

WE SELL

- stylish apparel
- eco-friendly products
- accessories
- shoes



CONTACT

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 SEASHELL
— APPAREL —



ABOUT

The client's name is Seashell Apparel and it is located in Santa Barbara, California along State Street (the city's main shopping area). It is a small, fairly new company that is exclusive to Santa Barbara (for now). The client's goal is for their boutique to eventually expand to more locations other than Santa Barbara. The clothing company focuses on women's fashion and sells swimwear, beach apparel, streetwear, loungewear, jewelry, and accessories. The brand offers a variety of sizes and lengths, including plus sized apparel. The company wants to be as green as they can be and values protecting the environment and ocean. Thus, the company sells "green" products such as bamboo eating utensils, stainless steel straws, and features a line of clothing that is made from recycled / Eco-friendly materials. The brand also gives their customers canvas bags instead of plastic ones, and sells reusable water bottles as well. They wish to portray an image that is sophisticated, elegant, classic and trendy. The company also wishes to showcase their value of helping the planet. There are many shops and boutiques along State Street in Santa Barbara. Therefore, Seashell Apparel has a lot of competition which includes Abercrombie & Fitch, 2Bella Boutique, Banana Republic, KPark, and DIANI. All of the clothing companies mentioned are very sleek and sell their clothing for very high prices. However, Seashell Apparel's affordable prices will give the company an advantage when competing for customers on State Street.



Our shop features clothing made of recycled materials.



We are open Monday-Saturday
10:00am - 9:00pm. Come by and say hi!

