

*How fashion needs to be more disabled-friendly*

# **FASHIONABILITY**

Semester Project

Part 1- Sales Management – 571-KRV-AS

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Project Submission & Presentations

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# FASHIONABILITY



FOR  
S/S 2024

*How fashion needs to be more disabled-friendly*

# FASHIONABILITY



The brand that we have come up with is called FASHIONABILITY. As the name suggests, we cater to people with disabilities. We chose this issue to work on because we realised that usually, brands do not make products, keeping in mind, the problems that our market go through to find clothes that are easily wearable or removable.

After a little research, we found out that there are certain brands that do manufacture clothes for people with disabilities but mostly for old people. No one thinks about the younger generation with similar issues.

We have decided to do B2B, couture wear, where our customers can find an extensive collection for events like marriages, prom, dances, social events, and more. And we offer customisations!

# CONSUMER PERSONA:

## Tamara

### Environmental Lawyer

#### Demographics:

- Age: 28
- Differently abled- weak joints
- Location: Urban City
- Minimum Education: University
- Annual Income: CA\$ 68,000
- Family Status: Single

#### Interests:

- Favourite Social media: Instagram/Tik tok
- Favourite Brand: Forever Unique
- Favourite Pastime: Binging on Netflix, Read fashion blogs and magazines

#### Goals:

- To raise awareness about disabilities and the environment
- To find a brand that is disability friendly and fashionable
- To promote green practices for firms



# COMPETITION:

Although, as researched by us, there are no brands that make couture apparels for differently abled people, there are some other brands that are working towards the idea of adaptive clothing.





**TOMMY ADAPTIVE**  
SOLID SWEATPANT  
\$79.50



**TOMMY ADAPTIVE**  
STRIPE T-SHIRT  
\$39.50



**TOMMY ADAPTIVE**  
SEATED FIT STRIPE T-SHIRT  
\$39.50



**TOMMY ADAPTIVE**  
STRIPE BELTED DRESS  
\$69.50



**NEW**  
**TOMMY ADAPTIVE**  
CROPPED SLIM FIT JEAN  
\$79.50



**NEW**  
**TOMMY ADAPTIVE**  
FLORAL BLOUSE  
\$89.50

ADAPTIVE

22 items



ADAPTIVE TUMMYLESS BOOT CUT SEATED JEAN  
Rune Wash  
~~\$74~~ \$51.80  
Only 2 left in stock



ADAPTIVE SLIM STRAIGHT FIT  
Belmore Wash  
~~\$74~~ \$51.80



ADAPTIVE STRAIGHT FIT JEAN  
Belmore Wash  
\$74



ADAPTIVE CLASSIC STRAIGHT JEAN  
Sarrant Wash  
\$74



ADAPTIVE TUMMYLESS SKINNY SEATED JEAN  
Smoke  
~~\$69~~ \$34.50



ADAPTIVE TUMMYLESS SKINNY JEAN  
Deelite  
\$69



ADAPTIVE TUMMYLESS SKINNY SEATED JEAN  
Rune Wash  
~~\$69~~ \$48.30



ADAPTIVE STRAIGHT SEATED JEAN WITH CARGO POCKETS  
Peyre Medium Wash  
\$74

# COMPETITIVE ANALYSIS:

Seven 7 and Tommy Hilfiger are the two most reliable

# INFLUENCERS WE WOULD LIKE TO WORK WITH:

rollinfunky

1,549 Posts   34.8K Followers   719 Following

Clara Holmes | Rollin Funky she/her  
MODEL @vogueportugal @vogue magazine  
LIFESTYLE CREATOR fashion, fitness, travel, vegan, 🌱  
@itslittleonyx  
#rollinfunky more  
www.vogue.pt/fashion-film-zuzu-valla-lifestyle-new-beginn...

Followed by tessholliday

Follow   Message   Email   +

Tenerife   Virgin Voyages Mediterranean Cruise   Fitness   My F&F Edit   Andalusia

rollinfunky

Knitwear, but make it colourful 🌈 ...

The Assignment Ta 6 people

1,046   108

Use template


rollinfunky Follow

rollinfunky   Follow

<https://www.instagram.com/rollinfunky/>



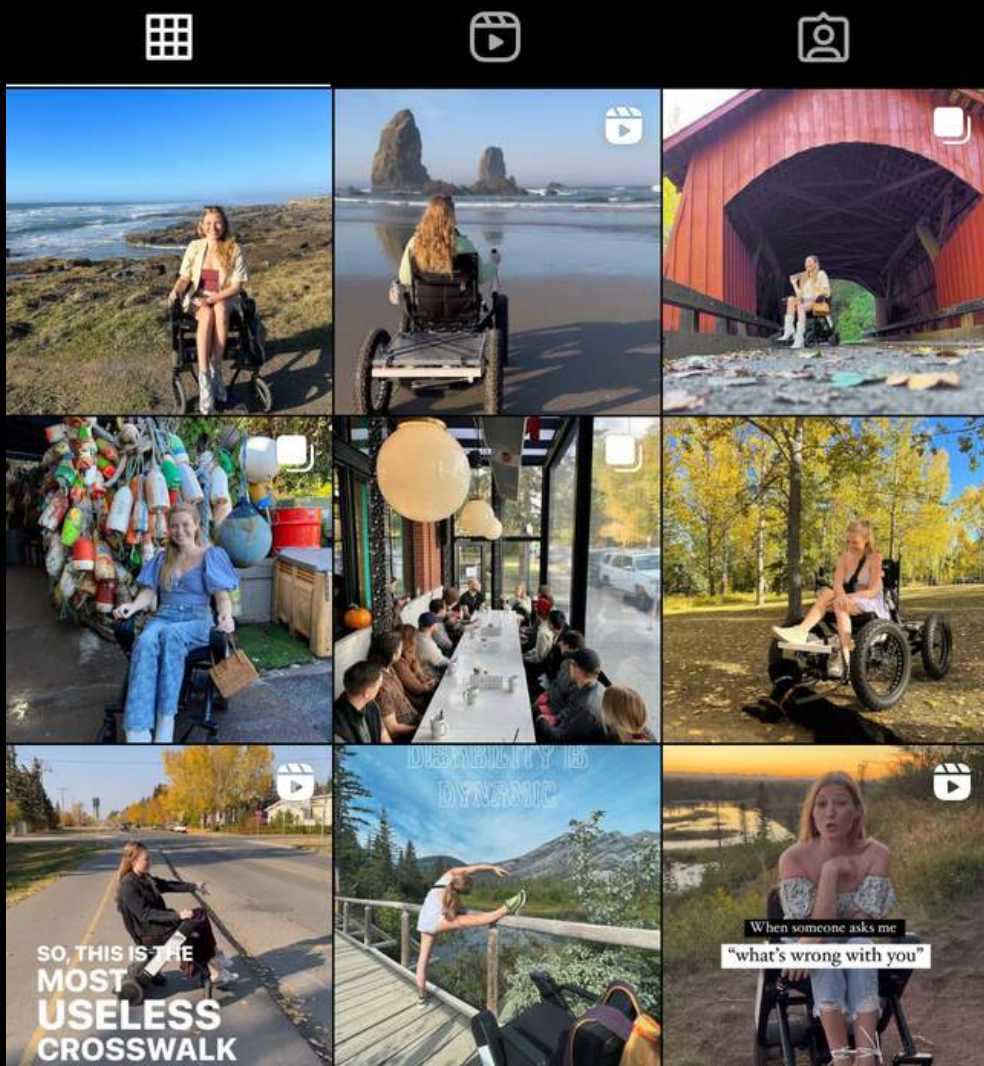
thechronic\_explorer



425 Posts   83.3K Followers   1,865 Following

**Kelcie Miller-Anderson** she/her  
Disabled environmental scientist & social entrepreneur exploring the world with a new set of wheels.  
🌱🌍🏠🔗  
Currently working on @wildability\_  
[bio.link/thechronicexplorer](https://bio.link/thechronicexplorer)

Follow   Message   Email   +



Reels



thechronic\_explorer Follow

At first I felt a bit self-conscious out in my chair ...

🎵 een Herby queenher freepeople

3,603 likes, 119 comments

thechronic\_explorer Follow

A grid of 12 Instagram posts from thechronic\_explorer. The posts show Kelcie Miller-Anderson in her wheelchair in various settings: on a beach, in a red barn, at a market, in a restaurant, in a park, on a road, on a wooden deck, and in a field. One post has the text "SO, THIS IS THE MOST USELESS CROSSWALK" and another has "When someone asks me 'what's wrong with you'".

## KEY PARTNERS:

### CHOSEN PARTNERS:

La Baie

Macy's

### KEY RESOURCES:

Sales

Exposure

Advertising

Brand Image

Communication

Loyal Customers

We chose these retailers as our partners because they are affordable luxury stores that are always updated about trends. Our collection is mostly couture and we need well-reputed spaces and brands to retail the garments.

### SUPPLIER:



## KEY ACTIVITIES:

Our main business objective is to solve a problem that we noticed, i.e., no couture or event clothing for specially abled people across Canada. We will start small for now, only in Montreal and will slowly capture the entire Canadian market. Good quality with beautiful design are all people look for in their product. Our brand, along with our sales team work towards this cause and empathise with the customers and promise to provide with exactly what is needed.



# REVENUE STREAMS AND CHANNEL STRATEGIES

**Retail store**- Focus on highly personalized service and leverage data to anticipate buyers' needs. You can help buyers improve their forecasts, increase sell-through, and save time - all while developing meaningful partnerships.

Training sales associates

Consumers purchases are made online

Retaining employees

**Brand collaborations**- Brand collaborations are popular in a variety of industries, including fashion and cosmetics, travel, hospitality, and technology. This is not temporary trend, and the linkages go much beyond two logos.

Negative publicity in association with the collaborator

Risk of breaching contractual commitments to collaborators as well as manufactures

# REVENUE STREAMS AND CHANNEL STRATEGIES

**Online storefront** - since retailers have been struggling with the pandemic for the past couple of years as consumers shifted from in-store shopping to online, stores were shut down, labour was drastically reduced, and supply chain issues emerged from factory shutdowns and shipping bottlenecks.

Low SEO ranking

Identity theft

Online fraud risks

High volume transactions

**Styling services**- Determine the budget, style, and size, and our brand will curate ensembles for the clients to try on at home. They purchase what they want and return the rest.

Competitive prices (lower prices by competitors)

Retaining customers

Stores like Macy's are trying to position itself as a bigger rival to a company like StitchFix which curates boxes based on a customer's taste and brand preferences.

# OPERATING EXPENSES AND BREAK-EVEN POINT

## Selling expenses

Logistics - 1500\$

Shipping- 500\$

Insurance- 200\$

Advertising- 120\$

Website hosting, design, and development - 1500\$

## General expenses

Rent - 2500\$ monthly

Liability Insurance- 185\$

Utilities- 300\$

Office supplies- 1000\$

Computer equipment - 800\$

## Administrative expenses

Salaries - 5,000\$

Management salaries- 2000\$

Fee paid to lawyers, accountant and other professionals - 2000\$

Total operating expenses = 17,605\$

Break even = 139 units

Break even in dollars= 23,640\$

# COST PER UNIT

## Dresses

Description	Supplier name	cost per unit
Main fabric	Mrgreentextile	30
Labour	canadian manufactures	5
Fabric fusing	mood fabrics	0.1
Sewing thread	mood fabrics	10
Hand tag	label partners	0.19
Poly bag	label partners	0.064
Main label	label partners	0.19
Wash care tag	sinicline enterprise	0.19
Total		45.734

## Bottoms

Metal rivet	mood fabrics	0.1
Main label	labels.ca	0.19
Labour	canadian manufactures	10
Poly bag	labels.ca	0.064
Pocket bag fabric	mood fabrics	0.1
Metal buttons	mood fabrics	0.45
Thread	mood fabrics	1
Wash care tag	label.ca	0.19
Fabric	mood fabrics	20
Total		32.094

## Outerwear

Interlining fabric facing	fabric.com	1
Washcare	label.ca	0.5
Labour	canadian manufacturers	10
Secondary fabric	fabric.com	10
Poly bag	labels.ca	0.1
Buttons	fabrics.com	0.45
Sewing thread	mood fabrics	1
Main fabric	mood fabrics	25
Main label	labels.ca	1.45
Total		49.5

# SALES REVENUE OBJECTIVE

Estimated sales or units sold per month - 240 units per month

Cost - \$10,110

Estimated revenue based on product cost and estimated sales - \$35,389



# REVENUE GOALS FOR 2023

## WEEKLY

Per day unit sold =  
8.57

**Weekly unit sold =  
 $8.57 * 7 = 60$**

## MONTHLY

Weekly unit sold =  
60

**Monthly unit sold =  
 $60 * 4 = 240$**

## PRICE RANGE

Avg price :

1. Outerwear = \$250
2. Bottomwer = \$140
3. Dresses and Tops = \$200

Total Avg price: \$170

GOAL	TARGET	STRATEGIES	TACTICS / MESSAGES	CALENDAR	MEASUREMENT
<p>Our main goal is to be the leading adaptive clothing brand in the Canadian market</p>	<p>Our target focus will be middle-class and upper-class women, age group between 18 yrs to 45 yrs and have an interest in traveling, fashion, and socializing with an annual income of \$50,000 and above.</p>	<p>Our strategies will provide special offers like birthday discounts to our customers. We will also give our customers a warm feeling once they enter our family .</p>	<p>We will be going ahead with a retail store in Montreal. Knowing the main objective of our brand, our tactics will be that we will provide one on one service to our customers to make them feel comfortable. The message to our customers will be that no one is less.</p>	<p>We will be organizing and taking part in various fashion events, social activities and etc During special holidays we will be giving out our customers various offers. . We will also engage our customers in various activities to provide them with special giveaways like a destination holiday.</p>	<p>To track each and every activity like sales, customers and etc, we will be going ahe with advanced CRM software.</p>

# REFERENCES

- <https://dataintelo.com/report/adaptive-clothing-market/>
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- <https://www.digitaljournal.com/pr/adaptive-clothing-market-future-business-opportunities-2022-2028-silverts-adaptive-clothing-footwear-izzy-camilleri-nbz-apparel-international-able2wear-adaptions-by-adrian>