



TCD

THE CARGO DEPARTMENT

# **MISSION STATEMENT**

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 SPRING/SUMMER 2024

## THEMES

- Hopeful & Positive Mindset for Stabilization
- Care, Connection, and Community
- Sustainability

## Fabric

- Eco- Friendly Forward
- Sustainability Certifications

## COLORS

- Apricot Orange
- Matcha Green
- Plum Purple
- Sustained Grey
- Fondant Pink
- Elemental Blue

# Target Customer

- 25- 35 year old male or female
- Gen Z and/or Millennial Generation
- Income \$75,000- \$90,000
- Resides in Metropolitan NYC area
- Educated, Artistic, Adventurous, Social
- Stylish, Comfort, Eco- Conscious

## **Included in the Spring/Summer 2024 Collection**

- Cargo pants (women and men, 4 colors)

Made of 100% Recycled Polyester & Organic Cotton drawstrings

- T- shirts (women and men, 4 colors)

Made of 100% Tencel (Lyocell)

- Caps (unisex, 3 colors)

Made of 100% Organic Cotton

- Socks (unisex, 4 pairs of colors in a pack)

Made of 100% Hemp

## Fabric Selection and Why?

### **Recycled Polyester**

- Durable
- Lightweight
- Moisture- resistant
- Colorfast
- Economical

### **Organic Cotton**

- Grown W/O harsh chemicals or pesticides
- 90% less water during manufacturing
- Long lasting wear
- Soft and lightweight
- Breathable

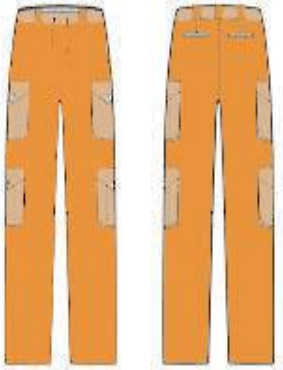
### **Tencel (Lyocell)**

- Naturally Hypoallergenic
- High Moisture Absorption
- Durable
- Soft and Silky
- Compostable

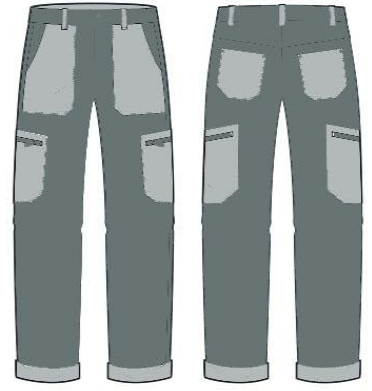
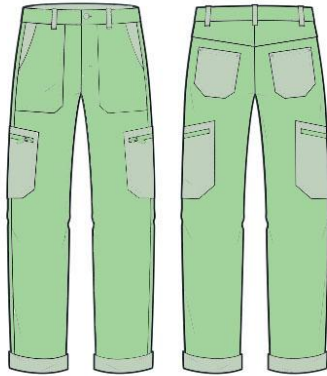
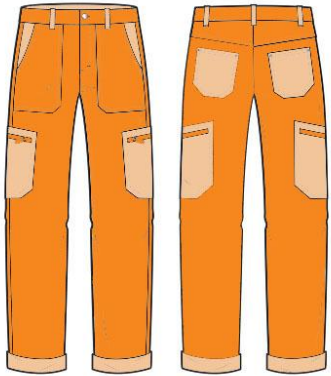
### **Hemp**

- Naturally pest-resistant
- Absorbent
- Durable
- Insulating
- Soft on skin

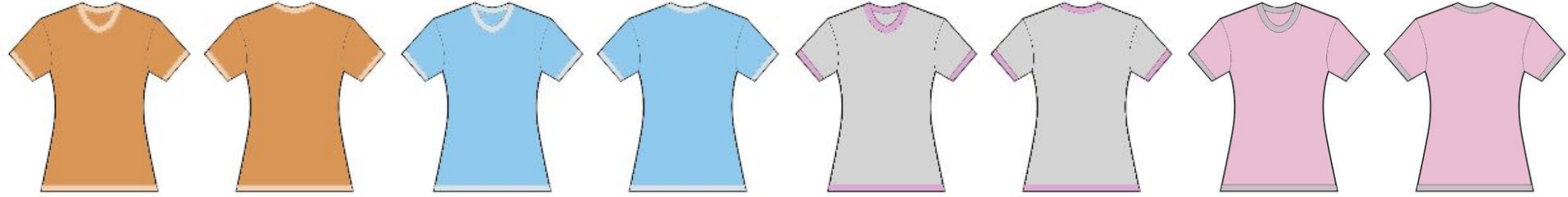
## Female Cargo Pants



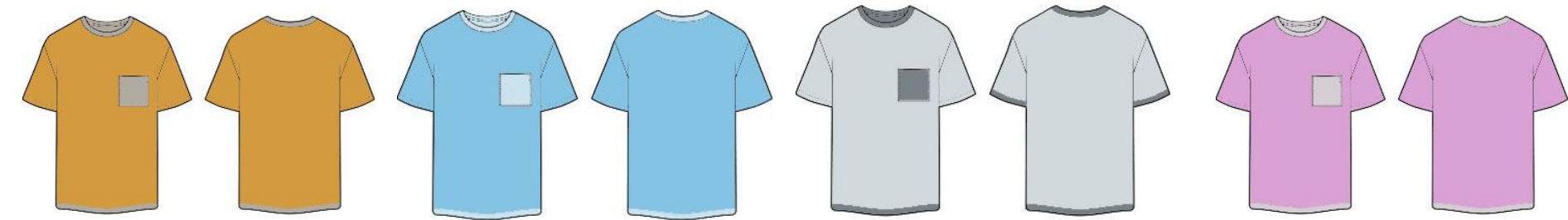
## Male Cargo Pants



## Female T-Shirts



## Male T-Shirts

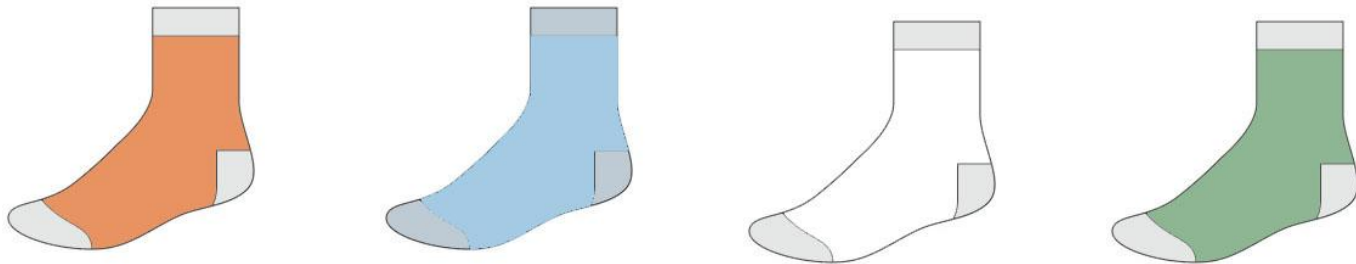




## Caps



## Socks



# **Price Point Comparison**

## **TCD cargo pants- \$90**

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

## **TCD T-shirts- \$75**

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

## **TCD caps- \$25**

- Gap- \$24.95
- Lacoste- \$60

## **TCD socks- \$35 (Pack of four)**

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

## Cost of apparel

Lyocell T-shirts -S-2XL  
150 pieces  
= \$ 1953

Cargo pants - XS-2XL  
100 pieces  
= \$616

Caps - 36-71  
100 pieces  
= \$2399

Socks - one size  
100 pairs  
=\$250

## Manufacturers

- Jinjiang Bawang Cheng Cloth Co., Ltd
- Logo sportswear
- Broken arrow wear.
- Cj socks

# Merchandising Methods

- Omnichannel merchandising executed through our online and brick-and-mortar store
- Social media marketing, including but not limited to influencer marketing
- Customer interaction and connection through social media
- POS reporting at in-store locations
- Future campaigns including opportunities such as an internship, or an opportunity to collaborate with TCD on a clothing line or capsule collection

# Quality Control

- TCD ensures that all of our materials are either organic, recycled or ethically obtained
- Achieved NSF ( National Sanitation Foundation) Certification for our apparel products
- Recycled content verified by the Recycled Claim Standard (RCS)
- Organic cotton verified by The Organic Content Standard (OCS)
- Overall verification from The Global Recycled Standard (GRS)