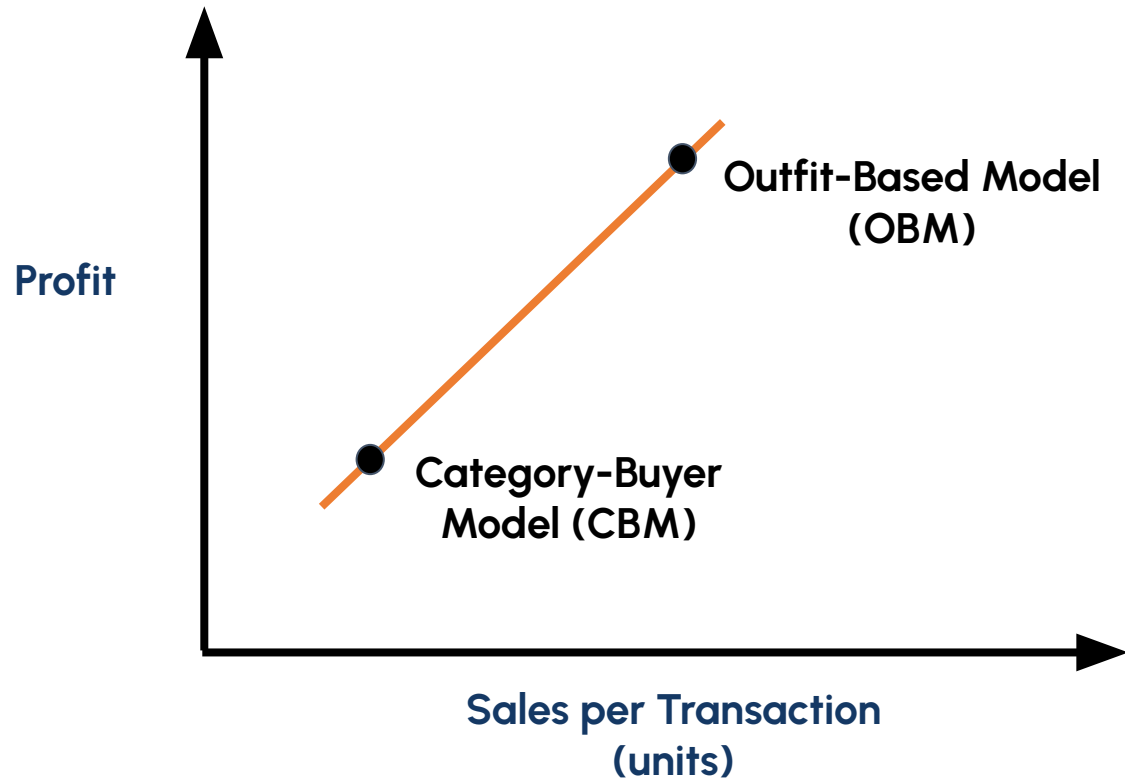


Outfit Based Assortment Planning

Shifting From Category Buying to Outfits Drives Profit



Examples:

1. Ralph Lauren sells a lifestyle across apparel, footwear, accessories, and home.
2. Levi's has expanded beyond jeans to full looks that turn occasional denim buys into wardrobe refreshes.
3. Zara consistently merchandises themed outfit sections with shoes and handbags nearby, making head-to-toe styling effortless