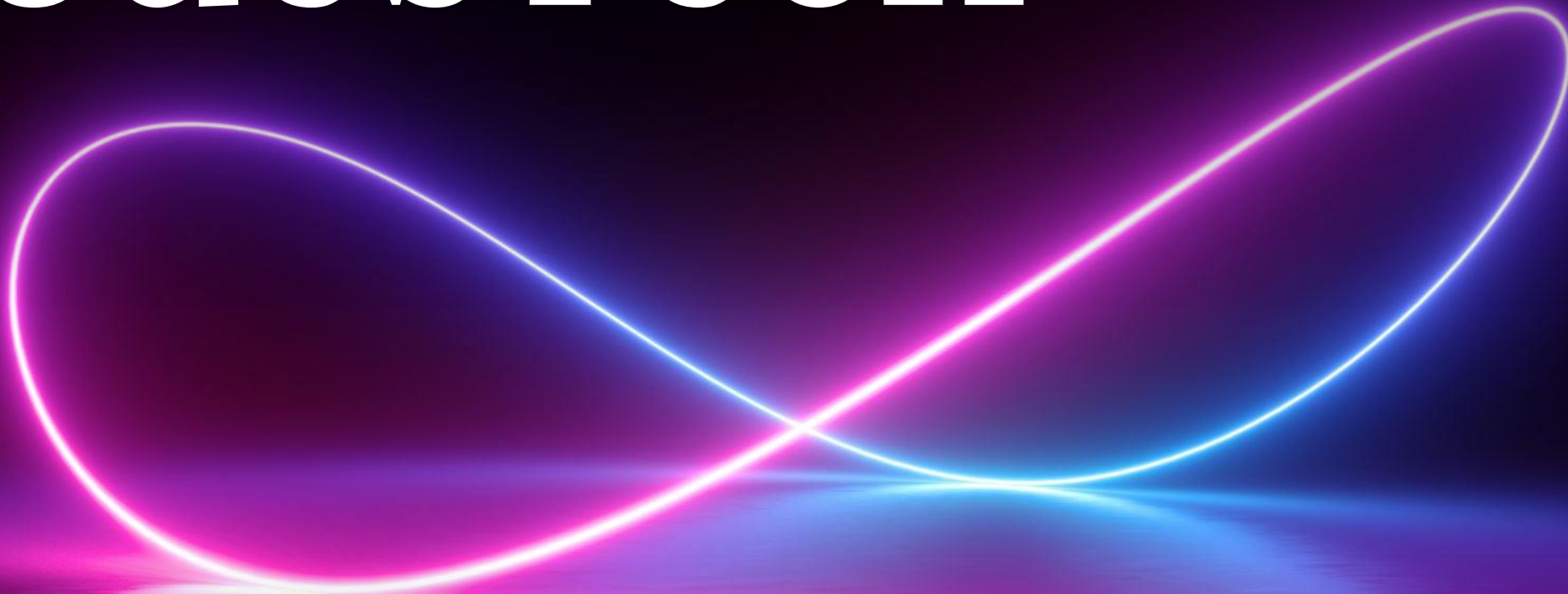


ModesTech



By Musarat Merchant

Who are we?

- ◆ We are a sustainable and fair – trade smart apparel making company named ModesTech which is short for “Modesty plus Technology.
- ◆ Through our products we will make sure that we make life easier of women who prefer to wear modest clothing.
- ◆ Our key product is a Smart Hijab / Scarf (Head covering that Muslim women wear, a symbol of modesty in the religion of Islam
- ◆ The goal is to make modest apparel for women who will indirectly help the less fortunate women in the world by purchasing our products, hence creating more job and welfare opportunities for the women particularly in countries like Bangladesh, India, Pakistan and Trinidad.

What are the problems with a traditional hijab?

- ◆ Length issues: Most women find the length of their hijab as too short
- ◆ Temperature issues: Most women feel hot when they wear their hijab on hot summer days. Most women don't feel warm enough in their regular hijab
- ◆ Color & Pattern issues: One hijab costs \$25 so it is expensive to have hijabs in all colors and patterns



How does our Smart Hijab solve these problems?

- ◇ Adjustable length
 - ◇ Breathability
 - ◇ Color and Pattern changing options!
- (10 colors = 10 patterns)



Our Fabric

- ◇ Cotton Jersey made by famous sustainable, biosynthetic company named, *Orange Fiber*
- ◇ *A stretchable and breathable fabric!*
- ◇ This is a fabric swatch of the Cotton Jersey material made by Orange Fiber that we are going to use to make our ModesTech smart hijabs. (Image: courtesy of Orange Fiber).



How is our fabric made?

- ◆ This is the process of making fabrics from orange peels to a finished garment by Orange Fiber - the sustainable fabric making company with whom we are going to collaborate to make our smart hijabs. (Image: courtesy of Orange Fiber)



What technology are we incorporating?

- ◆ We will be collaborating with *Google Jacquard* and insert this tag/ chip in our Smart Hijabs
- ◆ This tag will be in the corner (secret pocket) of the hijab and it can be removed when the wearer wished to wash their hijab.
- ◆ This tag will be connected to the app and from there the users can change colors, patterns and temperature of their smart hijab. (Image: courtesy of Google Jacquard).



What technology are we incorporating?

- ◇ Color, pattern and temperature changing technology by *CREOL's reknown ChroMorphus technology*
- ◇ This active user - controlled color – changing fabric tote bag by ChroMorphus technology is the inspiration for the color, patten and temperature changing features of the smart hijab by ModestTech. (Image: courtesy of Wearable Technology Insights).



What is our SWOT Analysis?

- ◆ Strength: ModesTech's biggest strength is its technology integrated in its apparel.
- ◆ Opportunities: To be able to cater all religious women. To expand into a full apparel line and targeting tech savvy women all over the world.
- ◆ Weaknesses: ModesTech is marketed to a specific demographic. The merchandise also is sold at a higher cost than comparable clothing companies.
- ◆ Threats: Only threat is if this technology becomes too common, it can go obsolete.

How much would our Smart Hijabs cost?

- ◇ \$ 100 per piece!
- ◇ Why? This one hijab will be equivalent to having 20 hijabs as we will give 10 color choices and 10 pattern choices! So if we do the math it is very cheap as our customers will get 20 hijabs in 1 hijab which means it will cost them only \$5 for each color or pattern and that is super cheap as a normal hijab itself costs no less than \$20 to \$25.



Who are we targeting and what are their demographics?

- ◆ Target customers: women. More specifically, women who are around the
- ◆ Age: 25 to 40 years old
- ◆ Income level and class: Middle class or upper class. Whose income level typically ranges between \$55,000 - \$75,000 per year.
- ◆ Occupation: Assistants of Business companies, housewives, models, artists, editors of fashion magazines or newspapers, Muslim fashion influencers, attorneys, interior decorators, designers, etc.



What will we do if we scale up?

- ◇ We aim to spread over in Middle Eastern countries like Kuwait, Saudi Arabia, United Arab Emirates and Qatar
- ◇ Prototype in United States
- ◇ Mass Manufacturing in countries like India, Pakistan, Bangladesh and Trinidad and hence provide employment opportunities for the less fortunate women



How are we a Fair Trade company?

- ◆ We are planning to offer 10% of our annual profits to provide relief for single mothers in India, Pakistan, Bangladesh and Trinidad.
- ◆ Single mothers or women with low family income will be the first priority for us to hire
- ◆ We will give them flexible hours to work and a decent pay based on what is the ideal wage in their country.



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