

Target Market Assessment:

SELFRIDGES & CO

Women



Judith Coetzee

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Demographics

- Women ages 18-40
- Bachelor's degree, Master's degree
- Women of different races and religions
- Professional careers
- Women who work in the fashion industry
- Households income - £60,500 or more per year, in England
- Households income - \$187,872 or more per year in America

SELFRIDGES&CO

NEW IN WOMEN BAGS SHOES
BEAUTY



Psychographics

- Upper-class women
- Women who enjoy luxury brands
- Leisure activities- Shopping, going to restaurants, cocktail events
- Preferred brands- Balenciaga, Balmain, Louis Vuitton, Ralph Lauren, Zimmermann
- Preferred publications- Harper's Bazaar, Vogue, Taller, Vanity Fair
- Fashion taste- High street, Haute Couture, Elegant and classy but still modern



Marketing Techniques

Concession Stands:



- Fendi pop up concession was hosted inside Selfridges
- The event had balloons, ice cream, postcards, and a photobooth
- This event was to market the pre-launch of Fendi's autumn/winter 2018 line



Marketing Techniques

Concession Stands:



- Louis Vuitton opened a “store in a store” in Selfridges known as Townhouse
- The concession sells leather goods, accessories and women’s clothes
- The entire shopping experience is like an immersive art theater.
- The opening featured 12 maids dusting, an ode to former Louis Vuitton creative director, Marc Jacobs.



Marketing Techniques

Services Offered:

- Inside the accessories hall is a circular Japanese bar and flower market.
- FaceGym : 30-min lift and sculpt face workout
- Hair salon and barbershop
- Personal shopping and styling services



Marketing Techniques

Services Offered:

- The Cinema at Selfridges
- “The Bowl” is a skateboarding rink inside the windows on the top floor inside the store



Marketing Techniques

Restaurants and bars:

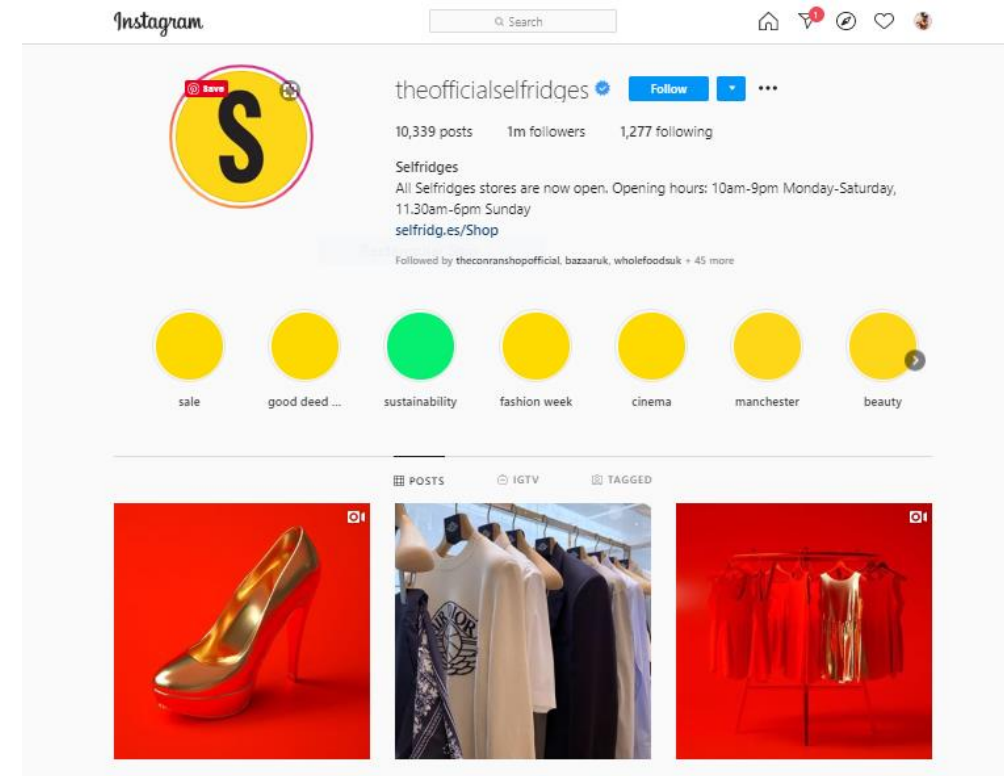
- London store – Six floors of family friendly restaurants and cocktail bars.
- Birmingham store – Japanese style ramen and American burgers
- Manchester Exchange Square store- Italian cuisine
- Manchester Trafford store – Food hall



Marketing Techniques

Social Media and Email:

- Instagram - 1 million followers
- Twitter- 331.4 thousand followers
- YouTube – 9.75 thousand followers
- E-mails are sent about promotional offers and new items in stock



Most successful Christmas adverts in the United Kingdom in 2019, by number of YouTube views

Search:

Records: 13 ▼

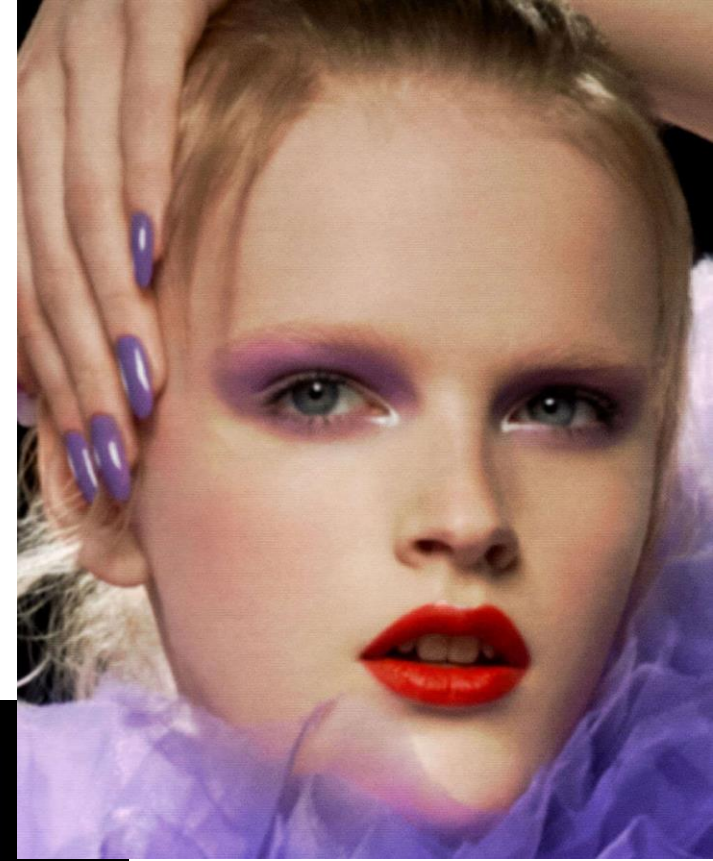
	Number of views
Selfridges - A Christmas for modern times	10,309,663
John Lewis - Excitable Edgar	9,044,824
Argos - The book of dreams	7,272,268
Sainsbury's - Nicholas the sweep	6,034,193
Aldi - Kevin the carrot	3,256,734
Very - Get more out of giving	2,403,056
IKEA - Silence the critics	808,220
Walkers - All Mariah Carey wants this Christmas	752,707
Iceland - Magic of frozen	745,224
McDonald's - Reindeer ready	499,713
Asda - Let's make this Christmas extra special	402,739
Boots - Gift like you get them	220,194
Tesco - Delivering Christmas	178,523



Marketing Techniques

Collaborations:

- A Technicolour Odyssey – Pat McGrath x Selfridges



Marketing Techniques

Collaborations:

- Dazed Beauty x Selfridges



References

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