

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 2016<sup>1</sup>
- Both the flagship Newbury Street and Newport stores closed in 2017<sup>2</sup>
- Sister brand Aubin & Wills closed due to poor sales<sup>3</sup>





JACK WILLS VARSITY POLO  
GUARDS CLUB, LONDON



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

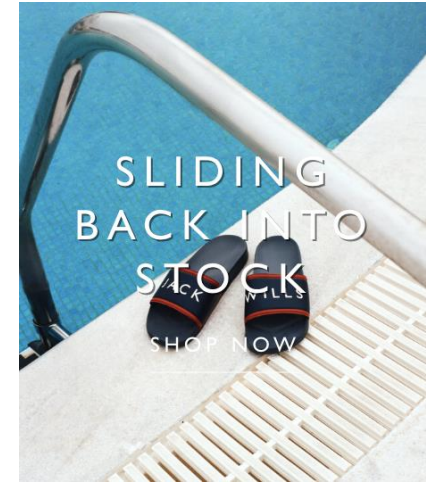
Jack Wills  
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# Modernization



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

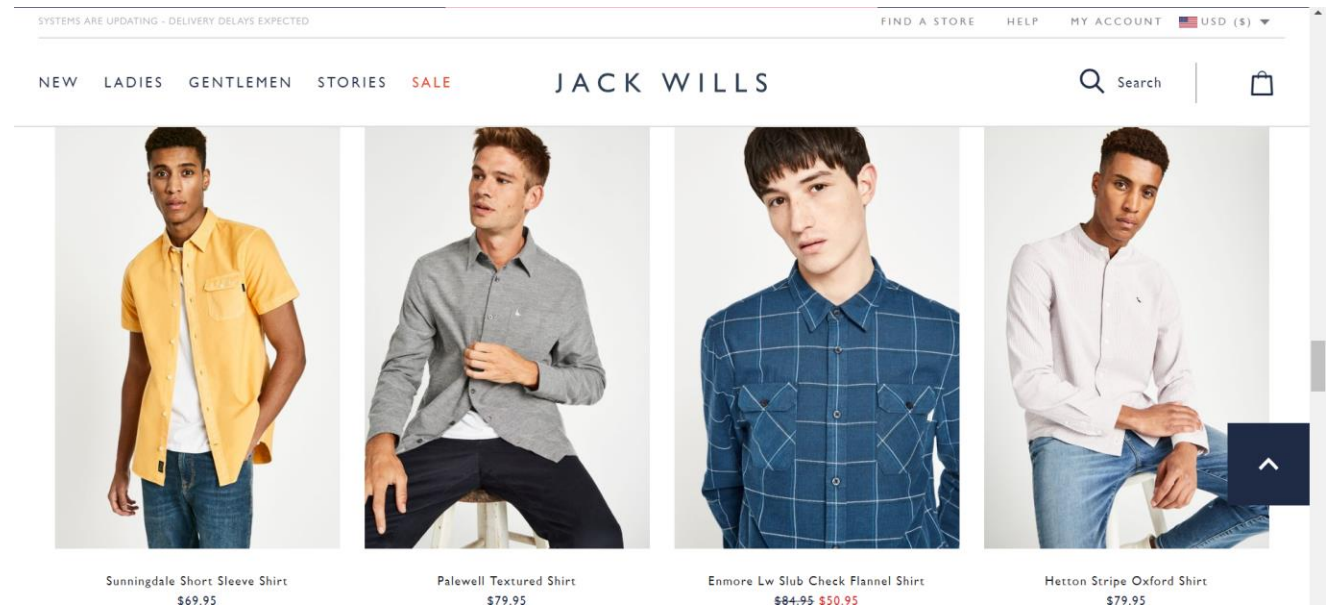
GENTLEMEN > CLOTHING > T-SHIRTS





# 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”<sup>1</sup> 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

