

1. BUSINESS CONCEPT

Tierra Wear is a specialty e-commerce inspired by coastal cities and the fashion industry's responsibility in the current climate crisis. Meaning "earth" in Spanish, Tierra Wear's objective is to eliminate synthetic fabric usage while making durable materials and recycling the optimum choice for consumers. The clothing line is made completely from Econyl, Tencel, and upcycled fabric scraps.

Collections will take inspiration from diverse coastal cities' culture and scenery, which will be exemplified through colors, prints, and clothing shapes. Past collections will be sold at a discounted price until the limited collection is sold out.

Worn clothing and used yoga mats (of any brand) can be returned to Tierra for 20% off next purchase. The used fabric will be re-incorporated into new collections. Donated yoga mats will be given to use as bedding to local organizations such as: community centers, schools, shelters, and prisons.

THE TEAM:

- In-house Garment Maker
- E-commerce Marketing Manager
- Community Coordinator
- Head Designer/Sourcing Manager
- Intern
- Rotating Freelance Yoga Instructor

TIERRA WEAR

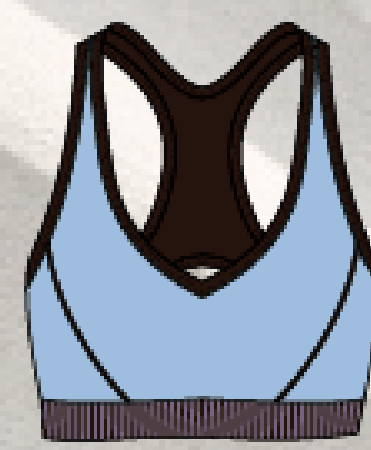
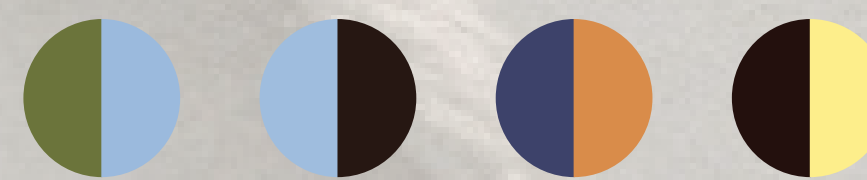
"TIERRA'S MISSION IS TO EDUCATE CONSUMERS ON CLIMATE CHANGE AND MAKE RECYCLING "WELL-LOVED" ATHLETIC WEAR A COMMUNITY-BUILDING OPPORTUNITY."

2.

MERCHANDISE

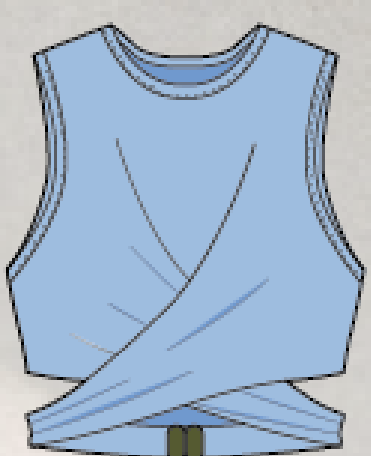
OMETEPE SPORTS BRA: \$58

Provides the perfect support for a yoga class or a hike up places like Nicaragua's famous Ometepe volcano island. The bra is reversible; encouraging the longevity and versatility of the garment. 100% Tencel fabric.



PLAYA HERMOSA TOP: \$78

The playful wrap-around shape of the Playa Hermosa Top creates an elevated basic unlike anything else in a yogi's wardrobe. The transitional piece is ideal for yoga or a night out in a beach town. 100% Econyl fabric, clip made of recycled plastic.



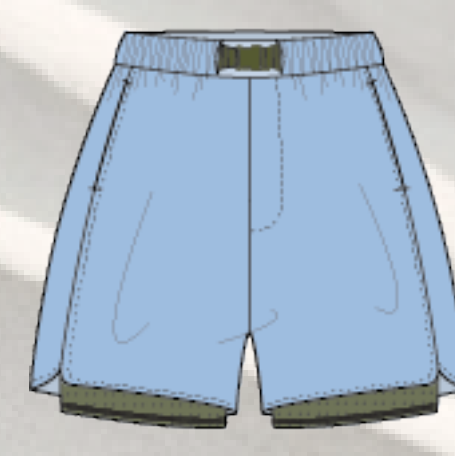
PUESTA DEL SOL JACKET: \$258

(Spanish for sunset) the Puesta del Sol Jacket is inspired by the colorful sunsets and retro-surfer ambience of San Juan del Sur, Nicaragua. The jacket is the inspirational piece of collection and is completely pieced together with upcycled fabric scraps.



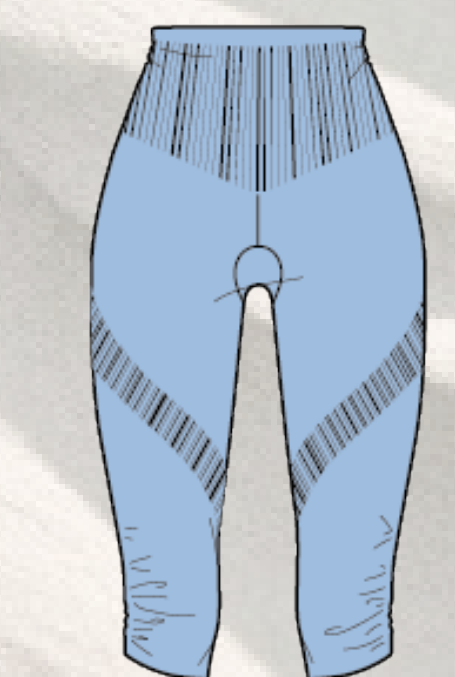
PACIFICO SHORTS: \$129

The shorts are made of two attached pieces: the inner 10% Tencel bike short and the outer 100% Econyl running short. The inner bike short is same comfortable and supportive material as the San Juan leggings, while the outer Econyl running short gives the garment a relaxed and easy-going feel.



SAN JUAN LEGGINGS: \$115

The best seller leggings have a supportive smocked waist and side-cinching features. The leggings are completely seamless, offering quality comfort. 100% Tencel fabric.



THE RETREAT

The yoga retreat will take place in the collection's inspirational coastal city, the first being San Juan Del Sur, Nicaragua.

- 4-night accommodated retreats will allow attendees to participate in daily yoga, meditation, local cuisine, environmental and cultural learning moments, as well as volunteer opportunities.
- The first retreat will take place at El Pacifico Hotel. The hotel is part of Casa Oro Group, a tourism company committed to creating an eco-friendly environmental and reducing traveler's carbon footprint. A 10-minute walk down the beach from San Juan del Sur, the properties pool, large common areas, and organic meals make it ideal for accommodating retreats. (Saylawala, 2019).
- Activities include: yoga, meditation, pilates, language + cultural classes, wellness and sustainability workshops, surf lessons and more.
- Volunteer work will include helping planting trees, beach clean-ups, and aiding animal conservations.
- The retreats are an occasion to connect to other yogis and diverse cultures around the world, while bridging the gap between the fashion industry and the athletic wear shopper. Retreat attendees will receive special discounts on merchandise and freebies like reusable tote bags.

6. SOURCING STRUCTURE

Upcycled fabric will be purchased from FabScrap, "a pickup and recycling textiles business located in New York City" (FABSCRAP. (n.d.)). Patchwork designs will also include upcycled fabric leftover from Tierra's previous seasons. The collection will be made out of a combination of Tencel and Econyl fabrics. Tencel fabrics are "produced from sustainably sourced wood through environmentally responsible processes and is completely biodegradable" (TENCEL™ Official Site (n.d.)). Econyl is a regenerated material that can be reconstructed infinitely from nylon waste in landfills and oceans and is produced out of Italy (Econyl). Both Tencel and Econyl will be purchased from fabric stores in Philadelphia and New York City.

Products will be shipped using EcoEnclose, a sustainable packaging resource company that provides recycled existing material "made from either recycled existing material or from regenerative resources (like plants) whose production actually strengthens soils, waterways, habitats, air quality, and local communities" (EcoEnclose (n.d.)).

5. TARGET CUSTOMER

AGE: 35

GENDER: Female

OCCUPATION: Part-time marketing

SALARY: \$60k

EDUCATION: Ivy Undergrad

LOCATION: Philadelphia, PA

MARITAL STATUS: Married

KIDS: 1 toddler

PETS: 1 dog

• VALS TYPE: Experiencer

- Follows trends
- Active lifestyle
- Outgoing
- Values community + friendship
- Spontaneous

(WHEN SHOPPING)

- Price, quality, + environmentally-conscious shopper
- Researches before purchasing
- Shops occasionally in local boutiques and vintage stores
- Prefers to shop while traveling

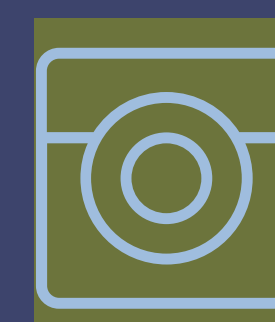
- Participates in yoga, running, + Pilates
- Travels frequently
- Spiritual
- Creative
- Goal oriented + hardworking
- Values sustainability efforts
- Liberal political views

7. MARKETING STRATEGY

Local yoga instructors will be used as social media influencers on Instagram, Twitter, and Facebook.

Influencers receive free Tierra Wear in exchange for photoshoots for website/ads. These instructors will also be part of yoga retreat.

Local events: pop-up yoga, community events, retreat info session. Retreats are an expansion of local pop up events.



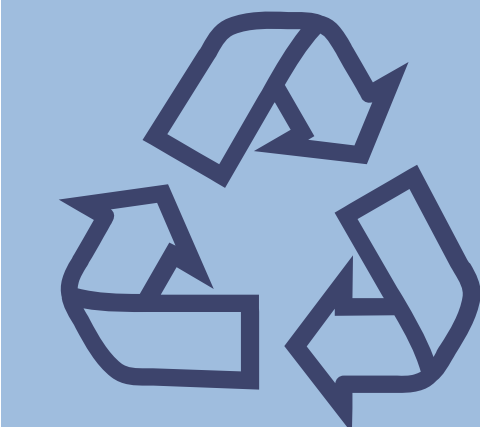
TRIPLE BOTTOM LINE



CLIMATE ACTION: Tierra's principal focus is the planet and eliminating synthetic materials in active-wear as well as reducing the amount of clothing that ends up in landfills.



QUALITY EDUCATION: Tierra concentrates on bridging the gap between the fashion industry and the purchaser by extensively educating consumers as well as connecting diverse cultures around the world. Workshops and yoga retreats are held in rotating local coastal cities that are chosen based on the current collection's theme. Workshop lectures are recorded and available online to inform consumers about synthetic materials contribution to microplastics, the fashion industry's affect on global warming.



RESPONSIBLE CONSUMPTION: Athletic wear is considered to be "high-frequency basics" and commonly has a short life-span (Farra, 2019). Tierra is committed to using fabrics that are long-lasting and can eventually be broken down into new, recycled material. The primary fabrics utilized are recycled cotton, recycled hemp, Econyl, and Tencel. All Tierra products are created with regeneration in mind and, when returned, will be altered into new materials for forthcoming collections.

3.

INDUSTRY/ MARKET ANALYSIS

20.4 MILLION YOGA PRACTITIONERS IN 2012
55.05 MILLION YOGA PRACTITIONERS IN 2020

YOGA = \$11.56 BILLION INDUSTRY
ATHLETIC WEAR = \$100 BILLION INDUSTRY BY 2025

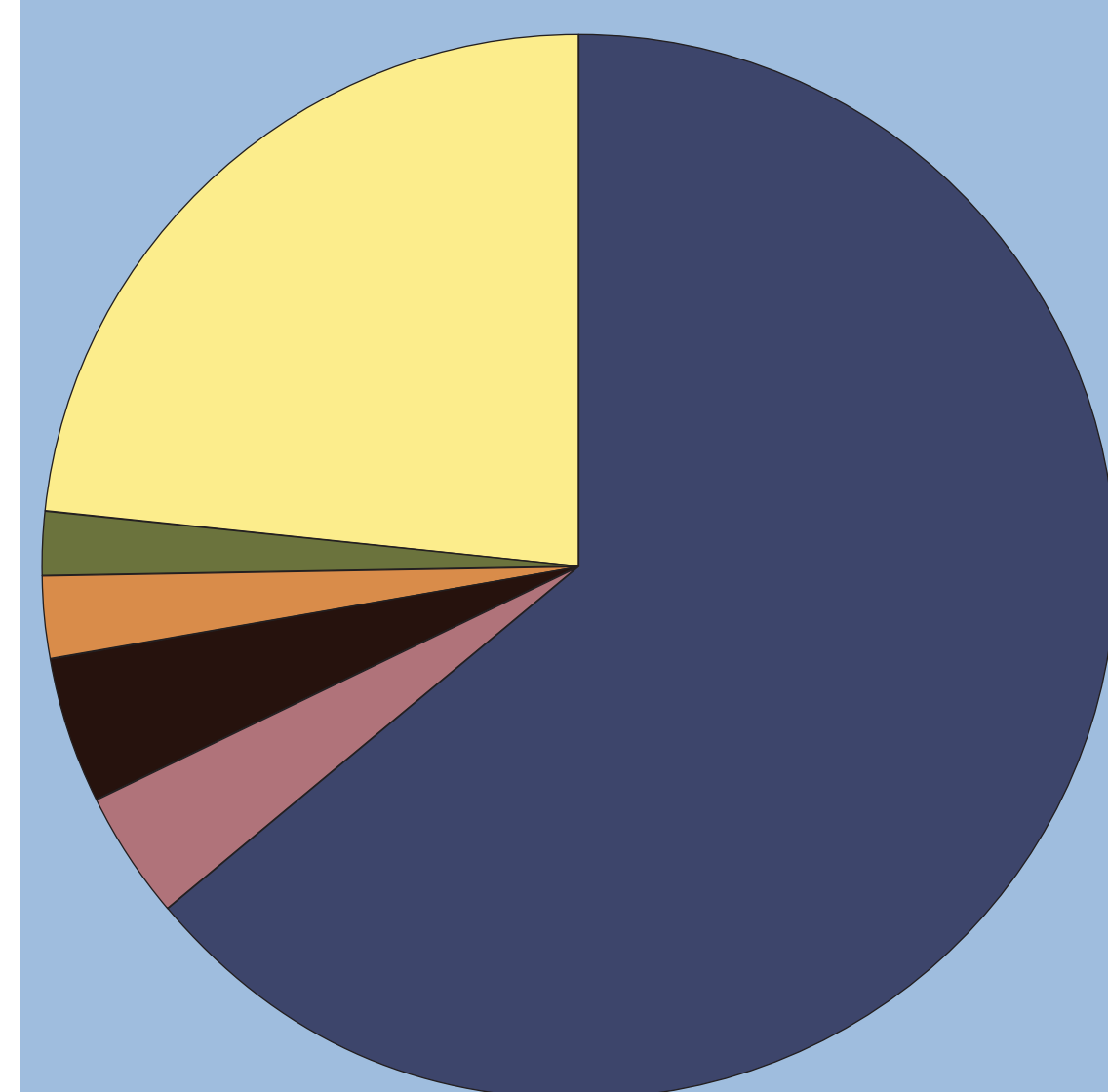
The yoga and athletic wear industry contains a mixture of large and small retailers but is primarily dominated by major companies. "The leading companies within the athleisure market and in the United States between 2017 and 2019 were Nike, followed by Lululemon, Under Armour, and Athleta" (O'Connell, 2020). In 2019, Nike had a brand value of \$47,360 million dollars while Lululemon was valued at \$6,921 million dollars (O'Connell, 2019). In Philadelphia, Lululemon, Under Armour, and Athleta have storefronts on the main shopping street, Walnut Street. Nike can be purchased in all local department stores and has an outlet location in the new Fashion District. The biggest local competitor that is specific to e-commerce athletic wear is Addison Bay. Addison Bay curates fashion-forward and high-performance activewear and "launched in 2018 with the mission of being the premier multi-brand destination for active fashion" (Addison Bay, n.d.). Fabletics is another company that Tierra will find as competition. Fabletics is an online subscription service for monthly activewear clothing that has recently expanded into brick and mortar.

"TRANSFORMING OUR
EARTH,
ONE COASTAL CITY AT A
TIME."

ESRAP Educators for Socially Responsible
Apparel Practices



8. FINANCIAL BUDGET



- COGS
- Start-Up Fees
- Retreats
- Rent
- Marketing
- Employee Salaries

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