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➡ wanderlust ➡

» introduction «



Women's apparel



Recyclable products



Eco-friendly

➡ primary research ➡



- SWOT analysis
- Focus group
- Survey results

ANTHROPOLOGIE



- Large, retail stores
- Expensive price point
- Lack promotions
- Economic environment

Urban Outfitters

- Very trendy
- Poor customer service
- Improve retail experience
- Very reliable on national brands





free people

- Excellent customer service
- Limited assortment
- High price point not reflective of quality
- Other fast-fashion retailers

»» focus group →

- Appreciate a charitable brand
- Like to shop in physical stores for experience
- Interested in unique environment
- Desire a variety of merchandise



» survey findings »

- Positive perception of eco-friendly merchandise
- Friendly, modern, earthy vibes
- Home decor, unique accessories, dresses, vintage boho-chic clothing



» positioning of the business →

Willow

- 22 years old
- Vegan
- Lives in Austin, TX
- Outdoor enthusiast
- Whole Foods
- JuiceLand



⇒ assortment & financial results →

70% women's apparel

15% accessories

15% home décor

20% core basics

70% key/hot items

10% test items

MU Rate: 55%

MD: 15%

Business Category	Apparel	August	Sept.	October	Nov.	Dec	Jan	TOTAL	February	sales % to total	Ave. Stock
CLASS										to total	
Women's Apparel											
BOM	BOM	114,100	182,000	171,150	228,200	227,500	114,100		114,100	Pt. 4	148,150
Minus Sales	Sales	70,000	140,000	105,000	140,000	175,000	70,000	700,000		70%	
Minus MD's	MD'S	10,500	21,000	15,750	21,000	26,250	10,500	105,000			
Equal EOM	EOM	33,600	21,000	50,400	67,200	26,250	33,600				
Next Plan BOM											
Difference is OTB	OPEN-TO-BUY	148,400	150,150	177,800	160,300	87,850	80,500	805,000			
Accessories											
BOM	BOM	24,450	39,000	36,675	48,900	48,750	24,450		24,450		35,239
Minus Sales	SALES	15,000	30,000	22,500	30,000	37,500	15,000	150,000		15%	
Minus MD's	MD'S	2,250	4,500	3,375	4,500	5,625	2,250	22,500			
Equal EOM	EOM	7,200	4,500	10,800	14,400	5,625	7,200				
Next Plan BOM											
Difference is OTB	OPEN-TO-BUY	31,800	32,175	38,100	34,350	18,825	17,250	172,500			
Home Décor											
BOM	BOM	24,450	39,000	36,675	48,900	48,750	24,450		24,450		35,239
Minus Sales	SALES	15,000	30,000	22,500	30,000	37,500	15,000	150,000		15%	
Minus MD's	MD'S	2,250	4,500	3,375	4,500	5,625	2,250	22,500			
Equal EOM	EOM	7,200	4,500	10,800	14,400	5,625	7,200				
Next Plan BOM											
Difference is OTB	OPEN-TO-BUY	31,800	32,175	38,100	34,350	18,825	17,250	172,500			
Total Business											Ave. Stock
BOM	BOM	163,000	260,000	244,500	326,000	325,000	163,000		163,000		234,929
Minus Sales	SALES (pt.3)	100,000	200,000	150,000	200,000	250,000	100,000	1,000,000			
Minus MD's	MD'S	15,000	30,000	22,500	30,000	37,500	15,000	150,000			
Equal EOM	EOM	48,000	30,000	72,000	96,000	37,500	48,000	331,500			
Next Plan BOM											
Difference is OTB	OPEN-TO-BUY	212,000	214,500	254,000	229,000	125,500	115,000	1,150,000			
Pt. 8	Plan MD's→	15%	15%	15%	15%	15%	15%	15%			
Pt. 7	S.S.Ratio	1.63	1.30	1.63	1.63	1.30	1.63	0.00	0.00		
Sales % by month	Pt. 5	10%	20%	15%	20%	25%	10%	100%			
Pt. 6	PLAN T/O	4	Plan weeks of supply			6.5					
	PLAN MU%	55.00%		PLAN GM%	48.00%						

⇒ brand strategy ⇒



Mission: “ Make the
world greener, one
purchase at a time”



» brand strategy «



Private Label:

- Living Free
- Wander
- Broken Arrows
- Hippie Love



» friendly first Fridays »



» pricing strategy »

- Mixture of better/upscale/moderate pricing
- Psychological price appeal
- Ticket prices end with 9



→ visual plans →



South Congress Ave
Austin, Texas



Store exterior

» visual plans »



Living wall



Recycled wood and
metals



Natural fixtures for
displays

» marketing plan and budget »

<p>» <i>wanderlust</i> »</p> <p>- IS COMING TO -</p> <h2>Austin, TX</h2> <p>Friday October 12th, 2018</p> <p>Join us for our grand opening event</p> <p>6:00 to 8:00 PM</p>	
<p>- FEATURING -</p> <p>Gifts for everyone who makes a purchase</p>	



- Promotion: \$15 off when you spend \$50
- Experiential marketing
- Local hotspots

➤ customer service ➤



- Unique
- Free-spirited
- Hard-working
- Environmentally conscious

⇒ conclusion ⇒



- Eco Friendly
- High Fashion

