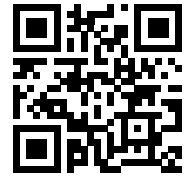




AUGUST
2019



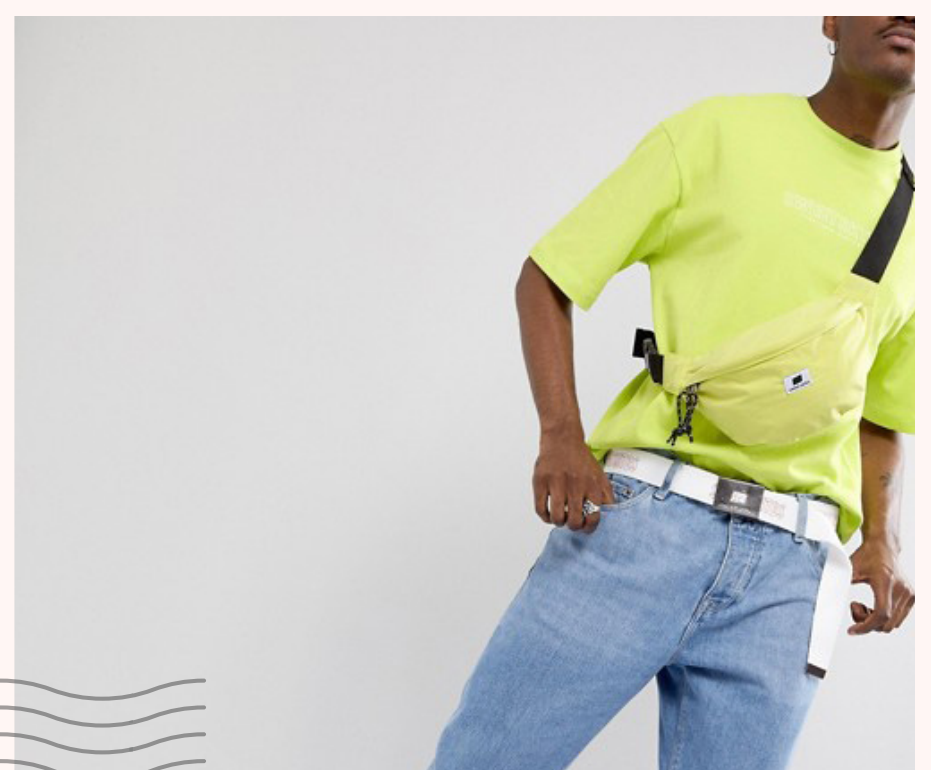
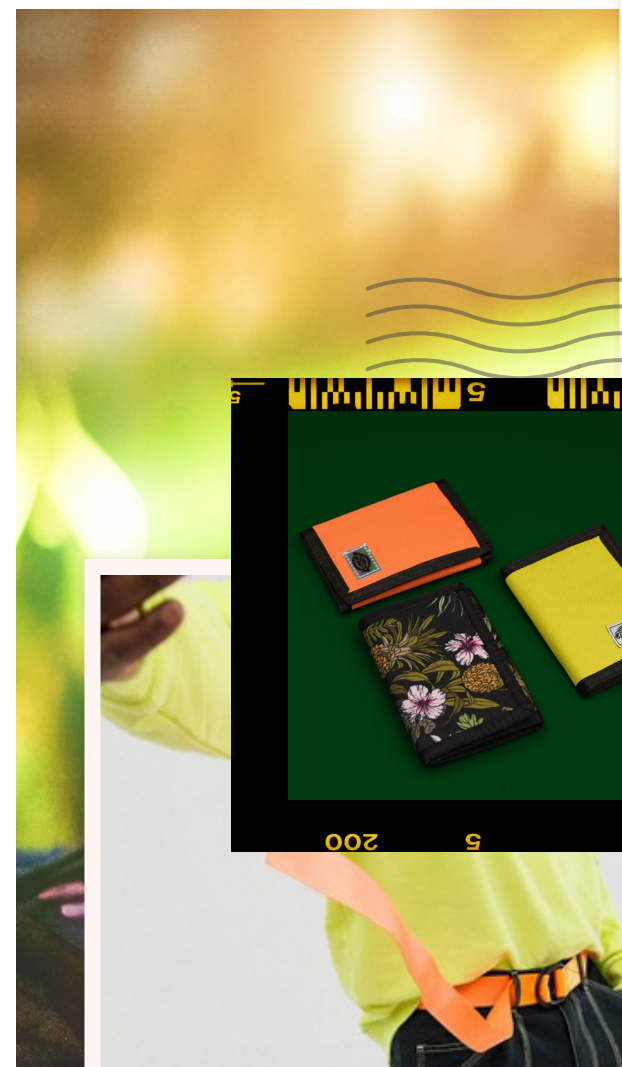
Micro Moment Roadmap

Disrupt the retail floor with new point of sale opportunities

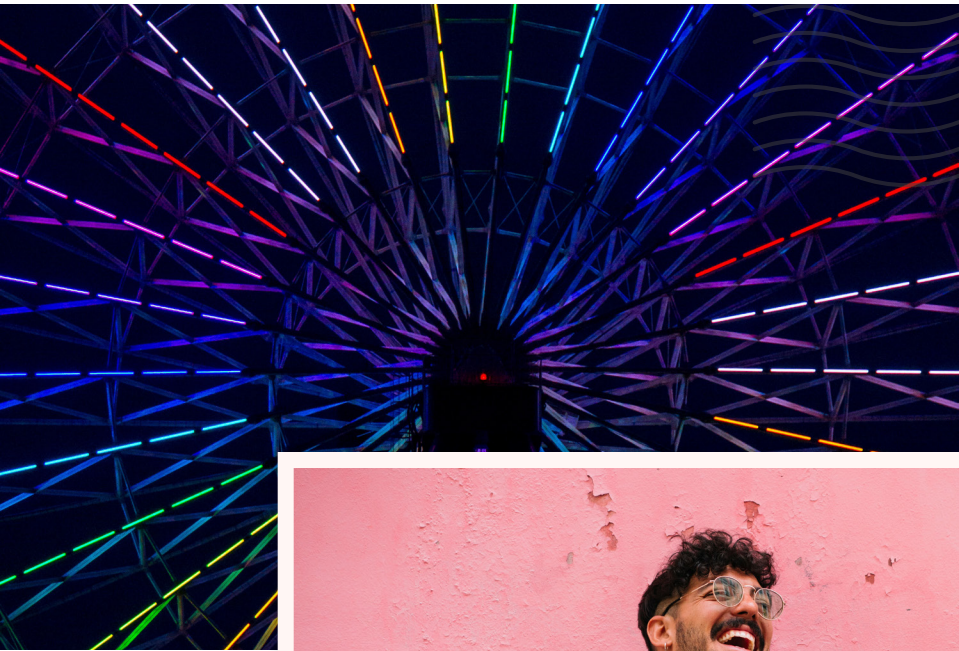
R.A. RANDA
LEADING WITH ACCESSORIES



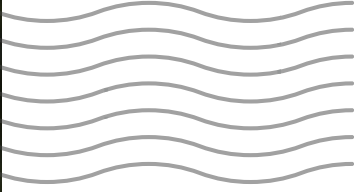
Spring Festival



Peak selling season: March-July	
Key Items: Bandana	
Recommended customer ship: March	About this moment: <ul style="list-style-type: none">Festival brights90's resurgenceUnisex



Pride



Peak selling season:
May-June

Key Items:
**Rainbow
Suspender**

Recommended
customer ship:
April

About this moment:

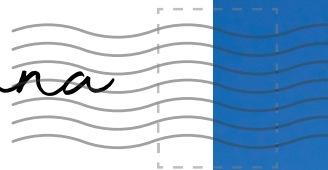
- Modern rainbow of color
- Inclusive messaging
- Bold & Optimistic



3
3A
4
4A
5
5A
FILM
200
200



Americana



Peak selling season:
May-July

Key Items:
Patches

Recommended
customer ship:
March

- About this moment:
- Red, white & blue
 - Novelty jewelry
 - Solids, stripes & Tye-die





200-6



1

200-6

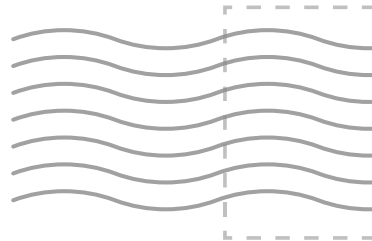


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200-6



Earth Day

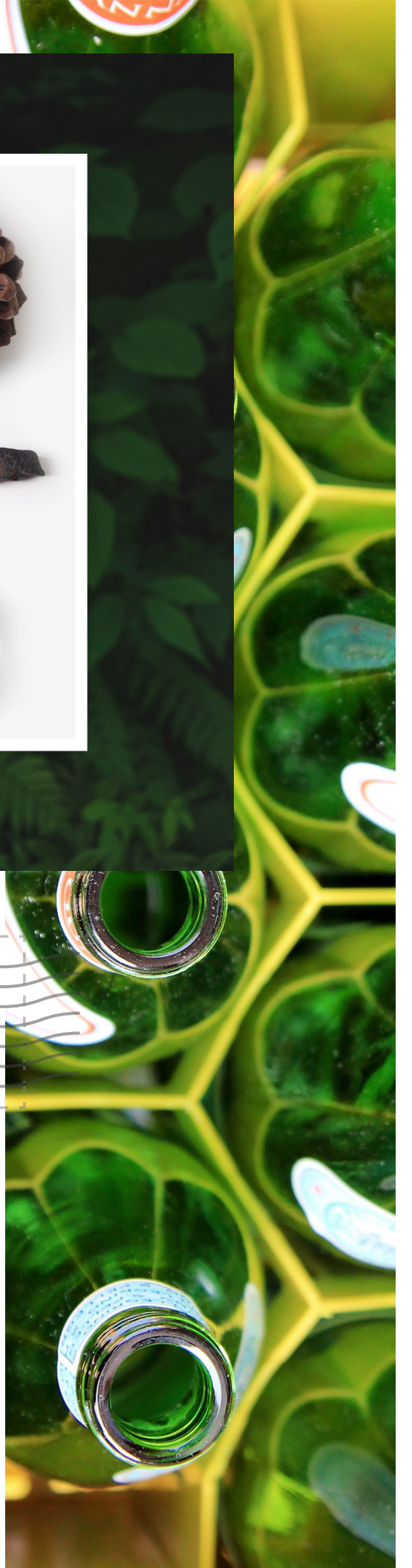


Peak selling season:
March-April

Key Items:
Necktie

Recommended
customer ship:
Feb

- About this moment:
- Sustainable materials
 - Recycled fabrics
 - Shades of blue & green



Fall Festival



Peak selling season:
July-Sept

Key Items:
Shoe-lace belt

Recommended
customer ship:
June

About this moment:
• **Urban Utility**
• **Pops of yellow**
• **Grommets & studs**



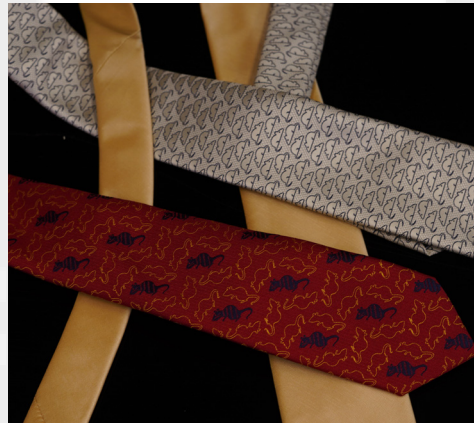


2

200-6

1

200-6



2

200-6

1

200-6

Chinese New Years

Peak selling season:
Jan-Feb

Key Items:
Lucky bracelet

Recommended
customer ship:
Dec

About this moment:

- 2020 Year of the Rat
- Red, yellow, navy
- Overall novelty patterns





200

5

200

4

FILM

3

200