Product Claim
The fabrics of the garments within the line are chosen to meet expectations of a traveler. This would include appearance retention, odor resistance, and antibacterial qualities. With these designed traits, the garments are made to be worn during movement and heat, and be exposed to bacteria that are present when traveling. In order to ensure that the claims are met, AATCC test methods are used on the fabrics for each quality.

Antibacterial Properties
Odor control only requires keeping microbes at a certain level rather than preventing mold or fungus as well as odor lengths the life of a garment, an important factor of sustainability. Laundering the clothes less and at a lower temperature also is beneficial to the environment. Antibiotics must be approved by the Environmental Protection Agency.Nano silver would be the antibacterial chosen for this line, as it provides odor control, conserves resources, and has better binding properties.

AATCC Testing Methods
TM11: Reduction of Odor on Antibacterial-Treated Textiles
This test would determine the effectiveness of antibacterial treatment in relation to odor. Because travelling usually involves a lot of movement, and possibly heat, in addition to limited access to laundry, odor resistance is an important property of the textile used for the line.

TM12-TM12e: Wrinkle Recovery of Fabrics: Appearance Method
This test method tests the rigidity of a fabric, or how easily it wrinkles. Wrinkles concern while traveling as clothes are packed in a suitcase. Using fabric that is resistant to wrinkling would maintain the appearance of the garment through travelling.

TM100-TM1000: Test Method for Antibacterial Finished Textile Materials: Assess this test would provide a measure for the antibacterial quality of the textile. Reducing of antibacterial activity is important for travelers as the garment is exposed to airports and public places.

AATCC Membership
AATCC members receive access to resources provided by the organization including events, online learning, and connections within the industry. The organization is also involved in partnerships, one being with Rent the Runway. A virtual event held by AATCC and Rent the Runway highlighted the size of the market, pointing out that there are 1 billion people in the world that have a disability. Realizing the issues of dressing with a disability pushes for greater awareness and research for the industry. Research is crucial to sustainable fashion’s inclusiveness and gain

Distribution Channel: Target
Target attracts the target customer that is identified for this line. The average customer is a millennial suburban woman with a household income of around $80,000. Customer loyalty to the company is higher than average and comprises 4% of the typical shopper’s spending. Those who shop at Target generally are looking in many categories including apparel, cosmetics, groceries, and more, and are looking for an ideal location for banking needs at one store. Target is branded as convenient, and Plane to Paradise would encapsulate the multifaceted nature of the store. The apparel sold at Target is comprised of different brands and inclusive sizing, which would make this line easy to integrate into their selection as a new label. The company has been making more sustainable efforts in their operations and packaging, and have stated a zero-waste goal for 2020, so the strategies will focus on in-store marketing or advertising that brings consumers in store (Smith, 2022).

Marketing
Influencer Marketing
Roundel offers influencer marketing as one of their available strategies. They are partnered with LTK, the largest influencer network in the world. Those chosen to advertise the line are relevant to the target consumer by aligning with the line’s purpose and features. The posts will be on Instagram and TikTok. On TikTok, the influencer will display the garment’s virality, specifically when travelling, while nutrient to describe the features of the line. On Instagram, the influencer will be pictured with the garment and a white background of preferably traveling, and encourage consumers to find this line in the Target stores. The goal is to push consumer to stores as the majority of sales occur there. In order to do so, the influencers will express the exclusivity of the line and encourage shoppers to visit Target to find the garments.

Event Marketing
To create even more exclusivity and incentive to shop in store, a reusable shopping bag for reducing the use of plastic bags will be available in limited quantity. The bag includes a special Target symbol and the Plane to Paradise logo on the side. The bag will be available for purchase on Earth Day and will be given out for free to the first 50 that purchase garments from the line on the first day of participating stores at Earth Day. Customers can use the line’s release, so customers will have exposure to the brand before the launch. This promotion will increase exclusiveness and anticipation for the line.

Timeline
April 15th
Announce the new brand on Target’s social media. Plane to Paradise is shown as a brand on the online website with previous to garments and information about the features and sustainable efforts.
April 19th
Emails are sent out with information about the features of the line. The Earth Day bag availability will be announced.
April 21-20th
Influencers receive specialized packages with the garments for promotion.
April 22nd
Exclusive reusable shopping tote bags with a special Target logo and Plane to Paradise logo are available for purchase as an effort for Earth Day.
May 1st
Plane to Paradise is available online and in stores. The final event related to Earth Day at participating stores will receive the specialty shopping bag free. (Remaining stock for sale afterwards)

SWOT Analysis: Eileen Fisher & Athleta
SWOT Analysis is an acronym that already have focus in travel. Just few companies that have already have focus in travel.

Strengths
- High price points
- Limited product assortment
- Smaller consumer base
- Limited accessibility
- Limited consumer awareness

Weaknesses
- Low awareness
- High price points
- Limited product assortment
- Smaller consumer base
- Limited accessibility
- Limited consumer awareness

Opportunities
- In a leader in sustainable fashion
- High price points

Threats
- Not transparent about production
- Limited accessibility
- Limited awareness

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