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Abstract

Moody Monday is a clothesline that deals with the production of boiler suits. Boiler suits were in the past used as protective clothing against dirt. It was primarily associated with the male gender. However, it has found its way into fashion runways, day-to-day wear, and versatile clothing in the recent past. Companies that are a challenge to Moody Monday include Topshop and Reserve. However, because its target market falls under the age of fifteen to thirty, the company shall be sustainable.

Keywords: fashion, versatile, boiler suits, trendy, sourcing, manufacturing

Biography



Morelia Pena

Morelia is a New York City College of Technology student who has an associate degree in Arts and is pursuing her BA in Business & Technology of Fashion. Currently, she owns her own Construction company which was one of her dreams since she was young. Also, she has teamed up with her sister to launch their lash line, makeup, brushes, and purses. For the future she plans to be involved in the real estate business.



China Smith

China Smith is currently a student at New York City College of Technology on track for her Bachelor of Science in Business and Technology of Fashion. She currently works as stock/sales associate for Zara, where she hopes to grow in the business. For her future she wants to open up her own clothing line where she would like to sell kids clothes. Be able to open up stores all around the U.S.



ChanChan Myint

Hello, I'm ChanChan, in her last year majoring in Fashion Marketing at New York City College of Technology. Among the things I enjoyed are cooking, watching k-drama, forensic files, and traveling to new places.

About the brand

Hello, we are Moody Monday, a clothing company that specializes in boiler suits. We are based in New York City and were founded by three students. Moody Monday's goal is to provide our Target Consumers, Millennials, and Generation Z. with moderate price apparel. We understand that wearing a boiler suit can be confining, outdated, and unflattering. That is one of the reasons we chose to design boiler suits with appealing patterns, distinct colors, and finishes that not only look good but also serve a variety of functions. Another reason is that shopping for a boiler suit can be difficult; historically, boiler suit designs were aimed toward men. Wouldn't it be lovely to add some color and a feminine touch to your outfit? Therefore, Moody Monday can assure you that our shade selections are excellent, and the design will bring out your individualism.

Moody Monday
EST. - 2022



Don't be shy, be unique!!

Major Fashion Trends

A fashion trend that we noticed throughout the market was a Boilersuit. Boiler Suit you either love or despise them, but they were a big trend from 2018 to 2022. This loose-fitting cotton garment made its way from manual labor to the fashion runway. Historically the Boiler suits were mainly worn during the Industrial Revolution by railroad workers and mechanics; men would wear Boiler suits over ordinary clothing to protect them from workplace hazards. (Penny, 2019).

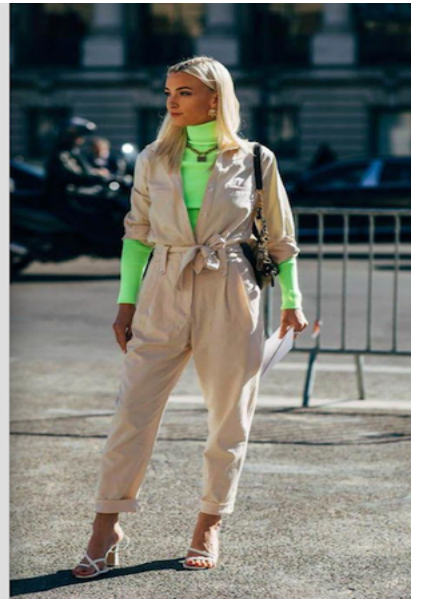
The name boilersuit is derived from the locomotive boilers, (Shaw, 2019) in “*Beyond the Trend: Boilersuits*” by Sophie Shaw, Shaw explained that many other occupations, such as factory workers, pilots, race car drivers, rock stars, astronauts, artists, and even ghost-hunters, wear this uniform too. (Shaw, 2019). Furthermore, women later adapted to wearing a boiler suit when the men headed toward World War II. and women worked in munitions factories, Rosie the Riveter was a key figure during this era.

The film Ghostbusters released in the 1980s contributed to the rise in popularity of the boiler suit; the Ghostbuster boiler suit was particularly not stylish. (As seen below on the left) These days fashionistas and designers have rebuilt and reimagined what the boiler suit was once associated with, the working class, and they still are, but designers are experimenting using fringes, contrast stitching, newer drape, resist dyeing, etc.

In Dries Van Noten's Spring/Summer 2019 collection. (As seen below on the right) The choice of colorful fringes around the dagger collar by the designer elevated the boring navy-blue suit.

If we trace this trajectory back to the fashion theory, we can see that, Trickle-Up Theory, state fashion is developed by people of lower social position and up to people of higher social class (Keiser et al., 2012).

Today wearing a boiler suit isn't only for the working class; it's become a fashion staple for anyone who wants to stand out. In a sense, the boiler suit is gradually becoming the little black dress (LBD). It is simple to style, comes in a variety of colors, and is a unisex garment that can be worn by either gender.



Target Market

The Target market for Moody Monday includes millennials and Generation Z. These are children and adults between the ages of fifteen to thirty. These age groups are the target consumers for several reasons as follows:

- i. They frequently buy clothes to keep up with trends and look fashionable
- ii. They spend more time online browsing and are more likely to shop online
- iii. They are a group of people who focus on quality, value, and ethical practices instead of relying on brand names
- iv. Millennials make up seventy million of the total population in the United States, and globally, they account for 1.8 billion people
- v. They have been embracing the fashion trends of the 70s and 80s

More and more people, especially Generation Z and millennials, are looking into comfortable fashion trends but still stylish. Boiler suits are becoming trendier since 2020, and this is because they do not require so much to look stylish and are considered comfortable and relaxed outfits. A boiler suit is clothing that is edgier than a jumpsuit and more casual than a dress and thus, appeals to many. One is more likely to encounter a young person in the nearest cafe with a laptop, a latte on the side in a boiler suit rather than with a torch and gas mask in a bomb shelter (Ngao, 2020). Boiler suits have been worn by celebrities such as Zendaya, Stella McCartney, Jessica Alba, and Tiffany Hsu (Ngao, 2020). Boiler suits have been used because of their comfortable, loose-fitting, durable material. It was used to protect them from dirt and grit. In this century, it will be used to identify with comfort, style, and nature. Generation Z and Millennials are people who consider the environment and are passionate about conserving it.

Target Audience Examples:



Price comparison

Companies such as Mango sell their denim boiler suits at \$59.99, AGOLDE, on the other hand, sells its denim at \$450, Lyocell boiler suit goes for \$115, McQ Alexander McQueen leather boiler suit goes for \$1390, Bottega Veneta belted-cotton blend wide-legged trench boiler suit goes for \$1820, Givenchy cargo suit goes for \$1520, Gucci stripe cotton goes for \$1600. Rechanged black short-sleeved boiler suit goes for \$40 (Clarke and Cary, 2020). Most companies that have a brand to their name charge more. These are brand names such as Gucci, Bottega Veneta Givenchy, and McQ Alexander McQueen.

However, Moody Monday is not targeting customers who are always into buying trending fashion. It is a clothing line that incorporates a wide range of ages which means not all are employed or self-employed. A good number of them are still in school. Thus, the prices of Moody Monday will be available. Quality and value will always be regarded above everything. This will ensure that the company gets more customers, retains the most satisfied clients, and will grow its influence globally. Companies such as Topshop, Reserved, and M. C. Overalls will be our most significant competitors because they sell the suits at prices that we will. The suits produced range from \$35 to \$120. The price difference can be attributed to the type of material used, the size, and the production process that each suit must go through to be completed.

Change in market

Over the years, the market trend of boiler suits has been changing. It was used for work mostly and going to war, but now it is worn by employees in the factory for safety and is worn in the day-to-day activities and the fashion runways. They are more durable than jumpsuits, and therefore, in the future, this is clothing that is expected to endure for several decades (Ferrier, 2019). They are unisex and can be worn for both office and leisure time. Following the epidemic, many people all around the world want to dress in comfortable and stylish clothing that can be worn in a variety of settings. Even if the market changes, boiler suits will continue to remain popular. Their prices have risen significantly since the 1970s and may continue to rise in the future, depending on the brand, quality, and material used. A company like Net-a-porter had to increase its production of boiler suits by 475 percent in the spring of 2019 (Petter, 2019). This shows that the market trend of boiler suits will keep increasing.

These pictures below show some changes of the boiler suits throughout the years:



Boilersuits as seen Derek Jarman's 1978 film Jubilee; the Queen in 1958; and Derek Jarman in 1992. Illustration: Guardian Design.

Fabric selection

When it came to finding the appropriate fabric for our boiler suit, we wanted something that was both durable and distinctive. This was difficult because there were so many different fabrics and colors that we liked but we chose Stone Mountain & Daughter Fabrics' Heavy Basketweave Cotton from Berkeley, California in the hues Mahogany and Walnut. These colors are quite neutral because of their brown richness, and we believe they will go with everything our customers wear.





WALNUT



MAHOGANY

Design. Sample:



Walnut



Mahogany

The other fabric we picked was a Hawaiian floral pattern, which will be made in cotton. This fabric will be targeted toward younger customers who want to experiment with bright colors. This color and fabric option is suitable for the summer and spring seasons, where vibrant patterns are usually the expected trend for this coming summer. As a result, we designed the boiler suit to show colorfulness, freshness and comfort while being trendy.



HAWAIIAN FLORAL PATTERN

Design sample:



The flat drawing

Construction Specifications

Moody Monday will welcome ladies of all shapes and sizes; we don't want any of our customers to feel excluded, so we will accommodate any and everyone. Our boiler suits will run from sizes XXS to 2X, with two length options of regular and tall. Not all women's bodies are the same from the petite teenager to the expectant mother, we need to be able to have that range of sizes so everyone can be able to purchase. As women, it can be difficult to find clothes that fit just right for you, so our option of boiler suits gives you that leisure to feel comfortable in your own body. Our boiler suits will have a more relaxed look to them, with a stretch that will allow you to move around. Fabric plays a huge role in the construction of our boilersuits as we want the material to stretch and confine to whoever puts it on.

With boiler suits being made for men in working conditions, they were made to protect the men while working. The construction of boiler suits was made a little different as they contained thicker, heavier material. We had to take that idea of the working suit and make it into everyday wear. We changed the fabric to make the suit airy and light allowing more movement when wearing. To be able to wear all day and not feel any discomfort no matter how many tasks you'd have to accomplish during the day. As a company whose focus is providing our customers with the best products, we create everything in-house. Installing in our consumers that they can trust us to fix any of the problems they might have with their suit. The product they are purchasing is not being built in a mass-market factory where the workers are paid less than a dollar. We take our time creating our boiler suits because they are made to fit. We've also included customization where we can take the consumer's measurement and have boiler suits that are made for them. Moody Monday wants to provide our customers with the best customer satisfaction they can receive.

Cost of the apparel product

While determining the cost of an article, a lot of factors go into that. For our boiler suits we consider the factors of the fabric, the manufacturing (the making of the product), materials needed (since we are making our product in house), etc. We want our products to be affordable to our consumers, while still taking into consideration the competitors. Consumers like to see good quality products at a reasonable price, because they know they are getting their money's worth. Customers don't want to continuously buy a product because it wears & tears overtime, that's what we at Moody Monday want to avoid.

The boiler suits made from the Stone Mountain & Daughter Fabrics' Heavy Basketweave Cotton will cost \$69.99, as it is a more expensive fabric. The sizes will run through XXS to 2X so more fabric will be needed to have every size available. We need to take into consideration the sizes when considering the price of the product. Not every size needs the same amount of fabric, some may need more than others. Our boiler suit in the Hawaiian floral pattern will cost \$49.99, as it will be made for our younger customers. In this pattern our sizes will run from a Kids XS to a Kids L. Fabric for this boiler suit will be expensive, but we won't need much. Other competitors' prices are susceptible to the fabric they use, we do believe our prices are on the more reasonable side when considering the fabrics, we use.

Quality Control Process

We want our product to remain cost and quality effective at Moody Monday, providing products that will last our customers years to come at a price that everyone loves. Each boiler suit at Moody Monday will go through a thorough quality check, which consists of quality assurance and standards. Making sure each product is 100% made of cotton, and throughout the process of making the boiler suits that there are no mishaps occurring. Our boiler suits will also be fire & water resistant, allowing customers that extra security when wearing. If someone wants to wear our boiler suit on a hot day while sweating, the fabric of the suit will consume the sweat without leaving any stains. Providing our customers with the best and only the best, so they won't have any concerns about the price.

Fast Fashion companies are leaving a detrimental mark on our economy and resources. With fast fashion companies the quality of the clothes are not up to par, and consumers are having to make up for the clothes they are losing. Clothes that are not even lasting a whole year, the number of landfills filled with clothes increase yearly. Our company will try to decrease those numbers by again creating pieces that can last you years to come by using real natural fabrics such as cotton, so you won't have to keep buying new pieces. Synthetic fibers such as nylon, and polyester take years to break down, but a lot of fast fashion companies buy these types of fibers due to the very fact that it does not cost much. They are able to create a large quantity of their products using these fibers in a short period of time (Maiti, 2020). Labeling our boiler suits with what it is made of and how to take care of it is another way we can prevent the increase of landfill. Providing our consumers with instructions of how to take care of their product can minimize the chance of them discarding it.

Merchandising

Store Layout:



What the inside of our store Moody- Monday looks like

Moody Monday opened its first store in Bedford Avenue, Williamsburg, because it is a rising hipster scene and creative people embodying the community. Our target customer segment are individuals who are not afraid to be unique, and this place appeared to meet all our requirements.

When you first walk into Moody Monday, upbeat music will be played in the store to let customers feel relaxed and shop without difficulty. Our retail layout will be a free-flow with *1,200-sq-ft*. we designed a free-flow structure because we wanted our customers to be able to roam about and observe our boiler suits and see the variety of hues Moody Monday offer, we will have color ranging from neutral to vibrant hues, which will be arranged on a table for customers to pick up and try on in fitting rooms. Our boiler suit will be shown on a mannequin to provide customers a visual representation of how the garment will appear on them.

We wanted Moody Monday's interior design to be clean and classic. We went with a wooden floor, neutral wallpaper, rectangular and circular blue rugs to brighten up the space and add a focal point. The white table will be used to display our boiler suit. We can't forget a giant mirror for customers who love to take Outfit of the day. We will also have a vanilla bean-scented humidifier to help the room smell nicer.

Moody Monday also plans to sell the boiler suits at Bloomingdales and Nordstrom. If customers are unable to visit the Williamsburg location, they may visit those companies, where a limited quantity of boiler suits will be offered.

Conclusion

In Conclusion, at Moody Monday, we want to focus on giving the best product to our customers, therefore selling Boiler Suits was our top choice due to its popularity. We took the working boiler suit concept and made it into something that everyone could wear. Adults and children can choose from a variety of hues at a reasonable price. There are a handful of Fast Fashion companies nowadays who focus more on quantity than quality, and that's because they can sell more products. When a company focuses on receiving more quantity of a product that's due to it being cheaper and not good quality. We at Moody Monday want people to remember us as a company that produces consistent and trustworthy products since that's how you establish a loyal fan base. Our store itself speaks for us when we say we want customers to feel at home and stress free, because that's how you should feel when you're shopping. We are providing good service and product, and that's what we strive for everyday at Moody Monday.

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