Behavioristics

confident, colorful, and cool. At work she is focused, off-the-clock she is free; she is the banker who

dress code. She aspires to look prepared and professional, but wants to do it in a way that is

her hard-earned income in unique, high-quality fashion.

her corporate position. She is between 26 and 86 years old, but acts without regard to these biological

Demographic

fabric and sewing notions. Most of which have never been used, and are in perfectly good condition

Once a woman's at-home hobby, the sentimentality of handmade quilts and

historic and antique textiles through new garments and timeless

sacrifice one for the other. Founded in 2019, Olivine reweaves the story of

investment pieces (Russo, 2019)

Due to

Brass Tacks Pant

Walking high-rise pants, made of vintage denim, silk, rayon, cotton, and polyesters. Available in sizes 0-10. Depending on fabric, priced $120-280

Benditch Blosuse


Eco Skirt


Follow Up Jacket


TLDR; Dress


Olivine Tailored to females and in an inclusive size range.

in a similar market or for the same look have many options to shop in the men's department but few

US-based workshops by employees paid a healthy living wage. The competitive advantage of Olivine

pieces can be easily mixed and matched in a convenient capsule wardrobe. Pieces will all be made in

transition from a sales meeting to a creative meeting, from a photo shoot to a client dinner.

Let's be honest; Olivine is a New York-based brand for leaders and innovators. We

believe that women can be both professional and creative, and should not have
to sacrifice one for the other. Founded in 2019, Olivine renews the story of

Storied textiles in timeless silhouettes.

About

Olivine is a New York-based brand for leaders and innovators. We believe that

in informing design of the old and deadstock textiles into appropriate garments.

This test method describes the physical, chemical, and microscopical techniques for

evaluating the resistance of colors to spot and stain removal procedures used by the dry

cleaner. This test is used in determining quality and durability of dyes and prints of vintage fabrics.

Timeless

Olivine sites are for an “Instagram brand,” because channels opening of our imagery and pieces

through social media (Russo, 2018). “A strong Instagram presence is a crucial component to any

nation’s brand and success without any significant investments of resources, and that influencer marketing

has become one of the most effective methods of building awareness and driving online sales,” (Sidell, 2019).

The change Olivine is promoting will be sustainability. “There are the fact that feeding into this cycle of

me trendy and popular is not a trend for a brand to really align with sustainability,” (Mau, 2018). We

must give our customers different tools to consider each material, and will

encourage the re-wearing and reposting of the same garment.

of styles being trendy and popular on Instagram for a blip doesn’t really align with sustainability,”

fashion brand that aspires to any significant measure of success, and that influencer marketing has

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tracking and evaluating overall performance (Sidell, 2020).

sell. We’ll be partnering with influencers who align with our values to market the garments. We’ll show

influencers who are successful outside the field wearing Olivine at the office and incorporated in

street style.

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reused – will enable fashion companies to adopt more sustainable end-to-end retail models,”

the value chain – how raw materials are sourced to how textiles are manufactured, shipped and

retailers become a buzzword. Influencers are becoming the new fashion leaders.

Marketing Strategy

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One woman’s at-home hobby, the sentimentality of handmade quilts and

historic and antique textiles through new garments and timeless

Sustainability

Let’s be honest; the most sustainable fashion collection to launch right now is none. There are

plenty of choices. But it is on us to do better. We never revisit our brand again. The

overshielding amount of textile waste bundling in a earth is a problem that needs solving before we

produce any new garments. This is to say, it is imperative and we feel obligated to this to stop right textile

fabrication. We want you to be part of the solution and not the problem when it comes to how we

make our clothes.

Education and empowered, she struggles to dress every day for an office with a rigid

uniform in unique, high-quality fashion.

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Target Market

Demographic The Olivine shopper chooses to stand out among many suits and simple carriages in her

wardrobe. She is between 35 and 50 years old, but acts without regard to biological

numbers as she feels agiler. She makes between $60,000 and $100,000 a year, and chooses to invest

her hard-earned income in unique, high-quality fashion.

Psychographic Educated and empowered, she struggles to dress every day for an office with a rigid

uniform in unique, high-quality fashion.