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MAISON DE VALEUR



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Abstract



Maison De Valeur focuses on luxury tracksuits that offer you an elevated sportswear look. Our products originated in Paris, France, home to many of the famous couture houses holding high end luxury fashion brands. Our products are mainly developed with the fabric velour, which is french for velvet. Velour is a high quality fabric that is soft against the skin. We want our customers to feel luxurious and comfortable. The fabric tends to endure “wear and tear” and is a comfy fabric with a luxurious look (Laxman & Langstaff. 2021). We are currently selling 2 styles of our classic velour hoodies and track pants in a matching tracksuit set in 6 different colors for men, women and kids in sizes small, medium and large. Our products are high quality, soft, colorful and trendy. We’re bringing velour tracksuits back but we’re redefining the look into upscale lounge wear for everyone to enjoy.

This group project is going to introduce “Maison De Valeur” which translates to “House of Value” in detail. We are a french brand that sells upscale sporty loungewear focusing mainly on tracksuits. We want to give our customers an enjoyable and prestigious shopping experience. Our brand currently has a retail store in Brooklyn, New York City. This project is going to review: the store information and location, the mission of our company, and who our consumers are. We will also go in depth and focus on the financial data of the store including open to buy calculation for each month, markdown percentages, average monthly sales and monthly on order. Later, we will elaborate on how we develop our garments, sketches, the materials used in the production, SKU illustrations, samples of fabrics, color palettes, and our presence online and our released products.

Meet Our Team



ELHADJI NDIAYE

Team Leader,
Head Designer

In charge of designing garments, selecting fabrics and patterns. As the head designer, I also give instructions on how to develop the products while assisting team members and gathering project ideas.



SANJIDAH KHAN

Project Organizer,
Marketing &
Advertisement

Organized project ideas while monitoring daily tasks and communication. Developed social media and website campaigns. Managed various parts of project to ensure its success.



TANNER GORDON

Creative Director,
Data Analyst

Made high level creative decisions, and with those decisions I oversee the creation assets such as advertisements, products, events, or logo. Worked with data analysis and retail problems.



Store Information

Maison De Valeur is a brand originated in Paris, France and the name translated to “House of Values” in English. The name was influenced by cultures all around the world. Almost every culture in the world puts value on a high social status; therefore the brand represents morals and we believe that values are key to power. The highest standard of value guides us and influences us in our everyday life. Our brand’s mission statement is to uphold a prestigious and desirable shopping environment for all customers that come into our store. We want to ensure that we always deliver the best quality of items, service, and atmosphere to all who walk in. By providing a captivating and joyful store atmosphere we wish to create experiences that our consumers will not forget.

Maison De Valeur Storefront



Image Source: <https://i.pinimg.com/originals/24/6a/b3/246ab3379cc5b844306dce90623a5053.jpg>



Inside Store

(Image Source: <https://www.ariostea-high-tech.com/img/progetti/negozi-showroom/230/big/Sergio+Tacchini+Megastore-02.jpg>)

Maison De Valeur will be located at 305 Bedford ave, Brooklyn, New York 11211. This area that we chose for our store is located in Williamsburg which is a neighborhood in northern Brooklyn. Williamsburg is a popular spot and is known as the influential hub for art, food, energetic nightlife, and hipster culture (History of Williamsburg Brooklyn. 2021). Most of the industrial plants and warehouses are now developed and converted into expensive residential buildings, high-rises, and huge parks that offer close transportation such as bike lanes and subway lines. The location is surrounded by trendy cafes, aesthetic shops and boutiques. According to Compass, “Living in Williamsburg gives you access to a range of activities at all hours of the day, as evidenced by always-buzzing streets like Bedford Avenue” (Compass. 2022). With an improved quality of life and a creative area not too far from Manhattan, this

neighborhood is considered a major hot spot. It is a neighborhood that we believe is the most gentrified fit for a higher consumer purchasing power.

Maison De Valeur is a specialty clothing store that focuses on tracksuits. These tracksuits will be geared towards men, women and young adults looking for a casual but fashionable look. Our tracksuits will be made from materials such as velour, nylon, recycled polyester and jersey knits. These materials will help provide the consumers with optimal comfortability because they are all meant to help with enduring wear and tear and improve movability with our lightweight soft fabric that will help regulate sweat. Our season's tracksuits will feature simple designs paired with colors that have been forecasted to be trending in the upcoming months. Currently we are selling 2 styles of tracksuits in 6 different colors for men, women and kids. Maison De Valeur is a French brand so we will be outsourced and manufactured in France to ensure that our items are always produced at the best possible quality. By manufacturing in France we are also getting quick product development, quick delivery, quality monitoring and keeping a low environmental footprint.

Consumer Profile



Example of Consumer

(Source: <https://static.independent.co.uk/s3fs-public/thumbnails/image/2019/07/23/12/best-mens-tracksuit-indybest.jpg?width=1200>)

The typical Maison De Valeur customer is a fashion conscious and trendy individual with a higher income and a prestigious lifestyle. Due to our company offering tracksuits to men, women and kids; our target market for age ranges anywhere from 10 - 40 years old. Our pieces run on the average to the higher end of the price spectrum. Currently, we are selling our tracksuits in Style 1 and Style 2 for \$225 USD. Our consumers are willing to pay a higher price for clothes that are on-trend and high quality. Our retail store is located strategically in Williamsburg, Brooklyn to target consumers that will be interested in our products. According to Business Insider, rents have continued to get higher in the trendy neighborhood and median rent prices hit \$3,700, making Williamsburg one of most expensive neighborhoods in Brooklyn (Reinicke. 2020). Many of our consumers have disposable income and are willing to pay a good price in order to wear trendy items.

Maison De Valeur consumers are also very trendy and love a good throwback piece. Recently velour tracksuits have been making comebacks again ever since it was the favorite go-to comfy outfit throughout the 90's and early 2000's for many celebrities such as Paris Hilton, Mariah Carey, Jennifer Lopez and more. According to The List, "Early adopters of the original velour tracksuit craze were Paris Hilton and Kim Kardashian West, and they're ready to bring it back" (Conard. 2022). Many celebrities and influencers have been spotted wearing a velour tracksuit since it's the perfect combination of comfy lounge wear and early 90's - 2000's aesthetic. The tracksuits were originally made for sportswear and to comfort an athlete during practice. Later on, this style was adopted by celebrities, hip hop artists and more. The velour tracksuit is one of the staple pieces of throwback nostalgia (Noone. 2018). The typical Maison De Valeur consumer always keeps up with trends and follows these updates to stay fashionable.

Social Media & Website

The image is a screenshot of the Instagram profile for 'maisondevaleur'. At the top left is a back arrow. The profile name 'maisondevaleur' is centered, with a blue verified badge. To the right are a notification bell and a three-dot menu. Below the name is a circular profile picture featuring a classical bust with the text 'MAISON DE VALEUR' above it. To the right of the profile picture are statistics: '1,496 Posts', '18.6M Followers', and '271 Following'. Below the statistics is the bio: 'Maison De Valeur "House of Values" Bringing you luxury tracksuits originated from France'. Under the bio are three buttons: 'Following' with a dropdown arrow, 'Message', and a '+ person' icon. Below the buttons are two icons: a grid for posts and a camera for stories. The main content area shows a grid of six images: a person in a black tracksuit sitting on a tennis court; a person in a blue and white tracksuit sitting on a ledge; two people sitting at a table with a red and white checkered tablecloth; a person in a light blue tracksuit wearing a bucket hat; a person in a black tracksuit standing in front of a wall of speakers; and two people in blue tracksuits standing in front of a green door. A 'View shop' button is visible at the bottom of the third image.

OFFICIAL WEBSITE



[CLICK HERE](#)

WWW.MAISONDEVALEUR.COM

Color Palette

3/6



#2A0F2B

Royal Purple

Associated with luxury,
power & ambition



#BFC8D7

Light Baby Blue

Associated with feelings of
calmness or serenity



#DE99B8

Barbie Pink

Associated with femininity,
love, warmth and passion.

Color Palette

3/6



#27513D

Jade Green

Associated with life force,
harmony and healing.



#FD8B35

Bright Orange

Associated with extroversion,
happiness, creativity



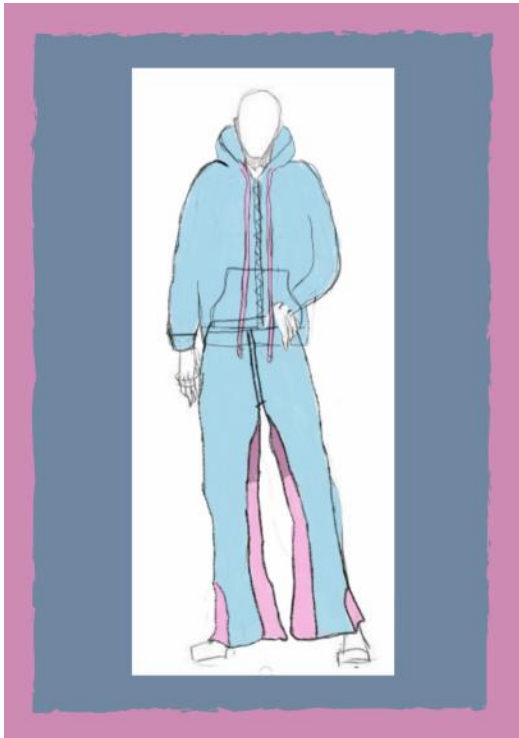
#F7D968

Pastel Yellow

Associated with warmth &
happiness

Maison De Valeur Products (Sketches)

Product details



- **Coton**
- **Large fit**
- **Zippered front**
- **2 slash pockets**
- **Bootcut**
- **Elasticated waistline**
- **Dry cleaning only**
- **Material: 100% body conton**
- **Long laces on the hoodie**





Product details

- **Organic Cotton 100%**
- **Kids tracksuit velour, polyester, spandex**
- **Handwash**
- **Sweater windbreak style**
- **Half zipper front**
- **Drawcord on elastic waist for secure fit; Ribbed cuffs for a snug feel**





Product details

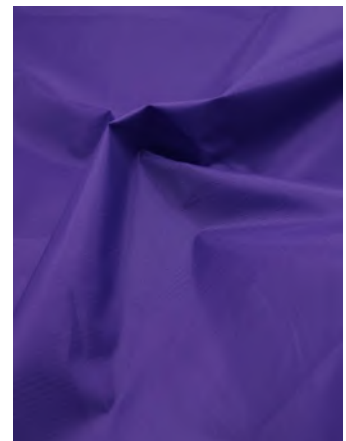
- **Velour Construction**
- **Corset style hoodie**
- **Machine Washable**
- **Soft, comfortable and breathable**

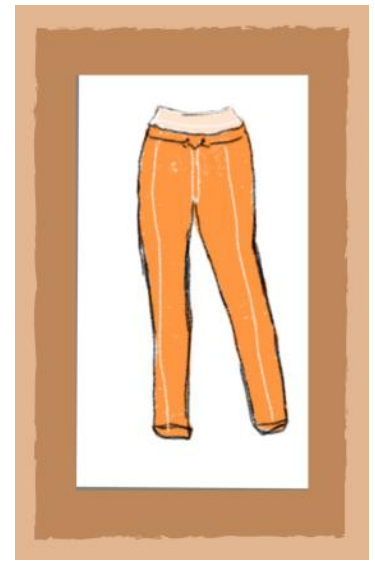
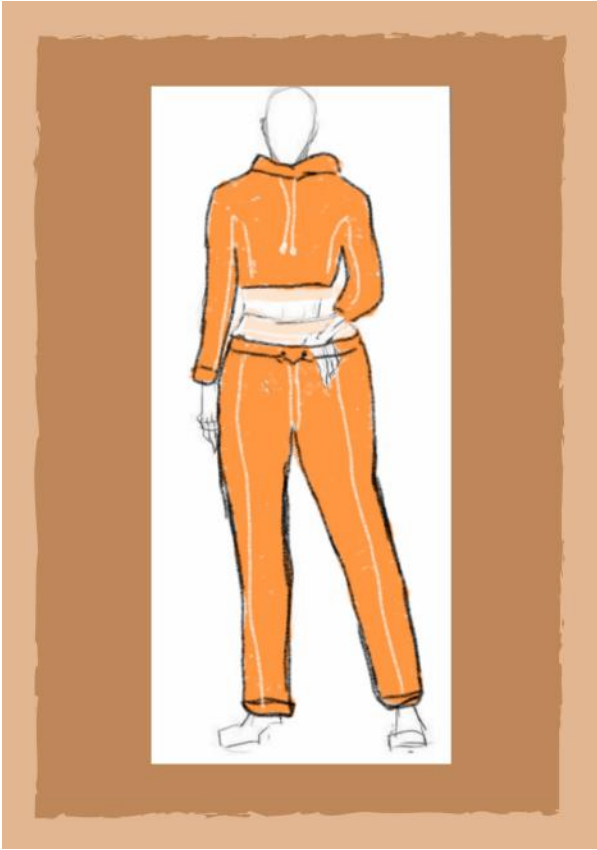




Product details:

- **NYLON AND VELOUR**
- **PACKABLE INTO FRONT POCKET**
- **Hoodie:**
- **Half-zip front with custom-branded zipper pull**
- **Bottom front pocket**
- **Oversized hoodie**
- **PANT:**
- **Elastic waistband with adjustable drawstring**
- **Embroidered**
- **Adjustable bottom straps**





Product details

- **Hooded**
- **Cropped top hoodie**
- **Elastic Waist Material**
- **Velour/Polyester/Spandex**





Product details

- Velour, Polyester
- Pull On closure
- Hand Wash Only
- Regular fit is not tight and not loose, the perfect in-between fit
- Jacket: half zipper with high neck collar
- Pants: Drawcord on elastic waist for secure fit; Ribbed cuffs for a snug feel
- This product is made with Prime Blue, a high-performance recycled material made in part with Parley Ocean Plastic



SKU (Stock Keeping Unit)

Brand	Season	Style #	Color Code	Sizes	SKU	IRN
Maison De Valeur	Spring/Summer 2022	100987	Royal Purple #2A0F2B	S	1578-014-S2-3	9513
Maison De Valeur	Spring/Summer 2022	100986	Jade Green #27513D	S	1548-084-S2-5	2562
Maison De Valeur	Spring/Summer 2022	100985	Bright Orange #FD8B35	S	1047-657-S2-9	6047
Maison De Valeur	Spring/Summer 2022	100984	Barbie Pink #DE99B8	S	1974-625-S2-0	0325
Maison De Valeur	Spring/Summer 2022	100983	Light Baby Blue #BFC8D7	S	1147-605-S2-7	9018
Maison De Valeur	Spring/Summer 2022	100982	Pastel Yellow # F7D968	S	1306-741-S2-1	7304

Brand	Season	Style #	Color Code	Sizes	SKU	IRN
Maison De Valeur	Spring/Summer 2022	100987	Royal Purple #2A0F2B	M	2875-014-S2-3	9513
Maison De Valeur	Spring/Summer 2022	100986	Jade Green #27513D	M	2584-084-S2-5	2562
Maison De Valeur	Spring/Summer 2022	100985	Bright Orange #FD8B35	M	2055-657-S2-9	6047
Maison De Valeur	Spring/Summer 2022	100984	Barbie Pink #DE99B8	M	2096-625-S2-0	0325
Maison De Valeur	Spring/Summer 2022	100983	Light Baby Blue #BFC8D7	M	2059-605-S2-7	9018
Maison De Valeur	Spring/Summer 2022	100982	Pastel Yellow # F7D968	M	2269-741-S2-1	7304

Brand	Season	Style #	Color Code	Sizes	SKU	IRN
Maison De Valeur	Spring/Summer 2022	100987	Royal Purple #2A0F2B	L	3314-014-S2-3	9513
Maison De Valeur	Spring/Summer 2022	100986	Jade Green #27513D	L	3257-084-S2-5	2562
Maison De Valeur	Spring/Summer 2022	100985	Bright Orange #FD8B35	L	3694-657-S2-9	6047
Maison De Valeur	Spring/Summer 2022	100984	Barbie Pink #DE99B8	L	3755-625-S2-0	0325
Maison De Valeur	Spring/Summer 2022	100983	Light Baby Blue #BFC8D7	L	3001-605-S2-7	9018
Maison De Valeur	Spring/Summer 2022	100982	Pastel Yellow # F7D968	L	3847-741-S2-1	7304



Retail Math

Month	February	March	April	May	June	July
Planned Sales	\$300,000	\$200,000	\$300,000	\$200,000	\$400,000	\$250,000
Planned Reduction	\$20,000	\$26,000	\$31,000	\$17,000	\$46,000	\$50,000
Planned EOM Stock	\$200,000	\$80,000	\$110,000	\$90,000	\$210,000	\$70,000
Total Monthly Needs	\$520,000	\$306,000	\$441,000	\$307,000	\$656,000	\$370,000
BOM Stock	\$160,000	\$200,000	\$80,000	\$110,000	\$90,000	\$210,000
Planned Purchases	\$360,000	\$106,000	\$361,000	\$417,000	\$566,000	\$160,000
Merchandise on Order	\$125,000	\$15,000	\$145,000	\$35,000	\$170,000	\$24,000
Open to buy (At Retail)	\$235,000	\$91,000	\$216,000	\$382,000	\$396,000	\$136,000



PART C

C1.

Total Planned Sales = \$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + \$250,000

Total Planned Sales = **\$1,650,000**

Next Season Sales Plan = 1,650,000 × 6.2%

Next Season Sales Plan = **\$102,300**

C2.

1,820,000 - 102,300 = 1,717,700

1,717,00 ÷ 1,820,000 = .9437 = **94.37%**

1,650,000 ÷ 1,820,000 = .9065 = **90.65%**

Percent Increase:

94.37% - 90.65% = **3.69%**

Dollar Increase:

1,717,700 - 1,650,000 = **67,700**

After careful analysis of the economic data from the U.S government, Maison De Valeur set a sales plan increase for the next season (Feb - July) of 6.2%. Based on this year's sales plan the company's new projected sales plan for the next season will be \$102,300. In the prior year same sales period, Maison De Valeur had actual sales of \$1,820,000.00. After implementing several marketing methods and techniques our store was able to see an increase in sales by 3.7%.

Our team was able to come up with a marketing strategy that would increase customer retention and in turn lead to an increase in sales. The marketing experts at Maison De Valeur made sure that our social media presence was strong on all platforms and we were directing our advertisements to the correct demographic. Our team's visual merchandisers made sure that store fronts, table displays, and store arrangement were always arranged in ways that would keep the customer shopping or want to continue coming back to the store. Lastly we made changes to our website and updated our mailing list procedures so that customers are always alerted when we have new arrivals, sales/promotions, or exclusive special offers.



Conclusion



Overall, the Maison De Valeur team enjoyed this project and the tasks that include researching, working with numbers and retail math, graphic design, sketching, matching garments, creating color palettes and more. We began this project with the idea of presenting our brand as a luxury loungewear brand for consumers who want to purchase high quality tracksuits. When coming up with this business idea, our main inspiration came from celebrities and influencers. We created the products and pricing focusing on the current trends that celebrities and people of higher status are following. Throughout the time we worked on this project, the team members had clear communications and shared ideas on how we want the project to turn out. This led to us having good time management and getting all deliverables done on time. While working on this project, we learned a lot about the fashion industry and specifically merchandising buying & planning. We got to improve our problem solving, research and retail math skills. We got to put ourselves in the position of a buyer and develop this business idea.

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