



WHITE SPACE EXPLORATION

LEYNIE HESTER

Versatility is in!
Aerie Sub Brand "Aerie Your Way"

Intern Project
Spring/Summer 2027

THE AERIE BRAND



aerie

Real
Ageless
Inclusive
Comfortable
High Quality
Affordable
Sustainable
On Trend
Effortless
Travel Friendly

aerie your way

Competitive Analysis	Page 4-9
Sub Brand Introduction	Page 10-11
Collection Concept	Page 12-14
Multi-Use Swim Trend	Page 15
Swim Designs	Page 16-17
Multi-Use Apparel Trend	Page 18
Apparel Design	Page 19
Versatile Outfitting	Page 20

BRAND DIRECT COMPETITORS



fp

Free People

- Provides versatility randomly
- Trend forward
- Large drops and style variation
- Unified aesthetic appeal
- Strong customer base
- Strong socials



SKIMS

Skims

- Experimenting with versatility
- New Innovation
- Strong marketing/brand presence
- Younger brand
- Consistently strong fabrics
- Size inclusivity
- Higher end collaborations



ZARA

ZARA

- Minimal versatility
- Trend forward
- Large product portfolio
- Versatile shapes, fits, and trends
- Strong product photography
- Lacks diverse size representation



Frankies Bikinis

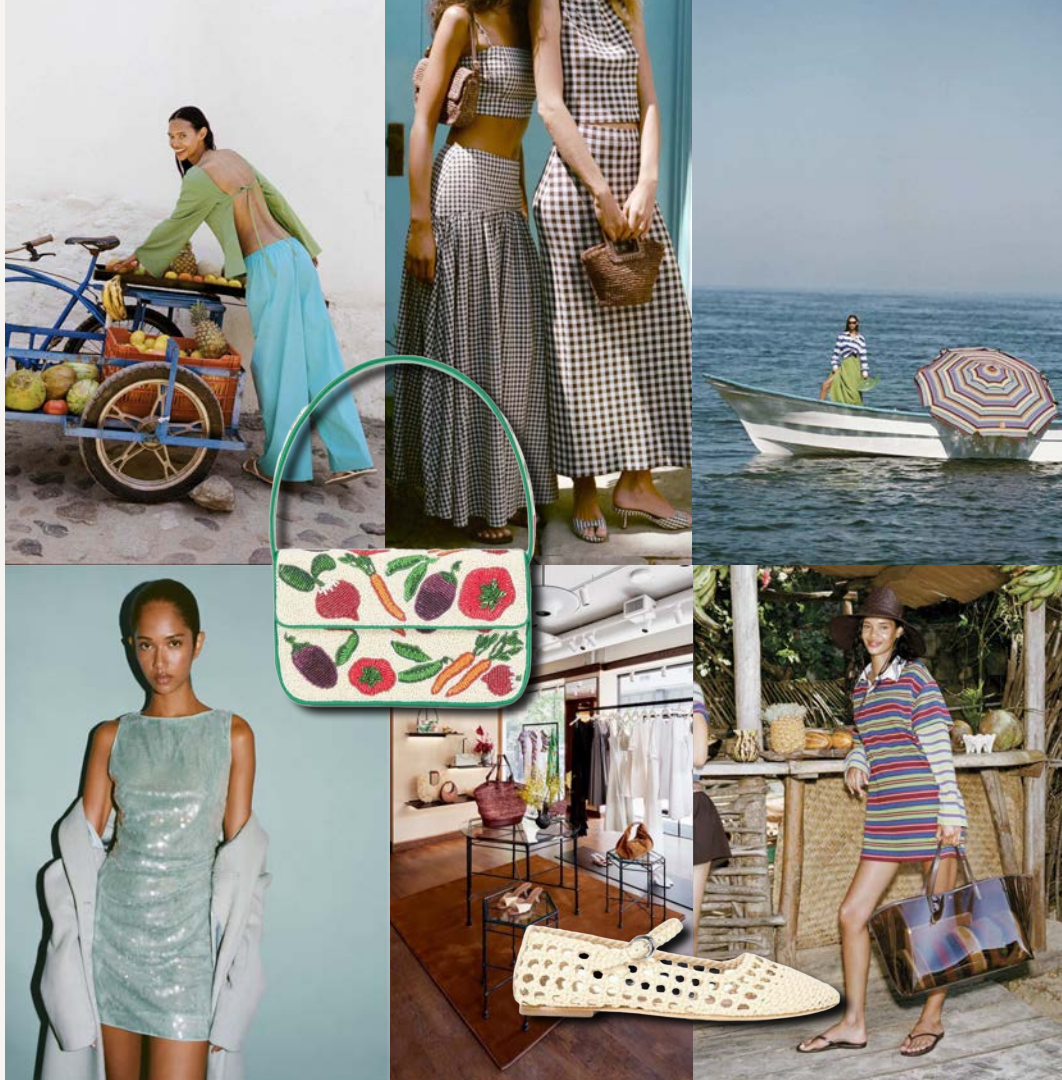
- Versatility in reversible swim
- Trend forward
- Productive and exciting collaborations
- Higher price point
- Less versatile fit coverage
- Swim focused with apparel exploration
- More CC's and variety



ISABEL MARANT

Isabel Marant

- No focus on versatility
- Cool effortless luxury
- Similar brand energy and product portfolio
- Higher price point with elevated customer base
- Niche specialized style
- Great product quality and trend hits
- Great marketing

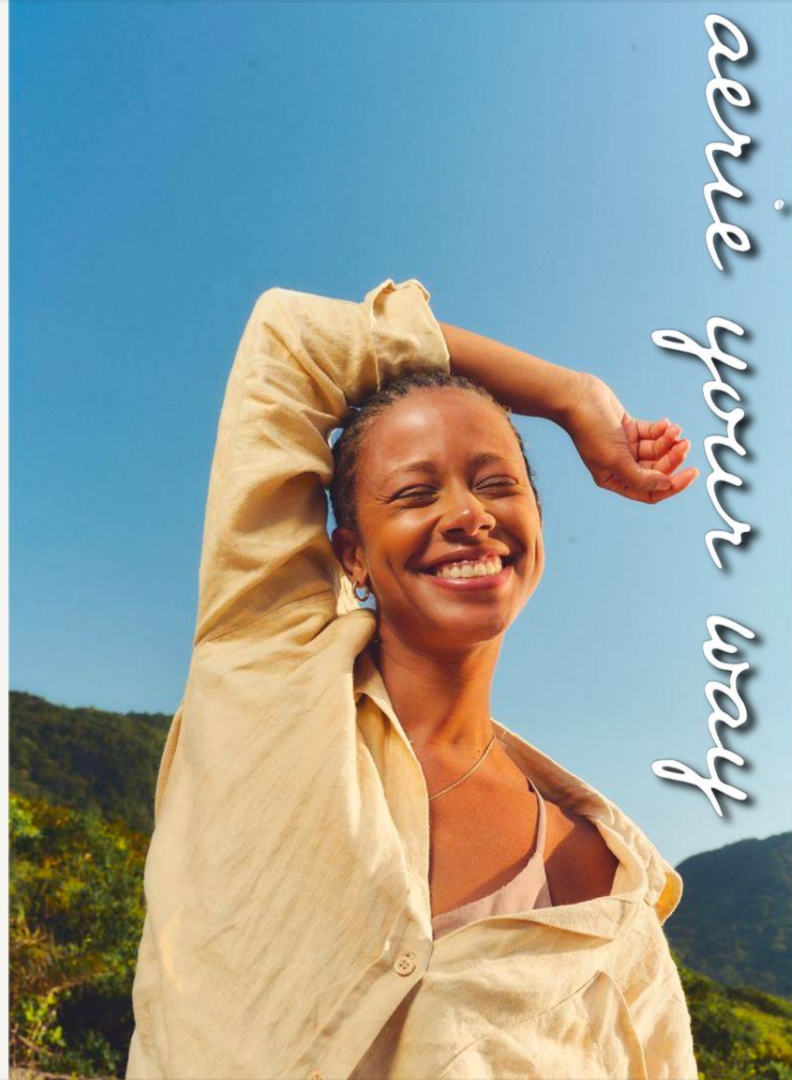


STAUD

Staud

- No focus on versatility
- Fun, playful, flirty brand
- Trend setting color stories
- Successful accessories, highlight on beading, embroidery, sequins, and unique statements
- Good mix of standout pieces with good color staple basics

THE CONCEPT: A SUB BRAND



WORN IN DIFFERENT WAYS

- The garment is adjustable, adaptable, or reversible

WORN IN DIFFERENT PLACES

- The same garment can be worn for multiple purposes

FOR THE COMPANY

- Easy to market
- A new sustainable initiative
- A selling point to increase purchase conversion rates
- A white space in the market
- Scalable and flexible

FOR THE CONSUMER

- Sustainable
- Customizable
- Accessible
- Affordable
- Versatile



MEET SARA

Sara just turned 18 and was gifted some spending money to go shopping with. She has spring break coming up and she's also about to graduate and head off to college.

- She saw a tiktok about the Aerie Your Way collection and HAD to check it out
- She got excited realizing how much fun she could have wearing one item for different occasions!
- She loves how she can go into the Aerie store and easily locate a table full of versatile clothing!

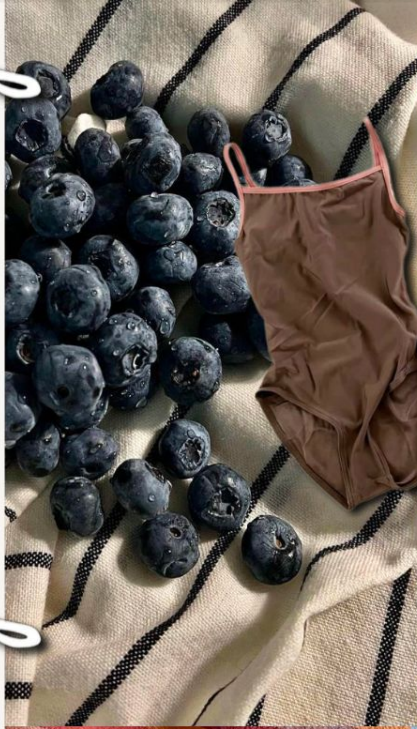


MEET WILLOW

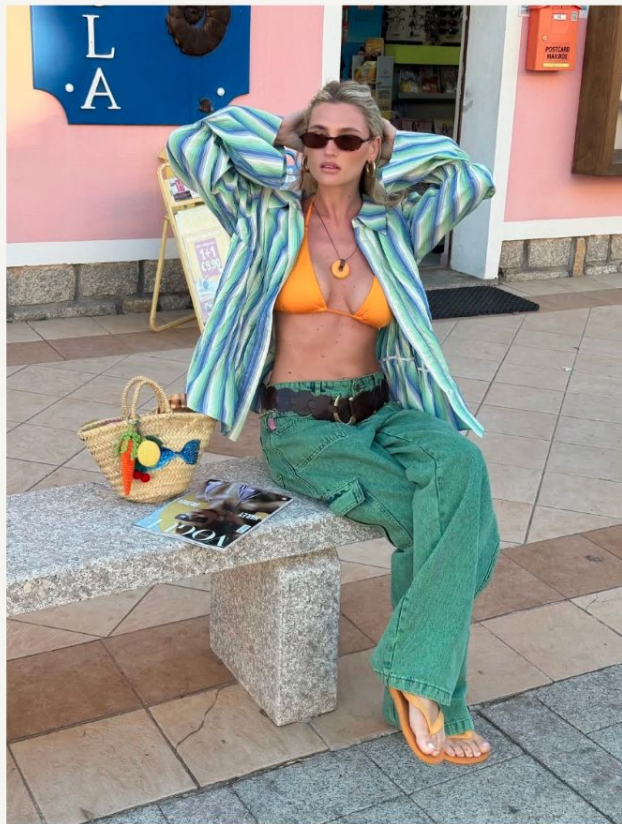
Willow is 35 and is feeling a bit uneasy shopping for new swim. Her budget is low and she doesn't feel confident in her sizing. She knows her Aerie clothing always makes her feel good, so she checks out the store.

- She stumbled upon the Aerie Your Way collection and got excited about how adjustable and multifunctional each item is!
- She loves the swim top that converts to a sarong because it can vary in coverage and style

aerie your way



COLOR STORY



CAKE BATTER

TRUE WHITE

TRUE BLACK

TIKI

EARTHEN

BUTTERSCOTCH

SOFT SUN

ORANGE JULIUS

IRIS WISH

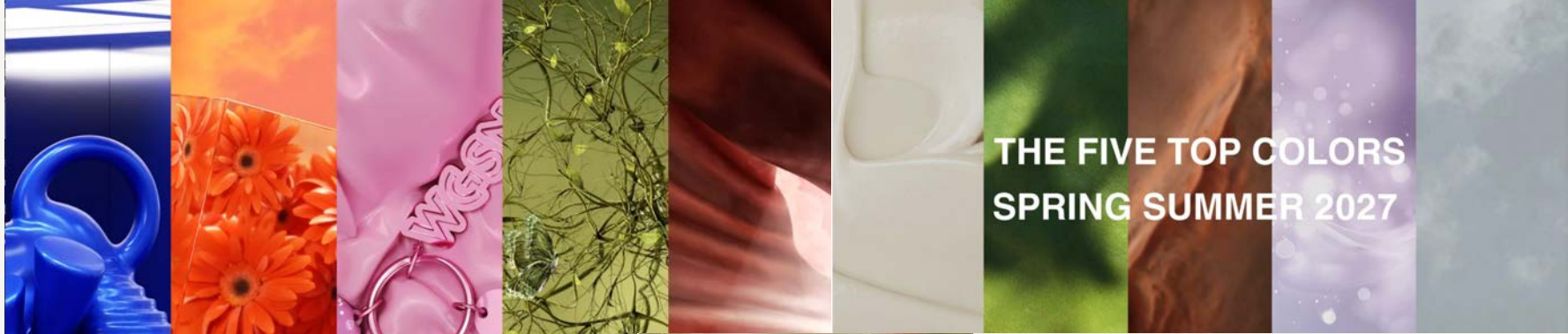
INDIGO WATER

BLUE PLUNGE

SERENADE

PESTO

COLOR STORY RESEARCH



THE FIVE TOP COLORS SPRING SUMMER 2027



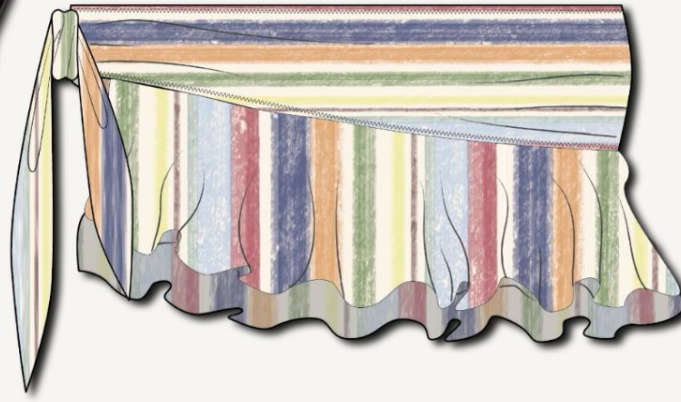
TREND: MULTI-USE IN SWIM



- KLOU Swim reversible tankini
- Skims convertible bikini bottom
- Frankies Bikinis reversible bikinis
- Blackbough swim studio to sea
- Dippin Daisy reversible bikini
- Victoria's Secret adjustable tie swim top to skirt

"The reversible bikinis have been selling out like crazy, we can't keep them in stock" – Hannah, Frankies Bikinis Sales Associate

SWIM

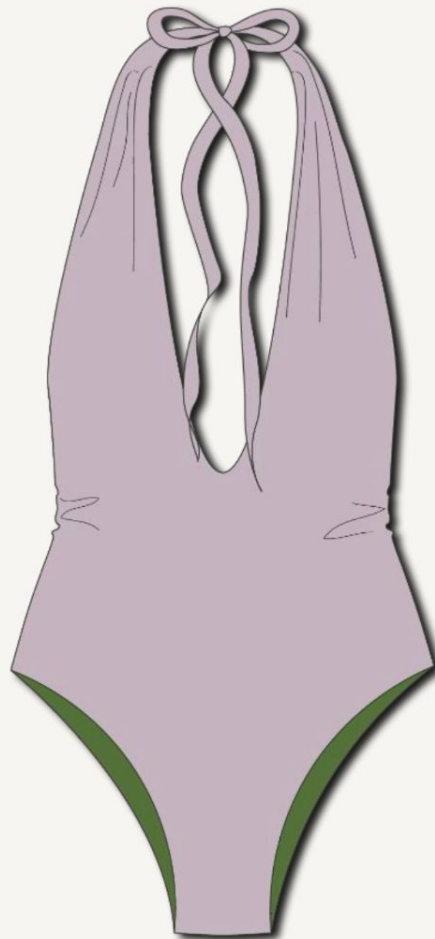
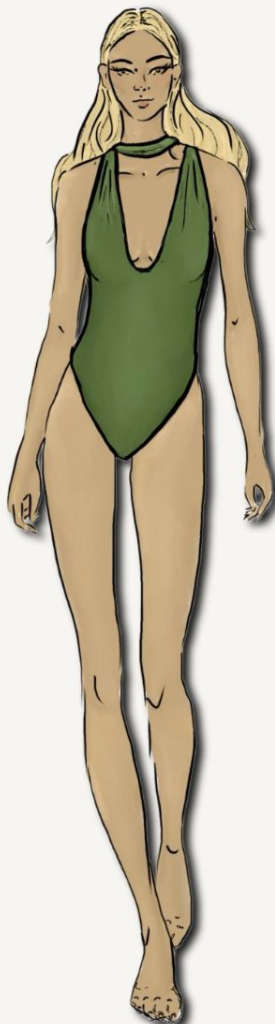
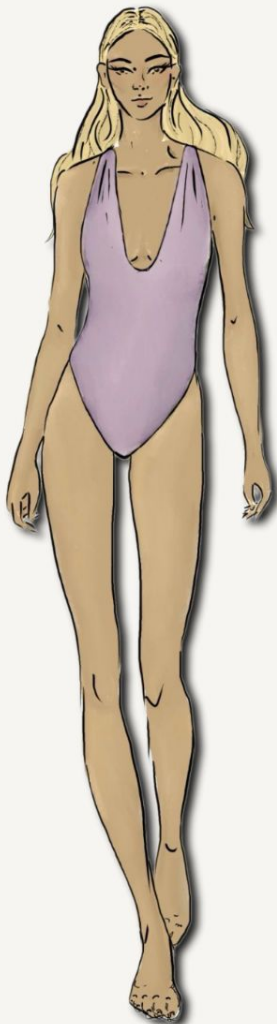
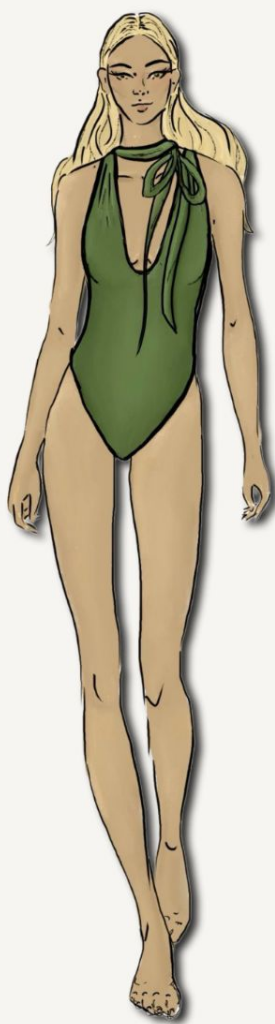


- Long extended thick straps that can support different chest sizes
- Ruffles are shirred finish with raw cut edge
- Zig zag turn back seams with rubber encased
- Real Good Nylon

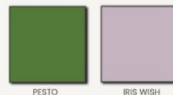


ORIGINAL PRINT

SWIM



- Tie knot in back for style security
- Reversible double ply full suit with clean seams, rubber encased
- Full body seamless with side seams
- Long extended thick straps that can mold to different chest sizes
- Real Good Nylon



TREND: MULTI-USE IN APPAREL

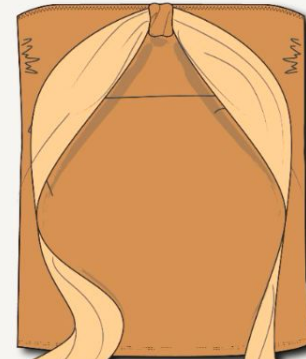
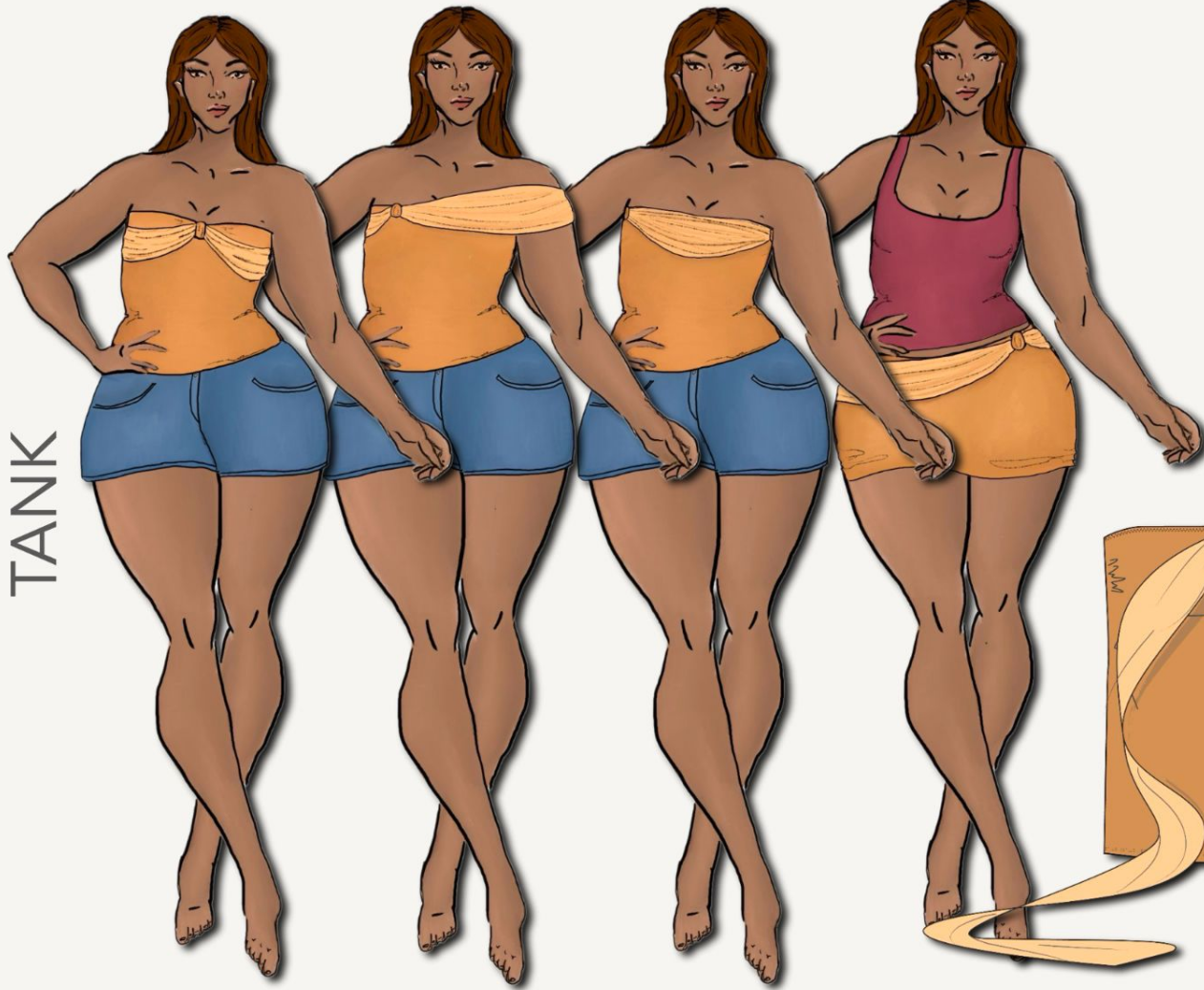


- Hollister reversible tube top
- Marcella Infinity Top
- Susmie's reversible halter
- Free People Convertible Skirt and Reversible Top
- Media trend with multi style tops



"I won't bring an item home unless I know I can wear it in a variety of ways" Zoe, Aerie customer

TANK



- Knit tube with 2 built in belt loops on CF and CB
- Long detachable and reversible ribbon of same stretchy fabric
- Real Good Nylon



OUTFITTING

