La Myrtille is a sustainable clothing brand that aims to design versatile, fashionable pieces for the everyday casual gardener who knows dressing well is the first step in taking care of their garden and the environment. La Myrtille focuses on creating timeless, high-quality garments made from natural fibers such as linen, cotton, bamboo, and wool. The brand operates solely using an e-commerce website except for special pop-up events every year.

**About**

La Myrtille is a sustainable clothing brand that aims to design versatile, fashionable pieces for the everyday casual gardener who knows dressing well is the first step in taking care of their garden and the environment. La Myrtille focuses on creating timeless, high-quality garments made from natural fibers such as linen, cotton, bamboo, and wool. The brand operates solely using an e-commerce website except for special pop-up events every year.

**Branding**

- **Color Story**
  - Products: Linen, Organic Cotton
  - Color Themes: Earthy, Neutral

**Product Claims**

- Compostable
- Breathable
- Moisture-Wicking
- Cooling
- Abrasion Resistant

**Competitive Advantage**

Approximately 66% of textiles are made of synthetic materials (Changing Markets Foundation, 2021). These petroleum-based fibers, such as polyester and nylon, release microplastics when they are laundered and contribute to the plastic pollution in oceans (Changing Markets Foundation, 2021). La Myrtille uses natural fibers like linen, cotton, bamboo, and wool that are renewable, biodegradable, and compostable. These materials do not require long hours working outside in the sun and heat. In lieu of synthetic fibers to provide resilience in these conditions, La Myrtille utilizes merino wool which is moisture-wicking, color resistant, and cotton which is breathable and cool, to increase comfort while digging, planting, and watering. Additionally, the need to combat the effects of fast fashion and overconsumption is at an all-time high. However, there is still a demand for functional and fashionable garments that address customer needs. All styles are designed with longevity in mind by using quality materials and construction methods. When the garments no longer can be worn, they can be safely composted due to their fiber composition. It’s an innovative approach that takes ad

**ATTC Test Methods**

La Myrille keeps both the gardener and the garden in mind. Natural fibers, like linen, cotton, bamboo, and wool, are used to create comfortable and breathable fabrics that are then dyed with powders derived from various plants and roots. This allows for the line to be compostable so it can no longer be worn. The garments can be returned to the land that helped them create.

**Event Marketing**

La Myrille plans to host various pop-up shops across the U.S. at popular farmer’s markets. These events will take place in Portland, NYC, and Los Angeles and will give consumers the opportunity to learn more about the brand and the products. During the events, there will be demonstrations about composting and discussions on the production processes, fibers used, and natural dyes.

**Marketing Strategy**

- **Social Media**
  - La Myrille will primarily use social media to market its up-and-coming brand. Through Instagram and TikTok, La Myrille will collaborate with influencers involved in the sustainability and gardening communities and utilize the ad features to increase brand visibility.
  - La Myrille will primarily use social media to market its up-and-coming brand. Through Instagram and TikTok, La Myrille will collaborate with influencers involved in the sustainability and gardening communities and utilize the ad features to increase brand visibility.

**Target Market**

**Demographics**

- **Gender**: 30 to 45 year olds
- **Occupation**: Women working

**Behavioristics**

- **She is environmentally conscious and does everything she can to help improve the environment and the world around her. She values sustainability and goes the extra mile to reduce her carbon footprint. She is trendy and values freedom and options. In her free time, she gardens, cooks homemade meals, visits farmer’s markets on the weekends, and hikes.**

**Psychographics**

- **She aims to support small businesses that utilize higher-quality materials with an eco-friendly focus. She enjoys fresh ingredients from her own garden and values the environmental impact and reduced environmental impact. She does her research on brands and will buy from brands whose values align with her own. She only purchases products that are made with natural fibers.**

**Goals**

- **Increase brand awareness and increase customer loyalty.**

**Constraints**

- **High prices.**
- **Increased production times due to regenerative farming manufacturing.**
- **Not all products are made from regenerative or organic materials.**
- **Compostable/biodegradable are not the primary focus of the product.**

**Opportunities**

- **Members of AATC have the opportunity to network with industry professionals and build long-lasting connections through memberships, conferences, workshops, and meetings. AATC also provides meetings with great tools and resources to the event planning and development.**

**Threats**

- **Cost of quality materials and production reduces profit margin.**
- **Fluctuation in disposable income due to recessions.**
- **Greenwashing - Lack of regulation could increase ‘competition’.”

**ATTC Membership**

Members of AATC have the opportunity to network with industry professionals and build long-lasting connections through memberships, conferences, workshops, and meetings. AATC also provides meetings with great tools and resources to the event planning and development. AATC is also a membership-based association that is an easy-to-use overview of the industry. For more in-depth information, members can consult the BSCI Textile Technology Complete database to read over 400 journals on textile-related topics and the AATC Journal of Research for peer-reviewed articles. Members also have access to scholarships and grants as well as competitions. Remaining informed on advancements in eco-friendly dyes and textiles would greatly benefit the development of compatible clothing for brands like La Myrille in an effort to reduce the fashion industry’s footprint.

**Timeline**

**June 1:** Social media launch on Instagram and TikTok.
**June 8:** Post influencer collaborations & reviews of the brand on Instagram.
**June 15:** Upload “how-to” regarding composting the garments and the behind-the-scenes look on the dye process.
**July 2023**

**August 1:** Collection is live and available for purchase on the website.
**August 12 - September 9:** First pop-up store opens at the Portland Farmer’s Market.
**September 2023**

**July 1:** Begin distributing seeded paper flyers at gardening stores and nurseries as well as mom-and-pop gardening shops.
**August 2023**

**September 2023 - October:** Pop-up stores open in Los Angeles and NYC.

**Budget**

- **Branding, advertising, and design:** $15,000 (18.5%)
- **Print advertising:** $6,000 (7.4%)
- **Social Media advertising:** $20,000 (24.7%)
- **Experiential marketing:** $25,000 (30.9%)
- **Technology and development:** $15,000 (18.5%)

**Total:** $81,000 (100%)