



Denique Spencer
Petergay Wignail
Denzel Robinson
Niyamani Watson
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About Our Brand

For many years, the fashion industry has ignored the complaints of the plus-sized female. In an effort to resolve these issues, we offer our new line called DLuxe. Our clothing line is specifically designed for the not so average plus sized female. She is fashion conscious, trendy and sociable. DLuxe will open up its first brick and mortar store in accordance with their online retail website.

Our line will be geared toward the everyday curvy girl who desires more options when it comes to shopping for clothes. The line will range from sizes X-large to 3XL, and feature staple wardrobe pieces such as outerwear, jeans, dresses, skirts, and a variety of dressy to casual tops. Our products will be manufactured to compliment and boost the confidence of our consumer's extraordinary silhouette. We strive to pay attention to detail and provide our customer's with seasonally on trend fashions that come in an array of colors such as (black, white, nude, and pastels) and fabrics such as (charmeuse, chiffon, cotton, etc.).



DLuxe Storefront (*outside image*)



DLuxe Storefront (*inside image*)



Slogan

“DLuxe your curves”

Mission Statement

Finding trendy yet inexpensive plus size apparel is not so easy in today’s fashion industry. At DLuxe, our mission is to create a luxury clothing line for the curvy girl. We are an ethically conscious brand whose number one goal is to provide the latest fashion for our plus size consumers at a moderate price point. Established in 2019, DLuxe is already ahead of the curve. Using materials that are made up only from the best organic and eco-conscious textiles, compared to the alternative.

At DLuxe, we take pride in being one of the very few fashion brands in the market whose main focus is to offer the very best affordable fashion to plus sized consumers.

COMPANY BIO



Denique Spencer
Chief Executive Officer

Denique Spencer is DLuxe’s Chief Executive Officer. Denique and her team created DLuxe the summer of 2019 putting her Business of Fashion degree obtained at New York City College of Technology to use. As a plus size woman herself Denique saw the void within the fashion industry that needed to be filled. As CEO of DLuxe she leads and oversees her team, paying attention to all the details involved in the product development process. Denique’s strategic vision and executive leadership communicates high performance standards, which is why the DLuxe brand is ahead of its competition.



Petergay Roxanne Wignall
Project Director

With over 10 years of experience as a Project Director, Petergay Wignall has mastered the ins and outs of the Fashion industry. As the Project Director at DLuxe, Petergay effortlessly leads a team of creative professionals who works diligently to help make the brand a huge success. She currently has a B.A in Business and Technology of Fashion and is working on completing her Masters in Fashion. Her keen and innovative insights in the areas of fashion forecasting and sales force development have enabled Petergay to emerge as a confident leader. Her creativity and knowledge for fashion emanates from her experience of the industry as well as her love for her family and culture.

COMPANY BIO



Niyamani Watson
Marketing Executive

Niyamani Watson is currently a senior attending New York City College of Technology. Her major is the Business and Technology of Fashion. She is from and currently resides in Brooklyn, NY. After graduating, she hopes to continue her studies by studying social media and communications in order to supplement her business degree. Her lifelong goal is to be creative director of her own fashion line. Currently, she is DLuxe's Marketing Executive. She is also responsible for the care aspect of this line as well as quality control of the product line.



Denzel Robinson
Financial Manager

Residing in Brooklyn, NY, he has obtained an Associate in Applied Science in Fashion Marketing at New York City College of Technology. He is currently enrolled as a full-time student the same school, but this time is working to obtain Bachelors in Business and Technology of Fashion by 2021. Robinson is an entrepreneur outside of school, selling anything from unwanted, no longer worn clothing, sneakers and accessories from his personal wardrobe, as well as watching the market for particular garments or sneakers to buy then later sell at a profitable price point. As a financial manager, it is his responsibility is to price merchandises at a reasonable and affordable price point for his companies target market.

TARGET CONSUMER PROFILE



Brand: DLuxe

Gender: Female

Size: Plus size

Generation: Young Millennials

Education Level: College educated

Occupation: Actresses, Models, Corporate workers, Beauticians, Students

Household Composition: Independent or living with one or more parents

Social Class: Middle class

Income Level: 30,000-50,000 or more

Race/Ethnicity: Nonspecific

Marital Status: Single

Lifestyle: trendy, exciting, and economically conscious

Psychographics: loves shopping, art, social media, and pop culture

Where do they live: modernized stylish apartments/condos with roommates, within the metropolitan area, gentrified neighborhoods, or still at home saving

Activities and Interests: loves to shop, loves art social media, pop culture

Technology Driven: She is constantly browsing the Internet for the latest trends

The typical target consumer our product line DLuxe attracts may be the average young adult female between the ages of 18-30. But there is nothing average about our target customer you see she does not fit the standard sizes (small-large) but has curves that can only accommodate sizes (x-large-3xl). She is a single full figured, full time working professional making an average salary of around (\$30,000-\$50,000), and a college student working on obtaining her degree or has already obtained one.

Our target customer would usually reside in the metropolitan area of New York City, whether she chooses to live at home or with roommates is up to her. She strives to stay trendy in an industry that caters mainly to the standard body type, and leads a dual lifestyle keeping it exciting and fresh but also economically safe. The ideal consumer would be a middle class, plus-sized, fashion forward female whose love of style requires her to take her time to carefully shop either in store or online for outfits that perfectly frame her voluminous figure, while still saving her pockets.

V.A.L.S

These consumers would typically look towards the Internet for their shopping experiences. Finding excitement putting together a fresh new outfit every weekend to go out to a concert, club, or restaurant with friends. Our target consumer would generally be an aspiring social media influencer, posting and tagging what she is currently wearing to her hundreds or thousands of social media followers. Her typical outfit would be a trendy white and black polka dotted three quarter sleeve chiffon dress, or a fitted black midi leather skirt paired with a graphic t-shirt, and suede black pointy toe pumps that feature a 3-inch heel that compliments her accessories such as costume jewelry and Chanel purse. Her hair would be neatly swept up or extravagantly curled to show off her confidence as she strides through the city with a Starbucks

drink in hand to begin her day. These self-proclaimed plus-sized “baddies” without a doubt have a huge impact on our intended target customer. These curvaceous ladies help to push the boundaries within the fashion industry when it comes to catering to the needs and wants of the not so average plus size consumer.



DLuxe typical target consumer “Plus-sized baddies”

DETAILS

This is DLuxe’s first product line being sold to the public and is comprised of dresses, tops, pants, skirts, shorts, and a jacket. The limited collection will be sold online and in our first brick and mortar storefront. The DLuxe brand prides itself on its attention to detail. Our spring 2020 apparel line is made up from nothing but the best materials on the market.

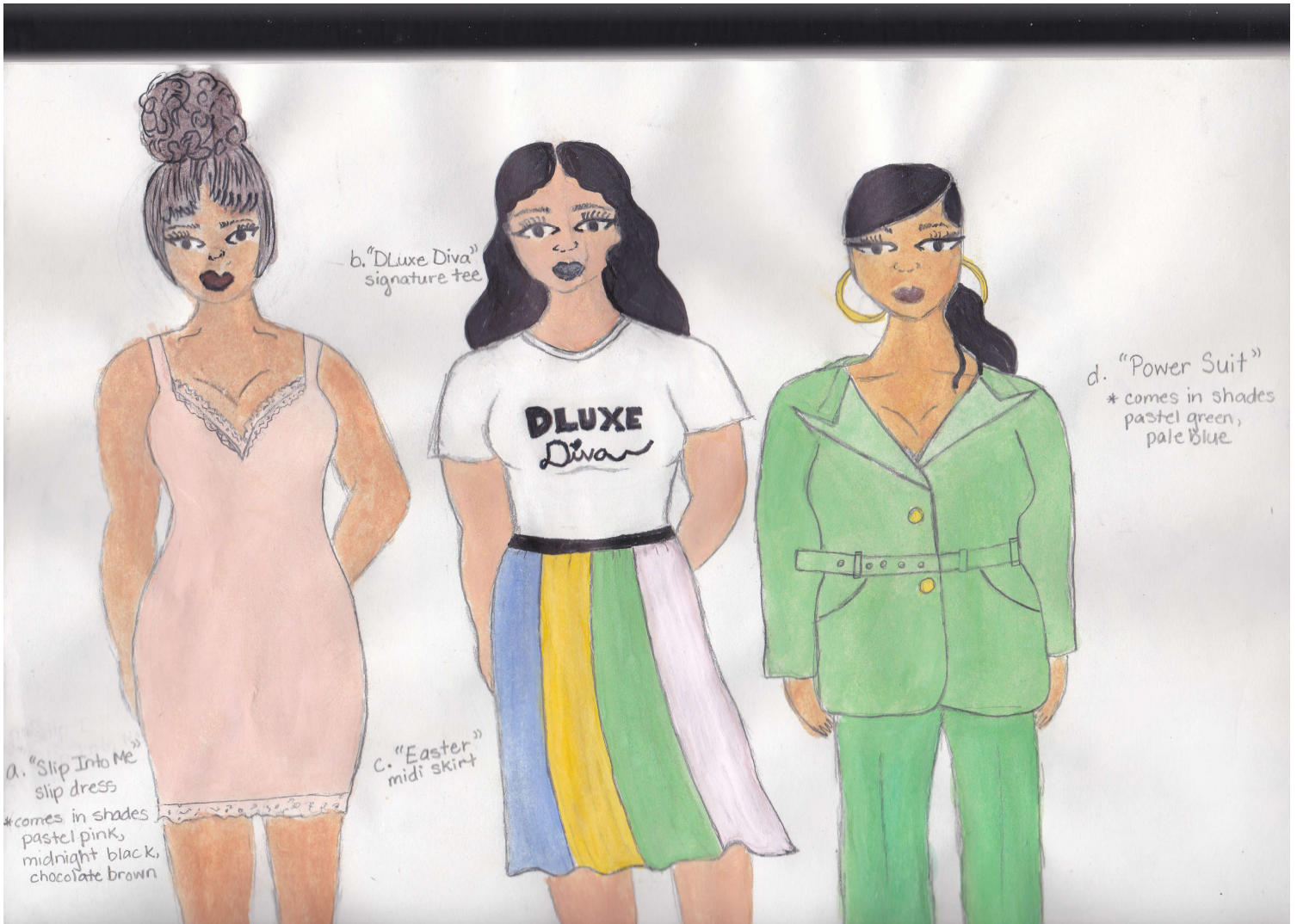
The “DLuxe Diva” signature t-shirt displays our brand’s logo in black and white lettering printed in the center of a soft plush organic cotton scoop neck short sleeve shirt. On trend this spring is our pleated chiffon “Easter” midi skirt made with a thick black elastic waistband featuring a pastel multi-colored fabric in (*pink, green, yellow, blue*). The DLuxe “Power Suit” is made up entirely from the best ethically sourced organic cotton that our manufacturer has to offer. The suit has more flexibility and breathability than the typical business suit which makes it easier for our plus size customers to wear in warmer weather conditions. Our two-piece suit comes in two vibrant pastel colors (*green and blue*). It features a belted blazer adorned with two gold plated buttons and side panel jacket pockets; the trousers feature an elastic waist band with a tapered pant leg creating a chic look for the office.

Another on trend fashion is the DLuxe “Slip Into Me” slip dress; the charmeuse dress comes in three-color options (*pastel pink, midnight black, and chocolate brown*). The silky charmeuse material features a thin spaghetti strap with lace fabric trimmings at both the bust and hemline. The featured denim in the DLuxe line called “DLuxe jeans” features a stretch denim fabric that caters to the curves of our voluptuous consumers. The classic skinny denim pant comes in three shades (*light wash charcoal grey, deep indigo, and light wash blue*), featuring two front and two back pockets and a metal button and zipper closure for a snug fit.

One of our featured blouses in the DLuxe line is our “Dotted” charmeuse top. The deep plunge neckline with puffed off-the-shoulder long sleeves showcases a peplum hemline and a side drawstring that wrap around to tie the top together. The white charmeuse material has an oversized black polka dot print throughout making the blouse pop even more. Another blouse we are featuring in our spring collection is the “Tied Up” top, which is made up of an organic cotton ribbed knit fabric. The camel nude shade top features short sleeves and a cropped hemline displaying a center front tie detail closure.

One of DLuxe’s projected number one sellers is the “Garden of Eden” dress, this sky blue shift dress features puffed three-quarter sleeves, a deep-V neckline, and a mini hemline. This organically sourced cotton spring dress also features a multicolored floral print throughout the fabric, and a matching belt to cinch the waist creating a more symmetrical figure for our curvy clients. The terracotta colored high-waist shorts in the DLuxe spring clothing line features a flared out hemline and ruffled waistline. The “DLuxe Short Shorts” display a black faux leather belt with a gold-plated buckle in the center; also displayed is two front and two back pockets with a metal button and zipper closure.

At DLuxe we take great pride in the close care and detail we take to curate our seasonal collections. When coming up with new fresh and trendy designs each quarter we pay close attention to what our target consumers are asking for. When researching for our product lines here at DLuxe, we scour all the social media outlets and other online retailers to make sure we cater to every single need in our plus size community.



DLuxe Spring 2020 collection (*design sketches a-d*)



DLuxe Spring 2020 collection (*design sketches e-i*)

COLOR

Here at DLuxe we take the design process seriously. During the design stages we have our research and development team create a color story that illustrates what our upcoming product line will display to our consumers. When developing our new color story we look towards the Color Association of the United States (*CAUS*). The Association helps us by predicting the anticipated color trends for the year (*biannually*), which is then communicated to businesses in order to point them in the direction of colors to go with and what not to go with.

A quote by Russian painter and art theorist Wassily Kandinsky stated, “*Color is a power which directly influences the soul.*” This is a crucial step when developing a profitable product line. Typically when you think of spring, Easter comes to mind. All those fresh spring flowers blooming with beautiful colors were our main inspiration when selecting the color story for our spring 2020 collection. Using pastel colors throughout majority of our line like pale pinks, dusty blues, and vibrant greens. Now pastels (which are also known as “tints”) are pale tones of colors made by mixing a significant amount of white into the original shade. Having said that the reason behind our pastel theme comes down to its representation of a new beginning, dusting away the cold to bring forth something new and fresh.

Including classic colors like black, white, and nudes to ensure versatility within our product line. These staple colors are the colors our typical target consumer gravitates towards normally so we knew that it was a must have within our DLuxe Spring 2020 collection. Also adding in fun and fresh prints like polka dots and florals to create depth for our apparel designs. DLuxe’s spring 2020 pastel color story is full of light and freer flowing than the controlling elements of dark colors, creating a soft and romantic look for our plus sized customers to feel their best in.

FABRICS

Plus size doesn't always mean stretchy fabrics. Stretch fabrics are often used for plus size clothing because it can contort to almost any shape or size. At DLuxe, we understand that there can be many benefits when we use other textiles. There are many non -stretch fabrics that can be used in our plus sized clothing line and it will complement the curves of our target consumer. Here are some of the textiles we will be implementing within our DLuxe Spring 2020 collection.

Charmeuse

Charmeuse is a lightweight satin-like fabric that is often used for loose flowing gowns; summer dresses, and draped blouses. Float threads create it where the warp threads cross over four or more of the weft threads. This method adds the luster to the fabric. Charmeuse is often made from silk or polyester. Polyester charmeuse is as beautiful as silk charmeuse however, silk is more expensive and more breathable than polyester.

This is a perfect fabric for our spring 2020 fashion line. Our target consumers are very fashion conscious, trendy and stylish. We handpicked our charmeuse fabric to satisfy the needs of our consumers. They value comfort, sex appeal and affordable prices. It is the perfect fabric for our eveningwear or special occasion line. Our consumer is confident and sexy and this fabric compliments her personality.

Chiffon

Chiffon is a lightweight, transparent or translucent breathable fabric. Chiffon was originally made from silk and was in high demand and very expensive. In 1938 nylon chiffon was invented then eventually polyester chiffon was invented in 1958. This made chiffon more

affordable for those who couldn't afford the silk version. This fabric is known for its transparency, this is why it is typically used as a base fabric or on top of another fabric.

DLuxe chose to use chiffon because it brings out the feminine qualities in our target consumer. Our spring 2020-line features chiffon skirts and blouses. Our polka dotted, black and white, balloon $\frac{3}{4}$ sleeve chiffon blouse is a DLuxe signature style. This classic blouse creates versatility within our collection because it can be worn with a dressy skirt or pants or casually with a denim pant or short. The chiffon fabric is made entirely of polyester and is super trendy. Chiffon is typically transparent so there is inner polyester lining inside of the blouse. This adds modesty to the garment. Chiffon outfits should be hand-washed or slow machine-washed to avoid getting the fabric frayed.

Organic cotton

DLuxe is a strong supporter of ethical fashion, which is why we chose to use organic cotton. Organic cotton is grown without the use of any harsh chemicals or pesticides. It is typically grown in subtropical countries like, China, Turkey and parts of the USA. The production of organic cotton is to build biologically diverse agriculture. Organic cotton has a large selection of end uses. It is perfect for upholstery, shoes, accessories, clothing and much more. In the US, the NOP (National Organic Program) regulates the organic cotton production and all cotton plantations must meet the requirements in order to be considered organic.

Our organic clothing is for the consumer that is concerned with the environment. Most cotton fabrics are made with cottons that are grown with pesticides and other harsh chemicals. Organic cotton fabrics are manufactured the complete opposite. Organic cotton is hypoallergenic making it not only soft to the touch but easier to wear for those consumer with severe skin sensitivity. It is machine washable and hand washable and it needs little to no

ironing, which is perfect for the consumer who is always on the go. This fabric represents who we are as a brand.

Lace

Lace is delicate fabric made of thread or yarn by machine or by hand. Lace consists of two elements, the pattern and the ground or the filling. It was originally made with linen and silk but is now typically made with cotton or manufactured threads. Linen and silk threads are also available but are usually more expensive. There are many different types of lace patterns today. Some are combined with other elements such as sequins or glitter making the lace a novelty fabric. Lace is often used for trimming and it is also an important fabric used for underwear, dresses, curtains and much more.

Lace is another delicate fabric that was carefully handpicked by our DLuxe buyers. DLuxe offers many different types of lace patterns for our consumers and offer many different types of lace materials in order to satisfy their needs. It is perfect for consumers of any size and what better fabric than lace to bring out one's sex appeal. Lace being such a delicate textile it can also make it a tricky fabric to work with but our consumer's appreciate it because it adds the perfect feminine touch to our spring collection.

Denim

DLuxe chose to use stretch denim as opposed to the regular denim fabric, which has little to no stretch, because it is coarse and sturdy twill weave cotton fabric. Denim is typically blue in color and it originated in the southern French city of Nîmes. Its original name was known as *Serge de Nimes*. In fact, the name Denim came from the name *Serge de Nimes*. Stretch denim is perfect for the hectic consumer, because it is a strong fabric that requires very little maintenance. In the United States, denim was used for labor workers but became popular

fashion street wear in the 1950s. It once was considered rebellious to wear denim. Denim is currently used to create, pants, work clothes, overalls and jackets.

Our average our consumer's that prefer to wear denim are those who are often on the move. She is a busy workingwoman who loves comfort and loves to show off her voluptuous curves. The strength in our denim fabric along with its versatile qualities is best for our consumer's busy lifestyle.

Our choice of textiles charmeuse, lace, denim and organic cotton adds character to our clothing line. Our professional buyers carefully select our fabrics and their number one goal is to deliver the very best fabrics for our fashion line. Due to its ability to enhance our consumer's feminine features, chiffon, charmeuse and lace are the most common fabrics used in our line. They are also affordable which helps us to lower the costs of our products but keep our profits high. We chose to use organic cotton due to our concern for the environment plus it is safer for our consumers. DLuxe was created to bring luxury fashion to an overlooked target group who felt ignored by the industry. They appreciate high fashion and would like to pay less for it, but would not mind going over budget for good quality fashions made only from the best materials.

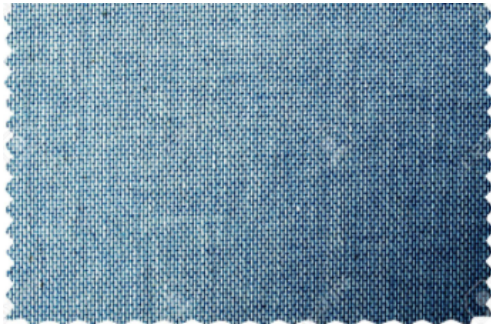
FABRIC SWATCHES



CHIFFON



ORGANIC COTTON



DENIM



CHARMEUSE



LACE

Silhouette

Fashion isn't a style it's an attitude. Fashion should make you feel and look your best. Our fashion makes our customers feel confident, comfortable and relaxed. A huge part of creating fashion that exudes those qualities goes into the silhouettes of our apparel. We know that every body type is unique and to help everyone look their best, we offer a variety of silhouettes that will drape their figure perfectly. Here are some of the silhouettes that our spring line offers here at DLuxe.

A-line dresses

A-line silhouette dresses are designed for the consumer that wants to emphasize their curves and highlight their waistline. An A-line dress compliments almost any body shape. Whether you are top heavy or bottom heavy, an A-line dress will make you feel your best.

Wrap Dress

One of the most used silhouettes for our spring collection is the wrap dress, which is an apparel that features a closure and is formed by wrapping one side of the dress fabric across the other and tying it into a knot or bow either to one side of the waist or around the back of the dress. This style of wrapping creates a v shaped neck and a well-defined shape. Items in the DLuxe collection such as "Dotted" which is an off the shoulder wrap blouse, and "Garden of Eden" which is a shift wrap dress and are the perfect apparel for women with almost any bust size. This blouse accentuates your curves and makes any woman feel sexy.

High waist apparel

High waist stretch denim is a must have in a line for women with voluptuous figures. It is the perfect piece for our collection giving our consumers a more "coke bottle" silhouette. They are edgy and trendy and super comfortable. Not to mention it holds you in all the right places.

GARMENT CHANGES

A huge part of our inspiration for our product line comes from Zara, which is a leader in fast fashion retail business. Our line aims to target women of larger proportions who felt ignored by the fashion industry. We focus our line in understanding the female structure and the fact that every body is unique and so our number one goal is to develop an apparel line that makes our typical target customer feel confident, sexy and especially made with them in mind. In order to make our consumer feel included in the industry, we made a few minor adjustments to the apparel. Here is a list of the adjustments made.

Skirt

DLuxe offers skirts ranging in sizes XL to 3X. We understand that it can be quite frustrating having to worry about buttons and uncomfortable zippers. We understand that comfort is a necessity and so instead of adding a zipper, like the pleated zipper skirt found in the Zara collection, we used a large elastic band to the waist of our skirt. This eliminates discomfort and sizing issues when it comes to zippers.

Pastels

Zara's color choices for their collections are typically dull or extremely bright colors. In opposition to their color choices and to give our consumers what they want, we chose to work with pastels. Adding these colors to our collections aid our plus sized dolls with romantic feelings, which increases confidence.

Floral wrap dresses

Our A-line wrap dresses are altered to fit our DLuxe dolls to perfection. Wrap dresses are easy to find at Zara's stores however, they prefer solid colors. Wrap dresses are a springtime design that is meant to make the person wearing it, feel comfortable and sexy no matter what

size. We incorporated this springtime design into our private label collection in order to have a fun yet feminine touch to our plus size line.

Belted pantsuit

Adding a belt to a pantsuit can make a huge difference. Our more formal piece within the spring 2020 collection features a pant and jacket-matching suit set that was inspired by Zara's business line. We added a custom belt to the jacket of the pantsuit for a more refined look for our curvaceous consumers figures. Also attributing features like gold-plated buttons to the front of the blazer jacket instead of the typical black buttons Zara uses.



ZARA GARMENTS IMITATED

QUALITY CONTROL

Our first step in quality control is making sure that we are in compliance with government standards. Before production even begins, factories that we partner with will complete verification that our materials meet these standards. The different fabrics that we are using in our product line are charmeuse, chiffon, organic cotton, lace, and denim. Our main tests will be conducted on site in three main categories; the verification of textile specifications, performance during normal wear, and performance during normal care. Another aspect we will be testing for is flammability. These tests will generally be done through in-line inspections and lab testing.

- ✚ In our tests of verification of textiles, we will be testing a fabric's fiber content, thread count, and fabric weight.

- ✚ In our tests of performance during normal wear, we will be testing colorfastness to water, crocking, colorfastness to light, colorfastness to perspiration, piling, and water resistance.

- ✚ In our tests of performance during normal care, we will be testing shrinkage, colorfastness to laundering, if it's wrinkle-free, skewing, and colorfastness to both chlorine and non-chlorine bleach.

In order to manage quality control, another key process we will use is to add tolerance to our garment measurements. By adding tolerance we add room for a slight error in measurements allowing our clothing to still fit our consumer. If a garment were made with no room for error then every garment that was incorrect would have to be discarded or remade

immediately. Now with tolerance, we can continue inspections properly on our end as well as on the end of our manufacturers. We will also be conducting some lab tests in coordination with our quality control. These lab tests are able to verify information about a garment's safety, impact on the environment, and its performance. These quality control tests also allow us to prevent mislabeling different fibers in our products. We can also let our consumers know what fibers are in our products for those consumers with allergies. A third party lab, Intertek, will complete these lab tests.



CARE

At DLuxe we want our garments to be easy for our customers to take care of so that they can use our apparel for years to come. We also want our customers to be knowledgeable on how to take care of our garments. The fabrics that we will be using are denim, charmeuse, chiffon, organic cotton and lace. Here is the specific care instructions needed to keep your DLuxe fashions in mint condition.

- ✦ To properly care for denim, it is actually best to wash it as infrequently as possible. In order to remove stains, it is recommended that the consumer dabs the garment with a damp washcloth and mild soap.
- ✦ To properly care for charmeuse, it is best that our consumer hand washes it. If they choose to wash it in a washing machine, they should keep it in a washing bag and wash it delicately. Lastly, the garment should be left to air dry either hanging or on a rack.
- ✦ Organic cotton can be washed in a machine or hand washed. However, it should be air-dried. If the consumer wishes to use a dryer, they will have to put it on the air cycle setting. The key is to avoid heat because it could cause some shrinkage.
- ✦ To properly care for polyester chiffon, the consumer can hand wash or machine wash the garment. However, the consumer should beware that chiffon can fray, so they should remember to wash the garment delicately. Chiffon can also easily lose its shape so the user should lay it flat to air dry.
- ✦ Lace is a very delicate fabric as well and should be cared for as such. Lace can be hand washed or machine-washed but must be done on gentle. Our consumer should avoid

putting the lace in the dryer and should let it air dry flat. We recommend using a mild detergent with lace and dabbing the stains.

CARE LABEL *(example)*



“DLuxe Diva” signature organic cotton t-shirt care label

PRICE

Product Price Comparison

ZARA develops a strong business model is important. They are “well-known as its high-fashion, low-cost business model. Young people pursue fashion but don’t have enough money” (Yuchenpang, 2019). To accommodate to the urban female who makes roughly 40k a year, they produce fashionable clothing at the lowest price point possible. The average price of a women’s cotton t-shirt at ZARA is about \$15. Their biggest size is an XL, which would typically only fit a slim woman that is 5’10 tall. Zara animal print mini skirt with a side zip costs \$49. It is composed of 65% cotton that were ecologically grown, 30% nylon, and 5% elastane, lined with 100% polyester (Zara, 2019). They invested in capital equipment to ecologically grow cotton “using practices that help protect biodiversity, such as crop rotation or the use of natural fertilizers” (Zara, 2019). The profit margin may have shortened in but in long-term serve a valuable purpose in cotton growing.

Our prices at DLuxe are relatively close to Zara. But our ethical, economical and efficiency practices give us the advantage over them. We sell t-shirt, skirts, dresses, denim jeans, and suits made up of natural fibers at a price point directly competitive to their natural/synthetic blend that can greatly harm the planet.

- ✚ Our “DLuxe Diva” Signature T-Shirt - \$14
- ✚ Our Pleated Chiffon “Easter” Mini Skirt - \$49
- ✚ Our “DLuxe Power Suit” - \$129
- ✚ Our “Slip into Me” Charmeuse Slip Dress - \$139
- ✚ Our DLuxe Stretch Denim Jeans - \$49

- ✚ Our “Dotted” Charmeuse Blouse - \$39
- ✚ Our “Tied Up” Blouse - \$49
- ✚ Our “Garden of Eden” Dress - \$129

Our number one sellers “Garden of Eden” dress, featuring multicolored floral print throughout the garment with a puffed three-quarter sleeve, a deep-V neckline, and a mini hemline, is made up of organically sourced cotton from our Los Angeles manufacturer, Bomme Studios. The cost of organic cotton fabric (7.5 yards x 45 inches) was \$5 to make 1 dress. It costs \$2 to print on each 7.5 yards x 45 inches of cotton fabric to print and the belt to synch the waist is made up of the excess fabric used to make the entire dress.

MANUFACTURING & MERCHANDISING METHODS

Manufacturing Method

DLuxe sources their fabrics from Bomme Studio in Los Angeles, California. Their manufacture is located on 2130 Clifford Street, Los Angeles California 90026. Notable companies they have worked with are SoHo House, Waxpolotation Records and fashion brand Rodarte. Bomme specializes in manufacturing services for emerging clothing brands; helping “private label development to increase margins, source fabrics quality control and technical designs” (Bomme Studios, 2019). We decided to source and produce at Bomme Studios because they share the same ethical, economical, and efficiency as we do. We trust that their ethical views of manufacturing will great satisfy the intelligent, young, consumer conscious woman who buys our products.



Figure 1. *Bomme Studios*

Merchandising

Our target consumers are very tech-savvy and love to browse the Internet and social media platforms like Instagram and Snapchat. We merchandise our products to our customers and potential customers through paid promotion. Our paid promotions appear on these young women's timeline anytime between 1pm to 8pm on weekdays. These are the times they casually swipe through Instagram during their lunch break or on their way home from work or class.



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