



Ann Summers Business Plan

International Retailing
FAS5034

Katharine Parratt
Word Count: 3,122



[Ann Summers sta]

CONTENTS

Executive Summary

Profile of Brand

Facts & Figures

Reasons for Internationalisation

Country Justification & Profile

Sydney

Barriers to Entry

The Market & Trading Environment

Drivers

Market Research & Competitors

Entry Method

Marketing Strategy

The Launch

Future Developments

Appendix

References



[Linda Sharkey]



Executive Summary

This business plan will contain the reasons for Ann Summers expansion to Australia, more specifically Sydney. This booklet will explain why Ann Summers have chosen Australia, Sydney and more specifically; their choice of entry method, marketing strategy for the launch of their flagship store and future developments.

Ann Summers

Ann Summers was established in 1970 by a man called Cabon-Waterfield. The name of the company was initially taken from his secretary; a gorgeous blonde woman named Annice Summers. Ralph and David Gold intervened in 1971 when unfortunately, the company went into voluntary liquidation and brought the shops and the name for £10,000 along with the debts. The Company, although still having a few shops, predominantly ran by mail order for the next nine years. July 1993 Jacqueline (David Gold's daughter) became Managing Director and Chief Executive giving her complete control of Ann Summers. Today Ann Summers is very popular with a wide audience; selling a huge range of lingerie, sex toys, fancy dress and accessories. [McCarthy, Sam]



Jacqueline Gold CEO Ann Summers
[Rosie Kinchen]

Ann Summers Facts

-Over Christmas 2015 their like-for-like sales were up 10.1% compared to the previous year.

-During last year Ann Summers injected 1.5 million into its party plan business which hosts approximately 2500 parties a week!

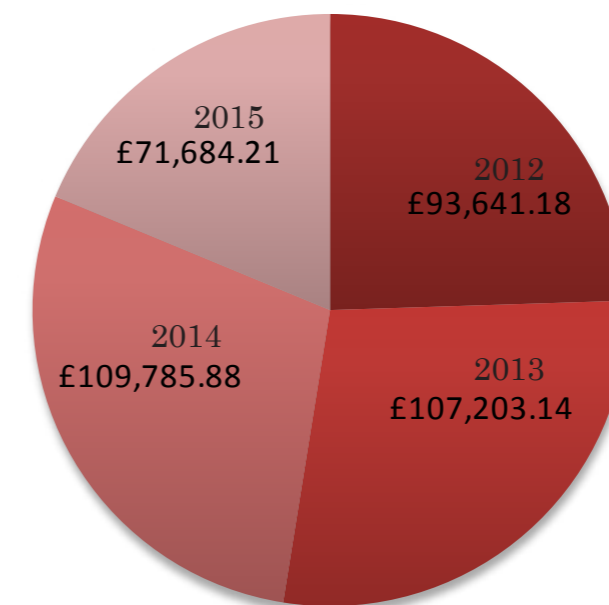
- After Ann Summers re-launch at the beginning of 2015, sales have increased by 50%. [McMurrough, Richard]

-The internet now accounts for 14 per cent of Ann Summers' total revenues. [Evi]

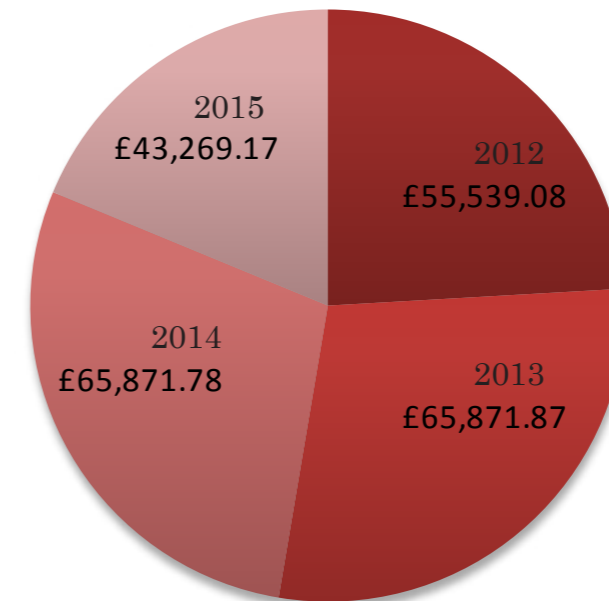
Total Revenue



Operating Income

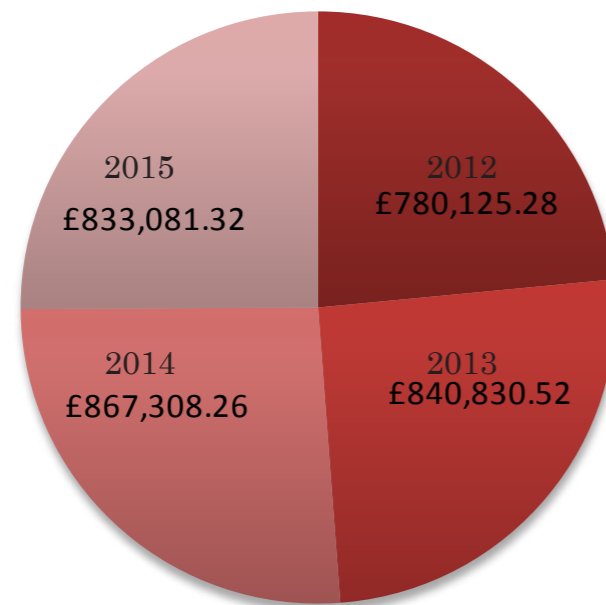


Net Income



Annual Figures

Gross Profit



As you can see from these financial figures, Ann Summers have had huge profits from 2012-2014. This was mainly down to the release of Fifty Shades of Grey books hitting the UK by storm. However, they haven't had such a good year throughout 2015.

Reasons For Internationalisation

Ann Summers is an extremely successful UK based company selling a wide range of products including lingerie, swimwear, fancy dress, accessories and sex toys to include the popular rampant rabbit. Ann Summers have taken the UK by storm with nearly 150 stores across the UK as well as one in Spain, Valencia. Their only way to expand successfully is to venture globally. Ann Summers to go is Australia, with their ever growing population, economy and retail sector, would be a successful expansion. As more and more lingerie stores are opening in the UK, including the pressure of direct competitors in the market already, such as Bux Avenue and Victoria Secrets alongside indirect competitors to include Topshop, Primark, Tesco F&F, George at Asda and TU Sainsbury's. The underwear market is becoming more saturated by the minute; this is a massive push factor for Ann Summers to expand outside the UK. With the huge take off of the 50 Shades of Grey series which were released in 2012, and then to follow, the first film shown in the UK this year (2015) as well as other parts of the globe, this has dramatically increased Ann Summers sales. [The Independent] The Fifty Shades toys sold by Ann Summers will be a huge hit in countries/ continents such as USA or Australia.



[Bianca London 2014]

Country justification & profile

Australia has had 22 years of constant economic growth. It is the fifth largest economy in the Asia-Pacific region, and is the 14th largest economy in the world. Over 1,000 British businesses operate in Australia, to include hundreds of small and medium sized companies as well as very well-known companies, HSBC, BP, British Airways, Virgin and BT. Sydney offers world class shopping centres, designer boutiques, department stores and speciality shops. It is a very up-and-coming part of Australia and would suit the Ann Summers brand. Australia has more British citizens than any other foreign country. Around 500,000 British people visit Australia every year with over 1.2 million Britons are living there permanently. [GOV.com] This being a considerable benefit for the brand Ann Summers doing extremely well in Britain alone, and the pure fact stating the figures of British residence and tourists, being aware of the brand already. The ever growing population is a huge pull factor for Ann Summers. Jacqueline Gold quoted "The one for me is Australia. They are very similar to the British and have a similar sense of humour. I am very excited about taking Ann Summers international because there is absolutely nothing like it out there and we are unique in what we do." [The Independent]



[Park Regis 2015]

<p><u>Strengths:</u></p> <ul style="list-style-type: none"> - Many British citizens have resided in Sydney so will already be aware of the successful brand. - There are no other lingerie brands that combine lingerie with sex toys/ accessories, a massive strength for the brand. - Ann Summers have a great unique selling point compared to other lingerie retailers in the vicinity. 	<p><u>Weaknesses:</u></p> <ul style="list-style-type: none"> - Most of the lingerie stores are priced slightly cheaper than Ann Summers; however, the lingerie Ann Summers sell, is more luxurious than others sold in the vicinity. - Australian consumers show loyalty to the 'already existing' lingerie brands making it harder for Ann Summers to fit in.
<p><u>Opportunities:</u></p> <ul style="list-style-type: none"> - If the Sydney store is successful, opportunities to open stores in neighbouring busy cities, such as Brisbane and Melbourne are possible. - Sydney is vast; smaller stores could be opened in other shopping districts. 	<p><u>Threats:</u></p> <ul style="list-style-type: none"> - Again direct competitors are close to where the store will open in Sydney. However, Ann Summers have a 'unique' selling point compared to other lingerie retailers. - Australia and Sydney as a whole have many lingerie retailers, Ann Summers need to differentiate from the start.



[Tumblr.Sydney 2014]

Sydney Market Street

“Sydney is unique. It combines being a fantastic destination with being a city with the ability to add value to any investment or business proposition. Its people are highly educated. It’s diverse and global. It’s in a great location. It has a stable government. It’s got enterprise and energy and looks to the future in a way that other places don’t.”

[Jessica Irvine]

Market Street is located in the heart of Sydney’s busy shopping/ business district. The street is popular with visiting tourists and locals having a lot to offer. Both Myers flagship department store and David Jones’ flagship department store are based on this street.[Sydney.com] Other popular high street retailers are based amongst this street including; Topshop, Zara and H&M. There are few lingerie stores within the department stores to include a brand called ‘The Naked Truth Lingerie’ this stocks a more basic type of lingerie, however, it does have the same price point as Ann Summers. None of the Lingerie shops along Market Street have both lingerie and sex toys/ accessories within a store. Market research shows that this runs throughout Sydney, as both sex and lingerie are sold separately in opposing stores. Ann Summers would be a ‘first mover’ into this market with the products they have, no other lingerie store across Australia alone combine the lingerie stock with sex toys and accessories in the same store. Ann Summers gains an advantage over other potential competing lingerie stores.

Barriers to Entry

A few problems could occur as barriers to entry. The threat of new entrants to the same market will always be a massive factor; Ann Summers will have to always keep their eyes peeled. Rivalry with existing lingerie companies where the production differentiation is low, however, Ann Summers have a unique selling point, and the store will have a luxurious feel to it with a comfortable and interesting experience. With new products they will always bring curiosity to the Australian consumer as people will be curious to try them.

[Emma Sinclair 2015]



Sydney

Political

Different religions and ethnic groups may effect the sales of Ann Summers. The store will need to be strategically places in relation to this.

Economical

The economy in Sydney is booming, it has expanded 4.3% in 2013-14. It is the fastest growth rate seen in 14 years [Matt Wade 2014]. This will affect the consumer spending in Sydney as consumers will spend more if the economy is increasing. [Appendix 3]

Social

The consumer lifestyle is also dependent on the location in Sydney, Australia. This is something Ann Summers will have to keep their eye on.

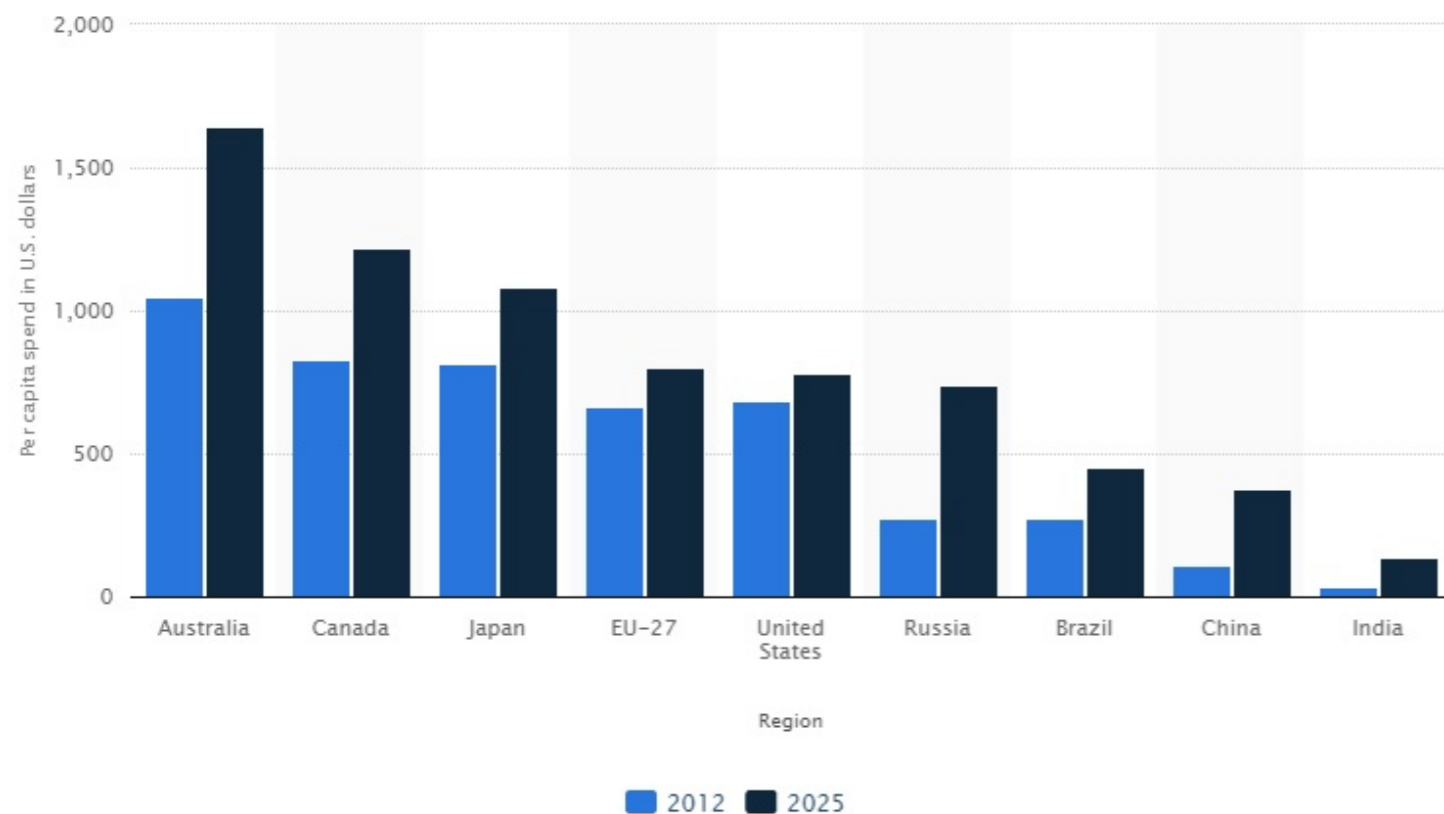
Technological

Sydney, an extremely 'up to date' city when it comes to technology; blogging is forever growing to be more popular by the minute throughout Australia. This being a huge advantage for Ann Summers Flagship launch. [Appendix 4] Fashion bloggers have huge followings that can dispute magazines, allowing an opportunity for luxury brands, such as Ann Summers to gain large amounts of fashion-crazy consumers. "They have always influenced the consumer purchasing decisions" [Sarah Jones 2014] Popular Australian fashion bloggers will be invited to the launch; this will then increase consumer interest.

The Market & Trading Environment

Global Consumer Spending

These statistics depict the global per capita expenditure on clothing in 2012 showing a regional forecast for 2015. Australians per capita expenditure is estimated to increase from USD 1,050 in 2012 to USD 1,643 by 2025. USA would be a good market for Ann Summers to enter however, from these statistics Australia is rather ahead with its consumer spending. USA would be an obvious market to enter but Australia is doing better with their economy and spending figures. [Statista 2015]



Australian Consumer Spending

The consumer spending in Australia has increased dramatically to its 'all time high' of 218821 AUD Million in the last fourth quarter of 2014. It was 216851 in the third quarter of 2014, so a dramatic rise has occurred. From 1959 to 2014 Australia's consumer spending has averaged around 102548.23 Million AUD. [Trading Economics 2014]



The Global Lingerie Market

"If the luxury market has been suffering of late under gloomy economic times, one trend which seems to have reaped benefits is luxury lingerie." [Fashion United 2012]

"Lingerie is one of the top 10 global trends for 2015". [Adameczyk, Alicia]

The expansion in the global lingerie sector in the near future will end up coming primarily from the emerging markets where the consumers with their growing incomes will increase their spending in this category. Some demographic changes as well as lifestyle changes can contribute to a change in trends across the globe. "In the USA, men's underwear and lingerie for women aged 45 and older are among the segments boosting sales growth, which reached only a small one-digit percentage. A majority of consumers in the USA indicated a willingness to pay more for underwear made of natural fabrics rather than synthetics."

[Report linker 2014]

Australian Lingerie Market

Lingerie revenue declined by 1.5% over 2010 - 11, then grew slightly by 0.4% over 2011-12. As the economy picked up, consumers started to return to more speciality luxury lingerie stores. Latest statistics show that the lingerie market has exceeded all expectations and they have experienced revenue growth of \$194 Million AUD including a 0.7% growth. [Bra Queen 2014]

Emerging & Existing Trends

Fifty Shades of Grey

50 Shades has become a phenomenon globally. Ann Summers has had dramatic sales increases. “Not only have we sold out of handcuffs, jiggle balls and blindfolds, but it’s opened up a lot of new doors on a business level.” [Appendix 1]



[O.P.I 2015]

The Bralet

Australia has new trends constantly emerging in their markets. This is usually started off via social media. Lace bralettes have exploded into the Australian fashion scene. Bloggers such as Gretta Rose are extremely popular on the social media platform Instagram. There are also Instagram pages dedicated to cute lace lingerie for example an Australian based site called Aimeecherie_intimates. This trend has grown and grown hitting the UK also by storm. [Appendix 2] One way Ann Summers could adjust more to fit into this market would be to create a few bralet's like the below as Australia are loving the petite bralet.



Popular fashion bloggers are constantly uploading snaps of their new lace bralettes.



[Gretta Rose 2015]

Market Research

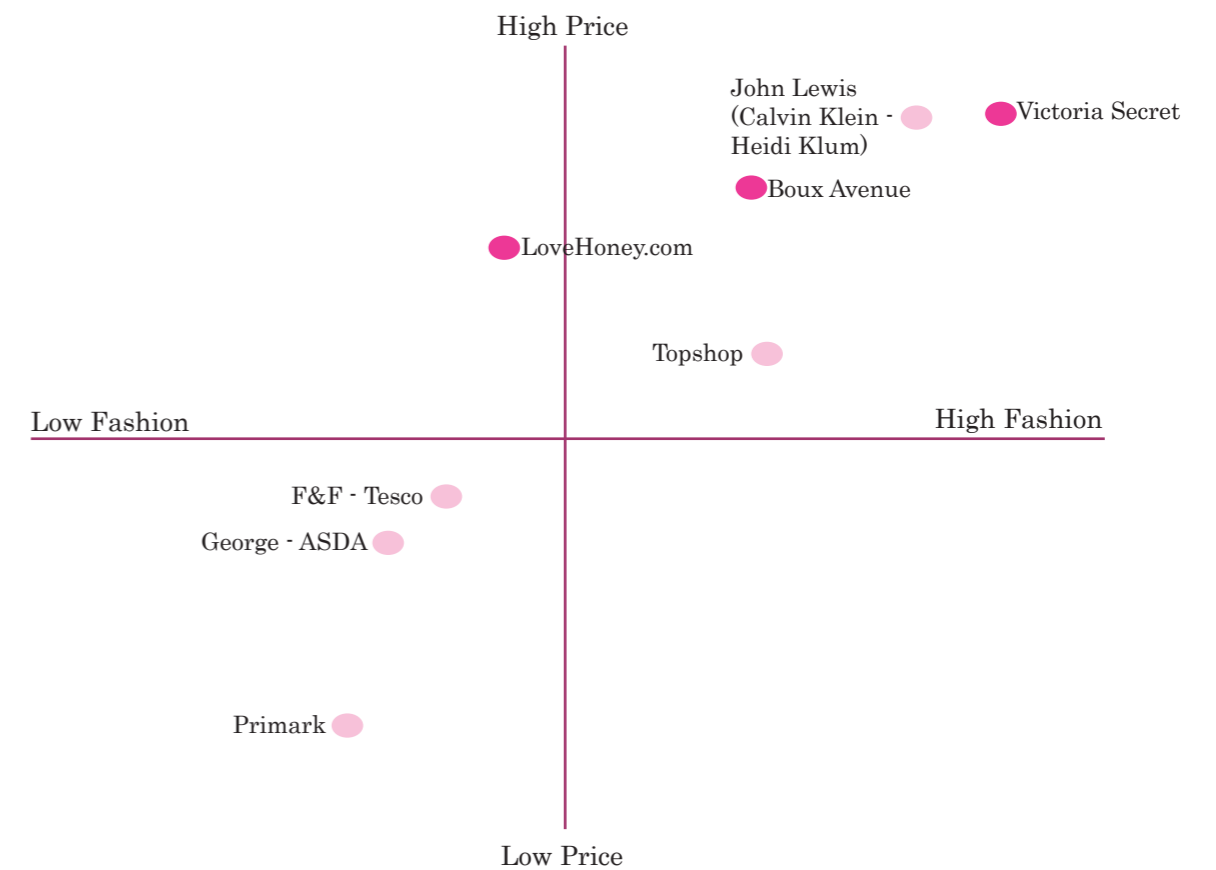
Target Market

There is a wide target for Ann Summers as it appeals to such diversity of customers from women in their 60s to teenagers is also common in its stores. Mothers and daughters being regular visitors to the store. The Ann Summers parties usually consist of three generations, which shows how diverse the consumer is. Ann Summers underwear range is very sexual and raunchy which tends to attract the younger market, whereas the knicker box range, has a more subtle and feminine design, which generally appeals to the older woman.

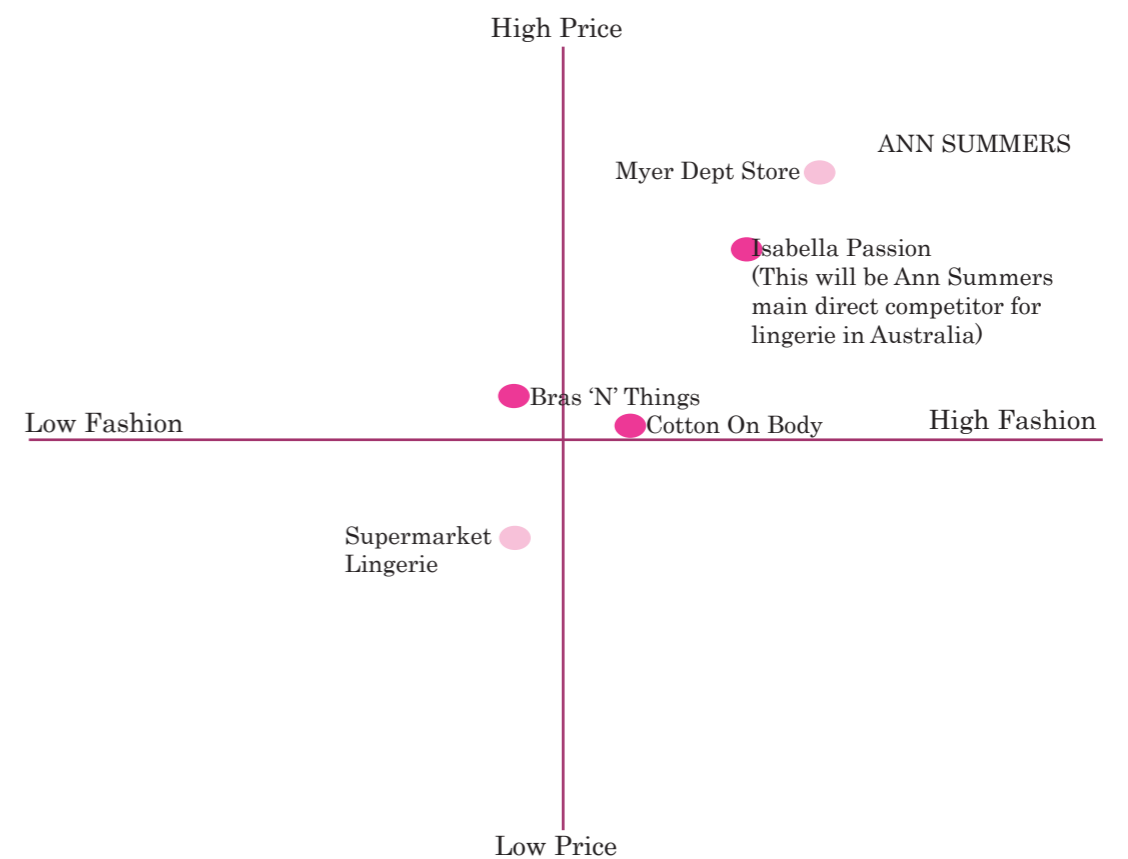
Pricing Points

Pricing for Ann Summers is slightly more expensive than the casual underwear in the same vicinity of Sydney. However, in the same area, expensive brands such as Calvin Klein to Dita Von Teese are found. A nearby department store sells lingerie from \$20-\$125 Australian Dollars so Ann Summers should fit into the market well as it sits in the middle. [Myer]

UK ● Direct & ● Indirect Competitors



Australian ● Direct & ● Indirect Competitors



Method of Entry

Ann Summers needs to consider which method of entry will suite them the most.

The methods that could work;

Franchising - This is a less costly and quick way to become established in the new Australian marker. However, it is risky as the brand might not be portrayed as it, should as there is less direct control over this.

Concession - This is a choice as it has low financial costs and operational commitment and is good again to position the brand as a whole in the new market. However, it is expensive to lease the store space and also very hard to withdraw out of the market if there is failure.

The methods that would not work;

Joint Venture - This would not benefit the brand as the profits are cut by 50% to the other adjoined company. There could be possible conflict as Ann Summers is quite a controversial brand with the products they sell, some companies might not agree with certain products leading to disagreements.

Organic Growth - If the new venture is unsuccessful this method makes it difficult to withdraw the company from the market. It will also affect the overall business operations back in the UK etc.

Flagship Sydney Market St

Ann Summers will enter the Australian market with an extravagant flagship launch in the heart of Sydney's busy shopping district. This is a method other westernised companies have used to enter the Australian market [Appendix 5 Case Study]. It is quite a risky strategy to enter a new market; however, market research has shown Sydney and Australia as a whole who do not have any stores that offer the combination of lingerie, sex toys, fancy dress and other accessories. Alongside the launch of the new flagship store, there will be a new underwear line launched on the same opening day; designed by Gemma Ward 'Australians sweet heart', both actress and super model. This will create a lot of talk amongst both media and the public and will bring recognition to the new brand. PR, Magazine and press will all be invited as well as popular Australian public figures and celebrities. The control of this method is high, however, the cost of this is going to be high too especially as the launch will be large. Ann Summers have the funding to make this a success.



Gemma Ward
[Beau Greal]

The lingerie line launched will be seductive yet classy and feminine as opposed to raunchy and intense. A softer line will be more inviting and less offensive to most.

Marketing Strategy

Ann Summers will have an extravagant launch, entering the Australian market. Guests such as press, PR, magazine companies will all be invited to ensure the word will be spread - Ann Summers has 'gone down under!' Popular super model and actress Gemma Ward will be creating a new underwear line for the launch. This will be launched on the same day as the store launch, creating even more excitement, boosting the initial sales. People will want to buy this as it had been created by 'Australia's sweetheart'. Word of mouth will be key to the marketing strategy.

Promotions

Promotions will be put in place for the run up to the store launch, and to follow. To make sure people are aware of Ann Summers going to Australia a promotional online code will be put on social media sites for only 12 hours at a time allowing 20% off online purchases the code will read **ANN-SUM-AUSTRALIA**. This code is longer than normal discount codes, however, the reason being to get the point across that they have gone into the Australian market. This will create a lot of interest and awareness.

Social Media

Social media sites will be the main gateway to marketing. In this day and age people thrive on it. The sites will be on full force, making sure the recognition is created for Ann Summers. Competitions will be put on social media platforms ensuring the people of Australia are aware. Twitter, Facebook and Instagram will have their own hash tag **#GONEDOWNUNDER**. Tweet this hash tag, and you could be in with a chance of winning an Ann Summers Bundle; which includes a taste of what's to come. Again Facebook and Instagram; sharing the post will give the consumer the chance to win.

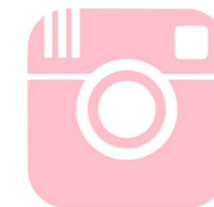


#gonedownunder

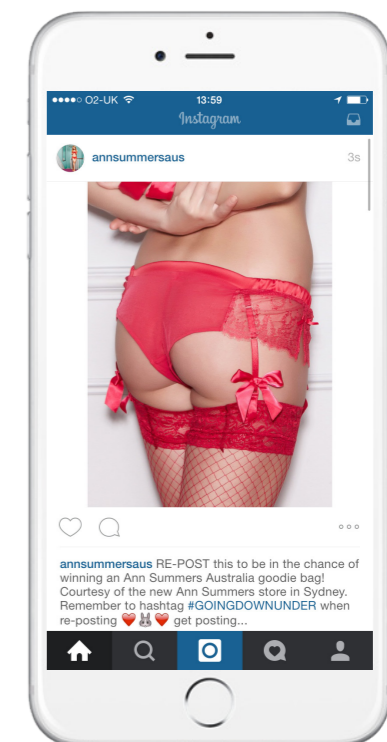
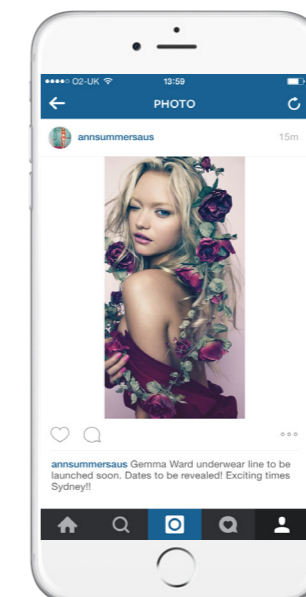
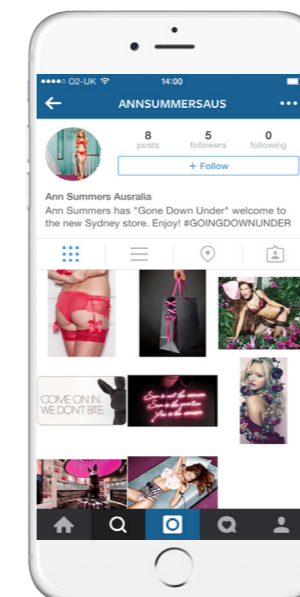
A twitter page will be set up for the new Australian store. The Twitter page will be updated regularly with new competitions and updates on the stores launch and new lines.



The Facebook page will contain the same kind of information as the twitter page; regular updates on new lines, store launch and any other interesting and valuable information the consumer might want to know.



Instagram will be one of Ann Summers main social media platforms. Market research shows that Instagram is the most popular social media out of the 3. The new Ann Summers Instagram is called 'AnnSummersAus'



The Launch

During the run up to the launch; Promotions will take many forms. Mainly to include billboard marketing as this is the most popular way to promote in large city areas. This will also entice the public in. Busses and other public transport will have preview posters of the new 'Gemma Ward Lingerie Line'. This will create talk about the new intriguing store opening. The store itself will be covered in a black lace, to prevent the exposure of the new store. This will have a countdown on the front face of the store, creating an exciting atmosphere for the consumer.

The big launch will be held on an evening during the summer months. This will link in with the feminine spring summer lingerie line that Australian's sweetheart Gemma Ward will have created, also being summer weather will add to the success of the launch. The Visual Merchandising will be unique for the launch night, as the mannequins in the window will be actual models, showcasing the new lingerie line. Prosecco on arrival for the invited guests. Local and large magazine companies will be there taking snaps for their features. PR companies and Press will also attend the flagship launch. Australian celebrities will receive an invite as this will boost the brands awareness and credibility. Blogging in Australia is extremely sort after and popular with the target consumer, therefore well known Australian fashion bloggers will be invited such as; Tammy Hembrow, Gretta Rose,



[Bianca London 2014]

Future Developments

Concession Melbourn & Brisbane

Once the success has been measured of venturing into the new market a concession store will be opened 4 months later in the popular Australian based department store chain Myer. Myer stock underwear ranging from Calvin Klein and Stella McCartney to less expensive brands such as Bonds (a more causal lingerie type) and Kayser which offers a sexier look. Ann Summers will merge perfectly into this department store, who have stores all over Australia including the two main cities Ann Summers would concession in; Melbourne and Brisbane. If these concession stores in these cities are successful then larger stores will open. The risks of opening two concession stores are low, with medium control as one can still have control of the visual merchandising within the stores, and, still have control over staff. The cost of this is also medium as it is cheaper than having a standalone store.

Franchise Melbourn & Brisbane

Once the success of the Flagship and Concession stores are proven, next would be to franchise the store throughout other popular cities around Australia. The risk of this is rather high however the brand would have been established for a while now in Australia and people will be aware and excited for the stores to open in other parts of Australia. Control as the owner of the store has most control over staff. However they will still have to abide by the store guidelines. The cost of this is very low as the franchise will have been bought. This is a good way for the brand to branch out and accumulate money.



[Bianca London 2014]

Production Asian Manufacturing

Production is an important factor when entering the Australian market. Exports from the UK to Australia have grown 6% since 2012. The most popular exports to Australia in 2012 were road vehicles, medicines and pharmaceuticals and miscellaneous manufactures. The options are transport via rail (Australia have committed to several large and high-profile rail projects) , road (Australia are investing more than 13billion into highway projects over the next couple of years). UK exports to Australia in clothing, apparel and accessories rose 167% to £132 million in 2012 which is a huge 700% since 2009 and they are now in the top 10 exports to Australia. However putting this all aside, Australia have a fast and ever growing relationship with Asia. Asian regions are able to help British companies looking to expand there. 7 out of Australia's top 10 trading partners' area Asian countries. Asia will be a good place to start manufacturing for the future.

[GOV.com]

Appendix

Appendix 1-

Fifty Shades of Grey: Sex toy vendors expect surge in sales as movie release approaches

Sextoy retailers across the UK are stocking up on kinky toys, whips, blindfolds and handcuffs in preparation for the launch of the movie version of bestselling 'bonkbuster' Fifty Shades of Grey.

The movie premieres on 13 February, and companies like Ann Summers and Lovehoney are prepared to sell a lot more bondage gear than usual.

Lovehoney is selling the official Fifty Shades collection, designed with the book's author E L James, including paddles, ankle cuffs, mouth gags and hog ties - to coincide with the release.

"We have seen a surge in demand for traditional sex toys and more risqué bondage products," a Lovehoney spokesman told Mirror Online.

He added that the pre-hype for the film has helped reinvigorate sales since the book was first popularised.

"We are expecting the busiest two months in our 13-year history as a result of this renewed Fifty Shades fever," he said.

Ann Summers is also experiencing a sadomasochistic surge, with a 45% uplift in traffic to its website within an hour of the film's trailer going online and TWICE as many handcuffs sold on that day than the entire previous week.

Sales of spanking floggers and paddles also doubled while there was an 80% increase in the sale of riding crops. The company completely sold out of ball gags.

On the whole, there has been surge in the sale of 'sexcessories' of 19% in the last year, but the standout success has been its 'Dark Desires' parties, where an Ann Summers rep showcases experimental, bondage-focused products.

There's been a massive 72% increase in bookings for this type of event.

Although the high street sex toy and lingerie shop has seen a surge in demand for bondage items, it has carried out research that shows that many women in the UK don't relate to the story's protagonist Ana Steele - a naive female submissive.

According to the company, 85% of women relate more to Fifty Shades of Grey's dominant male lover Christian Grey.

"He's the ultimate fantasy figure - a good-looking man who takes control, pushes us to our limits, but makes sure we're all right in the end, but women would rather have a more empowered female character who knows what she wants - and how she wants it done to her," said a spokeswoman.

<http://www.mirror.co.uk/news/technology-science/technology/fifty-shades-grey-sex-toy-5097189>

Appendix 2 -

Lace bralettes taking over social media in Australia and UK.

The Bralet, 2015's top trend.

Give your lingerie collection an on-trend update with this season's comfiest and cutest creation; The Bralet. Perfect for lazy days at home or for wearing as a layering piece, no underwear drawer is complete without one! And to make sure that you're top of the crops, we've handpicked a must-have selection of our favourite bralets. Get the look with our edit...

Sexy, sheer and super soft, the B.tempt'd Lace Kiss Bralette is too cute to resist! The beautiful floral lace in a dazzling shade of blue is perfect for summer.

<http://www.figleaves.com/blog/2015/ss15-trend-spot-the-bralet/>

Appendix 3 -

“Booming Sydney carries struggling national economy”

Sydney is driving the national economy, having contributed almost 40 per cent of Australia’s growth last financial year.

The economy of greater Sydney expanded 4.3 per cent in 2013-14 – its fastest growth rate in 14 years – a report about the economic performance of Australian cities has found.

The city’s financial sector, which includes banks and insurance firms, made the biggest contribution, followed by manufacturing, professional services, construction and real estate services.

Sydney’s annual output reached \$353 billion; 23 per cent of Australia’s gross domestic product.

The report, by consultancy SGS Economics & Planning, said Sydney’s growth was so strong that a hypothetical “Reserve Bank of Sydney” would set interest rates a full percentage point higher than the official rate of 2.5 per cent.

However, hypothetical reserve banks in Melbourne, Brisbane, Perth, Adelaide and Hobart would all have interest rates lower than the official rate, the report said.

“The RBA has to manage a booming Sydney economy while the rest of the country is struggling to grow in the face of a range of headwinds,” the report’s author, economist Terry Rawnsley, said.

Sydney’s economy underperformed for much of the last decade. However, as the effects of the mining boom fade, it has emerged as a key source of national growth.

“This is a role Sydney played in the Australian economy back in the 1990s,” Mr Rawnsley said. “It went off the radar during the mining boom during the 2000s but now that the mining boom is coming off, it might be Sydney’s role again to power along.”

Sydney contributed 37.9 per cent of Australia’s GDP growth in 2013-14, more than the contributions of Melbourne, Brisbane, Perth, Adelaide and Hobart combined. The minerals-rich regional Western Australia contributed 29 per cent.

Mr Rawnsley said Sydney’s financial sector had benefited from economic policies to revive growth in the United States and Europe.

“The city’s role as a global financial hub has allowed it to tap into the benefits of stimulus programs undertaken by central banks around the world,” he said.

Low interest rates and a revival in the housing sector have also boosted economic activity in Sydney. Manufacturing made a healthy contribution to growth last financial year, even though its share of the city’s economy is less than half of what it was 20 years ago.

Mr Rawnsley said it was encouraging that Sydney’s growth was so broad based.

“While challenges to growth still remain for the nation’s largest city, Sydney appears to have turned the corner,” he said.

Sydney’s growth rate was more than double that of every other state capital, although it was lower than in regional Western Australia and Northern Territory, which are still being boosted by mining activity. The economic performance of regional NSW was in stark contrast to that of Sydney; it contracted by 3.5 per cent in 2013-14.

Mr Rawnsley said this was caused by “one-off factors” including the weather.

Committee for Sydney chief executive Tim Williams said the report underscored the crucial role that Sydney’s financial sector is playing at a time of structural change in the national economy.

“What is vital now is to ensure that we get our necessary share of federal infrastructure investment – not in roads, but in city public transport – the key to maintaining Sydney’s role as an economic engine for the nation,” he said.

Australia’s second largest city economy, Melbourne, grew 1.8 per cent in 2013-14 to \$277 billion. It was Melbourne’s lowest growth rate since 2000-01.

<http://www.smh.com.au/business/the-economy/booming-sydney-carries-struggling-national-economy-20141127-11v4k5.html>

Appendix 4 -

How much influence do fashion bloggers have?

Since fashion bloggers arrived on the scene about a decade ago, they have gained influence and grown to be leaders in the industry, says a new report by Fashionbi.

As these bloggers gained an audience, brands began to partner with them for advertising campaigns, events and other marketing efforts. While it may seem that fashion bloggers are losing their luster, they still have large followings that can rival magazines, creating an opportunity for luxury brands to reach a large, fashion-focused audience.

“The craze for fashion bloggers has only increased and how,” said Ambika Zutshi, CEO of Fashionbi, Milan. “They started off as fashion enthusiasts having an opinion and willing to spread it across via digital means.

“Now, bloggers have really gained ‘celebrity status’ for themselves,” she said. “They have always influenced the consumer purchasing decisions; although, in the EU & United States, maybe, this influence isn’t as strong as it is still in the Asian markets.

Sign up for Luxury Daily!

“The trend is only growing; just that bloggers are now the brand ambassadors and celebrities and vice-versa; just the terminology and categorization is changing.”

Fashionbi’s “The Influence of Fashion Bloggers” report breaks down the top online influencers by country.

Influential

In the early 2000s, fashion bloggers shook up the business, changing the way that fashion was covered. Before then, it was limited to the labels, retailers and journalists, who needed to develop their careers and place in the fashion world over time.

While the traditional fashion world players were careful, since they relied on a mutually beneficial relationship, the bloggers played by their own rules, since they had less to lose. As more consumers began to listen to them, brands too had to accept them into their fold, seating them front row at their shows and inviting them to events.

Brands also began partnering with them for marketing efforts, since they were faces consumers could relate to. They would use them as models in campaigns, bring them on as ambassadors, ask them to do videos for product promotion or co-design items.

<http://www.luxurydaily.com/how-much-influence-do-fashion-bloggers-have/>

Appendix 5 - CASE STUDY

Our first Microsoft flagship store in Asia Pacific lands in Australia

Did you hear our exciting news today? Microsoft's first flagship store in the Asia Pacific region is coming to Sydney by the end of the year!

The new store will be located at Westfield Sydney on Pitt Street Mall and will be the first of its kind outside of North America – and only the second flagship store in the world. It's due to open its doors before the end of 2015 and you can read more about it in Pip Marlow's blog here.

I see the flagship store as another great asset for our partners and is a natural extension to our existing on-line store. We know that consumer and commercial devices and experiences are blurring and your customers are making technology decisions with this in mind. This amazing store, where the very best of Microsoft can be experienced, will create fans and advocates for our technology - and that's great news for our partners.

The new store helps us create truly meaningful connections with our customers – showcasing the complete Microsoft ecosystem and delivering outstanding choice, value and service to everyone who walks through the doors.

This is a significant development for our business locally as well as globally and is the latest in a series of Microsoft investments in Australia – last October we opened our Microsoft Australia Azure Geos and just a few weeks ago we bought Office 365 and Dynamics CRM Online to our local data centres.

As the opening date nears, I look forward to sharing more details with you. I hope you're all as excited as I am - let the countdown begin!

<http://blogs.msdn.com/b/auspartners/archive/2015/04/21/our-first-microsoft-flagship-store-in-asia-pacific-lands-in-australia.aspx>

Referencing

Adamczyk, Alicia. (2015). the top 10 retail trends for 2015. Available: <http://www.forbes.com/sites/aliciaadamczyk/2015/01/08/the-top-10-retail-trends-of-2015/>. Last accessed 20.5.15

Apple. (2015). Buy iPhone 6. Available: <http://store.apple.com/uk/buy-iphone/iphone6>. Last accessed 10.5.15

Ann Summers sta. (2014). Ann Summers St Albans. Available: <https://twitter.com/annsummerssta>. Last accessed 3.5.15

Becuo. (2014). Hot Pink Facebook Icon. Available: <http://becuo.com/hot-pink-facebook-icon>. Last accessed 10.5.15

Bra Queen. (2014). Statistics on the Australian Lingerie Industry 2014. Available: <http://www.braqueen.com.au/statistics-australian-lingerie-market-2014/>. Last accessed 13.5.15.

Evi. (2010). Ann Summers. Available: https://www.evi.com/q/facts_about__ann_summers. Last accessed 6.5.15.
Fashion United. (2012). Luxury Lingerie. Available: <http://www.fashionunited.co.uk/fashion-news/fashion/luxury-lingerie-a-booming-market-2012010613779>. Last accessed 20.5.15.

Goldie, Phil. (2015). Our first Microsoft flagship store in Asia Pacific lands in Australia. Available: <http://blogs.msdn.com/b/auspartners/archive/2015/04/21/our-first-microsoft-flagship-store-in-asia-pacific-lands-in-australia.aspx>. Last accessed 20.5.15.

Gov.com. (2015). Exporting to Australia. Available: <https://www.gov.uk/government/publications/exporting-to-australia/exporting-to-australia>. Last accessed 3.5.15

Grealy, Beau. (2014). Gemma Ward. Available: <http://www.fashiongonerogue.com/gemma-ward-vision-photo-shoot-sunday-style-october-2014/>. Last accessed 4.5.15

Rose, Gretta. (2015). Instagram post. Available: <https://instagram.com/grettarose/>. Last accessed 2.5.15.

Gov.com. (2014). Exporting to Australia. Available: <https://www.gov.uk/government/publications/exporting-to-australia/exporting-to-australia>. Last accessed 10.5.15

Google Finance. (2014). Financial statements for Ann Summers. Available: <https://www.google.com/finance?q=ann+summers&fstype=ii>. Last accessed 5.5.15.

IMGkid.com. (2014). Twitter Icon. Available: <http://imgkid.com/twitter-icon-2014.shtml>. Last accessed 10.5.15

IMGbuddy.com. (2014). Instagram Icon. Available: <http://imgbuddy.com/instagram-icon-16x16.asp>. Last accessed 10.5.15.

Irvine, Jessica. (2015). Global Cities. Available: <http://www.smh.com.au/nsw/global-cities-sydney-a-fun-place-to-visit-but-not-to-do-business-20150501-1mwv03.html>. Last accessed 19.5.15.

Jones, Sarah. (2014). How much influence do fashion bloggers have?. Available: <http://www.luxurydaily.com/how-much-influence-do-fashion-bloggers-have/>. Last accessed 20.5.15.

Kinchen, Rosie. (2015). Jacqueline Gold . Available: <http://www.thesundaytimes.co.uk/sto/newsreview/>. Last accessed 24.4.15.

London, Bianca. (2014). Giles Deacon's Sexy Lingerie. Available: <http://www.dailymail.co.uk/femail/article-2614769/Giles-Deacons-unapologetically-sexy-dash-naughtiness-lingerie-range-Ann-Summers-lands.html>. Last accessed 5.5.15

McMurrough, Richard. (2015). Ann Summers. Available: <http://www.propaganda.co.uk/case-studies/ann-summers/>. Last accessed 6.5.15.

McCarthy, Sam. (2015). History of Ann Summers. Available: <http://www.annsummerspartyplan.co.uk/about/about.php>. Last accessed 26.4.15.

Myer. (2015). Lingerie. Available: <http://www.myer.com.au/>. Last accessed 5.5.15.

O.P.I. (2015). 50 Shades of Grey . Available: <http://opi.com/color/collections/fifty-shades-grey>. Last accessed 20.5.15.

Parratt, Kate. (2015). Ann Summer Australia. Available: <https://instagram.com/annsummersaus/> . Last accessed 20.5.15.

Park Regis. (2015). Sydney. Available: <http://www.parkregiscitycentre.com.au/all-about-sydney/>. Last accessed 3.4.15.

Reportlinker. (2014). Global Underwear Market 2014. Available: <http://www.prnewswire.com/news-releases/global-underwear-market-2014-272921201.html>. Last accessed 20.5.15

Sinclair, Emma. (2013). How Ann Summers continues to pleasure the nation. Available: <http://www.telegraph.co.uk/women/womens-business/10025319/How-Ann-Summers-Jacqueline-Gold-continues-to-pleasure-the-nation.html>. Last accessed 6.5.15.

Sharkey, Linda. (2015). Giles Deacon launches second lingerie collection for Ann Summers. Available: <http://www.independent.co.uk/life-style/fashion/features/giles-deacons-second-lingerie-collection-for-ann-summers-9836864.html>. Last accessed 6.5.15.

Storey, Katie. (2015). Proudlock's girlfriend Emma Louise Connolly sizzles in Ann Summers Bridal campaign. Available: <http://www.reveal.co.uk/fashion/news/a643654/proudlocks-girlfriend-emma-louise-connolly-sizzles-in-ann-summers-bridal-campaign.html>. Last accessed 19.5.15.

Sydney.com. (2015). Sydney Markets. Available: <http://www.sydney.com/things-to-do/fashion-and-shopping/sydney-markets>. Last accessed 5.5.15

Statista. (2015). Global Per Capita. Available: <http://www.statista.com/statistics/279749/global-per-capita-apparel-expenditure/> . Last accessed 13.5.15

Solon, Olivia. (2015). Fifty Shades Of Grey. Available: <http://www.mirror.co.uk/news/technology-science/technology/fifty-shades-grey-sex-toy-5097189> . Last accessed 18.5.15.

Thompson, James. (2011). Jacqueline Gold: Vibes remain good for queen of Ann Summers. Available: <http://www.independent.co.uk/news/business/analysis-and-features/jacqueline-gold-vibes-remain-good-for-queen-of-ann-summers-6279156.html> . Last accessed 6.5.15

Trading Economics. (2014). Australia Consumer Spending. Available: <http://www.tradingeconomics.com/australia/consumer-spending>. Last accessed 13.3.15.

Thompson, James. (2011). Jacqueline Gold: Vibes remain good for queen of Ann Summers. Available: <http://www.independent.co.uk/news/business/analysis-and-features/jacqueline-gold-vibes-remain-good-for-queen-of-ann-summers-6279156.html>. Last accessed 6.5.15

Thompson, James. (2011). Jacqueline Gold: Vibes remain good for queen of Ann Summers. Available: <http://www.independent.co.uk/news/business/analysis-and-features/jacqueline-gold-vibes-remain-good-for-queen-of-ann-summers-6279156.html>. Last accessed 6.5.15.

Tumblr Artist. (2014). Sydney. Available: <https://www.tumblr.com/search/sydney+> . Last accessed 3.5.15.

The Independent . (2012). 50 Shades of Grey Boost. Available: <http://www.independent.co.uk/arts-entertainment/books/news/50-shades-of-grey-boost-for-ann-summers-hailed-by-lingerie-tycoon-8398605.html>. Last accessed 19.5.15.

Wade, Matt. (2014). Booming Sydney . Available: <http://www.smh.com.au/business/the-economy/booming-sydney-carries-struggling-national-economy-20141127-11v4k5.html>. Last accessed 21.5.15

W. (2015). Underwear: Black Lace. Available: <http://wheretogot.it/look/254455>. Last accessed 20.5.15.