

EST. 1892

Abercrombie & Fitch

NEW YORK

EXPANDING INTO THE
EUROPEAN MARKET -

A MARKETING STRATEGY

Polimoda
2020

Case Study

Insights

- A&F positioned as a 'casual luxury' brand
- Target group is looking first for a frequently renewed and surprising range of exclusive products
- Brand wants the target segment to feel part of the NYC lifestyle and the Ivy League heritage
- A&F strength is the limited number of stores and an exclusive distribution of products
- A&F main goal is to provide a unique shopping in-store experience, 'experiential strategy'
- Strategy of shopping entertainment, purchase of clothes of secondary importance



What would be the most appropriate marketing strategy for the A&F brand in Europe?

Segmentation - have a better understanding on what are the wants and needs of today's youth and what they are more likely to value in the future. The target market has changed a lot since 2012 and today's Gen Z values things such as sustainability and inclusivity.

A&F should make an effort in terms of segmentation to better understand its European target market wants and needs. They need to understand what are the values required by their customers.



What would be the most appropriate marketing strategy for the A&F brand in Europe?



A&F is no longer perceived as an exclusive 'casual luxury' brand by their target market in Europe. Some efforts in terms of becoming perceived as a 'sustainable casual luxury' brand could be made. This would represent something new for this market segments and would bring the attention back to the A&F brand which has lost the initial strong and unique brand image.

Positioning - how is A&F perceived today by their target market in Europe?

A&F needs to do something new and different from its competitors in order to attract the young consumers' attention. The creation of sustainable clothing or renewable energy fueled stores could be a point of start.



Should the A&F brand stick to its exclusive distribution policy or extend its distribution channels in European countries?

A&F success in Europe used to be linked with the limited stores number and its exclusivity



Strengthen this exclusive distribution policy



The brand should work on strengthening its exclusive distribution policy in Europe. Making it even more exclusive with occasional collections selling only in a specific European geographic area. This could generate interest among customers. The exclusive distribution policy could be implemented with capsule collections realized exclusively by recycled and sustainable materials and being sold in very limited quantities in only one store, with the possibility of creating pop up stores for this exclusive capsule.