Product Claims
This product line promises to have breathable garments, lasting color that won’t fade from sweating, humidifying or storage and easy, at home laundering. These are important to the customer as she wants to invest her money into garments that will last throughout and please her sense. This ultimately extends the products life cycle as if it were games, then the customer will continue to utilize the product.

Tencel Lyocell is the chosen fiber for this product line and it is a fully biodegradable fiber. This means after its life cycle has finished it will break down sustainably.

Reformation

SWOT Analysis:

- Strengths
  - Very transparent about manufacturing process and fiber tracing.
  - Large product assortment
  - Shows customers their specific buying impact.

- Weaknesses
  - Very high pricepoint.
  - Small social media presence.
  - Less variety of sizes for almost all of their garments.

- Opportunities
  - Expanding their size range.
  - Becoming 100% climate positive by 2025 as promised.
  - Increase social media presence.

- Threats
  - The brand is tailored to young and middle-aged woman who are on social media, but the brand isn’t reaching out to them in any way.

Target Customer

Demographics
- Women, aged 25-45 who are businesswomen and make $70,000-$120,000 a year.

Psychographics
- She is hard-working and cares about what she looks like. She wants to look matrue at work while also being taken seriously by her peers and she needs the wardrobe to do that for her. She puts time and work into her job, home life, family and herself while also caring for the environment in the clever ways she can. She understands the climate crisis and how drastically fashion impacts this so she utilizes her purchasing power to do her part in helping to climate crisis.

Behaviorals
- She likes to spend minimal time shopping for beautiful pieces she will love forever. She shops with brands she knows the traits and is also willing to spend more money on high quality products. She also does not shop for trends, she shops when she needs a new garment. She also lives to be in nature in her free time which contributes to her love for the environment and passion for taking care of it by purchasing sustainably made clothing.

Marketing Strategy

Influencer Marketing
- More than 40% of consumers prefer to shop on media platforms which in turn helps improve consumer engagement with brands as well (Kumar, 2013). It is key to utilize this for the new Young Professionals line to maximize sales and this will be done with influencers on TikTok and Instagram.

An example of an influencer we would work with would be Adri Recker. She is a climate activist and photorealistic and speaks often for National Geographic as well. She has a large interest in fashion and fighting against the darker sides of the fashion industry and the impact it has on the environment.

Marketing Channel

Distribution Channel

Nordstrom is the chosen distribution channel for Young Professionals. Nordstrom is a retail retailer that has a strong portion of our brands customer demographics and that is women aged 18-34 who shop for style over trend and are upper middle class (Taco, 2020). Nordstrom is also a very modern department store that has worked hard to remain competitive in their warm market. Customers who shop at Nordstrom care about the quality of their items and have the money to invest in these same quality places. This makes it perfect for Young Professionals target market. Since Nordstrom shoppers come from a higher salary range they also more likely will have the application for business wear which can be provided and purchased at your local Nordstrom and is made by Young Professionals. Nordstrom has a dedication to sustainability and minimizing that a certain portion of their product assortment is sustainable. Nordstrom focuses on product circularity and fiber choices in their sustainable efforts, something that aligns closely with the goals of this clothing line as well. One of Nordstrom’s larger goals is to make 35% of their product assortment sustainable by 2025. A website will also be developed in order to promote distribution internally as well, this will also help build to the brands identity if consumers want to learn more about the brand.