

J.CREW

# Leveraging the Sharing Economy

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How J.Crew can enter the sharing economy to market to new consumers and increase profits.



# The Sharing Economy.

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STITCH FIX

- 01** Provides a "try-before-you-buy" experience. This reduces returns and consumer time savings by not needing to go to physical store locations
- 02** Personal shopper helps customers choose clothing that fits their style and price range.
- 03** Each box comes with various clothing, accessories, and styles based on the customer's chosen style. Can also find items for special occasions - job interviews, wedding vacations, etc.



# The Four Part Process - Stitch Fix

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## Who is the Prime Prospect?

- Gen Z women looking for stylish clothing tailored to their lifestyle and needs.
- Focused on equity and sustainability.
- Wants to make educated purchases and not waste time/money buying in-store

## What is the Problem?

- Less disposable income
- Wants to purchase less clothing
- Wants to try items out before committing to a purchase
- Get help styling and picking out clothing

## Know the Brand

- Stitch Fix – Clothing subscription.
- Categories for any gender/need
- A wide variety of brands
- Focus on equity and sustainability
- Provides stylists to help customers make decisions

## Break the Boredom Barrier

- Provides a Style Quiz for potential customers to find their perfect style
- Current customers can retake as life changes
- Pick and choose items
- Keep what you want, and return what you don't



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# Additional Information

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What are the costs associated with creating a subscription-based sales model?

How could the sharing economy be integrated with J.Crew's current business model?

Would the entire catalog be available for subscription or a specific subset?

How would J.Crew stand out from competitors - Stich Fix, Nuuly, Banana Republic, etc.

Is this model sustainable long-term?

Would this option alienate the current customer base or get them to purchase more items?



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## Conclusion

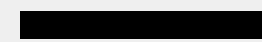
J.Crew can modernize its brand and reach a new customer base that will be sustainable for the long-term.



## How

- 01** Partner with influencers on TikTok - do box openings, reviews, etc.
- 02** Create a custom line to attract a younger demographic without alienating the current customer base.
- 03** Allows customers to choose their price-point, choose items that fit their needs, and try new items before they're released to the public.

# Thank You



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