

# THE METRO

the new masculinity

me-tro  
/mə'tro/

1. a major city or a **metropolitan** region,
2. a **subway** system in a city,
3. or an abbreviation of the word **metrosexual**



## our target market

**Meet Andy**; he encompasses our target market. Andy is a **26 year old single, Caucasian male**, who lives in a one bedroom studio apartment **in a big urban city**. He makes approximately \$75,000 annually, working for a ride sharing company that competes with Uber and Lime.

His work drive stems from his strong belief in **solving the negative consequences of daily human routine**, especially the abundant usage of carbon emissions. Apart from his career, Andy enjoys waking up early to get in a hot pilates workout. He prefers to cook his own meals, while **watching Shark Tank on Hulu**.

Andy has a strong sense fashion sense and appreciates **quality over quantity**; he will not spend money on unsustainable or unethically produced garments, making him **brand loyal**.

### demographics

male in mid 20s to mid 30s; from any racial background; single and searching; average salary of \$65,000; lives in big city; works in a business casual to business formal environment; takes public transits

### psychographics

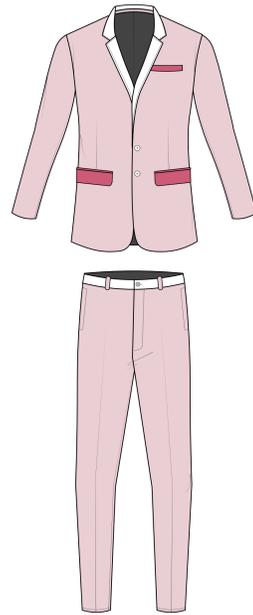
self identifies as the "new metrosexual"; into self-care and grooming; tech literate; career-oriented and ambitious; likes to stay fit and eat healthy; always on the go; loves film photography and drip coffee

### behavioristics

cares about the environmental impact of his shopping habits; brand loyal; likes to online shop; sensitive to customer reviews; believes change starts with individuals

### the benjamin

- suit jacket: \$329.99
- suit pants: \$169.99
- 90% cotton; 10% flax
- colorfastness; dry clean only
- business formal



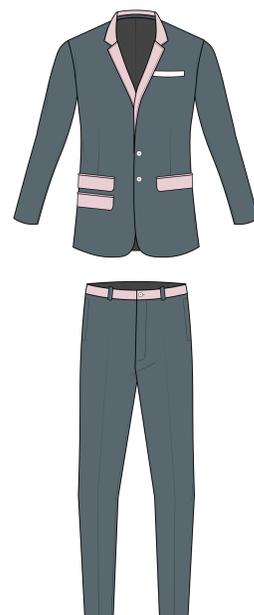
### the lucien

- suit jacket: \$319.99
- suit pants: \$159.99
- 100% cotton
- colorfastness; dry clean only
- business formal



### the jean-pierre

- suit jacket: \$359.99
- suit pants: \$185.99
- 80% cotton; 20% wool
- colorfastness; dry clean only
- business formal



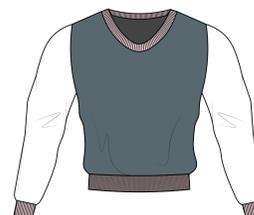
- v-neck sweater vest: \$129.99
- 85% cotton; 15% flax
- colorfastness; machine washable
- business casual



- dress shirt: \$89.99
- 100% cotton
- colorfastness; wrinkle recovery; machine washable
- business casual or formal



- crewneck sweater: \$199.99
- 80% cotton; 20% cashmere
- colorfastness; machine washable
- business casual



## timeless style

**THE METRO's** FW 20/21 line consists of 1 suit jacket in 3 variations, 1 suit pant in 3 variations, 1 sweater in 2 variations, and 1 shirt. All pieces are **eyecatching, but appropriate for any business function**. You can **mix and match** our pieces to **create different silhouettes**, such as layering the benjamin v-neck sweater vest over the lucien dress shirt or pairing the jeani-pierre crewneck sweater with the benjamin dress pants.

**Combined with our AATCC testings, this interchangeability is precisely the reason why our garments are timeless.** They can be paired with any pre-existing neutrals, such as **THE METRO's BASICS** collection, for a fresh look, or be matched together for a bold statement at the office.

## distribution channel

**Our main form of distribution will be through an online store and popup stores.** Moreover, we have opted to not open a permanent brick-and-mortar store because:

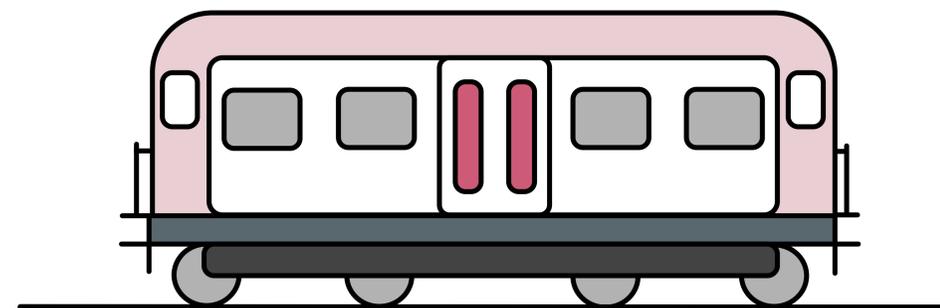
- we can use the extra cash from **not paying high rent** and convert it into a greater marketing budget and support **more frequent popup stores**
- our target market is tech savvy and enjoys online shopping; if a physical establishment is needed, our many pop up stores can serve these needs
- when shipping our products, we will also mitigate environmental costs by using only **biodegradable packaging**; no plastic!

## marketing strategy

We value our customer's time, as they are likely to always be on the go. Thus, we can spend more time marketing on our social media and digital platforms to constantly engage our consumers. However, not all shopping experiences can be substituted digitally; therefore, **we plan on using popup stores** to substitute any experiences that cannot be recreated on a digital platform, such as fittings and touching the fabrics of the garment. For our store itself, **we will use repurposed boxcars and old subway cars as the physical storefront**, in order to consolidate our brand name as **THE METRO**. These popup stores will be hosted everywhere, from airports to shopping malls. Two places we will make reoccurring appearances include the Highline—a former **New York Central Railroad**—in NYC and the Underline in Miami. We will also be handing out free reusable tote bags and water bottles, and use popup venues for consumers to drop off their worn cotton clothes.

Marketing Budget: \$70,000 annually  
Social Media Marketing—Instagram, Twitter, Facebook: 30%  
Influencers—Dre Drexler, Jair Woo, Stevie Salle: 15%  
Digital/Physical Prints—Very Good Light, GQ: 10%  
Popup Stores—Highline, Venue Booking: 45%

	april	may	june	july	august	september
design development						
color, material, fit selection						
color, material, fit approval						
line edit						
assortment planning & book venues						
purchase orders for popup						
production & social media marketing						
launch pop-up						



## sustainability

**THE METRO** pledges to prioritize the use of cotton in our garment, reduce the use of PET, and guarantees that **all garments will be made of 80% cotton**. In addition, we source all of our **cotton from the United States**, and it can be traced from field to mill to store. Thus, our products are biodegradable friendly and ethically sourced. And as a consumer, you can trust that your dollars are going towards a sustainable—and fashionable—cause.

**Moreover**, in an effort to close the gap in the apparel lifecycle, **THE METRO** is participating in a new recycling initiative that will **repurpose your clothes back into recycled cotton fibers**, instead of tossing them back into the landfill. All you have to do is bring your worn cotton clothes back to one of our pop-ups, and in return, **we will give you store credit**; that way, you can go back and buy more of the things you love and save the planet!

## quality

Using **AATCC tests**, we can verify our claims that our pieces will withstand the test of time.

### AATCC TM61:

- to evaluate the colorfastness of textiles which are expected to withstand frequent laundering
- we used this test to verify that our sweaters and shirt will resist losing color from wash

### AATCC TM66:

- to determine the wrinkle recovery of woven fabrics
- we used this test to verify that our shirt is wrinkle resistant

### AATCC TM132:

- to determine the colorfastness of all textiles to all kinds of dry cleaning
- we used this test to verify that our suit jackets and pants will resist losing color from dry cleaning

### AATCC TM135, AATCC TM150:

- to determine the dimensional changes of fabrics/garments when subjected to home laundering
- we used this test to verify that our sweaters and shirt can be machine washed

### AATCC TM158:

- to determine the dimensional changes of fabrics/garments when subjected to dry cleaning
- we used this test to verify that our suit jackets and pants can be dry cleaned

## swot analysis

	strengths	weaknesses	opportunities	threats
<b>EXPRESS</b>	<ul style="list-style-type: none"> <li>- cheaper price point / more affordable goods for mass market</li> <li>- trendy and fast fashion retailer</li> <li>- style trial rental program</li> </ul>	<ul style="list-style-type: none"> <li>- fast fashion goods mean quantity over quality</li> <li>- no sustainability factor</li> <li>- not as high quality</li> </ul>	<ul style="list-style-type: none"> <li>- the metro targets a narrow consumer market</li> <li>- positions at a higher price point</li> <li>- 100% sustainable cotton</li> <li>- catered towards those who are conscious about sustainability</li> <li>- timeless pieces</li> </ul>	
<b>BANANA REPUBLIC</b>	<ul style="list-style-type: none"> <li>- higher quality retailer that has a presence in mass market</li> <li>- is backed by larger corporation</li> <li>- staple brand with immediate recognition</li> </ul>	<ul style="list-style-type: none"> <li>- has declined in sales and popularity than before</li> <li>- lost touch with consumers / generic brand</li> </ul>		<ul style="list-style-type: none"> <li>- is a small business</li> <li>- cannot keep up with demands of fast fashion</li> <li>- not backed by a corporation</li> <li>- economic recessions</li> </ul>

## competitive advantage

**Our competitive advantage**, can be derived from our unique approach to timeless workwear. We will utilize interesting popup locations, engage actively with our consumers, and focus heavily on our sustainability efforts. We will allow drop offs of worn cotton garments/textiles in exchange for store credit at popup stores.