

CASE STUDY

Confidential fashion brand



Brief

Intangible Business was asked by a global manufacturer of personal clothing and equipment with a large portfolio of brands, to assess the strength and equity of one of its underperforming fashion brands. A decision then had to be made whether to invest in the brand, create a new one or buy a new fashion brand.

Approach

Using qualitative trade and consumer research, Intangible Business researched the strength of the brand throughout Europe relative to its competitors. Relative market shares, growth rates, sales figures and profitability were also analysed to compare the strengths of different brands and affordability within a defined budget.

Following detailed scenario planning it was agreed that an acquisition strategy would create the best return on investment. Intangible Business analysed European fashion brands on set criteria established from the initial research.

A series of fashion brands were short-listed based on the appropriateness of their brand values. The top tier was evaluated on measures of brand strength and financial performance and indicative brand valuations and business valuations calculated to determine affordability.

Result

Intangible Business approached a number of US and European fashion brands with the view to acquiring them, following due diligence and negotiations which were undertaken.

Details have been disguised to protect client confidentiality