

MOUREE Fall Winter Collection 2019

Maria Mannan

BUF 2400

Professor Jackson

Introduction

To have such a great style you must find yourself within. Style is a way to say who you are without having to speak and that's where Mouree's comes in. What we do is provide luxury modest fashion wear. What is modest fashion? It refers to looking stylish while remaining fairly covered. For others, modest fashion is a personal choice that simply means wearing more traditional styles.

Mission Statement

We aim to contribute to the sustainable development of society and the environment to drive long lasting positive change by investing in people, communities and innovative ideas. Careful observation and curiosity about the world, society and culture are at the core of MOUREE'S creativity and modernity. Our long term goal is to get more clients and events to remain what we are known for.

Vision Statement

Mouree's approach that modesty can be defined in many ways which allows the company to cater to women of different lifestyles and religions internationally.

“ A classic that never goes out of style.”

Core Values

Our core values are not to advocate modesty but advocating choice. Delivering quality products, being innovative and feeling elegant are MOUREE's main key factors. Our approach is that modesty can be defined in many ways which allows the company to cater to women of different lifestyles and religions. If you want to wear a mini skirt and it makes you feel good to show your legs then you should do that. However if you want to cover, equally do that as well. It is your choice on how you want to dress, how you want to present yourself and your personality. Modest fashion is open to interpretation and can be beautiful while being either eclectic or edgy. The decision can be due to religion / ethnic fulfillment or to attain a certain aesthetic and level of ease because it's not just a trend that's tied to spirituality. Modest fashion is the new chic. Our approach is to combine elegance and classicism with audacity and modernity to pave new avenues in the fashion world.

Target Market

Muslim women's are finding ways to break into the fashion industry. Our woman is bold in her fashion choices and we adore that because it smashes all stereotypes around modesty and it being dull and boring. Most importantly the modest fashion movement is a mainstream and multi branded than ever before. Our target marketers are millennial who are up to date with today's fashion. These women are between the ages of 22-35 years old. They will have a bachelor's degree and have incomes between 60k-100k and up. According to the State of the Global Islamic Economy Reports Muslim consumers spent an estimated \$243 billion on clothing

in 2015. Modest fashion purchases by Muslim women were estimated at \$44 billion that year, which was approximately 18% of the total. Muslim consumer spending on clothing is expected to reach \$368 billion by 2021 which would be a 51% increase from 2015. We are targeting Muslim communities as well women from all ethnicities. Our consumers are aware of new trends and active on social media. Their lifestyle would consist going out for brunch, dinners and social events. They enjoy reading popular fashion magazines like Vogue, Glamour and IN style magazine. While modest fashion has often been associated with religious observance, it is gaining more attention among nonreligious consumers as well. There are a lot of non-Muslim women who are drawn to this aesthetic. It's a style that resonates with them.

Products

We sell products that include casual dresses, shirts, Kaftans, skirts, trousers, outwears and head coverings. Our styles include maxi dresses, flowing dresses, Dior-inspired flare skirts, Outwears, long sleeves under short sleeves, scarves, tunics and palazzo pants.

Strategic Planning

- ***Inputs***

Fast fashion retailers and designers are taking notice of this market's potential and joining the modest mix. We will be facing competition from global brands. Nike introduced its Pro Hijab line for Muslim female athletes. Dolce & Gabbana also released a collection of hijabs and abayas. Other brands including DKNY, Tommy Hilfiger, Oscar de la Renta, Monique

Lhuillier, Zara and Mango have launched special collections for the Ramadan holiday. Japanese fashion chain Uniqlo introduced its Uniqlo x Hana Tajima Collection with a line of hijabs and H&M featured a Muslim model wearing a hijab in a video ad. Sephora too has showed hijabis in cosmetics marketing for its fall 2017 campaign. Given that Islam is not an ethnicity. It's the diversity of the Muslim population offers a double win for brands seeking to cater to all forms of social diversity.

Nike is an American multinational corporation that is engaged in the design, development, manufacturing and worldwide marketing. The brand is known for its sales of footwear, apparel, equipment, accessories and services. Nike is now selling its first ever performance hijab for Muslim female athletes. On its U.S. shopping website Nike says the Nike Pro Hijab is made with lightweight, breathable fabric that wicks away sweat and stays tucked in during any workout. The hijab sells for \$35 and is available in black in sizes from extra-small to large.

Hana Tajima collaboration with Uniqlo started three years ago when she designed its first hijab with and the capsule has grown to include dresses, separates and daywear. Now it's the sixth season of Tajima's collection for Uniqlo. The collection is not just about modesty but also really comfortable on bodies with elastic waistband details, breathable fabrics and looser silhouettes. It's accessible with prices ranging from \$5.90 for headband covering to \$59.90 for outerwear. Not only is Tajima's clothing about as comfortable as it gets but it doesn't skimp on style either.

- *Outputs*

We plan to give the collection a luxurious look. We will cater to both petites and plus sizes because everyone who has different shapes and sizes should have the advantage of being able to find an outfit easily. Our price point would be from \$200- \$500 due to its pristine quality and fabrics. We will provide more options than ever for dressing modestly through our social media. This allows more women to identify with modest fashion and find creative ways of wearing it and it will also help societies create an atmosphere that is more tolerant and accepting of different cultural expressions.

Merchandising & Assortment Planning

- *MOUREE Fall Winter Collection SKUS*

Rose Double Breasted Wool Dress Coat

\$500.00

SIZE : XS- XL

This Beige Rose wool dress coat is a fine example of MOORE's Fall Winter Collection. Crafted in Italy from herringbone wool. It features a V-neck, double-breasted front with notch lapel detailing and falls to a tailored knee-length silhouette.

- *Fits true to size*
- *Tailored fit*
- *Collared neckline, full-length sleeves*
- *100% linen; lining: 100% cupro*
- *Dry clean*

- *Model is 180cm tall and a size S*
- *Country of origin: Italy*

Striped Woven Cropped Trousers

\$260.00

SIZE : XS- XL

MOUREE's Striped Woven Cropped Trousers are sure to become a go to in your new season wardrobe.

Contrasting stripes highlight the neat flat front and wide-leg cuffs.

- *Relaxed, tailored silhouette fits true to size*
- *Hemline falls above the ankle, high-rise, wide-leg*
- *Concealed hook, button and zip fastening at front*
- *Ma 65% viscose, 35% cotton, contrast: 100% cupro, lining, 71% acetate, 29% silk*
- *Dry clean*
- *Model is 180cm tall and she is wearing a size S*

Dyer Long Sleeve Asymmetric Chiffon Dress

\$445.00

SIZE : XS- XL

This pretty antique-rose design is made from featherweight silk-twill with voluminous sleeves and flared cuffs.

- *Fits true to size*
- *Relaxed-fitting through the frame, tapers towards the waist*
- *100% silk*
- *Dry clean*
- *Country of origin: Italy*
- *Model is 180cm tall and a size S*

Belted Striped Midi Dress

\$465.00

SIZE : XS- XL

It's made from a light, breathable woven fabric, with floaty sleeves, dropped shoulders and a rope tie at the waist which defines the relaxed silhouette.

- *Fits true to size*
- *Loose-fitting shape, belted at the waist*
- *Fabric 1: 100% viscose; fabric 2: 75% wool, 25% polyamide*
- *Dry clean*
- *Country of origin: France*
- *Model is 180cm tall and a size S*

Tie Waist Linen Wrap Dress

\$380.00

SIZE : XS- XL

This linen wrap dress embodies the thinking, rendered in a soft oyster hue, a colour that will go with everything, It's cut to a sophisticated wrap silhouette and tempered with a self-tie belt at your narrowest part.

- *Fits true to size*
- *Hemline falls above ankles, full length sleeves, wrap around front with lapel collar*
- *Relaxed silhouette*
- *100% linen, Handwash*
- *Country of origin: Italy*
- *Model is 180cm tall and a size S*

Button-Up Flared Sleeve Cotton Poplin Kaftan

\$400.00

SIZE : XS- XL

Wear it to a day-event with embellished flats and add a hat for a more directional charm.

- *Fits true to size*
- *Long, flared sleeves*
- *30% polyester, 40% cotton, 30% viscose*
- *Dry clean*
- *Country of origin: Greece*
- *Model is 180cm tall and a size S*

Streep Striped Satin Shirt

\$270.00

SIZE : XS- XL

The runway piece is made from lightweight satin and has lustrous white satin stripes that subtly reflect the light, while the gathered and belted waist offset the voluminous proportions.

- *Fits true to size*
- *Cut for an oversized fit, belted at the waist*
- *100% viscose*
- *Dry clean*
- *Country of origin: Portugal*
- *Model is 180cm tall and a size S*

Silk Long Sleeve Bow Shirt

\$220.00

SIZE : XS- XL

This piece focuses on luxurious silk that's lightweight enough for the warmer months, yet still opaque enough to provide modest coverage.

- *Fits true to size*
- *Hemline falls below hip, full-length sleeves, high-cut collar*
- *100% silk*

- *Dry clean only*
- *Country of origin: China*
- *Model is 180cm tall and a size S*

Tibi Wrap Midi Skirt

\$220.00

SIZE : XS- XL

This sunshine-ready yellow midi skirt is a feminine way to invest in a standout style.

- *Fits true to size*
- *Slim-fitting through the waist, High-rise, hemline falls below the knees*
- *100% (lamb) leather*
- *Dry clean*
- *Country of origin: China*
- *Model is 180cm tall and a size S*

Layeur Montalcini Turban

\$220.00

SIZE : One size

Crafted from blush pink crepe that's woven with metallic threads, this style will make an eye-catching focal point whether it's worn with smart tailoring or jewel-toned evening dresses.

- *Pulls on*
- *100% viscose*
- *Dry clean*
- *Country of origin: England*

Ramadan capsule collection

April showers bring May flowers, and this May has brought Ramadan! Ramadan this year falls on the shared time between spring and summer. It's the time to focus on prayer, and on overall spiritual

remembrance of God. You still have to wake up early, you still have to focus, you still have to get dressed and for extra bonus points you have to look put together. Don't worry We got you. We present our favorite modest spring/summer trends to up your wardrobe this Ramadan!

Elion Shirt Dress & Trousers

\$500.00

SIZE : XS-XL

LAYEUR delivers modesty approved evening wear outfit Cut to an oversized shape, it is crafted from shimmering silver lame to a loose-fitting style that can be left unbuttoned at the bottom to show off the accompanying wide leg trousers.

- *Fits true to size*
- *High-cut neckline, full-length sleeves*
- *100% silk*
- *Dry clean*
- *Country of origin: Italy*
- *Model is 180cm tall and a size S*

Layeur Franklin Embellished Kaftan

Master the new season's uplifting colours in Layeur's lemongrass toned Franklin dress. Cut in a kaftan-style silhouette, this maxi piece is undeniably timeless and chic.

- *Fits true to size*
- *Relaxed silhouette*
- *Slight V-neckline, bracelet-length sleeves*
- *100% polyester; lining: 100% polyester*
- *Dry clean*
- *Country of origin: China*
- *Model is 180cm tall and a size S*

Franklin Embellished Kaftan

Adorned with fluttering feathers and golden embellishment at the cuffs and belt, this version of LAYEUR's Franklin dress channels silver screen elegance.

- Relaxed silhouette
- Slight V-neckline, bracelet-length sleeves
- 100% polyester; lining: 100% polyester
- Dry clean
- Country of origin: China
- *Model is 180cm tall and a size S*

Color Palette

Mouree's five colors that will be represented throughout the collection.

Beige Rose

Sunshine Yellow

Off White

Charcoal grey

Oyster hue

Star color

Salmon Pink

We love pinks and honestly, when are pastel shades not a good idea? Whether you incorporate it by wearing a pastel hijab or pastel shoes, trust us this simple and elegant color scheme is always a #look.

Fabrics

Our fabrics will incorporate the finest quality pieces from 100% linen, silk , cotten, polyester and lamb leather.

New- Era Marketing

Social media platforms allow individuals who dress modestly to share styles, experiences and views. Influencer marketing is hot due to its fastest growing, cost effective channel. As people no longer trust ads however they do trust people. Mouree will be partnering up with influencers who understands our brand and products to help our consumers feel connected and confident in their choices. We will be collaborating with Dina Tokio. Dina is the poster girl for modest fashion and she has made modest wear transition to mainstream attention working on collaborations and features with the likes of Liberty, YouTube and international issues of Vogue. Her instagram consists of 1.3M followers. If you dabble in the idea of modest fashion but aren't driven by religion to fully cover up or cover your hair then Bashir is your go to girl. Her instagram @desertmannequin contains 67k Followers. She's a Style Contributor at @manrepeller and Co-Creative Director at @nduoofficial.

References

Almassi, H. (2018, February 23). What Does Modest Fashion Really Look Like? Retrieved from <https://www.whowhatwear.com/modest-fashion/slide13>

Modest values. (2017, October 25). Retrieved from <https://infocus.wief.org/modest-values/>

Weinswig, D. (2017, April 03). Is Modest Fashion The Next Big Thing? Retrieved from <https://www.forbes.com/sites/deborahweinswig/2017/03/31/is-modest-fashion-the-next-big-thing/#5a9baa149e97>

Why mainstream brands are embracing modest fashion. (2018, October 03). Retrieved from <https://www.cnn.com/style/article/muslim-fashion-industry/index.html>

