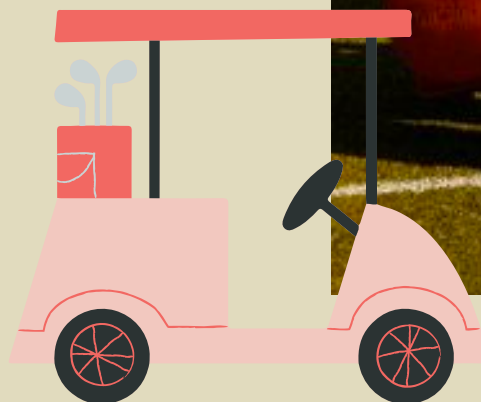


Golf, Later?

Lady Hagen x Warby Parker



Project Synopsis

For our project, we created a hypothetical collaboration between Lady Hagen and Warby Parker. Lady Hagen, DSG's ladies' golf line, and Warby Parker, a direct-to-consumer eyewear company, tell the story of Emma, a stay-at-home mom who enjoys getting on the course. This collection will do particularly well in states with a high volume of stores, such as California, Texas, and Florida, where golf can be played year-round. Because golf is typically played on bright, sunny days, having the right tools for the job is highly important. We would adapt Lady Hagen's current line to include bamboo, a moisture-wicking, UV-protectant fabric. As important as it is to dress well, it is important to see well. Warby Parker comes to provide sunglasses that protect the eyes from the sun. With any purchase from this collection, 30% of the sale will be donated to Warby Parker, where free glasses and eye exams will be donated to children in need in the United States. These young golfers would likely come from the American Junior Golf Association (AJGA).

Concept Board



Target Market

Demographics

Gender: Female

Age: 27-40

Class: Middle Class, Upper Middle Class, Upper Class

Hobbies: Stay at Home Mom, Shopping, Tennis, Golfing, Yoga, and Going to the Beach

Style: Preppy, Old School Chic

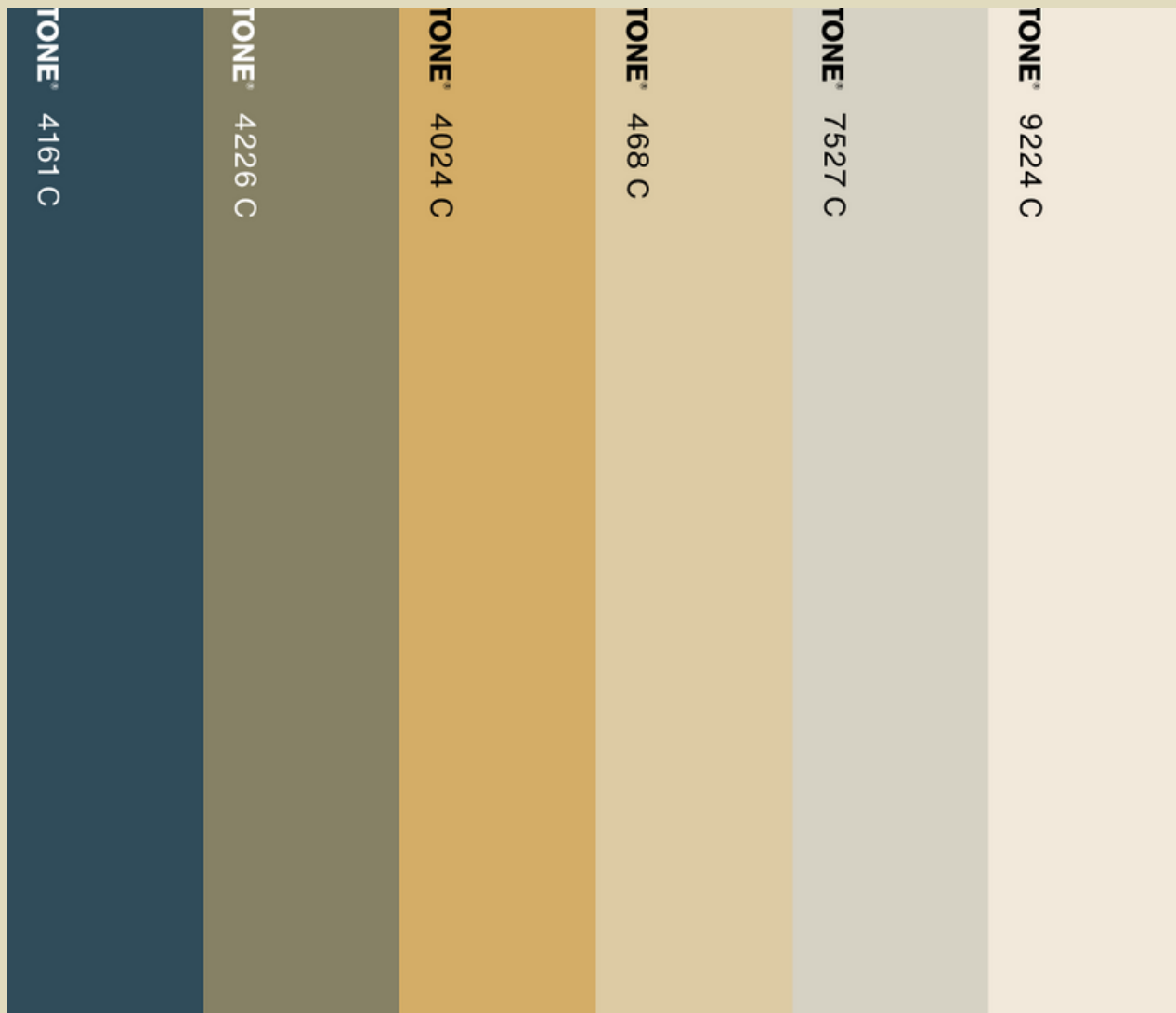
Location: Florida

Psychographics

Emma is a stay-at-home mom who enjoys getting together with friends, spending time outdoors, and watching her family grow. She's fun-loving, confident, and always up for an adventure. It's essential for her to stay active and maintain a healthy lifestyle. When it comes to shopping, quality is vital to her—she seeks out classic pieces that can last her a lifetime.



Textile Choices



Bio Plastic: Glasses

- PLA (polylactic acid) 3D Printing
- smaller carbon footprint, faster decomposition

Bamboo: Clothing

- moisture wicking
- uv protectant
- regulates temperature
- can be blended with other fabrics

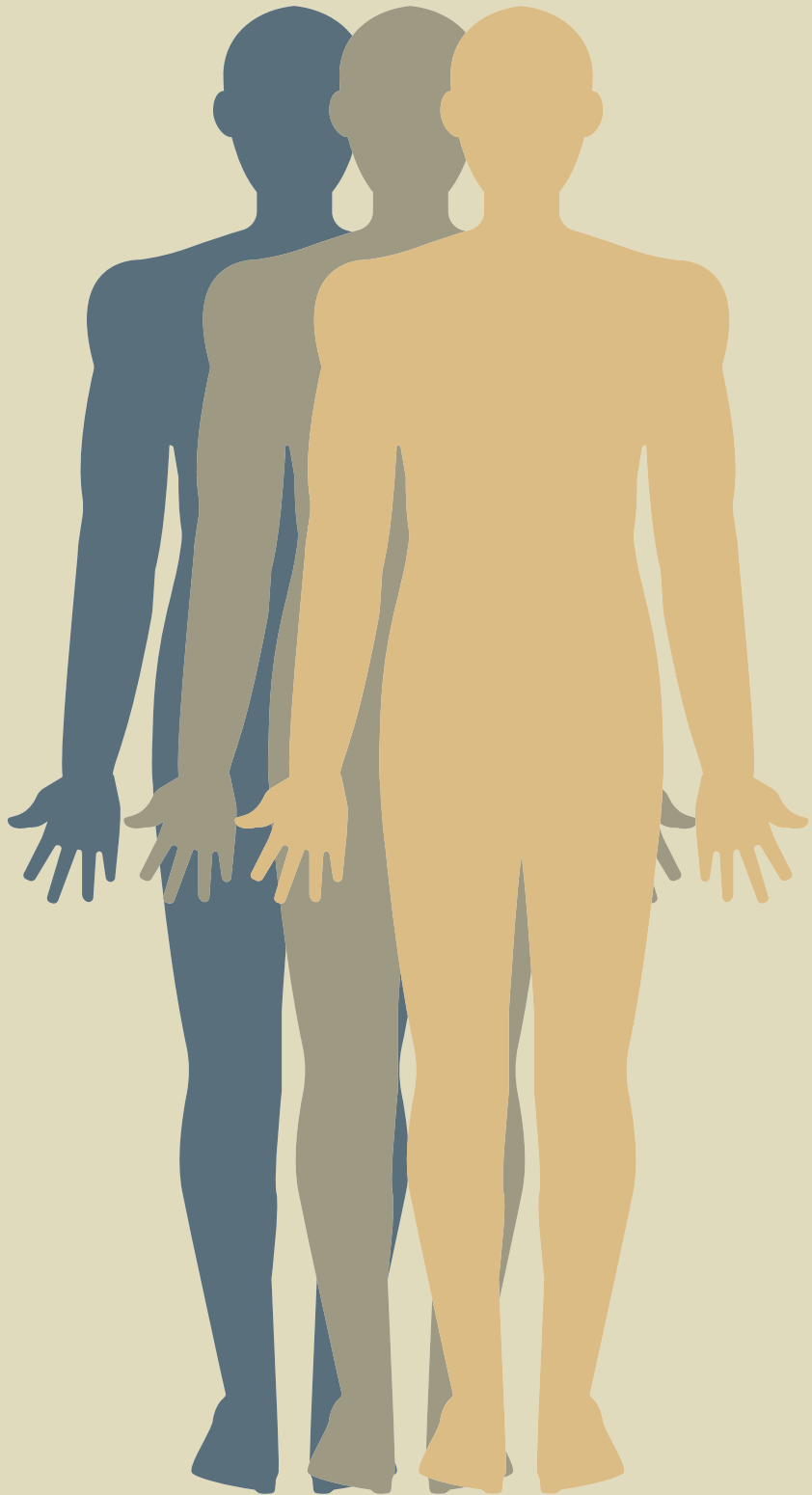
Hemp/Linen Blend: Visors

- Breathability
- Woven:
 - Cut on Bias
- Durability

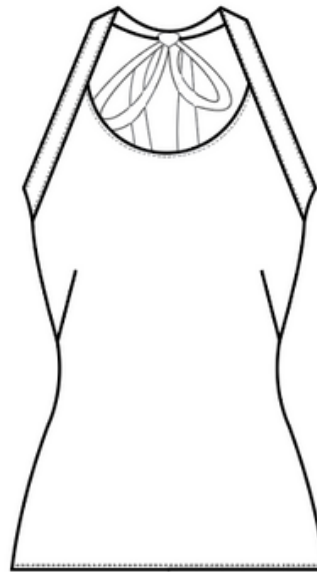
PU Leather: Mini Bags

- vegan
- does not absorb water
- easy to clean
- considered more sustainable than its counterpart

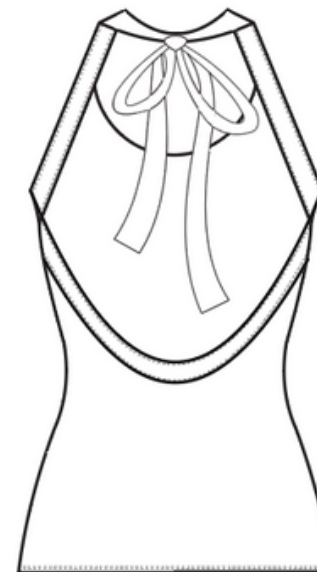
Flats Clothing



FRONT



BACK



FRONT



SIDE

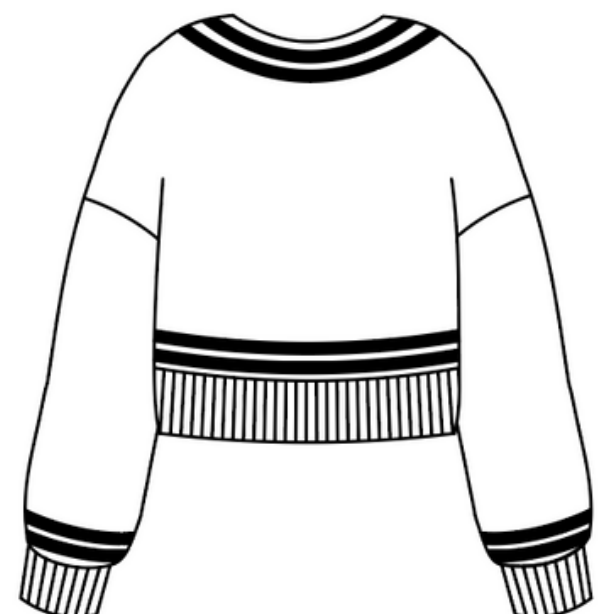


BACK

FRONT

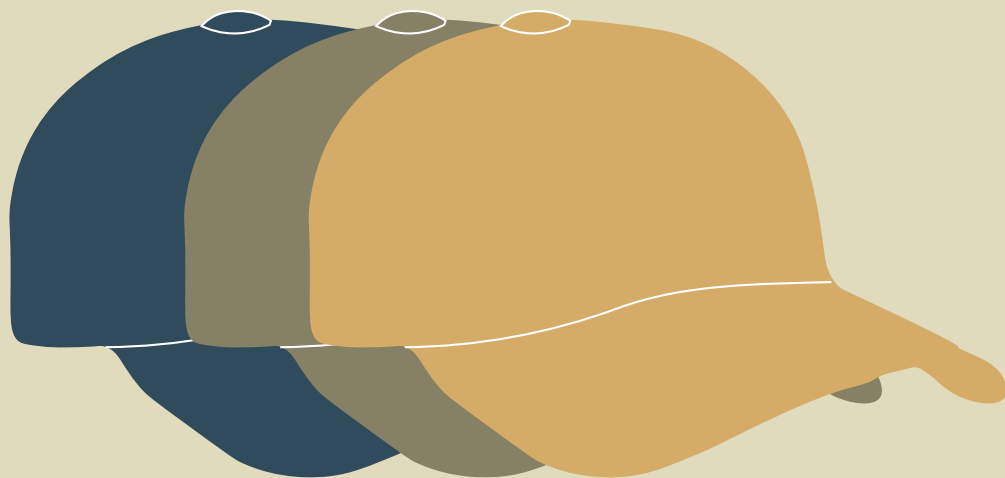


BACK

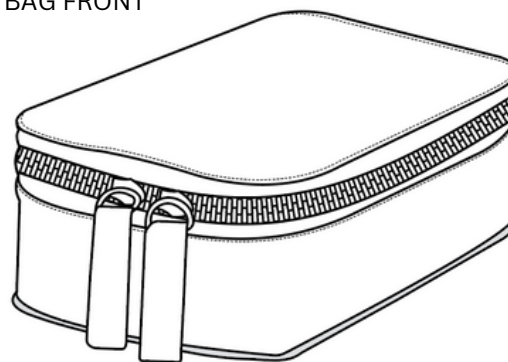


Flats

Accessories



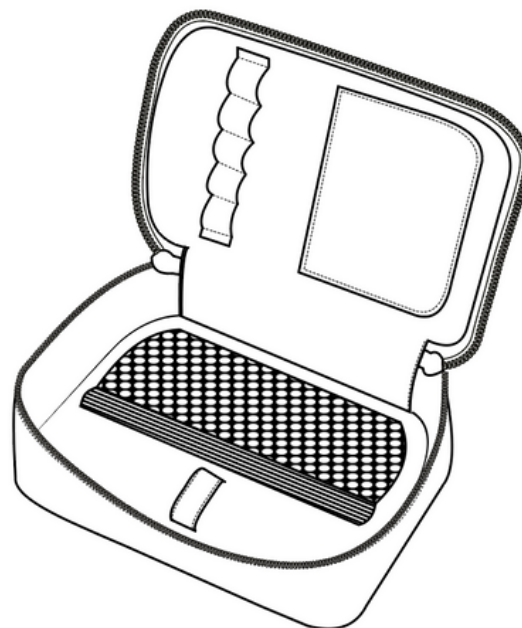
CLOSED BAG FRONT



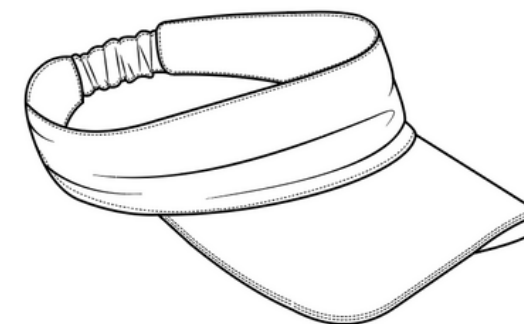
SUNGLASSES FRONT



OPEN BAG FRONT



VISOR FRONT

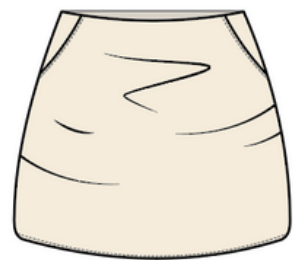


The Tank Top



The tank top allows for a new take on a halter top for our younger mom. The tie-neck piece allows for a girlier aspect on the top.

The Skirt



FRONT



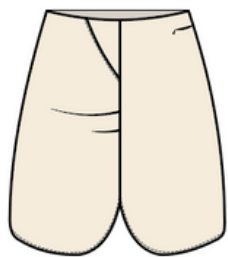
FRONT



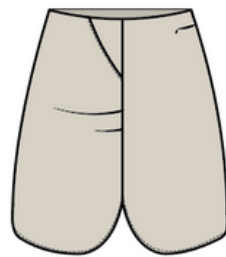
FRONT



FRONT



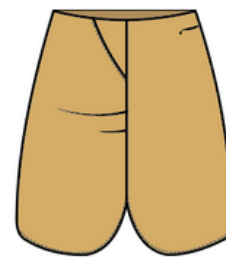
SIDE



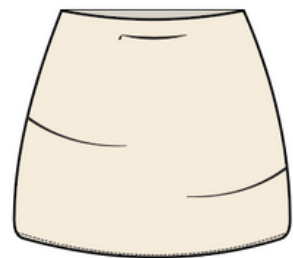
SIDE



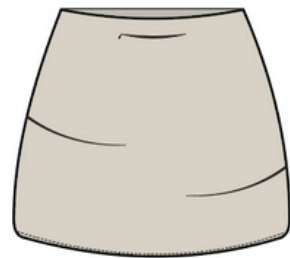
SIDE



SIDE



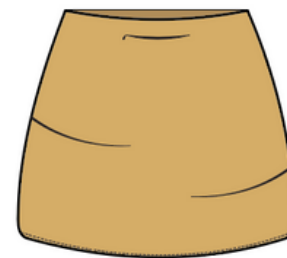
BACK



BACK



BACK



BACK

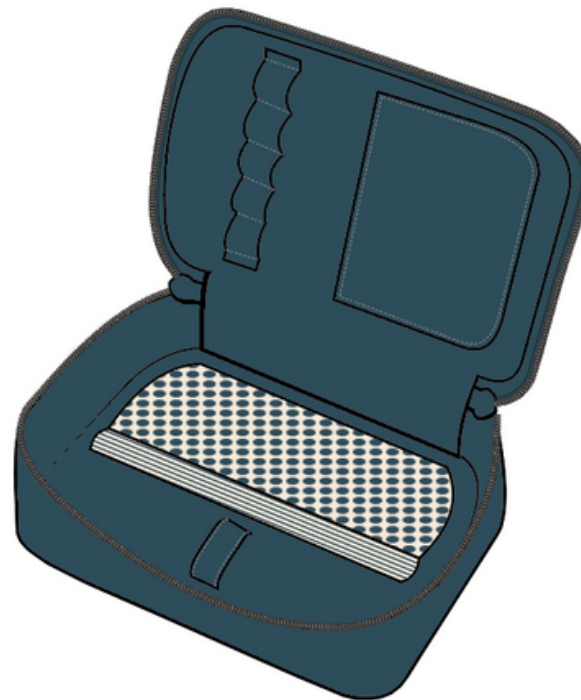
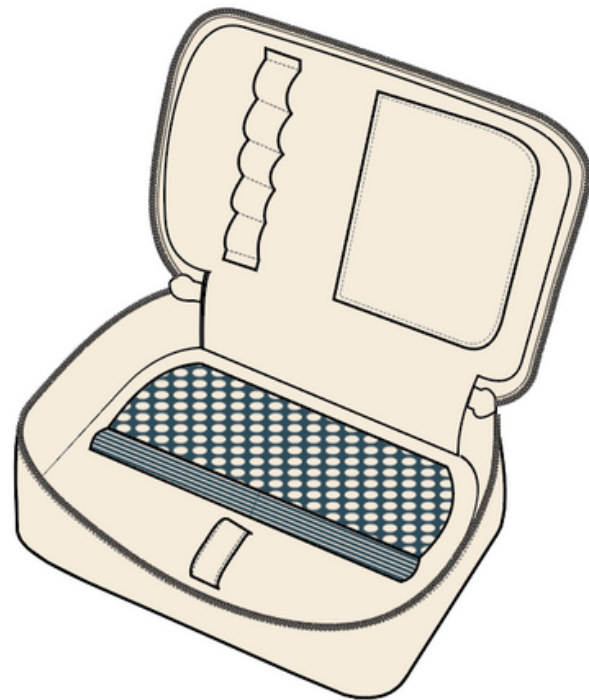
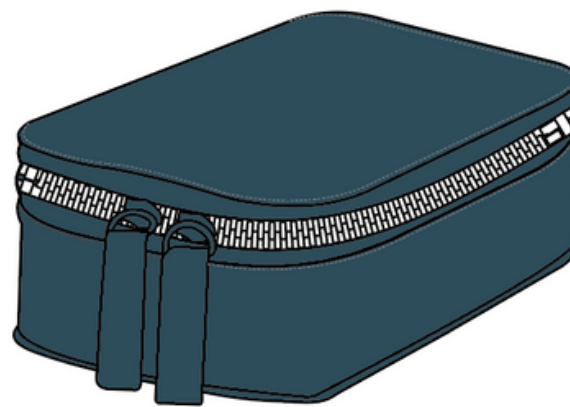
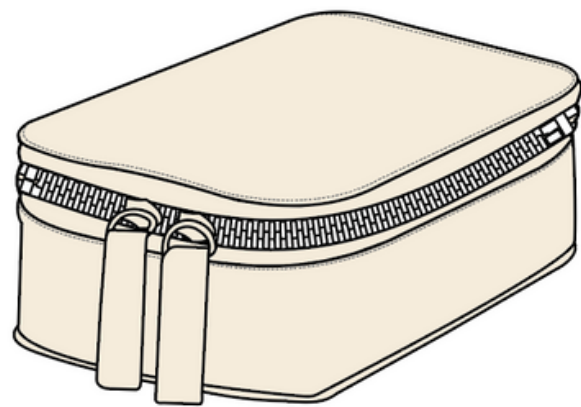
The skirt has two slits on the side for stylized purposes and a pocket in the back with enough space for a phone. The skirt is a simple version that matches perfectly with our halter top.

The Sweater



The sweater is a perfect throw-on for colder days on the course. The sweater can be tied over the shoulders or worn normally.

The Bag



The bag is a miniature tee and ball bag that holds all of the smaller items any golfer would need.

The Sunglasses

SUNGLASSES FRONT



SUNGLASSES FRONT



SUNGLASSES FRONT



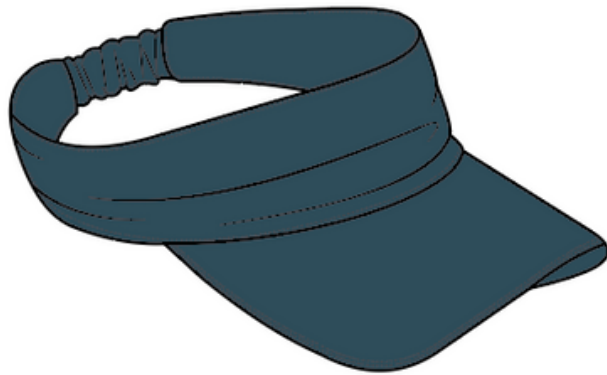
SUNGLASSES FRONT



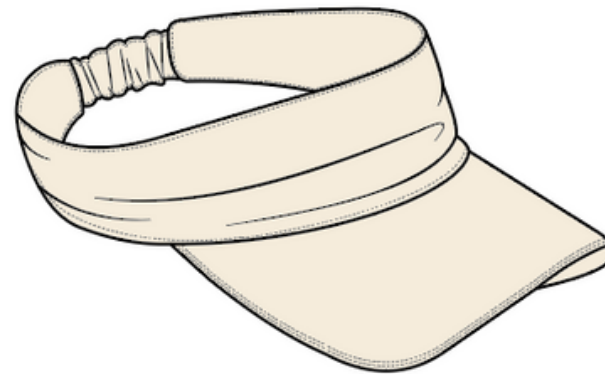
The sunglasses are perfect for sunny days on the course and are the main focus of the assortment line due to the partnership with Warby Parker.

The Visor

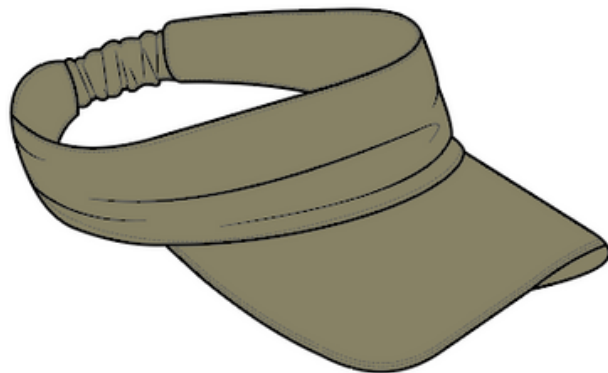
VISOR FRONT



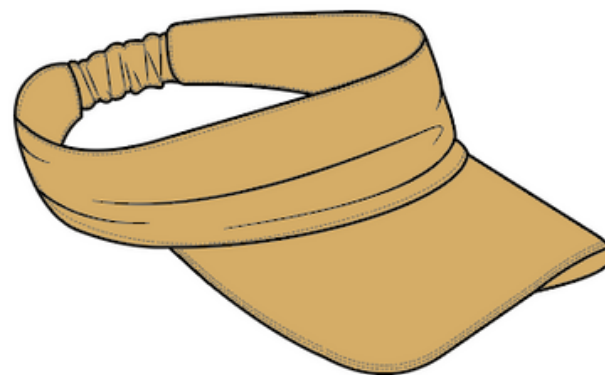
VISOR FRONT



VISOR FRONT



VISOR FRONT

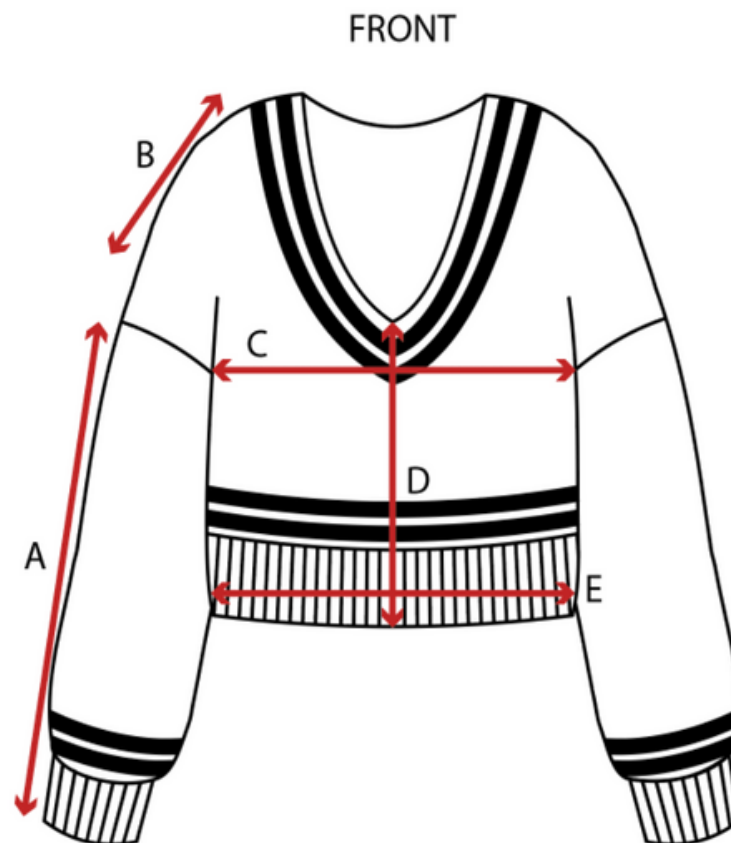


The visor is another accessory that is perfect for a sunny day. The elastic back prevents women's hair from getting caught in the velcro that is typically used.

POM - Pullover

POM for Size Small Pullover (measurements in inches)

A - Sleeve Length	15 in
B - Shoulder Width	10 in
C - Chest	23 in
D - Center Front Length	10 in
E - Bottom	22 in



General Pricing

Based on similar products on the Lady Hagen Website, we are giving an estimate on what our products could potentially be listed as:

Product Pricing

- **Top: \$43**
 - <https://www.dickssportinggoods.com/p/lady-hagen-womens-core-pique-sleeveless-golf-polo-20lhawcrpqslvsspapt/20lhawcrpqslvsspapt>
- **Skirt: \$55**
 - <https://www.dickssportinggoods.com/p/lady-hagen-womens-solid-core-17-golf-skort-19lhawslcrtmmynapb/19lhawslcrtmmynapb>
- **Sweater: \$70**
 - <https://www.dickssportinggoods.com/p/lady-hagen-womens-golf-cardigan-sweater-22lhawswtrcrdgnxxapt/22lhawswtrcrdgnxxapt>
- **Sunglasses: \$100**
 - https://designeroptics.com/products/callaway-sunwear-cal-sundance-polar-eyeglasses?variant=43161773080725&cmp_id=19737031327&adg_id=&kwd=&device=c&gclid=Cj0KCQjwXyOiBhC9ARIsANiElFYFl4j53VLmFoi9KoqmNrKVIQDWAhd9Vj5Jn7vAgtEqSYVbMRu9pZ0aAlzbEALw_wcB
 - PLA costs around \$1 / pound to produce, less than 1 pound per pair of glasses
- **Bag: \$40**
 - https://www.dickssportinggoods.com/p/california-womens-essentials-crossbody-bag-21ca2wnwssntlsrsthrr/21ca2wnwssntlsrsthrr?recid=Product_PageElement_product_rr_2_56793_&rrec=true
- **Visor: \$32**
 - <https://www.dickssportinggoods.com/p/lady-hagen-womens-straw-golf-sun-visor-22lhawlsnvsrstrwapa/22lhawlsnvsrstrwapa>

Fabric Pricing

- **Bag:**
 - PU Leather costs \$30 per yard, which makes approx 4 bags, \$7.50 per bag.
- **Apparel (Top, Skirt, Sweater)**
 - Bamboo a yard is \$13.50
- **Sunglasses**
 - Bio Plastic is less than a dollar a pound.
- **Visor**
 - Hemp Linen Blend is \$16 per yard, it takes 1/2 a yard to make 1 visor costs \$8 to make

- The first kick-off event will happen at the Chevron Championship.
 - It is the first pro tournament of the season for Women's Golf
 - A small pop-up shop tent will be where women golfers and spectators can purchase items.
- Michelle Wie will be our celebrity endorsement, and she will be wearing items from the line during the tournament.
- A social media blast on the Dick's and Lady Hagen will go out to bring attention to the pop-up shop and the online platform.
- In Dick's Florida, California, and Texas stores will have a special highlighted section for the line. It will bring other lady golfer's attention to the section
 - Signage will say "Golf Later?" and under will be the promotion for Warby Parker with any purchase; 30% of the sale will be going to give children within the United States a pair of free glasses and eye exams.

Marketing



Reasons Behind

Figure 29: Played golf in the last 12 months, by gender, age, and household income, January 2011-March 2012

Base: all adults aged 18+

"Which sports did you play or participate in during the last 12 months?" (Golf)

	Base	Played golf in the last 12 months	Index*
	#	%	
All	24,330	13	100
Gender:			
Male	10,491	20	154
Female	13,839	7	54

- On average, there are more male golfers than female
- It would highlight female golfers in a male-dominated sport
- Many are already apt to support other female golfers based on the existence of the Ladies Professional Golf Association
- The LPGA supports youth golfers through scholarship
- Our collection would provide another outlet for female golfers to support young golfers
- Female golfers will empathize with our mission to give eyewear due to the strain golfing can put on your eyes

Questions?