

Remix Fashion

Social Media Plan: Remix Fashion
Use of Social Media and IT in Fashion, Hospitality & Sport Industries 3950
Joselyn Warga

Executive Summary

Market

Remix Fashion is a subscription-based e-commerce service that specializes in taking old, unwanted clothing and reworking them into brand new garments and styles. Each month consumers will provide up to three items of clothing for our team of designers to deconstruct, redesign, and upcycle into one new garment that is then promptly returned to the customer. With a dedication to sustainability, Remix Fashion targets environmentally conscious consumers, such as the ever-growing market of sustainably focused Millennials and Generation Z. Our focus on sustainability, quality, and trendiness results in our target market becoming heavily focused on Generation Z, but also allows for a younger portion of Millennials to be targeted as well. This leaves our company with a target market ranging in age from 18-36.

Opportunity

Approximately 13 million tons of clothing ending up in landfills each year. As sustainability has become more important to consumers, secondhand buying and upcycling markets have grown rapidly. According to Johansen (2021):

Generation Z is also more likely to purchase upcycled products, and like all their generational peers, Gen Z values quality above all else — and quality is one aspect that sustainably-made products always takes the lead on. After all, sustainably made products are built to last.

Unfortunately, upcycling has widely been, and continues to be, an individual process. Therefore, people who are less gifted in the art of garment construction and sewing are often left helpless in their upcycling endeavors. Remix fashion allows everyone the opportunity to shop more sustainably and to create something brand new from something old. As far as my research concluded, there are currently zero other large-scale custom upcycling companies. Remix Fashion is also the only company to offer a subscription-based service.

Product/Service

Remix Fashion is an online subscription service that specializes in upcycling old, unwanted, or unworn garments. We work to promote and encourage a more sustainable fashion industry by reducing textile waste and reworking old garments into new stylish pieces. Our monthly subscription service sees customers sending in up to three old articles of clothing that will be redesigned and transformed into one new garment. The process begins when customer sends in their old clothing. Once received, our team of in-house designers will create three sketches of possible upcycled designs. Each of these designs will have a different price based on its' complexity. The customer then chooses which of these designs they want, and garment deconstruction and reconstruction begins. Once the new garment is finished and approved by our quality assurance team, it is packaged and shipped back to the customer.

Distribution

Remix Fashion uses a direct distribution model. Like many subscription services and e-commerce sites, Remix Fashion sells directly to consumers and distributes straight to the consumer's door. Our company will also use a form of digital distribution during the design process. The digital distribution is in the form of the digital design files that the consumer receives with the sketches of their design options.

Promotional programs

Remix Fashion has two major promotional programs. Our first promotion is a subscription-based discount. Customers will receive a discount on their base payment in return for extended subscriptions. Our custom piece costs cannot be predetermined at sign up as the price of our garments are based on the complexity of the design. Thus, this discount only applies to the monthly base cost. Our single month subscription is currently set to cost a base price of \$25. If a customer chooses to extend this to a six-month subscription, they will receive 10% of the base prices. For customers who commit to an annual subscription, their base costs are reduced by 20%.

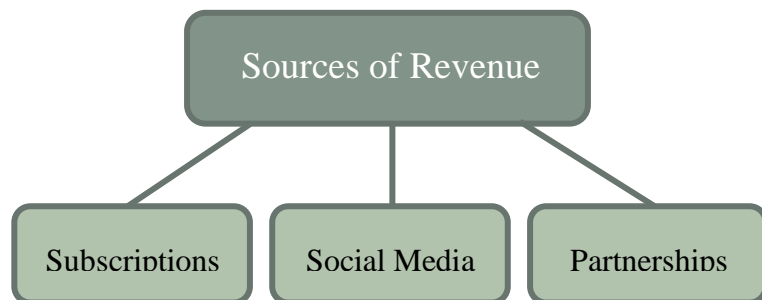
The second major promotion we offer is a donation discount. Our services require that our textiles are sourced directly from our customers. Additionally, many upcycling projects require the use of multiple different fabrics. Thus, our company offers a discount to customers who are willing to donate old garments for our use in other projects. These donations are limited to three items per customer. For one donation the customer receives 5% of their total cost, two equates to 10%, and three garments equates to 20% off the customer's total cost.

Critical Financial Information/Revenue Model

Remix Fashion's current projected expenses are approximately \$275,000 in our first year of business. To cover these costs, we will obtain a loan from the Small Business Administration. This loan will help cover our worker's salaries, machinery and supply costs, studio workspace rent, and marketing costs. Our hope is to this loan within our fourth year of business.

Our company has three main sources of revenue. The first being our subscription service.

This being our main service, we expect that our upcycling subscriptions we be our greatest source of revenue. Another source of revenue is through our social media channels. Our last major source of revenue is from our promotional partnerships.



Expected results

We believe that Remix Fashion has the potential to completely disrupt and fundamentally change the fashion industry. Our main hope for our company is that it will change the way consumer buy clothing. We want to help teach consumers that we don't need to buy more and wear less, but that we should be doing the exact opposite. Our company also helps teach consumers that something brand new can come from something old and that the process in between can be exciting to see.

Corporate Information

Company Title/ Type of Business

Remix Fashion is a large-scale garment reworking subscription service. Our name stems from the idea that much of upcycled clothing is a mashup of multiple garments. Upcycled garments are often a mix of different colors, patterns, and textiles. Our name creates an image of nonconformity and creativity in the minds of our consumers. The prefix re- also gives our

company the unique ability to stretch the boundaries of our name. Remix Fashion can just as easily become Reused Fashion, Reimagined Fashion, Renewed Fashion, Recycled Fashion, and much more. While Remix Fashion is our official title, we embrace our ability to use the re-prefix to further embrace our sustainability efforts.

Description of Company (About Us)

Remix Fashion is a company created from two basic ideas. The first being sustainability. Creating a more sustainable fashion industry is the main goal of Remix Fashion. Our industry is the world's second largest polluter and throws around 13 million tons of clothing away each year. A change in garment manufacturing is necessary; however, a change in the way consumers shop is also vital. According to author Dana Thomas,

American shoppers snap up about five times more clothing now than they did in 1980. In 2018, that averaged 68 garments a year, the online firm Rent the Runway told the New Yorker. As a whole, the world's citizens acquire some 80 billion apparel items annually. And on average—*average*—each piece will be worn seven times before getting tossed, according to a 2015 study by the British charity Barnado's. In China, it's just three times, says the Chinese fashion-rental platform Y Closet.

Our company works to redesign, rework, and reuse old garments through the act of upcycling. We've chosen to use a subscription-based service in hopes of simplifying and normalizing the upcycling process.

Remix Fashion is also about encouraging creativity. We want our customers to receive an entirely unique and one-of-a-kind garment each month. Our company is not just about making new clothes from old garments. Remix Fashion is about the sustainable production of stylish and trendy upcycled clothes. Whether you are creative or not, our in-house designers will produce multiple unique pieces for you to choose from. With our services, you can be sure that you will receive a quality, fashion forward garment once a month with no added damage to your closet space.

Mission Statement

Our mission is to provide a unique service to customers who wish to explore the bounds of their creativity and to pave the way for a new, more sustainable, way of fashion and life.

Vision Statement

Our vision is to become the world's most sustainable fashion company and to implement the ideas of slow fashion into the shopping habits of every consumer around the world.

Keys to Success

One of our major keys to success is our commitment to quality. Each upcycled garment is examined by our quality assurance team for any imperfections. Loose threads and asymmetric hems do not make the cut. If needed, garments are sent back to our seamstress to be fixed. Once any and all imperfections are gone, the garment can be promptly packaged and shipped back to the customer. With our efforts to be as sustainable as possible, Remix Fashion uses biodegradable shipping boxes. Remix Fashion also prides itself on providing quality customer service. Our design teams regularly communicate with customers to ask their opinions on the designs provided. Feedback is welcomed and necessary during the design process in particular.

Another key to our success is gaining brand awareness. Upcycling has long been an individual effort and there are not currently many, if any, companies that offer custom garment upcycling like that of Remix Fashion. Therefore, building brand awareness is vital to the success of our company. As social media is playing a greater role in our everyday lives, we plan to establish a large social media presence by creating a cohesive and appealing content across all of our social channels and collaborating with social media influencers. These influencers, however, will be carefully chosen and will align with our core values of living sustainably.

Marketing Plan

Marketing Mix

Product

Our subscription service is a monthly service in which our customers are able to send up to three items of clothing to our in-house design team to be redesigned. After receiving your item, or items, our team of designers will create three possible upcycled designs. These new designs are then sketched, and an email will be sent to the consumer. The consumer will then choose their favorite of the produced sketches and submit their pick for the final design of the product. Immediately after our design team receives the final confirmed design, production will begin on the garment. The initial stage of production requires the original garment to be deconstructed. After deconstruction, the remaining fabric will be cut into a pattern correlating with the consumer's chosen design. Once all pattern pieces are cut, a seamstress will sew the fabric and the new garment will begin to take form. After the new garment is sewn together, it is then finished as the seams become hemmed and all loose threads are cut. In its' final stage of production, the completely upcycled garment will be sent for a quality check. When the garment passes inspection, it will be sent directly to our packaging services and promptly shipped back to the customer. The result is a one-of-a-kind garment every time.

Price

Remix Fashion is a customizable fashion company. Therefore, with each unique design, there is a unique price. For a standard monthly subscription, there is a base price of \$25. From there, our in-house designers will create a collection of three possible upcycled designs. Based on the complexity of the design, the price will range anywhere from \$40-\$100. The customer is given the prices of the garments beforehand to ensure transparent business practices. The customer is then able to choose their final design based on budget and fondness of the style.

Promotion

One promotional strategy that Remix Fashion utilizes is a discount for extended subscriptions. A standard monthly subscription is set to cost a base price of \$25. A six-month standard subscription reduces this base cost by 10% to \$22.50 a month. An annual, or 12-month, standard subscription reduces your base cost buy 20% to \$20 a month. This promotional is beneficial to both the consumer and Remix Fashion in that the consumer receives a discount and the company is guaranteed more revenue by securing a longer subscription term.

Another promotional program offered by Remix Fashion is our "Donations to Discounts" program. As all of our products are reworked from existing garments, in many cases additional fabric must be used to create a complete garment. Thus, customers are given an opportunity to donate additional garments to Remix Fashion that they will not receive back. Discounts are then

provided as follows; one item earns you 5% off your total subscription cost, two items earn you 10% off your total, and three or more items earn you 15% off your total purchase.

Placement (Distribution Strategy)

Remix Fashion is strictly an online subscription-based company. Our company will not retail in any brick-and-mortar stores. Our company uses a direct-to-consumer distribution method. Our subscriptions boxes are sent directly from our warehouse to the consumer's door each month. Remix Fashion as utilizes digital distribution throughout the design process. Once our in-house designers have created the design options, the file is then shared directly with the customer via an email. As Remix Fashion is subscription-based

Market Analysis

Customers

Over the last few years, Millennials, and Generation Z in particular, have become much more environmentally conscious and have grown to demand more sustainable business practices. According to a survey of 1000 respondents, "62% of Generation Z prefers to buy from sustainable brands. They are also 73% more willing to pay 10% or more for their sustainable goods" (Johansen, 2021). This shift in priorities has not only led to the growth of the secondhand market in particular. According to ThreadUp's Resale Report, the market is anticipated to grow from \$24 billion to \$51 billion over the course of the next five years (Zwettler, 2020). While upcycling is not secondhand buying, it is an increasingly popular way to give a second life to old clothes while remaining within the sustainability movement. With a buying power of approximately \$143 billion and a sustainably focused way of consuming, Remix Fashion targets Generation Z, and a segment of Millennials consumers, ranging in age from 18-36.

Competition

While there are currently companies who upcycle products, they are often selling premade upcycled products. Very few companies offer custom upcycling, and when they do, it is more commonly furniture rather than clothing. Not only will Remix Fashion be one of the first large scale upcycling companies, it will be one of the only. As far as my research can tell, Remix Fashion is the first ever custom garment upcycling subscription service. Remix Fashion is also unique in that it does not result in the consumer acquiring more clothing than before. While other companies are busy selling you more products, Remix Fashion creates an entirely new product from previously used clothes. This means that sustainably conscious consumers who are weary of buying excess need not worry. Remix Fashion is a completely new and unique way of buying clothes.

Suppliers

The most important supply needed, the fabric, will come directly from the consumer and therefore does not need to be sourced elsewhere. Our greatest supply demand is that of our shipping supplies. As a sustainably focused company, our shipping supplies must be sourced from very specific wholesalers that offer eco-friendly packaging. Our boxes will be biodegradable and our garment bags and packing peanuts will both be compostable.

SWOT Analysis

Strengths

One of the greatest strengths of our company is that it is entirely unique idea and there do not seem to be any current companies offering a similar service to Remix Fashion. Thus, there is very limited competition against our company. Another strength of Remix Fashion is the high quality of our products. We do not mass produce anything, therefore all of our clothes are made with extreme attention to detail. Since almost all of the fabric used to create our garments are provided by the customer, our supply costs are significantly lower than other companies. The last strength of our company is our individualized quality customer service.

Weaknesses

The first and greatest weakness that our company faces is a lack of brand awareness. Remix Fashion is an entirely new company; therefore, we do not have the predetermined brand awareness associated with other companies. Consequently, our company also currently has no customer loyalty. The hope is that as one of these weaknesses begins to strengthen, the other will as well. Another weakness of our business is that we are strictly e-commerce. This means that we have no physical locations for customers to visit and no face-to-face interaction with said customers.

Opportunities

One very large opportunity available to Remix Fashion is that it resonates with the ever-growing market of sustainable shoppers. In turn, this results in our company having a very large and expanding potential market. Another opportunity for our company is that e-commerce has grown rapidly over the last few years and has continued to grow. E-commerce is also an extremely convenient means of shopping. Finally, our company plans to advertise heavily through social media which can greatly reduce advertising costs.

Threats

One of the greatest threats to Remix Fashion is its' price point. Our products are not incredibly expensive, and our customers are given multiple pricing options; however, our clothes are nowhere near the \$10 price points of popular fast fashion companies. While our clothes are much higher quality than the cheaper fast fashion tops, many people are still reluctant to purchase higher priced garments. Another threat to our company is the possible emergence of upcycling small businesses. The last major threat to Remix Fashion is the currently popular linear model. Our company centers around sustainability and creating a more circular fashion industry; however, many consumers do not care about these issues.

Strengths	Weaknesses
<ul style="list-style-type: none">• Limited competition• Quality products• Lowered supply costs• Individualized attention to customer service	<ul style="list-style-type: none">• Brand awareness• Must build customer loyalty• No physical (brick-and-mortar) location• No face-to-face interaction
Opportunities	Threats
<ul style="list-style-type: none">• Resonate with sustainable shoppers• Large potential market• Growth and convivence of e-commerce	<ul style="list-style-type: none">• The cheaper price of fast fashion• Small business (DIY) upcyclers• Linear retail model and overconsumption culture

<ul style="list-style-type: none"> Lowered advertising costs due to social media marketing 	
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Additional Information

Start-up Strategy

To enter the market, Remix Fashion will begin by growing brand awareness through our social media platforms. These platforms are intended to be fully functioning at least four months before our company opens for business. We feel that these four months will be the perfect amount of time for our company to grow our brand awareness and to build anticipation for our services. Our website is also to be fully functional four months before opening day. We also plan to utilize social media influencers to help grow our brand awareness. We plan to offer a select few sustainably conscious social media influencers the opportunity to have early access to our services in exchange for them posting their experiences to their social media accounts.

Management and Personnel Plan Cost Breakdown (HR strategy)

We plan to spend approximately \$275,000 in our first year

- | | |
|---|--|
| <ul style="list-style-type: none"> 2 designers creating sketched designs; \$30,000 per employee 2 seamstresses creating tangible garments; \$50,000 per employee 1 customer service representative/social media manager; \$30,000 per employee | <ul style="list-style-type: none"> \$40,000 rent for studio workspace \$12,000 for machinery \$25,000 cost of goods \$2,500 marketing/advertising costs \$5,500 additional expenses |
|---|--|

Smart Objectives

Objective 1

Specific

Become verified on our social media accounts by our third year of business. **Who:** Remix Fashion's own social media accounts; **What:** Gain enough followers and meet the criterion to have our social media accounts verified; **Where:** Across nearly every social media platform but most importantly Instagram and TikTok; **Why:** Becoming verified will increase brand awareness and potential subscribers.

Measurable

Measurably, we would like to see an increase in our followers count weekly across each of our social platforms.

Attainable

Many platforms do not require a certain number of followers to become verified. Instead, there is a list of criteria that your account should meet. This criterion is somewhat simply for a large-scale company to meet. You can also apply for verification at any time.

Relevant

Becoming verified on social media platforms help to increase brand awareness and create more website traffic and increase potential customers

Time-Bound

While our social media accounts are expected to be fully functional four months before the opening of Remix Fashion, we hope to be verified on across our platforms three years after the launch date of the company.

Objective 2

Specific

Pay off all company loans by our fourth year of business. **Who:** Remix Fashion and the Small Business Administration (SBA); **What:** Our company will pay back all loans, with interest, to the SBA; **Why:** The longer our loans remain unpaid, the more interest they gather and the overall cost increases.

Measurable

Measurably, we can track company profits and remaining loans payments throughout these four years of business.

Attainable

We are hopeful and confident that our company will be profitable within its' third year, giving us the ability to repay our loans.

Relevant

The longer we leave our loans unpaid, the most interest they will gather, resulting in us paying a higher price in the end. Paying off our loans as soon as possible will lessen our overall payment.

Time-Bound

Our company plans to be profitable within its' third year of business and to have paid off all loans by the following year.

Social Media Presence

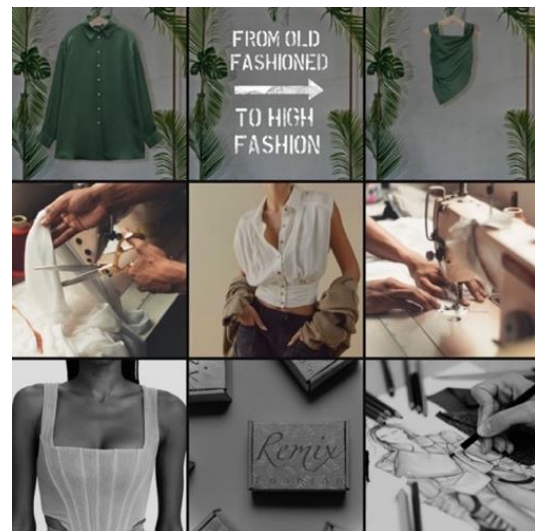
Social Media Audit

Remix Fashion is a completely new company. Therefore, our social media channels will be starting from scratch. However, we believe that this is actually very positive for our company. Although we now must grow our social channels from scratch, this gives us the unique opportunity to have complete control over the entire look of our brand. We plan to begin using our social channels four months before our services open to the public. Our hope is that we can build awareness and anticipation for our brand by posting content that will intrigue audiences.

Social Media Identity

Our company finds it absolutely necessary that our core values can be identified through our social channels. Thus, we plan to use a very neutral and earthy color palette for our social channels. Our main company color is a plant-like forest green color. This green will be especially prevalent in our social channels as the color is associated with growth and renewal. Within the fashion industry specifically, green is also heavily associated with sustainability.

Our social channels also plan to focus heavily on the production process of our garments. Remix Fashion is not meant to be another clothing company. Instead, it should be an experience. We want our customers to feel like they are a part of the



process. By involving the customer in this process, we also hope to exhibit the time and effort our company puts into making a quality garment every time.

Social Media Accounts/Channels

Instagram

Instagram will be one of our most active social media channels with the hope of posting new content at least once a day. Unlike many of the other social media channels listed below, Instagram gives you the unique ability to create a brand image through your Instagram feed. Thus, we plan to create an aesthetic feed that clearly defines our company's values including quality and sustainability. Instagram also gives you the unique ability to post daily, temporary content via Instagram stories. This makes it easier to post more content daily without being intrusive to your followers.

TikTok

TikTok is the newest social platform that our company will be utilizing. Much like Instagram, we plan to post new content daily on this platform. Our company works to create an experience for customers by encouraging them to take part in the process of upcycling their clothing. By showing customers the manufacturing process, we also hope to show the time and effort put into making sure every garment is a quality product.

Facebook

Facebook is another social platform that Remix Fashion will be posting content to. While much of our target market is not as aggressively active on this platform as others, the older segment of our market is. Thus, we will not post to this platform quite as often as often as Instagram or TikTok. While we plan to post to Instagram and TikTok daily, our content calendar for Facebook sees us posting approximately twice a week.

Twitter

Twitter has a high volume of active users that mainly consists of our target market. Therefore, we plan to be relatively active on this platform. Very similar to our content plan for Facebook, we plan to post to Twitter twice a week. These posts will mostly likely directly correlate to the posts made to both Instagram and Facebook on those days.

Pinterest

Pinterest is the perhaps the most niche social platform we have chosen. While the platform does not supply as many views as others might, it is still one that we see fit to use. Again, we plan to be less active on this account, posting approximately twice a month. These posts will mainly consist of before and after photos of upcycled projects.

Website

Finally, the most import channel is our company website. This website will be easily accessible through links that will be in the bios of all of these. Our website home page will be incredibly minimalistic and easy to use. With our login feature, subscribers can login into their account, interact with our design teams, and track the progress of their garment.

Specific Social Media Activities & Content

The first social media action we plan to take is on TikTok in the form of a competition. This competition not only requires participants to share their finished piece, but their TikTok video must also show the process from old garment to upcycled garment and shared via the hashtag #RemixMyWay. Our team will the choose their overall favorite video. The winner of this competition will win a free two-month subscription.

The second social media action we plan to take is on Instagram. For this competition, participants must post a photo of a garment that has a very special meaning to the hashtag #RemixWithMeaning. They must then explain in the caption why this garment is so meaningful to them. The winner of this competition will then have their garment upcycled for free.

Our last social media activity is again on Instagram. This activity will be a weekly series posted to our story. This series will be an in-depth look at the upcycling journey of one of our garments. The in-depth journey will essentially be a behind the scenes look at our company from receiving the clothes, creating designs, and finishing the new garment. This series will follow the process of one new garment each week.

Additional Social Media Information

Partnerships

One of our larger partnership opportunities consists of partnering with social media influencers. These influencers will be specially chosen by our team to represent our brand's core values, specifically sustainability. In other word, these infusers will be committed to sustainable lifestyles. Influencer partnerships are especially beneficial to Remix Fashion as they can increase brand awareness tremendously.

Another partnership that we plan on implementing is with Habitat for Humanity. In upcycling there is often a lot of scrap fabric. By partnering with Habitat for Humanity we plan to use this leftover fabric to create garments that will be donated to the foundation. This partnership is especially important to us as it demonstrates philanthropy and sustainability.

Risk management

As one of the leading risk factors for start-up companies is cash flow issues, our company has consulted with a certified public accountant. This accountant has agreed to assist pro bono to monitor current cash flow status and anticipate potential issues.

Content Plan

Below is one example of the content we plan to post to our social media accounts. This content demonstrates what our services are while also exhibiting a sense of our core values of sustainability and quality. We also plan to post videos content to our social media accounts that will follow the journey of our garments.



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Remix

F a s h i o n



Product/Service



Remix Fashion is a subscription-based upcycling fashion company. We specialize in custom upcycled garments produced from the unwanted clothes taking up space in your own closet.

Promotional Programs

01

Extended Subscription Discount

02

Donations to Discounts



Financial Information

Funding

1. Loan from Small Business Administration
2. Personal Savings

Cost Breakdown

- 2 designers: \$30,000 per employees
- 2 seamstresses: \$50,000 per employee
- 1 customer service representative/social media manager: \$30,000
- \$40,000 rent
- \$12,000 for machinery
- \$25,000 cost of goods
- \$2,500 marketing
- \$5,500 additional expenses

Revenue

1. Subscriptions
2. Social Media
3. Partnerships



About Us

Remix Fashion is a company created from two basic ideas; sustainability and creativity. Creating a more sustainable fashion industry is the main goal of Remix Fashion. Our industry is the world's second largest polluter and throws around 13 million tons of clothing away each year. A change in garment manufacturing is necessary; however, a change in the way consumers shop is also vital. We want to teach consumers how to buy less and wear more. Remix Fashion is also about encouraging creativity. We want our customers to receive a one-of-a-kind garment and experience. Our company is not just about making new clothes from old ones. Remix Fashion is about the sustainable production of stylish and trendy upcycled clothes.





Mission

Our mission is to provide a unique service to customers who wish to explore the bounds of their creativity and to pave the way for a new, more sustainable, way of fashion and life..

Vision

Our vision is to become the world's most sustainable fashion company and to implement the ideas of slow fashion into the shopping habits of every consumer around the world.



Keys to Success



01

Quality Products

02

Quality Customer Service

03

Brand Awareness





Marketing Mix

Product

Subscription-based
garment upcycling
service



Price

Base Price

- 1-month subscription: \$25
- 6-month subscription: \$22.50
- 12-month subscription: \$20

Additional payment based
on design complexity

Promotion

- Extended Subscription Discount
- Donations to Discounts

Place

Online/E-commerce

Customers

- Generation Z
 - Small segment of Millennials
- Sustainably focused consumer
- Active on social media
- Aged 18-36 years old





SWOT Analysis

Strengths

- Limited competition
- Quality products
- Lowered supply costs
- Individualized attention to customer service

Weaknesses

- Must build customer loyalty
- No physical (brick-and-mortar) location
- No face-to-face interaction

Opportunities

- Resonate with sustainable shoppers
- Large potential market
- Growth and convivence of e-commerce
- Lowered advertising costs due to social media marketing

Threats

- The cheaper price of fast fashion
- Small business (DIY) upcyclers
- Linear retail model and overconsumption culture

SMART Objectives



01

Become verified on
our social media
accounts by our third
year of business

Specific

Measurable

Attainable

Relevant

Time-Bound

02

Pay off all company
loans by our fourth
year of business





Social Media Channels

01 Instagram

02 TikTok

03 Facebook

04 Twitter

05 Pinterest

