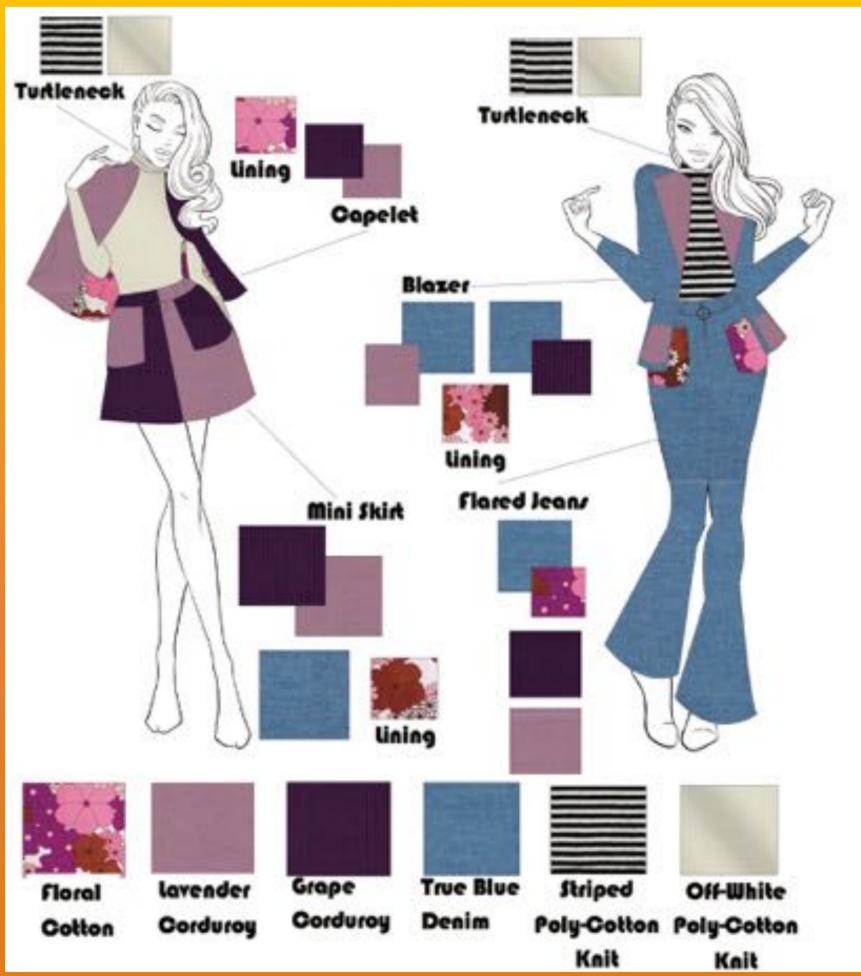


# Groovy Outfitters: Modern Clothing for Old Souls

Niamh Molumby

"Groovy Outfitters" is a brand inspired by vintage clothes from the 1960s and 1970s. I want to offer high-quality, vintage-inspired garments that are versatile and can be styled a number of ways, with large pockets to accommodate for cell phones, wallets, keys, and any other items the modern woman carries around with her. I designed styles that incorporated elements of the time period but that could also be easily worn with more contemporary items. My line includes five items of clothing, a jacket, a pair of jeans, a turtleneck shirt, a skirt and a capelet, priced between \$15 and \$150. I plan on getting my supplies myself from Berenstein Textiles, located in New York City, or online through Nick of Time Textiles. I plan on manufacturing the clothing in house



## S.W.O.T.



Popular with celebrities like Olivia Wilde and Kacey Musgraves	Offers tailoring on handmade goods	Active presence on Instagram
Ethically made	Works with social media influencers	Items sold on both Etsy and Depop
Active Instagram presence	Complimentary accessories and prints	Displays handmade merchandise next to vintage items
Option for customers to make wish list Look books	Ethically sourced materials Look books	
High price range from \$100-\$500, Much website is unfinished Smaller size range	High price range from \$200-\$300 Smaller size range	Limited quantity and size Vintage clothing requires maintenance Small amount of new items
Expand social media presence to other platforms	Expand social media presence Expand size range Sell wholesale goods	Expand to other social media platforms Sell wholesale goods
Companies that make similar clothing for lower costs	Larger businesses with resources to make more products	Similar t-shirts and accessories from larger brands

## Market



## Start-Up Costs

Description	Price per Unit	Unit	Cost
Rent	\$400	12	\$4,800
Cutting table	\$200	1	\$200
Sewing machine	\$700	1	\$700
Ironing board	\$50	1	\$50
Iron	\$100	1	\$100
Dress form	\$250	1	\$250
Desk	\$150	1	\$150
Chair	\$65	3	\$195
Business cards (per box of 200)	\$20	5	\$100
First Samples	\$2,565	1	\$2,565
Insurance	\$400	1	\$400
Accounting	\$600	12	\$7,200
Total			\$16,710

My target customer is a young woman between the ages of 18 and 30. She is a college student located in New York City or close-by areas like New Paltz. She is interested in art, music, and fashion, and she likes to express herself through fashion, but not stand out too much. She is a big fan of Classic Rock music and older movies, and, even though her values are modern, she has a soft spot in her heart for the past. Her hobbies include shopping, painting, writing, and attending local concerts. According to a report from ThredUp, the Millennial and Gen-Z age groups are starting to buy second hand clothing 2.5 times faster than any other age group.



I will promote my brand on social media with an emphasis on Instagram and TikTok. I plan on doing is creating videos where I show off my collections, making vintage-inspired make-up tutorials to compliment my items, and collaborating with prominent influencers like Devyn Crimson.

## Promotion

