

G A P

*Sophia Yassinger*

Summer 2025 | Final Project

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# Agenda

- High Level Learnings
- GapStudio Paid Social & ROAS Insights
- Market Research in Mens' Collabs
- Mens' Collab Pitch
- \*Bonus\* Womens' Collabs Pitch

# High Level Learnings

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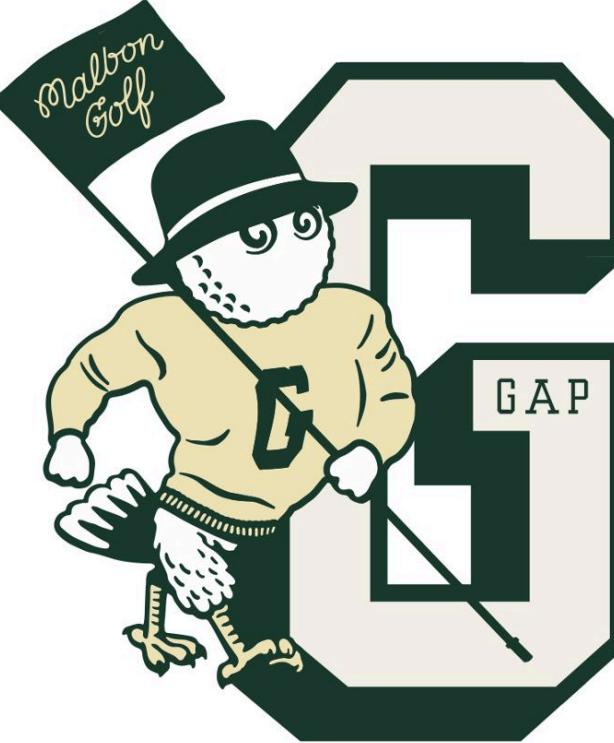
# Internship Summary | High Level Learnings

## Personal Accomplishments

- Attended BEIS Shoot
- Self-sponsored trip to 2F
- Interim Assistant Manager during Mili's PTO

## High Level Learnings

- Strengthened my ability to execute 360° omnichannel marketing by collaborating across brand, visual, styling, digital, and photo planning teams.
- Learned to distill complex timelines into actionable brand calendars and GTM decks that kept cross-functional partners aligned and campaign-ready.
- Took ownership of internal comms and meeting operations, gaining insight into how clear coordination fuels smooth campaign execution.
- Developed a data-driven mindset by supporting performance reporting and learning how insights shape storytelling and strategy.
- Discovered how to craft compelling narratives to connect with customers in meaningful ways to cultivate the future of Gap brand relevance

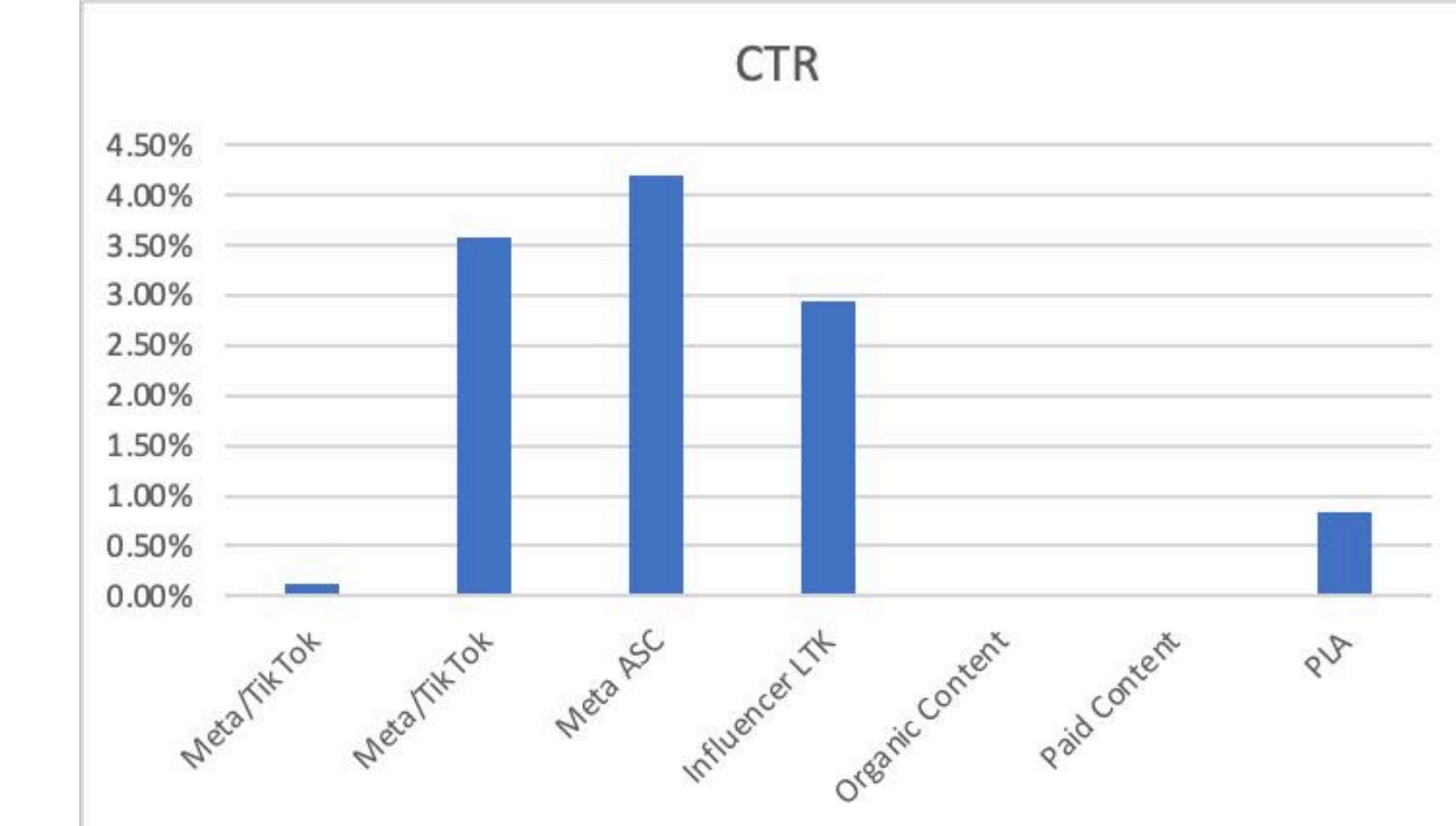
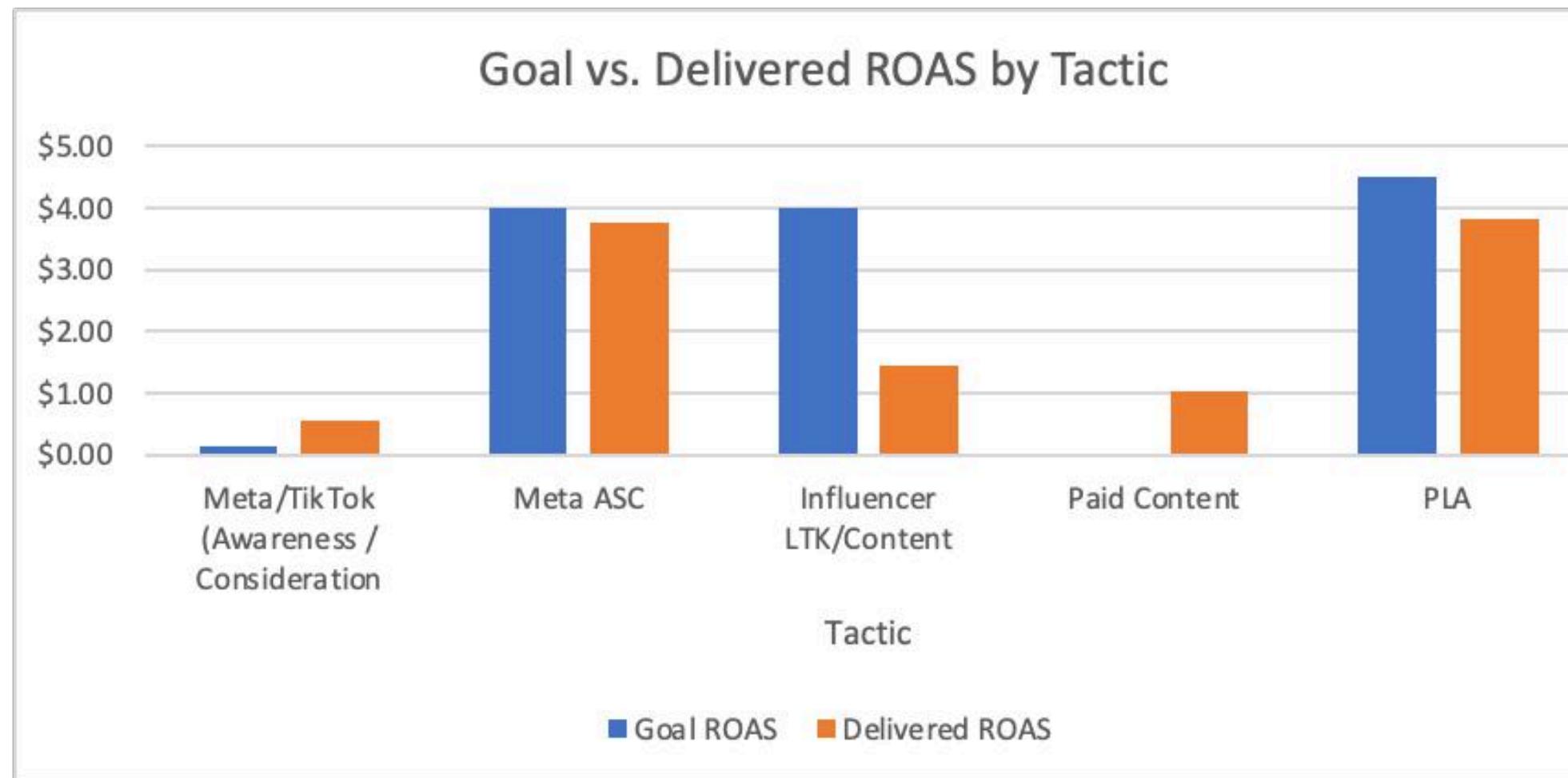


# GapStudio | Paid Social & ROAS Insights

# GapStudio | Paid Social

## Context

- No historical ROAS baseline for Gap Studio; used mainline Gap metrics as starting point.
- Drop 2 did not utilize paid social



## Recommendation - **Focus on awareness tactics to build Gap Studio recognition**

1. Increase investment in awareness and consideration Meta due to over-delivery on goals
2. Take a deeper look at volatility with influencer content (high CTR but low ROAS)
3. Continue Meta ASC and PLA tactics due to near-goal performance (\$3.82)

# Market Analysis | Mens' Collabs

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# Collabs for Men | Done Well



## Porsche x Aimé Leon Dore '24

- Resell @ 2x Retail
- Cultural Relevance
- Platform Strategy

## Adidas x Messi x Bad Bunny '24

- Massive Overlapping Male Fanbases
- Product Relevance
- Dual Influential Vehicles for Latino Men
- Authentic Crossover Moments Drove Hype



## Lacoste by le FLEUR\* '23

- 24x Share Rate on Instagram
- Male-Heavy Cultural Overlap
- Product Fit
- Niche Cultural Fusion

# Collabs for Men | Done Poorly



**Tiffany x Nike '23**

- Alienated Core Customer
- Dupe Release



**Diplo x Crocs '21**

- Too Flashy, Not Wearable
- Lacking Sustained Hold & Momentum



**Balenciaga x The Simpsons '21**

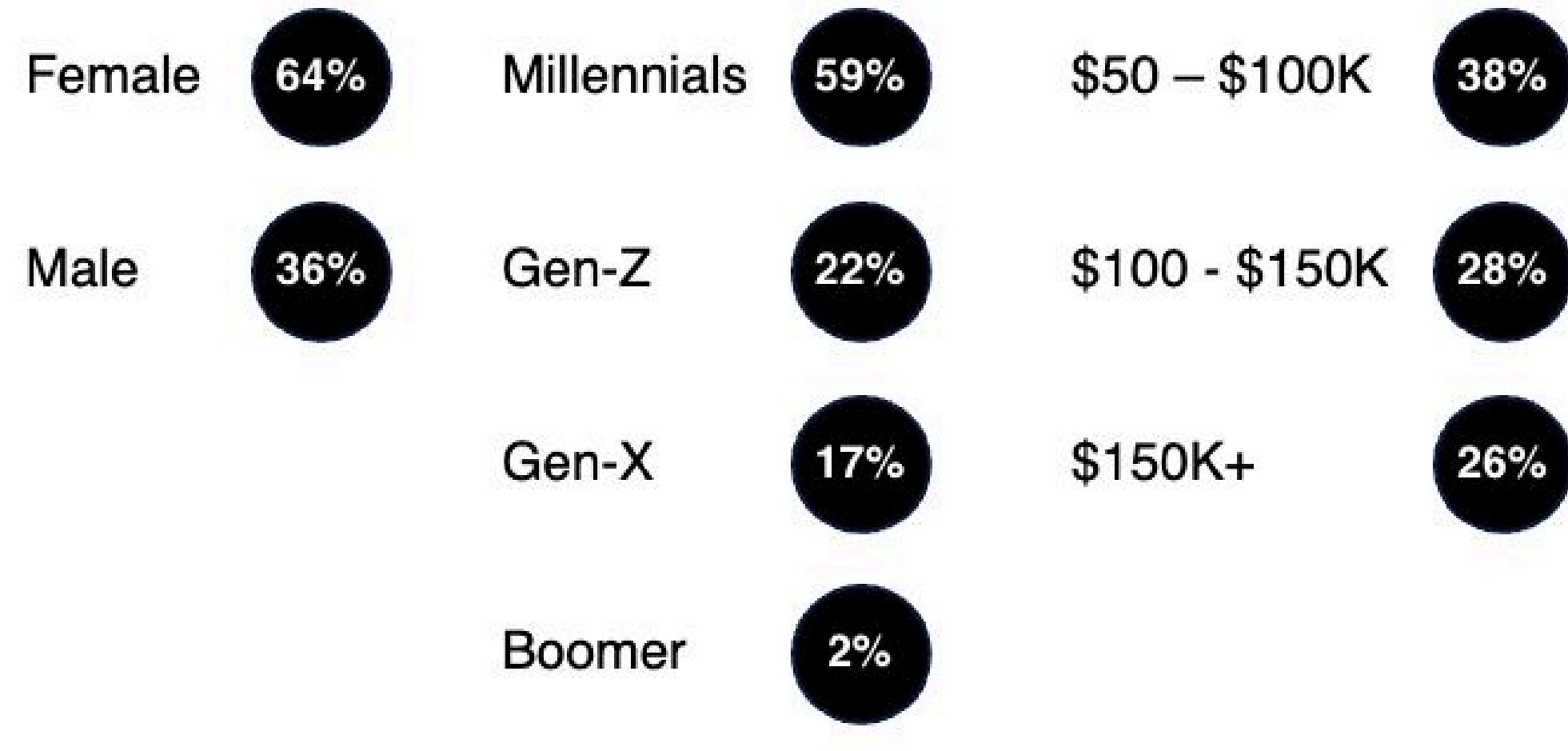
- Underwhelming Merch
- Fun Experiment, No Cultural Stickiness

# Market Opportunity | Mens' Collabs

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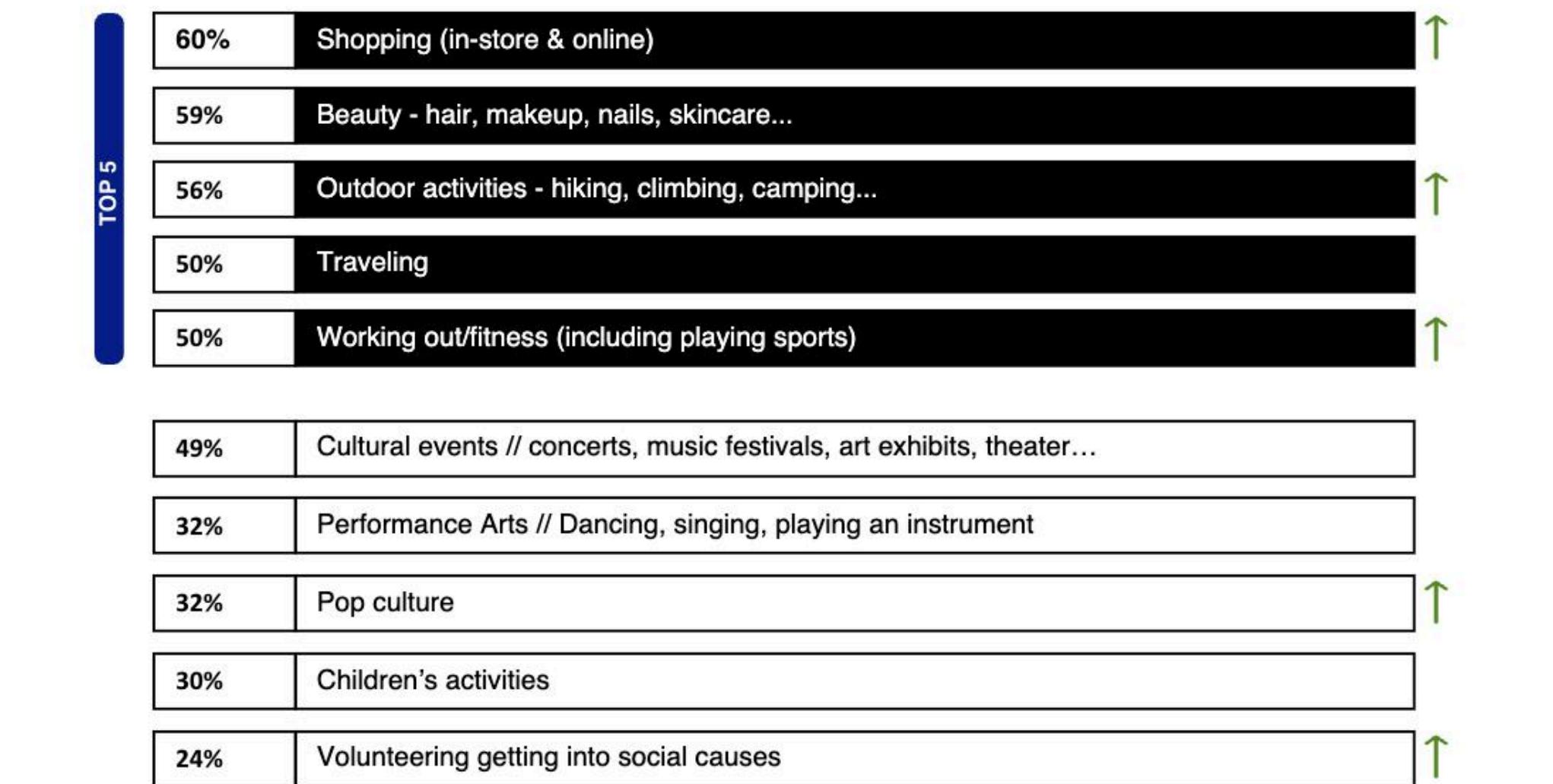
## Who Is He? The Lifestylist.



83% CHILDREN IN HOUSEHOLD

**DYNAMIC**  
On-the-go • Social • Adventurous

Where are  
they  
spending  
their time?



## Who Is He? The Lifestylist.

	Segment C	Women (in Segment C)	Men (in Segment C)
Brand Importance	89%	89%	89%
Style Importance	41%	41%	41%
Trend Importance	89%	88%	89%
Quality Importance	84%	83%	86%
Price / Promo Sensitivity	52%	55%	48%
Self-Confident	91%	90%	92%
Stand-Out	59%	57%	64%
Lead & Take Charge	73%	71%	76%
Follow Pop Culture	85%	84%	86%

- Mindset: Consumer of Culture
- He is BUSY with hobbies
- Similar approach to life, eye for trends, values as a women's Lifestylist

### part suburban dad



### part educated with fridge trends

# Collabs for Men | Strategic Takeaways

## 1. Play into His Orbit

- Pivot from chasing the cool kid
- Lower the barrier to entry for men by meeting him where he already shops, plays, and listens
- Use authentic talent with built-in trust
- Prioritize utility and quality

## 2. Delight Him with Aspirational Style

- Make his favorite luxury brands accessible with the Gap spin
- Spark excitement by delivering premium style without the premium cost.
- Do so by exploring male-centric passion pillars of music as a vehicle

\*like Malbon for sport!

# Collabs for Men | Strategy

Sophia  
Strat



## Play into His Orbit



### Gap x Patagonia

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Strat



#### Expand the Brand World

Working with brands that have mass appeal and relevance among Gap's existing customer

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## Delight Him with Aspirational Style



ALLSAINTS



BRUNELLO CUCINELLI

### Gap x Carhartt

#### Expand the Brand World

Working with brands that have mass appeal and relevance among Gap's existing customer

### Gap x AllSaints

#### Grow New Audiences

Working with brands that speak to a large untapped audience

### Gap x Brunello Cucinelli

#### Amplify Gap Style

Working with brands that have fashion authority and legacy

## But First.... Fashiontainment.

“And the marketing campaigns that we built over time **were epic**, leveraging **music and fashion and big ideas** into real marketing and **media machines** that were arguably what we call **fashiontainment**... we've gone back to our history to be inspired by it, but essentially create a new playbook for today.

**Leveraging music, going back to fashiontainment, recognizing that our media mix and up model needs to be where our consumers are”**

- Richard Dickson | Cannes Lions, June 2025

# Collabs for Men | Pitches

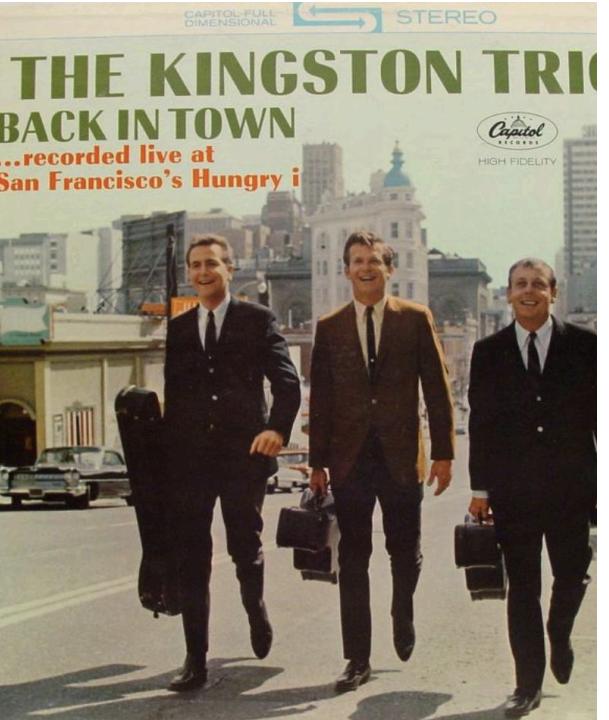
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## Gap x Patagonia Play In His Orbit

### “The Vest Coast” (Spring)

- **What:** A lighthearted, satirical take on the modern vest-wearing Lifestylist, merging Gap's everyday basics with Patagonia's functional activewear.
- **Who:** Starring “Jake” - an SF native and hybrid adventurer navigating SF city life and nature in the same go-to Patagonia x Gap essentials.
- **Why:** This collab taps into the *uniform of a generation*, capturing the humor and truth of the “cosmopolitan camper” while merging two iconic American brands through versatility, utility, and lifestyle relevance.



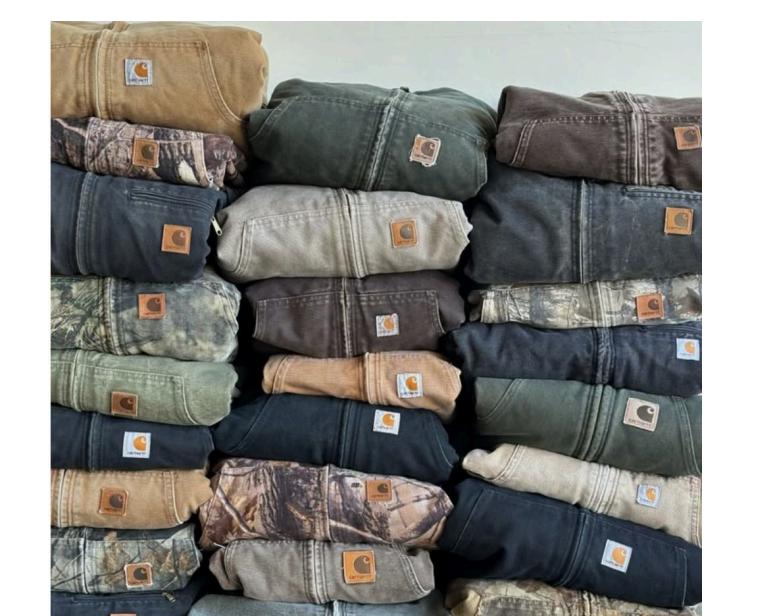
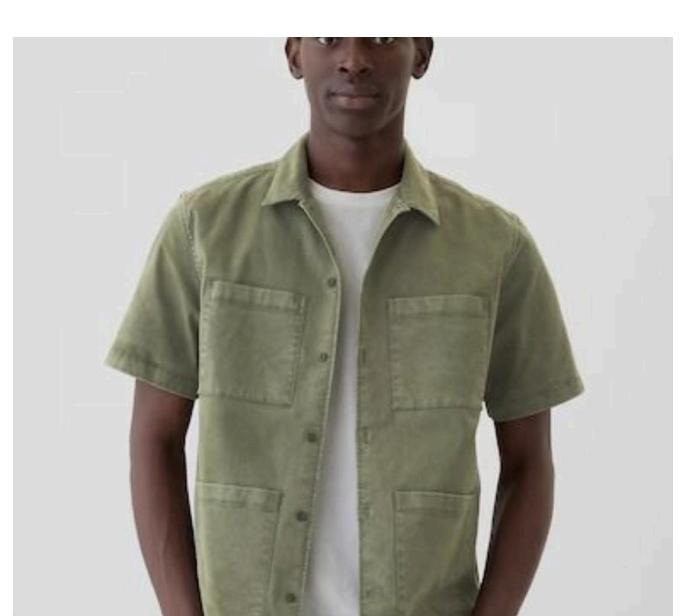
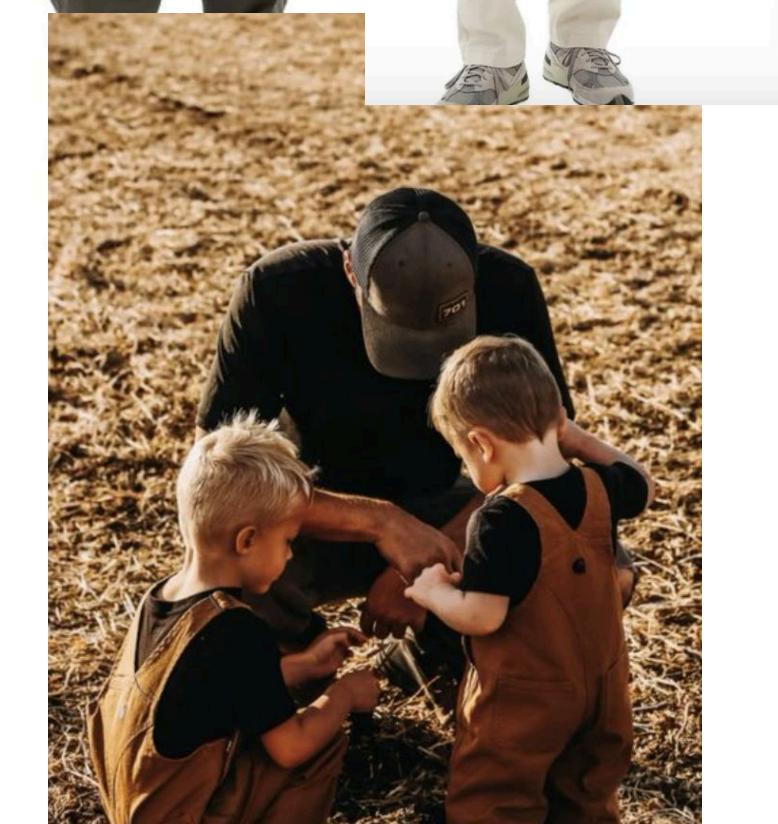
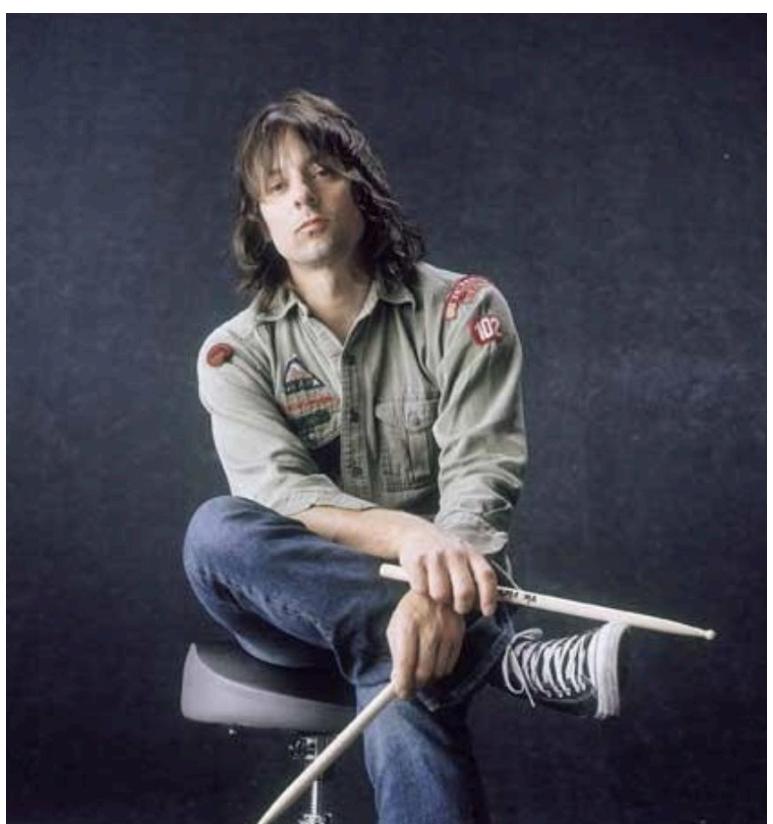
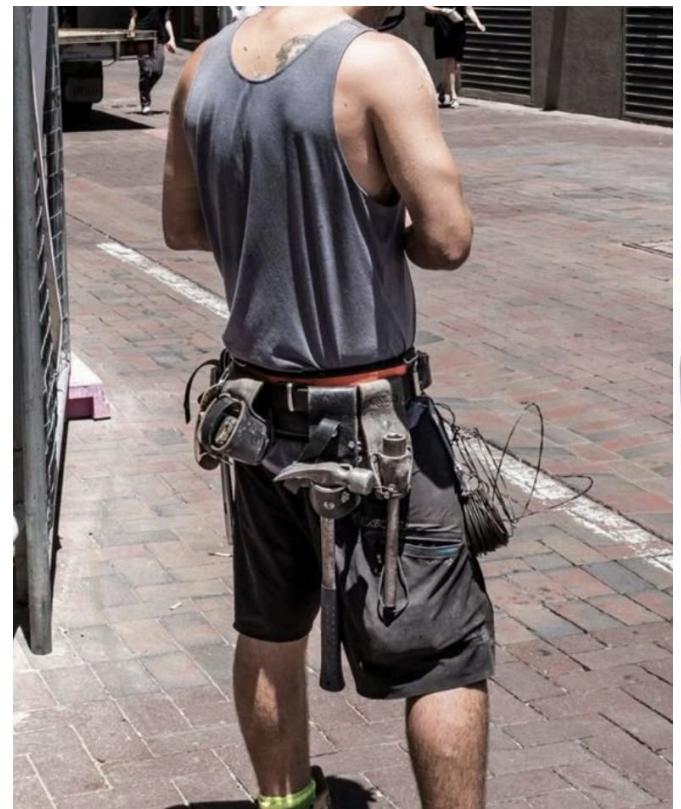
# Collabs for Men | Pitches



## Gap x Carhartt Play In His Orbit

### “All in a Day’s Work” (Fall)

- **What:** A campaign celebrating Carhartt's Americana heritage with Gap's modern, inclusive style, showcasing workwear as both utility and identity.
- **Who:** Multi-generational families and diverse modern workers, from tradespeople to creators, who embody a strong work ethic (artists, chefs (Matty Matheson), and a new generation of 'do-ers')
- **Why:** To honor the evolving definition of hard work and community, connecting tradition with today's diverse makers and doers



# Collabs for Men | Pitches

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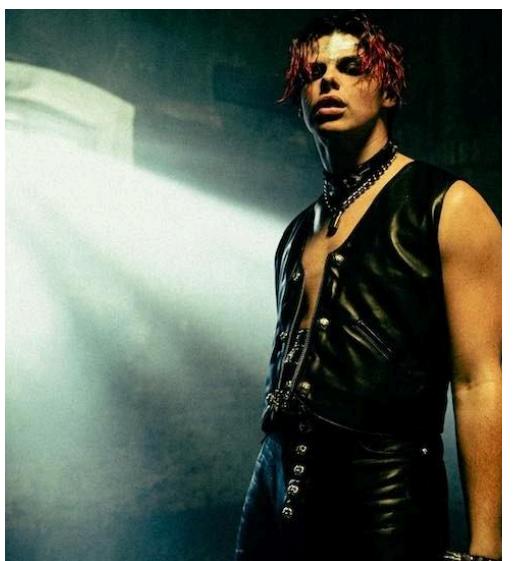
ALLSAINTS

## Gap x All Saints

Delight Him with Aspirational Style

## “Gap Underground” (Winter)

- **What:** A fusion of Gap's iconic staples with Chrome Hearts' underground, gothic luxury aesthetic.
- **Who:** Starring Kourtney Kardashian and Travis Barker, capturing raw chemistry in a grungy, dive bar setting (a nod toward the Skims provocative approach)
- **Why:** To tap into Chrome Hearts' cult following and reframe Gap through a grittier, more masculine lens for the next-gen male consumer.



# Collabs for Men | Pitches

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BRUNELLO CUCINELLI

## Gap x Brunello Cucinelli

Delight Him with Aspirational Style

### “The Summer Set” (Summer)

- **What:** A late-summer Hamptons beachside campaign where Kaytranada performs live in a luxe linen set, elevating Gap linens and suiting business with youthful, modern energy.
- **Who:** A campaign celebrating Brunello Cucinelli x Gap menswear collab featuring DJ Kaytranada
- **Why:** To showcase elevated craftsmanship and timeless style made accessible through a fresh, music-driven lifestyle that resonates with young, style-conscious consumers.

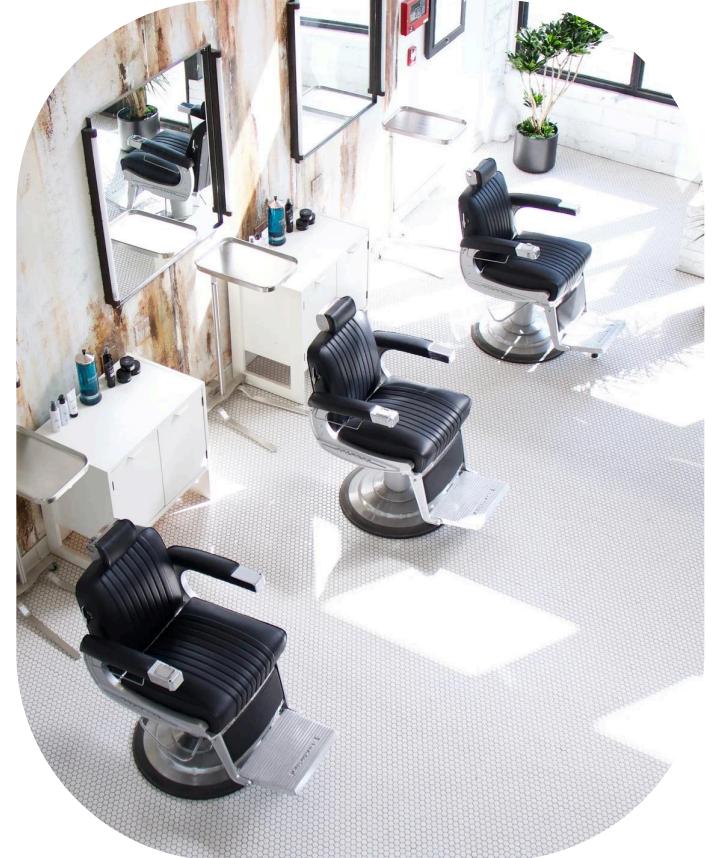


# Collabs for Men | Non-Apparel Native

## His Orbit



F1



The Blind Barber

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New Balance



Herschel



Great White



Erewhon

# Market Opportunity | Womens' Collabs

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# Collabs for Women | Pitches

## Expand the Brand World



**STAUD**

- Gap staples with Staud's playful twist.
- Statement bags, hats, and standout accessories.
- Fresh, striped takes on classic summer style.

## Amplify Gap Style



**GANNI**

- Playful Scandi style meets everyday wear.
- Eco-leather loafers, scrunchie socks, puffy outerwear, frilled denim
- Cool-girl energy through a Gap lens.

## Grow New Audiences



**SET ACTIVE**

- Sweat-to-Streetwear staples with laid-back cool.
- Taps into Gen Z's love for versatile, flirty basics.
- Sleek workout set meets Gap essentials.

## Grow New Audiences



- Enters Western boots with cult artisanal brand @ Stage Coach
- Drives energy with a Gap-chosen face & female performer
- Drops statement boots + coordinating modern Americana capsule (denim, fringe, cotton poplin)

## Grow New Audiences



**With Jéan**

- Effortless Aussie cool with subtle yet striking details.
- A touch of contemporary edge with trendy and flattering silhouettes

**GAP**

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Thank you!  
Questions?