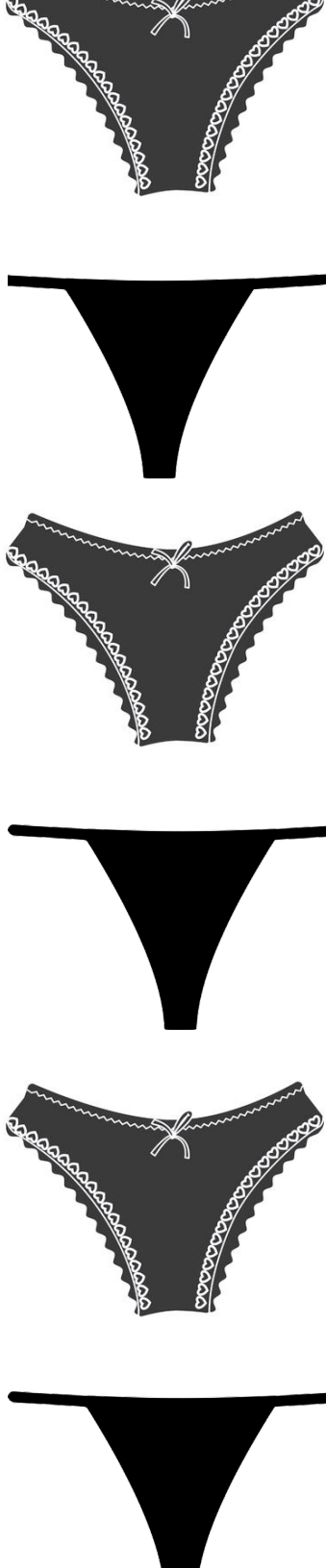


BRAND AUDIT

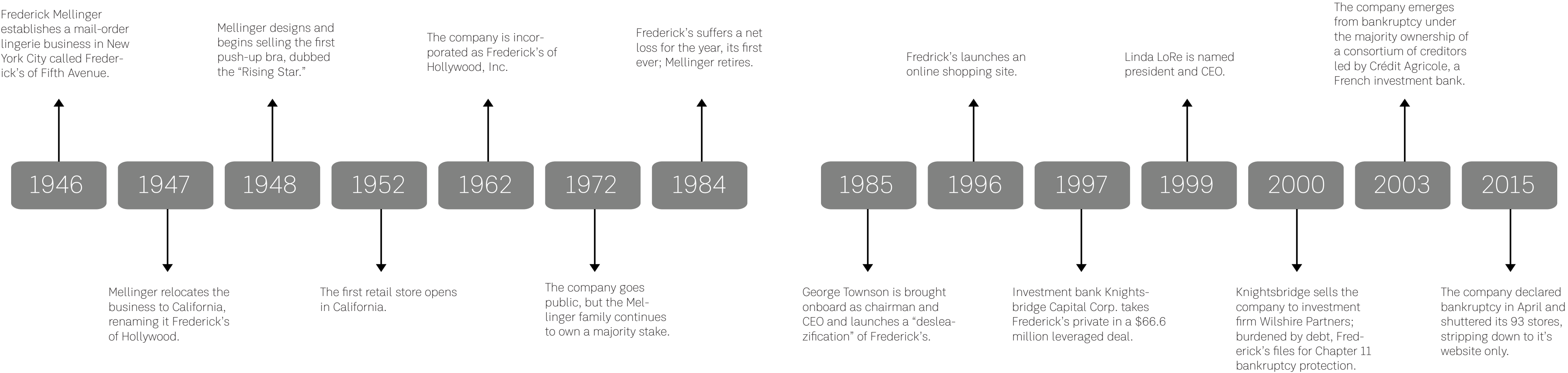
Frederick's
OF HOLLYWOOD

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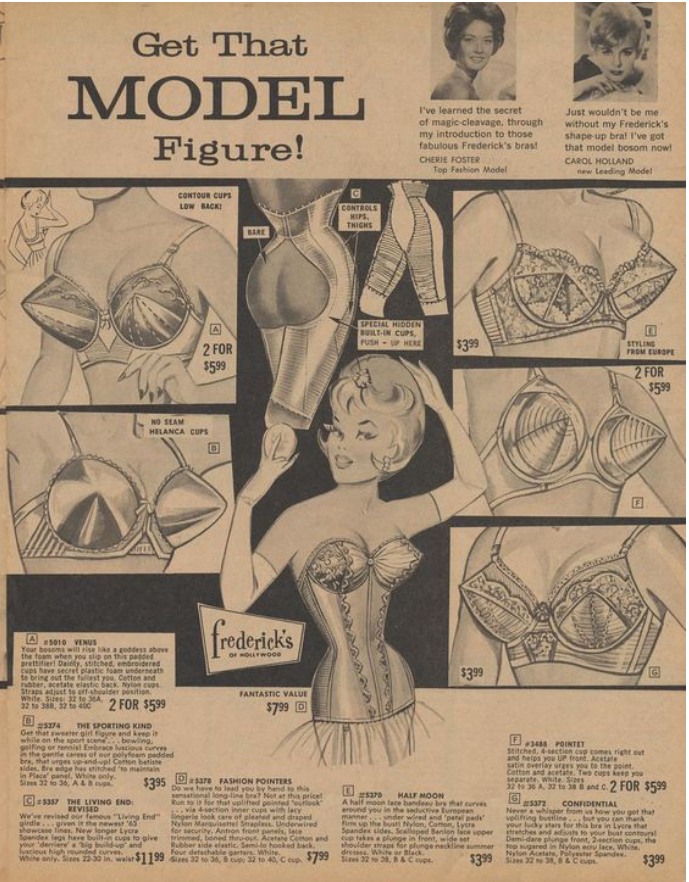
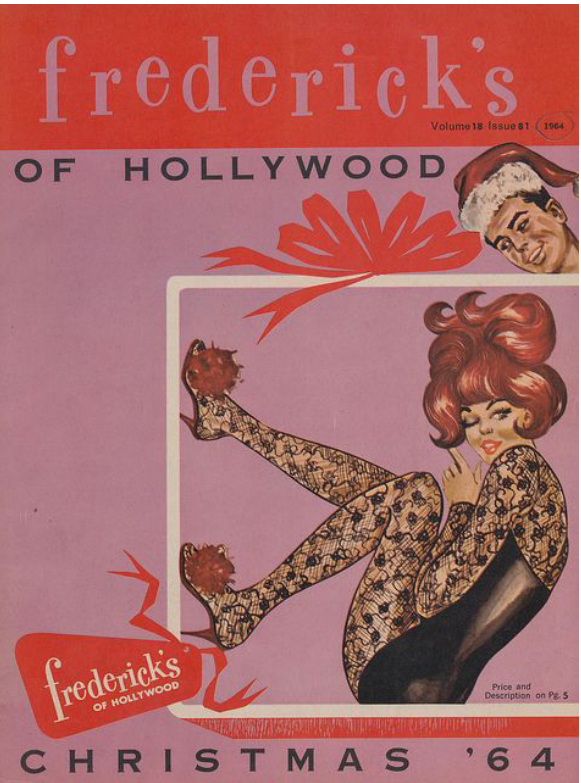
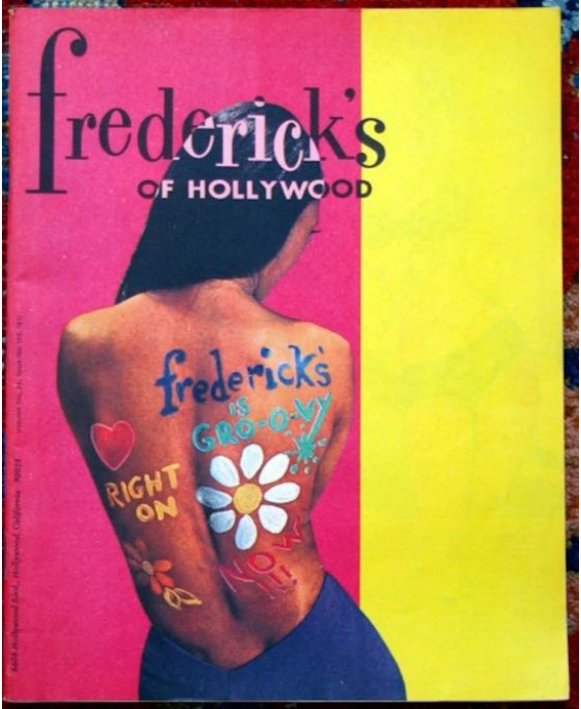
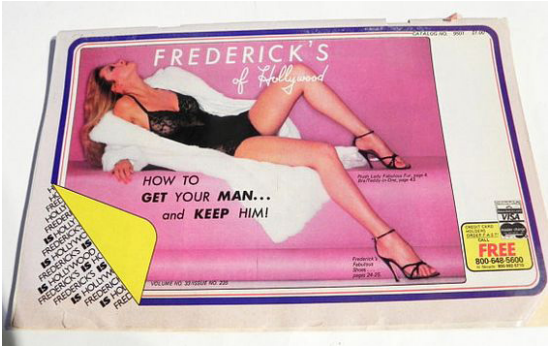
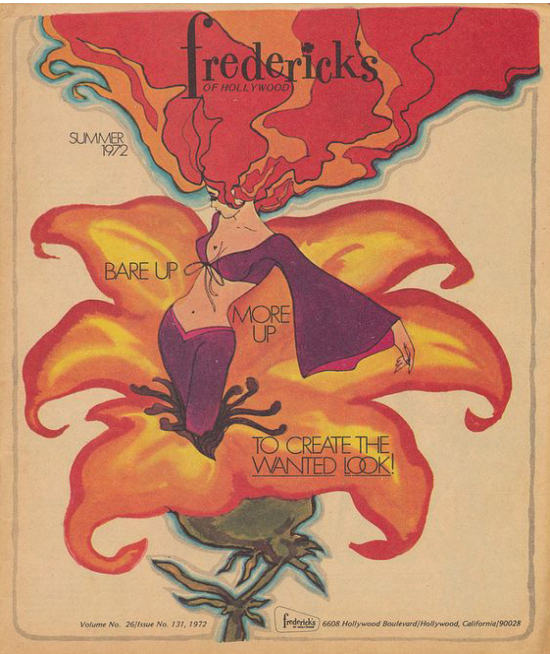
COMPANY OVERVIEW



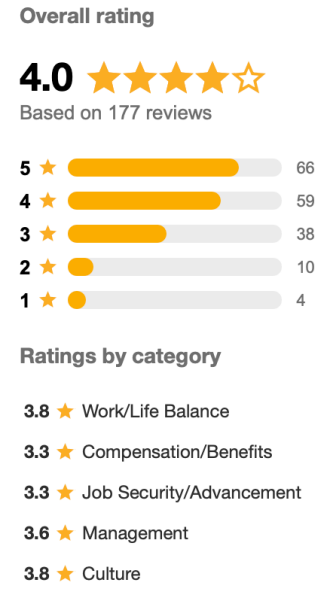
HISTORY



Fredrick’s of Hollywood is named for its founder and longtime president Frederick Mellinger, who conceived of his lingerie business while serving in the armed forces during World War II (Encyclopedia). In 1946, after his discharge, Mellinger established a mail-order undergarment operation in New York City. Known as Frederick’s of Fifth Avenue, his shopmostly offered racy black bras and undergarments embellished with lace. Mellinger took his fancy foundations to California in 1947, changing the name of the catalog business to Frederick’s of Hollywood that same year. Mellinger, who came to be known as “Mr. Frederick” among his clientele, soon began to specialize in figure-enhancing foundations and accessories. He designed and began selling the first push-up bra, padded bra, and padded girdle. Mr. Frederick opened his first retail store in California in 1952 and others soon followed. The flamboyant Art Deco flagship store soon became known as “the purple palace.” Mellinger started advertising his catalog and garments in nationally circulated magazines using tag lines such as “Fashions Change-But Sex Is Always in Style” (FundingUniverse). After incorporating in 1962, Frederick’s continued to expand its product offerings by selling an Americanized version of French lingerie. The brand was the market leader of lingerie until the 80s.



CORPORATE CULTURE



3.0

fun place to work

ASSISTANT STORE MANAGER (Current Employee) - Tampa, FL - October 14, 2013

Constantly busy, restocking merchandise, co-workers nice

Was this review helpful?

YesNo

ReportShare

3.0

Loved it

Co Manager (Former Employee) - Katy, TX - January 25, 2019

I actually loved the company but it closed down the store manager was great to work for and made it fun and pleasure to come into work the only bad thing was that the pay was really low

Was this review helpful?

YesNo

ReportShare

4.0

Great place

N.Y. - Store Manager (Former Employee) - Staten Island, NY - February 1, 2018

Great place to work if you have the right people with you . Everything can be fun when working with lingerie. Loved my time there just wish the management was more hands on and took more responsibility for their involvement or lack there of.

Since 2015, Fredrick’s of Hollywood had shut down their stores and switched to website only, selling their merchandise completely online. However, people who had worked in the stores seemed to enjoy the atmosphere and were busy re-stocking their products. Fredrick’s ratings online seemed to average between 3 - 4 stars out of 5.

Mission

Frederick’s of HollywoodGroup’s mission is to create products that make women feel sexy, desirable, and confident. Our goal is to expand our presence through quality, innovation, value, and an unrelenting customer focus. The success of our mission is dependent upon our ability to enhance and communicate the brand’s legendary equities of innovation and Hollywood glamour. Our equities and our image are carefully managed so consumers will embrace and aspire to the brand’s promise.

Vision

We share values that place a premium on internal and external collaboration, integrity, excellence, and dignity for the individual. We maintain a respectful, friendly, and productive workplace, as well as a challenging and rewarding work environment for our associates. In order to achieve our goals, the Frederick’s of Hollywood organization must possess shared values that place a premium on teamwork, collaboration, and communication. We will attract, develop, and retain individuals who excel in their field and embrace the spirit and values of Frederick’s of Hollywood.

MISSION VISION ATTRIBUTES

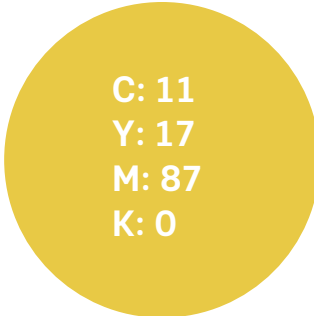
Attributes

Sexy
Affordable
Flirty
Fun
Glamorous
Confident
Unapologetic

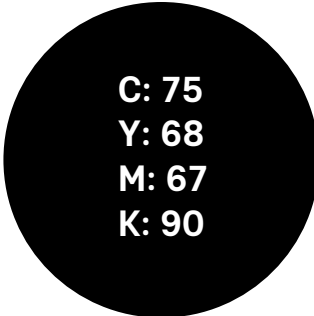
LOOK & FEEL

Fredrick's
OF HOLLYWOOD

The look and feel of Fredrick’s logo seems to express old Hollywood glamor. They use a classic script font paired with the serif font Futura. The main color used in their branding is gold which is a color of wealth and success. Gold symbolizes sparkle, glitz, and glamour!



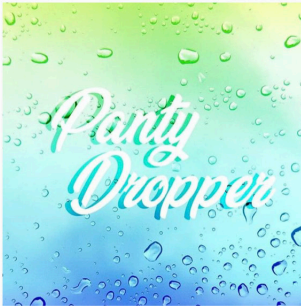
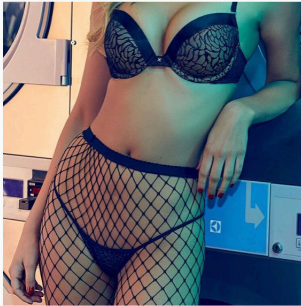
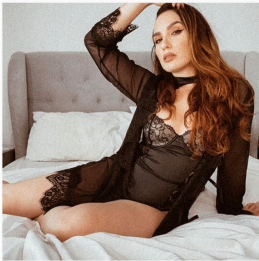
**Glamorous
Classic
Confident**



**Serious
Sexy
Elegant**



**Flirty
Feminine
Romantic**



LANGUAGE

Voice & Tone

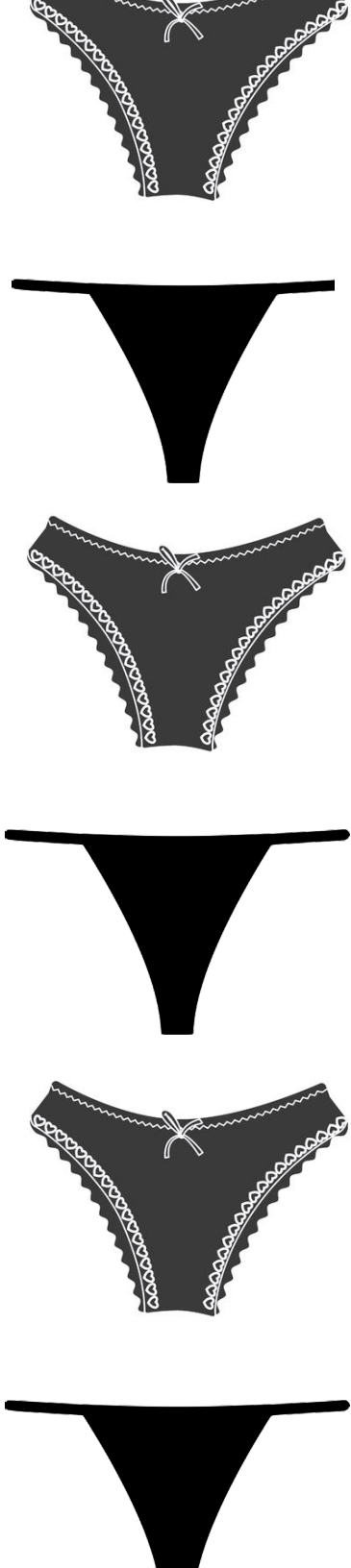
The voice and tone behind Fredrick’s language is sexy and confident. Their voice and tone comes from their founder who wanted to capitalize on creating a lingerie brand that went against what was most accepted all the way back in the 40s. Fredrick’s tone is bold and daring!

Key Message

Fredrick’s key message includes making their customers feel sexy in an unapologetic way. They go against modesty!

Taglines

“Iconic. Innovative. Irresistible. Since 1946”
“Celebrating Sexy since ’46”
“Flaunt Fredricks”

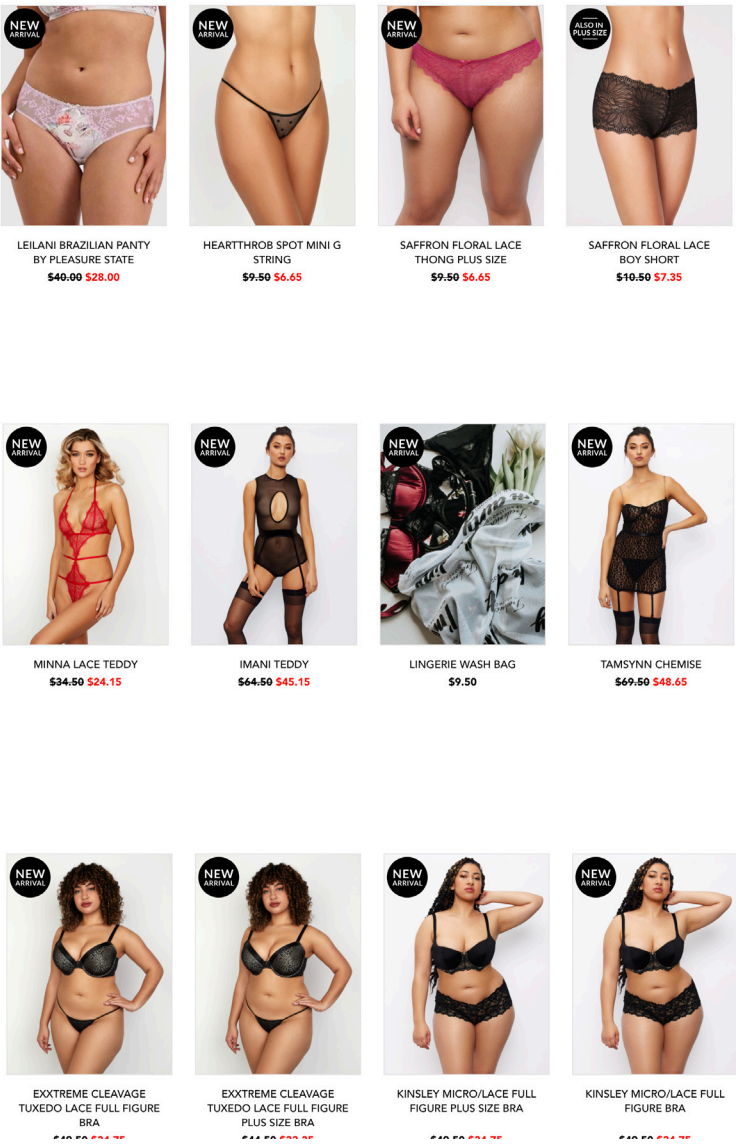


PRODUCTS & SERVICES

Frederick’s of Hollywood, Inc. is a U.S. intimate apparel retailer, with an emphasis on racier clothing and other items. Fredrick’s is most known for selling women’s undergarments and lingerie.

Product Categories

- Lingere
- Bras
- Panties
- Shapewear
- Acessories
- Also includes plus size styles!

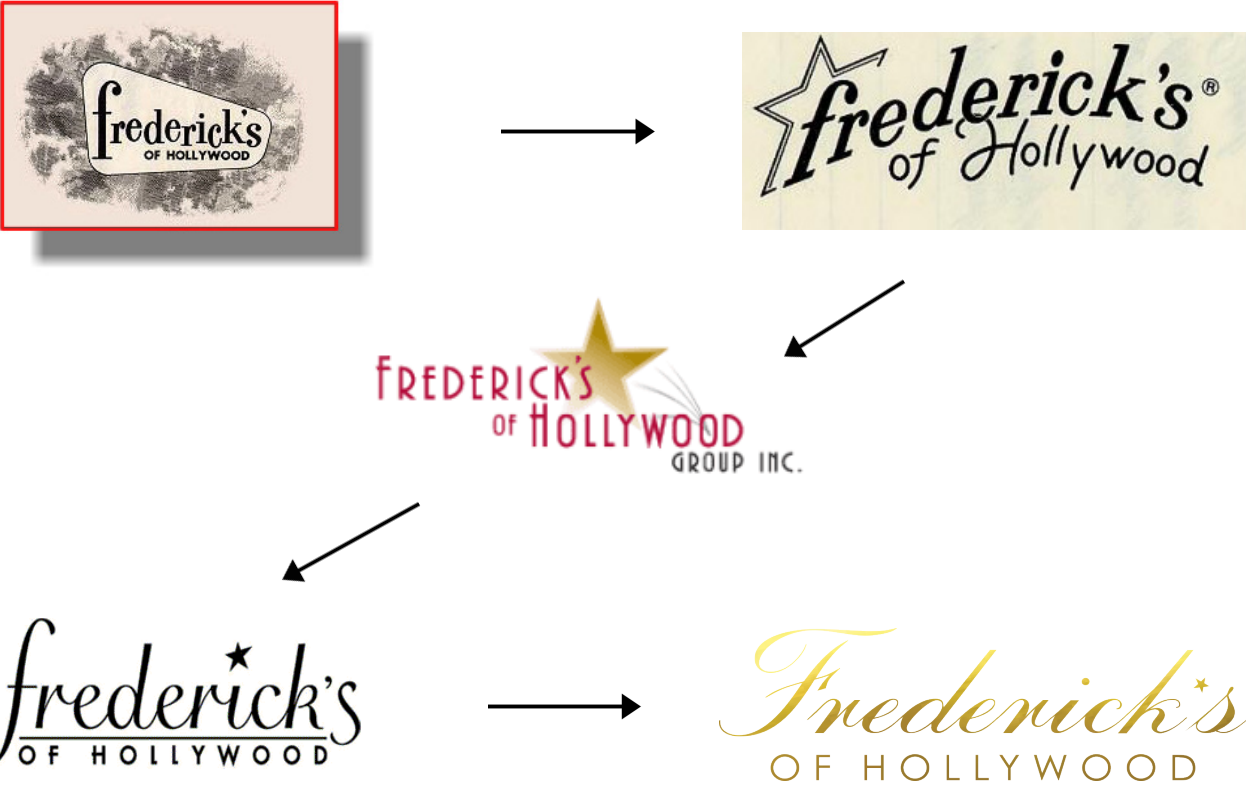


PREVIOUS ADS



Besides Fredrick's old catelog ads and magazine ads from the early 2000s there hasn't been much adverstising other than through their social media. Because Frederick's is so heavily California/West Coast-oriented, the company does very little national brand advertising (Miller). Their last big adverstising campaign was in 2018 featuring Megan Fox. In col-laboration with the Hollywood star they produced a collection of lingere that was featured in a short ad-vertiseing video. The video seemed to focus more on Megan Fox rather than the actual products that they were offering. Some people claim online that this ad campaign was Fredrick's last effort to try to save their buisness by using a famous actress, which led them to failure, once again.

PREVIOUS LOGOS



Current Logo

Since Fredrick's began all the way back in the 40s, you would expect changes to be made in their logo. These are the main five variations of their logo. In total there is about 10 variations that were printed on the tags of the products over the lifespan of the brand.

REVIEWS



Overall Satisfaction Rating



Based on 137 ratings

In contrast to how Fredrick’s was rated by their employers, the customer ratings of the buisness are extremly low. Out of 137 ratings their accumalitive ratings is 1 out of 5 stars. Most customers expain that the sizing of the prod-ucts online aren’t accurate, the cutomer service isn’t responsive, and their brand is outdated.



Michelle of New York, NY

Verified Reviewer

Original review: Dec. 19, 2019

They are out of business in the malls for a reason. They can't change with the times. The website is very outdated. It is awkward and annoying pop ups obscure the page when you are trying to search. The search function is not accurate. The page loads slow on high speed. The measurements are not detailed. Size 8 is a medium means nothing to me. It's lingerie, show a bust, waist and hips sizing. The gown I got had a huge stomach area and tiny hips. I'm not a pencil. poorly made. The worst part is the returns. They give you a PNG file to download. A PNG FILE! What is this 1999? I had to find a file converter to PDF and even then the part the post office would scan is partially cut off. Did someone's great uncle design and maintain the site? Get an IT professional for goodness sake, you're in CA.



Amie of Corona, CA

Verified Reviewer

Original review: Feb. 10, 2019

After reading a lot of negative reviews, I think the company was not that bad. I ordered 6 items online. 4 business days after placed the order, I received a refund for 1 items which was out of stock. I think it's fair. Then 2 business days after, I received another email to let me know that my order was shipped. The warehouse was in Los Angeles, and my place was 1-hour driving distance away. I received the package 2 business days after. So it took 8 business days since I placed the order online and finally received my package. The customer service was pretty good. All of the items I bought were on sale more than 60% off. So the price was around \$10 to \$20, for each item. The quality was ok with that on sale price. But I think the original price was way too high, because the quality was not that nice. I was happy with my purchase.



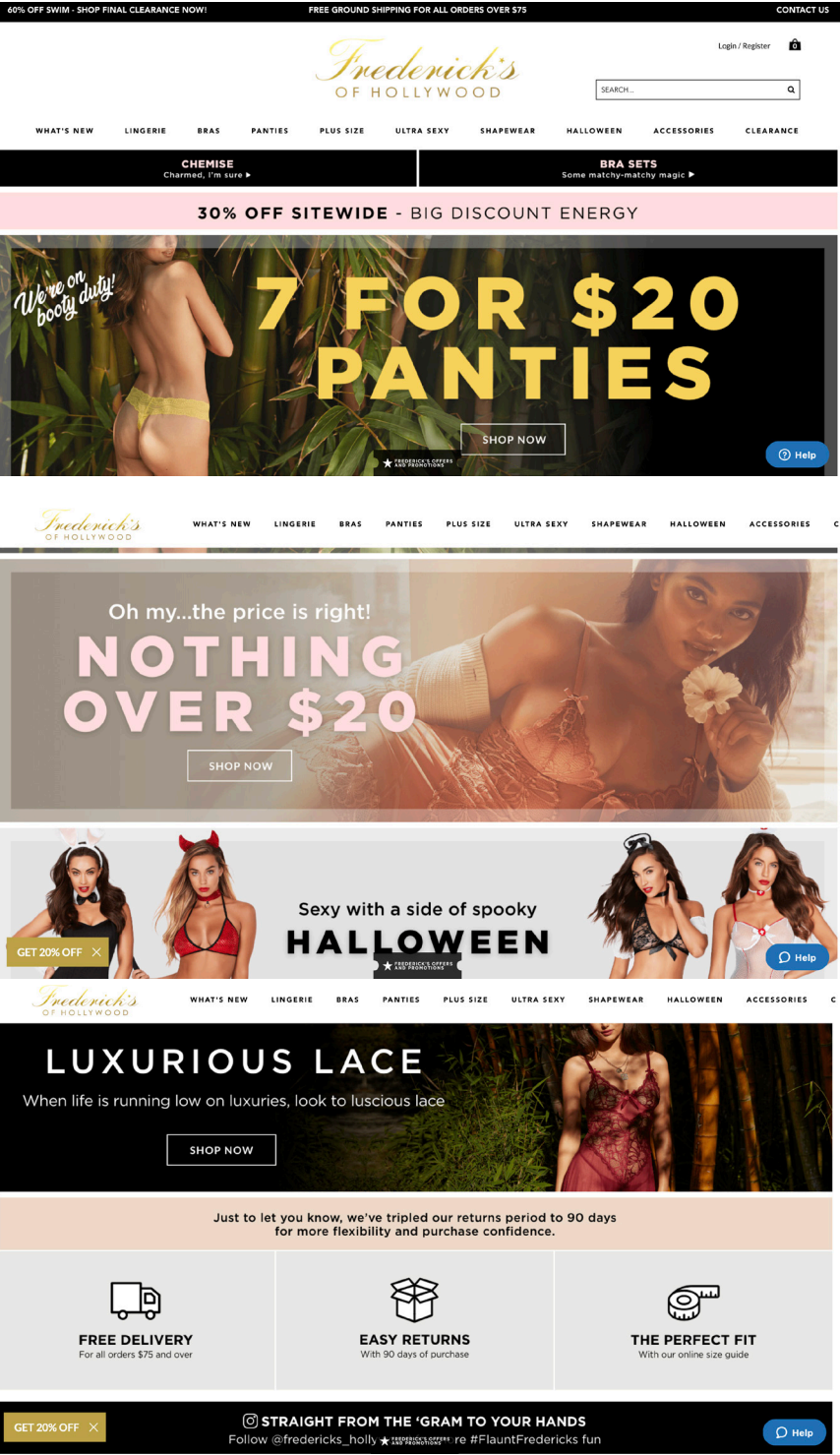
Cheryl of Stow, OH

Verified Reviewer

Original review: April 30, 2020

Beware: Don't do it! Items DO NOT fit as described by size chart. I returned 2 items as I received and got a \$3 refund. I was told shipping (that was supposed to be free) was \$10.95 and charged another \$5.95 return shipping. So I'm out of \$17 and have NOTHING to show for it.

WEBSITE



FILTER

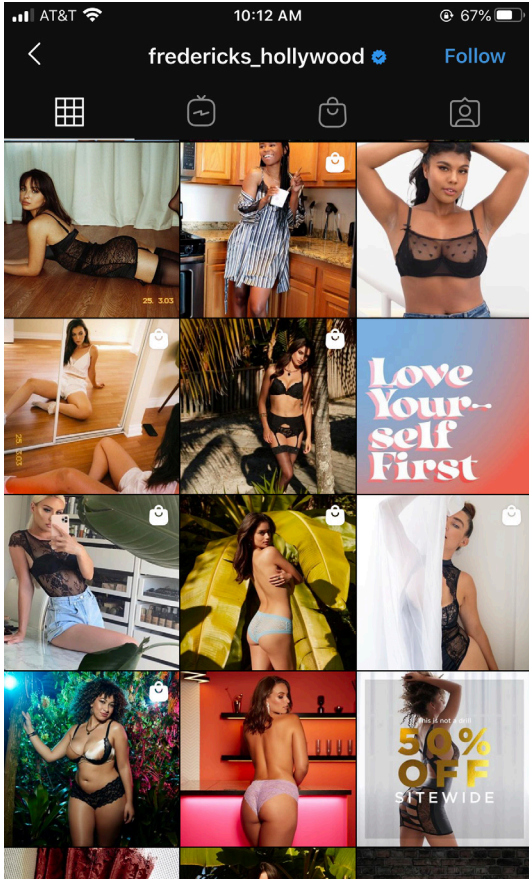
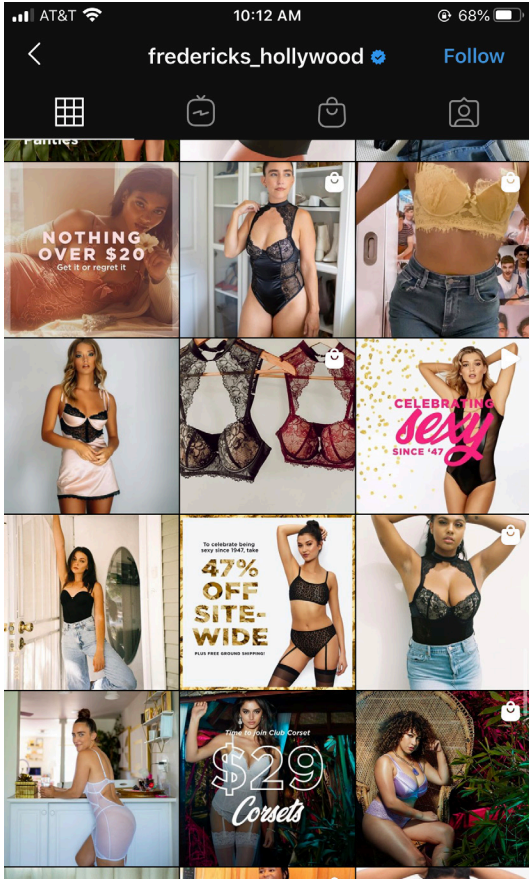
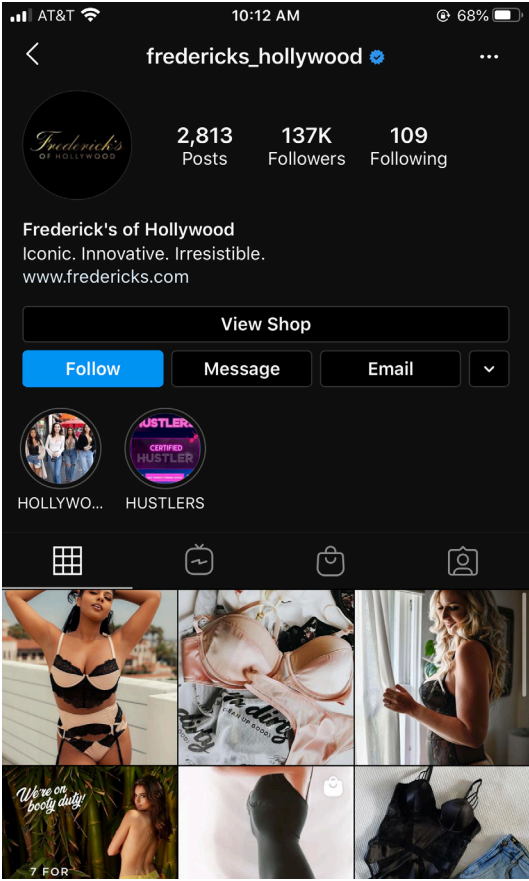
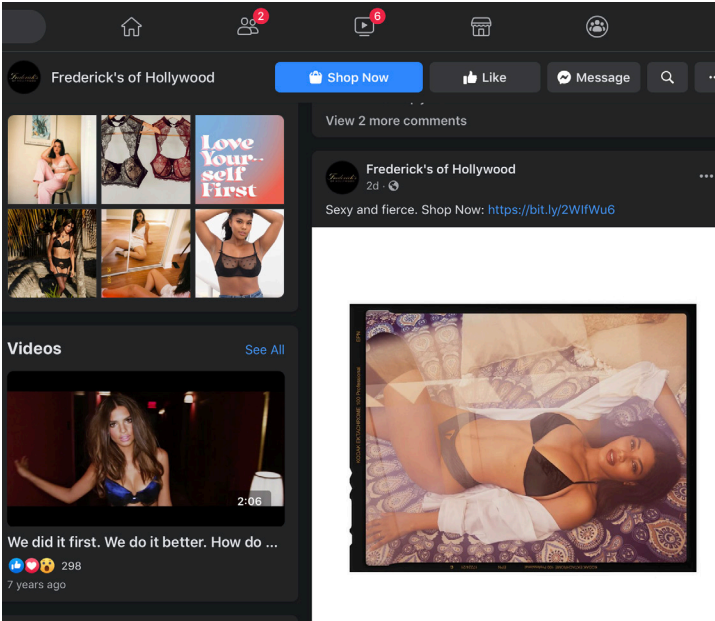
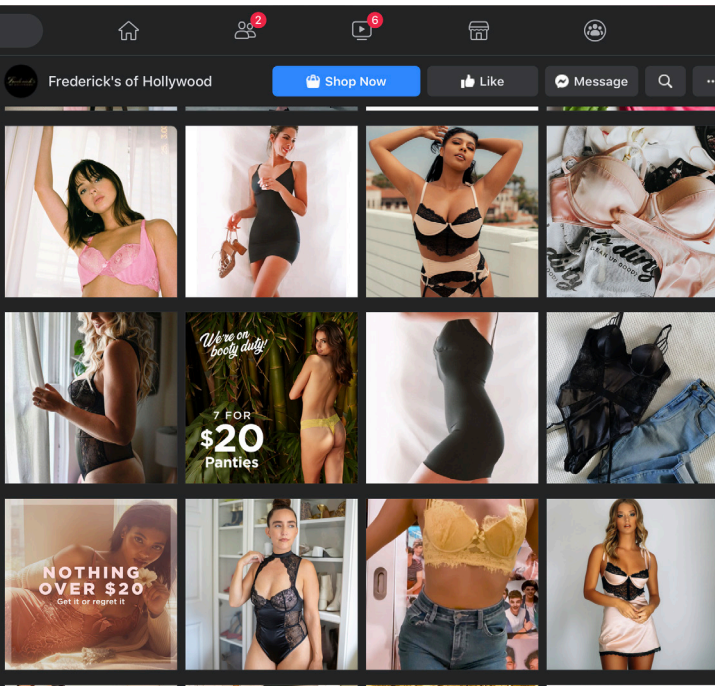
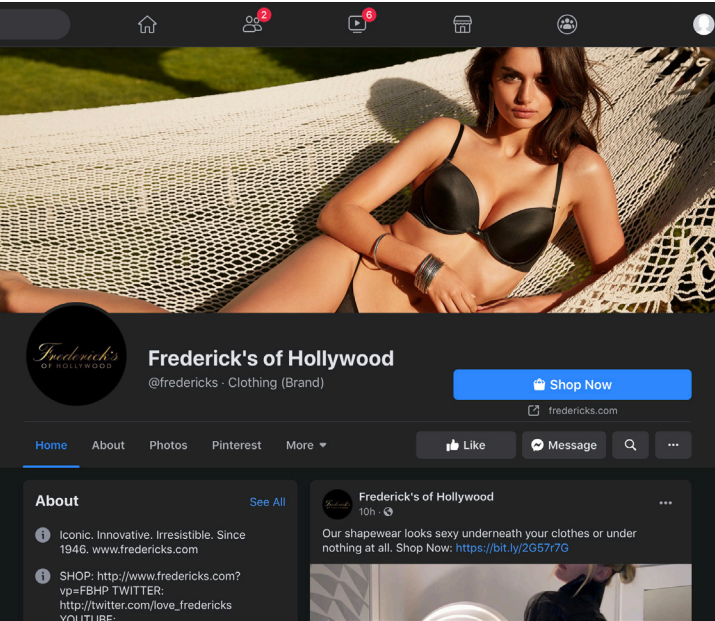
COLOR

- ☐ ANIMAL
- ☐ BLACK
- ☐ BLUE
- ☐ FLORAL
- ☐ GREEN
- ☐ NUDE
- ☐ PINK
- ☐ PURPLE
- ☐ RED
- ☐ WHITE

Fredricks website is in conjunction with their brand colors and images used in their social medias. They have easy filtering for their customers to find exactly what their looking for. As far as the product images, they have a variety of different shaped models wearing their lingere which doesn't feel forced compared to other competitors.

One issue major issue with Fredrick’s website is that there is no area where a potential customer can view their history and what they stand for. Most company websites have an “About Us” area that allow people to learn more and connect.

SOCIAL MEDIA



Fredrick's instagram feed seems consistent but as far as trying to find the account on social media it takes a few searches to find.

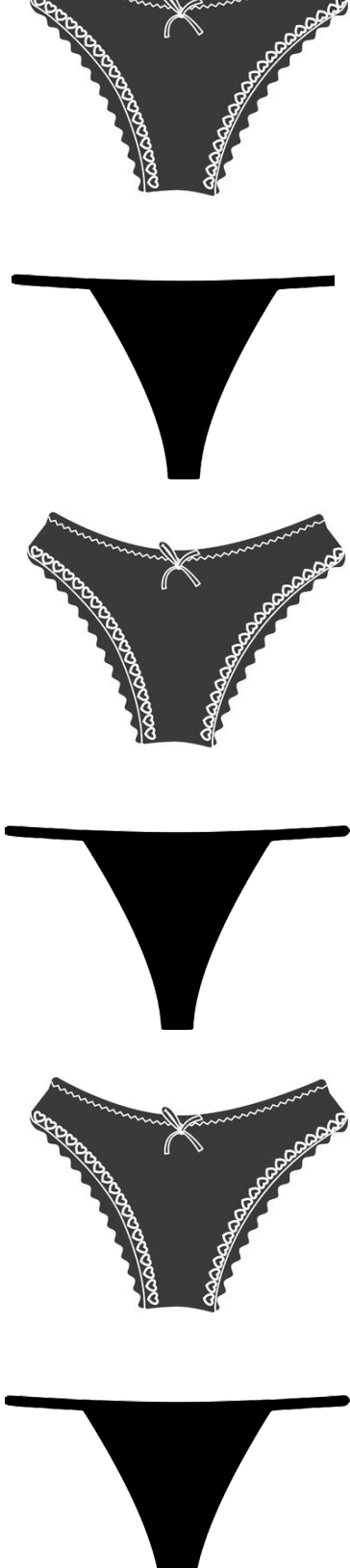
Fredrick's active social media includes Instagram and Facebook. As far as what is being posted, the images that are used are generally the same. Fredrick's seems to get much more attention and interacton on Instagram, however on Facebook they get less attention and fewer comments. One notable aspect on their Facebook account is their comments. The average post recieves 1-3 comments compared to Instagram which averages around 10-15. The comments on Facebook interactions are normally unrelated to thir posts or even negative, such as "Why does this lingerie set look so cheaply made?" or "What is this model even wearing?".

TARGET AUDIENCE

Target

Fredrick’s has chosen a target audience of women aged eighteen to thirty-five to capture an ethnically diverse, trend-spotting, fashion-forward consumer group (HBS). They are trying to target a group of women, and men who have a steady yet somewhat unsteady income which is reflected in their product pricing.

Fredrick’s customers have an average income estimated around \$26,312 to \$45,736.



PERSONAS



Sara

Age: 20
Gender: Female
City: Philadelphia, PA
Occupation: Waitress
Language: English
Family: Father, 1 Sister, 1 brother
Education: Highschool, Currently in college
Goals: having fun while being young
Interests: going out, cooking
Values:

- Honesty
- Open-mindedness
- Loyalty



Rachel

Age: 27
Gender: Female
City: Orlando, FL
Occupation: Hair Stylist
Language: English, Spanish
Family: Mother, Father, 2 Brothers
Education: High school, Beauty school
Goals: finding time for self-care
Interests: painting, online dating, going out
Values:

- Dependency
- Respect
- Consistency

SWOT ASSESSMENT



Strengths

- Affordability
- Sex-Positive
- Deep history in the lingerie business
- Versatile lingerie products compared to other brands
- Updated Social Media (instagram)

Weaknesses

- Online-Only (no in-store experience)
- Out-dated brand logo
- Inconsistent brand image throughout company history
- Loose Target Audience
- Weak advertisements

Oppotunities

- Update Logo / Brand Image
- Target a more specific audience
- Integrate more daily wear undergarments to widen market
- Embrace and Capitalize on their history
- Embrace sex-positivity
- Restart their catalogs to advertise their website to gain more sales

Threats

- Possibility of bankruptcy again due to the competitive market of lingerie / underwear
- Current trends that are already being taken advantage of by other lingerie companies
- Customers feeling untrusting of the company due to inconsistency

COMPETITIVE ANALYSIS

VICTORIA'S SECRET

Victoria's Secret is a designer and manufacturer of women's under garments and lingerie. The company also owns a line of makeup and cosmetics. Victoria's Secret is the top leading American lingerie retailers that is globally recognized for their provocative aesthetic, iconic fashion shows, and supermodel endorsements.

SWOT Assessment

Strengths

- Strong Brand image / presence
- Celebrity / model ambassadors
- Victoria's Secret Fashion Show which is showcased in leading fashion magazines (good advertisement)
- Consistent branding
- Largest global lingerie retail brand

Weaknesses

- Brand image focused on a specific body type
- Lack of adaptability
- Product size ranges
- Relatively high pricing
- Limited success outside core business
- The company has not being able to tackle the challenges present by the new entrants

Opportunities

- Global use of technology to increase brand presence worldwide
- Marketing targeted towards influencers on social media
- Introduce regular / plus-sized models in advertisements

Threats

- Most of Victoria's Secret's sales are through outlets / they don't have as a strong online presence as other competitors
- As the company is operating in numerous countries it is exposed to currency fluctuations
- Intense competition
- Niche lingerie brands

COMPETITIVE ANALYSIS



Aerie is known for its affordable lingerie and activewear brand that is a sub-brand owned by American Eagle. The brand is targeted towards a younger audience (women aged 15 to 25 year). Aerie is a forerunner of body-positive marketing with its #aerieREAL no-airbrushing campaign. Aerie has since established itself as a standout in diversity marketing by featuring models of different body types and ethnicities, including women with visible disabilities and illness this past year.

SWOT Assessment

Strengths

- Innovative marketing strategies to express inclusiveness (campaigns)
- Brand presence makes customer feel good about themselves
- Strong association to brand name
- Strong brand awareness
- Expanding products
- Going Green

Weaknesses

- Target customer base is small
- Young demographic
- Too closely related to American Eagle

Oppotunities

- Create opportunities for a larger target market / open up to more demographics
- International Expansion
- Fashion show?
- Increase variety of advertisements
- Add to collection of products offered besides daily wear

Threats

- Over-expanding brand
- Lost associations of their main products
- Unstable revenue due to lack of disposable income
- Increase of niche lingerie brands
- Intense competition

COMPETITIVE ANALYSIS



Savage X Fenty is a recently new lingere brand that emerged in 2018 by Rihanna. They offer products ranging from everyday basics to more provocative pieces. Savage X Fenty is marketed as “lingerie for your every mood” and values variety. The brand is highly inclusive and trendy in the current lingere market. Savage x Fenty is growing fast as they are recently offering monthly VIP boxes and launched their first fashion show in October 2020.

SWOT Assessment

Strengths

- Strong personal influence from founder (Rihanna)
- Use of pop-up stores which create excitement and encourage sales due to limitability
- Collaborative brand
- Active social media with high levels of consumer interaction
- Fashion forward

Weaknesses

- Fairly new to the market
- Trendiness which could effect the longevity of the brand
- Over-influenced by social media influencers

Oppotunities

- Establish brand image further
- Gain a greater market share in emerging economies
- Exposure through different advertise-ments and present products during fash-ion weeks

Threats

- Highly competitive market for a new brand
- Scandals that are targeted at the found-er will effect brand image
- Loss of founder’s influence during ex-pansion

POSITIONING



SURVEY RESULTS

What do you look for when shopping for lingerie?

For my survey I wanted to focus on what people valued the most when shopping for their lingerie. I surveyed four people within Fredrick’s target audience and asked on what they look for the most when shopping for lingerie products.

Hayley, 21 (Female)

“Being a broke college student, I always look for the price first. If it looks cute and the price isn’t too high, I’ll decide to buy.”

Gabrielle, 27 (Female)

“For me it really just depends if I think it will make me look better. I like for the lingerie that I buy to last and have a high quality. I don’t want to look cheap!”

Katie, 22 (Female)

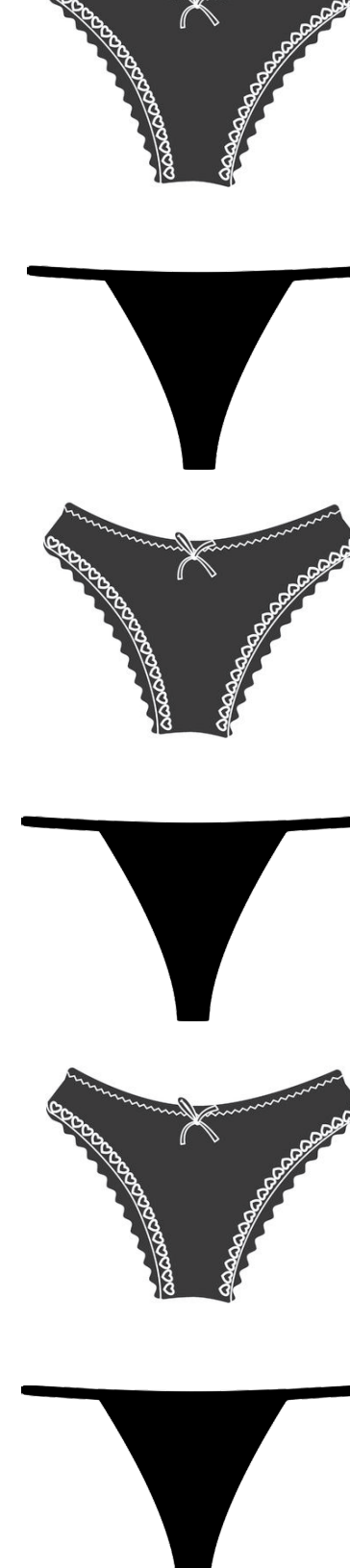
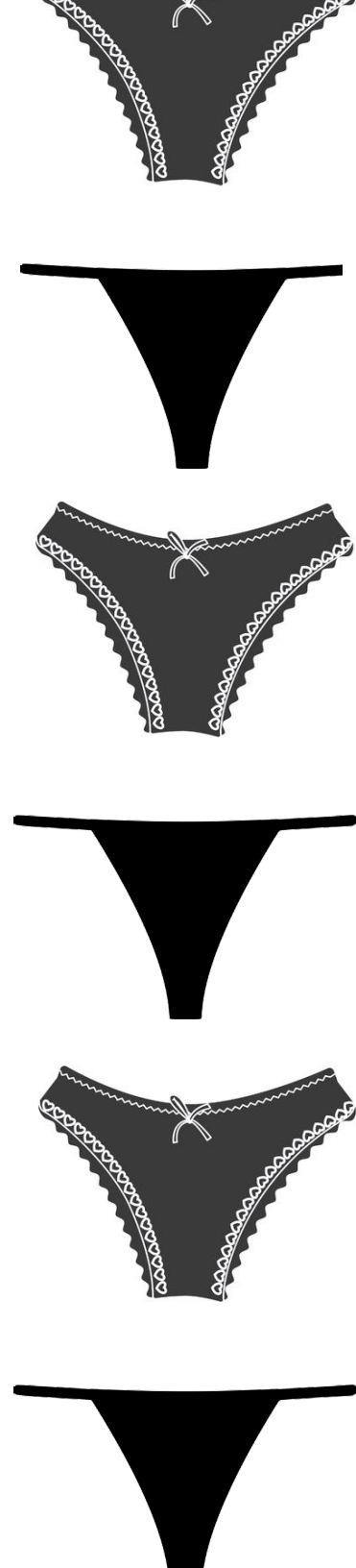
“I don’t shop for lingerie too often but when I do, I try to find something that unexpected and out of the ordinary. Nothing too basic.”

Macy, 19 (Female)

“I like to look for pieces that fit my style and are on trend.”

CONCLUSION

In conclusion, Fredrick's of Hollywood is having trouble with maintaining their relationship with their customers. They used to be one of the top retailers but was unable to sustain themselves due to inconsistency within their brand which led them to being considered out dated by their audience. Fredrick's has such a great history, yet they don't advertise any of their past accomplishments. Also, their logo and brand image seems to change too frequently. How are people supposed to feel trusting and connected if they can't recognize the brand? Since re-launching to a website-only store, they are lacking proper advertising that diffrenciates them from their competitors in the lingere buisness. Fredrick's wants to represent Hollywood glamor but in contrast to their look and feel, the brand has made a reputation for being cheap with low quailty products.



BRAND STRATEGY

My brand strategy is to allow Fredrick's to present themselves as more consistent and honest towards their customers. Fredrick's is deeply rooted in the history of lingerie in the U.S, I believe that Fredrick's can really capitalize on their history within the lingerie industry. They invented the first push-up bra! Why not advertise it? With so many smaller, niche lingerie companies emerging, I think that it is highly crucial for Fredrick's to use their brand to do something different. The current essence of the brand is too predictable and has lost touch with their identity. My plan is to draw inspiration from their old catalogs and to relaunch themselves in a way to get customers more excited to purchase online. Fredrick's also needs to change their logo to correctly represent their current values and products.

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Images sourced unsplash, www.fredricksofhollywood.com