

MIRIVM
GARDEN PARTY COLLECTION
SPRING/SUMMER 2022
READY TO WEAR



Consumer markets

- 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.





BLACK AND WHITE
GINGHAM PRINT
DRESS WITH
BANANA PRINT
SKUS#
MV-DR-WS-BN



WHITE DRESS
WITH
PINEAPPLE
PRINT
SKUS#
MV-DR-WS-PA



GARDEN PARTY-FRUIT BASKET BY MIRIVM

*Color
Palettes*



DENIM SHORTS
WITH CHERRY
ACCENT
SKUS#
MV-DS-WO-CR

GREEN APPLE
KNIT TOP
SKUS#
MV-TT-WS-GA



BLUE SKIRT WITH
STRAWBERRY
ACCENTS
SKUS # MV-SK-WO-SW



GREEN VEST
WITH ORANGE
ACCENT SKUS#
MV-KV-WS-OG

GARDEN PARTY-FRUIT BASKET BY MIRIVM

RED GINGHAM
PRINT TOP
SKUS#
MV-FT-WS-RD



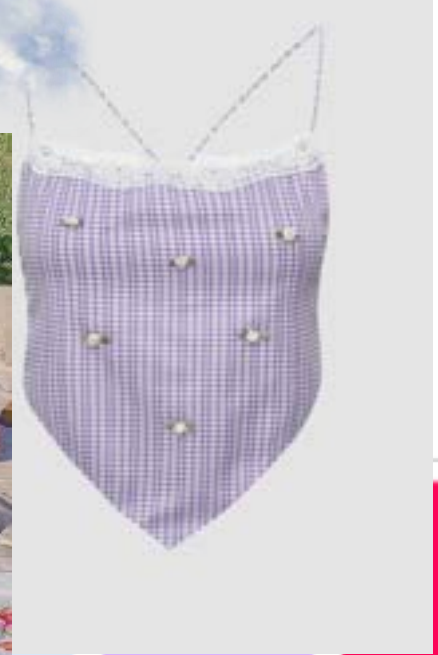
BLUE CLOUD
PRINGLE
CARDIGAN
SKUS#
MV-SC-WS-BB



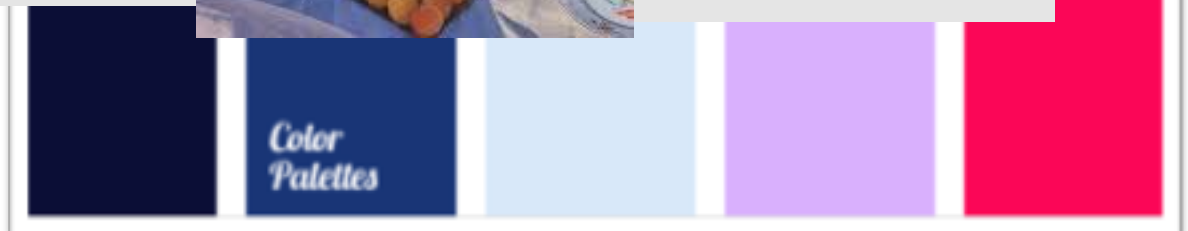
PURPLE
GINGHAM
PRINT TOP
WITH FLOWER
ACCENTS
SKUS#
MV-FT-WS-PR



GARDEN PARTY-PRETTY PICNIC BY MIRIVM



RED GINGHAM
PRINT PANTS
SKUS#
MV-PP-WS-RD



Pre-production planning and scheduling

- 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.

SHEIN



Marketing

- Influencer marketing
- Pr packaging
- Promoting through Instagram and tik tok

- Pop up shop

