



Group 5 Athleisure

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Frost

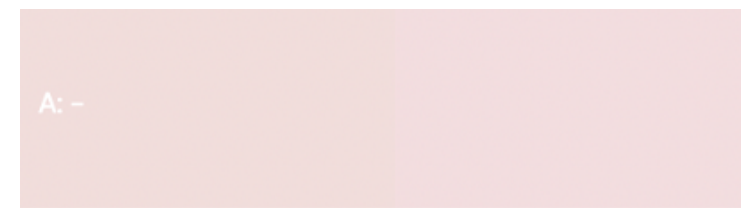
Target Consumer Profile



Concept Board

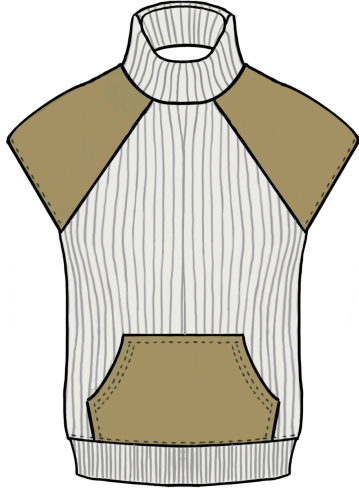


Color Story



Product Line Sheet

HEDERA



Sweater Vest

Season: F/W 2023

Category: Athleisure

Designer: Jane

Price: \$85

Colors: Olive Oil A, Off-white

Fabrics: Rib Knit Cotton, French Terry Cotton



Oversized Sweatshirt

Season: F/W 2023

Category: Athleisure

Designer: Jane

Price: \$150

Colors: Soft Pink A, Black

Fabrics: Rib Knit Cotton, Jersey Knit Hemp



Fitted Long Sleeve

Season: F/W 2023

Category: Athleisure

Designer: Jane

Price: \$80

Colors: Enhanced Neutral A

Fabrics: Jersey Knit Hemp

Product Line Sheet

Matching Sweatsuit

Season: F/W 2023

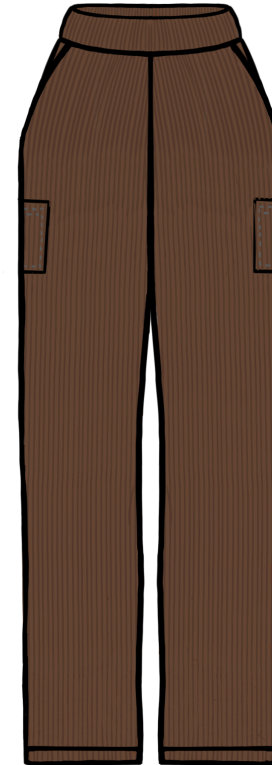
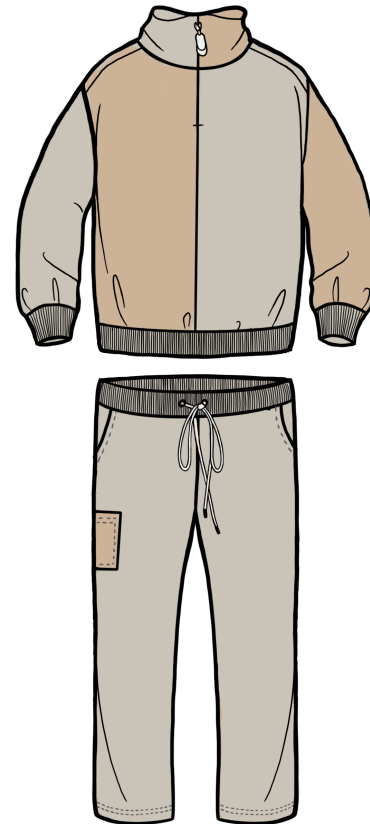
Category: Athleisure

Designer: Jane

Price: \$220

Colors: Enhanced Neutral B,
Enhanced Neutral C

Fabrics: French Terry Cotton



Straight/Wide Leg Pants

Season: F/W 2023

Category: Athleisure

Designer: Jane

Price: \$100

Colors: Neutral Brown
Fabrics: Rib Knit Cotton

Time & Action Calendar

HEDERA

	January	February	March	April	May	June	July	August	September	October	November	December
2023	2 9 16 23 30	6 13 20 27	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	4 11 18 25
2024	1 8 15 22 29	5 12 19 26	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	2 9 16 23 30
Activity												
Market Research									F			
Fashion Research								F F	F F			
Fabric Research									F F F	F F F		
Color Research									F F	F F F		
Collection Research									F	F F F		
Initial Fabric Selection									F F	F F F F		
Review Previous Sales									F	F F F		
Line Plan Meeting											F	
Line Plan Approval											F	
Order Fabric Sample Cuts											F F F	F F
Concept Boards												
Style Development											F F F F F F	
Spec Sheet											F F F F F F	
Pre-Costs											F F F F F F	
First Pattern/ Prototype											F F F F F F	
Fit Mode Session											F F F F F	
Pattern Revisions												F F F F
Final Cost												F F F F
First Adoption												F
Order Fabrics for Samples												F F F F
Revisions	F F F											F F F
Final Adoption		F										
Review with Top Accounts		F F F										
Initial Sales Forecast			F									
Order Production			F F F	F F F								
Receive Fabric for Samples		F F F F F F										
Cut and Sew Samples		F F F F F F										
Line Preview			F									
Grade/ Production Marker			F F F F									
Line Release			F									
Receive Production Fabric				F F F F F F	F F F							
Cut and Sew Production				F F F F F F	F F F F F F	F F F						
Sales Forecast Adjustment				F F								
Order Additional Fabric					F F F F							
Receive Additional Fabric					F F F F							
Cut/ Sew Additional Quantity					F F F F F F F F	F F F F F F						
Begin Shipping					F							
Complete Shipping												
Season Critique								F				

6 Month Merchandise Plan for Popup

Action Items	February	March	April	May	June	July
Design & Line Development	X	X				
Assortment Planning	X	X				
Sourcing Materials		X				
Fit Approval			X			
Production			X	X	X	
Quality Checks				X	X	
Transportation to Pop Up Store						X
Delivery to Pop-Up Store and Visual Merchandising						X

Cotton

Can be organic

- The word “organic” is a legal standard that relates to specific rules. For example, organic cotton production does not use nitrogen fertilizer and requires crop rotation standards.

Can be recycled

- The Circular Fashion Partnership researched that there is “significant value in utilizing textile waste more efficiently.” In one study, Bangladesh alone produced 250 thousand tons of 100% pure pre-consumer cotton waste. These materials can be mechanically recycled to form new textiles.
 - It creates less new landfill waste
 - It abates the need to produce new materials (which use scarce resources, even under the standards offered by the Textile exchange)
 - However, it is of poorer quality & so the garments made from it could have a shorter lifespan.

Both strategies are advised by under the Textile Exchange's 2025 Sustainable Cotton Challenge

- We will primarily use virgin cotton because it is stronger & more readily available to us.

Potential partners: Geotex (US company); Taishoboseki; Recover; Santis

Hemp

- Although, like any agricultural product, hemp requires **water**, it uses less of this scarce resource, relative to other cellulosic fibers. Additionally, it is naturally resistant to many species of **insects** which can minimize the need for **harmful pesticides**.
- Hemp is an extremely strong fiber so garments made from it could be long-lasting and durable.
- The US farm bill opened the possibility for more hemp production because it changed the classification of cannabis with less than 3% THC from a controlled substance to an **agricultural product**.
- **For these reasons, our company has decided to use virgin hemp fiber in our garments.**

Potential partner: AltMat

Polyester

Will we be using the most popular fiber?

- From a business perspective, it makes sense why polyester is popular. It is cheap, strong, and readily available.
- However, polyester has a detrimental impact on the environment.
 - Polyester is made from crude oil which is a fossil fuel.
 - It does not biodegrade.
- Our group toyed with the idea of using recycled polyester. However, for the time being, this is mostly being done through the usage of recycled bottles which sustains the market for single use plastics. Textile-to-textile recycling is a better, more circular, solution.
- For the time being, we do not believe that using polyester would be sustainable or lucrative.
- We will keep our eyes out for companies that employ more sustainable sourcing techniques to potentially partner with in the future as they emerge on the market.
- The same goes for groups doing research on bio-based polyester, which has the potential to be a more-sustainable option, insofar as the materials are procured using sustainable methods as well.

Production Location Overview

- Our line production location will be from China, and we will be partnering with China Eco Fiber (CEF).
- They are the leading Producer of sustainable textiles in China.
- They also use sustainable fabrics that our brand support such as organic cotton, hemp, and recycled polyester. They are eco-friendly which is what our brand strives for as well.
- By partnering up with Chine Eco Fiber, we will be able to achieve sustainable clothing that also helps protect our environment.



SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Emphasis on sustainability and inclusion; two aspects that are very relevant for gen Z</p> <p>Very comfortable and light for everyday library use</p>	<p>There are many other established brands in the industry with similar design choices</p> <p>We have a relatively high price point that may not be as attainable to our target market</p>	<p>Marketing specifically towards college students who want comfortable and fashionable clothes to wear to the library</p> <p>Market to entry level workers who want to look put together for zoom while still being comfortable at home</p>	<p>People being loyal to brands they know and love, and not wanting to risk buying from an up-and-coming company</p>

Retail Competitors/Brand Position Map

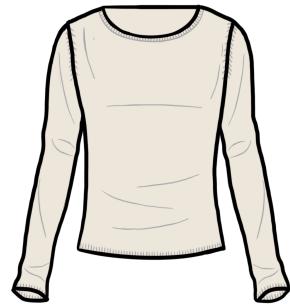


Cost Sheet for Each Style



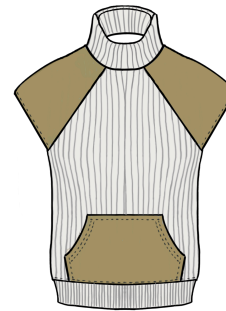
\$150

(cogs \$37; imu = \$113)



\$80

(cogs \$12; imu = \$48)



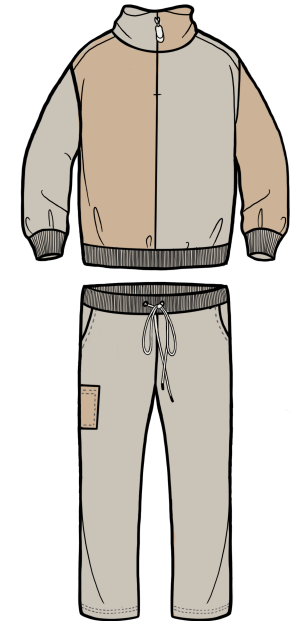
\$85

(cogs \$21; imu = \$64)



\$100

(cogs = \$40 ; imu = \$60)



\$220

(cogs =\$77; imu = \$143)

Vendor Format

- CMT (Cut, Make, Trim) sourcing
- We will use CMT sourcing, buying from manufacturers using sustainable and ethical practices
 - CMT facilities are more flexible for new designers when changes are needed
 - Most CMT factories are specialized by product category
 - CMT allows for quality control since we provide the materials and trims, thus get full visibility of the material supply chain
 - We can make sure to partner with CMTs that fit our standards for sustainability and ethicality
 - Full package is appealing as a means to assure guaranteed sustainable and ethical practices in manufacturing, but requires a more established, developed company with more financial resources than our startup. It could be a goal to shift to when we expand.

Marketing Mix

PRODUCT	PRICE	PROMOTION	PLACE	PACKAGING	POSITIONING	PEOPLE
Upscaled Athleisure apparel with a focus on comfort within the everyday life that students	Highly competitive pricing that is within the bridge price point that competes with brands such as Lululemon, Artizia, and Alo are just to name a few	With the rise of influencer marketing, we plan to strategically use fashion influencers such as Wisdom and Drew Joiner to market our products along with celebrities within the athleisure space	Online and brick and mortar stores that synergizes with one another, effectively creating a balance where nothing is lost in translation within the two distribution channels	Sleek and modern packaging that uses recycled materials to create an environmentally conscious package	Our position in the market is the bridge area, where our products are priced higher due to the higher quality of materials and a focus on sustainability. Additionally, our products are for the everyday wear.	College aged students with a specific emphasis on inclusivity

Niche

Product Niche: Relaxed Athleisure





Hedera Athleisure

Hedera's
café loft
popup!

Browse
our collection
while you
sip a drink
from
downstairs
latte ☕
chai ☕

Jane Dexter, Josh Bernardino,
Sophia Fors, Yoona Oh,
Lila Frost

HEDERA

Popup
Concept

HEDERA

Thank You