



# LEVI'S®

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# **Company Profile and Analysis**



# BRAND HISTORY

- Levi Strauss was born in Buttenheim, Bavaria on February 26, 1829, and after the death of his father in 1846, his family emigrated to NY.
- There, his brothers had a business of dry goods – textiles, RTW garments, products like perfumes and soaps, named “*J. Strauss Brother & Co*”.
- In the year 1872, Levi received a letter from one of his customers, Jacob Davis, a tailor. Davis’ unique way to make pants: through the use of rivets at points of strain to make them last longer. The tailor wanted to patent the idea but needed a business partner and Levi agreed on helping him.
- “The patent was granted to Jacob Davis and Levi Strauss & Company on May 20, 1873; and blue jeans were born.”



# BRAND HISTORY

1886 - The Two Horse Trademark

1936 - Levi's® red tab on the back pocket

1943 - the *Lady Levi's*, the first pair of women's jeans

1991 - first multinational apparel company to launch a comprehensive code of conduct for all contract factories and licensees.

2013 - The innovation lab is a research and development facility dedicated to design ideation and prototyping



**LEVEL  
S,  
®**

# **MISSION STATEMENT**

**“ To sustain responsible commercial success as a global marketing company of branded apparel. We must balance goals of superior profitability and return of investment, leadership market positions, and superior products and service.”**

# BRAND IDENTITY

- Levi's prides itself on heritage and innovation. The original Two Horse logo pulling the jeans apart to translate **durability** with a bat wing structure does just that.



1890



1969



2000

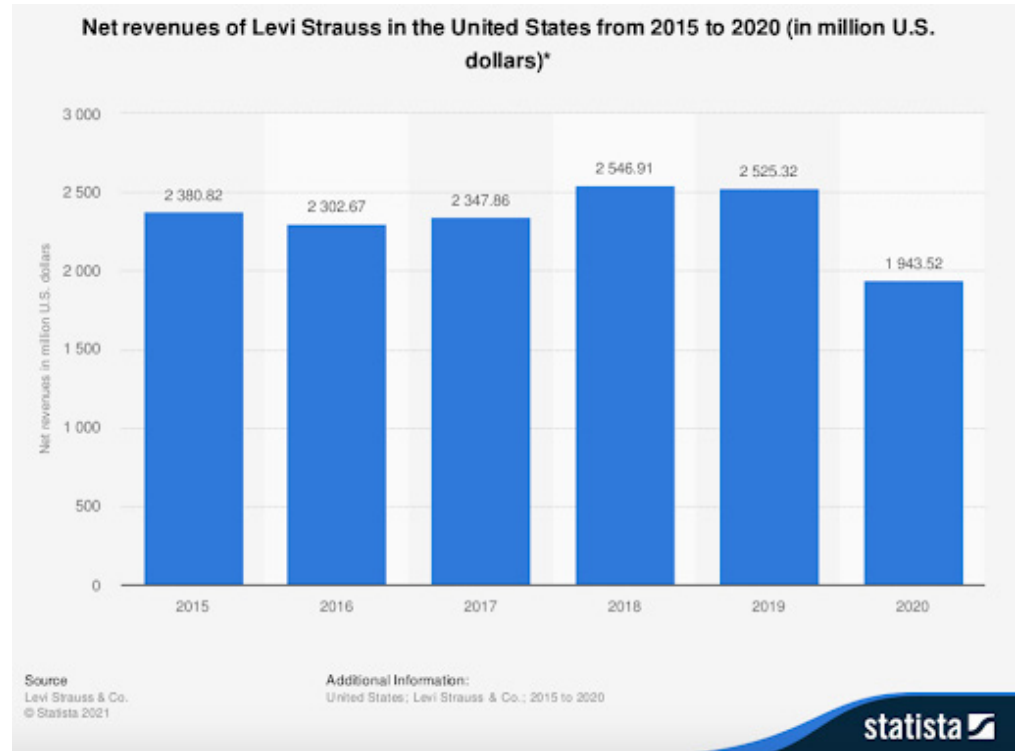
*“Empathy, originality, integrity and courage. These guide every decision we make and every **action** we take. And they fuel our **commitment** to drive profits through principles.”*

CEO Chip Bergh



# SCOPE & SIZE

- **14,000** employees worldwide
- **\$4.45 billion** in worldwide sales for 2020
- **\$1.94 billion** in US sales for 2020
- **3,100** stores worldwide
- **205** USA stores
- **Where & How:** Brick-and-Mortar stores, eCommerce, and outlets/ chain retailers



## Financial Data

Financials in:	USD(mil)
Revenue:	4,452.6
Assets:	5,488.0
Date of Financial Data:	29-Nov-2020





# SCOPE & SIZE



NYC, USA Flagship Store

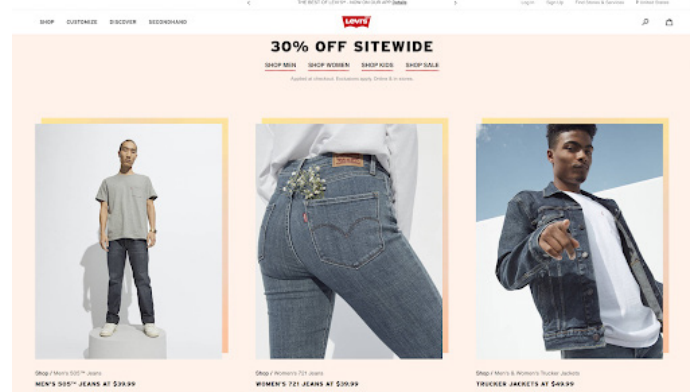


Toronto, Canada Flagship Store



# SCOPE & SIZE

- **2020:** Investments into website and other platforms made e-commerce profitable the whole year.
- **Ecommerce site:**
- **2Q**
  - Sales grew 25%
  - 79% growth in May - doubled digital footprint from the previous year.
- **3Q**
  - 52% growth in the company's e-commerce sales.”
  - Levi's Online Sales: 8% of the apparel company's \$1.06 billion in revenues, double its rate from 2019.

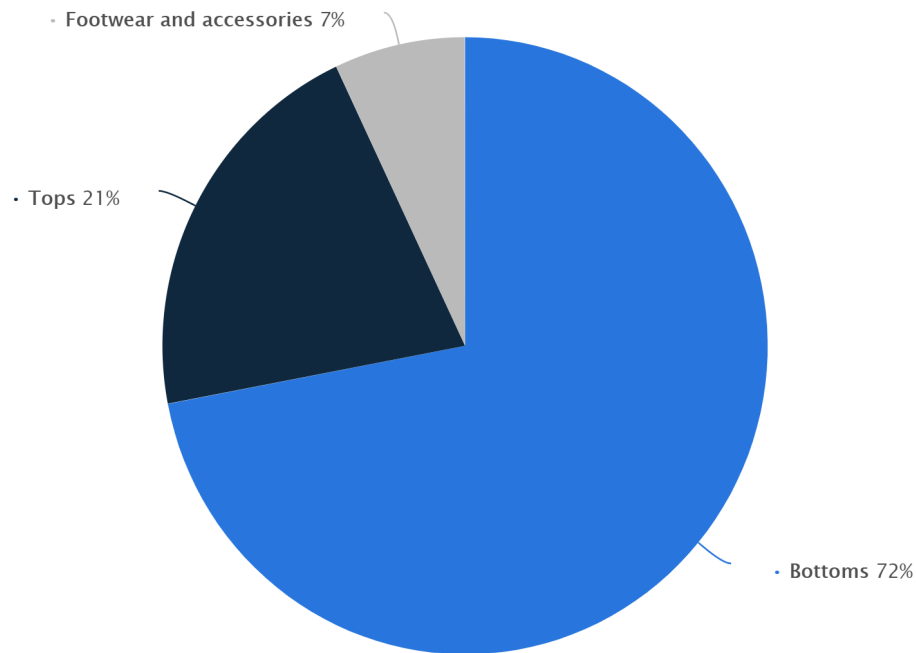


*“We’re profitable a year ahead of schedule, despite all of the accelerated investments that we’ve made.”*



# PRODUCT MIX

Revenue share of Levi Strauss worldwide in 2019, by product category





# PRODUCT CATEGORIES

SHOP CUSTOMIZE DISCOVER  
SECONDHAND

MEN

WOMEN

KIDS

COLLECTIONS

SECONDHAND

SALE



512™ Slim Taper Fit Men's Jeans  
\$56.98 - \$64.98 ~~\$69.50 - \$79.50~~



501® Original Fit Men's Jeans  
\$59.50 - \$69.50



511™ Slim Fit Men's Jeans  
\$69.50

PRODUCT PRODUCT PRODUCT PRODUCT



# PRODUCT CATEGORIES

SHOP CUSTOMIZE DISCOVER  
SECONDHAND

**MEN**

**WOMEN**

**KIDS**

**COLLECTIONS**

**SECONDHAND**

**SALE**



Levi's® Premium

Wedgie Fit Ankle Women's Jeans

\$89.50 - \$98.00



Levi's® Premium

Wedgie Fit Straight Women's Jeans

\$89.50 - \$98.00



Levi's® Premium

501® Stretch Skinny Women's Jeans

\$98.00

PRODUCT PRODUCT PRODUCT PRODUCT



# PRODUCT CATEGORIES

SHOP CUSTOMIZE DISCOVER  
SECONDHAND

**MEN**

**WOMEN**

**KIDS**

**COLLECTIONS**

**SECONDHAND**

**SALE**



505™ Regular Fit Big Boys Jeans 8-20  
\$40.00



High Rise Ankle Straight Little Girls Jeans 4-6x  
\$42.00



502™ Taper Fit Big Boys Jeans 8-20  
\$48.00

PRODUCT PRODUCT PRODUCT PRODUCT





# DEMOGRAPHICS

“MALE”

## Urban

- Upper-Middle-Class
- Youth Market: 15–25 age group.
- They like to keep up with the trends, look good, and grab attention with their appearance.
  - **Strivers (VALS)**
- Young people like to seek uniqueness and innovation.
  - **Innovators**





# DEMOGRAPHICS

“MALE”

## Suburban/Rural

- Upper-Middle-Class
- 15-25 age group/ men up to 30 years of age
- The customers are more conscious about the safety and quality of the product.
  - Thinkers, mature, reflective



# DEMOGRAPHICS

“FEMALE”

## Urban

- Upper-Middle-Class
- Youth Market: 15–25 age group.
- They are enthusiastic about trends and fashion, would like to choose clothes that help them to stand out.
  - **Strivers**
- They feel good, confident and be willing to show off their body.
  - **Experiencers**



# DEMOGRAPHICS

“FEMALE”

## Suburban/Rural

- Upper-Middle-Class
- 15-25 age group
- The customers are more conscious about the safety and quality of the product.
- **-Achievers**
- The customer requires better after-sale service, repair, and support. **-Thinkers**
- They require stylish products that can show their confidence, youthfulness, and uniqueness.





# TRAFFIC

- September 2020 - February 2021, Levi.com had **9.98M visits**, with an average duration of 3 minutes.
- Of the total visits, **50.77% came from the United States** alone by desktop and mobile web.
- The visits came mostly from search, represented by **53.09% of traffic**. The most common SEOs:

1st - Levis

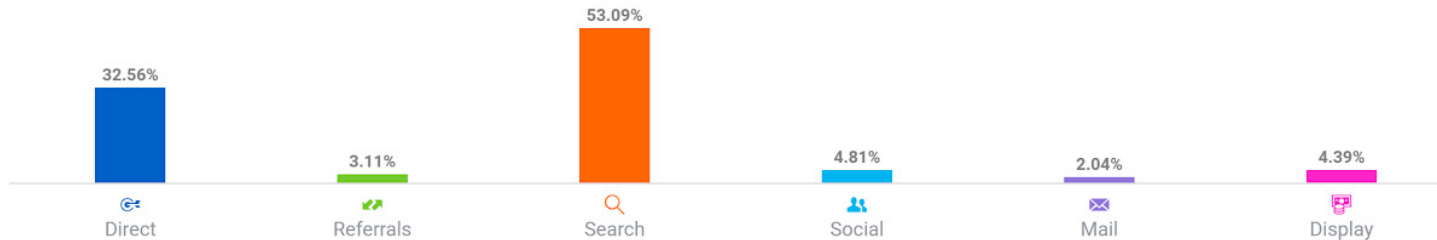
2nd - Levi

3rd - Levi's

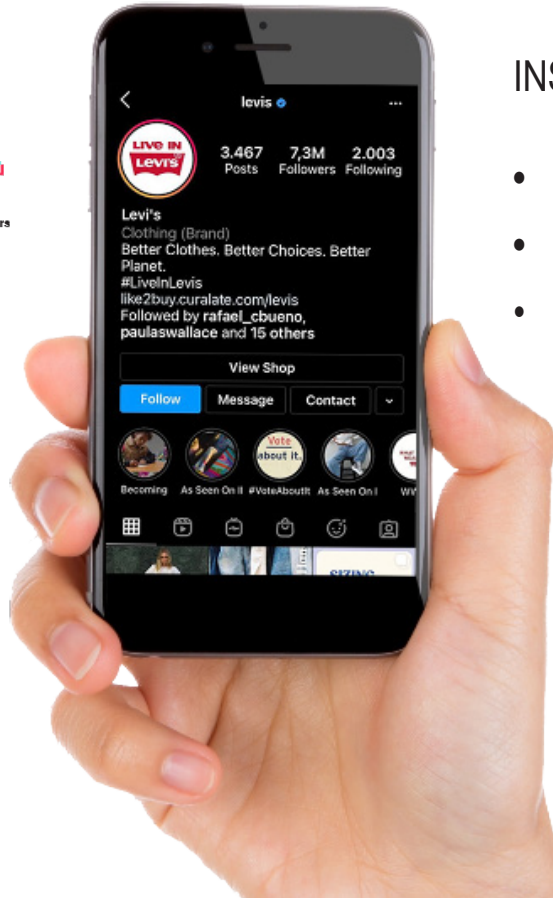
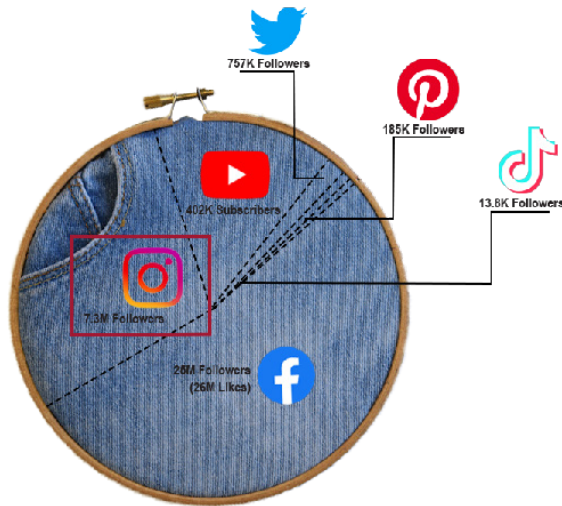
4th - Levis Jeans

5th - Levi Jeans

- 2nd Traffic Source: **32.56%** direct visits
- Social Media: **4.81%** - coming from Facebook, Twitter, and Youtube.
- Instagram does not create much traffic for Levi's website, since the brand has the shop option already in the app.



# SOCIAL MEDIA PRESENCE

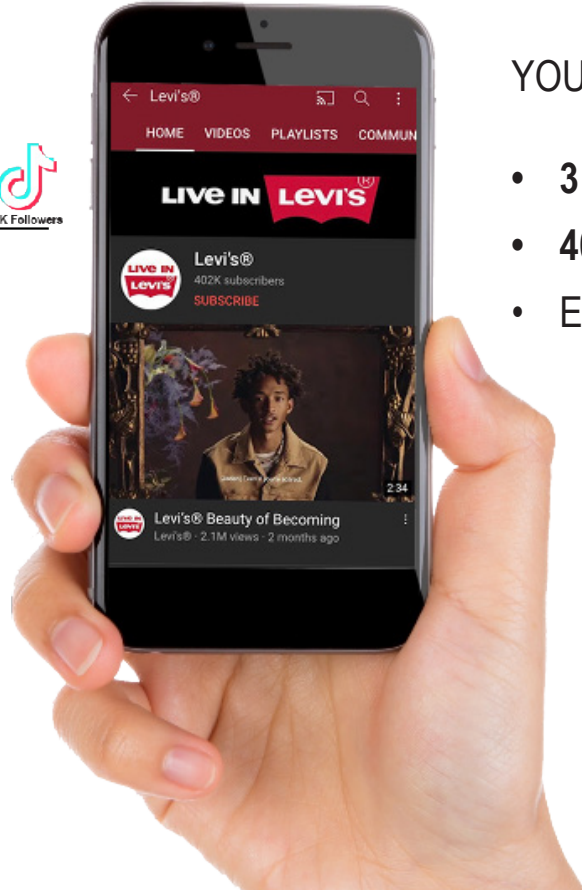
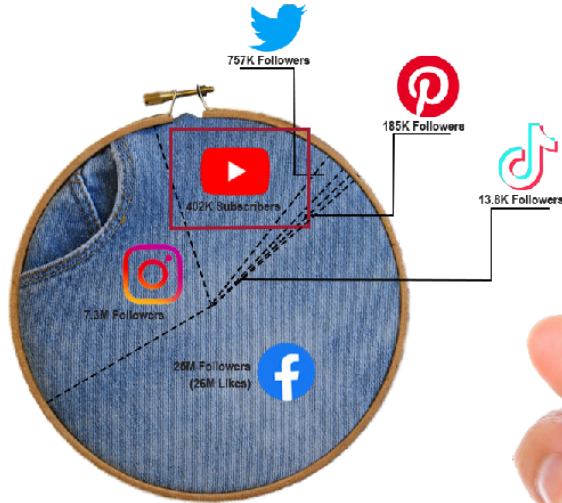


## INSTAGRAM

- Most active social
- 7.3M Followers
- Engagement:
  - 13K likes on their last post
  - Series on IGTV about collaborations
  - IG lives that spread social awareness, and to be transparent to consumers
  - Shop option on Instagram
  - Exclusive filters



# SOCIAL MEDIA PRESENCE

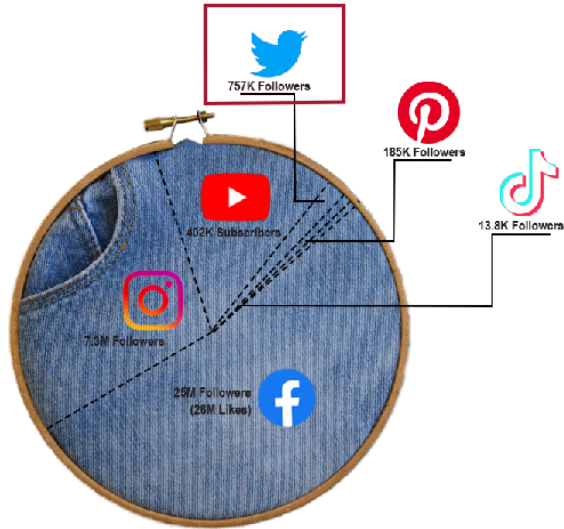


## YOUTUBE

- 3 videos every week on their main channel
- 402K Subscribers
- Engagement:
  - Channel started 6 years ago
  - Videos with more than 1M views
  - YouTube series of how-to-style Levi's products
  - Beauty of Becoming, campaigns
  - Other channels for specific regions, such as India



# SOCIAL MEDIA PRESENCE

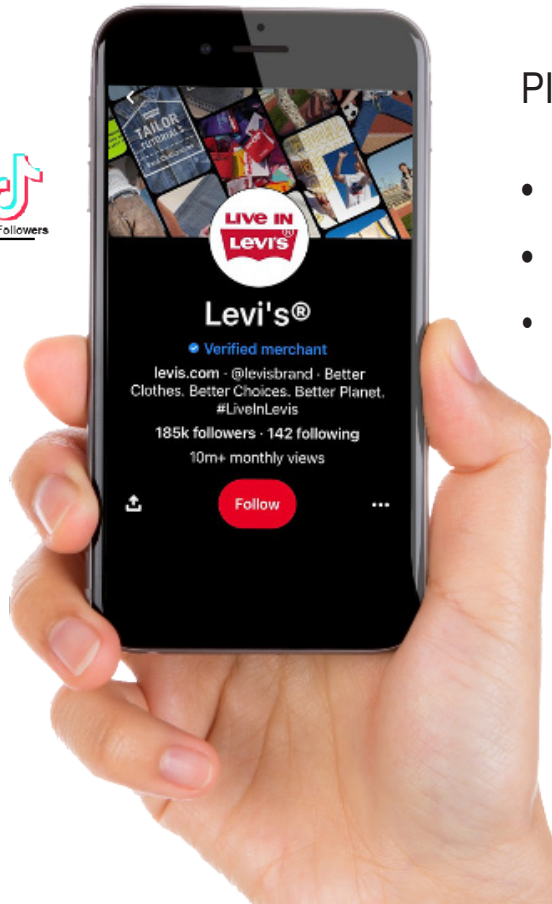
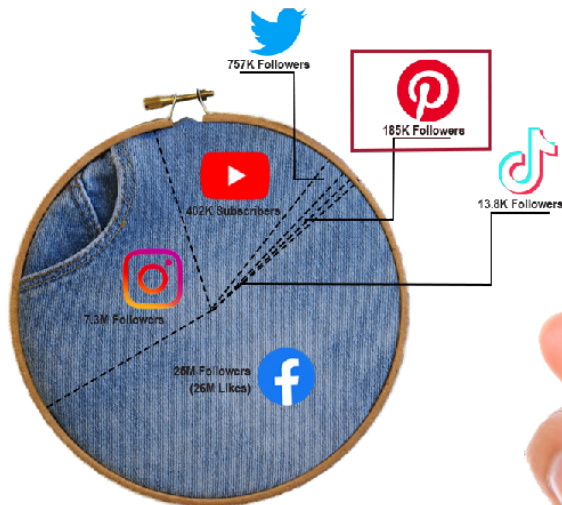


## TWITTER

- Tweets from time to time
- 757K Followers
- Engagement:
  - Do not use much
  - Reposts small videos of Youtube content and alerts of discounts



# SOCIAL MEDIA PRESENCE

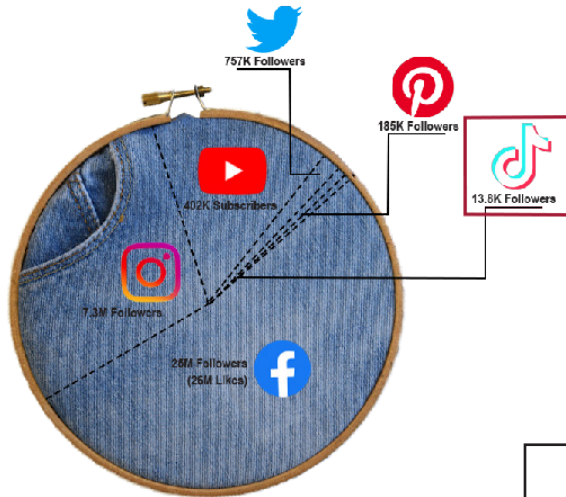


## PINTEREST

- Shop option
- 185K Followers
- Engagement:
  - More of a marketing tool
  - Posts photos of every product that is available on their website, campaigns, and tutorials



# SOCIAL MEDIA PRESENCE



## TIKTOK

- No video
- 13.8K Followers
- Engagement:
  - Just to make a presence on the app, but no content - just a link to their website.

**LIVE IN Levi's**

**levis** ✓  
Levi's

**Follow**

55 Following 13.8K Followers 0 Likes

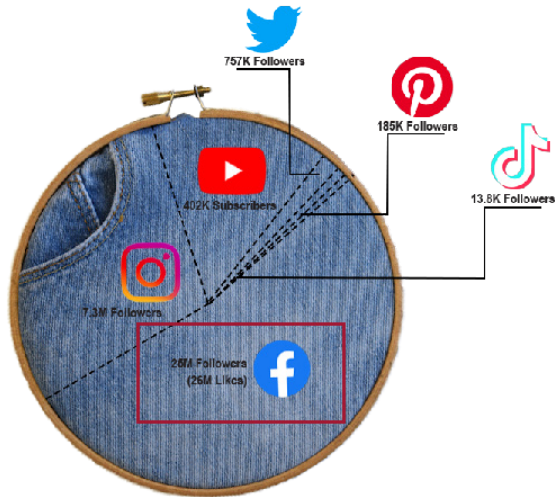
No bio yet.

[www.levi.com](http://www.levi.com)





# SOCIAL MEDIA PRESENCE



## FACEBOOK

- One post every day
- 25M Followers (26M Likes)
- Engagement:
  - One post every day about products or videos about collaborations, but without much engagement.

A screenshot of the Levi's Facebook profile page. The profile picture is the Levi's logo. The name is 'Levi's' with a verified badge, and the category is 'Clothing (Brand)'. There is a 'Like' button with a thumbs-up icon. Below the profile information is a blue 'Shop Now' button with an external link icon. Underneath the button is the URL 'portalflex.sellbie.com.br'. At the bottom, there are three circular profile pictures of people and the text 'Luma, Henrique, Chloe and 26,070,679 others like this'.

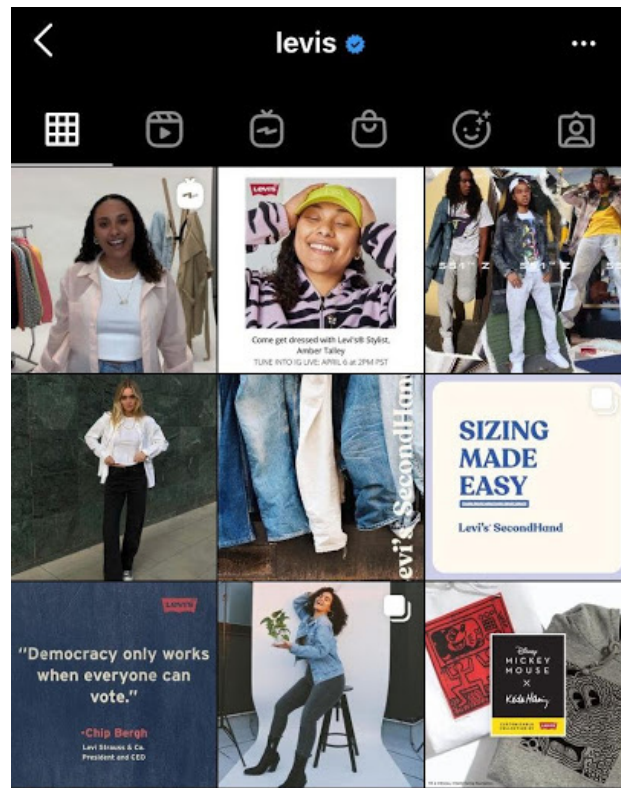
# DIGITAL MARKETING

Levi's placed 6th as brand creators worldwide with most views cross-platform during February 2021.

- This is possible because the brand has a clear purpose in making content: **connecting with customers and creating loyalty.**

The content that Levi's creates represents their history: "self-expression against all odds."

- "the brand is a celebration of **democratic and inclusive** ideals"



6	 Levi's	+538 ▲ 	2,867	9,551,770	14,484,596
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# DIGITAL MARKETING

*Levi's presents all content with actions people can take to have better lives in their communities.*

- Levi's strategy focuses on the message, and uses the zeitgeist in their videos



# COVID APPROACH

## THE MOVE TO DIGITAL

- **2019** - Katia Walsh joined Levi's
- The data science, analytics, and AI team helps optimize inventory and predict store traffic via forecasting models.
- When COVID-19 hit, the global team worked to rebuild the predictive models virtually overnight
- The AI models shifted focus from ecommerce, to quickly reopening stores, to optimizing in-store promos



Katia Walsh, Ph.D., Senior VP & Chief Strategy and AI Officer



# COVID APPROACH

## THE MOVE TO DIGITAL

“They also used the team’s unique backgrounds — like natural disaster forecasting and response, and epidemiology modeling — to predict infection rates, which in turn helped predict when we could start opening stores country by country.”

- Thanks to COVID-19, Levi’s continues to traverse the new digital landscape through, 3D renderings, NextGen stores, virtual styling, and forecasting AI



# **The Competitive Marketplace**

# LEVI'S SWOT ANALYSIS

## Strengths

- Strong brand name awareness
- Jeans expertise
- Connected with youth via social media
- Integrated worldwide operations
- Market penetration through wholesale

## Weaknesses

- Dependence on manufacturers in different locations
- Over-dependence of 10 wholesale customers
- Oversaturated image due to retailers

## Opportunities

- Invest in DTC channels due to recent growth
- Utilize other social media platforms for marketing

## Threats

- Potential exceedence on store operating expenses
- Lack of protection of property rights



# LEVI'S STRENGTHS

## Strong brand name awareness:

- People search for “Levis” when shopping on the internet;
- The searches come mostly from, in order, California, Oregon, New York, Nevada and Vermont. - where most online sales come from.

## Jeans expertise:

- Tradition and partner in the creation of today’s jeans, and 2nd most searched word for the brand.

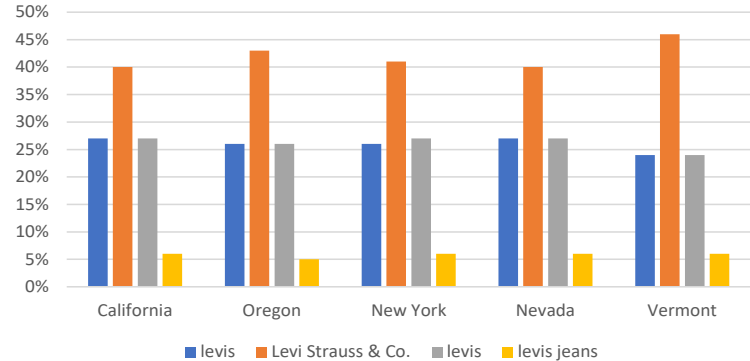
## Connected with youth via social media:

- Lots of engagement on apps like Instagram and Youtube
- The brand targets younger consumers and **creates brand loyalty** from a young age

## Integrated worldwide operations:

- Manufacturers in **60 countries** and stores over 110 countries that well communicate with each other.

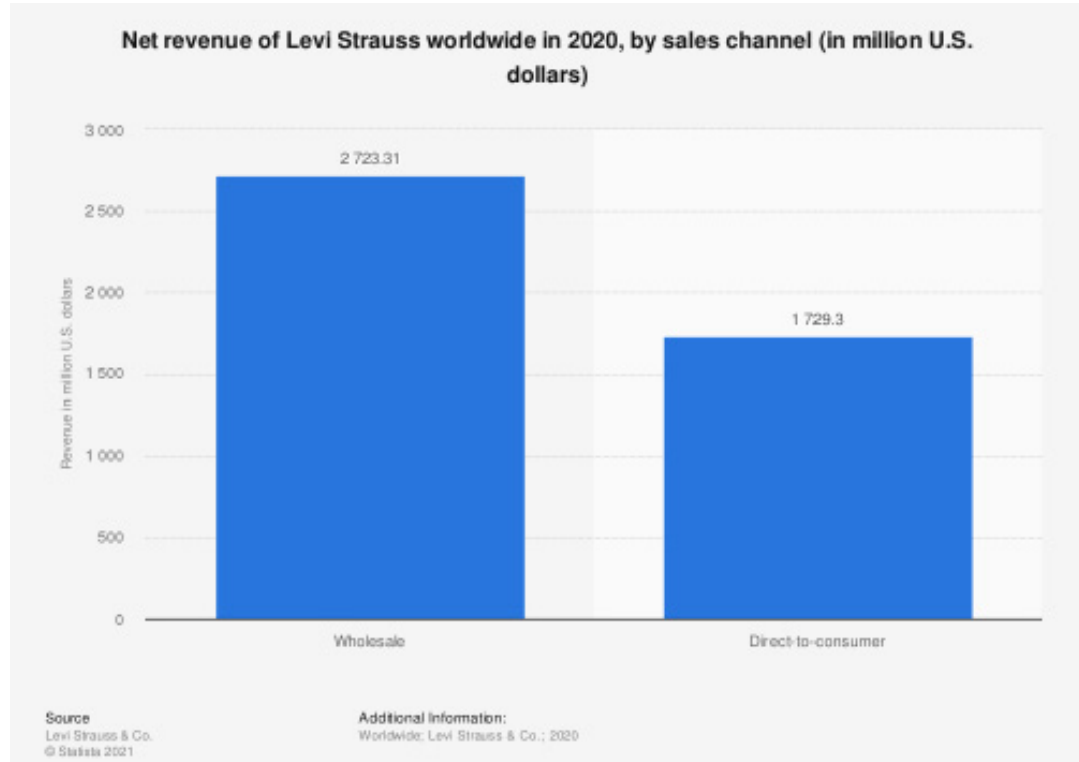
Most searched words in each State



# LEVI'S STRENGTHS

## Market penetration through wholesale:

- Levi's placed 7th in leading brands of the U.S. in 2020, and **wholesale** contributed a lot to the revenue - **61%** of the total.
- Present in many categories (from Target to Macy's)





# LEVI'S WEAKNESSES

## Dependence on manufacturers on different locations:

- **97%** of Levi's manufacturers are overseas, which increases risks in the supply chain due to local circumstances.

## Over-dependence of 10 wholesale customers:

- **31%** of total revenues (Wholesale + DTC) come from only **10 retailers**
- It can impact Levi's financial situation if there is any break in contracts.

## Oversaturated image due to retailers:

- Levi's presence in different retailers can affect brand image if **retailer image** is compromised.



Levi's at Macy's



Levi's at Target

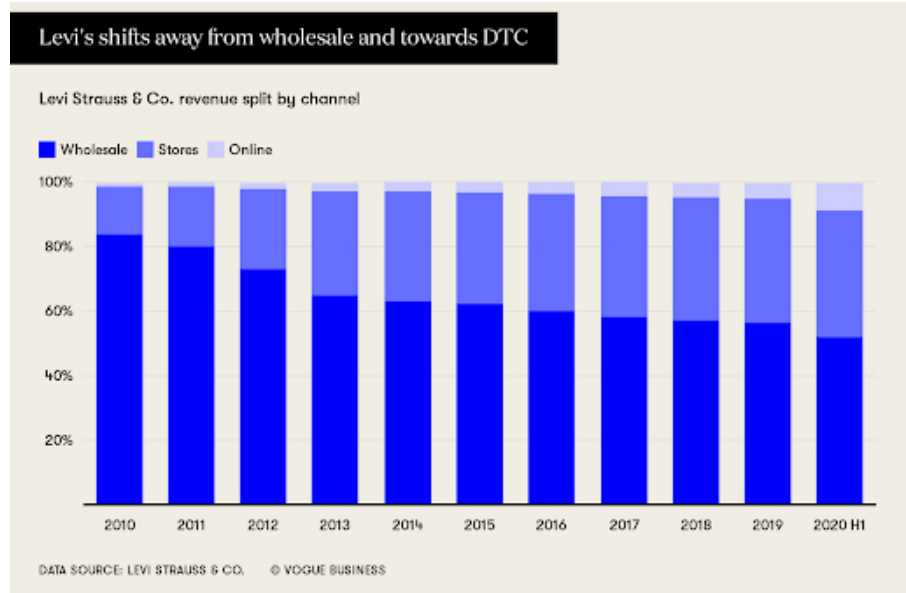




# LEVI'S OPPORTUNITIES

## Invest in the DTC channels:

- Due to COVID, Levis.com had an increase in sales that impacted the company significantly;
- If the company invests in more DTC channels, Levi's would not be so dependent on retailers;
- Lower financial risks and higher gross margin.

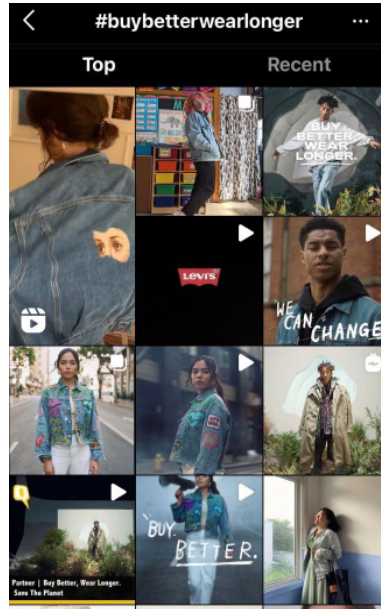


# LEVI'S OPPORTUNITIES

## Utilize other social media platforms for marketing:

- Use Twitter and TikTok to create content specific to the platform, which would create more website traffic and potential sales.

- TikTok could be used to produce content similar to Youtube and IGTV, instead of only relying on ambassadors.



- Twitter could be used as a platform to generate more discussion similar to their content on Instagram;



# LEVI'S THREATS

## Potential exceedence on store operating expenses:

- Levi's has **3100 stores** around the world that were closed for the majority of 2020, and customers shifted their habits to online channels.
- The brand needs to pay attention if the stores are **strategically located** or it is given more expenses.

## Lack of protection of property rights:

- Levi's jeans are products that easily get **counterfeited** and sold on sites like eBay and Etsy, despite the many unique Levi's trademarks.
- If a customer buys fake jeans with poor quality thinking it is a legit Levi's, the **brand perception turns negative**.



Original Levi's



Fake Levi's

## Fakes Reported By Our Users:

seller or source	reports	last updated
AllExpress	<a href="#">11</a>	Jan 29, 2018
Amazon	<a href="#">7</a>	Sep 24, 2020
eBay	<a href="#">16</a>	Oct 22, 2019
Facebook	<a href="#">2</a>	Mar 08, 2016
internet vendor	<a href="#">6</a>	Jan 23, 2017
retail store	<a href="#">7</a>	Dec 26, 2019
swap meet	<a href="#">3</a>	Jan 30, 2016

[view reported fakes](#) | [report a fake](#)

Source: The Counterfeit Report



# LEVI'S THREATS

LEVI'S THREATS LEVI'S THREATS LEVI'S THREATS LEVI'S THREATS

## Customer Review

Amazonian

★☆☆☆☆ **These Levi 501 Jeans must be fake. Don't buy.**

Reviewed in the United States on October 2, 2015

Verified Purchase

These Levi 501 jeans have to be fake. They have about less than 1/4 of an inch of hem on the leg cuffs. No real Levi would ever have such a small hem.

Plus, I bought these in February of 2015, it is October of 2015 and there is a huge hole in the crotch already. I have worn real Levi's for more than a year before without any holes developing in them. I DO have some with holes that have been worn out with a year or 2 of use, but these wore out way too soon.

I will not buy Levi's 501 jeans from Amazon again.



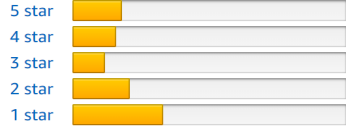
## Product Details



Levi's Men's 501 Original-Fit Jean by Levi's

★☆☆☆☆ 2.7 out of 5

266 global ratings



See All Buying Options

- Here is an example of how poor quality jeans being sold as original Levi's can affect brand reputation.



# COMPETITOR GRID

Fashionable

*Madewell*



\$



\$\$\$\$\$



Wrangler

Basic

COMPETITOR GRID COMPETITOR GRID



# CALVIN KLEIN

Calvin Klein is a global lifestyle brand built on iconic essentials and powered by bold, progressive ideals.

**WW Sales**= 3.7 Billion

**US Sales**= 1.5 Billion

**WW Stores:** 4,115

**US stores:** 185, Calvin Klein website, Wholesale (walmart, khols...)

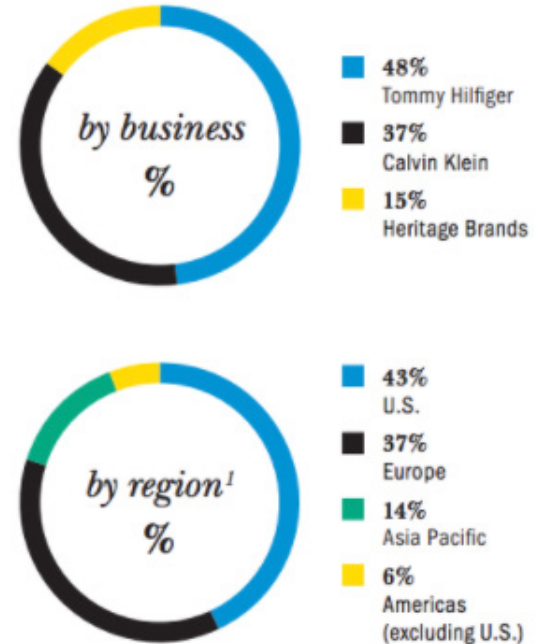
**Target Customer:**

14 to 50 years old men and women sexy, simple, and modern

**Mission:** We seek to thrill and inspire our audience while using provocative imagery and striking designs to ignite the senses



## 2019 REVENUES



# CALVIN KLEIN SWOT

## Strengths

- Product targets each segment of target market developed by clustering different consumer demographic, sociographics...
- Wide product arrangement from luxury to modern to sportswear

## Weaknesses

- Ethical issues surrounding overly sexual images and distasteful marketing
- Increased level of transparency in pricing and product comparisons, which impacts purchasing decisions.

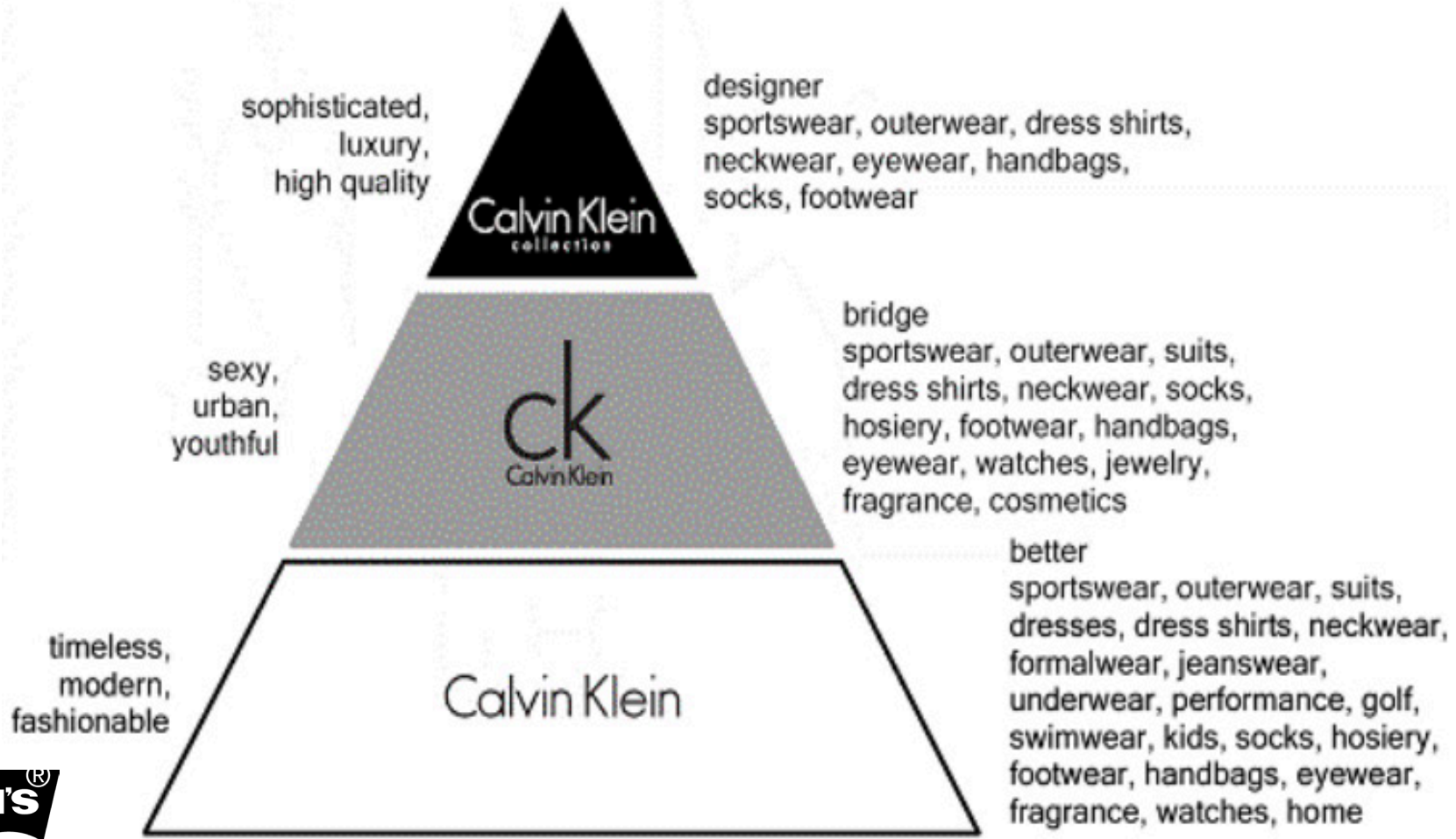
## Opportunities

- Emerging markets of asia and latin america
- Shift in consumer shopping preferences driving growth in the digital channel, more companies in the apparel sector

## Threats

- Competitors with more affordable and sustainable practices for jeans being marketed
- Dilution of brand image due to wide price





# CALVIN KLEIN BEST SELLERS

COMPETITOR SWOT COMPETITOR SWOT



Extra 20% off - use code CLASSIC

~~\$69.50~~ \$52.12  
YOU SAVE 25%

Skinny Fit High Rise Enza Long Jeans  
New Arrival



~~\$79.50~~ \$59.62  
YOU SAVE 25%

TOP  
Slim Fit High Rise Acid Wash Jeans



Extra 20% off - use code CLASSIC

~~\$69.50~~ \$52.12  
YOU SAVE 25%

Straight Fit High Rise Destructed Jeans



# CALVIN KLEIN SOCIAL MEDIA

Facebook- 7 posts a week, 200-3k likes PER POST  
Youtube- avg of 10 posts a month, 1k-82k views PER POST

## Social <sup>1</sup>



67.68%  
29.12%  
3.20%

Shifting to a digital and video-first mindset by creating branded content and curated experiences to leverage across social media platforms.





# TOMMY HILFIGER

Tommy Hilfiger U.S.A., Inc. is primarily engaged in the retail sale of men's and boys' RTW clothing and accessories.

## Distr. Channels:

- 1,400 free-standing retail outlets and several departmental stores. fifteen thousand associates to handle its work efficiently.
- Website

**Annual Sales WW:** \$454M

**US Sales:** approx. ~\$56M

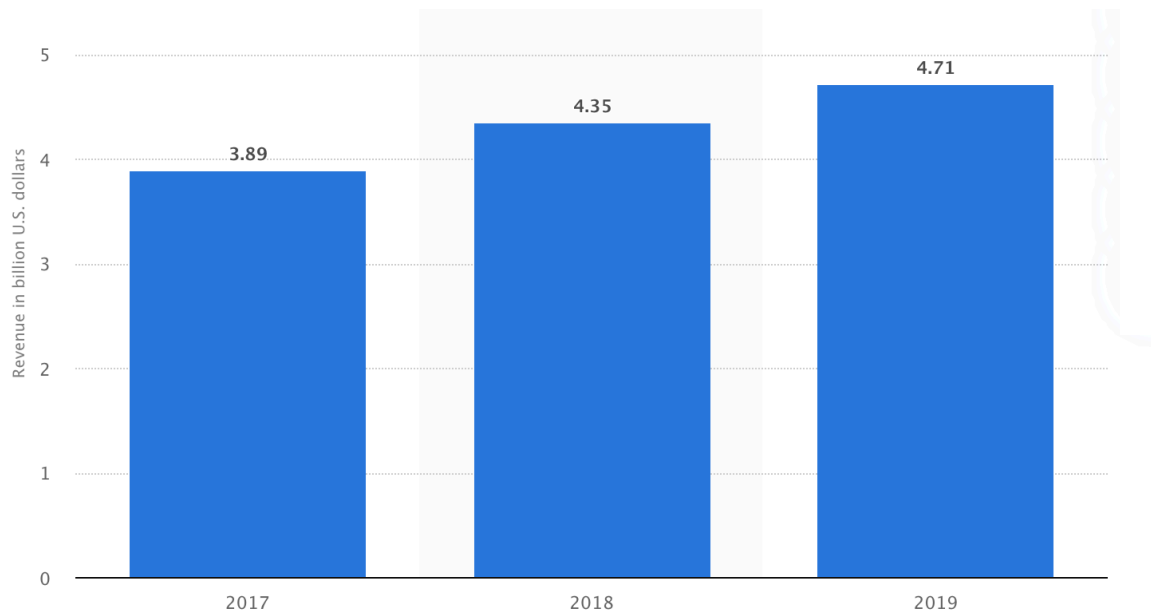


**Target Customer:** 25–45 year old consumer with an annual household income of over \$50,000. Sports-wear for men and women, eyewear, men's tailored clothing, athletic apparel, handbags, and leather goods. Average unit retail price for the Tommy Hilfiger brand is ~\$120.

Tommy Hilfiger's **mission** is to be one of the leading sustainable designer lifestyle

**Levi's**<sup>®</sup>

# TOMMY HILFIGER WW REVENUE 2017-2019



## REVENUES

(\$ in millions)



## GAAP EARNINGS PER SHARE



## NON-GAAP EARNINGS PER SHARE<sup>1</sup>



■ 2019 ■ 2018 ■ 2017

© Statista 2021



# TOMMY HILFIGER SWOT

## Strengths

- Strong Recognition being a Global Brand:  
90+ countries and 1000+ retail stores
- Delivering trend-right products at an attractive value proposition, with a focus on new technologies, features and sustainability
- Cool, American Style designs

## Weaknesses

- Limited customer demographic due to price resulting in low margins.

## Opportunities

- Innovation in apparels in new product segments (fast fashion trends)
- Seeking brands with broad consumer recognition
- Increasing amount of disposable income in emerging economies.

## Threats

- Economic slowdown which will cause reduction in demand for premium priced products
- Licensing business makes us susceptible to the actions of third parties over whom we have limited control.

The Levi's logo is displayed in white text on a red, batwing-shaped background.

# TOMMY HILFIGER BEST SELLERS



SUSTAINABLE STYLE

**SKINNY FIT INDIGO JEAN**

~~\$99.50~~

**\$64.67** (YOU SAVE 35%)



**ICON HIGH RISE SLIM FIT JEAN**

~~\$139.50~~

**\$90.67** (YOU SAVE 35%)



SUSTAINABLE STYLE

**NEW CLASSIC STRAIGHT FIT INDIGO JEAN**

~~\$99.50~~

**\$64.67** (YOU SAVE 35%)



# TOMMY HILFIGER SOCIAL MEDIA

Instagram - 1 post per day, 20k-85k likes PER POST

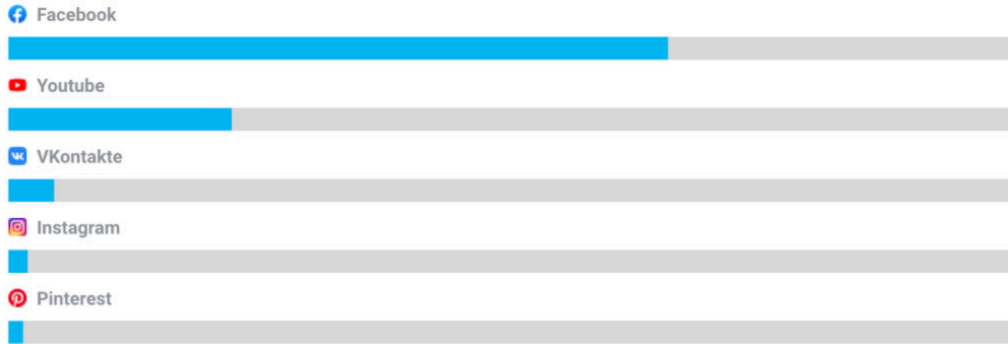
Facebook - extension of instagram posts, 200- 2k likes PER POST

## Social <sup>①</sup>



4.54%

Of traffic is from Social



65.56%

22.16%

4.54%

1.92%

1.51%

“A significant component of our marketing programs is digital media, including our [e-commerce and social media] channels, which allow us to expand our reach...and enable us to provide timely information in an entertaining fashion to consumers about our products, special events, promotions and store locations.”





# GAP

Gap has been filling closets of people for over 50 years. Becoming a household name, Gap has segmented the market as an affordable and fashionable brand on casual basics for men, women, and children.

**WW Stores:** 3,900 owned and franchised

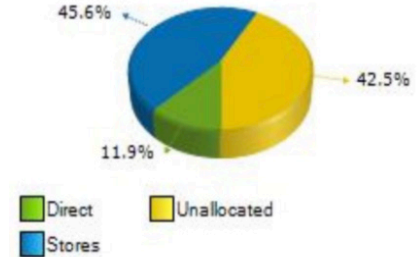
Omni-channel retailer, with sales to customers both in stores and online, through Company-operated and franchise stores, websites, and third-party arrangements.

**Annual Sales:** \$13B

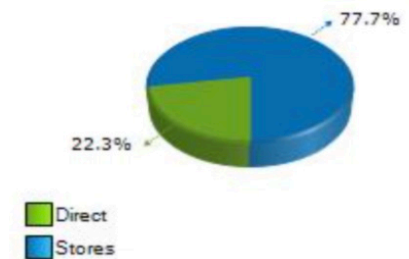
**US Sales:** approx. ~\$2.6B

**Target Customer-** American Casual Style, 3-45 y/o, (newly married or bachelor), middle class, Urban/Rural.

Segment % Total



Segment % Total



# GAP SWOT

## Strengths

- Equality and diversity in marketing
- Effective supply chain
- Sustainable practices

## Weaknesses

- Decreasing brand popularity
- Small Product variety

## Opportunities

- Continuing investment in customer experience to drive higher customer engagement and loyalty
- Growing social media
- Celebrity collaboration

## Threats

- Decline in sales due to failure to manage key executive succession and retention
- To continue to attract qualified personnel could have an adverse impact on our results of operations



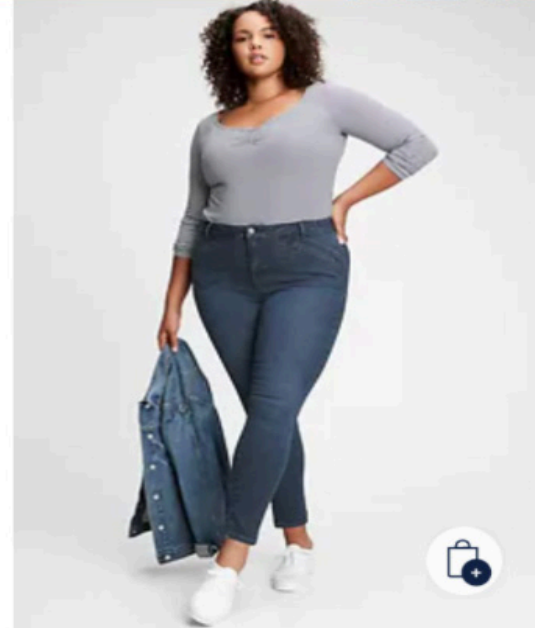
# GAP BEST SELLERS



Mid Rise Universal Jegging With Washwell™  
\$59.95  
Now \$50.00



Sky High Rise Universal Jegging With Washwell™  
\$59.95  
Now \$41.00



High Rise Universal Jegging With Washwell™  
~~\$69.95~~  
\$24.99



# GAP SOCIAL MEDIA

Facebook- 1 post every 3 months, 100-500 likes

Reddit- 3 posts a month, 50 members

## Social <sup>①</sup>



5%

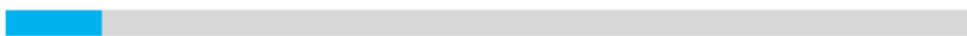
Of traffic is from Social

Facebook



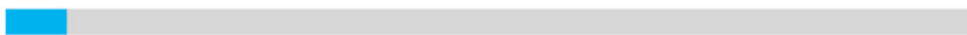
76.42%

Reddit



9.98%

Pinterest



6.40%

Youtube



4.15%



Our diversified media mix spans traditional to digital to social media. We focus on productivity of marketing investment to drive increased effectiveness.

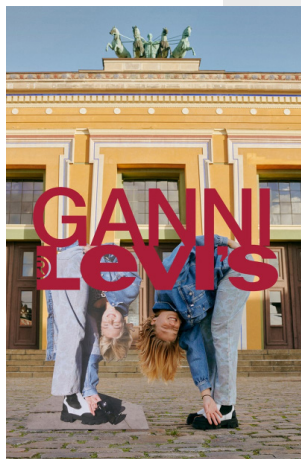






# FASHION TREND: BAGGY JEANS

- Wide leg cut
- Size inclusive
- Fashion-forward silhouette
- According to The Edited, wide leg styles increased in stock by 108% in 2020.



TREND TREND TREND TREND TREND TR

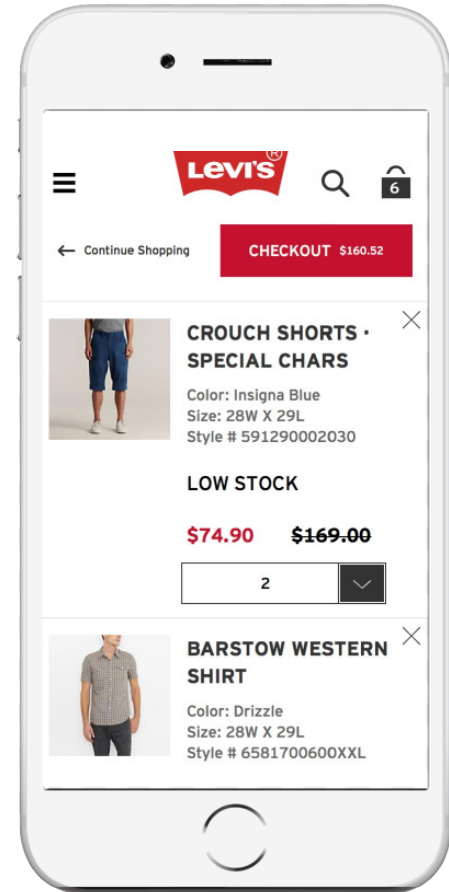






# TECH TREND: ECOMMERCE/MOBILE

- There is a rapid growth of E-commerce in 2021 due to the influence of the pandemic.
- **Two-thirds** of millennials would instead shop online than in-store.
- Social media can give brands greater visibility and provides them more opportunities to make an online sale.
- Now, digital wallet options like Apple and Android Pay are poised to become the preferred payment for retail purchases.



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# **6 Month Buying Plan**

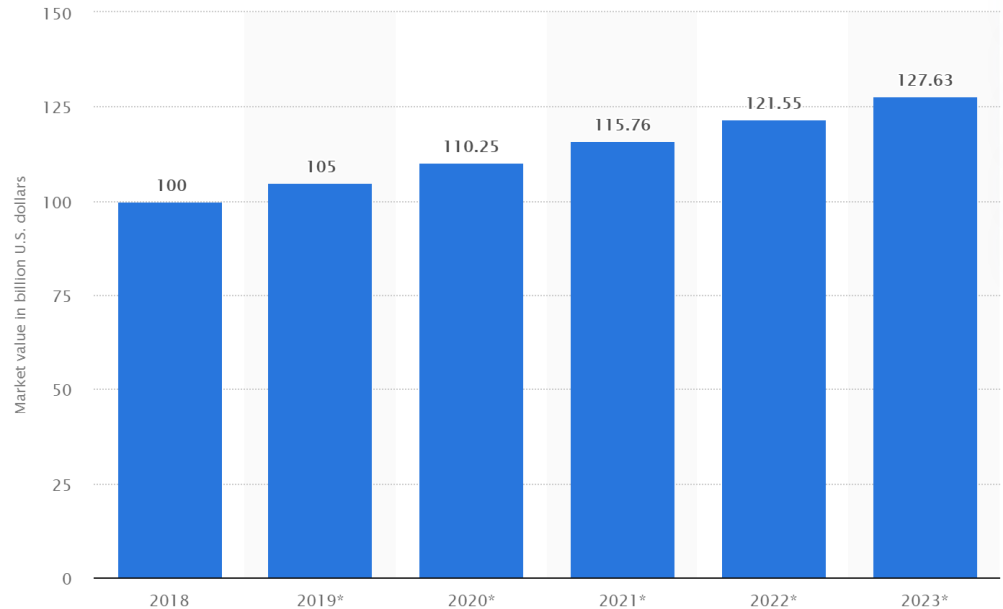


# THE DENIM MARKET

## Worldwide denim market forecast growth from 2018 to 2023

*(in billion U.S. dollars)*

- **Expected growth: 5% each year.**
- Denim or blue jeans is by far the most valuable product in the denim industry still.
- Levi's is a leading brand for jeans



# THE CORPORATE PLAN

## Focus category: women's jeans

	\$	% vs. LY
Sales, Fall 2021	116,808.0	
Est. Net Sales, Fall 2022	138,278.5	18%
Average Stock, Retail:	55,955.2	
Inventory Turnover:	2.47	
Planned Reductions, \$:	34,569.6	
Reductions % Sales:	25%	
Plan IMU %:	55%	

(000's)	FW 2022 - 6 Month Buying Plan							
	August	September	October	November	December	January	Fall 2022	
Net Sales	17,976.2	20,741.8	16,593.4	27,655.7	38,718.0	16,593.4	138,278.5	
% Fall Sales	13%	15%	12%	20%	28%	12%	100%	
Plan BOM Stock	53,928.6	56,002.8	51,439.6	60,842.5	69,692.4	49,780.3	\$ 341,686,123.29	
Stock / Sales Ratio	3.0	2.7	3.1	2.2	1.8	3.0	2.63	
Plan EOM Stock	56,002.8	51,439.6	60,842.5	69,692.4	49,780.3	50,000.0	337,757.5	
Plan Reductions	4,148.4	5,185.4	5,531.1	5,531.1	5,531.1	8,642.4	34,569.6	
% Fall Markdown	12%	15%	16%	16%	16%	25%	100%	
Purchases, Retail	24,198.7	21,364.0	31,527.5	42,036.7	24,337.0	25,455.6	168,919.5	
Purchases, Cost	10,889.4	9,613.8	14,187.4	18,916.5	10,951.7	11,455.0	76,013.8	



# THE CORPORATE PLAN



- Reasons for growth:

-DTC %:  
 in 2020: 39%  
 in 2022: 44%

-Womenswear %:  
 in 2020: 34%  
 in 2022: 38%

-Womens' jeans wear %:  
 in 2020: 60%  
 in 2022: 60%

Total All Categories:		
Wholesale + DTC		
US sales	Sales	% vs LY
2016	2,302,670	
2017	2,347,860	1.92%
2018	2,546,910	7.82%
2019	2,525,320	-0.85%
2020	1,900,000	-32.91%
2021	2,033,000	7%
2022	2,297,290	13%

2020	\$	%
ww annual sale	4,452,610.0	100%
us market	1,900,000.0	43%
US Market DTC	741,000.0	39%
womenswear	251,940.0	34%
womens jeans	151,164.0	60%
Fall/Winter DTC 2020	444,600.0	60%
Womenswear	151,164.0	34%
womens jeans	90,698.4	60%

Fall Winter 2022	\$	%
US. Market - 60%	1,378,374.0	
US Market DTC	606,484.6	44%
womenswear	230,464.1	38%
womens jeans	138,278.5	60%



# THE E-COMMERCE PLAN

## Focus category: women's jeans

	\$	% vs. LY
Sales, Fall 2021	6,833.3	
Est. Net Sales, Fall 2022	8,515.0	25%
Average Stock, Retail:	2,951.1	
Inventory Turnover:	2.89	
Planned Reductions, \$:	1,703.0	
Reductions % Sales:	20%	
Plan IMU %:	55%	

(000's) \$	FW 2022 - 6 Month Buying Plan							
	August	September	October	November	December	January	Fall 2022	
Net Sales	1,021.8	1,277.3	1,021.8	1,532.7	2,724.8	936.7	8,515.0	
% Fall Sales	12%	15%	12%	18%	32%	11%	100%	
Plan BOM Stock	2,350.2	2,682.2	2,350.2	2,912.1	4,359.7	2,903.6	17,558.0	
Stock / Sales Ratio	2.3	2.1	2.3	1.9	1.6	3.1	2.22	
Plan EOM Stock	2,682.2	2,350.2	2,912.1	4,359.7	2,903.6	3,100.0	18,307.9	
Plan Reductions	187.3	255.5	187.3	204.4	272.5	596.1	1,703.0	
% Fall Markdown	11%	15%	11%	12%	16%	35%	100%	
Purchases, Retail	1,541.2	1,200.6	1,771.1	3,184.6	1,541.2	1,729.1	10,967.9	
Purchases, Cost	693.6	540.3	797.0	1,433.1	693.6	778.1	4,935.6	



# THE E-COMMERCE PLAN

## Considerations:

- Net Revenues in 2021-Q1 are \$1,306 billion.
- Digital net revenues: 10% of 2021-Q1 - 130.6 million
- Compared to 2020-Q1: 25 % growth in e-commerce
- In the Americas:

net revenues: -14% overall

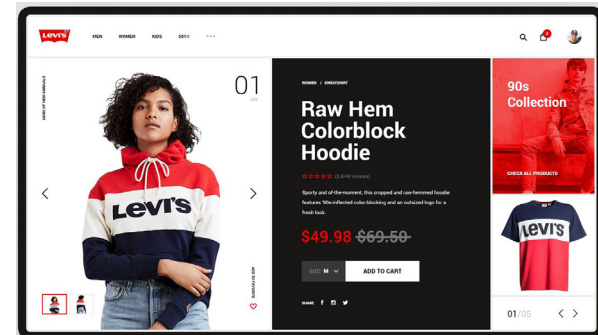
E-commerce: 15% of growth - which offset the net revenue decrease

U.S. Levi.com orders can be shipped to the continental United States, Alaska, and Hawaii.

They offer several delivery options:

We offer the following convenient delivery options:

Shipping Method	Rates	Order Placed Before	Estimated Delivery
GROUND	\$7.95	1 p.m. PT / 4 p.m. ET	3 to 6 business days*
2 DAY	\$25	1 p.m. PT / 4 p.m. ET	2 business days*
OVERNIGHT	\$32	1 p.m. PT / 4 p.m. ET	1 business day*
SAME DAY DELIVERY	\$20	4 hours before the store closes	Same day**



# THE STORES

## Flagship



Address: 600 N Michigan Ave - Chicago, IL

Sales Volume: US\$11,154,000 in 2020

60 employees

Square footage: 100,000+

Touristic area with people coming in for interest.

## Mall of America



Address: 262 S Avenue - Bloomington, MN

Sales Volume: US\$ 1,912,000 in 2020

12 employees

Square footage: 50000+

Located in the 7th largest mall in the world.

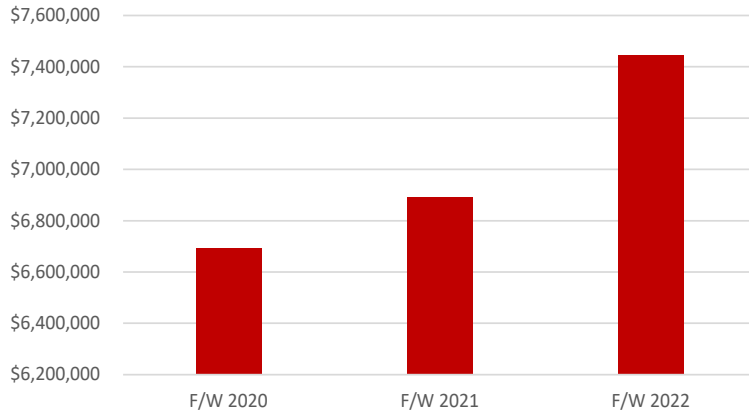
Family-friendly place.





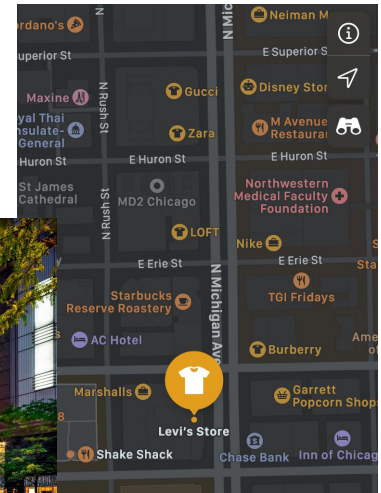
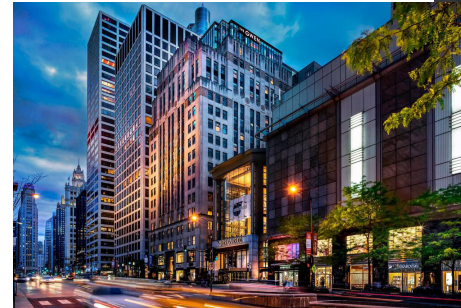
# THE FLAGSHIP

## Chicago Flagship Net Sales for Fall/Winter estimate



- **Considerations:**

- Traditional touristic area - a lot of **foot traffic**.
- Known brands near Levi's store.
- Parking in the same block.
- Hotel across the street.
- Levi's store attends general public.



# THE FLAGSHIP PLAN

## Focus category: women's jeans

Fall/Winter 2022

\$

% vs. LY

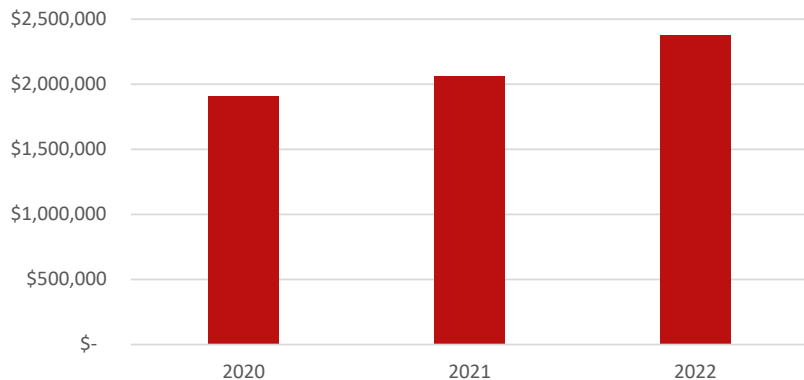
Sales, Fall 2021	6,893.2	
Est. Net Sales, Fall 2022	7,444.6	8%
Average Stock, Retail:	2,845.5	
Inventory Turnover:	2.62	
Planned Reductions, \$:	893.4	
Reductions % Sales:	12%	
Plan IMU %:	55%	

(000's) \$	FW 2022 - 6 Month Buying Plan							Fall 2022
	August	September	October	November	December	January		
Net Sales	967.8	1,116.7	893.4	1,488.9	2,084.5	893.4	7,444.6	
% Fall Sales	13%	15%	12%	20%	28%	12%	100%	
Plan BOM Stock	2,516.3	2,680.1	2,412.1	2,977.9	3,752.1	2,680.1	17,018.4	
Stock / Sales Ratio	2.6	2.4	2.7	2	1.8	3	2.42	
Plan EOM Stock	2,680.1	2,412.1	2,977.9	3,752.1	2,680.1	2,900.4	17,402.6	
Plan Reductions	89.3	134.0	89.3	89.3	178.7	312.7	893.4	
% Fall Markdown	10%	15%	10%	10%	20%	35%	100%	
Purchases, Retail	1,220.9	982.7	1,548.5	2,352.5	1,191.1	1,426.4	8,722.1	
Purchases, Cost	549.4	442.2	696.8	1,058.6	536.0	641.9	3,925.0	



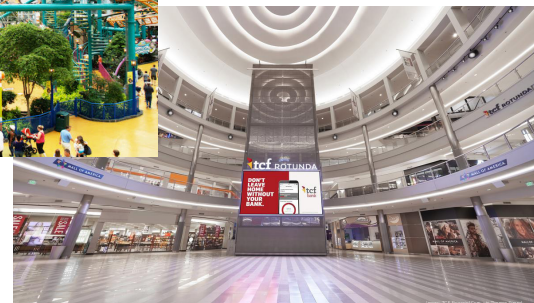
# MALL OF AMERICA STORE

Mall of America Net Sales for Fall/Winter estimate



- Considerations:

- Approximately 40 million people visit the mall annually.
- Largest indoor theme park in the United States.
- Mall parking.
- target audience: women between 25-54 with children
- Levi's store attends general public - family customer.



# MALL OF AMERICA STORE PLAN

Fall/Winter 2022

\$ % vs. LY

Sales, Fall 2021	2,065.0	
Est. Net Sales, Fall 2022	2,374.7	15%
Average Stock, Retail:	858.2	
Inventory Turnover:	2.77	
Planned Reductions, \$:	641.2	
Reductions % Sales:	27%	
Plan IMU %:	55%	

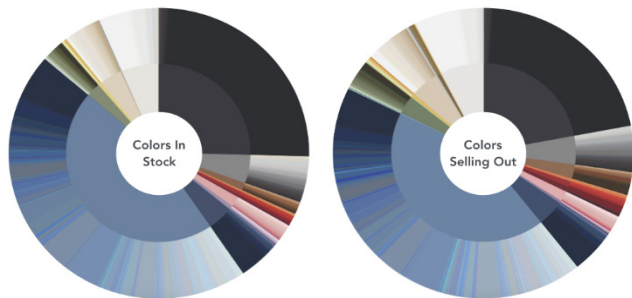
(000's) \$	FW 2022 - 6 Month Buying Plan							
	August	September	October	November	December	January	Fall 2022	
Net Sales	261.2	261.2	308.7	569.9	712.4	261.2	2,374.7	
% Fall Sales	11%	11%	13%	24%	30%	11%	100%	
Plan BOM Stock	653.0	679.2	710.0	1,025.9	1,211.1	835.9	5,115.1	
Stock / Sales Ratio	2.5	2.6	2.3	1.8	1.7	3.2	2.35	
Plan EOM Stock	679.2	710.0	1,025.9	1,211.1	835.9	892.4	5,354.5	
Plan Reductions	64.1	96.2	64.1	96.2	128.2	192.4	641.2	
% Fall Markdown	10%	15%	10%	15%	20%	30%	100%	
Purchases, Retail	351.5	388.3	688.7	851.3	465.4	510.1	3,255.2	
Purchases, Cost	158.2	174.7	309.9	383.1	209.4	229.5	1,464.9	



# PRODUCT ASSORTMENT

## Womenswear denim colors

Based on products currently in stock Vs. products experiencing majority SKU sell-out between 01 Jan - 17 Mar '20

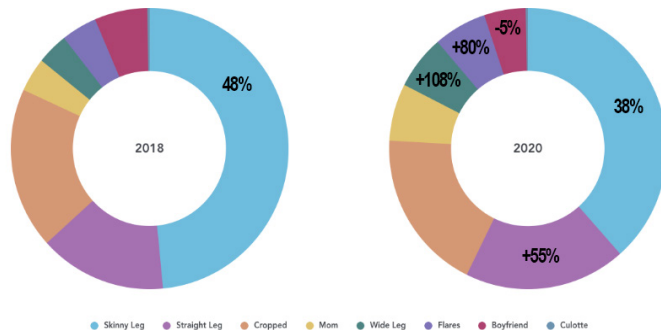


edited.com

EDITED

## Women's jeans by fit

Based on product available online across the US and UK in March 17 2020 Vs. 2018



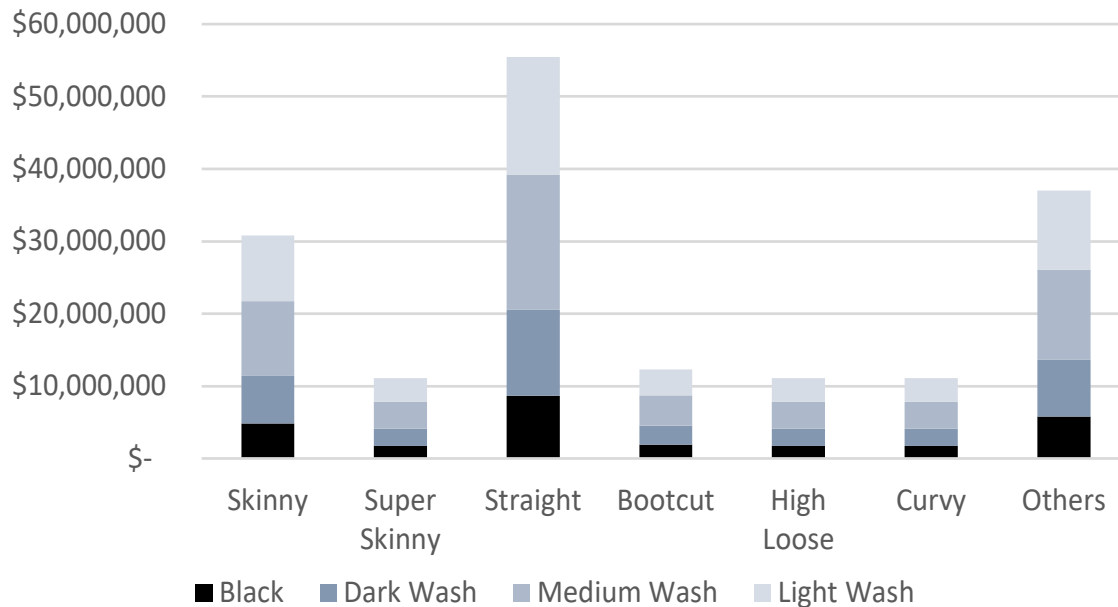
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# PRODUCT ASSORTMENT

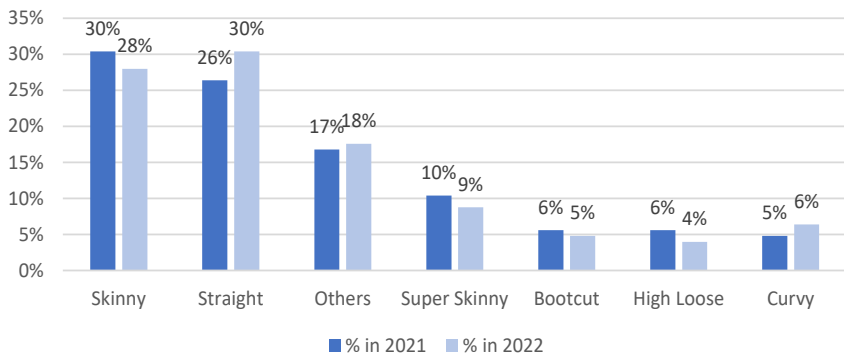
## Budget by Fit/Color in 2022



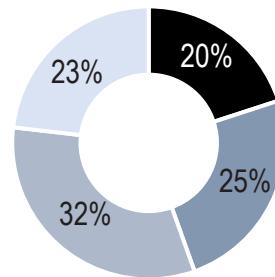


# PRODUCT ASSORTMENT

Fits on product assortment  
2021 vs. 2022

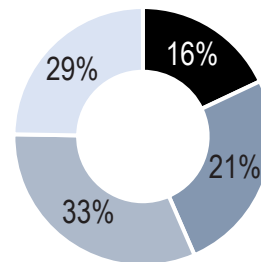


Womens Jeans by Wash % in 2021



■ Black ■ Dark Wash ■ Medium Wash ■ Light Wash

Womens Jeans by Wash % in 2022

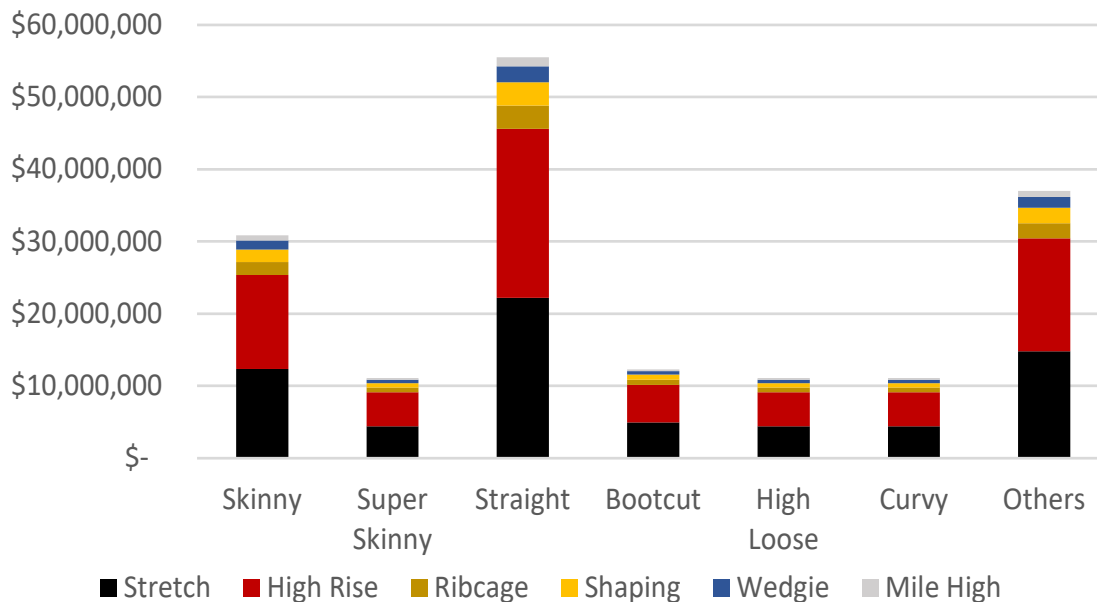


■ Black ■ Dark Wash ■ Medium Wash ■ Light Wash



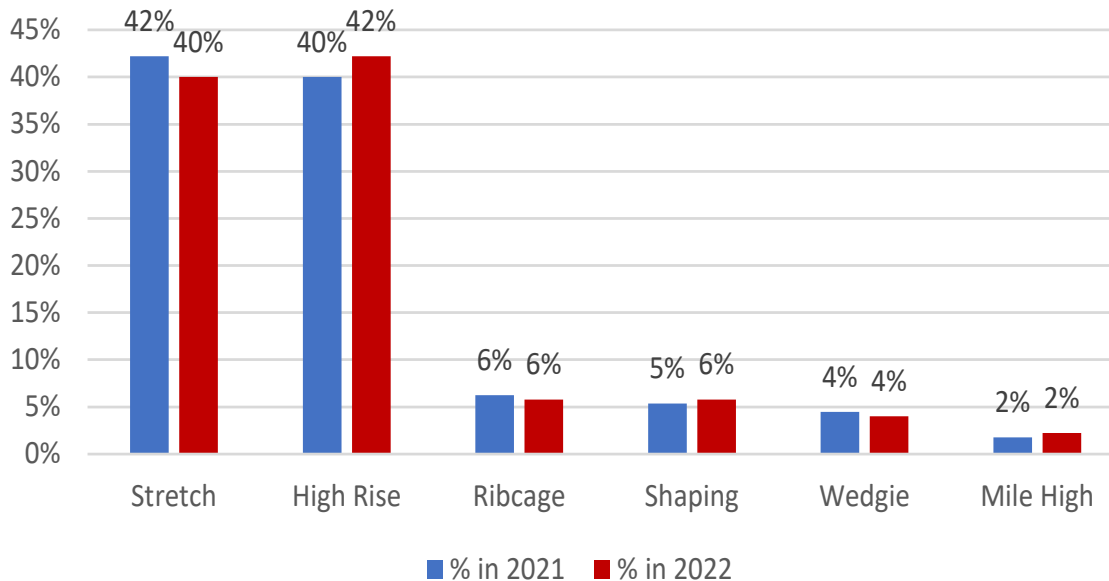
# PRODUCT ASSORTMENT

## Budget by Fit/Feature in 2022



# PRODUCT ASSORTMENT

Feature Distribution %  
2021 vs. 2022





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