

Apparel Product Line:

Women's Luxury Office Wear

LUXE Suits

The logo for 'Luxe Suits' features the word 'Luxe' in a large, elegant, red cursive script. Below it, the word 'SUITS' is written in a smaller, blue, all-caps serif font, with each letter spaced out.

(Ikram Ahmad, Refatara Noor, Carmen Rojas, Zi Di Chen)

BUF 2400: Product Development

Dr. Robert Woods



Ikram Ahmad

Zi Di Chen

Refa Noor

Carmen Rojas

LOGO



Based off our consumer preference and our specific target market our logo portrays a sleek design that screams luxurious. The transition from a clean cursive font in soap orange color wording “Luxe” to a bold Arial font in dark teal color wording “SUITS.” Based off our target market being a sophisticated millennial women, this logo and color pallet gives off a sleek and fierce image to any woman searching for business casual attire at a reasonable price.

This is how we want our customers to envision our company.

Ikram Ahmad



Creative Designer: The concept of our brand and making sure it's delivered to our consumers the best way possible is controlled by our Marketing designer Ikram Ahmad. Born and raised in Brooklyn New York Mr. Ahmad developed an interest in fashion and Business. Starting his education at Kent state University of Kent Ohio he obtained his bachelor's degree in Fashion Marketing. Starting his career as a marketing analyst at American eagle headquarters in Pittsburgh PA and finally transferring to our company “LUXE Suits” as our marketing designer. Mr.Ahmad and his team are responsible for executing tasks that involves logo design as well as design for advertisement campaigns.

Zi Di Chen



Marketing Analyst: The one in charge of shooting golden arrows at targets in the playing field is none other than our Market Researcher Zi Di Chen. Mr. Chen grew up in New York, NY and developed an interest in Business early in college. He attended the New York City of Technology and obtained his Bachelor’s degree in Business Fashion. Shortly after, he started his career as a business analyst at JP Morgan Chase before joining LUXE Suits as a Marketing Analyst. Mr. Chen and his team are in charge of compiling data on different target markets and determining which target market has the highest profitability rate.

Refa Noor



Director of Sourcing: Leading global and national sourcing, is Refa Noor, born and raised in Brooklyn, New York. With a bachelors in Fashion Marketing from the NYCCT and a Masters in Global Imports from NYU, she has developed the skill of knowing where to obtain fabric that is of fine-quality, is financially fair, true to the integrity of its origin, and as environmentally-friendly as possible. Ms. Noor worked with top textile manufacturing companies such as Jacob Holm Industries and West Point Home. With her experience she obtained her top position at LUXE suits.

Carmen Rojas



Lead Product Manager: Leading is key in driving product vision, strategy and execution along with her team, creating and implementing a product that drives customer satisfaction, showcase our value proposition and exceeds customer expectations! Ms. Rojas has an exquisite eye and knows what their Target consumer wants and needs. Born and raised in Queens, New York she implements her knowledge in fashion from what she learned in college at the New York City College of Technology, obtained a Bachelor's degree in Fashion and learned the ins and outs of the retail industry from her experience as Manager at Zara for more than 5 years.

LETTER FROM THE CREATORS

Welcome! Our names are Carmen, Ikram, Refa and Zi Di . We are the brains behind LUXE

Suits! When we first started our company, we asked each other, What ideal product can we create and innovate for our Target Consumer? *Suits for Women!*

For many women, suits feel constricting and stuffy. But historically, they offered freedom, power, and controversy. That's what we want for our Millennial Target Consumer, to feel empowered, to feel free and cause good controversy. Our ultimate goal when creating this Private Product Line was to deliver and ensure a line that is unique. Women are tired of the same old suit, we created items that are not only different in quality and sustainability but also with innovative designs, patterns, stitching, trimming colors, and finishes. They say it's always about the details, and that's what we wanted to deliver to our Target Consumer. A suit that is innovative, captivating and reinvented. The new LUXE Suits!

We hope you enjoy!

ABSTRACT

This paper will analyze the target market, the major fashion trends, the prices of the competing private labels, the designs, and the overall process and procedures from start to finish of creating a private apparel product/line. This paper will give an exclusive insight into women's suits by LUXE Suits, which is a private label that was found during the Fall/Winter Season of 20/21. In addition to gaining background knowledge of our target market, fashion trends, and the process and procedures of LUXE Suits, it will be known that LUXE Suits is a private label that focuses on designing suits that are versatile, sustainable, affordable, and fashionable. The company has distinct garments that are made in a way where the women wearing it will feel fashionable and confident. Buyer's remorse will not occur because they made the brightest choice with LUXE Suits!

Keywords: Exclusive, Luxe, SUITS, Versatile, Sustainable, Affordable, Fashionable, Garments, Brightest

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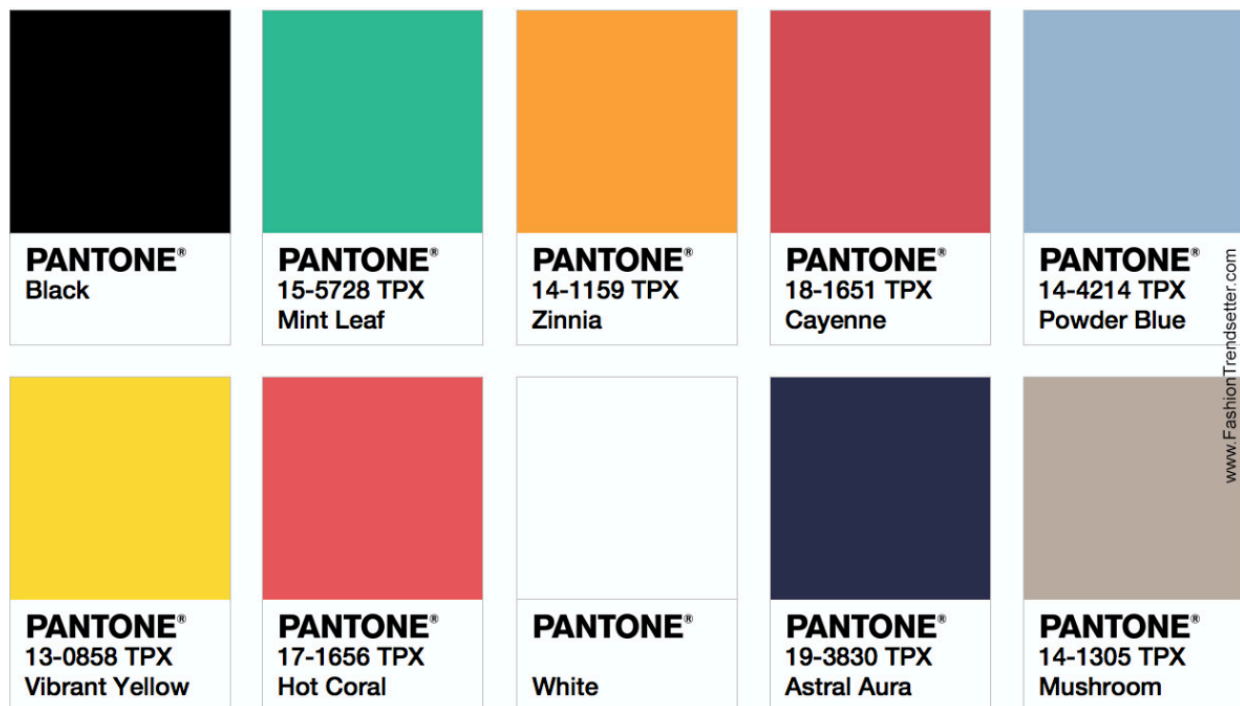
LOCATION OF STORE

Our company Luxe Suit's flagship store is located on 401 W 14th St, New York, NY 10014. The reason our company chose this location was for several reasons the first and main reason was due to the demographics of our consumer. After constant analyzation of surveys from our company, we concluded that most of our customers reside in and around the location of Soho. Being near the Hudson River and close to Hudson Yards gives us exposure to our core customers as well as wandering tourists who are potential customers. The other reason we chose a location such as this is the accessibility. This location is quiet on some days but busy on others. Once around this location, there aren't many vehicles or traffic to begin with, almost like a village which gives customers comfort and easy accessibility since the A, C, E and L trains are close by.



MAJOR FASHION TRENDS

Fall/Winter 2020/21 trends are about innovation in textiles through advanced technology and color. The color palette for the season has a simple and nostalgic taste. According to ISPO TEXTRENDS (2019), the core color palette will feature Pantone in various colors and the major trends are Speed, Talent, Capricious, and Optic. Speed is referred to as luminosity of light on surfaces and its look can be worked towards an advantage for a futuristic and sharp palette. Talent is referred to nature and its natural hues through its rich and vivacious deep tones offset by neutral tones. Capricious refers to colors clashing and colliding in symphony, they can be disruptive, irregular, and lively. Optic refers to laser optic brightness in colors. Luxe SUITS will be considering these trends and incorporating some of them into our private line of chic garments.



Core Color Palette

TREND I: Speed



Speed

TREND II: Talent



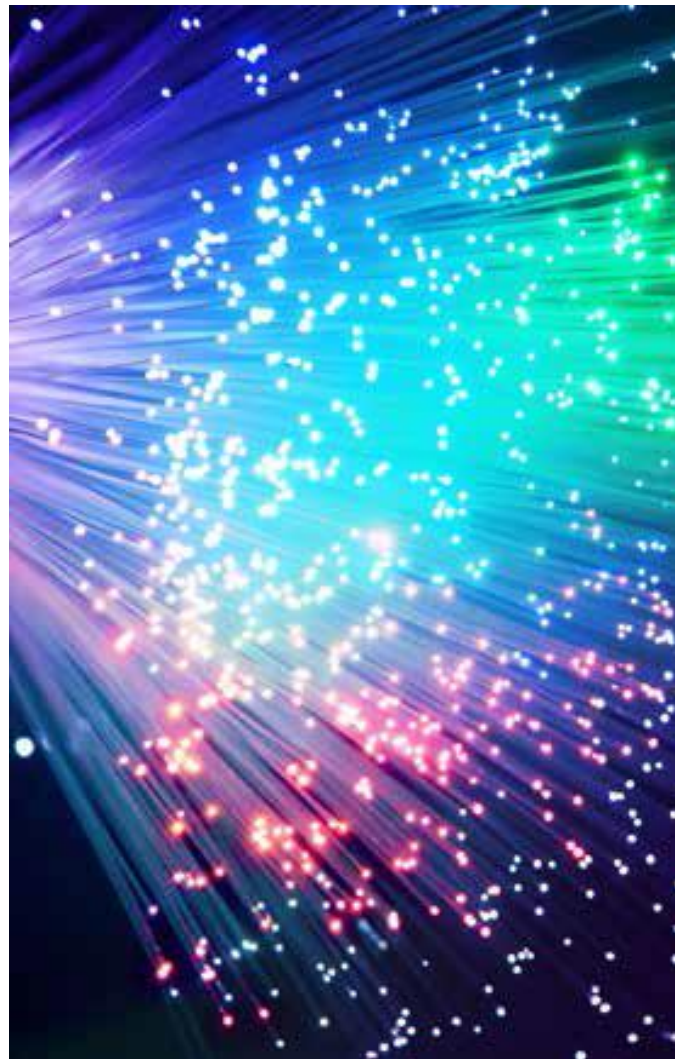
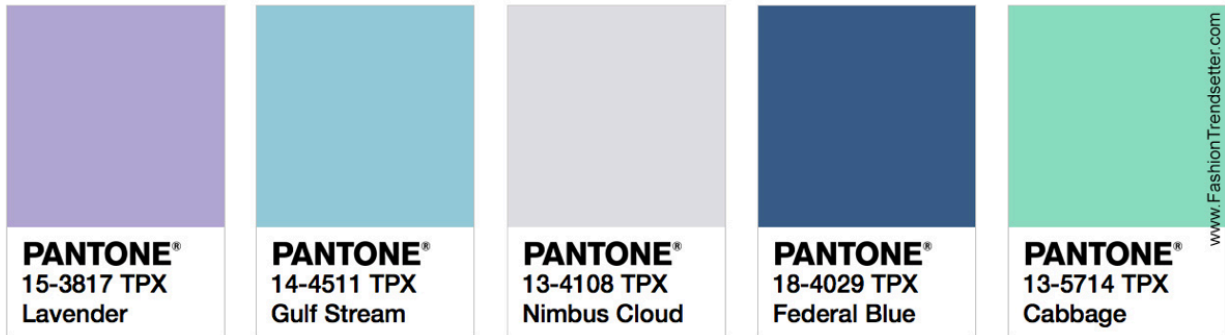
Talent

TREND III: Capricious



Capricious

TREND IV: Optic



Optic

TARGET MARKET AND V.A.L.S

LUXE Suits' target market customers are sophisticated Millennials that live in major cities in the United States such as Los Angeles and New York City with at least a Bachelor's Degree that may or may not be pursuing their Master's Degree. They are consumers always on the go, with their jobs being their priority, they barely have time to buy groceries/home goods, do laundry or even cook. They are more concerned about their well being, either practicing yoga, going to the gym and juggling work in between. That is the main reason why our LUXE Suits will be a perfect suit for them.

V.A.L.S stand for an acronym called "Values, Attitudes, and Lifestyles." It is a system that was developed in the 1970s for grouping consumers according to the psychological and sociological theories to predict behavior in the consumer purchasing decision process. VALS™ places people into 8 segments upon taking a VALS questionnaire. The 8 segments for US VALS™ are Innovators, Thinkers, Believers, Achievers, Strivers, Experiencers, Makers, and Survivors. These 8 segments are arranged in a rectangle based on two dimensions. The vertical dimension segments people based on their resources such as psychological traits and resources. The horizontal dimension segments people based on their primary motivations such as ideals, achievements, and self-expression (Strategic Business Insights, 2017). LUXE Suits will be using V.A.L.S to segment the ideal customer.

The ideal customer to LUXE Suits is a woman between the ages of 25 to 35 that are experiencers. According to Strategic Business Insights (2017), experiencers are sociable and spontaneous beings that assertive, energetic, and optimistic. Experiencers have an annual

household income of \$93,000, they love to stand out and they want everything! They are the first ones in and out of the trend adoption process, which means that they like going against the mainstream trends that the vast majority is still on. They keep up with the latest fashion trends and love to seek sensation in life such as through physical activity.



Ideal Customer

As mentioned, our ideal customer is a well-established woman in her mid-twenties to mid-thirties. We strive to allow her to feel comfortable while stylish in a professional setting. We take inspiration from lines such as White House Black Market, Loft, and Talbots which have the same or similar target consumer.

PRODUCT & PRICE COMPARISON

“LUXE Suits” is part of a moderately priced market that puts forward clothing prices from \$50-\$200. Our line is primarily directed towards women of an official background with a stylish yet sophisticated taste. Each product under our brand is geared toward being of top-notch quality, comfort and reasonable pricing. LUXE Suits has entered the apparel market with garments that are made with superior fabrics and eccentric trimmings and details such as belts, buckles and buttons which were added in post-production.

Our source of fabric, “Decorator’s Best,” offers us an adequate amount of material at reasonable prices. For the tweed jackets, it ranges from about \$120 - \$150. Taking about 2.5 yards of tweed (\$12 per yard) for the completion of one jacket, we are already at \$30.00. After sewing and trimming is finished by our home team, embellishments such as 6 gold rose-shaped buttons for 3 for \$2 (total of \$4 for six buttons), and interior lining of about \$10, we are at \$44. Referring to our range once again, the military-style jacket costs \$148.00, leaving LUXE Suits with a profit of \$104.00.

For occasions such as sales, we drop 20% off our garments. Thus, the blazer originally for \$148, will sell for \$118, leaving us with a \$74 profit; a \$30 deficit from the original profit amount while still allowing us to stay within our moderate prices for our loyal clients. LUXE Suits stays affordable without sacrificing quality and comfort. If we are unable to source locally in America, we reach out to textile mills in other countries such as Bangladesh, Brazil, China and Singapore

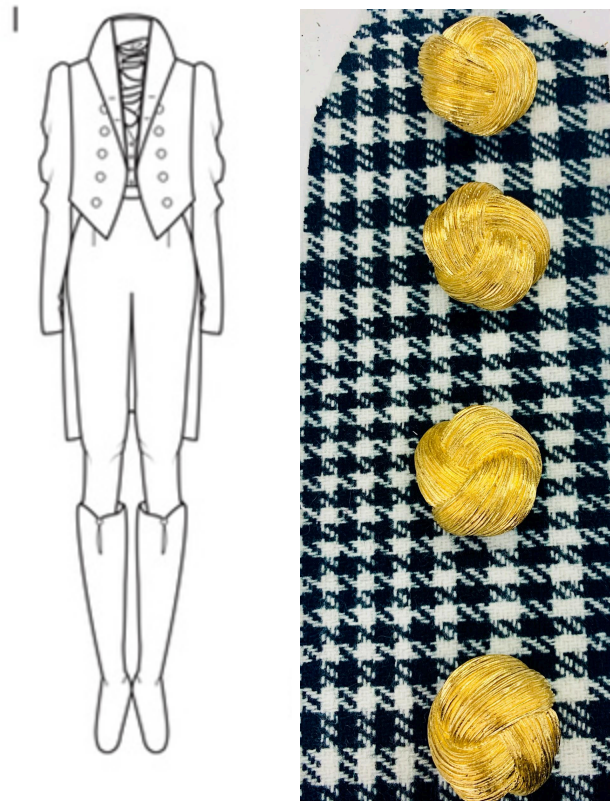
FABRIC SWATCHES

FINAL COSTS OF PRODUCT



Magenta $\frac{3}{4}$ Ruched Sleeve, Double Breasted, Notch Lapel Velvet Blazer (\$120); 6 faux Emerald and Multi Colored Stone Buttons, Navy Blue Jodhpurs Pants (\$115) ----

*full outfit price: **\$135.00***



Tuxedo Tailcoat of Houndstooth (\$140), 10 Gold-colored Knot Buttons, with Black Stirrup Pants

*(\$130) ---- full outfit price: **\$270.00***



Army-Green Leather (exterior) and Mustard-yellow Mohair (interior)

2-piece jacket (\$150 + \$75).

*With Umber-brown Palazzo pants (\$110). Full outfit price: **\$335.00***

VI



Creame Colored Worsted Wool Trumpet Skirt with burgundy leather trimming (\$99). White collared Silk $\frac{3}{4}$ sleeved blouse (\$75). Faux red and black rose pin on right-side of chest.

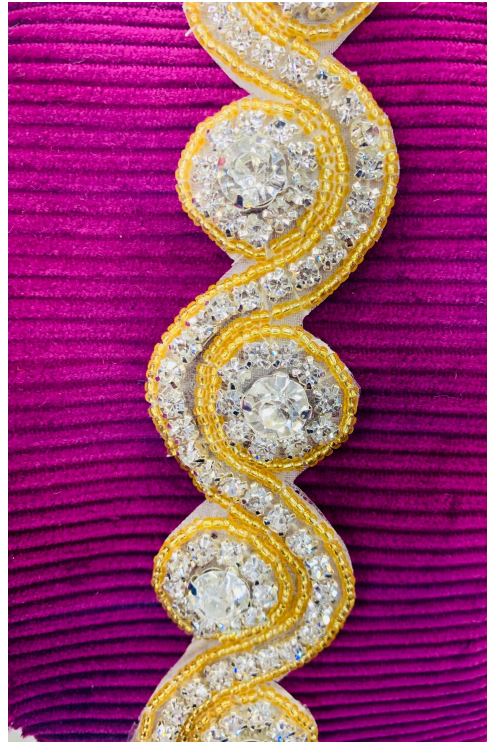
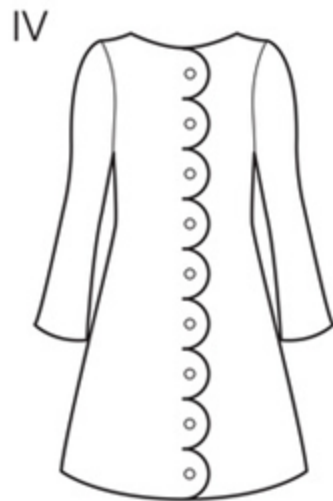
*Full outfit price: **\$174.00***



Red & Blue Plaid Tweed Bell Bottom Pants with Off-White Silk Long Sleeve Bishop Blouse and

Magenta Striped Silk Tie

*Full outfit price: **\$320.00***



Cabaret Colored Trumpet Sleeve Corduroy Shift Dress (\$120) with Gold & White Swarovski

Stone Trimming (\$40)

*Full outfit price: **\$160.00***



Powder-blue Cotton blouse with cuffed sleeves (\$65). Black silk harem pants (\$95)

*Full outfit price: **\$160.00***

CHANGES MADE TO GARMENTS

Final Pieces Created for LUXE Suits Private Label Fall/Winter20/21

After thorough research and evaluation, we concluded on creating a line that will accommodate and satisfy changes in the ever-changing fashion industry and our target market customer demands. This Fall/Winter 2020/21 season will be the season of dressing up and feeling fancy and luxurious. It will be all about the Bourgeois Trend. This adaptation will be part of the *Trickle-Down Theory* where its direction will go downward from elite class to next adjacent class. American women are tired of wearing the street style trend and looking like they do not care every time they step out for brunch, coffee or even grocery shopping. Bourgeois is the end of the streetwear-inspired looks and the comeback of the more elegant, polished and posh look for the Fall/Winter 2020/21 trends.

American women are exhausted of hearing and reading about our toxic and sexist President, Donald Trump, gender inequality, gender pay gap, terrorism, nuclear weapons, economic stagnation, unemployment, opioid epidemics, xenophobia, economic migrations, recessions, financial bubbles and crashes (Denning, 2019). Our nation is all about patriotism and being proud, who stands for the “land of the free and the home of the brave”, which incites happiness and eagerness for change (Key, 1814). Patriotism will be the theme focus especially amongst women who aspire to have a female president elected for the 2020 Presidential election such as Elizabeth Warren, Marianne Williamson, and Tulsi Gabbard.

Change can either be good or bad in politics, and in this new time, it is huge and needed. Today's Trumponomics period, which is a term used for the economic policies of President Donald Trump has only shown America his real side and full of scandals, leaks, outrages, and extremely bizarre tweets within the last three years, women demand change. Below are the mini-collections we created for our Fall/Winter 20/21 Private Label Line, all of which detailed and minimal changes were made to classics.



INNOWOOLTIVE CLASSICS

Winter suits are supposed to be made of thicker and warmer fabrics that will provide superior warmth with minimal wrinkling factors. Wool is the most popular Winter fabric for suits due to its ability to retain form, drape, and warmth. Tweed is a made from a blend of wool and it

is sometimes the better choice for a winter suit due to it being thicker, warmer, and more durable than a regular wool suit (Firchau, n.d.). Wool and Tweed are two suit fabrics that are both classic materials in terms of suits.



ICB GIRLS (“ I CAN’T BELIEVE”)

This collection is for the worldly and courageous, always exploring new horizons, the ICB girl finds herself amongst snow-capped summits and icy peaks this season. The wide cinched at waist trousers will give women a sense of comfortability but of reassurance as well. The option of omitting the blazer or suit top and just using a top such as a turtleneck, oblique neckline, bishop sleeve, and the classic white poplin shirt are all essential in this collection. “Icely” was

also a term we were inspired by, we chose gold and Swarovski details, in order to give our consumer that sense of glitz and glamour.

LUXE SUITS WOMEN’S SIZING CHART & TAILORING SIZE GUIDE

The number one rule of “power dressing” is finding the perfect fit. Blazers and pants should always feel comfy and must always fit right. Our size chart follows both our target market consumers as well as a petite, long and plus-size women sizing system “(see table 1).” Our main goal is to not only cater to our target consumer but at the same time offer a diverse section. Our measuring tips are included in order to find the best fit for our unique consumers.

Table 1

Women's Suits & Tailoring Size Guide

SIZE	XS		S		M		L		XL		2XL	
	2	4	6	8	10	12	14	16	18	20	22	
CHEST	33"	34"	35"	36"	37"	38½"	40"	42"	44"	46½"	48½"	
WAIST	25½"	27"	28"	29"	30"	31½"	33"	35"	37"	39½"	41½"	
HIP	35½"	37"	38"	39"	40"	41½"	43"	45"	47"	49½"	51½"	

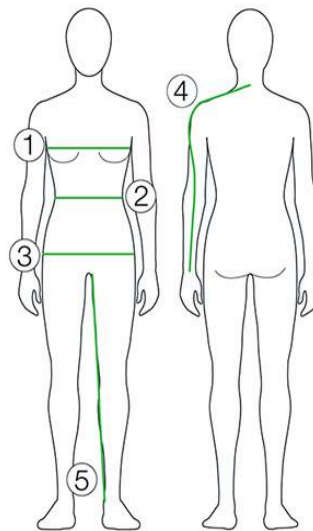
• PETITE JACKET: Sleeve and center back lengths are 1½" shorter than Women's Regular

PANT/SUIT	SHORT	REGULAR	LONG
HEIGHT	4'10" – 5'4"	5'4" – 5'7"	5'8" – 6'
INSEAM	27" – 30"	29" – 32"	31" – 34"

- SHORT PANT: Inseam is 2" shorter than Women's Regular
- LONG PANT: Inseam is 2" longer than Women's Regular

How to Measure

- ① **Chest:** Measure at the widest dimension
- ② **Waist:** Measure at the narrowest dimension
- ③ **Hip:** Measure at the widest dimension
- ④ **Sleeve:** With arm slightly bent, measure from center back neck bone over shoulder to wrist bone
- ⑤ **Inseam:** Measure in a straight line from crotch to ankle bone

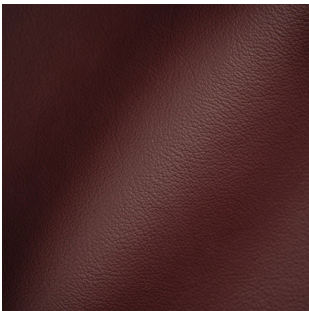


EVALUATION OF FABRICS

After careful review and analysis of the fabric selection, we sought out to choose the best quality, comfort, sustainability and fit for our suits to provide a reliable product for our target consumer. When sorting and choosing our fabrics, we wanted to ensure that the fabric chosen would be the most adequate for the Fall and Winter Season. Taking in mind the decrease in weather temperature, rain, snow, sleet, and any other hazardous related situation.



- ***Mohair-*** made from the hair of the Angora goat, makes for an exceptionally soft, durable, warm and waterproof piece of clothing. Our Mohair is sourced from a vendor in England, where the fabric of Mohair has originated. It is comprised of 65% true Mohair, 35% cotton, and comes to a cost of about \$30 per yard.



of about \$57 per yard.

- ***Leather-*** is durable and flexible material created by tanning animal rawhide and skins. It has excellent resistance to abrasion and wind. Our Oxblood leather is sourced from a vendor here on the east coast of the United States. Comprised of 10% cotton, 21% polyester, 69% Oxblood leather, and comes to a cost



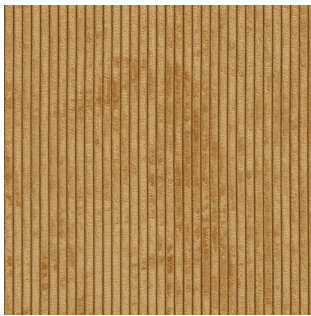
- ***Cotton Velvet-*** Cotton velvet is less luxurious and less expensive compared to silk velvet, cotton velvet has more body,

not slippery and has less sheen, making it the best option for blazers and suits. Our cotton velvet fabric is sourced from a Cotton farm in California. Comprised of 100% Cotton and comes to a cost of about \$17 per yard.



\$27 per yard.

- **Flannel-** made in in plain or twill weave, usually with a carded yarns, it is well known for its extreme softness and warmth, which is a result of the loosely spun yarn. Our grey flannel is sourced from Ralph Lauren. It is comprised of 50% acrylic, 25% wool, 25% polyester and comes to a cost of about



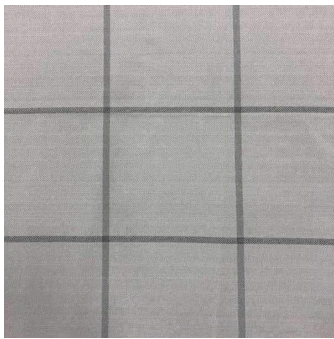
- **Corduroy-** the quintessential cool-weather fabric and comes in a variety of weights and colors. The width of the cord is commonly referred to as the size of the “wale,” or number of cords per inch. It is a perfect winter fabric because it's thick and soft and sure to keep you warm in freezing temps. It's super versatile, so you can find a variety of different pieces made in the fabric. The lower the wale number, the thicker the width of the wale. Our Corduroy fabric is sourced from vendors in Mexico. It is comprised of 100% cotton, and comes to a cost of about \$73 per yard.



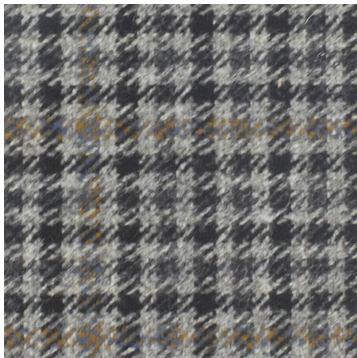
- **Wool-** is a great insulator. It is warm in winter and cool in summer. It is the most resilient fiber because it has a natural

crimp that helps it keep its shape. Wrinkles disappear when the garment or fabric is steamed.

Our wool is also sourced from Ralph Lauren. It mixed wool however, comprising of 50% wool, 30% polyester and 20% viscose. It comes to a cost of about \$75 per yard.



- **Worsted Wool-** are smooth and soft. This is because the individual fibers are roughly the same (long) length and run parallel to each other. Little to no space is left between the fibers and you get a soft, lustrous feel. This is the finished product after the process of combing a fleece and separating out the short fibers. The remaining long fibers are lustrous and have a soft feel to them. lightweight but durable characteristics make it an ideal fabric for tailored clothing. Worsted yarns are spun and twisted more tightly than other woolens, the resulting fabric firmer and stronger.



- **Tweed-** a rough, woolen fabric, of a soft, open, flexible texture, resembling cheviot or homespun, but more closely woven. It is usually woven with a plain weave, twill or herringbone structure. Our tweed is sourced from Kravet Chenille, an industry leader of furnishings that specialized in fabrics and furniture. The tweed fabric is comprised of 47% polyester, 35% acrylic, 12% cotton, 6% nylon, and comes to a cost of about \$7 per yard.

GARMENT ADDITIONS

Since our Target Market Consumer is the ultimate Feminist Millennial Voter and our line is launched in 2020, we decided to create a unique garment that will not only encourage other women to vote but at the same time pay homage to the passage of the 19th Amendment.

The year 2020 marks the 100th anniversary of the passage of the 19th Amendment, guaranteeing and protecting women's constitutional right to vote. This historic centennial offers an unparalleled opportunity to commemorate a milestone of democracy and to explore its relevance to the issues of equal rights today ("Women's Vote Centennial," 2019).

Influenced by the fashion of the 1920's we decided to recreate the two-piece suit with dress and coat and revamp it with notions such as the custom made patch we created to celebrate 100 years of female empowerment. This limited edition suit will be offered in both Blue and Red and will have the custom made patch on the upper right side of the collar jacket. We at LUXE Suits find it imperative to continue bringing awareness to the importance of women's rights and to encourage all female voices to be heard and take a stand in voting in the 2020 presidential election. For this reason, we believe that this limited edition two-piece suit will be a total success.



QUALITY CONTROL

At LUXE Suits we take our quality control fairly serious due to the fact the quality of our product is our main concern when it comes to the satisfaction of our customers. Our approach to quality control is set up diversely thanks to our IT department creating a unique software for our company that helps us manage our quality control as well as easily share it with different parts of our branch for better execution. Our software “Mass Quality” is built simply by laying out our lines product testing and examination on five different charts. After our quality inspector analyzes the product, the data is sent through our IT department where it is set onto our charts for a different outlook each time when analyzed.

Starting with a scatter diagram, using this chart helps our company plot information on two different sides of a graph that can help compare and contrast either side's relationship. Moving onto a histogram is one of the most important, this diagram uses bars to identify how often defects occur in our product. Following along is the Pareto chart that helps our line identify problems and causes, so our company can focus on the most underlying issues in a certain product. With a control chart being next, this data allows us to see and process the correct problems as they are happening as well as predicting a product's outcome. Concluding our data set by “Mass Quality” is a simple checklist that is updated frequently for the lines' comfort on what is happening internally.

We take our External quality control as serious as we take it internally. With that being said we concluded having two different countries being in charge of the garment production of our line. With Bangladesh being our lead country with 161 billion dollars in exports to Turkey

being our second country with 15 billion dollars in export but exceptionally relied on for fabrics. Both countries have been chosen since the start of our company and continue to amaze us with their craftsmanship and production speed.

MERCHANDISING

Our merchandising approach towards our line is simple, but effective as well as it is to every other retail company. We follow our merchandising guidelines through a simple company developed acronym. C.O.A.C.S. (Color, Organization, Accessibility, Customer Knowledge and Story). These topics are well focused and intended to keep our current customers satisfied as well as bringing in more potential customers.

Starting with Color being our first merchandising strategy. Color and choice of color affects a customer's emotions and moods (different colors have different personal meanings). Utilizing the customers attention, we decided to focus on standard colors such as formal colors of light grey, light blue, pink and white to use as displays for our line. Our company chose these colors because it catches the eye as well as it compliments a woman's color spectrum.

Our second strategy is Organization and placement of products in our retail store. This strategy is important when it comes to the in-store experience for our consumers. We will effectively utilize space and storage while keeping our brand image. Spacing out our pieces as well as having one of each size of the garment for customer preference. This keeps our store looking spacious and sleek while having an easy access for customers.

Our third strategy is Accessibility and the way a customer's experience is handled while browsing our products. Having an attractive entrance is a plus, due to the comfort effect it

provides to everyday customers along with attracting new customers. The key of our accessibility strategy is using the placement of garments with lighting techniques for a better atmosphere.

Our fourth strategy will be Customer Knowledge and the way LUXE Suits view our customers. Our brand do not just sell clothes, we also observe and adapt to our customers preferences to provide a more efficient customer experience. Determining our demographics of a specific store is crucial especially when it comes to the location. Emailing a survey that provides a discount upon completion of the survey how we obtain customer feedback. Monitoring the trends our customers are following is another method we use for Customer Knowledge. The customers we aim for are women that are looking for business casual clothing with a touch of style, our brand needs to stay updated on what the fresh trends are to appeal to our evolving customers.

Lastly our final strategy is Story and what we stand for. Our brand image is not just about quality and style, but also the reason why we started this private label. Our customers inspire us as much as we inspire them with our products. Providing quotes and short stories of our consumers success in our garments is the way we express our story and what we stand for. Women empowerment and the way women thrive in the garments that we offer shows how strong and capable our customers are in our clothing.

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