

CUSTOMER INSIGHT

This brand is targeted towards the millennial working women, in addition to ushering in the oldest generation in Gen Z. This woman lives an active, dynamic lifestyle even in the midst of the global pandemic. She is very passionate and hard working in her career. She currently works a hybrid schedule where she is virtual for part of the week. Despite the world slowly re-opening, this woman continues to live a fast-paced lifestyle. This is done through safe travel, taking on new business opportunities and dedicating time to her physical and mental health. Her values in progressive yet simple living has led her to dedicating herself to integrating ethical products and habits into her lifestyle. In addition to her full time career, she also has a side hustle of being a brand ambassador for a local ethical brand. This has led her to having a large social media presence. With so much of her time dedicated to social media and tele-work, she is very well-versed on digital advancements and trends.

Generation/Age: Millennials and ushering in the oldest Gen-Zers
1980-2000

Attitudes & Values: Conscious, progressive, independent, freedom, experimental

Lifestyle: Hybrid working style, spending time with friends, travel, social media user, creative side job (brand ambassador), eating clean

Challenges: Addiction to cheap goods, homebody due to pandemic, poor self-image/mental health

Consumer Behavior: Frequent shopper, research in to new brands and trends, online shopper, utilizes new technology, self-educating and slowly integrating sustainable and ethical products



FABRICATE

plentiful pieces

MISSION STATEMENT
Transforming waste into high quality, stylish and sustainable women's workwear

VISION STATEMENT
Inspired by the 1940s woman's wardrobe, initiative and innovation into 21st century women's workwear

FASHIONABLE WITH UTILITARIAN A-PEEL

THE PLENTIFUL PIECES COLLECTION



KEY COLORS



1940s BUSINESS ANALYSIS

DEFINING THE LINE

The 1940s are the inspiration for this line. Specifically, the inspiration stems from the decade's emphasis on the preservation of materials due to the serious tone of wartime, alongside the strength of the working woman. The zeitgeist of this era equally highlights resourcefulness and imagination. Elements I am pulling from this decade includes the muted natural tones used in textiles, and a defined hourglass figure that is seamlessly designed into a versatile and stylish women's work wear. I want to exhibit how through limited and unconventional materials, one can still create a feminine look that can be worn in the office, commuting to work or sitting in on a Zoom meeting.

DESCRIBING THE LINE

This line is unique as it uses only byproducts of organic fruits. This complete line does not use any synthetic materials or dyes that are harmful to the environment that the majority of the fashion industry has been using for decades. In addition to it being "organic" wear that is stylish and feminine, it is durable and versatile that can be worn from day to night in a variety of professions. The complete product line's ability to be worn all day and make the wearer feel comfortable, mobile and confident and able to be thrown in the wash at the end of the day makes everyone of these pieces a staple in every working women's closet. Each woman who purchases this product is contributing to the greater cause of sustainable fibers while gaining an item that is flattering and will be in their closet forever.

S - Sustainable/ethical
- Few players in market
- Unique way of communicating product to consumer



W - Consumer education will need to be furthered
- Development of brand recognition/trust
- MOQ pricing

O - Younger target market who can grow with the brand
- Experiential shopping
- Optimizing mobile app as the prime place consumers go for news and education about this industry

T - Fast fashion retailers with sustainable lines (H&M Conscious and Zara PU Leather)
- Large high-end sustainable retailers with strong brand recognition (Everlane and Reformation)

PRICING

	Cost Per Yard Per Garment	Yards Per Garment	Material Cost	Trims	Labor	Transport & Commission Fees	Import Duty Free	Total LDP - Landing Cost	Mark up	Retail Price
Dress	\$3.72	3	\$11.15	\$2.16	\$9.00	\$0.81	\$1.38	\$24.50	65%	\$70.00
Jumpsuit	\$3.98	4	\$15.93	\$3.08	\$12.86	\$1.16	\$1.97	\$105.00	65%	\$174.00
Blouse	\$2.49	2	\$4.98	\$2.16	\$9.00	\$0.81	\$1.38	\$18.33	65%	\$52.00
Shirt	\$3.72	3	\$11.15	\$2.16	\$9.00	\$0.81	\$1.38	\$24.50	65%	\$70.00

DEFINING THE LINE

- AATCC TM61 Colorfastness to Laundering: Accelerated** - This line uses 100% organic avocado pit dye. Natural dyes typically do not hold as well as a synthetic dye. With this line, I would like the development of these fruit based dyes to last incredibly long regardless of how many times it is washed. In addition, this line is targeted for women who live an active lifestyle and need to be able to throw this garment in the wash without giving it a second thought.
- AATCC TM15 Colorfastness to Perspiration:** With these garments still being aimed to be used as work wear as it was in the 40s, the woman wearing it should be able to perspire without any of the natural dyes used to bleed, fade or dye her skin.
- AATCC TM30 Antifungal Activity, Assessment on Textile Materials: Mildew and Rot Resistance of Textile Materials** - With these garments being made out of organic material, it is vital to prove how long they last without growing mold as they would in their original state. I feel this test would be particularly helpful for those who are new to sustainable wear and may not know the durability of these fibers.

SWOT ANALYSIS

FOR COMPETITORS

SWOT

- Universally sustainable brand and progressing everyday
- No use of virgin plastic in supply chain by 2021
- Closed-loop products like the "Forever Sneaker"
- Dependent on international fiber/fabric suppliers
- No development of their own patent fiber/textile
- Collaboration with companies who create new/unconventional fibers
- Prime location for consumer education in this industry
- Product line expansion
- High price range
- Difficult recognition of brand by someone who simply wears it on the street
- International factories/suppliers shut down can destroy entire supply chain of company



SWOT

- Sustainable apparel (recycled, dead stock and eco-fabrics)
- Honed in target market
- Strong online and brick and mortar
- Expensive day wear
- Limited sizing
- Noninclusive brand image
- In-store experience
- Integration of tech in their shopping experience
- Stronger interaction with consumers
- Less expensive sustainable apparel companies
- Fast fashion companies copying their designs



BUSINESS ANALYSIS

SUSTAINABLE FASHION

FRUIT BYPRODUCT BASED FIBERS AND DYES

Orange Fiber: Derived from the orange peel, this material can be shredded into filaments and re-woven into textile to make a silk supplement

Apple Skins: The skin of an apple can be shredded into filaments and re-woven into textile to make a leather supplement. In Fabricate's version of apple textiles, the final product will be a very lightweight leather substitute

Avocado Pit: The pit of an avocado can be soaked in warm water to make organic dyes. The avocado pit can make a wide variety of colors ranging from dark browns to hot pinks.

A STEP AWAY FROM SYNTHETICS

- Nylon was the evolved synthetic after Rayon from the 30s
- Synthetics are known for the use of harsh chemicals that are released in the environment
- The Fruity Fibers in the line, when broken down, will have nutrients that add back into the environment and use zero toxins in production.

UNIQUE FEATURES TO THE LINE

Textiles and garments are made out fruit. This attention grabbing element then opens up to the bigger picture behind the brand which is sustainable clothing made from natural materials that are typically discarded

- Orange Fiber:** made from citrus juice byproduct. Makes citrus cellulose yarn, can be used to make 100% citrus and biodegradable product
 - Soft, silky and lightweight
- Apple Skin:** makes vegan leather, cellulose-based material, 50% recycled apple fiber and 50% polyurethane, reduces waste in apple industry
 - Can feature a variety of textures, thicknesses embossing and laser prints
 - It can easily be produced on demand and easily personalized.
- Avocado Pit (Dye):** tannin in the seed that acts as a mordant that binds wonderfully to natural fibers

MARKETING CAMPAIGN

"FASHION A-PEEL"

SUSTAINABLE FASHION BORN OF THE EARTH

Instagram, TikTok, Facebook and Twitter

Social media acting as an initial strategy, will satisfy the millennial because that is where they are doing all of their brand research and spending a lot of their leisure and work time. With the majority of this generation online for work, communication through social media and email will get to them instantaneously. This will expand into a website and mobile app launch a few days later.

The virtual store launch is additionally appropriate for this market because it satisfies the millennial's desire for a digital event and transparency that is still COVID-19 safe. Successful brands that have demonstrated transparency towards their supply chain have been very successful in engaging the millennial consumer. This brings that to an entirely new level. Fabricate demonstrates transparency by having our manufacturing and development processes represented in store, on our social media, website and mobile app.

April 1st, 2021
Social Media Press Release

April 10th, 2021
Email Marketing

April 15th, 2021
Mobile App Launch

May 1st, 2021
Virtual Store Launch

Customer's Introduction to Fabricate Brand

Education On Fruit Byproduct Apparel

Website Visits to Key Item Products

Sneak Peek to Brooklyn Brick and Mortar and Introduction to Fabricate Team

MOBILE APP

Customer Education

Fruits featured on the app will be ones used in the products. Each fruit tab will provide information on sourcing, development and overall "Fabulous Fruity Facts" about the fruit and what they can do.



- Online Shop
- Rewards & Discounts: As you shop more, points or added to member's account to work up towards a 20% off discount

Making Our Customer's Day More Fruitful

- Blog/Newsletter/Podcast
 - THE PEEL: "The Peel" will be the app's blog discussing company news, industry updates and interviews from a wide variety of professionals in the sustainable fashion and fruit industry.



DISTRIBUTION STRATEGY

Omnichannel

Brooklyn Brick-and-Mortar

This location was chosen because Brooklyn has the greatest population of millennials in the country. In addition, New York tends to have a large population of people who are progressive in living and in consumption, as well as a higher average income where they can afford higher-end pieces.

Wholesale

- Nordstrom
 - Launch into 15 stores in metropolitan regions in the U.S. that have a large population of our millennial consumer such as Los Angeles, San Francisco Philadelphia, Austin, Seattle and Boston
- Net-A-Porter
 - Fabricate's line would particularly be a part of the NET SUSTAIN curated offering. Every product in the NET SUSTAIN edit is selected to ensure that it meets at least one of their eight key attributes. These attributes take into account human, animal and environmental welfare and align with the fashion and beauty industries' internationally recognized best practices.

E-Commerce

- Mobile app and official company website (online retailer)

Brooklyn Store Layout

