

JACK
WILLS



Background Information

- British clothing brand founded in 1999 retailing men's and women's clothing
- First store established in Salcombe, Devon
- Iconic high-end 'preppy' British brand targeting red brick university students
- £13.8 million loss in 2016¹
- Both the flagship Newbury Street and Newport stores closed in 2017²
- Sister brand Aubin & Wills closed due to poor sales³



JACK WILLS VARSITY POLO
GUARDS CLUB, LONDON

DO NOT MISS OUT!



Jack Wills
University Outfitters
FABULOUSLY
BRITISH
London England



Cultural Expressions

Ideology

- Represent the class of British youth at University
- Elite student life
- Create an exclusive high quality brand
- High quality craftsmanship
- Exclusivity
- Education
- Best of British

Myth

- Enabling the youth to access a preppy, privileged society
- The good life
- Symbolize an endless summer

Weaknesses – Modernization

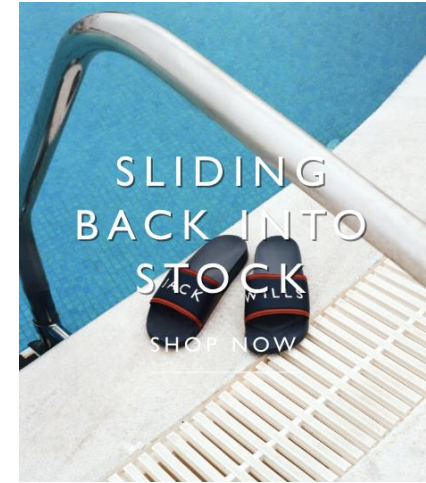
Jack Wills
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BRITISH



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Modernization



Tortworth Long Sleeve T-Shirt
£34.95



Barling Striped T-Shirt
£29.95



Barling Striped T-Shirt
£29.95



Audley Long Sleeved Raglan
~~£34.95~~ £26.21



Westmore Colour Block T-Shirt
~~£29.95~~ £22.46



Westmore Colour Block T-Shirt
~~£29.95~~ £22.46



Rodwell Stripe T-Shirt
~~£29.95~~ £22.46



Production Changes

- Manufacturing effectiveness
- Change in perspective
- Loss of personal touch
- Classical vs. Modern

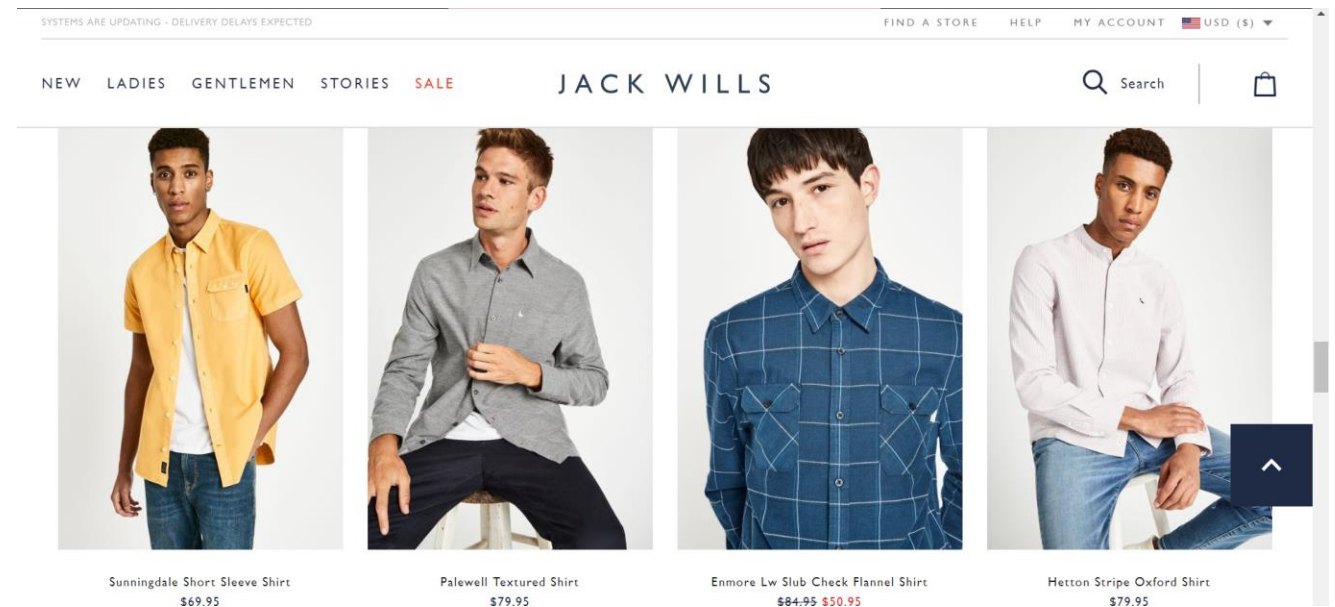
NEW LADIES GENTLEMEN STORIES SALE JACK

GENTLEMEN > CLOTHING > T-SHIRTS



Quality Perspective

- Connection between Price and Quality
- 2008 average price - \$108
- 2018 average price - \$80



Mass Market

- Product line increases in size
- Target market increased
- Store openings
- Decreasing prices
 - Offering discounts for the first time
 - Outlet stores
- Mass production



Youth

- Expanded to the entire youth market e.g. 18-25 with little regard for their existing ideologies and their target markets relation to these ideologies
- Tried to become 'urban' and 'street' which did not fit with existing brand myth, ideologies and image



Where is this all going?

- Emotional connection to the products has been completely removed
- Brand image has been completely changed no longer represents “a mark of class, wealth and education”¹ in any form

Why did they decide to change?

- Following the idea of joining a mainstream market
- Supplying products to meet the high demand
- Modernizing their brand to reach a wider target market
- Increasing lifetime value of customers by changing brand image



Relevant Myth & Ideology?

- Ideologies and Myths have become key buying factors
- People pay more for a cause
- Belief is a stronger reinforcer than emotion
- Reconnecting brand image with Ideologies
- Rebuilding upon mythological roots
- People want craftsmanship i.e. the rise of craft breweries
- Patriotism/Domestic Production
- Displaying wealth and social status
- The importance of education
- Rising middle class in the UK/U.S.

Solutions - Refocus the brand back to the myth of accessing a 'preppy' lifestyle

- Shift design focus to coastal/country style avoiding urban trends to move away from the contested red ocean urban youthful fashion market
- Narrowly focus on the red brick university market to promote ideology of education and wealth
 - Segmenting our target market towards a higher class thus promoting exclusivity
- Evaluate store locations to ensure they match the image of the brand
 - Focus on developing our stores on the East Coast of U.S and South Coast of England where the brand is most 'at home' – reaffirm ideology

Refocus the brand back to the myth of accessing a 'preppy' lifestyle

- Bring production back to the UK and heavily promote this to reiterate British, high-quality and craftsmanship ideology
- Bring back the 'Seasonnaires' scheme to promote the essence of the brand
- Limit the amount of discounts and remove outlet store
 - Relation between high-cost and quality



Inclusivity

- To remain modern, inclusive, politically correct, ethical and to avoid any backlash Jack Wills needs to ensure that brand marketing is inclusive of all ethnicities
- Jack Wills needs to shift back to its heritage but be seen as a brand not just for white people
- This is important especially as we recommend using the U.S. as a 'fresh start' where racial equality movements such as Black Lives Matter are more prevalent than in the UK



Cultural Codes – Britishness

- Embedded in the Logo
- British Made
- Fabulously British
- Heritage and Class
- Quality and History
- Classic Sports
- Historical Nature
- Generations

Jack Wills
— *London · England* —
FABULOUSLY BRITISH



Rebuilding themselves in the U.S.

- A new beginning
- Rebranding in a new market
- Implementing old traditional strategies
- Linking with Ivy League schools
 - Promoting heritage and history through generations
 - Collaboration representing high end quality

