

NORDSTROM DENIM

FM 206 211 - Final Project
Sivan Surkin



AGOLDE



Customer Profile

Women in the middle and upper class who live on the East Coast and value quality when searching for apparel. Aren't overly trend conscious - focus more on classic and minimalist styles, and occasionally trendy styles.



Retailer Profile

Locations:

- **East Coast:** New York City, Philadelphia, Washington D.C. & Boston

Positioning:

- Nordstrom creates amenities for customers to have a more efficient shopping experience by focusing on three strategies. They offer a wide range of products (which is why we chose a good, better, and best strategy for denim).

Nordstrom also offers same day delivery and curbside pickup to create a seamless checkout process. Lastly, Nordstrom creates experiences that other department stores can't compete with: such as the Annual Nordstrom Sale.

During this sale, every Spring, Nordstrom marks-down many brands that are not going to be seen on sale anywhere else.

Competition:

- Saks, Bloomingdales, Neiman Marcus, and Macy's



Current Trends

- Baggy, wide leg
- Cargo Pants
- Blue jeans & dark wash
- Denim on Denim



Levi's®



GOOD
AMERICAN



AGOLDE



Fall 2024



BAGGY WIDE LEG



SMART TAILORING



ASYMMETRY



PLEATS



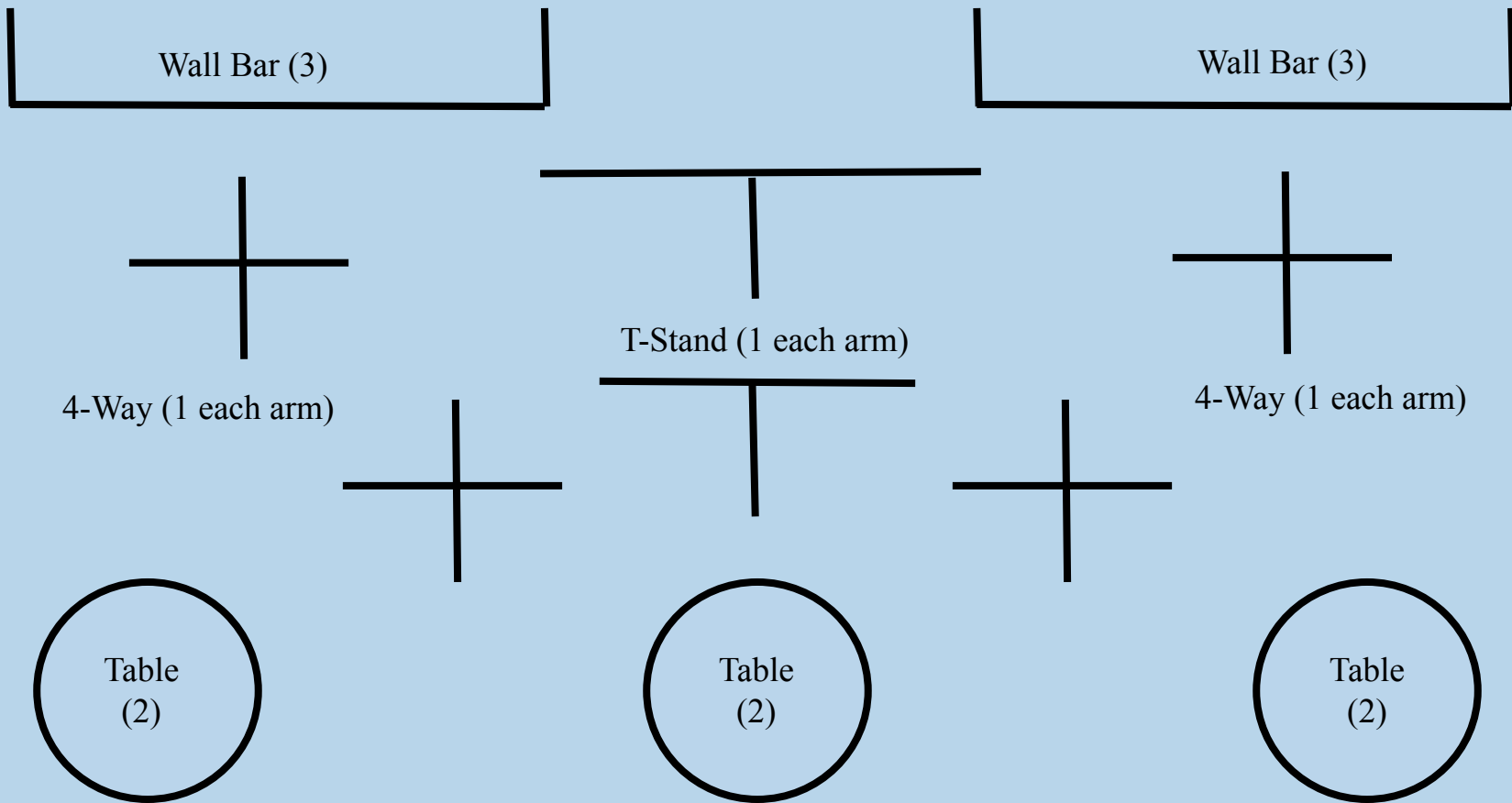
NATURAL COLORS &
FABRICS



TACTILE MINIMALISM



Store Layout



Floor Plan (Descriptions)

Low Pro Women's Jeans (Levi's)
(White, Charlie Won)

Low Pro Women's Jeans (Levi's)
(Low Maintenance)

Dagna Pleat Baggy (Agolde) (Peril)

Good Skate Jeans (GA) (Indigo 062)

Good Boy Cropped Jeans (GA) (Indigo 449)

Baggy Dad Jeans (Levi's)
(Popular Crowd)

726 High Rise Flare Jeans (Black) (Levi's)

Baggy Dad Jeans (Levi's)
(Light Sugar, Black)

(Agolde)
Pinch Waist
Kick Flare
(Panoramic)

(Agolde)
Pinch Waist
Kick Flare
(Placebo)

Good Petite Girlfriend Jeans (GA)
(Indigo 252, Indigo 351)

90s Crop (Agolde) (Paradox)

Always Fit Good Legs Flare Jeans (GA) (Black 255)

70s High Rise Flare Women's Jeans (Levi's)
(Black)

Put it Back

Baggy Bootcut Women's Jeans (Black) (Levi's)

Minka Cargo (Agolde) (Realm)

(Agolde)
90s Pinch Waist
(Marshmellow)

(Agolde)
90s Pinch Waist
(Navigate)

Good legs Flare Jeans (GA)
(Indigo 330) (Blue 007)

90s Crop (Oblique) (Agolde)

Good Waist Palazzo Jeans (GA) (Indigo 417)

Good boy Jeans (GA)
(Indigo 354, Indigo 382)

(Levi's)
724 High Rise Slim
Straight Jeans
(Soft Black,
Slate Fixer)

(Agolde)
Low Slung Baggy
(Image)
(Milkshake)

Floor Plan

Levi's



Agolde



GA



GA



Agolde



GA



GA



Agolde



GA



GA



GA



Agolde



GA



GA



Levi's



Levi's



Levi's



Agolde



Agolde



Agolde



Levi's



Levi's

Agolde

Website

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Nordstrom

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New Denim Assortment

Shop Now



<https://zoechristensen2.wixsite.com/nordstrom>

Classifications

	Classifications				
		\$	%	UNITS	%
	Wide Leg	\$133,476.00	32.24%	840	29.41%
Sub	High Rise	\$64,932.00	15.69%	392	13.73%
Sub	Low/Mid Rise	\$68,544.00	16.56%	448	15.69%
	Straight Leg	\$191,072.00	46.16%	1344	47.06%
Sub	High Rise	\$110,852.00	26.78%	728	25.49%
Sub	Mid/Low Rise	\$80,220.00	19.38%	616	21.57%
	Flare	\$89,418.00	21.60%	672	23.53%
	Total	\$413,966.00	100.00%	2856	100.00%

Vendor Analysis

	Vendor					
			\$	%	UNITS	%
	Levis					
			\$97,230.00	23.49%	1064	37.25%
	Good American					
			\$126,168.00	30.48%	896	31.37%
	Agolde					
			\$190,568.00	46.03%	896	31.37%
	Total		\$413,966.00	100.00%	2856	100.00%

LEVI'S

PO#:	#183892
STORE NAME	Nordstrom
DEPARTMENT NAME : Women's Denim	
VENDOR NAME : Levis	
Buyers:	Sivan Surkin, Zoe Christensen, Kayla Baldi, Laina Cancilla, Andrea Distefano
Season	Fall 24
START Date	8/1/2024
CANCEL date	9/1/2024

								# Door Clusters		GRAND	GRAND	GRAND
					unit	unit	MU%	4	WEB	TOTAL	TOTAL	TOTAL
STYLE #	DESCRIPTION	COLOR	CLASS	SUB CL	COST	RETAIL	53%	A	B	UNITS	COST	RETAIL
#001	Baggy Bootcut Womens Jeans	Blck	Wide Leg	High Rise	\$51.00	\$108.00	52.78%	14	28	84	\$4,284.00	\$9,072.00
#002	Baggy Dad Jeans	Light Sugar	Wide Leg	Low Rise	\$51.00	\$108.00	52.78%	14	28	84	\$4,284.00	\$9,072.00
#003	Baggy Dad Jeans	Blck	Wide Leg	Low Rise	\$51.00	\$108.00	52.78%	14	28	84	\$4,284.00	\$9,072.00
#004	Baggy Dad Jeans	New Kicks	Wide Leg	Low Rise	\$51.00	\$108.00	52.78%		28	28	\$1,428.00	\$3,024.00
#005	Baggy Dad Jean	Popular Crowd	Wide Leg	Low Rise	\$51.00	\$108.00	52.78%	14	28	84	\$4,284.00	\$9,072.00
#006	724 High Rise Slim Straight Jean	Soft Blck	Straight Leg	High Rise	\$32.00	\$69.50	53.96%	14	28	84	\$2,688.00	\$5,838.00
#007	724 High Rise Slim Straight Jean	Slate Fixer (Med Wash)	Straight Leg	High Rise	\$32.00	\$69.50	53.96%	14	28	84	\$2,688.00	\$5,838.00
#008	Low Pro Womens Jeans	White	Straight Leg	Low Rise	\$37.00	\$79.50	53.46%	14	28	84	\$3,108.00	\$6,678.00
#009	Low Pro Womens Jeans	Breathe In	Straight Leg	Low Rise	\$37.00	\$79.50	53.46%	14	28	84	\$3,108.00	\$6,678.00
#010	Low Pro Womens Jeans	Charlie Glow Up (Med Wash)	Straight Leg	Low Rise	\$37.00	\$79.50	53.46%		28	28	\$1,036.00	\$2,226.00
#011	Low Pro Womens Jeans	Low Maintenance	Straight Leg	Low Rise	\$37.00	\$79.50	53.46%	14	28	84	\$3,108.00	\$6,678.00
#012	70's High Rise Flare Women's Jeans	Blck	Flare	N/A	\$51.00	\$108.00	52.78%	14	28	84	\$4,284.00	\$9,072.00
#013	70's High Rise Flare Women's Jeans	Put It Back (LT Wash)	Flare	N/A	\$51.00	\$108.00	52.78%	14	28	84	\$4,284.00	\$9,072.00
#014	726 High Rise Flare Jeans (PS)	Blck	Flare	N/A	\$32.00	\$69.50	53.96%	14	28	84	\$2,688.00	\$5,838.00
										1064	\$45,556.00	\$97,230.00
					Total by door	168						
					TOTAL	Units	1064					
						COST	\$45,556.00					
						RETAIL	\$97,230.00					
						Cum MU %	53.15%					

GOOD AMERICAN

PO#:	#183894			
STORE NAME	<u>Nordstrom</u>			
DEPARTMENT NAME : Women's Denim				
VENDOR NAME : Good American				
Buyers:	Sivan Surkin, Zoe Christensen, Kayla Baldi, Laina Cancilla, Andrea Distefano			
Season	Fall 24			
START Date	8/1/2024			
CANCEL date	9/1/2024			

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AGOLDE

PO#:	#183896				
STORE NAME	Nordstrom				
DEPARTMENT NAME	Women's Denim				
VENDOR NAME	Agolde				
Buyers:	Sivan Surkin, Zoe Christensen, Kayla Baldi, Laina Cancilla, Andrea Distefano				
Season	Fall 24				
START Date	8/1/2024				
CANCEL date	9/1/2024				

								# Door Clusters		GRAND	GRAND	GRAND
					unit	unit	MU%	4	WEB	TOTAL	TOTAL	TOTAL
STYLE #	DESCRIPTION	COLOR	CLASS	SUB CL	COST	RETAIL	53%	A	B	UNITS	COST	RETAIL
#00001	Low Slung Baggy	Image	Wide Leg	Low Rise	\$108.00	\$228.00	52.63%	14	28	84	\$9,072.00	\$19,152.00
#00002	Low Slung Baggy	Milkshake	Wide Leg	Low Rise	\$108.00	\$228.00	52.63%	14	28	84	\$9,072.00	\$19,152.00
#00003	Dagna Pleat Baggy	Peril	Wide Leg	High Rise	\$110.00	\$238.00	53.78%	14	28	84	\$9,240.00	\$19,992.00
#00004	Dagna Pleat Baggy	Dread	Wide Leg	High Rise	\$110.00	\$238.00	53.78%		28	28	\$3,080.00	\$6,664.00
#00005	Minka Cargo	Realm	Straight Leg	High Rise	\$110.00	\$238.00	53.78%	14	28	84	\$9,240.00	\$19,992.00
#00006	90s Pinch Waist	Navigate	Straight Leg	High Rise	\$88.00	\$188.00	53.19%	14	28	84	\$7,392.00	\$15,792.00
#00007	90s Pinch Waist	Marshmellow	Straight Leg	High Rise	\$98.00	\$208.00	52.88%	14	28	84	\$8,232.00	\$17,472.00
#00008	90s Crop	Oblique	Straight Leg	Mid Rise	\$98.00	\$208.00	52.88%	14	28	84	\$8,232.00	\$17,472.00
#00009	90s Crop	Paradox	Straight Leg	Mid Rise	\$92.00	\$198.00	53.54%	14	28	84	\$7,728.00	\$16,632.00
#00010	Criss Cross Straight	Range	Straight Leg	High Rise	\$98.00	\$208.00	52.88%		28	28	\$2,744.00	\$5,824.00
#00011	Pinch Waist Kick Flare	Placebo	Flare	N/A	\$92.00	\$198.00	53.54%	14	28	84	\$7,728.00	\$16,632.00
#00012	Pinch Waist Kick Flare	Panoramic	Flare	N/A	\$88.00	\$188.00	53.19%	14	28	84	\$7,392.00	\$15,792.00
										896	\$89,152.00	\$190,568.00
					Total by door	140						
					TOTAL	Units	896					
						COST	\$89,152.00					
						RETAIL	\$190,568.00					
						Cum MU %	53.22%					

Conclusion

As buyers for Nordstrom's denim department, we decided to go for a good, better, best strategy to target a wider customer base with varying levels of income. In total, we bought 2,940 units for our 4 stores located on the East Coast , and had an average cumulative markup of 53% on our retail price. Our buy reflects upcoming trends for Fall 2024, as well as some timeless styles that we are confident will continue to do well on the sales floor.



Citations

- ❖ WGSN Login. (n.d.). Wwww.wgsn.com. Retrieved April 27, 2023, from <https://www.wgsn.com/fashion/article/639c3b0f9806fffb363c4b6c#page6>
- ❖ Jeans, Denim Jackets & Clothing | Levi's® Official Site. (2019). Levi.com. https://www.levi.com/US/en_US/
- ❖ AGOLDE. (n.d.). AGOLDE. <https://agolde.com/>
- ❖ GOOD AMERICAN | Jeans, Activewear & Clothing. (2019). GOOD AMERICAN. <https://www.goodamerican.com/>
- ❖ (2023)Nordstrom.com.<https://www.nordstrom.com/browse/women/clothing/jeans?breadcrumb=Home%2FWomen%2FClothing%2FJeans%20%26%20Denim&origin=topnav>
- ❖ Lisicky, M. (2020, December 18). Nordstrom tries new ideas and becomes a shining star of the holiday season. Forbes. <https://www.forbes.com/sites/michaellisicky/2020/12/06/nordstrom-tries-new-ideas-and-becomes-a-shining-star-of-the-holiday-season/?sh=3fe11d263f49>