



BLOOMSBURY FASHION BUSINESS CASES
Abstract Submission Form

Case title: Real World Learning Through Concept Retailing

Author name(s): LESLEY TAYLOR *Please add an *asterisk next to corresponding author if co-authored*

Level:

- | | | |
|--------------|-------------------------------------|--|
| Introductory | <input type="checkbox"/> | <i>Foundation & 1st year undergraduates (typically 1,000-2,000 words)</i> |
| Intermediate | <input checked="" type="checkbox"/> | <i>Upper level undergraduates (typically 3,000-4,000 words)</i> |
| Advanced | <input type="checkbox"/> | <i>Postgraduate (typically 5,000-7,000 words)</i> |

Approach:

- | | | |
|---------------|-------------------------------------|--|
| Public Case | <input type="checkbox"/> | <i>Based on publically available information only</i> |
| Field Case | <input checked="" type="checkbox"/> | <i>Includes "insider" field research with a company / individual</i> |
| Scenario Case | <input type="checkbox"/> | <i>A fictional but realistic scenario; does not identify a company</i> |

Anticipated word count: 3000

between 1,000 and 7,000 and round to the nearest 500 words

Number of images (if any): 4

Do you have access to original photography and/or copyright-free images for the case? Y

Writing time required: 3 months

between 1 and 3 months is advised depending on the length of the case

Abstract

Please write an abstract comprising 150 to 250 words outlining the case study. Abstracts should be clear, concise and compelling, and should include the following information:

- Primary subject(s) e.g. branding, social responsibility
- Company or business under discussion (if a public or field case)
- Description of the scenario and the business problem / challenge / dilemma
- The main learning objective for students
- Any relevant details about the setting e.g. year, location, market

Remember: a case is a pedagogical resource and should present a **problem or challenge** that students need to solve. Cases should not simply contain a narrative or story. Example problem: *students will need to analyse the advantages and disadvantages of launching a bricks and mortar store for the e-commerce brand and make recommendations for strategizing the expansion.*

Authors should also **submit a brief CV** with their abstract.

Please make your submission via email to your Subject Editor.

- **Primary subject(s) e.g. branding, social responsibility**
Innovative teaching in fashion retail through a unique store concept
- **Company or business under discussion (if a public or field case)**

Re:So, The Retail Solent Initiative, part of Solent University (Southampton UK)

- **Description of the scenario and the business problem / challenge / dilemma**

Scenario:

Founded on 2012, Re:So is a unique student led retail store in a Southampton shopping centre. This concept store is award winning and unique in the UK. Being away from the main campus it trades standard retail hours (7 days a week) and is run by a regularly evolving team of the University's students who are either working on an assignment centred placement or are in paid specialised roles. These roles can last from 100 hours in total (unpaid/assignment based) to hourly paid for up to three years. The store is stocked by creative students and alumni who design and make product ranges for sale. These range from fashion, accessories, art, homewares and publications and are promoted. The store also trades as a pop up at external events.

Business problem:

The main focus of the store is on *learning*, however the store is not currently 100% financially sustainable. With the store relying on the student and alumni products, stock cannot be called off nor delivered weekly and has no regular delivery pattern. At times stock can run low and it does not change as often as consumers may be used to.

- It is also located in a first floor unit, out of sight of many shoppers in the centre. Moving to a prime (high rent) location is not viable due to budgetary restraints.
- Those that know or find the store fully appreciate the concept and the choice of unusual product ranges, making it unique in Southampton.
- Can/should the business model change to enable it to become more sustainable. If so, how?

- **The main learning objective for students**

To gain an understanding of what concept retail is

- To develop ideas to help to develop an existing, and unique, business model
- To assess where independent retail sits within the wider landscape
- To consider ways to increase footfall and sales for a unique store

- Any relevant details about the setting e.g. year, location, market

Customer profile is wide: students, local community, cruise ship custom (it is near the cruise port of Southampton), age ranges from 14-80.

The Marlands Shopping Centre where the store is situated consists of two trading floors with a mix of approximately 60% high street multiples (lower/discount end of the market) and 40% independent retailers ranging from fashion to fruit and vegetables. Five minutes' walk from this shopping centre is West Quay, a larger, newer mall with mid range well known multiples in situ.