

CITY JEANS

Wholesale Buyer Survey: Shaping Fashion Trends

Class: BUF 2255
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WHAT DOES SHE/HE BUY (CATEGORY-CATEGORIES) OF MERCHANDISE?

City Jeans is a well-established apparel and footwear store located in nine locations in the Bronx, New York, renowned for its wide range of stylish and affordable clothing and shoes, including a significant selection of streetwear apparel. Catering to the urban fashion needs of the local community, City Jeans offers a diverse product range that includes casual wear, sportswear, streetwear, seasonal collections, and an extensive footwear selection featuring popular brands like Nike, Adidas, Pumas, and Levi's. Known for its commitment to affordability, the store frequently holds sales and promotions, making trendy items accessible to all. City Jeans actively engages with the Bronx community through local events and initiatives, ensuring their offerings meet the specific preferences of their customers. With a focus on excellent customer service, knowledgeable and



friendly staff are always available to assist with finding the perfect fit and style. Conveniently located and easily accessible, City Jeans has become a beloved retail destination, offering high-quality products and maintaining strong community ties.

FROM WHOM DOES SHE/HE BUY THE MERCHANDISE?

City Jeans Wholesale offers a streamlined B2B buying experience, enabling retailers to access a wide range of stylish and affordable apparel and footwear, including a significant selection of streetwear. With an extensive catalog that includes casual wear, sportswear, streetwear, and an impressive selection of shoes from renowned brands, City Jeans Wholesale ensures that businesses can stock the latest trends to meet customer demand. Committed to providing value, the company offers competitive pricing, bulk purchase discounts, and flexible ordering options, making it an ideal partner for retailers looking to enhance their inventory. The dedicated B2B team in City Jeans Wholesale provides personalized service, assisting clients with

product selection, ordering processing, and any others needed to ensure a seamless purchasing experience. By partnering with City Jeans Wholesale, retailers can confidently expand their product offerings with high-quality, fashionable items that appeal to a broad customer base.

IN WHAT MARKETS DOES SHE/HE BUY THE MERCHANDISE?
USA - WHERE? ABROAD - WHERE?
DOES SHE/HE PURCHASE MERCHANDISE VIA THE INTERNET?



City Jeans Wholesale strategically sources its merchandise, including streetwear fashion, within the USA market. Collaborating with a diverse range of renowned brands both nationally and internationally, such as Nike, Adidas, Puma, and Levi's, they ensure their inventory reflects the latest trends and high-quality streetwear apparel and footwear. In the USA market, City Jeans collaborates with streetwear brands such as FREE reFills readywear, Rich Kidz, Saiko no kenkyushitsu, Gunzini Denim & Co., OS Club, GFTD LA, Riflessi, Wrath Boy, ESNTL LAB, Vicious Denim, and Embellish. By purchasing within the US market, City Jeans Wholesale maintains competitive pricing, offers bulk purchase discounts, and provides flexible ordering options to retailers nationwide. This approach not only supports local businesses but also ensures quick and efficient distribution, allowing their B2B clients to access the most sought-after streetwear fashion items for their customers.

HOW DOES YOUR BUYER DETERMINE WHAT TO BUY? EX: WHAT ARE HER/HIS SOURCES OF FASHION INFORMATION?

City Jeans Wholesale determines what to buy by actively engaging with the community and walking around local neighborhoods to observe the latest trends and styles that resonate with residents. This hands-on approach ensures that their inventory reflects current urban fashion preferences, making it highly relevant and appealing to customers. In addition to this community-focused strategy, City Jeans sources luxury brands and high-demand items by purchasing directly through their wholesale accounts with renowned brands. This approach allows City Jeans Wholesale to maintain a diverse and trendy product range, competitive pricing, and flexible ordering options, making them an ideal partner for retailers looking to enhance their inventory with high-quality, fashionable items.

HOW OFTEN DOES SHE/HE BUY? HOW FAR AHEAD OF THE RETAIL SELLING SEASON?



City Jeans Wholesale strategically sources its merchandise, including streetwear fashion, within the USA market. To stay ahead of trends, the City Jeans buyer actively engages with the community, walking around local neighborhoods to observe the latest styles that resonate with residents. This hands-on approach ensures their inventory reflects current urban fashion preferences. City Jeans establishes authenticity through an exclusive partnership with Undergold, and sourcing directly from renowned brands like Nike, Adidas, Puma, and Levi's, City Jeans conducts its wholesale buying once a year to prepare for upcoming fashion trends. This annual purchase strategy allows them to stay updated and relevant. When buying from luxury brands, such as Nike or Adidas; City Jeans benefits from a 2% discount if full payment is made within 30 days, as opposed to other payment options that allow for 60 days but offer no discount on whole items. This approach

ensures competitive pricing, flexibility, and a diverse, trendy product range, making City Jeans Wholesale an ideal partner for retailers looking to enhance their inventory with high-quality, fashionable items.

DOES SHE BUY ONLY FROM MANUFACTURERS' OPEN LINES, OR DOES SHE/HE CREATE SOME OF HER MERCHANDISE? WHAT IS THE PERCENTAGE OF EACH?

City Jeans Wholesale determines what to buy by actively engaging with the community and walking around local neighborhoods to observe the latest trends and styles that resonate with residents. This hands-on approach ensures that their inventory reflects current urban fashion preferences, making it highly relevant and appealing to customers. Additionally, City Jeans establishes its authenticity through a limitless partnership with the exclusive apparel brand Undergold. The partnership brings an authentic style to the Bronx community as a unique collaboration, combined with direct wholesale purchases from renowned brands as they enable a diverse and trendy product range.

Undergold USA is a dynamic apparel brand known for its contemporary and streetwear-inspired fashion. Originating in Las Vegas, Undergold quickly gained a reputation for its distinctive style that blends urban influences with high-quality design and materials. The brand is characterized by bold graphics, logos, and unique prints that make strong visual statements, and it focuses on streetwear essentials such as hoodies, graphic t-shirts, joggers, and snapback hats. Emphasizing quality fabrics and craftsmanship, Undergold ensures its products are both stylish and durable. The brand often releases limited edition collections to maintain exclusivity and drive demand, while its versatile and functional designs allow for easy mix-and-match outfits. Drawing inspiration from various cultural elements, including music, art, and urban lifestyles, Undergold stays relevant to its target audience. Known for its innovative collaborations with artists and designers, the brand remains at the forefront of streetwear fashion. By partnering with City Jeans, Undergold has successfully brought its authentic style to the Bronx community, enhancing City Jeans' offerings and solidifying its status as a go-to destination for urban fashion.



DOES HER/HIS OPINION ALONE DETERMINE WHAT TO BUY? HOW MANY OTHERS ARE CONSULTED?

City Jeans buyers determine what to purchase for all nine locations and in what quantities based on market demand. To refine their selections, they place new items on the floor for two weeks, after they analyze the sales performance and the value at which the products are selling. This data-driven approach allows them to make informed decisions about their inventory, visual merchandising plans, and upcoming styles entering the Bronx community as they continue to ensure that they meet the preferences and needs of their customers effectively.

TO WHOM DOES SHE/HE REPORT? WHAT IS HER/HIS LINE OF SUPERVISION UPWARDS?

The two buyers for City Jeans report directly to the owner, Ben Winrauke. Together, they discuss trends, upcoming plans and events, marketing strategies, and ways to engage the Bronx community in their stores. For over fifteen years, City Jeans has focused on serving the Bronx, targeting this community with dedication and commitment. The company works closely with the city and non-profit organizations to foster peace, strength, and unity within the Bronx community. This collaborative effort ensures that City Jeans not only stays relevant in the fashion industry but also positively impacts the local area it serves.

HOW MANY PEOPLE ON AN AVERAGE REPORT TO THIS BUYER? DOES SHE/HE SUPERVISE? WHAT ARE THE AREAS OF SUPERVISION?

Seven managers report to the top buyers at City Jeans, keeping track of the sales, performance metrics, and upcoming community events. They work diligently to identify opportunities for City Jeans to partner with these events, ensuring the store remains deeply integrated with the Bronx community. This structure allows City Jeans to stay responsive to local trends and needs, maintaining a strong presence and positive impact in the area.

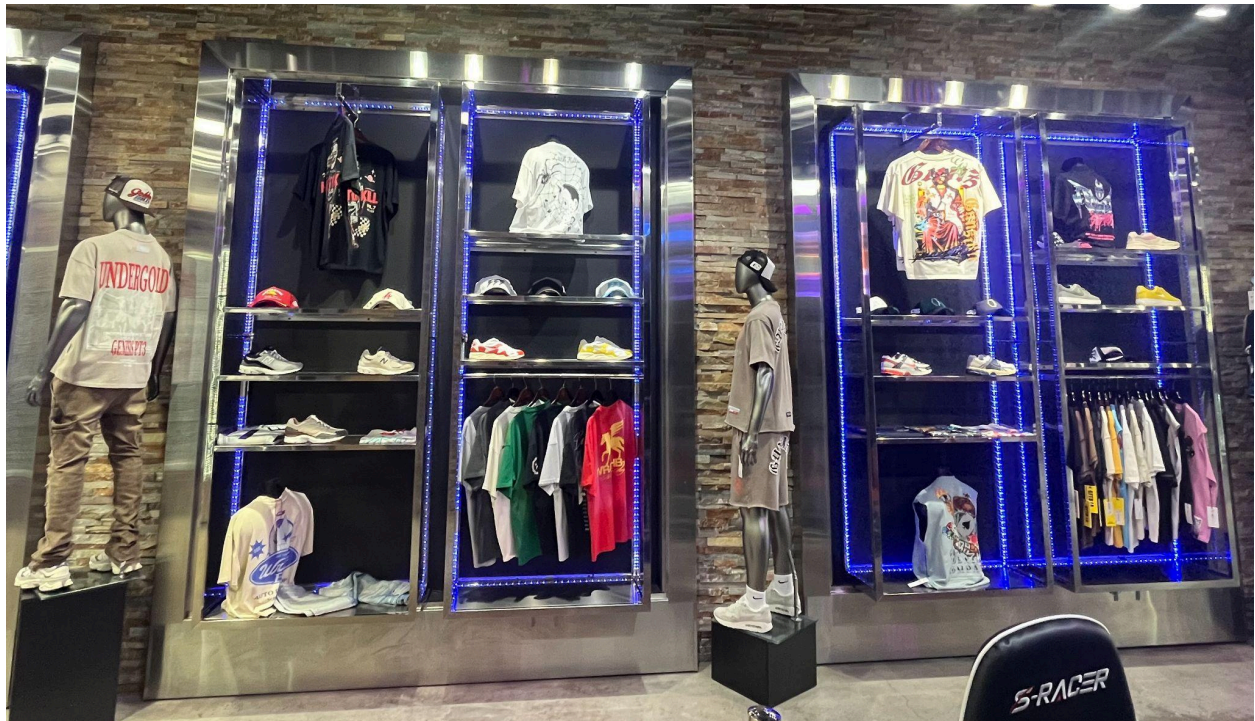
DOES YOUR BUYER RUN A DEPARTMENT? DOES SHE/HE HAVE CUSTOMER CONTACT? HOW OFTEN? HOW IS SHE/HE INVOLVED WITH CUSTOMER RETURNS OR COMPLAINTS?

City Jeans experiences a maximum of ten customer returns or complaints per month, indicating a high level of customer satisfaction. Local customers take in the store, observing the trending fashion displays and appreciating the opportunity to touch and feel the fabrics, examine the garment's stitches, and admire the unique designs. Each streetwear brand showcased in City Jeans has its authentic style and patterns. Upon entering the store, one will notice casual Nike

and Adidas mannequin displays. Despite these luxury brands, it is Undergold that truly impresses the crowd with its big bold letters and vintage looks, prominently featured in numerous displays throughout the store. This immersive shopping experience highlights City Jeans' commitment to quality and style, attracting and engaging the Bronx community.

DOES SHE/HE DETERMINE THE RETAIL PRICE OF THE MERCHANDISE? ON WHAT FORMULA(S)?

City Jeans determines its merchandise pricing by doubling the wholesale price per item. The majority of the brands are marked up by 50% to meet quarterly expectations. However, certain brands, such as Undergold, Rich Kidz, Saiko no Kenyushitsu, and GFTD LA, are typically marked up between 60%- and 70% to ensure continued profitability.



Over time, if these products remain unsold, they are eventually marked down to maintain sales momentum and clear inventory. This pricing strategy allows City Jeans to balance profitability with customer satisfaction, ensuring they meet financial goals while offering competitive prices.

HOW DOES SHE/HE KEEP TRACK OF SALES? HOW DOES SHE/HE DETERMINE THE SUCCESS OR FAILURE OF ITEMS PURCHASED?

Sales at City Jeans are meticulously tracked every week to analyze demand trends and performance metrics. This proactive approach allows the team to compare sales figures effectively, identifying high-demand items and understanding customer preferences. By

monitoring sales regularly, City Jeans can make informed decisions on inventory management, pricing strategies, and promotional efforts. This data-driven approach not only ensures that popular products are adequately stocked but also helps optimize the overall shopping experience for customers. By staying responsive to sales data, City Jeans maintains its competitive edge in the retail market, meeting consumer expectations and maximizing profitability.

WHAT IS YOUR BUYER'S RELATIONSHIP TO: SALES TRAINING, ADVERTISING, THE FASHION DEPARTMENT, DISPLAY DEPARTMENT AND PUBLIC RELATIONS?

City Jeans collaborated with Nike for the 360 Bacon, Egg, and cheese sneaker drop by hosting a live event at their locations, where they served bacon, egg, and cheese breakfasts. This unique promotion aimed to engage customers and attract new potential consumers. The event drew significant attention, with people from the community lining up outside to enjoy a combined shopping and fast food experience. This innovative approach not only highlighted the



new sneaker release but also fostered a sense of community and excitement around the brand. The event was held in the Fordham location featuring a DJ, chef, security personnel, and sales associates on the floor to provide services and answer any questions during the event. The event was held for four hours in each location and had a combination of live music, delicious food, and attentive service to create an engaging and memorable experience for the community. This setup ensured that customers enjoyed a lively atmosphere while shopping and learning about the new sneakers, enhancing the overall promotional impact.

Through this collaboration, City Jeans exceeded its expectations, demonstrating the power of unity and community engagement in creating a positive environment in

the fashion retail industry. The hard work and effort put into this event solidified City Jeans'

reputation as one of the top mom-and-pop retail stores in the Bronx. By fostering strong community ties and delivering memorable shopping experiences, City Jeans has established itself as a leader in the local fashion scene.

The buyers at City Jeans also serve as sales trainees, actively contributing to advertising and promotional strategies. Together, they collaborate to create a distinctive shopping experience tailored to the Bronx community. Each store within City Jeans is characterized by a bold introduction of community spirit, relaxation, and a blend of casual and streetwear fashion. The company has invested in enhancing each store's ambiance with interior LED lights, flat-screen TVs, a dedicated gaming display area, and a



diverse array of styles and trends, all offered at affordable prices. This thoughtful design aims to cater to the local community's preferences while providing an inviting and engaging atmosphere for shoppers to explore and enjoy. City Jeans continuously finds ways to contribute and connect with its community through pop-up events, community meetings, and the ability to represent the authenticity of its store in the borough of the Bronx.

WHAT VENDOR SERVICES ARE AVAILABLE? WHICH ONES DOES YOUR BUYER TAKE ADVANTAGE OF?

Each mannequin in City Jeans stores is meticulously styled by the buyers, who offer alternative options and looks that complement the mannequins' color scheme. This attention to detail enhances the visual appeal of the displays, showcasing a variety of coordinated outfits that resonate with the latest fashion trends and seasonal themes. By curating these displays with care, City Jeans aims to inspire customers with creative outfit ideas while highlighting the versatility and style of their merchandise. This thoughtful approach not only enhances the shopping experience but also reinforces City Jeans' commitment to representing their apparel and

footwear attractively and engagingly.

DOES THIS INDIVIDUAL PLAN ON REMAINING A BUYER, OR IS SHE/HE LOOKING INTO ANOTHER AREA OF THE FASHION INDUSTRY? ANY POSSIBLE PROMOTION?

City Jeans has made multiple attempts to reconnect with the brand Asics after a prolonged absence in the market. Despite these efforts, Asics has shown little interest in partnering with City Jeans. In previous years, City Jeans began reducing their orders for Asics products due to lackluster sales in the Bronx community. This decline in demand prompted the retailer to explore other options to meet customer preferences effectively. Despite their efforts to revive the partnership, Asics remains uninterested in collaborating with City Jeans at this time, reflecting challenges in aligning brand strategies and market interests.



WHAT ARE THE MAJOR ADVANTAGES AND DISADVANTAGES OF HER/HIS JOB?

As buyers at City Jeans, they experience both advantages and disadvantages and challenges in wholesale purchasing within the fashion industry. They leverage their purchasing power to secure discounts on bulk orders, allowing them to offer competitive pricing and a diverse product range to their customers. City Jeans focuses on building strong partnerships with suppliers and brands that enable them to access exclusive deals and favorable terms. However, they navigate the risk such as potential overstocking if market demand shifts unexpectedly or products do not perform as projected. Keeping pace with evolving fashion trends and consumer preferences demands constant vigilance and adaptation. Seasonal variations and intense market competition further add complexity, necessitating meticulous inventory management and strategic decision-making to sustain profitability and meet the diverse needs of the clientele at City Jeans.

WHAT ADVICE DOES SHE/HE HAVE FOR FASHION MERCHANDISING STUDENTS?

As a fashion wholesale buyer advising an upper senior in college studying fashion, I would stress the importance of staying ahead in a dynamic industry. Understanding current and emerging fashion trends is crucial, this involves following industry publications, attending fashion shows, and observing consumer behavior to anticipate market demands accurately. Building strong relationships with suppliers and brands will give you access to exclusive deals and insights into new collections, enhancing your competitive edge. Develop strong analytical skills to analyze sales data, forecast trends, and make informed purchasing decisions, considering pricing strategies and profit margins. Creativity and innovation are key, strive to differentiate yourself and your offerings in the market while staying adaptable to industry changes and

resilient in facing challenges. Embrace sustainability as a priority, seeking out brands committed to ethical practices and environmental responsibility.

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Shop for brand-name Footwear & Clothing. City Jeans. (n.d.). <https://cityjeans.com/>

Undergold world wide. UNDERGOLD CORP. (n.d.). <https://undergoldworldwide.com/en>