



Anthropologie

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Executive Summary

Company Profile

Anthropologie, a division of URBN (NASDAQ: URBN), is a contemporary women's clothing brand whose headquarters are in Philadelphia, Pennsylvania (Urban Outfitters Inc., 2021). The brand is known for its unique styles and collection of items both online and in-store. Within the clothing product category, there are fifteen separate subcategories ranging from dresses to activewear (Anthropologie, n.d.). The brand targets creative women who use clothing as a means of self-expression and might not be as concerned with trends as other fashion-forward individuals (Anthropologie, n.d.). According to the 2021 SEC filing, there are 204 store locations within the United States (Urban Outfitters Inc., 2021). Based on quarterly data, all the URBN brands have experienced growth in recent years, but Anthropologie's growth has been slower than Free People and Urban Outfitters (Ell, 2021).

Sustainability

Based on brand and company research, Anthropologie has shown that there is plenty of room to grow as far as sustainability is concerned. Currently, most of the sustainable practices within the URBN brands are applied to the sister brands Free People and Urban Outfitters, such as their usage of reusable bags and sustainably sourced activewear lines (URBN, n.d.). As it pertains to Anthropologie, sustainable production practices have been limited to the Pilcro collection which was produced in sustainable mills in Turkey and Italy using low water dyeing practices (Tovar, 2021). Additionally, Anthropologie has a sustainable style tag on their website for the selected Pilcro items and items from other brands that are sustainably produced (Anthropologie, n.d.).

A growing trend within the fashion industry, sustainability has become a priority to consumers within recent years with studies showing that 56% of consumers want to prioritize sustainability despite other goings on in the world such as the pandemic (Genomatica, 2020). Forecasting companies such as TOBETDG and WGSN have also started to incorporate sustainability into their forecasts such as WGSN focusing on longevity and long-term usage for newly produced garments (Ross, 2019). Based on this trend and market research, Anthropologie would benefit from participating in this trend, as well as carrying it on long term, to position themselves favorably within the market.

This collection in particular would focus on longevity and versatility of the product, as well as sustainable practices applied within the production process such as natural, sustainably sourced fiber usage, low water usage practices similar to what was used for the Pilcro collections, and natural or environmentally safe dyeing processes when applicable based on the fabric and color.

Natural Elegance: S/S 21 Trends and Key Items

In addition to the sustainable practices in production, the collection will also be heavily influenced by the "HomeSpun" microtrend from WGSN and TOBETDG's

microtrend "Appreciation and Responsibility." Key components from the "Appreciation and Responsibility" microtrend include garments that can be layered, utilitarian features, and a neutral color palette (TOBETDG, 2020). Many of these components are seen again within WGSN's "HomeSpun" microtrend with the addition of silhouettes such as flowy dresses and softness in shape (Ross, 2019). The name for the collection, Natural Elegance, was chosen because of the sustainable trends, natural color choices and the feminine influences forecasted.

The key items for this collection were chosen based on the versatility within the collection and the ability of the garments to be styled with other garments outside of the collection. The key items include the Knit Wrap Around Tee, Ruffled Blouse, Utility Jacket, Flared Pant, and the Flouncy Babydoll Dress. Their versatility aids with the sustainability goal of garment longevity and increased usage.

Financial Feasibility

For May 2021, the Open-to-Buy budget was \$20,255, which was distributed across four categories in a way that is similar to Anthropologie's current distribution. The budget distribution is as follows: 30% for tops, 25% for bottoms, 30% for dresses, and 15% for jackets and coats. There was an increase in the allocation of the budget for tops and dresses because of their layering capabilities in accordance with the layering trend forecasted by WGSN and TOBETDG (Ross, 2019; TOBETDG, 2020).

With the exception of the flared pant, all of the garments come in an X-Small to X-Large, which is in line with Anthropologie's current size offerings. The Flared Pant comes in numeric sizes 0 – 14, which also follows Anthropologie's current offerings. The size distribution is skewed toward the larger sizes due to studies stating that the average American woman is around a size 14 to 16 (Nunes, 2021).

Fabrics were chosen for the collection based on trend research from WGSN, which emphasized the importance of natural fibers (Ross, 2019). The colors and patterns for the fabric were also chosen based on the same research from WGSN because of their versatility in styling and their association with colors occurring in nature (Ross, 2019). All of the fabric chosen came in under the target fabric costs.

According to the six-month merchandising plan, \$20,255 was allocated to the budget for May 2021. Once the purchase order was completed, the total retail was \$20,190, which is \$65 under the planned budget. While this budget limited the quantities available of each size and color per garment, it is based on a 60% profit margin and the standard prices for similar products currently available.

Conclusion

All of the items in the proposed Natural Elegance collection fit within Anthropologie's current product offerings both in price and style, and opens the door for the brand to expand in to sustainable practices when it comes their in-house clothing production across their garment offerings.

Company Profile

Anthropologie, a division of Urban Outfitters, Inc. (NASDAQ: URBN), has its headquarters in Philadelphia, PA and 237 stores worldwide, with 204 of those stores in the United States (Urban Outfitters, Inc., 2021). In addition to owning Anthropologie, Urban Outfitters, Inc. owns Urban Outfitters, BHLDN, Terrain, Free People, FP Movement, Nuuly, and Menus & Venues (Urban Outfitters, Inc., 2021).

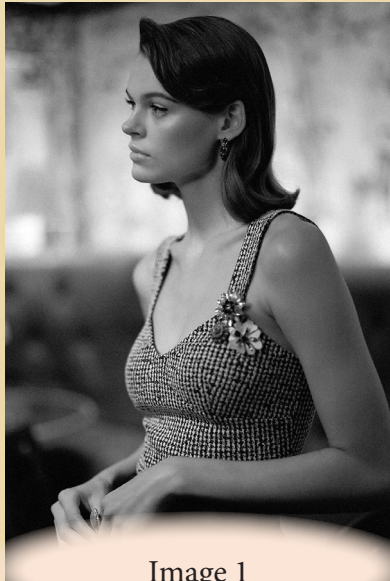


Image 1

Fashion Concept

A contemporary brand, Anthropologie offers products in the women's apparel, accessories, intimates, home, and beauty departments catering to the lifestyle of their "five muses: soft & delicate; boho chic; easy cool; elegant classic; and modern sporty" (Anthropologie, n.d.).

Mission Statement

"Our customer is 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" (Anthropologie, n.d.).

Market Position

Financial Performance

Based on recent quarterly data, the URBN brands have been on the rise after 2020, but Anthropologie hasn't had quite as much of an increase as Free People and Urban Outfitters (Ell, 2021). In the most recent quarter, Anthropologie reported \$353 million compared to \$355 million in 2019 and \$234 million in 2020 (Ell, 2021). Steps taken to achieve this increase in numbers include a push for full-priced selling to decrease the markdown rates and increase profits (Friedman, 2021). Figure 1, below, compares annual costs of goods, operating expenses and net profit over the last five years.

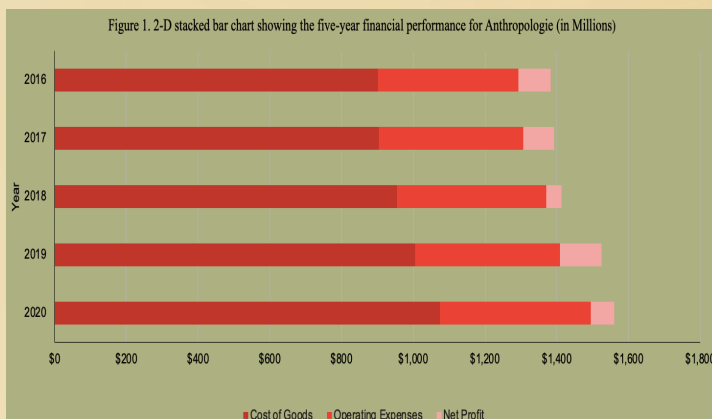
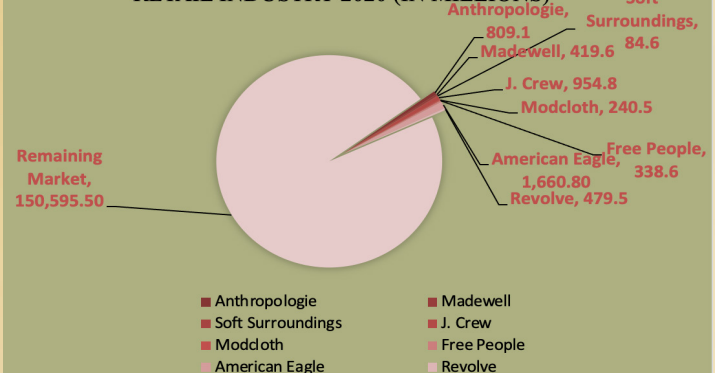


FIGURE 2: GLOBAL NET SALES IN THE FASHION RETAIL INDUSTRY 2020 (IN MILLIONS)



Market Share

Figure 2 above displays global net sales for Anthropologie and some of the company's competitors compared to the rest of the fashion retail industry for the 2020. All of the information above was collected from E-Commerce DB. The primary competitors focused on in this report are Soft Surroundings and Madewell, both of which sell items of similar price ranges for consumers within the same market.

Competitors

Anthropologie Vs. Soft Surroundings and Madewell

Product Comparison

Compared to Anthropologie, Madewell and Soft Surroundings have very similar product categories. Some of the differences in the product categories are due to varied verbiage used. For example, Anthropologie has a “kimonos” section while Soft Surroundings has a “Toppers” section in addition to their jacket category. The biggest differences in their offerings are that Madewell doesn’t have a home, kimono/cardigan, or intimates sections and Soft Surroundings doesn’t carry shoes.

Soft Surroundings

Soft Surroundings has a strong focus on detail when it comes to their merchandise. According to their website, every collection comes from their designers, who are “masters at everything” (Soft Surroundings, n.d.). Given that ‘soft’ is in their name, the brand also takes pride in their comfortable fabrics and washes used in the products that they sell (Soft Surroundings, n.d.).

Madewell

Since 2020, Madewell has been focused on sustainability, as shown when they released their first Do Well Report; this focuses on promises to expand sustainable practices within all aspects of their business (Madewell, 2020). The company also strictly prohibits any form of forced labor or human rights abuses, which they enforce by working closely with international and regional stakeholder groups to stay informed of potential issues that could increase the vulnerability of workers within their global supply chain (Madewell, 2020).

SWOT Analysis

Strengths

1. URBN uses “life state” retail within their stores to promote an authentic lifestyle through their product offerings (Sherman, 2016).
2. Usage of customer-driven merchandising lets the customers decide what they want to see in store has allowed them stay afloat even through pandemic. (Sherman, 2020).
3. In March of 2019, the brand introduced their first size-inclusive collection and has continued to offer more collections since (Tovar, 2021).
4. URBN uses their Anthropologie stores to create a sensory experience that is curated and controlled so that customers can have a unique positive experience while in the store (Sherman, 2016).

Weaknesses

1. As a specialty retailer, they face competition from both fast fashion players and e-commerce startups (Sherman, 2016).
2. Over the past few years, Anthropologie has found itself stuck in a pattern of buying the wrong clothing, whether it be the wrong print, color, or silhouette (Halzack, 2017).
3. Executives claim that struggles have been due to too much sameness in the market preventing further growth (Ell, 2019).
4. Diversification of the company’s product offerings, including expansions into beauty, home, and bridal, has allowed the company to stay profitable despite fumbles in product offerings and the desire of the company to keep fashion at the forefront (Halzack, 2017).

Opportunities

1. While the brand began to offer plus-sizes in 2019, the company could continue to expand into the inclusive market (Tovar, 2021).
2. Anthropologie has extensive product categories, but they’ve had recent success with their new denim collection which is USA made and size inclusive. Pending potential success, there may be room for them to grow in the women’s denim market (Tovar, 2021).
3. This new denim collection was produced in sustainable denim mills with less water usage to produce the fabric as well as the metal fastenings. This opens up an opportunity for more sustainable practices in their other productions (Tovar, 2021).
4. In the past couple years, the Anthropologie Group opened Anthropologie & Co. stores that are set up more like department stores, which allowed them to expand into other categories and include more in-store clothing merchandise. More of these stores nationwide could expand on the Anthropologie experience (Sherman, 2016).

Threats

1. There’s potential for mass-retailers such as Target and Amazon to create incredibly similar products at a lower price point (Schlitz, 2021).
2. Anthropologie competes with fashion specialty stores, both chains and independent companies, and department stores in the brick and mortar setting and online. They also face competition with smaller boutiques that offer a curated in-store experience (Urban Outfitters, Inc., 2020)
3. Department stores such as Bloomingdale’s are launching their own highly curated concepts, which target the contemporary, unique individuals that Anthropologie aims to serve (Moin, 2021).
4. COVID-19 remains a threat due to decreased need for evening wear and dressy attire. As the pandemic continues and variants continue to mutate, the true impact of the pandemic on the Anthropologie group cannot be fully identified (Ell, 2021).

Line Development: The Idea

Proposal

Based on market research and current events, Anthropologie currently has very few sustainable practices put into place for their clothing lines, with the exception of select denim pieces. Despite the on-going pandemic, sustainability and climate change have still been at the forefront of many consumers' minds. According to studies done by Genomatica, 56% of percent of American consumers still want sustainability to be prioritized despite other on-going issues, and 85% of American consumers state that they are still thinking about sustainability at equal or higher levels than they did before the pandemic (Genomatica, 2020). Additionally, since the start of the pandemic in March 2020, many brands have begun to hold themselves to higher standards both in terms of social responsibility and sustainability while governments around the world have yet to create laws to enforce these values (Bailey, 2020). We believe that it would also be beneficial for the brand to get ahead of these sustainability issues now as it would allow them to position themselves in a positive way within the market. This would start with the Natural Elegance collection for Spring/Summer 2021. This collection would just be the start of what they could expand across their entire brand.

Target Customer

The target customer for Natural Elegance is the same customer for any of Anthropologie's collection, but has a stronger passion for the environment and sustainability. One of those customers is Kiera. She's a 37-year-old mom of two living in Fairfield, Connecticut with her husband, Garrett. She works as the Senior Marketing Brand Managers for Burt's Bees Baby where she makes 117K annually, while her husband, a real estate attorney, makes 160K a year (Career Bliss, 2021; Randstad, n.d.). As a family, they have \$6,900 per month for discretionary spending (Evans, 2021). While Kiera is career focused, she enjoys supporting local restaurants with her friends and family and shops to create a nurturing, creative, and healthy environment for her family to live in. In her free time she enjoys influencers and blogs such as Amber Fillerup Clark, Julia Berolzheimer and The Blonde Salad. She likes Anthropologie for the inspiring and unique clothing and decor items and visits their Westport location about once a month spending \$100 - \$400 per visit depending on her needs.



Kiera, 37
Image 2

The Look for S/S 21

After a year of uncertainty and slowing down, consumers are showing more interest in "slow" activities such as gardening and family-involved moments, and this applies to their fashion with handcrafted pieces made with a conscientious sustainability in mind or pieces made slowly like the lifestyle they've adapted such as in images 3-5 (TOBETDG, 2020). The line will be inspired by that desire and the simplicity that many millennial women have come to crave, which include looks that are feminine and timeless (Bell, 2020). This include light jackets, relaxed trousers, and flowy dresses and skirts.



Image 3



Image 4



Image 5

Line Development: Trend Report

Trend Direction

“HomeSpun” a microtrend from WGSN for Spring/Summer 2021, which focuses on sustainability, natural influences, and craftsmanship, with components from the WGSN microtrend “TransForm” including “Soft Focus.” (Ross, 2019; Ross, 2019). The lifestyle ideas associated are also closely in line with TOBETDG’s microtrend “Appreciation and Responsibility” (TOBETDG, 2020). All of these microtrends for the season have a focus on sustainability.

Key Silhouettes

Flowy dress silhouettes, softness in layering, and worn utility features that allow for the consumer to explore their hobbies while holding on to the nostalgia of the past, such as in images 6-8 (TOBETDG, 2020; Ross, 2019). As a result key items such as Babydoll dresses with voluminous sleeves (Image 8), light jackets with relaxed trousers (Image 7), and flowy skirts (Image 6) will be essential due to their layering abilities (Ross, 2019; TOBETDG, 2020).



Image 6

Image 7



Image 8

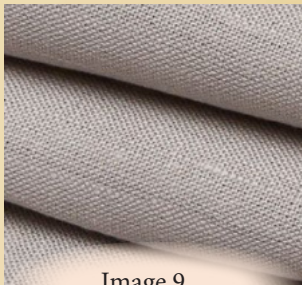


Image 9

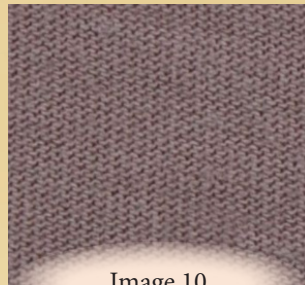


Image 10

Fabrics

Woven Linen, Organic Cotton, and hemp fabrics, such as in images 9 and 10, will be the most prominent as they are natural and can be sustainably sourced; they also have natural texture that adds a visual interest that is important to the collection (Ross, 2019).

Colors and Prints

Given that most of the fabrics will be naturally dyed, the colors from this collection are on the neutral and muted side of the color palette. The color choices increase the usability and longevity since they can be paired with other garments (Ross, 2019). These core colors also allow for brighter shades within the collection to pop (Fashion Trendsetter, 2020). In accordance with the WGSN “HomeSpun” microtrend, the prints will be of a similar color palette, such as in Image 11 and communicate softness and femininity through blurred images, florals, and traditional patterns (Ross, 2019).



Image 11

Line Development: Colors and Fabrics

The Colors of Natural Elegance

From Left to Right: Cirrus Cloud, Sunlit Rust, Indigo Sky, Desert Rain, Rolled Oat



PANTONE
15-4008 TCX



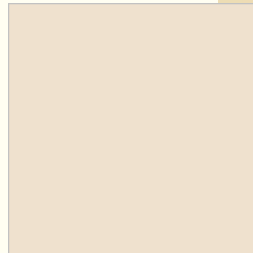
PANTONE
16-1332 TCX



PANTONE
19-4016 TCX

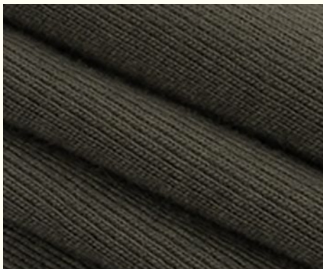


PANTONE
14-1127 TCX



PANTONE
11-0110 TCX

The Fabrics of Natural Elegance



Organic Cotton 1x1 Rib Knit
100% Cotton



10.5 Oz Hemp Traders Twill
55% Hemp, 45% Organic Cotton



Medium Weight Linen
100% Linen



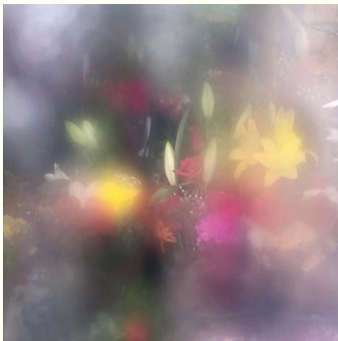
6.5 Oz Hemp Traders Jersey Knit
100% Linen



Toulouse Denim Cotton Voile
100% Egyptian Cotton

The Patterns of Natural Elegance

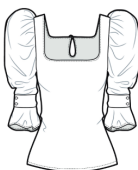
From Left to Right: Misty Morning, Spring Lake, Flax Field

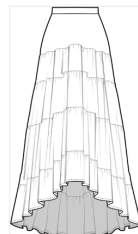


Line Development: Style Sheets

Flat: 6.4 Image Source: WGSN	Style Number: 141100400958	Category: Tops	Retail Price: \$140	Flat: 6.8 Image Source: WGSN	Style Number: 411509840	Category: Tops	Retail Price \$140
	Sizes: XS- XL	Colors:    Indigo Sky Rolled Oat Spring Lake			Sizes: XS-XL	Colors:   Indigo Skv Rolled Oat	
	Fabric Name & Fiber Content: Toulouse Denim Mercerized Organic Egyptian Cotton Voile; 100% Egyptian Cotton				Fabric Name & Fiber: Content: 10.5 Oz Hemp Traders Organic Cotton & Hemp Twill; 55% Hemp, 45% Organic Cotton		
	Description: Ruffled Blouse				Description: Utility Jacket		
	Trims and Details: Ruffled trapeze blouse with oversized sleeves. Cuffed to create a flare around the wrist. Ruffles around the neckline and keyhole back button.				Trims and Details: Traditional denim-style jacket made with two large breast pockets to accommodate extra needs.		

Flat: 6.2 Image Source: WGSN	Style Number: 24123490305	Category: Bottoms	Retail Price: \$130	Flat: 6.7 Image Source: WGSN	Style Number: 1411295980	Category: Tops	Retail Price \$75
	Sizes: 0 - 14	Colors:   Indigo Sky Sunlit Rust			Sizes: XS-XL	Colors:    Desert Rain Indigo Sky Sunlit Rust	
	Fabric Name & Fiber: Content: 10.5 Oz Hemp Traders Organic Cotton & Hemp Twill: 55% Hemp, 45% Organic Cotton				Fabric Name & Fiber Content: 6.5 Oz Hemp Traders Organic Cotton & Hemp Stretch Jersey Knit 53% Hemp/43% Organic Cotton/4% Lycra		
	Description: Flared Pants				Description: Knit Wrap Around Tee		
	Trims and Details: High-waisted, flared pants. Side zipper for snug fit.				Trims and Details: Knit tee with wrap around waist accent.		

Flat: 6.6 Image Source: WGSN	Style Number: 141120598035	Category: Tops	Retail Price: \$90	Flat: 6.5 Image Source: WGSN	Style Number: 14110860950	Category: Tops	Retail Price \$85
	Sizes: XS - XL	Colors:  Desert Rain Indigo Sky Cirrus Cloud			Sizes: XS - XL	Colors:  Cirrus Cloud Misty Morning	
	Fabric Name & Fiber Content: Organic Cotton 1x1 Rib Knit, Toulouse Denim Mercerized Organic Egyptian Cotton Voile; 100% Cotton				Fabric Name & Fiber Content: Medium Weight Linen, 100% Linen		
	Description: Puff Sleeve Tee				Description: Sleeveless Top		
	Trims and Details: Knit Tee with woven sleeves. Key-hole button back. Flared button cuffs. Square neckline.				Trims and Details: Sleeveless top with cowl neck and gathered waist. Keyhole back closure.		

Flat: 6.3 Image Source: WGSN		Style Number: 24120690965		Category: Bottoms		Retail Price: \$150		Flat: 6.1 Image Source: WGSN		Style Number: 341306804903		Category: Dresses		Retail Price: \$210					
		Sizes: XS - XL		Colors:   Cirrus Cloud Desert Rain								Sizes: XS - XL		Colors:    Indigo Sky Flax Field Misty Morning					
		Fabric Name & Fiber Content: Toulouse Denim Mercerized Organic Egyptian Cotton Voile; 100% Egyptian Cotton						Fabric Name & Fiber Content: Medium Weight Linen;100% Linen											
		Description: Tiered Maxi Skirt						Description: Puff-Sleeved Maxi Dress											
		Trims and Details: Tiered maxi skirt with half elastic waist in the back for easy styling.						Trims and Details: Maxi dress with puffed sleeves with elastic band and elastic waist. V-shaped neckline. Bottom flounce.											

Flat: 6.9 Image Source: WGSN	Style Number: 34130909347	Category: Dresses	Retail Price \$190
	Sizes: XS-XL	Colors:  Indigo Sky Sunlit Rust Spring Lake	
	Fabric Name & Fiber Content: Toulouse Denim Mercerized Organic Egyptian Cotton Voile; 100% Egyptian Cotton		
	Description: Flouncy Babydoll Dress		
	Trims and Details: Knee-length tiered babydoll dress with frills around the shoulders, bust and sleeves.		

Quick Costing

Style Number	Unit Retail	Unit Cost	Target Fabric Cost	Fabric yardage at Cost/yd	Fabric Quick Cost	Fabric Quick Cost Total
341306804903	\$210	\$84	\$50.40	4yd	Outer: \$31.96	\$31.96
					Lining: n/a	
24123490305	\$130	\$52	\$31.20	2.5yd	Outer: \$30.63	\$30.63
					Lining: n/a	
24120690965	\$150	\$60	\$36	3yd	Outer: \$17.97	\$17.97
					Lining: n/a	
141100400958	\$140	\$56	\$33.60	2.7yd	Outer: \$16.17	\$16.17
					Lining: n/a	
14110860950	\$85	\$34	\$20.40	2 yd	Outer: \$15.98	\$15.98
					Lining: n/a	
141120598035	\$90	\$36	\$21.60	1yd	Body: \$5.99	\$12.98
				1yd	Sleeves: \$6.99	
1411295980	\$75	\$30	\$18	1.5yd	Outer: \$16.35	\$16.35
					Lining: n/a	
411509840	\$140	\$56	\$33.60	2.5 yd	Outer: \$30.63	\$30.63
					Lining: n/a	
34130909347	\$190	\$76	\$45.60	4yd	Outer: \$23.96	\$23.96
					Lining: n/a	

The chart to the left shows the estimated fabrics costs for the nine items in the collection and their feasibility based on estimated retail prices.

Six Month Merchandising Plan

Based on the six-month merchandising plan below, the stated sales plan for the Westport, CT store in May 2021 is \$11,250 and the planned retail purchases for the same month and store is \$20,225.

Anthropologie: SIX-MONTH MERCHANDISING PLAN								
		FEB	MAR	APR	MAY	JUN	JUL	SEASON TOTAL
PLANNED SALES	Last Year % LY (dollars)	17%	17%	15%	18%	25%	8%	100%
	Plan (dollars)	\$10,625	\$10,625	\$9,375	\$11,250	\$15,625	\$5,000	\$62,500
	Percent of Increase							
	Revised							
RETAIL STOCK (BOM) \$	Last Year (dollars)							
	Plan (dollars)	\$32,938	\$26,563	\$21,563	\$22,500	\$31,250	\$17,500	\$152,313
	Percent of Increase							
	Revised							
MARKDOWNS \$	Last Year (dollars)							
	Plan (dollars)	\$213	\$213	\$188	\$225	\$313	\$100	\$1,250
	Plan (%)	2%	2%	2%	2%	2%	2%	2%
	Percent of Increase							
RETAIL PURCHASES \$	Last Year (dollars)							
	Plan (dollars)	\$4,463	\$5,838	\$10,500	\$20,225	\$2,188	\$12,600	\$55,813
	Percent of Increase							
	Revised							
COST OF GOODS SOLD	Last Year (dollars)							
	Plan (dollars)	\$1,785	\$2,335	\$4,200	\$8,090	\$875	\$5,040	\$22,325
	Percent of Initial Markup	60%	60%	60%	60%	60%	60%	60%
	Revised							
RETAIL STOCK (EOM) \$ 31-Jul	Last Year (dollars)							
	Plan (dollars)	\$26,563	\$21,563	\$22,500	\$31,250	\$17,500	\$25,000	\$144,375
	Percent of Increase							
	Revised							
Stock-Sales Ratio		3.1	2.5	2.3	2.0	2.0	3.5	

Merchandising Plan: Distribution

Style Distribution

According to the “Clothing” section of Anthropologie’s website, the distribution of garments based on their style is as follows: 23% is dresses, 28% is bottoms, 21% is tops, and 7% is jackets with the last 11% including lingerie, jumpsuit, and sweaters (Anthropologie, n.d.). For the Natural Elegance collection in particular, there will be an increased distribution percentage for the jacket due to its versatility to go with other collections, which increases the longevity of the item – a trend presented by TOBETDG, and the jacket’s utility aspect, which is trend forecast by WGSN (TOBETDG, 2020; Ross, 2019); this is shown in Figure 3. The distribution percentages for the tops and dress will be also slightly higher for this collection due to the prominence of layering and key silhouettes that are forecast in WGSN’s HomeSpun trend and the garments abilities to be layered (Ross, 2019).

Class #	Class	Percentage	Estimated \$ Amount Purchases
1	Tops	30%	\$6,067.50
2	Bottoms	25%	\$5,056.25
3	Dresses	30%	\$6,067.50
4	Jackets and Coats	15%	\$3,033.75

Figure 3 shows the style distribution for Natural Elegance.

Figure 4

Alpha Size Distribution	
Size	Percentage
X-Small	10%
Small	15%
Medium	30%
Large	25%
X-Large	20%

Figure 5

Numeric Size Distribution	
Size	Percentage
0	7%
2	9%
4	12%
6	13%
8	13%
10	16%
12	15%
14	15%

Fabrics

Currently, Anthropologies size offering vary by product with sizes offered generally being XS – XL or 0 to 14; In some situations, Anthropologie will carry 00, XXS, 16, other plus or petite sizing options, but these extended sizing options are typically only available online (Anthropologie, n.d.). According to various studies, the average woman is around a size 14 to 16, as a result the size distribution does skew more towards the mid to larger sizes (Nunes, 2021). Figures 4 and 5 show the Alpha and Numeric sizing distributions for Natural Elegance.

Color Distribution

A big component of Spring 2021’s trends are colors that can outlast trends and allow for longevity of the garment according to WGSN (Ross, 2019). Because of this, solid colors are more prominent in the collection than the patterns as shown in Figures 6 and 7. The patterns chosen still fit with the softer and more minimalist ideas presented in the same WGSN report, but are distributed at a lesser amount(Ross, 2019).

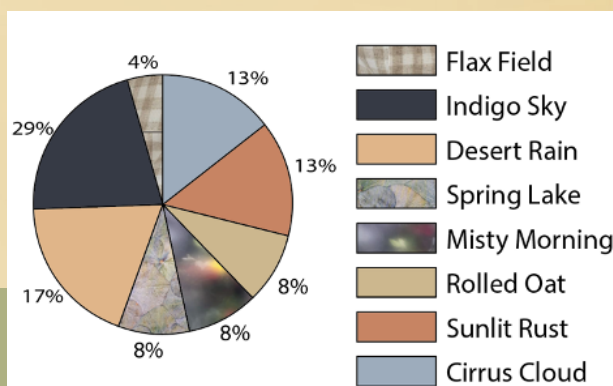


Figure 6

Color	Percentage
Cirrus Cloud	13%
Sunlit Rust	13%
Indigo Sky	29%
Desert Rain	17%
Rolled Oat	8%
Flax Field	4%
Misty Morning	8%
Spring Lake	8%

Figure 7

Key Item Assortment

Key Item Assortment Plans

Below are the assortment plans for the the five key items of the collection and all the colors in which they are available. These items were chosen based on their layering capabilities and long-term usability. The colorized versions at the bottom will be the highlighted pieces.

Style # 34130909347									
Class	Style #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
3	34130909347IS1	Flouncy Babydoll Dress	Indigo Sky	XS	1	\$ 76	\$ 190.00	\$ 76.00	\$ 190.00
3	34130909347IS2	Flouncy Babydoll Dress	Indigo Sky	S	1	\$ 76	\$ 190.00	\$ 76.00	\$ 190.00
3	34130909347IS3	Flouncy Babydoll Dress	Indigo Sky	M	2	\$ 76	\$ 190.00	\$ 152.00	\$ 380.00
3	34130909347IS4	Flouncy Babydoll Dress	Indigo Sky	L	1	\$ 76	\$ 190.00	\$ 76.00	\$ 190.00
3	34130909347IS5	Flouncy Babydoll Dress	Indigo Sky	XL	1	\$ 76	\$ 190.00	\$ 76.00	\$ 190.00
3	34130909347SR1	Flouncy Babydoll Dress	Sunlit Rust	XS	1	\$ 76	\$ 190.00	\$ 76.00	\$ 190.00
3	34130909347SR2	Flouncy Babydoll Dress	Sunlit Rust	S	1	\$ 76	\$ 190.00	\$ 76.00	\$ 190.00
3	34130909347SR3	Flouncy Babydoll Dress	Sunlit Rust	M	2	\$ 76	\$ 190.00	\$ 152.00	\$ 380.00
3	34130909347SR4	Flouncy Babydoll Dress	Sunlit Rust	L	2	\$ 76	\$ 190.00	\$ 152.00	\$ 380.00
3	34130909347SR5	Flouncy Babydoll Dress	Sunlit Rust	XL	1	\$ 76	\$ 190.00	\$ 76.00	\$ 190.00
3	34130909347SL1	Flouncy Babydoll Dress	Spring Lake	XS	1	\$ 76	\$ 190.00	\$ 76.00	\$ 190.00
3	34130909347SL2	Flouncy Babydoll Dress	Spring Lake	S	1	\$ 76	\$ 190.00	\$ 76.00	\$ 190.00
3	34130909347SL3	Flouncy Babydoll Dress	Spring Lake	M	2	\$ 76	\$ 190.00	\$ 152.00	\$ 380.00
3	34130909347SL4	Flouncy Babydoll Dress	Spring Lake	L	1	\$ 76	\$ 190.00	\$ 76.00	\$ 190.00
3	34130909347SL5	Flouncy Babydoll Dress	Spring Lake	XL	1	\$ 76	\$ 190.00	\$ 76.00	\$ 190.00
Totals					19		\$ 1,444.00	\$ 3,420.00	

Style # 1411295980									
Class	Style #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
1	1411295980IS1	Knit Wrap Around Tee	Indigo Sky	XS	1	\$ 30	\$ 75	\$ 30	\$ 75
1	1411295980IS2	Knit Wrap Around Tee	Indigo Sky	S	1	\$ 30	\$ 75	\$ 30	\$ 75
1	1411295980IS3	Knit Wrap Around Tee	Indigo Sky	M	2	\$ 30	\$ 75	\$ 60	\$ 150
1	1411295980IS4	Knit Wrap Around Tee	Indigo Sky	L	2	\$ 30	\$ 75	\$ 60	\$ 150
1	1411295980IS5	Knit Wrap Around Tee	Indigo Sky	XL	1	\$ 30	\$ 75	\$ 30	\$ 75
1	1411295980DR1	Knit Wrap Around Tee	Desert Rain	XS	1	\$ 30	\$ 75	\$ 30	\$ 75
1	1411295980DR2	Knit Wrap Around Tee	Desert Rain	S	1	\$ 30	\$ 75	\$ 30	\$ 75
1	1411295980DR3	Knit Wrap Around Tee	Desert Rain	M	2	\$ 30	\$ 75	\$ 60	\$ 150
1	1411295980DR4	Knit Wrap Around Tee	Desert Rain	L	2	\$ 30	\$ 75	\$ 60	\$ 150
1	1411295980DR5	Knit Wrap Around Tee	Desert Rain	XL	1	\$ 30	\$ 75	\$ 30	\$ 75
1	1411295980SR1	Knit Wrap Around Tee	Sunlit Rust	XS	1	\$ 30	\$ 75	\$ 30	\$ 75
1	1411295980SR2	Knit Wrap Around Tee	Sunlit Rust	S	1	\$ 30	\$ 75	\$ 30	\$ 75
1	1411295980SR3	Knit Wrap Around Tee	Sunlit Rust	M	2	\$ 30	\$ 75	\$ 60	\$ 150
1	1411295980SR4	Knit Wrap Around Tee	Sunlit Rust	L	2	\$ 30	\$ 75	\$ 60	\$ 150
1	1411295980SR5	Knit Wrap Around Tee	Sunlit Rust	XL	1	\$ 30	\$ 75	\$ 30	\$ 75
Totals					21		\$ 630.00	\$ 1,575.00	



Style # 411509840									
Class	Style #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
4	411509840IS1	Utility Jacket	Indigo Sky	XS	1	\$ 56	\$ 140	\$ 56	\$ 140
4	411509840IS2	Utility Jacket	Indigo Sky	S	1	\$ 56	\$ 140	\$ 56	\$ 140
4	411509840IS3	Utility Jacket	Indigo Sky	M	2	\$ 56	\$ 140	\$ 112	\$ 280
4	411509840IS4	Utility Jacket	Indigo Sky	L	2	\$ 56	\$ 140	\$ 112	\$ 280
4	411509840IS5	Utility Jacket	Indigo Sky	XL	1	\$ 56	\$ 140	\$ 56	\$ 140
4	411509840R01	Utility Jacket	Rollied Oat	XS	1	\$ 56	\$ 140	\$ 56	\$ 140
4	411509840R02	Utility Jacket	Rollied Oat	S	1	\$ 56	\$ 140	\$ 56	\$ 140
4	411509840R03	Utility Jacket	Rollied Oat	M	2	\$ 56	\$ 140	\$ 112	\$ 280
4	411509840R04	Utility Jacket	Rollied Oat	L	2	\$ 56	\$ 140	\$ 112	\$ 280
4	411509840R05	Utility Jacket	Rollied Oat	XL	1	\$ 56	\$ 140	\$ 56	\$ 140
Totals					14		\$ 784	\$ 1,960	

Style # 24123490305									
Class	Style #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
2	24123490305IS0	Flared Pant	Indigo Sky	0	1	\$ 52	\$ 130	\$ 52	\$ 130
2	24123490305IS2	Flared Pant	Indigo Sky	2	1	\$ 52	\$ 130	\$ 52	\$ 130
2	24123490305IS4	Flared Pant	Indigo Sky	4	1	\$ 52	\$ 130	\$ 52	\$ 130
2	24123490305IS6	Flared Pant	Indigo Sky	6	1	\$ 52	\$ 130	\$ 52	\$ 130
2	24123490305IS8	Flared Pant	Indigo Sky	8	1	\$ 52	\$ 130	\$ 52	\$ 130
2	24123490305IS10	Flared Pant	Indigo Sky	10	1	\$ 52	\$ 130	\$ 52	\$ 130
2	24123490305IS12	Flared Pant	Indigo Sky	12	2	\$ 52	\$ 130	\$ 104	\$ 260
2	24123490305IS14	Flared Pant	Indigo Sky	14	2	\$ 52	\$ 130	\$ 104	\$ 260
2	24123490305SR0	Flared Pant	Sunlit Rust	0	1	\$ 52	\$ 130	\$ 52	\$ 130
2	24123490305SR2	Flared Pant	Sunlit Rust	2	1	\$ 52	\$ 130	\$ 52	\$ 130
2	24123490305SR4	Flared Pant	Sunlit Rust	4	1	\$ 52	\$ 130	\$ 52	\$ 130
2	24123490305SR6	Flared Pant	Sunlit Rust	6	1	\$ 52	\$ 130	\$ 52	\$ 130
2	24123490305SR8	Flared Pant	Sunlit Rust	8	1	\$ 52	\$ 130	\$ 52	\$ 130
2	24123490305SR10	Flared Pant	Sunlit Rust	10	1	\$ 52	\$ 130	\$ 52	\$ 130
2	24123490305SR12	Flared Pant	Sunlit Rust	12	2	\$ 52	\$ 130	\$ 104	\$ 260
2	24123490305SR14	Flared Pant	Sunlit Rust	14	1	\$ 52	\$ 130	\$ 52	\$ 130
Totals					19		\$ 988	\$ 2,470	

Style # 141100400958									
Class	Style #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
1	141100400958IS1	Ruffled Blouse	Indigo Sky	XS	1	\$ 56	\$ 140	\$ 56	\$ 140
1	141100400958IS2	Ruffled Blouse	Indigo Sky	S	1	\$ 56	\$ 140	\$ 56	\$ 140
1	141100400958IS3	Ruffled Blouse	Indigo Sky	M	1	\$ 56	\$ 140	\$ 56	\$ 140
1	141100400958IS4	Ruffled Blouse	Indigo Sky	L	2	\$ 56	\$ 140	\$ 112	\$ 280
1	141100400958IS5	Ruffled Blouse	Indigo Sky	XL	1	\$ 56	\$ 140	\$ 56	\$ 140
1	141100400958R0	Ruffled Blouse	Rollied Oat	XS	1	\$ 56	\$ 140	\$ 56	\$ 140
1	141100400958R1	Ruffled Blouse	Rollied Oat	S	1	\$ 56	\$ 140	\$ 56	\$ 140
1	141100400958R2	Ruffled Blouse	Rollied Oat	M	1	\$ 56	\$ 140	\$ 56	\$ 140
1	141100400958R3	Ruffled Blouse	Rollied Oat	L	2	\$ 56	\$ 140	\$ 112	\$ 280
1	141100400958R4	Ruffled Blouse	Rollied Oat	XL	1	\$ 56	\$ 140	\$ 56	\$ 140
1	141100400958SL1	Ruffled Blouse	Spring Lake	XS	1	\$ 56	\$ 140	\$ 56	\$ 140
1	141100400958SL2	Ruffled Blouse	Spring Lake	S	1	\$ 56	\$ 140	\$ 56	\$ 140
1	141100400958SL3	Ruffled Blouse	Spring Lake	M	1	\$ 56	\$ 140	\$ 56	\$ 140
1	141100400958SL4	Ruffled Blouse	Spring Lake	L	2	\$ 56	\$ 140	\$ 112	\$ 280
1	141100400958SL5	Ruffled Blouse	Spring Lake	XL	1	\$ 56	\$ 140	\$ 56	\$ 140
Totals					18		\$ 1,008.00	\$ 2,520.00	

Purchase Order

The below table features the purchase order for the Spring 2021 season. The Purchase Order comes in \$35 under the budget of \$20,225 for the Westport, CT, location. For this location, it was important that we have at least one of each size and color combination. Once determining how we fell within the budget, we added more sizes for key style items and extra sizes as per the above size distribution

Class	Style #	Description	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail	Total Retail Per Classification
1	141100400958	Ruffled Blouse	18	\$56	\$140	\$1008	\$2520	\$6820
1	14110860950	Sleeveless Top	13	\$34	\$85	\$442	\$1,105	
1	141120598035	Puff Sleeve Tee	18	\$36	\$90	\$648	\$1620	
1	1411295980	Knit Wrap Around Tee	21	\$30	\$75	\$630	\$1,575	
2	24123490305	Flared Pants	19	\$52	\$130	\$988	\$2470	\$4420
2	24120690965	Tiered Maxi Skirt	13	\$60	\$150	\$780	\$1950	
3	341306804903	Puff-Sleeved Maxi Dress	16	\$84	\$210	\$1428	\$3570	\$6990
3	34130909347	Flouncy Babydoll Dress	19	\$76	\$190	\$1444	\$3420	
4	411509840	Utility Jacket	14	\$56	\$140	\$784	\$1960	\$1,960
TOTAL			151			\$8,152	\$20,190	\$20,190

Conclusion

As the environment continues to be impacted by the choices made by its inhabitants, sustainability is going to be an ever-growing topic within politics and the industry. While URBN as a whole has made decisions to be a force for sustainability in the industry such as sustainably sourced fabric for the FP Movement collection, very few of these choices have been specifically applied to Anthropologie and Anthropologie clothing production with the exception of the newest Pilcro denim line. It would also be a good publicity opportunity to put Anthropologie ahead of their competitors. Given the financial feasibility and blending capabilities of this collection with Anthropologie's current collections, Natural Elegance would be a great starting point for Anthropologie to join this movement.



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