



TEIRCO

Hazeez Shittu, Omar Pala, Maimouna Sylla

New York City College of Technology

BUF 2400

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Group Members

Omar Pala- Omar Pala is a student born and raised in Brooklyn attending New York City College of Technology. He is currently studying Business and Technology in fashion and hopes to get his bachelor's in the field soon. His goal is to learn as much as he can relating to the fashion industry to help him decide what he would like to do in this broad area of study.



Maimouna Sylla: Is a sophomore at The New York City College of Technology. She is majoring in Business and Technology of Fashion. Her goal is to become a successful businesswoman by opening her own clothing boutique. I want to open a modest clothing brand for my Muslim sister because it's hard for a Muslim woman to find clothes that she could wear that cover her body.



Hazeez Shittu: Hazeez is a senior at City tech majoring in Business and Technology of Fashion.

The goal is to learn the ins and outs of multiple industries in business and fashion and where they cross into each other. I have many goals, but the main goal is to learn as much as possible about creative and technical skills and based on what my strengths are I will choose a direct path and our profession.

About the brand

At TEIRCO, the goal is to provide streetwear clothing that allows individuals to express their unique style and creativity. The company has pledged to utilize ethically sourced materials and employ responsible production methods, all while providing trendy, functional, and high-quality apparel. Based in New York City, TEIRCO believes that fashion should be about investing in high-quality, durable pieces that will stand the test of time rather than constantly buying and disposing of cheap, fast-fashion items. TEIRCO aspires to be a platform for emerging artists, designers, musicians, and other smaller brands to showcase their talents and collaborate with like-minded individuals. The main goal of this brand is to be able to cater to the wants and needs of those whom we sell to and inspire our customers to adopt a conscious approach to fashion, valuing quality and sustainability.



Target Market

TEIRCO's primary focus is on the Millennial and Gen Z demographics, which share similarities that enable the company to market its products effectively to both groups. In addition, as the two generations succeed each other, they also share similarities that allow TEIRCO to target them with its offerings effectively. Gen Z is the generation of people born between 1997-2012, and Millennials are those born from 1981 to 1996; TEIRCO recognizes the importance of catering to these age groups, as they represent a sizable portion of the consumer market. This can be seen especially in New York, home to an estimated 2.2 million millennials, with 26% of New York residents, according to The Community Service Society of New York. Furthermore, with their unique purchasing patterns and preferences, Millennials and Gen Z'ers are drawn to socially and environmentally conscious brands prioritizing convenience and affordability, most importantly, value transparency when it comes to companies. The two generations of tech say they have access to vast information about brands and their practices, which has led to increased demand for ethical and sustainable products.

By meeting these needs, TEIRCO aims to establish itself as a destination for the younger generations seeking trendy, high-quality products that align with their values. TEIRCO's streetwear clothing appeals to Millennials and Gen Z because it is stylish, functional, and designed to be unique and expressive. The brand's commitment to sustainability and ethical production methods also resonates with this demographic, who are increasingly conscious of the impact of their consumer choices. Overall, TEIRCO's target market comprises young, fashion-conscious individuals who value authenticity, self-expression, and sustainability.

Major Fashion Trends 2023/2024

Cargo pants were one of the fashion trends that was investigated for the spring and fall of 2023. One of the greatest trends in 2023 will be a turn toward utilitarianism in fashion. (Grecko, 2023). For a short while, the trend for cargo pants diminished, but we've noticed that certain essential pieces in fashion that fade typically come back. It is cargo pants in this instance. According to Bazaar, branded tops have made a comeback. bicycle shorts, slip dresses with spaghetti straps and now cargo pants have made a return. (Howarth, 2023). With the versatility of the cargo pant we will be able to seamlessly Match It with the other pieces in our line to create an entire ensemble.

Figure 1.



Figure 2.



Price Point Comparison

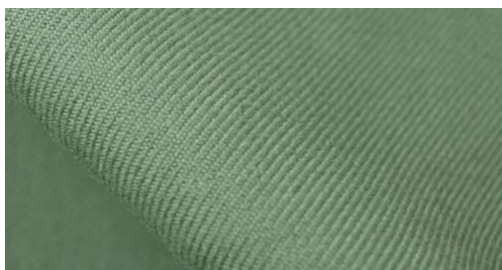
Regarding pricing, TEIRCO aims to be the go-to affordable option for sustainable streetwear. This is because the brand uses high-quality, sustainable materials and pays fair wages to its workers. These factors can drive up the cost of production, which is reflected in the final price of the clothing. However, it's important to note that the price difference between TEIRCO and other streetwear brands is only sometimes significant. TEIRCO may even be more affordable in some cases than other high-end streetwear brands that don't prioritize sustainability. It's also worth considering the long-term value of TEIRCO's clothing. While the initial cost may be higher, the brand's commitment to quality and durability means that TEIRCO clothing will likely last longer than cheaper alternatives. This can save consumers money in the long run, as they won't need to replace their clothing as frequently.

Fabric Selection

TEIRCO is a sustainable streetwear brand that is committed to producing clothing using environmentally friendly materials and production methods. The brand uses a range of organic fabrics in its clothing, which are not only sustainable but also offer a high level of quality and comfort. The following fabrics are some used here at TEIRCO along with some additional details regarding the certifications that solidify TEIRCO as a green company.

1. Organic cotton: TEIRCO uses GOTS (Global Organic Textile Standard) certified organic cotton in its clothing. GOTS is the highest standard for organic cotton, which verifies that the cotton is grown without the use of harmful chemicals and pesticides.
2. Recycled polyester: TEIRCO uses recycled polyester made from post-consumer waste, which reduces the amount of plastic in landfills and oceans. TEIRCO's recycled polyester is GRS (Global Recycled Standard) certified, which verifies the material is made from recycled content.
3. Hemp: TEIRCO uses hemp, which is a sustainable and durable fabric. Hemp requires little water and grows quickly without the use of pesticides or fertilizers. TEIRCO sources its hemp from certified organic farmers.

Figure 3.



Fabric Selection cont.

The image above is an example of a cotton twill fabric pattern. Cotton twill is a distinctive type of fabric woven in a particular way to produce a diagonal ribbed texture, enhancing the material's visual appearance and strength. In addition, the tight weaving of the yarns is responsible for cotton twill's durability, resulting in a medium to heavy-weight fabric suitable for use in outerwear such as jackets and pants. The fabric is perfect for TEIRCO's cargos and cargo vests due to its strength and durability, making it ideal for outdoor activities.

According to The Fabric of Our Lives, cotton twill is a high-quality fabric that can withstand a great deal of wear and tear while also being relatively easy to maintain, making it an ideal choice for practical and fashionable streetwear.

Cost of apparel production

In order to maximize TIERCO's profit, we devised a plan that mixes quality of product, manufacturing and production while minimizing cost. The cost of the final products in the line are as follows,

TRUCKER HAT	\$ 60
CARGO VEST	\$45
SWEATER/HOODIE	\$80
CARGO PANTS	\$100
SHIRT/LONG SLEEVES	\$45

To stay competitive with other luxury streetwear brands, the prices of the pieces are very similar to brands such as Supreme, Fear of God Essentials, and ...

The fabric used to make the cargo vest and the cargo shorts is cotton twill. According to Mood Fabrics we will be able to get cotton twill for \$22.99 a yard.

Cost of Quality Control Process

Quality control is a crucial aspect of any manufacturing process, especially for sustainable streetwear brand TEIRCO. As a company committed to producing high-quality and eco-friendly streetwear clothing, TEIRCO takes excellent care to ensure its products meet their strict standards for quality and sustainability. TEIRCO invests a significant number of resources in its quality control process. They have a dedicated team responsible for monitoring the entire production process, from sourcing raw materials to the final product. They use various tools and techniques to identify any defects or issues that may arise during the manufacturing process, and they take steps to address these issues before the products are shipped to customers. One of the

ways that TEIRCO ensures quality is through its careful selection of materials. They use organic and sustainable fabrics certified by recognized organizations such as GOTS. This certification ensures that the materials used in their products are free from harmful chemicals and meet strict environmental and social standards.

TEIRCO also works closely with its suppliers and manufacturers to ensure they adhere to their quality and sustainability standards. They conduct regular audits and inspections of their suppliers and manufacturers to ensure that they meet their expectations for ethical and sustainable production practices. In addition to their rigorous quality control processes, TEIRCO offers a product warranty. If a customer receives a product that does not meet their expectations, they can return it for a replacement or refund. This commitment to customer satisfaction is a testament to their confidence in the quality of their products.

Merchandising methods

TEIRCO uses various merchandising methods to promote its products and engage with their customers. Here are some of the different merchandising methods used by TEIRCO. One of the primary merchandising methods used by TEIRCO is its online store. This allows customers to easily browse and purchase their products from the comfort of their own homes. The online store offers a wide selection of sustainable and eco-friendly clothing options, ranging from hoodies and t-shirts to cargo pants and hats. In addition, customers can easily track their orders and receive updates on the status of their shipments, making the online shopping experience seamless and convenient.

In addition to their online store, TEIRCO uses social media platforms such as Instagram and TikTok to promote their products and connect with their followers. Additionally, TIERCO will broaden the material and connect with millennials on Pinterest. The buyer will receive value in this way without paying anything, and they will be able to draw inspiration for outfits from the posts. They regularly post product updates, behind-the-scenes content, and customer photos to keep their followers engaged and informed about their brand. This approach allows TEIRCO to reach a broader audience and create a community around its brand.

Conclusion

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