

MODISH: A Private Label Unisex Apparel Line

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Abstract

This research paper shows the process of how a private label brand is created, designed, manufactured and then sold at the correct price range. We evaluated our target market that would buy, wear our graphic t-shirts and through that result came to conclusions about how to market our products. We offered details about the correct platforms to manufacture and merchandise our products which would benefit both the company and our consumers. The explanation of creating and maintaining a quality material t-shirt is provided through a step-by-step process. The paper examines specifications about the current trends within graphic t-shirts which we later incorporated while designing t-shirts for our own private label. As a result, we developed an understanding of the creativity and business/finance analytics aspect that goes into making your own private label.

THE CURRENT STATUS OF GRAPHIC T-SHIRT

In 2019, technology has taken a huge part in creating designs quickly and effectively with different programs. One is able to design anything, especially t-shirts through the screen and your fingertips which is one of the biggest advances we have. With different inventions such of screen-printing and several applications such as “Snaptee” or “Dribble”, it has been easier to make our own t-shirts by being able to imprint designs, images, statements within a short span of time making it available for people to see our creation and opinion. Programs such as Adobe Illustrator helps to create layered illustrations, and typography. Typography in t-shirts has been one of the most straightforward ways to get the essence of the message across to the people. From the 1970s, we saw a growth of graphic tees in a drastic way, the graphic T had become serious competition for the ubiquitous button as the most important piece of political swag. Every presidential race from Johnson-Goldwater, Nixon-McGovern, Carter-Ford and then especially Reagan’s two campaigns saw an onslaught of graphic T’s, mostly in red and blue that became badges of honor. (Unknown, Supply&Co., 2015)

The political slogan, rebellious messages, has continued to make noises in the industry. Social media are very transparent making it extremely easier to express one's emotion and thoughts about certain topics, therefore, designers or brands incorporate those topics into their garments. With brands from Dior with their “We should all be feminists” t-shirts to brands incorporating phrases from people such as “Why Be Racist, Sexist, Homophobic or Transphobic When You Can Just Be Quiet,” a tweet from a 18 year old male. People wearing and supporting

these brands show the power of typography in t-shirts which has been extremely easier due to technology. Adobe Photoshop is also one of the most used programs for graphic designers which can help create effects that are unique and can help enhance one's original artwork or designs. Inkscape is a program that helps create a range of multi-dimensional graphics which are appropriate for printing and embroidery for a t-shirt. It allows you to insert images, shapes, objects, draw, and edit the artwork in various ways. With the usage of the internet, as a result people these days tend to have a very short span of attention and graphic t-shirts have a strong and quick marketing potential to fill that short span. It is one of the most accessible and easiest garments to wear which sets no boundaries and in this day and age, technology has a huge hand in that.

MAJOR TRENDS WITHIN GRAPHIC T-SHIRT

Graphic t-shirts are now considered a wardrobe staple, therefore, many new and upcoming designers have started to incorporate their own twist to stay away from typical graphic designs. "T-shirt represents participation in a modern society, as an equal citizen; people wearing T-shirts symbolises an equality among them that is independent of education, socioeconomic status or other factors that clothes can and often do differentiate people by." (Wu, 2018) Currently some of the major trends within graphic t-shirts are the classic logos which were especially popular in the 1980s and the 90s. Brands such as Champion, Calvin Klein, Gucci, Supreme and Stussy have brought graphic t-shirts to a whole new level where people are willing to purchase it only for the name. This has become the new rage amongst the youngsters mostly

when it comes to streetwear fashion and the prices to be doubled when one resells it which enlarges the market value of the brand. These brands popularized graphic t-shirts and shifted the meaning of t-shirts making it a unisex garment and a postmodern signifiers. (Unknown, Supply & Co.,2015) Another major trend within graphic t-shirts is creating a juxtaposition of a complex design with flat colors to give it a very simple yet effective vibe to a t- shirt. The trend that will be extremely popular in graphic t-shirts is the chinese dragon. From the chinoiserie style which first became popular in the 18th century, the West has always liked to borrow from the Orient when it comes to aesthetics...Instead of gathering inspiration from porcelain vases, T-shirts will showcase Chinese dragons but drawn in an Ed Hardy style. (Delius, 2018)

Many brands like Givenchy, Vetements, Nike and Urban Outfitters have started to use this kind of aesthetic on different apparel items especially on a graphic t-shirt. Another huge trend that can be seen in the graphic t-shirt is adding psychedelic images on light tie dye t-shirts which sets a very colorful yet subtle tone. It was initially popularized during the 1960s which symbolized the philosophical movement of hippies being free, using psychedelic drugs, protesting against wars. Pop culture and fashion has always gone hand in hand, therefore, currently we are seeing many brands selling t-shirts with images of popular phrases, artists, movies. During the 1960s, Vivienne Westwood worked with Sex Pistols, a punk group to spread their opinion about the politics. The band wore Vivienne's graphic designs which were considered to be very offensive then and popularised it amongst the youths. Then in the 1990s, a rock band named Nirvana came to popularity and the group members all wore graphic t-shirts and especially after the death of Kurt Cobain, we saw a rise in graphic tees as many youngsters

started wearing it with his face on it. The trend of showing support through a garment has still continued till this day. In 2019, people are purchasing tour merch of a hip hop artist named Travis Scott who sells graphic t-shirts of 'Astroworld' which is named after his successful album. The power of graphic t-shirts is that some people tend to wear it despite not having a knowledge about certain phrases and artists but simply wear it because of how visibly attractive it looks.

THE FOUR GRAPHIC T-SHIRT LINES OF MODISH

Our product is graphic T shirts and we have 4 lines in it. We call them “Futurism”, “Hollywood”, “Educate”, and “Tie Dye”. The *Futurism* line has T-shirts in bright colors with pictures of futuristic art, plus we gave those pictures a vintage twist. For example, (1) we have a picture of a girl wearing a futuristic virtual reality gear with a vintage filter on a bright red tee which is also available in black. (2) We have another tee which has a picture of Nicki Minaj with bright red lights which will be available in two colors, black and white.



The *Hollywood* line has pastel and black and white colored T-shirts with the pop art of the most iconic stills from our Hollywood history. For example, we have a pastel pink colored shirt with a pop art of the famous Marilyn Monroe wearing a shocking pink dress surrounded by fine men of all kinds, offering her diamonds. This is a still from her hit song, “Diamonds are a girl's best friend”. Then we have a t- shirt with some famous dialogues from one of the best Hollywood movies. For example, first, we have the dialogue “Everything is a copy of a copy” from Fight Club (1999). Second, we have the dialogue “Let's put a smile on that face” by Heath Ledger from the movie The Dark Knight (2008) such that the dialogue is written within the posture of the character.



Our third line is the *Educate* line, we call it so as whoever wears a piece from this line will educate our society with the message on their T shirt. Every other day with the amount of crimes happening in our country like school shootings, rape, assaults our society is shifting towards being a dystopian society. Obviously, this society needs a change, a realistic change. In a real world setting we won't have comic book heroes from Marvel and the DC to save our day. We the people as one will have to stand tall and take action against such crimes. The T-shirts in this line will have very strong opinion statements about gun control, gender inequality, unequal pay, feminism etc. For example, one of our T-shirts is made on the issue of gun control. The T-shirt has a very simple math question solved that even a five year old can easily comprehend. The T shirt says “Our Society (-) Guns (=) Happiness with a smiley face next to it and #SimpleMath on its crew neckline. And we created two more t-shirts in light blue hue that say “No plastics please” and a picture of “pride heart symbol” which symbolizes love is love! One can wear these graphic T shirts on a parade or even on a regular day to reflect what they believe in and educate our society.



And our last line is the *Tie Dye* line which we believe is just perfect for summer as the tie dye print has used bright color combinations. For example we have a graphic T shirt with a bright green, blue and pink tie dye spiral that has the name of our brand *Modish* printed right at the center of the spiral in white ink. We can produce more colors depending on the color trends of each season.



TARGET MARKET

Demographically, our target market consists of men and women who are between the ages of 18-30 years old. Their annual income is approximately \$20,00 to 65,000. They live in urban areas like New York city, Los Angeles, and London where they are always on the go. They enjoy living in the city life as it keeps them occupied. Our target market is either part time or full time students who study and go to work and are also professionals. Younger consumers who are between the ages of 18 - 23 wear graphic t-shirts on a daily basis to work or school. They are usually freelance creatives who are starting out in the industry such as fashion, film and business. We believe that our younger consumers will usually prefer shopping our t-shirts through our website because they don't really have time to go to department stores like Macy's and Nordstrom. Our older consumers will wear our graphic t-shirts during their days off from work while hanging out with friends. We predict that they will usually shop our t-shirts by going to actual stores and trying them out before purchasing it. Our customers ride the subway everyday to get to where they need as it is fast and effective.

Psychographically, they are creative and like to think outside the box. They are an innovative and independent set of people who believe in voicing out one's opinion in politics, their interests, environment. They are customers who would wear our "No Plastic Please" or "Our Society minus gun equals happiness." They always want to be comfortable, casual yet look stylish at the same time and would wear our "Hollywood" or "Futuristic" line then. Most consumers between the ages of 18-20 would wear our "Tie-Dyed" t-shirts with our logo as it is

very vibrant and colorful. Our consumers have huge interest in old classic hollywood films and enjoy watching films such as “Fight Club,” and “The Dark Knight.” They like to stay ahead of what is trending around them. They enjoy socializing with people although they may be quiet they are not afraid to speak up and our graphic t-shirts are a way to voice their opinion.

Our competitors include brands like Opening Ceremony, and Kenzo who have similar interests as our target consumers. Opening Ceremony has a very prestigious target market that overlaps with ours. They have two groups of customer profiles which best fit their target market. The Yung Artkid and the Local Artisan. The first group is called the Yung ArtKid. This group contains people from the ages 20-18 and are making about 50,000 a year. This group of their target market are young customers who live in cities and are either interested in working or are already working in the Fashion Industry. These customers are students, interns and working in retail. The Yung Artkid is intrigued by modern contemporary art and is listening to popular new music. They are Internet savvy and are in tune with Instagram and their holy grail. Instagram is their platform and is where they are thriving. They are always on top of the trends and leading companies. They want to be on track and ahead in the fashion game. Their style consists of a few hype items and statement pieces they have found amongst good finds from vintage stores. Street style is a significant influence in their look and always are looking to stand out.

Yung Artkid Profiles

Olivia is a 20 year old student and aspiring model. She lives in Brooklyn, New York City and is most well known online for being a social media star. She is a self-coined meme queen and a proud feminist. Olivia is very outspoken about her

views and opinions and uses social media as platforms to spread ideas with younger girls who follow her and look to her for advice. She is a big Petra Collins fan and listens to Travi\$ Scott and Sky Ferreira. Her closet includes mostly basics from American Apparel and Urban Outfitters with a few fun pieces that shes collected from VINTAGE/THRIFT stores. The trend that Olivia is currently into is ATHELEISURE. (Tian, 2017, pg, 19).

Avery is a 22-year old bi-racial man working as a sales associate while also working towards becoming a model. He lives in QUEENS, NEW YORK CITY and likes to spend his free time reading and watching ANIME enjoys going THRIFTING with his friends on the weekend after checking HIGHSNOBIETY for hottest new trends. Avery's most played artists on Spotify are FKA Twigs and Blood ORange,. Kenzo is his absolute Splurge brand. His favorite brands are SUPREME, HUF< while most of Avery's wardrobe comes from URban Outfitters. (Tian, 2017, pg.19)

The second group of Opening Ceremony target market is the Local Artisan. They are between the ages of 29-30 who make approximately \$120,000 a year. This group of people are older and more sophisticated customers. They live in a medium to large size city and make a significant amount of income in their job in the art and design industry. Although being older they have a young mentality which keeps them up to date with trends and brands. This group of customers are interested in great dining and travelling. They have an appreciation for locally crafted goods wherever they are. Their style is always modern and contemporary but most importantly, comfortable. They are consistent in their wardrobe styles and are devoted to a

handful of brands that relate with the quality of their products. The Local Artisan respects the design and price of whatever they buy as long as they consider a good item that is worthy.

Siri is a 31-year old art director and production designer. She lives and travels between Los Angeles and Stockholm (because of her Swedish roots). She is single and enjoys spending her free time exploring art galleries with friends or alone. Siri is very proud of her very strong aesthetic in her work, and that translates into how she lives as well. She is a vegan and loves finding new spots to eat everytime she is either in LA or Stockholm. Siri is an Aesop enthusiast and dedicated to COS as her staple brand. Her splurge brands include Maison Martin Margiela and Issey Miyake. (Tian 2017, pg. 21).

Tyler is 35-year old furniture designer currently living in Seattle, Washington. He loves to sip Americanos while reading the latest Biannual Magazine that arrived in the mail. His favorite author at the moment is Walt Whitman, whose books he enjoys to read while listening to the National on his Bang & Olufsen headphones. Tyler's favorite item of clothing will always be a good cashmere scarf. His closet mostly consists of designer basics from Comme Des Garcon, All Saints and ACNE (jeans). (Tian, 2017, pg. 21).

Kenzo is another leading competitor whose marketing mix is relative to our own. They do not specify a niche target market because they believe they cater to everyone. Their customers are aged 10-40 years old and above. Their customers are people who want to stand out with bold

avant garde style clothing. They use the brand for higher self esteem since wearing this clothing makes them feel good. They use Kenzo as a reward or achievement of something

SHOP THE MARKET

In terms of shopping the market, the graphic t shirt's market is very grand, when looking at competitors one can see how each company uses their marketing mix and target market to further give their consumers exactly what they would grab. Two companies can both have a graphic t-shirt collection but capture their consumers in a different manner which will guarantee the closed sale. Kenzo has a way of branding themselves with their logo. This lets people know when their customer purchases this t-shirt they want the world to know exactly where they got it from. They also use the tiger symbol to incorporate their brand. When you see the tiger on a t-shirt the brand KENZO will now automatically come to a person's mind. For instance,



Two-tone Tiger t shirt \$135

However, Opening ceremony is different because they use multiple brands to sell within their company which gives their customers a range of options. For instance,



Saintwoods SW GUM TEE \$70

It also serves the Opening Ceremony the client loyalty relationship that they want to have. Allowing their customers to have a range of options keeps the customer coming. Now customers cannot get tired of only buying one type of brand. Opening ceremony's customers are more into the design than the brand name itself. Since most of the graphic t-shirts are all images and graphics they don't have a brand name across the front of the t-shirt. This indicates their customers don't necessarily want to be tied down to one certain brand or prove anything with the shirt they are wearing.

MERCHANDISING

We picked several department stores to sell our products. We chose Macy's as the first store for our product placement. The reason we picked this particular department store is because it is well established so our target customers will trust our product. Another reason why we find Macy's perfect as our buyer and retailer is Macy's is constantly looking for brands that broaden its target market and as we all know Macy's is known as place where mom and dad go to shop for clothes, but their children have to go with them too usually, so it's a win - win for both us and Macy's if our apparel line is merchandised in Macy's, because now Macy's gets an addition of 16 - 35 years old modern and stylish demographic walking in their stores to purchase our line which is perfect for the summer season!

Another store that we picked is Nordstrom Rack because they fit our target market and also because it best suits our pricing range. We picked Nordstrom because it has begun to attract a lot of millenials in other words consumers between the ages of 16 and 34 (Bailey, 2015). This best suits us as our target market is 18 to 30 year olds which is in between Nordstrom's newly attracted consumers, aging from 16 to 34. This population is well-informed about the products that they buy and are one of the key drivers of Nordstrom's online business (Bailey, 2015). Ever since the company has started catering brands like Topshop that millennials love and started investing huge amounts of money in its digital channels, their E-commerce grew speedingly,

such that their company expects that Nordstrom Rack and its online business will generate over 50% of their income in future years (Bailey, 2015).

Other than these two department stores we will be selling our MODISH Graphic Tees online on our company's website. The following will be our website introduction: "We believe that our both youth and adults will love our apparel design line as it is fun brightly colored and holds a message. The Graphic T shirts we chose to wear reveal a lot about our personality, so get the best ones from us! Besides having a bright color palette and amazing choice of words in our T-shirts, we use the best quality cotton produced in the US known as Supima cotton, which is like a king of cotton, as it gives a rich and soft feel on the body of the wearer! So why wait? Get yours today!".

MARKETING THE BRAND

In terms of marketing, we will use digital media platforms such as Instagram, Facebook, and Twitter. We chose these platforms because our target market uses them on a daily basis which can be beneficial to us.

"Instagram has over 800 million active monthly users. 60% of adults online use Instagram. 80% of the app's user base is outside the U.S. There are 25 million business

profiles on Instagram. 50% of Instagram users follow at least one business, and 60% say they've learned of a product or service through the platform" (Collins, 2018).

We can build our brand by making an Instagram business profile for MODISH. We will have influencers wearing our graphic tees to promote our product. Besides that we can have a #GetModishContest in which our buyers will take a picture wearing our graphic tees and then post it on their instagram feed by tagging our Instagram business account with the hashtag of this contest. We will pick the best shots every month and give the winners a free tee of their choice on their next MODISH purchase. Also by doing this we will get a lot of brand recognition and followers as a lot of people will be tagging us on their posts. In a way all the contestants will work as a free influencer for us.

We will also use Facebook because it's the third most visited website in the world. It has about 2.2 Billion users worldwide (Infowars 2019). 68% of Americans use Facebook (Reader, 2016). By promoting our graphic tees on Facebook we can generate a lot of domestic buyers.

Other than that we will also create a Twitter account for our brand because this platform has a certain immediacy, a sense of now! So it will help us stay on track with the latest trends. We will be posting important updates about Modish's new releases and special offers for our buyers on our twitter for their convenience.

THE QUALITY CONTROL PROCESS

T-shirts are durable, classic, and versatile garments with mass appeal as a staple closet item. The life of a T-Shirt begins in the cotton fields, most commonly found in the United States or India. They're typically made of 100% cotton but can be found in polyester or a polyester-cotton blend. Fabric use depends on the designers choice of the material and budget; stretchable knit fabrics or jersey, which is comparatively inexpensive and great for screen printing and heat applications, are commonly used. Before a T-shirt is stocked by your favorite retailer, it goes through several processes. Our fabric for our Graphic T-Shirts line Modish is called Supima. Because we are not a fast fashion brand we use Supima cotton because it has the finest cotton made in the U.S and it best suits our initial target market.

To ensure our product is the best possible, our factory is located in Asia because they have a highly skilled workforce, many experiences working with different fabric and they offer affordable prices for our business. Since we are a small T-shirt company we don't really have many issues with our manufacturing and distribution. To ensure our product is the best we want to increase our customer loyalty, gain repeat business, gain new customers and maintain our position in the market. What's important for every company is to maintain a high level of quality in everything that they produce. In the Fashion industry, garment quality control is practiced right from the initial stage of sourcing raw materials to the stage of a final product.

To better represent our brand with a product that meets our customers expectations, we first start off with an effective garment quality control strategy. Our controlling clothing quality process starts off with setting the right quality expectations and then inspecting and testing our products before we ship them. Maintaining our fabric and materials in every step makes sure our quality is the best possible. All of our employees are involved in the quality assurance process. Our company offers good quality Graphic T-Shirts for an affordable price.

According to an article written by Edraw, the first process is the Incoming quality control (IQC) “process where we inspect the raw and component materials from suppliers when they arrive at our factory. This incoming quality control process is extremely important.” Our quality management team will make sure what we ordered from our vendor is 100 percent correct ,validating that we are getting our correct product, if the fabric and the quality is correct we would then accept it and move forward with the process, if it doesn’t match our criteria we will not accept it and it will be sent back to the supplier. We only accept quality level products. When detective parts are found, we would then need to proceed with negotiating with the supplier if return or exchange is needed, and the final purpose is to make sure our product quality will not be affected. The risks with accepting bad materials won't satisfy our consumers and rejecting good quality materials is a risk to our supplier. So we only hire skilled employees to do this job. After the materials are received from our supplier, the quality inspection, and the quality check we do before accepting, we then proceed with the next process.

Research of Edraw states that the second process is the In process quality control (IPQC) “refers to the quality control during the assembly process. It is very important because we can detect and handle the problem that occurs ahead of time.” Since time is precious we cannot afford to make any mistakes down the line.

The In-process quality control tests are simply routine checks that are performed during our production. They are the tests that are carried out before the manufacturing process is completed to ensure that the product quality is met before they are approved for consumption and marketing. (EdrawSoft, 2014)

To tell if our quality is good we do these simple quality tests, The easiest test is a simple touch and wear trial, where we wear the shirts and see if it is good quality. A good quality T-shirt should never feel very lightweight. If the fabric feels too soft but strong and firm at the same time, then chances are that it is a good quality material but softness can sometimes be cheated a little which is why we keep an eye on the details of our shirts. The second test is checking the labels. Most T-shirts don't have a thread count on their labels, but they do indicate what the material is made of and if it has been mixed with something else. Our T-shirts are made with 100 percent Supima cotton because most people agree that the more the more cotton a garment has then the better. The third test runs the wrinkle test to see if our t-shirts can be wrinkle easy. Crumple up a part of the garment in your hand and then release it. If it maintains a lot of wrinkles then it is probably bad quality, if it doesn't maintain any wrinkles at all then it is

probably a synthetic material. Ideally we are looking to see if our shirts can maintain only a few wrinkles, then that means we have good quality on our hands. (Meyer-Delius, 2018)

The next step is the washing test or the color fastness test to see if our color would fade and to see if they are durable enough to have multiple washes. One way we test if a fabric is colorfast is to dampen a clean white cloth and rubbing the wet cloth on a seam or hem of a colored garment. If any color comes off onto the white cloth, then the item is not colorfast and the dye will run when the garment is washed. The last steps are counting the stitches, stitches are the foundation of a garment; they're what keeps everything together.

Because manufacturers will always pay more attention to the outside of a T-shirt, our team doesn't, the easiest way to tell if a stitch is done well or not is by turning it around. Is it even? Does it lie flat? Are there any loose threads coming out? These are all signs of poor manufacturing. Like stitches, hems are indicative of how much care we put when making the shirts. When it comes to T-shirts, we pay more attention to the sleeves and the lower hem. (Meyer-Delius, 2018)

Edraw Soft's last process is the outgoing quality control (OQA) where "last full inspection of our products before they are shipped off. It's a crucial step in ensuring the shipment is defect-free." Our management team will handle the shipment details, check the quality again and see if there are new mistakes before shipment.

The measures we will take to assure our product has the best quality are as follows: we hire qualified employees with good management and leadership skills who have experience with dealing with raw materials to better handle our quality needs. Hiring skilled employees makes sure we give the best product to our customers and makes sure our company runs smoothly. As much as we care about the quality of our product, we care about the health of our employees first. Our clean working environment improves our employees health overall. A clean working environment helps reduce worker sick days, we cannot operate our business if our employees are calling out everyday as it will slow down our business.

EVALUATION OF MATERIALS FOR PRODUCT PERFORMANCE SPECIFICATIONS

Supima cotton is known to be one of the best cotton that can be used for t-shirts. It is the softest, most durable cotton and it has extra long staple fibers which allows it to spin an extremely fine yet durable single-ply thread. It leads to cleaner and stronger yarns and will feel softer as time passes which is one of the best qualities for a t-shirt. “This highly specialized cotton produces finer count yarns, which are woven into soft, luxurious fabrics that absorb and retain color better than ordinary cotton fibers.” (Radcliff, 2019) It is extremely rare and grows only in the west and southwest states of California, Arizona, Texas and New Mexico, it represents less than 1% of cotton grown in the States, therefore, the prices are higher than other cottons. (MacDonald, 2015)

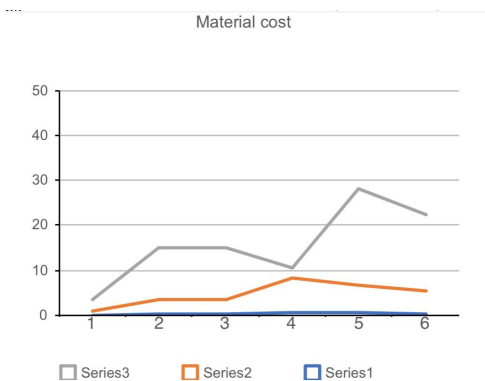
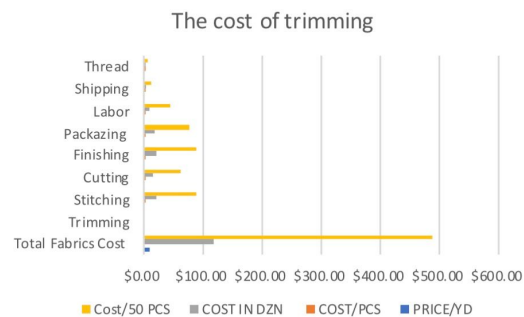
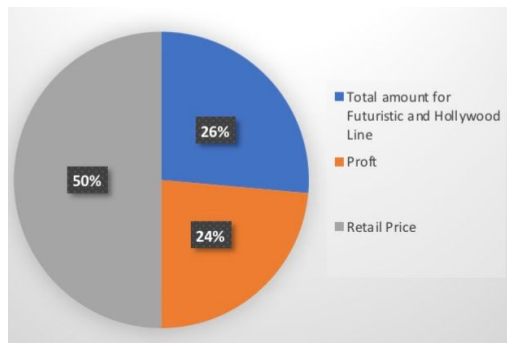
APPROPRIATE COSTING OF THE GARMENT

Since Supima cotton is one of the best and rare cotton found in the USA, the price per yard is \$9.75. Depending on the sizes, colors and designs of the t-shirt, we will be using 1 yard per t-shirt. Our brand, Modish sells four different lines of t-shirt called futuristic, educational, hollywood, and tie dyed. The futuristic line consists of three different colors red, white, and black, the t-shirts will consist of 1 yard for all the sizes. The hollywood line consists of three colors including black, white and pink.

In terms of materials, The screen print for the ‘futuristic’ line and ‘hollywood’ line costs \$6.68 including the ink price which is \$.07 per shirt as the printing needs to be very detailed and vibrant. For the accessories, we will be producing hang tags which gives details about the size color, fabric, and price for our t-shirts costs \$0.70, wash care label which will be put inside the t-shirt that gives instructions about proper ways to wash the garment in order to maintain its quality, t-shirt logos for \$.45 per t-shirt that mentions our brand name. We will be producing neck hem and bottom hems for the aesthetic of the t-shirts that costs \$.30. Altogether the material costs per shirt is 8.99 for the “hollywood” and “Futuristic” t-shirts. The screen print cost for the “Tie-dyed” and “Educational” line is \$6 because it is largely based on typography which is less than the other lines, however the cost of accessories and trimming are the same.

In terms of trimming costing, we will be spending \$7.61 per shirt which includes stitching for

\$1.75, cutting for \$1.26, finishing \$1.75, packaging for \$1.55, \$0.90 for the labor that goes into making the garments, \$.15 for the thread, lastly the shipping for \$.25. After evaluating the the process and making of the t-shirts for the futuristic line, we concluded that the price for the “Educational” and “tie-dyed” t-shirts are \$25.74, and addition of \$17.25 for the profit, therefore, the price that we will be selling it for \$42.99 per t-shirts. For our “Hollywood” and “Futuristic” lines, including the prices of screen print, trimming, and materials, we have concluded that the price is \$26.42 and addition of \$23.57 for the profit, therefore, the retail price is 49.99 per t-shirt.



Legend: Total Amount for the Educational and Tie Dyed line (grey), Profit (orange), Retail Price (brown)



COST SHEET

Date:05/09/2018

Style #123

Fabric: Supima Cotton

Category: Unisex

Product : Round Neck T-shirt (Unisex)

Country: USA

Fabric Costing	PRICE/YD	COST/PCS	COST IN DZN	Cost/50 PCS
Total Fabrics Cost	\$9.75		\$117	\$487.50
Trimming				
Stitching		\$1.75	\$21	\$87.50
Cutting		\$1.26	\$15.12	\$63
Finishing		\$1.75	\$21	\$87.50
Packazing		\$1.55	\$18.60	\$77.50
Labor		\$0.90	\$10.80	\$45
Shipping		\$0.25	\$3	\$12.50
Thread		\$0.15	\$1.80	\$7.50
Materials				
Ink Price		\$0.07	\$0.84	\$3.50
Neck hem		\$0.30	\$3.60	\$15
Bottom hem		\$0.30	\$3.60	\$15
Hang tags		\$0.70	\$8.40	\$10.50
Wash Care Label (Left SS Inside)		\$0.56	\$6.72	\$28
T-shirt logo		\$0.45	\$5.40	\$22.50
Screen Print for "Hollywood" and "Futuristic" Line		\$6.68	\$80.16	\$334.00
<u>Scren Print for "Tie Dyed" and "Educational" Line</u>		\$6	\$72	\$300
Total Amount for the "Futuristic" and "Hollywood" Line		\$26.42		
Profit		\$23.57		
Retail Price		\$49.99		
Total Amount for the "Educational" and "Tie-Dyed" Tsh		\$25.74		
Profit		\$17.25		
Retail Price		\$42.99		

ANALYSIS OF COMPARABLE PRODUCT OFFERINGS AT HIGHER PRICE POINTS

Modish is a brand that is based in New York City where we not only sell our products but largely target our consumers. Modish is a mixture of high fashion and is planning to incorporate street style fashion as well. Due to our quality, manufacturing process, and materials for the garments we produce, we qualify as a higher end fashion brand. Since we are a new and small brand who produces limited amounts of t-shirts, our retail price ranges from \$30-50. We also offer our t-shirts at department stores and brands such as Macys, Nordstrom and online, in order to enlarge our target market.

The prices for our manufacturing process is cheaper than our competitors such as Rag and Bone, Public School New York, Stone Island, and Hidden Characters whose factories are based in Nyc such as Garment District, and Irvington. Since our company is small, we decided that the best way to start would be if we manufacture our products from Asia where cost would be much lower but the skills would be excellent. Rag and Bone is known to remain one of the Seattle-based department store chain's top vendors due to the brands authenticity and always staying true to their vision. (Sherman, 2017) Their market is popularized around the globe from Asia, Europe, UK to USA making it easier to price their products higher. Rag and Bone "Men's NY Japanese Printed short sleeve Jersey cotton tee" costs approximately \$125.00 which is a much expensive price range compared to our price range while trying to attract the same consumers.

Modish's main rivals will most likely be Store Island as the brand becomes well known in New York amongst the youngsters who are into streetwear yet want that classy vibe. They follow Maslow's Hierarchy of Consumer needs starts at psychological needs, then safety and security such as fire safe pyjamas for children, after that is self-esteem fulfilment to create a sense of accomplishment and respect, and finally self-actualisation for personal growth or development. (Martin, 2018) Modish has already begun being vocal about political or environmental issues such as "Our society minus guns equals happiness" or "No plastic Please" that can not only be catered towards a certain age or demographic but to a larger platform which sets our brand different. Stone Island's "Men's logo patch cotton t-shirt" costs \$135 which is a much more expensive range than Modish who has a similar psychological concept of the brand.

Another brand that is our competition yet who differs in price range is Hidden Characters highly known for having edgy graphic t-shirts, their price ranges from \$60 to over a \$100, for instance, "Gutter X H.C 'K-OS' tee costs \$60 and our "Futuristic" and "Hollywood" lines consist of very vibrant graphics and yet are sold lower than our competitors prices. The brand's ability to vocalize political point of view yet produce garments that can be worn on a day to day basis with quality products and fair price range sets us apart from our competitors.

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