

Gender Neutral Brand Exploration

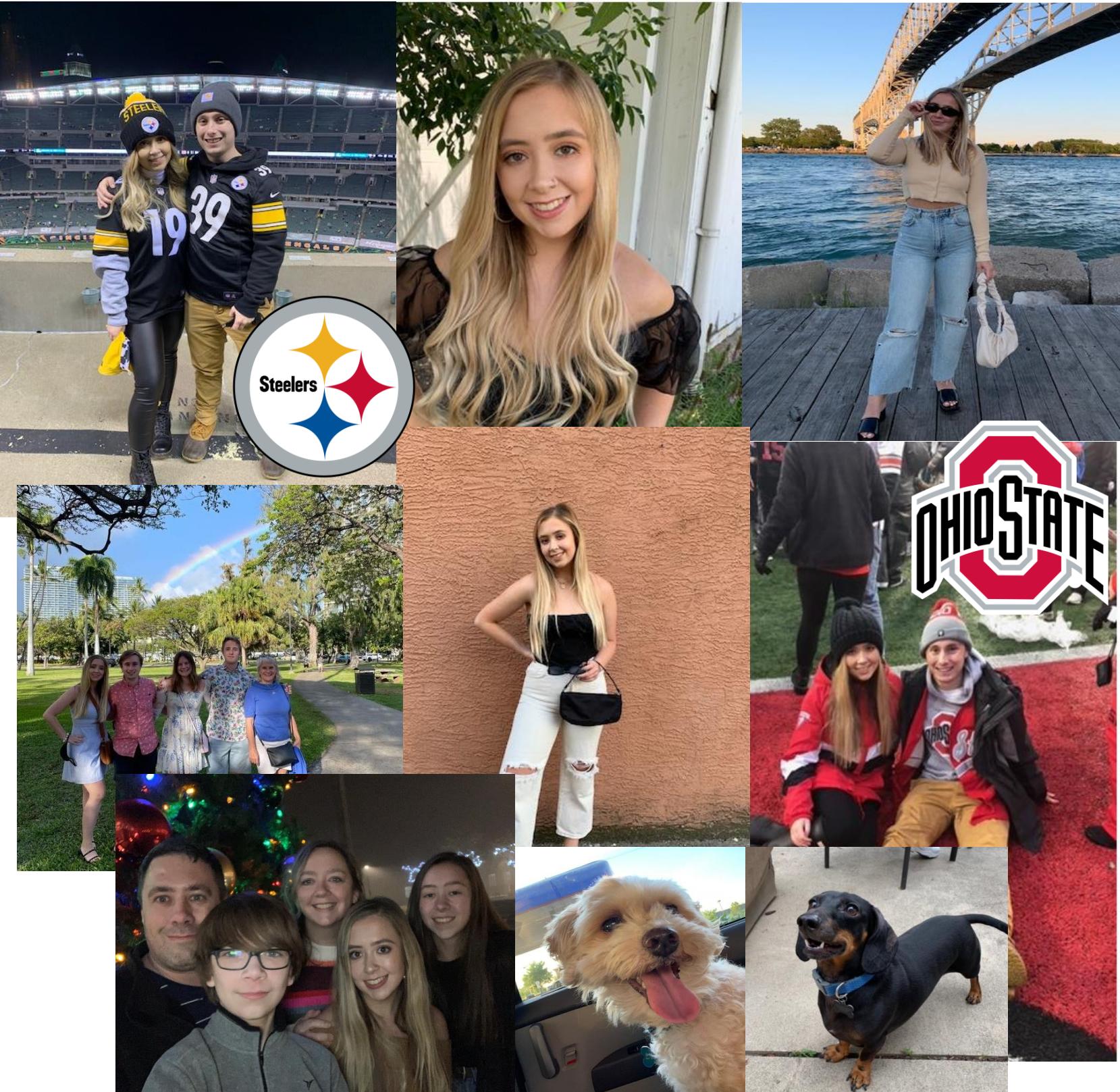
2021 Intern Project

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meijer

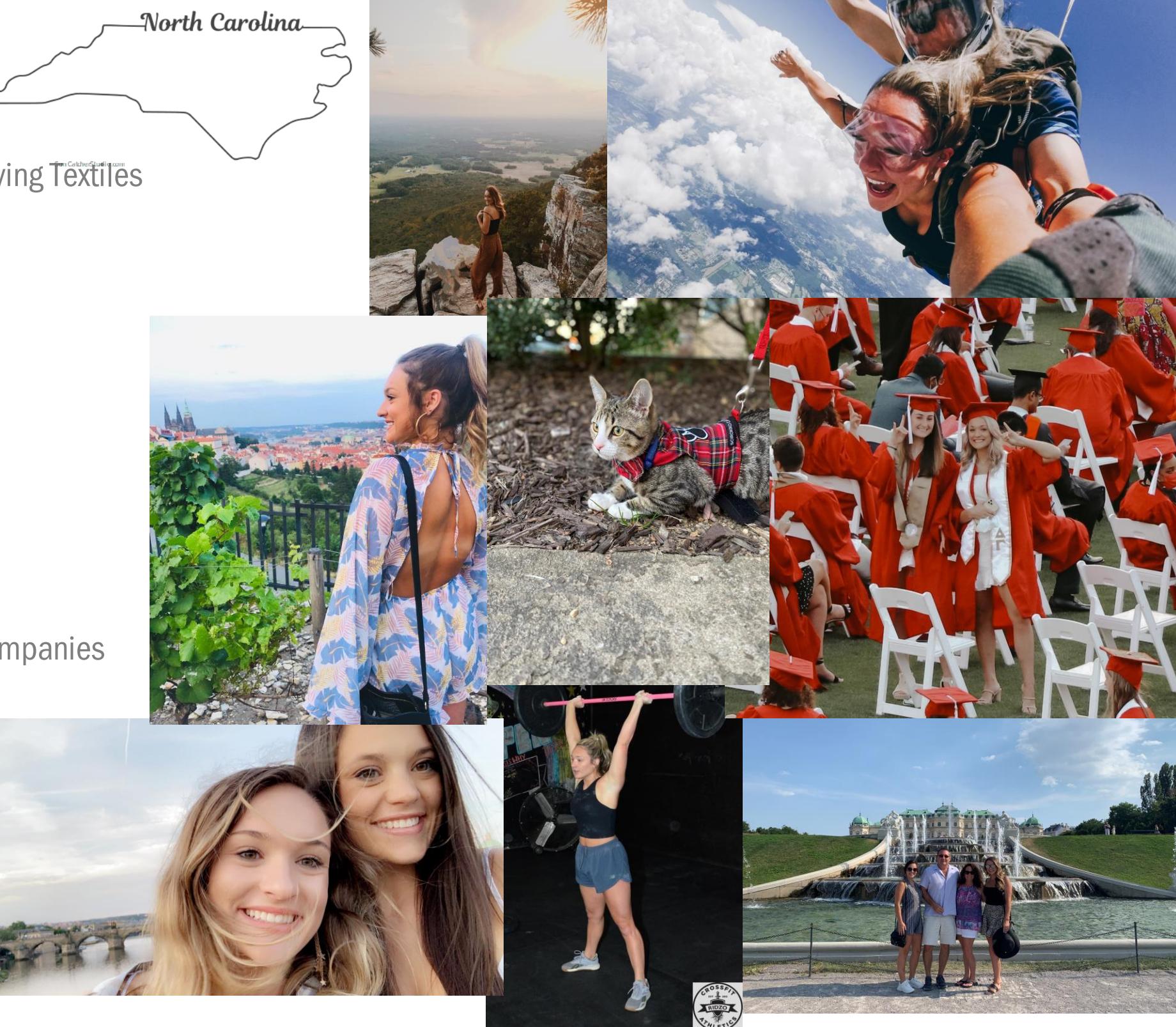
Grace Buckley

- Incoming Senior at The Ohio State University
- Major: Fashion and Retail Studies
- Minors: Business and Psychology
- SME: Pricing, Promotions, and Marketing
- Hobbies:
 - Fashion & Beauty
 - Music (concerts, listening to music, making music)
 - Football (Go Bucks and Go Steelers)
- About Me:
 - Alpha Gamma Delta Sorority (Director of Social Media)
 - Textiles Teaching Assistant at OSU's College of Education and Human Ecology
 - Fashion and Retail Studies Program Student Ambassador
 - Fashion Production Association
- Work Experience:
 - Sales Associate and Stylist at American Eagle Outfitters
 - Sales Associate at Aeropostale



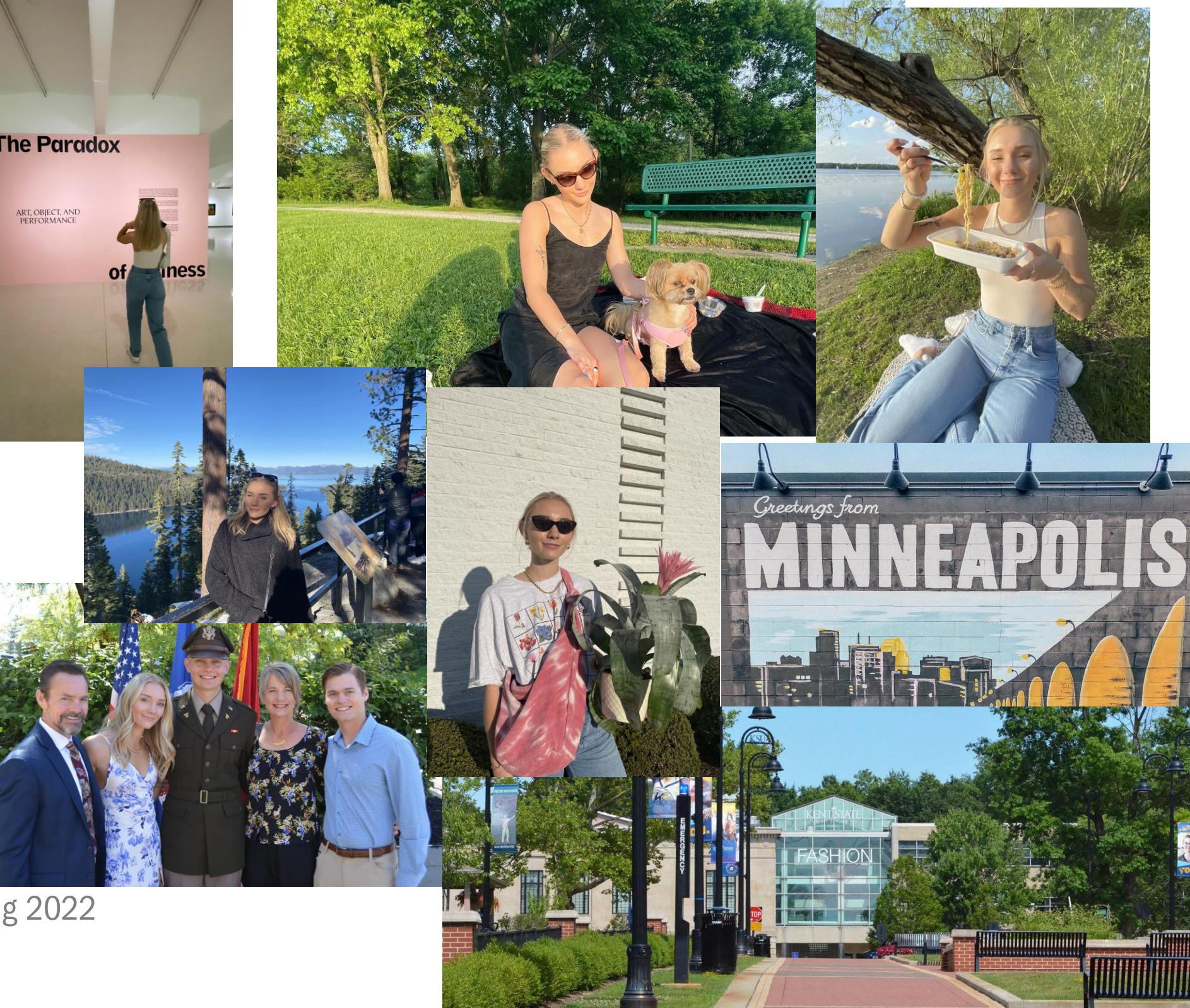
Taryn Brooks

- Graduate Student at North Carolina State University studying Textiles
- Major: Fashion & Textile Management
- Minor: Business Administration
- Softlines Area: Assortment/Competition/Own Brand
- Work Experience:
 - Retail Assistant at vestique
 - IT Intern at Hanes Brands
 - Social Media Engagement for Interior Design companies
- Hobbies & Interests
 - Gymnastics
 - Crossfit
 - Cats
 - Shopping
 - Traveling
- Fun Fact: I've been skydiving!



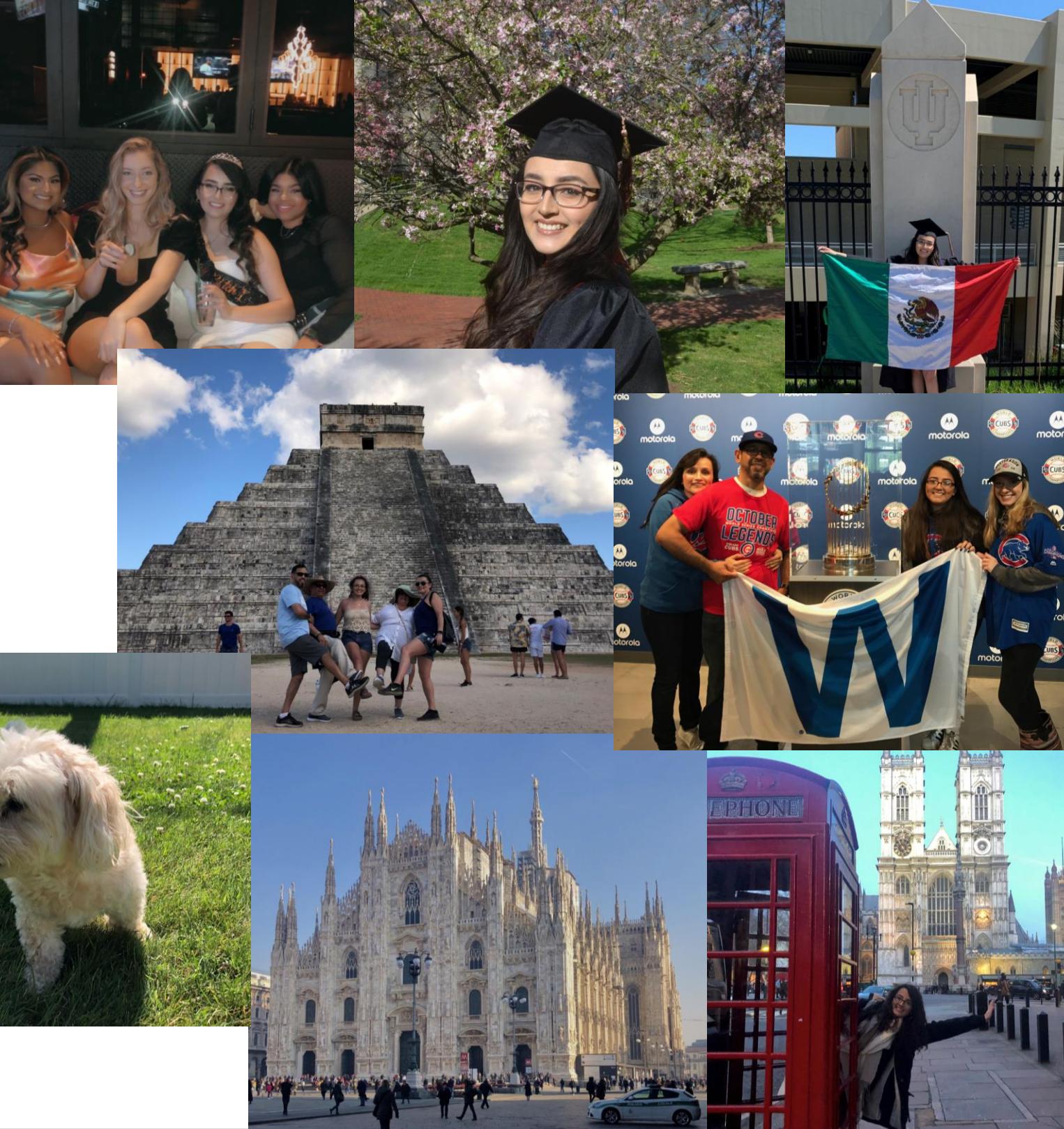
Anna Fox

- Incoming Junior at Kent State University
- Majors: Fashion Merchandising & Marketing
- Softline's SME: Digital
- Work experience:
 - Loft Ann Taylor: Sales Lead
 - Stitch Fix: Stylist
- Hobbies:
 - Plants
 - Fitness/weightlifting
 - Animals
 - Hiking
 - Traveling
 - Art museums
 - Cooking
- Fun Fact: Plan to study abroad in Florence Spring 2022



Serena Marin

- Recent Grad of Indiana University
- Major: Marketing
- Minors: Apparel Merchandising & Spanish
- SME: Supply Chain/Logistics/Product Flow
- Work Experience:
 - Carson Pirie Scott: Associate
 - Maurices: Stylist
- Hobbies/Interests:
 - Skincare/Beauty
 - Travel
 - Shopping
 - Golf
- Fun Facts: Studied Abroad in Milan (SP'20)



Agenda

1. Introductions
2. Project Overview Serena Marin
3. Assortment/Competition/Own brand Taryn Brooks
4. Pricing/Financials Grace Buckley
5. Supply Chain/Logistics/Product Flow Serena Marin
6. Marketing/Promotion Grace Buckley
7. Digital/Customer Experience Anna Fox
8. Thank You/Q&A

Project Overview

Proposal

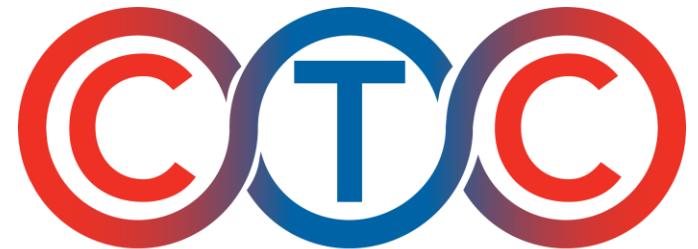
Our Project

Gender-Neutral Clothing Brand

- Brand Name: Kindred
 - Kindred is all about creating a safe space and style for every body. Our gender-neutral brand aims to let you express yourself however you may define your identity with effortless trend-forward loungewear.
- Goals:
 - Inclusivity
 - Innovation
 - Existing/New Customer

\$9M
Opportunity





Customer Team Compete

Customer

- Fulfils customer need for inclusive clothing
- Create a united space where all customers feel represented

Team

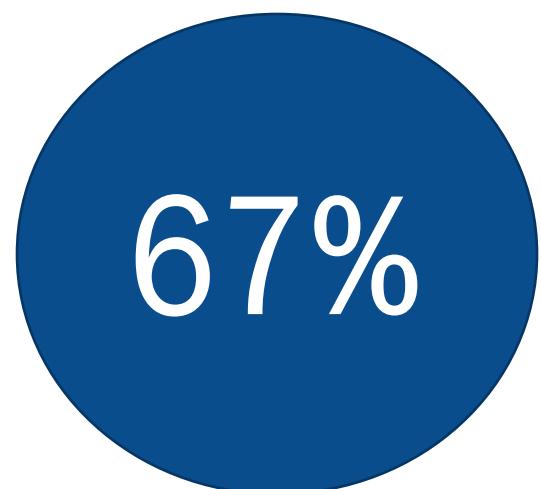
- Representing an inclusive work environment
- Implementing strategies to better execute Softlines store presentation

Competition

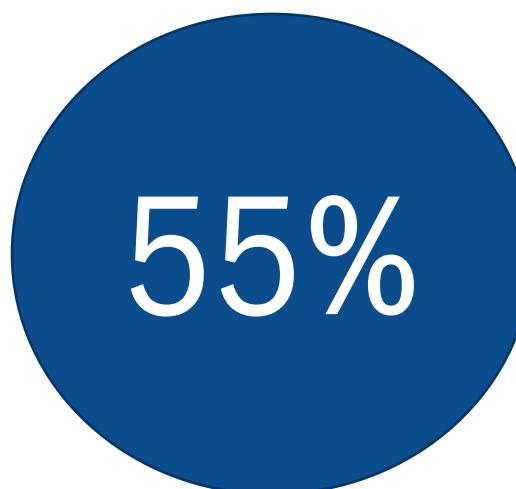
- First superstore to provide a gender-neutral clothing line.
- Giving the customer the best quality & value in the market

Survey Input

743 Respondents



18-27 yr. old **already shop in opposite gender section** to meet their needs.



18-27 yr. old are **very or somewhat interested** in a brand exclusive to gender neutrality

- Reasons for *Shopping in Opposite Gender section*:
 - “I like to dress androgynous, thus I shop in both the women’s and men’s departments.”
 - “I prefer the fit of men’s sweatshirt and T-shirt”
 - “I am tall, so I need Men’s sweatpants & sweatshirts
 - “Price & Ease of Choices offered”

Industry Trends/Mood Board



- Inclusivity
- Oversized athleisure
- Androgynous outfits
- Matching sweatsuits
- Style that is comfortable & wearable

Assortment/Competition/Own Brand

Taryn Brooks

KOHL'S

Human Nation



OLD NAVY

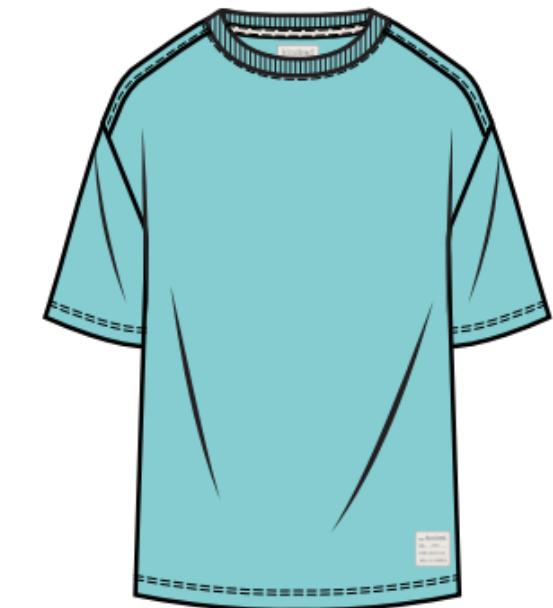


Feedback

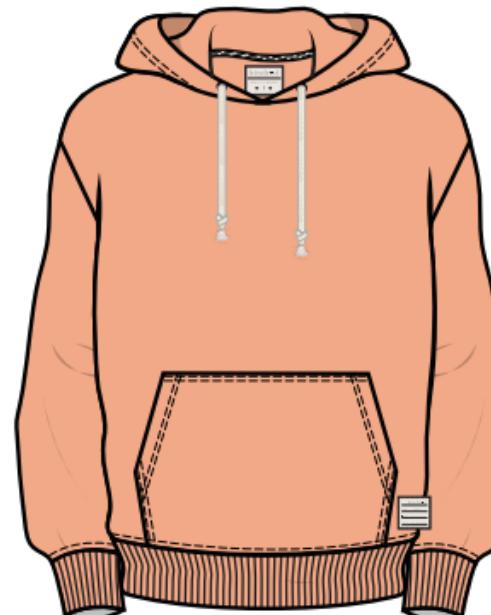


Feedback

Assortment: T-shirt



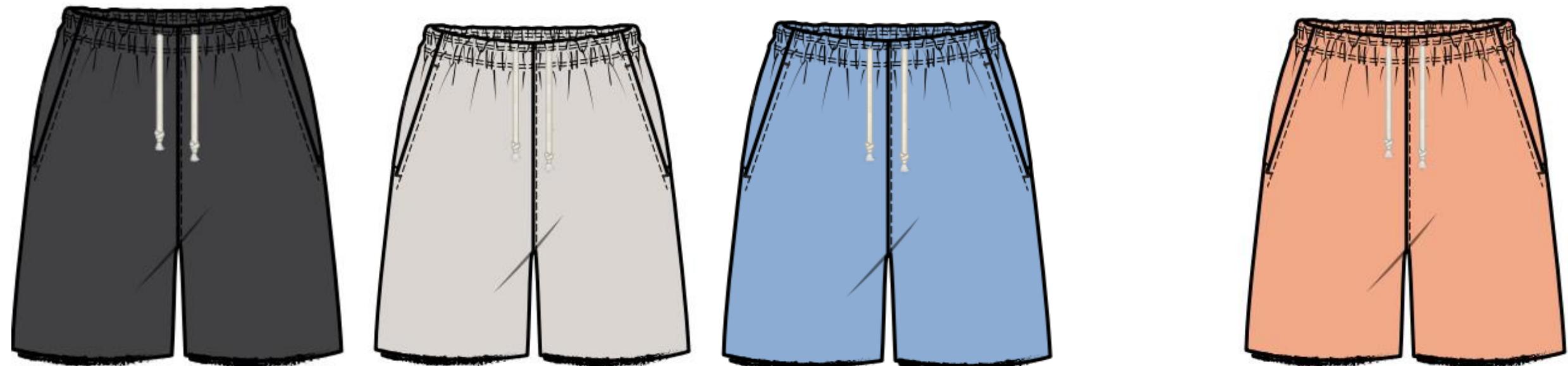
Assortment: Long Sleeves



Assortment: Joggers



Assortment: Sweat Shorts



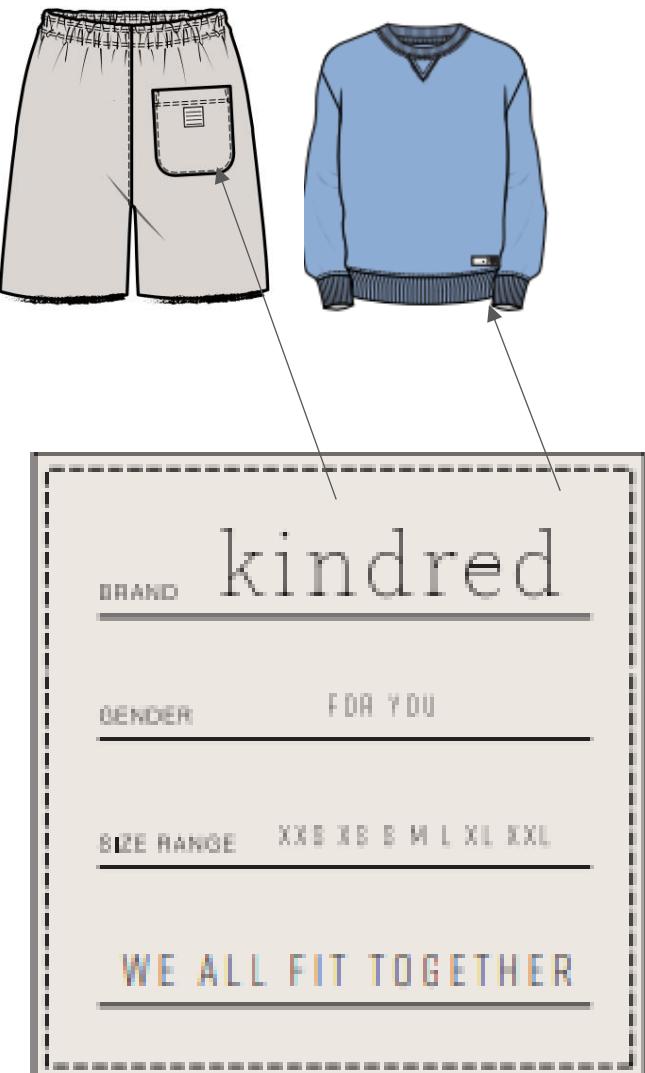
Hangtags and Branding



Hangtags



Neck Tag



Patch



Neck Tape

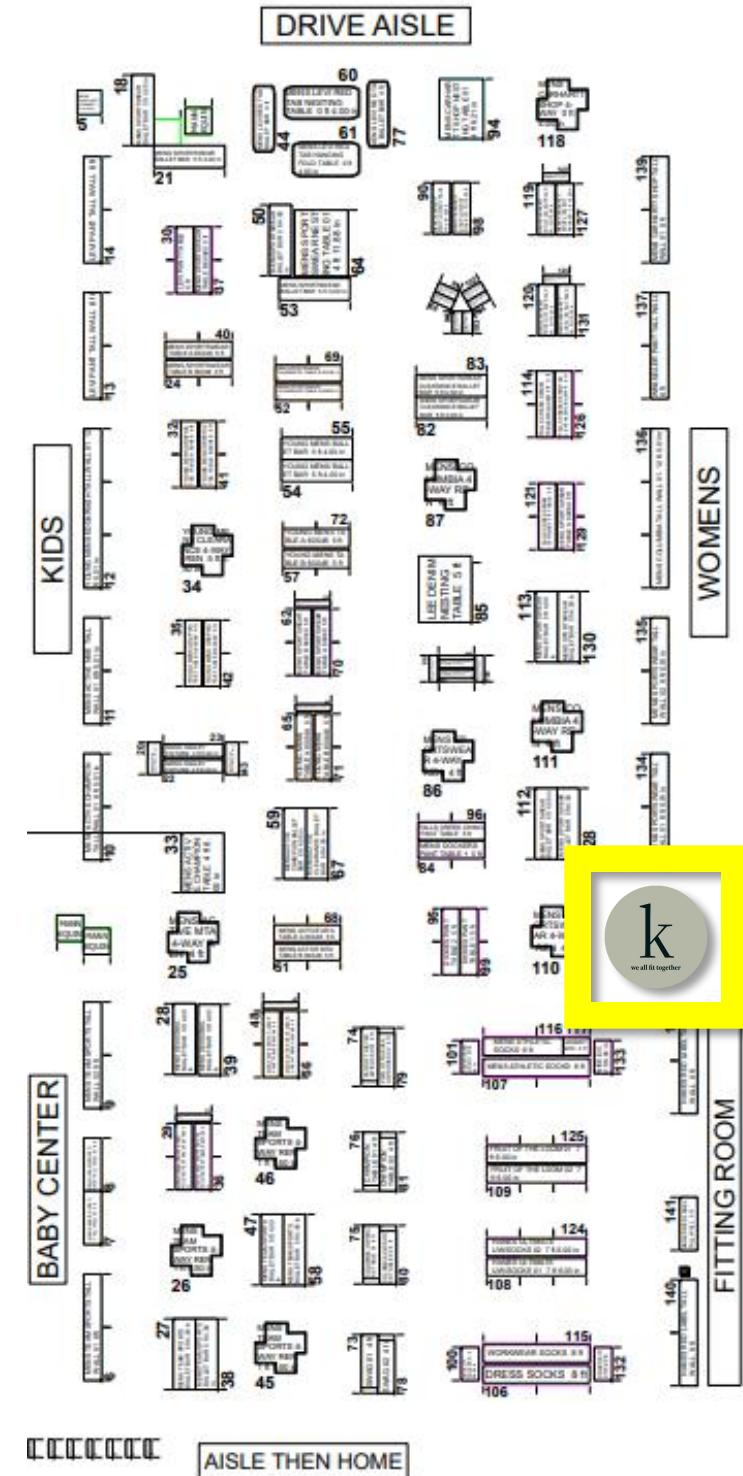
Sizing

	BODY LENGTH (BOXY TEE)	CHEST WIDTH (BOXY TEE)	WAIST	INSEAM (PANT)	SHORT
XXS	26.625	33	21	29	6.75
XS	27.25	37	25	29	6.75
S	27.875	41	29	29	6.75
M	28.5	45	33	29	6.75
L	29.125	49	37	29	6.75
XL	29.875	53	40	29	6.75
XXL	30.625	57	44	29	6.75

In-Store Presentation



Tall Wall Stores



Pricing/Financials

Grace Buckley

Competitor Pricing

- Comparisons based on other successful gender neutral lines
- Compared to closest matching products

Brand	Meijer	Kohl's	Old Navy	Pacsun
T-Shirt (Ticket)	\$15.00	\$42.00	\$16.99	\$14.95
T-Shirt (Promo)	N/A	\$29.40	\$11.89	N/A
Hoodie (Ticket)	\$40.00	\$78.00	\$25.00	\$44.95
Hoodie (Promo)	\$30.00	\$54.60	\$17.50	\$20.49
Crewneck (Ticket)	\$35.00	\$78.00	\$29.99	\$39.95
Crewneck (Promo)	\$26.25	\$54.60	\$19.97	\$17.99
Joggers (Ticket)	\$35.00	\$78.00	\$39.99	\$39.95
Joggers (Promo)	\$26.25	\$54.60	\$30.00	\$31.96
Shorts (Ticket)	\$25.00	\$44.00	\$29.99	\$34.95
Shorts (Promo)	\$18.75	\$30.80	\$17.50	\$27.96

Pricing



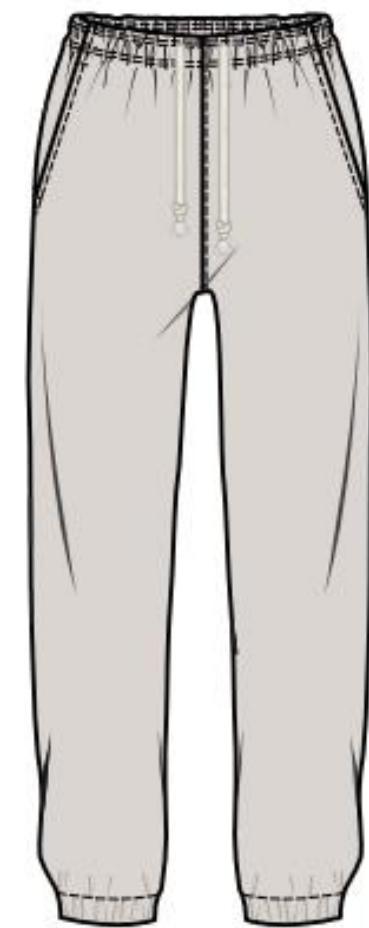
\$15



\$40



\$35

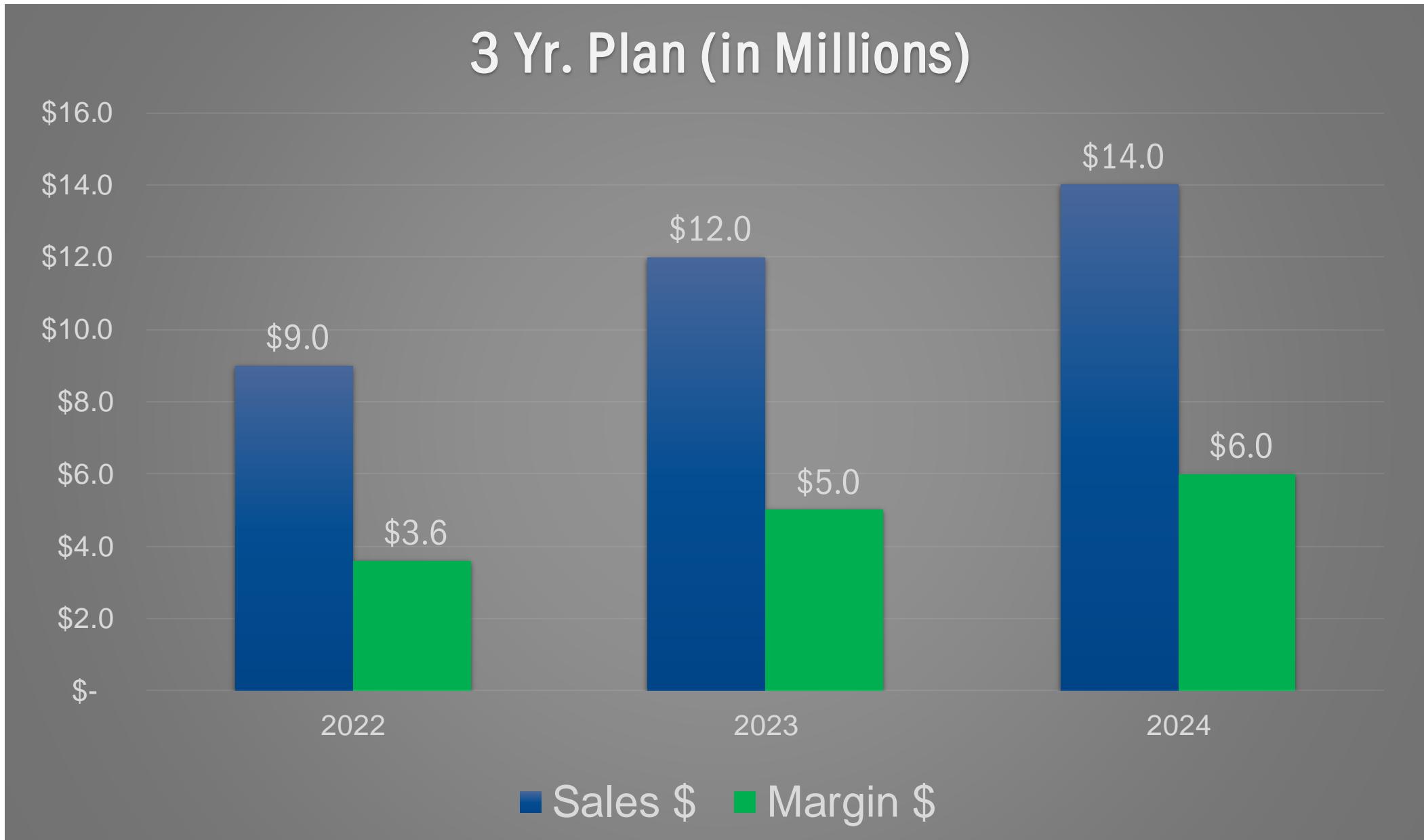


\$35



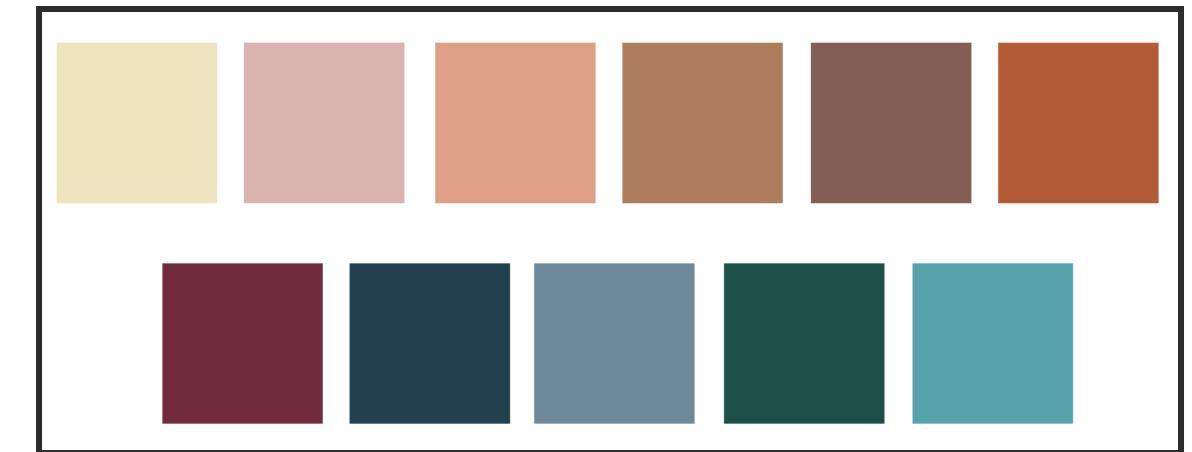
\$25

Financials



Growth in Assortment

Fall 2022 & Beyond



JET BLACK
19-0303 TCX



WHITE SAND
13-0002 TCX



PLACID BLUE
15-3920 TCX

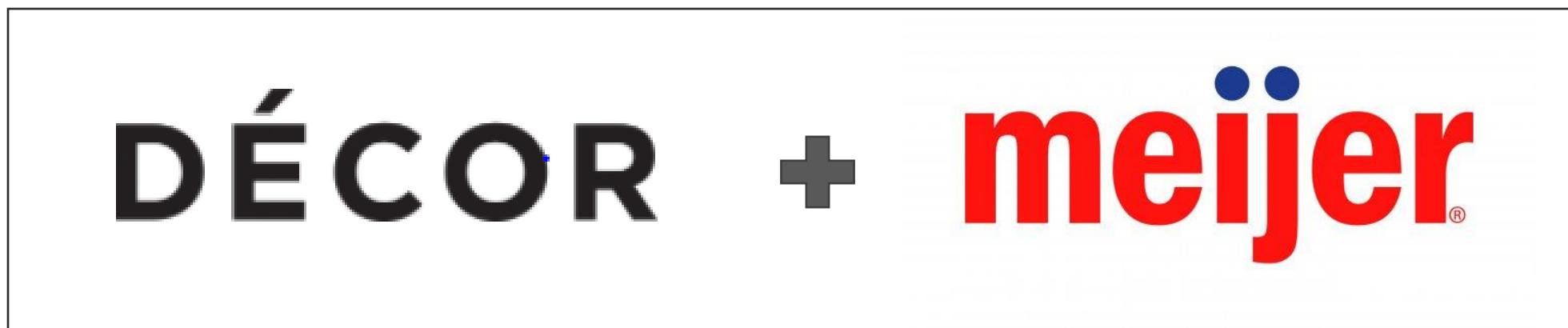
Supply Chain/Logistics/Product Flow

Serena Marin

Supply Chain

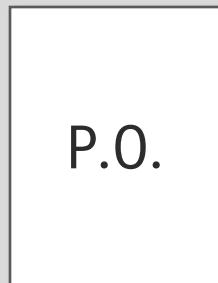
Overview

- Vendor: Décor Global Inc.
 - Edgar & Ash
- Import Supply Chain
- Color Banding



Supply Chain

Visualization

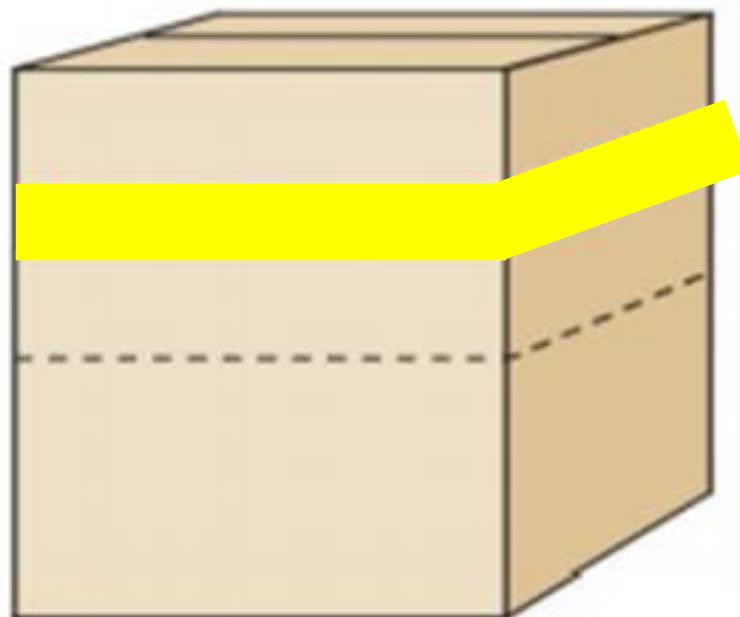


DÉCOR



Product Identification

Color Banding



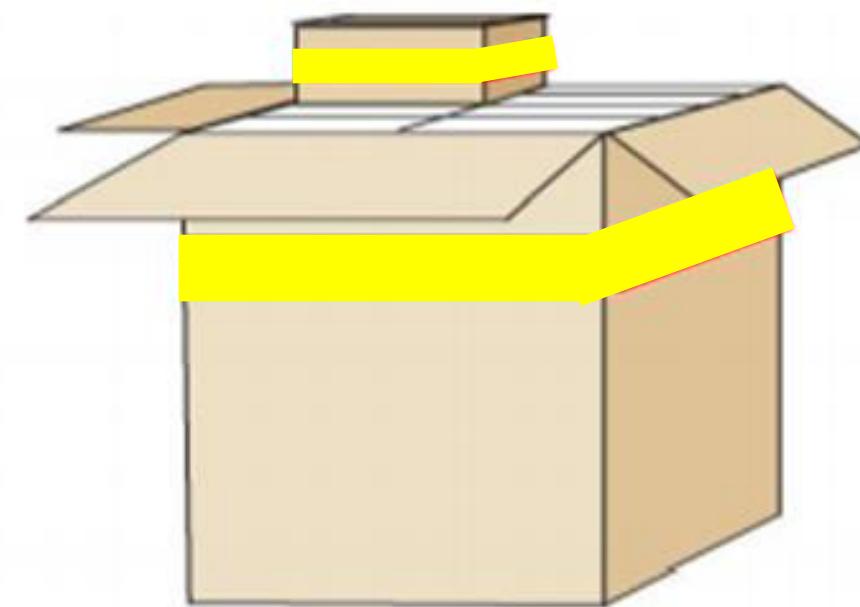
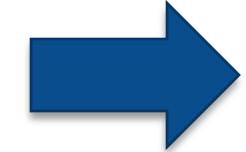
- Easily Distinguishable
- Creates Excitement
- Improve In-Store Execution

Product Identification

Color Banding Expansion

2022 Softlines Set Cadence Calendar

Floorset Name	NDC	In Store no later	Set Done By
Spring Trans	12/23/21	12/31/21	01/06/22
Spring Initial	01/13/22	01/21/22	01/27/22
Spring 1	01/13/22	01/21/22	01/27/22
Spring 2	02/10/22	02/18/22	02/24/22
Spring 3	03/03/22	03/11/22	03/17/22

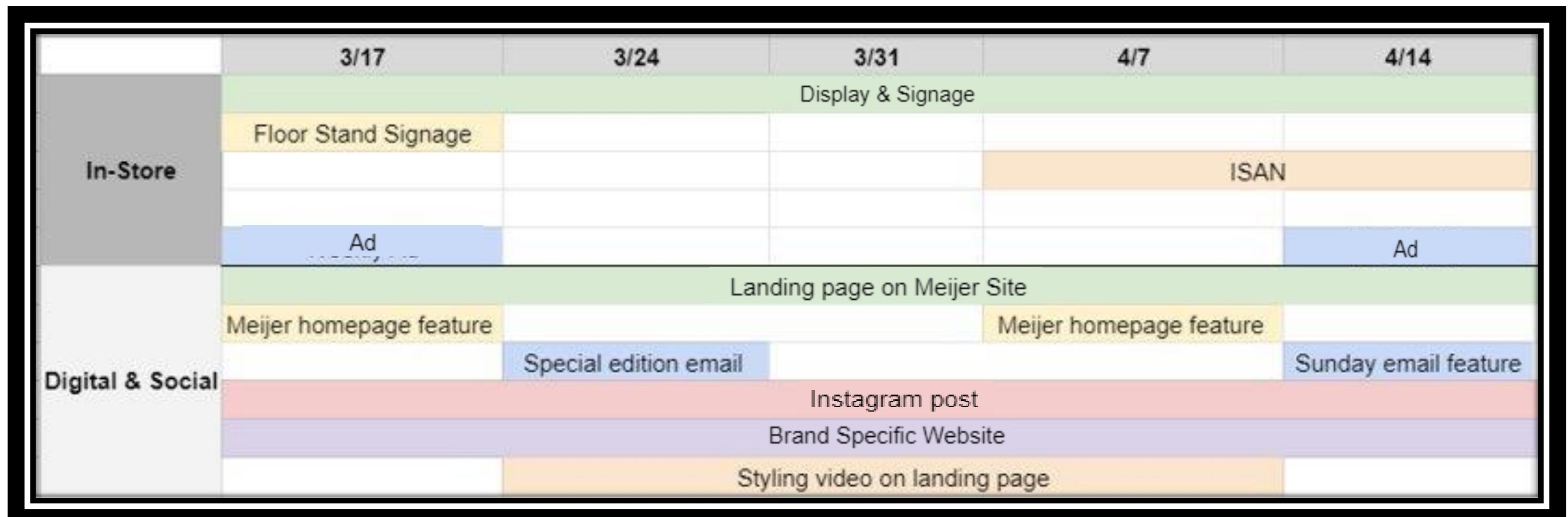


Marketing/Promotion

Grace Buckley

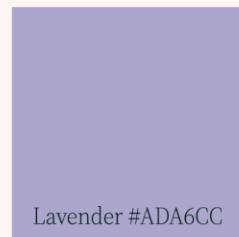
Marketing Timeline

- Complementary
- Teases fall collection at the end of the 3 month cadence

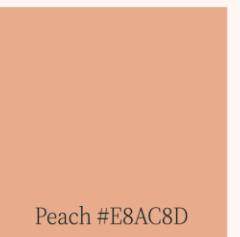


Branding Guide

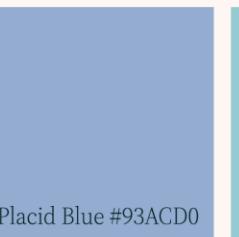
Brand Colors & Font Summer '22



Lavender #ADA6CC



Peach #E8AC8D



Placid Blue #93ACD0



Aqua Splash #95CBD0



White Sand #DAD5D1



Jet Black #221F20



Seagrass #96988A



Fuchsia Purple #C44679

Font: Source Serif 4 Light



INTRODUCING
kindred
GENDER NEUTRAL APPAREL



LEARN MORE

In-Store Signage



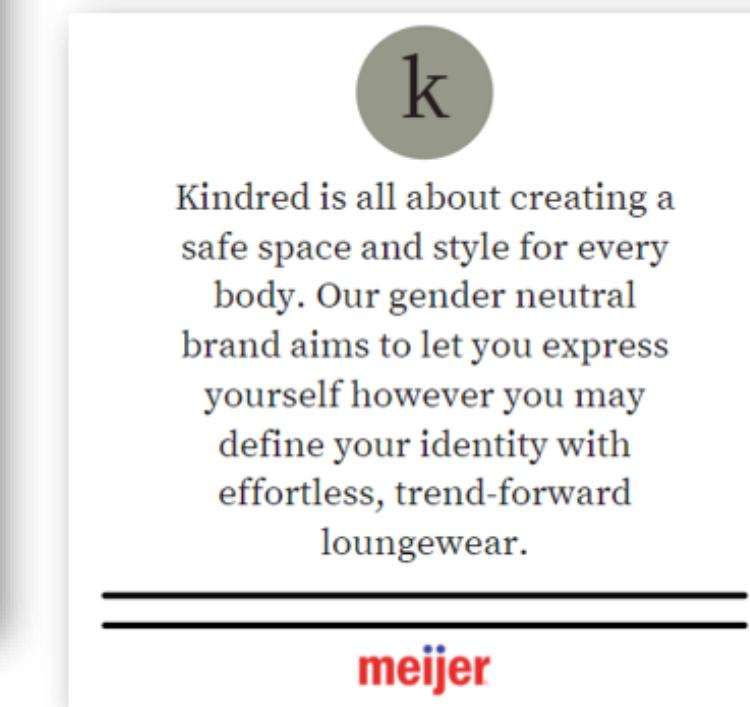
Center Tall Wall Photo



Tee Table Signage



Ballet Bar Signage



3 Tier Floor Stand



Digital Ads

*Featured on Meijer homepage



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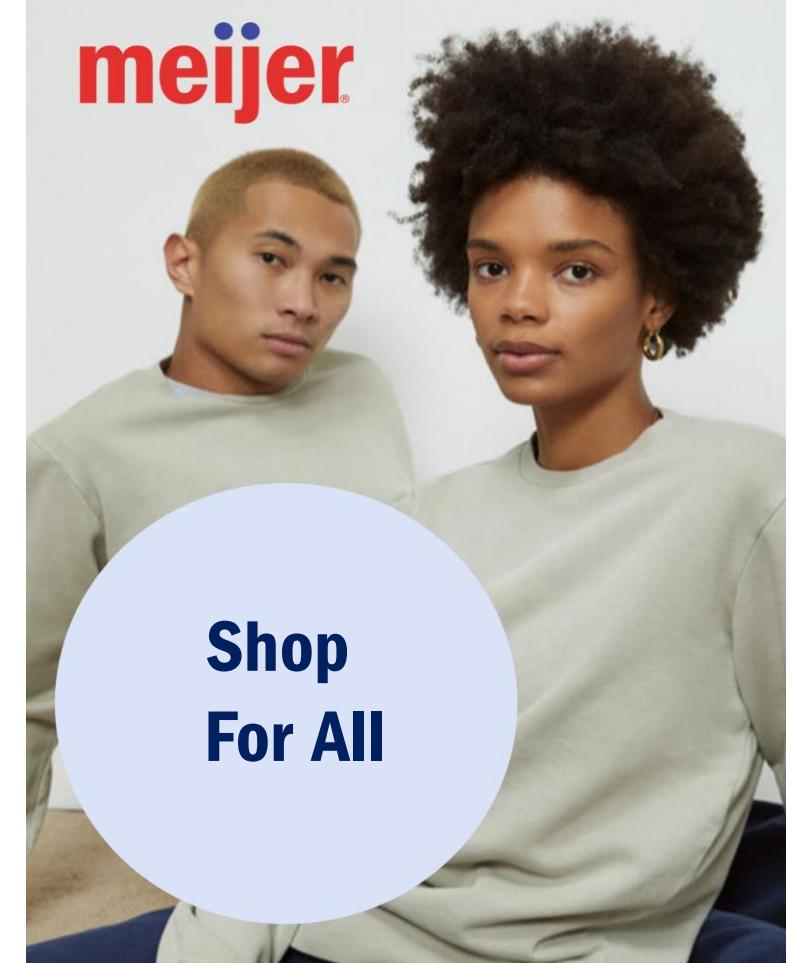
We All Fit Together

Find mix and match athleisure pieces to style your way

Lounge for Every Body

meijer

Icons representing various athleisure items: hoodies, shorts, and t-shirts in various colors (gray, blue, black, orange, white, blue).



meijer

Shop For All

French Terry Hoodie
Reg \$40
Now \$30

French Terry Jogger Pant
Reg \$35
Now \$26.25

Digital/Customer Experience

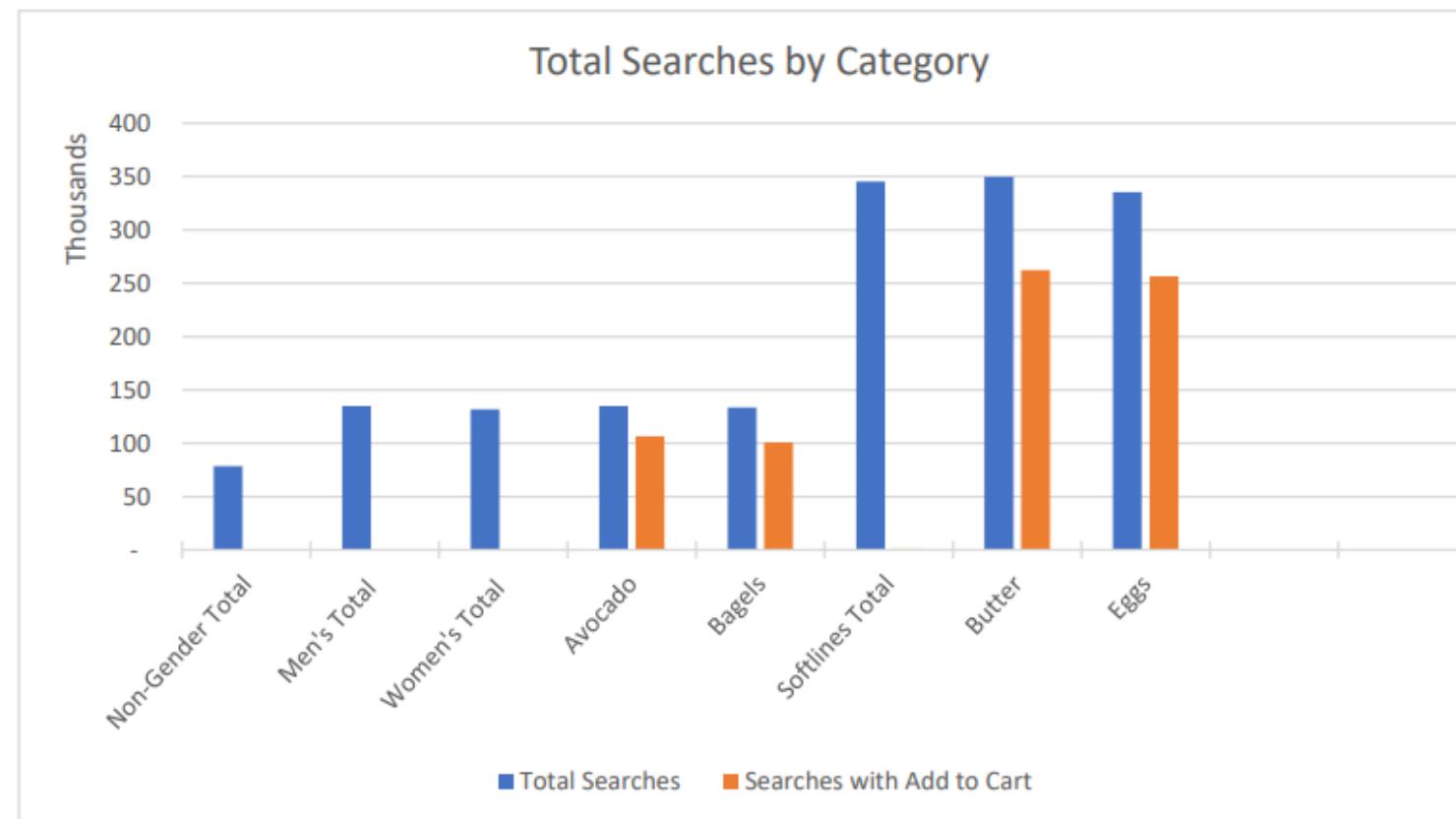
Anna Fox

Digital Timeline

	3/17	3/24	3/31	4/7	4/14
In-Store	Display & Signage				
	Floor Stand Signage				ISAN
	Weekly Ad				Weekly Ad
		Landing page on Meijer Site			
Digital & Social	Meijer homepage feature			Meijer homepage feature	
		Special edition email			Sunday email feature
			Instagram post		
			Brand Specific Website		
		Styling video on landing page			

Search Data Supporting the Need for Softlines Online

	Total Searches	Searches with Add to Cart	Conversion Rate
Non-Gender Total	78,485	292	0.37%
Men's Total	134,957	562	0.42%
Women's Total	131,766	316	0.24%
Avocado	134,935	106,515	79%
Bagels	133,581	100,594	75%
Softlines Total	345,208	1,170	0.34%
Butter	349,909	262,505	75%
Eggs	335,392	256,460	76%



- Represents the need for an online Softline's presence
- Shows missed conversion rates compared to grocery conversion at the same search level

Landing Page for Current Softlines Capabilities

Kindred at Meijer

Kindred

Kindred at Meijer

browse categories

view sizing and styling help

tees

hoodies

joggers

shorts

browse all apparel

we all fit together

Kindred is all about creating a safe space and style for every body. Our gender-neutral brand aims to let you express yourself however you may define your identity with effortless trend-forward loungewear.

explore Meijer's sustainability practices

Help

Customer Care

Food Safety

Product Recalls

Returns

Customer Safety

Community

Partners

Simple Give

Former Team Members

Price Adjustment

Accessibility

Company

Meijer

Businesses

Business to Business

Vendor Portal

Store Services Cards

Wines

Meijer Gas Stations

Delivery/Pickup

New Stores

Meijer+

Cakes & Deli

Optical

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miro

Kindred

Meijer > Clothing & Jewelry > Kindred

Kindred at Meijer

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explore Meijer's sustainability practices

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Returns

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Community

Newtown

Contact Us

Simple Give

Team Members

Former Team Members

Diversity & Inclusion

Health & Safety

Sustainability

Company

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Careers

Community

Newtown

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fleet Services Cards

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Sizing Help on the Meijer Site

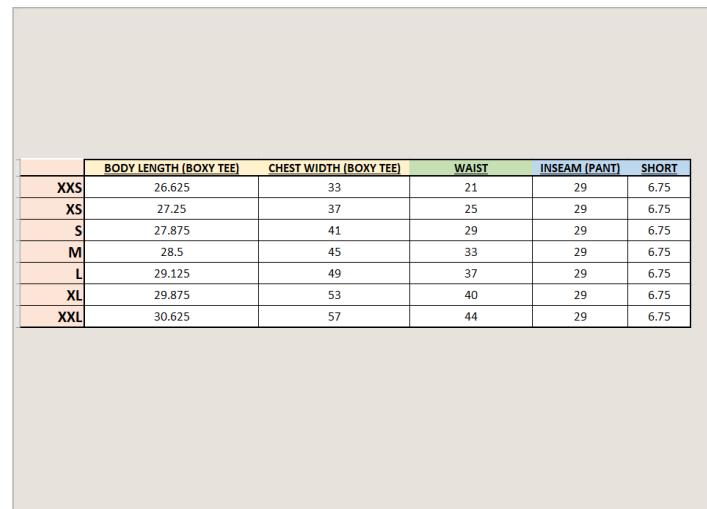


Kindred

Meijer > Clothing & Jewelry > Kindred

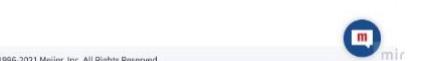


Compare your usual sizing with our gender-neutral size scale:



	BODY LENGTH (BOXY TEE)	CHEST WIDTH (BOXY TEE)	WAIST	INSEAM (PANT)	SHORT
XXS	26.625	33	21	29	6.75
XS	27.25	37	25	29	6.75
S	27.875	41	29	29	6.75
M	28.5	45	33	29	6.75
L	29.125	49	37	29	6.75
XL	29.875	53	40	29	6.75
XXL	30.625	57	44	29	6.75

View our video for styling tips and tricks:



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Special Edition Email

Stock up and save big on clearance men's, women's and kids' apparel, shoes and accessories.
Find your favorite styles and brands for less.

meijer

clearance **30-50%**
off original prices

men's, women's and kids'
apparel, shoes & accessories*

Valid thru 7/18/21. Exclusions apply. See in-store clearance stickers and signs.

New!
New!
We All Fit Together



Introducing Kindred, Meijer's First Gender Neutral Clothing Brand

Kindred is all about creating a safe space and style for every body. Our gender-neutral brand aims to let you express yourself however you may define your identity with effortless trend-forward loungewear.



get the mobile app:



Looking for store ads? [Sign in to your Meijer.com account](#) and select your local store in your profile to start receiving ads and information for your area.

Fine print:

*Ad dates and offers vary by market. mPerks offers good with mPerks digital coupon(s). All coupons in mPerks bundles must be used to obtain maximum savings. See coupon(s) for terms. Buy one, get one (BOGO) promotional items must be of equal or lesser value. Special pricing and offers are good only while supplies last. No rainchecks or substitutions unless otherwise stated. Buy/save offers must be purchased in a single transaction; no cash back. Other conditions and/or exclusions may apply. [Meijer.com](#) reserves the right to limit quantities (including after you've submitted your order).

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Website Concept & QR Code

wix Home | kindred

annafox67.wixsite.com/kindred

Apps Gmail YouTube Blackboard accounting textbo... apparel analysis b... mylab flashline Brainchild BC20 - WEEK 1 Delta Sigma Pi Sh... DSP calendar tophat stitchfix

This site was designed with the WIX.com website builder. Create your website today. [Start Now](#)

kindred

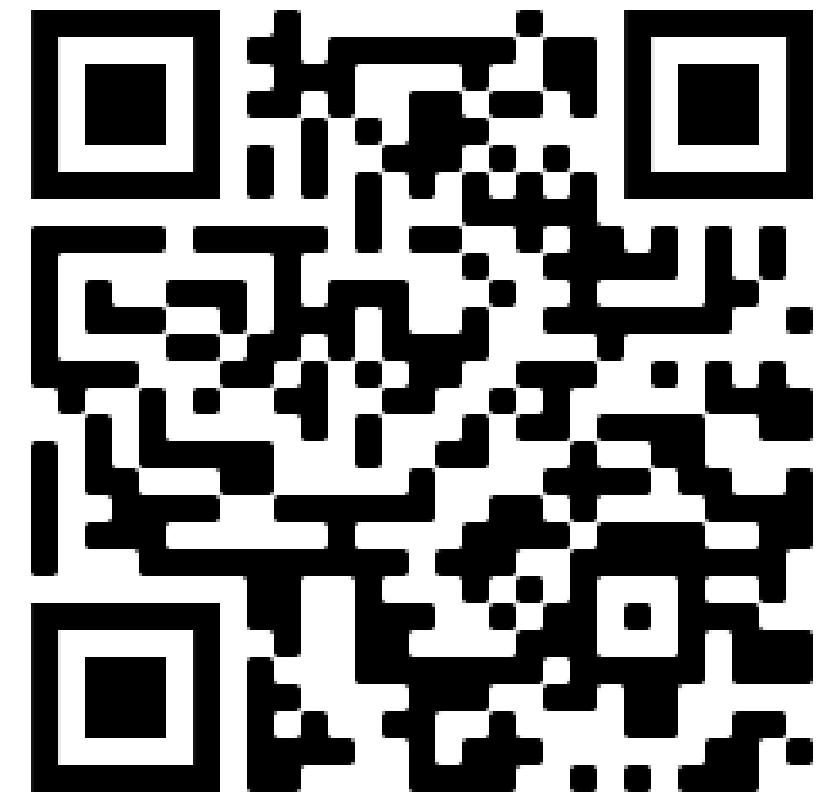
Home Shop About New Collection Look Book Instagram

0

Welcome

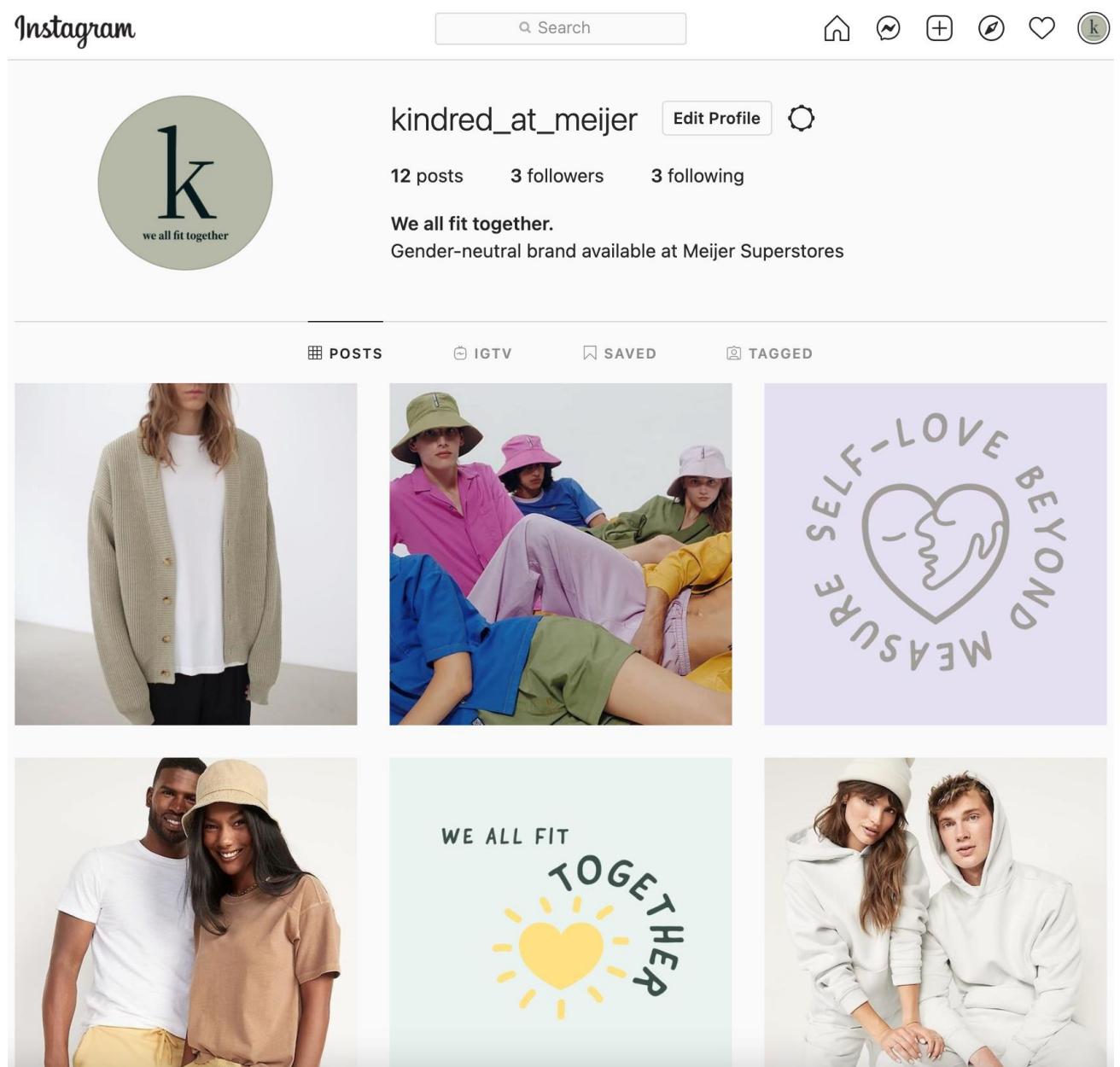
WE ALL FIT TOGETHER

Let's Chat!



Instagram Concept

Instagram



kindred_at_meijer Edit Profile

12 posts 3 followers 3 following

We all fit together.
Gender-neutral brand available at Meijer Superstores

POSTS IGTV SAVED TAGGED

we all fit together

MEASURE SELF-LOVE BEYOND

WE ALL FIT TOGETHER

EMPOWERED SUITS YOU

WE RECYCLE made with recycled polyester

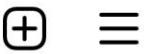
The Instagram profile for 'kindred_at_meijer' features a profile picture with a large 'k' and the text 'we all fit together'. The bio reads 'We all fit together. Gender-neutral brand available at Meijer Superstores'. Below the bio are four navigation tabs: POSTS, IGTV, SAVED, and TAGGED. The main feed displays five posts: a woman in a cardigan, a group of people in colorful clothing, a graphic with the text 'MEASURE SELF-LOVE BEYOND' and a heart, a couple in casual attire, and a graphic with the text 'WE ALL FIT TOGETHER' and a sun. The bottom of the profile page shows three more posts: a woman in a hoodie, a graphic with the text 'EMPOWERED SUITS YOU' and a plant, and a graphic with the text 'WE RECYCLE made with recycled polyester'.

AT&T Wi-Fi

1:03 PM

55%

@ kindred_at_meijer 9+



MEASURE SELF-LOVE BEYOND

WE ALL FIT TOGETHER

EMPOWERED SUITS YOU

WE RECYCLE made with recycled polyester

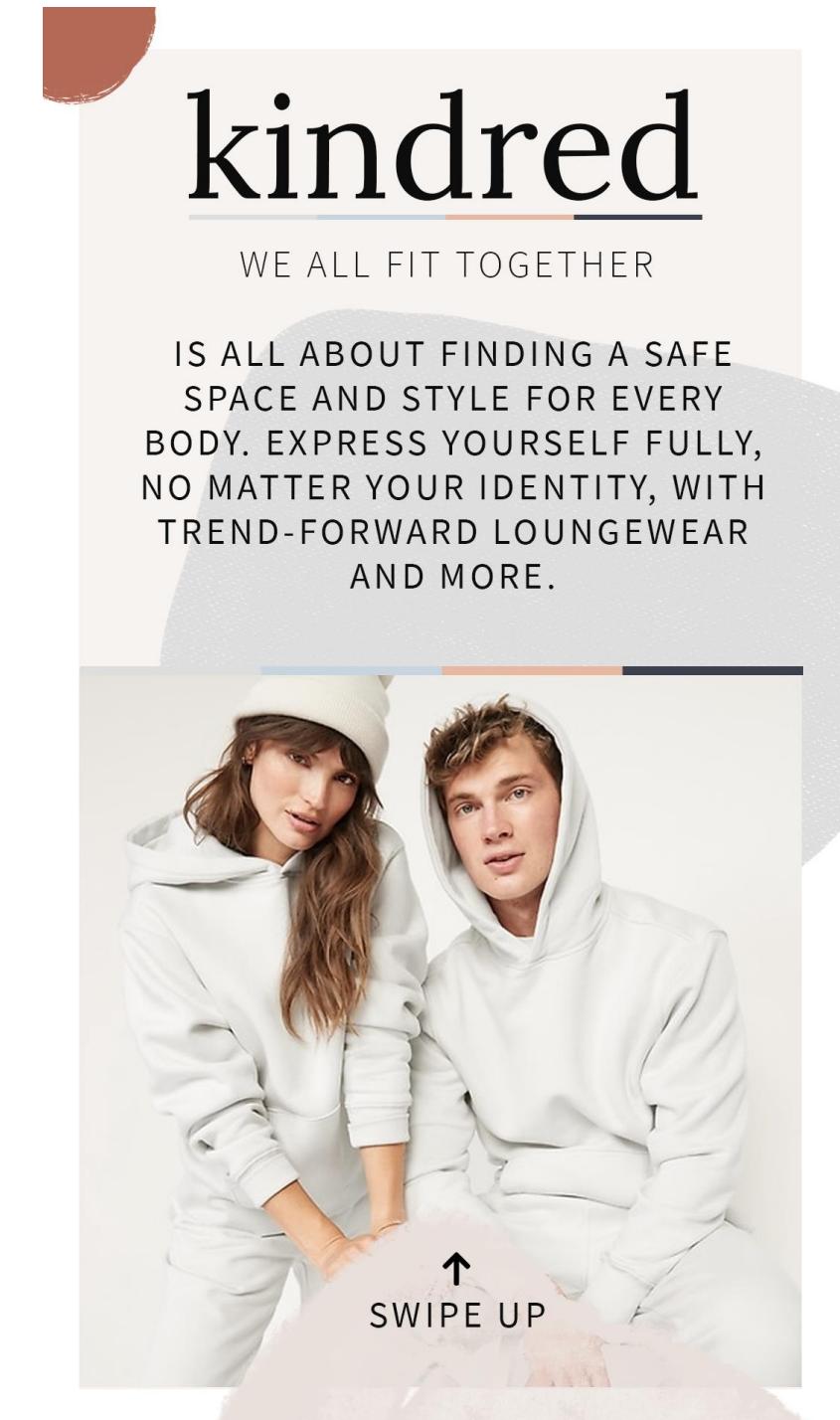
The Instagram feed for 'kindred_at_meijer' shows a 3x3 grid of posts. The top row includes a woman in a cardigan, a group of people in colorful clothing, and a graphic with the text 'MEASURE SELF-LOVE BEYOND' and a heart. The middle row includes a couple in casual attire, a graphic with the text 'WE ALL FIT TOGETHER' and a sun, and a couple in white hoodies. The bottom row includes a woman in a hoodie, a graphic with the text 'EMPOWERED SUITS YOU' and a plant, and a couple in light-colored hoodies. The bottom of the feed shows three more posts: a woman in a green t-shirt, a woman in a tan jumpsuit, and a woman in a tan jumpsuit.



Instagram Stories



WE ALL
fit together



Thank You!

Shawn Colley **Rod Wolfe** **Christopher Grimm** **Kyle Fussman** **Kyle Brugman**
Peter Buth Caleb McNitt Décor Team Annette Repasch Lana Denharder
Megan Mousseau Jennifer Reyes Rosita Gonzalez Michael Wassenaar
Bob Winicki Kristie Howell Emily Brzezinski Holly Scott Josh Vliem
Lennie Fuchs Amy Boice Jen Frissina Don Sarnowski Kaitlyn McGahan
Ashley Brower Kacey Diehl Chad Stripling Erin Black Sarah Meyer
Abigail Wetterholt Zack Lietaert Nicole Butela Zachary Talcott Kelly Lepper

...and so many others!

Q&A