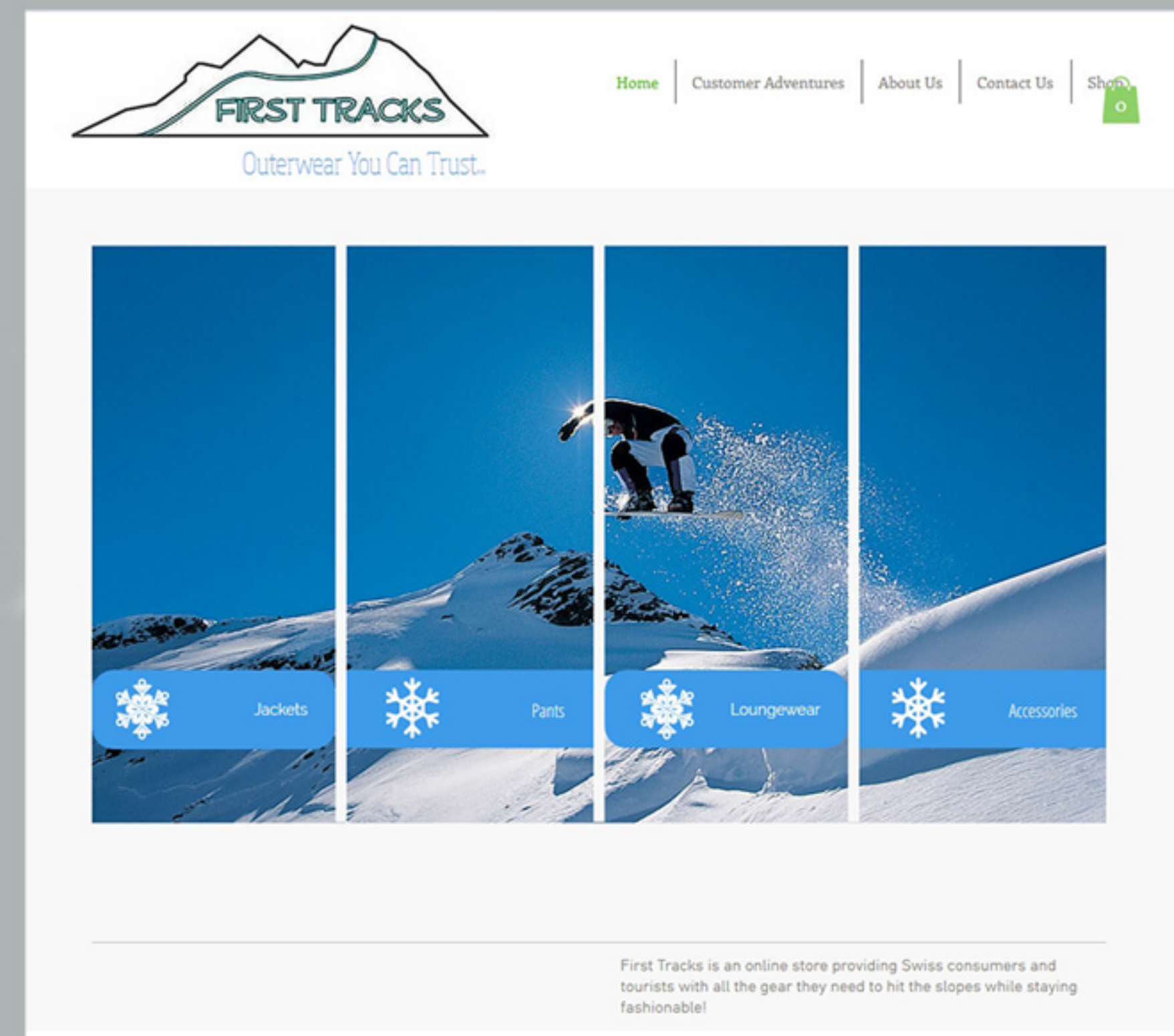


## About First Tracks

- Long lasting active outerwear
- Incorporate trends that will last throughout multiple seasons
- Manufactured with high tech materials for optimal performance
- Founded with a healthy/active lifestyle, sustainability, and wearable technology in mind

## Website



## Customer Profile

- 25-40 year old Swiss male and females
- Active in outdoor winter activities
- Single or married with children
- Fit and cares about health
- Shops online for convenience and consumer reviews
- Appreciates quality clothing
- Social media savvy
- Conscious about the environment

## Promotional Material



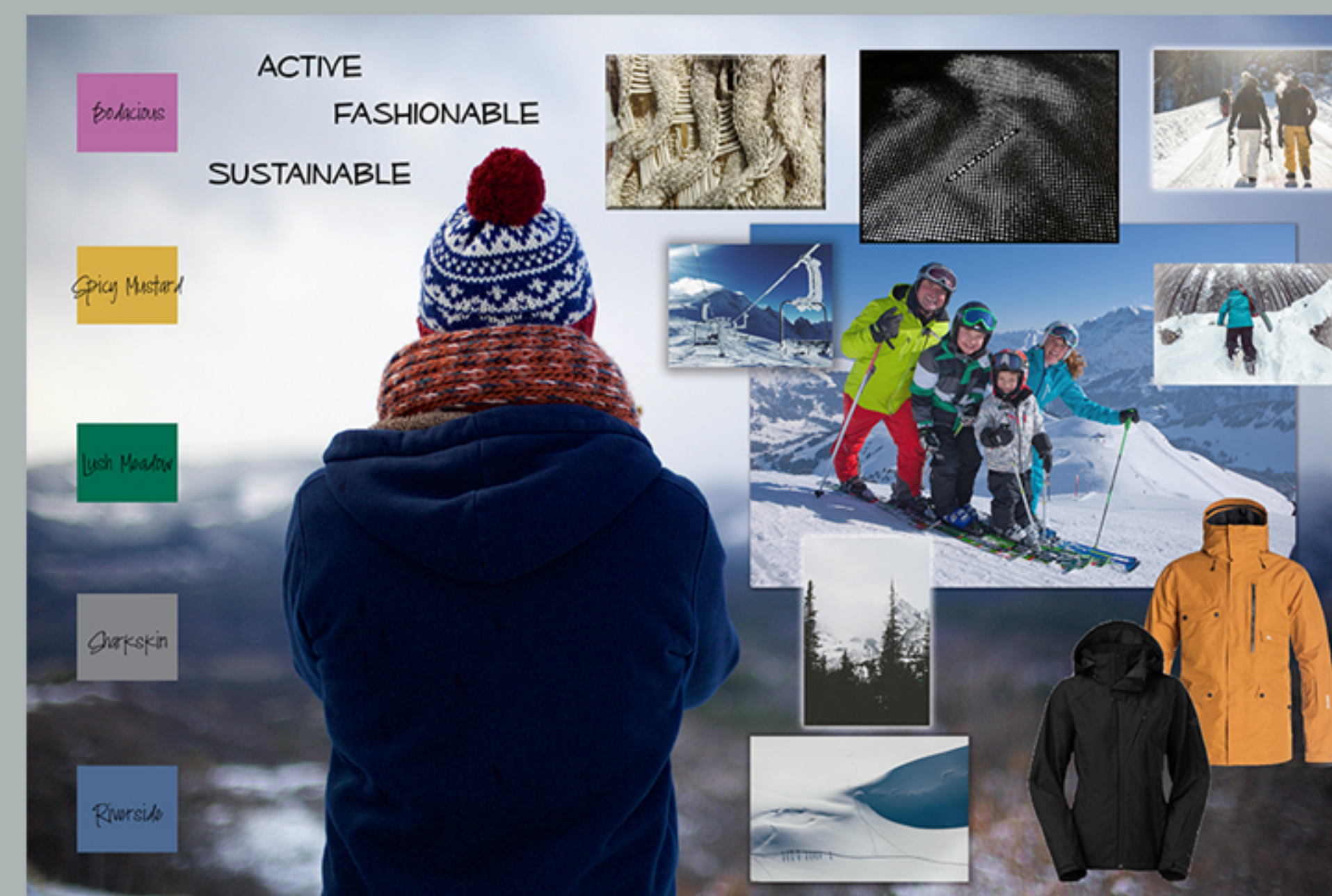
## Market Research

- Industry
- Internet retailing had record-breaking growth in 2015
- Outerwear is the fastest growing category of performance wear
- Focus on sustainability
- Competitive pricing
- Reach customers instantaneously

## Trend Analysis

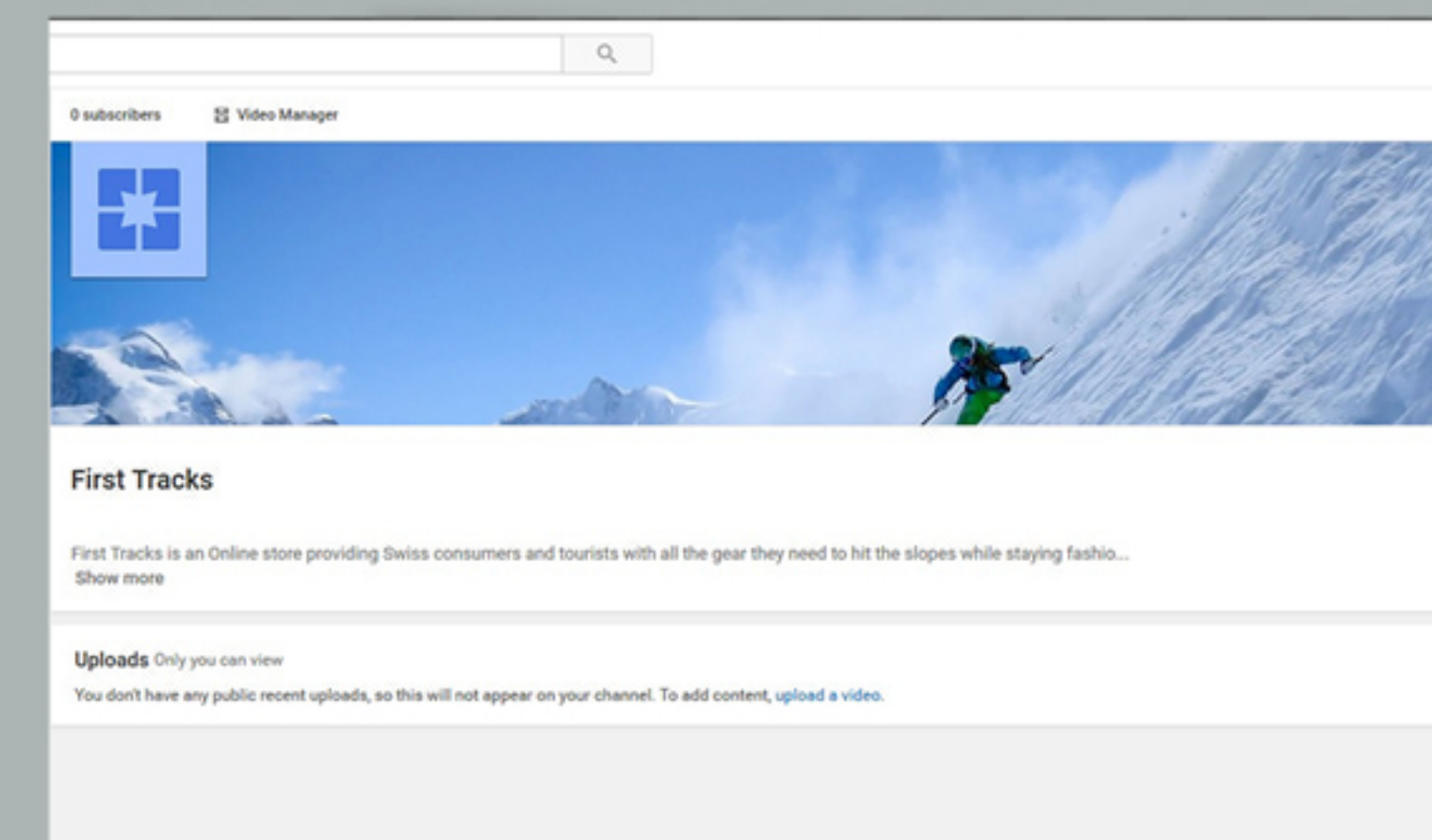
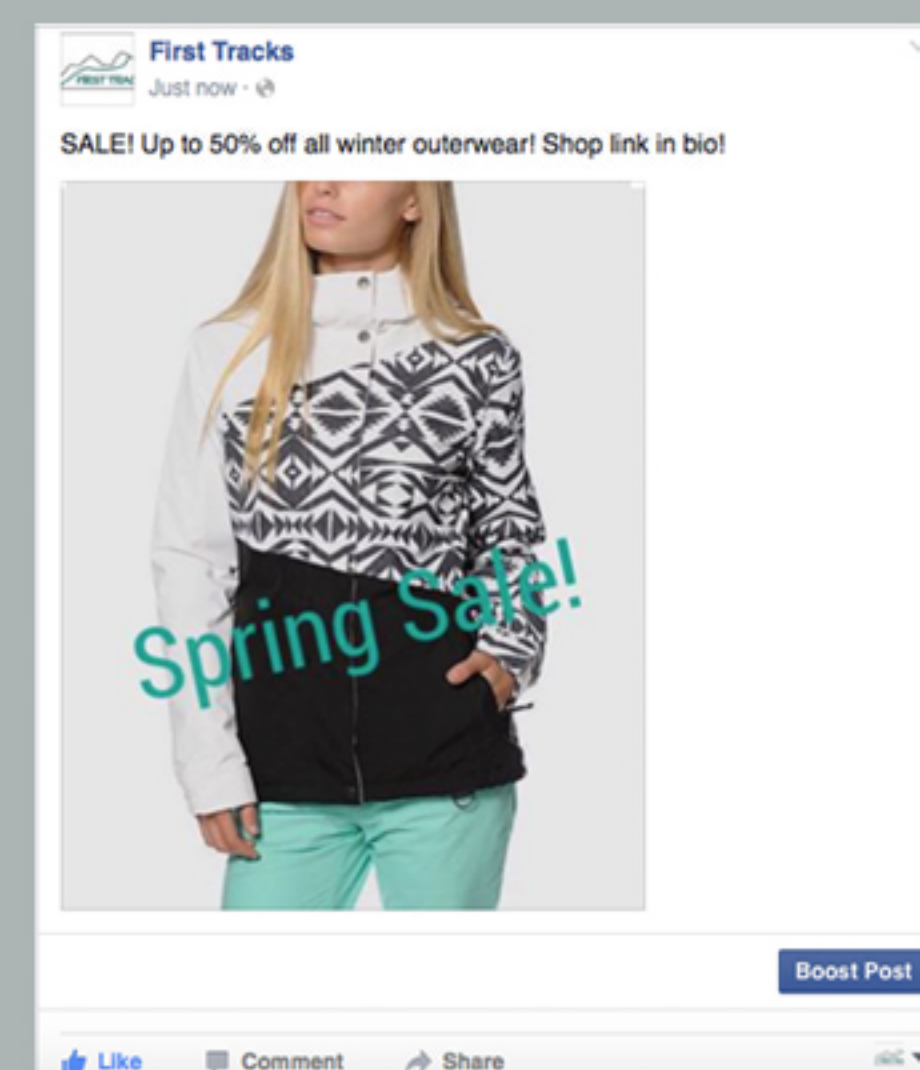
- Macro Trends
  - Technology
  - Sustainability
  - Healthy and active lifestyle
- Fashion Trends
  - Color blocking, plaid, denim, all white
  - Cowl neck and angular zippers
  - Pantone colors: bodacious, spicy mustard, lush meadow, sharkskin, riverside

## Inspiration Story Board



## Social Media

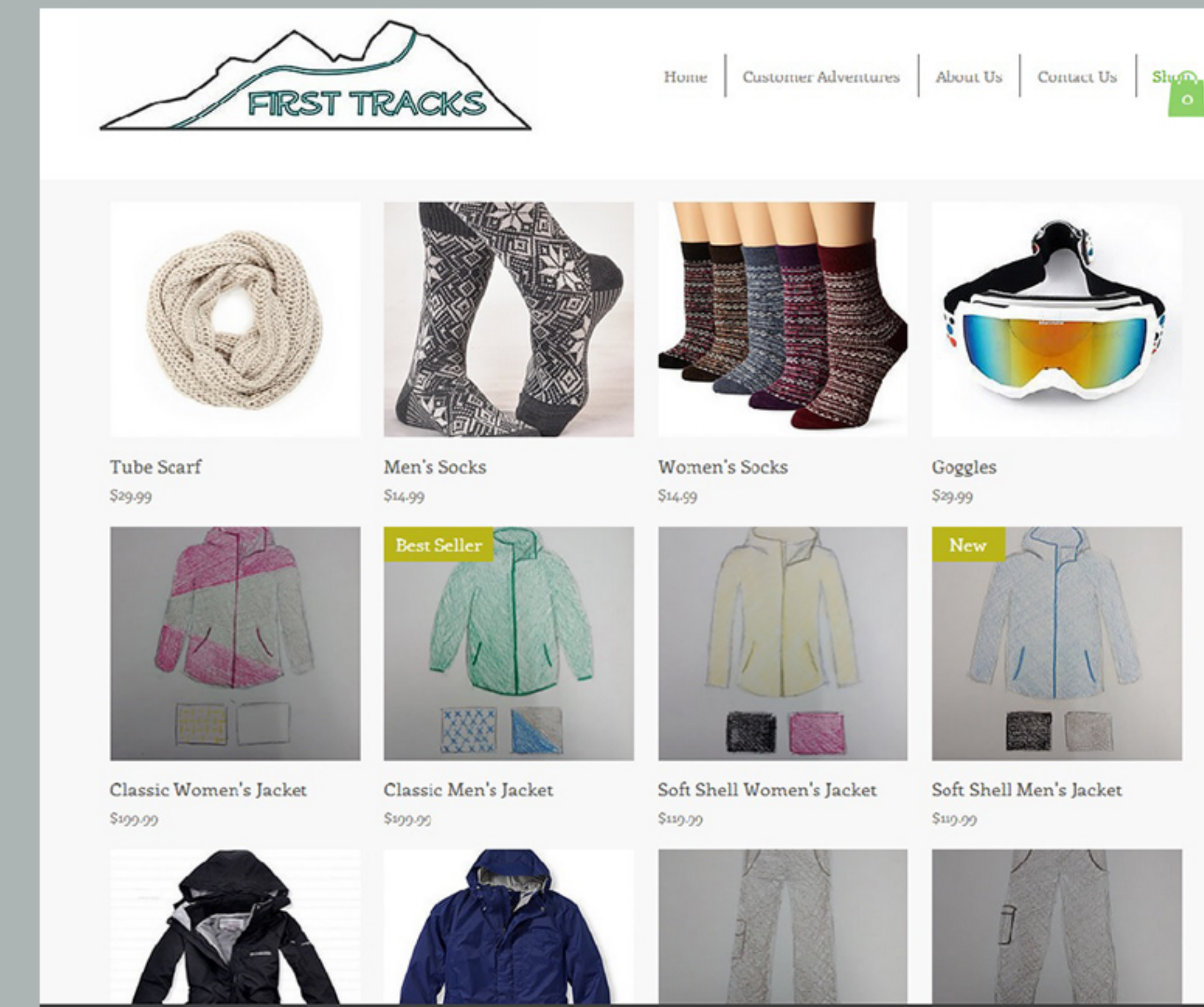
- Facebook
  - Post images of our products on models
  - Post links to our site for shopping ease
  - Share posts from our customers that include our products



## -YouTube

- Build strong brand lifestyle
- Feature behind the scenes at First Tracks as well as videos of our customers and the adventures they have in our products

## Shopping Page



## Price

- Competitive pricing
  - highly saturated market
- Markup 55%
- Markdown 30%-40%-50%
  - After 90 days markdown is 30%
  - After 40 more days markdown is total 40%
  - After 30 more days markdown is total 50%
- Based on season, inventory level, and lack of popularity

Katie Braun, Brittney Bublitz,  
Sarah Thelen, Laura Toneson  
ADHM 481

Capstone in Apparel, Retail Merchandising, and Design