

The fashion screen

An online tailored-clothing retailer wants to improve its business and brand reputation

Background

Zayna Meerza set up her tailoring business 10 years ago in Paris and she is now regarded as one of the leading figures in new tailoring. Meerza Tailoring Fashions has built a high-profile client base, mainly by word of mouth, and she recently won an award for Best Female Entrepreneur in France. Most of her long-term clients are senior executives, both men and women. A typical Meerza suit sells for around €750, which is not expensive by Parisian standards.

Zayna says her business relies on constant innovation and she has made a successful transition from having a 'bricks and mortar' studio to growing

her online business. Clients' measurements are saved, so returning customers can easily order new suits online or update their own measurements after an initial face-to-face measuring session. Zayna also employs staff in London, Frankfurt and Brussels to facilitate fabrication and delivery. She is now offering men's tailored shirts online – clients just need to enter their measurements.

However, cut-price online fashion sites are a threat. Competitors are taking advantage of viral marketing, including blogging and social networking, in place of more conventional marketing.

Task 1

Prioritising complaints

Look at the home page of Meerza Tailoring Fashions below and the entries on a discussion blog on the opposite page. Would you buy a Meerza suit or shirt online? Why? / Why not? What kind of complaints have they received? Which issues are the most urgent? How should they deal with them?

Meerza Tailoring Fashions Handmade in Paris

ABOUT US MEERZA TAILORING FASHIONS CONTACT US FAQS

Suit designs
Create your original suit
Shirt designs
Create your shirt

Customer reviews:

'Top quality, original and an excellent fit – my third suit was just as good as the first two.'
Dean, *Media Sales Executive, UK*

'Seriously impressed with these shirts – great gift idea for your husband, father, etc.'
Natalie, *France*

'Shop-bought shirts are too big around the neck or the sleeves too long. My Meerza shirts are a perfect fit.'
Karol, *MBA student, Paris*

fashion blog

Comments

What can I buy my boyfriend for Valentine's Day? I'd like to get him something original and personalised. Can't afford a suit. Any (serious) ideas?

Lidia, Belgium

Dear all

We offer quality, fitted shirts at competitive prices. See our smart designs at our website. The site allows you to mix and match fabrics using computer-generated tailoring for the right fit. Why buy off the peg when you can wear garments that are made to measure?

Meerza Tailoring Fashions, France (www.meerzatailoringfashions.fr)

Thanks for the tip! BTW, it'd be good if the pics on the site were high resolution because it's tricky to see all the details.

Lidia, Belgium

I'd like to know if Meerza Tailoring Fashions are against sweatshop labour. If you are, please sign our petition at dontsweatshop.com and make a stand against under-paid labour in the fashion industry.

Bombay Chique-chick

Great petition, guys. I had an 'original' MTF suit made but then saw it was an exact copy of one worn by the singer Françoise. If I'd wanted a standard suit, I wouldn't have bothered paying €789!!!

One unhappy customer

I needed a new shirt for some job interviews, so I got a Meerza shirt online. The self-measuring guide wasn't at all easy to follow. The shirt looked OK, but was too tight around the neck and baggy in the waist, so I sent it back. Still waiting for my refund.


Shirtless Stevie, London

Meerza's website says shirts are 'made in Paris', but mine was made in Frankfurt! The shirt's a good fit, but I think you should call a spade a spade.

Aaron, Antwerp

Thanks to everyone who's signed our anti-sweatshop petition. Meerza Tailoring Fashions and your ill-fitting shirts – are you out there? 'Made in Paris', or is it Timbuktu? Made in some sweatshop, no doubt. Shame on you, Zayna! Boycott MTF!

Bombay Chique-chick

 CD3.27 Listen to an online interview with Zayna at a fashion event.

How does she cope with the interview? How would you have answered the questions?

Task 2

Social media presentation

Work in pairs or in groups of four. Zayna is considering taking on a social media manager to improve the customer online experience and manage the company's brand reputation. She asks two technology consultants to present their ideas on the way she could use social media in her business. Look at your information and prepare for the presentations.

Student A (consultant): Turn to page 156.

Student B (consultant): Turn to page 165.

Students C and D (company directors):

Turn to page 162.

Watch the Case study
commentary on the DVD-ROM.



Writing

Write a summary of your discussion for improving the online experience and sales at Meerza Tailoring Fashions, saying which proposals were chosen and why.

 Writing file page 145