Walmart Is Reportedly Creating an Everlane Rival Brand Targeting Gen Z

Walmart’s ecommerce strategy appears to be shifting from acquiring brands that appeal to millennials to creating an in-house brand targeting Gen Z. According to a Business of Fashion report, Walmart is developing its own in-house basics online-only brand that emulates Everlane, but at a lower price point. Andy Dunn, the founder and CEO of Bonobos—which… https://www.adweek.com/digital/walmart-is-reportedly-creating-an-everlane-rival-brand-targeting-gen-z/