

SLAQS



TM

Group 1:
Alessia Avanzo, Victoria Bronson, Bri Burke,
and Meredith Meehan

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BRAND INSPIRATION

Influence

- We are inspired by the **practical** woman who seeks clothing that has **purpose** and **meaning**.
- **Quality clothing**, which the consumer can have a **long-term** relationship with.
- A strong **connection to nature** is a feeling we want to foster in our customers through our pieces.
- Cheap and **unclean** apparel is what we wish to **phase out** and see less of.



MOOD



Mission Statement

At SLAQS, we value **sustainability, luxury, adaptability, quality & sensibility.**



Vision Statement

SLAQS strives to ensure that our consumers are confident and mindful of our evolving environment.

We wish to set an example within the retail world to promote healthier business activities and encourage corporate responsibility. We hope to shift consumer values to encourage investments in quality pieces that cultivate a quality world.

Brand Values

- Comfort
- Style
- Versatility
- Integrity

Sustainability

Luxury

Adaptability

Quality

Sensibility



BUSINESS TYPE

INITIATIVES



Privately Owned



Price Range: \$80-\$200



Omnichannel



Luxury-Focused

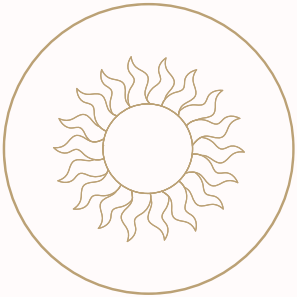
Recycled & Repurposed Materials



Zero Waste to Landfill



Alternate Energy



Minimize Carbon Footprint





BRAND POSITIONING

The brand positioning map presents where SLAQS sits among loungewear brands with similar aesthetics, price, target consumer, and values.

Our brand stands out because the designs we offer cater to a broad market with contemporary colors and premium quality in sustainable, ethically-made loungewear. SLAQS' goal is to provide comfortable, chic designs that are environmentally responsible.

COMPETITOR PRICING CHART

Womens Knit Bottoms

	SLAQS	Free People	COS	Rag & Bone
Cat. 1 - Flare	\$100-\$190	\$78-\$378	\$115-\$125	\$250-\$275
Cat. 2 - Palazzo	\$110-\$200	\$70-\$350	\$99-\$115	\$221-\$425
Cat. 3 - Taper	\$98-\$175	\$69-\$360	\$99-\$115	\$138-\$425
Cat. 4 - Cuff	\$80-\$145	\$50-\$360	\$69-\$99	\$225-\$425

SOURCING GUIDELINES



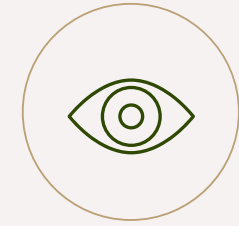
Labor

- Freedom of association and the effective enforcement of the right to collective bargaining will be upheld
- Zero-tolerance for forced/ child labor in any related locations
- Equal compensation is mandatory in all of our locations.
Deductions from wages as a disciplinary measure will not be allowed, nor shall any deductions be made from wages without the expressed permission of the worker concerned.



Human Rights

- Our business and all of our partners will support and respect the protection of internationally proclaimed human rights
- Human rights abuses will not be tolerated and monthly audits will be enacted to make sure our factory partners respect our guidelines.
- Employee discrimination or lack of respect for an occupation is unpermissible.



Transparency

- Duty of Transparency: SLAQS acts in a fully transparent way, publicly disclosing our main suppliers, related volumes, and delisted partners which fail to deliver continuous improvements against our sourcing guidelines.
- We partner with independent certification programs to bring to the consumer ethical and responsibly sourced materials which are fully traceable.

SOURCING GUIDELINES



Code of Conduct

-Penalties:

Remediation plan for vendors to address issues which arise before drastic action must be taken.

Cessation of business relations will be pursued if the initial remediation plan fails.

Public disclosure of vendor non-complacency within supplier networks and company debriefings.



CSR

-Internal Monitors:

Monthly audits in US-based stores and quarterly in all facilities. On a quarterly basis, the Board of Directors and the CSR Committee will review the implementation of CSR tactics.

-External Monitors:

Collaborate with auditors to establish benchmarks based on objective third-party perspectives. Agents will monitor and review production activities and compare to an established baseline.



Environment

-Consumption of natural resources, especially water and energy is monitored and continuously optimized while food loss or waste is minimized

-SLAQS mandates that our suppliers and manufacturers use waste and end-of-roll fabric from previous seasons and factories in our network to prevent an excess of landfill waste.



MATERIALS & ETHICS



Organic

At SLAQS, we truly believe in using only organic seeds for our materials which are free of genetic modifications. The cultivation process requires no synthetic fertilizers, protecting both our planet and its inhabitants.

Responsible

Recycled cotton, wool, polyester, and nylon reduce our demand on limited natural resources, using less energy and fewer chemicals. We also gather our own cutting waste and excess material coming from the cotton and wool in our collections. This is to be recycled and repurposed in our new pieces.

Timeless

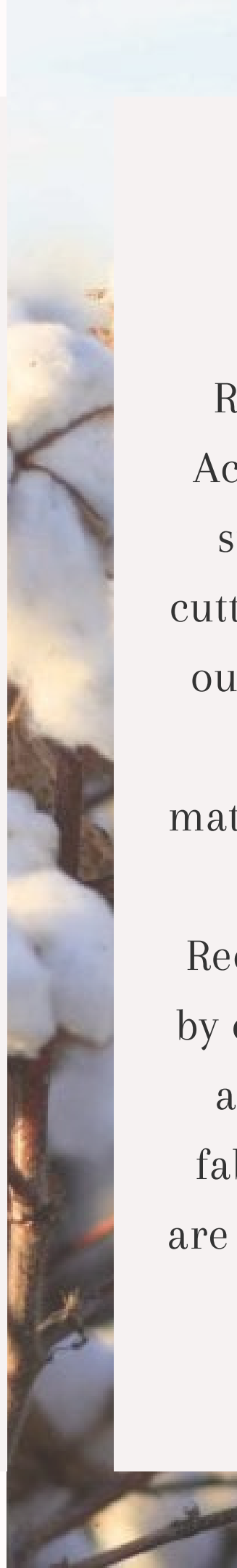
We believe every piece should have a long lifespan. In order to ensure that the materials in our collections meet our high-quality standards, we additionally use conventional fabrics like leather and silk whilst constantly searching for better alternatives and pushing the industry to improve.



Wool

Repurposed Wool:
Investing in premium
quality wool fibers means
the material be respun to
create new textiles.

RWS Wool: RWS wool is
certified by the
Responsible Wool
Standard. We use this to
protect the welfare of the
sheep and the
environment.



Cotton

Repurposed Cotton:
Acquired from excess
supplier fabric and
cutting waste that meets
our quality standards.
This keeps more
material out of landfills.

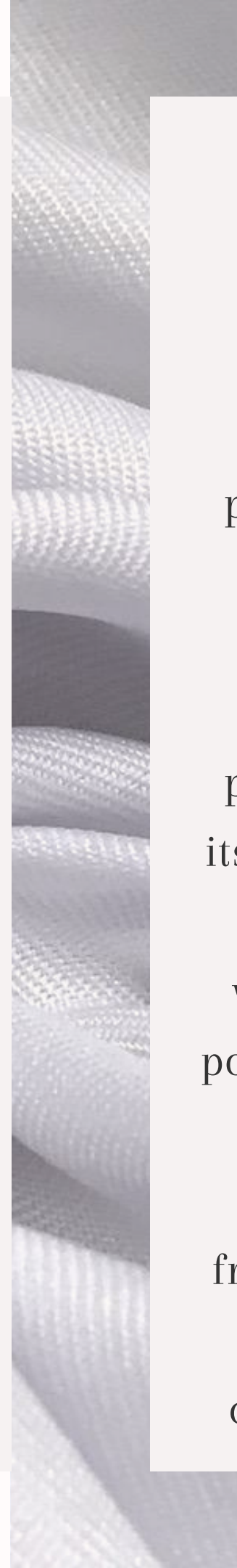
Recycled Cotton: Made
by converting both pre-
and post-consumer
fabric into fibers that
are spun into new yarn.



Nylon

Recycled Nylon: By
using it we reduce
demand on limited
natural resources and
mitigate greenhouse gas
emissions from
manufacturing.

ECONYL: We're
committed to using
ECONYL which
performs the same as
brand new nylon but
can be recycled,
recreated, and
repeatedly remolded.



Polyester

Recycled Polyester:
Made from pre-and
post-consumer waste.

Recycled Polyester
Padding: Recycled
polyester is known for
its down-like properties,
retaining heat even
when wet. Made from
post-consumer waste, it
provides a more
sustainable, animal-
friendly, and down-free
alternative to
conventional padding



TARGET MARKET

Demographics

Age: 20-35 Female

Income: \$40,000-\$100,000

College Degree

City Lifestyle

Driven & Inspirational

Psychographics

Vals: Innovator & Experienter

Driven to living a clean and sustainable lifestyle.

Takes risks as they are very confident.

PERSONA PROFILE



MARIE ALEXANDER, She/Her, 28, NY

Education

MA in Interior Architecture, The George Washington University

Occupation & Salary

Senior Interior Designer in Brooklyn, NY \$91,300, Glassdoor

VALS

Innovator & Experienter

Favorite Brands

Free People, Cozy Earth, Oh Seven Days & Mate the LABLE

Likes & Interests

Chai & red wine enthusiast, enjoys going out to eat with her friends on the weekend. Spends free time listening to crime podcasts. Marie strives to live as sustainably as she can.

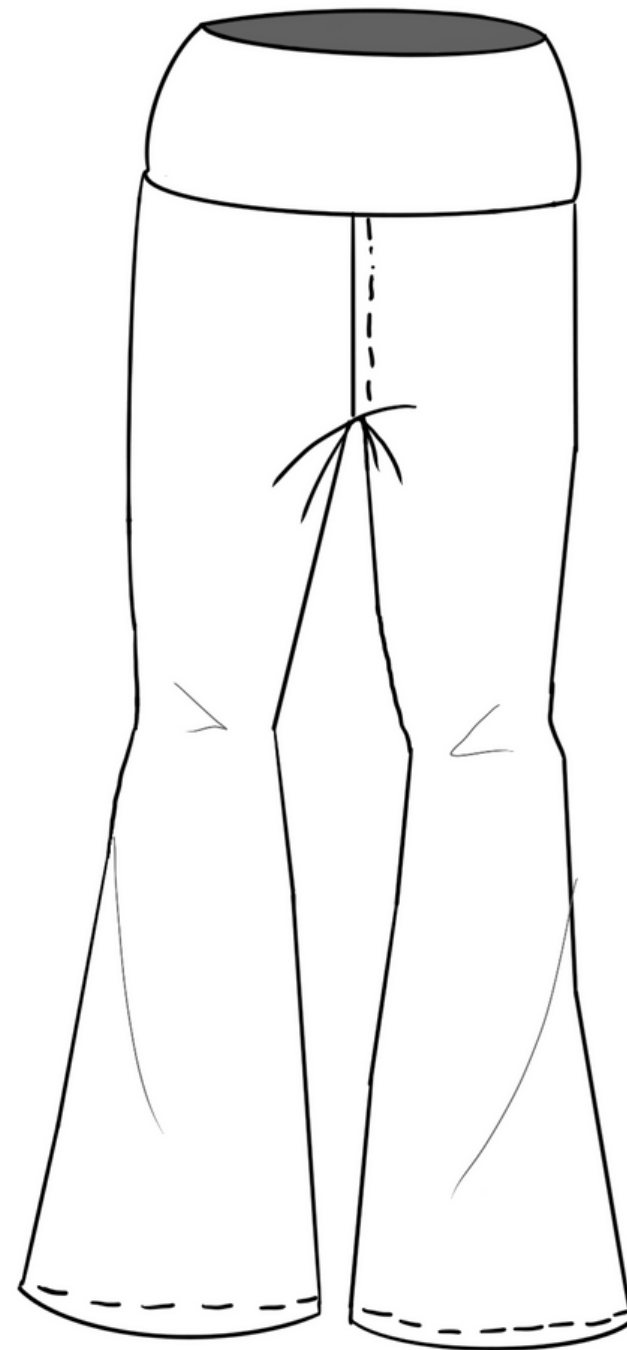


PRODUCT ASSORTMENT

All basic colors and sizes will be filled seasonally



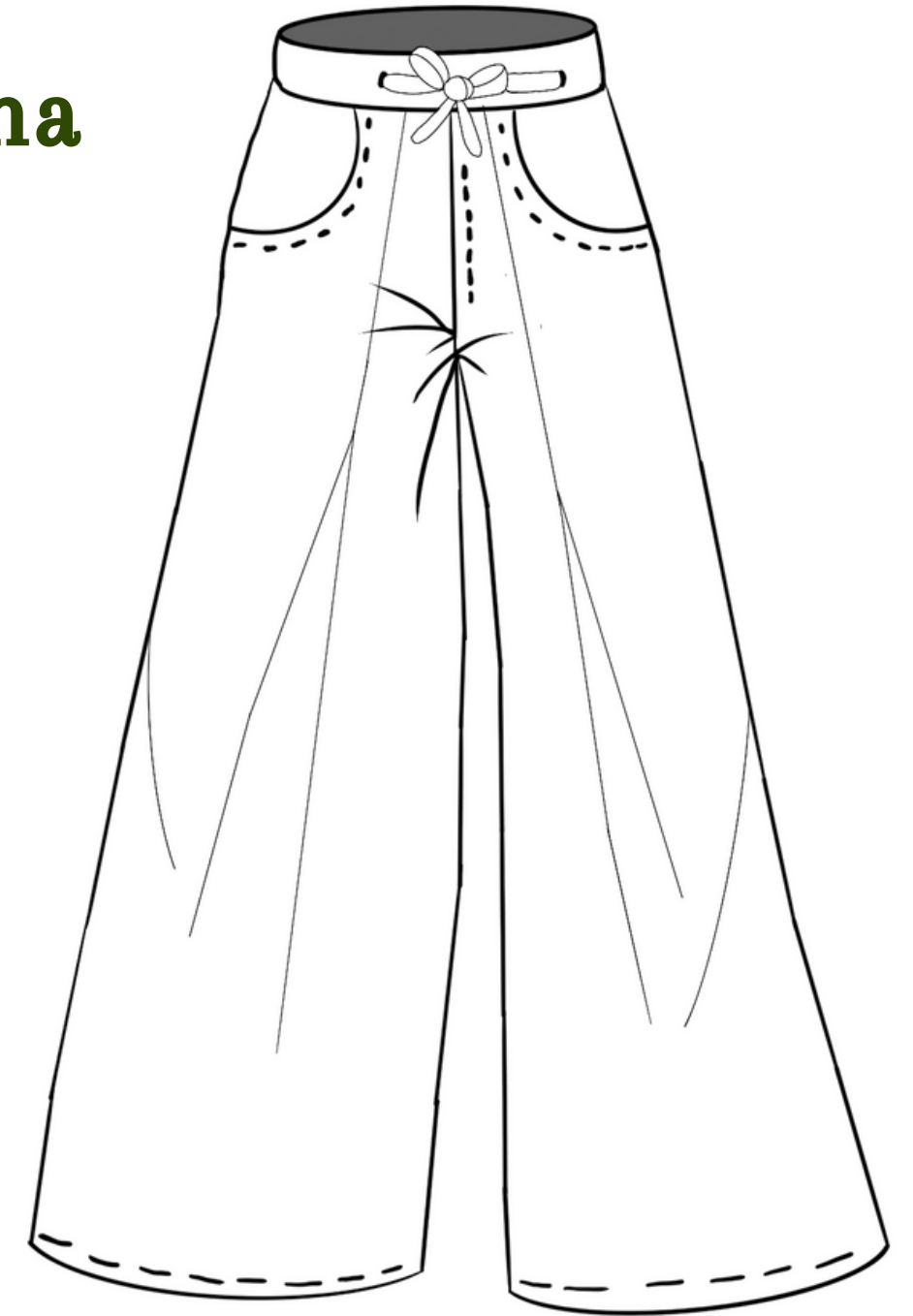
Aster



Style: Flare
MSRP \$: \$190
Markup Goal: 171%



Verbena



Style: Palazzo
MSRP \$: \$200
Markup Goal: 177%

PRODUCT ASSORTMENT



Elm



Style: Taper
MSRP \$: \$175
Markup Goal: 169%



Briar



Style: Cuff
MSRP \$: \$145
Markup Goal: 141%

REFERENCES



Glassdoor

https://www.glassdoor.com/Salaries/brooklyn-senior-interior-designer-salary-SRCH_IL.0,8_IC1132200_KO9,33.htm

Nestlé Responsible Sourcing Standard (2018)

<https://www.nestle.com/sites/default/files/asset-library/documents/library/documents/suppliers/nestle-responsible-sourcing-standard-english.pdf>

The Ten Principles of the UN Global Compact

<https://www.unglobalcompact.org/what-is-gc/mission/principles>

Rag & Bone Website. Bottom Category

<https://www.rag-bone.com/womens/pants/?unisex=women&sz=64>

COS Website. Bottom Category

https://www.cosstores.com/en_usd/women/trousers.html

VALS

<http://www.strategicbusinessinsights.com/vals/ustypes/innovators.shtml>

Materials

<https://www.econyl.com/about-us>

https://www.cosstores.com/en_usd/product-care.html

Free People

<https://buildyourculture.com/research/companies/free-people>

APPENDIX



MEET OUR TEAM



Alessia Avanzo

**Production Manager,
Quality Controller**

- Prices Range
- Materials and
Ethical Sourcing
- Markup % and
MSRP



Victoria Bronson

**Sustainability Coordinator,
Competitor Analyst**

- Sourcing
Guidelines
- Competitor
Analysis and
Research



Bri Burke

**Market Researcher, Head
of Communication**

- Mission and
Vision Statement
- Inspiration
- Target Market and
Customer



Meredith Meehan

Designer, Stylist

- Sketches and
Final
Renderings
- Inspiration
Moodboard

FREE PEOPLE

Mission

Lifestyle merchandising is our business and our passion. The goal for our brands is to build a strong emotional bond with the customer. To do this we must build lifestyle environments that appeal emotionally and offer fashion correct products on a timely basis.



FREE PEOPLE

Values

Craft

Health

Contemporary

Versatility

Key Phrases

Procuring self-care, internal growth & personal wellness.



COS

Mission

"A modern, functional and considered approach is our design philosophy. We choose longevity over passing trends. Our atelier values craftsmanship, putting this first and foremost."

"Style comes with substance, form follows function."



COS

Values

Craftsmanship

Longevity

Functionality

Integrity

Corporate responsibility

Key Phrases

"Buy better, keep forever"

"Refreshingly simplistic"

"Made to last beyond the season"



RAG + BONE



Mission

Everything we design is made to last and is meant to matter to our customers for years to come.

We stand by the idea that wearing something timeless, original and well-made will make someone feel better than wearing something that is ultimately disposable



RAG + BONE

Values

Authenticity
No cutting corners
Originality
Integrity
Timelessness

Key Phrases

"There are no rules"
"Make sh*t that means something"
"Pursue better"
"Be a good human"





THANK YOU

