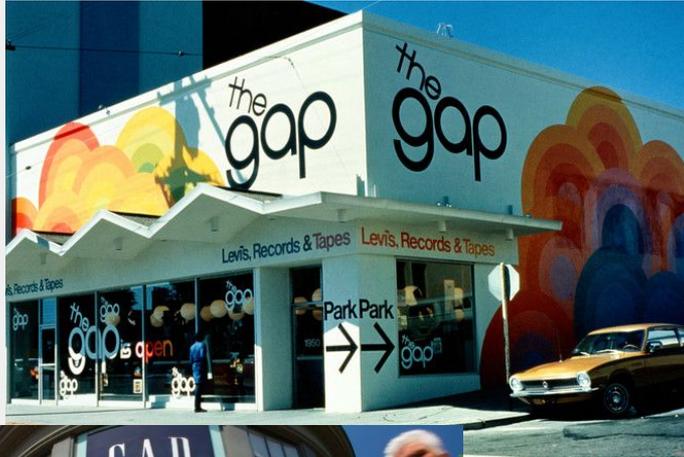




Product Development Reboot
By: Samantha Strandberg

Company History



Operating on an attitude of American optimism, GAP has proven, since 1969, that a simple idea of **commitment** and **ease** can turn into something quite **iconic**. Doris and Don Fisher opened the first GAP store with the intention of providing a **classic and comfortable** interpretation of their denim roots. After all, the idea of GAP came about when Don couldn't find a pair of jeans that fit.

For 48 years, GAP has proven to **embrace a youthful spirit** with the freedom to express one's **individuality**. The single store grew into a global fashion business with five brands under the GAP umbrella: GAP, Banana Republic, Old Navy, Athleta, and Intermix. GAP transformed retail and has been "the right fit since 1969."

Current Status



Currently, there's about 1,278 GAP company-operated and franchise locations around the world. The brand has also increased its online presence to reach about 70 countries. GAP has represented clean, classic, and modern styles as early as the 90's. Through **multiple** brand image changes, the company is **struggling to retain their image** and keep its customers coming back to the store and engaged.

GAP has now **reverted** to some of its older styles in effort to reconnect with its older customer, and has **left out** the new, trendy customer base that is constantly growing. In other words, **GAP is using its past in order to improve its future**. There's no doubt that the 49 year-old brand is in dire need of something totally new and fresh to reclaim its identity.

Current GAP Customer

Geographic Segmentation:

Region: Metropolitan

City Size: Up to 2.5 million

Population Density: Urban

Climate: Temperate



Demographic Segmentation:

Age: 25-45

Gender: Female/Male

Household Size: 2.5

Income: \$45,000 +

Occupation: Working Professionals

Education: Bachelor's Degree



Behavioral Segmentation:

Brand/Store Loyalty:

Undivided

Payment Method:

Credit/Debit Card

Media Usage: Social Media,

TV, Magazines



Sociocultural Segmentation:

Culture: American

Religion: All

Race: All

Social Class: Working-Class

Marital Status: Single, Newly

Married, Family

Novice Shopper

Seeking Convenience & Comfort

GAP Customer Outreach

Geographic Segmentation:

Region: Metropolitan
City Size: Up to 2.5 million
Population Density: Urban
Climate: Temperate

Demographic Segmentation:

Age: 18-24
Gender: Male/Female
Household Size: 1.5
Income: Up to \$30,000
Occupation: Full-Time Student
Education: Pursuing College Degree



Behavioral Segmentation:

Brand/Store Loyalty: Switchers
Payment Method: Debit/Credit Card
Media Usage: Varying Social Media

Sociocultural Segmentation:

Culture: American
Religion: All
Race: All
Social Class: Business Professionals
Marital Status: Single
Psychographics: Explorer

Positive & Easy-going

Convenience & Trend

The New Alternative

Autumn/Winter 2019

GAP's loyal customer base, and potentially new customers, are looking for that *added edge* in his or her day and night attire while still remaining classic to the brand. To feed that desire, we will be launching *The New Alternative* come Fall 2019. This collection will include faux-leather statement pieces, faux-leather-detailed denim, studs, and accessories. *All pieces can be used day-to-day* or even on the playground for our GAP kids.

This collection will have men's and women's apparel and accessories, as well as boy's apparel to coincide with the collection. You will see like-details in trimming, embellishments, and finishings in all product categories. Women will see flirty, with a *smidge of edge* in the collection. Men will have a similar edge and *ruggedness*. Our GAP kids will be styling on the school yard with smaller elements of The New Alternative throughout and brighter versions of the color trends. We want The New Alternative to *reach a new, younger demographic* while appealing to our loyal customer base. From faux-leather jackets to statement accessories, *GAP's New Alternative has you covered*.

Why?

Classic GAP basics **BUT** slightly elevated for the 'day to night' transition **OR** so your little tyke can look styling for an **Instagrammable** moment



Collection will provide one's **daily needs** for the schoolyard, workplace, or errands with the detailed elevation of **The New Alternative**



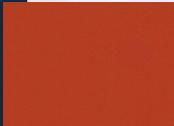
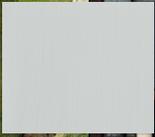
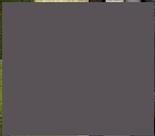
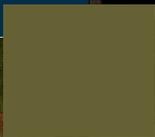
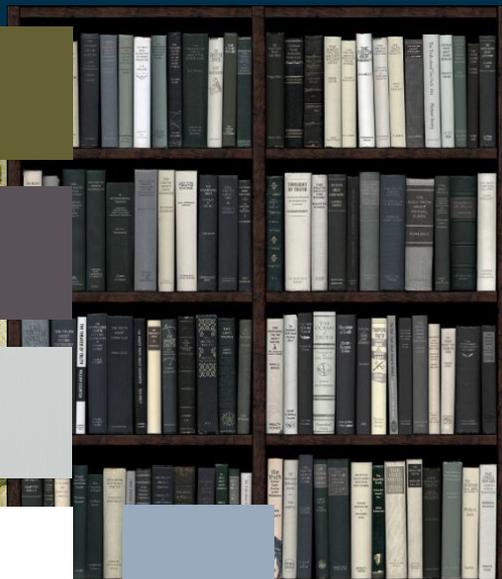
All one has to do is spray on some fresh perfume, cologne, or grab your pre-packed lunch with ants-on-a-log and you are out the door with **The New Alternative**



Autumn/Winter 2019 Trend Forecast



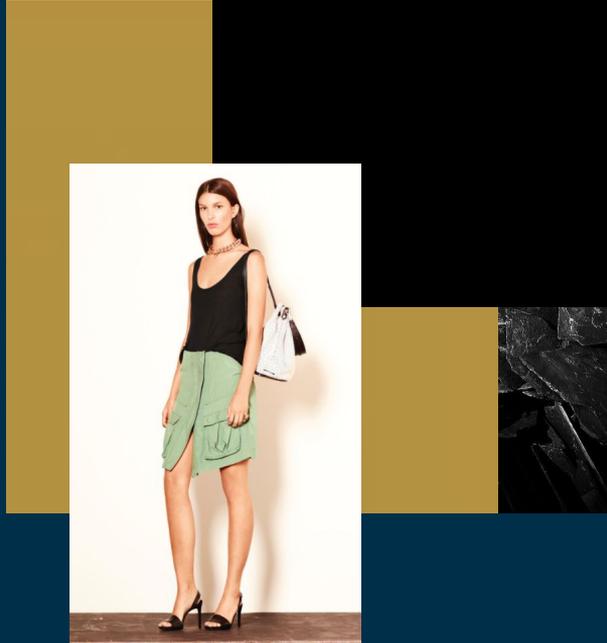
Color



For A/W 2019, we will see a mixture of warm and cool tones as the season progresses. Color will be interchangeable and work well together as a collection. Inspiration is drawn from natural elements since this generation has become focused on one's connection with the elements and finding their inner explorer.

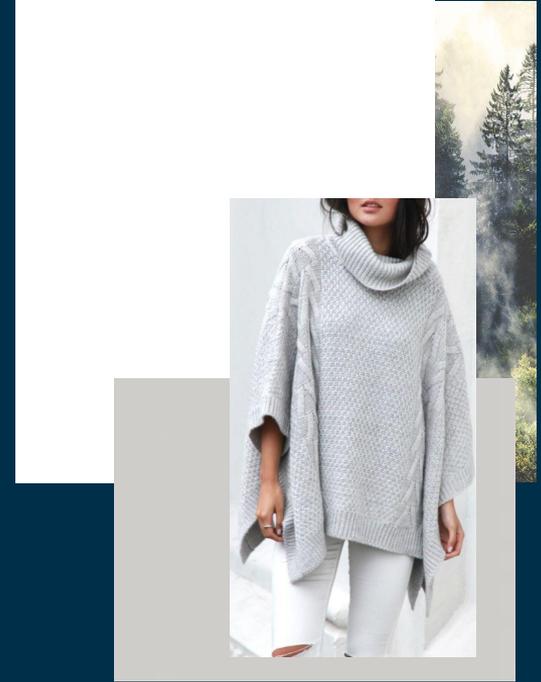
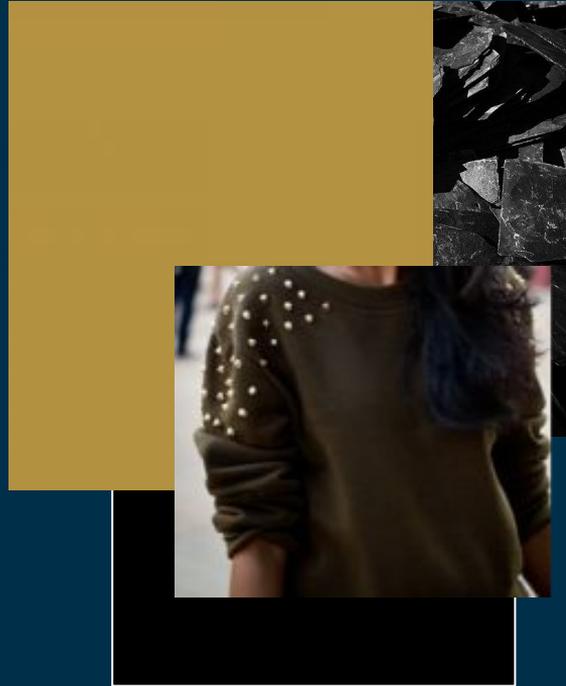


Women's Tops



Seasonal color alternatives allow her to add vibrant and neutral color tones while transitioning from day to play in her wardrobe

Women's Sweaters



Neutrals and rich fall hues will bring a bit of warmth to her wardrobe while still keeping it classic for day and night

Fabrication



For A/W 2019, faux leathers and furs are playing a big role in linings and detailing. Applique and patchwork will be making statements based on the upcycling movement with fabrications. Flannel, chino, and jersey cottons will be staples in everyday wear and apparel. It's also about durability for one's explorative and childlike side.

Women's Tops



Classic fabrics that play on comfort will be accented by chambray, beading embellishments and leather details to elevate her wardrobe while incorporating timeless basics

Women's Sweaters



With accents of pleather, appliques, and beading, her wardrobe will elevate from work to 'out on the town'. Classic GAP fabrication of merino, knits, fringe, and denim will complete her closet with everyday essentials

Silhouette



A mix of classic silhouettes with innovative details. Bell sleeves, embellishments, cropped cuts, and fringe will be incorporated throughout our vision for the collection. Structured and tailored looks in tops and bottoms are consistent within A/W '19 for both men and women. Children's line will allow for movement and play with a bit of structure to emulate the menswear.

Women's Tops



For A/W 19 Women's Tops play on classic styles with an added flare. T-Shirts, blouses, and shirts have added details such as ties, belle sleeves and draped fabric to elevate her wardrobe. Elevated basics ensure transitional styles to shift from each season while still offering comfortable staples

Women's Sweaters



Standard collar cardigans will be taken in a whole new direction to fringe and vest styles. Flowy for her and her individuality



Comfort is key, selection of loose fitting and A-line silhouettes allow her the creativity to accessorize and be on the move

6 Month Stock to Sales Plans

Classification Plans

Women's Sweaters Classification Plan

		Cardigans					
Plan - This Year							
Plan	AUG	SEP	OCT	NOV	DEC	JAN	Total
Beg.Month Stock	60.6	82.6	112.2	138.8	117.8	108.6	620.7
Sales	30.9	47.1	51.1	86.3	70.5	68.1	354.0
Purchases	48.4	89.3	55.3	84.5	98.4	79.4	455.2
End Month Stock	68.8	112.2	104.1	117.8	108.6	73.4	585.0

		Pullovers					
Plan - This Year							
Plan	AUG	SEP	OCT	NOV	DEC	JAN	Total
Beg.Month Stock	24.2	41.3	74.8	69.4	73.7	67.9	351.3
Sales	12.4	23.6	34.0	43.2	44.1	42.6	199.7
Purchases	19.4	44.6	36.9	42.2	61.5	49.6	254.2
End Month Stock	27.5	56.1	69.4	58.9	67.9	45.9	325.7

Women's Sweaters Classification Plan

	Merino						
Plan - This Year							
Plan	AUG	SEP	OCT	NOV	DEC	JAN	Total
Beg.Month Stock	48.5	55.1	56.1	34.7	29.5	13.6	237.4
Sales	24.7	31.4	25.5	21.6	17.6	8.5	129.4
Purchases	38.7	59.5	27.7	21.1	24.6	9.9	181.5
End Month Stock	55.1	74.8	52.1	29.5	27.2	9.2	247.7

	Sweater Dresses						
Plan - This Year							
Plan	AUG	SEP	OCT	NOV	DEC	JAN	Total
Beg.Month Stock	12.2	13.8	37.4	52.1	58.9	54.3	228.6
Sales	6.2	7.9	17.0	32.4	35.3	34.0	132.7
Purchases	9.7	14.9	18.4	31.7	49.2	39.7	163.6
End Month Stock	13.8	18.7	34.7	44.2	54.3	36.7	202.4

Women's Sweaters Classification Plan

		Softspun					
Plan - This Year							
Plan	AUG	SEP	OCT	NOV	DEC	JAN	Total
Beg.Month Stock	84.8	68.8	56.1	17.4	14.7	13.6	255.4
Sales	43.3	39.3	25.5	10.8	8.8	8.5	136.2
Purchases	67.7	74.4	27.7	10.6	12.3	9.9	202.6
End Month Stock	96.4	93.5	52.1	14.7	13.6	9.2	279.4

		Other					
Plan - This Year							
Plan	AUG	SEP	OCT	NOV	DEC	JAN	Total
Beg.Month Stock	12.1	13.8	37.4	34.7	14.7	13.6	126.3
Sales	6.2	7.9	17.0	21.6	8.8	8.5	70.0
Purchases	9.7	14.9	18.4	21.1	12.3	9.9	86.3
End Month Stock	13.8	18.7	34.7	29.5	13.6	9.2	119.4

Two Month Buying Plans

Women's Sweaters-Cardigans & Pullovers



Retail: \$59.95



Retail: \$69.95



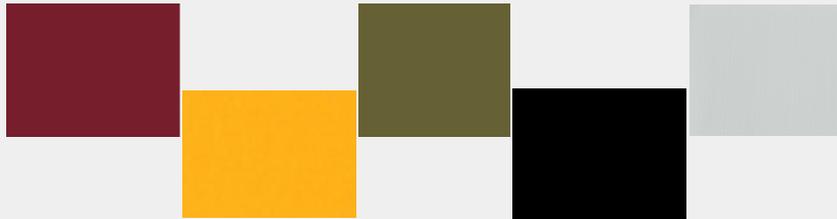
Retail: \$69.96

Cardigan Total Units Sept: 523

Cardigan Total Units Oct: 605

Pullover Total Units Sept: 447

Pullover Total Units Oct: 493



Retail: \$49.95



Retail: \$59.95



Retail: \$49.95

Women's Sweaters-Merino & Sweater Dress



Retail: \$59.95



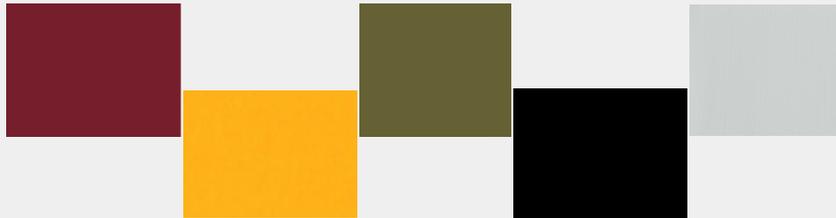
Retail: \$49.95

Merino Total Units Sept: 360

Merino Total Units Oct: 360

Sweater Dress Total Units Sept: 182

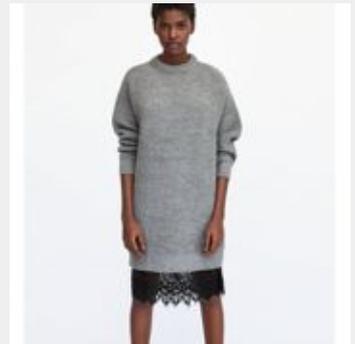
Sweater Dress Total Units Oct: 239



Retail: \$79.95



Retail: \$69.95



Retail: \$69.95

Women's Sweaters- Softspun

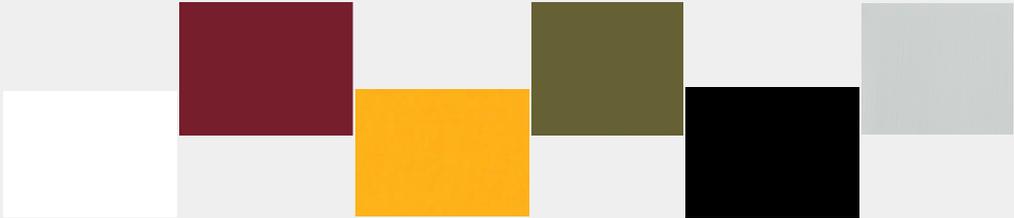


Retail: \$49.95



Retail: \$59.95

Total Units Sept: 505
Total Units Oct: 505



Marketing Plan and Campaigns

September 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Denim Recycling Begins	2	3	4	5	6	7 Super Saturday
Back to School Event						
Labor Day Sale Additional 20%off		#MomHaul			BOGO on Men's Shirts	
Fashion Week Contest Begins		Coffee Shop Band Night				Back to School/Work Lunch
8	9	10	11	12	13	14
Nimes, France Instagram Contest						
BOGO on Men's Shirts	Company Mark Down Inventory	DIY Workshop		Women's Flash Sale 20% Off		Give a Frame, Get a Frame
		#MomHaul				Baabaazuzu In-Store Pop-Up
					This Weekend Only* Sale Event: Pants	
15	16	17	18	19	20	21
Give a Frame, Get a Frame	40% off Men's & Women's Tops					
	Floorset	Coffee Shop Band Night	Scholastic Book Fair	25% Off Men's Watches For Back to School		
This Weekend Only* Sale Event: Pants	Scholastic Book Fair	#MomHaul		Men's Styling Event		
				Throwback Through The Decades		
22	23	24	25	26	27	28
Kids 20% Off Clearance Sale						
25% Off Men's Watches For Back to School	Company Mark Down Inventory	#MomHaul	Tan France Fashion Expert Styling Event		Belts + Jeans = 15% Off Purchase	
		Workshop: Find Your Fit		Find Your Fit	50% Off Men's Sunglasses	
					Friends & Family Sale	
					DIY Men's Shirt Event	Local Influencer Shop/Style
29	30	1	2	4	5	6
Belts + Jeans = 15% Off Purchase	Floorset	#MomHaul	Western Wednesday	"It's October 3rd" Sale	Workshop: Virtual Reality Fit Sessions	Milk & Honey Style & Talk
Friends & Family Sale		Early Release Mixer		#GapKidsStyle		
50% Off Men's Sunglasses		Coffee Shop Band Night		Men's Styling Event		
Personalize Your New Alternative						

Orange: Company-Wide Events

Purple: Women's Sweaters

Yellow: Women's Accessories

Green: Women's Bottoms

Teal: Women's Tops

Grey: Men's Accessories

Salmon: Men's Tops

Blue: Men's Bottoms

Pink: Boy's Tops & Bottoms

October 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29 Belts + Jeans = 15% Off Purchase Friends & Family Sale 50% Off Men's Sunglasses Personalize Your New Alternative	30 Floorset	1 #MomHaul Early Release Mixer Coffee Shop Band Night	2 Western Wednesday	3 "It's October 3rd" Sale #GapKidsStyle Men's Styling Event	4 Workshop: Virtual Reality Fit Sessions	5 Milk & Honey Style & Talk
6 Shady Sunday	7 Blue Shirt Day	8 Celebrity Facebook Livestream #MomHaul Floorset Tee Shirt Tuesday Social Media Post	9	10 #GapKidsStyle	11 Women's Flash Sale 20% Off BOGO on Men's Shirts	12 GAPtoberfest Local Influencer Shop/Style
13	14 Company Mark Down Inventory	15 Find Your Fit #MomHaul Coffee Shop Band Night Tee Shirt Tuesday Social Media Post	16 Western Wednesday	17 #GapKidsStyle Men's Styling Event	18 Workshop: Virtual Reality Fit Sessions "This Weekend Only" Sale Event: Jumpsuits Working Women's Donation Drive	19
20 *This Weekend Only* Sale Event: Jumpsuits Shady Sunday Twitter Feature: Men's Customer Wearing New Merch Working Women's Donation Drive	21	22 #MomHaul Boys Tops Shipment Celebrity Facebook Livestream Floorset Tee Shirt Tuesday Social Media Post	23 Shipment of Halloween Themed Ties	24 #GapKidsStyle	25 DIY Men's Shirt Event	26 St. Jude Research Hospital Local Influencer Shop/Style
27	28 Company Mark Down Inventory	29 #MomHaul Coffee Shop Band Night Tee Shirt Tuesday Social Media Post	30 Fall Closet Refresh Floorset	31 Halloween 50% Off Fashion Week Contest Ends Trick or Treat Costume Contest #GapKidsStyle In-Store Denim Recycling Ends	1	2

Orange: Company-Wide Events

Purple: Women's Sweaters

Yellow: Women's Accessories

Green: Women's Bottoms

Teal: Women's Tops

Grey: Men's Accessories

Salmon: Men's Tops

Blue: Men's Bottoms

Pink: Boy's Tops & Bottoms

Fashion Week Contest

This year, GAP will put into action the ***GAP Employee Fashion Week Contest***. Executed company-wide, GAP employees will have between the months of ***September and October*** to show us what they got.

We will be looking at ***sales numbers, average dollar per sale, sales per hour, and overall performance***. Based off of what we see, GAP will take a total of 25 employees on a trip to NYC 2020 Fashion Week to see GAPs Spring/Summer runway.

This is a very competitive, but worthwhile opportunity. This will include all those working in our ***retail stores, not at corporate offices***.

We are so excited to provide this opportunity for our dedicated employees, and why not have a little competitive fun?



Women's Sweaters September 2019

Back to School/Work Brunch

- Relax with a mocktail and check out GAP's New Alternative for all your back to school or work needs.
- Refreshments, pastries, coffee bar
- First 20 customers to come in will receive 10% off their entire purchase



Motivation Monday

- Every Monday, GAP will compose an Insta-Story for looks of the week with women's sweaters
- Swipe Up to shop will be available

Baabaazuzu In-Store

Pop Up

- Upcycle garment line, creates one-of-a-kind sweaters, jackets, & hats for kids and adults
- Come meet Sue Burns the designer and shop the latest collection for all your fall needs
- Mix and match Baabaazuzu products with GAPs to complete your fall closet



Throwback Through The Decades

- 4pm to close, join us at GAP for a visit to your favorite decade
- Whether you're an 80s or 2000s child, there will be music and nostalgia for you
- See GAP's evolving collections and shop the latest
- Don't forget Decade Trivia to win special prizes...



Hump Day Weekly

- On Wednesday's GAP will release a 'newsletter' on what's new, sales, and must haves.
- Published on all social media sites and email

Love It, Click It

- Weekly posts of stylized images where a customer can 'love it, click it' while seeing other products just like it
- Instant shopping experience

Tan France Styling Event

- Tan France from popular Netflix series Queer Eye, will visit GAP for the night and show you how to use GAP's New Alternative every day
- 5pm to close, Tan will show you how to mix and match sweaters, tops, bottoms to create endless options
- Photo opp will be available to those who spend \$150+



Personalize Your New Alternative

- Jennifer Fishkind, DIY blogger of Princess Pinky Girl will appear in store to show you how to turn your basic T-Shirt into a statement piece
- Supplies will be provided for you to test your skill and walk out wearing your own creation
- Need a cardigan to go over it? Browse The New Alternative and see what's in store



Women's Sweaters October 2019

"It's October 3rd" Sale

- At GAP, we wear sweaters...and we have SO many sweaters
- Immerse yourself in a night to remember our favorite time passer movie: Mean Girls
- Customers who purchase \$150+ will automatically be put in for a drawing to win tickets to see the Broadway musical Mean Girls

MEANGIRLS

Motivation Monday

- Every Monday, GAP will compose an Insta-Story for looks of the week with women's sweaters
- Swipe Up to shop will be available

Milk & Honee: Style Event

- Chicago, IL: Join us in welcoming local fashion blogger, Charlotte, 6pm-8pm
- She'll chat with us about running your own business, curating the perfect instagram pic, and using GAP essentials from The New Alternative to amp up your fall look
- 10% off to those who attend



GAPtoberfest

- Get your beer on with GAP's first beer tasting set up for two days only
- Enjoy snacks, flights of domestic beers, and entertainment, GAP will 'shut down' its store hours to be open for its own mini festival
- At the bottom of a few lucky beer glasses will be a sticker telling you you're a winner of 50% off your entire purchase



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- Instant shopping experience

Make Your Own Costume

- Welcome Jennifer Fishkind of Princess Pinky Girl for DIY tips on making your own Halloween Costume
- 12pm-3pm, listen and participate while chatting one-on-one with Jennifer
- Toilet Paper Mummy contest, winners get a GAP coupon to used towards The New Alternative purchases



Trick or Treat/Costume Contest

- Oct. 31st, bring the kids in for an interactive trick or treating experience, and sign up for the costume contest
- First 10 to find 15 hidden jack-o-lanterns wins 10% off their entire purchase
- Winners of costume contest, adult or kid, will win 25% off their entire purchase
- Candy, snacks, refreshments, and music will be provided



Cheers to *The New Alternative!*