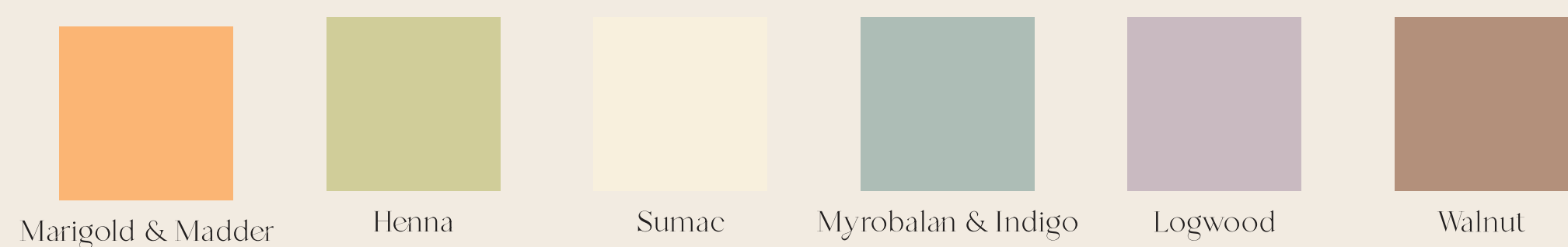


ABOUT

La Myrtille is a sustainable clothing brand that aims to design versatile, fashionable pieces for the everyday casual gardener. It combines classic 90s silhouettes with modern colors inspired by the flora and fauna of summer to provide a collection that is sure to create good chives only. Using only natural fibers and dyes, this line is earth-friendly and compostable. No longer do clothes have to end up in a landfill. Instead, they can end up in your garden to help it thrive.

BRANDING

Color Story



Product Claims

Compostable Breathable Moisture-Wicking Cooling Abrasion Resistant



COMPETITIVE ADVANTAGE

Approximately 69% of textiles are made of synthetic materials (Changing Markets Foundation, 2021). These petroleum-based fibers, such as polyester and nylon, release microplastics when they are laundered and contribute to about 35% of the microplastics in the ocean (Okamoto, 2021). Therefore, environmentally conscious consumers who actively engage in leisurely outdoor activities like gardening, walking, biking, etc., and value sustainability lack options. These consumers are at a crossroads when it comes down to function, sustainability, and aesthetics. Gardening for instance requires long hours working outside in the sun and heat. In lieu of synthetic fibers to provide relief in these conditions, La Myrtille utilizes natural fibers like merino wool which is moisture-wicking and odor resistant, and cotton which is breathable and cooling, to increase comfort while digging, planting, and watering. Additionally, the need to combat the effects of fast fashion and overconsumption is at an all-time high. However, there is still a demand for functional and fashionable garments that address customer needs. At La Myrtille pieces are designed with longevity in mind by using quality materials and construction methods. When the garments can no longer be worn, they can be safely composted due to their fiber composition. It's an innovative approach that takes advantage of the properties of natural fibers and natural dyes. Customers can now shop responsibly knowing that their purchases are helping the environment instead of harming it.

Changing Markets Foundation. (2021). Synthetics Anonymous: Fashion brands' addiction to fossil fuels. Okamoto, K. (2021). Your laundry sheds harmful microfibers. Here's what you can do about it. The New York Times.

SWOT ANALYSIS

STRENGTHS

- Uses 100% regenerative cotton
- Creates a personable experience by allowing consumers to "grow" their own dress
- Sustainability initiatives are easily accessible
- Offers a wide variety and deep assortment of products

WEAKNESSES

- High prices
- Prolonged production times due to regenerative farming manufacturing
- Not all pieces are made from regenerative or organic materials
- Non-compostable/no end-of-life plans for its products

Christy Dawn

Flora Animalia

- Publishes a journal about sustainability to educate consumers
- 100% GOTS-certified cotton
- Online/Brick and Mortar presence
- Transparent production process and fair wages

- Expensive
- Limited range of styles and silhouettes
- No mention of potential end of life uses for its products (i.e. recycling or repurposing)

OPPORTUNITIES

- Sustainable, compostable on-trend clothing
- Versatile pieces that can be worn for different occasions
- Niche customer segment - Increase customer loyalty
- Leverage social media trends to increase awareness
- Use e-commerce platform to expand into the global market

THREATS

- More affordable and well-known brands in the market (Free People & Madewell)
- Cost of quality materials and production reduces profit margin
- Fluctuation in disposable income due to recessions
- Greenwashing - Lack of regulation could increase "competition"

La Myrtille

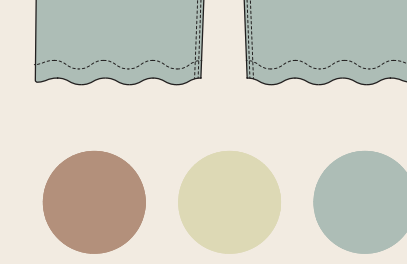
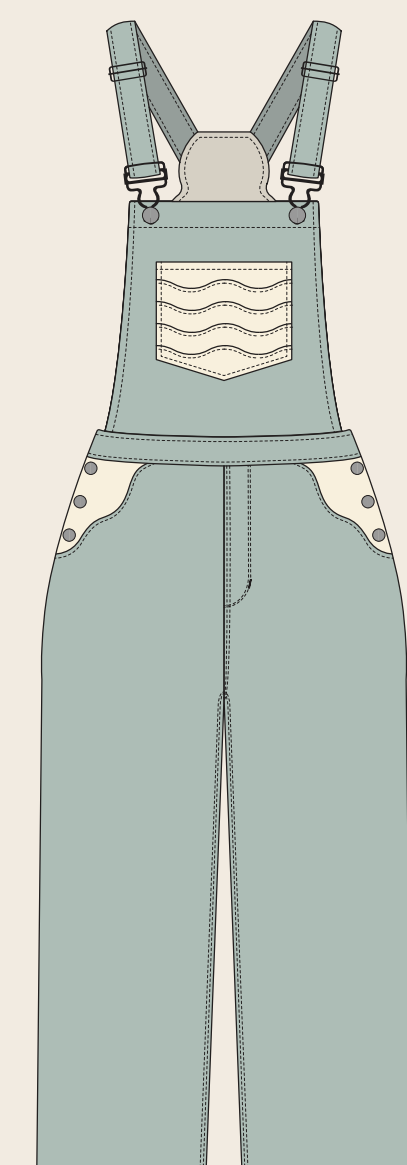
DISTRIBUTION CHANNEL

E-COMMERCE

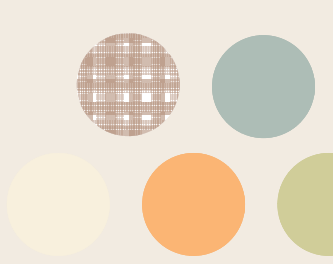
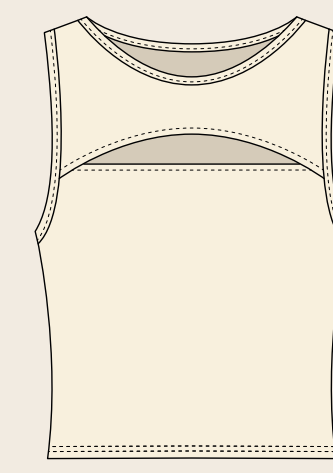
La Myrtille will operate solely using an e-commerce website except for special pop-up events every year. The website will feature a streamlined platform that will allow customers to easily navigate through products. Products will have clear images of models of different sizes as well as detailed descriptions that include a breakdown of the fibers used, the production process, and what plants/roots create the colors available. Additionally, an informational page will be available for increased transparency so customers can learn more about the brand and how it operates.

La Myrtille

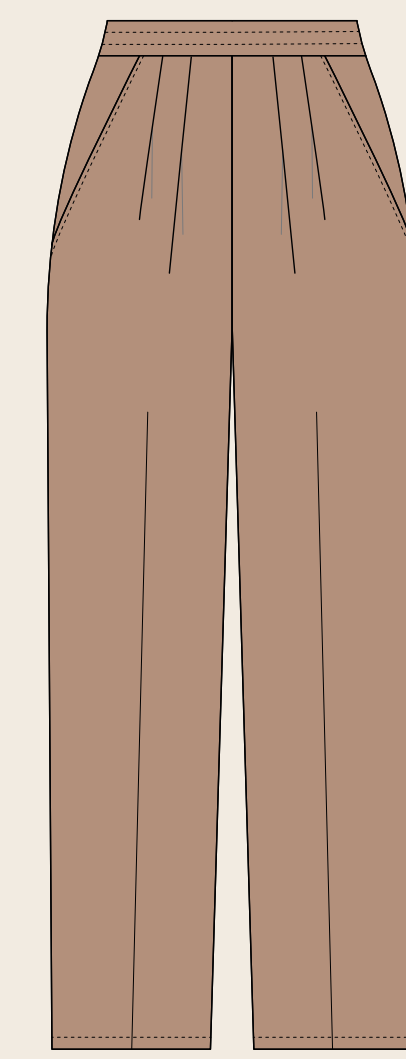
Grow What You Wear



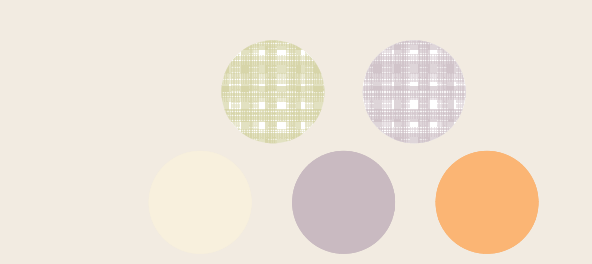
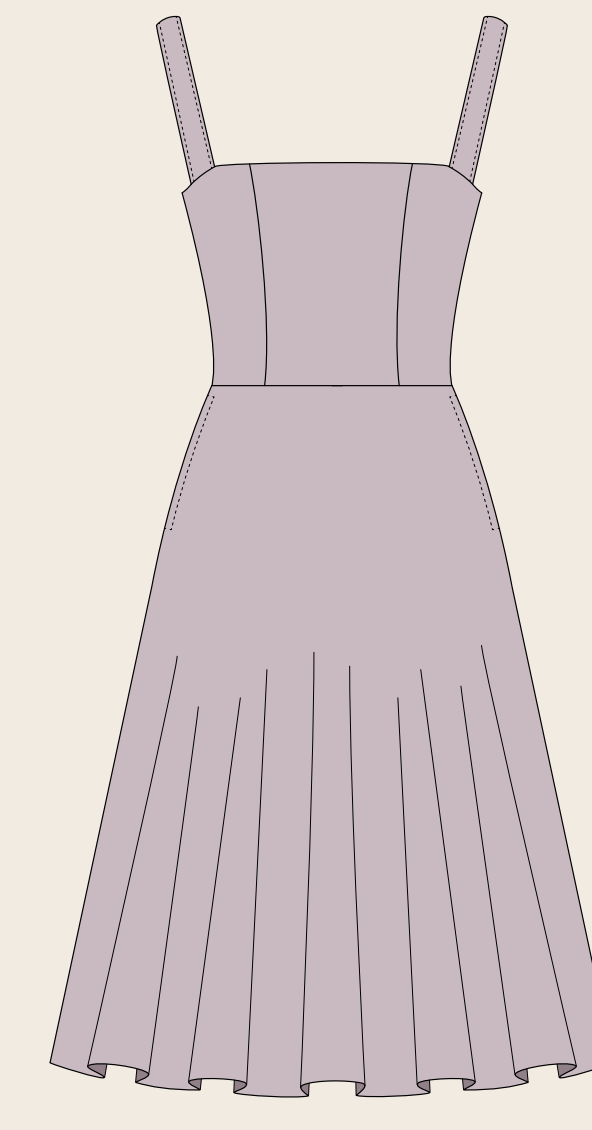
Oopsie Daisy Overalls
\$140
00 - 24
100% Linen



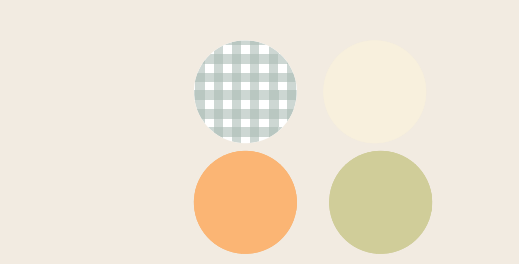
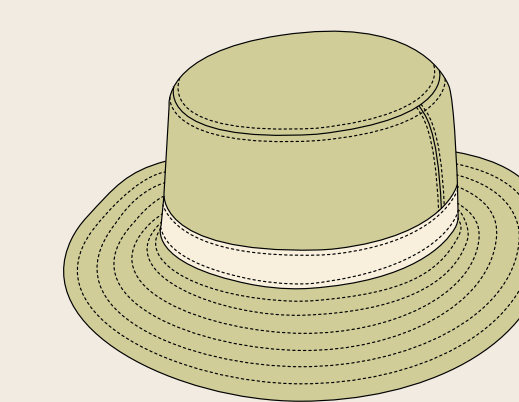
The Un-be-leaf-able Tank
\$75
XXS - 3X
100% Merino Wool



Garden Variety Pants
\$125
00 - 24
100% Bamboo Lyocell



Botanical Muse Dress
\$150
00 - 24
100% Organic Cotton



The Everyday Sun Hat
\$45
S - L
50% Bamboo Lyocell
50% Linen

AATCC TEST METHODS

La Myrtille keeps both the gardener and the garden in mind. Natural fibers, like linen, cotton, bamboo, and wool, are used to create comfortable and breathable fabrics that are then dyed with powders derived from various plants and roots. This allows for the line to be composted when it can no longer be worn. The garments can be returned to the land that helped them create.

TM125-TM 125 Colorfastness to Perspiration and Light

This test method is used to determine how colorfastness is affected when exposed to both perspiration and light. Natural dyes tend to have low colorfastness. Therefore, it is important to test which dyes will yield the best results. This collection will be worn outside and is expected to be in contact with perspiration and light. Ensuring the color lasts through these conditions increases the longevity of the garment. Customers will be less likely to replace the items if they retain their color and appearance for longer.

TM094-TM94-TM 94 Finishes in Textiles: Identification

This method would test and verify that the fabrics chosen for the collection are free from toxic finishes that could reduce or remove the biodegradable and compostable abilities of the garments.

TM093-TM93-TM Abrasion Resistance of Fabrics: Accelerator Method

This test method evaluates the resistance of fabrics as well as other flexible materials to abrasion. An abrasion-resistant fabric is crucial while participating in gardening since there will be significant wear on the fabric through contact with the ground and body movement. Ensuring that the fabric will hold up will reduce the need for customers to repurchase more frequently and therefore reduce consumption.

American Association of Textile Chemists and Colorists. (n.d). Test Methods. Retrieved from https://www.aatcc.org/testing/#™

AATCC MEMBERSHIP

Members of AATCC have the opportunity to network with industry professionals and build long-lasting connections through mentorships, conferences, workshops, and meetings. AATCC also provides members with great tools to assist in job searching like AATCC Textile Job-Site which is frequently updated to reflect the most current openings. Networking is a crucial part of navigating the industry and AATCC provides many avenues to help its members expand and maintain their networks.

Additionally, members have access to newsletters and blogs on industry-relevant topics and trends. They can keep up to date on technological advancements in textiles by reading the AATCC bimonthly magazine which is an easy-to-read overview of the industry. For more in-depth information, members can consult the EBSCO Textile Technology Complete database to read over 400 journals on textile-related topics and the AATCC Journal of Research for peer-reviewed articles. Members also have access to scholarships and grants as well as competitions. Remaining informed on advancements in eco-friendly dyes and textiles would greatly benefit the development of compostable clothing for brands like La Myrtille in an effort to reduce the fashion industry's footprint.

Patel, Manisha. (April 11, 2023). AATCC Virtual Event at Oregon State University.

Timeline

June 1: Social media launch on Instagram and TikTok.

June 8: Post influencer collaborations & reviews of the brand on Instagram.

June 15: Upload "how-tos" regarding composting the garments and behind-the-scenes look on the dye process.

July 2023

June 2023

July 1: Begin distributing seeded paper flyers at gardening stores and nurseries as well as mom-and-pop gardening shops.

August 2023

August 1: Collection is live and available for purchase on the website.

August 12 - September 9: First pop-up store opens at the Portland Farmer's Market

September 2023

September 2 - 30: Pop-up stores open in Los Angeles and NYC.

TARGET MARKET

DEMOGRAPHICS:

30 to 45 year old women making an average annual salary of \$75,000 - \$150,000.

BEHAVIORISTICS:

She is environmentally conscious and does everything she can to help improve the environment and the world around her. She values sustainability and goes the extra mile to reduce her carbon footprint. She is trendy and values freedom and options. In her free time, she gardens, cooks homemade meals, visits farmer's markets on the weekends, and hikes.

PSYCHOGRAPHICS:

She aims to support small businesses that utilize higher-quality materials with an eco-friendly focus. She is willing to spend more if it means increased quality and a reduced environmental impact. She does her research on brands and will buy from brands whose values best align with her own. She only purchases new clothes when old pieces can no longer be worn in order to avoid excess consumption.

MARKETING STRATEGY

Social Media



La Myrtille will primarily use social media to market its up-and-coming brand. Through Instagram and TikTok, La Myrtille will collaborate with influencers involved in the sustainability and gardening communities and utilize the ad features to increase brand visibility. The influencers will share their own thoughts and values regarding sustainability. They will be encouraged to create honest and transparent brand content for their followers. Additionally, La Myrtille plans to roll out "how-tos" shorts and reels that provide a tutorial on how to compost the clothing and use it in the consumer's own garden. Other video content will also showcase the clothing's compostable properties and a behind-the-scenes look into the production, such as the natural dyeing process.

Print Media

La Myrtille will print and produce unique and sustainable promotional flyers that are made of seed paper. These flyers will be distributed in gardening stores, both major and mom-and-pop shops to reach the intended target market. These seed papers of course can be used to plant in the individual's garden and cultivate a plant of their own!

Event Marketing

La Myrtille plans to host various pop-up shops across the U.S. at popular farmer's markets. These will take place in Portland, NYC, and Los Angeles. These pop-up shops will give consumers the opportunity to learn more about the brand and the products. During the events, there will be demonstrations about composting and discussions on the production process, fibers used, and natural dyes.



Budget

Branding photography and design	\$15,000	18.5%
Print Advertising seeded paper flyers	\$6,000	7.4%
Social Marketing social media influencer fees	\$20,000	24.7%
Experiential Marketing farmers market pop up shops, employee travel	\$25,000	30.9%
Technology and Development hiring website designers and creators for online shop	\$15,000	18.5%
Total	\$81,000	100%