

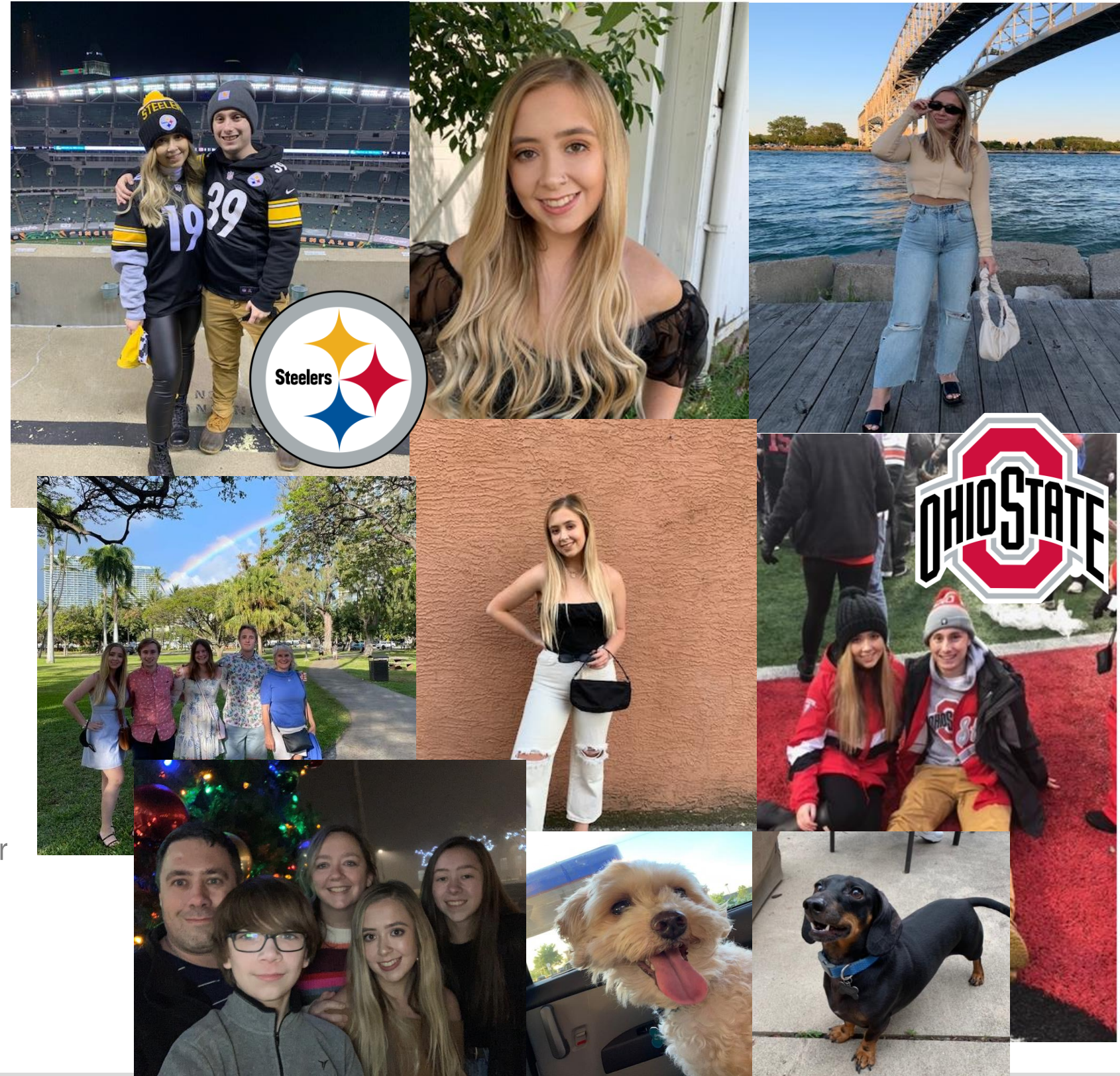
Gender Neutral Brand Exploration

2021 Intern Project

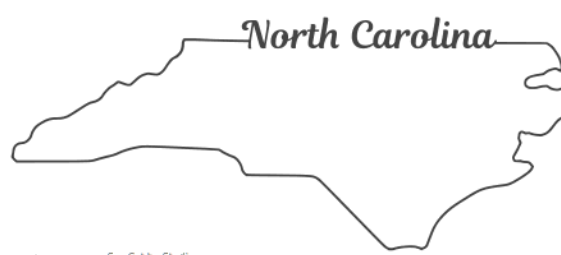
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Grace Buckley

- 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

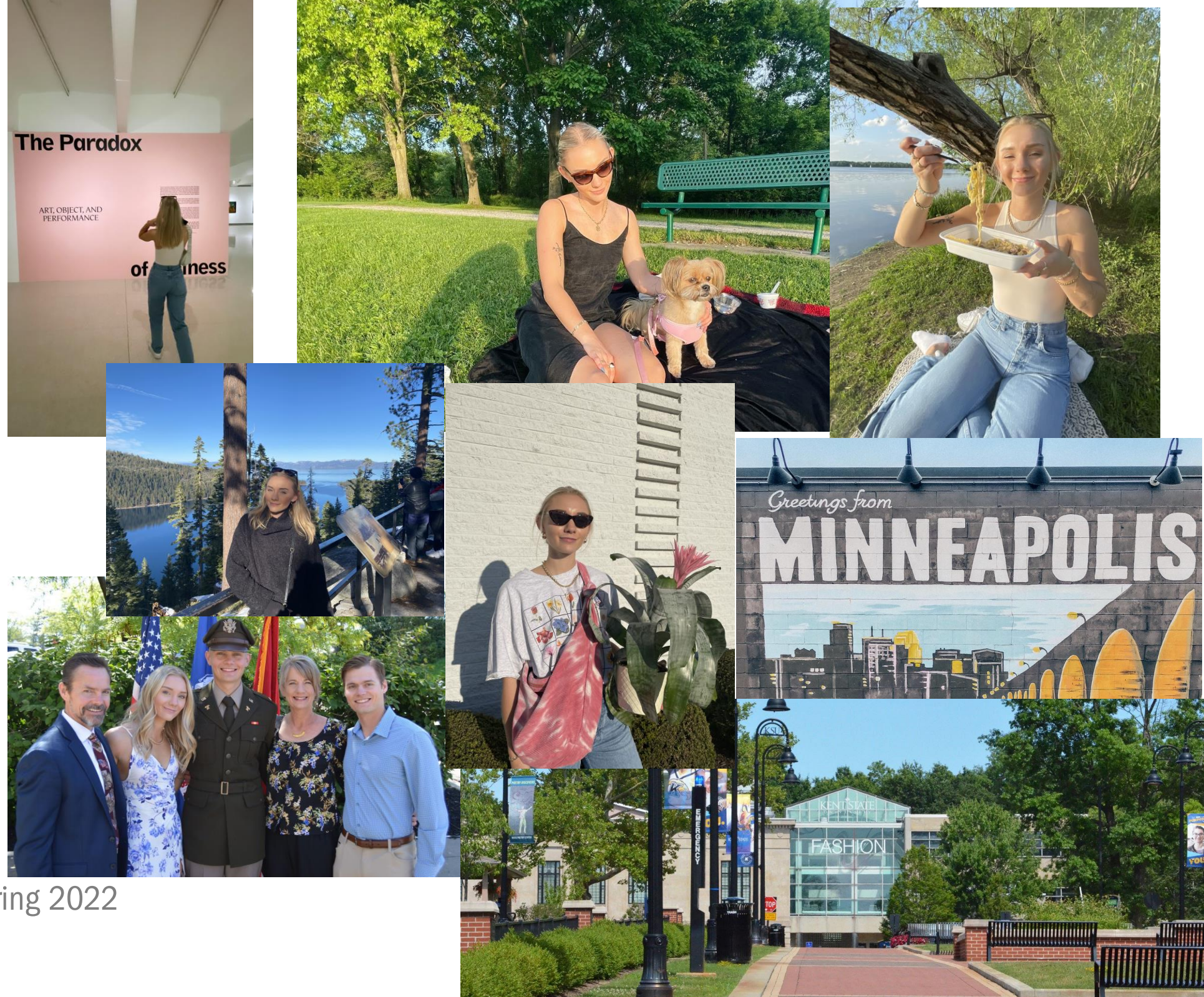


- Graduate Student at North Carolina State University studying Textiles
- Major: Fashion & Textile Management
- Minor: Business Administration
- Softlines Area: Assortment/Competition/Own Brand
- Work Experience:
 - Retail Assistant at vestique
 - IT Intern at Hanes Brands
 - Social Media Engagement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



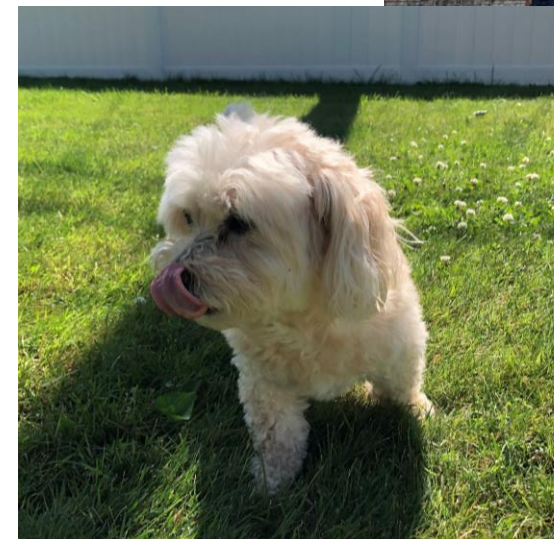
Anna Fox

- 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

- Fulfills 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



67%

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



55%

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

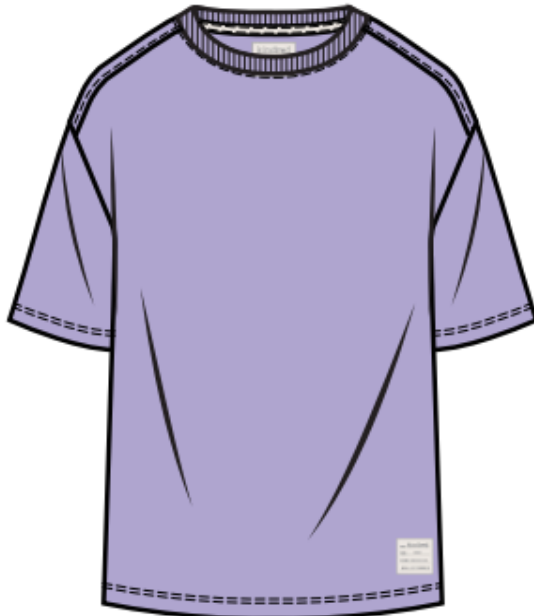
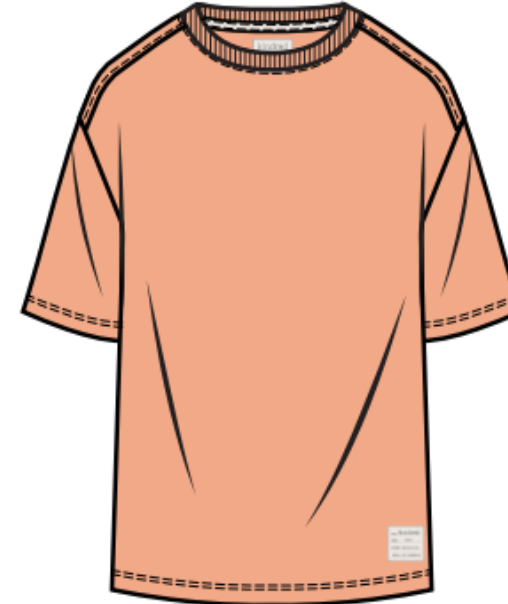


Feedback



Feedback

Assortment: T-shirt



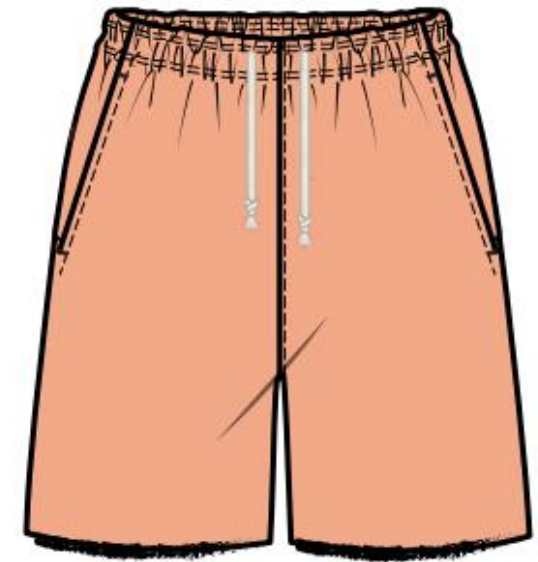
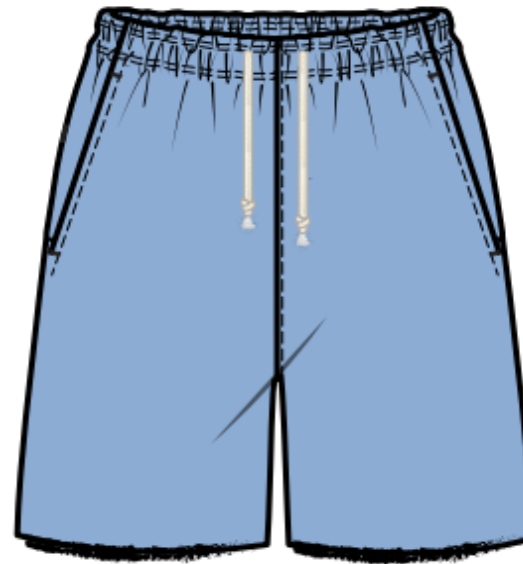
Assortment: Long Sleeves



Assortment: Joggers



Assortment: Sweat Shorts



Hangtags and Branding



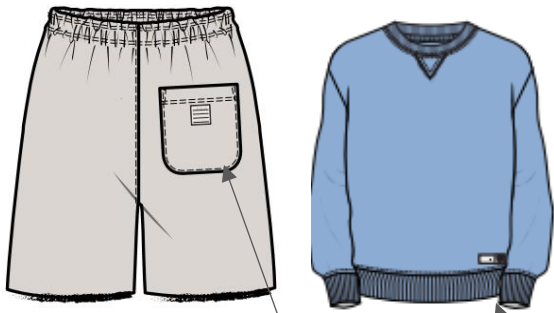
Hangtags



Neck Tag



Neck Tape



Patch

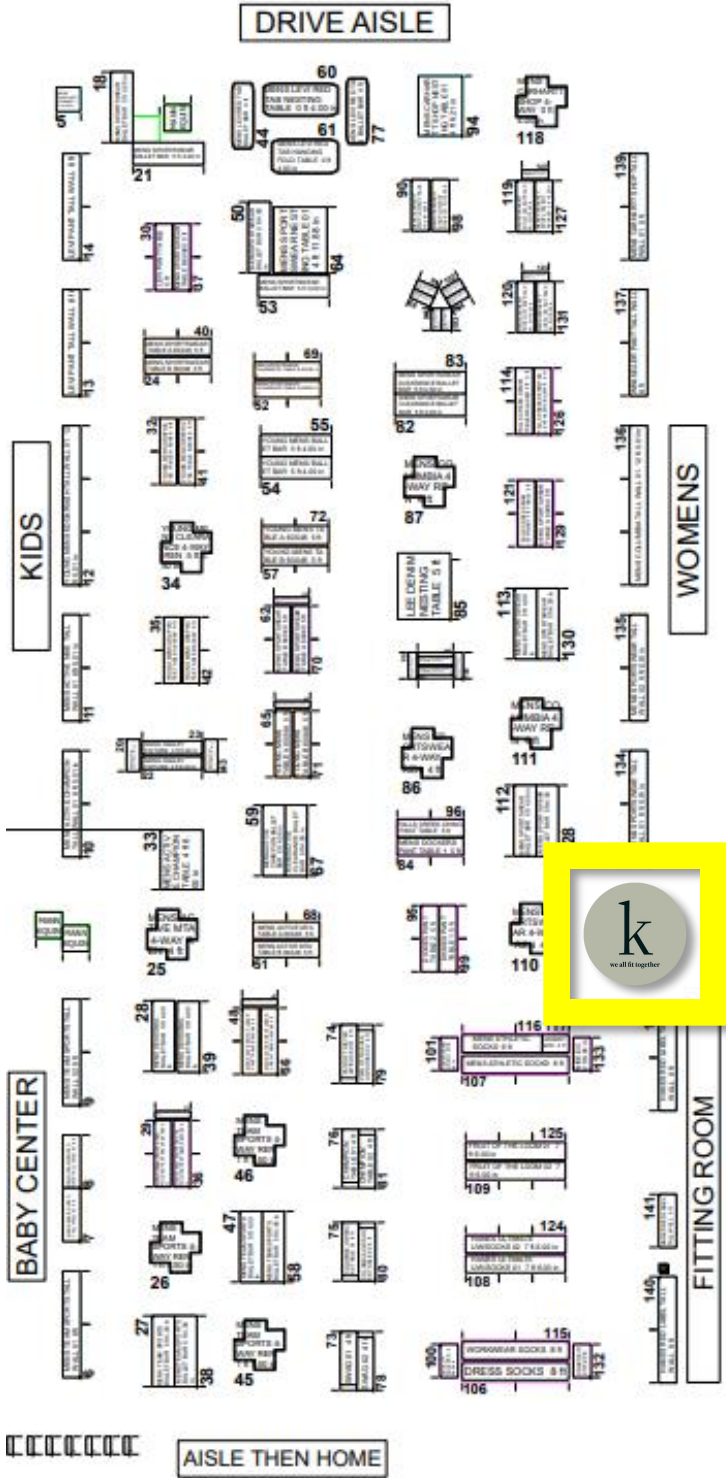
Sizing

	<u>BODY LENGTH (BOXY TEE)</u>	<u>CHEST WIDTH (BOXY TEE)</u>	<u>WAIST</u>	<u>INSEAM (PANT)</u>	<u>SHORT</u>
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



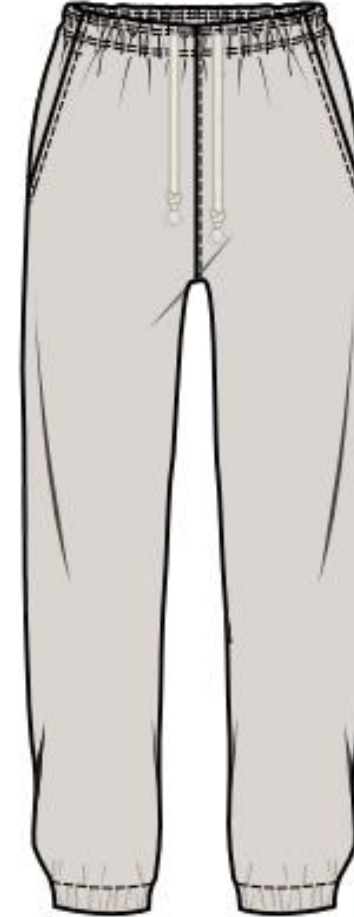
\$15



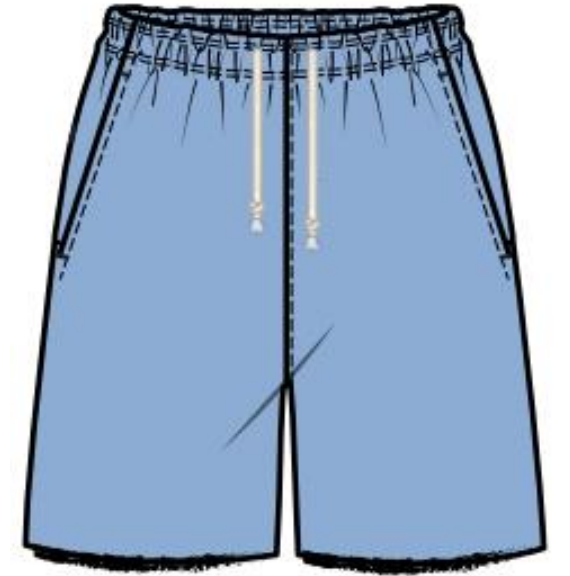
\$40



\$35

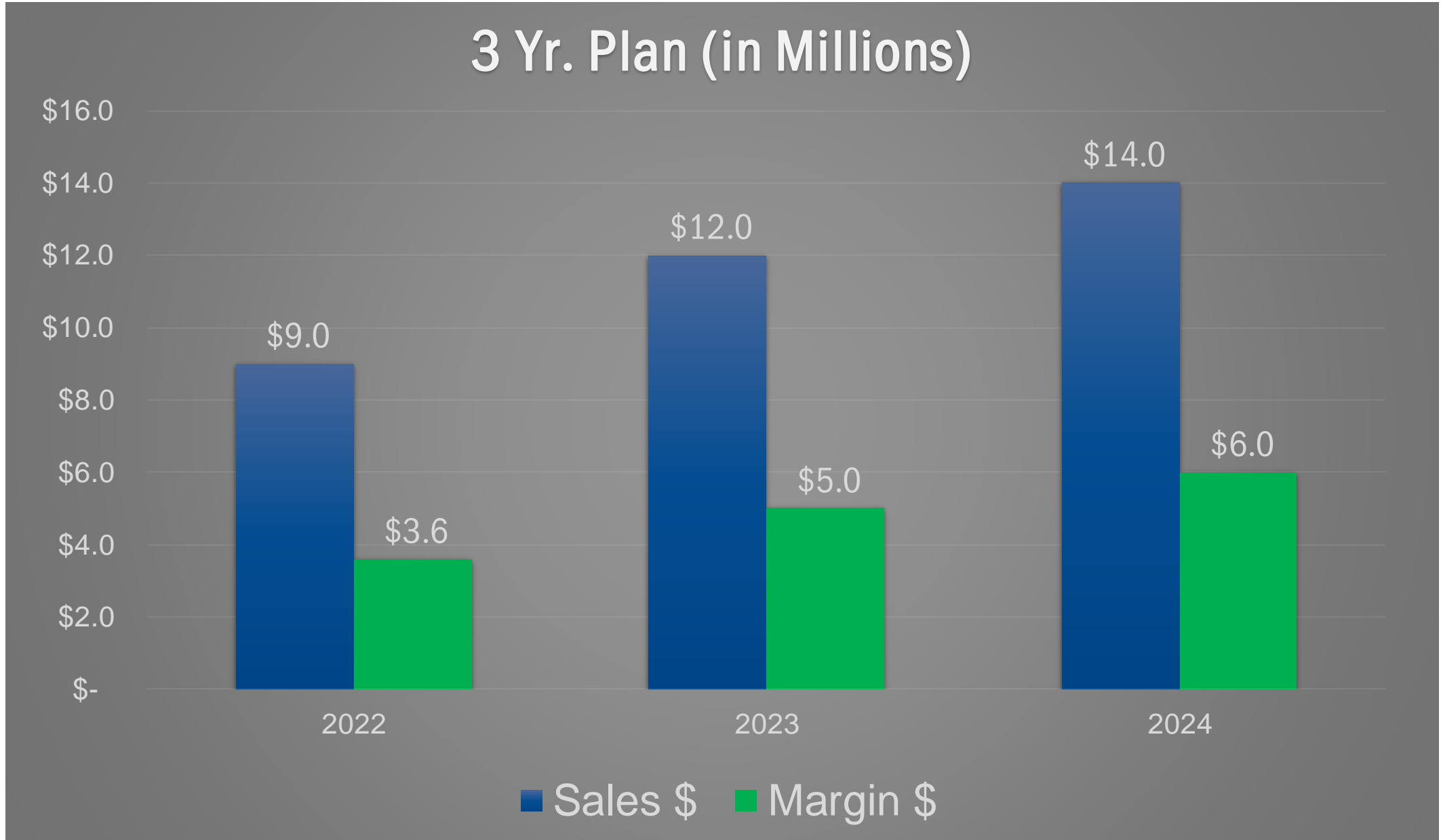


\$35



\$25

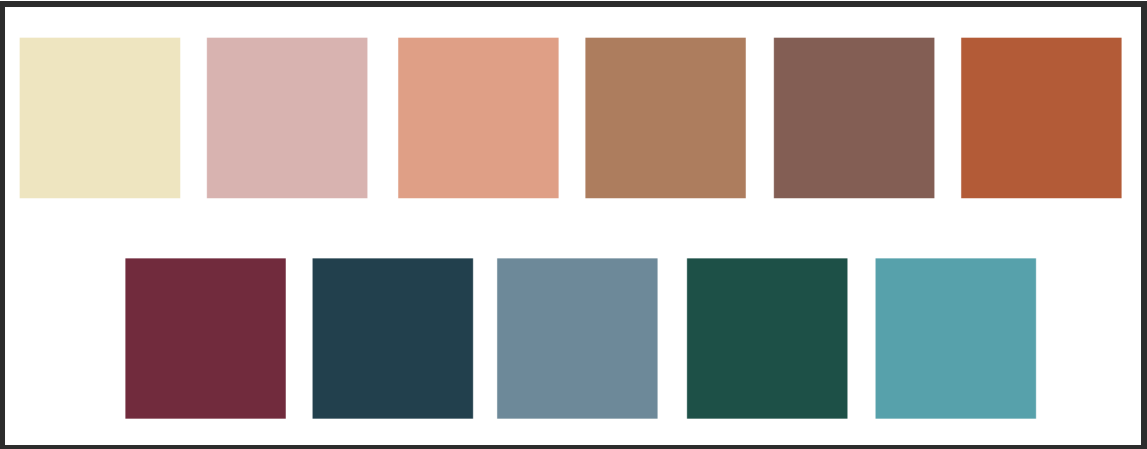
Financials



\$35M
3 Yr. Total

Growth in Assortment

Fall 2022 & Beyond



Supply Chain/Logistics/Product Flow

Serena Marin

Supply Chain

Overview

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



DÉCOR + **meijer**®

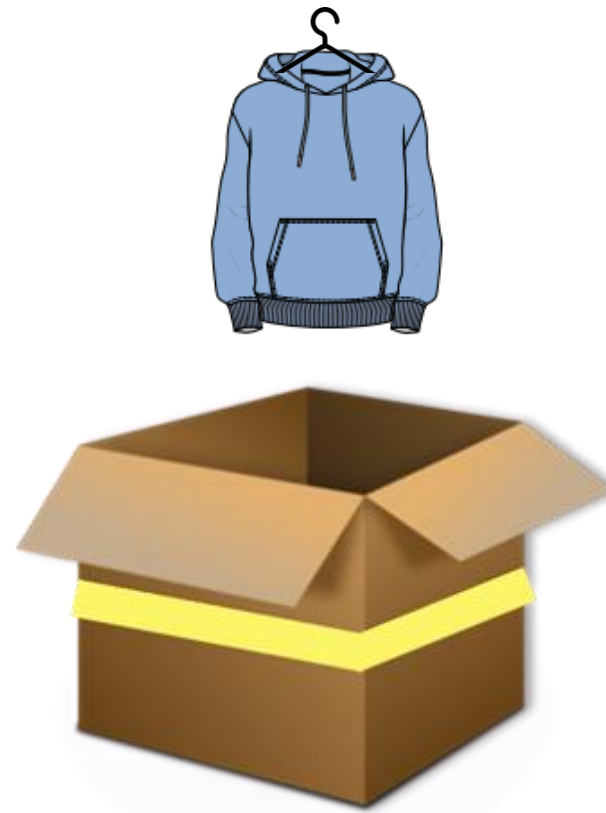
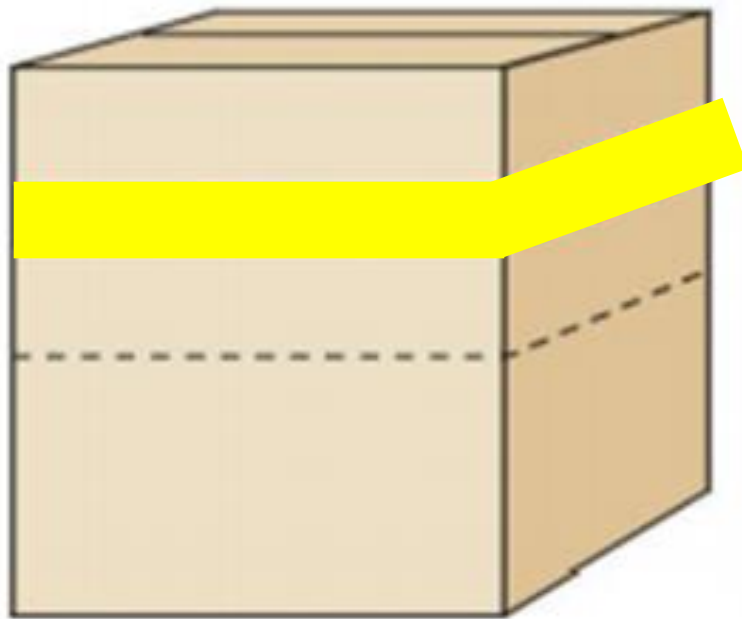
Supply Chain

Visualization



Product Identification

Color Banding



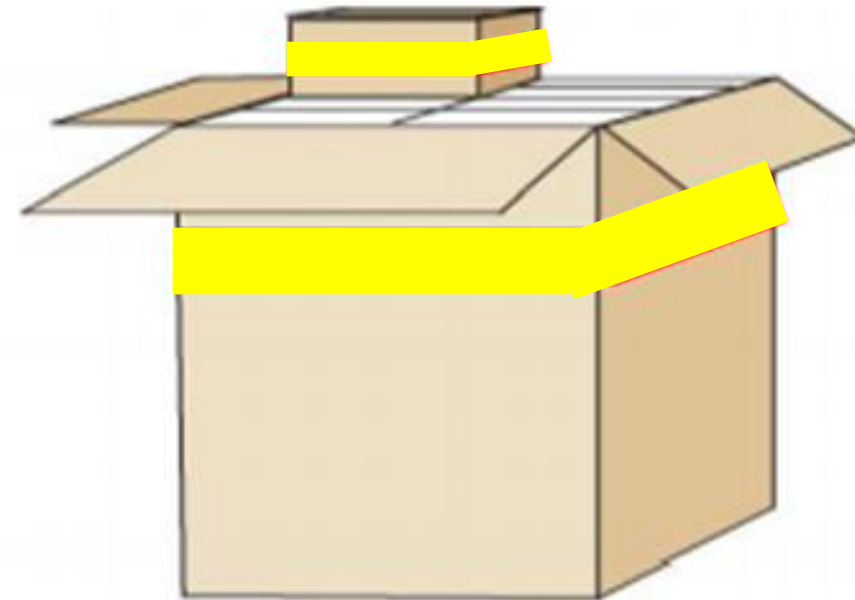
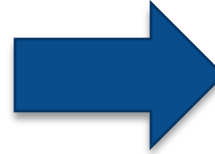
- Easily Distinguishable
- Creates Excitement
- Improve In-Store Execution

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

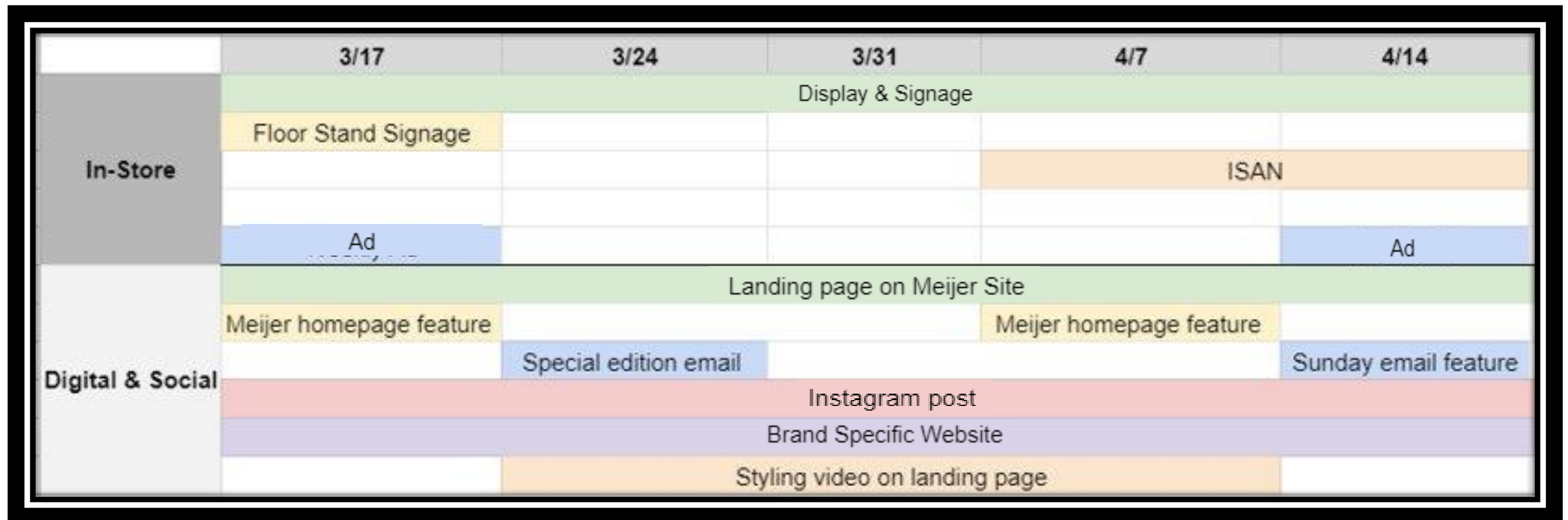


Marketing/Promotion

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

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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




We All Fit Together





Find mix and match athleisure pieces to style your way

Lounge for Every Body 



Shop For All



French Terry Hoodie
Reg \$40
Now \$30

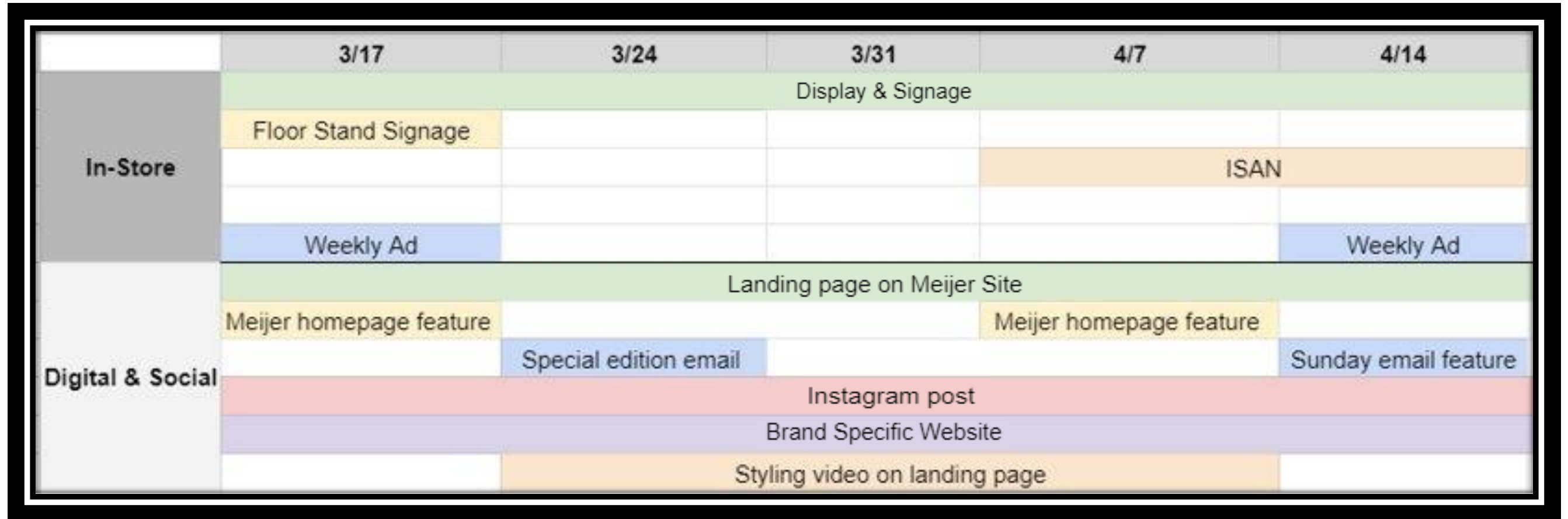


French Terry Jogger Pant
Reg \$35
Now \$26.25

Digital/ Customer Experience

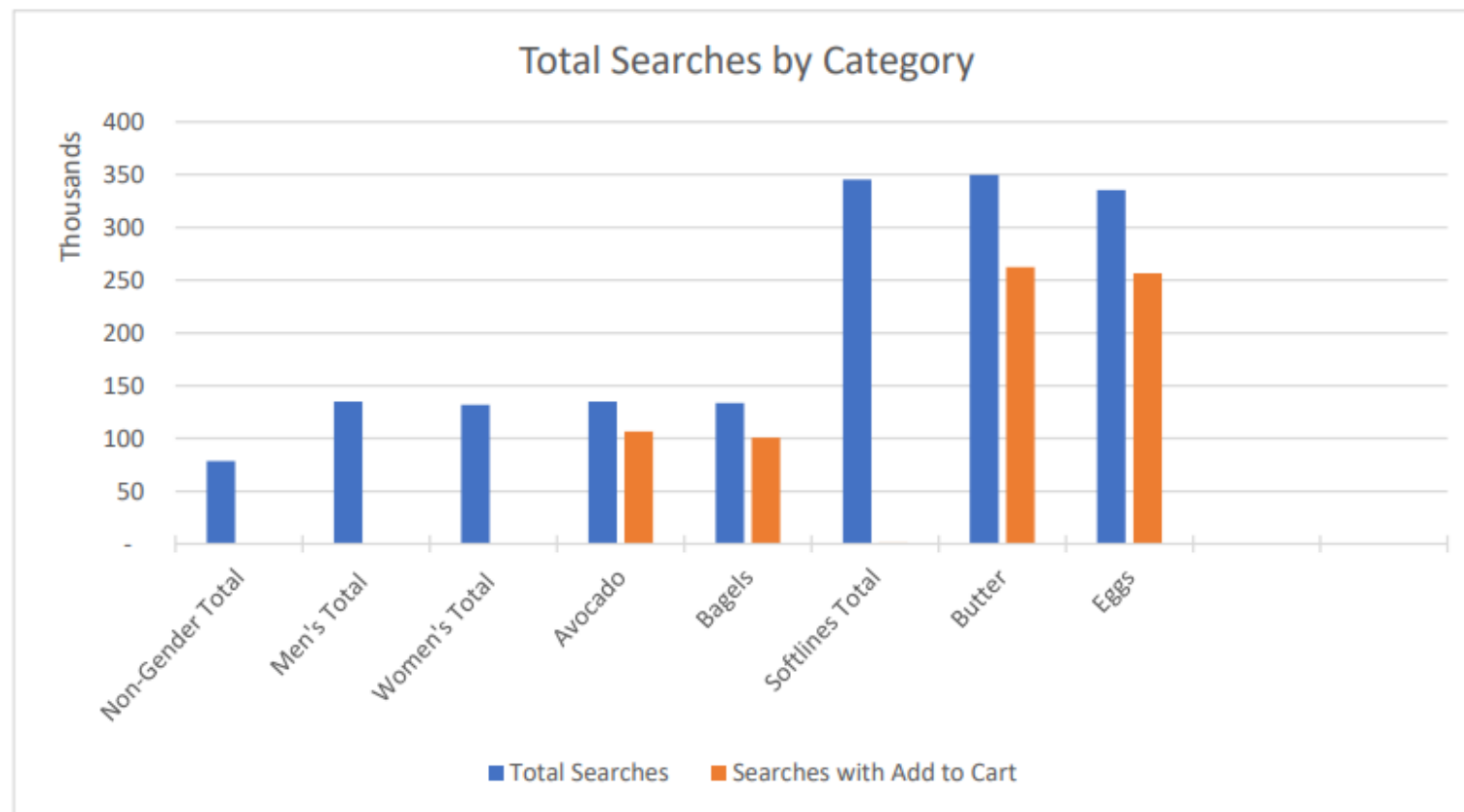
Anna Fox

Digital Timeline



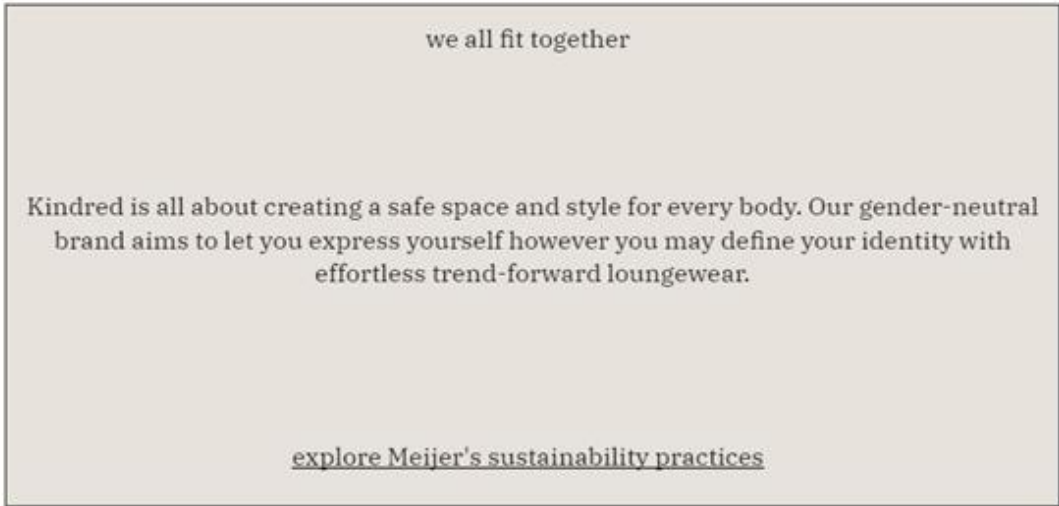
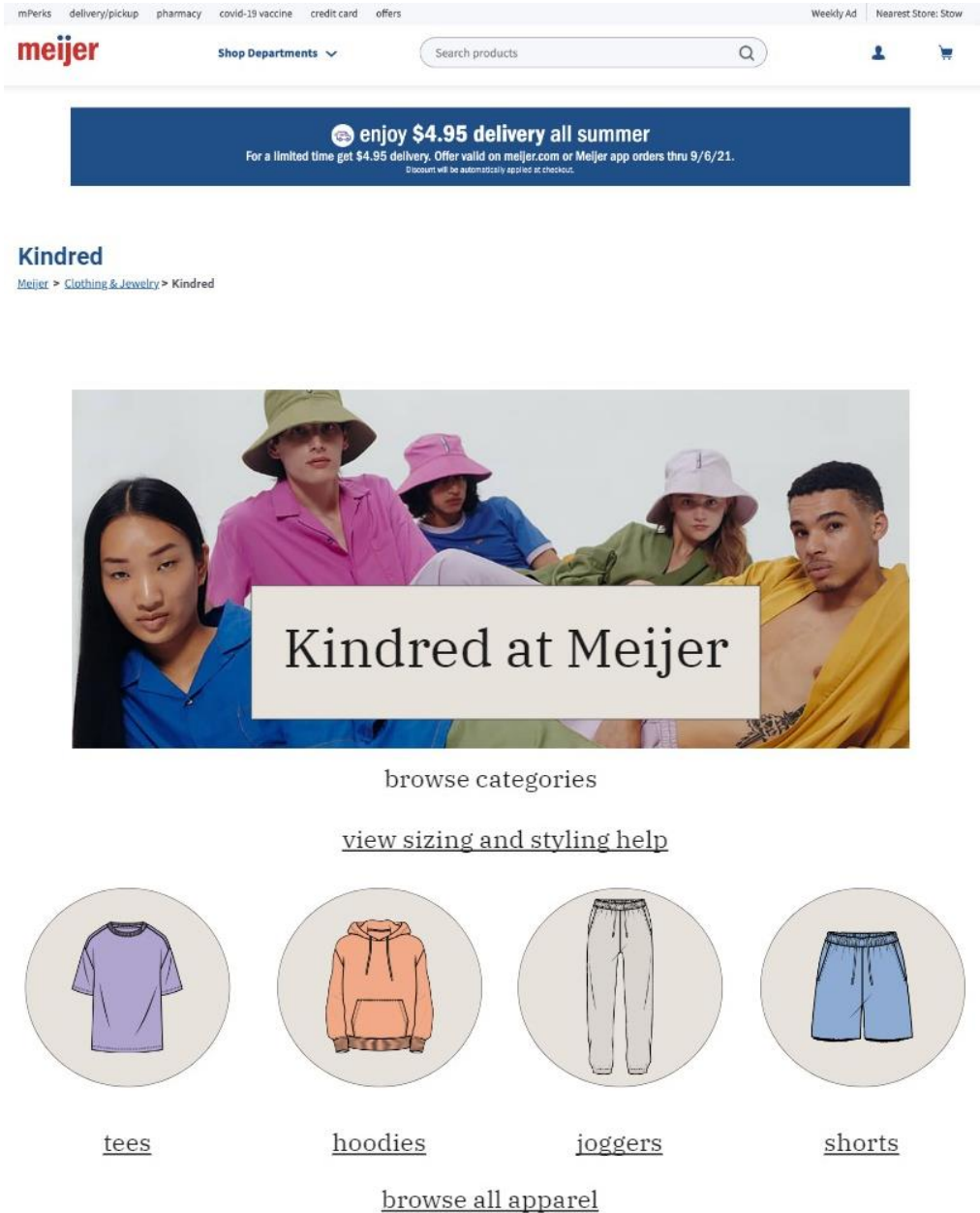
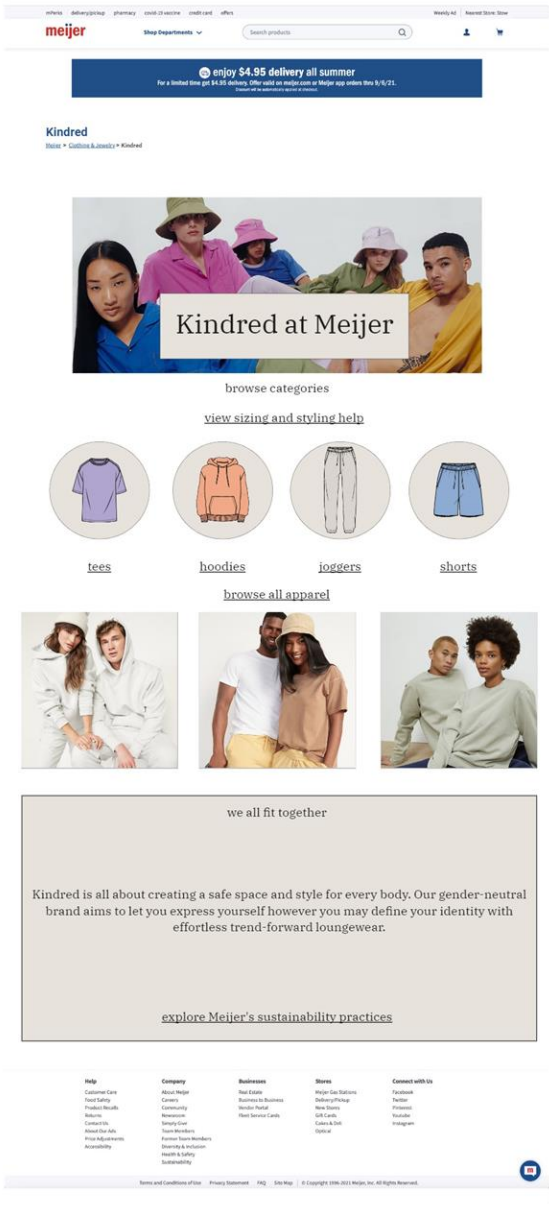
Search Data Supporting the Need for Softlines Online

	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%

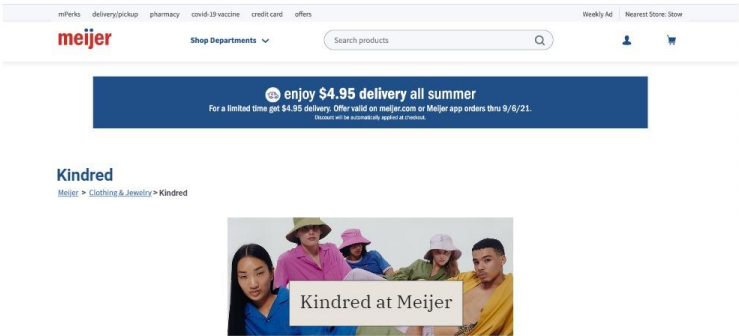


- Represents the need for an online Softline's presence
- Shows missed conversion rates compared to grocery conversion at the same search level

Landing Page for Current Softlines Capabilities



Sizing Help on the Meijer Site



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:



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.



clearance **30-50%**
off original prices
men's, women's and kids' apparel, shoes & accessories*
Valid thru 7/15/21. Exclusions apply. See in-store clearance stickers and signs.



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:



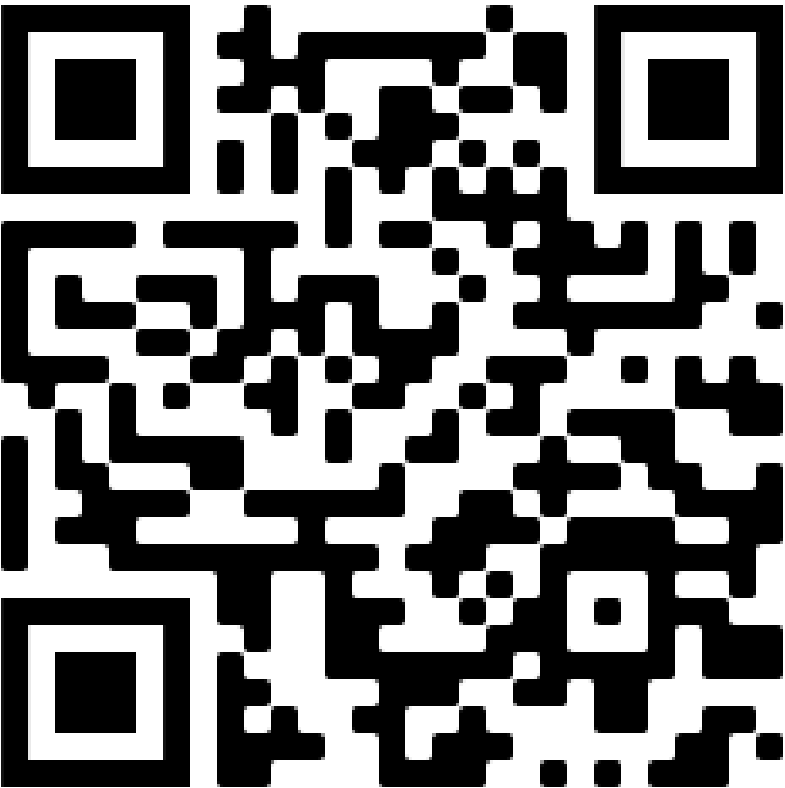
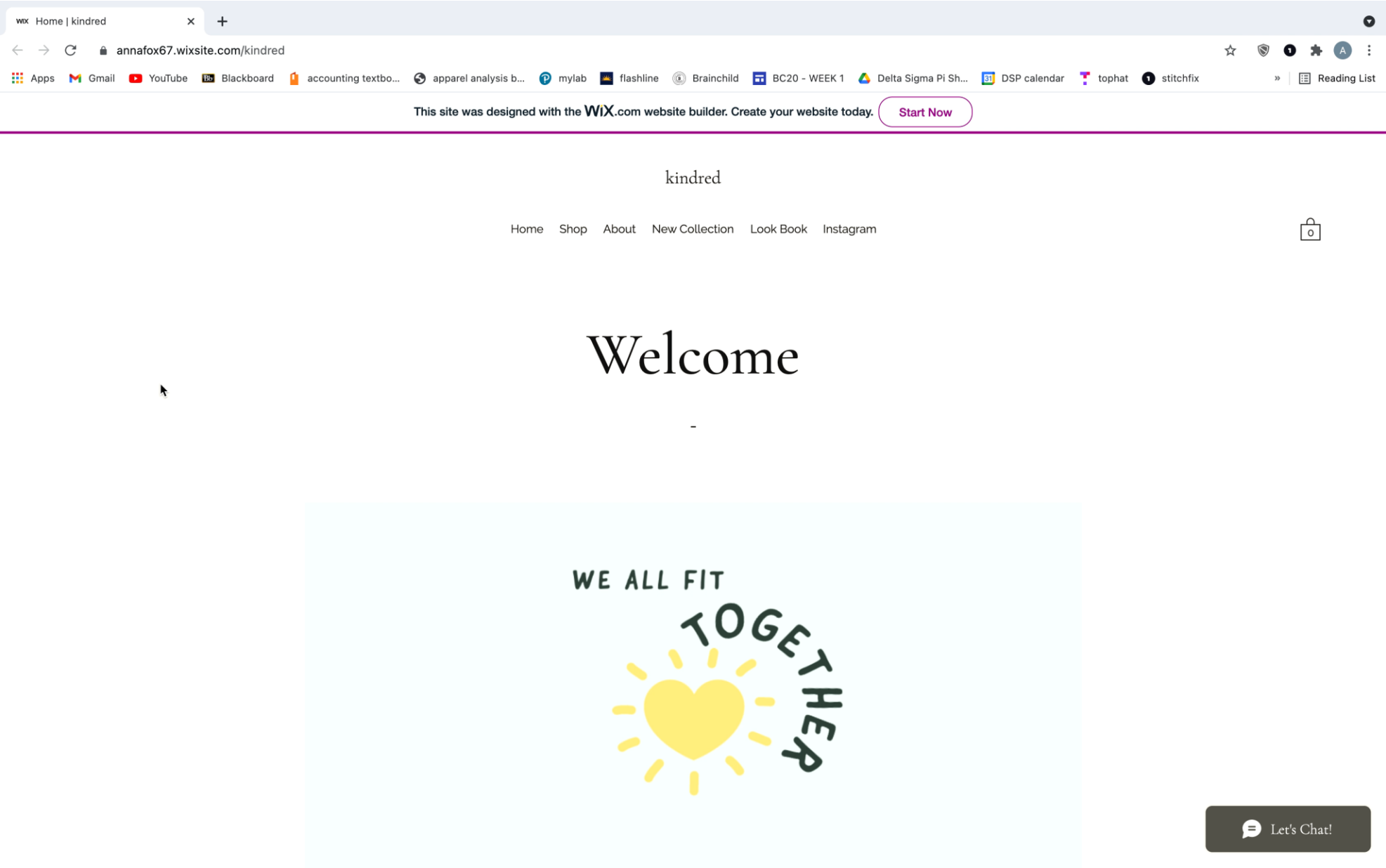
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Fine print:

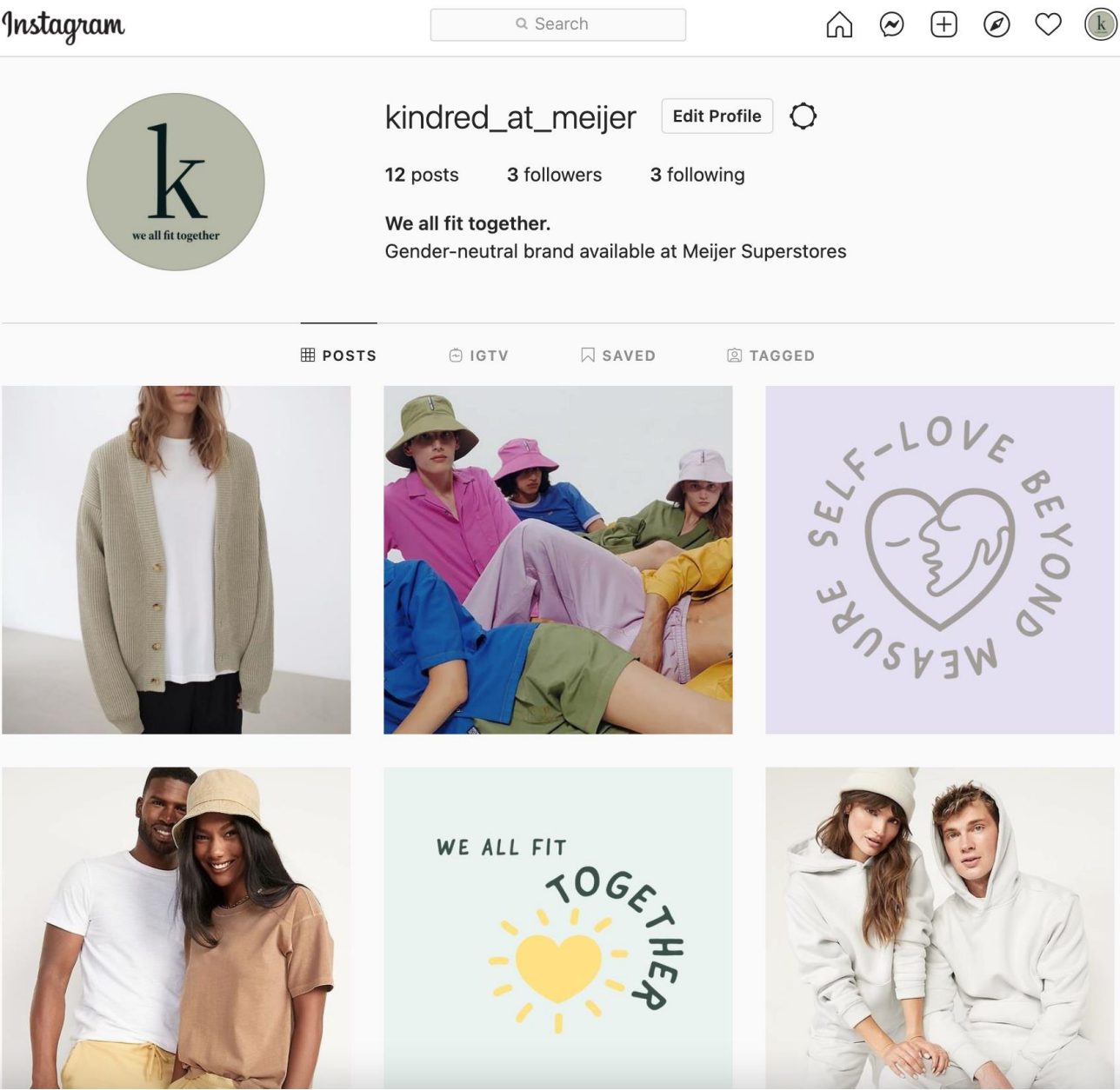
*Ad dates and offers vary by market. mPerks offers good with mPerks digital coupon(s). All coupons in mPerks bundles must be used to obtain maximum savings. See coupon(s) for terms. Buy one, get one (BOGO) promotional items must be of equal or lesser value. Special pricing and offers are good only while 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



Instagram Concept



Instagram Stories




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NOW AT MEIJER.






WE ALL

fit together







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WE ALL FIT TOGETHER

IS ALL ABOUT FINDING A SAFE SPACE AND STYLE FOR EVERY BODY. EXPRESS YOURSELF FULLY, NO MATTER YOUR IDENTITY, WITH TREND-FORWARD LOUNGEWEAR AND MORE.



↑
SWIPE UP



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