



**UNITED BY BLUE**  
RESPONSIBLE DURABLE GOODS

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**BEYOND THE WAVE**

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# ABOUT THE BRAND

United By Blue focuses on sustainable clothing and decreasing the amount of waste that ends up on the earth

- Flagship store located in Old City, Philadelphia, PA
- Certified B-Corporation
- Top textiles: organic cotton, recycled polyester, and hemp
- With each sale made, one pound of trash is removed from oceans and waterways.
- Company cleanups
- #QuitSingleUse social media campaign



# COMPETITOR ANALYSIS



- Leading mountain sports apparel and equipment brand
- Product Innovation
- New Technology



- B-Corp and Bluesign certified
- Fabrics that reduce environmental impact
- Main mission: consider the whole lifecycle of the garment



- Bluesign certified
- Planet Water Foundation partner
- Support many conservation organizations

# BRAND PROMISE

Working together to create a positive  
impact through cleaner waterways  
and superior clothes.

# TARGET CUSTOMER



- Men, Ages 27-36
- Household income: \$100,000
- Lives in the U.K.
- In a relationship, without children
- Active outdoor lifestyle
- Open-minded to new ideas/technologies
- Prefers quality over quantity
- Shops at Patagonia, Columbia, The North Face

# PRODUCT STRATEGY

Statement Pieces

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Colorful Neutrals

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Relaxed, Utility, Straight Fits

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Multi-functional

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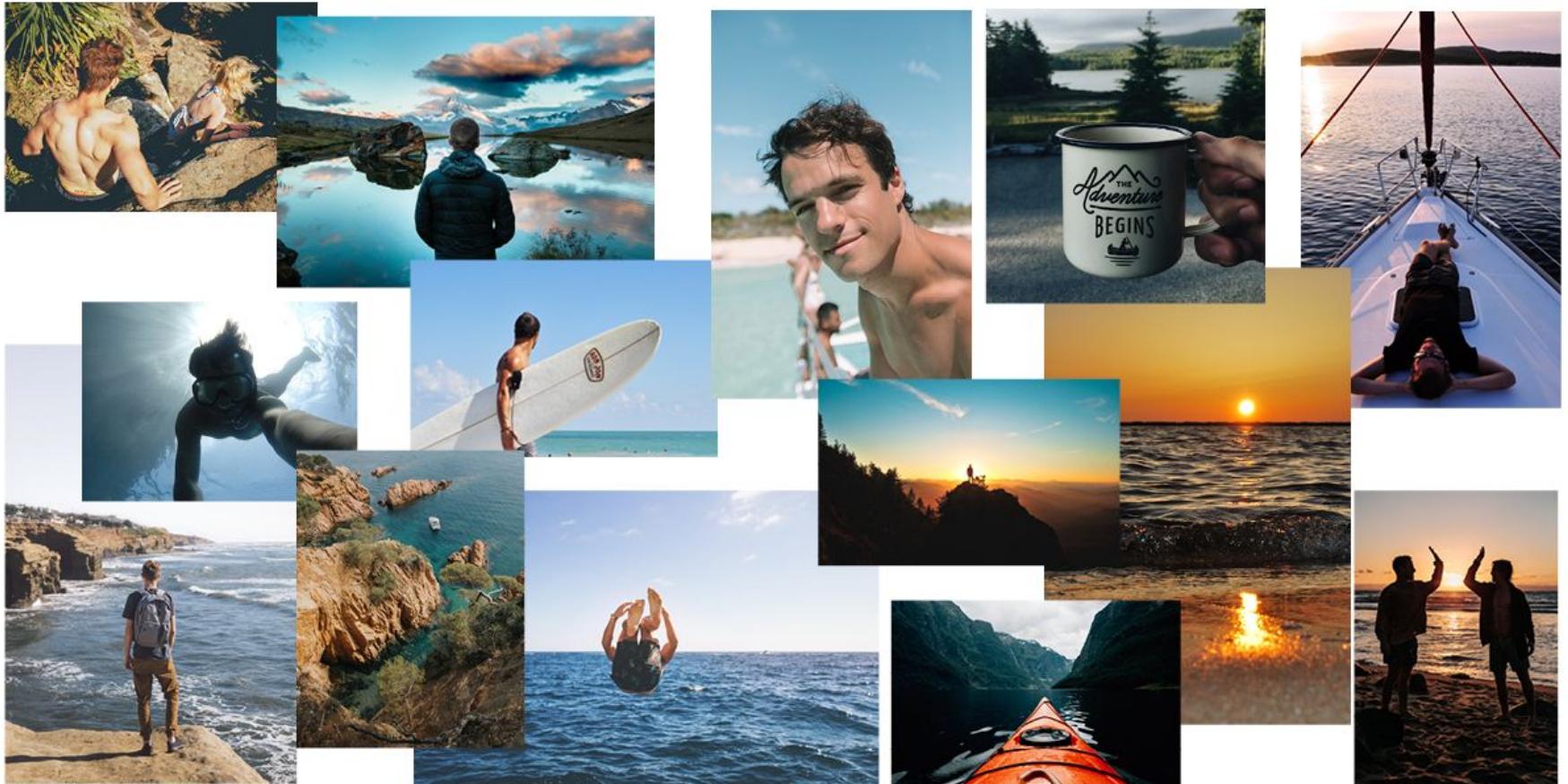
Mix & Match Versatility

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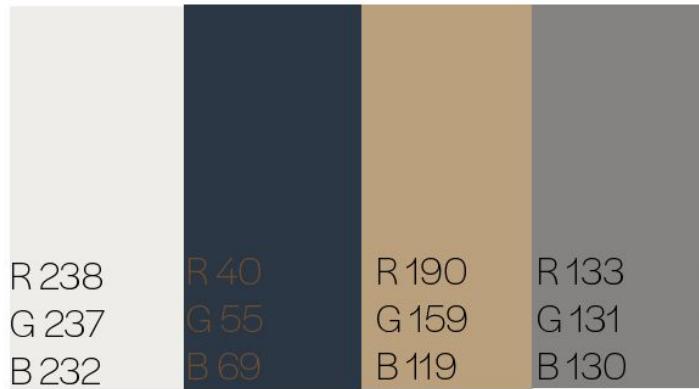
Hands-on Environmentalism

# BEYOND THE WAVE

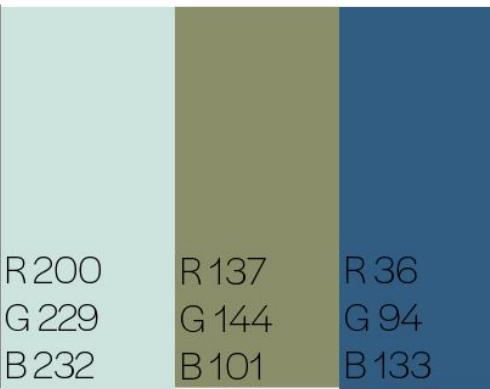


# COLOR PALETTE

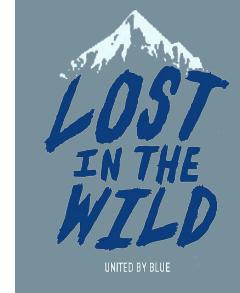
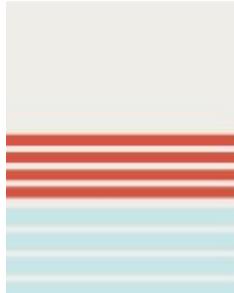
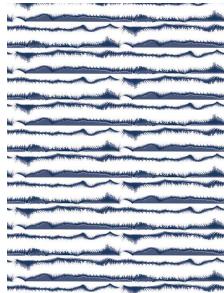
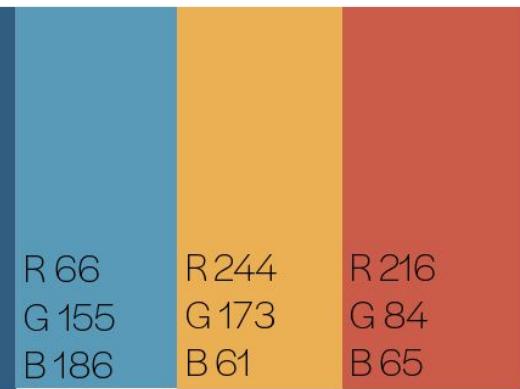
## NEUTRALS



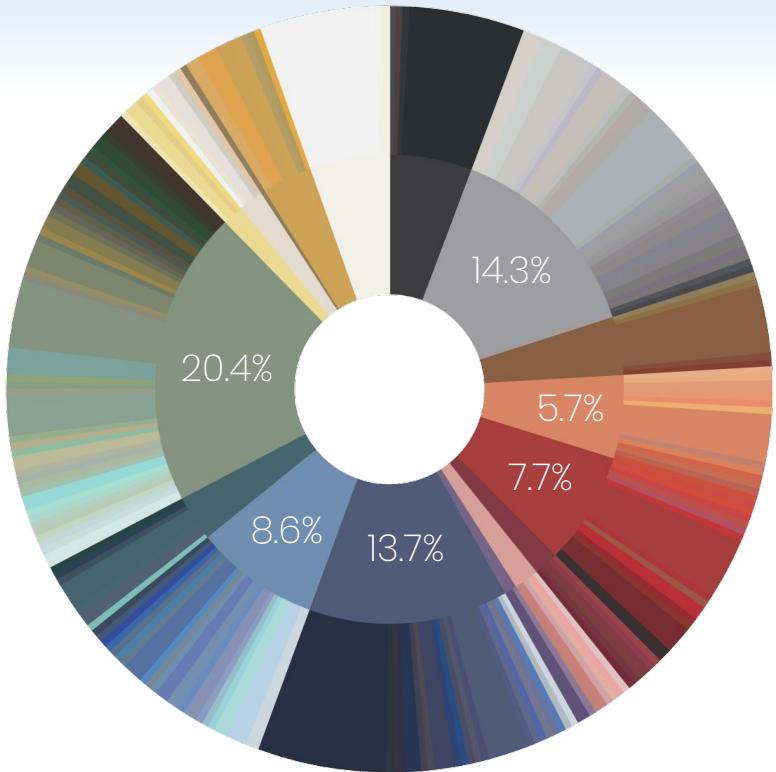
## CORE



## FASHION



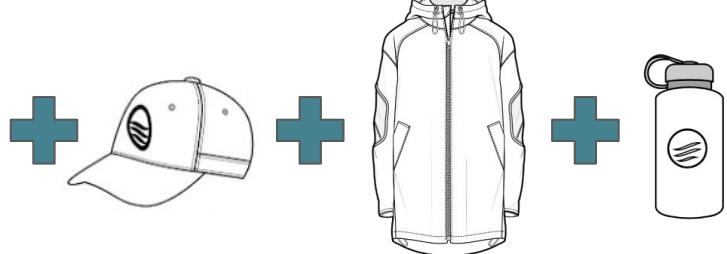
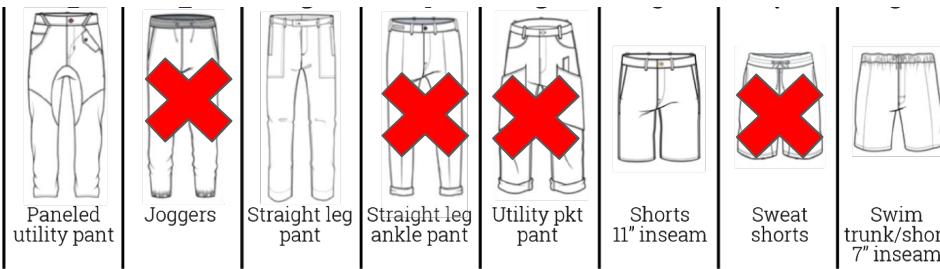
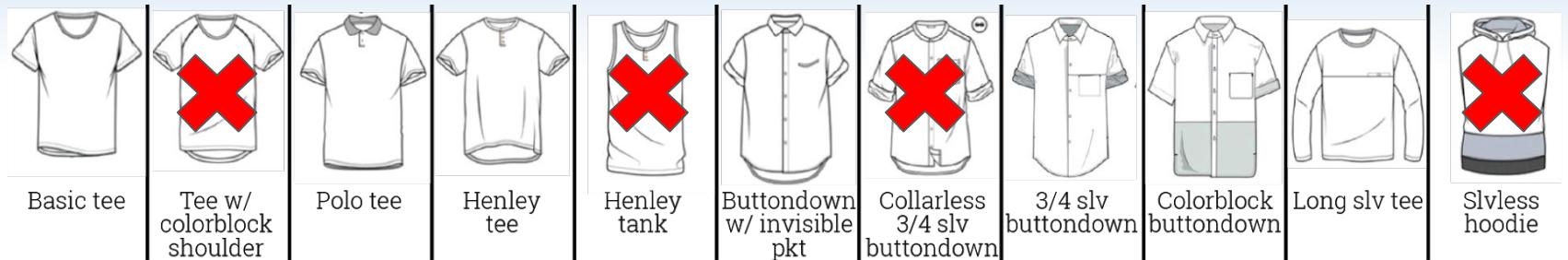
# COLOR/PATTERN ANALYSIS



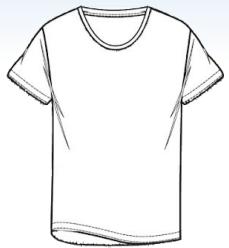
★ 61% Graphics

☰ 12% Stripes

# TARGET MARKET SURVEY



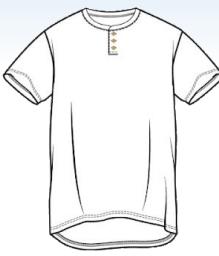
# FINAL COLLECTION



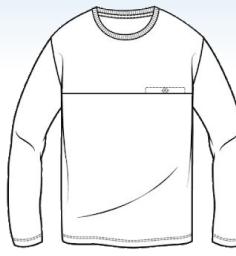
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\$48



001-01-2  
\$56



001-01-3  
\$56



001-01-4  
\$64



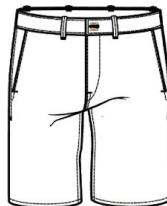
001-02-5  
\$72



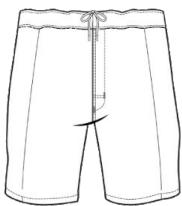
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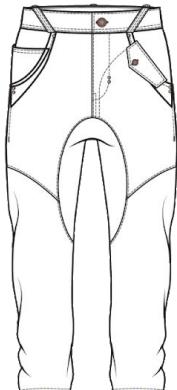
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\$78



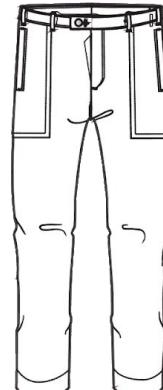
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\$72



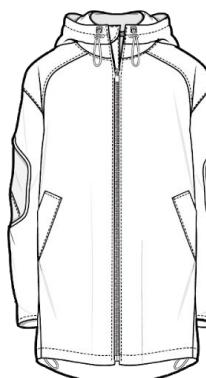
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002-02-10  
\$98



002-02-11  
\$88



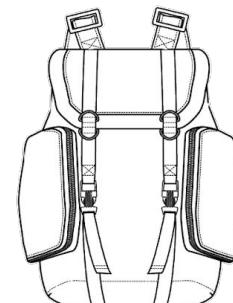
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007-03-13  
\$32



007-03-14  
\$28



007-03-15  
\$98

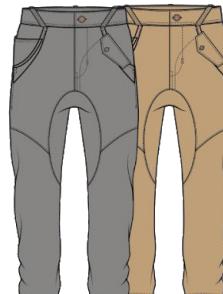
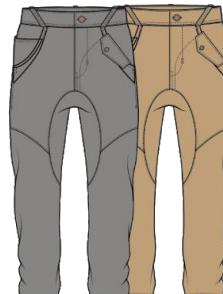
# C ASSORTMENT



# B ASSORTMENT



# A ASSORTMENT



# FEATURED PRODUCTS

Convertible Sleeve

\$78



The Casual Polo

\$56



Color Blocking

\$64



\$72

Dual Swim Trunk/Short \$74



# ECONYL



Hemp canvas

Nylon made from recycled fishing nets

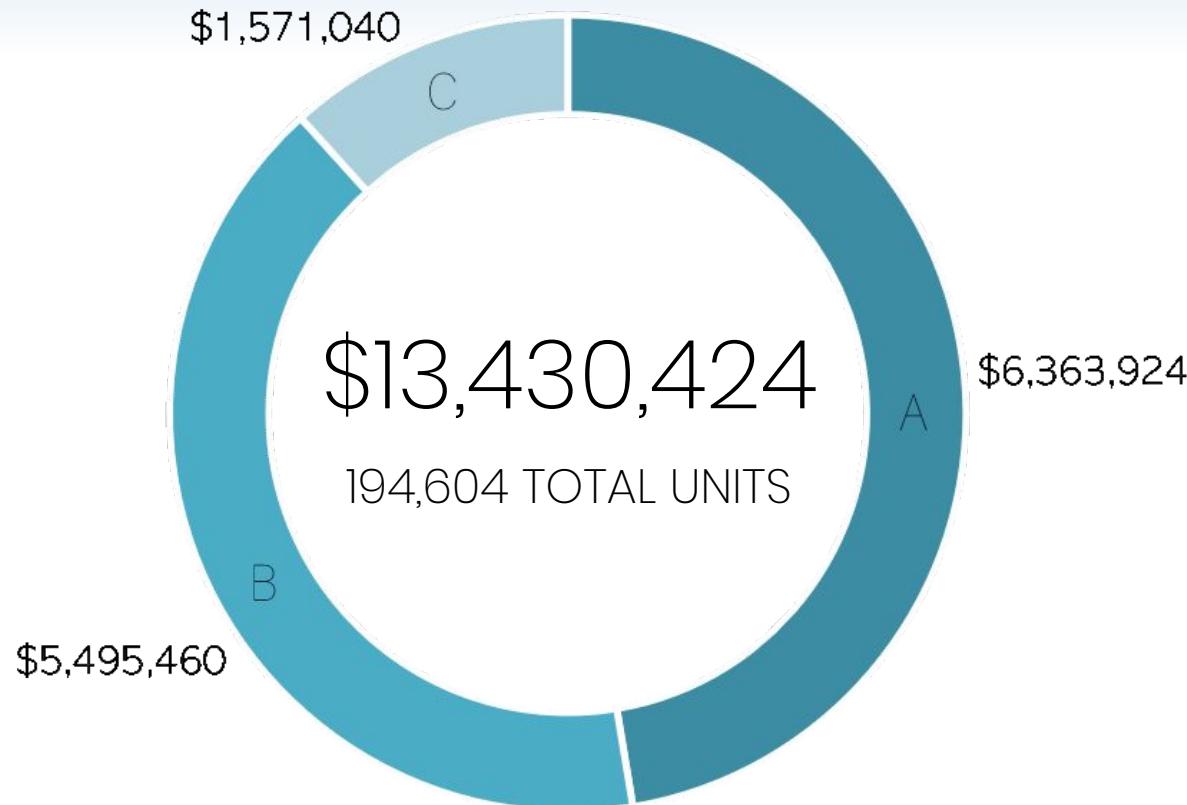
Production in Slovenia and Italy

Same quality as new nylon

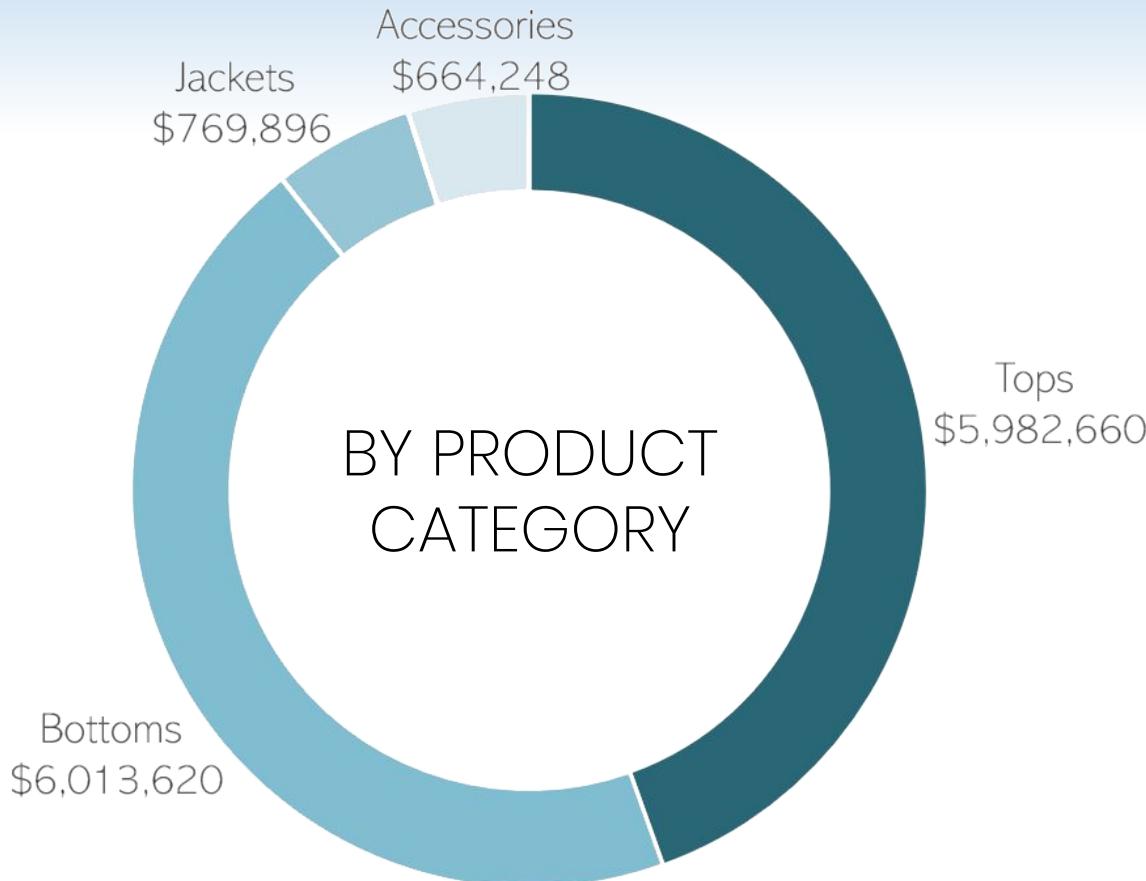


100% ECONYL outer

# SALES OPPORTUNITY



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# PRICING STRATEGY

\$160.00

Average retail by product category

\$140.00

\$120.00

\$100.00

\$80.00

\$60.00

\$40.00

\$20.00

\$0.00

\$148.00

\$78.06

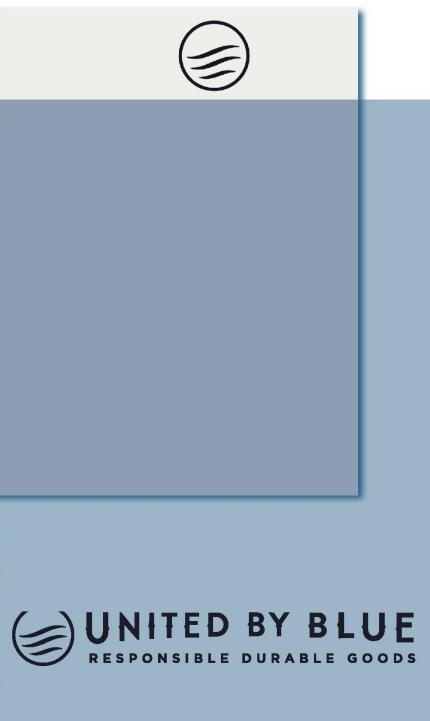
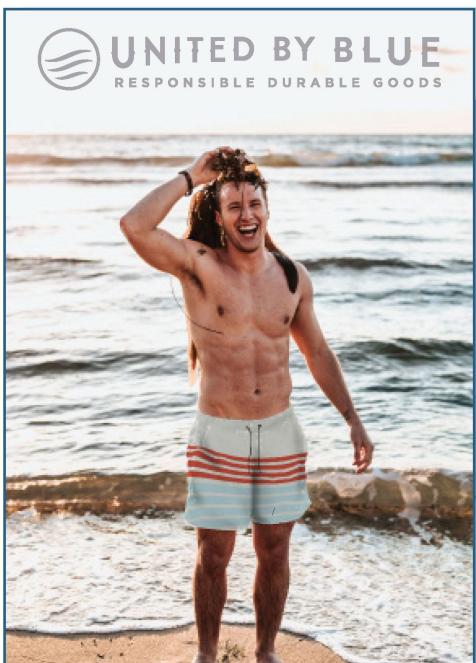
\$60.75

\$41.22

1

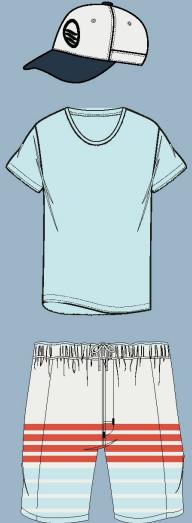
■ Shirts ■ Bottoms ■ Jackets ■ Accessories

# MARKETING



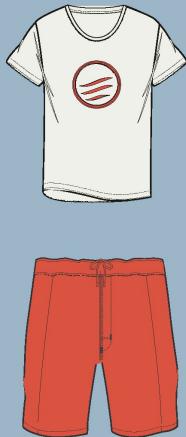
# LOOK BOOK

## Beyond The Reef



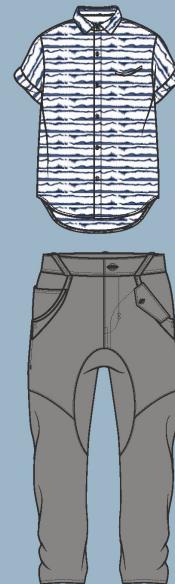
- Hat  
#007-03-14  
Shell White/ Deep Navy  
\$28
- Tee  
#001-01-1  
Seamfoam  
S, M, L, XL  
\$48
- Swim Trunks  
#002-02-9  
Heatwave Stripe  
S, M, L, XL  
\$74

## Beyond The Sunset



- Tee  
#001-01-1  
Shell White Logo  
S, M, L, XL  
\$48
- Swim Trunks  
#002-02-9  
Heatwave  
S, M, L, XL  
\$74

## Beyond The Riptide



- Short Sleeve Buttondown  
#001-02-5  
Wave Graphic  
S, M, L, XL  
\$72
- Utility Pant  
#002-02-10  
Slate Grey  
S, M, L, XL  
\$98

## Beyond The Sea



- Henley  
#001-01-3  
Shell White  
S, M, L, XL  
\$56
- Anorak  
#003-02-12  
Moss Green  
S, M, L, XL  
\$148
- Straight Leg Pant  
#002-02-11  
Sand  
S, M, L, XL  
\$88

# STORE LAYOUT



# SUMMARY

Total sales opportunity: \$13.4M

New sustainable fabric - ECONYL

Trends for European customer

Versatile styles



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# WORKS CITED

- Harman, Jessica. "Outdoor Retailer S/S 20." WGSN, 29 June 2019, [www.wgsn.com/content/board\\_viewer/#/84109/page/13](http://www.wgsn.com/content/board_viewer/#/84109/page/13).
- Kotsiak, Yvonne. "Active Colour Trend Concepts S/S 21." WGSN, 25 Apr. 2019, [www.wgsn.com/content/board\\_viewer/#/83389/page/14](http://www.wgsn.com/content/board_viewer/#/83389/page/14).
- Paget, Nick. "Key Items S/S 19: Men's Apparel." WGSN, 5 July 2017, [www.wgsn.com/content/board\\_viewer/#/73459/page/5](http://www.wgsn.com/content/board_viewer/#/73459/page/5).

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