

Conscious Costume

Business Plan

Kristen P Ahern, Founder
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Executive Summary

Product

We Can Do It Consulting provides consultation services to small- and medium-sized companies. Our services include office management and business process reengineering to improve efficiency and reduce administrative costs.

Conscious Costume provides solutions to costume artists who are looking to be more sustainable!

facing limited resources, stagnant budgets, and accelerating timelines.

We provide hub to connect the community in a way that accelerates our industry

Customers

The target audience for Conscious Costume is Costume Artists with an emphasis on emerging talent working in mid-tier professional theatre or on indie films. Specifically, we specialize in connecting costume artists with resources to supplement the limited resources of the production they are working on.

Not only will this improve production values, decrease the self-exploitation of costume artists, and (something) but it will also improve the environmental sustainability of the project. Issues of accessibility, affordability, and sustainability are inexorably intertwined and we are the community hub to alleviate all of these issues.

Future of the Company

Costume artists are already engaged in community action within existing social media channels. By creating a hub by and for costume artists focused on material exchange, space use, and other resources, Conscious Costume will be a backbone for the costume arts industry.

Company Description

Mission Statement

Conscious Costume educates and empowers costume professionals by providing resources and community to galvanize a more ethical, inclusive, and circular world.

Conscious Costume is an exchange network of costume artists and the community that surrounds them...

Conscious Costume hosts an exchange network for costume artists to...

Principal Members

Kristen P Ahern -- Founder

Emma Sutter -- Rentals manager

Legal Structure

Must figure this out now, mustn't we?

Market Research

Industry

The costume arts industry is at a turning point. With the decline of costume rental houses, stagnant budgets, continued lack of labor equity with our peers, shuttering of local fabric stores (including JoAnne), lack of on-shore shoe manufacturing, etc... We lack the local/domestic clothing infrastructure necessary to support our industry.

Conscious Costume provides resources to fix these interconnected problems, where one person's trash is another one's treasure. No costume materials are wasted, no guilt of storing materials because you feel bad throwing them out, everyone can have a costume arts career, and we can support our local communities.

Detailed Description of Customers

While eventually we would love to cover costume artists of all kinds, our immediate focus is on emerging and mid-career designers who are still developing their networks and resources. We hope to connect everyone to affordable, accessible costumes in their area.

At our Costume Rescue facility in Chicago, we can recycle unwanted costumes and costume related materials and ensure that every piece takes its last bow. Keep your storage from overflowing without guilt with Conscious Costume. We resell, repair, rent, redistribute, and rescue all costume materials to the relief of both those with abundance, and those with scarcity.

Most of our customers are women costume artists ages 25-45 with a bachelor's or master's degree.

Company Advantages

Conscious Costume is entering the scene at a pivotal moment in costume arts to show the potential we have if we work together. Currently, there is no easy way for costume artists to share materials and new technology plus increasing costs mean it's the perfect time to join together with a solution like the Conscious Costume Exchange.

Our rentals facility in Chicago will serve as the incubator for the virtual exchange, allowing us to be a user as well as the developer so we understand all sides of the marketplace.

We are a women, queer, and neurodivergent run organization with a passion for empowering costume artists everywhere.

Regulations

I guess we should look into this too

Service Line

Product/Service

Services Include:

- Costume rentals
- Costume sales
- Costume recycling
- Costume or clothing swap events

Services shortly will include:

- Online peer-to-peer marketplace for costume and material exchange (either purchase or rental)
- Map of rental resources

Long Term services could include:

- Jobs board, find a maker
- Rent or find space, studios, offices, fittings, sewing, etc...
- Event promo for sales, swaps, or community events
- Calculate carbon/water savings for exchanges on the platform

Pricing Structure

Conscious Costume has a variety of income streams

- Costume rentals are priced a la carte
- Costume sales are priced a la carte
- Costume recycling services are priced hourly plus expenses
- Costume/clothing swap events are PWYW or free, these events are a marketing and community building initiative
- Peer-to-peer marketplace
 - Free - 10 listings, 100 viewings/month
 - \$5/month Standard Designer - 200 listings, view unlimited
 - \$15/month Premium Designer - 2,000 listings, view unlimited
 - \$50/month Enterprise - unlimited listings
 - \$1,000 Lifetime Premium Membership and your name listed on our gratitude page (equivalent to 5.5 years of membership at current pricing model). Limited to first # of people who sign up.
- Members Circle
 - Reading circle: \$10/month and below, access to exclusive blog posts and resources, 10% rentals discount (must be a member for the duration of your rental period)
 - Sewing circle \$150/year or labor exchange: (current membership), everything in the Reading Circle plus 25% rentals discount, can rent dedicated storage space at cost of \$35/month, racks may or may not be available
 - Resident circle \$400/year: Everything in the Sewing Circle level plus dedicated year round storage space 4'x8' (you supply your own shelf/rack), 50% off rentals

- Sponsor circle \$1000/year: logo on website, 8x8

Product Lifecycle

Rentals, Sales, and Swaps are currently in the Growth stage while Recycling and the Marketplace are Pre-Introduction.

Intellectual Property Rights

Gotta do this too

Research and Development

Conscious Costume has conducted the following research and development:

- Created and grew a fully second-hand costume rentals and resales business including surveying local and global costume artists.
- Hosted poster sessions at USITT to discuss concepts of a shared costume stock resource.
- Our collection was an attempt at a shared stock of costumes but the membership model has had minimal take up and not enough to sustain Conscious Costume long term. By adding a peer-to-peer marketplace, we can reimagine as a distributed stock with broader access.

In order to grow and add the marketplace, Conscious Costume is planning to conduct the following research and development:

- Develop an MVP marketplace using Sharetribe and share it with reviewers and alpha testers.
- Work with like-minded rental shops on what would work best for them to preserve and distribute their collections.
- Determine the best business structure for our growing organization now that we are leaving our 501(c)3 parent org: AIBI.
- Prospect potential funding sources.

Marketing & Sales

Growth Strategy

To grow the company, Conscious Costume will do the following:

- Find new ways to market directly to costume artists of all levels
- Better connect with other local community organizations that accept clothing donations to ensure that our stock is being used and cycled to maximum benefit for all
- Attend conferences like USITT and TDF to promote the platform and costume sharing more broadly as a budget and sustainability solution
- Find ways to expand more into the hobby costume world such as cosplay, reenactment, and more
- Research launching a referral program to help our community spread the word

Communicate with the Customer

Conscious Costume will communicate with its customers by:

- Using social media profiles such as Instagram, Facebook, and LinkedIn
- Send monthly newsletters to subscribers highlighting updates, opportunities, resources, and more
- Hosting idea exchange groups on Facebook and Discord
- Meeting with designers and shop managers within targeted communities and companies

How to Sell

Currently, the only person in charge of marketing and sales at Conscious Costume is the founder, Kristen P Ahern. As profits increase, Conscious Costume will look to add an employee to assist with sales, outreach, and marketing. This person will increase awareness to enterprise level customers through proactive public relations campaigns and direct sales.