

# ETHICS in the Fashion Industry

## Module 1

### Establishing the Company

#### ACTIVITIES

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**Complete the form below to provide an overview of your company:**

Describe the purpose of your company.	The purpose of our company to provide consumers with a source for high quality streetwear garments.
<b>What products will you sell?</b>	We are planning to sell jackets, hoodies and shirts.
<b>What is the name of your company?</b>	Our company will be named SOCS because of the initials from our first names.

As a group, answer the following questions:

What is missing in the current marketplace that you can address with your company's offerings?

In this marketplace, many of the garments available for sale are plain and have little to no significant meaning. Our company is planning to create a line of cool clever designs that are more common on custom made pieces. An example of a jacket design is a dyed black jean jacket with "Wear in case of a revolution", stitched on the back. An important line of clothing that we are proposing is to create a campaign that would raise awareness for the people who are suffering worldwide. Another important offering is that we are planning to use eco-friendly garments to reduce our carbon footprint.

What are the advantages to developing the company that you have envisioned?

Advantages includes the ability to expand upon another market within streetwear fashion and to also provide a unique alternative to the traditional garments that are offered in this marketplace.

Are you creating a market for a new product or are you looking to enter an existing market where you will compete for shares of the market with established companies?

We are looking to enter an existing market. Our competitors include OFF-WHITE, BAPE, Supreme and Vlone.

What are the challenges for your company with respect to entering the marketplace?

Some of the challenges that we may encounter are to have hard time trying to gain traction in that field, finding our specific target consumers and to establish a new brand against the other popular companies in this marketplace. Another challenge would be to find a manufacture to create our garments.

What will be the channels of distribution for your product or services?

The channel of distribution would be manufacturer to directly to consumer. We would sell our merchandise via social media marketplaces (Instagram and Facebook) and have an online website (Shopify Site).