

New Game; New Cards.
Retail Strategies for two brands : American Eagle vs Louis Philippe

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Introduction

Aditya Birla Fashion and Retail Limited (ABFRL) is a prominent player in the Indian fashion industry, managing a diverse portfolio of brands catering to various segments of the market. This case study aims to analyze and compare the strategies adopted by ABFRL for two of its brands: American Eagle and Louis Philippe. American Eagle, a globally recognized casual clothing brand, and Louis Philippe, a premium men's apparel brand, present distinct strategies tailored to their respective target audiences and market positioning.

Brand Overview

American Eagle Outfitters is a youth-oriented fashion brand known for its trendy casual wear, denim, and accessories. The brand focuses on creating a relaxed vibe that resonates with young adults and teenagers. It emphasizes self-expression, individuality, and inclusivity, appealing to a diverse audience seeking fashionable yet comfortable clothing options.

Louis Philippe is a premium men's fashion brand that represents sophistication, elegance, and luxury. Targeting the rich segment, the brand offers formal and semi-formal clothing, accessories, and footwear, catering to men who appreciate fine craftsmanship and timeless style.

Strategies

1. Target Audience:

American Eagle's strategy revolves around targeting the younger generation aged between 15 to 25. American Eagle focuses on capturing the attention of trend-conscious individuals seeking comfortable and stylish clothing options for everyday wear.

Louis Philippe targets the upscale market, primarily catering to working professionals and individuals with a preference for premium, well-crafted garments. The brand aims to attract mature and established men who value quality and sophistication in their attire.

2. Brand Identity and Positioning:

American Eagle positions itself as a casual and inclusive fashion destination. Its identity revolves around promoting individuality, freedom of expression, and a carefree lifestyle. American Eagle's branding emphasizes connect with the aspirations of the younger demographic.

Louis Philippe is positioned as a symbol of refined elegance and premium craftsmanship. The brand stands for sophistication, superior quality, and attention to detail. Louis Philippe appeals to men who seek to make a lasting impression through their attire.

3. Product Range:

American Eagle offers a diverse range of casual wear, including denim jeans, graphic T-Shirts, hoodies, and accessories. The product lineup caters to a wide array of fashion preferences while maintaining a youthful and relaxed aesthetic.

The product range of Louis Philippe encompasses formal and semi-formal clothing, including suits, shirts, trousers, and accessories. The brand focuses on classic designs, impeccable tailoring, and premium materials, aligning with the expectations of its upscale clientele.

4. Marketing and Communication:

American Eagle leverages social media platforms to engage with its young audience, often collaborating with influencers and promoting user-generated content.

Louis Philippe's marketing campaigns display sophistication and class, often featuring established personalities or brand ambassadors who symbolize the brand's essence. The communication focuses on elegance, quality and the aspirational lifestyle associated with the brand.

5. Retail Experience:

The retail outlets and online store of American Eagle provide a lively and interactive shopping experience. Stores are designed to reflect the brand's youthful and casual atmosphere, making use of modern decor and technology to engage customers.

Louis Philippe stores offer a refined and upscale shopping environment, reflecting the brand's premium positioning. The focus is on personalized service, attention to detail, and creating a luxurious shopping experience for discerning customers.

Conclusion

ABFRL employs distinct strategies for the American Eagle and Louis Philippe brands, each tailored to the specific needs and preferences of their target audiences. While American Eagle embraces a youthful, inclusive, and casual approach, Louis Philippe caters to a rich market segment with a focus on elegance, sophistication and premium craftsmanship. The strategies adopted by ABFRL showcase the company's ability to effectively address diverse consumer segments within the fashion industry. By understanding the unique characteristics of each brand's audience, identity, and positioning, ABFRL maximizes its potential to capture a wide spectrum of consumers and maintain a strong foothold in the competitive fashion market.

(Source: Personal Visit of different stores of two brands, Interaction with Store Managers and Information given on website of ABFRL)