

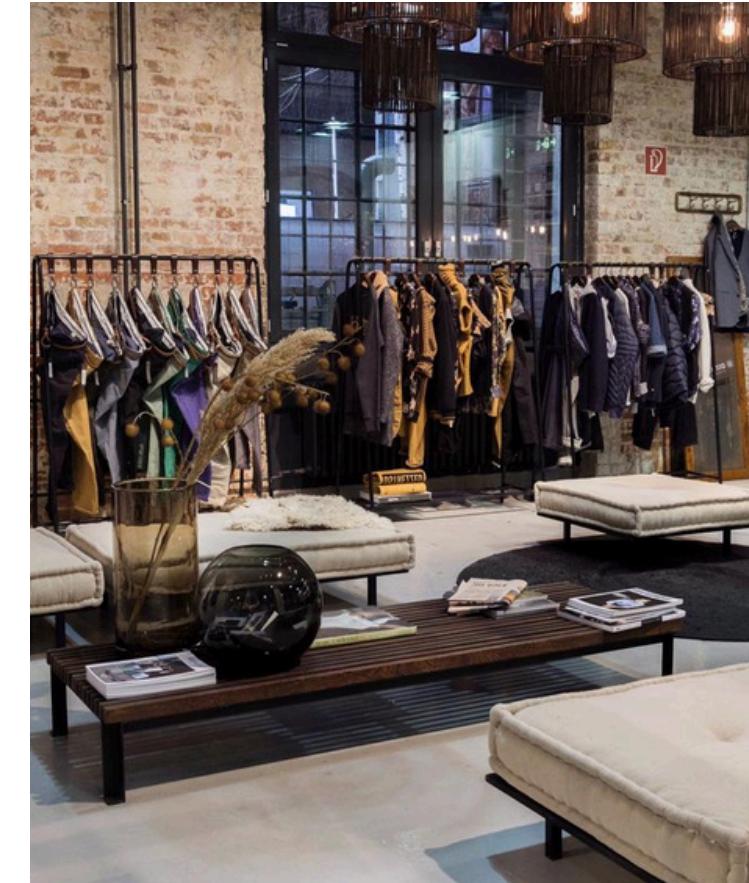


TURNERS

# TURNER'S DEPARTMENT STORE

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# TURNER'S STORE CONCEPT



- Industrial yet cozy modern boutique
- Exposed brick walls and large, black-framed windows suggest a warehouse or loft-like setting, giving it a raw, urban feel
- Neutral-toned furnishings create a sense of understated luxury
- Warm lighting from hanging pendant lamps adds a soft, inviting ambiance
- Clean lines and open floor plan emphasize a curated, spacious atmosphere
  - Ideal for a store that values craftsmanship and thoughtful design
- Use of dried florals and earthy colors suggests a focus on natural materials and eco-consciousness.

# CONSUMER PROFILE

- Ages: 35-60
- Gender: Male and Female
- Income: Medium to high - \$62,000 median household income
- Family structure: Families more often than singles
- Occupations: Established professionals and retirees
- Preferences: timeless, classic, traditional, and mature fashion, emphasis on quality and craftsmanship, products that can stand the test of time, investment pieces

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# COMPETITOR ANALYSIS

## JCPenney®

- Strength:
  - JCPenney is a well-known brand with loyal customers
- Weakness:
  - Reliance on declining mall traffic
- Opportunity :
  - Influencer collaborations.
- Threat:
  - JCPenney's ability to stay profitable.

## NORDSTROM

- Strength:
  - Known for excellent customer service
- Weakness:
  - High prices may alienate price-sensitive customers
- Opportunity:
  - Capitalize on demand for eco-friendly products
- Threat:
  - Economic uncertainty impacts luxury spending

## Dillard's

- Strength:
  - Efficient inventory management
- Weakness:
  - Reliance on Physical Stores
- Opportunity:
  - E-commerce Growth
- Threat:
  - Intense competition from department stores & online retailers



# PRIVATE LABEL: REVIVAL



Revival is an eco-luxury brand.

This line is a dedicated line of products made entirely or partially from in-house scraps and recycled material.

The line emphasizes high-quality craftsmanship, exclusivity, and eco-consciousness. Our private labels aim to please customers who want to align with a brand that values sustainability while offering quality.

The packaging and presentation consist of easily bio-degradable materials.

# STORE WIDE SUSTAINABILITY INITIATIVE

Ethically sourced materials, offering reusable bags \$0.25 and encouraging customers to bring their own, provide discounts for customers who participate in sustainability efforts

Products can be returned within 30 days if they are in perfect condition with tags attached. Damaged items, with proof of purchase, are eligible for 15% of their original cost as store credit. Returned damaged products will be repurposed for private label items, promoting sustainability.

Onboarding includes completing sustainability training modules.  
Quarterly updates reinforce knowledge and re-align with company goals.

Kansas State Fashion Design students act as ambassadors for our store, helping to promote our sustainability efforts and return policy. In return, they gain access to our Revival Fabric Library, which they can use for their campus projects.



# PLAN INCREASE AND COLOR ASSORTMENT

- Anticipated Sales Increase: 7% (rounded up LY sales increase)
- Anticipated Reductions: 16% (rounded down last years reductions)
- Anticipated Markup: 56% (rounded up last years average because of the amount of volume we had)
  - Potential Roadblocks
    - If supply chain bottlenecks, timeliness to get to market may be slow and could affect overall sales (Supply chain delays)
    - Seasonal trend shifts / Excess inventory from prior seasons
    - Inflation or cost increases



#0d0000

#31153e

#103552

#3d4029

#591420

#d9bd9c

We chose these colors because our target age demographic prefers timeless, classic, traditional, and mature color palettes.



# MEN'S APPAREL

## 6-Month Merchandising Plan

Monthly Growth Projections: Planned Monthly Sales compared to Last Year with a 7% increase.

February - \$58,935 —> \$63,060

March - \$58,935 —> \$63,060

April - \$206,271 —> \$220,710

May - \$117,869 —> \$126,120

June - \$88,402 —> \$94,590

July - \$58,935 —> \$63,060

## Strategies:

Keep basics stocked

Trend Forecasting

## Assortment Plan

Sweaters, Shirts, Jackets, Bottoms, Sweatshirts, Swimwear, PJs & Robes, Underwear, Suits & Tuxedos, Dress Shirts

Our priorities are quality that will withstand the test of time and pieces that can be styled in several different ways.

Jeans & Denim

Chinos

Dress Pants & Slacks

Sweatpants

Shorts & Sports

Buying decreases after the holiday season but spikes back up in April as tax returns start coming in.



# WOMEN'S APPAREL

## 6-Month Merchandising Plan

Monthly Growth Projections: Planned Monthly Sales compared to Last Year with a 7% increase.

February - \$50,700 —> \$54,249

March - \$58,500—> \$62,595

April - \$70,200 —> \$75,114

May - \$78,000 —> \$83,460

June - \$66,300 —> \$70,941

July - \$66,300 —> \$70,941

Strategies - leveraging trend forecasting and store sales data to continually increase sales

## Assortment Plan

Dresses, Tops, Pants, Skirts, Activewear, Loungewear, Petites, Maternity, Juniors, Jackets/Coats.

Our priorities are focused on timeless, enduring style, ensuring we offer pieces that are versatile enough for both workwear and everyday classic looks.

Tops:

Blouses

T-shirts

Knit Tops

Bodysuits

Tanks/Camis

\*higher quantities of basics and prioritizing natural fiber pieces



# HOME GOODS

## 6-Month Merchandising Plan

Monthly Growth Projections: Planned Monthly Sales compared to Last Year with a 7% increase.

February - \$25,000 —> \$26,750

March - \$30,000 —> \$32,100

April - \$40,000 —> \$42,800

May - \$45,000 —> \$48,150

June - \$55,000 —> \$58,850

July - \$55,000 —> \$58,850

Strategy - we will leverage trend forecasting to capitalize on peak months.

## Assortment Plan

Bedding, Kitchenware, Luggage, Pets, Bath, Outdooring Living, Décor, Rugs & Carpets, Storage & Organization, Home Fragrance.

Our priorities focus on timeless design and high-quality cookware that is built to last, offering pieces that can be cherished and used across generations.

Kitchenware:

Cookware

Utensils

Small Appliances

Dinnerware

Kitchen Linens



# ACCESSORIES

## 6-Month Merchandising Plan

Monthly Growth Projections: Planned Monthly Sales compared to Last Year with a 7% increase.

February - \$18,500 —> \$19,795

March - \$22,200—> \$23,754

April - \$27,750 —> \$29,693

May - \$33,300 —> \$35,631

June - \$40,700 —> \$43,549

July - \$42,550 —> \$45,529

Strategies - accommodate for increased demand in warmer months, paying attention to purchasing patterns and key trends our customers are keen to

## Assortment Plan

Jewelry, Headwear, Bags, Eyewear, Belts, Hair Accessories, Winter Accessories, Neckwear (ties and scarves), Pins/Broaches, Stockings

Our priorities are timelessness and maturity therefore making sure we offer pieces our customer could wear to work as well as plenty of classics

Jewelry: Necklaces

Bracelets

Rings

Earrings

Watches

Higher stock level of silver vs. gold jewelry  
Offering heirloom and more affordable pieces



# SHOES

## 6-Month Merchandising Plan:

Monthly Growth Projections: Planned Monthly Sales compared to Last Year with a 7% increase.

February - \$23,100 —> \$24,717

March - \$25,200 —> \$29,211

April - \$29,400 —> \$33,705

May - \$42,000 —> \$40,446

June - \$44,100 —> \$44,940

July - \$46,200 —> \$51,681

Strategy - focusing on activity levels, trend forecasting, diversity within the styles, and targeted categories to fit the lifestyle of every customer.

## Assortment Plan:

Dress Shoes, Casual/Comfort, Western & Country, Boots, Sneakers, Heels, Seasonal Styles, Sandals, Luxury Styles, & Orthopedic Shoes.

Our focus is on delivering timeless designs that seamlessly combine exceptional craftsmanship with all-day comfort, perfect for those who value enduring quality and effortless style.

Active Sneakers : Running Shoes

Hiking Shoes

High End Sneakers

Sport Shoes

Casual Shoes



THANK  
YOU  
QUESTIONS?

