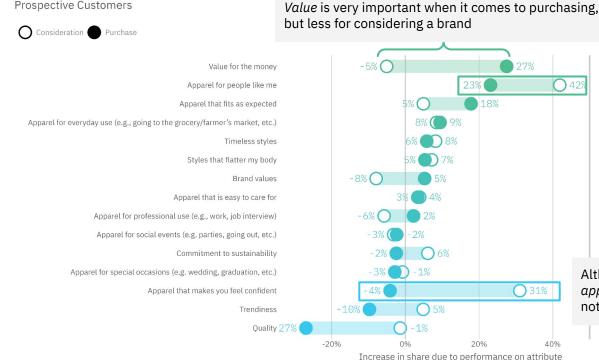# Reformation TAM and Segmentation Insights

A deep dive into the the **market size** and **segments** of Reformation's prospective customers

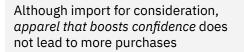# Brand Equity Analysis:
All Prospective Customers

The most important attributes for considering a brand are providing apparel that suits the customer and makes them feel confident.

Increase in Consideration and Purchase share due to performance on attribute
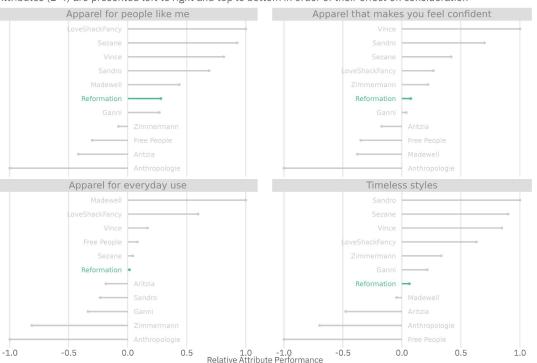
Prospective Customers

○ Consideration ● Purchase

Value is very important when it comes to purchasing, but less for considering a brand

Apparel for people like me has the most positive net effect on purchase and consideration

Although import for consideration, *apparel that boosts confidence* does not lead to more purchases

Attribute	Purchase	Consideration
Value for the money	- 5%	27%
Apparel for people like me	23%	42%
Apparel that fits as expected	5%	18%
Apparel for everyday use (e.g., going to the grocery/farmer's market, etc.)	8%	9%
Timeless styles	6%	8%
Styles that flatter my body	5%	7%
Brand values	- 8%	5%
Apparel that is easy to care for	3%	4%
Apparel for professional use (e.g., work, job interview)	- 6%	2%
Apparel for social events (e.g. parties, going out, etc.)	- 3%	- 2%
Commitment to sustainability	- 2%	6%
Apparel for special occasions (e.g. wedding, graduation, etc.)	- 3%	- 1%
Apparel that makes you feel confident	- 4%	31%
Trendiness	- 10%	5%
Quality	27%	- 1%

Increase in share due to performance on attribute

-20%   0%   20%   40%   60%

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Ref is rated about average across the four most important attributes associated with considering a brand
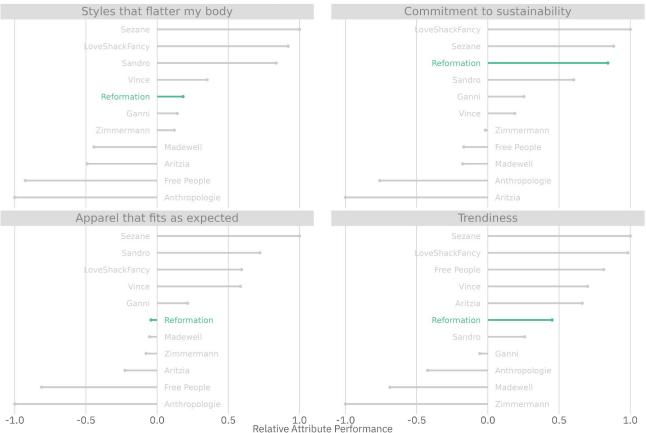
Attribute performance by brand for Prospective Customers

Attributes (1-4) are presented left to right and top to bottom in order of their effect on consideration

Apparel for people like me

Brand
LoveShackFancy
Sezane
Vince
Sandro
Madewell
Reformation
Ganni
Zimmermann
Free People
Aritzia
Anthropologie

Apparel that makes you feel confident

Brand
Vince
Sandro
Sezane
LoveShackFancy
Zimmermann
Reformation
Ganni
Aritzia
Free People
Madewell
Anthropologie

Apparel for everyday use

Brand
Madewell
LoveShackFancy
Vince
Free People
Sezane
Reformation
Aritzia
Sandro
Ganni
Zimmermann
Anthropologie

Timeless styles

Brand
Sandro
Sezane
Vince
LoveShackFancy
Zimmermann
Ganni
Reformation
Madewell
Aritzia
Anthropologie
Free People

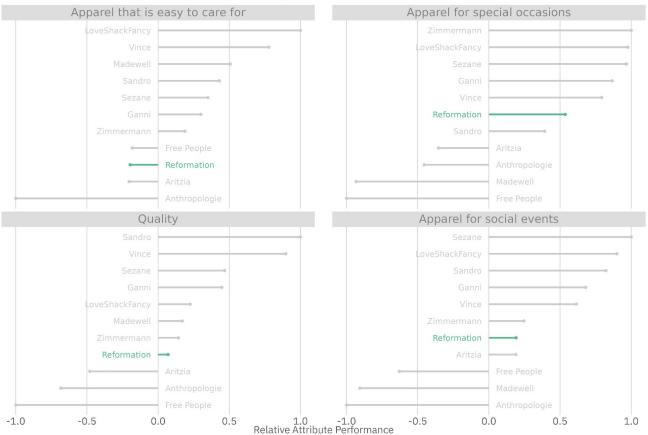Relative Attribute Performance

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Attribute performance by brand for Prospective Customers

Attributes (5-8) are presented left to right and top to bottom in order of their effect on consideration

Styles that flatter my body

Sezane
LoveShackFancy
Sandro
Vince
Reformation
Ganni
Zimmermann
Madewell
Aritzia
Free People
Anthropologie

Commitment to sustainability

LoveShackFancy
Sezane
Reformation
Sandro
Ganni
Vince
Zimmermann
Free People
Madewell
Anthropologie
Aritzia

Apparel that fits as expected

Sezane
Sandro
LoveShackFancy
Vince
Ganni
Reformation
Madewell
Zimmermann
Aritzia
Free People
Anthropologie

Trendiness

Sezane
LoveShackFancy
Free People
Vince
Aritzia
Reformation
Sandro
Ganni
Anthropologie
Madewell
Zimmermann

-1.0   -0.5   0.0   0.5   1.0
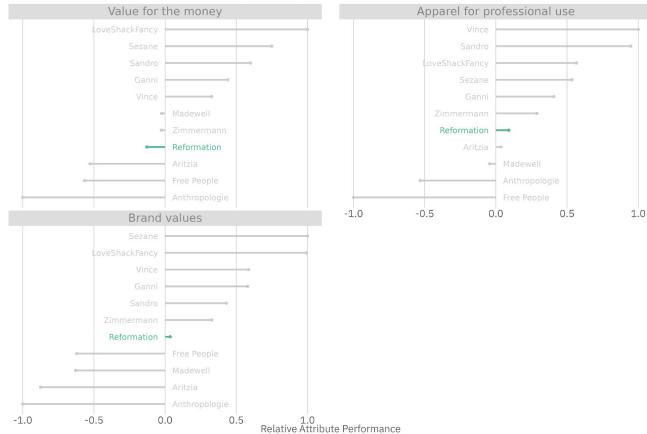
Relative Attribute Performance

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Attribute performance by brand for Prospective Customers

Attributes (9-12) are presented left to right and top to bottom in order of their effect on consideration
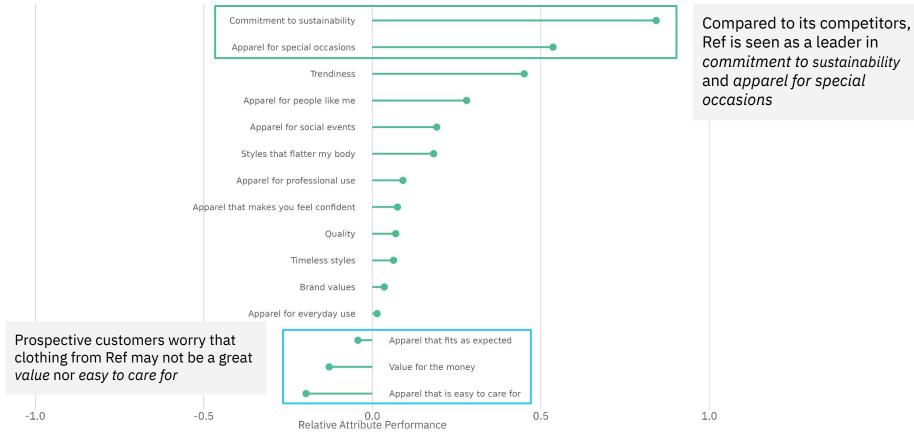
Attribute performance by brand for Prospective Customers

Attributes (13-15) are presented left to right and top to bottom in order of their effect on consideration
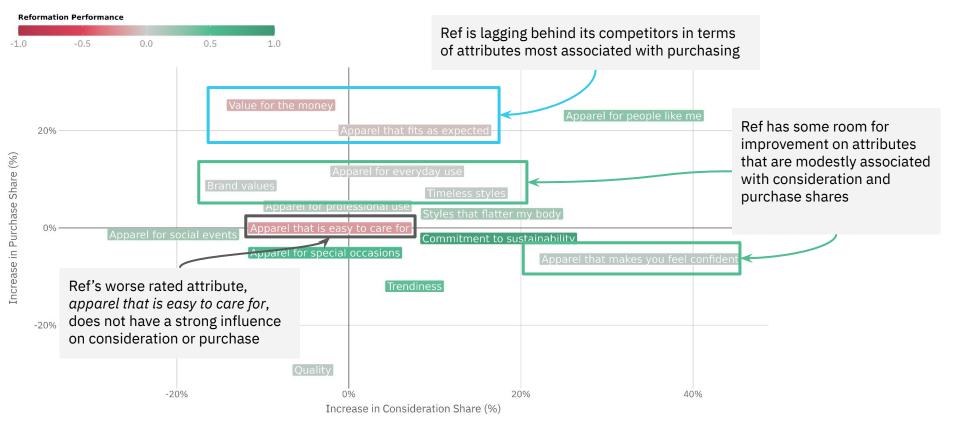
Reformation's relative performance per attribute

Prospective Customers

Commitment to sustainability

Apparel for special occasions

Trendiness

Apparel for people like me

Apparel for social events

Styles that flatter my body

Apparel for professional use

Apparel that makes you feel confident

Quality

Timeless styles

Brand values

Apparel for everyday use

Apparel that fits as expected

Value for the money

Apparel that is easy to care for

-1.0   -0.5   0.0   0.5   1.0

Relative Attribute Performance

Compared to its competitors, Ref is seen as a leader in *commitment to sustainability* and *apparel for special occasions*

Prospective customers worry that clothing from Ref may not be a great *value* nor *easy to care for*

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Increase in share due to performance on attribute for Prospective Customers

Color represents how well Reformation performs on the attribute relative to other brands

Reformation Performance

-1.0   -0.5   0.0   0.5   1.0

Ref is lagging behind its competitors in terms of attributes most associated with purchasing

Ref has some room for improvement on attributes that are modestly associated with consideration and purchase shares

Value for the money

Apparel for people like me

Apparel that fits as expected

20%

Apparel for everyday use

Brand values

Timeless styles

Apparel for professional use

Styles that flatter my body

Increase in Purchase Share (%)

0%

Apparel for social events

Apparel that is easy to care for

Commitment to sustainability

Apparel for special occasions

Apparel that makes you feel confident

Ref's worse rated attribute, *apparel that is easy to care for*, does not have a strong influence on consideration or purchase

Trendiness

-20%

Quality

-20%   0%   20%   40%

Increase in Consideration Share (%)

Contact

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Visit us at www.gradientmetrics.com

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