

Eden Leather Co.

Product Development in Fashion Industry

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Mission, Vision, and Values

Eden is a brand of integrity that serves to encourage the equality of race, gender, and body representation. We serve to provide leather shoes and handbags that are clean, sophisticated, trendy, that can be worn by either gender regardless of size. Eden is a relentless supporter of ethically sourced quality goods and our paying factory workers fair wages with livable conditions. Our female Vietnamese factory workers earn high wages, and we encourage young women to become educated providers. This aids our initiative to ensure that all young girls of every race and size have the confidence to take on the world. For our debut f/w 2020 collection we seek to unite our consumers as one.

Consumer Markets

The Eden consumer is an older millennial consumer aged 25-35, (born in the years 1983-1993) . They usually reside in major metropolitan cities around the world such as New York City, Los Angeles, Miami, Atlanta, London, Milan, Paris, and Tokyo. They are single, looking for a partner but are enjoying their space of freedom and maybe living a sexually fluid lifestyle. The Eden consumer is a well educated individual acquiring a bachelor's or master's degree. Their occupations are associated to mid-level positions earning between \$55,000 to \$75,000 annually and are typically employed on the business or tech side of creative industries. For instance, as a public relations manager, graphics/digital designer, an account executive, or tech engineer. Our ideal customer is highly educated and therefore, open to the new ideas. Also, since they are single and with an annual earning above the national standard, they have large disposable income.

Eden initial target market are older, dynamic millennial professionals whose psychographics have categorized them in the “thinkers” consumer group. According to Strategic Business Insights Val’s Survey, thinkers “have high resources and are financially established” (2018). This allows them the purchasing power for Eden high contemporary price point. Thinkers also plan, research, and consider before acting and have a historical standpoint. This means that thinkers are aware of their carbon footprint and are educated on the devastating effects of non-sustainable fashion. They also “use technology in functional ways and buy proven products” (2018) since they are constantly on-the-go, whether going to the gym at 7 am before heading to the office, attending various meetings, then heading to dinner, movie, a club, or an art exhibit with some friends. Eden is highly favorable to thinkers because our products allow for multifunctional use for their energetic lives. Since our consumer is also open-minded to new ideas, they are not defined by stereotypes of their sex and embrace gender-fluid designs as an expression of their complexity.

Strategic Planning

Although our price-point is high contemporary, our quality and unique attributes, combined with our paralleled passion of sustainability will put us in the direction for large investors and give us a competitive advantage. Eden seeks to provide a great quality of footwear and bags that can service all people in their everyday life regardless of their sexual or gender (or lack thereof) gender and size. With that being said, each shoe range seeks to accommodate the typical smallest men’s shoe size to the largest. We include wide sole or calf footwear and a shoe

stretching service. Since Eden practices vertical integration, we are in full control of our supply chain therefore, can control how we produce.

New-Era Marketing

At Eden we plan on using micro-influencers to captivate our target market. Our customer wants to feel understood and related to. With micro-influencers, they have enough influence and reach a group followers within small peer groups, but not as many followers macro influencers, therefore they are seen as more approachable. However, we do want to run a campaign with one upcoming celebrity that has a major reach within the gender fluid community. Ezra Miller is one of Hollywood's biggest upcoming actors. His roles in "Perks of Being a Walflower" and "Fantastic Beasts" and "Where to Find Them" has placed him on the list of young actors to watch out for, however it's his bold and gender fluid red carpet looks and infectious personality that has captivated the fashion world.

Merchandising & Assortment Planning:

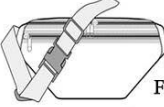





With our Merchandising and Assortment Plan, group name, has decided to sell ten sku's of bags and shoes dividing the two types in half. Five of the sku's will be different designs of shoes and the other five will be different designs of bags. The different designs of bags Eden decided to launch this upcoming season are Fanny Packs, Totes, Satchels, Backpacks / Mini backpacks, and Bucket Bags. Our unisex, merchandise line of shoes, that has been chosen are Leather Loafers, Rugged Leather Cowboy Boots, Leather Low Heel Loafers, Suede High Heeled Ankle Boots for women and Leather Formal Shoes for men.

The reason we picked these types of bags and shoes to sell to our consumers is because the shoe styles are gender fluid and it closely relates to brand culture. Eden stand behind all equal representation between the sexes. We try to display this by producing products that cannot only be worn by just men or by just women but both. The Material of our products will be Calfskin Leather / Faux Leather, Sheepskin Suede / Faux Suede, Natural Rubber for the sole of the shoes for more comfort, which comes from latex, and polyester as our signature material for inside lining of the shoes and handbags. The purpose of using polyester inside the shoes and handbags as our signature style is because it is 100% waterproof, 100% breathable and 100% UV which helps keep ventilation that allows the inside of the shoes to stay cool and dry.

Our Merchandise will be manufactured internationally at one of Vietnam's finest, leather factories “Ca Sau Thanh Vinh”. Their 50 highly qualified craftsman who hand make our leather goods, also approve our sustainable leather. At Eden we choose to use recyclable leather, that has been separated for multipurpose for our consumer. Our craftsman work intensively on perfecting each bag with uniformed details to assure identically luxury quality bag or shoe. We remotely send our developers a spec sheet that helps them manufacture our ideas into life. Below is an example of the spec that is sent to our developers.

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Bag Spec Design

ITEM	PRICE	FABRIC & DIMENSIONS	DESIGN DESCRIPTION	ADDITIONS
 FANNY PACK	\$120	<u>BODY: LAMB LEATHER</u> <u>INNER-LINING: SILK</u> <u>DIMENSIONS: 9.5/8" x 6"</u>	-FEATURES 3 ZIPPED COMPARTMENTS -ADJUSTABLE STRAPS WITH SNAPS -VERY PORTABLE -MADE TO BE PORTABLE	<u>COLORS USED:</u> GRAY CHOCOLATE TAN
 TOTE BAG	\$80	<u>BODY: COW LEATHER</u> <u>INNER-LINING: SILK</u> <u>DIMENSIONS: 20" x 15" x 6"</u>	- STRAPS ATTACHED WITH REINFORCED STITCHING -CLOSURE: ZIPPER - SMALL POCKET (POUCH) ON THE INSIDE	<u>COLORS USED:</u> WHITE ORANGE GRAY
 SATCHEL BAG	\$140	<u>BODY: GOAT LEATHER</u> <u>INNER-LINING: SILK</u> <u>DIMENSIONS: 13"x10.5"x4.1"</u>	- MAIN COMPARTMENT WITH MAIN SECURE ZIPPER CLOSURE - QUICK MAGNETIC SNAPS & ADJUSTABLE SHOULDER STRAPS - NUMEROUS POCKETS FOR SUFFICIENT PURPOSE - SHOCKPROOF LAPTOP COMPARTMENT	<u>COLORS USED:</u> GRAY WHITE CHOCOLATE TAN ORANGE
ITEM	PRICE	FABRIC & DIMENSIONS	DESIGN DESCRIPTION	ADDITIONS
 BACKPACK	\$140	<u>BODY: COW LEATHER</u> <u>INNER-LINING: SILK</u> <u>DIMENSIONS: 12.2" x 6" x 15.8"</u>	-LIGHTWEIGHT & DURABLE -ADJUSTABLE PADDED SHOULDER STRAPS & SIDE WATER-BOTTLE POCKET - LARGE MAIN COMPARTMENT WITH DOUBLE-ZIPPER CLOSURE -SMALL FRONT POCKET WITH ZIPPER CLOSURE	<u>COLORS USED:</u> GRAY CHOCOLATE TAN WHITE
 MINI BACKPACK	\$120	<u>BODY: SHEEP LEATHER</u> <u>INNER-LINING: SILK</u> <u>DIMENSIONS: 11.5" x 11" x 3.5"</u>	- MADE TO BE DURABLE - THREE MINI POCKET INSIDE -ONE FRONT POCKET & ONE BACK POCKET WITH SAFE ZIPPER -ADJUSTABLE PADDED SHOULDER STRAPS	<u>COLORS USED:</u> GRAY CHOCOLATE TAN WHITE ORANGE
 BUCKET BAG	\$130	<u>BODY: GOAT LEATHER</u> <u>INNER-LINING: SILK</u> <u>DIMENSIONS: 13.7" x 4.9" x 10.6"</u>	-DETAILED STREAMLINED STITCHING -HIGH QUALITY ADJUSTABLE STRAPS - SMALL ZIPPER POUCHES ON THE INSIDE & OUT	<u>COLORS USED:</u> WHITE CHOCOLATE TAN

Color Palette

The colors we that Eden is launching has been considered and discussed, to keep the lines very neutral and earth toned for our unisex client. Our color theme colors include Gray, White Alyssum, Tan, and Orange. Medium Brown will be our Star color that will be used in our limited edition item.

