

Fm 206 Final Buying Project

Elizabeth Stonehouse

Professor Geib

2024

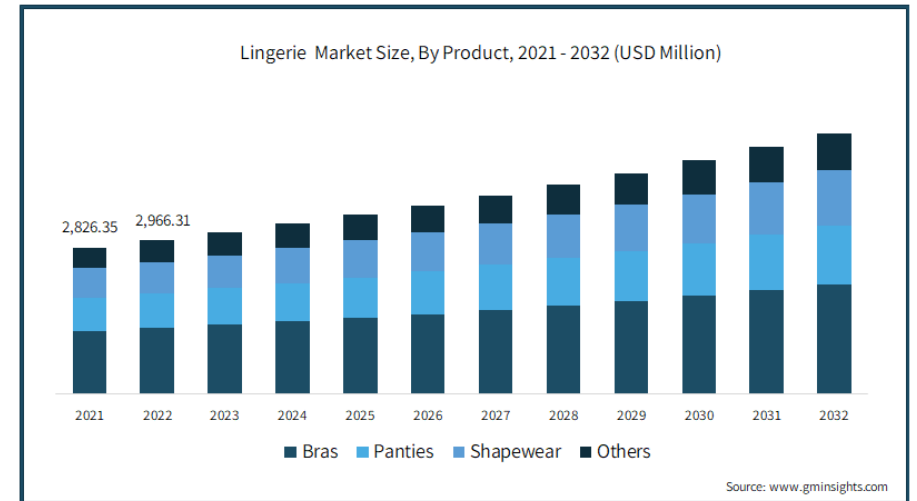
1. Category of Merchandise

- Lingerie/Intimates
- The Lingerie Market Size was valued at around **6.9 billion in 2022** and is estimated to reach **11.6 billion by 2032**.
- The demand for lingerie is primarily fueled by several variables, such as shifting fashion trends, increased e-commerce and social media impact. The market is constantly expanding to appeal to varied tastes and preferences, as customers seek not only comfort but also style and personalization. As well as the use of sustainable and inclusive practices.



Lingerie Market Analysis

Based on product, the market is segmented into bras, panties, shapewear and others. Bras held a majority market value of 2,966.31 million in 2022. I believe bras have the largest segment in the market because of the number of women who consider bras as a necessary undergarment for everyday wear and the constant trend cycle.

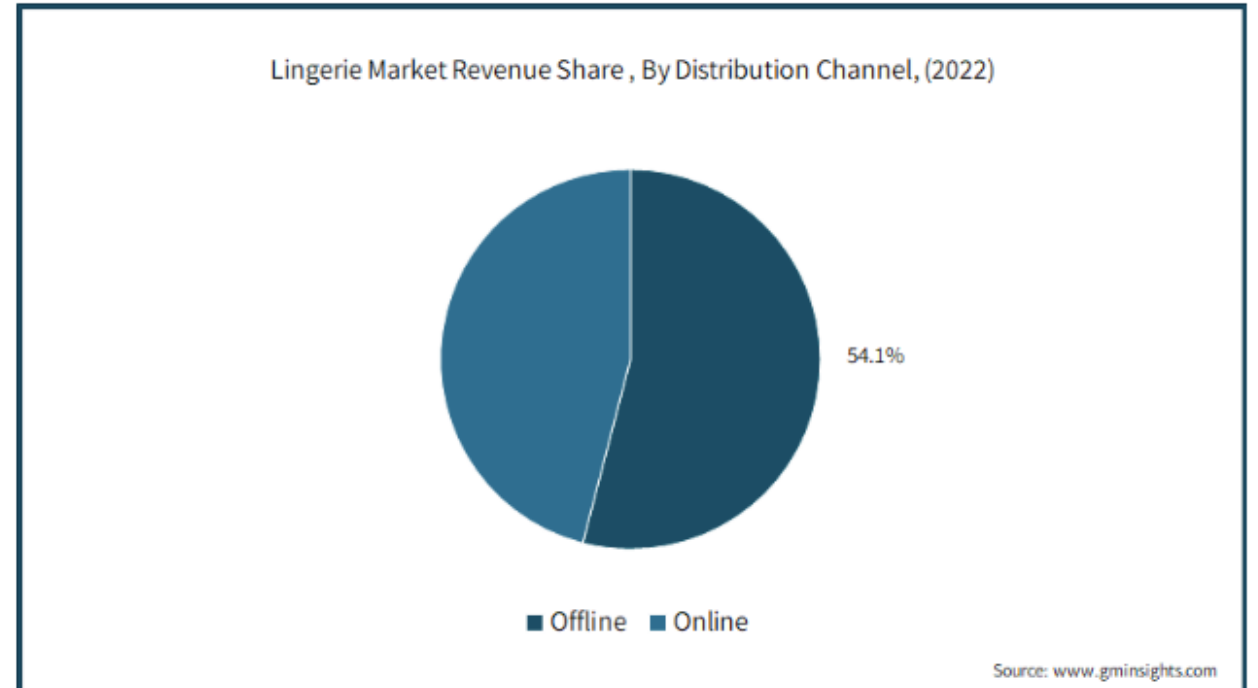


Lingerie Market Distribution

The lingerie market is segmented as offline and online. Offline dominated the industry with a share of around 54.1% in 2022.

Data shows that the demand for lingerie through offline channels remains strong still. Many consumers prefer the tactile experience and customized experience and assistance that brick-and-mortar stores provide when shopping for intimate items especially.

Physical retail locations allow customers to try on intimates for size, get measured by knowledgeable sales associates, and have immediate access to products which drives significant sales for lingerie in offline stores.



Lingerie Market Share

Major players operating in the lingerie industry include:

- Victoria's secret
- Aubade Paris
- Gap, Inc
- La Perla
- Chantelle Group
- Hanesbrands, Inc.
- Calvin Klein
- Agent Provocateur

*Agent
Provocateur*

LAPERLA

ck
Calvin Klein

Aubade
PARIS

VS

VICTORIA'S SECRET

Retailer: Nordstroms

Nordstrom is an American luxury department store chain that was founded in 1901 by John W. Nordstrom and Carl F. Wallin. The company operates both brick-and-mortar stores and an online platform.

Nordstrom is known for offering a wide range of high-quality fashion apparel, shoes, accessories, and beauty products. The company has a reputation for providing excellent customer service and has a loyal customer base.

Nordstrom carries a variety of lingerie brands and products, offering a range of styles and sizes to cater to diverse customer preferences. Nordstrom's lingerie department typically includes a selection of bras, panties, sleepwear, shapewear, and other intimate apparel. Nordstrom collaborates with various lingerie brands, both well-known and emerging, to provide customers with a wide array of options.



General Aspects of our Customer

- 1. Age Range:** Lingerie consumers span various age groups. Younger consumers may be interested in trendier and more playful designs, while older consumers may look for classic styles and comfort.
- 2. Fashion Preferences:** Consumer preferences in lingerie can be influenced by broader fashion trends. Some may prefer bold and daring designs, while others may lean towards timeless and elegant styles.
- 3. Quality and Comfort:** Many lingerie consumers prioritize comfort and the quality of materials. Brands that focus on providing comfortable, yet stylish options may attract a broader consumer base.
- 4. Brand Loyalty:** Some consumers may be loyal to specific lingerie brands known for their quality, innovation, or values. Brand reputation and customer reviews can play a significant role in consumer choices.

Fall/Winter 2025-26 Collection

For this buy, we are categorizing by collection, instead of classification. I am buying a collection of Lingerie for Fall 2025 so will be looking for items that will be perfect for the holiday time, as well as solid staples that we know will perform well.

The collection will be composed of bras, underwear, bodysuits and matching sets.

Fall 2025 Lingerie Trends & Forecast

Lingerie Market: Color

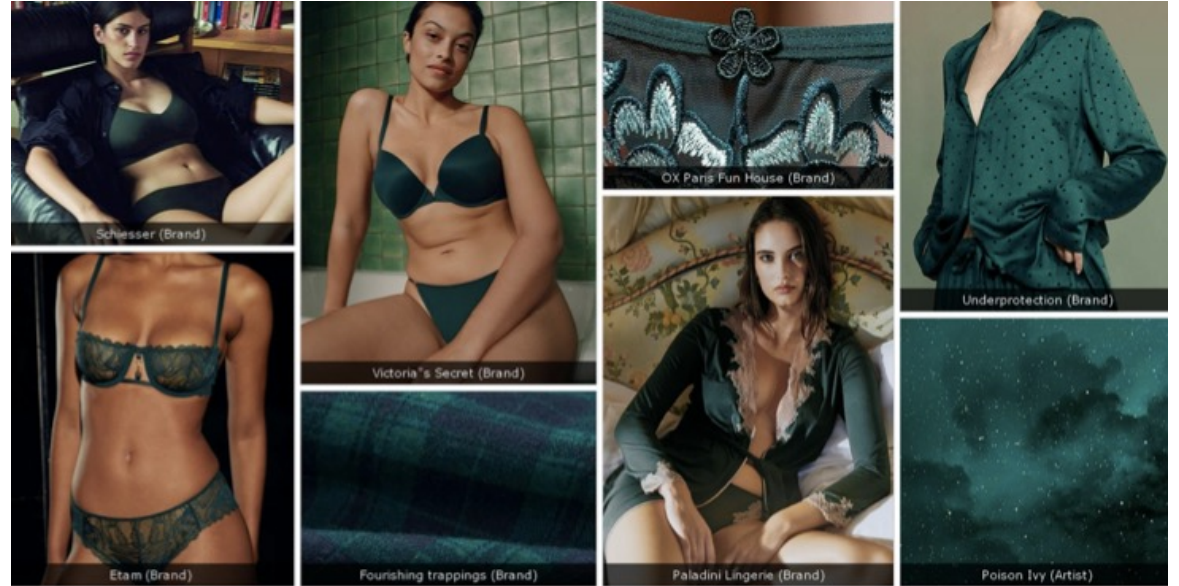
For FW 25/26 FashionSnoops has forecasted the top 10 seasonal colors. They do this by defining the cross-market color shifts and identify anchor colors. They then pair that intelligence on top of intimates-specific trends to identify the most important colors for the Intimates, Sleep and Loungewear categories.

For my buy, I will be using this color guide as a reference. Focusing on the maroon, deep teal and purple as my main color points.

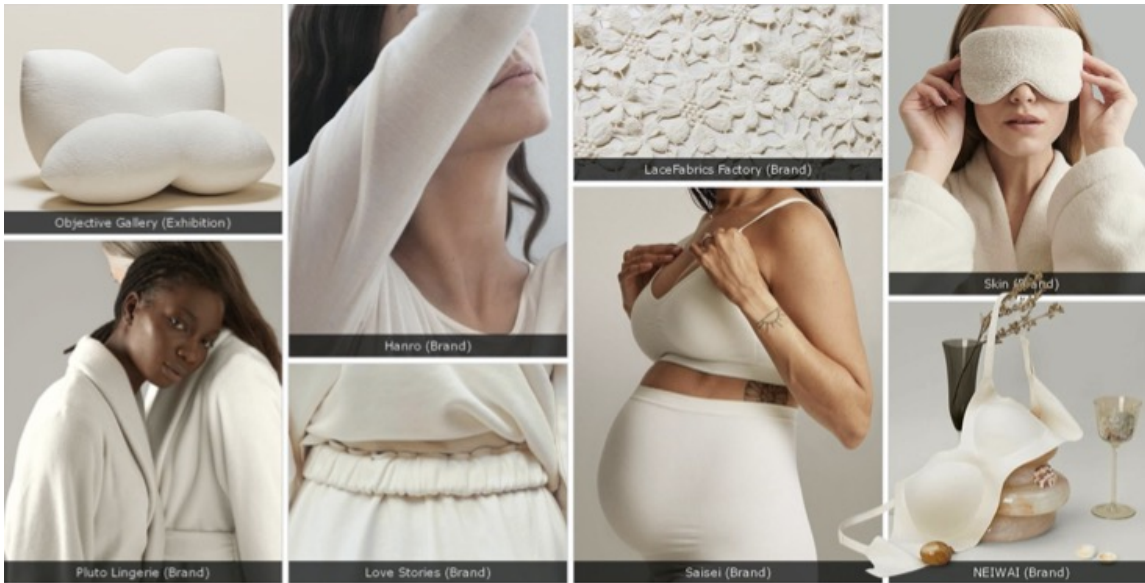




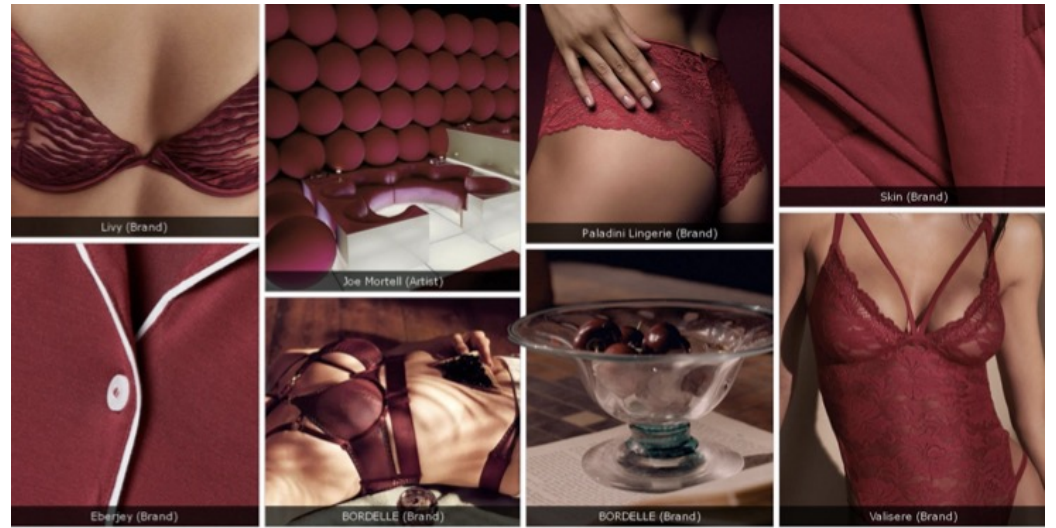
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325-930



028-90-03



008-31-26

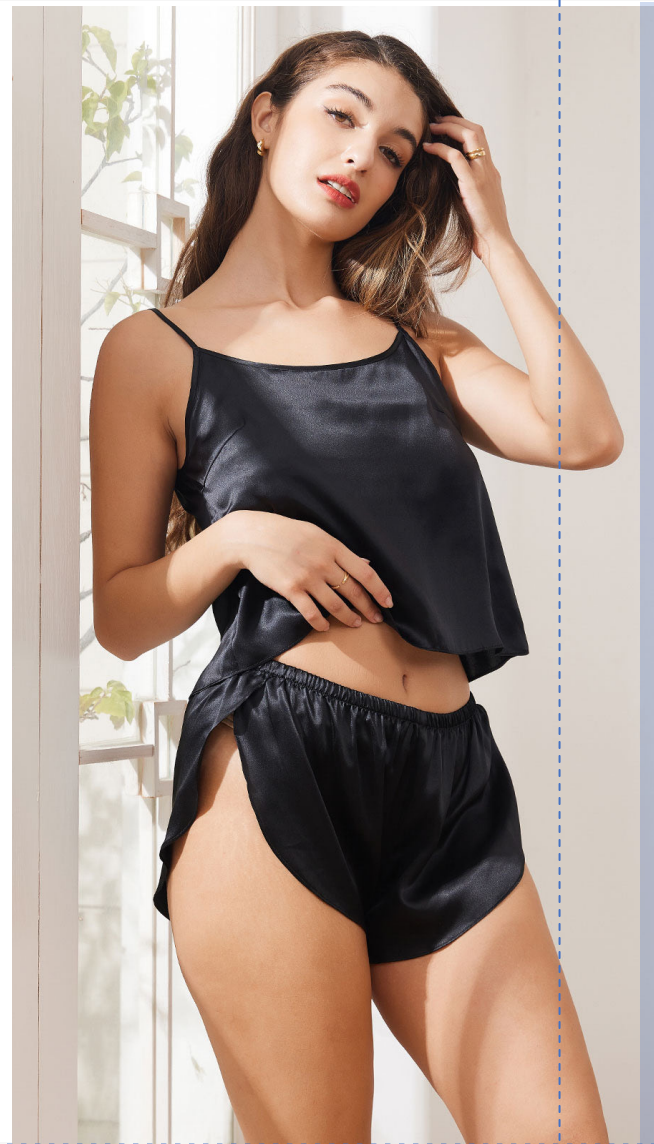
Patterns: Polka Dots

- Spotted across retailers this season, dots emerge as a key trend for intimates assortments. The iconic pattern, seen on wired full-cup bras, soft-cup bralettes, and underwear, is favored in sheer mesh fabrications and rendered in classic black-and-white combinations. [Fleur Du Mal](#), [Zara](#), [Prima Donna](#), and others are featuring this pattern, where this playful application captures attention.



Trend: Matching Sets

- Matching sets have become a popular trend, reflecting a desire for comfort, style, and coordination in intimates/sleepwear. This trend involves wearing pajamas that come as a matching set, typically featuring a coordinated top and bottom. Here are some key aspects of the matching pajama set trend:

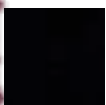
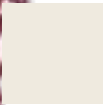
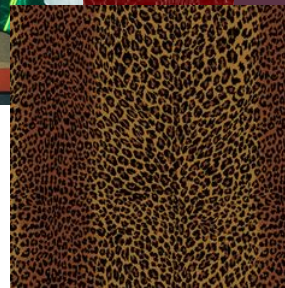
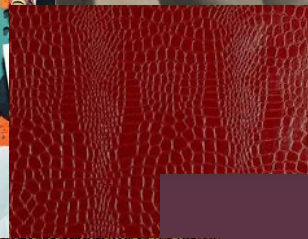


Textures: Lace/Mesh

- FashionSnoops Trend Tracker predicts that hyperfeminine details and vintage inspirations are on the rise for FW 25/26. There is a continued emphasis on shaping & support, high quality construction and the use of sustainable materials and recycled fibers.



FW 25 Collection Moodboard

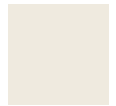


Fall 2025 Collection Chosen Assortment Styles

Color Key



Deep Purple



Champagne Toast



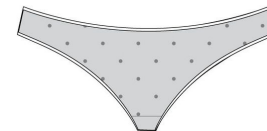
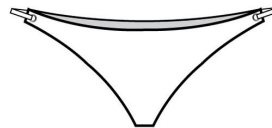
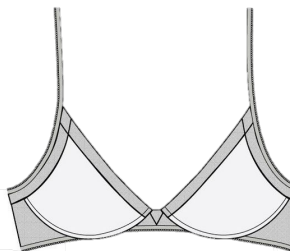
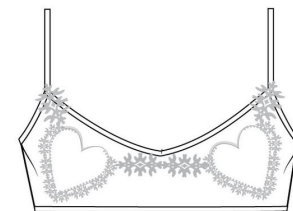
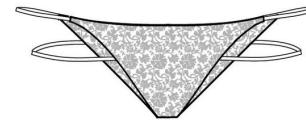
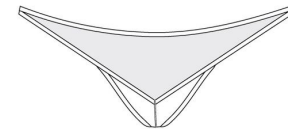
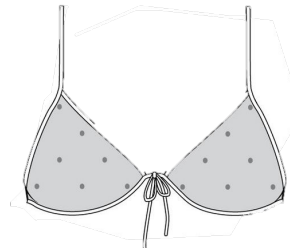
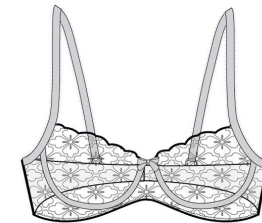
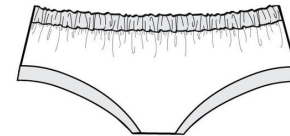
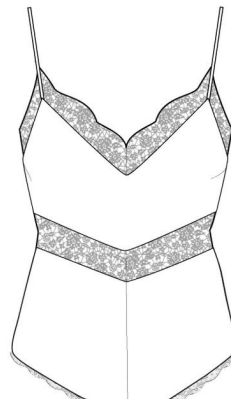
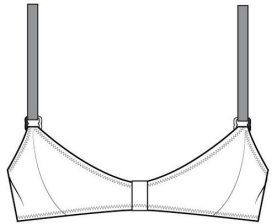
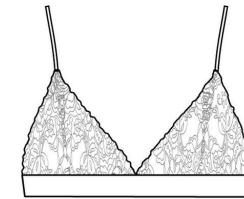
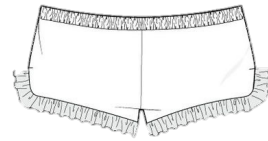
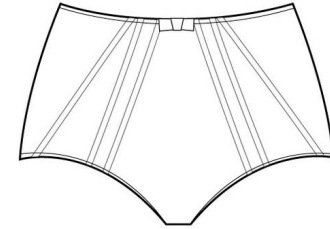
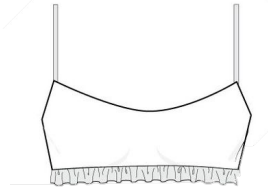
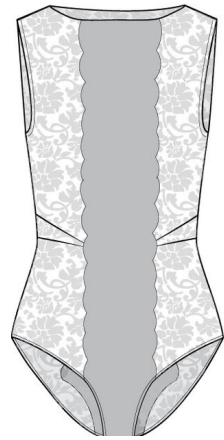
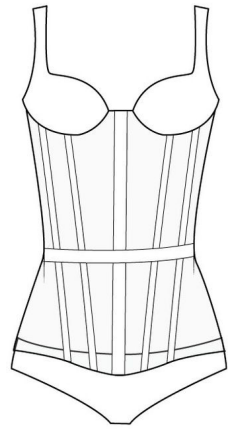
Holiday Spirit



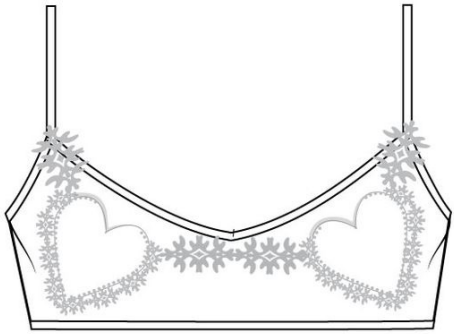
Deep Sea Teal



Midnight Shadow



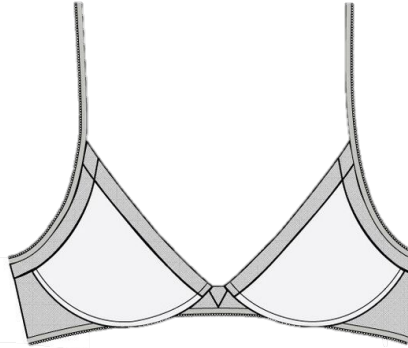
Line Sheet: Bras



Heart Pointelle Bralette
Style #: 89654



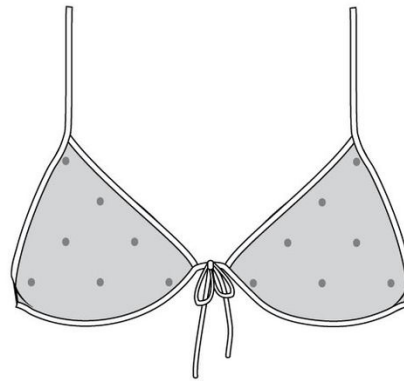
Cost: 9.15
Retail: 14.99



Brielle Comfort Bralette
Style #: 87652



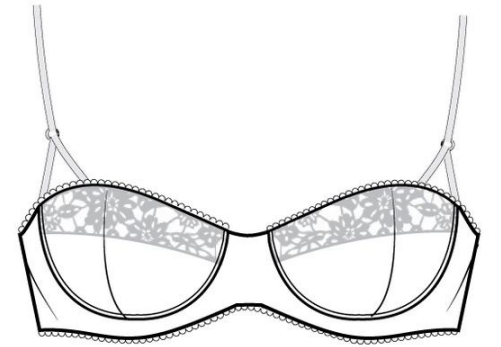
Cost: 9.15
Retail: 14.99



Kelly Polka Dot Bralette
Style #: 76529



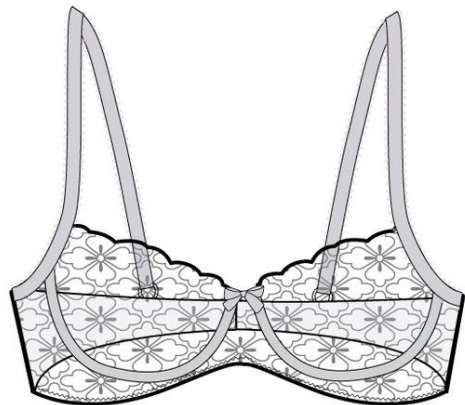
Cost: 9.45
Retail: 15.99



Naomi Lace Underwire Bra
Style #: 89765



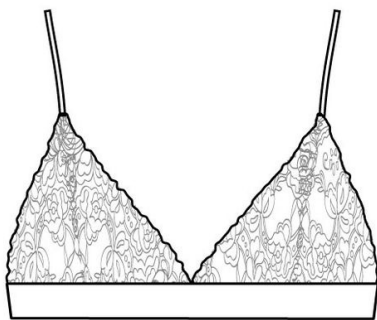
Cost: 10.15
Retail: 15.99



Serenity Full Lace Bra
Style #: 87392



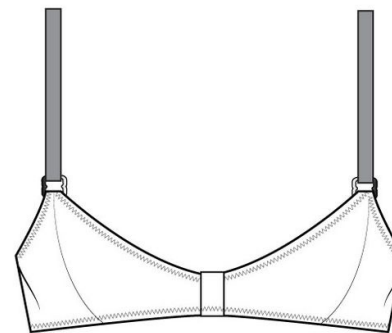
Cost: \$9.30
Retail: \$14.99



Campbell Lace T Bralette
Style #: 82394



Cost: \$7.15
Retail: 11.99



Bailey Everyday Bralette
Style #: 76262



Cost: \$8.00
Retail: \$14.99

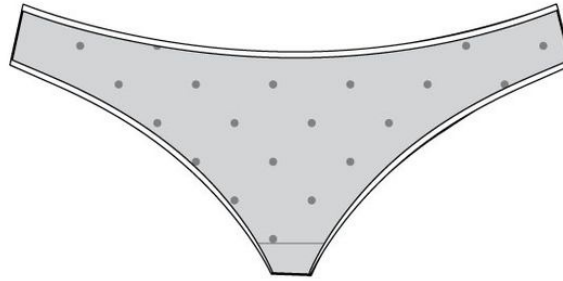
Line Sheet: Underwear



Emily Lace Strap Thong
Style #: 43271



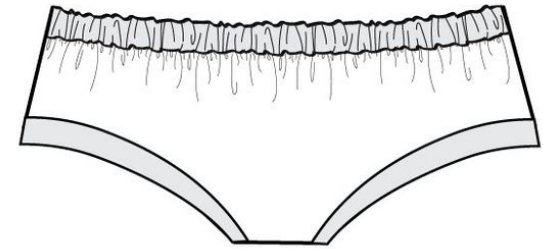
Cost: 5.00
Retail: 7.90



Kelly Polka Dot Bikini Brief
Style #: 43256



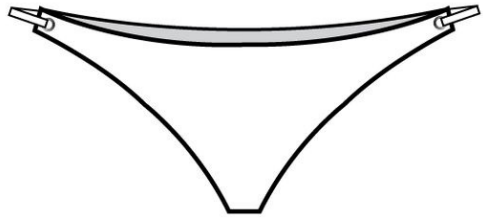
Cost: 4.75
Retail: 7.99



Avalon Scrunch Cotton Boy
short
Style #: 43657



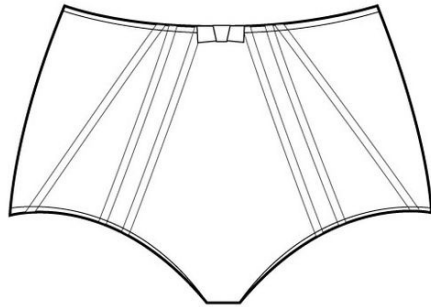
Cost: 4.99
Retail: 8.00



Natalie Everyday Comfort Brief
Style #: 65723



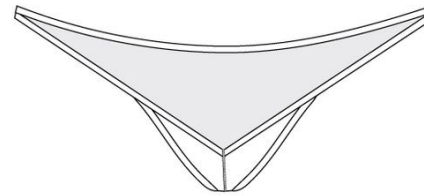
Cost: 4.50
Retail: 7.00



Sarah High Rise Cotton Brief
Style #: 67854



Cost: 5.25
Retail: 8.90



Victoria Lace Skinny Thong
Style #: 89234



Cost: 4.50
Retail: 7.00



Holly Two Tone Cheeky Brief
Style #: 67533

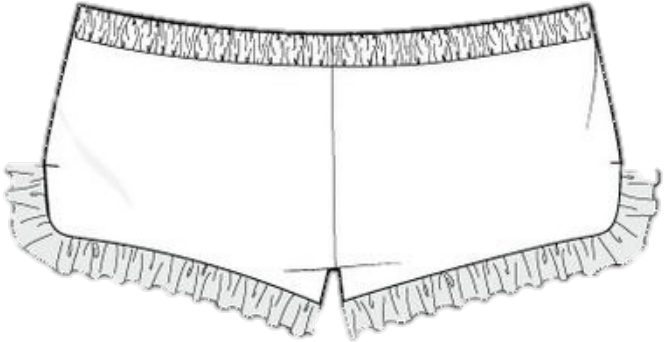
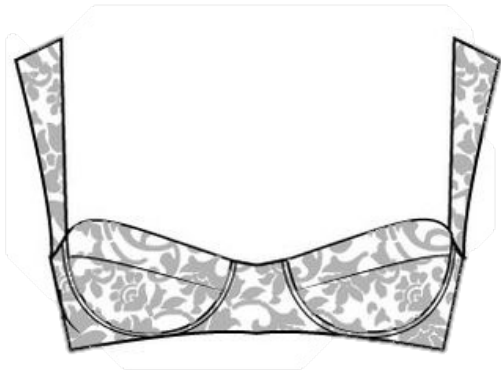
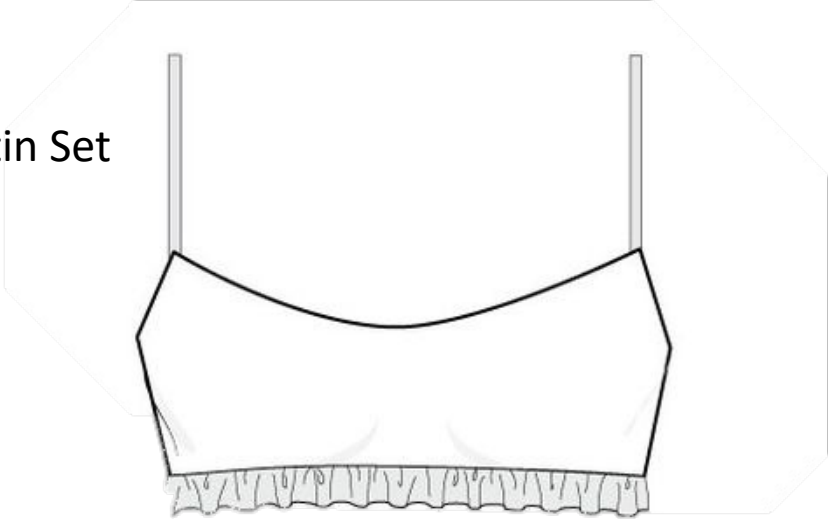


Cost: 5.10
Retail: 7.99

Line Sheet: Sets

Kerry Ruffle Satin Set
Style #: 66321

Cost: 11.10
Retail: 17.99

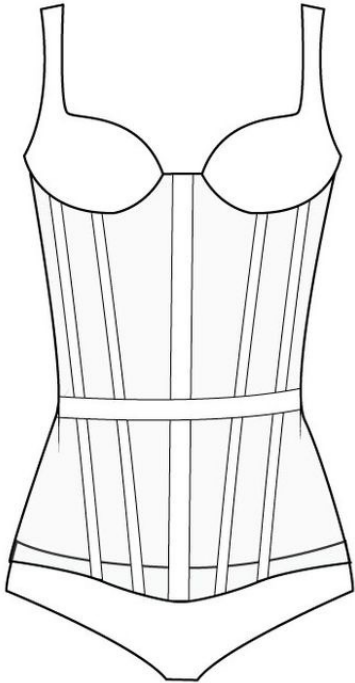


Erin Floral Cotton Set
Style #: 99821



Cost: 11.10
Retail: 17.99

Line Sheet: Bodysuits

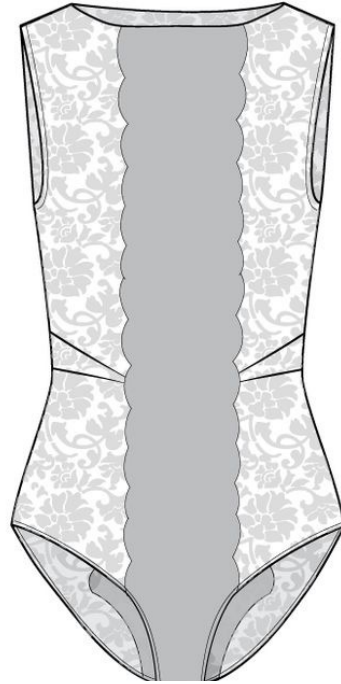


Maddie Corset Bullet
Bodysuit

Style #: 10087

Cost: 13.99

Retail: 22.00



Mackenzie Lace
Bodysuit

Style #: 10983

Cost: 9.05

Retail: 14.99

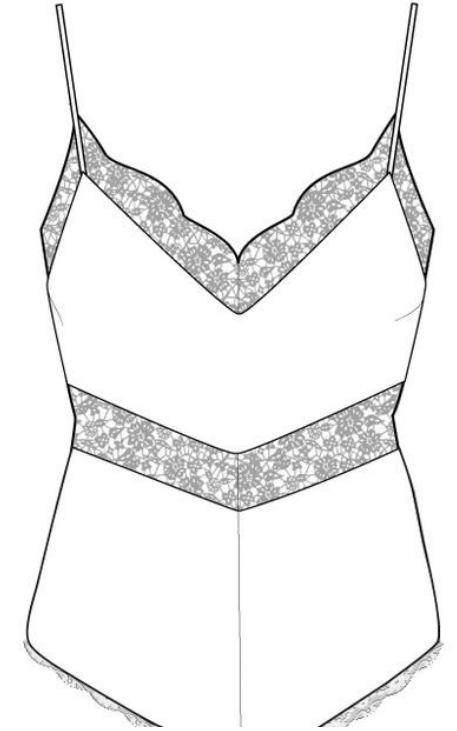


Karen Lace Romper

Style #: 18762

Cost: 12.00

Retail: 19.99



Meredith Lace V Neck
Bodysuit

Style #: 19887

Cost: 8.50

Retail: 14.99



Cluster A: Website Browse Grid

Kerry Ruffle Satin Set
Style #: 66321

Cost: 11.10
Retail: 17.99



Erin Floral Cotton Set
Style #: 99821

Cost: 11.10
Retail: 17.99



Maddie Corset Bullet
Bodysuit

Style #: 10087

Cost: 13.99
Retail: 22.00



Mackenzie Lace
Bodysuit

Style #: 10983

Cost: 9.05
Retail: 14.99



Karen Lace Romper
Style #: 18762

Cost: 12.00
Retail: 19.99



Meredith Lace V Neck
Bodysuit

Style #: 19887

Cost: 8.50
Retail: 14.99



Serenity Full Lace Bra
Style #: 87392

Cost: \$9.30
Retail: \$14.99



Campbell Lace T Bralette
Style #: 82394

Cost: \$7.15
Retail: 11.99



Bailey Everyday Bralette
Style #: 76262

Cost: \$8.00
Retail: \$14.99



Heart Pointelle Bralette
Style #: 89654

Cost: 9.15
Retail: 14.99



Brielle Comfort Bralette
Style #: 87652

Cost: 9.15
Retail: 14.99



Kelly Polka Dot Bralette
Style #: 76529

Cost: 9.45
Retail: 15.99



Naomi Lace Underwire Bra
Style #: 89765

Cost: 10.15
Retail: 15.99



Cluster A: Website Browse Grid



Emily Lace Strap Thong
Style #: 43271



Cost: 5.00
Retail: 7.90



Kelly Polka Dot Bikini Brief
Style #: 43256



Cost: 4.75
Retail: 7.99



Avalon Scunch Cotton Boy short
Style #: 43657



Cost: 4.99
Retail: 8.00



Natalie Everyday Comfort Brief
Style #: 65723



Cost: 4.50
Retail: 7.00



Sarah High Rise Cotton Brief
Style #: 67854



Cost: 5.25
Retail: 8.90



Victoria Lace Skinny Thong
Style #: 89234



Cost: 4.50
Retail: 7.00



Holly Two Tone Cheeky Brief
Style #: 67533



Cost: 5.10
Retail: 7.99

Cluster B: Brick & Mortar Locations

- As part of this buy, I will be buying for 10 of our B&M locations which are all along the east coast.
- Our stores are located in Washington DC, Boston, Miami, New York City, Charleston, Philly, New Jersey, Greenwich, Annapolis, and Long Island.



Customer Profile For Cluster B

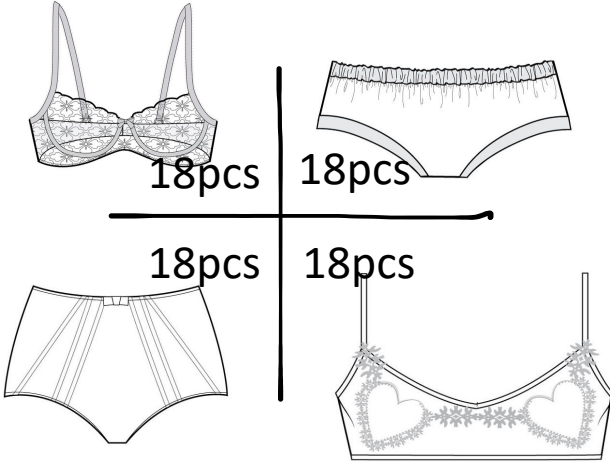
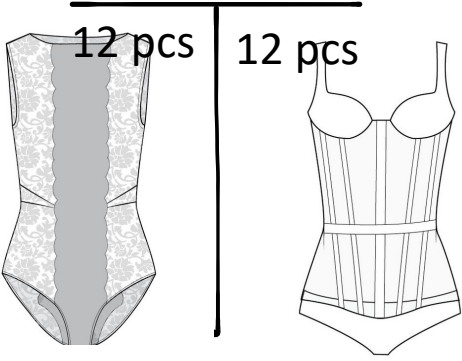
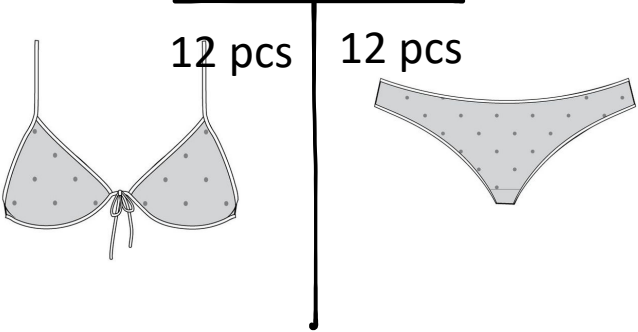
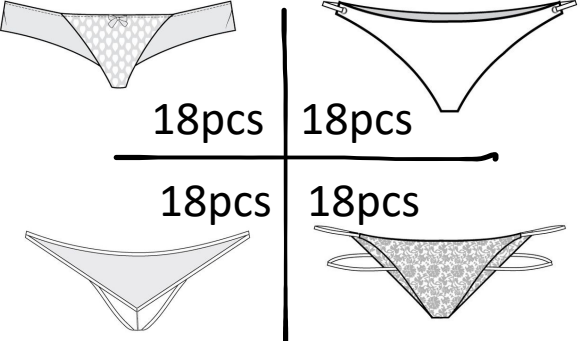
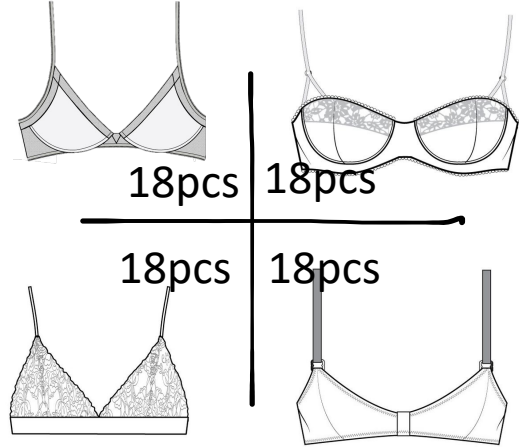
- **Name:** Emily Rodriguez
- **Age:** 28
- **Occupation:** Marketing Professional
- **Location:** Urban area on the East Coast
- **Fashion Style:** Emily has a modern and chic fashion sense. She keeps up with the latest trends and enjoys experimenting with different styles. She values both comfort and style in her clothing choices.
- **Body Positivity:** Emily is a strong advocate for body positivity and believes in embracing her natural shape. She appreciates lingerie brands that celebrate diverse body types and offer a wide range of sizes.
- **Lifestyle:** As a busy professional, Emily leads an active lifestyle. She looks for lingerie that can seamlessly transition from day to night – something comfortable for long work hours yet stylish enough for socializing or date nights.
- **Shopping Behavior:** Emily prefers online shopping for its convenience. She often reads customer reviews and relies on brand reputation when making purchasing decisions. Easy returns and a user-friendly online shopping experience are essential to her.
- **Occasions:** While Emily regularly invests in everyday lingerie, she also enjoys purchasing special pieces for romantic occasions or self-care. She looks for sets that make her feel confident and empowered.

Social Media Engagement: Emily is active on social media platforms, especially Instagram. She follows lingerie influencers and enjoys discovering new brands through social media recommendations. Engaging content and visually appealing designs catch her attention.

Sustainability Awareness: Emily cares about the environment, and she seeks out lingerie brands that incorporate sustainable practices. Eco-friendly materials, ethical sourcing, and transparent business practices are key factors that influence her purchasing decisions.

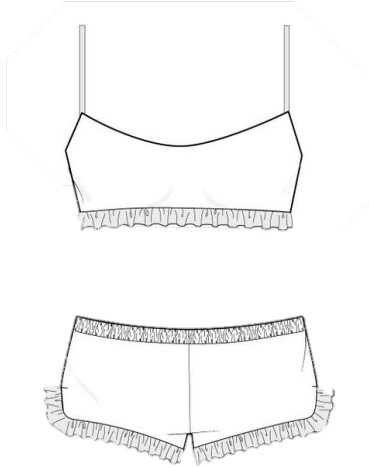
Personal Values: Emily values authenticity, inclusivity, and individuality. She appreciates brands that celebrate diversity and showcase real, unfiltered representations of women in their marketing.

Visual Planogram for Cluster B Locations: Part 1

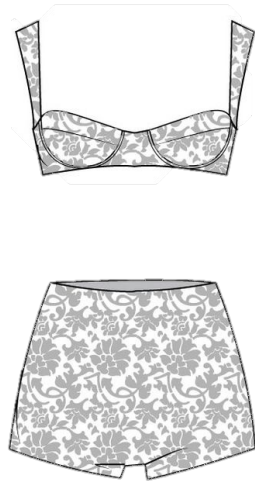


Visual Planogram for Cluster B Locations: P.2

12 pcs



12 pcs



12 pcs



12 pcs



7. Financials

| |
|-----------------------------------|
| PO#: 9959295 |
| STORE NAME: Nordstroms |
| DEPARTM: Nordstrom Intimates |
| VENDOR NAME : Enchanted Intimates |
| VND ID #: 019987653 |
| |
| DELIVERY MONTH: Fall 2025 |
| START SHIP: 10/1 |
| CANCEL ORDER 12/1 |

19,080 Units
Total Cost: 151,407
Total Retail:
245,669.40
MU%: 62%

| STYLE # | Style Description | COLOR | CLASS | SUB CL | unit COST | unit RETAIL | MU% | # Door Clusters | | GRAND | GRAND | GRAND |
|---------|--------------------------|--------------------|-------|---------|--------------|----------------|-------|-----------------|---------|----------------|---------------|-----------------|
| | | | | | | | | WEB A | 10 B | TOTAL UNITS | TOTAL COST | TOTAL RETAIL |
| 76529 | Kelly Polka Dot Bralette | Deep Purple | 24 | Bralete | \$9.15 | \$14.99 | 63.8% | 360 | 180 | 540 | \$ 4,941.00 | \$8,094.60 |
| 76529 | Kelly Polka Dot Bralette | Champagne Toast | 24 | Bralete | \$9.15 | \$14.99 | 63.8% | 360 | 180 | 540 | \$ 4,941.00 | \$8,094.60 |
| 76529 | Kelly Polka Dot Bralette | Holiday Spirit | 24 | Bralete | \$9.15 | \$14.99 | 63.8% | 360 | 180 | 540 | \$ 4,941.00 | \$8,094.60 |
| 76529 | Kelly Polka Dot Bralette | Deep Sea Teal | 24 | Bralete | \$9.15 | \$14.99 | 63.8% | 360 | 180 | 540 | \$ 4,941.00 | \$8,094.60 |
| 76529 | Kelly Polka Dot Bralette | Midnight Shadow | 24 | Bralete | \$9.15 | \$14.99 | 63.8% | 360 | 180 | 540 | \$ 4,941.00 | \$8,094.60 |
| 87652 | Brielle Comfort Bralette | Deep Purple | 24 | Bralete | \$9.15 | \$14.99 | 63.8% | 360 | 180 | 540 | \$ 4,941.00 | \$ 8,094.60 |
| 87652 | Brielle Comfort Bralette | Champagne Toast | 24 | Bralete | \$9.15 | \$14.99 | 63.8% | 360 | 180 | 540 | \$ 4,941.00 | \$ 8,094.60 |
| 87652 | Brielle Comfort Bralette | Holiday Spirit | 24 | Bralete | \$9.15 | \$14.99 | 63.8% | 360 | 180 | 540 | \$ 4,941.00 | \$ 8,094.60 |
| 76529 | Kelly Polka Dot Bralette | Deep Purple | 24 | Bralete | \$9.45 | \$15.99 | 69.2% | 240 | 120 | 360 | \$ 3,402.00 | \$ 5,756.40 |
| 76529 | Kelly Polka Dot Bralette | Champagne Toast | 24 | Bralete | \$9.45 | \$15.99 | 69.2% | 240 | 120 | 360 | \$ 3,402.00 | \$ 5,756.40 |

For my markup I wanted to stay between 56%–65%. I was able to negotiate a great cost price for most of the pieces in this collection.

I calculated the # of units based on which store display it was being placed on and how many of each quantity was needed. I simply double quantity needed for each item when buying for the online store.

| | | | | | | | | | | | | |
|-------|--|-----------------|----|-----------|---------|---------|-------|-----|-----|-----|-------------|------------|
| 89765 | Naomi Lace Underwire Bra | Deep Purple | 24 | Bra | \$10.15 | \$15.99 | 57.5% | 360 | 180 | 540 | \$ 5,481.00 | \$8,634.60 |
| 89765 | Naomi Lace Underwire Bra | Midnight Shadow | 24 | Bra | \$10.15 | \$15.99 | 57.5% | 360 | 180 | 540 | \$ 5,481.00 | \$8,634.60 |
| 87392 | Serenity Full Lace Bra | Champagne Toast | 24 | Bra | \$9.30 | \$14.99 | 61.2% | 360 | 180 | 540 | \$ 5,022.00 | \$8,094.60 |
| 82394 | Campbell Lace T Bralette | Champagne Toast | 24 | Bralette | \$7.15 | \$11.99 | 67.7% | 360 | 180 | 540 | \$ 3,861.00 | \$6,474.60 |
| 82394 | Campbell Lace T Bralette | Deep Purple | 24 | Bralette | \$7.15 | \$11.99 | 67.7% | 360 | 180 | 540 | \$ 3,861.00 | \$6,474.60 |
| 76262 | Bailey Everyday Bralette | Deep Purple | 24 | Bralette | \$8.00 | \$12.99 | 62.4% | 360 | 180 | 540 | \$ 4,320.00 | \$7,014.60 |
| 43271 | Emily Lace Strap Thong | Deep Purple | 25 | Thong | \$5.00 | \$7.90 | 58.0% | 360 | 180 | 540 | \$ 2,700.00 | \$4,266.00 |
| 43271 | Emily Lace Strap Thong | Midnight Shadow | 25 | Thong | \$5.00 | \$7.90 | 58.0% | 360 | 180 | 540 | \$ 2,700.00 | \$4,266.00 |
| 43271 | Emily Lace Strap Thong | Champagne Toast | 25 | Thong | \$5.00 | \$7.90 | 58.0% | 360 | 180 | 540 | \$ 2,700.00 | \$4,266.00 |
| 43256 | Kelly Polka Dot Bikini Brief | Champagne Toast | 25 | Bikini | \$4.75 | \$7.99 | 68.2% | 240 | 120 | 360 | \$ 1,710.00 | \$2,876.40 |
| 43256 | Kelly Polka Dot Bikini Brief | Deep Purple | 25 | Bikini | \$4.75 | \$7.99 | 68.2% | 240 | 120 | 360 | \$ 1,710.00 | \$2,876.40 |
| 43657 | Avalon Scunch Cotton Boy short | Deep Purple | 25 | Boy Short | \$4.99 | \$8.00 | 60.3% | 360 | 180 | 540 | \$ 2,694.60 | \$4,320.00 |
| 43657 | Avalon Scunch Cotton Boy short | Champagne Toast | 25 | Boy Short | \$4.99 | \$8.00 | 60.3% | 360 | 180 | 540 | \$ 2,694.60 | \$4,320.00 |
| 43657 | Avalon Scunch Cotton Boy short | Midnight Shadow | 25 | Boy Short | \$4.99 | \$8.00 | 60.3% | 360 | 180 | 540 | \$ 2,694.60 | \$4,320.00 |
| 65723 | Natalie Everyday Comfort Brief | Midnight Shadow | 25 | Brief | \$4.50 | \$7.00 | 55.6% | 360 | 180 | 540 | \$ 2,430.00 | \$3,780.00 |
| 67854 | Sarah High Rise Cotton BriefStyle #: 67854 | Champagne Toast | 25 | Brief | \$5.25 | \$8.90 | 69.5% | 360 | 180 | 540 | \$ 2,835.00 | \$4,806.00 |

| | | | | | | | | | | | | |
|-------|---|-----------------|----|----------|---------|---------|-------|-----|-----|-----|-------------|-------------|
| 67854 | Sarah High Rise Cotton Brief | Midnight Shadow | 25 | Brief | \$5.25 | \$8.90 | 69.5% | 360 | 180 | 540 | \$ 2,835.00 | \$4,806.00 |
| 89234 | Victoria Lace Skinny Thong | Champagne Toast | 25 | Thong | \$4.50 | \$7.00 | 55.6% | 360 | 180 | 540 | \$ 2,430.00 | \$3,780.00 |
| 89235 | Victoria Lace Skinny Thong | Deep Purple | 25 | Thong | \$4.50 | \$7.00 | 55.6% | 360 | 180 | 540 | \$ 2,430.00 | \$3,780.00 |
| 67533 | Holly Two Tone Cheeky Brief | Deep Purple | 25 | Brief | \$5.10 | \$7.99 | 56.7% | 360 | 180 | 540 | \$ 2,754.00 | \$4,314.60 |
| 66321 | Kerry Ruffle Satin Set | Deep Purple | 26 | Set | \$11.10 | \$17.99 | 62.1% | 240 | 120 | 360 | \$ 3,996.00 | \$ 6,476.40 |
| 66321 | Kerry Ruffle Satin Set | Deep Sea Teal | 26 | Set | \$11.10 | \$17.99 | 62.1% | 240 | 120 | 360 | \$ 3,996.00 | \$ 6,476.40 |
| 99821 | Erin Floral Cotton Set | Champagne Toast | 26 | Set | \$11.10 | \$17.99 | 62.1% | 240 | 120 | 360 | \$ 3,996.00 | \$ 6,476.40 |
| 99821 | Erin Floral Cotton Set | Midnight Shadow | 26 | Set | \$11.10 | \$17.99 | 62.1% | 240 | 120 | 360 | \$ 3,996.00 | \$ 6,476.40 |
| 10088 | Maddie Corset Bullet Bodysuit | Champagne Toast | 27 | Bodysuit | \$13.99 | \$22.00 | 57.3% | 360 | 180 | 540 | \$ 7,554.60 | \$11,880.00 |
| 10088 | Maddie Corset Bullet Bodysuit | Deep Purple | 27 | Bodysuit | \$13.99 | \$22.00 | 57.3% | 360 | 180 | 540 | \$ 7,554.60 | \$11,880.00 |
| 10983 | Mackenzie Lace Bodysuit Style #: 10983 | Deep Sea Teal | 27 | Bodysuit | \$9.05 | \$14.99 | 65.6% | 240 | 120 | 360 | \$ 3,258.00 | \$ 5,396.40 |
| 18762 | Karen Lace Romper Style #: 18762 | Holiday Spirit | 27 | Bodysuit | \$12.00 | \$19.99 | 66.6% | 240 | 120 | 360 | \$ 4,320.00 | \$7,196.40 |
| 19887 | Meredith Lace V Neck Bodysuit | Midnight Shadow | 27 | Bodysuit | \$8.50 | \$13.99 | 64.6% | 240 | 120 | 360 | \$ 3,060.00 | \$5,036.40 |

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