

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

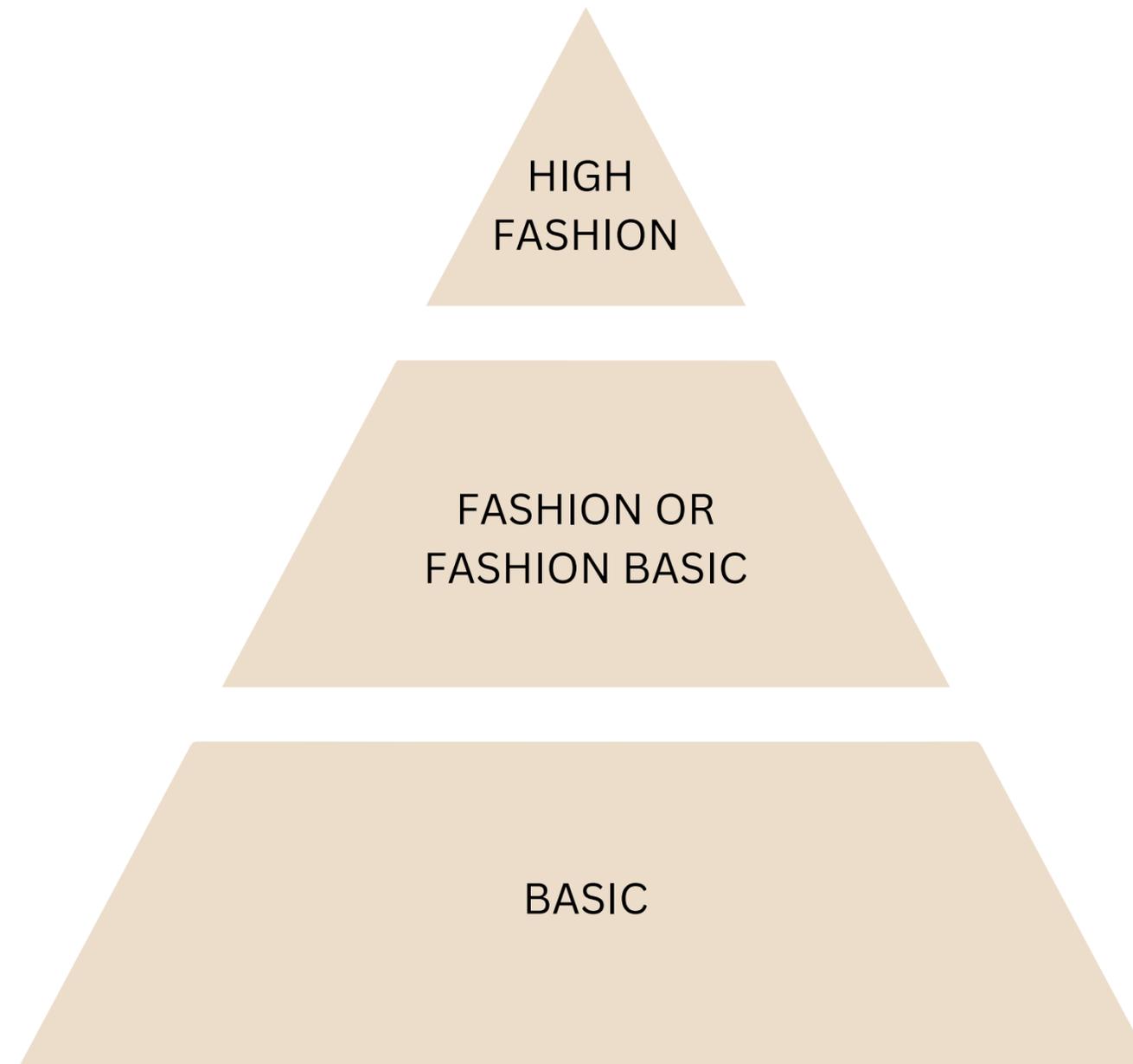
STORE DISPLAY

CONNECTION BETWEEN THEM

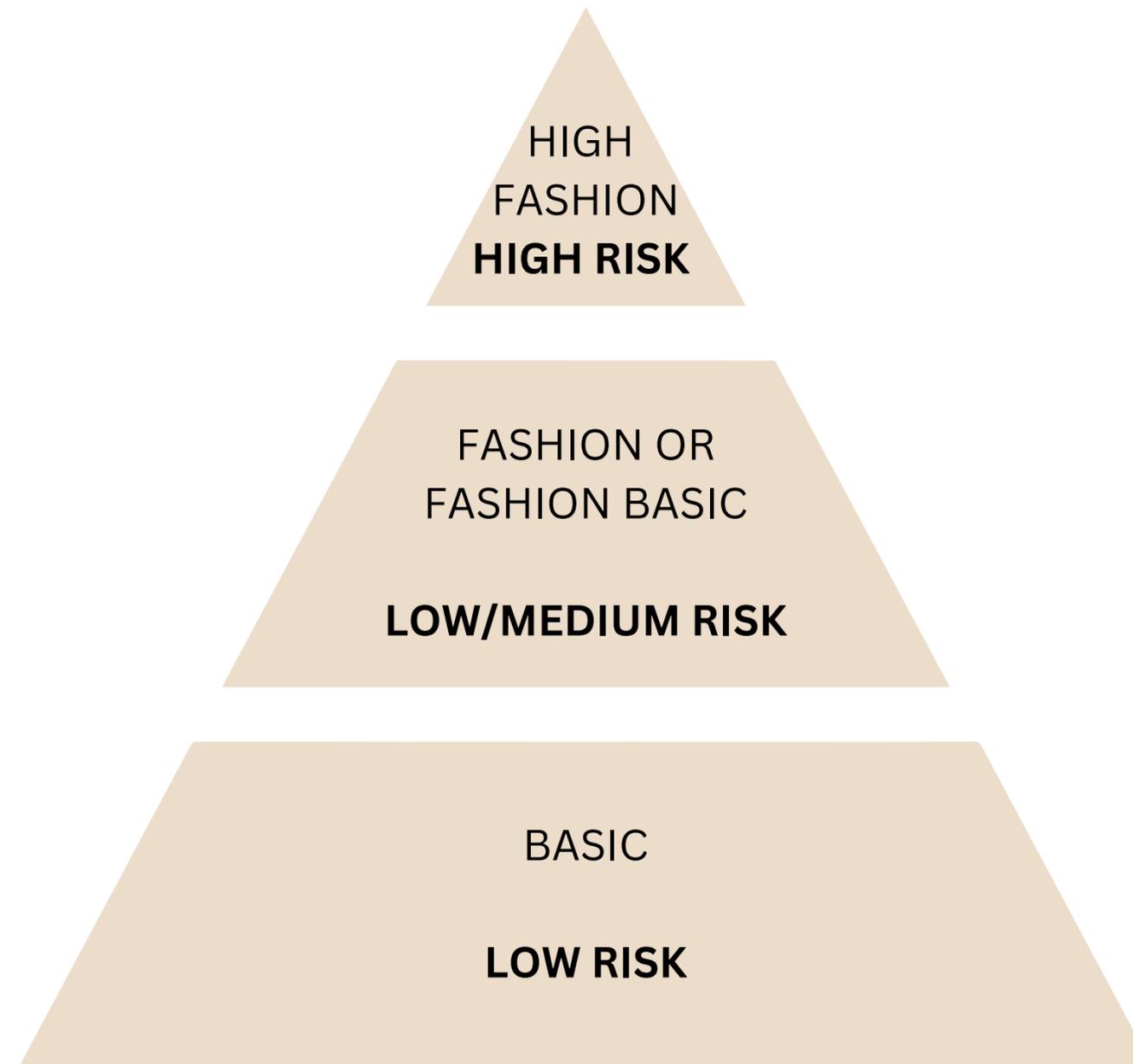
Fashion Pyramid



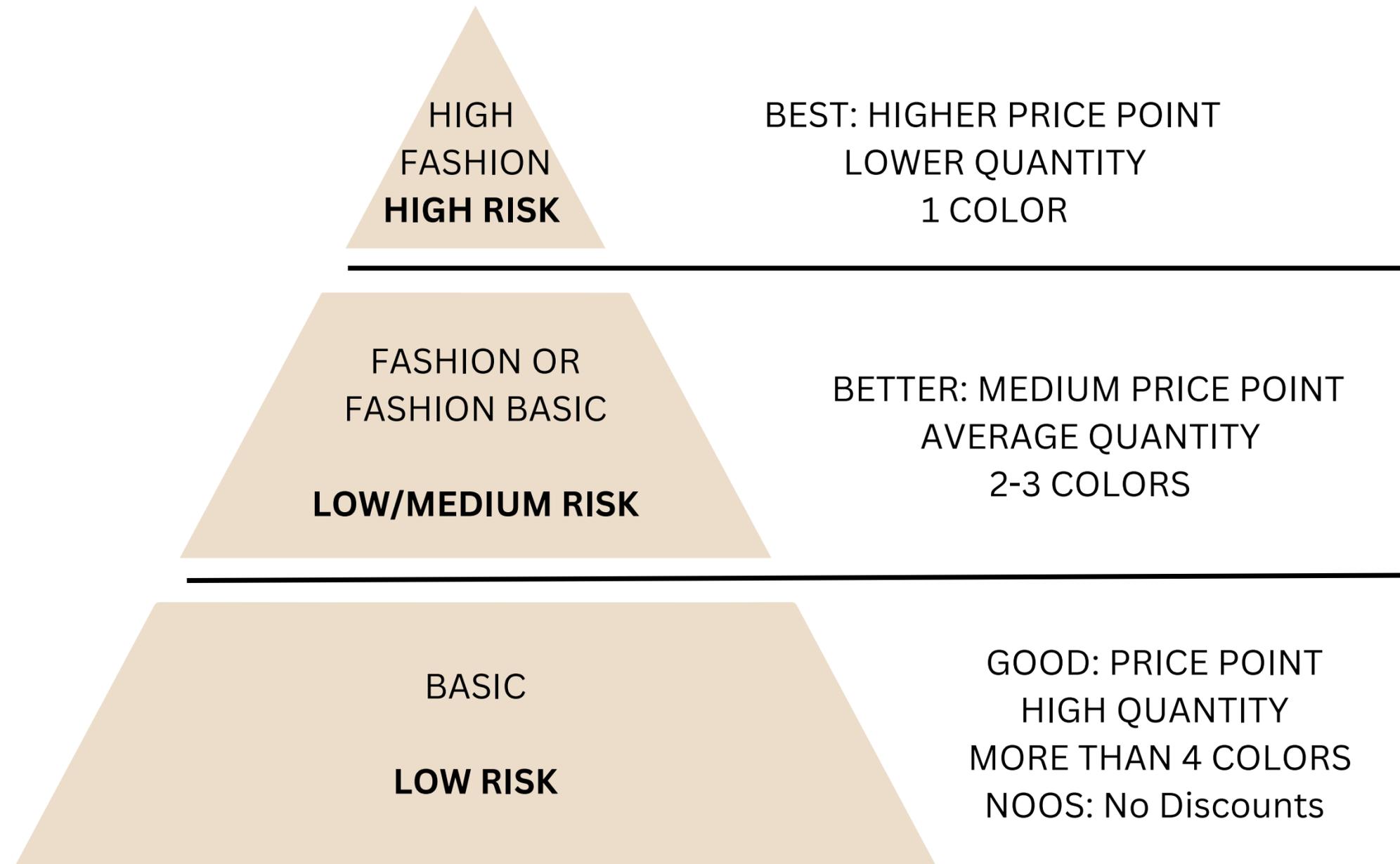
Fashion Pyramid



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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