

THE MAROON AND ORANGE SPRING/SUMMER 2025 COLLECTION

by: Abby Riddle, Rose Hopewood, Andrea Lee, Tatum Evans

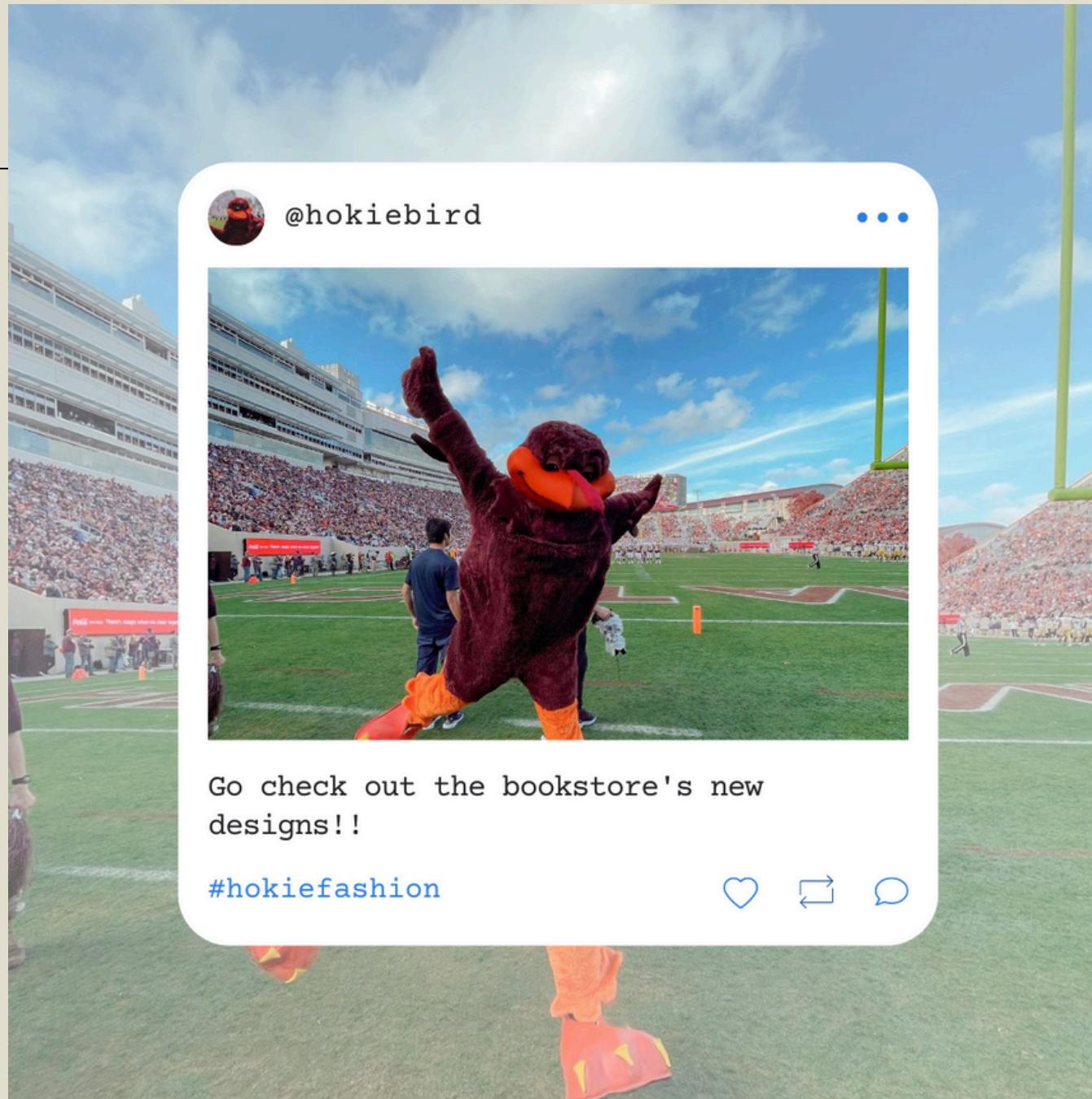


OUR HOKIE PRIDE PRODUCTS

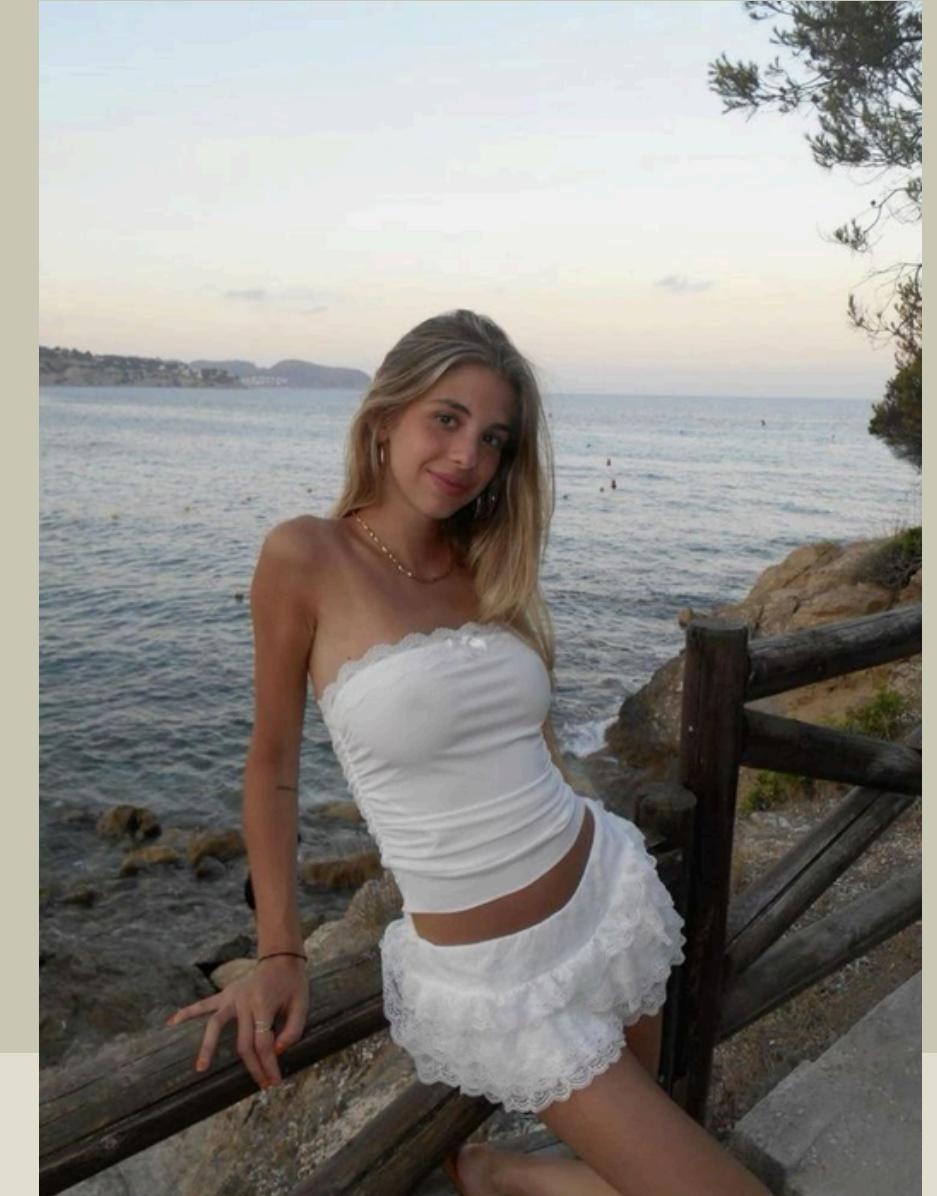
- Crossover Denim Skirt
- Hokie Racecar Jacket
- Matching Set
- Mid Rise Denim Skirt



HOW OUR PRODUCT WILL ADDRESS THE NEEDS OF OUR TARGET MARKET



Our exclusive Maroon and Orange Outfitters collection will provide a wide range of trendy yet versatile products that appeal to our target demographic. We want college girls aged 18-23 to feel cute and confident in our #instaworthy line. The prices of our products are affordable for college students because we understand that these students have less money than older generations. Our prices are fair but still allow for significant profit margins because we know our target market is willing to pay a little extra for super cute clothing pieces, as seen right now with other brands like Princess Polly, Edikted, and Free People.

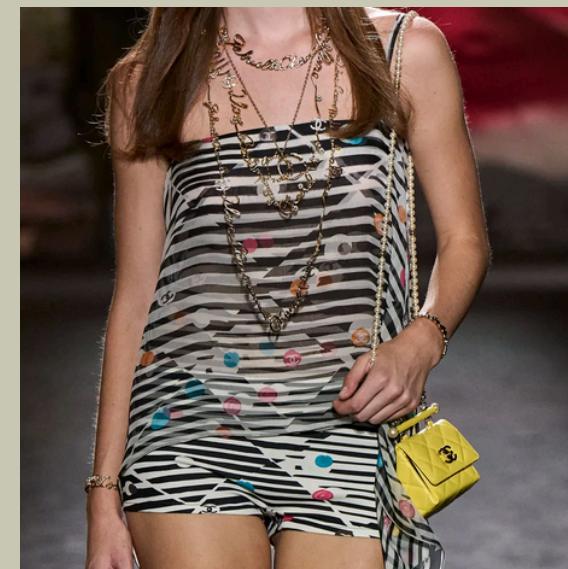
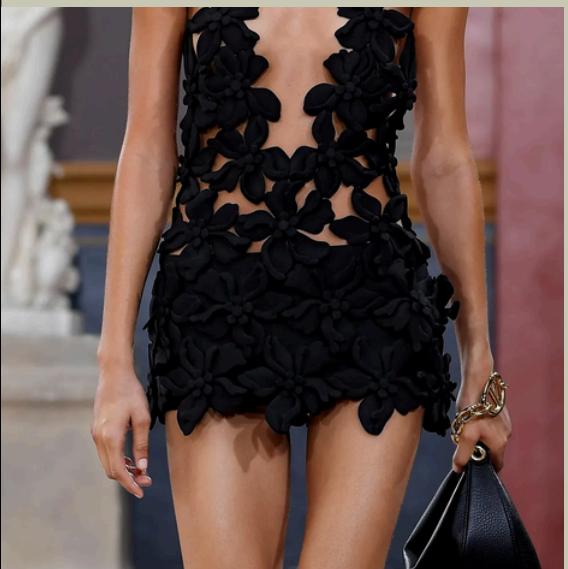
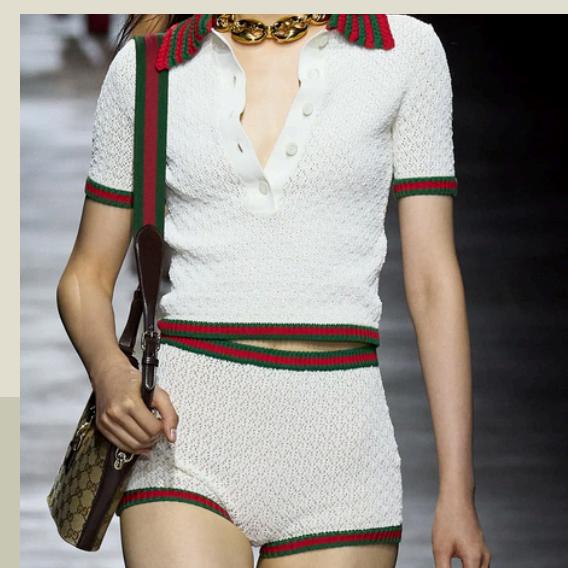


MARKETING STRATEGIES

Our products will be preferred over our competitors because of our appealing marketing strategies and trendy touch to our clothes. We plan to incorporate the hokie bird as our primary marketing tactic to attract our target market. Gen Z loves social media, a vast untapped market for the bookstore. We plan to use Instagram's platform to boost sales and grab college students' attention with a photoshoot of the hokie bird showing off some of our pieces. Who wouldn't love to see the hokie bird in a trendy denim skirt and racecar jacket? College students will find this photoshoot super funny and cute, influencing them to repost the pictures on their stories and purchase our collection, generating profits for us.

TREND

For each of our designs we found inspiration from recent fashion shows such as Gucci, Valentino, Stella McCartney, Chanel and Miu Miu, mostly from the Spring 2024 collection with a few throwback pieces. Each of these pieces were very common in the spring 2024 fashion week shows, so we took each style and added our own Virginia Tech spin.



Target Market

Demographics:

College girls that attend Virginia Tech

Target Market

Psychographics:

Vt college students looking for gameday outfits that are also versatile for everyday wear.

Target Market

Behavioristics:

Women who are stylish, price-conscious, and looking for functionality

Product Line:

- Spring/summer 2024
- Mini denim
- color blocking - patchwork
- frills
- functionality

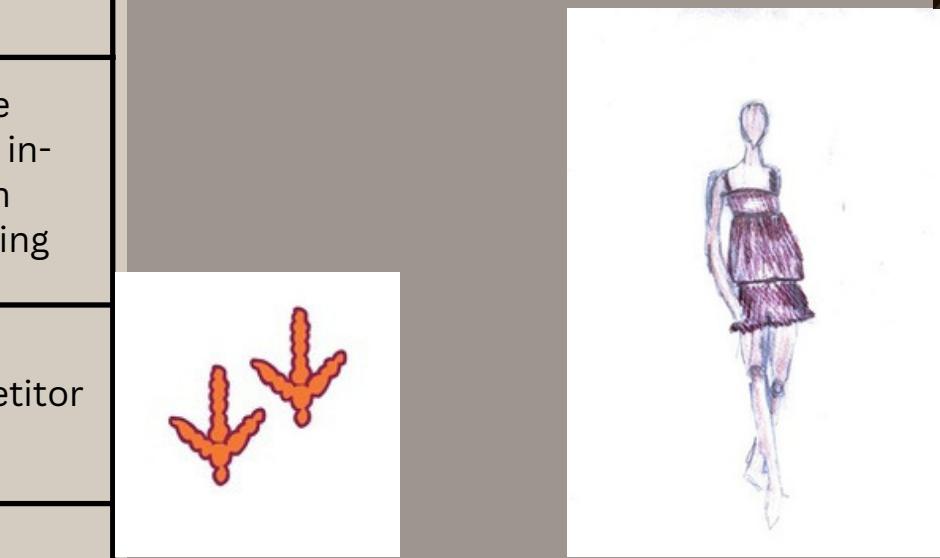
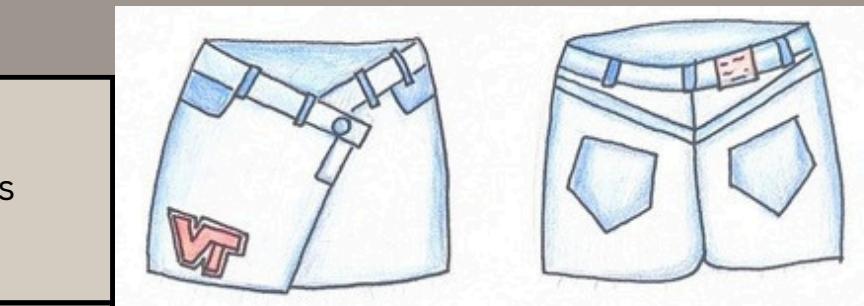
Products:

- crossover denim skirt
- mini denim skirt matching set
- racing leather jacket

Maroon and Orange Outfitters

SWOT Analysis

store	Strengths	weaknesses	opportunities	threats
Altar'd State	More original designs	smaller target audience	gaining popularity	pricey
PacSun	good marketing, free shipping	narrow demographic company less authentic	Basic designs and loungewear-popular	lots of competitors
Princess Polly	Unique and affordable	only online	Hop on trends quickly	people prefer in-person shopping
Dicks	Caters to almost everyone	lots of markups	athleisure popular right now	many competitors
Campus Emporium	Limited competitors	poor quality	close to campus	not a big name



Specification sheet

product	description	Measurements	color	retail price
Denim crossover skirt	skirt in the front and shorts in the back. patchwork VT logo	Size 8 (medium) Waist- 24" Hip- 35.5" 12.25" center front length	denim/blue	\$78
denim mini skirt	mini-denim skirt with VT logo across back	Size 8 (medium) Waist- 24" Hip- 35.5" 12.25" center front length	Denim/blue	\$55
Leather jacket	Leather logo jacket	Size 8 / one size / fits XS-XL Bust: 35.5-38 Inches Waist: 30-32 Inches Hip: 39-40.5 Inches	Maroon, orange , and black	\$79.98
Matching set	Frilly set with tank top and shorts	M Tops Length: 50 Bust: 96 Waist: 70 Hip: 100 Skirt Length: 44	Orange, maroon, and white floral	\$72

Why buy our product?

Our product line focuses on catering to those looking to be fashionable, functional, and Instagram-worthy. We also are worried about quality, ensuring that our clothing is durable.

Trend Analysis

Spring/summer 2025 consists of mini skirts, denim, and matching sets