

STYLCON NEWBIE GUIDE TO BUILDING A SUCCESSFUL BRAND IN 3 MONTHS

Intro

We have created this guide to show you the truth, secrets, everything I've learnt in monetizing a fashion brand in 2024. It's a simplified guide to help those without any experience to know where to start from.

Why should you listen to me?

I started my clothing brand August 2020 around mid covid, then I started mainly due to frustration of being unproductive. Like you, I knew nothing about fashion, building a fashion brand, or how to sell a single thing. It's been 4 years and looking back I tried everything; both the good and the bad. I tried to be affordable, I tried going all out; used the most expensive material; hired tons of designers, photoshoots, storytelling, working with influencers, using referrals, going to shows and even hosting one. So believe me when I say, I've done EVERYTHING; just to find what works. Year 4 and I can boldly say I've launched countless collections and helped over 10 brands launch from scratch to 7 figures.

Now this is not another book that promises you guaranteed 7 figures from your business. This is a no bullshit guide about the real deal, what you need, what you don't, what is required, what is not. So if you're ready to make a successful fashion brand. This is for you. I Started my business 2 years ago and from failed experiments in the past, I did countless research (with over 50 successful brands as a case study) to understand brands that were successful and what they were doing right. I currently own two huge brands in the fashion space; Stylcon and trenchkid.

I put into experiment my research on my trench kid first collection and I sold out so much we were restocking every 3 days. It got to a point I got tired of seeing the same design every day and we had to stop that collection. Now, what did i do differently? We would get to that. Let's talk about stylcon, which we built as a production and distribution platform for contemporary fashion. We started with the production platform and launched the distribution platform after 6 months of launch, however we become so overwhelmed with projects, we had to consider dropping one business for the other, of course they are ways to manage multiple business which is beyond the scope of this guide but my point is i no longer have a customer problem, i am guaranteed to get customers just because i make sure to check all the

boxes before launching a brand and anyone can do it trust me, even if you've never sold a single thing in your life. It's so easy you'll be asking yourself how you didn't think of it in the first place.

testimonials

I was so scared starting a brand, I didn't know anything, he recommended some designer, we developed the product together ,he even told how to set up my price , my first collection sold out so much , i came for the second, he said it time to do better , upgrade my quality and charge more , i am not going to lie , i was scared af , but i did it regardless, i sold out my second collection at even a more expensive price

- Bisola familusi (IG: 79 luxe).

I won't lie, I would have been stuck getting shiity money. I follow the ola strategy and I am so glad I do, I make so much and even stress less.

- Name (IG:solles__ng)

For me, starting a fashion brand was a dream, but I had no idea where to begin. He not only helped me during the times I was confused af also empowered me to push my limits. With the support, my brand has gained traction, and I'm grateful for their guidance.

- Name Damian (IG:animatedmerchng)

I was hesitant to invest in consulting services for my fashion brand, but I'm so glad I did. His insights were invaluable in refining who I was offering and my pricing. Their advice has been instrumental in my brand's success, and I look forward to continuing our partnership.

- Name (IG:Viis_merch)

Content

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- Make 'em scramble for your goodies in just three months flat!

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12. Repeat the Magic:

- Wash, rinse, and slay. That's the whole game.

CHAPTER 1

Your Why

Discovering your "why" in the world of creating clothes is like finding the special ingredient that makes your dish stand out in a busy kitchen. It's what drives every idea, and every choice you make from design, marketing to your stitching.

The days of stitching your logo onto a shirt to make money are over, making clothes isn't just about sewing and fabric anymore; A fashion brand is now about the stories behind it, showing the ideas behind it, telling us who you are, and making a point.

The word "why" is the heart of your brand, the thing that makes it special. We're all unique and have lived different lives and experiences. The industry has drastically changed. People are more interested in a purpose than in just looking good and that's where the money is.

So, are you doing this to change things up, make a big statement, or just make people happy with great clothes? Whether you're passionate about being the next Virgil Abloh, Ashlux, Corteiz or it's just an expression of yourself, your "why" gives your brand its unique flavor and makes it special.

Each of these brands has their individual story to tell. Something that differentiates them beyond their outfit designs. Nike celebrates sports, Supreme celebrates skating. We have brands that celebrate art, mental health, black history, African culture, the hustle. Your why can be anything as long as it comes from a place rooted in your experiences.

Take a moment to think about what really gets you going about building a clothing brand. Embrace your passion and let it shape everything you do with your brand. Once you have figured out your "why," keep it close like a guiding light. Your "why" will help you through the good times and the tough times, keeping you focused on what is important. It will remind you why you started in the first place.

Pro tip: *Your why should always be to solve a problem, this could be personal to you or a general problem, it doesn't have to be so intense like saving the world, it could be as simple as a neglected community for instance, I created Trench Kid on the basis of appreciating the hustle of every young adult keeping it real and how we are creating a yardstick for the next generation to look up to, thinking about it motivates me to never give up myself and want to do better because my siblings look up to me, broken planet "why" is to create fashion that does not hurt the planet. There are a lot of problems you can tie your why to.*

Chapter 2

Spying on the Big Cats:

As a newbie fashion brand, you have no idea about the terrains of fashion. You're going in blind trying to compete with people with huge budgets and years of experience. So you have two choices, try to fight them or join them.

You know the big cats in the fashion scene? Yeah, we're talking about the heavy hitters, the trendsetters, the ones who make headlines with every collection drop. Represent, About:Blank, Corteiz. We're going to join them, instead of just admiring them from afar, it's time to get up close and personal. We're talking about studying their moves, dissecting their strategies, and figuring out what makes them so successful.

Take a good, long look at what these dudes have been up to. How do they sell out every drop? How do they have a huge fanbase? What style are they pushing? What fabrics, styles are they vibing with? It's not an easy job going undercover but this is what doing the research is all about. Understanding what they all have in common, what sets them apart allows you to position yourself for greatness.

But here's the kicker: we're not here to copycat. No, sir! We're here to steal like an artist. That means taking what works and putting our own spin on it. We're taking all their best ideas, blending them with our own unique flavor.

So, get ready to pounce on those trends, dissect those collections, and soak up all the inspiration you can find. Because when it comes to spying on the big cats, the goal isn't just to follow in their footsteps; it's to create our own trail in the fashion jungle. You have to go far and wide to cover all bases. Start with their IG page, study their outfits, prices? Where else are they putting their products? Website? Discord? How do they market to people? Email? Join their email. If you have the budget, buy an outfit and see how they respond to customers? Study their user journey. Find out what's working and what's lacking. Then implement the good and improve on the bad.

Pro tip: when stealing try to steal from as few brands with different properties and build on what make each of them unique, for example, corteiz, hellstar, dailypaper, about blank broken planet have similar vibe . you can steal corteiz presentation , dailypaer cultural designing inspiration , about blank simplicity star and broken planet campaigning, the goal is to imitate so many brands and build your own style. I always recommend 3-5 brands for range.

Chapter 3

Your Squad:

Alright, buckle up, because we're about to dive into one of the most crucial aspects of building your fashion empire: Everyone needs a squad. Raving fans waiting at the gate to hear what next you have to cook. Your squad isn't just your entourage; they're your tribe, your people, the ones who get you and your vibe like nobody else.

Think about it like this: every great fashion brand has its own squad, a loyal following of fans who live and breathe its aesthetic. Whether bold, carefree, artistic or those who prefer to be elegant, your squad is your crew, your community, and your biggest cheerleaders. You have to be intentional in building a squad and getting to know them. So, how do you go about building your squad? Let's break it down.

You start by creating content that resonates with the people you're trying to target. Telling your story in an engaging way and connecting with them authentically. This could be through social media, events, or collaborations that align with your brand. Your squad isn't just a bunch of customers; they're a community.

Next, nurture your relationships with your squad members. Make sure your squad feels seen, heard, and valued, show them love and appreciation, and involve them in your brand's journey. Build relationships with them, foster connections, and create a space where they can come together and celebrate all things fashion. Whether it's through exclusive events, VIP perks, or online forums, make sure your squad feels like they're part of something special. You want to have a place to always give them all the extra sweetness.

Another key aspect of building your squad is consistency. Stay true to your brand's identity and values, and deliver on your promises. Your squad will appreciate your authenticity and consistency, and this will help strengthen their loyalty to your brand.

Finally, don't be afraid to evolve and grow with your squad. As your brand matures, your squad may evolve as well. Stay connected with them, listen to their feedback, and continue to offer them value.

Let's be honest nobody buys a clothing item for functionality, they buy to feel among a tribe, a community, a movement. It's your responsibility to build that community.

So, get out there, get to know your squad, and get ready to build something truly amazing together. Because when you've got your squad by your side, there's no limit to what you can achieve in the wild and wonderful world of fashion. Let's do this!

Pro tip: *There are a lot of ways to build and grow a community, but the best way is to offer value, give, give and give before you ask for a sale. People want to be part of something huge. Allow them to be part of the process, give private access to behind the scene content, and write to them. Think of them as family and allow them to be involved. Take advice and implement, be always available to talk and answer them and they'll naturally gravitate towards you*

Chapter 4

Design like a boss

Now go get your note pads because we're about to talk about the bread and butter of your fashion brand: Design. This is where the magic happens, where your vision comes to life, and where you get to flex those creative muscles like never before.

What do you think your customers see first, the design of the outfit or the quality of the fabric? If you think it's the quality of the fabric. Start again from chapter 1. *Just joking*

I see a lot of brands make a lot of mistakes here. They think design is just an artwork to be slapped on a design. But it's more than that. A design shares a brand's story visually in just one outfit. It's not something to be messed with. A design can make or break your brand, you don't want to be cheap with it or pay it little attention.

First things first, you gotta find yourself a badass designer. We're talking about someone who's not just skilled with a needle and thread, or has experience with graphics design but who lives and breathes fashion like it's their oxygen. Whether you're working with a seasoned pro or a fresh-faced talent, make sure **they share your passion and understand your brand's vibe.**

Once you've got your designer, join them in the process, don't just ask for something unique and nice. Share your brand ideas and story, and brainstorm with them. Get those creative juices flowing and let your imagination run wild. As a fashion brand, you have to be creative and have a proper understanding of the industry. And design is the first step to bringing your vision to life.

It's totally okay to just create mockups but if you have the budget expand further. Test your outfits in 3d, create animations and here's the thing: don't be afraid to take risks. Fashion is all about pushing boundaries and breaking rules, so don't hold back. Experiment with colors, textures, and silhouettes. Mix and match styles. Play with proportions. This is your chance to make a statement, so make it count.

Pro Tip: *When talking to a designer, stop saying things like, I want something unique and mad for my collection. That's not enough information to work with. You need a propelling story. The only way to stand out in the fashion space is to be unique. Tell them what your brand stands for, what you want your merchandise to represent, what you're trying to portray. Don't say luxury. Go into the vibe you want people to get from it. Gory, Gangstar, Retro, Vintage, Cartoonish, SciFi. Remember, A design is only as great as both the designer and the brief from the client.*

P.S: Please don't steal designs or copy another brands design.

Click the link to get direct contact of all our talented designers in the space.

Chapter 5

Zero Tolerance for Crummy Quality:

In the world of fashion, quality is king. No one wants to rock a poorly made garment that falls apart after one wash. So, don't even think about cutting corners when it comes to quality. Invest in the good stuff – premium materials, skilled craftsmanship, and rigorous quality control – and watch as your brand's reputation skyrockets.

Quality isn't just about making a good impression; it's about building trust with your customers. When they know they can rely on your brand to deliver top-notch products every time, they'll keep coming back for more. It's that simple.

So, whether you're designing couture gowns or streetwear staples, make sure every stitch is perfect and every detail is on point. Don't settle for anything less than the best, because your customers deserve it, and so do you. Zero tolerance for crummy quality – that's the name of the game. Let's raise the bar and show the world what you are made of.

Pro Tip : When we started Stylcon we produced our T-shirts locally here in Nigeria but there were many hiccups in terms of quality, consistency and speed, we were producing about 150- 250 shirts monthly max at the time, the only upside was the affordability but we had a lot of complaints and returns , we switched fully to making our T-shirt from china a year after and we were able to fulfill a 1000- 1500 T-shirts monthly at a faster speed and high satisfaction rate, we got more customer and we were sure our client would be able to sell their merchandise faster .

Click the link to get direct access to top notch manufacturers list in Nigeria

kindly check back to see an updated list

Click the link to get direct access to top notch manufacturers list in China

kindly check back to see an updated list

Chapter 6

Invest in the Wow:

This isn't about making a good impression here; we're talking about blowing minds, dropping jaws, and leaving a lasting impression that'll have people talking for days.

It's not enough to just be good anymore, you've gotta be unforgettable. The only way to get this is by investing in every aspect of your brand experience – A brand experience is what a customer experiences when coming in contact with your brand. That includes your social media, website, customer service, delivery, packaging, and the product. It's your job to create moments of pure wow from all this that'll have your customers coming back for more.

What happens when a customer gets your product? Is it like every other experience or are they swept off their feet with the intentionality your brand puts into it. How much did you invest in the experience? Will they call their friends and share their story?

The most important part of a brand experience is the packaging and the product.

So let's talk about packaging. You don't want to be just another brand that sells fashion outfits, you want to be the brand they talk about. One sure way to kill a brand is by cheaping out on this. A package tells a story about who the customer is. If you're selling luxury then sell luxury. Every aspect of your brand needs to scream luxury.

You want people to feel special about themselves, have something to brag about.

Investing in the wow factor is about building relationships with your customers. When they feel like they're part of something special, they'll keep coming back for more – and they'll bring their friends along for the ride.

Pro tip: We've created outfits for over 100 brands and one thing that always makes a brand special are the little things people overlook. The metal tags, the labels, the zipper, the experience. You want to create a brand with intentionality. Putting effort into every aspect. Never neglect the importance of great packaging..

Click the link to get to inspo's on packaging ideas that would blow their mind and and who does them

Chapter 7

Style Rules: (Bye-bye dull photoshoots, hello drama)

Let's chat about the presentation of your products.. Forget snooze-worthy photo sessions; we're dialing up the drama.

The normality established with upcoming brands is doing a photoshoot of models after the preparation of a product. While this is very important so customers can have an understanding of the fits on their body, it is basic and does not communicate any sort of feeling to your audience.

Brand Aesthetics all that matters when presenting your products, if you are trying to sell hustle, and the ruggedness of an hustler, we need to see that when presenting your products so your audience can resonate with the emotion you are evoking with your brand aesthetic.

Let's take a look at ASHLUXE Kalakuta Republic Aw 24 collection, this drop talked about the revolutionary movement of afrobeats and flamboyant style of 20th century Nigeria, aside from the product style that were really researched and can be referenced to old school luxury, the ashlux team took their drop presentation beyond the regular studio session and did a vintage photoshoot that was able to mimic old school photo session of wealth people in the early 1900's, they also collaborated with the legacy of **FELA KUTI** to compliment this drop, it was indeed a masterpiece.

Pro tip: your presentation should be something that is not regular; the regular studio photoshoots are quite saturated, change the game, let your audience jaw drop when you drop a collection, and let them look forward to your next collection drop, go extreme on finding different ways to capture new audiences from the onset.

Chapter 8

Launch with a Bang:

Alright, let's talk about kicking off your fashion journey with a bang. We're not talking about tiptoeing into the scene; we're talking about making a grand entrance that'll have everyone sitting up and taking notice.

Your launch isn't just another day on the calendar; it's your moment to shine, to dazzle, and to leave a lasting impression. Whether you're unveiling a new collection, opening a flagship store, or dropping your first-ever line, this is your chance to make waves and set the stage for your brand's future success.

A launch should drive anticipation. Your main goal is to find the unique thing that matters a lot to your audience and create stories, engaging content about it.

A successful launch isn't just about flashy lights and big names; it's not about your pretty shoots and crazy designs. It's how you can use all these to tell a story that matters to those you're trying to sell to.

You need to understand that photo shoots, designs, write ups are tools to be used to tell a story. So use them to create a narrative that captivates your audience, draws them in, and leaves them hungry for more. Whether you're hosting a star-studded event, unveiling a jaw-dropping campaign, or orchestrating a social media takeover, make sure your launch tells a story that's as compelling as your designs.

And here's the best part: when you launch with a bang, you're not just making noise; you're setting the tone for your brand's entire journey. You're grabbing attention, generating buzz, and laying the groundwork for future success. So, go ahead – pull out all the stops, go big or go home, and launch your fashion brand with a bang that'll echo through the industry for years to come. Let's make some noise! 🎉

Pro tip: A drop isn't something that takes a few months of doing. People start and don't launch until the outfits are ready. You need to start creating a buzz from the very beginning. The more you do before the drop, the better the results. Launch before the launch

Chapter 9

Selling out in a flash

People want to be a part of something big. Selling out is an art. It's how you can control the narrative, the perception of people and the perception of your merchandise.

You want people to feel like they are part of a trend, something big. You want to drive social status with your merchandise. The main thing is to make people feel like if they aren't part of this, they are missing out.

And there are different ways to drive this effect. Whether through scarcity, influencing, being a part of something big. We're talking about sparking a frenzy, igniting excitement, and leaving customers scrambling to get their hands on your products.

You're building a sensation, a moment that people can't resist being a part of. You should make waves and you'll sell out before anyone can blink.

This isn't just about speed; it's about substance. It's about offering something so irresistible, so coveted, that people can't help but rush to snatch it up. Whether it's a groundbreaking design, or a once-in-a-lifetime opportunity, make sure your offer is too good to pass by.

Pro tip: Don't offer unnecessary discounts to get sales, your pricing affects the perception of how people value your products, the goal is to create so much extra value to buying your products people can't say no for example if your brand is about saving the planet, you can say for every customer that buys products worth \$1000 10% is donated to global warming and a public shoutout on the brand social platforms. Or if your brand is about mental health, your clients are supporting because the brand donates a certain percentage of total sales to mental hospitals. Remember you now have a squad that buys from you because of your why.

Chapter 10

FOMO is your BFF

– Fear Of Missing Out – and how it can become your best friend in the world of fashion.

The most important thing about being successful in your fashion brand is how you can make it become valuable. How do brands put a 2x price point on their products and other brands put 10x price points and still sell?

One word. Value!!

And one way to drive value, the most efficient is FOMO. The fear of missing out. Let's say you want to buy a Tesla and just as you were about to buy. A new model dropped. Faster, better, cleaner, same price but just 10 quantities. And it's 10 miles away from your current location.

Any human would do anything to get that one on their hands and people would start a bidding war to get it. Why? The value. It suddenly is worth more than a Tesla because of limitations.

FOMO isn't just a buzzword; it's a powerful tool for driving engagement and fueling excitement. It isn't just about scarcity; It's about offering something so unique, so enticing, that people can't bear the thought of missing out. Whether it's a VIP experience, an insider perk, or an early access opportunity, make sure your offer is too irresistible to ignore.

When you embrace FOMO, you're not just driving sales; you're building a community. You're creating a sense of belonging, a shared experience that brings people together and keeps them coming back for more.

POV: FOMO is great as a strategy but be ethical with it. If you're dropping a limited collection, ensure it's really limited. People tend to lose trust when you deceive them for their money. There are different ways to drive FOMO. Whether through influencers, community or scarcity. Stick to not tarnishing your brand because of an extra buck.

Chapter 13

Repeat the Magic:

We've sold out!!! People tend to get lost in creating or the money and forget that as a merch owner you're also building a brand. If you want success that is long term. The goal is to figure out how to build in such a way that you sell out consistently.

I call that repeating magic. We're not just talking about a one-hit wonder; doing the same things you did over and over again. It gets boring. I'm talking about building a brand that consistently delivers wow moments and keeps customers coming back for more.

Two important metrics here are consistency and reliability. Creating a brand experience that people can count on, time and time again. There are a million ways to get to the same goal. So you have to dial your creativity and invest in the brand. Whether it's the quality of your products, the creativity of your designs, or the excitement of your events, make sure your brand consistently delivers on its promises.

The number one killer here is staying stagnant; You need to evolve and innovate while staying true to your brand's essence. It's about taking what works, refining it, and finding new ways to delight your audience. Through seasonal collections, collaborations with other brands, or fresh marketing campaigns, keep the magic alive by staying one step ahead of the game.

When you repeat the magic, you're not just building a brand; you're building a legacy. You're creating a reputation for excellence that'll stand the test of time and keep customers coming back for generations to come. So, go ahead – keep pushing the boundaries, keep raising the bar, and keep repeating the magic that made you a success in the first place. Let's write the next chapter of your fashion empire together! 🌟

Pro tip: A lot of things go into building a brand, even more things go into maintaining the brand. Keep your focus on what's important. Why you started the brand, your squad, what you stand for. One thing I've noticed is how people drift away from why they started. A little change isn't bad but stay through to those you serve. The famous brands you know are famous because they stuck to their why. Don't be a one-hit wonder.

CHECKLISTS FOR NEWBIE GUIDE

This checklist has been created for the sole purpose of helping newbies build a successful guide.

- ☐ Write at least a 150 word story about something that drives you, this could be a past event, or a recurring event that you would like to solve or create awareness about, it could also be about your personal life. Make sure you are true to yourself when writing.
- ☐ Coin out your why from your story, and find a name and a tagline that reminds you about your story. For example- broken planet is to create appealing fashion that is sustainable without hurting the planet.
- ☐ Do you research about different brands and write out at least 5 brands you would love to imitate also include what you love about them specifically for example KITH – simplicity, AIME LEON DORE- content and product type, ASHLUXE- pricing, Free the yute – presentation
- ☐ Get a good designer and send him/her all these information, and brainstorm on the products you would love to drop, make sure to consider season and functionality when brainstorming , for example don't create a hoodie when its summer season (for more information on how get a good designer text 080****7845, or email stylcon.yahoo com or click this link *****.
- ☐ Create at least 10 content every week that is in line with your why , for example if you do skateboarding , create 10 contents about skateboarding , if you are creating awareness about mental health, create contents about mental health ,if you are selling luxury make sure to create content about a luxury lifestyle. Its advisable to get a content director (for more information on how to get a creative director text ****88888**** or email***** or click this link*****
- ☐ Post all the content you create regularly across different social media and start building a community, you can accelerate this by adding excess value to your following , for example providing help to the mental patient , doing giveaways to your fans.
- ☐ Make sure to get a listing, most likely email or phone number.
- ☐ Get at least 3-5 manufacturers that can manufacture your products – for more information on how to get my manufacturer list in China and Nigeria click the link ***** , for

manufacturing projects above 3m+ I personally help brands in overseeing their production project. Email: stylcon1@gmail.com, (manufacturing Project under 3m+ do refer to stylcon.marketplace on instagram

- ☐ Drop 3-5 regular teasers on your platform on what you are dropping to create a ruckus amidst your audience.
- ☐ Create a regular poll to get people's opinions (this allows for engagements with your audience).
- ☐ Find a presentation that suits your drop , your designer/ creative director is in the best position to get this for you (you already have brand references).
- ☐ Pick a date for your launch and continue dropping as much teaser as possible.
- ☐ Set up a website to make sorting easy for you, you can use shopify, ecwid, or some Nigerian ecommerce site (finrik,bumpa).
- ☐ Drop with a banger, make sure you have a loud drop, this could be a march, a party, a reach out , creating an initiative, make sure you have a really loud drop .
- ☐ Do at least 10 actions that show you are adding value to your audience during your drop.
- ☐ Make sure you explain how to get the product.
- ☐ Remind your customer regularly how they are going to miss out on your product(fomo) and the limited supply.
- ☐ Sit back and watch how the magic unfolds.
- ☐ Rinse and repeat.

Conclusion

Make sure to follow this list in this order and not to skip any process, this has 100 % of working only if you are true to yourself and make sure to check every list, also give it time , the minimum is 3 months in some rare cases can take 4-6 months but don't rush it enjoy every step, it's part of the journey

see you at the top

cheers!!!

Author's Notice: All links to to important information such as designers,creative directors contacts and manufacturers list would be updated very soon. Check back soon.