

Running Head: JAYCA

BUF 2400  
Professor Roberts  
New York City College of Technology  
Apparel Product Line Paper

## Abstract

Denim jackets can be considered an iconic apparel piece that has been around for decades. Denim jackets has evolved throughout each decade and has adapted many styles and trends. Through different research methods and analysis, we were able to determine factors involving specific aspects of the denim jacket. These factors include: shopping the market, analyzing trends, determine changes in the market, construction specifications and cost. After carefully analyzing these factors, we were able to produce our own line of denim jackets.

## **Meet The Designers**

**Afiya Charles Cunningham:** Enrolled in Business of Fashion Technology Bachelor's degree program at New York City College of Technology. I hope to have a career as a global product manager.

**Project Role:** Researching and identifying the major fashion trends keeping our target market's preference in mind.

**Ammina Kouakou:** I am currently enrolled in my second year at New York City College of Technology in the Fashion Marketing program as a full-time student to earn my Associates of Science degree. I plan to continue my education after graduation to work towards my Bachelors degree. I am very passionate about fashion and plan to build a career in the industry.

**Project Role:** Finding the reasons for having to adapt to the changes in the market.

**Yesenia Vegas:** Enrolled in the Business of Fashion Technology for my second degree in Fashion. I plan to graduate with both an Associate and Bachelor's degree, and further my education for a masters as well. I hope to one day be an Fashion Advisor and Stylist in the near future.

**Project Role:** To scout and shop the market to see what our target market is purchasing from competitor markets.

**Carlos Contreras:** I'm currently pursuing my bachelor's degree as a Business and Technology of Fashion major and I already hold an associates degree in Marketing Management and Sales. My dream is to one day work as a fashion merchandiser or to open up my own store that sells all sorts of athletic wear.

**Project Role:** To determine the cost of the product and discuss the methods for merchandising the new private label.

**Justin Martinez:** I am currently enrolled as a Fashion Marketing major and I hope to earn my associates by the end of this year. I plan to continue my education for bachelors in fashion business management or something else as long as it is fashion related. I hope to either become a creative director or buyer one day.

**Project Role:** To discuss construction specifications and the quality control process that will go into fabric and final product line.

## Trends

Denim is a classic item that has been around for decades. Denim can be classified as one of those items that never goes out of style but reinvents itself. There are several trends today that showcase many varieties of the denim jacket. Some of these trends are distressed, colored/neon, appliqués and tie dye. The first denim jacket was created 1880 by Levi Strauss. The jacket was created for railroad workers and was then popularly known as the trucker jacket. In the mid 1900's, the denim jacket started being worn as a fashion statement and became very popular. Celebrities such as John Wayne and Marilyn Monroe put the denim jacket on the map and made it trendy. As the denim jacket grew in recognition, it was seen as rebellious or part of a rebel movement. In the 1970's and 1980's Punk Rock and Pop icons such as Madonna wore the trend with ripped sleeves and distressed finished contributing to the rebel look associated with the denim jacket. Since then, the denim jacket has continued to remain an iconic staple. The evolution of the denim jacket continues to be ever changing in fashion. (Asch, 2019)

JAYCA Denim wants to add to the long timeline of denim jackets by contributing to classic denim trends in today's market such as neon and distressed, while incorporating sustainability to aid in the eco-friendly market. Our company is creating a versatile denim jacket line that is also non-gender. We wanted to create a non gender line because we do not want to limit our products to who can wear it. fashion and style has no limitations and we believe our denim jackets should reflect just that.

## **Neon**

Neon trend is one of the biggest trends of the spring/summer 2019 season. Neon is seen everywhere in every style from t-shirts dresses, sneakers and denim jackets. Neon denim jackets are in the top retail outlets from fast fashion retailers like Zara to contemporary high fashion retailers such as Michael Kors and Kate spade. Neon trend is a bold daring look far from the basic denim trend that started the the 1800's. Neon instantly adds style and color to any outfit. Some types of neon incorporated in denim jackets are side stripe which is a vertical stripe going down the side or seams. It is either on the arms or along the side of the torso. Neon zippers can be added or just the entire jacket colored neon.

## **Tie Dye**

Another trend that has crossed over to denim jacket is tie dye. Much like neon, tie dye is a bold fashion statement. Dyes usually include a blend of colorful hues that are integrated to create a pattern. Tie dye has been adapted into denim jackets creating a unique modern twist to the basic denim jacket look. Although the tie dye has been around for years, it has recently returned incorporated into a variety of clothing. Tie-dye looks can include colorful dyes and bleach denim look.

## **Distressed**

One of the most popular trends of the denim jacket is the distressed denim look. Distressed denim are rips or runs in the denim that creates a lived in distressed look. Distressed can also be sandblasted which is a faded appearance that make the denim color washed out or lighter compared to the rest of the color. The distressed look is constantly revolving. It can either be a hint or subtle detail or include frays or snags to create a more dramatic look in the clothing.

Brands such as Levi's and American Eagle frequently integrate the distressed denim look into their clothing.

### **Appliqué**

In addition to neon, distressed and other current trends in the market. Denim jackets include several different appliqué styles. Some of the appliqués can be patches, rhinestones, pictures etc. These appliqués can add a unique personal touch when including catch phrases or words. Appliqués can also be embroidered images sown into the fabric itself. Some retailers that have capitalized on this trend are retailers such as Escada, ASOS and 7 for all Mankind. The following images are a few examples of this trend.

### **Shopping the Market**

#### **Domestic Stores in the US:**

<b>STORE</b>	<b>MATERIAL</b>	<b>COLOR/ACCENTS</b>	<b>FIT</b>	<b>RETAIL PRICE</b>
ZARA	100% COTTON	NEON GREEN	CROPPED	\$49.90
TOPSHOP	100% COTTON	DISTRESSED/ MIDSTONE	OVERSIZED	\$95.00
A&F	100% COTTON	PATCHED/LIGHT WASH	TRUE TO SIZE	\$140
LEVIS	100% Cotton	GREY/DISTRESSED	Regular fit	\$98
AE	99% Cotton, 1% Elastane	ACID WASH	STANDARD FIT	\$89.95

Table 1

When looking for the perfect denim or “trucker “ jacket, customers would usually go for three major points. The first point being that the denim doesn't feel thin and cheap. The second point is how they would like their fit, whether its cropped, regular fit or oversized. The final point being how the hardware functions if the buttons are properly put in and won't come off the garment to if the zipper doesn't get stuck or also breaks. (Marino N, 2017)

In the figure above, our company had scouted a few of the top competitor brands in the United States. Breaking down each company’s denim jacket into different categories where the consumer would most likely choose from according to this year’s trends. Levi’s being an benchmark brand of the more popular denim based companies and a major inspiration in the denim processing department. From their large range of washes to their sustainability line, they are one of the best.

They priced a gray oversized Men’s denim distressed jacket for \$98. Their Levi's premium denim is priced at a higher price rate than their regular denim jacket because of their iconic leather patch with their logo, the construction and stitching, the authenticity of their label and their busted seams to create a signature pattern in their clothing. Depending on the quality of the denim, whether it is is type of cotton, the stitching and where the fabric is manufactured makes up a big part of how much the customer will be spending on their item and how long it will last. The distressedness of the jacket is also in their pricing. Denim in the finishing process requires a lot of water which isn't great for the environment, Levi’s uses a “Water<Less” technique for their denim which reduces the amount of water needed up to 96%. (Levis Water, n.d)

Synthetic fiber mixes such as the American Eagle jacket would be cheaper and usually not as better quality compared to 100% pure cotton. If the denim was imported, the cost for the item would be lower as opposed to if the pieces were manufactured in the United States.

(Reporter D, 2015) Dying cotton fabrics often take well, Zara's neon cropped denim jacket was inspiration for a piece in our line. Neon is one of this year's biggest fashion trends, also since cotton takes dye well as to fabrics such as polyester which can be unpredictable and takes a longer process. The garment is cropped for a shorter fit yet it still isn't snug, leaving a more comfortable fit.

There hasn't been a year where we haven't seen denim jackets in stores. We believe every year, since denim jackets can be a staple piece, companies try to expand creative looks so that customers would want to purchase more than just one Denim Jacket. Customers would usually go for a denim wash that will go with anything as opposed to neon colors or denim jackets with appliques such as patches. From observation, although fashion innovators and leaders would not stray away from buying many different denim jacket looks to stand out, for their wardrobe. Men usually go for a snug fit or a regular fit to fit a hoodie or sweater under in cooler weather in the fall or the beginning of spring. From what we saw browsing through stores and online, some younger women, millennials are going for more of a "boyfriend" fit jean jacket in cooler weather, where it is oversized and some go for the cropped look for warmer weather. Therefore, they will usually go a size or two up.



## **Adapting to the changes in the market**

Denim is developing. Denim jackets are long sleeve vest regularly made from denim fabric. They are now a really well-known article of casual dress around the world. They come in numerous styles and colors. Denim blue pants are especially recognized in US culture. In particular the United States old west. Denim jackets have generally been known as an accessory piece of clothing since the 2000s. They are worn as protective pieces of clothing by a few people, such as cattle farm workers and bike riders. They are also worn for leisure due to their lengthy durability as compared to other common textures. Denim pants have an exceptionally wide appeal. Many people consider denim jackets to be comfortable, tough and simple. For others they like them just because they are trendier and cooler. Around 20 years prior denim jackets were a fundamental item, but these days it's a fashion item that changes every season. Being a fashion item, denim jackets come in totally different assortments.

“Denim market is expected to reach \$79,211 million by 2023, due to the enormous transformation of Asian retail clothing industry; growing e-commerce industry and expansion of organized retail is driving the market globally.” On the premise of product, the denim market has been categorized into jeans, jackets and shirts, dresses, and others. Out of these, the market for denim jackets held a share of 46% in 2018, owing to its ever changing trending styles in jackets such as oversized, distressed, neon, cropped, dyed and more universally. The denim market has been categorized into mass market, standard, and premium. The majority of people are in favor of high-quality clothes at a reasonable cost. Customers demand cost-effective denim wear in addition to comfort is additionally boosting the market growth. With growing westernization, and an increase to the upper middle class population all through the globe and rising number of

high net worth, peoples request for premium denim market is anticipated to witness the fastest growth, during the forecast period.

The consumer type, of the denim jacket market has been segmented into men, women, and children. Of these, men category is expected to continue holding the largest market share, during the forecast period, this is because of the heavy demand for casual-wear and rugged-material clothing by men across the globe. Denim wear has proved to be the go-to clothing for men, who are widely adopting denim clothing for various purposes, from casual wear, to work wear and party wear. Based on the distribution channel, the denim jacket market has been categorized into specialty stores, department stores, hypermarkets, supermarkets, online, and exclusive stores. Of these, the specialty stores held the largest market share of around 38% in 2018, due to the fact that these stores offer various brands under one roof and attractive pricing to lure customers in. Rising disposable income of people, expanding base of the working class population, availability of ample amount of raw materials, cost friendly labor resources, as well as increasing government initiatives in countries like India, China, and Vietnam are the key factors that contribute to the growth of the denim market in the region. Online mode has become the preferred distribution channel for denim vendors, as the channel enables vendors to provide customized denim products as per the customer's requirements of size and color. In this generation many people find shopping online to be more convenient. While luxury retail is exhibiting a good growth period in India, the market from denim-based products is also growing with rise in overall disposable income and greater affordability of popular denim brands, such as H&M, Old Navy, ASOS, and Zara

## **Denim Market Dynamics Trends**

The western fashion and western lifestyle have accelerated the casualization of clothing across the globe. It has boosted the adoption of casual fashion apparel among working as well as non-working-class group. Also, the changing perception of executive wear incorporates due to casualization, is driving the demand for denim products, globally. The change in perception has led to acceptance of denim as business casual attire for the working class. Another key trend observed in the market is the use of polyester in denim products. Despite there being a mixed opinion of fashion industry experts about blending polyester in denim when it comes down to the manufacturing a garment, manufacturers such as Raymond Ltd. and Arvind Limited are observing polyester as one of the best fibers to use as it provides durability and is abrasion resistant.

## **Cost of the Apparel Product**

Determining the cost for a new apparel product line is always tricky, not every company has the same target market which explains why prices vary so much. The denim jacket isn't a new creation, it's been around for 100+ years and it's being sold by hundreds (if not thousands) of different companies. The list includes Zara, TopShop/Man, Abercrombie & Fitch, American Eagle, and Levi Strauss & Co. It's safe to assume that customers who are looking to purchase a denim jacket at Levi Strauss & Co. don't go into a Zara store expecting the same quality and craftsmanship. It's due to these reasons that we have such varying prices between denim jackets of different brands even though they're all technically just denim jackets.

Prices for a standard small denim jacket range from about \$25 to the ridiculously priced jackets that are in the \$250+ price point. The price of a JAYCA jacket falls between the

\$25-\$250+ price range, but where exactly does it fall under? Three questions that we looked at when determining the price of a JAYCA jacket, those three questions are:

- 1- What is the total cost of the materials needed to make the jacket?
- 2- How much labor is involved when making the jacket?
- 3- How much does it cost to ship the jacket from place to place?

After figuring out how much those three questions add up to, it gives the JAYCA jacket a total price of \$84.99.

A price point of \$84.99 may sound like very little for a high-quality denim jacket to a lot of people, but that's because JAYCA's goal is to bring denim back to the working class. JAYCA's target market can be best described in one word and that is "anyone." The days of being told "you look like a girl/boy in that" are over. A non-gender line eliminates the hassle of worrying if your specific female/male size is out of stock, it gets rid of the color stereotypes that we have nowadays (e.g. blue is for boys and pink is for girls,) and having the urge to wear your partner's clothes won't make you sound strange anymore. As said before, fashion and style have no limitations and JAYCA's denim jackets reflect just that.

## Methods for Merchandising

**Print Media-** There are a lot of fashion related magazines to choose from, but *Vogue*, *Cosmopolitan*, and *Glamour* are the best in the bunch. These three magazines are in the hands of fashion enthusiasts, trendsetters, innovators, and trailblazers. These are the kind of people that JAYCA is trying to reach.

**Social Media-** After looking through all the possible social media sites that JAYCA could promote in, *Twitter*, *Instagram*, and *Facebook* are the ones that met JAYCA's needs. According to a report, by Hamza Shaban, there are currently 126 million daily active users on *Twitter*, 500 million daily active users on *Instagram*, and 1.2 billion daily active users on *Facebook* as of March 2019. That's a significant amount of people that JAYCA can reach through advertisements; social media is a powerful marketing tool that's constantly growing and perhaps they'll be new platforms to advertise on in the near future.

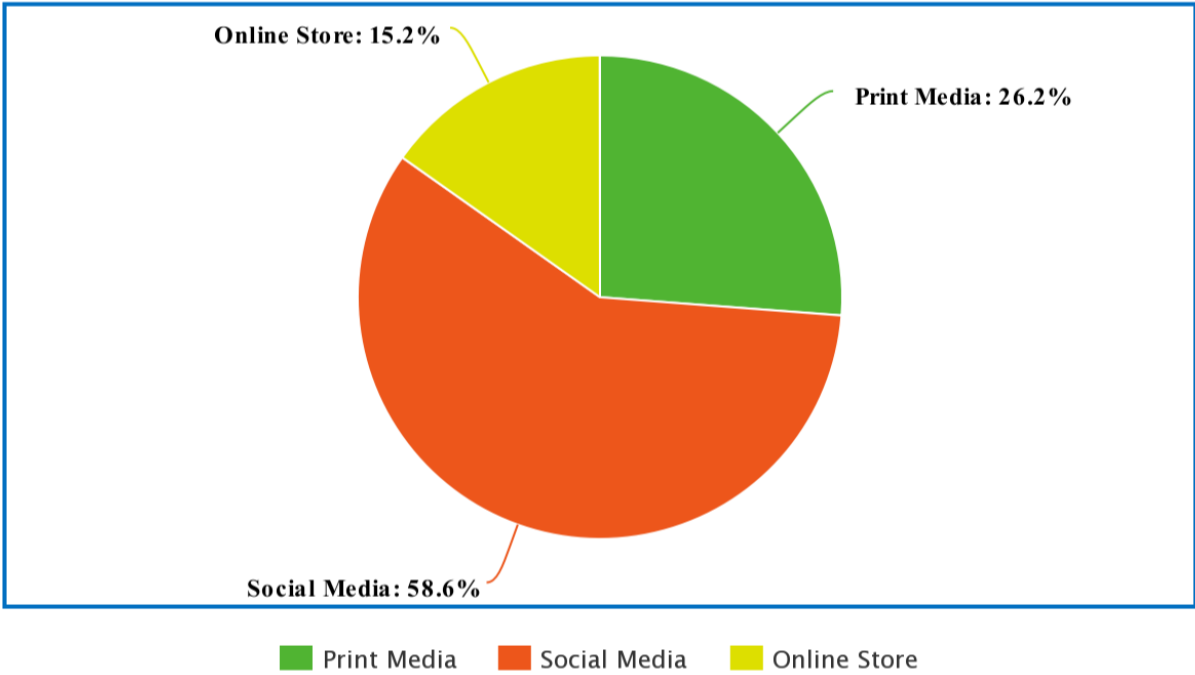
**Online Store-** In this day and age, it's all about having an online store, the years of having a physical clothing store are behind us. Customers are much more technology dependent now than a couple of years back, going out to physical clothing stores/malls just aren't what they're looking for. Customers have been desensitized to waiting long periods of time to get their items because everything is next-day, 2-day, and 3-day shipping nowadays. With all of this in mind, JAYCA will have no problem working out the logistics that are involved in running a website and how to get an item into the customers' hands fast and efficiently.

## Advertising Budget

<b>Medium:</b>	<b>Cost:</b>
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Print Media	\$603,988
Social Media	\$1,350,000
Online Store	\$350,000
<b>Total Cost:</b>	<b>\$2,303,988</b>

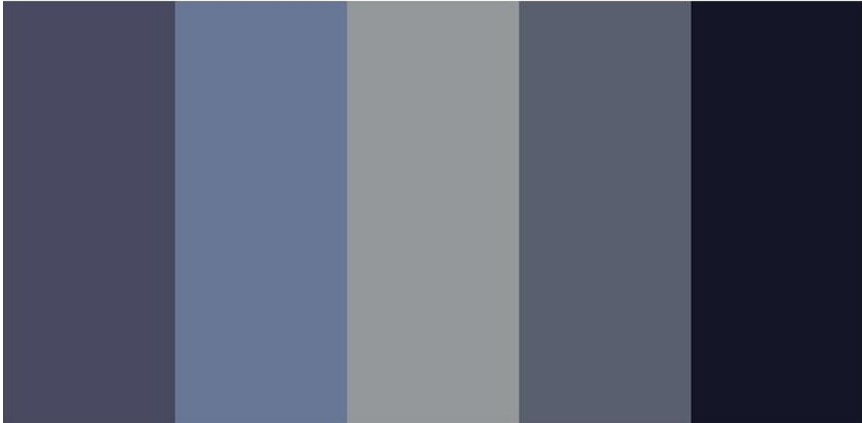
Advertising Budget (breakdown)  
Source: JAYCA



Every piece of the pie plays a very important role in building a long lasting and successful business. A thorough breakdown of the percentage above shows that JAYCA will put most of its focus on social media. It’s projected that JAYCA will reach approximately five million people on *Facebook*, *Twitter*, and *Instagram* with (Gotter, 2018) each click coming at a cost of about 23¢. The print media ads for *Vogue*, *Cosmopolitan*, and *Glamour* (Alley) come at a cost of \$157,734; \$237,000; and \$209,254 respectively. JAYCA plans on having a website that’s easy to access and maneuver around so the customer won’t get too confused when scrolling


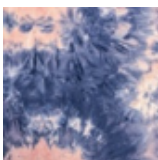
through it and (Smith, 2019) that has a price point of about \$350,000. Getting a company off the ground and running isn't the easiest of tasks, but it shouldn't be a nightmare either.

**Mood Board**

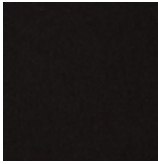







**BILL OF MATERIALS**

Style Number:	2345JK	Date Created	May 6 <sup>th</sup> , 2019
Group/Theme Name:	JACYA Denim	Technical Designer	Denim & Co. Inc.
Delivery Season/Year:	Fall 2019	Brand/Label	Levi Strauss
Size Classification:	Unisex XS-XXL	Target Market Segment	Mass Market
Size Range:	4-15 XS-XXL	Product Category	Denim Jackets
Description	Denim 4 Pocket Women/MEN Jackets		

Component Image	Component Name: Fiber Content/Material	Color Name Pantone #	Size/Width Weight	UO M	Quan tity
<b>FABRICS</b>					
	Slub Denim	Color/Neon	12 oz/sq	YD	2
	95% Cotton, 5% Polyester	Neon Green	56/62"		
	Twill Pocket Lining	Tye Die	3.6 oz./sq	YD	.5
	60% Cotton, 40% Polyester		56/62"		



	Stretch Denim	Black	5.8 oz./sq		
	94% Cotton, 6% Spandex		56/62"	YD	1
<b>TRIMS</b>					
	Closed Bottom Zipper – Metal	Antique Brass	4T	In	2 1/2
	Navy Tape	Pantone 19-3832	2 1/2		
	4-Hole Button	Navy	24in.	PC	1
	Plastic	Pantone 19-3832	6/8		
	Buttonhole Elastic	Navy	24 in.	YD	1
		Pantone 19-3832	6/8		
	Metal Tack Button-Large	Anti—Brass Tin	34L	PC	1

	Metal Tack Button-Medium	Anti—Brass Tin	28L	PC	2
	Metal Tack Button-Small	Anti—Brass Tin	24L	PC	1
	Flat Rivet	Tin		PC	4
	Metal				
<b>THREAD</b>					
Topstitch Thread	100% Polyester	Black	T100	SP	1
Overlock Thread	100% Polyester	Black	T60	SP	1
<b>LABELS</b>					
Size/Content Label – Polyester	White/Black Lettering		2.5x6/8”	PC	1
Care/Country Origin Label – Polyester	White/Black Lettering		3 x 7x8”	PC	1
<b>SENDOUTS</b>					
Stonewash, Sanding, Grinding, Whiskers	PC				1

This Bill of Materials Chart took its roots in manufacturing. The construction specifications consisted of various types of fine fabrics such as Slub Denim, Twill Packet Lining and Stretch Denim. For the trims Closed Bottom Zipper, 4 Hole Button, Buttonhole Elastic,

Metal Tack in Small, Medium and Large and Flat Rivet were used. The threads were all black and made of 100% Polyester and the Labels are very attractive and distinctive in White with Black Lettering. In order to provide the utmost quality to our valued customers quality control measures will be in place and strictly enforced. We take pride in our denim products and will ensure customer satisfaction. The challenge will be in ensuring quality control while maintaining cost control. In order to maintain quality each factory that produces our denim will have inspectors who will inspect the product looking for defects. If one of our products are seemed to be defective they will be put aside and given a discounted price to be sold in retail.

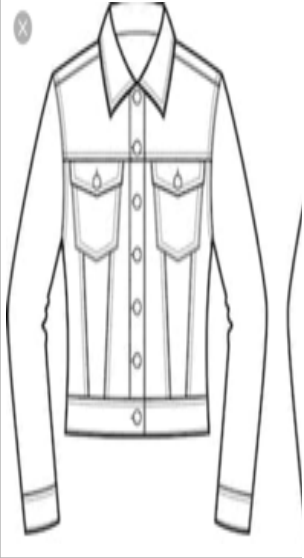
### Apparel Costing Sheet

-----	<b>Quantity:</b>	<b>Price/Unit:</b>	<b>Amount (USD):</b>
Slub Denim	2 YD	\$17.98	\$17.98


Twil Pocket Lining	.5 YD	\$2.50	\$4.99
Stretch Denim	1 YD	\$7.49	\$7.49
Closed Bottom Zippers	2.5	\$2.51	\$9.99
4-Hole Button	1	\$0.95	\$2.85
Buttonhole Elastic	.7 YD	\$1.05	\$1.49
Metal Tack Button-Large	1	\$0.50	\$5.00
Metal Tack Button-Medium	2	\$0.56	\$3.30
Metal Tack Button-Small	1	\$0.28	\$3.30
Flat Rivet	4	\$0.22	\$4.39
Top Stitch Thread	1	\$1.45	\$1.45
Overlock Thread	1	\$1.39	\$1.39
Size/Content Label	1	\$0.06	\$5.99
Care/Country Origin Label	1	\$0.06	\$5.99
<b>Total For One Jacket:</b>	-----	\$37.00	-----
<b>Total Trim and Accessories:</b>	-----	-----	\$75.60

**TECH PACKS**

<b>Date</b> May 12, 2019 Season F/W 2019	<b>Style</b> 2345JK
<b>Name</b> JAYCA Denim Fabrication Denim/Cotton	<b>Category:</b> Unisex

<b>DESCRIPTION: Distressed Appliques Denim Jacket</b>			
Neck drop	6"		
Neck-width	3"		
Shoulder	14"		
Sleeve- Length'	21 1/2"		
Upper Sleeve	17"		
Chest	14"		
Pocket-width	5"		
Pocket-length	4 3/4"		
Pocket-placement	6 1/2'		
Button placement	1 3/4'		
Shoulder to button placement	6"		
Bottom yoke	2"		

<b>Date May 12, 2019 Season F/W 2019</b>		<b>Style 24046AB</b>
<b>Name JAYCA DENIM</b>	<b>Fabrication Denim/Cotton</b>	<b>Category: Unisex</b>

<b>DESCRIPTION: Oversized Acid Wash Denim Jacket</b>		
Neck drop	6"	
Neck-width	3"	
Shoulder	14"	
Sleeve-Length	21 1/2"	
Upper Sleeve	17"	
Chest	14"	
Pocket-width	5"	
Pocket-length	4 3/4"	
Pocket-placement	6 1/2"	
Button placement	1 3/4"	
Shoulder to Button Placement	6"	
Bottom Yoke	2"	

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