



AMERICAN HOPE

BY AMERICAN EAGLE
OUTFITTERS

CAD 670 PROJECT 2

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TARGET MARKET

OUR BRAND EXTENSION OF AMERICAN EAGLE OUTFITTERS IS CALLED AMERICAN HOPE. OUR COLLECTION TARGETS WOMEN OF AGES 22-30 YEARS OLD. THESE WOMEN ARE GRADUATING COLLEGE AND ENTERING THE REAL WORLD. THEY ARE LOOKING FOR A PROFESSIONAL, YET STILL YOUNG AND CASUAL LOOK. AMERICAN EAGLE ALREADY TARGETS 15 TO 25 YEAR OLD GIRLS AND GUYS AND HAS THERE LATEST BRAND, 77KIDS THAT IS IDEAL FOR KIDS 0 TO 14 YEARS OLD. OUR BRAND WILL WIDEN THE CURRENT TARGET MARKET AND GIVE WOMEN WHO ARE STILL ON A BUDGET AFTER COLLEGE A MORE PROFESSIONAL LOOK.

*Kim
Rhoney*



BRAND RESEARCH

AMERICAN EAGLE OUTFITTERS ALREADY TARGETS 15 TO 25 YEAR OLD GIRLS AND GUYS AND HAS THERE LATEST BRAND, 77KIDS THAT IS IDEAL FOR KIDS 0 TO 14 YEARS OLD. THESE BRANDS SUPPORT TRADITIONAL AND CASUAL FASHION.

AMERICAN HOPE WILL SUPPORT A MORE PROFESSIONAL AND HIGHER END FASHION. THE BRAND WILL INCLUDE FABRICS SUCH AS; SILK, CHARMEUSE, AND TWEED. IN ADDITION, TO FOLLOW AMERICAN EAGLE'S NEWER FLORAL PRINTS, WE'VE ADDED SOME FLOWER APPLIQUÉS TO OUR COLLECTION. THESE RANGE IN SIZE AND WILL BE MADE OUT OF SILK FABRICS AND FLAT, SEW-THROUGH BUTTONS FOR DECORATION.

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TREND RESEARCH

WALKS THROUGH THE STORE AND A THOROUGH PERUSAL OF THE WEBSITE TOLD US THAT AMERICAN EAGLE LOVES FLIRTY FITS, FEMININE FLORALS, AND COMFORT. SMALL DETAILS SUCH AS EPAULETTES, PIN TUCKS, AND PLEATS ADORN OTHERWISE SIMPLE GARMENTS AND ADD FLAIR TO THE FUNCTIONALITY OF A COMFORTABLE GARMENT. AMERICAN EAGLE UTILIZES DARKER COLORS MORE FREQUENTLY THAN MANY OF THEIR COMPETITORS, AND TARGET A WIDER AGE RANGE, MAKING THEM THE PERFECT CANDIDATE FOR A BRAND EXTENSION SUCH AS AMERICAN HOPE.





COMPETITORS

THIS BRAND EXTENSION WOULD TAKE AMERICAN EAGLE INTO NEW TERRITORY AS FAR AS COMPETITORS ARE CONCERNED. NONE OF AE'S CURRENT COMPETITION (AEROPOSTALE, HOLLISTER, ABERCROMBIE & FITCH, ETC.) PRODUCE CLOTHING TO BE WORN IN A TYPICAL OFFICE ENVIRONMENT. FOR THIS REASON, WE'VE DETERMINED THAT AE'S NEW COMPETITORS WOULD BE AMONGST THE REALM OF ANN TAYLOR LOFT, J.CREW, AND JCPENNEY.

J.CREW SETS A KIND OF STANDARD FOR THE BUSINESS CASUAL LOOK, BUT AT A MUCH HIGHER PRICE POINT THAN WE AIM FOR. ANN TAYLOR LOFT PROVIDES SIMILAR BUSINESS CASUAL CLOTHING FOR A MUCH MORE REASONABLE PRICE. JCPENNEY, WHILE NOT AS "HIP" OR "UP-TO-TREND" AS OTHER PLACES MIGHT BE, DOES PROVIDE APPROPRIATE WORKPLACE ATTIRE FOR MORE REASONABLE PRICES.

WE BELIEVE THAT AMERICAN HOPE WOULD DO WELL IN THIS SETTING, PROVIDING GREAT LOOKS WITH COMPETITIVE QUALITY AT EVEN MORE POCKET-BOOK FRIENDLY PRICES.

*Kim
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POSITION MAP & PRICE POINTS



BLOUSES - \$40

SKIRTS - \$65

JACKETS - \$75

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COLOR PALETTE



CRISP
CHARCOAL



HOPEFULLY
GRAY



READY TO
WORK BLUE



PRECIOUS
PALE BLUE



HAVE FUN WITH
TWEED PATTERN

*Kim
Rhoney*



METHODS

OUR UNFILLED FLATS WERE CREATED IN ADOBE ILLUSTRATOR, WHERE WE MADE USE OF THE PEN TOOL AND PENCIL TOOL TO DRAW OUR LINES. WE MANIPULATED THE HANDLES AND ANCHOR POINTS WITH THE ADD, REMOVE, AND DELETE ANCHOR POINT TOOLS TO REFINE THE LINES TO THE PROPER CURVE. THE PATH ERASER TOOL CLEARED AWAY UNNECESSARY LINES AND CLEANED UP OUR IMAGES.

TO FILL OUR FLATS WE TOOK AN IMAGE OF POPPIES FROM GOOGLE IMAGE SEARCH (IN KEEPING WITH THE FLORAL FEEL), GRAYSCALED IT FOR A CHARCOAL COLOR, AND PUT IT IN THE PATTERN MAKER, UNTIL WE GOT A DIAGONAL PATTERN RESEMBLING A TWEED. WE THEN USED THE FILTER GALLERY TO SELECT TEXTURE >> BURLAP AND GIVE THE PATTERN THE LOOK OF REAL FABRIC. WE THEN OPENED OUR .AI FILES IN PHOTOSHOP, AND USED THE LASSO TOOLS (POLYGONAL, MAGNETIC, AND FREE-FROM) TO SELECT AREAS OF OUR FLATS TO FILL WITH THE PATTERN.

THE BLOUSE FLAT AND THE FLOWER DETAIL ON THE SKIRT WERE DONE WITH THE PAINT BRUSH AND ERASER TOOLS SET TO VARYING LEVELS OF OPACITY TO CREATE THE LOOK OF CHARMEUSE FABRIC.















