

Cozy raincoats: a smart and sustainable clothing company

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### Abstract

Functional fashion ensures the user a level of protection by carrying out an action against weather conditions or PPE for medical personnel. In recent times, fashion functionality has sparked up more attention by consumers because of the protection element of antibacterial. Founder of Cozy Raincoats, Crystal Llerena, developed a line of smart textile and sustainable raincoats. The raincoats are made with an intelligent textile that incorporates sensors throughout the coat that give heating elements to the user and is powered by a slim battery pack located in a slip inside the raincoat. The raincoat also features Bluetooth compatibility to provide the user with an easier way to control the heat levels and alerted when temperatures externally start to drop. Even though the company focuses on innovative technology incorporated in their raincoats, it equally focuses on using sustainable fabrics with recycled materials. The market of electrically heated coats is small but growing, and many companies are gaining popularity with features in Amazon. What makes Cozy Raincoats different is Bluetooth capability; this feature allows the user more control and convenience to operate the raincoat. Cozy Raincoats caters to Women and has a wide range of sizes and colors.

Keywords: user, consumer, heat, sensors, Bluetooth, weather, raincoats, smart textile

The smart textile that Cozy Raincoats use to make is called active, intelligent materials. 

"Active smart textiles are those that adapt and change their functionality in response to changes in the external environment or response to a user input, be it motion or weather" (Vogt, 2019). Cozy raincoats respond to thermal sensors located at the top of the hood that signals the user's weather conditions and adjust levels of heat input. The Bluetooth device is located at the end of the sleeve for the user to activate the coat. The heated panels are wired throughout inside the fabric to ensure an overall wild sensation. To keep the heating wired panels performing, it relies on a small battery pack with 7.4v of power, which can generate up to 10 hours of operation located at the back of the coat.

Sustainable fashion has positively impacted the industry by introducing new natural alternatives instead of toxic chemicals being used to dye and produce fabrics. The sector is responsible for emitting greenhouse gases and contributing to waste that gathers in landfills. With the rise of fast fashion, many major fashion brands and companies are producing inexpensive textiles such as polyester and cotton. These fabrics are not bio-degradable and therefore create  more waste and release more toxins into the environment. According to a CNBC report, "In the U.S., people on average produce about 75 pounds of textile waste each year" (Saladino, 2020). Cozy Raincoats are constructed with recycled materials to lessen the carbon footprint found in the fashion industry and reduce the waste that is so prevalent in the industry. The materials used are recycled PET plastic bottles and nylon. To produce waterproof fabric, recycled nylon is used; Econyl is regenerated nylon made from waste discovered in landfills and oceans (Ankeny, 2015). These recycled materials give Cozy Raincoats an edge against their competitors because of the attention to sustainability that has not been seen by other electronically heated coats. 

## SWOT Analysis

### Strength

One of the strengths that Cozy Raincoats possess is Bluetooth technology. With the extensive search of other clothing brands that feature heated coats, most popular companies such as Ororo or Venture don't have this feature. The Bluetooth feature that connects to the user's phone via the company's app allows the user to control the three different heat levels, turn on the heating properties, and alter temperature changes in external conditions alerted to the user. Another advantage of Cozy raincoats is its sustainable materials being used. As mentioned, the popular electrically heated coats in the market don't have the same stance of using environmentally friendly materials for their jackets. One of the clothing companies, Ororo, sells heated coats made with 100% polyester and distributed to the raincoat's lining and shell (Women's Thermolite® Heated Parka 2020). This environmental problem is of concern because polyester makes up the most microplastics found in oceans that pollute the waterways and affect water supply (see figure 1).

### Weakness

A disadvantage of Cozy Raincoats is that it only caters to women. While the popular competitors in the market have a stronger hold in the Men's section of heated coats, there isn't much selection for women. Raincoats are a functional garment that both men and women can wear, and not catering to both can cause the company to miss out on potential consumers that would generate more sales. The diversification is lacking because competitors gain popularity with their target market that includes mostly men's coats. Milwaukee makes lithium batteries for various products initially and produces also heated jackets by incorporating their battery pack into the

jackets. This hold on the men's market for heated coats can deter start-ups from gaining traction with that demographic and potentially hinder profits.

### **Opportunity.**

As mentioned in the strength section, potential future strengths are that Cozy Raincoats provide a Bluetooth technology within the coat that the user can operate. This is a niche in the market, meaning that a company can focus on an area within a bigger market that can distinguish itself from the competition (Schooley, 2019). The target market can appreciate the Bluetooth access on heated coats because of its convenience. The target consumer is already aware of new technologies being used to create clothes; however, adding this feature will grab the consumer's attention because of its innovativeness. This added feature can be a catapult to differentiate Cozy Raincoats from other competitors and become lucrative. Wearable technology is a high-grossing market that has a strong stand in many industries. "The overall smart clothing market is likely to grow from USD 1.6 billion in 2019 to USD 5.3 billion by 2024" (Smart Clothing Market 2019).

### **Threats**

The market for smart clothing hasn't been as impactful as opposed to other wearable technology such as smartwatches and fitness trackers. In 2015, statistics show that wearable technology's dominant manufacturer was Fitbit, a fitness tracking watch. Smart clothing seemed to be an obvious step to expand wearable technology by merging the two markets. However, a study shows that this field's progress is forecasted to have a slow start with smart clothing account for less than 1% (Hanuska et al., Smart Clothing Market Analysis). This disappointing induction to smart clothing can inhibit Cozy Raincoats' ability to become recognized by their target market. The lack of awareness signifies that consumers are not well-informed of what the market has to present.

### **Cost and demographic**

The price points for the raincoats are between \$200 and \$250. The coats are at this price range because of the technology component added to these coats. Sensors and actuators producing the heated temperature inside the raincoat, the wired heating panels infused in the textile, Bluetooth activated feature to connect to the user's phone, and sustainable material consciously used are vital factors that develop the price point to what it is. Utilizing these advanced technologies and ensuring that it works appropriately requires extensive tests and research, and this much attention given adds up to the COGS. The cost of goods sold consists of natural resources, direct labor force, and indirect expenses (Rogers, 2019). The projected COGS considering all internal costs and inventory for the beginning until the end is \$4,220. Manufacturer's Suggested Retail Price (MSRP) is priced at around \$200 to \$250 because of the technology aspect and sustainable materials this price is not suggested. The demographics of Cozy Raincoats are women between the ages of 28-38. Having an income of about \$100,000 and is college-educated, they are considered wealthy and a consciousness shopper (See figure 2).

### **Scalability**

Cozy Raincoats can withstand an incline of sales without being obstructed by its smart textiles and materials. To maintain this assurance, Cozy Raincoats advertise exclusively on online platforms. By using online advertising, the company can reach out to its target audience via demographics. This process can improve the company's scalability because of customer awareness; it can increase sales that would balance out production with ease. According to an online article, "Even companies that are not directly related to the technology industry have a greater ability to scale by utilizing specific technologies" (Hayes, 2020). Online advertising can be great out as a marketing strategy because the company's target consumer is tech-savvy. This is done by working

with a marketing team that ensures brand positioning is the best strategy. "A straightforward statement that addresses the customer's pain points will give your product a competitive advantage" (Jordan, 2020).



### **Fairtrade**

The company's production aspect will ensure safe and fair practice. By not using synthetic fabrics, garment workers won't be exposed to toxic chemicals that are a problem within the fashion industry among fast fashion companies using cheaper material. Cozy Raincoats has partnered with Fair Trade Enterprises, a program from the World Fair Trade Organization (WFTO). This organization "focuses on both social enterprise and Fair Trade. Its Secure Method is the only international certification model focused on social enterprises that put the interests of workers, farmers, and artisans first (Administrator, WHO WE ARE 2020). The recycled fabric and materials used are made up of recycled PET plastic bottles and regenerated nylon called Econyl, obtained from the ocean and land waste (see Figure 3). We source our recycled plastic bottles from a local recycling factory that turns plastic into a durable fiber. We use this fiber and our Econyl fabric to produce an alternative version of a raincoat initially.

### **Conclusion**

Cozy Raincoats, technological approach to develop a heated raincoat goes beyond the typical heated jackets out in the market. By presenting a niche in the market, Cozy Raincoats can fill a gap by providing a feature that is overlooked by other popular competitors. This can grab the consumer's attention because of its convince to operate the coat.









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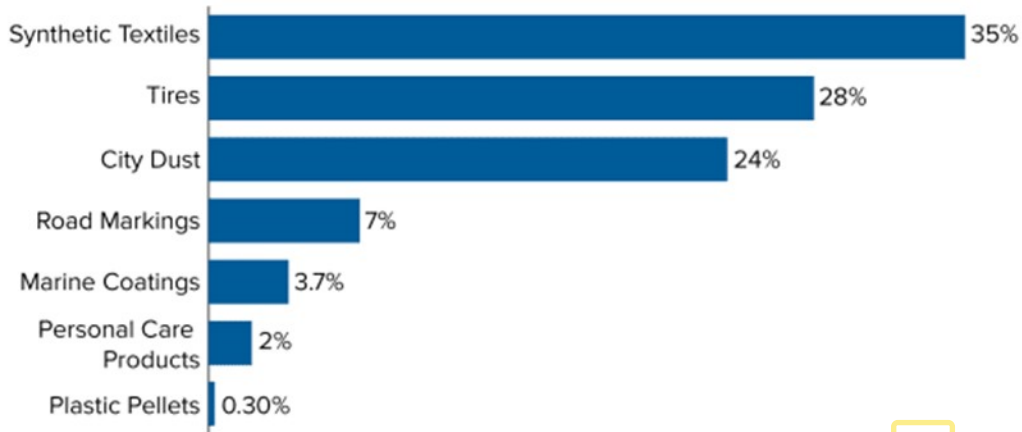
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Figures

### Synthetic textiles the top source of ocean microplastics

Sources of microplastics pollution in global oceans



SOURCE: The International Union for Conservation of Nature



Figure 1. Newburger, E. (2020). Synthetic textiles top source of ocean microplastics [Digital image]. Retrieved 2020, from <https://www.cnbc.com/2020/02/07/new-york-fashion-week-how-retailers-are-grappling-with-sustainability.html>



Demographics for Cozy Raincoats	
Age	28-38
Gender	female
Income	\$100,00 and up
Education	College-educated
Social Status	Wealth and altruism

<b>Life stage</b>	Mid-life
<b>Occupation</b>	Medical field or Finance

*Figure 2*



*figure 3* HEALTHY SEAS, A JOURNEY FROM WASTE TO WEAR [Digital image].

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