

Trender: Planning on Design & Merchandising Based on Data (Zalora Indonesia: Sports Category)

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Abstract

Reputation and credibility of Zalora in fashion industry, along with their experiences working with over 3000 local and international labels, has put Zalora in a trusted position to curate and analyse data specifically designed for fashion brand owners. With the largest number of audience in Southeast Asia with high purchasing power, Zalora consumers are the best source of data to predict fashion trends, compared to other source of data or retailers. Zalora and their internal team expert in fashion, introducing Trender, a monthly report which allows fashion brand owners to access Zalora business information in order to compile a more effective brand strategy. In this article, the focus will be on product design and merchandising. With the help of Trender, brands will understand who buys their products, so they can target the correct market. Brands can also attain information such as most favorable products, so they can plan on next season's products better than before. Through internal data collected during November-December 2020, there are some insights such as: 1) Fastest growing markets; 2) Best performing categories; 3) Top and trending subcategories; 4) New customer split; 5) Top regions; 6) Top and trending age groups; 7) Popular and trending SKUs; 8) Fastest growing sizes and colors; and 9) Price band share.

Keywords: trender, data, Zalora, Indonesia, sports

1. INTRODUCTION

Zalora, with internal team experts in fashion, introducing Trender, a tool which helps fashion brands to understand who and what needed by their consumers. Trender provides full rights for suppliers to access Zalora business information in order to make a better strategy – not only in Zalora platform, but in all marketplace platforms (online and offline) from design to shipping. By understanding who buys the products, brand buyers will work easier with marketing to bid the right market. By understanding what consumer needs, that will help identify brand portfolio, allows design team to prepare better for products in next seasons. Zalora has categories such as women apparel, women accessories, women shoes, beauty, kids, men accessories, men apparel, men shoes, sports, traditional, and home living. For this article, the focus is on sports products, as one of the most successful category during pandemic. Zalora is available for markets in Malaysia, Indonesia, Hong Kong, Singapore, Philippines, and Taiwan. This article will focus solely on Indonesian market.

The most consequential increase of sales of all could be optically discerned in the sportswear category. 2020 is the year where only the fittest will survive. A majority of urban communities have turned to keep their activities indoors, as the concern for personal care has led to an incrementation of sportswear across multiple regions. Given the versatility of sportswear itself, it is not surprising to visually perceive consumers favouring activewear over

their conventional attires. Sportswear is designed to be comfortable, apart from being crafted from technical materials that have better heat-resistance and cooling properties. Across the years, sportswear has upped their game in terms of wearability, and now that consumers don't have to go for hours to get to work, customers have more time at home to be active. In fact, during a lockdown, it is perhaps the only activity you can do during a pandemic (Cheang, 2020).

2. METHOD

This article is made using descriptive analysis method from Zalora Indonesia internal data during period of November to December 2020.

3. FINDINGS AND DISCUSSION

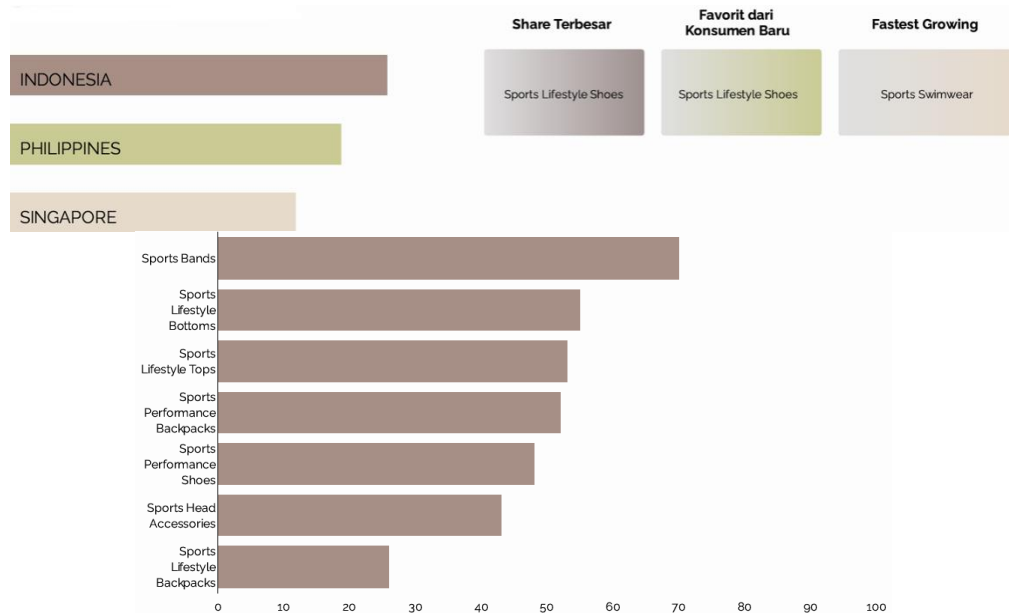


Figure 1. Fastest Growing Markets & Subcategories

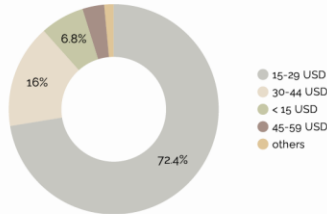


Figure 2. Popular & Trending SKUs in Sports Category

SPORTS SANDALS

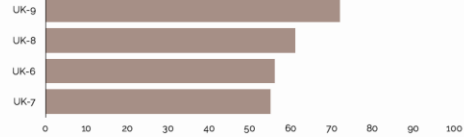
SHARE DARI PRICE BAND (BERDASARKAN ORDER)

Share dari order berdasarkan spesifik price-band pada bulan ini di market yang dipilih.



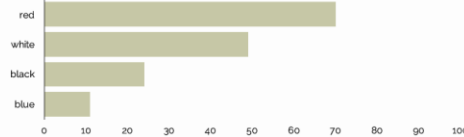
UKURAN YANG BEST-SELLER

Ukuran yang best-seller di bulan ini pada market yang dipilih, dibandingkan dengan performa atau pertumbuhan tahun lalu.



WARNA YANG BEST-SELLER

Warna yang best-seller di bulan pada di market yang dipilih, dibandingkan dengan performa atau pertumbuhan tahun lalu.



SPORTS SANDALS

SKU YANG POPULER

Berikut produk dengan performa terbaik pada bulan ini, termasuk dalam kategori teratas.



SPORTS SANDALS

SKU YANG SEDANG TRENDING

Berikut produk dengan pertumbuhan tertinggi di bulan ini, termasuk dari kategori teratas.

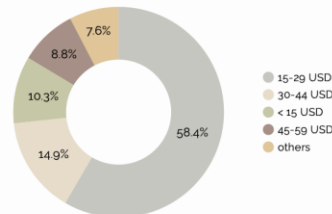


Figure 3. Insights on Sports Sandals Subcategory

SPORTS LIFESTYLE TOPS

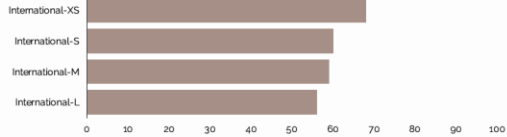
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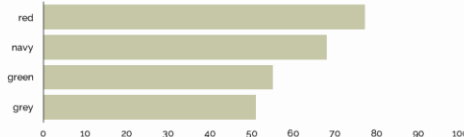
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SPORTS LIFESTYLE TOPS

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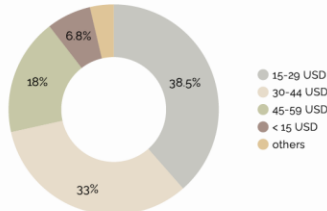


Figure 4. Insights on Sports Lifestyle Tops Subcategory

SPORTS LIFESTYLE BACKPACKS

SHARE DARI PRICE BAND (BERDASARKAN ORDER)

Share dari order berdasarkan spesifik price-band pada bulan ini di market yang dipilih.



SPORTS LIFESTYLE BACKPACKS

SKU YANG POPULER

Berikut produk dengan performa terbaik pada bulan ini, termasuk dari kategori yang dipilih.



SPORTS LIFESTYLE BACKPACKS

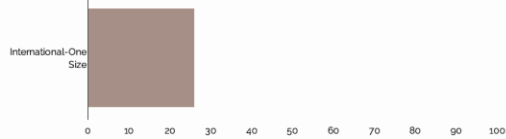
SKU YANG SEDANG TRENDING

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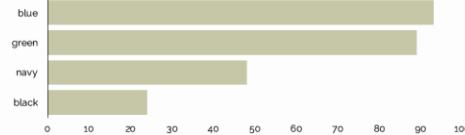
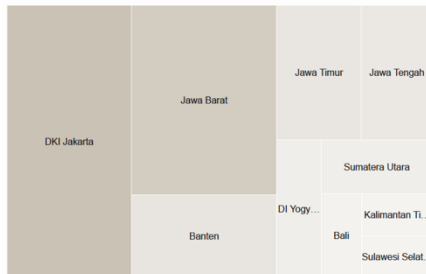


Figure 5. Insights on Sports Lifestyle Backpacks Subcategory

WILAYAH DENGAN PENJUALAN TERTINGGI

Market dengan performa terbaik untuk kategori ini pada bulan ini, dibandingkan dengan performa di tahun sebelumnya.



KELOMPOK USIA TERTINGGI

25-34

KELOMPOK USIA YANG SEDANG TRENDING

< 18

PENGELOMPOKAN PELANGGAN BARU

Rincian pelanggan baru ZALORA yang dikelompokkan berdasarkan Gender dan Perangkat di bulan ini untuk kategori dan market yang dipilih.

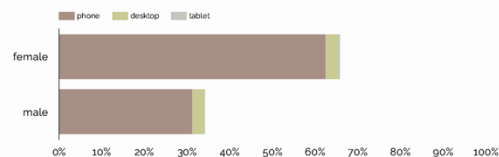


Figure 6. Insights from Consumers

4. CONCLUSIONS AND SUGGESTIONS

- Fastest growing markets across Southeast Asia for sports are Indonesia, Philippines, and Singapore.
- Easy-and-relax sport sandals with prices vary from IDR200,000 to 400,000 are favored by 72.4% customers. Favorite sizes are 39-40. This trend might be relevant due to more relaxed activities and attire of consumers, and increased sport activities during pandemic.
- Customers spend more on Sports Lifestyle Tops – one of categories which suggest a sudden increase of active consumers. This increased demand for upper-body pieces could perhaps be explained by heightened user engagement on social media during pandemic. With photo selfies still being popular, it's no wonder that sportswear tops had risen above the ranks of typical activewear. Today, consumers want to show their fitness on social

- media too. This finding is relevant with highest sales come from sizes XS and S, which likely bought by slim-fit instagrammable females and males.
- d. Top selling regions remain in Jakarta, Banten, and West Java, thus designing goods with trends from these regions will likely to have higher sales. Out of town consumers tend to follow trends from big cities such as Jakarta and Bandung.
 - e. Customers with highest sales fall in age group of 25-34 years old with more than 60% customers are female for sports category.
 - f. Sites are most accessed using mobile phones, thus it is important to apply good phone-friendly UI/UX designs with interesting contents, moreover for brands who have independent sites apart from regular marketplace platforms such as Zalora, Zilingo, Bobobobo, etc. Very few customers access shopping sites via desktop, and via tablets is almost non-existent. Thus, spending and efforts to design interface for tablets can be ignored.

REFERENCES

- Zalora. (2021, November 22). *Eric Cheang from ZALORA | ZALORA* [Video]. Youtube. https://www.youtube.com/watch?v=u_A7MxFYs8o