

colour • eighteen

identify yourself

THE MARKET

In light of the success of their peers, the youth of Hong Kong are developing the same drive and determination for success that has made the region such a thriving hub in Asia. They are still looking for quality and style,



but are not high enough on the corporate ladder to need international designer brands - this is where Colour Eighteen steps in to fill their needs.

A range of trendy, fashionable clothes, the collection provides versatility in style, colours and fabrics, allowing the customer to create her own style. The basics from the collection can easily be worked back to any label, high or low end and the customers can rest assured that the quality of workmanship and fabrics are not compromised in order to offer a competitive price. Customers get value for money and more from Colour Eighteen.

Initially targeting the 18-24 year old woman, the range has evolved into a much more comprehensive collection giving options to women into their late 30s. Young professional executives can find slightly more relaxed cuts in suits and stylish twin sets that sit perfectly in an office environment but are also stylish enough to wear out with friends. Colour Eighteen offers versatile clothes suitable for work and play to the mass market.

ACHIEVEMENTS

Since Colour Eighteen's launch in 1989, the range

has developed greatly and so has the customer profile. Initially aimed at the younger market and offering a range of basic fashion items that were available in an assortment of colours, hence the name Colour Eighteen, the brand's customer base has grown with the company. This shows an appreciation for the product and quality, which the Toppo group prides itself on.

Colour Eighteen has strived to meet customer requirements and has expanded the collection to accommodate their needs by offering more fashionable and trendy elements in the design and colours. This is complemented by a full range of accessories including shoes, handbags and belts. In line with these changes, the brand also added a new tag line to convey its new message: Colour Eighteen - identify yourself. The message is basically inviting the customer to create her own image with the brand and have her own unique style.

Toppo realises the competitiveness of the mass market and has therefore placed special emphasis on the Asian market with shops in China, Taiwan, the Philippines, Macau and Thailand.

HISTORY

Colour Eighteen is the youngest collection in the house of Toppo Co. (H.K.) Ltd, a garment manufacturer that was founded by the Fang family in Hong Kong in 1973. The company has already established two other highly successful in-house brands - Episode, which was established in 1987, and Jessica, which was started in 1976 - both of which were already rapidly expanding throughout Europe. The Toppo Group felt it was wide of the mark when it came to the younger generation of Hong Kong women, so it introduced Colour Eighteen to Hong Kong in 1989. Closely following the opening of the territory's stores, the brand quickly expanded the line into other Asian countries where the

company already had a presence and a reputation within the fashion industry.

The Toppo Group began preparing the basis for its overseas expansion starting with the U.S market in 1988, when Toppo International Ltd was formed. Since then, Toppo Co. (H.K.) Ltd. has been running the company's operations in Hong Kong and expanding aggressively and strategically by opening stores only in the most prominent and prestigious locations throughout the territory.

Toppo has a huge presence in Taiwan. In 1991, the Group opened its first full concept store in Taipei. At present, the store carries the full range of labels: Episode, Episode Essentials, Jessica, Episode Studio, Colour Eighteen and Weekend Workshop. There are also three additional stores in Taipei and one store in Kaohsiung.

At the root of Toppo's early success is Jessica,



Eighteen is complemented by quality and a modest price range, which are the highest priorities for its customers.

RECENT DEVELOPMENTS

With the downturn in the Asian economy, Toppo has taken the initiative to control its pricing without

imaging and styling outfits on beautiful models is an ideal way to gain exposure for the collection. During a single show, Colour Eighteen can show about 50 outfits, which totals about 130 items for Spring/Summer and more than 180 items for Fall/Winter. Many customers visit stores and request outfits they have seen on the catwalk, which illustrates that this is

label to venture into the online shopping arena. Originally launched with an independent server, the company moved to the renowned Yahoo! Group in 2000. The site received many overseas orders, mostly from Chinese customers who have moved overseas. This was obviously because those consumers knew the company and its values, which gave them the



jeopardising the quality of the product. The company has appreciated the loyalty of its customers during the boom years and will continue to serve them and meet their revised price criteria during the decline. For Colour Eighteen, the collection continues to grow in substance, which helps to strengthen its presence in the market place. By addressing problems such as style, fitting, colours and fabrics, the company is enjoying growth even through the tough economic period. Front line staff are continually updated on the latest trends and products coming into the store, as well as regular sales and customer service training that enables them to serve customers more professionally. Customers are generally very busy and have little time for browsing stores, viewing every item. With the help of Colour Eighteen’s well-versed staff they can find what they are looking for more efficiently and leave satisfied that they have made the right purchase.

PROMOTION

Colour Eighteen’s advertising campaigns have also changed with the evolution of the collection. In the past catalogues have portrayed happy fun loving groups of girls goofing around, but recently Toppo felt the company should become slightly more serious while still maintaining the youthful freshness of previous seasons. This objective was reached by adjusting the attitude of the models and the styling of the clothes. In addition, fashion shows held in Hong Kong and China gave customers a new impression of Colour Eighteen. Toppo knows the importance of brand



a highly effective way to promote the brand. Other forms of advertising that the company has utilised are large billboards, light boxes in the Mass Transit Railway, Mega rears on the back of buses and catalogues distributed through their stores. Toppo’s VIP program is an effective way of rewarding customer loyalty. The Toppo VIP can enjoy a 20 percent discount on all Toppo brands including Episode, Episode Essentials, Jessica, Episode Studio and Colour Eighteen. Other benefits include birthday cards and gifts, the Toppo newsletter covering the latest developments within the company, and exclusive offers from hotels, restaurants, dry cleaners, wine merchants and other lifestyle products, pre-sales and invitations to fashion shows. Colour Eighteen also has an exclusive club membership program just for the brand, which is called Club 18 and enjoys similar benefits to the Toppo VIP scheme. In 1999, Colour Eighteen became the first Toppo

confidence to purchase online. The site receives over 700,000 hits per season.

BRAND VALUES

Colour Eighteen personifies young executives who combine a flair for fashion with a strong work ethic. As such, their values combine simplicity with a flamboyant twist. Toppo believes that ongoing investment in high calibre personnel, innovative design, quality manufacturing, effective retailing techniques and savvy marketing campaigns have each played a vital role in the company’s continued growth.

By investing wisely, the group has been able to create and maintain its own brand qualities and individual images that reflect the needs and lifestyles of a constantly discerning clientele.

THINGS YOU DIDN'T KNOW ABOUT COLOUR EIGHTEEN

- The brand has an eye for talent and used Natalia Vodianova and Maggie Q way before they became famous supermodels
- Club 18 has over 7,000 members in Hong Kong
- Each season has about 200-250 styles
- A new collection goes to the stores every two weeks
- Colour Eighteen has its own web site www.colour18.com