

# Menswear Reinvented

## LANDS' END

#### MEET THE TEAM



**Tanvi**UX/CX



**Katie**Digital Graphic Design



**Jordan**Project Engineering



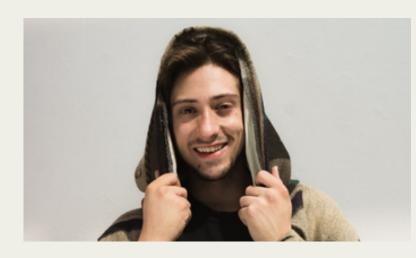
**Pravin**IT - Cloud Automation



**Tanner**Inventory Planning



Brandon
Reedsburg DC and
warehouse management



lan
Design - Men's Woven
Bottoms

## Prompt:

#### REINVENT THE LANDS' END MEN'S BUSINESS

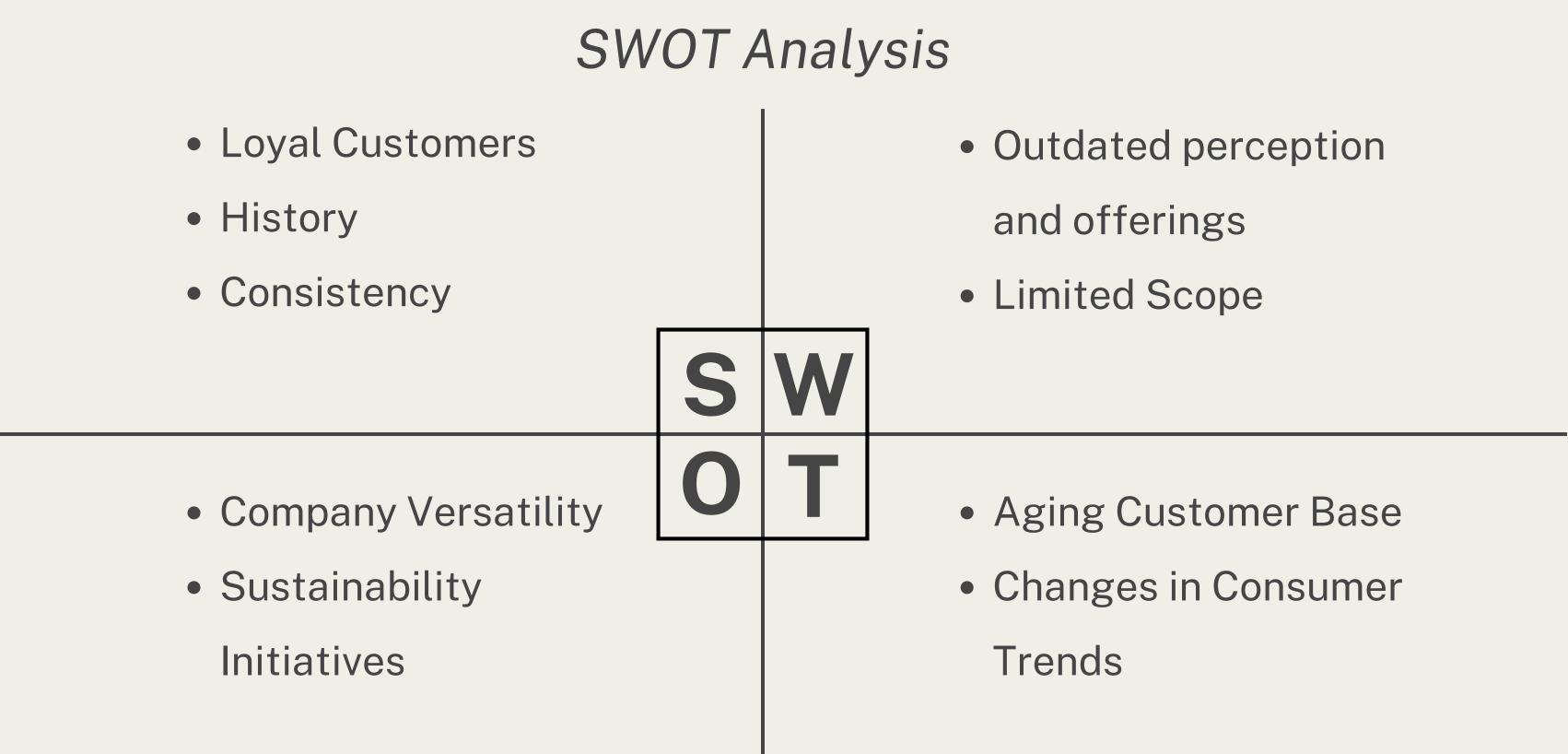
You have a blank canvas for our Men's apparel business; how would you reinvigorate, reinvent, and reintroduce our product assortment?

#### CURRENT STATE OF MEN'S AT LANDS' END

### By the Numbers

- Average \$241 million per year in sales
- 62% Average margin
- Average 17.2 % of company wide sales (13.8% YTD)
- \$32.26 AUR (Average Unit Retail)

#### CURRENT STATE OF MEN'S AT LANDS' END



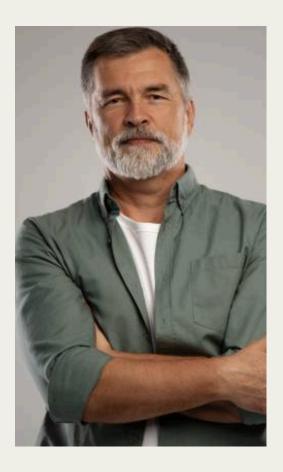
## Our Goal:

Reinvent Land's End Men's Apparel into a modern, sustainable, and versatile clothing line that retains our core values of quality, comfort, and classic style while appealing to a broader, younger, more trend conscious demographic

#### ROADMAP TO SUCCESS

- Market Analysis
- Product Line Development
- Marketing
- Customer Experience
- Financial Analysis
- Conclusion

## Market Analysis



## RICHARD

Resolver

#### **MOTIVATORS**

- I'm seeking resolution figuring it out and knowing with confidence what works for me.
- My favorite clothes make me feel legit — credible, confident, and consistent.
- I value savvy designs & features, substance & style, and functional versatility.

#### **DRESSING**

- Dress timelessly through classic styles
- Dress for anonymity rather than attention
- Dress in "uniform" and wear the same thing

#### **SHOPPING**

- I'm on a mission
- I tune out the hype and judge on quality
- I shop based on necessity 2-3x's a year

#### **MOTIVATORS**

- I am seeking transition discovering what fits me in this moment in life.
- My favorite clothes make me feel ready for all the possibilities of life.
- I value clothes that move with me while tackling my problems.

#### **DRESSING**

- Gravitate towards comfort and quality
- Be in a moment of transition
- Feel like my closet is a WIP

#### **SHOPPING**

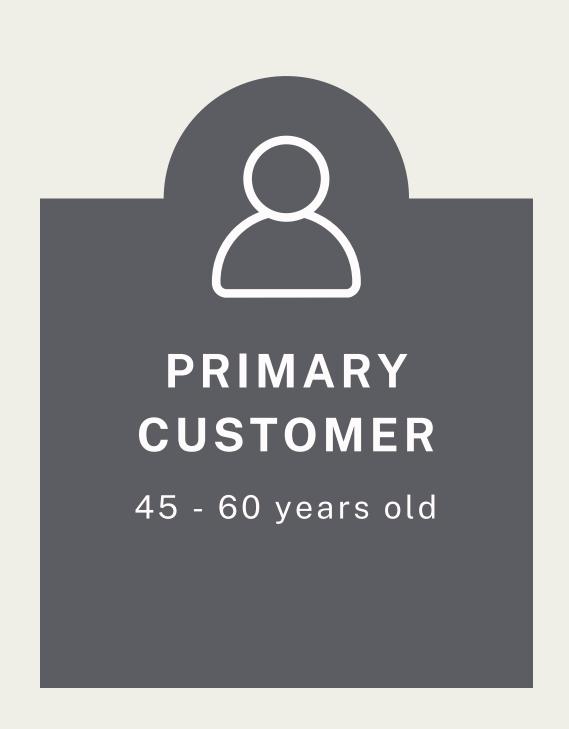
- I distinguish basics from emotional pieces.
- I dip my toe into trends once in awhile
- I look to a brand's story and ethos



SAM

Evolver

#### COMPETITOR ANALYSIS: LL BEAN







#### PROS AND CONS



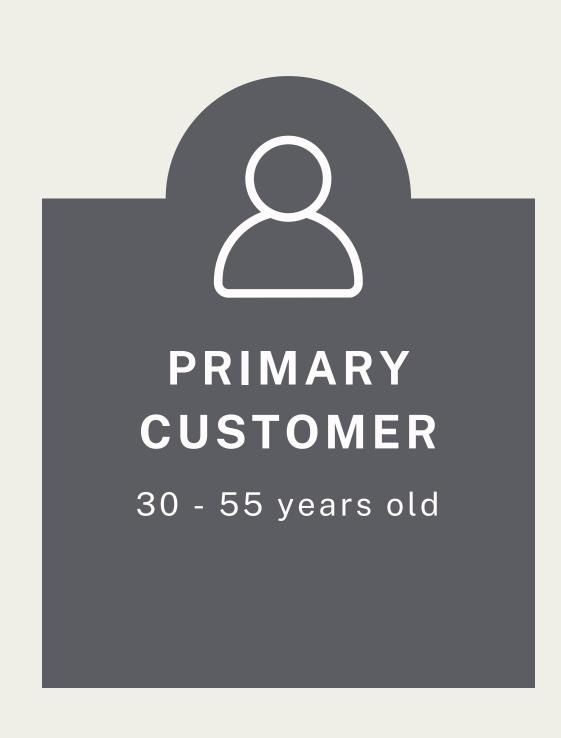
- Strong heritage
- Versatile product range
- Marketing collaborations



- Outdated perception
- Limited trend adaptation
- Aging customer base



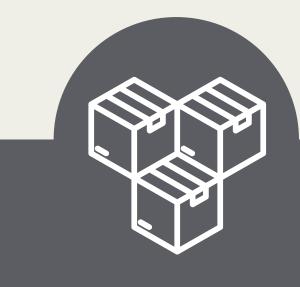
#### COMPETITOR ANALYSIS: PATAGONIA





### CORE THEMES

Sustainable, high performance, durable outdoor gear for active lifestyles



# TOP MEN'S PRODUCTS

Baggies shorts, Fleece Synchilla pullover, Nano puffer

#### **PROS AND CONS**



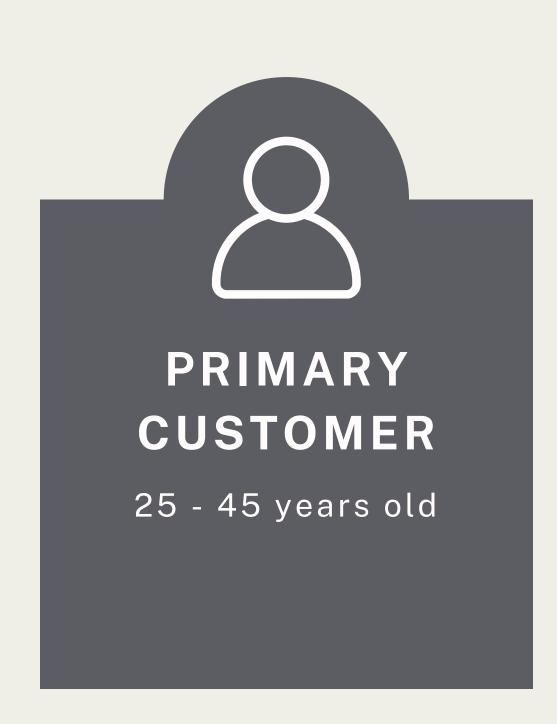
- Sustainability initiatives
- Innovative and highperformance products



- Limited fashion focus
- Higher end pricing



#### COMPETITOR ANALYSIS: TODD SNYDER





### CORE THEMES

High fashion, modernized classics with premium quality and trend appeal



# TOP MEN'S PRODUCTS

Jersey long sleeve,
Popover shirt, Camp
collar shirt, Linen long
sleeve button down

#### PROS AND CONS



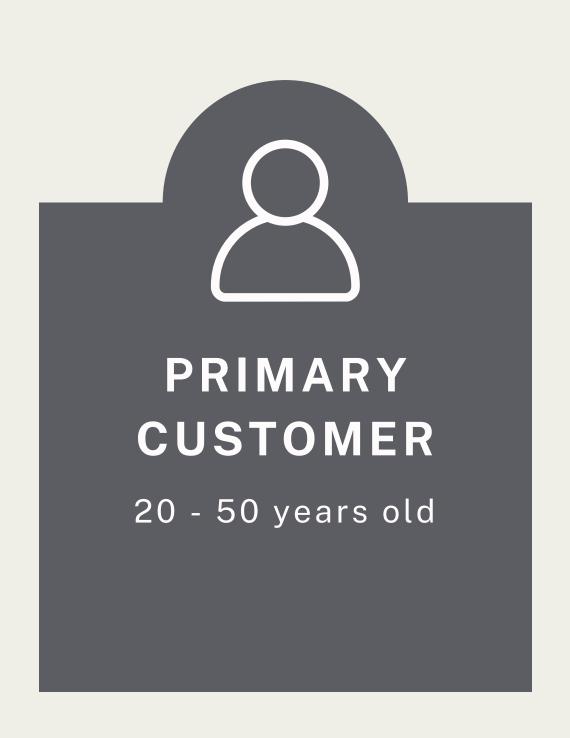
- High quality materials and craftmanship
- Strong brand collaborations
- Trend awareness



- Very high price point
- Limited accessibility
- Niche appeal



#### COMPETITOR ANALYSIS: CARHARTT







#### PROS AND CONS



- High quality materials and craftmanship
- Strong brand collaborations
- Trend awareness



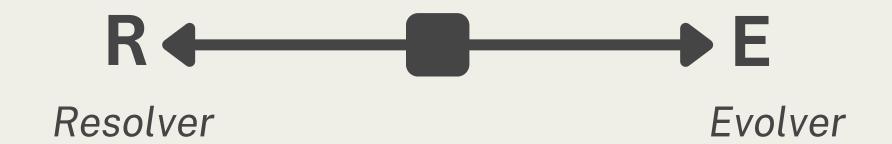
- Limited variety
- Limited fashion appeal



## Product Line Development

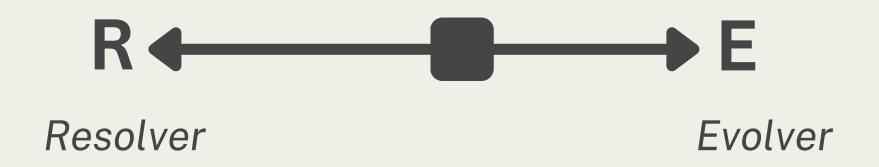
#### PRODUCT LINE DEVELOPMENT: 5 PILLARS

- Lands' End Foundations
- Lands' End Business Comfort
- Lands' End Legacy
- Lands' End Rugged
- Lands' End Horizons



#### PILLAR 1: LANDS' END FOUNDATIONS

Elevate your everyday wardrobe with highquality essentials that feature modern fits and updated fabrics. This collection is designed to provide comfort, durability, and versatile style for any occasion, creating a truly "go-to" option for every customer.





Lands' End Foundations

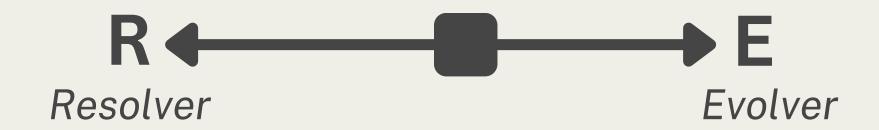
#### **Assortment**

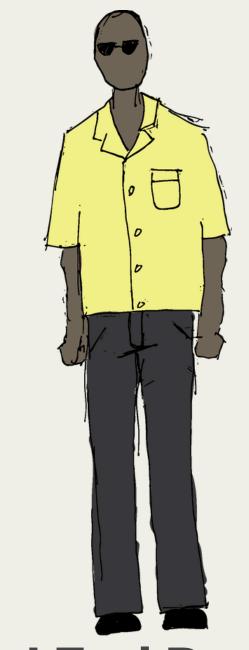
- Classic Cotton T-Shirt
- Crew Neck Sweatshirt
- Heavyweight Hoodie
- Overshirt
- Heavyweight Sweatpants
- Essential Jean
- Essential Khaki
- Essential Short



#### PILLAR 2: LANDS' END BUSINESS COMFORT

Experience the perfect blend of professional and casual with pieces that transition seamlessly between settings. Enhanced by the comfort and adaptability of athleisure, Business Comfort delivers the style and effortless ease that Lands' End's loyal customers cherish.

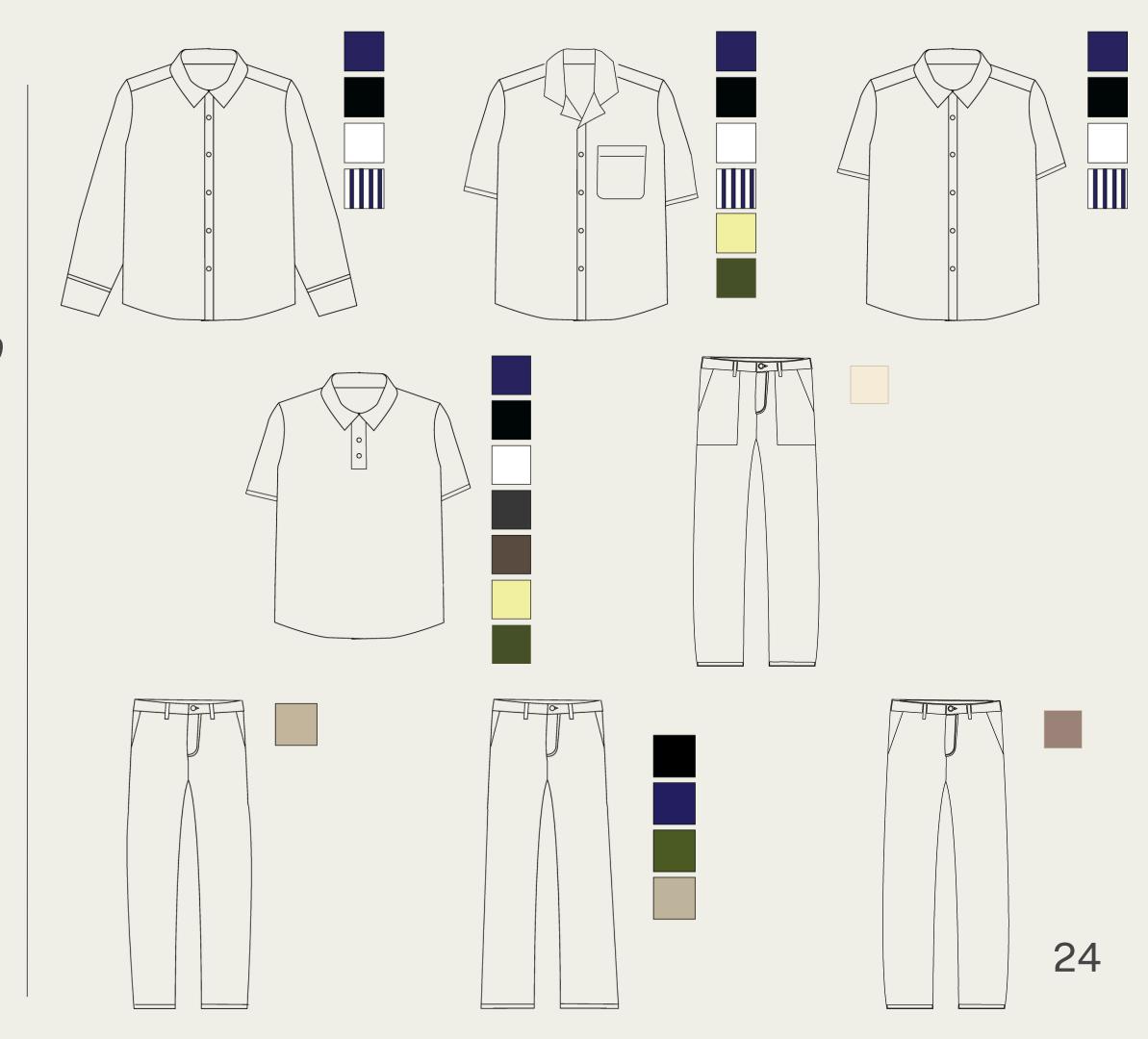




Lands' End Business
Comfort

#### **Assortment**

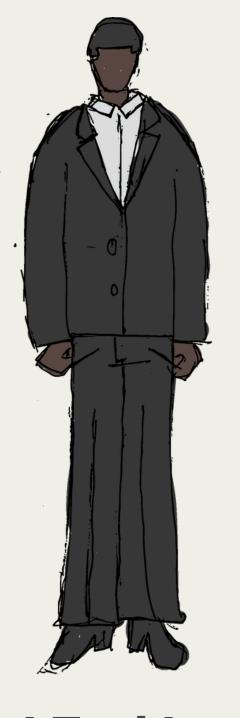
- Moisture wicking button up
- Camp collar short sleeve
- Linen short sleeve button up
- Performance Polo
- Linen pant
- Chino
- Everyday pant
- 4 way stretch khaki



#### PILLAR 3: LANDS' END LEGACY

Uncover the timeless pieces that have defined Lands' End for generations in our Legacy collection. Featuring our greatest hits, this line embodies unmatched quality, comfort, and enduring style, ensuring each piece remains a wardrobe staple for years to come.

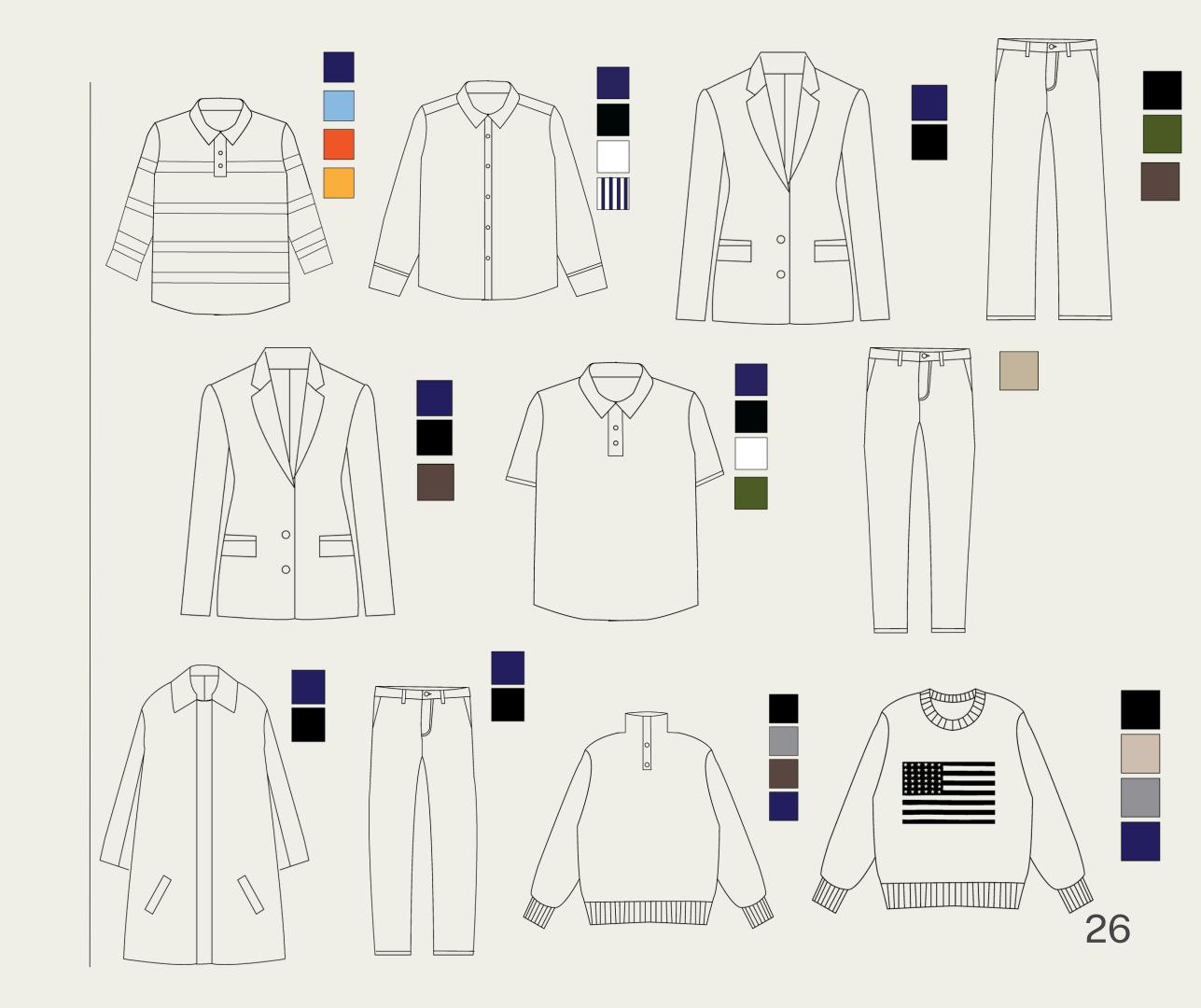




Lands' End Legacy

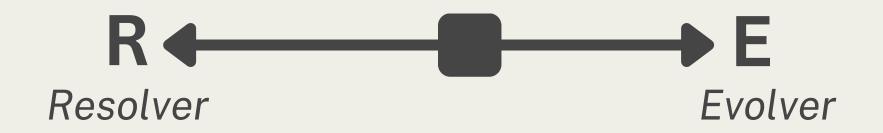
#### Assortment

- Rugby Polo
- No Iron Classic button up
- Classic tailored blazer
- Corduroy pant
- Corduroy blazer
- Embroidered Polo
- Khaki (Slim & Classic fits)
- Overcoat
- Suit pant
- Quarter zip
- Drifter sweater



#### PILLAR 4: LANDS' END RUGGED

Discover rugged functionality combined with contemporary style in this durable and versatile collection. Ideal for demanding jobs, adventurous activities, casual fits or the modern workplace these pieces are built to perform and blend the lines between fashion and function.





Lands' End Rugged

#### **Assortment**

- Double knee carpenter pant
- Classic carpenter pant
- Cargo pant
- Fleece
- Fishing vest
- Pocket tee
- Beanie
- Puffer
- Work jacket
- French terry work shirt
- Fleece vest
- Denim jacket



#### PILLAR 5: LANDS' END HORIZON

Step into trendsetting and innovative designs with an elevated assortment that features the latest fashion trends and premium materials. This collection is crafted for the styleconscious and forward-thinking, unlocking a whole new side of Land's End.

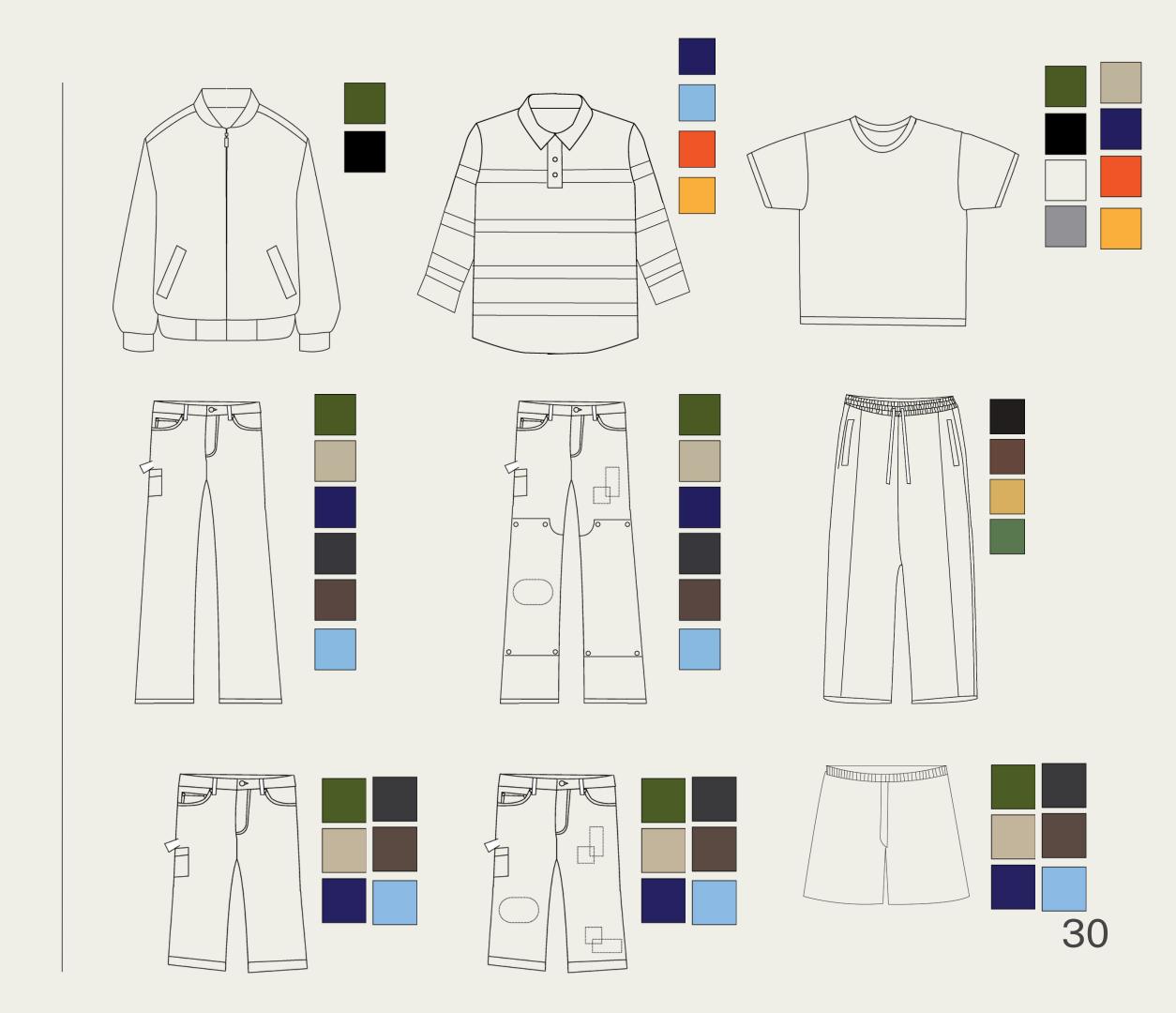




Lands' End Horizon

#### Assortment

- Bomber jacket
- Cropped boxy Tee
  - Stone wash
- Wide leg denim
  - Standard
  - Visible Sashiko mending
  - Double knee
- Wide leg sweatpants
- Horizon rugby shirt
- Denim short
  - Standard
  - Mended
- Baggy short



# Marketing

#### MARKETING OVERVIEW

- Social Media Analysis
- Overview of Improvements
  - Instagram Content Distribution
  - Story Utilization
  - Collaboration

#### SOCIAL MEDIA ANALYSIS

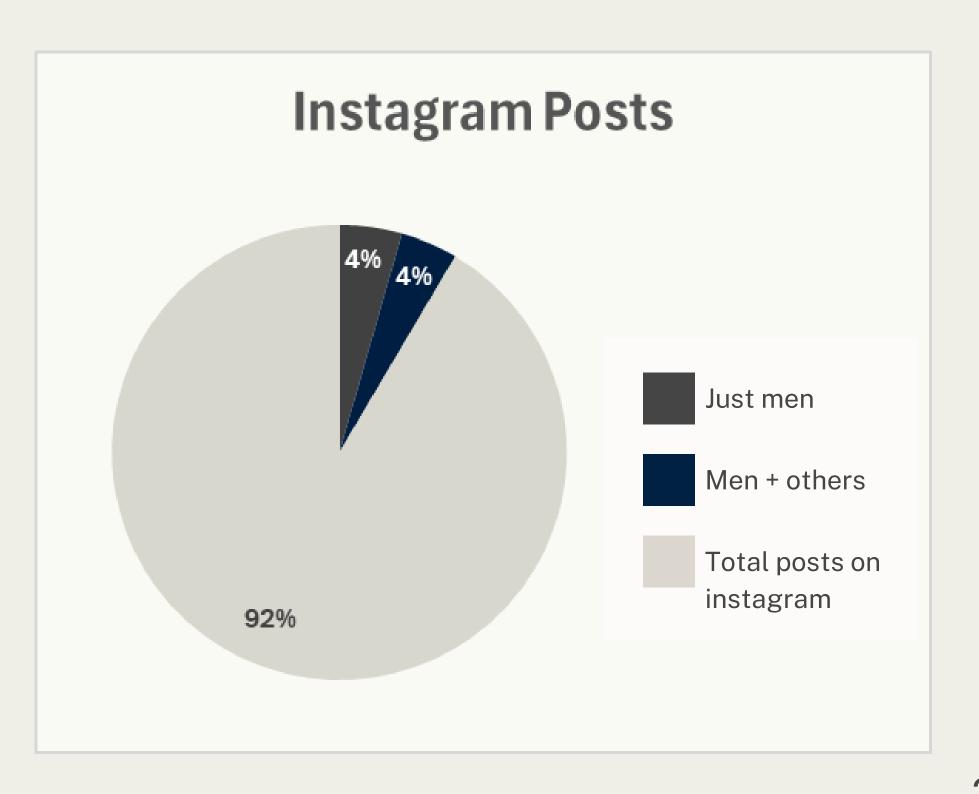
## Instagram Postings

4, 291 total posts

399 men included

208 just men's wear

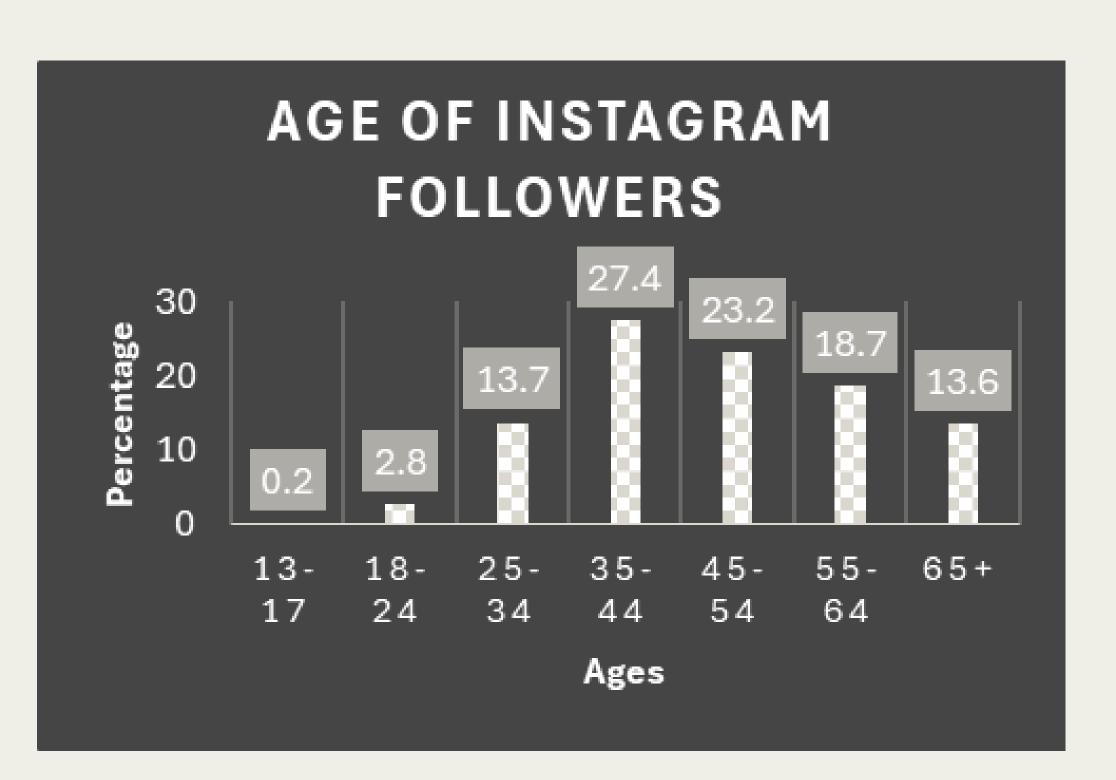
Only about 9% of postings



#### SOCIAL MEDIA ANALYSIS

## Instagram Demographic

Average follower age 35-44 years old

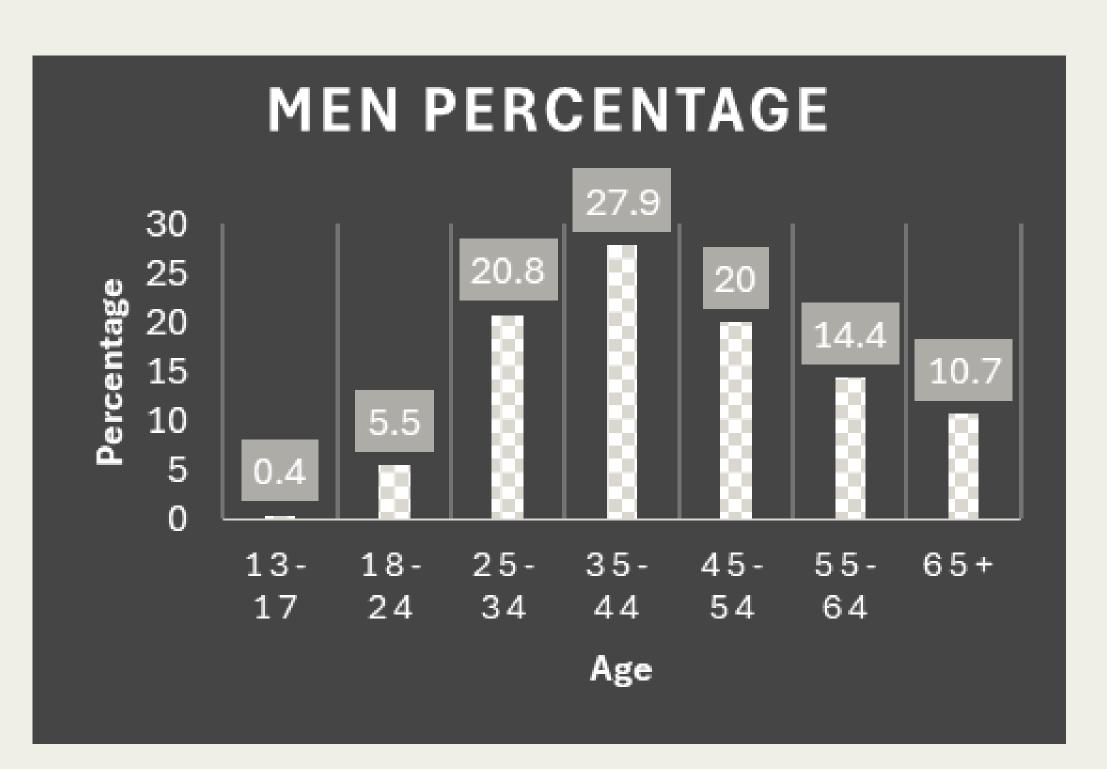


#### SOCIAL MEDIA ANALYSIS

## Men's Perspective

Average follower age 35-44 years old

12.5% of followers are male



#### OVERVIEW OF IMPROVEMENTS

2

Story Utilization

1

Instagram
Content
Distribution

3

Collaborations

#### INSTAGRAM CONTENT DISTRIBUTION

Carousel posts with Women and Men

Since about 80% of business is women

Getting more men's wear posted



#### INSTAGRAM STORY UTILIZATION

Cups of customer

Using customers post with #MyLandsEnd

Trying to grab the younger generation

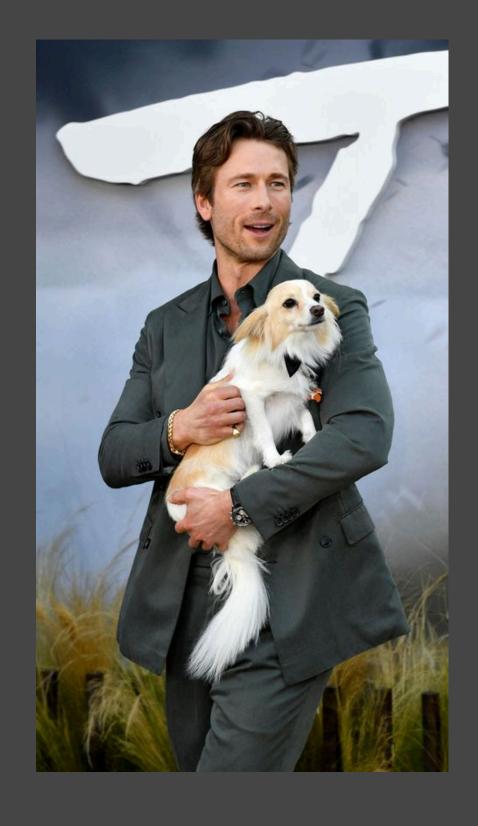
Posting men's collection



#### COLLABORATION

- Glen Powell
  - Movie Premiere
  - Promotional Appearances
  - Everyday Looks
- Already wears similar looks
- Attracting new audience

## RED CARPET

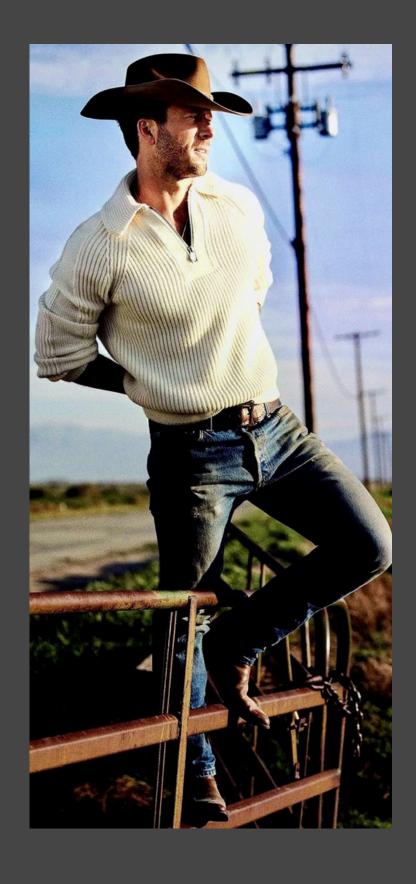


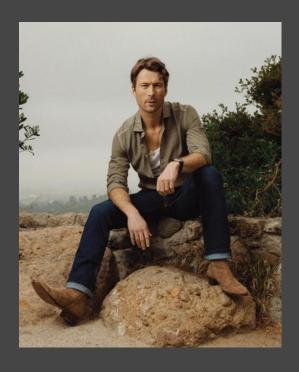






### EVERYDAY

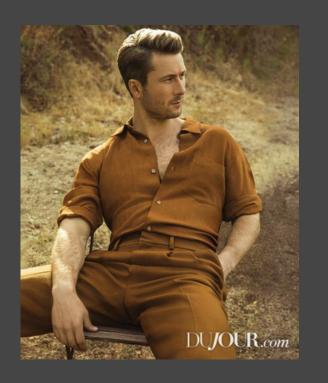


















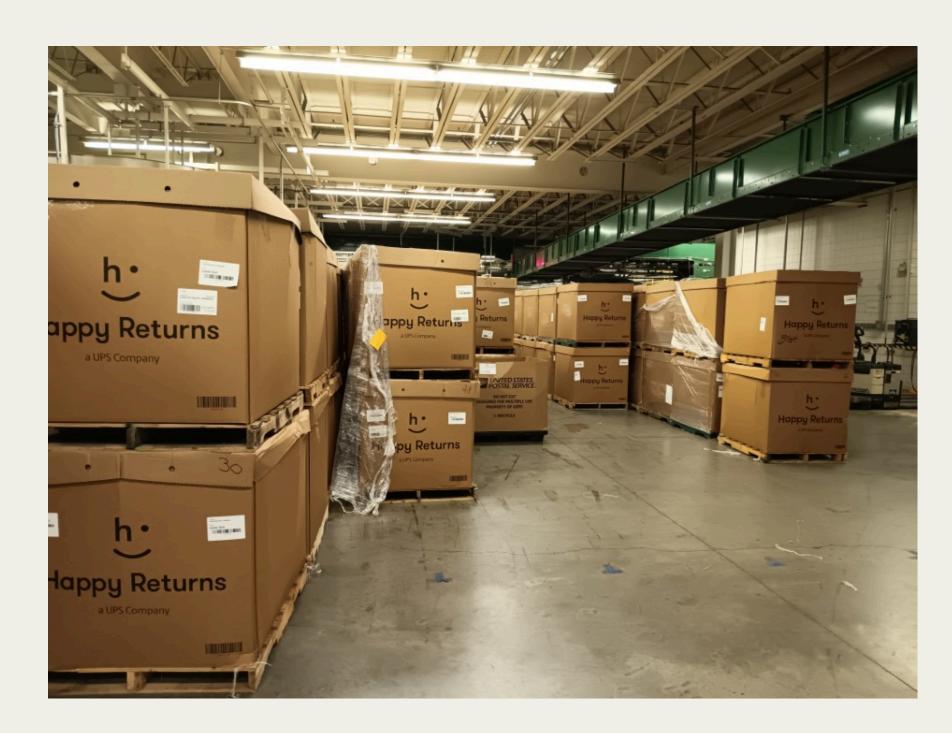
# Customer Buying Experience

#### REELING IN THE NEW CUSTOMER

- Men's Returns YTD: 12.9%
  - Sizing Issues: 8.1%

Happy Returns? More like Unhappy
 Returns...

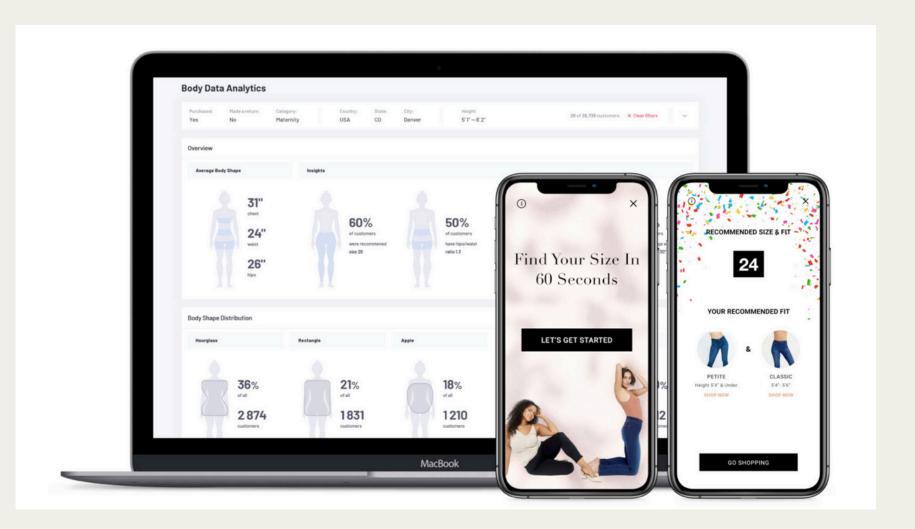
- Decrease Returns
  - Roughly 85% of clothing tried on before returning



#### WHY 3D-LOOK YOURFIT?

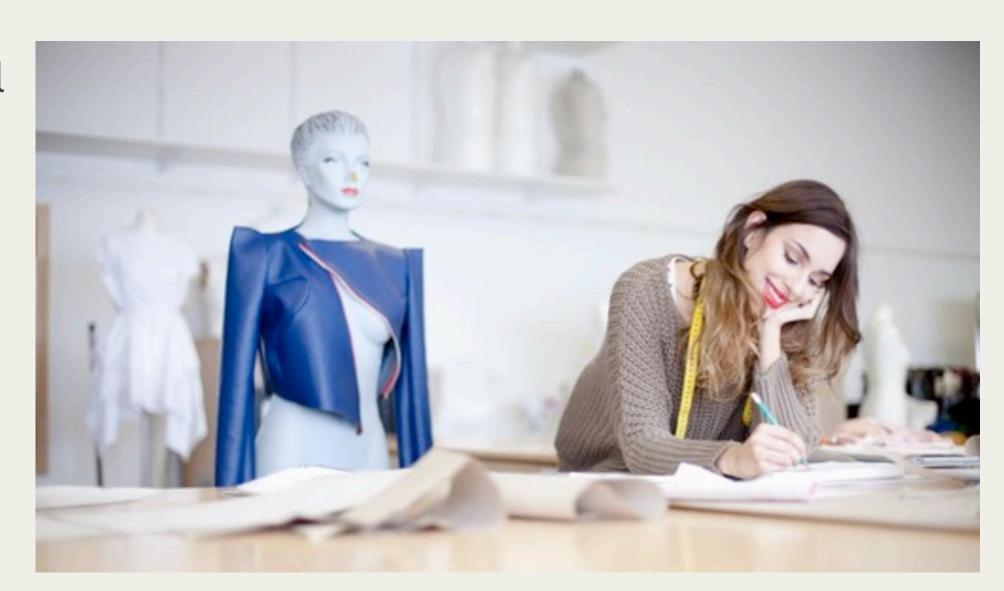
- Web-based widget that captures consumers' body data
  - 30 second process & works on any smartphone
  - Determines correct size accurately
- Allows anonymized collection of body data
  - Can be leveraged in our manufacturing process





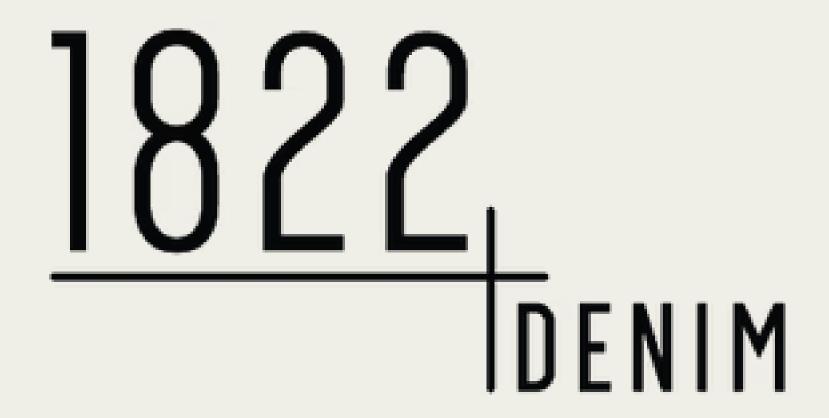
#### 1822 DENIM USE OF 3D LOOK DATA

- 80% of its customers are more petite and curvier than the standard fit model
- Retarget its customers
  - Unique shapes and sizes
  - Promote a wider range of styles.
- Sizing blocks better designed
  - Basic fits designed with existing customer base
  - Sell greater variety of products at full price



#### 1822 DENIM RESULTS

- 4 Fold increase in conversion!
- 30% reduction in returns
- 90% of company's customers felt confident
  - felt personalized to their unique body shape and measurements
- 70% of those who used the widget went on to purchase



# Financial Analysis

## FINANCIAL BUDGET

#### **DEVELOPMENT**

- Very directional
- Utilizing existing vendor relationships
- Line launch discount with vendors to offset initial costs (10%)
- Read & React for risk aversion
- AUR
- 2024 AUC : \$12.25 → \$12.01 for 2025

#### **MARKETING**

- Glenn Powell promo Campaign
- Starting at 25k-50k depending on specifics, usage, and term

#### SPECIAL THANKS

Adrienne Bestul Trevon Hardy Kyle Hackett Eric Schoenher Hayley Kalata Devon Grey Allie Werner Amber Gaffney Frank Riley Terri Anderson Jake Dial Luann Ruhland **Amy Reinecke** Tristan Katic

# Thank you!

