



URBAN OUTFITTERS

MARKET ANALYSIS

- Richard Hayne is CEO and Chairman of the Board of Directors of Urban Outfitters, Inc. (URBN)
- Since the opening of their first store, they have cultivated a community of individuals, and aim to provide an inclusive platform through which customers, coworkers, partners, and followers can express themselves.
- Today, Urban Outfitters positions itself as a trend-focused lifestyle brand for Gen Z, blending fashion, culture, and community.

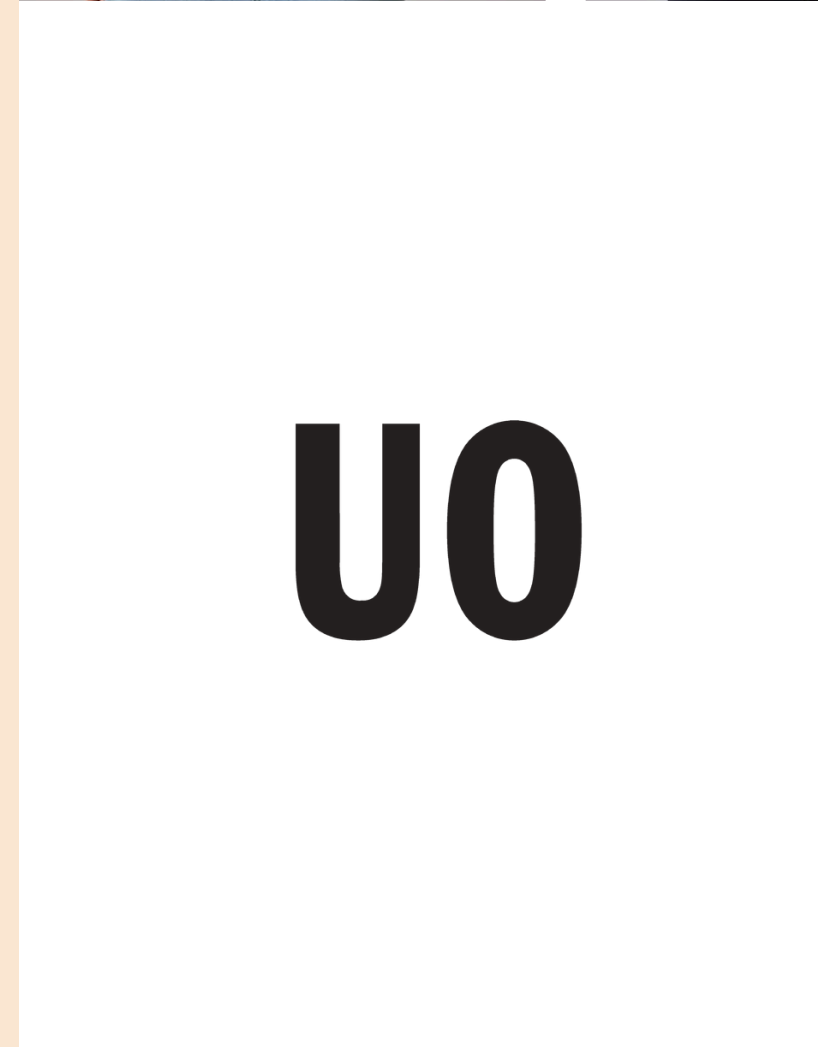
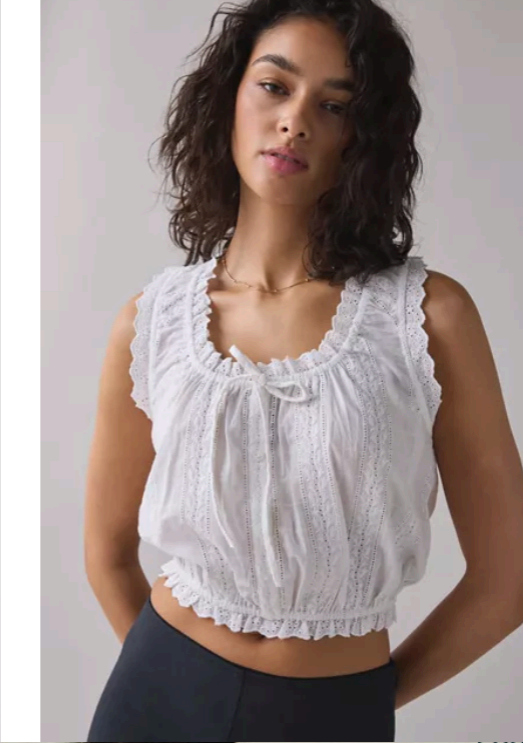
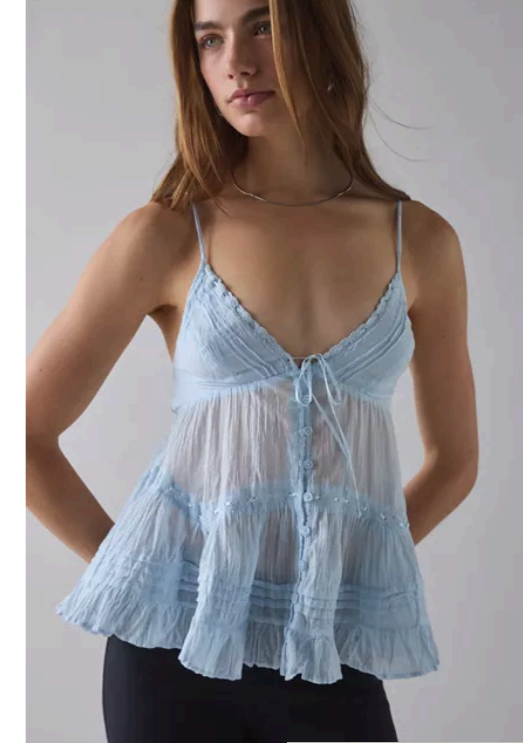
TARGET AUDIENCE

GENERATIONAL COHORT: GEN Z
16-26

CLIENT: SELF-EXPRESSIVE INDIVIDUAL

LOCATION: GLOBAL

- This segment includes college students and urban dwellers who embrace alternative fashion, creativity, and self-expression.
- They value individuality, affordability, and brands that reflect social and cultural awareness.
- Aligned with fast-moving trends



FEMININE BOHEMIAN: SILHOUETTE RESEARCH

The silhouettes consist of off-the-shoulder woven tops, camis, and relaxed yet structured bottoms. Foldover waist details, balloon shapes, and wide-leg pants will be present in Spring/Summer 2027 collections, emphasizing comfort while maintaining a fashion-forward look. Lightweight layering pieces, cropped proportions, and fluid draping will also play a key role, creating effortless outfits suited for warm weather.



FUTURE SNOOPS, CIELLE CLOTHING, S/S 2027



FUTURE SNOOPS, SOPHIES, S/S 2027



FUTURE SNOOPS, SIEDRAS, S/S 2027



FUTURE SNOOPS, PRINCESS POLLY, S/S 2027



FUTURE SNOOPS, SIEDRAS, S/S 2027



WGSN, HOUSE OF AAMA, S/S 2027



WGSN, BALMAIN, S/S 2027



FUTURE SNOOPS, PALOMA WOOL, S/S 2027



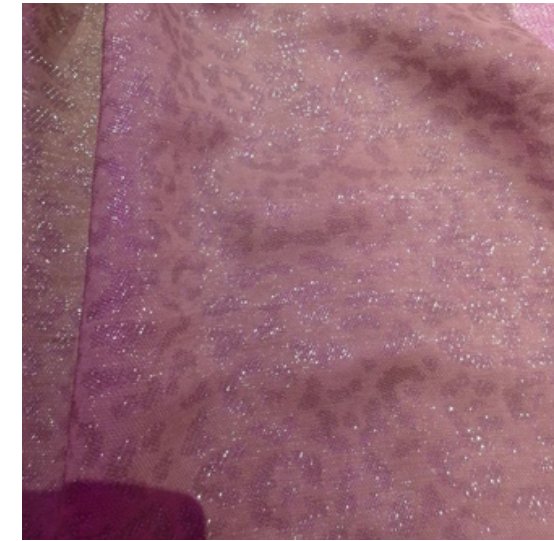
WGSN, YULIA VORONOVA, S/S 2027

FEMININE BOHEMIAN: FABRIC RESEARCH

These fabrics will be perfect for draping and layering with their lightweight materials. Organza, satin, flocked mesh lace, jersey knit, cambric, and chiffon will make for the perfect symphony of Spring/Summer garments.



MESH LACE



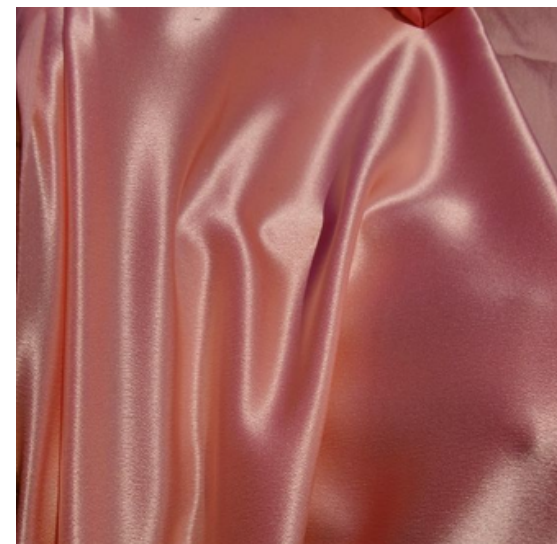
ORGANZA



JERSEY KNIT



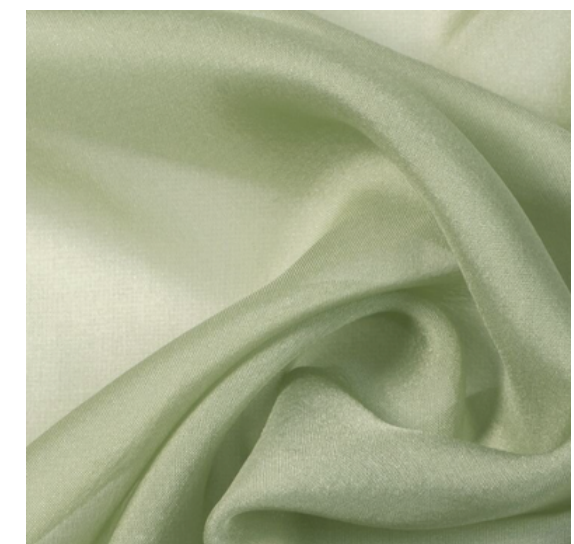
LACE



SATIN



CAMBRIC



CHIFFON



FUTURE SNOOPS, LGA, S/S 27



FUTURE SNOOPS, ELSA, S/S 27



FUTURE SNOOPS, MANGO, S/S 27

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TREND RESEARCH FEMININE BOHEMIAN: COLORS

NATURAL, EARTHY, AND FEMININE

The spring/summer 2027 colors will be inspired by natural elements found in the environment, including warm earth tones, sun-washed neutrals, ocean blues, leafy greens, and soft floral hues that reflect the freshness of the spring/summer season.

SWATCHES RETRIEVED FROM WGSN AND FUTURE SNOOPS MARCH 17, 2026



WGSN, JOHANNA ORTIZ, S/S 27



FUTURE SNOOPS, CAROLINA K, S/S 27



FUTURE SNOOPS, S/S 27



WGSN, LEE JEANS, S/S 27



FUTURE SNOOPS, MESHKI S/S 27



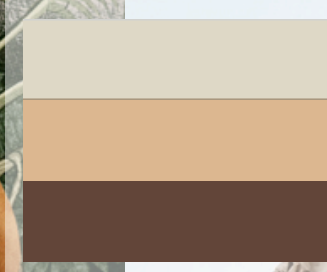
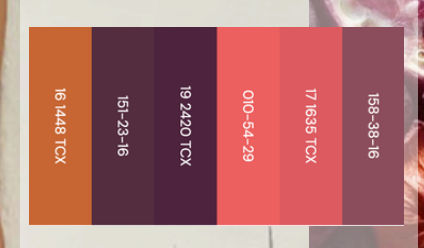
FUTURE SNOOPS, JOHANNA ORTIZ, S/S 27



WGSN, ZIMMERMANN, S/S 27



FUTURE SNOOPS, LOEWE S/S 27



TREND RESEARCH FEMININE BOHEMIAN: PATTERNS

NATURAL, EARTHY, AND FEMININE

The spring/summer 2027 patter will draw influence from organic textures and animal prints, such as zebra and snake, combined with floral and botanical designs to create a balance between wild and natural beauty.



FUTURE SNOOPS, MARFA, S/S 27



FUTURE SNOOPS, EYRO, S/S 27



WGSN, JADED LONDON, S/S 27



FUTURE SNOOPS, MOTEL ROCKS, S/S 27



FUTURE SNOOPS, TISSE, S/S 27



WGSN, AGUA BENDITA, S/S 27

FEMININE BOHEMIAN STYLE

WHILE THE POLITICAL ENVIRONMENT SHIFTS TOWARDS A MORE CONSERVATIVE OUTLOOK, CONSUMER TRENDS WILL BE LEANING TOWARDS A STYLE COMBINING BOTH FEMINITY AND FREEDOM.



FUTURE SNOOPS, ERES, S/S 27



RUSTIC

FUTURE SNOOPS, MIMIMOOCHEE, S/S 27



FUTURE SNOOPS, STUDIO ROLLO, S/S 27



NATURAL

FUTURE SNOOPS, DIOTIMA, S/S 27



FUTURE SNOOPS, CARLA HERNANDEZ, S/S 27



FUTURE SNOOPS, REALISATION PAR, S/S 27



LAYERED

FUTURE SNOOPS, VICTORIA BURNS, S/S 27

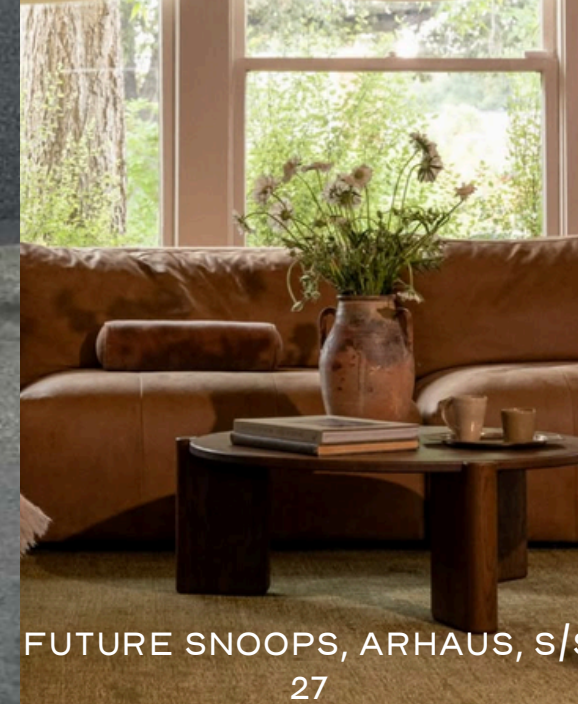


FREEDOM

WGSN, FOZ, SPRING/SUMMER 2027



WGSN, JEANETTEMADSEN, S/S 27



FUTURE SNOOPS, ARHAUS, S/S 27



FEMININE

FUTURE SNOOPS, SIR, S/S 27



FUTURE SNOOPS, TROPIC OF C, S/S 27

Renee

UO





THE THEME FOCUSES ON THE CONNECTION BETWEEN NATURE AND FASHION, USING COLORS AND PRINTS THAT REFLECT MOVEMENT, GROWTH, AND THE VIBRANCY OF THE OUTDOORS DURING THE WARMER SEASONS.







FEMININE BOHEMIAN: COLOR PALETTE

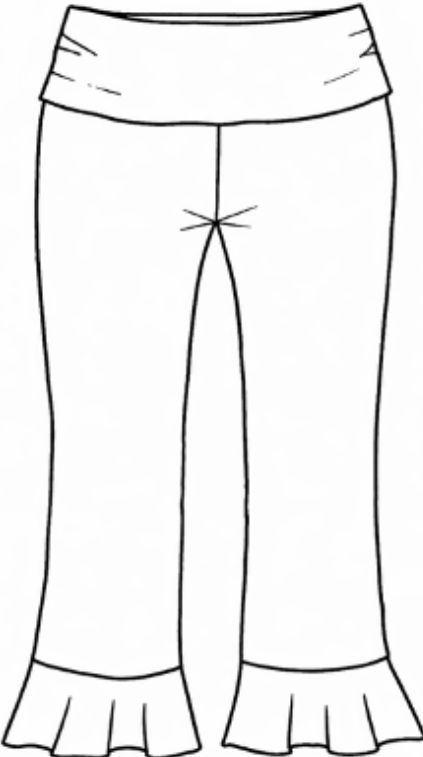


Renee

| FM 204 Assignment 3A - Color Assortments | | | |
|--|--|--|---|
| Brand | Urban Outfitters | Season: | Spring/Summer 2027 |
| Classification: | Basic Knit Top | Group Name | Feminine Bohemian |
| Current Style | Inspiration: Future Snoops, Cielle Clothing, S/S 2027 | Style Description: | Off-the-shoulder tee with baggy sleeves and fitted bodice. |
|  |  | Fabrication: Ponte? Twill Weave? : | Interlock knit |
| | | 100% Cotton? Wool? | 90% Cotton, 10% Spandex |
| | | Design Details: Pleats? Neckline? | None |
| | | Trims : Buttons, Zippers, etc) | None |
| | | Adaptions made from inspo- & Why? | Off-the-shoulder silhouettes are forecasted for Spring/Summer 2027. This basic top has been altered to represent this predicted style, and gives a more relaxed look to the key item. |
| Developed Style | | | |
|  | | Colors: |  |
| | | Color Names-Themed | Poppy, Iris, Blue Lotus, Olive Leaf, Cacao, Ash Tree, Calla Lily |

FM 204 Assignment 3A - Color Assortments








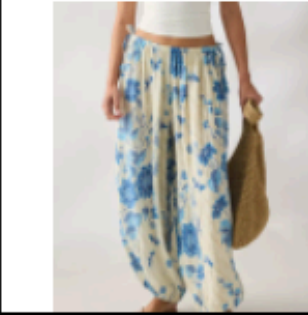


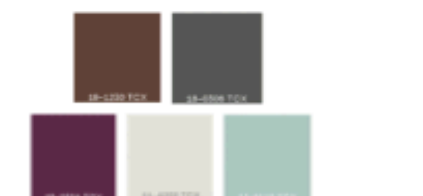


| | | | |
|--|---|---|---|
| Brand | Urban Outfitters | Season: | Spring/Summer 2027 |
| Classification: | Fashion Top | Group Name | Feminine Bohemian |
| Current Style | Inspiration: Fashion Snoops, Siedres, S/S 2027 | Style Description: | Babydoll halter tank with open front and center tie. The bodice is layered with ruffles and lace. |
|  |  | Fabrication: Ponte? Twill Weave? : | Woven |
| | | Fiber Content: 100% Cotton? Wool? | Self: %100 polyester Contrast: 100% Nylon |
| | | Design Details: Pleats | Ruffles and ruching |
| | | Trims : Buttons, Zippers, etc) | Ties, Lace trim |
| | | Adaptions made from inspo- &- Why? | Fashion tops with an open front and tie at the chest are forecasted for Spring/Summer 2027. |
| Developed Style | | | |
|  | | Colors: |  |
| | | Color Names- Themed | Poppy, Coral Hibiscus, Elderberry, Eucalyptus, Golden Sage, Calla Lily |

| FM 204 Assignment 3A - Color Assortments | | | |
|--|---|---------------------------------------|--|
| Brand | Urban Outfitters | Season: | Spring/Summer 2027 |
| Classification: | Knit pant | Group Name | Feminine Bohemian |
| Current Style | Inspiration: WGSN, House of Aama, S/S 2027 | Style Description: | Knee-length, wide leg silhouette with ruffle hems. Designed in a so soft performance knit with a wide foldover waistband for a personalized look |
|  |  | Fabrication: Ponte? | |
| | | Twill Weave? : | Jersey knit |
| | | 100% Cotton? Wool? | 95% Cotton / 5% Spandex |
| | | Design Details: Pleat | Ruffle hem |
| | | Trims : Buttons, Zippers, etc) | No trims |
| Adaptions made from inspo- &- Why? | Ruffled hem capris are forecasted for Spring/Summer 2027, adding a touch a feminitiy and comfortability to the collection. Less wide leg. | | |
| Developed Style | | | |
|  | | Colors: |  |
| | | Color Names- Themed | Elderberry, Calla Lily, Eucalyptus, Cacao, Ash Tree |

UO

S/S 2027

| | | | |
|---|---|--|---|
| Brand | Urban Outfitters | Season: | Spring/Summer 2027 |
| Classification: | Patterned Woven Pants | Group Name | Feminine Bohemian |
| Current Style | Inspiration: Future Snoops, Paloma Wool, Spring/Summer 2027 | Style Description: | Balloon pants designed in a lightweight, cotton blend gauze for an effortless vibe. Baggy pants featuring a ruched drawstring waistband for a personalized look and fit, loose leg fit and cinched hems. |
|  |  | Fabrication: Ponte? | Plain Weave |
| | | Twill Weave? : | |
| | | Fiber Content: 100% Cotton? Wool? | 100% Cotton |
| | | Design Details: Pleats? | Foldover Waist, Elastic Waistband |
| | | Trims : Buttons, Zippers, etc) | Waistband Tie |
| | | Adaptions made from inspo- &- Why? | Foldover waists on pants are forecasted for Spring/Summer 2027. The foldover waist adds an interesting aspect to these breathable and summery pants. Shell/animal prints are forecasted, and this print reflects this naturalistic and bohemian feel. Leg hems will be uncinched. |
| Developed Style | | | |
|  |  | Print: WGSN, Amanda Kelly Design Studio, S/S 27 |   |
| | | Colors: |  |
| | | Color Names- Themed | Cacao/Tail Grass/Calla Lily, Blue Lotus/Eucalyptus/Calla Lily |

| FM204 - Final Project Line Assortment | | | | | | | | |
|---|---|---|-------------------|---|--|---|---|--|
| Brand | Urban Outfitters | | Season: S/S 2027 | S/S 2027 | | Group Name: | Feminine Bohemian | |
| Style Number: | UO101 | | Style Number: | UO102 | | Style Number: | UO104 | |
| Style Description | Off-the-shoulder tee with baggy sleeves and fitted bodice. | | Style Description | Babydoll halter tank with open front and center tie. | | Style Description | Slim fit capris with ruffles hems and foldover waist. | |
| Style Description | Wide leg pants with foldover waist and a ruched drawstring waistband. | | | | | | | |
|  | |  | |  | |  | | |
|  | |  | |  | |  | | |
|  | |  | |  | |  | | |
| Fabrication: | Interlock Knit | | Fabrication: | Woven | | Fabrication: | Jersey Knit | |
| Fiber Content: | 90% Cotton, 10% Spandex | | Fiber Content: | Self: 100% Polyester, Contrast: 100% Nylon | | Fiber Content: | 95% Cotton/ 5% Spandex | |
| Colors: |  | | Colors: |  | | Colors: |  | |
| Color Names | Poppy, Iris, Blue Lotus, Olive Leaf, Cacao, Ash Tree, Calla Lily | | Color Names | Poppy, Coral Hibiscus, Elderberry, Golden Sage, Calla Lily | | Color Names | Elderberry, Calla Lily, Eucalyptus, Cacao, Ash Tree | |
| Country of Origin | India | | Country of Origin | Bangladesh | | Country of Origin | India | |
| Wholesale Price | \$10.00 | | Wholesale Price | \$18.00 | | Wholesale Price | \$14.00 | |
| MSRP | \$25.00 | | MSRP | \$45.00 | | MSRP | \$35.00 | |
| Margin Percentage | 60% | | Margin Percentage | 60% | | Margin Percentage | 60% | |
| Size Range | XXS-XL | | Size Range | XXS-XL | | Size Range | XXS-XL | |
| Fabrication: | Woven | | Fabrication: | Woven | | Fabrication: | Woven | |
| Fiber Content: | 100% Cotton | | Fiber Content: | 100% Cotton | | Fiber Content: | 100% Cotton | |
| Colors: |  | | Colors: |  | | Colors: |  | |
| Color Names | Blue Lotus/Eucalyptus/Calla Lily, Cacao/Tail Grass/Calla Lily | | Color Names | Blue Lotus/Eucalyptus/Calla Lily, Cacao/Tail Grass/Calla Lily | | Color Names | Blue Lotus/Eucalyptus/Calla Lily, Cacao/Tail Grass/Calla Lily | |
| Country of Origin | India | | Country of Origin | India | | Country of Origin | India | |
| Wholesale Price | \$22.00 | | Wholesale Price | \$22.00 | | Wholesale Price | \$22.00 | |
| MSRP | \$55.00 | | MSRP | \$55.00 | | MSRP | \$55.00 | |
| Margin Percentage | 60% | | Margin Percentage | 60% | | Margin Percentage | 60% | |
| Size Range | XXS-XL | | Size Range | XXS-XL | | Size Range | XXS-XL | |

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