

# Off-White™

BRAND  
ANALYSIS

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# BRAND OVERVIEW



- Founded in 2012 as “PYREX VISION” by Virgil Abloh, the brand received many criticisms due to the fact that the clothes were just a new print from PYREX on Champion and Ralph Laurent apparels with a price tag from \$300-\$600. Virgil later renamed the brand to “Off-White” and set its origin to Milan, Italy.
- With a new creative but simple designs, Off-White became the new wave in the luxury streetwear community. In 2019, Off-White was chosen as the hottest brand before Gucci, Balenciaga, and Moncler.
- In August 2019, Farfetch purchased the New Guards Group (the parent company of Off-White)
- In July 2021, LVMH announced owning 60% stakes of Off-White while Virgil remains 40%
- Today, Off-White has total of 49 brick-and-mortar stores around the world and also available for many luxury retailers like Nordstrom, Farfetch, End Clothing, Mr. Porter, Neiman Marcus, etc.

# BRAND ANALYSIS

## BRAND SHARE

7	<b>LOUIS VUITTON</b> <ul style="list-style-type: none"><li>• Showed FW '21 collection virtually in Paris' Louvre museum</li><li>• Opened new flagship store in Ginza, Tokyo</li><li>• Appointed Naomi Osaka brand ambassador</li></ul>	17	<b>GIVENCHY</b> <ul style="list-style-type: none"><li>• Matthew M. Williams presented his 2nd RTW collection</li><li>• Drewed The Weeknd for his Superlinal performance</li><li>• Kim Kardashian, and Kendall &amp; Kylie Jenner posed while wearing FW '21</li></ul>
8	<b>BOTTEGA VENETA</b> <ul style="list-style-type: none"><li>• Debuted quarterly digital journal, issued by Bottega</li><li>• Featured Missy Elliott in the first edition</li><li>• Reported positive revenue growth in 2020 despite Covid-19</li></ul>	7	<b>JACQUEMUS</b> <ul style="list-style-type: none"><li>• Opened temporary flower shop in Paris</li><li>• Released S/S '21 campaign featuring couple</li><li>• Designer Simon Porte Jacquemus was on OG France's cover</li></ul>
9	<b>SAINT LAURENT</b> <ul style="list-style-type: none"><li>• Catherine Deneuve and Kate Winslet feature in S/S '21 campaign</li><li>• Released S/S '21 film directed by Gaspar Noé</li><li>• Opened new store in Frankfurt</li></ul>	11	<b>BALMAIN</b> <ul style="list-style-type: none"><li>• Presented travel-inspired FW '21 collection</li><li>• Unveiled S/S '21 campaign shot in Lanzarote</li><li>• New episodes of L'Amor Balmain podcast released</li></ul>
10	<b>OFF-WHITE</b> <ul style="list-style-type: none"><li>• Launched 'I support Black women' campaign with activist Terence McNally</li><li>• Introduced Imaginary TV video platform</li><li>• Announced seven new sneaker releases with Nike</li></ul>	4	<b>STONE ISLAND</b> <ul style="list-style-type: none"><li>• Molecule acquired remaining 30% of the firm</li><li>• Announced multi-year partnership with New Balance</li><li>• Partnered with Turin's C2C festival on Stone Island Sound project</li></ul>



Based on the search Off-White ranked at 488th under Fashion and Apparel categories Worldwide.

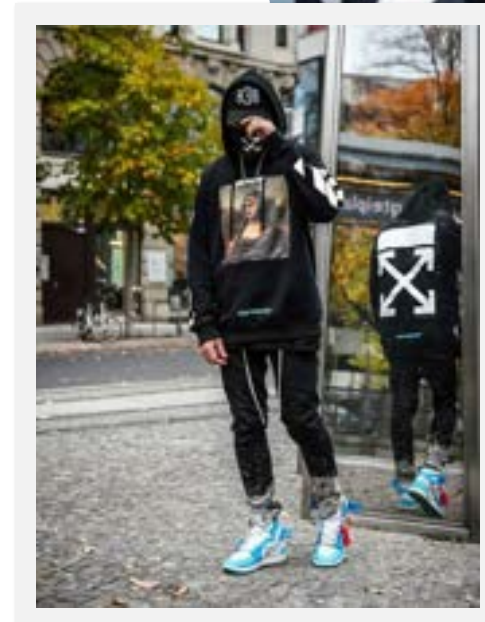
According to the Lyst Index, based on the sales, search ,etc, Off-White ranked at 10<sup>th</sup> Hottest Fashion Brand.

As showed on Pi-datametric research, the search volume of fashion-related in US is 438M while the search volume of Off-White is 450,000. So that the SOS from Off-White is 0.001

# BRAND ANALYSIS

## BRAND AUDIENCE

- Analyze  
The target audience of Off-White are Millennial and Gen Z
- Understand  
Knowing that Off-White is a luxury streetwear brands that popular among teenagers.
- Demographic  
Age: 16-26  
Gender: Male and Female  
Status: Single/In Relationship  
Education: Highschool, Undergraduate/Graduated  
Location: Big cities (London, Los Angeles, New York, Tokyo, Singapore, Seoul, etc.)
- Interest  
Social media, Outgoing, Party, Rave, Cars, Gym, Sport, Clubbing, Music, Hip-hop, EDM



# BRAND ANALYSIS

## BRAND AUDIENCE



- Environment  
Social Media is the main target channel. Audiences of Off-White are normally active on Facebook, Instagram, Tiktok, YouTube, Snapchat, Wechat, and Pinterest.
- Needs  
The needs from Off-White's target audience are attention, recognition, being trendy.
- Customization  
Having customers stay up-to-date to the newest trends, help customers to identify themselves as truly Hypebeast.
- Expectation  
Easy to recognize logo, designs  
Quality products  
Appealing to other people

# BRAND AND CONSUMER ALIGNMENT



Off-White's customers are still satisfying with all the brand products. However, the loyalty between customer and Off-White are decreasing due to the new trend right now which is minimalism with small logo and pastel color while Off-White's DNA is totally opposite. As said, there are less head-to-toe, or "only Off-White" posts on social media than before. Customers currently thinking that 1 to 2 Off-White are enough for their wardrobe.

Virgil Abloh – the founder/creative director of the brand just passed away. It is challenging right now to find someone replace him when the brand need to emerging to the new trends.

# CONCLUSION

- Off-White should keep continue focusing on their target audience since they are going to make up the most population in the next few years.
- The current strategy of having Off-White available in most of luxury retail stores and eCommerce retailers are showing their strength. Still, the brand need to adopt new technology and tools in order to expand the reach and build up relationship with customers
- Off-White should also carefully choose out the new art director which must help the brand emerging to the new trends without loosing the brand's DNA