



Authors Matthias Spanke (left) and Sonja Löbbel

Easy Branding in Fashion Retail

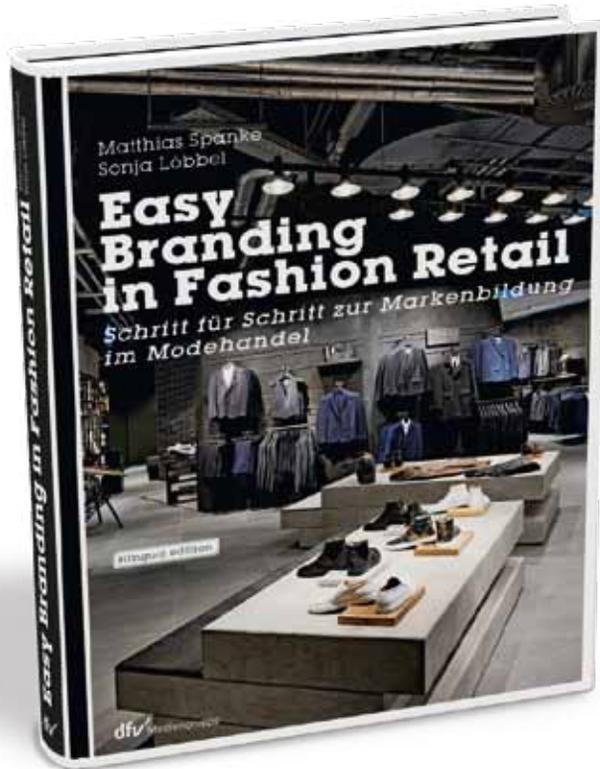
The second published work of the duo Sonja Löbbel/Matthias Spanke is intended to explain branding at the point of sale and to contribute to a successful implementation in the store. **STYLE GUIDE** talked to both experienced authors.

STYLE GUIDE: When and why have you decided to write that book?

Matthias Spanke: The idea for the book "Easy Branding in Fashion Retail" has already emerged in 2013. Doing a lot of consulting jobs I had realised that the subject of technical visual merchandising had always been that

part of the consulting that was realized, described and optimised most quickly. In the matter of branding at point of sale there was and there still is much more potential of optimisation. That process is not really clear very often and so the problem is the perfect implementation at point of sale.

Sonja Löbbel: In times of products becoming more and more disposable, branding becomes more important. The holistic emotional experience at point of sale decides about the success or failure of a brand. Our goal was to clearly define processes and to create a practice-approved guidebook.



Book cover "Easy Branding in Fashion Retail"

STYLE GUIDE: What was your basic intention when you wrote this book, in other words: whom does this book serve as an advisor?

Löbbel: This book addresses visual merchandisers, and marketing and sales staff of the fashion sector. The reader learns everything what he/she must know for the branding at point of sale step by step.

Spanke: Just like in our first book it is important for us that complex relationships are edited and presented shortly and especially understandably. We decided to publish the book bilingual in German and in English, as a lot of brands are positioned internationally and a pure German edition would have limited the target group.

STYLE GUIDE: How does the research work for such a book look like? Have you mainly used your long-term experience or have you specifically travelled around with the goal: "Let's do some research for our book"?

Spanke: During the first months the base frame has emerged – the structure and the segmentation of the book. This base frame has been elaborated in more detail and finally has been filled with content. Principally we wrote down our own expert knowledge. We structured our knowledge and cut out elements again and again, to really focus on the most important information.

Löbbel: We have been reading numerous specialist books and special interest magazines for years. We have combined this knowledge with a lot of practical experience. When we did the conception as well as the text writing we focussed on a clear structure and an understandable content.

STYLE GUIDE: Could you please describe the structure of the book? How do you give the readers the right understanding for branding?

Löbbel: The book is separated into three parts. In the first part we analyse the customer behaviour: we describe how to clearly define the target group and we guide the readers through all the fields of branding. After that we show how to create a great story about a brand. The second part of the book deals with the point of sale: here we write about the most important touch points between customers and brand. Each touch point is examined in detail and its importance for the branding

at point of sale is clearly worked out.

Spanke: Detailed explanations, instructions, handy tips and expert opinions offer the readers a comprehensive and understandably edited knowledge about branding at point of sale. Using a lot of visualisations, pictures and check lists, this is a handy guidebook that helps implementing all the steps towards branding one by one.

In the third part of our book we prove, with the help of best-practice examples, that successful branding is possible in every price segment and with every assortment. From brands like G-Star and PME Legend via KARL LAGERFELD through to big department store KaDeWe: we give unprecedented insights into the brand staging of nine successful but completely different retailers.

STYLE GUIDE: Next to textual content your book includes a huge number of pictures, different illustrations and especially constantly recurring check lists. Why?

Spanke: To get a comprehensible structure it was important for us to use a consistent structure of chapters, too. In the first part, which is about customers' behaviour and branding, each chapter deals with the particular topic at the beginning. Subsequently there are practical tips as instructions for the implementation in your own company. Where they made sense, we integrated visualisations that sum up the described topic once again in a visual way. Our readers will notice quickly that stories and relationships can be better kept in

Checkliste Touchpoint Schaufenster
Checklist Touchpoint Shop Window

	Bewertung 1-10 (1 = negativ/10 = positiv) Rating 1-10 (1 = negative/10 = positive)
1. Wird die Markenstory im Schaufenster dargestellt? Does the shop window tell the brand story?	<input type="checkbox"/>
2. Beinhaltet das Fenster Designelemente der Marke? Does the shop window include design elements belonging to the brand?	<input type="checkbox"/>
3. Werden aktuelle Trends aufgegriffen und auf die Marke adaptiert? Are current trends picked up on and tailored to the brand?	<input type="checkbox"/>
4. Passen die Mannequins zur Markenaussage? Do the mannequins fit the core brand statement?	<input type="checkbox"/>
5. Fühlt sich die Zielgruppe angesprochen? Does the target audience feel it is being addressed?	<input type="checkbox"/>
6. Sind im Fenster überraschende Elemente für den Kunden zu entdecken? Are there any surprising elements in the shop window for the customer to discover?	<input type="checkbox"/>
7. Sind die Signale der eingetragten Elemente schnell zu verstehen? Are the signals given by the registered elements easy to understand?	<input type="checkbox"/>
8. Ist das Fenster gut strukturiert und die Gruppierung übersichtlich? Is the shop window well structured and are the product groupings clearly arranged?	<input type="checkbox"/>
9. Schafft die Beleuchtung eine Dramaturgie aus Licht und Schatten? Does the lighting achieve dramatisation through the use of light and shadow?	<input type="checkbox"/>
10. Sind die Leuchten funktionsfähig und staubfrei? Are the lights in full working order and free of dust?	<input type="checkbox"/>
11. Sind die Schaufensterelemente und die Scheiben sauber? Are the shop window fittings and window panes clean?	<input type="checkbox"/>
12. Wird die im Fenster präsentierte Ware im Verkaufsräum hervorgehoben? Are the goods that are presented in the shop window given prominence in the sales area?	<input type="checkbox"/>
13. Ist die Fensterware in ausreichender Menge verfügbar? Are the goods that are presented in the shop window available in sufficient quantities?	<input type="checkbox"/>
14. Wissen die Verkaufsmitarbeiter, welche Ware im Fenster dekoriert ist? Are the sales staff aware of which goods are being presented in the shop window?	<input type="checkbox"/>
15. Wird die Ware alle 10 bis 15 Tage gewechselt? Are the goods rotated every 10 to 15 days?	<input type="checkbox"/>

Example of a check list at the end of every chapter

mind when they are visually illustrated.

Löbbel: In the second part, where we deal with pos-touch points, they are examined in detail and then they are completed by practical tips. We also used a lot of visualisations and pictures here, to underline the content and to show the implementation in the field. Following this, a check list was created for every touch point, which helps to

put into practice what you have learned before.

STYLE GUIDE: At the end of the book you present some “Best Practice-examples”. What do these companies make better than others?

Löbbel: It is not about showing what these companies make better. Because every brand is individual, has its own target group and its own story which should be brought to point of sale.

Spanke: With the help of these selected and very different examples we want to prove that branding at point of sale is possible for every brand, with every assortment and every target group. Furthermore the examples show how all the single points can be defined and the brand can be consequently implemented at point of sale with the help of our instructions.

STYLE GUIDE: Was there a special allocation of responsibilities between the both of you or did you work hand in hand in all scopes of duties?

Löbbel: Of course we worked hand in

hand in all scopes of duties, although Mr Spanke predominantly cared about structure and contents, while my focus was more on the visualisations, the selection of the appropriate pictures and the best-practise examples.

STYLE GUIDE: Mrs Löbbel, Mr Spanke, thank you very much for the interview.

Interview: Philipp Knab

