

BORA'S

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The name of the company is Bora's, it is an apparel making company.

This fashion company produces work, evening wear, accessories and other apparel for women (pants, dresses, skirts, tops, belts, pantyhose, berets, ties, sweaters, scarves, suits: skirts and pants, jackets). It is also a textile producing company that branches into African textiles as well, mainly from Nigeria, where the CEO of the company is from. The apparels are made from biosynthetics fibers: first generation-crops, second generation-waste (food, agriculture, or forestry), and third generation non-food resources. I.e., sugars, corn, cassava, sugarcane, plant oils, bacteria, fungi, algae, micro silk (soft, durable, great strength and elasticity).

As the availability and stability of oil become a higher risk, biobased resources give us alternatives in the manufacturing of textiles and apparels ("textileexchange.org" January 2018, pg 6).

Feedstocks are the natural substances building blocks that are made use of to produce the chemicals needed in polymer manufacturing. I.e. starch and sugar which are renewable and are the most used feedstock for biosynthetic products, lipids, and oil which are most easily refined, and biomass that is gotten from cellulosic-based plants e.t.c. These renewable feedstocks, ethically made, are chemically extracted and polymerized, then spun into yarns. These yarns are then knitted and woven into fabrics, making the final products reusable.

There are three key stages that the overall sustainability of our biosynthetic products depend on which are the type of feedstock we use, the way they are processed, and the products end-of-life options. It is important that Bora's maintain the 4R's of reduce, reuse, recycle, and recover which are the core principles of sustainability.

Bora's is transparent throughout the manufacturing of these fabrics, we leave a traceable system in place, which will enable the customer to know what they are wearing and also know the quality of their products. A lot of technologies are still under development to make a wider range of raw materials for biosynthetic products, the plan of the company is to keep up with the biosynthetic world as it grows and develops.

The type of biobased feedstock product we pick, how it is grown and made, the machinery used to modify the biobased feedstock to chemicals and polymers has the most significance on the sustainability aspects of the biobased substance.

Biosynthetics can be materials that may be used in machinery that already exists which is known as drop-in materials or materials that have different qualities and might require different processing which is called new materials. Our end-of-life choices are determined by the amount of bio content, the type of biosynthetic (new or drop-in) material, and the conversion approach. Biosynthetics are becoming more known as fibers, getting exposure from clothing, shoes and family brands and sellers because of the fact that the products are renewable and they have the ability to reduce climate change in comparison with other petroleum products.

Bora's competitors include Ann Taylor, M.M. LaFleur, Of Mercer.

- Ann Inc. is a retail chain of stores that also creates professional women apparel founded in 1954 by Richard Liebeskind.

The headquarters of the company is in New York city. Its division includes Ann Taylor, Loft, Lou & Grey, Ann Taylor Factory, Loft Outlet. Ann Taylor has been known for their high quality workwear and suiting.

- M.M. LaFleur was launched by Sarah Miyazawa LaFleur and her co-founders Narie Foster and Miyako Nakamura in 2013, the company creates luxury apparel and accessories for women.
- Of Mercer clothing created by two ladies for working women. They make use of luxe fabrics like Italian wool and techy Japanese modal, and they have a house in designer Aja Singer.

The reason why Bora's is different is that the fabrics are biosynthetic and also reusable, maintaining global warming, reducing oil price fluctuation for now and in the future. The textiles are also unique: African textiles are emerging. The belts we make are not all leather, they are made from textiles also. The ties, beret, scarves and everything accessories are also diversified with African textiles. Companies like Ann Taylor targets women in their thirties and above, Bora's demographics is broader.

Bora's would have a flagship store in New York: Soho (other branches at Lexington Avenue and Columbus Circle), and London: Westfield (other branches at Duke of York Square and Covent Garden) for now. On the website, shipping is not limited to any part of the world, the cost for shipping would definitely be different though. On the site there is an online stylist that answers customers questions about size or styling via phone call, chat or email, or making different colors and patterns of textiles, and also to book an appointment with the stylist.

Price range for Bora's:

Dresses; \$80 - \$300

Skirts; \$50 - \$300

Pants; \$60 - \$250

Tops and blouses; \$15 - \$200

Suit pieces; \$80 - \$400

Jackets; \$100 - \$300

Berets; \$30 - \$150

Scarves; \$25 - \$100

Belts; \$35 - \$100

Sweaters; \$30 - \$175

Ties; \$25 - \$100

Because there is no specific age to start or stop dressing professionally, the company is targeting fashion-conscious ladies aging from 16-70, different sizes and shape: with different fashion styles, young ladies who are having internships, working mothers, housewives, breastfeeding mothers, ladies who are their own bosses, ladies who have bosses but would still love to dress like a boss of her own, outfits that can be worn to work and still worn to a formal dinner: generally serving these ladies in every aspect of their lives, having fashion first. Paying attention to consumer needs, the apparels produced would be appealing to both older women (classic looks) and younger women (trendy looks). Bora's targets customers with income between \$80,000 - \$250,000. The price point for the companies apparel line is a bridge (the bridge is the gap between contemporary and designer labels), and its pricing strategy is competitive. Knowing the business of women's retail is very competitive, we will fit into the affordable women's category.

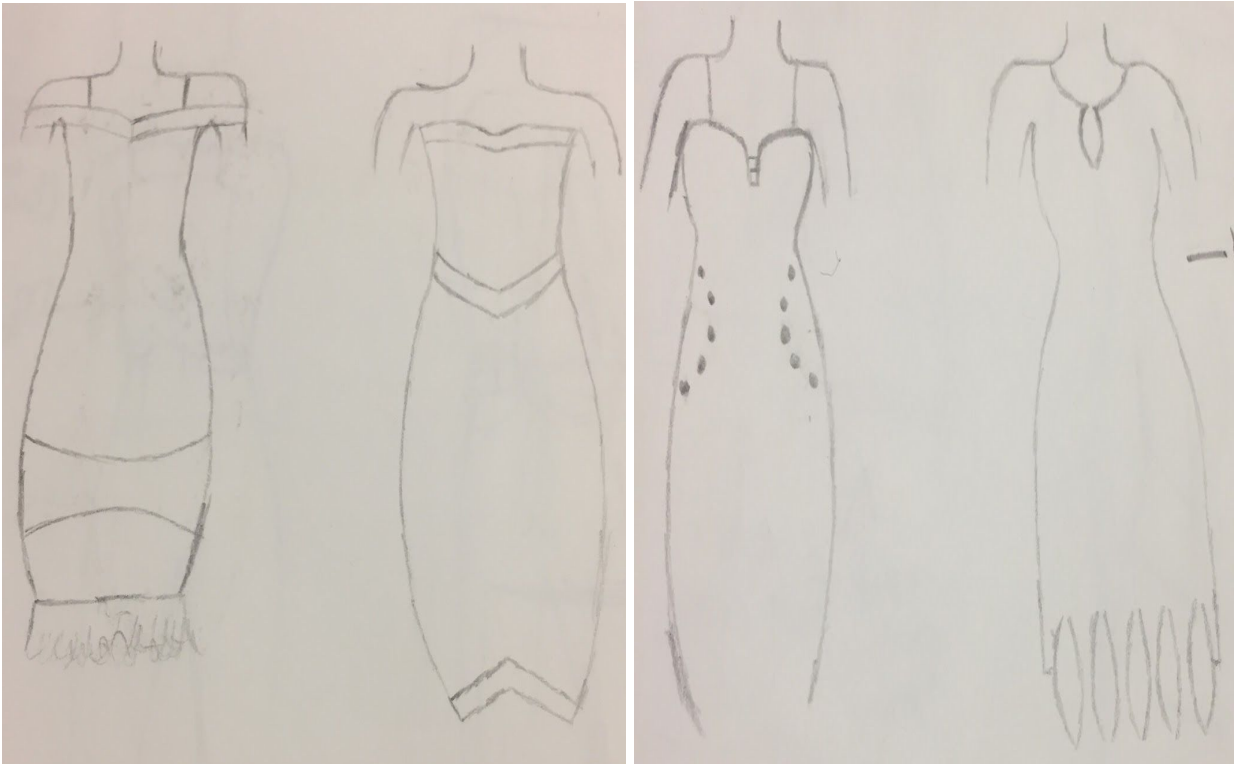
Keeping up with technology and fashion, revealing and boosting the confidence of every woman through our apparels is Bora's mission.

The company's vision is that it would want their customers to know they are wearing apparels of quality and sustainability.

When this idea does go viral, in order to scale up, a team would be given the task of making safe apparels that support circuitry, that can be combined with electrical components at a fabrication stage. The company would open more stores around the world where the products are more in demand, Bora's would collaborate with local textile makers to incorporate their textiles in the office wears, promotional parties would be thrown to give the mass more information about the brand, a maternity line of apparels would be launched.

Bora's is a company that has paid attention to the needs of a lot of women when it comes to what to wear and will continue to. Looking and feeling amazing anywhere they go and using what they wear to express themselves. This company is one more step moving towards a better ecosystem, reducing land pollution and water contamination. We hope to be a model and lead by example in addressing these issues by consciously choosing how we make our profits even if it is not as aggressive in its margins. The core of the company is in its use of our family values and tight-knit communities in its creation of its raw materials. Once we get the funding and as we expand globally we hope you can be a part of our journey.

Below are original sketches for Bora's: (sketched by Deborah Aderounmu, 2019)



Products like the ones below are what Bora's would produce:



This is a striped wrap front dress from Ann Taylor. This style was chosen because it is similar to what Bora's will make, something wearable to your place of work, and can still be worn to a dinner or formal gathering.



Crinkle Crepe trouser by M.M. LaFleur, while some women feel more comfortable with pant, or some that just want to switch it up once in a while, a wide range of formal pants like this crepe trouser is produced by Bora's, in different styles and sizes.



Prince Blazer from Of Mercer: we see too many regular and boring blazers, Bora's produces blazers that are fashionable and calm enough to be worn on a regular day going out, the workplace, dinners e.t.c.

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