

REBALANCING WARDROBES



EAGLE
PRINT DYNAMICS

rebalancing wardrobes rebalancing wardrobes rebalancing



WHAT ARE WE DOING IN 2022?

- Experiencing Life
 - Festivals (music, food, art)*
- Continuing to learn new things
 - Crafting, Upskilling*
- Outdoor Sports (new participants)
 - Golf, Running, Hiking, Swimming, Surfing, Fishing*
- Court Sports
 - Tennis, Pickleball* 🎾
- Retro Fun
 - Ping-Pong, Rollerskating* 🍷
- Travel
 - Micro-Adventures*
 - Bucket-list Adventures*
 - Eco Adventures*



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Stitch Fix Survey

1,300 clients | March 2022

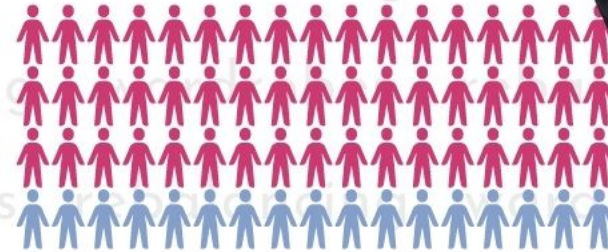
Fashionista.com | What is 'Workleisure'? A Guide to Shopping The New Hybrid Workwear Category

(Also known as "business comfort" and "power casual.") | June 9, 2022



50%

- Wanted to buy a new work wardrobe.
- Wear the same clothes to work as they do on the weekend and outside of work.



68%

Said they planned to wear more relaxed silhouettes in the office than they did pre-pandemic.



“

With fall approaching, "I'm so excited about so many things that are starting to check.

Our customers are going back into everything – events, working, real life.

Every moment now feels like a special occasion. Whether they are going up a size, or down a size, they have to really replenish their wardrobe...

"Everyday dressing has evolved. The way people are putting their looks together has really changed."

WWD | Macy's Nata Dvir
(Chief Merchandising Officer)
on Shifting Priorities, Challenges and Shopping Trends | 6.21.22



Vest



Vest + hood



Shacket



- Vests are trending = versatile, utilitarian, transitional, easy
- Inside/Outside concepts = Shackets - especially minimal, simple styles that do double duty as "formal" jackets in most settings
- Colors are core but can be mixed in rich and grounding ways



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NEW

EXPERIENCES

LOVE
E

A
N

CIRCULAR

HI

WELLNESS

JOY
COMFORT
TRAVEL
WORK

HOBBIES
JOBS







What's up?

- In-office *only!*
- WFH *only!*
- Hybrid!

We're back - are you ready?

- on-site visits
- tradeshows
- work travel



HOW DO YOU DECIDE WHAT TO WEAR

TO WORK

WHEN YOU CAN WEAR

ALMOST ANYTHING?



POWER CASUAL



WORKLEISURE



BUSINESS COMFORT

POWER CASUAL



TECHLEGANT

- Technical functionality
- zippered pockets
 - ♥ double-zipper
- Details designed for the wearer
- inside pocket
 - ♥ 'velvet-matte' tactile zipper pulls

VERSATILE CLASSICS

- iconic items (with an update...)
- ♥ stretch fabrics
- updated fits for today - tidy but relaxed

UNIFORMING FOR INDIVIDUALS

- minimalist layers
- soft fabrications
- ♥ sporty details like wide rib and an 'elegant varsity' aesthetic

“ Fashionista.com
Customers of Stitch Fix "...want their wardrobes to pull 'double duty,' pinpointing a need for pieces 'that are polished enough for the office yet comfortable enough to wear in their free time.'”



WORKLEISURE

#ELEVATED
BASICS

#SUPERCOMFORT

#NATURE'S
NEUTRALS

#MODERN
SOFTSEPARATES

PERFECT
TRI

MICROTERRY

“ WGSN | Core Item Update: Men's Knitwear A/W 23 | 5.16.22
We are seeing a shift towards a smart yet relaxed and functional look as people begin to return to offices. Consider the synergy of tailored aesthetics and casualwear levels of comfort. Embrace brights, but don't oversaturate. your product line. Balance them with classic colors and timeless shades.

“ Fashionista.com
Aside from a proliferation of tailored items made from stretchy, forgiving fabrics more commonly used in active and loungewear, the innovation here is not so much in the garments themselves, but in the ways they're styled and presented.

BUSINESS COMFORT



IS COMFORT THE NEW BLACK FOR S/S 2023 MENSWEAR? | THE TRENDS

Reinvented utilitarian apparel and sustainable workwear are back

The Spin Off Newsletter | June 20, 2022

#LUXE-HARDWARE

“ Fashionista.com

Athleta (brand known for activewear)

2022 searches

- work pants +165%
- dresses triple-digit growth YoY

“ WGSN | Core Item Update: Men's Knitwear A/W 23 | 5.16.22

Make garments that can be worn longer to reduce the environmental impact of clothing... Consider

emotional durability and comfort, whether through raw materials or fit choice.

Design classic pieces that will stand the test of time and transcend trends.

DESIGN FOR LONGEVITY

WGSN



EXPERIENCES



What's up?

- Trying new things
- Getting outdoors!
- Working while traveling...or is it traveling while working?

EXPERIENCES



HOW DO THE THINGS WE ARE CHOOSING TO DO TRANSLATE TO NEW PRODUCTS WE MAY NEED



THE **#NEWTOMESPORT**CORE



THE **#UNTETHEREDTRAVEL**CORE



THE **#GREATOUTDOORS**CORE

HOW DO THE THINGS WE

ARE CHOOSING

I've got a # and a "core" for that!



THE #NEWTOMESPORTCORE

THE #GREATOUTDOORS CORE

THE #UNTETHEREDTRAVELCORE

THE #NEWTOMESPORTCORE

new Golf participants



Performance Trucker

Technical/Functional

Soft structure / Retro Nostalgia

easy care = works great for busy young professionals

4-way stretch vest (vests are trending!)

Raglan sleeve for maximum ease of movement

Innovations in Golf

- Six and 12-hole courses that reduce costs, land use and the time it takes to play a round
- Night rounds - especially on weekends
- Mini golf makeover - family-friendly climate change-themed courses
- Golfertainment - indoor simulation golf
- Golf festivals - Hypebeast's Hypegolf Invitational



A fresh expression of golf apparel has surfaced, inspired by consumer lifestyle shifts and the **emergence of younger and more diverse participation.**

From more diversity to the rise of 'golfertainment', this centuries-old sport is being rebranded.

"There hasn't been this much optimism and new activity in the golf business since the turn of the century."

Joe Beditz, president and CEO of the National Golf Foundation | April 2021

Key Items

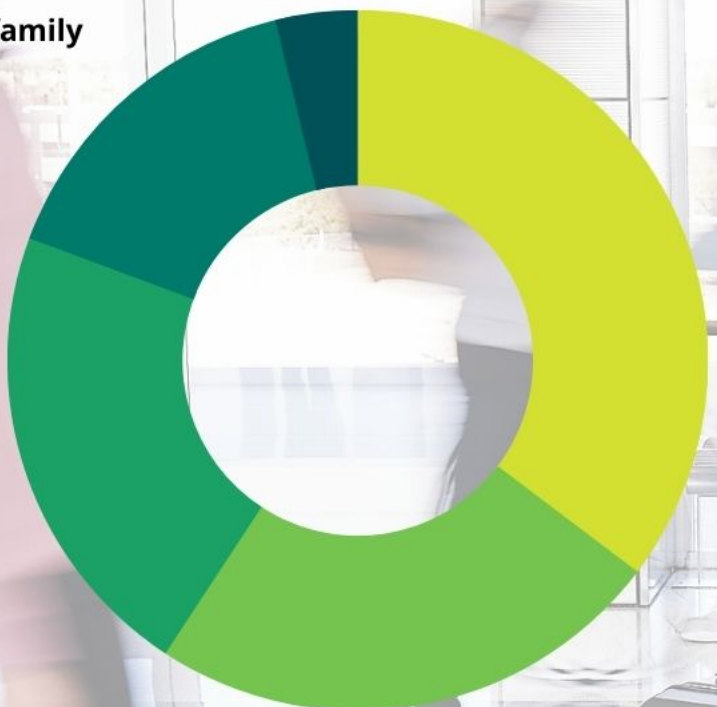
- Slogan T-Shirt - a casual favorite...rejects the rarified atmosphere of the traditional members' club
- Classic Polo - performance knitwear with wrinkle resistance, stretch, quick-drying all geared for ease of use and ease of wear - easy, easy, easy - no stress
- Streetwear inspired items
- Reflective items (for night golf)
- Soft structured hats - retro inspired / nostalgia
- Bucket hats - streetwear trend + technical/functional trend
- Eco-items of all kinds

THE #UNTETHERED TRAVELCORE

44TH ST STATION

Stay in a recreational vehicle/campsite
9%

Stay with friends/family
37%



Stay in paid lodging
84%

Take a flight
51%

Road trip
57%

Note: Numbers do not add due to overlap in sectors

Question: Across travels this summer, will you: (Select all that apply)
Sources: Deloitte Summer Travel Survey 2022, N + 2,546; Deloitte Global State of the Consumer Tracker, Deloitte Insights | deloitte.com/insights
A representative sample of 4,233 Americans took this survey between March 23 and March 30, 2022. Of those, 2,536 qualified as travelers. A smaller subset of 1,960 who are staying in paid lodging, rather than only with friends and relatives, completed the longest version of the survey.



2022 DELOITTE SUMMER TRAVEL SURVEY

May 24, 2022

- Travelers will take an average of **two trips this summer** and slightly more plan to take road trips vs. flights
- Emerging force: **the untethered worker**, who plans to mix some work into their vacation
- This group tends to be **younger and of a higher-income group**



HENRY.

High Earners Not Rich Yet

43 YEARS OF AGE ON AVERAGE
INCOME OF +\$100,000

THE #POSHOUTDOORSCORE

HENRY.Y. VERSION

#HYPERFUNCTIONAL



#TRANSITIONAL

#FUNCTIONALLUXE



#LUXEHARDWARE



#MODULARDESIGN



#TheGreatOutdoors trend was pushed in a more aggressive direction for A/W 22/23 collections, with pieces featuring oversized insulated quilting and an abundance of #ModularPockets.

THE #GREATOUTDOORS CORE

WWD reported on how tourism - and the gear we need for trips has changed during the pandemic, talking about the many styles that are now geared toward nature-goers...

WWD | Away Launches Line Geared Toward
Outdoorsy Vacations | 6.23.22

"I think people have a heightened enthusiasm to return to travel but the type of travel has changed. There's more of an outdoors focus, more rural with a desire to reconnect with nature and have adventures... The travel rebound came back in a big way, and with more outdoor destinations..."

Jen Rubio, chief executive officer of Away



maximal outdoors
=
colorful! fun!
fashion-forward!



Transitional use but with hyper-functional features - Tactical gear is a major product category - and can be borrowed also for other uses because the functional features that work there - work for everyday use in 2022 as well!

- super durable
- many pockets
- built for multiple functions



• Lightweight
• foldable
• easy to stowe



Mini bags = modular storage & organization





What's up?

- Healing through crafting/art/play
- Connecting
- Going to the beach!
- Being *Intentional*



HOW DO WE TAKE CARE OF

- OURSELVES
- OUR FAMILIES
- OUR NEIGHBORS
- OUR NEIGHBORHOODS
- OUR WORLD

AND WHAT HELPS CHILDREN



CONNECT THE DOTS



SOOTHE SAILING



GO WITH THE FLOW

CONNECT THE DOTS



Tips for Helping Students Recover From Pandemic Stress

NYT | 362 School Counselors on Pandemic's Harm | 6.20.22



"Students have responded very positively to opportunities to use art to express and process their feelings of the last two years and current feeling of anxiety and worry."

Jess Firestone, Buckman Elementary School, Portland, Ore.

"Middle schoolers now more than ever need and want to have extracurricular activities that don't include the computer."

Laura Donica, Indian River School, Canaan, N.H.

Statement Simplicity

Dopamine Minimalism...uses confident colors to invigorate designs...these pieces are designed to be uplifting and inclusive for all body shapes, sizes and needs, ready for action or adventure.

WGSN | Active Forecast S/S 24: Creative Confidence | 6.23.22

SOOTHE SAILING

CARE CULTURE



- \$946b Healthy Eating, Nutrition, & Weight Loss
- \$436b Wellness Tourism

• **\$49b Workplace Wellness**

Wellness Economy
\$4.4tn
in 2020

+9.9%

next
5
years

The Global Wellness Economy: Looking Beyond COVID | December 2021



Who and what do we value?

This question sits at the heart of Care Culture, as people reprioritize wellbeing over work, community over competition, and planet over profit.

WGSN | Swimwear Forecast A/W 23/24: Care Culture | 2.21.22

What does this look like in product?

Restful Pastels



Digital Lavender



Balancing Greens



Grounding Earth Tones



Soulful Whites



Motivational Brights



Radiant Orange

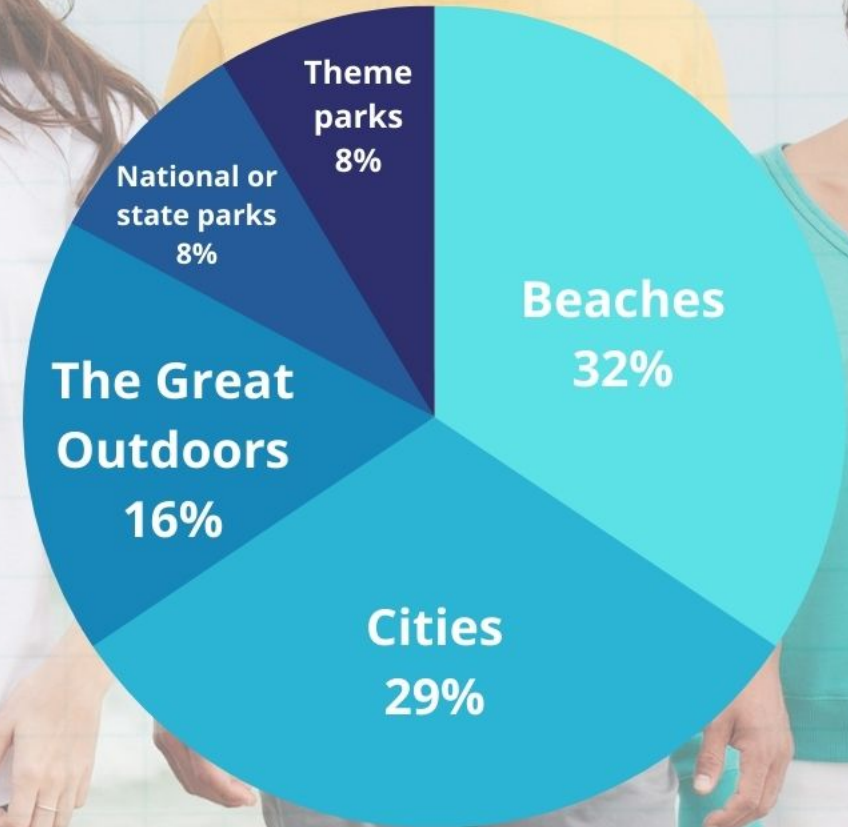


WGSN | Color Intelligence: Wellness Colors | 2.01.22

2022 DELOITTE SUMMER TRAVEL SURVEY

May 24, 2022

PREFERRED SUMMER DESTINATION TYPES REMAIN SIMILAR TO 2021



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SOOTHE SAILING

#RESORTSPORT

#GYMTO SWIM

#BEACHWASH



#PLUSH

#MATCHINGSET

#SHORTSET



#THE GREAT
OUTDOORS



#TRAVEL FRIENDLY

#VANLIFE

#UNTETHEREDWORKER



#POWER PASTELS



#ALLDAYACTIVE

“ WGSN | Swimwear Forecast A/W
22/23: Care Culture | 2.21.22

The pandemic and climate crisis have brought the importance of care into sharp focus - whether it be healthcare, self-care, care and repair of our belongings, or care for cultures and customs...this great reorientation will fuel demand for flexible, multipurpose and 'go anywhere' products that are made for - or inspired by nomadic lifestyles... Healing and haptic materials, mood-boosting colors and earthy textures will connect us to nature...

GO WITH THE FLOW

VIBE

INTENTIONALISM

ST720 Sport-Tek® PosiCharge® Re-Compete Tee

DT8101 District® Women's Re-Fleece™ Hoodie

86%

Sustainability Strategies 2023

A 2020 World Economic Forum survey found that 86% of 21,000 respondents among 28 countries would like to see more sustainable and equitable products in the post-pandemic market...six in 10 consumers are ready to change their purchasing behavior to minimize their environmental footprint.

ALPHA GEN Z ZENNIAL MILLENNIAL

Youth Culture

64%

A 2021 study found less than half of young people reported living thoughtfully before the pandemic. However, as they look to the future, 64% predict they will be more intentional - a 36% increase from 2019.

WGSN | Youth Culture 2022 | 6.9.22

XENNIAL GEN X BOOMER GENERATION AGELESS

Stealthy Wealthy (Gen X)

61%

A 2019 study by global investment company Schroders found that 61% Gen X always consider sustainability when investing...

WGSN | Gen X: Targeting the GenX Luxury Consumer | 5.5.21



AL2300 Allmade® Unisex Recycled Blend Tee

AL2303 Allmade® Women's Recycled Blend V-Neck Tee

AL6204 Allmade® Unisex Long Sleeve Recycled Blend Tee

C112ECO Port Authority® Eco Snapback Trucker Cap

DT8107 District® Re-Fleece™ Full-Zip Hoodie

BG420 Port Authority® Eco Blend Canvas Tote

K865 Port Authority® C-FREE™ Snag-Proof 1/4-Zip

- POWERCASUAL
- SMARTORIAL
- WORKLEISURE
- BUSINESS COMFORT

HOW DO YOU DECIDE WHAT TO WEAR
TO WORK
WHEN YOU CAN WEAR ALMOST ANYTHING?

BUILDING WARDROBES AS COLLECTIONS – NOT AS ITEMS

- **transseasonal** (useful all year long - layers)
- **comfortable, durable**
- **'build-able' color** utilizing nature's neutrals

CONSIDERING DETAILS THAT MATTER – TO FUNCTION – TO THE INDIVIDUAL

- **usefulness** (vests, pockets)
- **tactile fabrics, tactile trims**
- **transitional** (good for play, travel and work)



- THE **#NEWTOMESPORTCORE**
- THE **#UNTETHEREDTRAVELCORE**
- THE **#GREATOUTDOORS CORE**

HOW DO THE THINGS WE ARE CHOOSING TO DO TRANSLATE TO NEW PRODUCTS WE MAY NEED?

ENGAGING IN SPORTS WE KNOW AND TRYING NEW ONES TOO *GOLF, HIKING, PICKLEBALL, TENNIS, ROLLERSKATING*

- **protective** performance (UV protect, cooling, water repellent, reflective)
- modular, adaptable, versatile, **transitional** bags (for hiking *AND* for work settings)
- **streetwear** styles that GenZ & Millennials prefer

VACATIONING

UNTETHERED, MICRO-ADVENTURES, BUCKET-LIST TRIPS, ECO-TRAVEL, FESTIVALS

- bags with **durable and luxe** hardware with high functionality for both work items and for actual hiking
- small bags for **modular organization** within larger bags
- functional and also colorful, joyous 'maximal outdoors' apparel and bags



- **CONNECT THE DOTS**
- **SOOTHE SAILING**
- **GO WITH THE FLOW**

HOW DO WE TAKE CARE OF

- OURSELVES
- OUR FAMILIES
- OUR NEIGHBORS
- OUR NEIGHBORHOODS
- OUR WORLD

AND WHAT HELPS US BE CHILL?

CARE CULTURE

- **dopamine minimalism** (keep it simple)
- **workplace wellness** (think about wellness colors)

WHERE CAN WE CHILL? WHAT DO WE WEAR?

- remember **The Great Outdoors** includes the beach
- layers, **tactile textures**, cozy, soft

BE MINDFUL – BE JOYFUL – BE HOPEFUL

- **C-Free** (lowering carbon footprint to neutral)
- recycled, regenerative, **intentional**

Scan code for
more C-FREE info





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