



STELLA JEAN

ASSORTMENT PLANNING & MERCHANDISING

ADDISON MACKENZIE



@stellajeantj_
adorando cada pieza de la colección

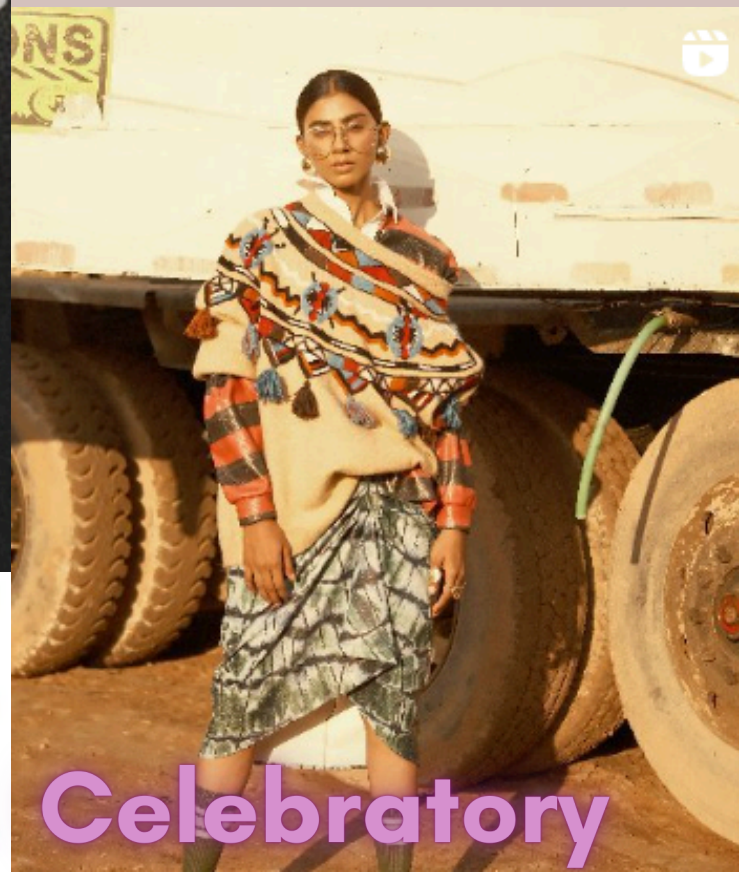
STELLA JEAN

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“Multiculturalism is irreversible.”

1st Made in Italy BIPOC collective

Stella Jean is a multicultural fashion brand that is used to educate and celebrate. The expressive fabrics are used to craft pathways of understanding to advance social development. With flourishing creativity, SJ unites consumers in service for a more welcoming and brighter world.



Celebratory



Flourishing



Ground-breaking

Stella Jean Tackles Quiet Luxury

Style Story: Every-day Quiet Luxury

Color Story: Jewel Tones



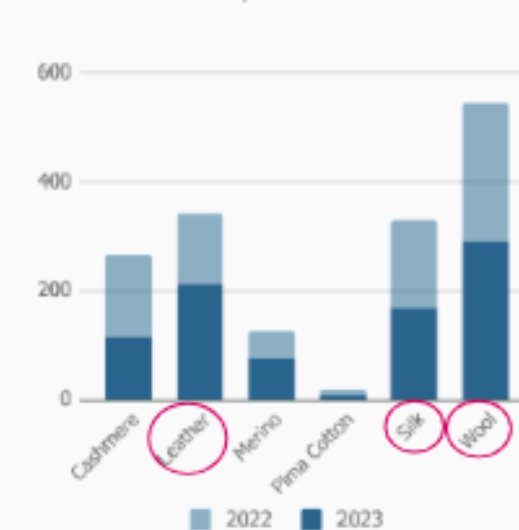
	Current Stella Jean	Competitor	Proposed Stella Jean
Tops	18.2%	~26.6%	42%
Bttms	18.2%	~22.4%	25%
Dresses	59.1%	~42.9%	17%
Outerwear	4.5%	~8.1%	16%

	Alice + Olivia (B)	Mara Hoffman (B)	Stella Jean (B)	Ulla Johnson (B)
Total Brand (B)	517	332	17	22
Dresses	199	31.6% 105	47.1% 8	59.1% 13
Bottoms	124	28.0% 93	23.5% 4	18.2% 4
Tops	140	26.8% 89	23.5% 4	29.5% 43
Outerwear	54	13.6% 45	5.9% 1	4.5% 1

Women's Product Assortment, Edited, Accessed February 12, 2024

Sophisticated Soft Fabrics

Women's Premium Fabric Arrivals
New in Jan 1 – Apr 20, 2023 vs. 2022



Munday, Karis. "Trend Focus: Succession and The Rise of Quiet Luxury" EDITED, 24 Apr. 2023, <https://app.edited.com/retail/article/retail-mixed-tw-screen-quiet-luxury-240423>.



Your quiet luxury staples



The Consumer Desires Luxury Staple Pieces

Logo Fatigue

Birthered as a rejection of logomania, the overproduction of branded emblazoned products appears to be slowing down, having noted logo fans such as Miu Miu, Saint Laurent and Loewe, present more pared-down basics in its Fall 2023 presentations.

Succession

With the show returning for its final season, the clothing has propelled the current hysteria of quiet luxury into the spotlight after reports of Kendall's plain Lora Piana baseball cap retailing for \$625, and his Tom Ford suede bomber for \$6,490.

The Current Economic Climate

Just as post-lockdown freedom brought us Dopamine Dressing, hard economic times, a recession and less disposable income have instigated a stripped-back aesthetic where consumers are not obviously showing off their wealth.

Mindful Shopping

As shoppers become more aware of the consumption of trends and their wasteful implications, quiet luxury provides investment pieces with a year-round appeal that offers consumers a good cost-per-wear return.

Munday, Karis. "Trend Focus: Succession and The Rise of Quiet Luxury." EDITED, 24 Apr. 2023, <https://app.edited.com/retail/article/retail-mixed-tw-screen-quiet-luxury-240423>.



Assortment Plans by Clustered Doors

Nordstrom - Top Volume Doors (A - E)



TOTAL SKUs __12__

Nordstrom - Middle Volume Doors (F - M)



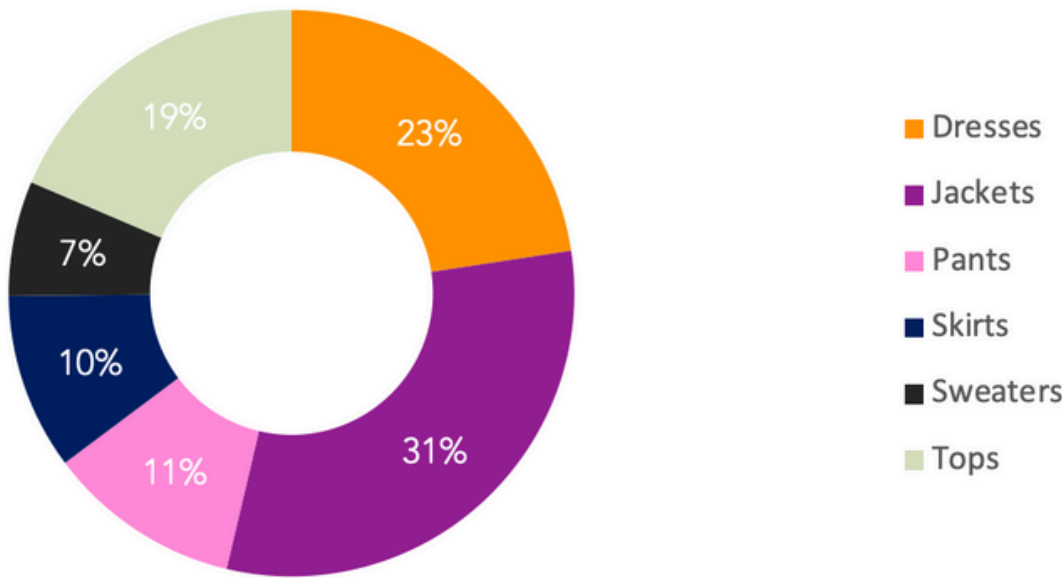
TOTAL SKUs __8__

SAK'S Stella Jean - OTB Analytics Dashboard

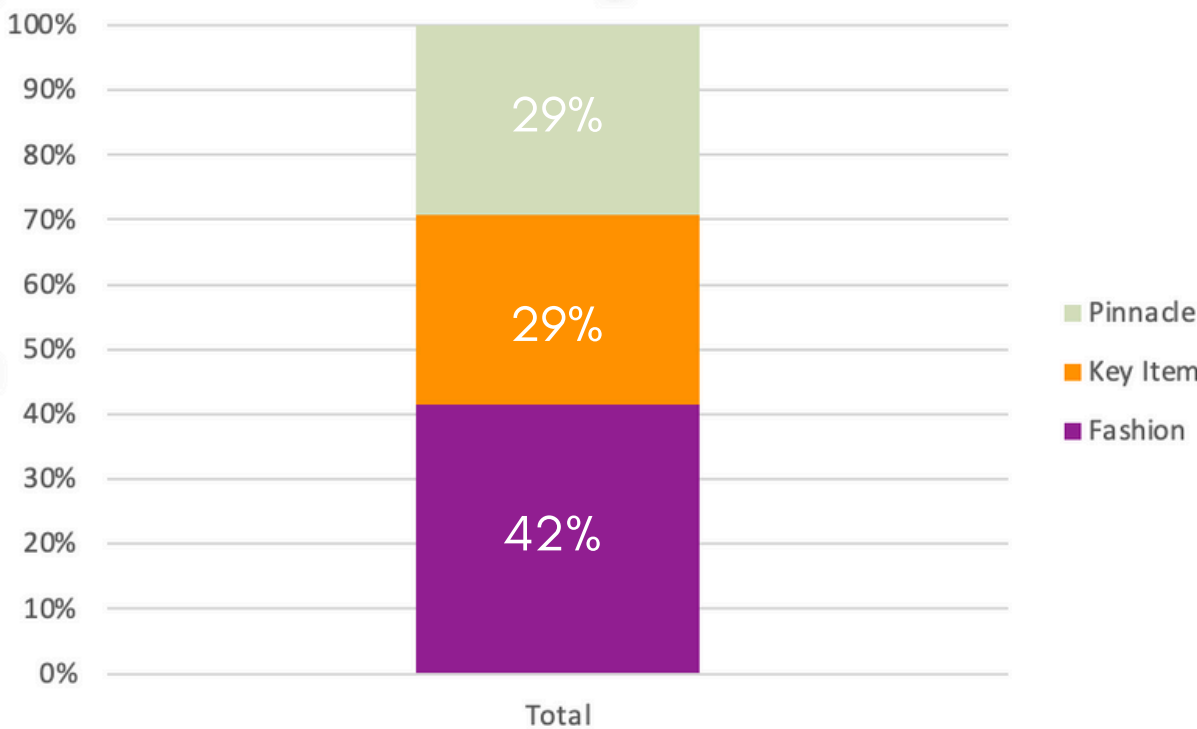
Cateogry	Whsle Cost	Retail Value	IMU Value	IMU Contrib.
Jackets	\$ 1,849,468	\$ 3,851,170	\$ 2,001,702	31%
Dresses	\$ 1,343,738	\$ 2,798,510	\$ 1,454,772	23%
Tops	\$ 1,069,140	\$ 2,266,000	\$ 1,196,860	19%
Pants	\$ 657,140	\$ 1,370,930	\$ 713,790	11%
Skirts	\$ 598,224	\$ 1,246,300	\$ 648,076	10%
Sweaters	\$ 391,400	\$ 813,700	\$ 422,300	7%
Grand Total	\$ 5,909,110	\$ 12,346,610	\$ 6,437,500	100%

Women's OTB SJ Pricing Architecture	
MIN	\$115
MED	\$418
MAX	\$995

SJ OTB Category Breakdown By Units



SJ OTB Product Level By Retail \$



Key Investments in Fashion Jackets and Dresses to best emphasize the on-trend brand-authentic aesthetic of quiet luxury styles with loud fabrics.

SAK'S Stella Jean – OTB Analytics Dashboard

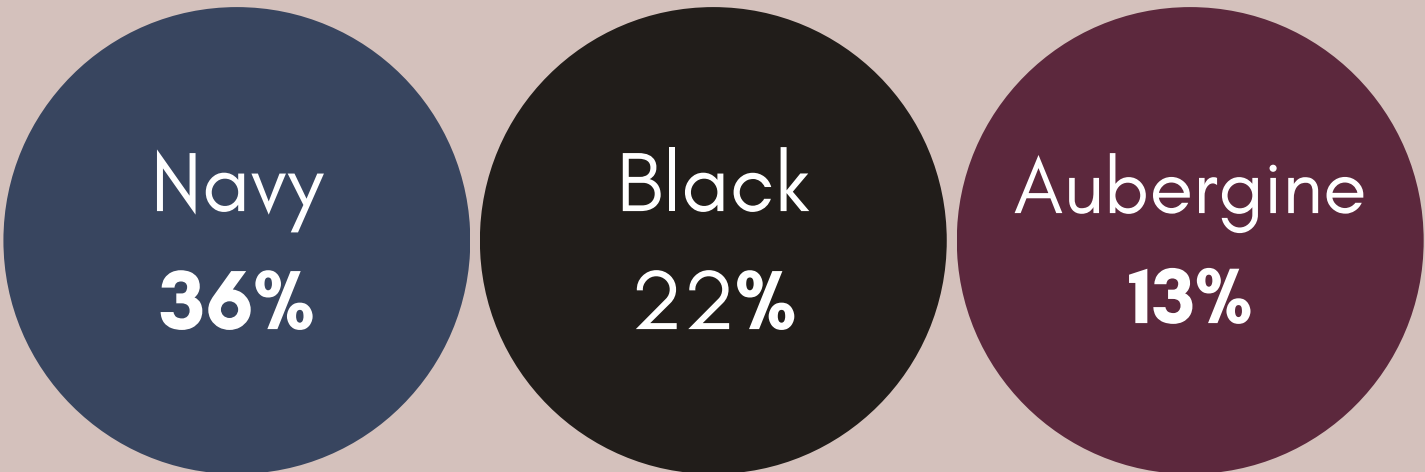
Top Styles



Top Fabrications



Top Colors



Women's SAK'S OTB – Stella Jean Merchandising Justification

People are being scrupulous with their funds, but want to continue to revel in sleek attire. This desire with the addition of financial hardship has generated the 'quiet luxury' aesthetic, which features bright solids and sophisticated patterns.

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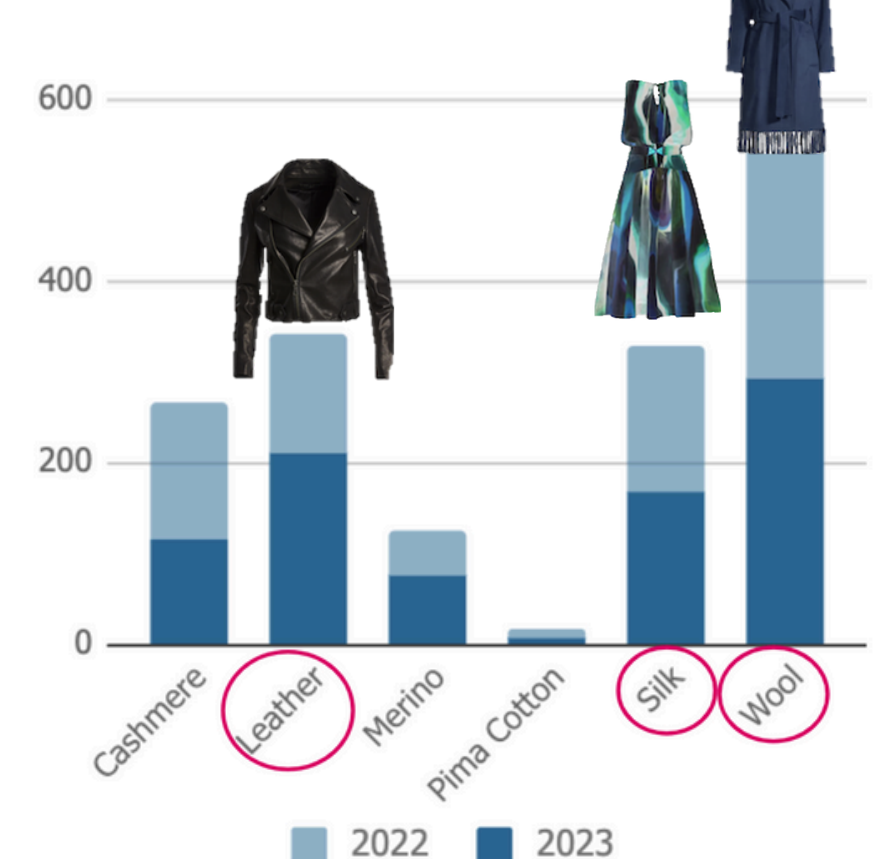
As shoppers become more aware of the consumption of trends and their wasteful implications, quiet luxury provides investment pieces with a year-round appeal that offers consumers a good cost-per-wear return.



The basis of any luxury garment is the *feel* of the lush, smooth, soft fabrics. That is why leather, silk, and wool, are the top three fabrications for this assortment.

Women's Premium Fabric Arrivals

New in Jan 1 – Apr 20, 2023 vs. 2022



Women's SAK'S OTB – Stella Jean Merchandising Justification

Research on SJ's assortment versus competitors shows a glaring opportunity to broaden and under utilized category with the highest retail value.

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Fashion Snoops predicts a colorshift into "Lush Night Shades" representative in our top three assortment.

