

FINAL BUYING PROJECT

Montgomery Mahaffey



MADEWELL



The women's denim department at Madewell offers much more than just jeans. They sell denim dresses, shorts, pants, skirts and jackets.

For their jeans section, they offer

- Curvy Jeans
- Wide-Leg Jeans
- Barrel-Leg Jeans
- Baggy + Relaxed Jeans
- Straight-Leg Jeans
- Flare + Bootcut Jeans
- Slim + Skinny Jeans
- Petite Jeans
- Tall Jeans
- Plus Jeans

Madewell was founded in 2006 as a sister brand to J.Crew. Today, Madewell has over 130 stores across North America selling ethical and sustainably produced clothing. As a lifestyle brand, they aim to provide consumers with clothes that are trend relevant but not fast fashion. Madewell stores are located in some of the bigger cities across the country.

Madewell operates as a vertical retailer, which means they design, manufactures, and sells their own merchandise directly to consumers. Unlike fast fashion companies, their focus is on producing high quality and durable products.

Madewell items are priced 20 to 30 percent lower than J.Crew. Their jeans are priced at a better price point with the average pair retailing for around \$130 due to their use of high quality materials and responsible production practices.

J.CREW *Madewell*

LOCATIONS

A STORES

Location 01: *New York City*



Location 02: *Los Angeles*



Location 03: *Chicago*



LOCATIONS

A STORES

Location 04: *Seattle*



Location 05: *Boston*



Location 06: *Miami*



LOCATIONS

B STORES

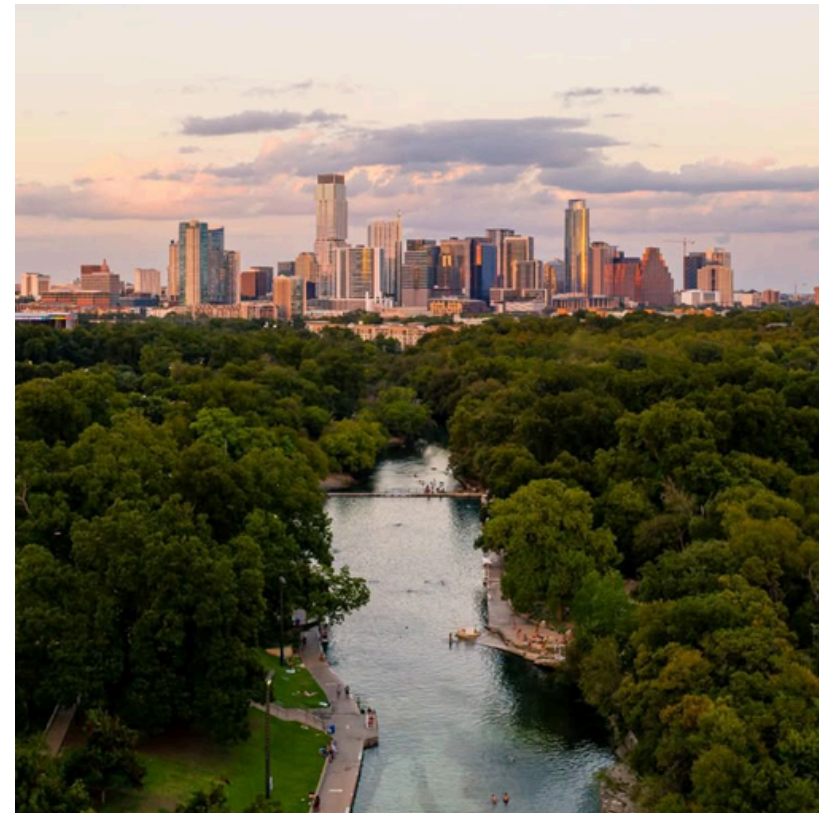
Location 01: *San Francisco*



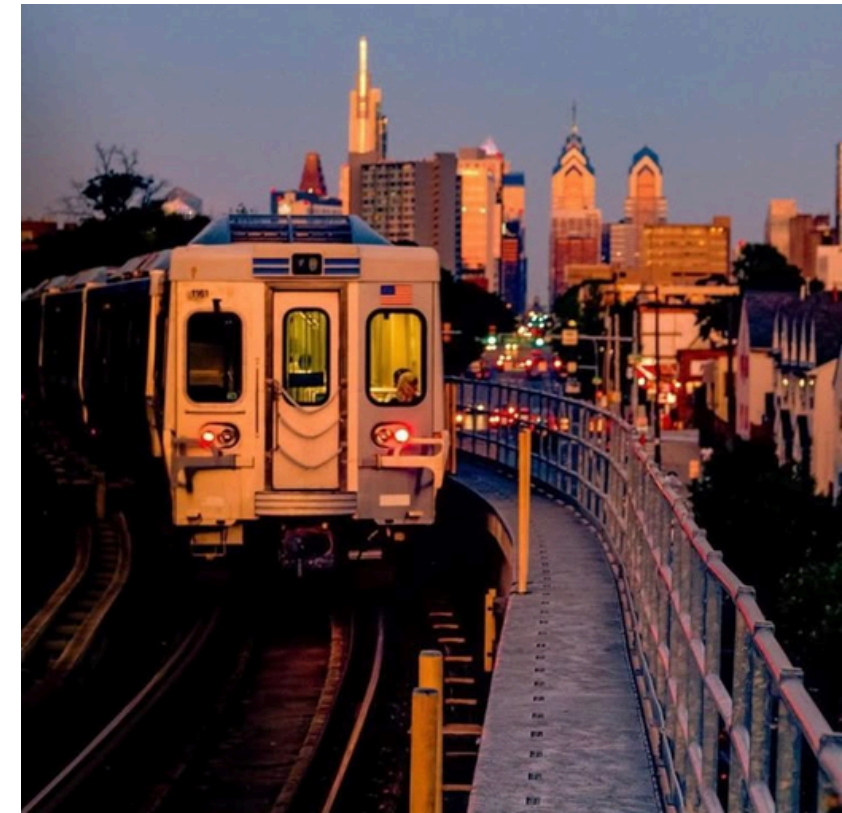
Location 02: *Nashville*



Location 03: *Austin*



Location 04: Philadelphia



DOORS



A Stores

- City and urban stores
- Younger customers that are in the early stages of their career or in college
- In key cities such as New York, Chicago and L.A
- Smaller and more concept stores that are found in trendy parts of the city
- Trendy merchandise is offered



B Stores

- Suburban stores
- Millennial and Gen X customers
- Family based lifestyle
- Larger store sizes due to lower costs of rent and located in malls
- Styles are more conservative and less fashion-forward

TARGET AUDIENCE

Customer Profile: Store A

- She is a Gen-Z college student living in one of America's big cities
- Her style is casual but expressive and trend-forward
- Age: 18–22
- She is looking for casual jeans to wear out in the city and to class
- Budget-conscious but willing to spend on items that last and feel special
- Prefers a looser fit like wide leg or baggy
- Likes to mix and match her clothes
- She like thrifting and enjoys arts and crafts
- Low rise jeans



TARGET AUDIENCE

Customer Profile: Store B

- She's a late-20s to late-30s millennial who works a corporate job
- She prioritizes brands that reflect her lifestyle and beliefs
- Age: 28–38
- Likes skinny and straight-leg jeans with stretch for comfort
- Looking for casual and timeless jeans
- She likes a coordinated set, perhaps a denim jacket to match with her jeans
- Wants to support an ethical and sustainable cause
- She is willing to pay more for quality goods



JEANS FORECAST



DENIM WASHES + FINISHES

CLASSIC BLUE

- PAIRS WITH ANY WARDROBE
- A PERFECT FOUNDATION FOR BOTH CASUAL AND POLISHED OUTFITS
- CLASSIC BLUE DENIM REMAINS A RELIABLE STAPLE

EXPRESSIVE FINISHES

- TRANSFORMING EVERYDAY WEAR INTO LUXURIOUS PIECES THROUGH ARTISTIC DETAILS SUCH AS EMBROIDERY, EMBELLISHMENTS, AND SILK YARN BLENDS
- ADDING DEPTH, TEXTURE, AND SOPHISTICATION
- TURNING SIMPLE GARMENTS INTO WEARABLE WORKS OF ART

DARK-HUED

- DARK WASH DENIM
- EFFORTLESS STYLING
- FOR CASUAL TO SEMI-FORMAL LOOKS
- THE DEEP HUE ADDS A SOPHISTICATED TOUCH

KEY TREND JEAN FORECAST



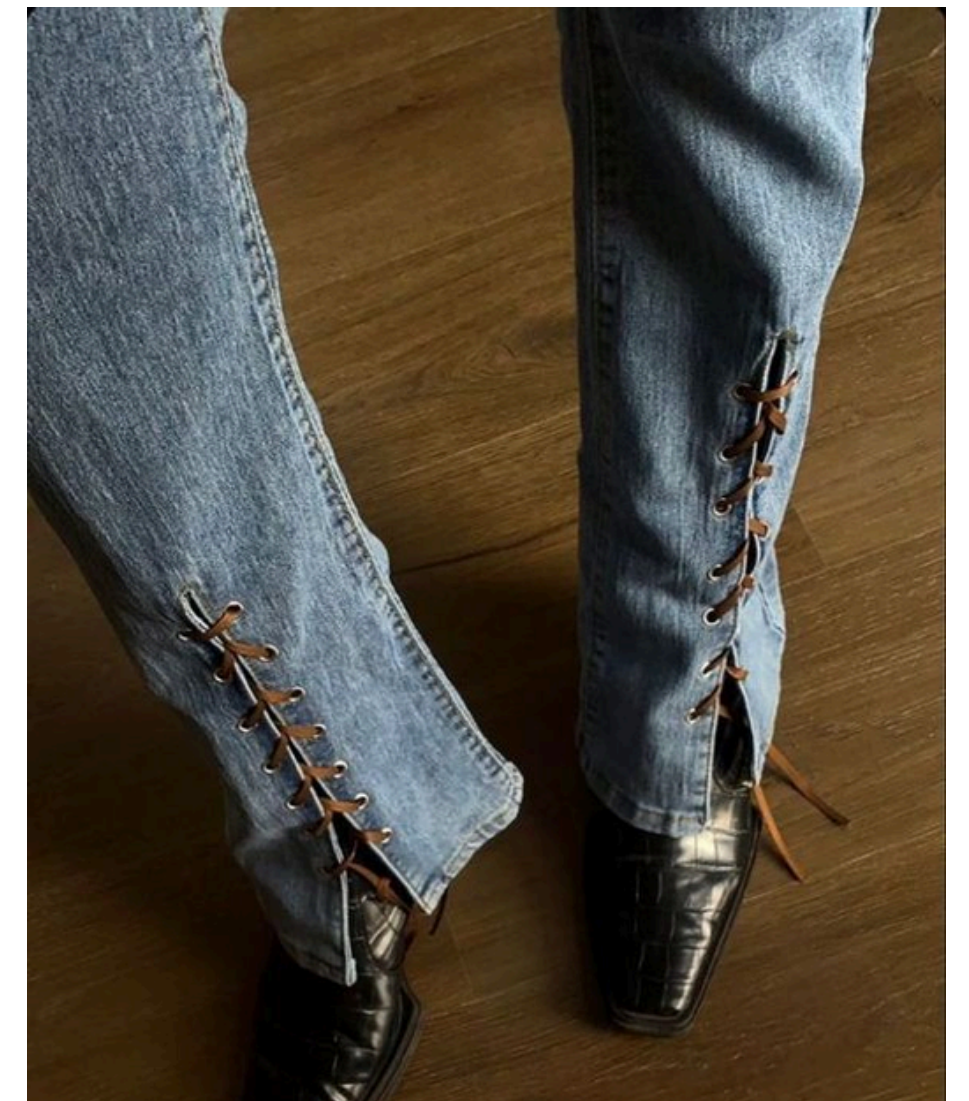
WELL WORN EFFECTS

- FEELING AS THOUGH THEY'VE BEEN PASSED DOWN AND REPURPOSED
- YELLOWED BURSTS, THINNED AREAS OF DISTRESSING, WHISKERING



WESTERN INFLUENCE

- COWBOY-INSPIRED BOTTOMS
- PLAYFUL FLAIR
- THE INFUSION OF DUSTY, WASHED-OUT TONES, COUPLED WITH FADED PATCHES



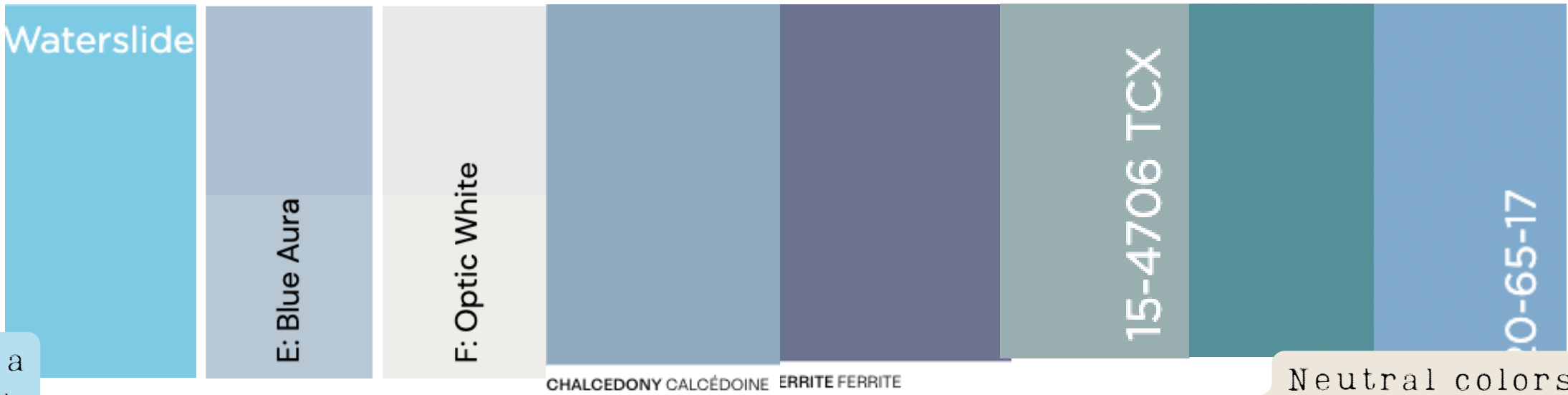
HANDY CROSS-STITCH SLITS

COLOR PALETTE FORECAST: DENIM WASHES



washes are channeling a new sense of calm for SS 26 denim assortments.

a fresh and youthful take when paired with acid washes and distressing.



Waterslide is a refreshing yet plasticky blue that taps into childhood nostalgia

This neutral white is sophisticated and polished. It radiates softness and stability.

(Peclers+ , S/S 2026)

Neutral colors to connect to increasing consumer demand for long-lasting products in ageless and flexible shades. Butter Yellow is the fashion color for the spring 2025 season and it's popularity is anticipated to remain strong in the seasons to come.



key trend

WIDE LEG



- FRONT PLEATS
- LONG AND LOOSE
- HIGH-RISE SILHOUETTE
- TROUSER-LIKE DRAPE AND PLEATS

BOYFRIEND



- SLOUCHY FIT
- CASUAL AND RELAXED
- EFFORTLESS VIBE FOR AN OFF-DUTY STYLE
- FEATURES ADDITIONAL DETAILS SUCH AS SPLIT, AND PUDDLE HEMS WHICH ADD TO THE LAIDBACK LOOK.

SKINNY



- LOW RISE
- Y2K
- ANKLE CROP
- SLOUCH HEM

key trend

BARREL



- TAPPING INTO THE ONGOING WESTERN TREND
- FITTED WAIST, ROUNDED SHAPE, AND TAPERED HEM

BOOTCUT



- CROPPED
- RELAXED FIT AND SUBTLE FLARE
- FOR WOMEN, WAISTLINES RANGE FROM SLOUCHY TO LOW-RISE
- IDEAL FOR THE YOUNG CONTEMPORARY MARKET

STRAIGHT LEG



- SLOUCHY BOTTOMS
- RELAXED STRAIGHT-LEG STYLES
- EFFORTLESS FEEL, ACHIEVED BY PLAYING WITH MISMATCHED WAISTBANDS
- KEY DETAILS: OVERLAPPING WAISTBAND

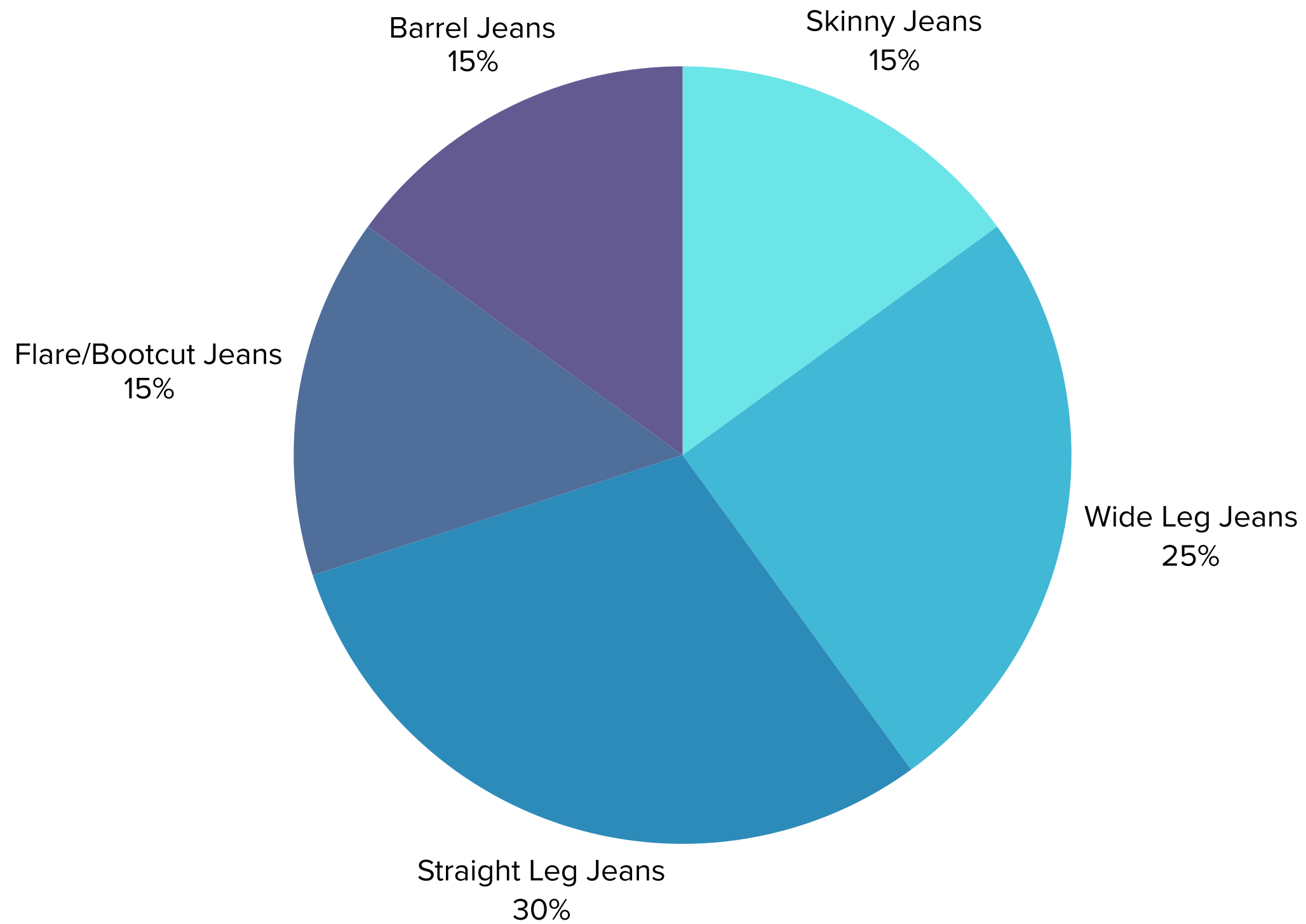
6 Month Plan

6 Month Merchandising Plan						Plan	Actual	
<div>Dept Name<div>Madewell</div></div> <div>Dept Number</div> <div>Merch Manager<div>Joia, Montgomery</div></div> <div>Buyer</div> <div>Period</div>		% Initial Markup				70.8%		0 0
		% Reductions				20.0%		
		% Maintained Markup				65%		
		% Alteration Expense				0%		
		% Cash Discount				0%		
		% Gross Margin				65.0%		
		% Operating Expenses				60%		
		% Net Profit				5%		
		Season Turnover				1.3		
		Average Stock				509,053		
		Basic Stock				398,758		
	Spring Fall	Feb August	Mar Sept	Apr Oct	May Nov	June Dec	July Jan	Totals
Sales	Last Year							661,769
	Plan	66,177	99,265	165,442	165,442	99,265	66,177	661,769
Plan Increase	Planned % of Season	10.0%	15.0%	25.0%	25.0%	15.0%	10.0%	100.0%
	Revised Plan							
	Actual							
	% of LY Sales							
EOM Stock	Last Year	498,024	564,200	564,200	498,024	464,935	509,053	148473.8
	Plan							
	Revised Plan							
	Actual							
Markdowns	Last year							
	Plan	26,471	13,235	13,235	13,235	33,088	33,088	132,354
	Revised Plan							
	Actual							
	% of planned Markdown	20%	10%	10%	10%	25%	25%	100%
BOM Stock	Last Year							
	Plan	464,935	498,024	564,200	564,200	498,024	464,935	135606.1
	Revised Plan							
	Actual							
	Planned Stock to Sales	7.0	5.0	3.4	3.4	5.0	7.0	
Planned Purchase at Retail	Last year							
	Plan	125,736	178,678	178,678	112,501	99,265	143,383	838,241
	Revised Plan							
	Actual							
Planned Purchases at Cost	Last Year							
	Plan	36,673	52,114	52,114	32,813	28,952.39	41,820	244,487
	Revised Plan							
	Actual							

Classification Planning Chart

Goal: Buy		Store: Madewell
<u>Department:</u> Women's Jeans		
<u>Class Name:</u>	<u>Units Retail</u>	<u>% To Total Volume</u>
	Total Units: 912	
1. Skinny Jean	132	15%
2. Wide Leg Jean	240	25%
3. Straight Leg Jean	276	30%
4. Flare/Bootcut Jean	132	15%
5. Barrel Jean	132	15%

Classification Percentage Chart





Key Item: Skinny Jean



The Perfect Vintage Jean

- Style #SS10001
- Cost: \$44.80
- Retail: \$128.00
- Colors: ☒ ☐

SKINNY JEAN


10" High Rise Skinny Jean



- Style #SS10002
- Cost: \$44.80
- Retail: \$128.00
- Colors:  


Denim Slim Crop Pants



- Style #SS10003
- Cost: \$44.80
- Retail: \$128.00
- Colors: 



The Curvy Perfect Vintage Jean



- Style #SS10004
- Cost: \$44.80
- Retail: \$128.00
- Colors: 

Stovepipe Jeans




- Style #SS10005
- Cost: \$44.80
- Retail: \$128.00
- Colors:  



Key Item: Wide leg Jean

The Perfect Vintage Wide Leg Crop Jean

- Style #SS20001
- Cost: \$48.30
- Retail: \$138.00
- Colors: 

WIDE LEG JEAN


The Perfect Vintage Wide Leg Jean



- Style #SS20002
- Cost:
- Retail:
- Colors: 


Emmet Wide Leg Jean



- Style #SS20003
- Cost: \$48.30
- Retail: \$138.00
- Colors: 


Superwide Leg Jeans



- Style #SS20004
- Cost: \$48.30
- Retail: \$138.00
- Colors: 

Flared Wide Leg Jean




- Style #SS20005
- Cost: \$51.80
- Retail: \$148.00
- Colors: 



Key Item: Straight Leg Jean


The 90's Straight Jean

- Style #SS30001
- Cost: \$44.80
- Retail: \$128.00
- Colors: 

STRAIGHT LEG JEAN


The Dean Easy Straight Jean



- Style #SS30002
- Cost: \$51.80
- Retail: \$148.00
- Colors: 


The Curvy Dean Easy Straight Jean



- Style #SS30003
- Cost: \$51.80
- Retail: \$148.00
- Colors: 


The Curvy 90's Straight Jean



- Style #SS30004
- Cost: \$44.80
- Retail: \$128.00
- Colors: 

The Longline Straight Jean



- Style #SS30005
- Cost: \$48.30
- Retail: \$138.00
- Colors: 



Key Item: Flare/Bootcut Jean


Kick Out Crop Jeans

- Style #SS40001
- Cost: \$44.80
- Retail: \$128.00
- Colors: ☐ ☒

FLARE/BOOTCUT JEAN


Flared Wide-Leg Crop Jeans



- Style #SS40002
- Cost: \$48.30
- Retail: \$138.00
- Colors: 


Relaxed Bootcut Jeans



- Style #SS40003
- Cost: \$51.80
- Retail: \$148.00
- Colors: 


The Vintage Flare Jean



- Style #SS40004
- Cost: \$51.80
- Retail: \$148.00
- Colors: 

Flea Market Flare Jeans




- Style #SS40005
- Cost: \$48.30
- Retail: \$138.00
- Colors: 



Key Item: Barrel Jean



The Darted Barrel Leg Jean

- Style #SS50001
- Cost: \$51.80
- Retail: \$148.00
- Colors: 

BARREL JEAN



The Balloon Jean



- Style #SS50002
- Cost: \$51.80
- Retail: \$148.00
- Colors:  



Pieced Barrel Leg Jean



- Style #SS50003
- Cost: \$51.80
- Retail: \$148.00
- Colors:  


The Curvy Darted Barrel Leg Jean



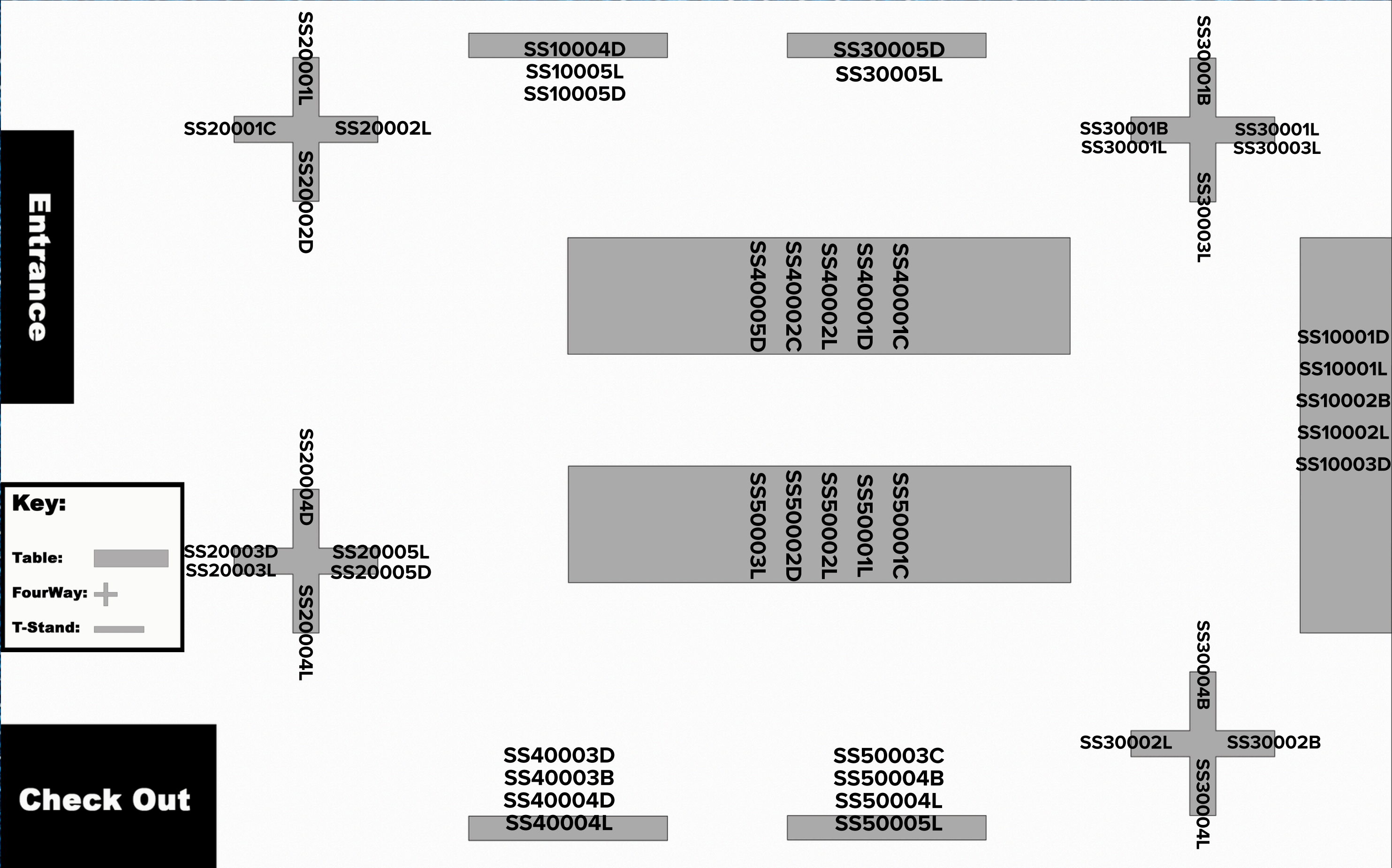
- Style #SS50004
- Cost: \$51.80
- Retail: \$148.00
- Colors:  

The Plus Darted Barrel Leg Jean



- Style #SS50005
- Cost: \$51.80
- Retail: \$148.00
- Colors: 

Line Plan (Store A)



Line Plan (Store B)

