

Esteem



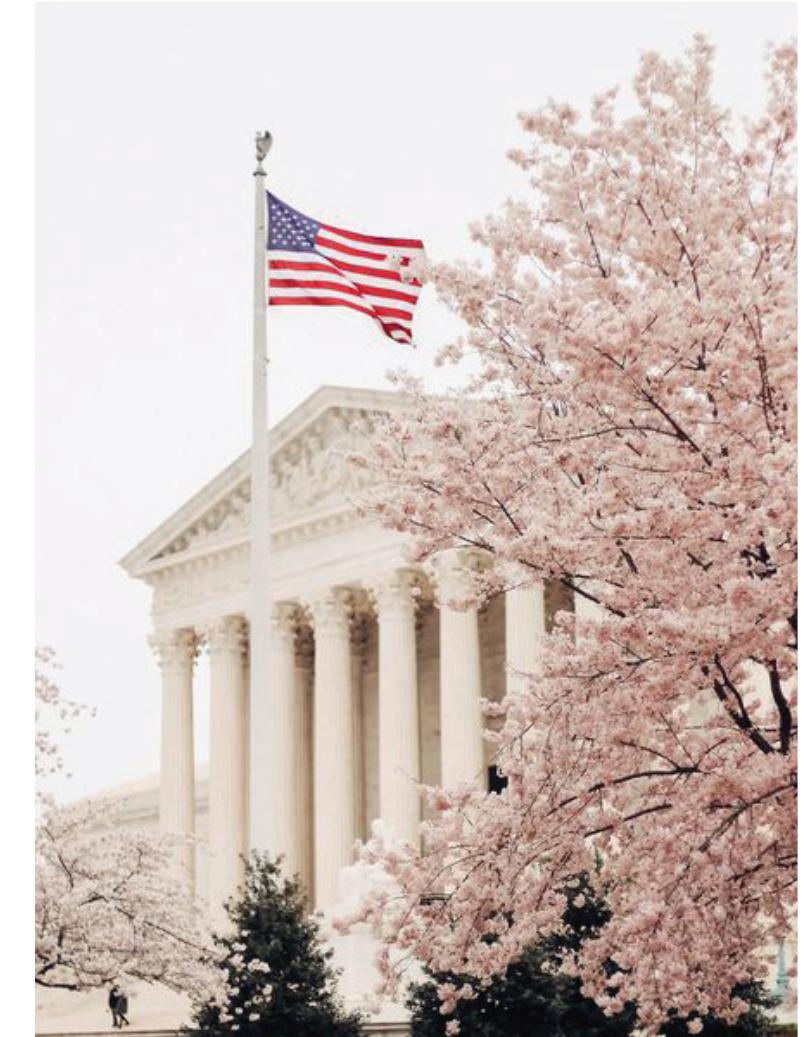
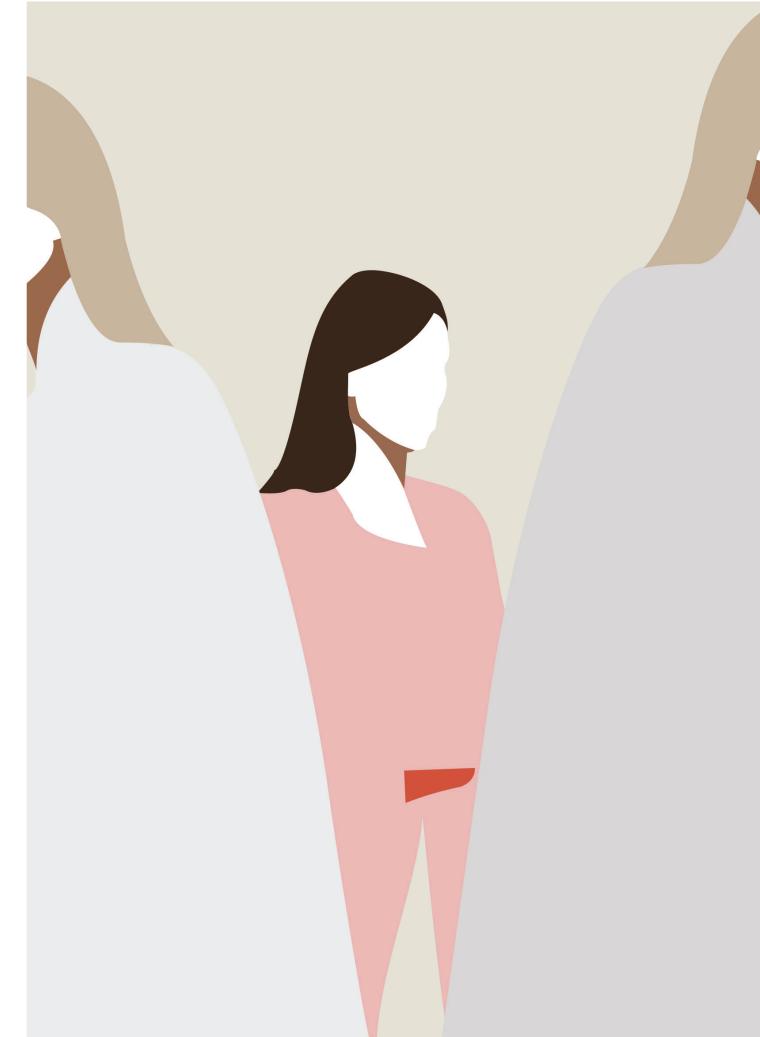
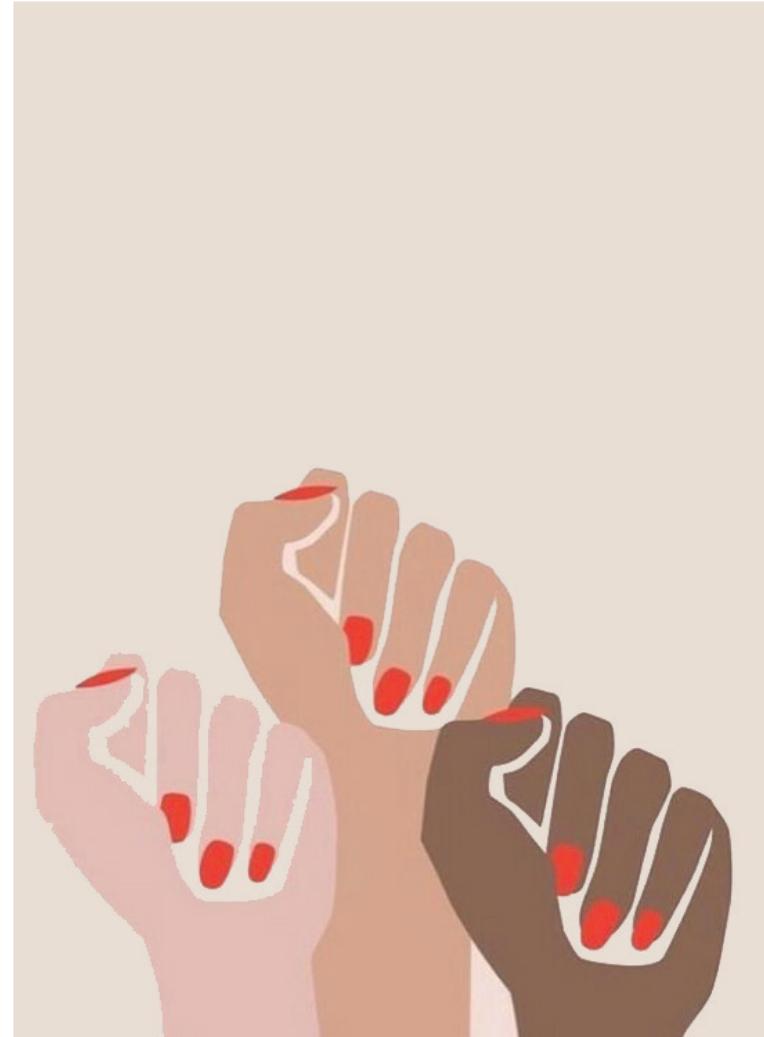
FINAL

THESIS PRESENTATION

Tiffany Bui
04573902

May 15, 2020 | 2:00PM

Academy of Art University
Graduate School of Product Development



OUR BRAND

Professional Workwear
Curated Outfit Styling
Female Empowerment Messaging

OUR BUSINESS

Direct-to-Consumer Retailer
Single Brick and Mortar Location
Specialty sizing for petite customers

LOCATION

Washington D.C.
Penn Quarter



MISSION

Esteem is a contemporary brand that develops professional work wear for the modern working woman. Our mission is to provide career-driven women with pieces that build confidence in today's workplace. Each piece is made with intention to help the professional woman cultivate a dynamic lifestyle and build her self-esteem.

VISION

Esteem aspires to build the professional woman's confidence by becoming the primary destination for specialty sizing options in the U.S. We hope to one day be able to call ourselves an all-inclusive brand that offers petite to plus sizes that fit the need of the modern woman.

PETITE FASHION INDUSTRY

39% of women in U.S. are 5'3" or under

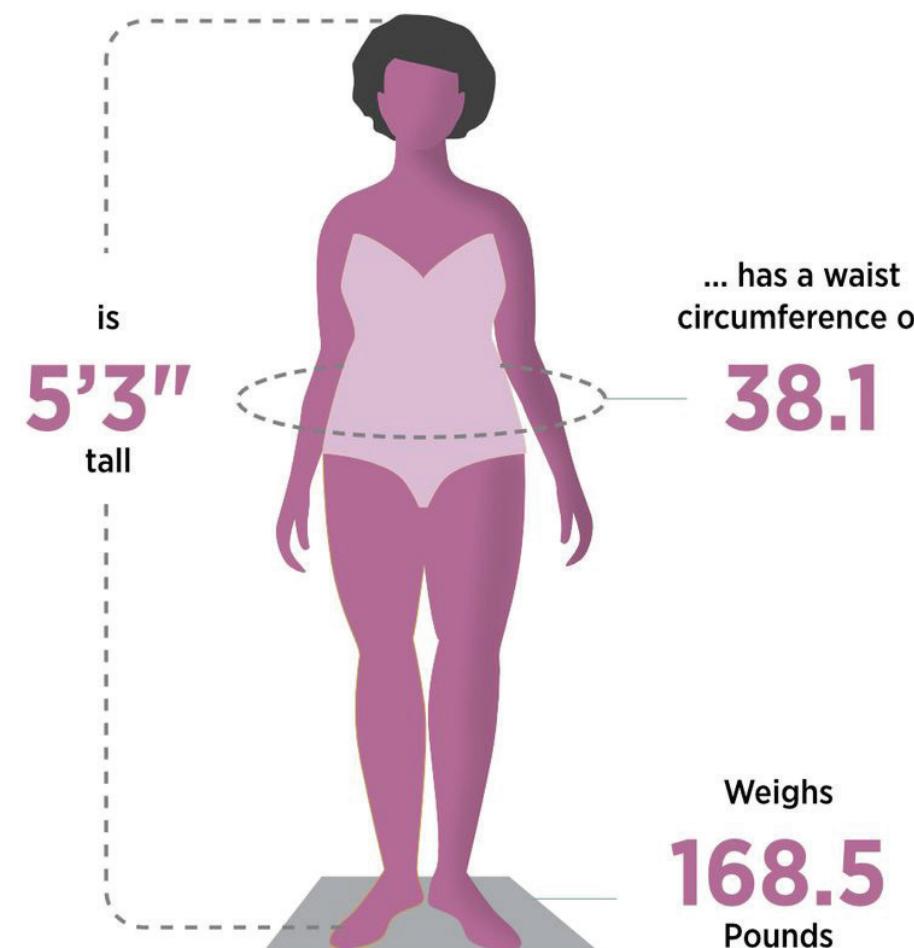
Average American woman is a size 16

Petite shoppers often feel frustrated and leave stores feeling self-conscious about their bodies.

Petite size market is largely under-served

Most brands do not carry petite sizes because of costly development process.

The average American woman...



Source: Racked



\$26.1 BILLION INDUSTRY

Despite growth in casual trends, FastCompany reports that **women's suiting is still a popular industry**.

For corporate industries, **a suit is still deemed the most practical outfit**. (Segran)

GROWTH IN FEMALE LEADERS

Women management roles have jumped from 20% to 30% (2018)

Female CEO appointments doubled from 6% to 12% from 2018-2019

29% of senior management roles held by women

87% of global businesses have atleast 1 women in senior management role (2019)

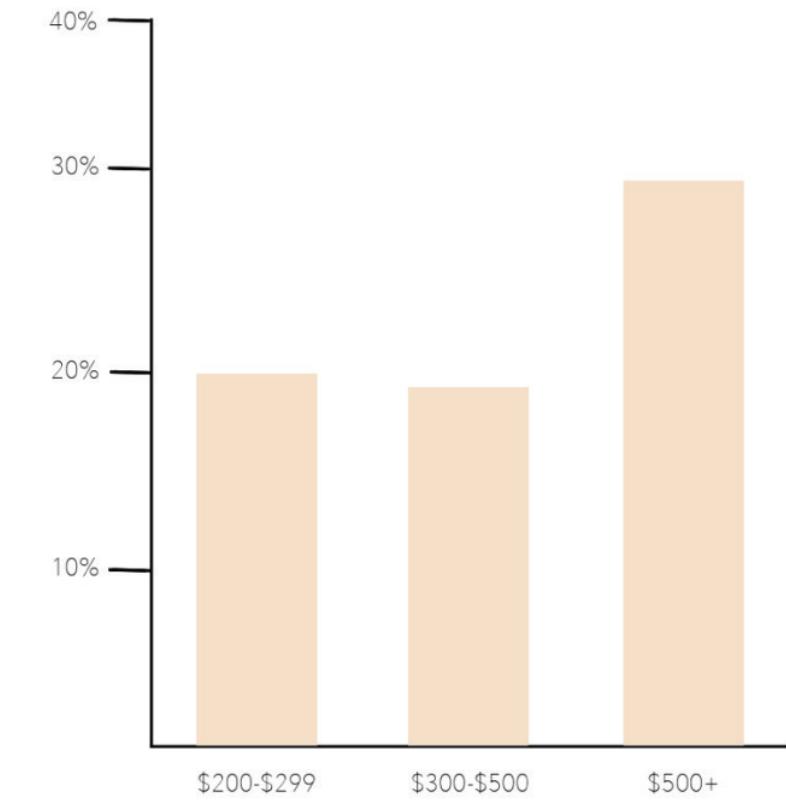
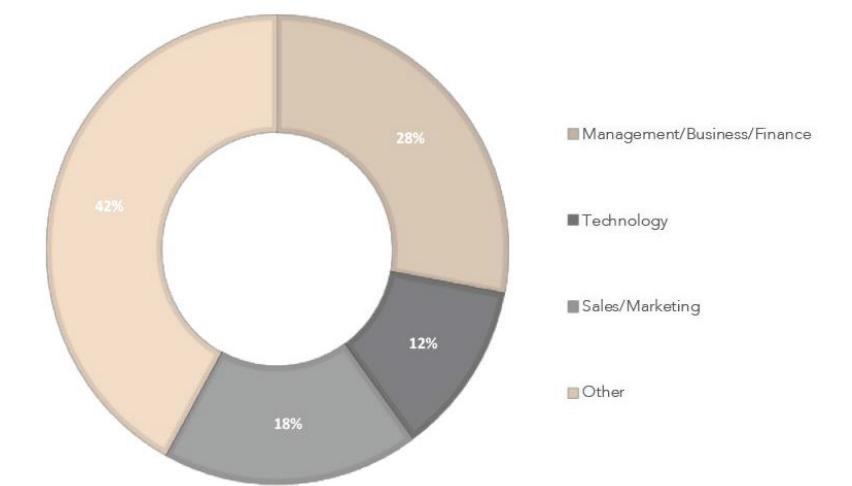


Figure: Monthly Spending on Work Clothes



Industries of Working Women

WOMEN SUFFER FROM DRESS CODE STRESS

Introduction of casual attire in corporate environment

Women do not want to simply wear jeans and t-shirt to work

Quartz reports conflicting thoughts about new dress code expectations

WOMEN REPRESENTING THEIR BRAND

Female-founded startups landed approx. 4,399 investments in 2019.

Communal workspaces drive women to **represent themselves through dress code**.



Source: Chicago Magazine



Source: The Wing



STATE WITH THE MOST YOUNG PROFESSIONALS

D.C. has the most young adults who are well-educated and working business professionals

Most companies in business, finance, and legal sectors

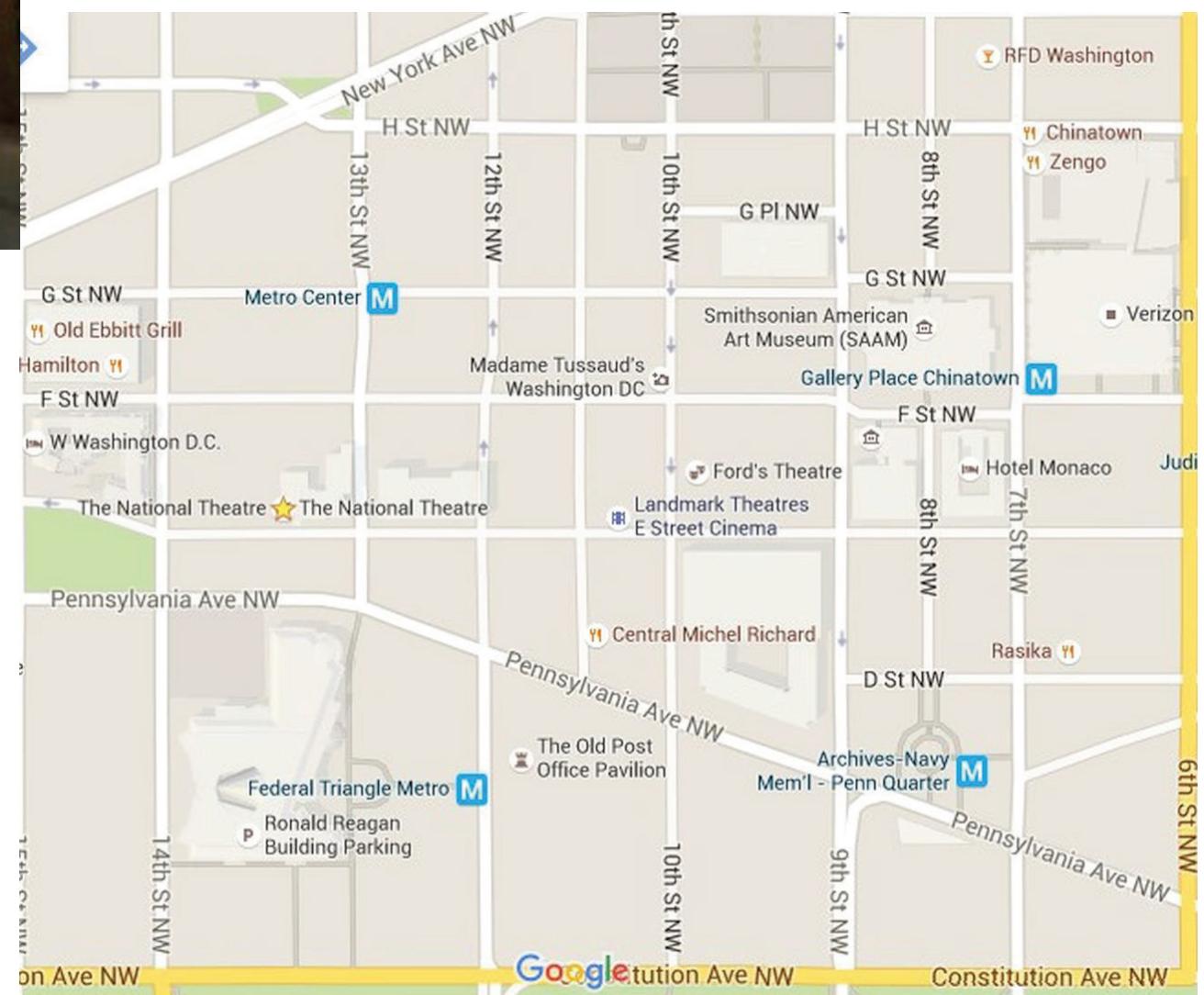
Many young adults move to D.C. for numerous universities and job opportunities

PENN QUARTER / DOWNTOWN

Most appealing area for visitors and locals

Historic area north of White House and other popular activities

Major shopping area known for sports, eateries, and leisure activities





PRIMARY

15.1% LAPTOPS & LATTES (Esri) THE COSMOPOLITANS (Claritas)

Age: 36
Household Annual Income: \$112,000
Urbanicity: Urban
Marital Status: Single / Family
Homeownership: Renter
Employment Levels: business, finance, legal, computer - Mid to Senior level management
Education Levels: College grad / Graduate

PSYCHOGRAPHICS

- Affluent and "partial to city living"
- Interested in stock market rather than housing market
- "Cosmopolitan and connected – technology savvy"
- Active and health conscious
- Image conscious – "nice" clothes is a priority
- Enjoys leisure activities such as arts, outdoors, entertainment, and music
- Shops at higher end markets



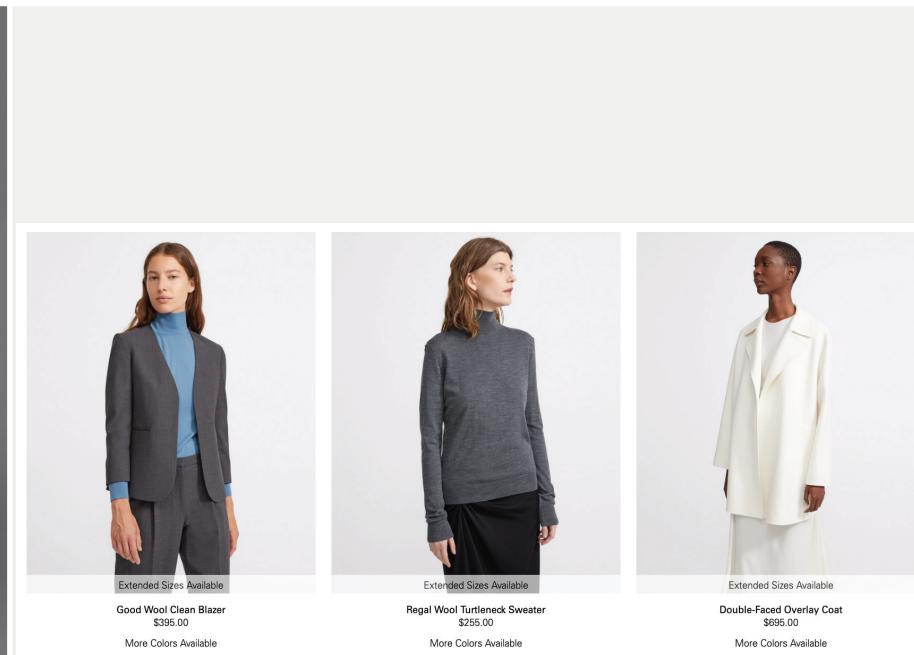
SECONDARY

74% METRO RENTERS (Esri) CONNECTED BOHEMIANS (Claritas)

Median Age: approx. 32
Household Annual Income: \$67,000 - \$76,000
Urbanicity: Urban
Marital Status: Single
Homeownership: Renters
Employment Levels: Management
Education Levels: College grad

PSYCHOGRAPHICS

- Interested in fine arts and strive to be sophisticated
- Values education and creativity
- Takes risks and career-driven
- Works long hours
- Well informed buyer – tech savvy and always an early adopter
- Environmentally conscious / Health-conscious
- Liberal values of society
- Socializing and social status is of value



Theory

Theory originally known for high-quality trousers and standard suiting

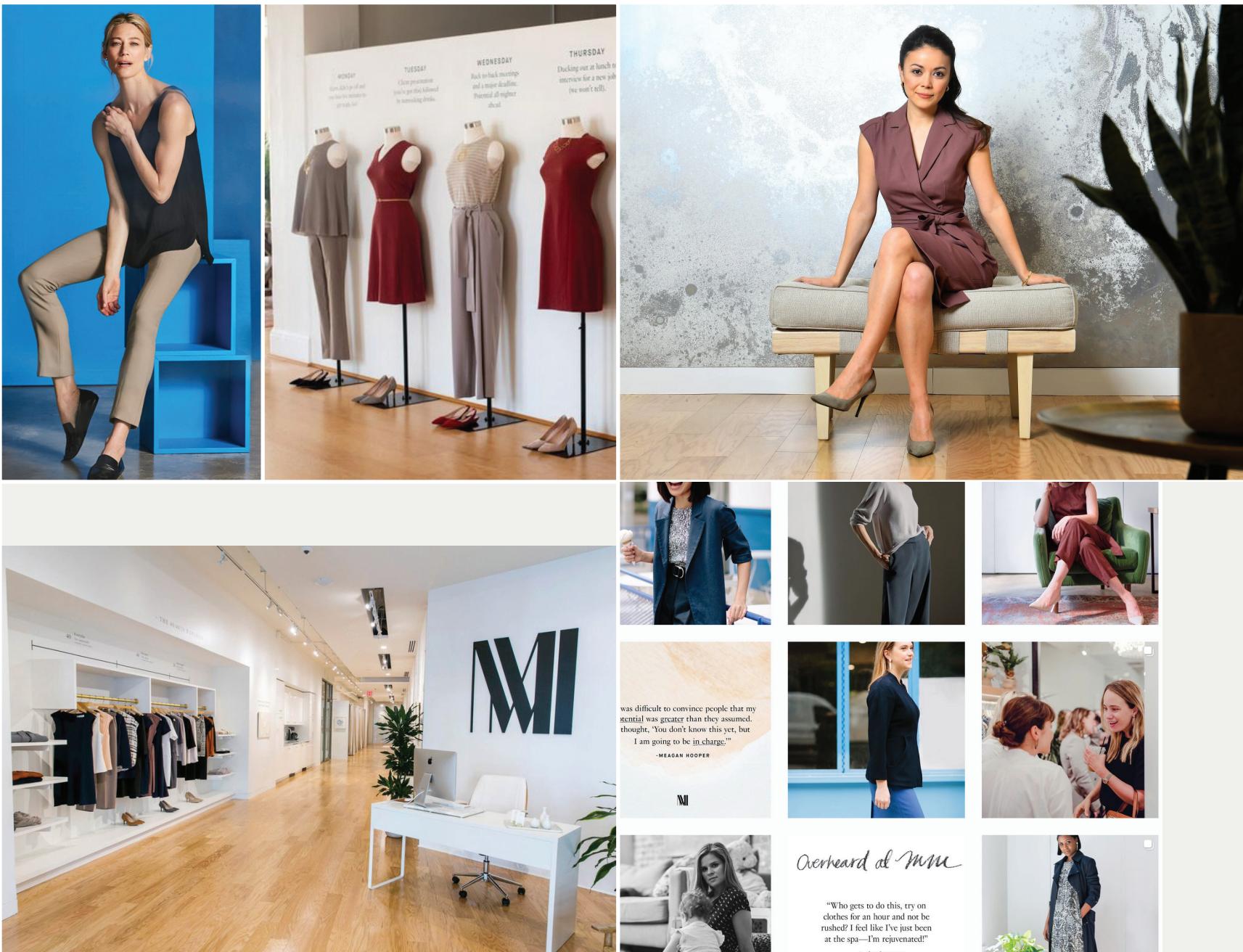
Currently commands the industry with \$1 billion annual sales (2018)

Style is known as tailored, high quality, and minimal

Products consist of jackets, pants, dresses, outerwear, dresses, knits, basics, jumpsuits, skirts, and denim

Contemporary price point

Weak social media due to minimalist brand aesthetic, younger generation does not feel inclined to shop in stores due to intimidation



M.M. LAFLEUR

Emerged when very few brands dedicated full assortment to office apparel

Known for taking "working out of dressing for work"

Versatile suiting, dresses, tops, skirts, pants, jackets

Basic and classic interchangeable silhouettes

9 retail locations in U.S.

E-handbook, bento box

Styling considered conservative and boring

BANANA REPUBLIC

San Francisco based company focusing on "versatile, contemporary classics, designed for today with style that endures."

Sister companies include Gap, Old Navy, Athleta, and Hill City

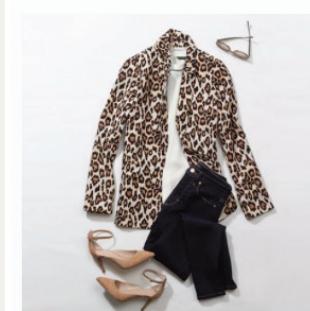
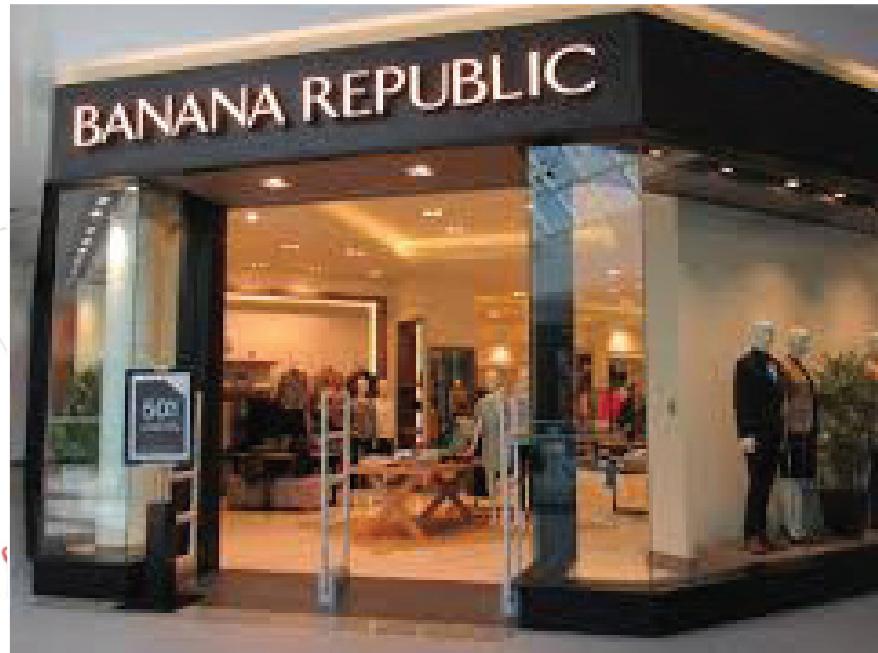
Formal and casual wear - lounge-wear/sleepwear, skirts, shorts, pants, denim, outerwear, suiting, basics, knitwear

Price-point: better to contemporary

750 locations worldwide and online

Conservative and boring brand image to millennials, younger generation does not feel inclined to shop at stores, styles viewed as traditional , clothing heavily relies on discounts

FOR WORK



ANN INC.

Ann Taylor is a part of Ann Taylor Inc. Brands include Ann Taylor LOFT, Ann Taylor Factory, and Loft outlet stores.

Subsidiary brands cater to customers with different income levels

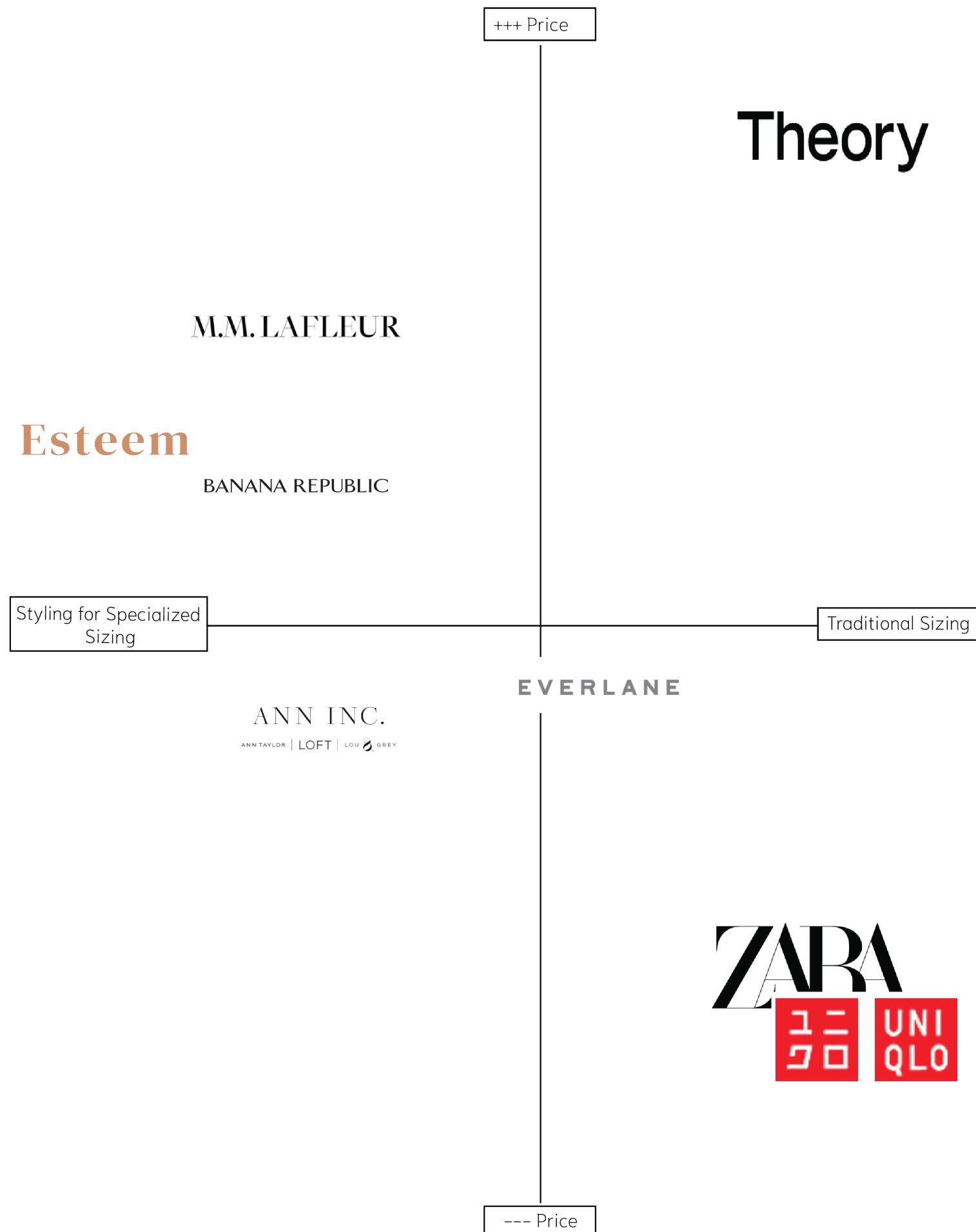
1,025 locations including outlet malls + e-commerce

Offers regular, petite, and tall sizing

Moderate price range

Styling considered too traditional, brand image is viewed for older generation, clothing selection relies heavily on discounts, too many subsidiary brands confuse shoppers





COMPETITIVE ADVANTAGE

Esteem is a unique brand which marketing focuses on female empowerment for millennial working women.

Esteem offers competitive price point for products specializing in petite sizing.

There is low competition for brands that focus on specialty sizing for petite women.

Retail locations offer styling service and events which create unique shopping experience.

No other competitors offer petite sizing only

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Products focus on special sizing styles for petite shoppers• Low competition for petite brands specializing in professional workwear• Use of stretch materials that enhance comfort• Affordable brand for working professional millennials• Versatile product assortment• Focus on styling which catches attention of millennial consumer• Inviting brand image which celebrates femininity and empowerment• Versatile pieces that can be worn formally and casually• Store located in high foot traffic location	<ul style="list-style-type: none">• Weak brand presence in comparison to competitors in the market• Narrow distribution channel - single brick and mortar location based in Washington D.C.• Limited product assortment	<ul style="list-style-type: none">• Develop plus size styles• Offer capsule wardrobe options• Use of social media to build brand awareness• Marketing to neighboring offices to build brand awareness• Using showroom appointments and capsule wardrobe concepts to create new shopping experience for consumers• Start pop-up locations in metropolitan cities to build brand awareness• Host in-store events to build foot traffic and incentivize purchases• Increase purchase incentive by offering alteration services	<ul style="list-style-type: none">• More competition as bigger brands are utilizing similar message of female empowerment• Many body types that are being excluded from product assortment• Possibility of leftover inventory due to niche sizing• Difficult to categorize range of body types to build standard product sizing• Decrease in brick-and-mortar retail purchases due to COVID-19 pandemic• Economic recession leading to decrease in less disposable income for clothing purchases• Increase in work-from-home positions which reduce need for professional work attire

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SOPHISTICATED FEMININITY

CONFIDENT FEMALE FIGURES

ABSTRACT ART

DUSTY PASTEL COLORS

SOFT FLUIDITY

NATURAL TEXTURES

EFFORTLESS STYLING

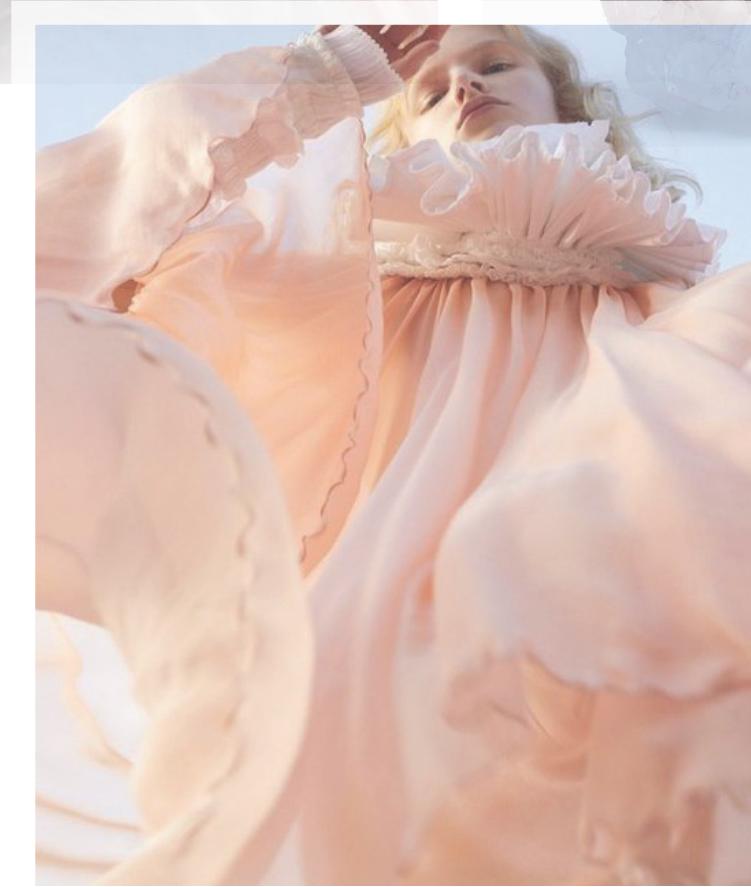
EMPOWERING VERBIAGE





CONTEMPORARY PRICE POINT

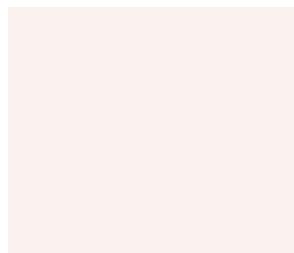
Blazers	180.00 - 215.00
Dresses/Jumpsuits	130.00 - 185.00
Knit Tops	70.00 - 85.00
Outerwear	165.00 - 275.00
Pants	110.00 - 150.00
Skirts	95.00 - 120.00
Sweaters	95.00 - 115.00
Woven Tops	50.00 - 95.00



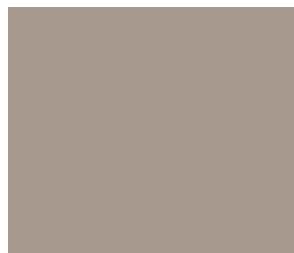
CRYSTALLINE

FEBRUARY 05

COLOR PALETTE



paper kraft



greige



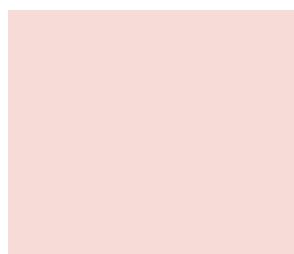
new black



gentry violet



netsuke

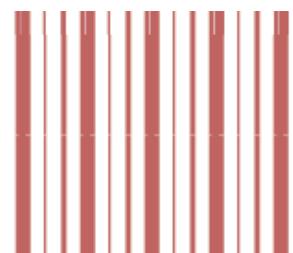


french
heather



candy heart

PRINTS & PATTERN



candy stripe



violet stripe



violet
marble



butter
marble



rose
marble



BELTED WAIST



SILKY TEXTURES



FABRIC



poly/rayon/span twill



cotton sateen



poly bengaline



poly/span satin



sweater knit

TRIMS



marble button



marble buckle



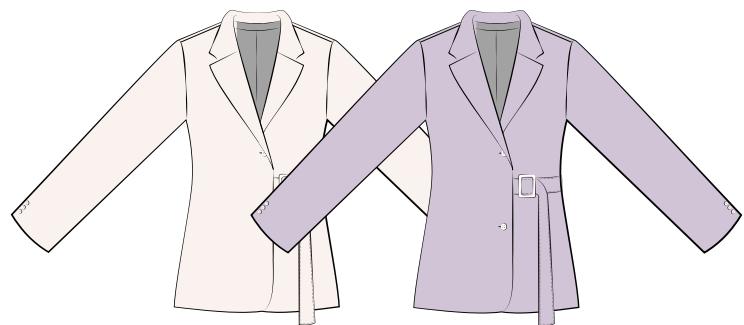
cording



metal snaps



Style Name: **CORE BLAZER**
Style No: ESP1001
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: NEW BLACK, GREAT GREIGE
Price: 180.00

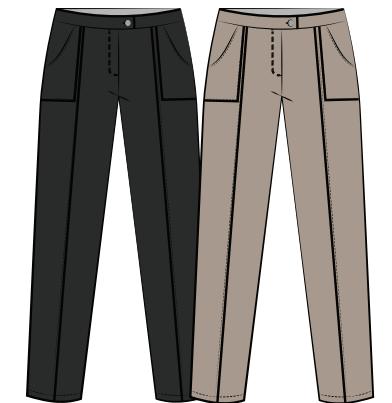


Style Name: **WRAP BLAZER W/BUCKLE**
Style No: ESP1002
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: PAPER KRAFT, GENTRY VIOLET
Price: 210.00



Style Name: **CARGO JACKET W/BUCKLE**
Style No: ESP1003
Size Range: PETITE XS - XL
Fabric Name: POLY BENGALINE
Colorways: NEW BLACK, NETSUKE
Price: 250.00

Style Name: **CORE PANTS**
Style No: ESP1004
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: NEW BLACK, GREAT GREIGE
Price: 110.00



Style Name: **CULOTTES W/EXTENDED TAB**
Style No: ESP1005
Size Range: PETITE XS - XL
Fabric Name: TR SUITING
Colorways: NEW BLACK, CANDY HEART
Price: 120.00



Style Name: **CORE SKIRT**
Style No: ESP1006
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: NEW BLACK, GREAT GREIGE
Price: 95.00



Style Name: **RUCHE SKIRT**
Style No: ESP1007
Size Range: PETITE 0-16
Fabric Name: POLY/SPAN SATIN
Colorways: VIOLET MARBLE, ROSE MARBLE
Price: 120.00





Style Name: **CORE BUTTON UP TOP**
 Style No: ESP1011
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SATEEN
 Colorways: PAPER KRAFT, CANDY STRIPE,
 VIOLET STRIPE
 Price: 70.00, 80.00

Style Name: **SHIRT DRESS W/BUCKLE**
 Style No: ESP1009
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SATEEN
 Colorways: PAPER KRAFT, GREIGE, VIOLET STRIPE
 Price: 130.00, 136.00



Style Name: **TIE NECK BLOUSE**
 Style No: ESP1012
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SATEEN, POLY/SPAN SATIN
 Colorways: PAPER KRAFT, ROSE MARBLE
 Price: 95.00

Style Name: **DRAW STRING DRESS W/PUFF SLEEVE**
 Style No: ESP1010
 Size Range: PETITE XS - XL
 Fabric Name: POLY/SPAN SATIN
 Colorways: PINK MARBLE, BUTTER MARBLE
 Price: 160.00



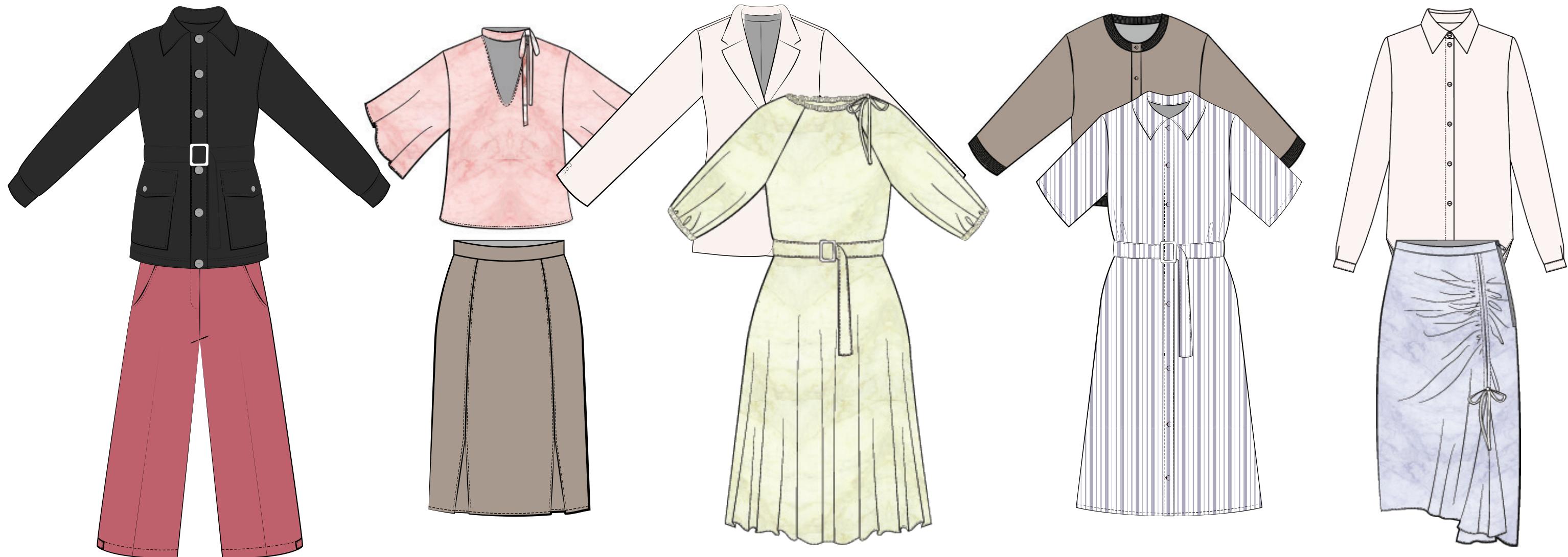
Style Name: **CORE CARDIGAN**
 Style No: ESP1013
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SWEATER KNIT
 Colorways: NEW BLACK, GREIGE, CANDY HEART
 Price: 85.00



Style Name: **FLOUNCE SWEATER**
 Style No: ESU1014
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SATEEN
 Colorways: PAPER KRAFT, NETSUKE
 Price: 115.00



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
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WEEKLY TO DO:

10am, breakfast meeting
4pm, sales meeting

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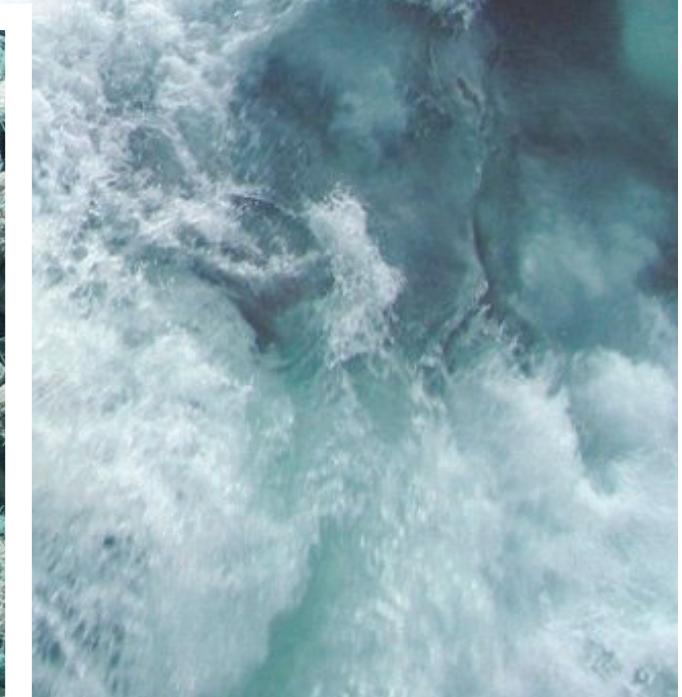
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10am, breakfast meeting
4pm, sales meeting



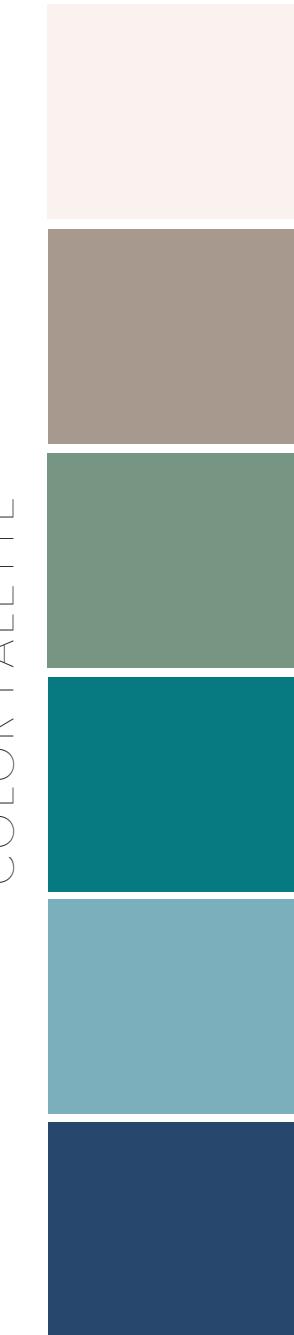
UNDERWATER

APRIL 05





COLOR PALETTE



paper kraft

great greige

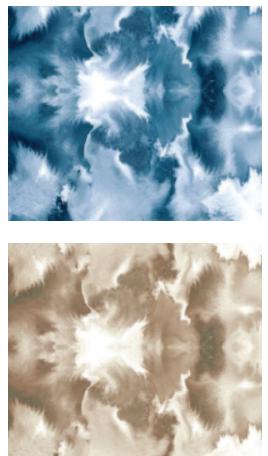
environ green

right as rain

open seas

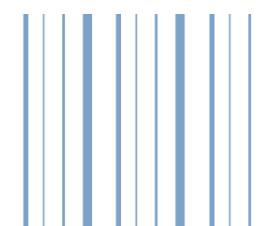
long horizon

PRINTS & PATTERNS



blue splash

camel splash



blue stripe

pleated texture



tassel belt



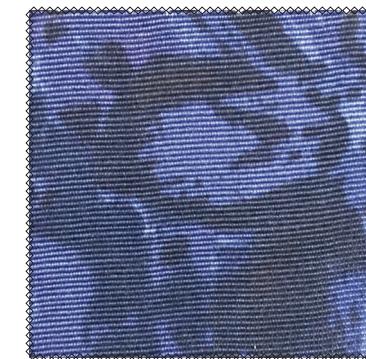
FABRICS



poly/rayon/span twill



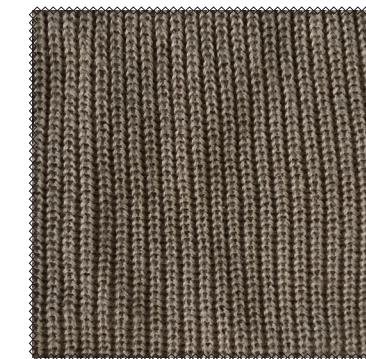
cotton sateen



poly bengaline



poly/span satin



sweater knit

TRIMS



shell buttons



corded belts





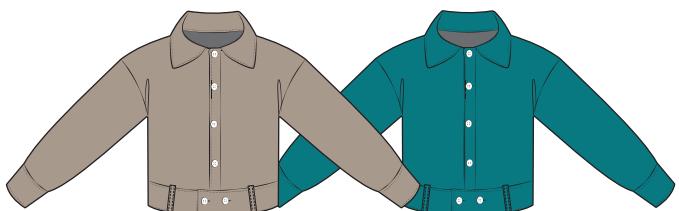
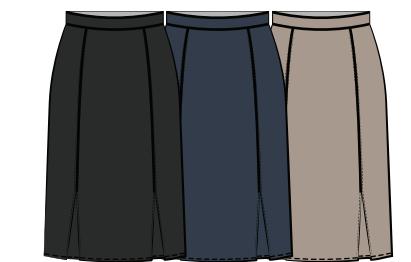
Style Name: **CORE BLAZER**
Style No: ESP1001
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: NEW BLACK, LONG HORIZON
GREAT GREIGE
Price: 180.00

Style Name: **CORE PANTS**
Style No: ESP1004
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: NEW BLACK,
LONG HORIZON, GREIGE
Price: 110.00



Style Name: **COLLARLESS FLARE BLAZER**
Style No: ESP2001
Size Range: PETITE 0-16
Fabric Name: TR SUITING W/TASSEL CORDING
Colorways: ENVIRON GREEN,
PAPER KRAFT
Price: 200.00

Style Name: **CORE SKIRT**
Style No: ESP1006
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: LONG HORIZON, GREIGE
Price: 95.00



Style Name: **BENGALINE JACKET**
Style No: ESP2002
Size Range: PETITE XS - XL
Fabric Name: POLY BENGALINE
Colorways: GREAT GREIGE, RIGHT AS RAIN
Price: 245.00

Style Name: **PAPER BAG PANTS**
Style No: ESP2003
Size Range: PETITE 0-16
Fabric Name: POLY BENGALINE
Colorways: PAPER KRAFT, ENVIRON
GREEN
Price: 120.00



Style Name: **SIDE PLEATED SKIRT**
Style No: ESP2004
Size Range: PETITE XS-XL
Fabric Name: POLY/SPAN SATIN
Colorways: OPEN SEAS, BLUE TIE DYE,
GOLDEN TIE DYE
Price: 110.00





Style Name: **SHEATH DRESS**
 Style No: ESP2005
 Size Range: PETITE 0-16
 Fabric Name: TR SUITING
 Colorways: RIGHT AS RAIN, BLUE SPLASH
 Price: 145.00

Style Name: **LAYERING CAMI**
 Style No: ESP2007
 Size Range: PETITE XS-XL
 Fabric Name: RAYON SATIN
 Colorways: PAPER KRAFT, RIGHT AS RAIN, BLUE SPLASH
 Price: 50.00 / 60.00



Style Name: **BUCKLE JUMPSUIT**
 Style No: ESP2006
 Size Range: PETITE 0-16
 Fabric Name: POLY BENGALINE W/ TASSEL BELT
 Colorways: LONG HORIZON, PAPER KRAFT
 Price: 160.00

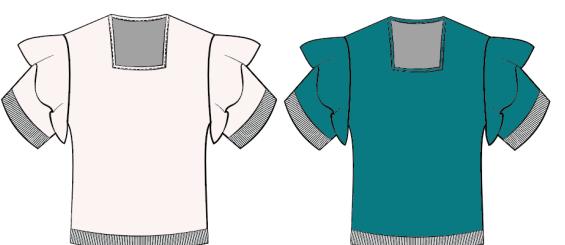
Style Name: **CORE BUTTON UP TOP**
 Style No: ESP1011
 Size Range: PETITE XS-XL
 Fabric Name: COTTON SATEEN
 Colorways: PAPER KRAFT, NAVY, BLUE STRIPE
 Price: 70.00 / 80.00

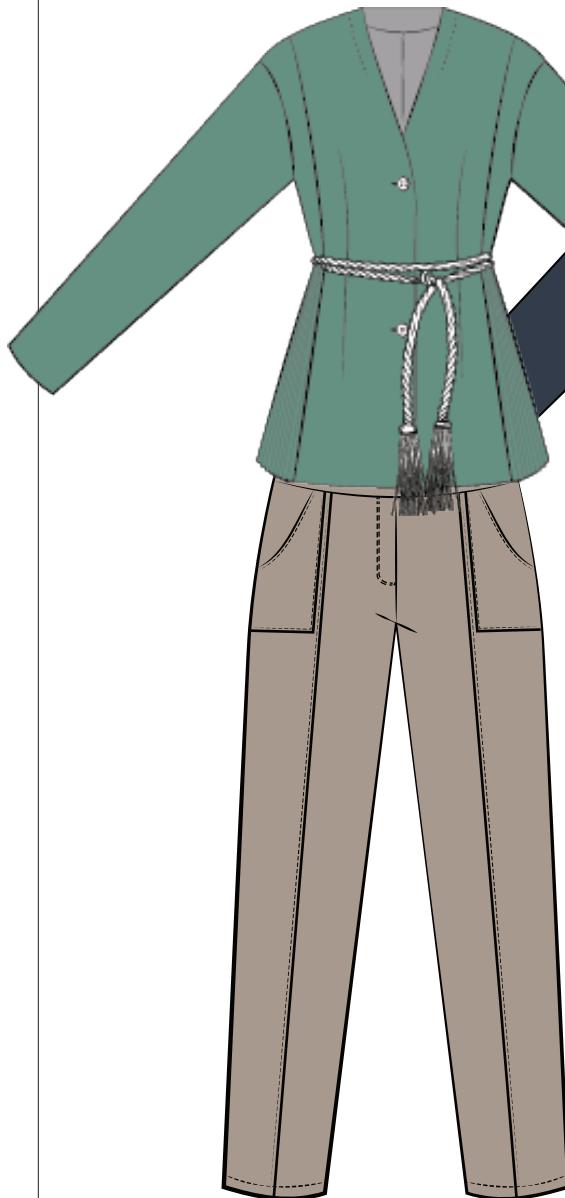


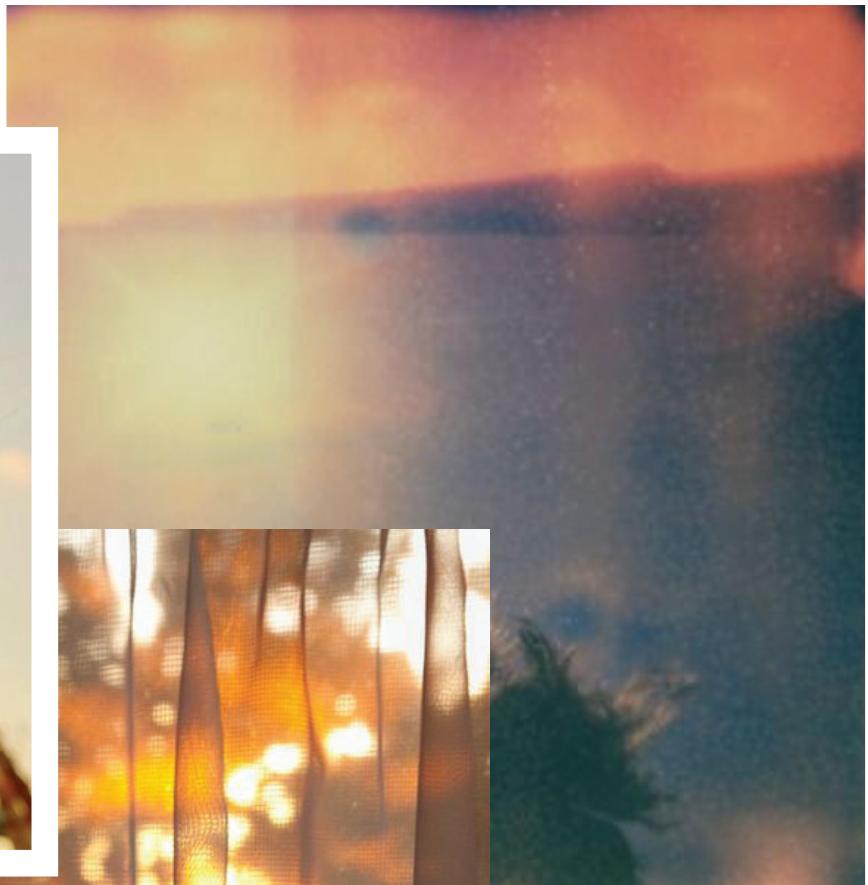
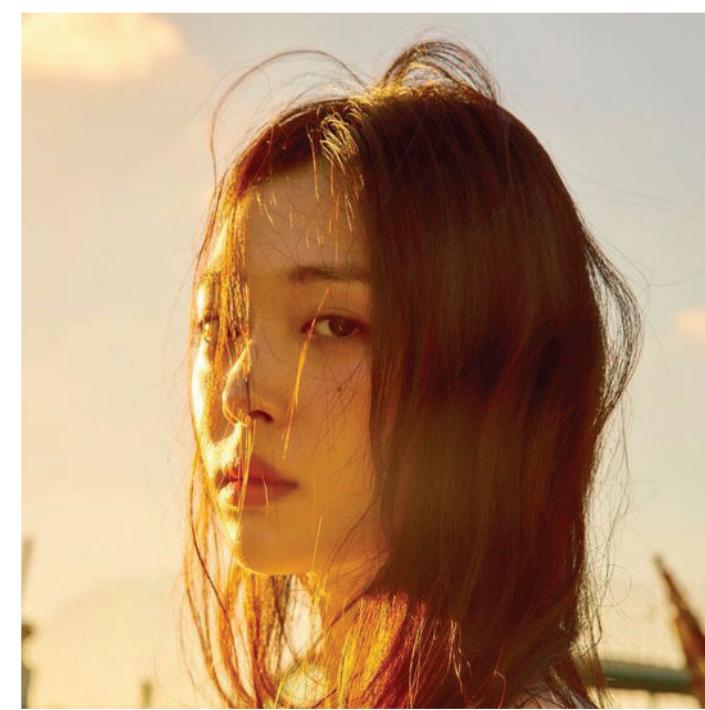
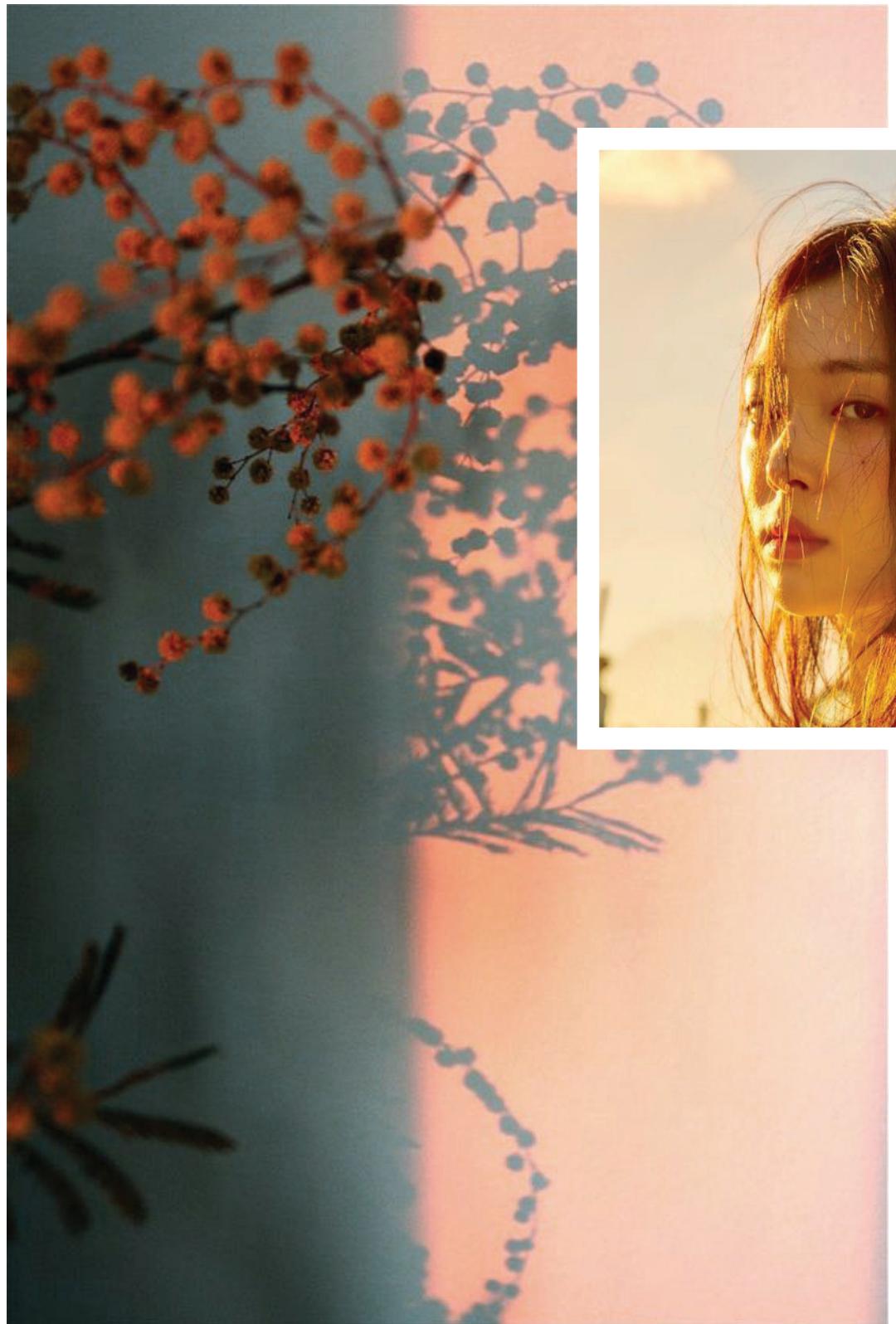
Style Name: **CORE CARDIGAN**
 Style No: ESP1013
 Size Range: PETITE XS-XL
 Fabric Name: COTTON SWEATER KNIT
 Colorways: GREIGE, PAPER KRAFT, LONG HORIZON
 Price: 85.00



Style Name: **FLOUNCE SLEEVE SWEATER**
 Style No: ESP2008
 Size Range: PETITE XS-XL
 Fabric Name: COTTON SWEATER KNIT
 Colorways: PAPER KRAFT, RIGHT AS RAIN
 Price: 95.00

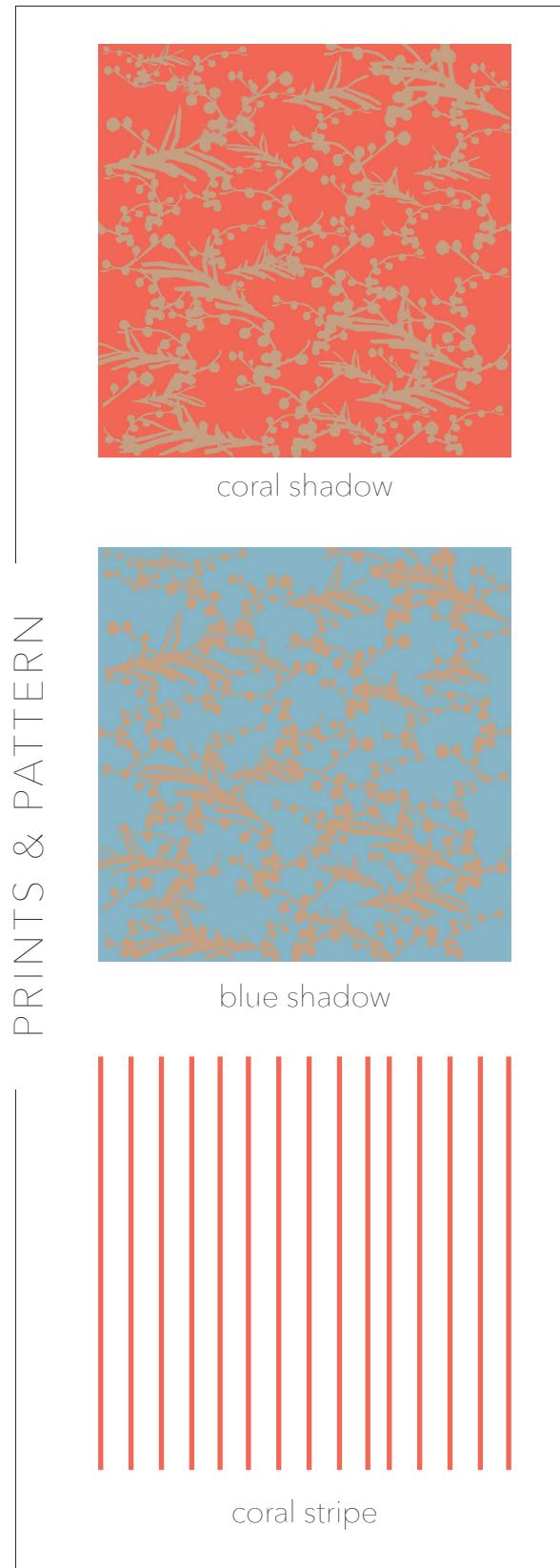
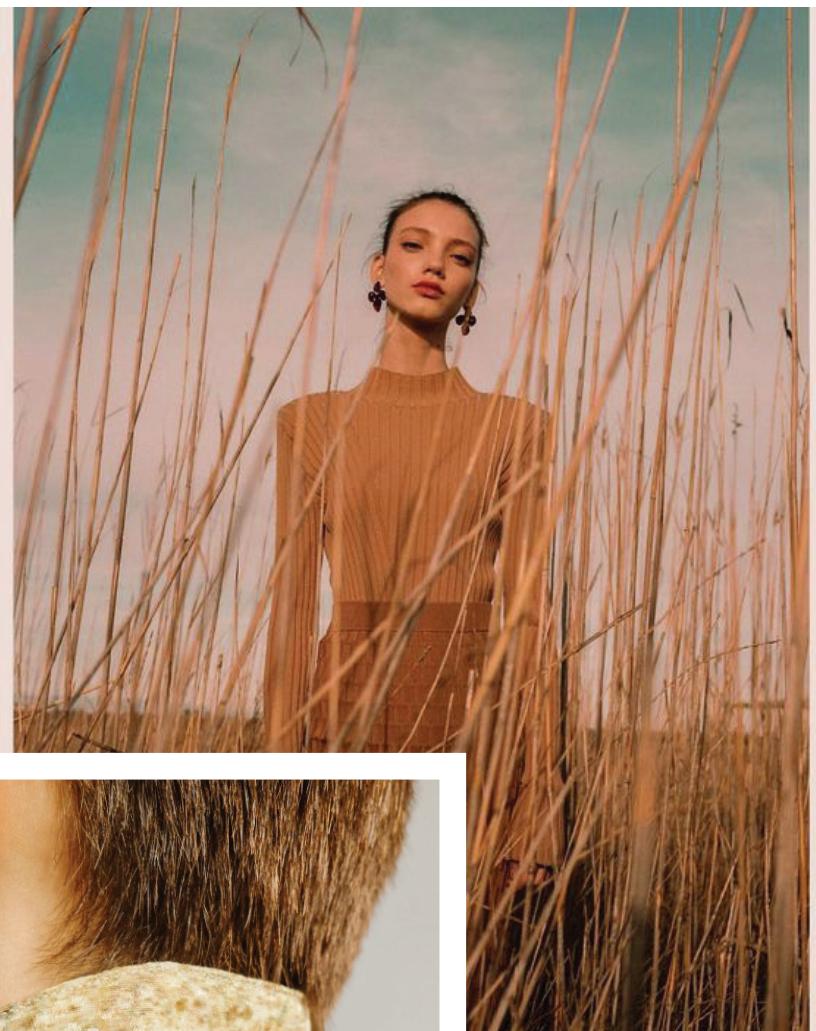
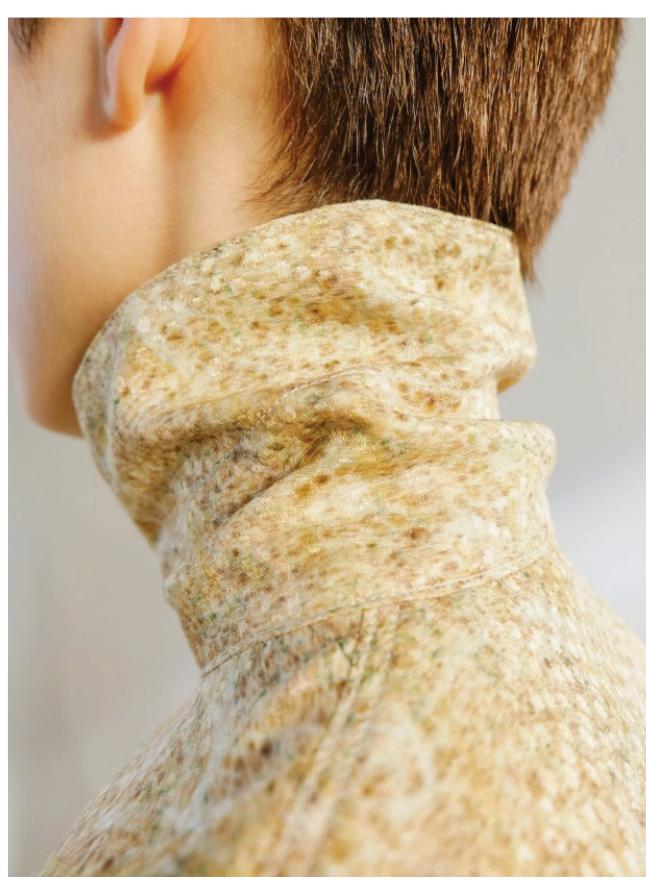
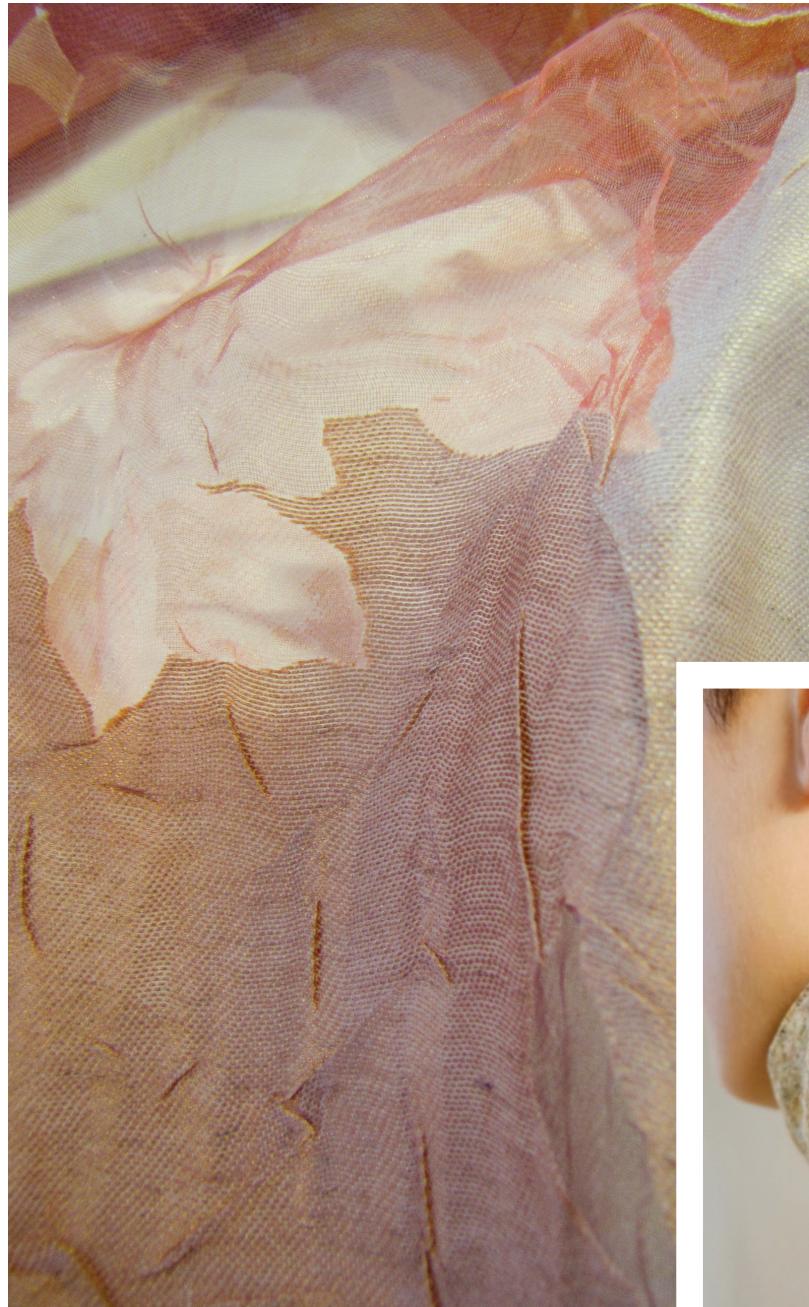


MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				
WEEKLY TO DO:	WEEKLY T.O.D.O.	WEEKLY TO DO:	WEEKLY TO DO:	WEEKLY TO DO:
10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting



SUMMER — DAWN

JUNE 05



FABRICS



poly/rayon/span twill



cotton sateen



linen



poly/span satin



poly crepe



sweater knit

TRIMS



pearl button



pearl & gold brooch

elongated necklines



asymmetrical details





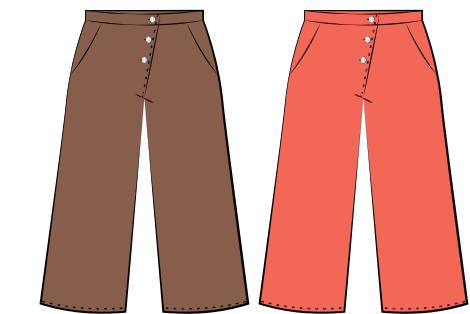
Style Name: **CORE BLAZER**
Style No: ESP1001
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: PAPER KRAFT, NEW BLACK, NEO MINT
Price: 180.00

Style Name: **CORE PANTS**
Style No: ESP1004
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: PAPER KRAFT, NEW BLACK, NEO MINT
Price: 110.00



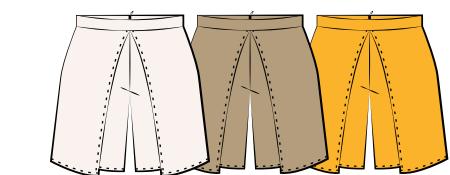
Style Name: **COLLARLESS BLAZER W/PATCH POCKET**
Style No: ESU1001
Size Range: PETITE XS - XL
Fabric Name: LINEN
Colorways: PAPER KRAFT, PALE WHEAT
Price: 165.00

Style Name: **FLY FRONT CULOTTES**
Style No: ESU1002
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: GOLDEN OCHRE, BRIGHT CORAL
Price: 120.00



Style Name: **CORE BUTTON UP TOP**
Style No: ESP1011
Size Range: PETITE XS - XL
Fabric Name: COTTON SATEEN
Colorways: PAPER KRAFT, CORAL STRIPE, GOLDEN OCHRE
Price: 80.00

Style Name: **POP OVER SHORTS**
Style No: ESU1004
Size Range: PETITE XS - XL
Fabric Name: LINEN
Colorways: PAPER KRAFT, PALE WHEAT, SAFFRON
Price: 100.00



Style Name: **MOCK NECK BLOUSE W/CUFF TIE**
Style No: ESU1007
Size Range: PETITE XS - XL
Fabric Name: COTTON SATEEN, POLY CREPE
Colorways: BRIGHT CORAL, BLUE SHADOW
PAPER KRAFT
Price: 80.00, 95.00



CORE SKIRT
 Style Name: CORE SKIRT
 Style No: ESP1006
 Size Range: PETITE 0-16
 Fabric Name: TR SUITING
 Colorways: PAPER KRAFT, NEW BLACK, NEO MINT
 Price: 95.00



ASYMMETRICAL SKIRT
 Style Name: ASYMMETRICAL SKIRT
 Style No: ESU1003
 Size Range: PETITE XS - XL
 Fabric Name: POLY / SPAN SATIN
 Colorways: CORAL SHADOW, BLUE SHADOW
 Price: 120.00



ASSYM MOCK NECK DRESS
 Style Name: ASSYM MOCK NECK DRESS
 Style No: ESU1005
 Size Range: PETITE 0-16
 Fabric Name: POLY / SPAN SATIN, POLY CREPE
 Colorways: NEO MINT, CORAL SHADOW
 Price: 150.00, 160.00

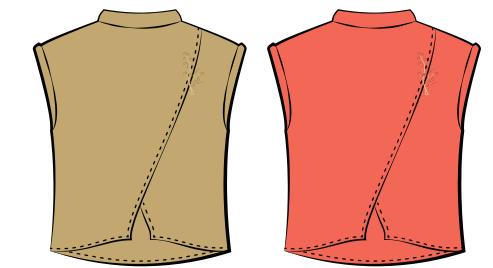


ONE SHOULDER DRESS
 Style Name: ONE SHOULDER DRESS
 Style No: ESU1006
 Size Range: PETITE XS - XL
 Fabric Name: POLY CREPE, STRETCH RAYON SATIN
 Colorways: BLUE SHADOW, SAFFRON
 PAPER KRAFT
 Price: 170.00, 185.00

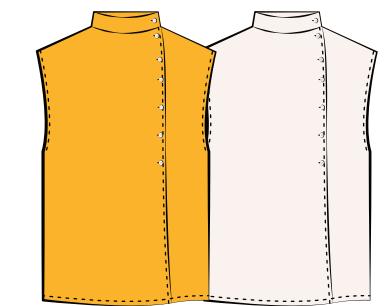
CORE CARDIGAN
 Style Name: CORE CARDIGAN
 Style No: ESP1013
 Size Range: PETITE XS-XL
 Fabric Name: COTTON SWEATER KNIT
 Colorways: GOLDEN OCHRE, PAPER KRAFT
 Price: 85.00

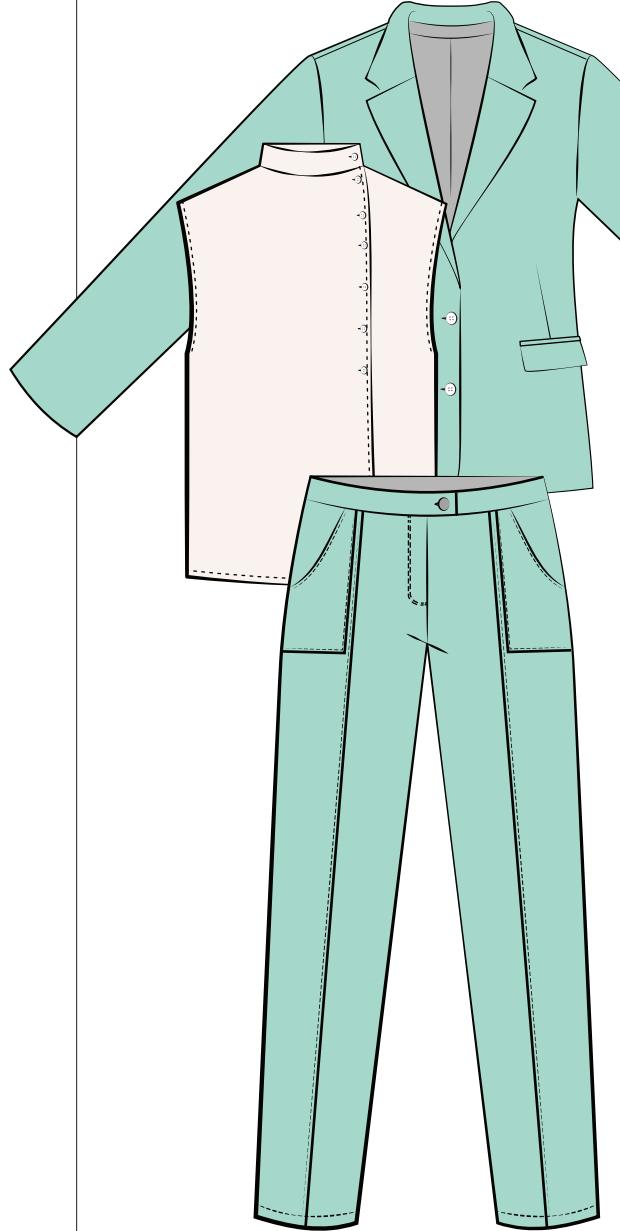
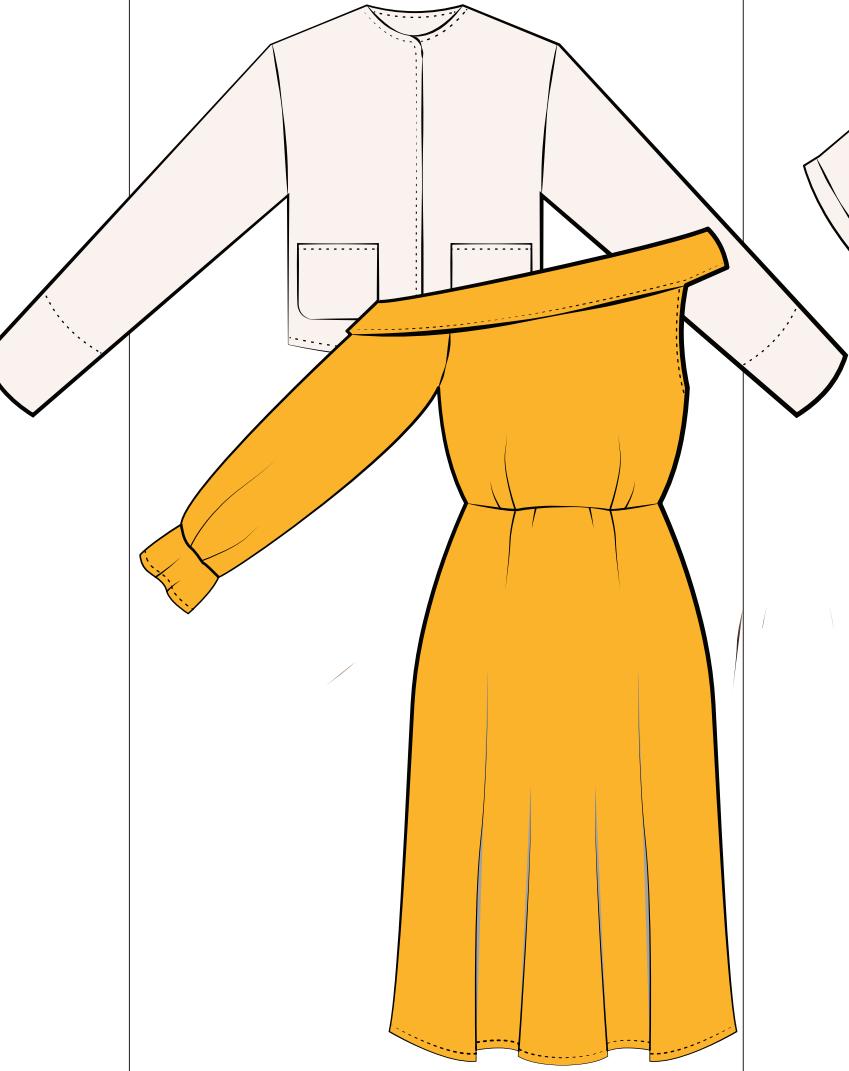
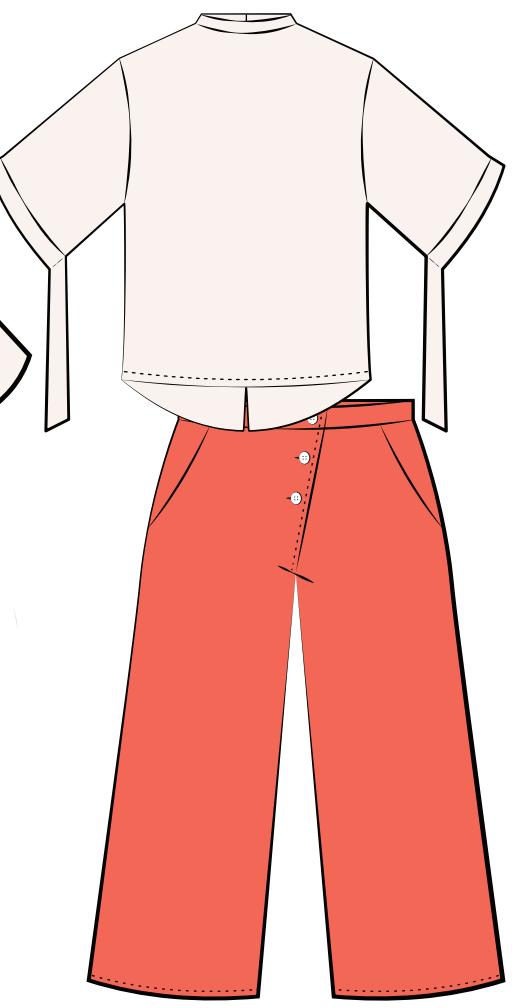


ASSYM FRONT SWEATER
 Style Name: ASSYM FRONT SWEATER
 Style No: ESU1008
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SWEATER KNIT W/BROOCH
 Colorways: PALE WHEAT, BRIGHT CORAL
 Price: 95.00



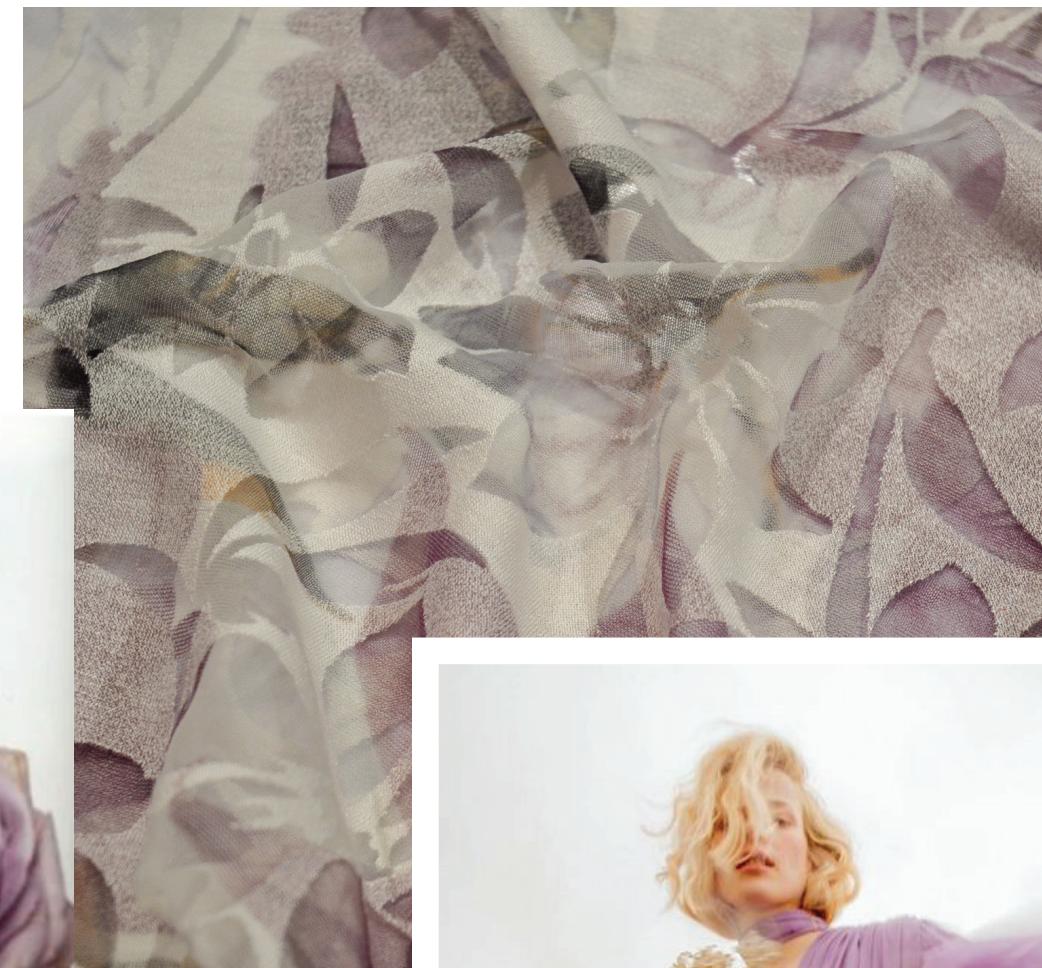
MOCK NECK BUTTON UP KNIT
 Style Name: MOCK NECK BUTTON UP KNIT
 Style No: ESU1009
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SWEATER KNIT
 Colorways: PAPER KRAFT, SAFFRON
 Price: 85.00



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				
WEEKLY TO DO: <hr/> <hr/> <hr/>	WEEKLY TO DO: <hr/> <hr/> <hr/>	WEEKLY TO DO: <hr/> <hr/> <hr/>	WEEKLY TO DO: <hr/> <hr/> <hr/>	WEEKLY TO DO: <hr/> <hr/> <hr/>
10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting

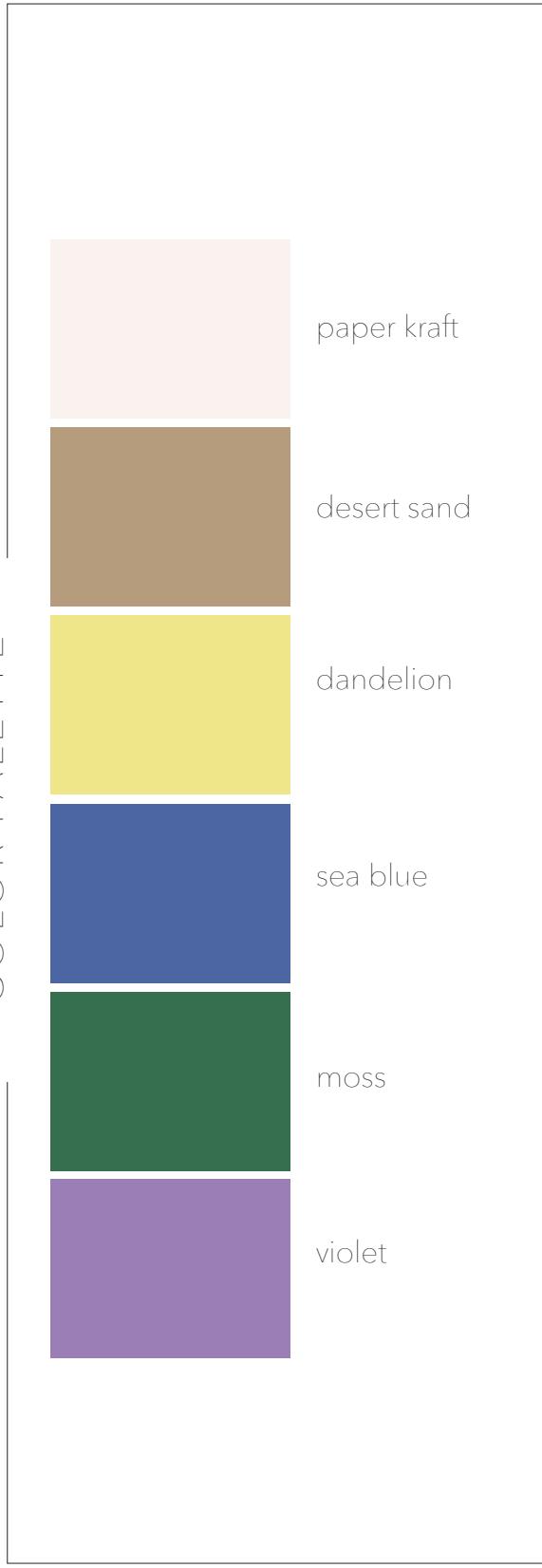
DULL – VIOLET

JULY 05





COLOR PALETTE



PRINTS & PATTERNS

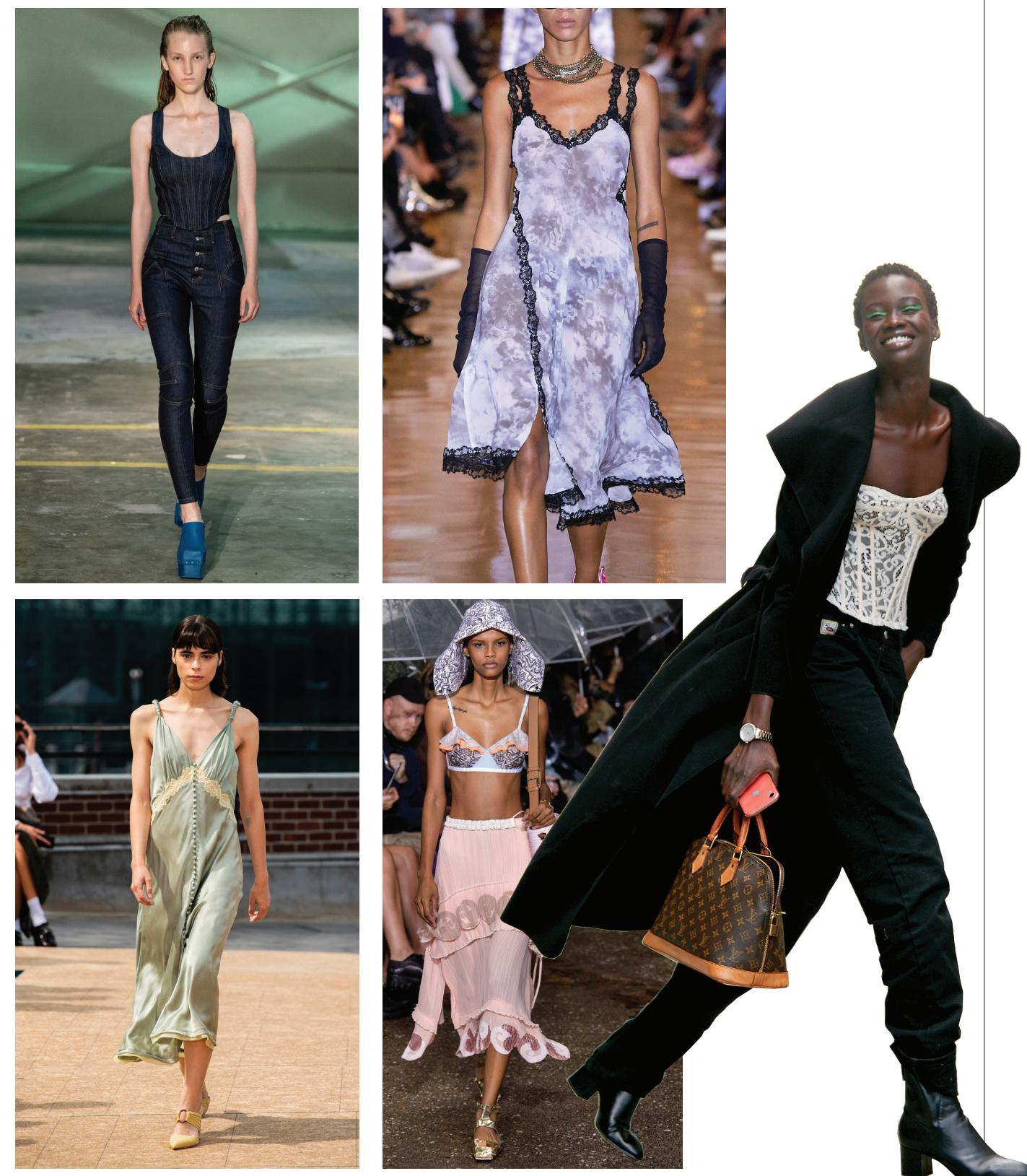


violet floral

wrapped up



intimates inspired



FABRICS



poly/rayon/span twill



cotton sateen



poly/span satin



sweater knit

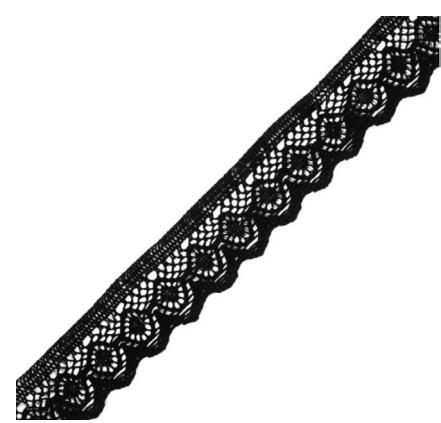


nylon/span lace

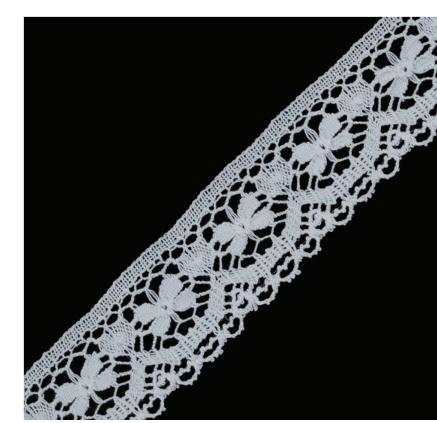


poly crepe

TRIMS



lace



lace



Style Name: **CORE BLAZER**
Style No: ESP1001
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: PAPER KRAFT, BLACK, MOSS
Price: 180.00

Style Name: **CORE PANTS**
Style No: ESP1004
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: PAPER KRAFT, BLACK, MOSS
Price: 110.00



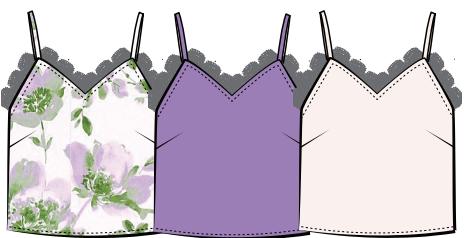
Style Name: **CORE BUTTON UP TOP**
Style No: ESP1011
Size Range: PETITE XS - XL
Fabric Name: COTTON SATEEN
Colorways: PAPER KRAFT, SEA BLUE
Price: 80.00

Style Name: **WRAP SHORTS**
Style No: ESU2002
Size Range: PETITE XS - XL
Fabric Name: TR SUITING
Colorways: DESERT SAND, MOSS
Price: 90.00



Style Name: **SLEEVELESS WRAP TOP**
Style No: ESU2008
Size Range: PETITE XS - XL
Fabric Name: POLY CREPE, STRETCH SATIN
Colorways: VIOLET, VIOLET FLORAL
Price: 75.00, 85.00

Style Name: **DRAPY WIDE LEG PANTS**
Style No: ESU2001
Size Range: PETITE 0-16
Fabric Name: TR SUITING W/LACE TRIM
Colorways: PAPER KRAFT, SEA BLUE
Price: 120.00

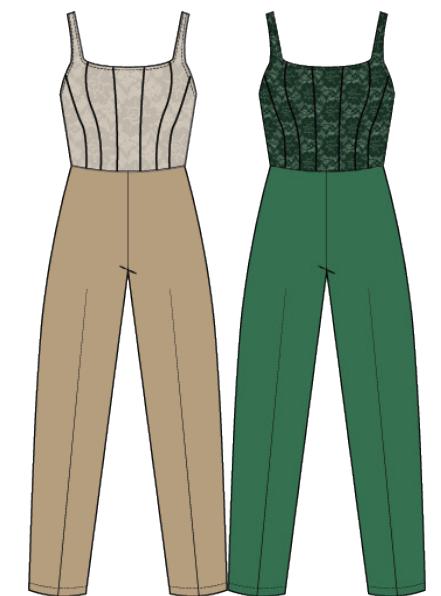


Style Name: **LACE TRIM CAMI**
Style No: ESU2006
Size Range: PETITE XS - XL
Fabric Name: POLY CREPE, STRETCH SATIN,
LACE TRIM
Colorways: VIOLET FLORAL, VIOLET,
PAPER KRAFT
Price: 55.00, 65.00



Style Name: **CORE SUITING SKIRT**
 Style No: ESP1006
 Size Range: PETITE 0-16
 Fabric Name: TR SUITING
 Colorways: PAPER KRAFT, BLACK, MOSS
 Price: 95.00

Style Name: **BUSTIER JUMPSUIT**
 Style No: ESU2005
 Size Range: PETITE 0-16
 Fabric Name: TR SUITING W/NYLON & SPAN LACE
 Colorways: MOSS, DESERT SAND
 Price: 150.00



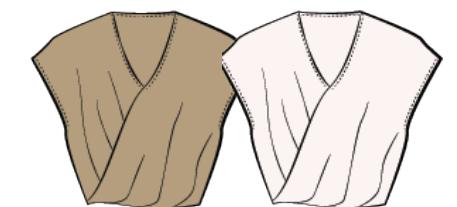
Style Name: **WRAP SKIRT**
 Style No: ESU2003
 Size Range: PETITE XS - XL
 Fabric Name: POLY / SPAN SATIN
 Colorways: VIOLET, VIOLET FLORAL
 Price: 120.00

Style Name: **CORE CARDIGAN**
 Style No: ESP1013
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SWEATER KNIT W/LACE
 Colorways: PAPER KRAFT, DANDELION
 Price: 85.00

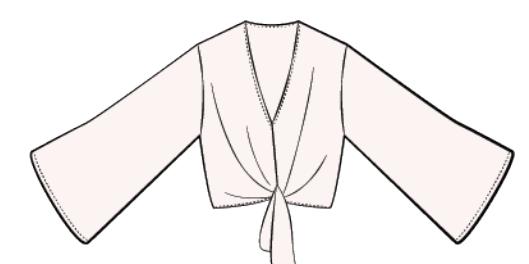


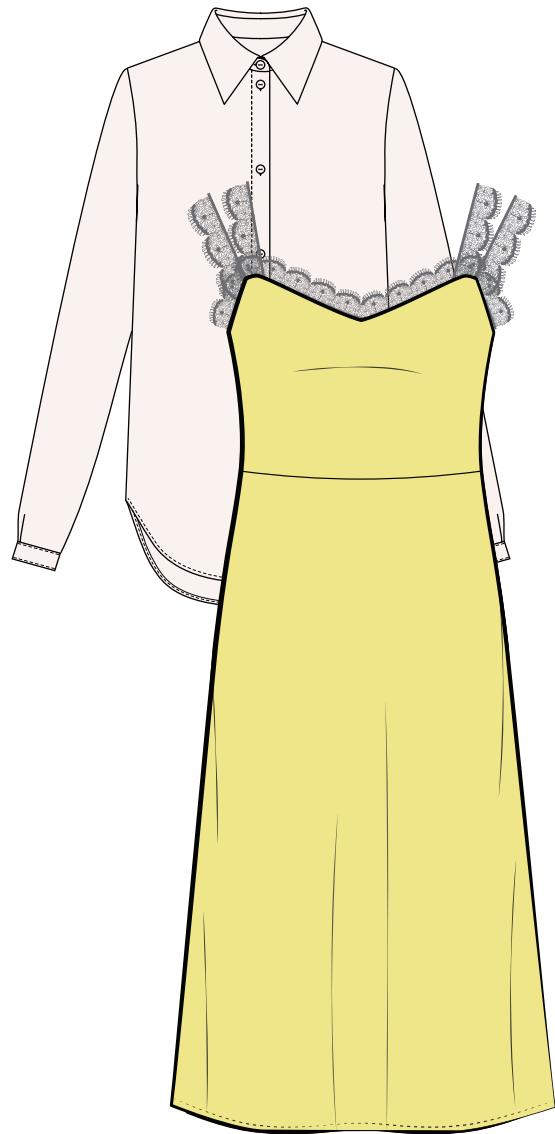
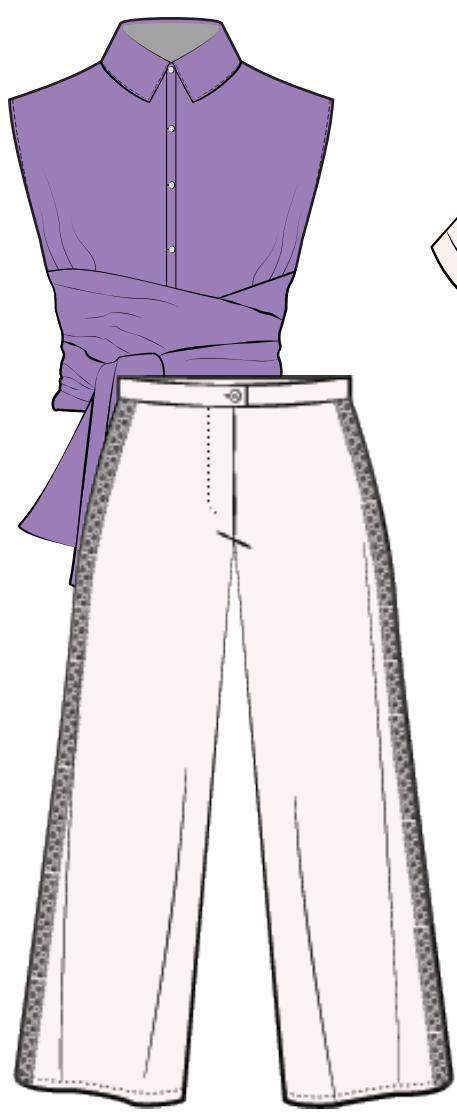
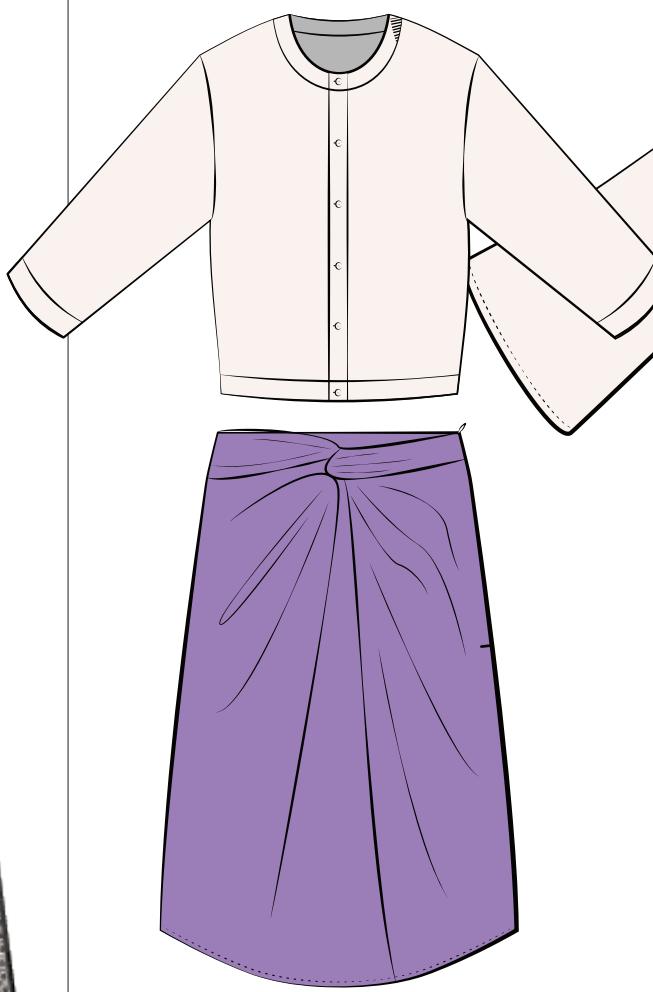
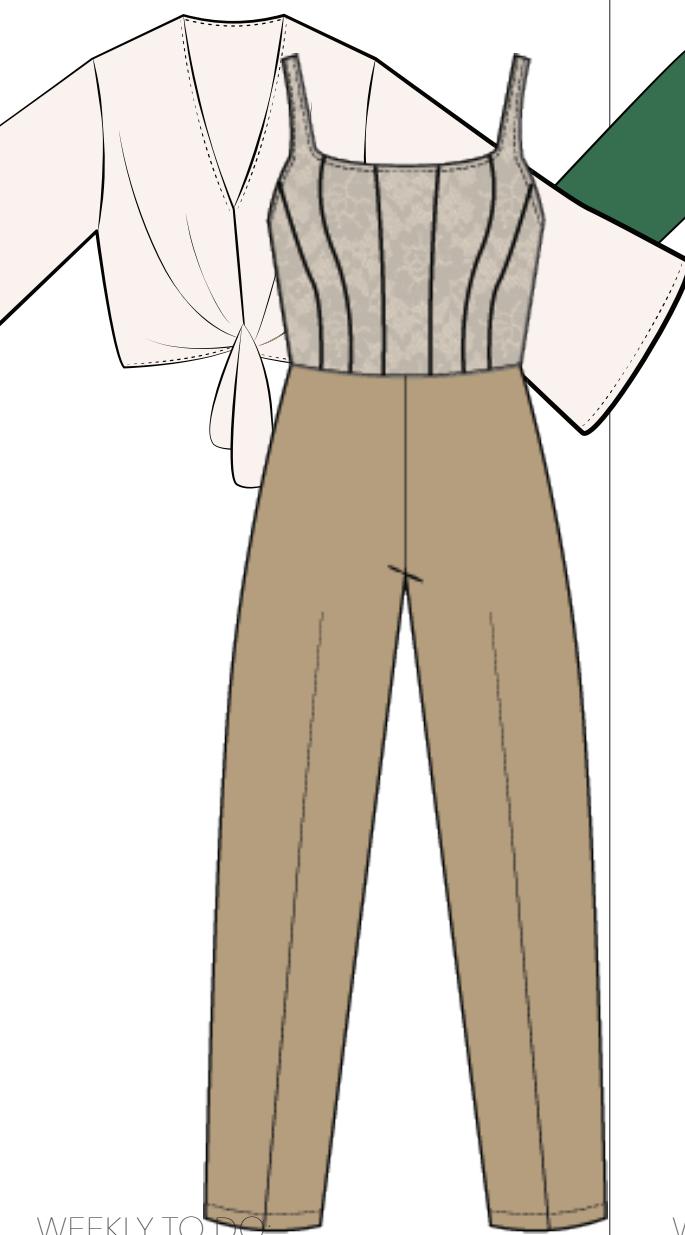
Style Name: **SLIP DRESS**
 Style No: ESU2004
 Size Range: PETITE XS - XL
 Fabric Name: POLY CREPE, STRETCH SATIN,
 LACE TRIM
 Colorways: VIOLET FLORAL, DANDELION
 Price: 130.00

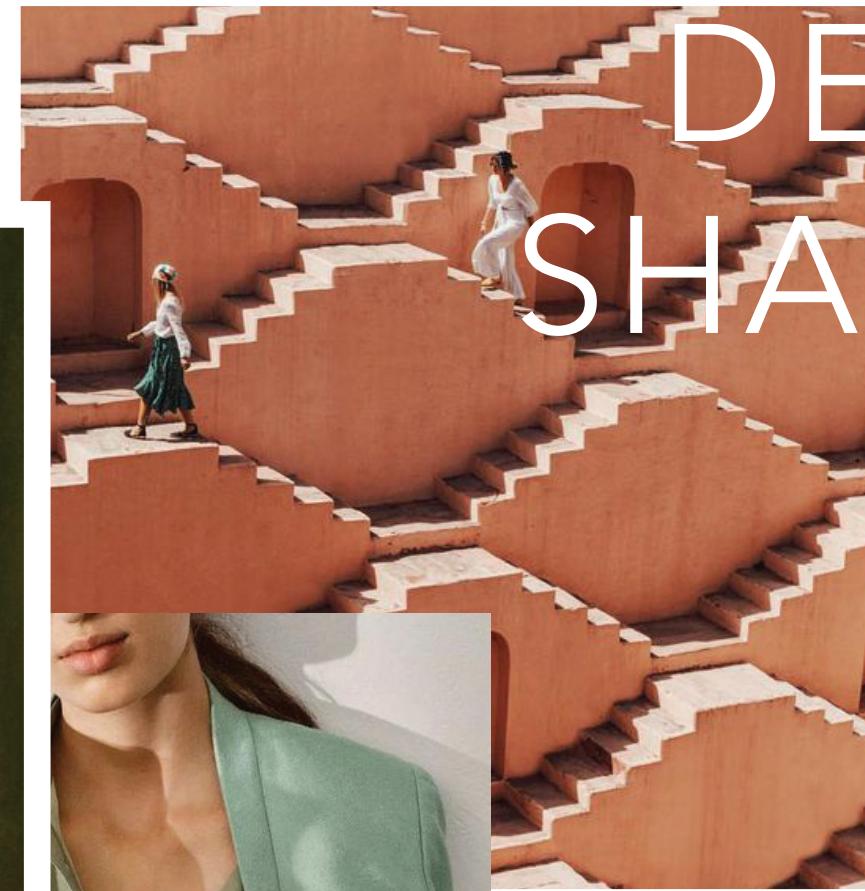
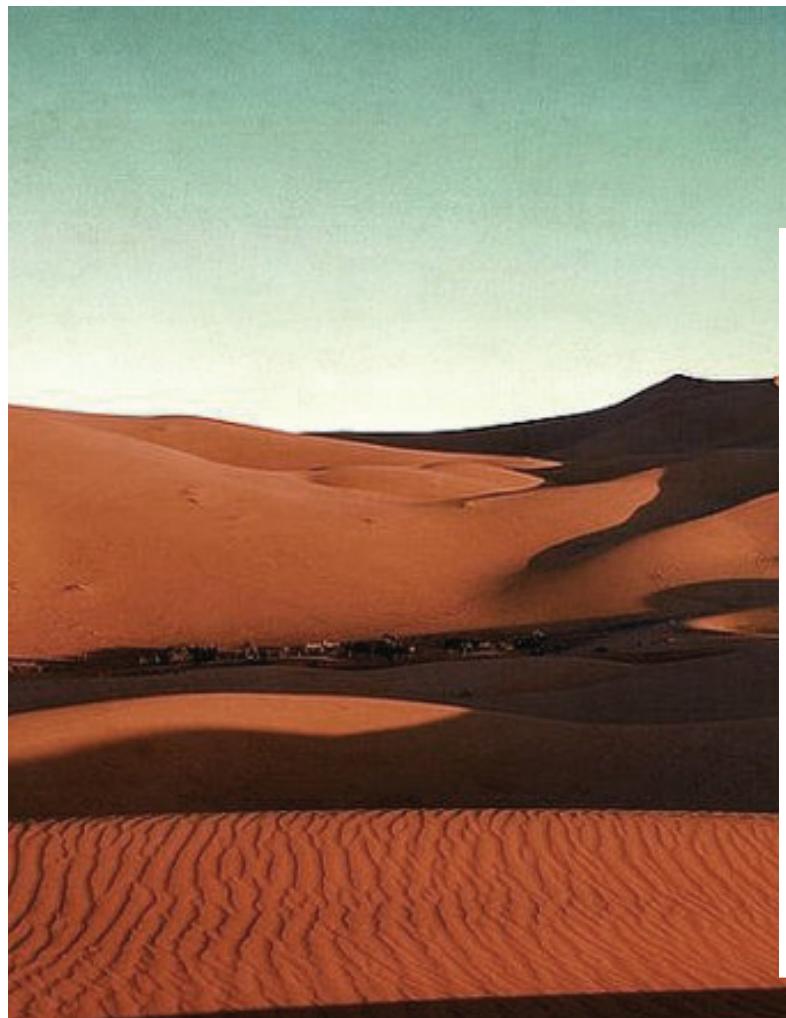
Style Name: **WRAP KNIT TOP**
 Style No: ESU2009
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SWEATER KNIT
 Colorways: PAPER KRAFT, DESERT SAND
 Price: 70.00



Style Name: **WRAP SWEATER**
 Style No: ESU2007
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SWEATER KNIT
 Colorways: PAPER KRAFT
 Price: 90.00



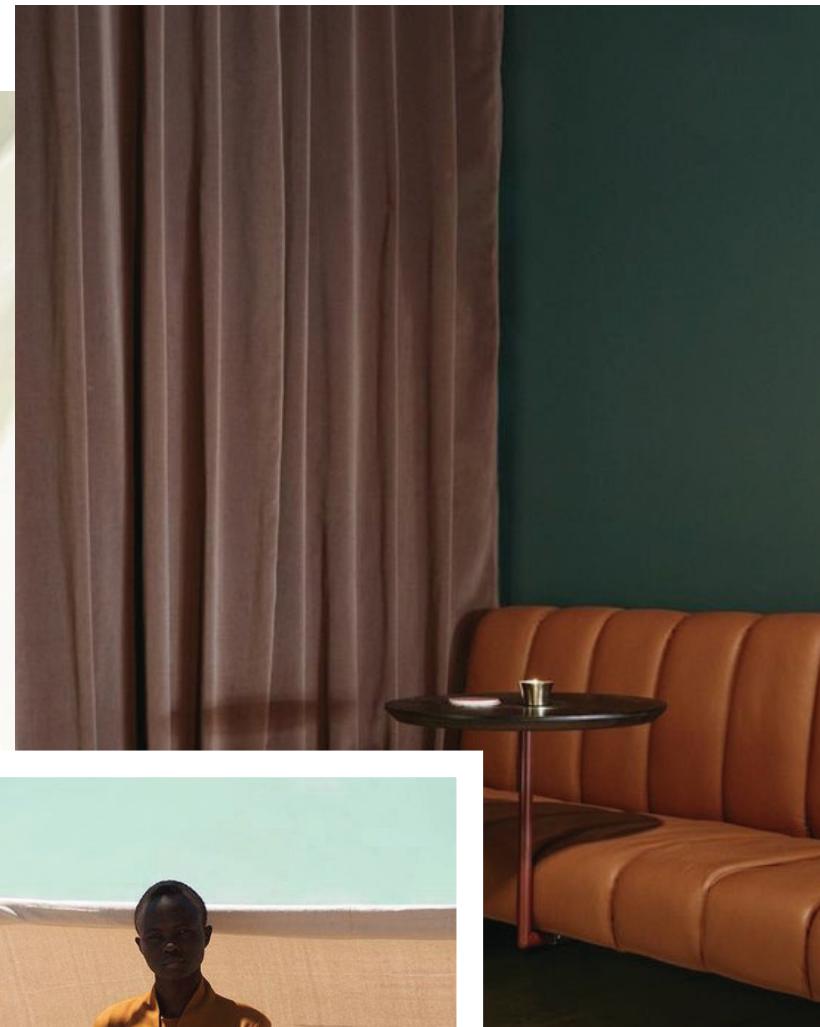
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				
<p>WEEKLY TO DO:</p> <hr/> 10am, breakfast meeting 4pm, sales meeting	<p>WEEKLY TO DO:</p> <hr/> 10am, breakfast meeting 4pm, sales meeting	<p>WEEKLY TO DO:</p> <hr/> 10am, breakfast meeting 4pm, sales meeting	<p>WEEKLY TO DO:</p> <hr/> 10am, breakfast meeting 4pm, sales meeting	<p>WEEKLY TO DO:</p> <hr/> 10am, breakfast meeting 4pm, sales meeting



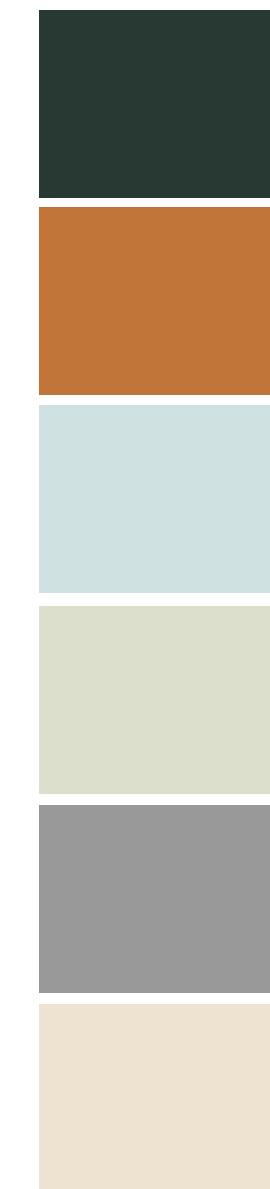
DESERT SHADOW

AUGUST 05





COLOR PALETTE



forest

desert sand

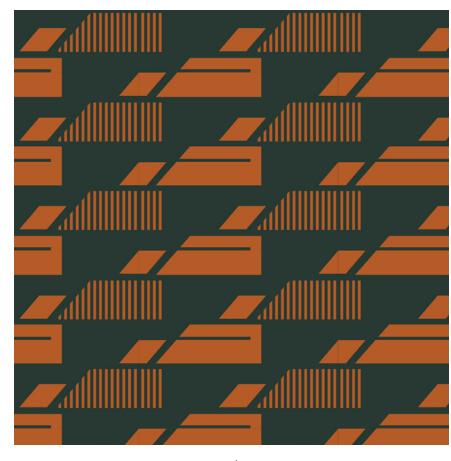
sky blue

peppermint

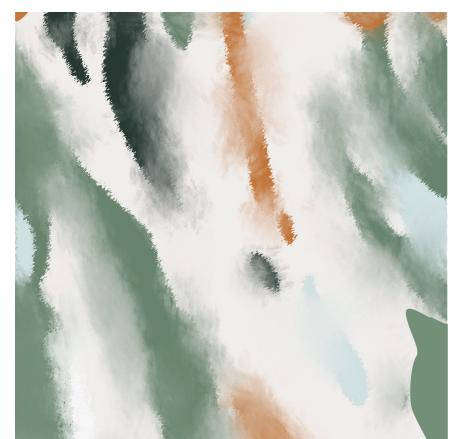
charcoal

cream

PRINTS & PATTERN



geo desert

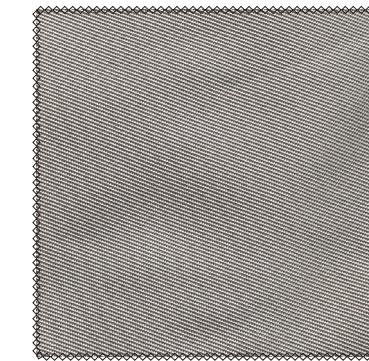


abstract cactus

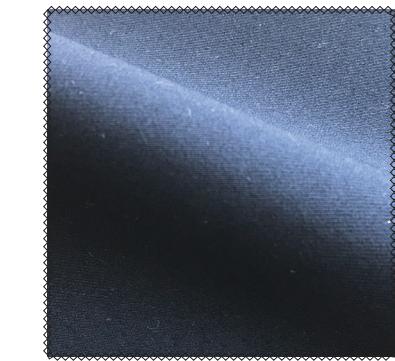
FABRICS



corduroy



water-resis poly twill



stretch scuba knit



stretch satin plise



cotton sateen



sweater knit

TRIMS



matte button



d-ring



buckle

TRENCH COAT DETAILS



LAPEL INTEREST





Style Name: **TRENCH JACKET**
 Style No: EFA1001
 Size Range: PETITE XS-XL
 Fabric Name: WATER-RESIS POLY TWILL
 Colorways: DESERT SAND, BLACK
 Price: 215.00



Style Name: **CORE BLAZER**
 Style No: ESP1001
 Size Range: PETITE 0-16
 Fabric Name: TR SUITING, CORDUROY
 Colorways: BLACK, CHARCOAL, FOREST
 Price: 180.00



Style Name: **CORE BUTTON-UP SHIRT**
 Style No: ESP1011
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SATEEN
 Colorways: PEPPERMINT, PAPERKRAFT
 Abstract Cactus
 Price: 80.00, 90.00



Style Name: **FLAP BUTTON-UP SHIRT**
 Style No: EFA1002
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SATEEN
 Colorways: SKY BLUE, GEO DESSERT
 Price: 75.00

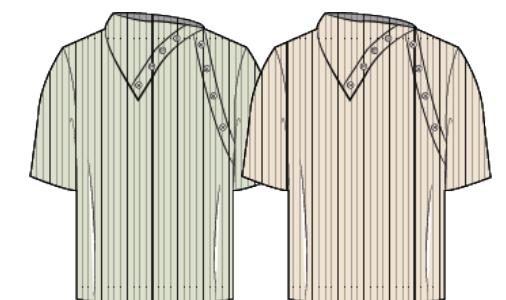
Style Name: **CORE CARDIGAN SWEATER**
 Style No: ESP1013
 Size Range: PETITE XS-XL
 Fabric Name: COTTON SWEATER KNIT
 Colorways: CHARCOAL, SKY BLUE
 Price: 85.00



Style Name: **SQUARE LAPEL SWEATER**
 Style No: EFA1008
 Size Range: PETITE XS - XL
 Fabric Name: COTTON SWEATER KNIT
 Colorways: CREAM
 Price: 115.00

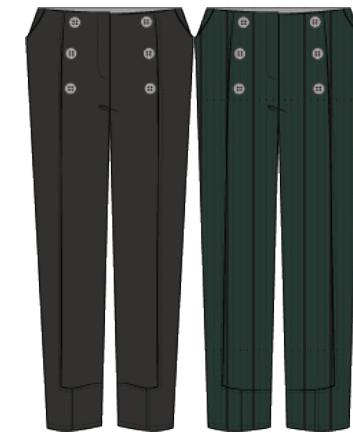


Style Name: **ASSYM BUTTON TOP**
 Style No: EFA1009
 Size Range: PETITE XS-XL
 Fabric Name: STRETCH SATIN PLISE
 Colorways: PEPPERMINT, CREAM
 Price: 75.00





Style Name: **CORE SUITING PANTS**
 Style No: E\$P1004
 Size Range: PETITE 0-16
 Fabric Name: TR SUITING
 Colorways: BLACK, CHARCOAL
 Price: 110.00



Style Name: **BUTTON STORM POCKET PANTS**
 Style No: EFA1006
 Size Range: PETITE 0-16
 Fabric Name: SCUBA KNIT, CORDUROY
 Colorways: FOREST, BLACK
 Price: 145.00

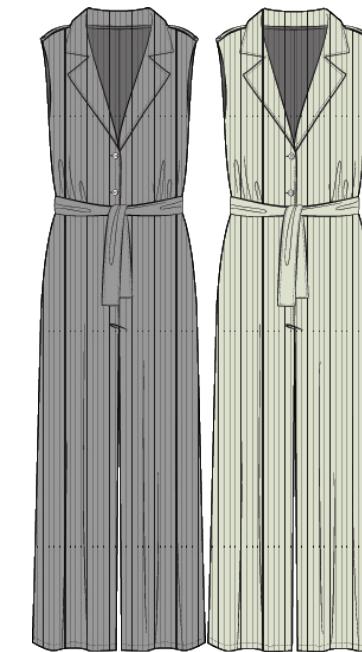


Style Name: **CORE SUITING SKIRT**
 Style No: ESP1006
 Size Range: PETITE 0-16
 Fabric Name: TR SUITING
 Colorways: BLACK, CHARCOAL
 Price: 95.00

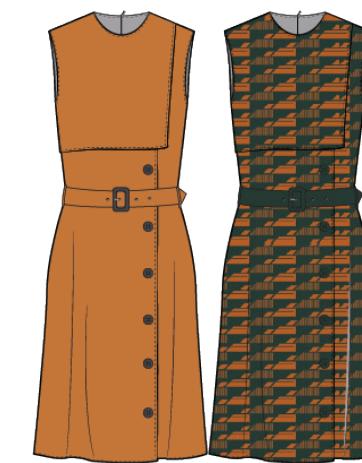


Style Name: **WAIST BELT SKIRT**
 Style No: EFA1007
 Size Range: PETITE 0-16
 Fabric Name: CORDUROY, SCUBA KNIT
 Colorways: FOREST, DESSERT SAND
 Price: 110.00

Style Name: **SLEEVELESS EPAULETS JUMPSUIT**
 Style No: EFA1005
 Size Range: PETITE 0-16
 Fabric Name: STRETCH SATIN PLISE
 Colorways: CHARCOAL, PEPPERMINT
 Price: 150.00

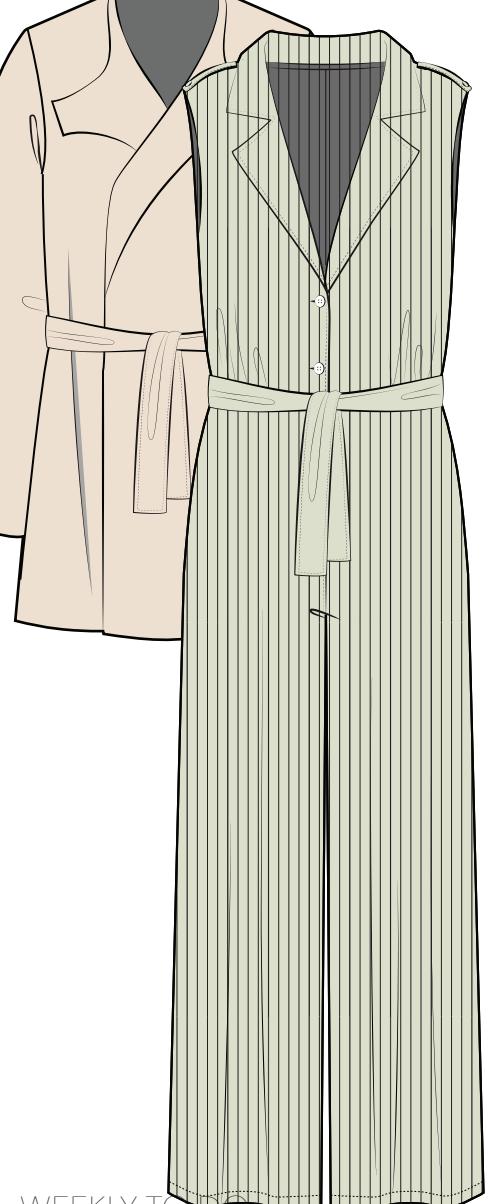


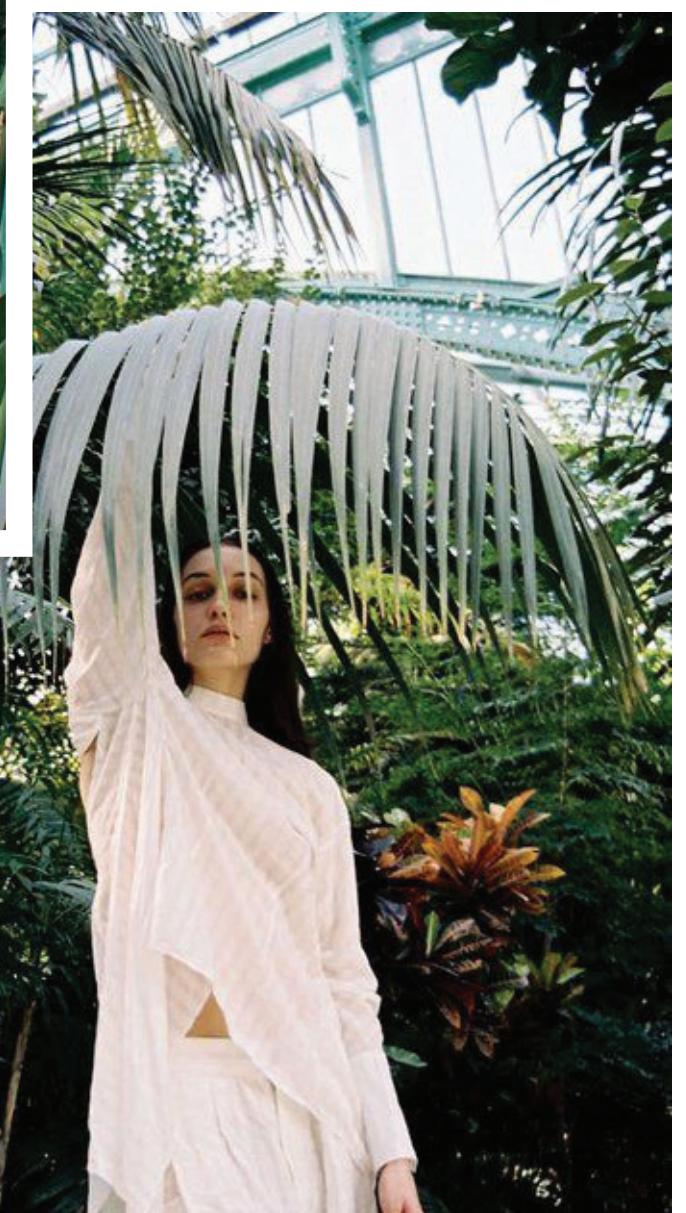
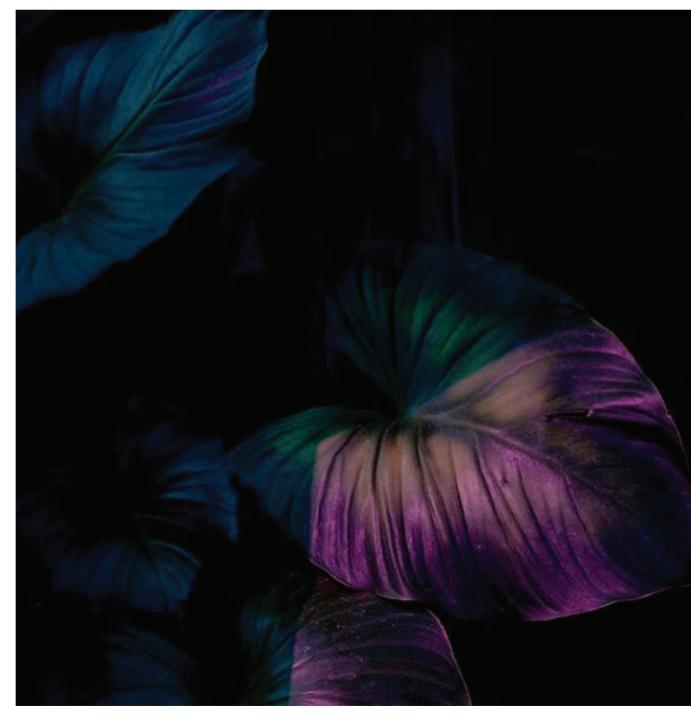
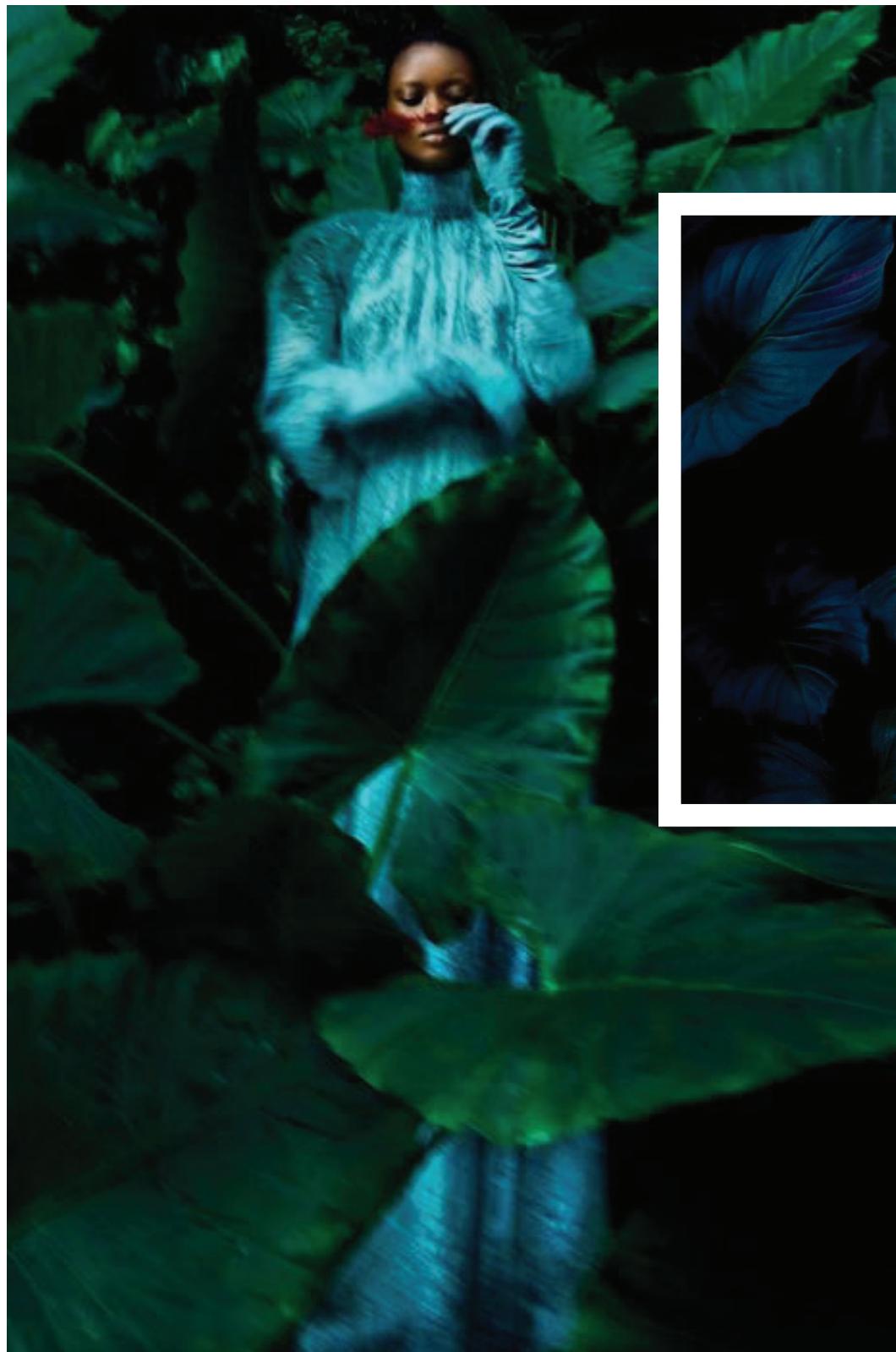
Style Name: **FLAP BELTED DRESS**
 Style No: EFA1003
 Size Range: PETITE 0-16
 Fabric Name: STRETCH SCUBA KNIT
 Colorways: DESERT SAND, GEO DESSERT
 Price: 90.00



Style Name: **DOUBLE BREASTED DRESS**
 Style No: EFA1004
 Size Range: PETITE XS-XL
 Fabric Name: COTTON SATEEN
 Colorways: SKY BLUE, ABSTRACT CACTUS
 Price: 130.00

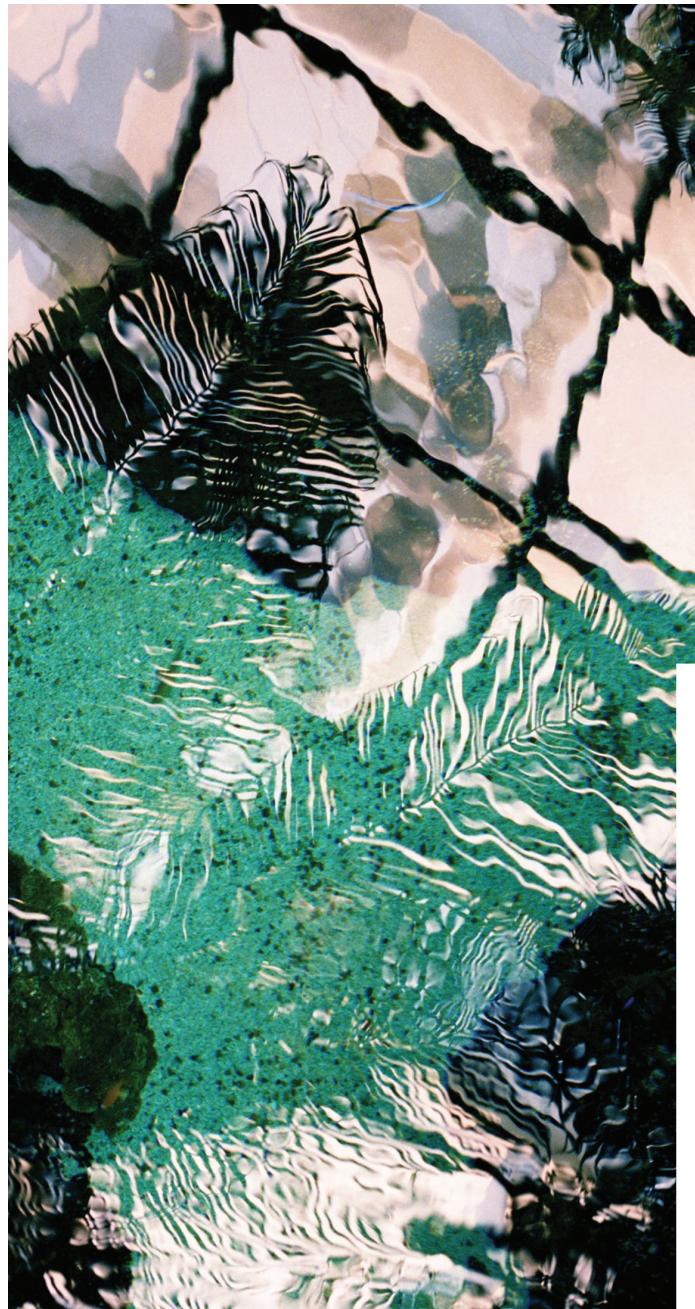


MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				
WEEKLY TO DO:	WEEKLY TO DO:	WEEKLY TO DO:	WEEKLY TO DO:	WEEKLY TO DO:
10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting



GREEN HOUSE

OCTOBER 05



COLOR PALETTE



black



blue dianne



christi

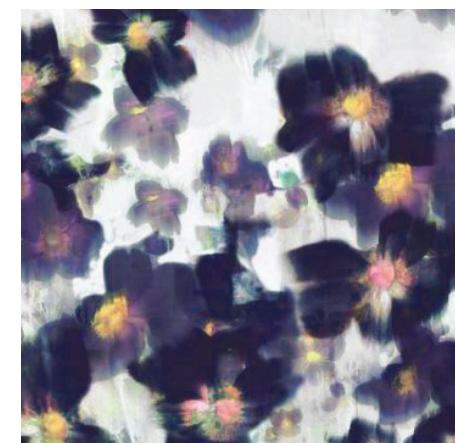


mulled wine

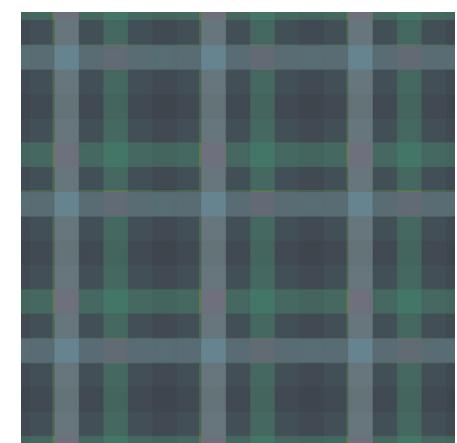


shakespeare

PRINTS & PATTERN



violet lake



green plaid

FABRICS



tr suiting



quilted coating



lyrca blend rib knit



stretch crush velour



chunky sweater knit



wool sweater knit

TRIMS

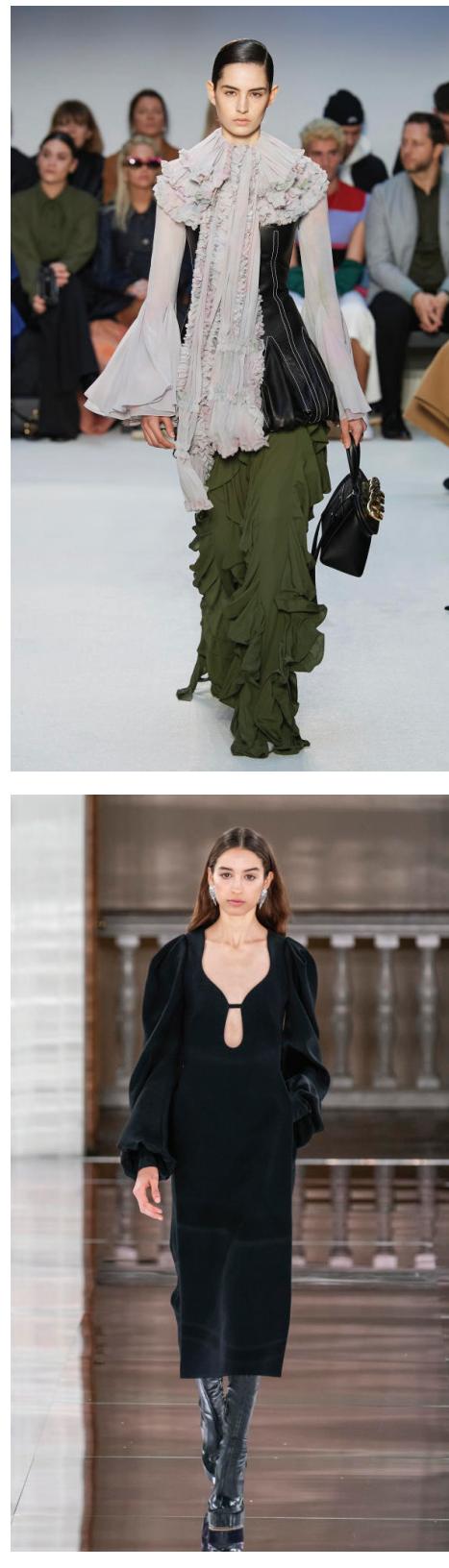


iridescent plastic button

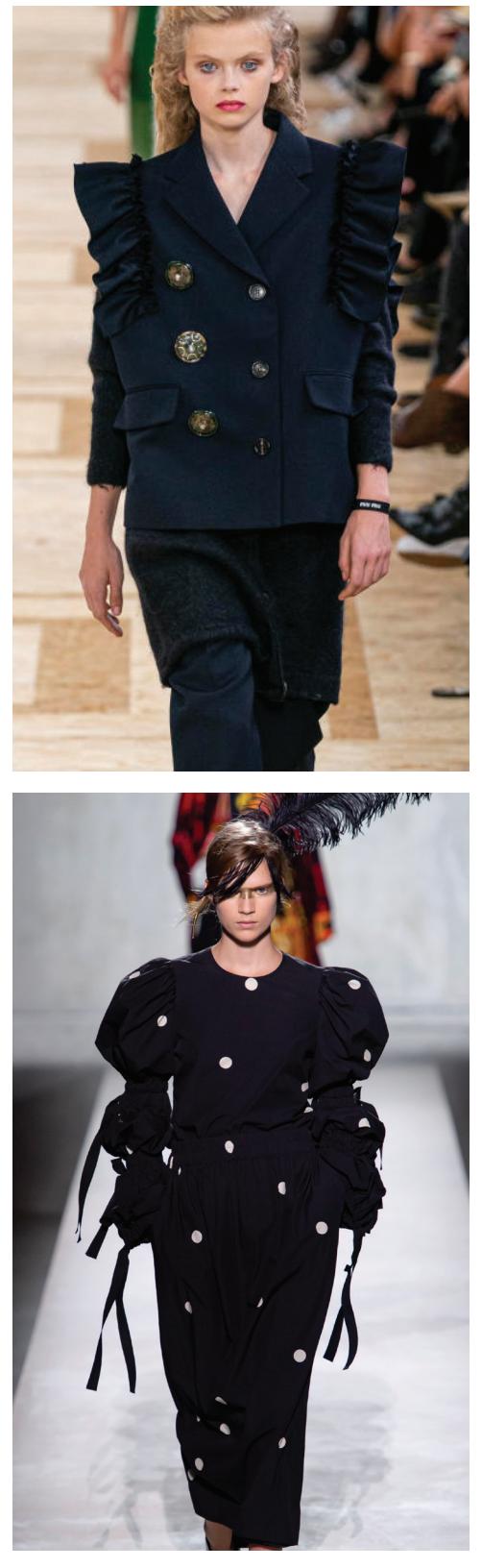


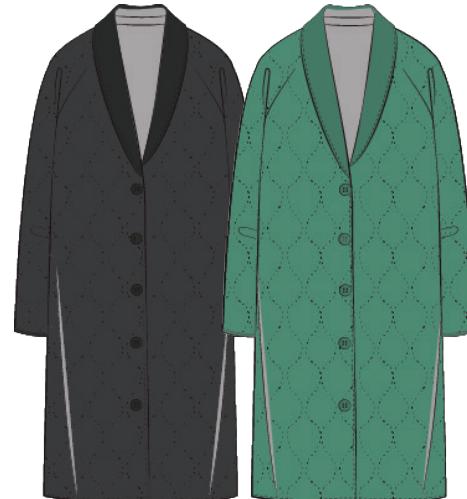
metal chain belt

NEW NECKLINES



SLEEVE VOLUME





QUILTED PEACOAT
Style Name:
Style No: EFA2002
Size Range: PETITE XS-XL
Fabric Name: QUILTED COATING
Colorways: BLACK, CHRISTI
Price: 275.00



CORE BLAZER
Style Name:
Style No: ESP1001
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: BLACK
Price: 180.00



PUFF SHOULDER BLAZER
Style Name:
Style No: EFA2001
Size Range: PETITE0-16
Fabric Name: TR SUITING
Colorways: BLUE DIANNE, GREEN PLAID
Price: 275.00

CORE BUTTON-UP SHIRT
Style Name:
Style No: ESP1011
Size Range: PETITE XS-XL
Fabric Name: COTTON SATEEN
Colorways: BLACK, PAPER KRAFT, MULLED WINE
Price: 80.00



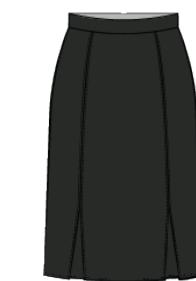
MOCK NECK PUFF SLEEVE TOP
Style Name:
Style No: EFA2003
Size Range: PETITE XS - XL
Fabric Name: CRUSH VELOUR
Colorways: BLACK, VIOLET LAKE
Price: 75.00

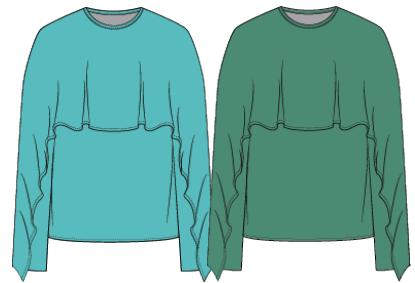


FLUTE SKIRT
Style Name:
Style No: EFA2008
Size Range: PETITE XS-XL
Fabric Name: CRUSH VELOUR
Colorways: PAPER KRAFT, SEA BLUE
Price: 120.00



CORE SUITING SKIRT
Style Name:
Style No: ESP1004
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: BLACK
Price: 110.00



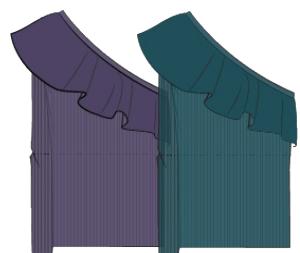


Style Name: **DRAPY FLAP KNIT TOP**
 Style No: EFA2011
 Size Range: PETITE XS-XL
 Fabric Name: WOOL BLEND SWEATER KNIT
 Colorways: SHAKESPEARE, CHRISTI
 Price: 75.00

Style Name: **ASSYM BOAT NECK DRESS**
 Style No: EFA2005
 Size Range: PETITE XS-XL
 Fabric Name: LYCRA BLEND RIB KNIT
 Colorways: BLACK, SHAKESPEARE
 Price: 130.00



Style Name: **FLOUNCE SHOULDER SWEATER**
 Style No: EFA2009
 Size Range: PETITE XS - XL
 Fabric Name: WOOL BLEND SWEATER KNIT
 Colorways: BLACK, BLUE DIANNE
 Price: 115.00

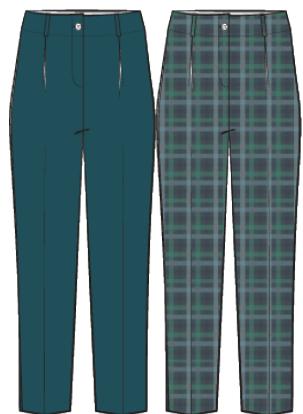


Style Name: **ONE SHOULDER FLOUNCE SWEATER**
 Style No: EFA2010
 Size Range: PETITE XS - XL
 Fabric Name: LYCRA BLEND RIB KNIT
 Colorways: MULLED WINE, BLUE DIANNE
 Price: 115.00

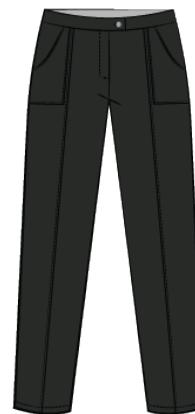
Style Name: **RUCHE SHOULDER DRESS**
 Style No: EFA2004
 Size Range: PETITE XS - XL
 Fabric Name: CRUSHED VELOUR
 Colorways: VIOLET LAKE, MULLED WINE
 Price: 165.00



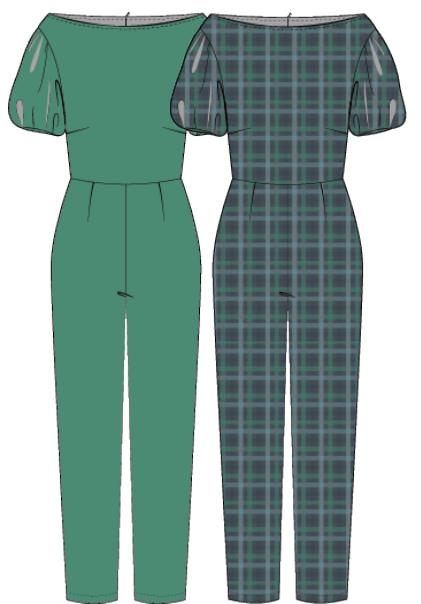
Style Name: **CORE CARDIGAN SWEATER**
 Style No: ESP1013
 Size Range: PETITE XS - XL
 Fabric Name: CHUNKY SWEATER KNIT
 Colorways: BLACK, CHARCOAL
 Price: 85.00



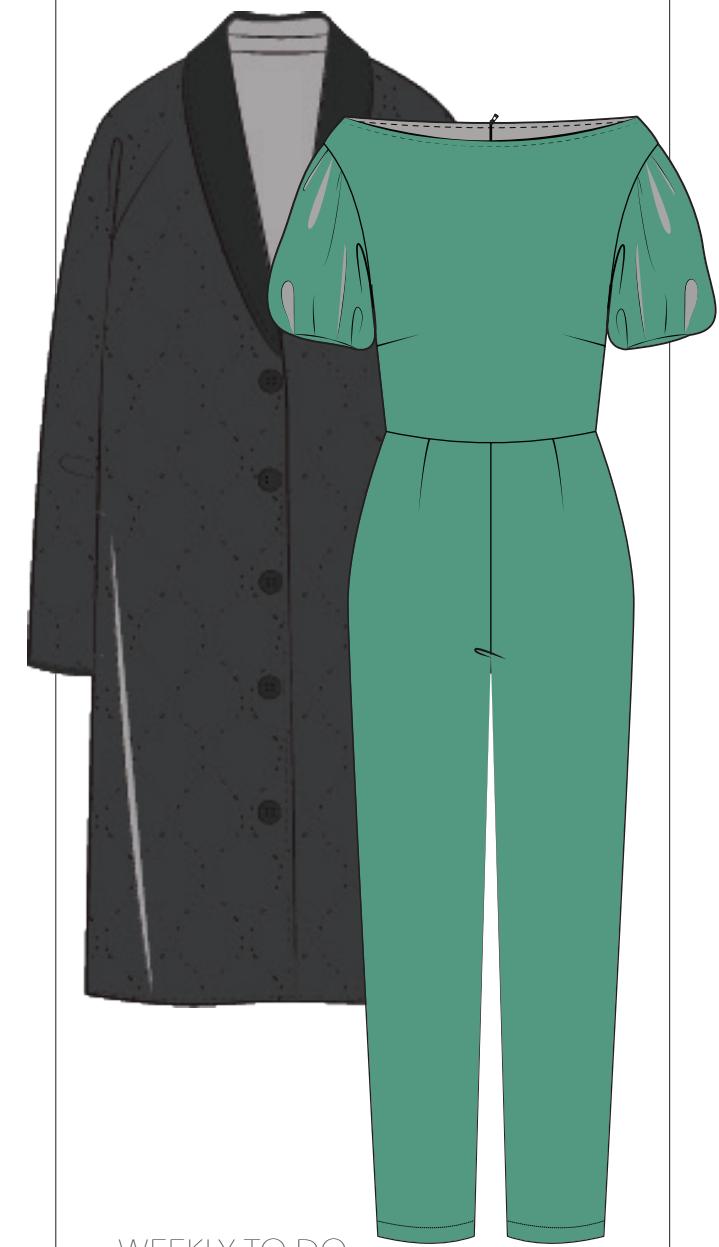
Style Name: **TAPERED PANTS**
Style No: EFA2007
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: BLUE DIANNE, GREEN PLAID
Price: 145.00



Style Name: **CORE SUITING PANTS**
Style No: ESP1004
Size Range: PETITE0-16
Fabric Name: TR SUITING
Colorways: BLACK
Price: 110.00

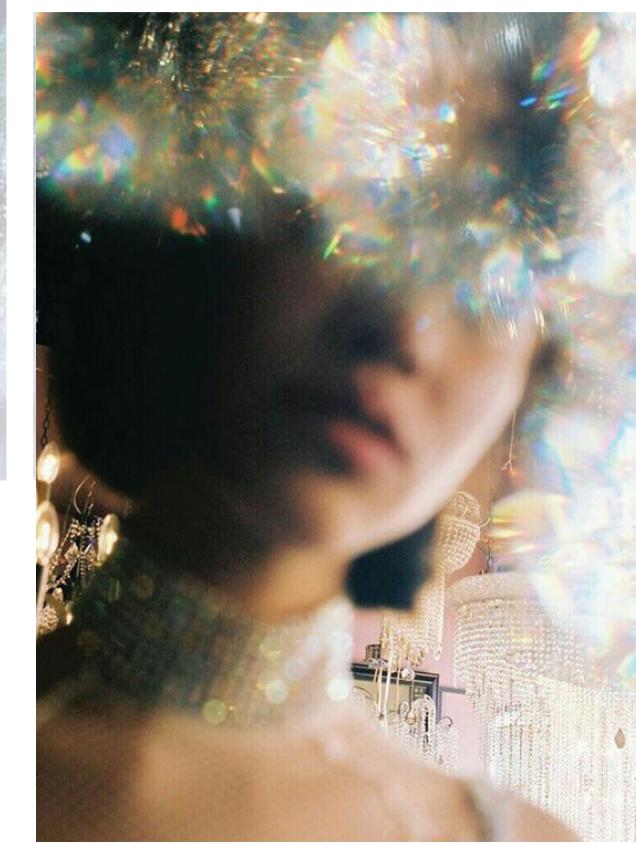
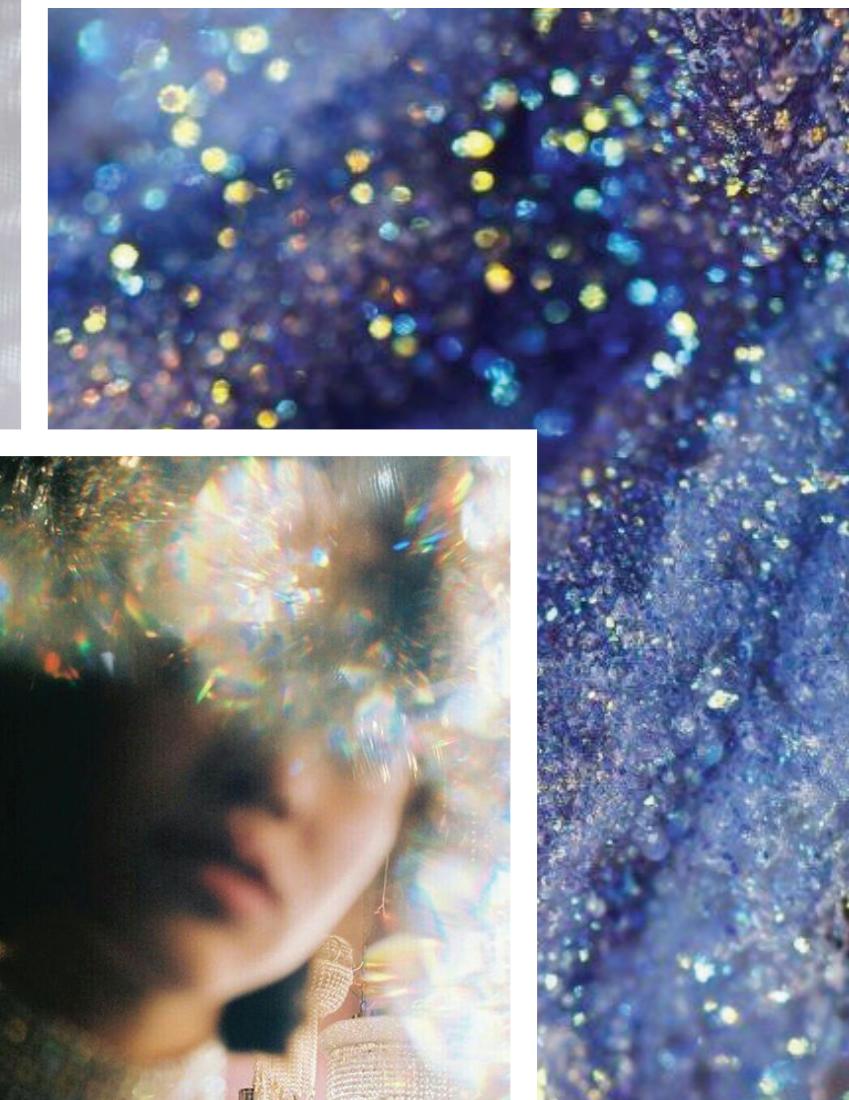
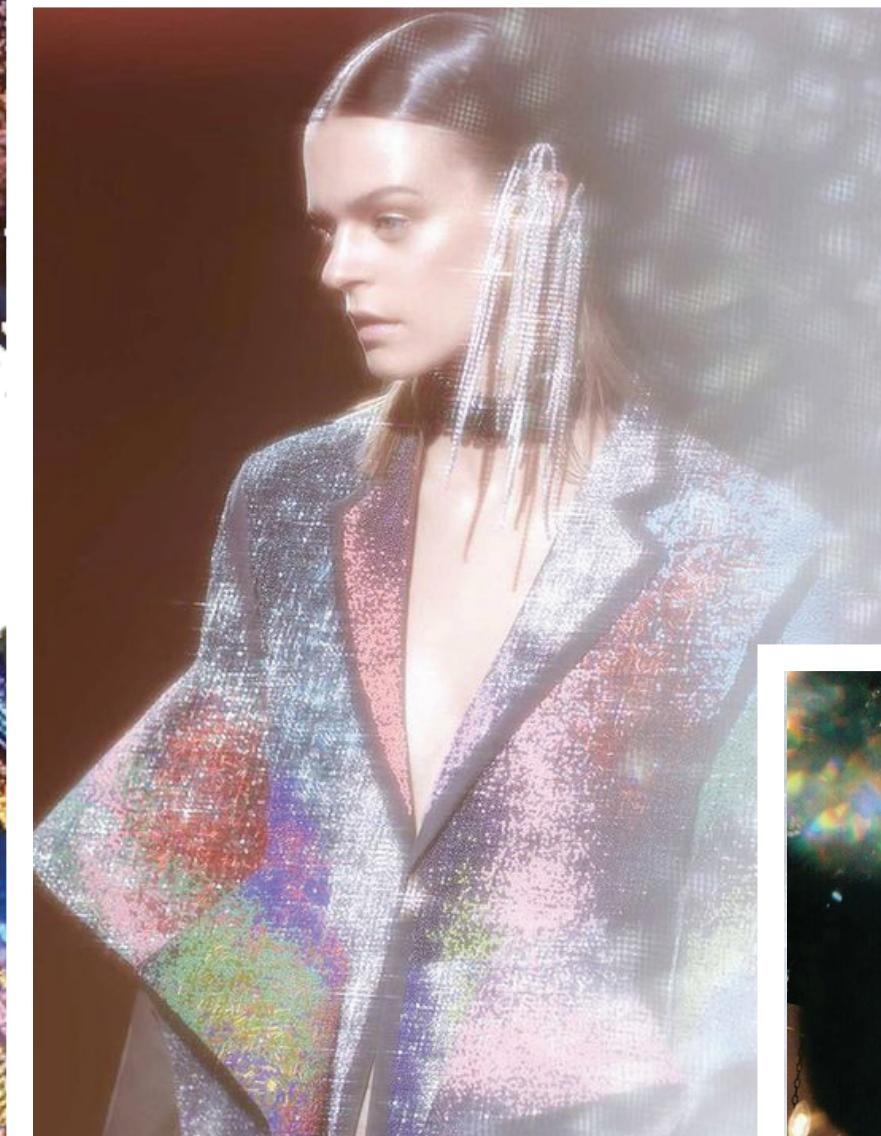
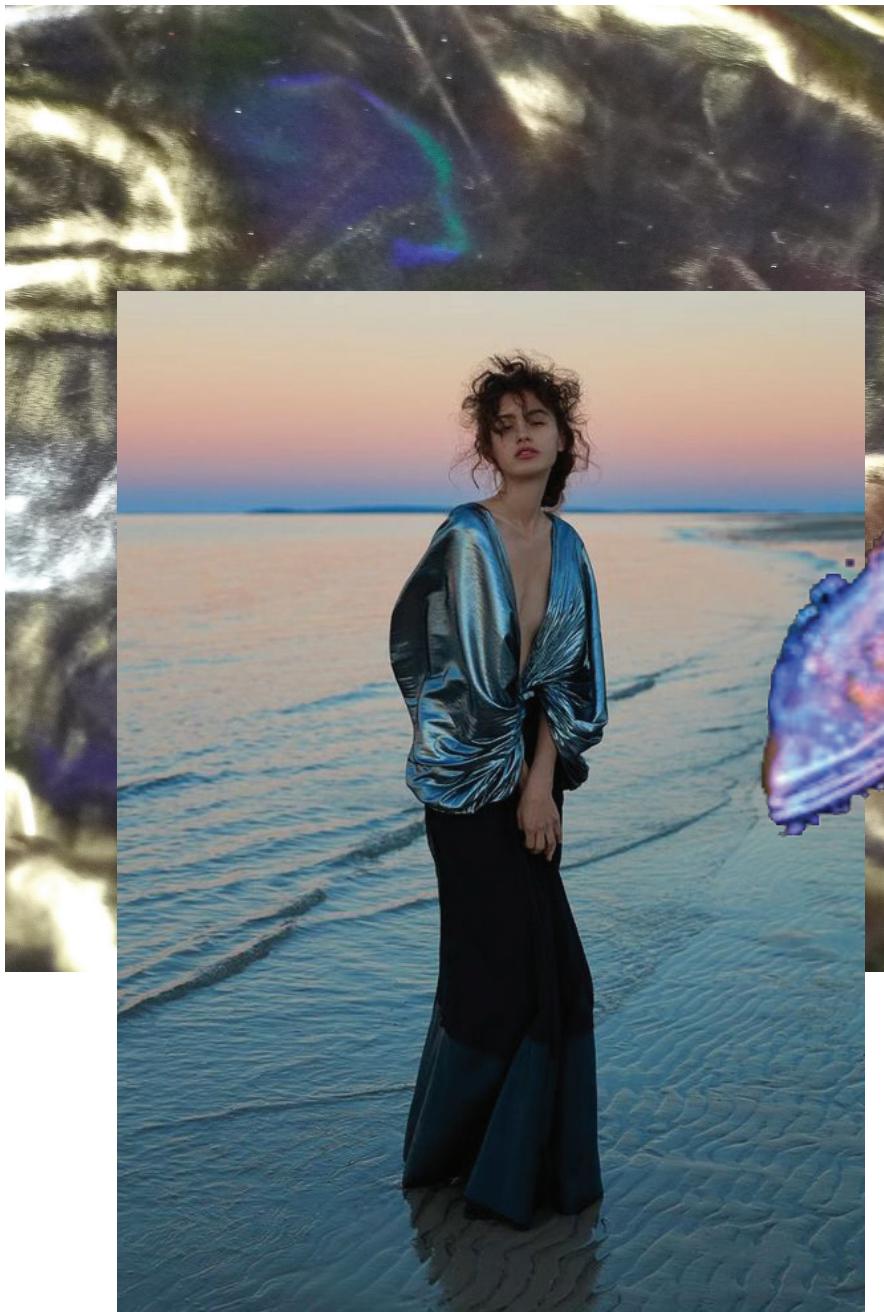


Style Name: **PUFF SLEEVE TAPER JUMPSUIT**
Style No: EFA2006
Size Range: PETITE 0-16
Fabric Name: TR SUITING
Colorways: CHRISTI, GREEN PLAID
Price: 150.00

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				
WEEKLY TO DO: <hr/> 10am, breakfast meeting 4pm, sales meeting	WEEKLY TO DO: <hr/> 10am, breakfast meeting <hr/> 4pm, sales meeting	WEEKLY TO DO: <hr/> 10am, breakfast meeting 4pm, sales meeting	WEEKLY TO DO: <hr/> 10am, breakfast meeting <hr/> 4pm, sales meeting	WEEKLY TO DO: <hr/> 10am, breakfast meeting <hr/> 4pm, sales meeting

PRECIOUS – METALS

DECEMBER 01





COLOR PALETTE



black

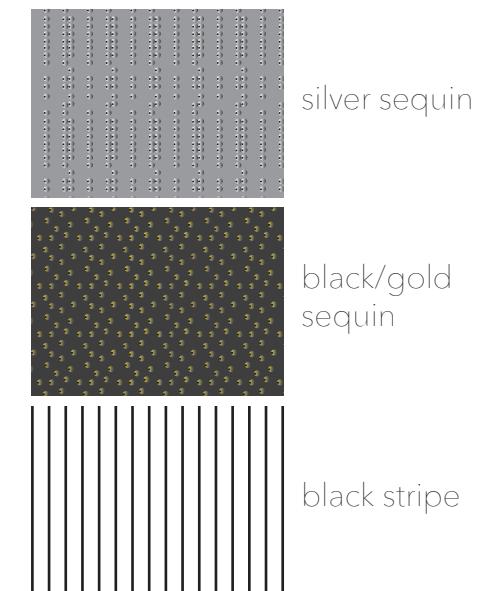
lucky point

voo doo

flirt

charcoal

PRINTS & PATTERNS

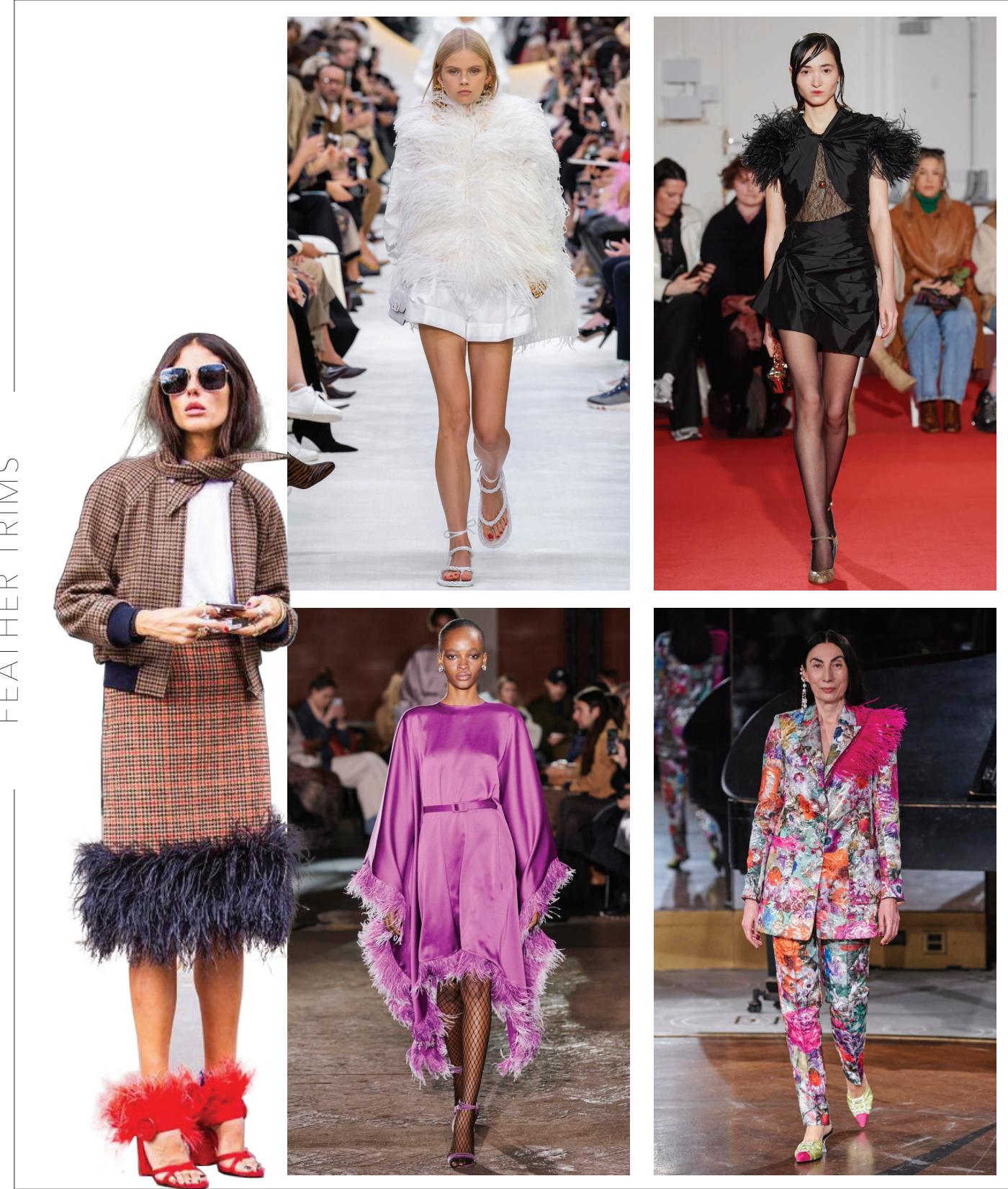


silver sequin

black/gold
sequin

black stripe

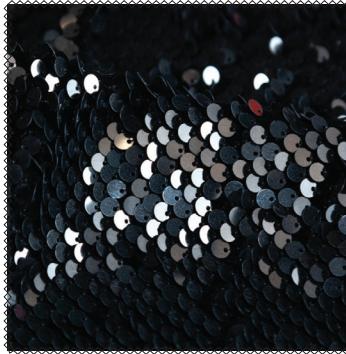
FEATHER TRIMS



FEMININE SHINE



FABRICS



sequin stretch velour



quilted coat



foil knit



metallic brocade



stretch velour



chunky sweater knit

TRIMS



feathers



crystal shank button



faux fur



feather belt



Style Name: **FAUX FUR TRIM QUILTED COAT**
 Style No: EHO1002
 Size Range: PETITE XS-XL
 Fabric Name: QUILTED COATING
 Colorways: BLACK
 Price: 275.00



Style Name: **CORE SUITING BLAZER**
 Style No: ESP1001
 Size Range: PETITE 0-16
 Fabric Name: TR SUITING
 Colorways: BLACK, LUCKY POINT
 Price: 180.00



Style Name: **TUXEDO BLAZER**
 Style No: EHO1001
 Size Range: PETITE 0-16
 Fabric Name: STRETCH SEQUIN VELOUR,
 STRETCH VELOUR
 Colorways: VOO DOO, SILVER SEQUIN
 Price: 215.00

Style Name: **CORE BUTTON-UP SHIRT**
 Style No: ESP1011
 Size Range: PETITE XS-XL
 Fabric Name: COTTON SATEEN
 Colorways: LUCKY POINT, BLACK STRIPE,
 PAPER CRAFT
 Price: 80.00, 85.00



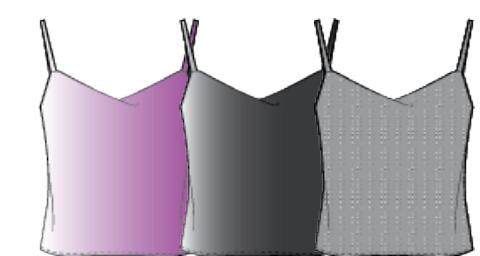
Style Name: **BELTED DRAPY TOP**
 Style No: EHO1004
 Size Range: PETITE XS - XL
 Fabric Name: FOIL KNIT
 Colorways: FLIRT, BLACK
 Price: 85.00, 95.00

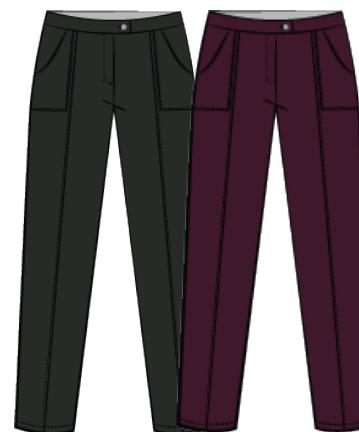


Style Name: **ONE SHOULDER TOP**
 Style No: EHO1012
 Size Range: PETITE XS-XL
 Fabric Name: STRETCH SEQUIN VELOUR
 STRETCH VELOUR
 Colorways: VOO DOO, BLACK/GOLD SEQUIN
 Price: 75.00, 85.00

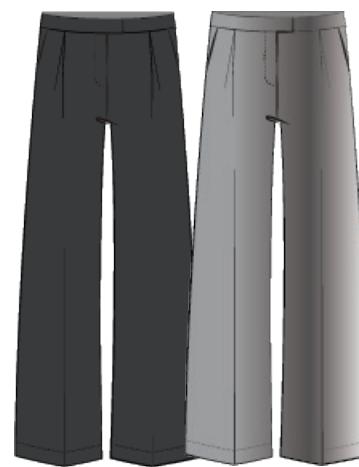


Style Name: **COWL NECK CAMI**
 Style No: EHO1003
 Size Range: PETITE XS - XL
 Fabric Name: FOIL KNIT
 Colorways: FLIRT, BLACK, SILVER SEQUIN
 Price: 75.00, 85.00





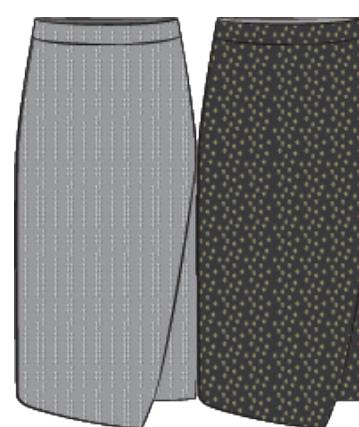
Style Name: **CORE SUITING PANTS**
 Style No: ESP1004
 Size Range: PETITE 0-16
 Fabric Name: TR SUITING
 Colorways: BLACK, VOO DOO
 Price: 110.00



Style Name: **PLEATED WIDE LEG PANTS**
 Style No: EHO1008
 Size Range: PETITE 0-16
 Fabric Name: TR SUITING, METALLIC BROCADE
 Colorways: BLACK, SILVER SHINE
 Price: 110.00, 120.00

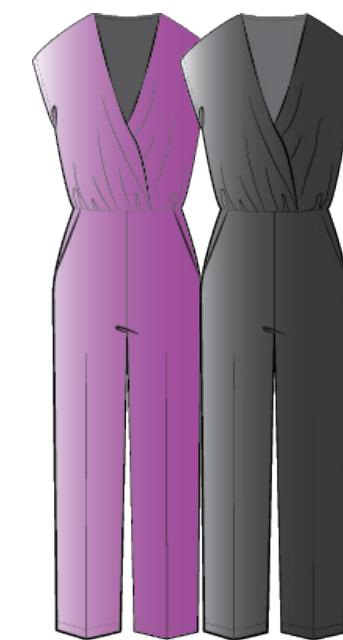


Style Name: **CORE SUITING SKIRT**
 Style No: ESP1006
 Size Range: PETITE 0-16
 Fabric Name: TR SUITING
 Colorways: BLACK, LUCKY POINT
 Price: 95.00



Style Name: **ASSYM SEQUIN SKIRT**
 Style No: EHO1009
 Size Range: PETITE XS - XL
 Fabric Name: STRETCH SEQUIN VELOUR
 Colorways: SILVER SEQUIN, BLACK/GOLD SEQUIN
 Price: 110.00

Style Name: **DRAPY JUMPSUIT**
 Style No: ESHO1007
 Size Range: PETITE XS-XL
 Fabric Name: FOIL KNIT
 Colorways: FLIRT, BLACK
 Price: 150.00



Style Name: **CAP SLEEVE SHEATH DRESS**
 Style No: EHO1006
 Size Range: PETITE 0-16
 Fabric Name: STRETCH SEQUIN VELOUR,
 STRETCH VELOUR
 Colorways: BLACK/GOLD SEQUIN, VOO DOO
 Price: 145.00, 130.00



Style Name: **BLAZER DRESS**
 Style No: EHO1005
 Size Range: PETITE XS-XL
 Fabric Name: METALLIC BROCADE, TR SUITING
 Colorways: SILVER SHINE, BLACK
 Price: 165.00, 175.00





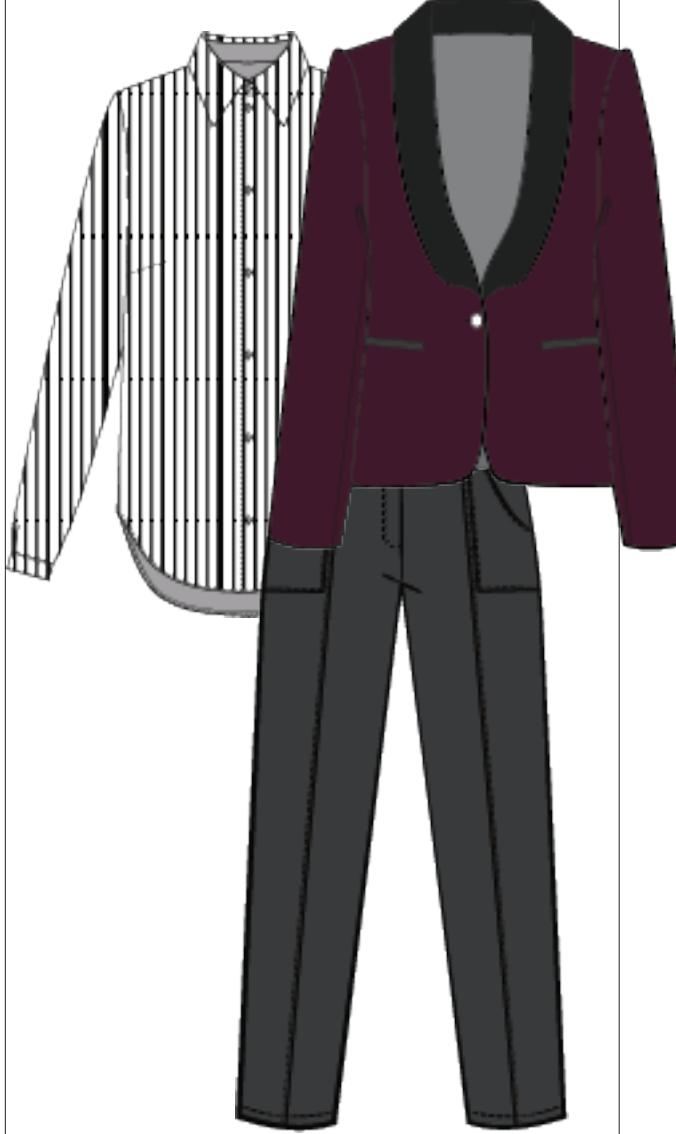
Style Name: **CINCHED LAPEL SWEATER**
Style No: EHO1011
Size Range: PETITE XS-XL
Fabric Name: CHUNKY SWEATER KNIT
Colorways: BLACK, VOO DOO
Price: 180.00



Style Name: **BOAT NECK PUFF SLEEVE SWEATER**
Style No: EHO1010
Size Range: PETITE XS - XL
Fabric Name: CHUNKY SWEATER KNIT
Colorways: BLACK, CHARCOAL
Price: 115.00



Style Name: **CORE CARDIGAN SWEATER**
Style No: ESP1013
Size Range: PETITE XS - XL
Fabric Name: CHUNKY SWEATER KNIT
Colorways: CHARCOAL
Price: 85.00

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				
WEEKLY TO DO:	WEEKLY TO DO:	WEEKLY TO DO:	WEEKLY TO DO:	WEEKLY TO DO:
10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting	10am, breakfast meeting 4pm, sales meeting



CORE BLAZER



CULOTTES WITH
EXTENDED TAB



SHENZHEN MIYA APPAREL CO. LTD.
GUANGDONG, CHINA

Type: Full Package Production
 Year Established: 2017
 Contact: Selina Wu
 szmiya.alibaba.com
 No. 902, Boda Building,
 Junction of Shenyun Road
 and Youlin North Road,
 Nanshan Dist., Shenzhen
 Jackets, Dresses, Blouses,
 Pants, Skirts
 Specialization: Poly/ Rayon, Outerwear
 Price: Approx: 19.00-25.00/piece
 MOQ: 10-20 pieces per color
 Lead Time: 30-45 days
 Capacity: 10,000 jackets per month
 # Employees: 51-100 employees



Source: szmiya.en.alibaba.com

HANGZHOU MONROE FASHION LTD.
ZHEJIANG, CHINA

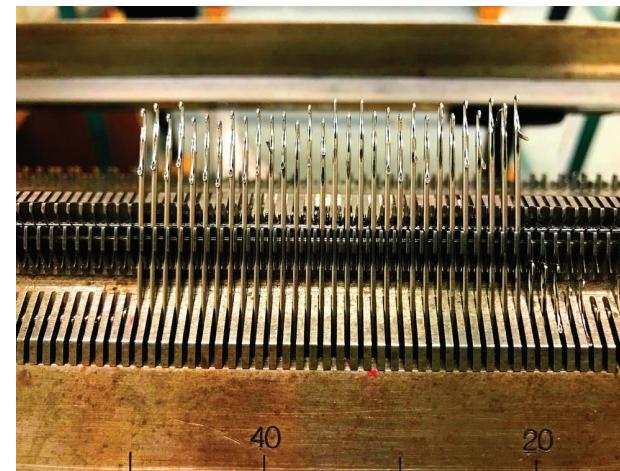
Type: Full Package Production
 Year Established: 2005
 Contact: Kevin Xu
 monroofashionsen.alibaba.com
 6th Floor, No. 338,
 Hunanshan, Qiufeng
 Village, Fuchun Street,
 Fuyang Dist., Hangzhou
 86-571-88668686
 Offering: Suiting, Blazers, Dress
 Specialization: Shirts, Pants, Skirts, Dresses
 Crepes, Wovens Suiting
 Price: Approx: 60.00/set
 (blazer +pants)
 MOQ: 10 sets per color
 Lead Time: 30-50 days
 Capacity: 30,000 suits per month
 # Employees: 600 employees



Source: monroefashionsen.alibaba.com

KNIT RESORT
BROOKLYN, NEW YORK

Type: Full Package Factory
 Contact: info@knitresort.com
 Telephone: 718-855-7333
 Address: 610 Smith St, #1B,
 Brooklyn, NY 11231
 Offering: Fully Fashion Knit Sweaters
 Price: Approx: 20.00-25.00 for
 cotton cardigan
 Price varies on yarn and
 gauge size
 MOQ: 5 pieces/size
 Lead Time: 10 weeks if sourcing
 needed



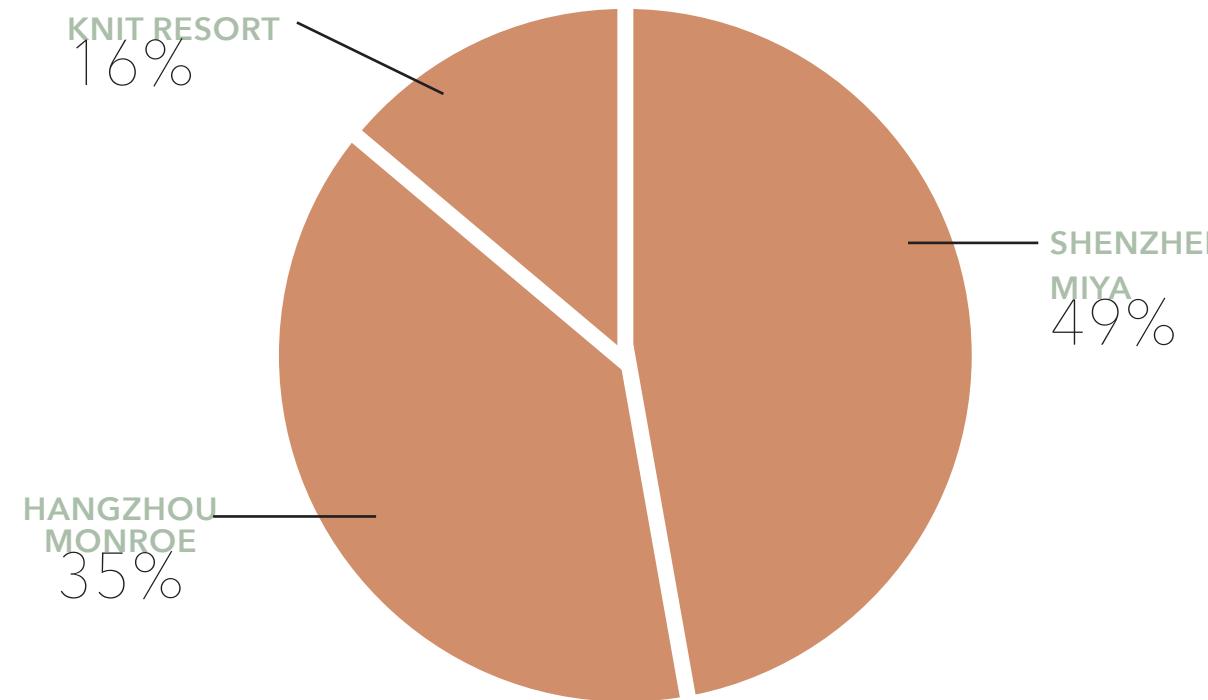
Source: knitresort.com

PDR KNITTING
LOS ANGELES, CALIFORNIA

Type: Full Package Factory
 Year Established: 2006
 Contact: info@pdrknitting.com
 Telephone: 223-741-90011
 Address: 855 E. 31st Street
 Los Angeles, CA 90011
 Offering: Fully Fashion Knit Sweaters
 Price: Price varies on yarn and
 gauge size
 MOQ: 5 pieces/size
 Lead Time: 10 -12 weeks depending
 on complexity of knit
 Machines: 9 industrial machines
 # Employees: 24



Source: pdrknitting.com



SOURCING STRATEGY

- Minimum order quantity of 15 - 20 pieces
- Ability to custom print and dye raw materials
- Capacity to produce specific product types that Esteem will carry
 - Ability to meet Esteem's competitive pricing strategy
- Overall ease of communication and ability to translate information efficiently

PRODUCTION PLAN

Class	Total Units	Unit % to Total	Total COG	Total Retail	Retail % to Total	Average Retail
Blazers	774	15%	\$36,022	\$147,285	23.4%	\$190.29
Dresses/ Jumpsuits	681	13%	\$27,468	\$102,655	16.3%	\$150.74
Knit Tops	233	5%	\$4,492	\$17,980	2.9%	\$77.17
Outerwear	232	5%	\$14,406	\$57,335	9.1%	\$247.13
Pants	701	14%	\$25,067	\$81,510	13.0%	\$116.28
Skirts	654	13%	\$17,512	\$66,540	10.6%	\$101.74
Sweaters	684	13%	\$16,752	\$66,620	10.6%	\$97.40
Woven Tops	1157	23%	\$23,200	\$88,880	14.1%	\$76.82
Total	5116	100%	\$164,919	\$628,805	100.0%	\$122.91

TOPS TO BOTTOMS

2 to 1

TIME ACTION CALENDAR

Designing Line:	6-8 weeks
Fabric & Print Decisions:	6-8 weeks
Order Sample Yardage/Trims:	1 month
Sample Making:	3 1/2 months
Pre-costing:	1 month
Finalize Costing:	1 month
Order Bulk Fabric/Trims:	9 weeks
Pre-Production:	1 month
Cut Garments:	1 week
Sew Garments:	3 weeks
Final Inspection/Tagging:	10 days
Delivery by Air:	10 days
Delivery by Boat:	35 days

HOLIDAYS

Chinese New Year:	February 15, 2021
New Years Day:	January 1
Martin Luther King Jr Day:	January 21
Memorial Day:	May 27
Independence Day:	July 4
Labor Day:	September 2
Thanksgiving Day:	November 22
Black Friday:	November 23
Christmas Day:	December 25

Spring 1 Delivery: February 5th, 2021

	TIME	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	JAN	FEB
Apparel Sourcing USA						7/21/20							
Texworld USA						7/21/20							
Premiere Vision						7/22/20							
Magic							8/17/20						
Fabric/Trim Research	3/11/20 to 5/27/20												
Design Collection	3/27/20 to 5/27/20												
Fabric/Print Decision		4/1/20	5/27/20										
Order sample yardage/trims			5/1/20	6/1/20									
Sample Making			5/16/20	to 8/29/20									
Pre-Costing				7/24/20	8/24/20								
Finalize Costing					8/29/20	9/29/20							
Order Bulk Fabric					8/29/20	to 10/30/20							
Pre-Production Process						9/30/20	10/30/20						
Cut Garments							10/30/20	11/6/20					
Sew Garments								11/6-11/27					
Final Garment Inspection								11/27/20	12/18/20				
Completed Goods Shipped (boat)									12/28/20	to 2/1/21			
Goods Shipped (air)										1/22/21	2/1/21		
Goods Received											2/1/21		
Goods in Retail Store												2/5/21	

*1st delivery may be delayed to March due to COVID-19

Esteem

Logo:
Type:
Color:

PRIMARY
DM SERIF DISPLAY
CORAL

Logo:
Type:
Color:

ICON
NO TYPE
TEAL, PINK



Logo:
Type:
Color:

IMAGERY
DM SERIF DISPLAY
FOREST GREEN

Logo:
Type:
Color:

ICON
DM SERIF DISPLAY
CORAL, OFF WHITE





Packaging:
Size:
Material:

SHOPPING BAG
18", 15", 9"
MATTE PAPER



Packaging:
Size:
Material:

TISSUE PAPER
STANDARD
PAPER



Packaging:
Size:
Material:

BUSINESS CARD
4", 2"
MATTE PAPER

Packaging:
Size:
Material:

HANG-TAG
4", 2.5"
MATTE PAPER



Packaging:
Size:
Material:

TOTE BAG
13", 13"
COTTON CANVAS



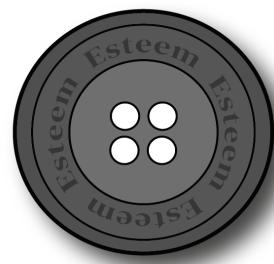


Type:
Size:
Material:

BRAND / SIZE LABEL
18", 15", 9"
MATTE PAPER

Type:
Size:
Material:

LINING
4", 2.5"
MATTE PAPER



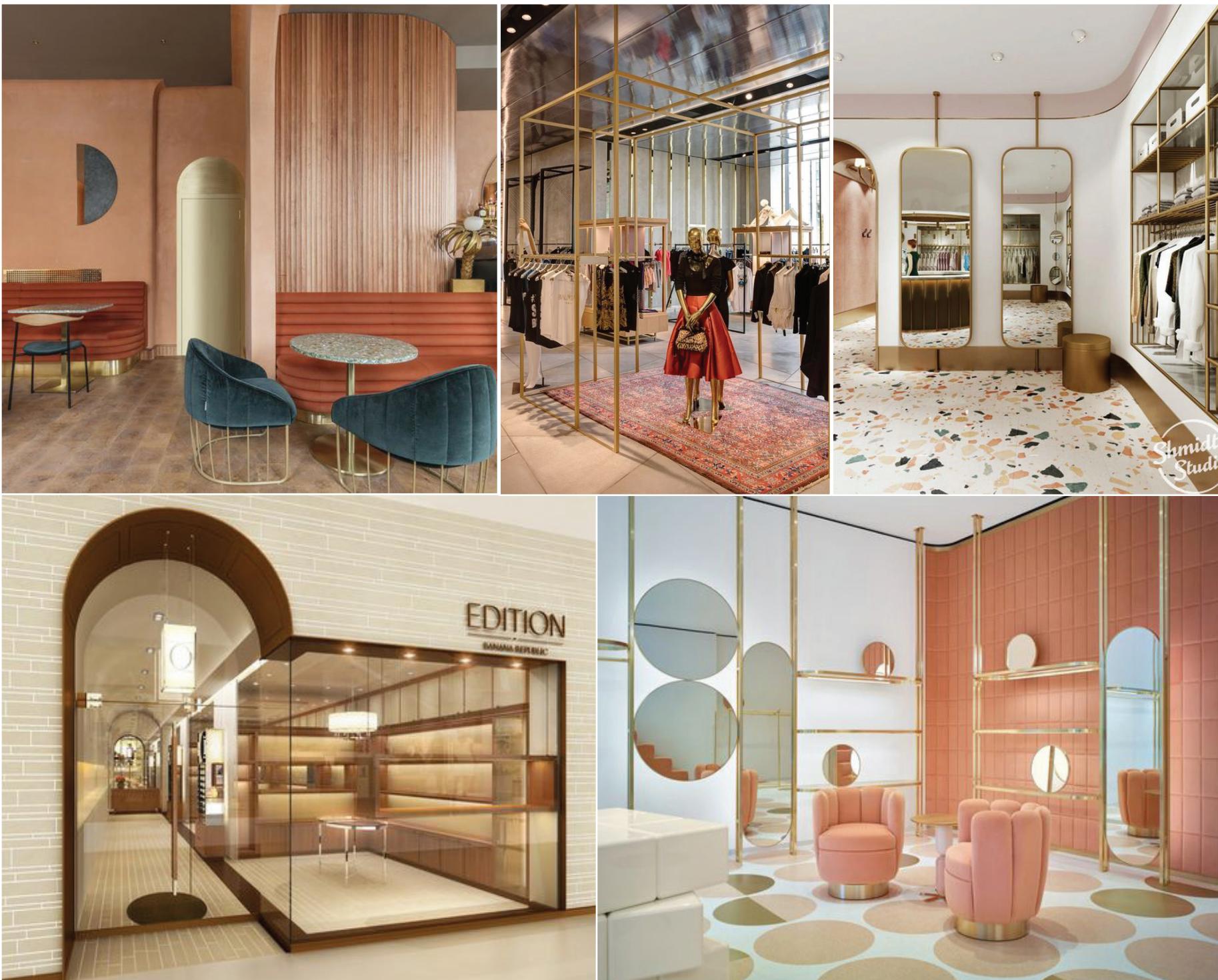
Type:
Size:
Material:

BRANDED BUTTON
STANDARD
PAPER

Type:
Size:
Material:

BRANDED ZIPPER
13", 13"
BRASS





INVITING ENVIRONMENT

LUXE STYLE

FEMININE COLORS

BRASS & GOLD HARDWARE

VELVET UPHOLSTORY

CIRCULAR & ARCHED SHAPES

MOSAIC FLOORING



OPTION 1



OPTION 2



- Targets career women in office setting
- Incorporates outfit planner concept
- Provides strong messaging of female empowerment

TOTAL SPACE: approx. 1,100 sq ft.





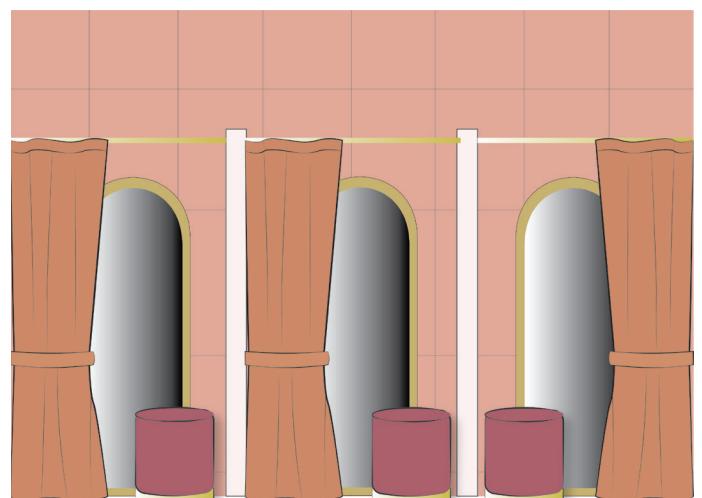
WALL DISPLAY
 Layout:
 Fixtures: WALL RACK
 Color: GOLD/BRASS
 Size: W:10', H:8'

CASH WRAP
 Layout:
 Fixtures: CASH WRAP TABLE
 Color: GOLD/BRASS, OFF-WHITE, MARBLE
 Size: W:6', H:4.25'



TABLE DISPLAY
 Layout:
 Fixtures: TABLE, STANDING RACK, MANNEQUIN
 Color: GOLD/BRASS, MARBLE
 Size: W:3.5', H:3'

FITTING ROOM
 Layout:
 Fixtures: CURTAIN, MIRROR
 Color: BENCH, HOOK
 Size: GOLD/BRASS HARDWARE
 INDIV. ROOM: W:4.5', H:10.2'



WEBSITE & SOCIAL MEDIA

- used for informational purposes regarding pop up events, networking/speaker panes, and collection launch dates
- gives customers ability to contact us and schedule styling appointments
 - view curated outfits and lookbook photos

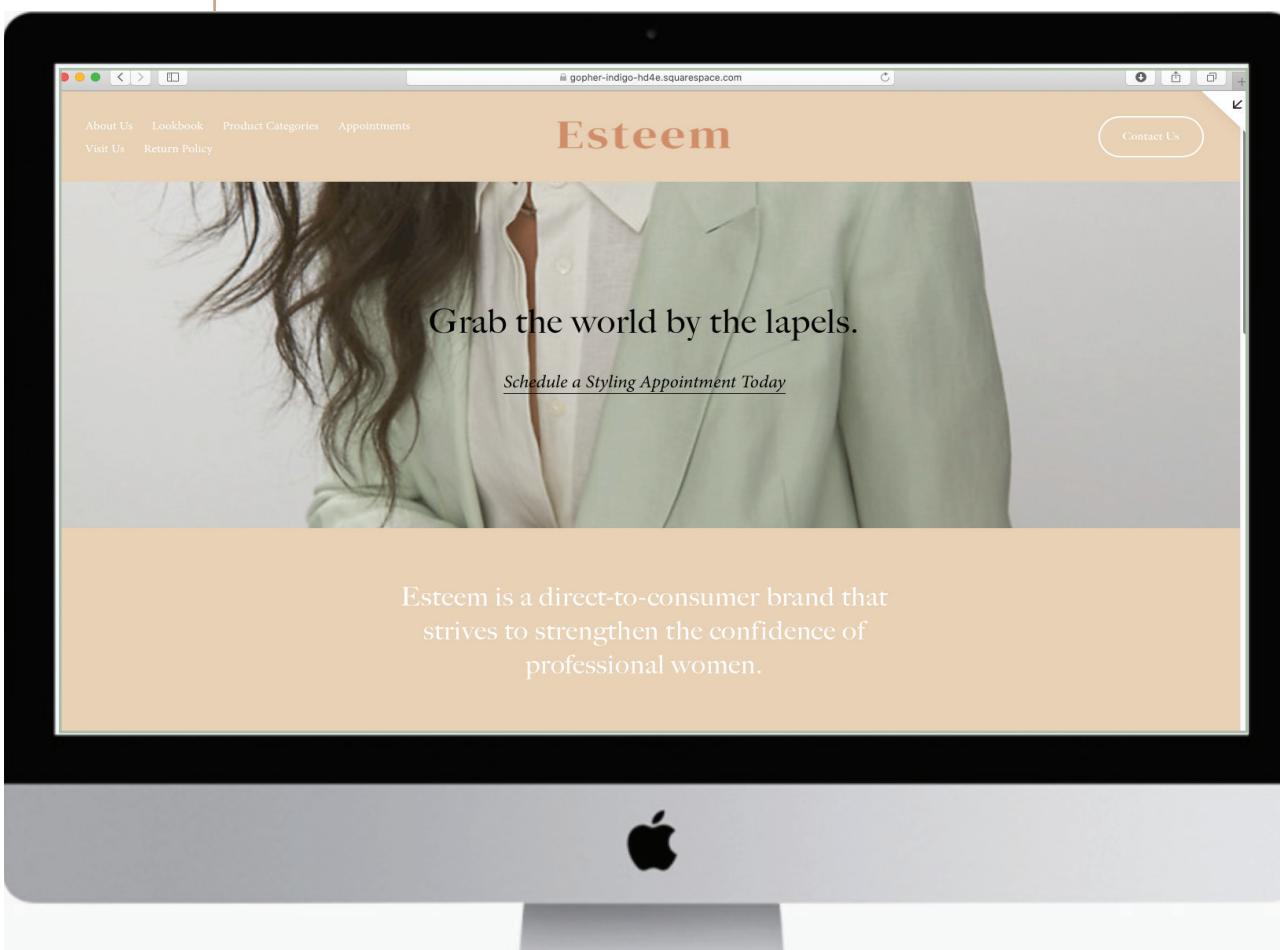


Image created via Photoshop

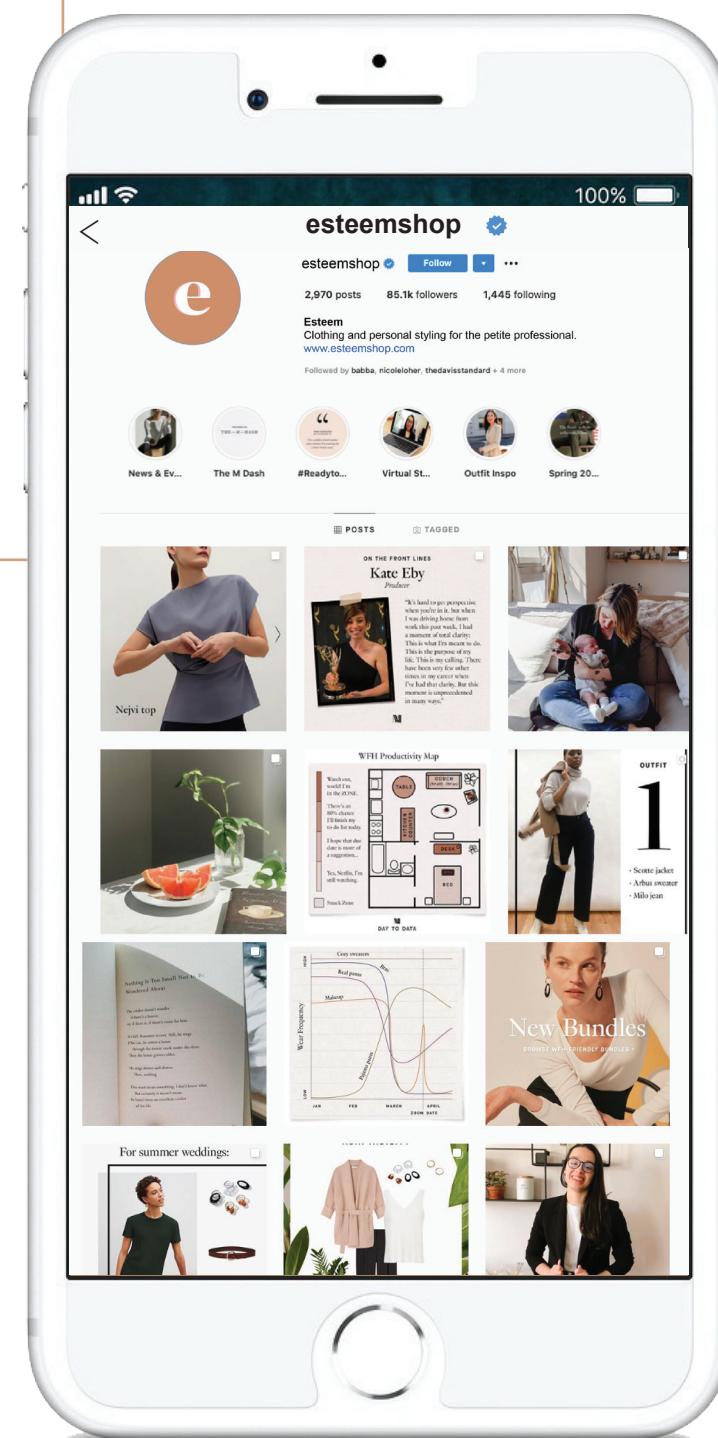
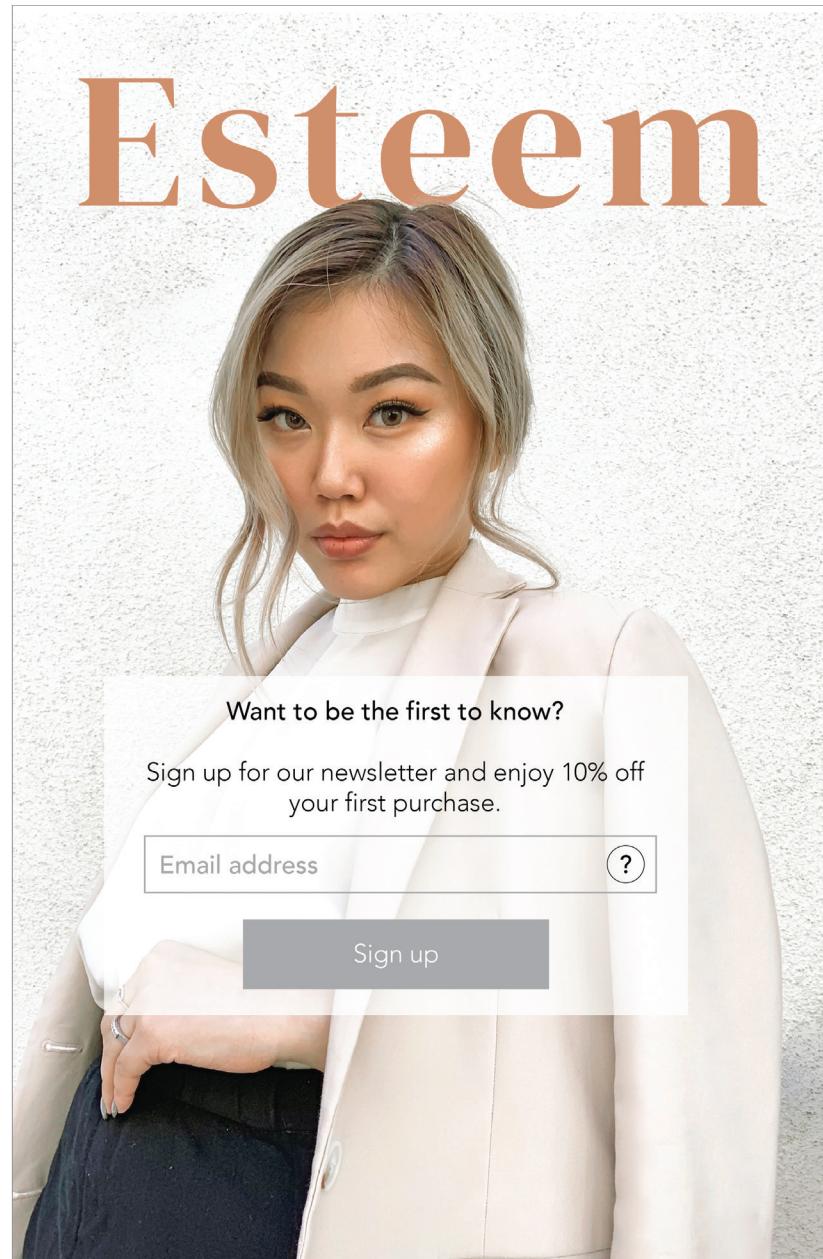


Image created via Photoshop

E-MAIL MARKETING



YOUTUBE COLLABORATION



INTERACTIVE MEDIA

- E-mail marketing and social media will help Esteem build brand awareness among target consumers and incentivize purchases

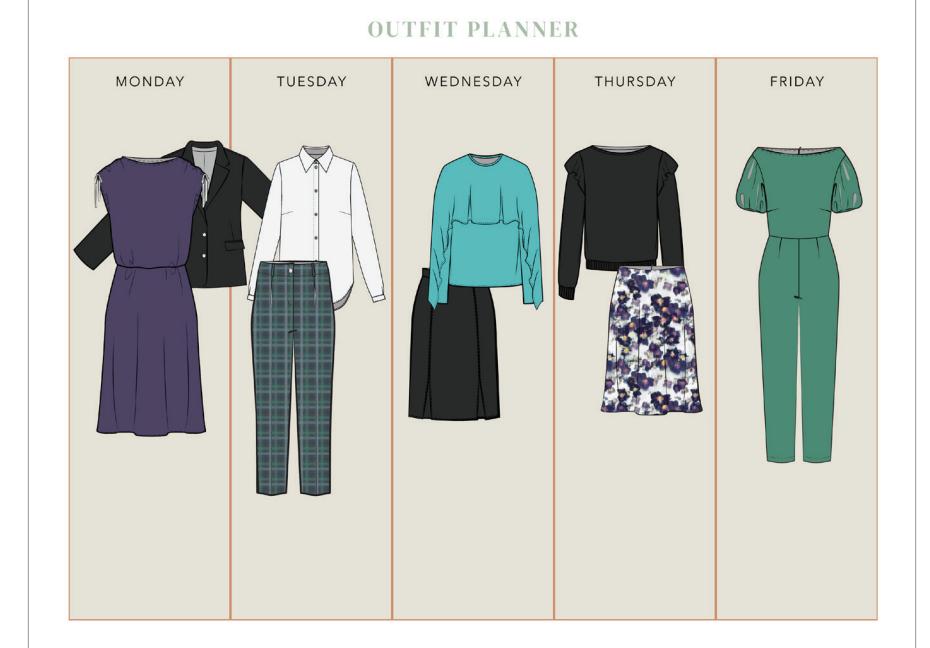
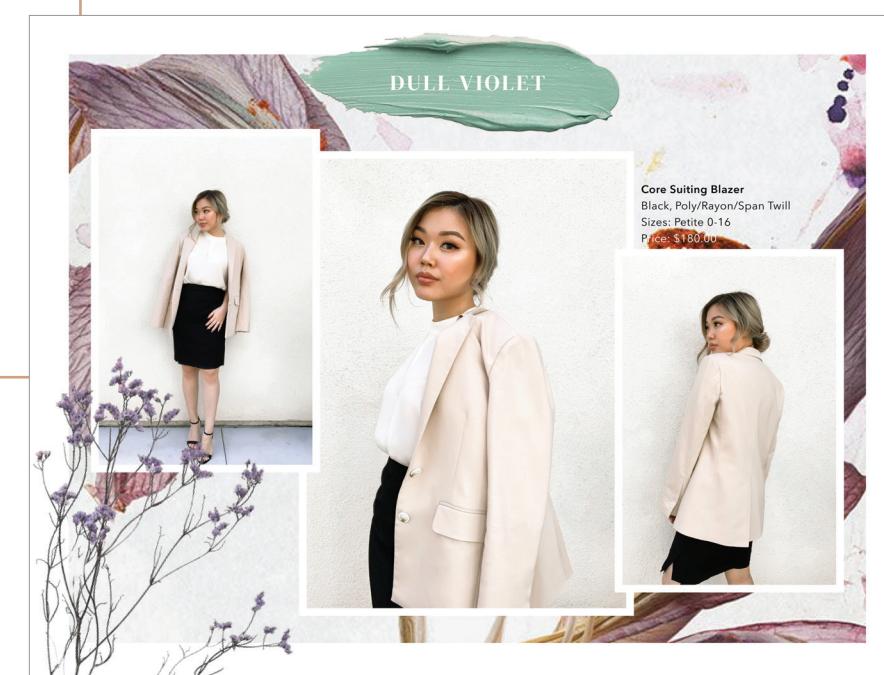
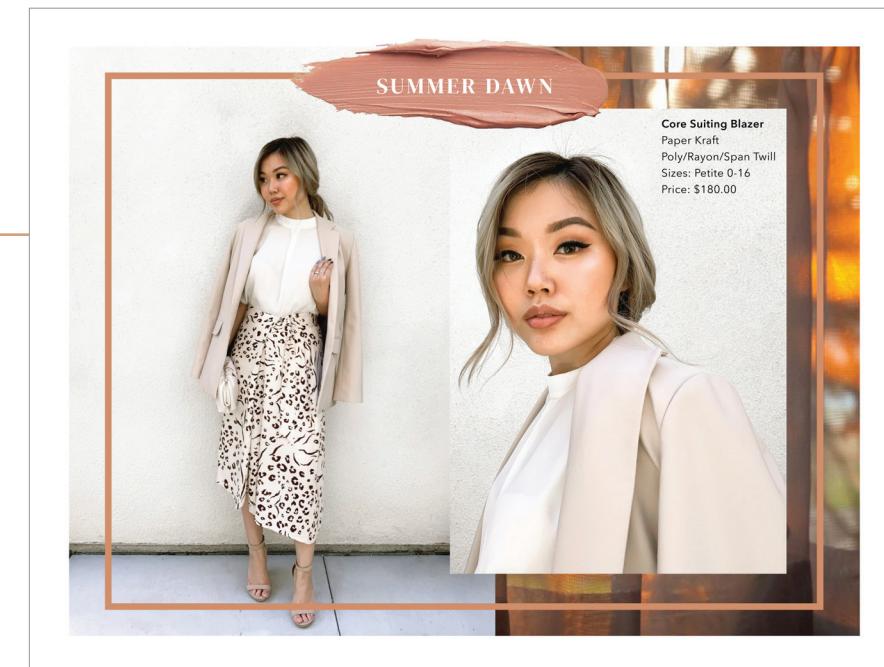
INSTAGRAM COLLABORATION



- Esteem will sponsor D.C. based Youtubers and Instagram influencers to promote seasonal products
- Influencers will fit the category of the Esteem customer - Career-focused, Petite Shopper, Capsule Wardrobe content

OUTFIT PLANNER & SEASONAL LOOKBOOK

- Builds off of the career-woman lifestyle by allowing customers to plan their day and outfit using Esteem products
- Lookbook will be combined with planner so customers have ability to view curated outfits and style inspiration
- Lookbook will be available in print and found in-store and also online



BUS STOP ADS



WINDOW DISPLAY



SEASONAL SALES



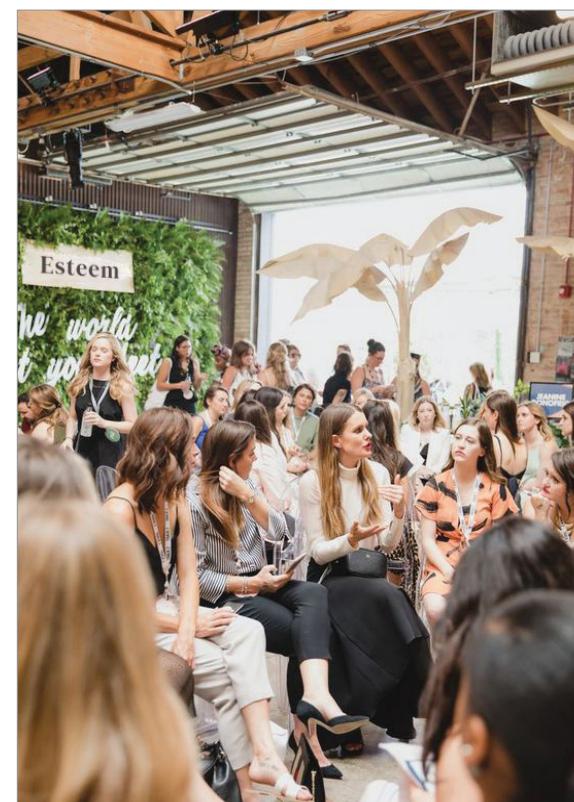
COMMUNITY BUILDING



POP-UP



COLLECTION LAUNCH

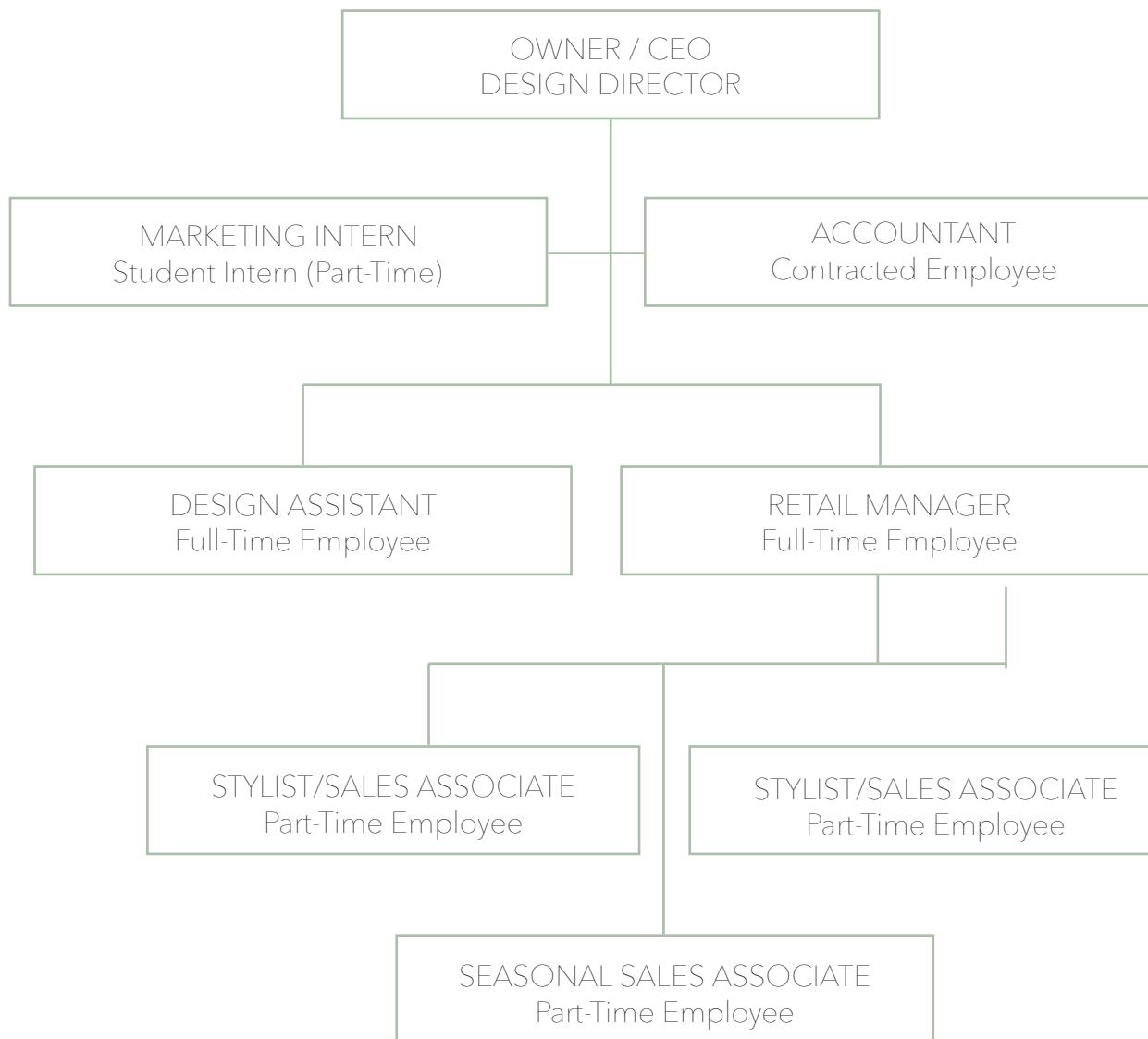


NETWORKING



VIP SHOPPING

ORGANIZATION CHART



SALARY & HOURS

STORE OPERATION HOURS

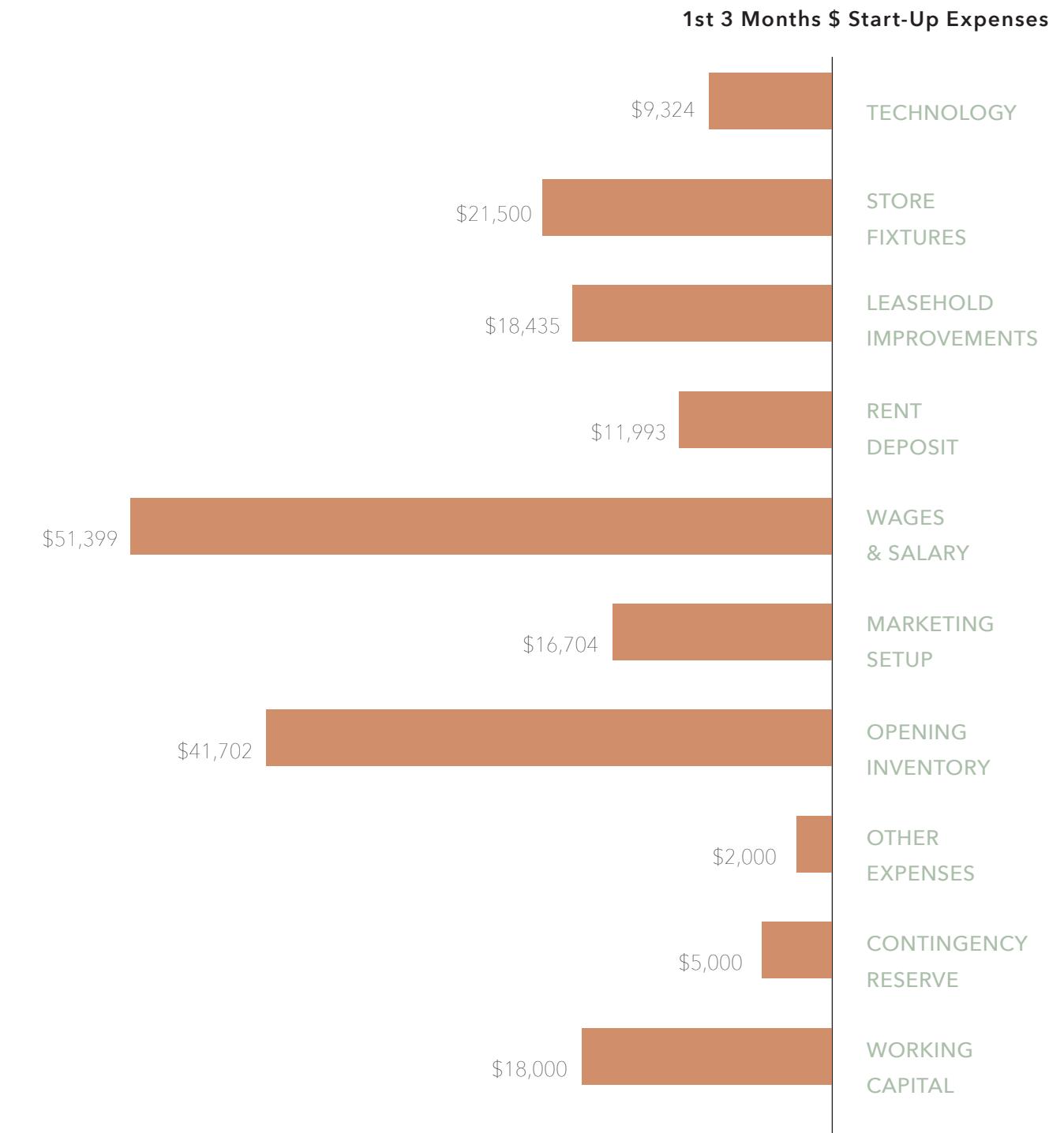
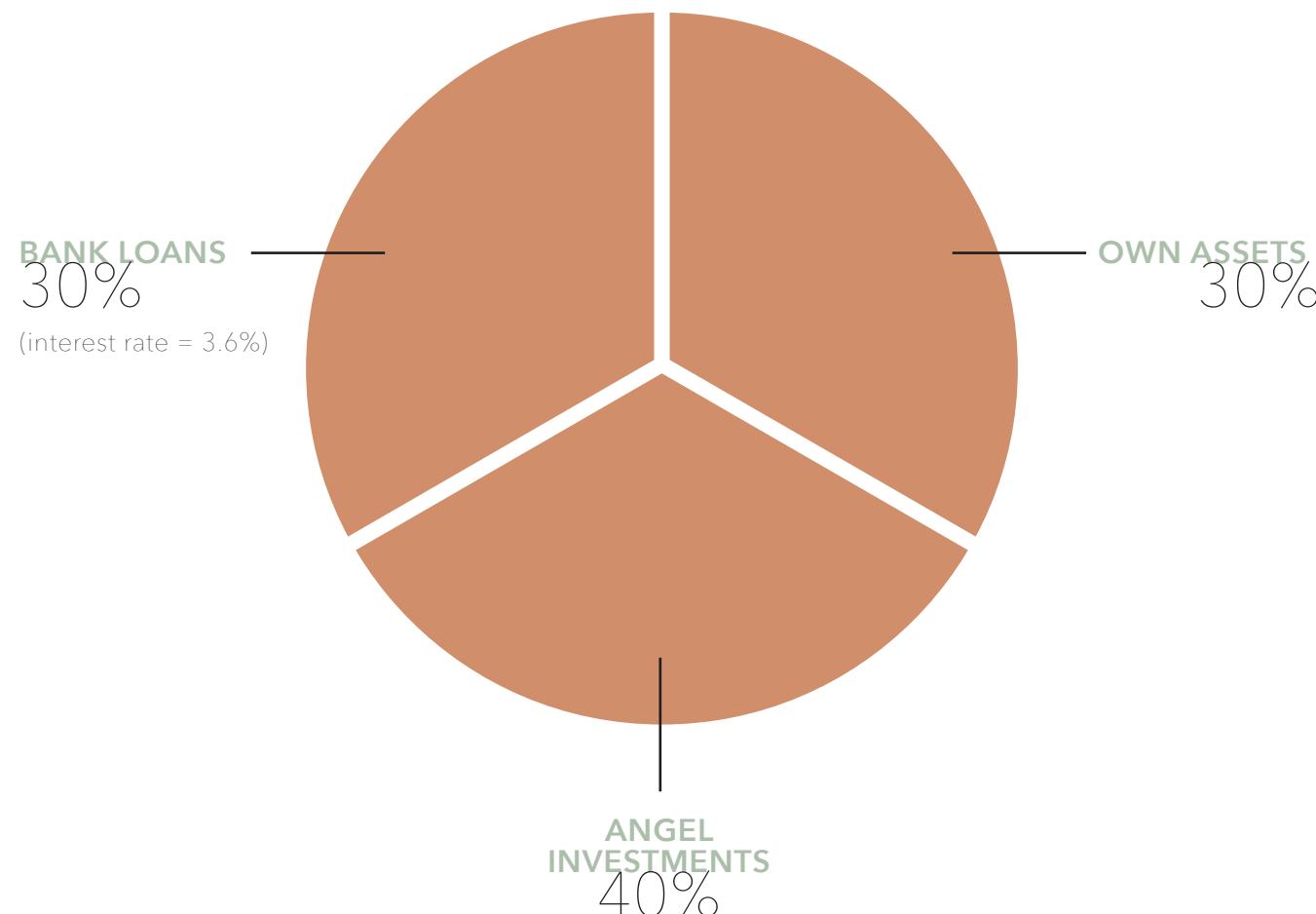
Monday - Friday	11:00AM - 7:00PM
Saturday	10:00AM - 6:00PM
Sunday	11:00AM - 6:00PM

HOLIDAYS

- Esteem will be closed on the following holidays:
- New Year's Day
- Independence Day
- Thanksgiving Day
- Christmas Day

POSITION	# EMPLOYEES	TYPE	WEEKLY HOURS	HOURLY WAGE	MONTHLY WAGE	ANNUAL WAGE
CEO	1	Full-Time	40	\$18.75	\$3,750	\$45,000
MARKETING INTERN	2	Intern	15	School Credit	School Credit	School Credit
ACCOUNTANT	1	Contract	NA	NA	\$150	\$1,800
DESIGN ASSISTANT	1	Full-Time	40	\$18	\$3,583	\$43,000
RETAIL MANAGER	2	Full-Time	40	\$17	\$3,400	\$40,800
STYLIST/ SALES ASSOCIATE	2	Part-Time	20	\$15	\$1,500	\$18,000

TOTAL START-UP COST
\$196,057.39



1ST YEAR EST. NET SALES
\$628,805

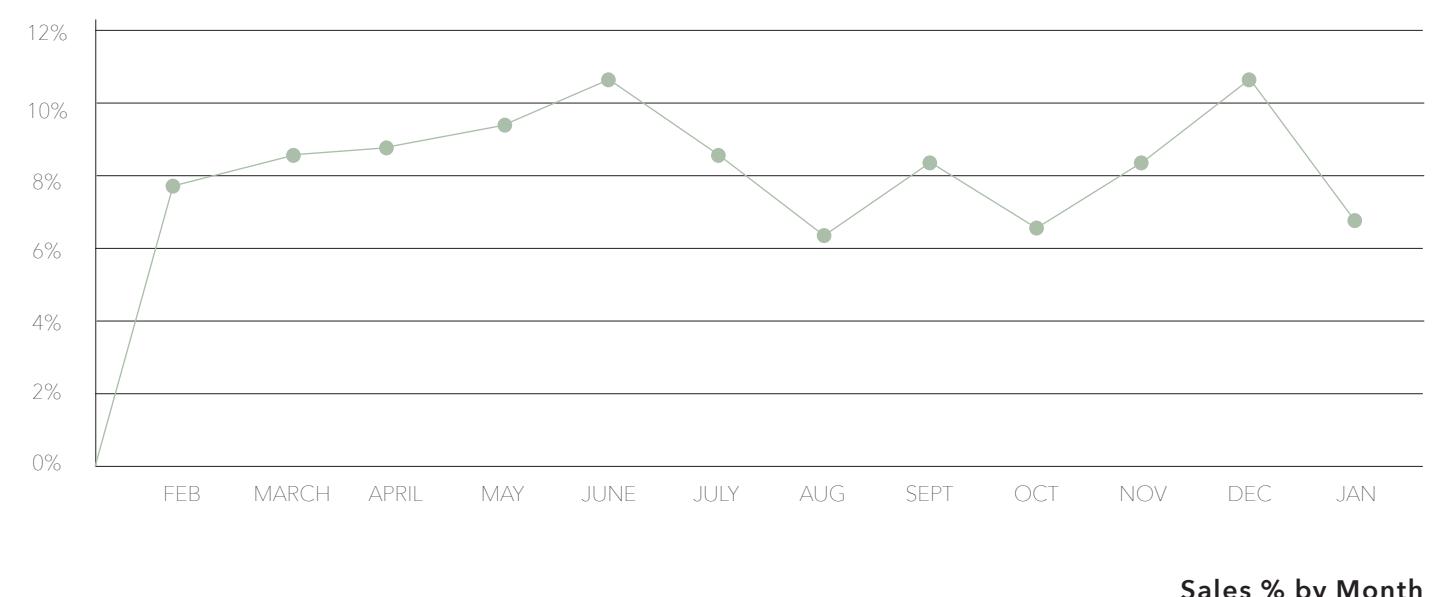
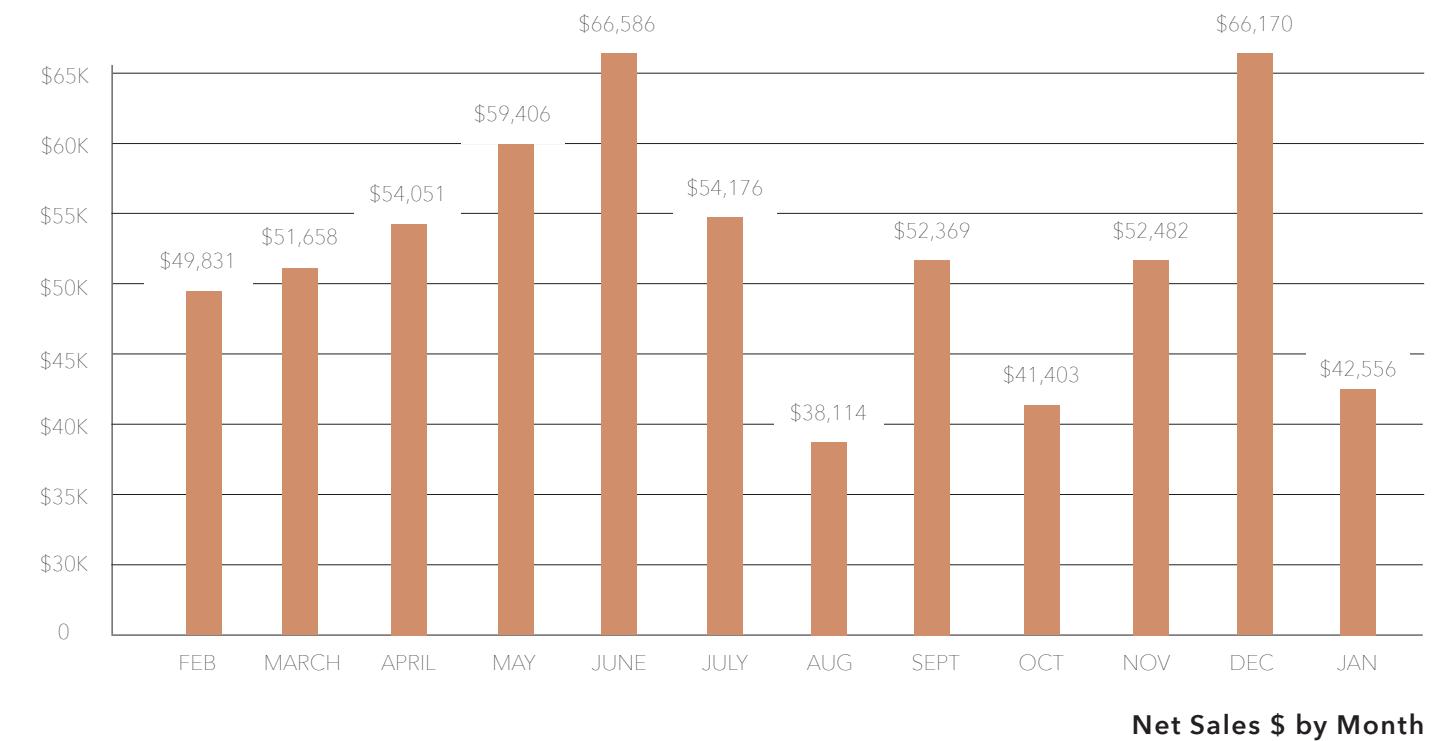
PROJECTED ANNUAL UNIT SALES
5,116

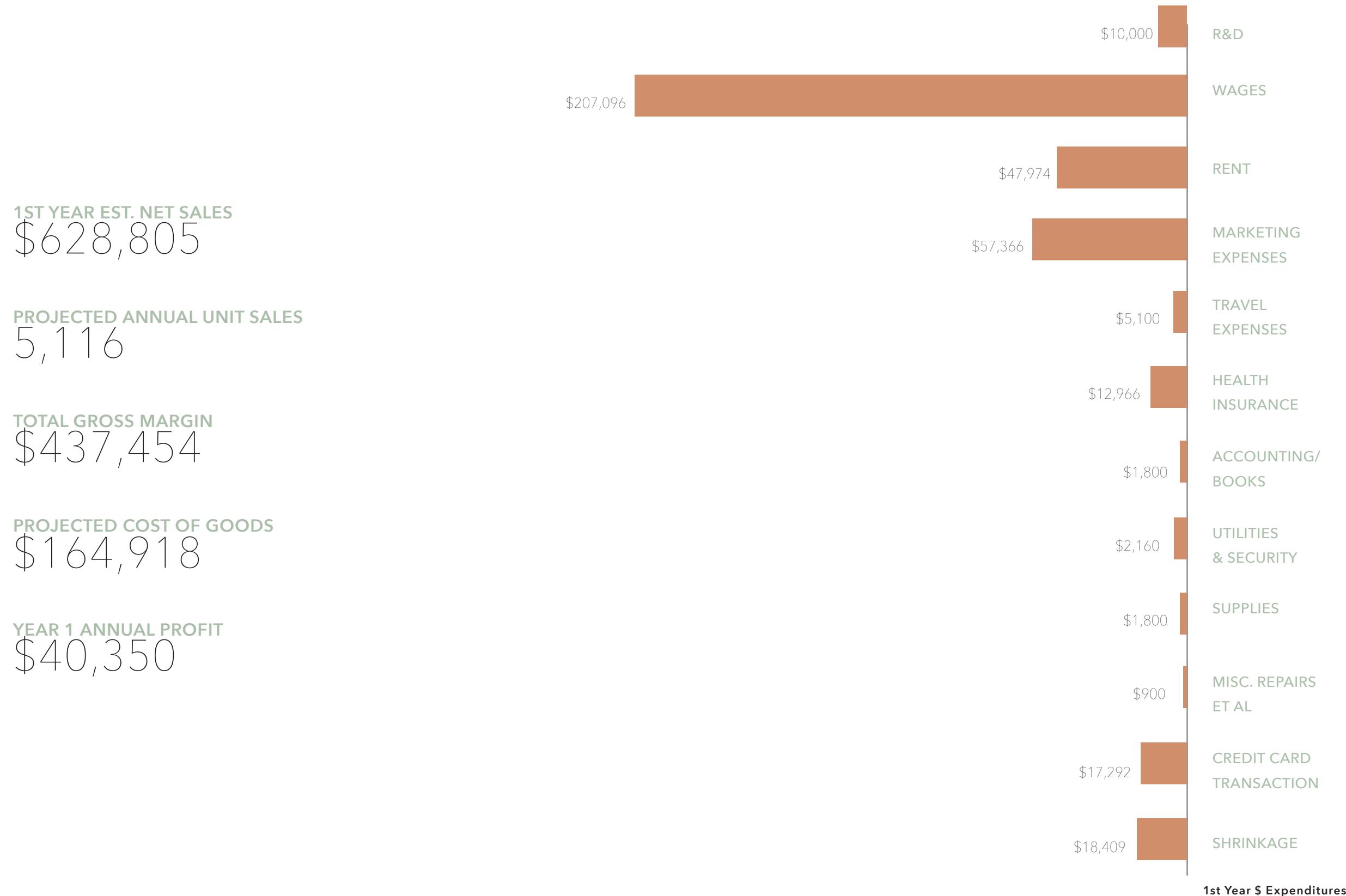
AVERAGE UNIT PRICE
\$122.91

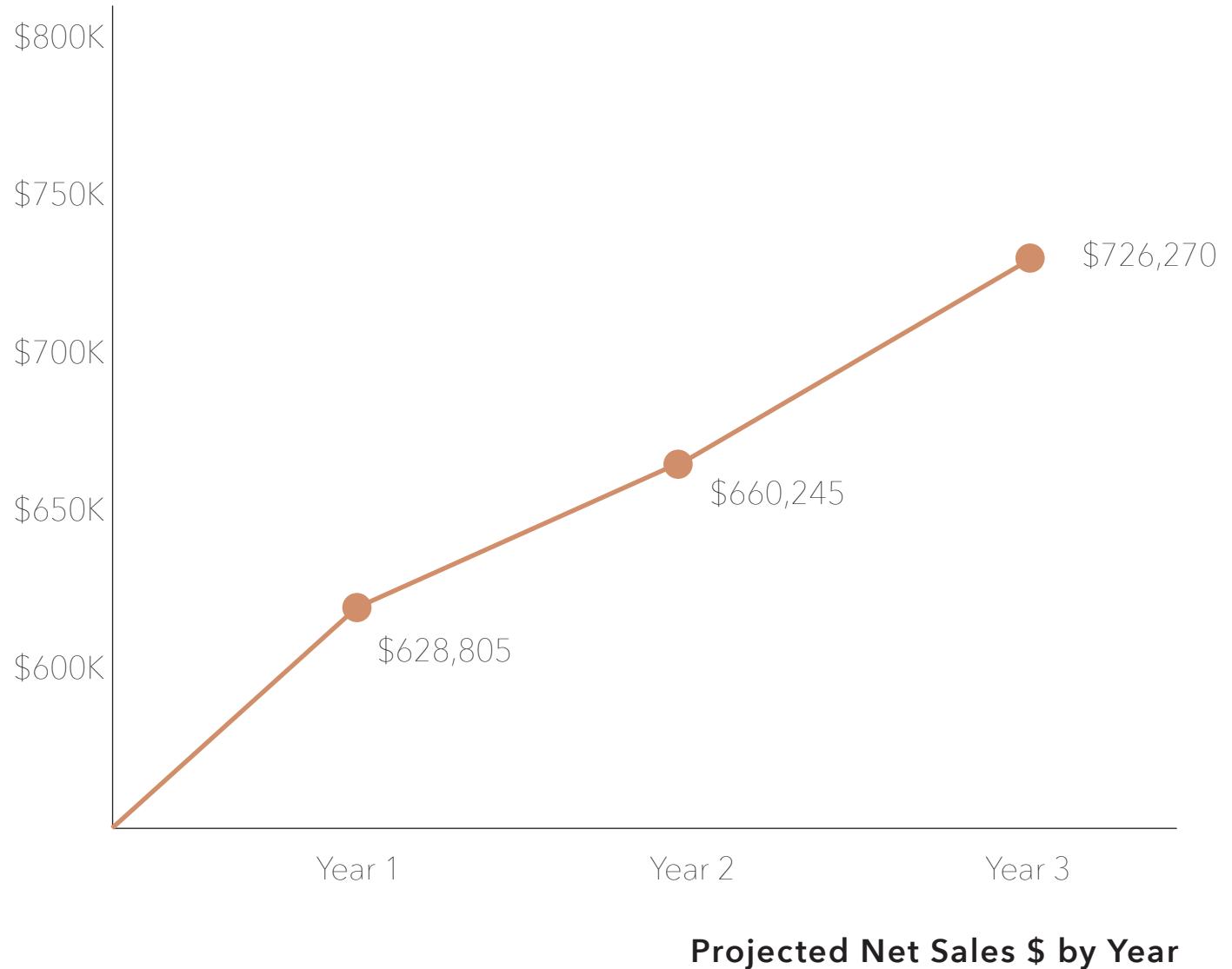
AVERAGE UNIT PER TRANSACTION
1

AVERAGE TRANSACTIONS PER DAY
12

AVERAGE SALES PER DAY
\$1,492.76







- 1 COMMUNITY BUILDING**
- 2 EXPAND SIZING**
- 3 E-COMMERCE**

GROWTH STRATEGY

YEAR 1

During the first year of business, Esteem's primary goal is to create brand recognition within the professional workwear industry and build upon petite sizing for customers visiting our flagship store. Esteem's main focus will be to raise customer loyalty through community building and networking events in Washington D.C.

YEAR 2

By year two of business, Esteem would like to grow our business by 5% by expanding our range of sizes to regular sizing. By doing so, we would work with our factories and design team. We estimate with the increase in sales, our storage area will be increased to accommodate more inventory. We would also work with a wider range of models to illustrate how our products fit on different customers.

YEAR 3

By the end of 2023, Esteem would like to grow our business by 10% by introducing an e-commerce shop to broaden our U.S customer base. To do so, Esteem would need to increase our storage facilities to accommodate a greater amount of inventory. We would also need to hire operations staff to pull, pack, and ship orders. More staff will also be needed to manage the e-commerce site daily. However, the main strategy to grow our customer will be through interactive media marketing.

Esteem

Thank you for your attention :)

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