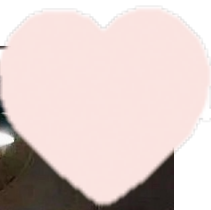


# Brandy Melville

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- I chose Brandy Melville as my small specialty store. Brandy Melville is an Italian clothing and fashion accessories brand. They specialize in young women's clothing, and it is even more of a specialty store because they only carry one size in all styles of clothing. It was founded in the 1980s and the first U.S store opened in 2009. Their most consistent buyers are young teen girls looking for trendy fashion.
- They are known for their basics and carry mostly loungewear but also a variety of different styles of clothing ranging from denim trucker jackets to floral maxi dresses. They gained popularity and criticism for their unique business model of one size. Despite this, they have remained extremely successful with 133 storefront locations worldwide, as well as being sold in Pacsun for several years.





Brandy Melville operates under a unique and distinctive business model that has contributed to its success in the fashion retail industry. Here are key aspects of Brandy Melville's business model:

### **Target Market:**

- Brandy Melville primarily targets a young, teenage demographic, particularly teenage girls.
- The brand focuses on creating a trendy and casual aesthetic that resonates with its target audience.

### **One-Size-Fits-Most Approach:**

- Brandy Melville is known for its one-size-fits-most policy, which means that the majority of its clothing is designed to fit a standard size.
- This approach simplifies inventory management and reduces production costs.

### **No Traditional Advertising:**

- Brandy Melville has relied heavily on social media and word-of-mouth marketing instead of traditional advertising.
- Leveraging influencers and a strong online presence helps the brand connect with its audience.

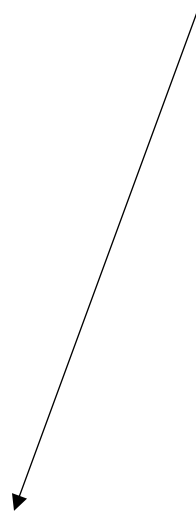
### **Limited Sizing and Style Options:**

- The brand intentionally offers a limited range of sizes and styles for each clothing item.
- This strategy creates a sense of exclusivity and scarcity, driving demand among its target market.



- These are the classifications they use on their website, it somewhat untraditional.

- Intimates
- “Basics”
- Graphics
- Clothing
- Accessories



Brandy  Melville

JUST IN

INTIMATES

BASICS

GRAPHICS

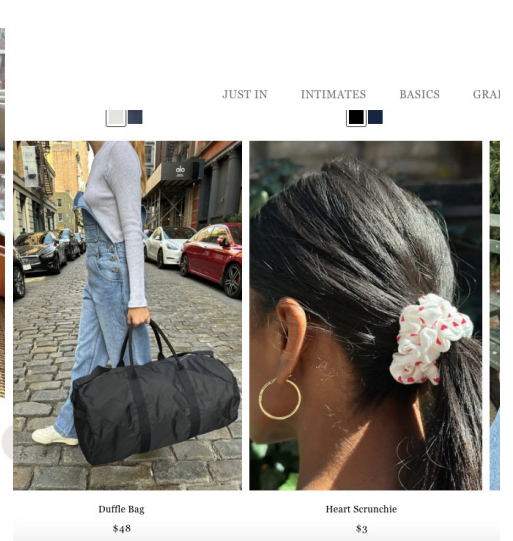
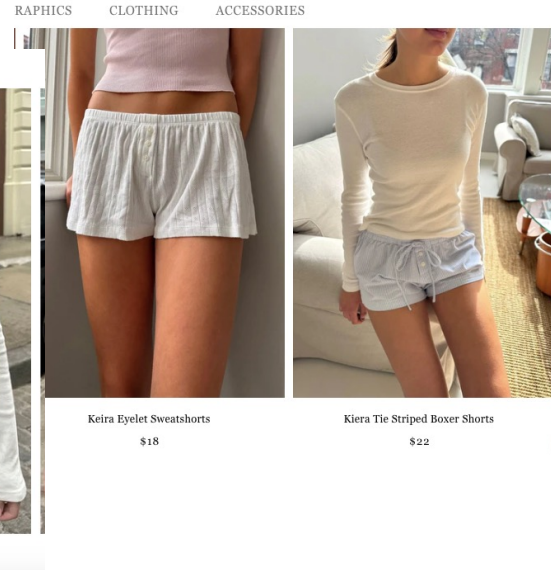
CLOTHING

ACCESSORIES





- **These are the subcategories they list in the drop down menu when you hover over the different categories.**
- Intimates: (Underwear, Sleep shorts, Bras, Boxer Shorts)
- “Basics”: (Tanks, T-shirts, Sweatpants, Yoga pants)
- Accessories: (Jewelry, Socks, Belts, Hats, Bags/Purses)
- Clothing: (Sweatpants, Sweatshirts, Sweaters, Matching Sets, Jackets, Dresses, Skirts, Shorts, Denim Jeans, Pants)





- Brandy Melville lacks a dedicated “Best Sellers” page; however, they maintain a constant inventory through their basics line, comprising items consistently available for purchase. While their other products vary seasonally, I selected two items from the “Basics” section on their website, which I also located in-store.

## Brandy Melville

JUST IN

INTIMATES

BASICS

GRAPHICS

CLOTHING

ACCESSORIES



# Key Item 1

- The first key item I chose is the Anastasia Sweatpants. It comes in 12 different colors and is made from a thick and cozy cotton fabric with an elastic waistband and side pockets. 12 colors is extremely rare for Brandy Melville, so I believe this makes this a key item, and I know from shopping at the brand they have been selling these pants for years.



JUST IN INTIMATES BASICS GRAPHICS CLOTHING ACCESSORIES

ANASTASIA SWEATPANTS

SKU: MCH002L-0255028000

\$35

COLOR

SIZE

QUANTITY

ADD TO CART

Buy with **PayPal**

More payment options

Thick and cozy cotton sweatpants with an elastic and tie waistband and side pockets.

**Fabrics:** 100% cotton

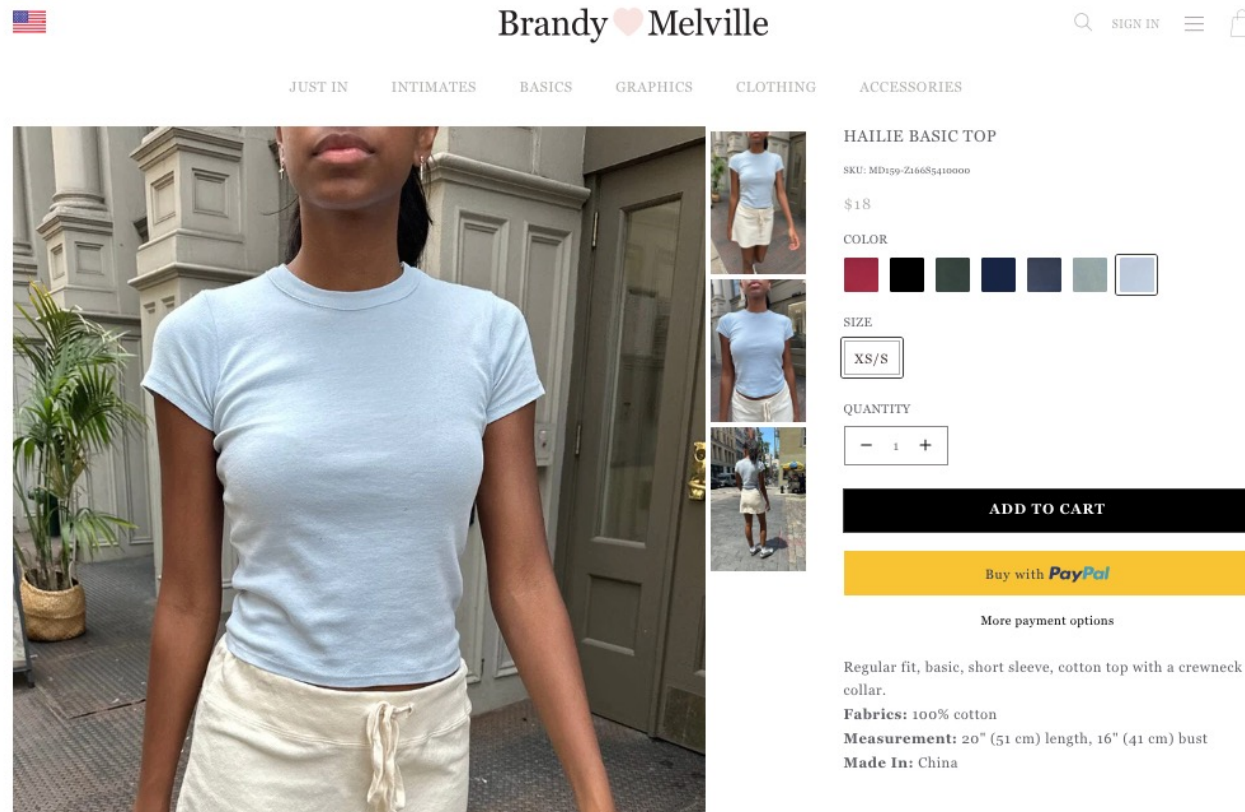
**Measurement:** 11" (28 cm) rise, 28" (71 cm) inseam, 26" (66 cm) waist (stretches)

**Made in:** Italy



# Key Item 2

- My second key item is the Hallie Basic Top. It comes in 7 different colors and is made from 100% cotton. It is a regular length fitted short sleeve top with a crew neck collar.



The screenshot shows the Brandy Melville website interface. At the top, there is a navigation bar with the brand name "Brandy Melville" and a US flag icon. Below the navigation bar, there are several menu items: "JUST IN", "INTIMATES", "BASICS", "GRAPHICS", "CLOTHING", and "ACCESSORIES". The main content area features a large image of a woman wearing a light blue t-shirt and white shorts. To the right of this image, there are smaller images showing the t-shirt in different colors and sizes. The product details section includes the title "HALLIE BASIC TOP", the SKU "MD159-2166S410000", the price "\$18", and a color selection palette with seven options. The size selection is set to "XS/S". Below the size selection, there is a quantity selector with a minus sign, the number "1", and a plus sign. A black "ADD TO CART" button is prominently displayed, followed by a yellow "Buy with PayPal" button and a link for "More payment options". The product description at the bottom states: "Regular fit, basic, short sleeve, cotton top with a crewneck collar. Fabrics: 100% cotton. Measurement: 20" (51 cm) length, 16" (41 cm) bust. Made In: China".







- Brandy Melville's visual merchandising is extremely unique. They have several large tables with folded products and an assortment of accessories. All the walls in the store are covered in hanging products, and shelves also with folded product.
- They were not clearly defined but they were also not difficult to find. The first key item (Anastasia Sweatpants) were hanging close to the entrance where you walk in. My second key item (The Hallie Basic Top) was hanging near the fitting rooms, close to the back of the store.





Brandy Melville  
5<sup>th</sup> Avenue  
Location



More photos from my visit

