

TOPSHOP

The Arcadia Group is a retail company that subsidiaries six different companies, including the popular Topshop. This retailer began life in the early 1990s when Lithuanian émigré Montague Burton arrived in Britain.

Topshop started from its humble beginnings back in 1964 in the Sheffield Peter Robinson department store which launched its concession line called Peter Robinson's Top Shop. The focus of this line was aimed at younger shoppers which overtime grew because of its innovative approach to fashion. In 1965, the store expanded to the basement of the flagship Peter Robinson store in Oxford Circus. In the mid-1970s, Topshop opened its first standalone store, making its permanent reputation as a high-end street leading fashion retailers. In 1994, Topshop unveiled its iconic flagship store at 214 Oxford Street, London, where it still stands today. From there, Topshop has had world-renowned success in more than 300 stores in the UK, 140 internationally and over 250,000 shoppers visiting flagship stores. In 2000, Topshop launched TOPSHOP.com, the beginning of the eCommerce presence which has since grown, with the extension of a Facebook page, Twitter account with almost 450,000 followers, TOPSHOP tumblr page. They even run their own Inside-out blog, providing their fans with an inside look, along with their brand inspirations and styling tips. In 2002, NEWGEN scheme begins with the intent of helping new design talent and providing a global platform for it's brightest stars. This paved way for some of fashions biggest names, such as Alexander McQueen and Jonathan Sanders who today is currently the Creative Director of Diane von Furstenberg. In 2005, the launch of Topshop Unique became the first high street brand to show at London Fashion Week; which to this day still holds one of the hottest tickets in the Fashion Week calendar. In 2007, Topshop collaborated

with Kate Moss, in the project to design her own collection resembling her sense of style. According to Daily Mail, the popularity of the collaboration was such a success that a 10% increase in profits was made, giving consumers the high end fashion at affordable pricing. In 2009, Topshop flagship store opened its first location outside of the UK in New York City, becoming an overnight success. To this day, Topshop has continued pushing the boundaries on high fashion meeting street style.

Topshop's vision statement is to produce fashionable products in an ethical way and demonstrate a responsible attitude towards people and the environment. When it comes to satisfying their customers, they strive for perfection. They want the customer to be confident that when they buy their merchandise, they have been produced under acceptable conditions. The aesthetic of Topshop is thoroughly implemented into the brand, merchandise, and employees by simply striving for integrity, dialogue, transparency, excellence, and innovation. The cool girl aesthetic is a thin line between following what is happening on the runway and "awesome street style" with their seasonal collections being ideal for creating individual looks.

The employees of Topshop are always outgoing and welcoming. They embody the spirit of a trendy, cool older sibling that is easy to talk to and gives great advice on clothing. They give the employees the liberty to wear the clothes how they want enabling them to express their own personal style. They do ask the employees to wear clothes from the company most days to showcase Topshop's merchandise. The workers are sincerely interested in the fashion industry and helping people have the best shopping experience in the store. The workers' attitudes are always enthusiastic, producing a high-energy atmosphere, serving as a perfect place to shop for their merchandise. They offer a free personal stylist service, upon appointment, where a trained stylist shops for you; they help pick out the latest trends and hot fashions based on the customer's

personal style. Not only are the stylists trained for shopping the store's floor for particular styles, but all employees can find the perfect item based on the customer's needs.

Topshop is known for being on top of trends and what their target consumers are responding to. In order to promote their brand, Topshop has incorporated social media and blogging techniques into their main promotion strategies; it serves as a perfect tool for their target audience because of our digital age. Even their website contains characteristics of blogs. The website offers a feature where people can upload a picture of themselves wearing Topshop merchandise for that product so potential buyers can see how it has been styled by different people. By having a constant social media stream, their followers are updated on products and are provided with easy access through the posted links. This way, they are also able to drive in a steady flow of customers. Topshop welcomes conversations with their customers on Facebook and their website through the comment sections for helpful suggestions and product reviews to better their brand. One of their most popular promotion strategies is the use of celebrity endorsements and designer collaborations. They have collections with Kate Moss, Beyoncé, and designers like Calvin Klein, Alexander McQueen, and Christopher Kane. This year at the 2016 Met Gala, Topshop partnered up with a hand full of celebrities like Nick Jonas, Taylor Hill and Kate Upton, having them wear Topshop designed gowns to the fundraising event, showing the brand's evening wear division.

Topshop's presentation is always on trend with creative, eye-catching twists to draw customers in. They never shy away from colors and patterns to grab the attention of window shoppers and lead them inside the store. Recently, the displays in the stores feature neon lights and bold text accompanied by plain white mannequins to clearly feature products while they are catching viewers' attentions. Their logo is a clean, thin text simply saying "Topshop" that is

timeless and goes along with the modern feel of the brand. The packing for their beauty supply line all keep to a neutral color scheme with patterns including polka dots and stripes, the only color is coming from the actual product, whether it be lipstick, nail polish, etc. The packaging of the shipment bags for online orders as well as their shopping bags also keep to a black and white scheme with large text and some pattern, directing the focus again, to the product. Their website design is easily navigable and well maintained, even with hundreds of new products weekly. On their webpage customers can take a short quiz to define their tastes, then each week new clothing is picked out of their inventory to match their personal style. On the Topshop website customers can read their blog, watch their latest fashion shows as well as shop the looks straight off the runway, and have direct connections to their social media pages. There is so much to look at on the webpage yet it still keeps a simple and clean appearance, making everything easy to find.

Topshop's Oxford Circus flagship in London is the world's biggest high-street store with 100,000 square feet of retail space. There are over 300 store in the UK and over 130 around the globe but constantly growing. They also sell their products in Nordstrom's across the US. The interior design of Topshop's stores are fresh and modern with open space to allow the customers to roam freely around the store and still be able to see all the products clearly. One of Topshop's objectives is to create a unique shopping area that gives the customer an experience that they never had at any other retail store. Some stores offer a nail bar service where shoppers can get their nails done with Topshop nail polish, and bubble tea bars where you can grab a refreshment while browsing. Located in every dressing room is a bell that calls an associate that will assist you on getting a new size or help style any outfit.

Topshop carries a range of different styles and brands; the common thread is that all the pieces are up to date with the latest trends and have the "TOPSHOP" girl appearance to them.

They carry looks that are runway ready, street style and seasonal wear so they have an outfit for every event. Their collections are split up into Mainline, Premium, Boutique, Unique, Emerge and Designers. The Mainline collection is their everyday Topshop clothing, carrying everything from distressed denim to flowy dresses, but always encompassing their cool girl aesthetic. This collection is the most affordable for the everyday trendsetter. The Premium collection sticks to that same aesthetic but is aimed for the consumers that want luxe products, finer fabrics and limited designs, priced above the average Topshop price range. Boutique collection debuts feminine shapes and luxurious fabrics created by Topshop's own designers. Unique is also a Topshop designer exclusive collection featuring the clothes that show in their fashion shows and is always inspired by unique sources. Emerge is the product of Topshop's researchers finding new and upcoming designers from around the world and bringing their designs out into a very public market place. Lastly, the Designer collections include brands like Calvin Klein and collaborations with celebrities like Beyoncé's line, Ivy Park. They carry a "shop by fit" selection in their stores, giving the option to shop petite, tall and maternity. Their price point ranges from \$15 to \$1,800, giving a wide range for any given budget. They also give a 10% discount to students online and in the retail stores. The price tags on the clothing in stores outside the UK raised negative feedback for not switching the euro price to dollars. Shoppers are going to the cashiers expecting their total to be lower than what they end up paying because they didn't notice the price is written in euros.

Topshop's main model is the unique, fashion risk taker, rule breaker kind of girl who would be considered too be apart of the fashion leaders, keeping up with everything going on in the fashion industry as well as being considered a trendsetting individual. Their aesthetic is always developing with the times, staying trendy and never stuck on one look for too long. Topshop

knows that to be relevant and grow in this ever- changing business, they need to always look five steps ahead and have the next big thing in their stores before it becomes the next big thing. We believe that with no signs of slowing down, in terms of the Fashion Life Cycle, we would consider Topshop in the category of Growth/Maturity. Topshop shows no signs of slowing down with this brilliant marketing strategy and the interaction they have with their consumers.

They apply this forward thinking strategy not only to their buying department but to every branch of marketing that makes up Topshop. When planning their London Fashion Week show, the only high-street brand to have a show, they used this same mind set to come up with a new and innovated way to take fast fashion to a whole new level. They are always producing new and beyond and keep us waiting for what they are going to produce next.

Topshop

...Is truly a unique brand that is so easy to relate to and become involved with. It's more than just buying a shirt; they want you to have a five star experience from the moment you walk into the store until the time you exit. Topshop essentially allows you to create your own aesthetic within their brand, by being able to freely express yourself.

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