

PEACMELUXURY

Brenda Mendez



FALL WINTER/2020

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About the Author



Brenda Mendez is currently a Senior at City Tech. She is a fashion marketing major.

Her dream is to open her own fashion business and master in interior decorating.

Ever since she was 4 years old, she has had a passion for dress and how dress makes people feel. Brenda's definition of dress is, "dress is a way to communicate to others of who you are, how you feel, and who do you aspire to be at a current moment of your life. Dress is a beautiful thing. Everyone goes through so many different changes within dress in our life, it is like we have different personalities while growing up. We are artists through dress and we should value that every day of our lives."

Letter To The Reader

As you begin to get ready for the 2020 Fall / Winter collection, you begin to mesmerize the last seasons of 2018-2019 and appreciate what it had to offer you, but at the same time you are anxious to know what is going to be the new trend, the new color, the new silhouette. You are impatient and ready to have new things in your closet. PeacMe wants to introduce to you a whole fashion line of innovating, trendy, and unique coats that will keep you warm even at a negative degree weather. Are you ready?

The women's 2020 Fall/Winter Collection will follow its historical traditions with pea coats. Pea Coats continue to evolve through history as it has made its way to being a "classic piece" that everyone has in their closet. The reason why these products are such classic pieces is because they help women not only to conclude their outfit, but to walk in the streets with style -- to feel confident. The new collection would bring you different kinds of pea coats, which are belted, button down, wrapped, etc. The Pea coats will consist of luxurious high end fabrics like merino wool, cashmere, silk, etc.

The reasons why these coats are unique and are a *MUST* on your closet is because you are eligible to wear these coats during cold, harsh winters. This time you do not need an oversized bubble coat that will ruin your outfit. Instead you are wearing a beautiful warm luxury peacoat and you feel confident in it. PeacMe Coats would come in various of colors depending on the style. Our button down pea coats would come in various of nude tones. Our Wrapped pea coats would come in beautiful pink-red tone hues, with such a versatile coat, we believe these colors would look great on them. And lastly, our zipped down pea coats would come in hues of blue making fun but also subtle.

Consumer Profile

The particular consumer group that PeacMe is targeting are women who are open to new innovations. These Women are wealthy women who have had successful careers; they are graduated with their masters or PhDs in anything that is fashion related. The concentrated target market currently works in the fashion world as a executive director of a major magazine company like Vogue or Cosmo. They live in a gorgeous Penthouse in Dumbo, Brooklyn, NYC. These consumers make \$100,000+ a year and own a BMW I8. PeacMe is targeting women who are of all race, ethnicity, and religion because it is a very diverse brand. The reason why PeacMe is targeting a very specific audience is because in order to be able to afford these pieces the consumers must be able to appreciate the quality that we are bringing to the table. These women are 30 year olds who know about historical and modern fashion trends. These women love changes in their life, they love to go out during the weekend on high end meals. We are also targeting those women who have no kids.

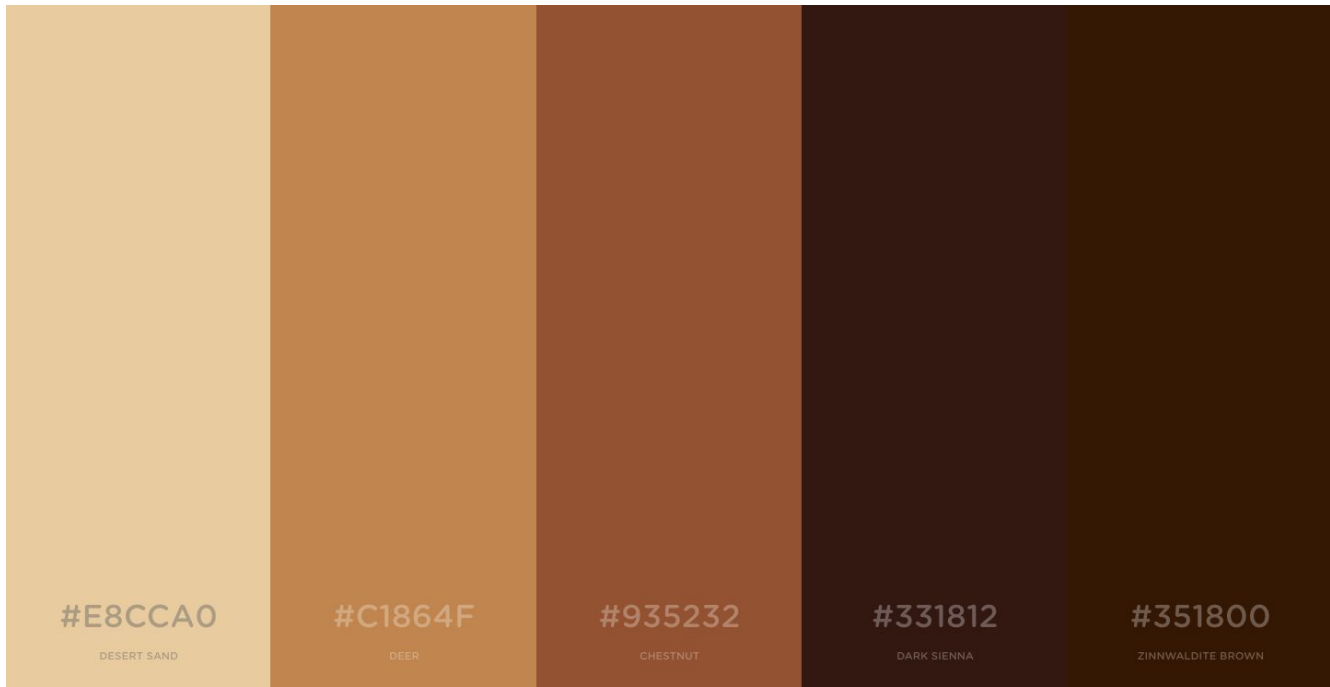


A perfect example of our target

customer is Jessica Shwartz. In the above image she is wearing our classy zippered up 100% Virgin Wool and authentic fox sleeves in. She is one of our loyal customers who spends \$10,000+ a year with us. She is young, beautiful, full of energy and loves to go out for brunch a lot. One of her favorite hobbies is to go wine tasting with her girlfriends, Jessica is also single, so she loves to go out on multiple dates now and then. She loves tennis and plays it as well, a very good friend of hers is Serena Williams. Her favorite Tv show of all time is Sex and the City, she can watch that show over and over, especially all winter long. Jessica also has a cute Cavapoo dog named Max that she brings everywhere, they both fly to Paris every winter. The reason why she is an amazing representation of our preferred customer is because she loves to have fun, she is open to versatility but at the same time she is very sophisticated and sweet.

In Addition, One of the reasons why PeacMe are targeting women that have no kids is because the brand believes that when you do not have children, or anyone to take care of and plus you have a love for fashion, nothing else matters to you but clothing and how it looks on you, basically you care 150% about your appearance and the way you present yourself to others. You are at a selfish point within yourself (in a good way); where you want it to be all about you and how you look. You want luxury items because you have no one else to spend your money on but yourself. These women appreciate the winter and the way coats can make outfits so much better.

Color Palette Inspirations



The color scheme and mood board provided above is neutral/classic colors that would go perfect with our button down pea coats, making them look cozy, elegant and classic.

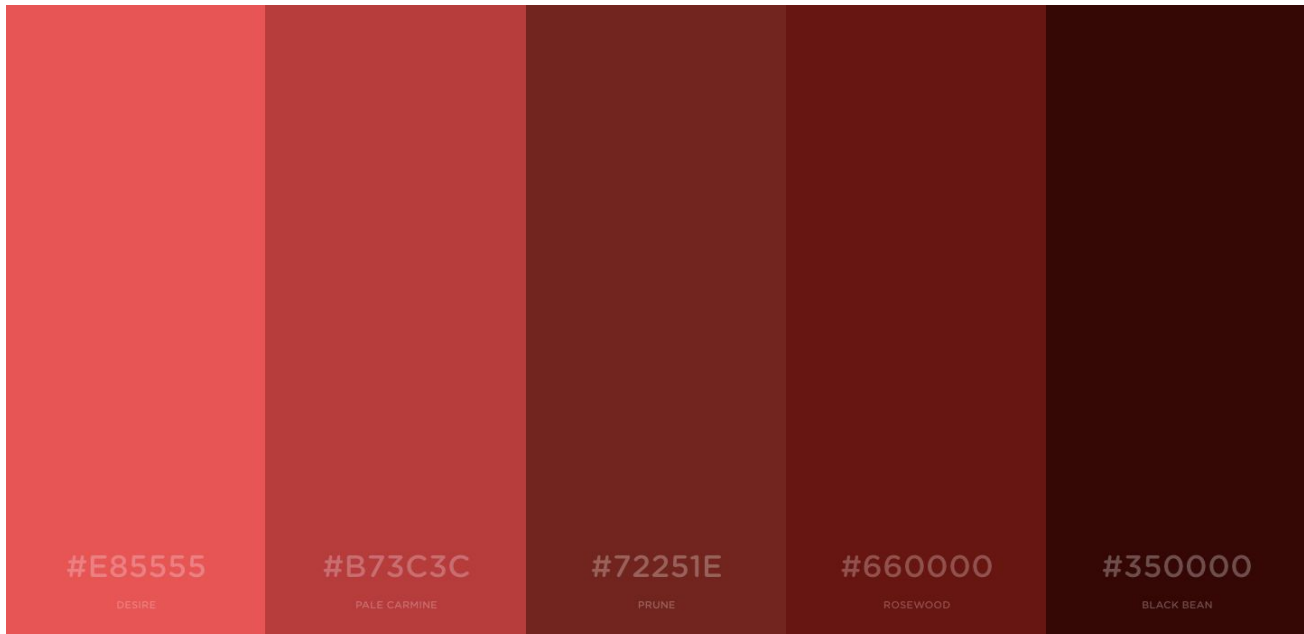


Peacoat A

Peacoat B

Peacoat C

Color: Chestnut #935232	Color: Zinnwaldite Brown #351800	Color: Deer #C1864F
Fabric: 98% Virgin Wool, 2% Cashmere	Fabric: 100% Merino Wool	Fabric: 95% Wool, 5% Mohair



The color scheme provided above are girly beautiful pink-red tones that are perfect for our wrapped pea coat selection, making such a versatile coat super fun, but also keeping the colors balanced in a way to mix match with outfits.

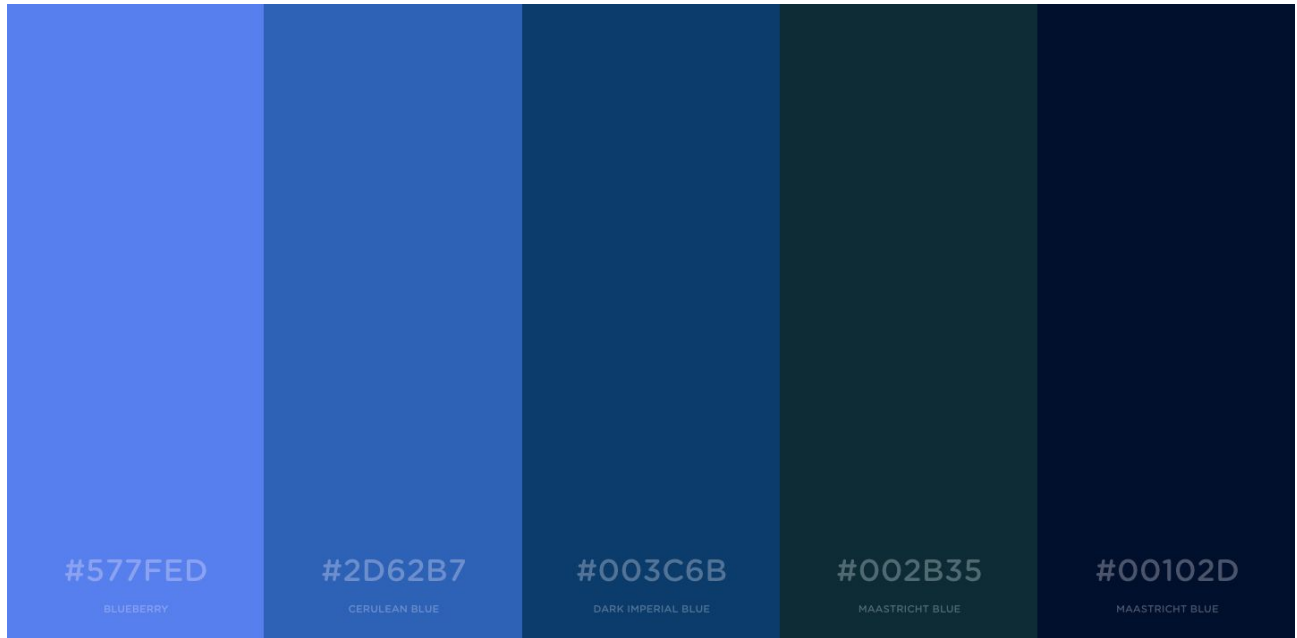


Peacoat A

Peacoat B

Peacoat C

Color: Prune #72251E	Color: Pale Carmine #B73C3C	Color: Black Bean #350000
Fabric: 3% Silk, 97% Merino Wool	Fabric: 2% Viskose 98% Virgin Wool	Fabric: 70% Wool 30% Chinchilla Fur



The Color Scheme provided above is water/skye blue hues that are going to be used for our zipped down pea coats.



Peacoat A

Peacoat B

Peacoat C

Color: Maastricht #00102D	Color: Dark Imperial Blue #003C6B	Color: Cerulean Blue #2D62B7
Fabric: 100% Wool	Fabric: 3% Mohair 95% Wool 2% silk	Fabric: 99% Wool 1% Polyester

Evolution in Women's Outerwear

Women's fashion has made historical changes and huge impacts for us today. Women were never really allowed to wear as they pleased back in history and sometimes even today. It might be for various of reasons, for religion or for any symbolic reason. Women had no power, no equal rights, to be paid like a man, to dress like a man or to even act like a man. Until women started to fight for their equal rights. Women's clothing became a symbolic reason for equal rights. Back in the 1850's during the Civil War, that is when everything started to slowly change within women's fashion. This is corsets were being worn, and petticoats dragged at the waist. The corseted waists re-arranged the vital organs, encouraging the frequent and well-advertised feminine ill health (Riegel, 1963). This shows how women no longer cared about what anyone else thought about them even if it disturbed others. They wanted to show their beauty through dress. Men at the time

thought dressing like this was immodest and immoral, making them sexless and not pure enough to get married (Riegel, 1963). But femininity kept growing and womens apparel became even larger.

One piece of clothing that has made an impact throughout the years are pea coats. The history of pea coats began with military backgrounds for men since the 1800s (Wong, 2015). The name pea coat originated from the Dutch word "pije" which was used in the Dutch language to describe a coat made from coarse wool fabric (Wong, 2015). Peacoats during that time were made out of melton wool, which was 70 percent wool and 30 percent acrylic. The wool is woven tightly and treated with heat to bind the fibers together resulting in a very warm water and wind-resistant fabric that was perfect for life at sea (Wong, 2015). This shows how impactful and how useful Pea coats were during this time.

Women's pea coats became very popular during the jazz age. The pea coats closed with just a single center button wrapped over to the right and they did not really have anything special to them, like embellishment or decoration, they mostly had trim fur on the collar (Sessions, 2013). During the 1920's, that is when they began to add belts and more buttons than usual. "The winter coats were often made of wool suede velour, deep pile velvet, wool broadcloth, and velour coating. Popular winter colors included



black, brown, tan, medium green, blue crackle, and cranberry red. Brown and gray plaids were also in style. Linings were made from crepe de chine, satin de chine, brocade, or other silks and blends" (Sessions, 2013). The women who had the money for it, would buy the long heavy raccoon mixed coats that would land right by the ankle. These were perfect for a very cold

weather. During the 1930's that is when the pea coat style turned into a raincoat, which is now considered a trench coat or raincoat. These are the lighter weight coats with not so heavy fabrics (Sessions, 2013).

PeacMe understands and appreciates the history that comes with outerwear, especially the impact it has made till this day. We will continue to carry on traditions by introducing new styles every season. Knowing that the very first pea coats were introduced first to men, we would love to only focus on womens outerwear peacoat pieces. We want to embrace women, embrace their fashion, embrace how beautiful they can be through not just any ordinary piece, but our pieces.



Conclusion

PeacMe is introducing three styles in three different trends for 2020 fall/winter collection. We are a unique and versatile brand that showcases never before seen trends that everyone would love. Our Brand of pea coats would have three styles which are button down pea coats, belted pea coats and wrapped pea coats. The reason why our brand would continue to be successful is because our luxurious fabrics and colors would never go out of style. We will have our own fashion show on 2019 showing our 2020 collection under the Eiffel Tower in Paris. You can also visit us at PeacMeluxury.com and keep up with our latest collection and ship international. With our latest technology and latest fashion trends and knowledge and expertise of women's outerwear we can make you our forever customer ♥

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