

WEB DATA ANALYTICS

Group 3

May 28, 2024

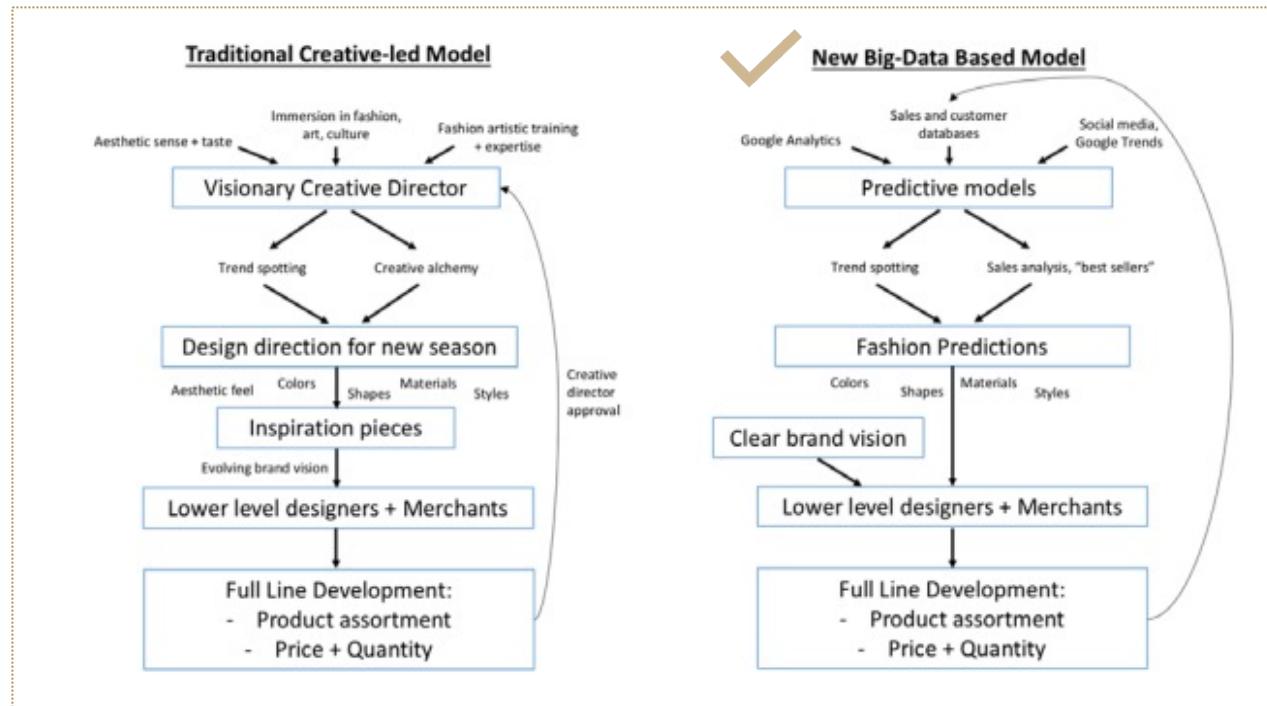


HARSHRAJ JADEJA
JINXIN REN
SATHWIK KANUKUNTLA
SOHAM AGARWAL

Introduction

Problem Statement - GAP Inc.

Predicting Consumer Tastes with Big Data at Gap

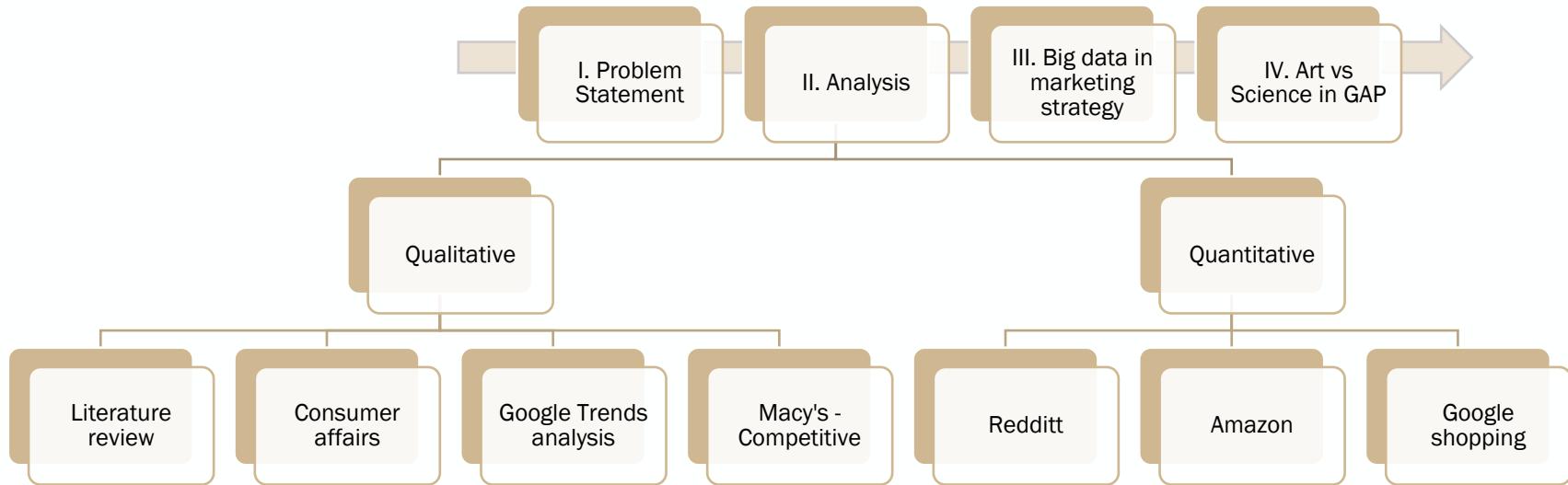


Challenges:



Our Workflow

Steps followed in the analysis



Key highlights from Literature Review:

- “Gap’s market value has shrunk to about \$10 billion, from roughly \$40 billion at its 2000 peak and revenue has stalled at about \$16 billion – flat from a decade ago, the WSJ Dec 2016”. [As Gap Struggles, Its Analytical CEO Prizes Data Over Design - WSJ](#)
- “Orders at Gap require corporate approvals, while Zara permits an employee or agent to authorize new stock on the spot, according to a supplier who makes garments for both companies.” [Gap learns a few things from Zara – me too | by Mark Kolier | Medium](#)
- “The loosely organized, data-driven approach has benefited some of Gap’s biggest rivals, including Zara, which has crushed Gap with the help of cheap fashion retailers including H&M and Uniqlo, and its understandable why Peck would want to adopt it.” [Gap's CEO, Art Peck, missed the brand's biggest problem when he called creative directors "false messiahs" \(qz.com\)](#)

Qualitative Analysis

Data Driven Creative Process - Our analysis

Google Trends

Objective: To understand top trends across 8 clothing categories in clothing in the US, given the GAP has implemented big data strategy

1. Identifying best keywords that fit into the GAP Inc. category based on GAP's listing on Amazon
2. Using the identified categories as keywords to collect data from Google trends
3. Analyzing below 4 trending parameters
 - ✓ Trending queries
 - ✓ Most searched queries
 - ✓ Most searched topics
 - ✓ Tops state searching for keyword

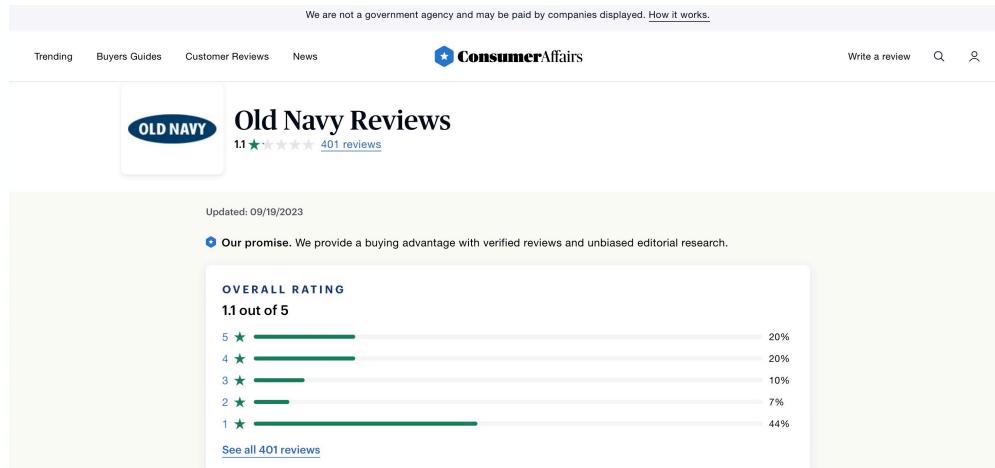
Sample summary of the insights to strategize the product

Category	Top Query trending	Top searched queries	Top searched topics	Top state searching
Shirts	Obvious shirts	Mens shirts	Sleeve	Mississippi
Tops	hi tops los feliz	High tops	Zipper	New York
Jeans	545 jeans	Black jeans	Bell-bottom	New York
Pants	dry sweat tucked tapered pants	Cargo pants	Cargo	New York
T-shirts	calvin klein mens t-shirts	t-shirts	Sleeveless	South Dakota
Polo	polo tech fleece	Ralph lauren	Ralph Lauren	New York
Tanks	mega man x sub tanks	Helium tanks	Helium	Mississippi
Shorts	sec roll call week 4	Youtube shorts	YouTube shorts	Louisiana
Joggers	puma joggers mens	Joggers' pants	Trousers	New Jersey
Jackets	tony alamo	Women sweaters	Winter	New York

Conclusion: GAP Inc. can make use of google trends to analyze the top trends for each clothing category to stay ahead of competition in identifying the products that can be in demand

Data Driven Creative Process - Our analysis

ConsumerAffairs



- Scraped the customer reviews for Old Navy, Gap & Banana Republic from ConsumerAffairs
- Utilized the GPT-3.5 model to identify popular fashion trends in the feedback
- Organized the findings and saved them in a .docx file
- Provides firms with valuable insights into customer preferences to align their clothing offerings with trends

For the website old navy the response is The main feedback points from these customer reviews for business improvement are:

1. Improve customer service, including better training for representatives to understand policies and procedures and providing more flexibility and solutions for returns and exchanges.
2. Ensure accurate and timely delivery of orders, and improve communication with customers regarding shipping and order status.
3. Increase transparency about damaged or final sale items and improve in-store marking and labeling of these items.

Conclusion: The 3 companies can use insights from Consumeraffairs.com to improve customer service and products.

Data Driven Creative Process - Our analysis

MACY – Competitor Analysis

Objective: To monitor the pricing strategies, trends, best-selling products and promotions of the competing brands

For the website <https://www.macys.com> the trend is:

- Fall must-haves
- Faux leather
- Shirt-collar jackets
- Loafers
- Top handle bags
- Barista (referring to a style or type of item)
- VIP sale
- Extra 30% off
- DKNY
- Steve Madden
- LACOSTE
- Karl Lagerfeld Paris
- I.N.C. International Concepts
- Anne Klein
- All-Clad
- Beauty sale (15% off)
- Wedding registry items
- Kids' fashion
- Men's fashion
- Women's fashion
- Shoes
- Handbags
- Jewelry
- Furniture & mattresses
- Toys
- Gifts
- Trending items

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Some of the coding used Chatgpt to assist in coding. The links for these chats can be found at:

<https://chat.openai.com/share/62cb1222-4c8f-4235-96eb-2f4307750ef4>
<https://chat.openai.com/share/a948be8a-bfd8-4aea-b910-206c2f8a3570>
<https://chat.openai.com/share/cc802d1a-5f18-4982-a34f-f2344d6887ea>



- Used Selenium to extract content from competitors' websites, including paragraphs, headers, links, spans, articles etc.
- Employed ChatGPT to analyze the extracted content and to provide insights into the latest fashion trends and popular items mentioned
- The trends identified by ChatGPT are recorded in a .docx file for further analysis and presentation

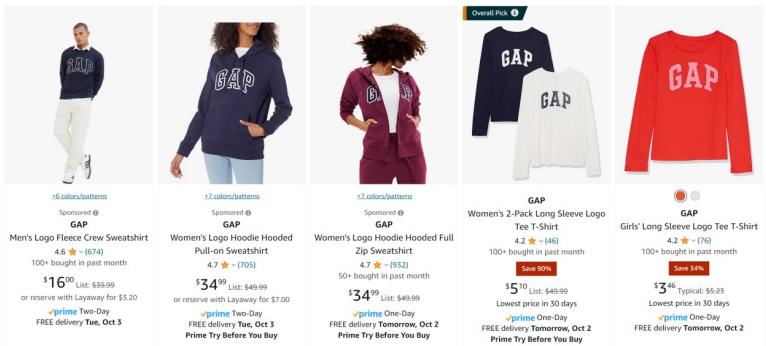
Conclusion: All the three brands can efficiently combine web parsing and AI-powered natural language processing to stay updated on trends within the fashion industry

Future action items: To ensure that the keywords scraped are relevant to our use case. For example, to avoid keywords such as 'Trending items' etc.

Quantitative Analysis

Data Driven Creative Process - Our analysis

Amazon



A	B	C	D	E	F
1	Brand Name	Product Name	Product Rating	Review Count	Product Price
2	GAP	Men's Logo Fleece Crew	4.6	674	\$16.00
3	GAP	Women's 2-Pack Logo Hoodie	4.2	46	\$5.00
4	GAP	Women's Cozy Ribbed Logo Hoodie	4.2	154	\$6.00
5	GAP	Girls' Long Sleeve Logo Tee	4.2	76	\$3.00
6	GAP	baby-girls 3-pk Logo Hoodies	4.7	46	\$9.00
7	GAP	Men's Heritage Logo Hoodie	4.7	160	\$23.00
8	GAP	Men's Vintage Logo Hoodie	4.6	394	\$32.00
9	GAP	Women's Logo Full-Zip Hoodie	4.3	383	\$20.00
10	GAP	Boys' 2-Pack Logo Hoodies	4.7	47	\$21.00
11	GAP	Baby Girls' Pullover Hoodies	4.6	144	\$3.00
12	GAP	Women's Logo Hooded Pullover	4.7	705	\$34.00
13	GAP	Baby Girls' Branded Hoodie	4.7	50	\$3.00
14	GAP	Baby Boys' Logo Hoodie	4.8	497	\$8.00
15	GAP	Women's Logo Short-Sleeve Hoodie	4.5	74	\$6.00
16	GAP	Men's 3-Pack Crewneck Hoodies	4.4	118	\$5.00
17	GAP	Baby Boys' Pull-Over Hoodie	4.5	45	\$3.00
18	GAP	Baby-Girls' Short-Sleeve Hoodie	4.7	433	\$2.00
19	GAP	Womens Cozy Ribbed Logo Hoodie	4.3	13	\$4.00
20	GAP	Baby Girls' 3-Pack Logo Hoodies	4.7	83	\$54.00
21	GAP	Baby Boys' Short-Sleeve Hoodie	4.7	946	\$10.00
22	GAP	Women's Logo Hoodie	4.7	705	\$34.00
23	GAP	Women's 3-Pack Logo Hoodies	3.7	11	\$6.00
24	GAP	Men's Logo Hoodie	4.7	300	\$29.00
25	GAP	Women's Fitted Logo Hoodie	4.3	723	\$4.00
26	GAP	Baby Girls' 4-Pack Logo Hoodies	4.8	257	\$5.00

Comparison

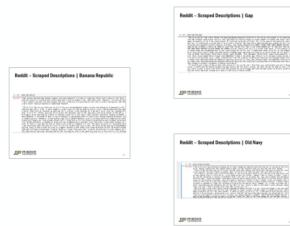
- Sales data from the direct partner: Amazon
- What's the most popular product on Amazon? Do the top 10 best sellers on Amazon match what GAP predicted based on its prediction model?
- By comparing prediction result with real sales data on Amazon, we can acquire insights into whether the big data approach work for all 3 brands.
- Gap has more predominance on amazon when compared to Banana republic and Old Navy

Data Driven Creative Process - Our analysis

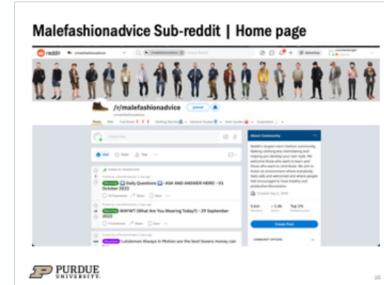
Reddit – Sentiment Analysis

Objective: To understand sentiments of the consumers from one of the biggest sub-reddit 'malefashionadvice' for the three brands Gap, Old Navy & Banana Republic

- Collected post descriptions from the Reddit "malefashionadvice" subreddit, specifically targeting
 - Gap
 - Old Navy
 - Banana Republic
- Conducted sentiment analysis using Azure API post assigning scores to specific keywords
- Aggregated sentiment scores to identify distinct brand-specific trends for each of the three brands



Summary of the sentiments scores generated from the sample data



Old Navy

neutral : 21
negative : 26
mixed : 67
positive : 51

GAP

neutral : 34
mixed : 41
positive : 40
negative : 23

Banana Republic

mixed : 45
positive : 56
negative : 22
neutral : 45

Conclusion: All the three brands can make use of the sentiment analysis of reddit to understand the sentiments of the consumers and make business decisions accordingly

Future action items: Narrowing down the approach by scrapping other gender specific, location specific and product specific sub-reddits

Data Driven Creative Process – Our analysis

Google Shopping – Regression Analysis

Objectives:	Brand/Area	Observation	Comments/Recommendation
<p>Objectives:</p> <ol style="list-style-type: none">Understand how factors like price, discount, promotions, no. of reviews, store category, seller, and product category influence the product rating, assuming GAP Inc. has incorporated big data strategyEvaluate whether the same big data strategy work for all the 3 brands	All 3 brands	<ul style="list-style-type: none">Regression models are built with R-squared values = {GAP: 0.3, Old Navy: 0.394, Banana Republic: 0.39}.	<ul style="list-style-type: none">Assumed: (Ratings ~ Price, Discount, No. of reviews, Promotion tag, Seller, Web store category, Product category)
<p>Approach:</p> <pre>graph LR; A[Data collection] --> B[Cleaning data]; B --> C[Building regression models]; C --> D[Analyzing the effect of variables on rating]; D --> E[Evaluating regression model]; E --> F[Hypothesis testing across brands]</pre>	GAP	<ul style="list-style-type: none">For unit increase in discount there is 0.54% increase in product ratingRatings are not significantly impacted by most of the seller, but Walmart with negative effect	<ul style="list-style-type: none">Users preview GAP products to be overpriced for the given quality.More products listed in Walmart can reduce the overall ratings
	Banana Republic	<ul style="list-style-type: none">Listing products on Amazon is positively impacting the productRatings are most negatively affected “Tops” category with -0.38 slope	<ul style="list-style-type: none">Amazon is the best suggested platform“Tops” categories to be evaluated
	Old Navy	<ul style="list-style-type: none">Jeans categories have the most negative affect on rating with -0.24 slope	<ul style="list-style-type: none">Jeans category can be strategized based on BCG matrix
<p>Future Scope: As not many people give rating, building regression model based on demand as dependent variable can be more effective</p>	Hypothesis testing	<ul style="list-style-type: none">All 3 brands are affected differently by independent variables like price, discount, no. of reviews, seller, and product category.	<ul style="list-style-type: none">Customize big data strategy for each brand

Overview- Approach for the 3 businesses

Which brands are served better or worse?



The role of big data on the basis of in-depth analysis:

- All brands in our individual analysis above show the potential to derive actionable insights.
- Gap has the biggest opportunity to gain insights from their online store on amazon.com. This could give them an edge.
- Quantitative and qualitative data can be used in real time to inform decision makers.

The role of big data on the basis of online research:

- Researching for more methods online, we discover: Old Navy might have a favorable ground due to its broader customer base. Banana Republic might face limitations due to its high-income consumer focus.
- Luxury brands Banana Republic have a significant art factor. This would require a human touch to differentiate themselves.
- Old Navy's is heavily dependent on offline sales too, so metrics other than big data can be useful.

Big Data in Marketing

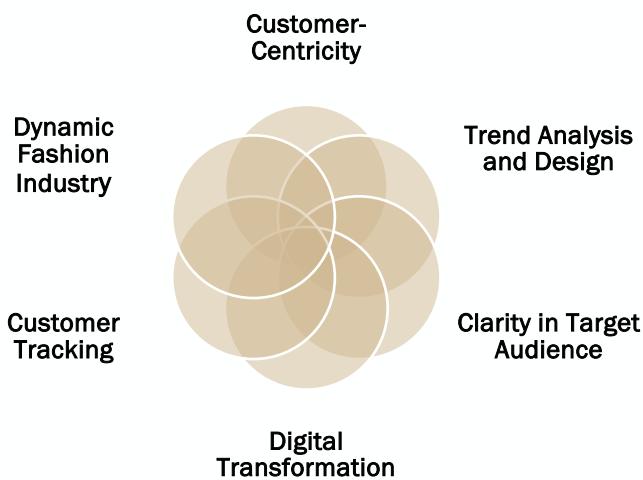
Art vs Science

Context: In marketing, the interplay between art and science has evolved significantly. The role of art versus science in marketing →

Art: Branding, Customer experience, emotional engagement

Science: Decision making, precision, scalability, trend analysis

GAP's Perspective: From GAP's point of view, prioritizing a science-based approach advantageous. Several factors make this approach compelling are as follows:



Case examples

Aspect	Amazon	Sephora
Big data utilization	<ul style="list-style-type: none">Personalized recommendationsPricing optimizationdemand forecasting	<ul style="list-style-type: none">Tailor product recommendations and promotions
Case Example (2017)	Used the "Recommendation Engine" to analyze customer data	Introduced the "Color IQ" system, enhancing customer satisfaction
GAP's Potential	<ul style="list-style-type: none">Trend insights and individual preferencesIdentify emerging fashion trends via social media monitoring	<ul style="list-style-type: none">Personalized recommendationsDevelop virtual try-on toolsMonitor real-time fashion trends

Conclusion: In an industry characterized by rapid change and evolving consumer preferences, data-driven insights empower GAP to respond effectively, create a personalized shopping experience, and maintain its competitive edge in the fashion retail sector.

Balancing Art vs Science in Gap's Marketing Strategy

Leveraging web data

By integrating data-driven insights(primary) and creative interpretation(secondary) into every aspect of the marketing strategy, Gap can effectively balance the art of emotional connection with customers and the science of precision and efficiency in marketing efforts.

Approach Recommended	Description	Impact example	Science	Art
Consumer Trends Analysis	<ul style="list-style-type: none">Google TrendsAmazon best sellers	Nike used trend analysis to identify athleisure trend, contributing to \$32.4B revenue in 2016.	✓	
Competitor Monitoring	<ul style="list-style-type: none">Competitor website scrapping (e.g.: Macy's)	Walmart's analysis led to a pricing strategy, boosting revenue by 3.1% in 2017.	✓	
Customer Behavior Analysis	<ul style="list-style-type: none">Customer behavior analysis (e.g. Reddit Sentiment analysis)	Amazon's optimization in 2015 resulted in a 1% revenue increase , adding \$1.4B to their bottom line.	✓	
Personalization	<ul style="list-style-type: none">Based on customer reviews, ratings, and sentiment	Netflix's strategy led to 10% increased retention and \$8.3B revenue in 2016.	✓	✓
Trend Utilization	<ul style="list-style-type: none">Staying agile to identify fashion trends and creatively integrate them	H&M's approach in 2017 led to a 12% sales increase , reaching \$25.2B.	✓	✓
A/B Testing	<ul style="list-style-type: none">Conduct data-driven A/B tests before product launch	Airbnb's tests in 2014 increased conversion rates by 20% , adding \$240M in revenue.	✓	
Real-time Decision-Making	<ul style="list-style-type: none">Use data analytics for inventory management (like Amazon, Walmart)	Walmart's approach in 2017 reduced out-of-stock instances by 10% , increasing revenue by \$2.7B.	✓	
Customer Feedback Analysis	<ul style="list-style-type: none">Google shoppingRedditCompany websites	Starbucks enhanced its menu in 2016, resulting in a 4% sales increase, totaling \$21.3B.	✓	✓

Limitations & Future recommendations

Scope of Improvement

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[14]: descriptions_gap
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"I'm trapped. In a small Canadian town. The airline has given me $300 to buy stuff. I have plenty of socks, underwear, and toiletries. I can spend all $300 on cloths, but my options are super limited. \n\nAnyone noticed anything that was decent quality/worth having from any of these stores recently? \n\n\nEDIT: Dear lovely people of Canada, I stand corrected. Barrie is not a small town, it is a thriving metropolis filled with a variety of interesting clothing makers including H&M, Gap, and Roots. I apologize (this is custom, yes?) for the confusion. Signed, an ex New Yorker who used to live in China. "
;

"Build an Outfit from a Mall Brand: Old Navy/Gap/Banana Republic\n\nThird in the series and headed to the some popular mall brands found across the U.S. This sub tends to cluster around a certain number of brands that aren't extremely accessible out of a few urban centers (I certainly am guilty of this). So, in the name of accessibility and some fun, I'm continuing a series where I will pick a retailer that has pretty good availability around the U.S. for in-person environments.\n\nThis edition: Old Navy, Gap, Banana Republic\n\n**NOTE: SHOES FROM THESE BRANDS ARE NOT GOOD OR ARE EXTREMELY LIMITED IN TERMS OF SELECTION. PLEASE FEEL FREE TO USE OTHER BRANDS BUT TRY AND KEEP THEM IN THE SAME PRICE BUCKETS AS EACH BRAND YOU CHOOSE.*\n\nI realize that this is a pretty wide swath, so I'd request that people keep the recommendations to one single brand per outfit, but it makes more sense to do all of the companies at once since they're under the same parent.\n\nNeed some inspiration on outfits to style things off of? Here's
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For the website https://www.macys.com the trend is:
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- VIP sale
- Extra 30% off
- DKNY
- Steve Madden
- Karl Lagerfeld Paris
- I.N.C. International Concepts
- Anne Klein
- All-Clad
- Beauty sale (15% off)
- Wedding registry items
- Kids' fashion
- Men's fashion
- Women's fashion
- Shoes
- Handbags
- Jewelry
- Furniture & mattresses
- Toys
- Trending items
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- Customers bogus reviews may bias the sentiment analysis hence, our further action items should include devising an algorithm to detect such reviews & avoid them in our analysis.
- The number of customer reviews analyzed were limited due to API limits.
- Some future scope would include comparing the results from the in-depth analysis with each other.
- Some keywords results in the competitor analysis are not relevant to the business insights.
- We can consider demand for google shopping instead of rating to build regressional models.

Thank You



Appendix

Feedback points | Old Navy

For the website old navy the response is The main feedback points from these customer reviews for business improvement are:

1. Improve customer service, including better training for representatives to understand policies and procedures and providing more flexibility and solutions for returns and exchanges.
 2. Ensure accurate and timely delivery of orders, and improve communication with customers regarding shipping and order status.
 3. Increase transparency about damaged or final sale items and improve in-store marking and labeling of these items.
 4. Address issues with the rewards program and processing refunds.
 5. Address concerns with the quality of some products, particularly pants.
 6. Address issues with online account access and tracking of rewards.
 7. Investigate and address concerns about privacy and customer data.
 8. Consider using alternative shipping methods or carriers to avoid issues with lost or delayed packages.
 9. Address concerns with fraudulent activity flags and improve policies for verifying customer identity.
 10. Address safety and security concerns in-store and provide appropriate responses to customer complaints and reports.
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Feedback points | Gap

For the Gap: The main feedback points from the customer reviews include dissatisfaction with Gap's return policy, poor customer service, issues with delivery and shipping, and problem with their rewards program. The customers also expressed frustration with their policies for returns on items purchased online, including a 30-day return policy and delayed shipment that counts towards the return window. Multiple customers mention long wait times for customer service and unhelpful representatives. Other issues raised include not receiving items ordered, difficulty obtaining a refund, and poor communication from the company. Some customers also express frustration with the use of Landmark Global as a shipping company and the cancellation of pre-ordered items.

Feedback points | Banana Republic

For the Banana republic: The main feedback points from these customer reviews for business improvement include:

- Honoring final sale clothing sets sold separately and being more understanding towards customers' intentions.
- Improving the accuracy and transparency of shipping dates and providing better customer service when issues arise.
- Simplifying the return process and reducing the time it takes to issue refunds.
- Improving the website layout and user experience for ease of shopping.
- Lowering prices and allowing returns on sale items.
- Providing better sizing information and not enforcing strict final sale policies for online items.
- Improving customer service and communication, especially with regards to refunds and returns.
- Updating out-of-stock items in real-time to prevent customer frustration.
- Maintaining consistency in policies and rewards across all locations and employees.

Reddit – Scraped Descriptions | Gap

In [14]: descriptions_gap

"Build an Outfit from a Mall Brand: Old Navy/Gap/Banana Republic\n\nThird in the series and headed to the some popular mall brands found across the U.S. This sub tends to cluster around a certain number of brands that aren't extremely accessible out of a few urban centers (I certainly am guilty of this). So, in the name of accessibility and some fun, I'm continuing a series where I will pick a retailer that has pretty good availability around the U.S. for in-person environments.\n\nThis edition: Old Navy, Gap, Banana Republic\n\n**NOTE: SHOES FROM THESE BRANDS ARE NOT GOOD OR ARE EXTREMELY LIMITED IN TERMS OF SELECTION. PLEASE FEEL FREE TO USE OTHER BRANDS BUT TRY AND KEEP THEM IN THE SAME PRICE BUCKETS AS EACH BRAND YOU CHOOSE.**\n\nI realize that this is a pretty wide swath, so I'd request that people keep the recommendations to one single brand per outfit, but it makes more sense to do all of the companies at once since they're under the same parent.\n\nNeed some inspiration on outfits to style things off of? Here's [Top of WAYWT from October 2022](<https://imgur.com/a/J8ikh0E>), from [November 2022](<https://imgur.com/a/qCmc9tP>), and a [fall inspo album](<https://imgur.com/a/WQbVkbU>) I made a few weeks ago. Please try to include as many pieces of an outfit as possible (e.g., shoes, accessories) from the retailer.\n\nPrevious editions:\n[Target](https://www.reddit.com/r/malefashionadvice/comments/zcgqxi/build_an_outfit_from_a_mall_brand_target/)\n[Wal-Mart](https://www.reddit.com/r/malefashionadvice/comments/zeieiiv/build_an_outfit_from_a_mall_brand_walmart/)\n\nPlanned next editions:\nMacy's\nKohl's\nMarks & Spencer\nPrimark",

'I recently got a pair of Gap stretch slim chinos for the outlet and i find them very comfortable and well fitting on me. Is there any difference between the gap factory and the retail chinos, are they called the same at their retail store? I want to pick a few more.\n\nI also picked the Jcrew driggs and find the gap chinos to be more comfortable and softer material.\n\nHow do I wash or take care of these Chinos?',

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Reddit – Scraped Descriptions | Old Navy

In [79]: descriptions_oldnavy

Out[79]: ['Hello all,\n\nI was planning on making two of these threads per week but work and life got in the way as they often do. Please respond under the comment headers about any experiences/reviews you have had with these brands.',
'I went to ON the other day for the first time and found some clothes that fit me well. How does everyone feel about the quality? The prices there are pretty legit, and at my store they had sales that were hard to pass up. ',
'It\'d been a long time since I went to Old Navy. It used to be my go-to place to buy clothing in my high school days when fashion didn\'t really matter. It was cheap and got the clothes I needed to get to school.\n\nThen, I grew up, and the reputation of buying from Old Navy left a sour taste in my mouth. But, wow, when I walked into Old Navy the other day, I found some quality affordable clothing. And no logos! Online, they also sell stretch chinos that I could use for business casual wear (never seen them in stores yet).\n\nIt\'s such a shame, really. Everytime I walk in there, the place is a mess with clothes strewn here and there, and kids running around the place. I realize that Old Navy is supposed to target the "affordable clothing for the entire family" segment, but if they could keep the place tidy/organized and overhauled the interior décor of their stores to make it more modern, while obviously keeping prices low, I feel like they could rival H&M, Forever 21, etc.',
"Build an Outfit from a Mall Brand: Old Navy/Gap/Banana Republic\n\nThird in the series and headed to the some popular mall brands found across the U.S. This sub tends to cluster around a certain number of brands that aren't extremely accessible out of a few urban centers (I certainly am guilty of this). So, in the name of accessibility and some fun, I'm continuing a series where I will pick a retailer that has pretty good availability around the U.S. for in-person environments.\n\nThis edition: Old Navy, Gap, Banana Republic\n\n**NOTE: SHOES FROM THESE BRANDS ARE NOT GOOD OR ARE EXTREMELY LIMITED IN TERMS OF SELECTION. PLEASE FEEL FREE TO USE OTHER BRANDS BUT TRY AND KEEP THEM IN THE SAME PRICE BUCKETS AS EACH BRAND YOU CHOOSE']

Reddit – Scrapped Descriptions | Banana Republic

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In [22]: descriptions_br
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Out[22]: ["Has anyone noticed that banana republic has gone downhill in terms of creativity these last 5 years or so? Their previous pieces of clothing were pretty good and I usually bought a few items every year. However, I've noticed that most jackets now have too many pockets and the creativity of everything on the site is pretty lackluster. Did they fire their creative talents or something? thanks",
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        '',
        'First I\'d like to say thank you to all of the very knowledgeable people on here who helped my tremendously with choosing new suits. Prior, I had a number of older suits of varying quality and fit that I had accumulated over many years. These were all donated to make way for a refresh. I was looking for a 40 short suit, slim fit, standard 6" drop. I\'m 5\'9", 175lbs, muscular build across the shoulders and in the legs and a few extra pounds in the belly. My biggest issue when buying clothes is finding a good fit in the upper legs.\n\nAfter extensive reading on Reddit and elsewhere, I narrowed it down to the following (in descending order of cost):\n\n- Brooks Brothers Milano\n- Suit Supply Lazio or Havana\n- J.Crew Ludlow slim fit\n- Banana Republic slim fit Italian wool\n\nI ended up not even trying Suit Supply as I had already found stuff I liked but as for the others:\n\n**Ordering and Customer Service**\n\n- Brooks Brothers: I shopped in store but was disappointed to discover that they didn\'t have *any* Milano cut suits in stock. I was able to look at fabrics and tried on a Regent fit suit. The pants actually fit reasonably well and could have been tailored to a nice fit but the jacket hung like a sack. The sales person was quite knowledgeable but really tried to make the sale on a Regent whereas I went ahead with ordering Milano online (1x Milano Plaid 1818 and 1x Milano stretch-wool 2 button 1818)\n- J.Crew: They only had 1 slim-fit style/color in stock (Navy) but the sales person was great and assured me that the quality control was good and that any of the suits in the lineup
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Malefashionadvice Sub-reddit | Home page

The screenshot shows the homepage of the r/malefashionadvice subreddit. At the top, there's a banner featuring various male fashion models. The header includes the reddit logo, the subreddit name "r/malefashionadvice", a search bar, and user information for "conordarkknight". Below the banner, the subreddit name is displayed again with a "Joined" button and a bell icon. The navigation bar offers links to "Posts", "Wiki", "Full Rules", "Getting Started", "General Guides", "Item Guides", and "Inspiration".

The main content area displays several posts:

- A pinned post by moderators titled "Recurring Daily Questions - ASK AND ANSWER HERE! - 01 October 2023". It has 2 comments and was posted 1 day ago.
- A recurring post titled "Recurring WAYWT (What Are You Wearing Today?) - 29 September 2023". It has 9 comments and was posted 3 days ago.
- A discussion post titled "Lululemon Always in Motion are the best boxers money can". It has 420 comments and was posted 2 days ago.

To the right, there's a sidebar titled "About Community" which describes the subreddit as "Reddit's largest men's fashion community" and provides statistics: 5.6m Members, 1.4k Online, and Top 1% Ranked by Size. It also features a "Create Post" button and a "Community Options" dropdown.