

LUCO business proposal

Luco clothing is an urban Sophisticated street brand that was founded by young talented designers from Durban. The brand was established in 2014 and has since grown immensely and is now one of the most popular clothing brands in KZN.

What does Luco mean?

Luco is a derivative word for Lucid. Lucid is a derivative for the Latin word 'lucidus' which means 'bright', 'to shine' or 'bring upon light'. This name was chosen because it represents our style as a brand. Our clothing usually stands out and can be easily identified because of its unique designs.

Target market

If you are a fashion fanatic who likes to keep up with the latest trends then unfortunately LUCO Clothing is not for you! LUCO Clothing has branded itself to be a Sophisticated Urban street brand. It aims at attracting people who like to be different, people who like standing out, but still be able to acquaint themselves with the streets. Basically our target market is the urban youth of South Africa and hopefully in the near future, the youth of Africa. Whether you from uMlazi or Montclair, Chesterville or Westville, Kwa-Mashu or uMhlanga, LUCO clothing will surely grab your Fashion eye. Not all people will like our Brand and not all people will relate to it, but in reference to previous encounters with our Clients we would say A typical LUCO client usually has these following characteristics

- Ambition
- Self-conscious
- Futuristic/ Visionary
- Attention to detail

Reaching out to our customer base

“Staying on the move”

Like our Clients LUCO Clothing is always and will like to stay on the move. Making use of pop up shops (pop up gazebos) at Music or fashion events is a great way of reaching our customers and acquiring more. This also gives us a chance to get to know what makes our Clients tick. For example, what are their goals in life? What makes them choose LUCO? What can we improve on?

“Connect like thread”

Social media plays a very important role in our marketing and promotion because most of our customer base is always interacting on social media. Making use of media such as Instagram, Facebook and Twitter will go a long way in helping us get our brand out there.

“The approach”

- Documenting our moves in a form of pics and video clips and uploading them on the social media platforms
- Occasionally conducting photo shoots themed for a particular concept that the brand is undertaking and upload images on the social media platforms
- Allowing customers to send us pics of their purchased Luco items and upload them on our social media pages.

Short term goals

Our short term goal is to make our clothing brand more accessible to the people by opening a small store. We also want to improve our branding and marketing by promoting our brand via newspapers and radio stations and major artists (ambassadors). Another critical part we need to expand on is our resources equipment for production and below is a list of the things that will help our brand to expand.

LUCO Clothing Brand		
Equipment/ items	Quantity	Cost (R)
360 Heat press, 630 vinyl cutter, ink cartridges, inkjet printer	1	15000
PC	1	5000
Cannon Digital Camera	1	5000
Pop up branded Gazebo	1	3000
Business cards	100	1000
embroidery (service)		600
Registering		1000
Trademark		2000

Long term goals

- Negotiating Deals with clothing manufacturers (locally and internationally) to mass produce our clothing line.
- Expanding our brand into other businesses like music, events and media
- Giving young up and coming designers a platform to gain experience and improve their skill
- Expanding our business throughout the rest of Africa

LUCO “TiLL Infinity”