

ALL IN APPAREL

Women's Workwear for all Abilities

COMPETITIVE ADVANTAGE

All In Apparel addresses a market that is mostly untapped in the fashion industry, as it's designed for those who have physical disabilities

We offer apparel that fits our customers individual needs, is comfortable to wear, and is friendly for any work environment, as well as their daily lives

HOW OUR LINE IS TIMELESS

Our line, All In Apparel, consists of work wear items that are staples for your closet, in neutral, smart colors, with elevated designs. In addition, we aim to set trends, rather than follow them

WORK ATTIRE AND ENVIRONMENT

Staple workwear items made for women on the go who need comfortable, reliable pieces that will move and grow with them

ADDRESSING CUSTOMER NEEDS

We provide adaptive items for those who have different forms of physical disabilities

With magnetic and Velcro® closures, our pieces are made to fit the needs and experiences of all customers, no matter the case

SUSTAINABLE METHODS/TECHNIQUES

In order to ensure we are sustainable, we use upcycling, design for disassembly, and minimal seam construction, as well as sustainable packaging



Borelli Jacket

\$120

- Below the Knee Trench Coat
- Magnetic Closures
- Sold in: Slate Blue

88% Cotton
10% Lyocell
2% Spandex

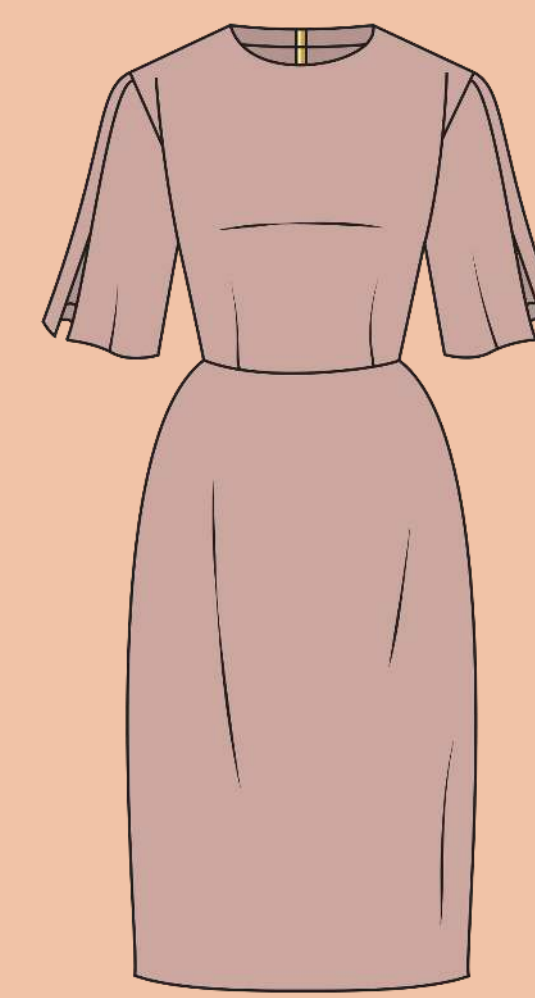


Price Blouse

\$60

- Faux button blouse
- Magnetic Closures
- Adjustable Arm Length
- Sold in: Sangria Red & Eggnog

53% Recycled Polyester
47% Cotton



Montero Dress

\$80

- Below the Knee Dress
- Magnetic Closure in back
- Sold in: Dusty Rose

69% Cotton
26% Recycled Polyester
5% Spandex

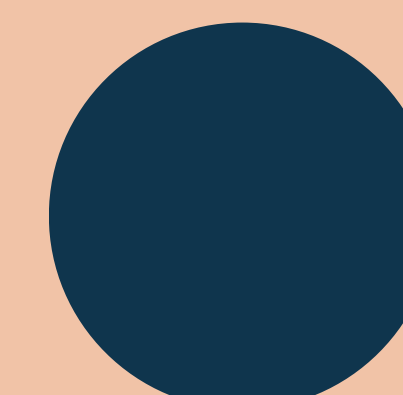
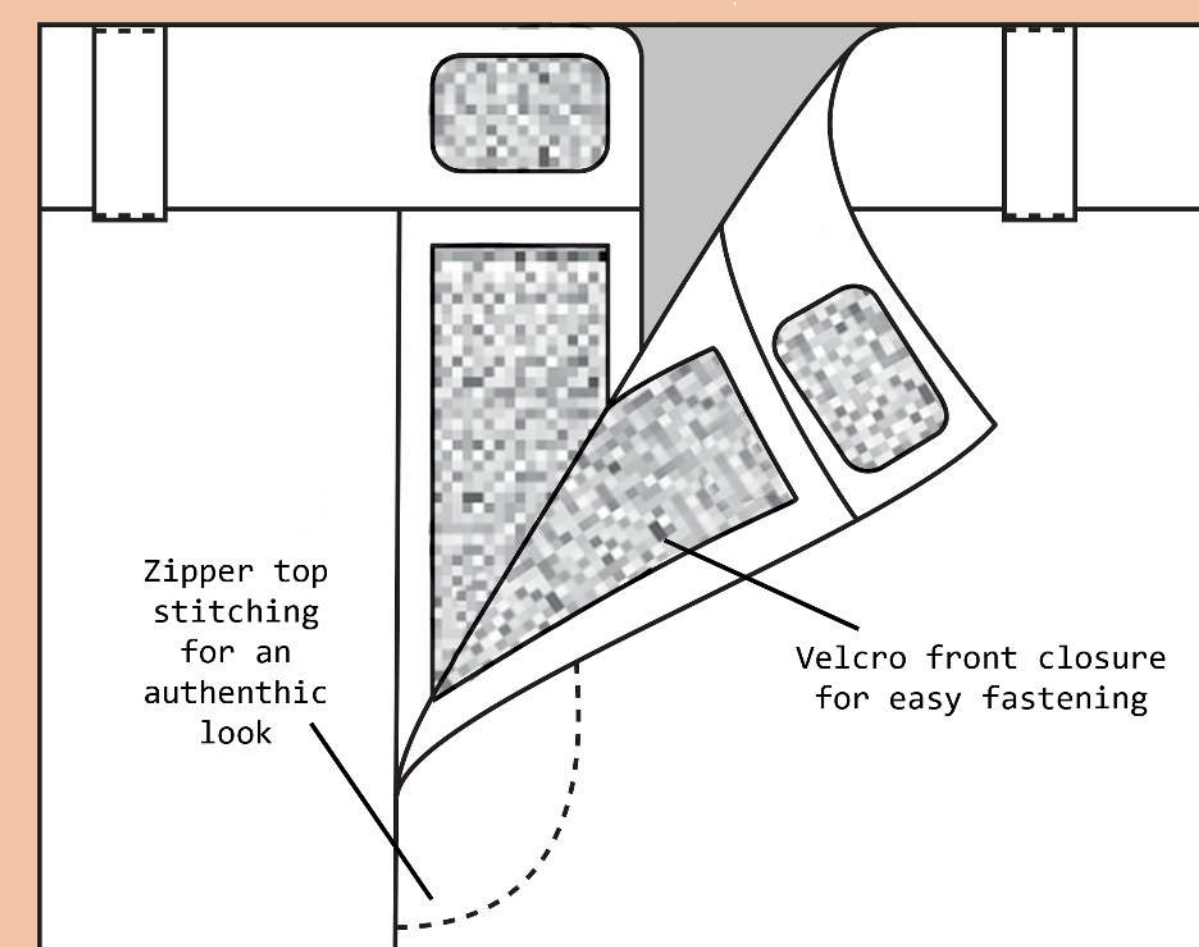
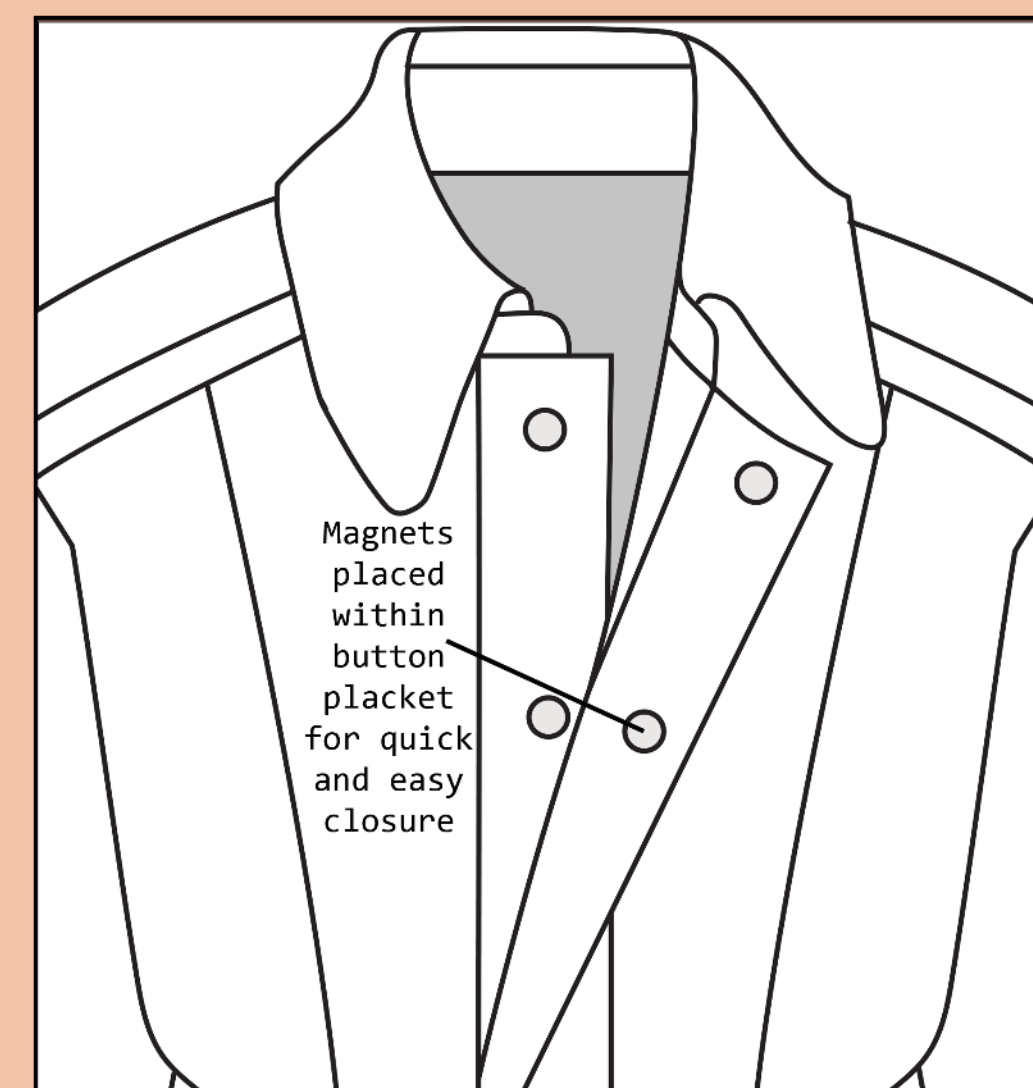


Savino Pant

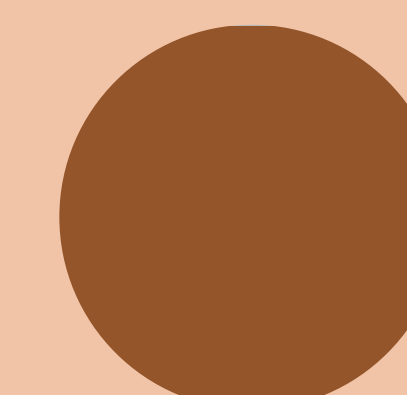
\$75

- High Waisted Wide Leg Pant
- Velcro® closure
- Adjustable Leg Length
- Sold in: Navy and Caramel

97% Cotton
3% Spandex



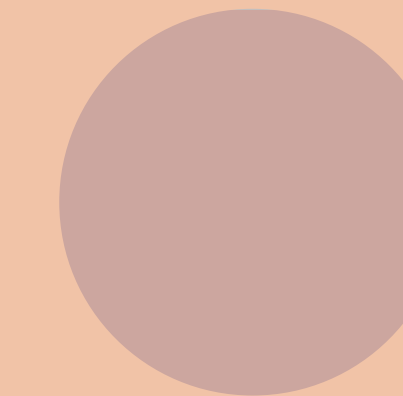
Navy



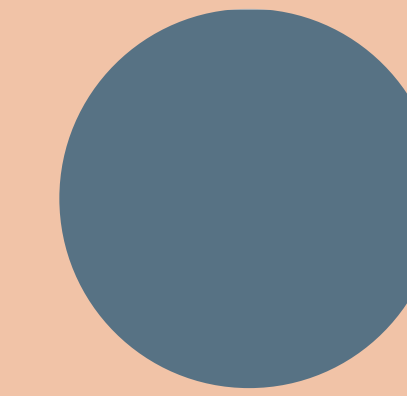
Caramel



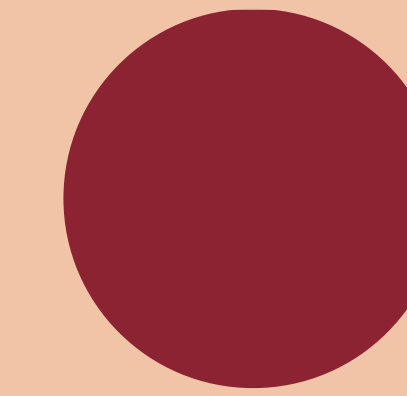
Eggnog



Dusty Rose



Slate Blue



Sangria Red



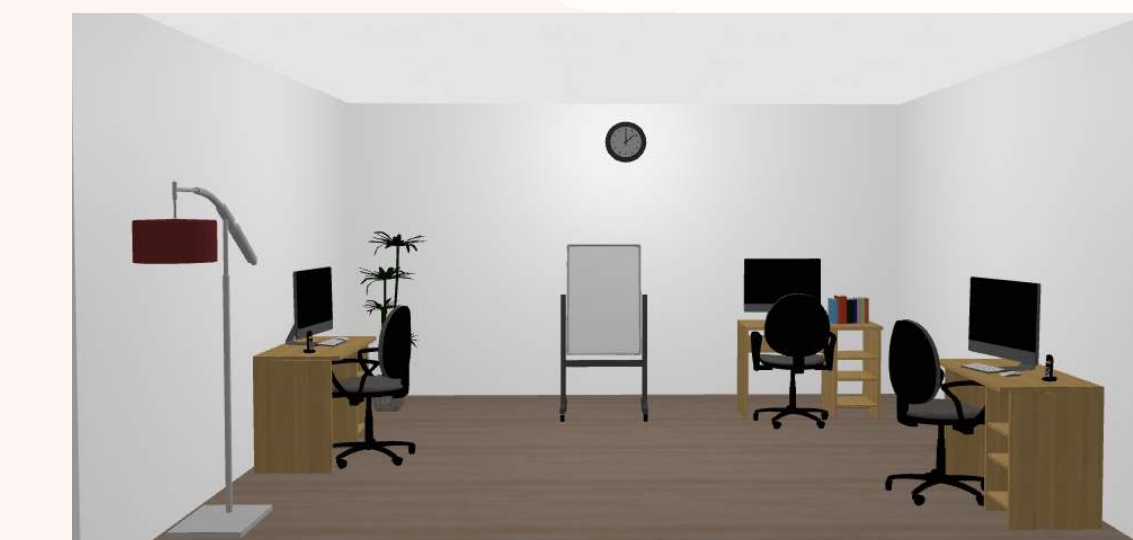
Hannah, aged 27, works in the city of Philadelphia with a full time job as a journalist, which requires business casual attire, but she struggles to find something that fits correctly due to not having a full range of motion

Age Range
25-50
Salary
\$55,000- \$70,000

MARKETING STRATEGY



Showing our line at Runway of Dreams, a non profit organization working towards a future of inclusion, acceptance, and opportunity in the industry for those with disabilities



Hosted at the Paralympics, we will hold a pop up shop with two different rooms, simulating different environments. In one room, we will simulate a work place, while in the other we will simulate a bar and restaurant

STRATEGY

Implementing simulated environments will show that our line can be worn at work, as well as on the weekend in one's personal life.

Those with physical disabilities need to know if their garments are accessible to their needs before purchasing them, so being able to try them on at the pop up shop, as well as see the items on others at the fashion show, is imperative

TOMMY HILFIGER

S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Large recognition as a successful global brand - Strong brand visibility - Success follows trends - Presence in many countries - Committed to sustainability 	<ul style="list-style-type: none"> - Higher price point for customers - High cost for brand protection - A lot of competitors - High cost to sustain brand image 	<ul style="list-style-type: none"> - Expansion of product lines and offerings - More innovation - Possibility to set trends rather than follow them 	<ul style="list-style-type: none"> - Collapse of industry due to changes in the economy - Slow growth of labor force - Forced bankruptcy due to climate change - Increasing federal debt

WHY THESE ITEMS?

Our Autumn/Winter 2021 line consists of three garments perfect for a work environment. We saw an opportunity in the market for more accessible clothing, which is why we chose to make small changes, allowing the clothing to be more adaptable.

IMPORTANCE

The use of magnetic and Velcro® closures offers more of an ease in getting dressed, all while offering the look of "traditional" clothing, as the closures are hidden.



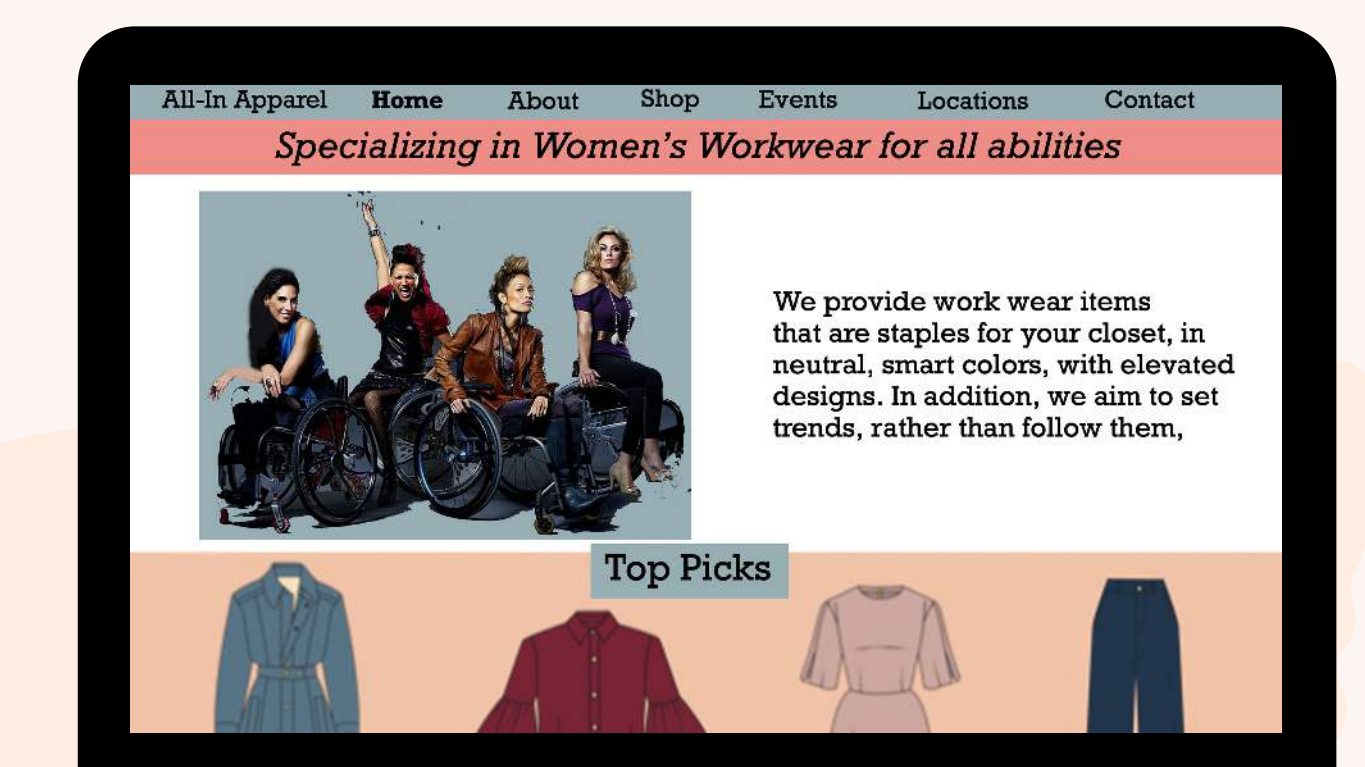
AATCC TEST METHODS

AATCC TM135: DIMENSIONAL CHANGES OF FABRICS AFTER HOME LAUNDERING
This test method will determine the amount of dimensional changes in fabric after standard home laundering procedures, showing that there are no dimensional changes in our textiles after four washing temperatures, three agitation cycles, and four drying procedures.

AATCC TM15: COLORFASTNESS TO PERSPIRATION

This test method will determine the fastness of our textiles to the effects of perspiration, ensuring that our garments show no color change or color transfer after being introduced to acid perspiration

WEBSITE MOCK UP



IZZY CAMILLERI

S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Brand specific to adaptive wear - Men, women, and unisex wear - Strong sense of diversity for adaptive wearers - Raises awareness for disabilities 	<ul style="list-style-type: none"> - Offers closet basics / essential clothing pieces as most adaptive brands do - Slightly more expensive than Tommy - Not many options 	<ul style="list-style-type: none"> - Have more trendy options - Market to a younger adult customer - Sustainability 	<ul style="list-style-type: none"> - Collapse of industry due to changes in the economy - Slow growth of labor force - Forced bankruptcy due to climate change - Increasing federal debt

MARKETING BUDGET = \$50,000

% BUDGET

PRODUCTION COSTS:
Runway show, Pop up shop, Room design

45%

ADVERTISING COSTS:
Instagram ads, Facebook ads, Micro-Influencers

35%

TECHNOLOGY COSTS:
Website maintenance, Social media

20%

