

# YEE FASHIONS



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### Abstract

*Yee Fashions* is a moderately-priced, private labeled women's business casual wear line being sold in women's wear shops. Yee fashions caters to young women world wide looking for a comfortable oversized formal look. Yee Fashions exemplifies the oversized trend in business casual dress; as seen in the oversized outwear options, and pant options with more free-flowing space as usual. All materials are wholesaled from sellers in China, and checked for quality and assurance, with carefully chosen fabrics for each piece. Yee Fashions sells to young women who adhere to the business casual style, looking to make business styling their own.

*Keywords:* Business Casual, Blazer, Rayon, Silk, Cotton, Target Market, Quality Control

## YEE Fashions Target Market

Our Brand, Yee Fashion, provides clothing for women who enjoy a business casual look. Our line specifically focuses on an oversized look. Our brand has a target market for young professional working women. This clothing line could be perfect for women who have been working from home and run meetings from their computer, and to women who also work in an office with a more casual setting. Yee Fashion can be perfect for any woman just getting out of college and into the workplace for the first time and would like to keep a casual but professional look to them. The younger generation seems to be adapting to new kinds of jobs where it requires a lot more physical labor than just sitting at a desk and also moving around from one location to another. The line is sold at a moderate price which is perfect for any woman in college, or leaving college as well, that might want to have a trendy business wardrobe without affecting their budget. Consumers that are interested in clothing stores like Zara, H&M, and Banana Republic could also find our clothing line similar to the clothing sold at those stores but for a much affordable price. Our brand offers great quality clothing for a better price than most competitors and leaves our customers feeling confident while working.



### Market Research | Trends

The pandemic seems to have influenced the latest trends going on in fashion. Many people have been in their homes for years and are ready to go back out showing off different colors and styles. People strive for bold and attention-grabbing colors in their outfits. Some trends include boxy blazers, hourglass dress styles and bright colored hues for outfits worn at the office or during the weekends. Chinos have become a recent trend and could be usually worn with loafers. Shades being used in 2022 are subtle shades of mahogany, Sulphur, and beige. A trend happening in today's fashion is voluminous silhouettes. Oversize shirting to ballooned silhouettes and puff sleeves make dresses and tops retain their volume. This look will usually be combined with soft pants. Cutouts have also become a trend in fashion and have made appearances on bottoms, dresses and tops. A trend that is coming back would be the use of belts and they are being worn with pants but also a lot of dresses. Paper bag pants or any pants that have some sort of a belt that can be tied around the waistline is also becoming a favorite in bottoms. "Mom Jeans" are also becoming a way for people to find a balance in their outfit by keeping things casual with the use of them as the bottom and a top that has a lot of drape or a top that is form fitting. For this brand, we are adopting the oversized element of business suit pieces.

#### Market Research & Alternatives (Competitors):

	Blazers	Pants	Tops	Dresses
Zara	\$45.90 - \$169.00	\$47.90 - \$119.00	\$35.90 - \$89.90	\$45.90 - \$229.00
H&M	\$34.99 - \$199.00	\$24.99 - \$129.00	\$29.99 - \$59.99	\$34.99 - \$149.00
Banana Republic	\$100.00 - \$600.00	\$79.50 - \$800.00	\$64.50 - \$160.00	\$80.00 - \$1,200.00

### **Fabric Selections<sup>1</sup>**

**Polyester:** a blend of 81% Polyester, 18% rayon and 1% spandex were used to create the fabric used for the trousers. Polyester is a fabric which can be silk-like or slippery to the touch. This will help in the texture, free-flowing comfortable fit of the garment. Polyester is a lightweight, synthetic fabric used to create the trousers, dresses and outerwear items.

**Cotton:** 100% cotton was used for tops and bottoms. Cotton can be either lightweight, or heavyweight depending on the end use. The cotton used was blended with elastic in some garments to maintain the stretch of body-hugging items and parts. Cotton is a natural protein fiber, and add to the comfort factor of the garments.

**Linen** – Linen was used to create the dresses. Linen was chosen to give a beautiful, fresh-spring feeling. The long designs needed a durable yet free flowing fabric, which Linen was capable of providing. Linen is a flax-based cellulosic fiber, normally used for home wear but applicable in fashion as well. Linen will add to the comfort of each garment. .

**Silk** – In the tops, 100% China silk was used. Silk is a natural protein fiber from silk worms, which produces a delicate silky fabric soft to the touch. Perfect for warmer weather, silk provides beautiful luster to our camisoles. They provide high quality absorbency and thermal regulation.

**Rayon-** Rayon was the first “synthetic” silk. Cheaper than silk, rayon is a synthetic fabric made to copy the soft, glossy qualities of silk. While not quite as soft, Rayon is smooth and has a comfortable fit that is soft to the touch. Rayon, like silk, provides beautiful luster and is good for draped looks.

**Cost Sheet: Bottoms**

**YEE FASHIONS**

*Women's Chic Business Casual*

300 Jay St  
Brooklyn, NY 11201  
(718) 260-5500

**Garment Description:**  
81%Polyester 18 % Rayon 1% spandex  
Formal Dress Pants

**COST SHEET**

**Vendor:** Nantong Wang & Sheng  
**Style #** 778  
**Textile:** Polyester  
**Country:** China  
**Lead:** 30-45 days



ITEM	QTY	PER U	UNIT	APX TC
<b>TEXTILE</b>				
Polyester	1.5	2.50	yd	\$3.75
Button	1	0.19	pc	\$0.19
Zipper				
<b>OTHER</b>				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	23	0.05	SAM	\$1.15
			\$1.25	
<b>SUBTOTAL</b>				5.69
<b>COMISSION</b>				\$0.40 7.00%
<b>SHIPPING</b>				\$ 0.50
<b>MARKUP</b>				\$ 5.69
<b>TOTAL</b>				\$ 12.28

**YEE FASHIONS**

*Women's Chic Business Casual*

300 Jay St  
Brooklyn, NY 11201  
(718) 260-5500

**Garment Description:**  
Cotton Trousers  
Crossed neckline

**COST SHEET**

**Vendor:** Foshan Textile Co  
**Style #** 778  
**Textile:** Cotton  
**Country:** China  
**Lead:** 25 days



ITEM	QTY	PER U	UNIT	APX TC
<b>TEXTILE</b>				
Cotton	1	2.38	yd	\$2.38
Button	0	0.19	pc	\$0.00
clasp	0	0.10	pc	\$0.00
<b>OTHER</b>				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	30	0.05	SAM	\$1.50
			\$1.25	
<b>SUBTOTAL</b>				4.48
<b>COMISSION</b>				\$0.31 7.00%
<b>SHIPPING</b>				\$ 0.50
<b>MARKUP</b>				\$ 4.48
<b>TOTAL</b>				\$ 9.77

Make all checks payable to YEE FASHIONS.

Cost Sheet: *Tops*

**YEE FASHIONS**

Women's Chic Business Casual

300 Jay St  
Brooklyn, NY 11201  
(718) 260-5500

**Garment Description:**  
Cotton Blouse  
Crossed neckline

**COST SHEET**

**Vendor:** Foshan Textile Co  
**Style #** 778  
**Textile:** Cotton  
**Country:** China  
**Lead:** 25 days



ITEM	QTY	PER U	UNIT	APX TC
<b>TEXTILE</b>				
Cotton	1	2.38	yd	\$2.38
Button	0	0.19	pc	\$0.00
clasp	0	0.10	pc	\$0.00
<b>OTHER</b>				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	30	0.05	SAM	\$1.50
			\$1.25	
<b>SUBTOTAL</b>				4.48
<b>COMISSION</b>				\$0.31 7.00%
<b>SHIPPING</b>				\$ 0.50
<b>MARKUP</b>				\$ 4.48
<b>TOTAL</b>				\$ 9.77

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Women's Chic Business Casual

300 Jay St  
Brooklyn, NY 11201  
(718) 260-5500

**Garment Description:**  
Cotton Blouse  
ruffled arms

**YEE FASHIONS**

Women's Chic Business Casual

300 Jay St  
Brooklyn, NY 11201  
(718) 260-5500

**Garment Description:**  
100% silk camisole. spaghetti strap.

**COST SHEET**

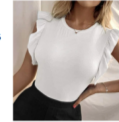
**Vendor:** Mood Fabrics  
**Style #** 778  
**Textile:** Silk Chiffon  
**Country:** US



ITEM	QT	PER U	UNIT	APX T
<b>TEXTILE</b>				
Silk Chiffon	1	11.99	yd	\$11.99
Strap Clasp Hardware	2	0.19	pc	\$0.38
<b>HARDWARE / OTHER</b>				
labels	3	0.05	pc	\$0.15
packaging	1			
labor	20	0.05	SAM	\$1.00
<b>SUBTOTAL</b>				13.52
<b>COMISSION</b>				\$0.95 7.00%
<b>SHIPPING</b>				\$ 0.50
<b>MARKUP</b>				\$ 13.52
<b>TOTAL</b>				\$ 14.97

**COST SHEET**

**Vendor:** Foshan Textile Co  
**Style #** 778  
**Textile:** Suede  
**Country:** China  
**Lead:** 25 days



ITEM	QTY	PER U	UNIT	APX TC
<b>TEXTILE</b>				
Cotton	1	2.38	yd	\$2.38
Button	0	0.19	pc	\$0.00
clasp	0	0.10	pc	\$0.00
<b>OTHER</b>				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	30	0.05	SAM	\$1.50
			\$1.25	
<b>SUBTOTAL</b>				4.48
<b>COMISSION</b>				\$0.31 7.00%
<b>SHIPPING</b>				\$ 0.50
<b>MARKUP</b>				\$ 4.48
<b>TOTAL</b>				\$ 9.77

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**Cost Sheet: *Outerwear***

**YEE FASHIONS**  
*Women's Chic Business Casual*

300 Jay St  
Brooklyn, NY 11201  
(718) 260-5500

**Garment Description:**  
Suede Blazer  
Oversized Blazer

**COST SHEET**

**Vendor:** Shaoxing East  
**Style #:** Silk Export Co  
**Textile:** 778  
**Country:** Suede  
China  
**Lead:** 25 days



ITEM	QTY	PER U	UNIT	APX TC
<b>TEXTILE</b>				
Rayon	2	1.20	yd	\$2.40
Button	3	0.19	pc	\$0.57
clasp	0	0.10	pc	\$0.00
Suede	2	2.80	yd	\$5.60
<b>OTHER</b>				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	30	0.05	SAM	\$1.50
			\$1.25	
<b>SUBTOTAL</b>				10.67
<b>COMISSION</b>				\$0.75    7.00%

**YEE FASHIONS**  
*Women's Chic Business Casual*

300 Jay St  
Brooklyn, NY 11201  
(718) 260-5500

**Garment Description:**  
Polyester  
Oversized Blazer

**COST SHEET**

**Vendor:** Shaoxing  
**Style #:** Keciao Pinvi  
**Textile:** 778  
**Country:** Polyester  
China  
**Lead:** 30-45 days



<b>SHIPPING</b>	\$	0.50
<b>MARKUP</b>	\$	10.67
<b>TOTAL</b>	\$	22.59

ITEM	QTY	PER U	UNIT	APX TC
<b>TEXTILE</b>				
Polyester	2	1.30	yd	\$2.60
Button	3	0.19	pc	\$0.57
clasp	0	0.10	pc	\$0.00
<b>OTHER</b>				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	30	0.05	SAM	\$1.50
			\$1.25	

<b>SUBTOTAL</b>				5.27
<b>COMISSION</b>				\$0.37    7.00%
<b>SHIPPING</b>	\$	0.50		
<b>MARKUP</b>	\$	5.27		
<b>TOTAL</b>	\$	11.41		

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**Cost Sheet: Dresses | Additional Designs**

**YEE FASHIONS**

Women's Chic Business Casual

300 Jay St  
Brooklyn, NY 11201  
(718) 260-5500

**Garment Description:**  
55% Linen 45% Rayon  
Bow tied Knee length slit dress

**COST SHEET**

**Vendor:** Shaoxing  
**Style #** Keqiao Pinvi  
**Textile:** 778  
**Country:** Cotton  
**Lead:** China  
30-45 days



ITEM	QTY	PER U	UNIT	APX TC
<b>TEXTILE</b>				
Linen	2	2.82	yd	\$5.64
Button	6	0.19	pc	\$1.14
clasp	1	0.10	pc	\$0.10
<b>OTHER</b>				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	30	0.05	SAM	\$1.50
			\$1.25	
<b>SUBTOTAL</b>				8.98

<b>COMISSION</b>	\$0.63	7.00%
<b>SHIPPING</b>	\$ 0.50	
<b>MARKUP</b>	\$ 8.98	
<b>TOTAL</b>	\$ 19.09	

**YEE FASHIONS**

Women's Chic Business Casual

300 Jay St  
Brooklyn, NY 11201  
(718) 260-5500

**Garment Description:**  
Rayon  
A-Line Dress knee length

**COST SHEET**

**Vendor:** Shaoxing  
**Style #** Keqiao Pinvi  
**Textile:** 778  
**Country:** Rayon  
**Lead:** China  
30-45 days



ITEM	QTY	PER U	UNIT	APX TC
<b>TEXTILE</b>				
Polyester	2	0.70	yd	\$1.40
Button	0	0.19	pc	\$0.00
clasp	0	0.10	pc	\$0.00
<b>OTHER</b>				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	22	0.05	SAM	\$1.10
			\$1.25	
<b>SUBTOTAL</b>				3.1

<b>COMISSION</b>	\$0.22	7.00%
<b>SHIPPING</b>	\$ 0.50	
<b>MARKUP</b>	\$ 3.10	
<b>TOTAL</b>	\$ 6.92	

**YEE FASHIONS**

Women's Chic Business Casual

300 Jay St  
Brooklyn, NY 11201  
(718) 260-5500

**Garment Description:**  
55% Linen 45% Rayon  
Bow tied Knee length slit dress

**COST SHEET**

**Vendor:** Shaoxing  
**Style #** Keqiao Pinvi  
**Textile:** 778  
**Country:** Linen  
**Lead:** China  
30-45 days



ITEM	QTY	PER U	UNIT	APX TC
<b>TEXTILE</b>				
Linen	2	3.20	yd	\$6.40
Button	0	0.19	pc	\$0.00
clasp	0	0.10	pc	\$0.00
<b>OTHER</b>				
labels	2	0.05	pc	\$0.10
packaging	1	0.50	pc	\$0.50
labor	28	0.05	SAM	\$1.40
			\$1.25	
<b>SUBTOTAL</b>				8.4

<b>COMISSION</b>	\$0.59	7.00%
<b>SHIPPING</b>	\$ 0.50	
<b>MARKUP</b>	\$ 8.40	
<b>TOTAL</b>	\$ 17.89	

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## Quality Control

Yee Fashions helps young women to have beautiful casual looks with the best quality but with low price. The brand uses a mix of a variety of fabrics such as polyester, linen, cotton, and also silk depending on the price. Using a mix of different fabrics gives us more options to produce the beauty of different types of products and diversify the look of the outfit for each consumer.

We have researched the types of clothing trends that are needed for the young generation nowadays. The oversized clothes became one of the common trends around the 1920s which was a very early adaptation to this look, and it has started gaining popularity again recently as close to 2015. One of the reasons why people seek oversized clothes is that it allows more movement and air circulation for the best comforts. Yee Fashions not just comforts the customers to feel comfortable, but also gives a very trendy fashionista's look. With post-pandemic conditions on the rise, people want more comfort in their work clothes, which Yee Fashions can provide.



Using synthetic fabrics helps us reduce the price range of our clothes and allows even people with low income to easily purchase our product. People feeling comfortable buying beautiful piece of clothes at an affordable price is our goal for the brand. Not only do they have the option to style with cheaper fabrics like polyester & rayon, but they also have garment choices in the natural fiber range, such as cotton, linen & China silk.



Quality assurance agents are in person and scan production in-line in order to identify any mistakes or issues early on. Quality assurance concerns include incorrect sizing, cutting, errors in assembly, shrinkage or other fiber issues. All packages and orders are rechecked and inspected

before leaving their shipping department. The standard inspection procedure for Yee Fashions inspects and review every garment leaving the facility. Inspectors will look for stains, flaws, ribs, dirt, stray threads and spot checks.

### Merchandising | Marketing

Our merchandising methods started from having advertising from Instagram and Facebook as using social media to get attention from young generation consumers. Casting different types of fashion influencers out in the social media sphere helped us to be known to the world. Fashion influencers on Instagram have a huge impact to current days social platforms as everyone has access to it and can easily be found. Some of the influencers we have casted also took some review videos and gave a post on YouTube. Youtuber reviews have cost us more fees on marketing, yet it was worth the investment of trendy marketing in the 21st century. Our target market, which is about 20-35 years old, has about 77% of the population using YouTube to look up their private interests and this gets us closer for our targets to find us.

We focused on social media platforms as our major factors of merchandising methods to catch up the trend to this generation. Outfits were created and shared, and the idea of oversized work comfort, Yee Fashions slowly invaded the market.

