

Share the Soul



x



2025 Merchandising Case Study

A revolutionary customer experience, utilizing Generative AI to intertwine the music and fashion industries, while creating a fully customizable and sustainable graphic tee

Carving the Path

Executive Summary

A classic, staple garment in the fashion industry has always and will always be a t-shirt. **A t-shirt is the most accessible, individual, and affordable way for consumers to showcase their unique, personal style.** Meanwhile, as technological opportunities drastically expand and generative AI design has become top of mind, the fashion industry is searching for ways to seamlessly intertwine technology within ready to wear clothing.

Imagine what it could look like to combine some of the most advanced Generative AI technology with one of the most universally worn garments... and while you're at it, imagine what it could look like if the industry passed over the power of design to the hands of the consumers buying the clothes.

Introducing: Levi's x Spotify "Share the Soul"

The "Share the Soul" initiative is a collaborative experience where both Levi's and Spotify **allow consumers the chance to design their own graphic tees**, creating a space that transcends the fashion and music industry through the use of Generative AI and sustainable values. The core essence of "Share the Soul" is giving consumers the technological tools to **create clothing curated to their music preferences and aesthetics, allowing all generations a safe yet innovative way to test out AI technology and create something they'll love forever.**

"Share the Soul" is an advanced digital experience in the Levi's physical store, where a consumer can print their one-of-one AI generated graphic design on any base t-shirt. This printed graphic add on feature allows a **variety of access points for all budgets**, where a consumer could even bring in a pre-loved garment to print their new design on. The graphic would implement an **AI generated Spotify scannable playlist code**, uniquely crafted based on the consumers favorite genre, including both popular artists and new talented artists.

This initiative has the potential to drastically increase sales, as 6 month estimated sales from one single store location are at \$356,400. Share the Soul will increase both Levi's and Spotify's consumer base and customer support due to value alignment.



(Levi's, n.d.)

(Google, 2024)

(SpotifyCodes, 2024)

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Competitive Analysis



- Levi Strauss & Co. reported a **net revenue** of 6.2 billion dollars in 2023 (Levi Strauss, 2024).
- Levi's is known for their blue jeans, but their **product mix** consists additionally of blank tees, graphic tees, jackets, pants, shorts, sweatshirts, overalls, and accessories.
- Levi's strategically targets a very large group of consumer markets throughout their multiple product offerings and by meeting the needs of each niche. However, the main **target market** is men and women ages 18 to 34 who value high quality and style (Osum, 2024).
- Levi's **sustainability initiatives** are focused more on clothing waste, which is displayed through their SecondHand project and their efforts towards textile recycling (Mitchell, 2022).
- Levi's **experimentation with AI** use includes a partnership with Lalaland.ai, which expands Levi's website modeling diversity through the use of hyper realistic AI modeling (Staff, 2023). The project was faced with backlash from the public, as it was assumed this technology would replace human modeling, but Levi's was quick to respond to hesitations while informing the public that this program would expand upon human modeling (Grigonis, 2023). This controversy did not stop Levi's from AI use and implementing AI projects to improve their business.

- One of Levi's main competitors is Wrangler, who were both top ranking by popularity in the US for clothing and footwear (Smith, 2024). Wrangler compares in their variety of similar product offerings.
- Wrangler reported a **net revenue** of 1.75 billion dollars in 2023 (Kontoor, n.d.).
- Wrangler is recognized for their western style jean, but they also sell shirts, tops, graphic tees, cargos, home goods, and accessories within their **product mix**.
- Wrangler believes that they have a wide demographic of consumers that they successfully cater to, yet their main **target market** belongs to men and women of the age range 21 to 40+ (Anderson, 2021). They appeal to consumers with their western style and lower price points for lower income consumers.
- Wranglers **sustainability initiatives** are focused more on the front end of the products life, as shown by their 100% renewable energy and sustainable cotton pledges by 2025 (Mitchell, 2022).
- Wrangler has yet to **experiment with AI** use, or their experimentation has yet to hit public media coverage. Wrangler has claimed to use ground breaking technologies to increase the quality of their denim, which is shown in their Weather Anything jeans, Free To Stretch jeans, Epic Soft jeans, Water-Resistant jeans, and more (Wrangler, n.d.).



Therefore, based on Wranglers low technological experimentation and Western-wear style niche, the **"Share The Soul" AI initiative is not a productive next step for Wranglers brand. However, this does make sense for the Levi's brand.**

Levi's Story

In 1853, Levi Strauss started a company and recognized a need for **clothing built to last**, which sparked the creation of the "Blue Jeans" by 1873. Those very jeans became a staple item for everyone to work and live in, **worn by individuals in all occupations in all stages of life**. Levi's became more than just a necessary garment to wear, "They're the **purest wearable form of authentic self-expression**. They bear the markings of life, the shapes of our bodies, the memories of our adventures," (About Us, n.d.). Levi's as a company and as individual products have continued to embody that ideal. Levi's are **meant to be worn for life**, they **exemplify the soul of the individual**, and they **inspire a connection with the people around you**.



(About Us, n.d.)

(Granger, 2023)

Levi's Connection to Music

Levi's has a **strong connection to music** and the industry as a whole. Levi's was one of the first retail companies to launch advertisements on the radio, which instilled a connection between Levi's and the music industry back in the 60's. Throughout the 70's, 80's, and 90's, Levi's created artistic denim pieces that **aligned with popular music culture** and exemplified the aesthetic of the time (Staff, 2017). Levi's also created it's own Music Project, where they **celebrate the shared heritage of music and fashion co-existing throughout time**. "This program provides young people with access to music education programs, community resources, and experiences with visionary artists like Alicia Keys, Skepta, Vince Staples and SZA," (Levi's® Values, n.d.). They heavily focus on developing young, up in coming artists for success, it's their way of **investing into the artistic community**. In addition to this, Levi's has **directly collaborated with Spotify** in an interactive consumer campaigns involving live music (Macleod, 2011). Levi's and Spotify have a lot in common, and this collaboration could be a game changer for both parties involved, **boosting Spotify users and increasing Levi's brand value**.



(Carlson, 2021)

(Staff, 2017)

Levi's trendsetting Tech

As an older company, Levi's has a **strong culture of habits** that they continually circle back to. With that being said, it can be hard for a company to **grow out of those habits and continue to evolve with our fast paced society**, but Levi's does it. They continue to stay on top of the trends, in both their products and in their business practices. Staying ahead or on top of the curve is something Levi Strauss & Co has become efficient at. They **adapt quickly to technology**, recent examples being their "Ship from Store" digital offerings, accepting new digital payment methods like Venmo to appeal to the Gen Z demographic, and have even created a Robotic Process Automation Center of Excellence team to streamline automation into LS & Co. processes (Singh, 2022). Levi's also released their Tucker Jacket with **Jacquard by Google**. This interactive sensor on the cuff was created with the intent to allow users **more intentional connection** in their real life due to ease of access into their digital needs (Levi's, 2020).



(Levi's, 2020)

Why Levi's

Strengthens Product Mix

Levi's already has a great assortment of products in their mix, including a diverse selection of denim, overalls, tees, jackets, sweatshirts, socks, button downs, and more. Levi's main focus is denim, because denim is what they're known for, but there is a phenomenal opportunity for Levi's to be known for more. In 2022, **graphic tees accounted for over 57% of global revenue** within the fashion industry. However, **customizable artwork tees** are expected to be the **fastest growing market** within the years of 2023 to 2030, **conducting an 11.6% growth rate** (Kempele, 2024). As stated in the Levi Strauss & Co. Second-Quarter 2024 Financial Report, "The strength in our business fueled by our expanded product portfolio increases our total addressable market and gives us confidence in our ability to drive long-term shareholder value," (Levi Strauss & Co., 2024). **Expanding Levi's product portfolio has proven to increase revenue and value for the company.** Therefore, if Levi's expands into customizable graphic tees, that would not only follow the flow of the global industry trend, but would also attest to Levi's growing product portfolio.



(Levi's, n.d.)



Fastest Growing Market

11.6 %

Increase Revenue and Value

Application to Already Existing Culture

Levi Strauss & Co. stands firmly on their values, as they **celebrate diversity and use their voices to advocate for minorities**, they **dive head first into sustainable practices and transparency throughout their supply chain**, and they **deeply care for the people impacted by Levi's, customers and employees the same**.

These qualities are exemplified by the many projects Levi's initiates, including but not limited to the Worker Well-Being initiative, Levi's SecondHand, Levi's WellThread, and the Levi's Music Project (Levi's® Values, n.d.). Levi's loves to collaborate with other companies, artists, and sustainability groups in order to further the brands outreach, create forward thinking products, and give voices to people/groups with smaller platforms. The "Share The Soul" product initiative directly aligns and further enforces the core values of Levi's. This initiative is **sustainable in concept**, giving a second use to the classic tee; **values individuality**, with its complete customization and unique one-of-one design; and **advocates for smaller platforms**; with its generative playlist that incorporates new smaller artist suggestions.

(Levi's, n.d.)



(Pasquarelli, 2024)

SWOT Analysis

Strengths

- **Strong Brand Recognition:** As Levi's history goes back all the way to 1853, Levi's has been a household name throughout every decade for every type of individual.
- **Sustainably and Ethically Driven:** Their morals and values are very clear to consumers, especially as sustainable investments are made into their people, their products, and their processes.
- **Digital Acceptance and Experimentation:** Levi's has adapted in many ways to an evolving digital world and continues to use technology to better the brand and their product.
- **Global Reach:** There are Levi's stores in over 110 countries around the globe, including a strong interconnected global network of distribution, allowing growth and success (The Strategy, 2023).

Opportunities

- **Digital Innovation and AI:** AI is something Levi's has tested out, however the last trial with AI models wasn't received very well. This means that Levi's has a opportunity to use AI in a way that feels digestible to their consumer demographic and to show this generation how AI can be used to improve the shopping/fashion experience.
- **Diverse Product Mix and Product Innovation:** Levi's has and will continue to fill the needs of their consumers through elevated products and diverse product offerings, which is a prime reason why an opportunity to progress their graphic tees should be invested in, as their diverse product mix is a strength to be invested in.
- **Sustainability:** As much as this is already a strength of Levi's, sustainability is a priority now for consumers, so the more Levi's hones in on sustainable initiatives and improvements to product quality, this is an opportunity to improve upon (Bhasin, 2024).
- **Collaborations and Partnerships:** Exploring partnerships with other companies, designers, musicians, and more is a quality Levi's already practices and continues to be a great opportunity for Levi's to pull in new customer bases and create new strategic alliances to progress the brand forward (The Strategy, 2023).



(Pasquarelli, 2024)

Weaknesses

- **Dependence on Denim:** Denim is Levi's core product, but that leaves them volatile to lost revenue if consumer preferences shift away from the classic denim (Bhasin, 2024).
- **Late to the DTC Game:** Their past reliance on sales through department stores and wholesalers didn't solidify a Levi's shopping experience for their consumers (Crumley, 2024). However, the historic shift to DTC has begun to craft that experience, which should be further invested into through Levi's own brick and mortar stores.
- **Slow Growth in Certain Markets:** In mature markets, like North America, Levi's has experienced slower growth due to market saturation (The Strategy, 2023). Therefore, to combat this weakness, Levi's needs to find a way to re-excite their mature market demographics by doing something out of the box.
- **Low Presence of Graphic Tees:** Graphic tees are a flourishing market and an accessible way for consumers to support their favorite brands, as they are usually one of the cheaper garments in the product mix. Levi's graphics gets repetitive in style, but have so much potential to be more creative, as graphics are not expected to attest to the classic nature of Levi's other main products.

Threats

- **Changing Trends:** Fast moving trends are a threat to Levi's, as Levi's are known to be staples, yet they still have to invest in trends to keep up with the fast paced industry.
- **Competition:** Levi's is a very well known brand, but there are a lot of other denim and tee brands out there successfully doing what Levi's does, so there is a need for Levi's to stand out (Bhasin, 2023).
- **Counterfeit Products:** Due to Levi's high rank and global image, counterfeit products are a common threat, however it would be harder to copy garments that are all uniquely created for each individual.
- **Unexpected Nature of AI:** AI tools can be unexpected and can react in uncertain ways. If Levi's were to utilize AI to create graphics, there is a small potential an un-approved graphic could get printed. However the nature of the concept requires approval of an employee for each graphic created.

Technology Research

As Forbes mentions in their article about AI in Fashion, **"designers and brands that embrace the latest technology to push the limits of design, manufacturing, and production will come out on top in the fast-changing world of fashion,"** (Marr, 2021).

Design

Companies are using AI for marketing, supply chain management, trend forecasting, and more. However, using AI for Product Development and Design is an incredible avenue the fashion industry should dive further into. McKinsey & Company have a vision for creative directors and design teams to input **sketches and key words into generative AI**, allowing the system to take these ideas into **fully fleshed out concepts** with an **enormous variety of options** (Harreis et al., 2023). **Reebok** has also brought to life a similar concept as "Share the Soul", when they initiated their **DIY designs**. This program allowed users to generate four free digital shoe designs, and they are hosting a contest to physically make at least 30 one-of-one pairs from top digital designs (Mcdowell, 2024). However, this Reebok concept is not the most accessible program, and for AI to be enticing to mass consumers, it needs to be attainable and inviting.

Generative AI

Generative AI is a quickly developing tool that can be used to create new content, including images, videos, code, audio, text, and simulations (McKinsey, 2024). As McKinsey & Company describes in an article, **"the fashion industry has experimented with basic AI** and other frontier technologies—the metaverse, nonfungible tokens (NFTs), digital IDs, and augmented or virtual reality come to mind—it has so far had **little experience with generative AI**." They claim that Generative AI specifically could add **a profit of \$150 billion to \$275 billion** to the fashion industry in the next three to five years. Generative AI isn't about taking over the creative jobs, rather its about **accelerating the abilities of creators to enable bigger and better things**. Its about serving customers better. Generative AI has the ability to completely shift the world of fashion, because there are so many possibilities (Harreis et al., 2023). One possibility is utilizing the technology to create innovative and top selling designs, which is exactly what "Share the Soul" will do.

Personalization

AI has been used in many ways recently as a tool **to curate and personalize the consumer experience**. One standout way is shown in **Spotify's AI DJ**. This DJ, which was rolled out in 2023, is "a personalized AI guide that knows you and your music taste so well that it can choose what to play for you," (Spotify, 2023). This Spotify feature is a perfect example of a brand **utilizing AI to customize their product by crafting a unique, one of one experience for their consumer**. Additionally, major fashion brands have been utilizing AI to provide customization in their services. This includes options like personal styling with AI algorithms, AI based trend forecasting, AI suggested shopping in e-commerce, and AI based fitting solutions for sizing charts. One standout brand is **StitchFix**, which utilizes AI algorithms to curate personal styling boxes custom to each individuals preferences and style (Somani, 2024).

Consumer Climate and Global Market trends

"Consumers move fast, and by comparison, the retail industry moves slowly," (Baird, 2024).

How does Levi's catch up with the consumer?

Key Consumer Trends

- Consumers have **low experience/knowledge in regards to AI** technology, which leads to an **overwhelming hesitancy** to use and support the tech. This distrust can be resolved with more awareness, but overall consumers are worried about the ways AI will impact the future (Pastore, 2023).
- **65% of consumers** say they can **still trust businesses** that **utilize AI** technology. This meaning that when used **transparently and responsibly**, business can retain customer confidence while exploring a new venture (Haan, 2024).
- According to the PDI Business of Sustainability Index, "91% of Gen Z say they want to buy from sustainable companies. In fact, 77% of Gen Z is **willing to pay more for sustainable** products and services," (PDI Tech, 2023).
- Customers expect fashion brands to include **diverse sizing, tones, and styles** to represent and flatter varying body types in their product offerings (Świątkiewicz, 2024).
- Consumers are **demanding customization**. "Companies that excel at personalization generate **40 percent more revenue** from those activities than average players," (Arora et al., 2021).

Customization, Transparency, Diversity, Sustainability

Key Global Fashion Trends

- Consumers still **love to shop in person**, and brick-and-mortar stores should embrace the qualities consumers love by providing a **sensorial, innovative in-store experience** (Marhamat, 2022).
- **Integrating the physical and digital worlds** into the same space can provide a new level of experiences for consumers. The **"Phygital"** experience integrates digital elements within a more traditional fashion environment, allowing consumers the chance to step out of their comfort zones within a comfortable environment (Świątkiewicz, 2024).
- **Influencer culture has skyrocketed** in consumer acceptance, as traditional marketing campaigns seem to be ineffective. Utilizing influencer marketing to align a lifestyle and aesthetic to the brand has been much more effective (Świątkiewicz, 2024).
- **Slow fashion initiatives** and efforts from brands have increased on a global level.
- Covid created a huge shift in the global industry in regards to sustainability. Businesses have either struggled, due to **bad policy backlash and greenwashing**, or succeeded in making positive change and **gaining consumer trust**.
- Exclusivity or One-of-One unique product offering is an effective merchandising strategy that attracts consumers in an urgent manner, as it is **desirable to own something rare** (Keyser, 2024).

How "Share the Soul" Answers...

1. Sustainable Initiative
2. Comfortable AI Use
3. In-Store Innovation
4. Longevity
5. Customizable
6. Collaboration
7. Community Connection
8. Diverse Target Market
9. Connection to Music

Levi's

- Both Women and Men, mainly women
 - Age **18-34**
 - Recently targeting younger Gen Z consumers (Pasquarelli, 2023)
 - **Lifestyle:** care for sustainability, individuality, integrity, and quality
 - Socializers with media presence
 - **Values comfort and style**
- (Editorial Team, 2024)

Spotify

- Both Male and Female, 56% female
 - Young Adults primarily, age **25-34**, age group **18-24** following close behind
 - **Diverse music listeners**
 - Diverse geographic locations, users in over 180 countries
 - **Lifestyle:** values community, diversity, and variety
- (Shepherd, 2024)

Target Market



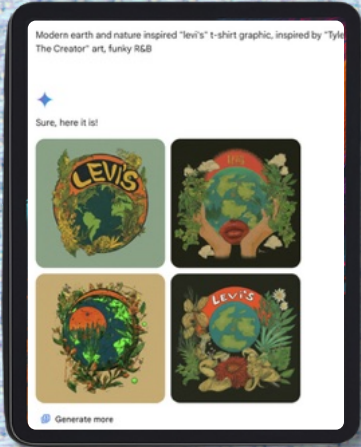
(Pinterest, 2024)

Share the Soul Collab

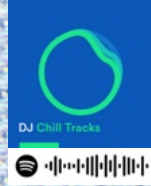
Amiyah lives in New York City, and her two favorite things are fashion and music. She loves to go to music festivals, and has been looking forward to Lollapalooza in Chicago. She thrifted a pair of vintage Levi's that she wears almost every day, but hasn't bought something new in a while because she feels that thrifting is a bit more sustainable. However, she heard about the Share the Soul Levi's pop up and had to check it out. Her favorite artist is Tyler, the Creator and has always wanted a cool graphic tee to match his aesthetic. Especially since he hasn't put out new music in a few years, getting a playlist catered to her favorite genre and discovering new artists with that same style seemed too good to be true! She even got to bring her favorite thrifted tee to print on.

Share the Soul AI Use and Process

Google Pixel Tablet



(Google, 2024)



(AI DJ, n.d.)

User will utilize the in store tablet feature to **enter in a song lyric, artist, or musical genre of their choice**. Utilizing Google Gemini Advanced AI Generation technology and specific Levi's x Spotify coded instruction, the tech will generate **four potential graphics**. The user can select or regenerate, with a maximum of three regenerations per customer, and select the graphic they love. While the graphic is generating, **Spotify's AI DJ is gathering together a curated playlist unique to the user, based on their inputted genre choice**.

Levi's Grey Essential T-Shirt



(Levi's, n.d.)

(Google, 2024)

(SpotifyCodes, 2024)

Once both the graphic and the Spotify scannable code are generated and merged together, **the data will be sent over to the DTG G4**. This individual printing system makes the most sense for this project, as only one t-shirt would be printed for each one graphic designed. The DTG G4 printing has **high quality resolution, high printing speed, uses less ink with its vacuum platen, visual design storage in the printer, ease of use, low maintenance, and has the best price range** (DTG Printer, 2022). Realistically, this is the best digital printing machine for the project as of now, however, connecting a Google Gemini printing machine to the Gemini graphics would be the best use of technology in the future, if it existed.



(DTG G4, 2023)

Once the graphic is printed, **the user is able to take home their unique, one-of-one graphic t-shirt!** They have now curated a seamless aesthetic and created a physical touchpoint for their digital music space. Their favorite artist/musical genre aligns with the aesthetic of the graphic and becomes further expanded upon through their Spotify scannable code, which is a unique AI generated playlist including songs within the users genre choice. **Once scanned, the user will find some of their favorite songs, as well as newly released songs in the genre, and smaller artists yet to be explored in the genre.** The intention of "Share the Soul" is for the user to then **go out and share their playlist and connect with others through this experience.**

DTG Digital G4

Tech Alignment to Product and Brand

Why T-Shirts?

T-shirts serve as one of Levi's more well known branded merchandising products. T-shirts and graphic tees are a way for brands to utilize branded merchandising to their advantage; they can further build the brand experience along with the corporate identity. **Branded merchandise is one of the first visual connections consumers make, attaching the brand name or logo to the values they portray in that product.** Branded t-shirts have the ability to convey a lifestyle, the consumers interests/aesthetic, and the brand's values all in one (McMaster, 2024). **Therefore, knowing that Levi's highly values individuality and diverse representation, it would make sense for Levi's branded graphic tees to reflect those principles.** However, as much as the design team and research team can gather information on their customers and cater their designs towards them, they can't represent every individual with the care each individual deserves, no matter how hard they try.

What if that could be changed? What if there was a way to truly create a product catered and designed for every individual that walked into a Levi's store?

That's what Gemini Generative AI and the "Share the Soul" initiative can accomplish.

Why Levi's and Spotify?



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Both Levi's and Spotify have built a brand centered on catering to all types of consumers. Levi's are known to be worn by individuals in all occupations, in all stages of life (About us, n.d.), and Spotify has billions of streaming opportunities for all types of listeners and artists. Spotify's mission is to "unlock the potential of human creativity—by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it" (Spotify, 2024). The "Share the Soul" graphic tee initiative is an **opportunity for both to flourish in the pursuit of their mission and core values.** The graphic tee product assortment is a chance for the **music industry and the fashion industry to intertwine on a physical garment space, creating a touch point for both visual, audible, and textural senses to ignite.** A t-shirt, as opposed to other garments, makes the most sense as product choice for this project in two main ways: it allows for the most seamless variety of graphic printing due to their simple canvas, and it highlights the aesthetic of the user in the most clear form, as graphic tees can be one of the most noticeable stylistic choices in an outfit. Spotify has yet to venture into the fashion industry from its own brands product offering. Therefore, **this new venture could create a whole new segment of revenue,** not only for Spotify, but for the future of digital streaming services to branch their services into physical spaces.

Assortment Plan

User Walks In Empty Handed...

User intends to purchase a Levi's tee with the printed AI graphic add on feature



Selected: Levi's Classic Pocket Tee

- SKU: #50511
- Selected Printing Size: Small Pocket Print
- Target Retail Price: \$37.50
 - Retail Price of Tshirt: \$29.50
 - Retail Price of Add on: \$8.00



Selected: User Owned Tee

- SKU: #50513
- Selected Printing Size: Small Pocket Print
- Target Retail Price: \$8.00



Selected: Levi's Boxy Tank Top

- SKU: #50512
- Selected Printing Size: Large Front Print
- Target Retail Price: \$36.50
 - Retail Price of Tank: \$24.50
 - Retail Price of Add on: \$12.00



Selected: User Owned Tee

- SKU: #50514
- Selected Printing Size: Large Front Print
- Target Retail Price: \$12.00

Merchandise Assortment Plan

Merchandising Assortment Plan for Levi's x Spotify AI Printing Initiative, 6 Month Spring Launch, Times Square Brick and Mortar Single Channel Release

Class	Description	Color	Size	Total Quantity	SKU	Unit Cost	Unit Print Retail	Unit Tee Retail	Target Retail Price	Markup %	Total Units	Total Cost	Total Retail
1	Graphic Generation & Print On A Levi's Tee	User Choice	Small Pocket Print, 4"x4"	1	50511	\$11.34	\$8.00	\$29.50	\$37.50	230.69%	3600	\$ 40,824.00	\$135,000.00
1	Graphic Generation & Print On A Levi's Tee	User Choice	Large Front Print, 10"x10"	1	50512	\$11.84	\$12.00	\$29.50	\$41.50	250.51%	3600	\$ 42,624.00	\$149,400.00
1	Graphic Generation & Print On A User Tee	User Choice	Small Pocket Print, 4"x4"	1	50513	\$4.34	\$8.00	\$0.00	\$8.00	84.33%	3600	\$ 15,624.00	\$28,800.00
1	Graphic Generation & Print On A User Tee	User Choice	Large Front Print, 10"x10"	1	50514	\$4.84	\$12.00	\$0.00	\$12.00	147.93%	3600	\$ 17,424.00	\$43,200.00
Totals / Averages				#4						178.37%	14,400	\$116,496.00	\$356,400.00

Further Info in Appendix A

*Totals Relative to 6 Months

6 Month Plan

Spring	February	March	April	May	June	July	August	Season Total
Percent of Season Sales	15.0%	14.3%	13.9%	17.9%	18.7%	20.2%		100.00%
Planned Sales \$	\$53,460.00	\$50,965.20	\$49,539.60	\$63,795.60	\$66,646.80	\$71,992.80		\$356,400.00
Stock-to-Sales Ratio	1.0	1.2	1.4	1.5	1.4	1.4		
BOM Stock (retail)	\$ 53,460.00	\$ 61,158.24	\$ 69,355.44	\$ 95,693.40	\$ 93,305.52	\$ 100,789.92		\$473,762.52
			Average Inventory (stock):					\$78,961.42
			Turnover:					4.51
		Planned Season Markdowns:				16.7%		\$59,411.88
Markdowns	\$891.18	\$2,792.36	\$9,268.25	\$12,654.73	\$16,397.68	\$17,407.68		\$59,411.88
Markdowns as a % of Monthly Sales	1.50%	4.70%	15.60%	21.30%	27.60%	29.30%		16.67%
Planned Purchases (retail)	\$62,049.42	\$61,954.76	\$85,145.81	\$74,062.45	\$90,528.88	\$89,400.48		\$463,141.80
Season TOT.								
Sales					\$356,400.00			
Markup %					178.4%			
Markdown %					16.7%			
Gross Margin %					59.7%			
Average Stock					\$78,961.42			
Turnover					4.51			

Further Info in Appendix A

Markdowns

Minimal markdowns recorded as the add on printing feature itself has **two opposing existing price ranges**, one higher with the cost of a t-shirt included, and the other much more affordable as the consumer does not need to buy a blank t-shirt. The markdowns jump higher closer to summer months, as **Levi's summer clothing sales** will influence the price of the add ons final retail price.

Seasonal Importance

The "Share the Soul" initiative will sell well throughout any season, as a graphic could be printed on **almost any base layer**, including **long sleeve tees, short sleeve tees, and tank tops**. However, it is more reasonable to introduce this initiative in the Spring and Summer months, as graphic tees are most commonly worn on short sleeve tees.

Stock to Sales Ratio

As a brand striving for sustainability and conservation, Levi's aims to only stock what is necessary. That is why the stock to sales ratio remains in the **1-1.5% range**. In February and March, stock was calculated by exactly how many graphic tees could be made, according to the average Design to Sale timeline. Each customer interaction, from designing the graphic to the sale of the tee, is estimated at 10 minutes, meaning an average of around 80 tees can be made in a day (Appendix A). However, the Design to Sale time estimation is expected to shorten, as **sales associates increase efficiency** and **the store has gathered more experience with the process**. This allows an **increase in the Stock to Sales ratio** in later months, due to an **expected increase in sales**.

Share the Soul Initiative Launch

6 Month Initiative Trial: only available at Levi's largest flagship store in Times Square NYC

- **Single Channel, Brick and Mortar, Single Location Access for 6 months** (February - July)
- **Waitlist Customer Reservations:** necessary time slot reservations to avoid unnecessary lines, put in place because Design to Sale timing only permits 80 custom tees printed in a day (Appendix A). The waitlist ensures the accomplishment of daily sales and allows customers better time management, which overall satisfies both the Levi's Times Square location and the visiting customers. Walk ins may be a successful venture in the future, but for now, appointments ease stress on all parties.
- Plans to **expand initiative in August to other flagship location across the US**, if initiative is successful in test location. These main locations include Levi's Market Street San Francisco and Levi's Ponce City Market Atlanta to hit the West and South U.S. target markets, with more expansion stores abroad as well as the states.
- **Why only in person?** This is meant to be **an interactive experience for the consumer** to come into the store, generate graphics on the touch screen, and then receive the fully finished printed tee in one visit. While this venture could be explored through

e-commerce in the future, as the technology could be seamlessly transferred, it's a **more personal experience** coming into the store to create this unique graphic tee. Generative AI initiatives can step beyond the comfort zone of many major consumer markets (Pastore, 2023). Therefore, **integrating advanced technology within a physical store space**, where the consumer can connect with other consumers and store associates, is a way for this initiative to feel both **elevated and approachable** (Świątkiewicz, 2024).

- **100% of assortment and tech resources** will be directly allocated into the Times Square NYC location.
- This product concept will maximize sales and customer engagement, as it is an innovative project which has **high profit potential** and is catered completely to each unique customer.



(Pool, 2018)

With 100% attention directed to the new technological use, graphic approval, consumer reception, reservation waitlist, and initiative feedback due to the fact that the testing trial is at one sole location, this allows for maximum success in consumer reception and technological trial.

Visuals and Store Aesthetic

Details



- **Logistics:** big store space with large touch screen surrounded by t-shirt wall displays that customers can sort through to choose their base if necessary
- **Color Scheme:** Vintage, orange and navy color schemes with jewel and earthy tones in mind
- **Art:** wall and material textures, concrete floors, colorful jewel tone art pieces that highlight diverse color ranges, music inspired art, art centered around human individuality
- **Overall Artistic Focus - Contrast & Balance:** combine modern atmosphere with vintage color and texture, technology with art and individuality, colors that work for both cold and warm seasons, unisex clothing with no sex separation
- **Goal:** Inspire creativity!

(Google, 2024)

(Pinterest, 2024)

Share The Soul In Action

Marketing Plans

The soul of this concept is centered around creating a clothing item that is a true reflection of an individual's identity by creating a garment that is an extension of self. They can be comfortable and confident showcasing their own unique aesthetic, through both their music and fashion identity.

That confidence is key, because **when you feel confident in your own skin, you feel confident enough to get out there and connect with others.**

That's where the concept "Share the Soul" truly comes into play, because **connecting with others just got taken to a whole new level.** Now, individuals can share their one of a kind playlists with friends, family, kind strangers you meet in a coffee shop, and anyone they want to further connect with, just by scanning the playlist on their new tee. **Go out and share what makes you, you... Share the Soul.**

Video Campaign: diverse, unfamiliar individuals meeting in cafe line, eye catches on t-shirt, shares Spotify playlist by scanning the code

Future campaign: reward the highest scanned playlist - encourages connecting with others and confidence with new interactions

Social Media Campaigns

Interactive

(Pinterest, 2024)

Interesting
Perspective



Eye Catching
Content

Caption Clues

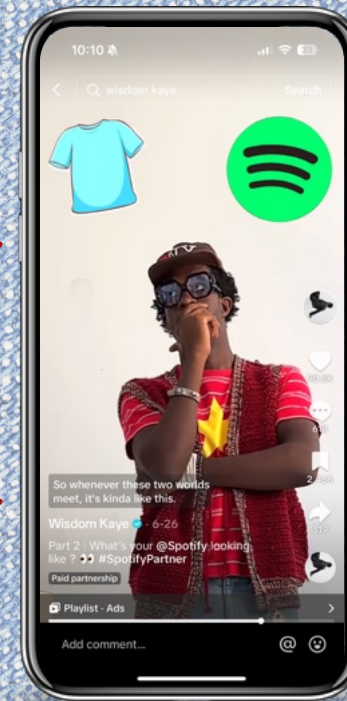
Influencer & Customer Invites

Existing
Partner

Fashion &
Music Merge

Invite Fan to
Design w/ Him

(Kaye, 2024)



Always Styles
Graphics

future Moves

Beyond The Tee

Printing on denim and other bases is not a far fetched next step for this initiative. Direct to Garment printing does make printing on denim feasible, but would be more difficult depending on the placement and size. However, this could be a very strong trend in the future that is already showing signs of wear with trendsetters. This venture would be a very **creative and unique take on the "Share the Soul" initiative**, and an interesting next step to further clothing customization.



(Pinterest, 2024)

Festival Tees

The music festival industry is huge and generates its own fanbase of music lovers. The **young demographic is right up both Spotify and Levi's target market**, leaving a gap for the "Share the Soul" initiative to take full advantage of. Festival merchandising is usually pretty decent, but imagine if a festival goer could get a custom t-shirt inspired by one of their favorite performances, along with a custom made Spotify playlist of all the bands they saw at the festival. Its the **perfect meaningful way a festival can remind a customer of the special memories made at their event**. This could be implemented into general artist concerts as well, as this concept has **a lot of potential placing itself in the live music merchandising scene**.



(Pinterest, 2024)

Sustainable Dyes

The company Officina+39, an Italian textile chemistry company, invented a ground breaking new **sustainable way to create pigment**, through **recycled textile waste**. This sustainable pigment, Recycrom, is being used in the most incredible way to dye textiles while also only using naturally occurring chemicals (Promostryl, 2022). Technology has allowed the advancement and improvement of so many small details along the manufacturing process of a garment, and this could be a process invested and adapted for Levi's in the future. **Using recycled denim and fabric scraps from the Levi's Secondhand and recycling programs to put back into the dye used in the textile or printing process is an extremely circular standard that Levi's could set for the industry.**



(Promostryl, 2022)



(Promostryl, 2022)



(Pinterest, 2024)

Importance

"Share the Soul" at its core is an initiative meant to **highlight each person's individual beauty** by bridging the gap between the music and fashion industries. This directly addresses the **industry's need for mass customization** while also addressing the **detrimental ideology of fast fashion**. By designing a custom piece that connects to the true soul of the individual, the piece is no longer just a quick trendy tee, **it now holds meaning that the consumer is investing in for life long wear**. This experience can inspire confidence in all ages, to go out and enjoy life in its purest form.

\$356,400.00

Potential Season Sales... from 1 single store

High Future Potential

Relevance to Brands

The values of this project align heavily with the values of both brands, Levi's and Spotify, who deeply care about **authentic self-expression, advocating for those with smaller voices, practicing transparency, and celebrating diversity**. These brands both continue to encourage physical human connection and personal relationships through their technological advancements. **Levi's and Spotify want technology to aid the physical experiences of an individual, through wearable tech, AI music suggestions, and now wearable AI graphics and playlists.**

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Appendix A

Assumed Circumstances

- Testing Sales at Levi's flagship store in Times Square, located at **1535 Broadway New York, NY, 10036** (Levi's, n.d.)
- Hours of Operation at this location are 9am-10pm Monday-Sunday (Levi's, n.d.), open **13 hours a day**.
- Labor wages for one additional employee working the "Share the Soul" initiative averaging around **\$12/hour**, \$156/day

Markup percentage on average is 178.37%, which is a small but comparable jump from Levi's recent reports of around 140% (Levi Strauss, 2024). However, this low cost initiative is a sustainable financial project Levi's and Spotify can use to boost revenues.

Unit Cost Breakdown Explained

- Ink Costs ~ \$0.35/small print, \$0.85/large print (ColDosi, 2022)
- Pretreatment Costs ~ \$0.35 (ColDosi, 2022)
- DTG Printer ~ \$0.18: DTG G4 basic bundle printer cost is around \$20,000, financing around \$433 per month, tax included.
- Labor Costs ~ \$1.95, \$156 a day/80 shirts
- Spotify Payout ~ \$1.50, around 15% of Profits allotted to Spotify in unit cost, Spotify will receive an addition sum payment monthly
- Gemini Advanced ~\$0.01: Advanced Google Gemini Program Cost is \$20/month (Google, 2024), ~\$0.66/day
- SKU 50511 and 50512 include the unit cost of a Levi's tee, which was estimated around \$7, as Levi's does not have this cost directly accessible to the public

Extended Assortment Plan

Unit Cost	Unit Print Retail	Unit Tee Retail	Target Retail Price	Daily Quantity	Daily Cost	Daily Sales/Revenue
\$11.34	\$8.00	\$29.50	\$37.50	20	\$226.80	\$750.00
\$11.84	\$12.00	\$29.50	\$41.50	20	\$236.80	\$830.00
\$4.34	\$8.00	\$0.00	\$8.00	20	\$86.80	\$160.00
\$4.84	\$12.00	\$0.00	\$12.00	20	\$96.80	\$240.00
				#80 units/day	\$647.20	\$1,980.00

Design to Sale Defined

Printing speeds for the DTG G4 printer can take between **1-2 minutes for a 10"x10" graphic** (ColDosi, 2022). Planning to give an **average of 10 minutes for each customer**, from the time the customer starts on the tablet, to the time the sale is made. Abbreviated term will be referred to as Design to Sale (DTS). There is room for growth and increased efficiency.

Average around 80 custom tees printed in a day, due to 10 minute DTS average per tee and 780 minutes of store operation.