



BRICK AND MORTAR STORE MARKETING STRATEGY



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Lucy and Chris founded the brand 'Lucy and Yak' while they were travelling around the world. They started the brand with one product- Dungarees.

The brand is 100% ethical, they have collaborated with a tailor in India who operates a fair factory in Rajasthan that employs both men and women. The Lucy and Yak brand is only available online.

Their headquarters is located in the United Kingdom. The brand is part of the 'Living Wage Foundation' in which all of their "staff are treated with respect, no matter how big or small their role is" (Lucy and Yak).

They use sustainable and organic fabrics to make all of their clothes. In addition to clothing, they also sell accessories, zero waste products and yoga mats.



Lucy and Yak run as an e-commerce business, they sell their signature dungarees and other accessories online to a global consumer base. I believe that the next marketing phase that Lucy and Yak should take would be to have an official brick and mortar store.

This concept is one of nine marketing proposals that I have generated through extensive research, which more information can be found on my research website (<https://n-jadine0.wixsite.com/mysite-3/blog/categories/proposals>):

- A podcast
- Celebrity and influencer endorsements
- LGBT advertising
- A membership scheme
- Pop up store in a van
- Kids and Plus-size line
- Affordable and sustainable underwear
- Brand consultancy agency



Proposal overview;

A physical store would further the brand and give their target audience somewhere where they can fully participate in the ultimate Lucy and Yak experience.

This marketing concept also includes a café, zero waste and sustainable business practises and a scheme to collaborate with independent artists. In addition, I have merged two of my initial concepts together by including a podcast station instore.

I truly believe that having a store is the next natural step for Lucy and Yak as they are a fast-growing brand, so much so that they have moved both their UK and India teams to bigger workplaces saying “Our Team at Lucy & Yak HQ are amazing and we have recently moved into a new, much bigger warehouse. The India team are also just moving into a new factory that we have been helping them with. We have built a factory that will house more than double the tailors we already have, so we hope that by the end of 2018 we should be able to up production” (Lucy and Yak). This proves that Lucy and Yak have a sufficient number of loyal customers for the brand to justify a brick and mortar store.

The first Lucy and Yak brick and mortar store needs to be somewhere in which business could thrive. The customer profile is young, progressive and current. They live in central and busy neighbourhoods where they can gather to shop, eat and socialize. As Lucy and Yak is a British company, it will benefit the brand if the first store was in the U.K. because it is a part of the heritage and brand identity. Areas such as Brixton and Covent Garden in London or Kemptown in Brighton are prime locations for the first flagship store, they inhabit a variety of independent shops, cafés, restaurants, and venues.

Moreover, there is a presence of young people with disposable incomes. These are the sorts of areas that have communities that embrace independent businesses. Independent retailer Jayson Tane-Smiler from the Brighton based lifestyle shop 'Workshop' said that the reason he chose to locate his shop in Brighton was that "many stores in the city centre are independent retailers which is not the norm within the UK" (Tane-Smiler in Trouva, 2017). This proves that small businesses such as Lucy and Yak would flourish in a spirited city that embraces individuality.

In addition to the city location of the store, I think that buying a space near public transport and affordable parking is just as significant. People should be able to access to store with ease as to maintain a positive shopping experience from start to finish.

As Lucy and Yak market themselves as a sustainable brand, I think that by providing a bike rack in front of the store, it will reinforce the idea of an eco-living lifestyle as "bike riding uses minimal fossil fuels and is a pollution-free mode of transport" (Department of Transport and Main Roads, 2018). Lucy and Yak are embracing the notion of sustainable living so to have an option for bicycle parking as part of the identity of the location would enhance their values and ethos.

LOCATION



SHOP CAFE



As part of the Lucy and Yak brick and mortar store, I suggest that they offer a café service in addition to their retail services. "The UK is among the countries with the fastest growing coffee market, which is still thriving and innovating to stay ahead" (Thompson, 2016), proving that there is indeed a desire for cafés within the UK. The food served in the café would be made from local and organic produce and there will be plenty of vegan and vegetarian options so to cater to everyone. According to a 2018 survey conducted by 'DC-YFOR', veganism is likely to increase within the UK. "57% of the (British) public think that the number of people following a vegan diet in the UK will increase in the future" (DC-YFOR, 2018) this shows that incorporating vegan and vegetarian foods and drinks within the shop's café menu is not only relevant, but there is also a demand for it.

The café will have both inside and outside seating areas so people can enjoy fresh air and sunshine during the spring and summer times.

An additional idea for the café, would be to collaborate with a local already existing café to open another franchise in the Lucy and Yak store premises. This would not be a part of the Lucy and Yak brand, however, if they choose to collaborate with an already established café, they could then potentially gain the additional customer base that the chosen café already has.

This brand expansion targets the same customer as Lucy and Yak clothing, who enjoys spending her free time in cafés with friends, therefore, this is a great strategy for gaining more profit. The Lucy and Yak customer wants to share her experience in the cafés she goes in. She takes pictures of the interior design and the great looking food and drink so that she can share them on her social media platforms for all her followers to see. The café will be aesthetically pleasing so that passers-by would want to come in, in addition to the retail customers.

The Lucy and Yak store will be operating as zero waste and eco-friendly as possible. Today, Lucy and Yak send their clothing in recycled saris. this is packaging is unique, innovative and original to the brand, which is why I think they should continue to package their products in the same way in the brick and mortar store as well.



The stores electricity will be provided by 'Ecotricity', a British electricity company which promises its customers "100% green electricity and frack-free green gas" (Ecotricity). This decision will emphasize how committed they are to being a sustainable brand. Ecotricity believes that "The biggest single thing your business can do to fight climate change is to switch to green energy" (Ecotricity). By collaborating with other British brands that have similar ethos and values, Lucy and Yak will potentially be able to gain the attention of likeminded consumers.

To further promote sustainability and zero waste, I propose that Lucy and Yak only use electronic payment methods and have a contactless option as well. "Last year, debit cards overtook notes and coins as the most popular form of payment in the UK for the first time"(Jones, 2019), this proves that more and more people are likely to use an electronic payment method, thus, a denial of cash on the Lucy and Yak store will not have a negative impact.

The Lucy and Yak store interior and exterior would be aesthetically pleasing so to potentially attract more customers. The layout will be minimal yet colourful. It is important to have an environment that emphasizes the Lucy and Yak brand as "Creating an atmosphere that mirrors your image is key" (Michalowicz, 2017). The furniture and displays will be playful yet sophisticated, the aim of this is to attract the target consumer who will appreciate the store's design and layout.

The shopping carts provided in the store will be recycled Indian baskets, this concept is similar to the packaging that is used today within the brand. The baskets will be large as "When they're full, the customer feels compelled to check out. If there's still space, customers are more likely to continue to shop" (Michalowicz, 2017) this shows that the large sizing of the baskets will theoretically increase in profits.



Indian basket used as a shopping cart





To further expand the Lucy and Yak brand, I think they should have a branded podcast. In the podcast they can invite industry experts and talk about topics that are of interest to their target audience.

The podcast would take place inside the Lucy and Yak store next to the front window as to attract passers-by. In order for the talkers to not be distracted by noise, the room would have to be soundproof. Each episode can also be recorded by video and then uploaded to the Lucy and Yak YouTube channel: www.youtube.com/channel/UCbLnx1ScD9q-CbGedos2HKg.

Lucy and Yak are already starting discussions and debates on issues that society face today, thus, this podcast could be seen as an extension to the brands marketing communications.

If this podcast were to gain popularity, the brand could potentially see a growth in sales. An example of this could be seen within the sporting brand 'Nike', they have a podcast called 'Trained' in which they invite industry experts to discuss the latest in



The podcast recording station would only be part of the flagships store interiors so any other future store would not have this feature included.

This is similar to how some 'Lulu Lemon' stores offer yoga classes and some do not. For example, the Lulu Lemon store in Old Spitalfields Market offers a free yoga class every Sunday morning, "it takes place before opening hours. The teachers are selected by the experts at lululemon, so expect to be cultivated by the finest East London's yogis" (Old Spitalfields Market). The idea of offering perks in flagship stores and urban location stores is clever because they are most likely to receive the most costumers due to their superiority.



d'Anthes in front of her window display artwork

Lucy and Yak are known to have a keen interest on independent art by featuring a new artist on their 'Thank You' notes each month. They say on their 'We Love Art' page on their website, "We've had so many amazing illustrations from you guys...We want to choose our favourite illustration, and have it printed onto our thank you cards!". Therefore, I propose that Lucy and Yak feature an independent artist or illustrator each month as part of their window displays. This proposal is appropriate for the brand as it further expands their initial 'Thank you' note concept.

A similar concept occurred in Australia in which popular illustrator, Sha'an d'Anthes hand painted a window display for a storefront.

This was part of a project named 'Shop, Collaborate and Listen' in which artists were "invited to develop and curate a series of temporary artist driven activations". Three out of six artists and illustrators presented their work on local shops window displays. I think this is an innovative concept that Lucy and Yak can take part in. As a way to expand on it in the future, I propose that Lucy and Yak hire artists local to each of their stores to promote a sense of a tight knit community within the brand.

Another proposal for the future would be to sell merchandise from the featured window display artist in their stores on the time of the window display artwork as exclusive and limited-edition items.



Creating a brick and mortar store is the suitable next step for the brand. This concept can be built on by opening more stores around the U.K. and the world in the future. This is a risky move for the brand because they are still considered to be a new brand and the cost of owning a store is high due to rent, bills and employee wages. However, I think that Lucy and Yak are ready for this step because they have established an entire community of devoted consumers online. They did so by creating a clothing brand that is designed around sustainability and being ethical, all while maintaining a young and effortless image. Their popularity was gained thanks to word of mouth and utilizing multiple channels on social media.

A comparable brand to Lucy and Yak is the independent American beauty brand 'Glossier'. Glossier started as an e-commerce business similar to how Lucy and Yak are now.

They "gained a cult following among millennials" (Taylor, 2018), and within a few years they opened their own brick and mortar store (aka their 'Showroom') in Soho, New York. Today the store is busy as ever with one customer commenting on how she "ended up waiting in line for 30 minutes" (Bella, 2018) just to get into the store. Once inside she also commented on the store interior, saying there is an "'instagramable" vibe of the showroom", adding, "it just looks so cool".

I think that the success of the Glossier store is evidence that the Lucy and Yak store will be successful as well. They are both located in young and current areas and the aesthetically pleasing interior encourages more consumers. Further more, the addition of a café, podcast station and a collaborative window display concept will further expand the brands identity and consumer audience.



Inside the Glossier showroom



Positive feedback Lucy and Yak gets on Instagram

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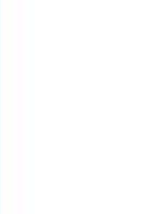
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