



\*勿体無い is kanji もったいない is hiragana for the word mottainai

### About

Existing as a private label under the clothing retail giant Uniqlo, Mottainai gains its name from the Japanese word for wastefulness. More accurate to the translation though, mottainai is a word that expresses the regret of unnecessary waste, and the sentiment that nothing should be taken for granted. Inspired by this expression, Mottainai is a label that seeks to appreciate apparel holistically, acting with thoughtful intention from the harvesting of fiber, to the repairing of damaged garments. Cohesive with the product lines offered by Uniqlo, Mottainai creates goods in neutral, unsaturated earth tones, featuring loose silhouettes, and soft, breathable materials. Drawing lessons of sustainability from the techniques utilized by Japanese garment makers for centuries, Mottainai is a company that looks to the past to find a way forward.

The most timeless of these techniques is boro, the origin of which comes from the Japanese word, boroboro, translating to something that is tattered or repaired. In practice, the term refers to the process of restoring damaged textiles through patching and sewing.

### Sustainability “Lessons From Tradition”

Contributing to the sustainability of Mottainai’s product line, there are three techniques the label integrates. First, the line employs a mix of hemp and preferred cotton fiber, as hemp requires roughly 1/5 of the water needed by cotton (Chadwick et al. 2019). Second, the amount of overall production fabric waste will be reduced by using rectangular-cut panels for garment construction. A technique common in Sakoku period Japan (1603 to 1868), this method allows for significantly greater utilization of each fabric run due to the uniform shape of the panels. Drawing more influence from Japan, the final feature is that of Boro, the act of hand-patching damaged textiles using pieces of scrapped fabric. To increase the lifespan of the clothing, each piece will be sold with a “Boro Patch Kit”, consisting of pieces of leftover fabric from past products, as well as needles and thread.

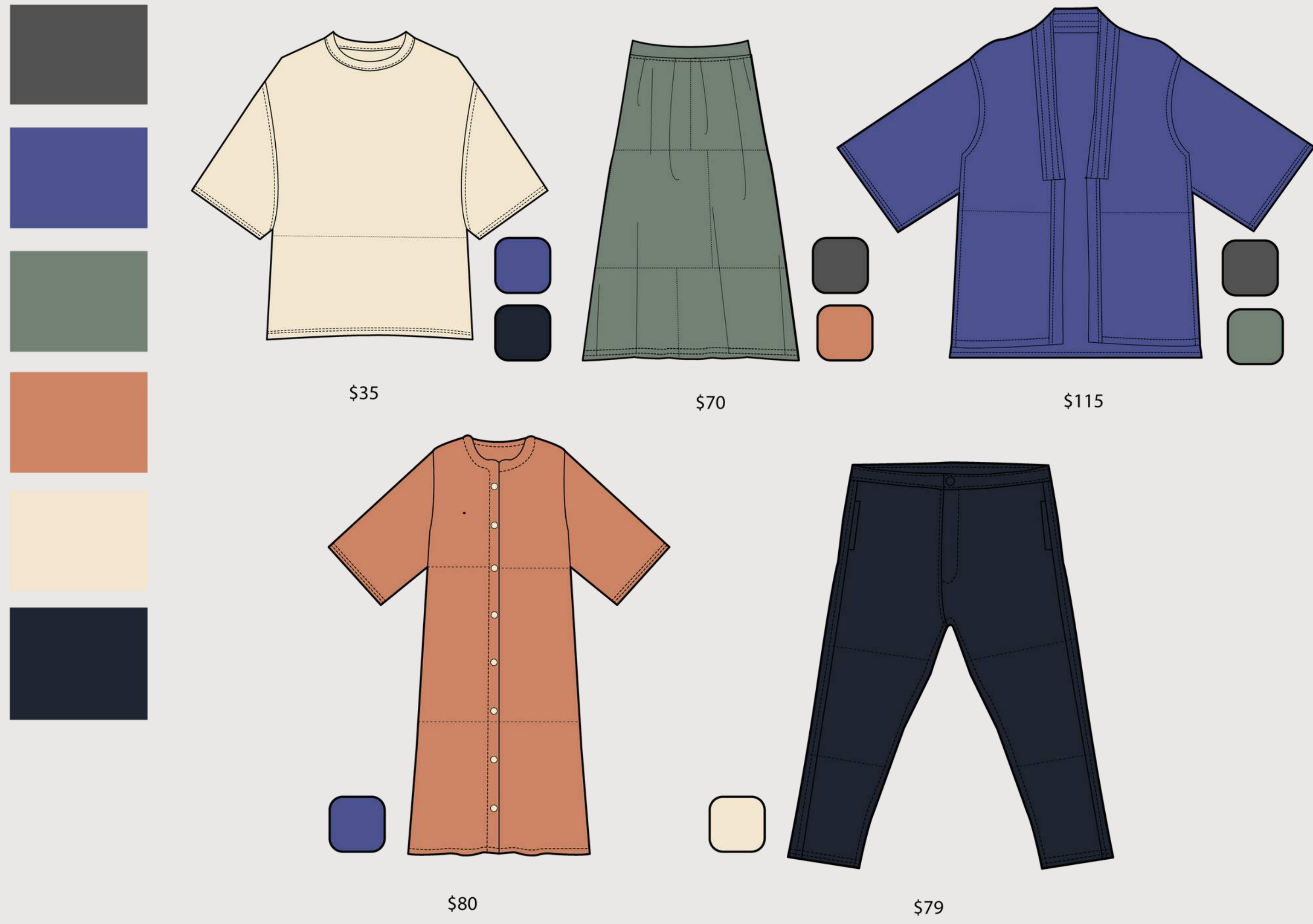
Chadwick, Matthew, et. al (2005). Ecological Footprint and Water Analysis of Cotton, Hemp, and Polyester. Report prepared for and reviewed by BioRegional Development Group and World Wide Fund for Nature – Cymru. Stockholm Environment Institute

### Target Market

**Demographic:** 18 to 30-year-old men and women in a casual or semi-professional workplace making \$60,000-\$100,000 per year living in an urban neighborhood.

**Behavioristics:** They are planned shoppers with the tendency to browse items and put a high degree of thought into making a purchase. They like to keep updated with new clothing items but are window shoppers and don’t fall into impulsive buying or fad clothing trends. They are more likely to purchase an item of clothing that will last longer and something that they are able to form a personal connection with.

**Psychographics:** They have developed an interest in and respect for non-western style clothing, specifically Japanese textiles and garment designs. They value longevity in clothing and want their clothing to be meaningful to them. They are minimalistic and like comfortable clothing that is able to be versatile in their wardrobe.



### Competitive Advantage

Mottainai’s product line develops a competitive advantage through the use of its rectangular-cut panels and integration of boro. Mottainai is one of few labels that allow for the convenient personalization of the clothing by the user, and in a way that helps to close the label’s product loop. Further, by employing the option for personability through boro patchwork, the wearer is able to develop a unique garment and integrate their personal taste, all while expanding the lifespan of their garments. This stands in contrast to Uniqlo’s competitors, whose product offering lacks the combination of quality fabric and sustainability, setting Mottainai apart. Along with this, the use of rectangular-paneled construction creates a highly unique, boxy drape, further expanding Uniqlo’s market share of elevated basics.

SWOT	Strengths	Weaknesses
Muji	<ul style="list-style-type: none"> <li>Strong reputation for elevated basics with quality fabrics</li> <li>Expansive product lines including home goods and beauty</li> <li>Strong presence within Japan and South Korea</li> </ul> <p>Opportunities:</p> <ul style="list-style-type: none"> <li>Diversification of project portfolio</li> <li>Expansion into Western and South Asian markets</li> </ul>	<ul style="list-style-type: none"> <li>Limited product innovation due to emphasis on minimalism</li> <li>Low product differentiation from competitors</li> <li>Limited presence within Western countries</li> </ul> <p>Threats:</p> <ul style="list-style-type: none"> <li>Immense competition from brands with a similar minimalist emphasis</li> <li>Supply chain disruptions brought on by trade deals and climate change</li> </ul>
Zara	<ul style="list-style-type: none"> <li>Extremely fast product development time</li> <li>Strong reputation for on-trend product</li> <li>Vertically integrated supply chain</li> <li>Diverse apparel product range</li> </ul> <p>Opportunities:</p> <ul style="list-style-type: none"> <li>Expansion into Asian markets</li> <li>Push towards more sustainable production methods</li> </ul>	<ul style="list-style-type: none"> <li>Poor reputation regarding environmental sustainability</li> <li>Sub-par reputation toward product quality</li> <li>Overdependence on the European market</li> <li>High employee turnover rate</li> </ul> <p>Threats:</p> <ul style="list-style-type: none"> <li>High degree of competition from fast-fashion companies</li> <li>Increasing scrutiny regarding environmental concerns</li> </ul>

### Merchandising the Product

Customers will be able to purchase Mottainai’s product line via Uniqlo’s online website. Mottainai will also have its own website but to introduce the brand’s association with Uniqlo, the label will initially be teased on the Uniqlo website and then direct consumers to Mottainai’s own website. Aside from online shopping, consumers will also be able to purchase the product line via social media hyperlinks and in person at Uniqlo flagship stores.

The visual merchandising display will include displays of Boro patchwork examples and four gender-neutral mannequins wearing the product line. There will also be an exhibit of Mottainai’s Haori jacket on a T-frame clothing rack, which will emphasize the rectangle-cut manufacturing technique and a boxy silhouette. Additionally, Motannai will have a floor in Uniqlo stores to showcase the entire product line, along with a sectioned space for the Boro workshops.



\*Example of Boro patchwork on product line garments

### Marketing Strategy

To introduce Mottainai’s product line, the label will use marketing tools via social media, print media, and event marketing. For social media, Instagram, Twitter, and Tiktok will be the main platforms used to promote the product line through a series of posts and videos. A patch kit will be included with each sold item from the product line, and the videos will provide tutorials on the Boro practice, as well as discuss the history of the techniques used in Japan in relation to the line. Other videos will serve to showcase the design process and rectangular-cut manufacturing. Along with this, Mottainai’s digital site will feature videos that show where specific patches came from regarding old Uniqlo merchandise. As for print media, the label will use posters/banners to tease Mottainai’s product line and how it was developed. Mottainai’s print media will provide background information about the Japanese-inspired line and techniques such as Boro. The product line will be under a private label of Uniqlo, so for event marketing, the label will host Boro workshops in five Uniqlo flagship stores. There will also be in-store demos via Boro workshops for consumers to learn how to patch their own clothing. Consumers will also be able to bring their own garments to patch as long as they’re from Uniqlo.

In overview, the marketing timeline will span four months, starting with August to prepare and distribute materials. Social media marketing will begin toward the middle of August to tease the product line. Print media will also be sent to each participating Uniqlo location before the end of the month. Once the product line is launched at the beginning of September, Uniqlo will host Boro workshops in each Uniqlo flagship store every other week for three months: Los Angeles, New York City, Chicago, Seattle, and Philadelphia.

This strategy is appropriate for Mottainai’s target market since it includes 18 to 30-year-old men and women. This demographic is regularly online and intrigued by similar event marketing methods. Those in urban neighborhoods are usually interested in art-related workshops and gaining more knowledge as well. Plus, it would build a better understanding and appreciation of Mottainai’s product line in regard to its history. It will also allow consumers to engage with the clothing and patchwork in a holistic and individualistic manner without appropriation. Letting the consumers patch their own clothing will also create a meaningful experience and bond with the label as they associate the Kanji text of the logo with its true meaning, “Mottainai.”

### Timeline

August 2023	September 2023	October 2023	November 2023
<ul style="list-style-type: none"> <li>Produce branding &amp; marketing</li> <li>Generate content calendar</li> <li>Create an online presence via social media and website</li> <li>Hire Boro instructors</li> <li>Order &amp; distribute Boro workshop materials</li> <li>Tease product line via social media</li> </ul>	<ul style="list-style-type: none"> <li>Launch Mottanai product line via the Uniqlo website</li> <li>Arrange print media and merchandise displays</li> <li>Assemble patch kits for consumers to take home</li> <li>Set up &amp; host biweekly Boro workshops in Uniqlo flagship locations: Los Angeles, New York City, Chicago, Seattle, and Philadelphia</li> </ul>	<ul style="list-style-type: none"> <li>Assemble patch kits for consumers to take home</li> <li>Restock product line &amp; Boro materials as needed</li> <li>Host second round of biweekly Boro workshops in Uniqlo flagship locations</li> </ul>	<ul style="list-style-type: none"> <li>Assemble patch kits for consumers to take home</li> <li>Restock product line &amp; Boro materials as needed</li> <li>Host final round of biweekly Boro workshops in Uniqlo flagship locations</li> </ul>

### Budget

<b>Branding</b> <i>(Photography &amp; videography)</i>	\$20,000	30%
<b>Social Media Marketing</b> <i>(paid promotion, informational &amp; historical content)</i>	\$10,000	15%
<b>Print Marketing</b> <i>(posters &amp; banners)</i>	\$10,000	15%
<b>Event Marketing</b> <i>(boro workshops: materials, labor)</i>	\$25,000	40%
<b>Total</b>	<b>\$65,000</b>	<b>100%</b>