

# Walmart Launching DTC Apparel Company

Walmart is planning to launch a company to rival that of Everlane. Everlane is a direct to consumer (DTC) apparel label offering affordable basics, that are also well made and is known for their transparency with consumers (breaking down costs and labor directly on the site). Walmart it does not appear to offer the same kind of transparency, but more the DTC model. Walmart has already launched a DTC mattress brand, Allswell that was intended to compete with the likes of Casper, Leesa, and Aviya.

This relatively under wraps project has started upon the purchase of Bonobos (an apparel brand), in early 2018 for \$310 million. The new project will be designed by the Bonobo's founder, Andy Dunn. It has also been motivated with the idea of creating a larger e-commerce presence to compete with the Amazon's of the world and attract new and younger customers.