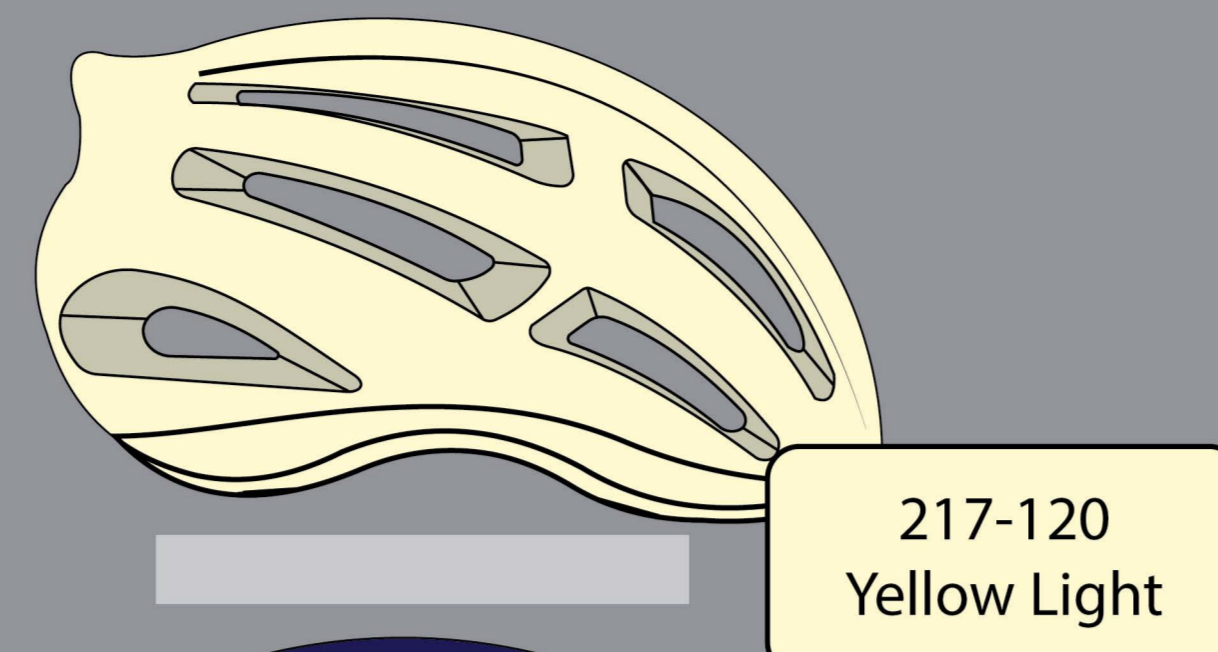
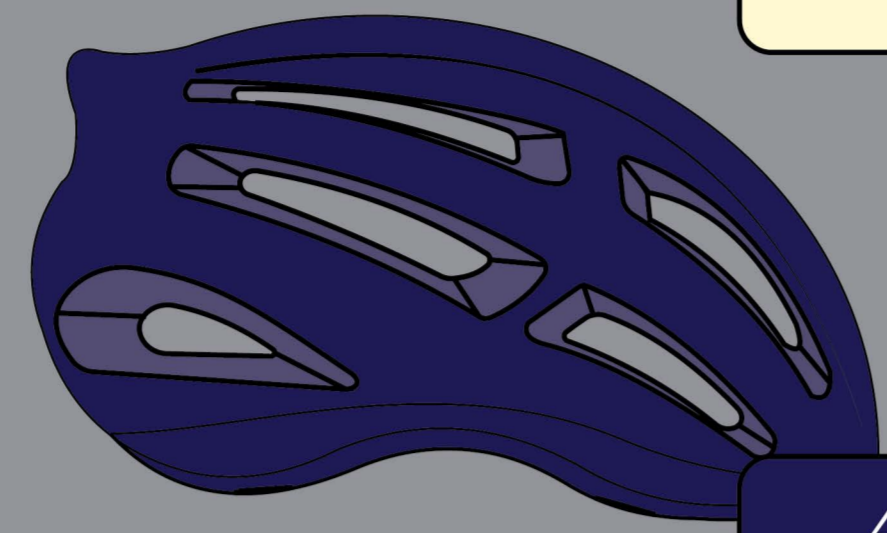




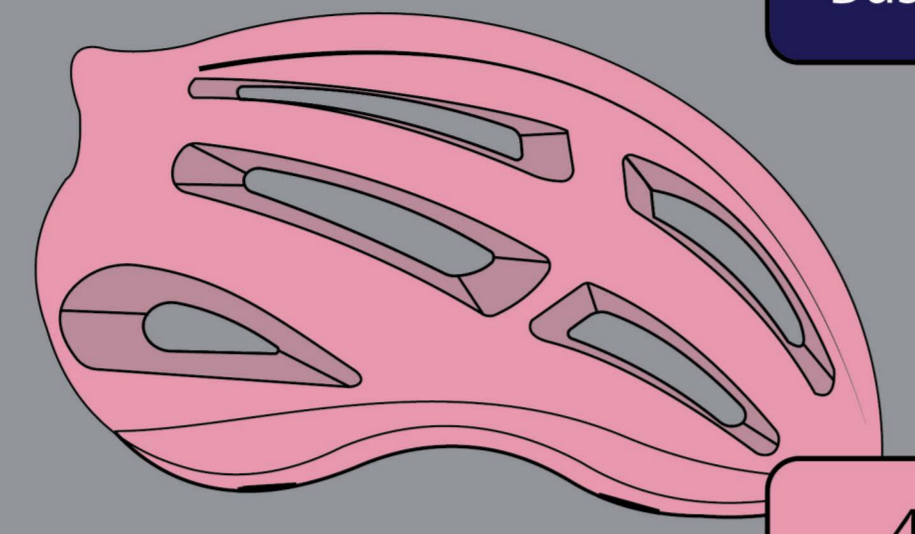
The Commuter Collective offers a unique line of both Cycling and Business attire for those who commute via cycling to a place of business, work in an office and/or love to cycle! All pieces offer functional mobility, anti-bacterial and sweat-wicking properties, safety features such as reflective surfaces, and padding to ensure a safe and comfortable ride. The garments also present the wearer with a clean, business ready style. This line was designed with the intention to keep the rider safe, not needing to change before work and focusing more on their environmentally friendly habits. Made with Lycra, Tweave Durastretch and Polyamide fabrics to allow for durable, abrasion resistance, stretch, move-ability all while keeping a clean business attire look. Padding inserts are made with micro-fleece, for a lightweight, quick drying comfortably hidden cushion.



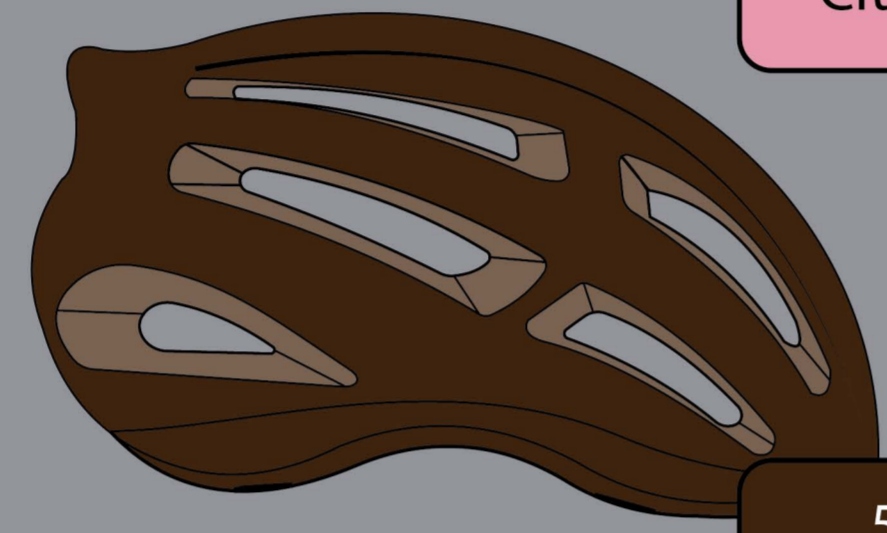
217-120  
Yellow Light



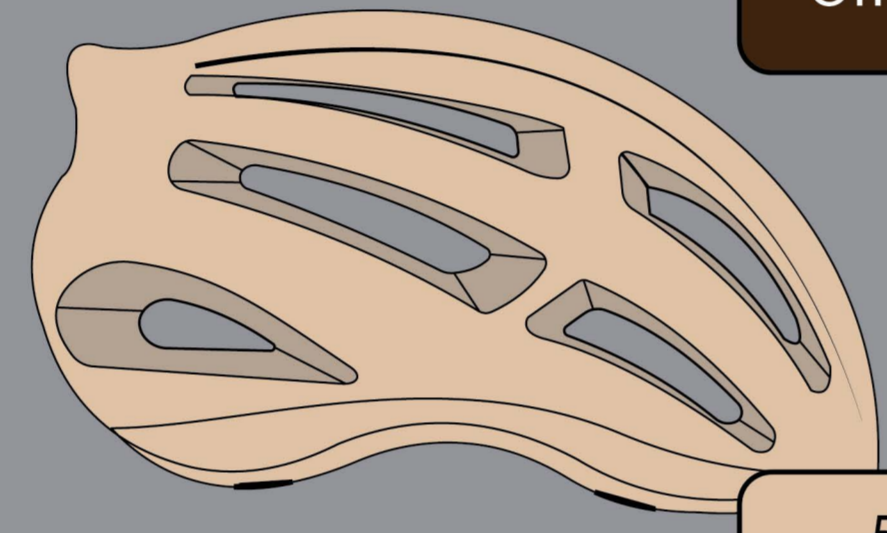
434-980  
Business Blue



440-260  
City Flowers



544-951  
Office Coffee

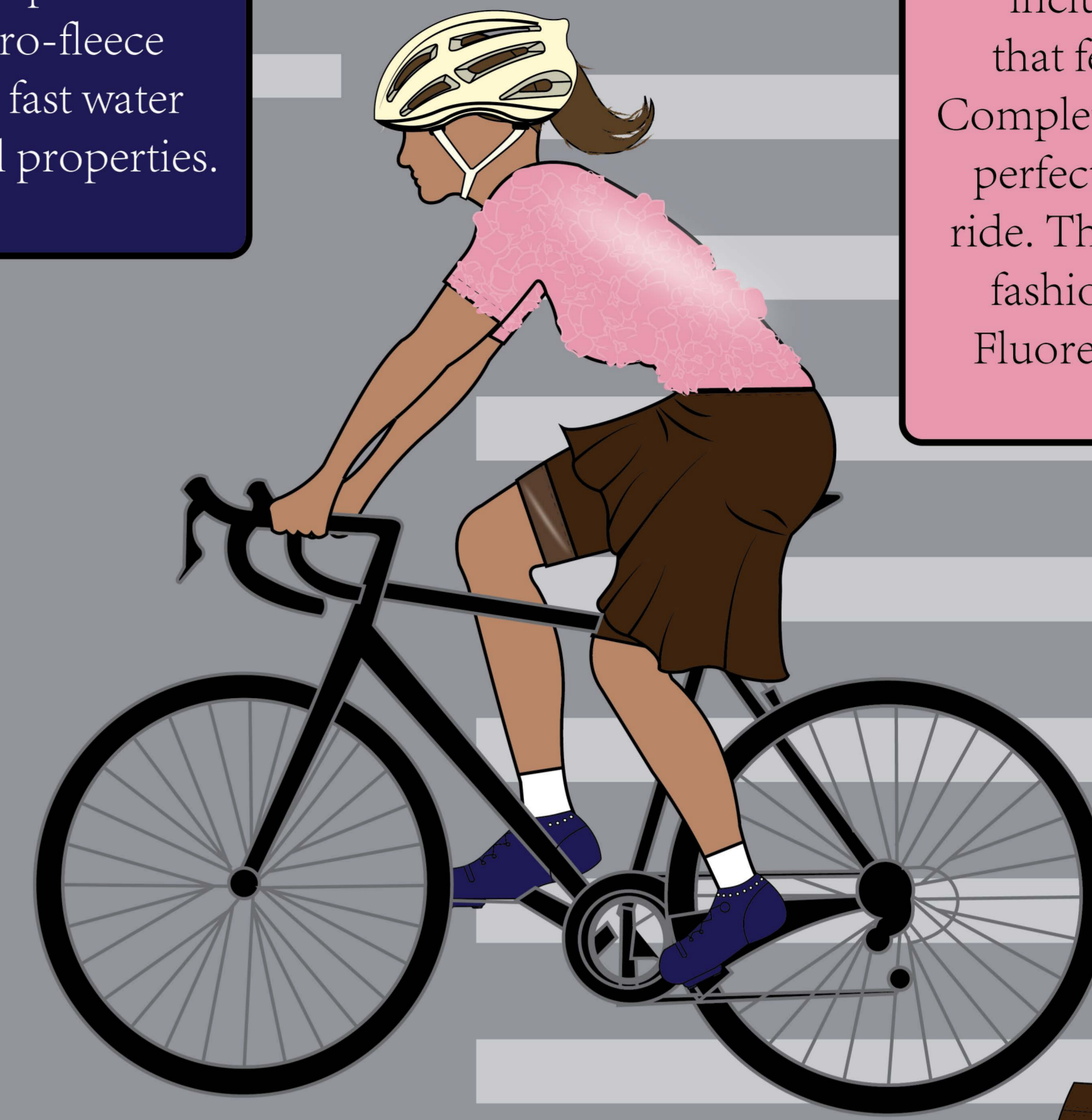


ARCHROMA  
Color Palette

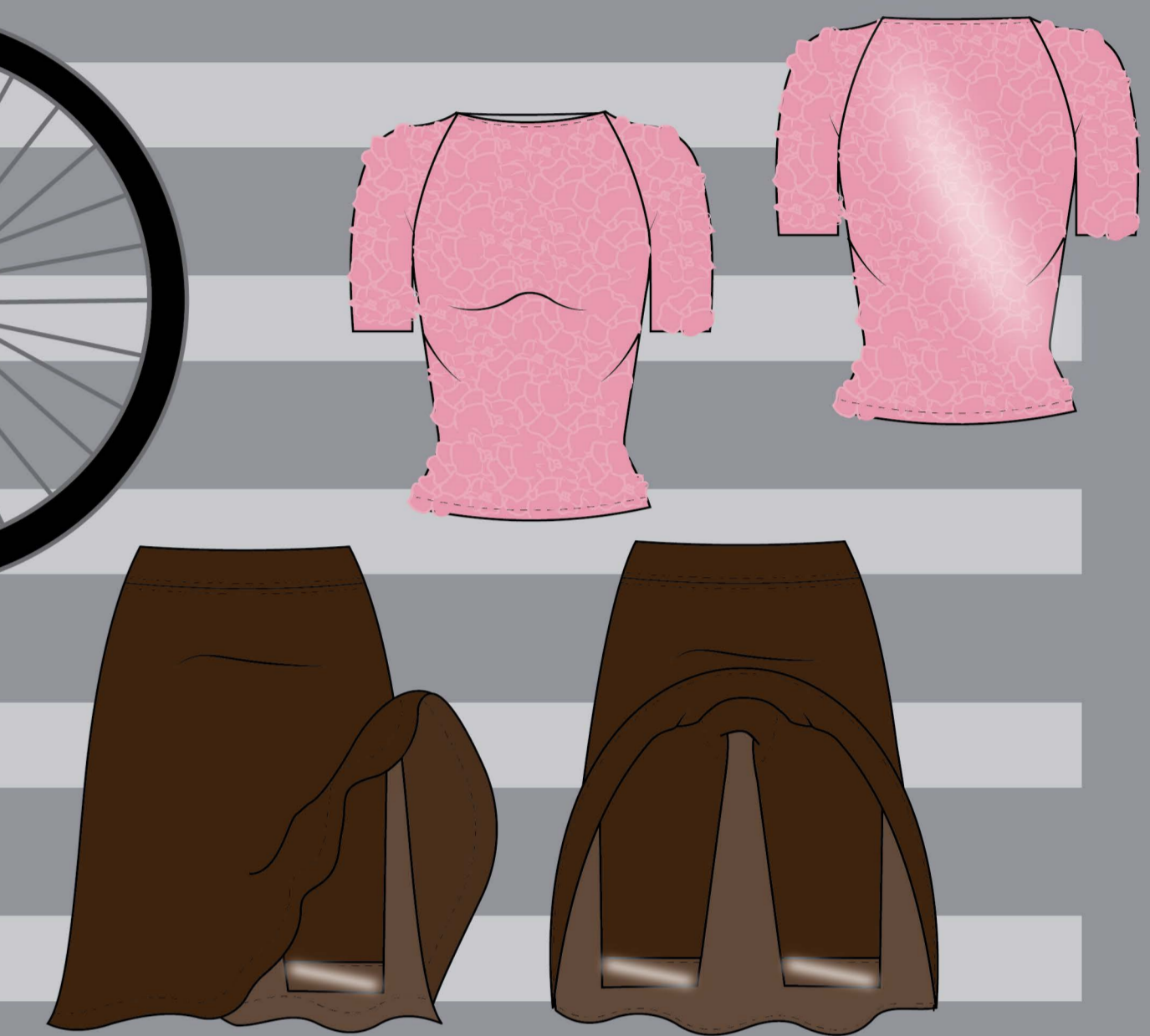
545-180  
Executive Sand



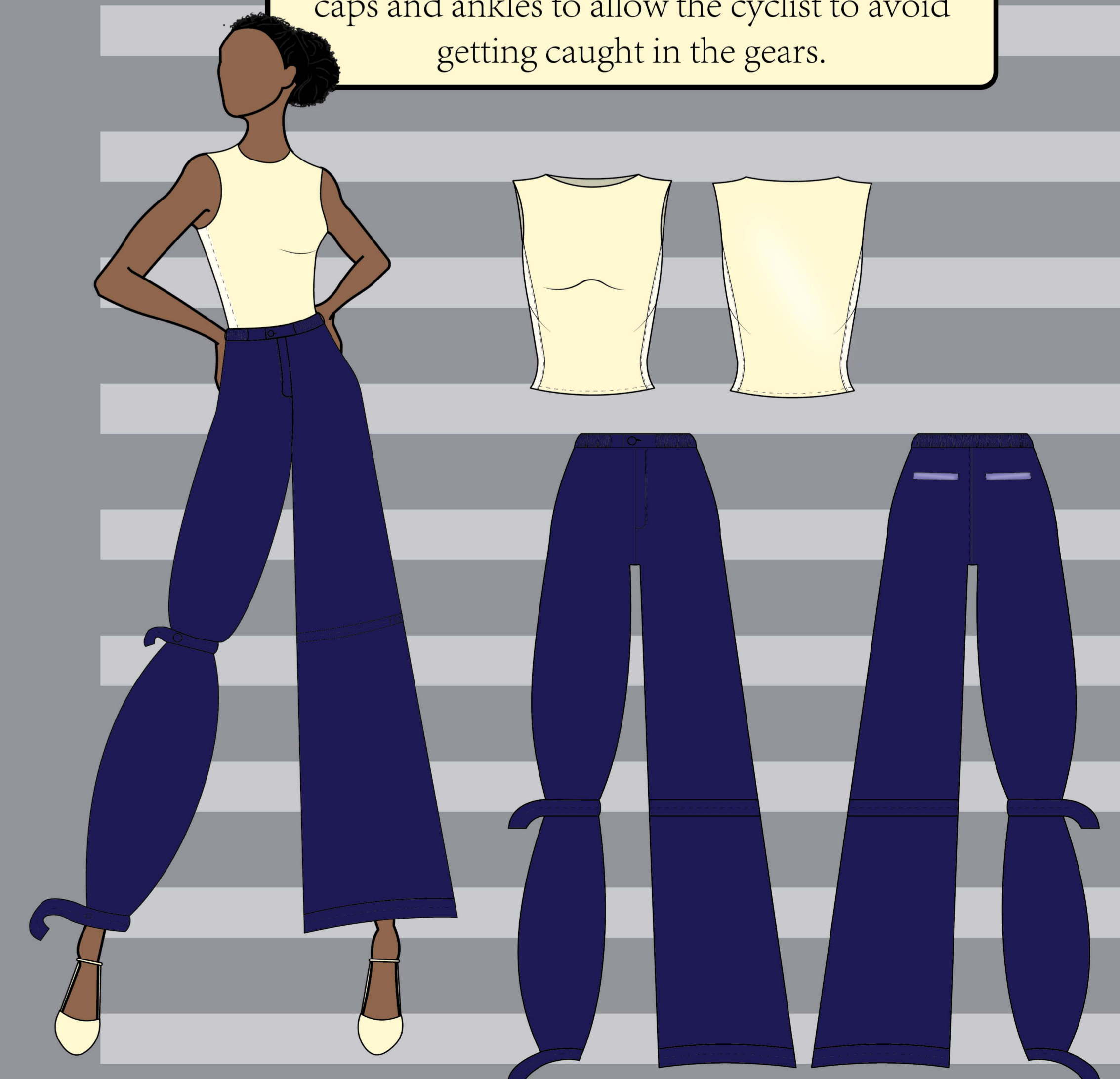
The Pace Suit: Made with Polyamide and tweave durastretch, This suit features a rideable suit, fitted with reflective panels on the side seams of the pants, and the backing of the suit jacket. The pants also feature a hidden 3mm micro-fleece padding to ensure comfort, fast water absorption, and anti-bacterial properties.



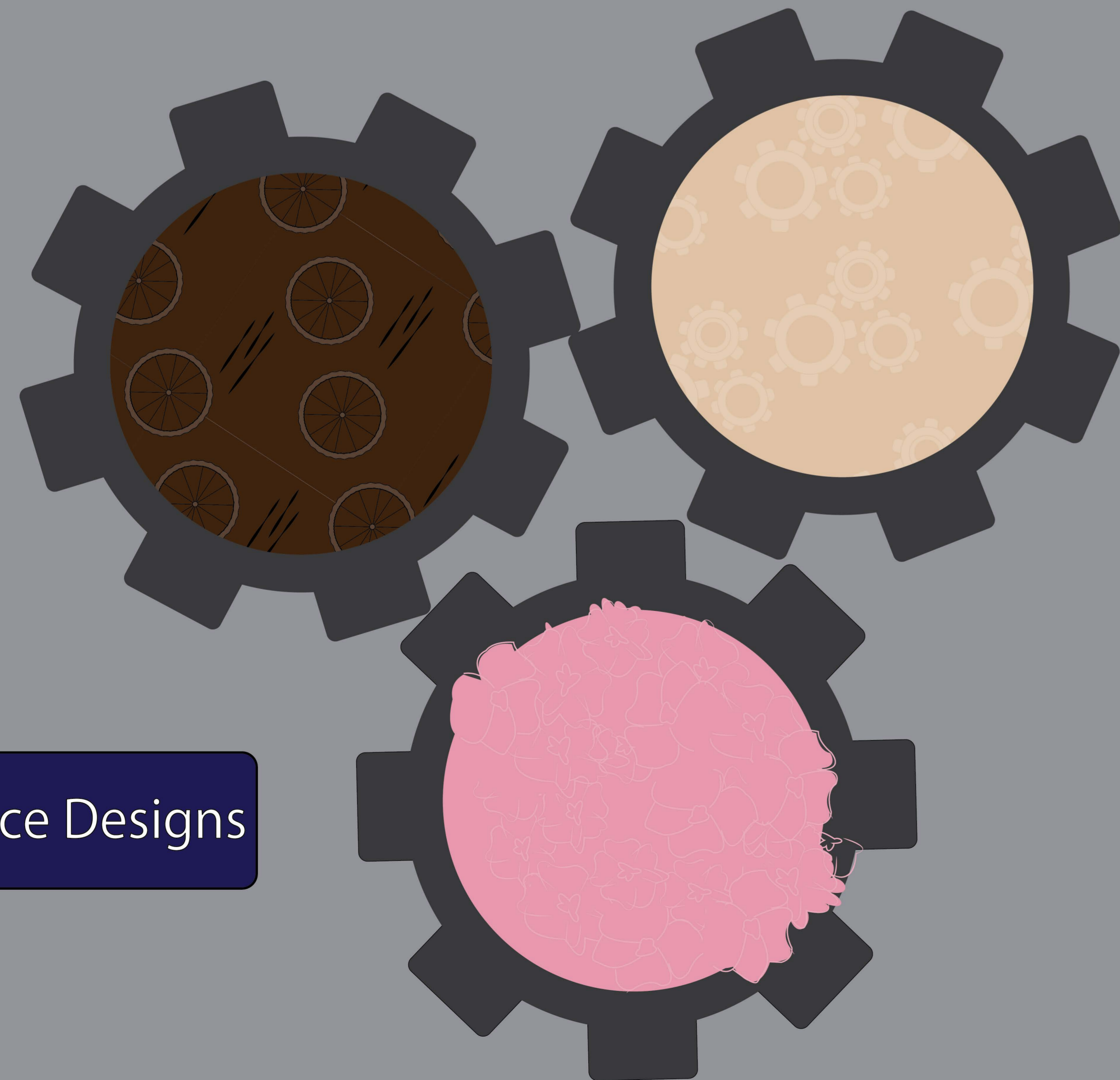
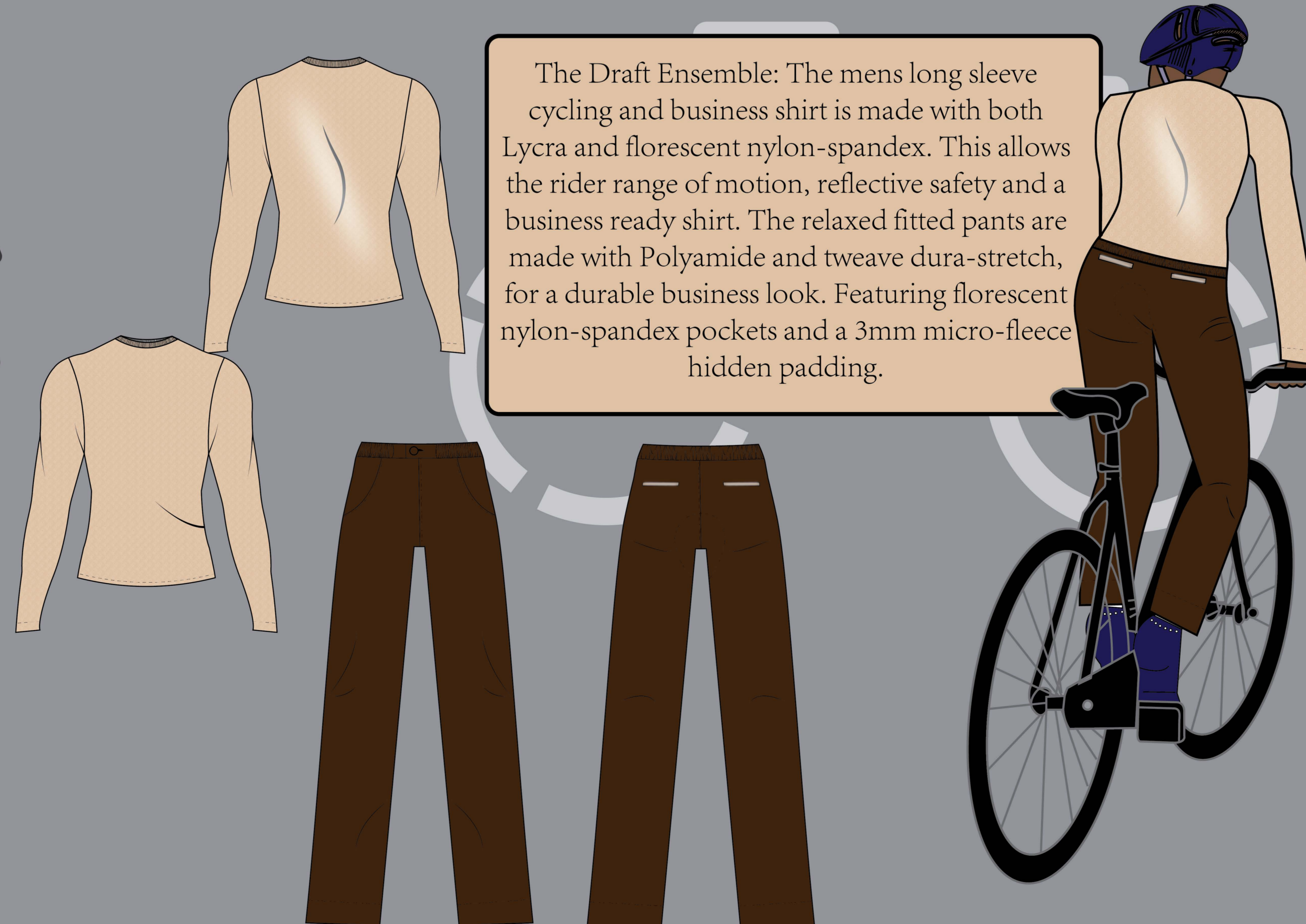
Flow Form: Made with Lycra, This look includes a work wear appropriate skirt that features a hidden set of biker shorts. Complete with 3mm of micro-fleece padding, perfect for longer commutes or a beautiful ride. The top is a tight fitting, modest blouse, fashioned with 3D cut out flowers out of Fluorescent Nylon-Spandex for enhanced safety.



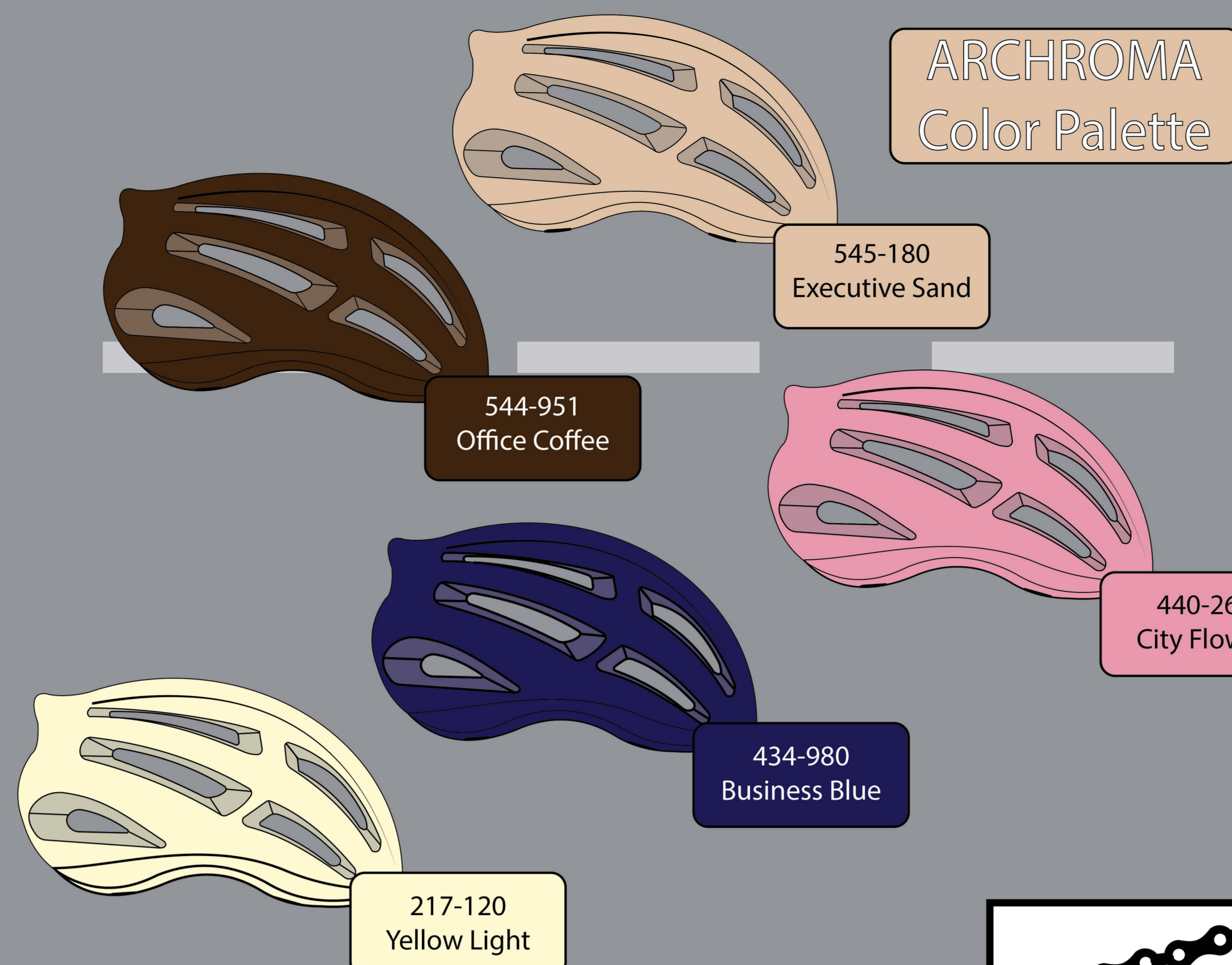
The Glide Set: Made with Lycra and Floresnt nylon-spandex, The top features panels on the sides seams to enhance the safety of the rider, as well as add style to the business savvy women. Tweave dura stretch is used for the functional stylish work pants. 2 Adjustable straps are centered at the knee caps and ankles to allow the cyclist to avoid getting caught in the gears.



The Draft Ensemble: The mens long sleeve cycling and business shirt is made with both Lycra and florescent nylon-spandex. This allows the rider range of motion, reflective safety and a business ready shirt. The relaxed fitted pants are made with Polyamide and tweave dura-stretch, for a durable business look. Featuring florescent nylon-spandex pockets and a 3mm micro-fleece hidden padding.



Surface Designs



**Target Market**  
 Demographics  
 25-40 Year old Male and Female office workers who require a business dress code, primarily in a city setting, making around \$75,000-\$200,000/year. Love endurance sports and moving their body.

Psycographics  
 Individuals who are environmentally conscious of their transportation to work; tend to commute via cycling. Value safety on the roads, comfort in the office, and longevity of their clothing.

Behavioristics  
 Our customers value pushing themselves both in and out of their workspace. They respect brands that understand the effort put into sports, as well as the professionalism of business attire. Often spending their money and time looking forward to their next race, they are constantly looking for ways to train, travel, and work smart.

**AATCC Testing Methods**

To ensure the durability of our products, as well as the comfort for our customers, we have chosen these testing methods. They will help us to better understand how our products will function on a day to day basis, through 2 different end uses, as well as the ability to transition into the 2 said end uses with ease and comfort for the customer. With this quality testing, we will ensure our marketability of our products weather durability, odor absorbency and moisture wicking.

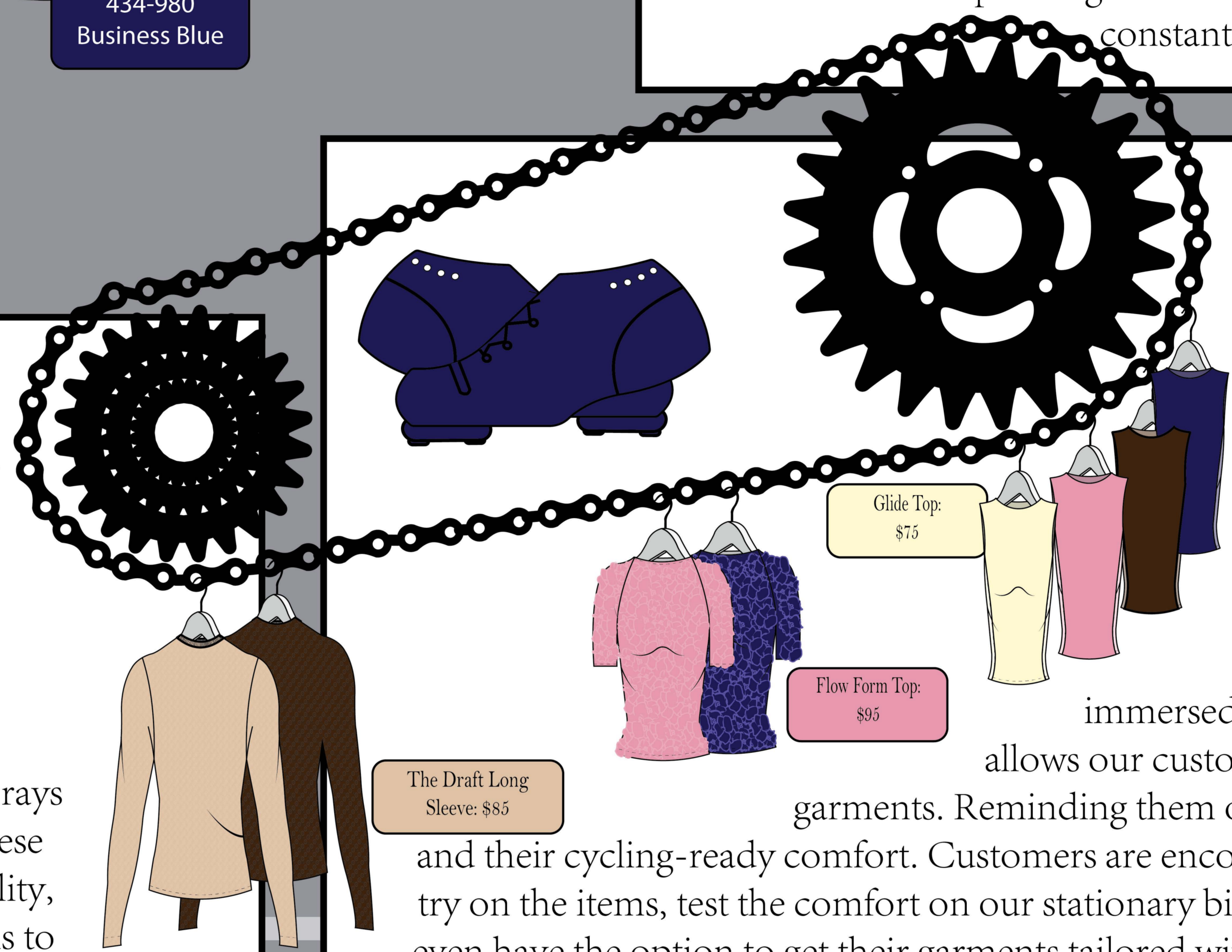
TM186 Test Method for Weather Resistance: UV Light and Moisture Exposure  
 Because our customers will be using our garments outside on the bike, they will be exposed to UV rays and various weather conditions. To ensure the garment stays intact, vibrant, and strong under these conditions before entering the office, this testing method will be used. The test will ensure durability, colorfastness, and strength under UV lights with various levels of moisture added to the materials to simulate the outdoor exposure.

TM216 Test Method for Measuring the Odor Absorbency of Textile Materials  
 To ensure odor absorption during both biking and office work, our garments will undergo this testing method. This method will help us understand the quantitative measure of odor absorption in our garments, which will be useful for production and marketing. One of our biggest marketing factors with our brand is the ability to go from bike to office without needing to change into any clothing, as well as to be comfortable through both end uses. With the testing's use of a representative malodor similar to human origin, we can be sure our customers will feel fresh and ready to begin or continue their ride or work at the office.

TM135 Test Method for Dimensional Changes of Fabrics after Home Laundering  
 Due to our two end uses, cycling and business attire, this test is needed to ensure our garments dimensions and fit stay intact in both home machine and hand laundering. Home laundering is important to our garments, as after the two end uses, the garments will be due for a wash. Dry cleaning would either be inconvenient or pricey for as often as needed. So we can ensure our customers garments will not be affected by their laundering processes and expect the longevity of the garments to last.

**Distribution**

Because our target market is primarily active, our merchandise will be sold at various athletic department stores, including REI and local stores. Our brand will also partner with various racing brands such as Ironman, Rock 'n Roll, Hyrox, World Major Marathons, and city-sponsored races to promote our apparel during their racing expos. This will allow us to target our customers directly, let them test out our products, and encourage them firsthand in their endeavors, showing our direct support. At our storefronts, customers will be immersed in the "City-Cycle" vibes of our brand. Each display allows our customers to reflect on the functionality of our garments. Reminding them of both their business suitable dress code and their cycling-ready comfort. Customers are encouraged to try on the items, test the comfort on our stationary bikes, and even have the option to get their garments tailored with our in-house seamstresses for maximum comfort and safety.



**Competitive Edge: The Commuter Collective**

Our target customers are typically environmentally conscious, active and hard workers. Because our attire can be worn for multiple occasions, customers won't need to change after riding to work or feel dirty after their commute. Our line also takes into account riders' safety. Whether they are commuting to work or training for their next triathlon, our garments contain reflective materials, gathering strategies, and various comfort features. Our color scheme also reflects both an office environment, as well as alertive, reflective and easy to see colors. So with the priority of the safety and comfort of our riders and office workers, our line can compete with ease.

**AATCC Membership**

During the AATCC student event: Testing for Multipurpose Performance, I learned not only the various methods for performance testing, but also the understanding of a garment's "end use," which helped me better understand how a garment can be marketed and the features promised to a customer. This is extremely important for marketing, as you cannot sell a garment that doesn't offer what is promised to a customer.

One of the biggest benefits of being an AATCC member during your career is access to various types of training and membership events. Not only is networking always beneficial, but access to constant new material surrounding your industry brings you only further in your line of work. Industry recognition, familiarity with your manufacturing processes, and network ability as an AATCC member will be highly beneficial to my further career goals.

