

Brand Loyalty Diligence: D2C Fashion

Private Equity



Background

CLIENT, a Private Equity firm, was looking for a **quick-turn market assessment of brand strength for a fashion influencer**. Prior to finalizing a transaction, they were looking to validate key purchasing channels, understand the competitive landscape, and **measure the influencer impact of certain events on purchasing decisions**.

Approach

- LRC collaborated during 3-weeks on a **hybrid quantitative-qualitative panel assessment** which was distributed to the target demographic: female, between the ages of 30 and 50 years old.
 - Quantified the **impact of media awareness and key influencer events on likelihood to purchase and brand loyalty** through an experience evaluation,
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Results

- LRC established **key distribution channels by customer segment** – in particular, department stores saw the strongest growth and highest brand loyalty, while consumers who preferred e-commerce sites had the least.
- Validated that **media awareness helps drives sales** indicating a strong opportunity for growth.