Deutsche Bank Research



Rating Hold

North America United States

Consumer

Footwear Retail

Company DSW Inc.

Reuters Bloomberg DSW.N DSW US Exchange Ticker NYS DSW

Date 28 August 2018

Forecast Change

Price at 28 Aug 2018 (USD)	32.70
Price Target	28.00
52-week range	29.22 - 18.43

Key Strategic Initiatives Are Paying Off

Our Top Takeaway from the Print

We believe 2Q results showcase that the company's strategic initiatives such as inventory optimization, omnichannel efforts, the new rewards program, and the expansion of kids are bearing fruit. DSW's 9.7% comp this quarter surpassed those in our apparel/footwear coverage universe who have reported 2Q earnings thus far (except URBN), and the company expects comps up LSD to MSD for the year (vs. up LSD previously). We believe revised full year guidance (EPS now expected in the range of \$1.60-\$1.75 vs. prior \$1.52-\$1.67) may prove to be conservative should DSW continue to benefit strongly from the new rewards program and digital marketing efforts along with favorable sourcing costs and lower clearance markdowns. That said, while we acknowledge solid execution by management and an improvement in the underlying business, we choose not to chase the stock at current levels (trading ~4 turns above its three-year average) given lack of visibility around EBIT growth beyond this year.

Impact to Sentiment & the Stock

We are not surprised to see DSW up ~20% today given an impressive 2Q comp with the two-year stack accelerating 1,110 bps from 1Q along with solid GPM performance (up 230 bps YOY on an organic basis) driven by business mix and improvement at the DSW segment. In addition, investors had been worried about the potential dilutive impact from the Town Shoes banner, but now those concerns are alleviated as the company has decided to exit the banner by the end of the year. Furthermore, the company has integrated a new Canada retail segment as part of the two step acquisition which is expected to generate ~\$215M in revenues and be slightly accretive to adjusted earnings this year.

Valuation & Risks

Our PT goes to \$28 from \$24 based on 15.5x (our multiple goes up a turn and a half to account for the robust improvement in comp trends) our revised FY19 EPS forecast of \$1.82 (prior \$1.73; Street \$1.72). We believe our multiple is appropriate (~2 turns above the three-year average) as it credits the company for improving comp/margin trends but takes into account a lack of consistency and square footage growth, which we deem necessary in order to apply an even higher multiple. We note that DSW is now trading ~18x forward P/E which is only about three turns below our off-price group (BURL, ROST, and TJX). Upside risks include inventory optimization and supply chain initiatives leading to GPM expansion greater than our forecasts along with further comp improvement; downside risks include fashion merchandising miscues, a slowdown in consumer discretionary

Valuation & Risks

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Key changes			
TP	24.00 to 28.00	\uparrow	16.7%
EPS (USD)	1.64 to 1.73	\uparrow	5.2%
Revenue (USDm)	2,966 to 3,044	1	2.6%
Source: Deutsche Bank			

Price/price relative



Performance (%)	1m	3m	12m
Absolute	1.5	5.3	35.7
S&P 500 INDEX	2.8	6.4	18.6
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spend, and margin contraction driven by omnichannel initiatives and increased markdowns.

Estimate Changes

Our 3Q EPS estimate goes to \$0.49 from \$0.50 (Street at \$0.48) based on total comp up 5.3% (prior 2.1%; Street 1.9%), GPM up 167 bps, and SG&A deleverage of 279 bps, equating to EBIT margin down 99 bps. We highlight that our estimate includes \$68M in sales from the company's Canada segment. For the full year, we are now modeling EPS of \$1.73 (prior \$1.64; Street \$1.61) based on a 5.2% comp (guidance up LSD to MSD), 94 bps of GPM expansion, and 179 bps of SG&A deleverage.

Other I	١	lotab	le 1	Γid	bits

Women's, men's, athletic, and accessories all delivered positive comps in 20 (first time since 1Q15) and digital demand was up 52%. In addition, traffic was positive in the quarter with AURs up and UPTs flat. The company's footwear category exceeded expectations with a 10% comp as DSW's sandal distortion led to strong customer demand for seasonal footwear which was up double-digits. The athletic category remained healthy and demand for non-athletic offerings improved. Furthermore, the men's category turned positive this quarter as the company focuses on introducing 'fresh takes' on dress and casual comfort. Moving on to kids', DSW completed the last phase of the rollout this quarter and the category substantially contributed to total sales growth. In addition, the kids' category is increasing 'customer lifetime value' along with aiding new customer acquisitions.

2018A	2019E	2020E	2021E
0.32	0.39A	_	_
0.38	0.63A	_	_
0.45	0.49	_	_
0.38	0.20	_	_
1.52	1.73	1.82	1.86
12.9	18.9	17.9	17.6
	0.32 0.38 0.45 0.38 1.52	0.32 0.39A 0.38 0.63A 0.45 0.49 0.38 0.20 1.52 1.73	0.32 0.39A - 0.38 0.63A - 0.45 0.49 - 0.38 0.20 - 1.52 1.73 1.82

Stock & option liquidity data	
Market Cap (USD)	2,642.3
Shares outstanding (m)	80.8
Free float (%)	100
Volume (28 Aug 2018)	495,743
Option volume (und. shrs., 1M avg.)	21,932
Source: Deutsche Bank	



Appendix 1

Important Disclosures

*Other information available upon request

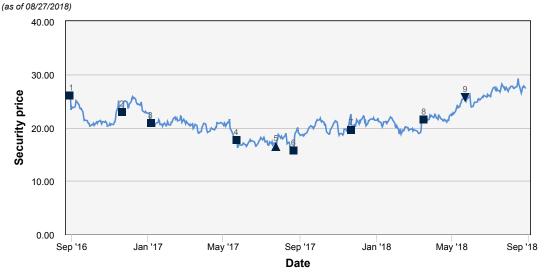
Disclosure checklist	'		
Company	Ticker	Recent price*	Disclosure
DSW Inc.	DSW.N	27.20 (USD) 27 Aug 2018	NA

^{*}Prices are current as of the end of the previous trading session unless otherwise indicated and are sourced from local exchanges via Reuters, Bloomberg and other vendors. Other information is sourced from Deutsche Bank, subject companies, and other sources. For disclosures pertaining to recommendations or estimates made on securities other than the primary subject of this research, please see the most recently published company report or visit our global disclosure look-up page on our website at https://research.db.com/ Research/Disclosures/CompanySearch. Aside from within this report, important risk and conflict disclosures can also be found at https://research.db.com/Research/Topics/Equities? topicId=RB0002. Investors are strongly encouraged to review this information before investing.

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Historical recommendations and target price. DSW Inc. (DSW.N)



Current Recommendations
Buy
Hold
Sell
Not Rated
Suspended Rating

** Analyst is no longer at Deutsche Bank

1.	08/30/2016	Hold, Target Price Change USD 22.00 Paul Trussell
2.	11/21/2016	Hold, Target Price Change USD 25.00 Paul Trussell
3.	01/06/2017	Hold, Target Price Change USD 23.00 Paul Trussell
4.	05/23/2017	Hold, Target Price Change USD 21.00 Paul Trussell
5.	07/25/2017	Upgraded to Buy, Target Price Change USD 21.00 Page 1

. 08/22/2017 Buy, . 11/22/2017 Buy, . 03/18/2018 Buy,

05/23/2018

Buy, Target Price Change USD 22.00 Paul Trussell Buy, Target Price Change USD 21.00 Paul Trussell Buy, Target Price Change USD 24.00 Paul Trussell Downgraded to Hold, Target Price Change USD 24.00

Paul Trussell

Upgraded to Buy, Target Price Change USD 21.00 Paul Trussell



Equity Rating Key

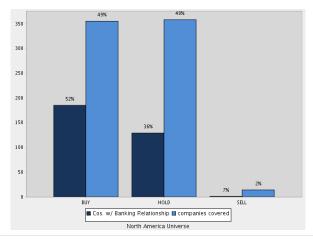
Buy: Based on a current 12- month view of total share-holder return (TSR = percentage change in share price from current price to projected target price plus pro-jected dividend yield), we recommend that investors buy the stock.

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Equity rating dispersion and banking relationships



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