The concept of multi-use clothing, or clothing that can be changed and worn various ways, is making a comeback into the fashion world. This may be because consumer’s wants, needs and lifestyles are changing. One major factor that is shaping this trend is the need for versatility. Let’s face it, people, women especially, love versatility and looking good. Our target consumer is expected to be more of a planned shopper rather than an impulse shopper due to the fact that transforming clothing is a specific item in comparison to non-transforming clothing. Because our target consumer may have specific needs that require transforming clothing (travel, minimal space, etc.) it is likely that our consumers would specifically seek out multi-use clothing and accessories.

**Competitors Include:**
- TravelSmith
- Corsabella
- Etcetera

**Vision Statement:** To live life flexibly, comfortably, and affordably.

**Mission Statement:** Our mission at Vicissitude is to consistently provide comfort and affordability within these variations.

**How does it Work?**

For the Scarves that can turn into a skirt, this works by having a shawl-like scarf that can be used as the neckline and become the waistline for the skirt. For the shirt sleeves that can be transformed into a scarf, this works by being able to wear the shirt without having the arms in the sleeve, but still having them attached to the shirt. Then, these sleeves can be wrapped around the neck to create a scarf. Finally, the multi-style scarf can work by having a long scarf that can be opened up in the center and stretched to create an infinity scarf.

**Brand Concept:**
Our line is called “Vicissitude” with our logo being the symbol for chaos. We wanted the name to engulf the idea of transformation in our line and our logo revolves around the idea of organized chaos. This gives off the image of having many different ways that our merchandise can be worn; however all of these ways are trendy, comfortable, and in style. The transformation feature in our line possesses scarves that have the ability to act as other accessories or garments. These scarves can be worn many different ways and have many purposes. The specific items in our line includes a scarf/shawl that can also be worn as a skirt, a scarf that can be fashioned by the sleeves of a shirt, and a scarf that can be either a wrap-around scarf or an infinity scarf.

**Customer Demographics:**
- Age: 20-35 years
- Income: $10,000-$20,000 annually
- Full Time Students, working mothers
- Living in small places; lack of closet space

**Color Scheme:**

![Vicissitude Color Scheme](image)

**Promotional Budget:**
Our promotional budget is around $15,000 a year due to inter net upkeep and costs associated with it.

50 cents per ad and a few hours (4 hours) a week to upkeep the initial social media advertisements at minimum wage. So that would be $2 a week in addition to the $50

Assuming that we make the advertisements biweekly that would be $228 a month which equals $2,736 a year to pay someone to do the social media accounts and submit advertisements.

The promotional budget if taken for making the advertisements will be about the same as upkeep of social media sites so another $2 a week a year it would be $158 bringing our total so far to $4272.

This leaves us with $10,728.

With this budget we can allocate for fundraisers and other promotional events as well as covering costs for some promotions that we may have.

**3 year timeline:**
1st year: We would start out with $15,000 to cover advertisement costs such as managing social media, online advertisements, and other ways to reach potential customers. With any extra money that we have in our budget after advertisement costs, the next item of importance will be to increase our advertisement to new channels and try to gauge even more interest in our products.

2nd year: Extrapolating the success of the advertisements from the previous year, the budget will either stay the same or rise slightly but more hours for advertisement production will be necessary, as well as an increase in social media so that our social media accounts can be managed and gauge more interest in our products, resulting in more sales.

3rd year: Like Year 2, our company will look at the previous years and future prospects to figure out how much we will spend it will probably continue to remain around $15,000.

**Pricing plan:**
In general the pricing base is $15 but it will go up by $15 depending on the amount of uses and ways you can style the item of clothing according to our designers. We will add an $1 for zippers on the garment.

**Marketing/Distribution:**
- A variety of retail stores across the nation - 45%
- Catalog that consumers can order as well - 20%
- Website that is specifically designed for our product - 35%

*Instagram page*

Our product Vicissitude is an amazing product and we know that it will be a success through the use of multiple channels that will reach out to a wide range of consumers.

**Pricing Table:**

<table>
<thead>
<tr>
<th>Product</th>
<th>Wholesale</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skirt/Poncho</td>
<td>$24</td>
<td>$34.80</td>
</tr>
<tr>
<td>Sleeve/Scarf</td>
<td>$26</td>
<td>$37.70</td>
</tr>
<tr>
<td>Skirt/Crop Top</td>
<td>$27</td>
<td>$39.15</td>
</tr>
</tbody>
</table>

* 20% Markup