

GAP

x Sophia Yassinger

Summer 2025 | Final Project

Agenda

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

High Level Learnings

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

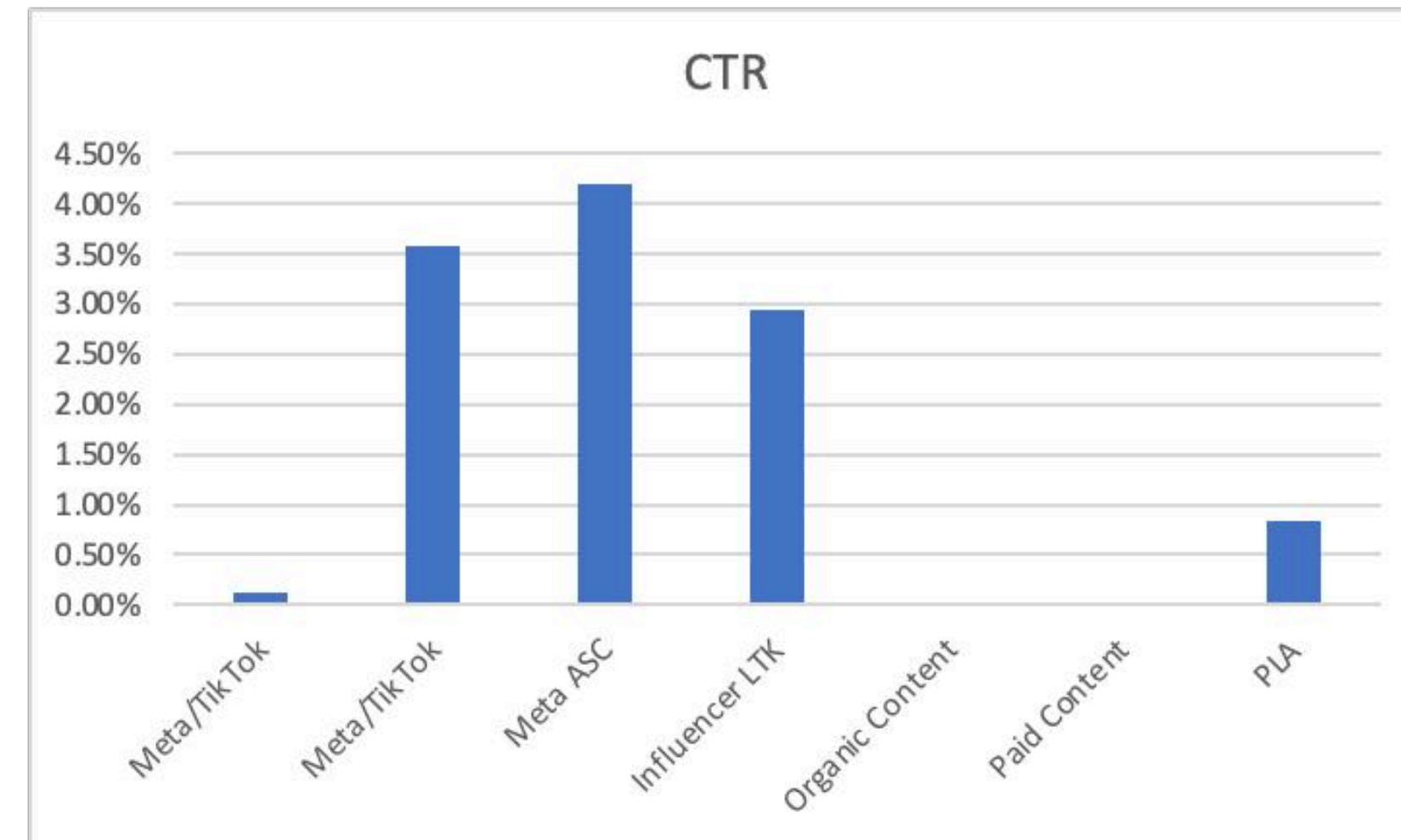
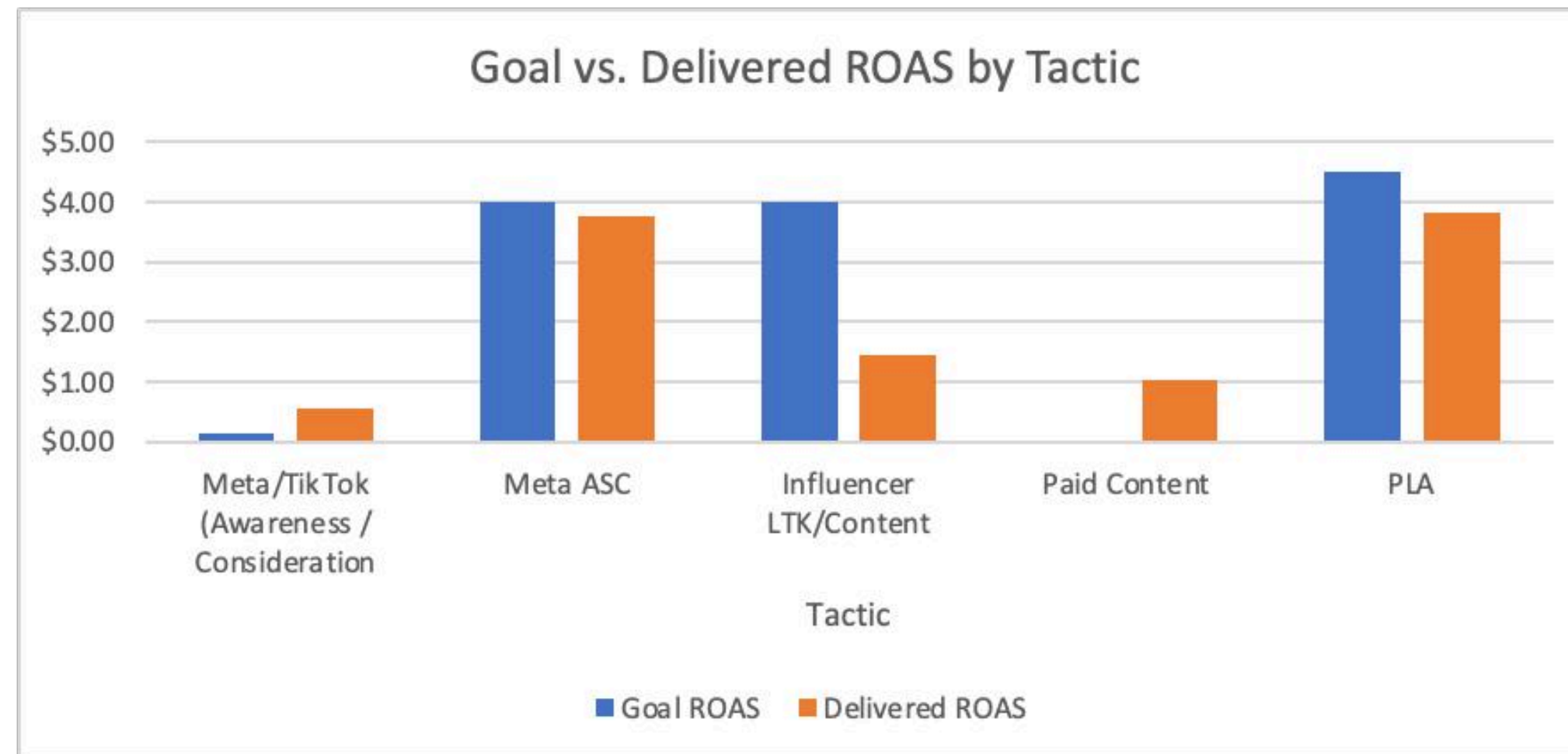


GapStudio | Paid Social & ROAS Insights

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

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

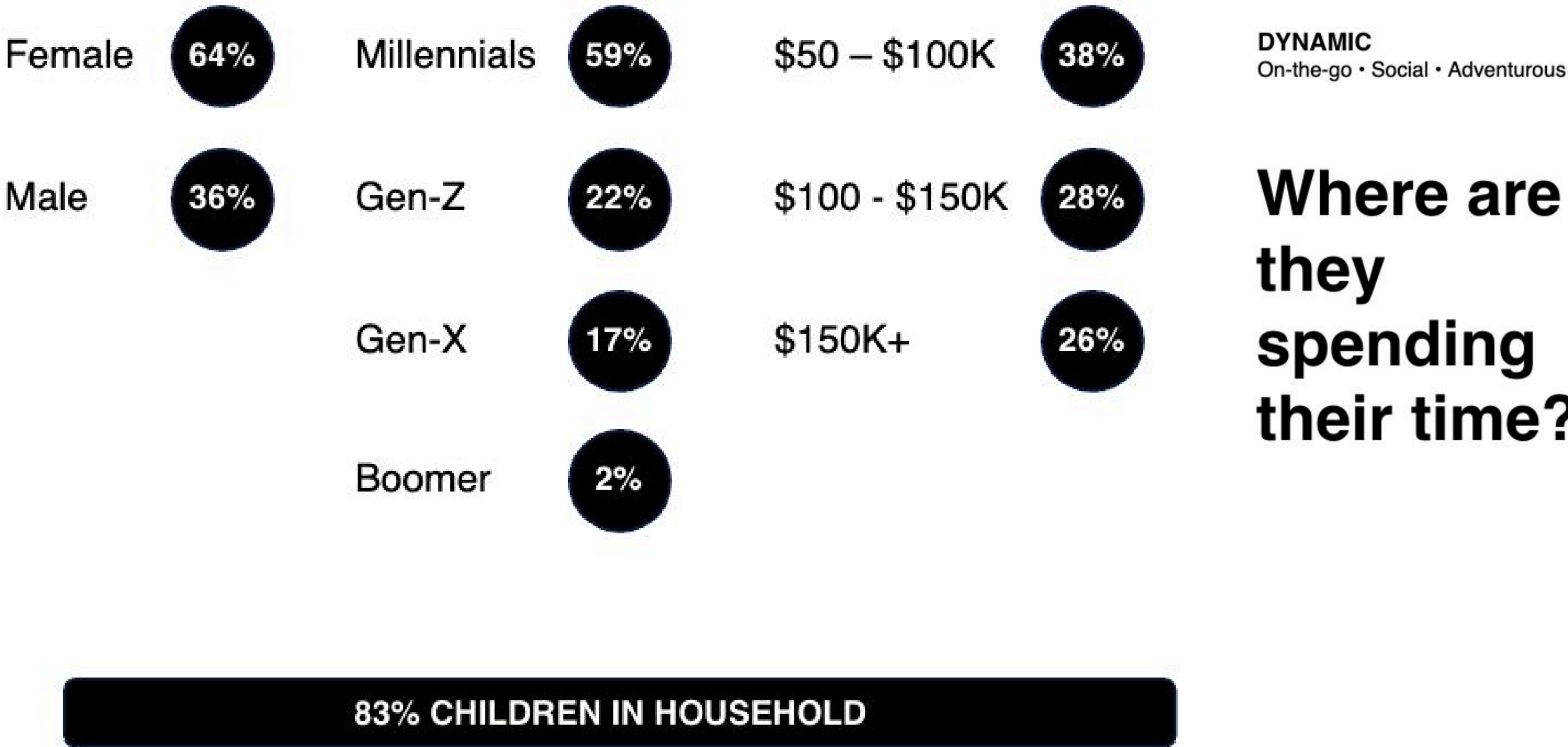


Balenciaga x The Simpsons '21

- Underwhelming Merch
- Fun Experiment, No Cultural Stickiness

Market Opportunity | Mens' Collabs

Who Is He? The Lifestylist.



Where are they spending their time?

THE LIFESTYLIST

TOP 5	60%	Shopping (in-store & online)	↑
	59%	Beauty - hair, makeup, nails, skincare...	
	56%	Outdoor activities - hiking, climbing, camping...	↑
	50%	Traveling	
	50%	Working out/fitness (including playing sports)	↑
	49%	Cultural events // concerts, music festivals, art exhibits, theater...	
	32%	Performance Arts // Dancing, singing, playing an instrument	
	32%	Pop culture	↑
	30%	Children's activities	
	24%	Volunteering getting into social causes	↑

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

Gap x Carhartt

Gap
Strat
→

Expand the Brand
World

Expand the Brand
World

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

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

Delight Him with Aspirational Style



ALLSAINTS

BRUNELLO CUCINELLI

Gap x AllSaints

Gap x Brunello Cucinelli

Grow New Audiences

Amplify Gap Style

Working with brands that speak to a large untapped audience

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

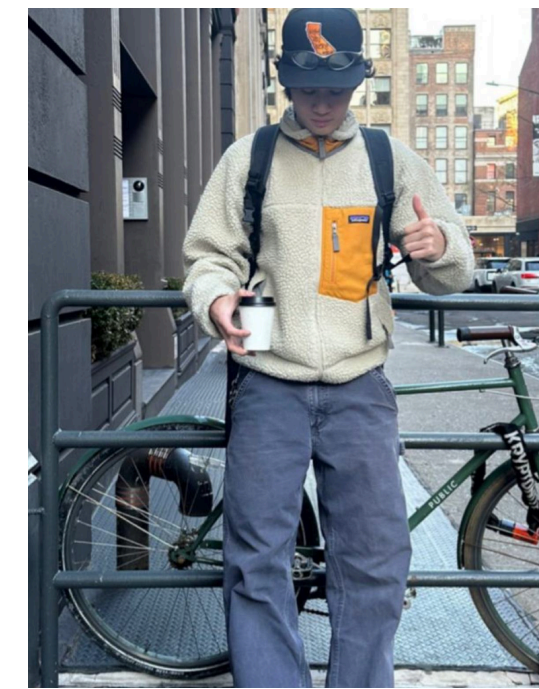
GAP



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.



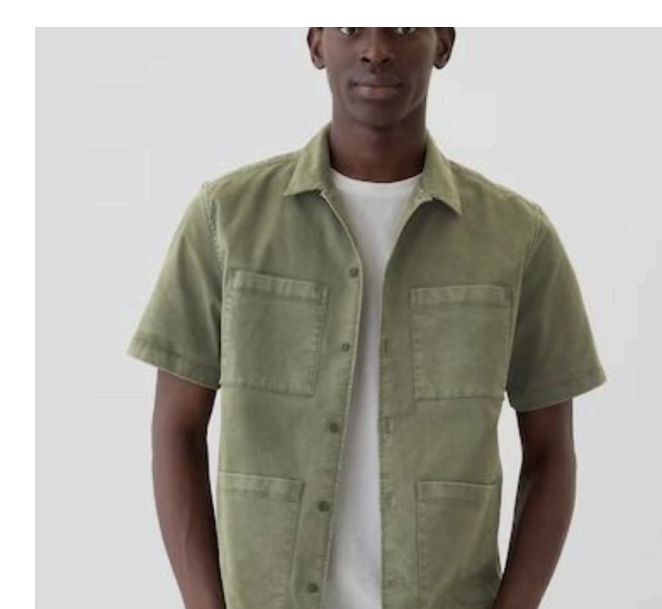
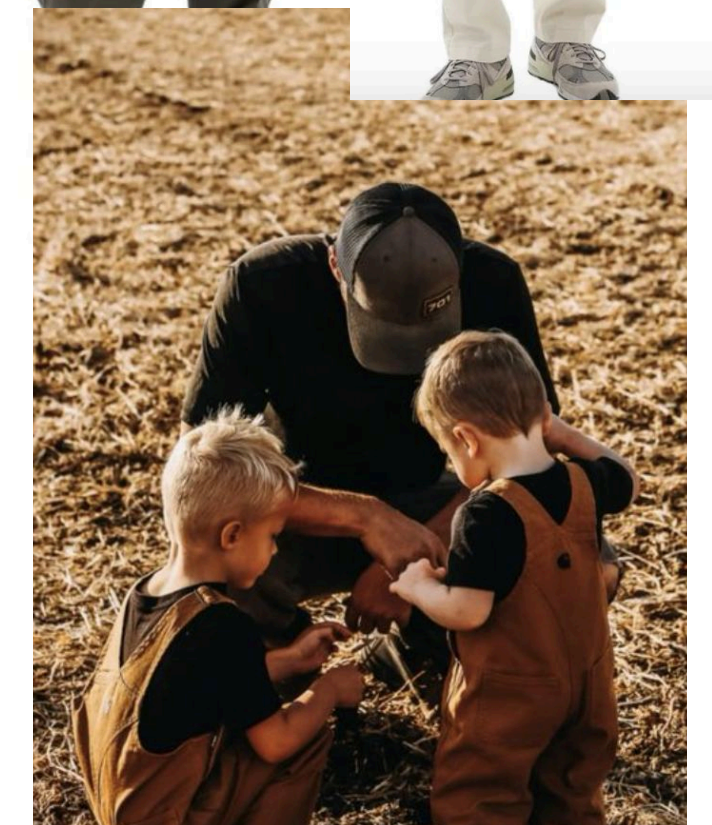
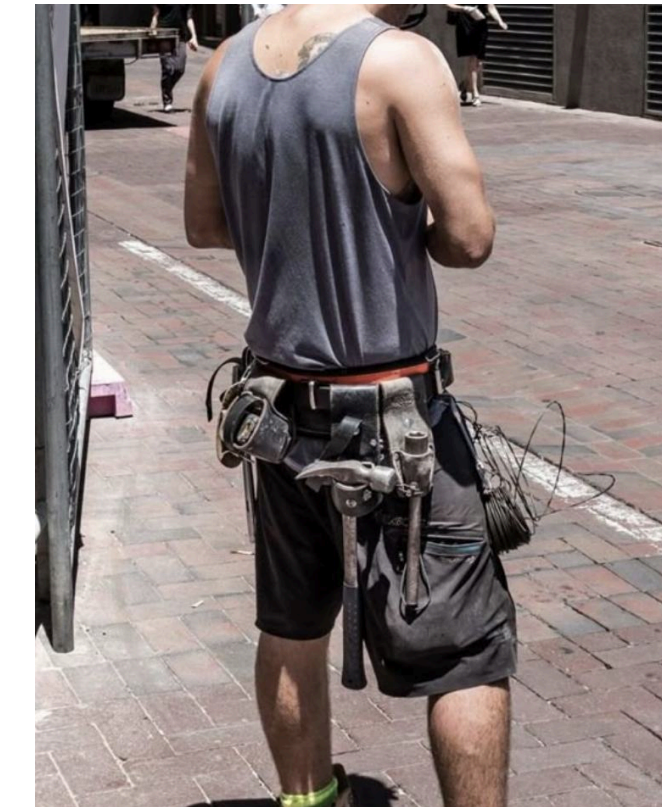
Collabs for Men | Pitches



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

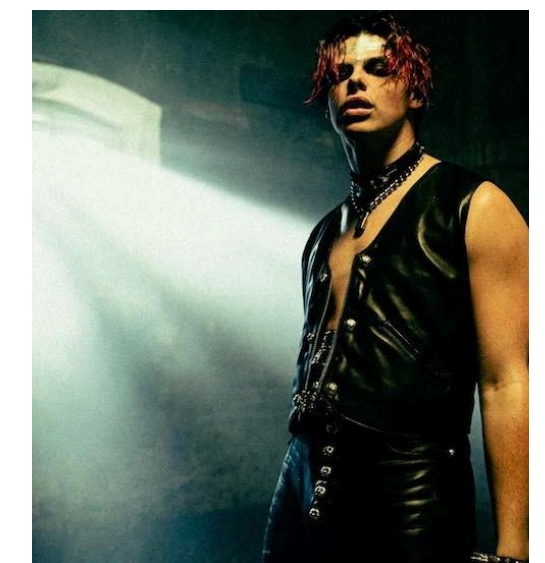
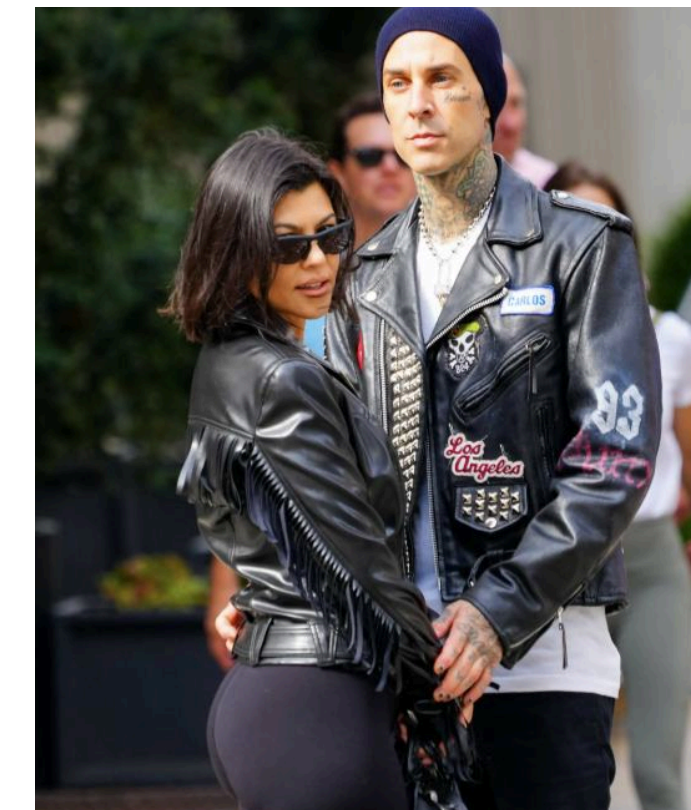


Gap x All Saints

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 grundgy, 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

GAP



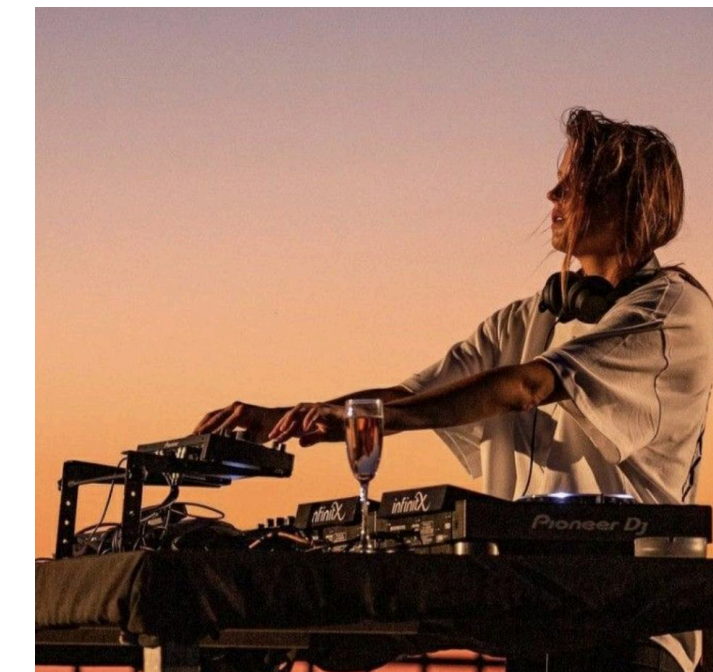
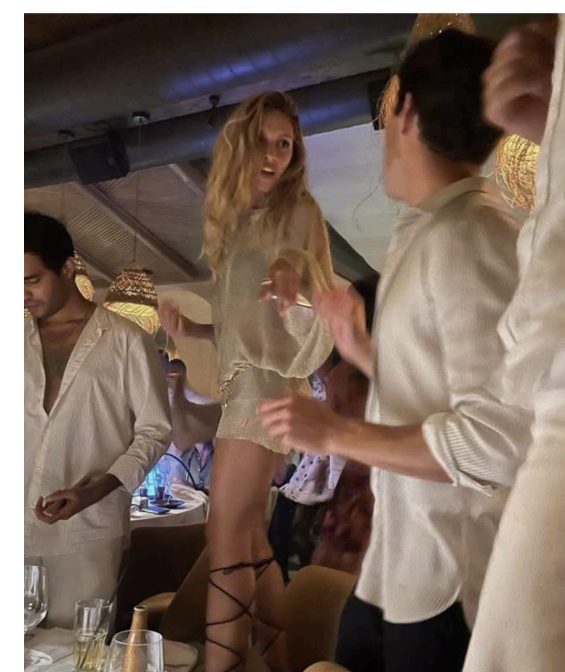
BRUNELLO CUCINELLI

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



New Balance



Great White



Herschel



Erewhon

Market Opportunity | Womens' Collabs

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 silouttes

Thank you!
Questions?