

Licensing Go To Market Plan

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Case Study

Fall 2026

BROOKS lifestyle push

Shoe Lines Launched

March 2025 — Adrenaline GTS 4 launch



May 2025 — Brooks Chariot and Cascadia 1 launch





Feb 2026 — Adrenaline GTS 10 launch *most popular



March 2026 — Brooks Vanguard launch



Collabs

March 2025 — Jeff Staple



April 2025 — runDisney



JZD

October 2025 — PYNRS



Kraken NHL

January 2026 — Jeff Staple



*debuted at Paris Fashion Week

August 2026 — AFEW

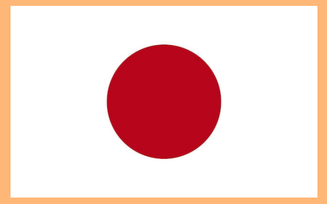


September 2026 — Alex Zono



Source

Target Country



Consumer

20-34 year-old, male or female (leans male but often unisex sizing)

informed consumer, cares about materials, construction, function, innovation, and local relevance

will spend money on pricier product if quality and worth is demonstrated

Market Opportunity

Japan is the place driving hype and value creation currently, especially in lifestyle and streetwear. You see this with North Face, Goldwin, New Balance, Kapital, Aimé Leon Dore, Human Made, Y-3 (Yohji Yamamoto), Issey Miyake. Enter the market with a Goldwin model licensing approach to let the lifestyle category serve the Japanese consumer while growing fashion credibility. Winning in Japan means winning everywhere.

Why

This consumer type is the one driving fashion and streetwear in Japan

The consumer is looking for heritage styles with modern design, similar to what Brooks is doing with its lifestyle line

This consumer values authenticity and high quality product, which Brooks prides itself on in product and brand

Market Info

Japanese apparel and footwear market valued at $75 billion in 2025, with projected 6.71% CAGR — Source

Global Streetwear Market valued at $215 billion in 2025, with projected 3.6% CAGR

Japan's streetwear market is projected to nearly triple by 2033, powered by craftsmanship-driven labels, limited releases, and designs that merge traditional Japanese elements with contemporary culture — Source

Brand drivers are community input and heritage focus, while market trends are technical fabrics, niche innovation, and global demand

Stats

25-34 year-olds represent 32% of fashion consumers in Japan (2023 survey)

41% of men aged 18-24 buy streetwear weekly (2023)

Gender neutral fashion appeal: 35% among Gen Z (2023)

Average annual fashion spend per capita in Japan: $536 in 2023 — Source

why BEAMS

Japanese clothing brand who own their own department-like stores, selling clothes, shoes, furniture, art, and more, each under their own sub label. They don't see themselves as a designer brand; but rather curate what they think to be the best designers and product. They sell their own product, sell other brands' product, and collab as well. They appeal to a wide amount of consumers and are trusted as a fashion driver in the Japanese market.

Previous Collab Partners

ARC'TERYX · new balance · HOKA · On · SALOMON · Barbour

Revenue 2025	**$192M**
Annual Growth Forecast 2025-26	**10-15%**
# of Stores	**175** (21 overseas)

Source

BROOKS

- heritage US brand with focus on quality
- save resources and let locals who understand market make decisions
- expands Brooks' lifestyle aspect of brand, and can hit multiple types of consumers through the different sub labels
- puts product where target fashion consumers are already shopping

BEAMS

- est. 1976, has well-established brand trust and loyalty in Japan
- have design, retailer, and licensing capabilities, with plenty of owned retail stores
- opportunity for Beams to get into footwear as a designer and distributor, helping expand their business
- win with Japanese consumer by giving them a global brand with localized and relevant product

merch

Keep

- shoe silhouettes similar (some flexibility allowed)
- general pricing strategy (updated with material costs)
- performance flows to lifestyle approach

Allow

- Beams to choose brand expression (with US approval)
- Beams to choose colors and material choices
- Beams to submit their own designs (US approval)
- co-branding (Beams + Brooks logos for collabs)
- Beams to find other retailers / sales channels

Footwear - start with these models, have Beams choose colors/materials, and add more silhouettes in the future



Adrenaline GTS 10

US $170 → $220 JP

core lifecycle product

design, material, color options

option to add collectible tag



Cascadia 1

$140 → $200

Y2K meets technical look

design, material, color options



Vanguard

$130 → $170

classic sneaker style

use premium materials, full leather

use with local storytelling



Cascadia Elite

$130 → $180

performance shoe that could be worn in city

make logo smaller, more neutral colors

waterproof / GoreTex version?

Apparel - fit head to toe, let Beams choose construction, materials, colors, and expand to more products in the future



Graphic Shirt

$45 → $55

most approachable way for consumers to rep the brand

multiple designs for different Beams sub labels

make locally relevant or exclusive to store / location

relaxed, oversized fit (drop shoulders?)



Technical Pants

$110 → $160

technical look is in style

barrel fit, make distinct men's and women's cut

premium materials

dresses up or down, still has performance aspect



Waterproof Jacket

$290 → $380

technical look is in style

baggier, longer fit

waist synch

premium materials & trims



Hat $35

cheap easy way to rep brand



Gloves

$75

technical, built for winter weather

GTM strategy

Bring brand to market

- launch in Beams stores in Fall 2027
  - exclusive drop with limited Adrenaline GTS 10 quantities and some apparel to create hype
  - only in 5 most popular retail locations
- slowly roll out additional shoe models and apparel to Beams stores, website, and other retailers they see fit
- let Beams lead conversation for how they want to display the brand
  - likely minimal, quiet branding driving desirability

Connect with target consumer

- product matches Beams sub label consumers
  - Beams has more basic colors, Beams Boy has unique color and patterns matching their vibe
- emphasize Brooks heritage while showcasing modern technology
- product meets local consumer needs
  - merchandising selection and exclusive product
- meet them where they are
  - public transit ads, social media, Beams stores

Differentiate from competitors

- no other shoe brand is using Beams as licensor and distributor
  - goes beyond just doing collabs like other brands
- allow Beams creative direction to see where they can take the brand and how they can extend brand over time to bring uniqueness
  - part of what makes North Face so interesting is how the brand has evolved over time thanks to Goldwin making decisions

Establish strong market presence

- pricing signifies high-quality product, avoid discounts
- bring new product to market consistently
- once brand is more established and trusted:
  - continue to extend the brand to collab with more Japanese brands
  - work with Beams to make Japan-only Brooks shoes that serve local consumer needs
  - Beams x Brooks fashion show