

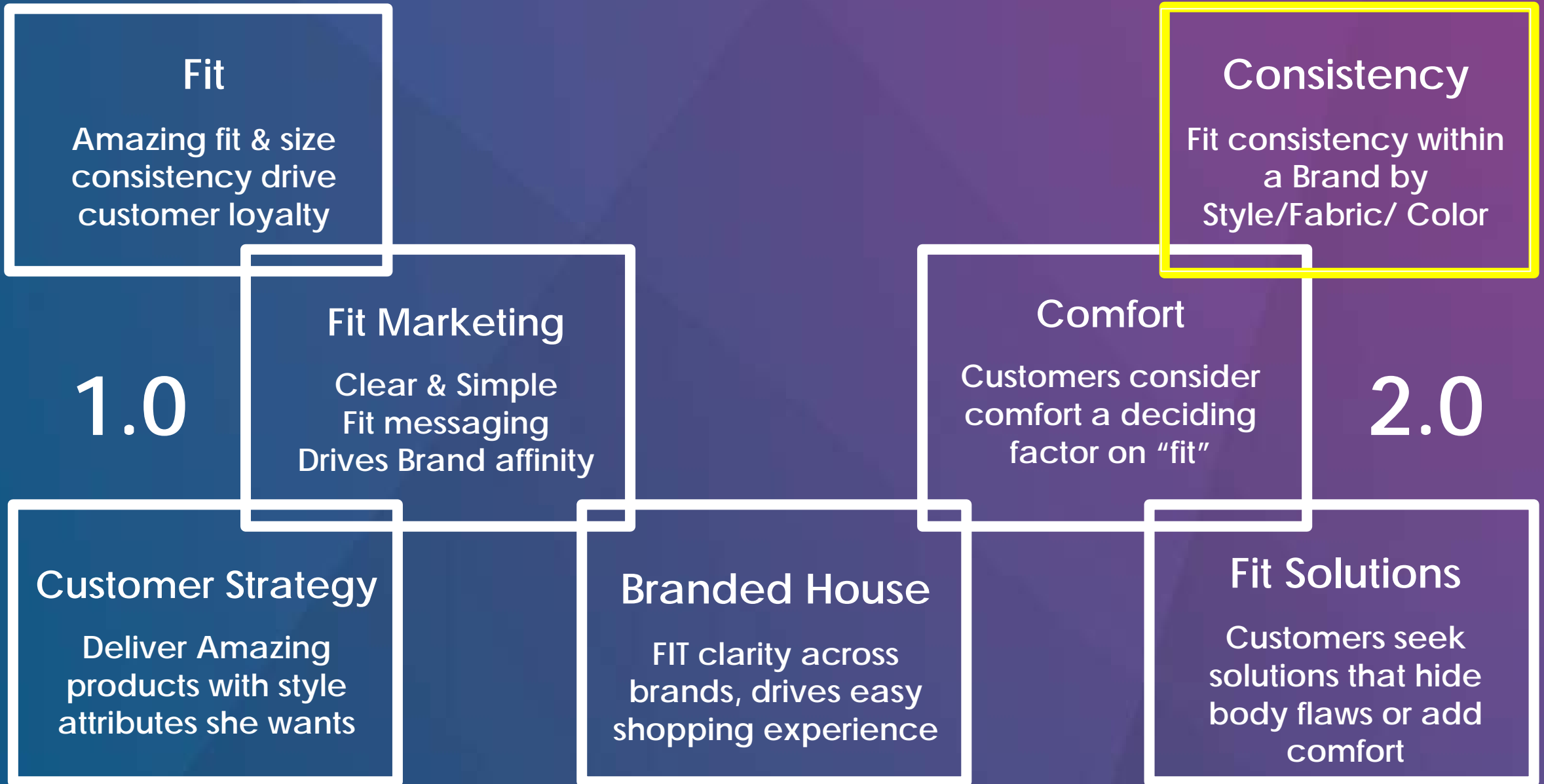
KOHL'S

Famous For Fit

Kohl's Technical Design - Apparel

October 2018


FAMOUS FOR FIT - Strategies to Drive Sales



Famous for Fit Initiative started in 2015, designed to update and create internal processes to deliver a great Fit. We continue to evolve and incorporate more customer feedback and drive greater consistency across the house.

FIT VERIFICATION POINTS

 = Complete

 = In Work

 = Not Started

Work Streams Addressed Under the Famous for Fit initiative

Body Chart				
Dress Form				
Align Sizing				
Grade				
Fit Analysis				
Update Block				
Consistency				

Womens/Petite/Plus

Jr's/ 7-16 Girls

Kids

Mens/ YM*

- Analyze / Align with Competitive Body Measurements
- Develop form to reflect realistic body shape
- Align Sizing into Fit Camps to drive Consistency among Brands
- Adjust Grade to align with Sizing & Calibrate size range(s)
- Review Core Fit Blocks against Competitors for opportunities
- Develop and proof new pattern block(s) to drive best fit
- Execute and Audit to deliver consistency in fit

*Boys 8-20 not started

WOMEN'S

KOHL'S

BRAND LANDSCAPE - FIT CAMPS

Brands align by a single Fit Camp = Shape & Size

Brands with the most ease*
10/12 = M

Brands with moderate ease*
8/10 = M

Brands with less ease* & Curvy
8/10 = M

Moderate ease*
8/10=M
Sized Smaller

CLASSIC
CLASSIC

Croft & Barrow

\$466M



MODERN CLASSIC		CONTEMPORARY	
EASY CASUAL	MODERN CLASSIC	MODERN	SEXY

SONOMA

\$381M



APT. 9

\$506M



BRANA BUCHMAN

\$118M

SIMPLY VERA VERAWANG

\$195M



BACK & REPUBLIC

\$77M

MODERN CLASSIC	CONTEMPORARY
MODERN CLASSIC	SEXY

ELLE

\$82M



JENNIFER LOPEZ

\$110M

MODERN CLASSIC
MODERN CLASSIC

LC LAUREN CRAWFORD

\$129M



Gloria Vanderbilt CHAPS Lee

Levi's

*ease = amount of extra fabric built into the fit

GRADING ALIGNMENT - Women's 8/10 = M

Grading Comparison against Competitive Retail Set

											S		M		L		XL																						
	29	29 1/2	30	30 1/2	31	31 1/2	32	32 1/2	33	33 1/2	34	34 1/2	35	35 1/2	36	36 1/2	37	37 1/2	38	38 1/2	39	39 1/2	40	40 1/2	41	41 1/2	42	42 1/2	43	43 1/2	44	44 1/2	45	45 1/2	46	46 1/2	47	47 1/2	48
Missy 10 Competitor Size Chart 2018											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)																				
Kohl's 10											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																		
Kohl's 12											XS (2-4)		SMALL (6-8)		MEDIUM (10-12)		LARGE (14-16)		X LARGE (18)		XXL (20)																		
PLUS 0X, 1X																	XXL (14W)		1X (16W/18W)																				
Chaps											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X large (16)																				
Walmart (FG, Dansk, Now, WS)											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)																				
Micheal Kors											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X large (16)		XXL (18)																		
Ralph Lauren											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X large (16)																				
Talbots											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																		
Macy's											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																		
Target (Mossimo/A.New.Day)											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X large (16)		XXL (18)																		
JCP											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																		
Gap											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																		
NY & Co.											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																		
Amazon											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)																				
Ann Taylor											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X large (16)		XXL (18)																		
Banana Republic											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X large (16)																				
Express											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)																				
Old Navy											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																		
Nike											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)																				

											S		M		L		XL																				
	33	33 1/2	34	34 1/2	35	35 1/2	36	36 1/2	37	37 1/2	38	38 1/2	39	39 1/2	40	40 1/2	41	41 1/2	42	42 1/2	43	43 1/2	44	44 1/2	45	45 1/2	46	46 1/2	47	47 1/2	48	48 1/2	49	49 1/2	50	50 1/2	51
Hip											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																
Kohl's 10											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																
Kohl's 12											XS (2-4)		SMALL (6-8)		MEDIUM (10-12)		LARGE (14-16)		X LARGE (18)		XXL (20)																
Walmart (FG, Dansk, Now, WS)											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)																		
Chaps											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X large (16)																		
Talbots											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																
Express											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)																		
Gloria Vanderbilt											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)																		
Lee											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)																		
Micheal Kors											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X large (16)		XXL (18)																
Ralph Lauren											XS (2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X large (16)																		
Gap											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																
JCP											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																
Banana Republic											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X large (16)																		
Target (Mossimo/A.New.Day)											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X large (16)		XXL (18)																
Macy's											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																
Amazon											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)																		
Ann Taylor											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X large (16)		XXL (18)																
NY & Co.											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																
Old Navy											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)		XXL (20)																
Nike											XS (0-2)		SMALL (4-6)		MEDIUM (8-10)		LARGE (12-14)		X LARGE (16-18)																		

DRESS FORMS - Women's Regular

NEW

OLD



NEW

OLD



NEW

OLD



GRADING ALIGNMENT - Women's 10/12 = M

Grading Comparison against Competitive Retail Set

		S					M				L				XL																		
Missy 12 Competitor Size Chart 2018		32 1/2	33	33 1/2	34	34 1/2	35	35 1/2	36	36 1/2	37	37 1/2	38	38 1/2	39	39 1/2	40	40 1/2	41	41 1/2	42	42 1/2	43	43 1/2	44	44 1/2	45	45 1/2	46	46 1/2			
Chest	Kohl's (C&B)			XS (2-4)			SMALL (6-8)				MEDIUM (10-12)				LARGE (14-16)												X LARGE (18)						XXL (20)
	Chaps			XS (2)		SMALL (4-6)			MEDIUM (8-10)				LARGE (12-14)														X LARGE (18)						
	Gloria Vanderbilt																N/A																
	Macy's Style & Co. / Charter Club / Karen Scott			XS (2-4)			SMALL (6-8)				MEDIUM (10-12)				LARGE (14-16)													X LARGE (18)					XXL (20)
	Calvin Klein			XS (2)		SMALL (4-6)			MEDIUM (8-12)				LARGE (14-16)																				
	Ralph Lauren			XS (2)		SMALL (4-6)			MEDIUM (8-10)				LARGE (12-14)															X large (16)					
	Talbots			XS (2)		SMALL (4-6)			MEDIUM (8-10)				LARGE (12-14)															X LARGE (16-18)				XXL (20)	
	JCP			XS (0-2)			SMALL (4-6)				MEDIUM (8-10)				LARGE (12-14)														X LARGE (16-18)				XXL (20)

		S					M				L				XL																				
Hip		36	36 1/2	37	37 1/2	38	38 1/2	39	39 1/2	40	40 1/2	41	41 1/2	42	42 1/2	43	43 1/2	44	44 1/2	45	45 1/2	46	46 1/2	47	47 1/2	48	48 1/2	49	49 1/2	50					
Hip	Kohl's (C&B)			XS (2-4)			SMALL (6-8)				MEDIUM (10-12)				LARGE (14-16)																		X LARGE (18)		XXL (20)
	Gloria Vanderbilt				XS (4)		SMALL (5)			MEDIUM (8-10)				LARGE (12)																					
	Chaps			XS (2)		SMALL (4-6)			MEDIUM (8-12)				LARGE (14-16)																						
	Macy's Style & Co. / Charter Club / Karen Scott			XS (2-4)			SMALL (6-8)				MEDIUM (10-12)				LARGE (14-16)																				XXL (20)
	Calvin Klein			XS (2)		SMALL (4-6)			MEDIUM (8-12)				LARGE (14-16)																						
	Ralph Lauren					SMALL (4-6)			MEDIUM (8-10)				LARGE (12-14)																						
	Talbots			XS (2)		SMALL (4-6)			MEDIUM (8-10)				LARGE (12-14)																						XXL (20)
	JCP			XS (2)		SMALL (4-6)			MEDIUM (8-10)				LARGE (12-14)																						XXL (20)

KOHL'S PRIVATE BRANDS BODY MEASUREMENTS: Womens 10/12 = Croft & Barrow

SIZE (inches)	(XS)		(S)		(M)		(L)		(XL)	(XXL)
	2	4	6	8	10	12	14	16	18	20
Bust Circumference	33 1/2	34 1/2	35 1/2	36 1/2	37 1/2	39	40 1/2	42	44	46
Waist Circumference	26	27	28	29	30	31 1/2	33	34 1/2	36 1/2	38 1/2
Low Hip Circumference	36 1/2	37 1/2	38 1/2	39 1/2	40 1/2	42	43 1/2	45	47	49

KOHL'S PRIVATE BRANDS BODY MEASUREMENTS: Womens 8/10 = Sonoma, APT 9, SVWW, Dana

SIZE (inches)	(XS)	(S)		(M)		(L)		(XL)		XXL
	2	4	6	8	10	12	14	16	18	20
Bust Circumference	33 1/2	34 1/2	35 1/2	36 1/2	37 1/2	39	40 1/2	42	44	46
Waist Circumference	26	27	28	29	30	31 1/2	33	34 1/2	36 1/2	38 1/2
Low Hip Circumference	36 1/2	37 1/2	38 1/2	39 1/2	40 1/2	42	43 1/2	45	47	49

DRESS FORMS - Plus 18W

NEW

OLD



NEW

OLD



NEW

OLD



SVVW DENIM: WV73D105P

Fit Bucket: Universal

LESS CURVY



MORE CURVY



VERY CURVY



TAKEAWAY:

- Style best accommodates Less Curvy, More Curvy, & Very Curvy shapes.
- Overall fabric & fit allowed for a comfortable and flattering fit on a variety of shapes and body types. (Fabric has a lot of stretch)

- LESS CURVY: Flattering & Comfortable fit.

Notes: Model's favorite denim sample!

- MORE CURVY: Flattering & Comfortable fit.

Notes: Model's favorite denim sample!

- VERY CURVY: Flattering & Comfortable fit.

Notes: Model's favorite denim sample! Very slight gapping at back waist, but acceptable.

Samantha
sz. 18

Elizabeth B.
sz. 18

Anne
sz. 18

MEN'S

KOHL'S

BRAND LANDSCAPE - FIT CAMPS

4" Grade
C&B
40/34 = M

Brand built with most ease



4" Grade
Apt 9, Sonoma & RR
40/34 = M

Brand built with close to body some
silhos with slim ease



3" Grade
Marc, Tek Gear, Fila & YM
40/34 = M

Brand built with close to body some
silhos with slim ease



*ease = amount of extra fabric built into the fit

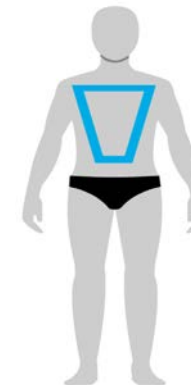
GRADING ALIGNMENT - Mens

		CROFT & BARROW, Sonoma, Apt 9, Rock & Republic : 4" Grade												BASE-MEDIUM											
		XS		SMALL		MEDIUM		LARGE		XLARGE		2XLARGE		3XLARGE											
MAJOR RETAILERS SIZING	CHEST	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53
KOHL'S : CB, SONOMA APTS, ROCK & REPUBLIC																									
LANDSEND																									
JCP- ST JOHNS BAY/ARIZONA																									
TARGET																									
MACY-CLUBROOM/INO/ALFANI/JFERRI																									
WALMART																									

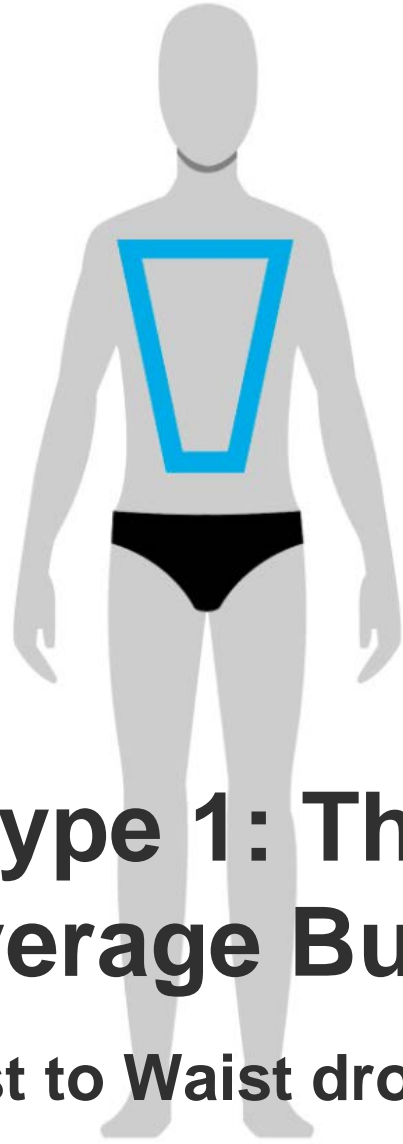
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		Marc Anthony, Tek Gear, Fila, Urban Pipeline: 3" Grade																							
		NA		XS		SMALL		MEDIUM		LARGE		XLARGE		2XLARGE		3XLARGE		NA							
SPECIALTY RETAILER SIZING	CHEST	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53
KOHL'S : CB, SONOMA APTS, ROCK & REPUBLIC																									
KOHL'S- 3" grade: MARC/UP/Tek Gear, Fila																									
IZOD																									
OLD NAVY: SPLIT GRADE 2" TO 4" GRADE																									
GAP: SPLIT GRADE 2" GRADE TO 4" GRADE																									
J CREW																									
EXPRESS																									
OLD NAVY: SPLIT GRADE 2" TO 4" GRADE																									
GAP: SPLIT GRADE 2" GRADE TO 4" GRADE																									

- Body charts : 4" to 3"
 - Kohl's Men's Body Chart = Average Build Customer/Trapezoid

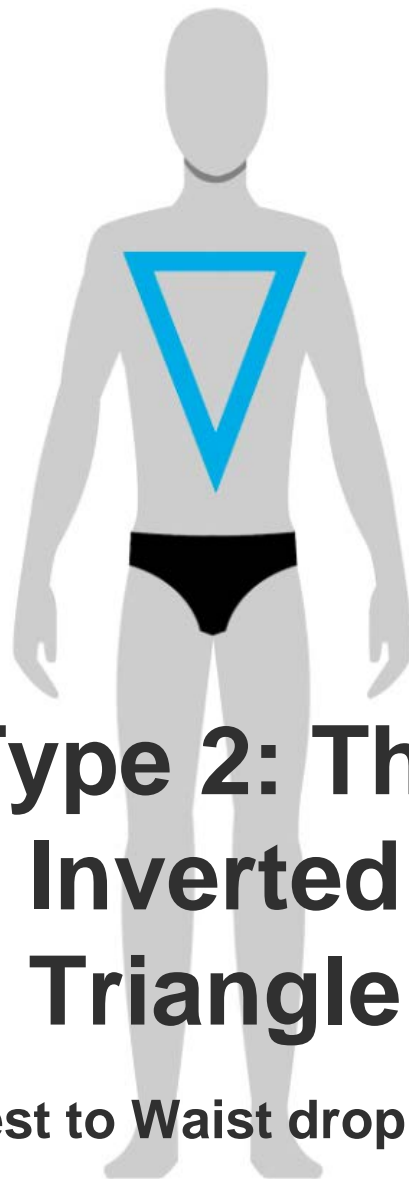


BODY SHAPE - determined by Chest to Waist difference



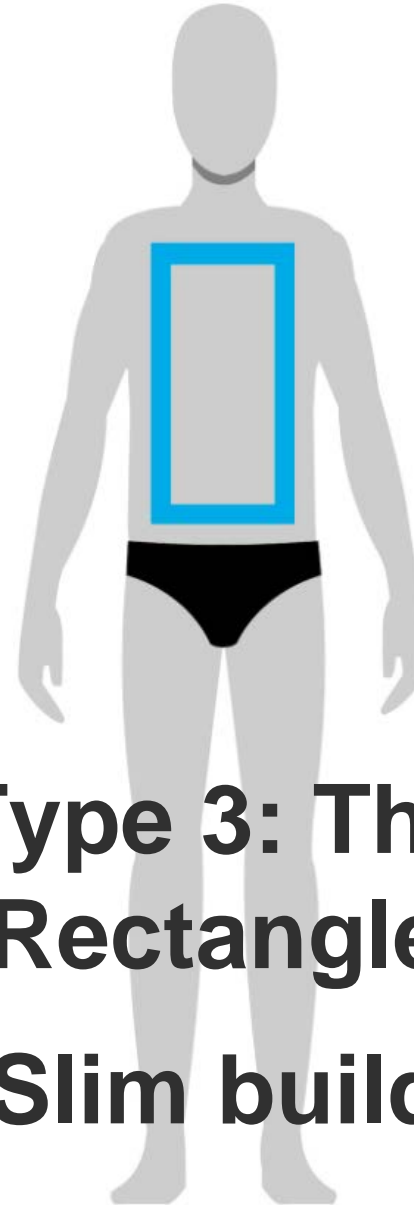
Type 1: The Average Build

Chest to Waist drop = 6

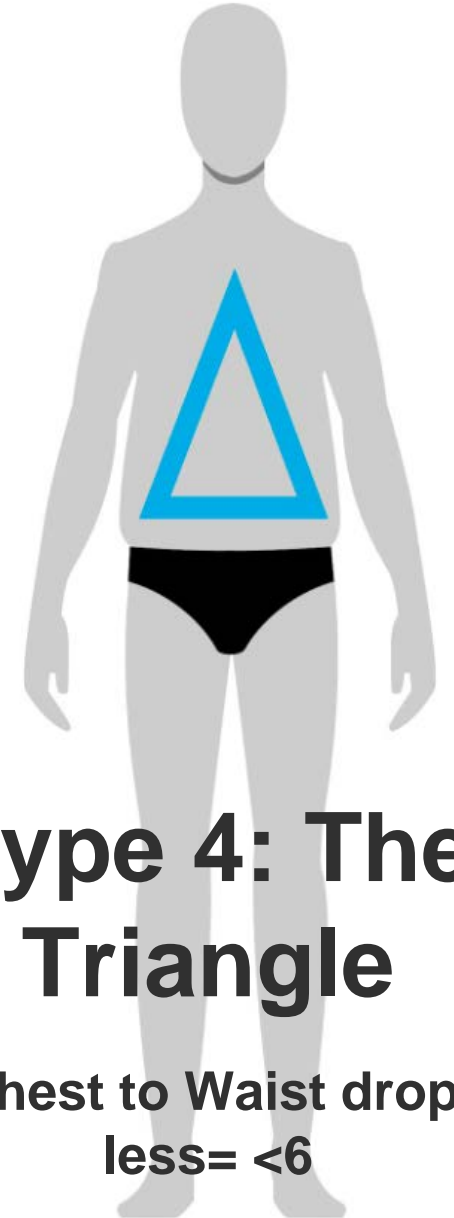


Type 2: The Inverted Triangle

Chest to Waist drop = 7+



**Type 3: The Rectangle
Slim build**



Type 4: The Triangle

Chest to Waist drop less= <6

DRESS FORMS - Men's / YM 40/34 = M

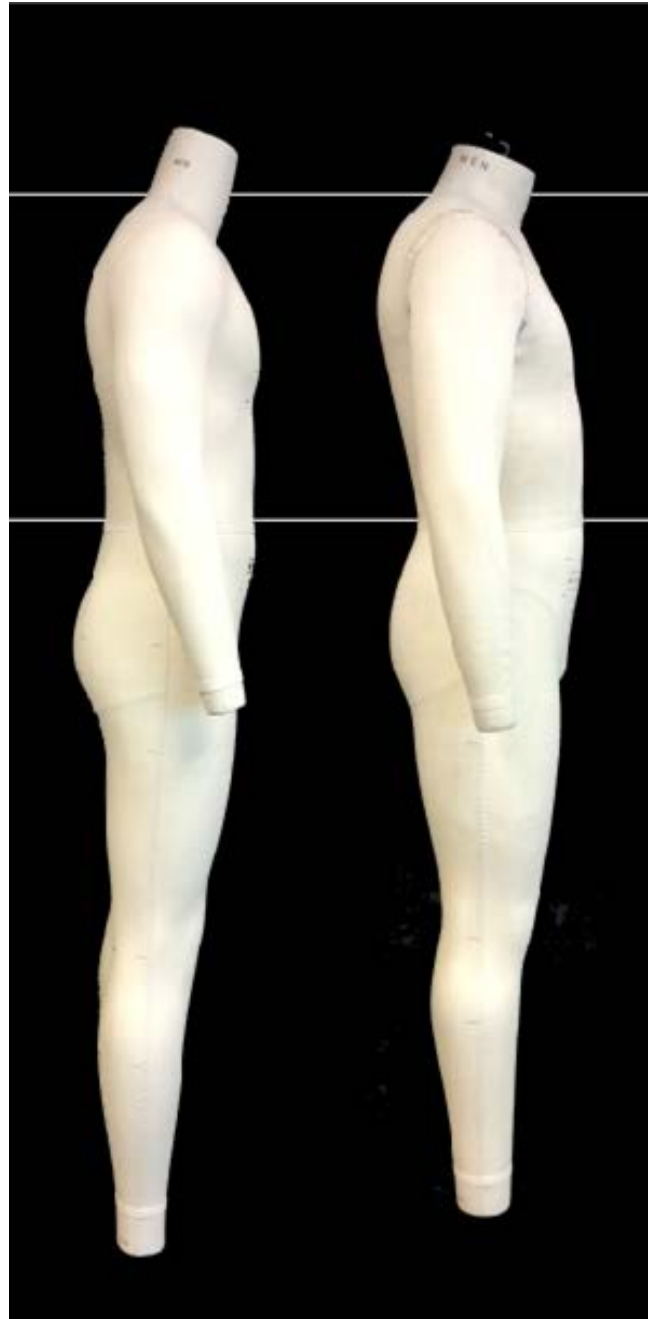
NEW

OLD



NEW

OLD



NEW

OLD



5 STAR REVIEWS

KOHL'S



What Constitutes a ★★★★★ Review?

In a recent survey our customers ranked the 15 attributes of quality they desire most when shopping for apparel.

How can we use this information to predict a 5 star outcome?

Comfort
Easy Care
Durable
Fit Consistency
Low Shrinkage

What Constitutes a ★★★★★ Review?

Comfort and easy care are top features customers look for when shopping in all five categories.

Average feature rating high to low

	Men's	Women's	Boy's	Girl's	Infant/ Toddler
Is comfortable	84%	87%	82%	79%	70%
Is easy care	65%	67%	70%	68%	67%
Is wash and wear (I don't have to dry clean)	73%	71%	71%	62%	60%
Is durable	62%	52%	74%	57%	63%
Fit and sizing that is consistent every time I shop	72%	74%	55%	55%	47%
Will not shrink in the wash	58%	60%	53%	54%	46%
Will not lose shape after the wash	50%	56%	41%	45%	37%
Is wrinkle free or non iron	56%	50%	38%	43%	30%
Is soft to the touch	30%	44%	37%	48%	56%
Will not fade in the wash	37%	40%	38%	39%	35%
Fiber content	19%	25%	18%	20%	19%
Is moisture-wicking or quick-dry	22%	8%	25%	8%	8%
Where the item is manufactured/country of origin	16%	15%	14%	9%	11%
None of the above	1%	1%	2%	5%	4%

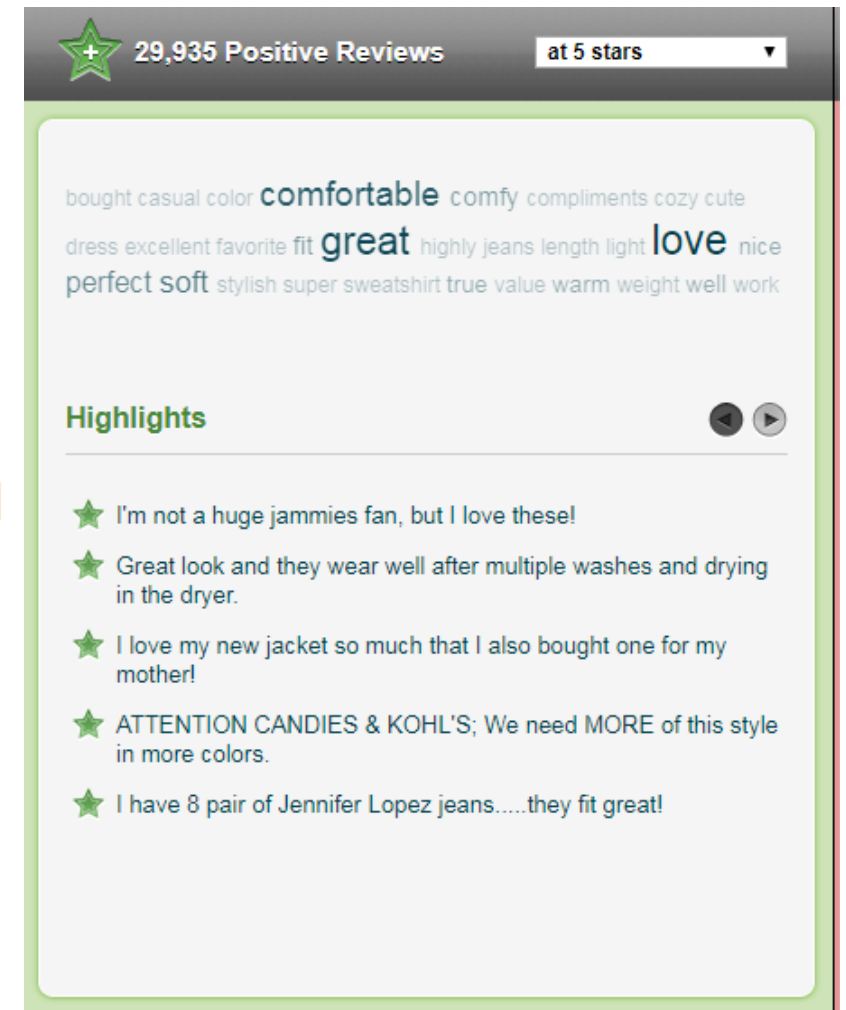
What Constitutes a



Review?

Online customer reviews reveal similar attributes that customers find desirable and deserving of a 5 star review:

Nice Fabric
Easy Care
Feels Nice
Comfortable
Great Fit
Form Flattering
Fit
Multiple Colors & Patterns Offered
Soft & Cozy



*Total Apparel 5 star reviews compiled
180 days from July 2017 to Feb 2018



Great Fit, Comfortable and Soft

love. peace. happiness.
Mudd



Lace-Up Sweatshirt

CUSTOMER FEEDBACK:

- Was looking for a cute stylish lounge top and this is perfect! It is lightweight yet still warm...ordered a size large and it's a perfect loose and **comfortable fit** without being too oversized. I ordered the maroon 'Tawny port' color and I love it So much I am now ordering it in the gray!
- The shirt is very **comfy**, the color is beautiful and it **fits really well.**
- This is a **very comfortable** top and I felt the **quality superb.**
- **True to size** and picture. **Cozy**
- My 13 year old daughter loves this sweatshirt. It is **super soft** and kind of light weight. She has the black and grey tie dye looking one. She said she got a bunch of compliments from friends on her cool shirt.

★★★★★ Quality, Comfort & Great Fit

LC
LAUREN
CONRAD



*Top rated product
on Bazaarvoice*

CUSTOMER FEEDBACK:

- Very cute! I really love the **fit** and **quality** of the material. They are not a super thin material like most leggings which is what I prefer.
- Love these leggings. I was skeptical when first saw these, but after trying them on I love them. They are **superior quality** stay put when on and don't sag a bit. They are a bit pricey, but well worth it.
- Leggings **fit great** and stay up at waist. **Comfy** and cute style. I got **several pair** after trying the first pair out. They seem to be made out of fabric that doesn't seem as if will pill or pick easily.
- Warm, **Comfortable**, Stylish!! These are my second pair. My title says it all. I am 5' 1", 107 lbs and ordered xs. I also ordered xs long as i like them to puddle at the bottom, i like the detailing pockets. love these pants. So **comfortable** they **wash well**.

Pull-On Skinny Dress Leggings



Quality= Durability

jumping
beans®



Long Leggings



CUSTOMER FEEDBACK:

- I love the the versatility of the leggings. I love the assortment of colors, prints, and designs. She loves them because they're **comfortable**, and she can put them on and take them off by herself. So these are perfect! **Easy to care** and **easy to wear**.
- These are so cute and the **quality is good.**
- These leggings hold up well and run **true to size**. Some leggings run a little small but I've been happy with these. We bought white and they **wash up well. Great value** as well. **I will definitely purchase again.**
- I got these for one of my great niece's birthday. She loved them! The **fit is perfect** and the material a great thickness. **Great price.**
- **Fit just like I thought** they would and my niece loved them.
- They are adorable, I loved the color. It **fit my daughter perfect** she's a 6 and I purchased a size 6 so it's **true to size**. The material is stretchy 4% spandex. Definitely **will be purchasing more** in the future.
- Love these for my toddler! Nice and stretch so perfect for running around, we'll see how well they hold up. The **length is perfect and the waistband fits** snugly so no drooping drawers.

★★★★★ Great Fit, Great Quality and Comfortable

Croft&Barrow

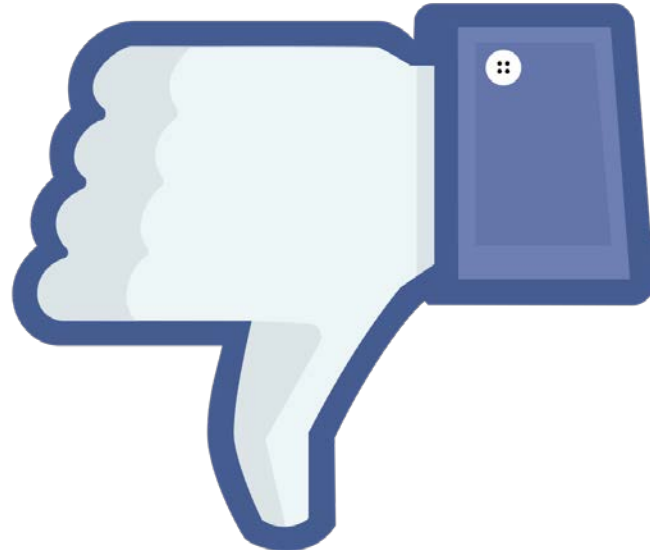


True Comfort Classic-Fit
Flannel Button-Down Shirt

CUSTOMER FEEDBACK:

- **GREAT FIT**- Finding clothes to fit my 6'6, ~220 pound boyfriend is extremely hard. Most clothing ends up being either much too wide (& just the right length), or too short (& fits everywhere else). These shirts were the happy medium! The XL Tall was a **perfect fit.**
- **Fits Well** and Attractive. I wanted a decent looking flannel shirt for the colder months, but didn't want to pay a fortune for the trendy name brands. You all know the names. I mean who am I trying to impress when I am more concerned with **warmth** and **comfort.** This shirt is made of a **good quality material** that is both **stitched well** and is tastefully colorful without being loud. It also **fits** me very well and **feels good on.** I particularly like that.
- The **fabric feels nice** and **soft.** Seems to be **good quality.**
- This shirt is **so soft** and **comfortable! True to size** and **high quality.** I bought it on Black Friday so I got an amazing deal on it.
- Loved it ... **Bought three** of these shirts for my son to wear for work.

★ Low Ratings = Low Sales



Fabric Does Not Feel Nice.

Does Not Fit.

Sizing Inconsistent **Fabric Shrinks**

Not What It Looked Like Online.

Not As Described online.



Poor Quality= Disappointment

Croft&Barrow



CUSTOMER FEEDBACK:

- **Pathetic quality-** I was looking for lightweight crew neck sweaters and thought I had found exactly what I was looking for. I have purchased C&B sweaters in the past but these were **inferior** to past purchases. It **pilled** up and there was burgundy colored lint everywhere. I **returned it along with 4 others that were still unopened.**
- **Poor quality, poor fit-** I **purchased 4 of these in different colors** in size large. One had a **major fabric flaw**, All **hung loosely** at the bottom, **backs were shorter than the front.** **They will all be returned. Disappointed** in a Croft & Barrow label. They have been good products in the past.
- I got this for my husband, and **it just hung** on him. There is really **no elastic around the bottom** to make it look like the model in the picture.
- This product is great but returned. **Ordered 4 colors** in Medium cotton-blend. The issue is the **sizing was too big** out of the package. Would fit a Large sizing. I wear Medium in cotton-blend tops & Large in 100% cotton for shrinkage.

Classic-Fit Stretch Crew Neck Sweater



Poor Fit, Brand Inconsistency

jumping
beans®



Toddler Boy Fleece Jogger Pants

CUSTOMER FEEDBACK:

- I ordered 3T and wish I would've ordered 4T. They fit my son but **they're snug**. He won't be able to wear them long. If you like your boy in skinny pants then you'll like these.
- I tried these on my boys at the store and **I could barely get them on** them. **The legs are so ridiculously narrow**. They looked like leggings. Please bring back the regular loose fit pants. Not everyone wants their kids to look like little hipsters.
- The **pant ran small and short... unusual for this brand**. They were hopefully mismarked... or the brand is changing.

☆☆☆ Small, Thin Fabric, Long" Description Misleading



Juniors'



Long Leggings

CUSTOMER FEEDBACK:

- I agree with some of the other reviews that these leggings are **very thin.**
- Bought these in a medium for my 12 yr old and they are **too small! need to order two sizes up.**
- **Run very small** but cheap should have ordered a size bigger
- My daughter is 5'8" and 110lbs. Tall and thin. These XL long leggings **didn't even come close to being long enough for her...**
- This brand of leggings says they are so long. But **they are not long enough** for my daughter who is only 5'7".
- **Ordered a medium and they fit like a small. Material very thin, returned.**
- I feel like there was a mix up because no way these are juniors. They are **too tiny.**
- These leggings are **extremely cheap-made and are see through. You better order a size or two up or they won't even fit.**

How We Can Turn a 
to  ?

*Refocus on **Consistency** and **Quality**, by taking ownership
to resolve issues*

Action Plan

Kohl's Tech Teams (CTDs & KTDs)

- ❑ Leverage customer feedback to recommend fit/construction adjustments to elevate the product
- ❑ Execute consistency of fit by brand. Provide pattern blocks to ensure fit consistency across multiple vendors and fabrics.
- ❑ Request size sets and wear tests to acquire feedback prior to finalizing high volume programs.
- ❑ Highlight critical points of attention in tech packs to ensure focus on potentially critical production issues.



A word cloud of customer feedback terms. The largest word is 'Consistent' in blue. Other prominent words include 'Value' in blue, 'Durable' in blue, 'Love' in green, 'Nice Fabric' in green, 'Soft' in blue, 'Comfortable' in green, 'Great Fit' in green, 'Quality' in blue, 'Easy Care' in blue, 'Superior Quality' in blue, 'Flattering Fit' in blue, and 'Soft and Cozy' in blue.

Easy Care Superior Quality
Consistent
Soft and Cozy Durable Flattering Fit
Consistent Love Nice Fabric
Great Fit Value Soft
Quality Comfortable

Li & Fung and Vendors/Factories

- ❑ Proactive involvement in all the aspects of the product life cycle from initial development thru end of line quality management to ensure superior quality.
- ❑ Evolve the CTD program to secure top talent with the right people in the right places, supporting them with continuous training.
- ❑ Use Dynamic Costing to provide options supporting superior quality at a cost/value relationship leveraging Vendor expertise and production competencies.



A word cloud of quality attributes in purple text. The words are arranged in a roughly circular pattern. The largest words are 'Superior' and 'Quality'. Other prominent words include 'Consistent', 'Soft', 'Durable', 'Value', 'Nice Fabric', 'Flattering Fit', 'Easy Care', 'Great Fit', 'Love', 'Soft and Cozy', and 'Superior Quality'.

Comfortable Durable Value Nice Fabric
Superior Quality
Soft and Cozy Love Superior Quality
Value Consistent Flattering Fit
Great Fit Easy Care Soft