

## Consumer Insight - Abercrombie & Fitch Men's

<b>Generation &amp; Age</b>	Generation Z & Millennial 1994 to 2001 21 to 28 years old
<b>Attitudes &amp; Values</b>	Inclusivity, Connectedness, Comfort, & Confidence
<b>Lifestyle</b>	*Entry Lvl. Professional Career *Posts Day-to-Day Events on Instagram or Snapchat Stories *96 Hour Weekends filled with Adventures and Socializing
<b>Consumer Behavior</b>	Brand's Shared Values - Inclusive Trend Follower Versatility in Products



Source: iStock by Getty Images, Retrieved 4/3/2022

*“Abercrombie still zeroed in on the same consumers who bought their logo tees in the 2000s – except now, they were 20 something professionals who wore jeans to the office and dresses to brunch” (Chen, 2021).*

Sources:

Abercrombie & Fitch Inc, Purpose, 2021

*Business of Fashion*, “Abercrombie & Fitch Looks to Hollister for Lessons in Tapping Gen Z”, August 2017

*Business of Fashion*, “Abercrombie & Fitch’s Brand Reinvention”, October 2021



# In-Season Analysis Knit Tops S/S 2022

## Abercrombie Product Pricing and Assortment Breakdown

Pricing Architecture	Knit Tops	Sub-Category Assortment	Knit Tops
\$0-40	54.7%	T-shirts	38.5%
\$40-80	43.4%	Sweatshirts	10.8%
		Polo Shirts	8.8%
\$80-120	1.9%	Hoodies	7.0%

## Brand Comparison Sub-Category Assortment

Abercrombie & Fitch (US) (R) 898 products		EXPRESS (US) (R) 3,565 products		River Island (US) (R) 822 products	
● Tops	100.0%	● Tops	100.0%	● Tops	100.0%
● T-Shirts	38.5%	● T-Shirts	23.8%	● T-Shirts	27.5%
● Sweatshirts	10.8%	● Sweatshirts	11.8%	● Sweatshirts	11.1%
● Polo Shirts	8.8%	● Polo Shirts	5.1%	● Polo Shirts	8.2%
● Hoodies	7.0%	● Hoodies	2.5%	● Hoodies	8.2%

## Brand Comparison Pricing Architecture

Price points USD	Abercrombie & Fitch (US) (R)	EXPRESS (US) (R)	River Island (US) (R)
	585	1,540	451
\$0-40 1,172	54.7%	46.2%	31.3%
\$40-80 1,340	43.4%	50.8%	67.4%
\$80-120 59	1.9%	2.7%	1.3%
\$120-160 5		0.3%	

Source: EDITED.com, Retrieved Apr. 4, 2022.

## Competitive Product: River Island

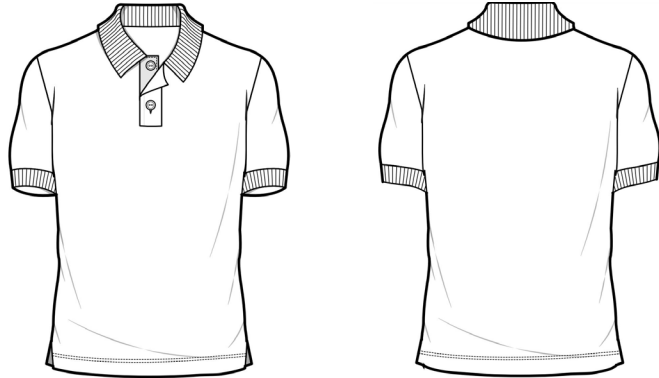


**White Muscle Fit Short Sleeve Polo Shirt**  
 MSRP: \$26.00  
 Fabrication:  
 96% Cotton, 4% Elastane  
 Sizing Information: S- XXL

Source: EDITED.com, Retrieved Apr. 4, 2022.



## Knit Garment Factory



Retail Price: \$35.00

### Alibaba Competitive FOB Quote:



Dongguan Human Yifei  
Garment Company

50-199 Pieces: \$7.10  
200-499 Pieces: \$6.50  
500-1999 Pieces: \$5.40  
> = 2000 Pieces: \$4.50

### Company Profile:

Company Name: Dongguan Peninsula Apparel Company Limited  
City: Dongguan  
Province: Guangdong  
Country: China  
Sustainability Rating: 3-Mid  
FOB Range: \$8.00 to \$18.00

### Sourcing Analysis:

China is ranked first based on apparel exports globally, valued at \$154 billion in 2020. Related to apparel production, textiles and apparel ranks first for share of global production in China at 54% which currently employs around 15 million people.

#### Garment Worker Findings:

- China placed in the top five for the categories related to human rights violations.
  - 2nd globally for high risk forced labor indicators
  - 4th globally for failing to provide fair and livable wages

#### Environmental Findings:

- China ranked 120th globally and 11th in Asia with an EPI score of 50.74.
- Receiving a high risk evaluation for water stress, China's water quality is one of the world's worst despite having the fourth largest freshwater reserves in the world.



## Woven Textile Mill



### Product Details:

Textile Type: Woven Twill

Content:

98% Cotton, 2% Elastane

Weight: 360 GSM or 10.6 oz

Width: 57 / 58"

Certification: None

Sustainability Profile: Baseline

Price per Yard : \$4.90 / yd

### Company Profile:

Company Name:

Foshan Mattella Textile

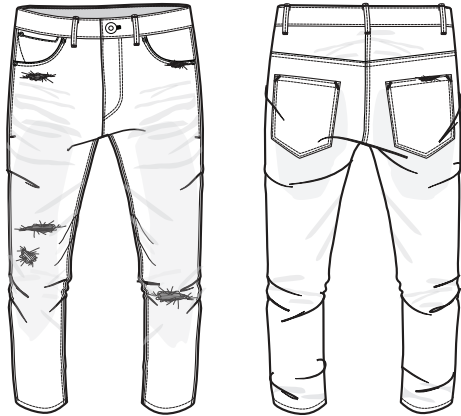
City: Guangdong

Province: Foshan

Country: China



## Woven Garment Factory



Retail Price: \$89.00

### Alibaba Competitive FOB Quote:



Suzhou Qianteng  
Garments Co., Ltd.

2-199 Pieces: 13.90  
200-499 Pieces: \$13.50  
> = 500 Pieces: \$13.00

### Company Profile:

Company Name: Nien Hsing (Ninh Binh) Garment Co.  
City: Ninh Binh  
Province: Ninh Binh  
Country: Vietnam  
Sustainability Rating: 4-High  
FOB Range: \$10.00 to \$20.00

### Sourcing Analysis:

Vietnam is ranked sixth based on apparel exports globally, valued at \$10 billion in 2020. Related to apparel manufacturing, the manufacturing industry in Vietnam has the second highest number of employed individuals, which is around 11 million.

#### Garment Worker's Findings:

- The average monthly salary for paid workers in Vietnam was \$286.63 in 2021.
  - Follows China in global rankings for high risk wage-related violations
- Vietnam's labor laws are not effectively enforced by the government which causes more human rights violations to occur.

#### Environmental Findings:

- Vietnam ranked 132nd globally and 16th in Asia with an EPI score of 46.96.
- Although Vietnam received a medium risk evaluation for water stress, they received a high risk evaluation for waste and pollution management.

