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ABSTRACT

This project is based on creating a new range for an existing company. I have chosen to create a maternity line for Dolce and Gabbana. Throughout this project I have researched Dolce and Gabbana, what they stand for and who they are as a company. Also, I researched into maternity wear and what is available currently. Finally I looked into trends forecasted for the Spring 2014 in order to create a stylish and relevant range of maternity wear for the Spring 2014 season.
The Dolce and Gabbana company was founded by Domenico Dolce & Stefano Gabbana. The label was established in 1985. Luxury goods, women's wear, menswear, and children's wear are made by the company. The brand’s headquarters are in Milan, Italy. Dolce and Gabbana is present in over 40 countries, with 251 stores worldwide. Ownership of the brands that are entirely headed up by the Group and the management and control of the three operating divisions, Production, Distribution and Licenses.
MISSION STATEMENT

The Group’s mission is to create, produce and distribute high end apparel, leather goods, footwear and accessories under the Dolce&Gabbana and D&G Dolce&Gabbana brands, as well as to manage, through its licensees, the production and distribution of its fragrance and eyewear lines under the Dolce&Gabbana and D&G Dolce&Gabbana brands, and watches and jewelry under the D&G Dolce&Gabbana brand.
The unique selling point for Dolce and Gabbana would be the brightly colored designs, and bold prints inspired by Sicily and its traditions. Also, leopard print and lace items which are iconic to the brand could be considered a unique selling point for the company.
MARKETING MIX: PRODUCT

Dolce & Gabbana offer women's wear, menswear, children's wear, accessories, beauty products and jewelry. Their products use high end materials in order to create luxurious goods appropriate for their target customers.
MARKETING MIX: PLACE

The brand is present in 40 countries worldwide. There are 251 mono-brand stores, but the brand can also be found in other department stores such as Selfridges and Harrods. The company’s headquarters is located in Milan, Italy. There are also branches located in New York, Tokyo and Hong Kong.
MARKETING MIX: PRICE

Prices vary significantly based on what types of products and what materials were used for production. The general prices ranges are women's wear: £150 - £99,000, menswear: £70 - £3,000, children's wear: £65 - £675, jewelry: £300 - £21,000, beauty products £23- £64.
MARKETING MIX: PROMOTION

Dolce and Gabbana promotes their company through magazines, social Media, and their website. Their most effective promotion is through the advertising campaigns visible in top magazines like Vogue all over the world.
MARKETING MIX: PEOPLE

The founders of Dolce and Gabbana are Domenico Dolce and Stefano Gabbana. Stefano is listed as the President of the brand and Domenico is listed as the chairman. They met when Dolce was inquiring about a job where Gabbana worked. Gabbana helped Dolce learn about how to run a fashion firm and then later they went into business together.
MARKETING MIX: PROCESS

The Group has full ownership of the two brands, as well as the management and control of the three operating divisions: “Production”, “Distribution” and “Licences.” There are two manufacturing poles of Legnano and Incisa Val D’Arno. The product is sold in store and on their online website. Their website is currently able to deliver to 34 different countries around the world.
MARKETING MIX: PHYSICAL EVIDENCE

Dolce & Gabbana reflects their attention to detail and beauty through their packaging and crisp store layout. Their stores are extremely organized and the clothes are easily visible as you can see in these photos of their store on Old Bond Street, London.
<table>
<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
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<tbody>
<tr>
<td>The brand is luxury, the products are high quality, and the designs are original. There is also a very defined target customer.</td>
<td>Dolce and Gabbana is not seen as a true luxury brand to all consumers. It can be seen as too ‘tacky’ for some people or a bit garish with their designs.</td>
</tr>
<tr>
<td>Opportunities</td>
<td>Threat</td>
</tr>
<tr>
<td>There is an opening to expand to a new range of maternity wear. No other luxury brand has begun to fill this gap.</td>
<td>Other luxury brands which cater to the same target customer or more inexpensive options that offer similar products.</td>
</tr>
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TARGET CUSTOMER

Women
A woman in her 30’s who is involved in a stable relationship with a wealthy man. She is at the time in her life to begin a family. She lives in the city and has a college education.

Men
A man in his late 20’s or early 30’s who is conscious of fashion. He is a successful in his career and makes a good living. He lives in the city and enjoys taking advantage of city night life.
Natasha is a good looking woman in her 30’s who is originally from Russia. She now lives in a two bedroom flat in Chelsea. Natasha is married and starting a family with her husband. She enjoys going out and socializing with friends and attending opening evenings and high class parties. She is very dynamic and enjoys pampering herself and shopping. Her passion is art and literature and she attends many art galleries here in London. When Natasha is not out on the town she is home reading one of her favorite books like Wuthering Heights. Now she spends her days preparing for her baby while still looking fabulous and put together.
MARKET GAP ANALYSIS

After researching many different companies at different retail levels we came to the conclusion that there is a great gap in the market. This gap is seen in maternity wear, especially in the luxury goods level. If a woman is willing to spend the money on designer maternity wear, there is no available option at this time.

Are you having trouble finding maternity clothes you like?

- Yes (88%)
- No (12%)

(Total votes: 11176)
RETAILERS GAP

The retailers gap is that almost every fashion product is offered from women’s to children’s wear, except for maternity wear. This is a great opportunity for Dolce and Gabbana to expand their company one step further. This is the next step as a retailer because the children’s wear line has been a success and it has the same threats of high prices for clothing only worn for a short period of time. This gap can cater to existing customers who have the need for clothes to fit their changing body and would like to continue to purchase their clothing through Dolce and Gabbana.
NEW RANGE OVERVIEW

The future Dolce and Gabbana maternity range is for Spring 2014. The range will offer blouses, trousers, dresses, and coats that will be versatile for the changing spring weather. There will be a variety of sizes based on belly size or how far along a woman is in her pregnancy. The colours and prints evoke the look and feel of Dolce and Gabbana’s women’s RTW fashion, while offering the size and structure necessary for a pregnant woman.
TREND RESEARCH

I have researched the 50’s remix trend as forecasted on Fashion Snoops’ website. This trend is very feminine and can be easily translated into a maternity line. The bright colours and summery prints are also ideal for a Dolce and Gabbana spring line. All the silhouettes may not be transferable because of way maternity wear must fit and the hindrance of a protruding belly.
Pulse Trade Show

At the pulse trade show I saw some interesting booths that helped with my trend research. On the left was a set up that look like a 50’s diner. This helped with my idea of using the 50’s remix trend. The macaroons on the right were in pastel colors that helped with my colour choices in my range.
NEW PRODUCT RANGE

This new product range features many styles that Dolce and Gabbana are known for but created in a way that can be comfortable for a pregnant woman.
NEW PRODUCT RANGE

This new range offers items that are fitted to show off a new curvacious body or options with more room for comfort and ease of wearing.
The price architecture is very similar to what Dolce and Gabbana currently is selling their products at. I do not think lowering the costs would help this range because if people are looking for low costs they would look to our competitors. Our target is willing to pay the premium price for the premium products.
Advertising is extremely important to launching a new range for a company. The best approach for a Dolce & Gabbana advertisement is to keep to tradition and use light and ocean as a key component to Spring advertising. Having fashionable pregnant women enjoying the sun will be a successful advertising campaign that will be seen in magazines and on our website and social media accounts. Letting the picture speak for itself and tell a story about the character within is essential to Dolce & Gabbana advertising, with very simple Dolce & Gabbana at the bottom of each picture in a neutral color like white or gray.
These two advertisements evoke a mood of relaxation and happiness. These images hold true to the Dolce and Gabbana lifestyle, while celebrating the form of a pregnant woman. The beach scenes are the perfect set up for a typical Dolce and Gabbana fashion shoot. I added the faint Dolce and Gabbana at the bottom of the photos to match existing Dolce and Gabbana advertisements.
Dolce and Gabbana will team up with Matthew McConaughey, a celebrity face of Dolce and Gabbana, to support his foundation Just Keep Livin. This foundation supports children to have a healthy lifestyle. This keeps with the family theme of launching a maternity line. This is a great way to promote the company in a good light as well as giving support to someone who has helped the company move forward with promotion of our products.
This charity event would be a Masquerade Ball. The proceeds from the tickets will be donated to the Just Keep Livin foundation. The guest list will consist of designers, fashion editors, celebrities, bloggers, etc. It will be a black tie event with dinner served around 8pm and dancing for the rest of the evening. It will be a high class event with high class company.
## NEW RANGE SWOT ANALYSIS

<table>
<thead>
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<tbody>
<tr>
<td>The brand is luxury, the products are high quality, and the designs are original. There is also a very defined target customer.</td>
<td>The cost of the clothing will be very high compared to the competitors currently in the maternity market.</td>
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<tbody>
<tr>
<td>There is openings to expand further into new products for new born infants as well as maternity wear. Also, products for new mothers like diaper bags.</td>
<td>Because this will be the first luxury range it could be seen as overpriced and unnecessary for only a few months. Other companies with more inexpensive options could pose a threat.</td>
</tr>
</tbody>
</table>
Next is one of the competitors to the new range of maternity wear. Their style is much more casual and the cost is much lower. This is due to their lower quality materials and construction. It is difficult to compare these two companies because they are in no way similar or targeting the same customer. Unfortunately with creating a new range at an unseen price range we have to look for unrealistic competition.
Topshop is another company I looked at as a competitor. This popular brand is much lower cost than Dolce and Gabbana again, but the trends are much more similar. The clothing is much more fashionable, but because of the cost the target markets are much different.
CONCLUSION

In conclusion, a new luxury range of maternity wear is a great new direction to take Dolce and Gabbana above and beyond. They will have no direct competition at their luxury price point and will be a huge success among high class women looking for higher quality maternity clothing. A lot of research went into the creation of this range plan and it would be beneficial to the company to move forward with the proposed plan.
REFERENCES

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