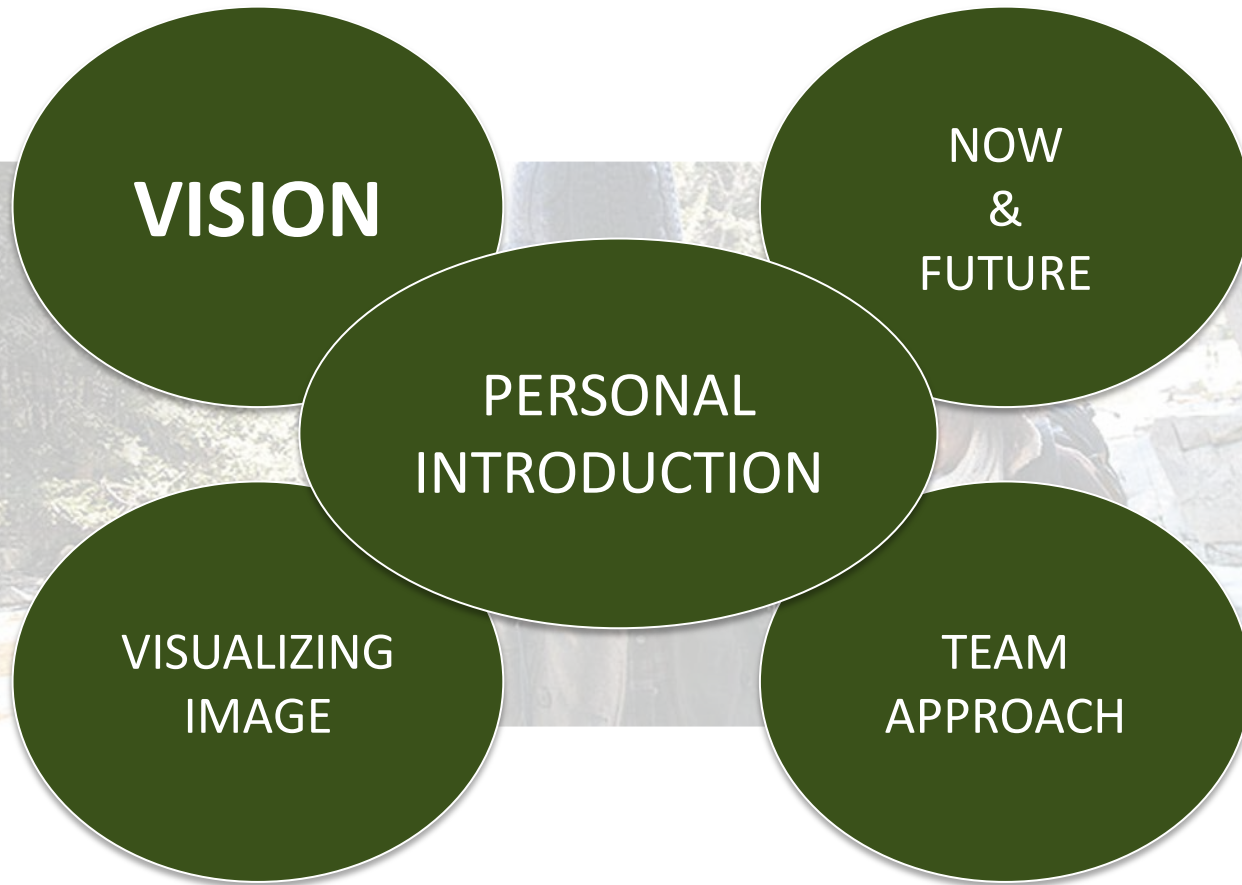


A faded background image of a woman with curly hair, wearing a dark jacket and a scarf, smiling and looking to the side in a snowy forest.

Timberland Outdoor Lifestyle Apparel

The brand of choice



Points touched on:

- Mood reel of vision and sum up with Mood board
- Current status of TIMBERLAND look, Linking it to vision and roll out of opportunities
- Image visualized / Consumer visualized
- Team approach, How to reposition
- Introducing myself

VISION

MOOD REEL & MOODBOARD

VISION

Breaking it down



What does it mean...

- Keeping focus on roots and heritage / Always looking back at where Timberland comes from / Adding in the urban aspect
- Keeping in mind the environmental awareness that TIMBERLAND stands for / Taking inspiration and linking into FTW efforts and strengths
- Simplicity approach / Cleaning out the products - taking a clean “Scandinavian” approach to styles
- Playing with shape, sizing, construction, materials and the small detail that makes all the difference

NOW & FUTURE

CURRENT LOOK & LINK TO VISION

Current look



Timberland 



What is good and what needs to be done...

- Current look is aligned in terms of what TIMBERLAND is aiming to convey (Outdoor / Rugged / Heritage based)
- Shapes and fits are not up to today's standards / Overload of detailing on styles / Mix of "old man" products & youth technical gear
- Women's: Current products look like take downs of men's styles
- Women's: Possibility of playing a lot more with shape and construction in this segment

Link current look to Vision / Summing Up



What does it actually mean for the products and design direction...

- Taking the distinct Heritage feel, twisting it into a cleaner version / “Scandinavian” clean streetwear with a distinct outdoor approach
- Clean cuts / Playing with shape / Construction focus (Attention to the smaller detail that makes all the difference)

Basics / Bread & Butter



Opportunities...

- Adding in Basics category (Bread & Butter business)
- Use current FTW “Clean” category as strong link
- Current basics are very highly loaded with details (Making them not basics)

Quick Wins



Opportunities...

- Down Jackets: This product is a must have! Highly expected for an outdoor brand (Not fully explored in offering currently)
- Hying the cool simple Down Jacket
- Creating our own TIMBERLAND Version

Window stoppers

Making people stop and talk

Collabs: Environmental

Working current strengths

Collaborations

Identification

Collaborations Research

Who do we want to
identify with

Directions to explore...

- Adding profile products to range
- Option: Focus on collaborations / Creating a personal connection to the brand
- Collabs: Linking strongly to TIMBERLANDS environmental approach
- Researching and brainstorming on interesting profiles (Who is already connected to brand naturally?)

VISUALIZING CONSUMER DIRECTION BRAINSTORM

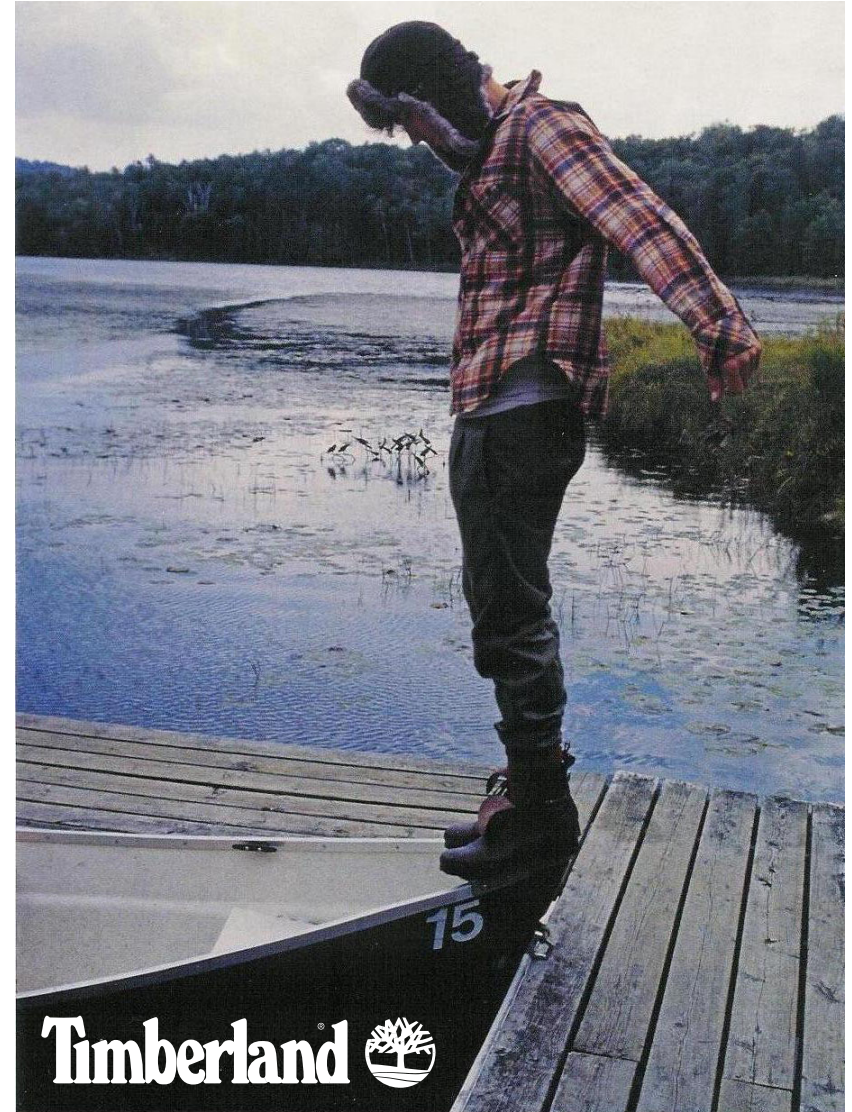


Marked approach / Visuals...

- Styling ideas for visual communication / Possible looks and directions....
- Who specifically are we talking to and how are we talking to them?
- Getting the right consumer insight (Through marked research, travels and focus groups)
- Target them, not only making the right clothes, but also communicating the appropriate way

Visualizing Consumer

Timberland 



- Outdoor attitude / Not really showing the products, but making a personal statement



- Outdoor attitude mixed with the small detail & urban connection

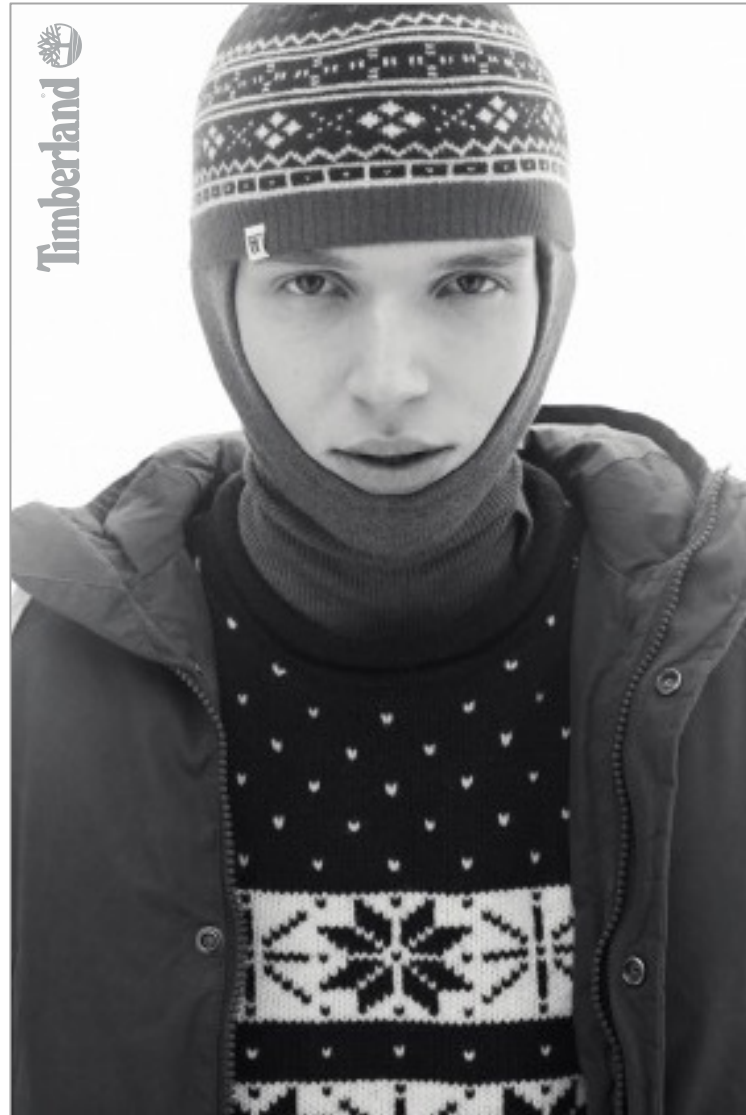
Visualizing Consumer

Timberland 



- Up close and personal / Outdoor mixed with attitude

Visualizing Consumer



- Personal connection / Strong and direct



Timberland 

- Targeting the simplicity in the technical outdoor look



Timberland 

- Mixing the outdoor with basics / Feminine approach

TEAM APPROACH IMPLEMENTATION

Key Points:

EDUCATE: Get team traveling to see key markets, analyzing consumer needs, patterns and trends

Team to be part of solution, in order to be able to get the right products made

Collectively taking the first steps towards a new direction

ENGAGE: Creating the time and space for the vision to evolve with the team, keep adjusting and narrowing it in within first 6 months

Vision approach need to be strongly lead, creating firm boundaries so that creativity can evolve within these boundaries.

Making sure that efforts from design team is precisely targeted

EMPOWER: Creating both discipline and creativity through defined and firm boundaries

Aligning strongly with FTW, creating cross functional teams to make sure that specific product groups are rightly catered for

J. CREW

From boring basics to basics with a hint of luxury...

The Lesson: *Offer quality products while always looking for new ways to meet customer demands*

APPLE

From bankruptcy to ruling the world...

The Lesson: *Build creative products that are well-made and enhanced by beautiful packaging. Create a positive experience for customers (Stores & website)*

BURBERRY

Repositioning back to luxury...

The Lesson: *Brands can be successfully revamped by adapting current styles while celebrating its history. "Burberry is about heritage, but about making that heritage relevant for today"*

PERSONAL INTRODUCTION TRAITS

Introduction / Personal traits:

- *Highly organized, creative through organization*
- *A born multitasking professional, who enjoys juggling a lot of different projects at the same time*
- *Passionate about my work, I Love what I do!*
- *Natural solutions finder and enjoys challenging the found solutions*
- *A good listener, that knows when to collaborate and when to act*
- *Optimizing, while inspiring and motivating to do things differently*
- *Work bee with strong analytical, strategic and creative abilities*
- *Enjoy presenting for a large amount of people, creating visions in people by enthusiasm*
- *Keep wanting to learn! Both professionally and personally*
- *Traveling is what makes life worth living. New cultures and new situations are the cherry on life*
- *Communicating directly and honestly in order to avoid misunderstandings*
- *Leading with enthusiasm, direction, professional insight and people knowledge*

THANK YOU...
QUESTIONS?