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Who We Are

Tall Street is a NYC based clothing brand that caters to men who are above average height. We seek to provide stylish clothing at an affordable price that makes the men we create for feel inclusive in a society that doesn't think of all sizes. Located on 125th in Harlem, Tall Street is convenient, diverse, and focused on taking the idea of masculinity up towards a more respectable and admiring route in the world.



In-store View:



Creators



Mikayla Carter-Coleman

Mikayla is a Brooklyn bred student currently at the New York City College of Technology. With a dream of becoming an independent brand someday, she's majoring in Fashion Marketing with the hopes of transferring to FIT where she plans to pursue a bachelor's in fashion design.

Project Role: Providing media and art used, studying current trends, analyzing price point



Joseph Puryear

Joseph is from the Bronx and currently pursuing an associates in fashion marketing. Fashion and art in general has remained a big part of his life since high school. Joseph is inspired by creativity and in the vast world of art he finds himself appreciating garments and other forms of design more than any branding.

Project Role: Merchandising, Evaluation of Fabrics, Modifications



Danielle Daniel-Ramsey

Danielle is currently a student at the New York City College of Technology in Brooklyn, New York. She is majoring in Business and Technology in Fashion and is on track to graduate in 2021. Her plans are to graduate and work for an advertising agency. Within the next few years, Danielle also plans to start a fashion blog that can inspire other young adults to create the life they want and manifest their dreams.

Project Role: Target Market, Analyze comparable product offerings and construction specifications

Mission Statement

Tall Street believes in an inclusive society, where all men are able to make their mark on the world without being shut out by someone else. We believe in quality clothing at an attainable price. Through a will to spark change and desire to show everyone that they matter, Tall Street strives to celebrate the differences in all, at an affordable and sustainable rate.

As a dignified men's clothing line, we aim to provide good quality at affordable pricing.

Moderate budgets are welcomed always with a mission to keep our customers satisfied in style, performance, and accessibility, at reasonable cost.

Target Market

Our target audience features young, African-American male: Marcus Powers. He is a single 24-year-old man who currently resides in an apartment in Harlem on 129th Street, he also lives with a roommate met in college, Kevin. Kevin is a graduate student and works at Equinox part time. Marcus is very laid back and has an extremely calm nature. While working in the city has made him more professional and motivated because of that New York City hustle and grind culture. Marcus comes from a family of five. He has two twin sisters that are currently Juniors in high school. His mother is a nurse at Mount Sinai Hospital and his father worked for marketing agency. His personality still holds true to the wild and outgoing persona he developed while growing up in the rough part of the city. He's not the first in his family to go to school but Marcus is self-motivated and knows what it takes to be successful and make it as a Black man in America.

Due to Marcus's demographic and psychographic data, he would fall under the Experiencers segment that's apart of the V.A.L.S. System. Experiencers are motivated by self expression and also the youngest of the eight frameworks. Marcus likes to spend heavily on clothing, music and traveling. He spends his weekends traveling for work or vacation. Because of his work environment and personal style, Marcus always goes for a business casual type of look. Turtlenecks, leather jackets and tapered jeans are some of the items he likes to shop for during the Fall and Winter. Marcus is always meeting new important people and networking outside of work so he aims to look his best while not losing his personal style to the societal

expectations. After meeting and interviewing several male celebrities, his style can be closely associated to that of Pharrell and Kanye West. He considers himself to be very masculine. Marcus likes to wear brands like Adidas, Zara, Oak & Fort and Nordstrom. Dressing in stylish and comfortable clothing was important to him.

With a Bachelors in journalism, Marcus is currently employed at GQ magazine. He makes about \$56,000 a year working in an entry level photo editor position. As a hobby, Marcus also runs his own small independent photography business in which he is a photographer for small shoots, wedding photos, birthday parties, etc. This helps bring about \$2,000 a month and a great addition to his resume, as he has hopes of being promoted to senior photographer for GQ. When he's not on photoshoot sets, Marcus likes to spend time at the gym. Our design problem is we want to make a clothing line for big and tall men since there aren't stylish clothing for men that size. Marcus is 6'5 and weighs about 250 pounds. Since joining over a years ago his physique has changed a lot which makes it difficult for him to find clothing. Marcus is on his way to becoming a young professional and needs clothing that dapper and tasteful.



Pricepoint

After analyzing the lifestyle that men such as Marcus live, our brand Tall Street has based pricing off affordability alongside quality. Our goal is to make tall men feel comfortable shopping for clothes that match their height, without having to settle for garments that might be too short at the ankles and wrists.

Our Fall 2020 line of jackets will have a small budget with our cheapest jacket being \$50 and our most expensive will be \$200. Any jackets expected to go on sale will have exemptions based on the fabric of the particular jacket and date of release.

Theme

For this specific line, our inspiration has been based off the Four Elements: Earth, Air, Fire, and Water. Every element represents a specific personality trait that our target market has and we plan on including it in our jacket through minor details such as zippers, buttons, trimmings, and much more small but noticeable pieces of the garments.



Earth: Through the earth element, we are representing the trait **KNOWLEDGEABLE**. Our customers are very smart and always wanting to learn more. They study hard and present a will to know more about themselves and the environment around them.



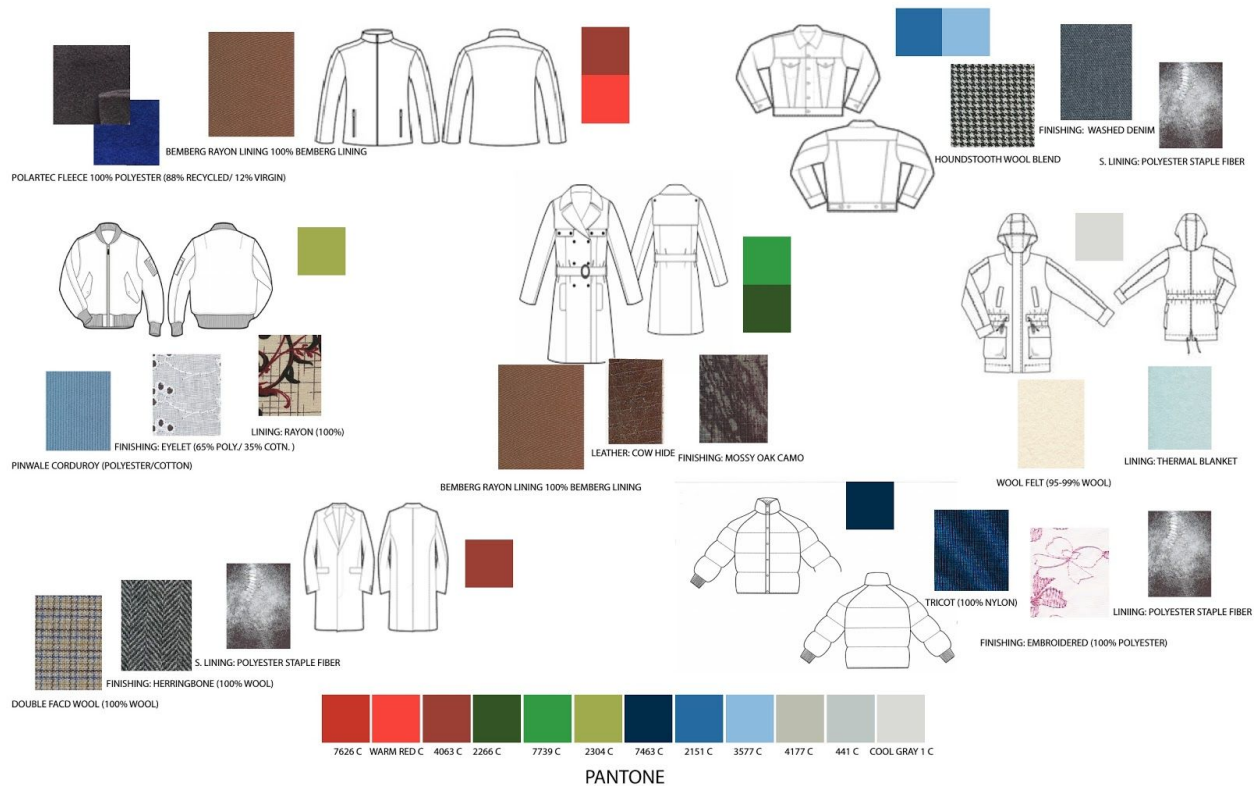
Air: Through the air element, we are representing the trait **JOYFUL**. Our customers are people who are positive people to be around. They stay in good spirits and it's nothing but good vibes whenever you're around them.



Fire: Through the fire element, we are representing the trait **BRAVE**. Our customers take on any challenge willingly. Despite the odds being stacked against them, they face the situation at hand quickly with admirable bravery and can be counted on to come out on top.



Water: Through the water element, we are representing the trait **PEACEFUL**. Our customers are calm and collected. They remain chill even in the toughest situations and have a sort of healing aura to them.



Current Trends

As of now, mens trends in NYC are just as diverse as the people styling them. The year 2019 has seen a lot of celebrity-inspired creations. When these men weren't wearing items from clothing brands sponsored by their favorite artists and such, they took pages out of their lookbook and completely imitated their style.

The streets of New York City saw an increase in business-wear. Linen suits, striped dress-shirts, leather loafers, and pastel colors roamed rampant throughout the year. However, most men still had a desire to keep their streetwear style in tact, and found ways to include specific streetwear attire in their ensembles. High-end sneakers such as Yeezy's and

Balenciaga's complimented light-wash distressed denim jeans, muscle-fit t-shirts, a lot of dark colors.

The Fall weather for 2019 introduced the importance of boots. Not just as protective gear, but as an essential to styling with cords and knits. Warmth was encouraged in fashion by the rise in popularity of thick trousers, turtlenecks, solid color cardigans, fleece hoodies, and rugby shirts. Accessories were mostly neckwear: plaid scarves and gold chains.

For jackets specifically, however, the main quality outside of stylishness seemed to be waterproof. The rainy fall weather contributed to the growth of leather jackets, windbreakers, plaid overcoats, barn coats, and fleece.

Comparable Product Offerings

Tall Street Brand strives to sell quality outerwear at an affordable price. The kind of men that we cater to are stylish young men that want quality without breaking the bank. We checked on the market for coats and jackets that are much higher in price than what we sell.



Figure 1. Fleece Jacket: Patagonia Sports \$99

It was a sweater-knit jacket with a quarter zipper and the interior was fleece. The jacket also has a mock neck with a chest pocket and elastic at the hem. The fleece is heather grey.



Figure 2. Denim Jacket: 7 for All Mankind \$119.97

A chic and sophisticated trucker jacket with two chest pockets and two front pockets. The denim is sleek yet rugged in a rich black hue.



Figure 3. Bomber Jacket: Everlane \$88

A uniform style flight jacket made from recycled, water resistant polyester with magnetic closure pockets and a two-way zipper. This jacket comes in two hues, navy and olive green.



Figure 4. Leather Trench Coat: ASOS Design \$285

This leather double breasted trench coat has a button closure and a tie waist. It comes with two pockets and in this design only in the color Black.



Figure 5. **Wool Parka:** Woolrich \$468

This long sleeve Black duck down parka is made of satin and has a wool panel detailing. It has a two-way zip closure at the front. This parka has two pockets at the chest and flap pockets at the waist.



Figure 6. **Wool Topcoat:** Lauren Ralph Lauren \$246

A cold weather look with a classic fit that's cut wider through the shoulders. This topcoat comes in Black, Camel, New Blue, Vicuna and Medium Grey.



Figure 7. **Puffer Coat:** Everlane \$178

This reversible puffer is lightweight and complete with an insulated hood and windproof cuffs. The soft outer shell is made of 100% recycled fabric and come in the color Dark Forest/ Copper Brown and Black.

Construction Specifications

Fleece Jacket

- Mock neck collar
- Discrete zipper
- Side pockets

Denim Jacket

- Turndown collar
- Quilted buttons
- Breast pocket with flaps
- Side zipper pockets
- Waistband with adjustable straps
- Sleeves with cuff

Bomber Jacket

- Front zip closure
- Blade collar
- Long sleeves
- Corduroy shell
- Rayon lining

Leather Trench Coat

- Spread collar
- Double-breasted style
- Belted waist
- Functional pockets

Wool Parka

- Functional hood
- Lined with thermal blanket
- Breast pockets
- Drawstring waist
- Pockets with button fastening

Wool Topcoat

- Notch collar
- Welt pockets
- Interior welt pockets
- Fully lined with polyester

Puffer Coat

- Funnel neck
- Goose down feathers

- Nylon outer shell
- Padded lining
- Zip and press-stud placket

Modifications

In terms of the modifications being made to better fit our market and target customer here is the following:

Fleece Jacket - The construction of this fleece jacket remains to its traditional construction only with the addition of a bemberg rayon lining.

Denim Jacket - While still maintaining its traditional aspects with the washed denim finish a slight twist is being added with the houndstooth wool fabric for the shell.

Bomber Jacket - Instead of using nylon for example for the shell, a corduroy will be the shell of the jacket with the addition of an eyelet finishing..

Leather Trench Coat - Only two modifications being made to this leather trench coat is the addition of the bemberg rayon lining and mossy oak camo for the finish.

Wool Parka - The addition of a thermal blanket fabric for the lining of the parka.

Wool Topcoat- Use of a double faced wool along with the herringbone finish.

Puffer Coat - Only modification for detail is the finish of embroidery for this puffer coat.

Evaluation of Fabric(s)



Fleece Jacket - The fabrics selected were a polartec fleece (left) and a bemberg rayon for the lining. These fabrics were selected because of the warmth this polartec fleece can offer yet giving a look to it and in terms of the lining bemberg rayon was selected due to its breathability, durability, and silky touch so not only can someone like Marcus can wear this on a cold New York it'll look functional and stylish all in one.



Denim Jacket - With this denim jacket the fabrics selected were a houndstooth wool (left), washed denim for the finish (center) and polyester for the lining (right). The construction of this denim jacket was kept traditional with the washed denim finish but the addition of the houndstooth wool for the shell was to bring new life to the look of the typical denim jacket.

Paired along with washed denim it gives it a wool and denim combination which gives it a versatility to be worn in a variety of settings with a variety of garments to wear with it.



Bomber Jacket - The fabrics selected were a pinwale corduroy (left), eyelet for the finishing (center), and rayon for the lining (right). Besides the rayon lining the goal was to bring a new look to the conventional bomber jacket yet giving it a casual and sophisticated look with the pinwale corduroy and the detail of the eyelets to give it even more character. This works because a bomber jacket like this during the fall is the perfect everyday jacket that'll stand out in a subtle way.



Leather Trench Coat - The fabrics selected here a leather cowhide (left), bemberg rayon for the lining (center), and mossy oak camo for the finishing (right). These fabrics perform best because while keeping the traditional construction of a leather trench coat the mossy oak camo finishing adds a subtle flair to this garment in addition with warmth that it offers with the leather being

used for the entire shell of the garment and for the fall and winter this trench coat brings durability, versatility and style.

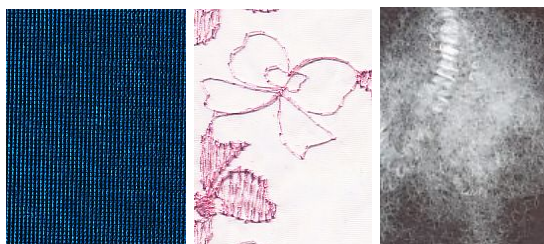


Wool Parka - Fabrics selected were a wool felt (left) and thermal blanket for the lining (right). This wool parka offers two things: functionality and style. With the use of a thermal blanket for lining and wool for the shell it sure to maintain warmth throughout a cold day and for someone like Marcus who's always on the move the parka is ideal for those unforgiving cold days while still looking stylish in the process.



Wool Topcoat - Fabrics selected were a double faced wool (left), herringbone for the finishing (center) and polyester for the lining (right). This a traditional topcoat that is kept simple and ideal for the fall as the herringbone finish adds a nice look to the garment in combination the double faced wool that gives it durability along with the polyester in the lining to give it texture. This

would be a garment that you'd find someone like Marcus wear often because of how simple it is, yet how much or little you can do with it.



Puffer Coat - Fabrics used for this garment are a tricot nylon, embroidery for the finishing and polyester for the lining. A puffer coat is a staple in every closet because the variety that comes and in this garment it is no different. The conventional aspects of this puffer coat is kept the same as this tricot nylon is normally used for the construction of puffer coats along with the polyester in the lining to add texture. However to add a twist to this puffer coat embroidery will be added to the shell to give this coat a stand out look with great texture all along the nylon shell.

Additional Notions, Trimmings, Modifications:

Puffer Coat- In terms of the embroidery of this garment it'll be placed on the entire front piece of the garment in which will be depicted the water symbol in Pantone 3577C.

Control & Merchandising

To ensure our garments are being made to the best quality at the most reasonable price, they are made here in America, in store. Tall Street refuses to take part in the physical and financial abuse people in other countries are forced to go through in order to keep their families alive. To make

do, our brand has partnered with the High School of Fashion Industries providing after school internships to fashion design students looking to learn more about how the fashion industry works and get an inside view on what happens behind the scenes. These students are rewarded through scholarships, recommendation letters, resume-building tips, and a personalized garment from the brand made to their liking.

To market and promote, we use students from the art and visual merchandising majors to help get our name out there and provide more experience for these students for when they go on to pursue their desired careers. We also promote through ads in magazines, 15% off coupons sent in the mail, and sponsors from influencers on social media with a high following, mostly Instagram.

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