Merchandising Plan for GCDS Spring 2025 RTW

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GCDS

GCDS (God Can't Destroy Streetwear) has a brand personality that can be described as **playful, colorful, and daring.** Their clothing is heavily inspired by **global pop-culture references** whether that be cartoon characters or anime from film, celebrities and entertainment, or cultural phenomena like video games and internet memes. They translate these motifs into modern streetwear styles with **vibrant colors, oversized silhouettes, and graphic imagery.** Their brand identity allows them to stay relevant in an ever-evolving digital landscape, constantly generating buzz and conversation online.

Target Market

GCDS appeals to the younger generation of luxury consumers, Millennials and Gen-Z who are fashion-forward, culturally-aware and value self-expression and embracing individuality.

Market Segmentation

DEMOGRAPHIC	GEOGRAPHIC	PSYCHOGRAPHIC	BEHAVIORAL
- **age:** primarily Millennials and Gen-Z - **gender:** gender-neutral approach, appealing to all genders through inclusive and unisex designs - **income:** individuals from middle-to-upper income brackets, with disposable income to invest in luxury and unique fashion pieces - **occupation:** young professionals, creatives, students, and influencers who are immersed in fashion, entertainment, or digital media, and who influence trends through social platforms	- primarily urban consumers, particularly those living in or visiting New York City, a global fashion and cultural hub	- **lifestyle:** often streetwear enthusiasts who are trend-conscious, culturally aware, and often engaged in creative industries like art, music, design, and media - **values:** prioritize bold expression and creativity along with pop-culture and mainstream fashion trends; their fashion choices are an extension of their personalities—loud, edgy, and attention-grabbing - **interests:** avant-garde fashion, streetwear, and high-end designer collaborations; appreciate the intersection of fashion with art and culture; aware of the current zeitgeist - **shopping habits:** seek out unique and bold pieces that make a statement rather than opting for mass-market options	- **purchasing behavior:** purchasing based on trends, social media influence, and exclusivity; these consumers are willing to spend a premium for limited edition collections or collaborations - **occasions:** purchased as statement-making wear for events such as concerts, clubbing, parties; fashion-forward youth wear this brand to stand out and show their affinity with pop-culture - **platform engagement:** highly engaged consumers on social media platforms; especially capturing the attention of younger generations who spend a significant amount of time on these platforms - **influencer and celebrity culture:** fans of influencer culture, celebrity endorsements, and those who want to emulate the styles of well-known figures

Analysis of the Collection

STRENGTHS:

color versatility: vibrant neon greens, yellows, and pinks reflect the brand's youthful energy

diverse styles: mix of sheer fabrics, tailoring, and oversized designs for statement fashion

pop-culture influence: bold styling choices, exaggerated silhouettes, playful designs, youthful aesthetics, and trend-focused audiences

WEAKNESSES :

dramatic designs : dramatic and revealing cuts make some of the garments difficult for the average customer to wear day to day

versatility: lack of basics that can be styled with other pieces makes it difficult to integrate into a customer's wardrobe

materials: many of these garments feature textiles (ie. mesh, fur) that are not the most wearable or appropriate for public settings

Action Plan

- expand the range of neutral color options for staple pieces to enhance versatility and to counterbalance the statement pieces
- explore pragmatic textiles to create more wearable garments for everyday
- add bold accessories; enhances the runway, entry point for commercial sales
- offer practical designs that are less revealing and more appropriate for daily life to resonate with a wider audience
- advertise pre-existing wearable garments that feature popular motifs (ie. Hello Kitty) on the runway which appeal to the target market