



# Calvin Klein Jeans

By: Abbey Venable



A close-up photograph of a blue denim zipper. The zipper is partially unzipped, showing the teeth and the metal pull tab. The pull tab has the letters 'YTR' embossed on it. The denim fabric is a medium blue color with visible stitching.

# Mintel Marketplace Factors

## **Jeans for Every Body**

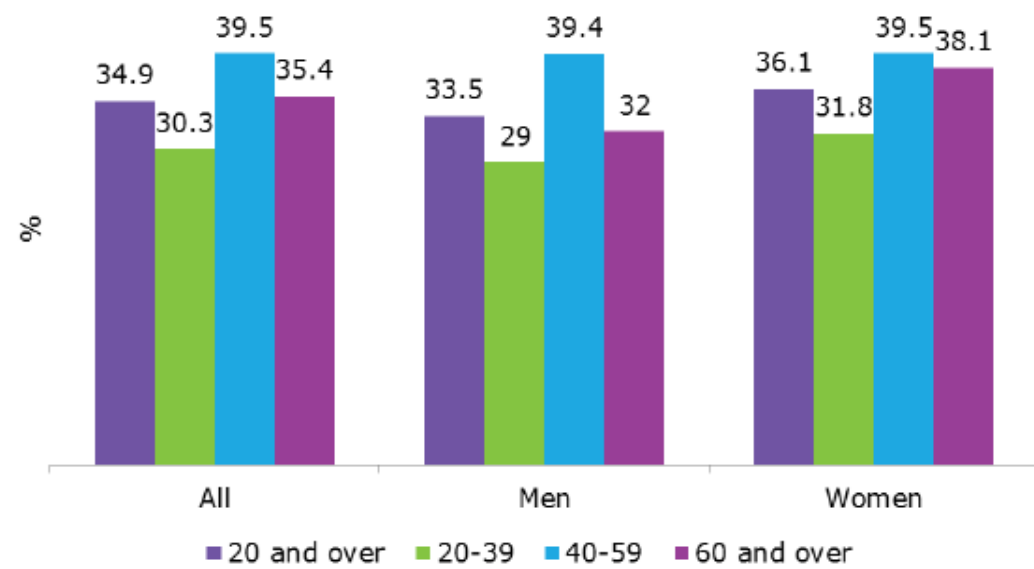
Obesity is a threat to jeans due to the prevalence of obesity in the US. Women in particular want jeans that fit different body shapes. Women 40+ who struggle with obesity find that shopping for jeans is an embarrassing and emotional process. Women are starting to turn away from jeans and buying pants with more elasticity such as yoga pants.

## **Breaking Through Market "Noise" to Reach the Key Audiences**

The US population is targeted to grow by 4% between 2014 and 2019. Millennial adults aged 25-34 will see 6% growth over the next five years, making them the key buyers in the market. More specifically, men and the hispanic population are purchasing more jeans. However, the market has a lot of noise due to the amount of denim brands these audiences are exposed to everyday.

# Mintel Marketplace Visuals

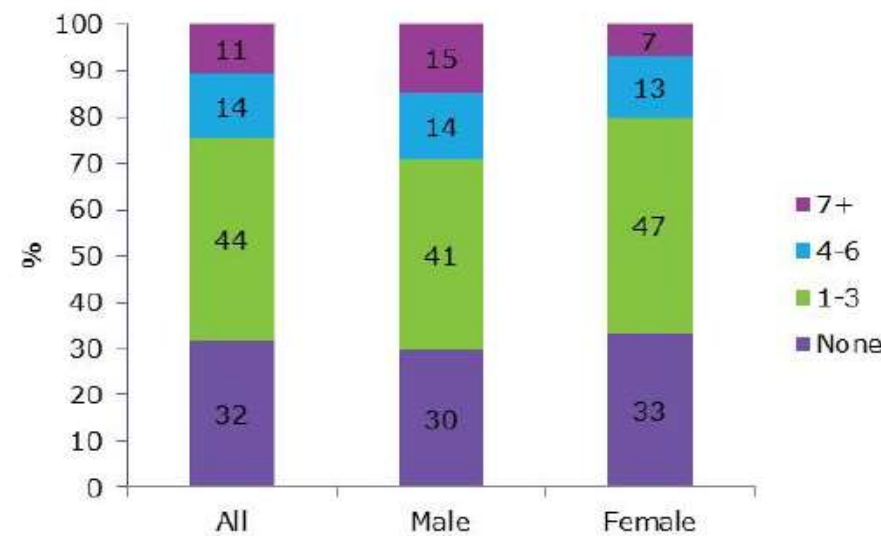
**FIGURE 5: PREVALENCE OF OBESITY AMONG ADULTS AGED 20 AND OVER, 2011-12**



Note: Obesity defined as BMI  $\geq 30$  kg/m<sup>2</sup>  
 SOURCE: CENTERS FOR DISEASE CONTROL AND PREVENTION/NATIONAL HEALTH AND NUTRITION EXAMINATION SURVEY, 2011-12/MINTEL

**FIGURE 6: NUMBER OF PAIRS OF JEANS PURCHASED FOR MYSELF IN THE LAST 12 MONTHS, BY AGE, AUGUST 2014**

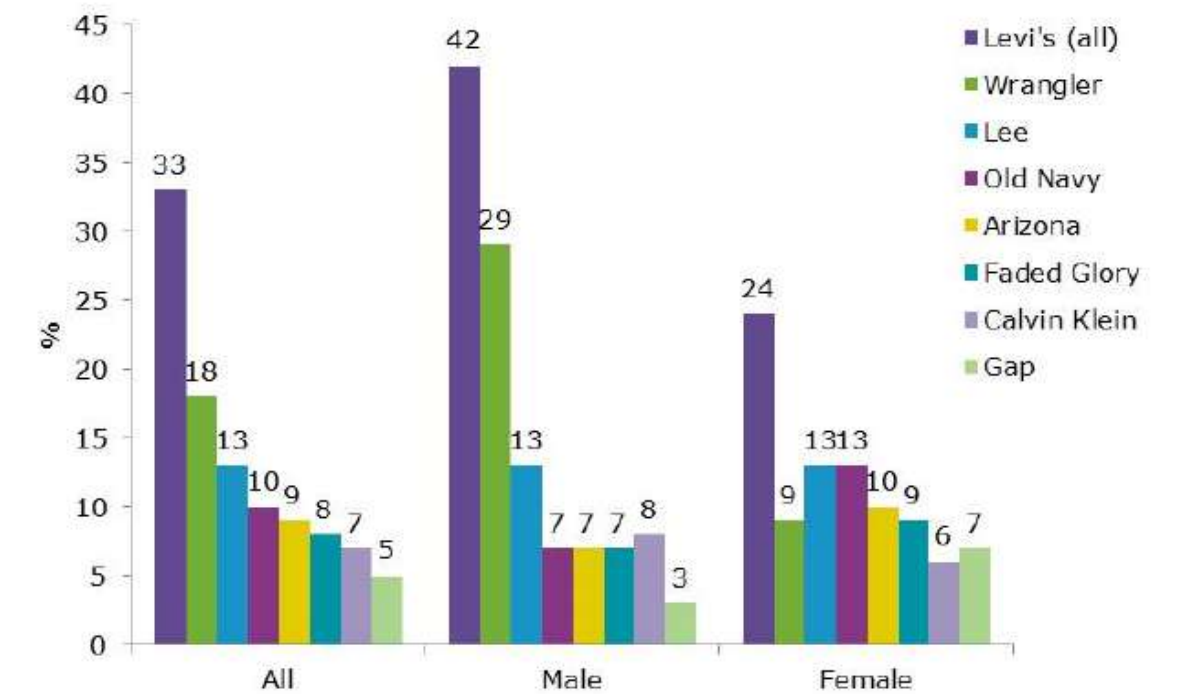
"Please indicate the number of pairs of jeans you own and the number you have purchased for yourself in the past 12 months. Please select one per row"  
 Base: 2,000 internet users aged 18+



SOURCE: LIGHTSPEED GMI/MINTEL

**FIGURE 7: BRANDS PURCHASED IN LAST 12 MONTHS FOR SELF OR OTHERS, BY GENDER, APRIL 2013-JUNE 2014**

"Brands bought in the last 12 months"  
 Base: 13,918 adults 18+ who purchased jeans for themselves or someone else in last 12 months



SOURCE: EXPERIAN MARKETING SERVICES, SPRING 2014 SIMMONS NHCS ADULT STUDY 12-MONTH. COPYRIGHT: 2014 EXPERIAN INFORMATION SOLUTIONS, INC. ALL RIGHTS RESERVED/MINTEL

The image features a blue textured background, resembling a woven fabric or canvas, which frames the central text. The texture is consistent across the top and bottom sections of the image.

# Demographic, Psychographic and Competitive Analysis

# Demographic Findings

- White males ages 34-44 are the key demographic for Calvin Klein Jeans. The group also has an income of \$100,000 or more. 51.1% are married with at least a full or part-time job. High income and job stability are key factors that could drive the demographic to purchase more jeans.
- As 80.2% of the demographic is white, 19.8% of the demographic is hispanic, which is a growing segment in the jeans market. Women make up 48.1% of the the demographic which is due to a number of factors such as sizing, obesity rates and other better fitting pant options. Individuals making \$20,000-\$29,000 are the least likely group to purchase Calvin Klein.

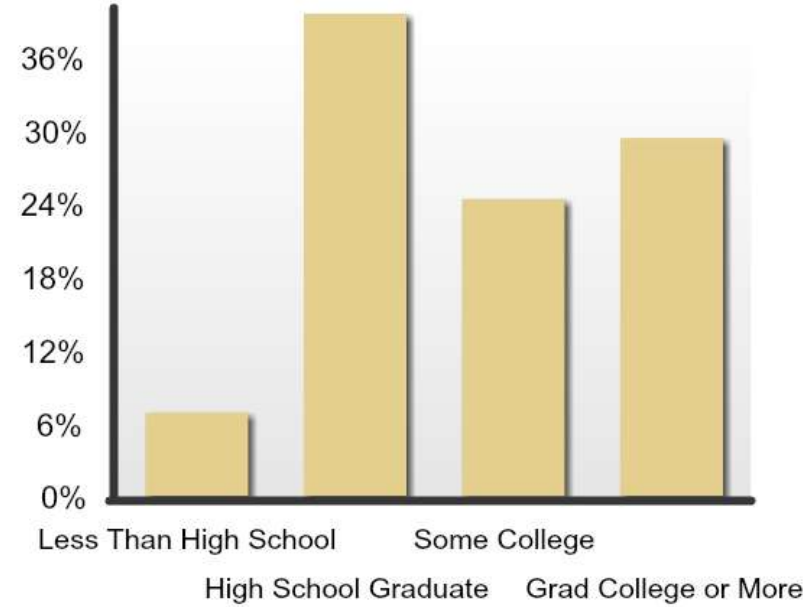


# Demographic Visuals

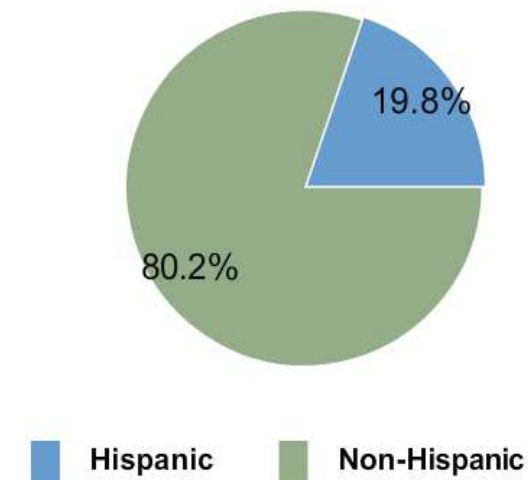
General Statistics

<b>Median Household Income</b>	<b>\$74,670</b>
<b>Median Age</b>	<b>43</b>
<b>Employed (Full or Part-Time)</b>	<b>69.5%</b>
<b>Married</b>	<b>51.1%</b>
<b>Children in Household</b>	<b>52.5%</b>
<b>Homeowners</b>	<b>56.2%</b>

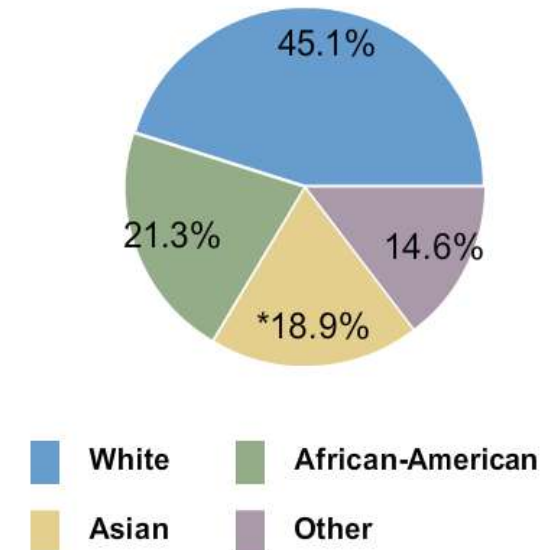
Education



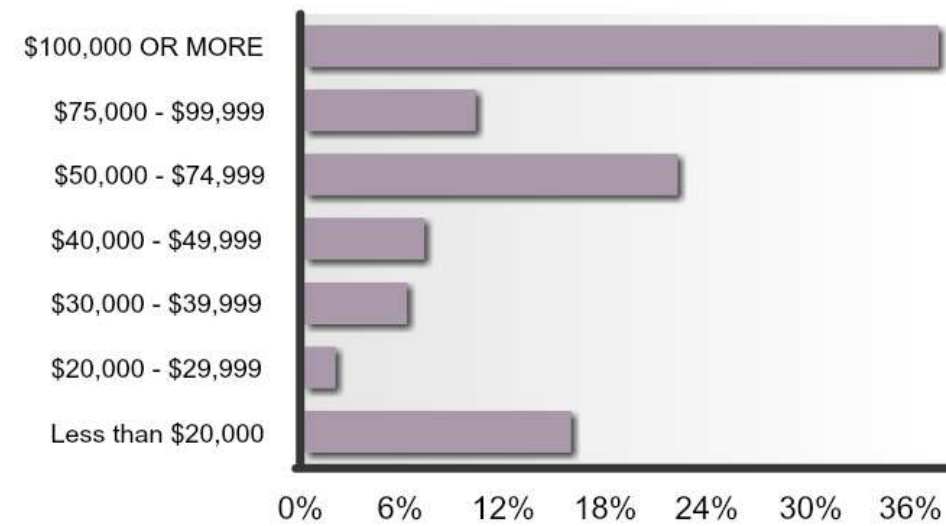
Ethnicity



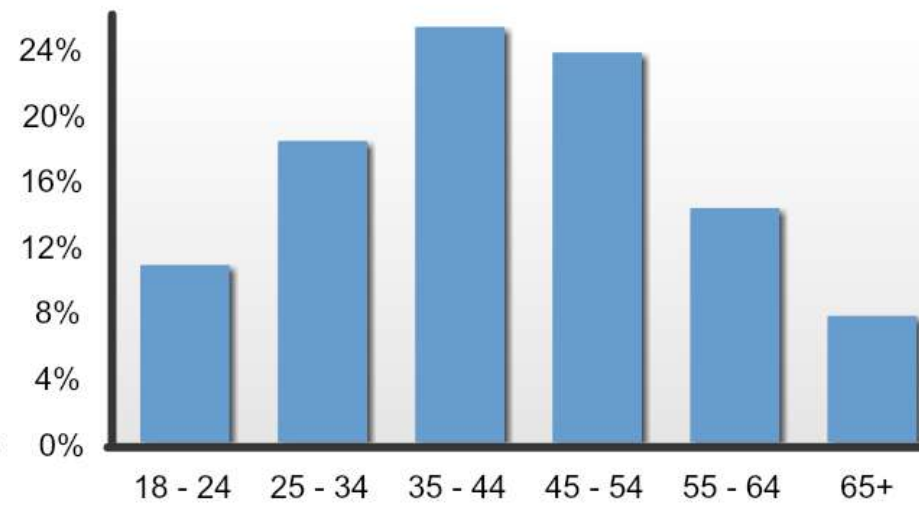
Race



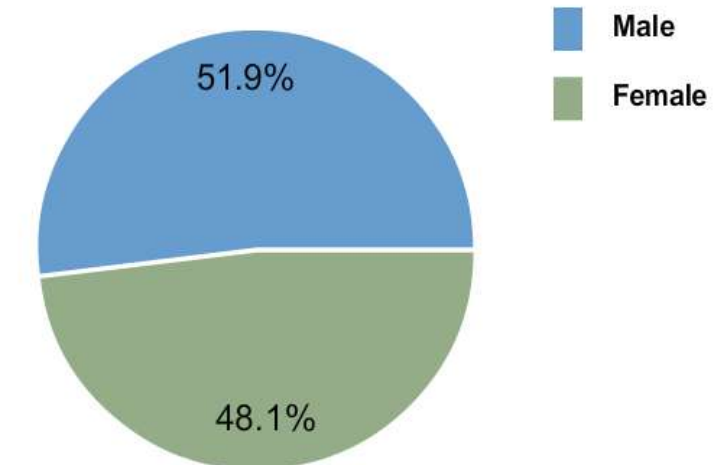
Income



Age



Gender



\* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.  
 \*\* Indicates cell count below 31. Projections are likely unstable, use with caution.



# Psychographic Findings

- Calvin Klein Jean wearers are extremely brand loyal compared to the average population when it comes to buying Calvin Klein jeans.
- Shopping attitudes show that Calvin Klein wearers value functional, designer styles. They believe that clothes can make you feel better about yourself and a designer label can improve their image.

# Psychographic Visuals

Crosstab		Total	CALVIN KLEIN
Private Eye			
Trend			
I STICK WITH CLOTHING STYLES THAT HAVE STOOD THE TEST OF TIME <sup>1</sup>	Sample	4,894	182
	Weighted (000)	86,455	4,201
	Vertical %	36.3%	41.4%
	Horizontal %	100%	4.86%
	Index	100	114
Total %		36.3%	1.76%
TOP DESIGNERS MAKE QUALITY CLOTHES	Sample	1,148	98
	Weighted (000)	17,285	2,012
	Vertical %	7.25%	19.8%
	Horizontal %	100%	11.6%
	Index	100	274
Total %		7.25%	0.844%
I DRESS TO PLEASE MYSELF <sup>1</sup>	Sample	6,236	241
	Weighted (000)	111,534	4,326
	Vertical %	46.8%	42.7%
	Horizontal %	100%	3.88%
	Index	100	91
Total %		46.8%	1.81%
OFTEN I BUY CLOTHES THAT I DON'T REALLY NEED <sup>1</sup>	Sample	2,426	96
	Weighted (000)	47,819	2,542
	Vertical %	20.1%	25.1%
	Horizontal %	100%	5.32%
	Index	100	125
Total %		20.1%	1.07%
A DESIGNER LABEL IMPROVES A PERSON'S IMAGE <sup>1</sup>	Sample	3,156	134
	Weighted (000)	58,698	2,702
	Vertical %	24.6%	26.6%
	Horizontal %	100%	4.6%
	Index	100	108
Total %		24.6%	1.13%
FUNCTIONALITY IS THE MOST IMPORTANT FACTOR IN WHAT CLOTHES I BUY <sup>1</sup>	Sample	3,038	134
	Weighted (000)	58,197	3,357
	Vertical %	24.4%	33.1%
	Horizontal %	100%	5.77%
	Index	100	136
Total %		24.4%	1.41%

## Shopping Attitudes

- An overwhelming amount of people believe that top designers make high quality clothing which is good for a known brand such as Calvin Klein. Consumers also value functional clothing, buying clothes they don't necessarily need and clothes that withstand the test of time.



# Psychographic Visuals

## Brand Loyalty

- Calvin Klein Jean customers fall far above the average when it comes to brand loyalty.
- Although brand loyalty is important to the majority of Calvin Klein Jeans wearers, they still have a decent amount of wearers that could potentially buy another brand if their needs were better met.
- People who buy Calvin Klein Jeans are far less likely than others to not be brand loyal when it comes to apparel shopping.

		Total	CALVIN KLEIN
<b>Total</b>	Sample	12,723	482
	Weighted (000)	238,470	10,138
	Vertical %	100%	100%
	Horizontal %	100%	4.25%
	Index	100	100
	Total %	100%	4.25%
<b>1 FAR BELOW AVERAGE</b>	Sample	2,363	61
	Weighted (000)	45,374	1,220
	Vertical %	19%	12%
	Horizontal %	100%	2.69%
	Index	100	63
	Total %	19%	0.511%
<b>2 BELOW AVERAGE</b>	Sample	2,072	77
	Weighted (000)	39,255	1,658
	Vertical %	16.5%	16.4%
	Horizontal %	100%	4.22%
	Index	100	99
	Total %	16.5%	0.695%
<b>3 AVERAGE</b>	Sample	3,633	145
	Weighted (000)	68,862	3,357
	Vertical %	28.9%	33.1%
	Horizontal %	100%	4.88%
	Index	100	115
	Total %	28.9%	1.41%
<b>4 ABOVE AVERAGE</b>	Sample	2,167	88
	Weighted (000)	39,833	1,307
	Vertical %	16.7%	12.9%
	Horizontal %	100%	3.28%
	Index	100	77
	Total %	16.7%	0.548%
<b>5 FAR ABOVE AVERAGE</b>	Sample	2,488	111
	Weighted (000)	45,146	2,596
	Vertical %	18.9%	25.6%
	Horizontal %	100%	5.75%
	Index	100	135
	Total %	18.9%	1.09%





# Competitive Findings

- Men are a primary buyer of jeans, but tend to be more brand loyal to competitors such as Levi's and Wrangler. Women are less brand loyal when it comes to purchasing jeans.
- Calvin Klein buyers are largely from the Northeast, which makes Lee their biggest competitor geographically.

# Competitive Visuals

		Total	CALVIN KLEIN	LEVI'S	LEE	WRANGLER
MALE	Sample	5,604	206	1,221	345	813
	Weighted (000)	115,177	5,263	24,347	6,476	17,058
	Vertical %	48.3%	51.9%	59%	43.9%	71.9%
	Horizontal %	100%	4.57%	21.1%	5.62%	14.8%
	Index	100	107	122	91	149
	Total %	48.3%	2.21%	10.2%	2.72%	7.15%
FEMALE	Sample	7,119	276	966	491	368
	Weighted (000)	123,293	4,875	16,943	8,281	6,660
	Vertical %	51.7%	48.1%	41%	56.1%	28.1%
	Horizontal %	100%	3.95%	13.7%	6.72%	5.4%
	Index	100	93	79	109	54
	Total %	51.7%	2.04%	7.11%	3.47%	2.79%
35 - 44	Sample	1,705	95	346	82	149
	Weighted (000)	39,514	2,559	8,676	1,984	4,152
	Vertical %	16.6%	25.2%	21%	13.4%	17.5%
	Horizontal %	100%	6.48%	22%	5.02%	10.5%
	Index	100	152	127	81	106
	Total %	16.6%	1.07%	3.64%	0.832%	1.74%
45 - 49	Sample	1,062	* 52	258	81	87
	Weighted (000)	18,212	* 1,286	3,944	1,319	1,560
	Vertical %	7.64%	* 12.7%	9.55%	8.93%	6.58%
	Horizontal %	100%	* 7.06%	21.7%	7.24%	8.57%
	Index	100	* 166	125	117	86
	Total %	7.64%	* 0.539%	1.65%	0.553%	0.654%
WHITE	Sample	9,404	253	1,521	629	936
	Weighted (000)	175,227	4,574	28,258	10,813	19,734
	Vertical %	73.5%	45.1%	68.4%	73.3%	83.2%
	Horizontal %	100%	2.61%	16.1%	6.17%	11.3%
	Index	100	61	93	100	113
	Total %	73.5%	1.92%	11.8%	4.53%	8.28%
YES HOUSEHOLD IS HISPANIC	Sample	3,894	242	843	255	340
	Weighted (000)	43,097	2,295	8,813	2,602	3,100
	Vertical %	18.1%	22.6%	21.3%	17.6%	13.1%
	Horizontal %	100%	5.33%	20.4%	6.04%	7.19%
	Index	100	125	118	98	72
	Total %	18.1%	0.962%	3.7%	1.09%	1.3%

## Demographics

- Calvin Klein falls behind Levi's and Wrangler when it comes to jean purchases amongst men. Women seem less loyal to brands when it comes to jeans.
- The target age for Calvin Klein is 35-44 while 45-49 doesn't have a large enough sample to provide accurate info.
- Hispanic households are big Calvin Klein jeans purchasers which could open up potential segmenting towards hispanics.

# Competitive Visuals

## Geographics

- The Northeast is Calvin Klein's biggest geographical target.
- Levi's is most popular in the West.
- Lee is also most popular in the Northeast
- Wrangler, a rugged brand of jeans is more popular in the South as well as the Midwest.

		Total	CALVIN KLEIN	LEVI'S	LEE	WRANGLER
<b>Total</b>	Sample	12,723	482	2,187	836	1,181
	Weighted (000)	238,470	10,138	41,290	14,757	23,718
	Vertical %	100%	100%	100%	100%	100%
	Horizontal %	100%	4.25%	17.3%	6.19%	9.95%
	Index	100	100	100	100	100
	Total %	100%	4.25%	17.3%	6.19%	9.95%
<b>NORTHEAST</b>	Sample	2,570	137	427	188	209
	Weighted (000)	42,917	3,018	6,282	3,630	4,044
	Vertical %	18%	29.8%	15.2%	24.6%	17%
	Horizontal %	100%	7.03%	14.6%	8.46%	9.42%
	Index	100	165	85	137	95
	Total %	18%	1.27%	2.63%	1.52%	1.7%
<b>MIDWEST</b>	Sample	3,112	89	491	235	292
	Weighted (000)	50,530	1,453	8,288	3,373	5,195
	Vertical %	21.2%	14.3%	20.1%	22.9%	21.9%
	Horizontal %	100%	2.88%	16.4%	6.67%	10.3%
	Index	100	68	95	108	103
	Total %	21.2%	0.609%	3.48%	1.41%	2.18%
<b>SOUTH</b>	Sample	4,691	151	756	282	495
	Weighted (000)	89,941	3,201	15,830	4,838	9,658
	Vertical %	37.7%	31.6%	38.3%	32.8%	40.7%
	Horizontal %	100%	3.56%	17.6%	5.38%	10.7%
	Index	100	84	102	87	108
	Total %	37.7%	1.34%	6.64%	2.03%	4.05%
<b>WEST</b>	Sample	2,350	105	513	131	185
	Weighted (000)	55,083	2,466	10,891	2,916	4,820
	Vertical %	23.1%	24.3%	26.4%	19.8%	20.3%
	Horizontal %	100%	4.48%	19.8%	5.29%	8.75%
	Index	100	105	114	86	88
	Total %	23.1%	1.03%	4.57%	1.22%	2.02%

# Insight and Strategy Recommendations

## Insight

- Men are more brand loyal when it comes to buying jeans while women aren't.
- Women are more willing to buy jeans that make them look better and feel good about themselves.
- The target demographic for Calvin Klein Jeans buyers is ages 35-44, yet millennials are a growing demographic that needs to be considered.
- Hispanics are also a growing segment that are big Calvin Klein jeans buyers.

## Recommendations

- Capitalize of the Calvin Klein brand and the fact that Calvin Klein is a designer brand, but still provides functional jeans.
- Design jeans for more body shapes and show that jeans not only can look good on every body, but can also be functional and comfortable pants.
- Create a campaign that targets the growing millennial demographic by showing them how far Calvin Klein jeans has come and where they're heading in the future.
- Tap into the hispanic market segment and start advertising to hispanics who are a growing demographic.