

SHEIN LUX

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Creating the Line

SHEIN LUX is selling ready to wear outfits for the summer 2021 but instead of a fast fashion line from across the county, we are staying in a small range here in New York. Once we see that there is an advance we will be going nationwide to worldwide. With SHEIN LUX we are recycling fabrics, ups-cycling and making garments with extra care, still with the same fast delivery and affordable prices.

Our main mission is to help save our planet by not producing so much chemicals in
Creating garments and still
Looking fashionable on a budget



Distressed Reduce Reuse Recycle Pos... by yarddawg

Zazzle

Consumer Market

Our consumer market is directly towards any one who is interested in creating a Change while in the comfort of there home, fashion lovers, online shoppers, Activists etc.

From Young adults, teens, any gender, ages 13+ with parental supervision at all times.



Strategic planning

Shein being part of fast fashion our main competitors are H&M and Forever 21. Especially H&M, they are also being resourceful by having bins placed at their stores and collecting unwanted clothes from their customers. So by surpassing that, we made sure that the fabrics are resourceful and still affordable.

Our plan

With every item purchased, money will be going to the countries in need during the pandemic, we are almost there but not yet. Providing clothes and food for those in need is our main goal, time to give back. So while you are doing your part in staying at home we do our part to give back to those in need.

Merchandising

Merchandise includes

Jewelry

Pants

Shirts

Dresses

Shoes

Handbags

Swimwear

Activewear

Loungewear

Maternity

Color Palette for spring 2021

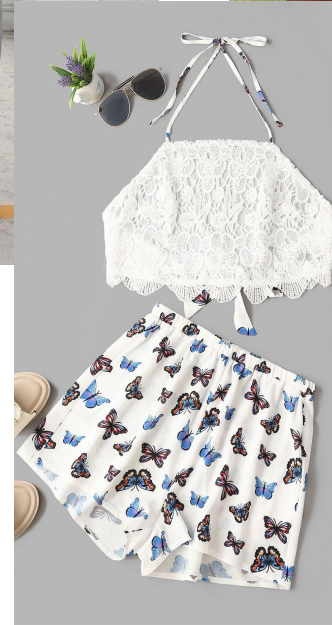
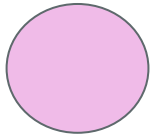
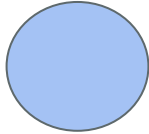
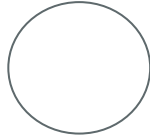


Color Palette
Spring - Summer 2022



Fabrics and Garments

Materials include
Denim Twill Cotton
Polyester Chiffon
Pleather
Chino fabric
Challis
Bridal satin
Doupioni Silk



Reaching our consumers

We want to make sure our customers are on trend and looking their best so in order to reach out to our customers we have decided to use influencer marketing and social media strategy. For our influencer marketing we would send out packages to a variety of influencers with a code they can share with their viewers, as well as some information about our line.

As for social media we will be using Instagram as our main source of communicating with our customers, reposting pictures, collabing and interacting with them all. For entertaining purposes we will be using TikTok, since our main consumer market is the younger generation, tiktok is a great platform to use in order to reach them.

Citations

Images:

[https://www.pinterest.pt/search/pins/?rs=ac&len=2&q=shein%20summer%20outfits&eq=shein%20s&etslf=4981&term_meta\[\]=shein%7Cautocomplete%7C1&term_meta\[\]=summer%7Cautocomplete%7C1&term_meta\[\]=outfits%7Cautocomplete%7C1](https://www.pinterest.pt/search/pins/?rs=ac&len=2&q=shein%20summer%20outfits&eq=shein%20s&etslf=4981&term_meta[]=shein%7Cautocomplete%7C1&term_meta[]=summer%7Cautocomplete%7C1&term_meta[]=outfits%7Cautocomplete%7C1)