

VUE

Brand Audit

# Reformation

*Q2 2026 · Spring*

*Drop cadence. Price ladder. Peer positioning.*

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All figures derived from live VUE catalog data — the same data backing [vueniverse.com/state-of-drops](https://vueniverse.com/state-of-drops).  
Methodology on final page. © VUE, vueniverse.com.

01 · The headline

# Reformation runs the second-tightest pricing in this peer set.

*Median price \$198. Mon and Thu carry 85% of the quarter's drops. What follows is the data.*

291

Active products

This quarter's catalog. New arrivals + active inventory.

\$198

Median price

Ranked #4 of 8 in the peer set.

Mon · Thu

Peak drop days

930 of 1099 drops (90d).

1.55×

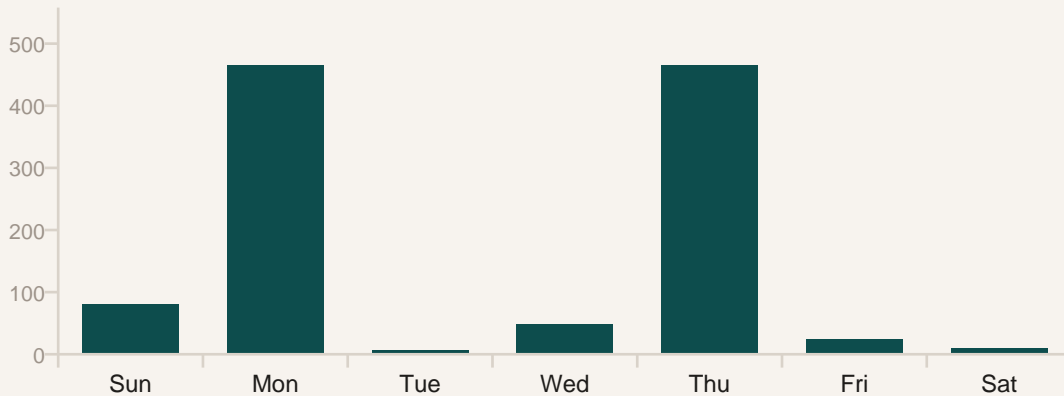
Price wedge

Median price ÷ entry price. The lower the wedge, the tighter the price spread.

02 · Cadence

# Mon and Thu. The pattern holds.

*Of the last 90 days of Reformation drops, 85% landed on a Mon or Thu. The remaining 15% are correction days — small touch-ups, restocks, single-product adds.*



*New arrivals by day of week, last 90 days. Source: VUE catalog tracking.*

## Wave vs trickle

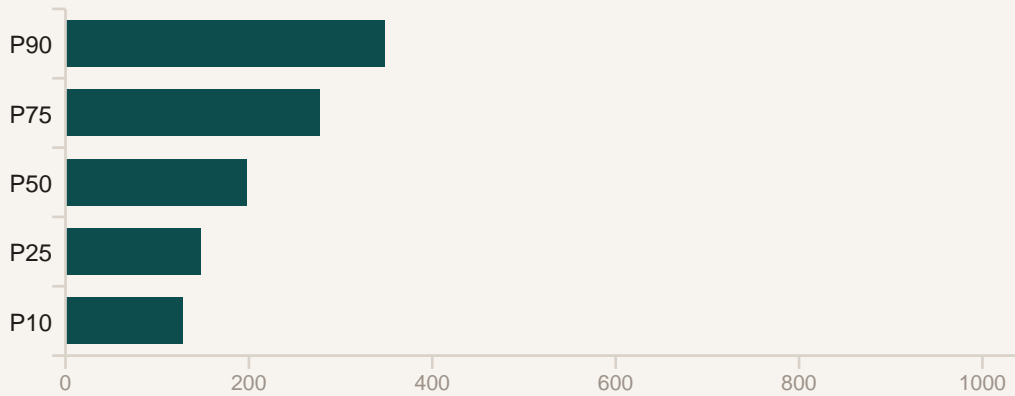
On peak-day waves, Reformation averages roughly 186 products per drop. Between waves, single-digit days suggest stockroom corrections rather than launches. For buyers and press: if you want to catch Reformation's drops live, Mon and Thu are the windows.

03 · Ladder

# The catalog runs \$48 to \$998.

*Middle 50% sits in the \$148–\$278 window. P10 (entry tier) \$128, P90 (top tier) \$348.*

## Price percentiles



*Active 291-product catalog. P10 = entry, P50 = median, P90 = top tier.*

## Where Reformation sits in the peer set

Brand	Active products	Median price	Price wedge
Aritzia	231	\$98	2.04x
Everlane	231	\$98	2.04x
Sezane	474	\$133	2.21x
<b>Reformation</b>	<b>291</b>	<b>\$198</b>	<b>1.55x</b>
Anine Bing	188	\$250	2.08x
Doen	249	\$298	1.51x
Staud	659	\$345	2.24x
Ganni	106	\$370	2.47x

*Sorted by median price ascending. Sample drawn live from VUE active catalogs.*

04 · What's in deeper reports

# Markdown calendar. Restock signals. Carry-over.

*This audit is a snapshot. The full Brand Quarterly covers two additional sections — markdown patterns and sell-through signals — across rolling 90-day windows.*

## Markdown calendar — when discounts happen + at what depth

VUE began tracking per-product price history on 2026-05-17. Deeper reports include median time from drop to first markdown, average markdown depth by category, and which days of the week markdowns concentrate. For Reformation, this answers: *are competitors discounting first and pulling margin?*

## Restock + sell-through signals

Products that disappear from the new-arrivals page within 7 days vs those that linger 30+ days are a proxy for sell-through. Across a quarter of data, this signal sharpens into a category-level view of what's working.

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## Methodology

VUE tracks daily new arrivals across a growing list of women's fashion brands. Every product is recorded with first-seen timestamp, last-seen timestamp, price, category, and CDN-verified image URL. Brand catalogs are scraped via brand-native platform APIs (Shopify, SFCC, Magento) or DOM extraction. All data in this report is drawn from the live VUE catalog and reflects active inventory only.

## Want the deeper report on Reformation or a peer set?

Brand Quarterly (single brand, includes markdown calendar + restocks): \$249. Peer-set Quarterly (your brand + 5 peers): \$499. Custom cuts on request — [grayson@vueniverse.com](mailto:grayson@vueniverse.com).