

Renee Birchwood  
Professor Jackson  
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### **Sirene L'eau**

The name of my business is called Sirene L'eau and it will be an LLC. My business mainly focuses on handmade apparel all made in New York, this will be an online store I will have no equity partners. By keeping Sirene L'eau online I will be able to reach a wider audience from all over the world rather than a brick n mortar. The revenue that would go into having a physical store I would use to purchase high quality materials like fabric or use it for my packaging in order to improve my product which is a major advantage compared to my competitors. Compared to my competitors such as Forever 21, Zara, and H&M they all purchase their apparel in bulk meaning consumers can all get the chance to purchase the same exact item with a high chance of the remaining products being turned into sale because it needs to move in order to push new products in. With Sirene L'eau there will be exclusivity meaning that a limited number of apparel would be sold in order to prevent an over production and each piece of clothing individually handled and created with care. Since I will be creating the products there is no need to have any employees and everything will be created in my apartment so I don't need to rent office space. All purchases will be made directly from the website or with our app. Depending on special occasions, for example, the first year anniversary of the business, a short term pop-up shop would be suitable for the celebration. The location would be in the Theater District area of Manhattan and the store would be there for one month, rent would be \$19,000. The target market for Sirene L'eau focuses on Generation Z and Millenials. The target consumer would be a person who likes a mixture of streetwear and artsy fashion but still appropriate to wear in a workplace. It is targeted at a person who likes to go out after work and visit places like art galleries or like to go on walks in Soho. The

beauty about Sirene L'eau is since the clothing will be exclusive only a limited amount would be created so customers will have the satisfaction of owning clothing that's been taken with care to create it and to know that you own a piece of clothing that only 50 other people in the world own rather than 10,000. Sirene L'eau mission statement is to provide people with clothing that is trendy, unique, and exclusive and feel satisfaction in owning clothing that you can't find in a H&M or Forever 21. The price point will range anywhere from \$100.00 to \$700.00 For merchandising assortments Sirene L'eau will create items such as Velour tracksuits, skinny jeans, long sleeve shirts, jackets, skirts, dresses and cardigans etc. The color palette would be mainly blues, blacks, greens, and browns. The marketing budget would be around 60,000 with 50% going towards social media advertising using influencers or advertising posts, 20% will go towards at least two medium digital billboards in lower Manhattan and 30% will go towards television advertisement.