

Valentina Anea

Mr. Speice

Independent Study And Mentorship

8 February 2019

Product Proposal and Calendar

Introduction and Statement of Purpose

My mentor is the owner and creative director of her own brand. Having someone so incredibly invested in both spheres of the fashion industry has allowed me to learn about the creative and the business side of fashion. Throughout the first half of the year, I spent ISM learning about fashion through the business and creative side. With my original work, I was able to further develop this interest by designing a collection and using marketing skills to create a marketing plan. Now for my final product, I want to take what I have learned and create something that is tangible. Creating an Instagram store would allow me to further develop two of the skills I have learned throughout my mentorship.

For my final product, I want to create my own Instagram store. Instead of making my own clothes I will buy clothing at thrift stores or consignment stores and upcycle them. The first step will be to gather research on topics like competing brands, fashion trends, and sewing techniques. After the research, a brand proposal will have to be created, then I will go to several thrift stores and chose clothing items I want to upcycle. After upcycling the clothes I will take photos of the clothing and post them on Instagram. This final product will demonstrate the rigor that has gone into the creation of this product. Not only will I have to conduct research on trends and compare Instagram businesses, but I will have to successfully sell my clothes on Instagram.

This is the perfect final product for me to end the year because it accumulates everything I have learned throughout the whole year.

Review of Skills and Research

The research topics that will be instrumental in the creation of my final product will over fashion trends, sewing, packaging, and competing businesses. Since the final product is based on the execution and creation of a small business (with a design focus) the main draw will be the clothes. In order to make sure that the clothes are up to date with trends I will need to do further research on up and coming trends. The next research I will need to conduct is over sewing and upcycling techniques in order to create quality clothing. The perfect platform for this research will be youtube videos from sewers and people who upcycle. Competing businesses will be an important part of research to make sure that when my Instagram business is created it will have all the amenities that other stores offer. I will not only need to compare the features on the Instagram pages but the followers, prices, and clothing. Lastly, in order to make sure that the clothing is delivered with the utmost professionalism different types of packaging will need to be researched and the prices will be compared.

Organization will be key in the creation of my final product. In order to execute a final product at the caliber of my expectations, I will need to be organized and be able to follow through with my deadlines. I will need to be well versed in current fashion trends and sewing/upcycling techniques. My dedication and knowledge about the fashion industry from the first semester of ISM will be what makes my final product a success.

Methodology

Certain steps must be taken in order for my final product to be successful. The first step will be to do research on fashion trends, sewing, packaging, and competing businesses. After I become better versed on the creation of an Instagram business I will need to come up with a brand name and a brand niche through the creation of a brand proposal. The next step will be to go to consignment and thrift stores, buy clothing, and then alter them. After altering the clothes I will need to take pictures of the clothing and post them on Instagram.

Materials

In order to successfully complete the final product, the materials necessary will be clothing from thrift stores, a sewing machine, buttons, needles, thread, buckles, and chains. Other than the materials needed for altering the clothing, nothing else is necessary. Another material that could be very beneficial throughout this process is the book, *The Fashion Designer Survival Guide* by Mary Gehlhar because it explains in detail the necessary steps to create a small business. I have a lot of the materials that are needed for altering the clothes, so the only things I would need to buy are clothing, chains, and the book. After adding up all the costs it would set me back around \$70 to \$80 dollars. These costs are not much of a problem because if I sell the clothes then I can make all the money back.

Conclusions

By the end of the year, my final product will be a combination of everything I have learned in the first semester of ISM and everything I have researched. Through the completion of the final product, I will have a deeper understanding of the logistics necessary to run a business and the creativity necessary to come up with new ideas. My knowledge of consumer trends will have grown immensely and I will better understand what consumers want. After working on this Instagram business for a couple of months I will have a research log with all my findings, a

brand proposal, pictures of the alternation process, at least five pieces of clothing that have been upcycled, an Instagram business up and running, and at at least one clothing item sold. This entire process will make me become well versed in customer service in order to make sure my customers are satisfied with the service and the products. Unlike the original work, the final product will be a tangible accumulation of everything I have learned throughout the entire year. The Instagram business is tangible because it will have direct access and interaction with the outside world rather than it just being an idea or a theory. The business will be useful for young women who cannot find the clothes they want in regular retail stores. This will address the community because it will directly reflect the wants and needs of consumers within the community.

Development of Product Calendar/Timeline

03/8/19: Have at least 3 ideas for a brand name

03/20/19: Research trends completed

03/28/19: Research on competing stores and packaging completed

04/08/19: Brand proposal completed

04/14/19: Visit thrift stores and buy at least 5 clothing items

04/28/19: sewing, altering, and upcycling completed

04/29/19: Take pictures of the clothing and set up the Instagram account

05/9/19: Sell at least one clothing item, package it, and deliver it

05/10/19: Due date

05/17/19: Final Presentation Night