



Clothing Essentials Company Minimalist Collection

Product Information & Story





Collection overview

Designed for recent graduates embracing a minimalist lifestyle, this collection offers timeless essentials perfect for balancing a busy work life with a vibrant social scene. Crafted from high-quality, sustainable materials, each piece is designed for comfort, versatility, and effortless style.





Story

The *Minimalist Collection* is a direct response to our customers' desire for options to express their individual style while maintaining a minimalist aesthetic. We heard your feedback – you loved the quality and versatility of our *Lounge Collection*, but you wanted more choices for social occasions, while staying comfy and minimal. The *Minimalist Collection* is our answer.



Product Details



Apparel

- ◆ Neutral color palette for tees and tanks (including earth tones)
- ◆ The long-sleeve and short-sleeve shirts are made from 100% organic cotton.
- ◆ The tank tops are made from a blend of 95% organic cotton and 5% spandex for added stretch and comfort
- ◆ All pieces maintain the relaxed fit prioritizing comfort and versatility
- ◆ Minimalist packaging is used to reduce waste and environmental impact.

Minimalist Collection Customer Feedback & Insights

Positive

- ◆ High satisfaction with quality and comfort of materials
- ◆ Appreciation for the gender-neutral fit and timeless designs
- ◆ Strong demand for more color options and styles

Constructive

- ◆ Desire for a more comprehensive collection with additional pieces to create complete outfits
- ◆ Interest in accessories to complement the minimalist aesthetic

Key Takeaway

- ◆ New item ideas for new collections will directly address these points, offering a wider range of apparel and accessories that cater to the evolving needs of our target audience.

New item ideas cost data

Item	Material Cost	Production Cost	Wholesale Price	Retail Price
Tank Top	\$4.50	\$3.00	\$10.00	\$20.00
Crewneck Sweatshirt	\$8.00	\$5.50	\$18.00	\$36.00
Hoodie	\$10.00	\$6.00	\$20.00	\$40.00
Joggers	\$7.50	\$4.00	\$15.00	\$30.00
Denim Jacket	\$15.00	\$8.00	\$30.00	\$60.00
Canvas Tote Bag	\$3.00	\$2.00	\$8.00	\$16.00
Scarf	\$4.00	\$2.50	\$9.00	\$18.00
Necklace	\$5.00	\$2.00	\$10.00	\$20.00
Earrings	\$3.50	\$1.50	\$7.00	\$14.00
Bracelet	\$4.00	\$1.80	\$8.00	\$16.00

Note: These costs are estimates and may vary based on actual production and material sourcing.



We are confident that the new collections, driven by customer insights and our commitment to quality and sustainability, will resonate strongly with our target market and drive continued growth for Clothing Essentials Company.