



Lissette Hughes

Faharia Afrin

Stephanie Gonzalez

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## About the Authors:



Lissette Hughes is a Fashion Buyer Coterie Collection. She currently holds a degree in Business of Fashion and has worked in the apparel industry for over 10 years. In her current position she has traveled the globe to find quality products for our stores at the best prices. She has a keen eye for trends, color cut and quality. Her training has provided her with knowledge to stay within budget while choosing fun fabulous fashion for each target demographic. She is a consummate fashion professional. As a fashion buyer she has purchased and merchandised entire seasonal apparel lines with ease. She loves to bring her artistic ability and skill for seeing a project to completion and the success of Coterie Collection.



Faharia Afrin is the Creative

Director at Coterie Collection. She has a bachelor's degree in Business and Technology of Fashion, as well as an associate degree in Business Management, and Economics. She is responsible for the company's marketing and advertising initiatives which includes responsibilities of creating social media content, directing innovative ideas for advertisements, monitoring campaigns that promote their company 's products, and collaborating on presentations as appropriate while also defining brand standards. She works alongside her colleagues to ensure the best quality service and apparel for their clients by keeping up with the latest fashion trends in terms of style, color, patterns, and fabrics for each season. She uses her skills and knowledge on marketing and visual merchandising for Coterie Collection. Working on this project and collaborating with my team further enhanced my experience in retail operations and business management.



Stephanie Gonzalez is a Data analyst at Coterie Collection. Since young Stephanie has loved being creative but also technology. Her love for research, browsing and playing with websites lead her to her role today. She has been a key player in the growth of Coterie Collection due to my background in digital marketing and data analytics. The team has designed a company that will take Fashion to a new level by creating gender neutral clothing. The team has done thorough research to find all of

the best fabrics and materials as well as the best styles and cuts for Coterie Collection.

**Abstract:**

Coterie Collection was started by Lissette Hughes ( Fashion Buyer), Stephanie Gonzalez (Data Analyst) , Faharia Afrin (Creative Director) . The Coterie Collection is all about durability, and we preselected all of the components for the production. What makes us different is we are a focused sports themed streetwear company. Having better materials that are ethically sourced does mean our prices will reflect that in turn our target audience will have to make 75k and up. We have designed a clothing brand that is gender neutral which means have a broader target audience. Coterie Collection will be a one-stop shop for all streetwear clothing and will provide an assortment of products ranging from casual shorts both mesh and cotton to sweatpants.



### Company Overview :

*“A group of people with shared interests or tastes, especially one that is exclusive to other people”.*

Coterie Collection is a POC- owned clothing company which will be an Miami-based clothing line, which will initially comprise a display center. The display center will be started in a 1,800sqg shop in downtown Miami. Coterie Collection was started by Lissette Hughes ( Fashion Buyer), Stephanie Gonzalez (Data Analyst) , Faharia Afrin (Creative Director) . A team of successful entrepreneurs from Miami who will hire an extensive team of employees including production workers, store assistants, accountants, etc., to make their venture a success. Being that all three owners are serial entrepreneurs, they know how to start a streetwear brand and make it a success. Coterie Collection will be a one-stop shop for all streetwear clothing and will provide an assortment of products ranging from casual shorts both mesh and cotton to sweatpants. What makes us different is we are a focused sports themed streetwear company. We will provide our high quality products to the local residential community as well as being able to make a purchase through our online store. Our target is to become the best streetwear company

in Miami and the desired target market is the age group 10-30 street style lovers. Coterie Collection will be a one stop shop for all streetwear and will provide an assortment of products

## Layout of Store :

### *OUTSIDE STOREFRONT-*



### STORE CONTACT INFO-

EMAIL: [coterie.collection@gmail.com](mailto:coterie.collection@gmail.com) |

Phone Number: 646-877-2345 | Store

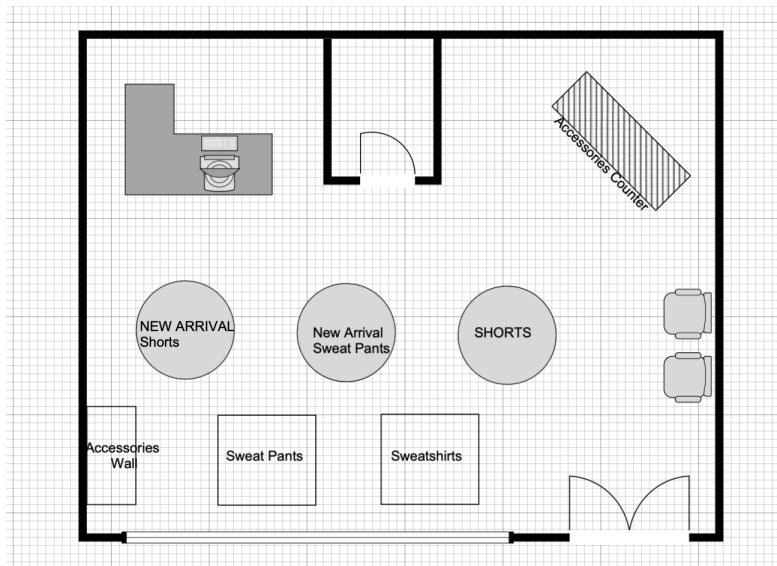
Hours: 11am-8pm | Address: 3930 NE 2nd

Ave Miami, Florida 33137 | Website:

[www.coterie.collection.com](http://www.coterie.collection.com) | Store Type:

Brick and Mortar

### *INSIDE STOREFRONT -*



### Location Background:

More than twenty years ago, Miami native Craig Robins recognized the potential of the Miami Design District, and started acquiring buildings in the neighborhood. His goal was to reinvigorate a forgotten part of



Miami, transforming it into a unique creative community through exceptional architecture, design and experiences. This singular vision for the neighborhood has now been realized. Today the District is a vibrant community where residents and visitors enjoy amazing shopping, chef-driven restaurants, world-class museums and abundant outdoor space.

Through careful stewardship and rich cultural programming, the Design District began to attract design brands, important art collections and design installations, and great dining experiences. As new buildings were erected and historic structures were transformed, design showrooms flocked to the area, led by Holly Hunt, Knoll, Poliform and others. Central to the DNA of the Miami Design District has been a program of art and design that is both stunning, culturally enriching and functional as a neighborhood.

L Catterton (then L Real Estate) joined Robins as a partner in 2011 and encouraged the luxury brands of LVMH to recognize the unique potential of the community. Centrally located in Miami and culturally at the vanguard of global creative industry, the partnership believed that those brands could locate their flagship stores in the District and showcase their complete offering in abundant spaces that could reflect their brand via both architecture and design – all north of downtown and less than 10 minutes away from South Beach in a pedestrian-friendly environment. Today, there are more than 120 flagship luxury stores in the neighborhood and cultural institutions like ICA Miami, the de la Cruz Collection, and Locust Projects call the District home.

Like all true neighborhoods, the Miami Design District continues to evolve: more amazing shops, restaurants and galleries, and a boutique hotel and residences are all planned.

## Customer Profile

### **Demographic:**

Coterie Collection's will have a target audience composed of Gen Z and millennials. We have designed a clothing brand that is gender neutral which means have a broader target audience. Our age range would be 17- 35 year olds. Due to the pandemic more people have realized that comfortable clothing is a must in their wardrobe. We used ethically sourced materials which would appeal to many consumers. In recent years consumers have been wanting to buy more intentionally. Having better materials that are ethically sourced does mean our prices will reflect that in turn our target audience will have to make 75k and up. We will target minimalist because our pieces are mostly solid.

### **Geographic:**

Coterie Collection will be in an area in Miami with plenty of foot traffic with consumers that cater to our target audience. The location is surrounded by other retailers that wouldn't necessarily be the home to our competitors. We wanted the area to be highly diverse but also a safe area for our employees and customers. This will be the first of many locations in the United States but also around the world. The climate in Florida will be ideal for a business due to it having warm weather year round.

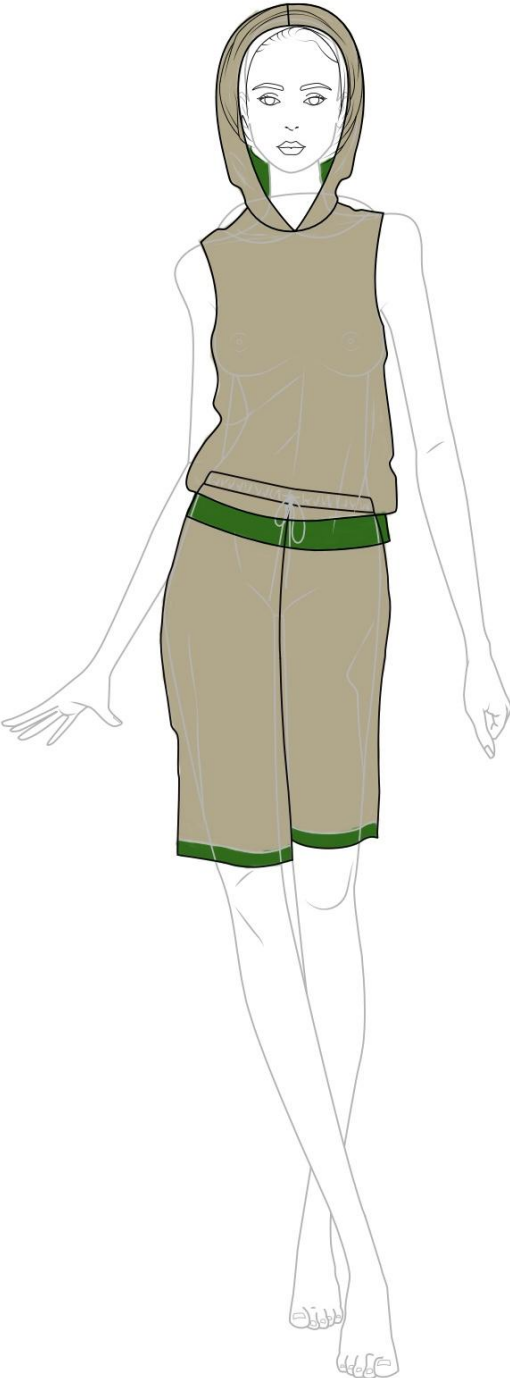
## Sketches:















## Proposed Fabric Swatches



## Details

### Materials:

-80% COTTON / 20% POLYESTER HEAVYWEIGHT FLEECE

-Encased elastic waistband with drawstrings

-Side seam pockets

-Rubberized label

Details About Care: -Cold wash only

## Product Details Coterie Collection

	<b>Brand</b>	<b>Style</b>	<b>Season</b>	<b>Size</b>	<b>Sku</b>	<b>Color</b>	<b>IRN</b>
1	Coterie	023	SS 23	0-22	159657	Hunter green	342
2	Coterie	024	SS 23	0-22	167583	Beige	234
3	Coterie	025	SS 23	0-22	154683	Dark Brown	783
4	Coterie	026	SS 23	0-22	153748	Hunter Green	364
5	Coterie	027	SS 23	0-22	159373	Beige	735
6	Coterie	028	SS 23	0-22	154739	Dark Brown	654
7	Coterie	029	SS 23	0-22	157478	Hunter green	765
8	Coterie	030	SS 23	0-22	153794	Beige	635
9	Coterie	031	SS 23	0-22	163849	Dark Brown	535

## Open to Buy Calculations

<b>Month</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>
<b>Planned Sales</b>	300,000	200,000	300,000	200,000	400,000	250,000
<b>Planned Reductions</b>	20,000	26,000	31,000	17,000	46,000	50,000
<b>Planned EOM Stock</b>	200,000	80,000	110,000	90,000	210,000	70,000
<b>Total Monthly Needs</b>	520,000	306,000	441,000	307,000	656,000	370,000
<b>BOM Stock</b>	160,000	200,000	80,000	110,000	90,000	210,000
<b>Planned Purchases</b>	360,000	106,000	361,000	417,000	566,000	160,000
<b>Merchandise on Order</b>	125,000	15,000	145,000	35,000	170,000	24,000
<b>Open to Buy(Retail)</b>	235,000	91,000	216,000	382,000	596,000	136,000
<b>B2: AVG Monthly Sales</b>	275,000	275,000	275,000	275,000	275,000	275,000
<b>B3: AVG monthly orders</b>	86,666	86,666	86,666	86,666	86,666	86,666
<b>B4: Markdown %</b>	2.60%	6%	1.30%	1.50%	4.50%	10%

## Part C.

### Part C1.

**Total Planned Sales:**

$$300,000 + 200,000 + 300,000 + 200,000 + 400,000 + 250,000 = 1,650,000$$

**Sales Plan for the upcoming season:**

$$1,650,000 \times 6.2\% = 102,300$$

### Part C2.

$$\$1,820,000 - \$102,300 = \$1,717,700$$

$$\$1,717,700 / \$1,820,000 * 100\% = 94.34\%$$

$$\$1,650,000 / \$1,820,000 * 100\% = 90.65\%$$

<b>Percentage Increase</b>
$94.34\% - 90.65\% = 3.69\%$

<b>Dollar Increase</b>
$\$1,717,700 - \$1,650,000 = \$67,000$

## Appendix

Coterie Collection established a sales target rise of 6.2 percent for the following Season, from the months of February through July, after thorough research and observations of economic statistics from the US administration. Coterie Collection had net sales of \$1,820,000.00 in the previous year which can be indicated due to the current year's sales objective, our predicted sales forecast for the upcoming season is \$102,300.00. The growth during the selling season resulted in \$67,700 US dollars which is a 3.69 percent rise. This shift was made possible by the business proprietors' and the entrepreneurs' teamwork, great leadership and efficient promotions. This season's revenues were improved thanks to the advertising strategies of Coterie Collection's business experts.

In addition, extra money was spent on internal and external promotions to attract customers at the business, to view our products and understand our story of what we provide. We established sponsored advertisements on various networking websites, such as Facebook, Twitter, Instagram, and Pinterest. We also compensated for transit advertisements and press advertisements, rather than sending out email reminders to customers. This strategy made our business more well-known to local residents as well as interacting with new and interested customers. For the time being, these marketing methods were effective in raising our sales, and from this experience, we will continue to strive to enhance our marketing in order to drive more customers for increased sales; therefore growing our business.

Our sales increased significantly as a result of the Coterie Collection's promotional performance. As a result, staying on top of our marketing efforts is critical to maintaining the store's revenues. Additionally, maintaining contact with our consumers is critical, particularly when e-commerce is heavily used during a global pandemic. Our branding and professionalism were able to keep our consumers engaged during this period. Live internet discussions with

operators, zoom conferences, and storefront shop services, all contributed to increased revenues. These were quite helpful in maintaining our client relationships, which we will plan to be doing in the long term.

## **Conclusion**

The final product matched our objectives for using our skills and exerting what we already know in such a large undertaking. The entire team has been eager and engaged when we first started working on this project. Collectively, we were able to build something which offered us recognition and comprehension of the fashion industry and how it operates. This venture taught us more than simply emerging with a company concept and making it a reality in the commercial firm, but it was mainly about gaining knowledge and experience about a industry we will soon be associated with. Our team which included a retail buyer, a creative director, and data analyst was always in contact with one another, actively participating, researching, analyzing data, revising, assisting, and working which gave us the opportunity to write an exceptional study report.

The research method is described and discussed, as well as processes in quantitative calculations, color palette selection, and merchandise categorization. The report also includes six different athletic apparel trends, each portraying two designs for men and women, and a total of six illustrations with their hues. The Coterie Collection is all about durability, and we preselected all of the components for the production. Each person of the team was assigned a position, but during the task implementation, every aspect of the endeavor was evenly apportioned to each person. The report also contains an SKUS (Stock Keeping Unit) chart for effectively administering a merchandise variety, which features specific identification numbers for each of

our items and hues. Overall, we all established our individual roles effectively to use for this report and collaborated strongly together for this project on athletic apparel for men and women.

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