

**carhartt**



®

A close-up, macro shot of a brown, textured fabric, likely a heavy-duty workwear material like canvas or denim. The fabric is folded and draped, creating deep shadows and bright highlights that emphasize its coarse weave and rugged appearance. The lighting is warm and directional, coming from the side, which creates a sense of depth and texture.

# OVERVIEW

Carhartt produces durable workwear designed for people working in demanding environments. Built to withstand long hours and harsh conditions, its gear has been trusted by generations of tradespeople who rely on clothing that performs day after day.

# PROMISE

To equip workers with dependable gear built to handle the realities of physical labor.

# MISSION

To build durable workwear that supports and respects the people doing the world's toughest jobs.

# OLD

As Carhartt grew in fashion and streetwear, attention shifted away from the brand's roots in real work and long-term durability. Workwear-inspired clothing has become increasingly popular in mainstream fashion, expanding beyond traditional jobsite use.

Source: Business of Fashion

# NEW

Carhartt returns the focus to real work and long-term durability, reinforcing its credibility as gear trusted by workers year after year.

# KEYWORDS

- Durability
  - Products are built to withstand years of demanding physical work. 62% of consumers say durability is one of the most important factors when purchasing clothing.
    - Source: McKinsey Apparel Report
- Authenticity
  - The brand is rooted in real jobsite experience and worker trust.
- Reliability
  - Gear performs consistently in tough environments.
- Work Ethic
  - The brand reflects the dedication and pride of skilled labor.
- Resilience
  - Products endure wear, harsh conditions, and repeated use over time.

# SITUATION ANALYSIS

## Company

Carhartt operates as a heritage workwear brand producing durable clothing for blue-collar jobs. Its credibility comes from generations of workers who rely on its gear in real working environments, with an opportunity to reinforce that long-term durability.

## Customers

Blue-collar workers and consumers who value durability prioritize gear that performs in real working conditions. In industries like construction, demand for labor remains high, with the U.S. needing about 439,000 new construction workers in 2025 to meet demand and replace retirees.

Source: Associated Builders and Contractors (ABC), 2024.

## Culture

As workwear becomes more visible in fashion and streetwear, the cultural conversation often shifts away from the realities of blue-collar labor. There is an opportunity to refocus attention on the workers and environments that originally built the brand's credibility.

## Competition

Direct competitors focus on durable workwear for blue-collar jobs, while adjacent brands blend workwear with outdoor or lifestyle appeal. Most emphasize performance and rugged aesthetics, with fewer highlighting long-term wear and real jobsite credibility.

## Category

The workwear category is highly competitive, with brands emphasizing durability, performance, and rugged design. As workwear increasingly crosses into fashion and lifestyle markets, brands have an opportunity to reinforce credibility through real-world use and long-term performance.



# COMPETITION



## Direct

- Workwear Durability

- Dickies/Caterpillar
  - Durable clothing designed for construction, industrial, and blue-collar labor environments.
- Duluth Trading Co.
  - Workwear brand focused on function and durability, known for problem-solving designs built for demanding jobsite conditions.

## Adjacent

- Outdoor Utility

- Timberland
  - Combines workwear durability with outdoor performance and lifestyle appeal.
- Wrangler
  - Denim brand rooted in ranching and blue-collar work culture.

## Aspirational

- Cultural Influence

- Patagonia
  - Strong brand storytelling and purpose-driven positioning that builds deep loyalty.
- Levi's
  - Iconic American workwear brand that has successfully transitioned into global lifestyle and cultural relevance.

# SWOT

## Strengths

Carhartt has strong credibility in the workwear category, supported by more than a century of producing durable gear trusted by blue-collar workers.

## Weaknesses

The brand's growing popularity in fashion and streetwear can sometimes shift attention away from its roots in real jobsite work.

## Opportunities

As the global workwear market continues to grow, reaching an estimated \$19.2 billion in 2025 and projected to hit \$28.08 billion by 2033, brands are competing to prove durability, performance, and authenticity. As workwear increasingly crosses into fashion and lifestyle markets, Carhartt has an opportunity to reinforce its credibility by highlighting long-term durability and real jobsite use.

Source: Grand View Research

## Threats

Lower-cost workwear brands attract price-sensitive buyers, even if they cannot match the durability and reputation Carhartt has built over time.



# USER PERSONAS



A 29-year-old electrician who relies on durable gear.

## Tyler Grant

Tyler works long days installing and maintaining electrical systems on commercial job sites. He needs clothing that holds up in demanding environments and lasts through repeated wear. He trusts brands with a strong reputation among workers and values gear that proves its durability over time.



A 31-year-old registered nurse who relies on dependable gear.

## Emily Carter

Emily works long shifts in a fast-paced hospital environment where comfort and reliability matter. She values clothing that can keep up with constant movement and unpredictable situations. She prefers gear that is built to last and reflects the same level of commitment she brings to her work.



A 52-year-old farmer who relies on rugged gear built for year-round work.

## David Miller

David works long days outdoors in all conditions, from freezing winters to hot summer afternoons. He values gear that can handle constant use without needing to be replaced. For him, clothing is about function, durability, and getting the job done no matter the environment.

# CREATIVE BRIEF

## What is advertising going to accomplish?

Reinforce Carhartt's credibility as durable workwear built for real work and trusted through experience.

## Who are we going to connect with?

Workers across demanding professions who value dependable gear built for real-world conditions.

## What insightful information do we know about them?

Many workers value tradition and reliability and can be skeptical when brands appear to shift away from their original purpose. With more than 30 million Americans working in skilled trades and blue-collar occupations, dependable gear remains essential for daily work.

Source: U.S. Bureau of Labor Statistics

## Single most effective message?

Carhartt remains a brand built for real work.

## What else supports this message?

Even as Carhartt becomes more visible in fashion and lifestyle culture, the campaign highlights real wear and jobsite environments to reinforce its credibility as durable work gear.



# RESEARCH AND SOURCES

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