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About Us

Tu Mezclilla is committed to sustainability and innovation

Our mission is to reduce waste and offer consumers stylish, guilt-free clothing options.

We repurpose old denim and repurpose them with new one of a kind creations.

Tu Mezclilla caters to everyone wanting to express their unique style and making a positive impact on the planet.

We not only care about your clothing, but for a sustainable future for generations to come.

Major Problems In The Industry

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:

- **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 repurposes used denim as an example.. By reducing waste and using ethical sourcing practices, we hope to reduce our carbon footprint and encourage environmental conservation.

- **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

Major Problems in the Industry

3. **Overconsumption and Waste:**

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

Proposed Solution: Tu Mezclilla prioritizes upcycling and recycling denim materials to reduce waste and protect precious resources. We stand for quality over quantity and offer classic, long-lasting denim items to encourage conscientious consumerism

4. **Lack of Transparency and Accountability:**

Issue: Consumers are often unclear of the full social and environment 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.

Demographics and psychographics

GenZers in the US want their brand to support mental health more than any other cause, cited by 53% of those surveyed by ICSC and Big Village. Tied for second place are environmental causes, including climate change and sustainability, and racial and gender equity (47% each).

Gen Z's interest in sustainability has contributed to growing resale volumes (which eMarketer forecasts will reach \$108.64 billion in 2024), particularly when it comes to fashion.

- 61% of Gen Z shoppers will look for an item secondhand before buying it new, per thredUP's second annual Impact Report.
- Over half of Gen Z shoppers are more likely to shop with a brand that offers second hand apparel and new items.
- Fashion online platform sales will total \$13.68 billion in 2024, per a December 2023 eMarketer forecast, thanks in part to Gen Z's interest in platforms like The RealReal or Poshmark

Textiles

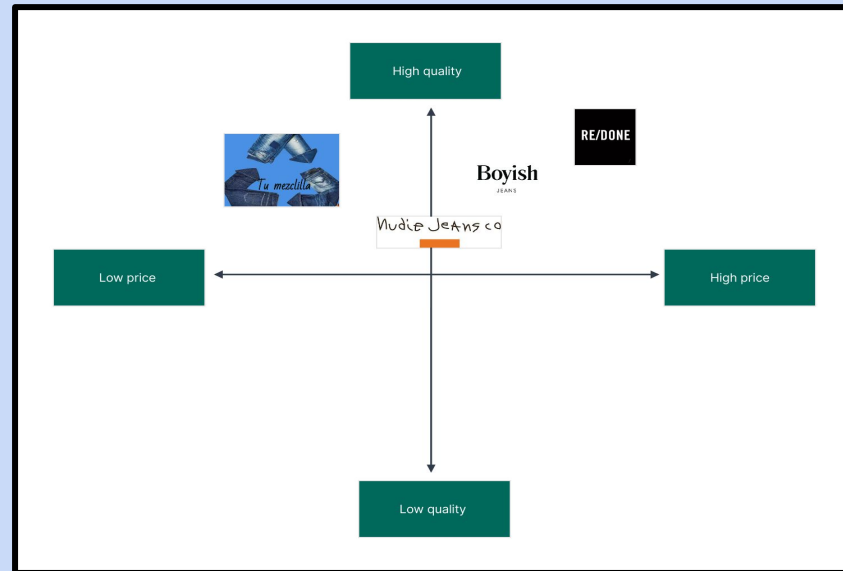
- **Durability:**
 - Jeans are expected to be durable, able to withstand repeated wear and tear.
- **Comfort:**
- Jeans should be comfortable to wear, with a soft and breathable fabric. They should also have a good fit, not too tight or too loose.
- **Style:**
 - Jeans come in a variety of styles, from 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.

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

Competitor Analysis

- 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.



Thank You

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