

Jack and Jones – Competing in the Current Economy!

Submitted by: Bridge 55

Wednesday, 11 January 2012

Raising the bar season after season, Jack and Jones clothing continue to provide customers with affordable designer clothing. With products ranging from jeans, t-shirts, coats and accessories Jack and Jones offer just about anything for the customer.

The current economy has taken a huge hit from the recession and this has really taken its toll on the fashion industry. As shops begin to struggle, a replenishment of Jack and Jones (<http://www.bridge55.com/brands/jack-and-jones/>) clothing seems to be a way of fighting back. Offering popular products at more than affordable prices, organisations seem to be flooding their stores with their garments, in an attempt to balance the books.

As a brand, shoppers can rest assured that any product they purchase from Jack and Jones will be second to none in terms of materials and detailing. As a brand they have kept promotional material and product ideas to a minimum to maximise their own strengths. This being dedication to detailing and providing the customer with items of clothing that they are after.

With the heavy recession the way it is, Jack and Jones took their own initiatives and reframed from following all the other glossy brands that are taking very much new approaches to the fashion market. This involves bringing out new styles such as large printed designs and exploring with new finishes to garments. G-Star have developed their very own product range, which some people may judge as being a ploy to sell as many items as possible, in order to increase profits.

Consistency is a huge factor if you are to succeed as a brand label. Many brands have come and gone because they could not produce the goods year after year. Jack and Jones have a very selective store portfolio, meaning that their garments are not available in every High Street store. This adds an element of uniqueness to their clothing as shoppers must be very selective when it comes to purchasing an item of clothing from the Danish fashion label.

As a brand, they provide and make it easier for many fashion conscious males to create their own personal style. This is done with the use of many creative and dedicated designers, producing items of clothing that are second to none in the fashion market of today!

Overall, Jack and Jones clothing seem to be the way forward when it comes to many High Street stores. They are able to offer designer clothing at more than affordable prices, which is what many shoppers are seeking in this heavy recession.

For PR enquiries please contact: info@bridge55.com|Tel: 01746 768853|www.bridge55.com