

# PRODUCT PRIORITIES

- Re-position for today: re-fresh and re-invent to modernize for today & tomorrow
- Build for the future: create the next for an inclusive & evolved future
- Drive energy through newness
- Deliver enhanced comfort & sustainability

# BRIEF

- Season: Spring 2024
- Product Type: Totally New
- Gender: Unisex

# LINE PLAN

- Retail Price: \$130
- SKU Count: 3
- Target Distribution: Digitally
- Lifecycle: 2 years

# OBJECTIVE

Create the future of the PF Flyers Brand. Be bold & future thinking yet authentic. Consumers are moving faster than ever, expecting more, more often. We must push the envelope to meet their needs and wants. They know that the best way to predict the future is to create it, and they ultimately want to see their ideas have an impact on the world.

# CONSUMER

- Insight: In 2024, consumers will continue to experience the ‘new normal’ world and will seek products that sprak joy and have meaning.
- Target: 25 - 34 year old fearless female & male

# PRODUCT DETAILS

Features & Benefits:

- Lightweight cold cement construction for flexibility & comfort
- A tooling that can accomodate different uppers to create new looks over time.
- Marketable features & benefits: Comfort innovation, sustainable elements etc.
- Leverage brand DNA to authenticate for the future

Last, Outsole & Construction:

- New last & outsole
- Select a last based on trend (toe shape, midsole height) and fit & comfort

Sustainability:

- Marketable sustainable features & materials within cost and within the appropriate aesthetic for the design & the consumer

Comfort:

- Marketbale comfort features that are consumer centric - addressing underfoot & overfoot comfort