

MANTRA



TABLE OF CONTENTS

<i>Contents</i>	
<i>Brand Profile</i>	<i>1</i>
<i>Mood Board for Company Profile</i>	<i>2</i>
<i>Marketing Mix</i>	<i>3</i>
<i>Mood Board for Marketing Mix</i>	<i>4</i>
<i>Consumer Profile</i>	<i>5</i>
<i>Consumer Lifestyle Board</i>	<i>6</i>
<i>Comparative Research</i>	<i>7</i>
<i>Comparative Board</i>	<i>8</i>
<i>Directional Research</i>	<i>9</i>
<i>Directional Board</i>	<i>10</i>
<i>Proposed Range Plan SS19</i>	<i>11</i>
<i>Visual Range Plan</i>	<i>12</i>
<i>Bibliography</i>	<i>13</i>
<i>Student Profile</i>	<i>14</i>

COMPANY PROFILE

This Brand was Founded in 2003, as day-to- evening wear lifestyle brand. Mantra was one of first western contemporary brands in Karachi to design and sell signature fashion at great value, today they offer wide range of collections for women of every age. They provide unique and up to date High-End Products. Their products range from party style to street style. Their Mission is to create what's best for every season without compromising their MANTRA and to provide inspiring fashion with unbeatable value for money. The store's Philosophy presents attire combinations together so that people can see their clothes as complete outfits rather than just separate pieces of clothes. According to Maha Burney Mantra's Creative Director: "The Mantra's Women is confident and cutting edge".



MARKETING MIX

PRODUCT:

They have a strong essence for Street style. They have wide range of clothes and accessories including jewelry, scarves and sunglasses up to current fashion trends. Their clothes ranges from bold prints to monochromatic modern classics.

PLACE:

Mantra's stores are located in Lahore, Islamabad and Karachi. Their stock is displayed according to color and style which not only creates visual harmony, but also makes it easier to create looks for the customer.

PRICE:

They have high prices compared to the market Basic items like tees and tights are lower in price, whereas their exclusive pieces are a bit pricier ranging up to Rs.13950.

PROMOTION:

They Provide seasonal sale for promotions. And they provide sales on opening of new outlet to the customers.

MANTRA
OPENING DISCOUNT
30% off
THIS WEEKEND ONLY
EMPORIUM MALL-LAHORE

MANTRA
NEW ARRIVALS
www.mantra.com.pk

Price Range
Rs. 1350-13950

MANTRA



CONSUMER PROFILE

Students and Young girls buy from Mantra who are aged between 18 and 25. They have keen eye for style and like to dress in chic tone. Their consumers are well educated. Their consumers are keen followers of social media, they keep up with brand and trends via Instagram, bloggers and magazines. Mantra's customers enjoy eating out and travelling. Family and weekends are high in her priorities.



LIFE IS A PARTY

COMPETITORS

Mango:

They provide Woman, Man, Kids and Plus Size collections that reflect, taking care of fabrics and details, the essence of Mediterranean style with a contemporary twist. Their collections dress a unique and feminine woman. The pieces showcase a timeless style but keeping in mind fashion aesthetics and trends. It has targeted fashion conscious females and males from the middle-age group belonging to the upper and upper-middle section of urban cities as its potential customers. They use various platforms to promote their products like print and social media. They use famous faces for their campaigns.

Next

Next is a British multinational clothing, footwear and home products retailer headquartered in Enderby, Leicestershire. It has around 700 stores in different countries. The company's objective is to offer quality fashionable clothing, accessories and furnishings for a good price.

Splash:

Its headquarters is located in Dubai. Splash is middle Eastern's largest fashion retailer. This brand was founded in 1993 as a single brand store in Sharjah. Currently it is operating 220 stores across 14 countries. As a brand Splash believes in constantly being a trend-setter in the region.

One:

ONE was established in 2016, they are committed to provide fast western fashion products to Pakistani and international customers. They have expanded in 08 major cities of Pakistan, i.e. Lahore, Karachi, Islamabad, Rawalpindi, Gujranwala, Rahim Yar Khan, Faisalabad and Bahawalpur with 18 stores and eyeing for further store openings. The Brand is steadily growing in potential markets of Pakistan and now has set footings to international markets with the aim to elevate the brand into a true global



DIRECTION

J. Crew:

J. Crew Group, Inc., is an American multi-brand, multi-channel, specialty retailer. The company offers an assortment of women's, men's and children's apparel and accessories. As of August 2016, it operates more than 450 retail stores throughout the United States. The retailer relies on the J. Crew catalog as the primary vehicle for marketing and advertising utilizes high-quality photography and art direction, to burnish the J. Crew brand. Beyond the book, the company relies on online, print and outdoor advertising.

Bershka:

Bershka is a clothing retailer company. It is part of the Spanish Inditex group Bershka's public is characterized by adventurous young people who are aware of the latest trends and are interested in music, social networks and new technologies. The products are placed according to their style, creating a wide spectrum ranging from casual wear to sports and from basic garments to more fashionable items.

Urban Outfitters:

Urban Outfitters is a lifestyle retailer dedicated to inspiring customers through a unique combination of product, creativity and cultural understanding. Founded in 1970, it operates over 200 stores in the United States, Canada and Europe, offering experiential retail environments and a well-curated mix of women's, men's, accessories and home product assortments. Urban outfitter promotional policy is mainly based on social media.

TopShop:

Topshop is a global fashion and beauty destination that connects women with the new and the next in style and culture. This brand has collaborated with various emerging talents like Cara Delavigne, Gigi and Bella Hadid etc. Their campaigns have a balance of creativity with commerce and engaging consumer experiences, ensuring the brand retains its position as a pioneering, ground breaking, fashion brand. They also provide complimentary personal shopping and styling service in many of their stores.



Bershka



URBAN OUTFITTERS



SPRING SUMMER 2019 READY-TO-WEAR PROPOSED COLLECTION

- The first outfit is sheer light pink chiffon top with sequins hanging like droplets. The top is deep V neck with bell sleeves. As for bottoms they are plisse culotte trousers also in pink color.
- Second outfit consists of red cotton crop top with plaid print and the bottoms consist of leather pants with zippers giving it street style look.
- Mini dress with scoop neckline, sleeveless made of sequins, sequins are arranged asymmetrically with black crepe. the dress is knotted at the waist giving a draped effect.
- Black chiffon top with cuff sleeves and bow as neckline and for bottoms, the skirt has floral print on it.
- Button down cotton top with Nehru collar and embroidered shoulders paired colors will be blue and white paired with embroidered pants.
- Cotton jumpsuit with embroidered pockets and kimono half sleeves in white color, other color will be blue.
- High waisted cropped wide leg pants with floral print paired with black crop top with off shoulders and other color will be red
- Off-White linen button down top with classic collars and two pockets paired with blue asymmetrical skirt with a slit with white polka dots



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MOMINA NADEEM
SECTION: A
ROLL NO. 17-006
FASHION MARKETING
AND MERCHANDISING
2ND YEAR



PAKISTAN
INSTITUTE OF
FASHION AND
DESIGN

LAHORE - PAKISTAN
Chartered by the Government of Pakistan