

COMPRESSION SEAMLESS CLOTHING

Demographics

The product I would like to develop is compression seamless clothing for children between the ages of 1-12 years old. The target market is parents with small children that have censoring processing disorders such as but not limited to; Autism, ADHD, Hypotonia, OCD, and anxiety. These disorders are nondiscriminatory to any race or religion so of course these new compression seamless clothing are meant for all children between the ages listed. The clothing will be made of Nylon spandex rather than cotton which is great to wear in different climate areas. This fabric is light and comfortable and has better moisture-wicking and breathability, so it is perfect for any region. It can be sold to people from many different geographic areas.

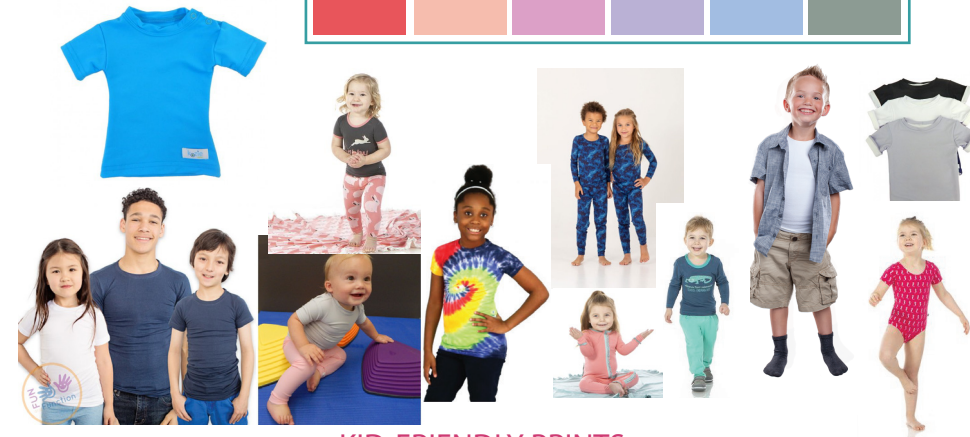
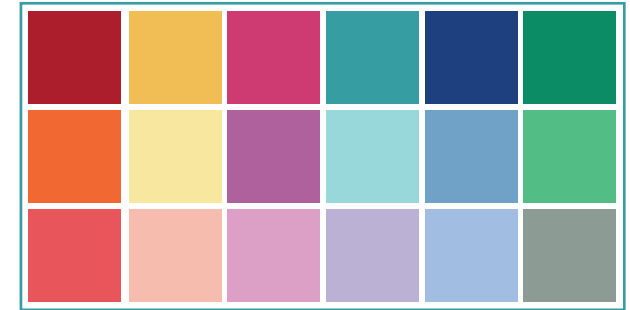
Psychographics

The target customer would be a parent with a young child with censoring processing disorder. They are seeking to find clothing that their child will feel comfortable wearing. Children with censoring processing disorders have difficulties when it comes to clothing due to the exposed clothing tags, itchy fabrics, and exposure to the elastic or buttons. For many parents it is extremely difficult to get their children dressed quickly in the morning due to these issues that they may encounter. A child can become extremely upset based on the materials that the clothing is made from. Many things can become distracting and irritating. The 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.

Vision

Many companies that sell compression seamless clothing usually make clothing with basic neutral colors. My products will offer a larger spectrum of color palettes. We will also be offering clothing with softer prints that children will love. These clothes will no longer be just an undergarment, but instead everyday stylish clothing.

NEW COLOR PALETTE



KID-FRIENDLY PRINTS

