



# Brand Strategy and Ideas for Jaeger Clothing



By Geeta Sundaram

## **Brand Strategy and Ideas for Jaeger Fashion**

### **Background**

I began thinking about the Jaeger brand, while working on a brand strategy and ideas for Marks & Spencer. That is when I discovered that Marks & Spencer had acquired Jaeger, the British clothing brand, in January 2021. I saw Jaeger on the M&S website as one of their many brands and I thought that was doing Jaeger a disservice.

My own experience of having worn Jaeger clothing goes back many decades, when I visited the UK in the mid '90s on Seagram work from Ogilvy Delhi. I shopped at Harrods along with friends in London who I was staying with, and somehow Jaeger caught my fancy. I liked the clothes for their simplicity and elegance, they suited my budget, and I continue to wear them even now.

I did not know then, that Jaeger was a British fashion brand, assuming from the brand name that it might be German-Austrian. Now, on reading more about Jaeger, I find that this once well-regarded British premium clothing brand does indeed have a German connection. The company's founder, Lewis Tomalin was inspired by Germany's Dr Gustav Jaeger's writings on wearing animal fibres and established Jaeger Sanitary Woollen System Co. in 1884, that started operations by making long-johns during World War I. It has changed hands a few times in the past couple of decades, fallen on hard times, and has now been acquired by M&S.

The M&S website says that Jaeger will be relaunched with the Autumn/Winter collection at the London Fashion Week this year. A relaunch is certainly required, but from what I see on the M&S website, I don't think the brand is taking the right direction to build its future.

This document attempts to work out a future strategy for Jaeger, along with ideas for the brand relaunch campaign and other suggestions.

### **Objective**

To revive Jaeger as a British fashion brand, and to position it as premium clothing for women, meant to be worn out of home and on occasions.

Why out of home and on occasions will become clearer when we look at the competitive scenario.

### **Vision statement**

To be the leading premium fashion brand in Britain and across the world, for women who lead active lifestyles and like to look their best.

### **Mission statement**

Jaeger will always design women's clothing from the finest materials, rich in texture and luxurious in feel, to help busy women look and feel their best at work and in leisure.

The focus of the Jaeger product ought to continue to be on fine fabrics that drape well and are luxurious. As well as the styling which is minimalist, using simple clean lines, and designed to allow for easy and free movement.

### **Target Audience**

Working women between the ages of 30 and 60 years who lead active and busy lifestyles. These are women who are independent (both financially and otherwise), are serious about their careers and who like to be comfortable and look good wherever they go.

To that extent, these women are urban, affluent and care to spend more on clothing that they like. At the same time, they are not fashionistas or divas, and are not driven by the latest fashions and luxury brands. For them clothing to be worn out must be occasion-specific, must feel comfortable, and look sophisticated and chic. These women would tend to travel on work and leisure and are understated in their tastes.

### **Competitive Scenario**

Jaeger would face competition from two sides:

- From luxury fashion brands, that is the lower end of luxury fashion
- From the higher-priced fast fashion brands, as well as M&S itself

To ensure that Jaeger does not get cannibalised by M&S and also does not cannibalise M&S, it needs to stand apart from the rest of M&S. Which is why in my strategy and ideas document for M&S, I had suggested that Jaeger be kept separate as a stand-alone brand, with its own website and stores.

And although Jaeger is a premium clothing brand made from the finest of fabrics, it is still not quite luxury fashion in the real sense of the word. It is not in the same league as Burberry, Chanel, Dior, etc, both in terms of styles and pricing.

This can, however, be turned into an advantage for Jaeger because there is a large unmet need in women's apparel between fast fashion and staple clothing like M&S on the one hand, and luxury fashion on the other.

Where do women who are career-focused professionals, successful and independent go for their wardrobe for occasions that demand something just that little bit extra dressy or sophisticated? Without having to spend megabucks on luxury fashion that only celebrities, wives of politicians and socialites can afford!

Britain has been a pioneer in some areas of fashion, especially where women stepping out is concerned. Think of Mary Quant who invented the mini skirt because women's dresses were always getting caught in car doors as they stepped in and out of them.

Let Jaeger occupy this vacant slot then, and become the women's fashion brand that allows them to be elegant and sophisticated, on every occasion that they step out.

Yes, I know the Covid pandemic is still in our midst and people are still working from home, but that is hardly the point. The world will soon be going back to office, and also to shop, to dine with friends and to take in a concert or a play.

### **How Jaeger should position its brand**

Jaeger is for women who like understated, easy elegance wherever they go.

This positioning will also help define the kind of clothing that Jaeger ought to create. Jaeger ought to

- Maintain its minimalist, simple clean lines and silhouettes
- Nothing too stiff, severe and structured, even in business suits
- No frills and flounces, either
- Richly textured, fine fabrics that drape well
- For leisure/evening wear, Jaeger could try minimal pleating or slight flares
- Minimal embellishments, if any, perhaps just a little lace

### **Brand promise**

With its fine fabrics and clean lines, Jaeger keeps you looking effortlessly elegant wherever you go.

### **Rationale**

- Rich, luxurious fabrics and textures

- Fabrics that drape and fall well
- Clean, simple lines and styles
- Emphasis on comfort as well as chic sophistication
- Designed for busy women professionals

### **Tone and manner**

- Understated elegance
- Individualistic
- Mature and serious, never frivolous or flippant
- Soft woman power

### **How communication can build the Jaeger brand**

Jaeger can help reestablish itself as a premium, semi-luxury brand of women's clothing by positioning itself for today's women professionals who lead busy and hectic lifestyles and always need to look fashionable and elegant on occasions.

The emphasis ought to be on the woman outside home as much as possible, to stress her working life, her independence and her social life. Next, Jaeger can focus on understated communication that allows the woman in the audience to place herself in similar situations in order to create a strong sense of identity with the brand.

In communication, the Jaeger woman is captured in all her busyness; the focus is on how she manages to stay elegant and poised through the day's hurly-burly. She is not one to pose for the camera and is too busy for that.

### **Brand Identity**

To start with, Jaeger needs to rethink its brand identity. For years, its [logo](#) featured a set of scrawly lines that formed the capital letters of Jaeger. I happened to see a slightly different logo in [this](#) article from The Guardian. Though I am not a designer or art director, I have attempted a logo design that is only meant to give an idea of what direction to take.

JAEGER

JÆGER

Jaeger

Jæger

My own preference is for the last - Jaeger written in upper-lower case in a Celtic style font. What I am trying to hint at is the slightly feminine style of the lettering, with the alternating thick and thin strokes providing solidity, thereby achieving a balance between them. The calligraphic touch provides an energy, the wave-like flourish of the last letter r adding an element of fluid motion.

**Creative Idea**

The creative idea for the brand communication is to juxtapose the Jaeger woman's busy life with her schedule, in order to convey the brand's easy elegance and her unflappable style.

In the TV advert, the idea is treated differently from the print campaign. In the former, the idea is to focus – and even linger – on shots of the Jaeger outfits to capture their draping, textures and beauty as the woman goes about her life. While in print, which again depicts the Jaeger woman and her planner or to-do list, we also get to share a little information on the kinds of fabrics, styles and clothes for various occasions.

### **TV Advert for Jaeger (Unflappable)**

Film opens on a woman in her mid-to-late thirties driving to work. She is in the rear seat, reading a newspaper. Next to her on the seat is a tablet with a to-do list for the day.

She looks out of her car window to see a young woman standing at a pedestrian crossing, waiting to cross the road. Her hair blowing about her, she wraps the sides of her coat even tighter around her against the chill breeze.

The car stops a little ahead and the lady peers out of the open door, asking the lady on the road to hop in.

*(a nice, long glimpse of the lady's Jaeger dress and coat as she makes room for the other lady, captured in slow motion)*

Dissolve to another lady in her office, just finishing a meeting. She steps out and is followed by a few colleagues all asking her something or the other at the same time. She turns around, smiles and holds up a paper saying "Can we discuss this over lunch?"

*(a nice slow motion of the lady's swirl as she turns to her colleagues, capturing some luxurious details of her Jaeger pant-suit)*

Colleagues are disarmed and they look at each other and smile.

Dissolve to a third lady who is finishing work for the day, when she receives a message on her mobile: Are you done yet? Concert begins in an hour.

She shuts down her computer, pops into her secretary's room to say bye and walks out into the corridor. We then see her driving in the evening to a concert hall.

The car stops and out steps the lady, striding purposefully toward the steps of the auditorium. Except that she reaches a rain puddle and her man

friend/husband who has been waiting, stops her just in time. He stretches out his hand to help her across.

Our lady instead daintily lifts the hem of her dress and leaps across it. Safely landed she smiles at the gent and turns up the collars of her coat.

*(a graceful slow motion of the lady's rather elegant leap over the puddle captures for us the beautiful drape of the Jaeger dress)*

The scene fades to black and the Jaeger logo and sign-off line appear.

**Sign-off: Jaeger (logo)**

**Easy elegance since 1884**

*Note: Superimposed at the start of each of the three sequences, are text and time overlays, suggesting a race against time. They fade away with the Jaeger lady's actions.*

*The music throughout is a contemporary, easy, swing-style jazz melody along the lines of Benny Goodman's Tea for Two and Glenn Miller's In The Mood. Substituting violins for wind instruments a la this version of Tea for Two by Yehudi Menuhin and Stephane Grappelli might be even better for a Jaeger soundtrack.*

### **Print Campaign for Jaeger**

In the print campaign for Jaeger, we again show Jaeger women juxtaposed against their schedules, planners and to-do lists. The headline is usually a play on a well-known expression, but used in a different context. While the copy is treated like a fashion photo shoot caption, detailing the Jaeger garments.

#### **Print advert #1:**

**Headline: The appeal of soft power**

#### **Copy:**

Soft, luxurious long-staple cotton meets the gentle warmth of cashmere in pant suits and twin sets. Clean, simple lines in pin stripes, plaid, houndstooth and tweed. You're all set to make a statement wherever you go.

**Sign-off: Jaeger**

**Easy elegance since 1884**

#### **Print advert #2:**



**Headline: Week ends, rendezvous begins**

**Copy:**

Soft, flowy skirts of varying lengths and elegant blouses and tops, made from fine, luxurious fabrics such as silk and wool blends, jacquards, crepe de chine, chiffons, linen and fine Egyptian cotton, perfect for those mix and match ensembles for a weekend get-together or shopping spree.

**Sign-off: Jaeger**

**Easy elegance since 1884**

**Print advert #3:**

**Headline: Al fresco dressing**

**Copy:**

Luxurious fabrics, soft to the touch. Fashioned into chic spring-summer dresses in pastels and subtle prints designed to reflect the freshness of nature. Summer luncheon, a picnic or a tea party, you will be the breath of fresh air on every occasion.

**Sign-off: Jaeger**

**Easy elegance since 1884**

**Print advert #4:**

**Headline: Social networking in person**

**Copy:**

Elegant cocktail dresses and evening wear in simple and stunning silhouettes made with a variety of rich and well-draping fabrics in solid colours as well as prints. Just the cocktail circuit and dinner party wear to help you make a dramatic and elegant appearance everywhere about town.

**Sign-off: Jaeger**

**Easy elegance since 1884**

**Print advert #5:**

**Headline: Dressed to mean business**

**Copy:**

Pant-suits that flatter your stature and no-nonsense demeanour in fine fabrics for every season. From slim-fit and cropped-length to business suits and tuxedo style, you will make your presence felt at every meeting.

**Sign-off: Jaeger**

**Easy elegance since 1884**

**Print advert #6:**

**Headline: Work away from work**

**Copy:**

Smart business casual trousers in lightweight fabrics teamed up with shirts and blouses in free-breathing cotton, and polyester blends keep you feeling comfortable and cool when travelling on business. No better way to care for your travel wardrobe and look your best.

**Sign-off: Jaeger**

**Easy elegance since 1884**

**Print advert #7:**

**Headline: Impromptu evenings**

**Copy:**

Elegant ideas for those surprise, impromptu evenings. Ankle-length skirts and wrap-arounds in fine fabrics, paired with fitted tops that you can wear anywhere after work, and look like an autumn breeze just wafted in.

**Sign-off: Jaeger**

**Easy elegance since 1884**

**Jaeger online**

Jaeger ought to have its own website, like I said earlier. So even if the brand is mentioned on M&S' website, it must lead the reader to Jaeger's website.

Here, there must be a corporate section, different from the section where consumers can browse and shop online. I have attempted to create a home page for the Jaeger website, along with sections and tabs and this should help the company create the rest of the site. The idea is also to communicate the same brand positioning of Jaeger in order to maintain synergy across media and communication channels.

## **Sections and text for Jaeger website homepage**

### **Section tabs:**

- **About us**
- **Our heritage**
- **What defines Jaeger**
- **Corporate information**
- **Careers**
- **Shop online**

### **Home page text:**

**Heading: Effortless elegance this Autumn/Winter**

**Subhead: In textures and palettes and that radiate warmth**

Jaeger welcomes you with its autumn/winter collection for 2021. After a couple of terrible years due to the Covid-19 pandemic, perhaps we can look forward to stepping out once again. So essential to the Jaeger brand is the act of dressing to go out and meet the world.

In keeping with this sentiment, our Autumn/Winter collection tries to recreate the warmth of the season, when we can step out and meet old friends and colleagues once again. The textures are varied and rich, from silks and woollen blends to acrylic and tweed. While the palette exudes warmth in russets, ochres, golds, and khaki greens to earthy browns, burgundy and black.

Designed as fashionably chic as always, it is Jaeger elegance for every occasion. Go out and meet it.

### **Jaeger worldwide**

While Jaeger relaunches the brand in the UK, it must also limit the number of stores to just a couple or three across the country. Premium and luxury brands must choose a prominent location in the most important market, and focus all their attention there. It is the reduced accessibility of a brand that makes it even more exclusive and coveted.

Similarly for its international markets, Jaeger should have just one prime store location in each of these cities: New York, Paris, Milan, Hong Kong, Singapore, Shanghai and Tokyo.

In London, Jaeger can also try and target well-heeled travellers from other countries. For this market segment, Jaeger can decide on a smaller, limited

product range that make for good souvenirs and gifts, i.e. scarves and stoles, leather accessories, and shirts and blouses.

### **Customer loyalty programme and direct marketing**

Jaeger should build a database of its regular and loyal customers – both in-store and online – and communicate one-to-one with them.

This should be done through a customer loyalty programme that offers Jaeger members special benefits and rewards such as previews and private viewings of seasonal collections before they launch, special prices on select garments and invitations to exclusive events.

Since the customer base is likely to comprise women professionals, Jaeger can also contact women professionals through industry bodies and associations in the UK, as in all their other markets. They could conduct other meets and events for these women professionals as well.

The direct marketing with members of Jaeger's loyalty programme could also include a monthly newsletter update on executive wear guides and tips for women.

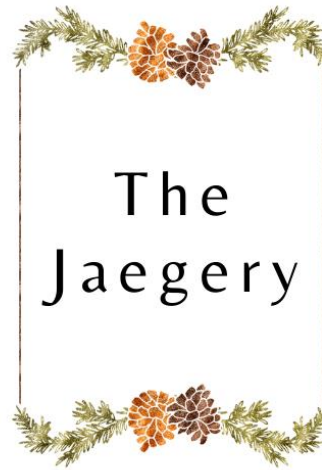
### **Branding for Jaeger's customer loyalty programme**

The club of Jaeger customers ought to feel good about being part of this collective and the branding ought to encourage that.

Here are some branding options:

- The Jaegeravens
- The J'eger Beavers or The Jaeger Beavers
- The Jaegery





My preference is for The Jaeger Beavers and The Jaegery, as these have possibilities for lending the club a certain character and for creative ideas as well. The first logo for Jaeger beavers is an animated gif, with tiny toadstools popping out of the wooden log as it sways ever so slightly.

The former puns with the expression eager beavers, and acknowledges the hard-working nature of the women members with a certain light-heartedness. While The Jaegery can be imagined to be a place where Jaeger women gather to exchange ideas and plot and hatch plans.

### **Social media as PR**

I would not recommend that Jaeger use digital or social media for advertising, but I would urge them to use these for PR. To announce exclusive events, news about the company and its people both in UK and overseas, designers and new collections.

## **Future directions for Jaeger**

Once the Jaeger brand has been revived and has established itself as the maker of premium clothing for women professionals, and the company/brand generates healthy earnings, it would mean that this strategy has been largely achieved. It might take many years to achieve it, and it depends on sustained focus on the right kind of clothing and the right kind of communication to rebuild the brand.

Looking ahead into the distant future, I have some thoughts on what the next stage of Jaeger's brand strategy can be. My own opinion is that the numbers of women in work around the world, and in good, well-paying jobs and careers will only grow in the future. Therefore, demand for premium, semi-luxury executive wear and other occasion-specific clothing is likely to be good for Jaeger. And while the jury is still out on whether people will continue to work from home after the pandemic or whether they will return to the office, I believe that most will return to office. As I have written before on my blog, only the few people in senior and top management will have the privilege of working remotely as well as from office and it will become something of a job perquisite.

Therefore, Jaeger can continue to focus on all three lines of women's clothing: executive wear, evening wear and outdoor/holiday wear. They ought to

- up the luxury quotient somewhat on the evening wear and holiday wear, but must be careful to avoid the usual celebrity/luxury trap
- avoid associations with glitterati, red carpet events and all the trappings of celebrity lifestyle
- focus on sensible, wearable premium/luxury clothing that is understated and elegant with the working professional woman audience and imagery
- continue to be effortlessly elegant in all that they do
- Jaeger beavers ought to become a band of women who don't just wear Jaeger, but are united in their commitment to charity work; perhaps to creating better and more career opportunities for women.

Over the next couple of decades, Jaeger ought to become luxury clothing for the woman professional. Easy elegance ought to see Jaeger through.

*This brand strategy and ideas document and the ideas it contains have been conceptualized and written by Geeta Sundaram, advertising and brand*

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