

Mock Buying Project:

Report #2

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On the last part of our project, we researched three different cities in which we will play as mock buyers for the men's sportswear department of Macy's. The three different California cities are San Francisco, Sacramento, and Modesto. Each of these cities have different geographic location, demographic audience, buyer behavior, and lifestyle. After researching all of these areas of data for each city, we narrowed our research to two categories of customers that we will be buying for. The first category is casual sportswear, also known as athleisure, and the second category is sportswear for people who go to the gym and workout. For our second report, we've researched the different style, color, and fabric trends for our Spring 2019 buyer collection for each city.

The first city is San Francisco. Both athleisure and workout sportswear are commonly worn and bought by many. One of the most important things to consider when deciding on style color and fabric trends for San Francisco is the weather and environment in the Spring. Year round, the city is temperature averages from low, mid, and high 60s. Spring is no exception, however it is very windy throughout the day, so layering is important to keep in mind. For athleisure, a pair of joggers, basic tee, and zip up track jacket, and lifestyle shoes. On colder days, a windbreaker can be used in place of the track jacket to keep warmer. For men who workout and go to the gym, the approach will depend on their workout preference. If they go to an indoor gym to workout, gym shorts and a tank top/dri fit shirt would be the best option. It is the most comfortable and easiest to move around in. If they like working out outside, a long sleeve dri fit shirt or jacket would better suit the gentleman.

San Francisco in the spring is a very vibrant city, with lots of colors everywhere, so it is important to keep the same tone in the trends. Colors like little boy blue, yellow, arcadia

green/blue, millennial pink, white, black, grey, red, etc. A common trend right now is also color blocking different colors to create a pattern (ex: black, red, and white). The key is using darker colors for bottoms and lighter colors for tops (ex: grey joggers, white tee, and millennial pink track jacket). The last thing to consider for sportswear in San Francisco is fabrics and trims. Like I mentioned earlier, layers are very important during the spring. Fabrics like Cotton, dri fit, polyester, nylon, and wool.

The next city is Sacramento. Sacramento is a very diverse location with a big population that go to the gym or workout at home. In the Summer, it is very sunny and tends to be 100 degrees almost every day. While in the Winter, it tends to be very cold and rainy. Men who work out more often tend to have a consistency with their clothing choices. Many men wear athletic jackets and dri-fit t-shirts. Since it does tend to be hotter in Sacramento, they wear gym shorts while also wearing leggings underneath. For men who wear athleisure, they are also really into athletic jackets such as windbreakers. They are more likely to wear joggers, or simple sweatpants and athletic pants. For the colors, men seem to wear either really dark athletic clothing (such as black, dark grey, dark blue) or really bright neon athletic clothing (such as neon green and neon orange) and even white. The types of fabric they wear are dri-fit materials, cotton, polyester, nylon, and wind resistant materials. As Sacramento grows in population, more and more people seem to be working out more. These trends will grow as well.

The last city we researched the styles, colors, and fabric for workout clothing and athleisure is Modesto. Since Modesto is very rural compared to Sacramento and San Francisco, men tend to wear darker workout clothing and simpler styles. They aren't as into the trends as other cities. Modesto seems to have similar wear as such in Sacramento. Men who workout more

often tend to wear simpler styles such as basic tees, and athletic pants, while men who wear athleisure tend to wear clothing that is the most comfortable in. These can include dri-fit shirts and joggers. Both groups also wear darker tones such as black, dark grey, navy blue, and forest green. The fabric and trims include dri-fit materials, cotton, and polyester. The difference between Modesto from the other cities is that both the men who workout more often and the men who wear athleisure in more casual everyday ways seem to be more similar. The two different groups wear mostly the same styles, colors, and fabrics compared to the other cities because Modesto has a different environment and has a smaller population than Sacramento and specifically San Francisco.

Each of these cities has something unique and different from one another. Fashion, being one of the most distinct differences in each of these city. Sportswear that feels good and comfortable men in San Francisco, might not work the same way for men in Sacramento. As buyers, it is our responsibility to research and take into account these differences in order to best please the customer. In doing so, we successfully sell our products and make a profit. Style, colors, and fabric/trims trends are an essential part of the research needed for the buying process. Now that we have identified our target customer, their consumer methods, and have done product research, we are now able to make a purchase report. In report #3, we will further investigate the purchasing methods using a budget for all three stores.

Groups	Geographic	Demographic	Behavioral	Psychographic	Style	Color	Fabric/ Trim
SF workout	San Francisco, CA; Urban	Male; Ages 18-28; Income \$72,549; Professions- Management, Business and Financial Operations, Science, Arts; Single or Married Men; Race/Ethnicity: 33.4% are White, 28.6% Hispanic/Latino, 18% Asian, 13% Black, and 4.3% two or more races (Data USA).	2.8 % spent on apparel from income	look for convenience and doing a good amount buying online.	Gym shorts Tank top Dri-fit shirt and jacket	Little boy-blue Green/blue Millennial-pink	Dri-fit Patterns Nylon
SF athleisure	San Francisco, CA; Urban	Male; Ages 18-28; Income \$72,549; Professions- Management, Business and Financial Operations, Science, Arts; Single or Married Men; Race/Ethnicity: 33.4% are White, 28.6% Hispanic/Latino, 18% Asian, 13% Black, and 4.3%	2.8 % spent on apparel from income	Look to be more fashionable and trendy items/ are willing to spend a little more money;	Joggers Basic tee Zip up track-jacket Lifestyle shoes Wind breaker	Yellow Arcadia White Black Grey Red	Cotton Polyester Wool Wind resistant

		two or more races (Data USA).					
SAC work- out	Sacramen to, CA	Male; ages 18-34, Income: \$62,814; Occupation: manager, business, financing, Administration; state capitol; Single or married; Race/Ethnicity: 33.4% are White, 28.6% Hispanic/Latino, 18% Asian, 13% Black, and 4.3% two or more races	2.4% of the city spends their income on apparel	They look for better deals instead of the more popular brands	Athletic jackets Dri-fit tees Gym shorts Leggings	Neon Green Neon Orange White	Dri-fit Cotton Polyester Nylon
SAC athleis ure	Sacramen to, CA	Male; ages 18-34, Income: \$62,814; Occupation: manager, business, financing, Administration; state capitol; Single or married; Race/Ethnicity: 33.4% are White, 28.6% Hispanic/Latino, 18% Asian, 13% Black, and 4.3% two or more races	2.4% of the city spends their income on apparel	They look for more comfortabl e items	Windbreaker Joggers Sweatpants Athletic pants	Black Dark Grey Dark Blue	Dri-fit Cotton Wind-resistant
MOD work- out	Modesto, CA	Male; Ages 18-28; Income \$47,607 ; Professions- Transportation,	On average, they will spend 1.5%	Comfort rather than style.	Dri-fit shirts Joggers	Black Dark Grey Navy Blue Forest Green	Dri-fit materials Polyester Cotton

		Management; Sales; Single or Married Men White (46.4%), Hispanic (38.6%), Asian (7.16%), Black (3.45%), and Two+ races(2.94%),	of their income on apparel.				
MOD athlesi re	Modesto, CA	Male; Ages 18-28; Income \$47,607 ; Professions- Transportation, Management; Sales; Single or Married Men White (46.4%), Hispanic (38.6%), Asian (7.16%), Black (3.45%), and Two+ races(2.94%),	On average, they will spend 1.5% of their income on apparel.	Don't really care about brand names and are drawn to more basic items like plain white tees and shoes with comfort.	Basic tees Athletic pants	Black Dark Grey Navy Blue Forest Green	Dri-fit materials Polyester Cotton

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