

BRAND OVERVIEW

“For over 50 years, our brands have championed **inclusivity**, not only for our **teams** and **customers**, but also through the **product** and **experiences** we create are **open to all**” (GAP a., 2021).

GAP

SITUATIONAL ANALYSIS

INFLUENCING FACTORS

- Covid-19
- Ongoing changing consumer demands
- Trends and the pace at which they're introduced
- Political implications and their effect

CURRENT ENVIRONMENT

- Consumers market demand for sustainability and conscious fashion choices.
- This needs to be catalyzed from the retailer.
- More transparent supply chains will help to increase customer trust and loyalty.

FACTORS TO CONSIDER

- Maintain awareness of consumer needs and wants while facilitating such changes to maintain relevancy and therefore market share.
- GAP have failed to adapt so ratification of already adapted strategies is needed to maintain and increase market share in the UK and US.
- Maintain consumer observation through behavior analysis and market data.

CURRENT BRAND FAILURES

- Limited adaption
- Fail to be flexible and agile
- Below the market standard of technology adaption

LIMITATIONS

- Sales online/in-store and footfall in-store needs to increase.
- This can be monitored through direct data analysis of consumer purchases.

GAP REPORT OBJECTIVES

(STRATEGIC REPORT, 2021)



**ENHANCE SUSTAINABILITY
ACROSS THE BRAND**



TARGET GEN-Z CONSUMERS



**RETAIN CURRENT CONSUMER
AND INCREASE BRAND LOYALTY**

PATAGONIA x GAP COLLABORATION

Aim: To launch a **sustainable** capsule collection in collaboration with Patagonia to increase sales and demand from **Gen-Z** consumers, inspired by WGSN's 'New Mythologies'.

The collaborator has been carefully selected in response to the objectives concluded within the group report; Gap will benefit from Patagonia's transparency and sustainable innovation, knowing that consumers generally are prioritizing strong brand storytelling. As well as this, it allows Gap access to wider production resources for sustainable garments. In contrast, Patagonia's incentives will be to collaborate with a globally recognized firm with a larger market share within the fashion industry, as well as enhanced marketability globally (Business of Fashion, 2020).

CURRENT SUSTAINABILITY EFFORTS

GAP

- Fast-fashion model currently
- Show leadership regarding managing water use within the supply chain
- Uses some eco-friendly materials but no evidence to show minimizing textile waste
- No evidence to show progress regarding their greenhouse gas emission reduction target
- Scored 41-50% in the Fashion Transparency Index

(Good on You, 2021)

PATAGONIA

- All cotton is certified by Global Organic Textile Standard (GOTS)
- Some of their fabrics are Bluesign certified
- High proportion of fabrics are made using recycled materials (polyester, nylon and wool)
- Offers a 'repair and reuse' program
- Discourages consumers from overconsumption of products
- Scored 51-60% in the Fashion Transparency Index
- Release a detailed list of suppliers and finding from supplier audits

(Good on You, 2021)

NEW MYTHOLOGIES

CASUAL PERFORMANCE / ARTFUL REPAIRS / SOFT FELT / OUTDOOR INSPIRATION



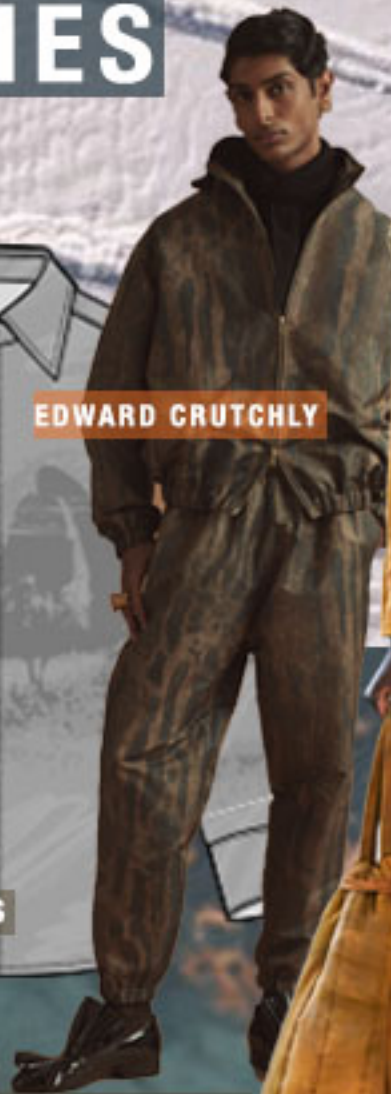
OAMC

NATURAL PRINTS

SUSTAINABLE FABRICS



EDWARD CRUTCHLY



DAVID CATALAN



UNDERCOVER



TARTAN



PRADA

UTILITY

ABSTRACT PRINTS



UPCYCLING

EMBROIDERY



FRAYING



RANGE PLAN



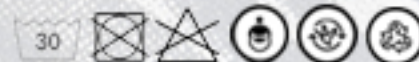
STYLE: GxP Contrast Cargo Pants
SKU: 1095-269-001
PRICE: £70
COLOUR: Khaki/Beige/Blue
SIZE: XS - XXL
FABRIC COMPOSITION: 100% Cotton



STYLE: GxP Reversible Gilet
SKU: 1095-269-004
PRICE: £80
COLOUR: Cream&Berry Tie Dye/Blue&Sky Tie Dye
SIZE: XS - XXL
FABRIC COMPOSITION: 100% Recycled Polyester
 00-fill-power Advanced Global Traceable Down
 55% industrial hemp/27% recycled polyester/
 18% organic cotton canvas/natural dye



STYLE: GxP Contrast Waterproof Jacket
SKU: 1095-269-002
PRICE: £120
COLOUR: Khaki/Beige Check/Blue
SIZE: XS - XXL
FABRIC COMPOSITION: 100% Recycled Nylon
 (ECONYL)
 H2No Performance Standard shell
 13% bio-based PU membrane



STYLE: GxP Oversized Demin Jeans
SKU: 1095-269-003
PRICE: £60
COLOUR: Blue Tie Dye/Cream/Brown
SIZE: 28W-40W & 30L-34L
FABRIC COMPOSITION: 100% Organic Cotton



STYLE: GxP Organic Oversized Stitch Sleeve Sweatshirt
SKU: 1095-269-005 **PRICE:** £30 **COLOUR:** Brown/Khaki/Maize/Beige
SIZE: XS - XL
FABRIC COMPOSITION: 100% Cotton



PHASE 1

TRACEABLE HEMP FAIRTRADE ORGANIC RECYCLED
 DOWN

JUSTIFICATION

PROVIDE INCREASED SUSTAINABILITY

Patagonia's sustainability efforts have been adopted within the collaboration; the capsule contains GOTS certified organic cotton, recycled polyester and nylon, hemp canvas and natural dyes as well as being manufactured within Patagonia's own factories certified by FLA's Workplace Code of Conduct and Fair-Trade USA (Patagonia, 2021). The collaboration will also be eligible for Patagonia repairs and made available to upcycle through multiple workshops.

APPEAL TO GEN-Z CONSUMERS

Gen-Z consumers value authenticity, ethics and uniqueness (McKinsey&Co, 2018). Collaborating with Patagonia increases Gap's sustainability efforts hugely; the collection will be released using streetwear's 'drop' model to further appeal to Gen-Z through exclusivity as well as promoting longevity of clothing rather than fast fashion trends (Drapers, 2019).

RETAIN CURRENT CONSUMERS

The group report questionnaire concluded that fashionability and design were the factors currently limiting all demographics from shopping at GAP; although the collaboration focusses on longevity, key AW21 trends have been considered throughout the design process. This allows Gap to offer fashion forward options to existing customers' that appreciate the brand for their quality to shop there for hero items instead of visiting competitors, therefore increasing overall market share.