

# Brand X Concepts

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**CHRISTINE TEDESCO**

Copy Manager

**TAYLOR MOORE**

Art Director

# Brand X Brand Profile

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Brand X will offer modern apparel basics, everyday wardrobe staples and home textiles for the entire family, aimed at a target customer who is 18 to 54. For customers that perceive Macy's as too expensive Brand X will be a gateway to change this, with straightforward pricing and great value.

Offering must-haves with a modern fit and stylish sensibility in a wide range of sizes, Brand X will be lifestyle agnostic and will transcend age and gender (with a name that reflects this). These are items that are easy to shop for, easy to wear and that complement every lifestyle.

Brand X will also be a destination for the customer seeking modern, functional home fashions. The product range will offer affordable staples for bed, bath and kitchen. Whether moving in to a dorm room, a first apartment or a second home, Brand X will have everything to style a home that reflects the people that live there.

## Demographics

Primary  
Core Macy's female customer aged 25-54 (and their families)

Secondary  
Millennials aged 18-25  
55 +

## Launch Categories of Business

Apparel  
Home Textiles

## Future Categories of Business

Infants  
Housewares

## Families of Business

Men  
Women  
Kids  
Home

## Customer Attributes

Seeking Value  
Ease of Shopping  
Fit Conscious

## Brand Attributes

Quality  
Value  
Comfort  
Versatility  
Modern Fit

## Design Direction

Casual, clean and unembellished with a modern sensibility and consistent fit. Evolved basics in an array of colors.

## Customer Promise

Great value and good quality apparel and home textiles that fit your daily life and are easy to shop for.

## Reference Brands

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## Competing brands

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## Concept Buckets



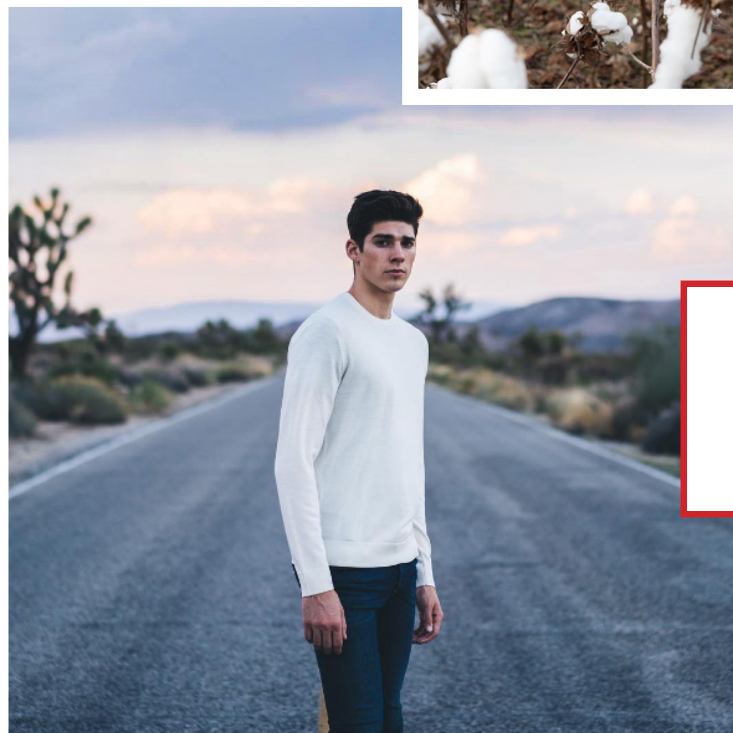
**1**  
Honest



**2**  
Independent  
& Free Spirited



**3**  
Basics Meets  
High Fashion



**1 HONEST**



# blue forest

In a complex world: The power of simplicity

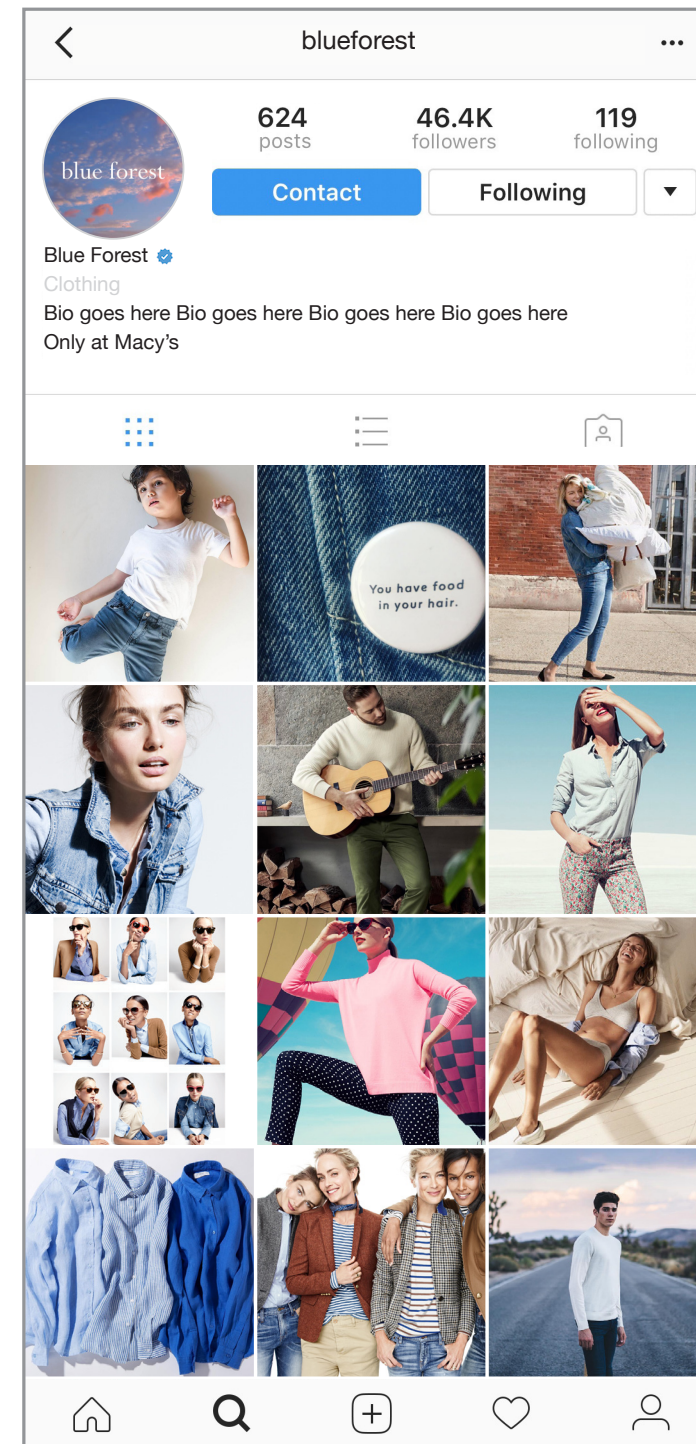


blue forest

In a complex world:  
The power of simplicity

only  macy's


SHOP NOW



blueforest

624 posts 46.4K followers 119 following

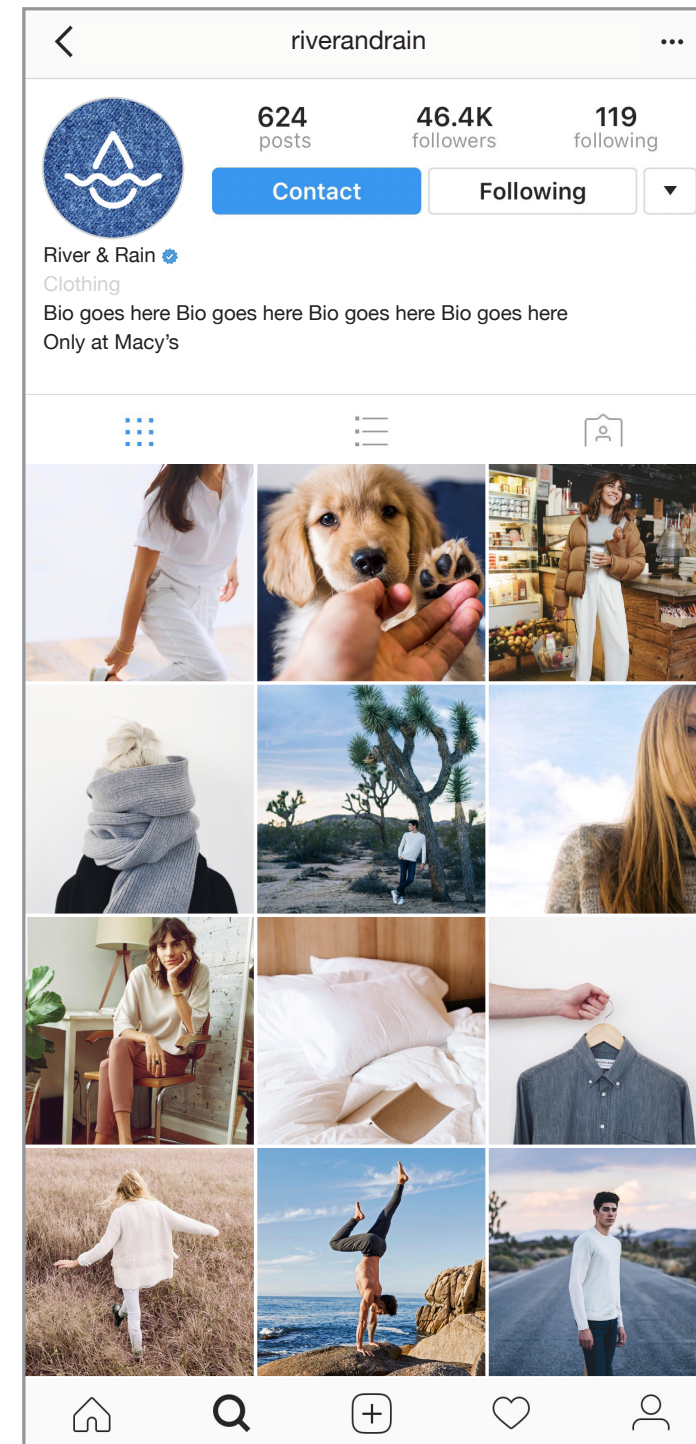
Contact Following

Blue Forest   
Clothing  
Bio goes here Bio goes here Bio goes here Bio goes here  
Only at Macy's

Grid of images showing various clothing items and lifestyle photos.

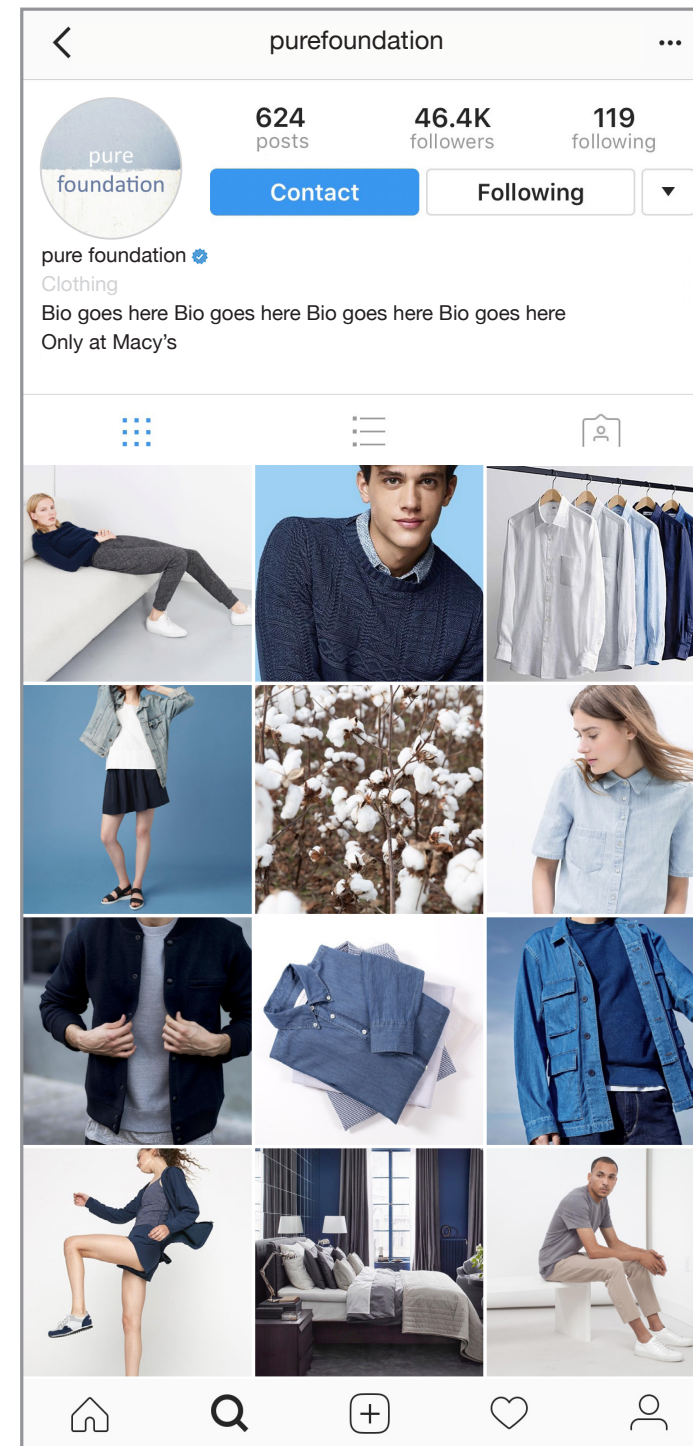
# RIVER & RAIN

the power of simplicity



# pure foundation

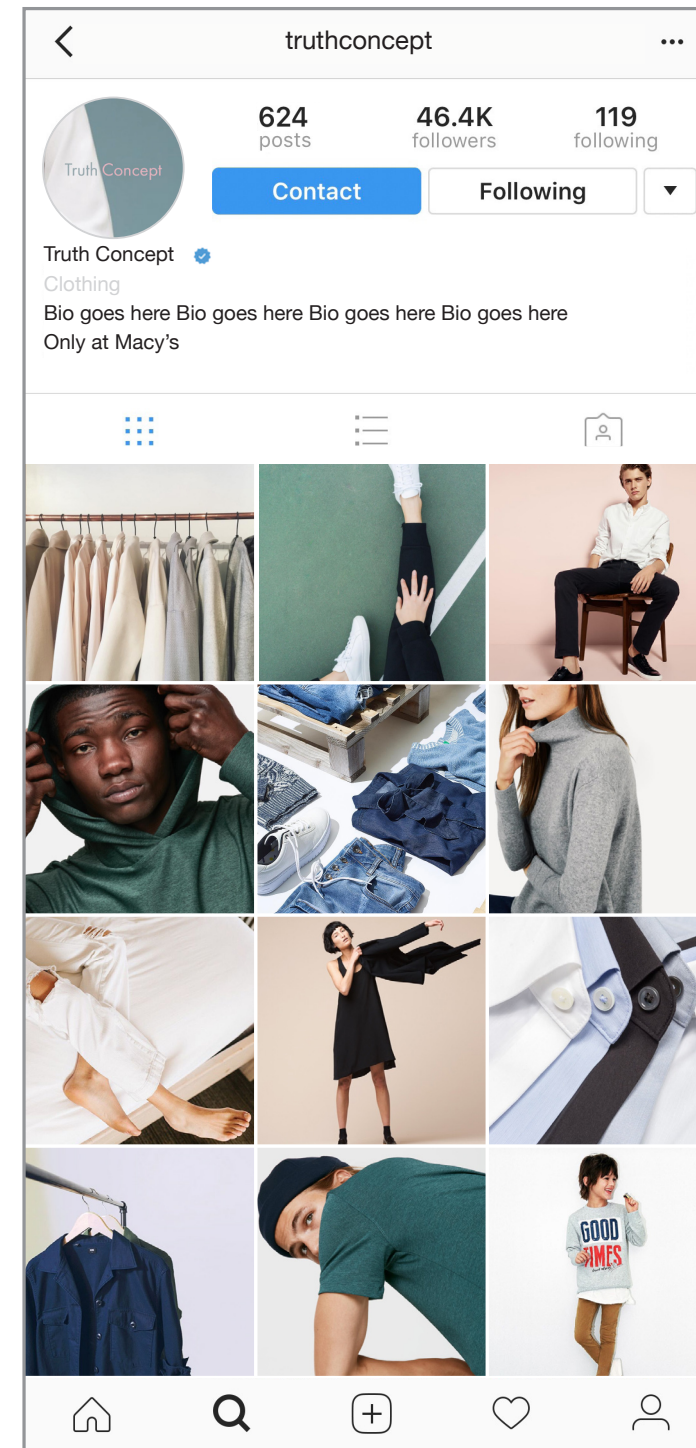
Because your life's complicated enough.





# Truth Concept

Life is complicated. Live simply.



# 1 HONEST



**blue forest**  
In a complex world  
find the power of simplicity

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**RIVER & RAIN**  
the power of simplicity



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**pure foundation**  
Because your life's  
complicated enough.

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**Truth Concept**  
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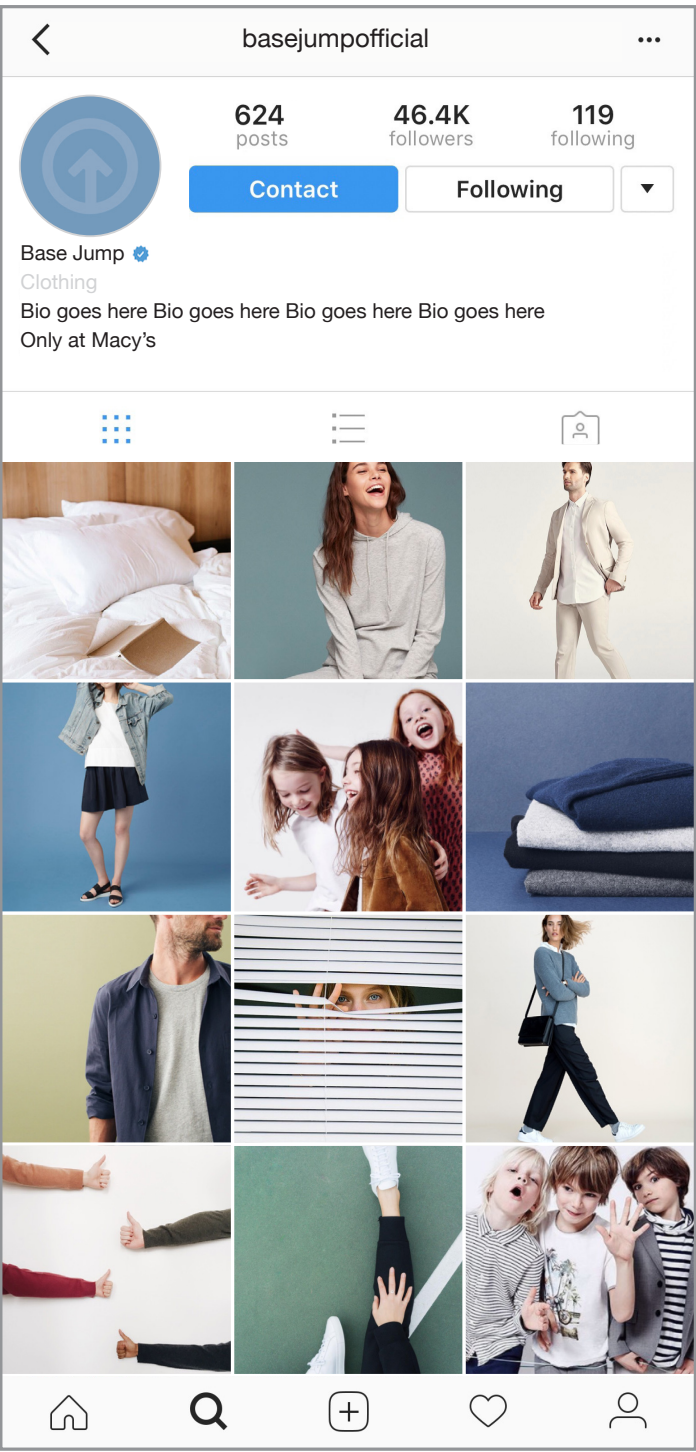
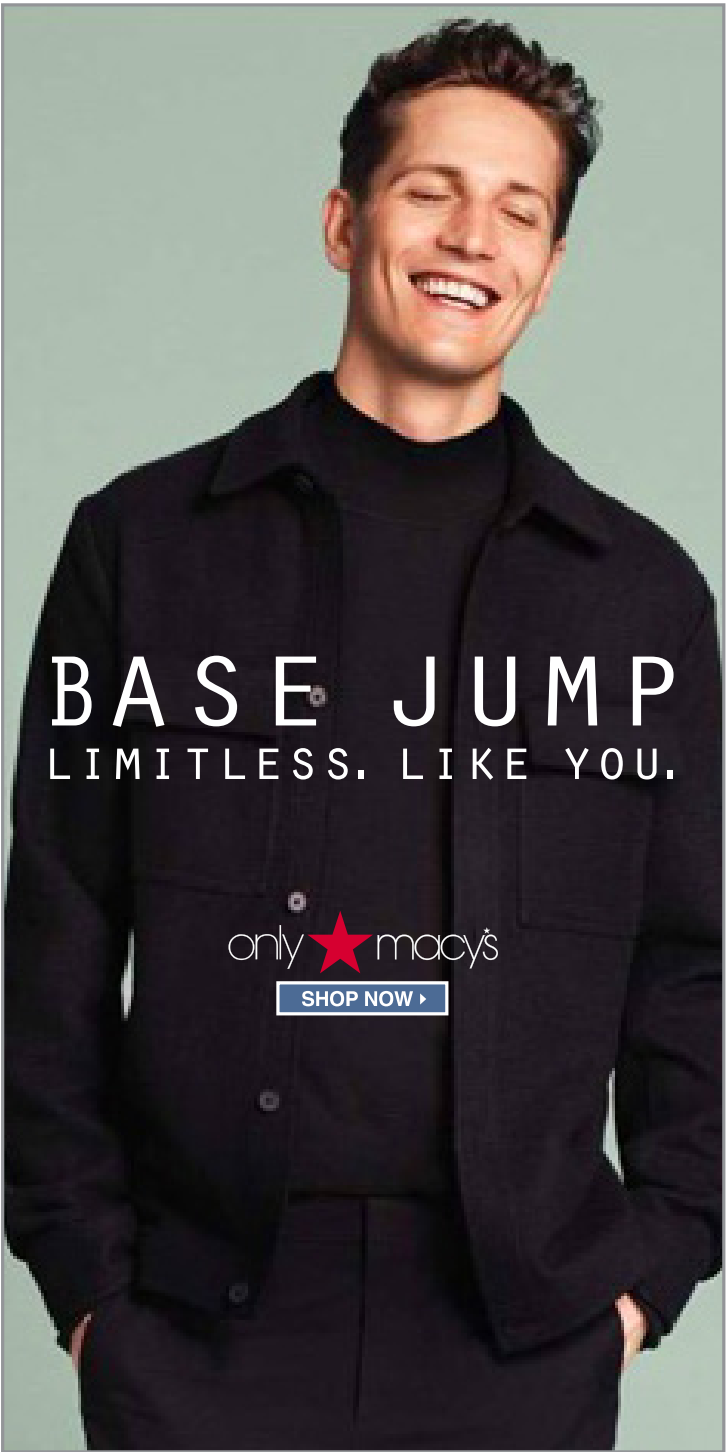
only  macy's  
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**2 INDEPENDENT & FREE SPIRITED**

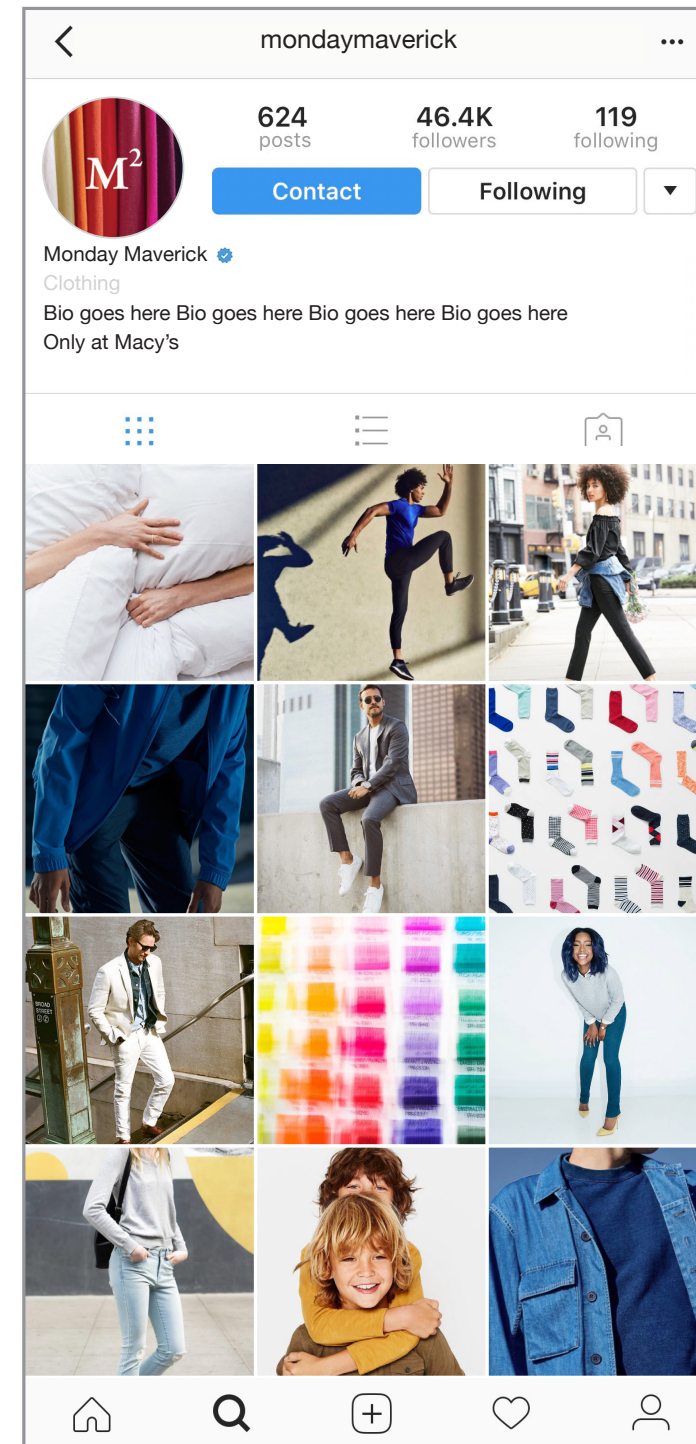
# BASE JUMP

LIMITLESS. LIKE YOU.



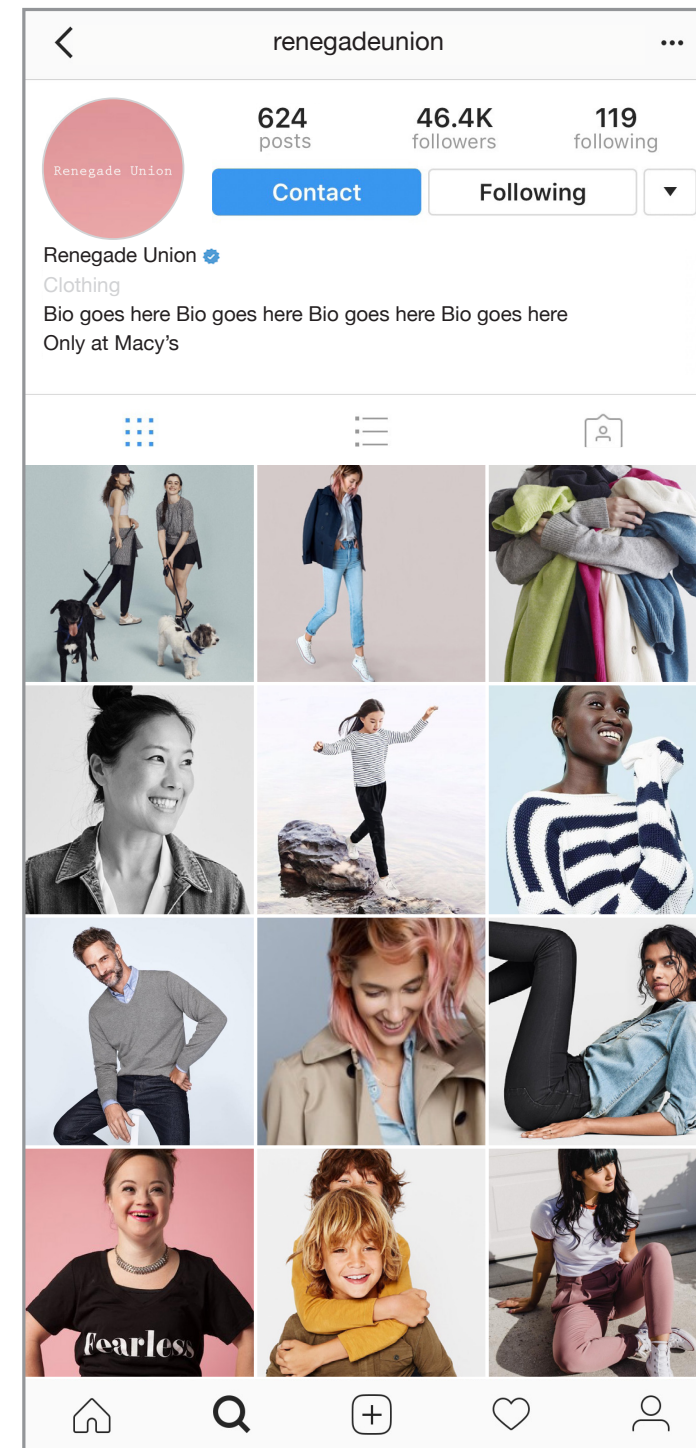
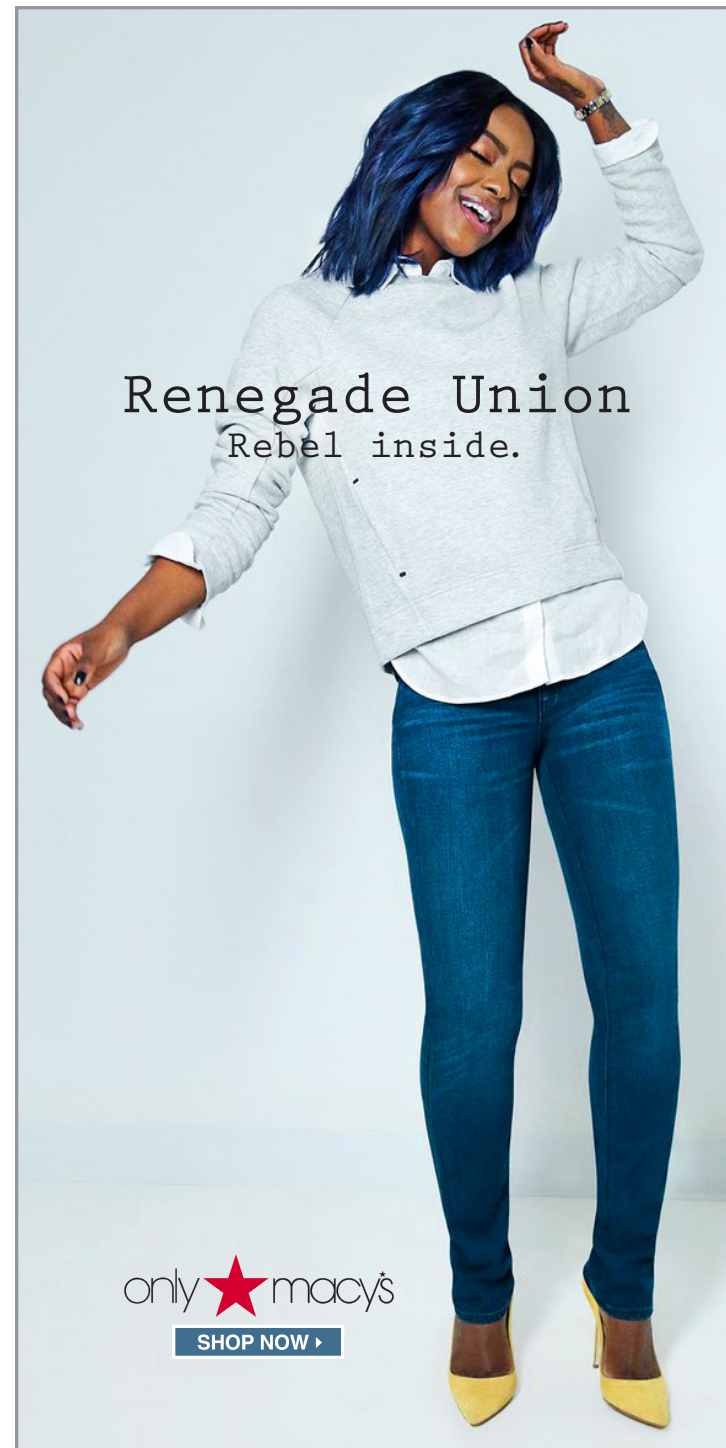
# MONDAY MAVERICK

CHANGE YOUR WORLD. LIVE IN OURS.

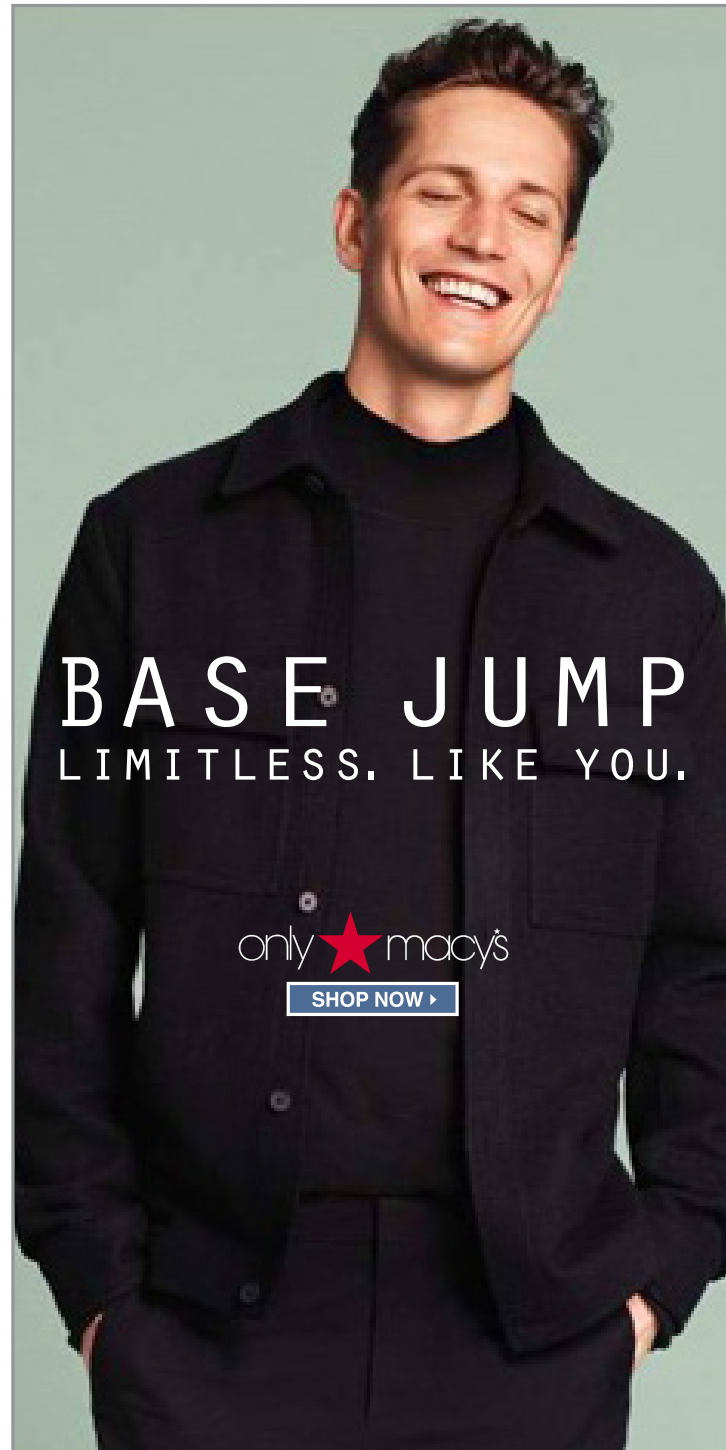


# Renegade Union


Rebel inside.



## 2 INDEPENDENT & FREE SPIRITED



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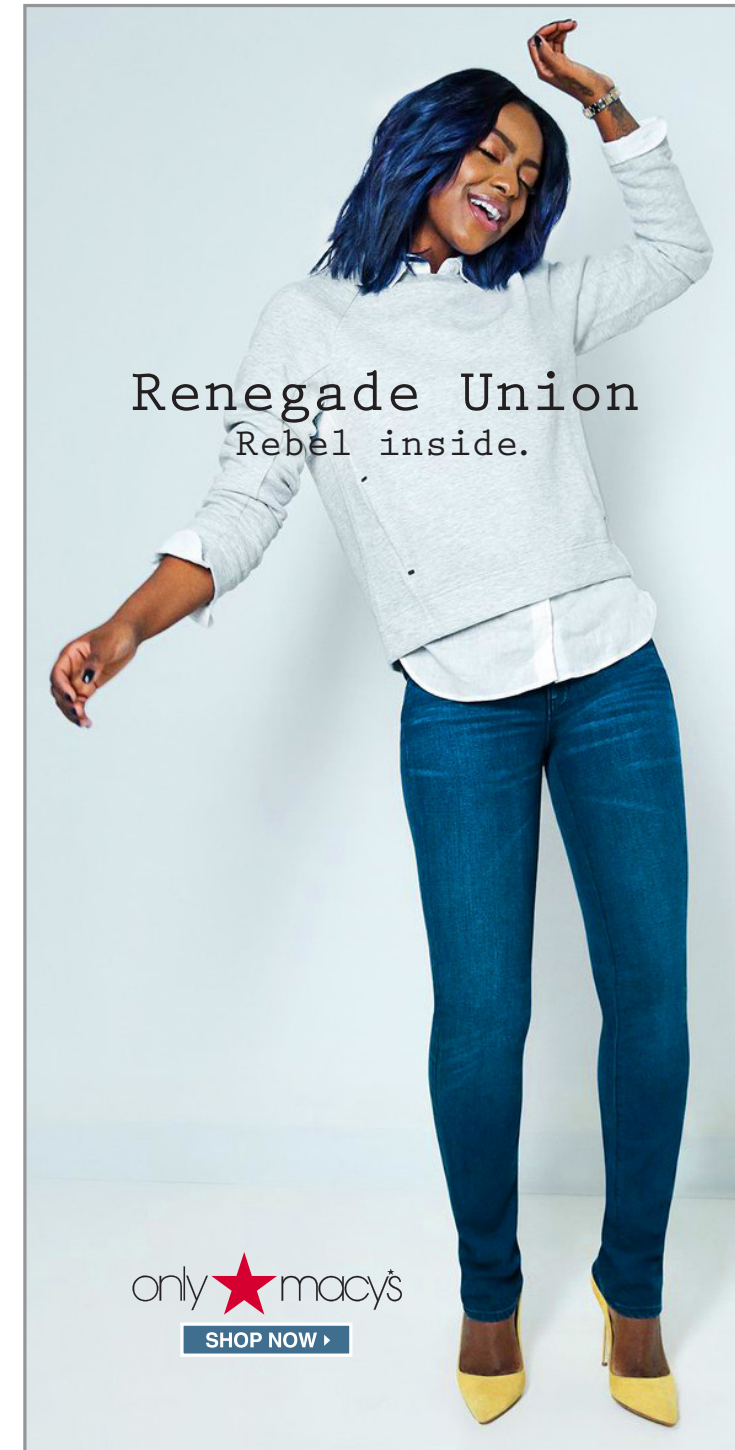
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**3** BASICS MEETS HIGH FASHION



# URBAN COMET

Fashion for real life.

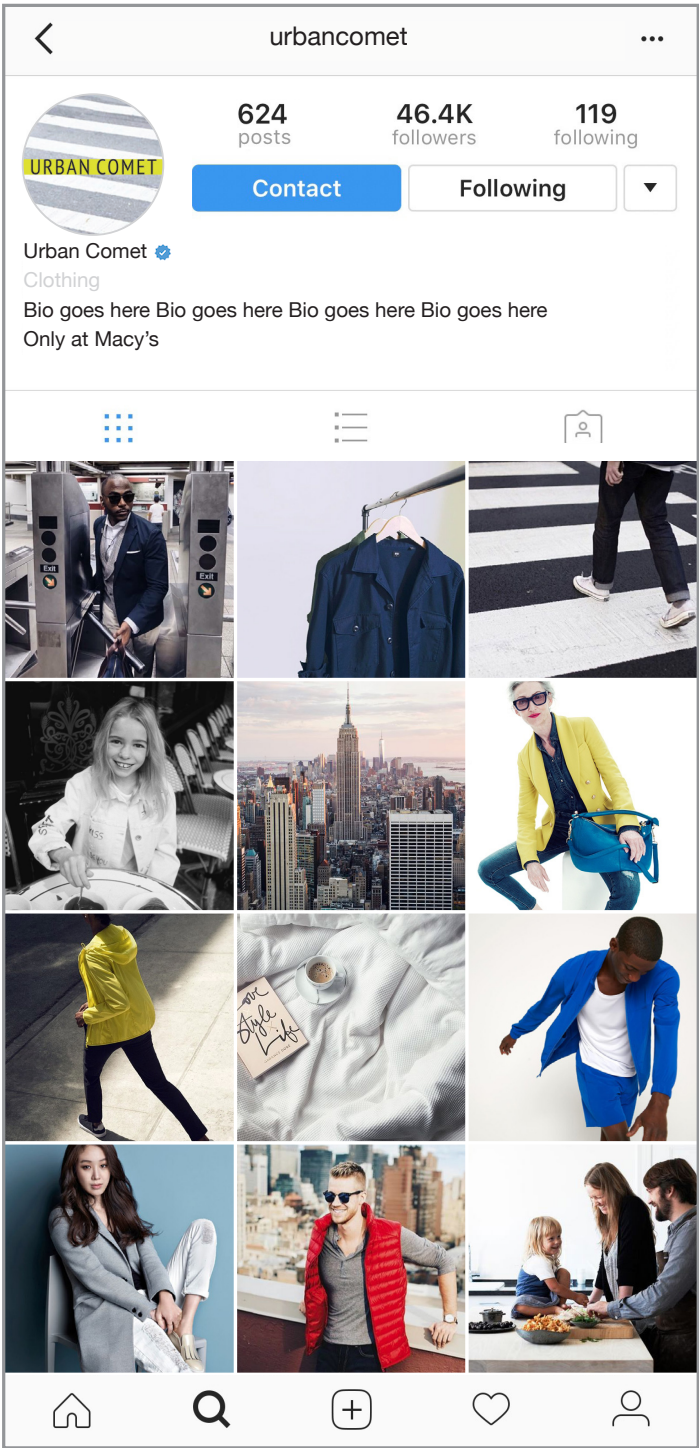


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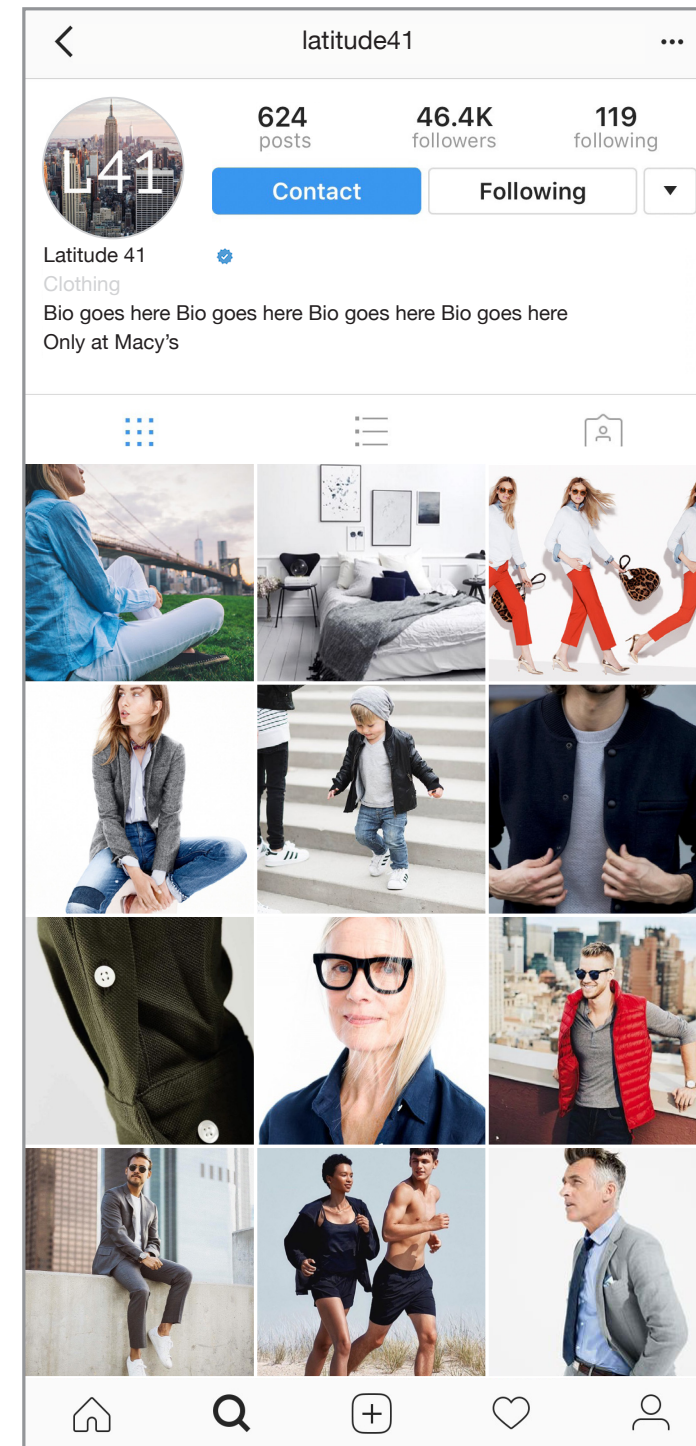
only  macy's

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# Latitude 41

Fashion for real life.



### 3 BASICS MEETS HIGH FASHION

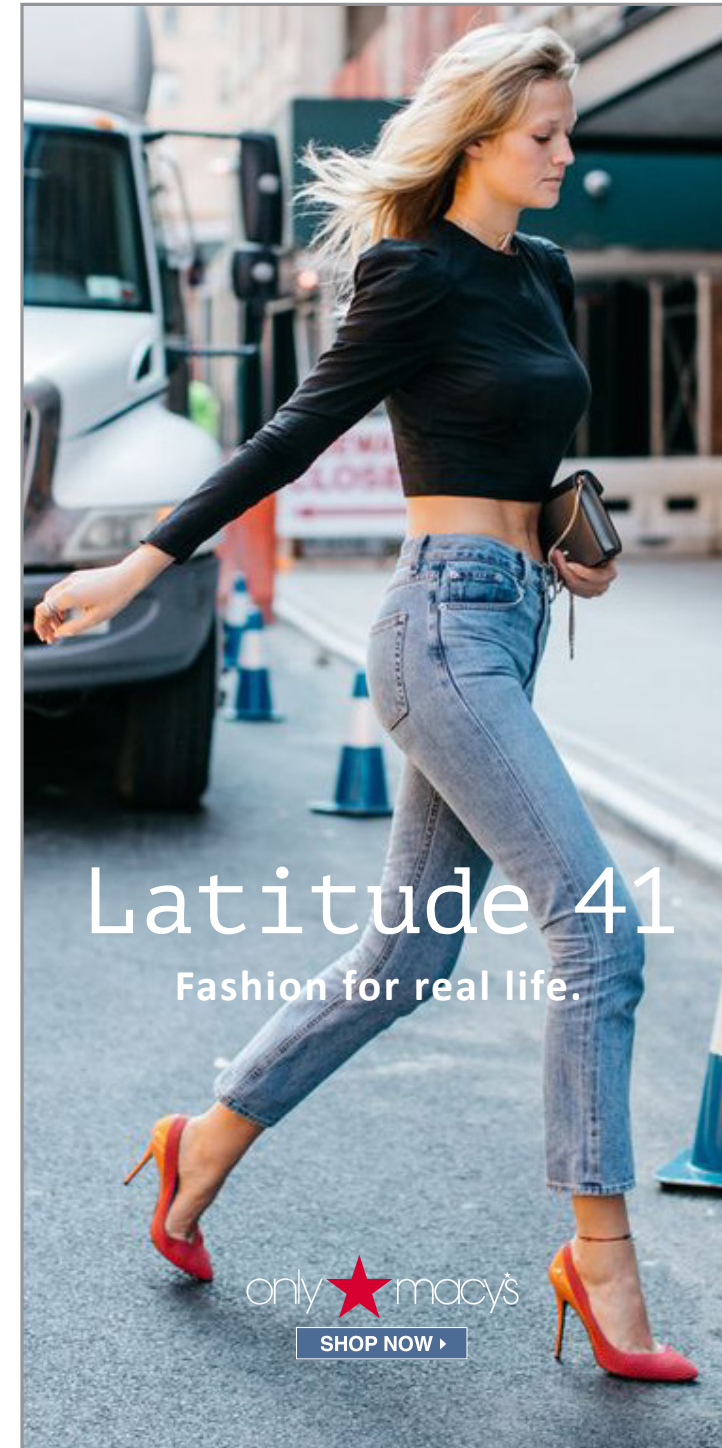


URBAN COMET

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only  macy's

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Latitude 41

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**THANK YOU!**

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