



TCD

THE CARGO DEPARTMENT

New York City College of Technology
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Group Members



Asset Mballo is a 22 year old student at New York City College of Technology, currently majoring in Business and Technology of Fashion. Some of her hobbies are drawing, traveling, designing, and learning new things.



Janet Gili is 35 years old and is studying Business Fashion with a focus in textiles at New York City College of Technology. Some of her hobbies are working with natural dyes, fabrication, travel, and dance.



Rory Belfon-Robinson is a 22 year old student at New York City College of Technology majoring in Business and Technology of fashion. She currently works as a stylist at Saks Fifth Avenue and has a deep interest in fashion styling.



Kwame Sparkes is a 30 year old student at Brooklyn College, majoring in Business Administration with a concentration in Marketing. Some of his hobbies are reading, listening to music and going to concerts.



About the Brand

The Cargo Department (TCD) is a streetwear brand known for its comfortable and stylish cargo pants and various other items in multiple colors and designs that cater to both men and women. As a streetwear brand, we strive to provide durable clothing that reflects an individual's values and personality. TCD products inspire resilient and optimistic people who work hard to conquer adversity and are not afraid to be bold. The brand stands for diligence and perseverance, and here at TCD, we aim to create lasting, fashionable attire that you can move freely in.

Major Fashion Trends (2024)

In fashion, colors are essential in defining trends and setting the tone for the season. With the rapid change consumers are navigating daily, care, connection, and community have inspired the key colors for Spring/Summer 2024 trends. Reflecting a mood of realignment, shifts in society, and technology, colors such as Apricot Crush, Cool Matcha, Midnight Plum, Sustained Grey, Fondant Pink, and Elemental Blue are making waves in the fashion industry. These colors cultivate a hopeful and positive mindset for consumers seeking ways to stabilize uneasiness with optimism (Coloro & WGSN, 2022). In this Spring/Summer 2024 collection of cargo pants, t-shirts, caps, and socks, the colors we have chosen have been carefully selected to bring a fresh, lively, and stylish flair to your wardrobe. Each color has a unique personality, creating a harmonious balance of warmth, coolness, depth and positivity.

Sustainability is no longer just a buzzword or a niche movement; it has become a mainstream concern for many consumers and companies. As we move into 2024, sustainability is poised to be a significant trend in the fashion industry. This shift towards sustainability is driven by growing awareness of fast fashion's environmental and social impact and a desire for more ethical and responsible consumption habits. In response, many fashion brands are adopting more sustainable practices, from using eco-friendly materials to reducing waste and improving working conditions for garment workers. There is a growing commitment to using renewable alternatives, less water for fiber cultivation, and fewer chemicals in production processes. This is evident in Spring/Summer 2024 fabric collections (Velasquez, 2022).

Other themes such as rebellion, optimism, distorted silhouettes, classical times, and refinement will be much of what we will see in 2024. Trend watcher Hilde Francq said that “trust in established systems is waning, and an overarching need for change and escapism marks the

summer season of 2024". These leading sociological trends are coping mechanisms people apply in a problematic reality (Stroom, 2022).

TCD will design an exciting Spring/Summer 2024 fashion collection combining rebellious and classic values using sustainable fabrics that will come in bright, bold colors such as orange, green, violet, pink, blue, and grey. This launch will include cargo pants made with recycled polyester and one hundred percent organic cotton drawstrings, T-shirts made of tencel, caps made from organic cotton, and socks made from hemp.

Target Customer

TCD's target customer is a 25-35-year-old male or female from the Gen-Z, and Millennial generation with an income of \$75,000- \$90,000, residing in the metropolitan area of New York City. The customer is educated, artistic, adventurous, and enjoys leading a busy and social lifestyle among the streetwear community. They are not afraid to express themselves and are dynamic individuals. Being comfortable, stylish, and eco-conscious are most important to them when purchasing apparel. Cargo pants are trendy for men and women due to their versatility and functionality. They are a practical and stylish option for those who want to add a bit of edge to their wardrobe while prioritizing comfort and convenience (Thaler, 2022).

Price Point Comparison

TCD cargo pants- \$90

- MPG Sport- \$99
- Afends- \$110

Based on our research, cargo pants made of recycled polyester are sold at varying prices by different companies. MPG Sport, for example, offers cargo pants made of recycled polyester for \$99, while Afends sells similar pants for \$110 (Limitless Recycled Polyester Warp Knit Slim Leg Cargo Pant, n.d.; US, n.d.) Comparatively, TCD's cargo pants, made of recycled polyester, are priced at \$90, making them more affordable than both MPG Sport and Afends. Despite the lower price point, TCD is committed to providing customers with a high-quality product that lasts a long time.

TCD T-shirts- \$75

- Son of Tailor- \$85
- The White Company- \$65

Based on our research, sustainable T-shirts made of Tencel are being sold at varying prices by different companies. Son of Tailor, for example, sells environmentally friendly T-shirts made of Tencel for \$85, while The White Company offers similar T-shirts for \$65 (Son of a Tailor, n.d.; The White Company, n.d.). In comparison, TCD's T-shirts made of Tencel will be priced at \$70, making them more affordable than Son of Tailor's offering but also slightly more expensive than The White Company's. By combining affordability with sustainability and quality, TCD's Tencel T-shirts offer customers an attractive option that meets their ethical and practical needs.

TCD caps- \$24.95

- Gap- \$25
- Lacoste- \$60

Based on our research, hats made of organic cotton are sold at varying prices by different companies. The Gap offers hats made of organic cotton at a price point of \$24.95, while Lacoste sells similar hats for \$60 (Gap, n.d.; Lacoste, 2023). TCD's hats made of cotton are priced at \$25, aligning with the competitive price offered by The Gap. While TCD is committed to providing affordable products, they also understand the importance of using high-quality and sustainable materials, such as organic cotton.

TCD socks- \$35 (Pack of four)

- Kind Hemp Co- \$40 (Pack of three)
- Hemp Organic Life- \$29 (Pack of six)

Based on our research, different companies sell socks made of hemp at varying prices. Kind Hemp Company offers a pack of three hemp socks at a price point of \$40, while Hemp Organic Life sells six pairs of hemp socks for \$29 (HempOrganicLife, n.d.; Kind Hemp Co., n.d.). TCD's pack of four pairs of hemp socks is priced at \$35, providing customers with a balance of affordability and quality. The fun trending colors of TCD's hemp socks make them a stylish, ethical and practical fashion accessory.

Fabric Selection

Female Cargo Pants Design



Male Cargo Pants Design



Fabric: recycled polyester, organic cotton drawstrings (women cargo pants)

Characteristics: breathable, adjustable, eco-conscious, over-sized pockets

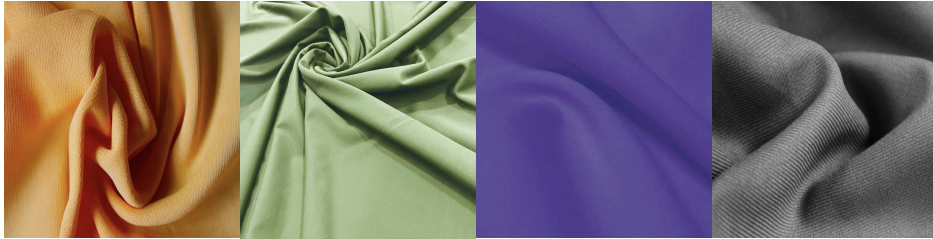
Performance specifications: moisture-wicking, durable, colorfast, light-weight

Construction specifications: TCD's women's cargo pants will be made of one hundred percent recycled polyester with one hundred percent cotton drawstrings, going through the waistband. The waistband will have five loops on it. The pants will have eight pockets in total, including two side welt pockets on the front of the pants right under the waistband, two cargo/military style patch pockets (two each on left and right leg of pants), two back pockets which will be welt pockets.

TCD's mens cargo will be one hundred percent recycled polyester. The pants will contain a hidden zip front opening with a one-button closure, with a metal button. At the top of the pants under the waistband on each leg, the pants will have a rectangular patch pocket with a diagonal opening. The pants will also have two additional cargo/military style pockets, one on the outer end of each leg, with a zipper opening on the top of the pocket. Finally, TCD's men's cargo pants

will have two jeans-style patch pockets on the back, one on each leg. At the bottom of each leg, will be a cuffed hem.

Colors: Apricot Crush, Cool Matcha, Midnight Plum, Sustained Grey

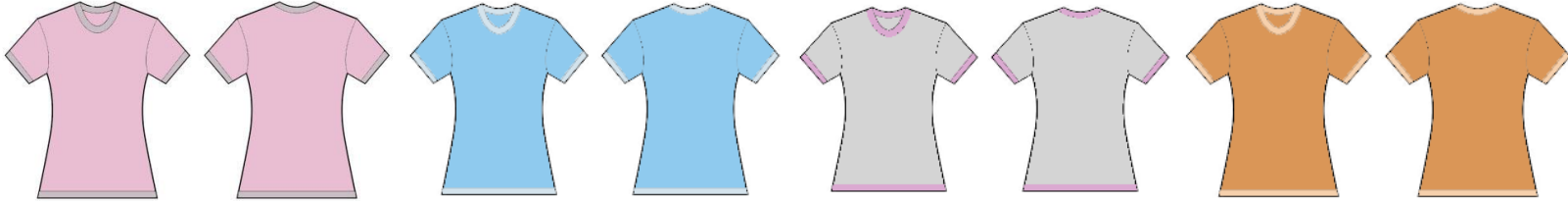


Polyester fabric is a man-made synthetic woven material known for being durable and cost-effective to produce. It is created by the polymerization of petroleum-derived ethylene glycol and purified terephthalic acid, which meltdown to produce polyethylene terephthalate (PET). The molten PET is then put through a spinneret to form semi-crystalline fibers which are sometimes chemically treated before being weaved together to create polyester fabric. In addition, polyester is moisture resistant and can handle stresses of activities like tugging and pulling.

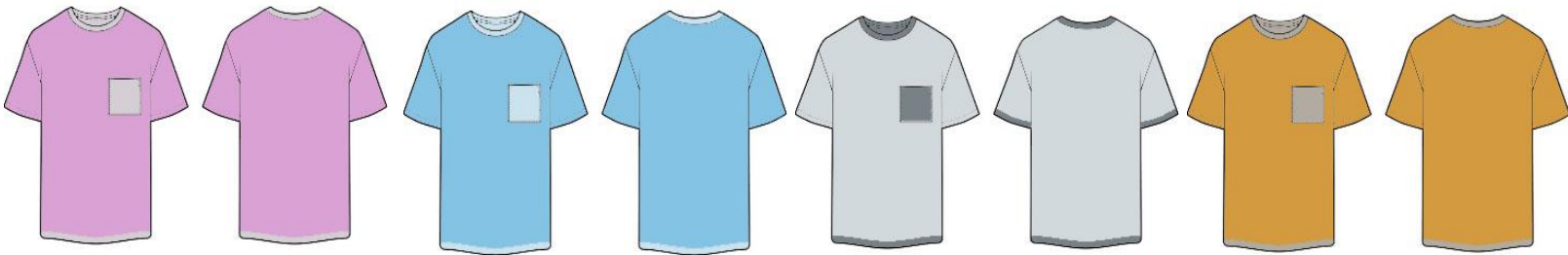
TCD will use polyester for its cargo pants because of its durability and cost-effectiveness. Since polyester is not the most sustainable fabric, TCD is opting to use recycled polyester for the cargo pants in the collection. Recycled polyester takes less energy to manufacture than virgin polyester, uses existing materials, as well as plastics that may otherwise end up as landfill waste or polluting the ocean. The process of manufacturing recycled polyester can happen without sacrificing the quality of the fibers and it still retains a similar price point as virgin polyester. A lot of well-known performance bottoms (Nike, n.d.) are made almost wholly from polyester, with recycled polyester becoming a bigger percentage of the composition of these types of apparel (Nike, n.d.). Utilizing recycled polyester is important because it adds to the utility of the pants

without sacrificing quality or presentation, while also being more sustainable than its original counterpart.

Female T-shirt Design



Male T-shirt Design



Fabric: Tencel (Lyocell)

Characteristics: soft, durable, chest pocket (mens t-shirt)

Performance specifications: moisture wicking, antibacterial, and breathable

Construction specifications: TCD's men's short sleeve shirt will be one hundred percent Tencel lyocell. It will have a chest pocket on the left chest about length from the sleeve. The shirt will have a rounded (crew) neckline and small, blind one-inch hems on the bottom of the shirt and around the sleeve cuffs. TCD's women's short sleeve shirt will be one hundred percent Tencel lyocell with a V-neckline and small, one-inch blind hems on the bottom of the shirt and around the sleeve cuffs.

Colors: Fondant Pink, Elemental Blue, Sustained Grey, Apricot Crush



Lyocell is a semi-synthetic fabric, starting as plant cellulose and made into a fabric through synthetic processes (Ahmed, 2022). Lyocell is also known by its most popular brand name Tencel. This version of lyocell is made from the fibers of the eucalyptus tree, which grows quickly, does not require artificial interference, and is affordable. Seen as a modern version of rayon, lyocell is more eco-friendly to produce and less prone to shrinkage than rayon (Hallett & Johnson, 2022, 249). Lyocell has good tensile strength, responding well to the stress of pulling and tugging, while also possessing the volume and soft touch comparable to cotton (Hallett & Johnson, 2022, 250). Lyocell tends to drape well, which lends to it taking the shape of the body wearing it, and can be form-fitting for a variety of body shapes.

TCD will choose lyocell/tencel for its shirts because of these characteristics, and it is a breathable fabric, ideal for the spring and summer months. It is a gentle fabric on the skin, and is a closed loop fabric, so the chemicals to produce lyocell do not get released into the environment (Benton-Collins, 2021). TCD also chose Tencel lyocell because as a fabric, Tencel is biodegradable and compostable. In addition to its breathability and comfort, Tencel is stretchy and regulates temperature well, ideal for the spring and summer months, when humidity is typically at its height.

Unisex Caps



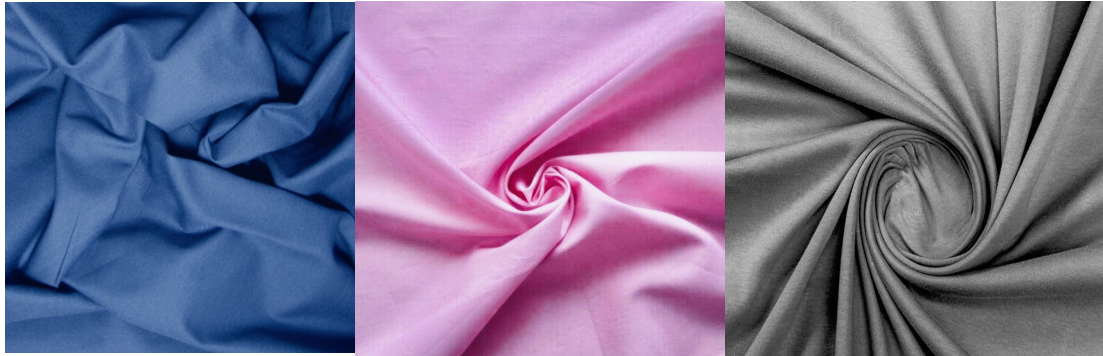
Fabric: organic cotton

Characteristics: lightweight

Performance specifications: comfortable

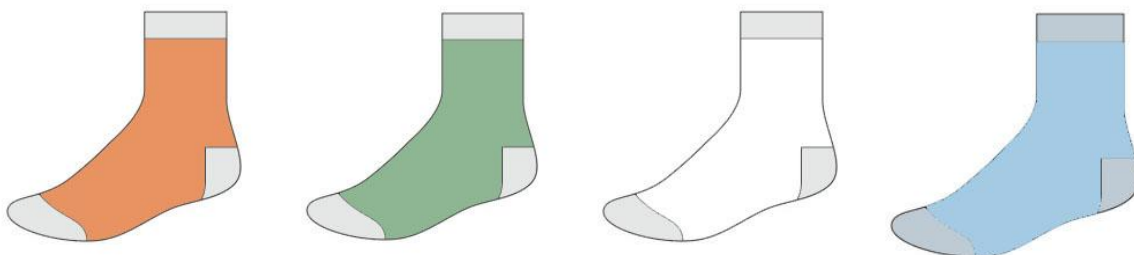
Construction specifications: 100% cotton with matching color thread, curved visor.

Colors: Elemental Blue, Fondant Pink, Sustained Grey



TCD is using organic cotton for the caps in its collection. Because of the high water consumption required for regular cotton, TCD will instead use organic cotton for its collection. Organic cotton can utilize up to ninety percent less water than cotton during the manufacturing process. Even with this reduced water consumption, organic cotton retains many of the positive attributes of its more traditionally manufactured counterpart. As a fabric standard, cotton is typically soft, breathable, and drapes well, which leads to the ability to fit a variety of body shapes naturally (Johnson & Hallett, 2022, 171). Its breathability, comfort and overall lightness makes it an ideal fabric for spring/summer clothes and caps.

Unisex Socks



Fabric: hemp

Characteristics: durable, soft, breathable

Performance specifications: Moisture wicking, antibacterial, breathable, and eco-friendly, reinforced heel and toe for durability

Construction specifications: 100% hemp and rising to about mid-calf height

Colors: Apricot Crush, Cool Matcha, Classic White, Elemental Blue



TCD will use hemp fabric for its socks, because being a very sustainable fabric to make, it is representative of sustainability while not sacrificing comfort while wearing it. Hemp also blends well with other natural, comfortable fabrics like cotton and wool. The fabric can also be cottonized, or made to feel like cotton, which is a great way to keep the traits of cotton while being more sustainable as hemp uses about thirty percent of the water consumption that cotton does to manufacture the same amount (Johnston & Hallett, 2022, 199). Up until the beginning of the Industrial Revolution, the majority of the world's fabric was made with hemp (Johnston & Hallett, 2022, 198). In addition, the characteristics of hemp makes it a good fit in an overall societal shift towards a more proactive type of sustainability and a shift to slow fashion (Vandermar et al., 2022, 44).

Cost of Apparel Product

In Spring/Summer 2024, TCD will focus on creating sustainable and high-quality products for its target market, which is why one of the materials the brand will use for its most popular items sold, cargo pants, is one hundred percent recycled polyester. Recycled Polyester costs around \$3.20 per meter. Cargo pants require more materials than average pants due to oversized pockets and can add to the cost of production, which can go up to 1.5 meters of fabric. The manufacturer chosen by TCD charges up to \$6.83 per cargo pants. The price per cargo pants decreases the larger order quantity. For example, for one hundred pieces of men's cargo pants, the price comes up to \$616; this does not include delivery of the merchandise, which can go up to over \$89 plus tax fees.

One of TCD's manufacturers is Jinjiang Bawang Cheng Cloth Co., Ltd. They are based in Fujian, China, and specialize in producing cargo pants and similar apparel using recycled Polyester with a minimum of two pieces per order and free samples before total production. Considering the price comparison between TCD's local competitors in New York and the cost of production, this allows us to charge around \$99 to \$110 per cargo pants; TCD will charge \$90 due to materials, shipment, and other production costs.

As a sustainable brand, TCD believes it is essential to have fair prices within its average target market, apart from considering the cost of production. TCD's products are sustainable, high quality, and long-lasting, an investment for our customers to the point where they matter more than the price because of their rates. As an inclusive brand, our sizes range from XS to 2XL, all priced at \$90.00.

TCD caps are high quality lightweight caps made with organic cotton. Our Spring/Summer 2024 collection will include three colors which are sustained gray, elemental

blue and fondant pink, priced at \$25 ranging from size 36-71, manufactured by logo sportswear. The cost of production for our caps total to \$2,399 for one hundred pieces including shipping and tax. TCD sustainable T-shirt's are manufactured by broken arrow wear who designs sustainable clothing with our chosen fabric lyocell, the cost of production added up to \$1,953 for one hundred and fifty pieces in four different colors ranging from S to 2XL, although cost of production increased as the sizes went up TCD will charge \$75 for both Female and Male of T-shirts.

Quality Control Process

The Cargo Department prioritizes and takes pride in how our products are made. We are thrilled to announce that The Cargo Department has achieved NSF certification for our apparel products. NSF is an independent and global organization dedicated to protecting the environment and human health and has approved our certification for two additional Textile Exchange standards (NSF, 2017). This accomplishment highlights our unwavering dedication to sustainability, transparency, and traceability throughout our supply chain. In today's market, customers demand greater transparency in the products they purchase, and NSF's third-party validation of textile content claims helps reinforce trust in brands like ours. Our portfolio of responsible textile certifications includes Recycled Content and Organic Content. With NSF's certification, we can now confirm the presence and quantity of raw materials in our products, providing independent evaluation and verification of material content claims. This certification underscores our commitment to sustainable and ethical manufacturing practices and offers our customers the assurance they need when selecting a safe and dependable product.

TCD's recycled content is verified by The Recycled Claim Standard (RCS) which ensures that the final product contains a specified amount of recycled material, with the help of chain of custody verification. Similarly, The Global Recycled Standard (GRS) verifies responsible environmental, social, and chemical practices in the production of both finished and intermediate products containing recycled content. The GRS covers all aspects of the supply chain, including processing, manufacturing, packaging, labeling, trading, and distribution of products made with a minimum of 20 percent recycled material. This comprehensive certification standard promotes transparency and accountability in the production of sustainable textile products. The brand's organic content is verified by The Organic Content Standard (OCS) which offers independent validation of the organic material content present in a product, ensuring that the raw materials are verified at every stage of the harvest, processing, and manufacturing process (NSF, 2017). TCD is proud to ensure that all of our materials are either organic, recycled or ethically obtained. The brand will continue to provide its customers with the best quality garments while also reducing waste and being mindful of the environment.

Merchandising Methods

In Marcie Merriman's report on a 2020 survey conducted by Ernst & Young on the behaviors of Generation Z consumers, *How contradictions define generation Z*, one of her primary takeaways is that "despite their technology affinity, Gen Z [craves] human interaction, openness and collaboration" (Merriman, 2020). For Gen Z, it is not about choosing physical or digital, it is more of a "both, and" option, which makes omnichannel marketing a necessity in this current climate. Omnichannel merchandising as defined by Vandermar et al. (2022, 80) is the creation of a unified customer experience across all points of engagement, and making sure the

experience can transition frictionlessly from one channel to another. TCD plans to execute it through an online store, a brick-and-mortar store, and marketing through social media, including influencer marketing.

While in-store, the ability to utilize methods such as POS reporting in-store will be essential to help continuously keep track of what products are selling (or not selling) in short-term intervals such as weeks and months will be essential to understanding customers better. The overall idea is not knowing real time, but at least “[knowing] yesterday” (Bain, 2023). This type of engagement with data and the ability to have employees who are adept at understanding will be key in optimizing the in-store experience for each customer.

According to a July 2022 Pew Research survey, 40 percent of social media users ages 18 to 29 have purchased something due to influencers (Faverio & Anderson, 2022). With this in mind, TCD plans to use influencer marketing to interact with customers. One idea is similar to TikTok’s “Creator Next” program, especially the focus on its focused on grassroots TikTokers, rewarding fans for getting engagement on their TikTok videos (Dredge, 2023; TikTok, 2021). The plan is to foster a two-way relationship with customers, and catering for the preference for more relatable people in relatable settings (Vandermar et al., 2022, 76) through influencer marketing is a great way to get customers interactive.

Omnichannel merchandising, and the need for companies to interact with customers wherever they may be, is the core of the new customer experience. TCD plans on utilizing online, a brick-and-mortar store, and social media to communicate with customers where they are and be interactive. Future campaigns for TCD would possibly include an internship, or an opportunity for a student or influencer collaboration on a clothing line or capsule collection.

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