

URBAN OUTFITTERS

CONDENSED REPORT

Table of Contents

Part 1

Company Profile.....	3
Financial Summary.....	3
Brand and Fashion Concept.....	3
Market Position and Competition.....	3,4
Product Comparison.....	4
SWOT Analysis.....	4,5

Part 2

Proposal.....	5
Target Market.....	5
Trend Analysis.....	5,6
Color, Print, & Fabric Story.....	6
Concept Board.....	6,7
Line Plan/Style Sheets.....	7,8
Key Items.....	9

Part 3

Fabric Quick Costing.....	8
Six Month Merchandising Plan.....	9
Ratio Distributions.....	9,10
Key Item Assortment Plans.....	10,11
Purchase Order.....	11

References.....	12,13,14
-----------------	----------

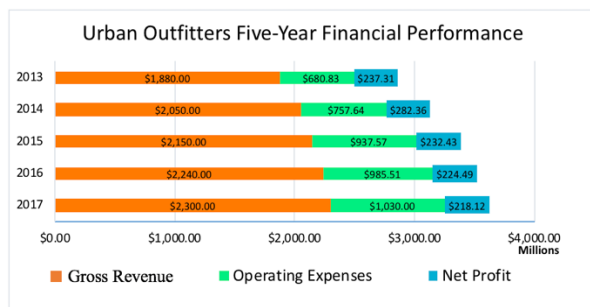
Market Research

Company Profile

Urban Outfitters is a publically held company whose headquarters are home to Philadelphia, Pennsylvania. It is a lifestyle retailer dedicated to inspiring customers through a unique combination of product, creativity, and cultural understanding. With over 200+ store locations UO can be found in the United States, Canada, and Europe. The company is also recognized for its other chains including Anthropologie, Free People, Vetri Family, Terrain, and BHLDN (URBN, 2018).

Financial Summary

When household disposable income is high, consumers have more power to be able to afford discretionary items such as clothing. Per capita income was expected to increase over the 2017 year presenting a potential opportunity for the fashion industry (O'Connor, 2018). The financial performance for 2013 took a dip with a lower disposable income and then skyrocketed in 2015 (O'Connor, 2018). Shown in figure 1.1 below, Urban Outfitters expenditures and costs have steadily been increasing, but they have also experienced a net profit in slow decline. This decrease in profit could be due to the inflation within the apparel industry as well as Urban Outfitters brick-and-mortar expansion projects (Urban Outfitters Inc, 2018.)



Brand and Fashion Concept

Founded in 1970 Urban Outfitters was strategized with the intent to be a passionate, creative, entrepreneurial group who think outside of the box and are all about providing a unique shopping experience while inspiring and connecting with others. UO began as a small shop on a college campus and is committed to supporting the next generation of entrepreneurs. The company's main categories of merchandise include Women's, Men's Accessories, Apartment, Music, Tech, Beauty, and Intimates (URBN, 2018).

The contemporary market is distributed through independently owned retail locations and through a globally expanded online shop (URBN, 2018). The two distribution centers in America are located in Reno, Nevada and Gap, Pennsylvania; with the other two located in Rushden, England, and United Kingdom (URBAN, 2018). Urban Outfitters has a "mission of delivering a distinctive, recognizable shopping concept, whether a customer visits a brick-and-mortar store, goes online to the website, or makes a selection through its mail-order catalogs" (McCue, 2015).

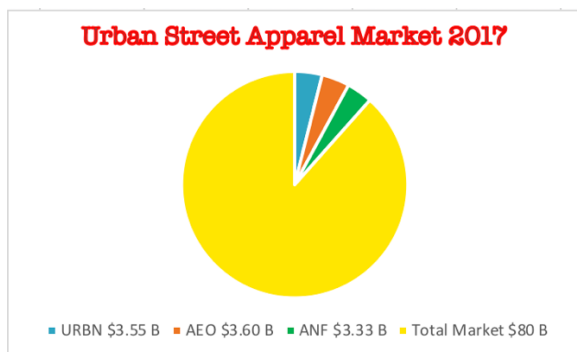
Market Position and Competition

Urban Outfitters most prominent competitors include Abercrombie & Fitch and American Eagle Outfitters (Competition, 2015). American Eagle primarily reaches the middle and upper classes and to all gender and ethnicities between the ages of 15-25 (American Eagle Outfitters Market Segmentation, 2018). Abercrombie & Fitch reaches ages between 18-22 and has almost double the amount of retail stores open at around 400. This gives them the upper hand when it comes to be the

most readily available to their customers (Competition, 2015).

When comparing revenue, in 2017, all three stores were relatively on the same playing field as URBN, AEO, and ANF who all profited around 3.5 billion dollars.

This is demonstrated in figure 2.1 below (American Eagle Outfitters Inc., 2018”, “Urban Outfitters Inc., 2018”, “Fashion – worldwide Statista Market Forecast, 2018”).



Product Comparison

American Eagle and Abercrombie & Fitch were relevant as Urban Outfitters’ competitors also in part by their similar merchandise assortment. When breaking it down to each brand’s women’s selection, the apparel within that segment, and specifically women’s tops all carried about the same assortment from hoodies & sweaters, to graphic tees & tanks to trendy bottoms. This comparison is demonstrated in figures 3.1, 3.2, and 3.3.

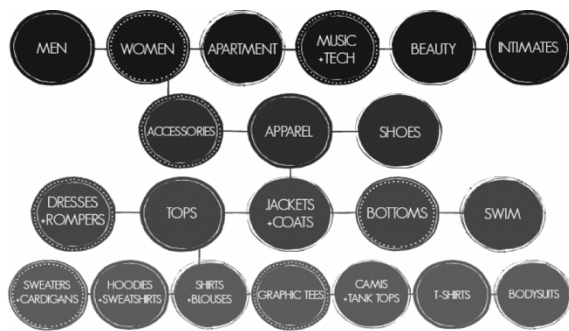


Figure 3.1: Urban Outfitters Merchandise Classification Structure



Figure 3.2: American Eagle Outfitters Merchandise Classification Structure



Figure 3.3: Abercrombie & Fitch Merchandise Classification Structure

SWOT Analysis

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Only company in its line of competition to provide home goods and music & tech (URBN, 2018). 2. High track record of continuous product innovation (Urban Outfitters SWOT Analysis Matrix, 2018). 3. “Over the years Urban Outfitters has built a reliable distribution network that can reach majority of its potential market” (Urban Outfitters SWOT Analysis Matrix, 2018). 	<ol style="list-style-type: none"> 1. Lack of product forecasting leading to higher rate of missed opportunities compared to its alternate competitors (Urban Outfitters SWOT Analysis Matrix, 2018). -Example would be A&F creating a children’s line first (WGSN, 2018). 3. The company has had many cases of controversy and offensive content within their garments and varying products, with these cases going viral mostly on social media (The Week, 2015).
Opportunities	Threats
<ol style="list-style-type: none"> 1. After years of recession and slow growth rate in the industry, the market has an opportunity to increase its market share with a rise in disposable income (O’Connor, 2018). 2. Children’s clothing line to compete with Abercrombie kids new gender-neutral clothing line (Abercrombie & Fitch, 2018). 	<ol style="list-style-type: none"> 1. Overall decrease in in-store consumer shopping/alternate option for customers to partake in Omni channel retailing (Big Commerce, 2018). 2. Intense competition – Raised profits in the fashion industry has increased the number of competitors in the last few years which puts pressure on overall sales for multiple fashion marketers. (Urban Outfitters SWOT Analysis Matrix, 2018).

Figure 4.1: Urban Outfitters S.W.O.T. Analysis

Although Urban Outfitters has missed the mark on some product forecasting, they have a huge opportunity to open up a children’s clothing line to stay head to head with their main competitor, Abercrombie & Fitch. With an increase in disposable income and the fact that the company made it through the recession of brick-and-mortar store shopping, this is a great time to get back in the game with a new unisex children’s line that embraces cultural subversion of gender norms.

Line Development

Proposal

The missed opportunity for a children's line is an absence to be filled which will speak to parents and children who do not want to be confined to specific styles or colors (Garrod, 2018). Abercrombie's unisex merchandise can be found in unisex sizes and are focused in the center of their brick-and-mortar stores.

Clothing is just the first step in implementing this non-confined social strategy. Multiple retailers are filling the gap in their product whether it be toys, signage, or department décor. Today's parents are a bit savvier, says Tran, the concept developer behind another brand implementing this strategy. The understanding of practicality and investing in pieces that can be easily passed through different siblings of different genders is what is going to make this market a success (Hype Kids, 2018).

Target Customer

The wearer of this line is going to be Chloe, an 11-year-old girl. She aspires to be an artist and has an active lifestyle outside of school where she is always on the go. Because of this, she needs something to throw on; Chloe cannot spend half an hour trying to match tops and bottoms in the morning, actually she thinks it is more fun to mix and match prints. In the comfort of her parent's higher middle-class home she resides in Salem, Oregon. She picks whatever is bright and exciting, the first thing she sees when she stops in a store on the weekends or after soccer practice, with mom and dad. They usually go to the River City Mall about 3-4 times a month.

Per visit, her parents normally will spend between \$85-\$150 unless it is time to go back to school then that budget will increase. Other places they will shop for back to school clothes is Abercrombie & Fitch Kids, Justice, and Old Navy.

Chloe enjoys reading her monthly subscriptions to Teen Vogue and Seventeen Magazine and follows her favorite celebrities Emma Watson, Zendaya, and Jennifer Lawrence on Instagram.



Trend Analysis

For the upcoming A/W 2018-line Urban Outfitters will continue to stay with their current merchandise selections but will expand the line with the children's wear collection that will portray fun, graphic prints and linear scribble detailing, mixed textiles and athletic silhouettes (Rechner & Goodfellow Ash, 2016). This line is unique and unexpected, but versatile enough to wear to multiple events from after school tutoring to birthday parties.

Winter 2018 is full of gender neutral silhouettes and durable fabrics. Multiple combinations will be seen anywhere from hoodies with multi patch joggers to utility style jumpsuits. These looks can be altered with the way they are styled to appear more feminine or masculine depending how they are paired and styled on the body (Garrod, 2017).



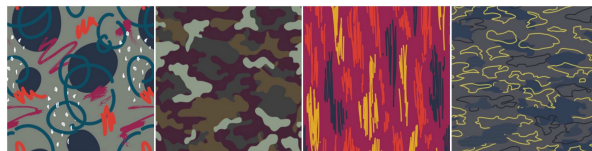
Moto jackets, cropped sweaters, relaxed trousers, and knit overalls are all trending in Winter 2018 and are expected to be found in both girl's and boy's versatile wardrobes this coming season (Rechner, 2015).

Colorful winter hues and textiles create a fresh street style for kids, inspired by the outdoors (Doneger, n.d., 2018). The idea of minimal-maximal highlights extremes with features of head-to-toe prints along with monochrome outfits (Rechner & Goodfellow-Ash, 2016).

Color Story



Print Story



This collection looks to abstract patterning in order to refresh commercial children's wear pieces, with scribbled lines and camo hybrids (Rechner, 2016). The prints incorporate both core colors and the fashion shades from the color story chosen. Abstract camo updates children's wear with brush strokes, cutout shapes, and layering

techniques, which make for more abstract interpretations (Wharton, 2017). This trend is implemented on sweatshirts, windbreakers, and jacket linings (Rechner, 2016).

Fabric Story

Swatch	Fabric Name	Fiber Content	Suitability	Special Care	Vendor	Wholesale PPY
	Polyester	100% Polyester	Coats, Outerwear	Machine wash cold, Tumble try low	Fabric.com	\$4.98/Yard
	Polyester	100% Polyester	Coats, Outerwear	Machine wash cold, Tumble try low	Fabric.com	\$4.98/Yard
	Polyester	100% Polyester	Coats, Outerwear	Machine wash cold, Tumble try low	Fabric.com	\$4.98/Yard
	Cotton	100% Cotton	T-shirts, Sweatshirts	Wash cold on gentle, Air dry	Fabric.com	\$5.69/Yard
	Rayon Jersey Knit	95% Rayon, 5% Spandex	T-shirt	Machine wash cold, Tumble try low	Fabric.com	\$11.99/Yard
	Cotton Denim	98% Denim, 2% Elastane	Jeans, Joggers	Wash inside out on cold with like colors, Air dry	Fabric.com	\$9.56/Yard
	Cotton Denim	98% Denim, 2% Elastane	Jeans, Joggers	Wash inside out on cold with like colors, Air dry	Fabric.com	\$9.56/Yard
	Cotton Denim	98% Denim, 2% Elastane	Jeans, Joggers	Wash inside out on cold with like colors, Air dry	Fabric.com	\$9.56/Yard
	Polar Fleece	100% Polyester	Cold weather suit	Machine wash cold on gentle, Air try	Fabric.com	\$4.96/Yard


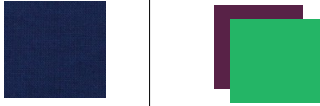
Concept Board







The “Great Outdoors” is the main inspiration for this clothing line. It is a combination of raw, rustic, and primitive elements, as Doneger put it. The line has sporty and protective references with sustainability as the key (Doneger, n.d., 2018).



Line Plan/Style Sheets

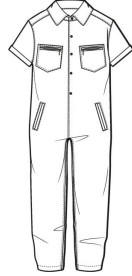

The Autumn/Winter 2018 unisex children’s collection features 2 Tops, 3 Outerwear garments, 3 Bottoms, and 2 Bodysuits.



	Style Number: URBN18-101	Category: Outerwear	Retail Price: \$49.95
	Fabric: 100% Polyester	Colors: Dark Purple & Island Green	
			
	Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16		
	Short Description: Hooded Jacket Description: Hooded Jacket with Asymmetrical Detail Trims and Special Treatments: Asymmetrical Zipper Closure, Single Side Pocket, Elastic Wrist and Waist, Triple Snaps to Cover Neckline		



	Style Number: URBN18-301	Category: Tops	Retail Price: \$15.95
	Fabric: Stretch Rayon Jersey Knit	Colors: Olive Drab, Harbor Blue, Army Camo	
			
	Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16		
	Short Description: T-shirt Description: Cotton T-shirt with Front Patch Pocket Trims and Special Treatments: Front Patch Pocket, Button Shoulder Detail, Crew Neck-Line		

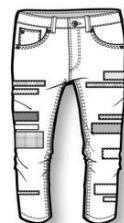

	Style Number: URBN18-102	Category: Outerwear	Retail Price: \$69.95
	Fabric: 100% Polyester	Colors: Olive Drab, Scratches	
			
	Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16		
	Short Description: Bomber Description: Cold Weather Fashion Bomber Trims and Special Treatments: Elastic Wrist and Waist, Top Buckle Closure, Set-in Pockets		

	Style Number: URBN18-201	Category: Outerwear	Retail Price: \$79.95
	Fabric: Polar Fleece & 100% Polyester	Colors: Dark Purple, Empire Yellow, Army Camo	
			
	Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16		
	Short Description: Puffer suit Description: Cold Weather Suit Trims and Special Treatments: Down Puffer Material, Elastic Wrist and Ankle, Velcro Closure		

	Style Number: URBN18-202	Category: Bodysuit	Retail Price: \$69.95
	Fabric: 100% Lyocell	Colors: Linear Camo	
			
	Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16		
	Short Description: Jumpsuit Description: Utility Collared Jumpsuit Trims and Special Treatments: Denim Chest Patch Pockets, Slash Pockets, Snap-Button Front Closure		

	Style Number: URBN18_403	Category: Bottoms	Retail Price: \$49.95
	Fabric: Colored Cotton Denim	Colors: Olive Drab	
			
	Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16		
	Short Description: Boyfriend jean Description: Loose Fit, Embroidered Jean with Bottom Cuff Trims and Special Treatments: Zipper and Button Closure, Pockets, Cuffed Ankle, Beltloops		

	Style Number: URBN18-103	Category: Tops	Retail Price: \$39.95
	Fabric: 100% Cotton	Colors: Island Green, Scratches, Linear Camo	
			
	Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16		
	Short Description: Hoodie Description: Camouflage Hoodie with Front Pocket, Draw strings, and Fringe Seamed Sleeves Trims and Special Treatments: Fleece Lining, Draw Strings, Fringe Seams		

	Style Number: URBN18-402	Category: Bottoms	Retail Price: \$49.95
	Fabric: Cotton Denim	Colors: Harbor Blue	
			
	Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16		
	Short Description: Basic Jean Description: Patched, Slouch Fit, Ankle-Length Jean		

Merchandising Plan

Fabric Quick Costing

The following table shows the breakdown for the costs of all fabrics with the given yardage that will be needed to produce both the outer layer of the garment and linings as needed. As the table shows, all garments will be able to be sold at their initial retail price that is listed in the style sheets.

	Style Number: URBN18-402	Category: Bottoms	Retail Price: \$49.95
	Fabric: Cotton Denim	Colors: Harbor Blue	
Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16			
Short Description: Basic Jean			
Description: Patched, Slouch Fit, Ankle-Length Jean			

	Style Number: URBN18-401	Category: Bottoms	Retail Price: \$49.95
	Fabric: Cotton Denim	Colors: Bit of Blue, Scribbles	
Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16			
Short Description: Jogger			
Description: Patchwork lounge jogger			
Trims and Special Treatments: Zipper and Button Closure, Belt Loops, Multi-Fabric Patches			

	Style Number: URBN18-302	Category: Tops	Retail Price: \$15.95
	Fabric: 100% Cotton	Colors: Scribble, Island Green, Empire Yellow	
Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16			
Short Description: Long Sleeve T-shirt			
Description: Long-Sleeve T-shirt with Geometric Sleeve-Patching			
Trims and Special Treatments: Button Backside Closure, Geometric Sleeve-Patching			

Style Number	Unit Retail	Unit Cost	Target Fabric Cost	Required Yardage	Fabric Quick Cost
URBN18-101	\$49.95	\$19.98	\$12.00	1 yds. @ \$4.98 5 yds. @ \$4.98	Outer: \$4.98 Lining: \$2.49 Total: \$7.47
URBN18-301	\$15.95	\$6.38	\$12.00	1 yds. @ \$11.99	Outer: \$11.99 Lining: \$0.00 Total: \$11.99
URBN18-102	\$69.95	\$37.98	\$16.79	1 yds. @ \$4.98 5 yds. @ \$4.98	Outer: \$4.98 Lining: \$2.49 Total: \$7.47
URBN18-201	\$79.95	\$31.98	\$33.00	3 yds. @ \$4.98 1.5 yds. @ \$4.96	Outer: \$14.94 Lining: \$7.44 Total: \$22.38
URBN18-202	\$69.95	\$27.98	\$10.00	3 yds. @ \$9.98	Outer: \$29.94 Lining: \$0.00 Total: \$29.94
URBN18-302	\$15.95	\$6.38	\$7.00	1 yds. @ \$5.69	Outer: \$5.69 Lining: \$0.00 Total: \$5.69
URBN18-401	\$49.95	\$19.98	\$22.00	2 yds. @ \$9.56	Outer: \$19.12 Lining: \$0.00 Total: \$19.12
URBN18-402	\$49.95	\$19.98	\$22.00	2 yds. @ \$9.56	Outer: \$19.12 Lining: \$0.00 Total: \$19.12
URBN18-403	\$49.95	\$19.98	\$22.00	2 yds. @ \$9.56	Outer: \$19.12 Lining: \$0.00 Total: \$19.12
URBN18-103	\$19.95	\$15.98	\$9.59	1 yds. @ \$5.69	Outer: \$5.69 Lining: \$0.00 Total: \$5.69

Key Items

The following five garments are highlighted as key items for the A/W 2018 children's line, *Great Outdoors*. The jogger pant, bomber jacket, hooded sweatshirt, long sleeve t-shirt, and utility jumpsuit are interchangeable and ready-to-go items for his or her daily activity. The sustainability of the fabrics and garment construction will be durable for a child's fast pace lifestyle.



Six Month Merchandising Plan

		August	September	October	November	December	January	SEASON TOTAL	100%
PLANNED SALES	Last Year %	17%	17%	15%	18%	25%	8%		100%
	Plan	\$10,965	\$10,965	\$9,675	\$11,610	\$16,125	\$5,180	\$64,500	
	Percent of Increase								
RETAIL STOCK (BOM)	Last Year	\$33,992	\$27,413	\$22,253	\$23,220	\$32,250	\$18,000	\$157,167	
	Plan								
	Percent of Increase								
MARKDOWN	Last Year	\$219	\$219	\$194	\$232	\$203	\$103	\$1,290	
	Plan (%)	2%	2%	2%	2%	2%	2%	2%	
	Percent of Increase								
RETAIL PURCHASES	Last Year	\$4,405	\$8,024	\$10,838	\$20,022	\$2,258	\$12,203	\$56,750	
	Plan								
	Percent of Increase								
COST OF GOODS	Last Year	\$1,842	\$2,410	\$4,334	\$8,349	\$903	\$4,881	\$22,711	
	Plan								
	Percent of Initial Markup	60%	60%	60%	60%	60%	60%	60%	
ENDING STOCK (EOM)	Last Year	\$27,413	\$22,253	\$23,220	\$32,250	\$18,000	\$35,008		
	Plan								
	Percent of Increase								
Stock/Sales Ratio		3.1	2.5	2.3	2.8	2.3	3.5	2.3	

The Retail Planned Purchases for the month of November for Urban Outfitter Autumn/Winter 18 collection is \$20,872.00.

Merchandising Plan Calculations for November

Planned Sales \$

Monthly Planned Sales (\$) = Last Year's

Monthly Planned Sales %*Season Total

- Planned Sales \$ for November...
(18%)*(\$64,500.00) = \$11,610

Retail Stock (BOM)

Retail Stock (BOM) = Stock-to-Sales Ratio for Month* Monthly Planned Sales

- Retail Stock (BOM) for November...
(2.0)*(\$11,610.00) = \$23,220.00

Markdown \$

Markdown \$ = Markdown %* Monthly Planned Sales

- Markdown \$ for November...
(2.0%)* (\$11,610.00) = \$232.20

Planned Retail Purchases

Planned Retail Purchases = Planned Sales \$ + Markdown \$ + EOM – BOM

Planned Retail Purchases for November...
(\$11,610.00) + (\$232.20) + (\$32,250.00) –
(\$23,220.00) = \$20,872

Cost of Goods Sold

Percentage of initial markup = 60%

Cost of Goods Sold = Planned Retail Purchases * (100%- initial markup percentage)

Percentage of Initial Markups for November... (\$20,872) * (100%-60%) = \$8,349

Ending Stock (EOM)

Ending Stock (EOM) = \$ Retail Stock (BOM) of the Next Month Ending Stock (EOM) for November... \$32,250.00 (BOM for December)

Total Stock-to-Sales Ratio

Total Stock-to-Sales Ratio = Value of Stock (BOM)/Total Sales

Total Stock-to-Sales Ratio for November...
(\$157,187.00)/ (\$64,500.00) = 2.4

Ratio Distribution

The following tables display the distributions for all of the sizes, styles, colors, and patterns for the *Great Outdoors* Autumn/Winter 2018 children's line.

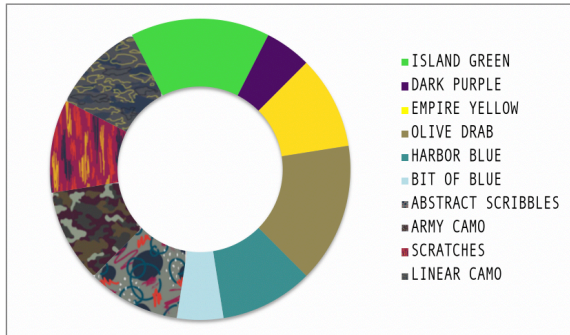
Class #	Class	Percentage of Units Purchased	Estimated \$ Amount of Purchases
1	Outerwear	12%	\$9,350.90
2	Bodysuit	23%	\$4,237.20
3	Tops	45%	\$2,488.20
4	Bottoms	25%	\$4,795.20

The ratios presented in the style distribution are based off of the current ratios that are presented in the Abercrombie children's line. Their competition, Abercrombie, display similar pieces for their new gender-neutral children's line (WGSN, 2018).

Numerical Size Distribution	
Size	Percentage
5/6	5%
7/8	15%
9/10	25%
11/12	25%
13/14	15%
15/16	15%

Key Items Assortment Plans

The size distribution chosen was also based on Abercrombie's children's sizing which ranges from a size 5/6 to a size 15/16 (Abercrombie 2018). Because of the rapid increase in overweight children the majority of sizes will be ordered in sized 7/8 to 15/16. These should be the sizes needed for the majority of the target market (Morley, 2017).



Prints and fabrics were researched on WGSN but inspired by trends on Doneger. Colors and prints not only need to appeal to the boys and girls but also to their parents, whom are the purchasers. The colors that were chosen create a whimsical contrast, which are perfect when gearing towards the youth. Colorful winter hues and textiles create a fresh street style, inspired by the outdoors (Doneger, n.d.). Abstract camo updates children's wear with brush strokes, cutout shapes, and layering techniques, which make for more abstract interpretations (Wharton, 2017). Olive Drab will be a dominant neutral pantone seen as well as Island Green for a vibrant pop.

Style # URBN18-102



Class#	Style #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
1	URBN18-102-01	Bamboo	Scratches	7/8	2	\$37.98	\$65.95	\$75.96	\$131.90
1	URBN18-102-02	Bamboo	Scratches	9/10	2	\$37.98	\$65.95	\$75.96	\$131.90
1	URBN18-102-03	Bamboo	Scratches	11/12	6	\$37.98	\$65.95	\$227.88	\$419.70
1	URBN18-102-04	Bamboo	Scratches	13/14	6	\$37.98	\$65.95	\$227.88	\$419.70
1	URBN18-102-05	Bamboo	Scratches	15/16	4	\$37.98	\$65.95	\$151.92	\$279.80
1	URBN18-102-01	Bamboo	Oliva Drab	7/8	2	\$37.98	\$65.95	\$75.96	\$131.90
1	URBN18-102-02	Bamboo	Oliva Drab	9/10	2	\$37.98	\$65.95	\$75.96	\$131.90
1	URBN18-102-03	Bamboo	Oliva Drab	11/12	6	\$37.98	\$65.95	\$227.88	\$419.70
1	URBN18-102-04	Bamboo	Oliva Drab	13/14	6	\$37.98	\$65.95	\$227.88	\$419.70
1	URBN18-102-05	Bamboo	Oliva Drab	15/16	4	\$37.98	\$65.95	\$151.92	\$279.80
	Total				32			\$1,454.36	\$2,637.80

Style # URBN18-103



Class#	Style #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
1	URBN18-103-01	Hoodie	Island Green	7/8	2	\$15.98	\$35.95	\$31.96	\$71.90
1	URBN18-103-02	Hoodie	Island Green	9/10	2	\$15.98	\$35.95	\$31.96	\$71.90
1	URBN18-103-03	Hoodie	Island Green	11/12	6	\$15.98	\$35.95	\$95.88	\$219.30
1	URBN18-103-04	Hoodie	Island Green	13/14	6	\$15.98	\$35.95	\$95.88	\$219.30
1	URBN18-103-05	Hoodie	Island Green	15/16	4	\$15.98	\$35.95	\$63.92	\$149.80
1	URBN18-103-01	Hoodie	Scratches	7/8	2	\$15.98	\$35.95	\$31.96	\$71.90
1	URBN18-103-02	Hoodie	Scratches	9/10	2	\$15.98	\$35.95	\$31.96	\$71.90
1	URBN18-103-03	Hoodie	Scratches	11/12	6	\$15.98	\$35.95	\$95.88	\$219.30
1	URBN18-103-04	Hoodie	Scratches	13/14	6	\$15.98	\$35.95	\$95.88	\$219.30
1	URBN18-103-05	Hoodie	Scratches	15/16	4	\$15.98	\$35.95	\$63.92	\$149.80
1	URBN18-103-01	Hoodie	Linear Camo	7/8	2	\$15.98	\$35.95	\$31.96	\$71.90
1	URBN18-103-02	Hoodie	Linear Camo	9/10	2	\$15.98	\$35.95	\$31.96	\$71.90
1	URBN18-103-03	Hoodie	Linear Camo	11/12	6	\$15.98	\$35.95	\$95.88	\$219.30
1	URBN18-103-04	Hoodie	Linear Camo	13/14	6	\$15.98	\$35.95	\$95.88	\$219.30
1	URBN18-103-05	Hoodie	Linear Camo	15/16	4	\$15.98	\$35.95	\$63.92	\$149.80
1	URBN18-103-01	Spice	Linear Camo	15/16	78	\$6.99	\$19.95	\$545.22	\$1,558.10

Style # URBN18-401



Class#	Style #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
1	URBN18-401-01	Jogger	Bit of Blue	7/8	2	\$19.98	\$49.95	\$39.96	\$99.90
1	URBN18-401-02	Jogger	Bit of Blue	9/10	2	\$19.98	\$49.95	\$39.96	\$99.90
1	URBN18-401-03	Jogger	Bit of Blue	11/12	6	\$19.98	\$49.95	\$119.88	\$299.70
1	URBN18-401-04	Jogger	Bit of Blue	13/14	6	\$19.98	\$49.95	\$119.88	\$299.70
1	URBN18-401-05	Jogger	Bit of Blue	15/16	4	\$19.98	\$49.95	\$79.92	\$199.80
1	URBN18-401-01	Jogger	Scratches	7/8	2	\$19.98	\$49.95	\$39.96	\$99.90
1	URBN18-401-02	Jogger	Scratches	9/10	2	\$19.98	\$49.95	\$39.96	\$99.90
1	URBN18-401-03	Jogger	Scratches	11/12	6	\$19.98	\$49.95	\$119.88	\$299.70
1	URBN18-401-04	Jogger	Scratches	13/14	6	\$19.98	\$49.95	\$119.88	\$299.70
1	URBN18-401-05	Jogger	Scratches	15/16	4	\$19.98	\$49.95	\$79.92	\$199.80
	Total				48			\$995.04	\$2,499.00

Style # URBN18-302



Class#	Style #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
3	URBN18-302-01	Long Sleeve T-shirt	Scratches	6/6	66	\$9.99	\$19.95	\$659.94	\$1,319.80
3	URBN18-302-02	Long Sleeve T-shirt	Scratches	8/8	2	\$9.99	\$19.95	\$19.98	\$39.90
3	URBN18-302-03	Long Sleeve T-shirt	Scratches	10/10	6	\$9.99	\$19.95	\$59.94	\$119.80
3	URBN18-302-04	Long Sleeve T-shirt	Scratches	12/12	6	\$9.99	\$19.95	\$59.94	\$119.80
3	URBN18-302-05	Long Sleeve T-shirt	Scratches	14/14	6	\$9.99	\$19.95	\$59.94	\$119.80
3	URBN18-302-06	Long Sleeve T-shirt	Scratches	16/16	4	\$9.99	\$19.95	\$39.96	\$79.80
3	URBN18-302-01	Long Sleeve T-shirt	Harbor Green	6/6	66	\$9.99	\$19.95	\$659.94	\$1,319.80
3	URBN18-302-02	Long Sleeve T-shirt	Harbor Green	8/8	2	\$9.99	\$19.95	\$19.98	\$39.90
3	URBN18-302-03	Long Sleeve T-shirt	Harbor Green	10/10	6	\$9.99	\$19.95	\$59.94	\$119.80
3	URBN18-302-04	Long Sleeve T-shirt	Harbor Green	12/12	6	\$9.99	\$19.95	\$59.94	\$119.80
3	URBN18-302-05	Long Sleeve T-shirt	Harbor Green	14/14	6	\$9.99	\$19.95	\$59.94	\$119.80
3	URBN18-302-06	Long Sleeve T-shirt	Harbor Green	16/16	4	\$9.99	\$19.95	\$39.96	\$79.80
3	URBN18-302-01	Long Sleeve T-shirt	Empire Yellow	6/6	66	\$9.99	\$19.95	\$659.94	\$1,319.80
3	URBN18-302-02	Long Sleeve T-shirt	Empire Yellow	8/8	2	\$9.99	\$19.95	\$19.98	\$39.90
3	URBN18-302-03	Long Sleeve T-shirt	Empire Yellow	10/10	6	\$9.99	\$19.95	\$59.94	\$119.80
3	URBN18-302-04	Long Sleeve T-shirt	Empire Yellow	12/12	6	\$9.99	\$19.95	\$59.94	\$119.80
3	URBN18-302-05	Long Sleeve T-shirt	Empire Yellow	14/14	6	\$9.99	\$19.95	\$59.94	\$119.80
3	URBN18-302-06	Long Sleeve T-shirt	Empire Yellow	16/16	4	\$9.99	\$19.95	\$39.96	\$79.80
	Total				78			\$2,637.04	\$5,274.00

Style # URBN18-202



Class# 1 = top, 2 = bottom, 3 = dress/suit, 4 = jacket/coat, 5 = other

Class	Style #	Short Description	Color	Size	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail
2	URBN18-202-L1	Jumpsuit	Linear Camo	66	4	\$27.98	\$69.95	\$111.92	\$279.80
2	URBN18-202-L2	Jumpsuit	Linear Camo	68	4	\$27.98	\$69.95	\$111.92	\$279.80
2	URBN18-202-L3	Jumpsuit	Linear Camo	70	4	\$27.98	\$69.95	\$111.92	\$279.80
2	URBN18-202-L4	Jumpsuit	Linear Camo	72	4	\$27.98	\$69.95	\$111.92	\$279.80
2	URBN18-202-L5	Jumpsuit	Linear Camo	74	4	\$27.98	\$69.95	\$111.92	\$279.80
2	URBN18-202-L6	Jumpsuit	Linear Camo	76	4	\$27.98	\$69.95	\$111.92	\$279.80
2	URBN18-202-L8	Jumpsuit	Linear Camo	78	4	\$27.98	\$69.95	\$111.92	\$279.80
		Total			24			\$671.52	\$1,638.80

Purchase Order

The table below displays the final purchase order and includes all costs of this line. The purchase order meets the budget of planned retail sales for the month of November, which is \$20,872.00. The total retail cost leaves an excess of only 50 cents for the budget of November.

Class	Style #	Description	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail	Total Retail per Classification
1	URBN18-101	Hoodie	52	\$19.98	\$49.95	\$1,039	\$2,597	Class 1: 59,350
3	URBN18-301	T-shirt	78	\$6.38	\$15.95	\$498	\$1,244	Class 2: 54,237
1	URBN18-102	Bomber	52	\$27.98	\$69.95	\$1,455	\$3,637	Class 3: 52,488
2	URBN18-201	Puffer Suit	32	\$31.98	\$79.95	\$1,023	\$2,558	Class 4: 54,795
2	URBN18-202	Jumpsuit	24	\$27.98	\$69.95	\$672	\$1,679	
3	URBN18-302	Long Sleeve T-shirt	78	\$6.38	\$15.95	\$498	\$1,244	
4	URBN18-401	Jogger	48	\$19.98	\$49.95	\$959	\$2,398	
4	URBN18-402	Basic Jean	24	\$19.98	\$49.95	\$480	\$1,199	
4	URBN18-403	Boyfriend Jean	24	\$19.98	\$49.95	\$480	\$1,199	
1	URBN18-103	Hoodie	78	\$15.98	\$39.95	\$1,246	\$3,116	
Totals			490			\$8,349	\$20,872	

References

- American Eagle Outfitters Market Segmentation. (n.d.). Retrieved February 04, 2018, from <https://infograph.venngage.com/p/152362/american-eagle-outfitters-market-segmentation>
- American Eagle Outfitters Inc. (n.d.). Retrieved February 04, 2018, from <https://www.marketwatch.com/investing/stock/aeo/profile>
- Competition. (2015, April 03). Retrieved February 04, 2018, from <https://ghsituationanalysis.wordpress.com/competition/>
- Crevoiserat, J. (n.d.). Abercrombie kids. Retrieved April 5, 2018, from https://www.abercrombie.com/shop/us/kids/sale-61031458?&source=google&country=US&cmp=PDS_G_776689919_43403741729_kwd-174659102_244891558269_9060063_c&gclid=CKCom57TqdoCFe2kZQodu7QFqQ&gclidsrc=ds
- Doneger. (n.d.). Retrieved February 21, 2018, from <https://www.doneger.com/dcs/Design-Development/FW-2018/kids-great-outdoors.html>
- Fashion - worldwide | Statista Market Forecast. (n.d.). Retrieved February 04, 2018, from <https://www.statista.com/outlook/244/100/fashion/worldwide#market-revenue>
- Garrod, R. (2018) Kidswear #ICYMI – January. Retrieved February 21, 2018, from https://www-wgsn-com.proxy.library.kent.edu/content/board_viewer/#/77162/page/2
- Garrod, R. (2018). Patched denim. Retrieved February 20, 2018, from https://www.wgsn.com/content/board_viewer/#/76894/page/1
- Garrod, R. (2017) Tween boys design capsule – street utility S/S 19. Retrieved February 21, 2018, from https://www.wgsn.com/content/board_viewer/#/76410/page/4
- Harman, J. (2018). Hunter Orange - Active Colour Alert. Retrieved February 20, 2018, from https://www.wgsn.com/content/board_viewer/#/76896/page/1
- Jensen, E. (2017, November 16). Why the Future of Kids' Fashion is Gender-Neutral. Retrieved April 08, 2018, from <https://hypekids.com/2017/11/gender-neutral-unisex-kids-fashion-river-island-john-lewis>
- McCue, D. (2015, September 15). Urban Outfitters Sales Into the Wind. Retrieved February 04, 2018, from <http://www.inboundlogistics.com/cms/article/urban-outfitters-sales-into-the-wind/>
- Morley, K. (2017, September 14). Next is selling 'plus size' clothes for children as young as three . Retrieved March 08, 2018, from <https://www.telegraph.co.uk/news/2017/09/14/next-selling-plus-size-clothes-kids-young-three/>

O'Connor, C. (2018, January). IBISWorld Industry Report 44812: Women's Clothing Stores in the US. Retrieved February 4, 2018, from <http://clients1.ibisworld.com/reports/us/industry/default.aspx?entid=1067>

Rechner, E. (2016). Abstract camo. Retrieved February 20, 2018, from https://www.wgsn.com/content/board_view_r/#/67752/page/1

Rechner, E. (2015). Key items A/W 17/18: girls' apparel. Retrieved February 21, 2018, from https://www.wgsn.com/content/board_view_r/#/63389/page/13

Rechner, E., & Goodfellow-Ash, A. (2016). Kids forecast A/W 17/18: design matters. Retrieved February 21, 2018, from https://www.wgsn.com/content/board_view_r/#/64002/page/6

Rechner, E., & Goodfellow-Ash, A. (2016). Kids forecast A/W 17/18: INFusion. Retrieved February 21, 2018, from https://www.wgsn.com/content/board_view_r/#/64004/page/4

15 Urban Outfitters controversies. (2016, April 29). Retrieved April 08, 2018, from <http://theweek.com/articles/480961/15-urban-outfitters-controversies>

Urban Outfitters Inc. (n.d.). Retrieved February 04, 2018, from <https://www.marketwatch.com/investing/stock/urbn/financials>

Urban Outfitters SWOT Analysis Matrix (Strengths, Weakness, Opportunities, Threats). (n.d.). Retrieved February 04, 2018, from

<http://fernfortuniversity.com/terms-papers/swot/1433/657-urban-outfitters.php>

URBN. (n.d.). Retrieved February 04, 2018, from <http://www.urbn.com/>

Wallace, T., & Wallace, T. W. (2018, February 23). Omni-Channel Retail and The Future of Commerce [2018 Data]. Retrieved April 08, 2018, from <https://www.bigcommerce.com/blog/omni-channel-retail/>

Wharton, I. (2017). Natural camo. Retrieved February 20, 2018, from https://www.wgsn.com/content/board_view_r/#/70228/page/1

Image Sources :

https://www.wgsn.com/content/board_view_r/#/76410/page/6

https://www.wgsn.com/content/board_view_r/#/57879/page/3

https://www.wgsn.com/content/board_view_r/#/57879/page/4

https://www.wgsn.com/search/search.php#%7B%22start%22%3A%20528%2C%20%22limit%22%3A%2048%2C%20%22logSearch%22%3A%20true%2C%20%22f_limit%22%3A%205%2C%20%22q%22%3A%20%22%22%2C%20%22facets%5B%5D%22%3A%20%5B%22classif_name%7C43042%22%2C%20%22market%7C49155%22%2C%20%22category%7C18820%22%5D%7D

<https://www.doneger.com/dcs/Design-Development/FW-2018/kids-great-outdoors.html>

https://www.wgsn.com/content/board_viewer/#/76894/page/1

https://www-wgsn-com.proxy.library.kent.edu/content/board_viewer/#/76903/page/14

Color Sources :

<https://www.pantone.com/color-finder/>

Print Sources :

https://www.wgsn.com/storage/vol20/ss_image_store/77/25/28/32/media_Linear_camo.jpg

https://www.wgsn.com/storage/vol11/ss_image_store/81/17/04/31/media_ddwf14c_se_SBO07.jpg

https://www.wgsn.com/content/board_viewer/#/64706/page/10

Fabric Sources :

<https://www.fabric.com/apparel-fashion-fabric.aspx>

<https://www.fabric.com/SitePages/Glossary.aspx>

Flats Sources:

https://www-wgsn-com.proxy.library.kent.edu/search/search.php?startOver=%2Fsearch%2Fdesign_library#%7B%22start%22%3A%200%2C%20%22limit%22%3A%2050%2C%20%22initial%22%3A%20true%2C%20%22f_limit%22%3A%205%2C%20%22q%22%3A%20%22%22%2C%20%22facets%5B%5D%22%3A%20%5B%22classif_name%7C43042%22%5D%7D