



## THE DENNIS DIGEST

*Spotlight on success.*

Stay current with company news and developments! It's our goal to inform, explain and celebrate the achievements and efforts of DENNIS teams as we advance our mission to make school uniforms easy.™

### SILHOUETTE SIMPLIFICATION

Product Development has consolidated our signature style offerings by 85%, down to 33 finalized styles in the categories of middie blouses, sailor dresses, jumpers, kilts and skorts! This lengthy, challenging project involved consideration of incoming Mills items, third-party buys, input from the sales team and many, many small but important details. See all consolidation info [here](#).

*Maintaining a more curated line allows us to limit potential supply chain and production issues and focus more closely on quality and garment functionality. A smaller line also makes for easier SKU management and quicker picking at the DDC. Better products delivered faster make customers happy!*

### COLOR PALETTE REDUCTION

We've reduced our polo color selection down to 27 (23 core and four limited availability options) – a 60% reduction from the previous year. All uniform categories will also share the same palette going forward for added simplicity.

*Working with a manageable number of color options keeps our line more cohesive, plus our pieces are now simpler to sell and easier to manufacture. Colors are now more consistent across different pieces and categories. These benefits lead to a more streamlined customer experience overall.*

REDUCED  
BY  
**85%**  
TO  
**33**  
STYLES



REDUCED  
BY  
**60%**  
TO  
**27**  
COLORS



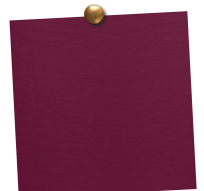
juniper



light yellow



mandarin



wine

## PLAID EVOLUTION

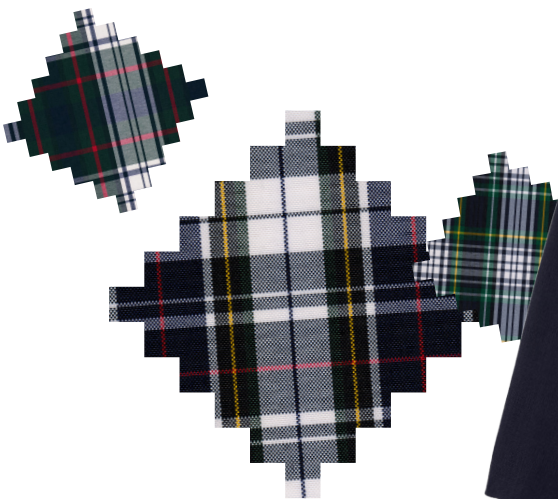
This year marks the beginning of a phase-out of our many plaids in order to reduce redundancy and allow us to focus on offering the best-quality, unique options for our schools. We are currently moving forward with 140 plaids and are phasing out 40 additional plaids. DENNIS has been known for plaids since we introduced our first in 1947, and we will be working to prioritize our top-selling choices.

*Fine-tuning our plaids keeps our selections distinct and attractive to school partners and ensures we are able to curate uniform programs with best-in-class options.*

## IT'S IN THE DETAILS

Updated uniform details include new zippers with modern, non-exposed teeth and sleek dark metal finish on the pulls; new, consistently sized and styled 1920 DENNIS Anniversary buttons; dyed-to-match elastics and simplified, complementary trim colors.

*Looking carefully at unifying our line's details ensures we are offering schools and families uniforms that are thoughtful and signature to DENNIS – setting us noticeably apart from competitors.*



**Thank you for reading – stay tuned for our next edition of the DENNIS Digest!**