



*"To wear or not to wear ... that is the question you will never have to ask yourself  
with our cardigans."*

**BRANDON COREAS  
CARLTON GEORGES  
MIRIAM MARTINEZ-LIMA**

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## *ABSTRACT*

**"Comfortable."** The French word for *comfortable*. What does it mean for one to be comfortable? "(especially of clothes or furnishings) providing physical ease and relaxation" (Oxford). Essentially, this means that a person can achieve comfortability as long as they are mentally and physically sane; they feel relaxed and free. Comfort plays a huge role in fashion, especially in today's fashion trends; it is what consumers are seeking in them. Sure designer garments are flashy and cost a ton of money, but some of them lack comfortability. "Feeling comfortable in your clothes allows you to listen to what your body needs without the distraction of feeling squeezed or out of breath. Enjoying movement is also easier when you aren't distracted by your clothes" (Weeks, 2018). In other words, there's no better feeling than looking good **and** feeling good. With that being said, what better way to wear comfortable clothes than to wear a cardigan? "1. They can be worn year-round. Spring, Summer, Fall, Winter - cardigans work for all seasons. ... a cardigan will keep you comfortable in multiple weather conditions" (Brailey, 2017). The cardigan, first introduced to us in the mid-1800s by James Brudenell, is a very popular garment that many see as their go-to when they desire to either dress up or dress down their outfit. However, some may see the cardigan as a garment that is bland and tasteless, "Cardigans suck because there are already so many beautiful jackets to wear, and there are already so many beautiful sweaters to wear.

## *Lescardigan*

And yet, the cardigan is neither of these things. It's essentially a scarf with sleeves" (Deleon, 2020). This is where our store, **les cardigan**, comes in and saves the day.

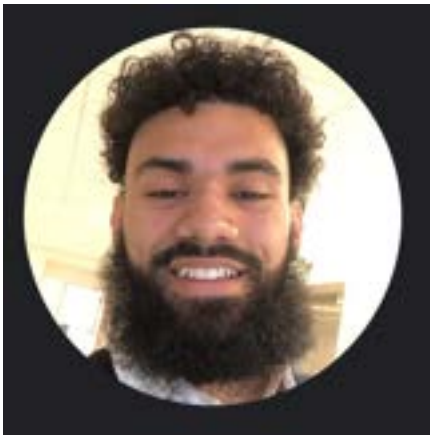
This group project will entail how **les cardigan**, founded by Brandon Coreas, Carlton Georges, and Miriam Martinez-Lima, plans to renovate the cardigan and give it a different approach in order to sustain its effect on the fashion industry and **stamp** it. Not only will they be made from natural sustainable fabrics, but they will also come in a variety of colors that suit each season, and attached to them will be pins of eco-friendly quotes/messages. This project will also efficiently summarize the steps taken to develop the store, our message & focus, and lastly, some thoughtfully drawn out examples of our beautiful cardigan sweaters. In three parts, we plan on highlighting A. The backstory of our store, store information, illustrations of our product, and our target market, B. The financial structure of our store (includes open-to-buy calculations per month, average monthly sales, average monthly on order, and markdown % per month.) We hope you enjoy reading our project as much as we enjoyed putting it together. See you soon!

## **Team Profile**



### **Carlton Georges**

**→ Team Leader/Project Organizer:** *I took it upon myself to be the team leader of our group. This duty brings the responsibility of monitoring our group and making sure that the project is up to par and up to date with all the information we gathered. I communicated with my group members effectively on what we needed done and assigned everyone a part to do, so the project can be done collectively and together. After assembling the project, I reviewed then finalized it.*



### **Brandon Coreas**

**→ Creative Director/Editor:** *As the creative director/editor of our group, my job entails managing the creative process of the project from start to finish. To be exact, I made sure to analyze each portion of the project and made edits, I designed the web page for our online shop, communicated with fellow team members to ensure the quality and completion of the project, and lastly, I shaped*

*the standards of it.*



### **Miriam Martinez-Lima**

**→ Marketing/Research Analyst:** *I, as the marketing/research analyst of our group, was responsible for gathering insight and data. I dedicated time to analyze the demographics and psychographics of our potential customers. Assuring that "les cardigan" is inclusive to all. I also took time to research*

trends/styles to bring to our store as ways to keep it relevant and in style.

## **Team Profile (continued)**

### **(Our roles in "les cardigan")**



#### **Carlton Georges**

→ **Inventory Planner:** *As the Inventory Planner of "les cardigan," I have the duty of determining the quantity required for various product types. This is completed by reviewing current inventory levels, seasonal needs, and geographical data to forecast the consumer demand for their product category.*



#### **Brandon Coreas**

→ **Retail Buyer:** *As the retail buyer of "les cardigan," I choose the merchandise assortment available for customers to browse. This includes the responsibility of ensuring that our store's stock stays competitive and relevant to our customer's needs. This is performed by analyzing buying patterns, forecast trends for our target market, and developing plans to maintain inventory levels.*



#### **Miriam Martinez-Lima**

→ **Public Relations Specialist:** *I am the public relations specialist of "les cardigan." This requires me to create and maintain a positive brand and public image. I spend most of my time in meetings with marketing specialists to plan events that raise consumer*

*awareness and interest in our brand and product.*

## *“Les Cardigan”*



## **STORE INFORMATION**

“Les Cardigan” is a niche cardigan shop that offers premium cardigans for both men and women who are looking to diversify their wardrobes. Les Cardigan offers a variety of cardigans that are wearable in either the warmer or colder months, and also a selection of extremely versatile cardigans that can be worn both in the summer and fall weather. The store is located in the Lower East Side of Manhattan, which is home to many successful small businesses that attract young, hip audiences. Our goal is to target young men and women ages 25-35 who are looking for a fashionable clothing item that they can wear with anything, anywhere, anytime. When deciding the name of the store we collectively chose “Les

## *Les Cardigan*

Cardigan” which in French translates to “Cardigans.” It also pays homage to the location of the store being that it is located in the Lower East Side of Manhattan otherwise known as L.E.S.



Les Cardigan will be located at 74 Orchard St. New York, NY 10002. Orchard Street is home to a multitude of fashion boutiques and clothing stores with a rich history that has lasted for many generations. Although Orchard street has its long history, the liveliness of the neighborhood has never died. According to Vogue, “there is a sense of excitement around here as new shops, restaurants, and cafés are popping up. This corner of the Lower East Side also feels special to us because of the mix of people who live and work in the area. It’s a unique crossroad of different generations, cultures, long-time residents, and new transplants who make the



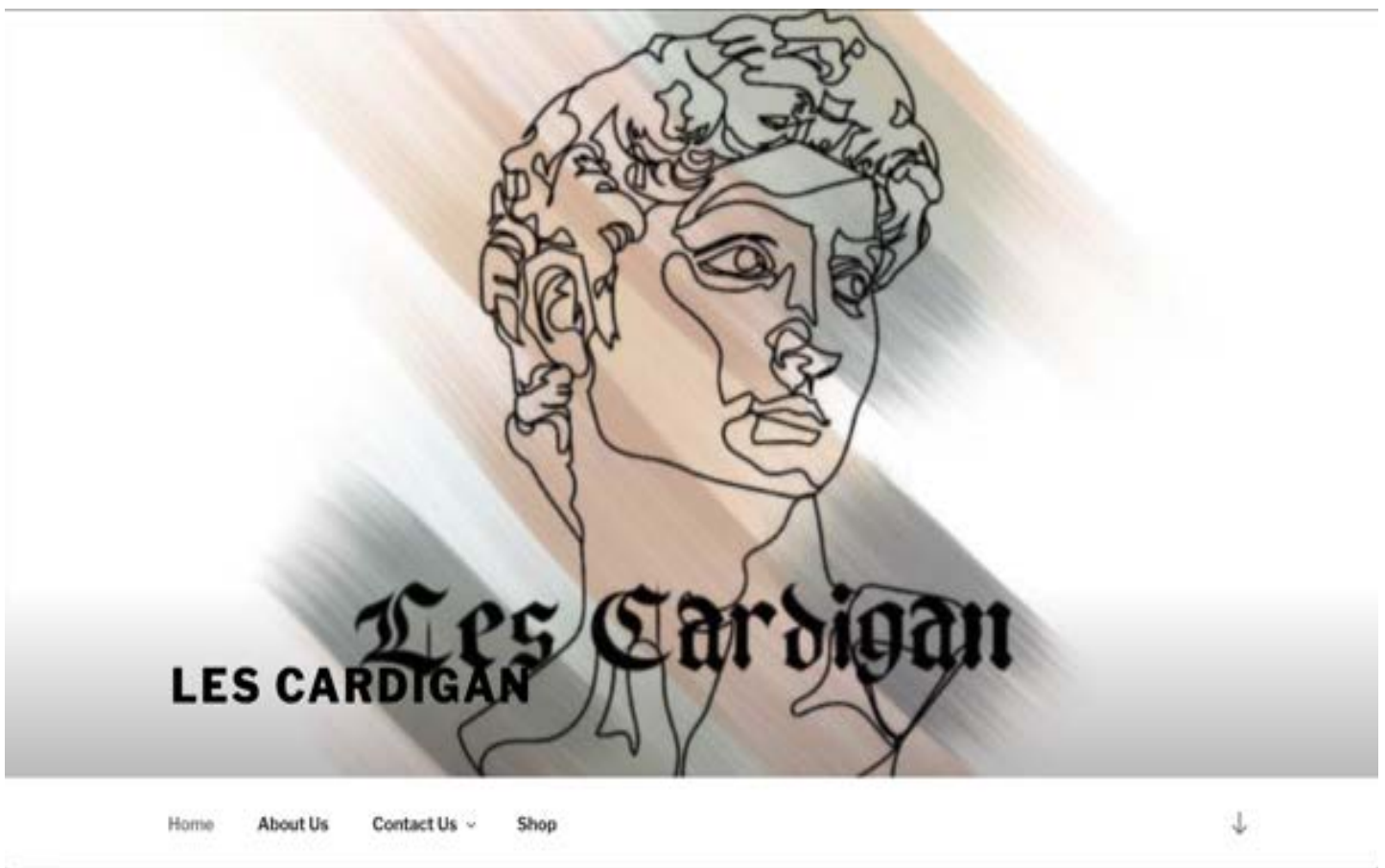
## *Lescardigan*

neighborhood feel unlike anywhere else in New York. There's a sense of community, where people from the neighborhood will actually smile and say hello" (Farra, 2021). This displays how there is a sense of excitement and culture in the area which is exactly the kind of vibe that Les Cardigan wants to give its customers. Our store seeks to give not only the residents of the Lower East Side a satisfying experience but also to provide individuals from all over the world with an essential clothing piece that will never disappoint.

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## **Website Design**

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## Los Cardigan Home Page

Home About Us Contact Us ~ Shop


**POSTS**

MAY 15, 2021 **EDIT**


### Les Cardigan

"To wear or not to wear?" That is the question you will never have to ask yourself when purchasing our cardigans

Comfortability is king in our Cardigans!



Some of Our Collection in store

Search ... 

Write a brief paragraph to introduce your project. Be sure to add more developed content to your About page. (Edit this paragraph in Dashboard > Widgets > Text)

**SITE CONTENT**

Home

About Us

Contact Us  
Sample Sub-Page

Shop

**RECENT POSTS**

Les Cardigan

## Contact Page

**CONTACT US**  
Edit

Telephone: 212-990-8977

Email: lescardigan22@gmail.com

Address 74 Orchard St. NY NY 10002



## About Us Section



**ABOUT US**  
Edit

"Les Cardigan" is a niche cardigan shop that offers premium cardigans for both men and women who are looking to diversify their wardrobes. Les Cardigan offers a variety of cardigans that are wearable in either the warmer or colder months, and also a selection of extremely versatile cardigans that can be worn both in the summer and fall weather. The store is located in the Lower East Side of Manhattan, which is home to many successful small businesses that attract young, hip audiences.

**PLEASE FEEL FREE TO CONTACT US ABOUT ANY INQUIRIES YOU HAVE ABOUT OUR STORE OR PRODUCT. WE WILL BE MORE THAN HAPPY TO ASSIST YOU AND RESOLVE ANY ISSUES/CONCERNS YOU HAVE. WE VALUE ALL OF OUR CUSTOMERS AND SUPPORTERS, AND WE WISH TO SATISFY YOU WITH WARMTH AND COMFORT, NOT ONLY IN OUR STORE BUT IN OUR CARDIGANS.**

## **VALS Survey**

The demographics in which we chose to market towards were males and females of Generation Z. With a median salary starting at \$50,000. The geographic location in which our garment *les cardigan* would most appeal to our customers in all regions. Starting off in the lower east side expanding our brand worldwide via our online website. The geographic location in which our collection can easily be worn in any part of the world. Our collection includes something for all types of weather. Whether you want to stay cozy during the spring or cool in the summer.

The psychographics of those purchasing *les cardigan* are individuals who are stylish and up to date with the latest trends. The psychographics of individuals is Gen Z, who are constantly on social media, keeping up to date with pop culture today. Not only are our cardigans suitable for modish individuals, but also those who don't know much about fashion; *Les cardigan* can easily amplify one's look. Individuals who purchase a piece from the *les cardigan* collection tend to find themselves looking for something that is sustainable and long-lasting. These individuals look for a garment that is worth their money, and believe it or not, they have no problem with spending a little more money if they know their piece would last. Those purchasing *les cardigan* often want to feel as if the clothing that they wear is a representation of who they are as an individual, unique.

## Fabric Swatches and Season Colors

Style #1: Cardigans les plus Confortables / (*Coziest Cardigans*)



A warm coffee like brown,  
perfect for those chilly days.

A neutral soft cream color,  
suitable to keep you cozy

FABRIC

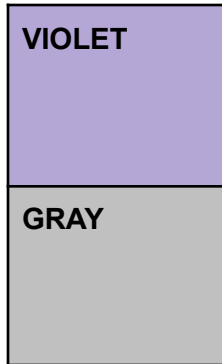


**WOOL KNIT**  
Wool fabric  
guaranteed to keep  
you warm

100% Wool

*Lescardigan*

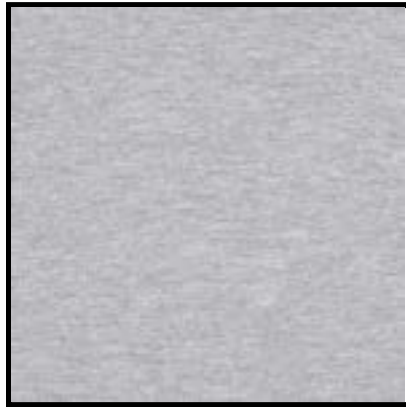
Style #2: "Cardigans Douillettes" / (*Cozy Cardigans*)



A subtle shade of purple for adding color in the winter days.

A light gray color that compliments winter styles perfectly

FABRIC



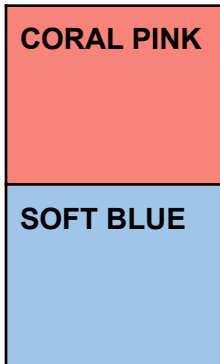
**Cotton**

Cotton is there for those warm and cool days.

100% Cotton

*Lescardigan*

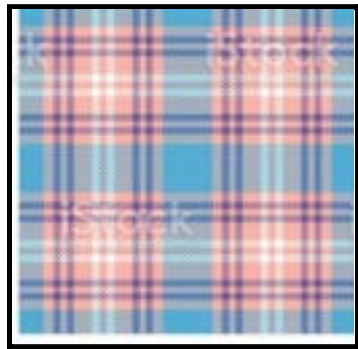
Style #3: "Cardigans Typiques"/(Typical Cardigan)



A floral color brining a beautiful shade of pink into your wardrobe.

A simple blue, suitable for the breezy and clear blue skies of the spring.

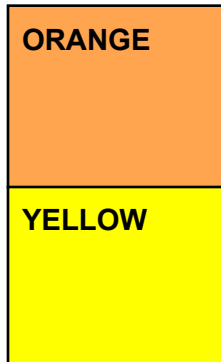
**FABRIC**



**TARTAN**  
Plaid pattern fabric perfect for both spring like weather and winter like weather,  
100% WOVEN WOOL

*Lescardigan*

Style #4: "Sois Libre Cardigans" / ("Be Free" Cardigans)



This citrus color ties together the summer aesthetic.

This bright and fun color embodies the aspect of summer.

FABRIC



**KNIT TERRY**  
- Water wicking perfect for when you step out of the pool  
  
100% COTTON



## **Products Being Sold**

Style #1: "Cardigans les plus Confortables" / (*Coziest Cardigans*)

"Les cardigan" is well aware that during winter time, people desire heavy, warm clothing in order to protect them from the brutal winds and snow storms outside. This is where the cardigan comes in handy because it is mainly worn during seasons like Winter. We decided to add to our collection, "Cardigan les plus Confortables," a french word for ***Coziest Cardigans***. The "Cardigan les plus Confortables" allows our consumers to not only prevent freezing winds from affecting their body, but they also are literally cozy. You can indulge yourself in warmth whilst moving freely. These will be for the month of February.

*Lescardigan*

For women:



For men:

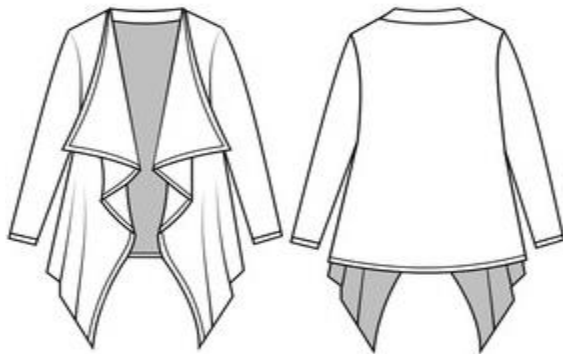


## *LesCARDIGAN*

### Style #2: "Cardigans Douilletés" / (Cozy Cardigans)

As we all may know, the weather transitions a bit from February to March. February tends to be a bit colder, while March is a bit cooler. Therefore, there won't really be a need for **heavy** clothing. Rather, some will begin to pull out clothes that are lighter but still do the job of protecting them from the weather. With that being said, Les Cardigans took the idea of the "**Coziest Cardigans**" but gave it a different approach. In other words, we turned "Coziest" into simply "Cozy." Welcome, the "**Cardigan Douilletés**," a French word for "**Cozy Cardigan**." The "**Cardigan Douilletés**" has the same purpose of keeping our consumers warm and cozy, though the fabric used is lighter and more breathable.

#### For women:



*Lescardigan*

For men:



## *Lescardigan*

### Style #3: "Cardigans Typiques"/(Typical Cardigan)

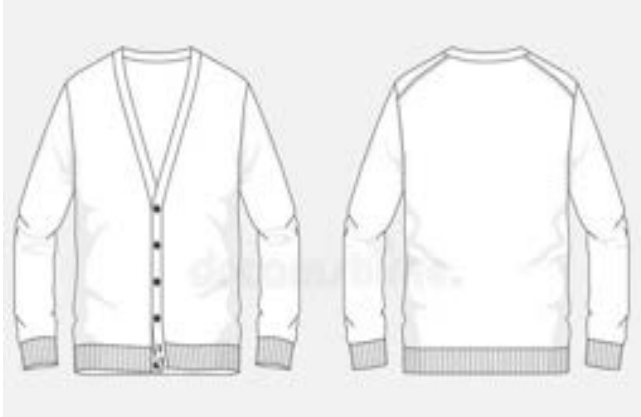
As the weather starts to warm up a bit, our heavier cardigans will no longer be needed anymore. So say **"bye bye"** to the **"Cardigan Douillets"** and **"hello"** to our **"Cardigans Typiques,"** a french word for *Typical Cardigans*. These cardigans are a bit lighter in fabric which is beneficial for the Spring because the weather is typically 40-60 degrees Fahrenheit. Therefore some people may want a lighter sweater to wear over a couple layers. We chose the name "typical cardigan" because the design and silhouette of the garment is generally the same as the typical dress up cardigan that many people are familiar with. The breathable material on this piece will allow our consumers to avoid any unwanted moisture and embrace the warm/cool weather. These will be for the month of April.

#### For women:



*Lescardigan*

For men:



## *Lescardigan*

### Style #4: "Sois Libre Cardigans" / ("Be Free" Cardigans)

Who doesn't love summertime? Les Cardigans sure does and we sure know that our consumers do too! Summertime is indeed very hot, so loose fitted clothing is ideal in situations like this. "When it comes to summer clothes, the goal is to have as much airflow as possible. ... Loose-fitting clothing is your best bet for staying cool in the summer" (MasterClass, 2020). Now we know what you may be thinking. "How can one wear a cardigan in the summer?" "Won't they feel hot?" Well Les Cardigan's answer to that question are the **"Sois Libre Cardigans,"** a French word for **"Be Free Cardigans."** Our **"Be Free" Cardigans** allows our consumers to do exactly what the sweaters are called, be free! It is super lightweight and loose, and certain styles are even sleeveless! This way you can still dress up or dress down your outfit while still feeling cool and shaded. The vibrant colors allow you to stand out in the summer sun and debut your fashionista mindset.

#### For women:



## *Lescardigan*

### For men:



### **Other items included**

At Les Cardigan we don't only sell our attractive cardigans, but included with them are some cute mini eco-friendly pins that come with the purchase. The consumer can attach/ style them however they want on the cardigan. Be free. This way we can allow our consumers to not only wear eco-friendly fabrics, but they can also broadcast it and show it off. We want to spread the word as much as possible. The pins included are :





# Croquis

Style #1: For Women



Style #1: For Men



*Lescardigan*

Style #2 : For Women



Style#2 : For Men



*Lescardigan*

Style#3 : For Woman



Style#3 : For Men

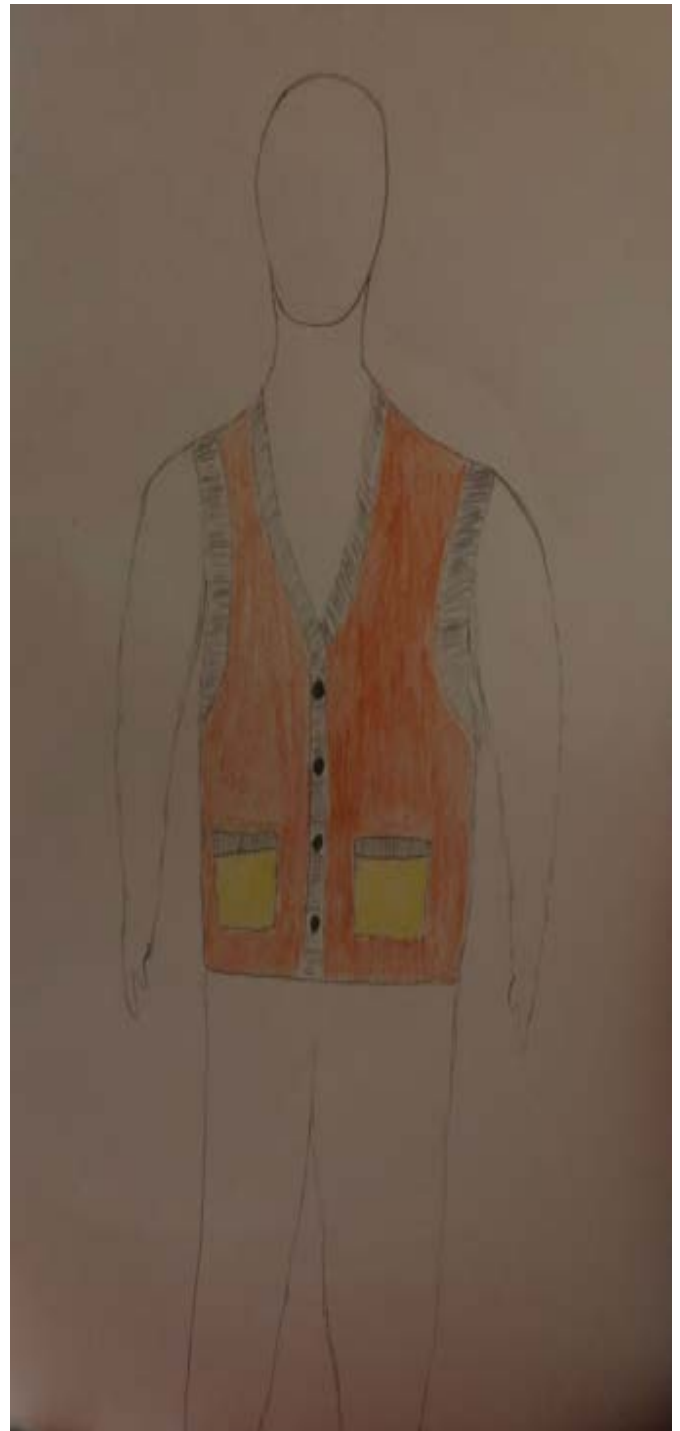


*Lescardigan*

Style#4 : For Women



Style#4 : For Men



## SKU Illustration

BRAND	MONTH	STYLE #	COLOR	SIZE	SKU #
LES CARDIGAN	FEB	#100	CREAM	OS	LES-100-OS -CR
LES CARDIGAN	FEB	#101	BROWN	OS	LES-101-OS-BR
LES CARDIGAN	MARCH	#200	VIOLET	OS	LES-200-OS-VI
LES CARDIGAN	MARCH	#201	GRAY	OS	LES-201-OS-GR
LES CARDIGAN	APRIL	#300	CORAL PINK	OS	LES-300-OS-CP
LES CARDIGAN	APRIL	#301	SOFT BLUE	OS	LES-301-OS-SB
LES CARDIGAN	JUNE	#400	ORANGE	OS	LES-301-OS-OR
LES CARDIGAN	JUNE	#401	YELLOW	OS	LES-401-OS-YE

## Retail Math

B1.

Month	February	March	April	May	June	July
<u>Planned Sales</u>	\$300,000	\$200,000	\$300,000	\$200,000	\$400,000	\$250,000
<u>Planned Reductions</u>	\$20,000	\$26,000	\$31,000	\$17,000	\$46,000	\$50,000
<u>Planned EOM Stock</u>	\$200,000	\$80,000	\$110,000	\$90,000	\$210,000	\$70,000
<u>Total Monthly Needs</u>	\$520,000	\$306,000	\$441,000	\$307,000	\$656,000	\$370,000
<u>BOM Stock</u>	\$160,000	\$200,000	\$80,000	\$110,000	\$90,000	\$210,000
<u>Planned Purchases</u>	\$360,000	\$106,000	\$361,000	\$417,000	\$566,000	\$160,000
<u>Merch. On Order</u>	\$125,000	\$15,000	\$145,000	\$35,000	\$170,000	\$24,000
<u>Open To Buy (At retail)</u>	\$235,000	\$91,000	\$216,000	\$382,000	\$396,000	\$136,000
<u>B<sub>2</sub> Average Monthly Sales</u>	\$275,000					
<u>B<sub>3</sub> Average Monthly Orders</u>	\$85,667					
<u>B<sub>4</sub> Markdown %</u>	2.6%	6%	1.3%	1.5%	4.5%	10%

**Part C**

C1.

Total Planned Sales:

$$300,000 + 200,000 + 300,000 + 200,000 + 400,000 + 250,000 = 1,650,000$$

Sales Plan for the next season:  $1,650,000 \times 6.2\% = 102,300$

C2.

$$\$1,820,000 - \$102,300 = 1,717,700$$

$$\$1,717,700 / \$1,820,000 (100\%) = 94.34\%$$

$$\$1,650,000 / \$1,820,000 (100\%) = 90.65\%$$

Percentage Increase	Dollar Increase
$94.34\% - 90.65\% = 3.69\%$	$\$1,717,700 - \$1,650,000 = 67,700$

C2 (explained).

There was an increase in the sales period due to the fact that we had multiple marketing and sales tactics in order to increase our sales.

## *LesCARDIGAN*

Prior to this season Les cardigan was limited to their spending budget on both inventory and marketing.



## **Conclusion**


In all, this project turned out to be a success. The beginning was a little bumpy, but collectively as a group, we pulled ourselves together and started to put our ideas on paper. We chose the cardigan as our product because we all agreed that we love feeling comfortable and warm while showcasing our creative and flashy side. Though many garments symbolize that feeling of sensation, we boiled it down to the cardigan because we felt that it was a garment that needed more exposure. In the present time, we haven't really seen many people style the cardigan in a way other than the business casual look, so we took it upon ourselves to add a twist to it, and lure in younger people with the mindset of embellishing their outfits. We enjoyed the process of researching and discovering new things that we didn't know much about before. This allowed us to open our minds and think about what it is the fashion industry really needs and the direction it is headed in. This is why we chose to make our cardigans with natural sustainable, long-lasting fabrics because consumers these days value their environment and body. "A lot of natural fabrics are extremely breathable and excellent at absorbing excess moisture. ... Natural fabrics, such as wool, silk, and cotton, are wonderful because they are naturally hypoallergenic and possess anti-bacterial characteristics. Which makes them perfect for people that may have sensitive skin or allergies. ... Typically, natural fabrics are self-regulating materials. This means that they are able to adapt to suit

## *Lescardigan*

any climate” (McDonald Textiles, 2018). With that being said, the comfort of the body is a vital factor when considering which fabrics you want your product to be made out of. Les Cardigan wants its consumers to know that we care about their health as much as they do and that we intend on solidifying the collaboration between organic fabrics and cozy clothing. This project highlights the thought process of our ideas, the steps that were taken financially, visual examples of our product, and more. We hope you had a blast reading it, and we hope to see you soon at Les Cardigan. Ciao!



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## **Photo links**

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## *Lescardigan*

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