



MAKHletter

MAKH is a path to solving issues
based on Design Thinking

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■ Quote Of The Month

“Design is not just what it looks like and feels like.
Design is how it works.”

–Steve Jobs

What's New On MAKH Blog?

CONSUMER TRENDS AFFECTING FASHION BRANDS

By: Maedeh Mehraein



Consumers are more aware than ever of environmental issues. In this digital age, consumers have access to vast amounts of information previously hidden from them. This includes how fashion brands treat their employees and how sustainable their products are. Customers are able to choose products that are in line with their values, making brands more responsible for their business decisions.

Fashion brands that can most effectively adapt to ever-changing environments will have the highest chance of remaining competitive for many years to come. Here are 8 consumer trends that affect fashion brands.

Fashion based on sustainability

Global efforts to make fashion more sustainable have altered the balance between the biggest retailers and local brands. It is common for social media users to call for boycotting of brands that aren't deemed "green enough" or associated with 'fast fashion. Multiple surveys have shown this to be the case as well. Consumer behavior changed radically during the COVID19- crisis, according to a study conducted by McKinsey & Company. As a result, %61 of respondents reported

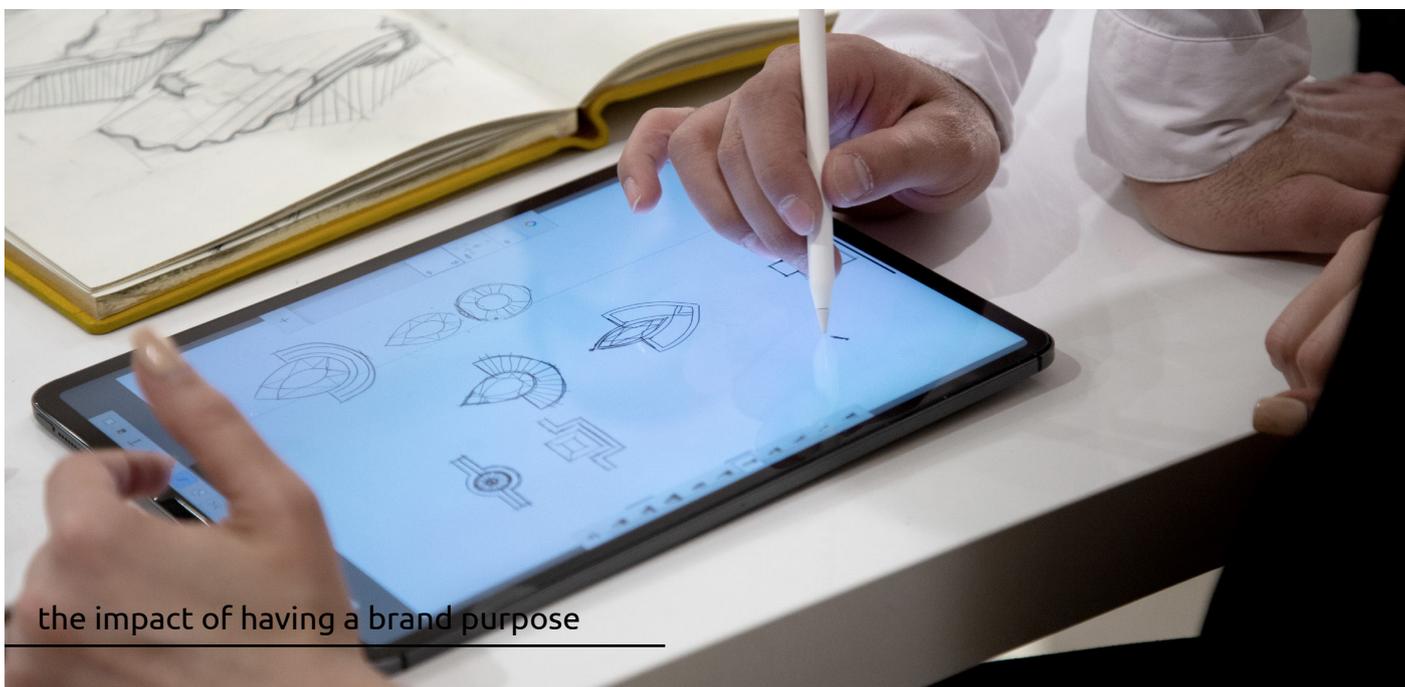
they had taken steps out of their way to buy products packaged in environmentally friendly ways.

%65 of respondents also said they would be buying higher-quality clothes that would last longer and a significant %71 said they would be throwing out fashion items less often. This demonstrates the shift towards a more sustainable fashion. In fact, in 2019 the sales of ethical clothing soared to a record high of over 53€ million nationally. A feeling of quality over quantity has taken hold of the conscientious consumer, and brands such as Patagonia have been reaping the rewards. Patagonia has made sure to heavily advertise its action against the fast fashion industry, citing how they are reducing the impact on the environment. They have also made sure that a high percentage of the fabric used to produce their clothes is made from recycled materials. Patagonia has started urging shoppers to limit buying new clothes.

This shift pushes fast fashion brands to rethink their strategies and supply chains that have been given bad press for inhumane conditions in factories based in third-world countries.

Purpose driven consumerism

Purpose driven consumerism is defined by brands including a core message or moral stance as part of their brand. For example, brands such as Rihanna's Fenty Beauty have made a significant point of **demonstrating their size-inclusion by hiring plus-size models and providing plus-size clothing.** Consumerism driven by purpose is on the rise in recent years. %48 of consumers surveyed voiced their issue with brands who do not have a social view they agree with. %42 of respondents also reported **walking away from brands in frustration at their response to social issues.** This demonstrates the impact of having a brand purpose that aligns with the majority views of your customers.



the impact of having a brand purpose

Unilever has been at the forefront of the 'brands with purpose movement'. According to the company's research, their sustainable brands grew %50 faster than the rest of their businesses and contributed %60 to their growth.

Some brands have set trends for the whole market by focusing on inclusion. Nuditone created band-aids for all different colors of skin. This bucked the market trend of light-toned band-aids and opened up their brand to universal praise.

By including a message or specific mission, fashion brands can connect with their customers on a moral level to drive a positive image as well as sales.

Online shopping

The UK alone has seen a huge increase in online shopping, with the national ecommerce market alone being worth around 86.45\$ billion. The global pandemic has forced brands to shift to a more

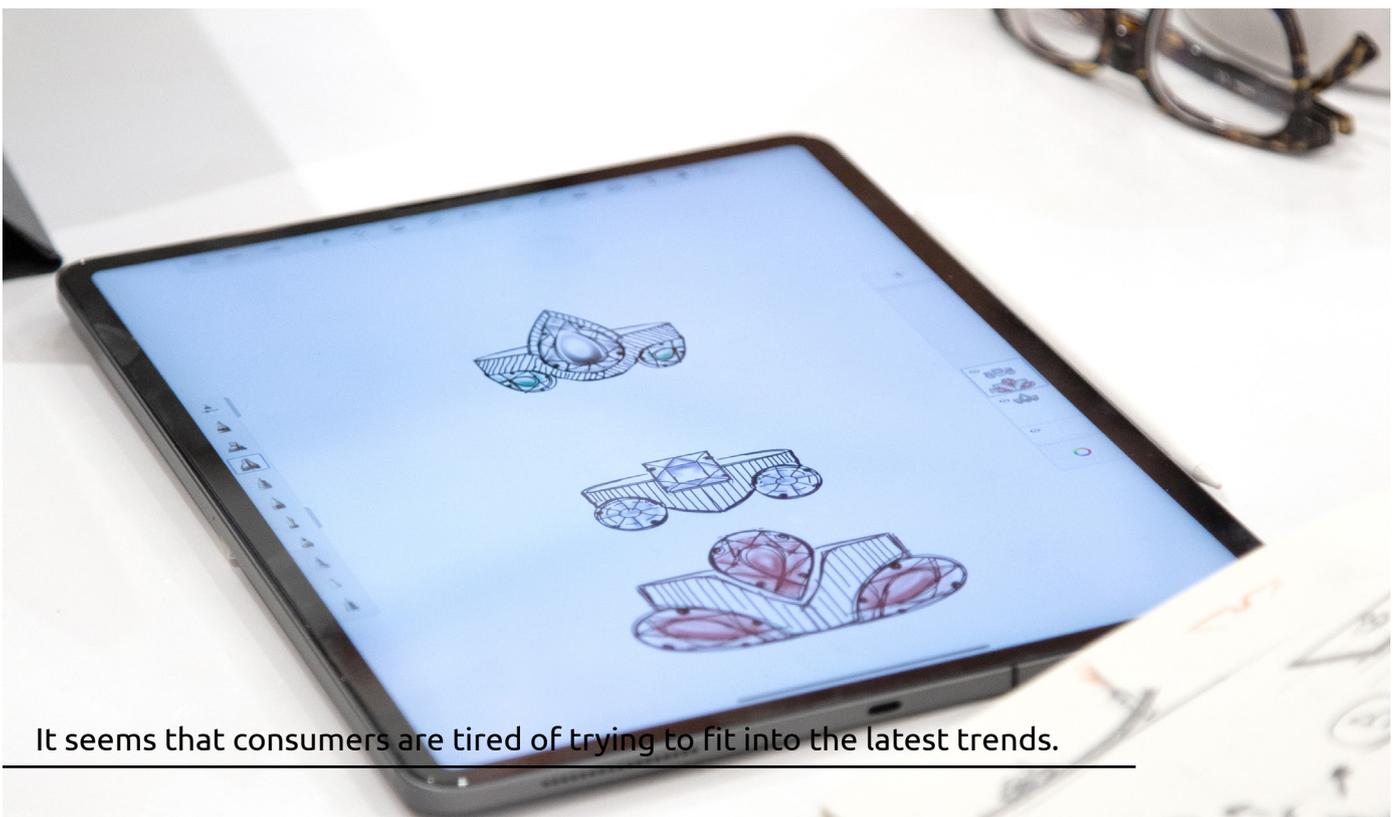
significant online presence, pushing innovation for digital solutions in a world where in-person shopping had all but ceased to exist.

This even includes **tech innovations such as the use of AR** by furniture stores so customers can visualize what their furniture would look like in their home. The online boom has also forced many mid-tier brands to focus on direct to consumer (D2C) sales, increasing competition within the world of ecommerce.

By now, online shopping is a fundamental staple of fashion retail, with all of the major brands having adapted to the shift in climate.

Greater customization

It seems that consumers are tired of trying to fit into the latest trends. Therefore, many have decided to go their own way to carve out their own unique fashion sense.



It seems that consumers are tired of trying to fit into the latest trends.

This has been especially prevalent in the up and coming world of 3D printed and customisable gifts. In addition, there has been the incorporation of online and digital stylists into luxury brands.

For example, Ralph Lauren has a dedicated personal stylist on their website that can recommend products based on recent purchases or stated style preferences. Even more innovative than this, Ralph Lauren has also incorporated smart mirrors into their London and New York stores that contain the same functionality.

Consumer choices are sure to become increasingly influenced by the individual as emphasis is placed on the individual.

However, personalization is often difficult for smaller brands to achieve. This is largely because personalization requires a lot of data collection and data upkeep. This data is used for everything from recommending products to customers to defining their shopping habits.

All this data must be stored securely, in accordance with GDPR and other data laws. This may be something that has to be overcome for smaller brands to realize their own customer personalization.

Increased customer expectations

No matter whether the brand is considered luxury or fast fashion, consumers have higher expectations from outlets across the board. Innovation behind the scenes **to ensure a smoother process from ordering to fulfillment has skyrocketed.**

Tech such as RFID to track garments, electronic tags and augmented reality to provide customers with further information and the promise of same-day delivery have all helped to greatly improve customer experience.

An enhanced customer experience naturally leads to increased customer retention.

This means that **the brands giving the most positive overall experience to their customers** are more likely to retain their business. However, their products may not be as high quality or competitively priced as some other outlets.

Unconventional purchase channels

There has never been a better time to be in the fashion industry, where innovation makes all the difference. The industry has recently seen a fascinating trend towards a sale method called Live Commerce.

Live commerce essentially fuses together online retail with live streaming, bringing the online shopping experience as close to real life as possible. These online, video-enabled actions are proving a hit with the industry and, with the addition of special events such as influencer streams helping to sell products to an already captive audience, this space is only set to grow far into the future.

The purpose of brick and mortar stores

Brick and mortar stores used to be the default mode of retail, and this remained true for hundreds of years. In response to the rise of online shopping, brick and



An enhanced customer experience naturally leads to increased customer retention.

mortar stores have had to undergo a fundamental change in meaning. No longer being the go-to place to spend money, **brick and mortar stores will slowly shift to become more of a community space.** The primary purpose of brick and mortar stores is now to provide an experience of the brand rather than sell items.

Recent surveys found that %74 of event attendees ended the day with a more positive impression of the company after experiencing experiential marketing. A study from Harris Group also found that %72 of millennials preferred to spend money on experiences rather than material things.

This altered purpose means that stores no longer need to stock every single color and size of every item they advertise in their catalogs. Focus instead on **providing a positive brand experience** by hosting special events and creating original, ever-changing experiences, such as brand storytelling, pop-ups or influencer visits.

Retail hubs

As the pandemic subsides and people begin to return to physical locations to work, footfall in major areas is set to increase. However, it's likely that this footfall will only take place in specific areas, meaning that retail outlets will have to congregate into retail hubs such as malls and shopping centers rather than being spread out across a long high-street.

Research by Deloitte found key factors that make mall shopping more attractive to consumers. These include the convenience factor, as having lots of retail outlets all in one area decreases the amount of ground people need to cover.

Also mentioned was the role of giving brands spaces to create experience areas, allowing customers to have a more engaging shopping experience. Similar to brick and mortar outlets, malls can provide an experience that online shopping just can't.

With the right technology to connect with customers such as on-site AR services or pop-up stores, **malls are prime places to become a post-pandemic trend.**

Customer trends and the future of the fashion industry

In spite of the fact that some of these trends may only be widely adopted in a few years, early adopters will definitely reap the rewards of staying on top of consumer needs. Fashion brands that listen to consumers almost invariably come out on top, accelerating an eventual shift away from practices such as fast fashion and towards a more sustainable, tech-driven and personalized industry.

What's New On MAKH Blog?

Learning culture

By : Majid Ahmadi Khoshbakht



One of the functions of the university is to produce science and train specialized people for the growth and development of the industry and businesses. From 100 years ago until today, educational systems have changed and updated over time. The growth of knowledge in universities has been quicker than in the business environment at times in history. But today the story has changed somewhat. In today's world, businesses grow faster than universities. In the process of business development and growth, new processes and operations are created that require specialized people to advance them. These new jobs are created in accordance with business development. However, the point is that universities today cannot train and educate industry experts. Sadly, education systems have not been able to keep up with the disciplines of the industry and adapt to the changing environments of the business.

Usually, training structures are old, but systems should always be up to date in order to respond dynamically and agilely to industry changes. Because of this gap between industry and universities, businesses often hire talented interns and inexperienced workers to meet their special needs and to train them over time to do their jobs.

As a matter of fact, this problem of the university is being solved in the heart of the business, as businesses must meet their specialized needs by thinking differently. In the past, the university was the center of creating both technology and the experts to implement that technology. As a result, today, the center of knowledge and technology production has shifted to research centers within organizations. **Many companies are trying to compensate for this shortcoming by creating a culture of «learning» in their organizations.**



As a result, today, the center of knowledge and technology production has shifted to research centers within organizations.

Identifying the needs of specialized human resources and, through training, learning, and taking advantage of consultants, training the right people in a timely manner is crucial to the development of a company at all levels.

Modern-minded companies today, by creating a «learning» culture, have the potential to grow steadily and move faster into the future and outperform their competitors.

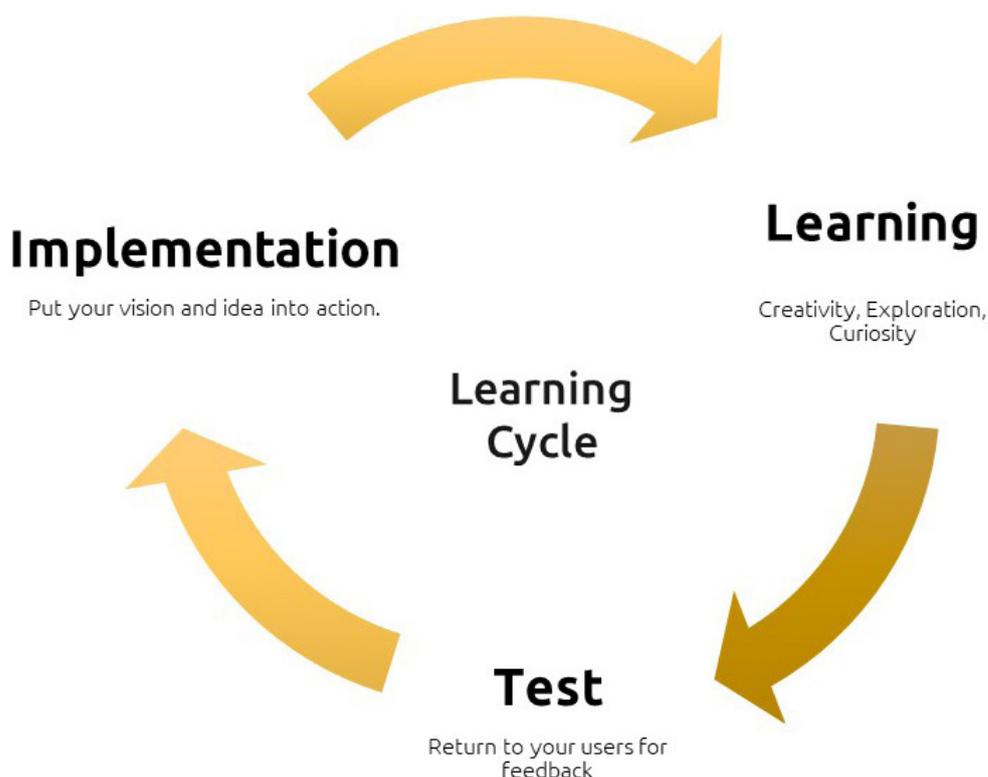
A culture of learning in which there is creativity, research, presenting new ideas, curiosity, the emphasis of organizational leaders on innovation and search. The following cycle in organizations can be very effective in achieving operational thinking and process specificity and operational knowledge.

This cycle is a platform for talented people that allows the growth and creation of specialized people in the organization. Today, one of the most important competitive advantages between companies is skilled, capable, and loyal expert employees.

When you provide an environment in which people can learn and grow, in addition to being effective in performance, people will feel more loyal to the organization.

Thus, today's companies are not just profit-making organizations, but they also have the responsibility of training specialized people in the field of business in addition to fulfilling their main mission.

In order to sustain growth and development, it is essential to have this understanding at the level of organizational strategy.



MAKH Business

Make your startup vision a market-changing reality

Startups Growth



IDU's initial business idea was based on the design and manufacture of stone products. Products that people interact with within everyday life. Whether it's at the workplace, at home, or restaurants and cafes, life can be defined in many ways.

Since stone is a natural material, it has inherent limitations and advantages in the design and production of IDU products. Important decisions were made when the business environment and the value proposition and other important points of the supply chain process were seen in general. The main strengths and capabilities of IDU were design and production.

Therefore, its sales process is based on collaboration with other brands to provide a sales platform.

Using the design thinking process, the market and consumer needs for this product were analyzed first. According to the quantitative and qualitative studies, there are very few stone products available

that meet the aesthetic and functional needs of the target audience. Thus, products were defined based on IDU customer segments in a specific space and lifestyle.

Until now, dishes have been defined as something for holding food, fruit, or liquid, and when they were used, their true meaning and concept were revealed. Then, after using another dish, it is no longer effective, so people place them in a cupboard or cabinet away from others' eyes.

The results of the research team changed IDU's point of view about the dishes.

As a result of the research and empathy process, we reached the following conclusion:

The dish can have beauty and function in space without being only a container.

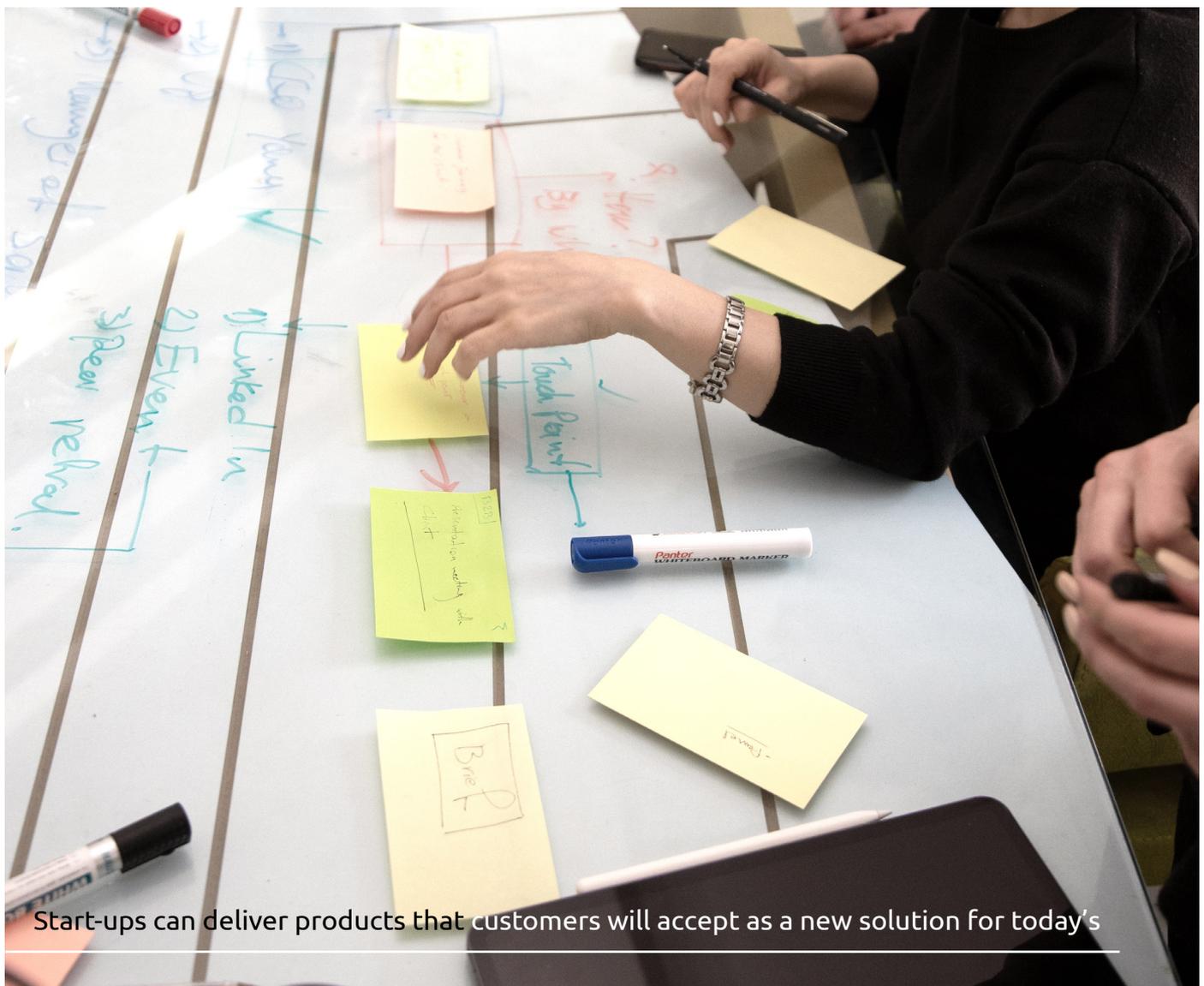
The second conclusion that was considered in the research was that the dishes were designed for the customer based on a specific function from the beginning of the design and production process.

It was seen as another weakness in existing products that the user has no freedom and can only use the product based on what the designer wants.

Another result of the in-depth analysis of the data is a new idea that's presented to the market with a design that lets the customer define its preferred use. In fact, a container is designed in such a way that it has various uses.

The design thinking process enabled the IDU team to be able to present the idea and products to the market in advance of the needs and the target customers and how to present them.

Start-ups can deliver products that customers will accept as a new solution for today's lifestyle with an in-depth study of the market. This approach helps to minimize the possibility of business failure.



Start-ups can deliver products that customers will accept as a new solution for today's

Coming Up Birthdays



Kamran Diba

Iranian architect
5 March 1937

He is known for designing the new campus of Jondishapur University in Ahvaz, the Tehran Museum of Contemporary Art, and the Niavaran Cultural Center in Tehran.



Michelangelo

Italian Sculptor
6 March 1475

Born in the Republic of Florence, his work had a major influence on the development of Western art, particularly in relation to the Renaissance notions of humanism and naturalism.

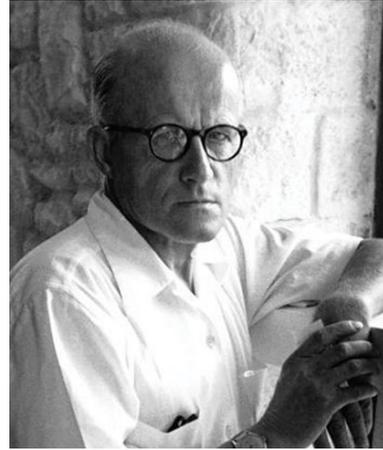


Hadi Mirmiran

Iranian architect

18 March 1945

He was an Iranian architect, and manager of Naghsh-e Jahan - Pars Consulting Company. He was born in 1945 in Qazvin, received his M.A. in architecture from the faculty of fine arts of Tehran University in 1968.



Pierre Jeanneret

Swiss architect & furniture designer

22 March 1896

As a young student, he was a brilliant painter, artist and architect, greatly influenced by Charles-Édouard Jeanneret (Le Corbusier), his cousin and mentor for life.



Tommy Hilfiger

American fashion designer

24 March 1951

Hilfiger's collections are often influenced by the fashion of music subcultures and marketed in connection with the music industry, with celebrities such as American R&B artist Aaliyah in the 1990s. He remains the company's principal designer, leading the design teams and overseeing the entire creative process.



Ludwig Mies van der Rohe

German-American architect & designer

27 March 1886

In the 1930s, Mies was the last director of the Bauhaus, a ground-breaking school of modern art, design and architecture. The style he created made a statement with its extreme clarity and simplicity. He sought an objective approach that would guide the creative process of architectural design, but was always concerned with expressing the spirit of the modern era.

