

# BUTTON UP

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# Concept



Our company's concept is based on the idea of providing high quality suits, dress shirts, polo shirt, dress pants, ties and belts for successful men while taking care of the planet at the same time.

Each of our dress shirts and polos that have buttons along the front will contain seeds in one of the buttons, preferably being placed in the third button; since it is the one closest to the heart.

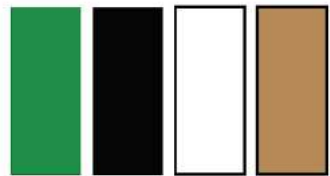
Our customers can tear the third button of their garment to plant it and eventually get a plant out of it, that is our way of giving back to our customers and it's something that can get them more involved with taking care of the environment and is also a way for us to say thank you.



# Target Market



- **Age:** 38 year old male.
- **Civil Status:** Single.
- **Occupation:** Director in the pharmaceutical industry.
- Can afford a comfortable life.
- **Interests:** technological tools and staying connected with the latest news and trends.
- He likes to go to the bar after work with his coworkers to relax and have a good time.
- He wants to look professional, fashionable and approachable.
- He looks to be in the latest trends while caring for the environment and brand prestige at the same time.



# BUTTON UP

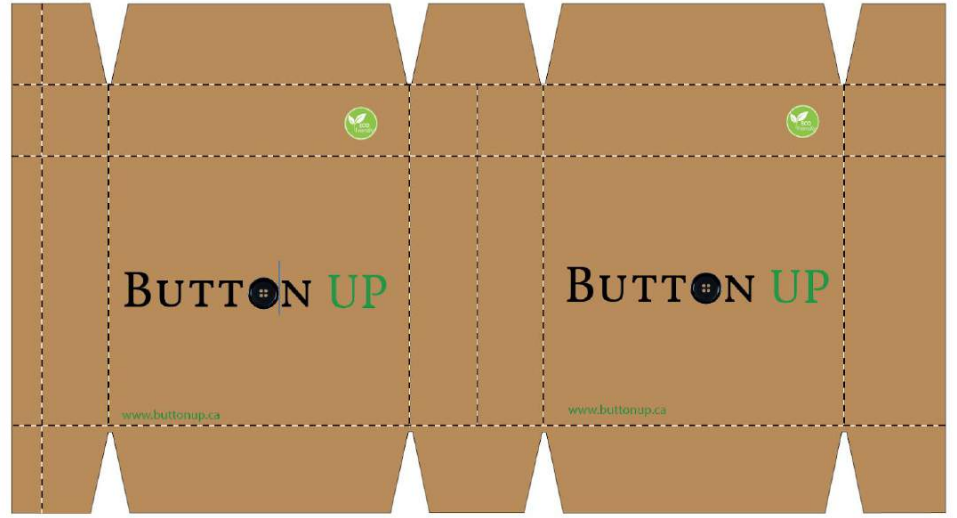
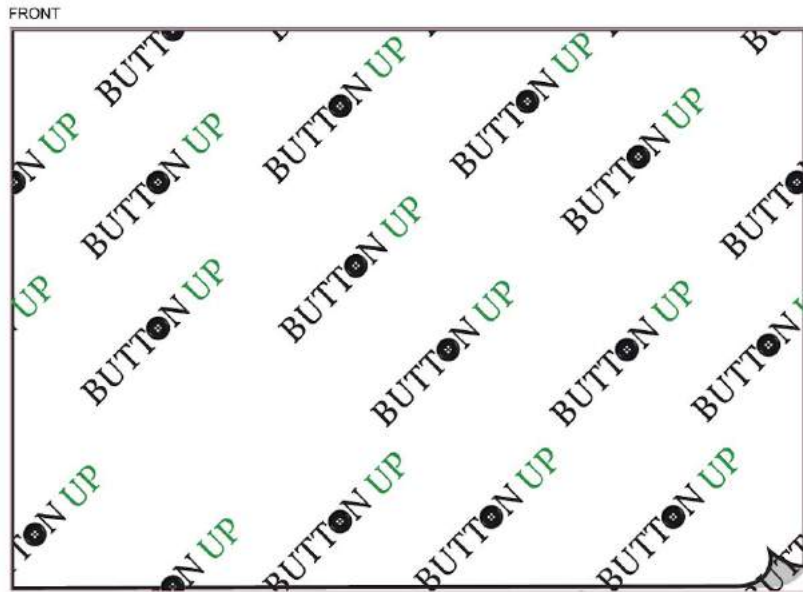


FONT: VOLKORN





Tissue Paper



Packaging / Box



2035 Wellington Street,  
Southwest Mtl  
Pointe-Saint-Charles,  
(Montréal)

# Location

- Allow us to maximize the attention to our customers because the flow of people in that area is significantly lower than other of the options.
- Small collection, smaller shop. We only have 4 collections a year, and we do not offer a large amount of choices.
- Added to this by our side we have a barber shop which can increase the flow of people in our store.



# Façade Proposal



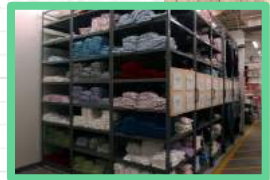
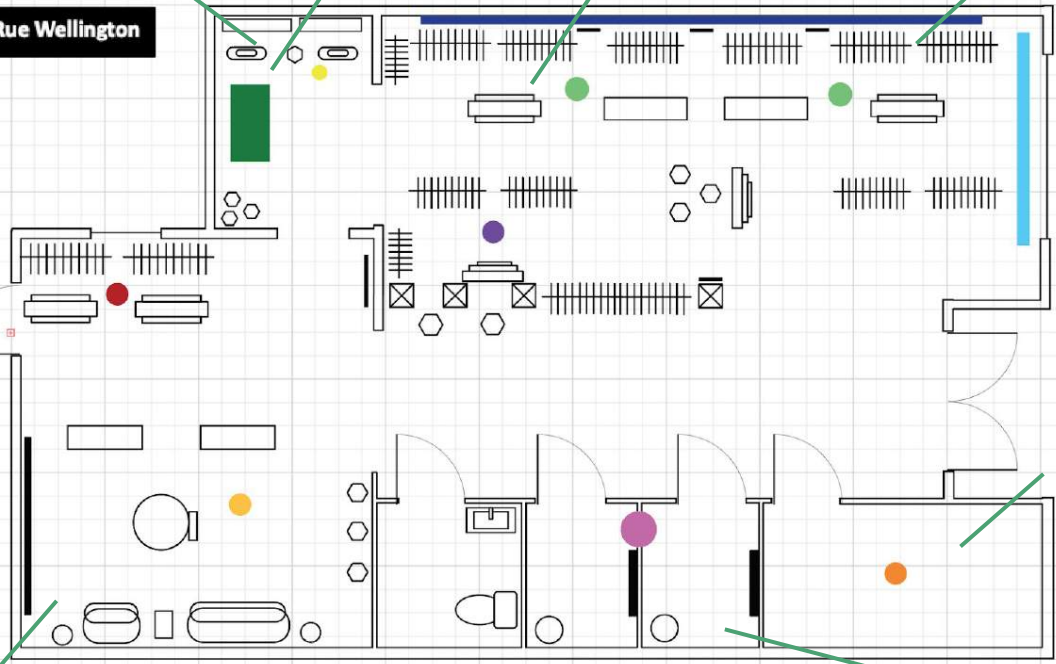
- We choose to add two signs in order to be visible from the three directions customers might come.
- Paint in a diagonal way from left to right going up.
- To direct the attention to our signage and vitrine.
- It creates a feeling of going up, as in the name.

# Store Layout

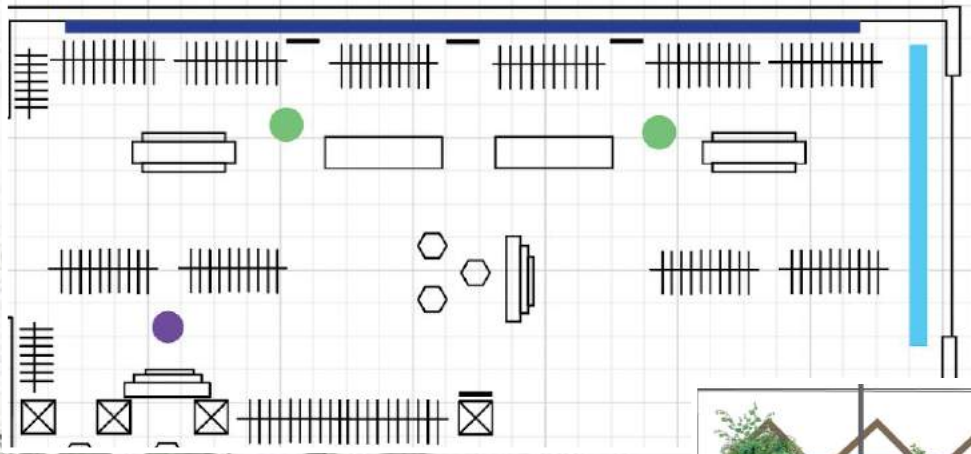


2035, Rue Wellington

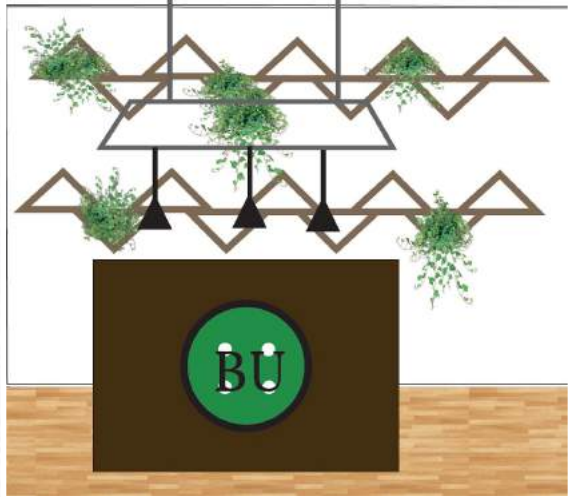
- Focal wall
- Storage
- Cash counter
- Fitting rooms
- Sale
- Accessories
- Seasonal stock
- New merchandise
- Tailor/Lounge



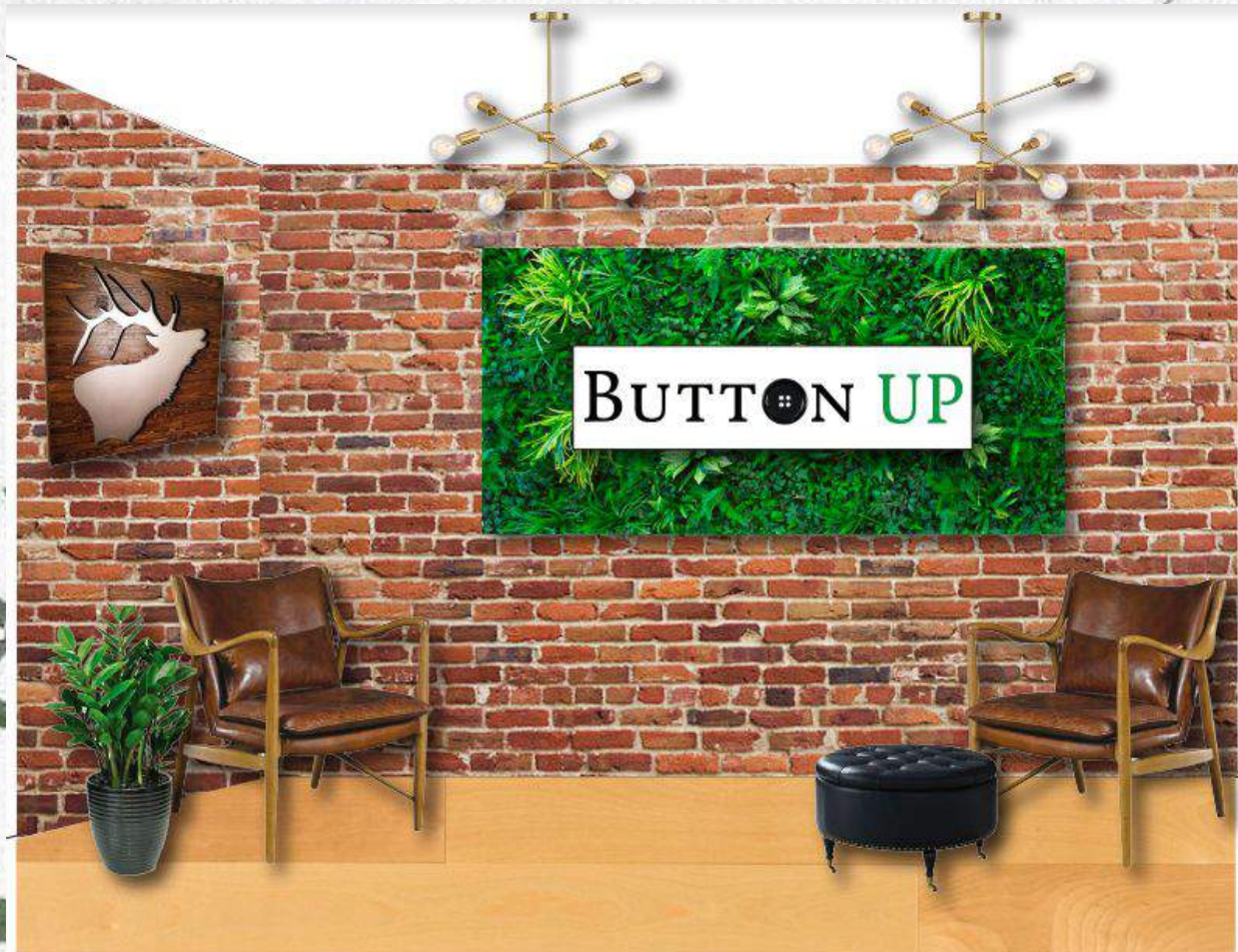




- Grid circuit.
- Symmetrical structure.
- More pleasant to the eye.
- Easier to go through



# Focal Wall



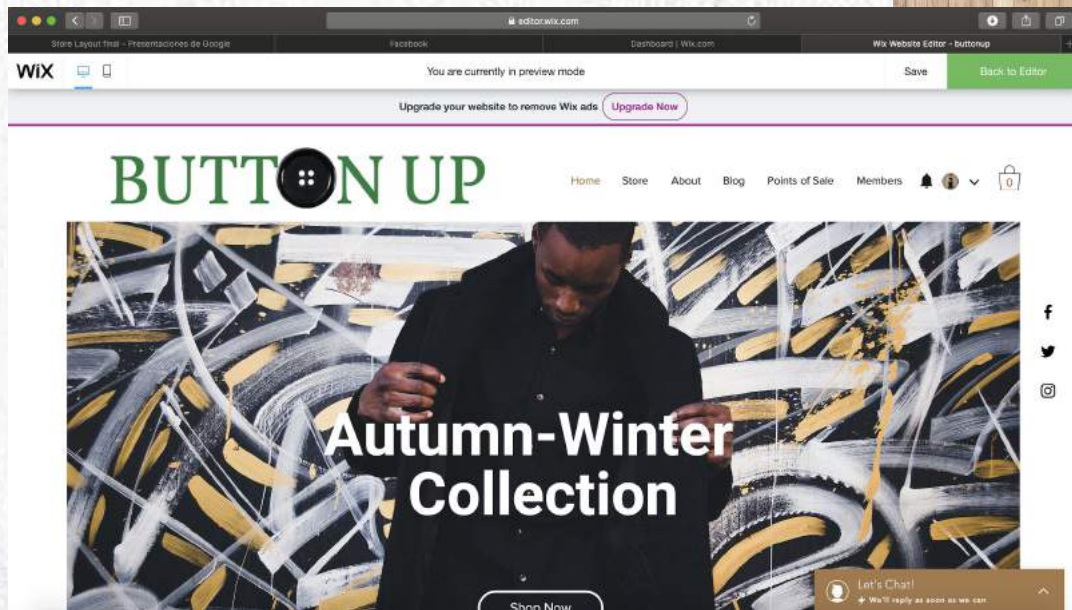


# Sample Boards



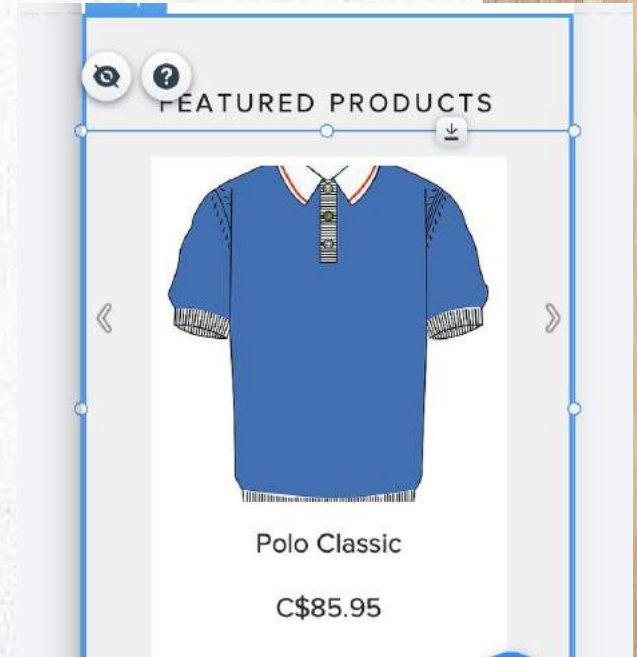
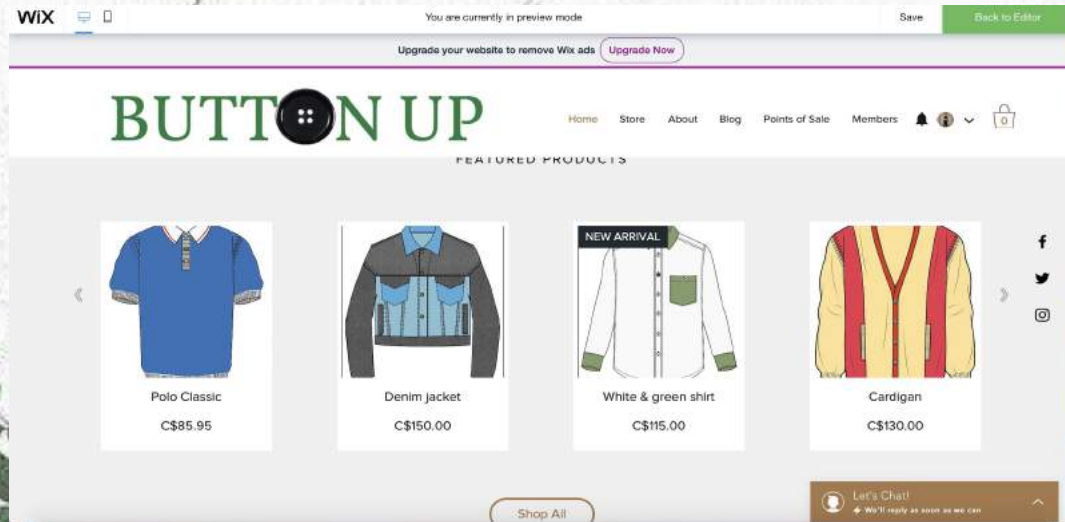
# Website

<https://freezcandiani.wixsite.com/buttonup>





# Product.



# About us.

# BUTTON UP

[Home](#)[Store](#)[About](#)[Blog](#)[Points of Sale](#)[Members](#)[Log In](#)

## Button Up

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Each of our dress shirts and polos that have buttons along the front will contain seeds in one of the buttons, preferably being placed in the third button; since it is the one closest to the heart.

We also aim to get customers involved in the process by encouraging them with a 15% off discount for their next purchase if they return their clothes up to one year after their purchase.

Our customers can tear the third button of their garment to plant it and eventually get a plant out of it, that is our way of giving back to our customers and it's something that can get them more involved with taking care of the environment and is also a way for us to say thank you.



Let's Chat!

⚡ We'll reply as soon as we can





# Trend Analysis



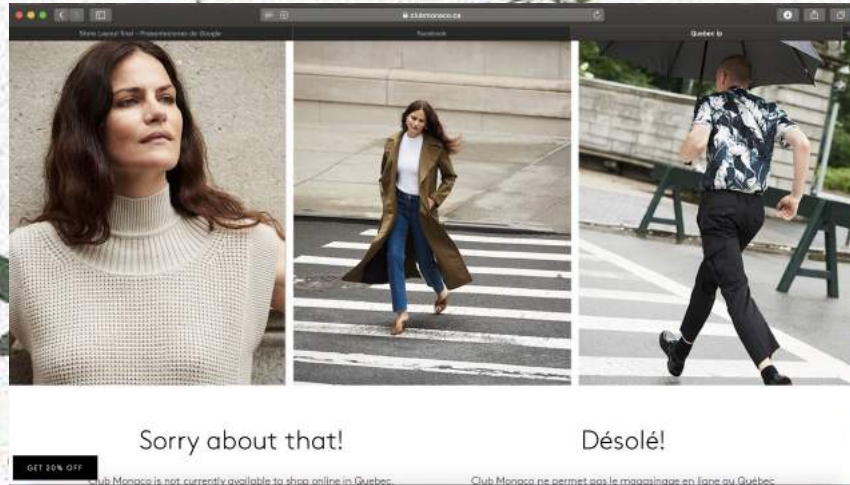
- Customers market for us.
- Paid advertisement on social media.
- Local influencers.
- Shop link on instagram and other social media platforms

- Eco-friendly:
- Pantone Autumn/ Winter 2019/20.
- New tailoring. ( wear suits because you want to, not you have to).



# Competitors website

Club Monaco.



- This Toronto based brand is well established in Canada and even in the U.S. They have a wider target market, since they sell womens and menswear.
- Their weaknesses would be the fact that they have 12 collections in a year, which by consequence creates a lot of pollution.
- The last one would be the fact that they only ship to United States and Canada. This restricts the possibility of a wider clientele.
- Very minimalistic website



# Competitors website



- This company is a sustainable menswear brand.
- Some of them are the fact that they ship worldwide, so any customer can buy their products.
- On their website, each item has the option to check a footprint tab. This tab describe where and how was made, so people know the process that each item has been through.
- Some of their weaknesses are that there is no physical store. This limits their sales.
- Another one is their price. Since their garments are made of organic fabrics, the prices are much higher, making it harder for people to actually afford it.
- They also don't have an online chat option

# Analysis



## Strengths:

- Links from social media accounts to the website.
- Blog
- Worldwide shipping.
- Easy to use.

## Weaknesses:

- Small inventory.
- Local company.
- Not known outside Canada.
- Difficult to become known online



# Conclusion



- We don't just want to be another clothing company, we want to make a difference, by helping the world in any little way we can.
- We care about our customers and constantly want to show them appreciation for their loyalty, gifting them a plant with purchase just goes to show how much we care for our customers.
- Our website will allow us to reach people from all around the world, and hopefully one day we can expand out of montreal and become a well known national brand.
- We hope that we inspire every man to button up with us, and make a small change to help the planet one small step at a time.