

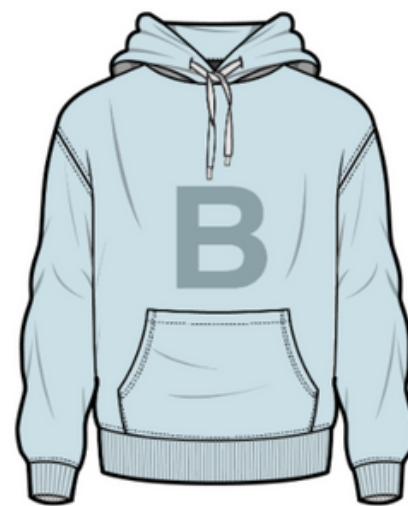
# BEHIND THE BRAND: TENALP



## **A BRAND YOU CAN FEEL GOOD ABOUT**

Tenalp focuses on using eco-friendly materials when creating their clothing. Their collections are inspired by the simplicity and beauty of nature and this is reflected in the brand's natural color palette. Tenalp designs comfortable yet stylish pieces for the man who's always on the move.

# TENALP STYLE BOARDS



**Graphic Hoodie**  
M10401  
Sky (SKY)



**Six Panel Hat**  
M11302  
Olive (OLI)



**Batik Short**  
M11102  
Olive (OLI)



**Adirondack Backpack**  
M11402  
Navy (NAV)

Hiking Look



**Graphic Tee**  
M10201  
Gravity Grey (GRA)



**Printed Raincoat**  
M10602  
Gravity Grey (GRA)



**Slim Cargo Pant**  
M11002  
Parachute (PAR)



**Laceup Sneaker**  
M11501  
Gravity Grey (GRA)

Casual Look



# KEY PRODUCTS

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## How Tenalp Will Differentiate

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- Bottoms are a big opportunity
- Focus on tops as main category
- Offer elevated casual items
- Cool neutrals with pops of color



THE  
NORTH  
FACE®

T O P M A N



patagonia®





# GARMENT FEATURE BAR



Graphic Tee  
M10201  
Gravity Grey



Flag Polo Shirt  
M10101  
Leaf



Printed Raincoat  
M10602  
Gravity Grey



Slim Cargo Pant  
M11002  
Parachute

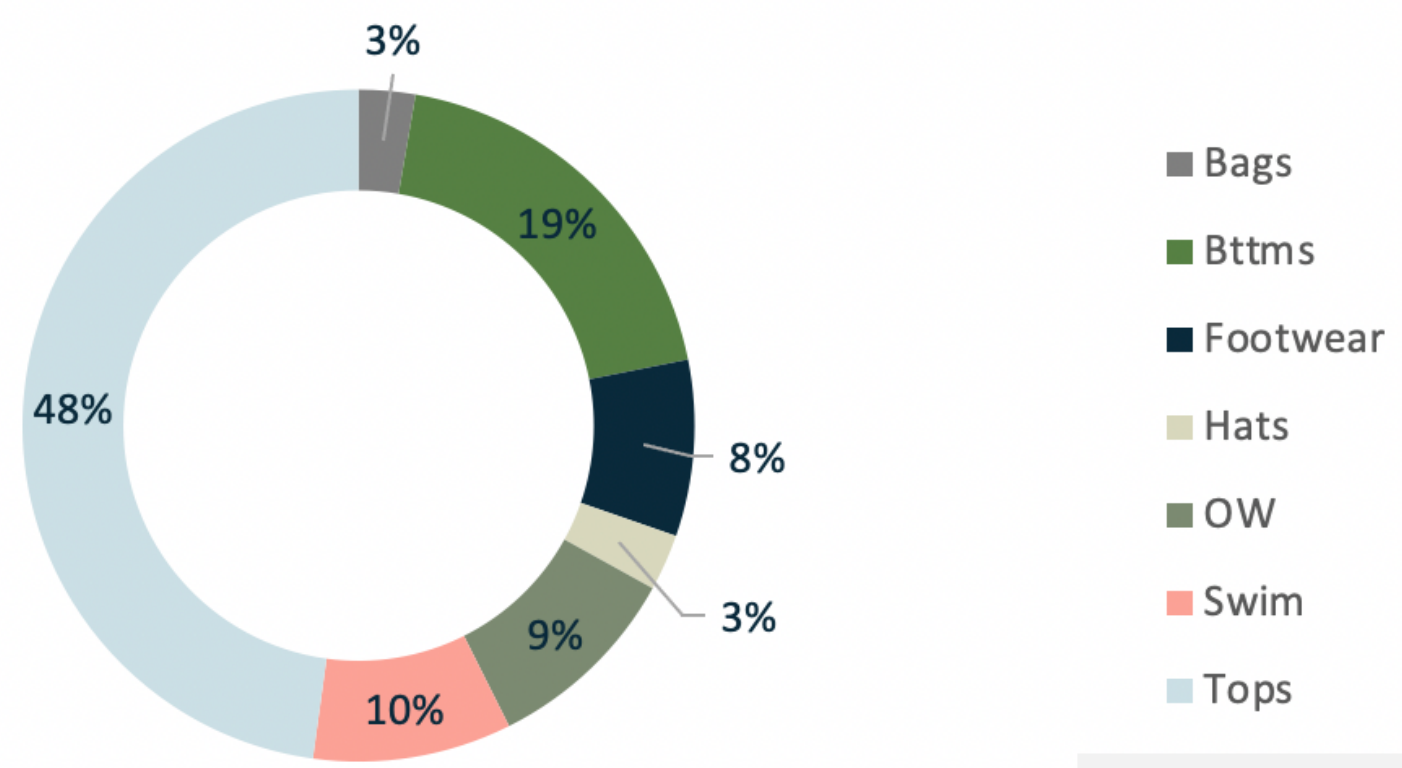


Blocked Swim Trunk  
M11202  
Coral Reef

**48% Tops  
29% Bttms  
Of Total SKUs**

Tenalp OTB - Wholesale, Retail, and IMU Summary				
Category	Wholesale \$	Retail \$	IMU \$	IMU %
Tops	\$ 198,264	\$ 413,248	\$ 214,984	40%
OW	\$ 105,600	\$ 219,912	\$ 114,312	21%
Bttms	\$ 96,800	\$ 202,224	\$ 105,424	20%
Footwear	\$ 37,440	\$ 77,922	\$ 40,482	7%
Swim	\$ 37,840	\$ 78,320	\$ 40,480	7%
Bags	\$ 18,000	\$ 37,500	\$ 19,500	4%
Hats	\$ 4,750	\$ 10,000	\$ 5,250	1%
<b>Total</b>	<b>\$ 498,694</b>	<b>\$ 1,039,126</b>	<b>\$ 540,432</b>	<b>100%</b>

Nordstrom OTB– Tenalp Assortment Breakdown  
By Units



Total Units 9,200

**40% Tops  
Highest IMU  
Dollars**



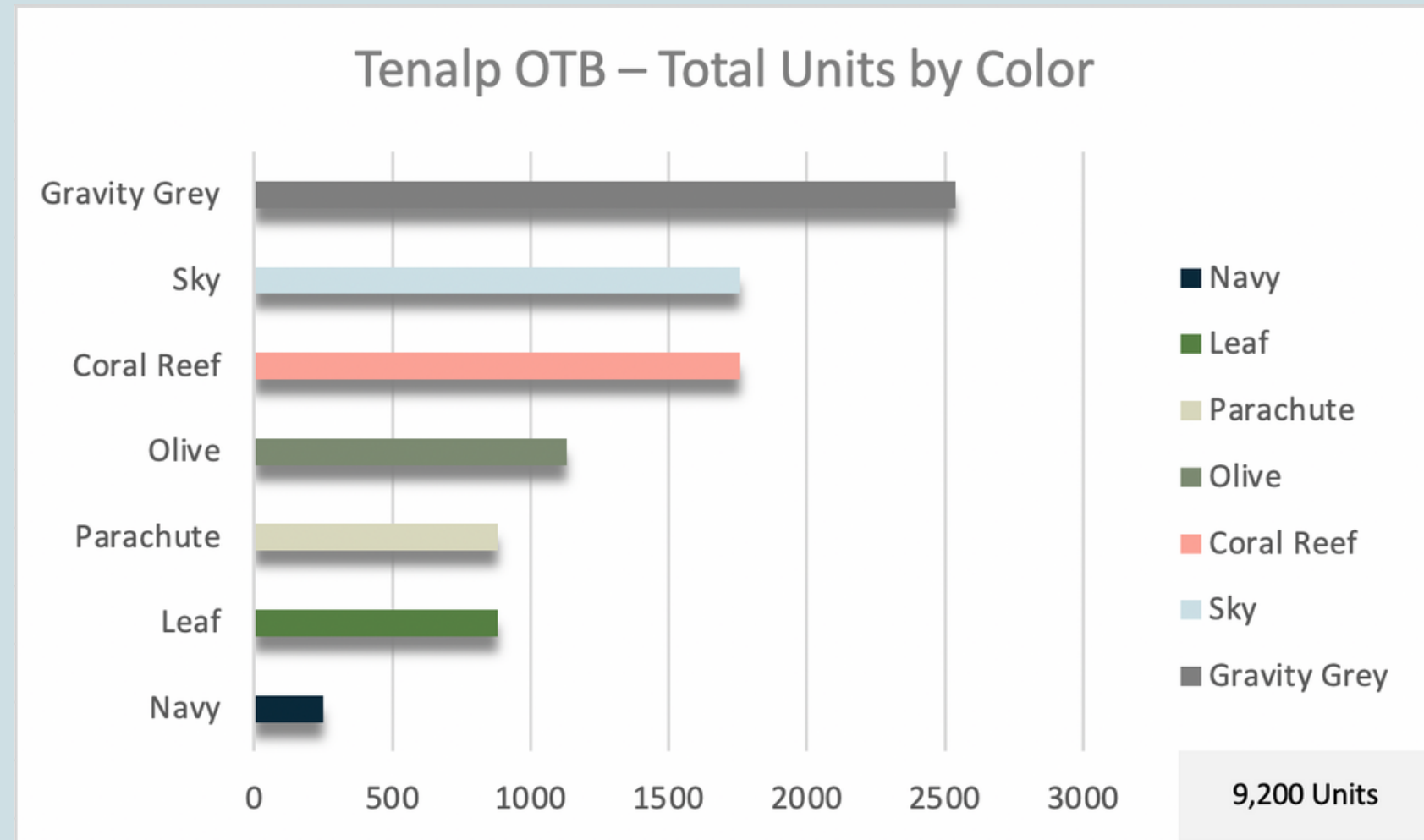


### Tenalp OTB – Pricing Architecture

<b>Min.</b>	\$	40.00
<b>Avg.</b>	\$	110.68
<b>Max.</b>	\$	249.90

# PRICING

# COLOR



### SKUS

**2,540 GRAVITY GREY**  
**2,010 GREEN TONES**