

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)

Conclusion

The style of managing the fashion industry is continuously evolving and new trends are usually at the upward push. With the upward push of social media, we see what trends are rapidly rising and which manufacturers can keep up with them. Style Loft's logo follows new minimalist trends. Style Loft proudly participates in the sustainable market. Our materials consist of Recycled Cotton, Bamboo, and Organic Hemp. All of these fabrics have their very own particular manner of being eco-friendly and beneficial for many different skin types.

Style Loft additionally prides itself on being made in America. Bringing more opportunities to provide more jobs and better quality garments for our customers. After studying and figuring out important style trends, purchasing within the market, reading similar product services at better prices, comparing the material decided on for the product in opposition to the specs of performance, and figuring out the value of the clothing product while discussing the best manufacturing procedure. Style Loft is a brand that customers will recognize and love for being eco-friendly, high quality, low priced, and staying updated with trends.

We take pride in creating a safe environment for our customers as we cater to many different backgrounds and demographics. We are happy to say that we offer a large variety of garment styles and allow individuals to influence others via our social media page.

Overall, creating a brand was not easy. We see the challenges that every brand faces within the fashion industry, especially when having to source internationally versus sourcing domestically. However, we have studied the ins and outs of our brand and created a perfect mix of marketing, manufacturing, and merchandising.

Sources:

-True&Co. (2021, February 12). *What is Loungewear?*

<https://trueandco.com/what-is-loungewear/>

Cerda Group. (2018, January 8).

How to place clothes in your store to increase sales. Cerda Life's little moment.

<https://blog.cerdagroup.com/how-to-place-clothes-store-increase-sales>

Nichols, K. (2021, February 10). 8

Loungewear Trends That Will Be Big This Spring. Who What Wear UK.

<https://www.whowhatwear.co.uk/spring-loungewear-trends>

Rushton, K. (2021, November 19).

How to Wear Elevated Knit Sets. Effortless Style Nashville.

<https://effortlesstyle.com/how-to-wear-elevated-knit-sets/>

Ridenour, E. (2019, February 26).

Eric Ridenour. Zilker Marketing. Retrieved May 11, 2022, from

<https://zilkermarketing.com/using-vals-to-find-your-audience/>

Besser, Rachel. "Why We're Wearing Brown This Season."

Style Loft - Lizeth, Khadijah, Marelin
Group 6 - Page 25

Vogue, Vogue, 7 Feb. 2020, <https://www.vogue.com/slideshow/best-brown-outfits>.

-“What Are the Most Sustainable Fabrics?” *Good On You*, 3 Feb. 2021,

<https://goodonyou.eco/most-sustainable-fabrics/>.

“What Happens to Unwanted Clothes?”

Green America,

<https://www.greenamerica.org/unraveling-fashion-industry/what-really-happens-unwanted-clothe>

.

Brown, Rachel. “The Environmental Crisis Caused by Textile Waste.”

RoadRunner Recycling,

<https://www.roadrunnerwm.com/blog/textile-waste-environmental-crisis>.

Textilevaluechainmedia. “Clothing from QMONOS Fibres.”

Textile News, Apparel News, Fashion News, 26 May 2021,

<https://textilevaluechain.in/in-depth-analysis/clothing-from-qmonos-fibres/>.

Fulop, V. (2019, August 15). *The Importance of Investing in Quality Loungewear*.

Brooklinen.

<https://www.brooklinen.com/blogs/brookliving/the-importance-of-investing-in-quality-loungewe>

[ar](#)

Style Loft - Lizeth, Khadijah, Marelin

Group 6 - Page 26

Imgrund, Mary, and Mary Imgrund. "Sustainable Textiles Spotlight: The Truth behind Bamboo Fabric." *Eco Warrior Princess*, 14 May 2018,

<https://ecowarriorprincess.net/2017/10/sustainable-textiles-spotlight-the-truth-behind-bamboo-fabric/>.

A quick guide to value-based pricing. Harvard Business Review. (2016, August 9).

Retrieved May 16, 2022, from <https://hbr.org/2016/08/a-quick-guide-to-value-based-pricing>