

Final Assignment

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## *Creating the Line*

Our company brand name is MI L' AMOUR, and the core idea is to promote Chinese culture and style. Let more people realize the beauty of the Chinese style. In this 2022 spring and summer ready-to-wear collection, will be incorporated more Chinese elements and styles. It contains all kinds of men's and women's costumes from ancient Chinese costumes to modern styles. The theme in this series is "purity", an element used in clothing. Including birds, Lycorisradiata, plum blossoms, blue and white porcelain, and other elements that mean beauty, purity, and refreshing meaning in China.

## *Consumer Markets*

### *Demographics*

The company's target customers will be Centennials (Generation Z, 1996-present) and Millennials (Generation Y, 1979-1995) these two Generational Cohort Groups. And it is aimed at male and female consumers and consumers with families. Because the products in this series include men's and women's and children's clothing products. And our company will be more suitable for people with middle and lower income because our company's product pricing will be between \$50-\$500. This will be more in line with the lower-middle income groups, who can spend a small amount of money to get the products they like.

### *Psychographics*

For these two groups of consumers, it will be easier to accept innovative things. Many of the designs in this series are ancient Chinese costumes. For Generation Z & Y consumers, this is novel and interesting.

## Strategic Planning

According to the company's inference, the company's competitors will be similarly selling Chinese-style clothing brands and will be more high-end and exquisite Chinese-style designs than the company. These will make consumers more inclined to buy other people's brand clothing.

Through the above description, the company also has a relative competitive advantage. Because other brands of clothing are more exquisite and higher-end than the brand's, consumers will need to buy these clothing at a higher price. The price of this brand's clothing will be positioned between \$50 ~ \$500, and at the same time use high-quality fabrics to make clothing. This allows consumers to use less money to obtain products of the same quality as high-end brands.

## 2022 Spring and Summer Ready-To-Wear Collection Product

|                 |                 |
|-----------------|-----------------|
| SKU-F199-11-005 | SKU-M196-90-805 |
| SKU-C195-08-050 | SKU-C034-91-100 |
| SKU-F099-67-865 | SKU-F090-20-107 |
| SKU-F089-10-149 | SKU-F031-22-001 |
| SKU-M002-31-012 | SKU-F012-21-089 |

In the 2022 Spring and Summer Ready-To-Wear Collection, The fabrics that our company will use include Silk Duchesse Satin, Sand Rayon Gauze, Silk Brocade , Cotton Twill, and Stretch Silk Georgette.

## *Marketing*

In this marketing campaign, Our company will use influencer marketing and social media strategy as the key promotion. In influencer marketing, Our company plans to invite Chinese artist Xiao Zhan as a spokesperson because he has a strong market image and fits the atmosphere of Chinese elements, which will attract consumers to consume. For social media, Our company will put relevant advertisements on Facebook, Instagram, Tik Tok, and other social platforms, because now people will pay attention to social media, which can better let more people know about our new design.