

SWOT ANALYSIS

RETRO STAGE Strengths

Offer vintage clothing from many different eras, not just 1920s.

Weaknesses

Store locations are lacking when compared to the glamor of the website. They are unappealing and unwelcoming upon first glance.

Opportunities

Ranked #1 on Google and has beautifully formatted website that could draw customers in.

Threats

Thrift stores are a much more common place to find vintage clothing, and it would be genuine as well as cheaper.

REINVENTED

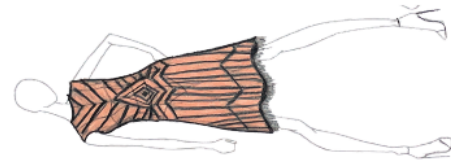
For this product line, we chose to create a 1920s inspired dress, as well as a top and skirt that are redesigned to blend with the trends of today. We chose to focus on inclusive sizing by choosing silhouettes that are flattering on everyone and have decided to use sustainable manufacturing processes and materials to make it more widely acceptable to sustainably conscious consumers.

BUDGET & TIMELINE

Our budget is \$100,000 and our timeline is 6 months. We believe 6 months is a good timeline for advertising because it gets our brand out, and once we have a more solidified brand, we can have ambassadors for The New Vintage. This would be cost-effective advertising.

RETAIL PRICES & SIZES

- \$75 for dress (Sizes XS-3XL)
- \$50 for top (Sizes XS-3XL)
- \$35 for skirt (Sizes XS-3XL with varying skirt lengths available)

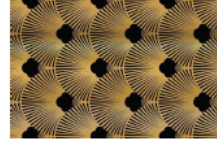


1920S

"CLOTHING THAT ROARS"

The dress has the straight silhouette the 1920s are known for that is slimming on all body types. It has a high neckline as well as a looser fit that allows for more comfort as well as more freedom of movement. It also features an Art Deco design and fringe along the bottom, which are trends the 1920s are known for. The top has a high boat-neck that is secure and comfortable as well as a cropped style that is prominent today. Like the dress, it features an Art Deco design that was popular in the '20s with black lines and a peach-colored fabric. The skirt is mini-length and will feature a flexible fabric that allows for easy movement, while the fringe allows the wearer to feel more covered and adds a very fun and stand-out element to the garment. The two-piece outfit also features black gloves to add a more sophisticated look to an outfit if the wearer wanted to add more of a '20s feel to the outfit.

MERCHANDISING



Our product line can be bought only online at our website (www.thenewvintage.com). The photos above are the inspiration for the website, with the Art Deco aesthetic inspired by the 1920s. The webpage will have the font that is similar to *The Great Gatsby* to give the webpage user a retro feel.

The color scheme of our brand is black, white, and gold. The Chrysler building is also an inspiration for our webpage since the design of the building is derived from this era. A sleek and classy look is what draws attention to the user, and the simple color scheme allows for an easily navigable website.

The title of our brand is "The New Vintage" and included in our logo (located at the top) says "Elevated Clothing." Our tagline is "Clothing that Roars" in honor of the Roaring '20s.



SWOT ANALYSIS

AMAZON Strengths

Household name that people frequently shop for clothing of all kinds. Prices are also lower because of production capability.

Weaknesses

Clothing is not seen as authentic or even sustainably made because it sells for so cheap.

Opportunities

High-traffic site could easily be utilized to advertise for a 1920s inspired clothing section by using ads on their homepage.

Threats

Competition allows clothing to be seen in person so the customer can see the sizing and the quality of the garment they are wanting to purchase, whereas Amazon does not offer anything like that.

MARKETING

Tool & Promotional Strategy: Our marketing strategy uses social media such as Instagram and Facebook. We will use social media ads as well as have social media platforms for our brand and products. The pictures will be of models wearing our clothing in exotic places and our stories will be of customers tagging us and showing how they wear and style the clothes we created. This will allow for a higher following on all social media platforms.

Competitive Advantage: This line is unique and competitive because it combines elements of the 1920s style with the trends of today. Most other brands selling items like this sell only 1920s-style clothing that is not very wearable because of its older and more formal style. Our line is more casual and allows customers to wear the garments on a day-to-day basis rather than having to wait for a special occasion.

Target Market & Persona: Our customer is Daisy, age 21, who has a full-time corporate job but wants something fun to wear on the weekends and for going out with friends. She is willing to pay a little more to have clothing that she knows is sustainable and that she knows will fit her body the way she wants it to. She has an appreciation for 1920s fashion and is a frequent buyer of historically inspired dress. She has some brands that she loves and is loyal to but is willing to branch out to try new companies who have the innovative and trendy designs she is constantly searching for so that she can fill her wardrobe with the most unique items.