

## KeBr-CaDa

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## **Our Product:** Cooling Faux Leather Jackets

For our product we want to revolutionize a garment that most of our customers already have in their closets. We want to convert a faux leather jacket into the unimaginable. We want our consumers to feel refreshing and comfortable at the same time. Creating faux leather jackets that keeps you cool during those hot summer days. We know that our customers love to wear a leather or a faux leather jacket in the fall to complete their outfit, so why not wear it in the summer as well or any type of weather condition. This product will change the fashion industry in so many ways.

## **How Is It Made?**

The company cares about the environment and we are honest and animal cruelty free. We do not use leather in our garments. We use solutions in leather jackets that are all chemically based upon making the fabrics. We either use natural or synthetic fibers in our fabrics and PVC “polymerizing Vinyl Chloride” to give it a leather like feel. We also use cooling pads to activate the heat for the jacket to stay cool. The pads that would be inserted inside the leather would not be almost unnoticeable and it is extremely light weight

### How Much Does It Cost To Make?

Traditionally faux leather jacket cost roughly about \$100-\$300 depending on the brand and the type of leather finish that it has. In order for our company to make a profit but also make our garment as affordable as possible there's a lot of work put into getting the best quality in faux leather and cooling textile. Our leather jacket would be retailed for \$160. Below is a cost sheet of our product. A cost sheet is a report on which is accumulated all of the costs associated with a product or production job. A cost sheet is used to compile the margin earned on a product or job, and can form the basis for the setting of prices on similar products in the future.(Bragg)

Cost Sheet.				Company Name:																																												
DATE: <b>5-11-18</b>			STYLE: <b>Moto Jacket</b>																																													
DESCRIPTION: <b>Moto Jacket with cooling system</b>			SEASON: <b>Spring '19</b>																																													
SIZE RANGE: <b>XS-XL</b>			SELLING PRICE: <b>\$160.00</b>																																													
MARKERS:			COLORS: <b>Black</b>																																													
MARKER YARDAGE:			ALLOWANCE:																																													
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## Where Does It Sell?

Our brand is a private label, meaning no department store has it at the moment. We also have it patent, meaning no one else can create the same idea. We will have stores opening in high volume areas like Soho, Los Angeles and Miami as starter stores. As we gain more clients and publicity we hope to expand our stores overseas like Paris and Milan. Our stores will be equipped with dressing rooms that not only allow customers to try on our jackets to test out the cooling system, but they'll also be able to view themselves in our jackets in different

environments. Due to our product being an advance in technology in fashion our stores will reflect that as well. Similar to the images below of the Isabel Marant store in Bangkok Thailand, our store will have a futuristic appeal to it with an earthy twist as we are environmentally friendly



Aside from the store we'd also launch a website. Customers will be able purchase our product online and have shipped to them in less than a week. For our first month of release we'll offer free shipping for customers in order to receive reviews that'll help us make adjustments to our product if need be and accommodate our customers.



## **Who Are Our Customers?**

A great moto jacket is a wardrobe staple, and we were so excited to get to create our own must-have version. 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. Our customers know how to value a good attire even if it's not a \$1,000+ garment. Our leather jacket was designed to be costly, so our customers can be able to purchase this for \$150. A average leather jacket in any fast fashion brand would range about \$40 USD to \$80 USD. Depending on the finish they make and all the possible details they can add to a faux leather jacket. It might not seem complicated but it sure is. We are keeping in costly 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. Our consumers are daring and are not afraid to be exposed on trying new things. Even though we know it might sound a little bit crazy to have wires and patches running down your jacket. We are guaranteeing it 100% safe. We wanted to create a leather jacket that was all year-round because we know how well leather compliments with outfits, its trendy and young.

### **How Would It Be Advertised? And who else is on the market for this?**

Our product would be advertised within different types of social media. We have our on social media page @kebrcada, and anyone can see any upcoming new arrivals and any upcoming sales that we have. We would also give a free in person try on session to see if a client is satisfied or not. We would also do a survey questionnaire to see what we can improve on as a company. Any sort of feedback is valuable to us.

So, you might think, has anybody tried to invent a product like this? Well, not really. In japan they have attempted to make a built in fan in a puff up jacket.

“Rather than sweat out the summer, the Japanese are turning to clothing-maker Kuchofuku, whose clothes have built-in fans to keep the wearer cool” (Carbone, 2011). 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. We are going to insert a button power switch inside our leather jacket, when hot you simply touch the button and cooling air of 60 degree fahrenheit would be exposed in all the interior of the leather jacket. You have the power to increase or decrease the temperature at your desire.

The reason why our brand is so unique is because we are an eco friendly company with a very unique and dominant logo name. Ke-Br-Ca-Da not is it only the designer and founders first 2 initials but it signifies “keep.bringing.care.daily” which defines the care we have as a brand of any sort of animal that is being used for clothing. According to *New Hope Network* “Your private label should look every bit as professional as a national brand. We delayed bringing in ours until we had a brand, logo and label that we knew represented our store and would pop on

the shelf. “ (Juntti, 2015). New Hope Network brought a very good point as to how as a private brand it’s important to stand out, in terms of packaging, name of logo and how is it going to be displayed in the local stores.

### **Quality control**

Before putting our product in the marketplace, we will run many tests as possible. We are aware that our product could be hazardous under certain acts, and we will make sure our customers are well advised on these acts. We plan on testing our product by performing real life daily tasks with it. This includes going to work or school with it, heading out, exercising, etc. With these tasks, we plan on finding problems that we can work on to provide the best quality for our consumers can be satisfied. Additionally, we will wash our product and also dry it to test if the ventilation system still works properly or not. As an example, the Jacquard jacket can handle up to 10 washes their snap tag removed. We believe our garment. will have a concept similar to this as they both have similar aspect. We will also include a wash care label so our consumer does not damage their garment. Furthermore, we are also aware that if our product fails when out in the marketplace, it can damage us deeply. Therefore, we will all have to be sure that our product has been properly tested before putting it in the marketplace.

### **Shopping the Market**

Markets that we should be aware of include sustainable and leather markets. These markets have given us a solid idea on the price we want to place on our garments. We are aware that these markets can fall under a high price range category. On average, a faux leather jacket at H&M can

range from \$50 to \$100. On the other hand, a faux leather jacket from Stella McCartney can range from \$1000 to \$2000. We are aware that Stella McCartney is a very sustainable brand, but we do not plan on making our garments overpriced that much. Rather, with the implement of our cooling systems, we plan on keeping our product a little above the H&M range so that our target market can purchase our products. Our product will cost \$160, which is \$60 more from your average H&M jacket. Furthermore, we are also part of an emerging market which is technology in fashion. With the rapid growth of technology, it is difficult for fashion brands to ignore it. A perfect example is shown in the investments of Fashion Tech. In 2009, investments in Fashion Tech were \$50 million. Recently in 2014, investments went up to \$2.8 billion. It is expected to rise as many brands like Adidas, Nike and Levi's have already started to implement technology in their products. Based on our research, we also learned that we are not the first to add technology on a jacket. Named the Jacquard jacket, a partnership between Levi's and Google, it consists of a smart sleeve developed by Google, where consumers can connect it to their phone based off threads and a snap tag. Consumers can control their music, answer phone calls, navigate with Google maps and do other simple things as well. Priced at \$350, many critics have argued that the price is not justifiable as it seems too much for something that we do not need or want. For this reason, we do not plan on overpricing our product and keep the price near the marketplace. At the same time, consumers might not need or want our product, but since the price is justifiable, we believe consumers will experiment our product and in exchange be satisfied.

### **Adapting to their Market**

We believe adapting to the sustainable and technology market would be easy. The reason for this



is because they are growing markets. According to the Business of Fashion, sustainability in fashion is expected to grow this year (2018), as 42 out of 100 fashion brands unveiled their supplier information in order to embrace the importance of sustainability in 2017. One of the reasons for this growth is because consumers are buying more and tossing more. According to the Environmental Protection Agency (EPA), 16.22 million tons of clothing were thrown away by Americans in 2014, which was 71 percent more than in 2000. Additionally, an estimated 3 billion growth in population is expected by 2030, which will give an increase in demand for clothes. Therefore, it is only right that we see this market grow with many new brands like us, being developed in the process. As mentioned before, technology in fashion is also growing. Like the Jacquard jacket, we will only see more and more brands use technology in their garments. It is expected that technology and fashion will become one sometime, as 3D printing has been in talk for the recent years. Therefore, we do not face much obstacles in the marketplace as for consumers are looking into our marketplace.

### **Fashion Trends Keeping the Target Market's Preference in Mind**

Sustainability in fashion has been a trend in recent years and keeps growing as we become an eco-friendlier world. Every consumer has a good feeling within them when they purchase a product that helps the environment in some way, which we are a perfect example of. We plan on making our consumers aware that our products are sustainable. That includes, not harming any animals in the process of creating our leather. With this trend, consumers will know that we are sustainable and will get the word out to others of us which can also help us grow. Additionally, leather has been more as of a classic and fast fashion as we tend to see it in every season. Whether its leather jackets, leather pants, leather bags, we have seen leather in almost all kinds

of garments. As a result, consumers will always be in search of having at least 1 leather garment in their closet. These garments are either real leather or faux leather. We plan on focusing on faux leather, as Grand View Research estimates that the global faux leather market is predicted to be worth \$85 billion by 2025. This is due to consumers switch of demand from real leather to vegan leather. Sustainability and leather play a huge role in our company, and its trend is the key to our growth.

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