

AEO

2022 Merchandising Trend Project

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AE WOMEN'S



TARGET CUSTOMER

Demographic

- *Gen Z, 15-25 year olds*
- *Women and women identifying individuals entering young adulthood in high school or college*

Geographic

- *North America, South America, Europe, Asia, & Africa,*
- *Metropolitan areas & suburban towns*

Psychographic

- *Values quality and style for a good price*
- *Purchasing habits are influenced by peers and social media*

Behavioral

- *Repeats purchases from their favorite brands due to rewards incentives and good sales*
- *Loves to try new experiences to create memories*

FUTURE PRODUCT TRENDS



Trend 1: Cargo Pants

Ticket Price: \$59.95

Reasoning: The current assortment is missing a simple cargo pant, there are similar styles but they're either in a jean material or a jogger style. Cargo pants were all over the runway this past Fashion Week for the upcoming 2023 Spring/Summer season.

The Cargo Pants will be the volume driver because they will be easy to style and have been trending for the past couple of years. AE is also well known for their denim and bottoms.



Trend 2: Maxi Skirts

Ticket Price: \$49.95

Reasoning: Maxi skirts were also popular during Fashion Week for the upcoming 2023 Spring/Summer season. The current assortment only has one style of maxi skirts and sundress, that gives off a beachy and vacation vibe. This style of maxi skirt would be more of an everyday style.



Trend 3: Pleated Skirt

Ticket Price: \$49.95

Reasoning: Many of the skirt assortment is denim, which is true to AE's brand, but having a pleated would help diversify it. AE doesn't have any pleated skirts, though Aerie has athletic tennis skirts which look similar. The pleated skirt would also be a change from the tiered skirts that AE carries.

A E MEN'S



TARGET CUSTOMER

Demographic

- *Gen Z, 15-25 year olds*
- *Men and men identifying individuals entering young adulthood in high school and college*

Geographic

- *North America, South America, Europe, Asia, & Africa,*
- *Metropolitan areas & suburban towns*

Psychographic

- *Is brand loyal due to loving the brand messaging and products*
- *Believes that everything happens for a reason and life is meant to enjoy*

Behavioral

- *Prefers to be out in nature, rather than indoors*
- *Lives a busy life with school, extracurriculars, and hanging out with friends*

FUTURE PRODUCT TRENDS



Trend 1: Oversized Resort Shirt

Ticket Price: \$44.95

Reasoning: AE currently only has one shirt in this style of resort shirts with the v-neck. The rest of the assortment is completely buttoned up and are more form-fitting.



Trend 2: Trench Coat

Ticket Price: \$99.95

Reasoning: AE needs a longer silhouette coat for men. Many of the coats are meant for activewear and being out in nature. They all have a similar silhouette and fit too.

The Trench Coat would be the volume driver because it will be a nice change from the coats AE typical has and will allow our customer to change up his style with just one item.

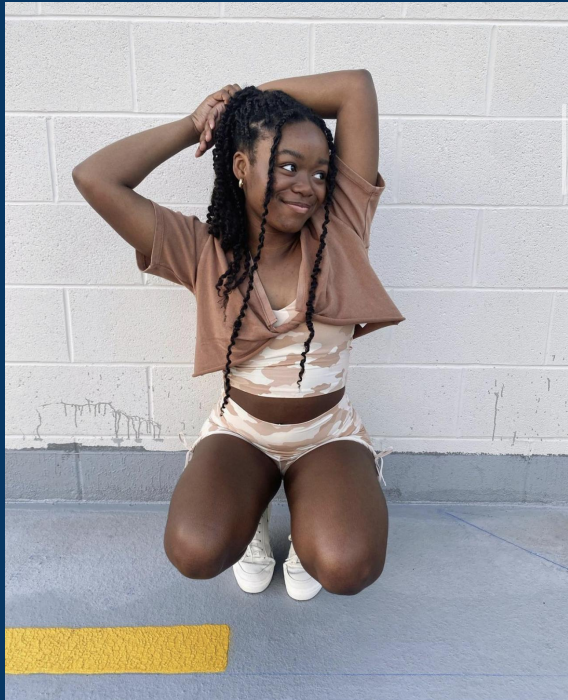


Trend 3: Baggy Jorts

Ticket Price: \$59.95

Reasoning: In the past two-three years, “dad style” has been trending among Gen Z and as a result the baggy jorts have returned. AE’s current assortment of jean shorts is all very similar and limited compared to the women’s assortment. Adding this variation of fit would be a nice addition to the current assortment which focuses on in-seam variation.

aerie



TARGET CUSTOMER

AEO

Demographic

- *Gen Z, 15-25 year olds*
- *Women and women identifying individuals entering young adulthood in high school or college*

Geographic

- *North America, South America, Europe, Asia, & Africa,*
- *Metropolitan areas & suburban towns*

Psychographic

- *Values comfort and quality but does not want to forsake style*
- *Prioritizes self-care and wellness in addition to their education or work*

Behavioral

- *Practices fitness, such as daily walks or going to the gym, to live a healthier lifestyle*

FUTURE PRODUCT TRENDS



Trend 1: Tennis Dress

Ticket Price: \$64.95

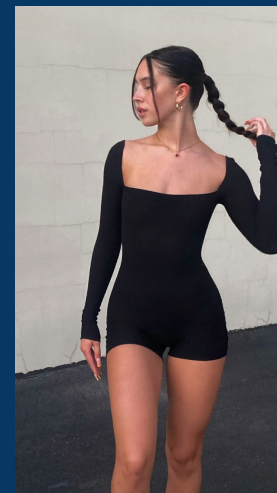
Reasoning: Aerie, specifically OFFLINE, currently only has the Hugger Dress and the Exercise dress in their assortment. A tennis dress would add a third style to the dress assortment and add a more slim and form-fitting silhouette.



Trend 2: One Shoulder Bralette

Ticket Price: \$34.95

Reasoning: A one-shoulder bralette would be a novel product that enhances the neckline. They are flattering to all bodies and rarely, bralettes are made in this style. Currently, the One Shoulder Longline Bralette is the only bralette that is similar to this product.



Trend 3: Unitard

Ticket Price: \$49.95

Reasoning: Unitards are easy to put on and style and are the only thing better than matching sets. Aerie currently only has rompers and overalls, this would be a game-changer in the assortment.

The Unitard would be the volume driver because it would be a stylish and versatile piece used to be active and to do every day tasks.

RETAILER INSPIRATION

Zara and H&M are my tried and true retailers. Their aesthetic and merchandise simply fits my lifestyle. If I ever need an outfit for an event, I can be sure that whatever I need will be there. They are two of the most popular retailers for Generation Z and Millennials, specifically those in college and in the early stages of their careers.

Zara



H&M



INFLUENCER INSPIRATION

In my everyday life and curated feed, I take inspiration from those who look like me, are in the same life stage as me, and those I aspire to one day relate to. Each of these individuals take trends and make it their own. These styles are attainable and they would fit into my lifestyle.



[@_cicimichele](#)



[@kyndahldixon](#)



[@_dezsmith](#)



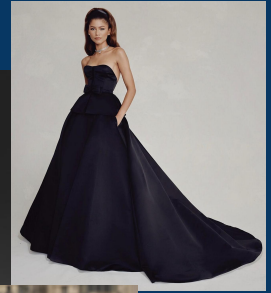
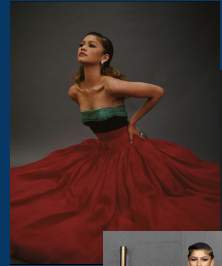
[@m0chic](#)

CELEBRITY INSPIRATION

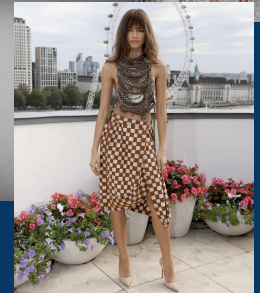
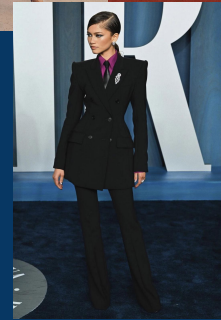
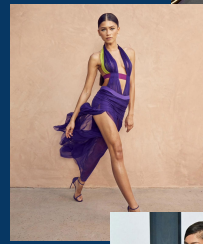
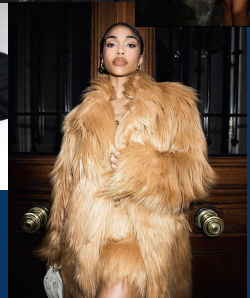
When I think of celebrities that I am inspired by, only two come to mind: Lori Harvey and Zendaya. They are the style icons of Generation Z. Elegant and trendy, they always know how to best accentuate their features. They set trends and for the trends they do not, they make the trends their own. Their style is so iconic, because it is inherently them.



[@loriharvey](#)



[@zendaya](#)



REFERENCE LIST

https://www.instagram.com/_dezsmith/
<https://www.instagram.com/m0chic/>
<https://www.instagram.com/kyndahldixon/>
https://www.instagram.com/_cicimichele/
<https://www.instagram.com/loriharvey/>
<https://www.instagram.com/zendaya/>
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