

FULLBEAUTY BRANDS®

Current State + Trends

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Current State

- i. Social**
- ii. Politics**
- iii. Economics**
- iv. Behavioral**
- v. Additional Questions for Survey**



Trends

- i. Analysis**
- ii. Analysis pt. 2**
- iii. Analysis pt. 3**

Current State

Social

Stress

Intimacy

Loneliness

“Quarantainment”

Health Concerns

Tactile Communication

Conscious Communication

Future State

Community-based social events will grow in popularity

Live Entertainment from Home will be an alternative mainstay

More people will opt to mask wearing when stricken with an illness in everyday life

Action Points

Personalization of packaging and clear messaging

Think “Made for you!” Messaging

Ease of access - how can navigating the website and ordering items get any easier

Help aide loneliness and intimacy by introducing an interactive shopping experience and conversational cues in customer service

Politics

Conquest for Truth

Importance of Transparency

Drifting apart of the political parties

Chaotic political climate as election emerges

Future State

Consumers will strive for safety in unity, not otherness

Due to the rise of misinformation sources, fact checking resources will grow
for the informed consumer

Action Points

The brand can implement straight-forward
communication

Stay true to the brand principles, in this ever changing climate there
needs to be consistency

Information of the brand and any changes taking place must be
accessible to the consumer

Economic

Financial Anxiety

Economy Instability

Saving up for Special Occasions

Products with purpose instead of newness

Future State

Consumers will likely redistribute their budgets

Consumers will continue to be aware of their spending habits

Action Points

Highlight great prices or grant more deals

What are the Special occasions for the consumer?

How would you dress for the occasions?

Hybridization of comfort garments and utility detailing to
provide a stronger purpose

Like a 2 in 1 deal and pocket details

Behavior

Core Items

Local Buying

Control of Changes

Multi-tasking products

Conscious Consumption

Revenge Spending - ” The idea is that consumers were shopping starved during their quarantine and are overcompensating by splurging more than usual.

Future State

Made in America/ Locally made products will be in demand

Lack of spending on extra curricular activities leads to free spending, especially for the home sector

Action Points

Stay true to the best-sellers

Involve consumers in design decisions? (Co-design)

Does the consumer care about brand's resources staying in America? (Emphasizing Americana)

Consumer-led imagery

How would consumers feel to have images of themselves on the website, or in the catalog?

A form of consumers interacting with the brand, customer appreciation, allows the customer to show customized ways of wearing a garment to other consumers

Adaptable Features in Clothing

How often do you change clothes within the day during COVID?

What new activities has the consumer picked up?

Would the consumer who still continues to do a lot of activities like to keep their garments separate or change less while continuing to do more?

Color

Does color have an impact on the consumer's mood?

To live in a post-Covid world, would “happier” colors and prints aid in the Full Beauty Customers lifestyle?

Trust + Communication

How often does the consumer check their E-mail?

Does the consumer check their email frequently, occasionally, seldomly, or not at all?

Tactility + Texture

Does the texture play a role in the consumer's decisions to keep a garment?

Would a garment feeling soft be an important factor?
Does it matter to the consumer to feel an interesting texture?

Trends

Trend Growth

Comfy clothing and Easy fitting is mainstream

And will continue along as the existing comfy clothing can blend into both sophistication and everyday wear. In a Post-Covid-19 world, consumers will integrate habits they've cultivated during lockdown into their lifestyle.

Currently rising in Trends

The T-Shirt

(overall knit tops)

Leggings

(overall knit bottoms)

Shirt Jacket

Sweater Dresses

Co-ordinated Loungewear

Action Points

Domestic Cozy aesthetic

Multi functional clothing
(Athleisure details + Loungewear)

Add interesting embellishments to knit bottoms like sweatpants and leggings to subtly heighten its style



Shirt Jackets

Thick shirts meant for layering in flannel, cotton, denim, or corduroy

Update the classic Shirt silhouette

Knit Bottoms Leggings/Sweatpants

“Cute Sweatpants” rose by 338% from August 2019

Continue to add fun detailing on the side of knit bottoms



Sweater Dress

Ribbed and Mid-length pieces in particular have an appeal

Heritage check and geometric prints should be manipulated to work transeasonally

Comfort is within the tactility of the Knit Sweater dress, use soft touch matte textures and calming colors.



Co-ordinated Loungewear

Work with optimistic brights and neutrals

Perhaps ensure that the loungewear has functionality like Pockets

Roaman's already excels in this area with Co-ordinated comfort garments.

