

COUNTRY ROAD

The Commuter

Country Road //
Autumn/Winter 20 //
Team Won //

Meet the Team



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BUYER / PRODUCT DEVELOPMENT /
ALLOCATION



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SUSTAINABILITY



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THUONGNGUYEN2000@HOTMAIL.COM
SUSTAINABILITY / MARKETING /
ENTREPRENEUR



NICHOLAS PAIC

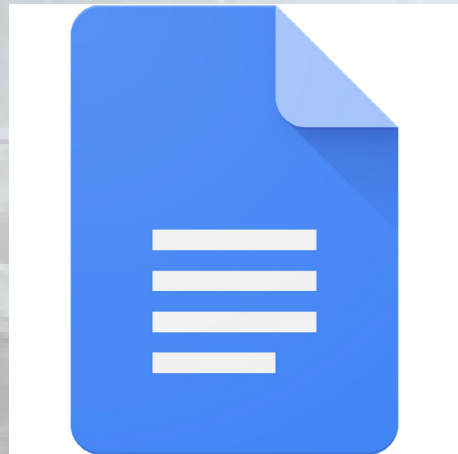
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VNESSA.ANGELINA@YAHOO.COM
MARKETING

How we worked together



Key Findings

COMFORT LIFESTYLE

- IN TODAY'S EVOLVING WORK ENVIRONMENT WITH THE GROWTH OF MOBILE OFFICES, TRADITIONAL SUITS HAVE BECOME LESS MANDATORY

PERFORMANCE MATERIALS

- STYLE (21%) AND COMFORT (11%) ARE THE TOP VALUES INFLUENCING THE CORE CUSTOMER'S PURCHASE DECISION
- ATHLETES (12%) ARE ONE OF THE MAIN STYLE INFLUENCES

LONGEVITY OF ITEMS

- 33% OF RESPONDENTS IN OUR PRIMARY DATA PURCHASE SEASONALLY
- 31% PURCHASE TO REPLACE CURRENT ITEMS

SUSTAINABILITY

- CONSUMERS ARE BECOMING MORE AWARE OF ENVIRONMENTAL ISSUES AND EXPECT BRANDS TO BE ENVIRONMENTALLY AND SOCIALLY RESPONSIBLE
- SUSTAINABLE AND ETHICALLY SOURCED MATERIALS IS THE POSITIVE FACTOR ATTRIBUTING TO OUR PRODUCT DIFFERENTIATION

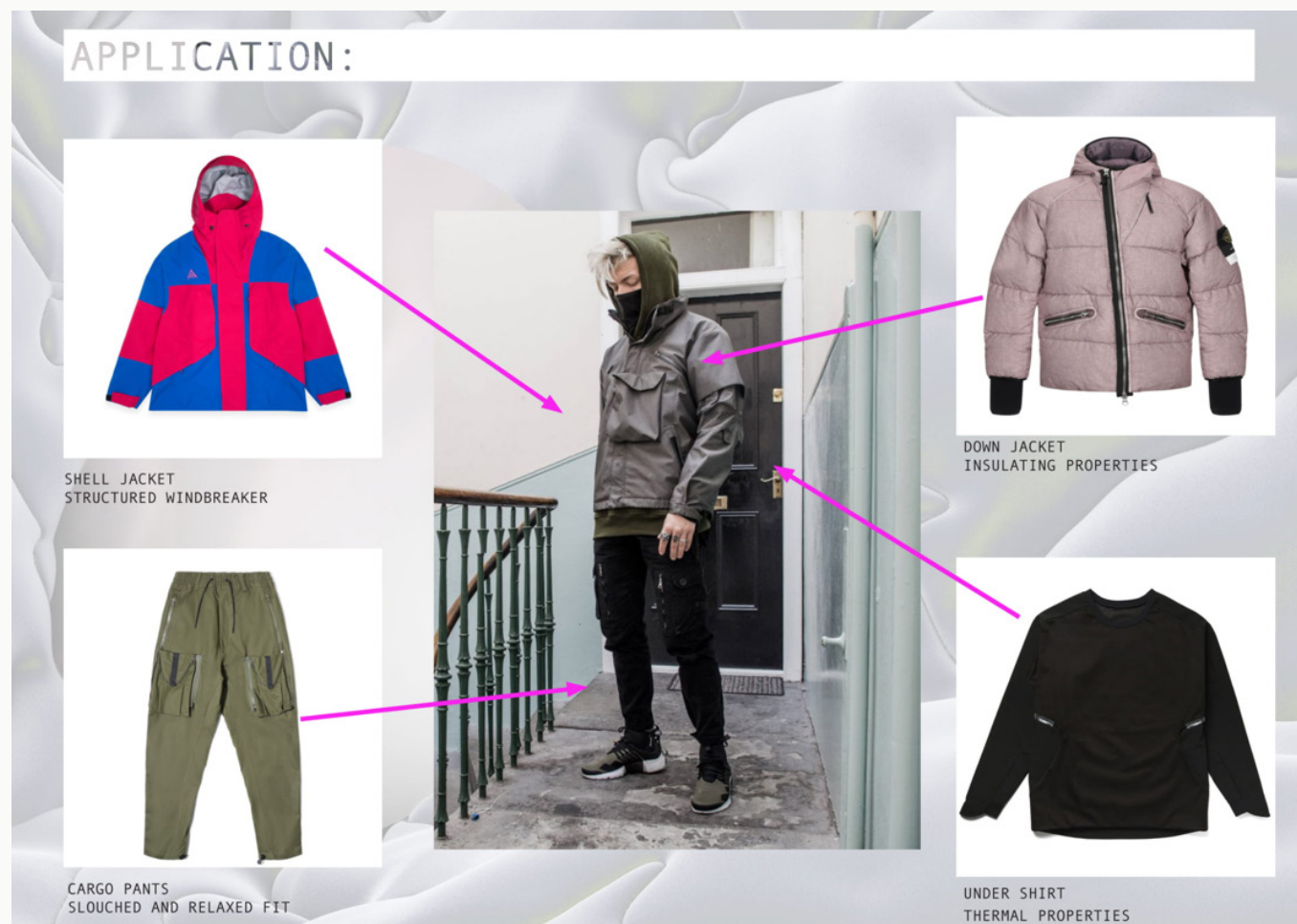
APPLICATION:



NEW HERITAGE:

- BLENDING HERITAGE PRINTS & PATTERNS WITH NEW SILHOUETTES
- OVERSIZED SILHOUETTES
- TRADITIONAL FABRICS USED

APPLICATION:



NEW AGED TECH:

- SPORTS, TECHNOLOGY AND MILITARY INSPIRED
- SLIMMER SLIHOUETTES
- EMPHASIS ON DETAILS AND TRIMS
- PROGRESSIVE AND TECHNICAL FABRICS USED FOR FUNCTIONALITY PURPOSES

A MORE RELAXED AND COMFORTABLE BUSINESS ATTIRE THAT MEETS A CASUAL LOOK FOR NON WORKPLACE EVENTS.

FOCUSED ON LAYERING COATS AND HOODIES, ELASTICATED TAILORED PANTS AND VERSATILITY OF ITEMS.

APPLICATION:



DRESS FOR YOUR DAY

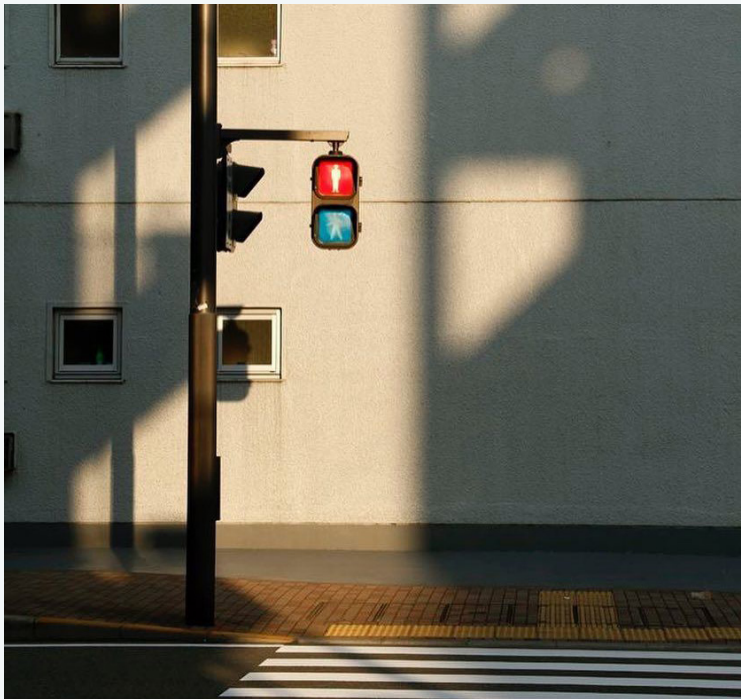
A/W 2020

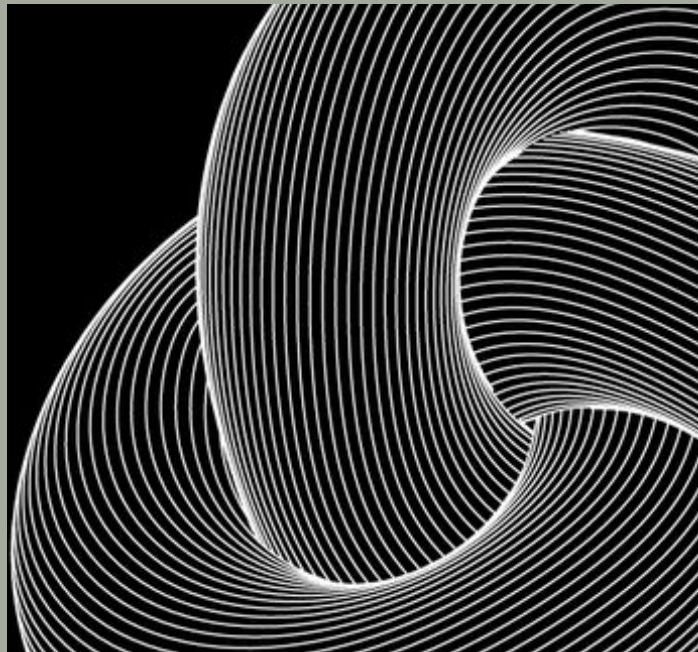
Core Customer

- 26-35 YEARS OLD MALES
- 74% FULLY EMPLOYED PROFESSIONALS LIVING IN THE INNER SUBURBS.
- WORK ORIENTED INDIVIDUALS WHO ARE STARTING TO PRIORITISE THEIR PERSONAL LIFE; SOCIAL CIRCLE AND OVERALL HEALTH.
- VALUE MORE LAX APPROACH TO WORKWEAR, PRIMARY DATA SHOWING CUSTOMERS' BUYING DECISIONS INCLUDE STYLE (21%), FUNCTIONALITY (11%), COMFORT (7%).
- 50% MALES PREFER TO BROWSE AND BUY IN-STORE FOR REASONS SUCH AS PRACTICALITY, EASE AND ASSURANCE IF FIT AND QUALITY.
- TIME IS PRECIOUS AND MALE CUSTOMERS SHOP LESS FREQUENTLY COMPARED TO FEMALES, MOST MALES SHOPPING SEASONALLY (33%).
- 30% SURVEYED MALES REPORTED PURCHASING MAINLY TO REPLACE DAMAGED OR WORN OUT ITEMS.

The Commuter Collection







The Colour Palette

MIDNIGHT BLACK

NAVY BLUE

GRANITE GREY

TOPGUN GREY

CLAY BEIGE

OFF WHITE WHITE

WEEKEND BLUE

DEEP SEA BLUE

MOSS GREEN

SAGE GREEN

BUNNINGS YELLOW

ENERGISE GREEN

Fabrics & Sustainability



RECYCLED POLYESTER



POLYGIENE



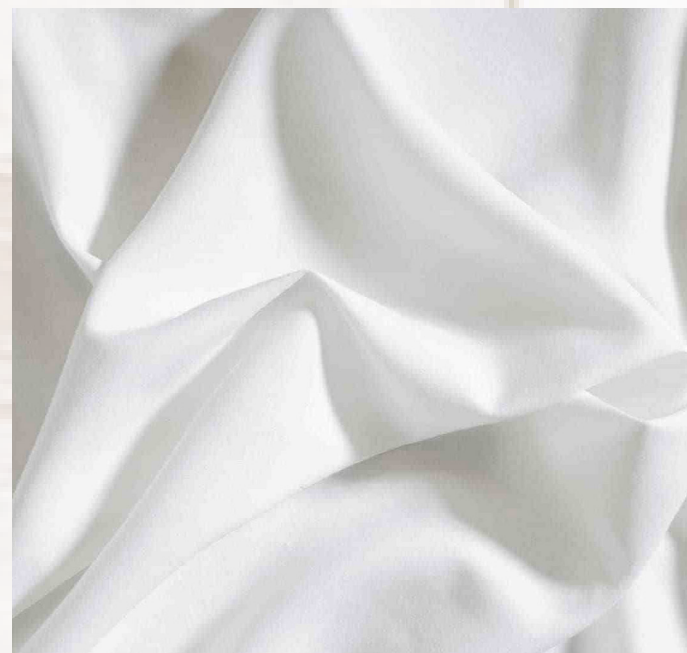
SCHOELLER 3XDRY®



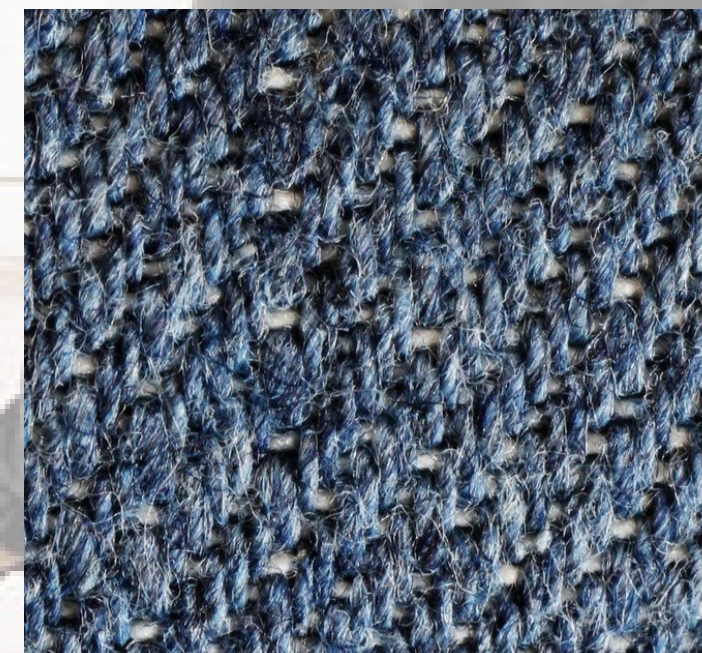
RECYC® LEATHER



BCI COTTON



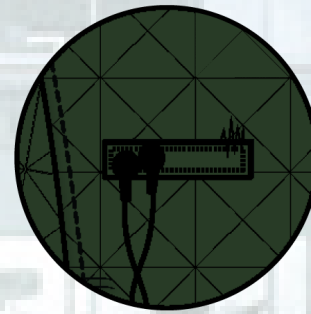
LYOCELL



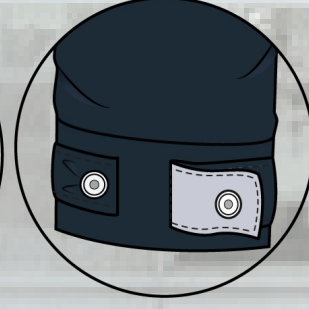
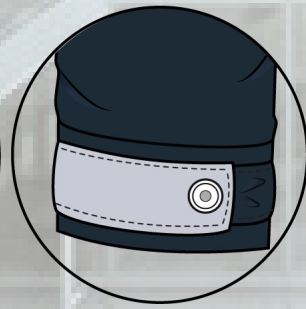
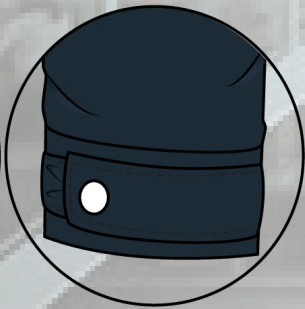
RECYCLED WOOL

NATURAL FIBRES AND RECYCLED MATERIALS
MINIMIZE USE OF TOXIC CHEMICALS (BCI COTTON, LYOCELL, NATURAL DYE, POLYGIENE) .
MINIMIZE THE USE OF FRESH WATER (DRYDYE TECHNOLOGY, POLYGIENE)
ETHICALLY SOURCED (BCI COTTON, TENCEL BY LENZING, SEAQUAL POLYESTER)

The Commuter



BREAKAWAY BOMBER
\$199.95
FABRIC NAME: RECYCLED POLYESTER
FABRIC CONTENT: 100% RECYCLED POLYESTER, SCHOELLER 3XDRIY®



SHELL JACKET
\$299.95
FABRIC NAME: RECYCLED POLYESTER
FABRIC CONTENT: 100% RECYCLED POLYESTER, SCHOELLER 3XDRIY®



RAIL KNIT
\$159.95
FABRIC NAME: RECYCLED WOOL
FABRIC CONTENT: 100% RECYCLED WOOL, SCHOELLER 3XDRIY®

DROP 1: DIRECTIONAL

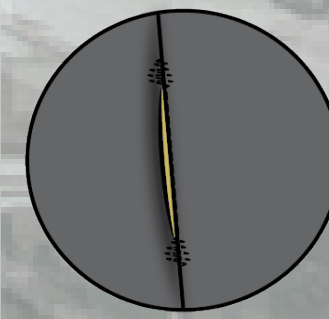
The Commuter



RIDER KNIT
\$119.95
FABRIC NAME: RECYCLED WOOL
FABRIC CONTENT: 100% RECYCLED WOOL, SCHOELLER
3XDRY®

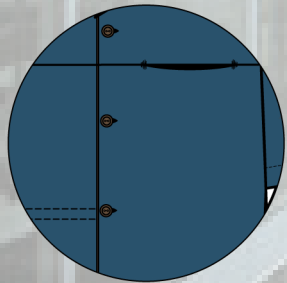


TEMPO GRAPHIC T-SHIRT
\$59.95
FABRIC NAME: COTTON
FABRIC CONTENT: 100% BCI COTTON,
POLYGIENE COATING



CROSSING CREW NECK
\$119.95
FABRIC NAME: FLEECE
FABRIC CONTENT: 100% BCI COTTON, SCHOELLER
3XDRY®

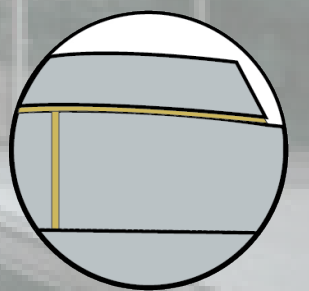
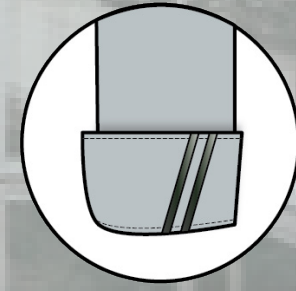
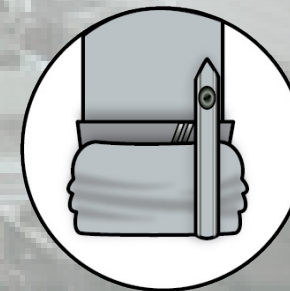
The Commuter



SHIFTING SHORT SLEEVE SHIRT
\$99.95
FABRIC NAME: LAWN
FABRIC CONTENT: 70% LYOCELL BY TENCEL,
30% BCI COTTON, POLYGIENE COATING



TRAVELLER OVERSHIRT
\$159.95
FABRIC NAME: COTTON
FABRIC CONTENT: 100% BCI COTTON,
SCHOELLER 3XDRIY®



9 TO 5 SHIRT
\$139.95
FABRIC NAME: LAWN
FABRIC CONTENT: 70% LYOCELL BY TENCEL,
30% BCI COTTON, POLYGIENE COATING

DROP 1: FASHION CORE

The Commuter



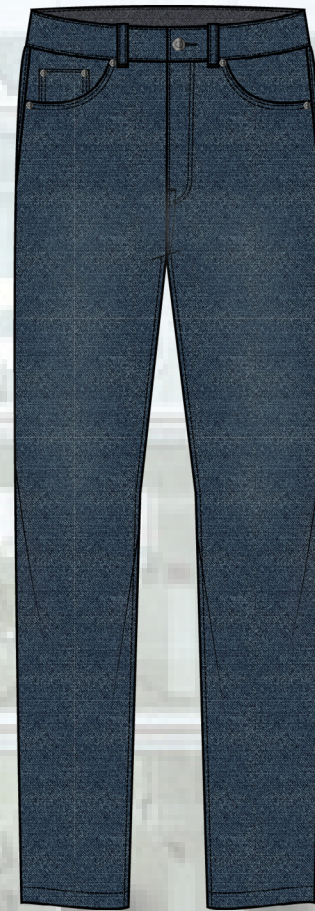
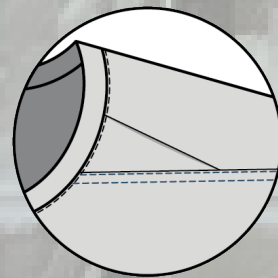
EN ROUTE POLO
\$79.95
FABRIC NAME: PIQUE
FABRIC CONTENT: 100% BCI
COTTON, POLYGIENE COATING



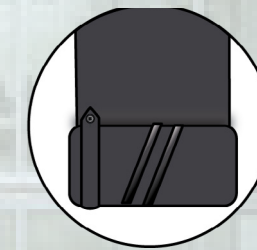
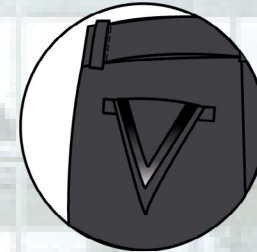
TRACK LONG SLEEVE T-SHIRT
\$59.95
FABRIC NAME: COTTON
FABRIC CONTENT: 100% BCI COTTON,
POLYGIENE COATING



TRACK T-SHIRT
\$49.95
FABRIC NAME: COTTON
FABRIC CONTENT: 100% BCI
COTTON, POLYGIENE COATING



DESTINATION DENIM JEAN
\$149.95
FABRIC NAME: DENIM
FABRIC CONTENT: 98% BCI COTTON, 2%
ELASTANE, SCHOELLER 3XDY®



PASSENGER CHINO
\$129.95
FABRIC NAME: CHINO
FABRIC CONTENT: 98% BCI COTTON 2% ELASTANE,
SCHOELLER 3XDY®



PASSENGER CHINO SHORT
\$109.95
FABRIC NAME: CHINO
FABRIC CONTENT: 98% BCI COTTON,
2% ELASTANE, SCHOELLER 3XDY®

DROP 1: BASIC

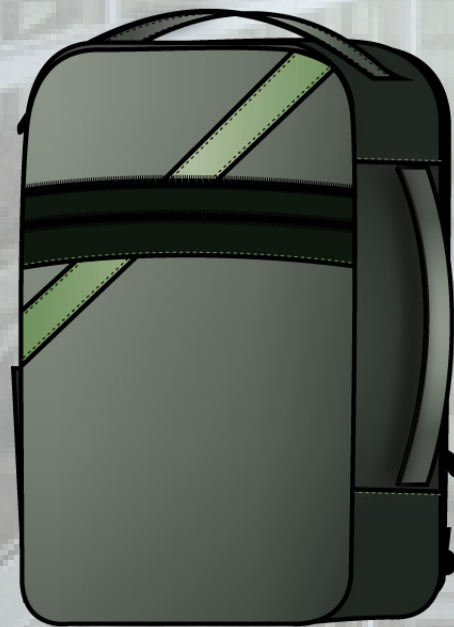
The Commuter



STEP UP CAP
\$49.95
FABRIC NAME: HEMP FIBRE



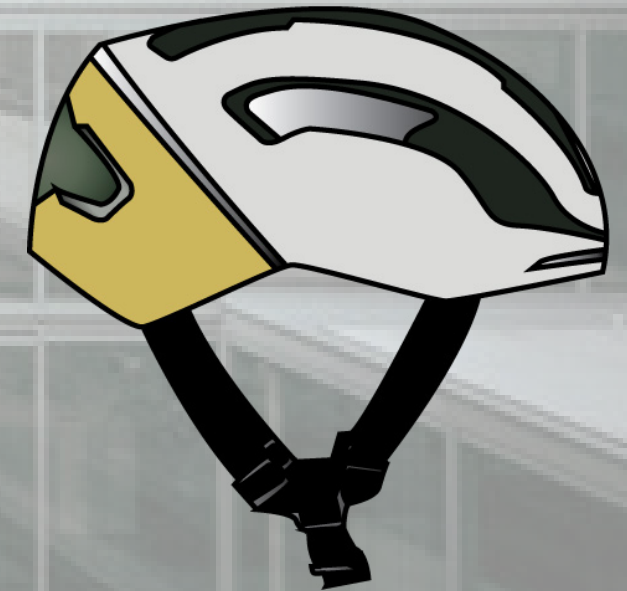
CITY SNEAKERS
\$149.95
FABRIC NAME: RECYC LEATHER™
FABRIC CONTENT: RECYCLED LEATHER FIBRE



URBAN BACKPACK
\$99.95
FABRIC NAME: RECYC LEATHER™
FABRIC CONTENT: RECYCLED LEATHER FIBRE



CYCLIST LOCK
\$39.95
FABRIC NAME: RECYCLED METAL WITH VINYL COATING TO AVOID DAMAGE TO BIKE PAINT WORK



RIDE ON HELMET
\$99.95
FABRIC NAME: RECYCLED POLYSTYRENE, CORN BASED OUTER SHELL

The Commuter



STEP UP CAP
TRACK T-SHIRT
SHORT SLEEVE SHIFTING SHIRT
PASSENGER CHINO SHORT
URBAN BACKPACK
CITY SNEAKERS

STEP UP CAP
EN ROUTE POLO
THE TRAVELLER OVERSHIRT
PASSENGER CHINO SHORT
URBAN BACKPACK
CITY SNEAKERS

STEP UP CAP
TRACK LONGSLEEVE T-SHIRT
RAIL KNIT
PASSENGER CHINO PANT
URBAN BACKPACK
CITY SNEAKERS

RIDE ON HELMET
9 TO 5 SHIRT
BREAKAWAY BOMBER
PASSENGER CHINO PANT
CYCLIST LOCK
CITY SNEAKERS

RIDE ON HELMET
TRACK T-SHIRT
SHELL JACKET W/ BREAKAWAY BOMBER
DESTINATION DENIM JEAN
CYCLIST LOCK
CITY SNEAKERS

DROP 1: OUTFITTING

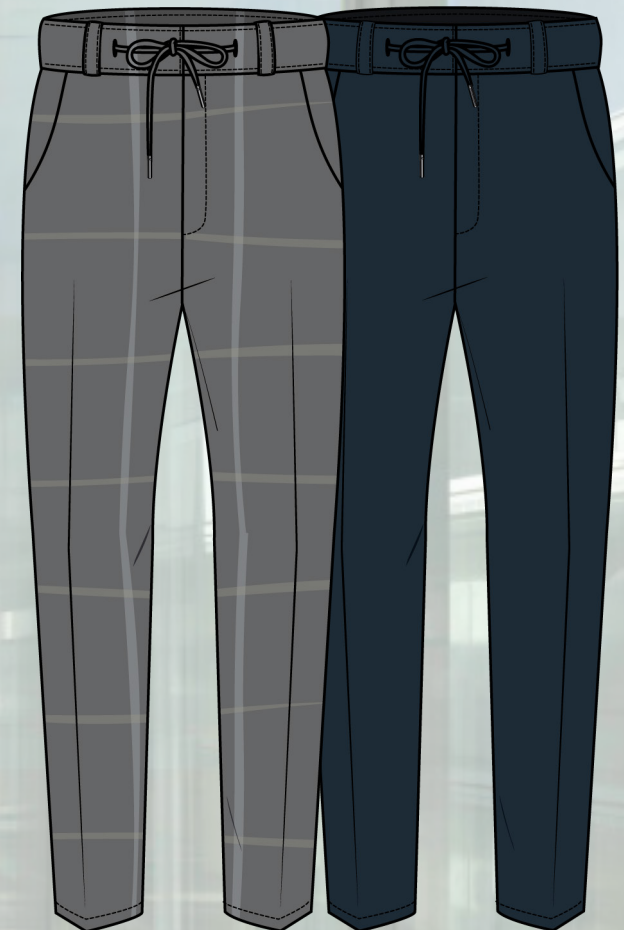
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COMMUTER COAT
\$249.95
FABRIC NAME: WOOL
FABRIC CONTENT: 100% RECYCLED WOOL,
SCHOELLER 3XDRY®
LINING: 100% RECYCLED POLYESTER



RAIL KNIT
\$159.95
FABRIC NAME: RECYCLED WOOL
FABRIC CONTENT: 100% RECYCLED WOOL,
SCHOELLER 3XDRY®



TRAFFIC DRAWSTRING TROUSER
\$179.95
FABRIC NAME: BENGALINE
FABRIC CONTENT: 98% BCI COTTON 2% ELAS-
TANE, SCHOELLER 3XDRY®

The Commuter



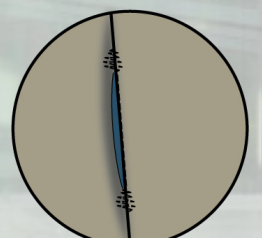
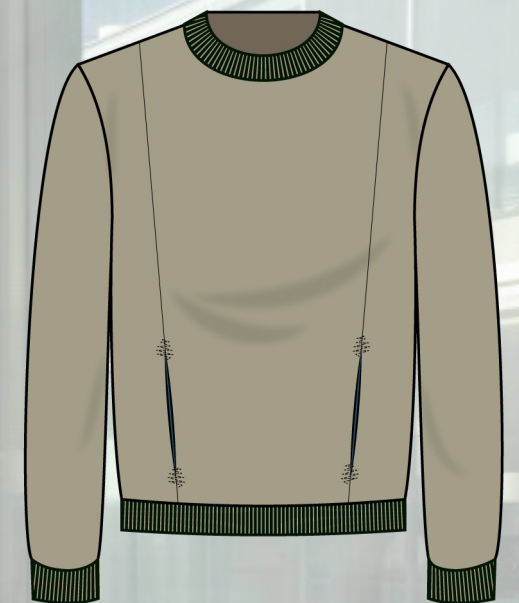
TRANSIT POLO
\$89.95
FABRIC NAME: PIQUE
FABRIC CONTENT: 100% BCI COTTON,
POLYGIENE COATING



TEMPO GRAPHIC T-SHIRT
\$59.95
FABRIC NAME: COTTON
FABRIC CONTENT: 100% BCI COTTON,
POLYGIENE COATING

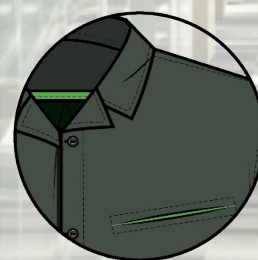
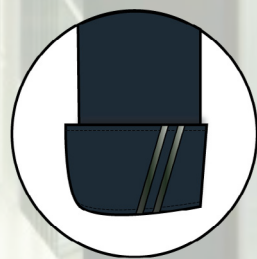
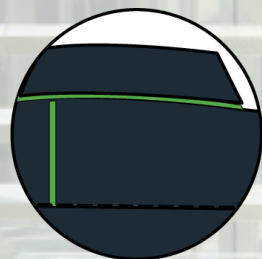


HIGHWAY HOODIE
\$139.95
FABRIC NAME: COTTON KNIT
FABRIC CONTENT: 100% BCI COTTON,
SCHOELLER 3XDY®



CROSSING CREW NECK
\$119.95
FABRIC NAME: FLEECE
FIBRE CONTENT: 100% BCI COTTON,
SCHOELLER 3XDY®

The Commuter



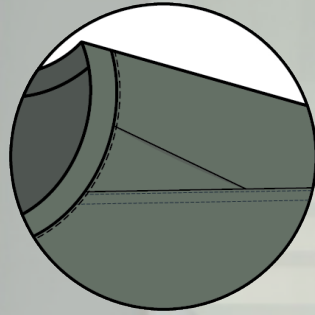
9 TO 5 SHIRT
\$139.95
FABRIC NAME: LAWN
FABRIC CONTENT: 70% LYOCELL BY
TENCEL, 30% BCI COTTON, POLYGIENE
COATING

OUT OF OFFICE OVERSIZED SHIRT
\$129.95
FABRIC NAME: LAWN
FABRIC CONTENT: 70% LYOCELL BY TENCEL,
30% BCI COTTON, POLYGIENE COATING

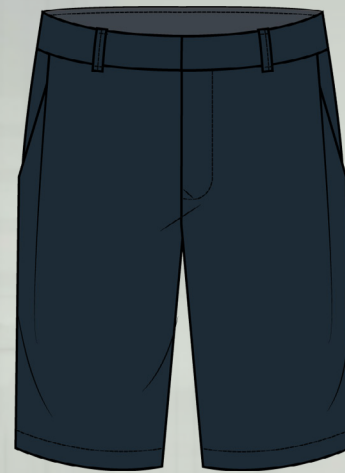
TRAVELLER OVERSHIRT
\$159.95
FABRIC NAME: COTTON TWILL
FABRIC CONTENT: 100% BCI COTTON,
SCHOELLER 3XDY®

DROP 2: FASHION CORE

The Commuter



TRACK T-SHIRT
\$49.95
FABRIC NAME: COTTON
FABRIC CONTENT: 100% BCI COTTON,
POLYGIENE COATING



PASSENGER CHINO SHORT
\$109.95
FABRIC NAME: CHINO
FABRIC CONTENT: 98% BCI COTTON 2% ELASTANE,
SCHOELLER 3XDRY®



TRACK LONG SLEEVE T-SHIRT
\$59.95
FABRIC NAME: COTTON
FABRIC CONTENT: 100% BCI COTTON, POLYGIENE
COATING



PASSENGER CHINO PANT
\$129.95
FABRIC NAME: CHINO
FABRIC CONTENT: 98% BCI COTTON, 2% ELASTANE,
SCHOELLER 3XDRY®



DESTINATION DENIM JEAN
\$149.95
FABRIC NAME: DENIM
FABRIC CONTENT: 98% BCI COTTON, 2% ELASTANE,
SCHOELLER 3XDRY®

DROP 2: BASIC

The Commuter



STEP UP CAP
TRACK T-SHIRT
THE TRAVELLER OVERSHIRT
PASSENGER CHINO SHORT
URBAN BACKPACK
CITY SNEAKERS

STEP UP CAP
TEMPO GRAPHIC T-SHIRT
RAIL KNIT
PASSENGER CHINO SHORT
URBAN BACKPACK
CITY SNEAKERS

STEP UP CAP
HIGHWAY HOODIE
TRACK LONGSLEEVE T-SHIRT
COMMUTER COAT
TRAFFIC DRAWSTRING TROUSER
URBAN BACKPACK
CITY SNEAKERS

RIDE ON HELMET
SHORT SLEEVE TRANSIT POLO
THE TRAVELLER OVERSHIRT
DESTINATION DENIM JEAN
CYCLIST LOCK
CITY SNEAKERS

RIDE ON HELMET
OUT OF OFFICE SHIRT
CROSSING CREWNECK
DESTINATION DENIM JEAN
CYCLIST LOCK
CITY SNEAKERS

DROP 2: OUTFITTING

Packaging



BIODEGRADABLE CORNSTARCH PACKAGING:

- SHAPE OF THE PACKAGING ALLOWS THE CARRY BAG TO BE RE-USED AS A STORAGE CONTAINER
- MADE FROM A RENEWABLE PLANT MATERIAL
- RECYCLABLE
- BIODEGRADABLE AND COMPOSTABLE AT THE END OF THEIR USEFUL LIVES

Packaging



SHOE BOX & MAILINING BOX

EARTHPAK® 100% RECYCLED AUSTRALIAN MADE CARDBOARD

100% REUSABLE

Ticketing

ECOSTAR+ 100% RECYCLED UNCOATED PAPER

MADE WITH 100% RECYCLED POST-CONSUMER WASTE

MADE CARBON NEUTRAL

FSC® CERTIFIED RECYCLED

PROCESSED WITHOUT THE USE OF ANY ADDITIONAL CHLORINE OR CHLORINE COMPOUNDS

COUNTRY ROAD



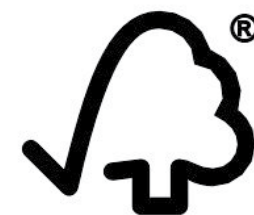
The Commuter Collection

Size: M A/W20
CR MENS APPAREL
Item: JACKET
Style: THE SHELL JACKET
Item Code: 60192003
Colour: NAVY BLUE 4490



9 324268 1835748

NZ \$245.95
AUS \$229.95



FSC
www.fsc.org

RECYCLED

Paper made from
recycled material

FSC® C102086

Ticketing

GARMENT FEATURES TAG TO HIGHLIGHT THE FEATURES AND BENEFITS OF THE PRODUCT, INCLUDING FABRICATION

CARE INSTRUCTIONS TO GUIDE CONSUMERS TO CARE FOR THEIR GARMENT IN AN ENVIRONMENTALLY FRIENDLY WAY

Garment Features:



100% RECYCLED POLYESTER



100% WATERPROOF



DURABLE



VERSATILE



REFLECTIVE ACCENTS

Care Instructions:



Machine Wash on a short cycle



Wash on a cool cycle



Use an environmentally-friendly detergent



Line-dry

To learn more about how you can help us
care for the environment visit:
www.countryroad.com.au/our-world

COUNTRY ROAD



The Commuter

In store Drop 1

COUNTRY ROAD



In store Drop 1



COUNTRY ROAD

The Commuter

The Commuter

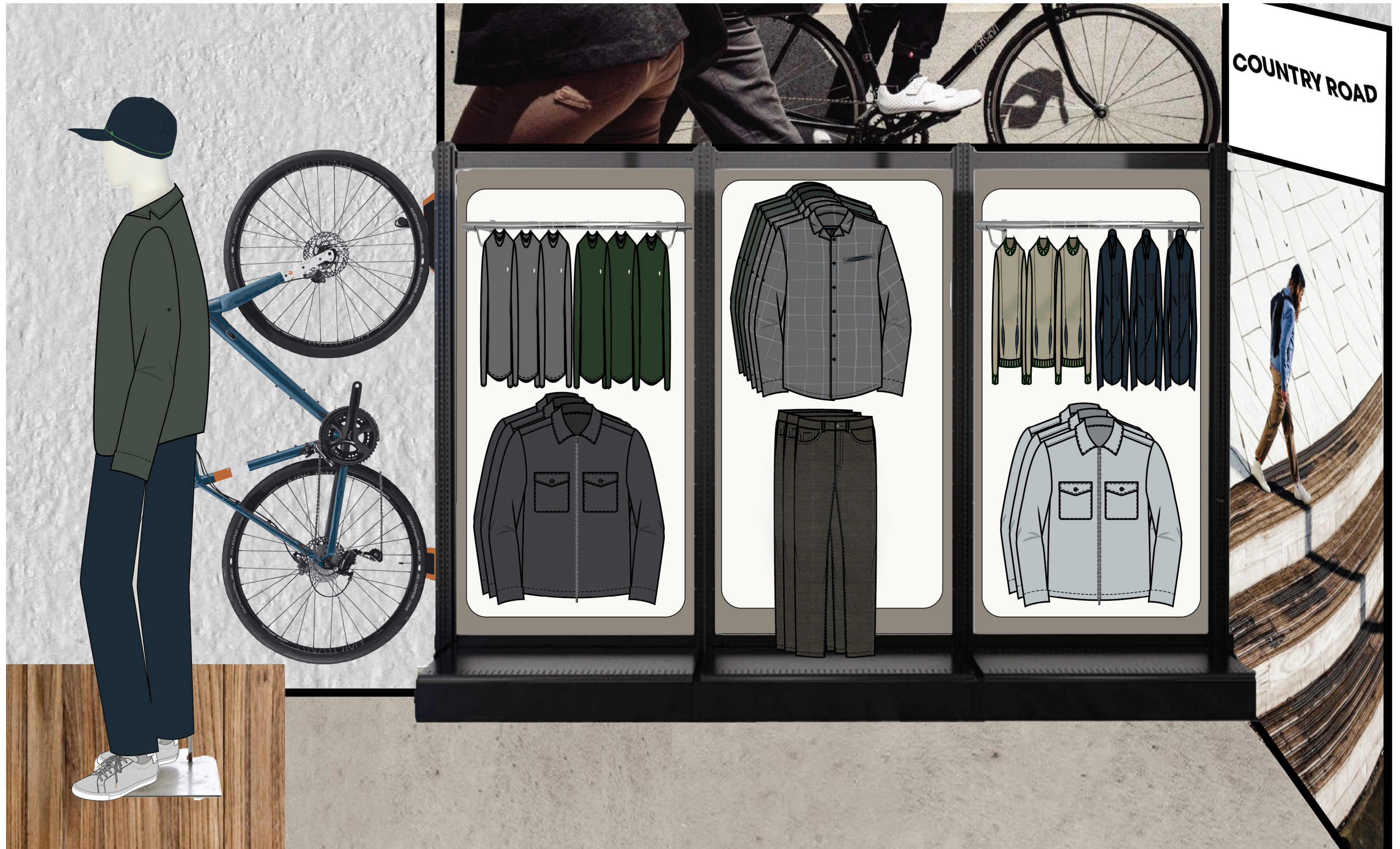
The Ultimate Ride
Competition

ENTER IN-STORE
AND ONLINE

COUNTRY ROAD



In store Drop 2



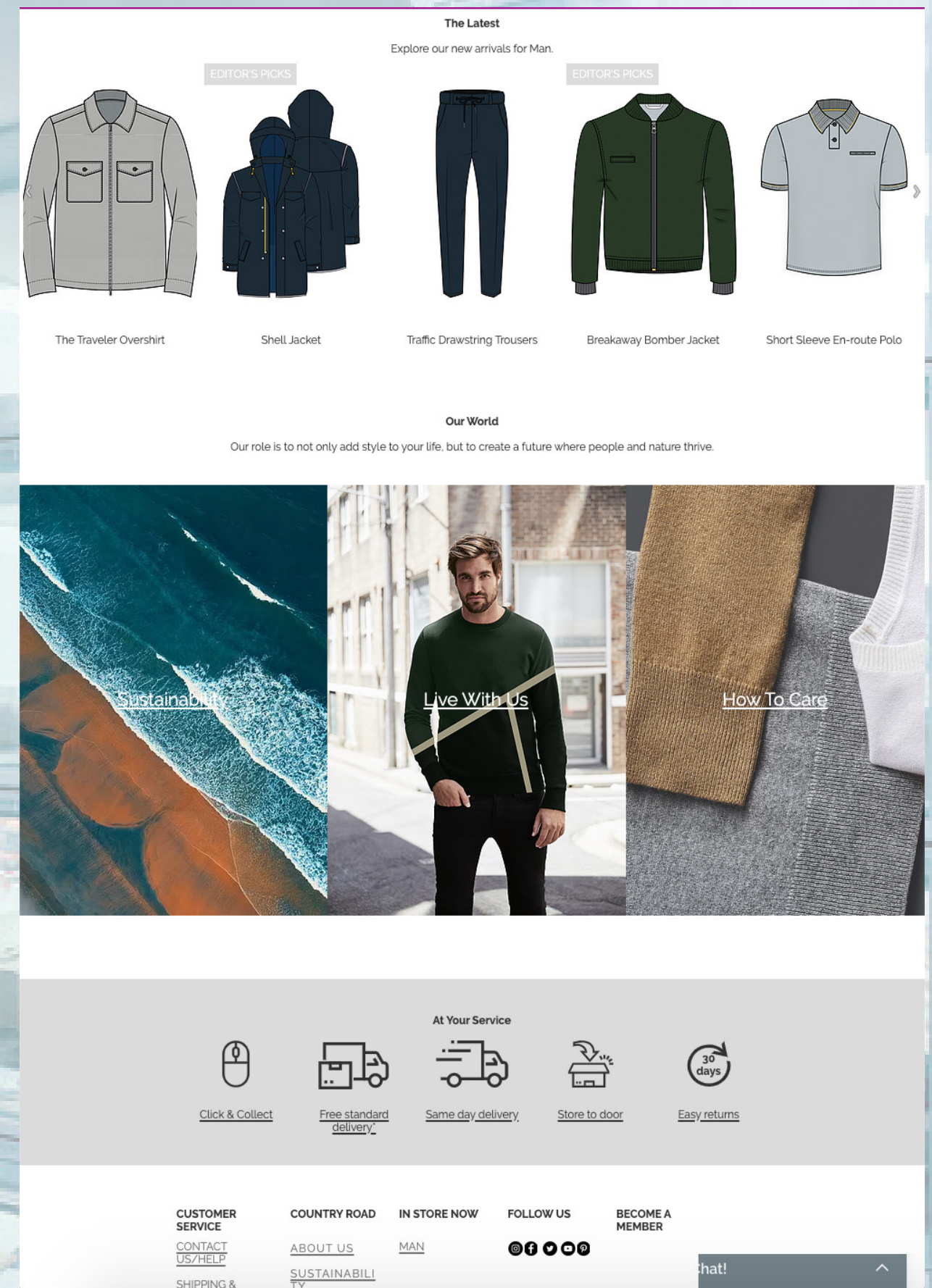
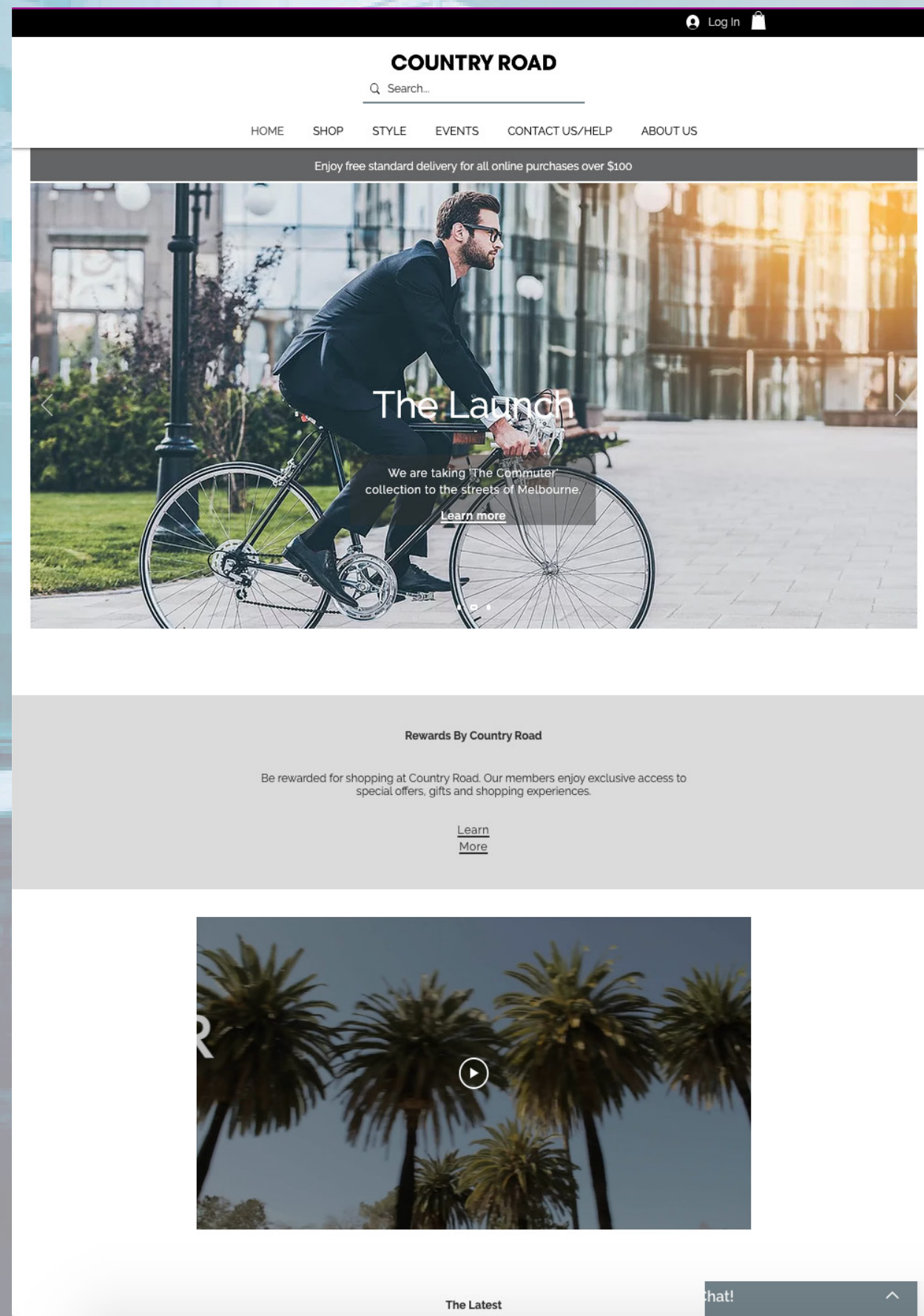
Marketing

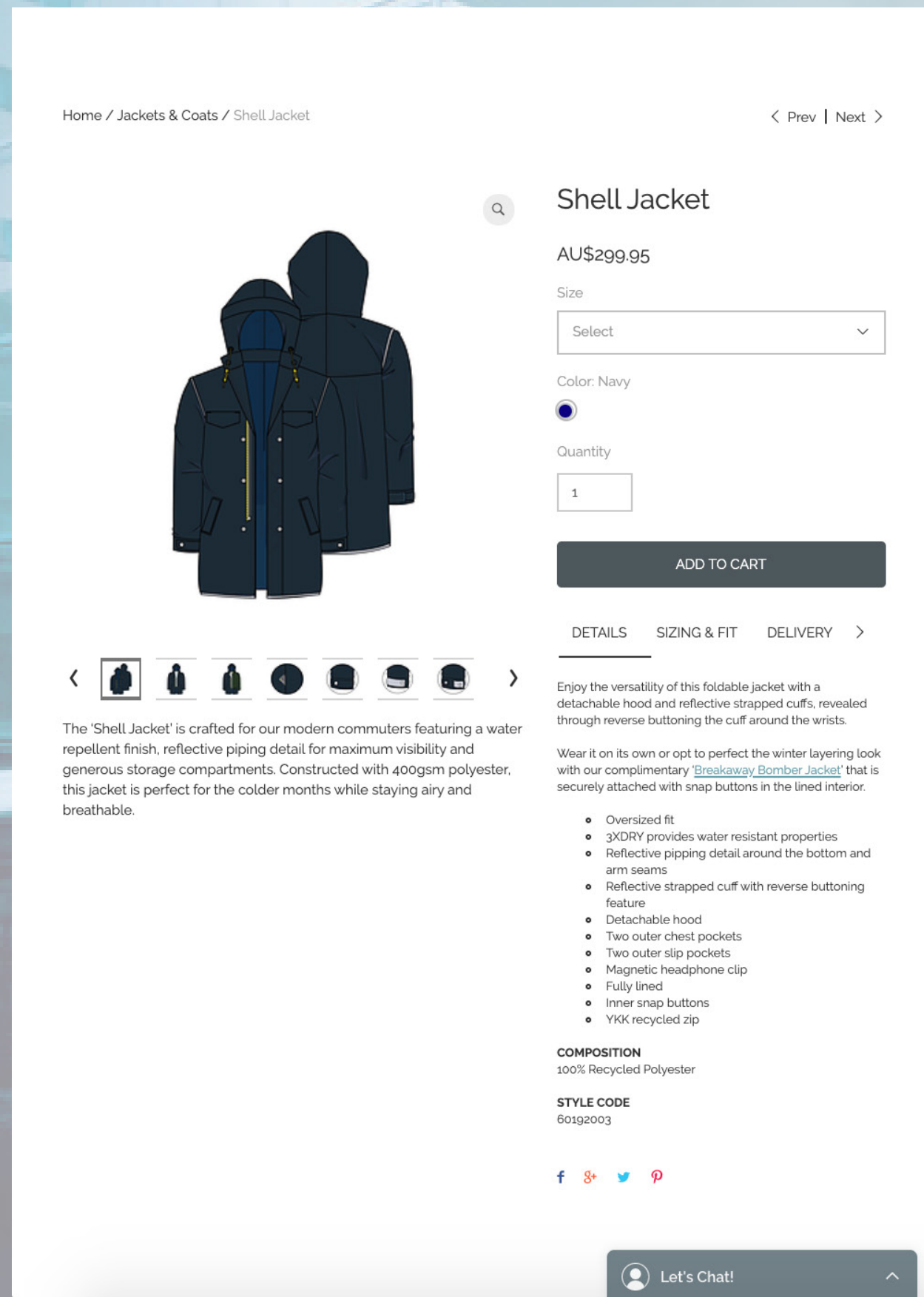


Marketing



Digital Strategies





Digital Strategies

COUNTRY ROAD

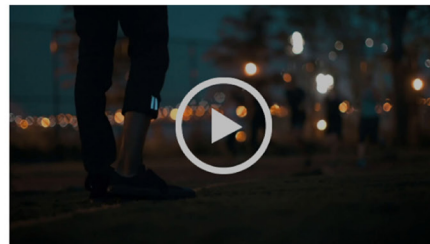
WOMAN MAN CHILD HOME GIFTING PERSONALISE OUR WORLD LIVE WITH US SALE

The Commuter Collection

made for the modern man on the go.



A tailored collection made for the modern man to make commuting an easy & pleasant part of their daily routine.



[watch our sneak peek](#)



Join our one-day launch at Federation Square Melbourne & enjoy your morning coffee with a free reusable Commuter Cup. It's on us!

*T&Cs Apply

Click the link to register below

[Sign Up](#)



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info@thecommutercollection.com

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COUNTRY ROAD

WOMAN MAN CHILD HOME GIFTING PERSONALISE OUR WORLD LIVE WITH US SALE

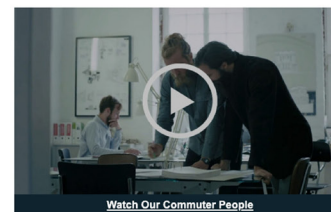


[Discover the Collection](#)

OUR STORY

The commuter collection is born from the shift of a rigid lifestyle that has now evolved into something more fluid. Functionality is one of the main aspects of the collection. Our products are made for the modern man where his outfit replicates his daily schedule without compromising on the comfort aspect and aesthetics. Each item features detailing that is specifically made for the urban commuter yet can be appropriately worn for work and still dressed down for those more casual events.

[Find Out More](#)



[Watch Our Commuter People](#)



Nami is a creative director and stylist that is known for his signature style, a balance of classics and utility wear. Get inspired with his tips on everyday look with Country Road!

[Read More](#)



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COUNTRY ROAD

WOMAN MAN CHILD HOME GIFTING PERSONALISE OUR WORLD LIVE WITH US SALE

Featured Product

The Commuter Collection the 3 in 1 jacket



[Buy Now](#)

This Week's Edit



Visit us in store to get a styling tips tailored to your needs!

The Commuter Collection commuter gears



[Shop Accessories](#)

The Ultimate Ride Competition

[ENTER IN-STORE AND ONLINE](#)



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Digital Strategies



NAHMA “NAMI MAN” NGUYEN
@NAMI_MAN
28.4K



TOM DERICKX
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26.8K

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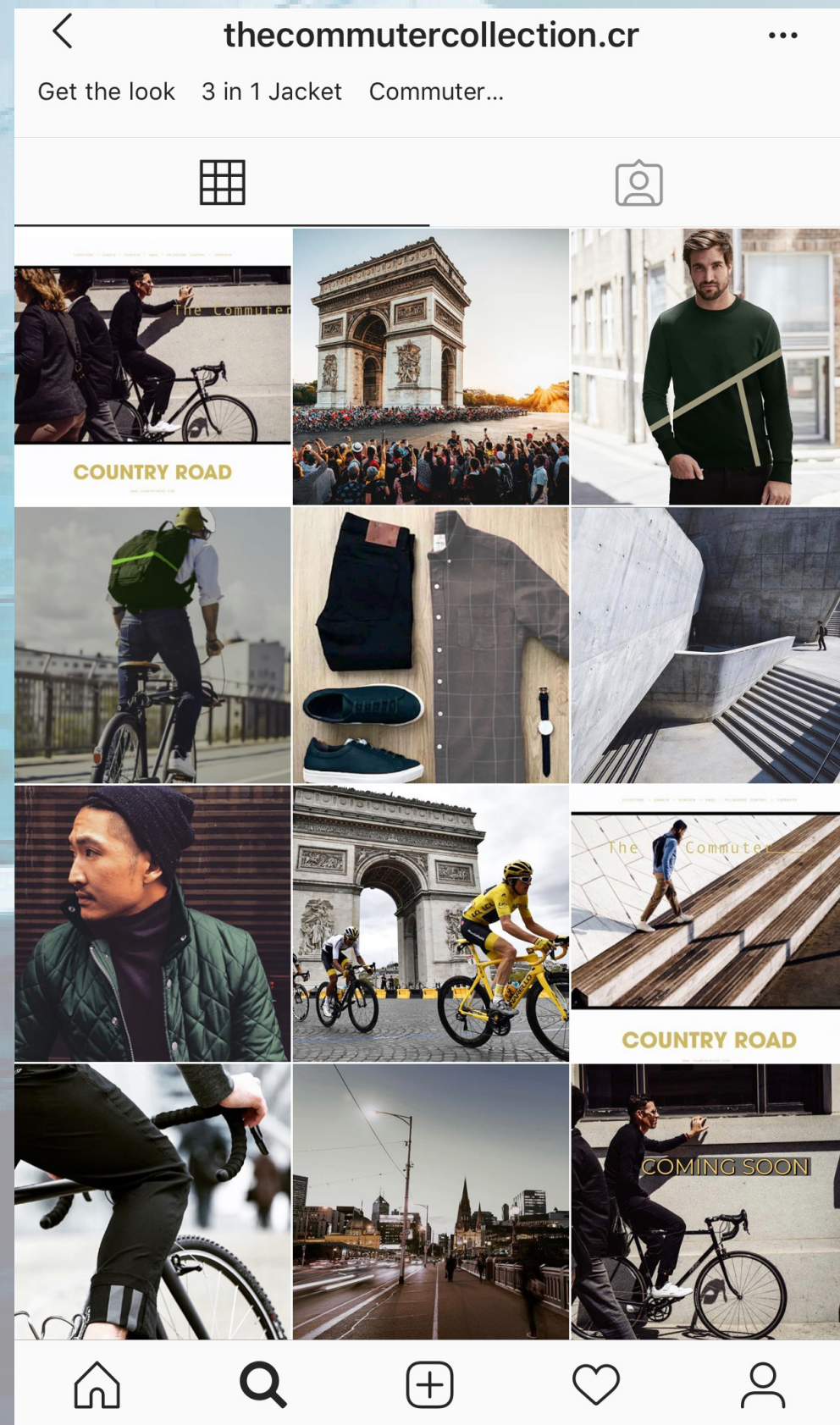


NAMI MAN



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INSTAGRAM GRID VIEW



IG STORY VIEW

In-Store Promotion

COUNTRY ROAD

WWW.COUNTRYROAD.COM

The Ultimate Ride Competition

To celebrate the launch of
THE COMMUTER CAPSULE COLLECTION

Country Road is giving you and one friend a chance to win
the ride of your life



Win an all expenses paid trip to Paris to see the
finish line of one of the world's greatest races,
the Tour De France

ENTER IN-STORE AND ONLINE

Terms and Conditions Apply

Enter in-store or online to and go in the draw to win with every \$150
you spend on the Commuter Collection. Entries close 11.59pm 29th May 2020
with the winner announced 1 June 2020. The winner may nominate one person
to take with them on the Ultimate Ride. For further details, please
see online at www.countryroad.com.au/theultimateride



Fed Square Pop-Up





Thank you