

IT'S A MAN'S WORLD

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THE MENSWEAR MARKET IS ON THE RISE. FASHION RETAIL IS NO LONGER DOMINATED BY FEMALE SHOPPERS, BUT IS LEARNING TO TARGET THE MALE CUSTOMER THROUGH NEW APPROACHES TO SPATIAL ARRANGEMENT, MERCHANDISING AND PRODUCT MIX.

Printemps will open an overhauled menswear department in January. **Harvey Nichols** just has, and the new space is significantly larger than its old version. Trade shows such as the **Man's World** in Switzerland are very successfully combining gadgets with fashion in order to cover the various interests of male consumers. **WeAr** has interviewed Anita Barr, Fashion Buying Director of Harvey Nichols, to find out how to attract men.

Have you seen a significant rise in sales of menswear and men-related products recently?

The menswear market is growing at a phenomenal rate (Mintel forecasts that it will grow by 27% between 2013 and 2018 to reach 16.4 billion GBP [about 20.7 billion EUR]). At Harvey Nichols our menswear department makes up a significant part of overall buy: it's a growing department. The male customer is not only looking for style inspiration but also for lifestyle enhancing products from scent-

ed candles, architectural homeware, stationery, a curated edit of literature, technology, sunglasses, fragrance and grooming.

What's special and different about your new menswear department?

The space has undergone a complete redesign and will boast its own entrances, so that the customer needn't enter the department via the beauty floor. Moving away from a heavily branded shop-in-shop format, we have worked on improving connectivity between the boutiques, so that customers experience a more organic flow. Through our market research, we know that not all men enjoy browsing in the same way that women do, so we've changed the way product is displayed. In the Denim Room, customers can shop wardrobe essentials housed on one rail – be it T-shirts, classic sweats or leather jackets, regardless of brand or price, they are located in one place for ease.

Who's your male customer, and how are you targeting him?

We aren't segregating a specific shopper or age demographic. We have added a new brand mix in each of the areas to introduce our customers to new collections; for example, in the Off Duty room, traditionally targeting the more mature male, we have positioned **Paul Smith**, **Polo Ralph Lauren** and **John Smedley** alongside **J.Lindeberg** and **NN07**, to inspire them to branch out of their comfort zone. The space itself aims to draw their nostalgia, with each display cabinet featuring games and artefacts such as Lego, water pistols, card games and game consoles such as the Sega Mega Drive to provoke childhood memories in a playful and innovative environment.

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