

Kenneth Cole Productions Inc. Fundamental  
Company Report Including Financial, SWOT,  
Competitors and Industry Analysis

# Kenneth Cole Productions Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

*Business Analytic Center (BAC)*

Date: April 1, 2012

Pages: 50

Price: US\$ 499.00

ID: K4AFBBC747FEN

Kenneth Cole Productions Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Kenneth Cole Productions Inc. and its competitors. This provides our Clients with a clear understanding of Kenneth Cole Productions Inc. position in the [Clothing, Textiles and Accessories Industry](#).

## Scope

- The report contains the company's profile and data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.
- The SWOT-analysis provides information about the company's strengths, weaknesses, opportunities, and possible threats against it.
- The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency.
- It also shows the company's income statement and ratio trend-charts, with balance sheets and cash flows presented on an annual and quarterly basis.
- Company's financial ratios are directly compared with those of its competitors through industry averages.
- The report provides relevant news, an analysis of PR-activity, and stock price movements.
- The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms.

## The benefits of buying the Report are as follows:

- Readers will gain an unrivalled in-depth knowledge about the company.
- The report will help the management of your business environment. This will be achieved through the report's unique analysis of both the market and company's competitors, and by providing detailed information about the internal and external factors that affect the relevant industry.
- Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.
- The report will help you to find prospective partners and suppliers.
- The annual profitability data provided in the report will assist and strengthen your company's decision-making processes.

## About Kenneth Cole Productions Inc.

Kenneth Cole Productions, Inc. designs, sources, and markets a range of fashion footwear, handbags, and apparel in the United States and internationally. Through license agreements, the company also designs and markets apparel and accessories under its Kenneth Cole New York, Kenneth Cole Reaction, Unlisted and Le Tigre brand names, as well as footwear under the proprietary trademark Gentle Souls.

In addition, the company designs, develops and sources private label footwear and handbags for selected retailers. The company's products are targeted to appeal to modern fashion conscious consumers who seek accessible designer fashion that reflects a metropolitan lifestyle.

The company markets its products to approximately 5,500 U.S. department and specialty store locations, its full-priced retail stores, Company Stores (outlets or Company Stores) and its e-commerce Web site, as well as internationally through its licensee partners and international retailers.

## Segments

The company manages its business through three segments, including Wholesale, Consumer Direct, and Licensing.

### WHOLESALE

The company markets its branded products to major department stores and chains, such as Macy's and Dillard Department Stores, and upscale specialty retailers, including Bloomingdales and Nordstrom. In addition, the company sells out-of-season branded products and overruns through its Company Stores and to off-price retailers.

### International

The company is partnering with retailers in approximately 10 countries in Europe and has expanded to Australia, Malaysia and the Middle East. It manages its Canadian footwear and handbag operations from its New York City headquarters with a sales staff and third-party distribution center in Canada. The company markets its branded products in Canada to independent specialty retailers and department stores, including Hudson Bay and Sears Canada.

### Private Label

The company designs, develops and sources private label footwear and handbags for selected retailers. These private label customers include major retailers that do not purchase the company's brands.

### CONSUMER DIRECT

As of December 31, 2009, the company operated 110 full-priced retail stores and outlets.

#### Retail Operations

As December 31, 2009, the company operated 38 Kenneth Cole full-priced retail stores, 68 outlet stores under the Kenneth Cole name and 4 outlet stores under the Le Tigre name.

### Internet

The company maintains a Web site to provide information regarding the Company and its products, as well as to conduct online business.

### LICENSING

#### Domestic Licensing

Licensees range from small to medium-sized manufacturers to companies that are among the industry leaders in their respective product categories. The company grants licenses for three to five year terms with renewal options, limits licensees to certain territorial rights and retains the right to terminate the licenses if

certain specified sales levels are not attained.

#### International Licensing

As of December 31, 2009, the company, through its licensees, operated 70 freestanding stores and 40 shop-in-shops worldwide.

The company sells its products through distributors and licensees to wholesale customers and direct retailers in international markets including Canada, Mexico, South America, Latin America, the Caribbean Islands, Europe, the Middle East, and Asia.

The company's Latin American licensee agreement covers Mexico, Latin America, South America and the Caribbean, with the exception of Brazil, Argentina and Uruguay. Its licensee operates 44 stores and various shop-in-shops in this region. Within the Middle East and Asia, the company's licensees maintain 26 retail stores and numerous shop-in-shops at local department stores. The stores are located in the United Arab Emirates, Israel, Bahrain, Kuwait, Oman, the Philippines, Thailand, and Taiwan. In Europe, the company's licensee sells footwear to department stores within the United Kingdom and has also entered into an arrangement with a department store to sell men's tailored clothing, apparel, dress shirts and neckwear, as well as women's apparel and accessories in the United Kingdom. In Canada, the company also sells and markets its products through its licensing partners excluding footwear and handbags which is distributed directly by it.

#### Products

##### In-House Categories

**Footwear:** Products include a selection of men's, women's, and children's footwear across multiple categories and wear occasions.

**Handbags:** Handbag collections include a range of leather and non-leather styles suitable for multiple end uses.

**Sportswear:** Assortment includes a collection of men's sportswear including knits, wovens, pants, sweaters, and jackets, as well as a limited assortment of women's ready-to-wear that is sold through the company's owned retail stores and Web site.

##### Licensed Categories

The company offers various categories including jewelry, fragrance, watches, luggage, small leather goods, swimwear, hosiery, eyewear, women's sportswear, men's tailored clothing and neckwear, outerwear, and sleepwear.

#### History

Kenneth Cole Productions, Inc. was founded in 1982.

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\* – Data availability depends on company's security policy.

The complete financial data is available for public traded companies.

The above Company Fundamental Report is a half-ready report.

It means that we have all necessary data in our database to prepare the report but need 2-3 days to complete it. During this time we are also updating the report with respect to the current moment. So, you can get up-to-date version for the same price.

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