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Retailing Business Study
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WILLOWY PHYSIQUE: CLOTHING LINE

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The product I'm bringing into the market is a clothing line called Willowy Physique, which is a sustainable and body shaping fabric. The purpose of this garment is to make women feel confident and empowered in their style. This product is aimed at women ages 25-54. Whether they are trendy, professional or a socialite, this outfit is suitable for multiple occasions. This product will flatter their curves while also preserving eco-friendly practices.

The clothing line Willowy Physique is shapewear you can wear as trendy outfits. The styles will come in bodysuits, dresses, skirts, pants and shorts. The material is made from Tencel which is a natural fibre obtained from wood that has soft and wrinkle resistant properties as well as moisture absorption. It holds great colour retention, is flexible, breathable, has long lasting durability and is biodegradable. The second material it contains is creora which is recycled polyester fibres with the same compression and flexibility as shapewear. The material is soft and lightweight. The garments will come in a variety of colours and cuts such as strapless, off the shoulder, spaghetti straps, thick straps, long sleeves and short sleeves. Some of the necklines will be plunging, deep V, U neck and a square neckline. The pants, skirts and shorts will all be high waisted. The bodysuits will come in the option of thongs or brazilin for those who want full coverage. Both of the bottom portions will be seamless, so no lines show through and will have snap clips at the bottom. Some of the styles will come in lace and some will be bondage similar to bodycon dresses. There will be structured cups into the outfits giving a natural push up in every look. There will be styles for everyone as some will be fun and trendy for your everyday look, professional cuts that are sophisticated and welcomed in the office, and more revealing cuts for your night look whether its out with the girls, date night, office party or another big event.

The reason women will love this product is the fact it will hold their curves in all the right places making them feel confident and beautiful in their own skin! It also creates a smoothing effect throughout the entire outfit to keep it from ever looking sloppy, as well as taking away all the extra layers under the clothes and making under garments optional. The snaps in the bodysuits will also make it easier when going to the restroom. It provides you comfort and style, whatever your style may be. There will be plenty of size range for inclusivity. It will also ease your conscience knowing our products don't provide a harmful impact to the environment.

The launch will take place in Winnipeg, MB, as the Geographic’s for Winnipeg show a population of 808,419. Winnipeg is the 7th largest city in Canada and the largest city in Manitoba. Winnipeg is a great start up for the product to test how the audience will respond before expanding the product to other provinces. A lot of small towns in Manitoba take trips to Winnipeg for shopping, which will help add to our clientele. 40% of women who own shapewear are 35 and up, 88% value the smoothing out effect and 67% like how it makes them look slimmer. We want to target the women who already see and love the value of shapewear by giving them a better a better option with Willowy Physique that gives them an outfit and less layers. We also want to target the demographics of the 25-30 ages with beautiful styles and focusing more on the smoothing aspect of our clothing line.

Table 1. Ethnicities and languages spoken demographics and income.

21.1% English	72% Speak English
16.6% Scottish	
16.8% Canadian	
13.2% Irish	
7.8% Polish	
11.7% Aboriginal	
6.3% Metis	
16.2% German	3.0% Speak German
15.2% Ukrainian	1.6% Speak Ukrainian
13.1% French	3.8% Speak in French (10.3% bilingual)
9.0% Filipino	5.3% Speak Tagalog (Filipino)
Average Income	\$46,732

Source: City of Winnipeg Government, / Satsitistics Canada. 2016.

<https://canadapopulation.org/winnipeg-population/>

Table 2. Female age populations.

25-29 years of age	26,065
30-34 years of age	25,845
35-39 years of age	24,485
40-44 years of age	23,165
45-49 years of age	23,020
50-54 years of age	25,410
Female population	51.7%

Source: Statistics Canada, 2019. <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CSD&Geo2=PR&Code2=01&Data=Count&SearchType=Begins&SearchPR=01&TABID=1&B1=All&Code1=4611040&SearchText=winnipeg>

To reach out to potential customers we will advertise our products on models to social media accounts to capture the attention of our younger audience and traditional commercials to capture the attention of the older audience. The advertising will sample the different styles talking about comfort, how it is structured and the smoothing aspects as well the eco-friendly practices. Prices will be highest for bodysuits and dresses ranging anywhere from \$30-\$100. The lowest prices are for the more casual and highest for the more in-depth designs and cuts. Bottoms will range from \$20-50. Promotions will have deals such as 30% off, buy 1 get 1 free of mix and match styles. 20% off coupons will be received when you first sign up through emails and a \$15 off coupon for your birthday which will be received through email. That coupon will only be valid during the month of the birthday. They can exchange or return within 30 days with receipt and anything past gets store credit.

The appeal of Willowy Physique is its suited for every women's need whether your looking for glamour, sophistication or casual, its practical in every way for the smoothing aspect and the fact it will hold you together in the most comfortable and flattering way, while making you feel fabulous. You don't

have to worry about it bunching up while you walk or sit down, and it will remain seamless through your pants, skirts and shorts. Its comfort, fashion and practicality all in one outfit, while making eco-conscious decisions in your fashion wardrobe.

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