Why First Class?
At First Class we want your experience to be the best that it can be. We believe that food, comfort, and convenience should be a part of your travel experience. Our goal is to provide you with a comfortable and enjoyable experience that will make your trip as smooth and pleasant as possible.

First Class is committed to bringing a luxury and professional wardrobe to businesswomen around the world. First Class was designed in response to the "Top to Global Consumer Trends of 2023," specifically, "Workplaces in New Spaces" as well as the overarching trend to travel in new ways.

First Class offers a variety of products that can be worn either on a long flight or a busy day in the city. Our clothing is designed to be comfortable and stylish, with attention to detail and quality materials.

First Class is dedicated to providing a personalized experience for each customer, ensuring that they feel valued and respected. Our team is trained to offer excellent service and to help customers with any questions they may have.

Competitive Advantage
First Class is committed to offering a high-quality and professional wardrobe for businesswomen. We believe that the quality of our products, as well as our commitment to customer service, sets us apart from our competitors.

First Class offers a wide selection of products, including dresses, blazers, and skirts, that can be worn both in the office and on the go. Our clothing is designed to be flexible and comfortable, with attention to detail and quality materials.

First Class is dedicated to sustainability and the environment. We use environmentally friendly materials and processes to make our products. Our mission is to reduce our impact on the environment and to help protect it for future generations.

Strengths
- High-quality fabrics
- Comfortable and stylish clothing
- Commitment to sustainability

Weaknesses
- Limited availability of products
- Higher prices compared to other brands

Moments that matter:
- First Class has a custom-made fitness program for each customer, tailored to their specific needs and preferences.
- First Class also offers a personal shopping service, allowing customers to consult with a stylist and select the perfect outfit for their trip.
- First Class is committed to providing the best possible service to all of its customers, regardless of their background or socioeconomic status.

Materials
First Class was designed with the intention of creating a line for the modern day businesswoman. A line ensuring a comfortable, fabulous and professional look whilst abroad on business trips. This assortment is catered towards warmer destinations by prioritizing product, odor-resistance, a lightweight feel, and versatility. First class understands the importance of environmental sustainability within an industry with a history of environmental neglect (especially through production).

First Class is therefore making numerous efforts in being a part of the change within the fashion industry. Our efforts include incorporating recycled materials, sustainable manufacturing, and utilizing odor-control properties within our products. First Class uses circular fibers, rayon, elastane-p, recycled anti-odor polyester coffee fibers (S.Café®), and wool with RecoveryFil™.

All materials were carefully chosen in order to provide the highest quality products and carry out the business’s mission of being environmentally sustainable. First Class uses dye methods that are environmentally conscious. Garments will be colored using either waterless piece dye or solution dye. Both of these processes use either minimal or no water and ensure longevity of colored garments.

Marketing & Distribution
First Class has a tri-fold marketing mission including marketing distribution through our website, pop-up booths, and product promotion by popular travel influencers. Our website directs you to three options. The first option is a buying tab where you are able to purchase the latest and greatest pieces from our brand. A second tab is where you are able to track the location of our nationwide pop-up stands. Lastly, a tab that links you to our handpicked influencers including recent reviews and promotions codes to give away.

All first class marketing including the website and pop-ups will be sleek with a color-scheme of silvers, grays, and blues with hints of pink.

First Class aims to be easily accessible for your last minute business trip. The First Class website offers a standard buying experience as well as a rental service. Customers can rent a package of hand-picked items through First Class for a standard one-time fee. Once the customer has used their items they can choose to purchase them for a discounted price or ship them back to our distribution center at the end of the 30 rental period. Along with convenience, First Class makes sustainability a priority and is committed to circular fashion through our rental service.

Marketing Budget
($65,000)

Advertising: Digital advertising and social media influencers 15% ($9,750)
Marketing Collateral: Pop-up events, spot reservations, discounts and promotions 27% ($17,550)
Production Costs: Pop-up equipment costs, staff, photography and modeling 27% ($17,550)
Technology Costs: Website building and maintenance, creation of new media 23% ($15,350)

Target Market
Demographics: Our Target Market is a 25-35 year-old accomplished businesswoman. Her job overseeing a manufacturing division of a major retailer makes her a comfortably salaried $75,000-$100,000 a year. She lives in New York City and looks forward to her frequent international work trips to Southeast Asia.

Psychographics: Not only is she professional and work-committed but she also remains fashion-forward and trendy. She enjoys traveling for work and learning about the local cultures of her destinations. It’s important for her clothes not only to be business professional on these trips but also to be adaptable to warmer climates and activities in her free time.

Behavioristics: Being newer to the professional world, our target market is price-conscious but willing to splurge on “must-haves” of fashion forward/trendy pieces. She strives to be a more conscious shopper, however, when a work trip arises she tends to be more of an impulse shopper. Lastly, she would like to be brand-loyal but isn’t due to feeling like she has a lack of options.