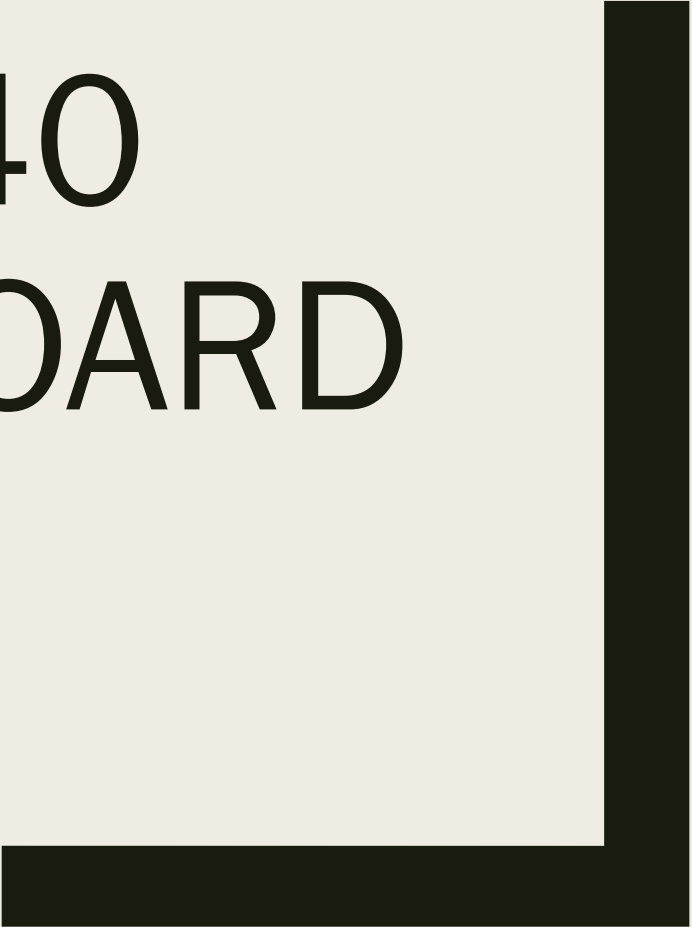


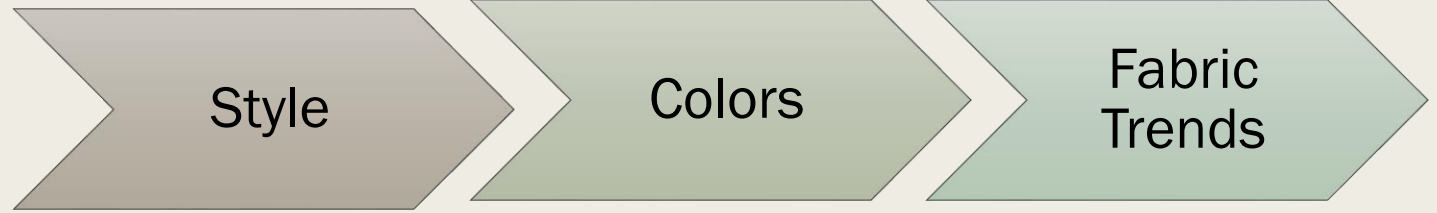


MEN OVER 40 SPRING LINE BOARD

By John Hadley



Fashion Research



- **Sport Coat** or **Blazer**
- **Chino Pants** or **Dress Pants** (Straight cut)
- **Khaki Pants** (Regular Fit)
- **Casual Button up**
- **Polo**, Crew Neck, or V-Neck

- **Serenity** (Blue)
- **Castlerock** (Gray)
- **Cornstalk** (Tan/Khaki)
- **Heirloom Lilac** (Purple)
- **Beach Glass** (Green)

- **Blazer:** Cotton, Wool, or **Linen**
- **Dress Pants:** **Cotton**, Wool, Polyester, or Linen
- **Khaki Pants:** **Cotton and Elastane**
- **Casual Button Up:** Cotton or **Linen**
- **V-Neck T-Shirt:** **Cotton**

Market Research

- Demographics

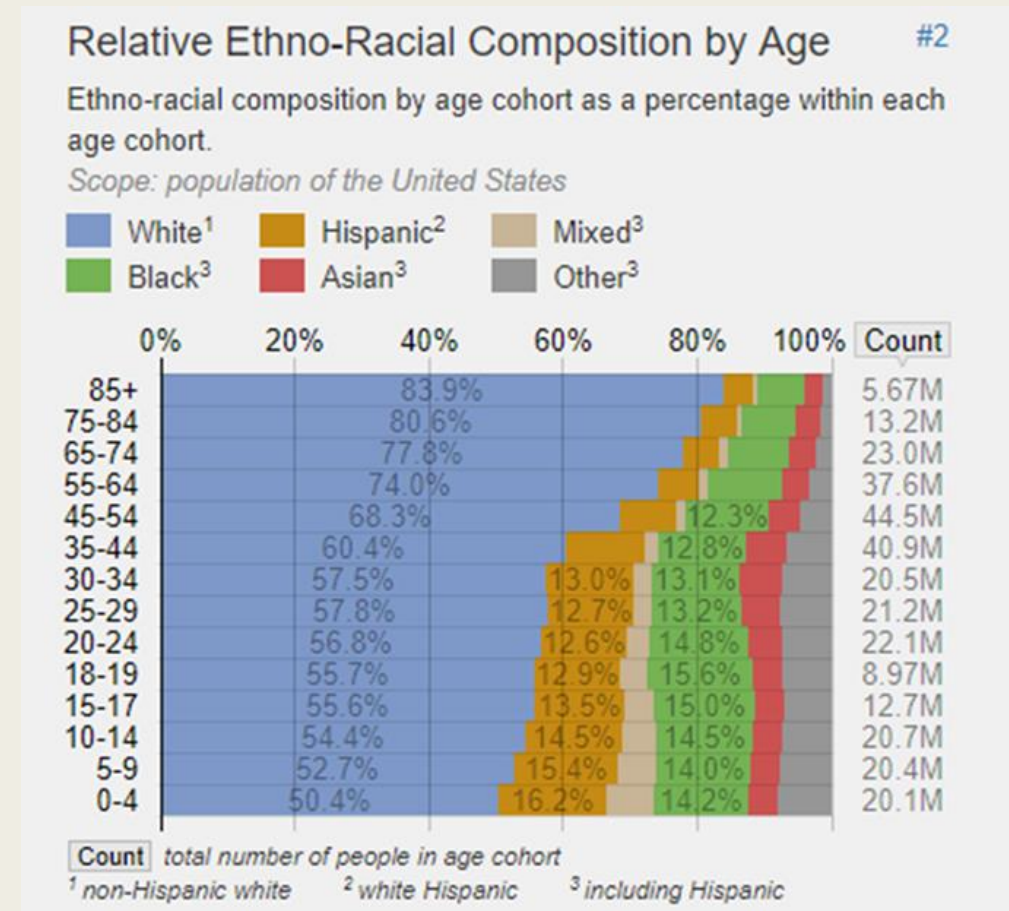
- *Men over 44.5% of the US population.*
- *The market grows each decade (22-26%)*
- *60-70% of Men over 40 are married*
- *They tend to make (on average) \$1000+ a week*

Age, race, and Hispanic or Latino ethnicity	Total		Men	
	Number of workers (in thousands)	Median weekly earnings	Number of workers (in thousands)	Median weekly earnings
TOTAL				
16 years and over	114,151	\$857	63,033	\$946
16 to 24 years	9,975	549	5,503	581
16 to 19 years	1,204	448	687	488
20 to 24 years	8,771	571	4,816	591
25 years and over	104,176	902	57,530	998
25 to 54 years	80,607	887	44,742	974
25 to 34 years	28,591	762	16,030	798
35 to 44 years	26,171	959	14,628	1,066
45 to 54 years	25,845	982	14,084	1,117
55 years and over	23,569	963	12,787	1,116
55 to 64 years	19,193	979	10,323	1,130
65 years and over	4,375	893	2,464	1,022

Market Research

■ Demographics

- *Are more religious than those under 40 years old (Christianity, etc)*
- *Majority of males over 40 are white/Caucasian*
- *Men in their 40s and 50s tend to live North to Southeast in the US.*



Market Research

■ Psychographics

- *This demographic has always shopped more on achievement (in life and monetary income) rather than on self-expression. They have often started or in the middle of their careers and often have a wife and kids. They have a belief that they have a strong understanding of the world. They like functionality and goods that will last. They prefer quality over quantity. They know what they want and they are often predictable in their buying behavior. They are willing to spend a little more on quality products but can still be frugal.*



INSPIRATION

Line Plan

- Blazer/Sports Jacket

- *Serenity Blue*
- *Fabric: Linen*
- *JCPenney: 140*
- *Kohls: \$160*
- *Nordstrom Price: \$299*
- *Macy's Price: \$295*
- *My Price: \$275*



Line Plan

■ Chino Pants

- *Color: Castlerock*
- *Fabric: Cotton*
- *JCPenney: \$60*
- *Kohls: \$62*
- *Nordstrom Price: \$69.50*
- *Macy's Price: \$62*
- *My Price \$62*



PANTONE®
18-0201 TPG
Castlerock

Line Plan

■ Khakis

- *Color: Cornstalk*
- *Fabric: Cotton and Elastane*
- *JCPenney: \$58*
- *Kohls: \$65*
- *Nordstrom Price: \$98*
- *Macy's Price: \$58*
- *My Price \$60*



PANTONE®
16-1315 TPG
Cornstalk

Line Plan

■ Polo Shirt

- *Color: Heirloom Lilac*
- *Fabric: Cotton*
- *JCPenney: \$26*
- *Kohls: \$36*
- *Nordstrom Price: \$29.50*
- *Macy's Price: \$49.50*
- *My Price: \$42*



Line Plan

- Casual Button Up
 - *Color: Beach Glass*
 - *Fabric: Linen*
 - *JCPenney: \$60*
 - *Kohls: \$54*
 - *Nordstrom Price: \$99.50*
 - *Macy's Price: \$98.50*
 - *My Price: \$80*



PANTONE®
13-5412 TPX
Beach Glass

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