

Apparel Brands

The next leg of outperformance will be tougher; maintain Buy on RL, PVH

Industry Overview

Key themes to watch for the vendors

Apparel vendors (RL, PVH, LEVI, CRI) are up 30% on average since the XRT trough on 10/27 (vs S&P +14%), driven almost entirely by multiple expansion. We think multiples could remain structurally higher in an environment where investors are less concerned about a recession, but acknowledge global headwinds remain (particularly in Europe). The next leg higher in the group will likely be driven by execution and better visibility that ests are moving higher. Below we review key themes that will drive stock performance in '24. We have a balanced view across the group and are most positive on RL/PVH as we think '24 ests are too low. See notes: RL (Buy), PVH (Buy), LEVI (Neutral), CRI (Underperform).

Wholesale: Can it only get better? Not so fast

We are more cautious on Europe but remain wary on a near term recovery in global wholesale and expect cautious commentary on spring/summer order books. With wholesale down 5% in C23 for the group, we think any signs of improving commentary on trends into 2H24 will be quickly rewarded in the stocks. Out of the vendors, LEVI is most exposed to US wholesale while PVH is most exposed to EU wholesale. Relative winner in the current environment: **RL.** Beneficiary of restocking cycle: **LEVI.**

International: Keeping an eye on Europe

The outlook for Europe remains murky after a volatile 2023. We expect much of the same in '24, with DTC expected to outpace wholesale and the promotional environment remaining a key wild card. Asia remains a bright spot for the group (CRI immaterial) and we expect continued strength. We acknowledge comps continue to get tougher in Asia, but each brand has significant market share opportunity, particularly in China. Finally, the potential for continued USD weakening in a rate cutting cycle should be a net positive. Relative winner w/ Europe bounce back: **PVH.** Stock to avoid EU/Asia volatility: **CRI.**

Gross margins: should grind higher led by lower cotton

Cotton is the major tailwind for the group in 2024; we estimate a potential 100bp+ benefit for each company, in addition to continued structural benefits from int'l and DTC. Offsetting factors may include elevated freight costs from the Suez Canal disruption (see our Dec 22 note), which could impact the vendors more given more European exposure relative to our coverage universe. Another offsetting factor to watch for is additional pricing cuts and an elevated promo environment. Relative winner: All. Most at risk to pricing cuts: CRI.

Cost savings programs to buffer lower sales expectations

We are forecasting 3% sales growth on average in '24 for the group, led by RL (\pm 5.4%), LEVI (\pm 3.6%), PVH (\pm 2% ex Heritage sale), and CRI (0%), and expect the group to grow EPS by 14% on average. Besides the previously discussed GM tailwinds, we think cost cutting programs at RL, PVH, and LEVI will drive SG&A leverage in '24. Our base case for each company includes sales increasing below their respective medium term algos, therefore execution here will be crucial to drive earnings growth. Relative winners: **PVH. RL, LEVI.**

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Refer to important disclosures on page 6 to 10. Analyst Certification on page 5. Price Objective Basis/Risk on page 4.

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Equity United States Apparel

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Key terms

XRT: Retail ETF
CRI: Carter's Inc
LEVI: Levi Strauss
PVH: PVH Corp
RL: Ralph Lauren

Key themes in charts

Exhibit 1: PO changes

We are increasing our POs by 14% on average due to the rerating in market multiples

		PO		Implied Multiple (EV/EBITDA)		
	Rating	New	Old	New	Old	Current
RL	Buy	\$165	\$145	9.0x	8.0x	7.7x
PVH	Buy	\$135	\$114	8.0x	7.0x	6.6x
LEVI	Neutral	\$16	\$14	8.0x	7.0x	7.6x
CRI	Underperform	\$65	\$60	7.0x	6.5x	8.2x
Avg				8.0x	7.1x	7.5x

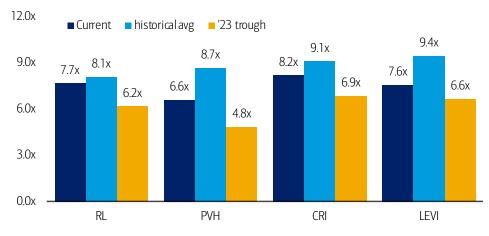
Source: BofA Global Research

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Valuation: multiples remain below historic avg

Exhibit 2: Valuation compared to historical average and '23 trough levels (EV/EBITDA)

Multiples have bounced from '23 lows but still remain below historical averages

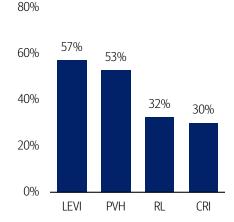


Source: Bloomberg

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Wholesale: LEVI/PVH highest global exposure

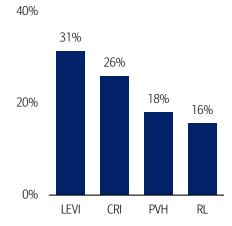
Exhibit 3: Global wholesale % of total sales LEVI and PVH have the highest concentration



Source: Company reports Note: LEVI F23E, PVH YTD, RL F24E, CRI YTD BofA GLOBAL RESEARCH

Exhibit 4: US wholesale % of total sales

LEVI has the highest concentration

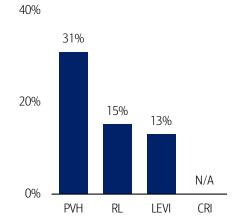


Source: Company reports Note: LEVI Americas ex other brands F23E, PVH F21 estimated, RL N.A. F24E, CRI US YTD

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Exhibit 5: Europe wholesale % of total sales

PVH has the highest concentration



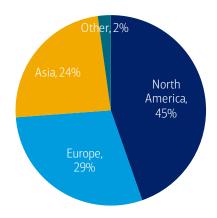
Source: Company reports Note: LEVI F23E, PVH F21 estimated, RL N.A. F24E, CRI

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International: PVH highest non US exposure

Exhibit 6: RL sales mix (F24E)

North America represents a little less than half of total sales

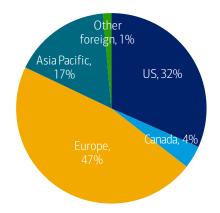


Source: Company filings

Exhibit 7: PVH sales mix (F22)

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Europe represents a little less than half of total sales

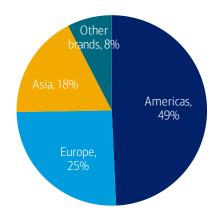


Source: Company filings

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Exhibit 8: LEVI sales mix (F23E)

Americas represents roughly half of total sales



Source: Company filings

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Exhibit 9: CRI sales mix (F23E)

U.S. represents 85% of total sales



Source: Company filings

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Exhibit 10: Stocks mentioned

Rating and price summary

BofA Ticker	Bloomberg ticker	Company name	Price	Rating
CRI	CRI US	Carter's Inc	US\$ 73.44	B-3-7
LEVI	LEVI US	Levi Strauss	US\$ 15.6	B-2-7
PVH	PVH US	PVH Corp	US\$ 117.25	C-1-7
RL	RL US	Ralph Lauren	US\$ 142.64	B-1-7
Source: BofA Glob	al Research			

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Price objective basis & risk

Carter's Inc (CRI)

Our \$65 price objective is based on a 7x EV/EBITDA ('24E) multiple, lower than its historical average given the ongoing macro uncertainty and downside EPS risks.

Upside risks to our price objective are better-than-expected children's apparel sales, successful market share gains through the company's Age Up strategy, and a more defensive business model during a potential recession.

Downside risks to our price objective are emphasis by wholesale partners on private label, exposure to weakening outlet centers, and a heightened competitive pricing environment.

Levi Strauss & Co. (LEVI)

Our \$16 PO is based on a 8x EV/EBITDA multiple on our F2024 estimates. This is inline with peers given similar headwind and long term margin potential as peers.

Upside risks: better-than-expected margin expansion, higher consumer demand drives significantly higher sales and earnings growth, and a faster than expected recovery in denim.

Downside risks: fashion trends shift away from denim and the Levi's brand, the

consumer environment materially weakens, promotions weighs on margins, and the company needs to ramp spending to drive brand momentum.

PVH Corp (PVH)

Our \$135 PO is based on 8x EV/EBITDA ('24e), which is in line with peers given a similar margin profile.

Risks to the downside are a weaker macro economic environment, FX fluctuations, and higher promotional environment. Risks to the upside are a faster-than-expected recovery in international travel, more favorable FX trends, and improving global macro trends.

Ralph Lauren (RL)

Our PO of \$165 is based on 9x FY25E EV/EBITDA, slightly higher than peers due stronger margins and sales growth. We think RL should trade at a slight premium to peers given its long-term brand value, strong balance sheet, and stronger margins.

Upside risks to our PO are a faster-than-expected sales turnaround, higher-than-expected benefits from ongoing cost savings initiatives, and significant improvements in the overall global apparel retail environment. Downside risks are worse-than-expected trends at wholesale, incremental US department store closures, higher-than-expected reinvestment spending, and deterioration in the global macro environment.

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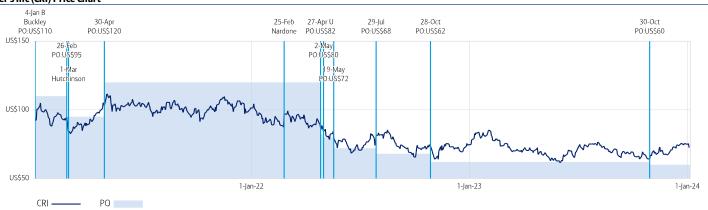
US - Softline Retailing and Dept Stores Coverage Cluster

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
BUY				
	Bath & Body Works Inc	BBWI	BBWI US	Lorraine Hutchinson, CFA
	Burlington Stores	BURL	BURL US	Lorraine Hutchinson, CFA
	Crocs, Inc.	CROX	CROX US	Christopher Nardone
	Deckers Outdoor Corp	DECK	DECK US	Christopher Nardone
	European Wax Center	EWCZ	EWCZ US	Lorraine Hutchinson, CFA
	lululemon athletica Inc	LULU	LULU US	Lorraine Hutchinson, CFA
	Oddity Tech	ODD	ODD US	Lorraine Hutchinson, CFA
	PVH Corp	PVH	PVH US	Christopher Nardone
	Ralph Lauren	RL	RL US	Christopher Nardone
	Ross Stores Inc	ROST	ROST US	Lorraine Hutchinson, CFA
	Tapestry Inc.	TPR	TPR US	Lorraine Hutchinson, CFA
	TJX Companies	TJX	TJX US	Lorraine Hutchinson, CFA
	Urban Outfitters	URBN	URBN US	Lorraine Hutchinson, CFA
	Victoria's Secret & Co	VSCO	VSCO US	Alice Xiao
NEUTRAL				
112011012	American Eagle	AEO	AEO US	Christopher Nardone
	Birkenstock	BIRK	BIRK US	Lorraine Hutchinson, CFA
	FIGS. Inc.	FIGS	FIGS US	Alice Xiao
	Foot Locker	FL	FL US	Lorraine Hutchinson, CFA
	Levi Strauss & Co.	LEVI	LEVI US	Christopher Nardone
	Nike	NKE	NKE US	Lorraine Hutchinson, CFA
	Signet Jewelers	SIG	SIG US	Lorraine Hutchinson, CFA
	Ulta Beauty	ULTA	ULTA US	Lorraine Hutchinson, CFA
	Under Armour Inc	UAA	UAA US	Lorraine Hutchinson, CFA
UNDERPERFORM			5 55	
	Aritzia	YATZ	ATZ CN	Alice Xiao
	Aritzia	ATZAF	ATZAF US	Alice Xiao
	Carter's Inc	CRI	CRI US	Christopher Nardone
	Gap Inc.	GPS	GPS US	Lorraine Hutchinson, CFA
	Kohl's	KSS	KSS US	Lorraine Hutchinson, CFA
	Nordstrom	JWN	JWN US	Lorraine Hutchinson, CFA
	Revolve	RVLV	RVLV US	Alice Xiao
	V F Corp	VFC	VFC US	Lorraine Hutchinson, CFA
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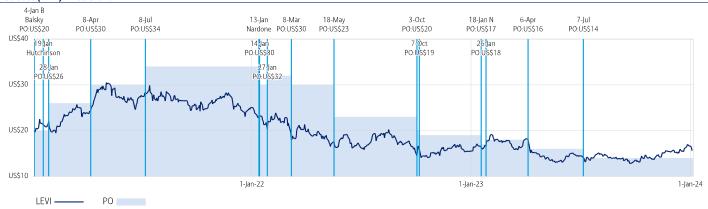
Carter's Inc (CRI) Price Chart



B: Buy, N: Neutral, U: Underperform, PO: Price Objective, NA: No longer valid, NR: No Rating

The Investment Opinion System is contained at the end of the report under the heading "Fundamental Equity Opinion Key". Dark grey shading indicates the security is restricted with the opinion suspended. Medium grey shading indicates the security is under review with the opinion withdrawn. Light grey shading indicates the security is not covered. Chart is current as of a date no more than one trading day prior to the date of the report.

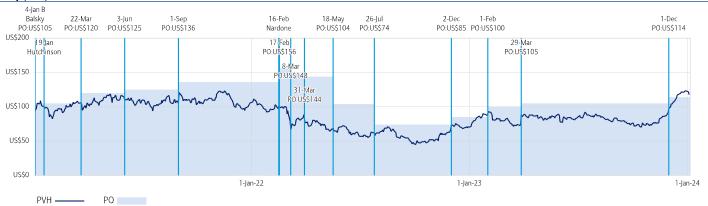
Levi Strauss (LEVI) Price Chart



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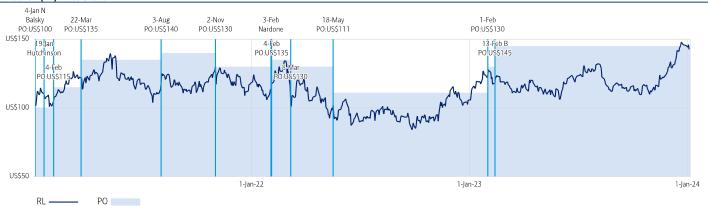
PVH Corp (PVH) Price Chart



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Ralph Lauren (RL) Price Chart



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Equity Investment Rating Distribution: Retailing Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	96	57.83%	Buy	39	40.63%
Hold	32	19.28%	Hold	12	37.50%
Sell	38	22 89%	Sell	18	47 37%

Equity Investment Rating Distribution: Textiles/Apparel Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	13	52.00%	Buy	8	61.54%
Hold	6	24.00%	Hold	3	50.00%
Sell	6	24.00%	Sell	2	33.33%

Equity Investment Rating Distribution: Global Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	1895	53.62%	Buy	1083	57.15%
Hold	832	23.54%	Hold	454	54.57%
Sell	807	22.84%	Sell	383	47.46%

It issuers that were investment banking dients of BofA Securities or one of its affiliates within the past 12 months. For purposes of this Investment Rating Distribution, the coverage universe includes only stocks. A stock rated Neutral is included as a Hold, and a stock rated Underperform is included as a Sell.

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Investment rating Total return expectation (within 12-month period of date of initial rating) Ratings dispersion guidelines for coverage cluster^{R2} 7004

Buy	≥ 10%	≤ 70%
Neutral	≥ 0%	≤ 30%
Underperform	N/A	≥ 20%

 $^{^{}R2} Ratings\ dispersions\ may\ vary\ from\ time\ to\ time\ where\ BofA\ Global\ Research\ believes\ it\ better\ reflects\ the\ investment\ prospects\ of\ stocks\ in\ a\ Coverage\ Cluster.$

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