

# 2MAD

JUST STREETWEAR

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PHOTOGRAPHED BY IAN CASTANEDA

## Abstract

The project exemplifies the team's ability to create/buy a product and place it in an appropriate location. 2MAD is a streetwear brand specializing in different bottoms, ranging from shorts to joggers. 2MAD is located in the heart of Soho in New York City at 513 Broadway street New York, NY 10012. With its prime location, on the same block as Zara, H&m, and Brandy Melville, the store's foot traffic should be at a stable high number. Customers passing by will be drawn in by the new window displays which will showcase the stores bottoms. The store's layout will include a large register in the middle of the store, with 3 walls full of merchandise surrounding the register. The customers enter on the left side of the store and have to walk past all the merchandise to try things on in the fitting room and then come full circle to the register.

Keywords: Soho, merchandise, layout, streetwear

## Team Members



My name is Makenna Prince and I am the designer for 2MAD. For this project I was in charge of designing our ready to wear streetwear pants and sourcing the fabric we will be using to create them. I was also in charge of researching the color forecast for SS23 (spring/summer 2023) and implementing them into the designs. As the designer I created our brand's logo.



My name is Anthony Mota and I am a public relations specialist. I work for the apparel brand 2MAD creating and maintaining a positive brand and public image.





My name is Darnel Duncn, I am the merchandiser for the streetwear brand 2MAD. I work with inventory management teams to organize the warehouses they house their products in. As well as organizing products on sales displays



My name is Michelle Kotsioubenko and I am the Buyer for the streetwear brand 2MAD. I worked with Makenna, the designer, in order to decide which items to stock and which pieces would fit 2MAD's image. It is important to choose the right merchandise, as they are a representation of the brand image. I also created the floor plan for the store, as well as found the perfect location for 2MAD.



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## Part A

When given the project our team immediately collaborated on a location, which we thought would be perfect. That location ended up being the neighborhood of Soho, Manhattan in New York City. After we agreed on a location for the store, we had to figure out our target customer and what they would buy. So, we researched the demographics, psychographics, and the current economic conditions of the neighborhood and determined sweatpants would be the perfect thing to sell.

For the most recent data on Soho, we have to look at the 2018 combined neighborhood data of Greenwich Village/Soho, which has a population of 151,979 according to Furman center, with 14.5% of the population identified as Asian, 1.7% identified as black, 7.4% identified as Hispanic, and 72.6% identified as white. Median household income in 2018 was \$150,600, about 132% more than citywide median household income (\$64,850). The poverty rate in Greenwich Village/Soho was 6.6% in 2018 compared to 17.3% citywide.

Before deciding which neighborhood would be the perfect location for our store, it is important to know the type of people in all the areas of New York City. Looking at the upper west side, as a team we knew it is very residential and most stores cater to the stay-at-home mom. Then we looked at the upper east side and knew our store would not fit into the aesthetic of 5th avenue. Lastly, we compared Midtown and Soho and it was evident that Soho would be the perfect location. Soho is known for its little cobble streets, the ambiance, the restaurants, and the large variety of stores, ranging from H&M to Louis Vuitton. The wide range of stores allows for different types of shoppers to come to lower Manhattan. Unless the customer is looking for large retail stores that one could find on 5th avenue, the average New Yorker would pop into Soho for a shopping day and cute brunch. Spending a day in Soho on a nice Saturday is an experience.

When comparing Soho and another neighborhood in NYC, for example the upper east side, one could imagine someone shopping on 5th avenue would probably be coming from work or an important lunch, going into Barney's to look at new fancy shoes. The demographic in this part of New York is different. That's why it was very important to recognize the type of people that would shop in the different neighborhoods of the city.

While working on our street wear collection for spring/summer 2023 we had to research what colors were being forecasted for that year. After some research we found out the color forecast for spring/summer 2023. According to WGSN (Worth Global Style Network) and Coloro the color forecasts are: Digital Lavender, Luscious Red, Sundial, Tranquil Blue, and Verdigris. Digital lavender is almost predicted to be the color of the year (Coloro + WGSN, 2021). Digital lavender was chosen as the color of the year because of its gender neutrality/inclusivity and its mood boosting qualities (Trendsetter, 2021). We made sure to incorporate each of the colors into our designs along with some basics like black and white. We searched for clothing that our target consumer enjoys wearing and changed a couple details to create our own line of clothing. With our target demographic being young adults aged 16 – 28 we made sure our designs were trendy and in tune with the sense of style. We designed both long and short pants, the long pants can be worn the whole spring/summer season while the shorts will be for the warmer months. As a company, inclusivity is extremely important to us and we want to make sure that everyone that walks into our store or browse our designs online feels comfortable. With that being said, all of our designs are offered in a wide array of sizes to fit almost every shape and size. We offer clothing from size XS – XXL. The reason we chose to do street wear is due to its popularity amongst young adults of all socio-economic status. Our store being located in SOHO is perfect for reaching our target demographic. Due to COVID-19, the

majority of people in the world were giving stay at home orders. Those orders made social media the main way for people to communicate with friends and family. With that reliance on social media platforms such as TikTok, Instagram and twitter, a lot of young adults are sharing pictures and videos of their styles and where they purchased them. Therefore, we believe that young adults are the perfect target demographic for our brand. The Covid-19 pandemic drastically affected the fashion industry. With the world being on lockdown, many businesses were forced to close or moved to online selling. Apps like TikTok and Instagram began promoting many small businesses that boomed during the quarantine period. There became new ways of promoting brands and many people even began doing “clothing hauls” on Instagram and TikTok. As soon as anything went viral on TikTok, it was usually sold out on Amazon. Amazon became “the default retailer and essential service” during the lockdown (Palmer, 2020). The idea of being comfy chic skyrocketed and people began splurging on athleisure and comfortable clothes (Klerk, 2020). All of a sudden looking good at home was also important. For these reasons it is important to keep in mind that people are not shopping the way they used to. Many people still have not returned to work or switched to working from home, and businesses even prefer to have people work from home because they no longer need to pay rent for an office space (Haag, 2020). This pushed loungewear and streetwear to succeed during the beginning of the lockdown, and they are here to stay (Girmay, 2021). The “Princess Diana” look featuring biker shorts and a crew neck or oversized varsity jackets have become a trend this year (Girmay, 2021). The previous research was analyzed prior to buying merchandise for 2MAD. In order to cater to our target market it was necessary to analyze trends and ask ourselves “What are people wearing in 2021?”



## Target Customers



We are targeting people between the ages of 16-28 that enjoy the comfort of joggers but also want to stay in style with a cool pair of pants. We chose this target market because streetwear has become a huge hit amongst people between the ages of 16-28 that have some free time, and love to prioritize their comfort. We wouldn't be targeting a corporate worker in the financial district with our product, because that's something they probably would never wear. After spending much time in Soho analyzing the customers and people of the neighborhood, it was evident that streetwear was very popular. There were people taking photos in front of cool and artsy murals, people eating and enjoying their free time, people shopping, and they were all mostly in comfortable clothing. People in Soho have a certain swag to them, so our pants would be the perfect fit.

# Design Sketches

## Coloro + WGSN Color Forecast Spring/Summer 2023



Figure 1 From: [fashiontrendsetter.com](http://fashiontrendsetter.com)



## SKU

### Feb. – March

Style #	Color #	color name	Season	Size	SKU	IRN
001234	001-	red	s23	xs	1234-001-s23-xs	001
001234	001-	red	s23	s	1234-001-s23-s	002
001234	001-	red	s23	m	1234-001-s23-m	003
001234	002-	blue	s23	l	1234-002-s23-l	004
001234	002-	blue	s23	xl	1234-002-s23-xl	005
001234	002-	blue	s23	xxl	1234-002-s23-xxl	006
001234	002-	blue	s23	xs	1234-002-s23-xs	007
001234	002-	blue	s23	s	1234-002-s23-s	008
001234	002-	blue	s23	m	1234-002-s23-m	009
001234	002-	blue	s23	l	1234-002-s23-l	0010
001234	003-	green	s23	xl	1234-003-s23-xl	0011
001234	003-	green	s23	xxl	1234-003-s23-xxl	0012
001234	003-	green	s23	xs	1234-003-s23-xs	0013
001234	003-	green	s23	s	1234-003-s23-s	0014
001238	001-	red	s23	m	1238-001-s23-m	0015
001238	001-	red	s23	l	1238-001-s23-l	0016
001238	001-	red	s23	xl	1238-001-s23-xl	0017
001238	001-	red	s23	xxl	1238-001-s23-xxl	0018
001238	001-	red	s23	xs	1238-001-s23-xs	0019
001238	005-	brown	s23	s	1238-005-s23-s	0020
001238	005-	brown	s23	m	1238-005-s23-m	0021
001238	005-	brown	s23	l	1238-005-s23-l	0022
001238	005-	brown	s24	xl	1238-005-s24-xl	0023
001238	005-	brown	s23	xxl	1238-005-s23-xxl	0024
001238	003-	green	s23	xs	1238-003-s23-xs	0025
001238	003-	green	s23	s	1238-003-s23-s	0026
001238	003-	green	s23	m	1238-003-s23-m	0027
001238	003-	green	s23	l	1238-003-s23-l	0028
001238	003-	green	s23	xl	1238-003-s23-xl	0029
001238	003-	green	s23	xxl	1238-003-s23-xxl	0030
001239	058-	purple with rainbow stripe	s23	xs	1239-058-s23-xs	0031
001239	058-	purple with rainbow stripe	s23	s	1239-058-s23-s	0032
001239	058-	purple with rainbow stripe	s23	m	1239-058-s23-m	0033
001239	058-	purple with rainbow stripe	s23	l	1239-058-s23-l	0034
001239	058-	purple with rainbow stripe	s23	xl	1239-058-s23-xl	0035
001239	018-	red with rainbow stripe	s23	xxl	1239-018-s23-xxl	0036
001239	018-	red with rainbow stripe	s23	xs	1239-018-s23-xs	0037
001239	018-	red with rainbow stripe	s23	s	1239-018-s23-s	0038
001239	018-	red with rainbow stripe	s23	m	1239-018-s23-m	0039
001239	018-	red with rainbow stripe	s23	l	1239-018-s23-l	0040

## April – May

Style #	Color #	color name	Season	Size	SKU	IRN
001234	001-	red	s23	xs	1234-001-s23-xs	001
001234	001-	red	s23	s	1234-001-s23-s	002
001234	002-	blue	s23	m	1234-002-s23-m	003
001234	002-	blue	s23	l	1234-002-s23-l	004
001234	003-	green	s23	xl	1234-003-s23-xl	005
001234	003-	green	s23	xxl	1234-003-s23-xxl	006
001235	004-	purple	s23	xs	1235-004-s23-xs	007
001235	004-	purple	s23	s	1235-004-s23-s	008
001235	004-	purple	s23	m	1235-004-s23-m	009
001235	002-	blue	s23	l	1235-002-s23-l	0010
001235	002-	blue	s23	xl	1235-002-s23-xl	0011
001235	002-	blue	s23	xxl	1235-002-s23-xxl	0012
001236	061-	black with red stripe	s23	xs	1236-061-s23-xs	0013
001236	061-	black with red stripe	s23	s	1236-061-s23-s	0014
001236	061-	black with red stripe	s23	m	1236-061-s23-m	0015
001236	063-	black with green stripe	s23	l	1236-063-s23-l	0016
001236	063-	black with green stripe	s23	xl	1236-063-s23-xl	0017
001236	063-	black with green stripe	s23	xxl	1236-063-s23-xxl	0018
001236	063-	black with green stripe	s23	xs	1236-063-s23-xs	0019
001237	005-	brown	s23	s	1237-005-s23-s	0020
001237	005-	brown	s23	m	1237-005-s23-m	0021
001237	005-	brown	s23	l	1237-005-s23-l	0022
001237	005-	brown	s23	xl	1237-005-s23-xl	0023
001237	005-	brown	s23	xxl	1237-005-s23-xxl	0024
001237	005-	brown	s23	xs	1237-005-s23-xs	0025
001237	005-	brown	s23	s	1237-005-s23-s	0026
001238	001-	red	s23	m	1238-001-s23-m	0027
001238	001-	red	s23	l	1238-001-s23-l	0028
001238	001-	red	s23	xl	1238-001-s23-xl	0029
001238	004-	red	s23	xxl	1238-004-s23-xxl	0030
001238	004-	purple	s23	xs	1238-004-s23-xs	0031
001238	004-	purple	s23	s	1238-004-s23-s	0032
001238	004-	purple	s23	m	1238-004-s23-m	0033
001239	058-	purple with rainbow stripe	s23	l	1239-058-s23-l	0034
001239	058-	purple with rainbow stripe	s23	xl	1239-058-s23-xl	0035
001239	058-	purple with rainbow stripe	s23	xxl	1239-058-s23-xxl	0036
001239	058-	purple with rainbow stripe	s23	xs	1239-058-s23-xs	0037
001239	018-	red with rainbow stripe	s23	s	1239-018-s23-s	0038
001239	018-	red with rainbow stripe	s23	m	1239-018-s23-m	0039
001239	018-	red with rainbow stripe	s23	l	1239-018-s23-l	0040

**June – July**

<b>Style #</b>	<b>Color #</b>	<b>color name</b>	<b>Season</b>	<b>Size</b>	<b>SKU</b>	<b>IRN</b>
001234	001-	red	s23	xs	1234-001-s23-xs	001
001234	001-	red	s23	s	1234-001-s23-s	002
001234	002-	blue	s23	m	1234-002-s23-m	003
001234	002-	blue	s23	l	1234-002-s23-l	004
001234	003-	green	s23	xl	1234-003-s23-xl	005
001234	003-	green	s23	xxl	1234-003-s23-xxl	006
001235	004-	purple	s23	xs	1235-004-s23-xs	007
001235	004-	purple	s23	s	1235-004-s23-s	008
001235	004-	purple	s23	m	1235-004-s23-m	009
001235	004-	purple	s23	l	1235-004-s23-l	0010
001235	004-	purple	s23	xl	1235-004-s23-xl	0011
001235	002-	blue	s23	xxl	1235-002-s23-xxl	0012
001235	002-	blue	s23	xs	1235-002-s23-xs	0013
001235	002-	blue	s23	s	1235-002-s23-s	0014
001235	002-	blue	s23	m	1235-002-s23-m	0015
001236	061-	black with red stripe	s23	l	1236-061-s23-l	0016
001236	061-	black with red stripe	s23	xl	1236-061-s23-xl	0017
001236	063-	black with green stripe	s23	xxl	1236-063-s23-xxl	0018
001236	063-	black with green stripe	s23	xs	1236-063-s23-xs	0019
001237	005-	brown	s23	s	1237-005-s23-s	0020
001237	005-	brown	s23	m	1237-005-s23-m	0021
001237	005-	brown	s23	l	1237-005-s23-l	0022
001237	005-	brown	s23	xl	1237-005-s23-xl	0023
001237	005-	brown	s23	xxl	1237-005-s23-xxl	0024
001237	006-	purple	s23	xs	1237-006-s23-xs	0025
001237	006-	purple	s23	s	1237-006-s23-s	0026
001237	006-	purple	s23	m	1237-006-s23-m	0027
001237	006-	purple	s23	l	1237-006-s23-l	0028
001238	001-	red	s23	xl	1238-001-s23-xl	0029
001238	001-	red	s23	xxl	1238-001-s23-xxl	0030
001238	001-	red	s23	xs	1238-001-s23-xs	0031
001238	004-	purple	s23	s	1238-004-s23-s	0032
001238	004-	purple	s23	m	1238-004-s23-m	0033
001238	004-	purple	s23	l	1238-004-s23-l	0034
001239	058-	purple with rainbow stripe	s23	xl	1239-058-s23-xl	0035
001239	058-	purple with rainbow stripe	s23	xxl	1239-058-s23-xxl	0036
001239	058-	purple with rainbow stripe	s23	xs	1239-058-s23-xs	0037
001239	018-	red with rainbow stripe	s23	s	1239-018-s23-s	0038
001239	018-	red with rainbow stripe	s23	m	1239-018-s23-m	0039
001239	018-	red with rainbow stripe	s23	l	1239-018-s23-l	0040

## Sketches and Fabric

1)

Style name: Slim Fit Cargo (#001234)

Fabric: Demin (light weight)

Colors: Verdigris, Tranquil Blue, and Luscious Red



2)

Style name: Logo Track (#001236)

Fabric: Polyester (athletic knit)

Colors: Black, Verdigris, and Luscious Red



3)

Style name: Logo Shorts (#12345)

Fabric: Jersey Knit

Colors: Tranquil Blue and Digital Lavender





4)

Style name: 2MAD Shorts (#001237)

Fabric: Jersey Knit

Colors: Sundial and Digital Lavender



5)

Style name: Unisex Cargo (#001238)

Fabric: Polyester (athletic knit)

Colors: Digital Lavender and Luscious Red



6)

Style name: Slim Fit Sweats (#001239)

Fabric: Poly Spandex Athletic Jersey Knit Fabric

Colors: Digital Lavender and Luscious Red



## Logo and Layout

Store name: 2Mas: Just Streetwear

city, state, street: 513 Broadway street New York, NY 10012

Website: [www.2MAD.com](http://www.2MAD.com)

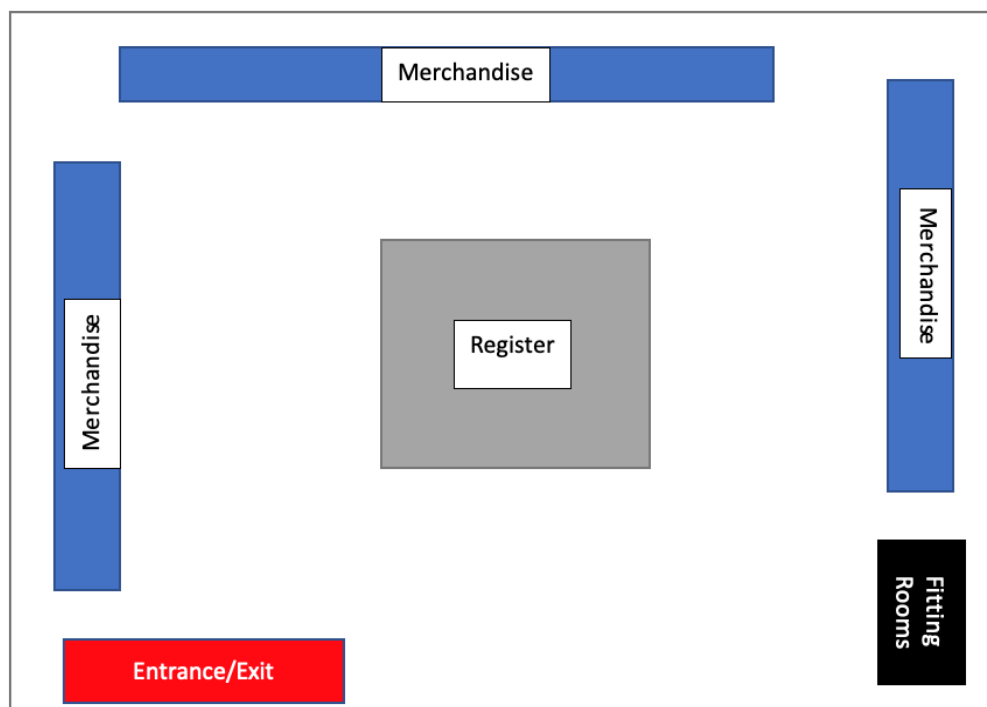
Email: [Customerservice@2mad.com](mailto:Customerservice@2mad.com)

phone number: 1-(212)-566-8004

Logo:



Layout:



## Part B

	Planned sales	On order	Employee Discount	MD\$	Shortages	EOM	BOM
Feb.	\$300,000	\$125,000	2%	\$8,000	2%	\$200,000	\$160,000
Mar.	\$200,000	\$15,000	3%	\$12,000	4%	\$80,000	\$200,000
Apr.	\$300,000	\$145,000	4%	\$4,000	5%	\$110,000	\$80,000
May	\$200,000	\$35,000	0%	\$3,000	7%	\$90,000	\$110,000
June	\$400,000	\$170,000	5%	\$18,000	2%	\$210,000	\$90,000
July	\$250,000	\$24,000	7%	\$25,000	3%	\$70,000	\$210,000

## February

### B1

Planned sales	\$300,000
+Planned reductions	<b>\$20,000</b>
+Planned EOM Stock	\$200,000
= Total monthly needs	<b>\$520,00</b>
-BOM Stock	\$160,000
=Planned purchases	<b>\$360,00</b>
-Merchandise on order	\$125,000
=Open to buy (At Retail)	<b>\$8,000</b>

### Planned Reduction Math

Employee discount	= { .02(300,000) } = \$6,000
+Markdowns	= \$8,000
+Shortages	= { .02(300,000) } = \$6,000
=Planned reduction	= \$20,000

## March

### B1

Planned sales	\$200,000
+Planned reductions	<b>\$26,000</b>
+Planned EOM Stock	\$80,000
= Total monthly needs	<b>\$306,000</b>
-BOM Stock	\$200,000
=Planned purchases	<b>\$106,000</b>
-Merchandise on order	\$15,000
=Open to buy (At Retail)	<b>\$91,000</b>

### Planned Reduction Math

Employee discount	= <b>\$6,000</b> = \$200,000 x 3%
+Markdowns	= \$12,000
+Shortages	= <b>\$8,000</b> = \$200,000 x 4%
=Planned reduction	= <b>\$26,000</b>

## April

### B1

Planned sales	\$300,000
+Planned reductions	<b>\$31,000</b>
+Planned EOM Stock	\$110,000
= Total monthly needs	<b>\$441,000</b>
-BOM Stock	\$80,000
=Planned purchases	<b>\$361,000</b>
-Merchandise on order	\$145,000
=Open to buy (At Retail)	<b>\$216,000</b>

### Planned Reduction Math

Employee discount	=	{.04(300,000)}	=	\$12,000
+Markdowns	=	\$4,000		
+Shortages	=	{.05(300,000)}	=	\$15,000
=Planned reduction	=	\$31,000		



## May

### B1

Planned sales	\$200,000
+Planned reductions	<b>\$17,000</b>
+Planned EOM Stock	\$90,000
= Total monthly needs	<b>\$307,000</b>
-BOM Stock	\$110,000
=Planned purchases	<b>\$197,000</b>
-Merchandise on order	\$35,000
=Open to buy (At Retail)	<b>\$162,000</b>

### Planned Reduction Math

Employee discount	= {0(200,000)} = \$0
+Markdowns	= \$3,000
+Shortages	= { .07(200,000)} = \$14,000
=Planned reduction	= \$17,000

## June

### B1

Planned sales	\$400,000
+Planned reductions	<b>\$46,000</b>
+Planned EOM Stock	\$210,000
= Total monthly needs	<b>\$656,000</b>
-BOM Stock	\$90,000
=Planned purchases	<b>\$566,000</b>
-Merchandise on order	\$170,000
=Open to buy (At Retail)	<b>\$396,000</b>

### Planned Reduction Math

Employee discount	= { .05(400,000) } = \$20,000
+Markdowns	= \$18,000
+Shortages	= { .02(400,000) } = \$8,000
=Planned reduction	= \$46,000

## July

### B1

Planned sales                    \$250,000

+Planned reductions            **\$40,000**

+Planned EOM Stock            \$70,000

= Total monthly needs         **\$370,000**

-BOM Stock                      \$210,000

=Planned purchases             **\$160,000**

-Merchandise on order         \$24,000

=Open to buy (At Retail)      **\$136,000**

### Planned Reduction Math

Employee discount    =  $\{.07(250,000)\} = \$17,500$

+Markdowns            = \$25,000

+Shortages             =  $\{.03(250,000)\} = \$7,500$

=Planned reduction    = \$50,000

**B2**

\$1,650,000 (all planned sales) / 6 months = **\$275,000**

**B3**

\$514,000 (all “on order”) / 6 months = **\$85,666.67**

**B4**

\$70,000 (all markdowns) / \$1,650,000 (all planned sales) = 0.042 x 100 = **4.2%**

## Part C

### C1

$$\$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + \$250,000 = \underline{\$1,650,000}$$

$$\$1,650,000 * 6.2\% = \underline{10,230,000}$$

### C2

$$10,230,000 - 1,820,000 = \underline{8,410,000}$$

The number increased for the sales period. In addition, the reasons for the change in the sales period is because of an influx of customers and a higher demand for products.

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