

W.I.D.FORM

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"FUTURE FASHION & TEXTILE
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WHAT IS UNI.D.FORM?

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**UNI.D.FORM is a clothing brand
dedicated to using smart textiles in
clothing.**

DETAILS

QR Code

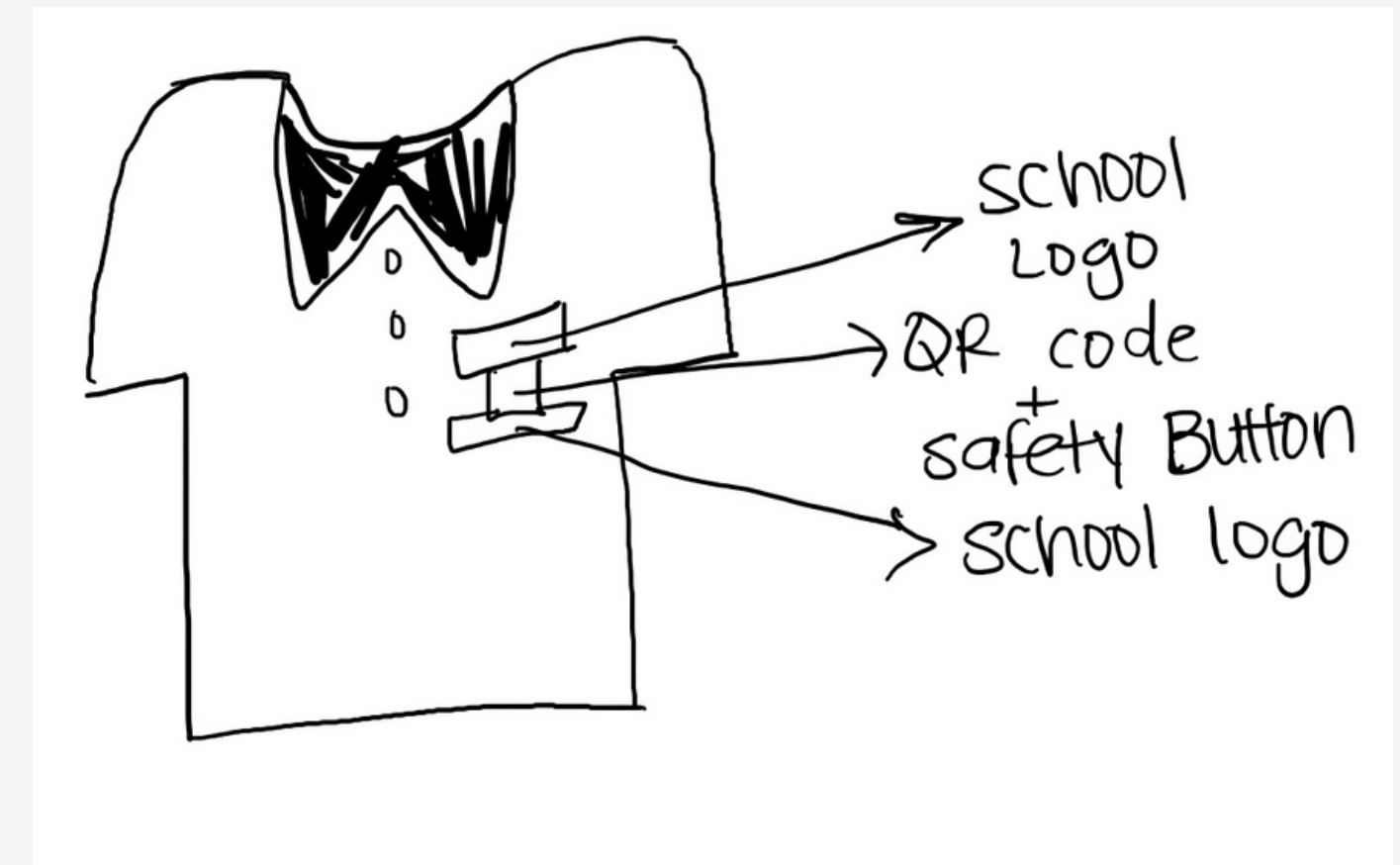
A QR code is placed near the logo of a school uniform top. An app will be connected to the QR code and from there, parents are able to scan the code and create an account that connects all of their assignments and everything school related.

Student IDs will also be connected to the QR code when entering school and in case of an emergency, students can tap the QR code 2 times to notify parents and 911 of an emergency.

Shirts

Shirts are made from fair trade cotton

Smart Textile



SWOT ANALYSIS

S.

STRENGTHS

- **Unique Product**
- **Sustainable**

W.

WEAKNESSES

- **Brand Name**
- **Being a new company/Brand**

O.

OPPORTUNITIES

- **Broaden our Target Audience**
- **Create our own cotton**

SWOT ANALYSIS CONT

T

THREATS

- **Minimal Competition**
- **Technological Funding/Financial Backing**

QR CODE

- **“Dior used [QR codes] to award customers limited edition “Air Jordan 1 OG Dior” sneakers.” (McDowell, 2020).**
- **Ganni teamed up with that other denim behemoth Levi’s to create a rentable jean which passed through customers through a QR code.” (Venkataraman, 2021).**

COST & DEMOGRAPHICS

Fig 1
Fair Trade Unisex Tee

Fair Trade Unisex Tee

Price Breakdown

\$0.50	Fair Trade Cotton Farm
\$0.40	Spinning
\$0.50	Knitting
\$0.60	Dyeing/Wash
\$0.40	Trims
\$4.62	Production Factory (cutting, sewing, pressing & packing)
\$0.30	Certifications
\$0.20	Packaging
\$0.30	Transport
\$1.40	Duties(18%)

\$9.22 | True Cost

* Does not including local business costs such as salaries, overhead, design and marketing.



COST

DEMOGRAPHICS

- School aged Children (ages 4-17)
- adults/parents

SCALABILITY

Everyone

UNI.D.FORM could potentially eliminate the need to have physical identification. Similarly to **AFFOA**, **UNI.D.FORM** would need “more than 100 partners, including much of the fabric manufacturing base in the U.S. as well as startups.” (Chandler, 2017).

FAIRTRADE

Fair Trade Cotton

According to Astoul (2021), “fair trade aims to protect the labor and human rights of workers, alleviate poverty in developing countries, and encourage more sustainable ways of producing goods.” and that is what **UNI.D.FORM intends to do.**

Fair Working Conditions

UNI.D.FORM is next level fashion and technology that could potentially change all of our lives. With the world becoming extremely digitalized fashion has to follow suite and that is what we plan on doing.

REFERENCE

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