

Final Project: Fear of God 2525

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1. Brand/Designer Introduction

FEAR OF GOD

Fear of God, established in 2013 by Jerry Lorenzo, stands as a defiant challenge to traditional fashion norms, crafting not just clothing but a compelling cultural dialogue. This brand, rooted in the rich tapestry of 1990s American youth culture, reflects a blend of the era's grit and new-age elegance through its unique design ethos.

Jerry Lorenzo's approach is profoundly personal and unencumbered by conventional fashion training. His design philosophy centers on a deep understanding of cultural undercurrents combined with an innate sense of what is authentically cool. His collections, known for their fluid silhouettes and understated colors, capture a timeless narrative that resonates deeply with a diverse audience. Each piece that Fear of God releases is designed with intentionality, aiming to provide a seamless blend of functionality and sophistication. The clothing transcends typical streetwear, offering pieces that are versatile enough for everyday wear while also fitting into the upscale ambiance of high fashion. This duality is what makes the brand particularly striking and relevant.

In his continuing journey, Lorenzo has consistently shown a knack for insightful collaborations that enhance the brand's visibility and impact. These partnerships are not merely commercial but are crafted to weave the essence of Fear of God into the fabric of broader fashion discourse. By doing so, Fear of God is not just seen but felt, making an indelible mark on both the industry and its followers.

2. Target Consumers



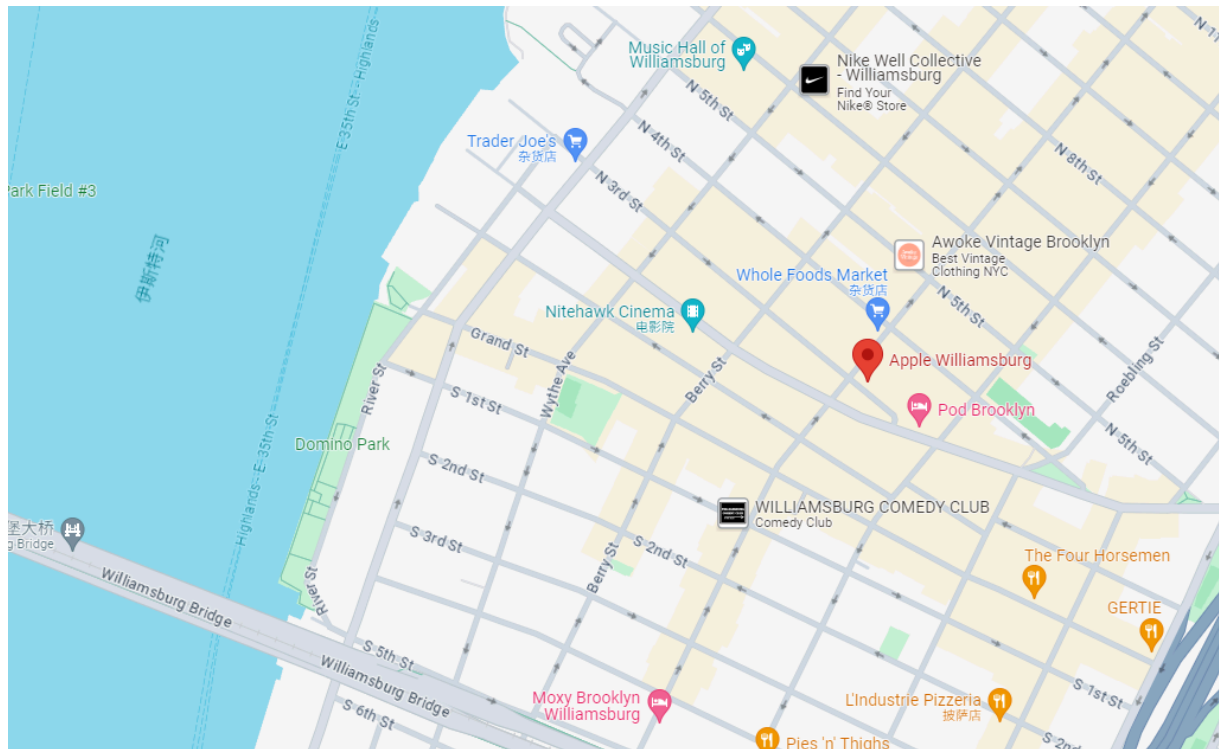
Fear of God appeals to a discerning demographic that values both luxury and streetwear elements in their wardrobe. This brand resonates with young adults, aged between 18 to 35, who are fashion-forward and appreciate high-quality, versatile pieces that blend contemporary aesthetics with timeless style. Typically, these consumers are urban, culturally savvy, and have a disposable income that allows them to invest in premium clothing. They are not just buying garments; they are adopting a lifestyle that aligns with the Fear of God ethos of effortless elegance and understated luxury.

This consumer group includes professionals in creative industries such as fashion, art, and entertainment, who seek to make bold statements through their attire while maintaining comfort and functionality. They are likely active on social media, influencing trends and drawing inspiration from a global community of similar-minded peers. The strategic pop-up store locations, like Williamsburg, are selected to cater to these trendsetters who are pivotal in shaping and spreading the brand narrative through word-of-mouth and digital influence.

In essence, Fear of God's target consumers are individuals at the intersection of culture and style, who view their clothing choices as an extension of their identity and personal brand.

3. Store Location

Since 2013, Fear Of God has been carving out a place for itself with simple, effortless and timeless styles. Originally offering elegant streetwear, the brand has since ventured into the quieter luxury sector, focusing on refined essentials.¹ And to be an American luxury product, FOG needs to make the brand more accessible to a wider range of local consumers. Therefore, the hope was to capitalize on this opportunity to explore and strengthen the brand's position in the fashion world while testing feedback from the local New York market.



Hence, the pop-up store was set up at 247 Bedford Ave, Brooklyn, NY 11211 (the current address of Apple Williamsburg). New York City is one of the world's epicenters of fashion, home to many well-known fashion brands and designers. Williamsburg, on the other hand, is one of the fashion and cultural centers of New York City, a community of 200,000 residents that used to be populated primarily by artists and immigrants. Today, with the spillover from Manhattan, much of Williamsburg has been taken over by the middle class, but remains an important center for fashion, music, art, food and nightlife. Its favorable location and culture have made it a mecca for young creatives all the time, attracting a wide range of fashion

¹ Shelton Boyd Griffith, "Fear of God Delivers an Explosive First Runway Show," *Essence*, April 21, 2023, <https://www.essence.com/gallery/fear-of-god-delivers-an-explosive-first-runway-show/>.

trendsetters with a high level of sensitivity to fashion. In addition, many fashion bloggers, netizens and influencers also like to hang out here.²

Around this address, there are a large number of trendy stores and buyer's stores such as Supreme, ALAND, etc., which have a similar target audience as Fear of God. Opening a pop-up store in this location allows the brand to directly reach a large number of target audiences and potential users, showcasing the brand's unique design and fashion style. At the same time, the presence of fashion bloggers and influencers can help attract more social media attention and exposure, boosting the brand's communication and marketing effectiveness on social media. Additionally, opening a pop-up store in Williamsburg can be used as a way to market test before opening a permanent brick-and-mortar location. By observing customer feedback and purchasing behavior, brands can better understand the needs and preferences of the local market and make more effective decisions and strategies for future development in the region.

In terms of rents, Williamsburg, especially along prime commercial corridors such as North 6th Street, has some of the highest rental prices in Brooklyn. Average rents in these areas can reach \$225 per square foot. A specific example on Grand Street in Williamsburg shows a monthly rent of approximately \$9,000 for a 1,994 square foot space. Prices vary widely for smaller retail spaces, but remain competitive due to the high demand in the area. And according to the report, asking rents in the Williamsburg retail market have risen over the past year, indicating that despite recent fluctuations in economic conditions, demand for retail space remains healthy and favorable for pop-up stores.

² "History of Williamsburg Brooklyn," Like a Local, accessed May 5, 2024, <https://www.likealocaltours.com/williamsburg-brooklyn-history/>.

4. Interior Design (materials and lay-out)



The interior design of the Fear of God pop-up store is based on the brand's philosophy, drawing inspiration from the latest fashion shows, as well as the design styles of previous stores in other cities. The core value of the FOG brand is the fusion of fashion and street culture, as well as religious elements to express the attitude of faith and reverence. The design of this pop-up store will be based on the theme of the desert, a desolate and mysterious landscape that not only has a post-apocalyptic feel, but also a futuristic feel, which complements the personality and style of the FOG brand, and is one of the elements commonly used by the brand as a representative element in advertising shoots. Through the use of sandy materials and colors, it creates a unique atmosphere that makes consumers feel like they are in the world of FOG.

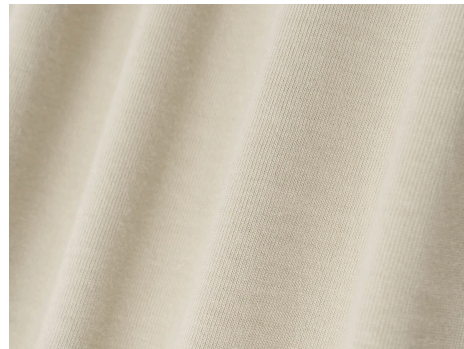




The overall color palette is based on the basic camel and light curry colors commonly found in FOG products, highlighting the brand's identity. In terms of materials, the store will have a desert-inspired texture in keeping with the theme, with sand-like materials used for the flooring and interior surfaces. This is achieved through the use of rough concrete and sandstone materials, creating a tactile experience in line with the brand's aesthetic and allowing customers to immerse themselves in the theme as soon as they enter the store.

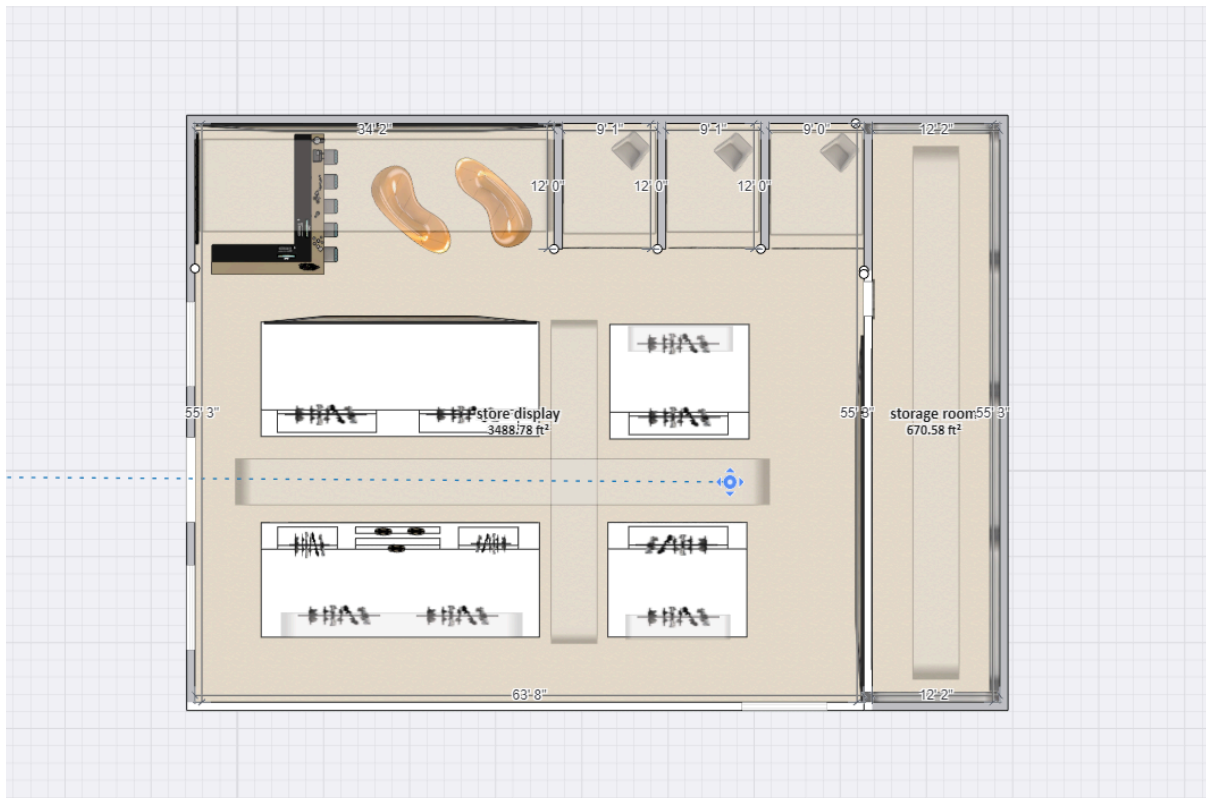


(Sandstone materials example)



(FOG classic fabric example)

As a salute to Fear of God's focus on high-quality fabrics and textiles, the four large trapezoidal exteriors of the apparel display area will be covered in fabrics commonly used by FOG for sweatshirts, echoing the merchandise while allowing customers to quickly get a feel for the products. In addition, there will be no doors between the fitting rooms, storage areas and display areas, which will all be separated by curtains made of the same fabric. This not only softens the space but creates a private area within the store. Curtains in land tones will enhance the beauty of the desert style while providing visual interest and texture.



In terms of layout, it is divided into four main areas: a clothing display area, a fitting room, a product storage area and a rest area. The clothing display area, the centerpiece of the store, is presented in an innovative display structure that echoes the geometric form of the sand dunes. The trapezoidal design of the display cabinets not only adds visual interest, but also optimizes the utilization of space for showcasing Fear of God's latest collection. Jerry Lorenzo, the brand's mastermind, has always emphasized, "I need to share every part of the Christian journey, the black journey, and not just the parts that people like to celebrate."³ Therefore, in the design of this area, four trapezoidal shapes were neatly aligned to flow out of the cross space offered to consumers to visit from an overhead perspective. Ceiling lights in the shape of crosses were also incorporated, and these elements serve as subtle reminders of Fear of God's brand philosophy and design inspirations, enriching the interior design, reinforcing the brand's identity, and creating a unifying experience for customers.

³ Levin, "Unveiling Fear of God Essentials Marketing Strategy – Woodward ...," WoodwardAvenue, October 11, 2023, <https://woodwardavenue.org/unveiling-fear-of-god-essentials-marketing-strategy/>.



The fitting rooms are located next to the back left of the clothing display area, each designed to provide privacy and comfort while remaining consistent with the overall desert theme through the consistent use of materials and lighting. And at the very back of the store is the merchandise storage area. Located behind the scenes, it ensures smooth replenishment and inventory management without distracting consumers from stopping to watch the brand's promotional videos. In addition, the lounge area is located to the left of the fitting rooms, providing a comfortable space for customers to rest and wait. The lounge area is equipped with a bar for checkout and a variety of drinks and interactive installation screens to make the shopping experience more enjoyable while waiting.

5. Merchandising Plan (product & visual)

When we developed an inventory and ordering strategy for Fear of God brand products, first, we categorized all the products on the official website. We counted the basic information of each product category, including product name, price, color, and size. We calculated the average price for each product category based on these data. However, our analysis found that specific product categories, such as outerwear and bottom, had large differences in price distributions. We decided to calculate the standard deviation of prices for each category. We found that categories with standard deviations greater than 1 had price outliers, which could affect our assessment of the average value of these product categories. To address this issue, we took a depolarization approach, removing the highest and lowest price data for those categories with price standard deviations greater than one. After the adjustment, we recalculated the AUR for these categories. The final adjusted AUR data is organized in Appendix A to C. This data will guide our inventory and ordering strategy for future products.

Buying Plan

In developing a six-month retail buying plan for the fall, we learned that our total budget was \$500,000. To more effectively respond to different sales cycles and market demands, we allocated this budget to three key sales phases.

First, August and September mark the first sales phase of the fall season. During this period, we focus on introducing new fall products to capture customer interest. Since this is the beginning of the season, we plan to allocate 30% of our total budget. Our product strategy will focus on tops and bottoms, as it has not yet cooled down, and consumer demand for heavy outerwear is relatively low. This phase aims to create an initial impression of the market and generate interest in our fall collection.

Next, October and November are the second sales phase of the fall season and are the most critical sales periods. During these two months, customer demand for fall/winter clothing will increase significantly as the weather turns cooler. Therefore, we have decided to allocate 50% of our total budget to this phase. During this phase, we will focus on introducing warmer and more fashionable products to meet the peak demand of the market.

Finally, December and January are the holiday sales phase. This usually brings a wave of shopping due to the Christmas and New Year holidays. With temperatures dropping to the

lowest of the year, there is an increased consumer demand for heavier outerwear. For this reason, we allocate 20% of our total budget to this phase.

By allocating the budget and planning the phases in this way, we can respond more precisely to market demand at different times of the year and ensure that the funds are utilized wisely.

Six-Month Merchandise Plan

As a brand-new offline store, the lack of historical sales data made it impossible to predict future sales performance based directly on past data. But it also gave us a blank canvas, allowing us to set and work toward goals. We set an optimistic sales goal of \$500,000 for the next six months. (See Appendix D) To reasonably forecast and allocate sales for each month, we used a 4-5-4 retail schedule to plan. This schedule shows the impact of various holidays and seasonal shopping peaks.

We observe that there will be several public holidays in September 2024, which usually affects retail sales performance. People are more inclined to purchase during holidays, especially during festivals and long holidays. As a result, even though our stores are newly opened, traffic and willingness to buy are expected to be higher than usual in September. Based on this forecast, we set a higher sales target than in August and decided to apply a 5% markdown in September to attract more customers and boost sales. We used the Stock/Sales Ratio as the main reference indicator. This ratio is important for measuring inventory levels and sales volume and helps us avoid inventory buildup and merchandise shortages. According to the Federal Reserve Economic Data website, the retail industry's general Stock/Sales Ratio usually fluctuates between 1.0 and 1.5⁴. Since our store has just opened, we expect to need more inventory initially to respond to market demand and potential sales fluctuations. Therefore, we have set a relatively high Stock/Sales Ratio of 1.7 for August.

October and November are the months with the highest sales activity volume in the annual sales cycle, including major holidays like Halloween and Thanksgiving. These holidays increase consumers' willingness to buy and are the perfect time for brands to offer bigger discounts to attract customers. Discounts are usually more aggressive in October and November compared to the late summer months of August and September. This strategy is designed to capitalize on the shopping rush in November when consumer buying activity

⁴ "Retailers: Inventories to Sales Ratio," FRED, April 15, 2024, <https://fred.stlouisfed.org/series/RETAILIRSA>.

peaks for the year. As a result, the Stock/Sales Ratio is typically lower than usual during this time, meaning that merchandise is turned over more quickly and inventory is more liquid.

As we move into December at the end of the year and January of the following year, the focus of sales shifts to capitalizing on the consumer rush of the Christmas and New Year holidays. This is the peak time for consumers to buy gifts and goods for use so we will maintain high promotional activity. As the season ends, January becomes a critical month for inventory clearance. To minimize the financial burden of excess inventory, we implemented unprecedentedly large price reductions, with the percentage of Markdowns coming to 40%.

Income Statement

During the six months, our Fear of God store operations in New York achieved significant business results. We will examine our financial performance during this period, particularly the key financial metrics of total revenue, costs, and net profit. (See Appendix E)

First, our total sales reached \$500,000. Typically, the cost-to-sales ratio in apparel retailing can range from 50% to 60% of the sales price.⁵ However, since our brand is not just about selling clothes, but also about providing a culture and added value to the brand.

Next, on the expense side, we know from external sources that Utilities and Connectivity costs in New York average between \$50 and \$500 per month, and Insurance costs average between \$500 and \$800 per month.⁶ Our store spends roughly in this range for these areas as well.

For employee payroll, we calculated our six-month payroll expenses based on a minimum hourly wage of \$16 in New York City.⁷ With the high cost of living in New York, a reasonable payroll will help keep employees motivated and loyal, essential to maintaining a high standard of customer service. (See Appendix F)

⁵ "Cogs: A Guide for Consumer Brands [2023]: Daasity," RSS, accessed May 6, 2024, <https://www.daasity.com/post/cost-of-goods-sold-cogs>.

⁶ "How Much Does It Cost to Open/Start/Launch Pop-up Shop," FinModelsLab, April 4, 2024, <https://finmodelslab.com/blogs/startup-costs/pop-up-shop-startup-costs>.

⁷ "New York State's Minimum Wage," The State of New York, accessed May 6, 2024, <https://www.ny.gov/new-york-states-minimum-wage/new-york-states-minimum-wage>.

In addition, the cost of rent for the stores was mentioned in the previous report. Rent is one of our fixed costs, and for retail space in a busy location, it is a necessary investment to ensure store traffic and brand exposure.

Considering all these factors, we have calculated a net profit of \$7,767.79. Although this may seem like a low figure, considering that we have invested heavily in promoting our brand awareness and cultural values for our purpose, this net profit indicates the sustainability of our operations and our growth potential.

6. Marketing Plan

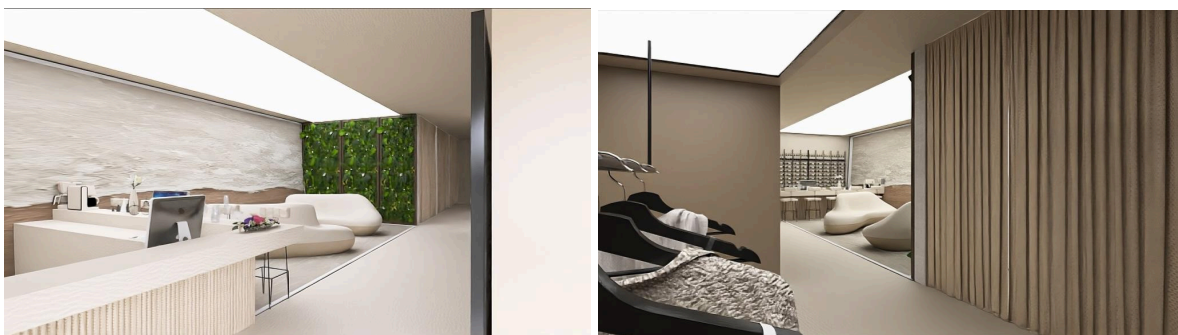
The "FoG2525" pop-up store represents a strategic initiative by Fear of God to create a unique retail experience that integrates futuristic technology with a desert theme. Through providing a series of immersive experiences, including sound effects, interactive LED floor, Augmented reality wall display, cocktail bar, and plant cultivation installation, this market plan outlines a comprehensive approach to engaging a diverse customer base, enhancing brand visibility, and providing an immersive environment that educates and entertains.

Immersive in-store experience

Augmented Reality Wall will display desolate scenes of futuristic Brooklyn and New York set in a desert landscape. Meanwhile, Interactive LED Floors will engage visitors physically by reacting dynamically as they move across the space, with visual effects such as cracking ground that mimics the desert.

Ambient sound design will enhance the atmosphere, with audio elements such as wind-swept dunes, distant thunderstorms, and wildlife sounds, creating an enveloping sensory experience that complements the visual and interactive components.

Together, these elements create a captivating and fully immersive environment for the consumer, drawing them into a world where technology and nature intersects. The combination of visual, tactile, and auditory stimulation ensures that every visitor to the "FoG2525" pop-up store leaves with a memorable experience that reinforces the Fear of God brand as a pioneer in merging fashion with futuristic and environmental themes.



Plant Cultivation System

This advanced cultivation technique uses mist to deliver water and nutrients to the roots of plants. Aeroponics requires significantly less water than hydroponics, making it ideal for a

desert environment. The system can include fine mist sprayers that intermittently moisten the roots, drastically reducing water usage. It incorporates solar-powered systems to run the pumps and misters, emphasizing energy efficiency and sustainability in a desert setting. The aesthetic of the cultivation system will mimic natural desert landscapes. Using sandy colors, stone textures, and rustic metallic frames, it provides a feeling like an extension of the desert, blending technology with the natural environment. Touch screen displays will offer details about the types of plants being grown, why they are suitable for desert conditions, and how these methods can be applied in similar climates around the world.

The Desert-Tech Plant Cultivation System within the "FoG2525" pop-up store serves several significant purposes, particularly in enhancing customer engagement, and highlighting FoG's brand reputation. By integrating touchscreen displays and interactive elements that allow customers to learn about each plant and its growth process, the system encourages active participation rather than passive observation. This level of interaction not only enhances the learning experience but also increases the time visitors spend in the store, deepening their engagement with the brand. Furthermore, It highlights Fear of God's commitment to innovation—not just in fashion but in broader ecological and technological applications.

Desert Survival Guide

Providing a Desert Survival Guide as a complimentary gift serves as a memorable keepsake that reminds them of their experience at the store. Also, the Desert Survival Guide encourages continued interaction with the brand even after visitors leave the pop-up store. For example, the "Desert Recipe" in the guidance can become a hashtag campaign on social media through encouraging people to cook as the recipe. Additionally, through the guide, Fear of God narrates a story that aligns with the aesthetic and ethos of the brand. This storytelling not only captivates but also deepens the consumer's understanding of the brand's values and vision. In the aspect of revenue, a bar can significantly increase the revenue potential of the pop-up store. Beverages, particularly specialty cocktails, have high profit margins and can attract a diverse clientele. Offering unique, thematic drinks can also entice visitors who might be more interested in the experiential aspect of the pop-up than in shopping. Finally, this space can also be used to host VIP events, media gatherings, or private parties, which can generate additional publicity and provide exclusive experiences to influencers and key customers.

Bar in Pop-up store

A bar within the pop-up store provides a social space where visitors can relax and engage with each other in a comfortable setting. This makes the shopping experience more enjoyable and less transactional, encouraging guests to spend more time within the store. By offering specially crafted cocktails such as the Mirage Martini, Solar Flare, and Desert Night, the bar reinforces the desert-tech theme of the pop-up.

Market Timeline

1 Month Before Opening: Teaser Video Release

Begin releasing a series of captivating teaser videos on social media. These videos will introduce the desert-tech theme, highlight key attractions of the pop-up store, and hint at the unique experiences that await visitors. Release a new teaser video each week leading up to the opening to keep the audience engaged and anticipating more.

3 Weeks Before Opening: Social Media Hashtag Campaign Launch

Introduce the hashtag #FearOfGod2525 and encourage followers to use it when discussing the pop-up store. Kick off the campaign with a user-generated content contest to increase engagement and spread awareness.

2 Weeks Before Opening: Exclusive Preview Invitations

Send out invitations to a select group of customers, influencers, press members, and local leaders for exclusive previews. These invitations should include details of the event and highlight the exclusive experiences and opportunities for coverage that attendees can expect.

1 Week Before Opening: Exclusive Previews

Host exclusive preview events where invited guests can experience the pop-up store firsthand. These previews serve as both a testing ground for operational aspects and a way to generate buzz among influential community members. Collect feedback from attendees to make any necessary adjustments before the public opening.

Opening Day

Live Streaming: Conduct live streaming of the opening day festivities on various platforms such as Instagram, Facebook, and YouTube. Ensure the live stream showcases key activities,

special moments, and interviews with visitors, effectively capturing the excitement and unique aspects of the pop-up store.

Official Hashtag Campaign Kickoff: Amplify the use of the #FearOfGod2525 hashtag by encouraging visitors on opening day to share their experiences, photos, and videos using the hashtag. Offer incentives such as discounts or a chance to win exclusive merchandise to encourage participation.

1 Week After Opening: Behind-the-Scenes Post Series

Begin sharing a series of behind-the-scenes posts about the creation and daily operations of the pop-up store. This could include highlights from the design process, interviews with the team, and insights into the unique technologies used at the store. Post these regularly to maintain interest and engagement.

Ongoing Activities

Continuous Social Media Engagement: Keep the momentum going with regular updates, interactive posts, and spotlight features on different aspects of the pop-up store. Respond to user comments and shares to maintain a high level of engagement throughout the operational period of the pop-up store. Continuously monitor the performance of all marketing activities, using insights and data to adapt strategies as necessary to maximize reach and engagement throughout the lifespan of the pop-up store.

7. Conclusion

The Fear of God pop-up store at 247 Bedford Avenue in Williamsburg effectively leverages a strategic location to enhance the brand's visibility and appeal within a vibrant fashion hub of New York City. By situating itself in a district known for its artistic flair and fashion-forward community, Fear of God taps into a dynamic market of young, style-conscious consumers. The store's design is a testament to the brand's core philosophy, blending luxury and streetwear in a way that complements the surrounding culture and attracts the brand's target audience.

This initiative not only serves to increase direct consumer engagement through its unique thematic elements and high-quality product offerings but also acts as a live experiment in market dynamics. The insights gained from customer interactions and sales performance provide actionable data that can influence future marketing strategies and product developments. Moreover, the pop-up's success could serve as a model for expanding Fear of God's physical retail presence both in other parts of New York and across strategic locations nationwide.

In sum, the Williamsburg pop-up is more than just a temporary retail space; it is a strategic asset that bolsters Fear of God's market position, enhances customer loyalty, and serves as a blueprint for future growth initiatives. The project's outcomes will likely have lasting impacts on the brand's strategy in the competitive landscape of luxury streetwear.

8. Appendix (Financial Plans+Store Operations)

Appendix A

FALL 1 (30%)	Aug. and Sept.									
Total Buy Budget	\$150,000.00									
	Quantity	Proportion	Budget	AUR	Units	Actual Units	Scale	Sku's	Actual Sku	
Top	44	23.53%	\$35,294.12	\$981.52	36.0	36	4	4	9.0	9
Bottom	43	22.99%	\$34,491.98	\$1,138.00	30.3	30	4	4	7.5	7
Outerwear	40	21.39%	\$32,085.56	\$3,043.00	10.5	10	4	4	2.5	2
Suiting	32	17.11%	\$25,668.45	\$2,110.28	12.2	12	4	4	3.0	3
Footwear	18	9.63%	\$14,438.50	\$945.00	15.3	15	6	6	2.5	2
Accessories	10	5.35%	\$8,021.39	\$1,355.71	5.9	5	1	1	5.0	5
Total	187	100.00%	\$150,000.00							

Appendix B

FALL 2 (50%)	Oct. and Nov.									
Total Buy Budget	\$250,000.00									
	Quantity	Proportion	Budget	AUR	Units	Actual Units	Scale	Sku's	Actual Units	
Top	20	10.64%	\$26,595.74	\$981.52	27.1	27	4	4	6.8	6
Bottom	20	10.64%	\$26,595.74	\$1,138.00	23.4	23	4	4	5.8	5
Outerwear	60	31.91%	\$79,787.23	\$3,043.00	26.2	26	4	4	6.5	6
Suiting	60	31.91%	\$79,787.23	\$2,110.28	37.8	37	4	4	9.3	9
Footwear	18	9.57%	\$23,936.17	\$945.00	25.3	25	6	6	4.2	4
Accessories	10	5.32%	\$13,297.87	\$1,355.71	9.8	9	1	1	9.0	9
Total	188	100.00%	\$250,000.00							

Appendix C

HOLIDAY (20%)	Dec. and Jan.									
Total Buy Budget	\$100,000.00									
	Quantity	Proportion	Budget	AUR	Units	Actual Units	Scale	Sku's	Actual Units	
Top	10	4.59%	\$4,587.16	\$981.52	4.7	4	4	4	1.0	1
Bottom	20	9.17%	\$9,174.31	\$1,138.00	8.1	8	4	4	2.0	2
Outerwear	80	36.70%	\$36,697.25	\$3,043.00	12.1	12	4	4	3.0	3
Suiting	80	36.70%	\$36,697.25	\$2,110.28	17.4	17	4	4	4.3	4
Footwear	18	8.26%	\$8,256.88	\$945.00	8.7	8	6	6	1.3	1
Accessories	10	4.59%	\$4,587.16	\$1,355.71	3.4	3	1	1	3.0	3
Total	218	100.00%	\$100,000.00							

Appendix D

Six Month Merchandise Plan		Plan (This Year)						Actual (Last Year)
		August	September	October	November	December	January	Season Total
Workroom Cost								
Cash Discount %					5.00%			
Seasonal Stock Turnover					4.58			
Shortages					2.00%			
Average Stock					\$109,142.86			
Markdown %					16.67%			
Fall 2024		August	September	October	November	December	January	Season Total
Sales	Last Year							
	Plan	\$70,000.00	\$80,000.00	\$100,000.00	\$150,000.00	\$75,000.00	\$25,000.00	\$500,000.00
	%	14.00%	16.00%	20.00%	30.00%	15.00%	5.00%	100.00%
	Revised							57.00%
Actual								
Retail Stock BOM	Last Year							
	Plan	\$119,000.00	\$120,000.00	\$130,000.00	\$150,000.00	\$97,500.00	\$40,000.00	\$656,500.00
	Stock/Sales Ratio	1.7	1.5	1.3	1	1.3	1.6	
	Rvised							
Actual								
Markdowns	Last Year							
	Plan	\$0.00	\$0.00	\$10,000.00	\$30,000.00	\$22,500.00	\$10,000.00	\$83,333.33
	%	0.00%	0.00%	10.00%	20.00%	30.00%	40.00%	16.67%
	Rvised							
Actual								
Retail Purchases	Last Year							
	Plan	\$71,000.00	\$90,000.00	\$130,000.00	\$127,500.00	\$40,000.00	\$102,500.00	\$561,000.00
	Rvised							
	Actual							
Cost Purchases	Last Year							
	Plan	\$30,530.00	\$38,700.00	\$55,900.00	\$54,825.00	\$17,200.00	\$44,075.00	
	IMU %	57.00%	57.00%	57.00%	57.00%	57.00%	57.00%	
	Rvised							
Actual								
Ending Stock	Last Year							
	Plan	\$120,000.00	\$130,000.00	\$150,000.00	\$97,500.00	\$40,000.00	\$107,500.00	\$645,000.00
	Rvised							
	Actual							

Appendix E

INCOME STATEMENT		
REVENUE		
Gross Sales	\$500,000.00	
Returns & Allowances	\$25,000.00	5%
Net Sales	\$475,000.00	
COGS	\$190,000.00	40%
Gross Profit	\$285,000.00	60%
Gross Margin	60%	
EXPENSES		
Marketing Expenses	\$10,000	
Utilities and Connectivity	\$3,000	
Setup and Decor	\$20,000	
Rent	\$54,000	
Professional Fees	\$3,000	
Insurance	\$3,000	
Salaries and Benefits	\$145,167	
	\$238,167	84%
Operating income/Earnings EBITDA	\$46,832.64	16%
Interest	\$12,000	
Amortization and Depreciation	\$25,000	
EBT	\$9,832.64	
Taxes	\$2,064.85	21%
Net Earnings/Income	\$7,767.79	

Appendix F

Title	Name	Hourly Rate
Manager / key holder	Emily	\$24.50
Asst. Manager / key holder	Michael	\$20.50
Part Time/ key holder	Sarah	\$16.00
Part Time/ key holder	James	\$16.00
Intern	Chloe	N/A
Intern	Ethan	N/A
Security	Grace	\$19.66
Security	William	\$19.66
		\$116.32

Appendix G

Fear of God Pop-Up Store Operation Guide

1. Store Hours and Staff Shifts

- Operating Hours: 10 AM - 9 PM, Monday through Sunday.
- Shifts: Two shifts for staff - Morning (9:30 AM - 4 PM) and Evening (3:30 PM - 10 PM)

2. Staff Roles and Responsibilities

- Store Manager:
 - Oversee daily operations, staff performance, and customer interactions.
 - Manage inventory and ensure stock levels meet daily demands.
 - Coordinate with the marketing team to implement promotional activities.
- Assistant Manager:
 - Assist the manager in operational duties and take charge in their absence.
 - Handle scheduling and staff issues.
- Sales Assistants:
 - Engage with customers, offering insights into products and the brand story.
 - Maintain the store's appearance, ensuring it is clean, and products are well displayed.
 - Manage the bar area, ensuring a welcoming and efficient service environment.
 - Prepare and serve drinks while maintaining a clean and organized bar.
- Intern:
 - Assist various departments, including sales, inventory, and customer service, to better understand store operations.

- Participate in special projects and marketing initiatives, providing support and creative input.
- Manage the bar area, ensuring a welcoming and efficient service environment.
- Prepare and serve drinks while maintaining a clean and organized bar.
- Security:
 - Ensure the safety of staff, customers, and store assets.
 - Monitor the store entrance and manage crowd control.

3. Customer Service Standards

- Greeting Protocol: Warmly greet customers entering the store, offer assistance, and guide them through the immersive features.
- Handling Inquiries: Provide detailed product information and assistance in fitting rooms.
- Checkout Process: Ensure a smooth and efficient checkout process, mentioning return policies and upcoming promotions.

4. Inventory Management

- Stock Checks: Conduct daily stock checks before opening and after closing to monitor and reorder stock as necessary.
- Display Maintenance: Regularly update product displays to highlight new arrivals and best sellers, maintaining an engaging visual appeal.

5. Emergency Procedures

- Fire Safety: Ensure all staff are trained on the evacuation plan and location of fire extinguishers.
- Theft or Disturbance: Staff should immediately alert security in case of theft or significant disturbance. To ensure safety, follow a non-confrontational policy.

6. Maintenance of Store Ambiance

- Cleaning Schedule: Implement a rigorous cleaning schedule before opening and after closing, as well as spot cleaning throughout the day.
- Atmosphere Control: Regularly check the sound system, interactive installations, and lighting to ensure they function correctly and enhance the customer experience.

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