

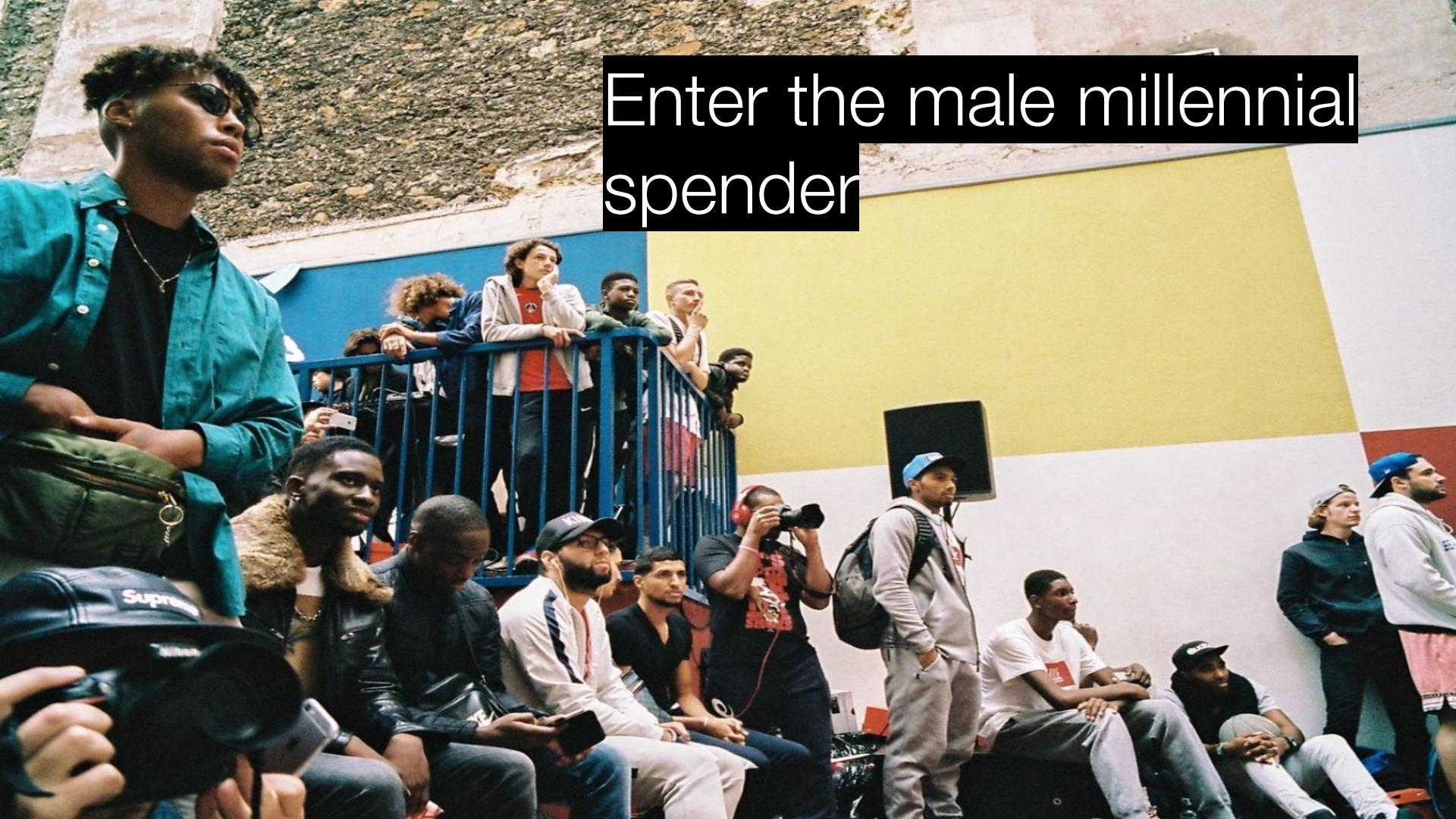


# Capstone

Sam Connelly  
General Assembly, DSI Immersive  
July 17, 2018

- Menswear
  - Streetwear
  - Social International economy
  - Luxury conglomerates
  - Creative Directors
  - Large Apparel Groups
- 
- 

# Machine Learning Prediction



Enter the male millennial spender

“Most of the creative decisions  
were made in the first 3 hours”

- Virgil Abloh





“9/10 consumers trust an influencer over standard marketing campaign”

- McKinsey retail group



Breakf



All Day  
LO  
Brea  
TE



# 11 Stores and a Billion Dollar Valuation



A wide-angle photograph of a bustling street in Hong Kong. In the foreground, several yellow delivery vans are parked, with their rear doors open as people load and unload various items, including boxes and flowers. Many individuals are seen carrying shopping bags, some with red and white plaid patterns. The street is marked with large, white, stylized Chinese characters. In the background, modern buildings, including a prominent one with a glass-enclosed walkway, rise against a hazy sky. A body of water and distant hills are visible through the haze.

“We always supply less  
than the demand”

- Guram Gvasalia



Where  
do I  
invest?

Gucci : + 50%

Kering: + 49%

Kering: + 27%

Balenciaga: >100%

Adidas Originals: + 45%



\$18,079

\$12,609

Gucci - Balenciaga - Yves Saint Laurent

# LVMH

\$49,935

\$18,122

Celine - Dior - Fendi - Givenchy  
Louis Vuitton - Marc Jacobs

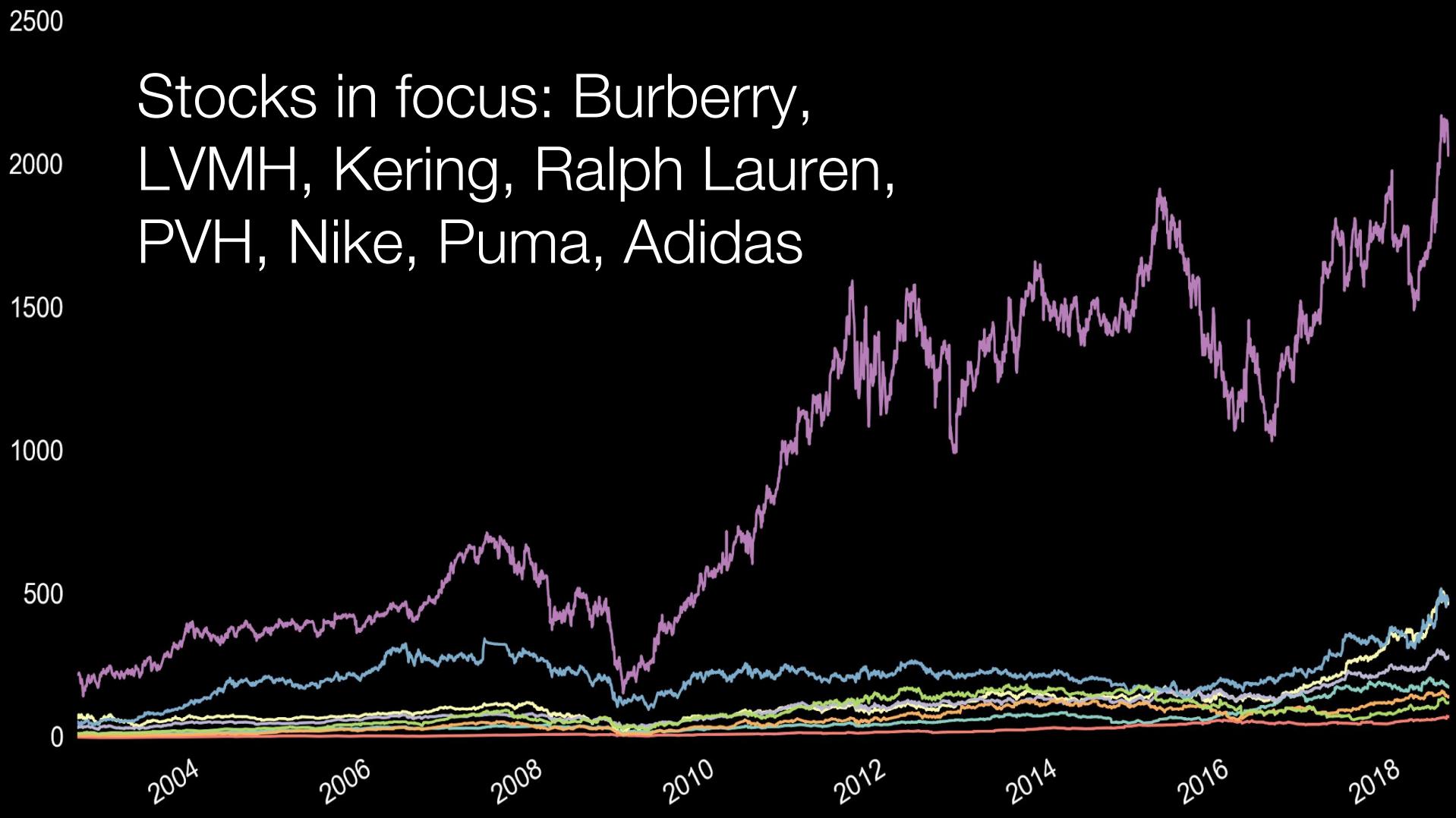
# PVH

\$8,900

\$7,387

Calvin Klein - Tommy Hilfiger

Stocks in focus: Burberry,  
LVMH, Kering, Ralph Lauren,  
PVH, Nike, Puma, Adidas



600

500

400

300

200

100

0

Feb 2016

May 2016

Aug 2016

Nov 2016

Feb 2017

May 2017

Aug 2017

Nov 2017

Feb 2018

May 2018

Median: 157.53% 

Range: 15.82% - 244.48% 



2500

2000

1500

1000

500

0

# Burberry

2004

2006

2008

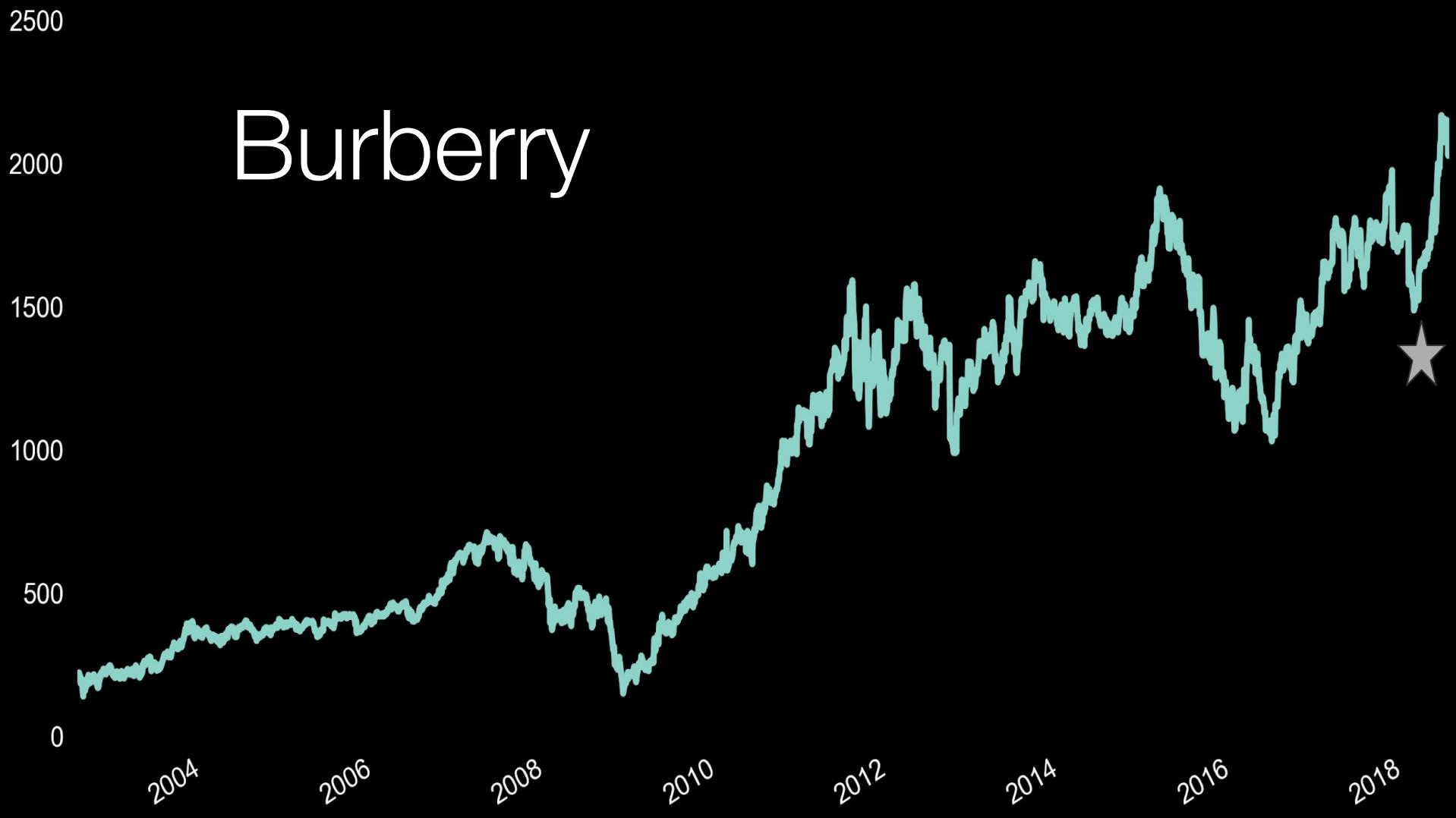
2010

2012

2014

2016

2018



2200

# Burberry: Ricardo Tisci Effect

2000

1800

1600

1400

Jan 2018

Feb 2018

Mar 2018

Apr 2018

May 2018

Jun 2018



350

300

250

200

150

100

50

0

# LVMH

2004

2006

2008

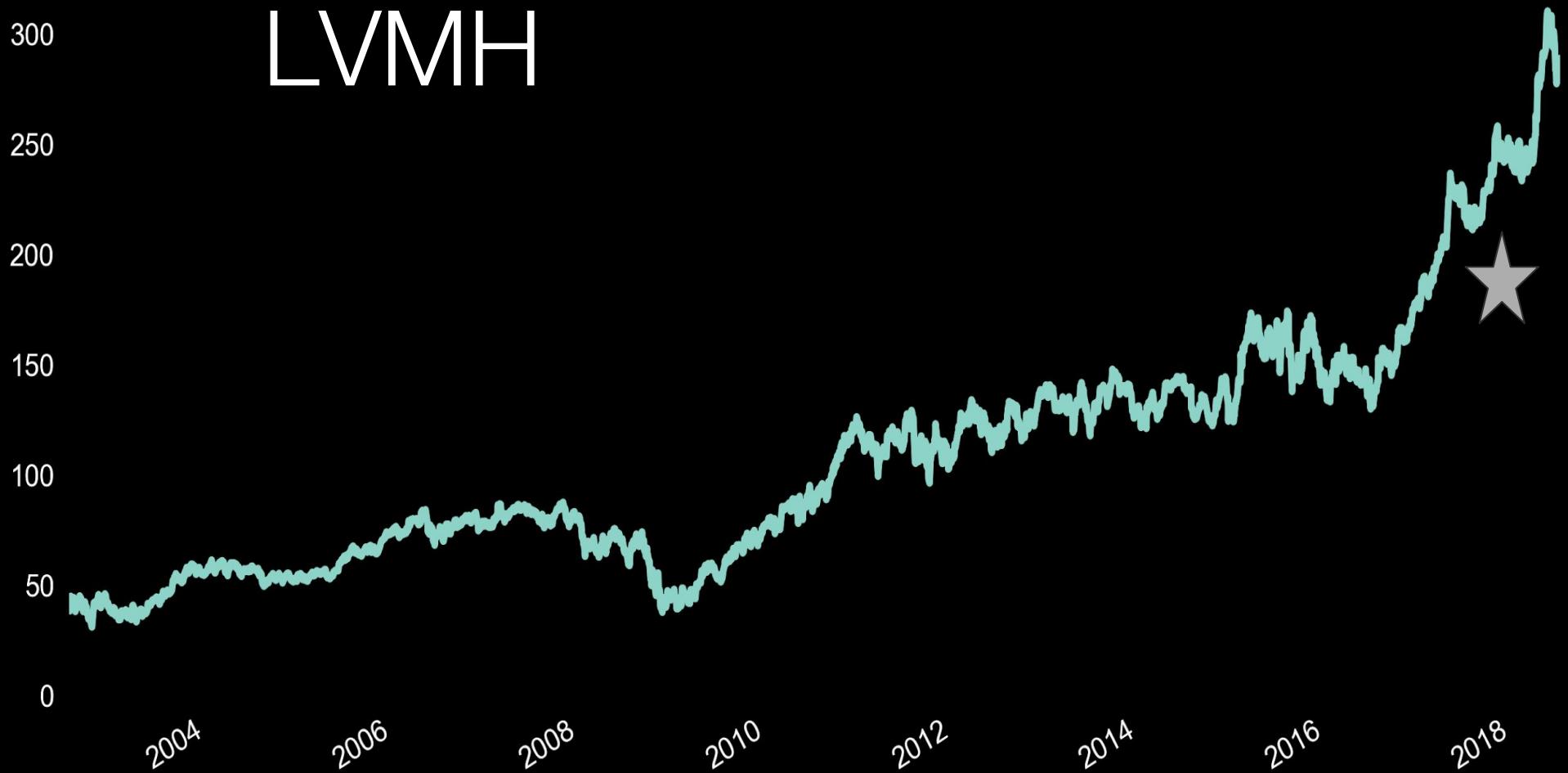
2010

2012

2014

2016

2018



350

300

250

200

150

100

Feb 2016

May 2016

Aug 2016

Nov 2016

Feb 2017

May 2017

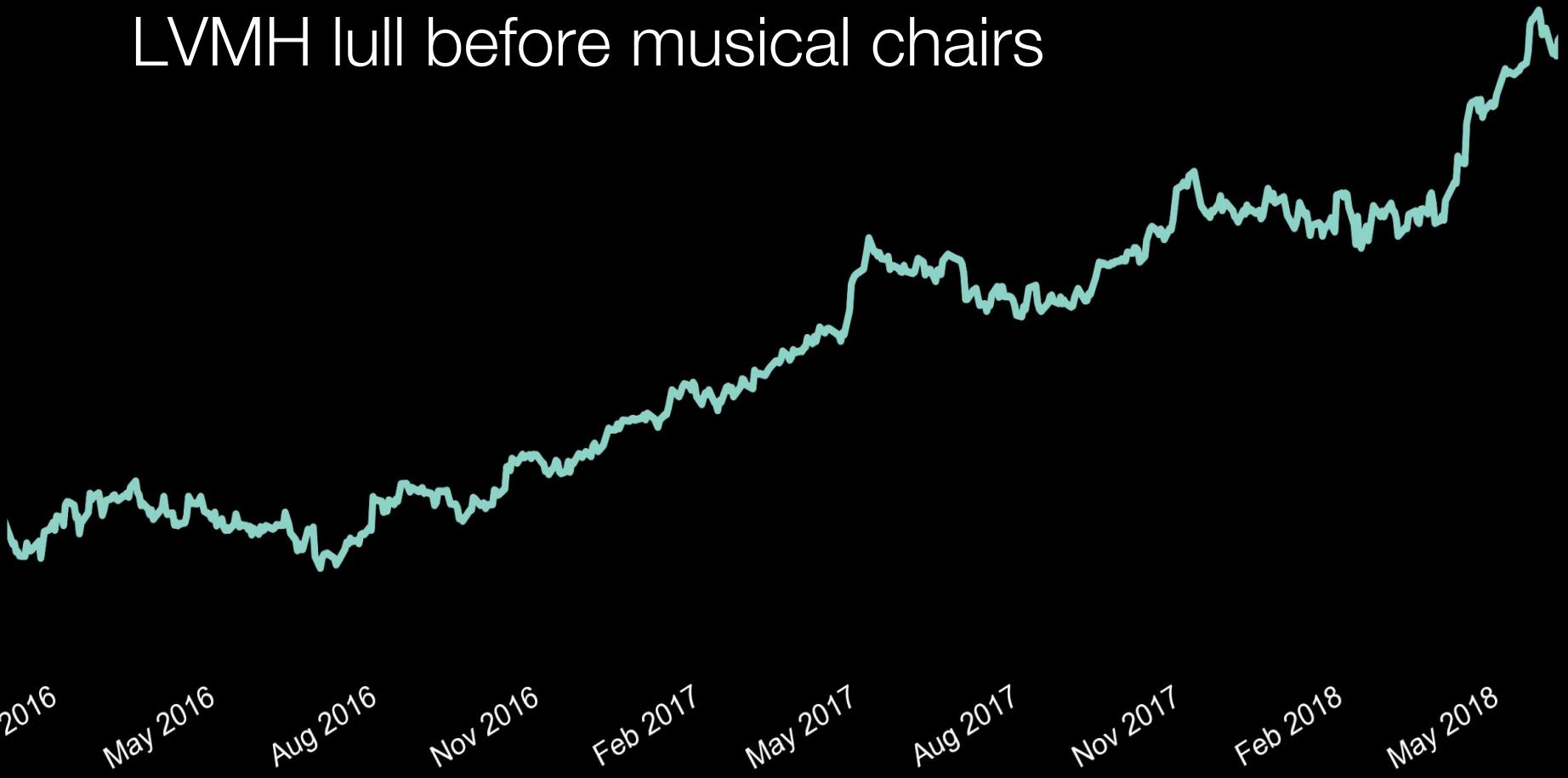
Aug 2017

Nov 2017

Feb 2018

May 2018

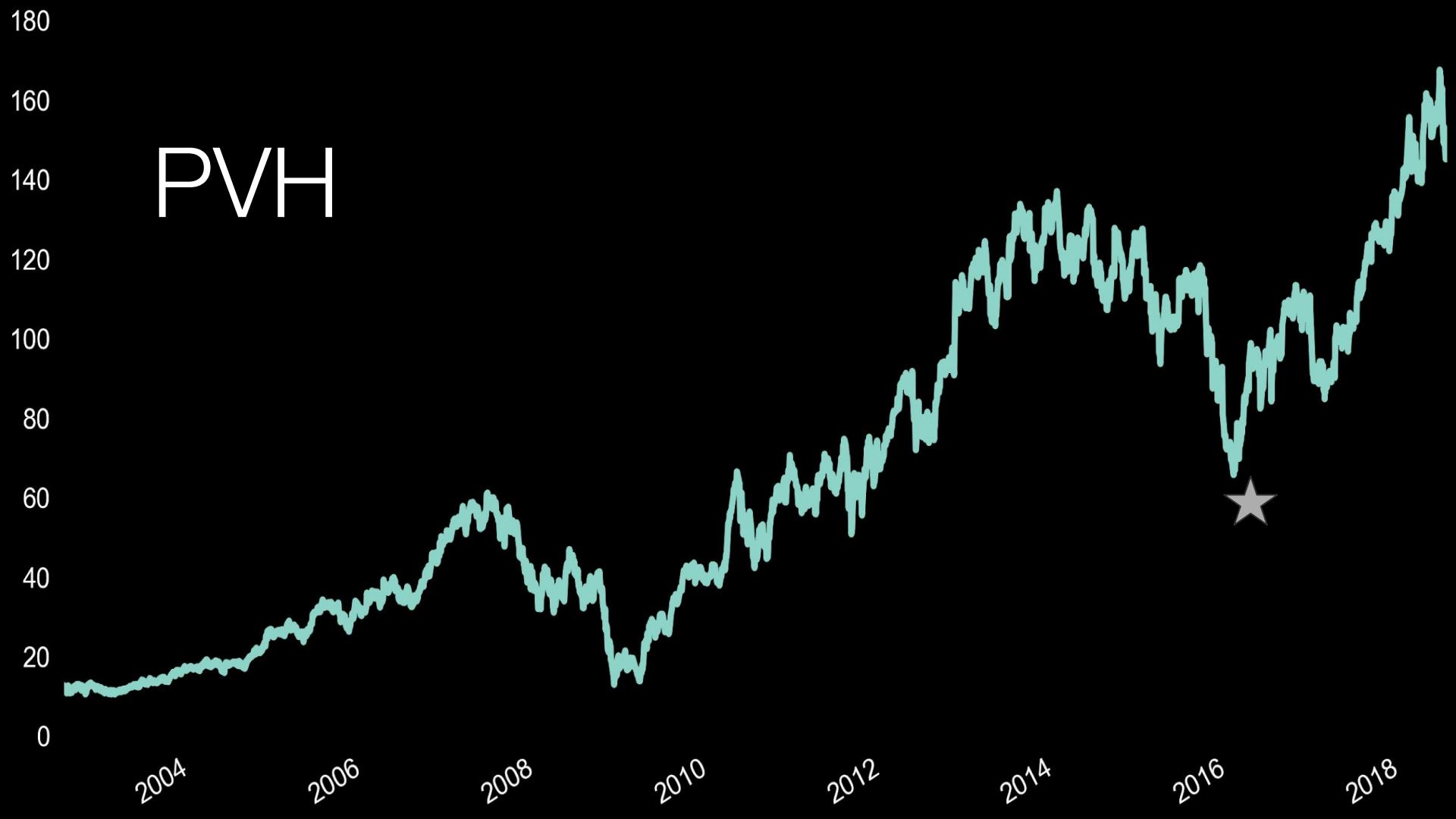
# LVMH lull before musical chairs



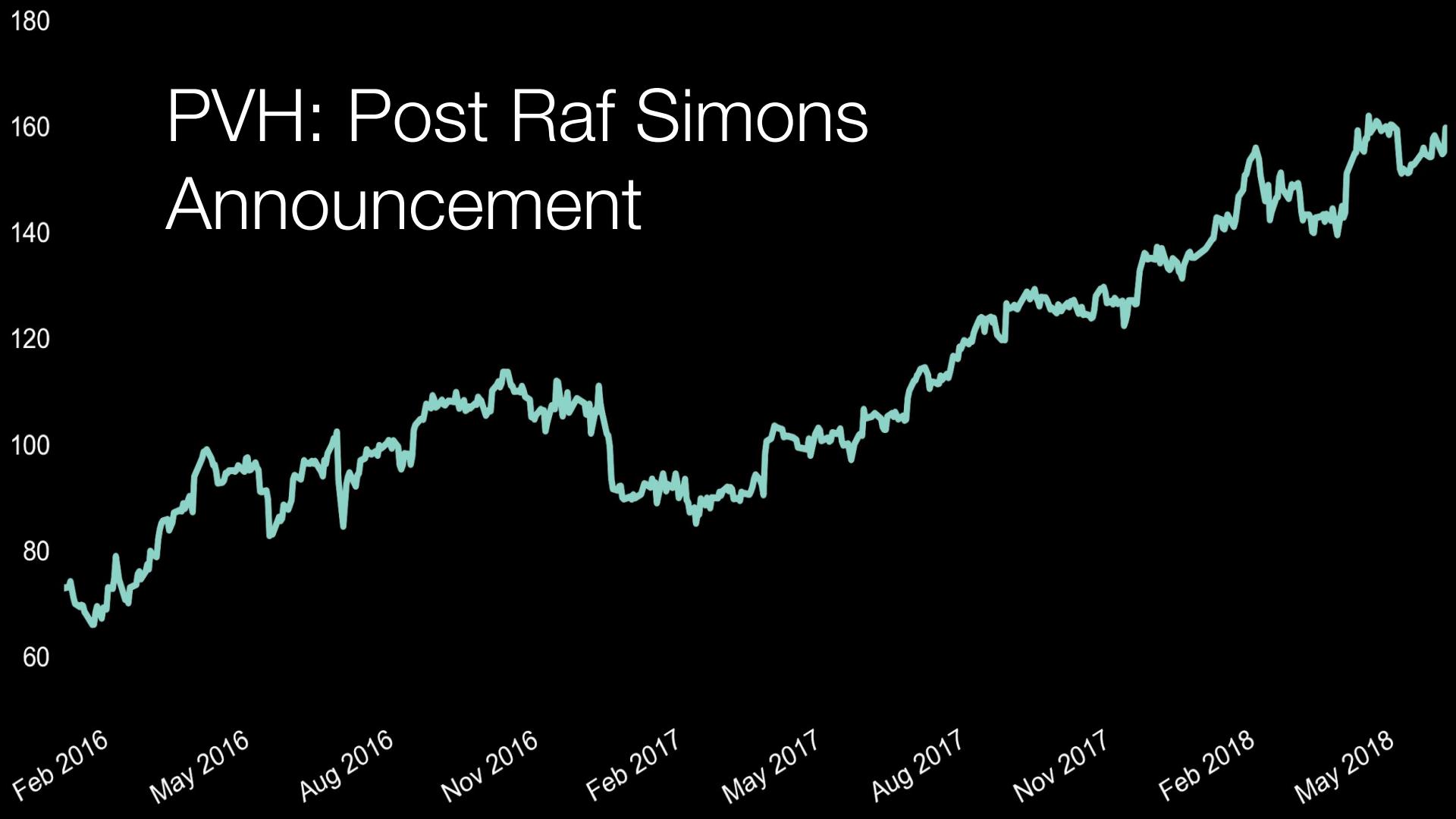
LVMH, 2018: Kim Jones,  
Kris Van Assche, Virgil  
Abloh, Hedi Slimane



PVH



# PVH: Post Raf Simons Announcement



# Raf Simons Immediate Impact



180

# Raf Simons Full Year Effect

160

140

120

100

80

60

Feb 2017

Apr 2017

Jun 2017

Aug 2017

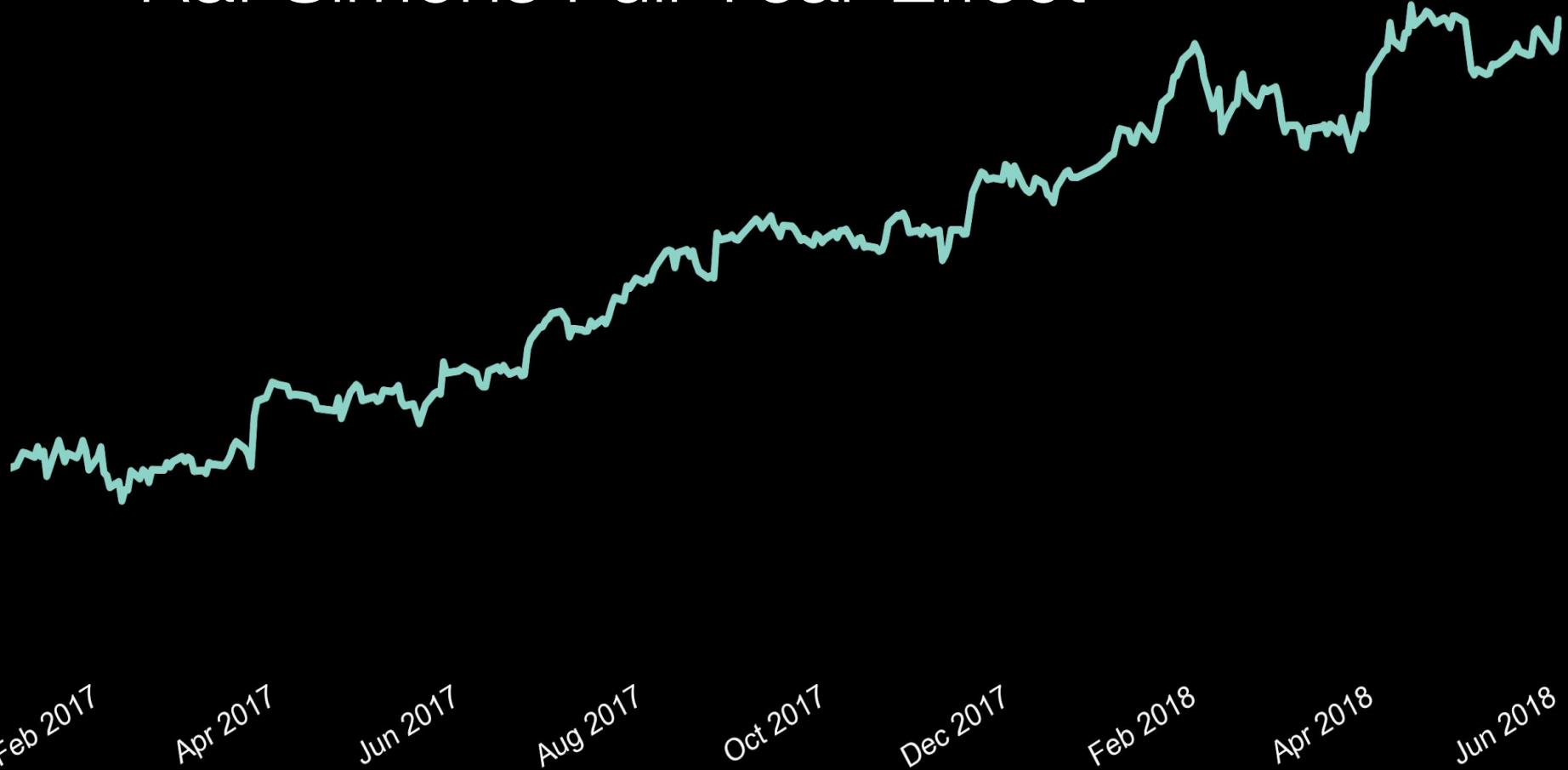
Oct 2017

Dec 2017

Feb 2018

Apr 2018

Jun 2018



600

500

400

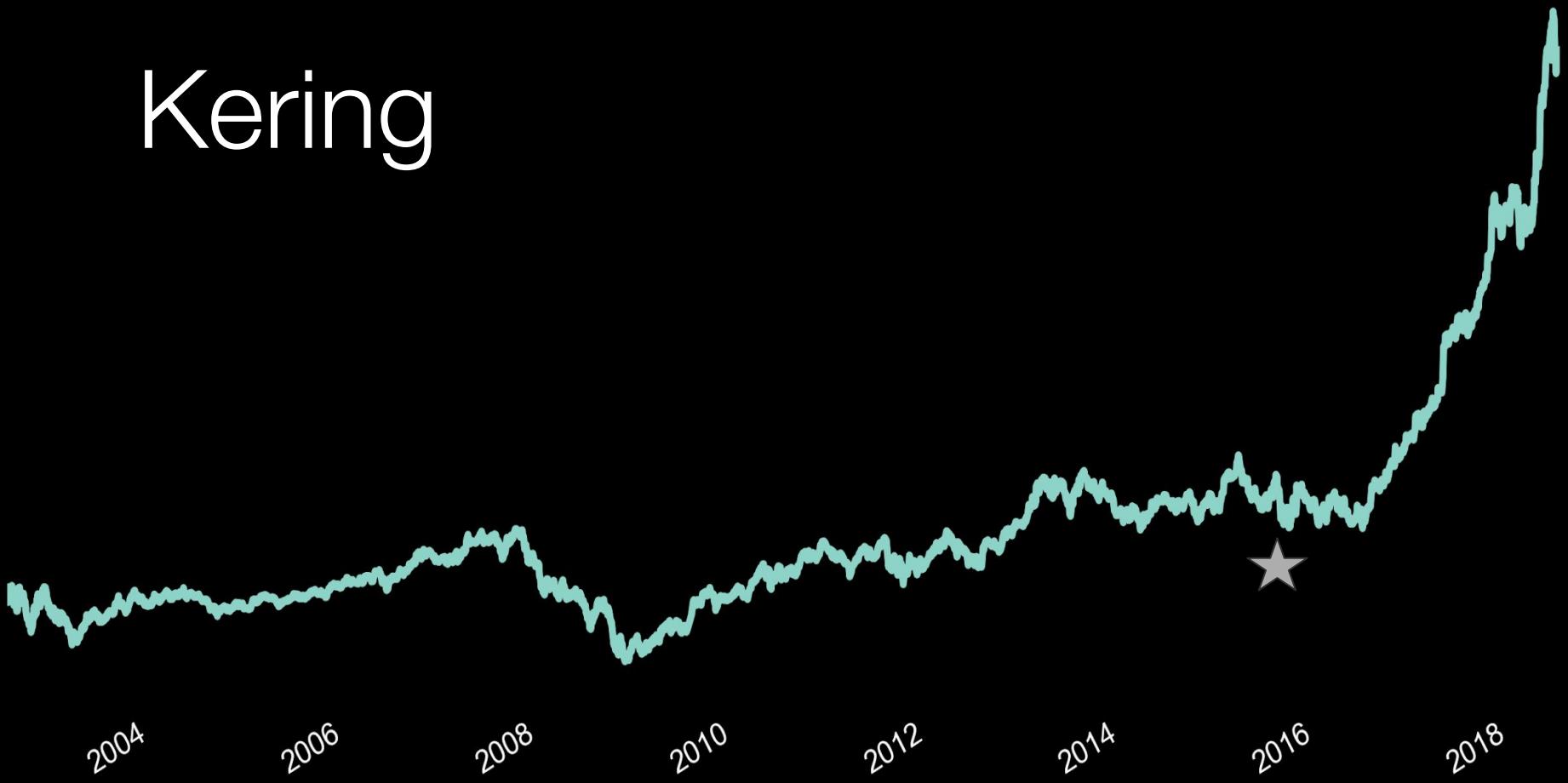
300

200

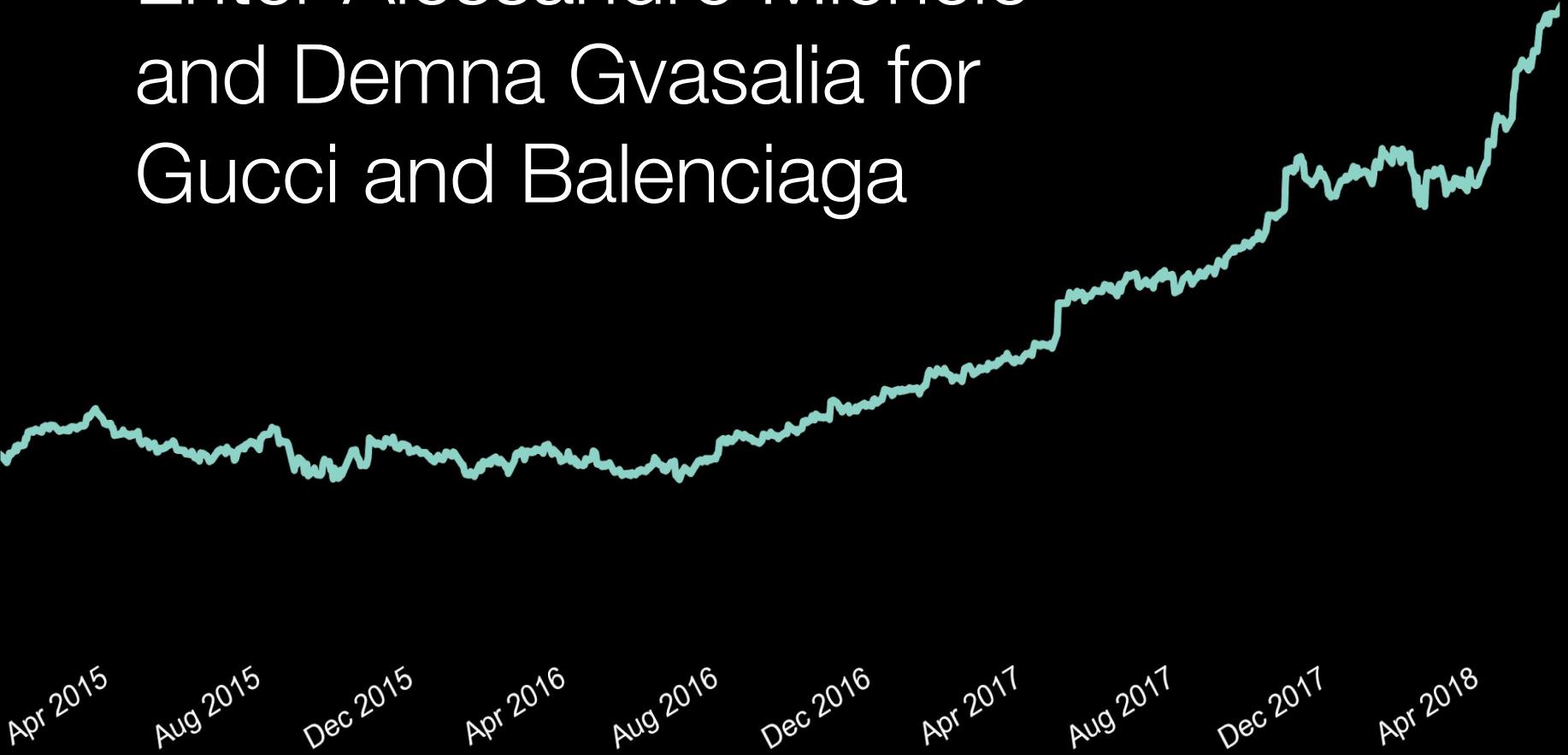
100

0

# Kering



Enter Alessandro Michele  
and Demna Gvasalia for  
Gucci and Balenciaga



600

# Puma

500

400

300

200

100

0

2009

2010

2011

2012

2013

2014

2015

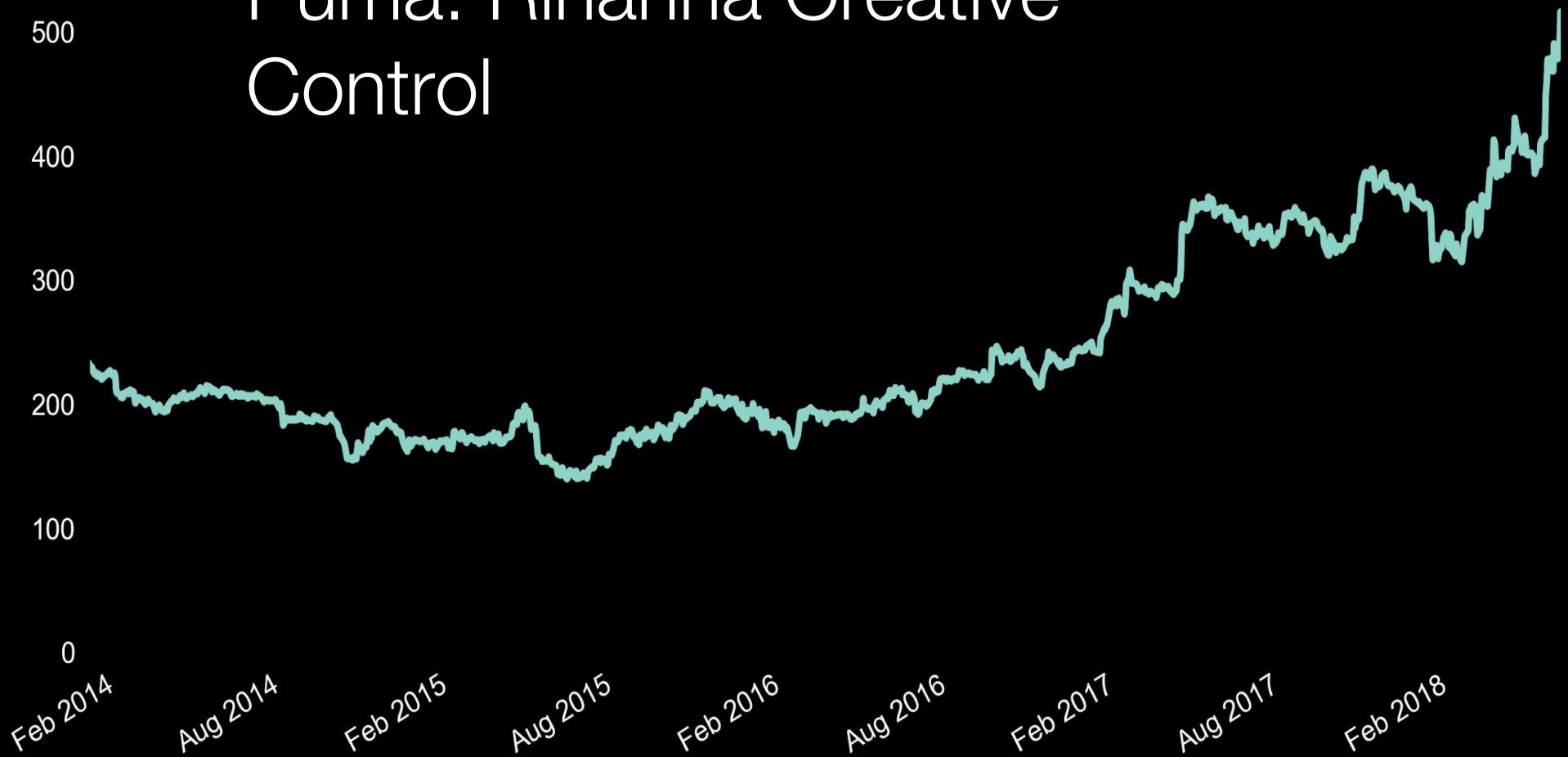
2016

2017

2018



# Puma: Rihanna Creative Control



250

# Kanye West Effect

200

Adidas



150

100

50

Nike



Feb 2015

May 2015

Aug 2015

Nov 2015

Feb 2016

May 2016

Aug 2016

Nov 2016

Feb 2017

May 2017

Aug 2017

# Nike x Virgil Abloh

## - “The Ten”



Creative Director Musical  
Chairs: 2016

Raf Simons



Christian Dior (LVMH)

Kim Jones



Louis Vuitton (LVMH)

Kris Van Assche



Dior Homme (LVMH)

Ricardo Tisci



Givenchy (LVMH)

Virgil Abloh



Off White

Hedi Slimane



Yves Saint Laurent (Kering)

Creative Director Musical  
Chairs: Present

Raf Simons



Calvin Klein (PVH)

Kim Jones



Dior Homme (LVMH)

Kris Van Assche



Berluti (LVMH)

Ricardo Tisci



Burberry (BRBY)

Virgil Abloh



Louis Vuitton (LVMH)

Hedi Slimane



Celine (LVMH)

Pattern of Creative  
collaboration and extremely  
high growth rates

# Stock Prediction Model Performance

Average: 29.33% 

Range: 25.30% - 34.90% 

# What's Next

- Textiles
- Passport index
- Seating Charts at fashion shows
- Is it carried in barneys?
- More global economic indicators
- Production model, flask, api, terminal widget

Thank You!