

Merchandise Plan & Customer Profiles



Target Market: Young Contemporary

Season : 2014 Spring

Age Range : 19 - 24

Size Range : Woman - XS, S, M, L, Men - S, M, L, XL

Figure Type : Slim, Sharp - Active

Price Point : Moderate

Price Range : Knit Top - \$ 70.00 - \$ 150.00

Knit Pant - \$70.00 - \$150.00

Outer - \$80.00 - 250.00

Theme/Concept : " RAPTURE " - Live to Laugh

A giggle a day keeps the doctor away, that is the rising rule of Rapture.

Humans are pleasure seekers, first and foremost, and laughter is, after all, part of our universal vocabulary.

Look : Focus on comfortable & evoking easy, athletic silhouette, Simple & Sporty and has symbolic items such as knit Hoodies, Knit Top.

Color Palette : Bright, cool, relaxed, playful, Eco-light.

3 Stores / Places : Online Activewearshop, Opening Ceremony, Bloomingdales

3 Competitive Labels : NIKE Vintage, Adidas Original, Converse.

Demographics

- Age Range : 19 - 24
- Gender : Male & Female
- Marital Status : Single or in a relationship
- Income : \$ 30k and up-based on parent income
- Occupation : Student or just entering into work force, Art, Entertainment, Fashion Industry
- Education : College, Associate Degree and over

Psychographics

- Preferred activities : Shopping, going out with friends
- Interests : Fashion(trend, collections, markets), friendships, relationship, art,
- Life stage : Enjoying life for their dream job
- Reference groups : Values friendship, family, career
- Defining Attitude : Trendy, urban, creative, optimistic