Term Paper: HGC

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**Brand Name**

Our brand is called HGC. Our brand will cater to the modern working woman that is in the beginning stages of her established career.

**Mission Statement and Vision**

HGC creates a dynamic wardrobe for the modern woman that is confident and self assured who can look professional during the day and stylish at night without sacrificing elegance or sensuality. Our core values, as a brand are empowerment, honesty, integrity, being ambitious, innovative and maintaining an environment of social responsibility.

**Season and Category**

HGC will be presenting you our new Fall/ Winter 2020 collection which will be based on Ready-to-Wear pieces that compliment women in the business field. This collection will introduce the newest trends and colors that will be all over New York fashion week in February.

**Consumer Markets**

Demographics: We are targeting females in the age range of 25-35 years old. She is a young single woman. Her generation cohort will be categorized in the Millennials. Our consumer is in the beginning of her career after achieving at least a Bachelor's Degree. Our consumer is located in fashion capitals like NYC, Miami and Los Angeles.

Psychographics: According to VALS survey she is considered an Experiencer and Innovator. An experiencer is someone who is first in and first out of trend adoption, they go against the mainstream and up on the latest fashion (Experiencers, 2018). An Innovator is someone who is always taking in information, future orientated and they are confident enough to experiment (Innovators, 2018). Our target consumer has a main focus on her job and always becoming the best version of herself. Other than being at work she goes out to events for product launches or women empowering events. At these events she also gets to network but also relax from her regular 9-5 job. She definitely enjoys herself out in the night life on the weekends with her girlfriends or at brunch. Our consumer is a feminist and love to empower and motivate other females.

**Pre- Production & Production Planning & Scheduling**

Inputs: HGC’s competitors are Donna Karan New York, Club Monaco, Loft, J Crew. Brands create modern yet timeless clothes for working women.

Output: HGC positions in market as middle level in a pyramid and diamond plan which product developers interpret current trend and consisting of key items make bulk of our collections. Determined by target market, our price point intends to young single women who are in need of clothes for both business and social life. Our price point is inexpensive enough to afford by target market yet we provide well-made apparels. Price range of sweaters starts from $150 to $300. Trousers are about $120 to $200, blazers are around $300, coats and jackets are around $400 to $600 depending on complexity of design and fabric use.

**Merchandising & Assortment Planning**

HGC’s line consists of what a diamond plan initially would incorporate and made up of 10 SKUs (Stock Keeping Units) or products. It consists of both garments/ apparel and accessories, with our key items being a double-breasted blazer, a pair of cigarette trousers, a wool coat and a leather jacket. Our basics represent only a sweater, a classic turtleneck and a pair of boots; on top being our fashion forward items like our cocktail- little black dress and a leather bag with an attachable clutch.

Our color palette consists of black, off-white, charcoal grey, warm taupe, and a rusty orange. The one-star color that will be used on a limited-edition item will be a bold red because our brand is based on independent bold women and this pop of color is not commonly seen in the workplace in which it is usually against bright bold colors. It makes a statement at work while ready to make a statement at night. The fabrics being used in the collection are wool, leather, cotton, rib knit, knits, silk, and cashmere. There would be wool blends, and faux fur as well as the use of vegan leather.

**New- Era Marketing**

The New-Era marketing tactic that our company will be using is Celebrity Endorsement. Celebrity Endorsement is a form of brand or advertising campaign that involves a well known person using their fame to help promote a product or service (Dictionary, 2018). Business uses of classic celebrity endorsement techniques would consist of television ads and launch event appearances to market their product. Our customer consists of being a busy business woman who still reads the magazines and newspaper to keep up with the latest news whether it be in fashion or the news. Since our customer also goes to many events whether it’s a product launch or women empowering, she tends to be in a crowd that is filled with influencers and celebrities. If our target consumer sees herself in someone who is well known wearing our product then she would want to follow the steps of that person. That celebrity can connect to our target consumer by having similar attributes or our target consumer can simply admire who they are and it will bring a positive outcome for our business. An ideal celebrity influencer we will like to work with is Victoria Beckham, Lady Gaga and Kate Moss.

References

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