



Reformation

Montgomery Mahaffey



Reformation Brand Background

- Started in 2009 as a small vintage store in Los Angeles
- shortly after began creating their own sustainably sourced and produced products
- In 2013 Reformation went online
- 2019 was the opening of their first international retail store
- Reformation has since continued their love and passion for sustainability



Financial Background

Ownership: Majority owned by private equity company, Permira

Annual Sales: 327 Million

Number of Stores: 43 retail stores

CEO: Hali Borenstein

Chief Brand Officer: Lauren Caris Cohan



CURRENT NEWS

Reformation, Monica Lewinsky and Vote.org have teamed up to encourage voter turnout by releasing a women's workwear collection paired with the “You’ve Got The Power” Campaign

New Swimwear line dropped in April 2024



Newspaper
#INPRESS

A woman with long brown hair is lying on her back on a lush green lawn. She is wearing a white lace-trimmed top and blue denim jeans. The image is used as a background for text overlays.

mission & vision statement

To bring
sustainable
fashion to
everyone

saved over
18 litres
of water



customer PROFILE

Gen Z and Millennial women who
value sustainability and staple
wardrobe pieces



Reformation
Reformation



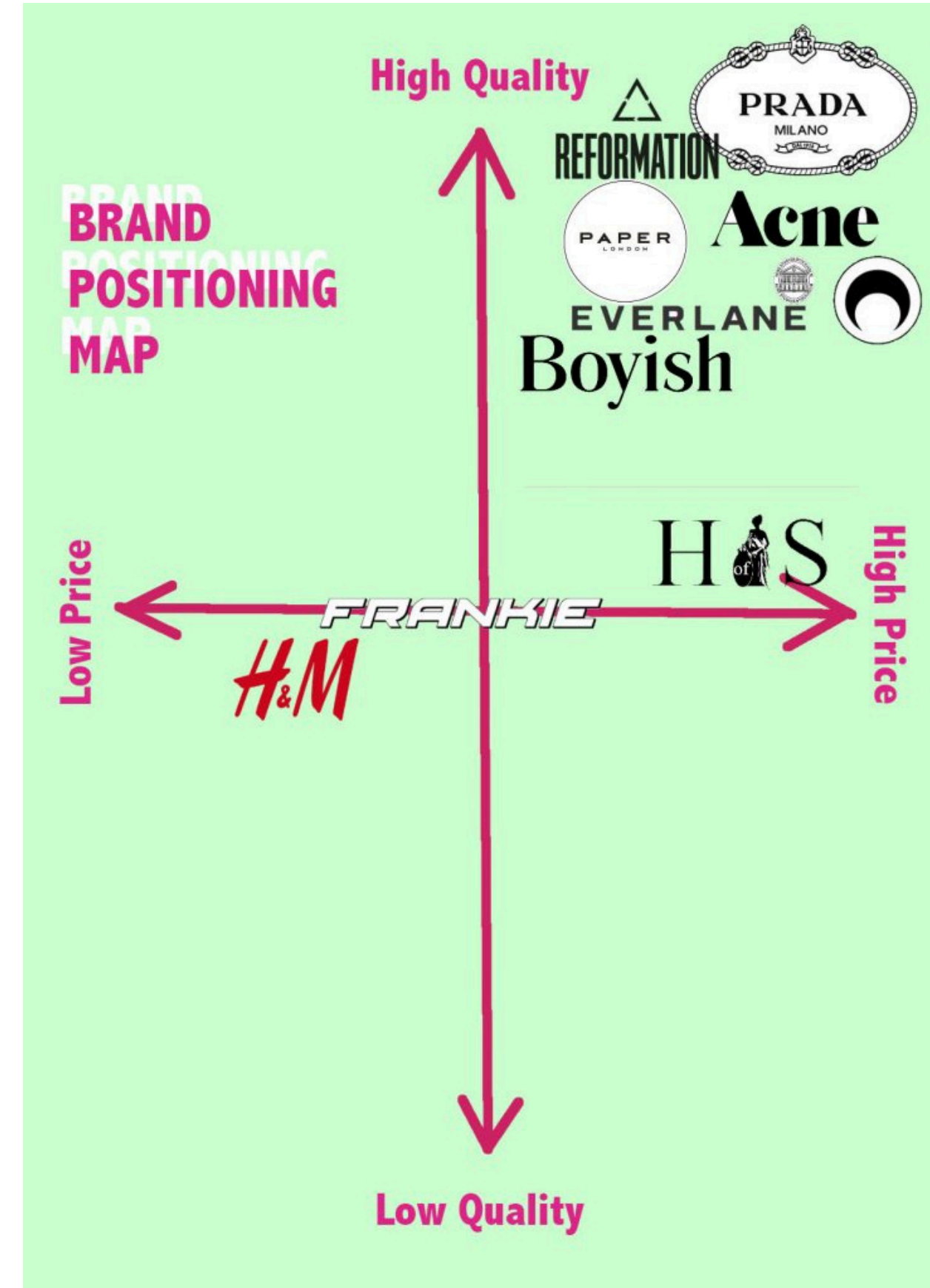
brand

IDENTITY



Reformation creates the minimalistic, cool and chic collections everyone wants while having the lowest impact on the planet possible

brand POSITIONING



competitive

ANALYSIS

FM204 - Assignment One - Competitor Analysis

Competing Brand Name:	Madewell	Season:	Spring 2024			
Classification: basic key item		Classification: woven top		Classification: print or pattern top		Classification: pant
Description:	Supima Rib Cutaway tank	Description:	The Oversized Straight Hem Shirt	Description:	Drapey Oversized Boyshirt in Stripe	Description: Laude the Label Alfred trouser
						
Retail Price:	\$38	Retail Price:	\$72.50	Retail Price:	\$39.99	Retail Price: \$188.00
Fabrication:	Rib Knit	Fabrication:	Poplin weave	Fabrication:	oxford weave	Fabrication: twill weave
Colors Available:	Black, Grey, White, Yellow	Colors Available:	White, Navy	Colors Available:	Craft Blue	Colors Available: ivory white

competitive

ANALYSIS

FM204 - Assignment One - Competitor Analysis

Competing Brand Name:	Aritzia		Season:	Spring 2024				
Classification: basic key item		Classification: woven top		Classification: print or pattern top		Classification: pant		
Description:	Sinch Rib Crew Tank	Description:	Sail Shirt	Description:	The 80's Comfy Shirt	Description:	The Effortless Pant	
								
Retail Price:	\$35	Retail Price:	\$88.00	Retail Price:	\$98.00	Retail Price:	\$148.00	
Fabrication:	Rib Knit	Fabrication:	Oxford weave	Fabrication:	oxford weave	Fabrication:	Crepete weave	
Colors Available:	Black, Grey, White, pink	Colors Available:	White, Navy, blue, green	Colors Available:	Indigo Pinstripe	Colors Available:	Heather Oat Beige, Black, Taupe	

aspirational

BRANDS





THE ROW




current

SEASON PRODUCTS

Brand	Reformation	Season:	Spring 2024
Classification:	basic key item		
	Style Description:	Fitted Boat Neck Tank Top	
	Retail Price:	\$58	
	Fabric Construction:	Jersey Knit	
	Fiber Content:	88% organic cotton, 12% spandex	
	Colors		
	Available:	Basalt, Black, Chianti, Fior Di Latte, Heather Grey	
	Country of Origin	United States	
	Sizes Scale	XS-S-M-L-XL	
	Number of SKU's	25	
	Trims	n/a	
	Finishing Details	Topstitch at neck	
	Average Units per SKU's on the Selling Floor	1	
Online Reviews, Comments			
n/a			

Brand	Reformation	Season:	Spring 2024
Classification:	pattern top yarn die stripe		
	Style Description:	Oversized Chambray Long Sleeve Button Up	
	Retail Price:	\$128	
	Fabric Construction:	Chambray (woven)	
	Fiber Content:	100% organic cotton (deadstock)	
	Colors		
	Available:	chambray stripe	
	Country of Origin	United States	
	Sizes Scale	XS-S-M-L-XL	
	Number of SKU's	5	
	Trims	Buttons, collar,	
	Finishing Details	turn back cuff, front box pocket	
	Average Units per SKU's on the Selling Floor	1	
Online Reviews, Comments			
n/a			

Brand	Reformation	Season:	Spring 2024
Classification:	woven top		
	Style Description:	Oversized Oxford Long Sleeve Button Up	
	Retail Price:	\$128	
	Fabric Construction:	Oxford (woven)	
	Fiber Content:	98% organic cotton, 2% spandex	
	Colors		
	Available:	white, Garden, Babygirl,Horizon,Buckle,Midnight	
	Country of Origin	United States	
	Sizes Scale	XS-S-M-L-XL	
	Number of SKU's	30	
	Trims	Buttons	
	Finishing Details	Back yoke with box pleat, turn back cuff	
	Average Units per SKU's on the Selling Floor	1	
Online Reviews, Comments			
n/a			

Brand	Reformation	Season:	Spring 2024
Classification:	pant		
	Style Description:	Relaxed Fit Full legth Trouser	
	Retail Price:	\$178	
	Fabric Construction:	Twill (woven)	
	Fiber Content:	100% TENCEL Lyocell	
	Colors		
	Available:	Oyster, Poppyseed, Black, Chianti, Khaki	
	Country of Origin	United States	
	Sizes Scale	0-2-4-6-8-10-12	
	Number of SKU's	45	
	Trims	zipper, front buttons,	
	Finishing Details	finished hem,side pockets, belt loops	
	Average Units per SKU's on the Selling Floor	1	
Online Reviews, Comments			
n/a			

A woman with long, wavy blonde hair and red lipstick is leaning against the back of a silver car at night. She is wearing a black dress with white polka dots and a gold bracelet. She is holding a white handbag. The car's rear lights are on, and the background is dark with some greenery.

Reformation

**LOOKING FORWARD
SPRING 2025**

silhouette

trend research



Fashion Snoops
rubipigeon



WGSN



Fashion Snoops
Peggy Theodorogianni



Fashion Snoops
Milan Runway
Philosophy di Lorenzo Serafini



Fashion Snoops
Milan Runway
Bottega Veneta



Fashion Snoops
AMBUSH



WGSN
Runway
Keisukekeyoshida



WGSN
Support Surface



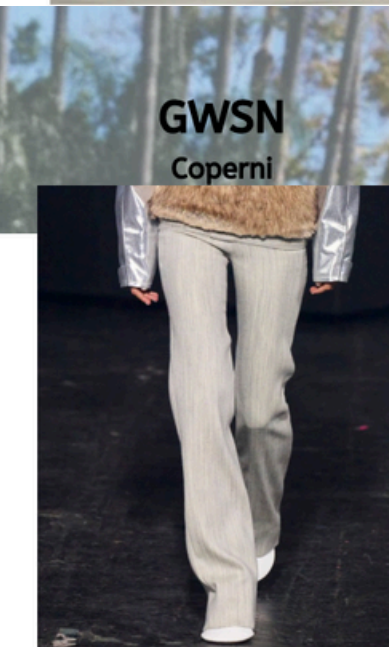
Fashion Snoops
Dissh



Fashion Snoops
Frankie Shop



WGSN
Lanvin



GWSN
Coperni



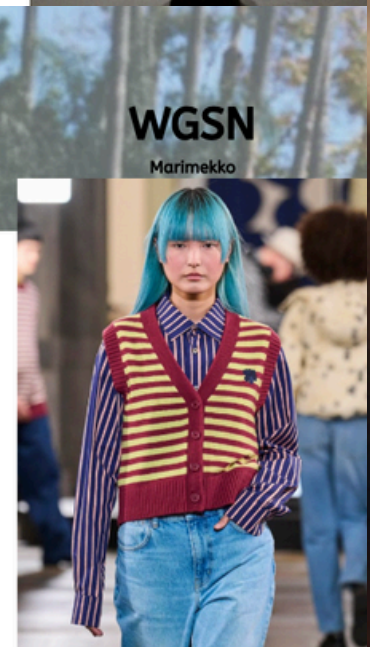
Fashion Snoops
Zara



Fashion Snoops
Visitfor



WGSN
Fashion week streets



WGSN
Marimekko



fabric

TREND RESEARCH ANALYSIS



WGSN

50% organic cotton
50% recycled cotton



Fashion Snoops.
Linen.



Fashion Snoops
Cottonized Hemp.



Fashion Snoops
Cotton Broadcloth.

color

TREND RESEARCH ANALYSIS

WGSN

008-26-26

010-38-36

014-68-51

015-33-25

016-49-37

019-27-14

021-80-08

022-60-08

022-62-16

023-61-36

024-21-05

025-56-18

028-43-27

030-66-22

030-69-10

033-82-11

034-84-05

035-73-04

036-89-06

Puddle

Ganache

Blue Star

Crushed Cherry

Buttercream

Suncloud

Auburn

Sophisticated Sage

Cement

Urgent Orange

**Fashion
Snoops**

print & pattern

TREND RESEARCH ANALYSIS



Fashion Snoops
Bold Stripes



Fashion Snoops
Rhythmic Rows



WGSN
Classic Pinstripe



WGSN
Distressed Collage



Let this collection take you back to the classic, the timeless, and the effortless beauty of old Hollywood. Reminiscent of the classic vintage tones of black and white films. The riské red gowns worn and adorned with diamonds, pearls, and emeralds. In a world where clothing has a short lifecycle let's take a step back to the timelessness styles of old Hollywood.

COLOR PALLET

PEARL

BLACK

SILVER

ROUGE

EMERALD

WHITE

STAGE
LIGHT

SHADOW

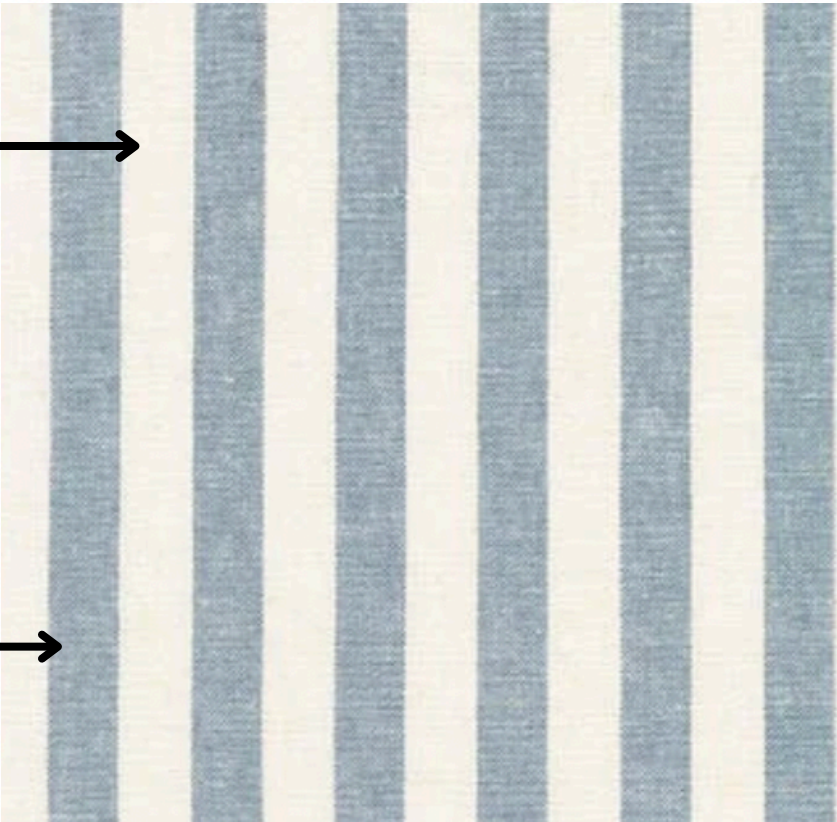




PENNY

RED CARPET

FASHION SNOOPS - SS 25/26

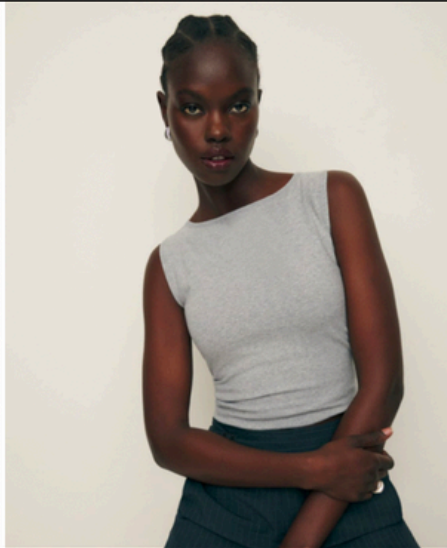

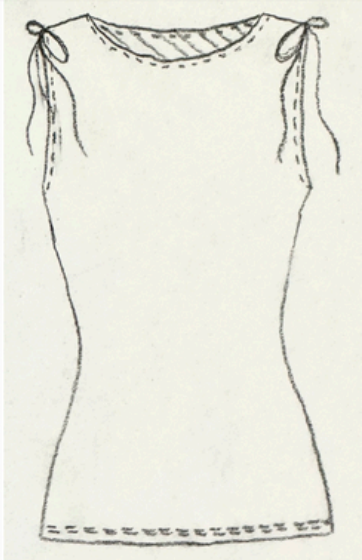
PATTERN
PITCH
SHEET







FM204 - Assignment Three - PITCH SHEET				
Print or Pattern Name	HOLLY STRIPE		Gament Style:	Stripe Chambray
Printing Technique	N/A		Yarn Dye Technique	stripe
Fabrication:	100% COTTON			
Printing Repeat	All Over			
Printing Method				
Type of Design	stripe			
Design Reference				
<div>STRIPE 1</div>				
<div>STRIPE 2</div>				
Position Number	Motif	Original Print (colors in the original image as you show it in the image above)	Colorway 1	Colorway 2
Position 1	STRIPE 1		<input type="text"/>	<input type="text"/>
Position 2	STRIPE 2			

basic

KEY ITEM

New Product				
Brand	Reformation		Season:	Spring 2025
Classification:	Basic Top		Style Number:	RE250
Current Style		Inspiration	Style Description:	Fitted Boat neck Tank Top
			Fabrication:	Jersey knit
			Fiber Content:	88% Organic Cotton 12% Spandex
			Design Details	Topstich at neck and around sleeve opening at the arm
			Trims	Fabric string around sleeve/shoulder to tie
			Adaptions made from inspiration	Adjustable string to tie at the shoulder
			Country of Origin:	Mexico
			Developed Style	
		Color Names:	White, Shadow, Black, Stage Light, Red Carpet	
		SPEC: Length from HPS	23"	
		Spec: Chest (flat) if top or Waist (flat) of bottom	16"	
		Landed Cost:	\$14.26	
		MSRP (Retail Price)	\$34.00	
		Margin Percentage:	55% (Wholesale) - 50% (Retail)	
		Size Range:	XS - S - M - L - XL	

woven TOP





New Product					
Brand	Reformation		Season:	Spring 2025	
Classification:	Woven Top		Style Number:	RE251	
Current Style		Inspiration	Style Description:	Oversized Longsleeve Oxford Button Up	
		Fabrication:	Oxford (woven)		
		Fiber Content:	98% Organic Cotton 2% Spandex		
		Design Details	Back Yoke with box pleat, turn back cuff, bell sleeve cinched at the wrist.		
		Trims	8 Buttons		
		Adaptions made from inspiration	Bell sleeve cinched at wrist		
		Country of Origin:	China		
		Colors:			
		Color Names:	White, Pearl, Silver, Black, Rouge, Emerald		
Developed Style		SPEC: Length from HPS	25"		
			Spec: Chest (flat) if top or Waist (flat) of bottom	17"	
			Landed Cost:	\$18.29	
			MSRP (Retail Price)	\$44.00	
			Margin Percentage:	55% (Wholesale) - 50% (Retail)	
			Size Range:	XS - S - M - L - XL	

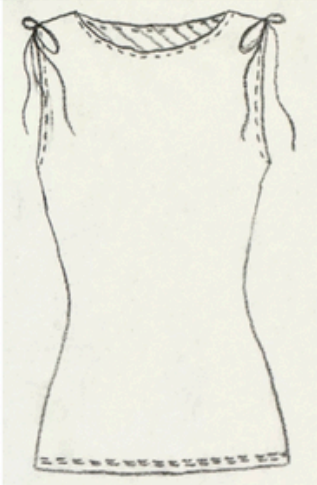











pattern

TOP

New Product					
Brand	Reformation		Season:	Spring 2025	
Classification:	Pattern Top		Style Number:	RE252	
Current Style		Inspiration		Style Description:	Oversized Cropped Longsleeve Chambray Button Up
				Fabrication:	Chambray (woven)
				Fiber Content:	100% Organic Cotton
				Design Details	Cropped, Turn back cuff, front box pleat, belt, yarn die pattern.
				Trims	4 Buttons. collar, belt buckle
				Adaptions made from inspiration	Cropped, Belt at waist
		Country of Origin:		China	
Developed Style				Colors:	
				Color Names:	Red/White Holly Stripe, Black/White Holly Stripe
				SPEC: Length from HPS	24"
				Spec: Chest (flat) if top or Waist (flat) of bottom	16.5"
				Landed Cost:	\$21.94
				MSRP (Retail Price)	\$52.00
				Margin Percentage:	55% (Wholesale) - 50% (Retail)
				Size Range:	XS - S - M - L - XL

pant

New Product					
Brand	Reformation		Season:	Spring 2025	
Classification:	Pant		Style Number:	RE253	
Current Style		Inspiration		Style Description:	Straight leg full legth Trouser
		Fabrication:	Twill (woven)		
		Fiber Content:	100% TENCEL Ivocell		
		Design Details	Straight leg, finished hem, side pockets, sewn in belt		
		Trims	Zipper, Front Butoons, Belt Buckle		
		Adaptions made from inspiration	Straight leg, sewn in belt		
		Country of Origin:	China		
		Developed Style		Colors:	<div></div>
	Color Names:	White, Pearl, Shadow, Black, Penny			
	SPEC: Length from HPS	29"			
	Spec: Chest (flat) if top or Waist (flat) of bottom	13.5"			
	Landed Cost:	\$27.87			
	MSRP (Retail Price)	\$65.00			
		Margin Percentage:	55% (Wholesale) - 50% (Retail)		
		Size Range:	XS - S - M - L - XL		

FM204 - Final Project Line Assortment											
Brand	Reformation				Season:	Spring 2025				Old Hollywood	
Style Number:	RE250		Style Number:	RE251		Style Number:	RE252		Style Number:	RE253	
Style Description	Fitted Boat neck Tank Top		Style Description	Oversized Longsleeve Oxford Button Up		Style Description	Oversized Cropped Longsleeve Chambray Button Up		Style Description	Straight leg full legth Trouser	
											
											
Fabrication:	Jersey knit		Fabrication:	Oxford (woven)		Fabrication:	Chambray (woven)		Fabrication:	Twill (woven)	
Fiber Content:	88% Organic Cotton 12% Spandex		Fiber Content:	98% Organic Cotton 2% Spandex		Fiber Content:	100% Organic Cotton		Fiber Content:	100% TENCEL Ivocell	
Colors:			Colors:			Colors:			Colors:		
Color Names	White, Shadow, Black, Stage Light, Red Carpet		Color Names	White, Pearl, Silver, Black, Rouge, Emerald		Color Names	Red/White Holly Stripe, Black/White Holly Stripe		Color Names	White, Pearl. Shadow. Black. Pennv	
Country of Origin	Mexico		Mexico			China			China		
Landed Cost (private label) or Wholesale Price (whole saler)	\$14.26		Landed Cost (private label) or Wholesale Price (whole saler)	\$18.29		Landed Cost (private label) or Wholesale Price (whole saler)	\$21.94		Landed Cost (private label) or Wholesale Price (whole saler)	\$27.87	
MSRP (retail)	\$34.00		Price (Retail)	\$44.00		Price (Retail)	\$52.00		Price (retail)	\$65.00	
Margin Percentage	55% (Wholesale) - 50% (Retail)		Margin Percentage	55% (Wholesale) -50% (Retail)		Margin Percentage	55% (Wholesale) - 50% (Retail)		Margin Percentage	55% (Wholesale) - 50% (Retail)	
Size Range	XS - S - M - L - XL		Size Range	XS - S - M - L - XL		Size Range	XS - S - M - L - XL		Size Range	XS - S - M - L - XL	

line

ASSORTMENT

BASIC TOP- MEXICO

- Established relationship with manufacture
- Low Costs
- Locationally close to Reformation Headquarters
- Known to be sustainable made

WOVEN TOP- CHINA

- Established relationship with manufacture
- Low Costs
- Known to be sustainably made
- Widely used across many companies

PATTERN TOP- CHINA

- Established relationship with manufacture
- Low Costs
- Known to be sustainably made
- Widely used across many companies

PANT- CHINA

- Established relationship with manufacture
- Low Costs
- Known to be sustainably made
- Widely Used across many companies



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