**One Wear**

**Tagline:** Reform yourself in One Wear

One Wear, a celebration of fashion without definition: the reformed brand mainly targets stylish young men but also stimulates women’s fashion spirit. The line is a gender transition of Madewell’s feminine aesthetic into a men’s collection, highlighting the usage of recyclable materials and digital printing technology. One Wear aims to embrace freedom of expression by combining traditional female silhouettes with masculine functional constructions.

**MERCHANDISE PLAN**

- **Line theme:** Café Cuba
  - A collection of tropical theme in functionality of lightweight denim and modern fiber blending with subtle tactility

- **Product assortment:**
  - 5 garments: 1 bottom, 2 tops, 1 jumpsuit, 1 outerwear

- **Airy, relaxed silhouettes**
  - Both cotton and Tencel® can be combined with modal fiber to create denim with performance and stretch properties, bringing consumers incomparable comfort.

- **State of the art digital printing**
  - Technology for high quality patterns

- **Economical and Ecological**
  - Cotton and Tencel® hosl fibers

- **Seasonal line:**
  - 2017 Spring Phase 1 from January to March

**BRAND LABEL**

- **Product assortment:**
  - 9 garments: 1 bottom, 2 tops, 1 jumpsuit, 1 outerwear

**TARGET AUDIENCE PROFILE**

- **Men and women**
- **18 – 35 year olds**
- **$15K - $85K**
- **Generation Y and mature generation Z**
- **Adventurous risk-takers**
- **Breaks traditional gender roles of self-expression**

**COMPETITORS SWOT ANALYSIS**

**STRENGTHS**

- Technology integrated garments
- Unique fit and sizes
- Appeal to social issues targeted market

**WEAKNESSES**

- Start-up company with low brand awareness
- Limited influence in fashion industry

**OPPORTUNITIES**

- Technology integrated garments
- Unique fit and sizes
- Appeal to social issues targeted market

**THREATS**

- Unique lines exist throughout brands
- Crowding of cultural revolution

**MARKETING TOOL:** Social Media

- Integrated Marketing Communication Plan

- Our target customer is a tech-savvy person who values innovative ways of expression and personalized attention. Roadshow, Pop-Ups and mixed influencer social marketing is the way in.

**COLOR & FABRIC PALETTE**

- Cotton
- Tencel®
- Nylons
- Denim
- Lace

**Retail Price**

<table>
<thead>
<tr>
<th>Sample Comparison</th>
<th>One Wear</th>
<th>Zara</th>
<th>Rad Hourani</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outwear</td>
<td>$168</td>
<td>$175</td>
<td>$25.2</td>
</tr>
<tr>
<td>Jumpsuit</td>
<td>$148</td>
<td>$150</td>
<td>$45</td>
</tr>
<tr>
<td>Top</td>
<td>$68</td>
<td>$80</td>
<td>$24</td>
</tr>
<tr>
<td>Bottom</td>
<td>$90</td>
<td>$98</td>
<td>$28.4</td>
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</table>

- Competitive pricing strategy: Based on the original women’s wear: Madewell with 70% markup.

**Trend Pyramid**

- Human Collaboration
- Technology for high quality patterns
- Economical and Ecological
- State of the art digital printing

**Target Audience**

- Men
- Women
- 18 - 35 years old
- $15K - $85K
- Generation Y and mature generation Z
- Adventurous risk-takers
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**Website Merchandise Presentation**

- Integrated E-commerce
- Product Comparison
- Social Media
- Press kit

**Percent Projected Sales Budget Method**

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Social Media</td>
<td>$4,500</td>
<td>$4,500</td>
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<tr>
<td>Website Update</td>
<td>$5,000</td>
<td>$5,000</td>
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<tr>
<td>Pop-up store and Roadshow Expenses</td>
<td>$20,000</td>
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<tr>
<td>OOH</td>
<td>$1,400</td>
<td>$1,800</td>
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<tr>
<td>Brand Representatives</td>
<td>$2,100</td>
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<tr>
<td>Total</td>
<td>$33,000</td>
<td>$35,200</td>
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</table>

- Projected annual sales *2% = Sales promotion budget
- $180,000 *2% = $3,600
- $80,000 *2% = $1,600
- Ideal quarterly budget rate
  - Q1: 22.8% * $21,888 = $4,981
  - Q2: 25.4% * $24,384 = $6,189

- The project annual sales is estimated from 2015 retail sales report from Madewell and other department stores.
- Budget is based on 12% of projected annual revenue to create brand at early stage.