

**NEW YORK CITY
COLLEGE OF
TECHNOLOGY**



Fred Iorio
Sunny Lee
Brittany
Nelson

Curve
couture

MEET YOUR

NEW

INNOVATORS

CURVE

Couture

About the Brand

Mission Statement:

"Curve Couture strives to provide comfortable, form-fitting clothing for women of all sizes and body types without sacrificing style or appeal. Our brand encourages its customers to accept their true selves and express themselves through their clothing".

Purpose of brand

Couture Curves objective is to cater to women of all sizes, without excluding any body types or body shapes. We aim to create a brand that is fashion forward and inclusive to all women. Fashion should not discriminate based on body type, and first and foremost, our goal is to create clothing that will accentuate women's bodies in all of the right places, with versatility in mind. Curve Couture is a brand that can be worn both in and out of the office, whether you are in an important business meeting, or running errands on your days off.

At Curve Couture, we offer a diverse range of high-quality pieces, designed specifically for curvier body types, without sacrificing comfort or style. Our collection includes comfortable, yet form-fitting dresses, tailored blazers, even simple body shaping tees, to athleisure wear. . Here at Curve Couture, the goal was to create basics which also double as transitional pieces that can be worn whether you are at the office, or going to your favorite yoga class straight after work. Our designs are built with adaptability in mind, so that each piece can be mixed and matched for any and all occasions. Curve couture will bring out your inner confidence, while celebrating every woman's unique shape while providing support, both in and out of our clothing.

Target Market Analysis

Plus- size women who are looking for clothing with shapewear that is both fashionable and functional.

- Curve Couture aims to address the specific needs of plus-size women by offering stylish built-in shape wear that enhances comfort and confidence.
- Curve Couture can effectively position itself as a leader in the plus-size shape wear market and foster a community that celebrates diversity and self-expression.

Demographics

- Age: Plus size women who are between the ages of 16-45.
- In 2021, the plus size clothing market was notably led by the age group spanning from 16-59 years old, capturing a significant share of 58.8%” (Skyquesst, 2024).
- Practicality and comfortability, offering more support than traditional plus size clothing appealing to older demographics.

Psychographics:

- Positive body image: increasingly seeking products that not only fit well but also empower them to feel confident and comfortable in their own skin, catering to larger body types, in all sizes.
- Comfort and versatility: Shapewear that combines both style and comfort. Unlike traditional shapewear, which can feel restrictive, Curve Couture’s emphasis on built-in comfort, such as breathable fabrics, soft seams, and stretchability, will resonate with women who seek all-day wearability.

CURVE COUTURE

CONCEPT BOARD

Fabrics



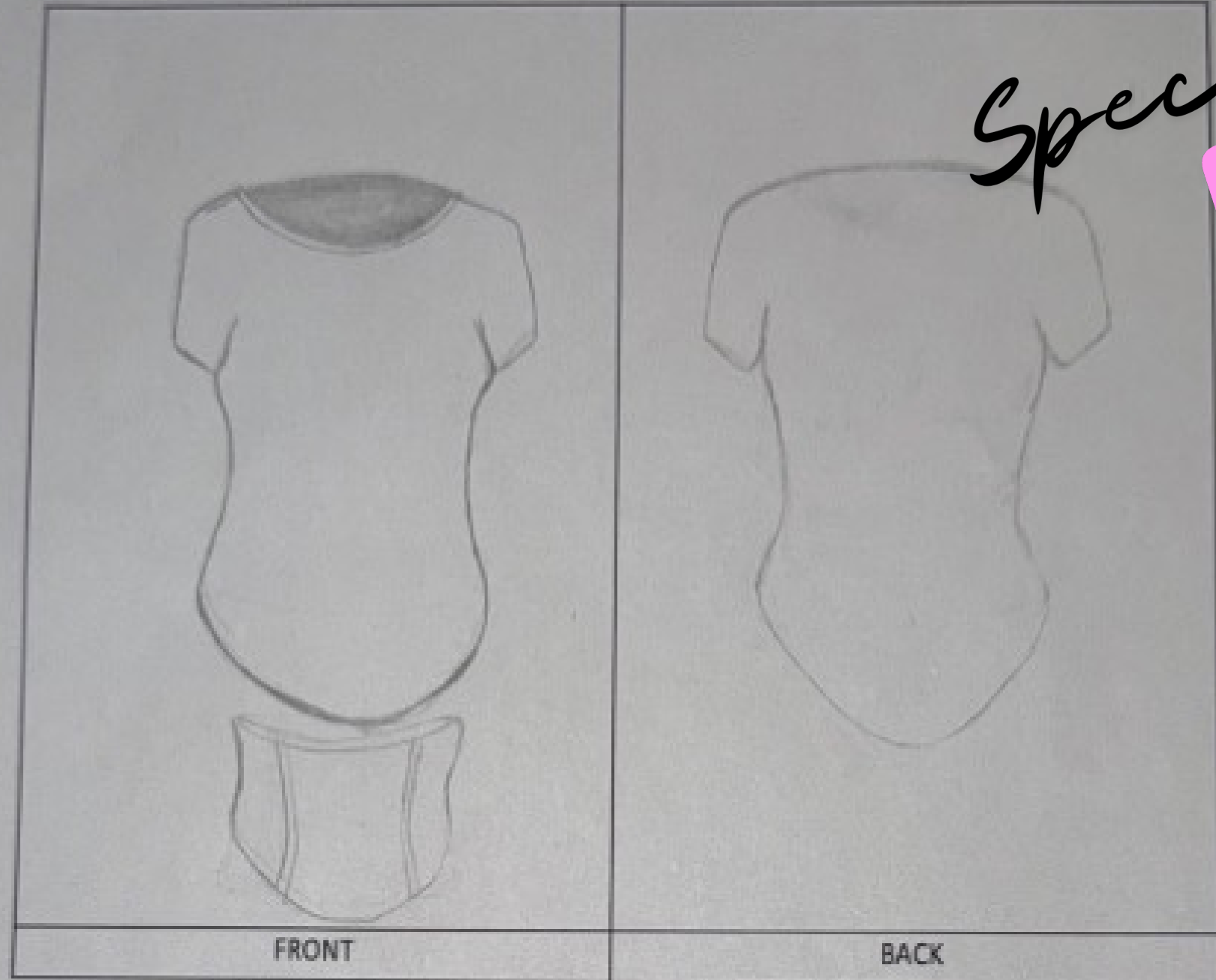
Butt lifting leggings

waist snatcher jeans pants

DESCRIPTION: T- Shirt with built in tummy shaper panty

Style #14480 Delivery: 11-20-24

Curve Couture Inc. New York NY US



Specs Design
COST SHEET

agent	OneCert, Be Wicked			
COO	India/ China			
min	2000 per color			
textile	100% organic cotton			
HTS	5205.43.40			
TD target	62.00%			
	q'nty	per unit	unit	prelim
materials				\$0.00
organic cotton	1.5	\$14.51	yd	\$21.77
tummy shaper panty	1	\$2.20	pc	\$2.20
				\$0.00
labels	3	\$0.05	pc	\$0.15
hang tag	1	\$0.05	pc	\$0.05
				\$0.00
				\$0.00
packaging	1	\$0.05	pcs	\$0.05
				\$0.00
				\$0.00
				\$0.00
				\$0.00
labor	29.5	\$0.05	SAM	\$1.48
total				\$25.69
com-mission %		0.07%		\$0.02
duty %		0.16%		\$0.00
shipping	1	\$0.50	pc	\$0.50
total CoG				\$26.21
wholesale mark up		50.00%		\$26.21
wholesale price				\$52.42
trade discount %				4.70%

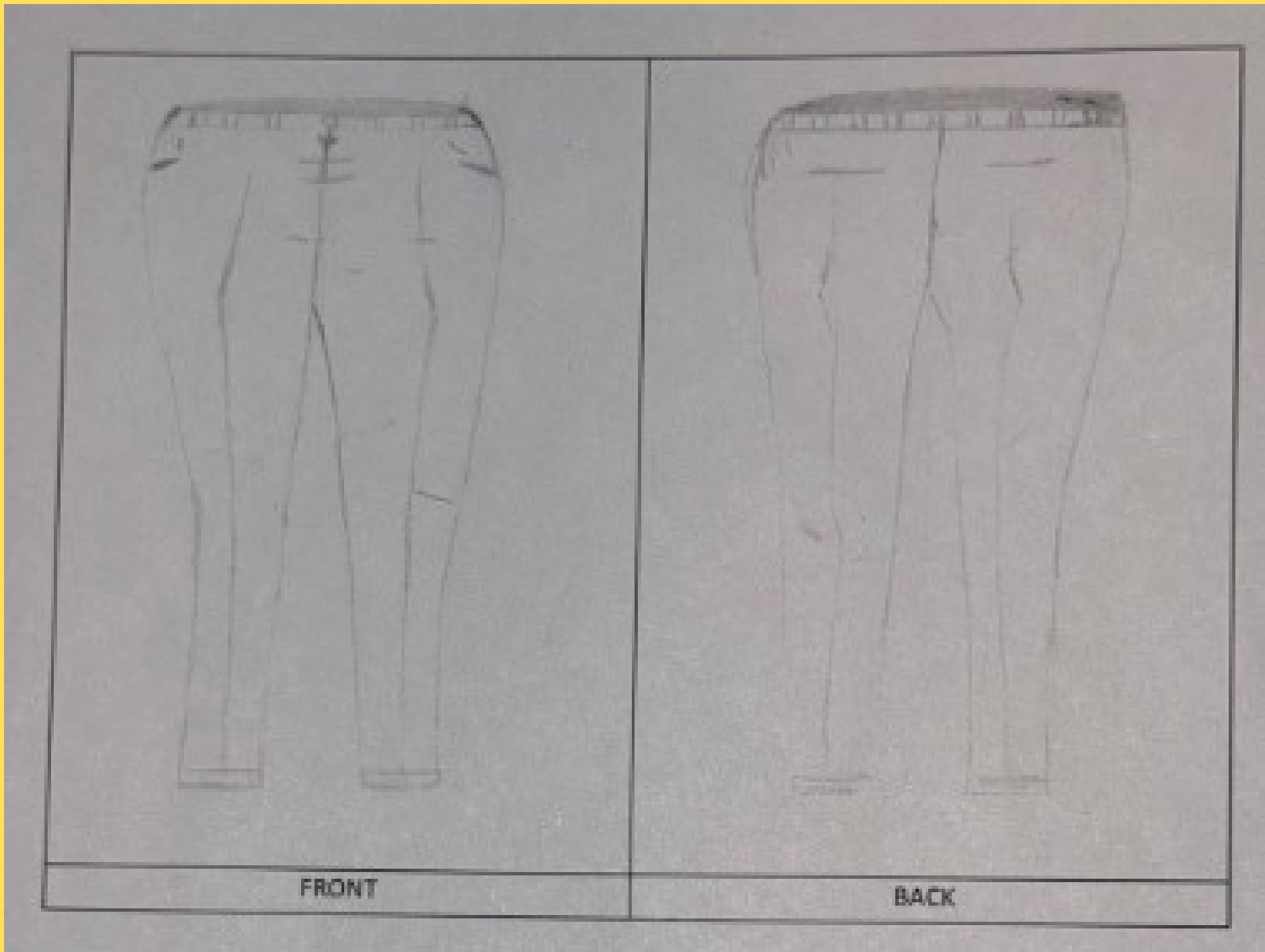
DESCRIPTION: Mid- rise women's pants- hook and eye

Style# 14481 Delivery: 11-20-2024

Curve Couture Inc. New York NY US

COST SHEET-PRODUCTION

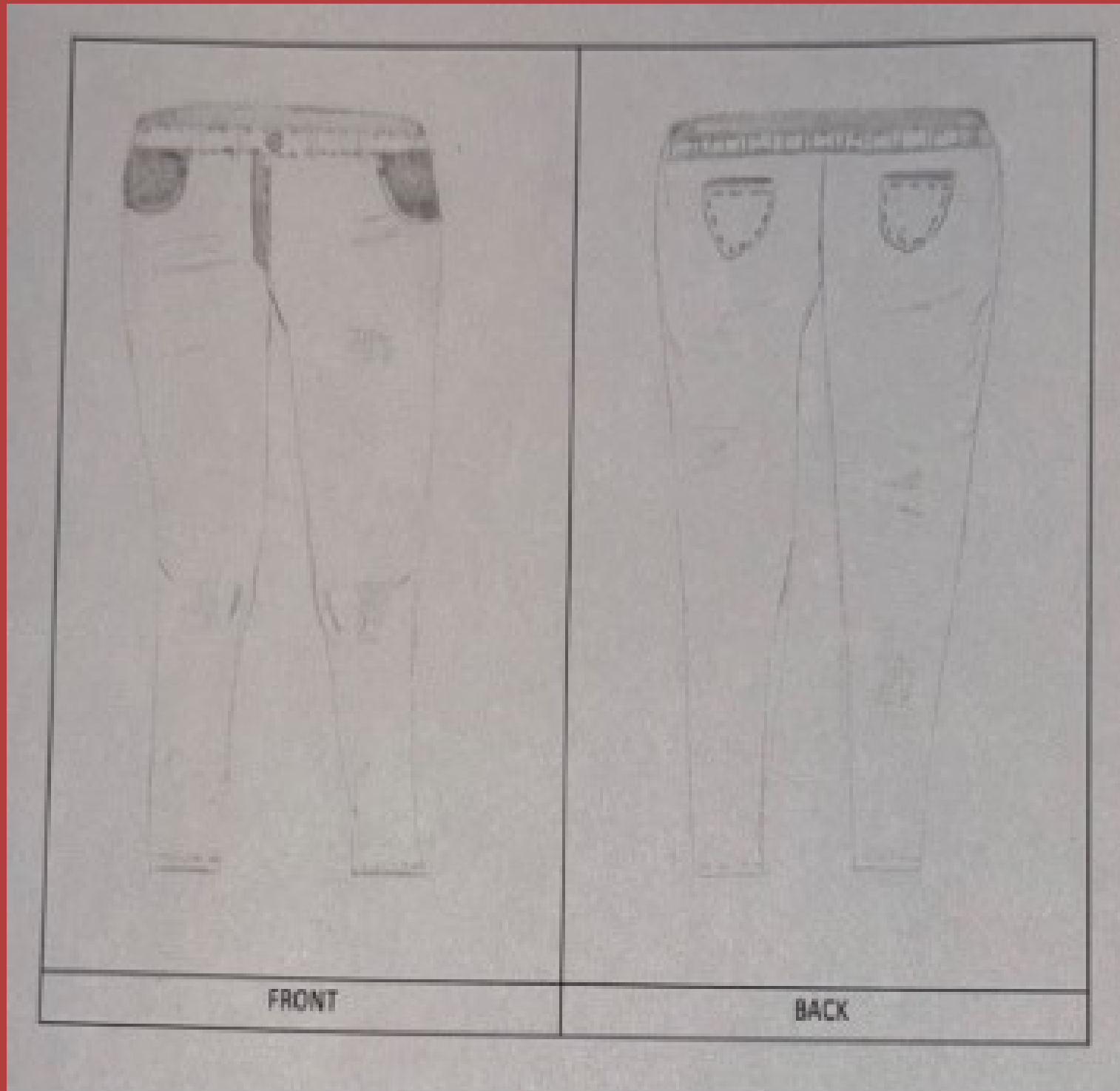
agent	Zelouf Fabrics/BeWicked/Wawak			
COO	Korea/China			
min	1000 per color			
textile	Rayon/Spandex			
HTS	5509.42.00.91			
TD target	65.00%			
	q'nty	per unit	unit	prelim
materials				\$0.00
Rayon/Spandex	2.3	\$7.00	yd	\$16.10
shapewear shorts	1	\$4.00	pc	\$4.00
hook and eye	1	\$3.00	pc	\$3.00
labels	3	\$0.05	pc	\$0.15
hang tag	1	\$0.05	pc	\$0.05
				\$0.00
				\$0.00
packaging	1	\$0.20	pcs	\$0.20
				\$0.00
				\$0.00
				\$0.00
				\$0.00
labor	22	\$0.10	5AM	\$2.20
total				\$25.70
com-mission %		0.07%		\$0.02
duty %		0.16%		\$0.00
shipping	1	\$0.75	pc	\$0.75
total CoG				\$26.47
wholesale mark up		50.00%		\$26.47
wholesale price				\$52.94
trade discount %				18.56%
list price				\$65.00



Style# 14482Delivery: 11-20-2024

DESCRIPTION: Mid-rise straight leg women's denim jeans- button-rivets

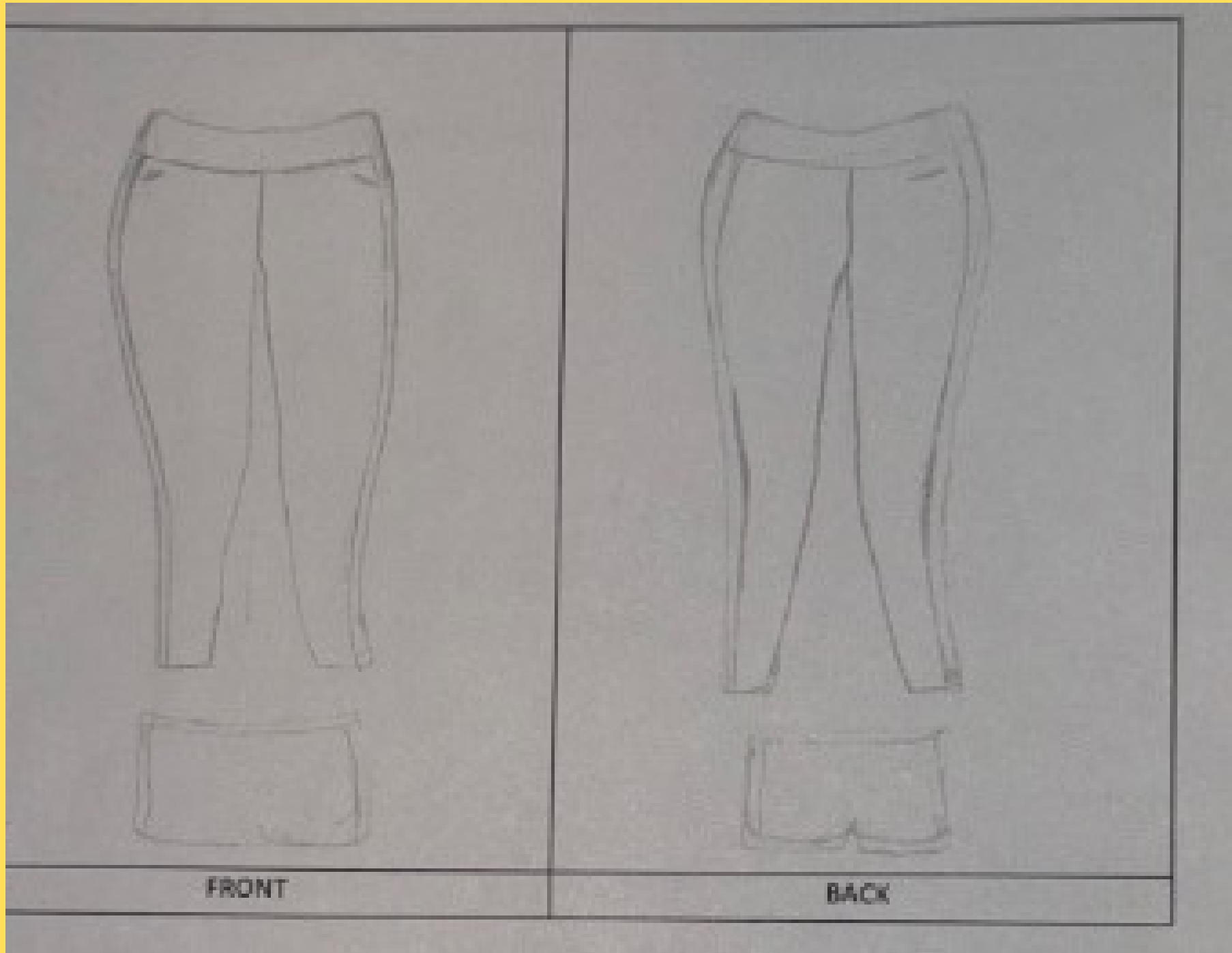
Curve Couture Inc.New York NY US



COST SHEET-PRODUCTION

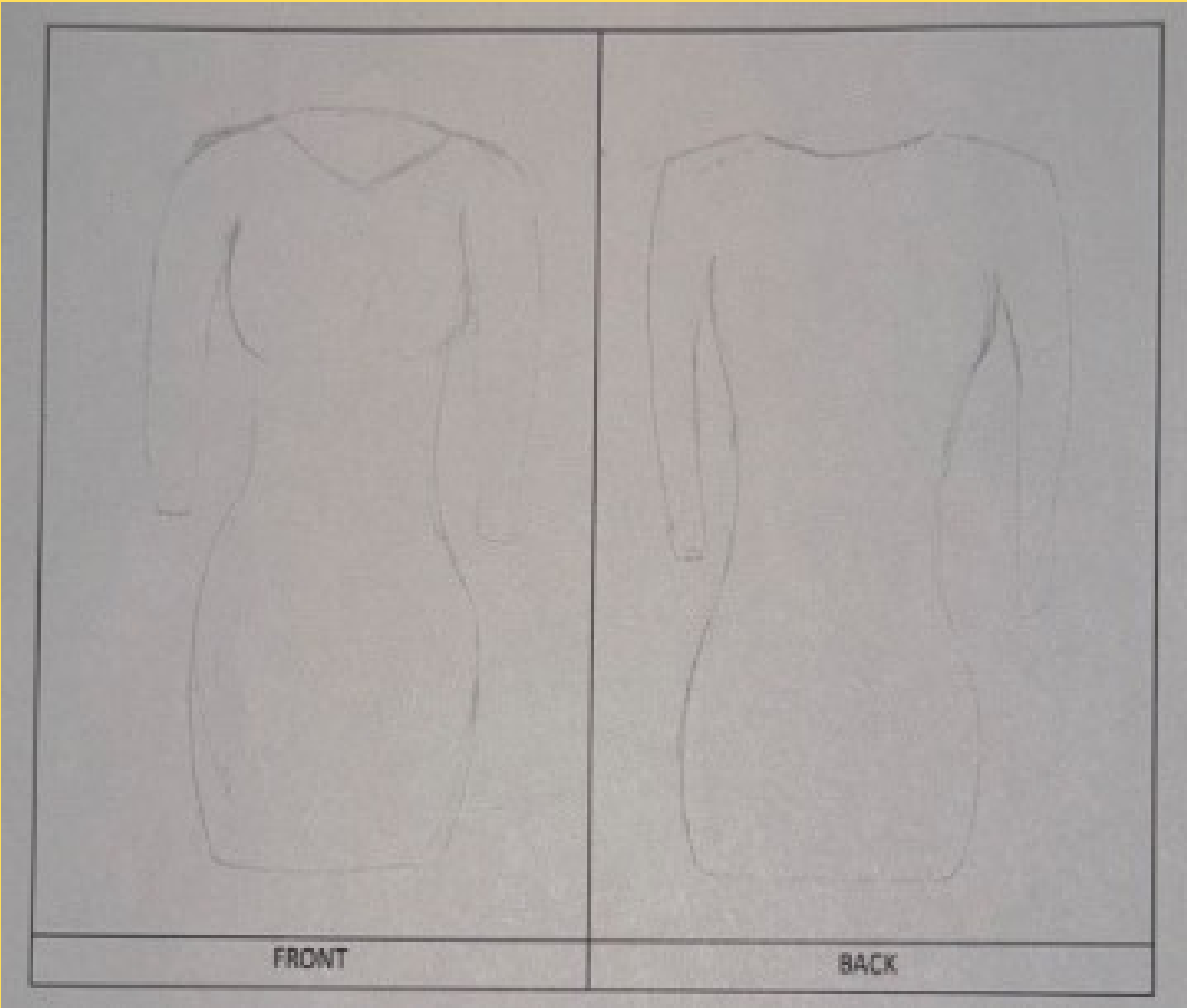
agent	Be Wicked/ Organic Cotton Plus		/Wawak	
COO	China/ India			
min	2000 per color			
textile	Organic Stretch Denim			
HTS	5209.42.03			
TD target	65.00%			
	q'nty	per unit	unit	prelim
materials				
cotton	2.5	\$15.00	yd	\$37.50
shorts	1	\$4.00	pc	\$4.00
rivets	1	\$5.85	pc	\$5.85
label	3	\$0.05	pc	\$0.15
tag	1	\$0.05	pc	\$0.05
hang tag	1	\$0.05	pc	\$0.05
jean button	1	\$3.85	pc	\$3.85
packaging	1	\$0.10	pcs	\$0.10
labor	29.5	\$0.10	SAM	\$2.95
total				\$54.50
com- mission %		0.07%		\$0.04
duty %		0.20%		\$0.00
shipping	1	\$2.00	pc	\$2.00
total CoG				\$56.54
wholesale mark up		30.00%		\$56.54
wholesale price				\$113.08
trade discount %				5.77%
list price				\$120.00

DESCRIPTION: Yoga pants- shapewear shorts	Style# 14483 Delivery: 11-20-2024
	Curve Couture Inc. New York NY US



COST SHEET-PRODUCTION				
agent	KIKI Textiles			
COO	China			
min	1000 per color			
textile	Yoga Spandex			
HTS	5506.20.01			
TD target	65.00%			
	q'nty	per unit	unit	prelim
materials				
spandex	1	\$12.50	yd	\$12.50
shapewear shorts	1	\$5.00	pc	\$5.00
				\$0.00
label	3	\$0.05	pc	\$0.15
tag	1	\$0.05	pc	\$0.05
hang tag	1	\$0.05	pc	\$0.05
	1			\$0.00
packaging	1	\$0.10	pcs	\$0.10
labor	29.5	\$0.10	SAM	\$2.95
total				\$20.80
commission %		0.07%		\$0.01
duty %		0.20%		\$0.00
shipping	1	\$2.00	pc	\$2.00
total CoG				\$22.81
wholesale mark up		0.50%		\$22.81
wholesale price				\$45.63
trade discount %				45.00%
list price				\$50.00

DESCRIPTION: Long sleeve, knee length dress- full body shapewear	Style# 14484 Delivery: 11-20-2024
	Curve Couture Inc. New York NY US

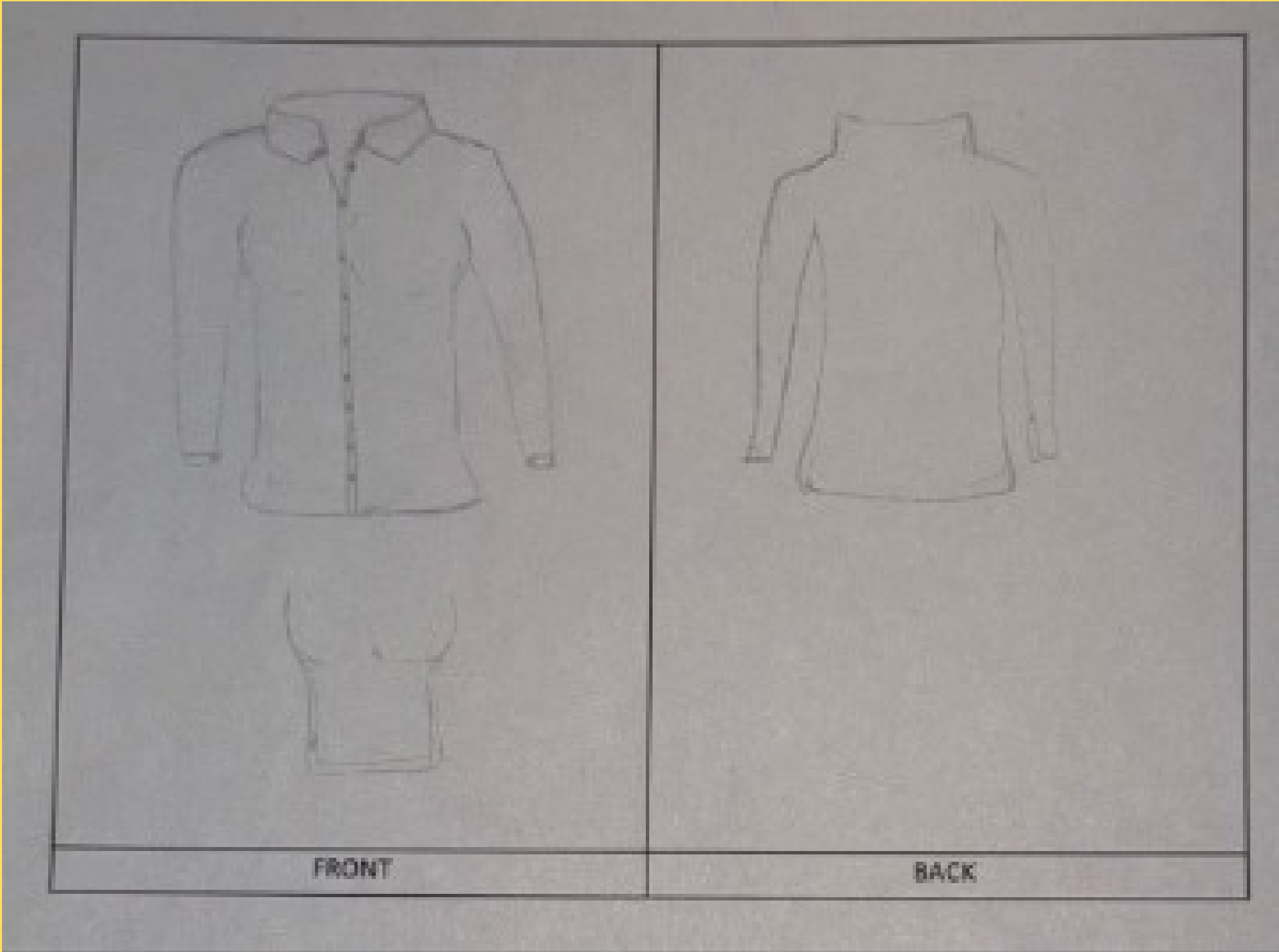


COST SHEET-PRODUCTION				
agent	BeWicked/ Zelouf Fabrics			
COO	China/			
min	2000 per color			
textile	Cotton/Spandex			
HTS	5503.20.00			
TD target	65.00%			
	q'nty	per unit	unit	prelim
materials				\$0.00
	3	\$13.69	yd	\$41.07
All body shapewear	1	\$11.50	pc	\$11.50
zipper	1	\$2.68	pc	\$2.68
labels	3	\$0.05	pc	0.15
hang tag	1	\$0.05	pc	\$0.05
				\$0.00
				\$0.00
packaging	1	\$0.20	pcs	\$0.20
				\$0.00
				\$0.00
				\$0.00
				\$0.00
labor	22	\$0.10	SAM	\$2.20
total				\$57.85
com-mission %		0.07%		\$0.04
duty %		0.16%		\$0.00
shipping	1	\$0.75	pc	\$0.75
total CoG				\$58.64
wholesale mark up		40.00%		
wholesale price				\$80.00
trade discount %				10.00%
list price				\$120.00

DESCRIPTION: Woven cotton dress shirt-
button up

Style# 14485 Delivery: 11-20-2024

Curve Couture Inc. New York NY US



COST SHEET-PRODUCTION				
agent	Fashion Fabric Club/Curvy Fix			
COO	US/China			
min	1000 per color			
textile	Woven cotton/Nylon/Spandex			
HTS	5509.59.00.02			
TD target	60.00%			
	q'nty	per unit	unit	prelim
materials				\$0.00
Cotton	2.4	\$8.00	yd	\$19.20
Backless U-plunge shaper	1	\$7.75	pc	\$7.75
buttons	8	\$0.75	pc	\$6.00
labels	3	\$0.05	pc	0.15
hang tag	1	\$0.05	pc	\$0.05
collar stays	2	\$0.29	pc	\$0.58
				\$0.00
packaging	1	\$0.20	pcs	\$0.20
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
labor	22	\$0.10	SAM	\$2.20
total				\$36.13
com-mission %		0.07%		\$0.03
duty %		0.16%		\$0.00
shipping	1	\$0.75	pc	\$0.75
total CoG				\$36.91
wholesale mark up		40.00%		\$57.00
wholesale price				\$65.00
trade discount %				10.00%
list price				\$75.00

Sewing Instructions

Sewing Instructions

DESCRIPTION: T- Shirt with built in tummy shaper panty	Style#14480 Delivery: 11-20-2024
TEXTILE: Organic Cotton	Curve Couture Inc. New York NY US

operation & garment part	stitch type (ASTM)	seam type (ASTM)	top stitch	seam allowance	finished width	SPI
Front and back body	Straight stitch	Plain seam		1/2	1/4	12-14
Sleeves	Topstitch	Flat felled seam		3/8	1/4	10-12
Neckline	Stretch stitch	Plain			1/4	10-12
Tummy shaper panel	Plain stitch	Plain		1/4	1/8	10-12
Hem	Topstitch	Plain		1/2	1/4	10-12
Raw edge finishing	Overlock	Overlock		1/4	1/4	

DESCRIPTION: Mid- rise women's pants- hook and eye	Style# 14481 Delivery: 11-20-2024
TEXTILE: spandex blend with rayon	Curve Couture Inc. New York NY US

operation & garment part	stitch type (ASTM)	seam type (ASTM)	top stitch	seam allowance	finished width	SPI
Side seam	flat felled seam	overlock		3/8	1/4	12-14
In seam	Flat-felled seams	plain		3/8	1/4	12-14
Waistband attachment	Bound seam	Plain stitch		1/2	1/4	12-14
Hook and eye closure	Blanket stitch	Plain stitch		1/4	1/8	10-12
Hem	Stretch stitch	<u>Plain stitch</u>		1/2	1/4	10-12
Raw edge finishing	Overlock	Overlock			1/2	
Crotch seam	Overlock	<u>Plain seam</u> <u>with</u> reinforcement stitch		3/8	1/4	12-14

DESCRIPTION: 4 pockets mid-rise straight leg women's jeans-button-rivets TEXTILE: Denim Jeans	Style#14482 Delivery: 11-20-2024
	Curve Couture Inc. New York NY US

operation & garment part	stitch type (ASTM)	seam type (ASTM)	top stitch	seam allowance	finished width	SPI
Sew Front and Back Pockets	Lock stitch	ssa	1/8	1/4	Add rivets and press flat	
join Front Rise (Fly)	Lock stitch	lsd	1/4	1/2	Insert zipper	
Assemble Back Yoke	Chain stitch	ssa		1/2		
Join Front and Back Panels	overlock	ssa		3/8	Overlock finish	
Sew Inseam	Chain stitch	lsd		3/8	Press open	
Sew <u>outseam</u>	Chain stitch	Efa		3/8	Overlock finish	

DESCRIPTION: Yoga pants-shapewear shorts TEXTILE: Spandex	Style# 14483 Delivery: 11-20-2024
	Curve Couture Inc. New York NY US

operation & garment part	stitch type (ASTM)	seam type (ASTM)	top stitch	seam allowance	finished width	SPI
Side seam	overlock	Overlock seam		3/8	1/4	12-14
In seam	overlock	Plain seam		1/3	3/8	12-14
Crotch seam	Overlock	Plain seam with reinforcement stitch		3/8	1/4	12-14
Waistband attachment	Stretch stitch	Plain seam		1/2	3/8	10-12
Shapewear short attachment	Stretch stitch	Plain seam		3/8	1/4	12-14
Hem	Zigzag stitch	Plain seam		1/2	1/4	10-12
Raw edge	Overlock	Overlock		1/4	1/4	

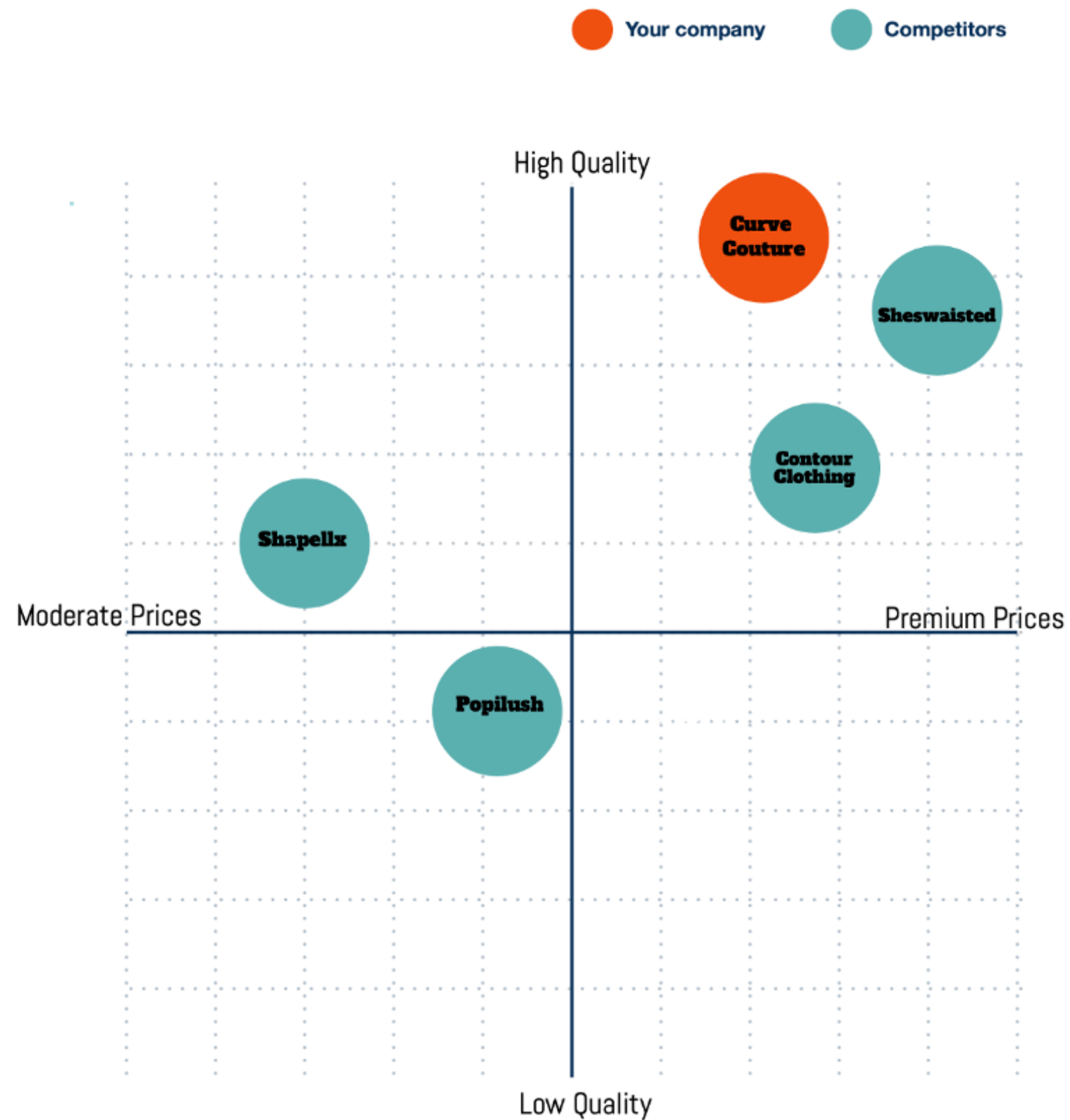
DESCRIPTION: Yoga pants-shapewear shorts	Style# 14484 Delivery: 11-20-2024
TEXTILE: Spandex	Curve Couture Inc. New York NY US

operation & garment part	stitch type (ASTM)	seam type (ASTM)	top stitch	seam allowance	finished width	SPI
Side seam	overlock	Overlock seam		3/8	1/4	12-14
In seam	overlock	Plain seam		1/3	3/8	12-14
Crotch seam	Overlock	Plain seam with reinforcement stitch		3/8	1/4	12-14
Waistband attachment	Stretch stitch	Plain seam		1/2	3/8	10-12
Shape <u>wear</u> short attachment	Stretch stitch	Plain seam		3/8	1/4	12-14
Hem	Zigzag stitch	Plain seam		1/2	1/4	10-12
Raw edge	Overlock	Overlock		1/4	1/4	

DESCRIPTION: Woven Cotton Dress Shirt, button up	Style# 14485 Delivery: 11-20-2024
TEXTILE: Organic woven cotton with spandex U shape shapewear	Curve Couture Inc. New York NY US

operation & garment part	stitch type (ASTM)	seam type (ASTM)	top stitch	seam allowance	finished width	SPI
Side seam – shirt body	Lockstitch	Flat seam		1/2	1/4	10-12
Shoulder seam s	Lockstitch	Plain seam		1/2	¼ to 3/8	10-12
Armhole	Lockstitch	Plain seam		3/8	1/4	10-12
Shapewear u shape	Stretch stitch	Plain seam with reinforcement of stretch stitch		3/8	1/4	10-12
Cuff Attachment	Zigzag stitch	Plain seam		1/2	1/4	10-12
Collar Attachment	Stretch stitch	Plain seam		3/8	1/4	10-12
Front Packet	Twin needle stitch	Plain	topstitch	1/4	1/8	10-12
Bottom Hem	Lockstitch	Rolled hem		1/4	1/8	10-12
Buttonhole	Buttonhole machine stitch	none				
Buttons	Zigzag machine stitch	none				

Competor Analysis Chart



Contour Clothing: \$30-\$80

Shapellx: \$40-\$100

She'sWaisted : \$60-120

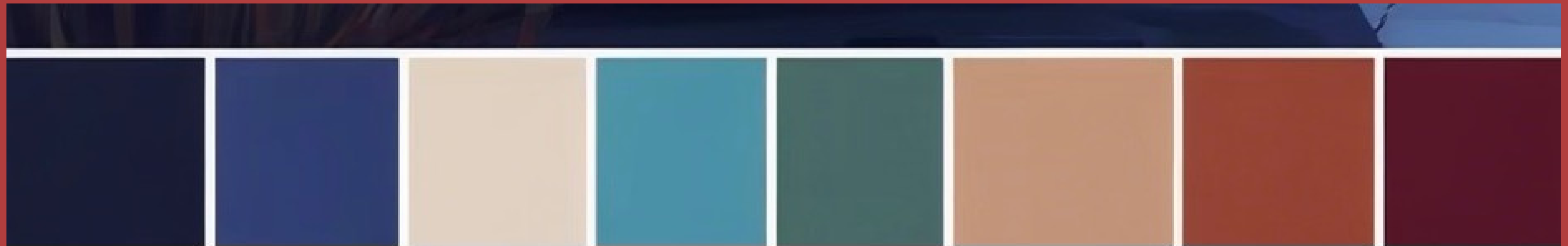
Popilush: \$40-\$200

SWOT Analysis

<p>Strengths:</p> <ul style="list-style-type: none">● Niche Specialization: Curve Couture targets plus-size women's fashion market, promoting inclusivity and diversity.● Customer Focus: Known for high-quality, stylish apparel and well fitted apparel that caters to the unique needs of its clientele.● Brand Recognition: Strong visibility and alignment with body positivity, empowering women of all sizes.	<p>Weaknesses:</p> <ul style="list-style-type: none">● Limited Product Range: Focus on specific styles and collections may limit appeal to a broader audience.● Dependence on Trends: Fashion cycles and consumer preferences can shift rapidly, creating challenges for inventory management.● Resource Limitations: Lack of financial support or access to larger manufacturing capabilities.● Marketing Limitation: Limited resources for widespread marketing campaigns compared to competitors.
<p>Opportunities:</p> <ul style="list-style-type: none">● Market Growth: There is potential to diversify into related categories such as activewear or formal attire specifically for plus-size women.● Online Shopping: The rising popularity of online retail provides chances for wider audience engagement and increased sales.● Collaborations: Partnering with influencers and public figures in the plus-size community can enhance visibility and establish credibility.	<p>Threats:</p> <ul style="list-style-type: none">● Competition: Well-established brands entering the plus-size segment may create significant rivalry.● Economic Challenges: Financial downturns could affect spending in the fashion sector.● Supply Chain Disruptions: Challenges in sourcing or manufacturing could lead to delays in product launches and higher expenses.● Consumer Perception Issues: Inability to uphold high quality or adjust to customer preferences might harm brand loyalty.

Textile and Fabric Selection

- Earthy tones, bold hues



- Future dusk, color of 2025

Materials and Textures

- **Denim**
- Organ Cotton
- **Spandex**
- **Spandex Rayon
Blend**

Quality Control Process

1. Proper size Grading
2. Fabric quality and construction
3. Safety, size and care instructions
4. Customer satisfaction
5. Ethical sourcing, treatment of employees
6. Using survey systems (Qualtrics)

AATCC Testing methods

- TM 15
- TM 150
- TM 8
- TM 20
- TM 104

Merchandising Methods

- Product assortment
- Full product line available in all sizes, custom sizing available if needed
- Visual merchandising will reflect brands inclusivity and diversity
- Customer centric, focused omni channel shopping experience
- Pricing: slightly above average, free shipping for orders over \$75, promos/sales/ loyal customer coupons

ANY QUESTIONS?
INVESTORS?

would you shop

CURVE COUTOURE?