Paulina Fernandez 12/7/17

Tori Raff Shaffer

Jackie Rafferty Fash 330

Anthropologie Childrenswear

**Anthropologie**

Anthropologie today, in 2017 is known as a successful retailer under the URBN corporation that once started out as a line for the retail store Urban Outfitters1.In 2017, Anthropologie contributed the most net sales by to the URBN inc. out of all the URBN brands5.Anthropologie currently has a product offering consisting of “women’s apparel and accessories, intimates, home furniture and décor, beauty and gifts. Each caters to the lifestyle of our five muses: soft & delicate; boho chic; easy cool; elegant classic; and modern sporty”2. Anthropologie was brought to life as a retail store  in 1992 by  Dick Hayne,  the chairman and president of URBN corporation. Dick Hayne decided to create Anthropologie to fill the white space of the Urban Outfitters customers’ growing out of Urban Outfitters and starting the next stage of their life. Customers today due in fact view Anthropologie as the “big sister” store to Urban Outfitters.The name Anthropologie came about by Dick Hayne naming it after “his college major (but with a decidedly French *twist).  In 2009 Anthropologie expanded to the European market by “opening a store on Regent Street, (also in London) that spans 11,000 square feet across three floors”*3.Today, Anthropologie has expanded nationally and internationally as a highly successful and growing retail brand that consists of a total of 228 stores in North America and a handful of stores in Europe1. Anthroplogie’s headquarters are based in Philadelphia.

**Anthropologie Customer**

The Anthropologie customer is an upper middle class women ranging from the ages of 30 to 45 years old. She is single or married, with no kids or kids. Anthropologie describes their customer as “ a creative-minded woman, who wants to look like herself, not the masses. She has a sense of adventure about what she wears, and although fashion is important to her, she is too busy enjoying life to be governed by the latest trends. To her, Anthropologie is a portal of discovery—a brush with what could be. A place for her to lose—and find—herself”2.Anthropologie has broken down their customer for collections around three imaginary women1. These three women are based off of Anthropologie's*’* “three main clothing aesthetics: Feminine, Artistic, and Linear”1. Anthroplogies’ employees work in an everyday to “talk about her very specifically, where she lives, and sketch her life”.

**Customer Interactions**

The Anthropologie customer appreciates the way Anthropologie connects with them in a unique way versues what they are used to by other retailers. Antrhopologie accomplishes connecting with their customer through ecommerce, mail, and in store. Anthropologie has worked extremely hard to create a warm and welcoming appeal to their customer in all three aspects of these communication areas. Anthropologie “relies *on its website, apps, email campaigns, social media,* blogs, and its storefronts and displays to reach its customers. “We believe that by starting a conversation and interacting directly with our customers ... we are more effective at understanding and serving their fashion needs,” the company [wrote in its April 2015 SEC filings](http://www.getfilings.com/sec-filings/150401/URBAN-OUTFITTERS-INC_10-K/#toc840497_5). “We also believe that our blogs continue this conversation. Not only do our blogs allow us to communicate what inspires us, they allow our customers to tell us what inspires them. This fosters our relationships with our customers and encourages them to continue shopping with us”1.

 Anthropologie is one of the few  retail brands today that still relies on mail to send out a catalog. The catalog was first released 1998 that resulted in a “circulation more than doubling before the end of the year. In August of that same year, Anthropologie.com was established”3. Anthropologie calls these catalogs journals, that consists of photo-shoots of the new product line being shot at exciting locations to promote the clothes and lifestyle of their customer. These journals create a unique experience for the customer to see new products and really connect with how they live or wish to live their lives. Anthropologie was the first of the URBN brands to have an e-commerce site. The e-commerce site had such great success that it rsulted in URBN opening e-commerce stores for their others brands, starting with “Urban Outfitters in 2000 and Free People in 2004”3.

If you walk into an Antrhoplogie store in New York and another one in Chicago and one in Claifornia you will notice that each store is different. The store differes not only in the size of the space and location but rather the overall design and layout. Unlike some other retailers today Antrhoplogies stores were created not only to focus on the designers perspective but for the visitor's imagination. “People would start to connect the dots in their own way and tell themselves a personal story”. The Anthropologie's Philadelphia Headquarters “creates each season’s themes, they send photos and mood boards to each store’s design team and let them loose on ideas”1. Creating and focusing on a very specific customer has allowed Anthroplogie as a brand to be cohesive across the as a whole and in all of the stores, while allowing a different experience for the customer in each store. This design concept of allowing the store’s design team to be free with the theme all started from the beginning of Hayne working with an interior designer for two years before creating the first Anthropologie store in Wayne, Pennsylvania 1992. Hayne worked with architect Ron Pompei “to create their vision for the store they traveled, visited museums, took in cultural events, and shopped at outdoor markets. During their travels, they learned that texture was very important and storytelling was central1*”.*Other corporations and retail brands may think the time spent on designing the first store and every store Anthropologie has opened today to be a bit excessive but with Anthropologie’s sales being so high, high customer loyalty, and customers spending an average of 75 minutes in the store1Anthropologie has proved that it is worth it to invest time into each store’s design.

**SWAT Analysis**

Anthropologie is a well known and designed company that started off on the right foot and has continued to not only grow in size but also in strength. Anthropologie is known for having extremely loyal customers, mainly because of their emphasis on truly understanding their customer, and having direct communication with their customer. Over the years Anthropologie has had a number of different designer collaborations that have made them stronger overall in the industry, especially in terms of competing with their competition. By participating in these designer collaborations they have been able to offer more unique and exclusive products to their customer, which also has helped them increase customer loyalty. In 2012 Anthropologie “instead of launching the collaborations one at a time they debuted eleven designer collaborations at one time on a new online platform called Made in Kind”. “The debut collaborators include [Karen Walker](http://fashionista.com/2012/02/karen-walker-fall-2012-20000-leagues-under-the-sea/), Gregory Parkinson, John Patrick, Samantha Pleet and some lesser known names like Charlotte Linton, Pipit, Rachel Rose and British brand Place Nationale”4*.* Today Anthropologie offers collaborations with artist specifically in their accessories and home sections, these are easily accessible their ecommerce site.

Although, Anthropologie is a very strong company, every company has their strengths and weaknesses. One of Anthropologie’s weaknesses is having a limited target market. Anthroplogie only offers particularly to women with clothing, accessories, and home items. At one point in time Anthropologie did offer to men but it unfortunately was not as successful as it was predicted to be. Another weakness of Anthropogie’s is that they have more room for advertising. Anthroplogie does a great job communicating with their loyal customers but has room to improve on gathering new customers with more improved advertising in social media and more to compete with their competition’s advertisements.

Anthropologie with its strengths and weaknesses has room for a lot of opportunity. Due to Anthropologie being a strong and overall successful company with everything they have been doing thus far, they have a great power to be an even more successful company compared to their competitors and overall in the fashion industry. Anthropologie has the opportunity to expand their locations. Expanding locations especially internationally would increase their presence in international markets and offer more opportunities for their international customers to become as loyal as their American customers. Anthropologie also has room for innovation especially in aread dealing with advance technology and dealing with fashion industry problems and concerns such as sustainability. Introducing sustainable products can add Anthropologie on the map with sustainability and has the power to drag new customers in as well. Anthropologie can also put more emphasis on their charity contributions, since they donate profits from selling their window displays. Anthropologie's “ windows change [every 6 to 8 weeks](http://karapaslaydesigns.com/unveiling-anthropologie/), and the interior displays are rotated more often than that. When a display’s time is up, it either goes into storage to be used again or is auctioned off for charity. For example, when butterflies created for the Greenville, N.C. store’s Earth Day celebration were sold, proceeds went to American Forests and were used to [plant new trees](http://www.greenvilleonline.com/story/life/2014/10/27/downtown-retailer-anthropologie-puts-original-spin-store-art/17996945/)”1*.* This is a very unique concept that Anthropologie can advertise and discuss more than they currently do.

Anthropologie being a strong company still has some threats such as their competitors having a broader target market than theirs. A company that appeals to women, men, children, and the home has more of a pull on a customer than Anthropologie does because their customer can stay in one store and shop for each member of the family and things for the home. Luxury brands creating lower price lines that match or are close to price points of Antrhoplogie’s product lines of are becoming more of an increased threat. Having to compete with luxury brands can potentially have a decrease on Anthropologie’s sales and result in competing with designers and even more designer collaborations.

**White Space**

Anthropologie is a company that was created to fill a white space of a Urban Outfitters customer growing out of Urban Outfitters. Although Anthropologie filled this white space by becoming a retail brand that was made for a more mature customer they have not crated products to fulfill every aspect of their customers’ lives such as for their children. Anthropologie does offer a kids section in their home department but does not sell kids clothing. Two of Anthroplogies competitors, J.Crew and Gap offer kid clothing lines. J.Crew Kids and Gap Kids have been successful with their target customer and can be even more successful to the Anthroplogie customer that is a mom. Therefore, Anthropologie has a great opportunity to fill this white space by offering a kids clothing line.

**Product Line**

Our product line is designed for girls ranging from sizes 2T-4T.  The Anthropologie mom would be the customer purchasing these products for her child or children therefore it is important to recognize her as the purchasing customer and the child as the one wearing the product. An Anthropologie mom would enjoy this line because the pieces are fashionable and functional. There are aspects that have been adding to this product line that she is searching for such as sustainability and high quality. These clothes have details that children will love to wear because they incorporate things such as fur that adds the sense of touch and feel to their brain and fur to texture to their wardrobe. The animal details for this line were made to incorporate the love of the earth the Anthropologie customer has.

We wanted to create this product line of sustainable materials specifically because moms today more than ever want to know what everything is made of to make sure it's safe for their children and we decided that should also be when they're choosing their children's clothes6. This line consists of two tops (one with faux fur accents, printed leggings, a faux fur jacket, and a long sleeve dress.

**EDITED**

J.Crew and Gap are two similar and competing retailers to Anthropologie. Both of these companies are currently elling kids wear and are excelling in that specific target market. Gap has successfully marketed and sold Cable-Knit Peplum Sweater.  This sweater is priced at $34.50 and has been available since September 3rd, 2017.  It has been discounted for a limited time by promotions and 18 different time with the lowest price being $20.00 at a 42.8% decrease. Since the time it has been available it has been replenished three times with its first sell out on November 25, 2017. In our line we have two sweater knit tops that both have a peplum style bottom which, according to EDITED, is a style detail that is very popular with our age demographic which is why we believe these items would sell very well as a childrenswear line for Anthropologie.

        The Buffalo Check Leggings from J.Crew are similar to the leggings we created for our product line. They are priced at $24.50 and habe never been discounted or replenished since it first came out on November 7, 2017.  The item is currently in stock with a steady price.  This item has never been on sale or marked down. We created a similar item to these pants in our line and decided to offer them in two color variations with suede patches in the shape of leaves on the knee. By choosing muted and soft colors it is keeping in touch with Anthropologie’s style aesthetic. The added knee patches are something that is very on trend right now.  In EDITED there are many kids clothing with fun knee patches so to keep with our woodsy/outdoor theme we thought it would be a good idea to do a leaf instead of just an oval patch. This patch adds that nice unique touch that the Anthroplogie customer is searching for and knows she can find it at Antrhoplogie.

        According to EDITED fur is currently successfully selling. On EDITED there were many fur vests and jackets but we decided to incorporate an all over fur bolero jacket to give it a different look and stand out against our competitors’ jackets and vests that are offered for kids.

        Something that sets our childrenswear line apart from everyone else is our sustainability factor. All of our fabrics are natural and they dyes we use are 100% safe for children.  Sustainability is a huge issue right now and consumers are very aware of the problem7.  Having a line of sustainable clothing will draw the customers into the store.

**Sales Plan**

Our product line has a total of $2.5 million sales plan. We decided to sell this collection in the Fall and Winter season in the national and international markets in order to continue to expand specifically the European market. Our sales percentages per month will vary due to how much we want to sell per month. We wanted to increase our sales per month specifically in December and November due to the Holiday season and our product line fitting perfectly with the weather. Due to wanting these months to be high sales percentages per month we made December 19.3% and November 19.2%. Our August sales percent is 13.3% because we know our products will sell the least then due to their fit for the Fall and Winter season.

 We conducted our markdown percentage levels by considering when our products would and would not be most sought after. Since our products will the most popular and considering the holiday season we decided to have our highest markdown percent in January with a 21.0% markdown. Our second highest markdown percent is in August resulting in a 19.0% markdown. This is our second highest markdown percent due to our products easing into the market and the transitioning of clothes due to the season change. Our lowest markdown percent is in November with a 13.0% markdown because this is when we plan that our consumers will be most interest in ur product line and therefore more willing to pay a higher price point for the product. ‘

 Overall our season total planned markdown percentage is 14.2% because as a company Anthropologies does not often have discounts due to the unique and luxury aspect of the products. Our stock turn number for the season is 3.8. We believe our inventory will turnover quickly, due to the act that we are bringing a new market into a highly successful retail brand with very loyal customers.

**Prices**

Our five products for this line consisting of, two tops (one with faux fur accents, printed leggings, a faux fur jacket, and a long sleeve dress line were attained by considering what the products are made of, how Anthroplogie prices their products, and how competitors like Gap and J.Crew price their products. Starting with the top without faux fur, we would recommend the price point of $29. For the top with faux fur, we would recommend a price of $34. As for the leggings, we would price them at $23. The dress that we created, we would price at $54. And lastly, we would price our jacket at $64. All our products would be held to the highest quality standards and would be competitive comparisons to our competitors.

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