

AWAKENING

Fashion Portfolio

by Kallia Michailidou



Awakening: coming to existence of awareness.

The collection named “**AWAKENING**” is inspired by the Mediterranean landscape and dedicated to a new way of life after the pandemic. Values of life, such as health, family, love and social ties are those things that really matter and we approach this new way of life with a new perspective.

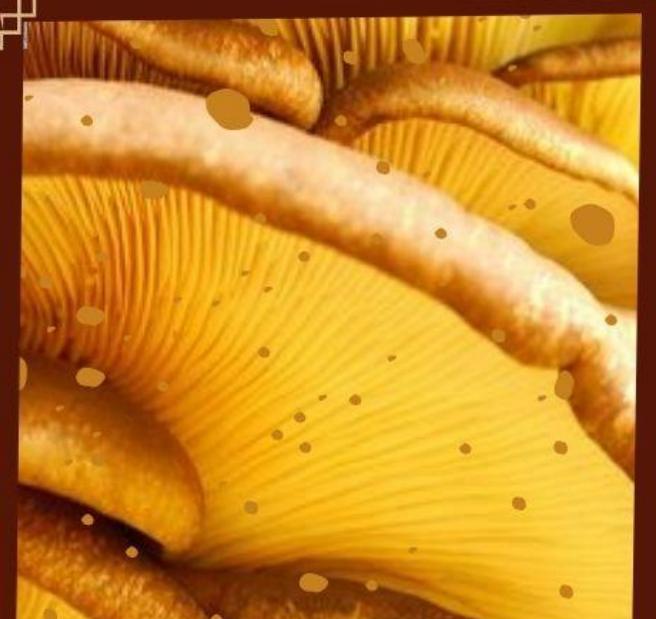
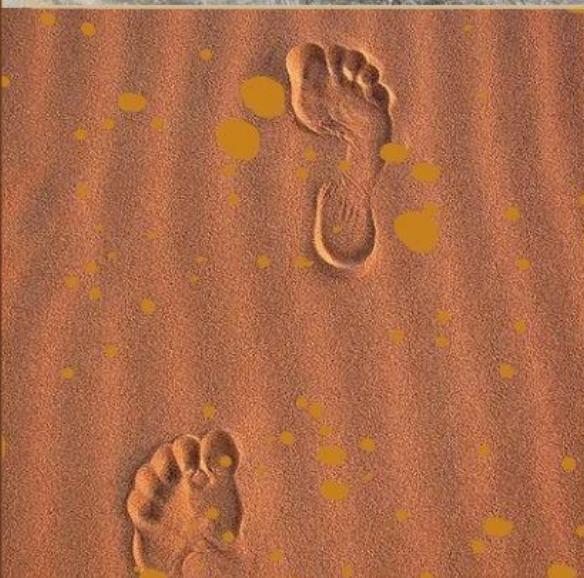
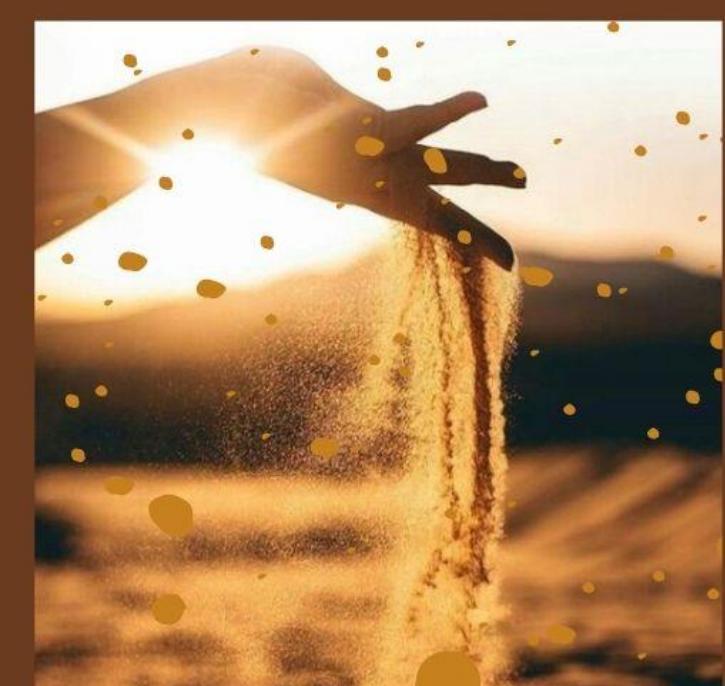
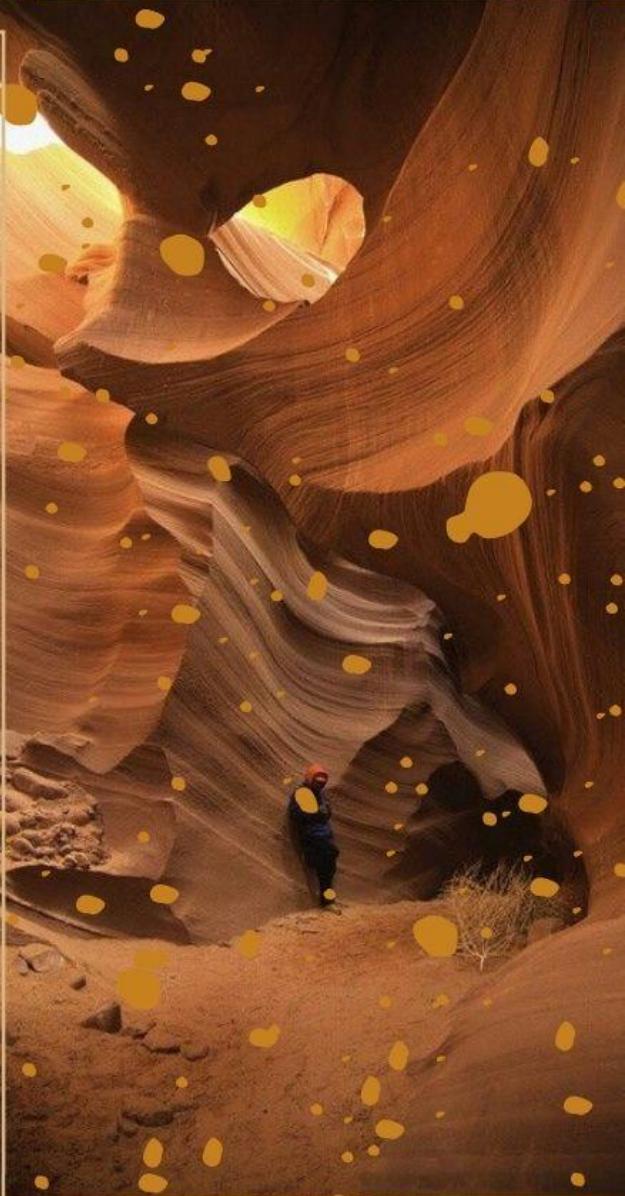
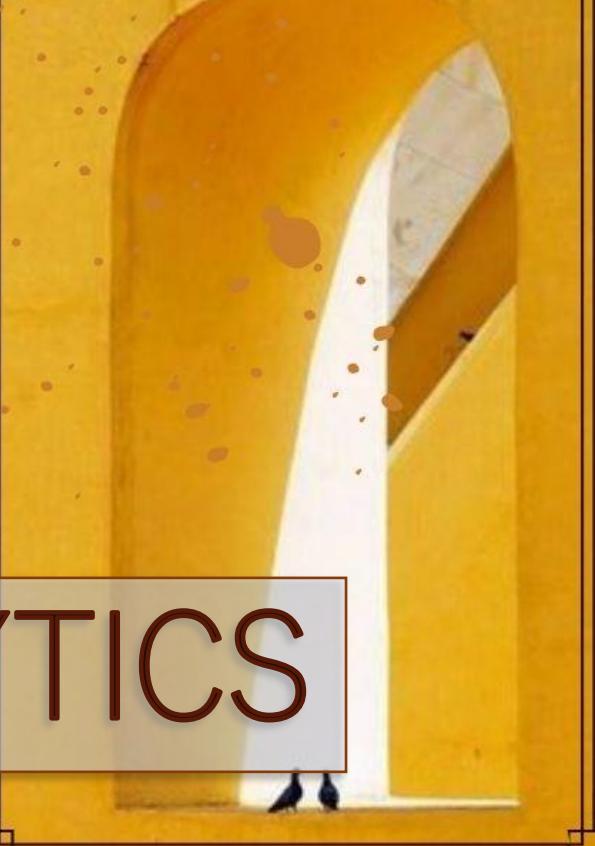
Mediterranean nature and culture is an inspiration for a harmonic life. Full of natural structures, patterns and colors that evoke a positive feeling. The collection is an ode to nature and life around us in all forms.

AWAKENING



MOOD BOARD

BUSINESS ANALYTICS



5 HOW'S AND WHY'S

Ready to wear bohemian chic summer outfits for women. Capsule Collection in limited edition: "AWAKENING"

WHAT

WHO

Women of Age 25-45, independent, alternative, with lively, energetic, spiritual and passionate personality.

WHERE

Stores / Online

WHEN

Spring-Summer 2022

HOW

Stores/E-shop/Social Media

WHY

- Sustainable fabrics in boho chic designs with contemporary approach.
- Eco friendly - organic textiles.
- The high quality of garments and the promotion of a sustainable way to greek consumers.
- Greek designer, inspired by mediterranean lifestyle.

SWOT ANALYSIS



S

STRENGTHS

- Local brand with sustainable products.
- High quality of garments. Eco-friendly and sustainable fabrics, vegan friendly.
- Contemporary design and a new approach of bohemian chic clothing with organic textiles for effortless style.



W

WEAKNESSES

- New brand, not established yet.
- Limited choice of products (Capsule collection, in limited edition)
- Low start up budget.



O

OPPORTUNITIES

- Growing demand for sustainable, ethical, eco-friendly clothing from young consumers.
- Brand starts up with a limited edition collection dedicated to a new way of life after pandemic, more sustainable .
- Expand to online sales.
- Promotion through Athens Exclusive designers week, building a good social media and local press presence.



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THREATS

- Local brands with the same approach on sustainability and similar designs.
- Financial crisis due to COVID-19 pandemic.

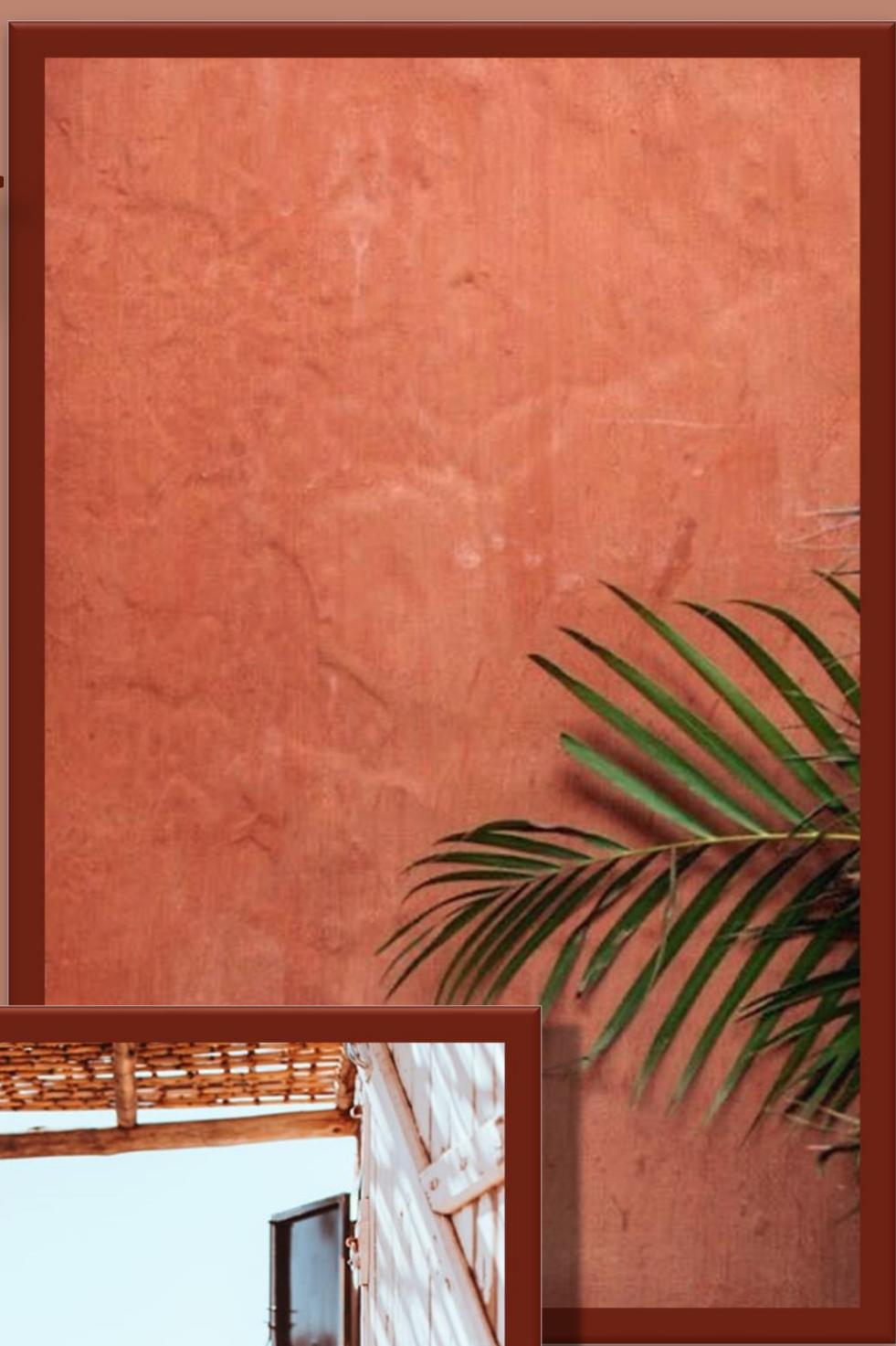
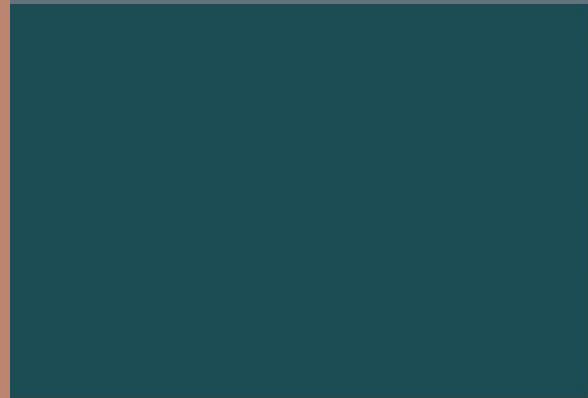
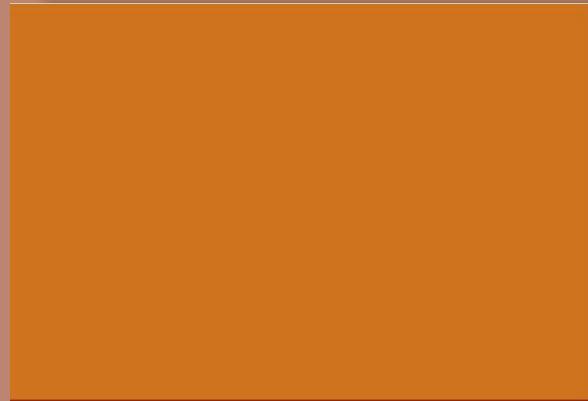
BUSINESS MODEL CANVAS

<p>Key Partners +</p> <ul style="list-style-type: none"> Digital Marketing Agency Accountant Graphic designer Courier Service Textile suppliers Patternmaker Packaging materials supplier Photography Agency Lawyer 	<p>Key Activities +</p> <p>Design & selling</p> <p>Marketing: Promotion through social media and collaboration with influencers. (Interviews for sustainability, veganism, ethical and ecological fashion and lifestyle (on social media, local press and TV Videos about sustainability, eye opening viral videos about eco fashion and cruelty free way of life.)</p> <p>Attendance at local fashion week</p> <p>Logistics & Finance</p> <p>Research and finding materials</p>	<p>Value Propositions +</p> <p>Value</p> <p>Sustainable, eco-friendly and vegan (animal free) products (clothes, shoes, accessories), with organic, reusable and recyclable materials</p> <p>Products</p> <p>Contemporary designs and limited edition clothes and accessories. Durable, to last more than a couple of seasons, with high-quality garments, sustainable organic and recycled fabrics, neat seams and beautiful detailing.</p> <p>Problems we solve</p> <p>The vegan market in fashion industry is limited, especially in Greece. We help greek vegan community to shop locally (sustainable way)</p>	<p>Customer Relationships +</p> <p>Establishing a good social media presence.</p> <p>Projects that engage social interaction and build relationships with the customers (promo videos of the production and the designing process (moodboards and suggestions), Q &A sessions, create polls & surveys.</p> <p>Rewards (discounts etc) for regular customers and welcome discount codes for new customers and everyone that signs up in the newsletter. Promo emails frequently (for new collection, for sales etc).</p> <p>Create content of interest about sustainability and vegan way of life that people and future customers want to see.</p>	<p>Customer Segments</p> <p>Mostly femaly 25-45</p> <p>Average to high income Mainly Greek but also European consumers.</p> <p>Woman already aware about sustainability, have eco-friendly lifestyle.</p> <p>Vegan community that need to buy strickly animal free products.</p> <p>Highly educated, working, indepedent women with dynamic and lively personality. Fashionable and passionate about life. Like to travel and developing new skills. Creative and artistic. Free spirited and sensitive about human and animal rights.</p>
<p>Cost Structure +</p> <ul style="list-style-type: none"> E-shop construction: 2.000 € (once) Marketing: 2.500 €/month Financial Accounting: 100 €/month Supplies, equipment and materials: (6.500 € for fabrics in the first 3 months +1500 € office equipment) Dressmaker: 1.000 €/month Patternmaker: 1.000 €/6months Graphic design work: 500 € (once) Rent&Bills: 800€/month Sales Assistant: 900 €/month Starting business (tax office expenses, etc): 150 €(once) Photography Agency: 1500 €/6months Lawyer : 500 € (once) 	<p>Revenue Streams +</p> <ul style="list-style-type: none"> Sales through e-shop clothes and accessories (sustainable, vegan, eco-friendly): (3.500 € min - 15.500 € max in the first 3 months) (2 -10 clothes/week) Funding opportunities for small and new businesses (EU funding programmes - ESPA) E-commerce funding (for creating an E-shop). 			

Competitors

- Ioanna Kourbela: Greek brand with sustainable approach, products exclusively made in Greece with high quality fabrics. Designs inspired by Greek geometry and tradition in minimal lines. Women's wear, men's wear, kid's wear and accessories.
- Vathos Apparel: Ethical, contemporary label committed to eco-wise and socially responsible fashion in Greece. Women's ready-to-wear and accessories.
- Ergon Mykonos: Environmentally friendly approach, this brand uses fabric made from 100% Greek cotton, and sources all other materials locally as well, in an effort to achieve both environmental and social sustainability. They have recently adopted a made-to-order system, eliminating the possibility of stock ending up as waste. Women's wear, men's wear, home wear.

COLOR CHART



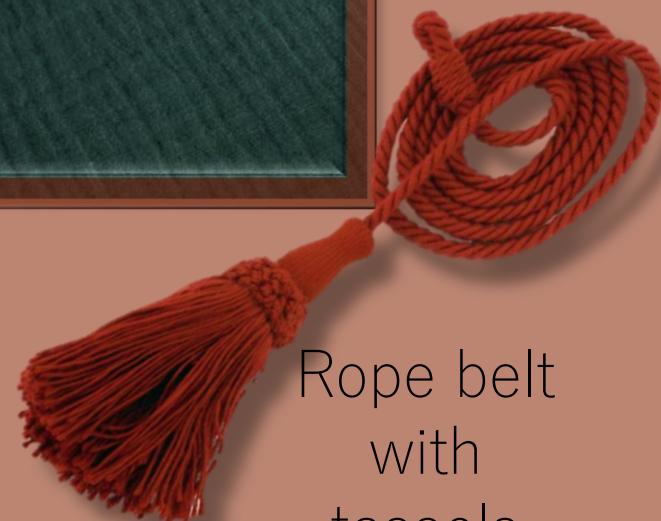
FABRIC CHART



Embroidery
jacquard
Woven cotton trims

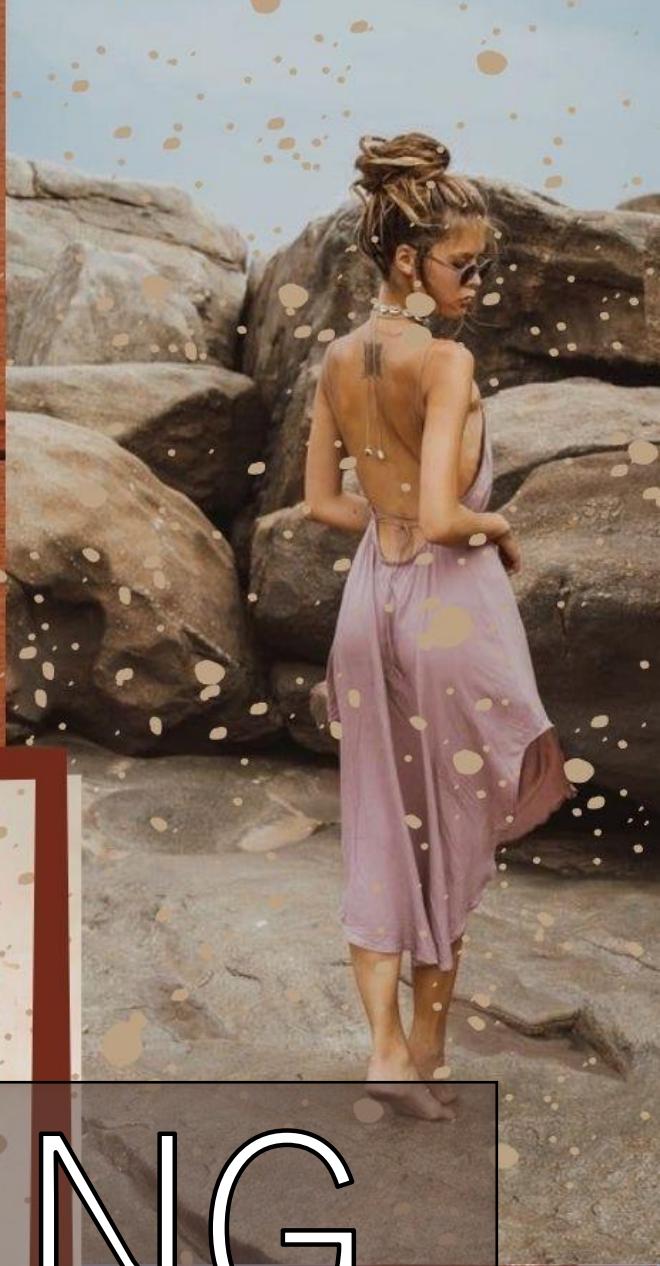
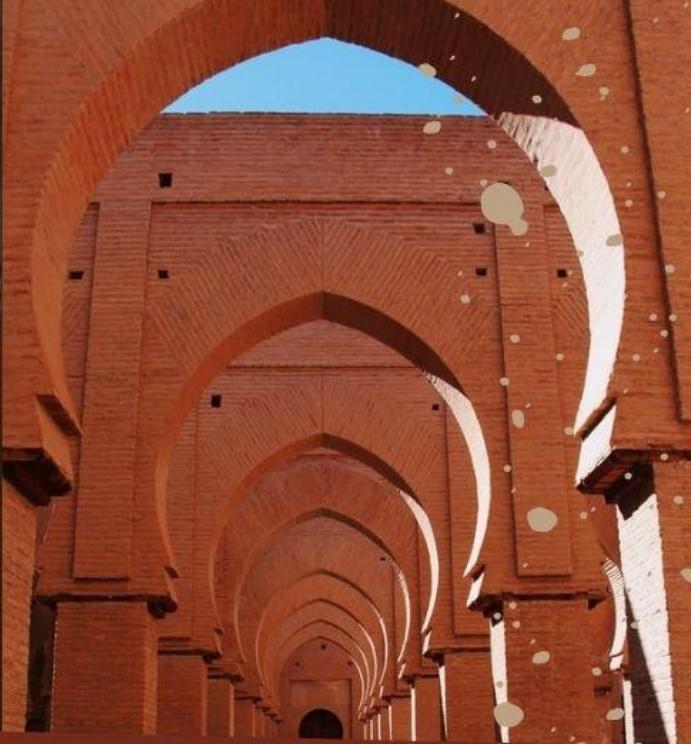


Organic
cotton
organdy



Rope belt
with
tassels

Organic cotton double gauze

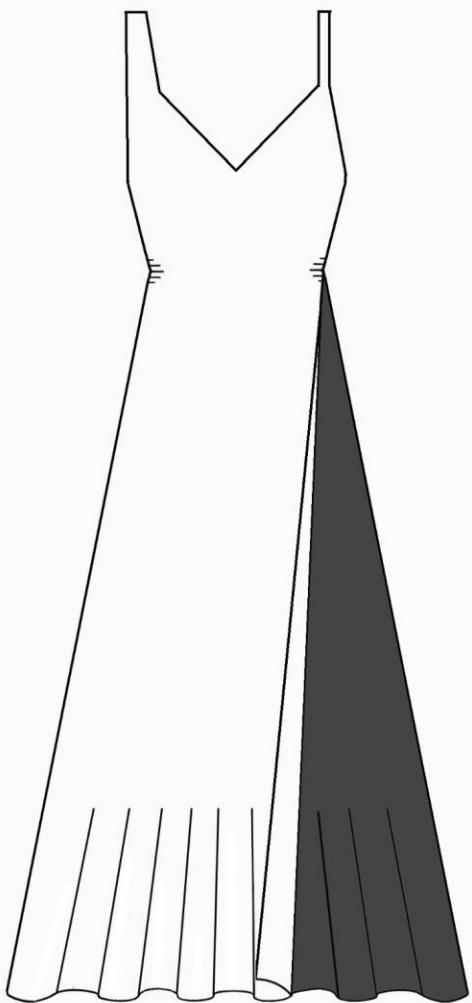


AWAKENING FASHION COLLECTION

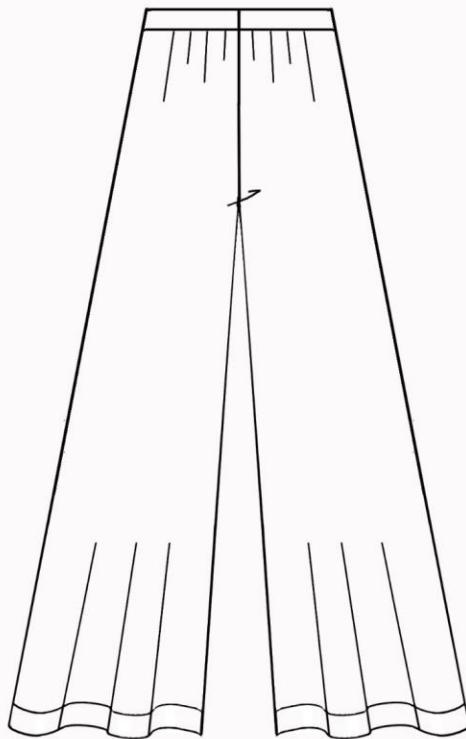




Dress with pants integrated

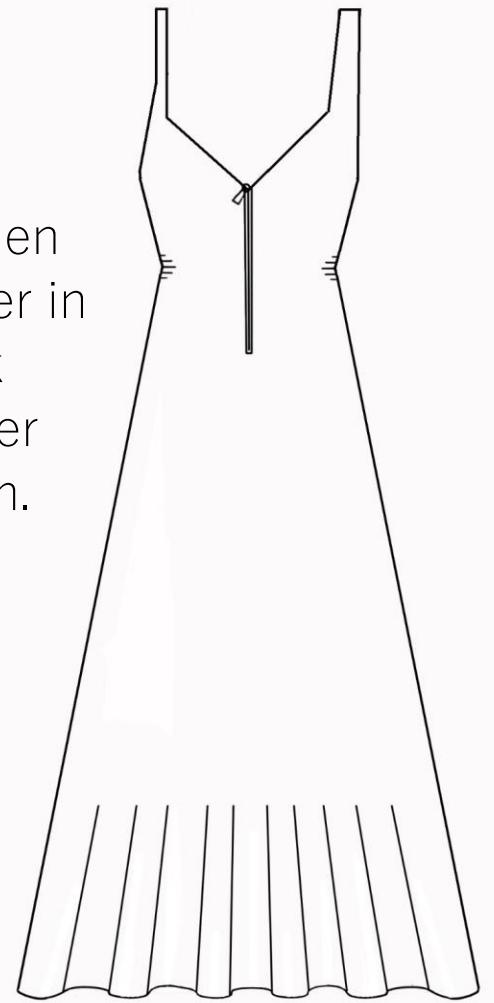


A line midi length dress.
Gathers in the waist (side seams).
Asymmetric shoulder straps.
Deep cut-out front side.



Elastic
Waistband.
Wide leg long bermuda shorts in knee length.
Woven Trim Ending.

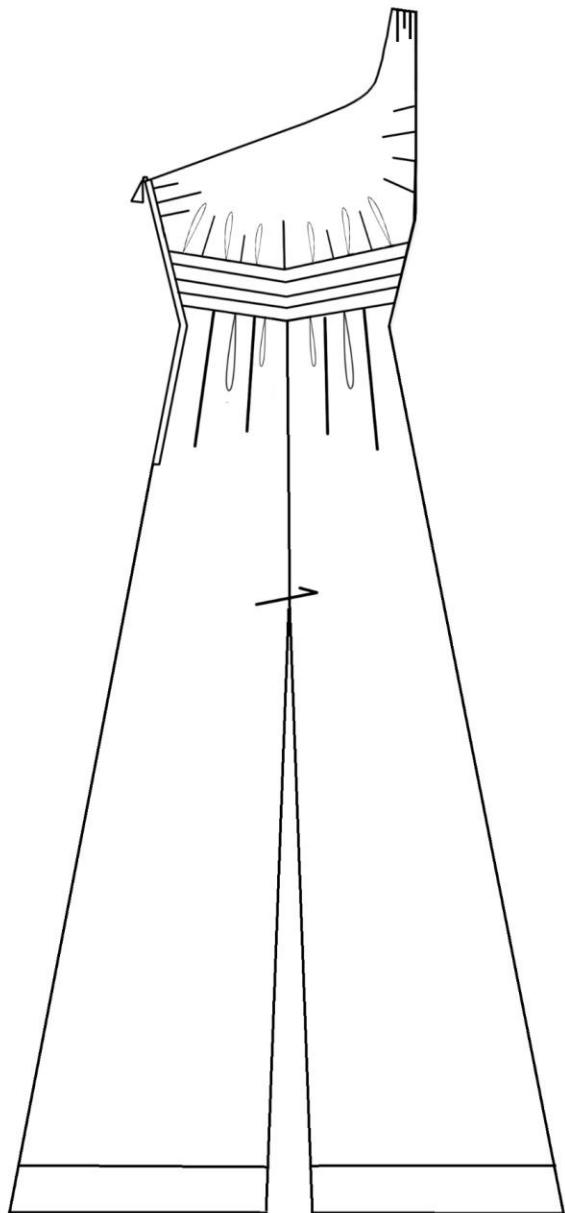
Hidden zipper in back center seam.



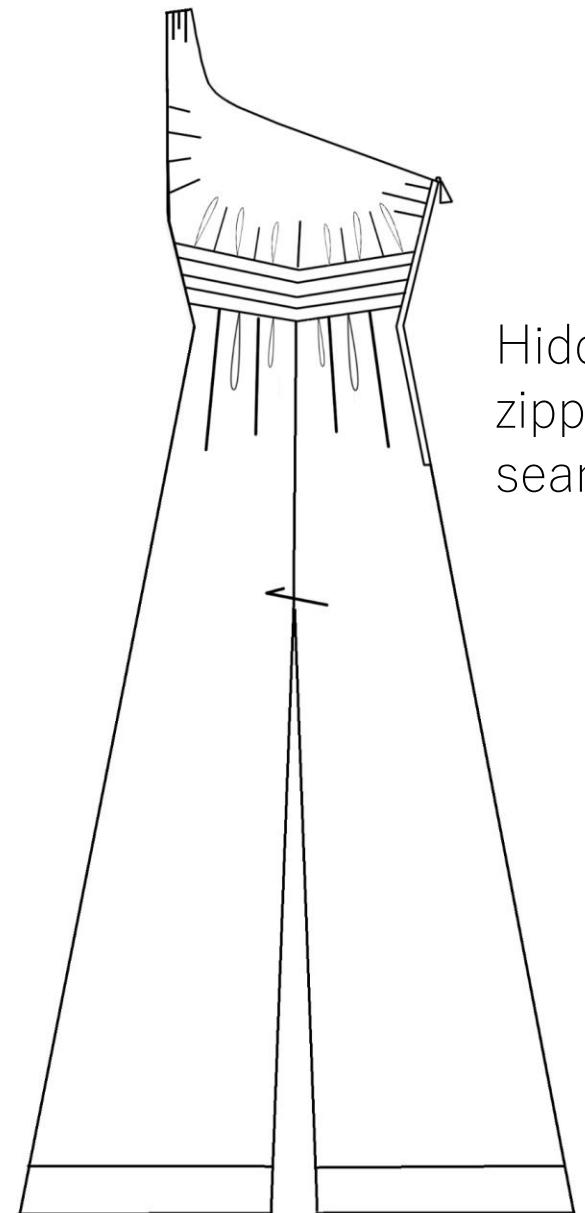




Jumpsuit



Woven Trim Ending.



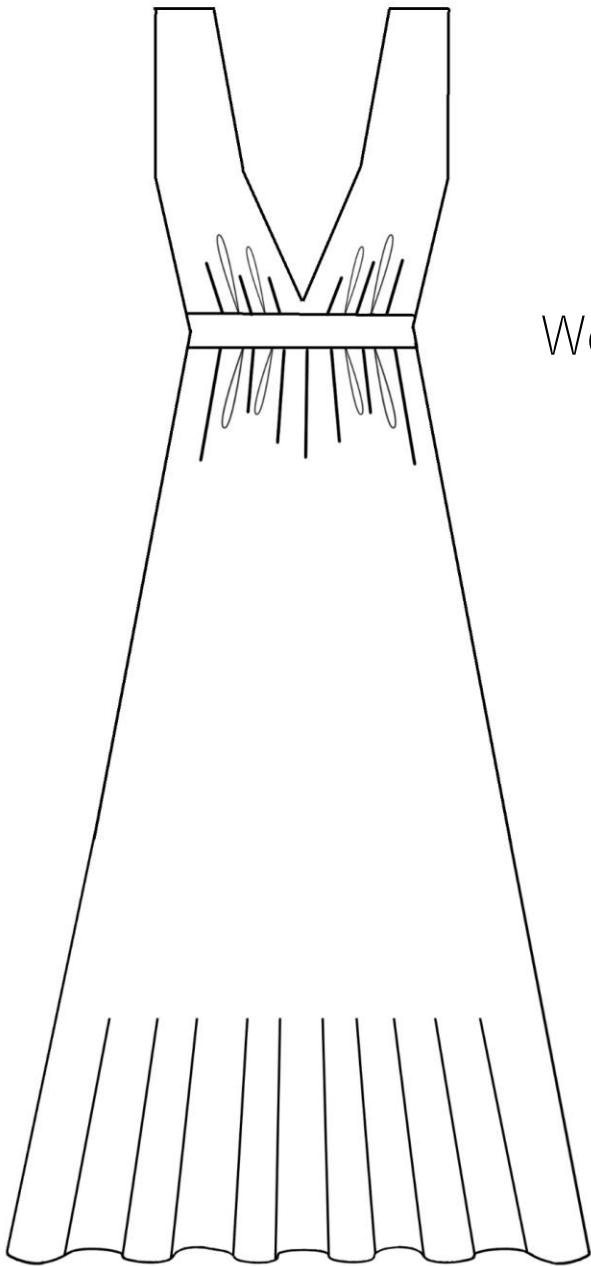
Hidden zipper side seam.

One shoulder jumpsuit.
Empire waist top with
gathers in slim fit.
Wide leg trousers under the
knee length.
Waist with gathers in
elongated fabric layers.

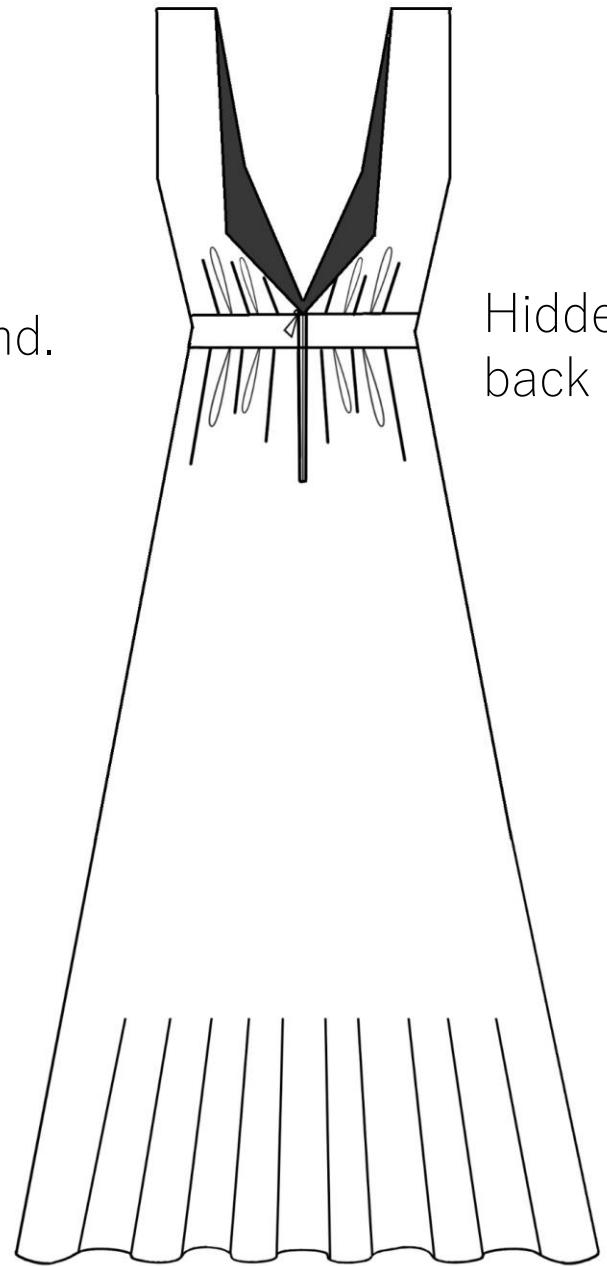




Dress



Woven Trim Waistband.



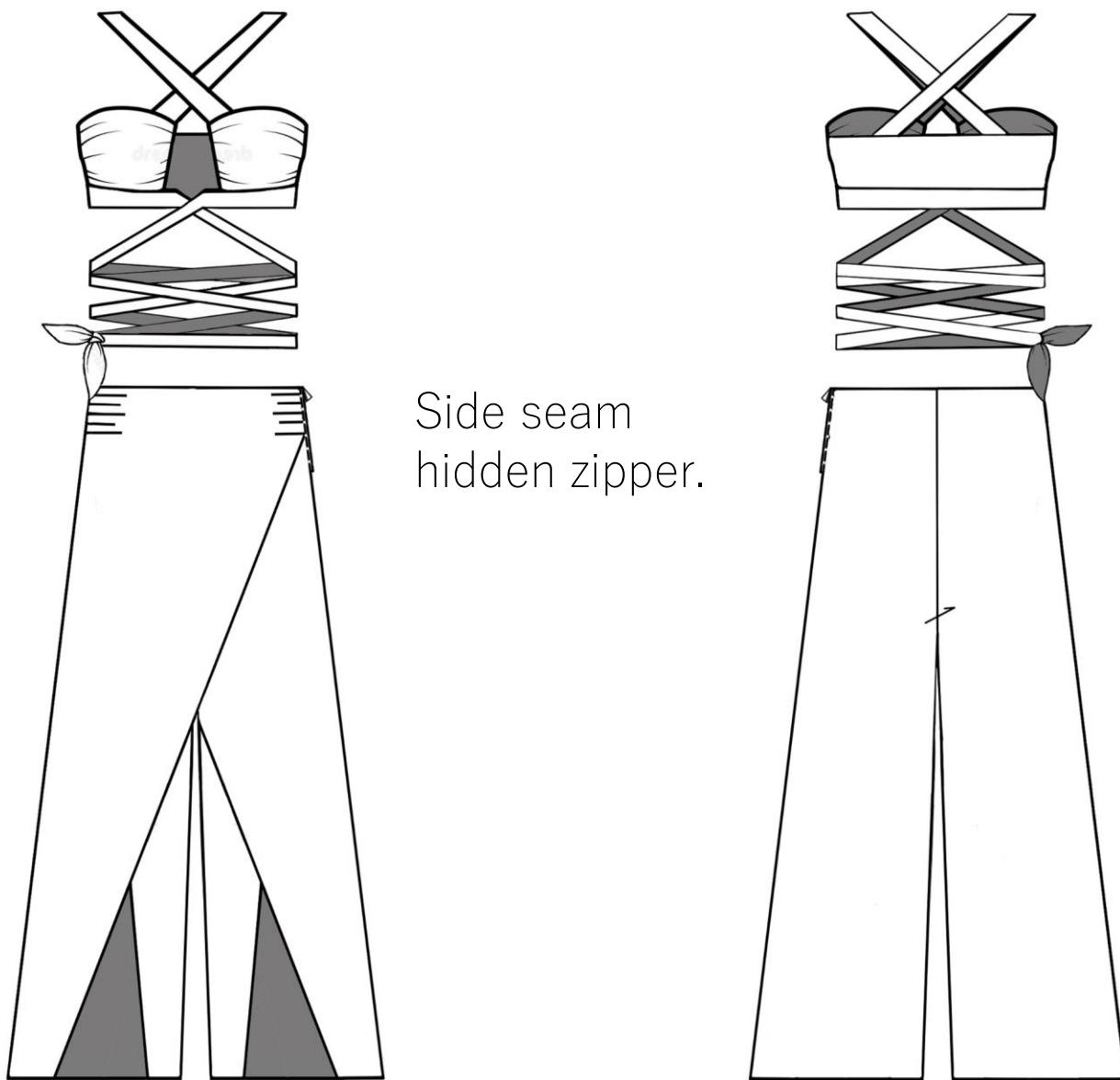
Hidden zipper
back seam.

A line below the
knee length dress.
Gathers in the waist.
Deep V neckline.





Set top and culottes

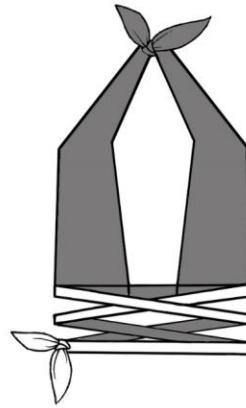
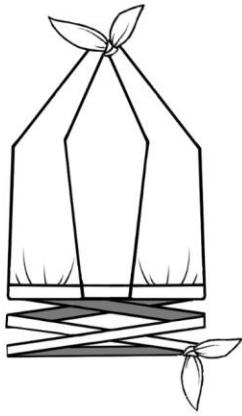


Wrap crop top with multi
straps.
Mid waist loose boho wrap
trousers with slits.
Below the knee length.



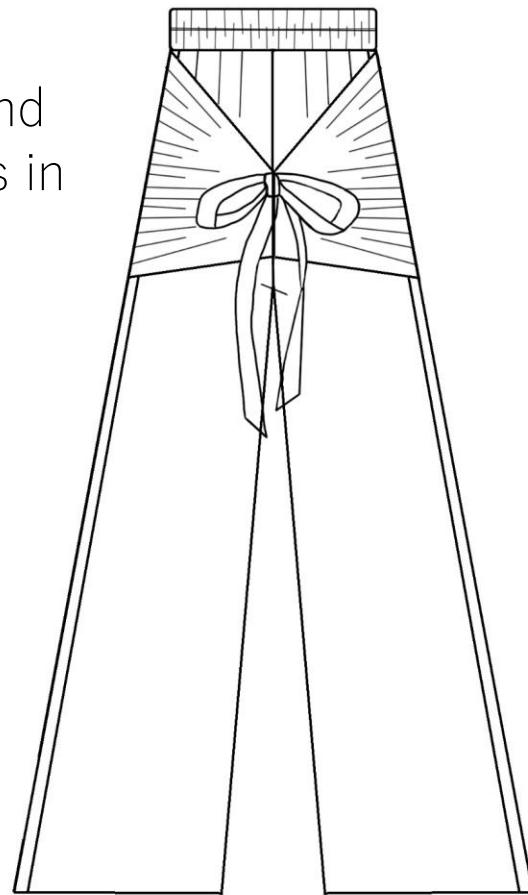
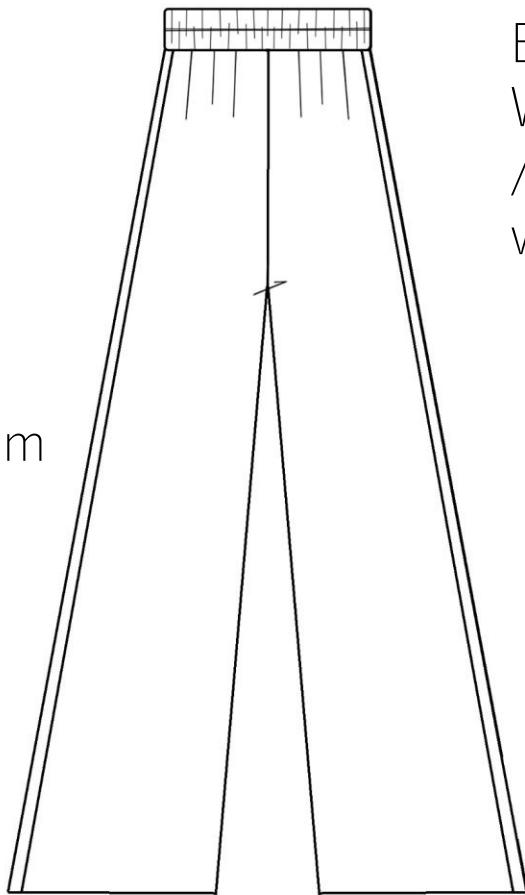


Set top and culottes



Elastic
Waistband
/Gathers in
waist.

Woven Trim
Sides



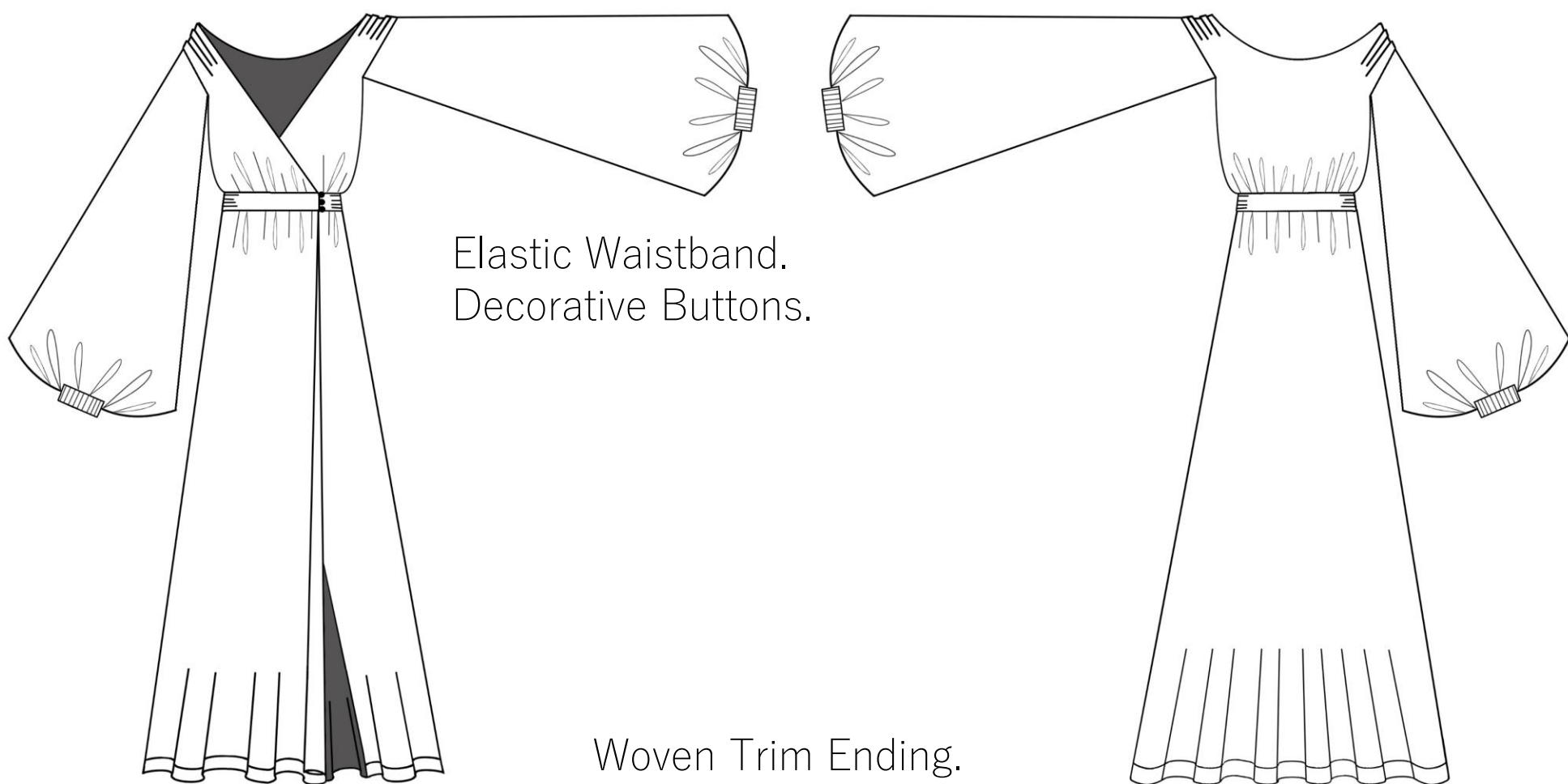
Halter neck tank top with
multi straps.

High waist loose boho
trousers with large bow.
Maxi length.





Dress

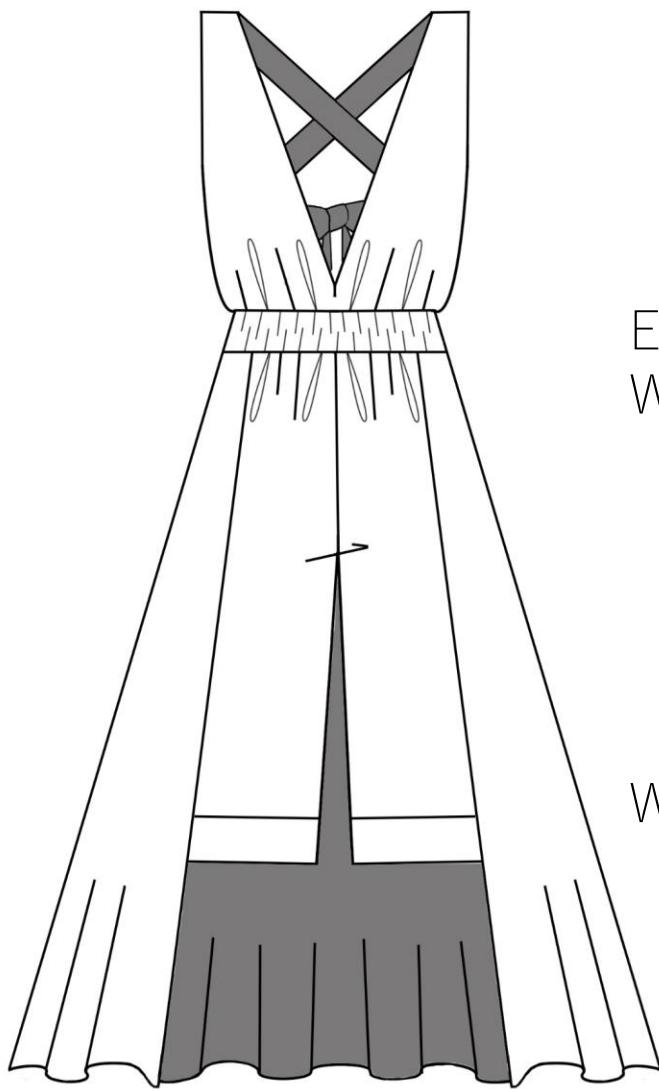


A line wrap maxi dress.
Gathers in the waist.
Off shoulder deep V neckline.
Extra Long puffy sleeves.



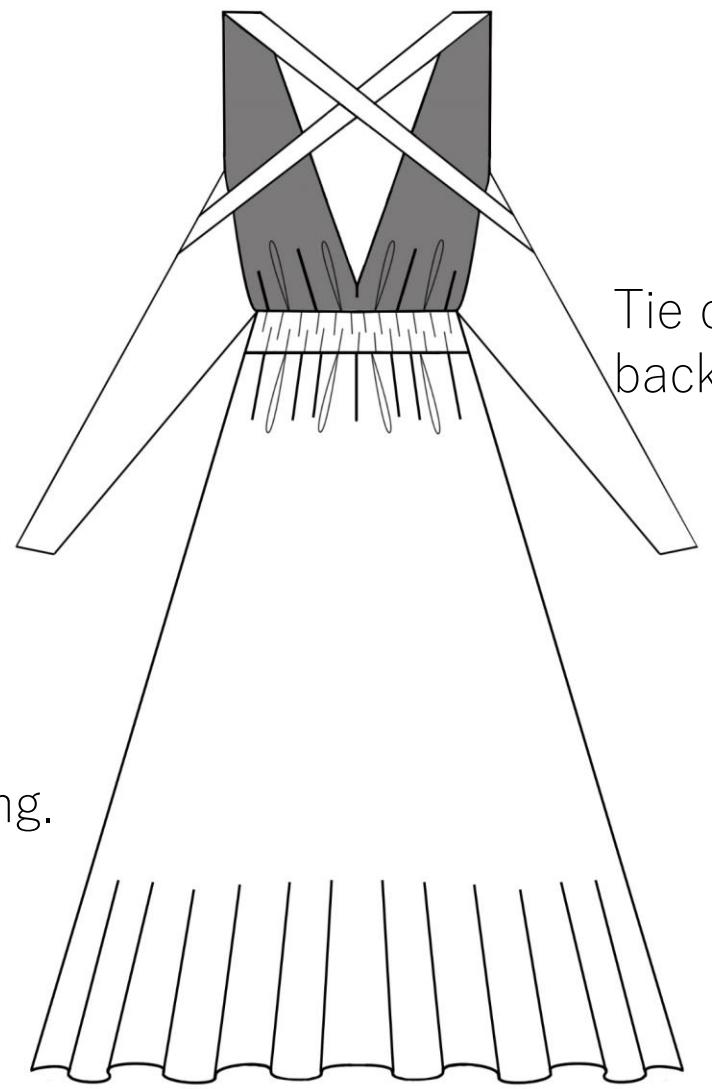


Dress with pants integrated



Elastic
Waistband.

Woven Trim Ending.



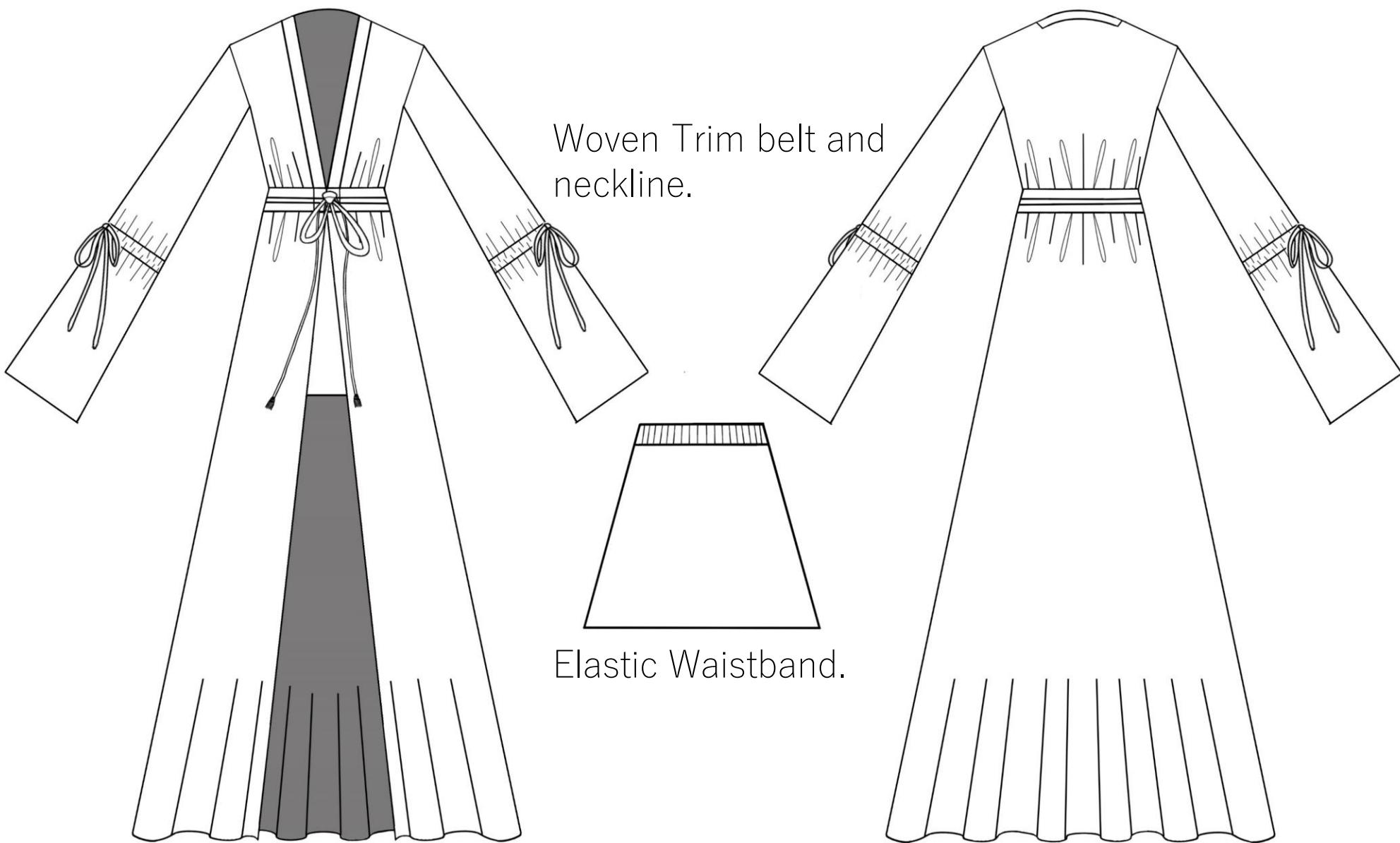
Tie open
back.

A Line midi dress with
wide leg bermuda pants in
over the knee length.
Gathers in the waist.
Deep V neckline.





Dress with skirt integrated

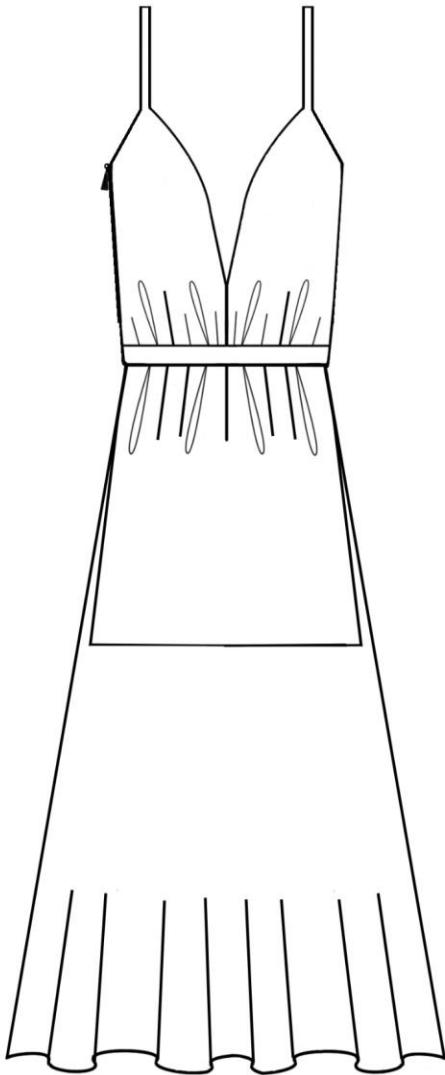


Kimono maxi dress.
Gathers in the waist and the
middle of the sleeves with straps.
Deep V neckline.
Tie front with tassels rope.





Dress



Woven Trim waistband.



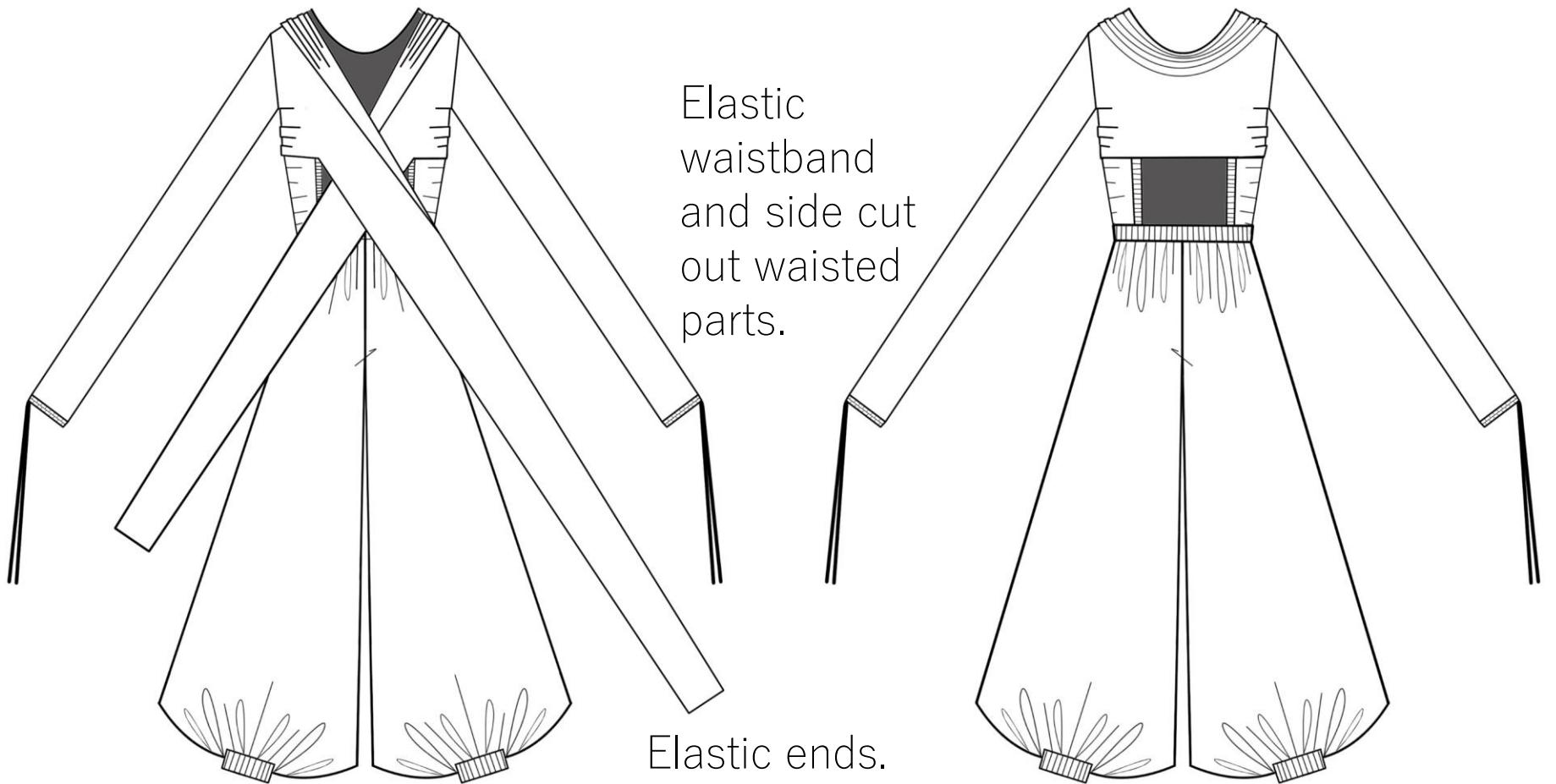
Side seam
invisible zipper.
Drape
backless.

A line below the knee
length dress with slim
waist and see through
detail. Mini skirt lining.
Gathers in the waist.
Deep V neckline.





Jumpsuit



Cut out tie front jumpsuit with extra long ties. Gathers in the waist and on the top's side seams. Long sleeves with gathered ending (with lacing. Shawl collar. Balloon puffy legs midi length.

Line Up





On your journey to your
dream, be ready to face
oasis and deserts...

Thank You