



TUNDRA

OUTERWEAR APPAREL

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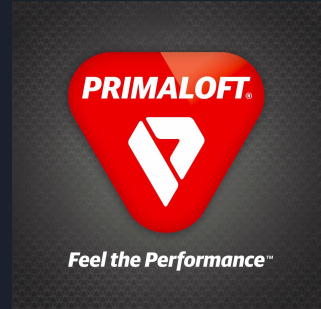
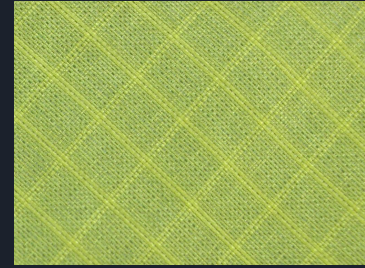
About Us

Tundra Outerwear Apparel is an outerwear company developed in 2018 in New York City by five students. Our mission is to provide consumers with high quality, lightweight jackets and coats for a moderate price. We pride ourselves on providing warmth and versatility using top of the line products for consumers that live in major cities. In this book you will learn about how the process is handled in quality control, where we will be selling our products and how it is merchandised, why we have decided to create these products due to the change in market, the construction specifications on how products will fit, which fabrics will be used, and the cost of producing these products. After reading this book we hope you understand why we are in the market, why we choose to develop our product in a certain way, and why we are selling our product for a moderate price.

Quality Control

Our system for quality control will be a detailed oriented and rigorous process. We aspire to be like brands such as Arc'teryx and The North Face, where we are able supply our consumers with the same quality product but with a better price point. Under our quality assurance we are making sure that there is maximum defect prevention starting from the fabrics down to the final product.

- Our fabric of choice would be a 100% polyester ripstop.
- We have considered taking a more ethical route and use synthetic insulation rather than any type of goose or duck down. With synthetic insulation, consumers will be able to get a similar type of warmth and insulation as jackets that are developed with goose and duck down. The company we have chosen to work with is PrimaLoft.



Quality Control



- Once the fabric has arrived to the factory, the quality control process begins by checking fabric perfection. Making sure there are no tears on the fabric, inspectors check every five yards for any flaws and color consistency before it enters production.
- During the assembly, operators who are in charge of assembling a specific jacket or coat are responsible for quality work as they are checking for any stitching mistakes, insulation seepage, flaws in any of the hardware including zipper, snaps, velcro, and drawstring attachments.
- Once the sample garment is developed, inspectors will inspect for any flaws in the construction of the jacket or coat. They will make sure that all components are fully intact and correlates with the garment's quality standards. Along with checking for correct sizing specifications, making sure that two of each sizes are completely measured and correct measurements are followed.



Merchandising

- By carefully analyzing the market and how the economy is moving, our merchandising strategy consists of selling our garments both online and through department stores.
- E-commerce is expected to continue growing in profit for the following years; by opening an website our consumers will have the ability to have an idea of our brand image, learn about the brand and have the ability to purchase product and special releases through the online store.
- According to reports, in 2017, retailers stated that approximately 41.6 % of sales growth were from E-commerce alone with Amazon taking a majority of the percentage

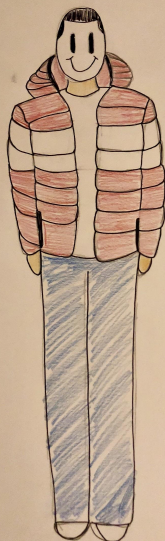


Merchandising

- By partnering with Amazon, consumers will have the capability of ordering our products online with fast and efficient delivery. Amazon has an established loyal client base who already purchase goods from the 32 private label brands that Amazon already carries with 19 being clothing brands.
- We chose department stores that correlate the most with our brand image, Macy's seemed to be a good fit for us to sell our products. Macy's is a nationwide department store which carries many private label brands for a good price.
- Being that Macy's is a nationwide department store with many subsidiaries, the company has also decided to let Bloomingdale's carry the brand as one of its private labels also

The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font. A yellow curved arrow starts under the letter 'a' and points to the right, ending under the letter 'z'.The logos for Macy's and Bloomingdale's. The Macy's logo consists of a red five-pointed star followed by the word "macy's" in a lowercase, black, serif font. Below it, the word "bloomingdale's" is written in a lowercase, black, serif font.

Mock Up Designs



Change in Market



- Puffer coats are gradually becoming more popular and stylish just as they were in the 90s.
- Street style has allowed the puffer coat to continuously get an upgraded look.
- Though they are one of the most logical winter coats to have, they were not always so glamorous, but rather popular for their comfort and their warmth.
- Puffers usually come in neutral colors such as black, bone, grey, hunter green, and brown but have since incorporated royal and bright colors into the market. Now, these coats can be found in vibrant colors like mustard yellow, metallics, pink, red, orange and bright cobalt.
- If consumers are looking for a puffer that is stylish and warm, they would typically try retailers such as Urban Outfitters, H&M, ASOS, GAP, Uniqlo, and Macy's for a moderate price point.

Change in Market

- High-end retailers have recently introduced their take of the trend on their runways. These branded puffers have become very popular in streetwear and are definitely statement pieces that help elevate an outfit.
- They come in a variety of lengths from short, mid-length, to long. Some are presented with a hood or without a hood attached to them. Though these are typical features consumers may see on a jacket or coat, newer puffer coats have become oversized, denim, and asymmetrical.
- As these jackets continue to gain popularity within street style, it allows an opportunity for designer brands and moderate priced brands to collaborate, even if the collaborations seem unpredictable.



Construction Specifications

- Bubble Jackets have evolved from being a bulky, utilitarian winter necessity to a now trendy, fashionable winter staple due to the changes in it's construction over the years.
- The first bubble/puffer jacket, the Skyliner, was created in 1939 by Eddie Bauer.
- There were many components needed to ensure that the jacket was water resistant and provided warmth while remaining lightweight so, there were down feathers implemented into the quilts on the jacket that helped to provide warmth and wick away moisture without being too heavy.



Original 1939 Skyliner Jacket

Construction Specifications

- Later in the 40's, Bauer then created another down jacket that became adapted by the U.S. Air Force called the B-9.
- This jacket's construction was so popular, members of the Air Force wore them off duty as civilians and even started requesting the Eddie Bauer company to create more garments that contained down which created a market.



Original B-9 Jacket

Construction Specifications

- Today, it's possible to find almost every color and style puffer you can imagine but not every brand offers the same quality for men as they do women, and vice versa.
- We construct our garments to be unisex to avoid separating and labeling them "mens" or "womens".
- Unlike the original Skyliner, our jackets contain a synthetic insulation instead of down.
- A synthetic insulation is not only cost effective but it is breathable, retains loft and insulation when wet, and doesn't require harming birds.



Construction Specifications

- Our best selling puffer jacket contains 60g of Primaloft Gold Eco insulation, “PrimaLoft insulation is divided into three categories, black, silver and gold, with the Gold Series being the highest performing”
- Although the jacket provides extreme warmth, it weighs only 11.9 oz, similar to the Patagonia Nano Puff Jacket
- The Patagonia Nano Puff Jacket is most popular for its practical price, aesthetic and function and with knowing that Nano Puff is one of the best on the market, we try to mimic it the best we can.
- The other jackets that we have available contain the same amounts of Primaloft Gold Eco Insulation and are different variations of our best seller for example: vests, collarless, and pullover coats.



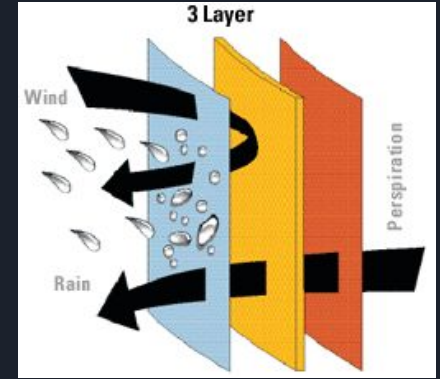
Fabrics

- **Weather-Blocking Fleece**

- Polyester Fleece is more durable and dries quickly
- This fabric was first made by Patagonia (in the U.S)
- The firm marketed polyester fleece jackets to mountain climbers, and customers tested the new material up and down many peaks
- Other outdoor clothing manufacturers followed with their own polyester fleece garment lines
- Gradually the fabric crossed over from its niche as a high-tech, high-performance textile into general use



Fabrics



- **Melton**

- The fabric used to make wool coats
- Not common in the use of bubble jackets but it would be effective because the fabric is wind resistant and rain resistant



- **Breathable Fabric**

- Allows air to pass through it easily, so that clothing made from it does not become too warm or uncomfortable
- Some breathable fabrics are linen, cotton, rayon, and silk

Fabrics

- **Zippers**

- We also have to keep in mind of the little details like zippers
- Zippers vary in length, style, and material
- The most popular brand for zippers is YKK
- They produce metal zippers, coil zippers, and more
- Of course the metal ones would be used for coats and this is because they're stronger.





Costs

- What is needed to produce a bubble coat are the materials used, labor, hardware and transportation
- Materials include fabrics, zippers, buttons, labels, elastic bands, coat filling etc.
- The length of a bubble coats determines how much they costs to purchase in stores
- The amount it costs to produce coats is less than the amount put for purchasing
- The cost of materials only to produce a down bubble cost is \$45.09. Fabric being the highest costing item at \$24. (\$7.99 a yard). Next is the filling used which is Primaloft gold synthetic filling costing \$11.50 a yard. Then is zippers which cost \$3.00. Sizing label are the lowest costing item, which is \$0.10. Lastly is, elastic bands costing \$6.49.

Costs Cont.

- Labor costs \$14 which is the sum of all wages paid to employees, the cost of employee benefits and payroll taxes paid by an employer.
- The garment is cut and sewn in China with about 800 it employees working in a factory.
- When finished, the coats would be shipped to our warehouse in New York which costs \$5.50
- Hardware costs us \$0.80
- The costs of labor, transportation and hardware would cost \$20.30, making the overall true costs to produce the coats around \$65.39.

