

Ruth Jordan

eCommerce & Trend Strategy

Seasonal Trend Concepts and Collection Mapping

Agenda

- Our Current Trending Collections
- Competitor Trend Overview
- Our 2024 Trend Collection Ideas
- Quiet Luxury Collection
- Eclectic Grandpa Collection
- Girl Core Collection

- Clean Girl Collection
- Trend Performance Insights
- Trending Collection Timeline
- Competitor Opportunities
- Mindful Suggestions
- Wrap Up & Supporting Links

Featured Trending Collections

Internal Overview

| | |
|---|---|
| Angela Simmons Picks | Metallic Collection –Womens Plus Size |
| Valentines Day Collection – Womens Plus Size <small>2/15 Removal</small> | Camo Clothing –Womens Plus Size |
| Valentines Day Lingerie – Womens Plus Size <small>1/24 Removal</small> | Going Out – Womens Plus Size |
| Valentines Day Gifts <small>2/15 Removal</small> | Wedding Guest – Womens Plus Size |
| Winter Clothing – Womens Plus Size | Business Casual Clothing – Womens Plus Size |

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STAY AHEAD OF
YOUR
COMPETITORS

Competitor Trend Research

Brand

Current Trend Collection Pages

- Competitor A

- Winter | Snatched* | Matching Separates | Corsets & Cargos | Cozy & Fury | Denim on Denim | Faux Leather | Work Chic | Ski Season

- Competitor B

- Bows | Cherry Red | Old Money | Washed | Gothic | Clean Girl | Cozy Girl | Faux Leather |
Party – Sequin, Lace, Mesh, Metallic, Velvet

- Competitor C

- City Chic | Denim Denim Denim | Classics Reimagined | Sports Core | Always Summer |  Edition

*Based on analysis of Q1-Q2 2024 digital trend collection launches.

2024 Trend Concepts for Development

- Quiet Luxury Collection
[Quiet Luxury Explained] – [Google Trend]
- Eclectic Grandpa Collection
[Eclectic Grandpa Explained] – [Google Trend]
- Girl Core Collection
[Girl Core Explained] – [Google Trend]
- Clean Girl Collection
[Clean Girl Explained] – [Google Trend]

MOCKUPS

Quiet Luxury
Collection

Test Responses :

Yeah i think quiet luxury is cute one of my favs

I love clean girl and quiet luxury

Cause this one has animal print

Read 1:50 PM

Those outfits r better tho

• voted yes

• voted girl, what else you got?

• voted yes

李吉莲

• voted yes

• voted girl, what else you got?

• voted girl, what else you got?

voted yes

QUIET LUXURY STILL MAKING YOU 🥰?

Yes

57%

No

0%

Girl, what else you got?

43%

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Curated product capsules built using trend forecasting, performance insights, and visual merchandising alignment.

Womens Quiet Luxury Collection

Color

Size

Sort by What's Hot



Plus Size Quiet Luxury Collection

Color

Size

Sort by What's Hot

171



MOCKUPS

Womens Eclectic Grandpa Collection

Plus Size Eclectic Grandpa Collection

Eclectic Grandpa Collection

Test Responses :

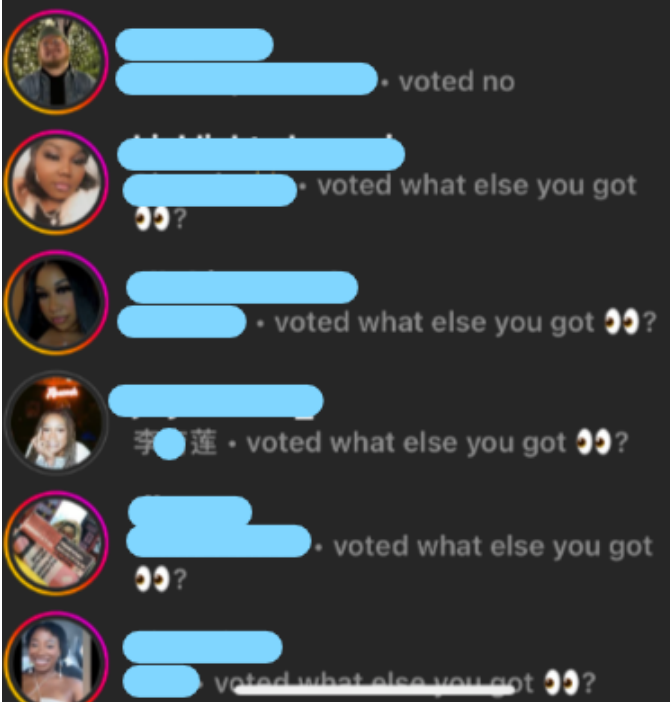
Grandpa rightttt after them

That brown coat with the white fur from the grandpa collection 🙄🙄🙄 fav

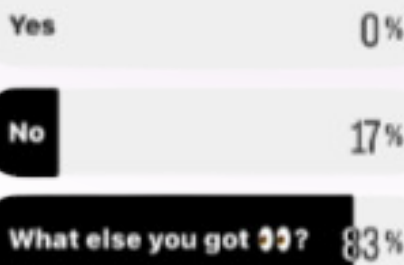
Grandpa is a strong second!!

Yea not a fan of those but im sure some girls will like it

Voters



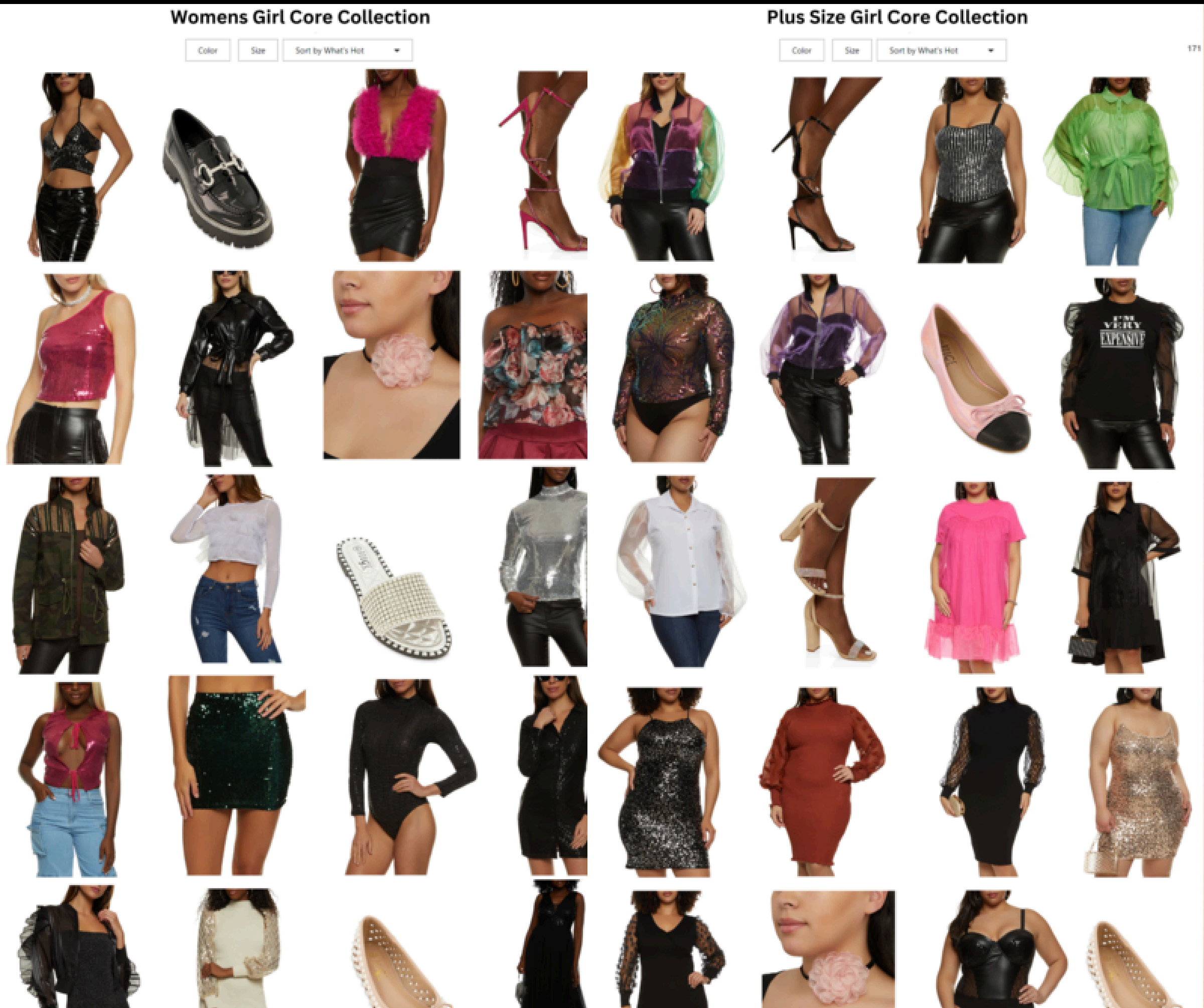
VIBING WITH ECLEETIC GRANDPA? 🛍️🛍️



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MOCKUPS



Girl Core Collection

Test Responses :

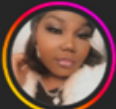
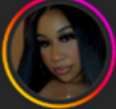

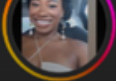
Girl core seems like theres no clear vision need to be cleaned up more girly like pinks and pastels

i like all collections besides girl core!! i think girl core has a little bit too much going on and isn't very focused on one kind of style

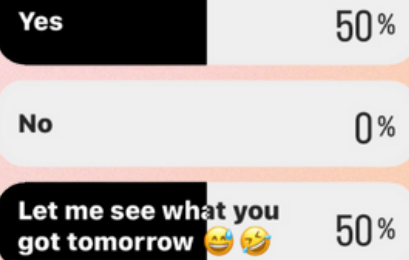
This one is iighttttt

I dont like the first page eith the animal print and the weird see thru sleeves but the other pages are def nice outfits

Voters

-  [Redacted] voted let me see what you got tomorrow 😂😂
-  [Redacted] • voted yes
-  李吉莲 • voted yes
-  [Redacted] • voted let me see what you got tomorrow 😂😂

NEW ON THE SCENE: GIRL CORE



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Curated product capsules built using trend forecasting, performance insights, and visual merchandising alignment.

MOCKUPS



Clean Girl Collection

Test Responses :

Clean girl is cute

I really like clean girl, it looks nice and cohesive and I could see myself if the sizing were available getting those clothes for a good price at Rainbow.

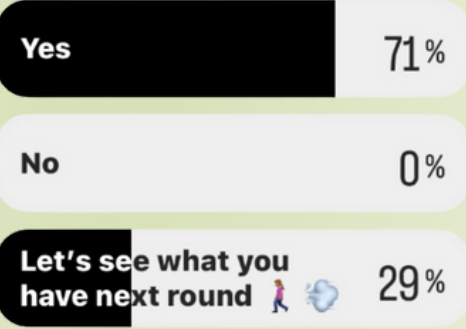
I love clean girl and quiet luxury

clean girl is my favorite

Voters

- voted yes
- voted let's see what you have next round 🧐 🗳️
- voted let's see what you have next round 🧐 🗳️
- voted yes
- voted yes
- voted yes
- voted yes

CLEAN GIRL COLLECTION ADD WORTHY?



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Curated product capsules built using trend forecasting, performance insights, and visual merchandising alignment.

Trend Engagement Breakdown

Notes:

1. Clean Girl (Aesthetic) Collection:

- Our top-performing collection, Clean Girl (Aesthetic), has garnered the most positive reviews for its exceptional cohesiveness and aesthetic appeal.

2. Quiet Luxury Collection (2nd place):

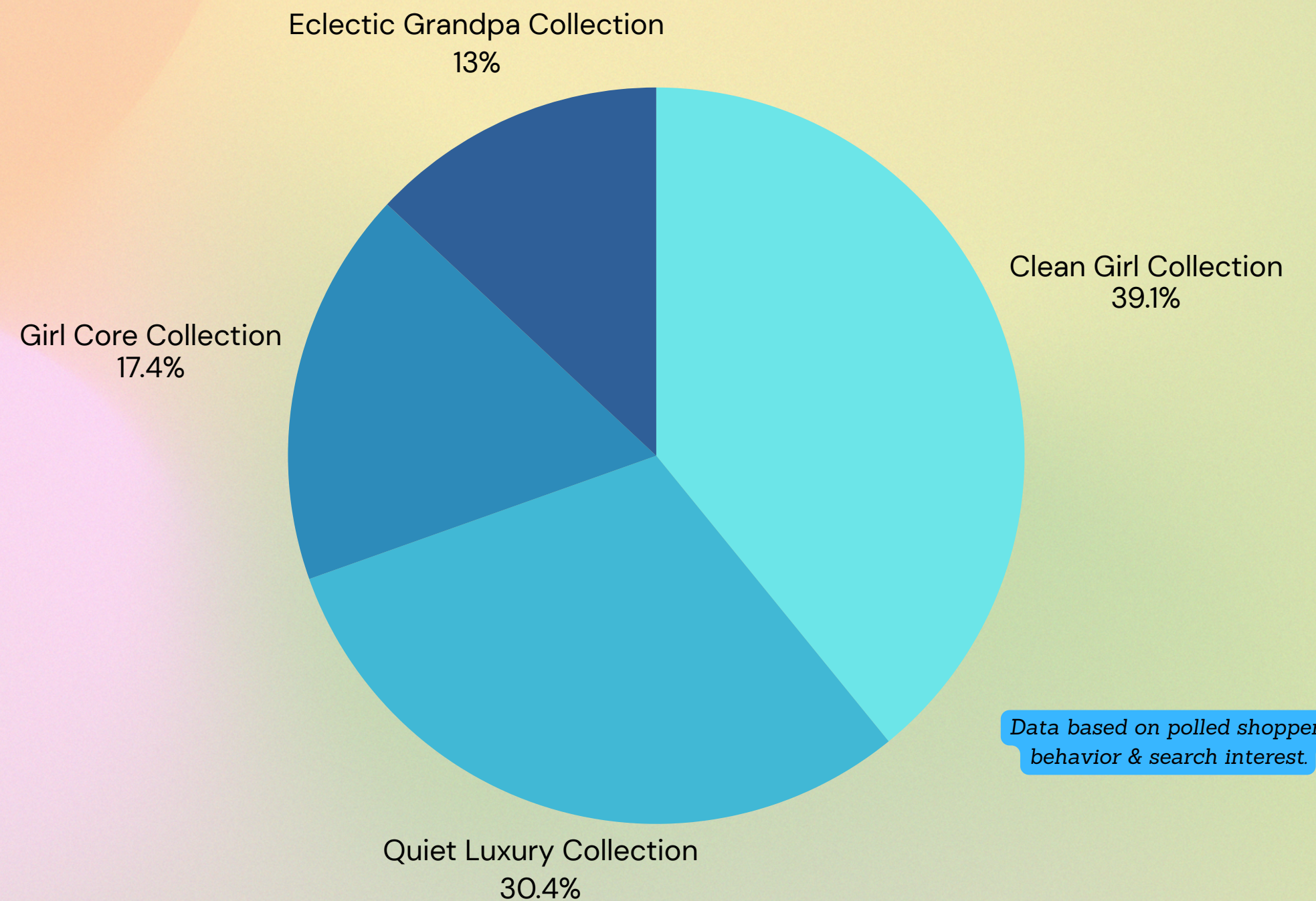
- Despite the prevailing trend in 2023, the Quiet Luxury Collection continues to captivate interest and holds the 2nd position. Its enduring popularity suggests a sustained appeal among consumers.

3. Girl Core Collection (3rd place):

- The Girl Core Collection secures the 3rd spot, drawing mixed reviews primarily due to the incorporation of trendy sequins. A potential refinement strategy involves reintroducing this trend with a focus on pastels, aiming to replace the darker color palette and enhance overall appeal.

4. Eclectic Grandpa Collection (4th place):

- Positioned at 4th place, the Eclectic Grandpa Collection has received mixed reviews. However, it stands out as a trend to watch in 2024, gaining recognition on Vogue. The collection's unique charm and upcoming trend status make it a noteworthy addition to our offerings.



Collection Activation Timeline



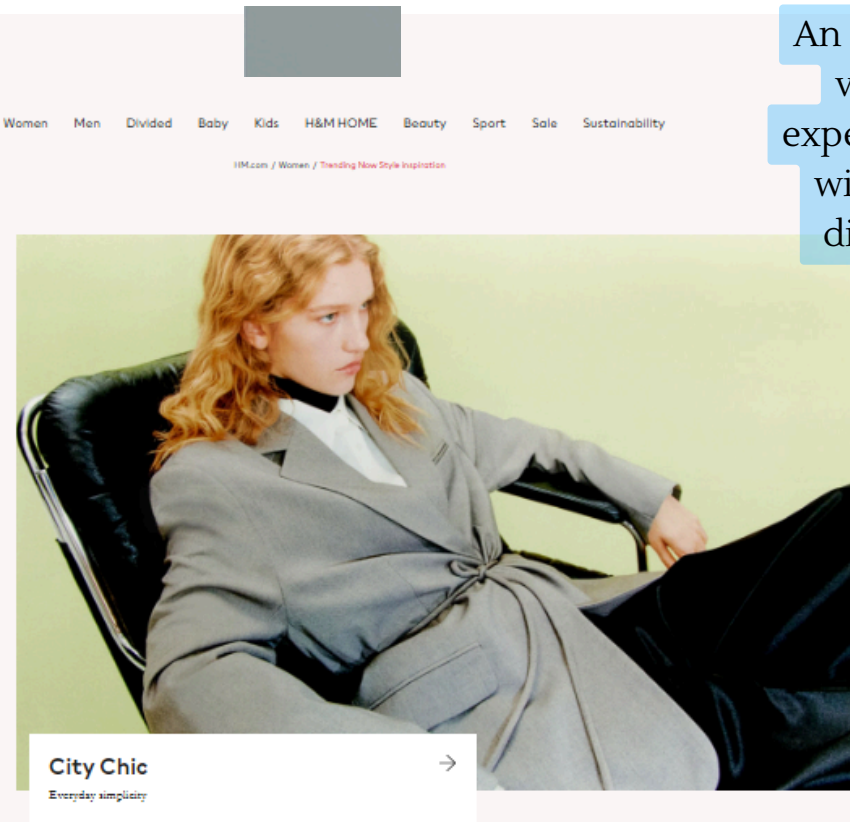
White Space & Competitive Opportunity

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Key areas for potential brand differentiation based on competitive trend gaps.

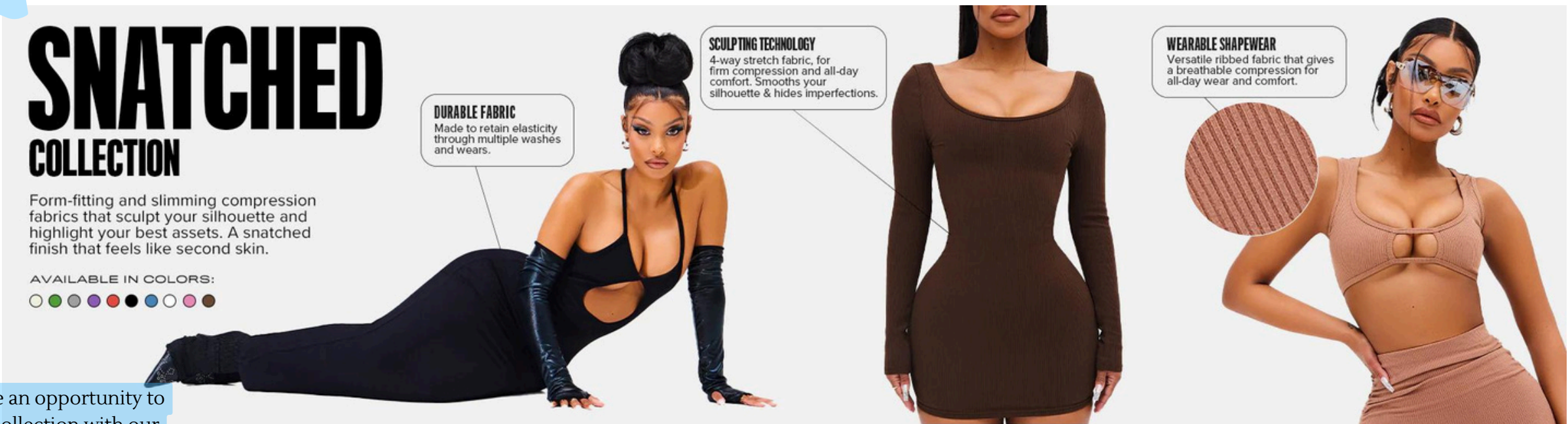
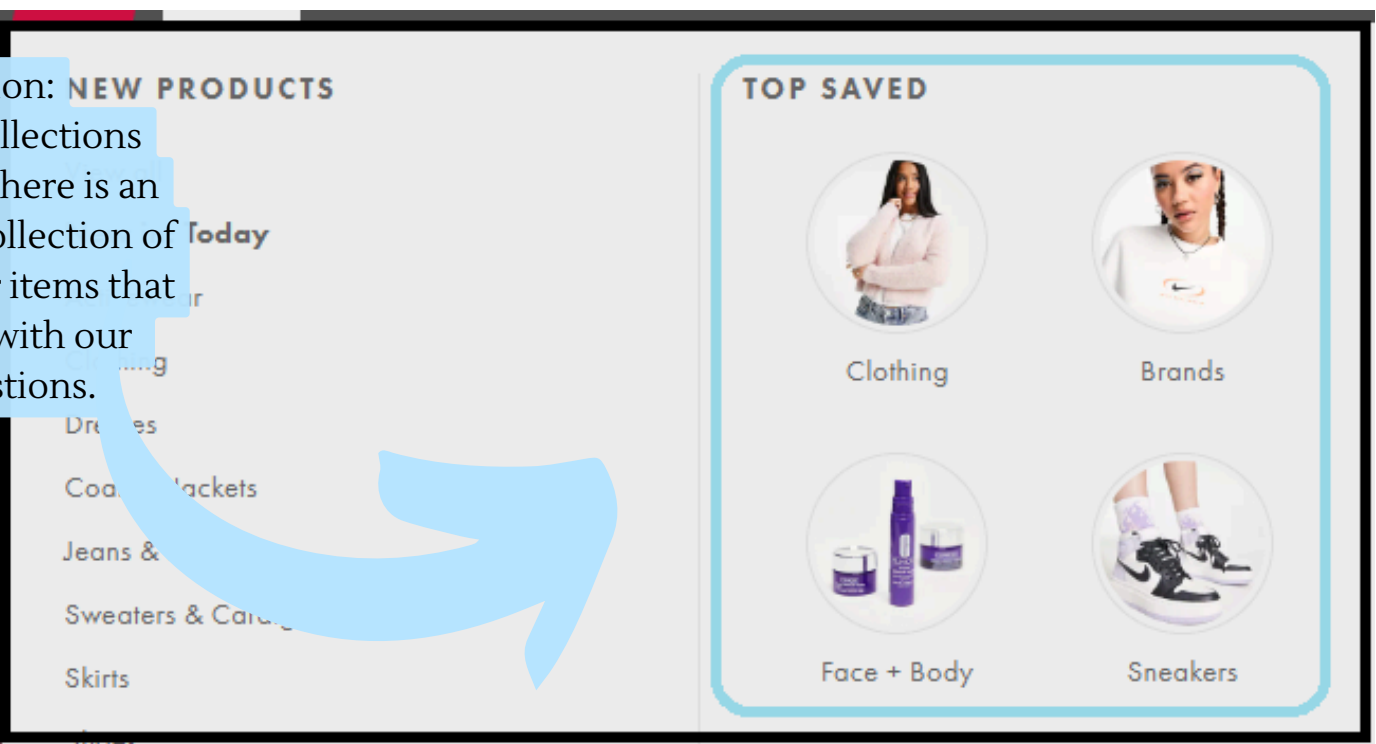
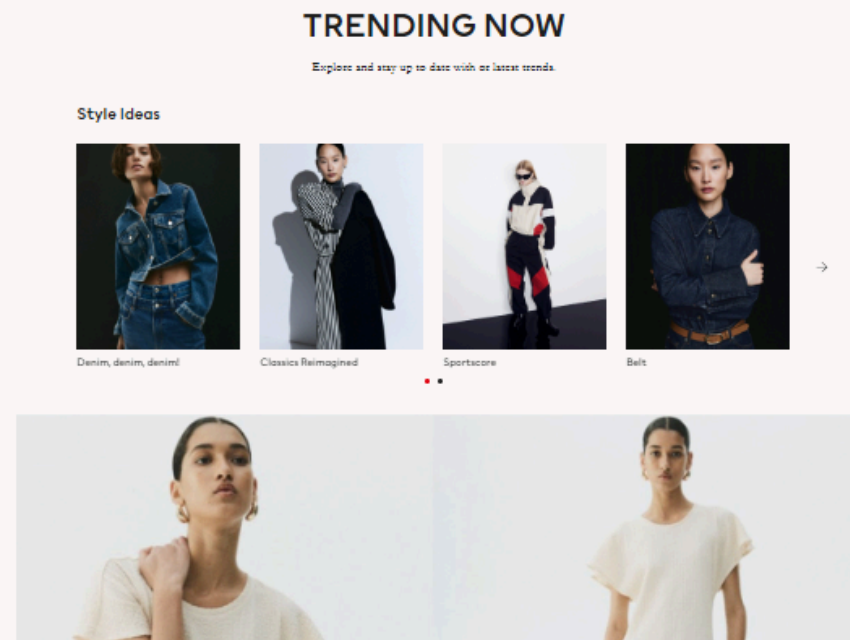
Three notable distinctions found in analysis:

- Competitor C – Trending Now Landing Page
- Competitor D – Menu Nav: Womens – New In – Top Saved
- Competitor A – Category Banners ex. Snatched



An opportunity for trending visibility to be a unique experience on our site, which will need marketing shots directly correlating to the specific trend

With our impending new site update an opportunity to regain the capabilities of banner use on our collections will create additional visibility and add story telling to our collection pages.

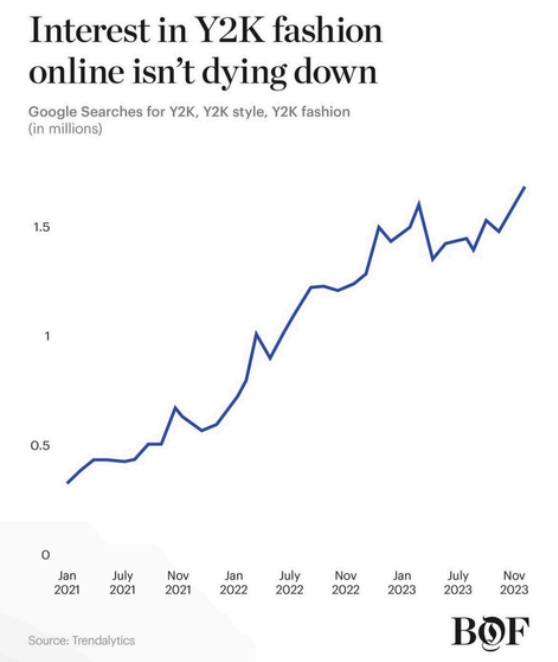


Also we have an opportunity to mimic this collection with our “Seamless” styles in stock

Slow Fashion & Emerging Lifestyle Trends

Curated lifestyle-aligned trends to support customer values and long-term growth.

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The 'Girl' Obsession Continues

From pop culture phenomenons like Beyoncé, Taylor Swift and Barbie to hot TikTok topics like “girl math” and “girl dinner,” 2023 was all about embracing unabashed femininity.

That was the case in fashion, too, as girly, coquette-inspired accents like bows, lace and ruffles rose in popularity and brands looked to ballet for inspiration. In 2024, the reign of the girl is set to continue.

The Rise of “Grandpacore”

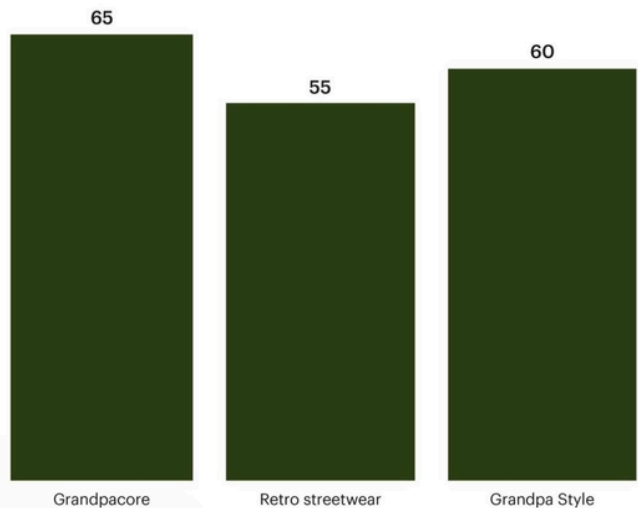
The end of 2023 saw the emergence of “grandpacore,” which is just that — dressing like a grandpa.

Similar to 2022’s coastal grandmother, the hallmarks of grandpacore are loose silhouettes, oversized shapes, relaxed suiting, nostalgia-coated vintage pieces and technical-wear or utility focused garments that combine fashion and function, according to Edited.

Insights from The Business of Fashion

Demand for “grandpa” styles is growing

YoY Increase in searches on Pinterest (in %)



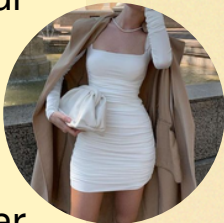
Source: Pinterest

Not gonna lie some of the stuff is outdated and like I get the names are trying to be trendy but they were 2023 trendy names so it's not guaranteed to stay in 2024

I will say that shout out to rainbow for being size inclusive and with range!! You can really get some nice basics without details that ruin them like in other places such as forever 21 and h&m

We can swap out “Quiet Luxury” for “Old Money” as it seems to be the most recent trending term Open to suggestions for our additional collections!

ex. “Clean Girl” has been on the trend radar since 2022



Girl core seems like theres no clear vision need to be cleaned up more girly like pinks and pastels

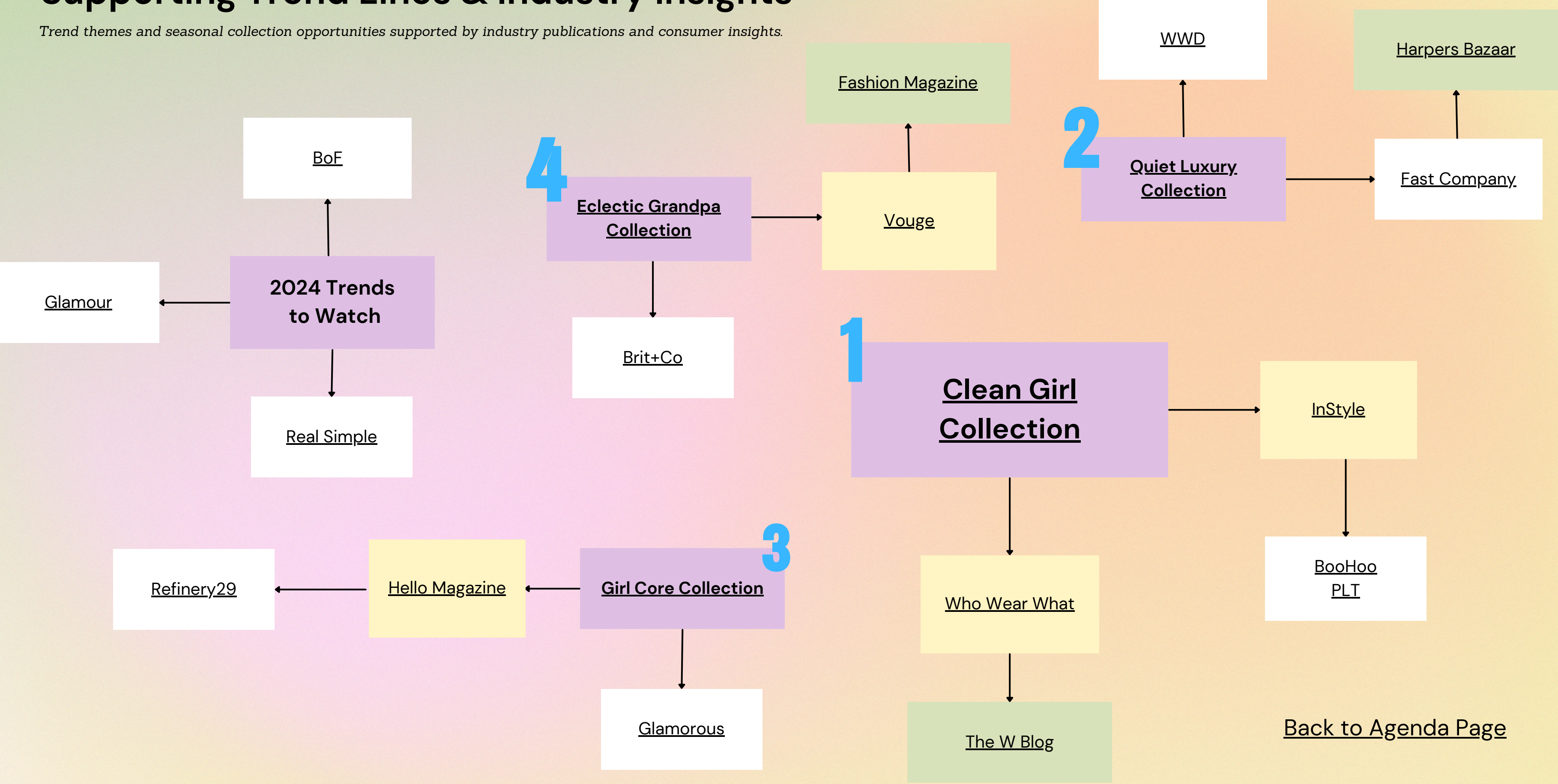
Insights from our testing

A few of our styles pulled for valentines day can be pulled to this collection to create a more cohesive look along side new styles that will come in as there is expressed interest in this trend



Supporting Trend Lines & Industry Insights

Trend themes and seasonal collection opportunities supported by industry publications and consumer insights.



Thank you for your time!

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