



Camila Vizcaino, Marelin Astacio, Maya Gutierrez

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ABSTRACT



As the world is continuing to open back up post Covid, many people are beginning to get their lives back on track and making big life changing decisions that unfortunately had to be put on the back burner in the spring of 2020. Some people are finally graduating college, others are having the weddings they couldn't have for 2 years, while more people are starting families. Some of these people include fashion icons like Rihanna, who announced her pregnancy with A\$AP Rocky in January of 2022, while others are everyday people. No matter who it is, one will always want to be fashion forward and as people are packing their schedules with all different kinds of events that they were held back from having for two years, the last thing a fashionable pregnant individual would want to do is stay home rather than get dressed and go out. Here at CMM Bella, we specialize in dressing pregnant individuals in evening attire that will not only look good but will also feel comfortable and even help with belly support in the last 4 months of one's pregnancy. Expectant mothers will feel vibrant when wearing our pieces.

This document will present the process with which the CMM Bella empire comes to fruition. From exhibiting our company founders to designs and business processes, the reader will be able to grasp why our company stands above the rest when it comes to pregnancy evening wear.

Our Team





Camila Vizcaino *Team Leader, Project Manager*

Overlooked all operations for project to make sure deadlines were met. As well as organized and revised the final piece before submitting to make sure the outline was followed.

“While working on this project I realized how creative my team members and I are. I had fun coming up with ideas, doing research, and overall putting everything together. Constructing this project was rocky, in terms of time, but overall, we made it work!”



Marelin Astacio *Creative Director, Designer, Data Analyst*

Constructed the designs and pieces presented while overlooking the creative process to streamline a cohesive product line. Analyzed data and oversaw accounting the mathematical problems to ensure our company was maximizing our profit input.

“With the help of my team members, I was able to create a company and product line that I was proud of and was able to fully stand behind. My team members were there to encourage and motivate me as well as help whenever needed. Overall, we were a cohesive group.”



Maya Gutierrez *Research Analyst, Location & Social Media Manager*

Acquired store location after researching demographics of the surrounding population as well as analyzing the psychographics of our target consumer. Created social media for the company and curated its website.

“After doing research for this project, I was able to get an insight of how much work goes into start-ups. However, the work is rewarding and ultimately working with my team made it a fun experience!”

CMM Bella & Who We Are



The CMM Bella logo is based off the team members' names, Camila, Marelin, and Maya. Bella is Spanish for “beautiful”. We decided to create a logo that represents women. The pink represents femininity, youth, health, and romance, while orange represents expression, sunshine, and most importantly success. The pink tulip is what we want people to focus more on which means caring and good wishes for those expecting mothers. We are known as the first all-inclusive boutique that specifically serves pregnant women. Wearing tight clothing during pregnancy is not recommended, which is why we specifically use certain stretchable fabrics. Constricting garments lead to health issues, pain, reduced blood circulation, and even yeast infections (Gordon).

CMM Bella will be in SoHo, NYC, New York. Why SoHo? SoHo is short for “South of Houston Street”. This neighborhood is well known for its exclusive boutiques, artists, and architecture. The location is surrounded by other luxury brands and is located near the subway making it accessible to not only SoHo residents, but other people in New York City. “During the day, SoHo draws visitors who marvel at its unique architecture and explore its many shops and galleries” (Hewett). We hope to have loyal clients who feel comfortable and feel included with our services.

The white-collar population in SoHo makes an average of \$109,829 a year, which allows for the purchase of these garments we plan on selling. Point2Homes also shows that there are approximately 2,440 households in SoHo that are family based. Although some households may not have children yet, there is room for families to grow and a market for the brand.

The process of constructing the CMM Bella company was enjoyable and creative. Coming together as a group and realizing how it must be for expecting mothers to have a hard time finding the perfect, comfortable, breathable formal wear. For example, we realized that during the second



and third trimester, a woman's body undergoes major changes. This includes feeling discomfort as the uterine ligament stretches. The skin around the belly and breasts start to stretch and end up being itchy. We use skin friendly fabrics which since the skin starts becoming very sensitive throughout this time. We decided to offer skin friendly fabrics which include silk, crepe back satin, rib knit, stretch velvet, raised lace, sequined knit, cotton jacquard, and jersey. These are stretchable and breathable fabrics that make it easy for the individual to move around in. Clients can have one on one appointments with CMM Bella, which is booked via the cmmbella.com website. They have the option to buy dresses that are ready to buy or can customize their own. We offer pouches that support the belly which can be comfortable for the mother and are stretchable for when they'd want to use the piece(s) again as the belly gets bigger.

Overall, the project aspect of it took a lot of hard work and dedication. As each team member has their own personal matters, we somehow made everything work. We communicated via messages and organized ourselves so we can get this project done! We originally wanted to focus on maternity swimwear, or matching mom and baby sets, but we ended up going with maternity formal wear since it is more difficult for women to find comfortable dresses. We wanted our brand to be a specifically all-inclusive brand. Catering to everyone! We put ourselves into the situation and worked around our own preferences. We would imagine the difficulties women go through during pregnancy and what the fashion industry lacks in offering different options for important formal occasions.

Like mentioned before, each team member has their own issues outside of class. We would find some extra time to come together as a group before and after class to work on the project. When the professor would give us time to come up with an idea for the project we would critically think and figure out what the fashion industry lacks. Overall, everything fell into place. We



focused on parts of the project that we each individually felt strongly completing, and we would help each other due to a shortage of time and make it work. When choosing the store layout and the aesthetic of the store, we picked colors that represent women. Pastel pink is the color of CMM Bella which resembles the logo. The constructing of the floor layout and the website was made with the help of online templates. Using Squarespace to construct the website was a big help. The website provides templates for each page of a website that includes the home page, contact page, “about us”, etc. The construction of this project was fun and rocky at the same time, but we got through it!

CMM Bella Consumer Profile





Demographic: CMM Bella will have a target customer of women between the ages of 25-44. Our brand is designed specifically for pregnant women but is not restricted to any race, ethnicity, religion, or educational background. After extensive research, the average age of the population that lives in the SoHo area is 36 (Point2, 2022). Of the residents living in SoHo, 52% of residents are female, which are the ones who do most of the shopping in the average household and 96% of the population are white collar class. Although our dresses range from \$300 and above, we have options for payment plans so that people outside of all incomes can afford our brand. Our location is easily accessible to get to from other boroughs in NYC as well.



Psychographic: Our consumer is one that not only loves to dress up, but one that is elegant and not afraid to step out of their comfort zone. While most pregnant women cover up and stick to loose-fitting dresses and clothing during their pregnancy, our consumer likes to stand out and doesn't let any type of body size changes affect how they choose to express themselves. Our fabrics, although elegant, are colors and textures that are bold and eye-catching, indicating that our consumer is not afraid to be the center of attention when they walk into the room.

Geographic: Our location in SoHo is due to New York City being one of the fashion capitals of the world. The constant need for keeping up with the latest trends set by so many of the trendsetters of NYC allows for our brand to grow. Because NYC's population is so large, there are always new events and parties to buy new outfits and dresses for. NYC gets to experience all seasons which allows for our brand to design for both F/W and S/S seasons.

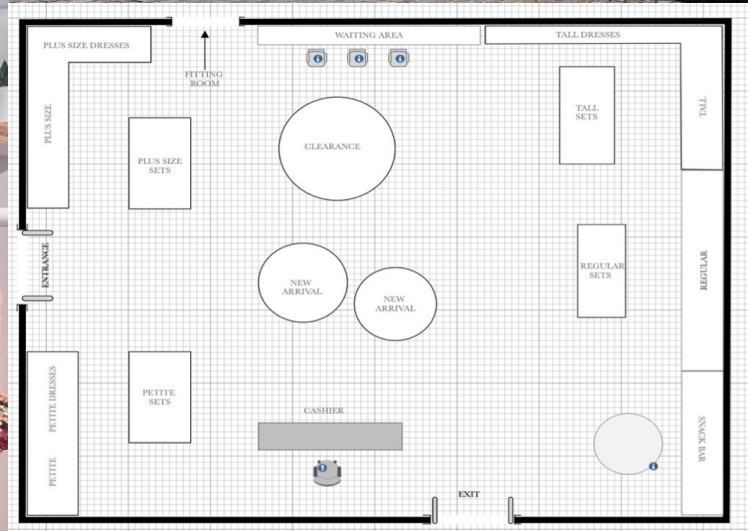
CMM Bella Store Information

Location: 87, Prince Street, New York, NY, 10012



Phone Number: (212) 222-0987

Email: cmbella@info.com



Storefront Guide: Pop-Up Stores in SoHo, NYC.
Storefront, Kebrat 2022.


merce Website



CMM Bella Home Page





About Us



CMM BELLA

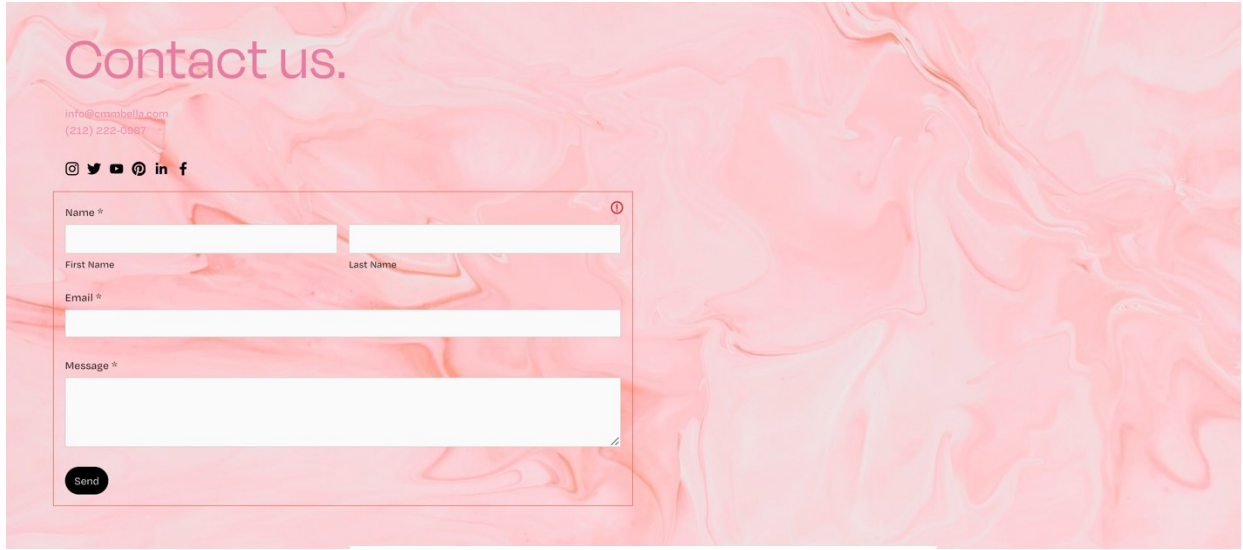
MADE TO SERVE EVERY BODY TYPE.



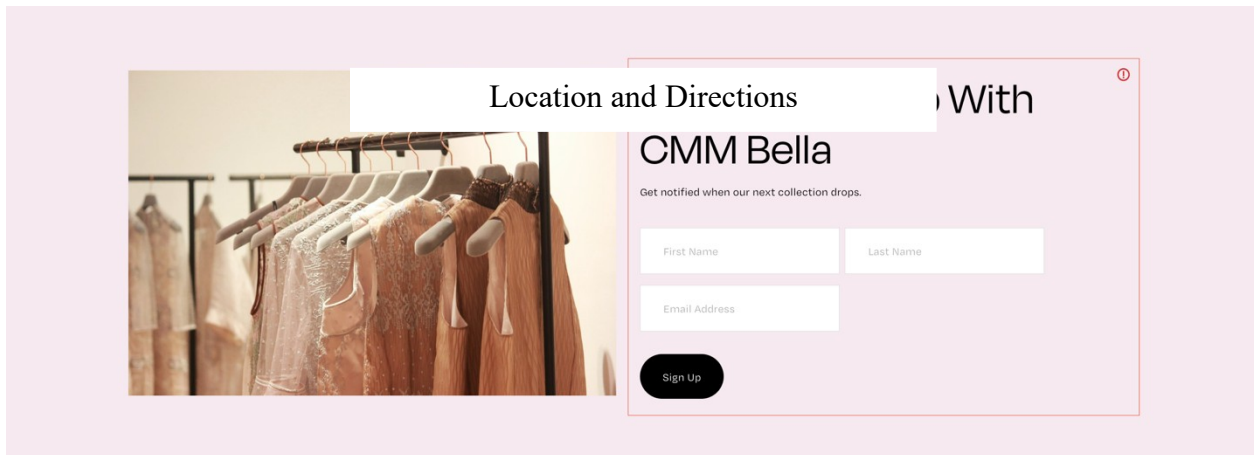
Starting in 2022, Camila, Marelin, and Maya (CMM) Bella teamed up to serve expecting mothers with maternity formal wear. An all inclusive brand that carries evening and formal gowns, along with matching sets that offer extra support for those in their second and third trimesters to help alleviate with the weight from their bellies. Our goal is to leave every client satisfied with their experience at CMM Bella.

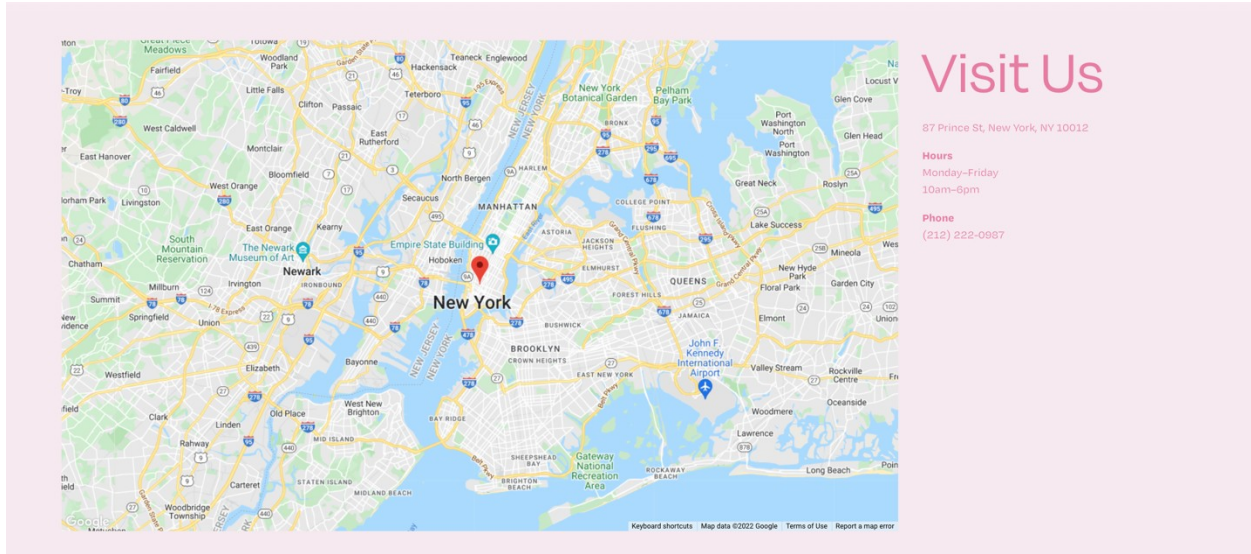


Contact Us



Email Exclusives





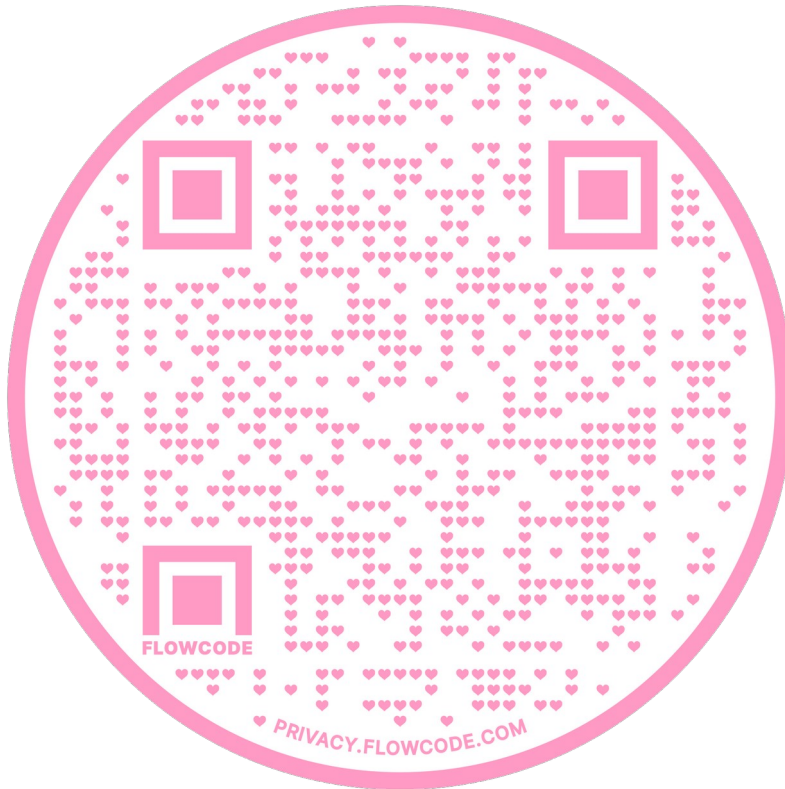
Visit Us

87 Prince St, New York, NY 10012

Hours
Monday-Friday
10am-6pm

Phone
(212) 222-0987

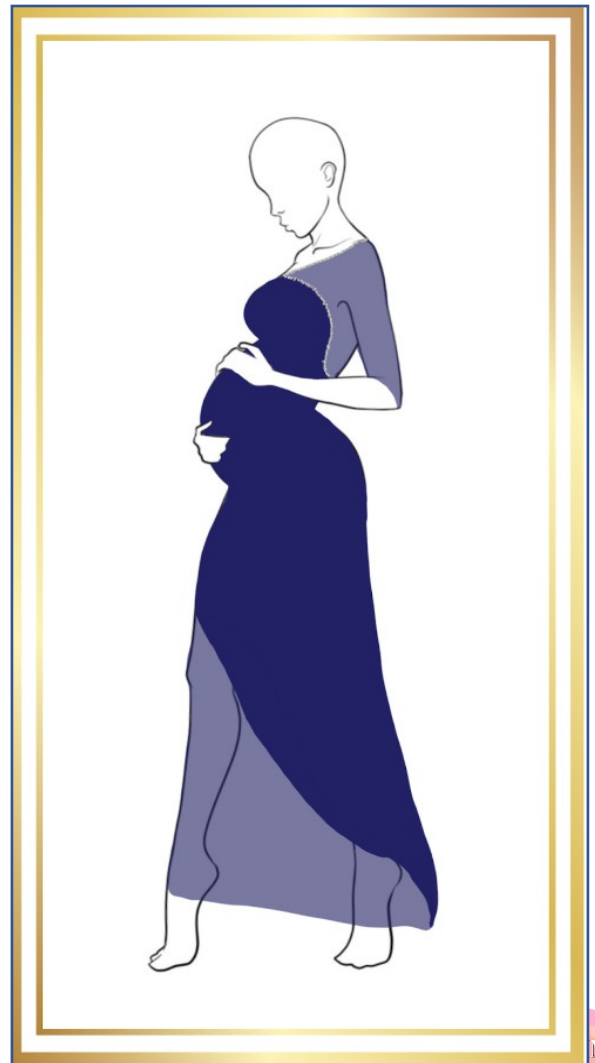
The image shows a Google Map of New York City and surrounding areas. A red pin is placed in the Manhattan area, specifically near the Empire State Building. To the right of the map, there is contact information for 'Visit Us'.



To follow us on Instagram, open your camera app on your phone and scan this QR code!



Designs & Fabric Swatches



DESIGN # 1**DESIGN # 2****Design #1: Two Piece Set**

As younger women are becoming moms, it's only inevitable that maternity wear gets a fashion update. As the two-piece set has been a trending staple in style over the past couple of years, the logical path is for this design to make its debut in evening wear. Usher in the silhouette of a pregnant woman and the two-piece set brings a spotlight to the center of the body, where a woman's belly will be the focus. The top features a sweetheart neckline that is embellished with golden leaves to accentuate the collarbone. The skirt is a column cut with an asymmetrical hem accentuated by golden leaves at one end to depict a cohesive set.

Design #2: One Shoulder Dress

The second design is one for a more daring wearer, one who doesn't mind showing a little more skin. While the dress is one shoulder and long in design, half the dress is made to be sheer. The wearer will feel out there and exposed but will still look great as this dress is cut in a flattering way.





DESIGN # 3



DESIGN # 4

#C50043

#064359

Design # 3: Off the shoulder two-piece set (Raspberry set)

The third design is very similar to our first style in that it features a two-piece set. The main distinguishing feature is the use of an off the shoulder neckline. With this neckline, consumers will show off their shoulders and collarbones. The belly is again put on display in this design, taking inspiration from fashion icon Rihanna to fully show the midsection. The skirt is a sheer trumpet design used to elongate the body.

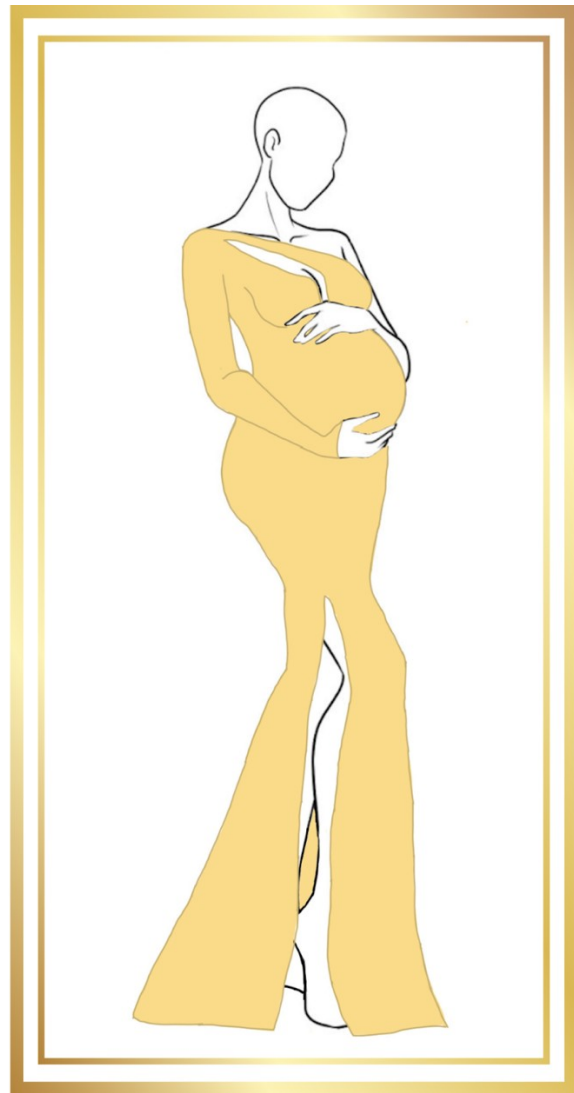
Design #4: Navy Blue Dress

This dress is for a slightly demurer client, both in color and design with just a small pop of sheerness in the midsection. With a boat neckline and a length that almost touches the floor, the wearer will feel a little more covered up. The dress does still boast a ton of personality, having a sheer panel on the midsection to put the stomach on full display. The dress features silver leaf embellishments along the paneling and the A-line skirt to add a little more texture to the overall look.





DESIGN # 5



DESIGN # 6



#801C1D



#055A39

Design #5: Straight Across Dress

This dress is for the fiery client who wants to feel fierce at an event. Designed with a straight across neckline, the client's décolletage is on full display. This wine-colored dress puts the spotlight to the top of the wearer's body rather than the midsection like the other designs do. The modified A-line dress is full length with a small train, ensuring all eyes will be on them throughout their evening activities and events.

Design #6: One Shoulder Long Sleeve Dress

This beautiful champagne color dress speaks for itself. It is unique. It is a double strap one shoulder long sleeve dress with a high slit. This dress stretches in order for the woman to be comfortable while moving, as well as it having a lightweight feel to avoid uncomfortableness. The bodycon dress accentuates every curve. It is also perfect for those maternity photoshoots!





DESIGN # 7



#6D275D



DESIGN # 8



#23315A

Design #7: Off Shoulder Slit Dress

This deep purple slit dress is perfect for the spring and summer season! The dress has a black lace design that follows the bottom slit part as well as the belly part, which is opened to give the individual some type of comfort and for it to be breathable. The purple and black color combination is perfect for a night out!

Design #8: Trumpet Dress

This dress is one of the most covered up dresses in the line. It features a one shoulder neckline in a deep ocean blue. The dress features a trumpet skirt made with sheer tulle. This dress is for the simpler client who would rather all eyes weren't on them but still wants to feel beautiful on a night out. The full length of the dress covers the wearer's legs, only having the top part of the dress showing any skin. In this dress, our client will feel elegant and most of all comfortable.



Fabric Swatches



SILK



RAISED LACE



CREPE BLACK SATIN



SEQUINED KNIT



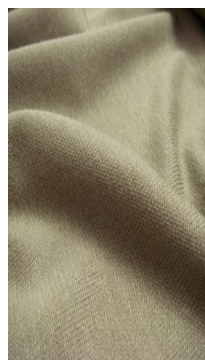
1x1 RIB KNIT



COTTON JACQUARD



STRETCH VELVET



JERSEY

SKU Illustration

	Brand	Color #	Season	Size (EU)	SKU
1	CMM Bella	#055A39	S/S 22	34	A3-BB-PUR-07
2	CMM Bella	#4C4281	S/S 22	36	A4-BB-PUR-08
3	CMM Bella	#C50043	S/S 22	40	A5-BB-PUR-09
4	CMM Bella	#064359	S/S 22	40	A6-BB-PUR-10
5	CMM Bella	#801C1D	S/S 22	38	A7-BB-PUR-11
6	CMM Bella	#E6BE8A	S/S 22	44	A8-BB-PUR-12
7	CMM Bella	#6D275D	S/S 22	32	A9-BB-PUR-13
8	CMM Bella	#23315A	S/S 22	42	B1-BB-PUR-14



Conclusion

Overall, this project was definitely a learning experience. We each took our roles seriously and put enough effort into it as if we were really a business. Since the beginning of this whole project, we've been dedicated and focused on what we had to do. We made it possible to finish this in such a short time. We took our everyday knowledge and applied it to this. The team stayed in communication and worked together and made it possible. CMM Bella is all about women empowerment. The inclusivity in women is what we need, especially in 2022. Most importantly, going through a rough 9 months is hard for women, why not try to be fashionable AND comfortable with the CMM Bella's formal wear?

All in all, this paper speaks about the brand, its message, our target customers, at least eight sketches of our new inventory, eight seasonal colors, eight seasonal fabric swatches, and most importantly a visual representation of our store! We hope this reaches or influences individuals who care about women's inclusivity and we hope we get our message across!



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