



CHRISTOPHER KANE

Retail Audit

Marin Finnerty

Executive Summary

Christopher Kane is a London based luxury brand created in 2006 by siblings Christopher and Tammy Kane. Christopher Kane aims to embrace confidence and empowerment of the customer. The brand originally gained global recognition for its daring designs featuring leather, lace, and bold colors. While the brand started as clothing focused on London nightlife, it has slowly transformed into more formal wear, and most recently, loungewear. Christopher Kane is a brand that will only grow in the coming years.

Versus, a sister label of Christopher Kane and Versace was created in 2009 and ended in 2012. This label helped gain a wider audience for the brand and establish a name. 2011 marked the official step into formal wear for Christopher Kane, creating a reputation away from simply party-wear. In 2018, Christopher Kane announced their sub-brand, More-Joy. This allowed the brand to increase its customers by embracing more casual clothing at affordable prices.

Christopher Kane is a brand that can be compared to Vivienne Westwood, Victoria Beckham, and JW Anderson. However, Christopher Kane is the only brand that has grown from the original target audience of wealthy, high-class celebrities. While the brand still caters to the original target, it has successfully expanded to everyday-wear for upper-middle class customers. This expansion has proved to be successful as the brand reported \$12.9 million in revenue for the year 2022 (insider.co.uk).

The following report will show the continued growing success of Christopher Kane, and a more in-dept explanation for how.

Table Of Contents

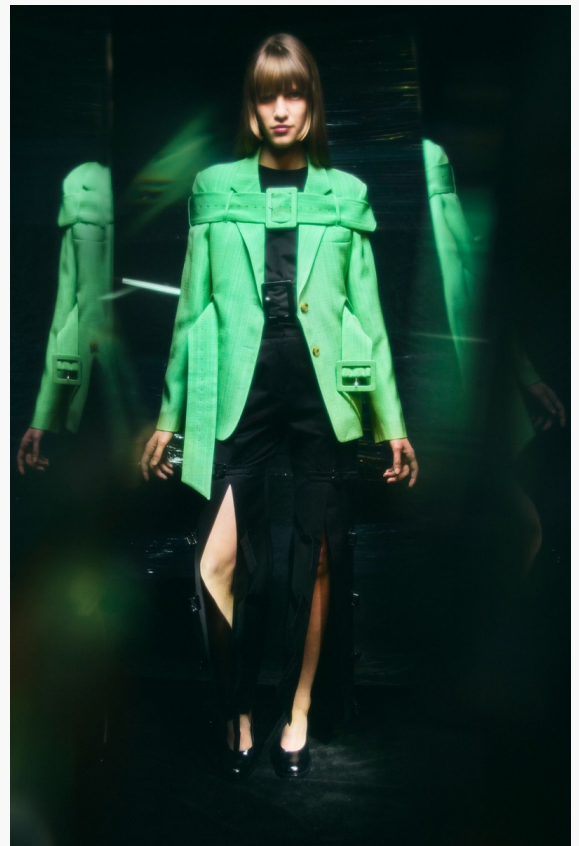
Title Page -----	1
Executive Summary -----	2
Table of Contents -----	3
List of Figures -----	4
Overview of Brand -----	5
Brief timeline -----	6
Fashion Retailer Profile -----	7
Marketing -----	8
Political and Economical -----	9
Social and Technological -----	10
Legal and Environmental -----	11
Company Strategy -----	12
More Joy -----	13
Challenges -----	14
Opportunities -----	15
Conclusion -----	16
Bibliography -----	17-18

Figures

Christopher Kane is a small-scale luxury brand based out of London. With only one operating store in London, Christopher Kane focuses on quality over quantity. The brand's manufacturer, Maes London, is also a small London based company.



Although Christopher Kane only has one store, the brand is stocked through some of the most famous retailers; Barneys, Browns, Harvey Nichols, NET-A-PORTER.COM, etc.



Although Christopher Kane only has one shop, the brand has proved successful through online shopping and social media. With 811K followers on Instagram (Instagram), and many social media faces and celebrities promoting the brand, it is no secret to the world.



Overview of Brand

Christopher Kane most notably designs bold womenswear. However, the sublabel More Joy designs gender-neutral clothing, accessories, and homeware.

Christopher Kane's ideal customer has ranged over the years as the brand continues to grow. With a collection with Topshop featuring partywear suggests the brand to be for the mass market, quantity, prices, and designs of stand-alone collections prove otherwise.

Christopher Kane on who his ideal client is, "...a real individual and a keen follower of fashion. She maybe works in the industry or another creative field. Age doesn't really concern me; I'm more interested in personality and the way a woman carries herself"(Christopher Kane). Although the brand has collaborations and sublabels with middle market brands, Christopher Kane is considered a luxury brand. Clients include Alexa Chung, Poppy Delevingne, Emma Chamberlain, and more.

Christopher Kane takes inspiration from ordinary ideas like nature, animals, humans, sex, etc., and transforms them into something completely new. Something bold, confident, and a whole new art form.



Brief Timeline



2006- Christopher Kane's graduate collection from Saint Martins which gained him recognition from Donatella Versace and won him the Harrods Design Award. Later that year he had his first independent show during London Fashion Week.

2007- Designed jewelry for Swarovski and launched a collection with Topshop, opening his brand to more customers with different price ranges.

2009- Joined collection with Versace, Versus. Also launched a third collection with Topshop, making it the largest ever designer collection for a high-street store.

2011- Stepped into formal wear, stating that he would want Kate Middleton to wear his clothes.

2012- He left Versus after three years with the sublabel, focusing on his own brand.

2018- Launch of More Joy sublabel. Many different initiatives were taken with this label, most importantly, the embracement of sex.



Fashion Retailer Profile

Christopher Kane is a brand that has a focus on confidence. The type of person who wears this brand is not someone who is shy in fashion choices. While each season strives for something new, the constant theme is sensuality, creativity, and wit.



In 2013 51% of the brand was signed off to multinational corporation specializing in Luxury goods, Kering (insider.co.uk). In 2018, Christopher Kane bought back the brand in full. This has proved to be a successful move for Kane as in 2022 the brand profited in \$12.9 million revenue.

Christopher Kane's main competitors would be Victoria Beckham, JW Anderson, and Vivienne Westwood. Similarly, to these brands, Christopher Kane markets towards sophisticated, wealthy, and fashionable people. The brand has recently made a lower entry price to grow in customers and profit. Christopher Kane's main marketing strategy is through celebrity endorsement, word-of-mouth, and social media.



Marketing

Christopher Kane's internal environment. Because Christopher Kane is such a small-scale brand, the number of environments are limited. Christopher Kane works with few executives, has dealt with a few number of CEOs, and only works with one major supplier. Previously, when the brand was owned by Kering, it had more environments affecting its performance. Kering is a group that has stock in some of the most successful brands, for an example, Gucci, Balenciaga, and Alexander McQueen. Having Kering behind Christopher Kane promoted the brand and brought it to a new level for its customers.



When Christopher Kane bought back the brand from Kering in 2018, the demographic changed a bit, representing the creator and owners more than before. Customers responded well to this change and the brand only became more popular.

Political - All UK brands took a massive hit in 2020 with Brexit, and then a few months later, COVID. Brexit affected the imports and exports of England. Christopher Kane is headquartered in England and has their supplier in England as well. This obviously affects customers from around the world trying to reach these products. Regarding social political issues, Christopher Kane is very forward thinking.



Economical – Christopher Kane started out in 2006 successfully. Because of the many awards and notices he got; he was already known in the fashion world. He has only continued with that success as he has established his brand. The brand is small-scale and while it has grown since beginning, it has not grown to uncontrollable numbers. Staff levels have stayed below 100. Collaborations with other brands have proved successful along with the part ownership by Kering.

Social – Christopher Kane’s brand is built on discussing social issues. The brand is forward thinking in its values, thus, attracting younger audiences. The target audience for this brand is for bold, confident, young, women. With the emergence of social media, the brand is only getting more attention with their target audience and growing in population.



Technological - Christopher Kane has been successful in incorporating some of the most important technology, social media. The brand does a good job incorporating technology, with real life, and with real customers. The brand with host events and have it all promoted through the social media accounts. The brand also collaborates with other creators through social media.

Legal – Christopher Kane has not had many legal issues or any public legality disputes. The brand was created by brother and sister, Christopher and Tammy Kane, and is now owned by them after buying back the 51% they sold to Kering. The brand, creators, and workers, all do their job legally. Because the brand is so creative, Christopher Kane has not had any copyright issues regarding designs and clothing.



Environment – When the world went into lockdown, many consumers started focusing on becoming more sustainable and leaning away from fast-fashion. Christopher Kane works on a small scale from the suppliers all the way to the selling. The brand is the last thing from fast fashion. During the switch, consumers were more willing to buy more expensive clothing that will last. Christopher Kane's next step will be moving to completely eco-friendly clothing and staying away from leather and other products like that.

Company strategy



Christopher Kane relies heavily on technology and reputation to sell their clothing. Deputing with such a successful first show was extremely helpful in getting the brand off the ground. Having the support of a world-wide fashion figure like Donatella Versace helped tremendously as well.

However, the brand had to keep up the moment and fame of the original debut. Christopher Kane continued establishing his resume by designing for Top Shop, gaining attention from a new demographic. Then in 2009, he continued growing his audience with Versus Versace. And then in 2018, when the brand created More Joy, creating an opportunity for more customers.

The brand has also gained popularity through celebrities wearing their clothes. Although they do not officially endorse any of these people, when fans see Harry Styles or Rihanna wearing Christopher Kane, they become interested in the brand.

The brand should continue to focus on the interactions with creators through social media. This way they can gain a bigger following. Because there is only one store, the company cannot rely on instore purchases, which is why they put a lot of effort into their social media accounts and website.

More Joy

More Joy was a sublabel created by Christopher Kane in 2018 based off the 1972 erotic manual, *The Joy of Sex*, by Alex Comfort. This sublabel aims to represent sexuality, self-expression, and pleasure. In addition to making simple clothing with short phrases, More Joy has been involved with a multitude of different collaborations and campaigns.



More Joy has most recently collaborated with Elton John to release clothing and accessories with some of his phrases. They are also currently running their second social media campaign in which they are looking for creatives in any field to be represented by More Joy.

More Joy also is hosting their second Disco party in London this October. These events aim to celebrate sexuality and confidence. The brand also promotes their blog, playlists, and their Instagram.

More Joy focuses on connected and interacting with the consumer. This has proved incredibly successful for the sub-label and by association, Christopher Kane.

COVID-19 Challenges

It was reported that in the year of 2020, UK fashion sales dropped by 25%, (econsultancy.com) proving what had been known, COVID was devastating to the fashion industry. A huge part of this was because the inability to meet in-person. Fashion shows are a hugely important to designers, Christopher Kane stating, “I do want to show again, and I hope we can get to that point...”(The Guardian). Kane knows how important showcasing new clothing in-person is, as he was discovered and able to start his brand because of that. Loss of fashion shows is not always seen as a main priority for this industry, but it does affect much of what happens behind the scene. It’s an important place for designers to sell clothes to customers, but also where retailers decide what they should buy and invest in. Without physically seeing the items, it’s harder to sell.



When the whole world stopped, this included the fast-paced fashion industry. Designers truly had to look back and decide if spending the money, time, and efforts, were worth it to produce their product. It was no longer about being on top of the newest trend but being able to make any profit. Retail sales dropped about 34.1% in Europe from the second quarter of 2020, to the third (Statista). Designers and brands needed to find ways to deal with this sudden and unpredictable change. Consumers were not spending money on anything that wasn’t necessary back then, and this has transitioned into current-day fashion. Consumers still prefer lounge-wear than fancier attire. Many luxury brands suffered because they were not producing clothing that was needed.

COVID-19 Opportunities

Christopher Kane saw the opportunity of everyone being online and used that to his advantage in multiple different ways. One of the ways the brand used the switch to online as an advantage was by starting an online campaign.

Christopher Kane, along with other designers, joined Dazed Media in their online COVID campaign. While this helped spread a positive message to people when they needed it most, it also helped promote the brand to people who saw this campaign. Christopher Kane also decided to participate in something luxury designers rarely do, sales. Christopher Kane held an online sale only with up to 70% off his luxury clothing (Grazie Daily). Proceeds from this sale went to Heart Research UK, in hopes to help with the pandemic. Kane was able to promote his brand, while also promoting goodness in the world.



Christopher Kane seemed to be in the right place at the right time when the pandemic hit. Less than two years prior, Kane opened the sublabel 'More Joy'. This clothing was mostly lounge-wear, and much more affordable than previous pieces by the brand. Consumers were willing to spend this money on a brand they knew would last, and on clothing that they could wear during COVID. Not only that, but the company also tapped into homeware and more accessories, expanding their horizons and areas to profit. Chief executive of Christopher Kane never imagined "I'd be having a conversation about reorders on doormats" (Business of Fashion). This sublabel helped Christopher Kane expand and stay successful during and after COVID.

Conclusion

After 17 years, Christopher Kane is still a household name in the fashion industry, and that success will only grow. Christopher Kane is a brand that puts its customers wants and needs first. A brand that is not afraid to talk about current issues and relate to their customers. A brand that focuses on consumers confidence, sexuality, and relationships.

Christopher Kane has been, and always will be, ahead of its time design wise, as as the world continues to evolve into more bold design choices, Christopher Kane will be at the forefront of it all. Incorporating real events made by the brand and social media will help with this.

Christopher Kane will be a brand that succeeds as people start to move further and further away from fast fashion. Consumers are looking for reliable, long –lasting, fashionable choices, and Christopher Kane can offer that.



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