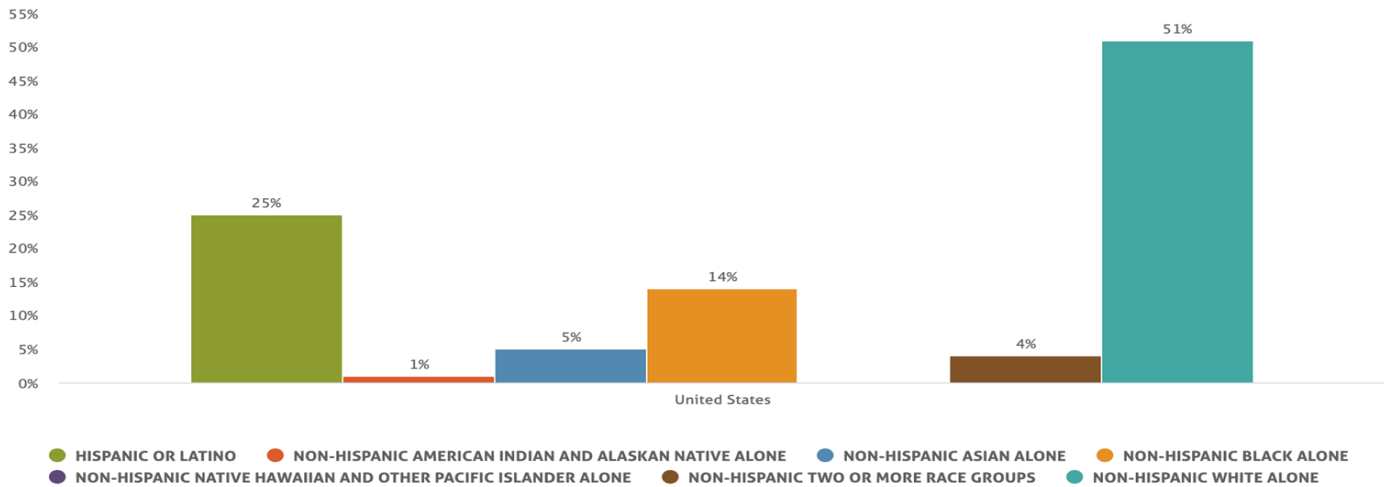


The background of the slide is a lush, vibrant illustration of a jungle. It features various types of green leaves, including large monstera leaves with characteristic holes, and thin, winding vines. The colors range from bright lime green to deep forest green, creating a dense and naturalistic feel. The text is centered over this background.

# King of The Jungle Toddler Boys Apparel Line Spring 2020

Bailey Kernan

# Demographics: Ages 2 - 5



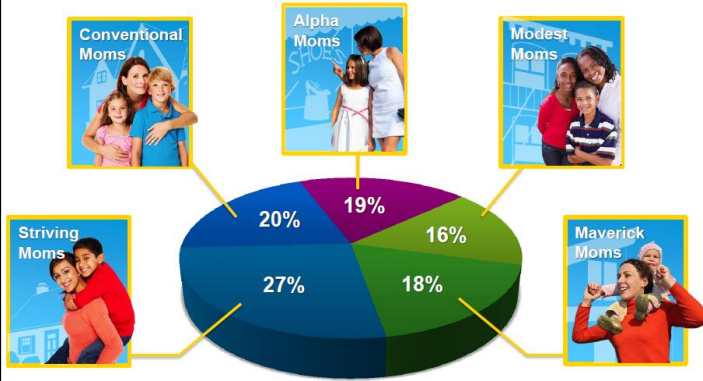
(Child population by race in the U.S., 2018.)



(Median family income among households with children in the United States, 2017.)

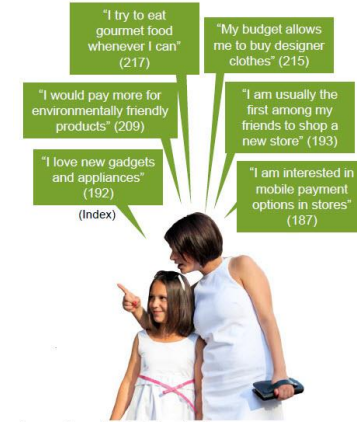
# Psychographics

Five distinct mom segments



Source: Experian Marketing Services

Alpha Moms



Source: Experian Marketing Services

"Alpha Moms - This segment accounts for 19 percent of moms. They are high octane lean-in moms, early adopters and trendsetters with full-time jobs and packed calendars

They wear designer clothes, drive the latest model car or SUV and have the latest electronics

- They will do whatever it takes to keep a youthful appearance
- The environment is important to them, and they are supporters of the arts
- They are heavy users of social media and leverage it to interact with brands and share opinions" (Experian Marketing Services, 2015).

"In general, families are one of the largest consumer segments in American society, buying more clothes, and more products overall once children come along. The Marketing to Moms Coalition recently reported that mothers are worth more than \$2 trillion to U.S. brands" (Dunham, 2015).

# Inspiration



(Pinterest, n.d.)



(Pinterest, n.d.)



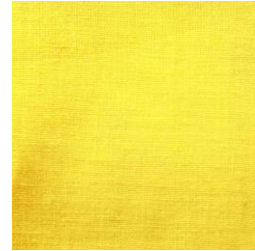
(Pinterest, n.d.)

# King of the Jungle Trends

Prints:



Fabric:  
Cotton  
Elastane  
Linen



Color:



**PANTONE®**  
2464 C



**PANTONE®**  
3553 C



**PANTONE®**  
7472 C



**PANTONE®**  
3588 C



**PANTONE®**  
2003 C



**PANTONE®**  
7625 C

(Pantone, n.d.)

# Cotton T-Shirt

## Comparable Retailers

Janie and Jack-\$19



Carter's-\$16



Gap Kids-\$14.95



## My Retailer

Nordstrom-\$24

100% Cotton



# Sweatshorts

## Comparable Retailers

Janie and Jack-\$32



Carter's-\$16



Gap Kids-\$14.95



## My Retailer

Nordstrom- \$25

100% Cotton



# Denim Jacket

## Comparable Retailers

Janie and Jack- \$55



Carter's- \$38



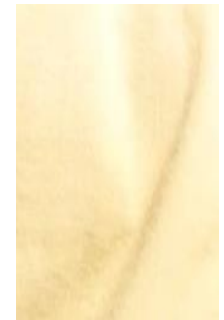
Gap Kids- \$39.95



## My Retailer

Nordstrom- \$44

99% Cotton, 1% Elastane





# Stretch Khaki Jogger

## Comparable Retailers

Janie and Jack- \$42



\$22

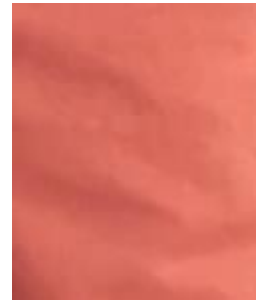
Gap Kids- \$24.95



## My Retailer

Nordstrom- \$40

98% Cotton, 2% Elastane



# Printed Button Down

## Comparable Retailers

Janie and Jack-\$ 36



Carter's



Gap Kids- \$26.95



## My Retailer

Nordstrom- \$32

55% Linen, 45% Cotton



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