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Biography

SANDRA NICOLAS



Sandra Nicolas is currently a student at New York City College of Technology, finishing her last course to graduate with her associate degree. She is planning on continuing her education and proceeding to her bachelors Degree in Business of Fashion. She is currently rebranding her sustainable brand of reselling clothes half the market price and Promotes sustainability by extending the life cycle of each garment, keeping it out of landfills, and replacing the need to consume from fast fashion.

KARLIQUE CAESAR



Karlique Caesar is a student in the bachelor's program for Business of Fashion major at New York City College of Technology. His goal is to push fashion into more of a subtly provocative state with his graphic designs. He wants to dress people in clothing that says a full statement with little to no words and absolutely no speech.

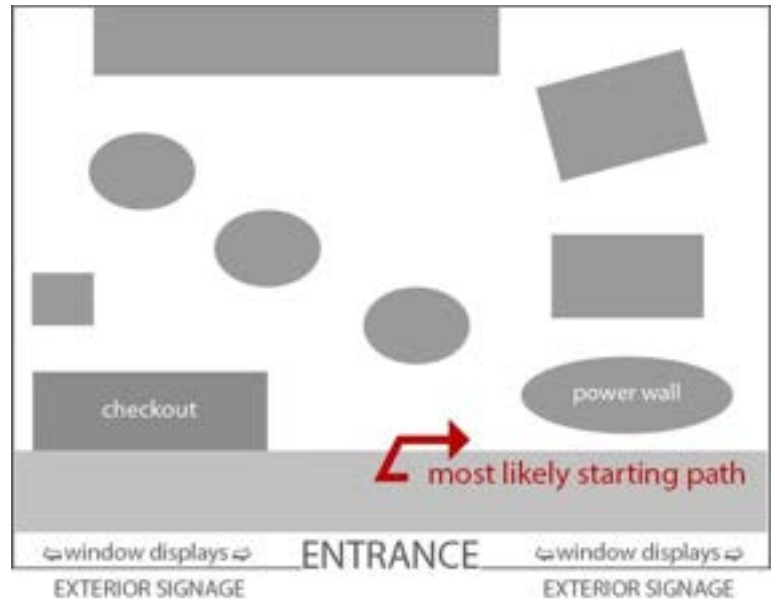
NATHANAEL HIGGINS



Nathanael Is a Fashion Major at New York City College of Technology finishing his last couple of courses to graduate with his associate degree his plan is to pursue a career in runway fashion as a designer and potential model, in addition to this Nathanael also plans to run an original brand of sustainable garments that are both stylish and unique.

Store Layout

When entering Sugar Plum the display will set the tone for simplicity and femininity. What defines womanhood and femininity and how can that be expressed. The store will give the illusion of a magic



box, the mirrors will be displayed and positioned to face each other and bounce light off of each other.

We decided as much as our brand is towards women we want to allow it to be fluid/diverse. By that we want any type of woman from the girly girl, simply feminine, or masculine women to relate to our brand. When we think about mirrors, it allows you to self reflect. We want our customers to look at themselves when picking up the sets that fit them. Depending on the weather, raise the temperature in the summer to somewhere around 74 or 76 degrees. Lower it to between 68 and 70 degrees in winter. According to The Severn Group “customers are less likely to browse items for a long period of time when they’re uncomfortable. In turn, you may experience a loss in sales and a decrease in revenue.” But of course we have to analyze and ask our customers for their suggestions and based on popular demand we will adjust because at the end of the day the customer is always right.

The layout of the store will be Free-Flow which means there is no deliberate attempt to force customers through predictable traffic patterns: wandering is encouraged. Therefore, with free-flow, there are far fewer rules. There will be sales associates on the floor to assist customers with their needs

while allowing customers to shop or look freely in the store without feeling pressure. We want to focus more on how comfortable the customer feels while shopping. This layout is great for small spaces and also creates more space between products. Less likely customers will bump into one another and to create an experiential retail space To prevent excessive returns we will have fitting room for our customers to try on and see what fits best. To create a fast pace check out, our store will have three self check out and two main cashier checkouts; This is because we want the customers to feel like the store is like their personal closet and they can freely come in and out as they please.

Research of Major Fashion Trends



Through our research at Sugar Plum, we have become extremely in touch with the demands of our market. The times are different now. The pandemic has become the catalyst of great change within the fashion industry. When you no longer have to look your best for a night out but rather a call-in, the dynamics of dress are bound to change. That's why we at Sugar Plum are dedicated to providing up to date responses to our customer's needs. The focus of this line is

comfort. A comfort that cannot be branded or gate kept but rather free to all. Any shape, size, culture or ethnicity. The main pieces in our line are focused on loungewear. We have our tees, tank tops, tank and pajama short combo and our claim to fame, the sweatpants and sweat suit line. Research has shown that the fashion industry has experienced a high uptick in loungewear due to work at home becoming such a place. Without the need to get all dressed up to head out to work what were once bodies clad in pantsuits and blazers now don sweatpants and t-shirts. The shift to a lack of trust in the health safety in brick and mortar locations is of very little concern to us too. Sugar Plum has always operated as an online store providing our customers with excellent perks such as discount codes and rewards only available under our loyalty program, The Pit Rewards which includes next day delivery if you wish to opt in to our paid version of the The Pit Rewards program. The Paid Version of our membership also allows access to the Sweet View function on our app, granting the customer the ability to use augmented reality technology to see themselves in the latest Sugar Plum offerings. Of course a very important part of Sugar Plum designing is making sure every single type of woman feels like our clothing was made just for them. That is why every single piece that is made in our standard release cycle is also available in petite, tall and plus size.

Target Market using VALS

The VALS segments are eight distinct types using a specific set of psychological traits and key demographics that drive consumer behavior. The eight segments are innovators, thinkers, believers, achievers, strivers, experiencers, makers, and survivors. The eight types and two critical concepts for understanding consumers: primary motivation and resources. The combination of motivations and resources determines how a person will express himself or herself in the marketplace as a consumer. Our consumers are believers, they believe in their identity, strength, courage, and the standards they uphold for themselves. That is why we put ourselves in the head of our consumers when designing each garment from start to finish. Our demographics are women that are seeking quality

when it comes to comfort. Our consumers range from teens to working women who break barriers in their personal life, work life, and appearance. Teens like to change their styles up from time to time but will remain in the caliber of their wear. A teen that plays sports and likes lounge wear will stay in their comfort zone of the type of clothes they purchase but will try different designs. Teens are easily influenced by their peers and look for inspiration online. Working women dare to change and some start to get comfortable changing their style up to whatever they want. We make our clothes based on the stages of these women's lives, most of them are in a cycle that reoccurs and they don't realize how similar they are to one another.



Product Price Comparison



Sugar Plum is private label

loungewear line which includes garments that range from sweatsuits to tank tops, shorts accessories and more, when it comes to sugar plum pricing our garments at reasonable costs to accommodate are target audience is extremely important, All garments are produced in house from california, although we are a NYC based brand we use sustainable fabrics from california to create high quality garments that are both comfortable and unique to the customer in comparison to brands like “ Lululemon which sources most of their garments from overseas we value

quality and accessibility to our clients which is why we buy in bulk from California and create our products in house to create that connection with the product and the customer.

Which is why we price our products here at sugar plum. With our sweat suits starting at \$120 and our tank tops and Tees ranging from \$25 to \$45 we strive to meet the demand of the consumer by creating products that are worth the money. We also take into account our demographic for our garments with ours ranging from Teenagers to Working class women we understand that our costs reflect that.

Color Story

The selection that we have displayed here comes from our most recent spring collection. The weather is wishy-washy but all around reaching an uptick. It is for that reason we have decided to splash in some strong spring/summer colors. Colors that fashion insiders have been noting as being on the rise are clearly noticeable here. We have colors within the warm range such as yellow, orange and red which can be seen prominently on our Sugar Plum Tank in red and our Sugar Plum sweatshirt in orange and more subtly in our Sugar Plum Sweatpants with yellow accents and white style tee with bright red accents. The colors are meant to not only juxtapose the cooler colors of the past season but to also serve as a welcome to summer and the warmer colors. We also heavily used blues and greens in these designs. They help to signify what it is that makes springs introduction of summer so special. The green signifies the growth from barren winter months to the warmth of summer day. The blue can represent the sky or its parallel to the ocean and what they both mean in terms of the season, freedom. The freedom to break the chains of the day to day even for a moment, a notion so important especially now in these days of 4 walls and lockdown

Fabric Story



Our fabrics are made of 100% ring spun cotton. This is done to promote a much nicer feel to the standard 100% cotton, while also ensuring that our products can last our customers for as long as they'd like to continue wearing them. We feel comfortable with this choice as we have tested numerous different fabrics , but it was ringspun cotton that felt closest to the standard we wish for Sugar Plum. As for the environment, we understand the toll the textile industry takes on the world we live in. It is for that reason that Sugar Plum has the Plant A Seed program where we are willing to take back a piece of ours that the customer no longer wishes to use and provide a hefty discount on their next purchase. This allows us to reuse older fabrics and cut back on pollution and waste production.



Final Costs

When Pricing our products we evaluate our demographics. When it comes to teens, some teens start purchasing their own clothes. At the age of 17 year old most teenage girls could be starting their first part time job and are now learning to be financially responsible for what they purchase. According to ZipRecruiter “the majority of Teen salaries currently range between \$2,250 (25th percentile) to \$3,292 (75th percentile) across the United States.” The federal minimum wage for covered nonexempt employees is \$7.25 per hour but by the end of the year, the minimum wage in 49 states and municipalities will meet or exceed \$15, according to Wolters Kluwer. And the working women are starting college to finishing college and entering the workforce. “While ZipRecruiter is seeing salaries as high as \$142,592 and as low as \$15,905, the majority of salaries within the Female jobs category currently range between \$27,970 (25th percentile) to \$52,101 (75th percentile) with top earners (90th percentile) making \$72,941 annually in New York. Taking this into consideration and evaluating the market of other loungewear brands we come to the conclusion of starting our prices off at minimum of \$10 to \$150. This will depend on how the consumer chooses to purchase, either purchasing our clothes in sets or purchasing individually. Purchasing our

designs in sets will help save money than comparing how we price each individual garment. When pricing we evaluate how much we spend on production of each garment. The main purpose is we source in house not only to control our quality which is our top priority but also to control the price of the garments. Sourcing in house cost more than finding a source internationally; when you put the processing time of each line we really wanted to cut the time process so we can stay on top of inventory and be able to get our customers their needs as fast as possible. With process time and shipping a lot faster than other brands our consumers are getting great products and amazing service all for one price.

Evaluation of Fabrics



At Sugar Plum we use high quality blends to create garments that are made to last, most of our fabrics in our garments are recycled materials that we sourced from California. At Sugar Plum what's most important to us is having a product that in the process of creating used no harmful chemicals or negatively impacted the environment. With this in mind you can see from the different

fabrics in garments how we achieved that.

The Sugar Plum Sweatsuit

The SugarPlum sweatsuit is made from Supima cotton which is extremely breathable and lightweight creating a sweatsuit that is comfortable for the customer. We choose to use supima cotton for our sweatsuit because “Supima is twice as strong as regular cotton, which makes for extraordinarily resilient products. The longer fiber resists pulling, breaking and tearing resulting in fashion and home products that are incredibly resilient and keep their form for a longer-lasting product.”

The Sugar Plum Tank Top



The sugar plum tank top is a regenerated nylon and supima cotton blend our tanktop is ribbed with some elastic additions across the neckline we went with ECONYL® because it is sustainable and of a very high quality which fits perfect for the aesthetic of our garments

Changes and Notions

Though the Sugar Plum Team greatly believes in our product, We are continuing to elevate our brand and grow in our selections. Summer is around the corner so we understand that certain comfort pieces are out of style such as hoodies and pajama pants. We are actively working on more expressive fits to accommodate any form of personal expression such as oversized fits, crop tops and hoodies. Our Sugar Plum Sweatshirts have hooded variants already in the works for the summer months, available in our signature ringspun cotton build.

Quality Control and Merchandising

The quality control practices at Sugar Plum guarantee the utmost quality for all of our products. We first go through numerous stages of graphic design, testing fonts that pop out more or logos that are more streamlined. We then spend the majority of our time testing out different fabric blends and cuts to product test the designs at hand. This process of testing and creation strictly follows our rules of ethical practice that we have come to call The Pit of Sugar Plum.







Conclusion

Our brand was created mostly with the pandemic in mind, our society has changed significantly in the past two years and the fashion industry had to adapt and change with it. A lot more people were staying home from students to adults transitioning to remote work. With this in mind, we asked ourselves what kind of women that are at home right now and why would they be attracted to our brand. From a staying at home mom, to the fitness women and students who value their comfortability at home. Sugar Plum wants to start a movement of unique experience when it comes to comfort, we want our consumers to live in our clothes. We want our consumers to feel like each garment was customized for their needs and lifestyle. To show that we care about our consumers and the changes that have happened in the last 3 and half years we constantly shift our focus to sustainability and maintain it as “green” as possible. From our product development we substitute each step to make it environmentally friendly. Our biggest and main focus is being transparent and open to how we develop our products. Taking suggestions from our consumers is our biggest focus when it comes to changes we take because that's our biggest critic other than ourselves. At the end of it all the customer is always right.

CITATIONS

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