

FIXTURE the Brand

Desiree Jean-Michel

Contemporary Issues in the Fashion Industry

BUF 4700 OL70[22826]

NYC College of Technology

ABSTRACT

This business overview paper is on a new innovative sustainable company called FIXTURE”, that comes up with stylish unisex bio-smart textiles. For people who want to do a bit more than just say “Save the planet”. In this exert readers will read about the company, know who benefits off of the brand (demographic), and market segment, for how the brand markets itself to exclusive information of FIXTURE’s SWOT analysis. In addition, readers will get to know plans and sets on how the company remains ethical during labor and company laws in the US.

ABOUT THE COMPANY

Welcome to FIXTURE, a bio-smart textile company from third-generation smart textile fibers. But ever heard of bio-smart clothes? Ever saw someone throw out perfectly good garments because it wasn't in style? Or because the crew neckline became a plunge v neckline? Ever wonder where the clothes actually go until you're on a beach seeing last seen T-shirt? FIXTURE found a way to alert the user when it's time to recycle garments and how to properly throw out when it deteriorates. The garment is wearable with smart textiles built-in. The eco-friendly garment would let off a sensor based on the state of the garments. Ultimately pinged on their smartphone. Letting the wearer know when it's time to change or bring back the garment at a local store or ship back for recycling. Once that process happens FIXTURE guarantees 5% or dollars off for every drop off to your next purchase + Free shipping.

SWOT ANALYSIS

Strengths

The amazing thing about FIXTURE clothing line is the ability to diversify and unify during a new era of gender/non-gender with their unisex clothes, in this way Fixture can broaden its audience tremendously. Also, with smart technology FIXTURE can improve sustainability in fashion and prevent global warming. It's been mentioned that FIXTURE clothes are an ultra-smart textile which has the uniqueness to interact with the user and inform them on when the garment product lifecycle has ended -- in addition to where users can drop off or ship back the garment free of charge with a promo coupon added on to keep buyers loyalty. FIXTURE tries

many ways to remain innovative and true to brand image without confusing customers but still remains a strong competitor. Another cool way FIXTURE stays relevant and cool is with its customize buy one give one program. Users are able to customize a piece of the garment of their desire and in doing so the user also Making the same replica for someone who's less fortunate this is a cool way for users to fill like their designer and give back to someone who's less fortunate. For instance if one wanted a wonderful design or wanted to be a designer for a day one will go on FIXTURE customize tab on their website and start creating a T-shirt, jacket, sweater, or jeans and on the side it said would you like to copy or sign? Once that person pressed copy that person to will get the one of a kind design. If they would like to just sign that person will get a resembled but not exact replica with that user's name on the tag saying, "Jane doe by FIXTURE". This allows FIXTURE to engage with its audience and still give back. Lastly, one strong strength FIXTURE has is be the recommended time and wash each garment has through they're bug-free, virus-free, a pop-up free app that can be accessed VIA smart device.

Opportunities

FIXTURE can have an abundance of opportunities to improve the company that's the good thing about knowing there's always constantly something to better oneself. FIXTURE can do brand image ING a bit better with collaborating with stars that support and connect with their brand image as well as do some licensing with certain well-known companies for instance Collab with not so strong competition but with a competitor is doing so gaming some of that competitor's target market. Secondly, another opportunity for FIXTURE can be creating more affordable less smart technology garments for those who can't afford third-generation smart textile garments for

instance they can purchase a 2nd smart generation hat or sweatsuit for those who are athletes or heavily into wearing athleisure wear. These will range in the mediums of \$99-\$280 but will not be able to use the customize feature. This method is similar to two companies like Nike, Under armour, and Samsung who all target athletic individuals who wear smart garments. however, the only difference and FIXTURE is the bio implemented in the garments that will not shrink discolor or tear that is breathable washable with a product cycle end date that will allow users to know when the garment has had enough. This information can be shown on their smart device or app that is associated with the garment the app will allow users to know when the garment is safe to wash how many times it needs to wash and Lastly when it cannot be washed anymore.

Weaknesses

Because FIXTURE is constantly innovating new ideas there's always wiggle room for improvements that will spark competitor's attention to use improvement if FIXTURE doesn't succeed. In addition there are constantly new companies that come out Bailey with the ability to create a new smart textile or biotech style. FIXTURE notices these weaknesses and is constantly working around the clock to create and improve with the help of engaging with their audience, holding case studies, doing small samples, and feedback interaction with people. FIXTURE sees this as an opportunity to grow from their mistakes. In addition to another weakness, FIXTURE has some customers often will not feel motivated to take the extra step and disposing of the garment instead there were instances where wearers will resell their garments on the Internet in hopes to gain a profit because of the bio smart textiles incorporated in the garment once that gets into the second hand where there will be complications for that wearer causing bad reviews

because the bio smart textile no longer works especially if it's for secondhand users. This can cause FIXTURE image and popularity to decrease over time.

Threats

As previously mentioned in the weakness FIXTURE has a few numbers of threats. One would be the market chosen meaning there are daily new contemporary companies that are sustainable base, share the same target audience at a lower cost although FIXTURE doesn't have any immediate threats it is important that FIXTURE is aware that there are many companies similar to theirs. another threat would be FIXTURE's ability to have many opportunities at once giving competitors to attack or strategize against the company.

COST AND DEMOGRAPHIC

FIXTURE is constantly researching new ways to reach a larger demographic when article clothing such as a T-shirt or graphic tee would cost \$180.00 to \$213.00. the reason for a high cost is because of the longevity envy biodegradable textiles this article of clothing does have smart textiles in a particular part of the garment (underneath the underarms). this is because the study shows the underarm of a garment can often be the first thing to deteriorate over time. In addition to a pair of blue classic jeans which are plant base would cost \$461- \$600 dependent on what the wearer chooses to target. The size of the garments would not cost an additional price. for instance, if you are a plus size wearer and struggle with abrasion in between the thighs FIXTURE will find the best suitable biodegradable textile best for you and will customize the sensors in the target area that will allow the wearer to be notified the strength the durability and

the life spanned and they care for those jeans. the ideal wearer for FIXTURE doesn't have a class system meaning if those who can afford can wear FIXTURE tries not to label or ostracize designer logos so everyone who is an upper class a middle class who can afford FIXTURE will does not know that they're wearing FIXTURE. FIXTURE believes this will become a trend in stopping monogram in logo designer mindsets. The deal customer who wears FIXTURE lifestyle, is he/She/their who is very aware of the environment, who is actively reading constantly, garden or plant lovers, recycles, fashionable, and is in too healthy life choices or on the path other healthy life choices.

SCALABILITY

Smart textiles or any smart device often have some setbacks for each product to be rolled out to the public a number of case studies and focus groups will be held so researchers and engineers can find the best results. This process is no different from any company that has a smart device for instance Apple. Apple launches their health results from their research on the apple watch. In 2017 in collaboration with Stanford, the research project enrolled 419,297 Apple Watch and iPhone owners and ultimately suggested that atrial fibrillations alerts from the Watch app were rare, but fairly in line with paired readings from an ECG patch; Apple and its collaborators must have been pleased with the project, as the company would go on to announce three more Apple Watch health studies headlined by major partners like the World Health Organization and Brigham and Women's Hospital (*Apple's 2019 in review: Research programs, health records, patents and features* 2019). These extreme measures are used for the safety of consumers and 4 the company to know if the product was its success or failure. Once the research team for

FIXTURE realizes the product is a success, they will start to select market geography, see How that location and area reacts to the garment similar to a pop-up shop. these pop-up shops will be located in LA, Europe, and after those two locations our success downtown New York will also be another pop-up shop. In addition to those who do not like going in stores or feel intimidated Ken opt-in email wise for a pop-up virtual store visit on FIXTURE website which will only be available and selective places listed above. This will bring buzz and exclusivity to the brand before it rolls out in the US and in Europe.

FAIR TRADE

FIXTURE takes pride in remaining sustain during the fair-trade principles. FIXTURE also has customer service reps online during business hours for any consumer who would like to express their concerns with a product that wasn't best for them. The Fair Trading Act 1986 protects you against being misled or treated unfairly by traders or shops; The Act prohibits misleading and deceptive conduct, unsubstantiated claims, false representations, and certain unfair practices (*Fair Trading Act 2019*). It is ideal that FIXTURE stays within the means of no false representation and Unsubstantiated representation. Every garment ever to get rolled out with go through extensive screenings and test runs so that consumers are aware that FIXTURE is true to their word for a better and durable fabric that will help the environment, and help consumers on how to take care of their product during their course of wearing and after wearing it. It's essential that those are aware of what happens after one wear an article of clothing and how to take care of it. With biosynthetic fabric they are fibers and materials made from renewable resources rather than fossil fuels. They aren't necessarily biodegradable, though some are, part of FIXTURE

textiles are growing crops such as sugar cane, corn, wheat, and grass - absorbs CO2 from the environment, and they can often be recycled (*Biosynthetic: When Synthetic Doesn't Mean Plastic*

2020) With true textiles described and true and real results from the research will allow

FIXTURE to remain true to fair trade laws and still receive a profit.

Reference

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