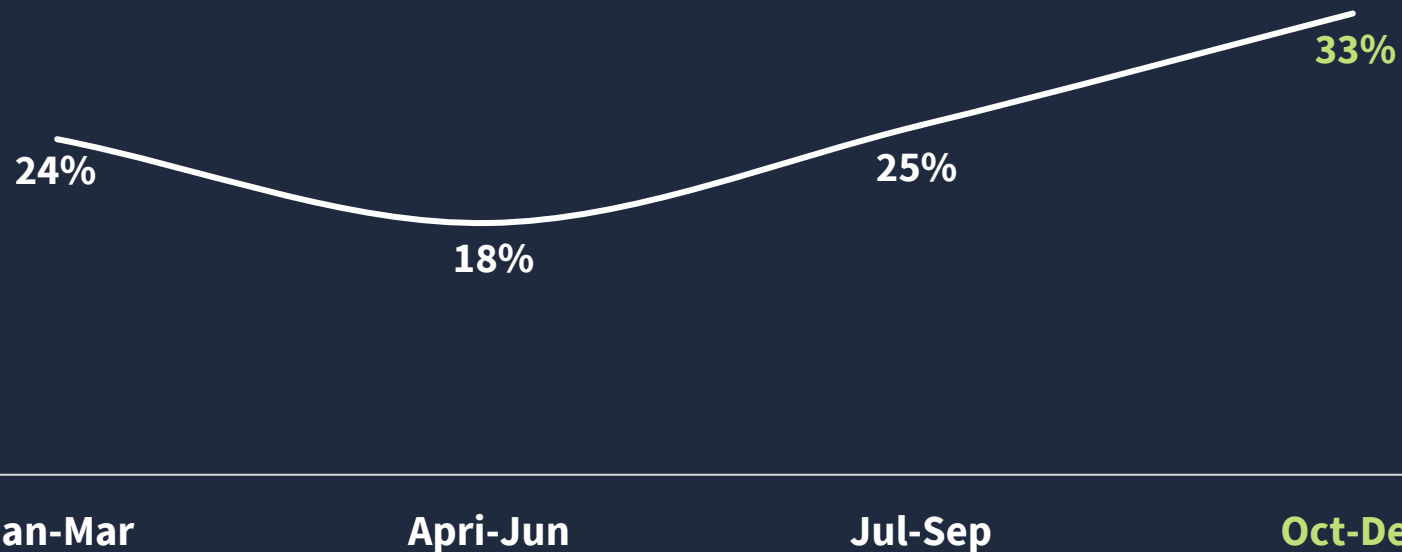


**Outdoor brands and retailers must adapt their assortments and strategies to the reality of a warming climate – particularly a warmer holiday selling season.**

**For outdoor brands and retailers, October, November, and December are typically the most important selling months of the year.**

Quarterly % of Annual Revenue  
(Avg across leading group of publicly traded outdoor companies)

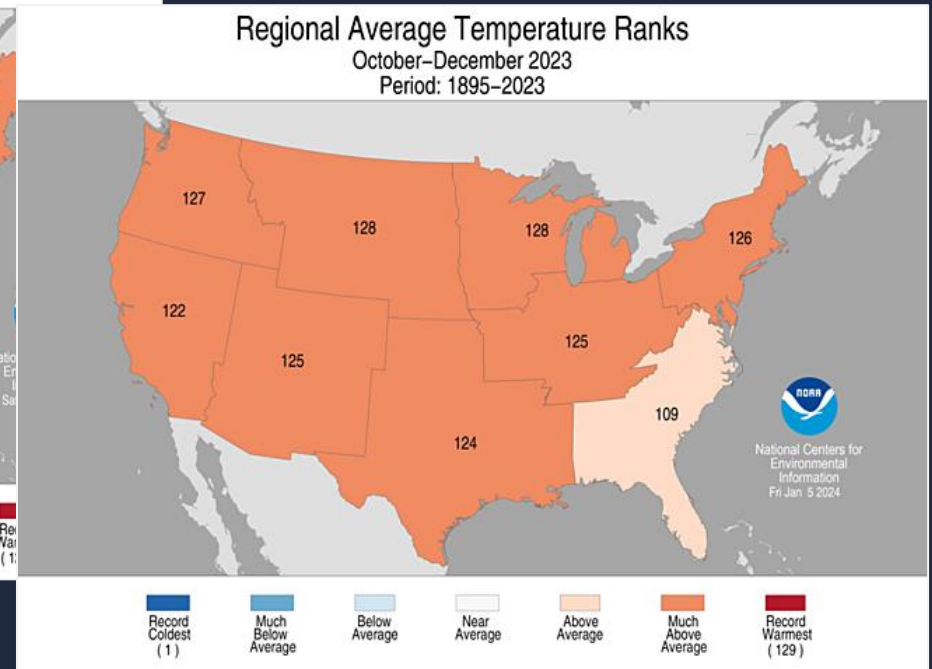
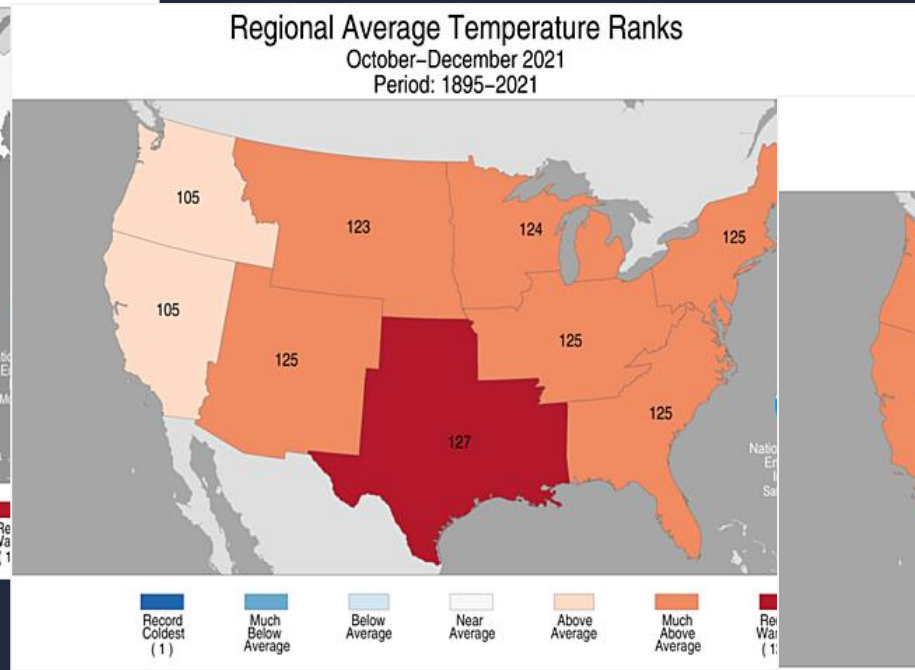
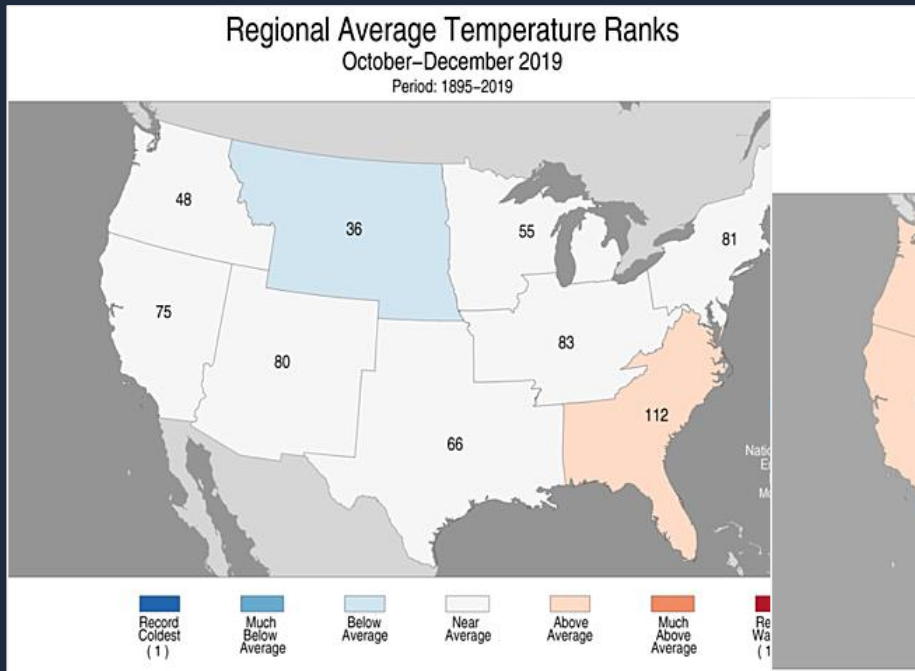


**When unseasonably warm weather pervades this period, sales can be greatly impacted.**

*Average Oct-Dec '23 YOY sales decline for basket of publicly traded outdoor companies*

**- 15%**

# This spells trouble for brands and retailers, because we can't count on Oct-Dec being consistently cold anymore.



# There are two obvious (but not simple) strategies for mitigating the impact of a warmer holiday selling season:

**#1**

## **PRESERVE THE CURRENT PEAK**

Change the mix of products to preserve consumer relevance when Oct-Dec is no longer as cold

**#2**

## **BECOME COUNTER- SEASONAL**

Increase the assortment's productivity in non-holiday selling months (i.e., Spring/Summer)

# Preserving the current peak requires a paradigm shift in how we think about product creation:

## FROM

### **WARMTH**

*Developing products that meet a set of warm/warmer/warmest use cases*

### **DEDICATED**

*One product, limited consumer use-cases (e.g., insulated, waterproof parka)*

### **TECHNOLOGY-LED**

*Technology is the primary selling point / value proposition of the product*

### **SEASONAL**

*Product relevance is driven by “how cold it is outside” (literally)*

## TO

### **THERMOREGULATION**

*Developing products that better-manage temperature across cold and warm climates*

### **VERSATILE**

*One product, many possible use-cases (e.g., 3-in-1 jacket, or something that embodies this spirit)*

### **FASHION-LED**

*The visual aesthetic of technology enhances the value proposition just as much as the tech itself*

### **EVERGREEN**

*Product relevance is driven by “how it makes me feel” (literally and figuratively)*

# Becoming counter-seasonal requires adding relevant and ownable adjacent products to the mix:



**Is your product strategy climate ready?**



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