

Mafer Naranjo, Avery Tibbets, & Piper Wild



*free people*

"The store  
experience must  
become a  
performance, with  
the energy and  
precision of a  
Broadway play."

*-Dick Hayne*








*At Free People:*

*We Believe*

A unique and unwavering bond with our customers sits at the heart of our lifestyle community, where we encourage self-confidence and self-expression. The ability to identify what she loves is our secret to offering her the best product assortment and experience possible.





# Our Legacy



In the 1970's Dick Hayne opened Free people in West Philadelphia, Pennsylvania. Soon after, he expanded that store into a second and named it Urban Outfitters. The companies started off as similar but in 1984 ultimately split into two separate stores. The first sole Free People boutique opened in Paramus, New Jersey in 2002. The company launched its virtual presence in the US in 2004, the UK in 2012, and in China in 2014.







## The World of Free People



- 149 Free People stores worldwide
- 139 operate in the United States
- 6 located in Canada
- 5 located in Europe
- \$219 million in annual sales  
(increased 6% from last year)



# Our Products



Dresses



Denim



Knitwear



Activewear



Intimates



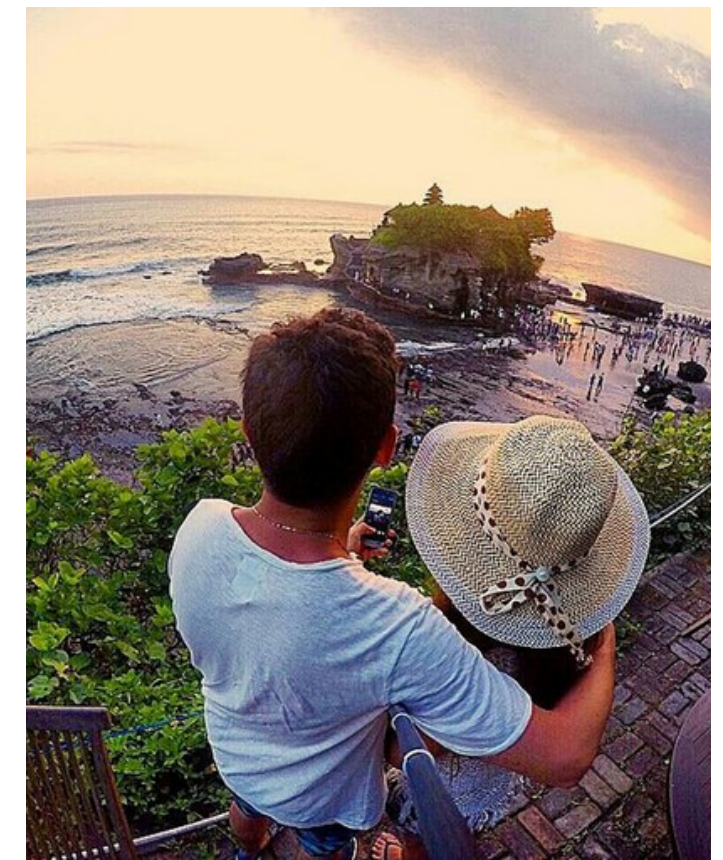
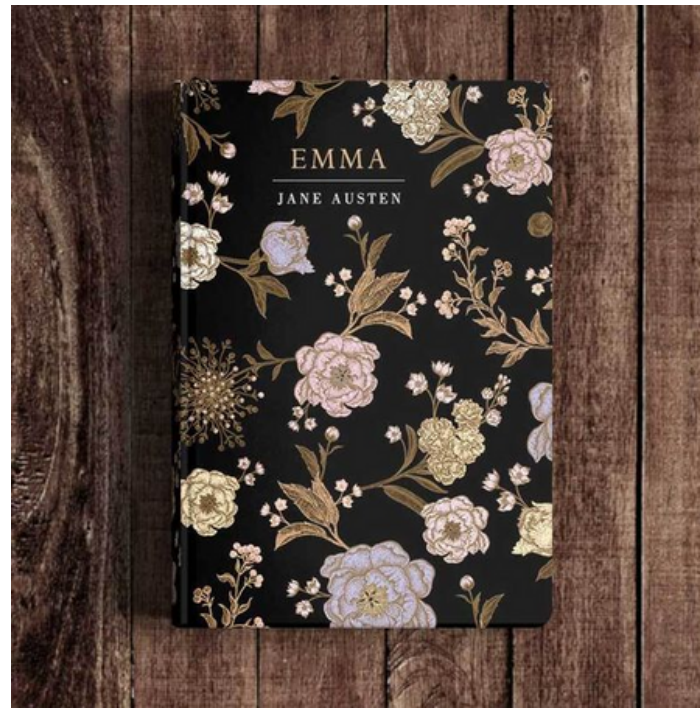
*Our Customers*



# VALS Customer Profile





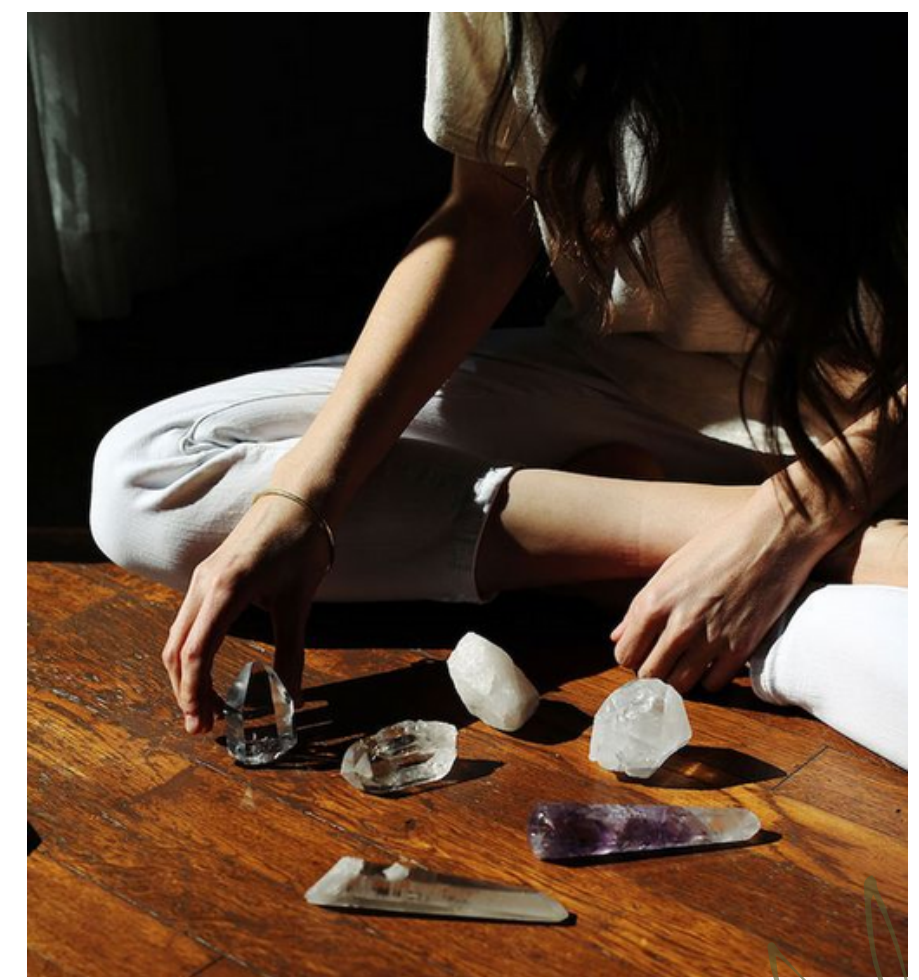




Meet  
River...



the laid-back tomboy



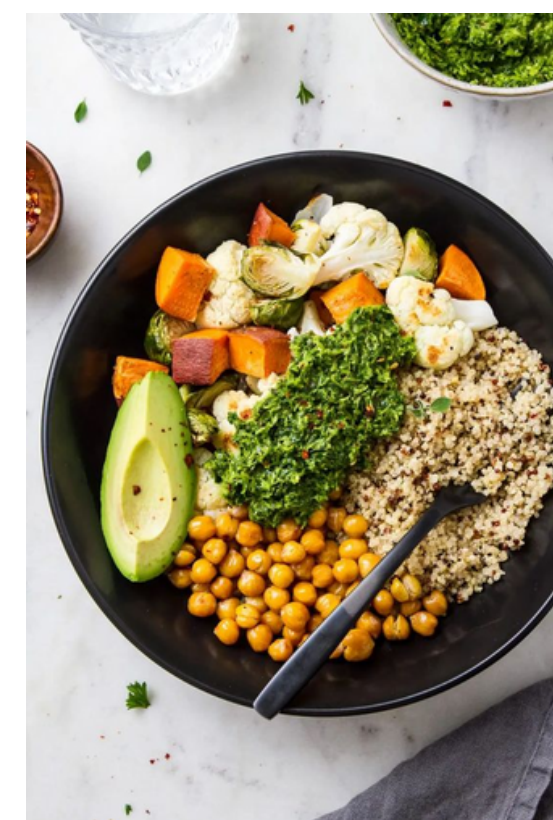




Meet  
Robin...  
the free-spirited surfer



go  
girl  
go.









- Est. 1999
- 459 store location (US)
- Stores in 45 states
- \$333.9 million in annual sales





*Francesca's*

- Franrewards
- Hand picked "unique" items





- Est. 1996
- Online store
- 1 outlet in CA
- \$248.7 million in annual sales



*Lulus*

- Membership perks
- Big online presence with a focus on influencers
- Lulus endowment



- Est.2010
- Online store
- 8 store locations
- stores in 5 states
- \$218.7 million in annual sales





## *Everlane*

- Very transparent with customers
- Source ethical options for everything
- Heavily practice sustainability
- Referral credit





- Est.2009
- 22 stores, 3 coming soon
  - 20 in US, 1 in UK ,  
1 in Canada
- Stores in 8 states
- \$124.7 million in annual sales





## Reformation

- ThreadUP partnership
- Ref credit
- Constantly updated sustainability reports



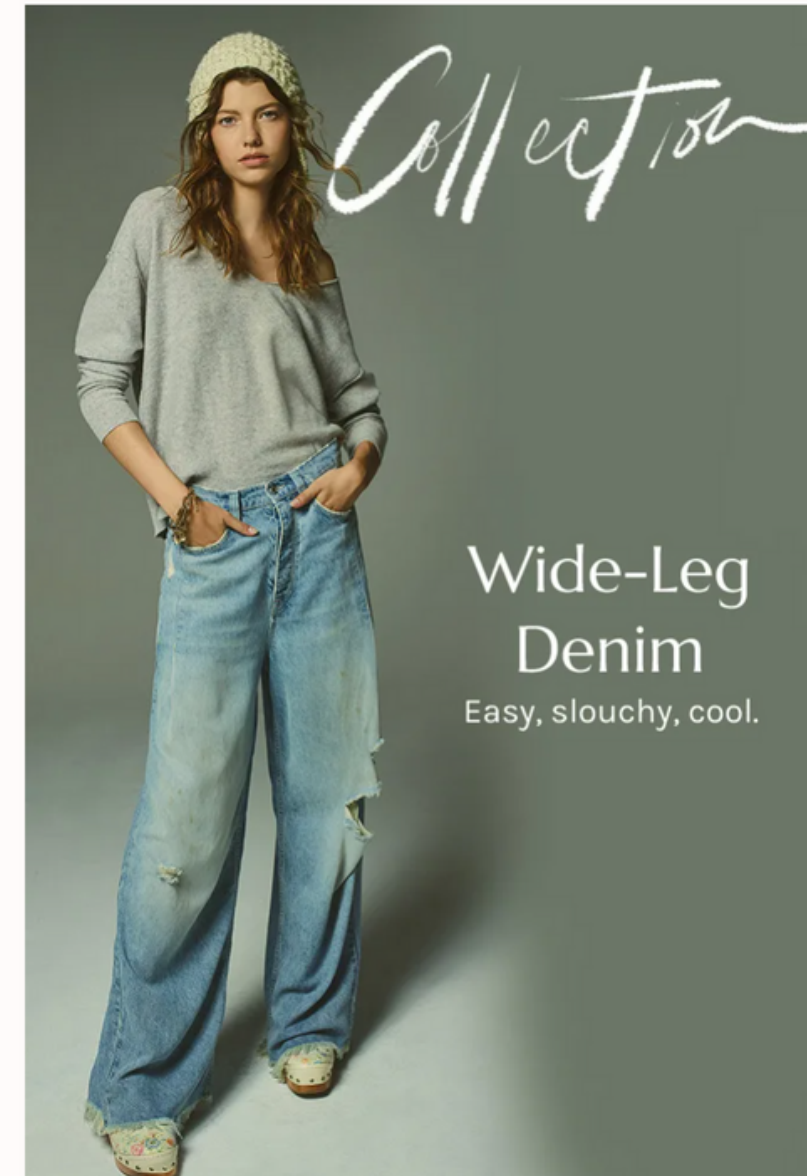
# SWOT Analysis







# Strengths

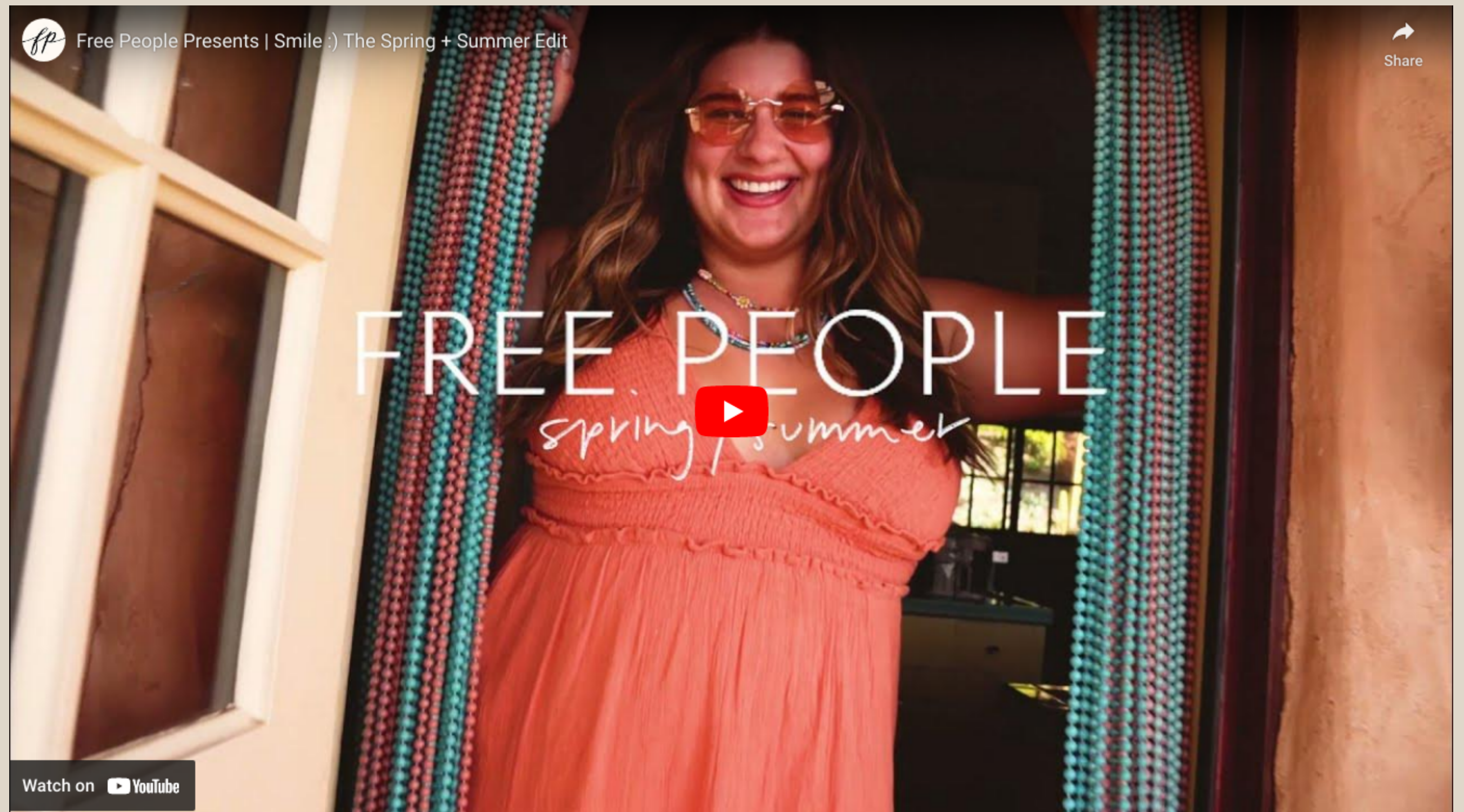


Fast reaction to trends, offering their own trend catalog for the season.



# Strengths

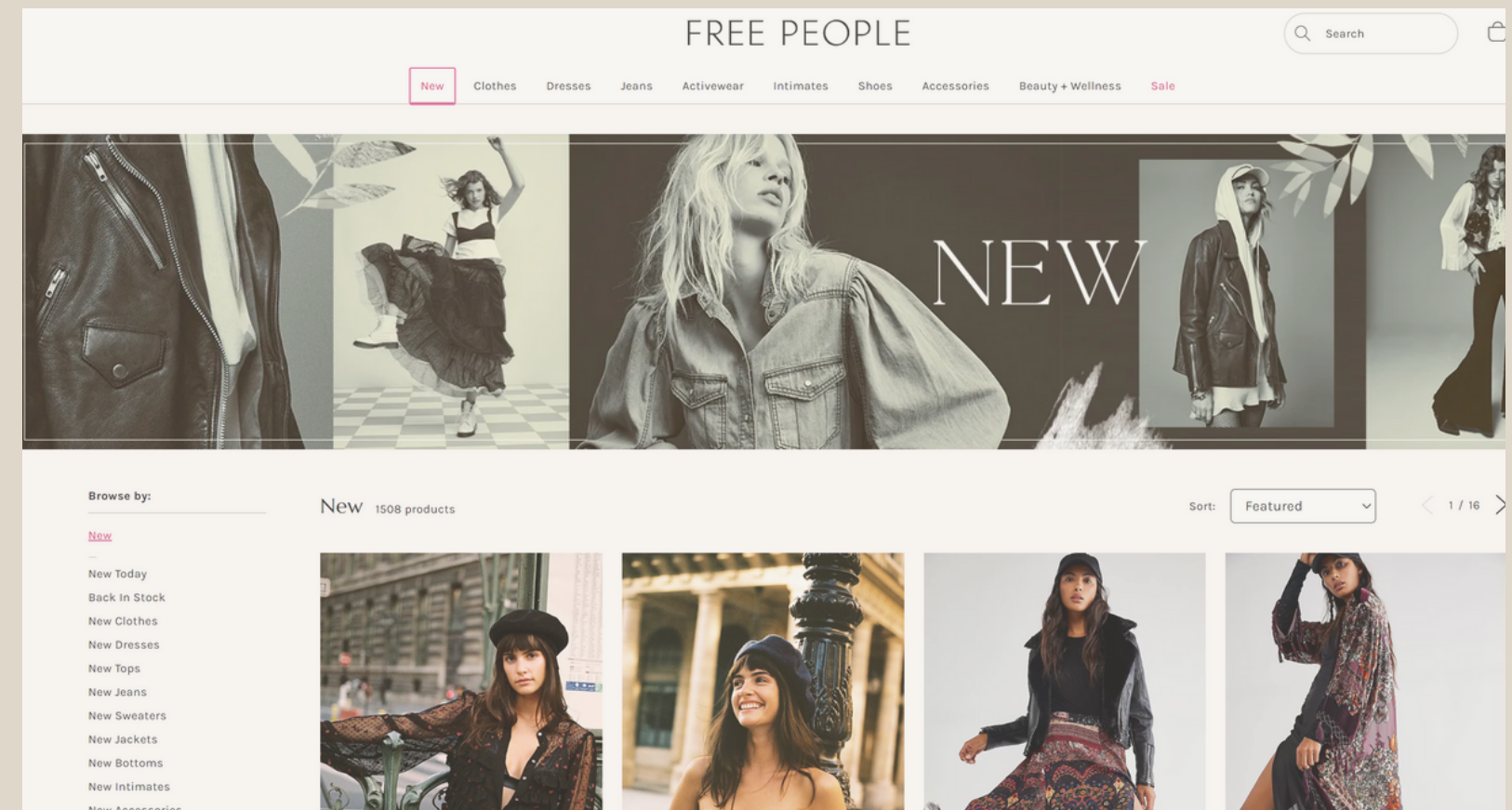
Experienced  
Customer Intimacy





# Strengths

Personalized shopping experience.





# Weaknesses

- Limited amount of stores.
- No customer loyalty program.
- Less variety of sillhouettes for different sizes and body types.





# Opportunities

- Planning to expand their number of stores and market worldwide.
- New URBN paid membership to increase customer loyalty.
- Develop marketing strategies and diversify products to promote size inclusivity
- Innovation in technology to enhance shopping experience.

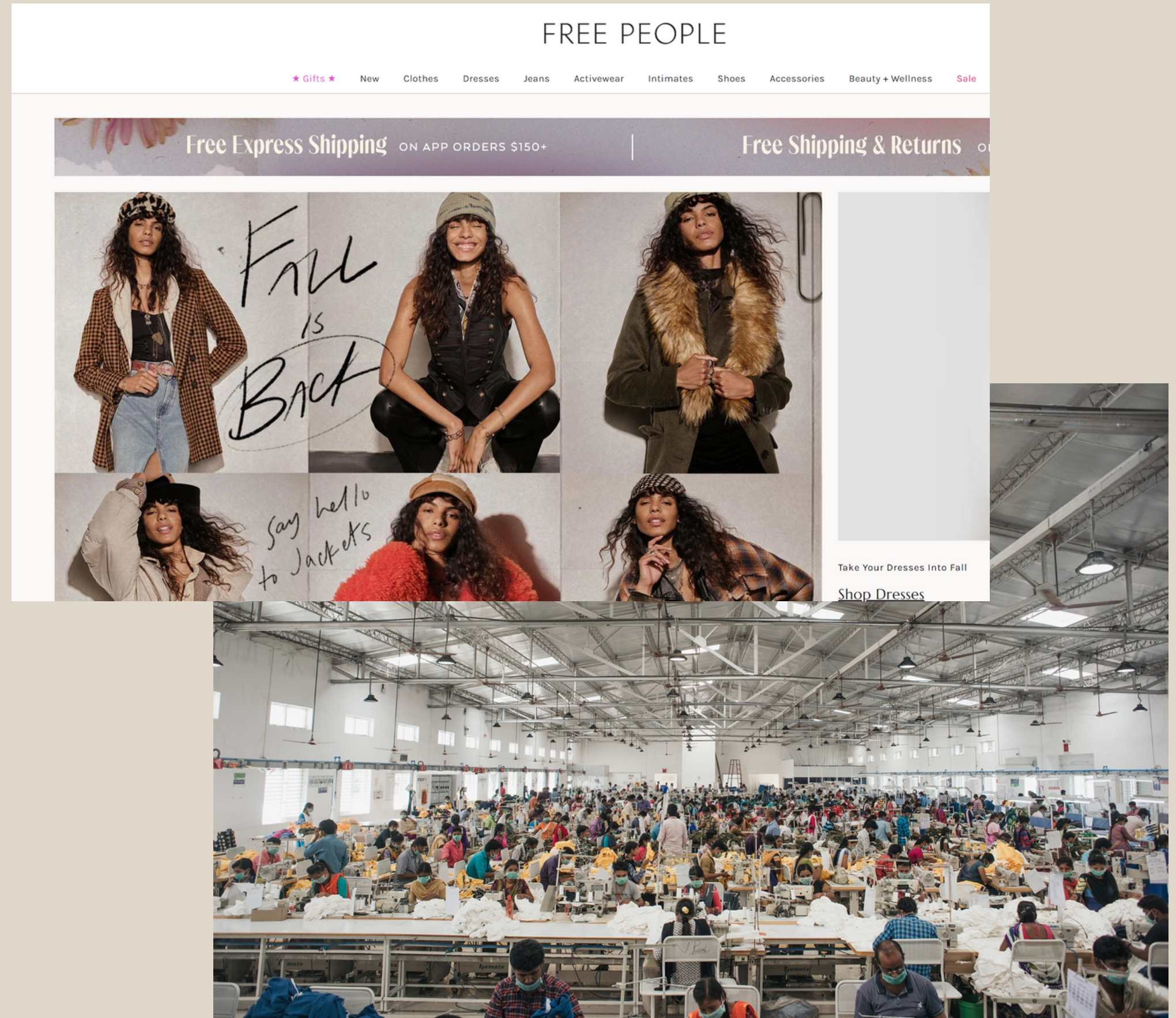
# URBN





# Threats

- Competition may offer similar products and styles at a lower price.
- Competition offers customer loyalty and rewards programs.
- Global supply chain problems, resulting in shipping delays, increase of transportation costs.
- Disruptive fashion trends.









# Party Dresses



Paul & Joe



Dsquared2



Christian Dior



JW Anderson



No. 21



# Printed Dresses



Blumarine



Paul & Joe



Bora Aksu



Ulla Johnson



Selkie



# Two-Pieces/Sets



Free People



Alessandra Rich



Kristina Fidelskaya



Chanel



Agnes B



# Knit Dresses

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Frederick Anderson



Milo Maria



Budapest Select



Sukuhome



Max Mara



# Shirt Dresses



Thakoon



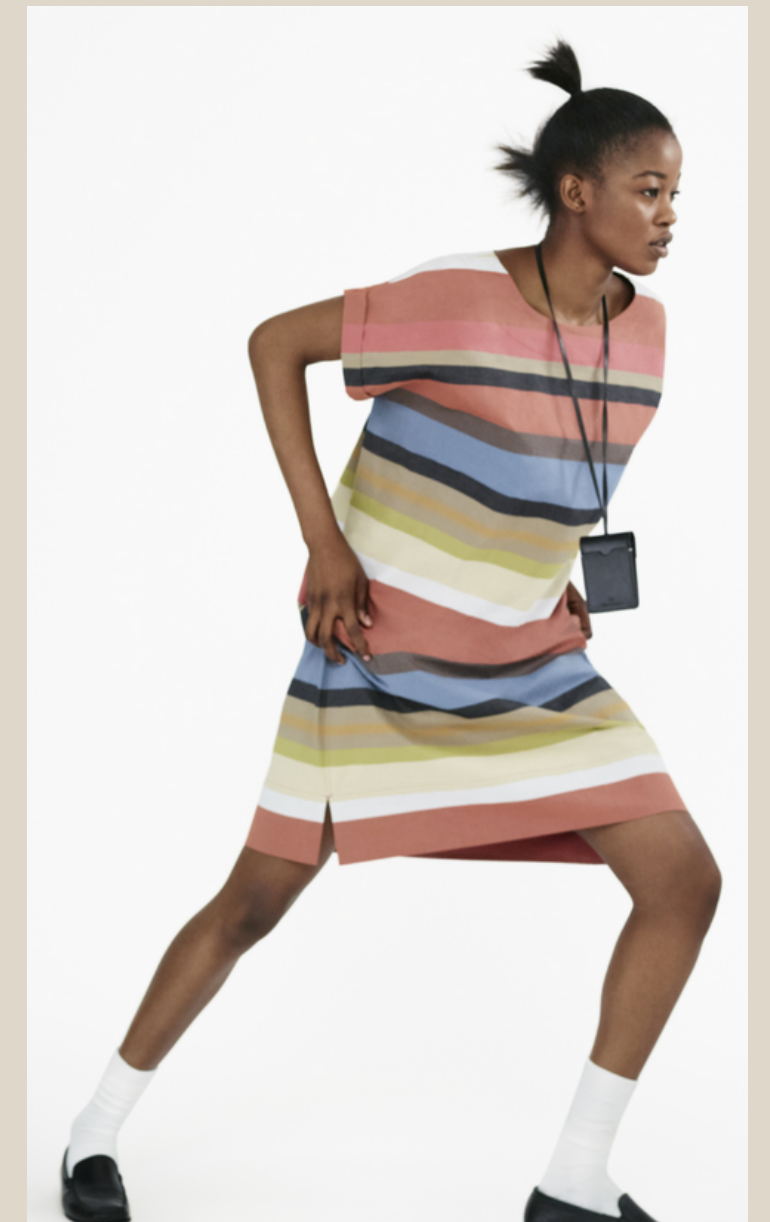
Nanushka



Gestuz



Gestuz



Margaret Howell



# Mini Dresses



Alessandra Rich



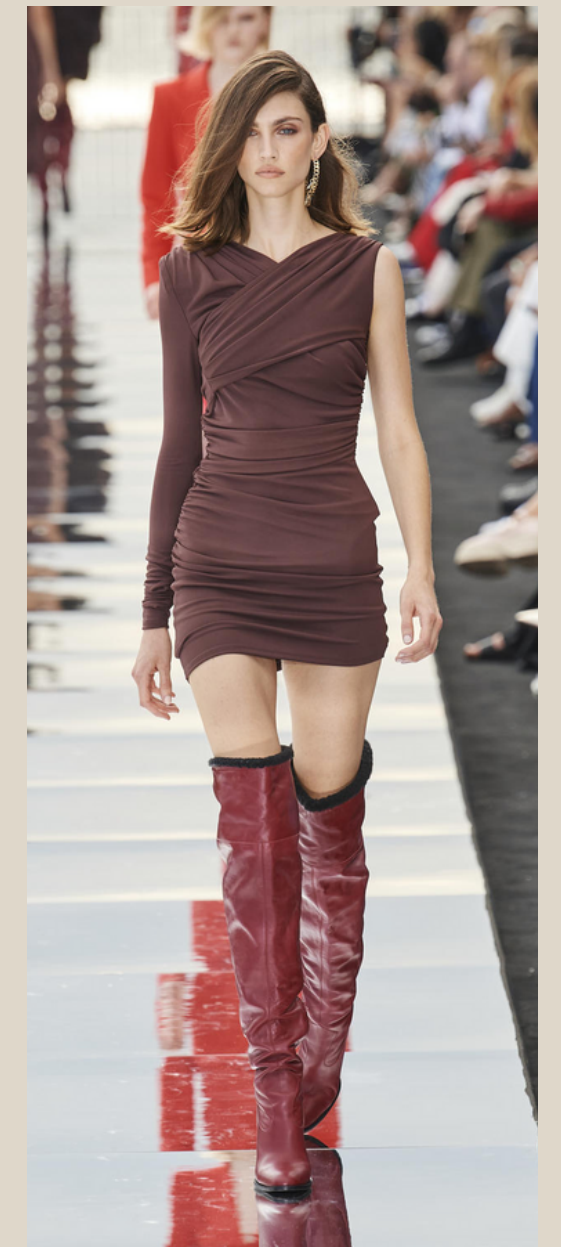
Nina Ricci



Ulla Johnson



Prabal Gurung



Dundas x Revolve



# Midi Dresses



Free People



Free People



Henrik Vibskov



Lala Berlin



Carolina Herrera



# Maxi Dresses

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Baum und Pferdgarten



Tanya Taylor



Adam Lippes



Auralee



Mother of Pearl

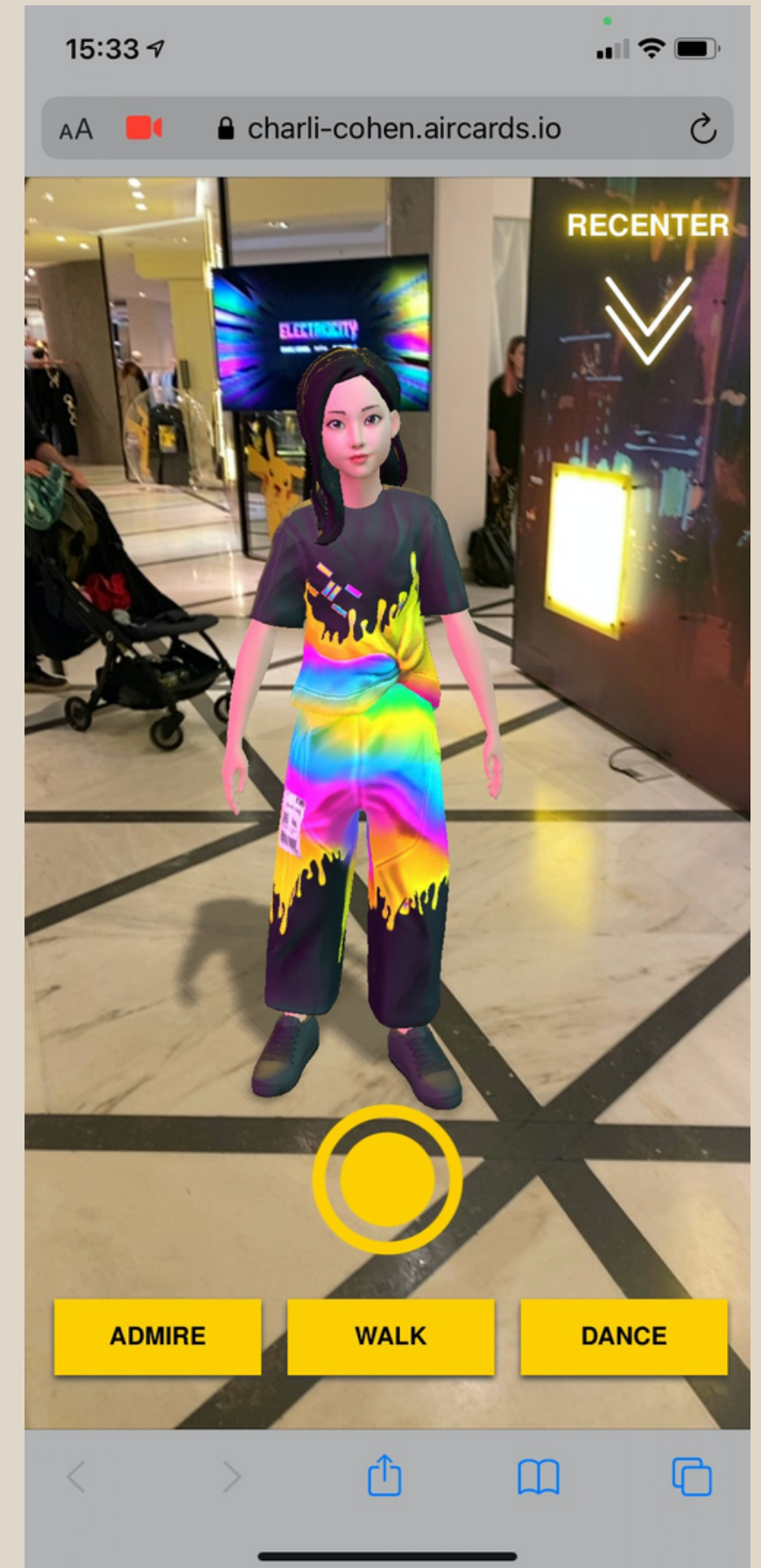


*Trends in Lifestyle  
& Technology*



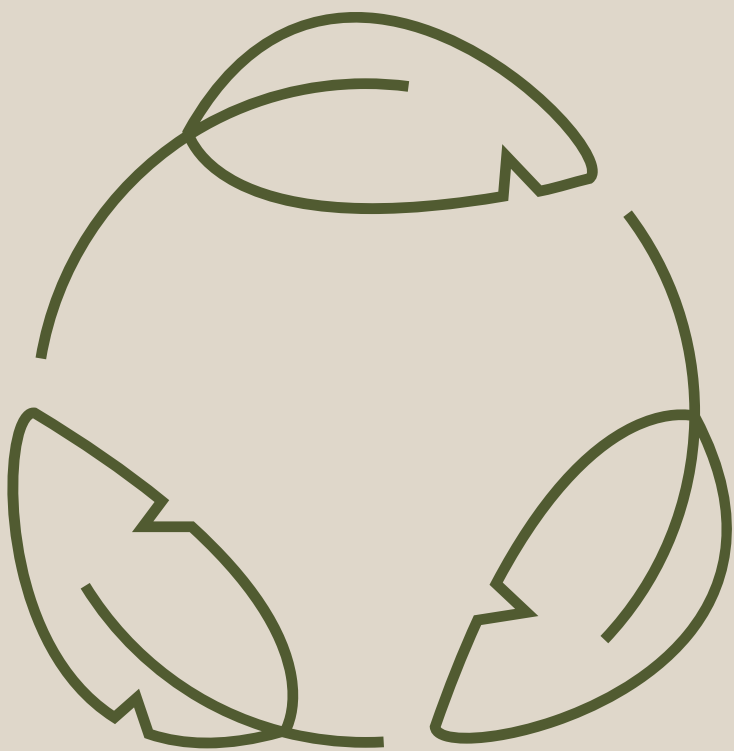


# Bringing Virtual Fashion to Stores





# Sustainability







*Six Month  
Buying Plan*



# 6 Month Buying Plan

## 6 Month Buying Plan

Spring 2022

Retailer: Free People

Focus Product Category: Dresses

(000's)

### Spring 2022

Plan Net Sales, Spring 2022	57270.0
Est. Net Sales, Spring 2021	49,800.0
Plan % Last Year:	15.00%
Average Stock, Retail:	3214.7
Inventory Turnover:	17.8
Planned Reductions, \$:	11454.00
Reductions % Sales:	20.00%
Plan IMU %:	58.00%

(000's)

### Spring 2022 6 Month Buying Plan

	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Spring 2022</u>
Net Sales	0.13	0.19	0.17	0.17	0.2	0.14	57270.0
% Spring	13.00%	19.00%	17.00%	17.00%	20.00%	14.00%	100.00%
Plan BOM Stock	0.5	0.6	0.5	0.5	0.5	0.4	3214.7
Stock / Sales Ratio	3.9	2.9	3.1	3.0	2.5	2.9	
Plan EOM Stock	0.6	0.5	0.5	0.5	0.4	22500.0	
Plan Reductions	0.1	0.1	0.1	0.2	0.2	0.2	11454.0
% Spring	13.00%	14.00%	14.00%	20.00%	23.00%	16.00%	100.00%
Purchases, Retail	0.3	0.3	0.3	0.4	0.3	22499.9	22501.5
Purchases, Cost	0.3	0.3	0.3	0.4	0.3	22499.9	22501.5



# Our Assortment Plans

## Spring 2022 6 Month Buying Plan Assortment Plans Retailer: Free People Product Category: Women's Dresses

Planned Purchases, Retail: \$ 62,188,100.00

Silhouette	%	\$	
<b>Maxi</b>	<b>35%</b>	<b>\$</b>	<b>21,765,835.00</b>
X Small	20%	\$	4,353,167.00
Small	25%	\$	5,441,458.75
Medium	30%	\$	6,529,750.50
Large	15%	\$	3,264,875.25
X Large	10%	\$	2,176,583.50
Total		\$	21,765,835.00
<b>Midi</b>	<b>25%</b>	<b>\$</b>	<b>15,547,025.00</b>
X Small	20%	\$	3,109,405.00
Small	25%	\$	3,886,756.25
Medium	30%	\$	4,664,107.50
Large	15%	\$	2,332,053.75
X Large	10%	\$	1,554,702.50
Total		\$	15,547,025.00
<b>Mini</b>	<b>40%</b>	<b>\$</b>	<b>24,875,240.00</b>
X Small	20%	\$	4,975,048.00
Small	25%	\$	6,218,810.00
Medium	30%	\$	7,462,572.00
Large	15%	\$	3,731,286.00
X Large	10%	\$	2,487,524.00
Total		\$	24,875,240.00

Trends	%	\$	
<b>Party</b>	25%	\$	15,547,025.00
<b>Printed</b>	35%	\$	21,765,835.00
<b>Two-piece</b>	15%	\$	9,328,215.00
<b>Knit</b>	10%	\$	6,218,810.00
<b>Shirtdresses</b>	10%	\$	6,218,810.00
<b>Collabs</b>	5%	\$	3,109,405.00
<b>(For Love &amp; Lemons)</b>			



# Savannah, GA - 6 Month Buying plan

## FASM 245 Retail Buying Simulation

### 6 Month Buying Plan

Spring 2022

Retailer: Free People

Store: 217 West Broughton Street. Savannah, GA

Focus Product Category: Dresses

#### Spring 2022

Plan Net Sales, Spring 2022	372.6
Est. Net Sales, Spring 2021	324.0
Plan % Last Year:	15.00%
Average Stock, Retail:	176.8
Inventory Turnover:	2.1
Planned Reductions, \$:	74.5
Reductions % Sales:	20.00%
Plan IMU %:	58.00%

(000's)

#### Spring 2022 6 Month Buying Plan

	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Spring 2022</u>
Net Sales	48.4	70.8	63.3	63.3	74.5	52.2	372.6
% Spring	13.00%	19.00%	17.00%	17.00%	20.00%	14.00%	100.00%
Plan BOM Stock	188.9	205.3	190.0	183.7	178.8	146.1	176.8
Stock / Sales Ratio	3.9	2.9	3.0	2.9	2.4	2.8	
Plan EOM Stock	205.3	190.0	183.7	178.8	146.1	145.0	
Plan Reductions	6.0	11.2	11.2	16.4	18.6	11.2	74.5
% Spring	8.00%	15.00%	15.00%	22.00%	25.00%	15.00%	100.00%
Purchases, Retail	70.8	66.7	68.2	74.9	60.4	62.3	403.2
Purchases, Cost	29.7	28.0	28.6	31.5	25.4	26.2	169.3



# Boston, MA - 6 Month Buying Plan

**FASM 245 Retail Buying Simulation**  
**6 Month Buying Plan**  
**Spring 2022**  
**Retailer: Free People**  
**Store: 899 Boylston St. Boston, MA**  
**Focus Product Category: Dresses**

<u>Spring 2022</u>	
Plan Net Sales, Spring 2022	621.0
Est. Net Sales, Spring 2021	540.0
Plan % Last Year:	15.00%
Average Stock, Retail:	296.8
Inventory Turnover:	2.1
Planned Reductions, \$:	124.2
Reductions % Sales:	20.00%
Plan IMU %:	58.00%

(000's)	<u>Spring 2022 6 Month Buying Plan</u>						
	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Spring 2022</u>
Net Sales	74.5	118.0	105.6	105.6	124.2	93.2	621.0
% Spring	12.00%	19.00%	17.00%	17.00%	20.00%	15.00%	100.00%
Plan BOM Stock	313.0	342.2	316.7	306.2	298.1	251.5	296.8
Stock / Sales Ratio	4.2	2.9	3.0	2.9	2.4	2.7	
Plan EOM Stock	342.2	316.7	306.2	298.1	251.5	250.0	
Plan Reductions	16.1	17.4	17.4	24.8	28.6	19.9	124.2
% Spring	13.00%	14.00%	14.00%	20.00%	23.00%	16.00%	100.00%
Purchases, Retail	119.9	109.9	112.4	122.3	106.2	111.5	682.2
Purchases, Cost	50.3	46.2	47.2	51.4	44.6	46.8	286.5



Collabs

For Love & Lemons





# Opportunity

We would describe our buying plan as a statement of opportunity for Free People, with the potential to over-achieve the sales plan because dresses are a way for people to say goodbye to their sweatpants post-lockdown.

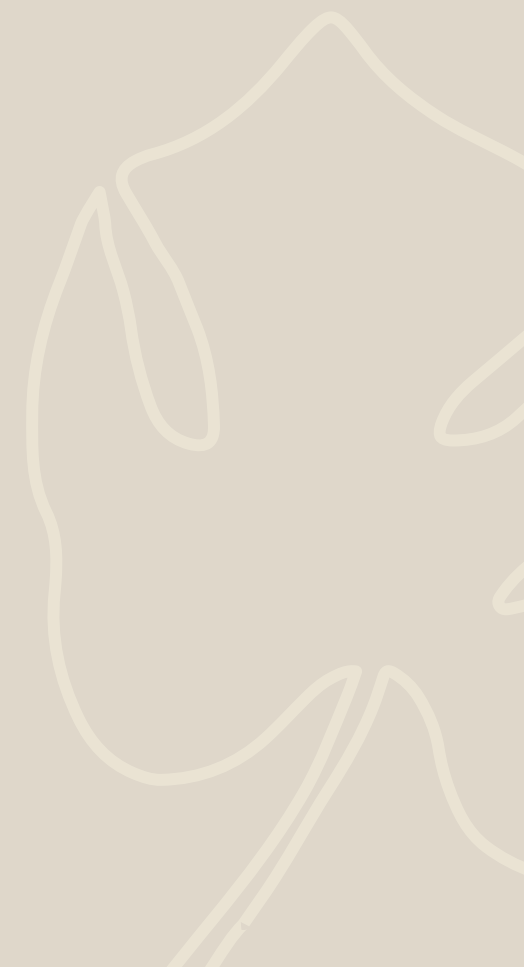






*free people*

*Thank you!*





# Sources

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