MC Elevator pitch Week 7

To begin, I would like everyone to please close their eyes. I want you to imagine yourself in a clothes store, preferably one that you shop at usually. Imagine you’re in the kids section, and if you’re one of the people present who may still fit kids clothes you’re now in the infants section. Now this all you can wear for the next time you come to work. Your shirt is too small? Too bad, deal with it, just go lose some weight fat ass.

Ok you can open your eyes now, while I was speaking, I was observing some of your facial expressions. Some of you had a slight smile maybe at the ridiculous nature of the scenario and you found it funny, some of you had some discomfort present on your face. Well in the scenario I just had you imagine you should now have gained some empathy for those who need plus sized clothing.

I would like to break the remainder of this pitch down into a 3-part acronym, S-M-U. For the first letter S, I’m going to demonstrate 2 scenarios to you and you guys will decide which you think seems more realistic. For the sake of this demonstration, you’re going to have to imagine that this beautiful sample from our clothing line named Divine is massive and fits plus sized people, just work with me on this one. In this scenario I will be one of your regular customers who walks into the store to see our plus sized clothing line displayed in store.   
  
Damn, that’s a cool t shirt! Eh, too bad its massive, alright let me go find something that fits me.

OR

Ew! Clothes for fat people! Disgusting! (throws t shirt) I’m never coming here again.

Now can I get a show of hands, how many of you think that the first scenario was more realistic than the second scenario? 1,2,3,4… oh wait that’s the whole room. Well, glad that we are in agreement that no customer is ever going to be that bothered by the existence of big clothing in a store. Which is why S stands for “so what?”, so what if there are plus sized options in store now, customers will just move on and look for something they can wear. I don’t go to the kid’s section and get mad that the clothes don’t fit me I go to the section where I know there are clothes for me.

Secondly M, M is what you as business owners are all after, money. With the introduction of Divine, in more ways than one you are literally gaining a larger customer base. The plus sized fashion industry is one of the fastest growing in fashion, being valued at 600bn in 2022 and is expected to grow to 1000bn by 2032. Additionally, the younger generations are heavily supporting social causes, constantly pushing inclusivity for all, and this extends to inclusivity for plus sized and plus sized clothing lines like ours as proven by our tiktok account with 50 thousand followers.

To conclude, Divine will do wonders for your brands reputation and revenue generation while also aiding in solving the problem for the plus sized community. Well, some of you would have noticed I have only mentioned 2 out of the 3 letters in the acronym SMU, because U is for, its time for you to add Divine to your stores today. Thank you.

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| Scenario | 5 |
| **Your role** | Designer of a plus-sized clothing line who feels that people of plus-size should have access to fashionable clothing. |
| **Your audience** | Owner of a high-end fashion retail chain who feels that plus-sized clothing will negatively affect her brand’s image. |
| **Your purpose** | Convince your audience to carry your line of clothing. |