

Scope

LUKE BERA – A&A MERCHANDISER

FIT STUDY
FOR
DEVELOPERS

[JMF25763-389](#) – Ridgevent thermo anorak



Q 1) How "on trend" would you rate this garment?

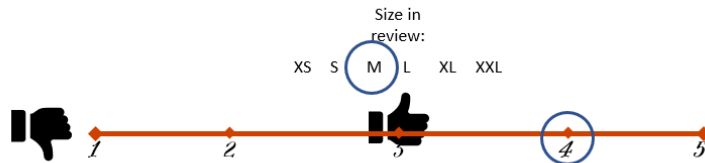
Looks like everything else 1 2 3 4 5 One of a kind

Q 2) How would you describe the level of comfort?

The least comfortable thing I've ever tried on 1 2 3 4 5 The most comfortable thing I've ever worn

"I like the pullover aspect"
"The color and warmth are my favorite aspects"
"No comment on improvement (like as is)"

Q 3) Was the product true to size?



4) Did this garment's performance meet your expectations?

Not at all 1 2 3 4 5 6 7 8 9 10 Above and Beyond

Q) Did you wear this piece in a "performance" environment? (i.e. trail exploration, extreme weather, high intensity exercise)



Willing to pay?

- \$200.00
- Actual: \$190.00

Scout Hoody (WOMEN'S)

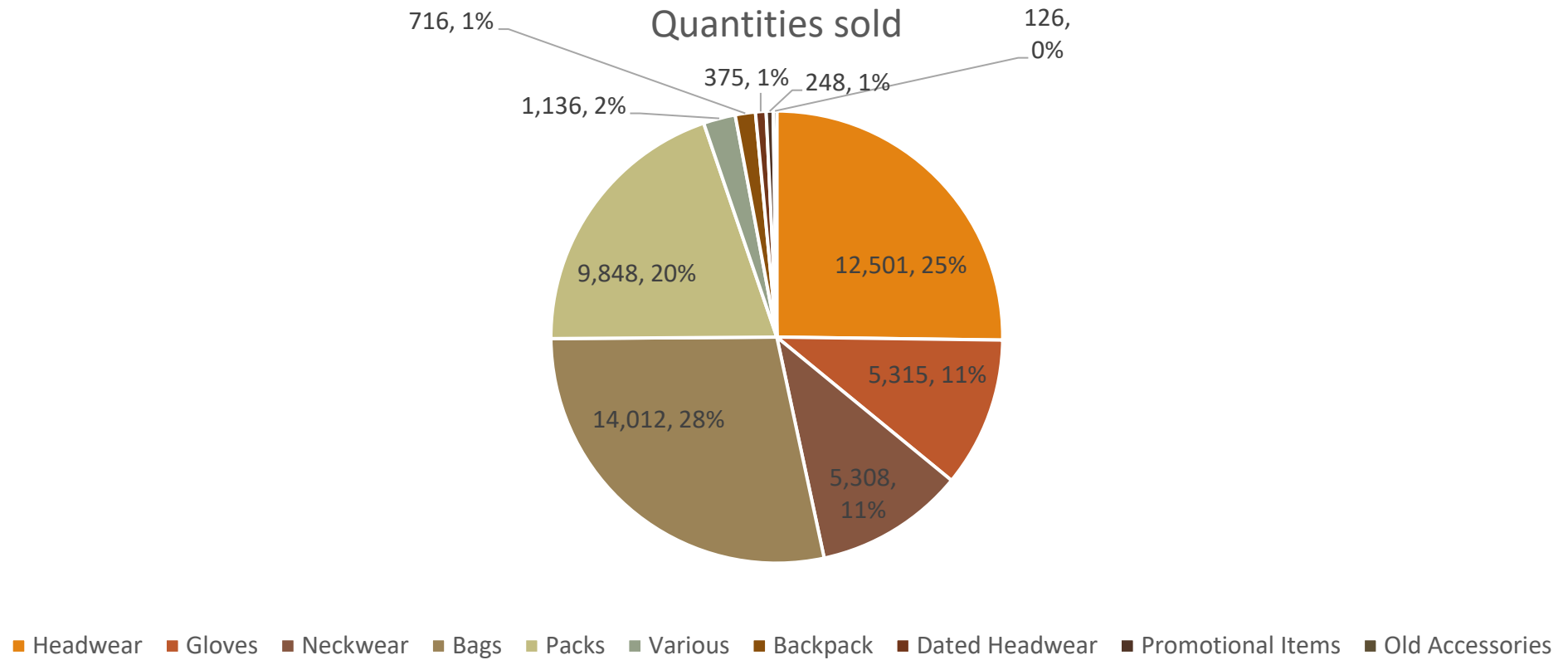
- Out of 4 surveys submitted
 - Trend Level: 3.75/5
 - Comfort Level: 4.5/5
 - Size Integrity: 4/5
 - Performance Rating: 7.25/10
- Various Callouts
 - create a cropped version?
 - material is so comfortable!
 - felt very high quality
 - the size is great!
 - fabric is really soft next to skin. Fit is good!
- Average Willing to Pay: \$62.50
 - Actual MSRP \$65



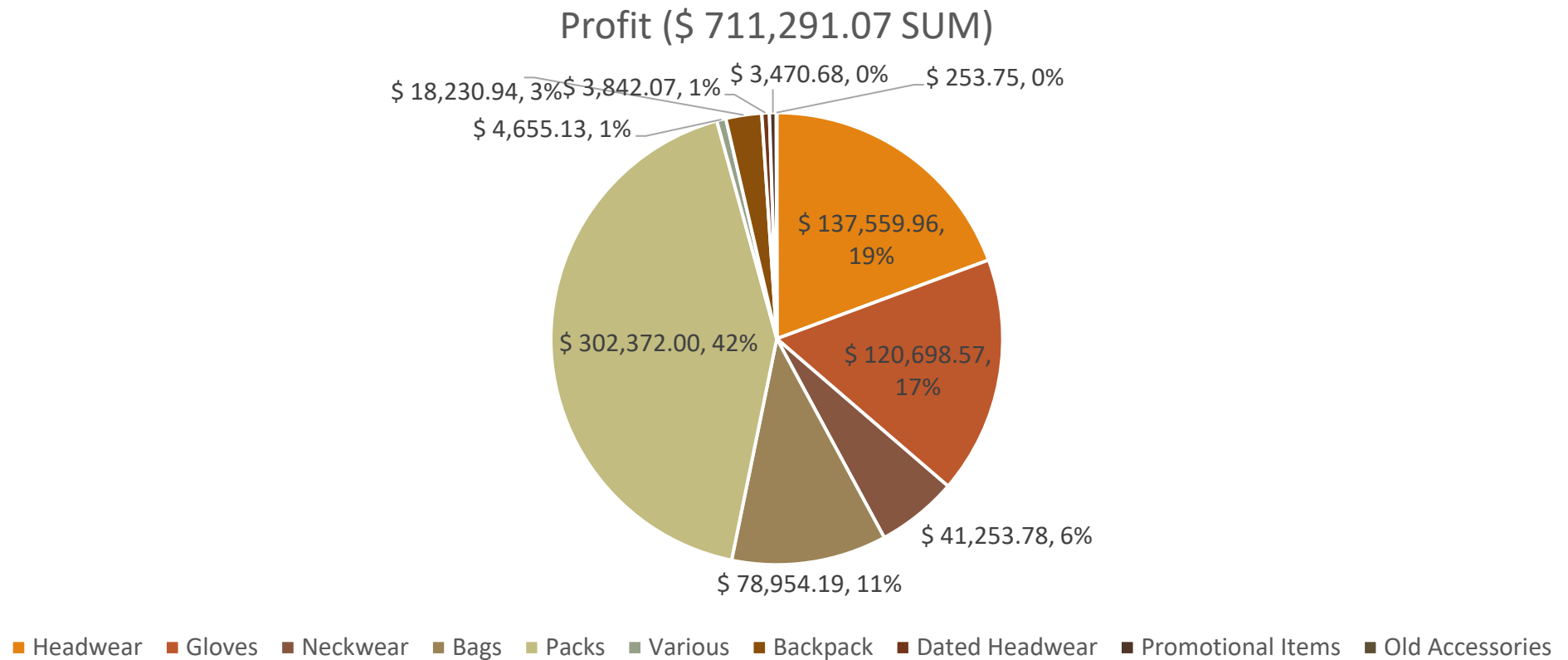
Seasonal Sell Thru (sales analysis)

ACCESSORIES JAN. 2020 - PRESENT

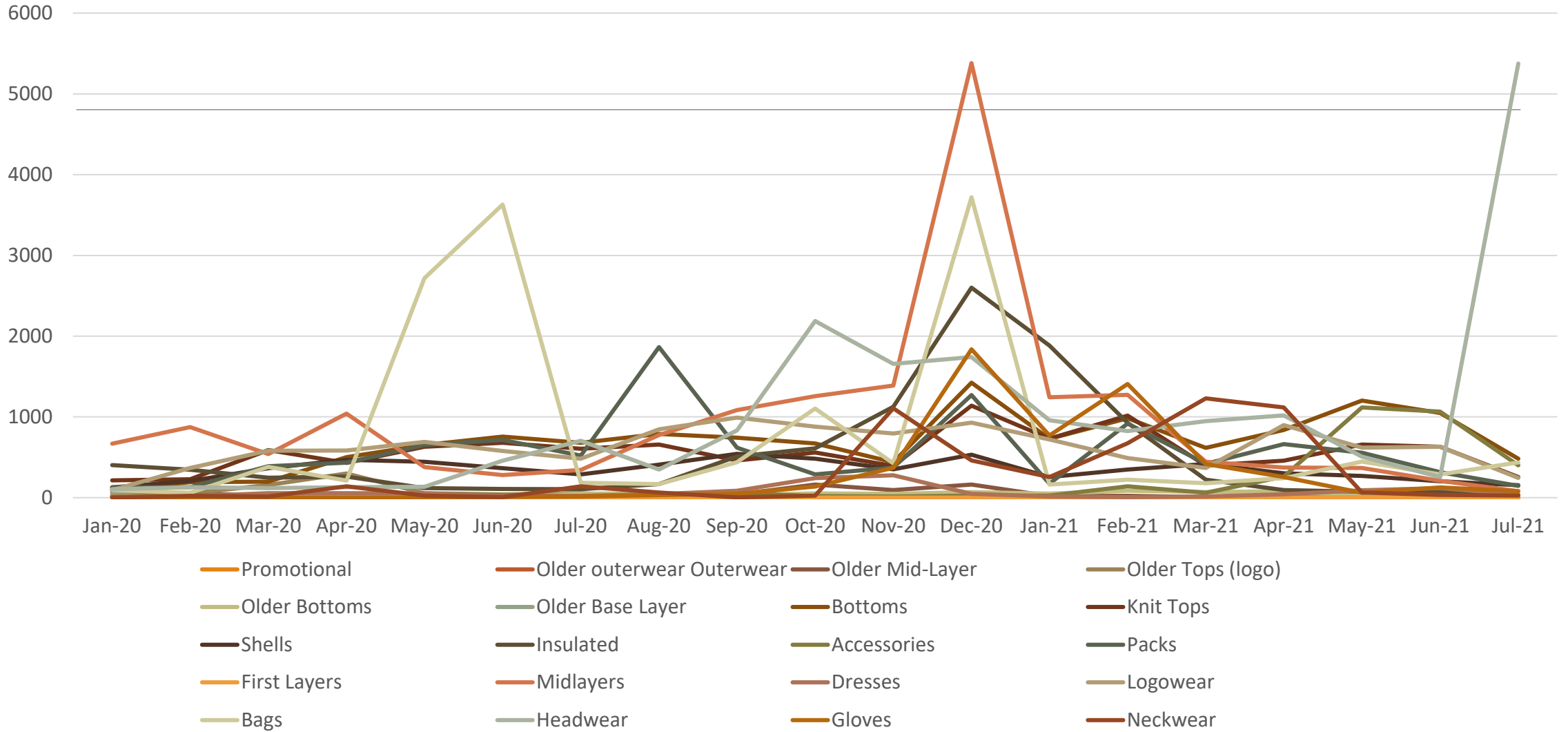
Overall Quantities sold Jan. 2020 - Now



From a profit standpoint



Month to Month Quantities Sold



What does this mean?

The most wonderful time of the year (Fall, Christmas)

Empty slot for back to school?

Recent spike in headwear

Packs are falling

Slow 2021 start for logowear-half of previous year

Shells are pretty flat

Keep interest in bottoms

33 % Total

Quantities Sold to

Date - \$

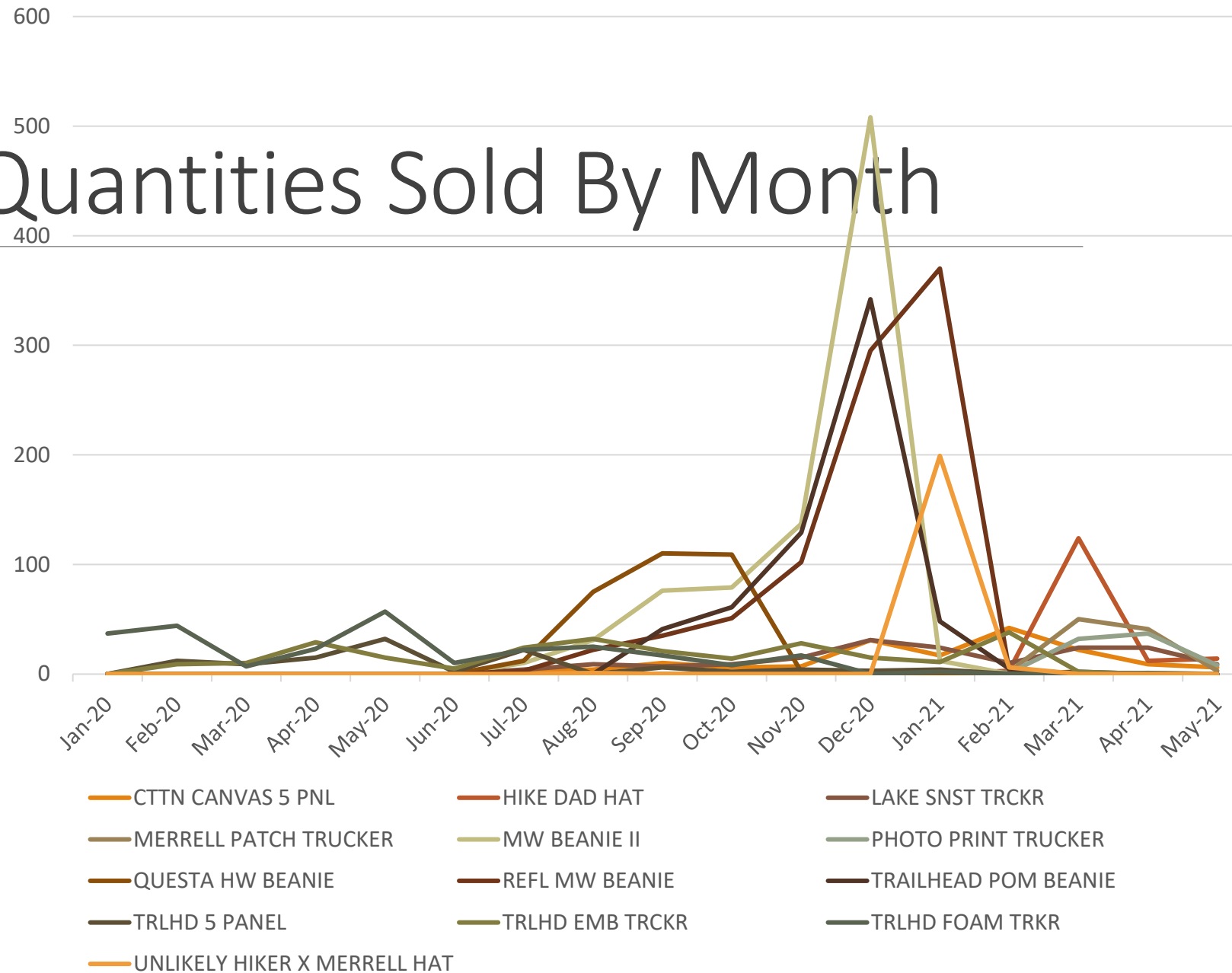
178,813.74 Total

Sales – 25% of

Total Sales to

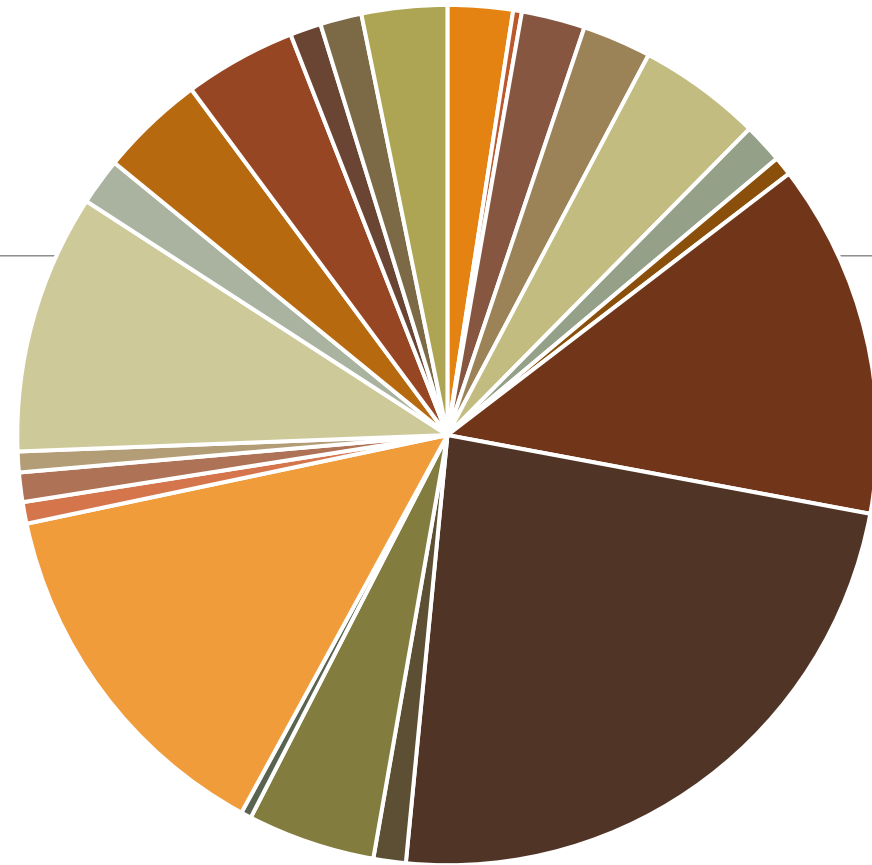
Date

Headwear – Quantities Sold By Month



Quantities by Style

Quantities by Style



- | | | |
|------------------------|--------------------------------|-------------------------|
| ■ CTTN CANVAS 5 PNL | ■ GET LOST TRCKR | ■ HIKE DAD HAT |
| ■ LAKE SNST TRCKR | ■ LIGHTWEIGHT GAITER | ■ MERRELL PATCH TRUCKER |
| ■ MTNS TRUCKERS | ■ MW BEANIE II | ■ PACK OF FACE MASKS |
| ■ PHOTO PRINT TRUCKER | ■ QUESTA HW BEANIE | ■ RANGER TRCKR |
| ■ REFL MW BEANIE | ■ RIDGELINE HAT | ■ TRAILHD 5 PANEL CNVS |
| ■ TRAILHEAD BUCKET HAT | ■ TRAILHEAD POM BEANIE | ■ TRLHD 5 PANEL |
| ■ TRLHD EMB TRCKR | ■ TRLHD FOAM TRKR | ■ TRLHD RDGE CAP |
| ■ ULTRALITE 3 PNL | ■ UNLIKELY HIKER X MERRELL HAT | |

PLM/GLOBAL
LINE PLAN
OWNERSHIP

GLOBAL SKU	PRODUCT DESCRIPTION	COLOR DESCRIPTION	COLOR CODE	SIZING	MSRP	FULL SAMPLE SET	ONE OF EACH	REPRESENTER SAMPLES	TOTAL SAMPLES	QTY PER CASE	COUNTRY OF ORIGIN	VENDOR #	VENDOR	VENDOR NAME	FOB - CONF	DPL - CONF	STND - CONF	STYLE MOQ	COLOR MOQ	EX-FACTORY DATE	PAGINATION
JMS26319-016	WHISPER RAIN SHELL	BLACK/BLACK	016	XS-XXL	160.00				0	20	CN	61773	SPFC	KUNSHAN SPORT FIELD COMPANY LIMITED	60.01	76.63	69.10	1,000	300	11/14/2022	3
JMS26319-438	WHISPER RAIN SHELL	LAKE	438	XS-XXL	160.00	12	9	10	31	20	CN	61773	SPFC	KUNSHAN SPORT FIELD COMPANY LIMITED	60.01	76.63	69.10	1,000	300	11/14/2022	4
JMS26319-751	WHISPER RAIN SHELL	EXUBERANCE	751	XS-XXL	160.00	12		10	22	20	CN	61773	SPFC	KUNSHAN SPORT FIELD COMPANY LIMITED	60.01	76.63	69.10	1,000	300	11/14/2022	5
JMS26755-010	PRO WHISPER JACKET	BLACK	010	XS-XXL	175.00	12			12	30	CN	61970	JIN	GUILINSHI JINLING GARMENTS CO LTD	62.76	80.14	76.00	600	300	11/14/2022	6
JMS26755-336	PRO WHISPER JACKET	CELERY	336	XS-XXL	175.00	12	9		21	30	CN	61970	JIN	GUILINSHI JINLING GARMENTS CO LTD	62.76	80.14	76.00	600	300	11/14/2022	7
JMS26863-353	WHISPER HOODED VEST	NAVY	353	XS-XXL	100.00	12	9	10	31	16	CN	61509	ZCK	ZHONGSHAN SILVER HORSE SPORTS GOODS CO	20.69	26.42	26.91	300	150	11/14/2022	8
JMS26863-326	WHISPER HOODED VEST	DUSTY OLIVE	326	XS-XXL	100.00	12		10	22	16	CN	61509	ZCK	ZHONGSHAN SILVER HORSE SPORTS GOODS CO	20.69	26.42	26.91	300	150	11/14/2022	9
JMS26863-010	WHISPER HOODED VEST	BLACK	010	XS-XXL	100.00	12		10	22	16	CN	61509	ZCK	ZHONGSHAN SILVER HORSE SPORTS GOODS CO	20.69	26.42	26.91	300	150	11/14/2022	10
JMF26577-970	TRAIL RUNNING JACKET	LIGHTNING PRINT	970	XS-XXL	125.00	12	9		21	25	CN	61509	ZCK	ZHONGSHAN SILVER HORSE SPORTS GOODS CO	22.78	29.09	27.99	300	150	11/14/2022	11
JMF26577-438	TRAIL RUNNING JACKET	LAKE	438	XS-XXL	125.00	12			12	25	CN	61509	ZCK	ZHONGSHAN SILVER HORSE SPORTS GOODS CO	22.00	28.09	27.05	300	150	11/14/2022	12
JMF26577-101	TRAIL RUNNING JACKET	ASPHALT	101	XS-XXL	125.00				0	25	CN	61509	ZCK	ZHONGSHAN SILVER HORSE SPORTS GOODS CO	22.00	28.09	27.05	300	150	11/14/2022	13
JMS26320-010	FALLON RAIN SHELL	BLACK	010	XS-XXL	100.00				0	30	CN	61737	HAO	HANOMAN GARMENTS LIMITED	29.21	37.30	35.71	600	300	11/14/2022	14
JMS26320-208	FALLON RAIN SHELL	ALUMINUM	208	XS-XXL	100.00	12			12	30	CN	61737	HAO	HANOMAN GARMENTS LIMITED	29.21	37.30	35.71	600	300	11/14/2022	16
JMS26320-439	FALLON RAIN SHELL	VICTORIA BLUE	439	XS-XXL	100.00	12			12	30	CN	61737	HAO	HANOMAN GARMENTS LIMITED	29.21	37.30	35.71	600	300	11/14/2022	17
JMS26741-176	SUPPLEX ANORAK	SEPIA TINT	176	XS-XXL	85.00	12		10	22	40	CN	61509	ZCK	ZHONGSHAN SILVER HORSE SPORTS GOODS CO	25.38	32.41	31.11	300	150	11/14/2022	18
JMS26741-306	SUPPLEX ANORAK	JADE	306	XS-XXL	85.00	12	9	10	31	40	CN	61509	ZCK	ZHONGSHAN SILVER HORSE SPORTS GOODS CO	25.65	32.76	31.44	300	150	11/14/2022	19
JMS26741-010	SUPPLEX ANORAK	BLACK	010	XS-XXL	85.00	12		10	22	40	CN	61509	ZCK	ZHONGSHAN SILVER HORSE SPORTS GOODS CO	25.38	32.41	31.11	300	150	11/14/2022	20
JMS26741-439	SUPPLEX ANORAK	VICTORIA BLUE	439	XS-XXL	85.00	12		10	22	40	CN	61509	ZCK	ZHONGSHAN SILVER HORSE SPORTS GOODS CO	25.38	32.41	31.11	300	150	11/14/2022	21
JMS26322-440	ALDER WIND SHELL	LAKE/ABSINTHE	440	XS-XXL	70.00	12	9	10	31	80	ID	61898	MIF	PT MORICH INDO FASHION	21.60	27.58	26.57	1,000	300	11/14/2022	22
JMS26322-437	ALDER WIND SHELL	NAVY/BLACK	437	XS-XXL	70.00	12		10	22	80	ID	61898	MIF	PT MORICH INDO FASHION	21.60	27.58	26.57	1,000	300	11/14/2022	23
JMS26323-092	SCOUT HOODY	CHARCOAL GREY	092	XS-XXL	80.00	12		10	22	14	CN	61912	LCL	JINGYU GARMENT CO., LTD	24.86	31.75	35.42	300	150	11/14/2022	27
JMS26323-425	SCOUT HOODY	INDIA INK	425	XS-XXL	80.00				0	14	CN	61912	LCL	JINGYU GARMENT CO., LTD	24.86	31.75	35.42	300	150	11/14/2022	29

Promotional “Kit” Opportunities

2021 KIT OPPURUNITIES



JMF25784-590 \$50



JMS25448-101 \$80

\$270



JAS26072-589 \$20
JAF26316-010 \$35

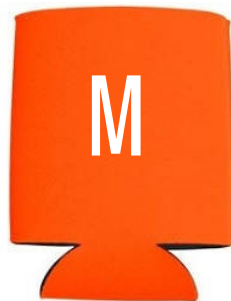


J60801 \$85



JAS26314-783 \$5

Hot Take



Promotional price
\$225 = **still 40% GM**

JAS26072-662 \$20



JAF26316-010 \$35



J60802 \$85



JWS25958-027 \$50



JWS25945-887 \$55

\$245

Ecom Marketing

MERRELL

FREE SHIPPING ON ORDERS OVER \$40

BE PREPARED & SHOP EARLY

What shoppers need to know this holiday season.


[Learn More](#)

INTRODUCING THE

Ridgevent Collection

Less is more with our sustainable Ridgevent collection. Warm and protective outerwear that won't weigh you down, wherever the trail takes you.

[Shop Ridgevent Collection](#)




'BackVent' technology
Designed for breathability and warmth while wearing a pack.

100% Recycled
Polyester with responsibly sourced Down+ insulation & PrimaLoft technology.

Durable Water Repellency
Technology for wind and water resistance.

Ultra-lightweight & Packable
Ridgevent folds into itself through roomy pockets.









MARKETING RESEARCH



Patagonia Synthetic Jackets

Versatile warmth, even when wet.

Macro Puff™ Jacket	Micro Puff® Hoody	Nano Puff® Hoody	Radalie	Nano-Air® Hoody
				
Macro Puff™ Jacket <i>High loft, take anywhere warmth for cold mountain days</i>	Micro Puff® Hoody <i>Ultralight, packable and toasty warm.</i>	Nano Puff® Hoody <i>Lightweight, warm, and up for anything</i>	Radalie <i>Short, sporty, and warm</i>	Nano-Air® Hoody <i>Breathable insulation for active endeavors</i>
Warmth 	Warmth 	Warmth 	Warmth 	Warmth 
Wet-Weather Performance** 	Wet-Weather Performance** 	Wet-Weather Performance** 	Wet-Weather Performance 	Wet-Weather Performance 
Weight (12.6 oz) 	Weight (7.3 oz) 	Weight (10.8 oz) 	Weight (15 oz) 	Weight (10.2 oz) 
Breathability 	Breathability 	Breathability 	Breathability 	Breathability 

INSULATED SHELLS 2H22

BEST
\$150 – ABOVE



M/W INSULATED WHISPER JACKET \$225

BETTER
\$110 – \$149







M/W INSULATED FALLON JKT \$150

GOOD
\$60 – \$109



COMPETITIVE OVERVIEW – M INS WHISPER JKT

					
COMPETITOR/STYLE	MERRELL – INS WHISPER	LL BEAN - WILDCAT WATERPROOF INSULATED JACKET	COLUMBIA GATE RACER INS SOFTSHELL JACKET	EDDIE BAUER - RAINFOIL® INSULATED PARKA	NIKE ACG "ROPE DE DOPE"
PRICE POINT	\$185	\$189	\$150	\$159	\$199
FABRIC	STRETCH	SHELL: 100% RECYCLED POLYESTER. LINING: 100% NYLON. INSULATION: 100% RECYCLED POLYESTER.	96% POLYESTER/4% ELASTANE, 80G MICROTEMP POLYESTER	100G THERMAFILL® INSULATION IN DETACHABLE HOOD, COLLAR, SLEEVES, AND BEHIND FLEECE LINING 100% POLYESTER – DWR FOR WATER REPELENCY	INSULATION COMES FROM 100% RECYCLED NYLON
FEATURE	HIDDEN ZIPPERS FOR SLEEK FASHIONABLE DESIGN ALTERNATIVE	HELMET COMPATIBLE REMOVABLE HOOD WITH THREE-POINT ADJUSTMENT.	ADJUSTABLE HOOD, DRAWCORD WAIST AND CUFFS	SIX EXTERIOR POCKETS, ONE INTERIOR	LOOSE FIT FOR A ROOMY FEEL
FEATURE	VELCRO AT WRIST TO KEEP WARMTH IN	TWO WATERPROOF ZIPPED HAND POCKETS PLUS INTERIOR ZIPPED SECURITY POCKET AND DROP-IN MESH POCKET FOR GEAR.	VERTICALLY ZIPPED CHEST POCKET AND DUAL ZIP HAND POCKETS	ADJUSTABLE WAIST DRAWCORD HEM	PACKABLE POCKET
FEATURE	PACKS INTO HOOD	LONGER LENGTH WITH DROP TAIL FOR FULL COVERAGE.	WARMTH AND STRETCH FOR ADDED MOBILITY	HOOK-AND-LOOP ADJUSTABLE TAB CUFFS	STICKY GRIP AT WAIST

MINS WHISPER JACKET

MERRELL 1ST HALF 2021

VOYAGER - M VOYAGER HW PARKA		COMMENTS/NOTES
LAYER TYPE	PARKA HEAVY WEIGHT PARKA	EVERYTHING THAT I WAS SEEING IN THE MARKET FOR MEN'S HEAVY WEIGHT INSULATION WAS CLEAN ON THE OUTSIDE. HOW CAN WE ACHIEVE THIS WITH THE KNIT FABRIC ON THE OUTSIDE BUT QUILT ON THE INSIDE? CHANGE THE TENSION ON THE INSIDE THREAD ONLY TO CREATE GATHERING ON THE INSIDE BUT CLEAN/FLAT ON THE OUTSIDE?
END-USE	WHEREVER THE TRAIL TAKES YOU	
DEVELOPMENT "BLOCK TYPE"	N/A - M UTILITY DOWN PARKA?	
COLLECTION/CAPSULE	VOYAGER CAPSULE	
ACCESS/GOOD/BETTER/BEST	BETTER	
BRAND DRIVER/VOLUME DRIVER	BRAND DRIVER	THINK MINIMAL, CLEAN DESIGN LINES FOR HIM BUT WITH STORAGE SOLUTIONS.
FRANCHISE/SEASONAL	SEASONAL	
LAUNCH DATE - EOL DATE (STYLE LEVEL)	2H22	
FABRIC	\$3.15 FLYING TEXTILE DOWN/FIBER PROOF KNIT	
SIZE RANGE REQUIREMENT	XXS-2XL	
MSRP	\$199	ALL OF THE VOYAGER INSULATION--MEN'S AND WOMEN'S--SHOULD HAVE RELATED QUILTING (THINK HOW RIDGEVENT IS SIMILAR BUT DIFFERENT). THIS IS OUR PLACE TO HAVE SOME FUN AS WE DON'T HAVE THE RESTRICTIONS OF DOWN BAFFLES.
WHOLESALE	\$99.50	
GO-IN MARGIN TARGET (IMU-RETAIL)	70%	
TARGET FOB	\$48.00	
TARGET CM/TARGET BOM	\$18.00/\$30.00	
TARGET FABRIC COST	\$3.15 (OR LESS)/\$19.50 TOTAL FABRIC	HE NEEDS A WARM PARKA THAT HE CAN PACK DOWN AND TAKE WITH HIM ON EVERY ADVENTURE.
CAPSULE TRAITS		
POINT OF DIFFERENCE		
SPECIFIC REQUIREMENTS		
<div>VOYAGER - CAPSULE</div> <div>FOR WHEREVER THE TRAIL TAKES YOU</div> <div>VERSATILE</div> <div>PACKABLE</div> <div>ANTI-MICROBIAL</div> <div>QUICK DRY</div> <div>WRINKLE-FREE/TRAVEL READY</div>	<div>FULLY STRETCH/FULLY PACKABLE WARM JACKET FOR WHEREVER THE TRAIL TAKES YOU</div> <div>FABRIC: KNIT FIBER PROOF FABRIC (ECO?) SYNTHETIC SHEET INSULATION 300G? FEATURES: STRETCH THROUGHOUT ATTACHED HOOD TWO SECURE ZIP HAND POCKETS SECURE INTERNAL POCKET KNIT STORM CUFFS 36" CB LENGTH PACKABLE HANGER LOOP</div>	



MINS WHISPER JACKET



Therme Parka

Down meets synthetic insulation with full weather protection. The Therme is a masterful combination of alpine performance with urban style.

