

A Spider-Man character in his iconic red and blue suit is shown in a crouching, ready-to-pounce pose. The background is a dark red gradient with faint, large-scale geometric shapes. The word 'MARVEL' is prominently displayed in the center in a large, white, bold, sans-serif font, enclosed within a red rectangular border.

MARVEL

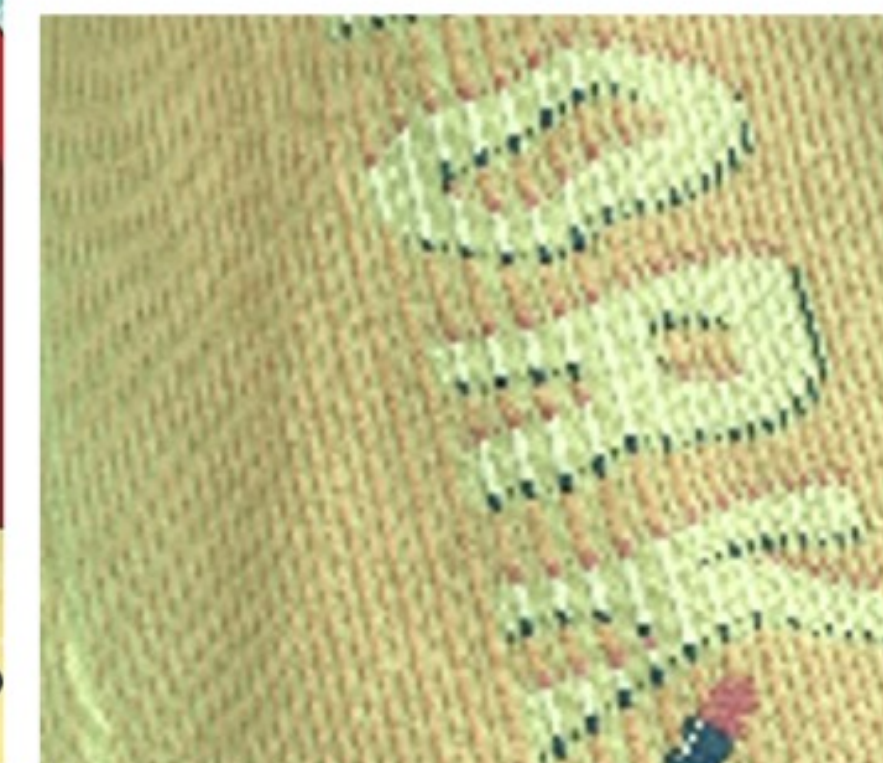
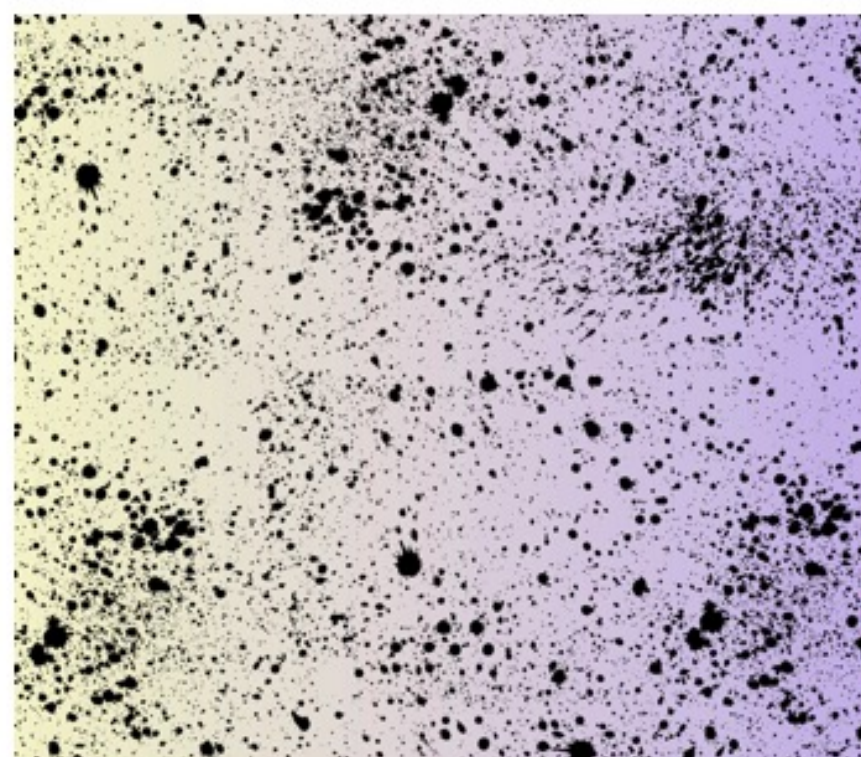
Q2 FY24

MARVEL

BRAND PRODUCT STRATEGY – PARTNER SHARE OUT

WOMEN ARTISTS POV

SPRING / SUMMER FY 24

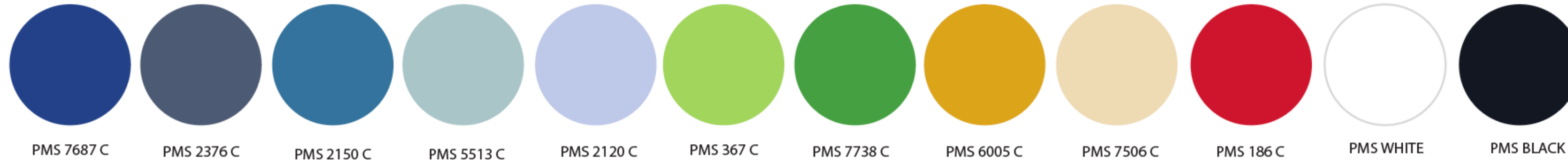




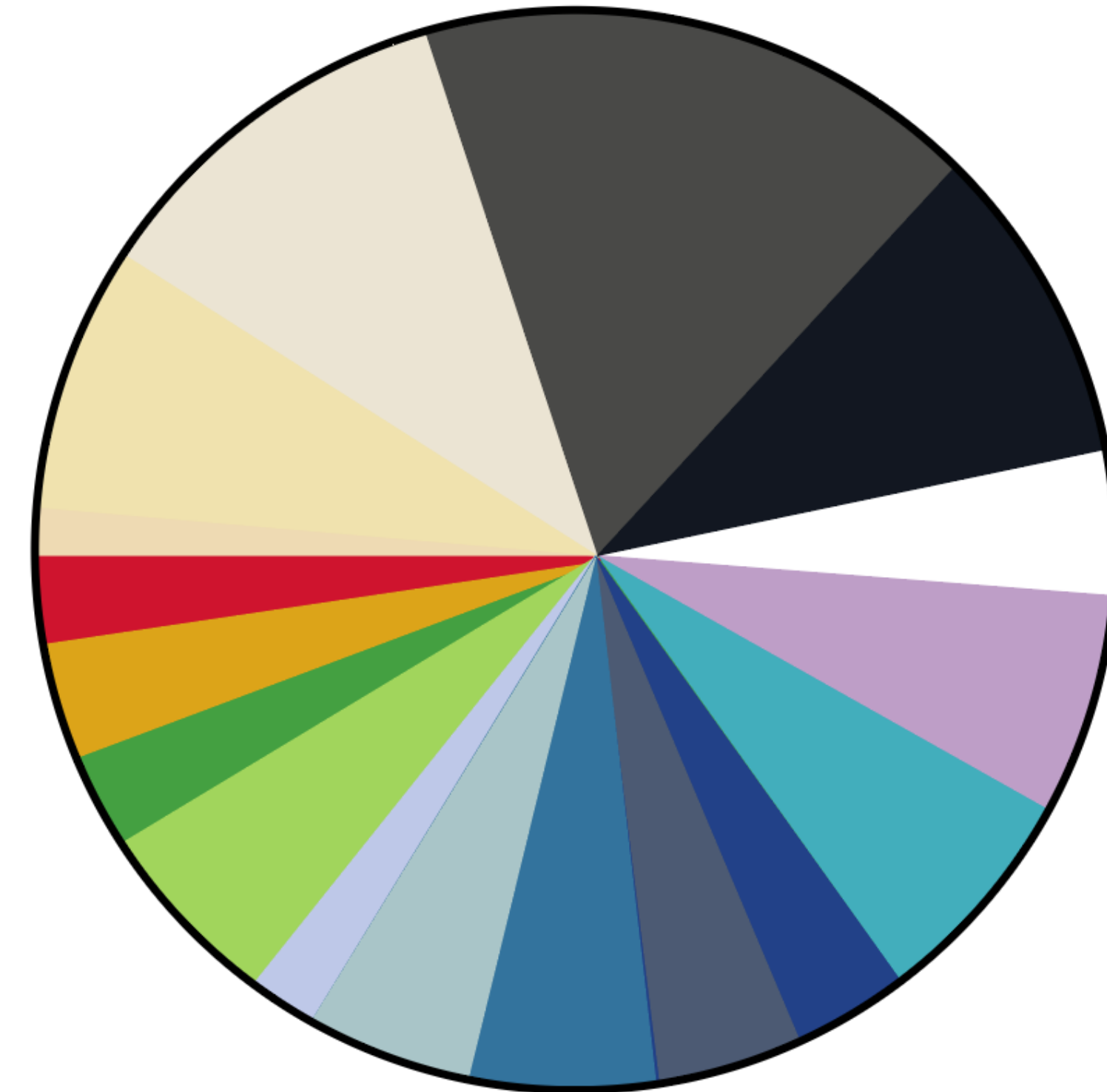
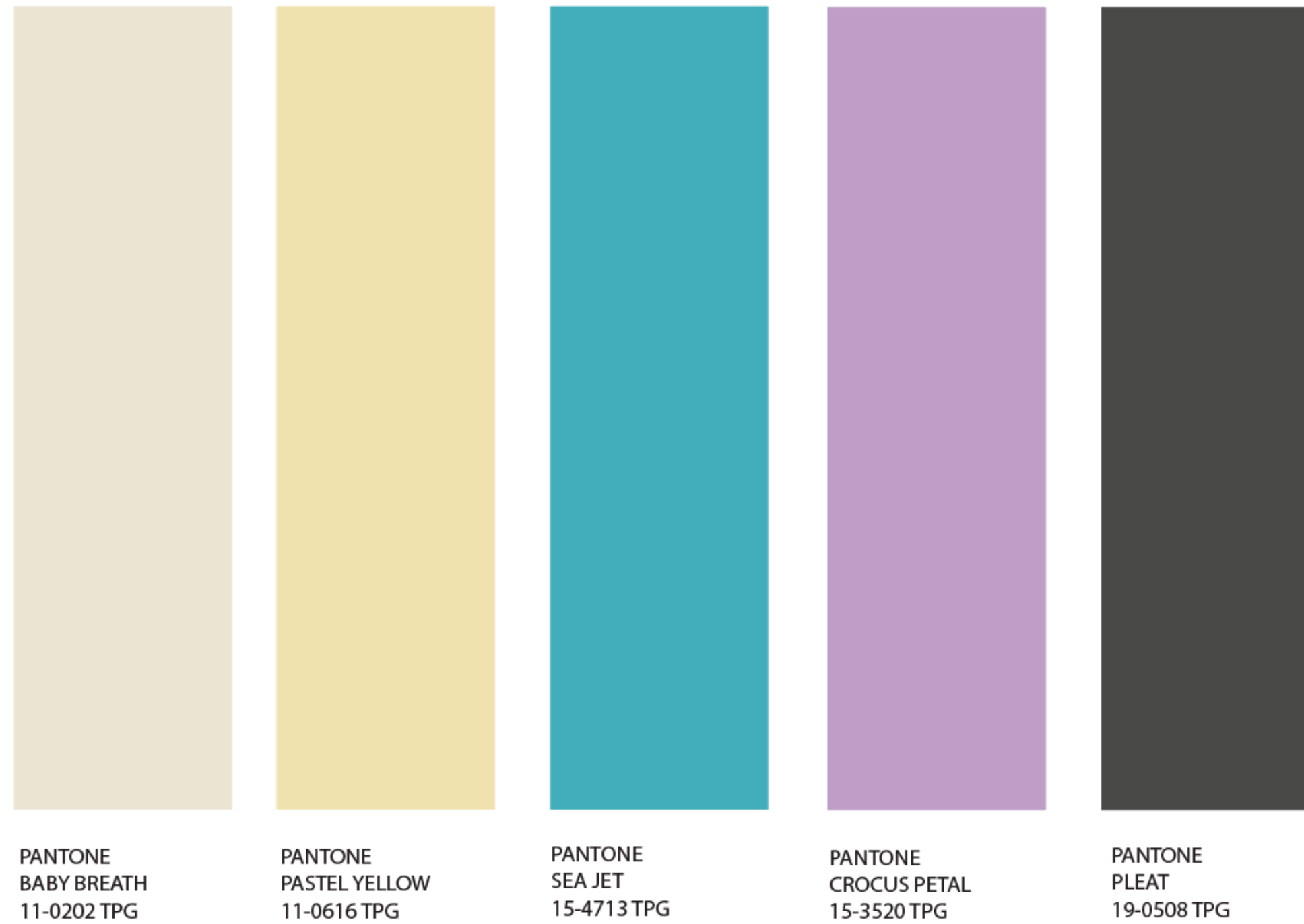
Q2 FY24
WOMEN ARTIST(S) OF MARVEL
 COLOR PALETTE



PMS-ART COLORS



TPG-GROUND YARN COLORS





Q2 FY24
WOMEN ARTIST(S) OF MARVEL
ASSORTMENT OVERVIEW





Q2 FY24
WOMEN ARTIST(S) OF MARVEL
 ADULT APPAREL



MAS24 AV GAW SS T ADL

GRC# 1000004476

MSRP \$34.99

- Art Application: Sublimation, Soft Hand Screen Print, HK Ink
- Details: Autograph
- Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Polyester
- Weight: 180gsm
- Sizing: S-3XL
- Set: 03/04/2024 | Out Date: 08/31/2024
- Embargoed: Y or N | If yes, Details on Embargo
- Co-brands - CONFIDENTIAL
- EU Variants (if applicable)
- Packaging Type | Hang Tag
- Global O&O



MAS24 SP AV FSN TOP ADL

GRC# 1000004547

MSRP \$39.99

- Art Application: Soft Hand Screen Print, HD Ink
- Details: Autograph
- Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Polyester
- Weight: 200gsm
- Sizing: XS-3X
- Set: 03/04/2024 | Out Date: 08/31/2024
- Embargoed: Y or N | If yes, Details on Embargo
- Co-brands - CONFIDENTIAL
- EU Variants (if applicable)
- Packaging Type | Hang Tag
- Global O&O



MAS24 SP AV SJ ADL

GRC# 1000004576

MSRP \$79.99

- Art Application: Puff Print and 4 Color Process
- Details: Autograph
- Fabric: Heavy Weight Knit Fabric – 100% Cotton
- Weight: Spirit Standard
- Sizing: XS-2XL
- Set: 03/04/2024 | Out Date: 08/31/2024
- Embargoed: Y or N | If yes, Details on Embargo
- Co-brands - CONFIDENTIAL
- EU Variants (if applicable)
- Packaging Type | Hang Tag
- Global O&O



MAS24 SP AV DRESS ADL

GRC# 1000004581

MSRP \$69.99

- Art Application: HD Ink, Soft Hand Screen Print
- Details: Woven Applique, Autograph
- Fabric: CVC Fleece – 60/40 Organic Cotton / Recycled Polyester, 1x1 Rib
- Weight: Main Body – 300gsm, 1x1 Rib 320gsm
- Sizing: XS-3X
- Set: 03/04/2024 | Out Date: 08/31/2024
- Embargoed: Y or N | If yes, Details on Embargo
- Co-brands - CONFIDENTIAL
- EU Variants (if applicable)
- Packaging Type | Hang Tag
- Global O&O



Q2 FY24
WOMEN ARTIST(S) OF MARVEL
 YOUTH APPAREL - BOYS



MAS24 SP TOP B YTH
 GRC# 1000004650
 MSRP \$26.99

- Art Application: Soft Hand Screen Print
 - Details: Woven Applique, Autograph
 - Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Polyester
 - Weight: 180gsm
 - Sizing: 3 to 13
 - Set: 03/04/2024 | Out Date: 08/31/2024
 - Embargoed: N
 - Packaging Type | Hang Tag
- Global O&O



MAS24 SP TOP G YTH
 GRC# 1000004705
 MSRP \$26.99

- Art Application: Soft Hand Screen Print, HD Ink
 - Details: Autograph
 - Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Polyester
 - Weight: 180gsm
 - Sizing: 3 to 13
 - Set: 03/04/2024 | Out Date: 08/31/2024
 - Embargoed: N
 - Packaging Type | Hang Tag
- Global O&O



Q2 FY24
WOMEN ARTIST(S) OF MARVEL
 ADULT ACCESSORIES - COBRANDS



MAS24 LF MINI
 GRC# 1000005092
 MSRP \$85.00

- *Art Application: Embossed & Applique Details, Shiny Silver Hardware*
- *Materials: Faux Leather*
- *Details: Reversible, Double-Sided*
- *Dimensions: 9.5" W x 10" H x 4" D*
- *Set: 03/04/2024 | Out Date: 08/31/2024*
- *Embargoed: Y or N | If yes, Details on Embargo*
- *Co-brands - CONFIDENTIAL*
- *EU Variants (if applicable)*
- *Packaging Type | Hang Tag*
- *Global O&O*



MAS24 LF SP HDBND ADL
 GRC# 1000004769
 MSRP \$39.99

- *Art Application: Soft Hand Screen Print, Sublimation*
- *Materials: Faux Leather Headband, Faux Suede Removable Bow*
- *Details: Silver Plaque*
- *Set: 03/04/2024 | Out Date: 08/31/2024*
- *Embargoed: Y or N | If yes, Details on Embargo*
- *Co-brands - CONFIDENTIAL*
- *EU Variants (if applicable)*
- *Packaging Type | Hang Tag*
- *Global O&O*



Q2 FY24
WOMEN ARTIST(S) OF MARVEL
HOME



MAS24 SS WTRBTL
GRC# 1000004867
MSRP \$32.99

- *Materials: Stainless Steel*
 - *Details: Matte SS body, matte lid w/ silicone strap*
 - *Capacity: 32 fl oz*
 - *Dimensions: 8.5" x 3.5" main body of bottle (not including lid)*
 - *Set: 03/04/2024 | Out Date: 08/31/2024*
 - *Embargoed: N*
 - *Packaging Type | Hang Tag*
- Global O&O*



AVENGERS FITNESS

(MARVEL FIT)
Q2 FY24

STRATEGY

- Refresh Marvel Fit and honor each person's wellness journey with pieces that are reflective of different styles of self-care
- Launch spring/summer silhouettes with graphics focused on empowering editorial, character and the Avengers A
- Utilize all commercialization opportunities to solidify Marvel Fit as a global brand with established credibility and reach

POSITIONING	VOLUME DRIVER
SET DATE	01.01.2024 (SET DATE TYPE – FLOW)
LIFECYCLE	01.01.2024 - 06.29.2024 (6 MONTHS)
COMP	AVENGERS FITNESS Q223
ITEM COUNT	12 ITEMS
EXCLUSIVITY	O&O & FBM
TARGET DEMO PSYCHOGRAPHIC	MM: TASTEMAKER MILLENNIAL
KEY CATEGORIES/ITEMS	ADULT ACCESSORIES , ADULT APPAREL , YOUTH APPAREL

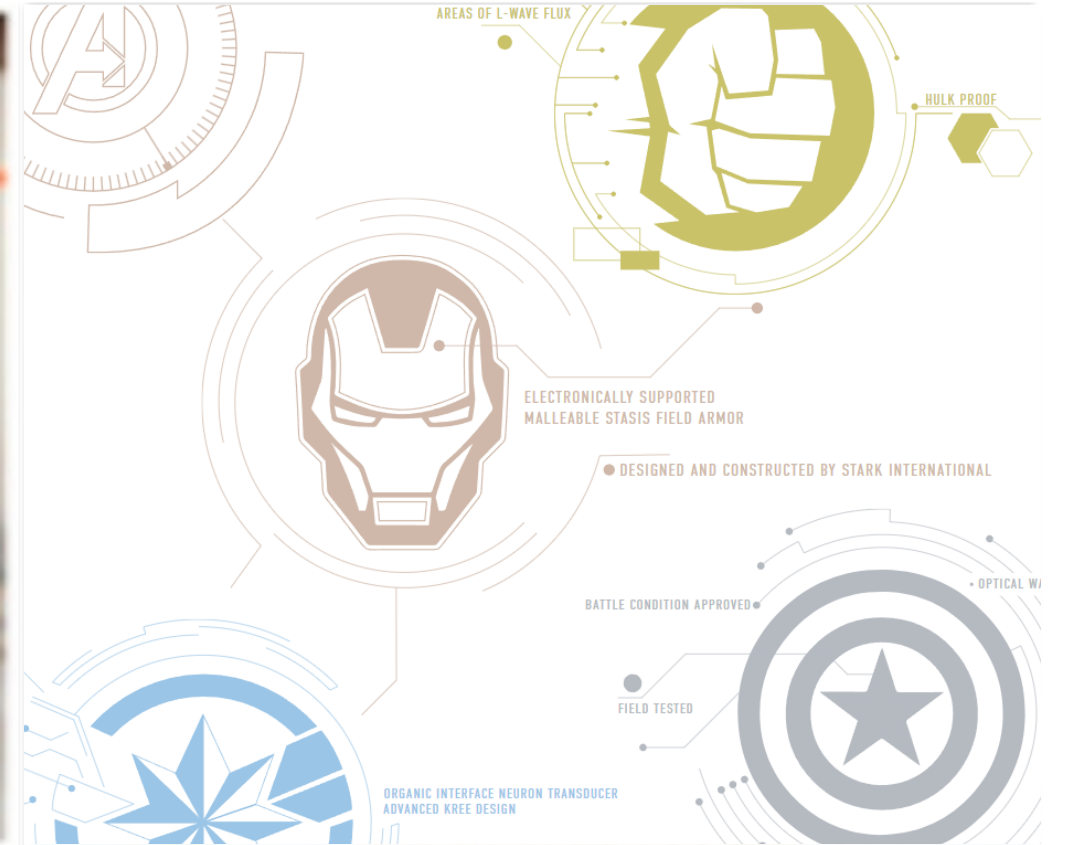
GO TO MARKET STRATEGY/REQUESTS

- Athletic/Energetic Mannequins & Props; Big box and Marvel specific locations
- Set with 80% of assortment IN-DC
- Marvel Fit Branding
- Focus marketing on diverse shapes & ages that show them doing everything from meditation/true fitness



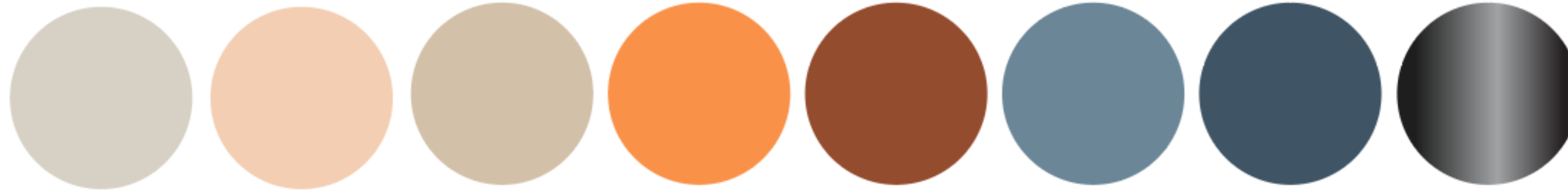


Q2 FY24 AVENGERS FITNESS POV BOARD





Q2 FY24
AVENGERS FITNESS
 COLOR PALETTE



PMS 7527 C

PMS 475 C

PMS 4247 C

PMS 6017 C

PMS 7587 C

PMS 6113 C

PMS 7545 C

PANTONE
 19-0303 TPG
 JET BLACK + REFLECTIVE



PANTONE
 17-4015 TPG
 INFINITY



PANTONE
 14-4318 TPG
 SKY BLUE



PANTONE
 14-0647 TPG
 CELERY



PANTONE
 12-0740 TPG
 LIMELIGHT



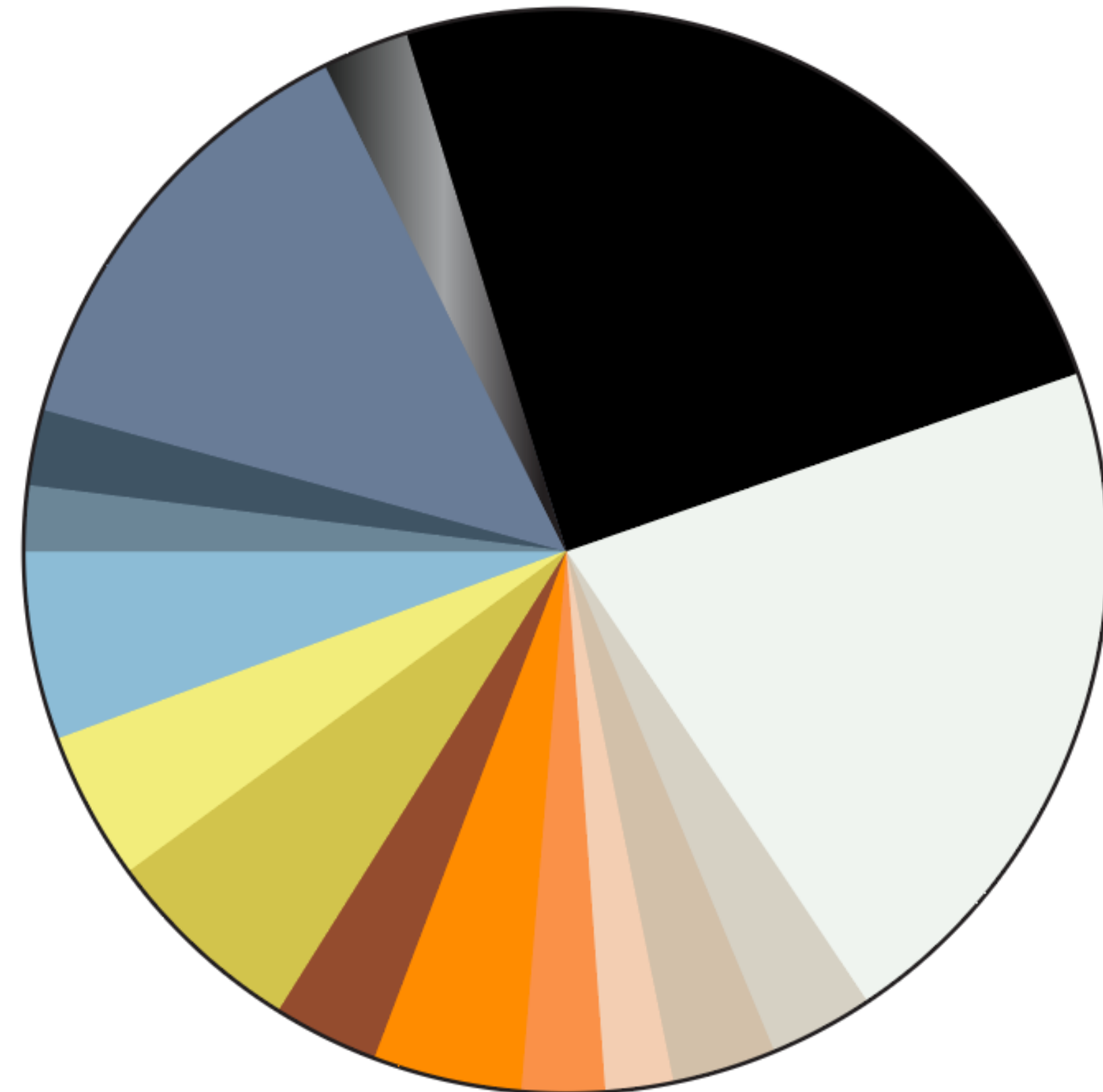
PANTONE
 15-1164 TPG
 BRIGHT
 MARIGOLD



PANTONE
 11-0601 TPG
 BRIGHT
 WHITE

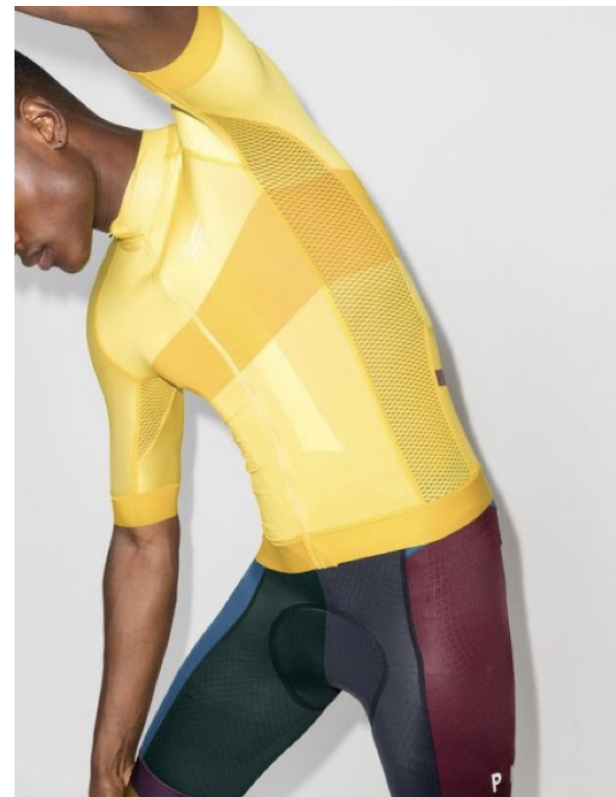


PANTONE
 19-0303 TPG
 JET BLACK





Q2 FY24
AVENGERS FITNESS
COLLECTION DETAILS



MATTE/SHINE COMBO



DOUBLE WAISTBAND
WITH BRANDED ELASTIC



HIGH SHINE HEAT
TRANSFERS



SILICONE DIPPED & REFLECTIVE DRAWCORDS



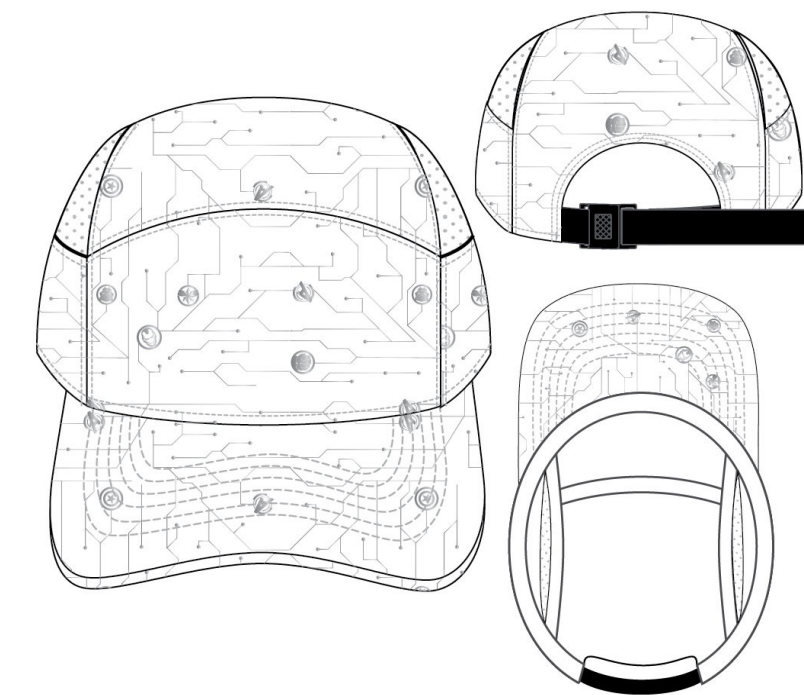
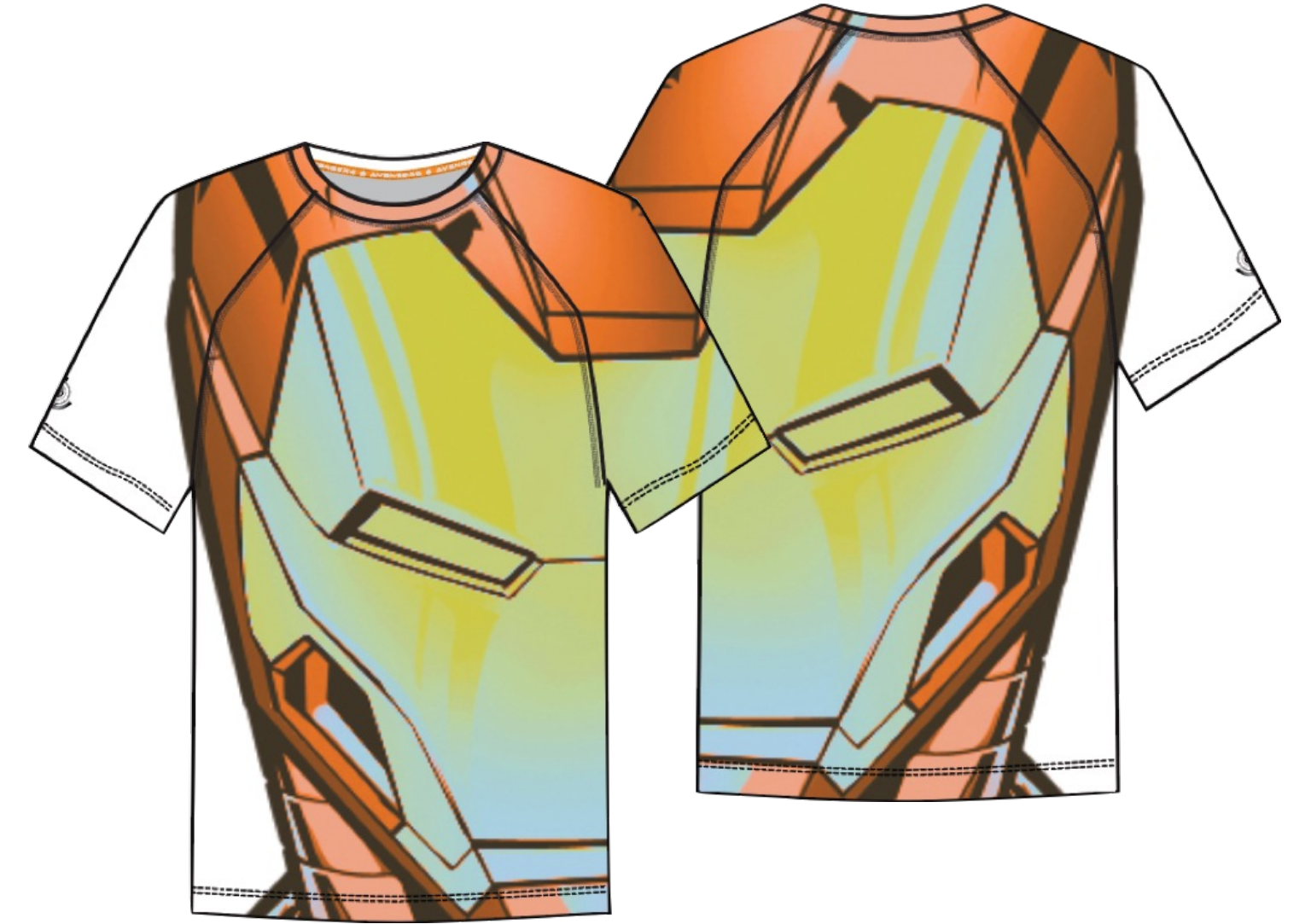


Q2 FY24
AVENGERS FITNESS
BRANDING



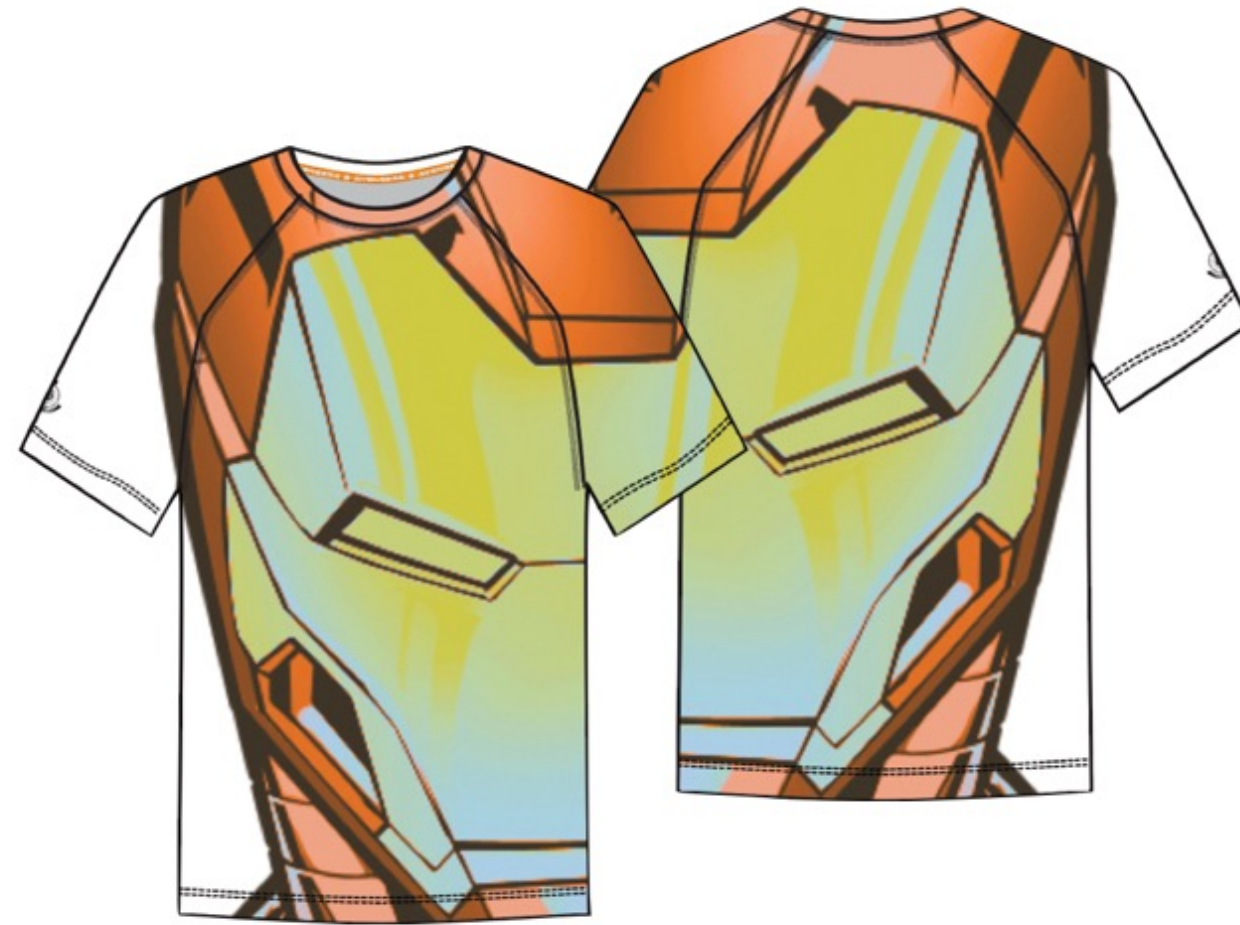


Q2 FY24
AVENGERS FITNESS
ASSORTMENT OVERVIEW





Q2 FY24
AVENGERS FITNESS
ADULT APPAREL - MENS



MEN'S ACTIVE SHORT SLEEVE TOP

GRC# 1000004452

MSRP \$49.99

- Full color sublimation Iron Man print. High gloss silicon logos on sleeve. Quick dry & anti-stink fabric.
- Fit: Semi-fitted
- Material: Polygiene Nylon Spandex (90-120GSM)
- Sizing: S-3XL
- Earliest Set Date Available | Product Life Cycle
- Embargoed: Y or N | If yes, Details on Embargo
- Co-brands - CONFIDENTIAL
- EU Variants (if applicable)
- Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size



MEN'S ACTIVE BOTTOMS - SHORTS

GRC# 1000005319

MSRP \$49.99

- Double waist band, inner short (optional), hand & money pockets and back phone pocket. Tie waistband. Elasticized water bottle straps. Embossed all over print.
- Material: 4way woven stretch, twill interior with light brush
- Sizing: S-3XL
- Earliest Set Date Available | Product Life Cycle
- Embargoed: Y or N | If yes, Details on Embargo
- Co-brands - CONFIDENTIAL
- EU Variants (if applicable)
- Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size



Q2 FY24
AVENGERS FITNESS
 ADULT APPAREL - WOMENS



MAGNETIC EFFECTOR BEAM PATTERN
 OPTICAL WAVELENGTH INTERFERENCE LAYERS



PROPRIETARY WAKANDAN TECHNOLOGY
 VIBRANIUM ENHANCED THREADED CICIUTRY
 PRE-STRESSED VIBRANIUM LEAF ENHANCED



HYPERSPACE LOCATION PLOTTER
 ELECTRONICALLY SUPPORTED MALLEABLE STASIS FIELD ARMOR
 DESIGNED AND CONSTRUCTED BY STARK INTERNATIONAL



ORGANIC INTERFACE NEURON TRANSDUCER: ADVANCED KREE DESIGN
 UPPER SURFACE ACTIVATED CESIUM SOLAR ENERGY COLLECTOR



AREAS OF L-WAVE FLUX
 TECHNO ORGANIC FLEX-MESH DESIGNED BY BRUCE BANNER



WOMEN'S ACTIVE JACKET

GRC# 1000005323

MSRP \$89.99

- Water/wind resistant outer. 2 way zipper with adjustable collar. 2 welt pockets. Matte/shine combo, silicone printed tonal art. Internal roll & carry strap.
- Fit: Oversized
- Material: Outer: Transparent woven ripstop.
- Sizing: XS-XL/1X-3X
- Earliest Set Date Available | Product Life Cycle
- Embargoed: Y or N | If yes, Details on Embargo
- Co-brands - CONFIDENTIAL
- EU Variants (if applicable)
- Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size



WOMEN'S ACTIVE FASHION SS TOP

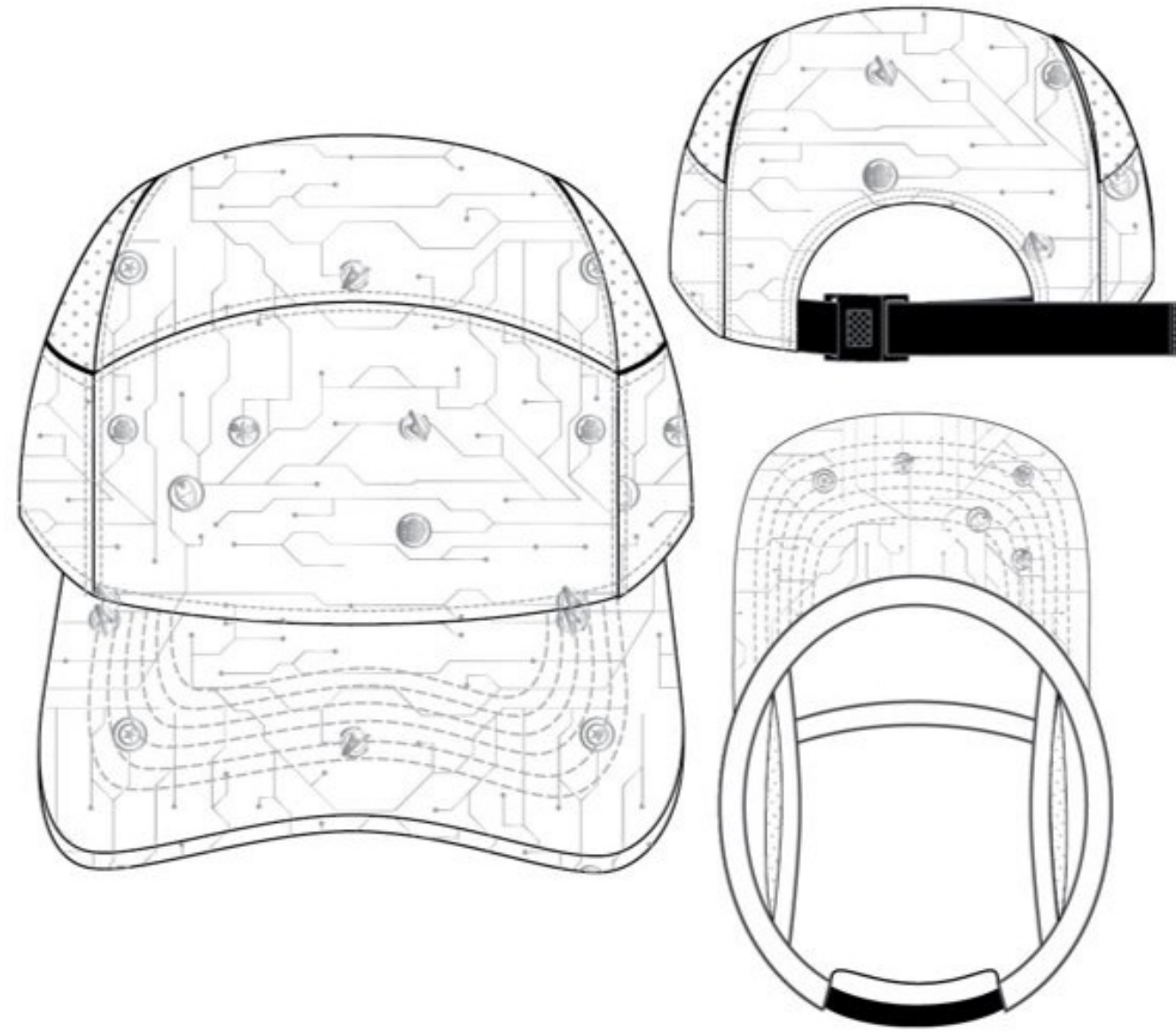
GRC# 1000005416

MSRP \$59.99

- Mesh Inset, Branded Neck Tape, AOP Sublimation
- Fit: Relaxed
- Material: Polygiene Nylon/Spandex (90-120GSM) Same as men's T.
- Sizing: XS-XL/1X-3X
- Earliest Set Date Available | Product Life Cycle
- Embargoed: Y or N | If yes, Details on Embargo
- Co-brands - CONFIDENTIAL
- EU Variants (if applicable)
- Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size



Q2 FY24
AVENGERS FITNESS
ACCESSORIES



AFF MENS PERFORMANCE BASEBALL HAT

GRC# 1000005316

MSRP \$34.99

- *Adjustable slider, reflective print to match back to apparel.*
- *Dimensions:*
- *Earliest Set Date Available | Product Life Cycle*
- *Embargoed: Y or N | If yes, Details on Embargo*
- *Co-brands - CONFIDENTIAL*
- *EU Variants (if applicable)*
- *Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size*



AFF24 SQZ WTRBTL

GRC# 1000004865

MSRP \$22.99

- *Squeeze water bottle*
- *Materials:*
- *Details:*
- *Dimensions:*
- *Set: 01/01/2024 | Out Date: 06/29/2024*
- *Embargoed: N*
- *Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size*

Global O&O and FBM



MARVEL FAMILY SWIM

Q2 FY24

STRATEGY

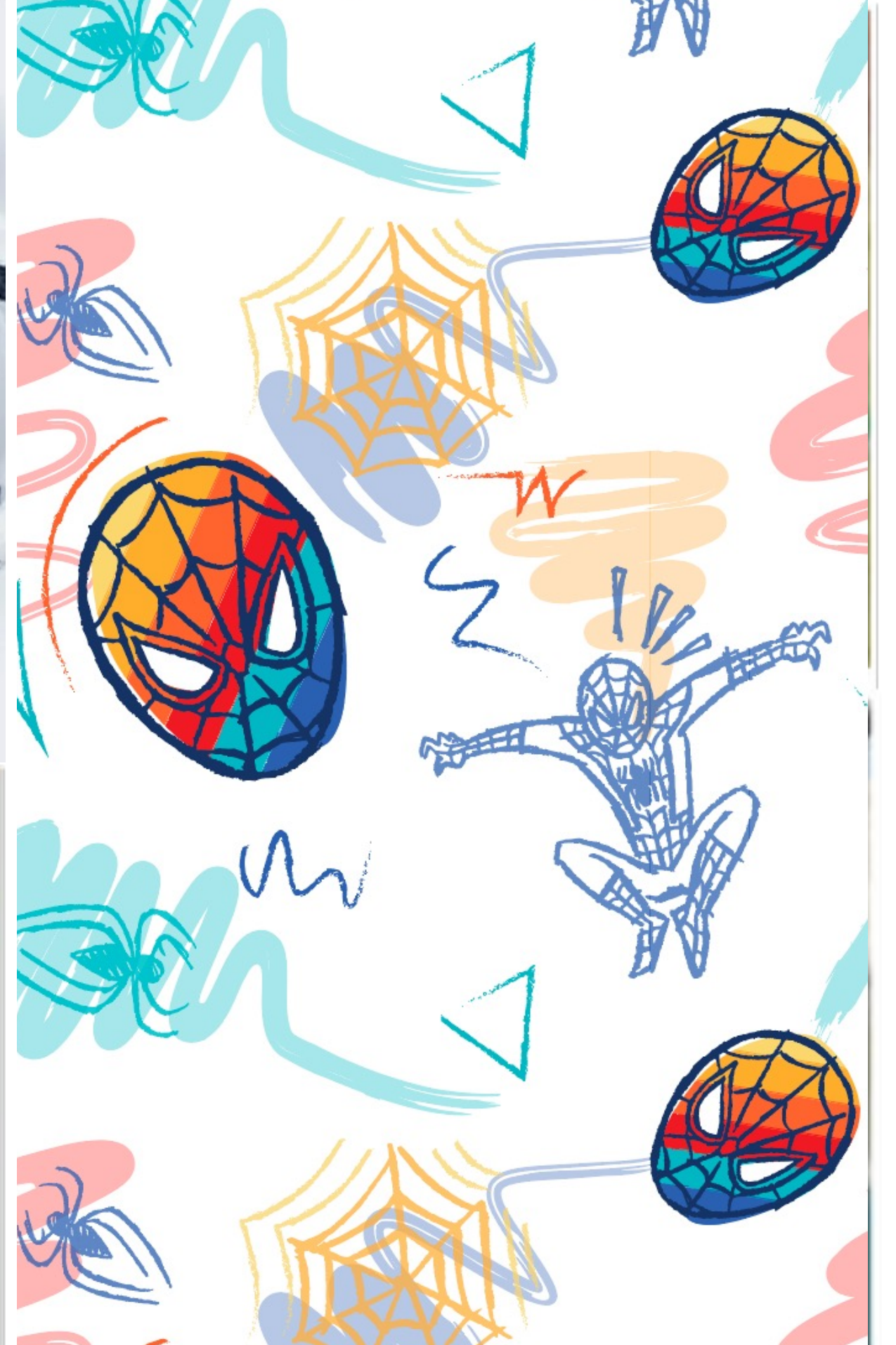
- Launch a fresh Spider-Man perspective containing new poses and color palette to keep Marvel's #1 character current and relevant for the season
- Right-size family swim statement to key pieces that drive revenue and optimize productivity
- Maintain an elevated aesthetic and ensure collection is differentiated from LY

POSITIONING	REFRESH
SET DATE	01.01.2024 (SET DATE TYPE – FLOW)
LIFECYCLE	01.01.2024 - 06.29.2024 (6 MONTHS)
COMP	MARVEL FAMILY SWIM Q223
ITEM COUNT	12 ITEMS
EXCLUSIVITY	O&O & FBM
TARGET DEMO PSYCHOGRAPHIC	MERCH MAINSTREAMER ALPHA & MILLENNIAL
KEY CATEGORIES/ITEMS	ADULT APPAREL, HOME, YOUTH APPAREL

GO TO MARKET STRATEGY/REQUESTS

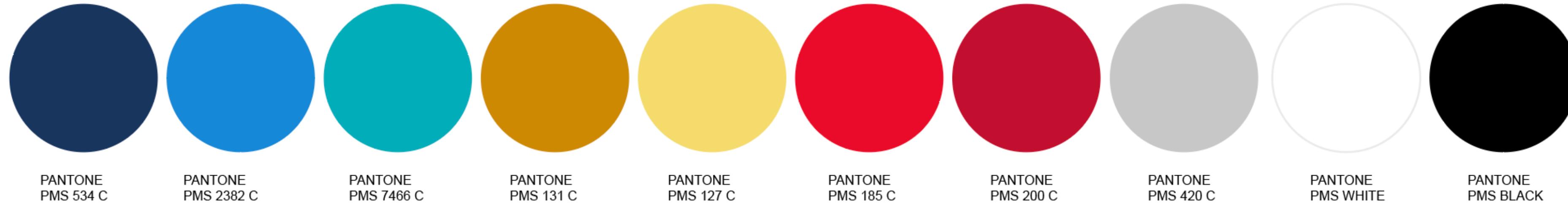
- Diverse body shapes for mannequins; Big box, swim and Marvel specific locations
- Set with 80% of assortment IN-DC
- Marvel Evergreen Branding
- Focus marketing on diverse shapes & ages



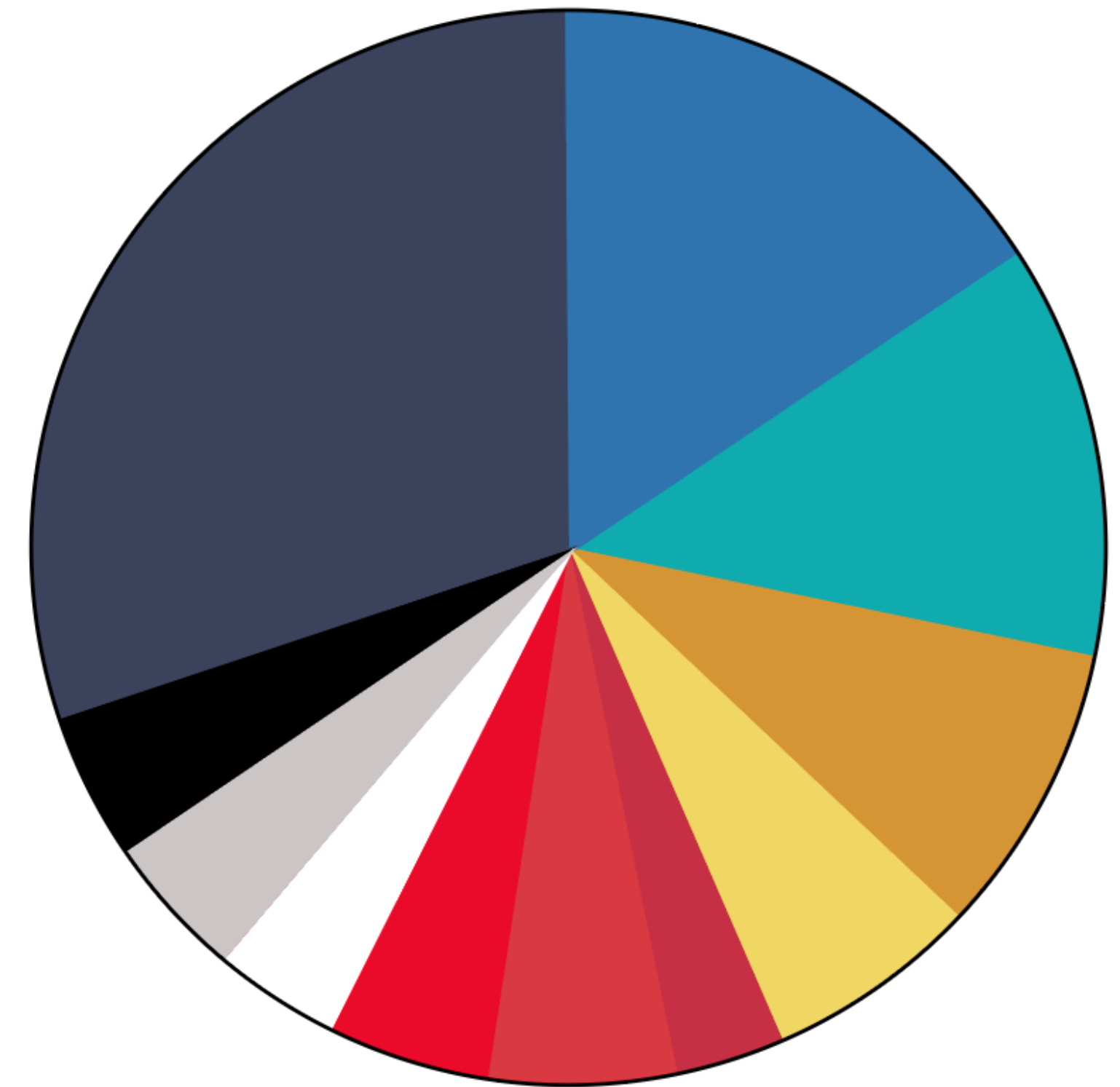
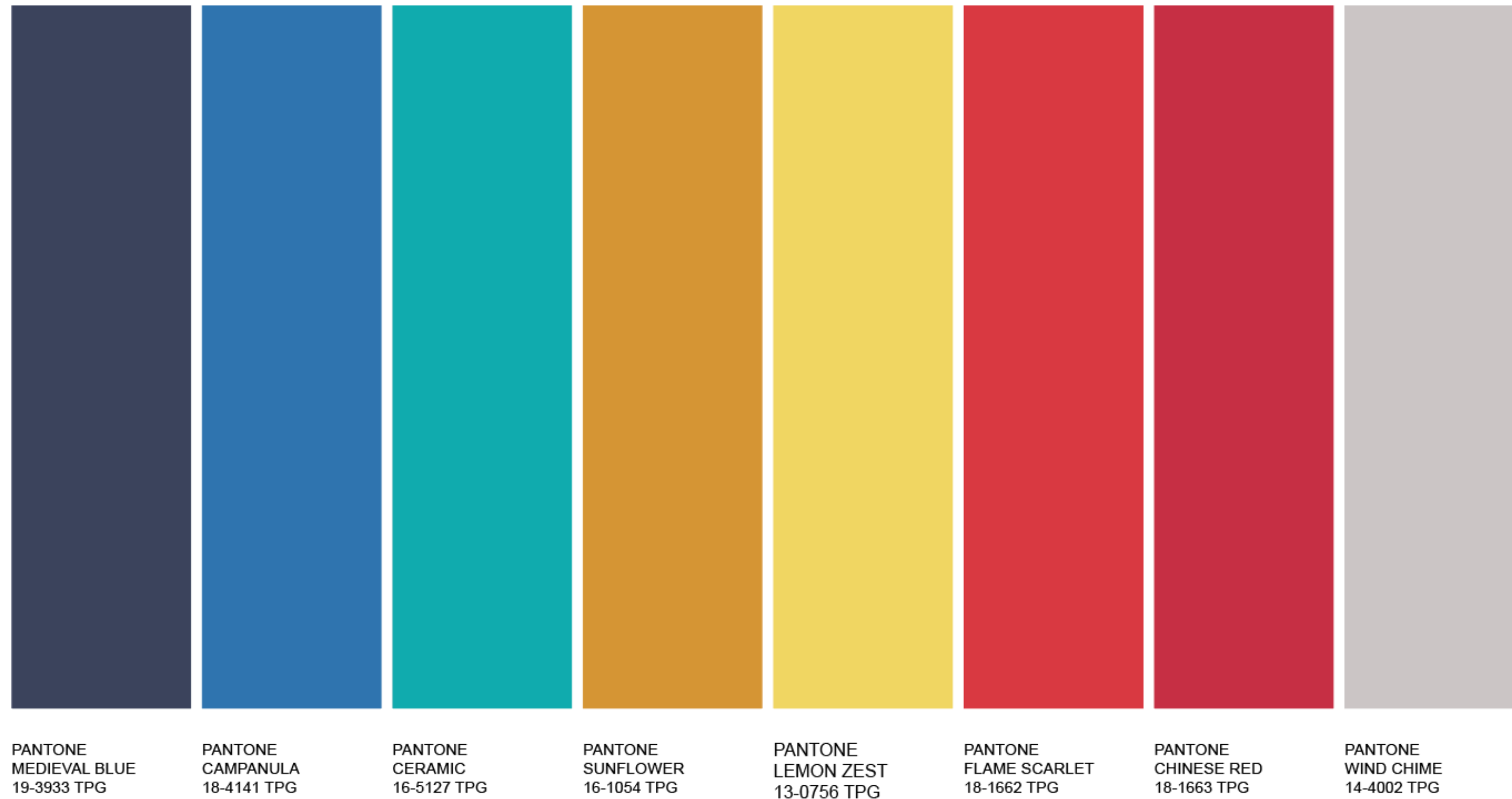




Q2 FY24 MARVEL FAMILY SWIM COLOR PALETTE



TPG-GROUND YARN COLORS





RIB FABRICATION



**HEATHERED
FABRICATION**



BRAIDED DRAWSTRINGS



INSERT PANELS

Q2 FY24
MARVEL FAMILY SWIM
ASSORTMENT OVERVIEW





MFS24 M SWIM TRUNK

GRC# 1000004463

MSRP \$49.99

- *Art Application:*
- *Details: Draw Cord, Back Pocket, Back Elastic Waist*
- *Fabric: Woven Peached Microfiber 100% Recycled Polyester Peached Microfiber, Tricot Lining 100% Recycled Polyester Tricot Knit*
- *Weight: Main Body 220GSM, Lining 80 GSM*
- *Sizing: S-3XL*
- *Earliest Set Date Available | Product Life Cycle*
- *Embargoed: Y or N | If yes, Details on Embargo*
- *Co-brands - CONFIDENTIAL*
- *EU Variants (if applicable)*
- *Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size*



MFS24 W 1 PIECE

GRC# 1000004544

MSRP \$59.99

- *Art Application:*
- *Details:*
- *Fabric: Rib Knit - 80% Recycled Polyester, 20% Spandex Jersey*
- *Weight: 300 GSM*
- *Sizing: XS-XL/1X-3X*
- *Earliest Set Date Available | Product Life Cycle*
- *Embargoed: Y or N | If yes, Details on Embargo*
- *Co-brands - CONFIDENTIAL*
- *EU Variants (if applicable)*
- *Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size*



MFS24 SWM SM SS RGHD YTH

GRC# 1000004626

MSRP \$29.99

- Art Application: Soft Hand Screenprint, Rubberized Printing
- Details: Color Changing, Overlock Stitching
- Fabric: Knit Jersey - 80% Recycled Polyester, 20% Spandex Jersey
- Weight: 220 GSM
- Sizing: 2 to 13
- Set: 01/01/2024 | Out Date: 06/29/2024
- Embargoed: N
- Packaging Type | UPF Hang Tag Trim
Global O&O and FBM



MFS24 SWM SM TRNK YTH

GRC# 1000004628

MSRP \$24.99

- Art Application: Sublimation, Rubberized Printing
- Details: Draw Cord, Back Pocket, Eyelet, Piecing
- Fabric: Fabric: Woven Peached Microfiber 100% Recycled Polyester Peached Microfiber, Tricot Lining 100% Recycled Polyester Tricot Knit
- Weight: Main Body 220 GSM, Lining 120 GSM
- Sizing: 2 to 13
- Set: 01/01/2024 | Out Date: 06/29/2024
- Embargoed: N
- Packaging Type | UPF Hang Tag Trim
Global O&O and FBM



MFS24 SWM SM ADPT IPC YTH

GRC# 1000004629

MSRP \$39.99

- Art Application:
- Details:
- Fabric: Knit Jersey - 80% Recycled Polyester, 20% Spandex Jersey
- Weight: 220 GSM
- Sizing: XS to XL
- Set: 01/01/2024 | Out Date: 06/29/2024
- Embargoed: N
- Packaging Type | Adaptive & UPF Hang Tag Trim
Global O&O and FBM



Q2 FY24
MARVEL FAMILY SWIM
YOUTH APPAREL - GIRLS



MFS24 SWM SM 2PC YTH

GRC# 1000004632

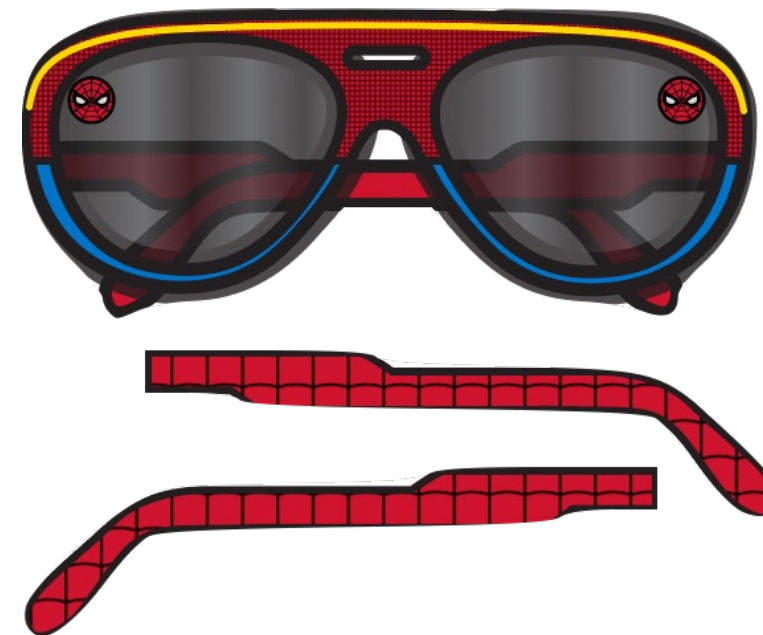
MSRP \$29.99

- *Art Application: All Over Screenprint, Sublimation, Rubberized Appliqué*
 - *Details: Tulip Hem, Contrast Binding, Overlock Stitching*
 - *Fabric: Knit Jersey - 80% Recycled Polyester, 20% Spandex Jersey, Chlorine Resistant Lining: 100% Recycled Polyester Tricot Knit*
 - *Weight: 220 GSM / 80 GSM*
 - *Sizing: 2 to 13*
 - *Set: 01/01/2024 | Out Date: 06/29/2024*
 - *Embargoed: N*
 - *Packaging Type | UPF Hang Tag Trim*
- Global O&O and FBM*



MFS24 SM SWIM BAG
 GRC# 100005023
 MSRP \$24.99

- Art Application: Screen Print, All Over Print
 - Materials: 100% Recycled Polyester, Poly Mesh 100% Recycled Polyester, Acetate (Lining)
 - Details: Round Nylon Cording, Metal Enamel Grommets, Metal Coil Zipper, Toggle, Round Bungee Cording
 - Dimensions:
 - Set: 01/01/2024 | Out Date: 06/29/2024
 - Embargoed: N
 - Packaging Type | None
- Global O&O and FBM



MFS24 SM SNGLS YTH
 GRC# 100005047
 MSRP \$16.99

- Art Application: Screen Print
 - Materials: Plastic
 - Details: UV Lens
 - Dimensions:
 - Set: 01/01/2024 | Out Date: 06/29/2024
 - Embargoed: N
 - Packaging Type | Header Card
- Global O&O and FBM
- **REFERENCE SPDMN SUNGLASSES 105Q222D052 ON FMA**



MFS24 SM SWM SLD Y
 GRC# 100005031
 MSRP \$19.99

- Art Application: Sublimation, Screen Print
 - Materials: Tricot Jersey 100% Polyester (Strap Padding), Poly Fill 100% Polyester (Inside Strap), Foam Molded Sole Footbed, Vinyl 100% Polyurethane (Strap)
 - Details: Back Strap For Smaller Sizes
 - Sizing: 5/6, 7/8, 9/10, 11/12, 13/1, 2/3
 - Set: 01/01/2024 | Out Date: 06/29/2024
 - Embargoed: N
 - Packaging Type | None
- Global O&O and FBM



Q2 FY24
MARVEL FAMILY SWIM
HOME



MFS24 SM SWM TWL

GRC# 1000004878

MSRP \$29.99

- *Materials: 100% Organic Cotton Loop Terry 320GSM*
- *Details: Printed*
- *Dimensions: 34" x 64"*
- *Set: 01/01/2024 | Out Date: 09/30/2024*
- *Embargoed: N*
- *Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size*

Global O&O and FBM



SPIDEY AND HIS AMAZING FRIENDS

Q2 FY24

STRATEGY

- Continue to nurture the Alpha consumer through content that introduces our characters to a new generation of fans. (franchise priority)
- Refresh softlines with new content and product, keeping the assortment relevant
- Leverage licensed product within hardlines to round out the assortment and reduce vertical investment

POSITIONING	REFRESH
SET DATE	02.05.2024 (SET DATE TYPE – FLOW)
LIFECYCLE	02.05.2024 - 02.01.2025 (1 YEAR)
COMP	SPIDEY AND HIS AMAZING FRIENDS 2022
ITEM COUNT	8 ITEMS
EXCLUSIVITY	O&O & FBM
TARGET DEMO PSYCHOGRAPHIC	MERCH MAINSTREAMER ALPHA
KEY CATEGORIES/ITEMS	YOUTH ACCESSORIES, YOUTH APPAREL, SLEEPWEAR, TOYS

GO TO MARKET STRATEGY/REQUESTS

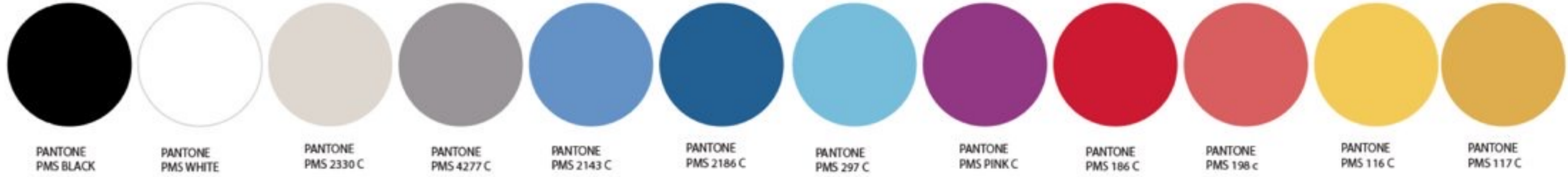
- Pulled together assortments in key locations; Big Box and Marvel specific locations
- Flow as product arrives in locations
- Spidey and His Amazing Friends Branding



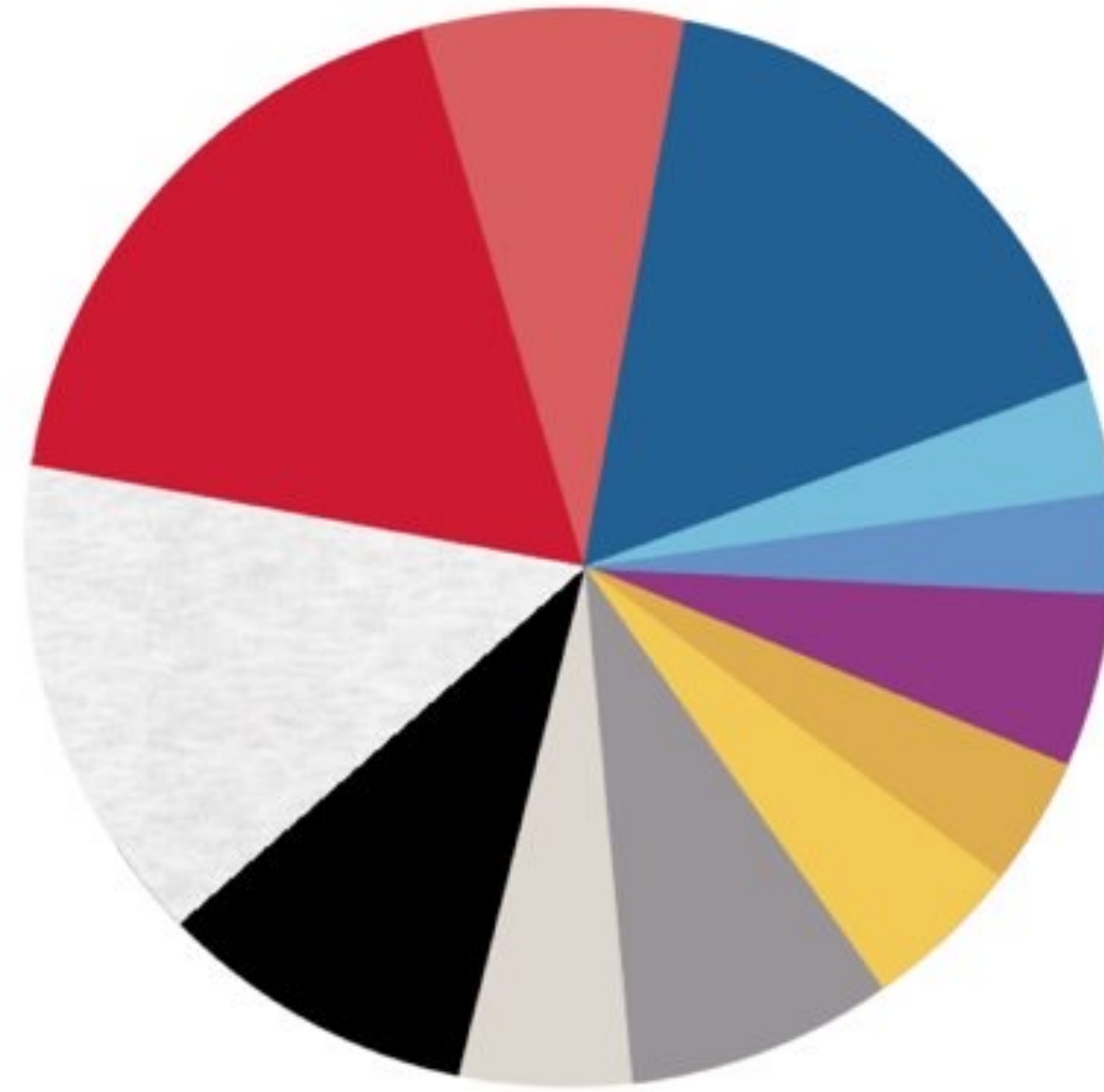
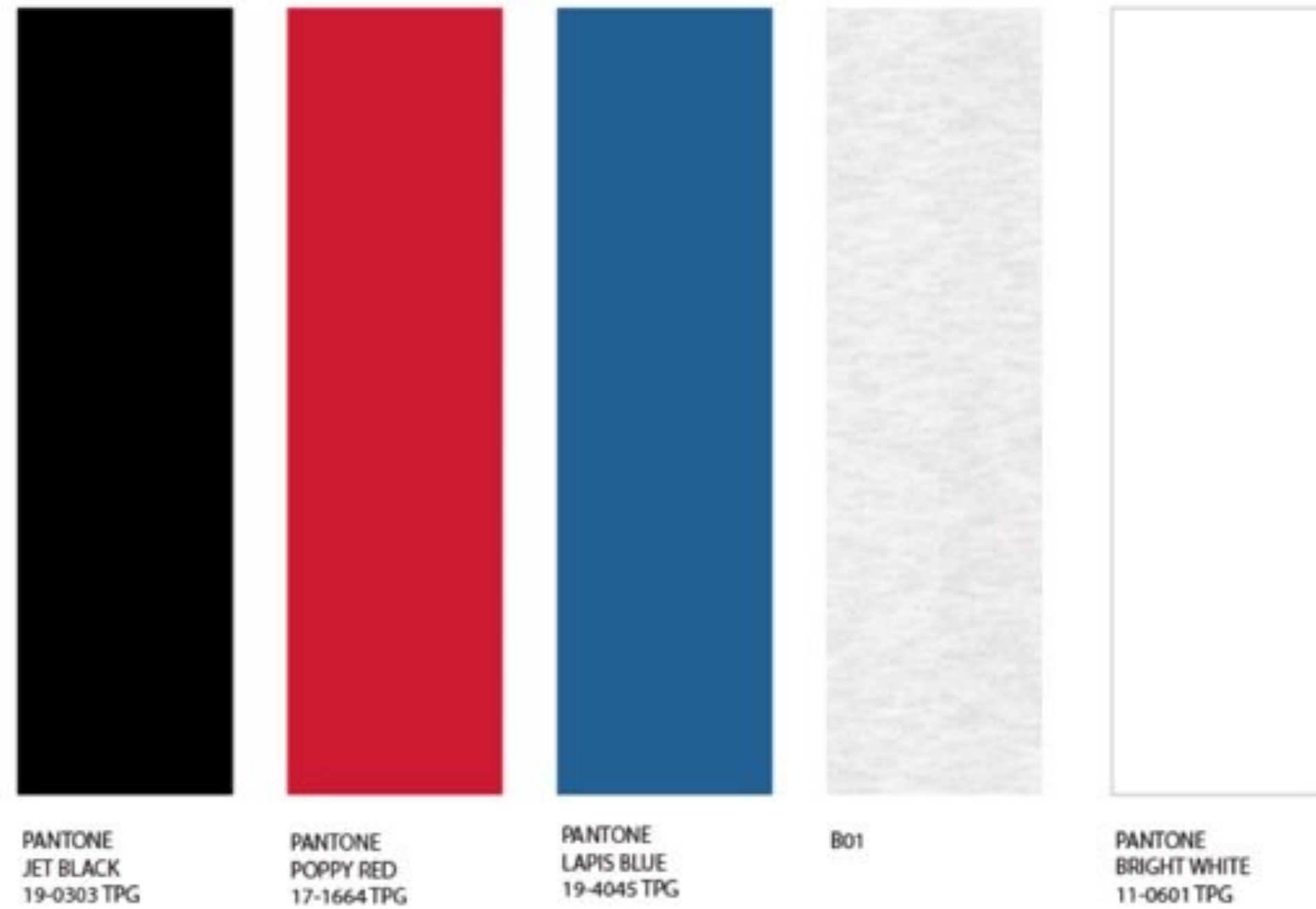


Q2 FY24
SPIDEY AND HIS AMAZING FRIENDS
 COLOR PALETTE

PMS-ART COLORS



TPG-GROUND YARN COLORS



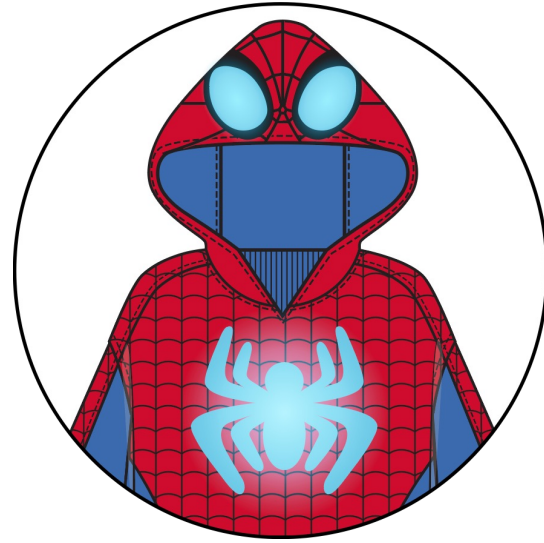


Q2 FY24
SPIDEY AND HIS AMAZING FRIENDS
ASSORTMENT OVERVIEW





Q2 FY24
SPIDEY AND HIS AMAZING FRIENDS
 YOUTH APPAREL - BOYS



GLOW IN THE DARK



SAF24 SPDY POHD FLC YTH

GRC# 1000004715

MSRP \$49.99

- Art Application: Jersey & PU Applique
 - Details: Glow & The Dark Details
 - Fabric: 60% Organic Cotton, 40% Recycled Polyester, 1x1 Rib
 - Weight: 280gsm
 - Sizing: 3 to 13
 - Set: 02/05/2024 | Out Date: 02/1/2025
 - Embargoed: N
 - Packaging Type | GID Sticker Trim
- Global O&O and FBM



SAF24 SPDY GA T YTH - B

GRC# 1000004712

MSRP \$21.99

- Art Application: Screen Print & HD Print
 - Details: Contrast Neck Tape
 - Fabric: CVC Jersey - 60% Organic Cotton, 40% Recycled Polyester, 1x1 Rib
 - Weight: 180gsm
 - Sizing: XS-XL
 - Set: 02/05/2024 | Out Date: 02/1/2025
 - Embargoed: N
 - Packaging Type | None
- Global O&O and FBM



SAF24 SAF TOP YTH - G

GRC# 1000004727

MSRP \$26.99

- Art Application: Screen Print & Puff
 - Details: Contrast Neck Tape & Keyhole Strap Details
 - Fabric: CVC Jersey - 60% Organic Cotton, 40% Recycled Polyester, 1x1 Rib
 - Weight: 180gsm
 - Sizing: 3 to 13
 - Set: 02/05/2024 | Out Date: 02/1/2025
 - Embargoed: N
 - Packaging Type | None
- Global O&O and FBM



Q2 FY24
SPIDEY AND HIS AMAZING FRIENDS
BOYS APPAREL - SLEEPWEAR



SAF24 SAF TF SL PJ ST3 YTH

GRC# 1000004718

MSRP \$39.99

- Art Application: Screenprint, Puff Print
 - Details: Light Heathered Ground
 - Fabric: 100% Organic Cotton 1x1 Rib
 - Weight: Main Body 185 GSM, Rib 205 GSM
 - Sizing: 2 to 10
 - Set: 02/05/2024 | Out Date: 02/1/2025
 - Embargoed: N
 - Packaging Type | None
- Global O&O and FBM

Q2 FY24
SPIDEY AND HIS AMAZING FRIENDS
 YOUTH ACCESSORIES & HEADWEAR



SAF24 SPDY BKPK YTH

GRC# 1000005062

MSRP \$39.99

- Art Application: Sublimated Neoprene
- Materials: Eva Molded, Jacquard Backing, 190T Nylon Lining
- Details: Webbing, Piping, Plastic Sliders, Metal D-Rings, Nylon Coil Zipper, Metal Enamel Zipper Sliders
- Dimensions:
- Set: 02/05/2024 | Out Date: 02/1/2025
- Embargoed: N
- Packaging Type | None

Global O&O and FBM

• **REFERENCE Q222 105Q222D541 ON FMA**



SAF24 SAF BCKT HAT REV Y

GRC# 1000005007

MSRP \$24.99

- Art Application: Printed & Puff Print
 - Materials: Nylon, 100% Polyester & CVC Jersey 60% Organic Cotton & 40% Recycled Polyester
 - Details: Reversible
 - Set: 02/05/2024 | Out Date: 02/1/2025
 - Embargoed: N
 - Packaging Type | Reversible Hang Tag Trim
- Global O&O and FBM



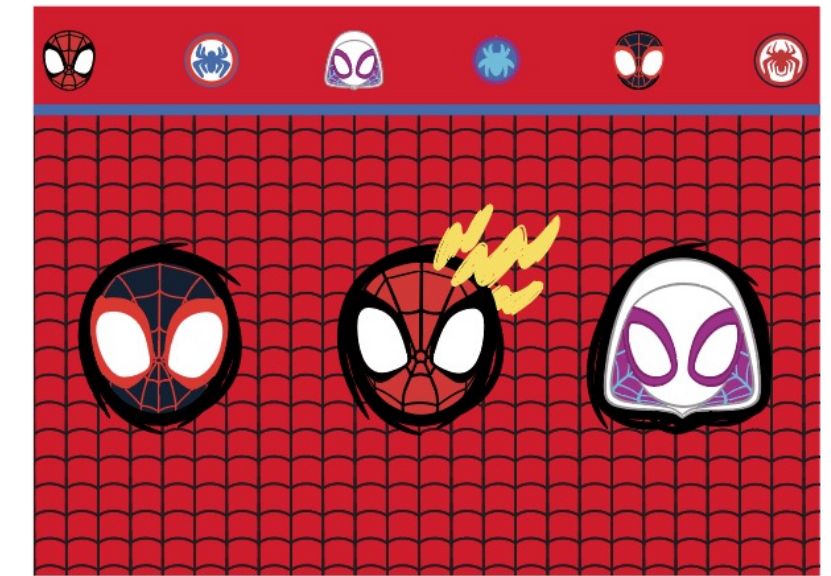
SAF24 SPDY SS WTRBTL YTH

GRC# 1000004864

MSRP \$22.99

- Materials: Stainless Steel
- Details: Full Decal Wrap, Printed Top, Silicone Strap
- Dimensions: 178mm x 77.6mm
- Set: 02/05/2024 | Out Date: 02/01/2026
- Embargoed: N
- Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size

Global O&O and FBM





RISE OF THE GEEKS

(AVENGERS CAMPUS)
Q2 FY24

STRATEGY

- Deliver an adult focused program targeting the Gen Z consumer
- Represent an expanded character presence with a science theme in the creative approach / storytelling
- Launch at the DCA and DLP Avenger Campus locations with potential to window / scale broader

POSITIONING	REFRESH
SET DATE	03.04.2024 (SET DATE TYPE – FLOW)
LIFECYCLE	03.04.2024 - 02.28.2026 (2 YEARS)
COMP	RISE OF THE GEEKS FY 21
ITEM COUNT	10 ITEMS
EXCLUSIVITY	DCA & DLP EXCLUSIVE LAUNCH; WINDOWING TBD
TARGET DEMO PSYCHOGRAPHIC	FAN-IT-ALL GEN Z & MILLENNIAL
KEY CATEGORIES/ITEMS	ADULT ACCESSORIES, ADULT APPAREL, TRADING

GO TO MARKET STRATEGY/REQUESTS

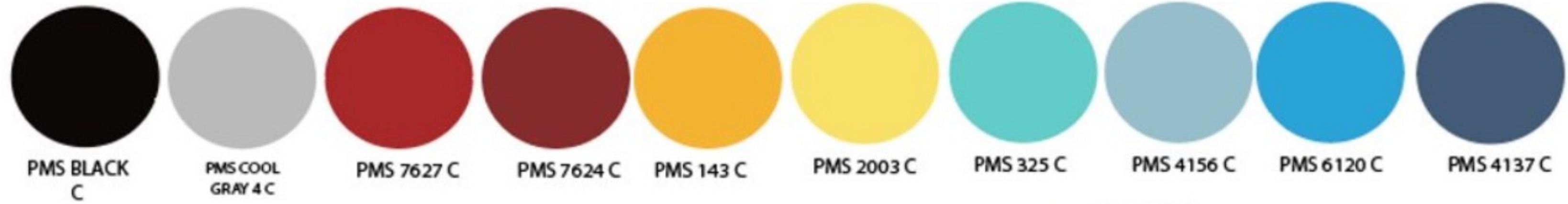
- Avengers Campus specific locations
- Set with 80% of assortment IN-DC
- AC WEB Branding
- Focus commercialization into Gen Z models







Q2 FY24
RISE OF THE GEEKS
COLOR PALETTE



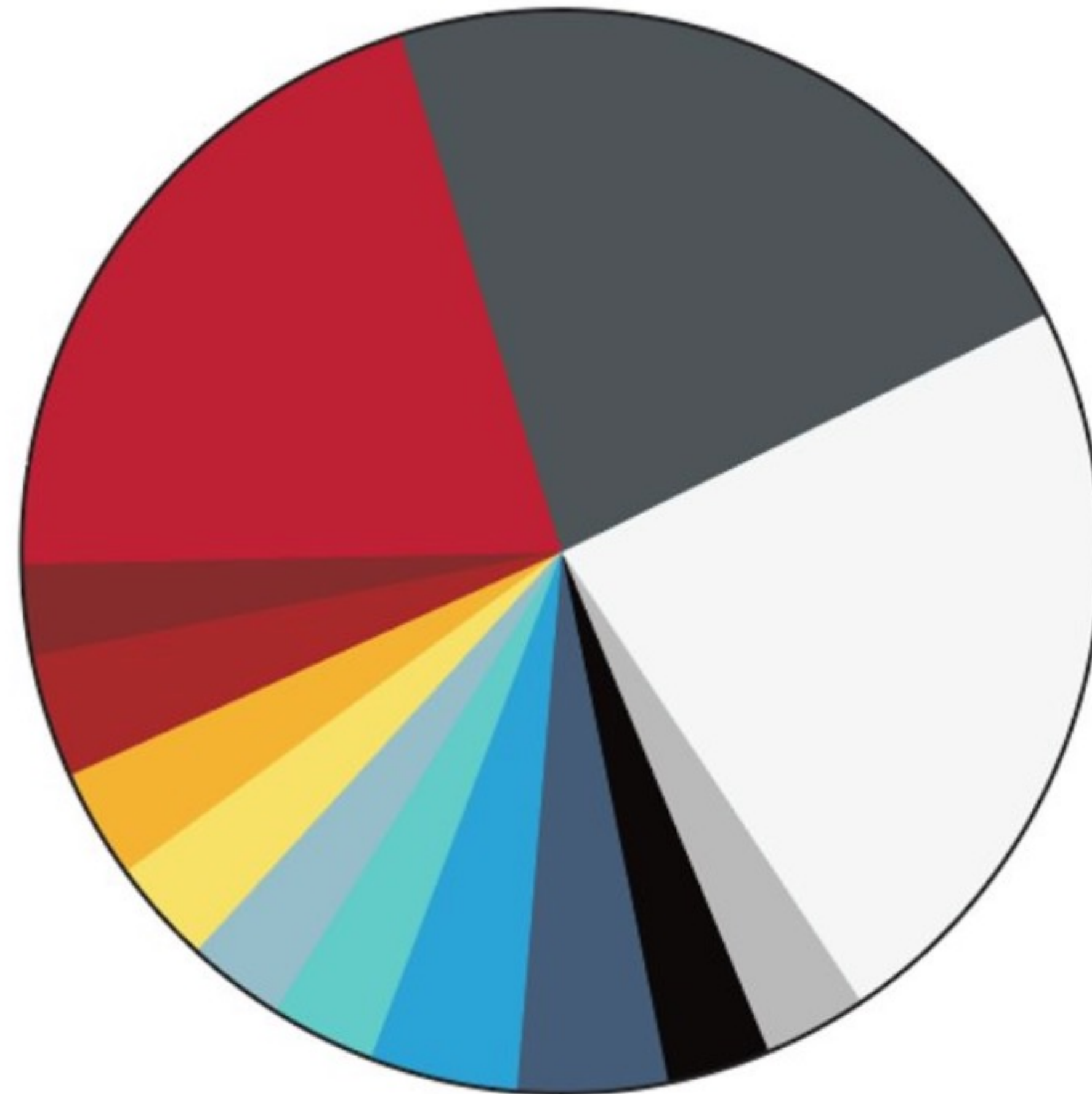
PANTONE
19-1664 TPG
TRUE RED
PMS 200 C



PANTONE
19-3906 TPG
DARK SHADOW
PMS 432 C



PANTONE
11-4001 TPG
BRILLIANT WHITE





Q2 FY24
RISE OF THE GEEKS
ASSORTMENT OVERVIEW



CARRY FORWARD





ACR24 MENS FLEECE W/ ZIP

GRC# 1000004488

MSRP \$64.99

- Ribbed sleeve cuffs & hem. 2 patches, back one has hat loop. Front woven chest pocket with zip & sunglasses holder
- Fit: Relaxed Fit
- Material: 4x4 rib for trim. Woven pocket. 60% org, cotton 40% poly brushed fleece
- Weight: 280gsm
- Sizing: S-3XL
- Earliest Set Date Available | Product Life Cycle
- Embargoed: Y or N | If yes, Details on Embargo
- Co-brands - CONFIDENTIAL
- EU Variants (if applicable)
- Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size



ACR24 MENS PREMIUM GRAPHIC SS TOP

GRC# 1000004480

MSRP \$39.99

- Screen prints with embellishment
- Fit: Oversized, slight drop shoulder
- Material: 200 GSM 60/40 Organic Cotton/Recycled Poly
- Sizing: S-3XL
- Earliest Set Date Available | Product Life Cycle
- Embargoed: Y or N | If yes, Details on Embargo
- Co-brands - CONFIDENTIAL
- EU Variants (if applicable)
- Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size



ACR24 WOMENS FASHION TOP

GRC# 1000004577

MSRP \$39.99

- Screen prints with embellishment
- Fit: Semi-fitted, loose hem, cropped to top of waistband.
- Material: Material: 200 GSM 60/40 Organic Cotton/Recycled Poly
- Sizing: XS-XL/1X-3X
- Earliest Set Date Available | Product Life Cycle
- Embargoed: Y or N | If yes, Details on Embargo
- Co-brands - CONFIDENTIAL
- EU Variants (if applicable)
- Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size



Q2 FY24
RISE OF THE GEEKS
 ACCESSORIES - HEADWEAR

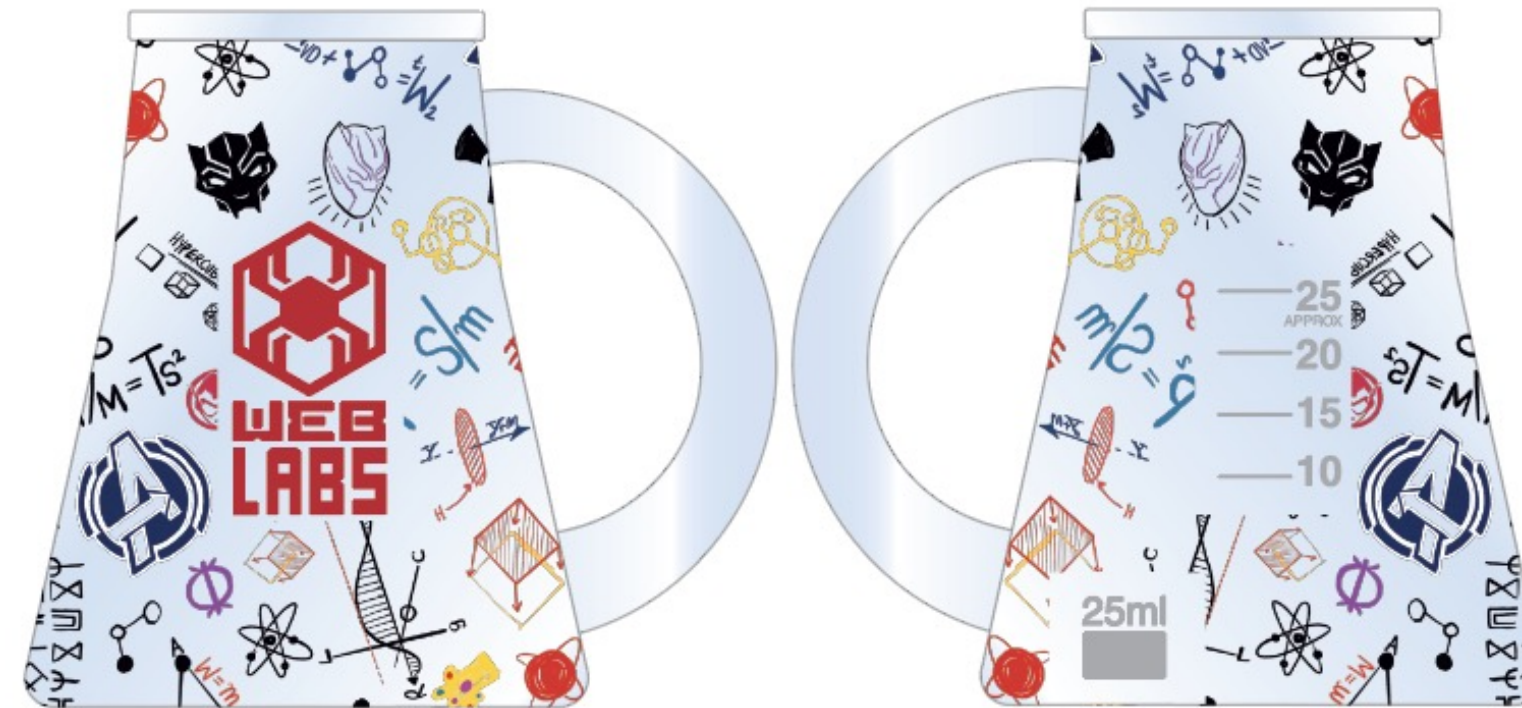


ACR24 M KEY ICON BB

GRC# 1000004754

MSRP \$29.99

- Embroidered front art, soft hand feel w/mineral washed fabric.
- Earliest Set Date Available | Product Life Cycle
- Embargoed: Y or N | If yes, Details on Embargo
- Co-brands - CONFIDENTIAL
- EU Variants (if applicable)
- Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size



ACR24 MUG

GRC# 1000004868

MSRP \$19.99

- Mug
- Materials: Glass
- Details:
- Dimensions: TBD
- Set: 03/04/2024 | Out Date: 02/28/2026
- Embargoed: N
- Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size

DLR & DLP Exclusive



ACR24 JRNL W PEN

GRC# 1000004957

MSRP \$24.99

- Journal with pen
- Materials:
- Details: Pen attaches with elastic strap
- Dimensions: 5.8" x 8.3" A5 page size
- 6.5" W including back cover
- Set: 03/04/2024 | Out Date: 02/28/2026
- Embargoed: N
- Packaging Type | Packaging Updates/Refreshes (Is this new?) | Global Restrictions or Regions not cleared for LE/LR size

DLR & DLP Exclusive