



PORTFOLIO: BRAND DEVELOPMENT FOR M&S REWEAR

Student name: Darshan Mukesh bhai Kanani

Student ID: 2532572

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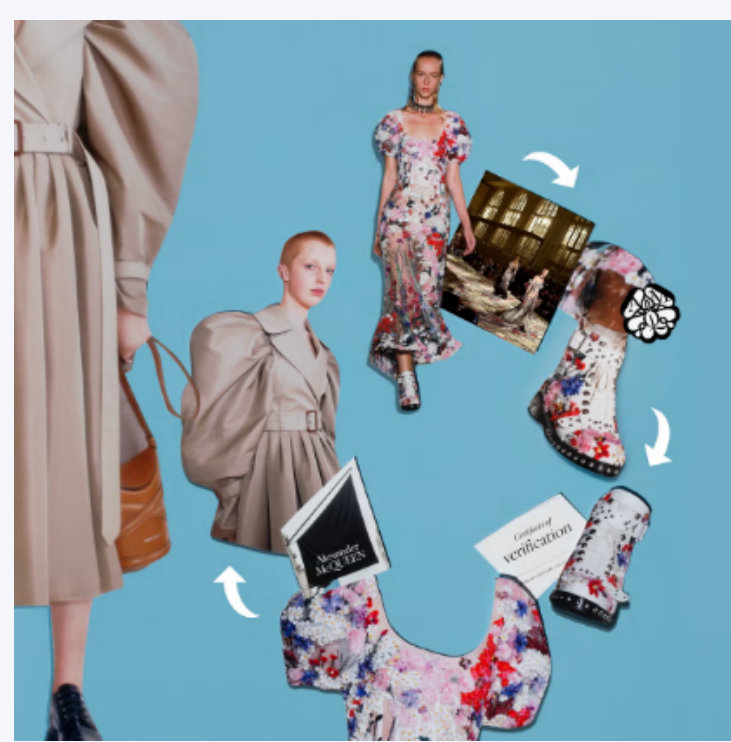
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Lecturer's name: Dr. Laila Maazouz

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Brief introduction

Marks and Spencer (M&S) is a British multinational retailer. Established in 1884, the company offers a wide range of top-notch clothing products for men, women and children (Marks & Spencer, 2026a). It is now planning to launch ReWear, a sustainable brand extension.



Sustainable requirement

Sustainability trends are growing in the fashion retail industry. About 83% of UK consumers prefer sustainable clothing items (Drapers Bespoke, 2026). Moreover, about 744,000 metric tons of post-consumer waste is generated from the textile industry in the UK as of 2026 (Textile Today, 2026). This makes it important for companies like M&S to focus on sustainability initiatives.

Purpose for the brand extension

M&S ReWear aims to offer a circular fashion platform enabling customers to buy certified pre-owned M&S clothing. Brand extensions use established parent brand name to launch a new product in a new or related category for growth (Deng and Messinger, 2022). The purpose of this extension is to reiterate the brand name of M&S in the sustainable fashion sector.

Appeal to the current market

The current textile industry is focusing on sustainable initiatives. About 63% of Gen Z and 62% of millennial consumers are inclined to ethically-produced clothing items (Wightman-Stone, 2025). Another survey suggests that about 43% of the UK citizens have invested in second-hand clothing (Greenzone, 2025). Besides, the second-hand clothing market is valued at £7 billion (Rolt, 2025). This shows the appeal of ReWear in the current market.



Alignment with sustainable goals

One of sustainability goals of M&S is related to wastage. It aims to reduce textile waste with a focus on circularity. This aligns majorly with ReWear with circular fashion. Besides, there is also a focus on reducing carbon emissions and promoting responsible consumption (Marks & Spencer, 2026b). ReWear is again aligning with these goals as it supports refurbished products.

References

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