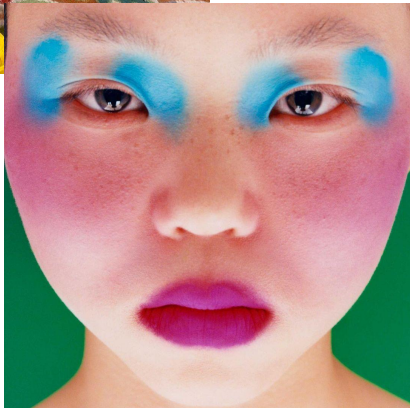
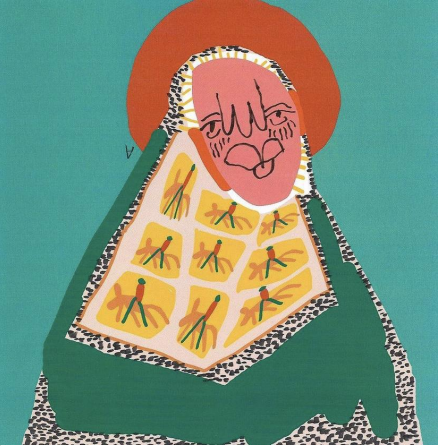




POP ART

L C O S T E



USA Target Market

Generation/Age: Late Millennials → Gen X (26 → 41 years old)

Lifestyle: Income: \$50k → 90k; Established professionals with a versatile worklife; Active community member; Luxurious outdoors women/member of such clubs: tennis; golfing; boating; Enjoys going out to restaurants and happy hour

Attitudes/Values: Sustainability, Charity, Modern

Consumer Behavior: Brand-loyal; Shops in-store at flagship and private label brick-and-mortar; Feels appreciated and more enticed to purchase through high-level customer service and forms relationships with their personal brick-and-mortar sales associates

Product Aesthetics: Branded, High-Quality, Versatile Athletic Wear, Trend-Focused, Experimentive, Sustainable Materials



COMPETITOR ANALYSIS

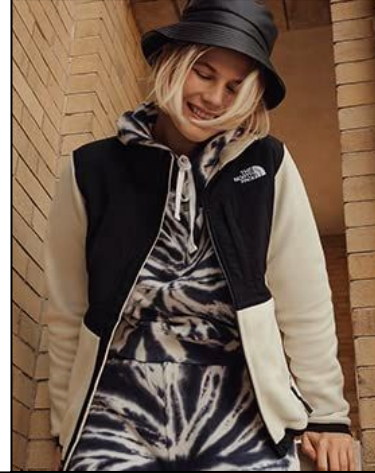
Sophisticated & Comfortable



Elegant & Versatile



Elevated & Casual



Macy's Inc.

Name-brand Apparel and Accessories, Traditional, Business Casual, Elevated

Lauren by Ralph Lauren

Farfetch

Bold, Self-representative, Trend-focused, Luxurious, Sustainably Experimentive

Tommy Hilfiger

Zappos

In-season Apparel, Branded, Basic-focused

Calvin Klein

PRODUCT STRATEGY

01

Tops

- statement piece to promote formation of a full look
- introduce sustainable fabrics with fashion-forward prints and graphics at a higher price-point

02

Bottoms

- offer a variety of bottoms' sub-categories, ranging from casual trousers to sweatpants and denim
- update classic pleated tennis skirt to a refreshed mid-length look

03

Outerwear

- refreshed, seasonally-transitional windbreakers and puffers with color resemblance to brand and/or on-trend/seasonal key and fashion hues potential to layer
- assort modern trenches for an elegant, professional-athleisure look

04

Accessories

- modernized, athleisure bucket hats and caps with graphics found throughout collection with potential to match

FARFETCH

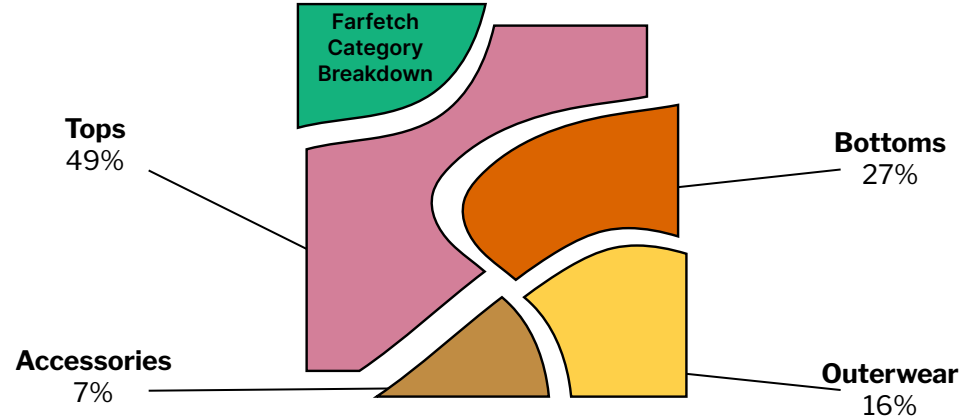
Dawn to Dusk



Elevated Athleisure

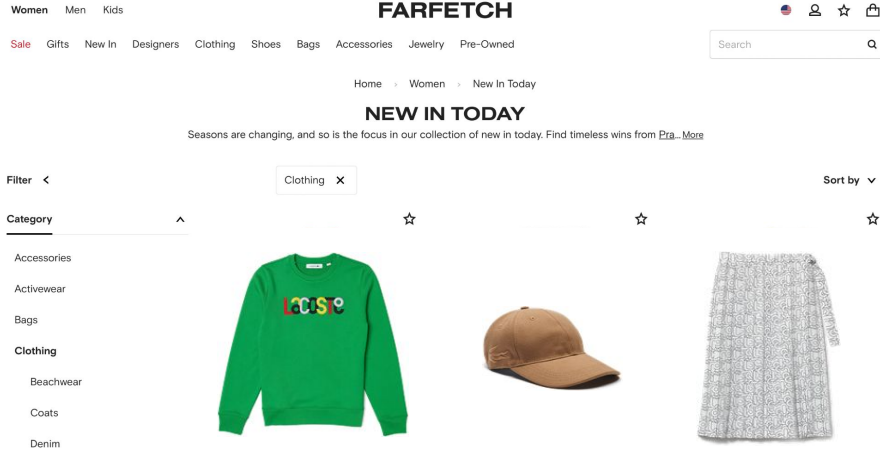


Soho Streetwear

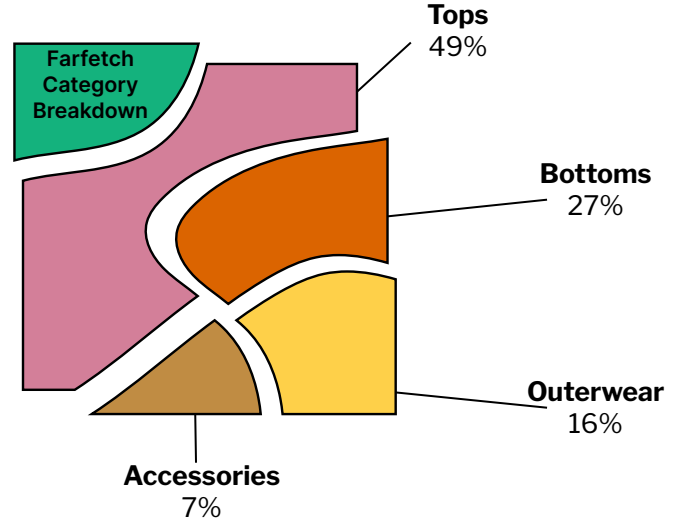


	TOPS	BOTTOMS	OUTERWEAR	ACCESSORIES
SKU COUNT	1,080	600	260	150
WHSLE \$	\$74,189	\$47,232	\$64,512	\$4,320
GROSS MARGIN \$	\$37,094	\$28,339	\$41,933	\$2,178
GROSS MARGIN %	50%	60%	65%	50%

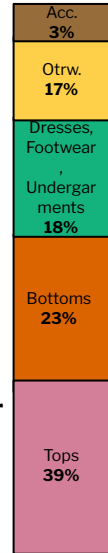
FARFETCH



Farfetch Category Breakdown



Farfetch Tommy Hilfiger Category Breakdown



Edited, Tommy Hilfiger Assortment Breakdown on Macy's.com, Retrieved December 3, 2021