Miriam Martinez-Lima

New York City College of Technology

BUF 2400:Product development

Professor Jackson

Garden party collection by mirivm

The brand name of the company that I would like to join the fashion world is Mirivm and our mission statement is to allow girls to gain confidence and feel comfortable through our clothing. The vision statement is to allowing girls to feel confidently free ,and nostalgic in our clothing. Some of our companies core values are expressing feeling of nostalgia through our clothing. Another of our companies core value is feeling free. An important core value to us is feeling comfortable I our clothing while at the same time looking cute. The season in which this line would be developed for us spring/summer 2022. The theme and inspiration for the collection is garden party. At a Garden party you would find a basket full of fruits. Looking up at the sky you would find clouds all while laying down on a cozy blanket amongst friends. Many of the clothing items found in this ready to wear collection take these ideas and express them through our ready to wear collection Garden party.

The intended target market for this collection is young adult girls. The demographics of my consumer market are young adult girls ages 15 to 25.With an income of 10,000 per year. Some of the psychographics of someone who would want to buy this product is a girl who is into the 2000s fashion. A girl who likes to go out and be comfortable while also looking cute. Another psychographic of this collection would be a girl who likes to go out and take pictures for social media. The general cohort group in which this collection is directed toward is Generation Z.

In doing research and seeing the competitors like ,fast fashion retailers, and companies like She-In and forever-21 are companies that would be of concern. Mirivm has a great advantage compared to competitors like She-in ,Mirivm offers high quality clothing at affordable pricing. The product position by price point that this brand falls under is contemporary designer since this Mirivm is offering clothing with a younger vibe to it and this brand is not necessarily considered ready to wear.

Garments that this collection would include would be a variety of bottoms, skirts, dresses and tops inspired by things found in a garden party. In the collection it would include a Denim jean shorts with cherry accent, Green colored dress with cherry accent,Green knit vest with orange accents,Blue print skirt with strawberry accents,Dress with pineapple print, black checkered print with bananas on it, Baby Blue cloud print sweater, Purple gingham print top with flower accents,Red gingham print top,Red gingham print skirt,Red gingham print pants. All these garments are inspired by items in which you would find at garden party. The color palette in which this collection falls you see is mainly reds ,yellows ,orange ,blue and many colors that you would find in nature.The materials that you find in use in the garments is mainly cotton, acrylic, polyester and nylon.

The products from the collection picnic would easily reach consumers through marketing tactics like social media. For example, I would use Influencer marketing which would consist of sending PR packages to widely know influencers and have the promote the collection by tagging my brand in the post. I would also use social media Advertising for example promoting on Tik Tok and Instagram. Another marketing tactic that I would use is advertising a pop up shop on all my brands social media platforms. From there then I would advertise the pop up collection as limited edition.