

A black, glossy fabric background with a central swirl or knot-like pattern. The fabric has a fine, woven texture and reflects light, creating highlights and shadows that emphasize its folds and curves. The overall appearance is that of a high-quality, possibly silk or satin, material.

KeBr-CaDa

KEVIN TUFINO, BRENDA MENDEZ, CASSANDRA, DAVID TEPA



OUR PRODUCT/MISSION

For our product we want to revolutionize a garment that most of our consumer already have in their closets, a faux leather jacket. We want our consumers to feel refreshing and comfortable by implementing cooling systems in their common leather jackets. We are aware that some consumers love to wear faux or leather jackets throughout the fall season. However, leather jackets cannot be worn throughout the summer, but we plan on changing this so that consumers can wear leather jackets all year long



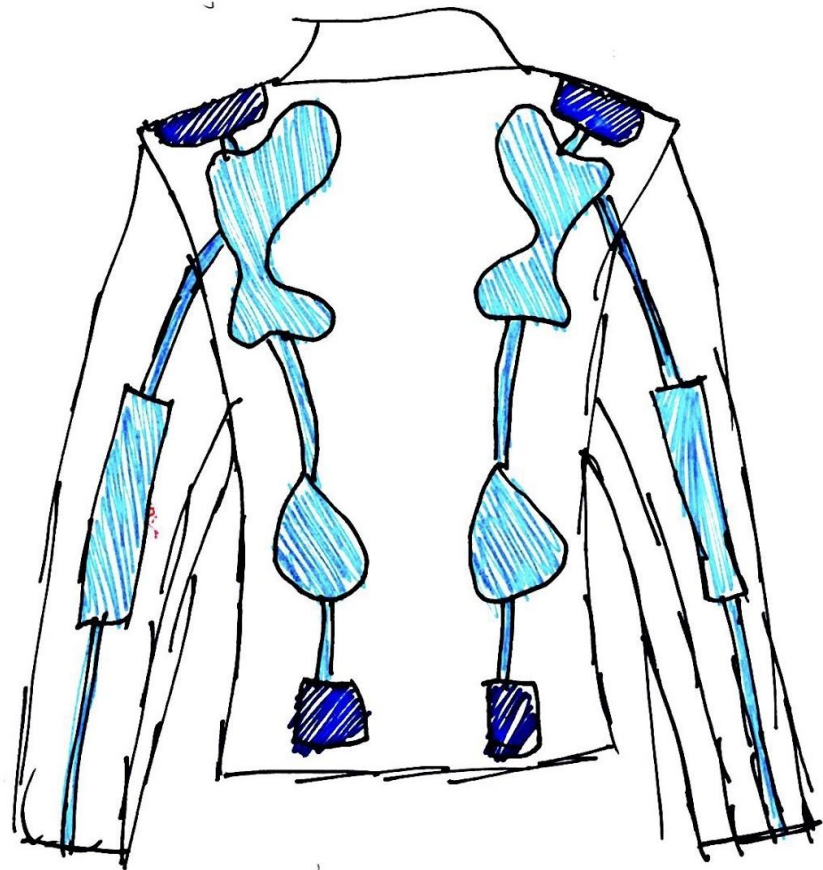
HOW WILL IT BE MADE

We will use natural or synthetic fibers in our garments and most importantly PVC(Polymerizing Vinyl Chloride), which is the common way of producing faux leather today. For our cooling systems, we plan on having patches and high tech wire, formed as a fabric to have all patches be connected to each other.

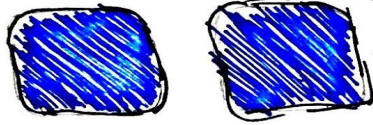
KeBr-CaDa

VISUALS

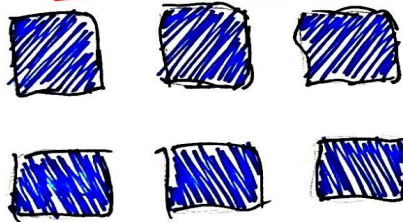




Shoulder Cooling Pads

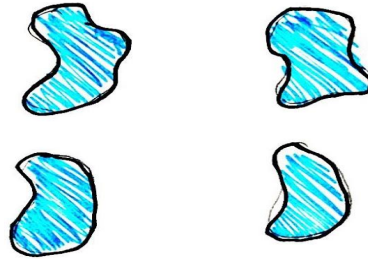


Waist belt Pads

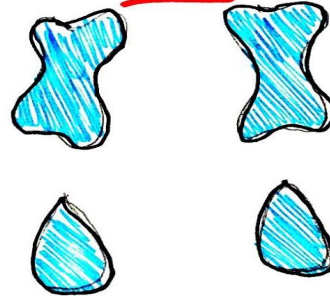


ARM Cooling Pads

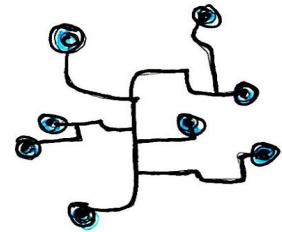
Chest



Back

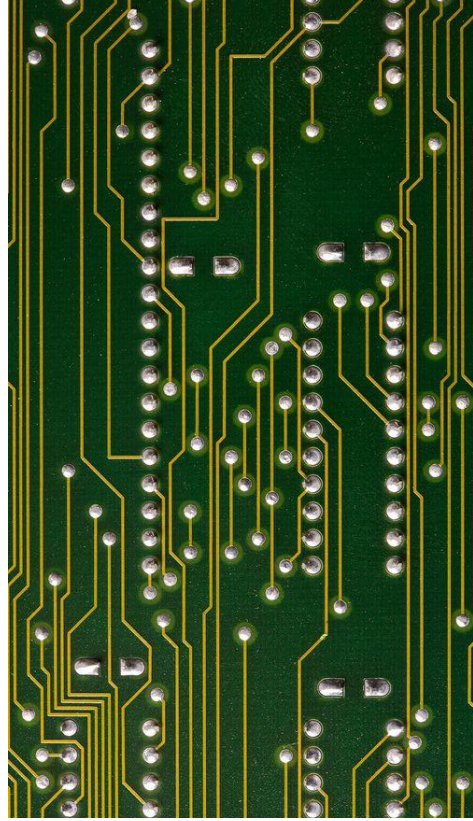
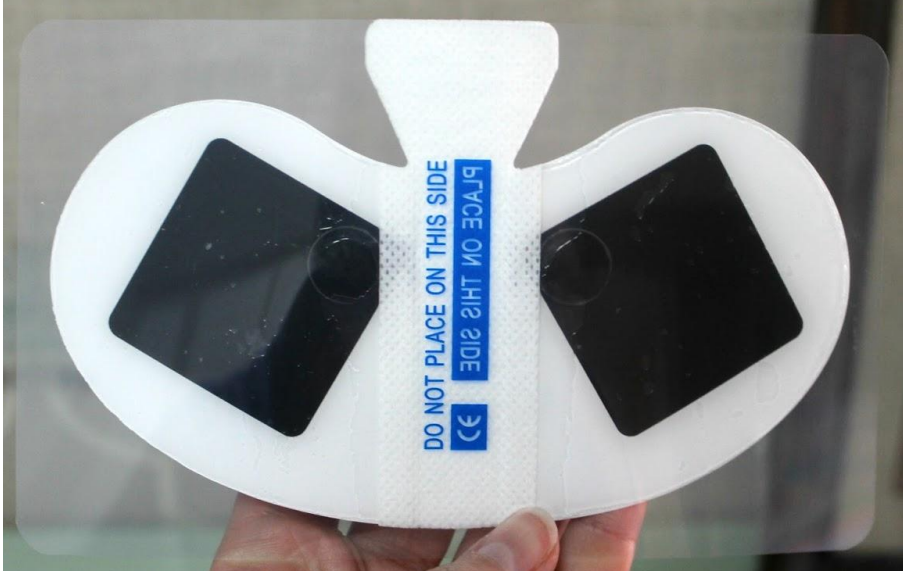


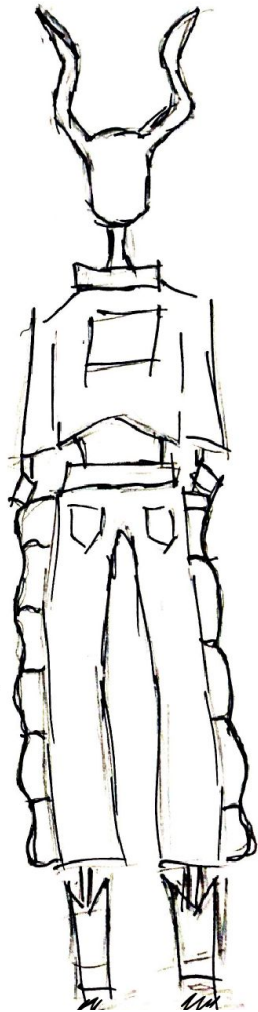
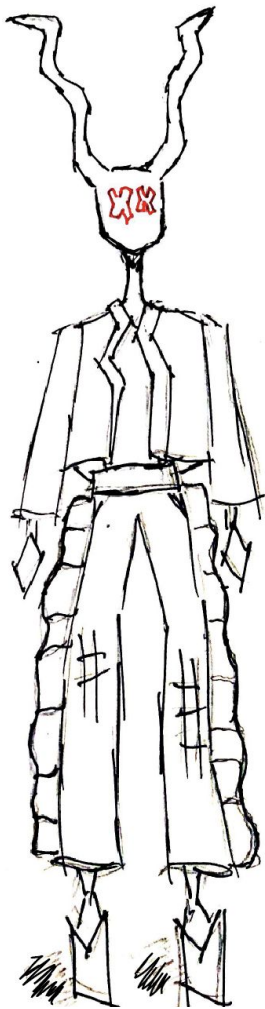
Tunnel Vents

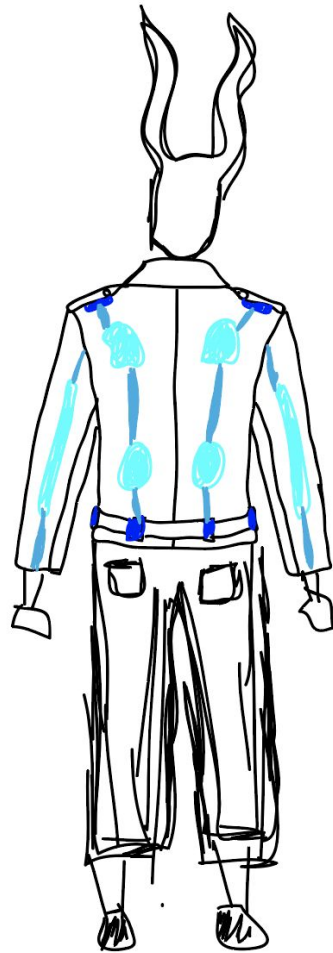
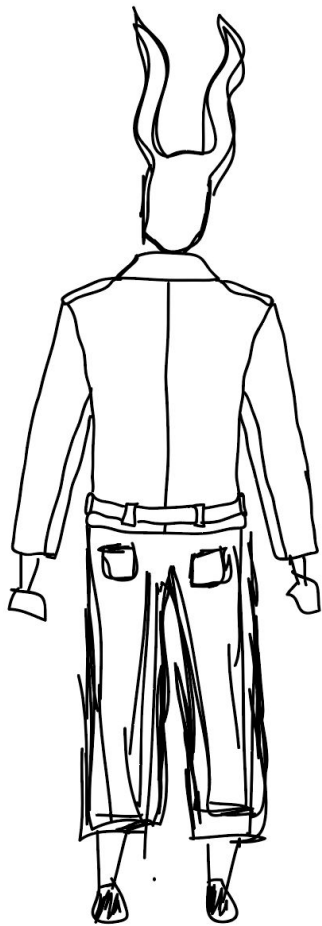
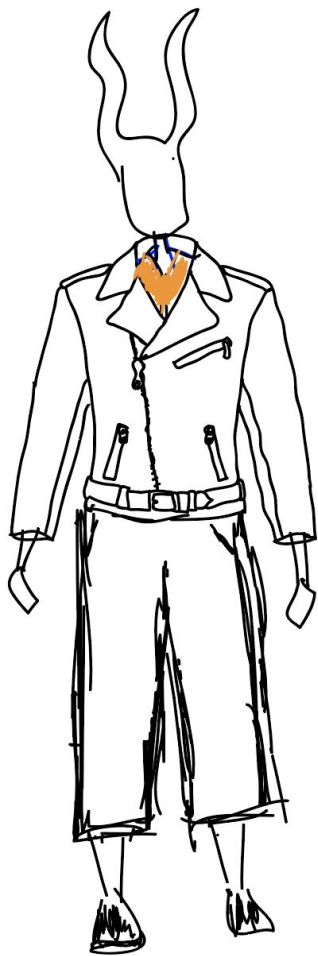


KeBr - Ca Da

Cooling Pads









QUALITY CONTROL

Before placing our product in the marketplace we will run multiple tests. These tests include performing everyday daily tasks including going to work/school with the garment, exercising, heading out etc. We will try to uncover as many problems as possible and work on a solution to it so that we can deliver our customers the best possible quality.

Furthermore, we will wash and dry our garments and test whether it still properly works or not. This will give us an idea on what to include in our wash care label.



SHOPPING THE MARKET

Markets that we should be aware of are sustainable markets and leather markets. These markets can fall under a high price category, but we have decided that the price of our garment should be \$160. On average, a faux leather jacket at H&M ranges from \$60-\$100. To compare, a faux leather jacket at Stella McCartney can range from \$1000 to \$2000. We do not want to overprice our garment, rather keep the price close to the H&M range. Therefore, we are only charging an additional \$60-\$100 for our garment that includes a cooling system

SHOPPING THE MARKET (cont.)



Another market we should be aware of is technology, as technology is getting hard to ignore by fashion labels. We see technology in garments more and more every year. We have also learned that we are not the first to implement technology on a garment. Last year, a collaboration between Levis and Google produced a jacket that consisted of a smart sleeve. Named the Jacquard jacket, it consisted of consumers being able to connect to their phones with the jackets threads and a snap tag. This allowed consumers to control their music, answer phone calls, navigate with Google Maps and other minor tricks. However, many have argued that \$350 for this garment that we do not need or want is not justifiable. For this reason, we do not plan on making our garment overpriced, as we believe overpricing our product will lead us to the same thing.

ADAPTING TO THEIR MARKET

We believe that adapting to these markets would be easy. The reason for this is because they're growing markets.

Sustainability in fashion is expected to grow as 42 out of 100 fashion brands unveiled their supplier information in order to embrace the importance of sustainability in 2017. Similarly, technology in fashion is also growing. Like the Jacquard jacket, many companies will start using technology in their garments. Therefore, we do not face much obstacles as consumers are looking into our marketplace



FASHION TRENDS



In recent years, sustainability in fashion has increased. More and more consumers have been in search for becoming greener due to the fashion industry's impact on the environment. As a sustainable brand, we will make our consumers aware that we are a sustainable brand. Additionally, we are in the leather market. We see leather in almost every season (leather jacket, leather bag, leather pants.) It is more as of a classic now as we will most likely continue to see it in the following years



So, you might think, has anybody tried to invent a product like this? Well, not quiet. In japan they have attempted to make a built in fan in a puff up jacket. Each coat puffs up penguin-style when the fans are switched on, allowing the air to circulate through the insulated insides. And with a personal cooling system built into a person's clothes, there's no need for air conditioners to be cranked up. Although its their top seller at the moment, in japan, it is not such a trendy look for all international customers. Every country has their own up to date styles with fashion and we want to create a universal look that everybody can enjoy.

TARGET MARKET

The company focuses on both men and women between the ages of 18- 30. Our customers are young, and versatile when it comes to fashion. We are keeping in cost because we know our consumers would keep coming back to us because our price is ideal for any social class. These young women and men care about how they look in their working and personal life.

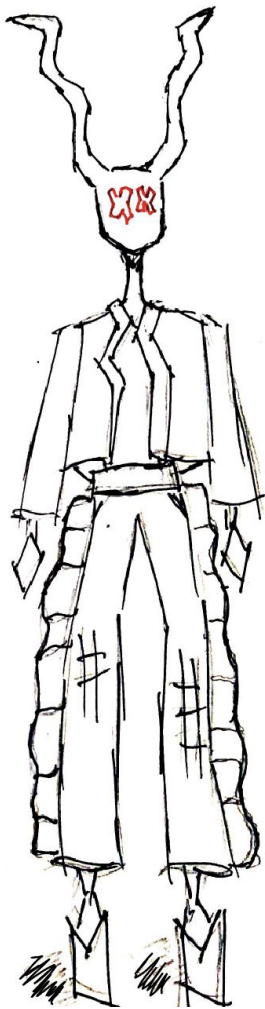
DISTRIBUTION

We plan on starting as a private label, meaning our products will only be able to be purchased from us, nowhere else. We will create our own proper website (www.kebrcada.com), where we will sell our products. We will also open a local store in the area of NY. If our company is successful, we will expand throughout NY and in other states, in hope of expanding in other foreign countries as well

METHODS FOR MERCHANDISING

Social media plays a huge role in today's society. Therefore, we will advertise our company through social media.

Additionally, we plan on giving a free person try on session to see whether consumers are satisfied or not. This can also help us give us insight on what we can improve on. We also plan on doing a survey questionnaire to give us better insight. If successful, our company will also give special offers to those customers that purchase our products on a daily basis



THANK YOU

KeBr-CaDa

