



Brand: Renew

CRYSTAL LLERENA

DENISE AQUINO

BRITTNEY CRESPO

Mission Statement

We are a New York City brand by the name of Renew. Our mission is to provide timeless fashion forward clothing, in the most sustainable way possible. Our company wants to shine so light on sustainability. The textile/ fashion industry is known to have major contributions when it comes to, waste and pollution in our environment. We are passionate about two things, cutting edge style and sustainable practices. Our practices will include recycling as much clothing and fabrics as possible. If the company ends up using a fabric that has not been recycled, it would be as green as possible, cut in a way to not waste fabric, and it would not be processed or dyed with any harsh chemicals.

Product Category & Brand Identity

Our products are women's outerwear in various sizes and colors made entirely of sustainable materials.

We want our brand to be instantly recognizable as an Eco-friendly and sustainable fashion line



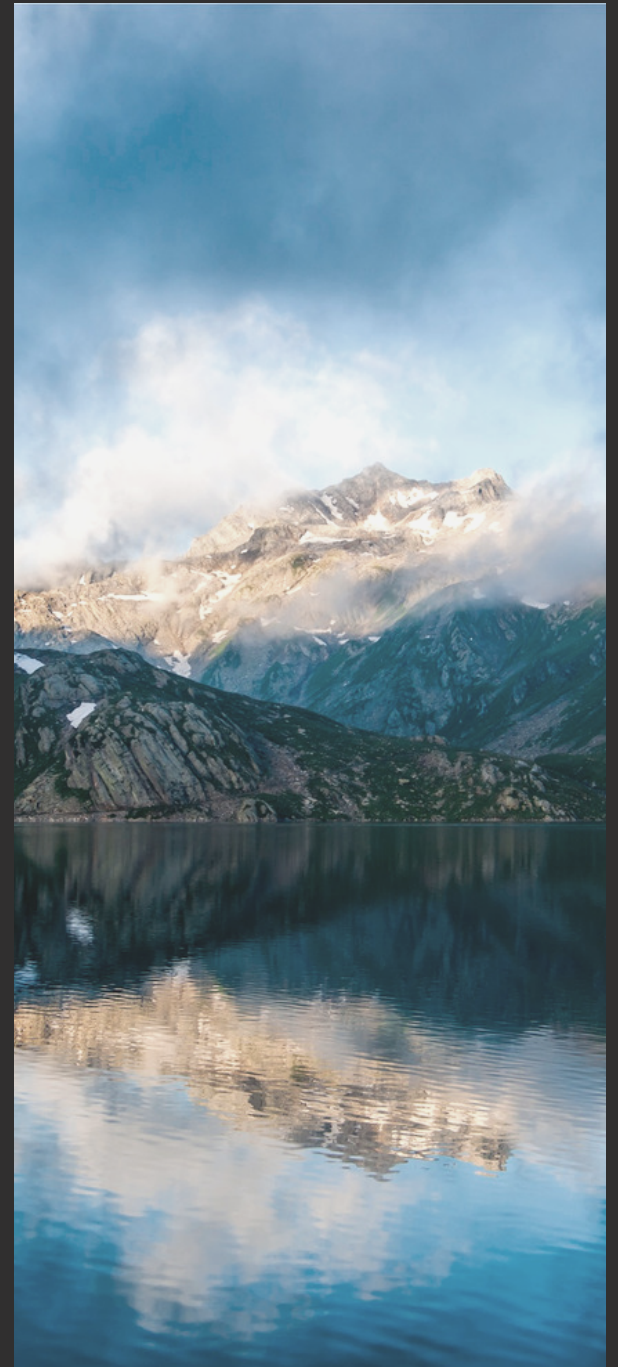
A photograph of a greenhouse in a garden. The greenhouse is made of glass and metal, with a corrugated metal roof. It is surrounded by lush greenery, including large trees and a bush of red roses in the foreground. The scene is set in a natural, outdoor environment.

Why are sustainable fabrics better for the environment?

- unsustainable fabric is harmful and produces chemicals that saturate the environment
- synthetic and man-made fibers can also be damaging
- denim and leather are toxic and raise safety concerns

How does our brand commit to being sustainable?

- transparency
- using certified fabrics
- fabrics that we use are organic cotton and recycled PET bottles, to name a few



Customer Profile

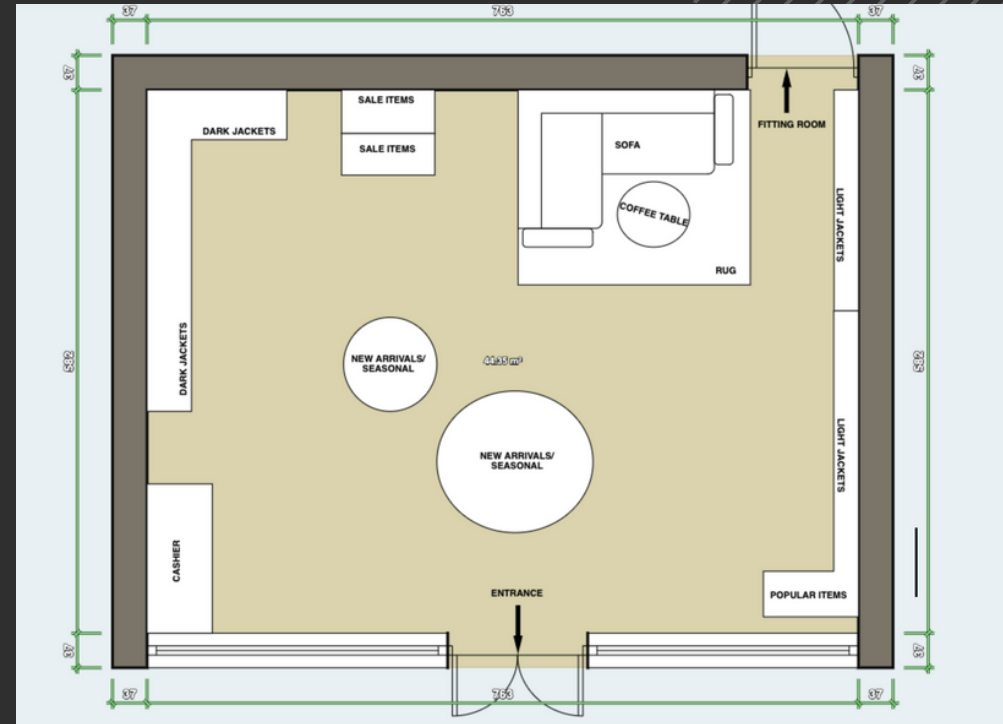
- A young female between 25-30 years of age (millennials)
- Lives in an urban setting
- An income of around \$50,000 to \$75,000
- A recent college graduate or a young professional, who is ambitious.
- She is a fashionable woman and up to date with the trends
- She is highly concerned with being environmentally friendly in her everyday life.
- She shops for eco-friendly clothing of good quality.
- She is decisive when she buys clothing, looking to what she needs rather than what she wants.
- Tech savvy and active on social media
- Politically progressive

Retail location and layout

This store is located in Williamsburg, Brooklyn



The store layout





spring/summer 2020 collection



February



March



April



may



June/July