

Markham

Markhams, a long-established menswear retailer on the South African high street, used to be the place all 17 year olds were made to visit for their first suit. The brand's positioning was not in-step with the values, aspirations and positive attitude of the new South Africa.

The Brief:

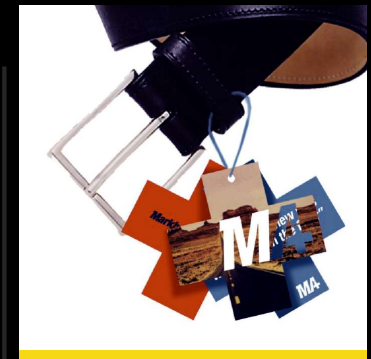
'i-am' were briefed to re-invent Markhams as a dynamic brand with attitude and self esteem, essential to every fashion-conscious young man's wardrobe. The brief also required the delivery of the new brand through stores customers would consider cool to be seen in.

The Solution:

A change in name from Markhams to Markham signalled a complete re-invention. The brand expression now fitted the day-to-day vernacular of the late teen male. Markham has become one of the hottest home-grown brands in South Africa now able to more than compete with the influx of many new global entrants. The change of attitude, pace and energy within the store both engages and inspires the target customer.

The Result:

The full estate of stores are in the process of being converted to the new design and format. This is perhaps one of best examples of brand integration, innovation, customer experience, and staff behaviour created by the 'i-am' team.



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