

HYZ STUDIO

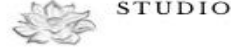
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CREATING THE LINE



HYZ

- **Brand name: HYZ Studio**
- **Brand logo: The lotu on the brand logo is inspired by my Chinese name, "He" means lotus.**
- **The season my line will be developed for Spring/Summer 2022.**
- **Category that the collection will be considered as Ready-to-Wear (T-shirt).**
- **The collection is inspired by anime. Everyone has their favorite anime to watch in their childhood. Every period has its masterpieces of animation, and there are some anime that won't appear in the next period. Therefore, this collection is based on the anime that our generation (people who were born in the 1990s to early 2000s) watched in childhood.**

MISSION, VISION, AND CORE VALUES

Mission Statement:

- Hyz studio went into the business to satisfy what customer want.

Vision Statement:

- Our vision is full of ambitions, first to become the first clothing retailer in the community, then the state, then the country, and finally the world. We believe that one day we can realize this goal through a customer first service attitude.

Values:

- Customer First
- Satisfy Customer Needs
- Responsibility to Customers

DEMOGRAPHICS

- Hyz studio's target audience includes both men and women.
- Race and Ethnicity: all races.
- The general age range is from 16-31. Especially the Generation Z consumers (age range 20-30).
- The clothes are leisurely and comfortable.
- Hyz studio offers a low price range, and good quality. It attracted more people (born in the 1990s - early 2000s) who love to watch anime to buy the Spring/Summer 2022 series.
- Hyz studio's customers come from low income, middle income, and high income social groups.

PSYCHOGRAPHICS

- Hyz studio's primary target customers are Generation Z, the life stage of most of the consumers are high school or college students, and workplace newcomers.
- The first motivation for consumers to buy this series is to be nostalgic, recall the animations they watched in their childhood, full of memories.
- Second, the low price range and good quality.



STRATEGIC PLANNING

Inputs:

- The competitors are H & M, Zara, and Uniqlo.

Outputs:

- A T-shirt maker may position itself as a low price range and good quality status symbols.
- The existence of competitors for a brand will make the brand pay more attention to its production quality, so that the brand will continue to improve its quality and innovation. The existence of a competitor means that the brand will continue to grow, and will not keep standing still, because the existence of a competitor will make the brand feel the crisis.

MERCHANDISING & ASSORTMENT PLANNING



Front



Beck

SKUS CONTINUED



Front



Back



SKUS CONTINUED



Front



Back

MERCHANDISING & ASSORTMENT PLANNING

Color Palette:

- **The entire series of products are mainly white and black.**

Fabrics/Materials:

- **Cotton**
- **Polyester fabric**
- **Rayon/Viscose**

CONCLUSION

Social Media Strategy:

- Hyz studio will post advertisements on social media like Instagram, Facebook, and Weibo.
- Consumers can shop online, on Instagram, and Weibo.

Digital Advertising:

- Social media Advertising, regularly update advertisements on social platforms.
- Consumers can search the brand product informations on search engines.

IMAGERY ANNOTATED BIBLIOGRAPHY

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STUDIO

THANK YOU FOR WATCHING

FLYZ