



BRAND ANALYSIS

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P R E S E N T A T I O N

BRAND EXPERIENCE AND POSITIONING

Carhartt is an original American brand known for its strong and durable workwear. With comfort and a uniquely rugged feel, Carhartt has started tailoring its brand to a more fashionable and 'cool' streetwear look. Carhartt has different divisions that cater to various different styles. Examples being Carhartt W.I.P, aka "Work in progress." After going in the store, the brand experience was very special and unique. The store has a great streetwear feel but also holds strong to their original morals being "tough and rugged."

Carhartt originally focused on a rugged working-class lifestyle coming from Detroit, yet has transitioned to a modern and urban style to adapt to European trends and culture. Although they are doing this in America as well, it is much more heavily influenced in France and Europe.

UNITED STATES VS. FRANCE

There are only WIP-branded Carhartt stores in France as style and fashion are an important part of the culture here however overall the WIP branch off of Carhartt is represented the same as it is in the US. The store layout is the same. The Carhartt store's space is used the same as it in the US, with clothing products on hanging and folded displays, and miscellaneous products displayed throughout.

The products offered in French stores are streetwear and more fashion forward than those in US stores. Typically, US stores carry more practical merchandise for blue-collar labor (work gloves, canvas jackets, etc.) – the products Carhartt was created to sell in 1889. The brand has adapted to street style since their launch and since expanding globally. This includes their Work in Progress (WIP) branch which was first introduced in London in 1994. French (and European) stores carry mostly WIP merchandise, while US stores favor their original merchandise.

The brand has been adapted to resonate with French consumers through the WIP sector who are shopping for aesthetically appealing, stylish streetwear rather than practical pieces.

LA STORE VS PARIS STORE





CULTURAL DEMENSION INFLUENCES

France culture tends to be more feminine than in the U.S. and people care about the way they dress and are presented more than in the U.S.

Carhartt WIP is more dominant as a “street wear” brand than the original brand that Carhartt set out to be marketing to masculine blue collar working men. We can also see the cultural difference in which Carhartt WIP seems to be much less gender defined in its clothing as compared to the original Carhartt where it is mostly male marketed.

This is contrary to the WIP store in the states where the clothing is more gender oriented than in France.





carhartt
Merci