

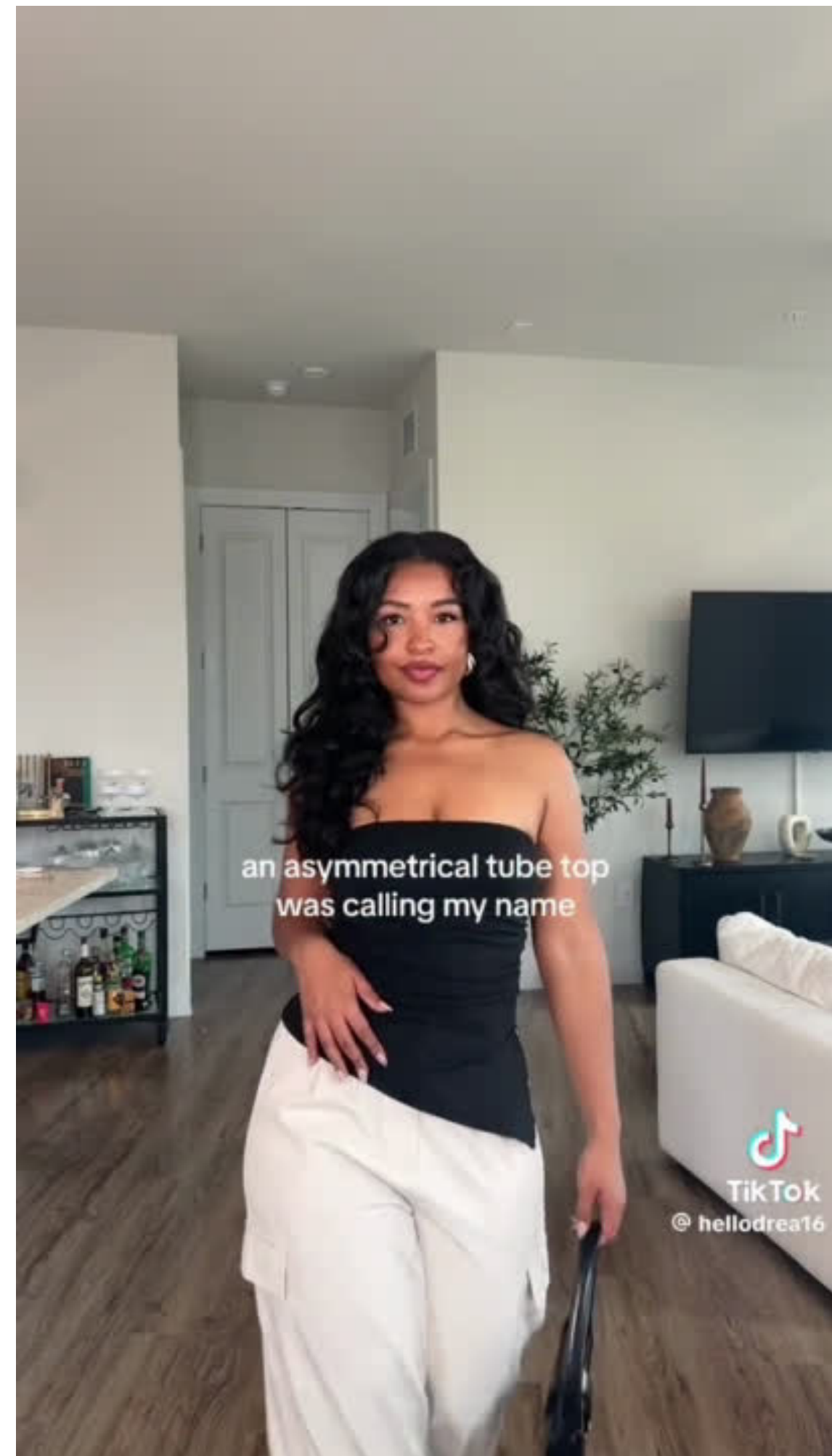


Junior Knit Tops

All About Asymmetry

Madison Reznicki

Goal for Junior Knit Tops



Agenda

- Ross Business Overview
- Comp Shopping
- Recommendations
- Questions?

Best Sellers



\$7.99



\$7.99



\$7.99



\$9.99

Worst Sellers



\$6.99



\$6.99



\$6.99



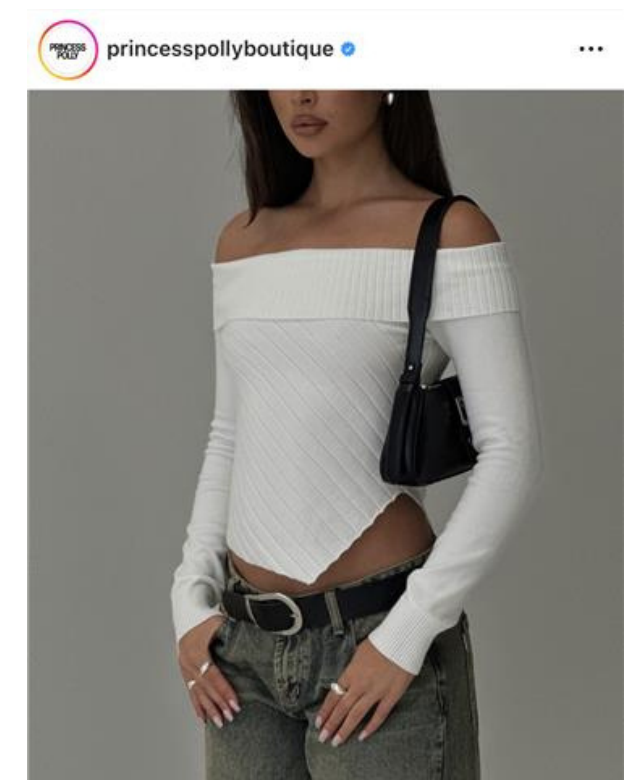
\$7.99

June Trendsheets

SALES ACT \$	*				
SALES PLAN \$	*	S:S ACT	*	MD ACT %	*
SALES LY \$	*	S:S PLAN	*	MD PLAN %	*
ACT % PLAN	*	S:S LY	*	MD LY %	*
COMP %	*				

*Numbers removed for company privacy

Gen Z's IT Item: Asymmetry



Comp Shopping

edikt-ed

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- Interns' most-shopped store for back to school
- Blowing up on social media

S H E I N

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- Comparable prices to off-price
- Quickly designing trending items

Marshalls

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- Off-price competitor
- Similar business model to Ross

Edikted



\$36.00



\$44.00



\$40.00



\$42.00



\$33.00



\$58.00



\$38.00



\$66.00

Shein



\$4.79



\$8.45



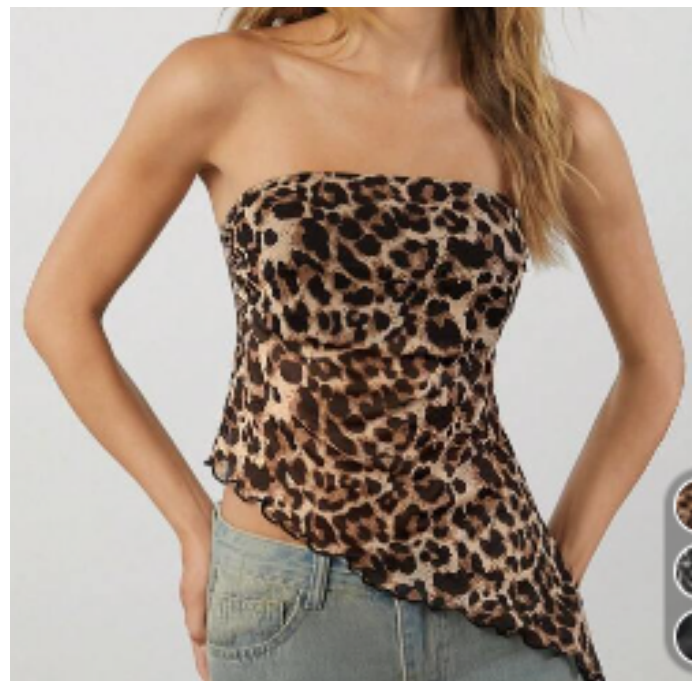
\$6.29



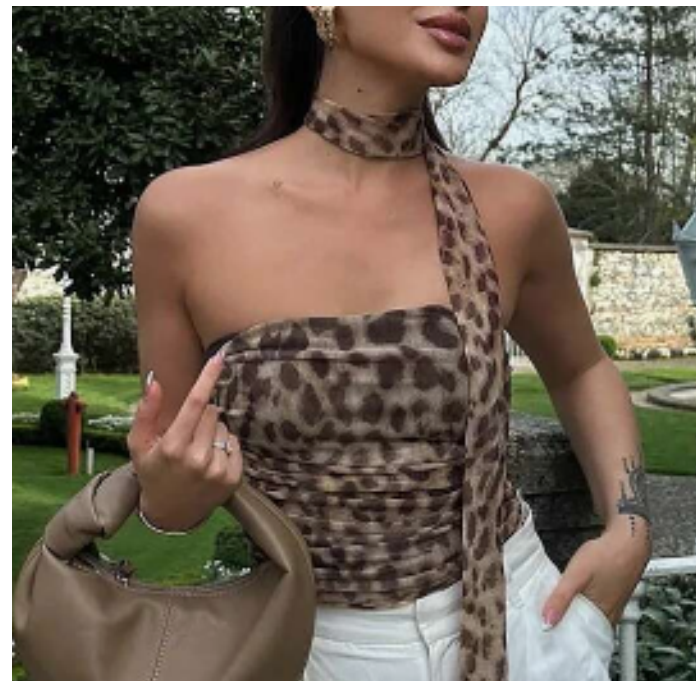
\$9.69



\$5.19



\$3.32



\$6.69



\$5.69

Marshalls



\$9.99



\$9.99



\$9.99

Next Steps

Oxblood Color



Hemline Interest



Side Slits

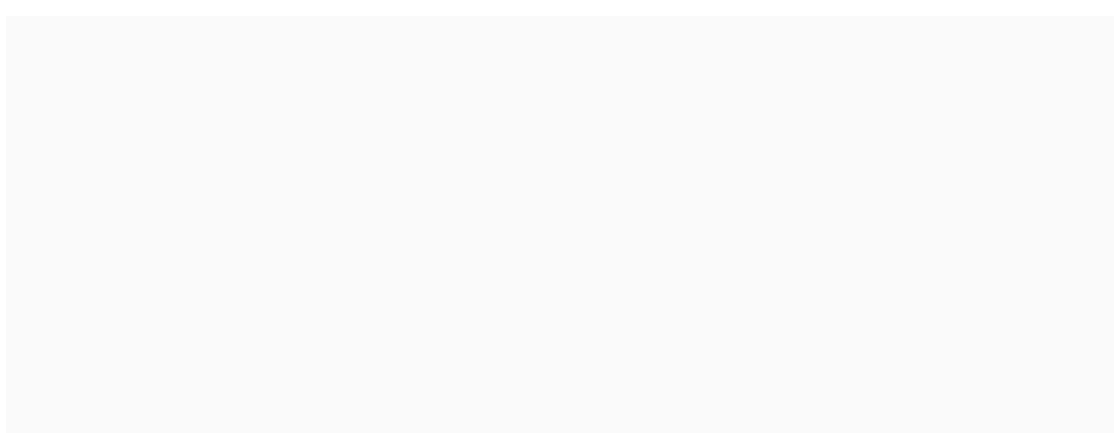
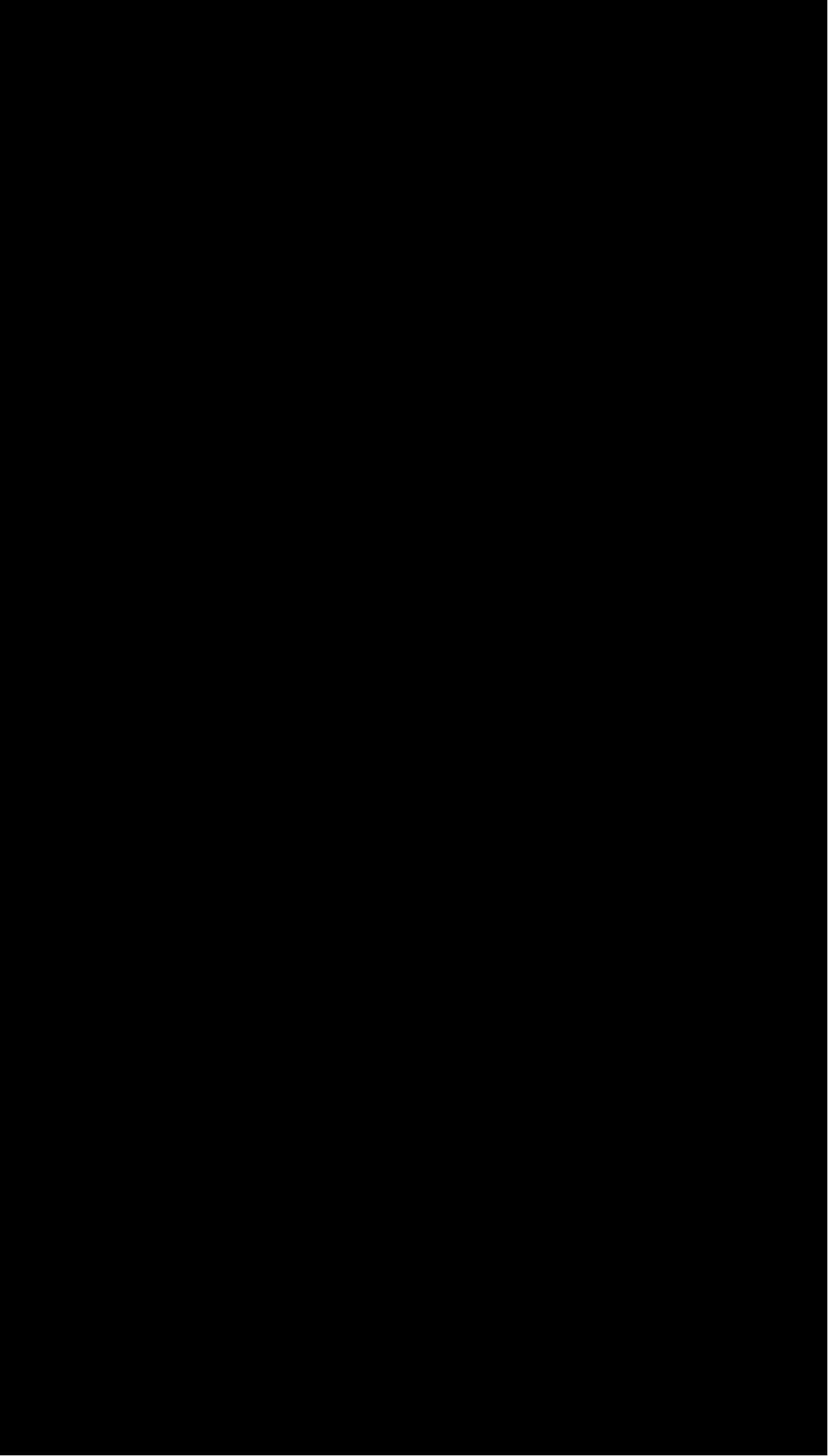


Exposure



Hardware





Questions?