

SMS500

Knitwell Brands

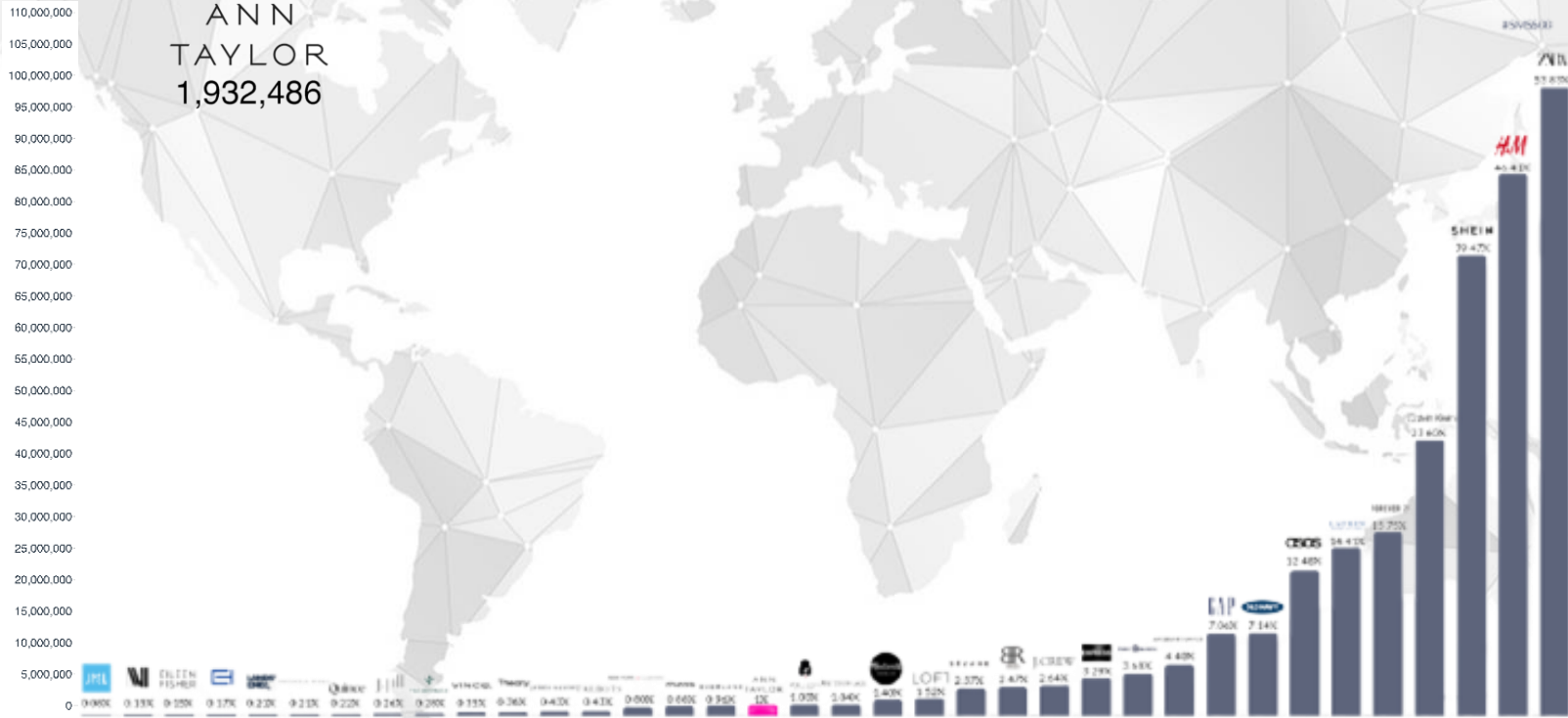
Brand Positioning

Exclusively from

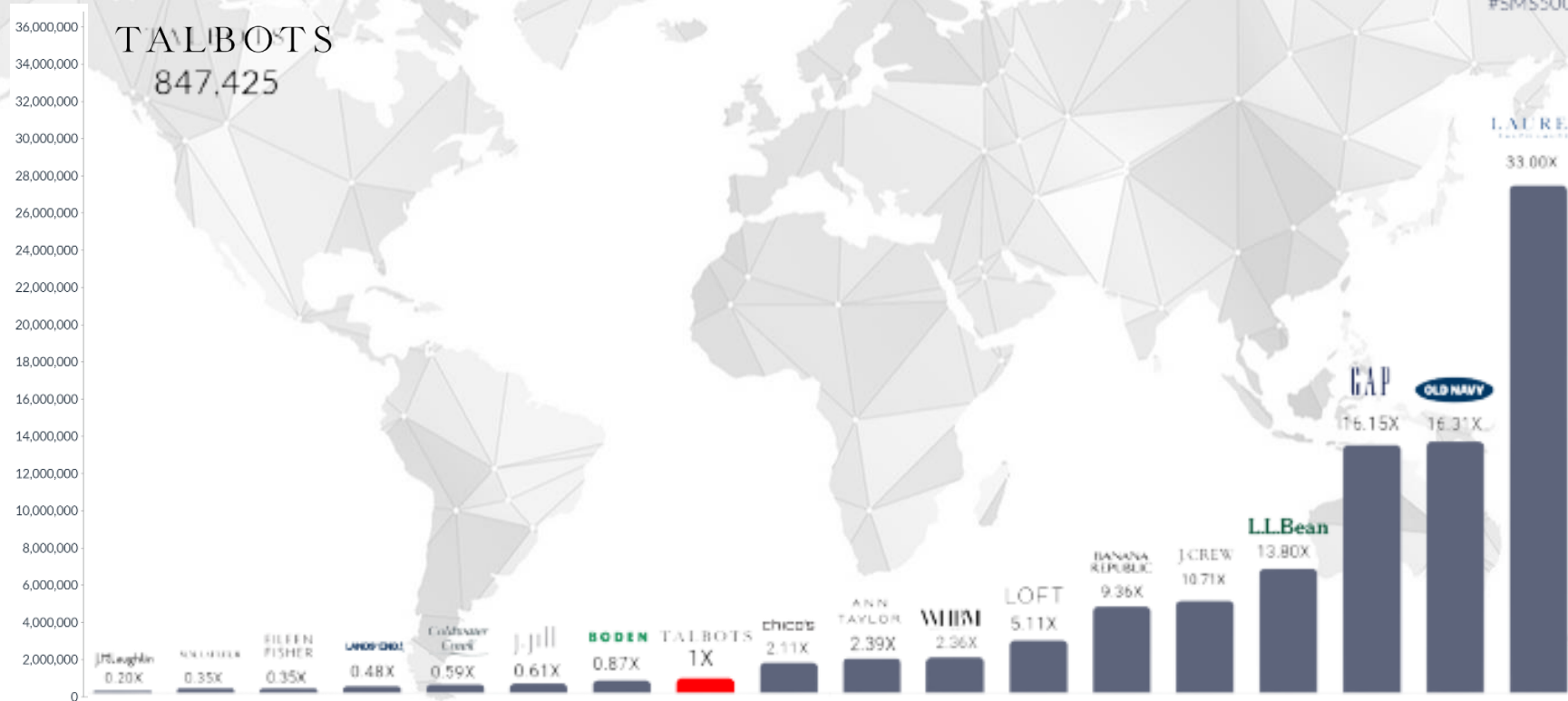


SMS500 Analysis Report

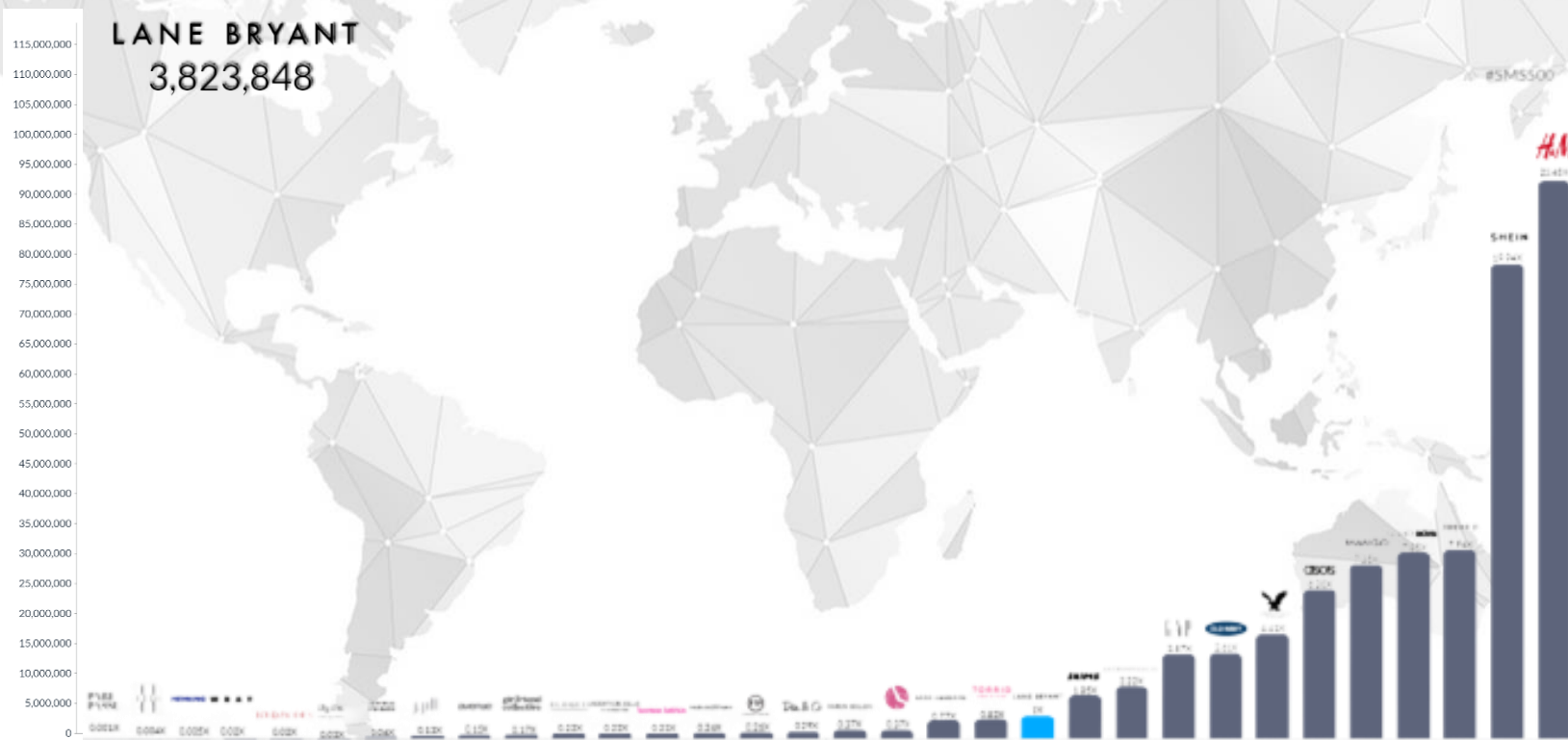
The below chart shows the position of Ann Taylor based on total followers across six social media platforms.



The below chart shows the position of Talbots based on total followers across six social media platforms.



The below chart shows the position of Lane Bryant based on total followers across six social media platforms.



The chart below displays Loft's ranking relative to its 10 proximity brands, determined by their total number of followers across six different social media platforms.



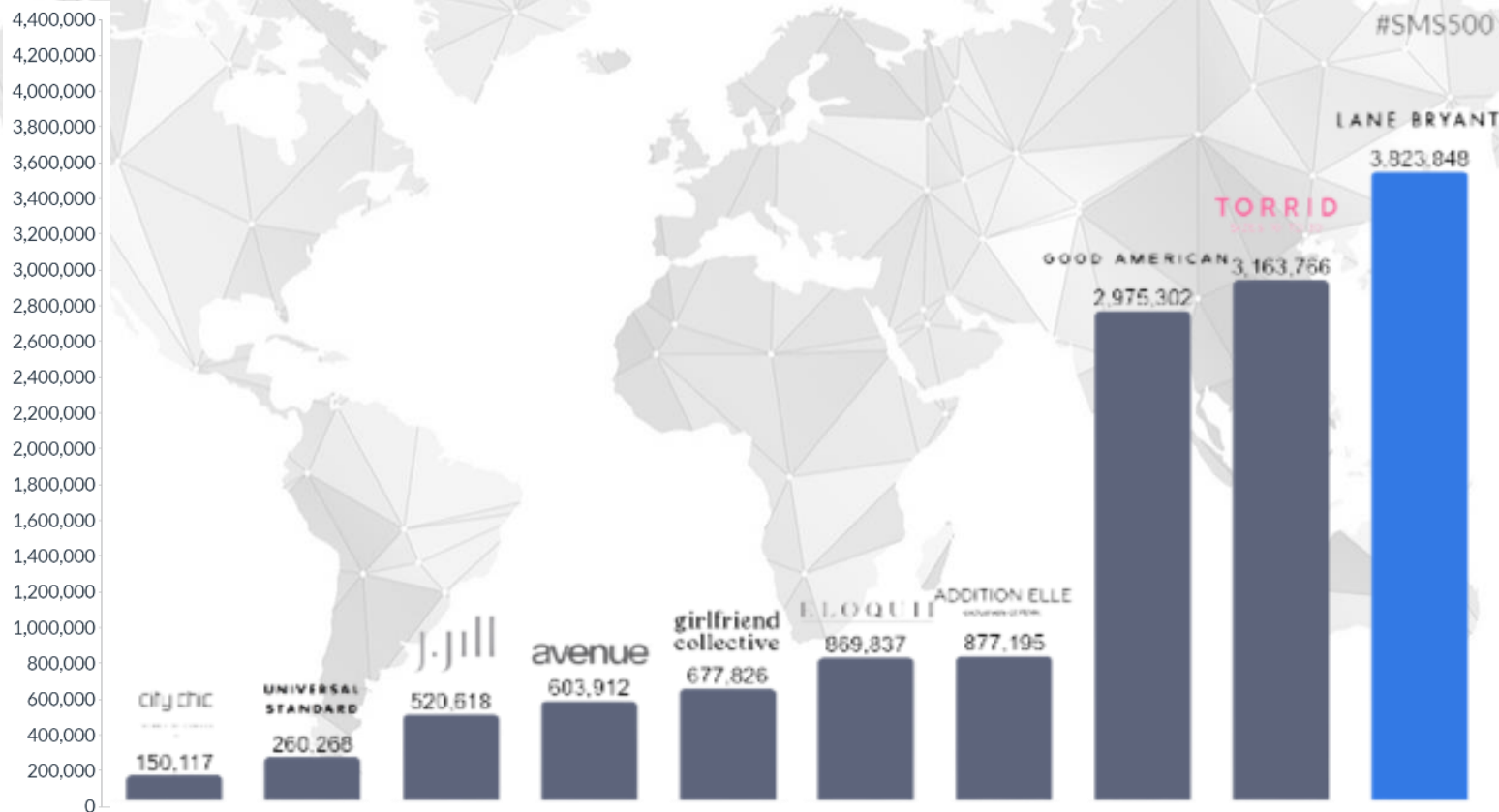
The chart below displays Ann Taylor's ranking relative to its 10 proximity brands, determined by their total number of followers across six different social media platforms.



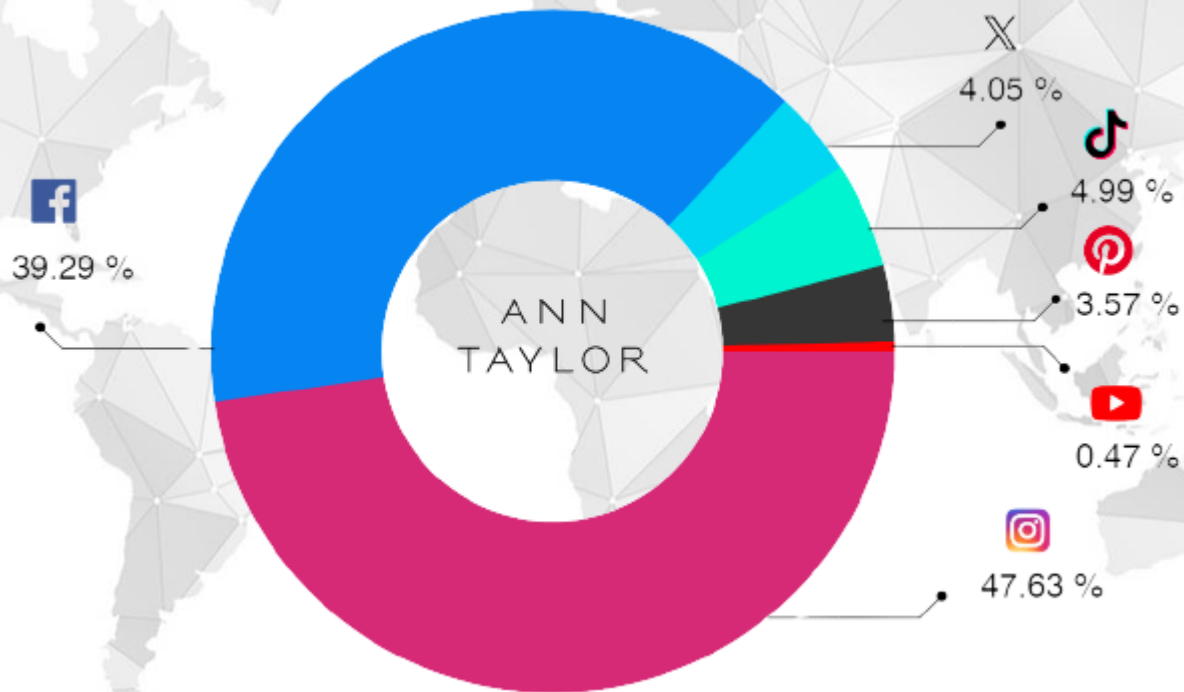
The chart below displays Talbots' ranking relative to its 10 proximity brands, determined by their total number of followers across six different social media platforms.



The chart below displays Lane Bryant's ranking relative to its 10 proximity brands, determined by their total number of followers across six different social media platforms.



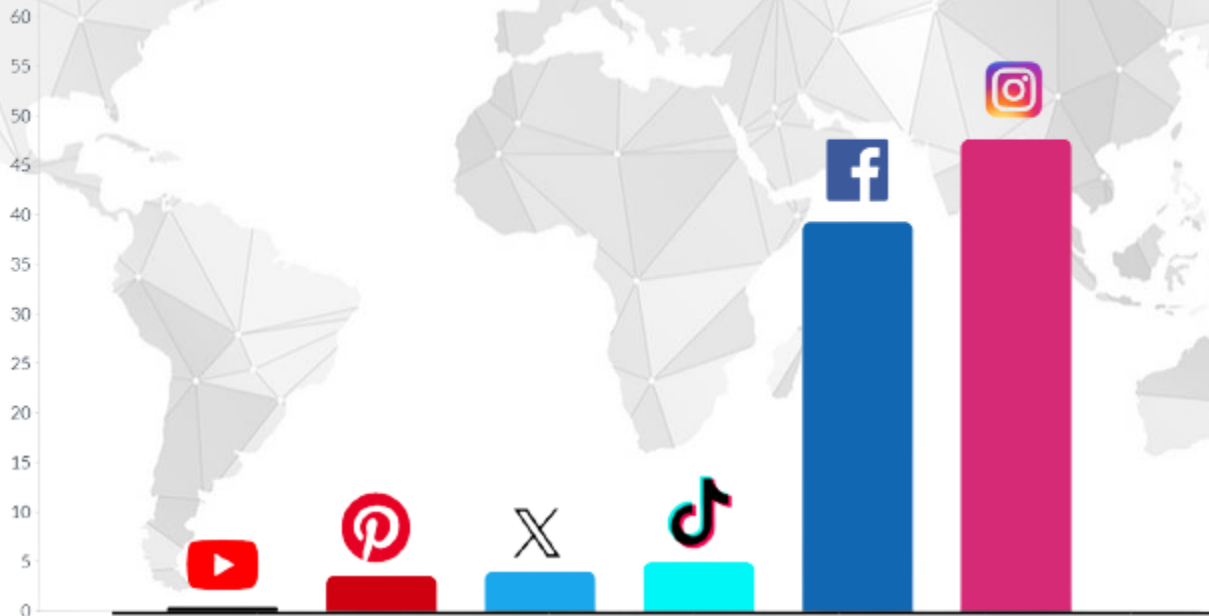
The below chart shows the consolidated total figures of Ann Taylor, so each channel's total as percentages of the whole.



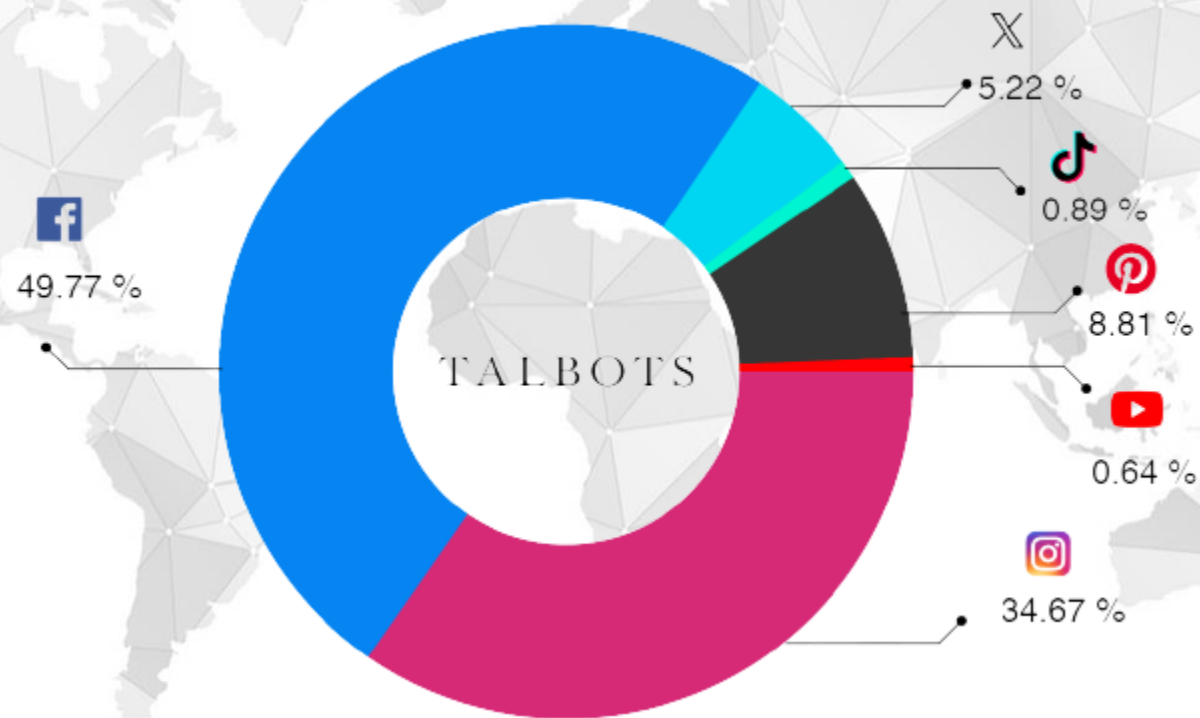
The below chart shows the consolidated total figures of Ann Taylor, so each channel's total as percentages of the whole.

ANN
TAYLOR

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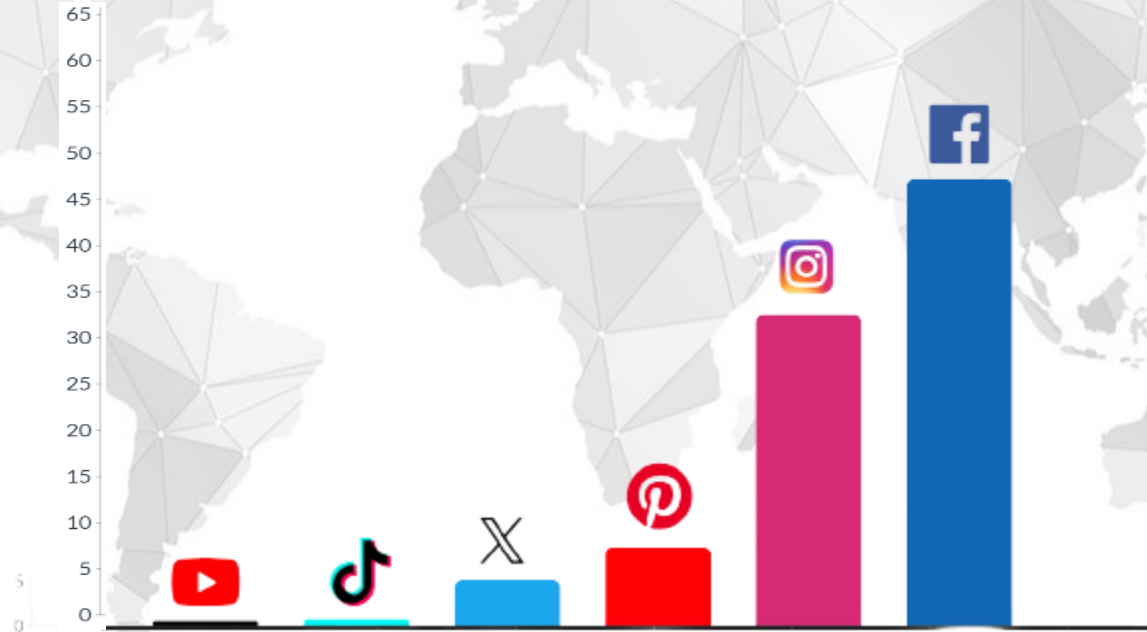


The below chart shows the consolidated total figures of Talbots, so each channel's total as percentages of the whole.



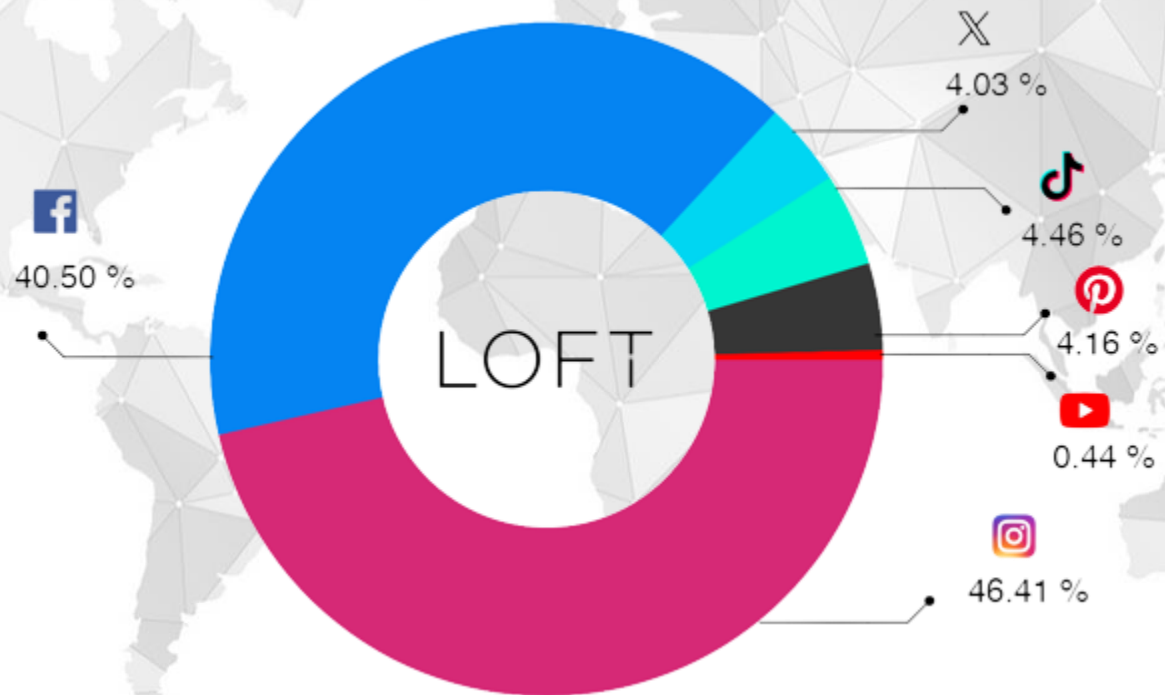
The below chart shows the consolidated total figures of Talbots, so each channel's total as percentages of the whole.

TALBOTS



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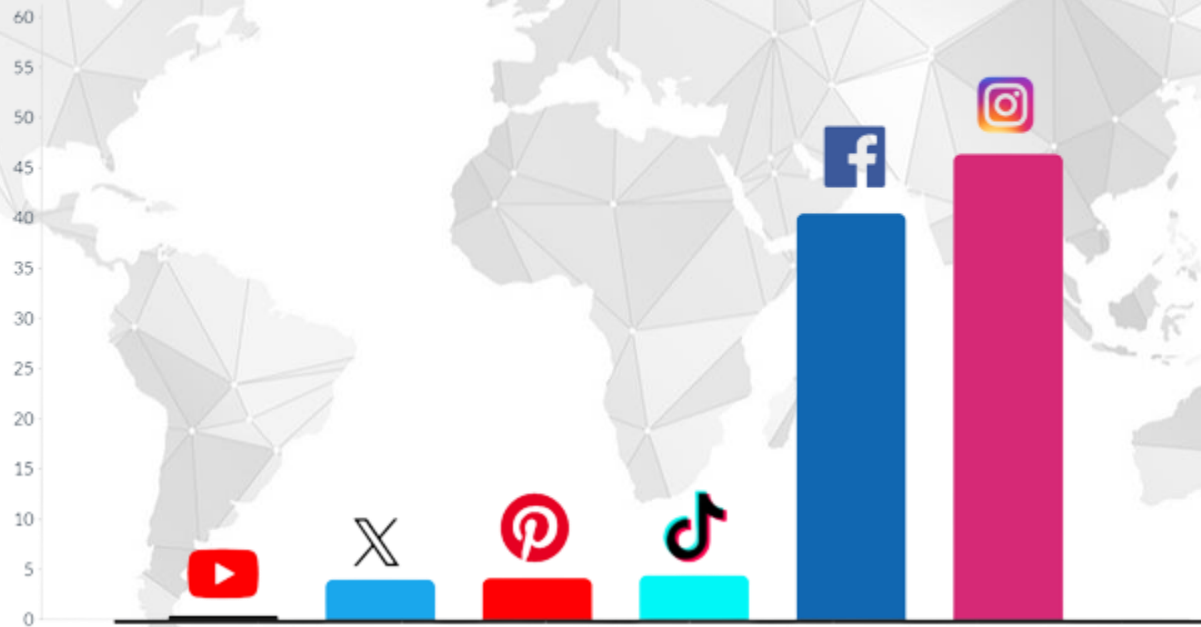
The below chart shows the consolidated total figures of Loft, so each channel's total as percentages of the whole.



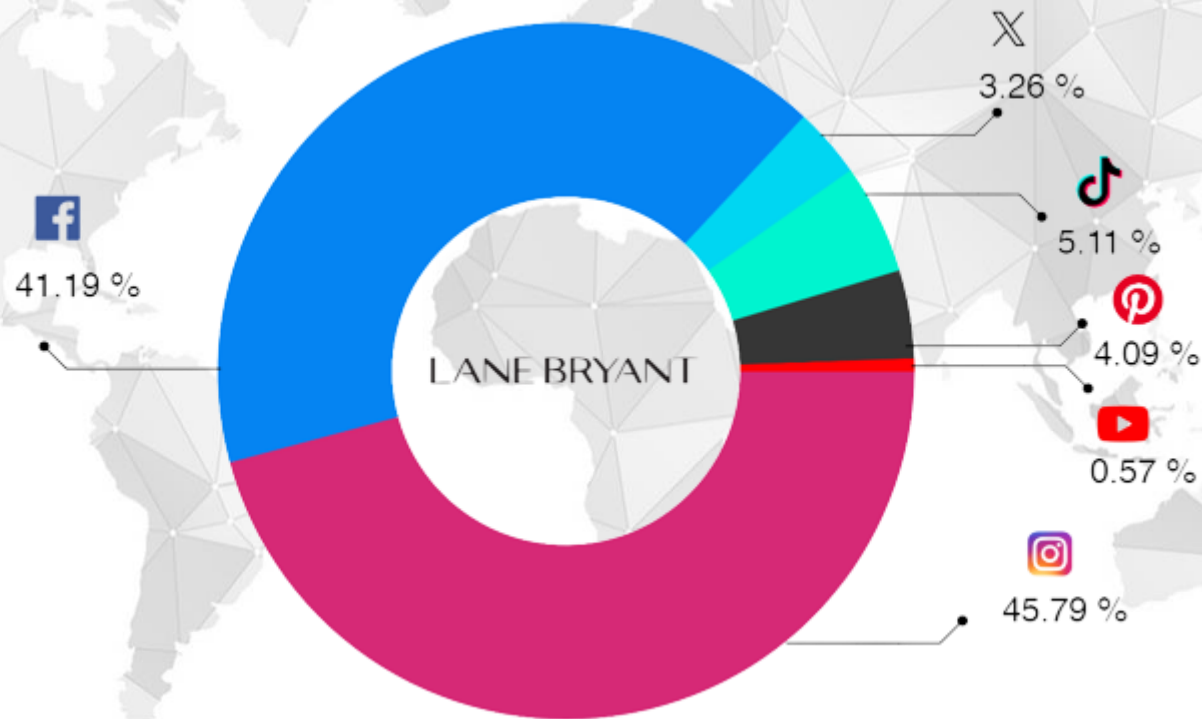
The below chart shows the consolidated total figures of Loft, so each channel's total as percentages of the whole.

LOFT

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The below chart shows the consolidated total figures of Lane Bryant, so each channel's total as percentages of the whole.



The below chart shows the consolidated total figures of Lane Bryant, so each channel's total as percentages of the whole.

LANE BRYANT

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