

FEARLESS FASHION BUSINESS PLAN

Sew Chic Academy's Fearless Fashion Business

Prepared by Holly Sanders

WHY?

Why are you going into business? What is your story? This can be about clothes, or about your grandpa, it doesn't matter as long as it's genuine and compelling.

Write down why you are starting this business below.

What do you love about fashion?

What do you wish to contribute to fashion and why?

What are your own fashion struggles?

What are your fashion fantasies?

The Idea

Who do you want to serve?

Why?

What are you going to sell them?

Why are you going to sell this?

Who else sells this?

What makes you unique?

The Brand

What do you want your company to represent?

What do you want your company to stand for?

How will you make it about more than fashion?

What do you want your brand's reputation to be, and what colors evoke this emotion?

Check out my favorite book on Colors, in the Resource section!

DESIGN + BUSINESS PRINCIPLES

Your **design principles** are how you prove your why. If your why is that you want to design suits for women, what design principles will you stay consistent with to convey that message. Chanel used color and textiles. She was famous for her pink tweed suits. You will use all principles in your career, but **you want to be known for just one or two.**

Your **business principles** are things that pertain to how you run your business. Things like:

1. Living wages
2. Customer satisfaction
3. Ethically sourced materials
4. Charity from sales

There are 4 design principles:

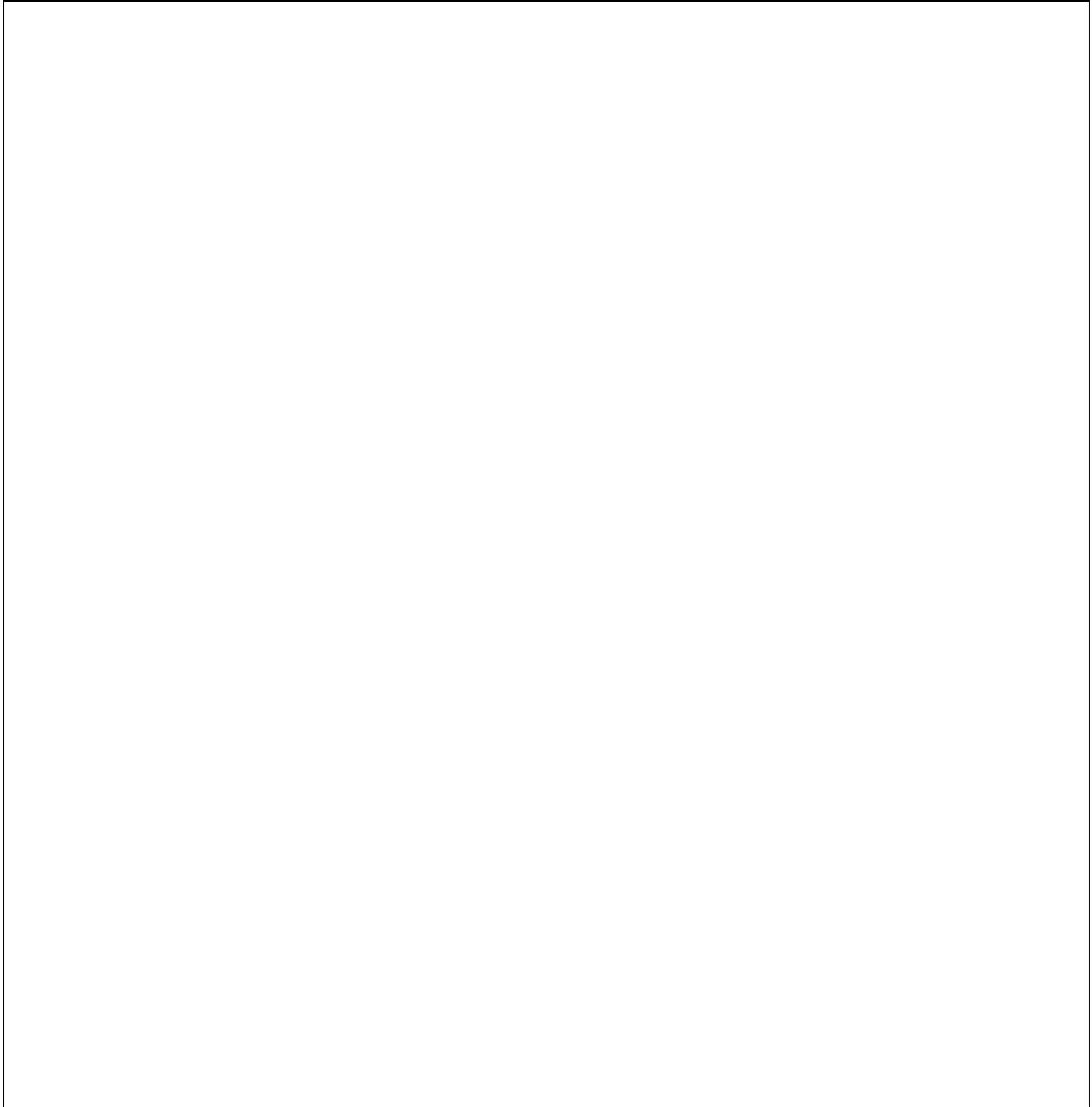
1. Color
2. Texture
3. Silhouette
4. Textiles



IDEAL CUSTOMER AVATAR

Knowing your ideal customer is the center of your business strategy.

Who is your ideal customer in a nutshell? Let the ideas flow, we'll get specific later.

A large, empty rectangular box with a thin black border, intended for the user to write their ideal customer avatar details.

Name:

Age:

Body type:

Favorite feature on themselves:

Favorite feature of others:

Their issues with clothes:

Their body issues or concerns:

Their diet:

Their lifestyle:

Their style icon:

Occupation:

Hair type:

Salary:

Location:

What does your ideal customer do in their free time?:

What do they want out of life?

What do they fear?

Personality traits:

Where do they shop?:

What are their values?:

Do they have a family of their own?:

Their style:

WHAT ARE YOU SELLING?

HOW WILL YOU SELL IT?

There are a few retail business models:

1. Wholesale. Direct to Retailer.
2. Retail. Direct to consumer.
 - a. Website or brick + mortar.
3. Both.

Which one are you going to use, and why, how does this fit into the lifestyle of your ICA.

Do you know how to make this yourself?

FINANCES

WHAT DO YOU NEED TO MAKE THIS?

These are your capital investments. It should include sewing machines, cutting tables, software, patternmaker, sample maker, mannequins, website, email, business cards, etc...

INVESTMENTS	COSTS
Industrial Sewing Machine	\$1299
Website Hosting	\$75/ year
Patternmaking Kit	\$99
Adobe Illustrator	\$100
Adobe Photoshop	\$100
Packaging	\$200/100 pieces
Business Cards	\$30
Cash Register	\$199
etc	etc

Investments	Costs
	<i>Total:</i>

