



Plane to Paradise is a line centered around the mobility and efficiency required for travel. The pieces of this line either adjust in various ways or can be worn for different uses. Because these garments are designed for world travel, production and design keeps the Earth in mind.

### Product Claim

The fabrics of the garments within the line are chosen to meet expectations of a traveler. This would include appearance retention, odor resistance, and antibacterial qualities. With these fabric traits, the garments are designed to be in suitcases, be worn during body movement and heat, and be exposed to bacterias that are present when traveling. In order to ensure that the claims are met, AATCC test methods are used on the fabrics for each quality.

#### Recycled Materials

The garments of Plane to Paradise will have recycled polyester derived from plastic water bottles and post-consumer recycled cotton fibers. Reducing pollution and textile waste is the ultimate goal, so this line will recycle post-consumer fabric and avoid virgin material. The blended fabrics are necessary for maintaining the product claim and can be recycled again through chemical recycling.

#### Sustainable Manufacturing

When compared to virgin polyester production, recycled polyester generates 54% less CO2 emissions, uses 70% less energy, and uses far less resources. Recycled cotton saves 765,000 liters of water per ton and doesn't utilize land resources for growing. (SustainYourStyle, 2020)

(2020). Sustainable Fabrics: Guide on the most ethical materials [2020]. SustainYourStyle.

#### Antibacterial Properties

Odor control only requires keeping microbes at a certain level rather than killing them. Preventing mold or fungus as well as odor lengthens the life of a garment, an important factor of sustainability. Laundering the clothes less and at a lower temperature also is beneficial to the environment. Antimicrobials must be approved by the Environmental Protection Agency. Nano silver would be the antimicrobial chosen for this line, as it provides odor control, conserves resources, and has better binding properties.

### AATCC Testing Methods

#### TM211: Reduction of Odor on Antibacterial-Treated Textiles

This test would determine the effectiveness of antibacterial treatment of the garments in relation to odor. Because travelling usually involves a lot of movement, and possibly heat, in addition to limited access to laundry, odor resistance is an important quality of the textiles used for the line.

#### TM128-TM128: Wrinkle Recovery of Fabrics: Appearance Method

This test method tests the rigidity of a fabric, or how easily it wrinkles. Wrinkles are of concern while traveling as clothes are packed in a suitcase. Using fabric that is resistant to wrinkles would maintain the appearance of the garment through traveling.

#### TM100-TM100: Test Method for Antibacterial Finishes on Textile Materials: Assess

This test would provide a measure for the antibacterial quality of the textile. Reduction of antibacterial activity is important for travelers as the garment is exposed to airports and public places.

### AATCC Membership

AATCC members receive access to resources provided by the organization including events, online learning, and connections within the industry. The organization is also involved in partnerships, one being with Rent the Runway. A virtual event held by AATCC and Rent the Runway highlighted the size of the market, pointing out that there are 1 billion people in the world that have a disability. Realizing the issues of dressing with a disability pushes for greater awareness and research for the industry. Research is crucial to successfully create an inclusive garment or line. The importance of inclusivity in all areas was the largest takeaway of the event. The latest research and publications are available to members in the AATCC peer-reviewed journal, magazine, or blog. Utilizing the information underneath the reading category on the organization website is a great advantage when developing a line like Plane to Paradise or pursuing a career that involves textile research. This line uses sustainable materials and requires certain qualities to be met, and AATCC research and test methods provide the information for successfully doing so.

### SWOT Analysis: Eileen Fisher & Athleta

Brands that already have focus in travel and sustainability.

	Strengths	Weaknesses
<b>Eileen Fisher</b>	<ul style="list-style-type: none"> <li>Certified B Corporation</li> <li>Large range of sizes (XXS-3X)</li> <li>Clothing designed for longevity</li> <li>Circular product cycle</li> <li>Specific target customer</li> <li>Production details for each garment</li> </ul>	<ul style="list-style-type: none"> <li>High price points</li> <li>Limited product assortment</li> <li>Smaller consumer base</li> <li>Only about 65 store locations worldwide in the U.S., Canada, and UK</li> <li>Small social media presence</li> </ul>
	<b>Opportunities</b> <ul style="list-style-type: none"> <li>Is a leader in sustainable fashion</li> <li>High customer loyalty</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>Limited consumer demographic due to prices and style</li> </ul>
<b>Athleta</b>	<ul style="list-style-type: none"> <li>Designated lines for different activities including travel</li> <li>Large range of product type</li> <li>Wellness resources available for women</li> <li>Certified B Corporation</li> </ul>	<ul style="list-style-type: none"> <li>Not transparent about production process</li> <li>Locations only in U.S. and Canada</li> <li>Large array of products that are similar style</li> </ul>
	<b>Opportunities</b> <ul style="list-style-type: none"> <li>Has participated in collaborations</li> <li>Connects with consumers through provided wellness and resources for women</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>Is a brand under a larger company, Gap</li> <li>Has a lot of competition in athleisure</li> </ul>



Tank Top Hoodie	Romping Around Romper	Oh Snap Dress	Anywhere Anytime Pants
\$38	\$35	\$40	\$32
XXS-4X	XXS-4X	XXS-4X	00-27
80% recycled cotton 20% recycled polyester	80% recycled cotton 20% recycled polyester	80% recycled cotton 20% recycled polyester	80% recycled cotton 20% recycled polyester

### Competitive Advantage

As travel spikes among consumers in 2022, this line accommodates the needs of customers preparing to travel. The sustainable features of the garments appeal to those passionate about travel and, in turn, the Earth. This collection uniquely and quickly adapts to the need of the traveler, whether that be switching from the comfort of the airplane to the warmth of the destination or cinching the garment for their body type. The efficient and adjustable qualities are designed to reflect the needs of travelling. The textiles of the line also have antibacterial properties, recycled materials, and are sustainable manufacturing. Creating garments that are multipurpose and sustainably produced curate a line that stands out in the current market.

### Target Customer

**Demographics**  
25-40 year old woman making \$80,000-\$100,000 per year.

**Behavioristics**  
She enjoys shopping for upcoming endeavors. Whether it is a trip, holiday, or event, a new outfit is essential. She frequents the same stores out of convenience and loyalty, as she has found her favorite brands and companies. While she is practical in her purchases, it is easy for her to find reason for items that were not originally on her shopping list. Her shopping habits have swayed to more sustainable efforts, like reusable grocery bags or straws, but she is looking to expand her practices further.

**Psychographics**  
She is passionate about travelling and looks forward to her vacation every year. She cares about the environment and looks to integrate more conscious practices into her lifestyle, but doesn't always know where to look or what steps to take. Efficiency is key, but quality is not negotiable. Finding convenient yet quality solutions is important to this customer.

### Distribution Channel: Target

Target attracts the target customer that is identified for this line. The average customer is a millennial suburban mother with a household income of around \$80,000 (Reuter). Customer loyalty to the company is higher than average and comprises 4% of the typical shopper's spending. Those who shop at Target generally are looking in many categories including apparel, cosmetics, groceries, and more, making it an ideal location for buying many necessities at once. As Target is branded as convenient, Plane to Paradise would encapsulate the multifaceted nature of the store. The apparel sold at Target is comprised of different brands and inclusive sizing, which would make this line easy to integrate into their selection as a new label. The company has been making more sustainable efforts in their operations and packaging, and have stated a goal of offering two circular owned brands by 2025. Plane to Paradise would be one of the first sustainable apparel brands that Target would sell. As shoppers prepare for travel by buying sunscreen, travel size items, or snacks, this line on display will catch their eye and become a new necessity for their trip.

Reuter, Dominick. (2022, January 24). Meet the Typical Target Shopper, a Millennial Suburban Mom with a Household Income of 80,000. Business Insider.

**Target's Advertising: Roundel**  
Target's media company, Roundel, focuses on combining data and humanity for effective social media advertising. The main mission of the media company is to make it beneficial to all parties involved, including the consumer and the brand, and to offer the right messages at the right time. The different services provided by Roundel for Target brands will allow for a seamless brand introduction to the company's loyal consumers. 82% of company sales were made in store in 2020, so the strategies will focus on in-store marketing or advertising that brings consumers in store (Smith, 2022).

Smith, P. (2022, February 3). Sales Share of Target in the United States in 2020, by Sales Channel. Statista.

## Marketing

### Influencer Marketing

Roundel offers influencer marketing as one of their available strategies. They are partnered with LTK, the largest influencer network in the world. Those chosen to advertise the line are relevant to the target consumer by aligning with the line's purpose and features. The posts will be on Instagram and Tik Tok. On Tik Tok, the influencer will display the garment's versatility, specifically when traveling, while narrating to describe the features of the line. On Instagram, the influencer will be pictured wearing the garment, preferably traveling, and encourage consumers to find the line in Target stores. The goal is to push consumers to stores as the majority of sales occur there. In order to do so, the influencers will express the exclusivity of the line and encourage watchers to go to Target to find the garments.

### Event Marketing

To create even more exclusivity and incentive to shop in store, a reusable shopping bag for reducing the use of plastic bags will be available in limited quantity. The bag includes a special Target symbol and the Plane to Paradise logo on the other side. The bag will be available for purchase on Earth Day and will be given out for free to the first 50 that purchase garments from the line on launch day at participating stores. Earth Day is before the line's release, so customers will have exposure to the brand before the launch. This promotional strategy will increase exclusiveness and anticipation for the line.

### Timeline

April 10th	Announce the new brand on Target's social media. Plane to Paradise is shown as a brand on the online website with previews to garments and information about the features and sustainable efforts.
April 15th	Emails are sent with information about the features of the line. The Earth Day bag availability will also be announced.
April 15-20th	Influencers receive specialized packages with the garments for promotion.
April 22nd (Earth Day)	Exclusive reusable shopping tote bags with a special Target logo and Plane to Paradise logo are available for purchase as an effort for Earth Day.
May 1st	Plane to Paradise is available online and in stores. The first 50 purchasers of the line at participating stores will receive the specialty shopping bag for free. (Remaining stock for sale afterwards)



Not available online. Exclusive to Earth Day purchase and first 50 that purchase the line on May 1st.

### Budget

Social Media Marketing	40,000 (50%)
Influencers	
Branding	10,000 (12.5%)
Design and Photoshoots	
Event Marketing	30,000 (37.5%)
Reusable shopping bags	
<b>Total Budget</b>	<b>80,000</b>



The garments of this line will have a tag with the logo, tagline, and information about the garment through a qr code. This qr code will detail the sustainable efforts of the garment that are listed and explain the textile technology and test methods. The tag itself will be paper based with a natural fiber string to avoid plastic.

### Visual Merchandising

Visual merchandising is used heavily in all departments of Target. Signs, props, and mannequins are the main methods throughout the store. In this line's setup, a hanging sign with the Plane to Paradise logo will hang in front of a sky backdrop. The backdrop includes an introduction statement to the line to convey the purpose of travel and sustainability. The mannequins, wearing different combinations of the garments, will be posed alongside luggage props.

