Spring Collection

Quality is Key

Our customers value responsible beauty. To ensnue such quality, all of our garments are put to the test. The VOGO lab fabric and garment testing lab is dedicated to the labelling of fabrics.

- Some of the tests Kind Fashion puts to its products are as follow:
  - Physical test: 
    - Abrasion test: 100 abrasion cycles, 25kn dry friction, 500kn wet friction
    - Salt spray test: 1000 hours
    - Sun test: 600 hours in UV chamber
    - Fatigue test: 800 hours in a vacuum chamber
  - Chemical test
    - Test of toxic substances (azo dyes, phthalates, formaldehyde, lead, mercury, antimony, chlorocyclic aromatic hydrocarbons, heavy metals, etc.)
    - Test of natural dyes and colorants, test of colorfastness to light and washing
    - Test of fire resistance, test of resistance to or discoloration of fibers

Competitive Advantage

The competitive advantage of Kind Fashion is the quality of our fabrics, our sustainable practices, and our mission to empower women both in and out of the workplace. The Kind Fashion team does not have to choose between a fashionable wardrobe and ethical fashion. We get both.

Our Logo:

Triple Bottom Line

Our company believes in the triple bottom line - planet, people, profit. It is people first. To reward us and our customers, this mission, our logo demonstrates the triple bottom line mentality. We hope it serves as a beacon for industry standards in sustainable fashion.

Budget

<table>
<thead>
<tr>
<th>Budget category for this collection as follows:</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design &amp; Development</td>
<td>$10K</td>
</tr>
<tr>
<td>Raw Materials</td>
<td>$15K</td>
</tr>
<tr>
<td>Fabric Testing</td>
<td>$10K</td>
</tr>
<tr>
<td>Virtual Pop-Up Installation</td>
<td>$5K</td>
</tr>
<tr>
<td>Paid Social</td>
<td>$3K</td>
</tr>
<tr>
<td>Website Upkeep</td>
<td>$5K</td>
</tr>
<tr>
<td>Blog &amp; Vlog Maintenance</td>
<td>$5K</td>
</tr>
</tbody>
</table>

Merchandising Distribution Channels

Customers can purchase Kind Fashion on the website (Kindfash.com) and on the app (Kindfashion). Kind Fashion will host a virtual pop-up shop installation. GreenOn the COVID-19 landscape, the pop-up launch will be covered through Facebook and Instagram live-streaming. The company website will also feature videos of the pop-up shop as customers can virtually walk through installation. The website will have a “try-on” feature in which customers can safely upload photos of themselves and virtually try on the clothing. This technology creates a 3D image of the customer in Kind Fashion apparel. The clothing virtually 就寝 to the person’s body and provides an accurate representation of the garment’s fit and recommends the best size. Below is the visual merchandising for the virtually held pop-up shop. As you can see, the aesthetic is simple, clean, and classic.

Brand Strategy

Our Colors

- Light sand
- Dark sand
- Medium brown

Our Name

Kind Fashion

Our Fonts

- Arial
- Roboto

Our Taglines

- The kind of fashion you have been waiting for
- Kind to the environment (kind on your skin)

Our Hang Tag

- Kind Fashion
- Color of the day
- Size

Timeline

- January
  - Samples are edited and final samples are sent to ATSC for testing
  - Garments are in production. The pop-up shop is supported by virtual pop-up shop launch on GreenOn
  - Social media campaign for Summer: Women Empowerment Campaign (March 2021)

- February
  - Product launch

- March
  - Social media campaign for Women Empowerment Campaign (March 2021)
  - Virtual pop-up shop launch

- April
  - Social media campaign for Women Empowerment Campaign (April 2021)
  - Mother’s Day promotion launched

- May
  - Social media campaign for Women Empowerment Campaign (May 2021)
  - Mother’s Day promotion

- June
  - Mother’s Day promotion
  - Products are marked down for the back half of June

Marketing Strategy

Marketing Tools

Social Media

- Instagram
- Facebook
- Twitter
- Pinterest
- LinkedIn
- YouTube
- TikTok

Digital Media

- Videos
- Podcasts
- Blogs
- Webinars
- E-newsletters

Blog and Vlog

- Our company website features a blog and video blog (blog platform). When customers subscribe to our website, they will receive weekly blog and vlog updates. The blog will include how-to articles (outfit of the day), style tips, women empowerment articles, and other related lifestyle topics. The blog will also feature interviews of Kind Fashion staff with social media influencers inside the pop-up shop.

- We will create content that is both relevant and credible. Our mission is to empower women to empower other women. We want to help our customers ornament positive self-esteem images and radiate confidence. Our blog/ing will foster an online community that celebrates womenhood.

- The blog/vlog is a sustainable marketing channel that does not require printed ads. The platform can reach a large audience, and our customer can access it wherever he/she lives. There will be a link for the blog on the Facebook, Instagrams, and company website so our customers can easily access it.

- Our email list includes all new subscribers, and we will share exclusive content with them.

- We will use social media influencers to support our blog/vlog.

- Our brand has a strong online presence, and we will use social media to drive traffic to our website.

- We will work with influencers to create content that resonates with our audience.

- We will use social media advertising to reach our target audience.

- We will use social media analytics to track the performance of our content and adjust our strategy accordingly.

- We will use social media to engage with our customers and build a community.

- We will use social media to educate our customers about sustainable fashion.

- We will use social media to promote our sales and discounts.

- We will use social media to promote our new arrivals and collections.

- We will use social media to support our customers and answer their questions.

- We will use social media to promote our events and promotions.

- We will use social media to motivate our customers to purchase our products.

- We will use social media to share our stories and2