



BRISTOL UTILITY VEST

WOMEN'S 5038

CASE STUDY

MARKET: Event Planning

PRODUCT USE: Apparel for sales consultants

OPPORTUNITY: A gourmet Chef Sales Consultant company was looking for an apparel piece that would appeal to their audience. Their audience was predominately female with approximately 40,000 employees so their goal was to find something that was designed with women in mind. They were tired of seeing polos and boxy cut jackets, and were looking for something that had a more feminine look and feel. The age demographic skewed slightly older, 45 and up, but they wanted to appeal to the younger reps as well, so it was important that the piece was trend right without being too "fast fashion".

SOLUTION: The customer chose the Utility vest because of its ageless appeal, "trend right" styling, and flexibility. The vest was the perfect piece for layering and the customer knew their audience would enjoy adding their own sense of style. The versatility of the item was ideal to wear for presentations and also as a gift for loyal customers.