

Launching The New Engineered Jeans

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2.1 Introduction

The outline bellows gives an overview of the new engineered jean that

Levis will be launching

Product

A top-end Jean in straight cut that is fits snugly and is flattering,
well cut using the engineered technology

Price

£90

Target Segment

Fashion conscious female

18-35yrs

2.2 Objectives of the [Launch](#)

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- * Break into Womenswear Market
- * Re-launch Engineered technology to emphasise fit
- * Make consumer aware of new product
- * Increase sales of engineered Jeans

2.3 The Marketing mix

2.3.1 Segment

The Women's market has been the by far the strongest sector in terms of increased sales since Jeans sales began to boom in 2001 (see appendix E), this trend is expected to continue into 2007 (Mintel, 2003). After the Male orientated anti-fit campaign, now is a good time for Levis to turn their attention to the female market.

The number of 15-24 year [olds](#) in Britain has already increased dramatically and is expected to grow by around 7% by 2007 (Mintel, 2003 See Appendix D).

At present Levi's do not have our having problems reaching the younger female customer (Foster, 03/2004). If Levi's can break into this market it will generate a significant increase in sales.

2.3.2 Product

In a recent poll on hanbag.com the "Denim Diva" look, Jeans teamed with a sexy top and high [heels](#), was voted the most popular by the women who voted (www.wgsn.co.uk, 10/1...

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