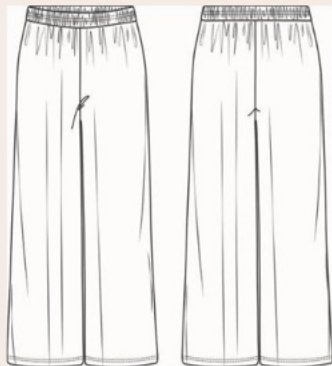




LOUNGING

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**Modernity is not just a trend
but it is a sustainability**

Table of Contents:

Abstract	3
Biography.....	4, 5 & 6
About the company.....	7
Major Fashion Trends	8 & 9
Target Market.....	10 & 11
Product Price Comparison.....	12
Change in Market	13
Fabric selection	14-18
Construction Specifications	19
Cost	20
Quality Control process	21
Merchandising	22 & 23
Conclusion.....	24
References.....	25 & 26

Abstract

Lounging is a brand that specializes in the creation of comfortable and styled pieces for women who spend most of their time at home. Lounging has a focus on body positivity and inclusivity across the brand and practices inclusive sizing. Lounging is a comfort-oriented brand creating the next generation of loungewear. Our company believes women deserve garments that are just as comfortable as they are effective, without ever sacrificing style. Our goal is to embolden women of all shapes and sizes through high-quality clothing and shapewear that can be worn with pride.

Biography:

Maria Jose Guadua

Maria Jose Guadua is a student at The New York City College of Technology, she is majoring in Business and Technology of Fashion. When Maria Jose moved into New York she was interested in Designing and sketching, now a couple of years later, she has developed her passion for writing. While she studies fashion and business she also does research about human consciousness and the world that every mind hides. Maria Jose considers herself an introverted but genuine person. Her aspirations are to grow in every aspect of her life at the same level and to be abundant in every role she decides to take. Professionally, personally, mentally, and spiritually.

Teresa Wu

Teresa Wu is a student majoring in Business and Technology of Fashion at The New York City College of Technology. She will be transferring to Baruch College in the spring 2023 semester. She currently has an online sticker business with her sister, and she aspires to be an event manager in the future. Teresa is always eager to learn and gain more experience.

Xinicol Gonzalez

Xinicol Gonzalez is a student at The New York City College of Technology, she is majoring in Business and Technology of Fashion. Being first generation Mexican-American, Xinicol never intended to major in fashion, but with her love for writing, and her interest in current fashion trends, and marketing. Xinicol ended up falling in love with the idea of being able to combine the things she enjoyed and enter a career path with the same interests.

Xiao Feng

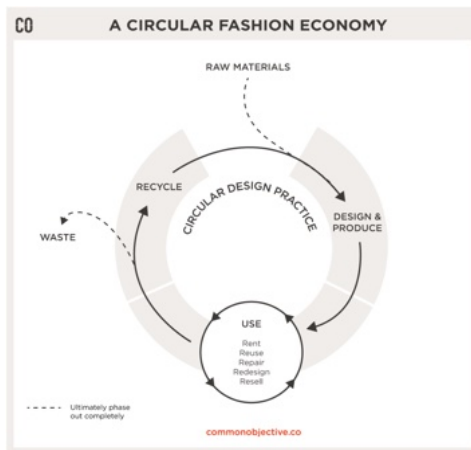
Xiao Feng is a current student at New York City College of Technology. This is her second year in the second semester , she is majoring in Business and Technology of Fashion . She's working on her degree so she can transfer to another college. Her desire is to work in the business fashion industry, like stylist, director and designer. In her free time she enjoys music and video games.

About the company

Lounging was founded by four young women in Brooklyn, New York. Lounging is an apparel company specializing in loungewear. We started this company because one of our founders wanted to find cozy, comfortable clothes to wear at home without having to feel guilty about the impact on the environment. Now, there is no need to look elsewhere. At Lounging, we use fibers that are durable and long-lasting to reduce our carbon footprint. Also, we believe in providing the best value for the best price to our customers. Our clothes are perfect for wearing not only as home wear, but also as casual wear to work, to school, or to the gym. We will be targeting women between the ages thirteen to forty. Our Spring 2023 collection comes in a variety of colors and are available in sizes ranging from petite to plus-size.

Major Fashion Trends

A major fashion trend is that there has been an increasing demand for sustainable products. The fashion industry is “responsible for 10 percent of greenhouse gas emissions and 20 percent of global wastewater” (Cho, 2021). Consumers are becoming more aware of the



impact apparel fashion has on global warming and climate change, and are choosing to support sustainable, circular fashion instead of fast fashion. Sustainable fashion means using materials and processes that aim to lower carbon emissions. The circular supply chain is a zero-waste supply chain that reduces, reuses and recycles. It focuses on clothing

that is more long-lasting compared to others that end up in landfill after a few months.

The younger generation, especially, is more environmentally conscious and appreciates apparel made with recycled and organic materials. Research has found that “73% of global Millennials are willing to pay extra for sustainable offerings” (Rudominer, n.d.). The main reason for the rise in sustainable clothing is that many influencers have also joined this trend. They are raising awareness about environmental issues. Stars like Billie Eilish, John Legend and many others showed support for sustainable materials like vegan leather. People are following and copying the actions of these influencers: fighting climate change by buying sustainable fashion.

Another major fashion trend is that more people want to wear casual clothes, whether it is at home or outside. Ever since the pandemic, fashion has been leaning towards the casual side as consumers are starting to prefer comfort over fashion. A big reason for this is that a lot of people spend most of their time at home now. According to the U.S. Census Bureau,

the number of people “working from home tripled from 5.75% (roughly 9 million people) to 17.9% (27.6 million people)” (*The number of people primarily working from home tripled between 2019 and 2021, 2022*) between 2019 and 2021. People working at home do not need to dress as formally as they would in person.

As the demand for fashionable clothing for work and social events declined, the demand for loungewear has been rising ever since. Also, even though people are going back to work in person, formal wear for work is still not coming back. They are choosing to wear joggers, a simple T-shirt, and sneakers instead of traditional business attire. A Forbes article says that “home-wear is a great option for the slow future of fashion since a well-made piece of loungewear can be worn outside too” (Durocher, 2021). Casual wear can be worn at home, to school, to work, to the gym, and on all different occasions; this allows the fashion industry to slow down. Loungewear clothing will become the core pieces that consumers buy and wear all the time.



Target Market

The target market for our brand Lounging includes Gen Z and Millennials. Between the ages of thirteen to forty. We consider these groups of people our target market because they are the ones who consider comfort over everything. With their want for minimal wear but stylish options, Gen Z and Millennials tend to care for quality over quantity and are loyal to the brands they choose to buy from.

Gen Z

- There are [68.2 million](#) tweens, teens, and young adults ages 9 to 24 in the USA
- They approximately spend [\\$150 billion](#)
- Gen Z is an Omnichannel generation, they are more Tech
- 56% of Gen Z are more likely to have shopped for fashion in-store over the last three months and 38 % of Gen Z are more likely to have shopped online in the same timeframe.

Millennials

- There are 73.2 million Millennials between the ages of 26 to 41 in the USA
- They approximately spend [\\$200 billion](#)
- They have more spending power, they are more.
- They tend to stay loyal to brands they buy from.

Equally, both Gen Z and Millennials are known to run the clothing market. They are on trend, looking for both comfort, and long-lasting clothing. When it comes to brand loyalty or returning customers, Gen Z and Millennials are the groups to count on. It's the reason why Lounging chooses them as our target market. Since [Covid-19](#), the pandemic has caused many of us to change our lives around, with us being stuck at home. We have resorted to either staying home for work, or school or, wanting to dress casually and comfortably (Rajput, Tushar 2022). There has been an increase in demand for loungewear, with the Global

Loungewear Market size at \$ 5.70 Billion (2021) and is expected to register a revenue CAGR of 9.3% during the forecast period (Rajput, Tushar 2022). Gen Z and Millennials define this century's fashion. Allowing comfort, style, and wearability is our brand's main goal.

Target Market examples



Price Point Comparison

Companies like SKIMS and Lululemon whose price ranges between \$42 (Fits Everyone Cotton Cropped T-Shirt), \$88 (Teddy Zip Up), and \$88 (Cozy Knit Pants) for [SKIMS](#). [Lululemon](#) whose prices range between \$148 (Brushed Soft stream Ribbed Zipped Flare Pants), \$58 (Classic Fit Cotton-Blend T-Shirt), and \$118 (Scuba Fit Hoodie). Are known for being expensive “Luxury” brands, these two big companies are well known and some of our big leading competitors, with their brand names, prices are much more higher. Companies such as [Cotton On](#) and [Uniqlo](#) are our most significant competitors, having average to low prices. Cotton On ranges between, \$40 (Super Soft Fitted Long Sleeve), \$40 (Super Soft Cuffed Joggers), and \$49 (Super Soft Long Sleeve Sweater). While Uniqlo ranges between \$39 (Heat Tech Pile-Lined Sweats), \$35 (Long Sleeve Shirt), and \$45 (Long Sleeve Pull-Over Sweater). Our company Lounging can be seen as having the same price range as our significant competitors, Cotton on and Uniqlo.

One thing that will differentiate us from these companies though, is our brand understanding of a medium enterprise. We understand the want for many Gen Z and Millennials, their want for affordable, changeless, and classic pieces. With an Omi-Channel experience filled with completed sets, and convenience. Understanding the need for comfort, style, and accessibility is what Lounging is all about. We believe in the quality and the value of our products, Lounging offers our lounge pieces in sets/bundles, instead of selling them separately and at different price ranges like our competitors. Having the option to style up or down unlike our competitors. Our sets will range from \$115-125. The price difference can be credited to the type of material, size, and production process each set will go through to be completed.

Change in Market

Even though wearing loungewear outside may be the norm nowadays, it wasn't the same before. The loungewear in the 1930s was luxurious and was made with fabrics like satin or taffeta. These lounging pajamas were to be worn at home for relaxing and informal dinners. Women in the past would wear different types of loungewear depending on the occasion and the time of day. For example, loungewear like hostess gowns and tea gowns were worn for dining and tea. Over time, loungewear has become more casual, and the lines between indoor and outside clothes have blurred. Loungewear today can be worn to run quick errands outside, to school, or even to work. Due to the pandemic, the market for loungewear has been rapidly growing. According to Technavio's report, the market is expected to grow by \$13 billion from 2021 to 2025.



Satin tea gown with kimono-cut bodice, Vogue, 1932



Magnolia Homebody Malt Crewneck



Blazer with knitted joggers Photo by The Style Stalker

Fabric selection

Our company uses Pima cotton for the creation of our pieces, being this fabric among the softest and most delicate kinds of cotton in the world because of its extra-large staple fiber that exceeds the size of average cotton fiber. Almost all luxury brands prefer to use this cotton to facilitate their spinning process and produce a fabric that is even and easy to dye.



Cream



Dreamy Pink

Fabrics on '3 Set' Design Samples



More about Pima Cotton

Pima cotton is the actual high-end luxury cotton. Pima cotton is a superior kind of cotton also known as extra-long-staple (ELS) cotton. Due to its long-staple Pima cotton is durable and highly absorbent. Pima cotton is named after the Pima people of Arizona, America but it was originated in South America, not in South America.

Basically, Pima cotton is a plant that is also called *Gossypium barbadense* scientifically. The main quality of Pima cotton is Extra-Long-Staple (ELS) that in makes its fabric durable and superior. Pima cotton fiber measures between 1 ¼ to 2-inch in length that is, 50% longer than regular cotton. There are three main types of Pima cotton; Acala Cotton, [Egyptian Cotton](#), and Upland Cotton. Pima cotton is grown mainly in the United States, Australia, and South America. It is known for its richness of texture and softness that's why it is used in luxury bedding sheets and different forms of clothing.

When it's come to cotton and Pima cotton, Pima is slightly different from cotton. Cotton is well known as a good fabric whereas Pima cotton is a kind of cotton. And the slight difference between cotton and Pima cotton is “fibers”. The fibers of conventional cotton range from 00.50 inches to 01.10 inches and fibers of Pima cotton (Extra-long-staple cotton) range from 01.40 inches to 02.00 inches. This extra-long staple makes Pima cotton a better fabric than conventional cotton, which gives extra softness and durability to the fabric.

Cotton Vs Pima Cotton

People, after letting know that Pima is a superior kind of cotton, want to know the actual difference between cotton and Pima cotton. Differences between both kinds of cotton are following;

1. **What are Pima Cotton's claims to fame?** Well, the extra-long cotton fibers can be woven into softer and more durable fibers than the other items. This is the type of fabric you will find when you go into expensive and exclusive high-end hotels.

Laying on one of these sheet sets makes you want to stay there forever and luxuriate in the softness and smooth comfortable bed. Pima cotton is incredibly soft and smooth compared to regular cotton.

2. One thing to look for, if the label on a sheet set states '100% cotton. Then you can say that it is most likely to be made from American Upland cotton. This is the most widely used type of fiber used and can either be short to long staple length. Pima cotton's fiber is approximately 50% longer than regular cotton fiber. The fiber measures between 1.4-2 inches in length.
3. The longer length of the fiber decreased the raw edges when the fibers are spun into thread. The thread is then woven into the fabric, and the result is cotton that is so very soft to the touch and also lasts longer than standard cotton. Some people believe that it feels like silk when touch. Pima cotton is an extra strong durable fabric compared to regular cotton.
4. Egyptian cotton is grown—well, in Egypt, but it shares many similarities with Pima cotton and even has the same scientific name. Egyptian cotton thrives in the hot, and dry climate on the Nile Riverbank and valley. Both cotton and Pima cotton shares the same qualities both are absorbent but Pima cotton is highly absorbent.

Where is Pima Cotton Grown?

Pima cotton is grown mostly in the United States of America, Peru, and Australia. In the USA, South and West USA are widely known for Pima cotton producers. The United States of America is also known as the largest Pima cotton exporter and India is the largest importer. Now India and China are purchasing high-end cotton for their cotton industries. In a recent report on cotton, industries say that India has become the largest importer of Pima cotton.

Pima Cotton Vs Supima Cotton

5. Pim Cotton is grown in Peru, Australia, and southwestern America, and Supima cotton is grown in California, Arizona, Texas, and New Mexico.
6. Supima is more durable than Pima cotton.
7. Compared to Pima, Supima cotton is softer.
8. Supima Fibers are stronger than Pima cotton.

Pima cotton is grown in the southern and western regions of the United States of America. Pima cotton is a highly breathable fabric. Pima and Egyptian cotton are ELS cotton and both share almost the same qualities so both are cooler. Turkish cotton is also long fiber cotton and shares the same qualities as Pima cotton but Pima is a much superior kind of cotton. Both are highly absorbent and durable. Turkish cotton is also a luxurious type of fabric but not an alternative to Pima cotton.



Construction Specifications

Lounging uses pima cotton fabric for all of the garments. Tank tops, sweatpants and cardigans are made with rib knit pima cotton because rib knits are stretchy and tend to fit to the body. This makes our clothes easy to move around in and comfortable to wear. Rib knits are soft and mostly used for comfy tops, cardigans, loungewear, cuffs and neckbands. Our cardigans have pockets on both sides, thick ribbed cuffs and hem. Also, our sweatpants will have elastic waistbands. The blazer, on the other hand, uses woven fabric. Woven fabrics have more structure compared to knit fabrics and are perfect for jackets and blazers. Our blazers are constructed to be less stiff, extra soft, and lightweight for the spring season. The blazer has no pockets and has large lapels.

Our loungewear sets are made for every occasion and for every size. We want to provide our customers with the best fit possible and that is why our garments come in women's sizes ranging from XXS to 3X. We understand the difficulty in finding the right fit because of society's standardized body types. We want to ensure that our customers feel that there is a place for them at Lounging. Our Spring 2023 collection is made with quality cotton and carefully constructed in order to provide customers with the best product and experience.

Cost of the apparel product

Cost is always one of the most essential factors to consider when opening up a business, managing cost will help business owners to lower their overall expenses and help them determine profitability along with knowing the right price to set for the products. While considering the cost of our products, the few factors we needed to focus on are the cost of the fabrics, the production of our products, and the other materials we needed for our products. Besides considering the cost of fabrics, production, and materials, we need to determine how these factors can bring customers and profits to our business along with allowing our store to stand out from other competitors. Our goal is to sell high-quality and comfortable garments at the most reasonable price because we know that if we want more repeat customers, we must provide cost-effective items.

Our loungewear sets are made from fabrics that are purchased in Mood Fabrics, which is one of the best fabrics stores in New York. The fabrics that we decided to use for our loungewear with cardigan are 100% Pima cotton, which will cost \$ 61.99. These were expensive and high-quality fabrics, and we wanted to provide as many of the sizing options to our consumers, so our sizes will be run through XXS to 3X. Since our main vision is to stand out from our competitors, we considered using some different designs and colors in our loungewear so customers will have more options, they can choose loungewear set in blazers or cardigans, creamy white or dreamy pink. The cost of the blazer sets will be \$ 65.99, it's slightly expensive since the production of blazers requires more fabrics and we need to consider offering more size options.

Quality Control

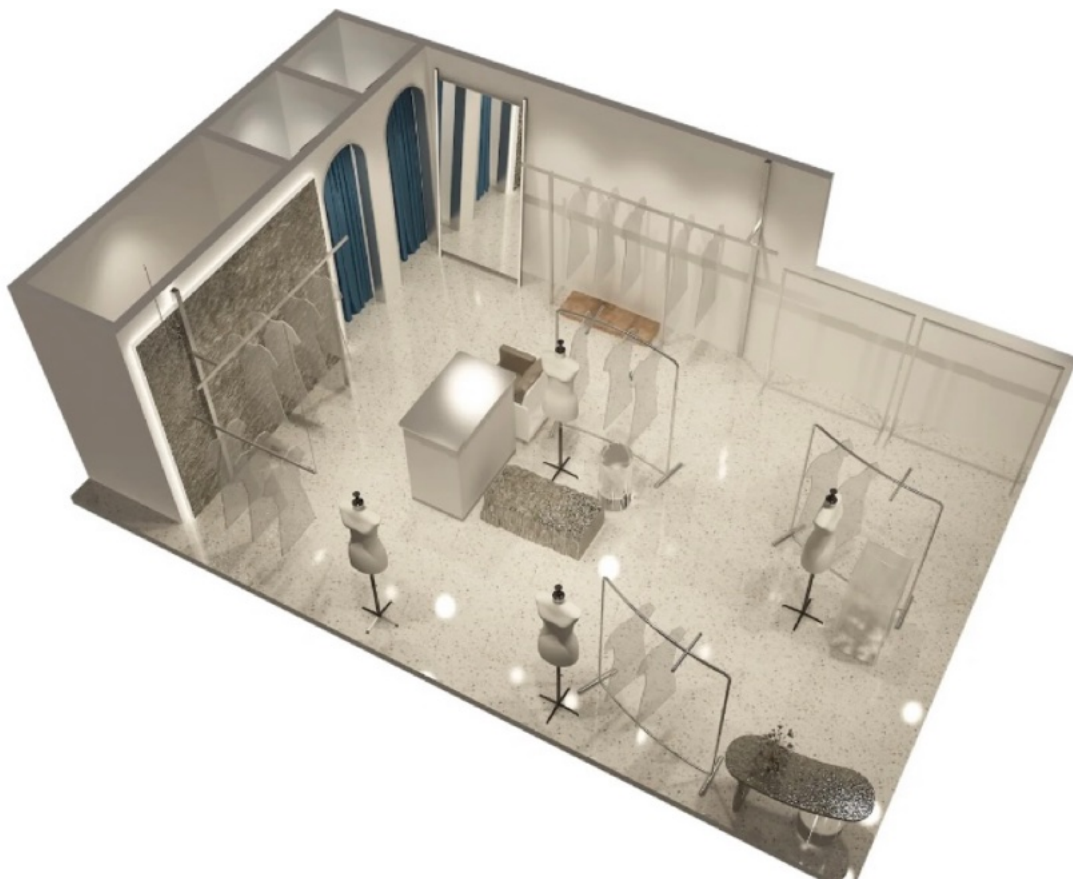
The goal of quality control of this company is to ensure that an item meets the needs and specifications of the consumer population. Good quality control also helps this company to more efficiently navigate manufacturing and production processes, to cut down on mistakes and waste, and maximize profit.

Our company wants to keep our product to remain cost and quality effective at lounging, providing pieces that will last and please our customers for years to come at a price that everyone loves. Each Lounge set at Lounging will go through a quality check, which consists of quality assurance and standards. Make sure each product is 100% made of Egyptian cotton, and throughout the process of making the lounging suits that there are no mishaps occurring.

Some of the steps we follow for quality control are:

1. Comparing measurements to the pattern.
2. Checking thread count.
3. Observing colors and shade variations.
4. Looking for broken zippers or buttons
5. Checking stitching and seams.

Merchandising



After determining our target market and product positioning, our first Lounging will be opened in Soho, New York. Because we believe that the fabrics and materials we use and the

pricing are high-end products, and considering the spending power of consumers who often shop in Soho, we think this is the most suitable location for us to open our first store.

In visual merchandise, a window display is the face of a store, it is what typically captures the attention of shoppers and entices them to explore and shop in the store. We are well aware that window design is one of the essential merchandising methods. Therefore, we will make our window display look unique and in line with our products and attract shoppers. Our window display will be placed with two mannequins, one standing and one sitting on a sofa. The backdrops will be in two colors, warm yellow, and cool green. The sitting mannequin is placed on the yellow side and the standing mannequin is placed on the green side with decorative props like a bicycle and street light. The purpose of this window design is to express that our loungewear is not only home-wear, it can be worn to school, work, gym, and different occasions. The warm yellow that we use for our backdrop symbolizes comfort and relaxation, the sofa that the mannequin is sitting on, and the lamp, and the shelves emphasize that the garment on the mannequin is comfy and cozy. The cool green means outdoor and we placed a bicycle next to the mannequin, it's a message for shoppers that our garments can be worn on different occasions.

For the interior of our store, we want to create a relaxed atmosphere. We hope that shoppers will maintain interest from seeing our window design to entering and exploring the store. When shoppers enter our store, slow and soft music will be played, since our products are home wear we want to create a cozy and relaxed atmosphere that lines with our product, so shoppers will think Our products are just as comfortable. For the layout of our store, it's a straight floor plan. We decided to use this layout because it creates an organized flow of traffic that allows shoppers to move and shop freely, providing spaces for shoppers to browse and explore the variety of products we offer. we will place at least one clothing rack at each row, each rack will include a set of our loungewear arranged by size. We will also place

mannequins with our loungewear next to racks, so shoppers get to see how the whole set looks and have a better idea of how the garment will look on them. We hope that customers can have a better experience. We will provide two fitting rooms so that shoppers can have an idea of which styles and sizes are more suitable for them. For the interior design, we want to create a simple and elegant environment, so we will use neutral wallpaper and marble floor tiles. We will place a mirror outside the fitting rooms, and a side table near the door with indoor plants and a scented candle.

Conclusion

Lounging is a slow fashion company that focuses on making the best quality loungewear that is sustainable and durable. Instead of fast fashion, we make clothes that are designed to last and are for customers who care about the environment. Loungewear has become a huge trend, as people are prioritizing comfort over everything else. Our Spring 2023 loungewear set is made of 100% Pima cotton and will be available in cream and creamy pink colors. Pima cotton is more comfortable and long-lasting than regular cotton which helps with reducing how often clothes get thrown into the landfill. Our loungewear set will also be available in a variety of sizes for women because we understand that everyone has different body shapes and that there is no “ideal” body shape. We provide great customer service at our in-store location, and our shop has a cozy and minimalistic feel. Lounging is where you’ll find the right quality for the right price, doing the right thing.

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