

Tu Mezclilla

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About Tu Mezclilla

Tu Mezclilla, meaning "Your Denim" in Spanish, is not just a clothing brand; it's a movement towards sustainable fashion and environmental responsibility. Founded by a team of passionate individuals – Alaya Machado, Kiara Martinez, Helene Sinal, and Julio Chavez – at New York City College of Technology, our brand aims to revolutionize the denim industry by transforming discarded materials into fashionable, eco-friendly garments.

At Tu Mezclilla, we believe that fashion should not come at the expense of our planet's health. With the fashion industry being one of the largest contributors to pollution and waste generation, we recognized a pressing need for change. Thus, our brand was born out of a commitment to sustainability and innovation.

Our mission is twofold: to reduce waste in the fashion industry and to offer consumers stylish, guilt-free clothing options. We are committed to repurposing old denim and discarded pieces, giving them new life as unique, one-of-a-kind denim creations. By embracing creativity and resourcefulness, we strive to challenge the conventional norms of fashion production and consumption.

What sets Tu Mezclilla apart is our dedication to craftsmanship and authenticity. Each denim piece is carefully crafted by skilled artisans, ensuring the highest quality and attention to detail. From intricate patchwork designs to custom stitching, our garments tell a story of creativity and sustainability.

Furthermore, our brand embodies inclusivity and diversity. We believe that sustainable fashion should be accessible to all, regardless of age, gender, or background. Whether you're a trendsetter in the city or a nature enthusiast in the countryside, Tu Mezclilla offers something for everyone, empowering individuals to express their unique style while making a positive impact on the planet.

In essence, Tu Mezclilla is more than just a brand; it's a lifestyle choice. By choosing Tu Mezclilla, you're not only investing in high-quality denim clothing but also contributing to a greener, more sustainable future for generations to come. Join us on this journey towards a more conscious and compassionate fashion industry – because together, we can make a difference.

Our Cause

Tu Mezclilla's purpose goes beyond producing denim clothing; it's about creating meaningful change in the fashion industry and promoting environmental responsibility. We recognize the need to address the impact of fast fashion and unsustainable practices in the industry.

At our core, we prioritize environmental conservation. Our main goal is to reduce the fashion industry's carbon footprint. We plan to achieve this by reusing old denim and using sustainable production methods to reduce waste, preserve resources, and reduce pollution. By doing our part, we want to make a difference in the conservation of our world and the fight against climate change.

Tu Mezclilla is dedicated to promoting sustainability in every aspect of our business. Sustainability is implemented into each part of our supply chain, including procedures and packaging. We plan to create a new standard for sustainable fashion by focusing on eco-friendly materials and ethical processes, encouraging competitors to do the same.

We want people to understand how much what they wear can affect the environment and society. We plan to help customers make better, environmentally friendly choices through educational events and open communication. By spreading our word, we want to inspire positive change and promote ethical buying habits. We're always on the lookout for new ways to make

fashion more sustainable. Whether it's through new technologies or design techniques, we're constantly pushing boundaries. By staying bold and thinking outside the box, we're creating real change in the industry.

The purpose of Tu Mezclilla goes beyond profit margins and fashion trends; it's about creating a more sustainable, ethical, and a fair future for all. We believe that by coming together and staying committed, we can make a real difference and leave a positive legacy for generations to come.

Major Problems in the Fashion Industry and Proposed Solutions

The fashion business is confronted with many serious problems, one of them being its major effect on the environment. The effects of the industry go beyond aesthetics-- resource depletion and abusive labor practices are just two examples out of many. Here, we go over the key problems that the fashion industry is now experiencing along with some ideal solutions:

1. Environmental Degradation:

Issue: The fashion industry's chemical-intensive farming practices and toxic dyeing methods are a primary cause of pollution, polluted water, and deforestation.

Proposed Solution: Tu Mezclilla promotes eco-friendly materials like organic fibers and repurposes used denim as examples of sustainable production methods. By reducing waste and using ethical sourcing practices, we hope to reduce our carbon footprint and encourage environmental conservation.

2. Exploitative Labor Practices:

Issue: Many garment workers deal with poor pay, long hours, and dangerous working conditions, especially from developing nations.

Proposed Solution: We collaborate with recognized manufacturers that follow international labor standards as part of our commitment to moral production

methods. We strive to protect the rights and respect of workers in our supply chain by making sure they receive fair treatment, livable pay, and opportunities for skill development.

3. Overconsumption and Waste:

Issue: Fast fashion culture promotes disposable clothing, increasing waste and pollution in the environment.

Proposed Solution: Tu Mezclilla stands for quality over quantity and offers classic, long-lasting denim items to encourage conscientious consumerism.

Furthermore, we prioritize upcycling and recycling denim materials to reduce waste and protect precious resources.

mental costs of clothes since the fashion industry sometimes lacks openness on sourcing policies

Lack of Transparency and Accountability:

Issue: Consumers are often unclear of the full social and environmental production processes.

Proposed Solution: Our brand's ethos is centered on transparency. To reinforce industry responsibility and build customer trust, we are transparent about our supplier chain and business practices.

Tu Mezclilla is dedicated to setting environmentally friendly and ethical standards.

Acknowledging numerous issues that the fashion industry faces, we want to make an impact on a

more accountable and equitable fashion industry through innovation, teamwork, and transparency.

Target Market Analysis

For Tu Mezclilla's sustainable denim line to be successful, we must understand our target market. To make sure that our products match the tastes of our target audience, we have dissected both demographic and psychographic data.

Millennials and Gen Z, or people between the ages of 18 and 35, define our target demographic. These groups tend to prioritize ethical and sustainable consumption. Cities are where progressive fashion trends and environmentally conscious consumers emerge, especially in global hot spots like New York City, Los Angeles, London, and Tokyo— thus, the reason we focus our work in these areas. While our merchandise appeals to a wide range of income levels, our ideal customers are those with disposable income who prioritize higher quality, environmentally friendly clothing, and moral production practices. Our target market will additionally be well-educated in sustainability and environmental issues.

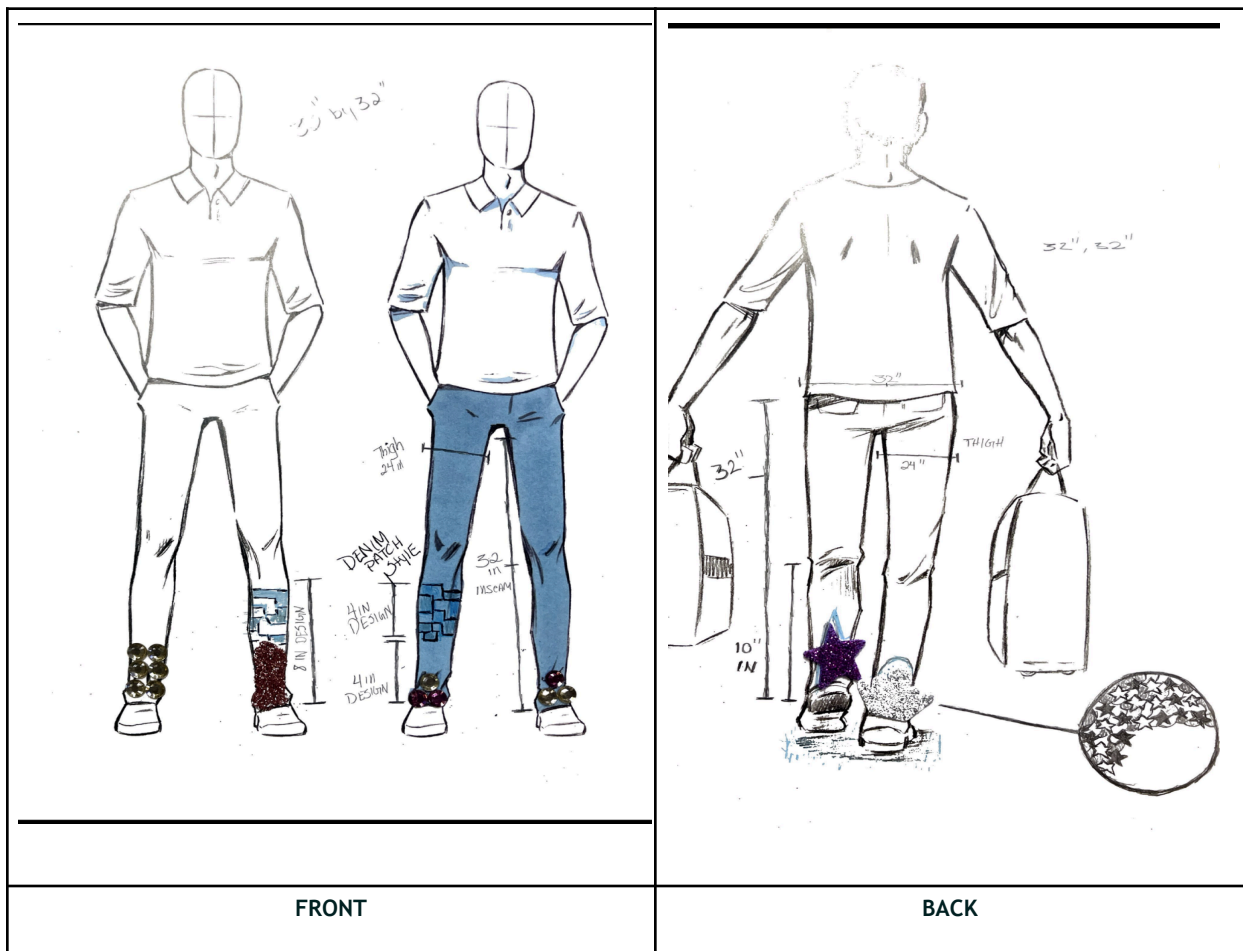
Our target market seeks out brands and goods that are consistent with their values, and they place a high value on environmental responsibility, sustainability, and ethical consumption. Our customers have active urban lifestyles, who place more importance on timeless style and personality rather than fads and enjoy clothing choices that are versatile and functional. They are

digitally savvy on online platforms and social media for inspiration, information, and shopping, and interact with brands through social media and online reviews. For behavioral factors, our target market is willing to pay more for high-quality, sustainable clothing that's compatible with their values. They prioritize quality over quantity and devote themselves to brands that uphold these values.

Tu Mezclilla's target market consists of environmentally conscious, urban consumers aged 18 to 35, with disposable income and a preference for sustainable fashion. They value quality, individuality, and ethical production— seeking clothing that reflects their values and lifestyle. Understanding our target market's wants and needs allows us to modify our marketing strategies and products to better connect and appeal to our audience.

Design Spec

		<p>DESCRIPTION: jean fit to size ,regular inseam , straight pant leg, patches ,refurbished with discarded art materials and fabric TEXTILE: redesign jean</p>	<p style="text-align: center;">Style# 001 Delivery:</p>
			<p>Tu mezcilla inc, New york, Ny US</p>



Tu Mezcilla Competitor/Swot Analysis

<p>Strength</p> <ul style="list-style-type: none">● Uniqueness● Decrease footprint● Earth friendly● Few competitors	<p>Opportunities</p> <ul style="list-style-type: none">● Growing demand for sustainable fashion● Partnerships and Collaborations● Innovation in recycling technology
<p>Weaknesses</p> <ul style="list-style-type: none">● High production costs● Awareness/Education● Limited reach (specific expertise)	<p>Threats</p> <ul style="list-style-type: none">● Low profits● Increased competition● Fluctuating consumer trends● Changes in waste management regulations

Textile/Fabric Selection

- ⊃ **Durability:**
 - ⊃ Jeans are expected to be durable, able to withstand repeated wear and tear. The fabric should be strong and resistant to abrasion, pilling, and fading.
- ⊃ **Comfort:**
 - ⊃ Jeans should be comfortable to wear, with a soft and breathable fabric. They should also have a good fit, not too tight or too loose.
- ⊃ **Style:**
 - ⊃ Jeans come in a variety of styles, from classic straight-leg jeans to more trendy skinny jeans. The style of jeans should be chosen to suit the individual's personal taste.
- ⊃ **Price:**
 - ⊃ Jeans can range in price from a hundred dollars to affordable price. The price of jeans will depend on the brand, style, and quality of the fabric.
- ⊃ **Washability:**
 - ⊃ Jeans should be machine-washable and dryer-safe.
- ⊃ **Pockets:**
 - ⊃ Jeans typically have five pockets: two front pockets, two back pockets, and a small coin pocket.
- ⊃ **Belt loops:**
 - ⊃ Jeans typically have belt loops to hold a belt in place.
- ⊃ **Zipper fly:**
 - ⊃ Jeans typically have a zipper fly for closure.

Denim recycling has many benefits:

- Reducing waste
- Recycling denim reduces the need for new products, which reduces pressure on the environment, cotton farmers, and textile manufacturers.
- Sustainable
- Recycling denim uses only 3% of the electrical energy needed to generate new cotton.
- Savings

- Recycling denim can save on energy, water, chemicals, and wastewater treatment.

Denim recycling involves a series of processes to convert old or discarded denim garments into new products. The denim waste is usually shredded into fibers, which can be reused in weft insert yarns by mixing them with virgin fibers. The cotton component of denim can also be broken down into its natural form.

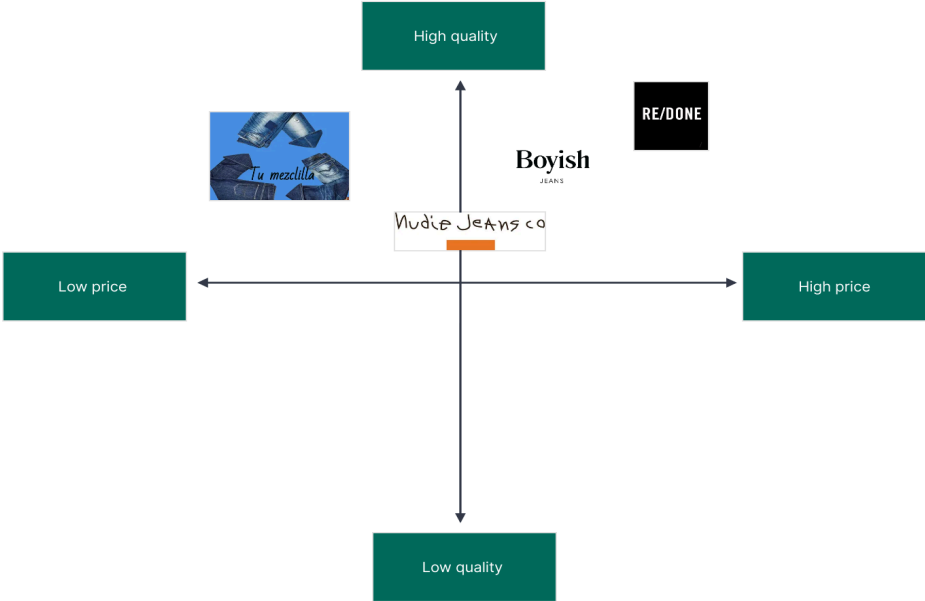
Some recycling techniques for textiles include:

- Mechanical recycling
- A mechanical method that eliminates or reduces wet processing and is not as energy-intensive as chemical recycling.

Service Features

Customers will be able to purchase jeans or any denim products straight from our website. Customers will have the chance to also send in their old denim products so we can turn them into something new such as a tote bag, bucket hat, jeans, and jacket. The website will also have customer support where users can email us any questions or issues they may have with our product. Through our website consumers will be able to hear about us and why we started. The consumer will know how each purchase they make will be less harmful to our ecosystem.

Competitor Analysis



Above is a diagram we provided showing other companies that recycle denim such as Redone , Boyish and Nudie jeans. All these companies have good quality recycled products but what I noticed is the price point of each item. These are high prices ranging from 100-500. Our goal is to make our items more affordable. Our prices will range from 50 to 100 depending on the product. One thing we will have to do to make this more affordable is the time that the product will take to make and the quality. All these companies make a whole new jean out of recycled products but what we do at Mezclilla is turn your old denim that you send to us into a different product or change it up or add more details to it.

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