysis Of Brand And Competitor:

Free people attract young women ages ranging from 25 to 30 years (JEMMA, 2014). Hence, a free person is a well-known brand as the company offers a wide range of products. These products include clothes, jackets, shoes, outerwear, accessories, beauty, FP movement and various dresses. Direct competitors of the brand are ZARA, H&M, Nasty Gal and forever2. These brands have having wider niche market and target males and females. Free people is feminism oriented brand that targets a certain group of women at a certain age level between 25 to 30 years. Free people are focusing on a

premium pricing strategy as the retailer demands a high pricing strategy for its brand. Hence, the chances of losing more customers are high due to the high pricing strategy (Toni, 2017). The disadvantage lies in the free people company can lose customers due to high prices. Competition can also beat in another area, which is known as international brand recognition. Direct competitors such as ZARA, H&M, Nasty Gal and forever21 have strong brand recognition. Free People is a brand which is having weak recognition across the globe. International brand recognition is an important tool that helps the positioning of the brand. If the brand is properly registered in the target consumer's mind, recognition can be sustained. But, if the poisoning is not created properly in the consumer's mind, in the case of a free people company, most of the people cannot recognize them. Thus, it is efficient for Free People company to do a strong brand recognition process in the minds of consumers so that the brand can achieve its target. One of the terms competitor advantage means that your brand is providing something unique as compared to another competitor in the market. Free People Company is lacking in this factor as they have a weak competitive advantage. (Emiller10, 2014)

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Forecasting Of Trends:

Trend forecasting is an important tool as it leads a company to achieve its goal in an efficient and effective manner. This can be done by forecasting previous and current situations and generating some outcomes through it. Through this analysis, the company can forecast the trend in the best way (ABBAS, 2013). Product lifecycle is one of the theories in trend forecasting. Hence, in PLC (product life cycle), we are in intention to create the stage at which specific fashion design is based so that we can easily forecast the future. Sales and the number of adopters are properly reviewed so that forecasting can be done. For instance, if sales are at the initial stage, then it is easy to forecast the sale on a future basis. From another perspective, if the adopters are falling under the masses, it is forecasted in this way that the industry can bear the downfall along with late adopters. Trickle theory approaches are also used in many ways within the industry of fashion. The theory illustrates that lower-class people copy the upper-class people's activities, lifestyle, consumptions etc. (AMADEO, 2018). When

we look at these things, like the trickle theory approach, we can see that the fashion industry can grow easily in this way. So, the trickle approach is well resource to forecast trends in the fashion industry.

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Market-Based Intelligence:

A free-person company is briskly gaining market share in the evolution of 2001. Hence, an evolution that is to be followed is under the urban outfitters to increase and create innovative things. (PETERSBURG, 2014) Free People is attracting women whose age group is between 25 to 30 years. Hence, due to targeting feminism, the brand is leading towards success in a smoother way. The experience of shopping with a free people company is always unique and interesting. Products are hand-dyed and hand-knit in a free-people company, which is always unique and interesting. The social media influence impacts high on people without any cost. Free People Company uses the online platform actively and provides information to people throughout the world. Free people bear inconsistencies with respect to brands in market intelligence. (Tomasik, 2014) There are a lot of websites where the poor connection between individual and brand is established. Free people are somewhat suffering from it. So, the recommendable strategy is to research targeted consumer needs and wants in order to achieve the goals and mission of the company.

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Macro Factors Analysis With Respect To Trends:

There are multiple extra factors that can affect the performance of the operation. Factors include psychological, social, governmental, and political (Meade, 1952). When we talk about sociological changes, free people company experiences the variations and attitudes of customers. Psychological factor illustrates how individuals participate in the activity regarding fashion trends. The global economy is the complete analysis of the economy throughout the globe. It is an important tool in forecasting, which is used by forecasters in many situations. Hence, it focuses on how the consumer behaves when they are entertained with fashion-oriented products. There always comes a point when the global economy matches our requirements. Political influence can affect trade and alliances. Other factors, including science, technology and unfocused events, can also influence the operations of a free people company. In the 19th century, the Industrial Revolution was hugely responsible for the extended production of the latest technologies. (Flannelly, 2017)

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Blog Post 7: Print, Silhouette And Design Detail Analysis

The process of Print, Silhouette and Design Detail Analysis by Free People company is processed uniquely in order to generate the final product that is according to the needs and wants of women. (Placeholder1) The printing process is an important consideration that is always likable by women. Customers have different choices and demands. Thus, free people find it difficult to differentiate the women's choices. Free People Company conducts a complete marketing research process that is according to the needs, wants and desires of women. Besides this, free people also adopt silhouettes in order to create the end and desirable product. Multiple silhouettes are created depending on the variety of products. (Placeholder1)The below image describes different silhouettes varying with different products that Free People company can opt for in order to generate the final product that is likable by women.

Free people use silhouettes to create jackets, shirts, frocks, skirts and many more things for women.

Hence, design analysis can be done through these silhouettes. In the absence of these silhouettes, it is difficult for free people to create products that are according to the desires of women. Hence, it's an important factor to take silhouettes and prints like other brands so that market completion can beat and according to the needs and desires of women. (Placeholder1)Free People Company always runs with the vision to meet the demands of certain targeted groups of women so that they can feel confident, desirable and glamorous. Hence, Print, Silhouette and Design Detail Analysis by free people are noticeable produce according to needs.

Blog Post 8: Recommendations

Many women can predict the brand according to their own understanding and desirability criteria. Hence, trends should be created in a unique manner so that goals and objectives can be met easily. Free People's production department must take trendy criteria as an important factor so that competition can be beaten and more women can opt to choose Free People company as their first choice. The needs and wants of customers must be properly identified so that they can properly match the criteria. Trends should be conducted through competitive marketing research methods, and furthermore, the product must be created. One of the recommendations is for the marketing department, whenever the trend is introduced, to try to test it in exhibitions, festivals and other clothing contests. So that proper results can be conducted in this way. One of the weak points of Free People companies is their competitors. In this way, promotional strategies must be introduced so that these weak points can be overcome. Brand awareness can attract more potential as well as targeted customers. Audiences must be properly engaged in these festivals so that proper trend analysis can be conducted. Other promotional strategies must also be introduced so that awareness can be created among women ranging from the age group 25 to 30 years. It will influence the other departments as well, which will lead to the efficiency and effectiveness of the free people company.

Blog Post 9: Team Evaluation And Personal Reflection

Efficiency Of Teamwork:

Free people's teamwork is remarkable, as they assign each individual a role according to their strengths and weaknesses. Thus, goals can be achieved easily though it. A free person uses Belbin's team role theory which is considered to be very useful in conducting their activities.

Personal Performance Evaluation:

When we talk about personal evaluation, my belief is that I perform according to the desired criteria.

Since my performance will directly infer the overall goal and vision. The creation of the best team makes me superb and confident so that I can perform well. I also intended to finish all my tasks before the deadline. As a result, I feel better and superlative in this regard.

Enrichment Of Skills And Ability:

Listening, communication, report writing, and teamwork were enriching through it. Every member of the team has different beliefs; I accommodate them and appreciate their beliefs. Also, my communication confidence can become more powerful through it. Analysis of different situations can be judged in this way.

Recommended Changes:

The first change I would like to make is the creation of the team. As the team was based on my friend relationships, I recommended creating a team based on strangers. Secondly, the approach of the report has to be altered. In this present scenario, the task was assigned to individuals, while I recommend the group-based task so that things can be conducted in the most precise way.