

Denim Jeans
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Abstract

Throughout the duration of this paper shopping the market and the identification of trends are explored as it relates to denim at this very moment. The explanation of the target market as it relates to the use of denim, which has become a part of many individuals everyday look. This paper touches on the explanation of denim vintage clothing, product adaptation strategy, customer research, sourcing, and export research. This is where most of my research took place. Respondents preferable material and competition lead to our priorities as a company. What denim is and fabrication helped with leading our brand Gene Co. All of these components gave birth to our mood board and techpack which included the six jeans that I highlighted in our collection. Among these jeans are mom jeans, boyfriend jeans, double layered jeans, baggy jeans, bell bottoms, and culottes.

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Origins of Jeans:

Denim Jeans has been a popular piece of garment in present times but it is actually a piece that is part of American History that isn't spoken about too often. Denim jeans were originally for the local miners that needed the type of fabric that was going to be durable for the type of labor they were getting into. Apparently the type of fabric they were already using, hindered them in their work. Denim jeans became a popular fashion staple item for teenagers in the 1950's during the "Grease era". In the 1960's it became popular for the hippie community and remained popular in the 70's and 80's rock scene. After all of the popularity of blue jeans, it became a symbol of the American Lifestyle (Ovation, Youtube channel).

Target Market

My target market that we have created for our private label Gene is for Millennials and Gen Z at around the age group of 18-30. Although according to Levi Strauss' target market, they range from all (Bluewiss pg 16) They are urban and travel frequently. Our customers are usually interested in streetwear, they are trendy yet also loves classic, timeless pieces that can be worn throughout the day and night or even throughout the future.

Our competitor brands: Levi Strauss, Diesel, G-Star

Major Trends

Searching for major trends:

One major trend is in *embroidered jeans*. Embroidery on jeans adds a touch of personality that makes it custom to the individual's or our customer's taste.

Raw hems, which are frayed at the bottom with no hem and it adds an element from the grunge era.

Hem detail, quite opposite from the raw hems where instead of leaving the hem, you add a cut, edge or embellishment that creates a different look for the jeans and as well as our eclectic customer.

Since our target market is mobile and into streetwear, *cuffed or rolled up* jeans is a staple in their wardrobe and it is another trend during this season.

High rise and straight leg jeans are another trend that would fit in with our classic and timeless customer's necessity.

Sustainability is not only a trend but it's becoming a change in lifestyle for fashion. Levi Strauss is one brand that is up to date. During Earth day they have highlighted that they use *Tencel-Lyocell*. It is a renewable raw material that's biodegradable and they typically blend it with cotton, polyester, and wool.

Grey wash jeans has been popular, along with the "*acid wash or bleach wash*" that gives the jeans an edgy look.

Shopping the Market

Shopping the market is environmental scanning and must be verified and then interpreted for a product developer's target market (Keiser pg 114-115). The process of looking for different styles, cuts, silhouettes, and designs for denim was part of the form of the Trend forecasting process. Shopping the market for denim online and in store helped figure out the trend.

Searching through popular Magazines and Journals such as 'Who What Where', Forbes, In Style Magazine.

What is Deadstock Vintage Clothing?

Deadstock vintage clothing are pieces that were never sold from a store due to many reasons such as being sale items that never sold to surplus of inventory left from a store or department store that went bankrupt. Deadstock adapted its name from becoming inventory that passed away (died) from its original stock that previously existed (lived) in the store. Deadstock vintage clothing is widely popular and demanded amongst fashion consumers for its rarity and age therefore Gene Co. has simplified the hunt consumers go through for deadstock vintage jeans and has created a line of trending vintage jeans and silhouettes that now have been modified to have further comfortability and sustainability with added hemp for durability and (lycra) for stretch and further comfort. These upgrades within deadstock jeans will adapt instantaneously within our consumer market.

Product Adaptation Strategy

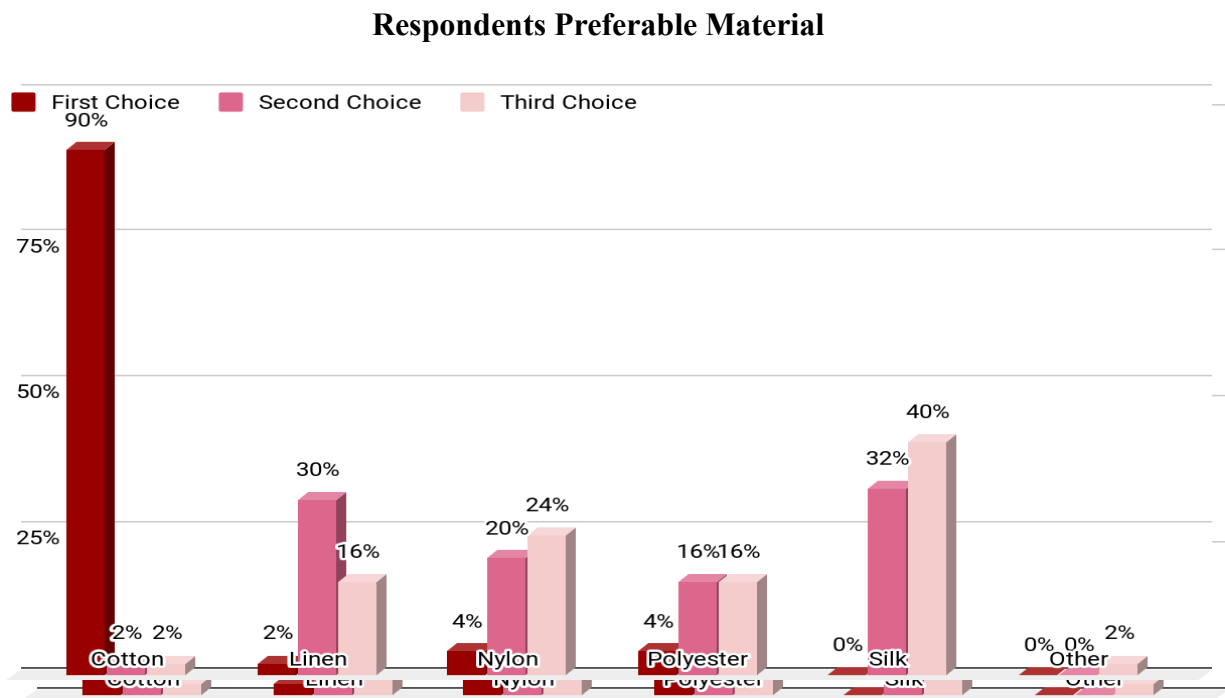
The product adaptation strategy is important and useful for companies who want to widen their target market and begin to export their products but also for companies who want to create and introduce new products thus making the adaptation strategy also a door to innovative marketing. Product adaptation also allows companies with innovative marketing products to introduce their products into the market without the need for funds and resources to make a completely new product. Companies majorly use the adaptation strategy by reason of driving factors such as competition, culture, market development, and laws. The steps to the adaptation strategy include customer research, export research, competition, and priorities.

Customer Research

Customer research allows companies to learn their target market wants and needs which will then help the company cater to them. Resulting in their products excelling, by comparing their products to what their customers want and need. As we researched our customers wants and needs among those were comfort and sustainability; these were major within our target market (Score, 2017). The need and want for jeans that were trendy such as culotte, bell bottom, and dad jeans are high yet there is also a high demand for jeans to have sustainability ensuring years of usage and comfort allowing mobility and ease. We also received feedback from our target market from a survey gathered in 2018 through a question asking “What type of material do you prefer to wear the most?” The data received from this questions is stated below.

Source: Runway Researchers Group, 2018 Fast Fashion vs Designer

Figure 2. Question #3. What type of material do you prefer to wear the most? (Please choose your top 3 choices by numbering them 1, 2 and 3 with 1 being your 1st choice



Source: Runway Researchers Group, 2018 Fast Fashion vs Designer

This information gave us insight that our target market preferred cotton which provides comfort and durability and we intend to provide that to our target market.

Export Research

Export research is mainly used for companies that are trying to expand their business. Companies conduct thorough research on target markets in different regions and places to obtain information such as the culture, price ranges, customer wants and needs due to their ecological surroundings and as an example, a customer's religion and/or beliefs and etc. Companies gather this information in order to adjust their product to fit their new target market. Exporting a product takes time and is costly from thorough research and finding an export organization that will help export the product but if done correctly will help a business generate more revenue. Our company hopes our deadstock vintage denim is introduced into new markets and exported to other regions but will start out locally to gain stable revenue first.

Competition

Competition may take market share from a company by creating a new product that outperforms their product which seems like a bad thing to happen but competition can also help a company and its product grow and develop. By analyzing competition and their product a company can quickly respond or compare products to learn aspects that your product can improve and grow from. As we shopped the market we analyzed our competitors such as Levis and we were able to identify improvements in our product when comparing it to Levi jeans. Although Levis does not offer the stylish variety of jean silhouettes that we do they do however create their products using a sustainability blend of hemp and cotton. This made us realize that using similar blends will improve the quality of our products and will satisfy our customers

wants and needs while still offering trending styles so we decided to create our jeans with a blend of tencel lyocell and cotton.

Priorities

Priorities are a major importance within a company, it is of great need for a company to distinguish its priorities in order to succeed and flourish. A company must be able to have a balance and harmony between its customer and market needs with the cost of production and the likely return on the investment.

What is a quality control process?

The quality control process is a vital key component when keeping a company structured and smooth running. A blog called Score.org refers to the quality control process as “A quality control program helps to ensure your small business is delivering a consistent product, service and customer experience. Developing quality control processes allows your business to operate without you, making it easier to expand into new locations, delegate duties and even sell your business when the time comes” (Score, 2019). The quality control process ensures business growth by guiding a business to monitor its money, product quality and target market, to establish an equilibrium between each other creating a domino effect of success for the business. The quality control process consists of 6 steps which are set your quality standards, decide which quality standards to focus on, create operational processes to deliver quality, review your results, get feedback, and make improvements.

1. Set Your Quality Standards

Quality standards may be implicit for different companies in different industries by the law and/or health and safety inspector but copious amounts of distinct quality standards can be

applied to a company. However, all quality standards must all be objectively measured to be precise and effective.

2. Decide Which Quality Standard To Focus On

Every company wants each aspect of their business to be thoroughly treated with quality standard but to decide which quality standard to mainly focus on is vital to a company and its views and reputation. A company should have its main quality standard to be focused on the most crucial measures that posses the most substantial amount of effect on your profits and customers. Our company has solely focused on the quality standard of our customer experience with our brand representatives. We want to assure exceptional treatment to everyone in our stores with inclusivity and open, non judgemental minds. We have developed quality standards for our customer service comprised of G.E.N.E. Greet with a Smile, Eagerly provide customers with help by knowing customers wants and needs, Navigate customers through the store, personal shopping and adding on items - giving customers the Gene Co. experience, End with a smile. We want our customers to feel included and welcomed into a inviting and open minded environment with friendly brand representatives willing to help and get to know the customers. Our brand associates aren't just someone selling products they are collectively one and a unique family bringing each customer the Gene Co. experience.

3. Create Operational Processes To Deliver Quality

After a company has developed a quality standard and has focused on it, its is important for the company to create step by step processes for that quality standard to continually measure its progress and to always work towards consistently improving the process to result in a company's product or service excelling. Our company has created a processes of measuring our

customer service by creating a online survey each customer can fill out which is located on the bottom of each receipt and filling out the survey will result in a enter in a raffle for a free pair of deadstock vintage jeans. The raffle creates an appealing factor to our customers resulting in the customer becoming inclined to fill out the survey whilst allowing us to measure how our quality standard is performing and progressing and how we can improve it.

4. Review Your Results

Collecting and reviewing your results allows a company to see what is helping the business succeed and what needs to be improved to become more efficient. Assessing the issues and acting upon them fast are certain to generate growth within a company.

5. Get Feedback

Through external sources such as customer surveys and online ratings and reviews can also give a company insight to what the customer seeks out of the business and a clearer views on the customers wants and needs from the business. Obtaining this information will also allow a company to view the areas where the company needs improvement.

6. Make Improvements

With all the information a company has obtained from the quality control process, its critical for a company to put the information into good use and make improvements within the company. This will not only help the company grow but will also ensure the company does not fall. A company that does make improvements when needed will only develop a dreadful image of the company whilst also losing customers due to poor feedback, ratings, and reviews. The quality control process aims to benefit companies in strategies to focus on quality standards while allowing the company to see potential changes and improvements.

Background and Process of Denim

Denim is normally identified as a sturdy cotton twill fabric, typically blue, used for jeans, overalls, and other clothing. Its usually made from the rugged and tightly woven twill, which the weft either passes under two or more warp threads (Historyofdenim, 2019). Even though yarns are dyed , some yarns will remain its natural color white which will lightly show on the surface but normally the indigo blue is on the surface. The surface on the outside will look blue and the surface on the inside is white, that twill of yarn is what gives denim fabric that look. when wearing denim jeans, the indigo yarn surface gets exposed, which causes the white yarn underneath denim to fade(Itextiles 2019). The durability of the yarn to denim is strong, however the stronger the yarn is twisted will determine the color of the denim. Before there is denim to be used, there's a process . The beginning of this process is firstly cropping the cotton, next the farm its cropped at gets their equipment to collect the cotton, this same cotton then gets twisted into thread and rolled onto large spools, machines then weave warp the weft, making the cotton into a denim fabric (Sterbenz, 2013).

Material

Jeans have a very distinct and unique built. Denim jeans consist of belt loops, waistband, back panel, and back pockets, Other features of blue jeans include the zipper, buttons, rivets, and label. Rivets have been traditionally made of copper, but the zippers, snaps and buttons are usually steel(madehow 2019). Our company decided to use not only cotton but Tencel Lyocell as well for the material. Tencel is a brand name for a type of lyocell, or sometimes modal material. TENCEL® is produced by the Austrian company Lenzing AG(Collins 2018).

For Our fabric, we decided it's going to be 13 OZ, which is on the heavy side.

Constructing Denim jeans

There are a few steps in the process of making denim jeans, As stated, we need to be aware of what material we're going to use. The steps in making denim jeans would be, create the sketch design, make the patterns, make a prototype or sample design, then test out the material.

Denim jeans are also known for their indigo blue color. The warp thread is dyed but the weft thread is left white... This reduces the amount of dye needed for each pair of jeans. It's also why many jeans are blue on the outside but white on the inside (Lee, 2017).

Pattern Making

The interpretation of a garment concept from a sketch, photo, or another existing product into a paper representation or template for use in production of finished garment style (Keiser,2003).When it comes to denim Material, pattern making isn't always necessary. For example since denim needs at least one wash to get into its size, even with patterns made, we would still need adjustments.

Quality specifications & Fabrication

Quality assurance is a key element for our line. Since quality assurance is, achieving a quality commitment that permeates the entire business and requires a proactive, participatory management style, quality comes with the overall process taking in any garment or product being developed(Keiser 2003). Researching denim, we found that understanding the weight of denim is important. For example, knowing what the garment needs is important, so if i need a denim pant, it would have to consist of a heavier material over 5OZ, according to sprucecrafts. Knowing how the garment will react would be tested by draping on to a body form. we need to have fabric in

the proper weight amount for all sizes, so we know the durability of the fabric is at its peak. We also need to take in consideration the process of denim being dyed. Starting from scratch we will need to think about the possibility of mixing natural and regenerated fibers. For two reasons, one for the durability, which goes with the stretch and movement of the garment on a body, and second the dyeing process. Being that natural fibers nearly stain with any color dye on it, we want to still create the illusion of a faded look, but enough regenerated fibers combined to keep the color with holding a fresh look, at the same time. When speaking of defects on denim jeans and its fabrics and how we can prevent this from happening we can figure out what type of seams are best used for denim fabric itself. We also will need to work on the fallout on fabric, how can we make this jean, inclusive and also maintain sustainability and cost. We chose to combine both organic cotton and tencel lyocell for our fabric. Our first choice was to combine hemp and organic cotton together, which are both cellulosic natural fibers. however according to simplifi fabric, disadvantages of hemp as a fabric is that hemp is not colorfast, which will mean it won't have the rich and stable color were looking for in order for our denim to look less faded. Also from the same source, they described the material of hemp fabric like linen, which will mean it wrinkles. We want our line of products to look maintainable. Tencel Lyocell has many advantages, especially being that its an eco friendly fiber. Now lyocell is Made from the natural cellulose found in wood pulp, This fiber is not only economical in its use of energy and natural resources, it's also fully biodegradable according to itextiles textbook. Lyocell was created with color in mind, because of the fibers' high absorbency the fabrics can be dyed to high quality standards, it's also Moisture Absorbent (simplifabric 2019). This is a huge function necessary for our brand, being that we wanted to create less of a faded look. Lyocell is also very soft and

breathable, its lightweight so the comfortability level is outstanding, making lyocell the ideal fiber for our brand.

Vendor Compliance

Management plays a huge role in overall quality of the line ,Our Management team is responsible for providing appropriate machinery and training, creating a sanitary and safe work environment, and scheduling our goods through the factory, mistakes aren't taken lightly it will greatly affect our brand(keiser 490). In order to prevent any mistakes, we need to clarify that all the things that are needed are available with high level experienced workers.

Styles

As a collective, our company chose to have 6 different jean styles. Those styles are listed below:

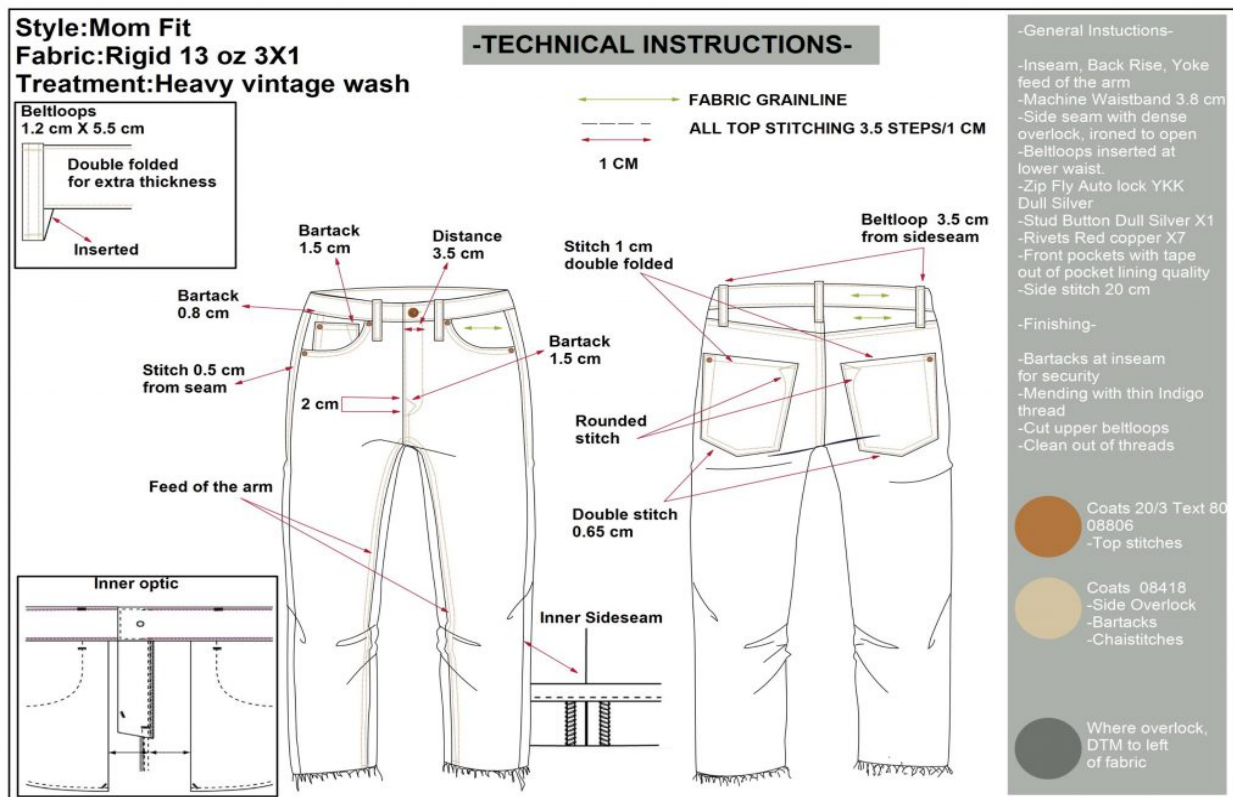
1. Dad jeans
2. Mom Jeans
3. Bell bottoms
4. Baggy Jean
5. Double layered Jeans
6. The Culottes

Tech Pack

For our techpack , we chose to use one garment to develop our sample pattern in order to begin our line development. Our tech pack consist of one of our signature styles which is the “Mom Fit”. Our technical specs reflects detailed information regarding materials, including identification of specific threads used, fabrics, findings, and trims and their quantity

requirements; fit and measurement standards and tolerances; grade measurements for each size range to be produced; and identification of preferred construction methods (Keiser P.348).

On our techpack, we have thorough instructions on how the material needs to be treated, and overall how the garment is constructed. Our grain line is reflecting the direction of the threads in the fabric used in the garment(Keiser p.378). Our belt loops are double folded for an extra strength on the material giving it the extra thickness needed. We also wanted the bottoms to have a frayed finish. On our techpack you can see The space in between seam as well as the treatment of our jeans.Bar Tacks are also an important function on denim jeans.Bar tacks are a sewing process that was used to reinforce the top corners of the rear pockets of jeans. It involves sewing a large amount of thread to an area for strength(Levisguide 2019).

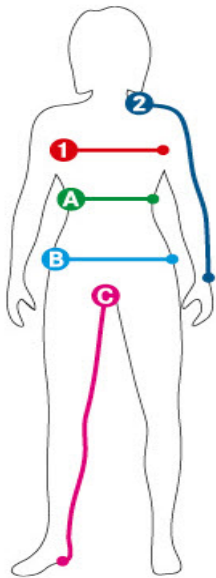


Garment Measurements

Being that we are doing denim jeans, we base our measurements on the two basic measurements of pants. One is the waist girth, which is the common and usually stocked by retailers in even sizes between 28-40, in 2-inch increments or even 29-31. The second number in pants sizing represents the inseam measurement, which ranges between 29 to 34 inches.(Keiser p.373). Inseam Measurements are on the inside leg from the crotch seam to the bottom of the hem of the pants(keiser p.373). This is how we figure out how much fabric is needed in yards, by measuring mainly the width and length of a body, proceeding into the overall pant construction. In order for us to determine what step we take in figuring out yard amounts per size, we must first know the measurements of a yard. The length of one yard of fabric is 36 inches long, width ranges to 42 and 44 inches wide. Our sample size is in between a medium size and a small size, in womens.

When measuring for denim jeans we have to measure the inseam, so instead our brand decided to measure our own pair of jeans to get a measurement. We measured the length from the crotch

area seam to the bottom of the jean, this is how we determine the inseam. Or the leg seam.



		34 (XS)	36 (S)	38 (M)	40 (L)	42 (XL)	44 (XXL)
1 CHEST	cm	77-80	81-84	85-88	89-92	93-96	97-100
	inches	30.25-31.5	32-33	33.5-34.75	35-36.25	36.5-37.75	38-39
2 ARM LENGTH	cm	71	72	73	74	75	76
	inches	28	28.5	28.75	29	29.5	30
A WAIST	cm	61-64	65-68	69-72	73-76	77-80	81-84
	inches	24-25.25	25.5-26.75	27-28.25	28.75-30	30.25-31.5	32-33
B HIP	cm	86-89	90-93	94-97	98-101	102-105	106-109
	inches	34-35	36.5-36.75	37-38	38.5-39.75	40-41.25	41.75-43
C INSEAM	cm	80	80	80	80	80	80
	inches	31.5	31.5	31.5	31.5	31.5	31.5

Yards

Conducting research, we measured a yard of fabric. The measurement came up to about 43-45 inches in width. So we're using the yardage chart to figure out how much yard is needed per pants style. For Our jeans with full length we are going to use 2-⁵/₈ yards and for our jeans with short capri like lengths it will be 2-¹/₄ yards. We are considering the overall, construction of a denim jean in our choice of yards. The multiple pockets, the inner seams and the belt loops, all play a roll. This project chart gives you a quick reference and approximate yardage requirements for Misses sizes 10 to 14 at an average height of 5 foot 4 inches (Dummies, 2019).

Garment	Fabric Width	Fabric Width	Fabric Width	Fabric Width	Fabric Width
	35-36 inches	44-45 inches	50 inches	52-54 inches	58-60 inches
Pants, full length (add -1/4 yard for cuffs)	3-1/4 yards	2-5/8 yards	2-5/8 yards	2-1/4 yards	2-1/4 yards
Pants, Capri length	2-3/4 yards	2-1/4 yards	2-1/8 yards	2 yards	1-1/2 yards

Being that our brand specializes in a particular classification of product, item manufacturers can take advantage of economies of scale.. Ordering large amounts of fabric at the best price(Keiser P.305). So even with the sample size we still will have a great amount of yards of fabric benefiting off of our particular classification.

Fabric Story

Our fabric story consist of the particular fabrics chosen for the season, but being that this is a classification we specialize in this would be the main material used in our line. For the story we wanted to help viewers understand the construction of a denim jean without a description.



The Cost

When involving in project development in death stock for denim jeans, the price of the products would be different from a type of a jeans to another type. The price would apply to both the companies and consumers. The price was determined after comparing and adding the cost of the prices of the product by a different organization and determining the lowest that could make it preferred by the consumers. Again, the costs of production of the product were considered in determining the price. The cost of production is used in determining the price that would cover the elements and give profit to the organization.

BOYFRIEND JEANS

	FABRIC 2 yd	BUTTON/ZIPPER	THREAD	LABOR	TOTAL
Factory price cost X2	15-34 yards \$8.45/yd \$16.90	\$0.25 /\$0.99	210m=230 yd \$6	15 min per jeans \$3.75	\$27.89
Company price cost X2	\$33.80	\$0.50/ \$1.98	\$12	\$7.50	\$55.78
Customers Price cost	\$67.60	\$1/ \$3.96	\$24	\$15	\$111.56

DOUBLE LAYERED JEANS

	FABRIC 2 yd	BUTTON/ZIPPER	THREAD	LABOR	TOTAL
Factory price cost X2	15-34 yards \$8.45/yd \$16.90	\$0.25 /\$0.99	210m=230 yd \$6	15 min per jeans \$3.75	\$27.89
Company price cost X2	\$33.80	\$0.50/ \$1.98	\$12	\$7.50	\$55.78
Customers Price cost	\$67.60	\$1/ \$3.96	\$24	\$15	\$111.56

BAGGY JEANS

	FABRIC 2 yd	BUTTON/ZIPPER	THREAD	LABOR	TOTAL
Factory price cost X2	15-34 yards \$8.45/yd \$16.90	\$0.25 /\$0.99	210m=230 yd \$6	15 min per jeans \$3.75	\$27.89
Company price cost X2	\$33.80	\$0.50/ \$1.98	\$12	\$7.50	\$55.78
Customers Price cost	\$67.60	\$1/ \$3.96	\$24	\$15	\$111.56

BELL BOTTOM JEANS

	FABRIC 2 yd	BUTTON/ZIPPER	THREAD	LABOR	TOTAL
Factory price cost X2	15-34 yards \$8.45/yd \$16.90	\$0.25 /\$0.99	210m=230 yd \$6	15 min per jeans \$3.75	\$27.89
Company price cost X2	\$33.80	\$0.50/ \$1.98	\$12	\$7.50	\$55.78
Customers Price cost	\$67.60	\$1/ \$3.96	\$24	\$15	\$111.56

MOM JEANS

	FABRIC 2yd	BUTTON/ZIPPER	THREAD	LABOR	TOTAL
Factory price cost X2	15-34 yards \$8.45/yd \$16.90	\$0.25 /\$0.99	210m=230 yd \$6	15 min per jeans \$3.75	\$27.89
Company price cost X2	\$33.80	\$0.50/ \$1.98	\$12	\$7.50	\$55.78
Customers Price cost	\$67.60	\$1/ \$3.96	\$24	\$15	\$111.56

CULOTTE JEANS

	FABRIC 1-1/2 yd	BUTTON/ZIPPER	THREAD	LABOR	TOTAL
Factory price cost X2	15-34 yards \$8.45/yd \$12.67	\$0.25 /\$0.99	210m=230 yd \$6	15 min per jeans \$3.75	\$23.66
Company price cost X2	\$25.35	\$0.50/ \$1.98	\$12	\$7.50	\$47.32
Customers Price cost	\$50	\$1/ \$3.96	\$24	\$15	\$93.96

Needle Thread	Looper Thread	Serging	Application
Tex 150 – T-300	Tex 80 or Tex 60	T-40 or T-60	Extra Bold appearance
Tex 120 to T135	Tex 80 or Tex 60	T-40 or T-60	Bold appearance
Tex 80 or Tex 105	Tex 60 or Tex 40	T-40 or T-60	Normal
Tex 60	Tex60 or Tex40	T-40	
Tex 40	Tex 40 *	T-40	



4-14 yards

15-34 yards

35+ yards

\$9.45 /yd

\$8.45/yd

\$6.96 /yd

5% off

15%off

30% off



Quantity of the zipper

	1	10
3 IN	\$0.99	\$0.75
4 IN	\$0.99	\$0.79
7 IN	\$1.09	\$0.85
9 IN	\$1.15	\$0.89



Coats & Clark Inc. \$5.79

COATS & CLARK S976-4665 Dual Duty Plus Denim Thread, 125-Yard, Denim Blue

Quality Control Process

In the quality control process, the first steps to ensure the high and desired quality in the product is looking at the raw materials. The first step is looking at the quality of the fiber as raw

materials. Diagnostic tools are important in this step. They are used to determine the right quality of fiber that would give the best end product. Quality standards originate from the strategic plans of the organization. In the second step, the organization puts in place the right strategy to ensure high quality in their products. In the plans, there is a definition of the end user and what the products are intended to do. Again, in the process, the organization ensures that the products are in line with the laws and standards.

In the next process is the establishment and measurement methods to ensure the intended quality of the jeans are met. After the measurement are put in place, it is important to monitor the process to find any element that might hinder the achievement of the right quality. These elements are then reduced to attain the right quality

Mood Board

This mood board represents the broad array of jeans that are trending right now. There has been an adaptation of 70's flared wide leg jeans. As well as a baggy 90's vibe that people are wearing on the daily. A trend that is fairly new is the use of a double or triple layered jean, resembling the look as if an individual is wearing more the one pair of jeans. The use of DIY (Do it yourself) has also been present. It has been prevalent that nobody wants to look like the next. Splattering paint, applying different types of patches and prints is becoming more normalized. This mood board represents and reflects all of these new and adopted ways of wearing jeans. The reflection is that of street wear with a touch of elegance; a fusion of the two. The mood throughout is urban, edginess, chic, and disco. The colors most prevalent are black, indigo, dark

blue and light blue. This mood board creates the feel of fashion that is attainable; you can create some of these looks yourself. Relating to those who like to dress their denim up or done. Overall it's relatable and attainable, encompassing a vibe that reminds you of your youth with a modern twist.

Merchandising

When merchandising our private label line Gene in store the use of vertical merchandising seems to bring in more profit. Grouping the label in a vertical column allows the customer to view more of the merchandise. Darren Gilbert (2017) explains how:

" How does this get your customers to buy more? Your customers tend to focus on those products that are at eye-level. Thus, in displaying your merchandise in a vertical manner, you're allowing your customers to stay in one position while they use their eyes to follow your display of items, from top to bottom. The result is an easier shopping experience for them since they'll see more of your inventory. They'll also be able to compare your product offerings and prices..."

This technique is important to emphasize throughout the store since jeans are fairly the same. Most of the time when shopping the customer knows exactly what type of jean they are searching for prior to coming in the store to shop. By placing the clothing in a vertical display it

encourages the customer to look and/ or explore styles that they would have not. Since the style that is trendy more frequently and a lot more faster than the others are bell bottoms; Jeans that have a much wider silhouette towards the bottom of the jean. The display would utilize these jeans at eye-level. While the jeans that have a more baggy feel/ fit to them and the double layered jeans will be displayed either higher or on the lower level. This will give these jeans a better chance of being tried on by customers or better being purchased.

Visual Merchandising

In order to sell our private label line Gene, the store has to attract customers frequently. In order to do this we will utilize what customers are usually attracted to at first when they are shopping. The storefront has a major role in determining whether someone comes into shop or not. Of course there will be loyal customers but there has to be components that generate new customers. The store layout will utilize a combination of a minimal layout and a standard layout. Creating an open clean, and chic feel throughout the store while not being too overwhelming to where customers do not want to come in and explore the store. Utilizing all open spaces to have a piece of artwork with jeans being incorporated into the piece itself. This makes for a great conversation piece, a component that will keep the customer in the store for a longer amount of time. This can also be a great way of utilizing social media to stay relevant, if there are great pieces of artwork throughout the store to intrigue the customers. Overall the store will reflect a modern and art gallery like feel to reflect the essence of the brand.

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