

⇨ wanderlust ⇨

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Table of Contents

I. Introduction

II. Positioning of Business

III. SWOT Analysis

IV. Pricing Strategy

V. Model Assortment and Financial Plans

VI. Brand Strategy

VII. Visual Presentation

VIII. Marketing Plan

IX. Customer Service

X. Conclusion

XI. Appendix

Introduction



We have decided to open a business in the Women's Retail Clothing. We will offer our customers an alternative, interactive, and fun shopping experience where all of our products will be made out of recycled materials. Our goal is to create a store that has high fashion, trendy products that are also green, eco-friendly, and made with recycled materials. Our core products will include: Women's apparel, accessories, and home decor. Women's Apparel will be made up of tops, bottoms, dresses, and shoes. Accessories will have a mix of headbands, bracelets, personal care (body butter, lotions, fragrance), handbags, jewelry, and scarves. Lastly, our home decor category will have items that include: Knick knacks, diffusers, candles, oils and more.

Positioning of the Business



According to Mintel reports in North America, the value by US dollar of retail in the US in 2015 was \$253.4 and they are predicting this number to increase in the following years. By 2018, it is estimated to be \$284.3. The spend per capita of the population is also increasing. In 2016 the average spend per capita by an American was \$782.3 and that is predicted to go up to \$849.7 by 2018¹.

It has become apparent in recent years that people are paying more attention to the environment, and how things are produced. We want to capitalize on the eco-friendly trend and introduce it into the apparel industry. Nielsen published an article in 2015 that talks about how people care not only about eco-friendly products but are willing to pay the extra money for it. The article elaborates on how even though millennials are around at a time where we've had such a difficult economy, a 2015 global study has found that 3 out of 4 millennials are willing to pay extra for an eco-friendly product. That is a 25% increase since 2014².

On the next page, is a chart where Nielson found key drivers which affects a persons purchasing power.

TOP SUSTAINABILITY PURCHASING DRIVERS

Global Respondents vs. Those Willing To Pay More*



*Note: Key sustainability purchasing drivers were categorized as either "very heavy influence" or "heavy influence" by the indicated percentage of respondents

Source: Nielsen Global Survey of Corporate Social Responsibility, Q1 2015

Not only is the retail industry growing but each American is spending more money on clothing each year. Over the past five years, the demand for eco-friendly products has increased even with an increase in the cost of the product. We want to capitalize on a mixture of these two industries because we think millennials want trendy eco-friendly clothing and they are willing to pay for it.

Wanderlust's target customers are young, millennial women between the ages of 18-25 who want a unique, free and adventurous sense of style while also wanting to feel good about helping the environment. A persona that best fits our company's target market is *Willow*, the free spirited young woman who is always up for a spontaneous adventure. *Willow* lives and goes to school in Austin, TX, enjoys the outdoors, and is always keeping up with the latest trends. While she may not always live the "green" lifestyle, she will give a product more consideration if it helps the environment. We chose this particular target market because we want to offer environmentally friendly clothing that is chic and at a moderate price point. Most millennials between the ages of 18 and 25 have not fully established themselves in the workforce and cannot always afford the styles that Free People and Anthropologie have to offer.

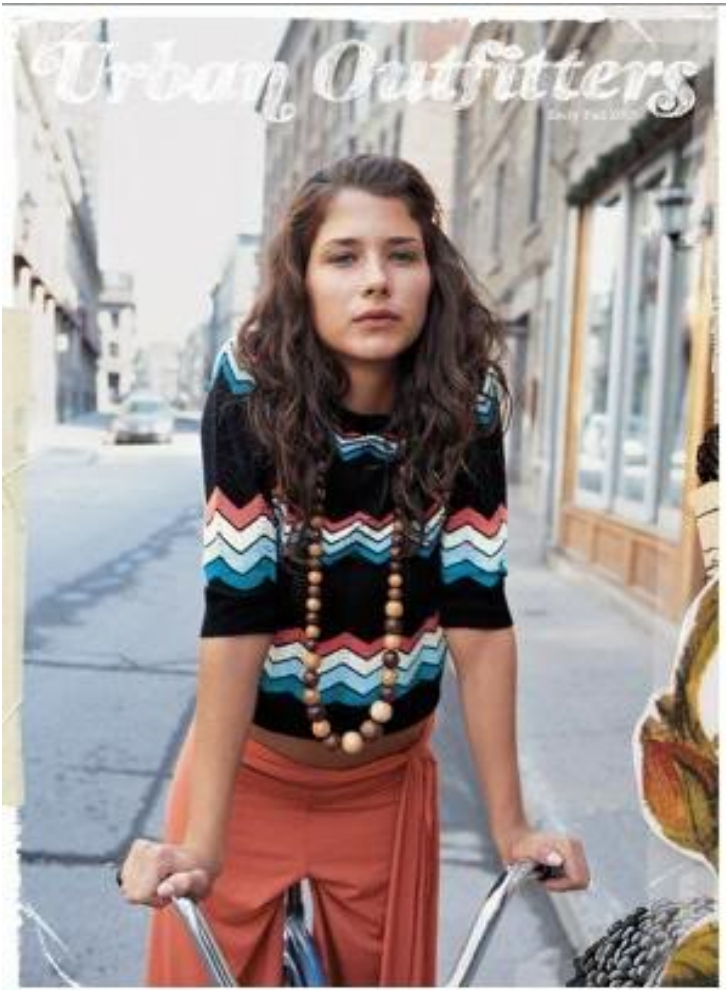


Wanderlust is focused on the young, free-spirited college student or professional. We wanted our store to have moderate pricing with a very diverse assortment. We will carry mostly casual items as well as some higher end pieces, all which will be made of 100% recycled materials. Wanderlust will carry both private and national labels.

SWOT Analysis

	Competitor 1: Urban Outfitters	Competitor 2: Free People	Competitor 3: Anthropologie
Strengths	Trendy merchandise, aesthetically pleasing displays, fun environment, lots of popular national brand deals	Excellent customer service that reflects high price point, fashion forward merchandise	Very large retail space, super organized – easy to navigate store
Weaknesses	Poor customer service, messy store, wrongly labeled merchandise	Smaller retail space causes smaller assortment compared to online	Very high price point, mediocre customer service
Opportunities	Improvement in customer service, need to carry more in stock in store	Due to high price point, need to consider raising quality to justify price	Should have more sales and promotions to increase traffic, focus more on customer experience
Threats	Falling behind on the trends, more popular national brands making deals with other retailers	Other fast-fashion retailers carrying more trendy, better quality merchandise	Economic environment, very high price point narrows target market

In our competitive analysis, we picked three retailers that pose the biggest threats to Wanderlust. These retail stores are very similar to Wanderlust due to the kind of customer we are trying to attract: young, trendy women with disposable income. We visited each of these competitors to fully engage in the retailer's environment and analyze their strengths, weaknesses, opportunities, and threats.



urban outfitters

As seen in the chart on the previous page, Urban Outfitters is known for having very trendy, fast moving merchandise. They are constantly changing their displays to reflect current seasons and holidays. In their store, they have a wide inventory with many different styles and assortment of products, but they fail to have a lot of inventory in stock. Their brand strategy is unique with their many national brand deals, including Calvin Klein, Adidas, and Tommy Hilfiger. Their pricing strategy consisted of whole numbers ending in “9”, perhaps to appear cheaper than rounding up to the next whole number. For example, tank tops were \$19 and shoes that were \$59. Their visual presentation was very modern with lots of wood, glass, and lighting. Their biggest weakness was their poor customer service. Although we shopped in their store for about 45 minutes, not one employee working that day came up and spoke with us.



Although Anthropologie has a higher price point than we would like Wanderlust to have, we still considered them a competitor with their wide assortment of products, including home décor and accessories. Their store consisted of mostly private label, with a whole number pricing strategy. Anthropologie retail stores are typically very large in size, with bright lights and an electrifying presentation. Most all of their storefronts have large glass windows and either wood or brick. Since their stores are larger, their customer service quality suffers. Not many associates work on the floor making it hard to find someone to help you. Their stores are strategically laid out, with their apparel on one side of the store and home décor and knick-knacks on the opposite side. There is a very small sale section that is placed in the far corner of the store, far away from the full priced merchandise. Anthropologie's strongest feature is the layout of their store; it is very spaced out, organized, and easy to navigate.

Once we analyzed all of our competitors, we concluded that Free People would be our strongest competitor. They have a wide product assortment, carrying all kinds of women's apparel and other products such as beauty and accessories. While most of their apparel is private label, their accessories and beauty products tend to be national brands. With the arrangement and layout of their stores, Free People tends to have an upscale, modern, and trendy vibe. Their stores are usually smaller in size, with little merchandise out on the floor to not crowd the store. Free People is also known for their outstanding customer service. Their workers are typically very friendly and are dressed trendy to inspire their customers.



FreePeople

After evaluating Free People as our strongest competitive retailer, we have determined that Wanderlust has a strategic advantage. Free People's biggest weakness is that they do not carry a lot of merchandise in their stores and their quality does not match their price. Wanderlust is going to implement a focused differentiation strategy, providing our customers with high quality, eco-friendly apparel, fun and trendy accessories, and modern home décor. There are few retailers that try to appear eco-friendly with recyclable bags but most of them still use fabrics and materials that are harmful to the environment. For Wanderlust, there are no major competitors in the eco-friendly apparel industry, especially in the location where we have decided to open our store.

Research

Research Objectives

- a. Understand whether or not 18-24-year-old millennial women are interested in supporting environmentally conscious businesses.
- b. Determine the environment and aesthetics for Wanderlust, based on the interests of our target consumers.
- c. Conclude what products environmentally conscious millennial women are interested in purchasing.
- d. Understand the brand conceptions people have in regards to Wanderlust's eco-friendly, unique, free and adventurous sense of style.

Primary Research #1: Focus Group

Purpose: The purpose of our focus group was to gauge the opinions of young, millennial women between the ages of 18-24, in regards to their opinions on a potential retail store that sells eco-friendly merchandise.

Background: For our Focus Group, we met in West Campus Library at Texas A&M University. We selected 6 participants to represent our target market of young, millennial women who are interested in forward fashion and are environmentally conscious. All participants were female, since that is Wanderlust's primary shopper.

LP (Language Processing) Diagram:



Conclusion: From our focus group, we gained many insights in relation to our research objectives for Wanderlust. We learned that young millennials are generally interested in supporting eco-friendly businesses. Most of our respondents already shop at a retailer that is environmentally conscious. They also stated they will appreciate a charitable brand if they know that the company is donating a portion of their proceeds. Although they might respect a charitable brand, it might not be the sole reason why they decide to purchase from a store, it would just make them feel better about their purchase.

Our participants also mentioned that they enjoyed a good retail store experience. After given a description of Wanderlust, our focus group participants were genuinely interested in our unique environment and what our store has to offer. They envisioned Wanderlust to have an “earthy feel” and to be “trendy but environmentally friendly.” We also showed three picture examples of merchandise that Wanderlust would carry. For Figure 1, participants would pay on average \$56. For Figure 2, participants would pay on average \$34. For Figure 3, participants would pay on average \$60. Participants also mentioned how they would want to see other merchandise such as “skin care, essential oils, and accessories.”

Primary Research #2: Survey

Sample Demographics and Representativeness: Our survey was distributed online, primarily through social media websites like Facebook. Our sample included 140 individuals, 86% female and 14% male. Of these, 56% are 18-24 years old. 40% of our respondents typically spend over \$89 in an average shopping trip out of their discretionary income at retail shops.

Market Need (Objective “a”) Findings

In our survey, we discovered that there is a niche for environmentally conscious businesses. Of all our respondents, about 56% said that they shop at retail stores such as department stores, malls, and boutiques at least once a month (see Figure 4). While shopping at these retailers, 33% of customers are somewhat or extremely dissatisfied with their current offerings of eco-friendly merchandise. During our SWOT analysis, we identified Wanderlust's closest competitors as Urban Outfitters, Free People, and Anthropologie. If our respondents have shopped there at least once, they were shown a few questions regarding their satisfaction with the price, customer service, and trendiness of these retailers. Of these three attributes, customers are most dissatisfied with the price of these stores (see Figure 5). Because of this data, Wanderlust will offer unique merchandise of high quality for a reasonable price, although it is somewhat upscale.

Retail Store Atmosphere (Objective “b”) Findings

We asked our respondents to describe what environment they think Wanderlust should have. We collected all of the responses and created a wordle. The most common terms were: trendy, friendly, earthy vibe, modern look, and bright and natural.



Merchandise Assortment (Objective “c”) Findings

We asked survey participants how much they would be willing to pay for certain articles of clothing. For Figure 1 (the off-white dress), surveyors said they would pay on average \$36, maximum \$84 (Figure 6). Respondents would pay on average \$23, maximum \$70 for the printed shorts (Figure 2, 7). For the weight dress (Figure 3), surveyors would pay on average \$32, maximum \$92 (Figure 8). This data helped influence our average assortment prices. We also asked a free response question and allowed respondents to answer what they would like to see in Wanderlust. Some of the most popular responses are represented below:

Home Décor | Unique Accessories | Dresses | Vintage Boho-chic clothing

Brand Conceptions (Objective “d”) Findings

Because Wanderlust will be fulfilling a niche market, it was important to conduct research on our potential customers’ perceptions of eco-friendly retailers. 28.15% of people somewhat or strongly agreed with the statement, “There are no stores that carry eco-friendly merchandise.” 70.37% of respondents somewhat or strongly agreed with the statement, “I feel better about myself when I buy eco-friendly products in comparison to similar products that are not.” 82.96% of survey participants agreed with the statement, “Eco-friendly products impact the environment in a positive way” (See Figure 10). We can conclude that there is a positive perception of eco-friendly merchandise. In our survey, we provided a short description of Wanderlust and its type of environment and merchandise it will carry. The survey responses aligned with our vision for Wanderlust, which included descriptors such as “vintage and earthy” and “boho-chic.”

Pricing Strategy

Wanderlust's pricing strategy will be a mixture of better/upscale and moderate in order to maximize profits on our products. Our competitors' pricing is in the better/upscale category and as a company, we wanted to set ourselves apart by having a mixture of different price points. We will use the method of psychological pricing and have our ticket prices end with a number nine and no cents attached. Instead of marketing an eco-friendly blouse at \$40, we will have a price of \$39 in order to appeal to the customer's emotions and help increase our sales.



Sold for \$39 at Wanderlust



Sold for \$59 at Wanderlust

Financial Plans

Business Category	Apparel										Class.
CLASS		August	Sept.	October	Nov.	Dec.	Jan.	TOTAL	February	sales % to total	Ave. Stock
Women's Apparel										to total	
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%						

Wanderlust's assortment plan will consist of three categories which serve as our major "chunks" of business. 70% of our assortment will be women's apparel and the other 30% will be divided evenly between accessories and home decor. Our apparel will consist of 20% core basics, 70% key/hot items and 10% test items. Accessories and Home Decor will also have similar assortment plans with the bulk of our inventory being core basics and key/hot items. Our estimated "Sales % by month" is listed above in the financial plan with September, November and December being our top selling months due to the holidays. Our inventory will have a markup rate of 55% with 15% markdowns and a gross margin of 48%.

Brand Strategy



At Wanderlust, our mission is to make the world greener, one purchase at a time. According to Forbes, the Washington Post, and One Green Planet, the fashion industry is the second most polluting industry right now. Wanderlust has joined the fight against this by selling eco-friendly apparel and products and striving to be the first fully eco-friendly store in the United States. We have done this by selling apparel made by merino wool, certified organic cotton, Indian silk, and linen. All of these natural products are biodegradable and can be recycled once they are no longer in use. We believe our trendy and fashionable products can help make this world greener one purchase at a time. Our goal is to make her feel confident and beautiful in what she is wearing while also making her feel good that she is single handedly helping the environment just by purchasing her favorite articles of clothing, home decor, or accessories.

Our products will be mainly private labels in order to ensure that the product is made with eco-friendly fabrics in warehouses that supports our mission statement of helping the environment. Our private labels are Living Free, Wander, Broken Arrows, and Hippie Love. We will have a few nationally known brands as well including Madewell and Eileen Fisher. We have decided to sell Madewell and Eileen Fisher because of their strive to be green. Madewell uses recycled denim in their jeans and allows customers to bring in old jeans, no matter the brand, and get \$20 off a new pair of Madewell jeans. Eileen Fisher is currently working on Vision2020, where they are making great efforts to make all their products sustainable by 2020. Due to these efforts made by these two companies, Wanderlust will be selling these two national brands in store and online.



EILEEN
FISHER

VISION2020

THE FIRST FIVE YEARS OF OUR PLAN TO GET TO 100% SUSTAINABILITY.

OUR VISION IS FOR AN INDUSTRY WHERE HUMAN RIGHTS AND SUSTAINABILITY ARE NOT THE EFFECT OF A PARTICULAR INITIATIVE, BUT THE CAUSE OF A BUSINESS WELL RUN. WHERE SOCIAL AND ENVIRONMENTAL INJUSTICES ARE NOT UNFORTUNATE OUTCOMES, BUT REASONS TO DO THINGS DIFFERENTLY.

WHERE EXCUSES ARE IGNORED AND ACTION IS TAKEN.

Visual Presentation



The Wanderlust store will be located in a freestanding store on South Congress Avenue in Austin, TX. It will be positioned between the Kendra Scott store and the Farm to Market in order to best reach our target customers of young adults who want to live a healthy and eco-friendly lifestyle. The exterior will be made of large glass windows and stained wood so that as much natural light as possible can go into our store. The front display that can be seen from the street will showcase our new arrivals as well as decor that matches the season we are currently in. We will also have some small flowers or garden plots outside the store to show our customers we are a natural, eco-friendly store.



Natural elements in the center of a store



Living wall example



Reclaimed metal and wood as clothing racks

The interior will have a natural and eco-friendly look by incorporating dark wood floors, recycled light fixtures, and a living wall for better air quality. The apparel will be placed on wooden tables as well as on freestanding and wall racks made of recycled metals and woods such as bamboo or teakwood. The accessories will be placed on a table on the left side of the store near the register counter. Our home decor will have it's own section near the back of the store where it will be displayed on a wall and shelving units. Our brown paper bags, with our logo on them, will be able to be seen on the register counter. The brown bags that the merchandise will go in is another natural element that will make Wanderlust stand out. The decor of the store will be tree branches, flowers, and other natural elements that help bring out the style of our clothing.

The website's homepage will look very similar to our storefront. It's color scheme will be green, blue, brown, pink, and white. Wanderlust is about exploring the world while looking your best in clothes you feel comfortable and confident in. In order to showcase this on the website, we will display our models in natural settings to show how our clothes can be worn anywhere from big cities to rural landscapes including mountains and rolling hills. Our website will feature all products that are sold in store and have specifics on how products are made and what they are made of. In order to make sizing easier, we will also include the model's measurements in order to help ease the sizing process for our customers. Our local, environmentally friendly charities will also have a page on the website in order to show our customers where part of their purchase goes if they decide to shop on our "Friendly First Fridays."



Friendly First Friday's

As part of our vision statement of wanting to make the world a better and “greener” place, one purchase at a time, Wanderlust will be implementing Friendly First Friday's. On the first Friday of every month, we will be donating 10% of our proceeds to a different charity. We will feature both local and national charities that are trying to better the environment. Examples of charities we have lined up are Friends of Earth, Earthjustice, Ocean Conservancy, and the Rainforest Alliance. Each of these charities has a different objective but their end goal is all the same. They all want to help better the environment and all who live in it. Wanderlust is proud to partner with these charities and we hope that our customers feel good about their money going to such great causes. Customers are also welcome to submit any new charities they would like to see us partner with on our website. We hope that by implementing Friendly First Friday's, we will have more foot traffic in our stores and that those customers will go out and spread the word about Wanderlust.



Marketing Plan

We will kick off the opening of Wanderlust with a grand opening that offers a discount promotion. If the customer spends \$50 the day of the grand opening, they will receive a \$15 gift card to use at a later time. We will use this promotion to bring in customer traffic on grand opening day. The purpose of this promotion is to give the customers a \$15 off gift card which will encourage them to come back at a later time and keep high customer traffic in the store after the grand opening.

<p>» <i>wanderlust</i> »</p> <p>- IS COMING TO -</p> <p>Austin, TX</p> <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>	

Experiential marketing has created a huge buzz in the last few years. We will have two experiential marketing events during the first 6 months of Wanderlust's opening. The first experiential marketing event will be the same day as the grand opening. This event will be similar to a treasure hunt around central Austin where we will place 10-15 different Wanderlust gifts wrapped around the city that people will search for. Once you found your gift around Austin you will have to go to the Wanderlust store to cash your present in for a real prize. This will create a marketing buzz for Wanderlust and bring people into our store on the grand opening day. We plan to post live feeds and videos of this treasure hunt where we will show different people searching and finding Wanderlust gifts. This will encourage other people around Austin to come join the fun and hunt for presents. This experiential marketing event will cost \$4000.



We will plan our second experiential marketing event depending on how successful the first event went. We have allocated \$2000 for this. Our ideal customer is a millennial who is eco-friendly and also wants high fashion clothes which reflects their love for the outdoors and the environment. In order to bring in this target market we will need to reach these customers at other places where they interact such as: Juice bars, organic food stores, health restaurants, farmers market, REI etc. We have decided that the best location fit for our target customer will be in Austin, Texas. We found some Austin local hotspots where we will send store representatives out to hand out flyers and talk about our store opening, but most importantly, talk about why we created our store and how it is the first eco-friendly apparel store in the area. Some local hot spots include: Barton Springs, Whole Earth Provisions, Juice Land, South Congress, Central market, Zilker Park, Castle Hill and many more.



Another way we will showcase our PR presence is by being active on social media. Our marketing team will be active on Facebook, Instagram, Twitter, and Pinterest. We plan to keep our customers updated throughout our building process, design process, and live through the grand opening. In order to have strong PR on social media and out on the floor around the city, we will need \$2000 to pay our marketing team and for flyers, coupons and more.



Wanderlust ATX



@WanderlustATX



@WanderlustATX



@WanderlustATX

\$10,000 Marketing Budget Breakdown:

Grand opening promotion \$2000

Experiential Marketing One \$3000

Experiential Marketing Two \$2000

PR budget \$3000

Friendly First Fridays (This cost will not be included in our Marketing Budget)

Customer Service

Wanderlust will have a thorough interview process that will ensure we hire the ideal sales associates for our store. We want unique, free-spirited, hard-working individuals who care about the environment and can provide exemplary customer service. We will have multiple sales associates on the floor at all times in an attempt to help customers navigate the store and have an enjoyable shopping experience. All of our sales associates will be trained on what exactly each product is made of and how it is specifically helping our environment.

We have a 60-day return policy for customers who are unsatisfied with their purchase or online order. Our online orders will have low delivery fees if the purchase does not exceed \$50. Free domestic shipping will be offered on online orders over \$50.



Conclusion

We have found that today, more people will choose to purchase a product that is eco-friendly over a product that is not eco-friendly even if it costs a little bit more. There currently aren't many choices for eco-friendly clothing and accessory stores. Due to our market research we predict that not only are millennials more willing to buy products that are eco friendly but that this trend is continuing to grow. We want to fill this gap and offer a trendy, high fashion, eco-friendly clothing store that prioritizes people and their environment. If you like high fashion and you are environmentally conscious, Wanderlust is your one stop shop!



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Appendix



Figure 1



Figure 2



Figure 3

Figure 4

Q2 - How often do you shop at retail stores (malls, department stores, boutiques, independent retailers) in a given year?

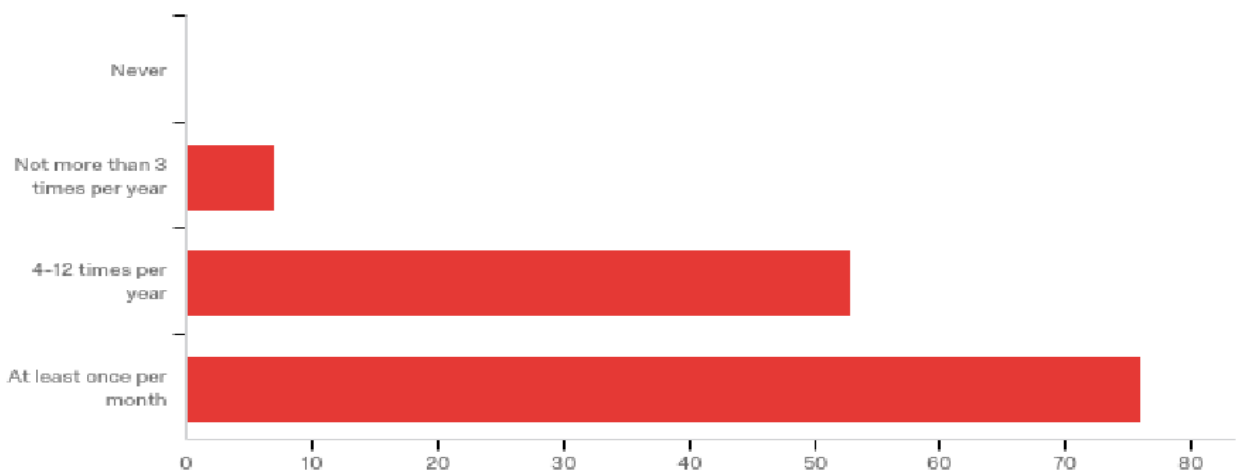


Figure 5

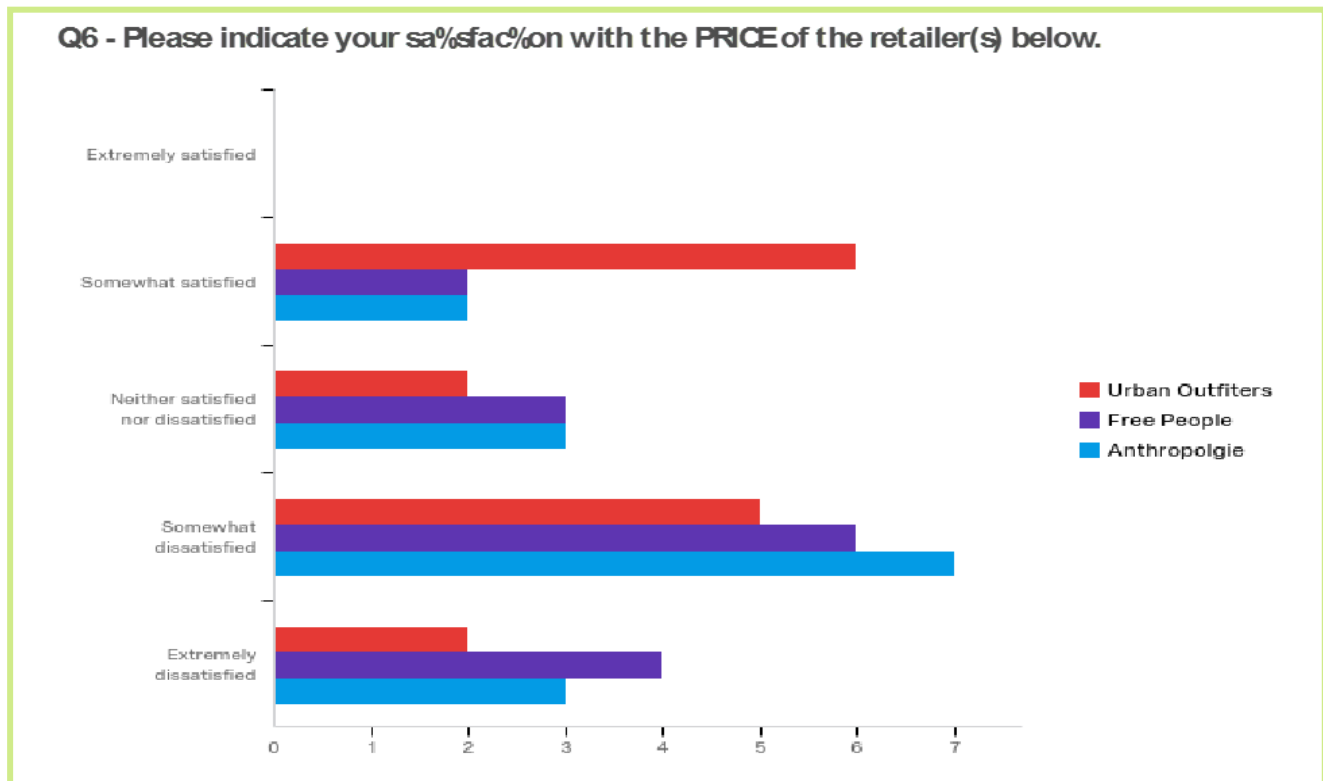


Figure 6

Q12 - How much would you be willing to pay for this item?

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
IM_2l7BNSzsvpFkG5n	0.00	84.00	36.17	17.12	293.15	126

Figure 7

Q18 - How much would you be willing to pay for the shorts in this picture?

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
IM_5jTp6enlsfW71ad	0.00	70.00	22.03	11.95	142.90	120

Figure 8**Q19 - How much would you be willing to pay for this item?**

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
IM_6hwbMG2VOAYT8IR	0.00	92.00	32.08	18.04	325.47	122

Figure 9

#	Answer	%	Count
1	Austin	30.71%	39
2	Dallas	12.60%	16
3	Houston	29.92%	38
4	San Antonio	26.77%	34
	Total	100%	127

Figure 10

#	Question	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1	There are no stores that carry eco-friendly merchandise.	8.89%	19.26%	24.44%	19.26%	25.19%	2.96%	0.00%
2	I feel better about myself when I buy eco-friendly products in comparison to similar products that are not.	1.48%	5.93%	5.19%	17.04%	49.63%	16.30%	4.44%
3	Eco-friendly products are usually priced reasonably.	8.96%	27.61%	41.79%	8.96%	9.70%	1.49%	1.49%
4	Eco-friendly products impact the environment in a positive way.	0.00%	1.48%	2.22%	13.33%	28.15%	41.48%	13.33%

Focus Group

Discussion Guide:

Questions:

- A. How often do you shop at retail stores?
- B. What retail stores do you shop at?
- C. What is the most important thing when shopping at a retailer: price, location, or product assortment?
- D. For a big shopping trip what city do you go to?

What about this city attracts you?
- E. How much are you willing to spend on these four products [Show images to participants]

Dress

Shorts

Tunic

Blouse
- F. Would you be more inclined to shop at a retail store if they gave a certain percentage of profits to charity?

By purchasing from these stores, does it make you feel better knowing you're directly helping a cause or donating money towards one?
- G. Do you currently shop at any retailers that are environmentally friendly?

- H. If there were two products and one was environmentally friendly and one wasn't, would you be willing to pay more the product that is environmentally friendly?
- I. How much more are you willing to pay for a product that is environmentally friendly? Either a percentage or a number in general or for a specific product

Wanderlust will be the "Store of the Future," offering our customers an interactive and fun shopping experience where most of our products will be made out of recycled materials. We want to create a store that has high fashion and trendy products but at the same time are green, eco-friendly, and made with recycled materials.

- A. Based on the description, what products would you want Wanderlust to have?
- B. What environment or “feel” do you think Wanderlust should have in-store?
- C. If Wanderlust had these products, would this be somewhere you would shop at?

Conclusion: Thank you so much for coming and participating in our focus group. Everything said in this focus group will stay anonymous.

Focus Group Transcript:

How often do you shop at retail stores?

- Often
- Not often
- Easier to shop in stores than online

What stores do you shop at?

- Yankee candle - better in the store so that you can actually smell the product
- Express
- Dillard's
- Charlotte Russe

Why do you like these stores?

- Good quality, good prices, cute stuff

What is the most important thing about a store? (Price, product itself, etc.)

- The product itself

For a big shopping trip, where do you go and why?

- Houston, I live there and there's stuff for everyone
- Closest to College Station

Where do you go in Houston?

- The Outlet Store
- The Galleria

How much are you willing to pay for this shirt?

- \$25
- \$35
- \$40
- \$20
- \$55
- \$25

How much are you willing to pay for these pair of shorts?

- \$35
- \$25
- \$35
- \$45
- \$32
- \$30

How much are you willing to pay for this white dress?

- \$50
- \$45
- \$85
- \$70
- \$67
- \$42

How much are you willing to pay for this long sleeve white dress

- \$45
- \$45
- \$70
- \$70-80
- \$50
- \$50

Would you be more willing to go to a store that gives back?

- For example: the check-out screens that ask if you want to donate a dollar? No
- It's still too expensive in order for the to be worth it
- It would have to be a higher percentage than 10% back
- I feel better about spending more money but it wouldn't be an incentive to go to that store

Would you feel better about your purchase if at the check-out you find out that some of the money is going to charity?

- No
- I would feel better that it is
- Yes, I feel better if I have already made the decision to buy the product
- I would only go because I saw a sign for the sale

Do you shop at any retailers that are environmentally friendly?

- Lush
- Farmers market at downtown Bryan
- Grocery store food
- The Village

Would you be willing to pay more for the product that is environmentally friendly?

- No
- Yes
- \$1 or less.
- \$10-15 dollars more

What kind of products should we offer at Wanderlust?

- Jewelry
- Accessories
- Skin Care
- Essential oils

Environment for the store?

- Similar to Altered State
- Rainforest Café; have an earthy feel
- Trendy but environmentally friendly

Would you want to shop here?

- Yes
- Yes
- I wouldn't shop there specifically because it is environmentally friendly but if I liked the products I definitely would.
- Depending on the design and feel