Gap × Olivia Dean

Soft has range

A speculative CashSoft campaign proposal.

Soft Has Range

A proposal by Taylor Hardy



Contents: existing mainline CashSoft. No exclusive product.

Independent speculative concept. Not affiliated with or commissioned by Gap Inc. or Olivia Dean.

THE IDEA

There’s more to Gap than denim. And there’s more to CashSoft than sweaters.

Soft Has Range is a proposed Gap × Olivia Dean campaign that invites Gen Z and younger millennial shoppers to see CashSoft through a fresh styling lens. It draws on Olivia’s playful, romantic style to show existing pieces, from textured cardigans to statement knit skirts and accessories, as the base for everyday outfits.

Campaign imagery, styling content, and shoppable looks build CashSoft awareness, lift its fashion appeal, and lead shoppers deeper into the collection.

CashSoft is already strong. This is a new cultural opportunity, not a rescue. The one question: what would Gap do?

Campaign objectives

Audience: Gen Z and young millennials, 18 to 34.

Format: an artist-led Fall/Winter campaign. Olivia wears existing CashSoft; no exclusive product.

1

PRIMARY

Reposition CashSoft as fashion, not just comfort.

Show the range: skirts, cardigans, knit tops, and accessories, styled for real life.

2

SECONDARY

Drive awareness and consideration beyond denim.

Reach music fans and younger shoppers who think of Gap mainly as jeans.

3

SUPPORTING

Turn interest into discovery and purchase.

A campaign film that shows the clothes and how they move, with shoppable looks and a landing page leading straight to the product.

HERITAGE, ONE LONG RUNNING STITCH

Gap has sold clothes next to music since day one.

And it keeps coming back to dance: from Khakis Swing to KATSEYE, movement shows how the clothes fit and feel.

1969

Don and Doris Fisher open Gap, selling Levi's with records and tapes.

1989

Individuals of Style: Lenny Kravitz, Spike Lee, and Whoopi Goldberg in Gap.

1997

LL Cool J slips FUBU's "For Us By Us" into a Gap jeans ad.

1998

Khakis Swing: dancers to "Jump, Jive an' Wail," in the Seinfeld finale.

2001

Daft Punk, as robots in Gap denim, to "Digital Love."

2003

Madonna and Missy Elliott: "Into the Hollywood Groove," for jeans and cords.

2021

Yeezy Gap. The Perfect Hoodie sets a one-day online sales record.

2022

Dapper Dan's DAP GAP hoodie sells out in minutes.

2024–26

Tyla, Troye Sivan, KATSEYE, Young Miko, Hailey Bieber.

Next

Olivia Dean × CashSoft (proposed)

Sources: Gap Inc. history page and newsroom; Complex; Yahoo Finance (LL Cool J); NME and Vice (Daft Punk); Gap press release via Madonna Tribe (2003); Wikipedia (Yeezy Gap); Okayplayer (DAP GAP); nss magazine.

TWO KINDS OF GAP COLLAB

Some artists wear the catalogue. Others make something new.

CAMPAIGN

The artist wears what Gap already sells

A campaign spotlights one existing category. No new product.

Tyla	Linen
Troye Sivan	Loose denim
KATSEYE	Low-rise and core denim
Young Miko	GapSweats
Malcolm Todd & Inde Navarrette	Denim

THE EXCEPTIONS

A limited Young Miko arch hoodie. After KATSEYE's success, a logo hoodie and six member-designed hoodies.

CO-CREATED PRODUCT

A collection made for the partnership

New designs, often limited, sold under both names.

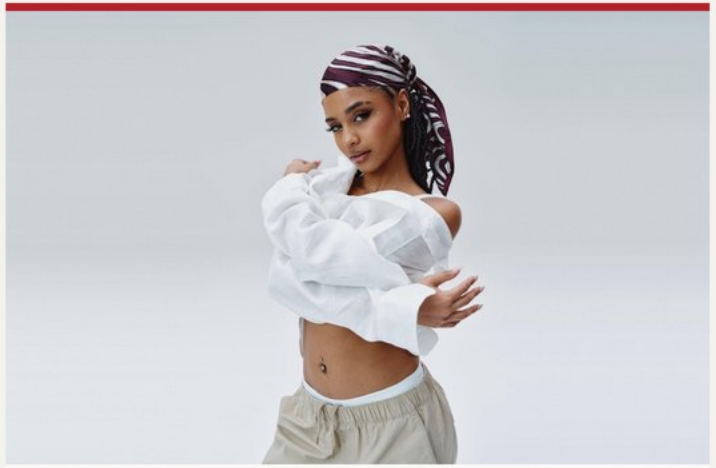
Yeezy Gap	2021–22. Puffer, Perfect Hoodie. Ended in 2022
Dapper Dan	DAP GAP hoodie, 2022; second capsule, 2024
Hailey Bieber	The Hailey Jean, two new silhouettes, 2026
Designer lines	Sandy Liang (2025), Victoria Beckham (2025–26)

WHERE SOFT HAS RANGE SITS

A campaign: Olivia wears existing CashSoft. If it lands, follow the KATSEYE route with a small limited drop, such as an "Olivia's pick" knit.

GAP'S PATTERN, ONE FABRIC PER ARTIST

Gap keeps pairing an artist with a category it already sells.



LINEN

Tyla

Linen Moves



LOOSE DENIM

Troye Sivan

Get Loose



DENIM

KATSEYE

Better in Denim

GAP'S PATTERN, CONTINUED

If music can reintroduce Gap's denim and sweats, why not its knitwear?



GAPSWEATS

Young Miko

Sweats Like This



DENIM

Malcolm Todd & Inde Navarrette

Denim On Your Own



CASHSOFT

Olivia Dean

Soft Has Range (proposed)

WHY NOW

Gap is mid-comeback, and culture is driving it.

THE BARBIE PLAYBOOK

Before Gap, Richard Dickson was Mattel's president and COO, credited with reviving Barbie by making her culturally relevant again: more skin tones and body types, and marketing that spoke to parents. CEO of Gap Inc. since August 2023, he is running the same brand-first turnaround.

"I'm really fascinated with brands that had a cultural impact then lost their way. I love a good turnaround."

"We need to celebrate our history and now we add new people."

Richard Dickson, CEO, Gap Inc. Fortune, Aug. 28, 2026

"The brand is once again bridging the generation gap, continuing to attract Gen Z while growing its core customer."

Richard Dickson, Q4 fiscal 2025 earnings call, March 2026

"Gap has always been at the intersection of music, style, and culture ... partnering with artists who bring a unique point of view."

Mark Breitbard, President and CEO, Gap brand. Aug. 2026

+10%
Gap brand comparable sales, Q2 2026

11
straight quarters of positive comparable sales

$844M
Gap brand net sales in Q2 2026, up 9%

$3.5B
Gap brand sales last year, 23% of Gap Inc.'s $15.4B

Three questions behind every Gap artist pick

Our reading of the pattern, backed by what Gap's leaders say when they launch a campaign.

Why this artist?

Cultural momentum and an audience that cares, not just reach.

"Young Miko represents more than a moment; she speaks to a generation and is shaping what comes next."

Mark Breitbard, President and CEO, Gap brand, March 2026

Why this product?

Offstage, Olivia wears cardigans, vest tops, and black, white, and grey basics (British Vogue). That is CashSoft territory.

"Trend right product amplified by culturally relevant storytelling."

Richard Dickson, CEO, Gap Inc., Nov. 2025

Why now?

Artist campaigns have covered denim, linen, and sweats. Knitwear for Fall/Winter is the next chapter.

"We're meeting audiences where culture is happening now through music, movement, and storytelling."

Fabiola Torres, CMO, Gap brand, March 2026

THE REACTION WE WANT

"Gap and Olivia Dean?" *Unexpected at first, obviously right.*

WHO IT'S FOR

Gen Z and young millennials, 18 to 34

Always browsing, careful with money, and still happy to shop in a store.

40%

of Gen Z say they are "constantly shopping", vs 35% of millennials

L.E.K. Consulting

64%

of Gen Z prefer shopping in-store, more than any older generation

L.E.K. Consulting

92%

of Gen Z research before they buy, the highest of any generation

L.E.K. Consulting

60%

of Gen Z name price as the biggest factor in buying from a brand

Business Insider survey, 2019

Gap shoppers

"I know Gap for jeans and basics."

Olivia fans

"I love her style, but not the designer price tags."

The insight

Looking good shouldn't need luxury spending. Lead with desirability, then let them check the details.

SIZING THE OPPORTUNITY

A big, resilient audience, and an artist who already reaches it

$12T

Projected global Gen Z spending by 2030, passing Boomers.

NIQ and World Data Lab, “Spend Z”, 2024

~$227B

Estimated global Gen Z fashion market in 2025, growing about 7% a year.

Fortune Business Insights (industry estimate)

Least

US shoppers aged 18 to 24 cut apparel spending less than any other age group in 2025. Ages 25 to 34 traded toward value brands.

Consumer Edge 2026 apparel outlook, via Just Style, Jan. 2026

OLIVIA DEAN’S REACH

52.3M
Spotify monthly listeners

6.8M
Instagram followers

5.4M
Spotify followers

1.2M+
TikToks soundtracked by “Man I Need”

Chartmetric, Oct. 21, 2026. TikTok count: AP, Dec. 2025.

WHY HER REACH MATTERS

Gen Z finds fashion brands through celebrities and influencers far more than older shoppers, and responds best to long-term partnerships, not one-off posts.

Vogue Business reader survey, April 2024

CAST ON AS ONE ROW OF STITCHES

The journey, one stitch at a time

1 · Attention

"Olivia Dean is in a Gap campaign?"

2 · Interest

"Her outfit is so cute."

3 · Discovery

"I didn't know Gap had pieces like that."

4 · Consideration

"I could actually wear that."

5 · Purchase

"I want that cardigan."

The campaign sells the feeling. Gap delivers the product.



Why Olivia Dean

Her music

The Art of Loving, an album about love as a practice, inspired by bell hooks. A 2026 Grammy winner.

Her wardrobe

Offstage it's vest tops, cardigans, and basics. Her stylist, Simone Beyene, makes simple pieces feel expressive, like a Chanel skirt worn with a plain white vest.

Her credibility

Hourglass global partner. The face of Burberry Her, for which she wrote the soundtrack. Cartier and Adidas campaigns in 2026.

Contract and exclusivity terms are unknown.

THE LANDSCAPE

Pattern notes from the landscape

Note 1

A celebrity can move knitwear

J.Crew × Emma Chamberlain's Tiny Rollneck was, by J.Crew's own launch-day data, its biggest style launch ever, even after a backlash.

Note 2

Go solo, candid, and styling-led

Gap's own CashSoft ads used ensembles and choirs: Give Your Gift (2024) with nine musicians, and Sienna Spiro with a choir in 2025.

Note 3

Check the name

Gap Beauty has a "Harmony" scent (July 2026) and J.Crew uses "range" language for its Rollneck. Soft Has Range needs a clearance check.

COMPETITOR SNAPSHOT

J.Crew × Emma Chamberlain

THE PRODUCT

Tiny Rollneck, 100% cotton, eight colourways, $98 to $118. Launched Aug. 26, 2026.

THE RESULT

"Biggest style launch ever," ahead of the 2025 Rollneck, per J.Crew's CMO.

THE CATCH

Loyal fans pushed back ("stop the crop"). Early sales still beat expectations.

GAP'S OPENING

CashSoft knits from $69.95, and an artist with 52M monthly listeners, not a single influencer drop.

THE CONCEPT AND CREATIVE DIRECTION

Soft Has Range means three things

Soft, in Every Key.

A range of pieces

Skirts, cardigans, scarves. CashSoft is more than sweaters.

FEELS: COZY, EFFORTLESS

A range of moments

Errands, a date, lunch with friends, a slow Sunday at home.

FEELS: PLAYFUL

A range of voice

A nod to Olivia's vocal range. Softness that can be romantic, playful, or confident.

FEELS: ROMANTIC, CONFIDENT

HOW IT LOOKS ON CAMERA

Candid, warm photography. Natural movement, never choreography. Everyday places: a record shelf, a café table, a mirror before heading out.

Styling inspired by Olivia and Simone Beyene. Gap's branding stays clean; the softness lives in the clothes and the light.

PALETTE: NEUTRALS AND A POP!



Chocolate brown

Cobblestone beige

Heather grey

Navy blue

Cherry red

Neutrals from the CashSoft edit. The pop serves as a head turner, whether it's color, unique details, texture, or a fun print.

MOOD BOARD

Soft, in real life

Candid. Warm. Mid-laugh, mid-reach. Never choreographed.

Olivia, plus street-style references for how real people wear knits: oversized, tucked, with loafers or a red flat.









Everyday pieces. Prints and accessories. Elevated staples.

Real CashSoft, real texture





CHOCOLATE



HEATHER GREY



NAVY



STRIPES



CHERRY RED



ARGYLE











CONCEPT 1 OF 3 · ON THE GO: COFFEE TO ERRANDS







Everyday pieces

Oversized and relaxed: easy layers in comfortable proportions.

Olivia's pick



Stockinette, in red

Oversized V-Neck Sweater

$69.95



Rib

Oversized Half-Zip Sweater

$89.95



Pointelle

Mix-Stitch Crop Cardigan

$89.95



Rib

Oversized Rollneck Sweater

$89.95



CHERRY RED



CHOCOLATE



NAVY



COBBLESTONE

Wear it with: relaxed jeans, a cream scarf and ankle boots.

Shop the look · from $69.95

CONCEPT 2 OF 3 · HEADTURNER: ADD A PLAYFUL TOUCH







Prints and accessories

Bright colour, pattern, and one accessory that changes the outfit.



Leopard print
Crop Cardigan
$79.95





Olivia's pick

Argyle
Oversized Argyle Sweater
$99.95





Whipstitch
Whipstitch Bandana Scarf
$49.95





Stripes
Drawcord Hood
$44.95



Wear it with: a mini skirt or shorts, contrast socks and loafers.

Shop the look · from $44.95

CONCEPT 3 OF 3 · STEP IT UP: EVENING TO NIGHT OUT







Elevated staples

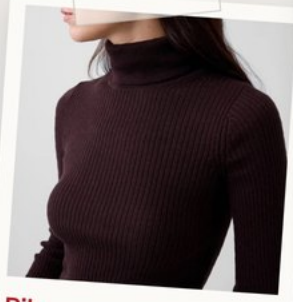
Soft textures: a fitted knit top and skirt, or one ribbed dress.



Rib

Rib Sweater Maxi Shirtdress

$99.95



Rib

Lightweight Rib Turtleneck

$69.95



Rib

Rib Maxi Sweater Skirt

$79.95



Olivia's pick

Fine rib

Tie-Neck Sweater

$79.95



CHARCOAL



TERRA BROWN



CHOCOLATE



COBBLESTONE

Later, dress it up: switch to the ribbed shirtdress with a heeled boot and statement jewellery.

Shop Olivia's Look · $159.90

Why it works

Proposed benefits, not outcomes.

For Gap

- CashSoft as fashion, not just comfort.
- Reaches music fans who see Gap as jeans.
- Extends its artist playbook to knitwear.

For Olivia

- A partnership true to how she dresses offstage.
- Links her music to Gap's music heritage.
- An everyday audience beyond luxury.

For fans

- Her look, within reach.
- Styling ideas to copy.
- Pieces they didn't know Gap made.

What success looks like

Read top to bottom like a care label. The bar to beat is Gap's own recent artist campaigns.

STAGE	WHAT WE MEASURE	BAR TO BEAT	
AWARENESS	Reach, impressions, press, and social conversation.	**8B+**	impressions and 500M views for KATSEYE, "a global cultural takeover"
ENGAGEMENT	Views, saves, shares, comments, and creator and fan styling posts.	**20M**	KATSEYE views in 3 days, more than Gap's last four campaigns combined
AUDIENCE	New Gap followers, and reach borrowed from Olivia's own channels.	**~70%**	of Yeezy Gap's Perfect Hoodie buyers were new to Gap. Gap's own Instagram (3.7M) is flat
DISCOVERY	Landing-page traffic, and clicks into CashSoft skirts and accessories.	**Minutes**	for Dapper Dan's DAP GAP hoodie to sell out. The Hailey Jean sold out "quickly"
CONSIDERATION	Product views and add-to-cart across more than one category.	**Rising**	brand search and spend per customer, which Gap reported after KATSEYE
SALES	"Shop Olivia's Look" orders, and CashSoft sales against Gap's baseline.	**Record**	Yeezy Gap hoodie: most online sales of one item in a day. KATSEYE: double-digit denim growth

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Product photos and prices: Gap (gap.com, October 2026). Olivia Dean photos: her Instagram and press coverage, used as reference only.

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