

UR
BN


URBAN OUTFITTERS

Seas
Y
URE

Description

PRAIRIE	0
COLLEGIC SWI	S
PATCHWORK	
PRINTED TEX	
SOUVENIR SHI	0.00
90S TAILORIN	0.00
PINSTRIFE	0.00
VINTAGE VARS	0.00
OVERSIZED	0.00
TIE-DYE	0.00
SOFT SATIN	0.00
IETS FRANS..	0.00
COLOUR DRENC	0.00
-----	0.00
*** MULT	0.00
TOTAL	0.00

Thank y
Ple



Thank you for shopping at UO
Please call again :)

Range Planning and Development

Table of Content

Brand Profile	3	14	Happenings in the market
Introduction	4	15	Brand Losses
Subsidiary Labels	5	16	Competitor Analysis
Operational Performance of UO	6	24	Trend Forecasting
Brand Analysis	9	26	Moodboard
Products offered by UO	10	27	Range Proposal
SWOT Analysis	11	29	Sales plan
UO during COVID	12	32	Sustainability Functions
Consumer Analysis	13	33	Future

Brand Profile

Registered Name
Urban Outfitters, Inc. (URBN)

Headquarters
Philadelphia, PA

Founders
Richard Hayne &
Scott Belair &
Judy Wicks

Company Type
Public Corporation/Subsidiary

Industry
Retailers (Lifestyle)

Year Founded
1970 (as Free People)

Retail Locations
682 (2022)

Employees
9.66 K (2022)

Free People's Store

4307 Locust St. Phila., Pa. 19104 (215)222-3358



TEA TIME SET

For a healthy, warming cup of tea, fill the bamboo strainer with a pinch or two of the blended herbs of Celestial Seasonings tea. Pour in fresh boiled water, steep, and drink from your new herb mug. Gift set includes a large box of herbal tea, bamboo strainer, and four assorted herb mugs.

78501 Mug and Tea Set. \$9.50

CROCHET-TRIMMED TOP

White striped cotton crepe top with pearl-like buttons and beautiful hand crochet work at the neck and cuffs.

13241 Crochet Top. Sizes 5-6 to 15-16. \$17.50

SILKY-SOFT DRAWSTRING PANTS

Delicate floral designs on a background of navy, maroon or hunter green. Comfortable and loose fitting with a drawstring waist to fit all sizes. Available in regular or long lengths.

11301 Cotton Drawstring Pants. \$12.50

Fig 1 3

Introduction

This study focusses on Urban Outfitters, a multinational lifestyle retail corporation. Analyzing its business performance, model and strategies. Ans also its strengths and weaknesses, consumers and establishing a range, rectifying its shortcomings.

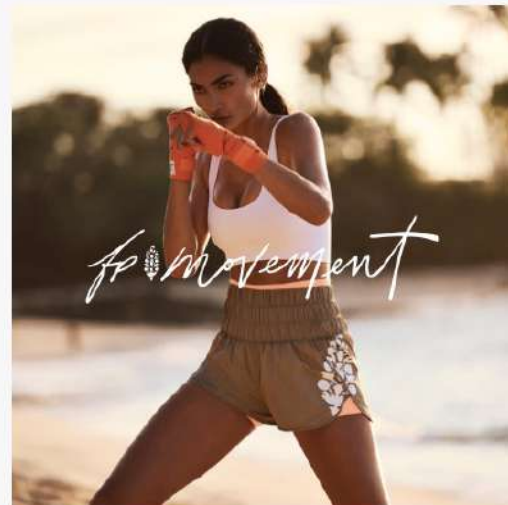
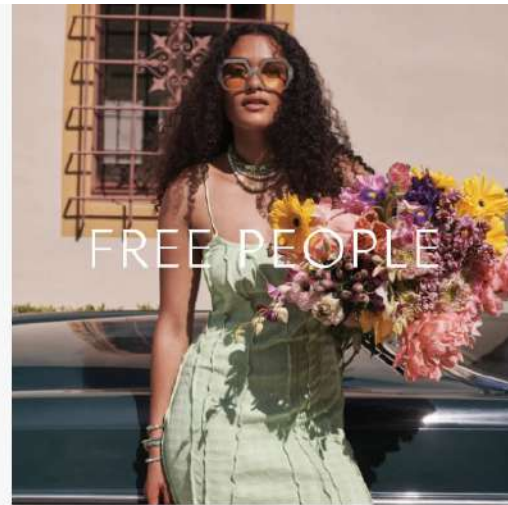
UO as a brand

Originated as a unique retail experience and a community center for creative college age customers, today Urban Outfitters has over 200 stores across the United States, Canada and Europe combined with a merchandise mix of women's and men's fashion apparel, footwear, beauty and wellness products, accessories, house wears as well as vinyl records and cassettes (URBN, 2020).



(Urban Outfitters, 2022)

Fig 2



Subsidiary Labels

- Anthropologie
- Urban Outfitters
- Free People
- Nuuly
- Free People Movement
- Terrain
- BHLDN
- Menus & Venues

Fig 3

(Urban Outfitters, 2022)

Operational Performance of UO

Net Sales

UO's performance has been evenly raising over the past five years, the following are few analysis on the performance of UO . Analysing the net sales of UO over the past three years, there is a considerable increase. The net sales during 2020 was 3,648.94 M. The following year UO experienced a drop in net sales just like any other apparel brand due to COVID and resulted with 3,228.2 M, in 2022 back with a boom UO's net sales augmented with a result of 4,248.68 M.

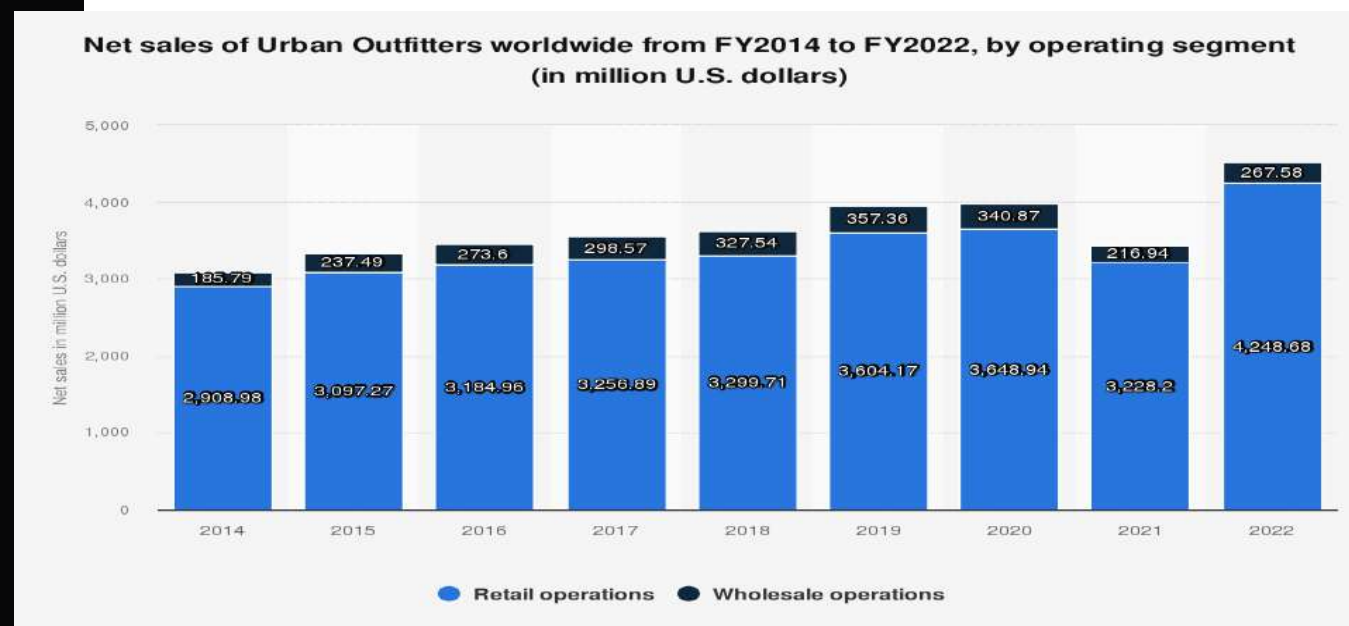


Fig 4

(Statista, 2022)

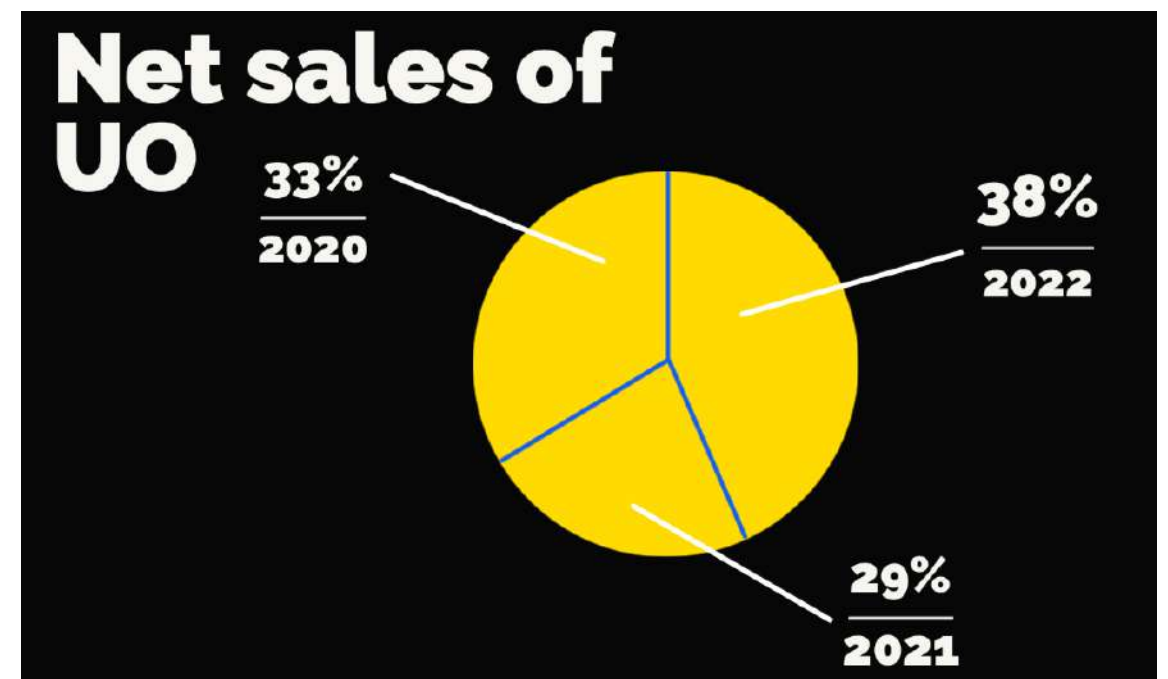


Fig 5

(URBN, 2022)

Revenue and Earnings

Analysing the revenue and earnings of UO, the significant aspect to notice is the sudden increase in revenue in 2021 when the world was still coping with the aftermath of COVID, the strategy implemented resulted in a huge success for the firm.

With COVID affecting businesses all over the world, brands were looking for ways to connect with their consumers. UO conducted a survey and from the results it understood that consumers were tired of hearing about COVID and didn't want to see COVID promotion. With this knowledge, they directed clients towards a cozier at-home and lounge attire. Gen Z making up a big portion of their target demographic, UO developed TikTok and Instagram accounts to stay connected with their customers.

Fig 6

(URBN, 2022)

Year	Revenue	Earnings
Q1 2020	3.984 B	168.096 M
Q4 2020	3.531 B	-7.799 M
Q1 2021	3.789 B	193.225 M
Q4 2021	4.305 B	298.238 M
Q1 2022	4.549 B	310.616 M
Q4 2022	4.743 B	169.189 M

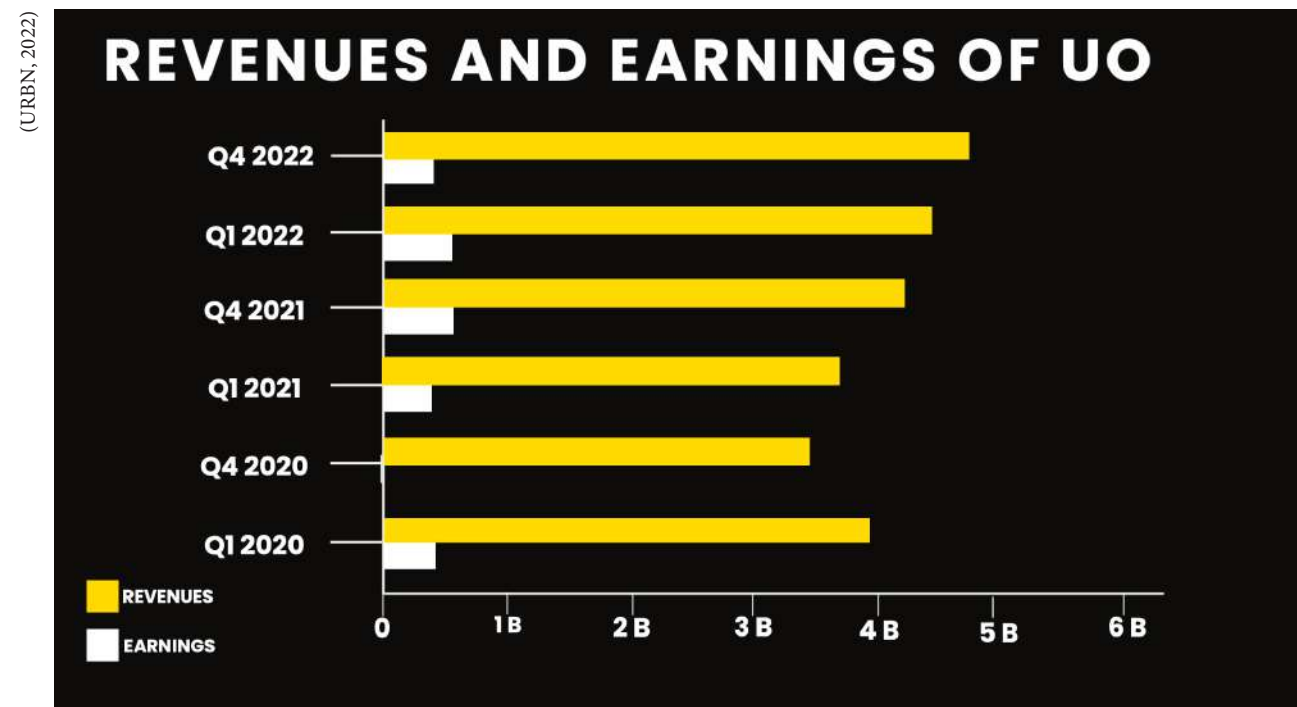


Fig 7

Profit Growth

S.No	Description	2020	2021	2022
1.	Sales Growth	0.84%	-13.41%	31.86%
2.	Gross Income Growth	-7.10%	-30.06%	70.27%
3.	Gross Profit Margin	-	-	32.84%
4.	Net Income Growth	-43.59%	-99.26%	25030.47%
5.	Net Margin	-	-	6.83%
6.	EBITDA Growth	12.27%	-43.07%	118.73%
7.	EBITDA Margin	-	-	15.41%

Fig 8

(Wallstreet Journal, 2022)

Although loss is noticed in the fiscal year 2021 with the shutdown of brick-and-mortar stores, UO has managed to rebuild strategies to connect with its consumers and the significant profits have been noticed in the following year.



Fig 9



Fig 10

(Urban Outfitters, 2022)

Style

One of the significant reasons that makes UO a distinct brand, is their style of clothing. They never disappoint their target customers when it comes to creative clothing that satisfies their urge to be unique. They are known for featuring artists with unique designs. The unconventional clothing with a limited stock is also one of the core strategies in driving sales.

Customer Insight and Engagement

One of the most significant strategies of Urban Outfitters is their ability to please their target audience. They have understood their target audience, and hence provide exactly what they want. They make sure that they engage and connect with them from time to time keeping them on their toes. They communicate with their clients through social media and mobile applications offering seamless integration.

Product Diversification

UO is intended to provide customers what they already crave. The firm combines customer sentiments and data to stock storefronts with a diverse variety of brands and items from reused vintage and clean beauty to vinyl records and home goods, “If the clothes don’t work for you something else will”, it’s a strategy that has succeeded for high-end retail channels like Dover Street Market and Colette, but it’s rarely seen in a format aimed at middle-class teens (Sherman, 2022). This is one of UO’s major competitive advantage.

Few Products that UO offers



Fig 11

(Urban Outfitters, 2021)



(Urban Outfitters, 2020)

Fig 14



(Urban Outfitters, 2016)

Fig 16

Fig 17

(Urban Outfitters, 2017)



Fig 12

(Urban Outfitters, 2022)



(Urban Outfitters, 2021)

Fig 13



(Urban Outfitters, 2022)

10

Fig 15



Fig 18

(Urban Outfitters, 2020)



Fig 20

(Urban Outfitters, 2022)



(Urban Outfitters, 2022)

Fig 19

SWOT Analysis

- A diverse assortment of offerings appealing to a wide range of customer tastes and preferences.
- Solid reputation and strategically positioned locations.
- Loyalty programs to retain and attract new customers (Agrawal, 2022).
- Excessive social media presence and following.

Strengths

- Dependence on third-party brands.
- Delivery and logistics expenses are higher compared to competitors.
- Criticisms have been raised due to fast fashion practices (Borgogni, 2022).

Weaknesses

- More outlets in emerging markets of Asia.
- Taking advantage of the rise of e-commerce.
- Collaborations with artists could bring in more customers (Borgogni, 2022).

Opportunities

- Currency swings can increase costs.
- A highly competitive sector with new labels entering on a regular basis.
- International expansion will increase the expenses of operational and regulatory compliance (Agrawal, 2022).

Threats

UO during Covid-19

It was during the pandemic that UO rose to sudden fame than it already was among the Gen Zs in the US. UO had seen a spike in online sales as customers stayed at home looking to decorate their flats or get new outfits for at-home activities.

As the country was under lockdown and people needed things to do, the focus shifted to loungewear, knits, home appliances, and activities to do at home such as reading and board games. This quick analysis and shift to cater to the target audience through the right medium resulted in a 38% increase in earnings for UO during the COVID-19 pandemic (Chan, 2020).

“Home business just exploded as people could use a refresh at home.”

- Buying Operations Coordinator



Fig 21

(Urban Outfitters, 2022)



Fig 22

(Urban Outfitters, 2022)

Consumer Analysis



Fig 23

(Vogue, 2020)

Target Consumers

UO is a lifestyle retailer that caters to fashionable young adults aged 18 to 28. These retailers describe their customers as “young, stylish and, inspired”. Their target demographics spare better spending means than teens.

Consumer Behavior

Fashion being the most favorite entertainment category for Gen z’s (BOF, 2022), they expect their products to be unique and hence have a shorter lifespan since their fashion tastes vary with seasons. They make new purchases on a frequent basis. This might be due to the significant impact of the frequent emergence of new trends and social media influencers.

Challenges

Style being important on one hand Gen Z is also keen on taking steps to reduce the damage on the planet. Sustainability being the new driving force a fair amount of the crowd may still be reluctant to purchase from UO, being a fast fashion brand that has a long way to go in terms of sustainability methods, retaining and attracting new customers can be a huge challenge.

Happenings in the market

Supplychain bottlenecks

While countries still overcoming the impact of COVID, one of the major affected segment is the supplychain. Due to hindrances in the supplychain, huge impact on imports and exports affecting especially the fashion industry. A huge amount of brands like shein who maintain online websites and function suffered huge losses.

Sustainability gap

Fashion ranks among the world's most polluting industry. With consumers demanding for change and improvements in order to protect the environment, brands are expected to carefully analyse the sourcing and manufacturing of their products. Ethically sourcing goods are mandatory in today's market conditions.

Rise of Gen Z

While Millennials still hold a significant purchasing power, brands are more inclined to attracting the new generation, Gen Z. Gen Z's look for authenticity and a sense of relateness to the product and the brand they buy from. Gone are the days where picture perfect and instagram aesthetics were adored. But attracting these cohorts might not be easy since brands have to come up with new strategies to attract these cohorts who do not fall for the older norms..



Fig 24

(Vogue, 2020)

Brand Losses

The Fashion Transparency Index score of 11-20% raises the question of whether UO is an ethical brand. While certain eco-friendly components, including recycled materials, are used in its products, there is little proof that it reduces textile wastes. To lessen climate effects, it employs some renewable energy in its direct operations, but no major effort has been done to reduce or eliminate dangerous chemicals or carbon and other GHG emissions. There is also no indication that it is implementing water-saving strategies. There is no indication that UO has an animal welfare policy, which also rates against the brand. Usage of unspecified leather and wool also acts as a demerit to the brand.

As a major retailer worth billions of dollars, it lacks abundantly in terms of ethics. All these aspects give UO a, 'Not Good Enough' rating (Dockrill, 2022).

All though the coming years of UO has been planned with the motive to reduce significant impact on the environment, being a fast fashion brand with lack of evidence and little efforts in the eyes of people defames the brand.



Fig 25

(Urban Outfitters, 2018)

One peculiar thing that may surprise rookie UO customers is the cost. One of the main reasons for this is sourcing high quality fabrics for which UO stands out from many brands. Another significant aspect is featuring independent artists to maintain standard and uniqueness (Jacobs, 2021).

With competitors offering clothes at much lesser prices UO still manages to make profits with its unique maximalistic clothes, product diversification and the aesthetics being loved by many. With the next generation being the purchasing power and competitors offering better options, UO might loose customers in the future.

Competitor Analysis

Brands like American Eagle Outfitters, Gap, Forever 21, J.Crew, H&M, Zara, are all major competitors of Urban Outfitters. The study further is based on one of the major competitor in terms of price, style and performance.

About AEO

The biggest competitor of Urban Outfitters is American Eagle (What Competitors, 2022). AEO formerly known as American Eagle Outfitters, is a leading global specialty retailer that sells high quality, on-trend apparel, accessories, and personal care goods under its brands American Eagle and Aerie brands (AEO, 2022).

With approximately 1300 locations, significantly more than URBN, AEO like its primary competitor, mostly sells apparel and accessories to a younger demographic (high school, university). Furthermore, its global reach places is at the top of the list for overtaking URBN in the near future (What Competitors, 2022).



Fig 26

The following tables are comp shops carried out for clothing present in the range based on the silhouette and the fabric. The brands included are American Eagle Outfitters, Gap, Tead&Co, Zara, and H&M.

Cargo Pants

S.No-	Brand	Picture	Retail Selling Price	Fabric Composition	Size	Colour	Detail
1.	Urban Outfitters		£59	100% Cotton	XXS, XS, S, M, L, XL	Blue-Magenta, Black	Cargo pants in utility design.
2.	American Eagle Outfitters		£51.69	66% Cotton, 30% Viscose, 4% Elastane	XXS, XS, S, M, L, XL, XXL	Festive Olive, Beige	High rise and wide leg with cargo pockets.
3.	Gap		£45	100% Cotton	XXS, XS, S, M, L, XL, XXL	Black, Brown, Green	Soft woven cargo pants with front slant pockets.
4.	Tead&Co		£65.68	69% Cotton, 29% Hemp, 2% Elastane	XS, S, M, L, XL	Brown sugar, Fir, Dark Chino, Autumn	High raised waist with patched-on back pockets
5.	Zara		£33	55% Lyocell, 25% Linen, 20% Cotton	6, 8, 10, 12, 14, 16, 18	Brown, Black, Red, Olive Green, Baby Pink	Mid-waist trousers with patch pockets on the sides and on the leg
6.	H&M		£35	100% Cotton	4, 6, 8, 10, 12, 14, 16, 18, 20, 22	Khaki Green, Black, Denim, Blue, Olive Green	High waist cargos with diagonal front, back and flap pockets

Fig 28

S.No-	Brand	Picture	Retail Selling Price	Fabric Composition	Size	Colour	Detail
1.	Urban Outfitters		£72	100% Cotton	XXS, XS, S, M, L, XL	Blue, black	Low-rise waist, utility style cargo jeans
2.	American Eagle Outfitters		£32.82	100% Cotton	XXS, XS, S, M, L, XL, XXL	Patched Blues	Stretchy at the waist but rigid everywhere else, patched.
3.	Gap		£27	99% Cotton, 1% Elastane	XS, S, M, L, XL, XXL	Blue	Authentic no stretch denim with classic 5 pocket styling
4.	Tead&Co		£100	74% Organic Cotton, 26% Sustainable Polyester	XS, S, M, L, XL	Blue	Performance denim with increased durability and stretch
5.	Zara		£33	80% Ecologically grown Cotton, 20% Recycled Cotton	4, 6, 8, 10, 12, 14	Blue	Rigid high rise jeans with a five pocket extra wide legs.
6.	H&M		£19	99% Cotton, 1% Elastane	8-9Y, 9-10Y, 10-11Y, 11-12Y, 12-13Y, 13-14Y, 14Y+	Blue Harlequin, Pale denim blue	Relax fit with classic 5 pocket style.

Denim

Synthetic Pants

Fig 29

S.No-	Brand	Picture	Retail Selling Price	Fabric Composition	Size	Colour	Detail
1.	Urban Outfitters		£70	95% Cotton, 5% Elastane	XS, S, M, L, XL	Blue	Velour track pants with side pockets and flared leg silhouette
2.	American Eagle Outfitters		£41.02	64% Cotton, 36% Polyester	XXS, XS, S, M, L, XL, XXL	Monaco blue, Sundried, Batalia Green, Softa Oat, Black, Grey, Olive	Buttery soft with ribbed Velour fabric.
3.	Gap		£33	100% Nylon	XS, S, M, L, XL	Black, Brown, Green, Red	Quick dry fabric to help keep you dry with front slant pockets and elasticized cuffs
4.	Tead&Co		£69.75	100% Organic Cotton	XS, S, M, L, XL	Sea Blue, Soot, Evergreen	Waffle knit wide length pants
5.	Zara		£50	62% Viscose, 38% Lyocell	XS, S, M, L, XL	Bottle Green	High waist flowy trousers with front and back false pockets, featuring wide leg
6.	H&M		£30	Viscose 77%, Polyester 23%, Polyester(pocket) 100%	4, 6, 8, 10, 12, 14, 16, 18, 20, 22	Light Beige, Bright Pink, Black	Waist raise cargo wide leg pants

Fig 30

Basic T shirt



















S.No-	Brand	Picture	Retail Selling Price	Fabric Composition	Size	Colour	Detail
1.	Urban Outfitters		£35	100% Cotton	XS, S, M, L, XL	Dark Grey, White	Soft jersey tee with crew neck and a complete print to chest
2.	American Eagle Outfitters		£12.32	100% Cotton	XXS, XS, M, L, XL, XXL	Navy	Soft jersey, short sleeves with crew neck and graphics
3.	Gap		£15	100% Cotton	XS, S, M, L, XL, XXL	White	Soft jersey, short sleeves with a crew-neck and graphic art in front
4.	Tea&Co		£55	59% Organic Cotton, 38% TENCEL Lyocell, 3% Elastane	XS, S, M, L, XL	Auburn, Black, White, Stripes, Navy Blue, Yellow	V-neck and stretches depending on your need
5.	Zara		£9	100% Cotton (20% recycled)	S, M, L	White, Orange, Brown, Red, Black, Pink	Round neckline, short sleeves and a contrast print detail
6.	H&M		£13	100% Cotton	XS, S, M, L, XL, XXL	light Beige, Dark Grey, Yellow	Oversized printed tee.

Fig 31

S.No-	Brand	Picture	Retail Selling Price	Fabric Composition	Size	Colour	Detail
1.	Urban Outfitters		£49	50% Cotton, 50% Polyester	XS, S, M, L, XL	White	Athleisure-ready hoodie with a small embroidered logo print
2.	American Eagle Outfitters		£29.55	80% Cotton, 20% Polyester	XXS, XS, S, M, L, XL	Navy, Black, White, Blue, Brown, Green	Soft fleece with ribbed hem and cuffs, slide slits
3.	Gap		£21	77% Cotton, 23% Recycled Polyester	XS, S, M, L, XL, XXL	Navy, Beige, Green, Grey, Red	Soft knit pullover hoodie with a mini Gap logo at chest
4.	Tea & Co		£95	95% Polyester, 5% Elastane	XS, S, M, L, XL	Antler, Magenta, True Navy	Kangaroo pockets with a drawstring
5.	Zara		£20	65% Cotton, 35% Polyester (25% recycled)	S, M, L, XL	Sand, Mink, Black	Hoodie made of cotton blend fabric, with ribbed trims
6.	H&M		£30	79% Cotton, 21% Polyester	XS, S, M, L, XL, XXL	Orange, Black, White	Oversized hoodie in sweatshirt fabric with a print motif on the front







Hoodie

Fig 32

S.No-	Brand	Picture	Retail Selling Price	Fabric Composition	Size	Colour	Detail
1.	Urban Outfitters		£52	76% Acrylic, 24% Polyamide	XS, S, M, L, XL	Purple	Crew Neck, drop shoulders, long sleeves with ribbed trims
2.	American Eagle Outfitters		£20.52	55% Cotton, 25% Recycled Polyester, 20% Acrylic	XXS, XS, S, M, L, XL	Brown, Blue	Long sleeves, V-neck, button front with soft cable knit
3.	Gap		£38	100% Cotton	XXS, XS, S, M, L, XL, XXL	White, Blue, Beige, Green, Purple, Red, Black	Soft cotton cable-knit sweater, crewneck, long sleeves
4.	Tea & Co		£65	55% Organic Cotton, 45% Recycled Polyester	XS, S, M, L, XL	Port, Salt	Subtle hem along the neckline, made from eco friendly blend of cotton and recycled polyester
5.	Zara		£33	57% Viscose, 27% Polyester, 16% Polyamide	XS, S, M, L, XL	White with black Striped	Round neck sweater with long sleeves. Side vents at the hem
6.	H&M		£13	100% Acrylic	XXS, XS, S, M, L, XL	Grey, Black, Red, Mustard, Striped	Soft knit with a round rib trimmed neckline

Sweater

Jacket

S.No-	Brand	Picture	Retail Selling Price	Fabric Composition	Size	Colour	Detail
1.	Urban Outfitters		£220	Man-made fibre	XS, S, M, L	Assorted	Colour-block fleece, long sleeves and zip up pockets
2.	American Eagle Outfitters		£53.35	100% Polyester	XXS, XS, S, M, L, XL	Gray, Brown	Cozy texture, mock neck collar, zip-up front with hidden snap closures
3.	Gap		£44	100% Polyester	XXS, XS, S, M, L, XL, XXL	Purple, Brown, Black	Cozy sherpa knit, stand collar zip front with front flap pockets
4.	Tea & Co		£155	71% Recycled Wool, 17% Recycled Polyester, 7% Recycled Nylon, 5% Recycled other fibres	XS, S, M, L, XL	Blue, Orange, White, Green, Red, Mustard	Vintage zip jacket remixed with an eco-friendly update
5.	Zara		£50	100% Polyester	XS, S, M, L, XL, XXL	Mid Camel	Collared jacket with long sleeves with faux leather toggle and gold snap buttons
6.	H&M		£40	100% Recycled Polyester	XS, S, M, L, XL, XXL	Blue, White	Relaxed fit, dropped shoulder and long sleeves with a narrow trim at the cuffs

Trend Forecasting

Chaos Culture

Chaos culture, one of the key trends that emerged with consumers dealing with the disruptive events of 2021. Gen Z being the next generation consumers, are shifting social media trends by shifting away from picture perfect aesthetics to appreciating imperfection.

For the autumn/winter 2023 taking inspiration from 'Chaos Good' from chaos culture, the following range is created.

The Chaotic Good style paints a delightfully creative environment via clutter, maximalism, and free expression. This approach draws on Gen Z's mild internet culture to create a loving, inclusive online environment.

Fig 34 (WGSN, 2021)



Fig 35 (WGSN, 2021)



Fig 37 (WGSN, 2021)



Fig 36 (WGSN, 2021)



Colourways

Chaotic good portrays a benevolent nature believing in a positive environment with a free spirit neglecting rules. The colourways play a major role when it comes to expressing these emotions that are key to the concept. Hence they include bright vibrant colours that does not necessarily complement each other. This range compiles shades of those colours to create a cozy feel to the range.



Fig 38

(Pointbleu Design, 2021)

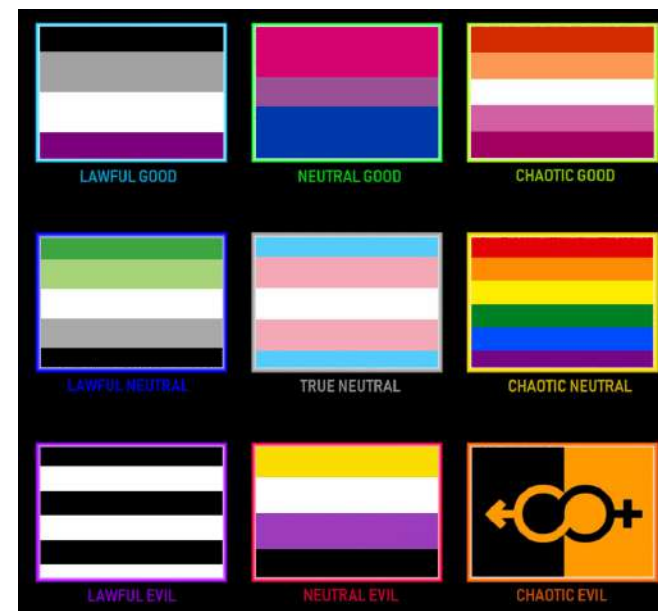
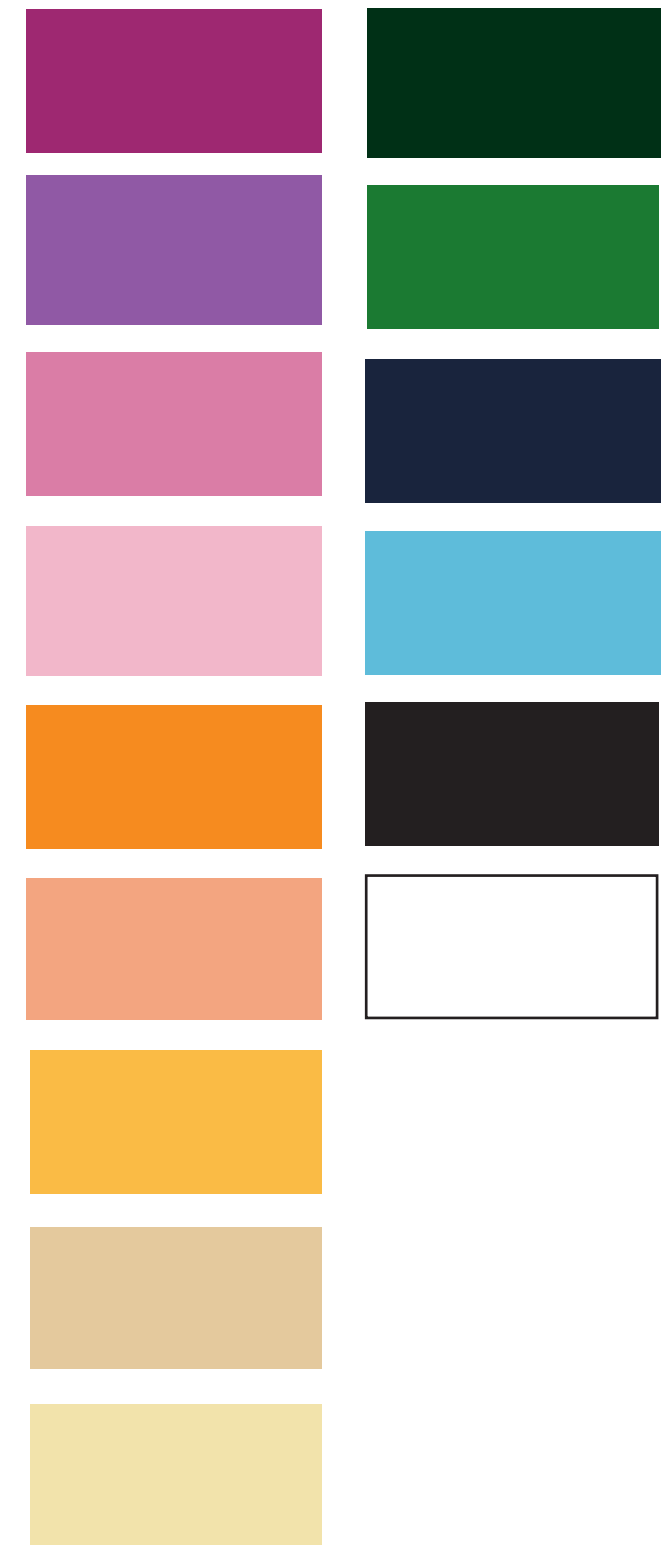
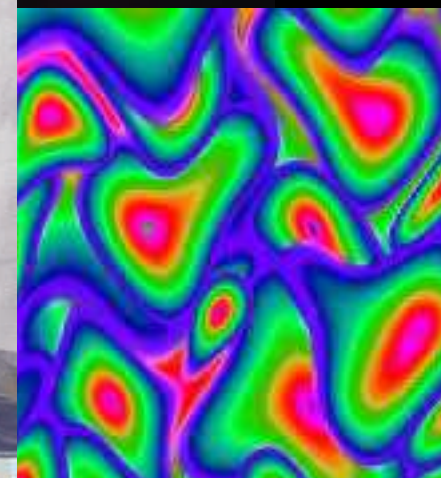
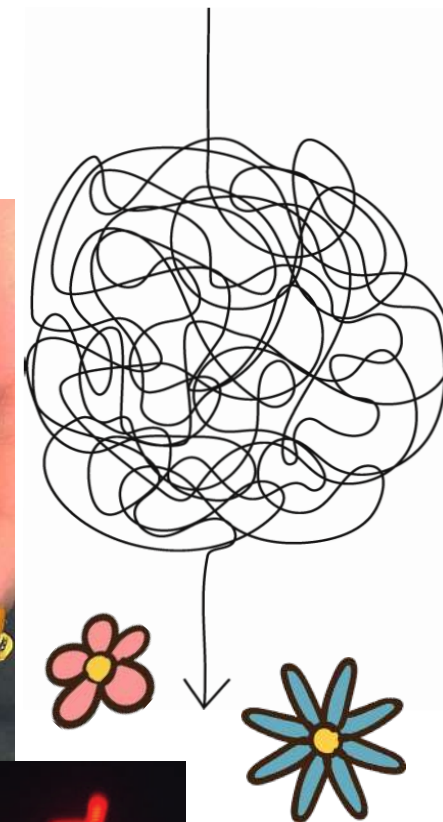


Fig 39

(Reddit, 2021)



Chaotic Good Mood Board

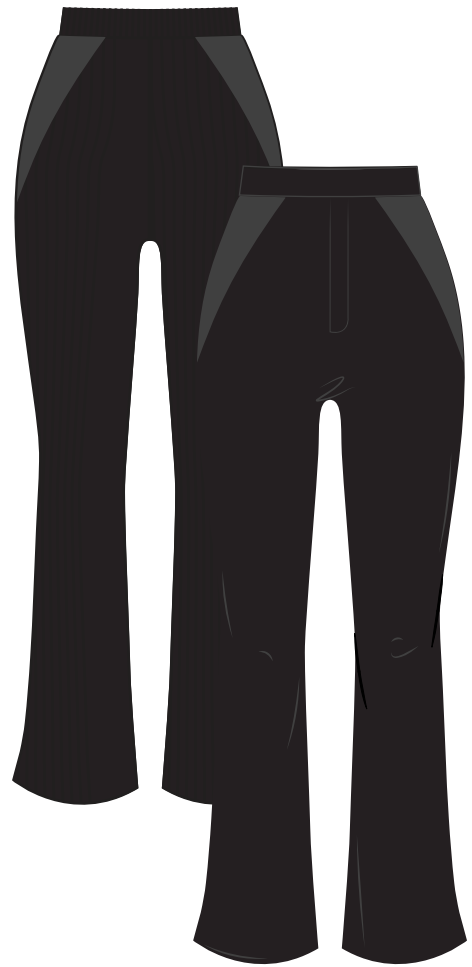


**How you
are treated
is more
important
than how
much you
like them.**

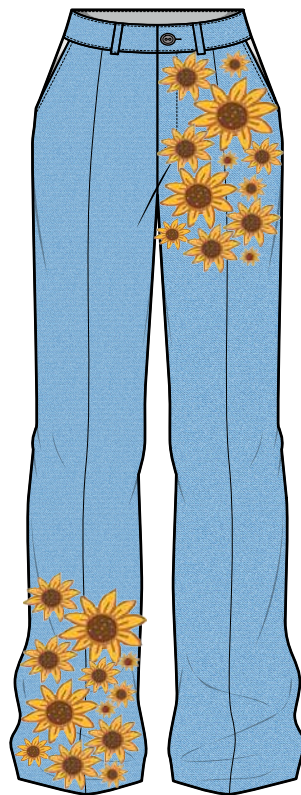


Fig 40 (Created using Illustrator)

Range Proposal for Autumn/Winter 2023



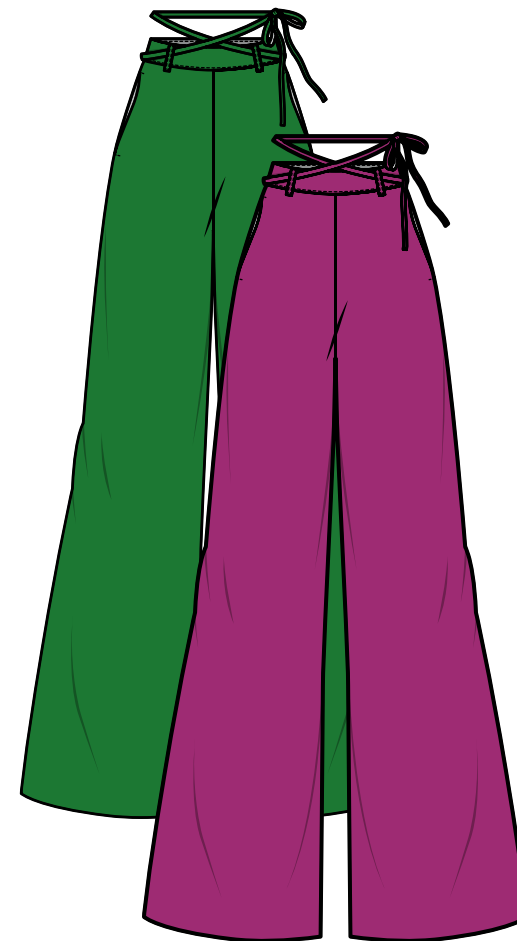
Skinny fit from waist to hem, high rise with four pockets



Regular fit floral patch denim, middle waist straight leg trousers



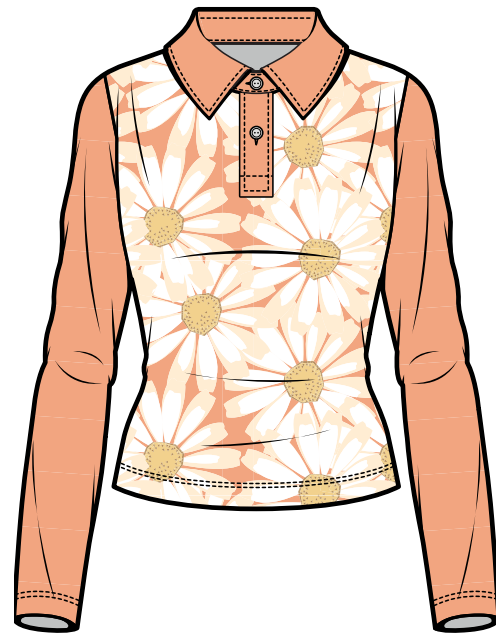
High waist straight leg oversized trousers



High waist flowy wide leg pants with adjustable strings

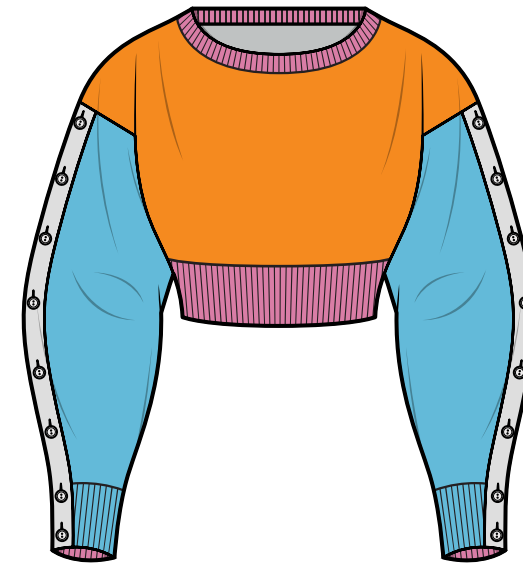


Crew neck, short sleeve cotton tee with a graphic print



Slim fit floral print polo tee, long sleeve with buttons

Soft comfy fleece. Long sleeves with banded cuffs hem. Drawcord ties at hooded neckline



Tight fit cropped length ribbed in assorted colour


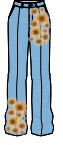









Knitted V-neck sleeveless sweataer patterned with cactus



Classic varsity jacket, with ribbed trims. Full button placket, long sleeves with applique logo detail



Fleece bomber jacket with left and right pockets with one of a kind appliques

Sno	Product Name	Picture	Fabric Composition	Season	Colourway	Size Range	RRP	CP	Margin	Quantity	TSV	TCV53760	Total Profit
1.	Black striped pants		71% Cotton, 27% Recycled Polyester, 2% Elastane	Autumn/Winter	Black	XXS - XL	42£	16.8£	60%	4500	189000	75600	113400
2.	Denim with Floral patches		80% Ecological Cotton, 20% Recycled Cotton	Autumn/Winter	Pale Denim	XXS - XL	45£	15.75£	65%	3800	171000	59850	111150
3.	Cargo pants		100% Cotton (20% recycled)	Autumn/Winter	Beige, Navy Blue, Seaweed	XXS - XL	52£	18.2£	65%	4500	234000	81900	152100
4.	Flowy velvet pants		62% Viscose, 38% Lyocell	Autumn/Winter	Shamrock, Magenta	XS - L	55£	16.5£	70%	2000	110000	33000	77000
5.	Oversize graphic tee		100% Cotton (40% recycled)	Autumn/Winter	Lemonade, Parmesean	XS - L	32£	12.8£	60%	4200	134400	53760	80640
6.	Floral Polo tee		100% Cotton (40% recycled)	Autumn/Winter	Cantalope	XS - L	35£	14£	60%	4200	147000	58800	88200
7.	Fleece Hoodie		50% Recycled Cotton, 50% Recycled Polyester	Autumn/Winter	Sky Blue, Cantalope, Iris	S - XL	42£	14.7£	65%	4200	176400	61740	114660
8.	Sleeveless print sweater		57% Viscose, 27% Recycled Polyester, 16% Polyamide	Autumn/Winter	Mono	XS - L	45£	15.75£	65%	3800	171000	59850	111150
9.	Knitted crop top		76% Acrylic, 24% Polyamide	Autumn/Winter	Assorted	XS - L	48£	16.8£	65%	3800	182400	63840	118560
10.	Varsity jacket		43% Recycled Polyester, 40% Wool, 10% Acrylic, 4% Nylon, 2% Viscose, 1% Recycled Cotton	Autumn/Winter	Pine Green	S - XL	65£	19.5£	70%	3400	221000	66300	154700
11.	Bomber jacket		100% Recycled Polyester	Autumn/Winter	Pearl White	S - XL	72	21.6£	70%	3400	244800	73440	171360

Breakdown of the Sales Plan

Taking inspiration from 'Chaos Culture' one of the key trends on WGSN, this range is named 'Chaos Good'. Based on the comp shop carried out, one of the key features that might favour American Eagle Outfitters is their price range. Although AEO might not offer the exact same style as UO, their price might end up attracting more consumers than UO who relatively offers clothes at a higher price. Another significant expectation from UO as a fast fashion brand is to produce more clothes that are made out of ethically sourced raw material and fabric. So for 2023 Autumn/Winter the these two core aspects that might hinder UO's success are fairly balanced.

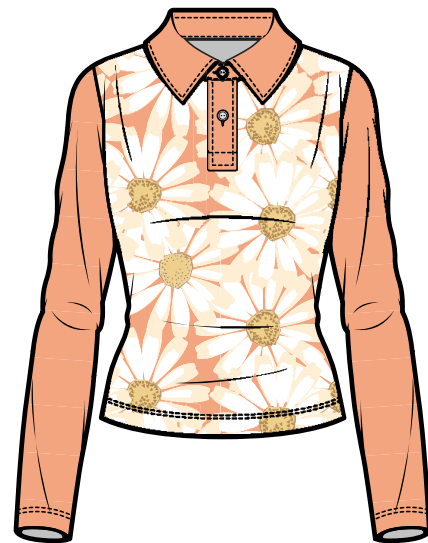
Although UO being a fast fashion brand has a reputation of making clothes from quality fibre and the prices are comparatively high, compared to H&M and Zara. Hence the margin is set at mid market level, 60-75%. For basic products like the t-shirts and the black pants being staple products that are purchased regardless of the season in large quantities are priced at lower margins, considering competitors and the fact that consumers may not be willing to spend higher amounts on basic products with the wide variety of options out there. On the other hand fashion products like the wide leg pants, crop sweater and the jackets are priced at higher margins (65% & 70%) where the risk is high, hence for fashion products the quantity produced is less with a higher price value creating demand and in turn to drive sales.



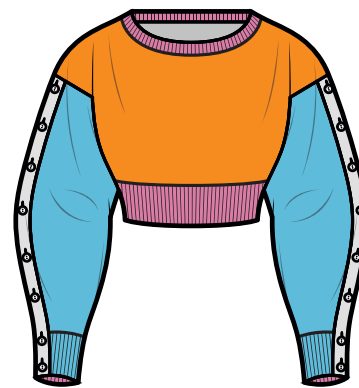
GBB

- Tight fit cropped length ribbed in assorted colour
- 76% Acrylic, 24% Polyamide
- 48£

- Slim fit floral print polo tee, long sleeve with buttons.
- 100% Cotton (40% recycled)
- 35£



Good



Better



Best

- Classic varsity jacket, with ribbed trims. Full button placket, long sleeves with applique logo detail
- 43% Recycled Polyester, 40% Wool, 10% Acrylic, 4% Nylon, 2% Viscose, 1% Recycled Cotton
- 72£

Sustainability Functions of UO

38%

Stores functioning on a zero waste to landfill

100%

Recycled and Recyclable Polybags

Better Cotton, Ellen Macarthur Foundation, WRAP, CSF

Partnerships to reduce the impact on the environment

Vegetable and cold batch dyeing

To reduce energy usage

27%

Of denim contains 20% recycled organic content

750000

units were donated in the past 10 years to Yellow Octopus who innovating towards more circular processes by recycling waste back into production systems and making products reusable.

71%

Bags are packaged in 100% recycled material

35%

Of UO's products are made with monofibres making it easier to recycle

Vegetable and cold batch dyeing

To reduce energy usage

**EYH (End Youth Homelessness)
BFA (Blueprint For All)**

Community cares to create a more inclusive society in which everyone could succeed regardless of their background

Future of UO



With this this plan it is understood that Urban Outfitters is marching towards a more sustainable brand. There is a high probability for success given the right strategy and steps taken.

Fig 41

References

- Access to this page has been denied. (n.d.-a). <https://www.urbanoutfitters.com/en-gb/uo-culture-brands-on-our-radar>
- Access to this page has been denied. (n.d.-b). <https://www.urbanoutfitters.com/en-gb/uo-culture-ss20-look-book>
- Adhav, L. (2022, August 26). Urban Outfitters Is Launching Its Own Beauty Brand, and Everything Is SO Cute. *Cosmopolitan*. <https://www.cosmopolitan.com/style-beauty/beauty/a22862200/urban-outfitters-new-makeup-line-ohii/>
- American Eagle Outfitters Logo transparent PNG - StickPNG. (n.d.). <https://www.stickpng.com/img/icons-logos-emojis/shop-logos/american-eagle-outfitters-logo>
- Chaos Culture. (2022, March 3). Pointbleu Branding Agency. <https://www.pointbleudesign.com/blog/chaos-culture/>
- Collins, A. (Ed.). (2016, February 12). Business news. *WWD*. Retrieved December 22, 2022, from <https://wwd.com/business-news/retail/urban-outfitters-niche-beauty-10342864/>
- Facebook - Meld je aan of registreer je. (n.d.). Facebook. <https://www.facebook.com/unsupportedbrowser?igshid=MDJmNzVkMjY=>
- Google Books. (n.d.). <https://books.google.co.uk/?hl=en>
- Hayhoe, B. (2021, October 29). 11 Stores Like Urban Outfitters For Men Who Want Stylish Clothing. *Effortless Gent*. <https://effortlessgent.com/stores-like-urban-outfitters/>
- Jacobs, J. (2021, October 23). Why Is Urban Outfitters So Expensive? (Top 8 Reasons). *The Cold Wire*. <https://www.thecoldwire.com/why-is-urban-outfitters-so-expensive/>
- Journal, W. S. (n.d.). *URBN | Urban Outfitters Inc. Annual Income Statement - WSJ*. Urban Outfitters Inc. <https://www.wsj.com/market-data/quotes/URBN/financials/annual/income-statement>
- Maguire, L. (2020, July 6). Gen Z isn't ready to rent clothes — yet. *Vogue Business*. <https://www.voguebusiness.com/fashion/gen-z-isnt-ready-to-rent-clothes-yet>
- Marketing Week. (2014a, October 18). Assessing the Urban Outfitters brand. <https://www.marketingweek.com/assessing-the-urban-outfitters-brand/>
- Marketing Week. (2014b, October 18). Assessing the Urban Outfitters brand. <https://www.marketingweek.com/assessing-the-urban-outfitters-brand/>
- Our History. (n.d.-a). <https://www.urbn.com/who-we-are/history>
- Our History. (n.d.-b). *Toad&Co*. <https://www.toadandco.com/pages/our-history>
- Our History. (n.d.-c). <https://www.urbn.com/who-we-are/history>
- Pbc, D. (2022, May 29). Is American Eagle Ethical? 5 Sustainable Alternatives — Updated for 2022. *DoneGood*. Retrieved December 22, 2022, from <https://donegood.co/blogs/news/is-american-eagle-ethical-6-sustainable-alternatives>
- Rearick, L. (2019, April 22). Susan Alexandra Designed a Champion Line for Urban Outfitters. *Teen Vogue*. <https://www.teenvogue.com/gallery/susan-alexandra-champion-urban-outfitters>
- Schneider, B., & Lee, D. (2022, December 12). *BoF Insights | Gen-Z and Fashion in the Age of Realism*. *The Business of Fashion*. <https://www.businessoffashion.com/reports/retail/gen-z-fashion-in-the-age-of-realism-bof-insights-social-media-report/>
- Sherman, L. (2022, June 9). How to Build a Customer-Centric Brand — Download the Case Study. *The Business of Fashion*. <https://www.businessoffashion.com/case-studies/retail/case-study-fashion-brand-management-urban-outfitters-anthropologie-free-people/>
- SWOT & PESTLE.com. (2020, March 5). *SWOT Analysis | PESTLE Analysis | SWOT & PESTLE*. [https://www.swotandpestle.com/urban-outfitters/\[accessed+03+dec,2022\]](https://www.swotandpestle.com/urban-outfitters/[accessed+03+dec,2022])
- Urban Outfitters - Strategic Case Study 2020. (2020, December 10). *Issuu*. https://issuu.com/shelbymoore3/docs/book_final_moores_uocasestudy_2020
- Urban Outfitters Brand Book. (2015, May 12). *Issuu*. https://issuu.com/themarkit/docs/urban_outfitters_brand_book_final_p_d1cb1321abd5a6
- Urban Outfitters, Inc. (DB:UOF) Stock Price & Quote Analysis. (2022, December 21). *Simply Wall St*. <https://simplywall.st/stocks/de/retail/fra-uof/urban-outfitters-shares>
- Urban Outfitters on. (2013, February 21). *Twitter*. <https://twitter.com/urbanoutfitters/status/304670487118741504>
- WGSN Login. (n.d.). <https://www.wgsn.com/auth/login?lang=en&r=%2Finsight%2Farticle%2F92093>

List of Illustrations

- | | |
|--|--------|
| 1. Net sales of UO worldwide from 2014 to 2022 | Fig 4 |
| 2. Net sales of UO for three fiscal years | Fig 5 |
| 3. Table showing the revenue and earnings of UO for three fiscal years | Fig 6 |
| 4. Graphical representation of revenue and earnings of UO | Fig 7 |
| 5. Table showing the growth in the profit margin of UO | Fig 8 |
| 6. Historical annual earnings of UO | Fig 9 |
| 7. Comp shop on Cargo pants | Fig 27 |
| 8. Comp shop on Denim | Fig 28 |
| 9. Comp shop on Synthetic Pants | Fig 29 |
| 10. Comp shop on basic t-shirt | Fig 30 |
| 11. Comp shop on hoodie | Fig 31 |
| 12. Comp shop on sweater | Fig 32 |
| 13. Comp shop on jacket | Fig 33 |