

# *Eleganza Di Fem*



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## **Table Of Contents:**

Table of Contents.....	2
About the Members.....	3-5
About the Brand.....	6
Major Fashion Trends.....	7
Target Market.....	8-9
Types of Suits.....	10-11
Design Spex.....	12-14
Price Point Comparison.....	15
Fabric Selection.....	16
Color Palette.....	17
Performance Specifications.....	19-20
Construction Specifications.....	21-28
Cost of Production.....	29-33
Quality Control Process.....	34-35
Merchandising Methods.....	36-38
Group Breakdown of Work: Eleganza Di Fem.....	39
References.....	40-42

## **Giselle Leon**

*Creative Director & Fashion Illustrator*



Giselle is a creative director who is in control of all imagery and visual aspects of coordinating marketing campaigns for Eleganza Di Fem. Whether working on a brand campaign or magazine issue, directing photoshoots, creating detailed design plans, or evaluating the latest fashion trends, she is in charge of the daily tasks needed to complete the final product. Her devotion to product development has created strategic achievements throughout the brand, as she manages her team, tracks the progress of the brand, and oversees the budget. Giselle has become a pillar of the brand as she also creates conceptual sketches and illustrations of designs. Most recently, as the Creative Director; she often serves as a public face of the label; her continuous drive for expansion has allowed the company to spread collaborations with other labels to fit the brand's aesthetic.

## **Dominique Whelan**

*Head of Merchandise & Marketing*



Dominique is a dynamic professional committed to continual learning and growth in any professional setting. Currently serving as the Head Merchandiser overseeing productions and merchandising at Eleganza Di Fem, she demonstrates a keen understanding of the intricacies of the fashion industry. Beyond her professional responsibilities, Dominique dedicates her spare time to the study of textiles, showcasing a genuine passion for unraveling the intricacies of fabric production. Her multifaceted interests and commitment to expanding her knowledge base underscore her proactive approach to personal and professional development.

**Josue Rojas***Head of Marketing & PR*

As the Head of Marketing and Public Relations for a distinguished luxury men's suit company, Josue is a seasoned professional with a passion for blending timeless elegance with contemporary style. With a background in marketing strategy and a keen eye for fashion trends, Josue brings a wealth of expertise to the forefront of our brand. Through his leadership, the marketing and PR initiatives are not just campaigns; they are expressions of a lifestyle that epitomizes sophistication, quality, and unique craftsmanship. His main focus is to shape and enhance the narrative of our luxury men's suit brand, contributing to its enduring legacy in the world of fashion.

## About The Brand

Eleganza Di Fem is not just a brand; it's a statement of timeless style and contemporary fashion for the modern man. Since its inception, Eleganza Di Fem has been at the forefront of the men's fashion industry, redefining the way men approach their wardrobes. With an unwavering commitment to quality, innovation, and the perfect fusion of classic and contemporary styles, Eleganza Di Fem has earned its place as a leader in the world of trendy men's suits.

## Location/Headquarters

Milan, Italy

## Mission Statement:

At Eleganza Di Fem, we aim to revolutionize men's fashion by redefining how individuals perceive, purchase, and wear suits.

## Values:

Our commitment to slow fashion, innovation, and timeless elegance drives our purpose:

We believe in the power of sustainable, high-quality craftsmanship, and we are dedicated to creating exceptional men's suits that stand the test of time. We prioritize eco-conscious sourcing, responsible production, and ethical labor practices to reduce our environmental footprint and ensure a brighter future for our planet.

**The purpose behind the name:** Special Craft of tailoring, creating a unique and intriguing concept for a company specializing in luxury men's suits designed by women.

**Phrase:** "Savoring Elegance, The Eleganza Di Fem Way"

## Major Fashion Trends

According to the catwalks for the Fall/2024 trends in fashion, designers have transitioned to the comeback of quintessential style. The art of quintessential style depicts a creative heritage often going back a few decades in time (Bois-Martin et al, 2023). “At the Saint Laurent show, Anthony Vaccarello interpreted the legacy of the French fashion designer through the reworking of a garment that helped forge his legend – the skirt suit is more fatal and, above all, more contemporary than ever. A classic of the women’s wardrobe since the 1950s, that piece is also the origin of the iconic trouser suit, popularized by Yves Saint Laurent in the 1960s” (Bois-Martin et al, 2023).

The little black dress has made its transition to the red dress as a Fall 2024 trend prediction. The little black dress has always been a staple in women’s clothing, but this upcoming year the red dress is in full effect. The Alexander McQueen Fashion Show presented references from the 1990s to portray seduction and glamour.

Another trend for the Fall 2024 fashion season is lots of feathers. Feathers give the feeling of openness and freedom, along with also being associated with rock-n-roll (Bois-Martin et al, 2023). At the Valentino Fashion Show for Fall 2024, Valentino designed a long black and white all-feather coat, drawing the eyes of viewers for this statement.



Figure 1

Figure 1: Prade Fall/Winter Fashion Show: Quintessential Style

Figure 2: Valentino Fall/Winter Fashion Show: Feathers

Figure 3: Alexander McQueen Fall/Winter Fashion Show: Red Dress

Figure 3

<https://www.numero.com/en/fashion-0/tendances-defiles-fashion-week-automne-hiver-2023-2024>

## Target Market

Our target market seeks high-quality, stylish, and luxury wool suits that offer both elegance and comfort. The target market for high-end luxury men's suits typically includes individuals who appreciate and can afford the finest quality, craftsmanship, and design in their clothing. Here are some key characteristics of the target market for high-end luxury men's suits:

1. **Professionals and Executives:** Business professionals, executives, lawyers, and other white-collar workers often require high-quality suits for work, making them a prime target audience (Solomon, 2022).
2. **Made-to-Measure and Customization:** Customers who value made-to-measure or bespoke options and are willing to invest in a suit that fits them perfectly.
3. **Fashion-conscious Millennials:** Young professionals and entrepreneurs who seek unique, stylish, and well-fitting suits and are willing to invest in their wardrobes.
4. **High-Profile Figures:** Celebrities, politicians, and other high-profile individuals who require high-end suits for public appearances and events.
5. **Professionals in Creative Fields:** Artists, designers, and individuals in creative professions who desire luxury suits for both work and personal style (Solomon, 2022).

## Demographics:

**Age:** Typically, the target market includes individuals aged 25 to 65. Young professionals and older executives may both be interested in luxury suits.

**Gender:** Men's

**Income:** High-end luxury suits are designed for individuals with a high disposable income. This includes high-earning professionals, business owners, and high-net-worth individuals (Solomon, 2022).

**Education:** Many customers in this market have a college degree or higher, often working in professional or managerial roles.

**Occupation:** Executives, lawyers, doctors, business owners, and other white-collar professionals are common customers. Creative professionals may also be interested.



## **Psychographics:**

**Lifestyle:** The target market seeks a luxurious and exclusive lifestyle. They value quality, elegance, and sophistication in their clothing choices (Solomon, 2022).

**Taste and Style:** These customers have a discerning taste and a preference for classic, timeless designs and high-quality fabrics. They appreciate fine details, craftsmanship, and exclusivity.

**Brand Affinity:** Many in this market are brand-conscious and are drawn to well-known luxury fashion houses. They value the prestige and reputation associated with these brands.

**Personal Image:** These individuals view their appearance as a reflection of their success and status. They want to make a statement with their clothing.

**Social Events:** Customers in this market attend formal events, galas, and social gatherings where dressing in high-end luxury suits is expected.

**Customization:** Some are interested in made-to-measure or bespoke options to ensure a perfect fit and personalized style.

**Fashion Enthusiasts:** Many have a passion for fashion and keep up with the latest trends and collections in luxury menswear (Solomon, 2022).

**Investment in Wardrobe:** They consider high-end suits as an investment and are willing to spend a significant amount to acquire a suit that will last and maintain its value.

**Exclusive Shopping Experience:** These customers appreciate a personalized and exclusive shopping experience, often in upscale boutiques or through dedicated personal shoppers.

## Types of Suits

(Hockerty.com, n.d.)

### 1. **Single Breasted Suits:**

**Features:** Single row of buttons, up to 3 buttons, can come with peak, notch, or shawl lapel.

**Effect:** Slims down men's waist, draws attention away from men's stomach.

### 2. **Double-Breasted Suits:**

**Features:** Two parallel columns of buttons from either side of the jacket. Can come with 4, 6, or 8 buttons.

**Effect:** Slimming, accentuates shoulders.

### 3. **Slim Fit Suits:**

**Features:** Close-fitting, narrow around men's chest and shoulders, narrow legs.

**Effect:** Slimming, accentuates natural body shape.

### 4. **Classic Suits:**

**Features:** Relaxed fit, mid-length jacket, bootcut pants.

**Effect:** Hugs natural body shape, relaxed appearance

## Types of Pockets:

(Hackerty.com, n.d.)

### **Flap Pocket**

Flap pockets are smaller than patched pockets and less noticeable. It comes with a rectangular flap that covers the opening, but the pocket itself is internal. Just like the patched pocket, the flap pocket is made from the same fabric.

### **Welted Pocket**

The welted pocket is usually known as the breast pocket on a suit. These are most commonly found on suit jackets and are where the handkerchief is placed.

### **Rules for Buttoning Your Suit**

1. Two or three-button suits should always have their last button undone. You're curious as to why? Well, it's simply a trend that began back in England in the early 1900s, during King Richard VII's reign.
2. Rule number two: Always undo all of your buttons when sitting. No matter if you're wearing a two-button suit or a three-button suit, the entire row should always be unbuttoned. This will prevent the jacket from stretching awkwardly across your back.

### **What's the Occasion?**

- Formal or Black-Tie Events: Consider a Tuxedo or Morning Suit.
- Business/Work: Go for a Business Suit in conservative colors. Single-breasted suits with notch lapels are popular.
- Casual Outing: Casual suits or Lounge Suits are apt. Linen or cotton suits work well for a relaxed look.
- Travel: Travel Suits, wrinkle-resistant and functional, are your best friends.

## Design Spex

### Style #1:



### **Men's Luxury Wool Fabric Two-Piece Suits**

Description: High-quality fabric, tailored and craftsmanship with durability, breathability, odor resistance, and wrinkle resistance. Customized with timeless and classic designs with fine details. Achieving the perfect fit is a hallmark of luxury suits.

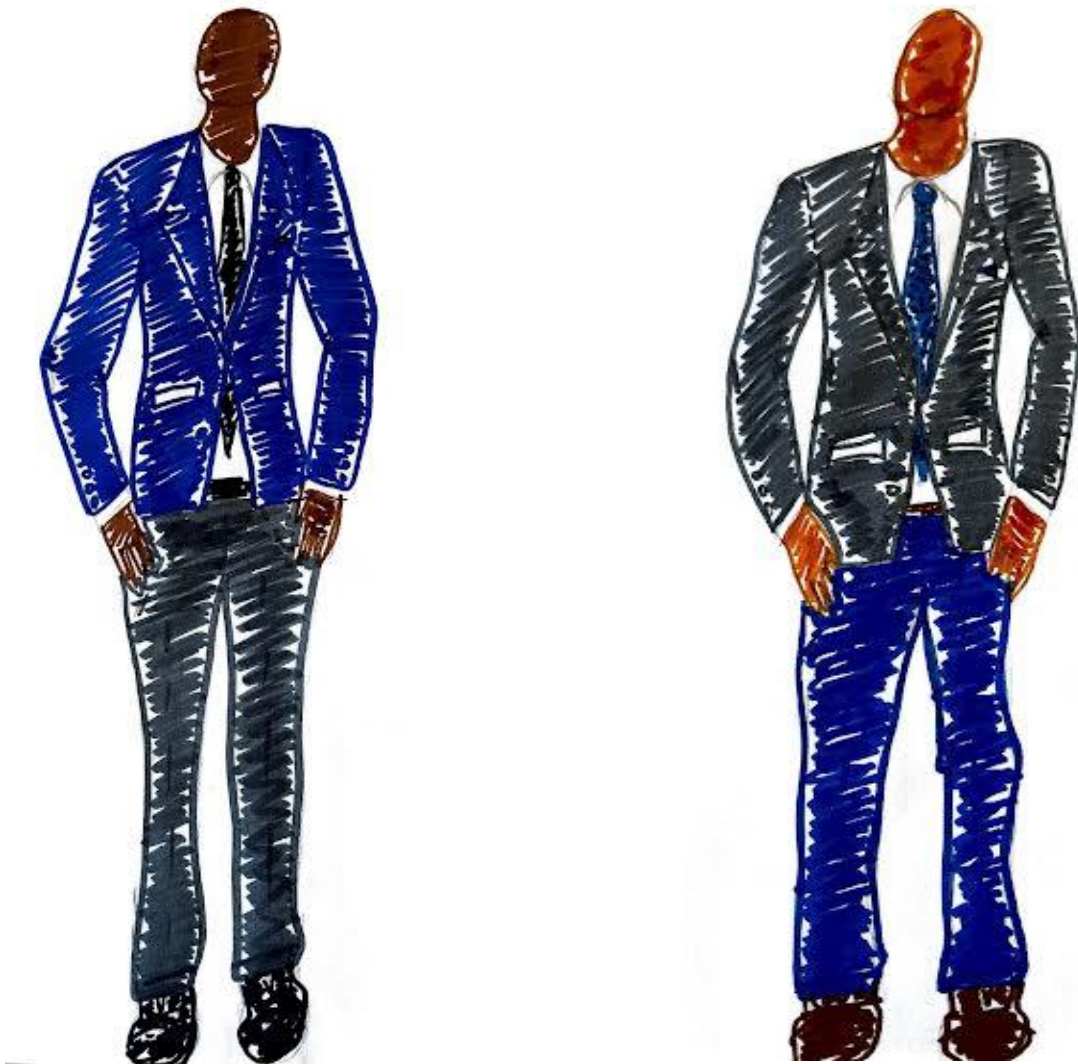
Men's luxury suits are a symbol of refined taste, attention to detail, and a commitment to quality, making them a desirable choice for those seeking the epitome of sartorial elegance.

Design Spex  
Style #2:



**Men's Wool Fabric Mix & Match Two-Piece Suits**

Description: High-quality fabric, tailored and craftsmanship with durability, breathability, odor resistance, and wrinkle resistance. Customized with timeless and classic designs with fine details. Achieving the perfect fit is a hallmark of luxury suits.

**Design Spex****Style #3:****Men's Wool Fabric Mix & Match Two-Piece Suits**

Description: High-quality fabric, tailored and craftsmanship with durability, breathability, odor resistance, and wrinkle resistance. Customized with timeless and classic designs with fine details. Achieving the perfect fit is a hallmark of luxury suits.

## Price Point Comparison

### **Competitors:**

**Brioni (Italy):** Brioni is a well-known Italian luxury brand favored by numerous celebrities for its made-to-measure and bespoke tailoring services. Prices can vary, but some may fit within the \$3,000 to \$5,000 range.

Dark grey virgin wool and silk Brunico suit: **\$6,180** (Brioni.com, n.d.)

**Tom Ford (NYC):** Tom Ford offers made-to-measure suits that are known for their impeccable craftsmanship and stylish designs, making them a favorite among celebrities.

Mohair Silk Atticus Suit: **\$6,050** (TomFord.com, n.d.)

**Stefano Ricci (Italy):** Stefano Ricci is known for its opulent and meticulously crafted suits, making it a preferred choice among affluent individuals, including celebrities.

Two Button Suit: **\$7,150** (StefanoRicci.com, n.d.)

Eleganza Di Fem	Dark grey merino wool suit	\$5,900
Brioni	Dark grey virgin wool and silk suit	\$6,180
Tom Ford	Dark grey virgin wool and silk suit	\$6,050
Stefano Ricci	Dark grey wool and cashmere suit	\$7,150

## Fabric Selection

### Fabric Features:



#### **Natural Wool:**

Natural wool is a fiber obtained from the fleece of sheep. It is one of the oldest and most widely used textiles in the world. The quality of wool can vary based on the breed of sheep, climate, and other factors. Wool is known for its natural insulating properties, moisture-wicking ability, and elasticity. It is commonly used in the production of clothing, blankets, and other textiles.



#### **Mohair Wool:**

Mohair wool comes from the Angora goat. It is prized for its lustrous and silky texture. Mohair fibers are long, durable, and have a natural sheen, making them ideal for luxurious and silky fabrics. Mohair is often blended with other fibers to enhance the qualities of a fabric. It is commonly used in high-end garments like suits, coats, and accessories.



#### **Merino Wool:**

Merino wool comes from the Merino breed of sheep, known for producing exceptionally fine and soft wool fibers. Merino wool is highly regarded in the textile industry for its comfort, breathability, and moisture-wicking properties. Merino wool is known for being less itchy than traditional wool, making it a popular choice for those with sensitive skin.



## Color Palette



Figure 4: PANTONE Colors: Sodalite Blue, Periscope Grey, and Alluring Apricot

<https://www.pantone.com/connect/13-1325-TSX>

<https://www.pantone.com/connect/19-3918-TCX>

<https://www.pantone.com/connect/19-3953-TCX>

### Colors for Suits:

1. Sodalite Blue
2. Periscope Grey
3. Alluring Apricot

The Fall 2024 predicted color for the season is apricot. This predicted color is going to offer a sense of luminosity throughout fashion. Apricot is also a color to easily pair with neutral colors, allowing buyers to mix and match with different colors and apricots. Apricot is also versatile and gender-inclusive, allowing it to be great for occasion wear, loungewear, activewear, and outerwear (BeautyPackaging.com, 2022).



### How To Measure Your Suit Size

1. Measure your chest and waist using a cloth tape measure. It will be easier if you have someone to help you. When determining measurements, don't pull the tape tight. Instead, make sure it fits snugly around your body.

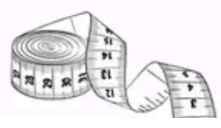
LENGTH: Lengths come in: Short, Regular and Long. Find your length below.  
S: 5'4' to 5'7' tall  
R: 5'8' to 6'2' tall  
L: 6'2' to 6'5' tall

CHEST: Measure the widest part of your chest, right under your armpit, while keeping the tape level.

WAIST: Position the tape measure where you would normally wear a belt, then wrap the tape around your waist.

2. Use your chest measurement to find your corresponding jacket size in our size chart. There, you can check your waist measurement against the pants size on the chart. All pants are a standard 6-inch drop from your chest measurement. Your body may be different. If your waist is bigger, we recommend moving up to the next size that will fit your waist and having the jacket tailored to fit.

NOTE: All pants are long and unhemmed, allowing you to customize your length at your tailor.



## Performance Specifications

### **What is the ASTM standard for fabric inspection?**

The system adheres to ASTM D5430-93, which is a standardized method for assessing the tensile properties of fabrics established by the American Society for Testing and Materials (ASTM). Widely employed in the textile industry, this method employs a 4-point system to assign penalty points for defects in both the warp/weft or course/wale directions of a fabric, emphasizing the variability in defect severity. (Inspec-bv.com, n.d).

### **Fashion Inspections Rubric**

Size of Defects	Penalty Points
Defects up to 3 inches	1
Defects > 3 inches $\leq$ 6 inches	2
Defects > 6 inches $\leq$ 9 inches	3
Defects > 9 inches	4

### **Acceptable Level:** (Inspec-bv.com, n.d.)

The permissible penalty points (measured in points per 100 sq. yards) are linked to factors such as fabric construction, fabric type, yarn size, fabric weight, finishing, and more. Nevertheless, within the apparel and textile sector, many mills, brands, and buyers typically establish their criteria for acceptable points.

### **The Grading of Fabric:** (Inspec-bv.com, n.d.)

Following the inspection, penalty points are computed for each fabric roll and the entire shipment. The assessment outcomes, categorized as "First quality" or "Second quality," are detailed in the inspection report. A roll or piece is labeled as "First" if the penalty points per 100 square yards fall below the specified acceptable threshold. Conversely, it is designated as "Second" if the penalty points exceed the acceptable level. The overall shipment is deemed "PASSED" if the average points per 100 square yards do not surpass the acceptable threshold.

**Types Of Defects** (Inspec-bv.com, n.d.)

Abrasion Mark	The area is damaged by friction.
Color Stain	The undesired pickup of color by fabric when immersed in water, dry-cleaning solvent, or similar liquid medium, that contains dyestuffs or coloring material not intended for coloring the fabric, or by direct contact with other dyed material from which color is transferred by bleeding or sublimation.
Crease Mark	Visible streak in the fabric caused by folding.
Cut Selvege	Cuts or breaks in the selvage area only.
Dropped Stitch	Knits: Unknitted stitch.
Dye-Stain	An area of unintended discoloration due to uneven absorption of a colorant.
Hole In Fabric	An imperfection where one or more yarns are sufficiently damaged to create an aperture. Out of Register In printed fabric, colors or patterns are not correctly positioned.
Run	a Series of dropped stitches.
Selvage Mark	Lengthwise crease near selvage caused by folding or doubling of the fabric edge.
Snag	Yarn or a piece of yarn pulled from the surface of a fabric.
Spot	Small discoloration on the surface of a fabric. Can be caused by dying, foreign matter (dirt, oil, water) etc.
Stain	Discoloration that penetrates the surface of a fabric.
Wrinkle	A short and irregular crease

## **Construction Specifications**

Creating construction specifications for a two-piece men's suit involves detail with materials, measurements, and construction methods used in its production. General specifications are very important in creating and constructing a suit such as the stitching of the fabric such as single or double stitching and the hand-stitched details on lapels, pockets, and buttonholes. The designer must be very specific with the colors that the suit will have; from the exterior to the inner layer of the garment. The importance of the care instructions helps the designer and consumer know the specifications needed to maintain the garment in reusable condition as it specifies if it needs to be dry cleaned only and storage recommendations. Furthermore, the designer has to identify the accessories that will be included in the suit such as a garment bag or spare buttons.

### **How to Spot Cheap Suits: Canvassing**

One of the key differences between premium and low-quality jackets is the way they are “canvassed.” The chest of the jacket should be constructed of three layers of materials such as the fabric on the outside of the coat, the lining that makes up its inside, and a layer of canvas in between that gives the jacket its shape. Constructing a jacket takes the sake of simplicity in its creation when comparing the inner layer of the canvas to important elements in the design such as the shape (form of the jacket), the structure, and the strength of the fabric. This is a very important layer, not only the shape but the suit form has a memory for the consumer's shape. We must keep in mind that all suits are canvassed: half-canvassed, fully canvassed, and fused. Each design has its specialty but a good quality suit uses “half canvassed” or “fully canvassed” construction, while cheaper suits are “fused.”

### **Fully Canvassed: (Best but most Expensive)**

Fully canvassed suits mean that the entire top and bottom of the jacket's front are built around an internal layer of canvas. This canvas is made from different fibers; the premium choices are horse hair and camel hair, which are often used in suits costing \$3,000 and more. The horse hair takes and holds the shape of the suit giving it a still texture on the fabric. On the other hand, camel hair is better than horsehair because it is a lot softer and more comfortable, although it is more expensive.

### **Half Canvassed: (Cost-Effective Medium)**

Half canvassed is slightly different from “fully canvassed;” the front of the jacket is properly canvassed, while the bottom half of the jacket is fused. This provides shape to the jacket, stiffness, and memory qualities. The bottom of the jacket is less susceptible to moisture and

sweat as it does need to be as breathable. The fusing area is more to keep the suit in its affordable range.

### **Fully fused: (Cheap and Inferior)**

The fusing process of the jacket is waterproof glue that binds the entire jacket from top to bottom together. The glue is applied to the fabric to stiffen it and give it a simulation of a canvas. As the jacket has waterproof qualities of the glue, it gives the jacket a full fusing, making the jacket unbreathable and susceptible to “bubbling” after dry cleaning. A full-fusing jacket also reduces the comfort of the suit, as it does not allow it to move properly with the body.

(Montagio Custom Tailoring.com.au, 2012)



## **SWOT ANALYSIS**

### **Strength**

- The longevity of a custom-tailored suit (A custom-tailored suit might cost you more upfront than one off the rack.
- The sustainability of custom tailoring
- Personalized Design

- The perfect fit on a custom-tailored suit
- Fabric Selection/Personalized Experience

### **Weakness**

- Can be expensive to implement
- May require considerable time to see the results
- Not all employees will respond positively to training
- Suit separates are often harder to clean and maintain because the trousers are different than the jacket

### **Opportunity**

- Suits began as symbols of social standing
- Wearing a suit makes you look more important
- Wearing one in your day-to-day life can help you get special attention in restaurants, at events, and even when you travel
- A well-dressed man is assumed to have status.

### **Threats**

- If you're not happy with the fit, quality, or fabric of any item, you may return your purchase within 90 days of the original sale
- Your suit should arrive at your door roughly 7 days before your event
- For High-income individuals

### **Jacket Specifications:** (familybridgettes, 2017)

As for identifying the jacket specifications, the materials are the first things to consider when thinking of designing a men's suit. The outer fabric is one of the most crucial areas in creating a suit such as wool, cotton, or linen. The lining of the materials used to create the jacket, such as polyester and silk, are the most known for their soft strong texture. As for the specific interlining of the jacket, such as the horsehair canvas that inserts in the weft direction. The material is found in the highest quality Canva materials; its resilience to reinforcement is unsurpassed and cannot be replicated by synthetic yarns. Lastly, identify the small accessories that will be added to the jacket, such as buttons, and identify if they will be made out of horn or metal.

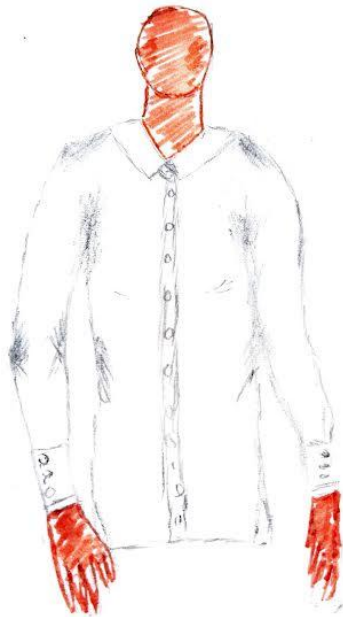
The simplest detail not being considered when designing a men's jacket can disrupt the development of the design. Specific measurements such as the chest, waist, shoulder width, jacket length, and sleeve length are very important actions that need to be taken before beginning to cut the fabric. The construction must be fully canvassed with specifications of the brand such as the written description of the manufactured product by designing a catalog with an item description including the standard quality of the product, performance, and other characteristics that meet state requirements. The suit must have a notched lapel as it is usually seen on business suits and more casual jackets like blazers and sport coats. The peaked lapel is more formal, and nearly always used on double-breasted jackets, but also frequently appears on single-breasted ones. The front closure of a blazer allows the audience to identify the purpose of the occasion. The two-button suit rule says "You should button the top button while the button on the bottom is left open." This style exudes a timeless and bold look, as the designers cut the suit to accommodate this style. The small specs in a design make a huge difference in the style of the suit, such as if the suit would have four buttons on each sleeve and if the suit would have a single or double vent. Lastly, the pocket style of the blazer such as welt or flap pockets covers the pocket opening. The breast pockets have built-in pocket squares, and the functional buttonholes on the sleeves create hand-stitched detailing in the sleeves of the jacket.

### **Trousers Specifications**

Creating trousers does include some of the specifications needed to design a jacket such as the measurements of the waist, hip, thighs, inseam, and outseam. Each measurement is crucial when designing trousers as men's upper body may be different than the lower area. People have different proportions that can affect the construction of a suit. The materials of the trousers need to be specified such as the outer fabric, and the lining material such as viscose, cupro, or Bemberg lining; silk is also one of the best choices for comfortability. The lining makes it easier to slip pants on and off and gives the body a smoother silhouette. As it makes the garment fabric more opaque and less clingy; creating a comfortability to the consumer. The construction of the trousers has different specifications such as a flat front or pleated, an extended waistband with button closure, and the zip fly of the pants. The dimensions of the side pockets and the back welt pockets give the consumer the amount of space they have in each pocket. The specifications in the half-lined or fully-lined construction of the pants identify the standard of the tailor and the use of the occasion. Finalizing the trousers may only take three specifications such as the belt loops or side adjusters, the cuffed or plain hem, and the dimensions of the zipper.



### Sizing on button-downs: (Seph, 2023)



These shirts are designed to be worn with suits and should fit well to maintain a polished, tailored look. Here are the key aspects of sizing for men's luxury collared button-down shirts:

- **Neck Size:** The most critical measurement is the neck size. This measurement is typically provided in inches (e.g., 15 inches). To determine your neck size, use a measuring tape and measure around your neck just below the Adam's apple. You should be able to fit one or two fingers comfortably between your neck and the tape for a proper fit.
- **Sleeve Length:** The sleeve length is another essential measurement, usually provided in inches (e.g. 34/35). Measure from the center of the back of your neck, along your shoulder, and down to your wrist. Make sure the shirt's sleeves are long enough to cover your wrist bone while your arms are extended.
- **Chest Size:** The chest measurement, also provided in inches, is taken around the fullest part of your chest. It's essential to allow some room for comfort but not too loose to maintain a tailored appearance.
- **Shirt Length:** The shirt length is the measurement from the base of the collar to the bottom hem of the shirt. It should be long enough to stay tucked into your trousers comfortably.
- **Shoulder Width:** Ensure that the shoulders of the shirt align with your shoulders. The seam where the sleeve attaches to the body should match the point where your arm meets your shoulder.
- **Waist and Hip Measurement:** These measurements are essential for the overall fit of the shirt. The shirt should be tapered to fit your waist and hips comfortably without

being too tight.

- **Fit Style:** Luxury shirts come in different fit styles, such as slim fit, regular fit, or tailored fit. Choose the style that matches your body type and preferences.

### **Sizing on suits: (Faith, 2022)**

**Slim Fit:** For a modern, tailored look, opt for a slim-fit suit. These suits are more form-fitting and have a narrower cut through the chest, waist, and legs.

**Regular Fit:** Regular-fit suits have a more traditional and relaxed fit, offering extra room through the chest, waist, and legs.

**Classic Fit:** If you prefer a looser, more comfortable fit, classic-fit suits are your best choice. They have generous room in the chest, waist, and legs.

#### **Measurements:**

- **Chest:** Measure around the fullest part of your chest with your arms down. Make sure the tape measure is snug but not tight.
- **Waist:** Measure around your natural waistline, typically just above the navel.
- **Hips:** Measure around the fullest part of your hips and buttocks.
- **Shoulders:** Measure from the edge of one shoulder across your back to the edge of the other shoulder.
- **Sleeve Length:** Measure from the top of your shoulder down to the point where you want the sleeve to end, typically at your wrist bone.
- **Jacket Length:** Measure from the base of your neck (where your collar typically sits) down to the desired length of the jacket.

### **Sewing Instructions (Iadicicco, 2023)**

#### **Part I : Choose Your Suit Design**

1. Take measurements to determine what size suit to make
  - a. Taking measurements will ensure that you pick the correct size pattern for your client's suit.
  - b. Use a soft measuring tape to measure across the shoulders, around the neck, chest, and waist, and the length of the jacket, sleeves, and pant inseam.
    - For the jacket length, have the person stand with their arms hanging at their sides.
    - Begin measuring from the base of their neck down to their thumb knuckle.
2. Select the style of the suit your client would like.
  - a. Things to consider when and where the person plans to wear the suit

- Suit types may include:
  - 2-button blazer for everyday wear, such as for work and important meetings
  - Lightweight summer suit to keep the person cool during the warmer months
- 3. Purchase a pattern for the suit
  - a. Choose the precision cuts of the fabric by using a specific manner that creates a well-tailored suit.
  - b. Use a pattern, style, and size in crafty supply stores, fabric, and sewing supply stores, or online.
- 4. Choose fabric and additional materials for the suit
  - a. Select the envelopment tab to determine the pattern, fabric, and additional materials such as buttons, zippers, threads, etc.

## **Part II : Cutting the Pattern and Fabric**

1. Read the sewing pattern's instructions carefully
  - This allows you to preview the project, make sure you have the supplies you need, and make note of symbols and other details in the pattern.
2. Cutting the Pattern and Fabric
  - b. Cut out the suit pattern pieces in the desired size
    - Review the pattern's instructions to identify the pattern pieces you will need.
      - Before cutting out the pattern pieces, trace them along the desired size lines with a red pencil or highlighter (helps ensure that you cut out the pieces in the correct size.
3. Pin the paper pattern pieces to your fabric as indicated by the pattern
  - c. Once you have cut out the pattern, fold the fabric first and then pin the pieces to the folded fabric.
  - d. Be sure to follow any special instructions on the pattern including how to pin the pieces onto the fabric
4. Cut along the edges of the paper pattern pieces
  - e. Secure to the fabric and use a sharp pair of fabric scissors to cut the fabric
  - f. Follow the edges of the paper pattern pieces as you cut the fabric
    - Go slowly to avoid creating any sharp edges or going over the edges of the paper
    - Cut out any notches out of the fabric that are indicated along the edges of the paper pattern pieces
      - It is important the line up the pieces you cut out right away

### Part III: Sewing the Pieces Together

1. Transfer the pattern markings to your fabric pieces
  - a. Look to see if there are any special markings on the pattern that you should transfer to the fabric before you begin sewing
    - May include markings for buttonholes or darts to indicate pleats.
2. Pin the pieces together according to the pattern's instructions
  - b. Before sewing the pieces together, check your partner's instructions for how to pin certain pieces together
3. Sew a straight stitch along the pinned edges
  - C. Take the pattern pieces to the sewing machine.
  - a. Set the machine to the straight stitch setting, which is setting number 1 on most sewing machines
  - b. Raise the presser foot on the machine and place the fabric under it
  - c. Lower the presser foot and sew a straight stitch setting, which is setting number 1 on most sewing machines
  - d. Raise the presser foot on the machine and place the fabrics under it
  - e. Lower the presser foot and sew a straight stitch along the edge to connect the fabric pieces
    - Repeat this and connect the other suit pieces together
4. Fit and hem the pants and jacket sleeves
  - a. Have the person who will be wearing the suit try it as is
5. Add buttons and zippers where indicated on the pattern
  - a. Follow your partner's instructions for where to add the buttons and zipper to the pants
    - Use the paper pattern (pin pieces to the fabric, these will serve as helpful guides for where to create buttonholes and sew buttons onto)
    - Sewing pockets, buttonholes, and flaps by hand will make the jacket look more tailored and high-value
6. Pair the suit with a shirt and tie to complete the look:
  - a. Once the suit jacket and pants are complete, the suit is ready to wear
    - Select a dress shirt and tie to go with the suit
    - The customer may purchase a tie to wear with the suit

## The Cost of Production

<b><u>Fabrics</u></b>	<b><u>Specifications</u></b>	<b><u>Price</u></b>
<i>Rayon</i>	Rayon Challis	\$5.99/yd
	Ponte de Roma	\$12.99/yd
	Doux French Rib Knit	\$9.99/yd
	Brushed Two-Tone Hacci Knit	\$9.99/yd
<i>Polyester</i>	Polyester Twill	\$3.99/yd
	Polyester China Silk Lining	\$2.49/yd
<i>Wool</i>	Brushed Polyester Wool	\$12.99/yd
	Highland Wool Felt	\$29.99/yd
	Merino Wool Coating	\$69.99/yd
<i>Linen</i>	Natural Woven Linen	\$14.99/yd
	Lini Italiano Polyester	\$7.99/yd

		DESCRIPTION: Button-down Trousers, Blazers,	Style#:00034 Delivery: 07/10/2024
		TEXTILE: Wool, Cotton, Rayon, Polyester, Linen	Fabric Wholesale Syracuse, NY

**COST SHEET-PRODUCTION**

agent	Eleganza Di Fem				TBA				Eleganza Di Fem			
COO	UK				MEXICO				UK			
min	3000 PER COLOR				TBA				3000 PER COLOR			
textile	WOOL BLAZER				WOOL BLAZER				WOOL BLAZER			
HTS	6204.43.40				6204.43.40				6204.43.40			
TD target	49.00%				49.00%				49%			
	q'nty	per unit	unit	prelim	q'nty	per unit	unit	alter-nat ive	q'nty	per unit	unit	FINAL
materials				\$0.00				\$0.00				\$0.00
WOOL	1.5	\$29.99	YD	\$44.99	1.5	\$29.99	YD	\$44.99	1.5	\$29.99	YD	\$44.99
BUTTON	8	\$45.00		\$360.00	8	\$80.00		\$640.00	8	\$45.00		\$360.00
S												
LABELS	3	\$40.00		\$120.00	3	\$30.00		\$90.00	3	\$40.00		\$120.00

		DESCRIPTION: Button-down Trousers, Blazers,	Style#:00034 Delivery: 07/10/2024
		TEXTILE: Wool, Cotton, Rayon, Polyester, Linen	Fabric Wholesale Syracuse, NY

**COST SHEET-PRODUCTION**

agent	Eleganza Di Fem				TBA				Eleganza Di Fem			
COO	UK				MEXICO				UK			
min	3000 PER COLOR				TBA				3000 PER COLOR			
HANG	2	\$25.00		\$50.00	2	\$20.00		\$40.00	2	\$25.00		\$50.00
TAG												
packaging				\$0.00				\$0.00				\$0.00
				\$0.00				\$0.00				\$0.00
				\$0.00				\$0.00				\$0.00
				\$0.00				\$0.00				\$0.00
				\$0.00				\$0.00				\$0.00
labor	29.5	\$0.05	SA	\$1.48	29.5	0.08	SAM	\$2.36	29.5	\$0.05	SAM	\$1.48
	0		M		0							

		DESCRIPTION: Button-down Trousers, Blazers,	Style#:00034 Delivery: 07/10/2024
		TEXTILE: Wool, Cotton, Rayon, Polyester, Linen	Fabric Wholesale Syracuse, NY

**COST SHEET-PRODUCTION**

agent	Eleganza Di Fem				TBA				Eleganza Di Fem			
COO	UK				MEXICO				UK			
min	3000 PER COLOR				TBA				3000 PER COLOR			
<b>total</b>				<b>\$576.46</b>				<b>\$817.35</b>				<b>\$576.46</b>
com-miss ion %		0.10%		\$0.58		0.10%		\$0.82		0.10%		\$0.58
duty %		0.16%		\$0.00				\$0.00				\$0.00
shipping	1	\$99.00	pc	\$99.00	1	\$99.00	pc	\$99.00	1	\$99.00	pc	\$99.00
<b>total CoG</b>				<b>\$676.04</b>				<b>\$917.16</b>				<b>\$676.04</b>
wholesale mark up		50.00%		\$676.04		50.00%		\$917.16		50.00	%	\$676.04
wholesale price		0.5		\$1,352.07		0.5		\$1,834.32		0.5		\$1,352.07



		DESCRIPTION: Button-down Trousers, Blazers,	Style#:00034 Delivery: 07/10/2024
		TEXTILE: Wool, Cotton, Rayon, Polyester, Linen	Fabric Wholesale Syracuse, NY

**COST SHEET-PRODUCTION**

agent	Eleganza Di Fem				TBA				Eleganza Di Fem			
COO	UK				MEXICO				UK			
min	3000 PER COLOR				TBA				3000 PER COLOR			
trade discount %				-135.15 %				-125.07 %				-135.15 %
list price				\$574.99				\$814.99				\$574.99

Note: The formulas in this sheet are protected to prevent erasing the formulas. To unprotect go to the Review tab and select "unprotect". There is no password.

## **Quality Control Process** (Trepainer, 2023)

### **How can you tell if a suit is canvassed?**

The “pinch test”

It's easy to check whether the suit jacket you're looking at is fused or canvassed. Simply pinch the chest fabric and lining between the fingers of each hand and pull them apart slightly. If it's canvassed, you should be able to feel three distinct layers: The outside fabric.

### **How many suits should a man own?**

The magic number is three. Whether you're at a wedding, job interview, or business event, these are the men's suits that will never let you down.

### **Here are a few points to look for to determine if a suit is well-made or not.**

- Hand-made button holes (is it very sharp and sleek?)
- Smooth Lapel Roll
- Self Lining
- Hand-set collar
- Genuine Horn Buttons
- Surgeon's Cuffs
- Seam Allowance
- Pic Stitching

### **Here's a guide that will help you distinguish custom-tailored clothing from store-made suits.**

- They fit around the shoulders. The easiest way you can tell if your suit fits properly is by looking at the shoulders
- It is fully canvassed
- The jacket buttons smoothly
- A felt-lined collar
- Uniform stitching

**First, here are 10 ways to spot a cheap suit:** (Articles of Style, n.d.)

- Cheap Plastic buttons. Do the buttons look cheap, flimsy, and painted to match the color of the fabric?
- Plastic Button Anchors. Classic cheap tailor move
- Paper-Y Lining
- Synthetic Fiber & Sizing S-XL
- No Seam Allowance
- Lapels "Un-Rolling"
- Fusing Bubbles
- Low Armholes

**Can people tell the difference between a cheap and an expensive suit?** (Articles of Style, n.d.)

Flimsy plastic buttons and button holes or pockets that don't work are common on lower-end suits. Cheaper suits often have polyester linings that don't breathe and feel less comfortable against the skin. They also won't have special cuts and hand-sewn pick-stitching.

- Characteristics of the fabric
- With other weather
- Stains
- Reckless
- Stretch
- Durability

## Merchandising Methods

### **In stores:**

Our stores are meticulously designed in a boutique-style format to create a truly unique and intimate shopping environment. We offer clients more than just a shopping destination; we aim to provide a personalized, immersive experience that transcends traditional retail settings. One key aspect of this design philosophy is the deliberate choice to keep the floors minimal, allowing for an uncluttered and visually appealing space. We create an ambiance that encourages exploration and discovery by eschewing the conventional clutter often associated with retail spaces. The carefully curated selection of props and furniture serves as aesthetic elements and functional components that enhance the atmosphere. Each piece is chosen to create a harmonious blend of style and comfort, contributing to a welcoming environment where clients can feel at ease. This intentional design approach aligns with our commitment to offering more than just products; we are dedicated to crafting an unforgettable experience for each visitor. Whether the strategic furniture placement encourages interaction or the thoughtful selection of props that tell a story, every detail evokes a sense of uniqueness and exclusivity. In the boutique-style setup, the physical space becomes a canvas for expressing the brand's identity and connecting with clients personally. It's not merely about transactions; it's about forging meaningful connections and ensuring that every visit is a memorable journey for our clients. In embracing the concept of minimalism coupled with carefully chosen accents, our stores transcend the ordinary, creating a haven for those who seek a shopping experience that goes beyond the transactional and, instead, becomes a personalized and curated affair. According to Braco on ShopPoPDisplays.com, "Abide by the Rule of Threes: When it comes to putting your products on display, they should be set up across three different price tiers: expensive, affordable,

and least expensive.” These rules are crucial in ensuring the seamless operation of merchandising floors, effectively keeping us at the forefront of our branding efforts and adeptly showcasing our visual messages. Through their guidance, we skillfully articulate and showcase our visual messages, leaving an indelible impression on our audience and solidifying our brand identity with unwavering finesse.

To continue merchandising, it stays refreshed but still structured, so we must remain focused. “Eye level is also where you should place high-priced and popular items. Shoppers look there first before making a decision. Research shows that shoppers generally decide on adding something to their cart within 8 seconds, which is why it is important to place the right products at eye level” (Braco, 2022). Staying at eye level is a strategic practice beyond mere organization; it is a cornerstone for maintaining order and coherence in our surroundings. By adhering to this principle, we ensure a visually harmonious and organized environment and create a canvas for narratives to unfold without verbal expression. This deliberate placement at eye level becomes a silent storyteller, allowing the nuances and subtleties of our displays to communicate profound messages, resonating with our audience on a non-verbal level, and fostering a more profound connection that transcends language (Braco, 2022).

**Online:**

Crafting a compelling online experience holds immense potential for expanding our reach, particularly among the younger demographic. The digital realm provides an unparalleled platform, offering the opportunity to connect with a broader audience and, notably, capture the attention of the youth. In harnessing the power of the online sphere, we extend our outreach and tap into the preferences and habits of a demographic increasingly immersed in the digital landscape. This strategic move amplifies our visibility and establishes a dynamic and engaging

presence, fostering meaningful connections with the younger generation and cultivating a lasting impact in the ever-evolving digital landscape. Developing a mobile application presents a swifter and more convenient avenue for broadening our audience reach, while simultaneously ensuring a seamless and efficient service delivery to our clients. The utilization of a mobile app not only expedites our connection with a diverse audience but also offers a heightened level of convenience. This technological medium empowers us to transcend geographical boundaries and time constraints, enabling users to effortlessly access our services at their fingertips. Through the streamlined interface of a mobile app, we not only enhance the speed of engagement, but also prioritize the delivery of a service that is characterized by its smoothness and efficiency, ultimately fostering a positive and user-friendly experience for our clients. “Over the past years, mobile apps have been increasing in popularity, and have given great results....If you don’t have an app, your website must be optimized for mobile devices alongside laptops” (Wicknertz, 2023). Along with establishing an online presence, we need to create a system where personal recommendations can be easily accessible to all clients. “Personal recommendations are based on what the current visitor has clicked on or previously bought, what other customers have bought, and on items currently in the cart or that were previously abandoned...Personalized online merchandising can increase Average Order Value (AOV) and accelerate upsell and cross-sell while helping customers find what they are looking for” (Wicknertz, 2023). Overall, we create a personalized experience where customers feel that shopping is curated to their needs and that the possibility to shop with us again is highly probable because of our easy and very updated floor plan/website.

**Group Breakdown of Work: Eleganza Di Fem**

About the Brand.....Dominique

Major Fashion Trends.....Dominique

Target Market.....Dominique

Types of Suits.....Dominique

Design Spex.....Giselle

Price Point Comparison.....Dominique

Fabric Selection.....Giselle

Color Palette.....Dominique

Performance Specifications.....Giselle

Construction Specifications.....Giselle

Cost of Production.....Josue

Quality Control Process.....Giselle

Merchandising Methods.....Josue

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