

Global Linen & Textile Co.

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"Future Fashion and
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Background



- Linen, one of the oldest and most widely used materials for apparel and washing, is vital to the textile industry.
- Over the last several decades, there has been a tremendous increase in the use of linen cloths for both men and women, including pants, jackets, shirts, and others.
- As a result, the worldwide linen fabric industry has been steadily evolving.



Fig 1: Global linen fabric drawing

Mission:

Create sustainable products to minimize environmental impact that are high-quality, beautiful and responsible.

Global Linen & Textile Co. store layout.



Fig 2: Global linen fabric drawing

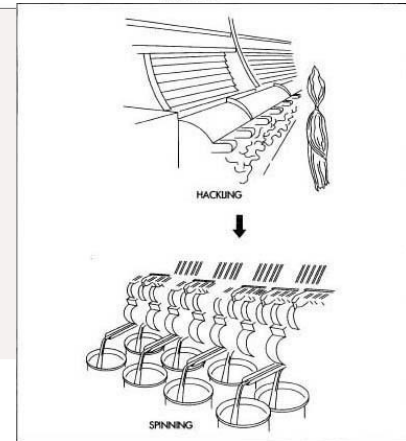
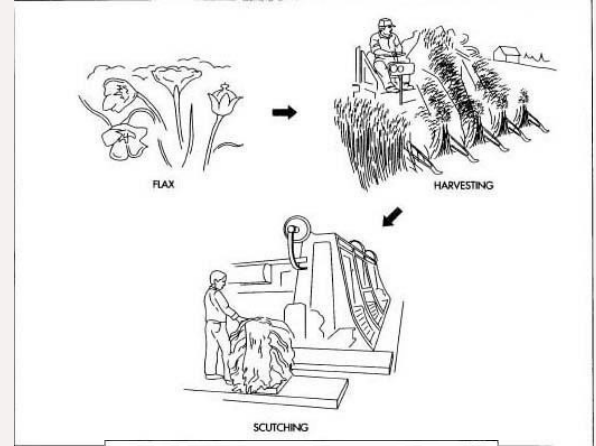
Elevator Pitch

- Global Linen & Textile Company will manufacture linen fabric and linen mixes.
- Our firm will specialize on linen textiles that are soft, natural, washable, and durable, making them excellent for a variety of applications ranging from accessories and garments to interior design and decoration.
- The company's broad fabric inventory will feature a wide range of colors and patterns, and its goods may be utilized in a variety of applications, including soft furnishings, upholstery, curtains, lampshades, and kitchen accessories.



PRODUCT DETAILS

- The linen fabric will be created from fibers generated from the stems of the flax plant.
- To spin the flax fibers, short combed strands are linked with spreaders, and the resultant strings, known as roving, are ready to spin.
- The cellulose fiber found in the stems of linen plants is the component material for linen fabric.
- Using sustainable and comfortable materials, Global Linen will make earth-first essentials for the whole family.
- Designed in in the USA and ethically manufactured globally, Global linen will offer lifestyle and loungewear including cozy sweat sets, t-shirts, cardigans, dresses, and jackets made from sustainable linen fabrics .
- With minimal footprint and maximum comfort, Global linen will have something for everyone looking to make an impact one step at a time.



Products



Global Linen Fabric Drawing

- The Linen apparel will be made from sheeting linen due to its untextured, soft surface and close weave.
- This type of linen usually has a higher thread count than other forms of linen fabric.
- Since it is relatively loosely-woven, it will be highly durable, but it will not suffer from a significant decrease in durability.



Fig 3: Global linen fabric drawing

SWOT Analysis

STRENGTHS

- High quality materials.
- Unique designs.
- Environmentally friendly

OPPORTUNITIES

- Growing demand for organic-based yarn.
- Expansion into new markets.
- Increased online presence.

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WEAKNESSES

- High production cost.
- Limited market share.
- Limited brand recognition.

THREATS

- Stringent rules and regulations.
- Volatility in raw material prices and its availability.
- Economic downturns.

Cost

- The retail price of our Global linen fabric will be from \$59.99 and up.
- Data on the price of unprocessed linen yarn per pound are not available, but prices of woven linen fabric fluctuate between \$5 and \$12 per yard.
- At these prices, linen is one of the most expensive natural fibers in the world, but it is incontestable that linen remains highly in demand for specific niche applications.
- The production of linen requires far more effort, both in terms of time and resources, which is one of the primary reasons for the gradual decline in demand for this material that started with the introduction of the cotton gin.
- Despite this, the exceptional qualities that make linen such a desirable fabric have kept it from being completely phased out of the textile industry worldwide.

Product Price

Sets

\$100

Shirts

\$96

Tops

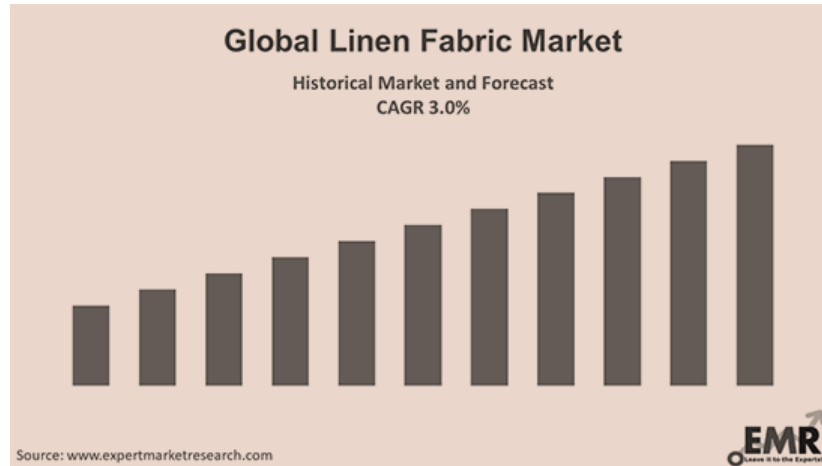
\$59.99

palazzos

\$79.99



Global linen fabric market



Neutral Colors of Global linen fabric



Demographic

- Our target demographic will be Middle to upper-class adults
- Men and women between the age of 25 and 65.
- The role the Global linen fabric apparels will have in lifestyle clothing will contribute to the generation of copious revenues in the linen fabric market.
- Global Linen fabric market will be witnessing several large lucrative avenues in the premium clothing segment, owing to the utilization of mix of attractive properties the fabric will have (Goutianos, S., Peijs, T., Nystrom, B., & Skrifvars, 2006).

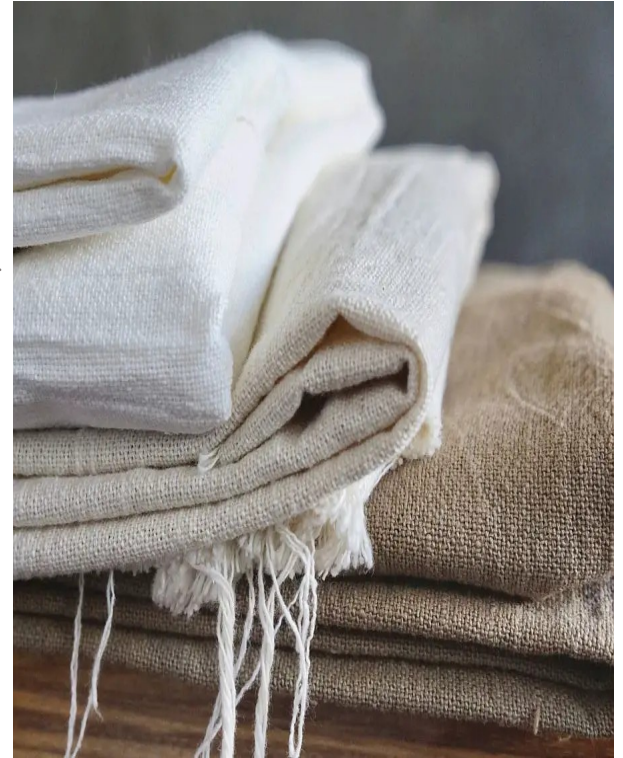


SCALABILITY

- Despite recent progress in the development of linen fabrics, their functionality, dimensions and shapes are limited by current manufacturing processes.
- Integrating the Global linen fibers into textiles through conventional weaving or knitting processes means they could be incorporated into everyday items, which opens up a huge range of potential applications (Debnath, 2019) .
- Linen is labor demanding and so costly. Cottons and synthetics are becoming increasingly popular for a variety of reasons, including cost and accessibility, ease of dyeing, and ease of caring.

Impact on the Environment

- We are committed to minimize our environmental impact.
- We use eco-friendly dyes and natural fibers.
- We strive to reduce waste in our manufacturing process.
- The main environmental concern regarding Global linen production is the release of chemicals used in the retting process into surrounding ecosystems.
- Most commonly, alkali or oxalic acid are used to separate flax fibers from the woody interior of flax stems, and while chemical retting of flax is undeniably faster and more efficient, both alkali and oxalic acid are toxic in relatively low concentrations.
- Therefore, water retting of flax stems is preferred for environmental reasons, and to be certified as organic, it is generally necessary for flax fiber to be water-retted. Since flax is already such an expensive fiber, however, water retting simply compounds on this increased cost to make organic flax less accessible to most consumers.

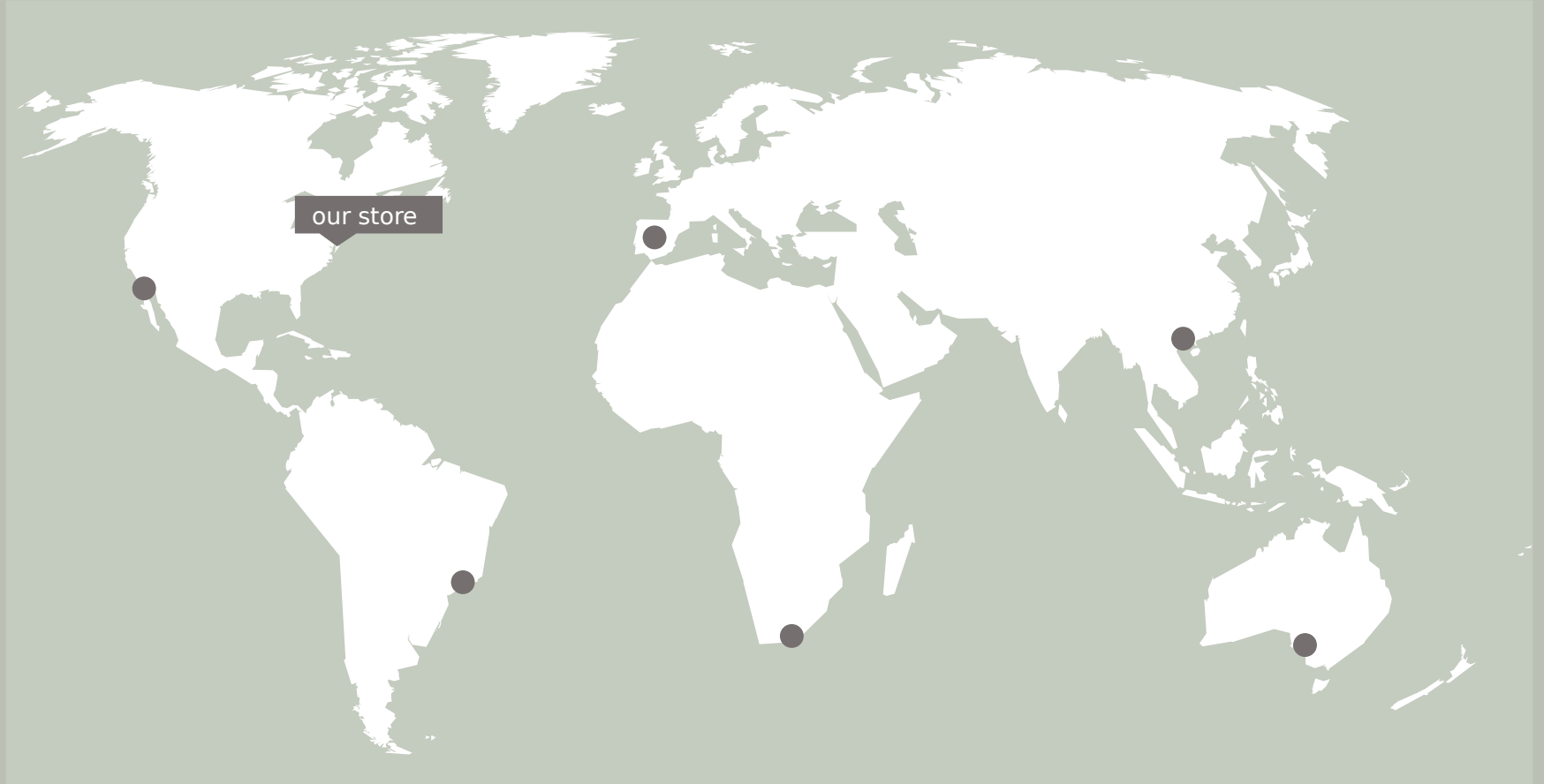


FAIR TRADE



- Yes, at Global linen will be able to sustain fair trade principles and still make a profit.
- Fair trade is a global movement that aims to help businesses in poor nations take benefit of favorable trade agreements.
- Fair trade will establish norms for the Global Linen fabric production that severely limit the advantages of free trade (Baley, C., & Bourmaud, 2014).
- The goals of ethical commerce will sometimes overlap with those of progressive trade, such as the use of environmentally friendly production processes, the encouragement of using sustainable materials like organic cotton, and the enhancement of workers' access to medical care and other essentials.

Maps



Global Linen & Textile CO. will be located at Lafayette Ave, Downtown Brooklyn.

Source of raw materials for The global linen

Linen Fabric Production In The World

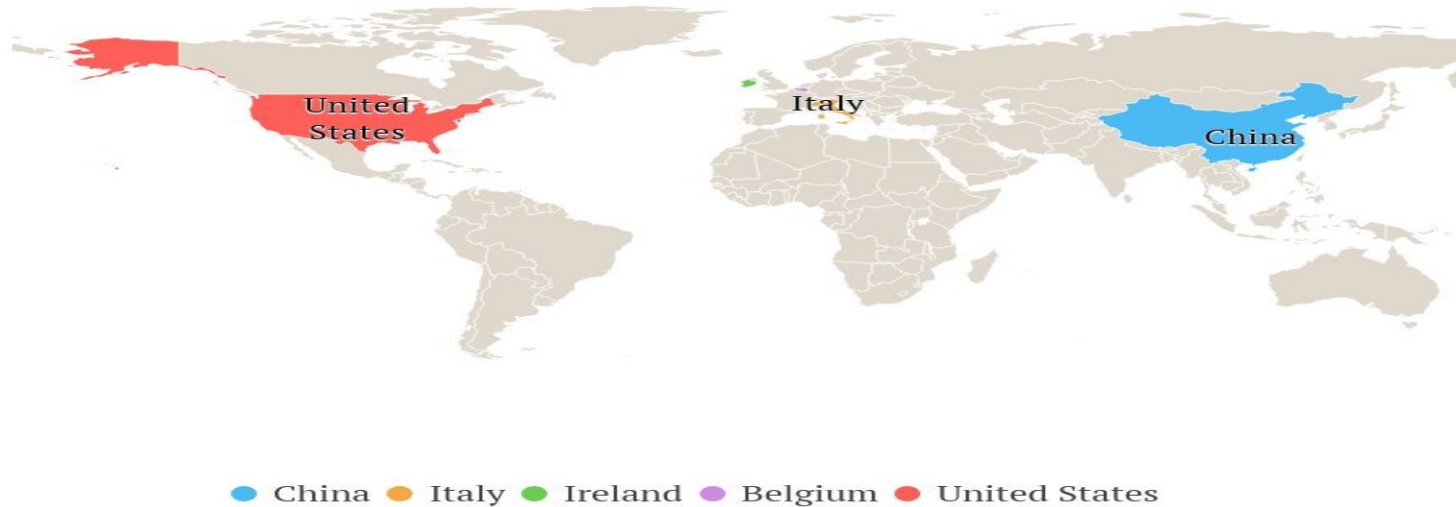


Fig 6: Global textile market

Conclusion

- Linen is a natural and sustainable fiber that has been used for thousands of years.
- Unlike other synthetic fabrics, Global linen production will not involve the use of harmful chemicals and does not generate toxic waste.
- Our brand is a durable, breathable and rustic fabric which will give off an elegant look.
- Because of these characteristics, Global linen will be used in a wide variety of products, from bedding and workwear to curtains and home decor.
- In addition, Global linen fabric will be relatively easy to care for and will require less resource consumption for its production, making it a popular choice among environmentally conscious consumers.



REFERENCES

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Thank You!

Thank you for choosing our linen-based company for your clothing and home textile needs.

