



Dear executives,

Last year was a big challenge for everyone, as COVID 19 and its global impact had a huge impact on all industries. But it's not all bad report for us in the fashion industry. Currently, we have 5.3 Inventory Turnover in 2nd quarter 2021 which is slightly lesser 0.7 from 2020. Sales were flat in the quarter, including a 34.3 % increase in online sales. Total net sales decreased by 4.5% due to store closures and the impact of COVID. And our gross profit margin is 38.6 in 2020-2021.

Our closest competitor, American Eagle Outfitters, has achieved gross profit margin is 32.7 and 5.99 Inventory Turnover in 2020-2021. American Eagle Outfitters increase online sale up to 39% in 2021.

Our Revenue and turnover much better to competitor but we need to focus on online sale because American Eagle more focus on it and they actively advertise in social media his brand and style. Currently our online traffic is 56k we need to work more on this because market is very unpredictable. Our competitor American eagle is very high followers on Twitter(571k), Facebook(11000k) and Instagram(3686k) but we have very less compared it.

We achieved 3 ranked in online sale compared to our competitor American eagle 12 ranked but if we see American eagle percentage of online is higher.

Our GMROI is 2.97 that is better than our competitor American eagle has 1.83 in 2021 but it lesser than pass year due to covid.

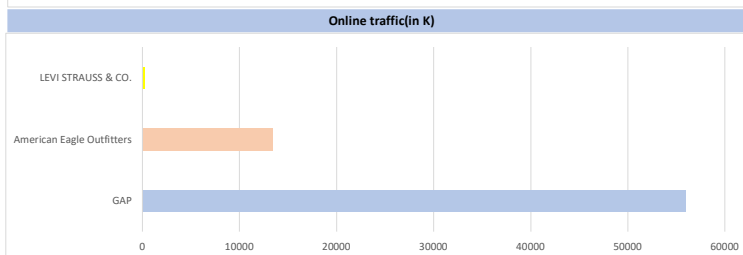
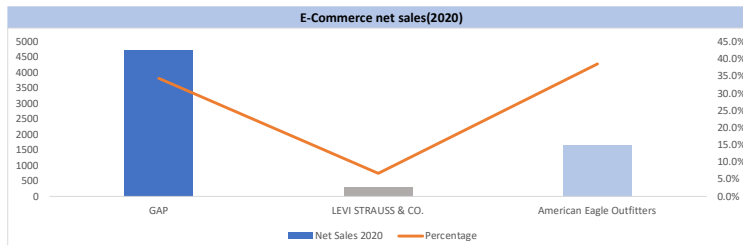
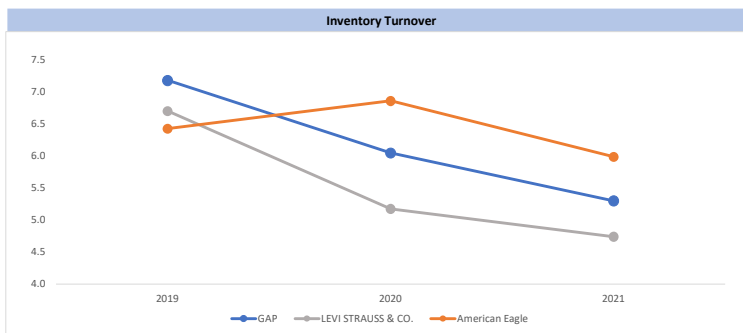
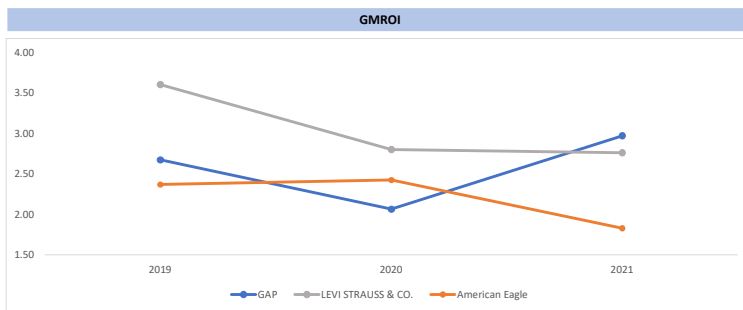
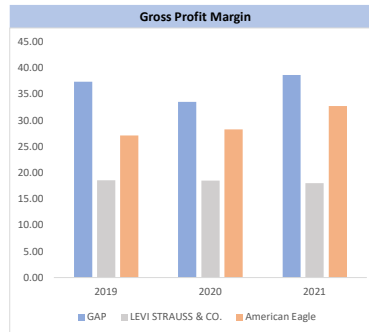
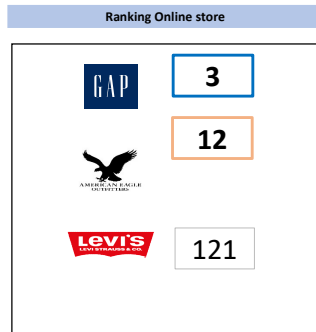
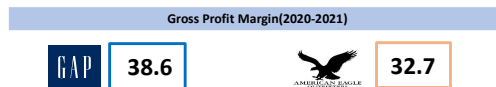
YoY growth of 2019-2020 is -22.78% that is losses impact of covid, but American eagle achieved YoY is 7%. Our online sale percentage is low in the period of covid. However, QoQ Growth is positive in (May-2021-Aug-2021). also, QoQ is slighter lesser than our competitors.

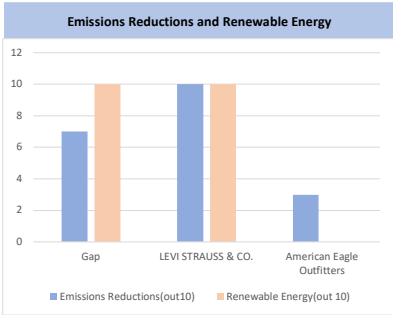
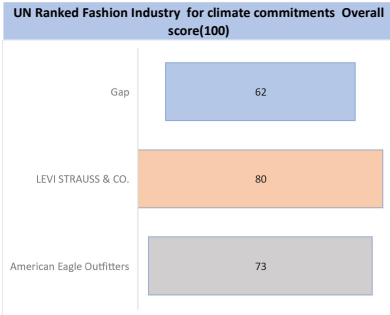
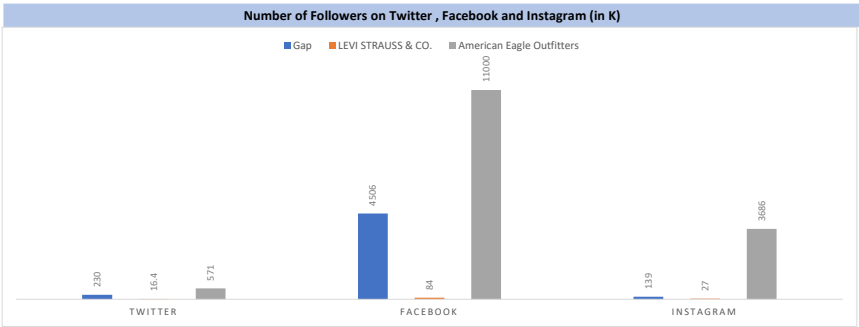
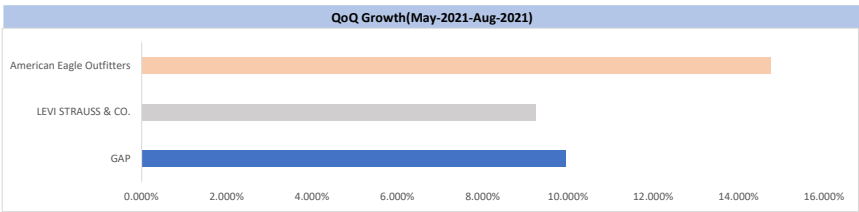
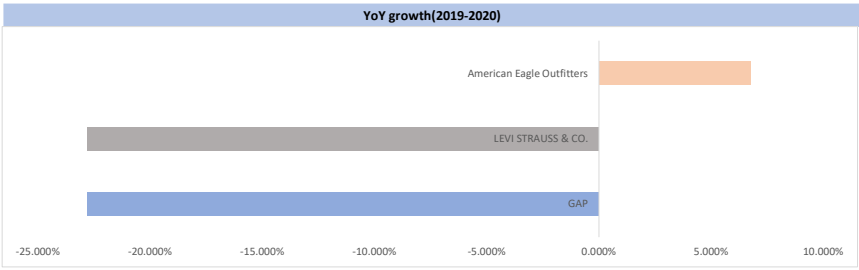
Fashion brands are driving demand for broken fibers such as polyester derived from fossil fuels, whose production is associated with significantly higher emissions compared to plant base materials such as cotton.

Only two of the 47 brands outperformed "C" in low-carbon materials, rated "B +" and "B" by Vaude and Eileen Fisher,

respectively. On the other hand, the lowest performing brands include brands with an "F" rating, from luxury brands to fast fashion giants. Our UN Fashion Industry Overall score is very low and we are commitments to reduce carbon Emissions so we will work very carefully .

Finally, as the predicted market value of the fashion industry is expected to continue to increase over the next five years, this social media boost should begin as soon as possible .





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