



# Style Loft

*Lizeth Pilamunga*  
*Khadijah Vazquez*  
*Marelin Astacio*

<b>Cover Page</b>	1
<b>Biography</b>	3
<i>Lizeth Pilamunga</i>	3
<i>Khadijah Vazquez</i>	4
<i>Marelin Astacio</i>	5
<b>Store Layout</b>	6 & 7
<b>Research of Major Fashion Trends</b>	8 & 9
<b>Target Market using VALS</b>	10 & 11
<b>Product Price Comparison</b>	12
<b>Color Story</b>	13
<b>Fabric Story</b>	14, 15 & 16
<b>Final Costs</b>	17
<b>Evaluation of Fabrics</b>	18 & 19
<b>Changes and Notions</b>	20
<b>Quality Control and Merchandising</b>	21 & 22
<b>Conclusion</b>	23
<b>Sources</b>	24 & 25

**Biography:**

**Lizeth Pilamunga**

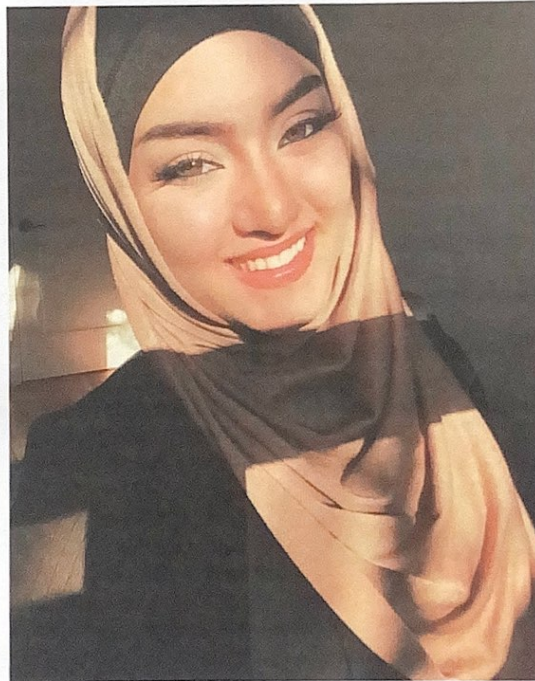
Lizeth is a student currently enrolled at the New York City College of Technology in Brooklyn, New York. She is working on her bachelor's degree in Fashion Business and Technology and expects to graduate in Fall 2023. She wants to learn more about the fashion industry and eventually become a stylist.



Style Loft - Lizeth, Khadijah, Marelin  
Group 6 - Page 4

**Khadijah Vazquez**

Khadijah Vazquez is a student currently enrolled at the New York City College of Technology in Brooklyn, New York. She is finishing up her associate's in Fashion Business and Technology in Spring 2022. She then will continue her studies in London, UK to pursue a Bachelor's degree in Islamic Studies, and aims to become a Human Rights specialist and coordinator, specifically for Muslim women and refugees all around the Middle East. She is passionate about revolutionizing modest fashion as well as creating a safe space for Muslim women around the world.



**Marelin Astacio**

Marelin Astacio is a student currently enrolled in the New York City College of Technology. She is concluding her bachelor's degree in the Business and Technology of Fashion and expects to graduate in the Spring of 2023. Her interests in fashion include how fashion as a whole can be used as an innovative force to change the future through sustainable and ethical practices.



## Store Layout

Arriving at Style Loft, our customers will have the feeling of peace and conformity inside our store, to create a cozy and calm

environment our colors will be warm. Our store will welcome you with a range of pastel colors, white, and stronger colors like black and green. A set of colors in the loungewear garments has been basic since the sweatshirt and the pants have to be the same color or a lighter color. Relaxing music to make you feel at home or in a



place full of peace will allow consumers to feel calm and at peace when entering our store. Our

store will have a Threshold Zone design that will help us convince our customers from the door. (Cerdá Group 2018) Right Zone The right part is the most important part of the store since garments that attract attention will be placed in the clients and serve as a sample of the rest of the clothes that we have in our store. (Cerdá Group 2018) Finally a design of the central area.



We will use a grid design that is a distribution of the product where the products are placed on shelves in the form of a grid and this means that the client must go through several aisles to find

Style Loft - Lizeth, Khadijah, Marelin  
Group 6 - Page 7

what they are looking for. (Cerdá Group 2018) It is easy to place promotions and signs for maximum security so that customers can find everything they are looking for. Style loft wants customers to be satisfied with their purchases, to be able to browse the store and find everything they need. Although their path may be predetermined by design, we can guarantee that our customers will feel completely at home in Style Loft's joyful environment and will not mind visiting the entire shop.

## Research of Major Fashion Trends

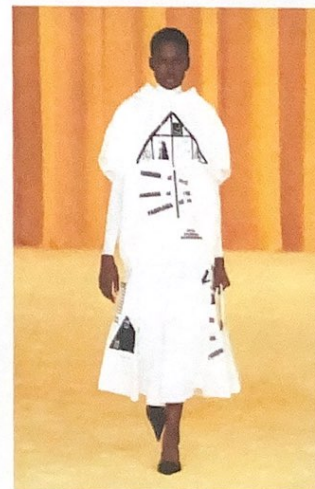
Loungewear attire has some significant fashion trends. Loungewear is defined as casual wear suitable for relaxing and lounging at home.

Whether working or resting, loungewear might be the ideal stay-at-home outfit. Comfortable and warm, but with just enough customized refinement to keep you looking fashionable. But what separates this relatively new apparel category from pajamas, and more importantly, what characterizes it? What are the essential elements of your collection? Loungewear, which falls halfway between athleisure and sleepwear, is a popular choice for anyone wishing to escape the confines of office attire or jeans and what one would wear to bed (either pajamas or naked).

High-end fashion designers have embraced the trend influenced by the Scandinavian Hygge movement, gender neutrality, and a return of '90s nostalgia typified by high-end tomboy styling in the previous decade, expanding style alternatives to women's size. Sleepwear vs. Loungewear While sleepwear has a looser fit, typically patterned or brightly colored patterns, and materials such as fleece or flannel, loungewear has a neutral palette and textiles such as modal or cotton blends. Coordinating pieces, rather than a "set" of pajamas, will provide a firm basis for mixing and matching your ideal loungewear ensemble.

(PHOTO: COURTESY OF PRADA HOODIES)

Hoodies are the trend for you if you're like me and still like the notion of wearing sweatpants but want to change up how you style them. Oversized shapes are likely to be used over dresses or layered beneath jackets.





## Elevated Knit Set

As seen at Proenza Schouler and Nanushka, sophisticated knit sets are one of the most fashion-forward ways to slip into loungewear for spring. Elevated Knit clothes, on the other hand, are ideal for running errands, having lunch with your friends, meetings, work, a night out, and even a holiday party. Short skirt sets, pants sets... there are so many alternatives for coordinating clothes. There's something for everyone's shape

### Elevated Knit Pant Sets



### Elevated Knit Skirt Sets



and desire. The knitted ensembles on display today are really adaptable. We hand-picked these ensembles to show you how they may be worn casually, formally, or anywhere. (Rushoton 2021)

### **Target Market using VALS**

The VALS System includes consumer behavior, achievements, and self-expression. These aspects determine trends, loyalty, and marketing strategies. We can accurately develop products to create an engaging relationship with our customers by acknowledging our target markets' values and lifestyles. The audiences are divided into nine lifestyle types: innovators, thinkers, achievers, emulators, achievers, strivers, experiencers, makers, and survivors. Each type is thought to behave and consume differently (Ridenour, 2019). Although the VALS strategy is helpful, most consumers are pretty complex and do not fit into clearly defined categories. However, based on our products, we were able to identify achievers and experiencers as our main types of consumers. Achievers value functionality and our brand, Style Loft, is all about that as well as incorporating a stylish twist. As for experiencers, they value mood, emotions, and physical activity and therefore can channel this through our garments. Not only are achievers goal conscious and value technology that provides a productivity boost, but they are aware of the damage to the environment regarding fast fashion and mass production. Therefore our brand is right up their alley. Style Loft is all about sustainability and ensuring the best quality while maintaining ethical values in our manufacturing process. We strive to stay true to our values and make a difference within the fashion industry. We also acknowledge the value in putting more effort into stay-at-home outfits as it enhances productivity and motivation, especially during a pandemic where most people worked from home and still desired the routine of getting ready in the morning. Another great aspect about our garments is the large variety of age groups and generations that we cater to. All women ranging from 18-55 years old can wear our garments as they are comfortable and versatile. As well as catering to all different cultural backgrounds and

Style Loft - Lizeth, Khadijah, Marelin  
Group 6 - Page 11

religions that strive for modest yet fashionable loungewear. Our demographic can range from Baby Boomers all the way to Gen Z. In conclusion, anyone who is eco-conscious and has the desire to dress up their loungewear can enjoy our products, especially since we source our materials ethically and use materials made for all skin types and conditions. As well as ensuring an affordable price range.

-Target market examples:



### **Product Price Comparison**

Is a sustainable brand, that values quality over quantity. We target customers who do not mind investing in more durable and eco-friendly garments. Our leading competitors tend to mass-produce their garments using cheaper materials that are not only bad for the environment but are also less durable and made of materials that do not mix well with sensitive skin. Here at Style Loft, we prioritize using both sustainable practices and materials. This is part of what sets us apart from leading competitors.

We are also aware that pricing is a huge factor that leads to brand success, however, we still want to remain affordable to cater to people of all income brackets. This is why we utilize the value comparison pricing method. Value-based pricing is the method of setting a price by which a company calculates and tries to earn the differentiated worth of its product for a particular customer segment when compared to its competitor (HBR, 2016). Once we as producers develop the garment value, we can determine an appropriate price for our customers. As mentioned above, we know that our customers would much rather invest in quality, while still staying within an affordable price range. Of course, we will need to make a profit to sustain our business, however, we will still have many benefits to persuade our customers to choose us over our leading competitors.

## Color Story

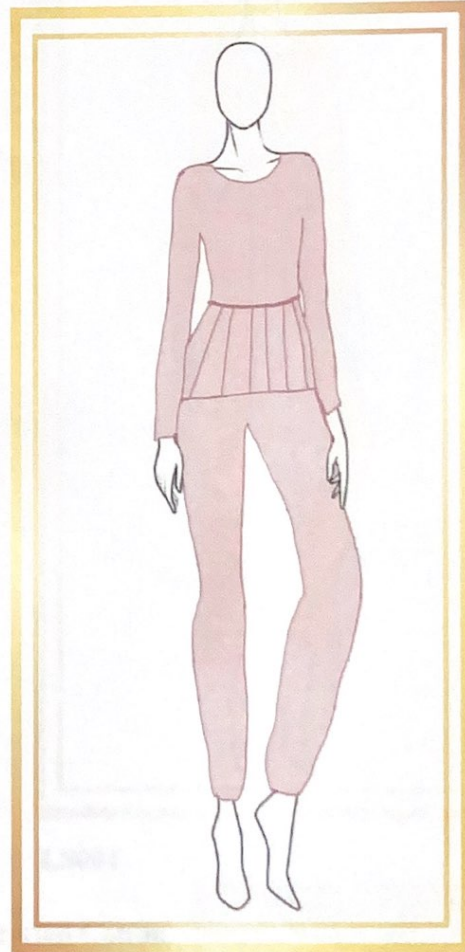
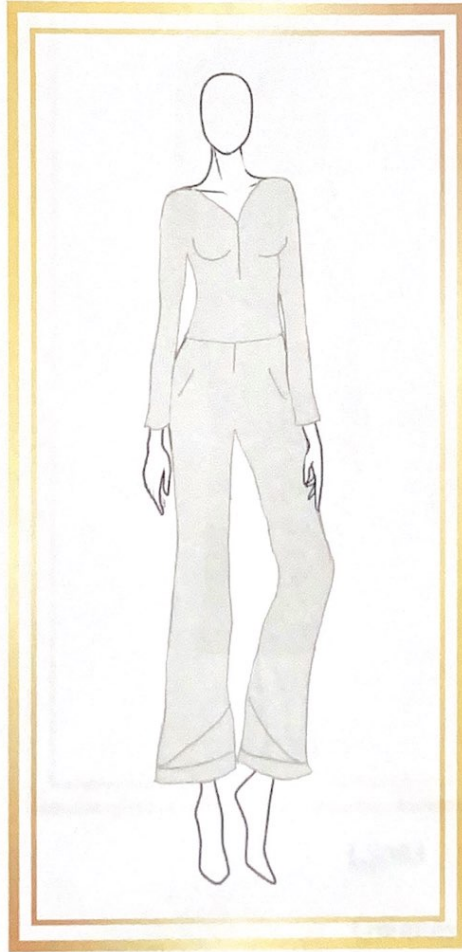
Since we focus on loungewear and activewear we prefer neutral and pastel colors. The trend found in Style Loft's target market is calm colors that help the consumers relax while they lounge at home. Neutral tones invoke calm and relaxing feelings in consumers. The choice of



colors paired with the laid-back silhouettes of the garments will give off a casual but still fashion-forward feeling for the wearer. The color story depicted is that of luxury and calm with the pairing of neutrals and pastel colors. As brown has become a very popular and trendy color in fashion since 2021, we chose to present a variety of brown shades so that consumers can have different options. "From deep chocolate to light sand, the entire spectrum of brown is on-trend. Unlike other dark neutrals, it's easy to mix shades of brown in one outfit." (Besser, 2021) As for the other colors, pastels are always in during the spring and summer seasons and they also help invoke calm feelings when our consumers view our clothing items.

"Latte Pink" and "Dandelion" are happier colors while "Slate" screams stylish. Overall, our consumers will feel fashionable and luxurious while simultaneously feeling ever so comfortable in our clothing pieces.

### Fabric Story



**LS001**

**Recycled**

**Cotton**

(Huzou Minyang Textile Co., LTD)

**LS002**

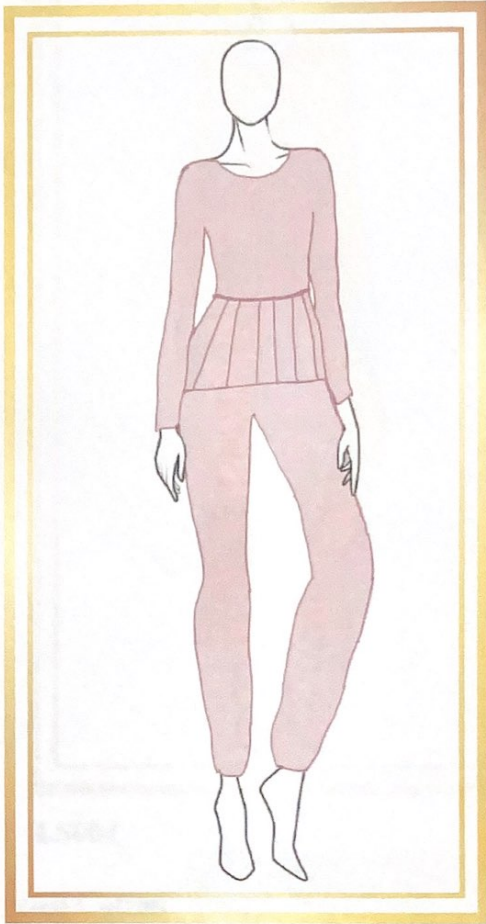
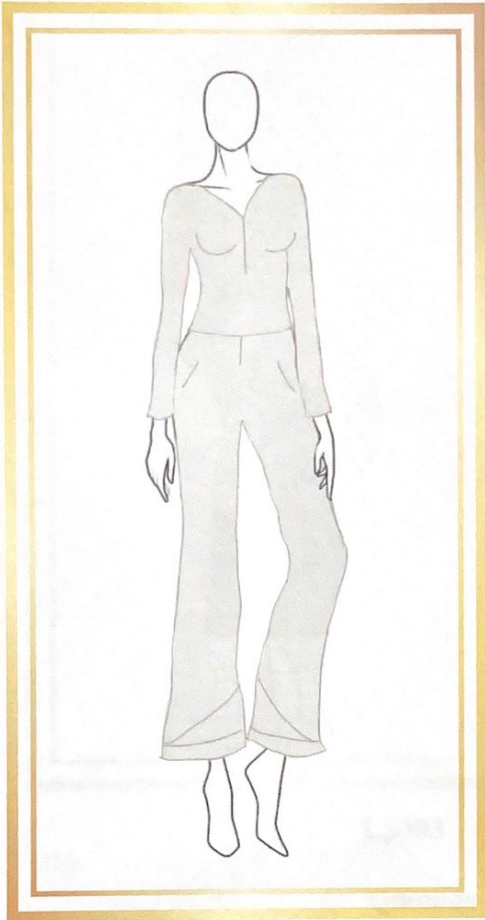
**Organic**

**Hemp**



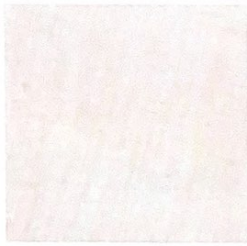
(The Fabric Store)

**Fabric Story**



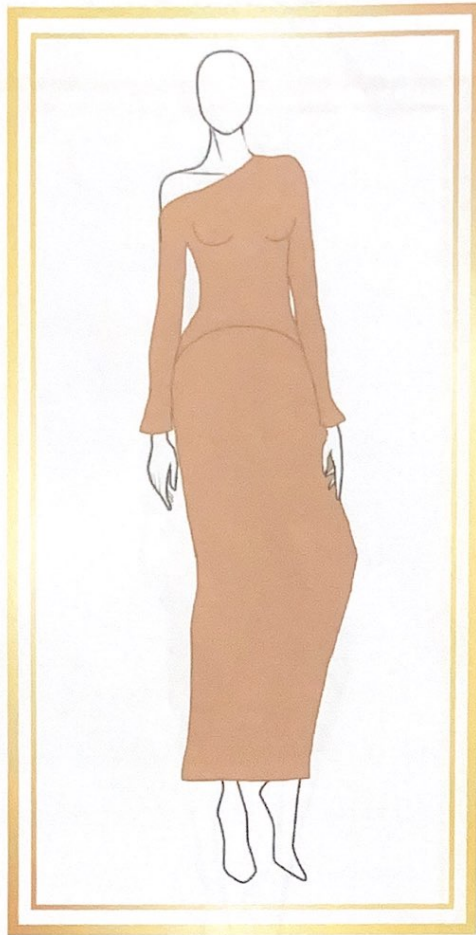
**LS001**  
**Recycled**  
**Cotton**

(Huzou Minyang Textile Co., LTD)



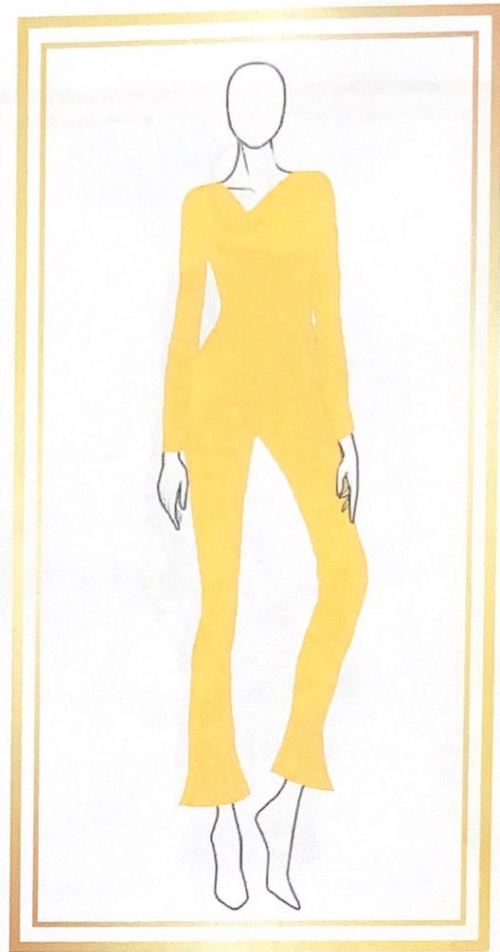
**LS002**  
**Organic**  
**Hemp**

(The Fabric Store)



**LS003**

**Qmonos**



**LS004**

**Recycled Cotton  
Blend**





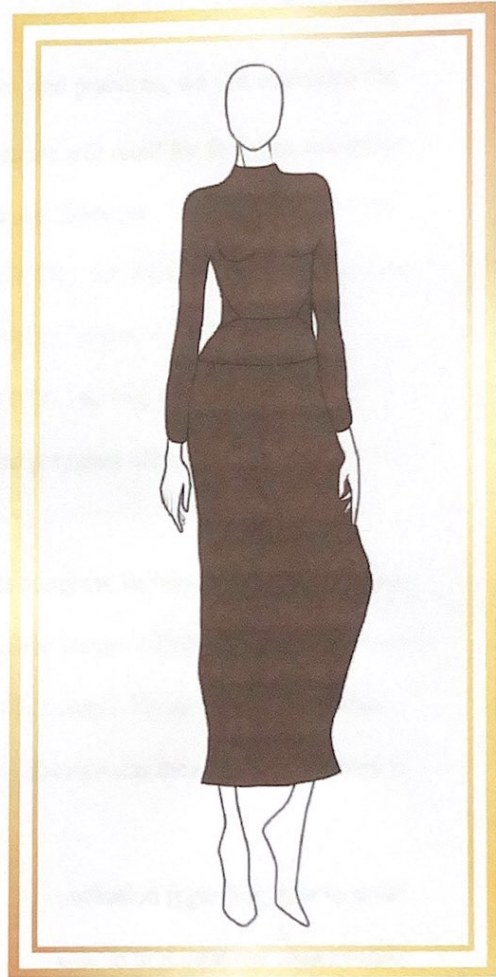
(Outside Business Journal)

(Fabric.com)



**LS005**

**Bamboo (Mood Fabrics)**



**LS006**

**Bamboo (Fibre2Fashion)**



## Final Costs

After taking a look at our target market, resources, and practices, we can determine the final cost of our garments. Our two-piece pant and top outfits will retail for \$60. Our two-piece outfits can also be sold separately for \$45 a piece. As for our dress sets, they will retail for \$55. Creating these affordable prices will ensure that all people from any demographic can afford our products. While also making space to practice our sustainable values.

Material cost and manufacturing will be a factor when creating these prices for our customers. We use bamboo, recycled cotton, qmonos, and polyester blends. These materials are budget-friendly, especially when purchased in bulk.

Our materials consist of blends that allow for this budget to be honored. We want to stay consistent and allow our customers to create a positive brand image. These garments are versatile and therefore open the doors for many different kinds of customers. These garments are also trendy and therefore can take an impact on our marketing strategies as they will allow others to follow these trends and style them similarly.

Our target audience tends to look at social media for inspiration regarding how to style new garments, especially in a casual everyday way. We also want to highlight our brand values and practices as it is hard to come across brands nowadays that remain true to their ethical impact on the fashion industry.

Overall, we believe we can make a positive impact on not only the manufacturing process but the overall impact on the fashion industry when it comes to preserving our environment and ensuring ethical practices are being followed within manufacturing factories.

### **Evaluation of Fabrics**

Style loft is a company that takes sustainability very seriously. By implementing ethical practices and only using materials that are biodegradable and recyclable, we continue to put our best foot forward in hopes of bringing forth a more sustainable fashion industry.

One of the main environmental problems found in the fashion industry is overconsumption and clothing waste. Every year, millions of tons of clothing end up in landfills. On average, it is around 10 million tons, with only about 2.5 million tons being recycled. In 2018 alone, 17 million tons of textile waste ended up in landfills. Our company uses recycled cotton as one of its stable fabrics because it is given a second chance at life while simultaneously keeping cotton out of landfills. It is more sustainable than both regular and organic cotton because cotton is one of the most water-consuming and pesticide using crops that can be grown. By using recycled cotton, the use of these resources is cut down. The next fabric our company uses is organic hemp. This material is another crop that would aid in minimizing the use of water and pesticides. It brings the use of pesticides down to zero when grown and even naturally fertilizes the soil it grows on. (Rauturier, 2019)

Next is Qmonos, an innovative material that is made from artificial spider silk. Invented when a Japanese clothing company; Spiber Inc. used synthesized genes to persuade bacteria to produce fibroin, a structural protein found in spider silk. (Dr.N.N. MAHAPATRA,2021) Although a synthetic fiber, Qmonos is highly environmentally friendly as other than the use of Spider DNA, no animals are used when making the silk. Instead, microbes are used to create lots of silk proteins which are then harvested and spun into fibers.

The last fabric we use is bamboo. While bamboo is not the most sustainable fabric on the market currently due to the chemical-intensive processes needed to turn it into a fiber, the truth is that

Style Loft - Lizeth, Khadijah, Marelin  
Group 6 - Page 19

when compared to the growth of conventional cotton, it is a better crop to grow. This is because “Bamboo grows rapidly, needs very little water, fertilizer, or pesticides, and sequesters a large amount of carbon dioxide, absorbing five times more carbon dioxide and 35% more oxygen than similar plants.”(Imgrund, 2017) Ultimately, our company feels proud of the fabrics we use and the decisions we make to continue to be a more sustainable company.

As a result of our research, we have identified several key factors that will influence the success of our brand. These factors include the quality of our materials, the efficiency of our production process, and the overall customer experience.

In the sample I provided, the brand will offer a range of styles to cater to different customer preferences. The brand will focus on creating high-quality, sustainable clothing that is both functional and fashionable. The brand will also offer a variety of sizes and colors to ensure that all customers can find something that suits them.

In the sample I provided, Style Loft changes will be made to the website. A new design choice will be added, a brand of a new color, and the site will include a link to our social media pages to give it that extra touch to those who follow our style. The points will be above the header to give that touch to the operation of the website.

Our garments also have the option to be recycled or allow for a lot more recycling. This is the beauty within our brand. We are committed to using different recycled nylon. This not only expands our target market but allows us to create more of a variety within our brand.

### **Changes and Notions**

In sample LS002 some changes will be made. To start the sweater will have buttons to make it look more sophisticated and easier to put on. At the same time, the pants will have more detailed adjustments at the bottom so that the piece seems more stylized to consumers. Some pockets will be added for more comfort. This serves so that the consumer can keep their phone or keys in their pocket. Many of us want something essential like a pocket when we are busy and need to save our things for a while.

In the sample LS003, Style Loft will make some changes to the skirt will be shorter. Instead of it being full length and reaching the ankles, it will be cut so that it reaches the knee, it will be tight to the body. Just as the sweater has an off-the-shoulder neckline, we plan to cut a slit at the bottom of the skirt to make it a sexy addition to the set.

In the sample LS004, Style Loft. Changes will be made to the sweater, a front button closure will be added, a total of 4 buttons, and the rest will remain open in a kind of inverted V (Λ) to give it that sexy touch to those who desire this style. The pants will be above the belly button to give that touch to the opening of the sweater.

Our garments also have the option to be layered to allow for a bit more modesty. This is the beauty within our line. We can cater to many different values and styles. This not only expands our target market but allows us to create lots of variety within our lookbooks.

### Quality Control and Merchandising

Style Loft believes in being eco-friendly, and several factors come with being eco-friendly. As mentioned earlier, Style Loft uses the simplest eco-friendly materials on the market. As stated before, we use satisfactory substances and fabric for our loungewear line within the market. The significance of our emblem is the consolation that our garments constitute amazing quality.

Feel better.

Made from a very tender jersey mixture, the cloth of our jerseys, t-shirts, and attire appears like a dream towards the skin. Our joggers, living room pants, and shorts are crafted from French Terry, a cotton-spandex mixture cloth for a luxuriously heavy feel.



Lasts longer:

Style Loft - Lizeth, Khadijah, Marelin

Group 6 - Page 22

Our loungewear may be tumble-dried again and again without showing any signs of wear. And jersey fabric even has less than cotton, so it will stay fresh longer.

#### Accessibility :

Investing in our pieces, not like maximum different luxurious living rooms put on at the market, might not wreck the bank. We have made positive to live proper to our dedication to carrying you excessive excellent textiles at a low priced price. Just like a brilliant pair of sheets facilitates you sleep higher, amazing loungewear will enhance the excellent of your relaxation (seriously, you have not lived till you have watched your favored TV display at the same time as sporting this). (Brooklinen 2022)