



Footwear Intern Project

Abby | Kayla | Arinjay | Samantha | Heather

What we will talk about...

Footwear Vision 2025

Buckets of Growth

- Enhancing Web Design
- Footwear Marketing Expansion
- Recycled Footwear Project

Footwear Vision 2025 Mission

**Reclaim Footwear dominance
by igniting “style relevancy + function”
and highlighting Boots and Active as
key areas of focus to leverage boot
credibility and outdoor heritage.**

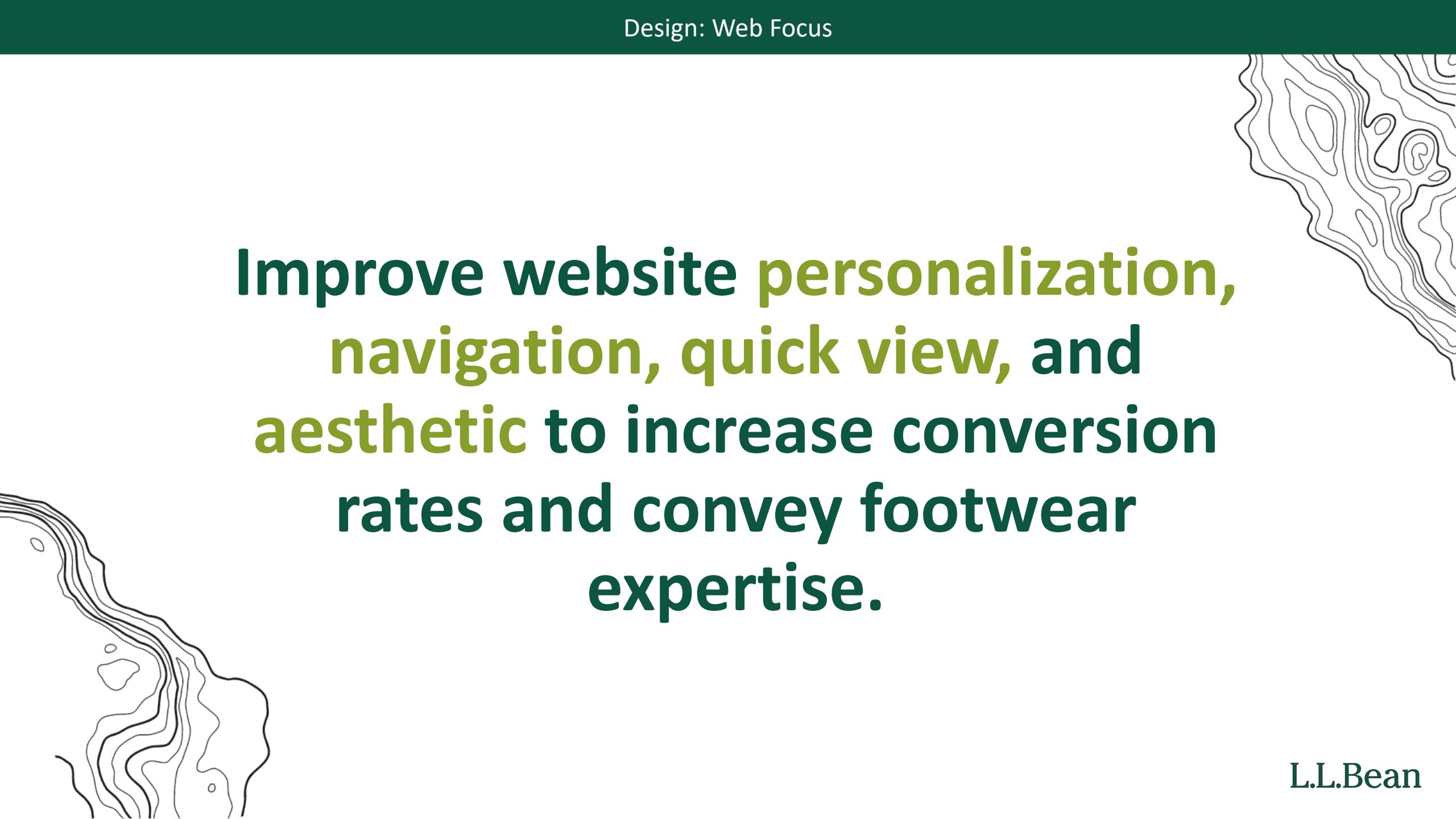
It's time to step into some new shoes.



A scenic landscape of a mountain range during sunset. In the foreground, a person is riding a mountain bike along a rocky, grassy ridge. The sunlight casts a warm, golden glow on the peaks, creating long shadows. Distant mountains are visible through a hazy sky.

Web Enhancement

- Product Listing Page
- Website Tiles
- Improved Features



**Improve website personalization,
navigation, quick view, and
aesthetic to increase conversion
rates and convey footwear
expertise.**

Our Women's Footwear Product Page

L.L.Bean logo with a small icon and the text "SAVING 20% today with code: W20". Below it, "L.L.Bean Footwear" and "SAVING \$200+ in Bean Bucks" are mentioned.

Search bar: "Search Women's Footwear".

Navigation menu: CLOTHING, OUTDOORWEAR, FOOTWEAR, OUTDOOR EQUIPMENT, SHOES & TRAVEL, HOME DECOR, SALE, OUTDOOR EXPERIENCES, EXPLORE LL BEAN.

Filter by: Department (Clothing, Footwear, Outdoor Equipment, Shoes), Category (Camping & Hiking, Cycling, Fishing, Hunting, Merits, Outdoor Accessories, Water Sports, Winter Sports, Women's), Size Range.

Product count: 288 items.

Thumbnail view of women's footwear including: Adult Superfeet Blue HD-Padded Slippers, Women's Superfeet TrailMaster Comfort Slippers, Adult Superfeet Green-Top Stock Moccasin Slippers, Women's Back Cove Stretch Slip-Ons, Red Duck, and a pair of brown boots.

L.L.Bean logo with a small icon and the text "SAVING 20% today with code: W20". Below it, "L.L.Bean Footwear" and "SAVING \$200+ in Bean Bucks" are mentioned.

Navigation menu: CLOTHING, OUTDOORWEAR, FOOTWEAR, OUTDOOR EQUIPMENT, SHOES & TRAVEL, HOME DECOR, SALE, OUTDOOR EXPERIENCES, EXPLORE LL BEAN.

Shop by category: Women's (271) including: Dressers & Shoes (40), Boots (83), Dresses (20), Sandals & Water Shoes (20), Boots (40), Accessories (15).

Sort by: Recommended.

Section: New & Featured.

Thumbnail view of women's footwear including: Women's Original Maine Flip Flops, Women's Deployment Suede Moccasin, Women's Gingham-Clog Sandal, Women's Barn Inlet Shoe, Women's Rugged Hiker Shoe, Women's Back Cove Stretch Slip-Ons, Women's Beach Summer Sneaker, Women's Water-Cloud Moccasin, and a couple of people walking outdoors.

Text: "TRUE FIT" and "FINDING YOUR FIT IS A WALK IN THE PARK".

What Our Competitors Are Doing

[Home](#) > [Footwear](#)

Women's Shoes (24 results)

Boots (10)
Hiking (6)
Sneakers (14)
Trail Running (3)
Water & Boot (1)
PG Fishing Gear (3)
Sandals (1)
Slippers (1)

Footwear Width
Size
Color
Benefit
Price

Under \$50 (\$0)
\$50 - \$99.99 (\$0)
\$100 - \$149.99 (\$0)
Over \$150 (\$0)

Sort By: Relevance

- Women's Newton Ridge™ Plus Waterproof Amped Hiking Boot
\$129.95 \$119.95 ★★★★☆ (75)
- Women's Trailblazer™ Waterproof Shoe
\$109.95 ★★★★☆ (75)
- Women's L.PFG Tarsier™ Shoe
\$75.95 ★★★★☆ (75)
- Women's PFG Gait Water™ Lace Shoe
\$65.95 ★★★★☆ (75)
- Women's Fierce™ 65 Low Outdry™ Shoe
\$139.95 ★★★★☆ (75)
- Women's Vibe™ Outdry™ Shoe
\$129.95 ★★★★☆ (75)
- Women's Redmond™ 16 Mid Waterproof Shoe
\$119.95 ★★★★☆ (75)
- Women's Fierce™ 15 GritFlex Shoe
\$119.95 ★★★★☆ (75)

Columbia

[Home](#) > [Shoes](#)

Women's Shoes

View All Shoes (257 Results)

Show By: Featured

Shoe Style
Width
Footwear Size (Women's)

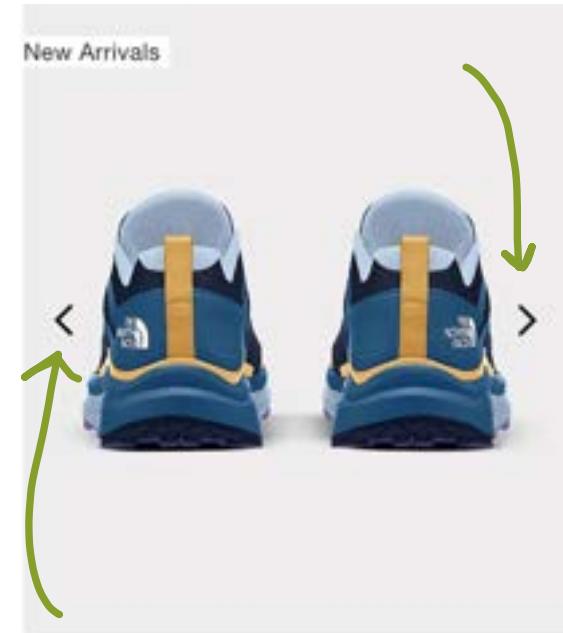
Sort By: Relevance

- Chuck Taylor All Star Lugged 2.0
\$65.00
- Chuck Taylor All Star Lugged 2.0 Platform
\$65.00
- Chuck Taylor All Star Overlaid Panel
\$65.00
- Chuck Taylor All Star LTR Platform Embroidery
\$65.00
- Chuck Taylor All Star Move Platform Western Embroidery
\$65.00
- Run Star Hike Platform Women's Embroidery
\$75.00
- Chuck 70 Canvas
\$99.95 - \$105.00

Platforms Shop

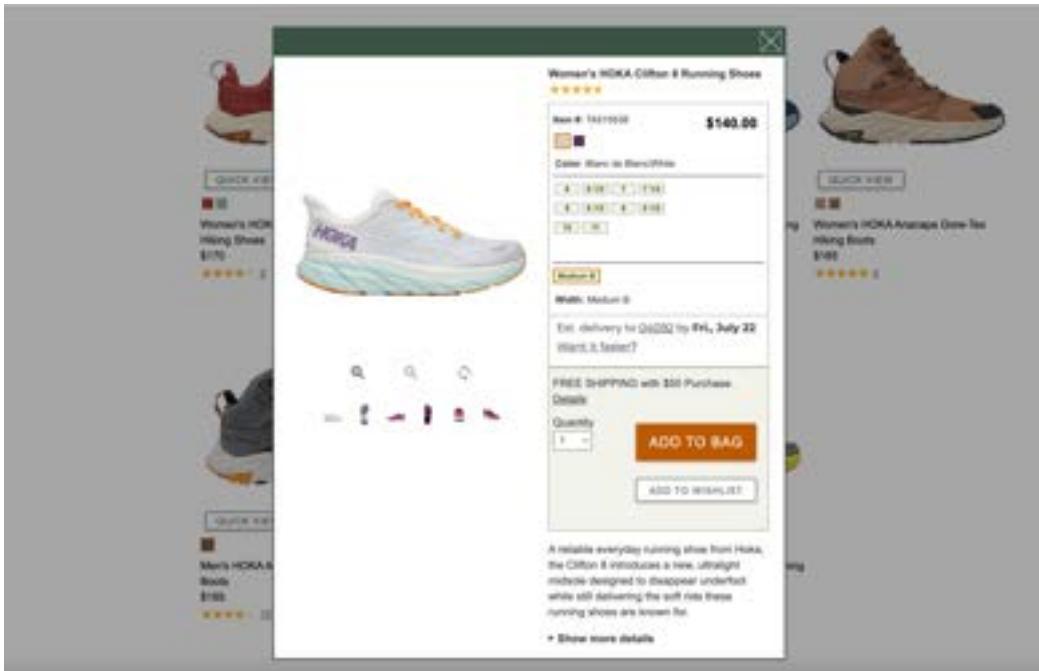
Converse

Features that Personalize the Online Experience

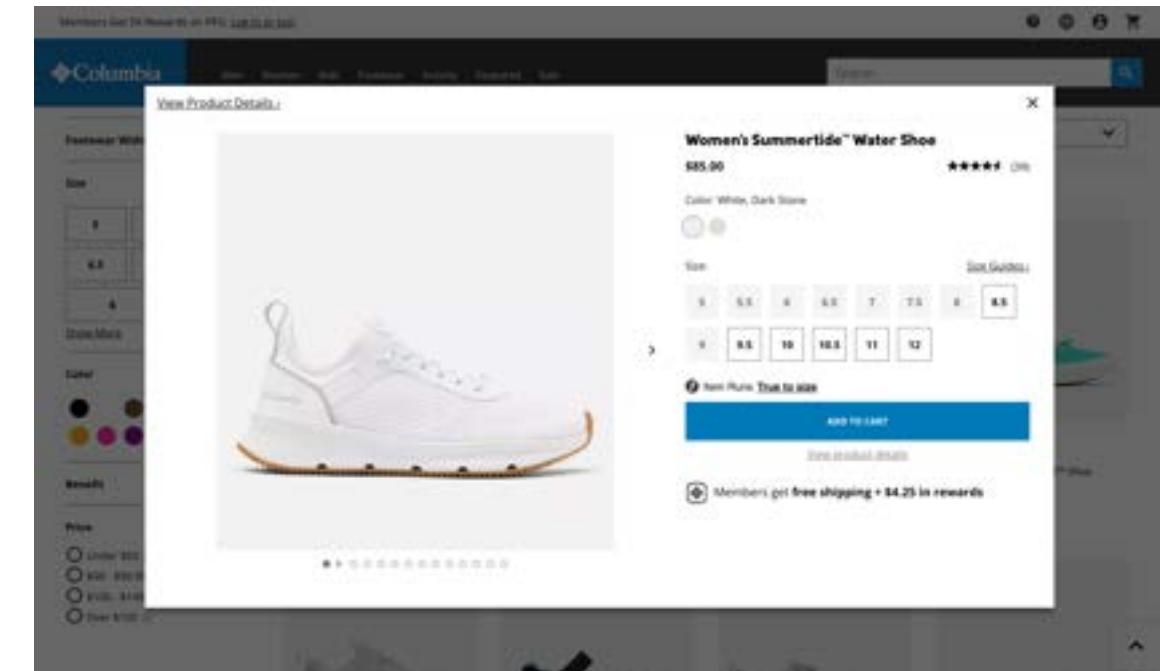


Quick View

L.L.Bean



Columbia

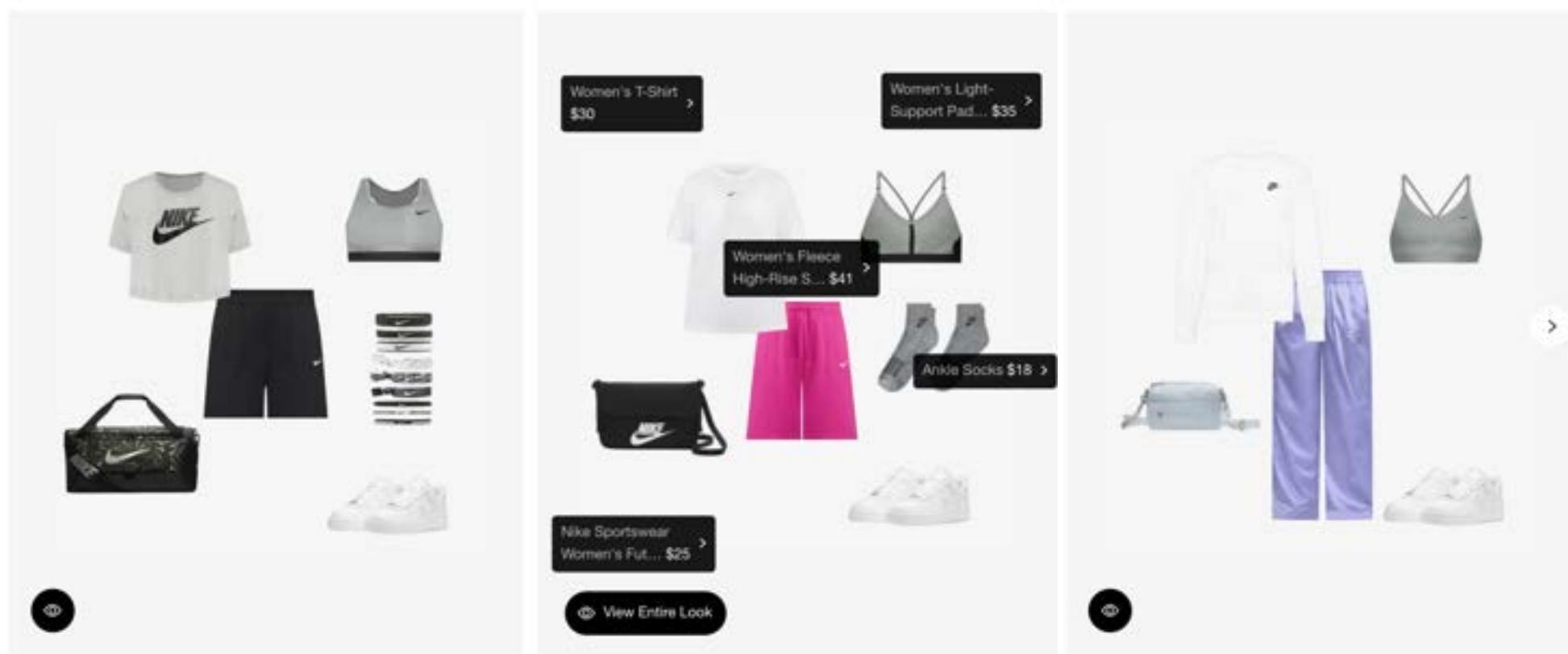




**“75% of online shoppers rely
on a product photo to make a
decision”**

(Pendrajas, 2021)

Complete the Look ...



Helps customers visualize their style potential

L.L.Bean Example

Existing Design



Mockup



Mockup



Photography & Video



Photography Proposal

- Add existing on-site, on-model photography to our website
- Create consistent visual language with model photography throughout all marketing deliverables (email, catalog, retail, and website)
- **Goal:** curate an identifiable visual identity that is representative of L.L.Bean & its values—making online shopping as welcoming as retail



Existing Design

[QUICK VIEW](#)

Men's Comfort Mocs
\$74

1391

[QUICK VIEW](#)

Men's Trail Model 4 Waterproof Hiking
Shoes
\$109

970

[QUICK VIEW](#)

Women's Børn Inlet Shoes
\$90

62



T TRUE FIT®

FINDING YOUR FIT IS A
WALK IN THE PARK

All the comfort, just the right size – our
size and fit guide makes it easy to find.

Design: Web Focus

Proposal Mockup

Customer Service | Stores | Gift Cards | Business Gifts & Apparel | L.L.Bean® Mastercard® | Log In

L.L.Bean

What can we help you find? SEARCH SHOPPING BAG (0) Wish List

CLOTHING OUTERWEAR FOOTWEAR OUTDOOR EQUIPMENT BAGS & TRAVEL HOME GOODS SALE OUTDOOR EXPERIENCES EXPLORE L.L.BEAN

< Back to Results L.L.Bean / Footwear / Women's / Boots / Hiking Boots & Shoes / Item # TAW12639

Women's Mountain Classic Waterproof Hiking Boots

★★★★★ 113 Reviews | Write a Review



\$139.00

 Save 15% Purchase price is **\$118.05** upon approval of the L.L.Bean Mastercard. [Learn More](#)

Color:  

Shoe Size:
 [Find my size](#) | [Size Chart](#)

Width: Medium B

Quantity:

FREE SHIPPING with \$50 Purchase. [Details](#)

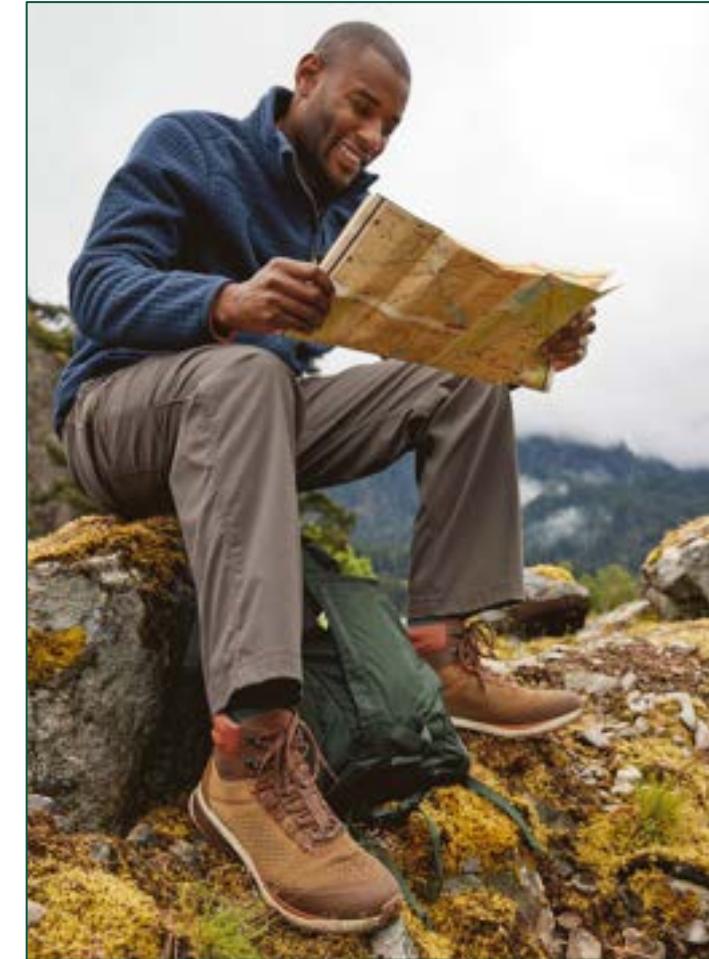
ADD TO BAG 

 Est. delivery to 06092 by **Wed., July 20**
Want it faster?

 Reserve at a store: Select options (ex: size or color)

Videography Proposal

- Capture videos of footwear in environments alongside on-site shoots
- Redesign video player on website + access to how-to videos
- **Goal:** Diversify visual communication media, while allowing product videos to be accessible to viewers on PDPs + PLPs



Design: Web Focus

Competitor's Design



Member get free shipping + \$4.00 in rewards

Details Style P1527621

FIND YOUR FUZE
Take to the streets in this light and breathable multi-surface shoe featuring nonstop comfort and style.

TRACK IN THE CITY
With responsive cushioning and traction that handles just about any terrain, there's nothing stopping you.

- A combination of mesh and textile upper delivering comfort and functionality for all-day wear.
- Tear-off lightweight midsole for long-lasting comfort, superior cushioning, and high-energy return.
- ZealotGrip™ non-marking traction rubber.
- Weight: 10.5 oz (300g) (size 9.5) pair.
- Imported

Fabric: +

Size & Fit: +

Shipping & Returns: -

Technologies



Techlite™

RESPONSIVE CUSHIONING.

Superior cushioning for impact absorption and high energy return.

COLUMBIA1938 Posts Follow

columbia1938



1,640 likes

columbia1938 Find your Escape.
It's closer than you think.

Design: Web Focus

Existing Design

Men's Bean Boots, 8"

★★★★★ 1044 Reviews | Write a Review



CLOTHING OUTERWEAR FOOTWEAR OUTDOOR EQUIPMENT BAGS & TRAVEL HOME GOODS SALE EXPLORE LL.BEAN

L.L.Bean / Footwear / Men's Boots

Men's Bean Boots, 8"

★★★★★ 1044 Reviews | Write a Review

Available in Maine since 1912
\$26.65 upon approval
Learn More

Size Chart

NOTE: Bean Boots have a unique fit; you may need to size up or down.

Find My Size

Width: Medium D

Narrow B Medium D Wide E

Quantity: 1

FREE SHIPPING with \$50 Purchase. Details

ADD TO BAG

Estimated delivery to 04092 by Wed, July 30.
Want it faster?

Reserve at a store. Select options (ex: size or color)

Proposal Mockup

L.L.Bean

Customer Service | Stores | Gift Cards | Business Cards & Account | L.L.Bean® MasterCard® | Log In |

What can we help you find? SEARCH

CLOTHING OUTERWEAR FOOTWEAR OUTDOOR EQUIPMENT BAGS & TRAVEL HOME GOODS SALE OUTDOOR EXPERIENCES EXPLORE LL.BEAN SHOPPING BAG (0) Wish List

L.L.Bean / Footwear / Men's J Boots / Item # TA775052.

Men's Bean Boots, 8"

★★★★★ 1044 Reviews | Write a Review

The Original L.L.Bean Boot, made in Maine since 1912

\$149.00

Save 15% Purchase price is \$126.65 upon approval of the L.L.Bean Mastercard. [Learn More](#)

Color:

Shoe Size:

[Size Chart](#)

NOTE: Bean Boots have a unique fit; you may need to size up or down.
[Find My Size](#)

Width: Medium D

Quantity:

FREE SHIPPING with \$50 Purchase. [Details](#)

ADD TO BAG

Est. delivery to 04092 by Wed, July 20.
Want it faster?

Reserve at a store. Select options (ex: size or color)

Enhancing Video Content



Get Outside Guide

FUN IDEAS, EASY HOW-TOS AND INSPIRING STORIES TO HELP GET YOU OUTSIDE.

HOW TO: BREAK DOWN A TENT
L.L.Bean
[How to Break Down a Tent](#)

HOW TO: BREAK IN YOUR NEW HIKING BOOTS
L.L.Bean
[How to Break In Your Hiking Boots](#)

HOW TO: CLEAN YOUR HAMMOCK
L.L.Bean
[How to Clean Your Hammock](#)

HOW TO: STORE YOUR SLEEPING BAG
L.L.Bean
[How to Store Your Sleeping Bag](#)



How to Break In Your Hiking Boots

Dear Customer, L.L. Bean says, "If your feet are freezing, you're happy!" Learn how to break in your new hiking boots in three easy steps to ensure yours have comfy, broken-in feet for the trail.

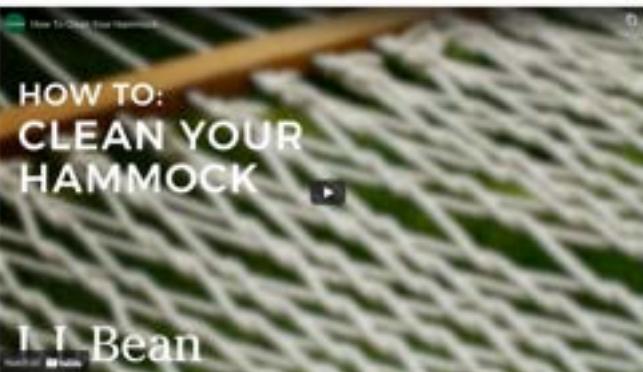
By [Sarah March | 1 min read](#)



How to Clean Your Hammock

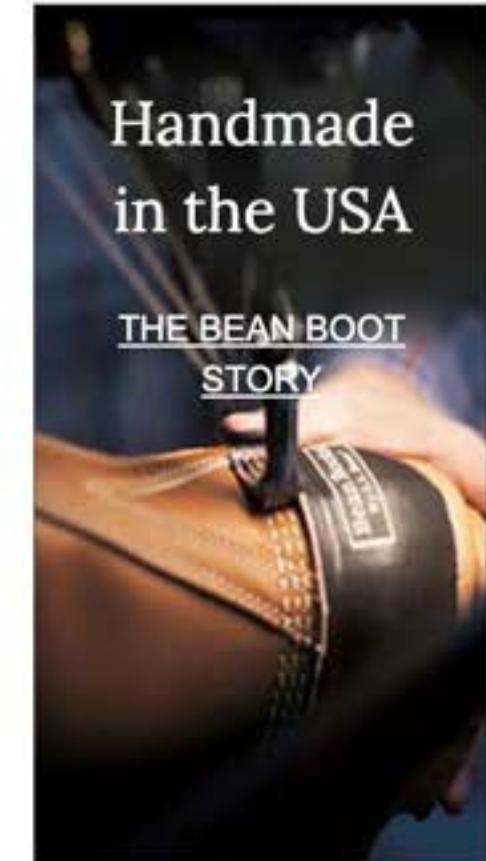
Keep your camping and backpacking hammock fresh and ready for more outdoor fun with our all-natural guide.

By [Sarah March | Camping](#)



HOW TO: CLEAN YOUR HAMMOCK

L.L.Bean



Handmade
in the USA
**THE BEAN BOOT
STORY**

A photograph of three children (two boys and one girl) jumping joyfully on a dirt path in a sunlit, rural setting. The girl in the center is wearing a straw hat and has her arms raised in the air. A hat is flying through the air above her. The boy on the left is wearing a blue hat and the boy on the right is wearing a backpack. The background shows trees and a bright sky.

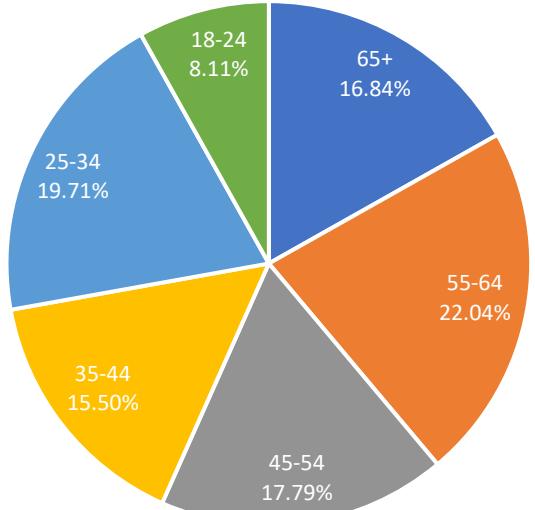
Footwear Marketing Expansion

- Millennial representation
- Regional expansion

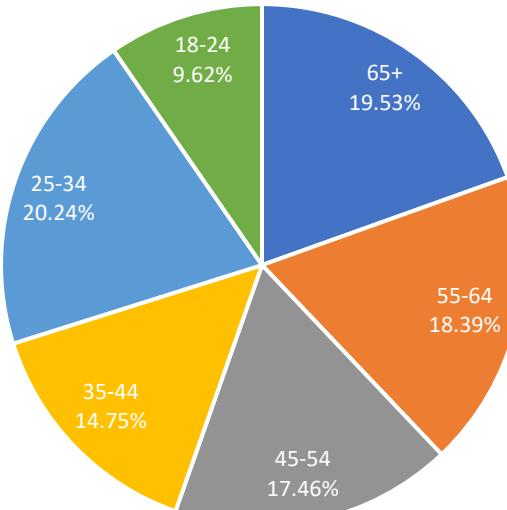
**Drive new buyer footwear growth
through millennial representation
in marketing.**

Current Market Demographic

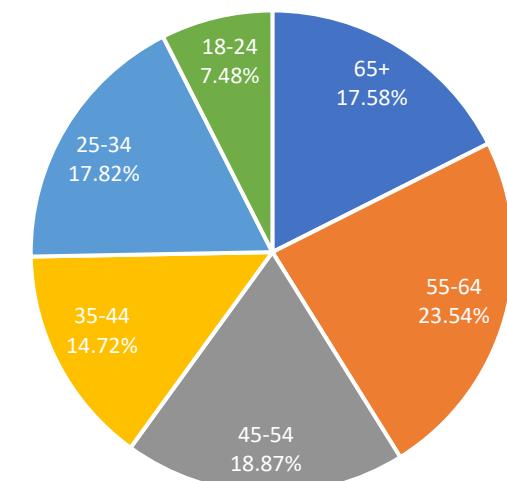
Who wants to buy L.L.Bean products?
Sessions that visited a PDP



Who wants to buy footwear for men?
Sessions that visited a Men's Footwear PDP



Who wants to buy footwear for women?
Sessions that visited a Women's Footwear PDP



■ 65+ ■ 55-64 ■ 45-54 ■ 35-44 ■ 25-34 ■ 18-24

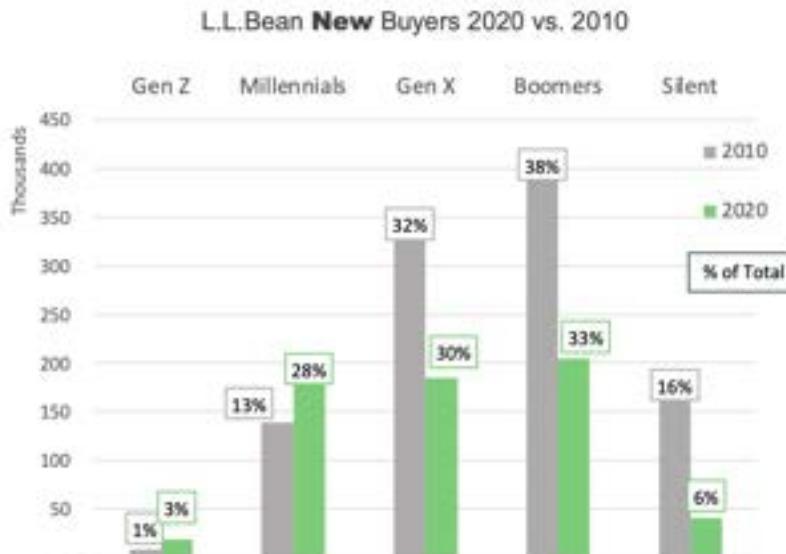
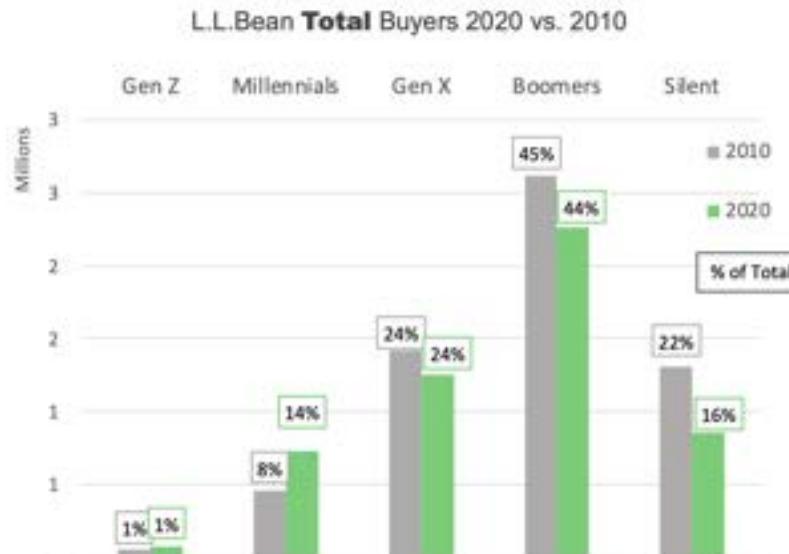
■ 65+ ■ 55-64 ■ 45-54 ■ 35-44 ■ 25-34 ■ 18-24

■ 65+ ■ 55-64 ■ 45-54 ■ 35-44 ■ 25-34 ■ 18-24

Generational Shifts

GENERATIONAL SHIFTS: L.L.BEAN

Among L.L.Bean Buyers, Millennials have nearly doubled their proportion of buyers in the past decade. Millennials are nearly the largest tranche of new buyers currently and will be the largest by 2025.



Our Footwear Is Relevant to Young People

The collage includes:

- A screenshot of a news article from **CLOUTIER** titled "The Bean Boot Is Officially Back". It features a photo of a person wearing blue jeans and brown Bean boots.
- A screenshot of a **COLLEGE FASHION** article titled "HUNTER BOOTS VS. BEAN BOOTS". It compares Hunter and Bean boots, showing a pink grid background with two boot images and the word "VS".
- A screenshot of a **#llbean** Instagram post with 606,129 posts. It shows a pair of Bean boots in a snowy setting.
- A screenshot of a **#beanboots** Instagram post with 69,396 posts. It shows a pair of Bean boots in a snowy setting.
- A photo of a brown van covered in Bean boots parked on a grassy field.
- A screenshot of a **L.L. Bean** website page featuring Bean boots in a snowy setting.

Millennial Representation Will...

Drive a **new buyer** demographic



Strengthen **consideration** for
Active Outdoor Footwear



Enforce **credibility**



Capture Attention & Highlight Footwear

The screenshot shows the L.L.Bean Instagram profile. The bio reads: "L.L.Bean Outdoor Equipment Store. The official Instagram for L.L.Bean. Inspiring photos and stories to help you make the most of every moment outside. #BeanOutsider Click to SHOP like2b.uyllbean Freeport, Maine". Below the bio are sections for "Following", "Message", and "Contact". At the bottom, there's a "Backyard Combo" grid and a "BOOTMOBILE'S 10TH BIRTHDAY" section featuring a photo of a person in a boat.



L.L.Bean

"Get ready to _____ with me!"



L.L.Bean

"The perfect shoe for..."



Hiking Mt. Katahdin
to catch the sunrise



A toboggan race
on a snow day



A wet walk to class



A few thousand feet of
elevation on the weekend

A wide-angle photograph of a mountainous region. In the foreground, a large, dark green evergreen tree is heavily laden with white, frosty, or snow-laden branches. Behind it, a steep mountain slope covered in a dense forest of similar trees descends into a valley. The valley floor is obscured by a thick layer of fog or low-hanging clouds. In the far distance, more mountain peaks are visible, some with patches of snow. The sky is a clear, pale blue.

Regional Expansion

**Use targeted footwear campaigns
to expand customer consideration,
loyalty, and reach into the
Midwest.**

Our Current Consumer Base



Top Selling States	Lowest Selling States
Massachusetts	Alaska
New York	Wyoming
Maine	South Dakota
Pennsylvania	North Dakota
Connecticut	Hawaii

On average only 1.35% of the population from each state bought footwear from L.L.Bean in FY 2021

L.L.Bean

Footwear Marketing Expansion

What category PDPs had more visitors?
What category of footwear has more attention?



What category sold more?
What category of footwear is more popular?



Even with 30 states selling more units of Men's footwear, there were more sales for Women's footwear in the country.

L.L.Bean

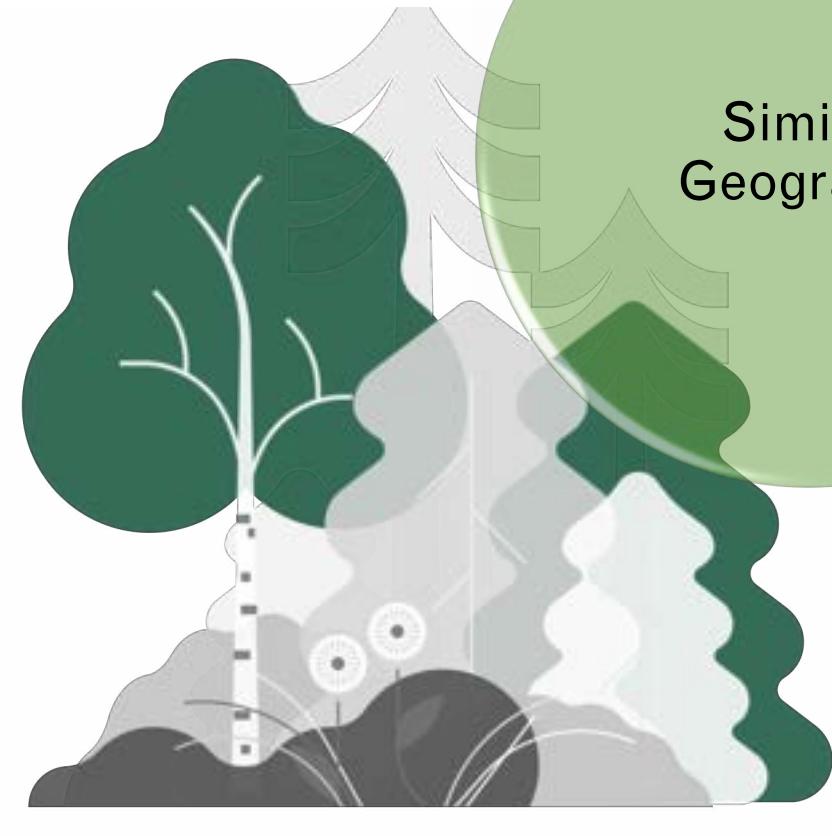
We Are a Global Company.

“We sell products that invite people outside, because we want everyone to feel the magic that happens when you open the door to fresh air, open sky and unimaginable joy.”

Solution



Why the Midwest?



Similar
Geography

Comparable
Demographics

Overlap in
Consumer
Mindset

Sample Targeted Content



Rivoli Brothers

1818

Welcome home, recruit.

You don't know me yet, I'm Steve, the goofball in red shirt in the front middle of that photo above. If the community you just joined is called "The Nerd Fitness Rebellion,"

It's a ragtag group of underdogs, misfits, and anomalies in training.

Welcome home,

I started Nerd Fitness in 2009 as a simple blog to help busy people like you get no-nonsense fitness information and a fun community to lean on when things get tough.

Regional Emails & Promotional Offerings

L.L.Bean



Recycled Footwear Project

Sustainability | Cost Conscious

The Need...

The global apparel and footwear sector produces more greenhouse gas emissions than the shipping and aviation sectors combined.

Less than **1%** of material used to produce clothing is recycled into new clothing

Fashion wear facts

People wear clothes for about $\frac{1}{2}$ as long as they did 15 years ago

Ecofriendly habits

300 million

shoes a year are thrown away and some soles can take 1,000 years to decompose in a landfill.

The secondhand market projected to nearly double the size of fast fashion by 2029

Deloitte

1 in 2 people are throwing away their unwanted clothes straight into the trash, that is 64% of the 32B garments produced/year end the landfill

Ecofriendly habits



To combat these trends eco-conscious consumers are increasingly buying from sustainable fashion brands.

(Thrift Stores/second-hand)

The Sustainable Consumer Mindset



In fact,

82%

of consumers say that sustainability is more top of mind now than it was before COVID-19

Think with Google

In the last 12 months

40%

of consumers have bought second-hand or refurbished goods

In the last 12 months, consumers have embraced circularity.

53%

have repaired an item, rather than replace it.

Deloitte

+80% increase in google searches containing “secondhand stores”

Think with Google

3A

78% of consumers said

that the big businesses have a role to play in helping to fight climate change

Think with Google



What's out there already?





Wornwear

How it works:

- Buy A Patagonia Jacket (Make Memories)
- Trade in OR Sell with Worn Wear Project
 - You receive credit toward your next purchase
- Someone else buys it (Online & In-store)

Other:

Repair Kits

Repair Stories

Recrafted Collection (Clothes made from other clothes)

Seconds Collection (Items arrived in warehouse lower than standard)

Northface Renewed

How it works:

- Repaired, Washed and Inspected
- No-trade in option for credit.

Other:

Refurbished gear guide

Renewed: Like New (No visible blemishes)

Renewed: Reconditioned (Small visible blemishes w/ repairs; 60% off)

Remade Collection: Uses their own products in creative ways

L.L.Bean

We Think
Sustainably.

Recycled Footwear Project

We exist to inspire and enable people to experience the **restorative** power of being outside.



The Restore Project

**Extending the life of your gear to
extend the life of our planet ... so that
everyone can enjoy the restorative
power of the outdoors, for generations
to come.**

How It works:

1. Customer buys a product (from L.L. Bean's website or Used from The Restore Project's website)

2. Customer wears the product

3. Customer trades in product after use and receives credit toward future purchases

Product is repaired and re-sold (categorized based on its condition)

No Visible blemishes / Does not meet manufacture standards

Some visible blemishes

Irreparable & we can help dispose of properly

Criteria for accepting products needs to be created.

Product is converted into useful materials for other products

4. New customer buys from The Restore Project & extends the life of the product

Our Product Life Cycle w/ The Restore Project



Positive Outcomes:

- A sustainability program increases credibility as an outdoor company.
3D

Customers want transparency from brands and for L.L. Bean to take this initiative on we need to be considerate about our sustainable targets, reporting honestly, and how we market our sustainability works. Being transparent will result in greater credibility.

- Consideration as an outdoor brand is strengthened because of our purposeful work.
3C

- Consideration for employees and customers will increase because of our strong environmental commitments and practices.
- $\frac{3}{4}$ millennials indicated they consider a company's social and environmental commitments in deciding where to work, 2/3 of millennials would NOT accept a job somewhere without a strong sustainability program.
- They prefer to spend money on brands that preach pro-social messages and apply sustainable manufacturing practices and exercise ethical business standards.

Positive Outcomes:

- Quality is not compromised but strengthened. 3E
 - For many outdoor enthusiasts, a brand's commitment to sustainability is just as important as the quality of their equipment.
 - There is a trend toward clothes having a 2nd life or being used again. Gen Zers focus is on quality, value and thoughtful purchasing.

- Affordable and convenient products that help our customers have the option to live sustainably. 3F
 - Our role as an outdoor brand is to educate our consumers about the impact their purchase has.
 - With repurposed shoes & garments its more affordable for other customer segments to buy with us resulting in a growing customer base.
 - Having the online option makes buying sustainably easier
 - Posted content on our channels about how to live sustainably every day makes reaching our sustainable goals a reality for our customers

The 4 Ps



The Planet

By extending the active life of your jacket by just 9 months, you could reduce its carbon, water and waste footprints by 30%



The Purpose

Our values of being a sustainable company are strengthened as we care for people & the planet.



The People

We get to wear gear longer, save money, expand our customer base and share more adventures with our loved ones.



The Profit

Sustainability is beyond the money but can reap rewards. This is a great market opportunity to capitalize on as buyer behavior demands for more eco-friendly options.

"Recycled and durable, not wasteful and disposable. At the end of the day, that's the true heart of sustainability. Make amazing products that use less and give more, so we all can enjoy a better outdoors for generations to come."

- L.L. Bean

A photograph of a person standing on the roof of a colorful van parked on a grassy hillside. The van is decorated with various patterns and graphics. The person is looking out over a vast, hazy mountain range under a clear sky.

Thank You

#BeAnOutsider

Sources

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Sustainability & Credibility - [Does Corporate Sustainability Have A Credibility Problem? – Jonathan Salem Baskin](#)

Influencer Marketing - [Influencer Impact On Consumers Increasing – Facebook Has Less Power \(forbes.com\)](#)

Outdoor Brands & Sustainable Goals - [How Are Outdoor Brands Using Recycling to Meet Environmental Sustainability Goals? \(forbes.com\)](#)

Gen Z Shopping Traits - [Gen Z is leading an evolution in shopping that could kill brands as we know them \(businessinsider.com\)](#)

Gen Z shopping power - [Retail Is Courting Gen Z, Which Has a Spending Power of \\$143 Billion \(businessinsider.com\)](#)

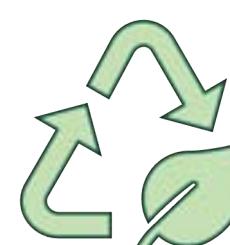
Trending Shoe Color Palette: [19 Shoe Color Palette ideas in 2022 | iColorpalette](#)

Millennial Statistics: [42 Millennials Statistics: 2020/2021 Data, Trends & Economic Impact | CompareCamp.com](#)



Appendix

#BeAnOutsider

Design Enhancements	Footwear Marketing Expansion	The Restore Project
<ul style="list-style-type: none">Stay up-to date with improved and modernized features on our website that enhance customer experience in footwear.Remain competitive with other outdoor companies by implementing similar — but brand-specific — visual updates that highlight our quality and increase conversion rates. 	<ul style="list-style-type: none">Include Millennials in the OFE by leveraging ambassadors and social media campaigns — and by using representative visuals.Expand the scope of our marketing efforts to target areas outside of the Northeast through experiential and digital marketing strategies. 	<ul style="list-style-type: none">Implement a Recycling program for footwear, apparel, and gear to offset the harmful environmental effects caused by disposal.Have marketing that is authentic, transparent, and measurable to our sustainable goals and practices that also attracts a new customer base (millennials and Gen Z). 

Location of Info.

Buckets of Growth

- Enhancing Web Design
- Footwear Marketing Expansion
- Recycled Footwear Project

Enhancing Web Design



“32% of consumers reported being more likely to make online purchases if a brand’s retail website included real customers’ images with a product”

(PowerReviews, 2016)

Real Shoes for Real People

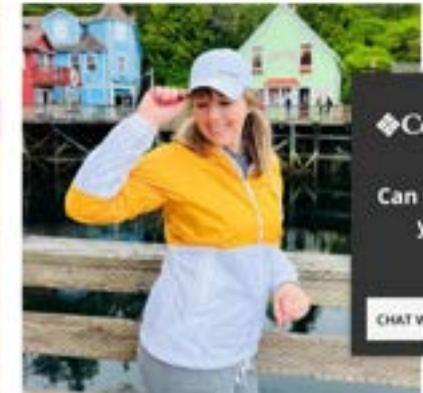


Nike

Inspired By You

See what fellow explorers are up to, shop the gear, and get outside.
Use #TestedTough and tag @columbia1938 for a chance to be featured.

+ Add Your Photo



Columbia

North Face

#NEVERSTOPEXPLORING

We love seeing our gear out in the wild. Share your photos with #neverstopexploring and tag [@thenorthface](#) to be featured here.

+ ADD YOUR PHOTO



+ BE THE FIRST TO UPLOAD
YOUR PHOTO!

L.L.Bean

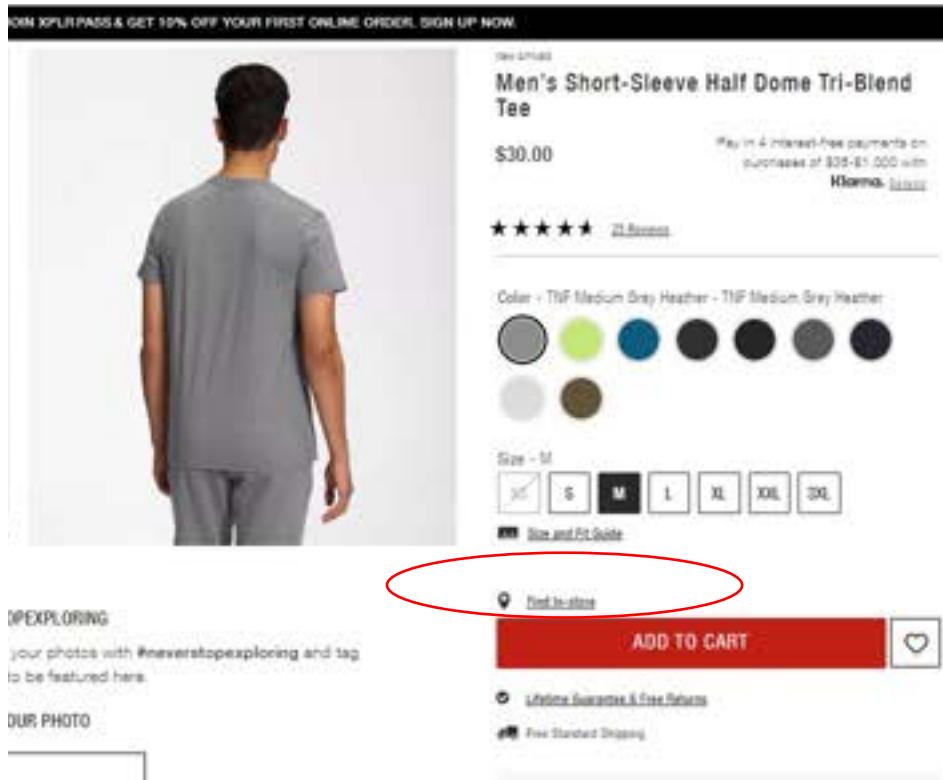
Real Shoes for Real People



If we are to expand our customer base to millennials and Gen-Zers we need to be authentic and transparent.
Already they are inclined to skepticism buying online.

Improved Store Locator

- Find the product in a store near you
- Set store locator option in product tiles



FIND IN A STORE
Please enter your "City, State" or "Zip Code" to find stores.

USE MY LOCATION Or **FIND STORE**

Only show stores with availability

STORE NAME	STOCK
THE NORTH FACE NORTHSIDE MALL Your Store Peabody, MA (1.64 miles)	In Stock
210 Andover Street Peabody, MA 01960 Get Directions (978) 531-2211	
STORE HOURS Monday: 10AM - 8PM Tuesday: 10AM - 8PM Wednesday: 10AM - 8PM Thursday: 10AM - 8PM Friday: 10AM - 8PM Saturday: 10AM - 9PM Sunday: 12PM - 6PM	MEN'S SHORT-SLEEVE HALF DOME TRI-BLEND TEE TNF Medium Gray Heather - TNF Medium Gray Heather Size: M
HOW TO GET IT AT THE STORE Select 'Pickup In Store' in checkout, confirm your pickup store and place your order. Come to the store after you receive a notification your order is ready for pickup.	
THE NORTH FACE BOSTON Boston, MA (14.03 miles)	Out of Stock
THE NORTH FACE SOUTH SHORE PLAZA Braintree, MA (21.82 miles)	Pickup In Store: 3-4 Days

YOUR STORE

YOUR STORE

L.L.Bean

Enhancing Color Identities

Neutral palettes are in and earth tones match our band identity



WOMEN'S TRAIL MODEL
WATERPROOF HIKING SHOES



iColorpalette

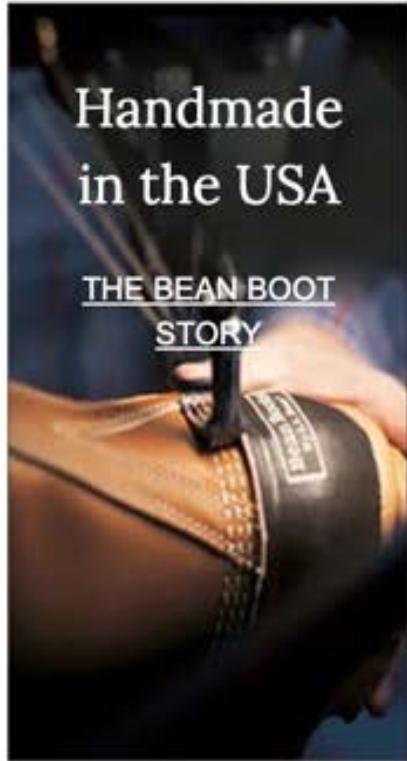
<https://icolorpalette.com/p/310057>



iColorpalette

<https://icolorpalette.com/p/215428>

Highlight the Bean Boot Story



We owe it all to the bean boot!

- Highlighting the bean boot lander page would help viewers learn more about the history and manufacturing process of our iconic bean boots
- The page is currently only accessible by a small callout on main footwear shopping pages
 - perhaps moving this page under 'Explore L.L.Bean' and 'Inside L.L.Bean'
- Expand this page by adding more history of the product and how it is the origin of our company
 - highlight the BTS process and its manufacturing in Maine (this is a strong selling point, as many people have national pride for products made in the USA)
 - also demonstrates our company's legacy, quality, and loyalty to its customers by sharing the long history of bean boots and L.L.Bean

Footwear Marketing Expansion

"In the past year, 72% say their **trust** in influencers has increased, while 66% say **purchase decisions** are often driven by influencers and 64% say that influencers even help them **discover new brands.**"

(Loeb, 2022)

Footwear Marketing Expansion



Why Ambassadors are Important

Drive new buyer growth & sales through shoppable posts & tagged products

Highlight our brand purpose

Demonstrate the accessibility & inclusivity of the outdoors

Increase credibility

L.L.Bean

The Recycled Footwear Project

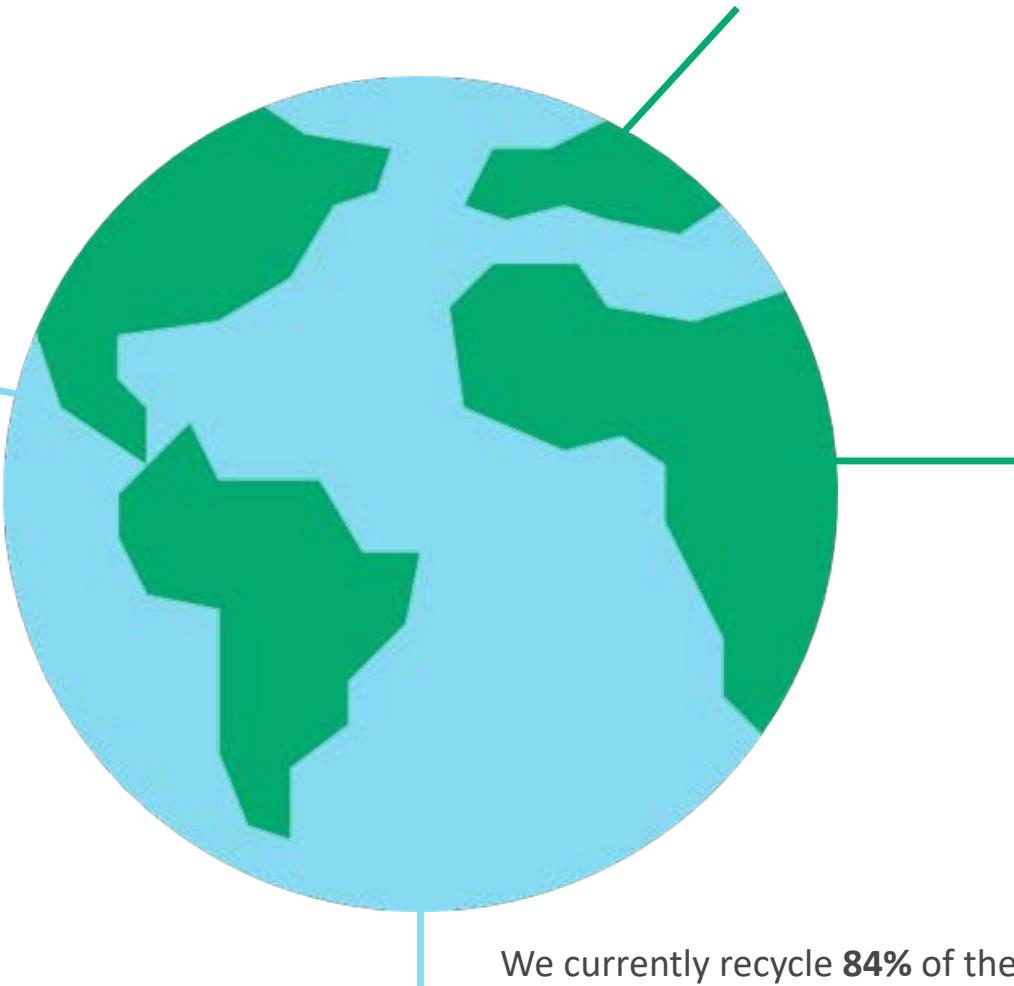
Who We Are:

Sustainable Partners:

We work together with the world's most trusted industry leading organizations to ensure the highest standards are used when making our products



In 2018 we made a commitment to sustainable design by increasing more **environmentally friendly fibers**.



“My great-grandfather L.L. was a conservationist, understanding the connection between the joy of the outdoors and the need to protect our precious resources. **Land access and preservation has always been one of L.L.Bean's core values.**”
– Shawn Gorman

We currently recycle **84%** of the waste in our Maine facilities and are continually looking for additional improvements.

Because of the outdoor industry and its customers' relationship with nature, there is an expectation on our brand to not only focus on improving the performance of our products but to also **work towards having the least impact on our planet.**

It is not going to be perfect, but our customers expect us to lead the way.

Consumer Insight On Sustainable Marketing

Tell Positive
Sustainability
Stories

Make Eco-
friendly Feel
Effortless

Reward
Progress Not
Perfection

“Sustainability is meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

United Nations Brundtland Commission

Social | Environmental | Economic

3A Consumer insight on Sustainability in Style

Overarching cultural trends will always impact what designers create and send down their runways each season. The same principle holds true for trends that are inevitably adopted by editors, models, and street style's elite. With sustainability at the top of everyone's minds, there's a ripple effect in place—many of the biggest trends of today are either sustainable, or an ode to sustainability. All-over brown feels grounded and earthy, pieces that look like they're from another epoch are here and now, minimalism means there's inherent longevity in each piece, and maximalism is taking form through trends like patchwork, where even pieces that aren't actually cut-and-sewn still give the experience of old meeting new.

VOGUE

Trends in
sustainability
function and
style

Deloitte

3B Sustainability is a driver for Boomers and Gen X with Forbes Volunteer Work

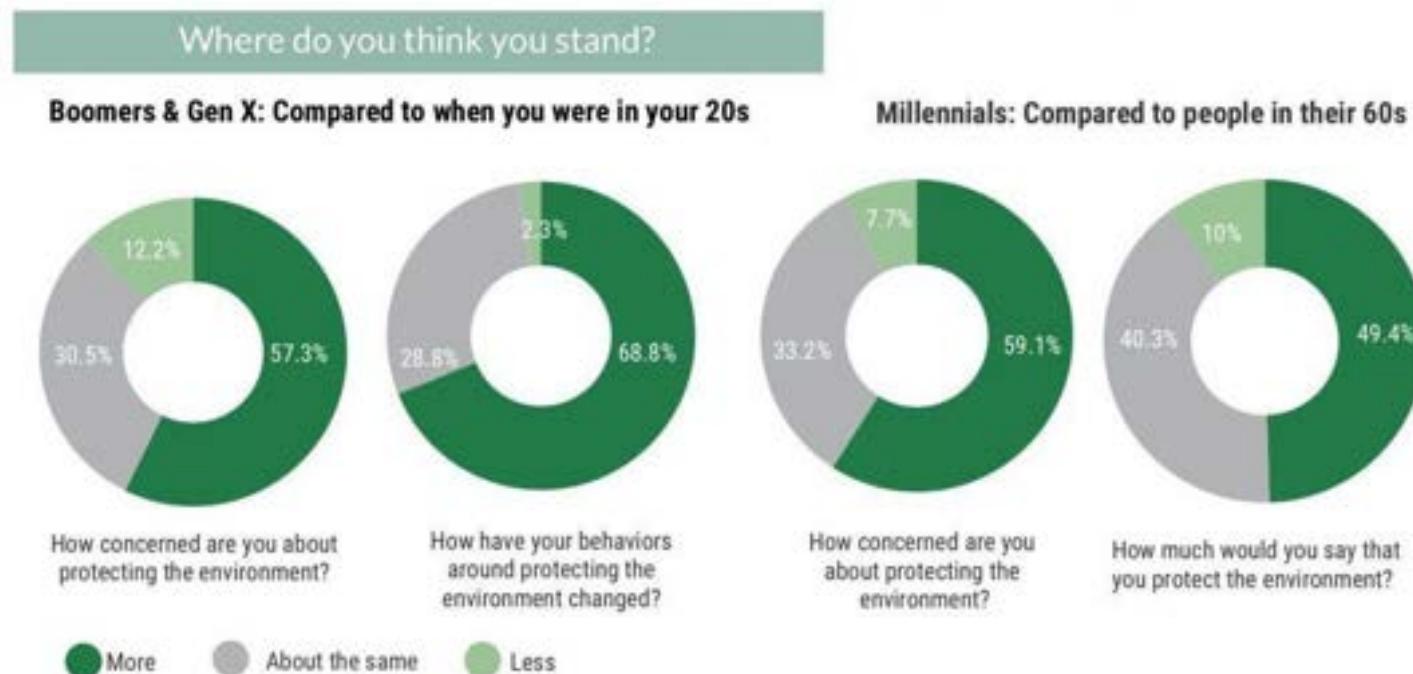
An MIT Survey: was conducted to understand the environmental protection attitudes across generations. Millennials (born between 1980 and 2000) were asked how they perceive their environmental attitudes and behaviors relate to older generations. And boomers and Gen Xers (the later born between 1965 – 79) to compare their attitudes and behaviors to their younger selves.

Findings: A majority of Millennials believed that they were more concerned than the older generations about protecting the environment. At the same time, though, a majority of adults who comprise those older generations (Boomers and Gen X) saw themselves as more environmentally minded than when they were in their twenties. Even if the wrap on Boomers and the environment has gone bad, the Boomers don't see themselves that way.

Perception is one thing and behavior is another.

3B Sustainability is a driver for Boomers and Gen X with Volunteer Work.

Forbes



Graphic of Boomers and Millennials attitudes on protecting the environment

"Studies show that merely believing in the importance of protecting the environment doesn't actually translate into pro-environmental activity – at any age"

People want sustainable products but only a small percentage are willing to pay more to buy sustainable products.

But, Gen X and Baby boomers perform a significant amount of volunteer work because they are retired and have more time on their hands, this is how they live sustainably.

3C Sustainability is a motivator to buy for Millennials and Gen Z



Gen Z and Millennials are becoming a more influential consumer group and employee demographic, the demand for sustainability is likely to increase.

More than older generations these 2 groups value 2 things the most: Meaningful work and products that align with their values.

1. Communicate about your sustainability programs to support employees' desire for meaningful work.
 - **Purpose is what attracts and keeps younger workers.** This is great for companies who are hoping to hire and retain the next generation of talent: millennials (largest generation in labor force in 2016) and they will make up 75 percent of the global labor force in 2025.
 - "being a good employer" is the #1 Corporate Social Responsibility issue they care about.
 - $\frac{3}{4}$ millennials indicated they consider a company's social and environmental commitments in deciding where to work, 2/3 of millennials would not accept a job somewhere without a strong sustainability program

3C Sustainability is a motivator to buy for Millennials and Gen Z



More than older generations these 2 groups value 2 things the most: Meaningful work and products that align with their values.

2. Take a position on social and environmental issues – make sure it is consistent with your actions

- LIM college study said, almost 90 percent of respondents agreed “**Millennials and Gen Z will help create more sustainably-produced products by convincing businesses and governments to alter existing practices.**” In other words, these consumers are creating demand for sustainable products, from clothing to home goods to car
- Moreover, Cone Communications [found](#) that Gen Z, which will account for 40 percent of all consumers globally by 2020, is the generation most likely to believe that companies should address urgent social and environmental issues: 94 percent of those surveyed said so (compared to 87 percent of millennials).

3D Sustainability = Credibility if you're not greenwashing, take a look at Coca Cola

Coca Cola reached less than half of its goal for using recycled plastics in its bottle by 2015 (announced in 1990) and missed various revisions of that target between then and now. The company has no announcements to use plant-based materials for a 1/3 of its bottle by 2020.

Many blame it on the company's preference for making donations and grand gestures, all while pocketing the cost savings from plastic prices going down. **They self inflicted their lack of sustainable credibility for three reasons:**

1. The targets were unreachable
2. Report honestly along the way
3. Don't brand sustainability

An open, honest, and ongoing conversation with stakeholders about realistic goals, the challenges in reaching them, and the centrality of any meaningful activity to business decisions that have real consequences for employees and investors would go a long way toward tipping that debate in the favor of businesses, at least with the stakeholders who are interested in the truth.

For more visit: [Does Corporate Sustainability Have A Credibility Problem? – Jonathan Salem Baskin](#)

For L.L. Bean to take this initiative on we need to be considerate about our targets, reporting honestly, and how we market our sustainability works. Look at how to market sustainability responsibly on slide 80.

3D Customers want transparency more than ever



To have a sustainable program means to be transparent about our practices which will result in greater credibility as an outdoor brand.

In fact, 86% of people say transparency from businesses is more important than ever before. Additionally, 81% of people believe businesses have a responsibility to be transparent when posting on social media, which is a higher standard than they set for family, friends or themselves.

Benefits of Transparency

- **Brand Loyalty:** 53% of people are likely to consider brands that are transparent and 94% of consumers say they are more likely to be loyal to a brand that offers transparency.
- **Increased Sales:** 73% of consumers say they are willing to pay more for a product that offers complete transparency and 33% say they would purchase more from brands whose CEO's are transparent.
- **Improved Team Morale:** employees who work for companies that practice internal and external transparency trust the company more and share that confidence with customers.
- **De-escalate Crises:** 85% of people say a business' history of being transparent makes them more likely to give them a second chance after a bad experience or major corporate mistake. 89% say a business can regain their trust if it admits to making a mistake and takes necessary steps to resolve it.
- **Customer Retention:** 86% of consumers say a lack of transparency with a brand is likely to drive their business to a competitor.

3E **Quality is not compromised, it's strengthened.**

It's a worth while investment.

We have fabrics and fibers we weave into our products that are durable from the get go. Being in nature is tough on the garment and the weakest points give way first.

When people give us our garments to repair and re-sell we make them stronger so they can keep doing what they do best outside. Now the weakest points that give away first are now stronger than before.

Quality of life for our customers is greater because now it's prolonged the life of their garments.

3F

Gen Z traits of shopping – Price is #1 motivator

BUSINESS
INSIDER

Traits of Gen Z Shopping:

- Generation Z's approach to brands is part of what sets it apart from previous generations.
- **When deciding where to shop, their primary motivator is price, according to a Business Insider survey of more than 1,800 Gen Zers.**
- Since they frequently document their life on social media, they feel a pressure to always have new clothes. That is fueling growth in unconventional forms of shopping, like rental and resale.
- Being unique — and balancing that with saving money — is a defining trait of this generation.

Gen Z does not want to pay full price for anything, they are thrifty above all, experts say.

"They are very fiscally pragmatic and practical with their money. They are looking for value," Jason Dorsey, a Gen Z consultant and researcher who delivered a TEDx Talk about this generation, told Business Insider.

Dorsey said that value can be achieved in two ways: by shopping for clothing from brands that already have low prices, or by buying more expensive things that last longer.

Tanner Frick, 21, majors in business at the University of Sioux Falls, in South Dakota. He's a self-described "brand freak" and says he shops at Nike, Lululemon, and Patagonia. "I trust them more," he said, referring to these brands and the warranties they offer and repair program.

For more visit: [Gen Z is leading an evolution in shopping that could kill brands as we know the \(businessinsider.com\)](https://www.businessinsider.com/gen-z-shopping-trends-2021-1)

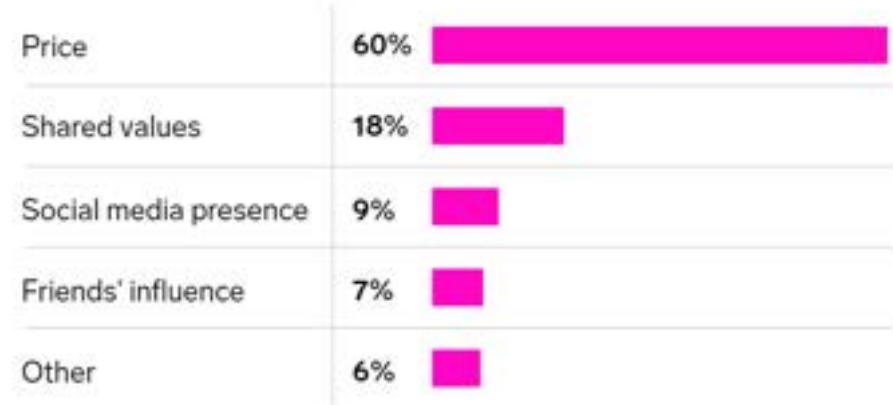
3F Gen Z traits of shopping – Price is #1 motivator

BUSINESS
INSIDER

Traits of Gen Z Shopping:

- Getting a Gen Zer to be loyal is difficult and brands need to work extra hard to earn their trust.
- Members of Gen Z largely been made skeptical by their ability to verify almost anything online. **For this, experts say that Gen Zers value transparency and authenticity in the brands that they shop from.**
- Aerie is a great example they banned photo retouching and have real women being who they are and Gen Zers are responding greatly.
- “Gen Zers want to support and participate with brands that believe in and reflect them” - 17 year old
- Brands do not define their identities, **“its not the brand leading the consumer; it is the consumer using the brand or the product in whatever ways they want to express themselves** and influencers are driving this.
- Traditionally, a brand image was determined by the company and how it chose to market it. Now, brand image is increasingly about how it is perceived and marketed by the influencer who wears it.
- There is a trend toward clothes having a 2nd life or being used again. Gen Zers focus is on quality, value and thoughtful purchasing.
- Gen Zers want to dress uniquely and thrift to build their own identities and story

How Gen Z picks which brands they buy from



Source: Business Insider

Surveyed by 2,000 Gen Z

"They want to flip their wardrobe, but they want to do that without doing damage to the environment"

3G Consumer Insight on Sustainability

1. Tell Positive Sustainability Stories:

- People are looking for ways to update their daily routine.
- Behavior science tells us that when we feel positive about our actions, we are motivated to continue to act.
- Every day actions makes sustainability more manageable and easier to achieve, raising morale.
- Using an angle of positivity in our messaging focuses on what audiences care about. Other co-benefits of sustainability are: family health, convenience, and affordability are great to focus on.
- For brands it's important to show consumers how they can solve everyday problems with sustainability, and how their bigger sustainability goals can be broken down into smaller steps.
- Focus on the solutions our brand is building and how the future could look. Be sure to emphasize the meaningful changes our brand has made and take action in **authentic, transparent, and measurable ways**.

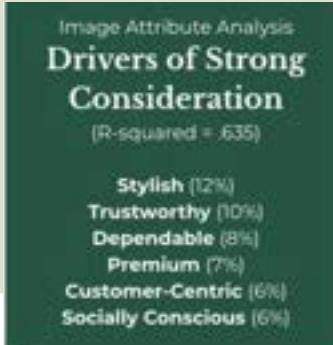
2. Make Eco-friendly Feel Effortless

- When it comes to eco-conscious shopping, **people don't want to trade quality, convenience, or affordability for sustainability**
- Capturing attention and gaining considerations means showing how sustainability addresses the more pressing, personal needs on people's minds when they shop.
- **List sustainability benefits alongside other product benefits so that they become a cohesive part of the brand experience.**
- People don't expect brands to become perfect stewards overnight **but want to learn about what we're doing to improve sustainability now.**
- Messaging should position sustainability as the default not a separate choice, removing unnecessary friction and integrating sustainability across the entire portfolio Ex: instead of creating a new product line, integrate sustainability into a star product.

3. Reward Progress NOT perfectionism

- **Consumers say they are motivated by sustainable experiences that tangibly show them how they are helping the environment. Show the impact they can have when they buy our product.** It is an investment in a brand.
- It's a barrier to live sustainably by connecting one's own actions to society's. Brands that connect their business with household's can see that choosing our brand might actually make a difference.
- To help customers understand that their purchase decisions matter, **brands need to communicate their near-term goals** and impact – not just long-term.
- Marketers can explain how sustainability efforts are impacting the brand's entire portfolio not just parts of it.
- **Reinforce existing behaviors by showing the rewards** of how being a part of our brand contributes to sustainability efforts.

Regaining Relevance

Modernization	Identification	Aspiration
<p><u>How the brand fits my present-day style.</u></p> <ul style="list-style-type: none"> • Patch work is a popular style trend • Sustainability is top of mind • Old and new made together • Trends are: sustainability or an ode to sustainability. • Retro is in • Make things last longer 	<p><u>What the brand says about me.</u></p> <ul style="list-style-type: none"> • Having sustainable footwear & clothing aligns with consumer eco-friendly goals. • Sustainable messaging that shares stories creates strong brand association. • “I care about the environment and so do they” 	<p><u>Who I become with this brand.</u></p> <ul style="list-style-type: none"> • We become stewards for the natural environment. • Share progress not perfection, consumers themselves get caught up in this “ideal self” but meeting them where they are at is more powerful in helping me become my best self. • “I am making an active impact” 