



KimB Apparel

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Mission

KimB Apparel strives to be the global leader in the streetwear industry with a brand built on a passion for the streets and the lifestyles in it. We are committed to continuously strengthening our brand and products to improve our competitive position.

Vision

To remain inspired by the streets, inspired by individuals and to inspire individuality.

Our Core Values

- Performance
- Innovation
- Sustainability
- Individuality

Season and Collection of KimB Apparel line

A lot of customers still desire to have luxury items in their hands. To adapt to and satisfy their wants, KimB Apparel seeks to operate a high price point and is making plans to operate for the following season and category for our collection based on KimB Apparel's brand line:

- Spring/Summer 2020
- Ready-to-Wear
- Streetwear

Target Market

KimB apparel's usual target market is in the upper class. She is in her mid-20's to her early 30's, just graduated college with her master's degree and is already in a top management position at her job making upwards of \$118,000 annually. While her job does require her to dress formally on weekdays, she loves to dress down on the weekends; whether she's going to the gym or just running errands in the city, she needs clothes that are stylish and durable. She is also very environmentally conscious and her dressing and eating habits reflect that. So to satisfy their preference and to match their lifestyles, we use organic and responsibly sourced materials that are high quality when we produce our garments (Pret-a-Porter) or made by hand (Haute Couture). Her family life is hectic as well, having to keep up with her partner and/or kids. She also loves going out to restaurants, but prefers going to expensive restaurants with high quality food and service. But when she has to cook she uses only organic foods from Trader Joe's or Whole Foods. Our single/ Divorced customers love going to early showings of collections by their favorite designers and brands and are always up on the next big fashion trends, She is almost always seen at fashion week. However our married customers don't have that kind of time and can only keep up through the internet etc. because they're always travelling around on cruises or airplanes with their families.

We hope everybody can wear our apparel, regardless of their age, education, religion, race, or nationality, all women living in all over the world - Africa, Europe, Asia, and more - can wear our apparel since we seek to operate as a global brand.

However for this collection, we are deviating from our usual customer and are targeting a lower but wider net with our "#TBT" collection, based off of 90's summer styles. So our

temporary target audience are still those between the ages of 20-30 but they don't make as much money as our usual target demographic, somewhere between \$50,000 and below. They are predominantly urban dwellers and grew up in the inner city, they are still partially or fully supported financially by their parents. They have a soft spot for 90's nostalgia, and the shows of that era of entertainment, like Rugrats, PowerPuff Girls, SpongeBob SquarePants and others.

Our competitors

As a streetwear brand, we have many competitors on the local level, in urban cities like New York and on the international level with brand that have established a dominant global presence. On a local level stores like Jimmy Jazz, VIM's and Dr. Jay's would be our competition, however our products are much higher in quality and price. But on an international level we are competing with brands like Y-3 by Yohji Yamamoto, Obey, Off White by Victor Abloh, and Supreme as our main competitors, as they are also high priced streetwear brands. However, what sets KimB apparel apart from its competitors are our organic responsibly sourced fabrics, made by skilled textile makers in Indonesia. In conjunction with our exclusive partnership with the Indonesian government for the next five years. KimB Apparel is not just a streetwear brand, we are an environmentally conscious streetwear brand, and our high price reflects the efforts we make to source our materials and pay our workers livable wages in developing countries.

Trend Forecast In Spring/Summer 2020

Based on data and fashion histories so far, our company KimB apparel expects fashion from the past and oversized fit will be parts of trends in Spring/Summer 2020. Most fashion items will be

designed based on some styles of the past and there will be still few or some slim (very body fitted) garments, but garments with oversized fit will dominate in the market. Not only design, but colors will be also different than Spring/Summer 2018.

If trend colors in Spring/Summer 2018 were more earthy and vivid, trend in Spring/Summer 2020 would be still vivid, but mostly tone downed (pale). For instance, colors - Chilli oil, Lime punch, Arcadia, Little boy blue, Pink lavender, Blooming dahlia, and Almost mauve - will be very trendy. So, based on our research for trend in Spring/Summer 2020, we've planned our products line.

Merchandising & Assortment Planning

For this collection we chose 10 specific items from our showcase to mass produce and sell. The sizes will range from 32B-38DDD for the bustier, 6-12 for the footwear, and S-4XL for the garments themselves. We chose this wide size range in order to be more inclusive to the various body types of women in the world.

Fabric & Materials:

The fabrics we used for this collection are all responsibly sourced and are organic, include cotton denim in various colors like a vivid orange and the standard light blue. We have also chosen a 100% combed cotton fabric, which has a very soft hand, for our plaid fabrics. Our shirts are a silk/spandex blend so that they conform to the body, and select items also have a black lace trim. The jackets are made with a cotton/polyester blend, that allows for breathability and moisture wicking in the summer. And for the first time we

experimented with a new fabric: cellophane and are releasing it, with this collection.

Design:

Our company KimB apparel has designed 9-10 garments based on the trend in Spring/Summer 2020 that reflect the past. With the trend, we have selected popular styles in 1990's. According to our research data, denim, check shirts, jacket, skirts, and check patterns, and oversized shirts, jacket, outers were the most popular ones. We've tried to graft 1990's popular styles onto streetwear and modern style in designing as our company produces and sells streetwear.

SKU Chart

Item	Size	Color	SKU #
Bustier	32B	Lilac Snow	S20BUST-32BLS
Jean w/ plaid	S	Powder Blue	S20JWP-SBB
Sneaker	6	Barely Blue	S20SN-6BB
OS Jacket	S	Raspberry Juice	S20OSJ-SRJ
Denim skirt	S	Barely Blue	S20DS-SBB
Bucket Hat	S	Barely Blue	S20BH-SBB
Overall Top	S	Sunburst Orange	S20OT-SSBO
Plaid dress	S	Grn/Aspen Gold	S20PD-SGAG
Cell Dress	S	Pld/Lilac Sno	S20CD-SPLS
Thigh Boots	6	Black	S20CD-6BLK

Color Palette

Sunburst Orange



Barely Blue



Lilac Snow



Aspen Gold



Gulf Stream



Raspberry Juice (Collection Exclusive Color)



Price:

As our company KimB apparel sets a high price point for ready-to-wear, the average cost of our items is more than \$150. For garments the bustier is \$90, Overall Top is \$150, Oversized Jacket is \$250, Jean with the Plaid shirt is \$200, Denim skirt is \$200, Plaid dress is \$300, and Cellophane dress is \$270. For accessories and shoes, Bucket Hat is \$100, the cost of our Sneakers is \$170, and Thigh Boots is \$230.

We've priced the bustier and overall top less than other garments because they've been designed simpler than other garments. The skirts and jeans are priced higher than the tops, but less than other garments since they are designed pretty delicately with lace, cut, and check patterns. Out of all the products in our line, Jacket and dresses are priced high, particularly the Plaid dress is the most expensive because it's design is very elaborate with check patterns and

shapes of design. It also comes with a belt and this dress will be made by hand, so the plaid dress is the most expensive. However, the cell dress less costs than the plaid dress because it is less delicate than the plaid dress for design. But, it is still in high price as it is designed with with a new experimental fabric: cellophane and it is made with organic cotton. Likewise, because our jackets are sophisticatedly designed, trendy with organic cotton denim, silk, and well draped and functioned synthetic fabrics.

For accessories and shoes, bucket hat is priced the lowest because it's a minor item that won't be worn many times. Unlike a hat, shoes are mandatory items we wear everyday, so they're priced higher..

New Era Marketing

For this collection we have chosen to work with 4 very influential fashion influencers/bloggers: Chiara Ferragni, Bella Hadid, Aimee Song and Julie Sariñana, combined they have an audience of 47.1 Million, and their posts receive a lot of engagement. These four in particular were chosen because we believe that they could best represent the brand, with their style and personality.

And they also represent a portion of KimB Apparel's main target market and a majority of their followers are a part of the demographic and psychographic that we seek to reach with our "#TBT" collection. As stated before, with this line, we are seeking to reach a broader audience.

And This collection will help us break into that market, with the help of these 4 influencers

KimB apparel will expand its market.