



To: Vanity Fair Strategic Team

From: Kristi Scarbrough
Bonnie VanderWell

Date: February 18, 1996

Re: **Full Figure Sizing**

Excellent!
Keep looking
Jam
2/21

In reviewing NPD Panel data and Vanity Fair shipment records, we discovered the following:

- 34B shipments of our most popular style, 75-005, are only 3.6% of total shipments at 3,310 units.
- Most Vanity Fair full figure bras are not offered in B cups.
- Full figure 34B sales account for only 5.3% of total 34B sales in department stores over the last two years.
- Only 13.0% of total B cup sales are full figure.

Since this is a low volume opportunity, we recommend not offering B cups in new full figure styles at this time, especially if an average figure version is offered. This supports our sku reduction initiative. It also gives us the option of adding B cups after styles have proven themselves.

Call with questions.

Thanks.

cc: J. Carr
A. DeCesaro
K. Dobson
T. UmHauer