

**THE
NORTH
FACE** 

POP-UP

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- Known in the outdoor community for its high-performance and durable quality surviving in the most extreme conditions
- Strong in the community, technology, and sustainability areas keeping their brand innovating and growing
- Just in the last year showed a 20% higher demand for their products

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- Because of their technological innovation within their products, that calls for a higher selling price which customers might not want to buy such a high priced item instead of something affordable
- Many informal manufacturing systems lead to having distribution problems which can cause issues with inventory and therefore sales

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- International sales account for only 25% of revenue, so creating a more recognized online presence internationally could help increase those sales
- Creating casual wear along with their performance wear could be another brand extension to reach to more customers and increase sales

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- The main threat to the brand is its competition with Columbia, Patagonia, Nike, etc.
- Many of these brands focused on sustainability as The North Face does, so The North Face needs to have another competitive advantage over them or they won't be distinguished
- Another threat is facing competition from companies that can offer a more affordable price for their product

COMPETITOR PRICING

PRODUCT CATEGORY						
TOPS	\$25-\$179	\$35-\$399	\$500-\$1,500	\$25-\$150	\$35-\$115	\$70-\$100
BOTTOMS	\$35-\$400	\$59-\$350	\$295-\$650	\$45-\$500	\$50-\$180	\$120-\$525
JACKETS & VESTS	\$59-\$450	\$99-\$899	\$295-\$650	\$50-\$800	\$45-\$450	\$180-\$900
FOOTWEAR	\$55-\$200	\$200-\$400	\$525-\$1,300	\$30-\$200	\$40-\$150	\$135-\$750
ACCESSORIES	\$20-\$50	\$30-\$50	\$150-\$200	\$20-\$300	\$10-\$30	\$12-\$200

PATAGONIA



TARGET CUSTOMER

- men and women aged 18-35
- This consumer has a disposable income and maintains an active lifestyle.
- Enjoys nature and outdoors, value for quality products, and is a conscious buyer.

COMPETITIVE ADVANTAGE

- Purpose-driven strategies: The social impact of the brand is as important to consumers as the actual products.
- Eco-Friendly operations: Patagonia is the eco-friendliest retailer and commits 1% of its revenue to environmental groups via One Percent for the Planet.
- Effective Marketing: The brand has created campaigns like Global Climate Strike that have been very successful.

UPDATED TARGET CUSTOMER



SOFIA

Age: 25

Occupation: Social Media Manager

Education: BFA in Marketing

Status: Single

Income: \$70k

VALS: Achiever

Sofia is a lover of all things trendy in fashion. Although she doesn't design her own clothes, she loves saving her money on the newest hot item she hears about. Moving to NYC for her job, she loves how social the environment is and the new pieces she is able to find by being in a fashion-focused city. If she isn't shopping, she's out with friends every weekend sporting her street-style looks.



Product Assortment

North Face Puffer Pop-Up Product Assortment Plan	
Location:	New York, NY
Time:	October-November
Total Weeks:	4
GM %	55%

Category	Item	Units/Week	Units	Retail	Cost	Total Cost	Total Retail
Outerwear	1996 Retro Nuptse Jacket	50	200	\$ 280	\$ 126	\$ 25,200	\$ 56,000
Outerwear	Castleview 50/50 Down Jacket	38	150	\$ 300	\$ 135	\$ 20,250	\$ 45,000
Outerwear	ThermoBall Eco Jacket	18	70	\$ 199	\$ 90	\$ 6,269	\$ 13,930
Outerwear	ThermoBall Eco Hoodie	20	80	\$ 230	\$ 104	\$ 8,280	\$ 18,400
Outerwear	ThermoBall Eco Vest	13	50	\$ 149	\$ 67	\$ 3,353	\$ 7,450
Outerwear	North Face x Gucci Down Coat	11	45	\$ 2,980	\$ 1,341	\$ 60,345	\$ 134,100
Outerwear	North Face x Gucci Vest	6	25	\$ 1,980	\$ 891	\$ 22,275	\$ 49,500
Outerwear	North Face x Supreme Mountain Parka	28	110	\$ 498	\$ 224	\$ 24,651	\$ 54,780
Outerwear	North Face x Supreme Denali Fleece Jacket	23	90	\$ 299	\$ 135	\$ 12,110	\$ 26,910
Total		205	820			\$ 182,732	\$ 406,070
Accessories	Salty Dog Bennie	25	100	\$ 26	\$ 12	\$ 1,170	\$ 2,600
Accessories	Horizen Hat	19	75	\$ 30	\$ 14	\$ 1,013	\$ 2,250
Accessories	Cypress Bucket Hat	11	45	\$ 35	\$ 16	\$ 709	\$ 1,575
Accessories	ClassV Brimmer	14	55	\$ 45	\$ 20	\$ 1,114	\$ 2,475
Accessories	LOGO Furturelight Bucket Hat	8	30	\$ 55	\$ 25	\$ 743	\$ 1,650
Accessories	Sun Stash Hat	9	35	\$ 29	\$ 13	\$ 457	\$ 1,015
Total		85	340			\$ 5,204	\$ 11,565
T-Shirts	Exclusive "Puffer Pop Up T-Shirt	50	200	\$ 35	\$ 16	\$ 3,150	\$ 7,000
T-Shirts	Men's Short Sleeve Box NSE Tee	38	150	\$ 25	\$ 11	\$ 1,688	\$ 3,750
T-Shirts	Men's Short Sleeve Half Dome Tee	13	50	\$ 25	\$ 11	\$ 563	\$ 1,250
Total		100	400			\$ 5,400	\$ 12,000
Shoes	Thermoball Traction V Mules	11	45	\$ 59	\$ 27	\$ 1,195	\$ 2,655
Shoes	Nuptse Mule	10	40	\$ 75	\$ 34	\$ 1,350	\$ 3,000
Total		21	85			\$ 2,545	\$ 5,655
Bags	Tote Pack	3	10	\$ 55	\$ 25	\$ 248	\$ 550
Bags	Explore Fusebox Backpack—L	2	7	\$ 99	\$ 45	\$ 312	\$ 693
Bags	Commuter Backpack—S	1	5	\$ 139	\$ 63	\$ 313	\$ 695
Bags	Commuter Alt Carry Pack	1	3	\$ 99	\$ 45	\$ 134	\$ 297
Total		6	25			\$ 758	\$ 1,685
	Grand Total		1670			\$ 196,639	\$ 436,975

Footfall Chart

POP-UP SHOP FOOTFALL/SALES									
KPI's	Day 1 (Sun)	Day 2 (Mon)	Day 3 (Tues)	Day 4 (Wed)	Day 5 (Thurs)	Day 6 (Fri)	Day 7 (Sat)	7 Day Total	4-Week Total
Foot Traffic	21,500	15,000	14,000	20,000	22,500	27,000	30,000	150,000	600,000
% Walk ins	0.008	0.005	0.005	0.005	0.005	0.005	0.008		
Footfall	172	75	70	100	113	135	240	905	3,618
Conversation	0.07	0.05	0.05	0.06	0.06	0.08	0.09	0	2
Transactions	12	4	4	6	7	11	22	64	258
Avg. Basket	\$ 174	\$ 174	\$ 174	\$ 174	\$ 174	\$ 174	\$ 174		
Sales	\$ 2,095	\$ 653	\$ 609	\$ 1,044	\$ 1,175	\$ 1,879	\$ 3,758	\$ 11,213	\$ 44,850

PRODUCT CATEGORY DAILY \$ SALES										
CATEGORY	Total %	Day 1 (Sun)	Day 2 (Mon)	Day 3 (Tues)	Day 4 (Wed)	Day 5 (Thurs)	Day 6 (Fri)	Day 7 (Sat)	7 Day Total	4-Week Total
Outerwear	49%	\$ 1,029	\$ 320	\$ 299	\$ 513	\$ 577	\$ 923	\$ 1,845	\$ 5,506	\$ 22,022
Accessories	20%	\$ 427	\$ 133	\$ 124	\$ 213	\$ 239	\$ 383	\$ 765	\$ 2,283	\$ 9,131
T-Shirts	24%	\$ 502	\$ 156	\$ 146	\$ 250	\$ 281	\$ 450	\$ 900	\$ 2,686	\$ 10,743
Shoes	5%	\$ 107	\$ 33	\$ 31	\$ 53	\$ 60	\$ 96	\$ 191	\$ 571	\$ 2,283
Bags	1%	\$ 31	\$ 10	\$ 9	\$ 16	\$ 18	\$ 28	\$ 56	\$ 168	\$ 671
Total	100%	\$ 2,095	\$ 653	\$ 609	\$ 1,044	\$ 1,175	\$ 1,879	\$ 3,758	\$ 11,213	\$ 44,850

PRODUCT CATEGORY DAILY UNIT SALES										
CATEGORY	Avg. Retail	Day 1 (Sun)	Day 2 (Mon)	Day 3 (Tues)	Day 4 (Wed)	Day 5 (Thurs)	Day 6 (Fri)	Day 7 (Sat)	7 Day Total	4-Week Total
Outerwear	\$ 768.33	1	0	0	1	1	1	2	7	29
Accessories	\$ 36.67	12	4	3	6	7	10	21	62	249
T-Shirts	\$ 28.33	18	6	5	9	10	16	32	95	379
Shoes	\$ 67.00	2	0	0	1	1	1	3	9	34
Bags	\$ 98.00	0	0	0	0	0	0	1	2	7
Total		33	10	9	16	18	29	58	174	698

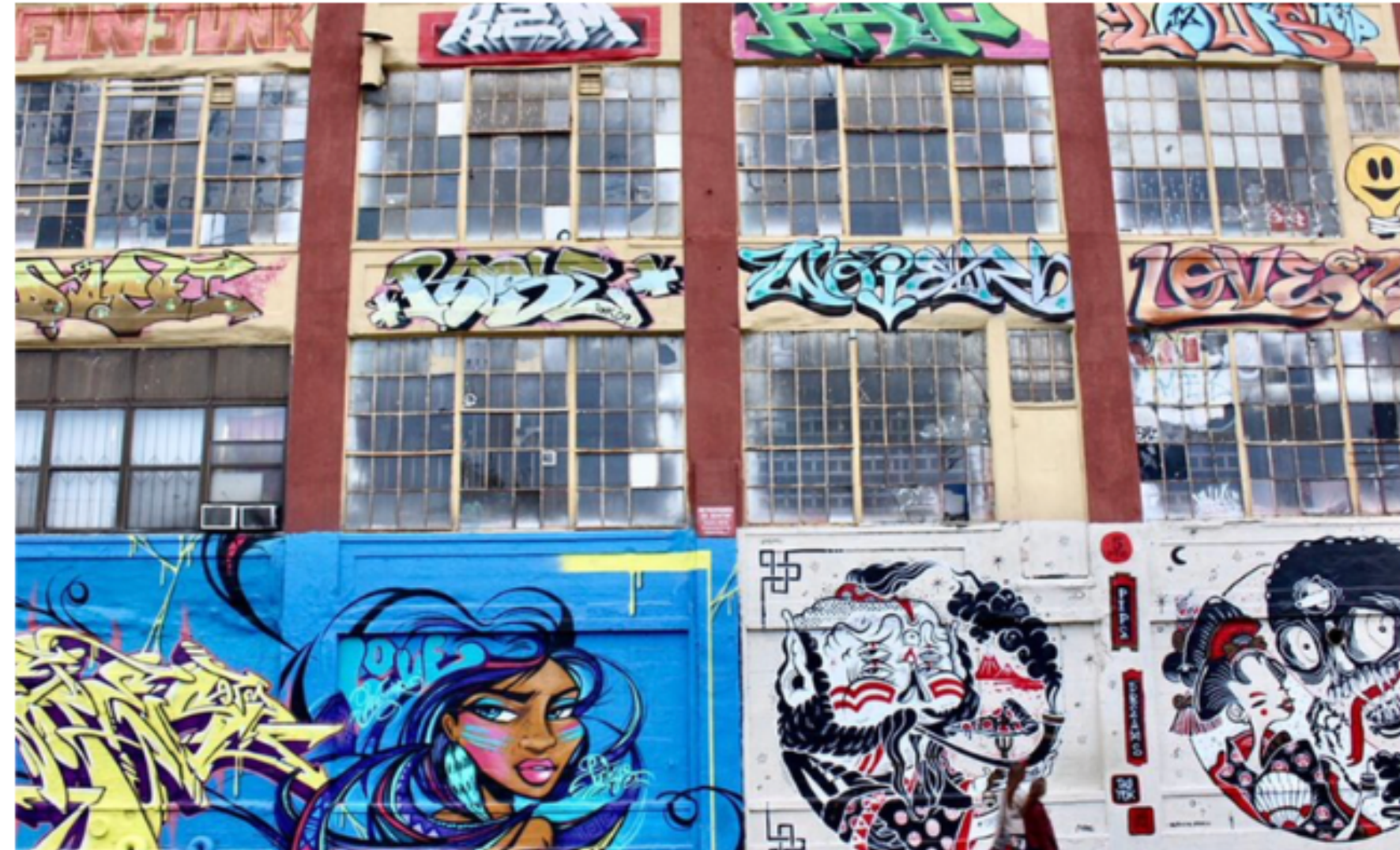
North Faces Graffiti Inspo

Museum of Street Art

a vertical love letter

MoSA is a love letter to The Bowery and the Lower East Side.

The Museum of Street Art (MoSA) celebrates the reunion of artists, their creativity and their craft, while resurrecting a significant and beloved New York graffiti landmark. It shows that while the original 5 Pointz site is lost forever, the spirit is still alive and kicking. 20 graffiti artists collaborated in the painting of the staircase, while a videographer documented it all.



- Used to be a hotel
- It was white washed and the community longed for the art to come back





THE NORTH FACE

Stacks of folded clothing on shelves and jackets hanging on a rack.

Stacks of folded clothing on shelves and jackets hanging on a rack.

Stacks of folded clothing on shelves and jackets hanging on a rack.

A row of colorful rain jackets hanging on a rack.

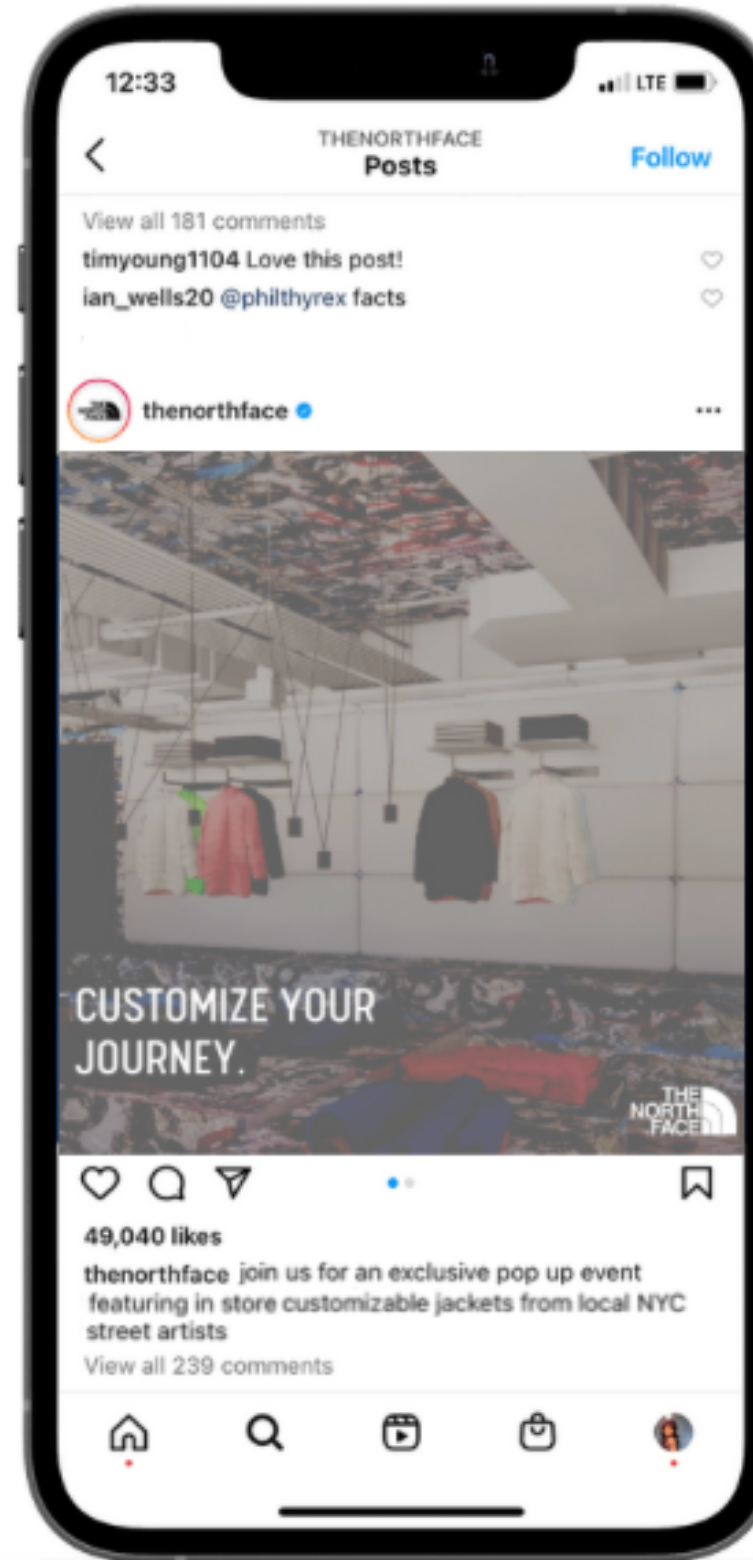
A row of colorful rain jackets hanging on a rack.

A display table covered with a patterned fabric, featuring various items of clothing.

A dark-colored table or counter in the foreground.

Instagram & Tiktok

- Instagram
 - Pre Opening
 - Instigate Pop-UP launch on feed and in stories through images of construction
 - Post content and repost influencer content of the Launch Party
 - During
 - Post content on feed, stories, and reel of store
 - Repost stories of customer experience
 - Contest posts
- TikTok
 - Pre Opening
 - Instigate Pop-UP launch through small video clips of construction
 - Post content of influencers at the Launch Party
 - During
 - Post videos of store and customers shopping
 - Post customer interviews and reactions
 - Contest posts



Launch Party

- Influencer and celebrity mix invited
 - Such as Lucy Rae McFadin and Evan Mock
- Each celebrity attendee will receive a free puffer in which they can customize (2 celebrities)
 - \$30,000
- Each influencer will receive a free puffer in which they can customize in exchange for 2 story posts of the event (60 influencers)
- Goodie bags at the end of the event will be given out with exclusive phone cases and bucket hats to all who attended
 - \$500
- The party will include catering by a local NYC restaurant called The Smith
 - \$5,440
- Music by NYC Djs
 - \$11,000
- Total budget= \$46,940



Evan Mock
Actor and Model
NYC Resident
1.1M Followers

Lucy Rae McFadin
Influencer and Model
NYC Resident
79.9K Followers



Contest

- A contest on social media will be held for a chance to win an exclusive Chris Daze Ellis custom puffer jacket
 - Chris Daze Ellis is known for his street art in NYC
- Anyone 18 and older can enter by signing up with their name, phone number, email, and address
- The contest will start on October 24th when the pop-up opens and end on November 24th when the pop-up closes
- The winner will be chosen at random on December 1st
- If you visit the pop-up in person, you receive an extra entry (excluding launch party)

