

The background image shows two people from behind, standing on a rocky, uneven shore. The person on the left has long blonde hair and is wearing a blue backpack and light-colored shorts. The person on the right has dark hair and is wearing a maroon t-shirt with the words 'KATIE' and 'URBAN OUTFITTERS' printed on the back. The scene is set against a backdrop of a body of water and a hazy, overcast sky. The entire image is framed by a thick black border.

CADS 5760/6760 Final Group Project

Group 5

URBAN OUTFITTERS

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Kang, Janneke Cobb, Katie Becker, Lesley Johnson

“In Toto”: In-All

In Toto specializes in improving brand inclusivity, forecasting innovative ideas to improve consumer’s shopping experience.

Current Clientele:

URBN

(Anthropologie, Urban Outfitters, & Free People)

Past Clientele:

Levi’s, Madewell, Topshop, American Eagle & Pacsun

Total of **50** Employees

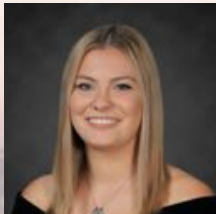




Karson Cook



Hyeonjin Kang



Janneke Cobb

In Toto; Who are we

- ★ Founded in Spring 2004
- ★ Headquarters in Chicago, IL
- ★ Locations in New York, NY,
Tampa, FL, and Nashville, TN

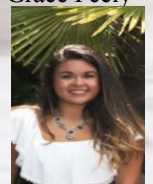
Our mission statement is to expand our client's brand image to be inclusive and to be transparent to their consumers. We strive to help complete our client's brand goals.



Maddox Johnson



Grace Feely



Caitlyn Adams



Katie Becker

Urban Outfitters Background

- ★ The idea of Urban Outfitters was **born in 1973** by two college roommates *Dick Hayne and Scott Belair*; both looking for a project idea for a business class.

free people

“Free people” was the name of the original store; focused on vintage, second-hand clothing, jewelry, and home decor for early twenty-somethings.



Urban Outfitters Background Cont.

- ★ The “Free People” business project was a success (they received an A on their college project). This led to them opening more stores; along with creating *Urban Outfitters*.
- ★ By 1995 stores began popping up everywhere in places like New York, Chicago, D.C., etc.



Urban Outfitters Background Cont.

- ★ “Urban Outfitters was labeled “unconventional” due to their relaxed atmosphere, music, and merchandise they carried.
- ★ You could find vintage band tees, to records, to rugs, to even a coffee mug. It had such success because of the way they attracted the youth culture that wanted to cross the line and stand out, but also stay on trend.



Competitor Analysis: TJ Maxx

Similarities:

- ★ Name brand items
- ★ Similar target market
- ★ International market (In-store expansion)

Differences:

- ★ Major price point difference
- ★ Urban has private label clothing
- ★ TJ Maxx is more similar to a 2nd-hand store by re-selling private brand's apparel, and organization of merchandise.



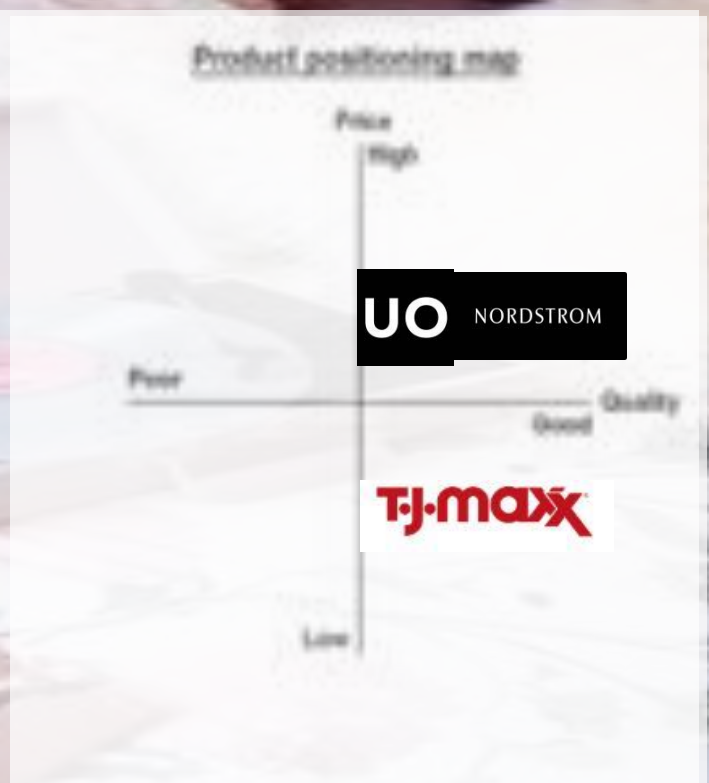
Competitor Analysis: Nordstrom

Similarities:

- ★ Immersive customer experience
- ★ Great customer service.
- ★ Carries a wide category range of merchandise (i.e., Beauty, home goods, decor, fashion, jewelry and accessories, music, electronics, etc)

Differences:

- ★ Different age group target market
- ★ Department store



SWOT Analysis- TJ Maxx & Urban Outfitters

Urban Outfitters

Strengths:

Strong distribution network
Highly skilled workforce through successful training and learning programs.
Product innovation
Strong Brand Portfolio

Weaknesses:

Lack of investments in new technologies.
Gaps in the product range sold by the company.

Opportunities:

New trends in the consumer behavior
New technology

Threats:

Intense competition
No regular supply of innovative products
Imitation of the counterfeit and low quality product

TJ Maxx

Strengths:

Low Price Strategy
Good Annual Sales

Weaknesses:

Customer service
Organization of merchandise

Opportunities:

Expansion of stores
International Market

Threats:

New Competition
Pricing of competitors

Company Analysis

Urban Outfitters carries a small, but frequent inventory flows in a broad array of products across a range of categories.



The merchandise offered captures a unique style, vintage clothes, and furnishings.



New and classic styles are offered in apparel, kitchenware, home goods, and decorative items.

Assortment:

Womenswear

Menswear

Intimates

Accessories

Home

Beauty

Wellness

Footwear

Company Analysis: Brand Image



Urban Outfitters brand image is known for capturing Millennials, some called it the Youth's Playground. They are known for using UO rewards by taking advantage of an increase in technology in merchandising, engaging millennials in their community through social media, and by letting consumers voice be heard through feedback.

Company Analysis

Competitiveness of the brand

UO differentiates from its competitors through innovative merchandising and introducing new products to their consumers



Trends **New** On Campus Bedding Furniture Art + Décor Rugs + Curtains Lighting Kitchen + Bar Bath Vintage **Sale**

Urban Outfitter's Target Market

- ★ UO offers an experiential retail environment and a well-curated mix of women's, men's, accessories and home product assortments. Originating as a unique retail experience and community center for creative, college-age customers.

- ★ *URBN targets many consumers through their various individual brands:*

- Anthropologie- older target market
- Free People- highly sustainable conscious target market.

ANTHROPOLOGIE

free people

UR
BN

Urban Outfitters Target Market cont.

Stores are primarily located in large **metropolitan areas**, select university communities, specialty centers and enclosed malls.

Stores accommodate customers' propensity not only to shop, but also to congregate with their peers.



Urban Outfitter's Target Market

Age: Millennial (Gen Y)-Generation Z.
Ages 18-30

Income: Teens to Young adults with
well-off parental guardians.
Parental guardian Income range 300k+

Education: college students-young adult
graduates

Ethnicity: Targets all



Urban Outfitter's Target Market

Young adults who are culturally sophisticated, self-expressive and concerned with acceptance by their peer group.

Characteristics of target consumer include:

Skating, student life, appreciation for film and music, individuality, etc.



Likes- pop culture, nostalgia, vintage, athletics, name-brands, stationary, games, interior design, etc. Sustainability, and reading.

News: UO expanding home goods line, Champion resurgence through being retailed at UO, possible UO "Without walls" athleisure brand.



UO's Target Market Cont.

- ★ **Dominating technology-** Cameras, photography, record players, music, cassettes, mini-refrigerators, trendy nick-nacks, etc.
- ★ **Dominating attitudes-** Primarily Gen Z characteristics including; feminism, individuality, healthy lifestyle, acceptance, inclusion, culturally sophisticated, self-expressive and concerned with acceptance by their peer group.
- ★ **Dominating events-** Amazon forest burning, ISIS events, mass shootings, me too, gay rights legalization, trans rights, LGBTQ+ acceptance and positivity, cannabis legalization, vaping phenomenon, Global warming.

A-3: Current Fashion Trend Analysis

Women's fall collection features graphic tees, flannels, skirts (wrap and plaid), sweaters, and accessories.



They emphasize a lot of different patterns with their flannels, plaid skirts and cheetah prints. Fabrics include but are not limited to faux furs, cottons, flannels, denims, and other fall soft knit materials.

Theme is earthy, almost flower child like because a lot of their merchandise was photographed in open fields. Their colors range from neutrals to primarys.





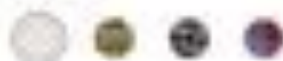
Quick Shop

Avec Lee Faux Fur Mink Belted Coat
\$349.00



Quick Shop

UO Damen Notched Peplum Mini Skirt
\$49.00



Quick Shop

UO Esme Fisherman Beanie
\$12.00



Compare and Contrast: Pantone's Autumn/Winter Colors

- ★ “Colors for Autumn/Winter 2019-2020 range from easy and sophisticated to strikingly different and unique,” said Leatrice Eiseman, Executive Director of the Pantone Color Institute.
- ★ “This palette of versatile hues builds a sense of empowerment and confidence, enabling the wearer to choose the colors that best reflect his or her mood and persona.”



YOUTH + AESTHETICS

“Youthsthetics”; enhances lifestyle
with accessories and trending color
schemes

- ★ Driven by Technology and Playfulness
- ★ Used to target the Millennial crowd (18-30 yr olds) that Urban Outfitters caters, focusing on an active, enriched life.

Youthsthetics

Social Media Marketing

- ★ **Social media** is the leading marketing trend for millennials and Generation Z.
- ★ Advertising products on social media is one of the **largest megatrends** of the 21st century.
- ★ UO's target market **no longer** looks to shop via cable or magazines advertisements.
- ★ **(i.e Social Media Platforms)**
Facebook, Instagram, Twitter, Pinterest, LinkedIn, and YouTube)



Digital Media Marketing



- ★ **Digital marketing** is defined as a unit for building awareness and promoting a brand or product online using all available digital channels.
- ★ **Internet Marketing includes** Website, SEM (search engine marketing (includes SEO and Pay per click advertising), smartphones, mobile markets
- ★ (i.e. Google Play, Apple Store), email marketing, online banner advertising and Social Media.

A “Sharing” Economy

- ★ **Uber, Spotify, Netflix, and Rent the Runway, and nuuly** are all examples of what we call a “*shared economy*”.
- ★ Generation Z are no longer “owning” things, but renting them instead!
- ★ Rental clothing is a rising megatrend for Generation Z, and we are predicting that Urban Outfitters will fully expand on this trend in 5-10 years.



A “Sharing” Economy Cont.

“Nuuly”, created by URBN, is a monthly subscription clothing rental service launched in July 2019.

- ★ \$88/mo.
- ★ Pick up to six items
- ★ Buy, Return, Refill at the end of the month



Choose 6 Items

Four vintage tops and the same dress in two sizes? Six pairs of jeans? One of everything? It's your call



Wear Them Like You Own Them

They're all yours for the next month. And don't worry about laundry or repairs, either—they're included in the plan, no extra charges



Buy, Return + Refill

If you fall in love with something (or everything), buy it. Send back the rest by your billing date and repeat

A “Sharing” Economy

- ★ Rentable clothing isn't an easy change for a mass market industry like UO-- but it's possible. Urban outfitters roots came from buying and selling second-hand apparel and accessories.
- ★ Gen-Z is more environmentally conscious than any past Generation, and they are aware that fashion is a heavy pollutant. Therefore, fashion brands are going to change to keep their target consumers buying their products through promoting sustainability to a higher degree.



B-2- Fall/ Winter 2020 Fashion Trends: Faux Fur

- ★ Faux Fur. “Faux -fur is more than just a trend – it’s prominence on the runways is symptomatic of the fashion world’s growing environmental awareness (Vogue, 2019).”
- ★ Faux Fur is something that you see a lot of young people wearing.
- ★ During the Fall and Winter, Faux Fur jackets, vest, and scarfs are the thing to have as a young adult.



<https://www.vogue.fr/fashion/article/the-17-fashion-trends-you-need-to-know-for-fallwinter-2019-2020>

B-2- Fall/ Winter 2020 Fashion Trends: The 80s



<https://sewport.com/fashion-trends>

<https://www.vogue.fr/fashion/article/the-17-fashion-trends-you-need-to-know-for-fallwinter-2019-2020>

- ★ The eighties are set to make come back in Fall/Winter, this look includes shoulder pads, bright colors, and all the glitter.”We are predicting a return to the ’80s as the dominating style trend over the coming year.
- ★ This means bold shoulders and sharp tailored lines, with bold busy patterns.” This also falls under the megatrend “Youthstethics” because it is all about the right colors schemes and playfulness that represents the 80s.

Key Fashion Fabrics



Recycled Nylon



Organic Thermal Cotton



Reflective yarns, prints, and coatings



Faux fur



Breathable laminated textiles




Performance denim

- ★ A new generation of **nature inspired fabrics**, most are innovative and durable.
- ★ **Recycled synthetics and sustainable fibers** are merged to create a new hybrid set of textiles.
- ★ Sustainability is also pushed as a priority, but with a **new spin from neutral to brighter colors**. Clean technology allows that to happen.
- ★ **Target Market-** Self expression, comfort, uniqueness, versatility.
- ★ **Brand Positioning-** Differentiated by exclusive patterns, prints, and textures.
- ★ “Youthstethics” is a megatrend that has been identified through the growing popularity of certain fabrics through social media.

Fall/Winter 2020 Fashion Trends Framework



URBAN OUTFITTERS



Youthful 80s

- ★ This theme mixes the active lifestyle and desire for trending colors, with 80's style which has come back in.
- ★ This line has elements such as shoulder pads/bigger sleeves in the dresses, baggy casual pants, and high waisted straight line jeans
- ★ Brings back iconic 80's brands like Champion with new youthful twist



- ★ Incorporates social responsibility with a warm, cozy feel
- ★ It is composed of casual faux fur jackets, runway faux fur coats, and a wide variety of accessories including home decor, and shoes.
- ★ Social Media is popularizing faux fur, and creating a community of activists.

Cozy Chic



Ultra Natural
Softness



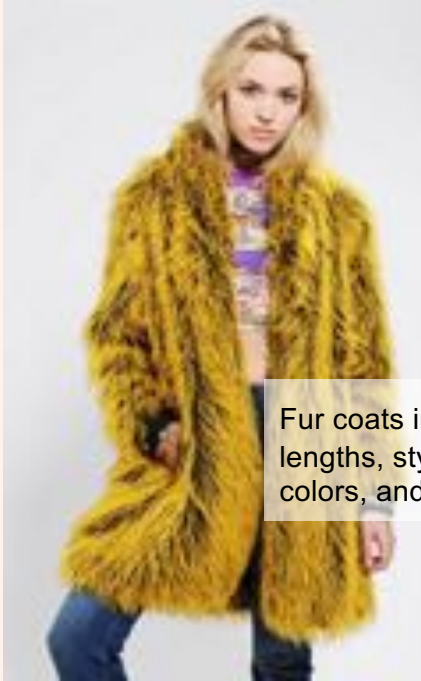
Voluptuous Plush



Constructed
Cables



Cozy Chic



Fur coats in different lengths, styles, colors, and fur length.



Fur Home goods such as pillows, blankets, chairs, etc.



Fur hats, scarves, shoes, etc.

COLOURS

TEXTURES

SAMPLES

COLOURS

TEXTURES

PHOTOS



COZY CHIC

Multicolored
Fabrics
for the Fall
that
makes a
statement
& creates an
edgeless
everyone will
want to recreate

Pearlized
Radiance



Reinvented
Plastic



Crystalline
Texture



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Radical Kumquat



Poseidon Pink



Rebula's Blue

Eat My Shorts



Y O U T H F U L

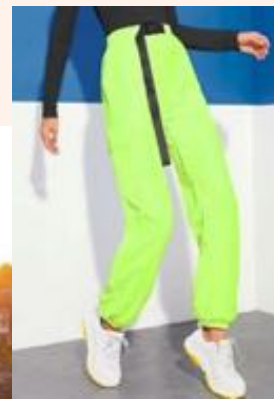
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80's Style Board

Jackets with Shoulder Pads



**Joggers meet
Harem Pants**



80s accessory: The scrunchie



Conclusion

The client company should hire our forecasting agency, In Toto, for help developing their new product line for upcoming Fall/Winter fashion trends because our team is committed to forecasting innovative and plausible trends. Our team constructed thorough research on consumer behavior and we believe that Urban Outfitters' youthful, creative, self-expressive customers will accept and support the faux fur trend because Millennials-Gen Z are socially responsible and more sustainable than past generations. There is also an aesthetic appeal to being "cozy chic". Also 80's trends will create excitement and opportunities for uniqueness and self-expression with vintage 80's wear with a youthful twist. We believe these trends will be accepted amongst consumers.

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