

# ABOUT EMBODY

At Embody we are breaking down beauty standards, while building an inclusive & empowering collection that allows women of any size to feel confident! Embody celebrates all bodies, & is dedicated to making apparel to make you feel great exactly as you are.

Influenced by 1960's pop culture, fashion, & movements as a muse for our patterns, colors, & silhouettes. We hope by using stories from the 60's as inspiration for our clothes, it inspires the women who wear them to feel confident to write their own.

## Target Customer

### DEMOGRAPHICS

21 years old  
Gen Z  
She/Her  
Student studying Interior Design  
Depop Shop Owner  
TikToker, 28k followers



### PSYCHOGRAPHICS

Practices meditation and manifestation  
Zodiac Sign- Pisces  
Supports inclusive, diverse and ethical brands  
Enjoys thrifting and up-cycling

### BEHAVIORISTICS

Brand loyal  
Values unique pieces  
Both an impulse and planned shopper  
Buys about 10-15 new pieces a month

## Branding Strategy

**OUR LOGO**  
pebble  
lotus  
mojito  
moody blue  
taffy

**OUR TAG LINE**  
"Embod all that you are & all that you believe in"

**OUR HANG TAGS**  
Gulfs Display  
Comfortaa Light  
ALTA

## Website EMBODY



Our website will feature the garments on models of various sizes.

## Visual Merchandising



# EMBODY

all that you are and all that you believe in

<b>THE JANE TOP</b> SIZES: 2XS-5XL FABRIC CONTENT: 95% REPREVE NYLON, 5% SPANDEX <b>\$74</b>	<b>THE CHER PANTS</b> SIZES: 00-27 FABRIC CONTENT: 95% REPREVE POLYESTER, 5% ELASTANE <b>\$92</b>	<b>THE BRIGITTE BODYSUIT</b> SIZES: 2XS-5XL FABRIC CONTENT: 95% REPREVE POLYESTER, 5% SPANDEX <b>\$60</b>	<b>THE MARY Q SKIRT</b> SIZES: 00-27 FABRIC CONTENT: 50% STRETCH COTTON, 50% REPREVE POLYESTER <b>\$57</b>	<b>THE RAQUEL DRESS</b> SIZES: 2XS-5XL FABRIC CONTENT: KNITTED - 60% ECOVERO, 40% REPREVE NYLON <b>\$98</b>

## Unique Features

- GREAT FABRICS**  
We use the best fabrics to create the perfect stretch and comfort to flatter every body type
- HIDDEN DETAILS**  
Secret buttons in chest plaque of button downs preventing gaping  
Reinforced inner thighs to fight against chafing and ripping  
Heavy duty invisible zippers  
Elastic back waist to avoid bunched up panels
- FIT ON REAL MODELS**  
We conduct 10-15 fittings each on different models varying in body type

## Competitive Advantage

SIZE INCLUSIVE GREAT FABRICS AFFORDABLE PRICES  
2XS-5XL RECYCLED & ECO-RESPONSIBLE UNDER \$100

## Pop-Up Shop Marketing

- 1 Month long pop-up
- Colorful 60s contemporary modern storefront
- Empowering and fun signage
- Elo Touch interactive digital signage
  - Styling tips, lifestyle images, current sales and promotions, browse website to see clothing on multiple body types



## Merchandising Distribution Channels

As an emerging brand, we want our products to be highly accessible through various distribution channels. Our primary distribution channel will be our Pop-Up Shop, located in SoHo, NY. Our empowering brand image and immersive retail experience will capture heavy foot traffic into our shop. We know our GenZ target market is tech savvy, so our customers can also purchase their Embody pieces through our e-commerce website as well as through the Instagram Shop Feature. Our ambassadors will create linktree's on their TikTok accounts that direct the customers to specific products on our website that have been showcased on their pages.

**ASOS**  
Embodys collections & new arrivals can also be found at ASOS.com & the ASOS app. Partnering with ASOS allows our clothing to reach our customers in over 200+ countries. We will collaborate with them on pop-up shops, catalogs, special events & more.

## SWOT Analyses

<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>Recognition from celebrities</li> <li>Affordable</li> <li>Young target market</li> <li>Strong social media presence</li> </ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"> <li>Online Store</li> <li>Sizes range from UK 4-UK 16</li> <li>High return rate</li> </ul>
<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>Untapped market</li> <li>Opening pop-up shop</li> <li>Growing popularity of online shopping</li> </ul>	<b>THREATS</b> <ul style="list-style-type: none"> <li>Competition from established companies like Urban Outfitters</li> <li>Change in consumer buying behavior</li> </ul>

  

<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>Alternative vision of retail</li> <li>Affordable</li> <li>Trendy garments</li> <li>Strong brand recognition</li> </ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"> <li>Not size inclusive</li> <li>Fast fashion</li> <li>Accused of cultural appropriation</li> <li>Quarter 4 sales decline by 6.9% due to the pandemic</li> </ul>
<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>Opportunity to expand into new areas</li> <li>Collaborations with artists and celebrities with similar style</li> <li>Greater innovation and increase in technology</li> </ul>	<b>THREATS</b> <ul style="list-style-type: none"> <li>More affordable brands</li> <li>Current financial climate</li> <li>Current political climate</li> <li>Change in consumer buying behavior</li> </ul>

### Embod Timeline 2022

- Jan. 1** Embod designs have been approved by team. Tech specs are made.
- Jan. 15** Samples have been edited and sent back to AATCC for testing. Fitting appointments arranged for models.
- Feb. 1** Garments are in production. Final color swatches and final fit notes are made.
- Mar. 1** Final garments are ordered to distribution center. Final fitting for models. Final fit notes sent to influencers.
- Mar. 8** Social media campaign released for Women's History Month on Instagram, TikTok, and Blog.
- April 3** Fashion show day! Influencers are invited. Garments sent to influencers in celebration of launch. Instagram and TikTok posts by influencers go live.
- April 22** Earth day promotion.
- May 1** Host shopping event at pop-up shop for top influencers and the public. Influencers will post an Instagram story and TikTok to spread brand awareness.
- July 1** Markdown garments first week of July.

### Budget

Marketing Budget= \$50,000	% Budget
Social Media Marketing: Influencer fees, TikTok Ads, Instagram Ads, and PR Packages	25%
Pop-Up Shop: Lighting, fixtures, mannequins, racks, etc.	35%
Fashion Show: Venues, Models, Photography/Videography	40%

## AATCC Testing Methods

Quality is a top priority for our customers. To ensure our garments stand the test of time and are easy to care for, we will implement the following test methods.

- COLORFASTNESS TO PERSPIRATION**  
This test method determines the fastness of our textiles to the effects of perspiration. This ensures that our garments show no color change or transfer after being introduced to acid perspiration.
- SEAM SMOOTHNESS IN FABRICS AFTER HOME LAUNDERING**  
This test will ensure that the seams in the Jane top, Mary Q skirt, and Cher pants have a smooth appearance after multiple washes.
- SMOOTHNESS APPEARANCE OF FABRICS AFTER HOME LAUNDERING**  
This test method will ensure that each of our garments stay soft and smooth after several at home washing and drying cycles.
- TEST METHOD FOR ELECTROSTATIC CLINGING OF FABRICS: FABRIC-TO-METAL TEST**  
This test method will ensure the Cher pants and Jane top are not subject to clinging due to electrostatic charge. We want our customers to be as comfortable as possible in their Embody garments.
- DIMENSIONAL CHANGES IN COMMERCIAL LAUNDERING OF WOVEN AND KNITTED FABRICS**  
This test method will determine the exact dimensional changes in fabric after standard home laundering procedures by using a five drying test procedure. This is crucial for our inclusive line, given that there should be no change to the size, stretch and quality of our fabrics.

## Marketing to Gen Z

Our marketing strategy at Embody is centered around authentic, creative and exciting content which inspires and empowers our customers.

At Embody, we have a strong focus on **body acceptance** and **inclusivity** in all aspects of our marketing. We promote being your **true self** and **vow to never retouch or photoshop our models**.

We will have representation from various races, sexual orientations and identities, body types, and cultures on our platforms, marketing materials and within the influencers we work with.

Gen Z expects transparency within the brands they support. They want to know who made their clothing, see behind the scenes of the design and branding process, as well as support brands who are pushing boundaries and making a needed change in the world and fashion industry.

Through our marketing, social media and events, we hope to create a fun and inclusive community of people who share the same passions and beliefs as we do at Embody, which is something Gen Z values.

## Social Media

### TIK TOK @Embod

We will create fun and engaging TikTok's to market our brand and inspire followers. Some of our content ideas include styling videos, trend forecasting and inspiration, and sale promotions. Our content will also feature behind the scenes looks on the creative design process and photoshoots. We will also have engagement giveaways through TikTok. We will also send our clothing to fashion TikTokers to create content with such as @remibader, @trendycurry, @sampaigeeee, @danaisabellaaaa

### INSTAGRAM @Embod

We will interact with customers through comments, stories, reels and IG Live. In addition, we will utilize the stories' Q+A feature and polls to gain customer insight. To increase our engagement, we will have advertisements for promotions and sales. We will also use the Instagram shop feature, post behind the scenes of Embody, and repost brand ambassador content.

## Brand Ambassador

Our brand ambassador program is a movement towards feeling confident & connected to your body & your true self. We will team up individuals and influencers who believe they have what it takes to encourage others to feel beautiful & empowered in our clothing brand. Ambassadors will be featured on multiple platforms (TikTok, Instagram, our website, facebook), receive discounts, free items, PR packages.

**Box contents:**

- Embod S/S 2022 Collection
- Gogo boots and platform sandals
- Headscarf
- 60s inspired sunglasses

**Event**

- IG polls on fav looks
- Brand ambassadors live streaming event
- Ambassadors post creative TikToks from show

WHICH LOOK WAS YOUR FAVORITE?  
LOOK 1 LOOK 2