Claudie Pierlot keen to attract Chinese consumers

By Sarah Ahssen - November 16, 2020

Fashion group SMCP has presented to its investors the latest five-year plan, detailing the objectives for each of its four labels Maje, Sandro, Claudie Pierlot and De Fursac. For womenswear label Claudie Pierlot, acquired by SMCP in 2009, the byword is ‘regeneration’.
With an annual revenue of €129.5 million and 250 monobrand stores, Claudie Pierlot is one of the up-and-coming labels within SMCP's brand portfolio. In Q3 2020, Claudie Pierlot and menswear label De Fursac together generated a revenue of €33.4 million, equivalent to a 15.4% downturn in like-for-like terms. In comparison, Sandro alone generated a revenue of €116.2 million in the same period, while Maje's revenue was €98.8 million. In order to boost sales, Claudie Pierlot, founded in 1984 by the eponymous designer, is setting out to conquer a new clientèle.

“The label is perceived as static, style and communication-wise, and it is attracting an increasingly mature customer base,” SMCP stated in the presentation. Claudie Pierlot must now address the needs of “a new world,” targeting 25 to 45-year-old urban consumers as well as Gen Z consumers, 15 to 25-year-old digital natives. Another key target group for the label, which currently appeals chiefly to active women over 40 years old, are Chinese consumers aged 18 to 35.

For its regeneration, the French label is drawing on a new brand platform rooted in its heritage and Claudie Pierlot's own sense of style. Among the new watchwords, boldness, colours and love of travelling. In terms of collections, this translates into timeless items always featuring an extra fashion twist. To boost profitability, the lines have been streamlined, dropping from 350 items per season to 250.

To make the label more appealing and promote brand loyalty, the seasonal lines will feature a series of capsule collections, new products and collaborations consistent with Claudie Pierlot's DNA. The size chart will be notably broadened, to fit a greater number of women.

To further boost profitability, Claudie Pierlot is planning to extend the availability of colours and materials for its best-selling items. More attention will also be placed on accessories, usually a means of attracting young consumers. New entry-level products will be developed, in an effort to rejuvenate the customer base.

Claudie Pierlot will also forge ahead with the ‘Claudie Cares’ sustainable fashion programme, and stated that, by 2025, 80% of its items will be eco-sustainable. In the same vein, the label will introduce a clothes rental service for Spring/Summer 2021, and plans to start selling pre-owned items by 2023.

Like the other SMCP group’s labels, Claudie Pierlot is focusing strongly on e-tail: it currently generates 18% of its sales online, and the goal is to double the share in the next five years.

The label is set to invest more extensively in China, and Asia in general, than elsewhere. In 2021 for example, Claudie Pierlot will launch on Little Red Book, a Shanghai e-commerce app. In parallel, it will introduce a Hong Kong-based e-shop serving the rest of Asia. New brick-and-mortar stores will open in 2021 - a concept store in the Shanghai Grand Gateway mall - and in 2022, the label's first shop in Taiwan.

Finally, between 2023 and 2025, Claudie Pierlot is planning to redeploy its physical store network in China and the rest of Asia, investing on premium locations. The label will concentrate 20% of its marketing investment on the Chinese market alone, aiming to generate 10% of its global sales in China by 2025.

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