



# Rebellious Prep



GET  
GER"  
TY AND  
TEVY  
SIDD,  
STEV,  
SO,  
R/  
ER/  
WITH  
AN  
RED,  
SEN  
THER  
AND.

# USA Target Market

---

- ❑ Ages **25 to 40**; Millennials and Gen X
- ❑ Value meaningful work, **freedom of choice**, fun, inclusivity, **self-expression**, confidence, timelessness, and creativity.
- ❑ Live in **affluent**, metropolitan areas. Live a life intertwined with technology.
- ❑ Experiential shoppers, compare product prices and **want maximum value** for their dollar.
- ❑ Seek **versatility**, function, and the ability to **customize** any garment they purchase with their own unique style.



# Competitors

ck  
Calvin Klein

- *Casual*
- *Simple styles*
- *Put-together*
- *Key items*

Tops 53%, Bottoms 19%,  
Outerwear 17%, Accessories 11%

Tops 70%, Bottoms 14%,  
Outerwear 7%, Accessories 9%

- *Polo Ralph Lauren*
- *Basic Items*
- *Key items*
- *Traditional silhouettes*

RALPH  LAUREN

TOMMY  HILFIGER

- *Fashion items*
- *On-trend*
- *Fashion-forward*
- *Luxurious*

Tops 44%, Bottoms 11%,  
Outerwear 33%, Accessories 12%

# Collection Strategy

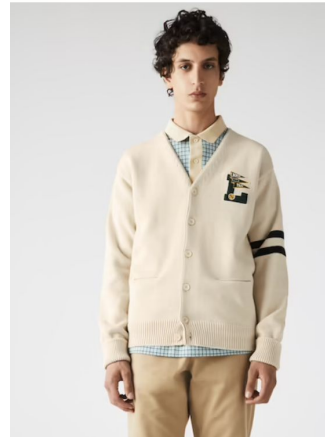
---

- ❑ Bring in the *younger*, millennial consumer.
- ❑ Attract the consumer who values influencers, is socially engaged, aware of social issues, *authentic*, activists in their community, and is *rebellious* in nature.
- ❑ This consumer wants *high quality* products and unique experiences.
- ❑ This collection looks to *reinvent traditional silhouettes* with unique patterns that allow for the consumer to style the products in their own unique way.

## Edited Analysis: Menswear F/W 2021

---

- Knitted Cardigans
- Basic Sweatpants
- Puffer Jackets
- Technical Jackets



# Product Strategy

---

## Tops

*Reinvent classic silhouettes* with on-trend patterns and styles.

## Bottoms

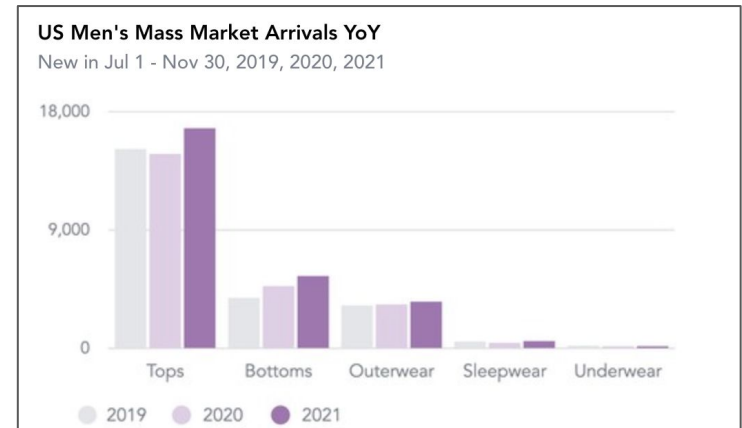
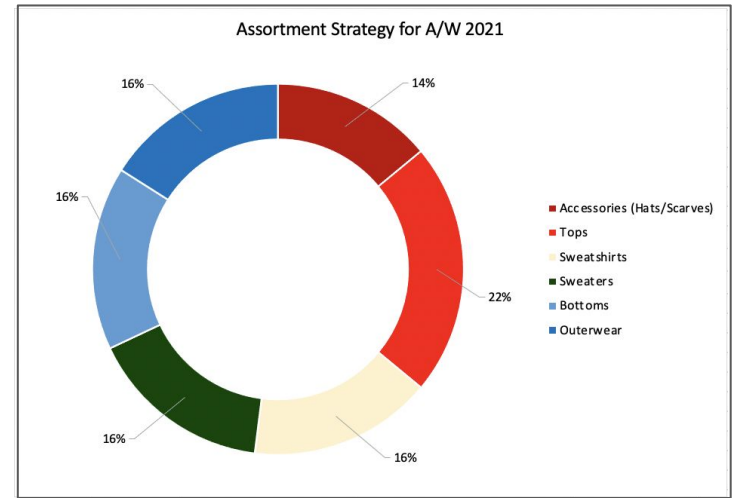
Provide *versatile bottoms* that are both comfortable and fashionable.

## Outerwear

Compete with competitors by providing unique *layering pieces*.

## Accessories

Allow the younger consumer to *customize their looks* and provide gifting pieces.



# Macy's Assortment

## The Uni-Versal Collection



☆

MEN WOMEN KIDS SHOES HOME

☆

**Lacoste**  
Baseball Cap  
\$39.50

☆

**Lacoste**  
Graphic T-Shirt  
\$70.00

☆

**Lacoste**  
Button Down  
\$135.00

☆

**Lacoste**  
Colorblock Sweater  
\$225.00

☆

**Lacoste**  
Classic Polo  
\$95.00

☆

**Lacoste**  
Chevron Sweatshirt  
\$165.00

☆

**Lacoste**  
Crewneck Sweater  
\$185.00

☆

**Lacoste**  
Straight-Leg Jean  
\$98.00

☆

**Lacoste**  
Cardigan  
\$215.00

# Zappos Assortment










## The Uni-Versity Collection



Zappos.com

New Women Men Kids Departments Brands Sale Clothing Sign In / Register

Our Holiday Gift Guide  
Explore easy gifting ideas for everyone on your list! [Shop The Gift Guide](#)

 <b>Lacoste</b> Parka Jacket \$335.00	 <b>Lacoste</b> Puffer Jacket \$275.00	 <b>Lacoste</b> Baseball Cap \$39.50
 <b>Lacoste</b> L Badge Sweater \$185.00	 <b>Lacoste</b> Classic Polo \$95.00	 <b>Lacoste</b> Button Down \$135.00
 <b>Lacoste</b> Jogger \$98.00	 <b>Lacoste</b> Straight-Leg Jean \$98.00	 <b>Lacoste</b> Khaki Pant \$98.00