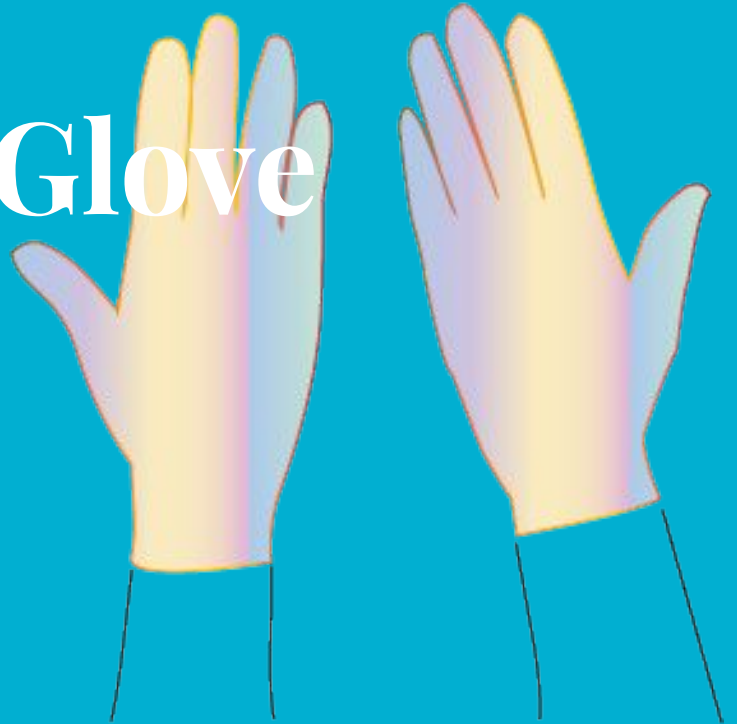


The *Merveilleux* Glove

Danielle Hueston

Contemporary Issues in the Fashion Industry

Professor Munroe



What is The *Merveilleux* Glove?

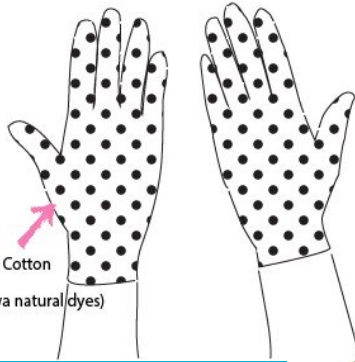
- A unique and innovative alternative to modern day PPE.

What are its features?

- Uses smart textiles & advanced technology to contain and kill microbes.
- Sanitizes hands & removes unnecessary moisture from the skin that causes bacteria.
- Reusable.
- Washable.

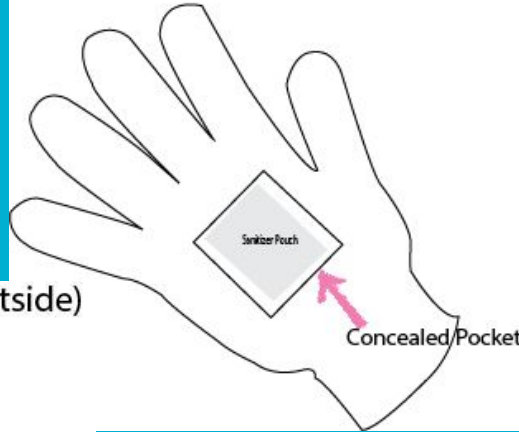
How does The *Merveilleux* Glove work?

1st Layer (Outside)

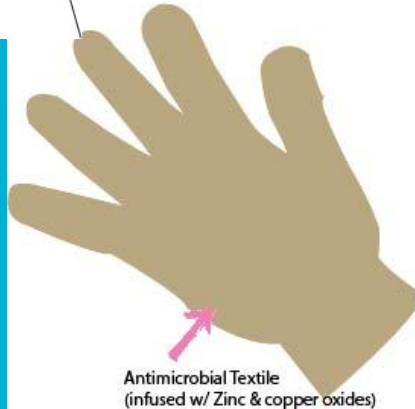


Maiwa Organic Cotton
(dyed with Maiwa natural dyes)

3rd Layer (Outside)

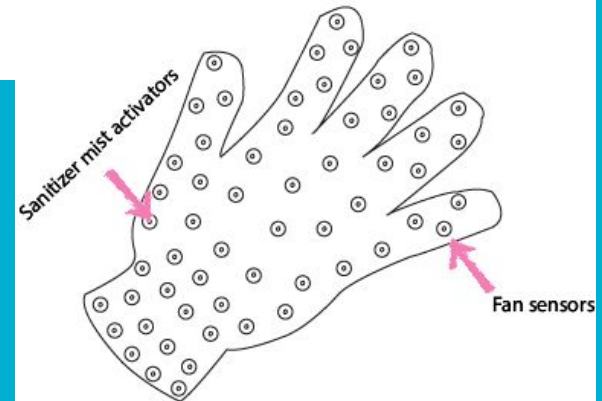


2nd Layer (Outside)



Antimicrobial Textile
(infused w/ Zinc & copper oxides)

3rd Layer (Inside)



How does The *Merveilleux* Glove work? (cont.)

- The *Merveilleux* Glove has 3 layers which allow it to be the safest protective glove currently on the market.

Layer 1

- Made of a sustainable organic cotton.
- Dyed with natural dyes.
- Absorbs microscopic organisms into the second layer.



Layer 2

- Made of antimicrobial material.
- Infused with zinc & copper oxides.
- Kills/stops growth of germs.



Layer 3

- Outer layer has a concealed packet of hand sanitizer, made with 62% alcohol.
- Inner layer includes sanitizer mist activators that kills 99.9% of germs.
- Inner layer also includes fan sensors that remove humidity and moisture that cause bacteria.

Materials Used To Construct T.G.M.

Maiwa Organic Cotton Heavyweight



https://maiwa.com/products/fabric-cotton-organic-heavyweight?_pos=4&_sid=3f82bfe37&_ss=r

Maiwa Organic Cotton Mull



https://maiwa.com/products/fabric-cotton-mull-natural?_pos=17&_sid=3f82bfe37&_ss=r

Maiwa Cochineal Natural Dye



<https://maiwa.com/collections/natural-dye5>

What makes T.M.G. better than the average Latex or Nitrile glove?

Unlike The *Merveilleux* Glove, regular disposable PPE gloves:

- Require individuals not to wear them when touching common surfaces (e.g. door knobs or elevator buttons).
- Can easily transport germs.
- Are not reusable.
- Cause allergic reactions (e.g. Latex).



SWOT Analysis

Strengths

- The *Merveilleux* Glove brings a new reusable approach to PPE.
- Use of advanced technology (fan sensors, mist activators) is not used by any other competitor.

Weaknesses:

- Not completely sustainable.
- Expensive compared to competitors.

Opportunities

- No other product like this on the market.
- Global COVID-19 pandemic can benefit from T.M.G. & lead to high demand.

Threats:

- Showa, a brand that sells biodegradable disposable gloves at a more affordable price.
- COVID-19 becoming controlled (although fortunate) can cause a decrease desire for T.M.G.



Showa Biodegradable Nitrile Gloves

<https://www.mdsassociates.com/catalog/p-103063/showa-green-dex-biodegradable-nitrile-gloves>

Demographics

- Medical professionals, hospitals, dialysis centers & other medical establishments.
- College graduates, 22 years old and older.
- Income may vary anywhere between \$25,000-\$277,000+ annually.

Retail vs Cost

- ● COGS=\$10
- MSRP= \$49.99
- Profit Margin= 79.99%
- Distribution Price= \$40,000 x 1,000 units

The *Merveilleux* Glove vs. Scalability

- T.G.M. utilizes e-commerce as a way to sell.
- Dedicated team willing to change the world one glove at a time.
- Eager to establish a good customer relationship.

Does The *Merveilleux* Glove Practice Fair Trade?

- Most materials used to develop The *Merveilleux* Glove are eco-friendly.
- The T.G.M. manufacturing team are able to work flexible hours and are paid fairly.
- Work space is clean and safe.



<http://www.fairtradecommunities.org.nz>

That Pretty Much Wraps It Up!