

## 8. COMPETITOR RESEARCH

### *Direct competitors of a premium lingerie range for the High-Street*



#### **Calvin Klein Underwear**

Mainly sold in department stores, but also with stand-alone stores, Calvin Klein Underwear is popular across many different consumer typologies.

Calvin Klein is probably most well known for its offerings seamless styles and comfort fits. Prices range from around £30-£40 for a bra, and £11-£30 for knickers.

In terms of marketing and promotion, the brand has had famous super model Lara Stone as the face for a previous campaign.



#### **Elle Macpherson Intimates**

Supermodel Elle Macpherson launched her lingerie range 23 years ago in 1990. Since, it has gone on to sell in top department stores and gained recognition, winning several awards.

Targeted at a more affluent consumer, the lingerie ranges between £21-£30 for briefs, and £30-£65 for a bra.

The range is generally sold in Department stores, which is where 10% of women shop for lingerie, according to Mintel. Therefore it is considered accessible.



#### **Marks & Spencer**

Although perhaps not perceived to be premium or luxury, Marks & Spencer dominates the UK lingerie market with a 26.8% share (2013).

The retailer has a varied range of lingerie, with different styles to suit different needs and consumers, as well as a wide size range.

Recently, they have begun to enhance their offerings, launching more premium ranges such as the Rosie for Autograph range and The Limited Collection.

Primary Research questionnaire results indicate that Marks & Spencer is the main port of call for an older more affluent consumer with 80% of respondents aged 30-59 saying that they shop there for lingerie.

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#### **Topshop Lingerie**

Topshop's fashion-forward lingerie range is targeted at a younger consumer, with several styles ranging from an A to DD cup. Without offering a fitting service, customers perhaps have to be sure of their size if they were to purchase lingerie from Topshop.

Focus group findings show that several young consumers who shop in there like the range, but find it doesn't fit well - *"Anything I get from topshop lingerie loses shape after 2 wears"* - Jojo



#### **H&M Lingerie**

Favoured by a younger consumer, with 20 18-29 year olds of those asked in the questionnaire saying that they shop here for lingerie, H&M's trend-led offerings are fairly new to the market.

The range is affordable, with prices starting at just £3.99 for a thong/brief, and a bra starting at £9.99. However, similar to Topshop, their size range is limited, with many bras only ranging from an A to C cup, and very few in a D.



#### **Victoria's Secret**

Victoria's Secret entered the UK market early 2012, and has been heralded by Drapers as 'thrusting the world of lingerie firmly into the spotlight'. It is considered to be more of a destination store, with only 3 currently in the UK.

Victoria's Secret have more premium ranges with very high price points, as well as ranges with lower price points where a simple basic bra can cost £39.00. Customers can mix and match with '3 briefs for £27' offers.

## **ANALYSIS**

The brands on page 39 are preferred by an older consumer with more disposable income, as their ranges have higher price points. If a premium lingerie range was to be launched for an existing brand, these would be the main competitors. However, younger consumers who may work part time or full time will also be targeted. Therefore H&M, Topshop and Victoria's Secret are favoured by younger age groups, according to primary research.