



FM422-705 Merchandising Strategies Spring 2021

Course Project Presentation:

FCUK

Team 4

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Financials

- FCUK is an extension of French Connection.
- FCUK is a small 5% of French Connection's total finances.
- French Connection has seen significant losses financially for the past three years. The priority is to increase popularity, sales, and profit in their extension project, being FCUK.
- By adding the new sustainable deadstock collection which includes sweatshirts, jackets, pants and tops, in fiscal 2021, FCUK will be able to improve sales growth by 6.0% or to achieve \$8.12 million of total sales.

The Main Competitors

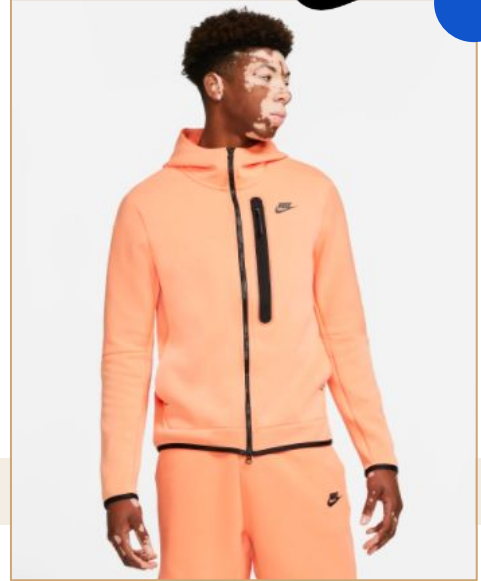
KITH



Champion



NIKE



Kith

KITH

Founded November 2011, NY by
Ronnie Fieg

[COLLECTIONS](#) [MENS](#) [WOMENS](#) [KIDS](#) [TREATS](#)

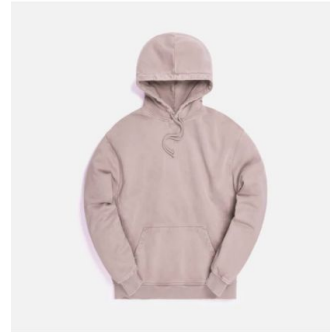
Stadium
\$165



Kith Williams III Hoodie
Navy
\$165

KITH

Light Heather Grey
\$165



Kith Williams III Hoodie
Quicksand
\$165

[CONTENT](#) [LOCATIONS](#) [SEARCH](#) [ACCOUNT](#) [BAG \(0\)](#)

Thunder
\$165



Kith Williams III Hoodie
Black
\$165

(An image of kith.com)

Target Market



- Women & Men 18-30
- Upper middle class
- Metropolitan areas and immediate surrounding areas
- Active, on the go lifestyle
- Creative occupation such as graphic design
- Enjoys concerts, exploring the city, going to museums and art exhibits

Product Line

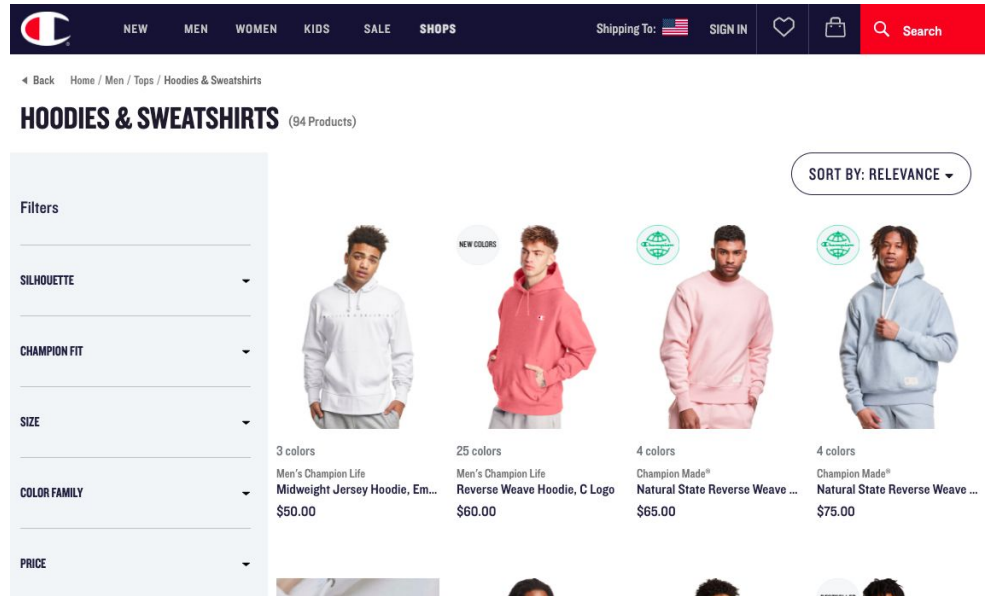


KITH

Champion



Founded 1919, Rochester, NY
by the Feinbloom Family



(An image of Champion.com)

Target Market



- Men and women ages 15-30
- Lower to upper middle class
- Quality & comfort driving buying factor
- Simple minimalistic aesthetic

Product Line

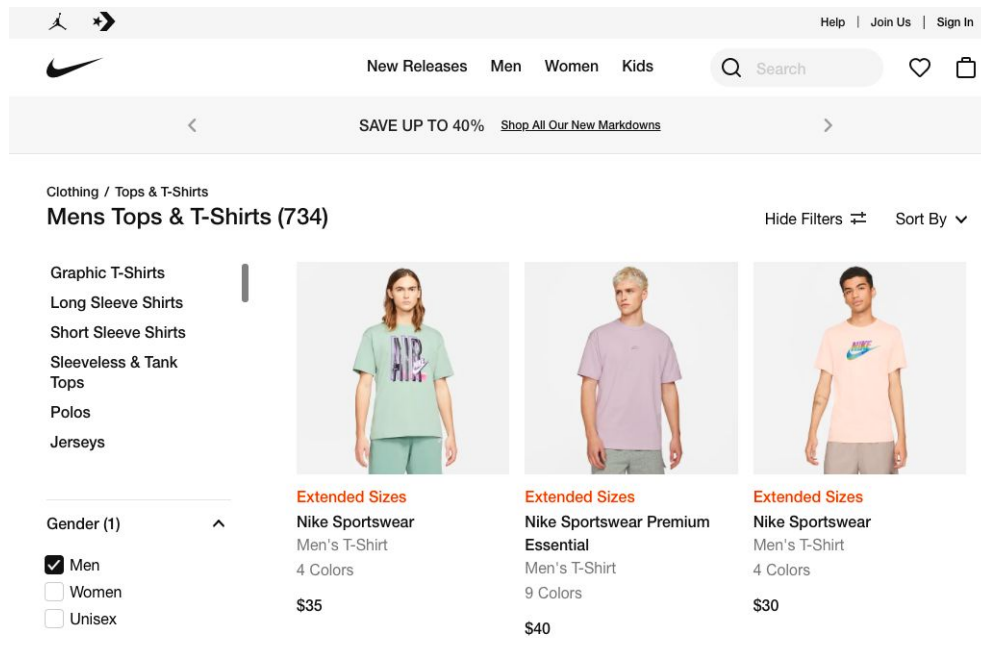


Champion

Nike



Founded January 1964, Eugene, OR



(An image of nike.com)

"Sustainable materials label"

Recycled nylon

Reduce carbon
emissions by up
to 50%



Sustainable cotton

100% certified
organic, recycled
cotton only

Recycled polyester

Lower carbon
emissions by up
to 30%

(An image from nike.com)

Sustainable Material - Nike Women's Tank Top



Women's Cropped Laced
Training Tank

\$50

Nike Dri-FIT

 Sustainable Materials



Select Size

Size Guide

XS (0-2)

S (4-6)

M (8-10)

L (12-14)

XL (16-18)

2XL (20-22)

Add to Bag

Favorite 

Product Details

- Tight fit for a body-hugging feel
- 76% polyester/24% spandex
- Machine wash
- Imported
- Shown: Purple Smoke/Clear
- Style: DA0362-531

(nike.com)

Target Market



- Women and men ages 15-45
- Lower to upper middle class
- Active lifestyle, valuing quality and comfort

Product Line



Brand Identity

- Men and women ages 18 - 30
- Middle to upper class
- Live in Metropolitan areas
- On the go lifestyle
- Creative occupation or hobby
- High school education or higher



Statement of Strategy

FCUK

**By adding the new sustainable
deadstock collection,
(sweatshirts, jackets, pants and tops)**

**In fiscal 2021, FCUK will be able to
increase sales growth by **6.0%** or to
achieve **\$8.12 million (in USD)**.**

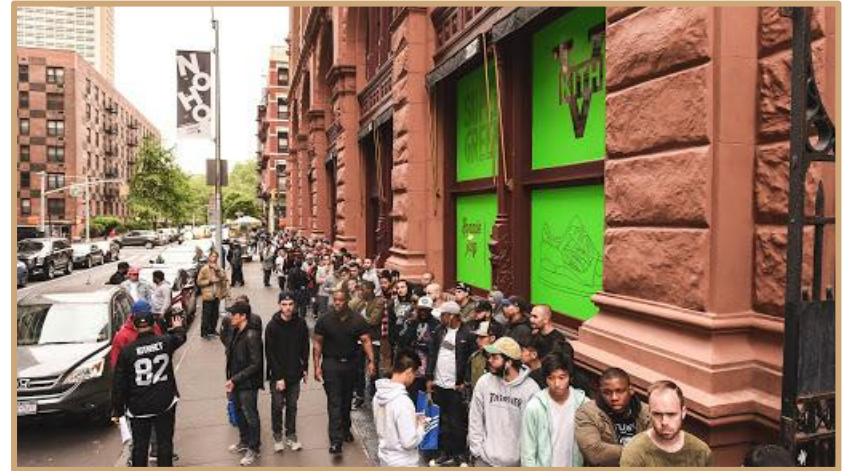
Optimal Social Media Channels

- Expand marketing efforts to platforms most popular with younger generations, specifically Gen Z and young Millennials
- Campaigns on TikTok and Instagram have proven most effective amongst this key age demographic, with 66% of its users being under the age of 30
- Generation Z loves the full immersive experience. That's why they don't sit at home watching traditional broadcast TV – it's too much of a passive experience. Generation Z far prefers to be involved.



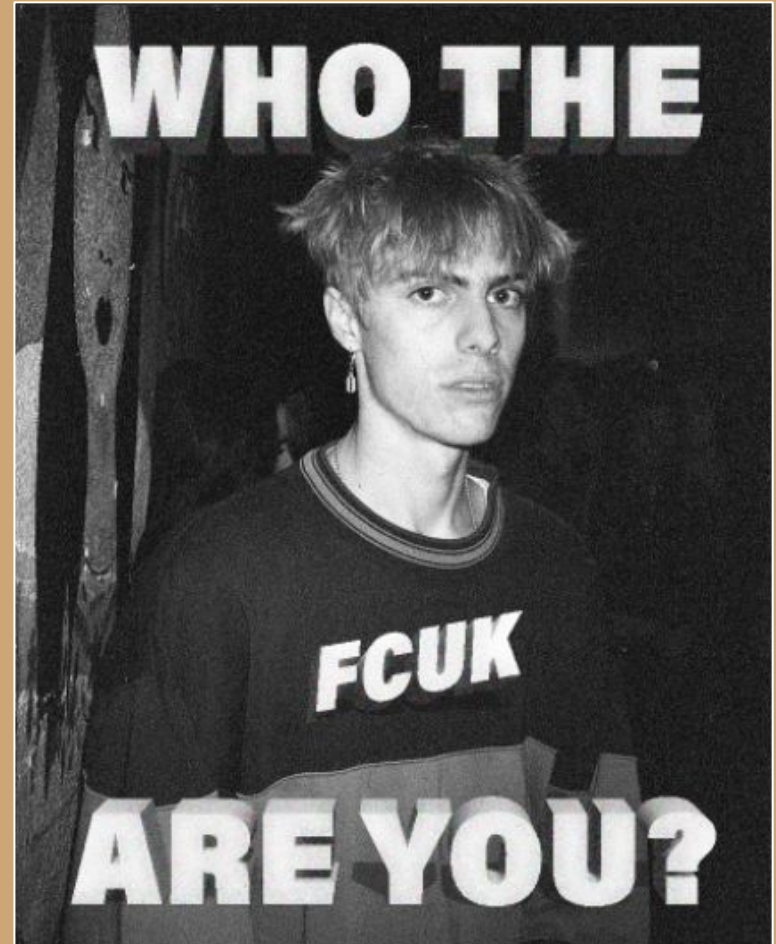
Limited Product Releases

- Consumers today want unique and individualistic products that set them apart from the rest
- Brands such as Kith have capitalized this by offering limited merchandise drops to build hype and keep customers interested
- By designating a certain day of the month, the brand would build consistency by allowing customers to anticipate new releases

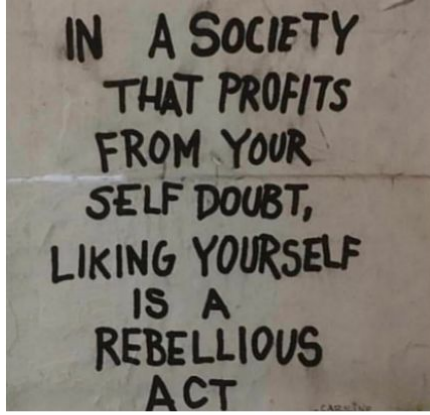


Product Launch Campaign: “WHO THE FCUK ARE YOU”

- This campaign is based off of the slogan, “Who the fcuk are you?”
- With this campaign, we want to encourage people to show the world who the FCUK they are by expressing themselves through these unique releases.
- We want to partner with growing creatives who can express their individuality through the FCUK brand
 - Some prospects include Evan Mock, Nico Hiraga, Shahd Batal, dredre, Ryder Mclaughlin, Tatiana Ringsby, Moya Mawhinney, Noel Sigua, etc.

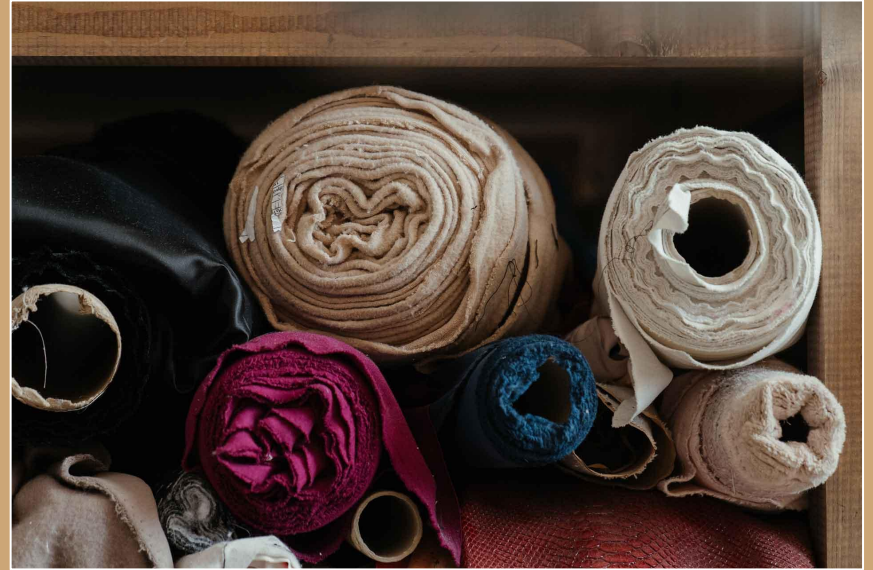


Mood Board



First Product Drop: Deadstock

- The first limited collection will be exclusively made with deadstock fabrics
- Deadstock fabrics are leftover fabrics from brands/ designers with no intention for future use
- By using deadstock fabrics, FCUK would be able to keep these materials out of landfills and instead create new products from their remnants
- This will not only upcycle vintage fabrics and kickstart the brand's sustainable initiatives, but it will also create a new and unique collection that combines vintage and new aspects



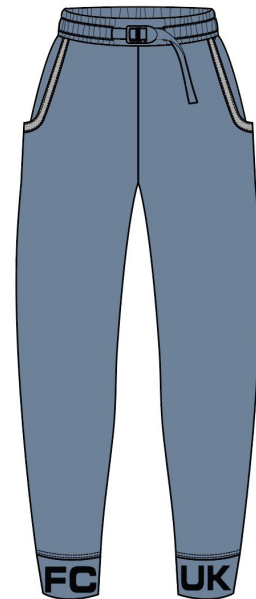
Product Designs



(Front)

(Back)

Jacket Mockup



Top and Sweatpants Mockup

Numerical goals

CURRENT STANDINGS

Casual Wear				
Classification	KITH	Champion	Nike	FCUK
Hoodies & Sweatshirts	28%	35%	16%	25%
Joggers	17%	30%	17%	14%
Shorts	15%	15%	20%	27%
Jackets	15%	5%	12%	7%
T-shirts	25%	15%	35%	27%
Total Casual Wear	100%	100%	100%	100%

Total FCUK jacket sales \$ 0.53m = 7%
 FCUK “everything else” sales \$7.13m = 93%
 Total FCUK Sales \$7.66m = 100%

Total FCUK jacket sales \$ x = 15%
 FCUK “everything else” sales \$7.13m = 85%
 Total FCUK Sales \$ y = 100%

$$\frac{\$7.13m}{\$y} = \frac{.85}{1.00}$$

Therefore, y = \$8.39m

x: \$8.39m – \$7.66m = \$0.73m



$$\$8.39m - \$7.66m = \$0.73m$$

$$\$0.73m / \$7.66m = 9.5\% > 6.0\%$$

Sales Channels

Current Sales Channels

1. FCUK.COM
2. PACSUN
3. NORDSTROM ONLINE
4. MACY'S (In-store & Online)
5. ASOS

Potential Sales Channels

1. Make Instagram Shopping available on FCUK official Instagram account.
2. Pop up stores with each marketing campaign, carrying limited design and stock.

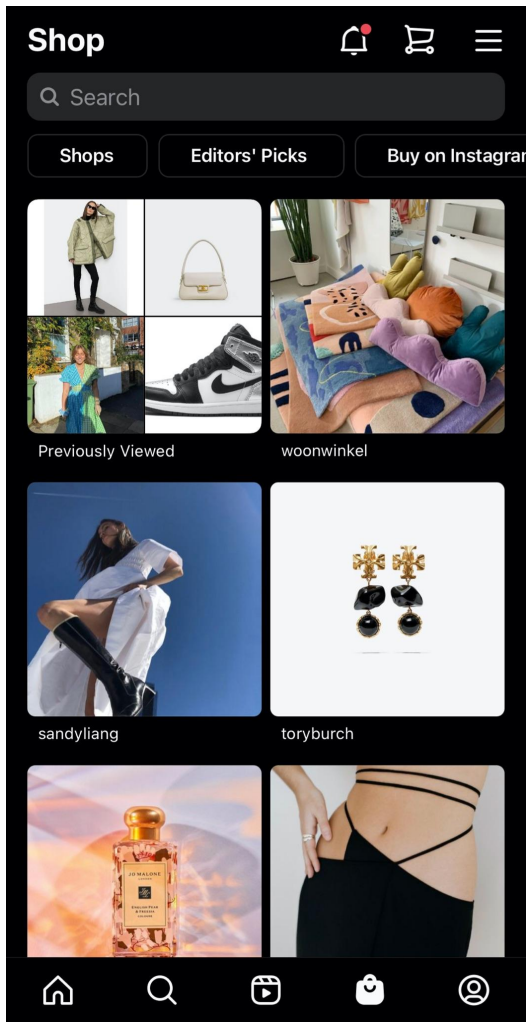
Potential Growth

Instagram Shopping

- An ideal place for businesses to connect with a vibrant community of shoppers
- 130 million people tap to reveal product tags in shopping posts each month
- According to Instagram, 70% of shopping enthusiasts turn to Instagram for product discovery
- 87% of people say influencers have inspired them to make a purchase

Pop-Up Stores

- Place FCUK pop-up stores in major cities to build stronger brand awareness
- Pop-up shops are a great way to create buzz and reach customers
- Since FCUK has no brick and mortar stores in the US, pop-up shops are a great and less risky option to segway into in-person shopping
- The shopping experience will be unique and fun and will help to build stronger brand awareness
- Pop-up shops are also a great opportunity to encourage shoppers to share the brand on social media



Social Media - Visual Merchandising Strategy



fcuk



Follow



5,492 posts

216m followers

131 following

FCUK

Clothing (Brand)

bit.ly/fcukhome



New Arriv...



Home Ware



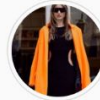
Logo



SS21



Giving



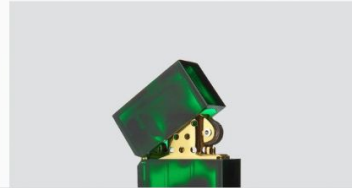
FW20



Spring 20

POSTS

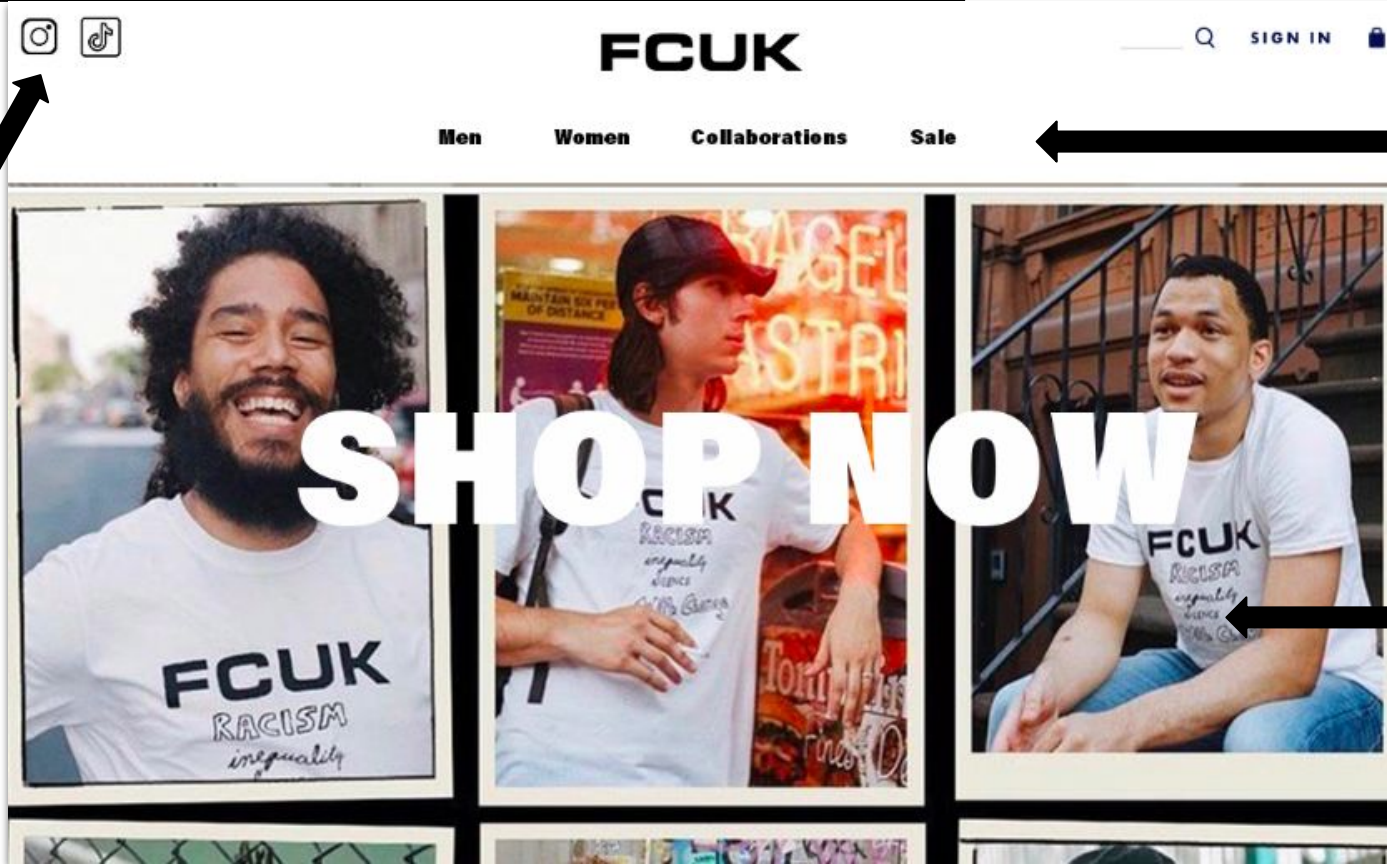
TAGGED



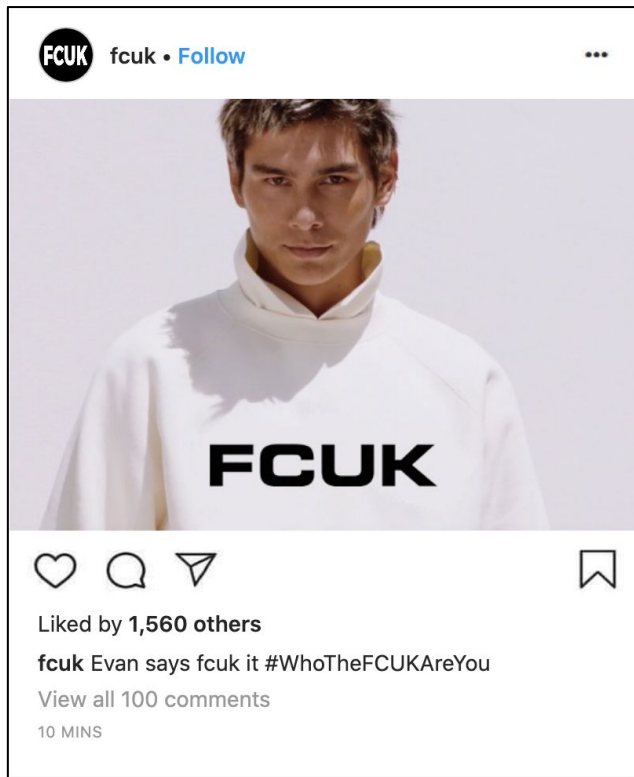
Enabling a direct link to the FCUK website in the social media bio.

Keeping a current lineup of active styles, features, inspiration, etc saved on story highlights.

E-Commerce Visual Merchandising Strategy



Original Visual Content



The next step

FCUK

BUDGET

Set a budget for the campaign & product development

RESEARCH

**Research trends
(silhouettes, colors, & fabric choices)**

SCHEDULE

Schedule for production of garments, collection launch date, & campaign launch date

SAMPLE

Request sample prototypes from the manufacturer & confirm the final details with the manufacturer

MARKETING

Develop the marketing campaign for Instagram and TikTok & Choosing the right influencers