

Menucha Libman

WINTER 2024 MINI COLLECTION

Menucha Libman

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BUF 2400: Product Development

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Biography:



Menucha is a Business and Technology of Fashion student at NYC College of Technology. She has a vast collection of experience in managerial and product development positions where she supervised budgets, advertising campaigns, garment development. Past marketing experience includes planning and executing advertisement campaigns for single time and annual events.

About the Brand:

Menucha Libman is a luxury women's apparel brand that aims to support the urban woman in all aspects of her day. Her style reflects her life; busy, dynamic, multifaceted. She is a leader, feminine, strong, dynamic and understands the value of hard work. Our clothes work as hard as she does. We are a New York City based brand focused on creating quality products that suit the needs of our customers. Our designs are inspired by the superior geometry of the female figure.

Mission statement:

'To inspire hard work and healthy balance through practical and timeless designs.'

Product development calendar:

We work on a six month production calendar with quarterly product releases.

Our customer spends most of their time at = core collection is workwear.

	Production	Release Month	Collection Type	Special attributes
Spring	Produced in the winter (first and second quarter, respectively). Ready for delivery one month before release date.	April	Standard	Classic year round pieces
Summer		July	Mini (novelty)	Versatile vacation + office appropriate pieces
Fall	Produced in the summer (third and fourth quarter, respectively). Ready for delivery one month before release date.	October	Standard	Most trendy collection
Winter		January	Mini (novelty)	Reflect new years resolutions. Cost friendly; post holiday shopping

Target Market:

Working urban woman [Gen Y & Z]		
Demographics	Age	25-39
	Gender	Female
	Relationship status	In a long term committed relationship/ married
	Income	200k+ annual income
	Education	Bachelor degree +
	Occupation	Corporate
	Region	Major US cities
Psychographics	Life stage	
	Activities	Work, vacations, trendy activities
	Hobbies	Reading, social media, etc.

Most time at work, reaching the height of career. Solid in social life. Start building a family.

She is: Feminine, strong, confident in her own skin, humble, gracious, traditional american.

Major Fashion Trends:

Menucha Libman is a trend supporting brand, meaning our pieces allow for seamless integration of trendy pieces into an outfit while maintaining longevity in your closet for decades. Our consumers experiment with a few trendy pieces each season but rely on their core wardrobe for everyday wear. Our core collection and spring and fall releases focus on improving technology and quality. Our novelty products are created with the season's trends in mind.

Winter 2024 Trends: (Fashionsnoops.com)	
Colors	<ul style="list-style-type: none"> - Rust - Apricot - Concrete - Light vibrant green - Pink - Blue
Mood	<ul style="list-style-type: none"> - Moody shadows

***Brand and product ad campaigns are heavily influenced by trendy moods and aesthetics.

Winter 2024 mini collection (novelty):

Product differentiation - Sneakerization: The process of transforming or redefining a product line that is losing relevance into a cutting edge specialty product.

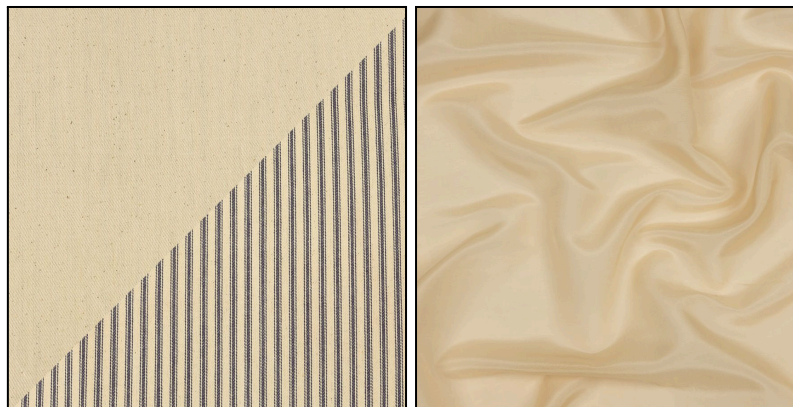
- Unique darting and pocket placement to hide bloating while also accommodating hips.
- Intentional fabric choices and innovative stitching to ensure product longevity.

	Garment	Colors
Basic product	Skirt	<ul style="list-style-type: none"> - Navy - Black - White - brown
	Layering shirt	<ul style="list-style-type: none"> - Navy - Black - White - brown
	Dress	<ul style="list-style-type: none"> - Navy - Black - White - brown
Novelty product / W24	Skirt	<ul style="list-style-type: none"> - Concrete - Rust - Blue
	Layering shirt	<ul style="list-style-type: none"> - Concrete - Rust - Blue - Pink
	Dress	<ul style="list-style-type: none"> - Concrete - Rust - Blue - Light vibrant green

Fabric Selection:

The fabrics we choose must go through high impact tests to ensure they can support advanced stitching techniques and our construction specifications. For this collection we used two primary fabrics, bonded suiting and silk voile. Both hold dye well and function well with repeated wear.

- Bonded suiting: Allowed the creation of flattering structural lines to highlight the female figure and conceal imperfections.
- Silk voile: stretchy, soft, high end fabric that is both smoothing and fitted.



Bonded suiting

Silk voile

Price Point Comparison:

Brand	Product	Price	Our price
Ralph Lauren	Dress	\$698	\$375
The Row	Layering shirt	\$1,920	\$190
Brooks Brothers	Skirt	\$228	\$250

Cost of Apparel Product:

Garment	Fabric	Estimated production cost
Skirt	Bonded Suiting; wool + rayon blend	\$100
Layering shirt	Silk Voile + Cotton lining	\$80
Dress	Bonded Suiting; wool + rayon blend	\$175

Quality Control Process:



Menucha Libman prides itself in high quality goods. For us quality begins with our structural design. Every detail is considered and no aspect is taken for granted. We provide our manufacturers with exact measurements (see shirt sample in the image) for each cut and seam. The measurements are developed with advanced structural geometry to ensure they fit the female figure. We work with a collaborative supply chain to ensure every vendor's priority is quality. We pay a fair price to all our vendors to limit them from cutting corners.

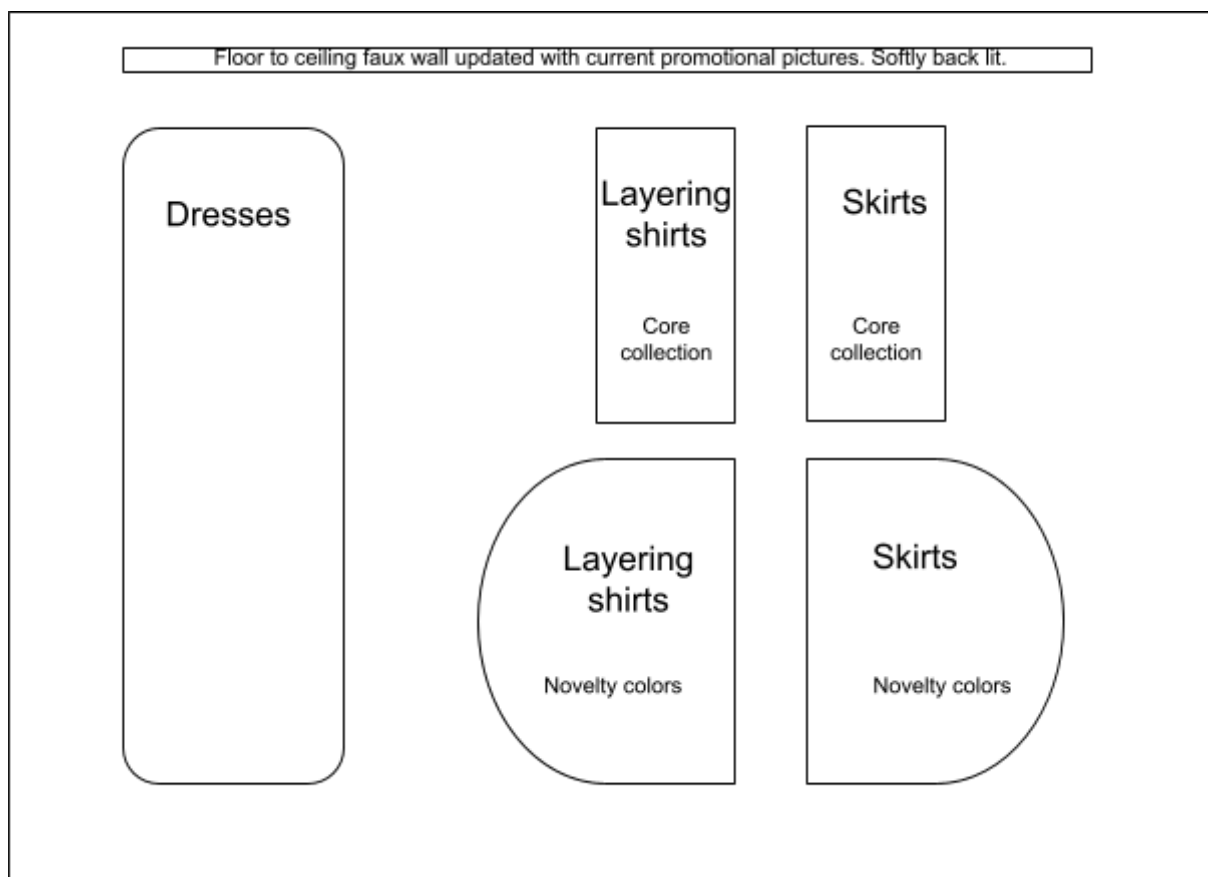
Merchandising Methods:

We are a primarily wholesale brand. Our goal is to reach the customer where they already shop. The online website supports the in store shopping experience by making it easy to find products online after seeing them in store. The brand is represented by consistent brand imaging and intentional product placement to engage consumers.

Displays in stores that target our target market:

- Sacks 5th ave
- Aritzia
- Bergdof goodman
- Bloomingdale's
- Macy's

Displays are traditional and inspired by the corporate office environment:



References:

General:

Class textbook: *Beyond Design* 5th edition.

Class lecture + slideshows

Target market:

<https://www.magnifymoney.com/news/gender-pay-gap-study/>

<https://brandongaille.com/40-important-fashion-demographics/>

https://www.census.gov/newsroom/pdf/women_workforce_slides.pdf

<https://www.pewresearch.org/fact-tank/2022/04/20/how-the-american-middle-class-has-changed-in-the-past-five-decades/>

Fabric sources:

<https://www.moodfabrics.com/natural-and-blue-bonded-ticking-stripe-twill-and-speckled-cotton-twill-428463>

<https://www.moodfabrics.com/famous-australian-designer-wheat-cotton-and-silk-voile-42914>

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