DAMSON MADDER-CONSULTANCY HALLE RALPH

Fashion Consultancy Project BSc (Hons) Fashion Marketing





OUTLINE OF **PROPOSED SOLUTION**



STRATEGY

TACTICS



RE-LAUNCH PHASE	

longevity.

PRODUCT DEVELOPMENT STRATEGY:

· Recruit appropriate influencers that align with Damson Madder's aesthetic and brand values.

pop-ups and campaign events.

• Launch a modular-focused landing page,

Begin a 6-month organic content series; sharing

modular styling tips, collection hauls, outfit of

accessible through their e-commerce platform

with immersive features (videos, styling guides,

the days, 'behind-the-scenes' of the workshops,

PRODUCT RELEASE:

LAUNCH PHASE

MARKETING TACTICS:

 Develop 10-15 modular piece collection. · Launch the collection and distribute pre-• Sustainable fabric sourcing. orders • Integrate a feedback system for post- Extensive product testing, ensuring product purchase consumers. • Implement a tiered loyalty programme. • Apply pre-order scheme; reducing waste, streamlining operations and reducing costs • Launch a series of in-person styling workshops in major UK cities (e.g. London, **MARKETING STRATEGY:** Manchester).

> Build social media engagement through styling challenges and sustainability showcase messaging. Develop a social content calendar featuring educational reels, influencer takeovers and styling competitions. **MERCHANDISING:**

micro trends into timeless pieces. The brand has gained significant traction with Millennials and Gen Z consumers, growing exponentially with 400% year-on-year growth (GlobalData, 2024). Recent success at Copenhagen Fashion Week has lead to growing recognition from the Danish 'it girls' as well as continued popularity in Camden (Lai, 2024).

Despite their successes, Damson Madder faces rising economic uncertainty and growing pressure to differentiate itself in a saturated market whilst fulfilling consumer demands for affordable and innovative sustainable fashion. Customers are gravitating towards ethical buying and cost-efficiency, especially amongst younger demographics. This gives Damson Madder an ideal opportunity to introduce a new product category that encourages responsible consumption and strengthens their distinctive design identity.

This report identifies the strategic opportunities for Damson Madder through the expansion of modularity. The structure of this report follows the SOSTAC framework, beginning with a situational analysis, before outlining; clear objectives, supporting tactics, followed by a detailed action plan, and quantifiable control measures (Smith, 2019). Drawing on secondary and primary research, this report emphasises raising consumer awareness, encourages sustainable practices, and positions Damson Madder as a pioneer in modular design.

(Damson Madder, 2025)

INTERNAL & EXTERNAL ANALYSIS



PRODUCT MERCHANDISING STRATEGY

Modular fashion has been taking over the runway at Paris Fashion Week, with brands such as Coperni, Courrèges and Botter incorporating a multitude of different modular techniques (Webb and Maguire, 2022). As well as being a route to sustainability and degrowth modular clothing resonates with consumers, as they're utilising cost-per-wear (Webb and Maguire, 2022). Kate Fletcher's research suggests that achieving true sustainability will require up to a 95% reduction in resource use, reinforcing the necessity of modular, adaptable clothing in Damson Madder's collections (Fletcher and Tham, 2019). Furthermore, according to WGSN, Damson Madder is excelling in current trends whilst still maintaining their strong design identity (Ajimal and Palmer, 2025). Through incorporating selffabricated details like soft ties and ruffles that provide functional yet decorative elements (Watkins, 2024). Damson Madder has been particularly successful with the growing demand for leopard print garments, shown by the brand's sold-out leopard cargos. Another best seller for Damson Madder is their 'Jennifer Jacket,' a modular coat, described as the the most popular coat on the internet with a waiting list of 2,000 people and growing (Banks-Walker, 2024). Brands like OMNES, Peachy Den, and Ganni have successfully aligned their strategies with current fashion movements, providing valuable insights for Damson Madder's positioning.

BRAND STRATEGY

Damson Madder prioritises sustainable design and conscious consumerism, as shown in their mission statement revolving around people, planet, and product (Damson Madder, 2025). Its value proposition lies in offering versatile, ethically produced garments, with a small modular range that focuses on reducing overconsumption while maintaining affordability and quality. The majority of Damson Madder's marketing tactics are based on social media, and their CPHFW content, such as; interviews with attendees, a "day in the life" series, and styling videos, resonated highly with their target audience. This coverage guarantees direct consumer interactions providing instant feedback and encourages engagement, fostering brand loyalty



to consumer demand. A combination of primary and secondary research, revealed a significant customer need for adaptable clothing, as well as an increasing need for interactive brand experiences. By responding to these insights, Damson Madder's modular expansion will lead

connected brand.

CORE STRATEGY The launch of a modular collection designed for multi-seasonal adaptability and longevity, with to increased turnover and long-lasting customisable features such as; removable engagement, creating a value led, emotionally linings, adjustable hemlines, and reversible

features, is the cornerstone of this consultancy project. These attributes provide versatility and promote underconsumption, addressing consumer pains around cost-per-wear expectations (LeSavage, 2025). With cost sensitivity being a key consumer pain point, launching via pre-order supports risk management and provides key data insights. The collection will be marketed as investment pieces, with accessible prices and premium qualitypriced between £50-£150. Each phase of this strategy is interconnected to ensure consistency. The pre-launch period creates awareness and anticipation, the launch initiates engagement and purchase, and the post-launch phase assesses efficiency and informs future developments. Collectively, these stages create an ongoing feedback loop that promotes sustained development

Damson Madder's mission of

expanding the aesthetic and

product services, digital initiatives and

loyalty schemes.

- Washington

DISTRIBUTION PLAN: Optimising stock levels based on prelaunch demand insights. • Utilise wholesale partners, which make up 30% of the brands sales (Burke, 2025). • Sell through direct-to-consumer channel, Damson Madder. Plan pop-up experiences across major cities, such as London and New York.

• Monitor analytics from pre-orders, website traffic and feedback data to inform restocks and product distribution. Use workshop sign-ups and engagement to inform future events, social media polls can also be used to predict demand.

POST-LAUNCH PHASE

influencer videos).

PERFORMANCE EVALUATION:

- Track sell-through rates within the first 2 months, refining stock levels and styles based on modular performance.
- Evaluate social media engagement growth, against target KPI's.
- Use consumer feedback to inform improvements with the introduced strategy components. • Explore international workshop expansion opportunities, in locations voted by consumers.

ALIGNMENT WITH OBJECTIVES

This phased strategy ensures that Damson Madder's modular collection not only launches successfully but becomes a cornerstone of future brand growth. Consistent social media content tactics increase brand awareness and digital engagement that help achieve Objective 1. By enhancing modular product appeal through pre-orders, merchandising strategies, and transparent cost-per-wear value, Objective 2 is accomplished. Objective 3 is supported by experience-based workshop events that generate excitement, a sense of community, and a direct channel for data collection on consumer behaviour. A loyalty program that incentivises sustainable behaviour and improves customer retention incorporates Objective 4.

16

(Damson Madder, 2025)

TACTICS



ENGAGEMENT CHANNELS:

Damson Madder's target demographic spends on average the most time on TikTok, with Snapchat and Instagram second, following them is Facebook, Twitter and Pinterest (Guttmann, 2025). These platforms are the core infrastructure for influencer content. Gen z and Millennials primarily treat social media as their marketplace and entertainment source, making influencer-led campaigns essential (Vogue Business, 2024). Short-form videos (Reels, TikTok's) will highlight the modular versatility, e.g "One jacket, three ways," and behind-the-scenes clips of workshops and events. Furthermore, influencers should be chosen based on an audience overlap and shared values with Damson Madder. Collaborating with 5-7 niche creators will achieve an authentic campaign that drives engagement for the company - costing around £1.5k per influencer.

Targeted newsletters for loyalty scheme members will showcase new reward opportunities, further modular styling tips and exclusive sneak peaks at upcoming collections. This can also be a platform to disclose early access to pre-sales and future workshops. A modular landing page, accessible through Damson Madder's website will include interactive product demos, feedback questions and educational content about the benefits of modular clothing to boost awareness. These are the smallest costs of this strategy with the lowest risk associated, costs include; email automation, platform development, and sustainability report design.

Workshops and pop-ups are key in relaying the benefits of modularity and

TIMINGS

MONTH 1- INFLUENCER RECRUITMENT, TEASER CONTENT, FINALISING PRODUCT DESIGN AND TESTING.

MONTH 2 - PRE-ORDER SIGN-UP RELEASE, LOYALTY SCHEME ROLLOUT, MODULAR LANDING PAGE POSTED.

MONTH 3 - INFLUENCER CONTENT BEGINS, MODULAR EDUCATIONAL CONTENT.

MONTH 4 - PRODUCT RELEASE.

MONTH 5 - FEEDBACK COLLECTION.

MONTH 6 - POP-UP'S IN LONDON AND NEW YORK, SOCIAL MEDIA CHALLENGES CONTENT RELEASED.

MONTH 7 - FIRST WORKSHOP ANNOUNCED IN LONDON AND MANCHESTER - LOYALTY MEMBERS ONLY.

MONTH 8 - REVIEW PERFORMANCE, REFINE BASED ON FEEDBACK.

MONTH 9 - ANNOUNCE NEW POP-UP LOCATIONS IN NEW YORK, COPENHAGEN AND PARIS.

MONTH 10 - NEW WORKSHOP DATES ANNOUNCED IN CITIES VOTED BY CONSUMERS ON A SOCIAL MEDIA POLL.

STRATEGIC VALUE

In addition to growing engagement, these tactics enhance strategic value. Through the loyalty programme consumers can earn points through modular purchases, reviews, workshop attendance, and pop-up purchases. Leading to a tiered reward system involving incentives like discount codes, early access presale, and personalised gifts, encouraging consumer retention. To incentivise workshop attendance, goody bags including limited edition accessories and discount codes can be given out, also, promoting organic consumer content-"What I got from the Damon Madder Workshop..."

The release of an organic, consumer-made and branded, content video series highlights the many ways to style the modular pieces. The social media campaign should follow core messages, designed to resonate with the target audience ensuring brand cohesion and purposeful content. Key messages should be the idea that modular clothing allows individuals to, "style more, waste less," capturing the versatility of this collection. Also, consistent messaging of the longevity and functionality of the garments, "buy now, wear forever," reinforcing the true investment consumers are making when purchasing.



functional garment market is reflected in this consultancy projects key strategy (Damson Madder, 2025b). A series of targeted, omnichannel tactics will be implemented to deliver the strategy in an efficient and sustained way. These tactics add value at every step of the plan, from awareness and engagement to sales and long-term loyalty, using innovative

(Barnett, 2024). Damson Madder's unique selling points (USP's) include their commitments to small batch production and pre-order release strategy. These strategies align with Damson Madder's mission of reducing over-consumption and providing sustainable fashion alternatives (Damson Madder, 2025). In an industry increasingly emphasising eco-conscious innovation, this approach ensures the brand remains **3** competitive and well-positioned for long-term success.

ACTION

biggest expense of the marketing strategy. These physical events, hosted in major cities, will allow consumers to interact with the garments and brand tangibly, creating excitement and anticipation of the brands next event. Finally, the post-purchase feedback loop embedded in the products pages, will inform future iterations and gain key consumer data.

Finally, a sustainability report published on the modular landing page will provide a detailed look at the many benefits of modularity from a mental health and environmental perspective. This promotes transparency, a fundamental component of Damson Madder's mission statement. Together, these integrated tactics deliver a campaign that educates and excites consumers, aligned to their long-term vision of leading the slow fashion market.

18

(Damson Madder, 2025)

SECONDARY RESEARCH

The growth of modular and slow fashion reflects a necessary shift in response to the fashion industry's overproduction crisis. The Earth Logic Plan, outlined by Kate Fletcher, highlights the urgency of reducing resource consumption by up to 95%, expressing the need for adaptive, long-lasting designs (Fletcher and Tham, 2019). Overconsumption is a vasty growing problem in the fashion industry, with up to 45% of clothes never being sold to begin with (Chan, 2023a). Brands are combating this crisis through a pre-ordering scheme, something that damson madder has recently introduced (Damson Madder, 2024). Through improved forecasting, retailers could reduce overproduction by 10 to 15 percent (OC&C and WGSN, 2025). Luxury brands like Mode Operandi use preorder data to improve forecasting and reduce waste, validating the value of Damson Madder's similar strategy (Chan, 2023b). Consumer behaviour data validates the need to reduce impulsive purchases, with 26% of Gen Z and 23% of Millennials admitting to purchasing clothes they never wear (Statista, 2024a). Additionally, the revenue share of the sustainable apparel market continues to rise, with 65% of uk lifestyle brand consumers prioritising fewer, more meaningful purchases (Statista, 2024b). These observations support the need for modular fashion solutions both commercially and environmentally.

VRIO FRAMEWORK

14

The VRIO framework, developed in 1991 by Jay Barney (Barney, 1991), is a valuable strategic analysis tool that nvestigates the correlation between brands resources and their sustained competitive advantage. This model has been used to critically evaluate Damson Madder's position in the market and benchmark it against Ganni, a luxury competitor that has achieved consistent cultural relevance and market growth. By examining this method, Damson Madder's brand strategy can develop a strong and differentiated modular collection. Ganni has established success in influencer strategy, ommunity building, and silhouette innovation offering useful insights, alongside this, the VRIO model helps pinpoint where Damson Madder can develop their own niche within the fashion industry. By comparing Damson Madder to a successful premium brand like Ganni, it is evident that the company's expansion into modular fashion is relevant and necessary.



selling point.

IMITABILITY

Madder's modular clothing innovation is garments that extend product longevity and rare, especially within the affordable combat overconsumption, aligning with the fashion market. Modular design is more rising demand in innovative sustainable commonly seen in luxury or experimental designs (Mintel, 2024). Damson Madder is collections, such as Nikes collaboration using modularity to introduce emotional and with designer Feng Chen Wang, despite practical value to their garments, the modular garments dating back to the midvisibility of modularity gives them a unique 17th century (Zhang et al., 2024). Whist competitors, like Ganni, offer similar responsible sourcing and bold designs, their lack of modular clothing creates a

rarity gap.

ORGANIZATION Damson Madder's desirable ability to As a private company with direct majority blend trend-led design with modular management ownership under FQM function gives them a level of Entertainment Ltd, the brand benefits from authenticity that is harder to imitate. agile leadership and a direct operational Although modular design can be control (Indeed, 2025). Damson Madder's imitated in form, their strategy is slow production cycle, pre-ordering initiative, entangled in their brand identity, making and wholesale partnerships (e.g. ASOS, Selfridges) minimises excess stock and the designs an extension of their values and mission statement. However, to supports a sustainable demand driven model (Damson Madder, 2025b). This lean avoid replicas, the brand must consistently invest in social engagement approach enables them to focus on long and community building, without this term relevance and ensures they're welllarge players could imitate elements of positioned to test and scale modular pieces. their model, expressing the need for a Utilising suppliers and product development consumer-based strategy. systems are key to sustaining the development of modularity as a core strategy.

(Damson Madder, 2025)



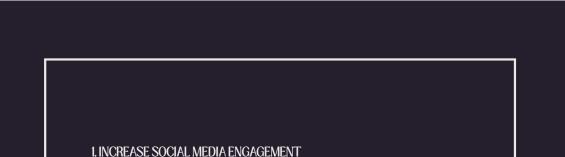


The implementation of Damson Madder's modular strategy will be conducted in a structured 10-month timeframe. The initial development begins in Month 1, finalising modular garment designs and ethically soured fabrics will be delivered by the Buying, Production and Design teams, while the Marketing team will strategise the campaign and begin influencer recruitment. During Month 2, the E-commerce team will develop and release the loyalty scheme, open pre-orders and launch the landing page, with sustainability specialists overseeing the modular educational content. PR and Social Media teams will coordinate an organic content series and video guides in Month 3. Month 4 is when the collection will be launched into wholesale and direct e-commerce platforms, overseen by the Buying and Merchandising teams. Feedback will be collected and analysed by the Data Analytics team in Month 5. This will lead to internal performance reports, these findings will guide merchandising and event planning, as well as maintaining alignment with the objectives.

Month 6, marks the opening of Pop-Up shops, with Public Relations Specialists organising and styling these events in an in a captivating and engaging manner, promoting consumer-made content. Following the success of the Pop-Ups, in Month 7 the first workshops will take place for loyalty members, as a key growth step in the product life cycle (Appendix 3). Month 8 will involve an in-depth performance review by Data Analytics leads, this is key in clarifying the consumer's demand and crucial in extending the collections success. In Month 9, the next Pop-Up's will open in fashion capitals such as; New York, Copenhagen, and Paris, lead by PR teams. Month 10 will conclude with the Sustainability team publishing a modular campaign report and utilising insights to inform future range planning. Finally, to continue engagement levels the Social Media team will launch a poll to involve consumers into the next workshop locations, fostering lasting consumer loyalty.

(Damson Madder, 2025)





IMAGES/DIAGRAMS

PRIMARY RESEARCH

rchase Likelihood (1-5): 🛑 1 🛛 🛑 2 💮 3 🌍 4 💮 5

No. Votes

Frequency: 🛑 Weekly 🐞 Monthly 🌘 Every 3-6 Months

VALUE MAP

S: Increase social media engagement with Damson Madder's content. M: Achieve a 40% increase in engagement and 20% increase in follower count. A: Create an organic content series in collaboration with key sustainability influencers. R: Higher engagement levels will build a loyal online community and drive brand advocacy. T: Within 6 months of the new product category launch.

2. DRIVE PRODUCT SALES & REVENUE GROWTH

S: Increase product sales and improve sell-through rates for the modular collection. M: Achieve a 50% sell-through rate within the first 2 months and a 20% increase in overall sales revenue. A: Implement pre-order campaigns, influencer-led promotions, and strategic wholesale partnerships to maximise visibility and sales. **R:** Higher sell-through rates will validate market demand and support the financial success of the modular range. T: Achieve within 8 months of launch.

3. INCREASE FOOTFALL & ENGAGEMENT THROUGH PHYSICAL WORKSHOPS

S: Boost consumer engagement and brand experience through in-person modular fashion workshops. M: Achieve 80% event sign-up rates, with a minimum of 50 attendees per workshop. A: Host interactive styling sessions and educational sustainability events in collaboration with industry experts. R: Increased brand interaction and footfall will strengthen brand awareness and consumer loyalty. **T:** Implement within the first 4 months of launch and assess engagement quarterly.

4. BUILD A LOYAL RETURNING CONSUMER BASE THROUGH A LOYALTY PROGRAMME

S: Develop a loyalty programme to increase repeat purchases and customer retention. M: Achieve a 25% increase in returning customers and a 15% rise in average order

A: Introduce an exclusive rewards system where customers earn points for purchasing modular items, customisation services, and attending workshops. R: Enhancing customer retention will drive long-term revenue growth and brand

T: Roll out within 3 weeks of pre-launch, with performance evaluations every 6 months

consumer attitudes towards sustainable and modular fashion. An online questionnaire was selected as the primary tool due to its accessibility and ability to collect both quantitative and qualitative insights (Salmons, 2024). According to De Vaus (1985), surveys are efficiently structured to identify patterns and critically assess large data sets across a sample population (De Vaus, 2013, pp.1–8).

For this consultancy project, a survey-based method approach was chosen to gather ir

This research received Ethos approval (Appendix 2), ensuring participants anonymity and consent standards were upheld. Respondents were made aware that survey was anonymous, voluntary and risk free. No personal data was collected, consent was obtained through embedded consent, and the aims of the survey were made clear in the description.

> Purchase Likelihood (I-S):
> 1 0 2 0 3 0 4 0 5
> The choice of an online survey reflects Damson Madder's core demographic's digital habits, also roviding convenience and accessibility. While the data was gathered using a sample population of 28 participants, it represents the initial validation for the proposed modular strategy (Simkhada et al., 2016, p.641). The ample size provides valuable insights ndicating a clear direction for future consumer ngagement and product development. The average age of respondents were between 18-10 15 2 24 and identified as female, aligning with Damson Madder's purchasing consumers. The antitative data from the survey highlighted several key consumer trends relevant to the velopment of Damson Madder's modular ollection. The majority of respondents chasing behaviour is reported either monthly r between 3-6 months, representing a gradual ift away from impulse consumption. Notably, nly 50% of participants initially recognised hat modular fashion was, however once ntroduced 75% expressed interest in chasing modular fashion. This demonstrates a strong lean of demand in modularity and xpresses the importance of adopting ucational content for consumers. The most equently cited purchasing motivators for nodular clothing include; cost-effectiveness garments offering multiple styling options), ollowed closely by customisation and ustainability benefits. Participants aged 25+ vere more open to investing in a premium price for modular items, however the majority of respondents, aged 18-24, would be willing to 15 20 spend between £50-£100

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The expansion of Damson Madder's modular range directly addresses these pains and gains, by creating a highly functional and aesthetic modular collection. Damson Madder can position themselves as a first-mover in accessible, innovative designcarving out a niche space in the market. In doing so, Damson Madder not only meets emerging consumer desires but also differentiates itself in the competitive fashion market.

Pain relievers, such as modular education, can be used to combat consumers limited understanding of modularity. To bridge this gap, creating interactive workshops alongside social media video guides will grow engagement and understanding leading to stronger brand loyalty and ultimately, increased sell through rates. Pre-order models and small batch production can minimise repercussions from the economic crisis, mitigating risks such as overstocking and inflated storage costs, whilst reinforcing sustainability objectives.

Damson Madder can utilise, 'Gain Creators,' by strengthening community-driven brand engagement through influencer collaborations and pop-up stores. Resonating with their social media driven audience is crucial to the brands success. Influencer collaborations are a key component of Damson Madder's marketing strategy, extending Damson Madder's reach and showcasing the collections practical benefits. Likewise, Pop-ups are a low-risk strategy that act as a tactile and immersive solution to economic uncertainty- critical to the success of the innovative collection. Moreover, another 'Gain Creator' is the integration of a loyalty scheme into Damson Madder's e-commerce infrastructure. This scheme would reward incentivise sustainable behaviours, through exclusive discounts, early sneak-peaks of new drops, and exclusive workshops. This will increase direct-to-consumer sales and generate detailed data insights, ultimately leading to market growth, precise forecasting and a key competitive advantage.

(Damson Madder, 2025)

14 10