

# April Showers: Toddler Girls RTW S/S 2020

By Sarah J. Malloy

# Target Market

- ▶ Toddler girls: 1-3 years old
- ▶ 10,195,968 girls under 5 (about 3.1%) 2017 “Annual Estimates of the Resident Population by Sex, Age, Race, and Hispanic Origin for the United States and States: April 1, 2010 to July 1, 2017.”
- ▶ Married couples/single parents’ income: **\$30,000 - above** (Tables FG2 and FG5, *United States Census Bureau*. 2018.)
- ▶ 1-2 yrs old living with two parents: 8,061/5,263=53%
  - ▶ Living with mother: 8,061/1,541=23%
  - ▶ Living with father: 8,061/310= 3%

(“Table C3. Living Arrangements of Children Under 18 Years 1 and Marital Status of Parents, by Age, Sex, Race, and Hispanic Origin<sup>2</sup> and Selected Characteristics of the Child for All Children: 2018.”)

- ▶ White: **71%**
- ▶ Black/African American: **15%**
- ▶ Asian:**5%**
- ▶ Native Hawaiian/Pacific Islander:**3%**
- ▶ 1 or more race:**6%**

(“Annual Estimates of the Resident Population by Sex, Age, Race, and Hispanic Origin for the United States and States: April 1, 2010 to July 1, 2017.”)

# Religion in U.S. (survey of 35,000 across U.S.)

- ▶ **Christian: 70.6%**
- ▶ **Jewish: 1.9%**
- ▶ **Muslim: 0.9%**
- ▶ Buddhist: 0.7%
- ▶ Hindu: 0.7%
- ▶ Other world religions: 0.3%
- ▶ Agnostic: 4%
- ▶ Atheist: 3.1%
- ▶ **Nothing: 15.8%**
- ▶ Unsure: 0.6%

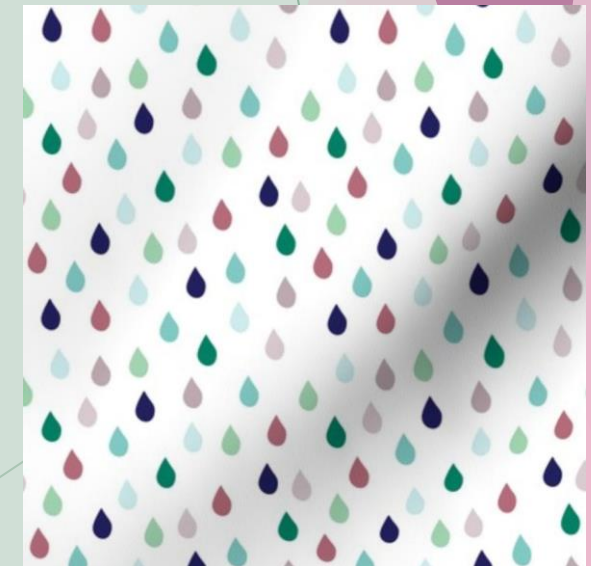
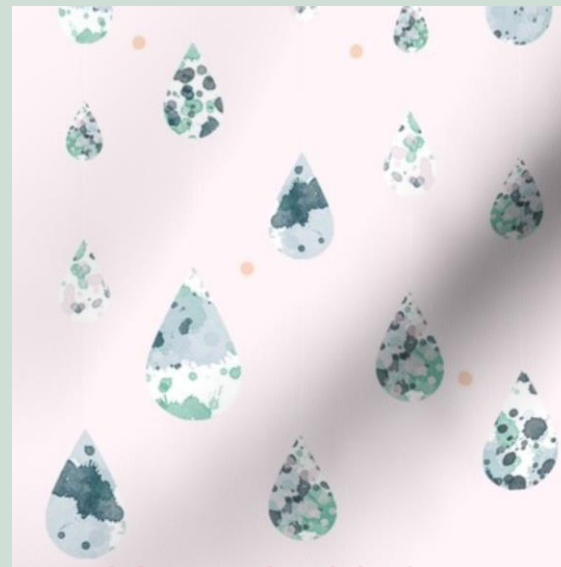
“Religious Landscape Study: 2019”

# Forecasters' Styling & Details

- ▶ “For colour, use pure white, cosmetic pink and granite grey, along with futuristic highlights hinting at WGSN's colour of S/S 20, Neo Mint” (Hudson, 2019).
- ▶ Minimalism (Hudson, 2019).
- ▶ Loose silhouettes (Hudson, 2019).
- ▶ Single color (Hudson, 2019).
- ▶ Calming and meditative (Hudson and Watkins, 2018).

# Forecasters' Fabrics & Prints

- ▶ “Opt for simple prints with easy grid patterns and stripes using fine lines, a trend that has filtered down from womenswear” (Hudson, 2019).
- ▶ “...folding, wrapping and cinching items, mimicking touch and a gentle embrace. Self-adjustable details provide increased comfort, while extending the lifespan of the garment for better sustainability” (Hudson and Watkins, 2018).
- ▶ Cotton, Linen, rayon, etc.



Ramos, 2019.

Holdsworth, 2019.

Zapotosky, 2019

# Mood & Colors



Pantone. (2019). Pantone Brings the Best to Life. Retrieved March 10, 2019, from <https://www.pantone.com/color-finder#/pick?pantoneBook=pantoneSolidCoatedV3M2>

# Range Plan

▶ Walmart: They're everywhere and affordable

▶ Spaghetti Strap Bow Romper

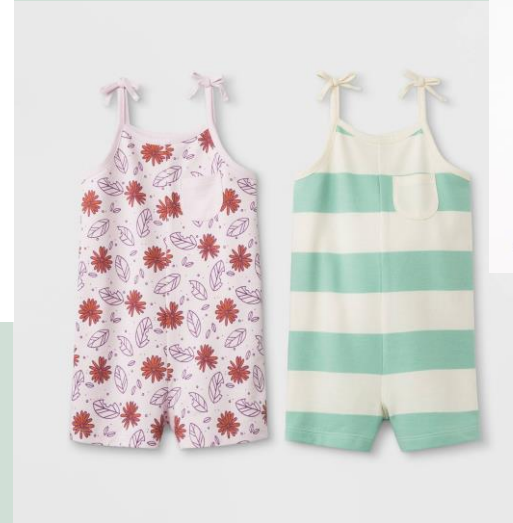
- ▶ Target: \$19.99 (target.com)
- ▶ OshKosh B'gosh: \$16.00 (Oshkosh.com)
- ▶ Old Navy: \$14.99 (oldnavy.gap.com)
- ▶ MY PRICE: \$14.00

▶ Fit & Flare Tutu Spring Dress

- ▶ Target: \$15.99 (Target.com)
- ▶ OshKosh B'gosh: \$12.00 (OshKosh.com)
- ▶ Old Navy: \$19.99 (oldnavy.gap.com)
- ▶ MY PRICE: \$16.00



"Ruffle Tank Romper," OshKosh B'gosh, 2019.



"Toddler Girls' 2pk Romper - Cat & Jack™ Light Pink/Mint," Target, 2019.



"Slub-Knit Jersey Romper for Toddler Girls." Old Navy, 2019.

"Mila & Emma Toddler Girls' Ballerina T-Shirt Dress - Pink/White," Target, 2019.



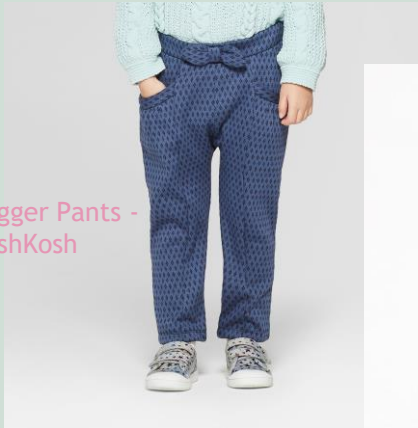
"Fit & Flare Tutu Dress for Toddler Girls," Old Navy, 2019



"Tutu Jersey Dress," OshKosh B'gosh, 2018.

# Range Plan

“Toddler Girls' Knit Jogger Pants - Genuine Kids® from OshKosh Navy,” Target, 2019.



“Soft Utility-Pocket Pull-On Pants for Toddler Girls,” Old Navy, 2019.



“Baby And Toddler Girls Woven Pull On Beach Pants,” Children’s Place, 2019.

## ▶ Trouser

- ▶ Target: \$14.99 (target.com)
- ▶ The Children’s Place: \$16.95 (childrensplace.com)
- ▶ Old Navy: \$16.99 (oldnavy.gap.com)
- ▶ MY PRICE: \$14.00

## ▶ Eyelet Blouse

- ▶ Target; \$12.00 (target.com)
- ▶ Old Navy: \$19.99 (oldnavy.gap.com)
- ▶ Walmart: \$13.49 (walmart.com)
- ▶ MY PRICE: \$13.00



“Ruffled Lace-Trim Top for Toddler Girls,” Old Navy, 2019.



“Toddler Girls' Short Sleeve Woven Blouse - Cat & Jack™ Fresh White,” Target, 2019.



“Carters Baby Clothing Outfit Girls Ruffle-Sleeve Tank Top Pink,” Walmart, 2019.



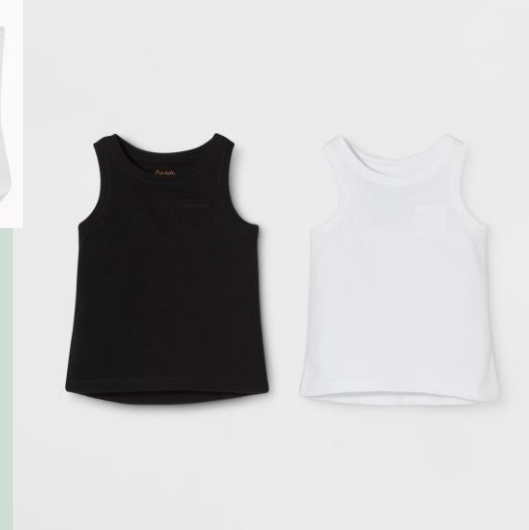
# Range Plan



“Jersey Tank for Toddler & Baby,” Old Navy, 2019.



“Baby And Toddler Girls Matchables Bow Back Tank Top,” Children’s Place, 2019.



“Toddler Girls' 2pk Sleeveless T-Shirt Set - Cat & Jack™ Black/White,” Target, 2019.

## ▶ Tank

- ▶ Target: \$7.50
- ▶ Old Navy: \$9.99
- ▶ The Children’s Place: \$8.95
- ▶ MY PRICE: \$7.00

# References

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