



THE “NEW DAVIDS”

TRAUB

Overview


Since the great recession, the influx of new e-commerce driven businesses, competing across fashion, beauty, accessories and home goods is more impactful than many realize. We call these brands the “New Davids.”


The common thread the “New Davids” share is that they deliver exceptional service, quality and value to consumers through direct channels.


There are also a new group of celebrity driven companies that are building substantial businesses through a combination of great product and the power of social media.

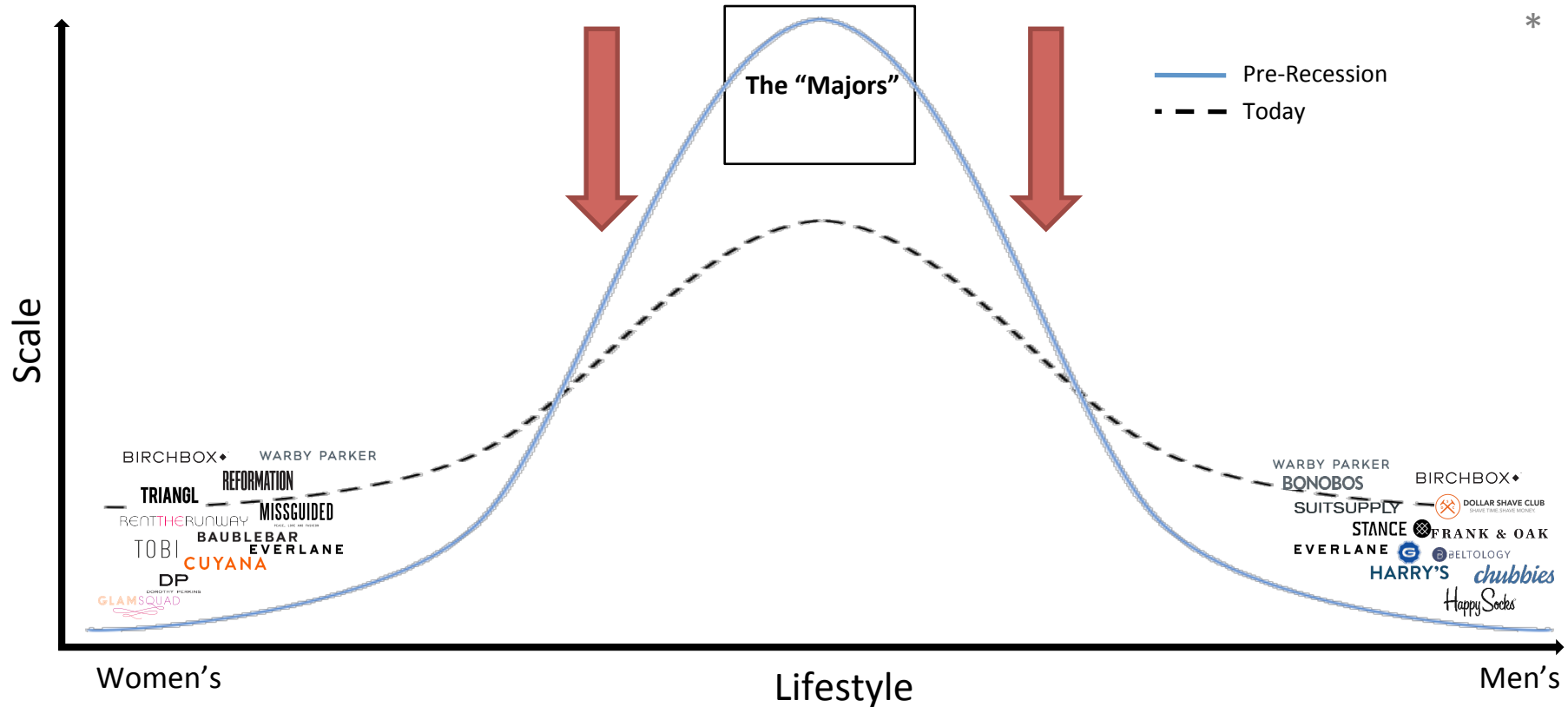
In the attached infographics, we highlight the multitude of such companies. We welcome your thoughts on new additions.

The “New Davids” are Taking Market Share

 The impact of the new e-commerce driven brands is that the “long tail” is lengthening and deepening across all categories (women, men, beauty, accessories and home)

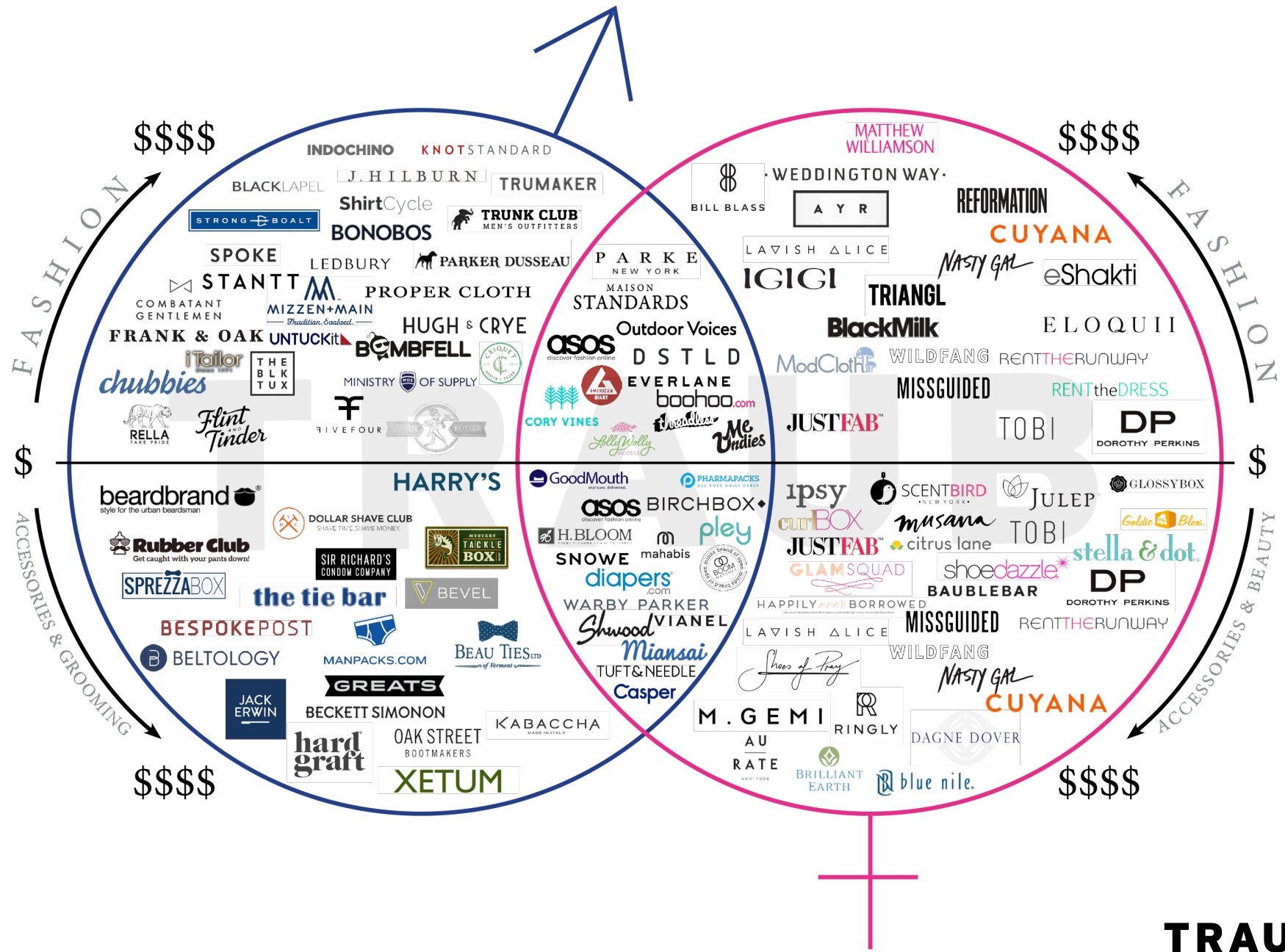
 In a retail environment that is experiencing low single digit growth, these new entrants are corrosive to those ‘majors’ who have not yet adopted many of the next generation omni-channel business methodologies

 Social media has enabled brands to quickly adapt to evolving consumer preferences and achieve meaningful scale in a shorter amount of time

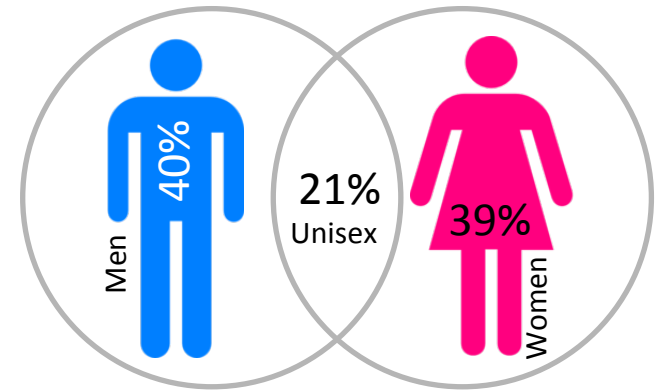


*This is simply a snapshot of the new entrants. The following page highlights a comprehensive list

E-commerce Driven Brands – The “New Davids”



“New Davids” by the Numbers...



What do they have in common?



These new entrants are paving the way with their direct to consumer methodologies and digital marketing strategies

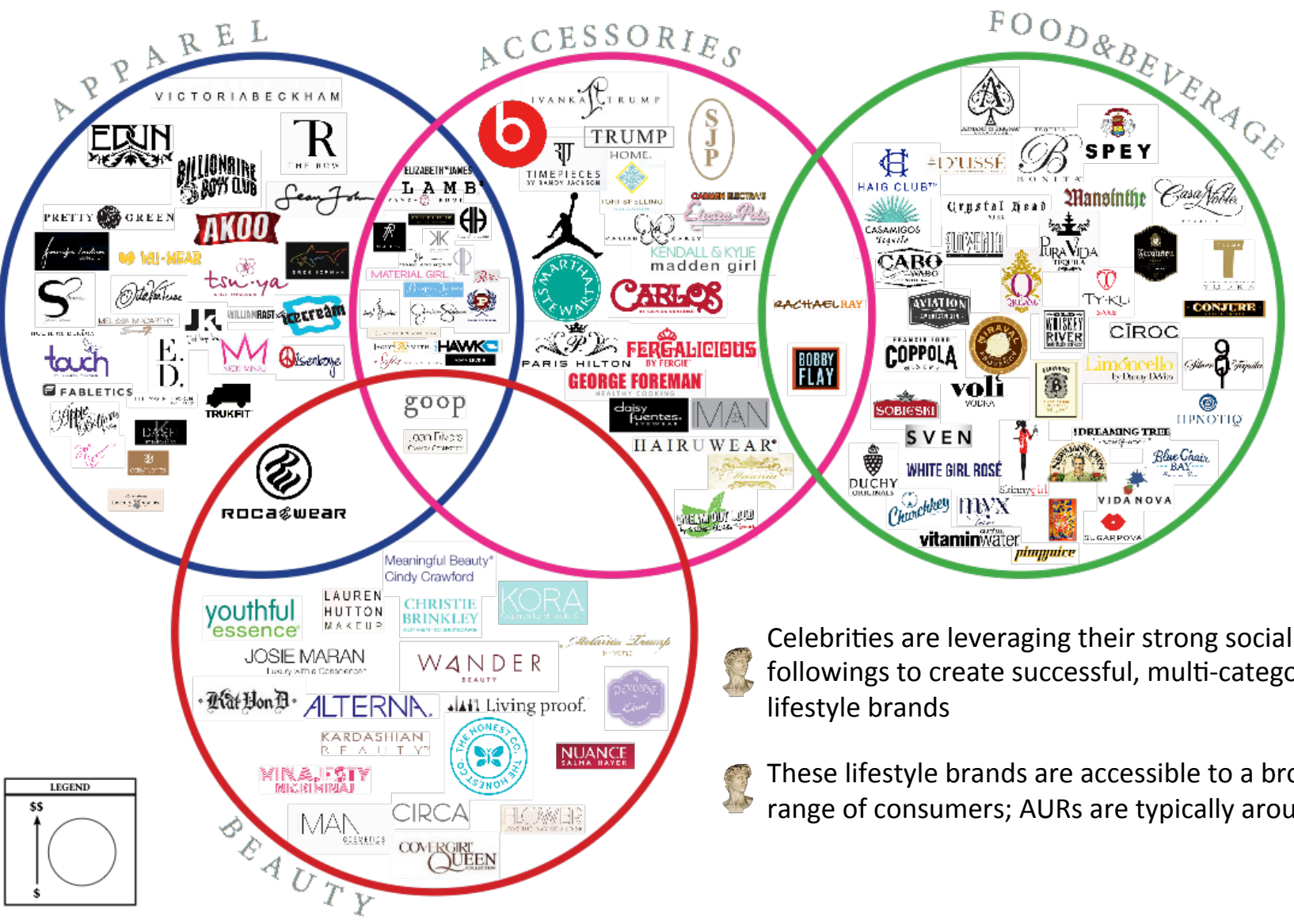


While the “New Davids” start e-commerce driven businesses, many are amplifying their direct model by a targeted brick & mortar strategy



The power of their e-commerce data enables these brands to scope out potential new markets for brick and mortar stores

Power of the Celebrity & Leveraging Social Media to Build Brands



Celebrities are leveraging their strong social media followings to create successful, multi-category lifestyle brands

These lifestyle brands are accessible to a broad range of consumers; AURs are typically around \$50

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