

BA (Hons) Fashion Buying & Merchandising – L5

Product Analysis



Product Analysis



Product Analysis

MATERIAL

TRIMMINGS / DETAILS

AVAILABLE COLORS

SIZE RANGE

PRICE

MADE IN

PRODUCT JOURNEY

WEARING OCCASION

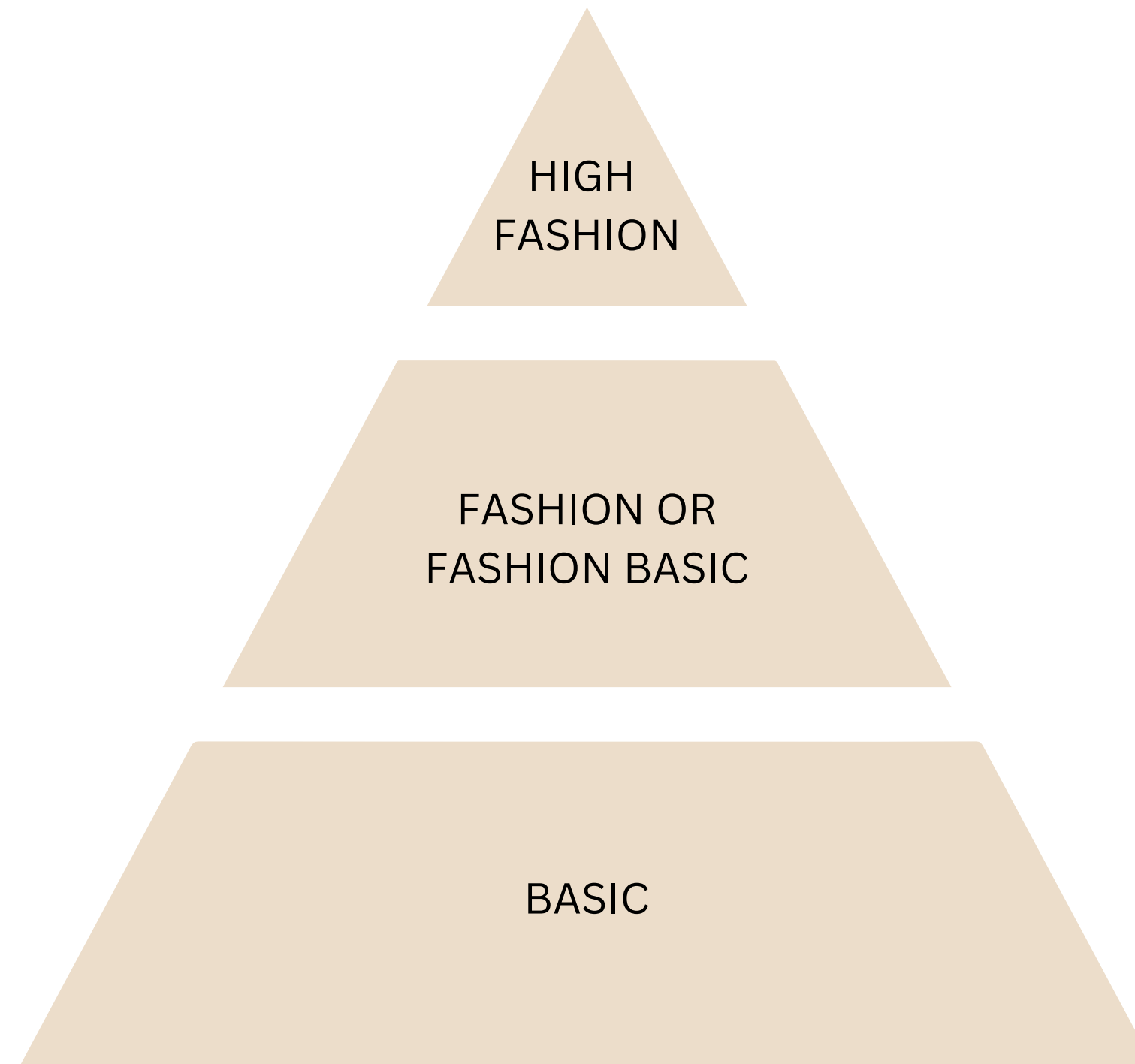
STORE DISPLAY

CONNECTION BETWEEN THEM

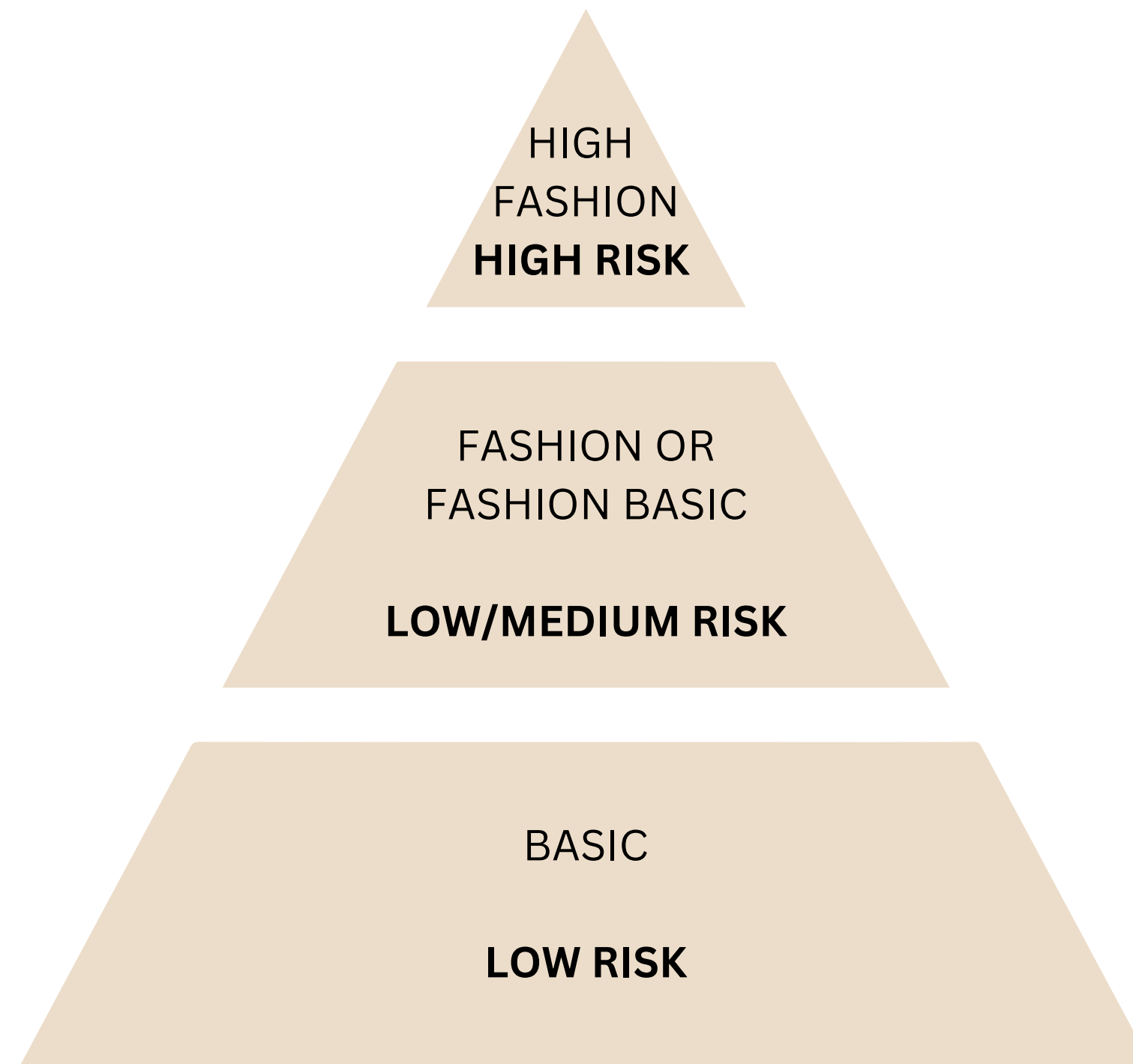
Fashion Pyramid



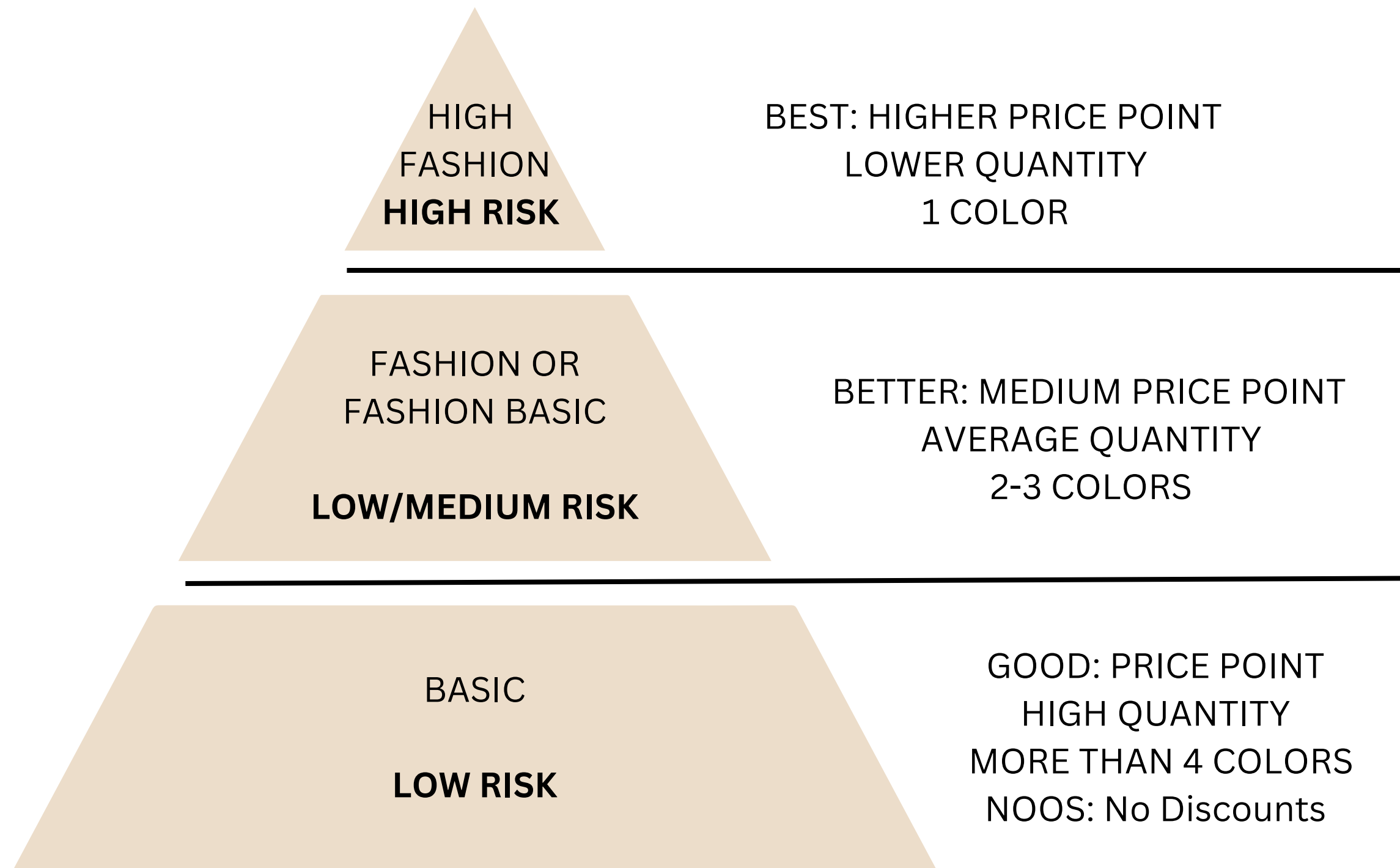
Fashion Pyramid



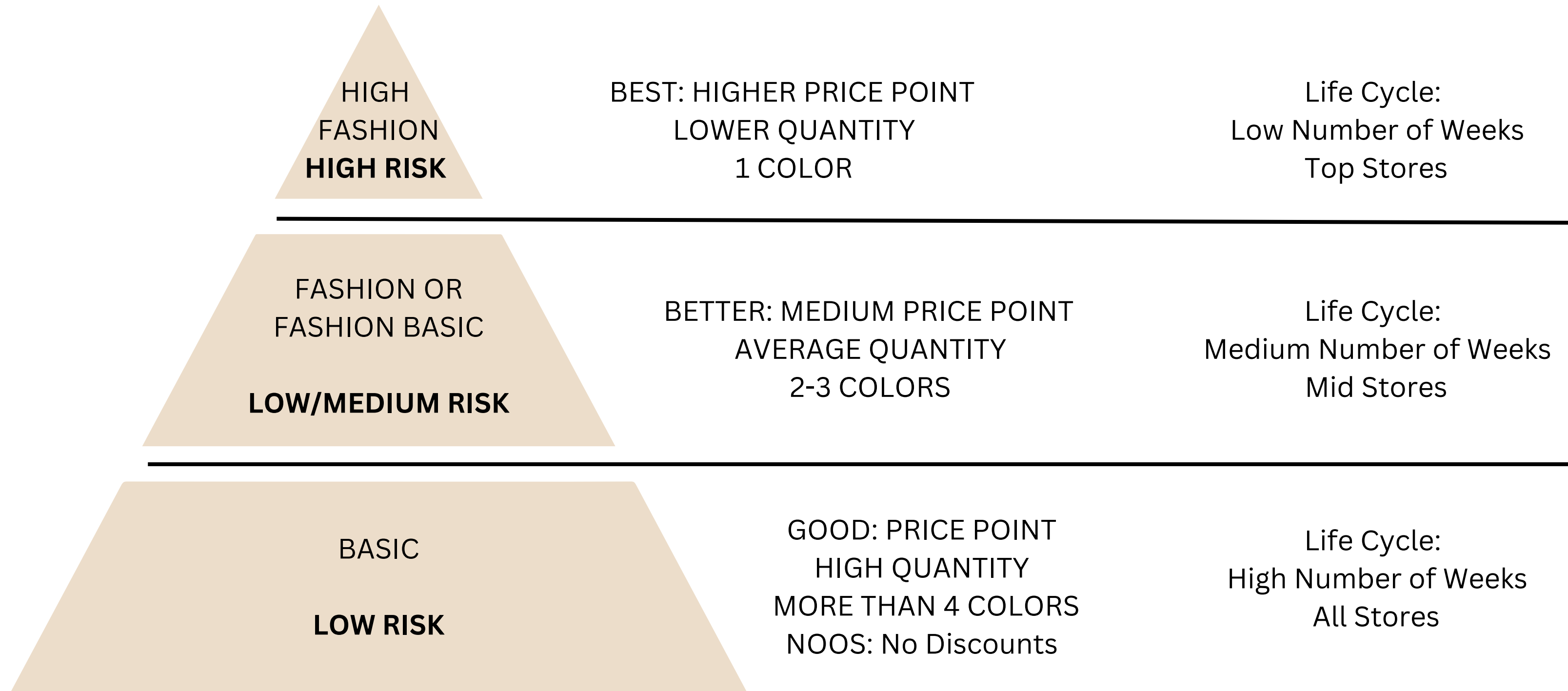
Fashion Pyramid



Fashion Pyramid



Fashion Pyramid



Fashion Pyramid

HIGH
FASHION
HIGH RISK

BEST: HIGHER PRICE POINT
LOWER QUANTITY
1 COLOR

Life Cycle:
Low Number of Weeks
Top Stores

Windows
Hot Spots/Mannequins
Walls

FASHION OR
FASHION BASIC
LOW/MEDIUM RISK

BETTER: MEDIUM PRICE POINT
AVERAGE QUANTITY
2-3 COLORS

Life Cycle:
Medium Number of Weeks
Mid Stores

Walls
Rails
Tables

BASIC
LOW RISK

GOOD: PRICE POINT
HIGH QUANTITY
MORE THAN 4 COLORS
NOOS: No Discounts

Life Cycle:
High Number of Weeks
All Stores

Rails
Tables

Store Display



Q & A