

## Why First Class?

At First Class we want you to be “boundless.” Stressing about packing for an upcoming work trip should be the last of your worries and with First Class we aim to ease that stress. First Class is designed to be a comfortable and convenient solution when a business trip pops up. We have designed First Class with the end user in mind including all her “must-haves” of comfort, breathability, wrinkle-resistance, and most importantly a fashionable yet professional option. First Class’ business strategy allows customers to rent instead of buy to accommodate a last minute or infrequent work trip. First Class will also be in accessible locations such as pop-ups in local Nordstroms and even pop-ups in major international airports located around the United States. As the world continues to return to normal, why should you? Move forward in fashion with First Class and be comfortable doing it!

## Competitive Advantage

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 10 Global Consumer Trends of 2021” specifically, “Workplaces in New Spaces” as well as the overarching return to travel in our world.<sup>1</sup> With the recent spike in travel, First Class has been specifically created for business-related trips to warm and humid environments. Our line is unique in the way that we have used breathable, moisture-wicking, and wrinkle-resistant fabric to keep a businesswoman cool and comfortable during the work day. To target our niche market, we chose to make all our items adjustable in their own ways to provide maximum comfort. For example, buttons will be included inside the pants and skirt waistbands to allow for ease. The skirt has buttons at the bottom to allow for more walking ease and breathability when outside the office. And, the blouse has a neck tie that can be undone and worn either as a scarf or loose. First Class is dedicated to sustainability and has chosen cutting edge fibers as well as environmentally friendly dye systems to ensure we do our part in making the garment industry more sustainable. Additionally, our classic silhouettes will never go out of style, reducing the unsustainable desire to constantly buy new products. First Class fills the gap in the women’s professional wear market where breathable, odor-control, and wrinkle-resistant options are not prevalent.

<sup>1</sup> Westbrook, Gina and Allison Angus. “Top 10 Global Consumer Trends 2021.” *Euromonitor International*, January 2021.

# First Class

“boundless...”

First Class is a women’s professional clothing brand designed in consideration of warm weather for ambitious businesswomen.



## 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 comfortable salary of \$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 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 to not only be business professional on these trips but also 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 “investment pieces” or 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.

## 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 promotion 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 day 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)	
<b>Advertising:</b> Digital advertising and social media influencers	35%, \$22,750
<b>Marketing Collateral:</b> Pop-up events, spot reservations, discounts and promotion codes	27%, \$17,550
<b>Production Costs:</b> Pop-up equipment costs, staff, photography and modeling	34%, \$22,100
<b>Technology Costs:</b> Website building and maintenance, creation of new media	4%, \$2,600

<p><b>January</b></p> <p><b>Jan 10th:</b> Select established influencers for the brand. Desired influencers include Xenia Adonts, Victoria Beckham, and Lauren Bullen.</p> <p><b>Jan. 30th:</b> Website goes live with limited stock to purchase. Large push in advertising from First Class directly</p>	<p><b>March</b></p> <p><b>March 1st:</b> Advertising and an online push for rental packages is sent out.</p> <p><b>March 1st-10th:</b> Free shipping is offered to consumers or back to the brand for those who have rented.</p>
<p><b>February</b></p> <p><b>Feb. 2nd:</b> Selected influencers will have a time frame to complete their first posts and reviews.</p> <p><b>Feb. 15th:</b> Pop-up launches in Chicago, New York, Los Angeles and Seattle Nordstroms.</p> <p><b>Feb. 20th:</b> Full collection launches online with additional promotional codes. Rental service goes live.</p>	<p><b>April</b></p> <p><b>April 1st:</b> Flash sales will occur in-person through pop-ups at select airport locations.</p>

### Strengths

- Many quality fabrics are represented across all clothing groups. Examples include 100% silk, Virgin Wool, and Ramie
- Good representation of color. Many neutrals are shown throughout all clothing categories
- Many adjustable waist options and adjustable tops
- Overall versatility in the styles and colors offered for the different product categories

### Weaknesses

- Lack of professional clothing options specifically regarding skirts, tops, and dresses
- Large assortment of thick and non-breathable fabric, including silk, wool pants, and blazers
- Non-machine washable options as well as a high risk for wrinkling

- Offers specialty fabrics designed for comfort and practicality
- Durability was emphasized through the machine-washability of items
- Overall versatility in the styles and colors offered for the different product categories

- Majority of the products were lined – deducting from breathability
- Lack of emphasis on sustainability
- Factors such as wrinkle-resistance and odor-resistance weren’t very prevalent

### Opportunities

- Composed of all breathable, wrinkle-resistant and odor-resistant fabrics to ensure comfort in a warm and professional environment
- Adjustable components on every item to adjust to changing body types throughout the day

### Threat

- Many other women’s professional lines have a larger assortment and depth of products that can be interchangeable
- First Class only caters to warmer climates

## boundless...

First Class embraces the adventure and passion of the modern day businesswoman who forges her own path and successful career. The materials we use in first class help create a very lightweight and breathable fit that allows for ultimate comfort while traveling. Our product attributes are especially important in warmer climates where breathability is crucial. First Class provides appropriate and stylish wear for both professional and personal endeavors.

For our educational component, our group attended a virtual meeting with Manisha Patel of AATCC on April 11th, 2022. During the meeting, we were educated on various AATCC membership benefits including (but not limited to) industry connections, a textile database, mentorship programs and various scholarships and grants. AATCC also provides a place to upload resumes as well as apply for jobs and internships through their website and with trusted professionals.

## AATCC Test Methods

“AATCC TM211-2021, Test Method for the Reduction of Bacterial Odor on Antibacterial-Treated Textiles” : Because first class is a travel-wear line specifically designed for warmer climates, odor-control is a product attribute of the utmost importance. Not only will odor-control contribute to both social and physical comfort, it will also contribute to the sustainability of our line as the product won’t necessarily need to be washed after every use.

“AATCC TM 195, Liquid Moisture Management Properties of Textile Fabrics”: A blazer is a staple of a business professional wardrobe but isn’t necessarily associated with a warmer climate. Our product line claims that every product will be breathable. This test method ensures that even in a warmer climate the “Moisture Management” of our blazer will allow for comfortability.

“AATCC TM128, Wrinkle Recovery of Woven Fabrics: Appearance Method”: Wrinkle-resistance is an especially important attribute of our line because the garments will need to be packed into a suitcase and then ready to go into a business meeting – wrinkle-free! By testing the wrinkle recovery we are able to actively ensure this attribute to our customers.

“AATCC TM93, Abrasion Resistance of Fabrics: Accelerator”: We decided that durability was a key factor of our travel line. Traveling tends to put extra stress on clothes due to long days and activities and the garments will likely be worn more than once per trip. By choosing this test method and ensuring the durability of our product, we are able to again reinforce the sustainability of our line through each product’s longevity.

## Materials

First Class was designed with the intention of creating and curating a line for zealous businesswomen. A line ensuring a comfortable, playful and professional look while abroad on business trips. This assortment is catered towards warmer destinations by prioritizing breathability, 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 circulose fibers, rayon, elasterell-p, recycled anti-odor polyester coffee fibers (S.Café®) and lyocell with RecoveryFil™.<sup>2</sup> 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.

<sup>2</sup> S.Café. “Singtex, 17 Aug. 2021, <https://www.singtex.com/fabric/s-cafe/>. Accessed 13 April 2022.