

REVITALIZING A TRADITIONAL MENSWEAR BRAND

Introducing a two-brand strategy for Van Gils

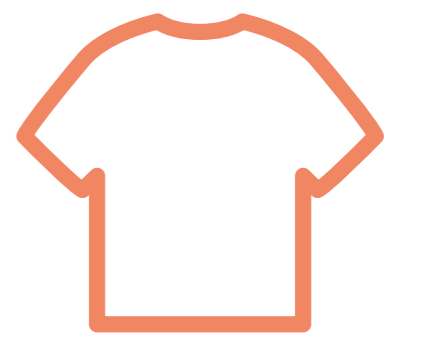
Van Gils is, or at least known as, a traditional menswear brand that focuses on formal wear. Due to changes in the fashion industry and an on-going casualization trend, the brand is in need of a change.

The developments in the industry consist of, among others, organisations and brands adopting purpose-driven mindsets, dress code changes in workplaces, and the increased awareness arisen due to fast fashion.

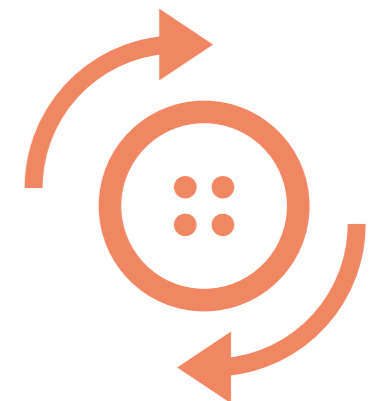
'Purpose' has become the lens and language used to work on this change in business. **Purpose is the reason for a brand's existence.** Currently, consumers are making carefully considered choices regarding their purchasing decisions. They are choosing brands and organisations that they personally identify with and reflect their values and beliefs.

Increasingly more companies are changing their dress codes and changing nature of workplaces generally in favour of a more casual environment, and, therefore, **an explicit need for formal wear is becoming less existent.**

Retailers like H&M and Zara introduced fast fashion by making it possible for everyone to shop for on-trend clothes whenever they wanted. However, **an increased consumer awareness has arisen of the environmental impact** of fast fashion due to the quick turnaround process to get these products into the market.



CASUALIZATION



FAST FASHION
IMPACT



PURPOSE

FORMAL



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When I have a meeting with a client, I will wear a suit. When I am meeting up with friends, I want to wear something a bit more casual.

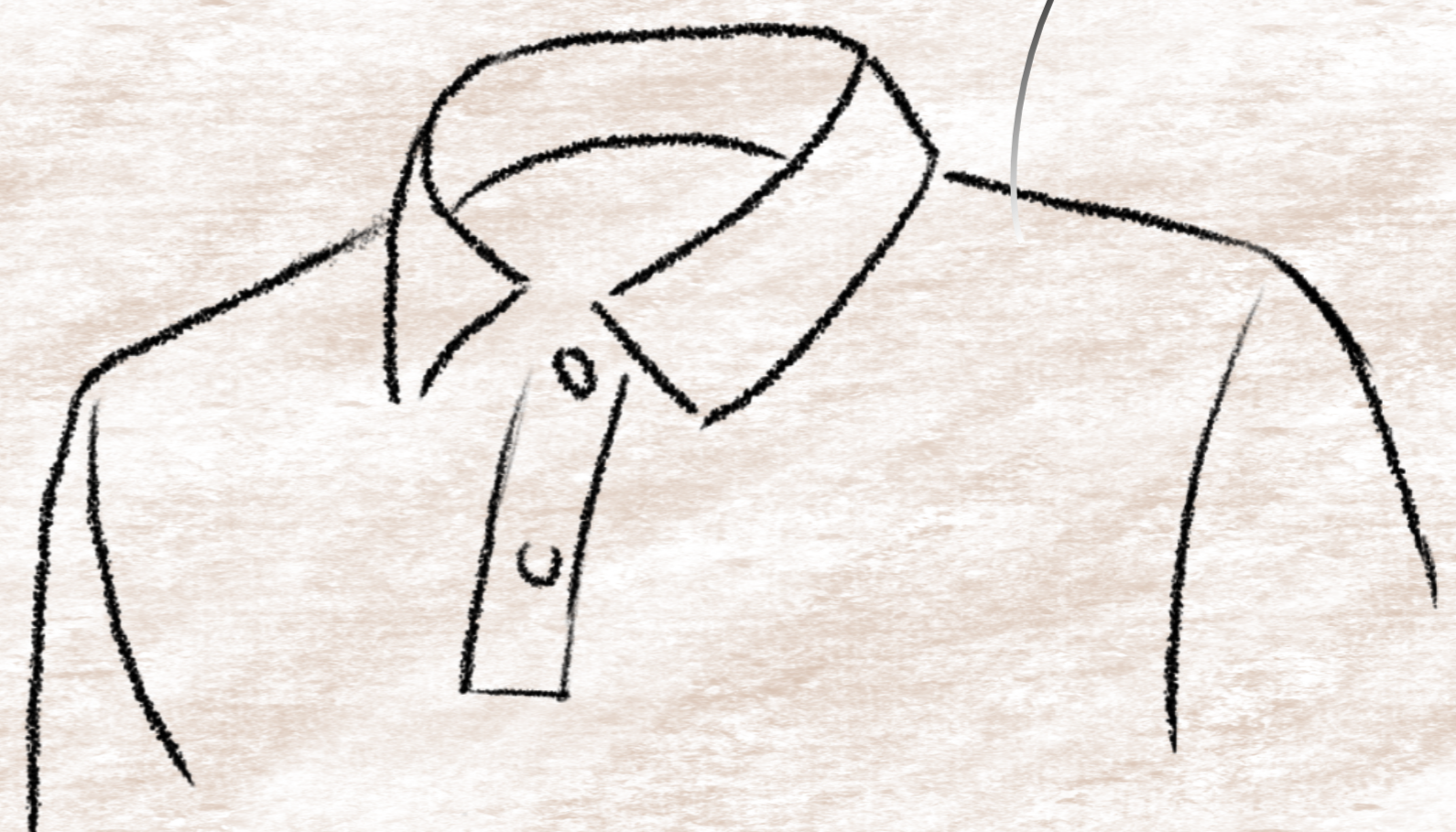
PARTICIPANT
CONSUMER RESEARCH

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An increased desire for comfort has arisen.

JENKINS, 2018

SMART CASUAL



SATURDAY

by *Van Gils*