

HEAD HIGH

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About The Brand

Head High is a brand that sells high-end beanies with quality fabrics. Our brand believes that our beanies aren't just an accessory, they're a lifestyle. Our brand's founders Halle Bonner, Tanner Jules Gordon-Smith, and Jailen Paguay all believe that products can be luxurious while also being comfortable and affordable. Head Highs beanies are designed to help express who you are while reflecting a unique style. We strive to create a community of individuals who share our passion for fashion and an eye for ingenuity. Head High's brand's mission statement is to uphold a prestigious and desirable shopping experience for all customers that purchase. Our brand wants 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.

Major Fashion Trends

While researching recent major fashion trends, we discovered that beanies are one of the trends for the emerging womens and men Fall/Winter 2023 and 2024 season.

1. Oversized beanies: Oversized beanies have been a popular trend for several years now. They are designed to be slouchy and have a loose fit that drapes over the head and ears.

2. Cuffed beanies: Cuffed beanies have a folded brim at the bottom, which adds a touch of structure and style to the hat.

3. Embellished beanies: Embellished beanies feature decorations like pom-poms, studs, sequins, or embroidery that add some personality and flair to the basic beanie design.

4. Patterned beanies: Patterned beanies feature prints or patterns, such as stripes, plaids, or animal prints, that add visual interest to the hat.

5. Ribbed beanies: Ribbed beanies have a textured surface created by alternating rows of knit and purl stitches. This design adds some depth and dimension to the hat.

6. Color-blocked beanies: Color-blocked beanies feature two or more colors separated by a sharp line, creating a bold and graphic look.

Target Market

The typical Head High customer is a fashion-conscious and trendy individual with a steady income to support their lifestyle. Due to our company offering beanies to men, women, and kids; our target market for age ranges anywhere from 10 - 40 years old. This age range includes individuals who may be students, parents, young professionals, and many more which would all be considered potential customers. Our pieces run on average to the slightly higher end of the price spectrum. Currently, we are selling our beanies in a variety of colorways for \$60 USD. Our target consumers are ones that willing to pay a slightly higher price for clothes that are on-trend and high quality. This would mean that the average income of our typical consumer would fall anywhere in the range of \$20,000 - \$70,000. This income bracket covers any who has an entry-level job or even people who have dual incomes. However, they all have discretionary income that they can use on things such as fashion. Head High is not for any one race or ethnicity and is made for everyone. Brooklyn is an ethnically and culturally diverse location and is home to many different people from all over the world. Our retail operation 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 the 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.

Price Point Comparison

Beanies are a very popular accessory that consumers know and love. There are many different brands that offer beanies at different price points to match their ideal consumer. However, at the same time, there are different reasons as to why a beanie can vary in price. Factors such as the materials used, the manufacturing process, and the brand's reputation all play a role in how much a beanie costs. Brands that use higher-end materials such as wool or cashmere can charge a higher price while brands that use cheaper materials such as cotton or synthetic materials will charge a lower price. Luxury brands such as Moncler sells beanies that are 100% wool or cashmere for \$250 or more. On top of the fact they are using high-end textiles to create their product, they have also built a brand reputation which helps them be able to sell items at a higher price point. On the other side of the market, consumers are also able to find beanies at a much lower price point. Brands like Uniqlo offer beanies that are priced at \$19.90 which is much more affordable to the average consumer. Uniqlo's "HEATTECH Ribbed Beanie" is made with 85% Acrylic, 13% Wool, 1% Nylon, and 1% Spandex. The high use of acrylic in the beanies helps keep the price low but they keep you warm through the use of Heatttech technology in the material. This material is designed to retain heat and keep one warm during cold weather while not adding too much weight to the wearer (LifeWear, 2021).

Head High beanies are priced relatively in the middle of the market. Our trendy designs and affordable price point will attract consumers of all kinds. We aim to provide customers with an accessory that not only keeps them warm but lasts for a long time due to the product's good quality. Our direct competitors may consist of brands such as Patagonia, The North Face, and upcoming trending brands such as Mea Culpa.

Fabric Selection

As for our fabric selection, for our first beanie we decided to go with wool. Its natural ability to absorb and release up to 30% of its weight in moisture, this organic material is one of the best choices for beanies and other large hats. Also, depending on the current weather circumstances, you can either continue to be cold or warm. Wool is durable and water-resistant in addition. It offers good insulation and dries quickly. Wool is a top choice for a material that is exceptionally breathable. Finally, it is gentle and doesn't irritate skin, making it a superb option for those with sensitive skin.

For our second beanie, The ideal material for animal-based beanies is silk. It is soft and lightweight on the skin. Also, you might benefit from its breathability for your skin and hair.

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