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BUF 2400 Product Development

Final Assignment

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Shein is a well-known brand that a majority of individuals use. Well known for their extremely low prices. However, we also know how fast it is in fast fashion. So, instead of having overproduced clothing. We have decided to partner up with Shein and create SHEIN LUX. SHEIN LUX is selling ready-to-wear outfits for the summer of 2021, but instead of a fast fashion line from across the country, 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.

In the fashion industry, there is a lot of competition, and everyone is trying to get themselves out there. Shein is part of fast fashion, and our main competitors are H&M and Forever 21. Especially H&M they are also resourceful by placing bins at their stores and collecting unwanted clothes from their customers. So, by surpassing that, we made sure that the fabrics were resourceful and still affordable. Our plan is that with every item purchased, money will go 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. The color theme for this seasonal appearance falls under pastels, especially purple. The materials used are very breathable since it is summer and it does get hot. The materials include Denim Twill Cotton,

Polyester Chiffon, Pleather, Chino fabric, Challis, Bridal satin, and Dupioni Silk. The merchandise sold includes Jewelry, Pants, Shirts, Dresses, Shoes, Handbags, Swimwear, Activewear, Loungewear, and Maternity. We want to make sure our customers are on trend and looking their best so 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.