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BRANDING

Matalan logo is fashionably skinny

Value retailer Matalan has shed weight from its logo and unveiled a stylish new mailer as it strives to match the fashionability of rivals Primark and George.

The logo, a slim version of Matalan's red and white fascia, was unveiled at its latest store opening in New Malden, Surrey.

William Grobel, a consultant at brand valuation company Intangible Business, approves of the new design. He said: "It's crisp and modern, much better than the old logo, but the product needs to match the brand promise. To move up the food chain they need to create better product using quality fabrics."

However, Grobel warned that the retailer needs to be careful not to alienate its existing shoppers by appearing too expensive.

Matalan customers received a new-look mailer this week to launch the budget retailer's spring collection. The revamped direct marketing has a greater focus on fashion and outfit building than previously, and uses more stylish photos.

Matalan marketing controller Claire Bayliss said: "Following extensive customer research, it quickly became clear that the key factors that drive [customers] into stores are fashionability and newness.

"All our future mailings will focus on showing customers how to put new looks together."

Matalan chairman and majority owner John Hargreaves was due to reassure shareholders following the announcement of John King's resignation – the third chief executive to leave the business in three years.



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