

MARKETING MANAGEMENT PORTFOLIO: BRAND DEVELOPMENT

M&S Circular Living

INTRODUCTION

This presentation aims to propose a sustainable brand extension for Marks & Spencer (M&S), a leading retailer in the UK, known for its quality and responsible business practices (Marksandspencer, 2026).

Sustainable requirement

The proposed extension for M&S is M&S Circular Living, with the goal of offering a new and innovative premium range of clothing, along with different home essentials manufactured from responsibly sourced or recycled materials. This strategic goal incorporates a nationwide take-back, encouraging customers to return used products for resale or recycling (Morgan, 2022).

Brand extension would appeal to the current market

This extension strategy aligns with M&S's sustainability commitments by introducing the circular economy, reducing waste, and most importantly lowering carbon emissions (Watson et al., 2024). The sustainable packaging is also a part of the brand extension goal, focusing on using only biodegradable materials that will minimise environmental impact. This Circular Living strategy will directly align with "United Nations Sustainable Development Goals", specifically SDG 12 and SDG 13.

Brand extension with sustainability goals

For M&S Circular Living brand extension strategy, the target market is environmentally conscious consumers, specially gen Z and millennials, for whom ethical purchasing is highly values (Theocharis and Tsekouropoulos, 2025). Moreover, high-quality products in combination with sustainability services will strengthen customer loyalty for M&S, creating long-term advantages in the retail business of UK.



References

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