NAMED COLLECTIVE

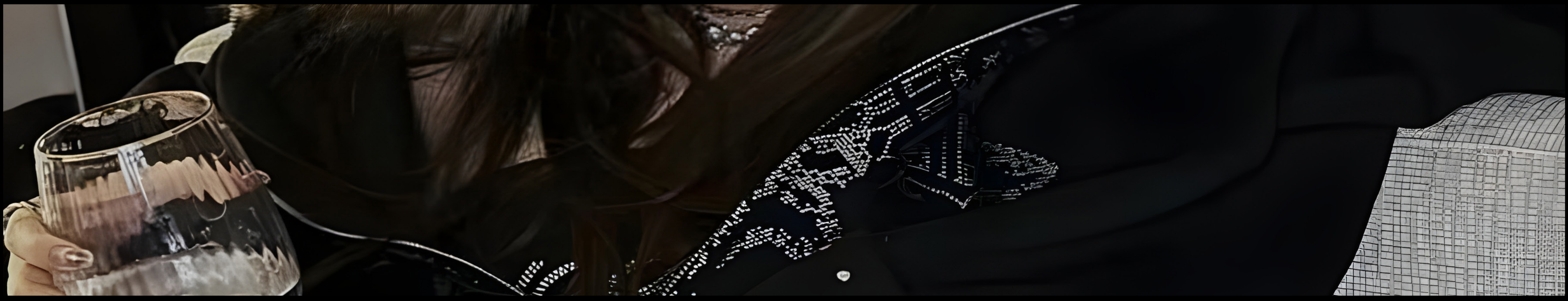
The objective of my research is to critically analyse and apply internationalisation theories, business models and marketing strategies to Named Collective when entering the US market.

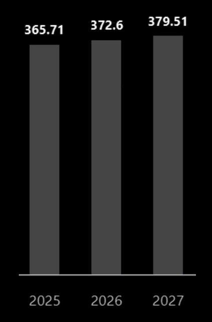
Named offer a limited product range, focusing on design, quality and sustainability. products include; tracksuits, tops, shorts and underwear appealing to gothic, kawaii and y2k design themes that reflect their edgy consumer personas.

Named sit in the contemporary modern luxury market, with a mid-range market pricing strategy that appeas and is accessible to their Gen Z, budget conscious audience.

Products are accessible exclusively on their website, that offers worldwide shipping. However, Named Collective have no physical store.

Direct to consumer (DTC) models and social media channels are used to promote and sell their products to their digitally native Gen Z audience.





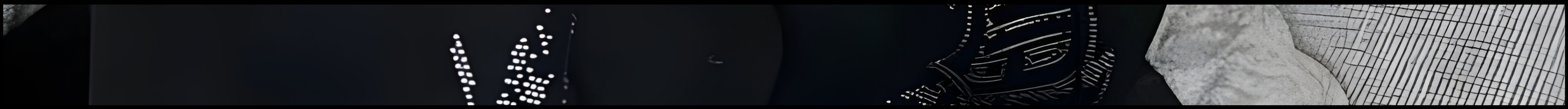
The US apparel market is expected to reach $365.7 billion in 2025, with a compound annual growth rate (CAGR) of 1.84% from 2025 to 2029 (Statista, 2025)

The U.S pop-up industry is projected to reach $15.6 billion by 2025, experiencing a 1.2% incline in 2024 alone, with 40,000 pop-up shops operating in the US in 2023 (IBIS World, 2023)

The US apparel market is highly fragmented, with "Other" brands representing 86% of total market share (Statista, 2025).

The global Y2K fashion market was valued at $8.7 billion in 2024, and projected to grow to $19.3 billion by 2033, at a CAGR of 9.2% (HTF Market Insights, 2025).

My international hybrid entry strategy includes and combines S-commerce, a US-localised website and a pop-up store. To effectively target and resonate with US Gen Z consumers, through leverage the brands existing digital presence, consumer trends and the demand for experiential retail. By setting S.M.A.R.T goals my strategy can effectively build brand awareness, acquire new customers and establish a sustainable market presence in the US.



The US market offers a great opportunity for long-term growth due its size and demand for Streetwear. Successful implementation of Named Collectives hybrid entry strategy would help lay a strong foundation for future expansion within this market. However, high operational costs and competition with the US market reinforces that future growth must be strategic to protect Named's Collectives international cash flow and supply chain operations.

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