

COS STORES S/S 22
CAPSULE COLLECTION

Joanna Georges

PRESENTATION AGENDA

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2. Target Customer
3. Seasonal Trend Report & Line Concept
4. Classification & Budget Breakdown
5. Assortment Plan
6. Conclusion & Justification
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RETAILER PROFILE



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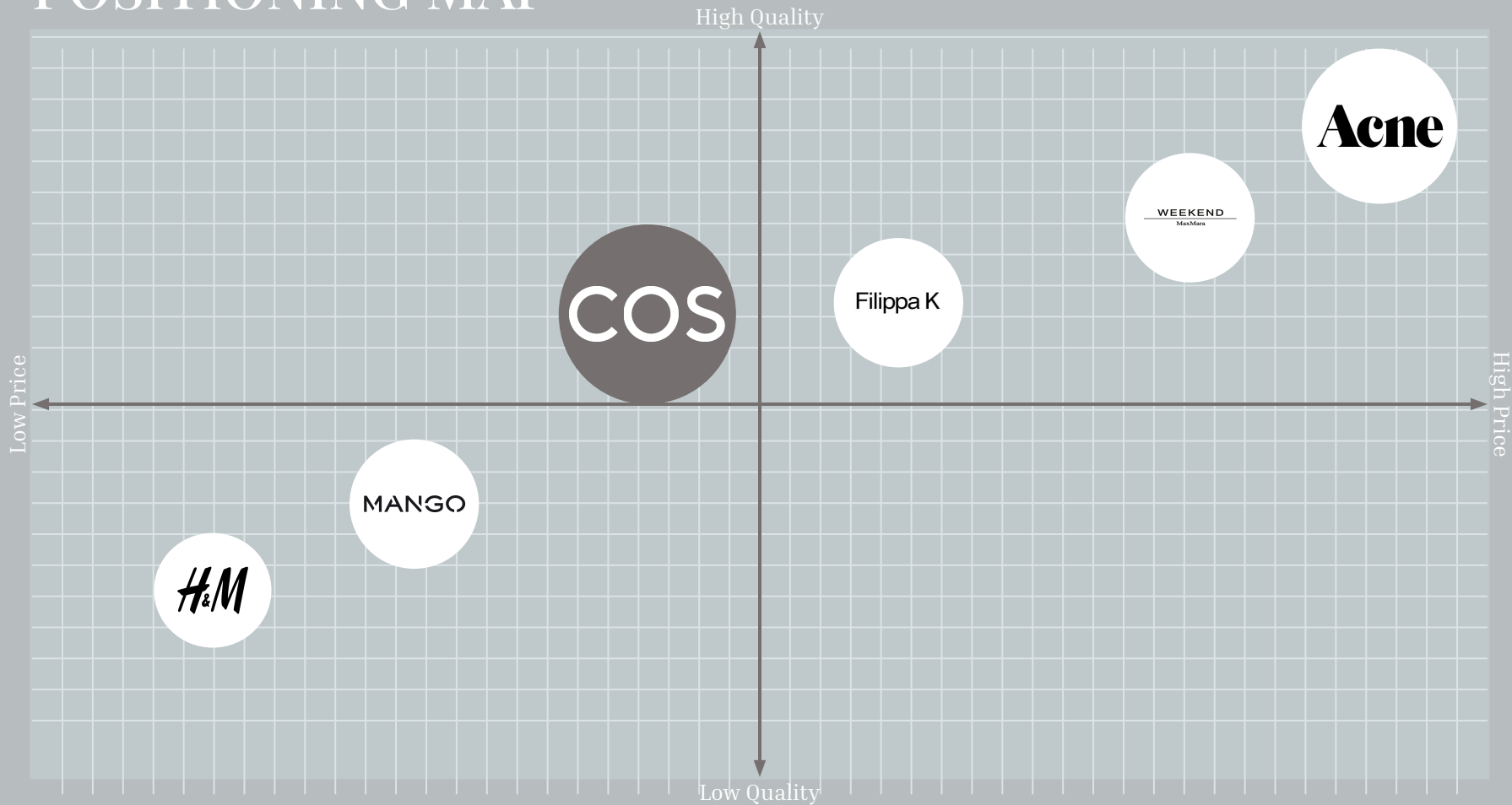
HISTORY

Retailer Profile

- ❑ Apart of H&M Group
- ❑ First opened in London in 2007
- ❑ As of now they have 294 stores
- ❑ Swedish brand
- ❑ COS takes Influence from the worlds of architecture, photography, textiles and ceramics
- ❑ Focus on sustainable fabrics
- ❑ Goals is to reach 100% recycled or repurposed materials by 2030



POSITIONING MAP



SWOT ANALYSIS

STRENGTHS

Strong social media presence & customer relationship

COS Resell

Brand transparency & CSR efforts

S

WEAKNESSES

E-commerce focus

Multi-channel management system

W

Expanding into the young adult market

Open more North American stores

Omnichannel approach

OPPORTUNITIES

O

Lack of brand recognition worldwide

Continuous rise of fast fashion brands

THREATS

T

TARGET CUSTOMER

2

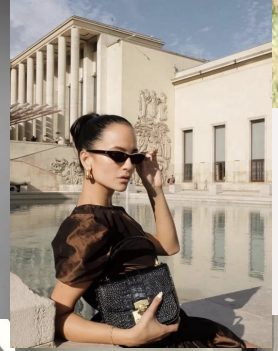
A decorative graphic on the right side of the page. It features a dark brown rectangular area containing a photograph of several dried, golden-brown reeds or grasses. A large, white, serif number '2' is superimposed over the center of the reeds. The background of the entire page is a light beige color, with a white rectangular area in the bottom right corner.

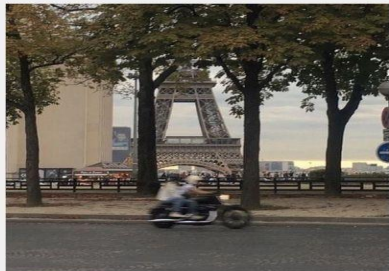
TARGET CUSTOMER: ARIADNE MORGAN

Ariadne is a 30 year old professional in Atlanta, Georgia. She is one of the head architects at her firm with a \$250K salary. She is engaged and lives with her fiancé, who is an music executive. She loves shopping and buying gifts for the people in life. When she has time, you can find her visiting art galleries and museums as well as local shops and discovering Atlanta.



- Ariadne is all about living her life to the fullest. She is a happy, go-lucky, spontaneous woman that is always down for a good time. She takes her work extremely seriously though, and is very passionate about her field.
- She loves to travel the world, shop, go out with friends and play with her two dogs.
- Ariadne is Haitian and trilingual. She grew up speaking French and Creole at home with her family, but is also fluent in English. She comes from a big family. She grew up in Athens, Georgia. Her family are all devout Christians, but she is not as religious herself.
- She has her undergraduate degree from Georgia Tech. She majored in Architecture. She then got her masters from Cornell University.
- She follows the Instagram accounts for style inspiration: spiritedpursuit, amy_sall, oljaryz, danie.sierra and annarvitiello

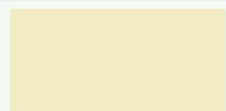




LAVISH GREEN



PETAL PINK



PANSY YELLOW



EIFFEL BROWN



Ariadne Morgan

SEASONAL TREND REPORT & LINE CONCEPT



3

SPRING/SUMMER 2022 SEASONAL TREND REPORT



CAPSULE COLLECTION LINE CONCEPT

The working woman desires style in the form of fluidity, where all pieces can be paired together. There is no need to forsake style for comfort because her style allows her comfort with wide leg trousers, blazers, and oversized trench coats. The passion for her job and style coincide.



chic & stylish



fulfilled in life & work



confidence in self & style

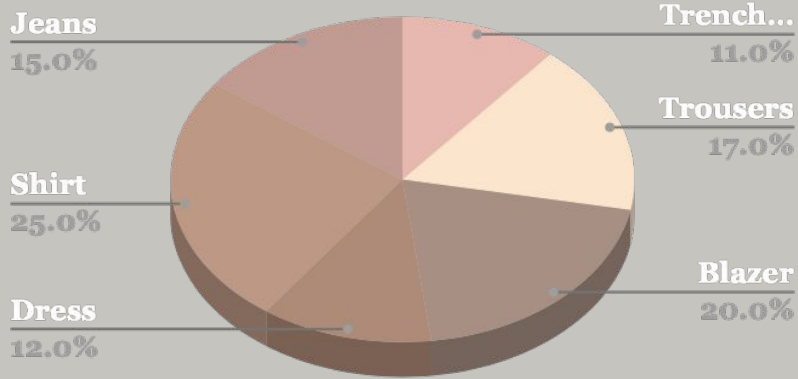
CLASSIFICATION & BUDGET BREAKDOWN



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BUDGET BREAKDOWN

Store Name	COS
Department	Womens
Classification	Capsule Collection
Total Purchase	\$ 70,000.00



Budget		
Trench Coat	11%	\$ 7,700.00
Trousers	17%	\$ 11,900.00
Blazer	20%	\$ 14,000.00
Dress	12%	\$ 8,400.00
Shirt	25%	\$ 17,500.00
Jeans	15%	\$ 10,500.00
Total	100%	\$ 70,000.00

UNIT DOLLAR & BUY

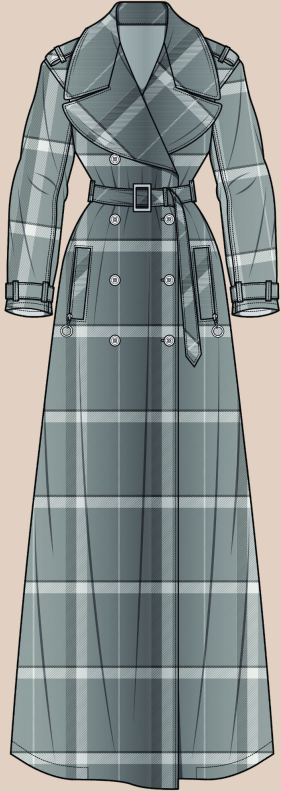
Unit and Dollar Buy						
Style	Units	Unit Cost	Unit Retail	TTL Cost	TTL Retail	MU%
Trench Coat	56	\$136.50	\$390.00	\$7,644.00	\$21,840.00	65%
Trousers	176	\$67.50	\$150.00	\$11,880.00	\$26,400.00	55%
Blazer	81	\$172.50	\$345.00	\$13,972.50	\$27,945.00	50%
Dress	86	\$98.00	\$245.00	\$8,428.00	\$21,070.00	60%
Shirt	307	\$57.00	\$190.00	\$17,499.00	\$58,330.00	70%
Jeans	161	\$65.25	\$145.00	\$10,505.25	\$23,345.00	55%
Total	867			\$69,928.75	\$178,930.00	61%

ASSORTMENT

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A decorative graphic element on the right side of the page. It features a dark brown rectangular background. Overlaid on this background is a photograph of several dried, golden-brown reeds or grasses. A large, white, serif numeral '5' is centered over the reeds.

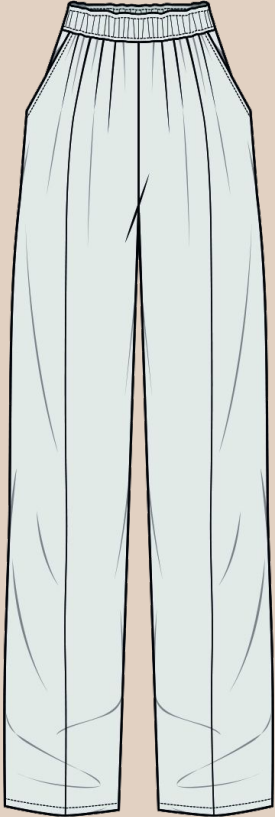
TAMARA TRENCH COAT



Units	Budget %	Unit Cost	Unit Retail	MU%
56	11%	\$136.50	\$390.00	65%

Size/Color		2	4	6	8	10	12	14	Total
oak		15%	10%	15%	25%	20%	10%	5%	100%
Total	100%	8	6	8	14	11	6	3	56

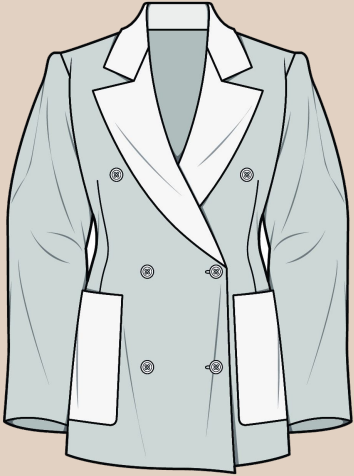
TALIA TROUSERS



Units	Budget %	Cost	Retail	MU%
176	17%	\$67.50	\$150.00	55%

Size/Color		2	4	6	8	10	12	Total
		5%	15%	20%	25%	15%	20%	100%
agave	50%	4	13	18	22	13	18	88
honey	30%	3	8	11	13	8	11	53
butter	20%	2	5	7	9	5	7	35
Total	100%	9	26	35	44	26	35	176

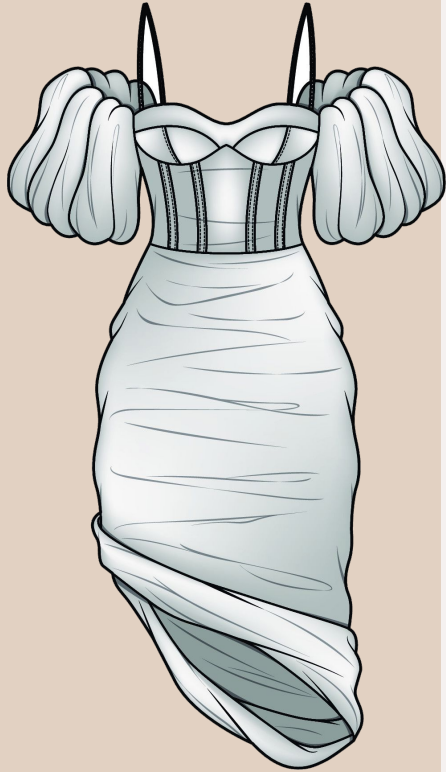
BELLE BLAZER



Units	Budget %	Unit Cost	Unit Retail	MU%
81	20%	\$172.50	\$345.00	50%

Size/Color		2	4	6	8	10	12	14	Total
		5%	15%	25%	15%	20%	10%	10%	100%
agave	60%	2	7	12	7	10	5	5	49
magenta	40%	2	5	8	5	6	3	3	32
Total	100%	4	12	20	12	16	8	8	81

DARLING DRESS

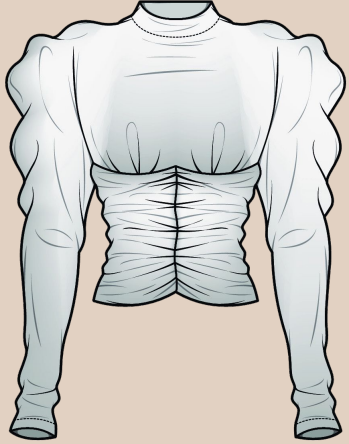


Units	Budget %	Unit Cost	Unit Retail	MU%
86	12%	\$98.00	\$245.00	60%

Size/Color		XS	S	M	L	Total
		10%	20%	40%	30%	100%
sand	70%	6	12	24	18	60
magenta	30%	3	5	10	8	26
Total	100%	9	17	34	26	86

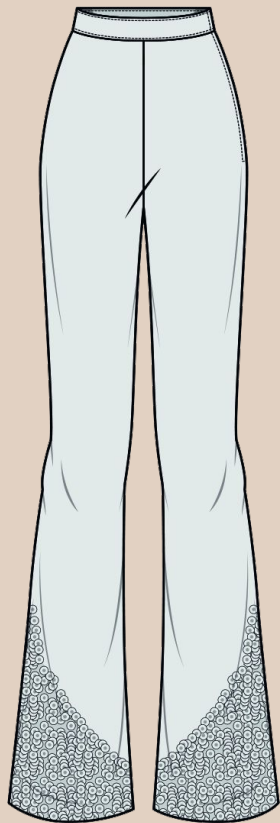
SCARLET SHIRT

Units	Budget %	Unit Cost	Unit Retail	MU%
307	25%	\$57.00	\$190.00	70%



Size/Color		XS	S	M	L	Total
		10%	20%	40%	30%	100%
butter	20%	6	12	25	18	61
agave	20%	6	12	25	18	61
sand	30%	9	18	37	28	92
oak	30%	9	18	37	28	92
Total	100%	31	61	123	92	307

JAYDEN JEANS



Units	Budget %	Unit Cost	Unit Retail	MU%
161	15%	\$65.25	\$145.00	55%

Size/Color		24	25	26	27	28	29	30	31	32	Total
		7%	9%	10%	15%	17%	15%	10%	10%	7%	100%
magenta	40%	5	6	6	10	11	10	6	6	5	64
oak	30%	3	4	5	7	8	7	5	5	3	48
sand	30%	3	4	5	7	8	7	5	5	3	48
Total	100%	11	14	16	24	27	24	16	16	11	161

CONCLUSION & JUSTIFICATION

A decorative rectangular image on the right side of the page. It features a large, white, serif number '6' centered over a background of dried, golden-brown reeds or grasses. The background of the image is a muted, dark brownish-grey color. The overall aesthetic is minimalist and elegant, matching the page's color scheme.

6

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I choose a capsule collection for COS because majority of their pieces are interchangeable with one another, similar to a minimalist capsule wardrobe. COS's target customer loves that every item in their collection is versatile and can always be paired together. It allows for dressing in the mornings to be easier and there's less of a chance of not looking put together. The working women values stylish pieces that are comfortable; while she keeps up with trends, her aesthetic style is timeless with trousers, long coats, and dresses. The working woman is always on her way to or from a meeting; therefore, her outfits need to be multifaceted for any event or situation, such as drinks with friends, luncheons, traveling, and much more. While she can afford to splurge on Weekend Max Mara and Acne, she prefers COS because it is more cost-efficient for the quality and she can spend more of her money on travel and experiences.

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7

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