

## Merchandise Plan & Customer Profiles



T H E A H N

Targer Market: Young Designer

Season : 2014 Spring

Age Range : 20 - 40

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

Figure Type : Silm, Sharp - Straight

Price Point : Better

Price Range : Knit Top - \$ 70 . 00 - \$ 250.00

Knit Pant - \$80 .00 - \$200.00

Dresses - \$300.00 - 500.00

Outer - \$ 250.00 - 500.00

Theme/Concept : “ PURE WITHIN ” - In a world that can't stop, it is time to be peaceful, stop the noise and submerge in tranquility.

Look : Focus on comfortable & evoking easy, effortless shapes, Simple & Stylish and has symbolic items such as knit top, dress.

Color Palette : calm, cool, relaxed, poised

3 Stores / Places : Barneys New York, Opening Ceremony, Boutique Shop

3 Competitive Labels : Jonathan Saunders, Acne, 3.1 phillip-lim, Celine, Theyskens' Theory

### Demographics

- Age Range : 20-40
- Gender : Male & Female
- Marital Status : Single or in a relationship
- Income : \$ 45k and up-based on parent income
- Occupation : Student or just entering into work force, Art, Entertainment, Fashion Industry
- Education : College, Associate Dgree 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