

Gather
A Women's Hiking
Collection



Target Market Research

Primary Customer

Age: 20–30

Occupation: Working Professional/College Student

Location: Pacific North West, Urban Areas

This customer is a young woman who is readying to enter the professional workforce or is currently working in a professional environment. They are adventurous and like to spend as much time outdoors as possible. They enjoy various outdoor activities throughout the year, and weather doesn't impact their plans for the day. They want to be out and being active rain, shine or snow. They follow the "Leave no Trace" movement and may also volunteer their free time towards beach cleanups and forest restoration. They are active on social media and are looking for hiking clothes that are cute and match their personal style. They want to be able to look cute in their hiking social media posts.



Secondary Customer

Age: 30–45

Occupation: Working Professional/Stay at Home Mom

Location: Suburban Areas

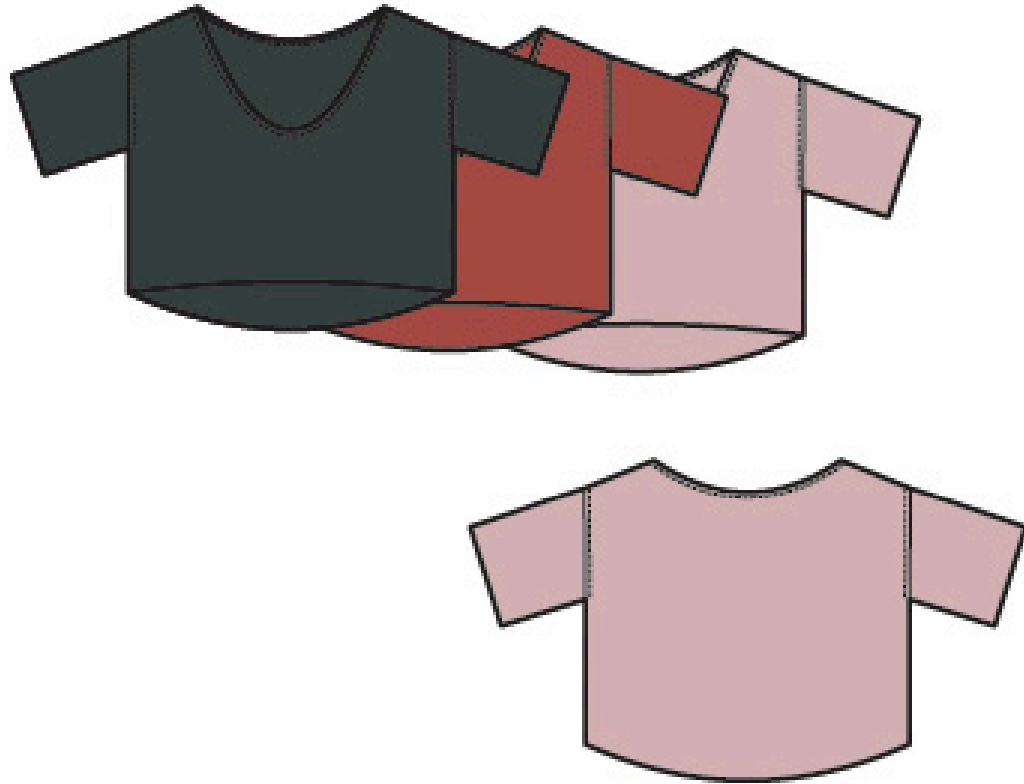
This customer used to be the Primary Customer, but as they have matured and entered a new life stage their priorities have evolved. Despite these life changes such as taking on more responsibility at work or starting a family this customer's values stay the same. Now she wants to share her outdoor passions with the people around her whether it's her family or friends. She organizes vacations around her bucket list trips, and joins outdoor facebook groups to find a community to share her love with. She is looking for garments that are well made and made her feel sophisticated and comfortable.



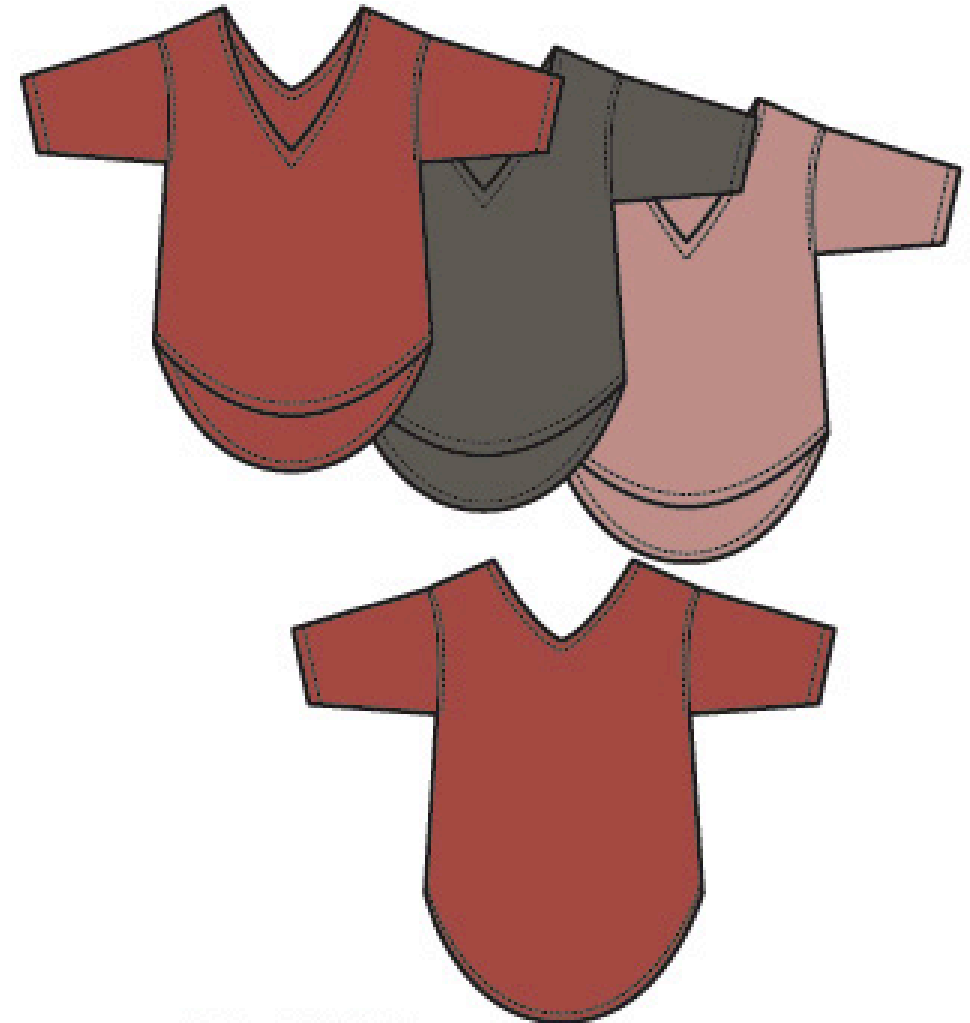
The World Through a Filter



Gather
Spring/Summer



Boxy Cropped T-Shirt
101001
Cotton Jersey Knit
XXS-3XL
\$45

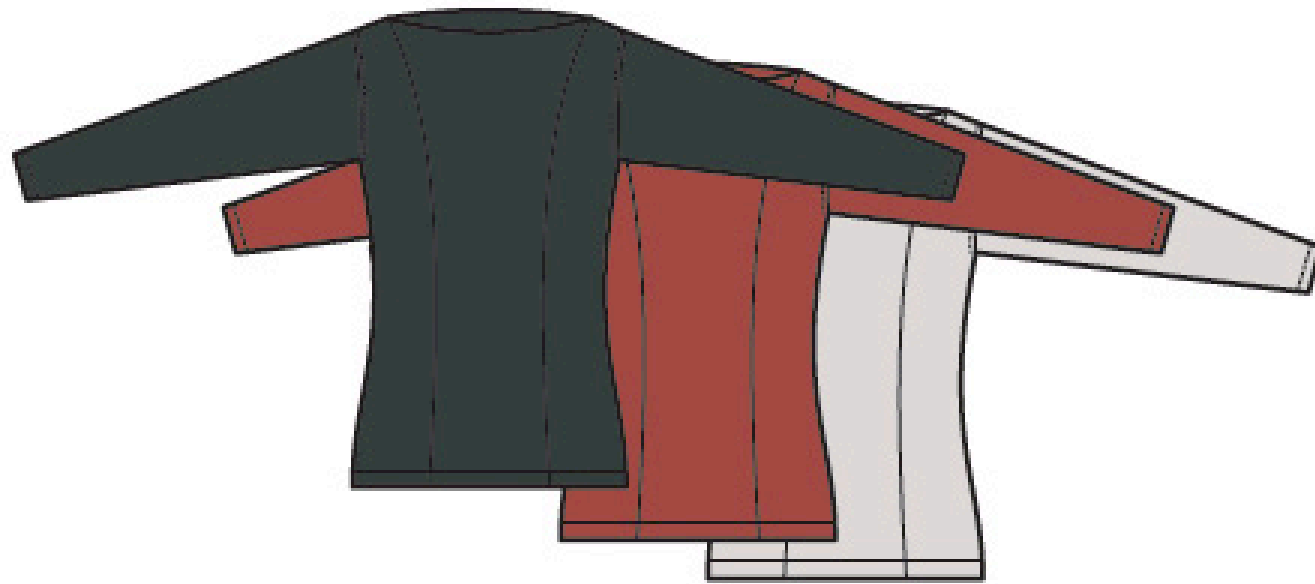


V-Neck T-Shirt
101002
Cotton Jersey Knit
XXS-3XL
\$45

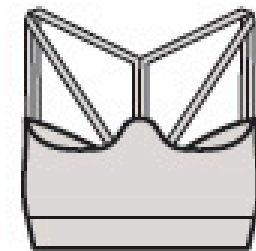
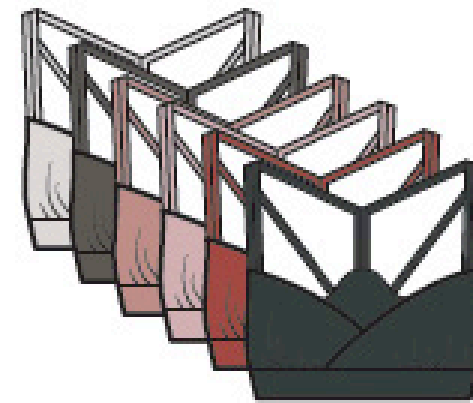


Gather

Spring/Summer



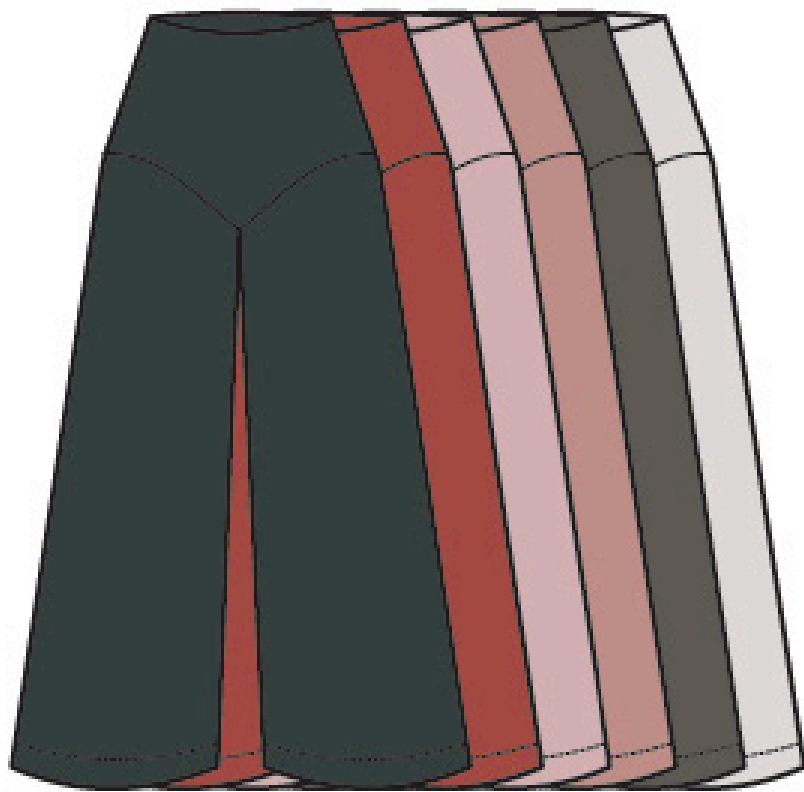
Base Layer
101003
Cotton Wool Blend
XXS-3XL
\$70



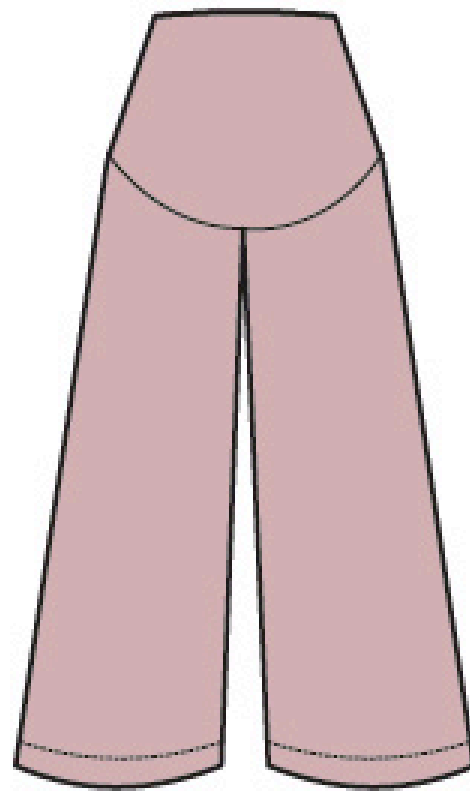
Sports Bra
10800 1
Compression Tricot
XXS-3XL
\$50



Gather
Spring/Summer



Flared Yoga Pant
103001
Compression Tricot
XXS-3XL
\$55

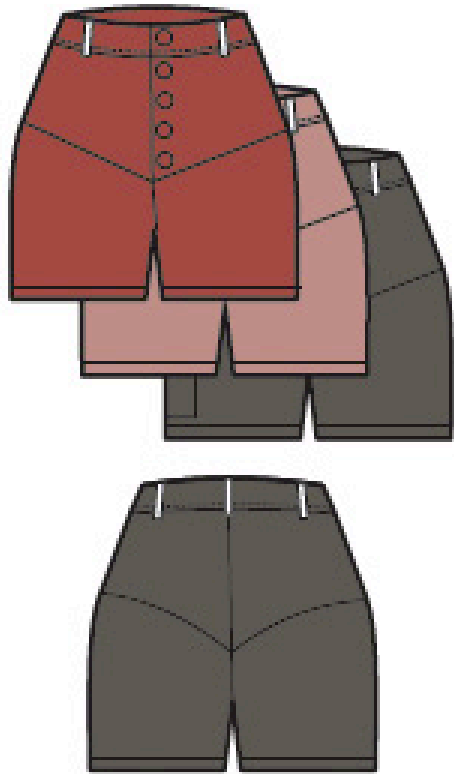


Hiking Parachute Pants
103002
Ripstop
0-16
\$110

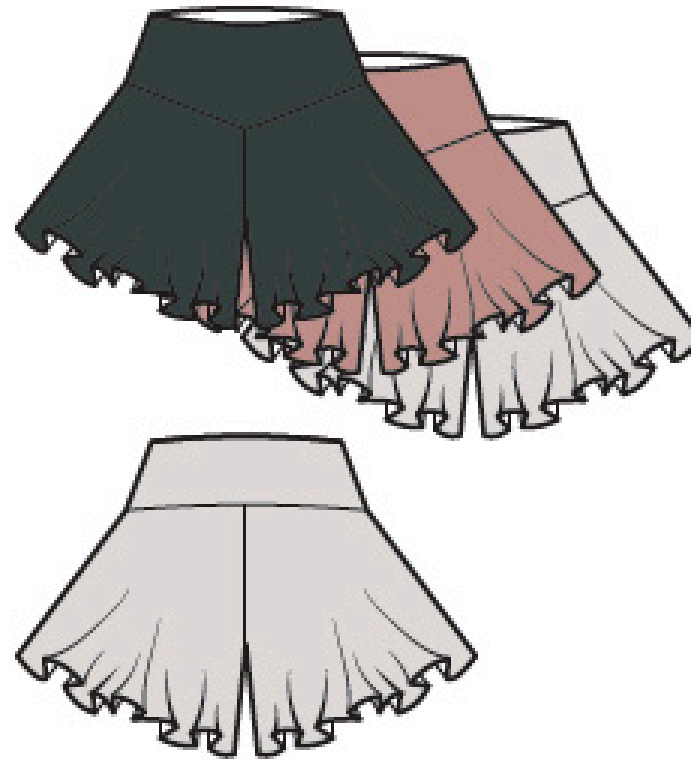


Gather

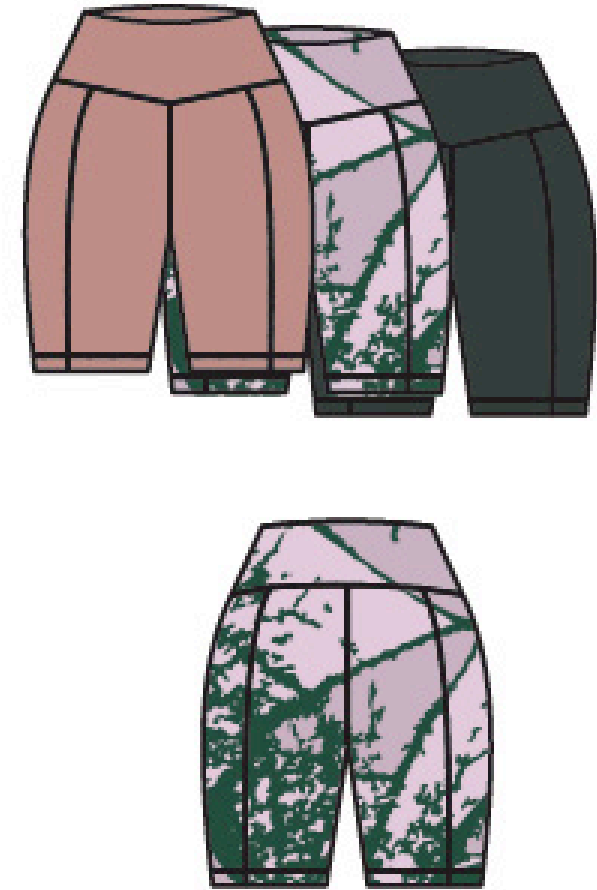
Spring/Summer



Hiking Short
104001
Softshell
0-16
\$50



Flared Short
104002
Compression Tricot
XXS-3XL
\$40



Biker Short
104003
Compression Tricot
XXS-3XL
\$50



Gather
Spring/Summer

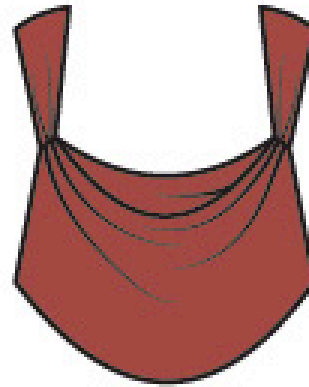
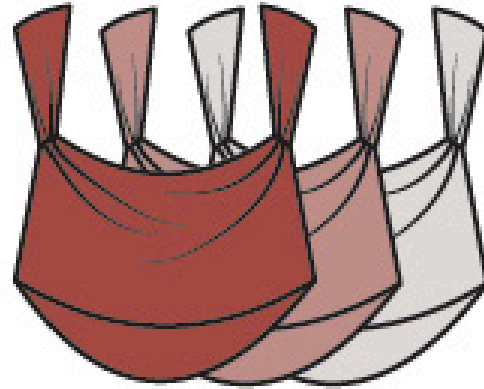
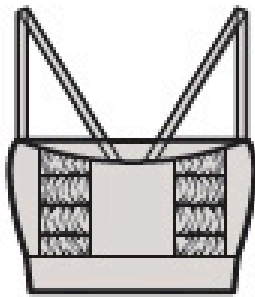
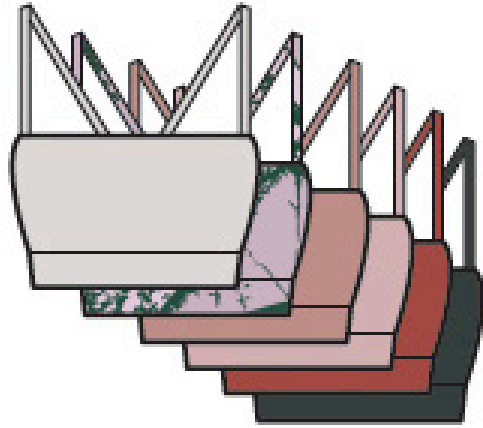


Mid-Layer
101004
Brushed Jersey
XXS-3XL
\$70



Gather

Spring/Summer



Basic Tank
106001
Compression Tricot
XXS-3XL
\$35



Cowl Neck Tank
106002
Compression Tricot
XXS-3XL
\$45

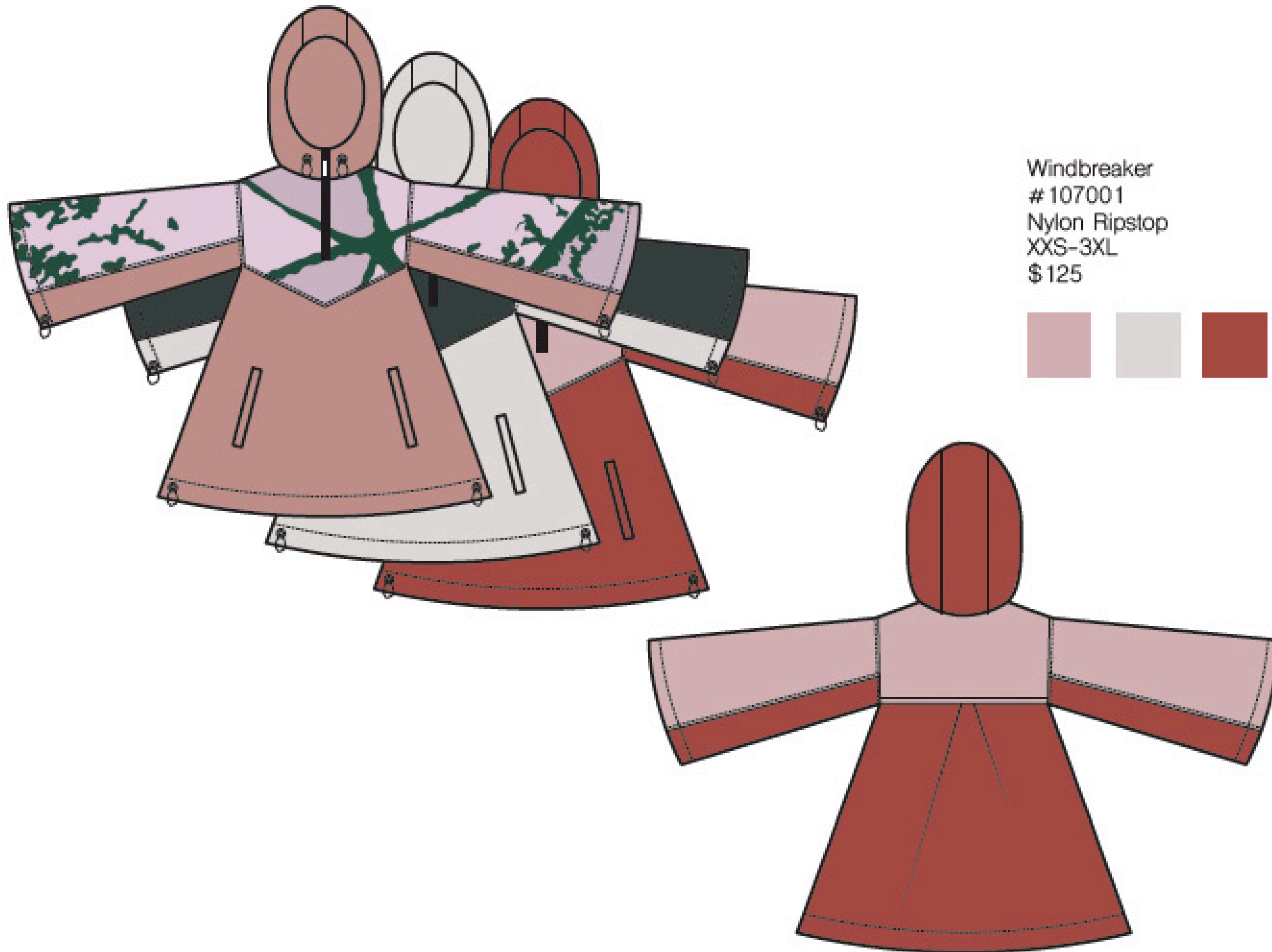


Button Up
102001
Linen Plain Weave
XXS-3XL
\$60

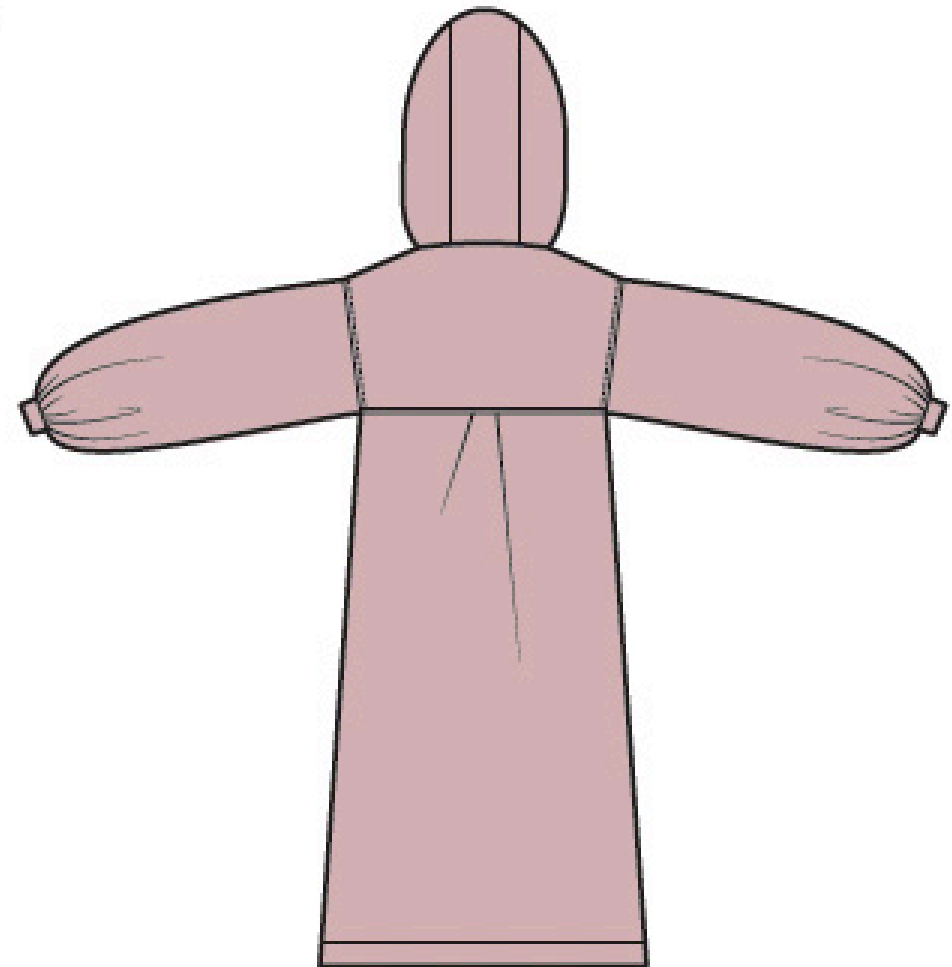


Gather
Spring/Summer

Windbreaker
107001
Nylon Ripstop
XXS-3XL
\$125



Gather
Spring/Summer



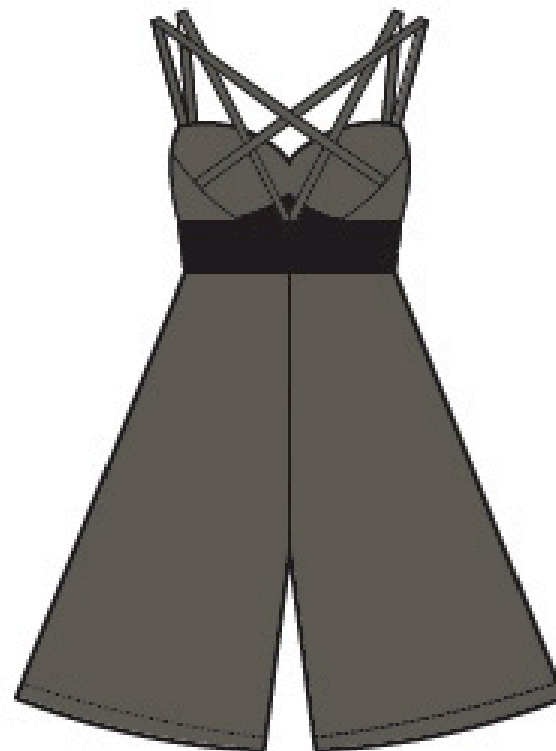
Lightweight Knee Length Coat
107002
Softshell
XXS-3XL
\$150



Gather
Spring/Summer



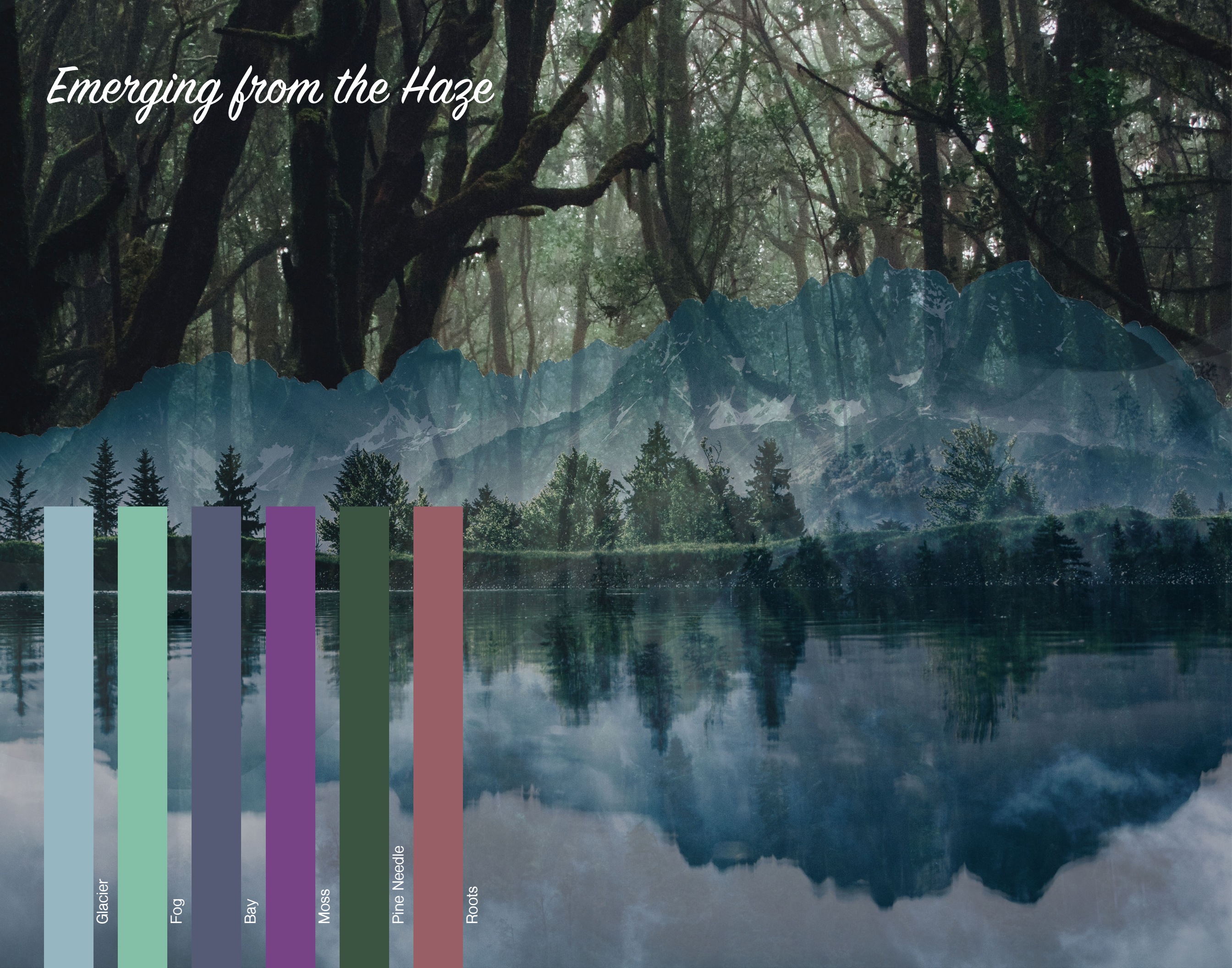
Flare Romper
105001
Compression Tricot
XXS-3XL
\$90



Clo3d Renderings



Emerging from the Haze



Glacier

Fog

Bay

Moss

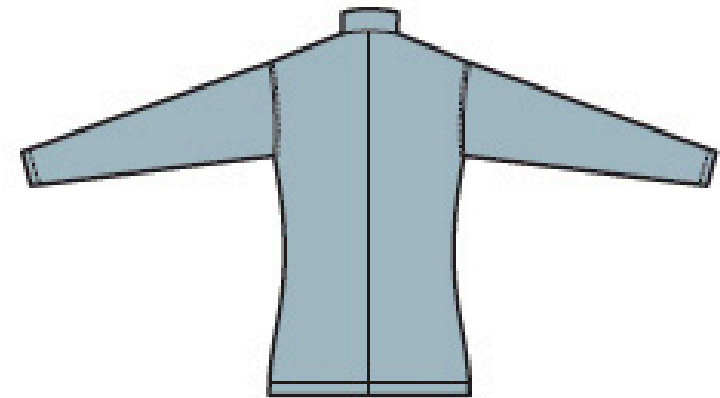
Pine Needle

Roots

Gather
Fall/Winter



Ruffle Collar Long Sleeve
#201001
Cotton Jersey Knit
Waffle knit long sleeve t-shirt with a scallop collar detail
\$45
FW2023

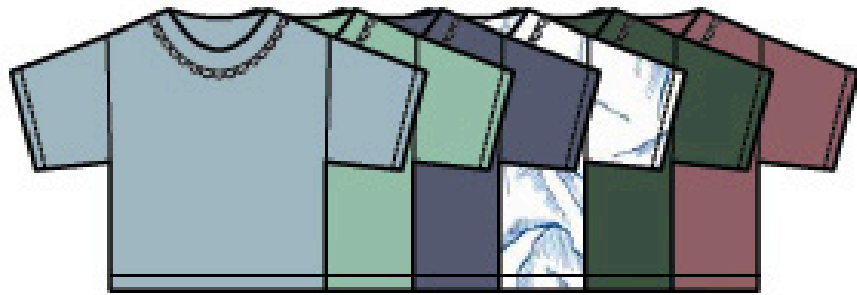


Thermal Turtle Neck Long Sleeve
#201002
Cotton Jersey Knit
Fitted thermal base layer with turtle neck
\$55
FW2023

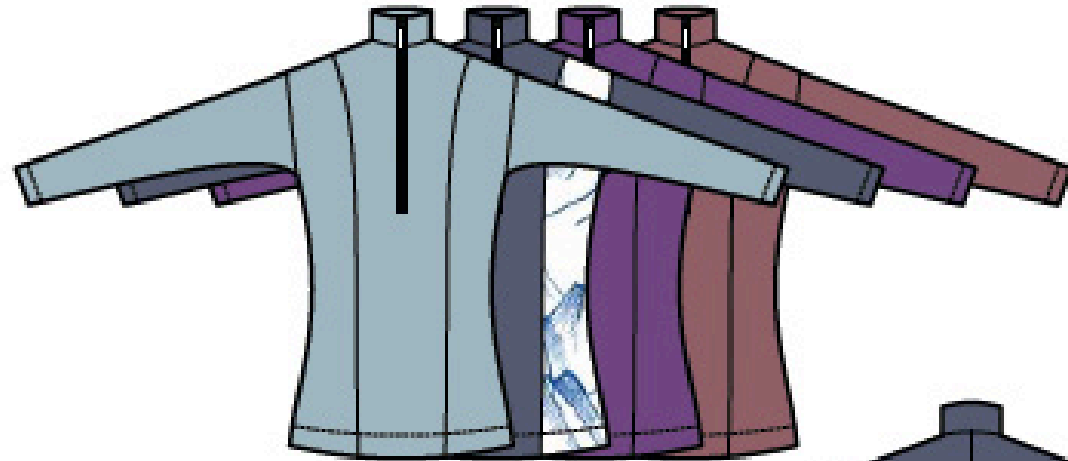


Gather

Fall/Winter



Ruffle Collar Short Sleeve
#201003
Cotton Jersey Knit
Boxy short sleeve t-shirt with scalloped collar
\$45
FW2023

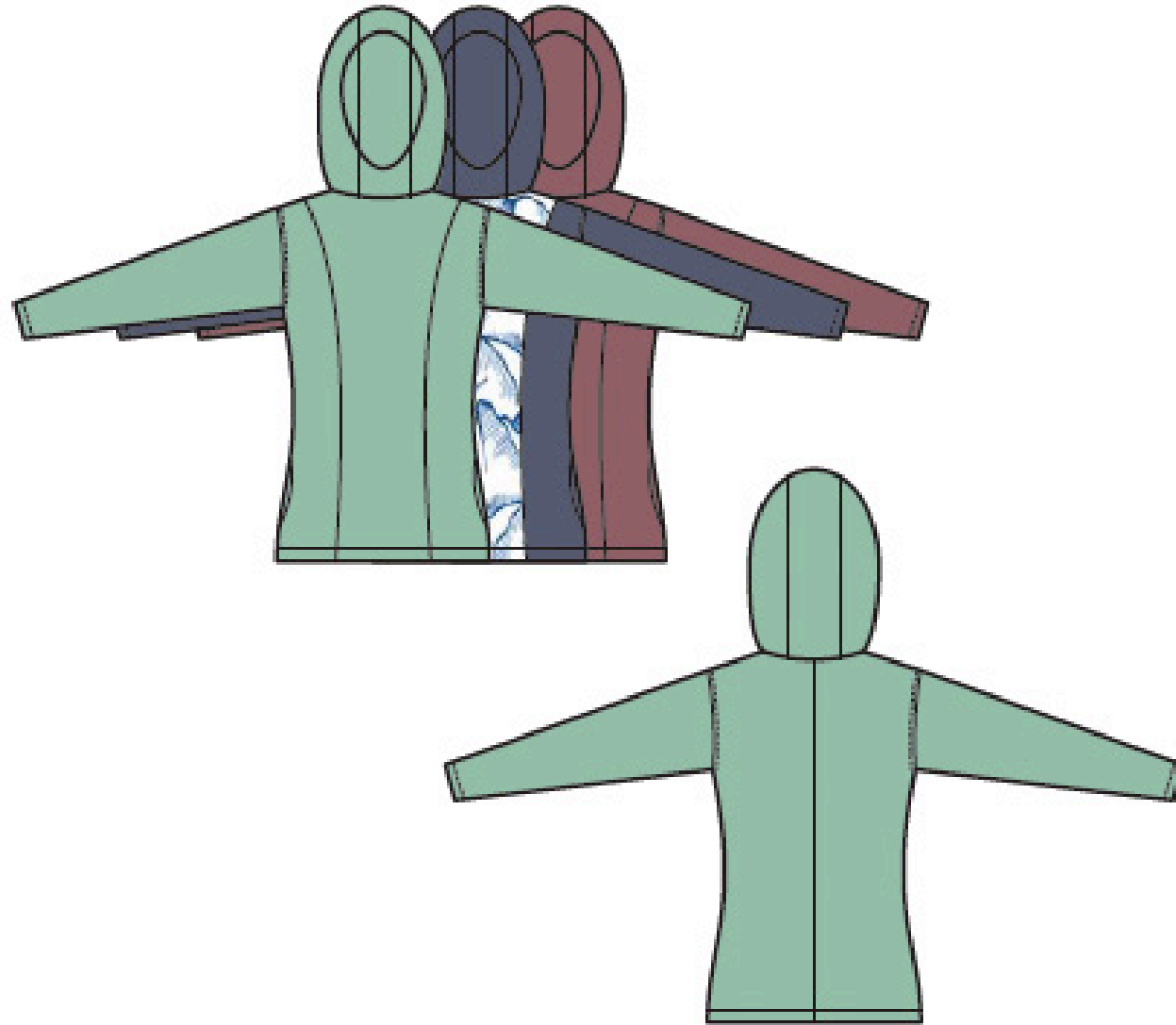


Half Zip Thermal Set Top
#202001
Wool Cotton Blend
Thermal fitted long sleeve top with a half zip closure
\$60
FW2023

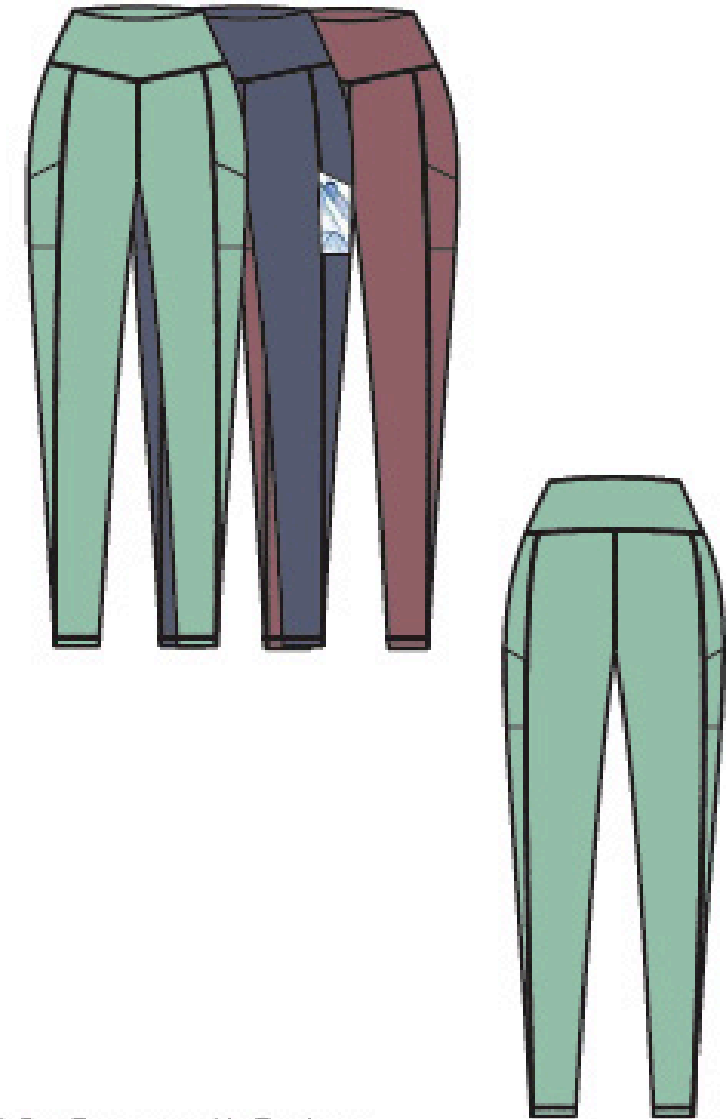


Gather

Fall/Winter



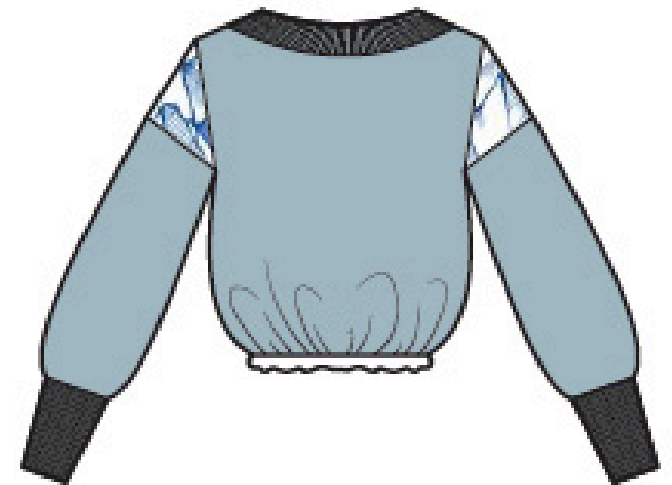
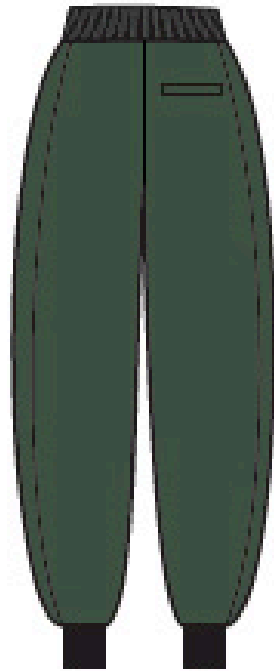
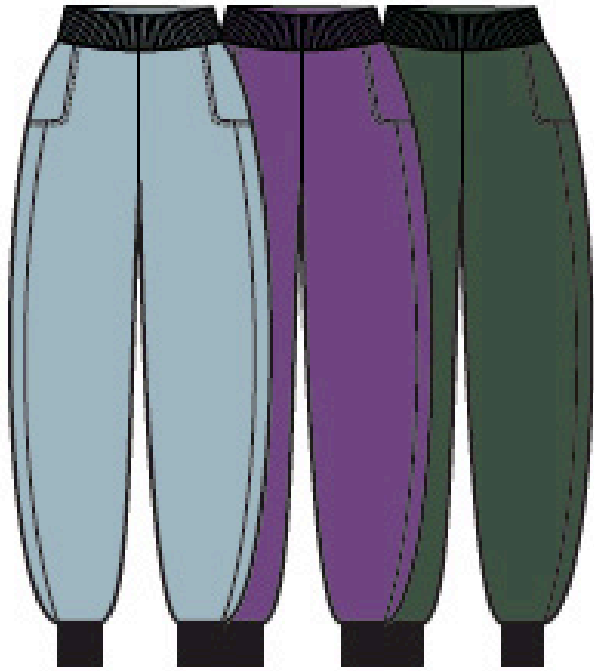
Hooded Thermal Set Top
#203002
Wool Cotton Blend
Fitted thermal top with hood and pockets
\$60
FW2023



Thermal Set Bottoms with Pockets
#203003
Wool Cotton Blend
Thermal Legging base layer with pockets
\$60
FW2023



Gather
Fall/Winter



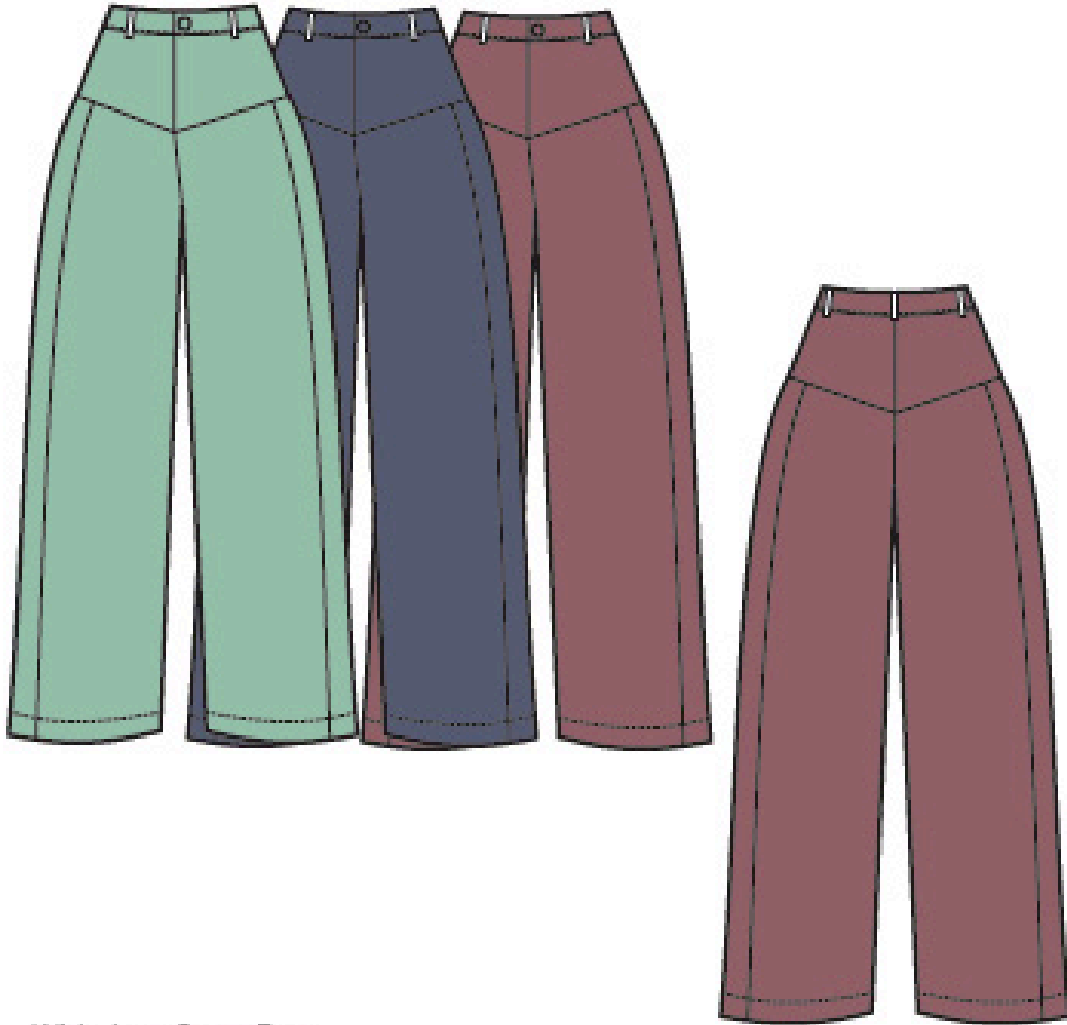
Fleece Midlayer Pant
#204001
Brushed Jersey
Cinched midlayer pant with pockets
\$55
FW2023



Mid-Layer
#204002
Brushed Jersey
A cozy mid-layer for lounging or layering
\$70
FW2023



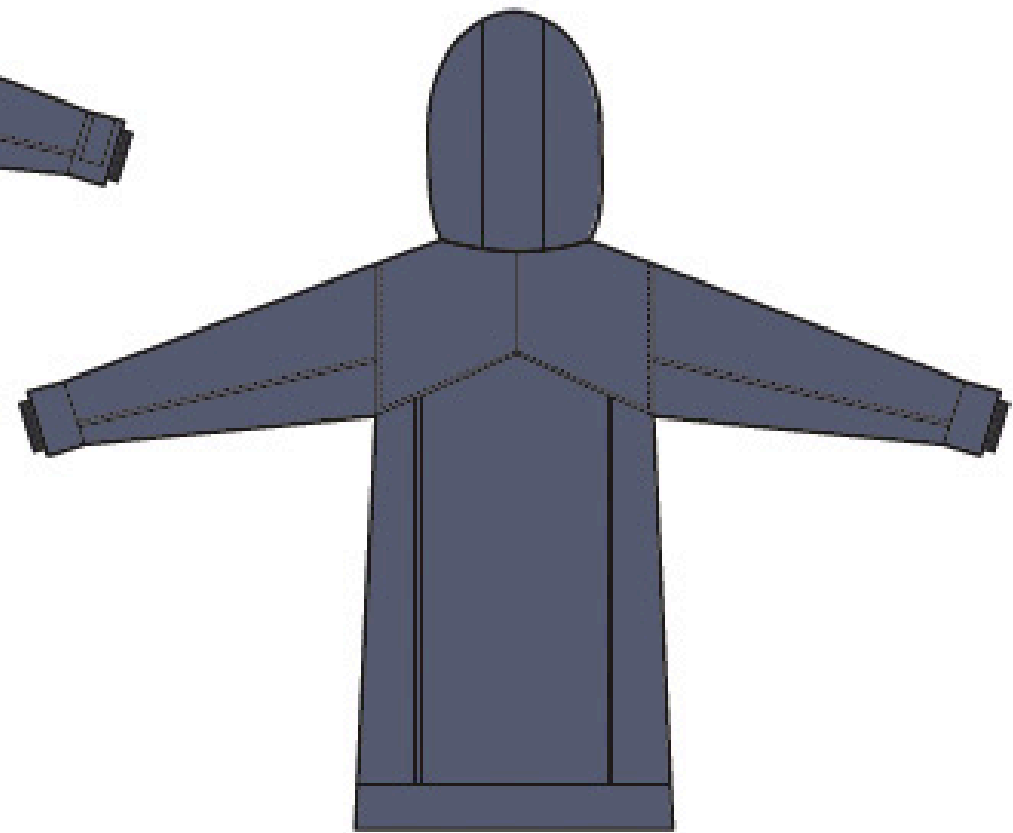
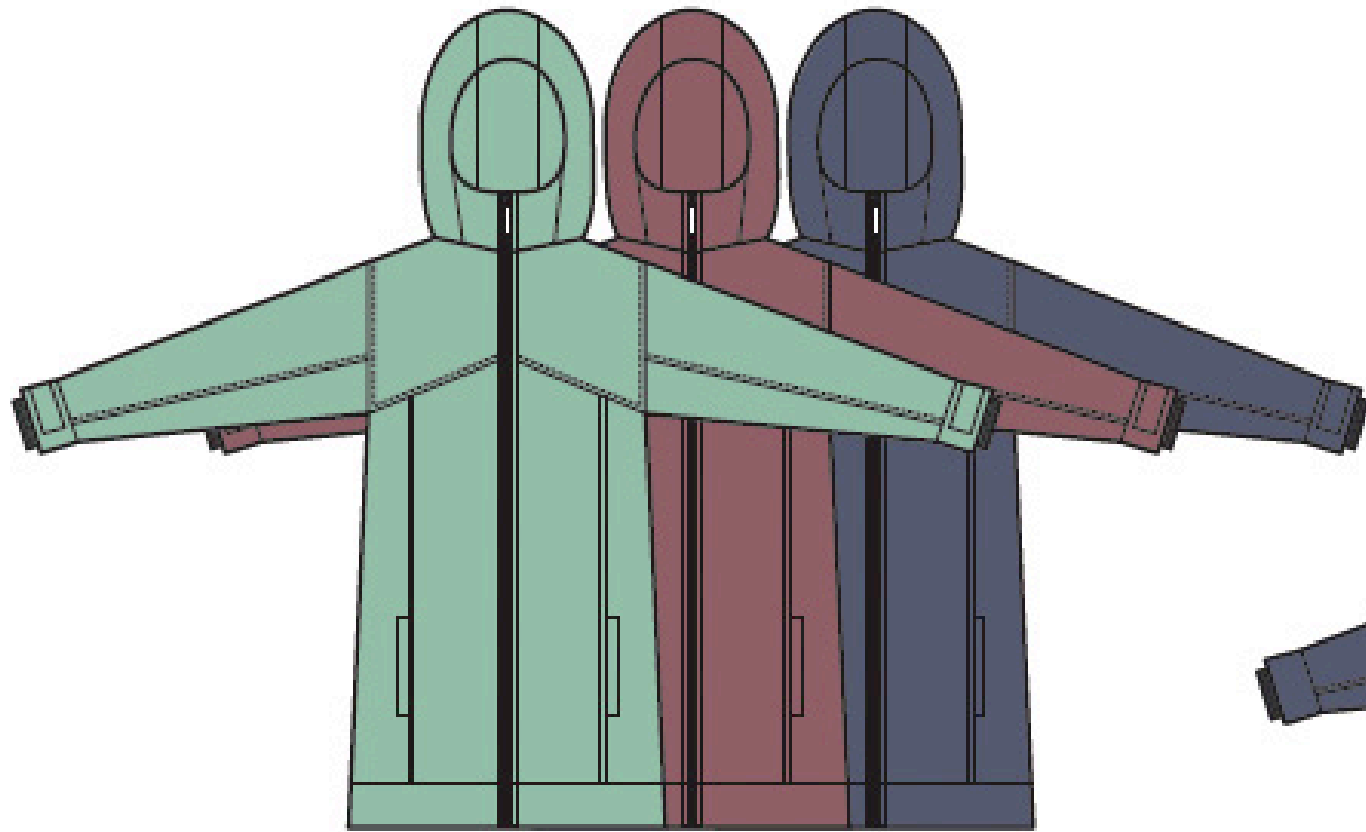
Gather
Fall/Winter



Wide Leg Outer Pant
#205001
Waxed Cotton Canvas
Wide leg heavy weight pant
\$100
FW2023



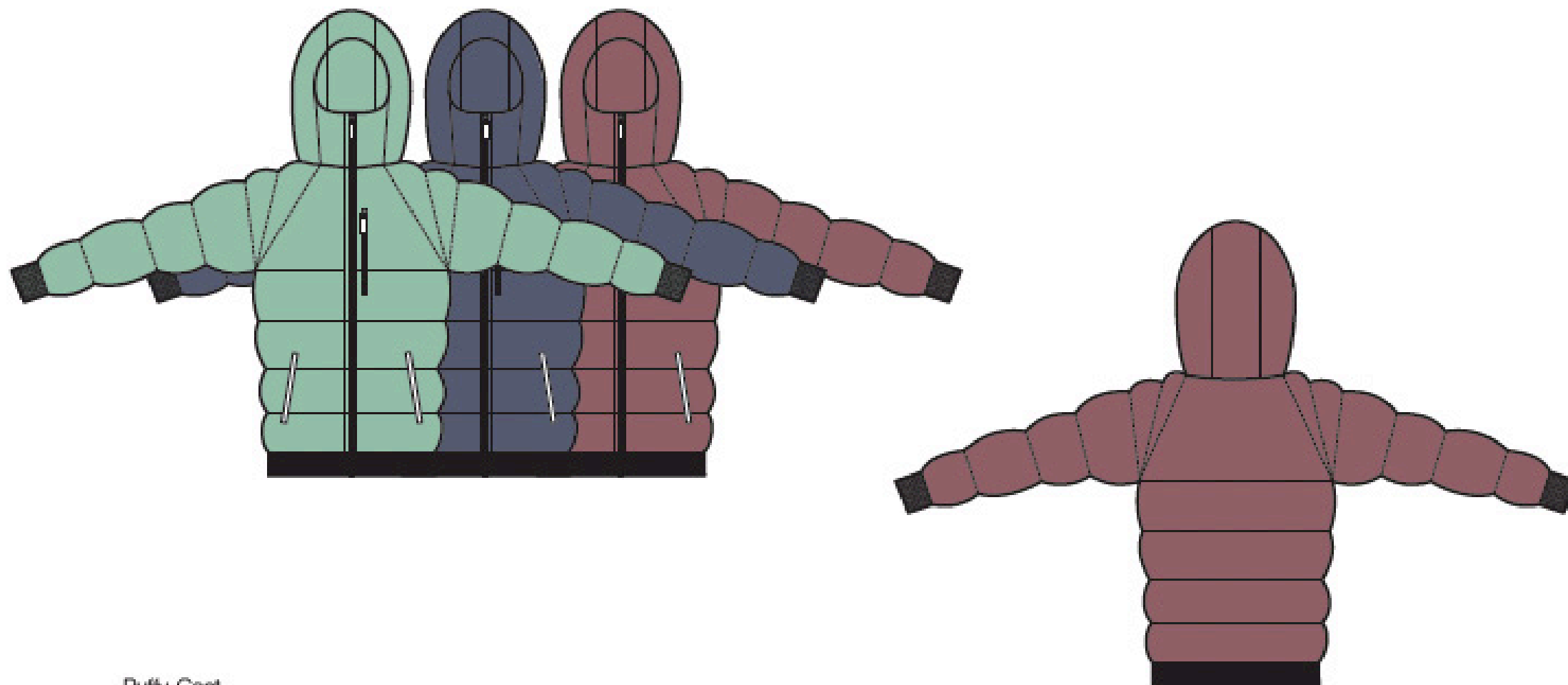
Gather
Fall/Winter



Heavyweight Coat
#205002
Waxed Cotton Canvas
Long line waterproof coat
\$170
FW2023



Gather
Fall/Winter



Puffy Coat
#205003
Nylon Ripstop
Down puffy coat with hood
\$150
FW2023

