

Spring Breath

OUT WITH THE BOLD IN WITH THE NEUTRAL

Rationale:

Working adults don't get a Spring Break. The breath of fresh air the season brings and the fashion for less that follows are a great substitute. For this reason the "Spring Breath" storewide campaign will support the store's brand and appeal to customers. This campaign will show the store's ability to be fashion conscious, yet money conscious. The colors for the season are relaxed and the customer can breathe knowing that change doesn't mean "go for broke". This campaign will show the store's continued ability to understand consumer needs. It will confirm that at this store, fashion is not at the expense of function and the customer does not have to sacrifice quality for reasonable pricing. So the customer will continue to get "the best merchandise at the best prices."

"Designers have taken a deep breath for Spring 2006," observes Leatrice Eiseman, executive director, Pantone Color Institute®. "After several seasons of 'color! color! color!', it's time to relax a little. Color this season is toned down, more muted—they're not pastels, not brights, but a nuance in-between. We see this relaxation in the prevalence of Blues, neutrals, and the classicism of Black and White. Designers are still having fun, but don't need the stridency."

Direct Mail Piece:

Breathe easy this spring.

Enjoy a breath of fresh, functional fashion in lighter materials and muted colors you'll love this season.

The influence of earth and sky, sand and sea will rejuvenate your wardrobe.

Breathe in. Breathe out. Take a Spring Breath.