

Part 1: Creating the Line:

Mission Statement: Compression fashion 4 kids is a company that sells and buys childrenswear apparel. Our retail store is located in Atlantic City, New Jersey. Compression Fashion 4 kids is also available online at [CompressionFashion4Kids.com](https://www.compressionfashion4kids.com). Our company focuses on developing compression clothing for children between the ages of 2-12 years old. We develop seamless compression garments for children that have censoring processing disorders such as but not limited to; Autism, ADHD, Hypotonia, OCD, and anxiety. Recently we have developed a new product line that consists of compression hoodies and vests that can transform to soft Plushies.

Vision: These hoodies and vests are not like the basic products available in our competitors' stores. Unlike the regular compression hoodies and vests currently produced, our new products have the ability to turn into a plushie (stuffed animal and/or objects). Our new product line is packed with vibrant and fun prints that children will love. Many which are on trend with the upcoming Spring/ Summer 2022 season. We have designed the hoodies for the spring season and the vest for the summer season. The concept behind this idea is that children will be able to wear these compression hoodies and vests during the day to give them a sense of comfort and support. When they decide they want to take off their hoodie and/or vest, they can turn it into an adorable plushie that they can hug and play with. While the hoodies and/or vests are in use the plushie is hidden away in a secret pocket on the hood. When the child is ready to play they can unzip the hidden pocket and turn their hoodie and/or vest into the plushie.

Core Values: Children with special needs go through a lot of emotions, and have difficulties when it comes to socializing and interacting with others, especially in school. The compression vest and hoodie will make them feel like they're in a safe space where they can be themselves. It will help the child become more aware and focused on the task at hand instead of being distracted by what they are wearing. Unfortunately the majority of the Childrenswear industry does not cater to children with special needs. Our clothing will not only help children have a sense of calmness and reduce anxiety but it will also help parents that have a more active lifestyle and are openly seeking clothing companies that cater to their child's special needs. Once the hoodie/vest is reversed, it becomes a stuffed animal they can hug, squeeze and play with it. Our compression vests and hoodies provide proprioceptive feedback that promote self-calming, focus,

balance and increased body awareness. This product is affordable and useful for the family as well as the child. The fabrics used to make this product are soft and most definitely comfortable. We wanted to make a product with fun prints and colors because we wanted to grab the attention of the child and help them feel confident and safe wearing our products.

Part 2: Consumer Markets(Target Market):

Demographics: Our target customer would be a parent or family member with a young child with censoring processing disorder. They are seeking to find clothing that their child will feel comfortable wearing. Our products are aimed at people in the middle class and working class. Anybody can purchase our items, even if they don't have a child with censoring processing disorder. Many of our basic items are unisex.

Psychographics:

Our consumers are mature people who value order and knowledge in rational decision making. These consumers tend to be more informed about the products they are consuming. As discussed previously, our consumers tend to be parents and family members with children with Autism, ADHD, Hypotonia, OCD, and anxiety. Their lifestyles often are built around their child's special needs. They want what is best for their child, therefore they seek out brands, products, and services that will help to facilitate their everyday lives. These people are very well educated in their child's mental, physical, and social abilities. Because of all the things they take into consideration in decision making, they tend to be more open about trying new products. They love the opportunities to extend their knowledge. Our consumers want a safe and easy way to keep their child comfortable without having them go through so many emotions. Very often the child's days can be ruined by the slightest irregularity in their clothes. This makes it extremely difficult for the parent and/or family members when they have a daily routine or have to run errands. With the help of our products the child will feel comfortable and calm.

Pre-Production & Production Planning & Scheduling:

Our biggest competitors are *Kozie Clothes*, *Smart Knit Kids* and *Fun and Function*. Kozie clothes, Smart knit kids and Fun and Function are childrenswear companies that produce therapeutic clothing and products for children with sensory needs. They have a wide range of clothing that is specifically engineered to provide comfort for children suffering from

sensory disorders. They are our biggest competitors because they develop similar products to our product line. What sets us apart from them is that unlike these other brands we develop compression clothing with fun vibrant prints for children. We offer a larger spectrum of color palettes. Many of our competitors offer compression clothing that is used as an undergarment rather than clothes they can openly wear. Often this clothing is hidden under what they wear. Recently we have also launched our new product line of compression hoodies and/or vests that transform into plushies. This has not been done by any of our competitors. We also offer high quality and satisfactory products for an exceptional price. With our new product line these clothes will no longer be just an undergarment, but instead everyday stylish clothing.

Merchandising & Assortment Planning:

Our products are made from a Nylon/ Spandex fabric that is normally used in swimwear and activewear. This fabric is extremely stretchy, and has better moisture-wicking and breathability than cotton, which is normally used in the industry. This fabric is perfect to use for clothing for almost all geographic regions because it is extremely light and comfortable. It can be used in areas with extremely hot climates as well as areas with much cooler climates. It can serve many purposes but its main quality is its ability to be used as a form of compression in apparel. The Nylon spandex fabric provides a deep squeeze that fits snugly against the wearer's torso. This helps the wearer feel as though they are being hugged tightly because of how tight-fitting the compression clothing is. We have also decided to use plastic zippers for the hoodies and vest to help facilitate the removal of the garment process for the children. We have decided to use 10mm zippers which are much bigger than the average children's zippers (5mm). For the color palette we made our prints based on 3 different colorways we like to call DREAMLAND (pastel colors), GOOD VIBES (basic colors), and ADVENTURE (Earthy colors). We have developed 10 new prints which will have the option of hoodies and vest.

Conclusion:

Here at compression fashion 4 kids we make it our top priority to provide families of children with sensory processing disorders with the resources they need to excel in their everyday lives. Our mission is to create products that are not only affordable but also able to serve its purpose, which is to provide comfort and safety for children. Our Marketing strategy will consist of email marketing, social media marketing, mobile marketing, digital marketing, and content marketing.

Sizes	Height(in)	Weight(lb)	Chest(lb)	Waist(in)	Hip(in)
2T(XS)	33-36	30-33	20	20	21
3T(XS)	36-39	33-36	21	20.5	22
4T(S)	39-42	36-40	22	21	23
5T(S)	42-45	42-46	23	21.5	24
6(M)	45-49	48-54	24	22	25
7(M)	49-53	56-60	25	22.5	27
8(L)	53-55	62-66	26	23	28
10(L)	55-57	68-74	28	24	30
12(XL)	57-60	76-84	29	25	32
14(XL)	60-62	86-96	31	26	34