

YEE FASHIONS



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Abstract

Yee Fashions is a moderately-priced, private labeled women's business casual wear line being sold in women's wear shops. Yee fashions caters to young women world wide looking for a comfortable oversized formal look. Yee Fashions exemplifies the oversized trend in business casual dress; as seen in the oversized outwear options, and pant options with more free-flowing space as usual. All materials are wholesaled from sellers in China, and checked for quality and assurance, with carefully chosen fabrics for each piece. Yee Fashions sells to young women who adhere to the business casual style, looking to make business styling their own.

Keywords: Business Casual, Blazer, Rayon, Silk, Cotton, Target Market, Quality Control

YEE Fashions Target Market

Our Brand, Yee Fashion, provides clothing for women who enjoy a business casual look. Our line specifically focuses on an oversized look. Our brand has a target market for young professional working women. This clothing line could be perfect for women who have been working from home and run meetings from their computer, and to women who also work in an office with a more casual setting. Yee Fashion can be perfect for any woman just getting out of college and into the workplace for the first time and would like to keep a casual but professional look to them. The younger generation seems to be adapting to new kinds of jobs where it requires a lot more physical labor than just sitting at a desk and also moving around from one location to another. The line is sold at a moderate price which is perfect for any woman in college, or leaving college as well, that might want to have a trendy business wardrobe without affecting their budget. Consumers that are interested in clothing stores like Zara, H&M, and Banana Republic could also find our clothing line similar to the clothing sold at those stores but for a much affordable price. Our brand offers great quality clothing for a better price than most competitors and leaves our customers feeling confident while working.



Market Research | Trends

The pandemic seems to have influenced the latest trends going on in fashion. Many people have been in their homes for years and are ready to go back out showing off different colors and styles. People strive for bold and attention-grabbing colors in their outfits. Some trends include boxy blazers, hourglass dress styles and bright colored hues for outfits worn at the office or during the weekends. Chinos have become a recent trend and could be usually worn with loafers. Shades being used in 2022 are subtle shades of mahogany, Sulphur, and beige. A trend happening in today's fashion is voluminous silhouettes. Oversize shirting to ballooned silhouettes and puff sleeves make dresses and tops retain their volume. This look will usually be combined with soft pants. Cutouts have also become a trend in fashion and have made appearances on bottoms, dresses and tops. A trend that is coming back would be the use of belts and they are being worn with pants but also a lot of dresses. Paper bag pants or any pants that have some sort of a belt that can be tied around the waistline is also becoming a favorite in bottoms. "Mom Jeans" are also becoming a way for people to find a balance in their outfit by keeping things casual with the use of them as the bottom and a top that has a lot of drape or a top that is form fitting. For this brand, we are adopting the oversized element of business suit pieces.

Market Research & Alternatives (Competitors):

	Blazers	Pants	Tops	Dresses
Zara	\$45.90 - \$169.00	\$47.90 - \$119.00	\$35.90 - \$89.90	\$45.90 - \$229.00
H&M	\$34.99 - \$199.00	\$24.99 - \$129.00	\$29.99 - \$59.99	\$34.99 - \$149.00
Banana Republic	\$100.00 - \$600.00	\$79.50 - \$800.00	\$64.50 - \$160.00	\$80.00 - \$1,200.00

Fabric Selections¹

Polyester: a blend of 81% Polyester, 18% rayon and 1% spandex were used to create the fabric used for the trousers. Polyester is a fabric which can be silk-like or slippery to the touch. This will help in the texture, free-flowing comfortable fit of the garment. Polyester is a lightweight, synthetic fabric used to create the trousers, dresses and outerwear items.

Cotton: 100% cotton was used for tops and bottoms. Cotton can be either lightweight, or heavyweight depending on the end use. The cotton used was blended with elastic in some garments to maintain the stretch of body-hugging items and parts. Cotton is a natural protein fiber, and add to the comfort factor of the garments.

Linen – Linen was used to create the dresses. Linen was chosen to give a beautiful, fresh-spring feeling. The long designs needed a durable yet free flowing fabric, which Linen was capable of providing. Linen is a flax-based cellulosic fiber, normally used for home wear but applicable in fashion as well. Linen will add to the comfort of each garment. .

Silk – In the tops, 100% China silk was used. Silk is a natural protein fiber from silk worms, which produces a delicate silky fabric soft to the touch. Perfect for warmer weather, silk provides beautiful luster to our camisoles. They provide high quality absorbency and thermal regulation.

Rayon- Rayon was the first “synthetic” silk. Cheaper than silk, rayon is a synthetic fabric made to copy the soft, glossy qualities of silk. While not quite as soft, Rayon is smooth and has a comfortable fit that is soft to the touch. Rayon, like silk, provides beautiful luster and is good for draped looks.

Cost Sheet: Bottoms

YEE FASHIONS

Women's Chic Business Casual

300 Jay St
 Brooklyn, NY 11201
 (718) 260-5500

Garment Description:
 81%Polyester 18 % Rayon 1% spandex
 Formal Dress Pants

COST SHEET

Vendor: Nantong Wang & Sheng
Style # 778
Textile: Polyester
Country: China
Lead: 30-45 days



ITEM	QTY	PER U	UNIT	APX TC
TEXTILE				
Polyester	1.5	2.50	yd	\$3.75
Button	1	0.19	pc	\$0.19
Zipper				
OTHER				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	23	0.05	SAM	\$1.15
			\$1.25	

SUBTOTAL 5.69

COMISSION \$0.40 7.00%

SHIPPING \$ 0.50

MARKUP \$ 5.69

TOTAL \$ 12.28

YEE FASHIONS

Women's Chic Business Casual

300 Jay St
 Brooklyn, NY 11201
 (718) 260-5500

Garment Description:
 Cotton Trousers
 Crossed neckline

COST SHEET

Vendor: Foshan Textile Co
Style # 778
Textile: Cotton
Country: China
Lead: 25 days



ITEM	QTY	PER U	UNIT	APX TC
TEXTILE				
Cotton	1	2.38	yd	\$2.38
Button	0	0.19	pc	\$0.00
clasp	0	0.10	pc	\$0.00
OTHER				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	30	0.05	SAM	\$1.50
			\$1.25	

SUBTOTAL 4.48

COMISSION \$0.31 7.00%

SHIPPING \$ 0.50

MARKUP \$ 4.48

TOTAL \$ 9.77

Cost Sheet: Tops

YEE FASHIONS

Women's Chic Business Casual

300 Jay St
Brooklyn, NY 11201
(718) 260-5500

Garment Description:
Cotton Blouse
Crossed neckline

COST SHEET

Vendor: Foshan Textile Co
Style # 778
Textile: Cotton
Country: China
Lead: 25 days



ITEM	QTY	PER U	UNIT	APX TC
TEXTILE				
Cotton	1	2.38	yd	\$2.38
Button	0	0.19	pc	\$0.00
clasp	0	0.10	pc	\$0.00
OTHER				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	30	0.05	SAM	\$1.50

SUBTOTAL			4.48
COMMISSION	\$0.31	7.00%	
SHIPPING	\$ 0.50		
MARKUP	\$ 4.48		
TOTAL	\$ 9.77		

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Women's Chic Business Casual

300 Jay St
Brooklyn, NY 11201
(718) 260-5500

Garment Description:
Cotton Blouse
ruffled arms

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Women's Chic Business Casual

300 Jay St
Brooklyn, NY 11201
(718) 260-5500

Garment Description:
100% silk camisole. spaghetti strap.

COST SHEET

Vendor: Mood Fabrics
Style # 778
Textile: Silk Chiffon
Country: US

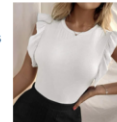


ITEM	QT	PER U	UNIT	APX TC
TEXTILE				
Silk Chiffon	1	11.99	yd	\$11.99
Strap Clasp Hardware	2	0.19	pc	\$0.38
HARDWARE / OTHER				
labels	3	0.05	pc	\$0.15
packaging	1			
labor	20	0.05	SAM	\$1.00

SUBTOTAL			13.52
COMMISSION	\$0.95	7.00%	
SHIPPING	\$ 0.50		
MARKUP	\$ 13.52		
TOTAL	\$ 14.97		

COST SHEET

Vendor: Foshan Textile Co
Style # 778
Textile: Suede
Country: China
Lead: 25 days



ITEM	QTY	PER U	UNIT	APX TC
TEXTILE				
Cotton	1	2.38	yd	\$2.38
Button	0	0.19	pc	\$0.00
clasp	0	0.10	pc	\$0.00
OTHER				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	30	0.05	SAM	\$1.50

SUBTOTAL			4.48
COMMISSION	\$0.31	7.00%	
SHIPPING	\$ 0.50		
MARKUP	\$ 4.48		
TOTAL	\$ 9.77		

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Cost Sheet: *Outerwear*

YEE FASHIONS
Women's Chic Business Casual

300 Jay St
Brooklyn, NY 11201
(718) 260-5500

Garment Description:
Suede Blazer
Oversized Blazer

COST SHEET

Vendor: Shaoxing East
Style #: Silk Export Co
Textile: 778
Country: Suede
Lead: China
25 days



ITEM	QTY	PER U	UNIT	APX TC
TEXTILE				
Rayon	2	1.20	yd	\$2.40
Button	3	0.19	pc	\$0.57
clasp	0	0.10	pc	\$0.00
Suede	2	2.80	yd	\$5.60
OTHER				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	30	0.05	SAM	\$1.50
				\$1.25
SUBTOTAL				10.67
COMISSION				\$0.75 7.00%

YEE FASHIONS
Women's Chic Business Casual

300 Jay St
Brooklyn, NY 11201
(718) 260-5500

Garment Description:
Polyester
Oversized Blazer

COST SHEET

Vendor: Shaoxing
Style #: Keciao Pinv
Textile: 778
Country: Polyester
Lead: China
30-45 days



SHIPPING	\$	0.50
MARKUP	\$	10.67
TOTAL	\$	22.59

ITEM	QTY	PER U	UNIT	APX TC
TEXTILE				
Polyester	2	1.30	yd	\$2.60
Button	3	0.19	pc	\$0.57
clasp	0	0.10	pc	\$0.00
OTHER				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	30	0.05	SAM	\$1.50
				\$1.25

SUBTOTAL				5.27
COMISSION				\$0.37 7.00%
SHIPPING	\$	0.50		
MARKUP	\$	5.27		
TOTAL	\$	11.41		

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Cost Sheet: Dresses | Additional Designs

YEE FASHIONS

Women's Chic Business Casual

300 Jay St
Brooklyn, NY 11201
(718) 260-5500

Garment Description:
55% Linen 45% Rayon
Bow tied Knee length slit dress

COST SHEET

Vendor: Shaoxing
Style # Keqiao Pinvi
Textile: 778
Country: Cotton
Lead: China
30-45 days



ITEM	QTY	PER UT	UNIT	APX TC
TEXTILE				
Linen	2	2.82	yd	\$5.64
Button	6	0.19	pc	\$1.14
clasp	1	0.10	pc	\$0.10
OTHER				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	30	0.05	SAM	\$1.50
			\$1.25	
SUBTOTAL				8.98

COMISSION	\$0.63	7.00%
SHIPPING	\$ 0.50	
MARKUP	\$ 8.98	
TOTAL	\$ 19.09	

YEE FASHIONS

Women's Chic Business Casual

300 Jay St
Brooklyn, NY 11201
(718) 260-5500

Garment Description:
Rayon
A-Line Dress knee length

COST SHEET

Vendor: Shaoxing
Style # Keqiao Pinvi
Textile: 778
Country: Rayon
Lead: China
30-45 days



ITEM	QTY	PER UT	UNIT	APX TC
TEXTILE				
Polyester	2	0.70	yd	\$1.40
Button	0	0.19	pc	\$0.00
clasp	0	0.10	pc	\$0.00
OTHER				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	22	0.05	SAM	\$1.10
			\$1.25	
SUBTOTAL				3.1

COMISSION	\$0.22	7.00%
SHIPPING	\$ 0.50	
MARKUP	\$ 3.10	
TOTAL	\$ 6.92	

YEE FASHIONS

Women's Chic Business Casual

300 Jay St
Brooklyn, NY 11201
(718) 260-5500

Garment Description:
55% Linen 45% Rayon
Bow tied Knee length slit dress

COST SHEET

Vendor: Shaoxing
Style # Keqiao Pinvi
Textile: 778
Country: Linen
Lead: China
30-45 days



ITEM	QTY	PER UT	UNIT	APX TC
TEXTILE				
Linen	2	3.20	yd	\$6.40
Button	0	0.19	pc	\$0.00
clasp	0	0.10	pc	\$0.00
OTHER				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	28	0.05	SAM	\$1.40
			\$1.25	
SUBTOTAL				8.4

COMISSION	\$0.59	7.00%
SHIPPING	\$ 0.50	
MARKUP	\$ 8.40	
TOTAL	\$ 17.89	

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Quality Control

Yee Fashions helps young women to have beautiful casual looks with the best quality but with low price. The brand uses a mix of a variety of fabrics such as polyester, linen, cotton, and also silk depending on the price. Using a mix of different fabrics gives us more options to produce the beauty of different types of products and diversify the look of the outfit for each consumer.

We have researched the types of clothing trends that are needed for the young generation nowadays. The oversized clothes became one of the common trends around the 1920s which was a very early adaptation to this look, and it has started gaining popularity again recently as close to 2015. One of the reasons why people seek oversized clothes is that it allows more movement and air circulation for the best comforts. Yee Fashions not just comforts the customers to feel comfortable, but also gives a very trendy fashionista's look. With post-pandemic conditions on the rise, people want more comfort in their work clothes, which Yee Fashions can provide.



Using synthetic fabrics helps us reduce the price range of our clothes and allows even people with low income to easily purchase our product. People feeling comfortable buying beautiful piece of clothes at an affordable price is our goal for the brand. Not only do they have the option to style with cheaper fabrics like polyester & rayon, but they also have garment choices in the natural fiber range, such as cotton, linen & China silk.



Quality assurance agents are in person and scan production in-line in order to identify any mistakes or issues early on. Quality assurance concerns include incorrect sizing, cutting, errors in assembly, shrinkage or other fiber issues. All packages and orders are rechecked and inspected

before leaving their shipping department. The standard inspection procedure for Yee Fashions inspects and review every garment leaving the facility. Inspectors will look for stains, flaws, ribs, dirt, stray threads and spot checks.

Merchandising | Marketing

Our merchandising methods started from having advertising from Instagram and Facebook as using social media to get attention from young generation consumers. Casting different types of fashion influencers out in the social media sphere helped us to be known to the world. Fashion influencers on Instagram have a huge impact to current days social platforms as everyone has access to it and can easily be found. Some of the influencers we have casted also took some review videos and gave a post on YouTube. Youtuber reviews have cost us more fees on marketing, yet it was worth the investment of trendy marketing in the 21st century. Our target market, which is about 20-35 years old, has about 77% of the population using YouTube to look up their private interests and this gets us closer for our targets to find us.

We focused on social media platforms as our major factors of merchandising methods to catch up the trend to this generation. Outfits were created and shared, and the idea of oversized work comfort, Yee Fashions slowly invaded the market.

