

Merchandise Planning &  
Buying BUF 2255



Gina Zhang  
Alyssa Skerret  
Ivy Chen





# TABLE OF CONTENTS

Abstract	3
Biography	4
About the Brand	5-6
Mission Statement	7-9
Target Market	10-11
Color Palette	12-14
Fabric Research	15
Web & Store Design	16-17
Product Design	18-19
SKU Chart	20-23
Open to Buy Calculations	24
Conclusion	25
References	26





GIA will be opening its doors to petite women seeking stylish comfortable casual dresses. We recognized a gap in Honolulu, Hawaii for petite apparel, and GIA aims to provide clients with a variety of casual dresses. However, we're embracing sustainability as a core value to protect both the quality of our dresses and the well-being of the community. GIA is committed to revolutionizing traditional fashion production methods by transitioning to fully sustainable practices. "The speed at which garments are produced also means that more and more clothes are disposed of by consumers, creating massive textile waste. According to some statistics, in Australia alone, more than 500m kilos of unwanted clothing ends up in landfill every year" (Rauturier, 2023). Our venture will incorporate sustainability into every aspect of its operations in response to the growing consumer demand for eco-conscious products and persistent concerns about the environment. Our community matters to us and with sustainability being our choice, we can promise our garments will have long-lasting quality.

# ABSTRACT





# BIOGRAPHY

---



**Gina Zhang**

*Creative Director*

✉ [gina@gialabel.com](mailto:gina@gialabel.com)

Collaborates closely with fashion designers, marketers, and executives to translate strategic objectives into compelling visual storytelling, campaigns, and experiences that elevate the brand's presence and drive engagement and sales.

**Alyssa Skerret**

*Market Researcher*

✉ [alyssa@gialabel.com](mailto:alyssa@gialabel.com)

Generates reports and presentations outlining key findings and recommendations to support product development, marketing strategies, and business growth initiatives.



**Ivy Chen**

*Merchandise Planner*

✉ [ivy@gialabel.com](mailto:ivy@gialabel.com)

Collaborates with cross-functional teams including buying, marketing, and finance to drive profitability and maximize sales through effective inventory management and assortment planning.



# ABOUT GIA

To maximize the longevity of our garments, we will aim at recycling to minimize waste. In addition, avoiding fast fashion will be the best choice for us because we don't want to pollute our water and land through resource-intensive production. We don't want to impact our local ecosystems, targeting the beauty that draws visitors and residents to our island. GIA understands the growing desire for eco-conscious products and we believe that it is our responsibility to protect our island. That's why we're embracing sustainability in every aspect of our operations, from the materials we use to our production processes. Additionally, our garments won't contain any harmful chemicals that can harm our consumers. GIA wants its consumers to feel confident and comfortable in our dresses, knowing their health will be protected. For example, harsh chemicals are used in conventional clothing dyes and finishing techniques that can irritate the skin, especially among individuals who have sensitive skin. Consumers won't have to worry about contracting skin irritation when wearing our beautiful garments. Furthermore, we acknowledge those who take consideration of our planet that faces environmental and health issues. GIA wants to attract those who are seeking out products that are produced sustainably, and that have less impact on human health and the environment. Overall, choosing GIA is a choice to adopt a style that not only enhances your appearance but also promotes the well-being of Honolulu.



We decided to cater to petite individuals because petite clients frequently have trouble finding well-fitting, stylish dresses. The initiative is driven by a recognition of the decreased market for petite-sized clothing in the casual dress sector, particularly in a tropical setting like Honolulu. By catering to petite sizes we will stand out from our competitors who may only focus on a wider range of sizes than smaller sizes. This is beneficial for our consumers in the Honolulu location due to the warm climate all year around. Moreover, our location in Honolulu, with its consistently warm climate is crucial to provide lightweight, breathable clothing tailored for petite figures. Our dedication to utilizing demographic data is to understand the specific characteristics and preferences of the people of Honolulu. This approach ensures that GIA will provide a better suited to particular tastes and requirements of the local population that leads to more satisfied customers, and potentially greater success within our retail. Overall, GIA is committed to providing the petite women of Honolulu with the confidence and ease of expressing themselves through our creations.





# MISSION STATEMENT

Our goal at GIA is to empower petite women in Honolulu, Hawaii, by giving them access to unique and comfortable casual dresses that are tailored to their sizing. We are devoted to providing a range of premium clothing while emphasizing sustainability in every aspect of our business operations. As a team, we have identified a huge need in the market for petite apparel in our tropical environment. However, our commitment to sustainability extends beyond environmental considerations to customer satisfaction and health. Fast fashion has revolutionized the apparel industry, but not for the better. (EarthDay, 2024). We advocate for consumers to support ethical production and sustainable practices over merely focusing on the label when it comes to shopping for new clothes. GIA wants its consumers to be aware that the fashion industry is one of the most polluting of all industries, while the fashion industry produces 100 billion garments a year and 87% (40 million tons) end up in a landfill (EarthDay, 2024), which causes pollution. To avoid the ongoing issues caused by fast fashion, GIA aims to realign the fashion industry and maintain sustainable practices through sourcing, production, distribution, marketing, and consumption. We want our consumers to consider the environment when purchasing clothes, helping to create a better future for Hawaii. The fashion industry has already caused enough harm to ecosystems around the world, including deforestation, harming ocean ecosystems, contaminated water sources, damaged soil and biodiversity. (EarthDay, 2024). We need to make changes to make sure the industry doesn't hurt the environment anymore and protect the city of Honolulu.



# AS A TEAM...

We want our consumers to avoid fast fashion. For example, consumers can avoid fast fashion in many ways, such as wearing the same clothing instead of purchasing new clothes, going thrifting, upcycling their existing clothes, and swapping clothes. (TrashFreeHawaii, 2021). Furthermore, customers reduce their environmental impact from fast fashion by getting the most out of their existing clothes. For instance, thrifting gives a chance for pre-used garments a second life preventing them from ending up in landfills. When purchasing new clothing, try to choose brands that use recycled materials and maintain ethical practices.

(TrashFreeHawaii, 2021). At GIA, we are committed to empowering petite women in Honolulu, Hawaii, with unique, comfortable, and sustainably-made casual dresses tailored to their sizing needs. Join us in reshaping the fashion industry by prioritizing ethical production and sustainable practices, ensuring a better future for both our community and the environment.



Residents of Honolulu can rely on GIA's casual dresses, which represents our dedication to offering premium, eco-friendly, and well-fitting clothing suited to the community's needs. Since the weather in Hawaii is very consistent with only minor changes in the temperature throughout the year (Hawaii Weather, 2024), our dresses are climate suitable to Honolulu's warm and tropical climate. GIA dresses will be lightweight and breathable providing comfort without sacrificing style by using fabrics and designs that offer breathability in a warm weather climate. Our garments are not only appealing but also practical for everyday wear in Honolulu's year-round warmth. For example, there are two seasons in Hawaii: winter, which runs from November to April, and summer, which runs from May to October. (Hawaii Weather, 2024). With mild temperatures and minimal seasonal variation, consumers will look and feel their best when wearing our casual dresses in Honolulu's tropical climate. Additionally, sustainability is at the core of our operations, and that includes the quality and lifespan of our dresses.





# TARGET MARKET

At GIA, our target market group falls within the age group of 18-25. These age groups are likely to be college students or young professionals. Our customers at GIA are primarily individuals who value sustainability, style, and inclusivity. Specifically, our target market is young women between the ages of 18 to 25 residing in Honolulu, Hawaii. GIA, believes younger women with petite sizing should be represented more. However, these individuals are socially conscious, fashion-forward, and looking for clothing options that meet their petite sizing needs without compromising on style or ethics. A fraction of them have completed high school while the other portion are likely pursuing or have completed higher education, including college and university degrees. Income levels vary among the target market for GIA's petite-sized dresses in Honolulu, Hawaii.





Within the age group of 18-25, some may have limited incomes, relying on part-time jobs or financial support, while others may already have incomes, working in various industries. Additionally, professionals and established individuals in the target market within this age range may have higher incomes. They prioritize sustainability and are willing to support brands that align with their values. The target market for petite-sized dresses from GIA in Honolulu, Hawaii, varies in terms of marital status as well. For example, a large portion of our target market is likely single and concentrating on their studies or careers. Our goal is to provide them with fashionable dresses that not only fit their petite frames perfectly but also reflect their commitment to environmentally friendly practices. By understanding and catering to the unique needs and preferences of this demographic, we aim to build long-lasting relationships and become their go-to destination for sustainable petite-sized dresses in Honolulu. Here at GIA, we're not just about providing stylish dresses in petite sizing; we're committed to sustainability and making a positive impact on our planet. With GIA, you're not just wearing a dress; you're making a statement for sustainability in style.





# COLOR PALETTE

SUNSET CORAL  
**SUNSET CORAL**  
SUNSET CORAL

AQUATIC AWE  
**AQUATIC AWE**  
AQUATIC AWE

RAY FLOWER  
**RAY FLOWER**  
RAY FLOWER



# SUNSET CORAL

is the epitome of Hawaiian elegance, blending the rich, golden hues of a tropical sunset with the delicate tones of coral reefs swaying beneath crystal-clear waters. This captivating hue transports you to serene evenings, filled with the scent of tropical flowers and the gentle rustle of palm fronds swaying in the breeze. It perfectly embodies the essence of Hawaiian summers, where each day fades into a picturesque display of vibrant colors, infusing the landscape with a feeling of calmness and comfort. Whether it's a long, maxi dress moving in the ocean wind or a mini dress with fun designs, Sunset Coral perfectly complements the picturesque landscape of Hawaii's paradise. Its warm and vibrant tones would enhance the bronzed complexion for everyone.

# AQUATIC AWE

is a mesmerizing blend of deep ocean blues and vibrant turquoise hues, evoking the enchanting depths of tropical waters. Imagine gazing out at the sea, where the surface mirrors the endless azure sky, while below, a vibrant world of marine life and colorful coral reefs thrive. This color evokes a sense of wonder and fascination, as if inviting you to explore the mysteries hidden beneath the waves. In Hawaii's summer dresses, opting for Aquatic Awe in dresses would be breathtaking with its deep blues that mirror the hues of the surrounding seas. Additionally, the vibrant yet soothing tones of Aquatic Awe can complement a wide range of skin tones, making it universally flattering. Aquatic Awe would add an element of sophistication, vitality, and excitement to dresses, ensuring they stand out gorgeously amidst Hawaii's lively summer ambiance.



# RAY FLOWER



is a lively yellow shade reminiscent of the vibrant petals of sunflowers, radiating energy and liveliness. This enchanting hue evokes a sense of happiness, energy, and plenty, perfectly reflecting the essence of a sunny summer day. It embodies the lively atmosphere of Hawaii's tropical scenery. Ray Flower would be a stunning choice for summer dresses in Hawaii. Its golden hues would mimic the sun's brightness, enhancing the wearer's natural radiance. Whether it's a flowing maxi dress capturing the laid-back essence of summer or a playful sundress adorned with floral patterns, Ray Flower would add warmth and vitality to any outfit. Its luminous shade would complement the island's vibrant scenery, creating a beautiful visual harmony that celebrates the beauty of Hawaii's paradise.



# FABRIC RESEARCH

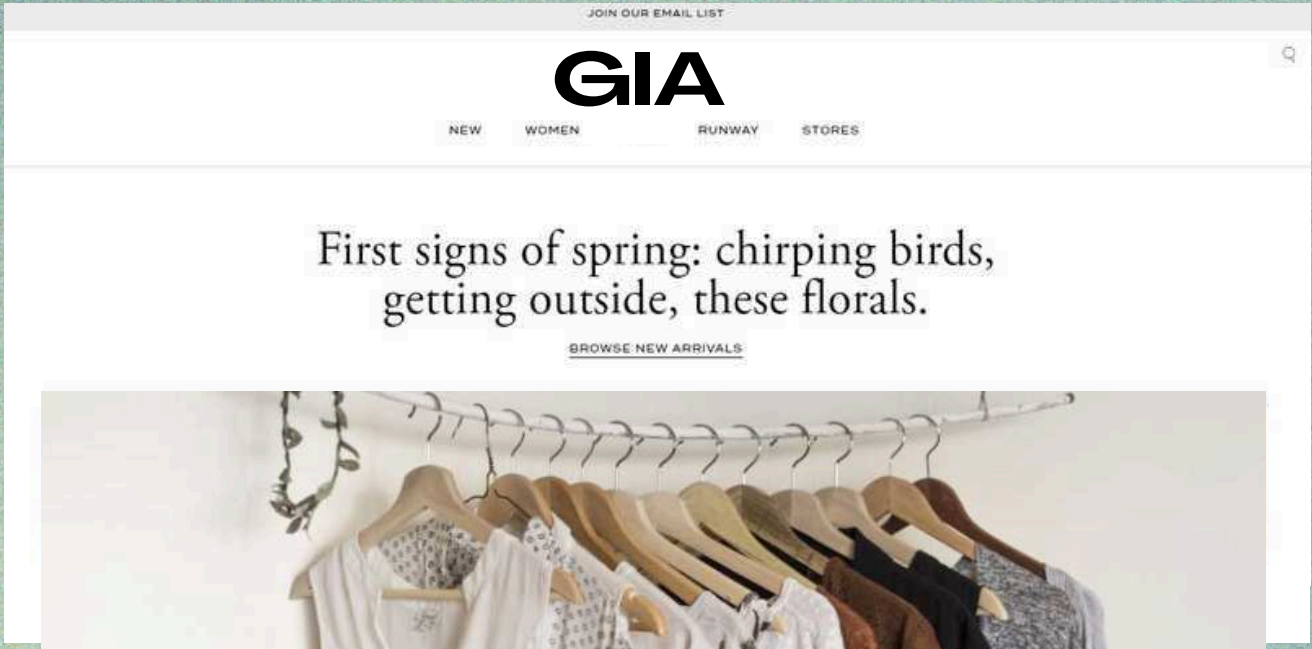
The textile industry is one of the largest contributors to environmental pollution, with traditional fabrics often requiring extensive chemical treatments and high water usage. In response to growing environmental concerns, there has been a surge in research and development of eco-friendly fabrics that prioritize sustainability without compromising comfort or style.

Natural fibers offer a sustainable alternative to traditional fabrics, with options like organic cotton, hemp, and linen leading the way. Organic cotton, grown without synthetic pesticides or fertilizers, reduces environmental impact while maintaining softness and versatility. Hemp, known for its durability and breathability, requires minimal water and no pesticides, making it an eco-friendly choice for a variety of clothing styles. Linen, derived from the flax plant, is biodegradable and requires fewer resources to cultivate, providing a lightweight and breathable option ideal for warm climates. These natural fibers prioritize environmental responsibility while delivering comfort and style, making them essential components of a sustainable fashion industry. Natural fibers provide several advantages for petite girls when it comes to clothing. Their lightweight and breathable nature ensures a comfortable fit, ideal for those with smaller frames who may find heavier fabrics overwhelming. Additionally, natural fibers are easier to tailor, allowing for adjustments without compromising the integrity of the fabric, which is crucial for achieving the perfect fit. The versatility of natural fibers enables petite girls to explore various styles without feeling limited by their size, while their durability ensures that clothing made from these materials can withstand frequent wear and washing. Overall, natural fibers offer a combination of comfort, versatility, and durability, making them an excellent choice for petite individuals seeking stylish and sustainable clothing options.

Recycled materials offer a sustainable solution for clothing production, particularly beneficial for petite girls. Recycled polyester, derived from repurposed plastic bottles and post-consumer waste, reduces reliance on virgin materials and minimizes landfill waste while retaining the performance and versatility of conventional polyester. Similarly, Econyl, a regenerated nylon made from discarded fishing nets and other nylon waste, offers durability and elasticity comparable to virgin nylon while addressing marine pollution. Additionally, recycled cotton, sourced from salvaged pre-consumer textile waste and post-consumer clothing, conserves water and energy while maintaining fabric quality, providing a sustainable alternative to traditional cotton. These recycled materials not only contribute to environmental conservation but also offer practical and stylish options for petite individuals seeking eco-friendly clothing alternatives.



# WEB & STORE DESIGN







Retail store design plays a crucial role in creating an engaging and efficient shopping experience for customers. A well-designed retail store can attract more customers, encourage them to spend more time and money, and ultimately increase sales and customer satisfaction.

**Free-Flow Layout:** Often used in boutiques and high-end stores, this layout encourages customers to explore at their own pace. It allows for creative and flexible displays but can be less efficient in terms of space utilization.



# GIA





# GIA





# SKU CHART 1

	A	B	C	D	E	F	G
1	Brand	Style#	Color #	Season #	Size (US / EUR)	SKU	IRN
2	Aloha GIA	AG001	Pink	Spring/ Summer	XS (0-2 / 32)	AG-0016 0-XS-PI	00230
3	Aloha GIA	AG002	Dark Pink	Spring/ Summer	S (2-4 / 34-36)	AG-0026 1-S-DP	00331
4	Aloha GIA	AG003	Dark Blue	Spring/ Summer	M (6-8 / 38-40)	AG-0036 2-M-DB	00432
5	Aloha GIA	AG004	Light Blue	Spring/ Summer	XS (0-2 / 32)	AG-0046 3-XS-LB	01130
6	Aloha GIA	AG005	Light Yellow	Spring/ Summer	S (2-4 / 34-36)	AG-0056 4-S-LY	01131
7	Aloha GIA	AG006	Yellow	Spring/ Summer	M (6-8 / 38-40)	AG-0066 5-M-Y	01132
8	Aloha GIA	AG007	Green	Spring/ Summer	XS (0-2 / 32)	AG-0076 6-XS-G	02234
9	Aloha GIA	AG008	Orange	Spring/ Summer	S (2-4 / 34-36)	AG-0086 7-S-O	02235



# SKU CHART 2

	A	B	C	D	E	F	G
1	Brand	Style#	Color #	Season #	Size (US / EUR)	SKU	IRN
2	Aloha GIA	AG001	Pink	Spring/ Summer	XS (0-2 / 32)	AG-0027 9-XS-PI	00109
3	Aloha GIA	AG002	Dark Pink	Spring/ Summer	S (2-4 / 34-36)	AG-0027 8-S-DP	10992
4	Aloha GIA	AG003	Dark Blue	Spring/ Summer	M (6-8 / 38-40)	AG-0037 7-M-DB	00754
5	Aloha GIA	AG004	Light Blue	Spring/ Summer	XS (0-2 / 32)	AG-0047 6-XS-LB	01657
6	Aloha GIA	AG005	Light Yellow	Spring/ Summer	S (2-4 / 34-36)	AG-0057 5-S-LY	00543
7	Aloha GIA	AG006	Yellow	Spring/ Summer	M (6-8 / 38-40)	AG-0067 4-M-Y	09921
8	Aloha GIA	AG007	Green	Spring/ Summer	XS (0-2 / 32)	AG-0077 3-XS-G	04731
9	Aloha GIA	AG008	Orange	Spring/ Summer	S (2-4 / 34-36)	AG-0087 2-S-O	65473



# SKU CHART 3

	A	B	C	D	E	F	G
below	Brand	Style#	Color #	Season #	Size (US / EUR)	SKU	IRN
2	Aloha GIA	AG001	Pink	Spring/ Summer	XS (0-2 / 32)	AG-0200 5-XS-PI	02399
3	Aloha GIA	AG002	Dark Pink	Spring/ Summer	S (2-4 / 34-36)	AG-0301 0-S-DP	06543
4	Aloha GIA	AG003	Dark Blue	Spring/ Summer	M (6-8 / 38-40)	AG-0041 5-M-DB	07230
5	Aloha GIA	AG004	Light Blue	Spring/ Summer	XS (0-2 / 32)	AG-0052 0-XS-LB	01533
6	Aloha GIA	AG005	Light Yellow	Spring/ Summer	S (2-4 / 34-36)	AG-0062 5-S-LY	08338
7	Aloha GIA	AG006	Yellow	Spring/ Summer	M (6-8 / 38-40)	AG-0073 0-M-Y	06858
8	Aloha GIA	AG007	Green	Spring/ Summer	XS (0-2 / 32)	AG-0083 5-XS-G	03329
9	Aloha GIA	AG008	Orange	Spring/ Summer	S (2-4 / 34-36)	AG-0094 0-S-O	03389



# SKU CHART 4

	A	B	C	D	E	F	G
1	Brand	Style#	Color #	Season #	Size (US / EUR)	SKU	IRN
2	Aloha GIA	AG001	Pink	Spring/ Summer	XS (0-2 / 32)	AG-0090 1-XS-PI	97860
3	Aloha GIA	AG002	Dark Pink	Spring/ Summer	S (2-4 / 34-36)	AG-0080 2-S-DP	75893
4	Aloha GIA	AG003	Dark Blue	Spring/ Summer	M (6-8 / 38-40)	AG-0070 3-M-DB	00594
5	Aloha GIA	AG004	Light Blue	Spring/ Summer	XS (0-2 / 32)	AG-0060 4-XS-LB	83221
6	Aloha GIA	AG005	Light Yellow	Spring/ Summer	S (2-4 / 34-36)	AG-0050 5-S-LY	49595
7	Aloha GIA	AG006	Yellow	Spring/ Summer	M (6-8 / 38-40)	AG-0269 9-M-Y	04300
8	Aloha GIA	AG007	Green	Spring/ Summer	XS (0-2 / 32)	AG-0070 7-XS-G	02697
9	Aloha GIA	AG008	Orange	Spring/ Summer	S (2-4 / 34-36)	AG-0080 8-S-O	30400



# OPEN TO BUY

<b>Month</b>	<i>February</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>
<b><i>B1:</i></b> <b><i>Open-to-buy</i></b> <b><i>for each month</i></b>						
<b>Planned Sales</b>	300,000	200,000	300,000	200,000	400,000	250,000
<b>Planned Reductions</b>	20,000	26,000	31,000	17,000	46,000	275,000
<b>Planned EOM Stock</b>	200,000	80,000	110,000	90,000	210,000	70,000
<b>Total Monthly Needs</b>	520,000	306,000	441,000	307,000	656,000	595,000
<b>BOM Stock</b>	160,000	200,000	80,000	110,000	90,000	210,000
<b>Planned Purchases</b>	360,000	106,000	361,000	197,000	566,000	385,000
<b>Merchandise On Order</b>	125,000	15,000	145,000	35,000	170,000	24,000
<b>Open-To-Buy</b>	235,000	91,000	216,000	162,000	396,000	361,000
<b>B2: Average Monthly Sales</b>	275,000	275,000	275,000	275,000	275,000	275,000
<b>B3: Average Monthly Orders</b>	85,667	85,667	85,667	85,667	85,667	85,667
<b>B4: Markdown%</b>	2.6%	6%	1.33%	1.5%	4.5%	10%



# CONCLUSION

In conclusion, GIA's commitment to sustainability, coupled with our dedication to serving the petite women of Honolulu, sets us apart in the fashion industry. We prioritize recycling to minimize waste and avoid the harmful impacts of fast fashion on our environment and local ecosystems. By embracing sustainable practices in every aspect of our operations, from materials to production processes, we ensure that our garments not only enhance the appearance of our consumers but also protect their health and the well-being of our island home.

Our focus on providing well-fitting, stylish dresses tailored for petite figures reflects our understanding of the unique needs of our clientele in a tropical setting like Honolulu. We recognize that the climate and lifestyle in Honolulu require specialized design considerations, and we are committed to offering garments that are not only fashionable but also comfortable and practical for everyday wear in a warm, humid environment.

Through data-driven approaches, we aim to deliver products that resonate with the specific characteristics and preferences of the local population, fostering greater customer satisfaction and success within our retail endeavors. By analyzing customer feedback and market trends, we continually refine our designs and offerings to better meet the needs of our customers, ensuring that each piece of clothing we produce aligns with the tastes and requirements of the women we serve.

Choosing GIA means adopting a style that not only celebrates individual expression but also contributes to the preservation of Honolulu's beauty and vitality for generations to come. We believe that fashion should not come at the expense of the planet, and we are proud to lead by example in promoting sustainable practices within the industry. Our customers can feel confident that when they choose GIA, they are supporting a brand that values ethical production and environmental stewardship as much as it values style and fit.

By championing sustainability and addressing the specific needs of petite women in Honolulu, we are not just creating clothing; we are building a community of conscious consumers who are as passionate about protecting our environment as they are about looking their best. GIA stands as a testament to the idea that fashion can be both beautiful and responsible, and we are dedicated to making a positive impact on the world, one stylish dress at a time.



# REFERENCES

Calore, M. (2023, June 29). Your clothes are making you sick. Wired.  
<https://www.wired.com/story/gadget-lab-podcast-603/>

EarthDay. (2024, April 1). Fashion for the Earth. Earth Day.  
<https://www.earthday.org/campaign/sustainable-fashion/>

Eclipse. (2024, April 22). SKU numbers: Understanding, utilizing, and best practices. Linnworks. <https://www.linnworks.com/blog/how-to-create-sku-numbers-for-your-inventory/#:~:text=SKU%20numbers%20vary%20based%20on,%3A%20Green%2C%20Size%3A%20Medium>

Hawaii Weather. Go Hawaii. (2022, March 16).  
<https://www.gohawaii.com/trip-planning/weather>

Kathuria, P. (2023, August 19). Unravelling the obstacles petite women face in the pursuit of sartorial expression. Harper Bazar.  
<https://www.harpersbazaar.in/fashion/story/unravelling-the-obstacles-petite-women-face-in-the-pursuit-of-sartorial-expression-636259-2023-08-19>

Raturier, S. (2023, August 7). What is fast fashion and why is it so bad?. Good On You. <https://goodonyou.eco/what-is-fast-fashion/>

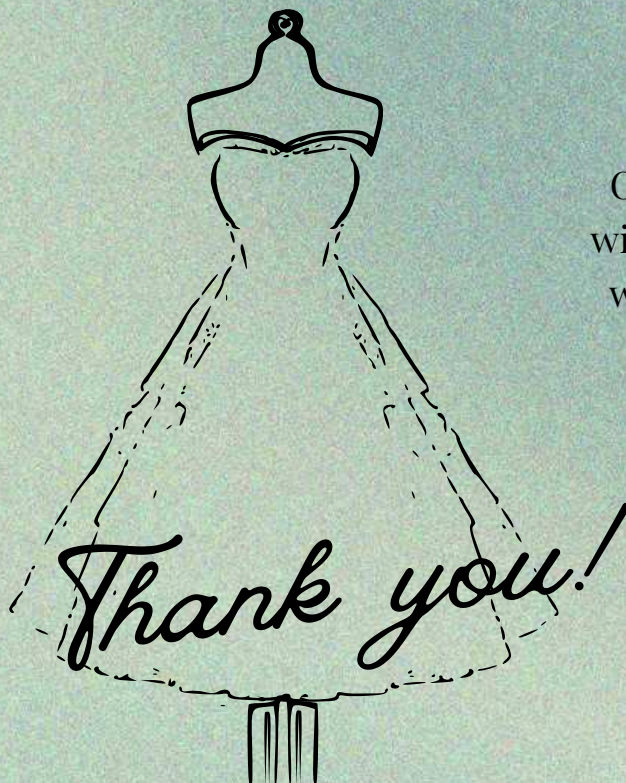
TrashFreeHawaii. (2021, October 13). Avoiding fast fashion. Trash Free Hawaii.  
<https://www.trashfreehawaii.com/blog/avoiding-fast-fashion/>





---

# KEEP IN TOUCH



Our community matters to us and with sustainability being our choice, we can promise our garments will have long-lasting quality.



+1(808) 442-8326  
questions@gialabel.com  
www.aloha.gialabel.com

---