

THEODORES

Spring/Summer 2019
Collection

By Courtney Basten, Stefanie Becker & Julianna Bino

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TARGET MARKET

Theodore's target consumers are adult males between the ages of 26 and 50 and are mainly individuals of wealth and leisure who mainly live in cities or urban areas. They are the modern and urban individuals belonging to the middle-high class of society and they are also currently finishing their post-secondary education or currently working at their stable, well paid job. These individuals value quality, exclusivity, style and fine living as they pay attention to detail and seek sophistication in their garments, as they have a lot more disposable income than the average consumer so they are willing to pay more for their clothing. Theodore's consumers are aspirers and explorers; Aspirers because they are very materialistic, oriented to image and appearance, persona and fashion, and they are explorers because they pride themselves on being individuals since they value difference and adventure. That being said, they are also aware of the fashion trends that are happening in the industry but choose to stay on the more minimalist and professional looks rather than choosing the more daring and bold ones. They have a tendency to purchase the most during the months of March since Spring and Summer stock begins to appear in stores and they will purchase less during the month of June, as they've already purchased most of their summer garments and will soon be vacationing from work. We have carefully chosen each garment so that they will all adapt to this target market's lifestyle perfectly by selecting appropriate cuts, colours and styles for the Spring/Summer 2019 collection.

COMPETITION ANALYSIS

Calvin Klein

Calvin Klein's target consumer is slightly younger than Theodores, as it is between the ages of 14 to 50 years old who desire modern, fashion forward products. They seek individuality and they also have the preference of denim within their wardrobes. This particular group of consumers fall into two lifestyle tiers, including both teens and adults who have a variety of different interests such as business, athletics, casual and others. The brand offers sexy, fashionable, yet comfortable underwear, with cutting edge design, using innovative fabrics of exceptional quality (USP). That being said, the variety of styles offered by Calvin Klein and the wide array of consumers the brand targets gives them strong implementation in the market. Below you find the S.W.O.T. analysis for Calvin Klein.

<p><u>Strengths:</u></p> <ul style="list-style-type: none">• The brand has an international reach in over 21 countries• Good brand equity• Carries licenses for cosmetics, jewelry, menswear, jeans, sports and watches• Ad campaigns featured on high fashion magazines(Vogue, Harpers Bazaar, Elle)	<p><u>Weaknesses:</u></p> <ul style="list-style-type: none">• Knock offs of their items are affecting sales• High cost per unit• High costs compared to competitors
<p><u>Opportunities:</u></p> <ul style="list-style-type: none">• Development of the internet (allowing brand penetration)	<p><u>Threats:</u></p> <ul style="list-style-type: none">• Economic factors (higher taxes and inflation) are affecting consumers' behaviors

Ralph Lauren

Ralph Lauren's target consumers are around the same age as Theodore's which is between the ages of 25-45 years of age. The consumers are people that can be described as being in the middle class to upper class range and who have the most disposable income to spend on fashion and clothing especially. The consumers who purchases Ralph Lauren products are often family oriented and are sportier than others. *"Ralph Lauren Corporation is a global leader in the design, marketing, and distribution of premium lifestyle products, including apparel, accessories, home furnishings, and other licensed product categories."* (USP). Their target market are also consumers who dress more formally with a sophisticated twist and style to it. That being said, Ralph Lauren does offer products more on the sportier side, but the garments can be dressed up for a more formal occasion.

<p><u>Strengths:</u></p> <ul style="list-style-type: none"> ● Many sub brands(Polo by Ralph Lauren, Lauren by Ralph Lauren, Black Label, Blue Label etc) ● High brand recognition as well as customer loyalty ● Classic clothing style ● Vertically integrated business model 	<p><u>Weaknesses:</u></p> <ul style="list-style-type: none"> ● Fake replicas and piracy are affecting sales and the brand's name ● Competitors are more fashion forward ● Affected image by Levis' lawsuit
<p><u>Opportunities:</u></p> <ul style="list-style-type: none"> ● Development of private labels in department stores ● Improve brands recognition in developing countries ● Increase retail expansion in u.s and internationally. 	<p><u>Threats:</u></p> <ul style="list-style-type: none"> ● Competition might cause company to close down if they do not continue to follow up to date trends on the market. ● Unstable sales growth over the past 5 years.

Tommy Hilfiger

Tommy Hilfiger is an American fashion brand that is internationally known for its "cool" American style (USP) with preppy with a twist designs. The brand offers menswear, womenswear, kidswear, sportswear, denim, accessories and footwear. Also, the company has licenses for fragrances, watches, furniture and eyewear. Tommy targets consumers from 25 to 45 years old, therefore the brand's target market is compatible to ours, even though they extend their reach to a slightly older market as well. The brand's consumers have an annual household income of over \$50,000, while our consumers come from an upper middle class, having an annual household income of over \$90,000, therefore, Theodore's consumers have a higher buying power than Tommy's. The average retail price of Tommy Hilfiger is \$120 per item.

<p><u>Strengths:</u></p> <ul style="list-style-type: none">● Strong supply chain● Strong global brand recognition● Presence in more than 90 countries and more than 1,000 retail stores in many continents(North, Central and South America, Europe, Asia and Pacific)● Popular advertising	<p><u>Weaknesses:</u></p> <ul style="list-style-type: none">● Outdated technology● Weak online presence● High staff turnover
<p><u>Opportunities:</u></p> <ul style="list-style-type: none">● Increase of disposable income in developing countries● New markets● New products and services in the market	<p><u>Threats:</u></p> <ul style="list-style-type: none">● Fast changes in trends(inventory issues)● Economic slowdown● Strong competition with international brands

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Shirts

Spring/Summer 2019
Collection

Short Sleeve



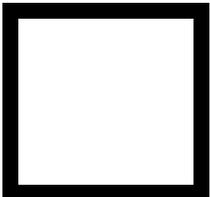
This classic and relaxed fitted short sleeved top is perfect for casual wear. It has square jacquard patterns with blue buttons in the front, from the collar to the bottom of the shirt's body. This shirt will be available in the colours light grey, navy and beige in the sizes small, medium, large and extra large.

100% Cotton

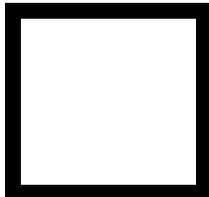
Style #: 101

Sizes: Small, Medium, Large, X-Large

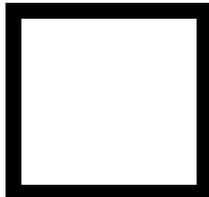
Retail Price: \$79.50



Light Grey



Navy



Khaki



Poplin

Casual Long Sleeve

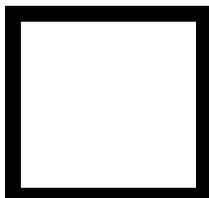
This blue classic fit long sleeved shirt can be worn during many occasions , whether it be in a professional setting or in a casual setting. It includes a relaxed type of silhouette, making it comfortable for the wearer. It includes a button down point collar with an additional buttoned closure in the back of the garment in the neck area. It also includes a buttoned placket for additional support. The sleeves include buttoned barrel cuffs on both sides and a buttoned pocket of the upper left side of the garment. This garment is available in sizes small, medium, large and extra-large and is only available in the colour navy..

100% Cotton

Style #: 102

Sizes: Small, Medium, Large, X-Large

Retail Price: \$89.50



Navy



Pinpoint Oxford

Semi-Formal Long Sleeve



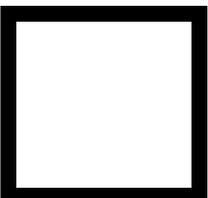
This is a semi-formal long sleeved shirt is usually worn in a professional atmosphere as well as a more informal event. The item is a button-down and semi-fitted shirt. It features a shirtwaist collar and long sleeves that are closed by three buttons on the cuffs. This shirt is available in sizes small, medium, large and extra large and in the colors navy blue, light blue and white.

100% Cotton

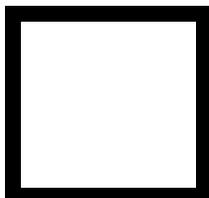
Style #: 103

Sizes: Small, Medium, Large, X-Large

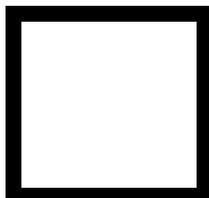
Retail Price: \$89.90



White



Light Blue



Navy



Poplin

The background is a light-colored marbled pattern with grey and white veins. A white rectangular box is centered on the page, containing a smaller grey rectangular box. Inside the grey box, the text is centered.

Trousers

Spring/Summer 2019
Collection

Dress Pants



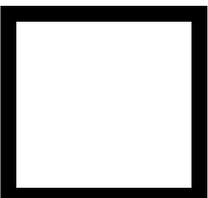
These body slim fit twill pants feature an interior button tab closure and 4-pocket styling. They have two front pockets, as well as two back button close pockets and they have a body defining fit. Perfect for dress wear but can also be worn casual settings. These pants will be available in the colours khaki, black and navy. in the sizes small, medium, large and extra large.

40% Cotton
60% Wool

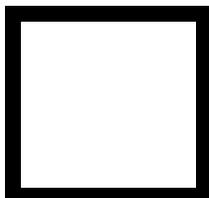
Style #: 201

Sizes: Small, Medium, Large, X-Large

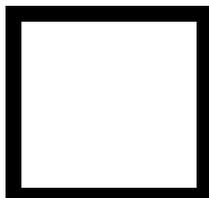
Retail Price: \$68.00



Black



Navy



Khaki



Gabardine

Chinos



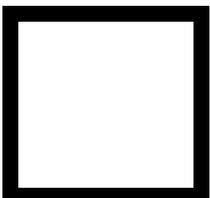
These type of pants can be a perfect choice for the wearer to wear to work or on a casual day. These pants are updated version of a classic fit that sits the wearer just below the waist with a slightly fitted fit on the thigh and relaxed to knee down with a straight leg cut. The pants include a belt loop with a zip-fly shank closure. It also includes five pockets with metal rivets. This garment is made of stretch cotton sateen, making it extremely comfortable for the wearer while including style to it. This garment is available in size small, medium, large and extra-large and comes in the colors navy, white and grey.

97% Cotton
3% Elastane

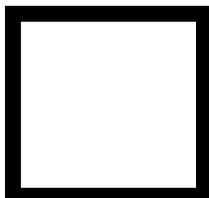
Style #: 202

Sizes: Small, Medium, Large, X-Large

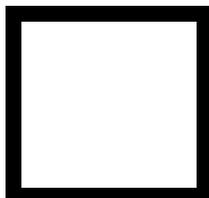
Retail Price: \$98.50



Light Grey



Navy



White



Chino

Khakis



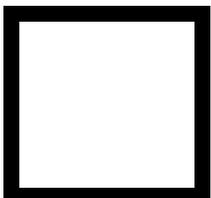
These pair of pants are semi-formal can be worn at an office or for less formal occasions paired with a sweater or a shirt. This item has a slim fit cut and it fits from below waist. It contains two pockets in the front, two double welt pockets on the back and a front zipper below the front button. The pants are available in small, medium, large and extra large and in the colours khaki, gray and burgundy.

96% Cotton
4% Elastane

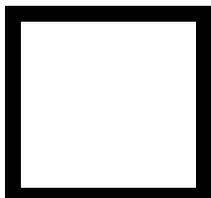
Style #: 203

Sizes: Small, Medium, Large, X-Large

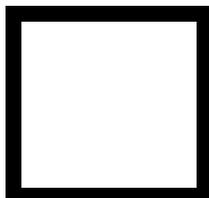
Retail Price: \$129.50



Light Grey



Burgundy



Khaki



Khakis

The background of the entire page is a light-colored, marbled pattern with soft, organic shapes in shades of white, light grey, and pale blue. In the center, there is a white rectangular box with a thin grey border. Inside this box, the text is centered and reads:

Knit Tops

Spring/Summer 2019
Collection

Long Sleeve

This classic fit long sleeve top features a ribbed cotton pattern and double trim v-neck. It pairs great with any basic pant, and is comfortable to wear.

This knit top comes in the colours navy, grey and white and it will be carried in sizes small, medium, large and extra large.

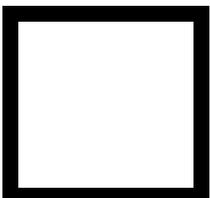


100% Cotton

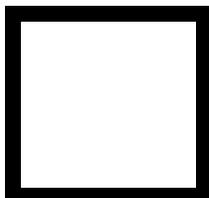
Style #: 301

Sizes: Small, Medium, Large, X-Large

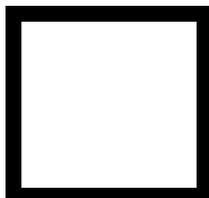
Retail Price: \$49.50



Light Grey



Navy



White



Bamboo Jersey Knit

Knit Tops



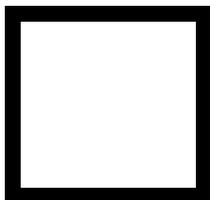
This simple, short sleeved t-shirt is perfect to be worn on a casual day or can be worn to tone down an formal outfit. This garment is a slim fit with a v-neck and no embroidery. This garment is offered in the sizes small, medium , large and extra-large and will be available in the colours black and white.

60% Cotton
40% Polyester

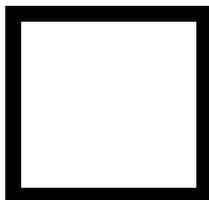
Style #: 302

Sizes: Small, Medium, Large, X-Large

Retail Price: \$49.50



Black



White



Bamboo Jersey Knit

Crew Neck



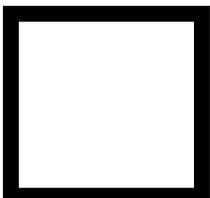
This is a casual short-sleeved t-shirt that is usually worn in a casual atmosphere as well as a more informal event. The item is crew neck and is a regular fit shirt. It features a left chest pocket with white detailing on the neckline with vertical lines decorating the garment. This t-shirt is available in sizes small, medium, large and extra large and in the colors navy and white.

100% Cotton

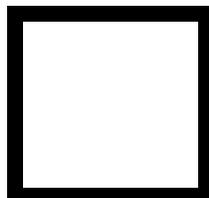
Style #: 303

Sizes: Small, Medium, Large, X-Large

Retail Price: \$59.50



Light Grey



Navy



Bamboo Jersey Knit

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Sweaters

Spring/Summer 2019
Collection

Cardigan

This long sleeve cardigan sweater features merino wool fabric, a v-neckline, button front closures and subtle logo detailing. It is great for the weekends, as it can be worn with everything from sweatpants, chinos to denim jeans. It will be carried in the colours navy, light grey and beige. The cardigan will be available in sizes small, medium, large and extra large.

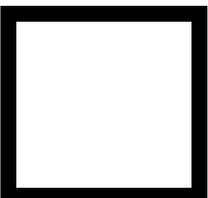


60% Wool
38% Cotton
2% Spandex

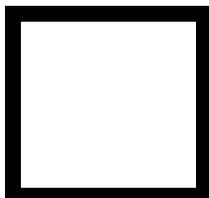
Style #: 401

Sizes: Small, Medium, Large, X-Large

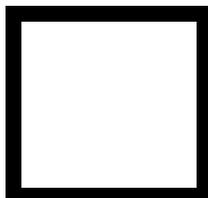
Retail Price: \$118.00



Light Grey



Navy



White



Interlock

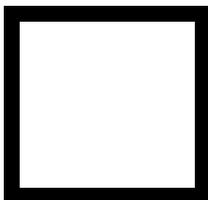
Cable Knit



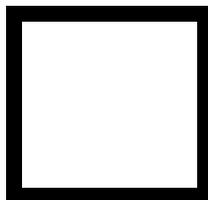
This sweater is perfect to be worn on a casual day or in the office from time to time. This garment has a regular fit with a crewneck, a round neckline with no collar. It also includes long sleeves with rib-knit cuffs and a rib-knit hem with a cable knit design around the garment. This garment is offered in the sizes small, medium, large and extra-large and will be available in the colors blue and khaki.

100% Cashmere

Style #: 402
Sizes: Small, Medium, Large, X-Large
Retail Price: \$398.50



Light Blue



Khaki



Novelty Fleece Knit

Crewneck



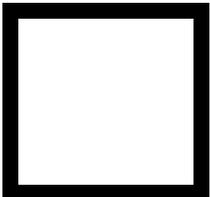
This sweater can be worn in any casual occasion, since it offers comfort and warmth at the same time. The product is fitted, it has a waist length and has a ribbed trim. It contains a crew neck, classic horizontal stripes on the chest and vertical ones going down the shoulders and sleeves of another color. It also features rib knit cuffs. The sweater is offered in the sizes small, medium, large and extra large and is available in the colors white, navy blue and red.

100% Cotton

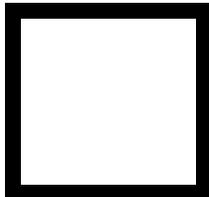
Style #: 403

Sizes: Small, Medium, Large, X-Large

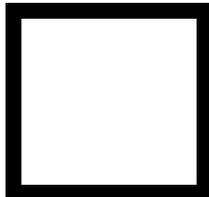
Retail Price: \$115.50



White



Navy



Red



Interlock

The background of the entire page is a light-colored, marbled pattern with soft, organic shapes in shades of grey and white. In the center, there is a white rectangular box with a thin grey border. Inside this box, the text is centered and reads:

Denim

Spring/Summer 2019
Collection

Skinny

These skinny leg jeans feature cotton stretch denim, a stone grey wash and 5-pocket styling. They are slim through hip and thigh, have a zip fly and button closure as well as tonal topstitching and seaming details. They pair perfectly with knits for casual wear and will be available in the colours light stone grey, beige and navy as well as in the sizes small, medium, large and extra large.

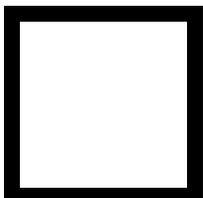
100% Cotton



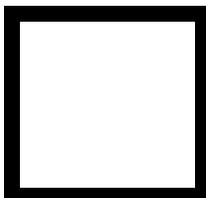
Style #: 501

Sizes: Small, Medium, Large, X-Large

Retail Price: \$89.50



Light Grey



Khaki



Denim

Slim Leg



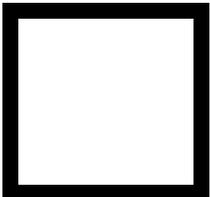
These slim denim pants are a perfect choice to be worn on a casual day out or to dress down a work outfit. These denim pants sit below the waist of the wearer with a tapered leg from the knee down. This garment includes belt loops around the waist with a button-fly with a shank closure. There are also five pockets styled with metal rivets. This garments stands out due to the channel-stitched panels right above the knees and in back if the waist with seam detailing at the knee as well. These jeans will be available in the sizes small, medium, large and extra-large and will be sold on the colors , dark wash, and medium wash.

100% Cotton

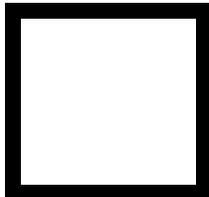
Style #: 502

Sizes: Small, Medium, Large, X-Large

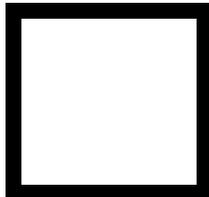
Retail Price: \$145.00



Light Wash



Medium Wash



Dark Wash



Denim

Straight Cut



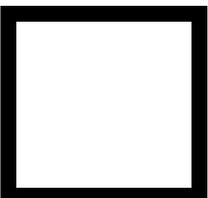
This pair of denim jeans have a straight cut from the waist to the hem, sits on the waist and is fitted to the body. These pants are casual so they can be worn anywhere at any occasion. It features a medium wash, a front zip and button for its closure and four pockets; two in the front and two pointed patch pockets in the back. The sizes available are small, medium, large and extra large and the colors are light wash, medium wash and dark wash.

100% Cotton

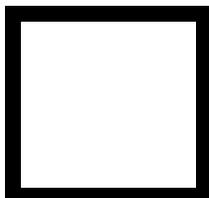
Style #: 503

Sizes: Small, Medium, Large, X-Large

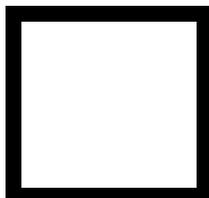
Retail Price: \$99.90



Light Wash



Medium Wash



Dark Wash



Denim

The background is a light-colored marbled pattern with grey and white veins. A white rectangular box is centered on the page, containing a smaller grey rectangular box. Inside the grey box, the text is centered.

Jackets

Spring/Summer 2019
Collection

Leather Jacket



This leather jacket is designed with a wing collar, a front zip closure and open side pockets.

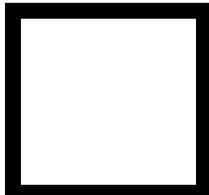
It has tonal topstitching, seaming details and a classic fit which makes it perfect to be worn in both casual and dressier settings. It will be available in black and will be carried in sizes small, medium, large and extra large.

100% Leather

Style #: 601

Sizes: Small, Medium, Large, X-Large

Retail Price: \$399.00



Black



Leather

Down Jacket



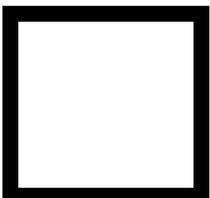
This jacket is perfect to keep warm and casual while being in style at the same time. This is a quilted jacket that is reversible and contains a hood with drawcords in the front. It also includes long sleeves with elastic cuffs with two front waist zip lockets and reversed side includes snapped pockets. The hem of this garment contains elastic at the sides and also in the back. This garment is available in sizes small, medium, large and extra-large and will be sold in the colours navy, green and black.

Shell: 100% nylon
Fill: 90% white duck down,
10% white duck feathers.

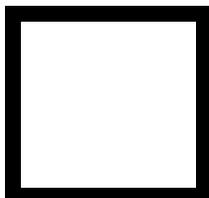
Style #: 602

Sizes: Small, Medium, Large, X-Large

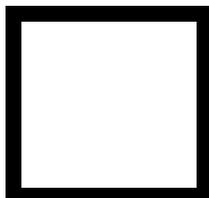
Retail Price: \$295.00



Green



Navy



Black



Nylon

Bomber Jacket



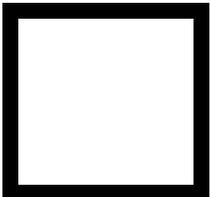
This is a casual bomber/quilted jacket that can be worn during the weekends paired with denim or dressier pants. It has volume and presents a relaxed fit while offering warmth as well as comfort. The jacket contains elastic cuffs and collar, a zipper closure in the front and two flap pockets. The stitching is made in a diamond shape. This item is offered in the sizes small, medium, large and extra large. The colors available are army green, navy blue and black.

100% Polyamide

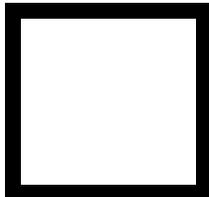
Style #: 603

Sizes: Small, Medium, Large, X-Large

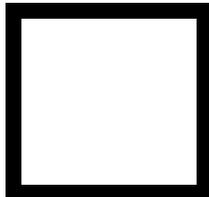
Retail Price: \$79.50



Green



Black



Navy



Georgette

The background is a light-colored marbled pattern with grey and white veins. A white rectangular box is centered on the page, containing a smaller grey rectangular box. Inside the grey box, the text is centered.

Suits

Spring/Summer 2019
Collection

Ultra Slim Fit



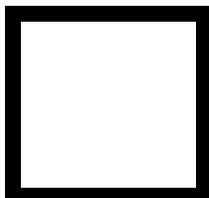
This is our refined ultra slim fit khaki linen suit with top stitching detail. It is made with a soft linen fabric, has a besom chest pocket and two flap pockets as three interior pockets, fully lined. It has a flat front, a button closure and a zip fly. This suit will be available in the colour khaki and will be carried in the sizes small, medium, large and extra large.

100% Linen

Style #: 701

Sizes: Small, Medium, Large, X-Large

Retail Price: \$670.00



Khaki



Viscose

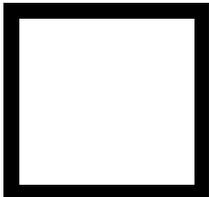
Trim Fit



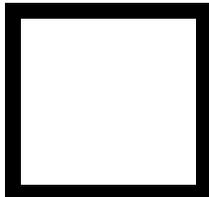
This suit is a good option to be worn to a day at work or a black tie event due to the fact that it is a classic and formal suit. The jacket is a trim fit with strong shoulder and high up armholes. It also includes notch lapels with buttons at the left lapel with a two button silhouette. There is cuffs with four buttons on each side and two front waist flapped pockets and a double vent and the bottom back of the jacket. The jacket also includes two interior chest pockets and is fully lined. The trousers include side adjusters with a zip-fly and an extended hook-and-bar closure. The suit will be available in sizes small, medium, large and extra large and will be available in the colors median grey, black and navy blue.

Shell: 100% wool. Jacket lining: 100% cupro. Trousers lining: 100% polyester.

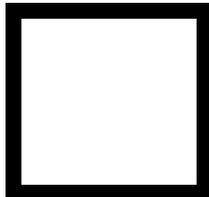
Style #: 702
Sizes: Small, Medium, Large, X-Large
Retail Price: \$995.00



Light Grey



Navy



Black



Sharkskin Wool

Slim Fit



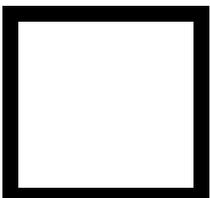
This suit is very formal and classic, therefore it is worn in black tie events and parties. The tuxedo has a slim fit cut that gives a modern aspect to the garment. The jacket is buttoned by two plain buttons, it has two hand warmer pockets or side vents and one breast pocket, triangular shawl collar, soft shoulders and it has a slit on both sides of the item. Also, the sleeves are closed by four plain buttons on the side. The trousers have a straight cut, soft pleats and has an ankle length. The sizes available are small, medium, large and extra large. The colours are offered are navy, grey and black.

100% Virgin Wool

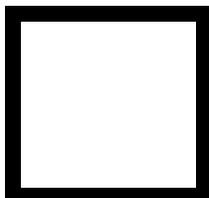
Style #: 703

Sizes: Small, Medium, Large, X-Large

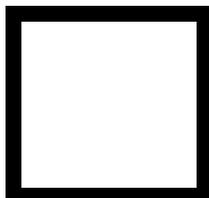
Retail Price: \$650.50



Light Grey



Navy



Black



Gabardine

Sources

All of the images were taken from our competitor's websites:

- <http://www.calvinklein.ca/en>
- <http://global.tommy.com/int/en/collections/tommyxgigi/14>
- <https://intl.ralphlauren.com>