

fashion collection portfolio



CIRCUS FAIRYTALES
FALL/WINTER 2021-22 COLLECTION
by Kollia Sofia

5 HOWS & WHYS

WHAT?

My collection will be a ready-to-wear collection for women.

WHO?

My potential clients will be young, modern, working women, aged 26-40, with medium budget. They love to be stylish and sometimes to exaggerate with their stylistic choices in a playful and more theatrical way. They also want to invest to limited edition pieces that enhance their uniqueness. They appreciate the quality of their clothes and care for the environment.

WHEN?

My Collections will be launched two times/per year – one for Spring/Summer and one for Fall/Winter.

WHERE?

My collection will be available through an online shop.

HOW?

I am going to introduce my brand to the market and promote my products online, adopting a digital marketing strategy, including google ads, but focusing on social media and specifically on facebook, as my target audience seems to be using it more than instagram or youtube.

WHY?

The key elements that make my collections different are that the clothes enhance the uniqueness of the woman that choose them and at the same time give her style and comfort. The clothes are modern and contemporary, made by dead-stock high quality fabrics, supporting the model of the circular economy in order for my brand to be sustainable and respect both people and the environment. Through a more theatrical and playful approach to classical pieces for a woman who wants to stand out.

S.W.O.T. ANALYSIS

STRENGTHS

- ☒ **Product made in Greece**
- ☒ **Limited edition collections with distinctive designs made by high quality fabrics**
- ☒ **Clothes made by dead-stock fabrics that support the circular economy model**
- ☒ **Medium budget clothes**
- ☒ **Attentive, personalized and immediate customer support**
- ☒ **Easy return policy (free returns, customer's feedback on return products, already printed return labels included in the package)**
- ☒ **Emphasis on packaging (protective cloth case for products, eco-packaging)**
- ☒ **Subscription possibility for customers (for an annual fee of 15 euros, several advantages including free shipping)**

OPPORTUNITIES

- ☒ **Due to several constraints related to the pandemic (physical shops being closed, social distancing, more and more people turn to online shopping)**
- ☒ **Using an existing network of contacts throughout Europe, the online shop can expand beyond the Greek market and address the market demand for products made in Greece**
- ☒ **Participation in contests**

WEAKNESSES

- ☒ **New online shop, small company (not very well-known yet and without an established clientele)**
- ☒ **Due to the remote monitoring of the production line, stricter quality assurance and quality control systems need to be implemented**
- ☒ **At this stage no possibility for bulk production, so some clothes can be out-of-stock very quickly**

THREATS

- ☒ **Covid – shipment delays**
- ☒ **Rivals**
- ☒ **New entrants**

BUSINESS MODEL CANVAS

KEY PARTNERS

- LOGISTICS & ACCOUNTING PARTNER
- CLOTHING MANUFACTURE COMPANY
- SUPPLIER FOR TEXTILES AND SEWING MATERIALS
- PACKAGING SUPPLIER
- PHOTO SHOOTING TEAM (PHOTOSHOOTING OF THE PRODUCTS FOR E-SHOP & MARKETING CAMPAIGNS): photographer, model, hairdresser and makeup artist
- DIGITAL AGENCY (E-SHOP & BUSINESS BRANDING)
- LAWYER
- DESIGN RELATED SOFTWARE (PHOTOSHOP&ILLUSTRATOR)
- COURIER COMPANY

KEY ACTIVITIES

- LOGISTICS & ACCOUNTING
- MANAGEMENT & CLOTHING DESIGN
- SUPPLYING FOR TEXTILES & SEWING MATERIALS
- BRAND MARKETING (SOCIAL MEDIA & DIGITAL EVENTS)
- CLOTHING PRODUCTION
- PHOTO SHOOTING
- SHIPPING PRODUCTS (Cost for free returns of subscribers' products)

KEY RESOURCES

- INITIAL CAPITAL
- E-SHOP
- STORAGE RENT & BILLS FOR ELECTRICITY, WATER AND INTERNET)
- 2 EMPLOYEES
- BUSINESS NAME OWNERSHIP

VALUE PROPOSITION

- LIMITED EDITION READY-TO-WEAR COLLECTIONS, SPECIAL DESIGNS FOR WOMEN & HIGH QUALITY PRODUCTS, MEDIUM BUDGET
- ECO FRIENDLY BUSINESS - USE OF DEAD STOCK FABRICS & RECYCLED MATERIALS (Sustainable brand that applies the Circular Economy model, not fast fashion! High quality fabrics and timeless pieces)
- PRODUCTS MADE IN GREECE
- GOOD CUSTOMER SERVICE

CUSTOMER RELATIONSHIPS

- COMMUNICATION WITH CUSTOMERS (email newsletters, push notifications via the browser, social media networking)
- INFLUENCER MARKETING & GIVEAWAYS
- SOCIAL MEDIA & GOOGLE ADS
- GOOD CUSTOMER SERVICE: Easy Return Policy (free returns/ evaluation list of returned products/ already printed shipping details included in the package), emphasize on packaging - protective cloth case, subscription possibility for customers with 15 euros-fee and have free shipping for their orders, 10% discount on first purchase after subscription, gifts and discounts for customers that do product reviews with picture updates, refund to unsatisfied clients)

CUSTOMER SEGMENTS

TARGET AUDIENCE: WOMEN 26-40 YEARS OLD/MEDIUM BUDGET (millennial consumers are interested in ethical approach production and environment more nowadays, than before the pandemic, spend time to social media, prefer buying online, need for uniqueness to show their individuality)

- CUSTOMER PROFILE (Working, fashionable, modern and contemporary woman. Prefer shopping online - don't have time to spend on physical shopping, want to feel unique, wearing limited edition clothes with special designs, appreciate good customer service and product quality and care about the environment)

COST STRUCTURE

- DIGITAL AGENCY (E-SHOP & BUSINESS BRANDING)
- LOGISTICS & ACCOUNTING
- CLOTHING MANUFACTURE COMPANY
- SUPPLIERS FOR TEXTILES AND SEWING MATERIALS
- PACKAGING SUPPLIER
- PHOTOSHOOTING TEAM
- LAWYER
- 2 EMPLOYEES
- STORAGE RENT & BILLS FOR ELECTRICITY, WATER AND INTERNET)
- COURIER COMPANY
- DESIGN RELATED SOFTWARE (PHOTOSHOP&ILLUSTRATOR)
- BUSINESS NAME OWNERSHIP
- E-SHOP MANAGEMENT & CLOTHING DESIGN

CHANNELS

- SALES VIA E-SHOP
- SOCIAL MEDIA & GOOGLE ADS (Online advertisement through: Facebook - my target audience seems to use more this platform, Instagram and Google ads Sales)
- PRODUCT DISTRIBUTION THROUGH COURIER COMPANY

REVENUE STREAMS

- WOMEN CLOTHING PRODUCT SALES (Price range:80-300euros/per piece)
- FLEXIBILITY IN PAYMENT METHODS (credit/debit card, Paypal, payment on delivery)
- 2 LIMITED EDITION COLLECTIONS/PER YEAR
- CUSTOMER SUBSCRIPTION FEE
- MINIMUM SALE:20 CUSTOMERS/PER MONTH TO COVER THE BUSINESS EXPENSES

C I R C S



Fairytales
Fall/winter 2021-22 Collection

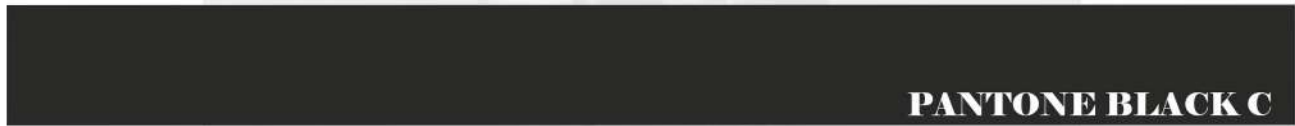


Once upon a time, the circus of my dream came to life through the magic of fashion. Volumes, ribbons, ruffles, repeated collars contribute to this magic and allow for a sophisticated look with twists that reminds you of the weird and funny circus scenery. A fall/winter collection inspired by the 80's and with an avant garde touch translated into velvet, wool and other high quality fabrics and special colors. All the designs reflect the choices of a modern woman who cares about her style and gets bored of the circus that prevails in society, but also wants to lift her mood and laugh it off..

CIRCUS FAIRYTALES

a winter collection





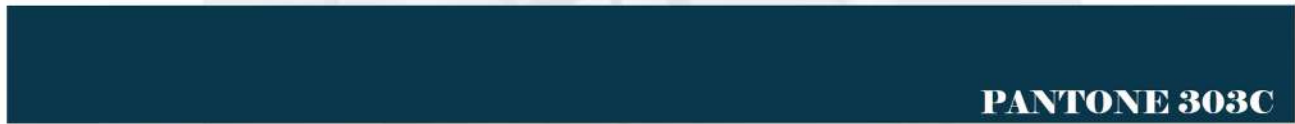
PANTONE BLACK C

GREYSCENE



PANTONE 414C

ELEPHANT GREY



PANTONE 303C

DREAMY BLUE



PANTONE 551C

CLOUDYLIGHT BLUE



PANTONE 4975C

CURTAINSTAGE RED



PANTONE 7530C

DUSTYPINK FAIRYPOWDER



WOOL GABARDINE



WOOL



SUITING WOOL



VISCOSE



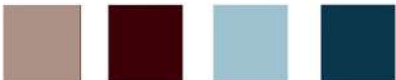
WOVEN WOOL



COTTON



COTTON VELVET







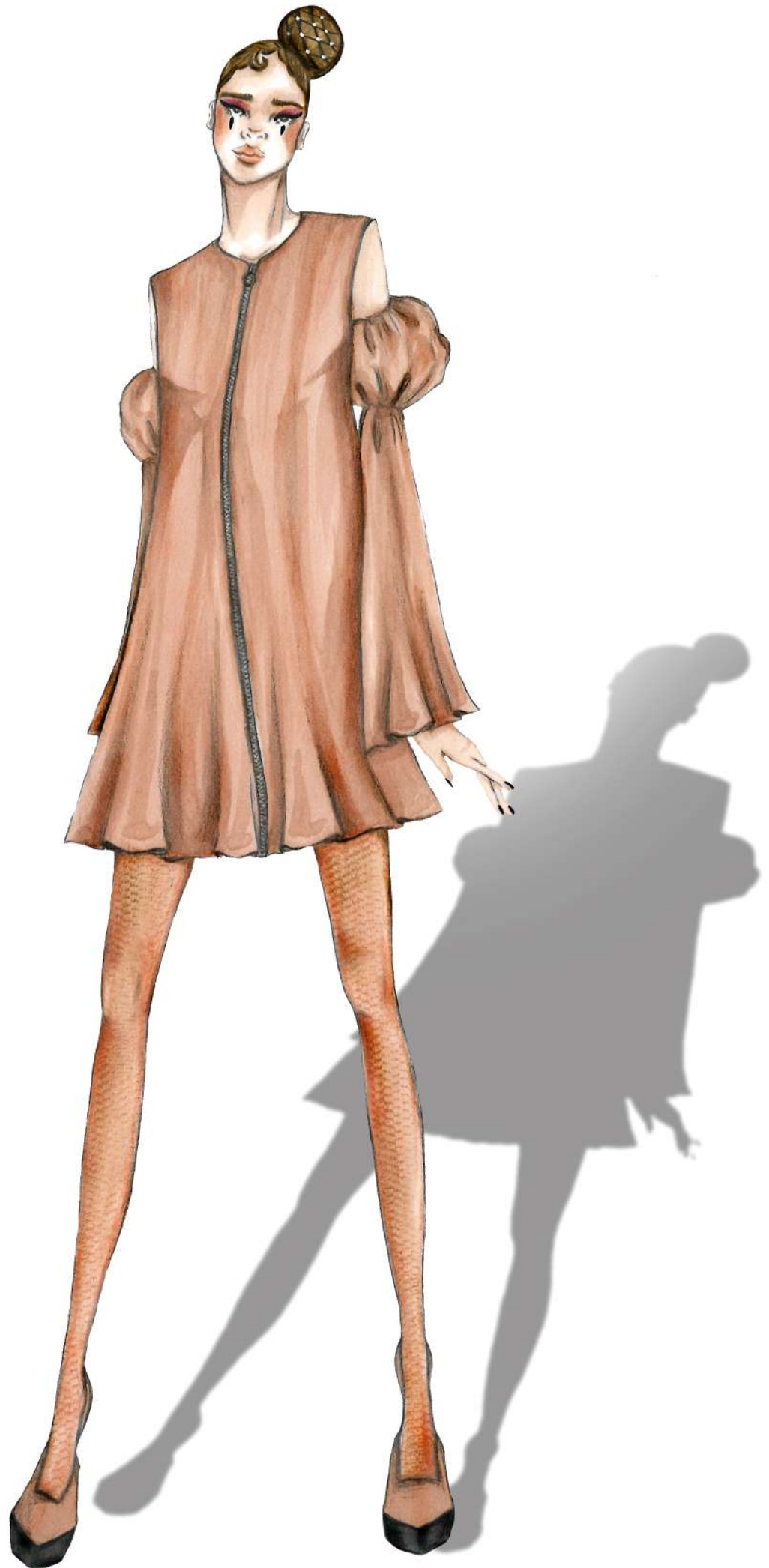






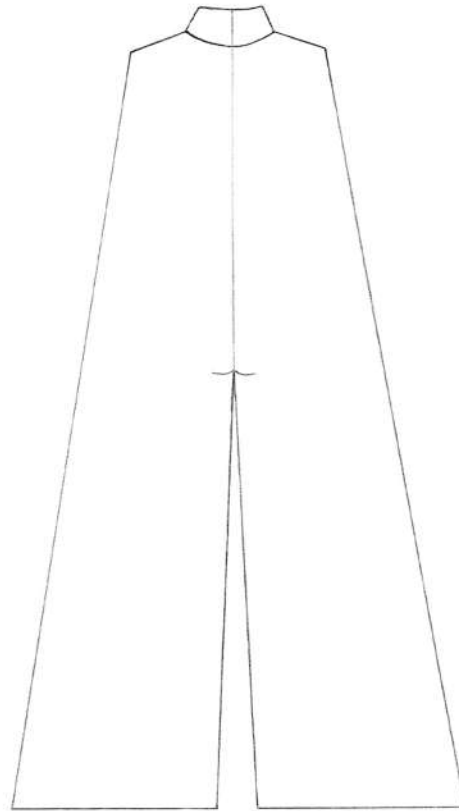
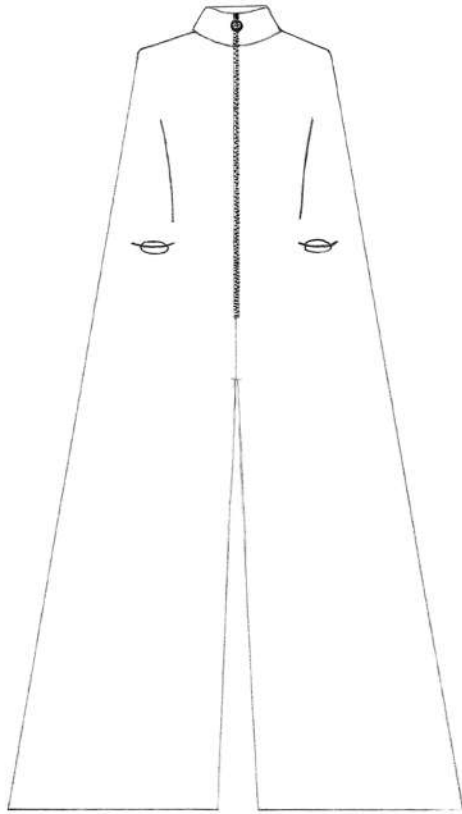












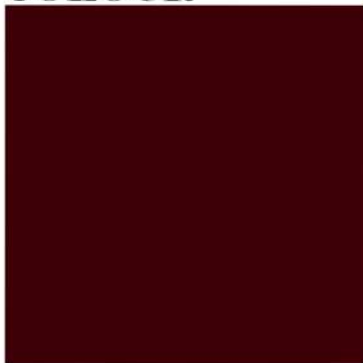
TECHNICAL CHART 0001-01

FALL/WINTER 2021-22

MATERIAL

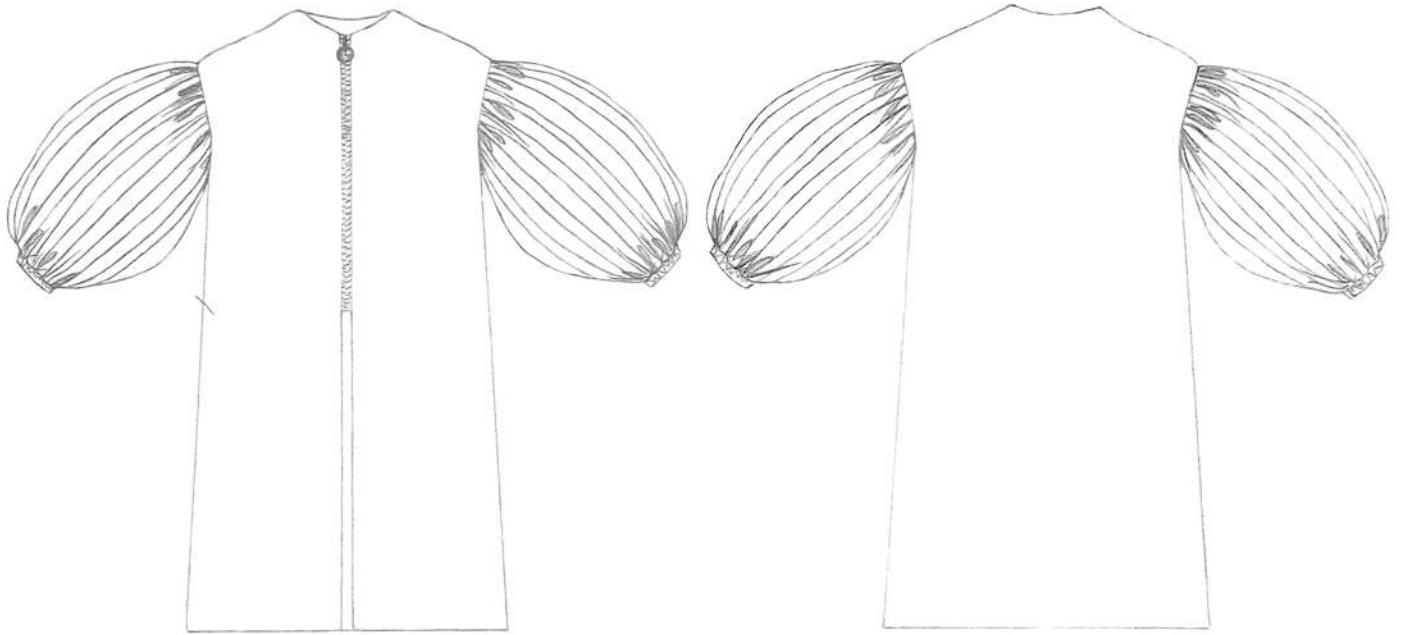


COLOUR



DETAILS METALLIC ZIPPER 60cm

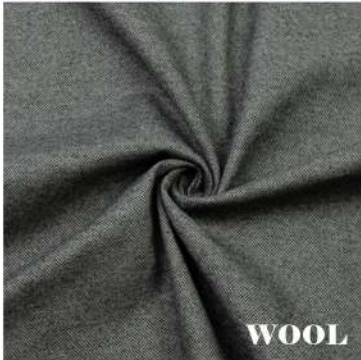




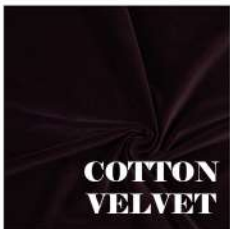
TECHNICAL CHART 0002-01

FALL/WINTER 2021-22

MATERIALS



WOOL



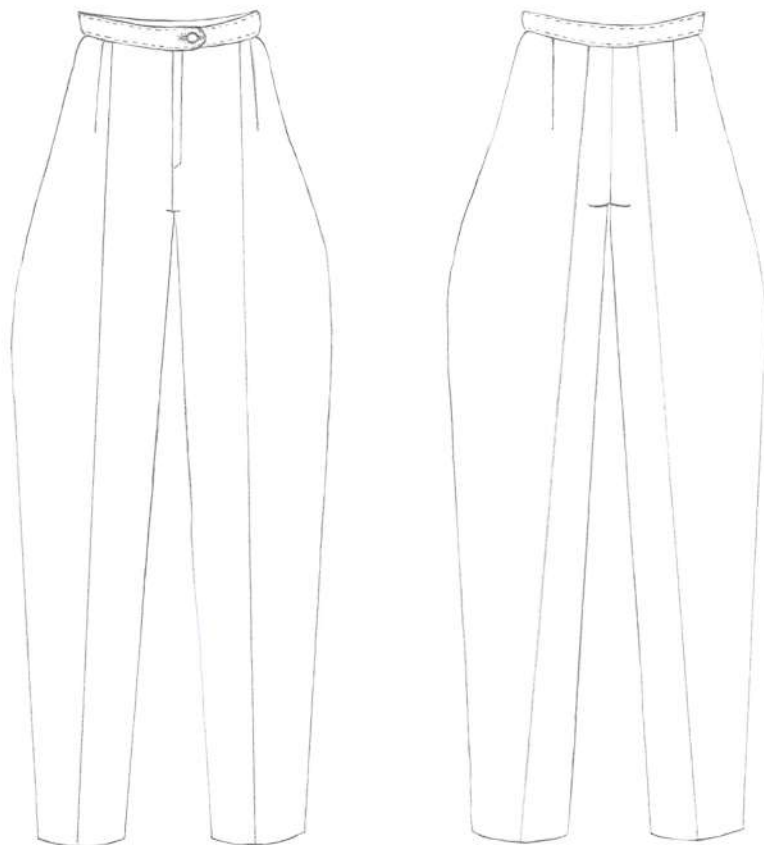
**COTTON
VELVET**

COLOURS



**DETAILS METALLIC ZIPPER 38cm
VELVET RIBBONS SEWN ON FABRIC**

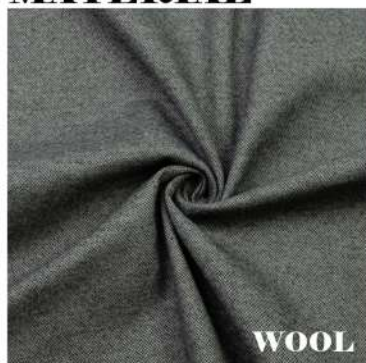




TECHNICAL CHART 0002-02

FALL/WINTER 2021-22

MATERIAL

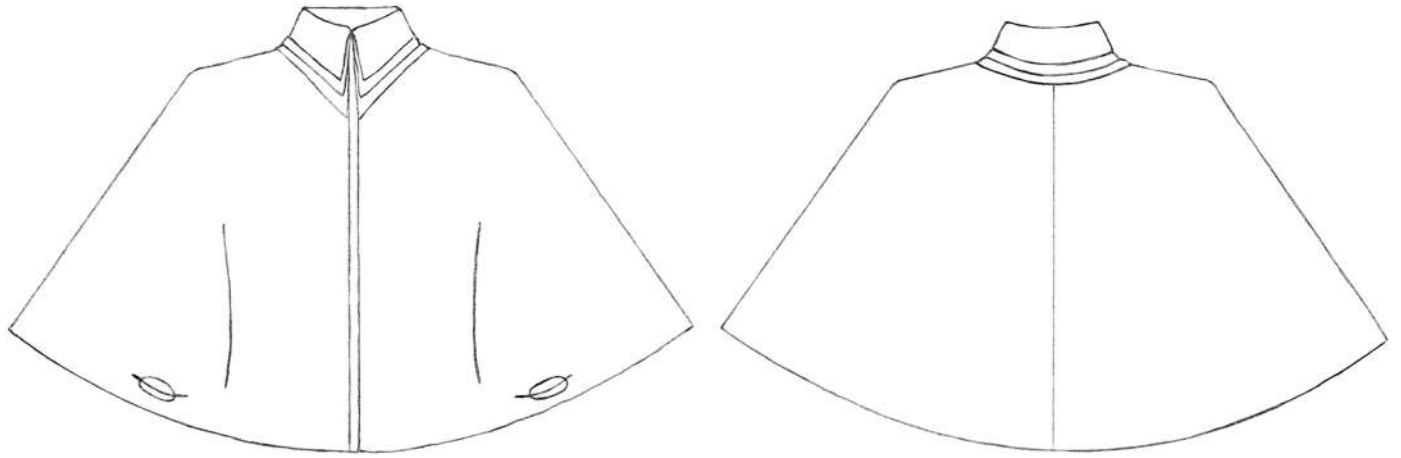


COLOUR



DETAILS METALLIC ZIPPER 16cm
BUTTON 2cm





TECHNICAL CHART 0003-01

FALL/WINTER 2021-22

MATERIALS



**WOVEN
WOOL**

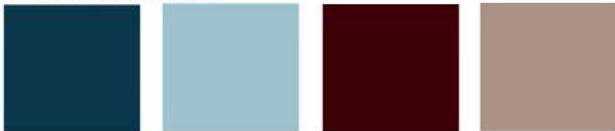


VISCOSE



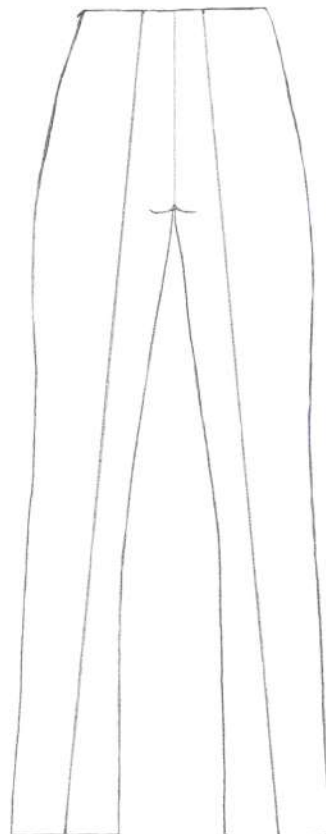
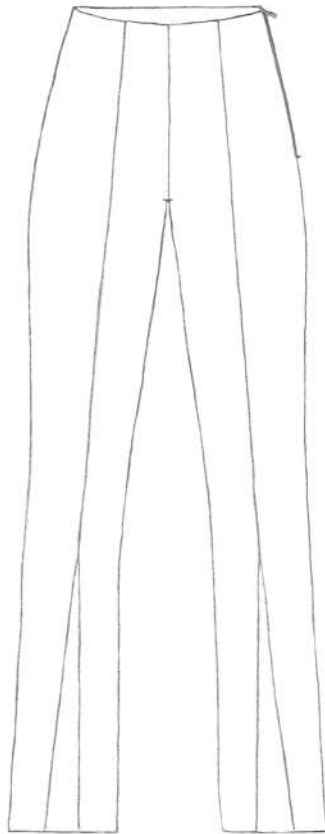
**WOOL
GABARDINE**

COLOURS



DETAILS INVISIBLE CLASPS

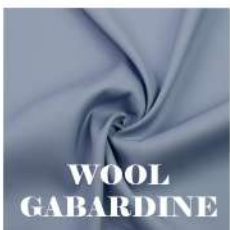
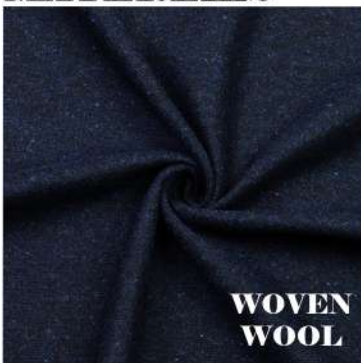




TECHNICAL CHART 0003-02

FALL/WINTER 2021-22

MATERIALS

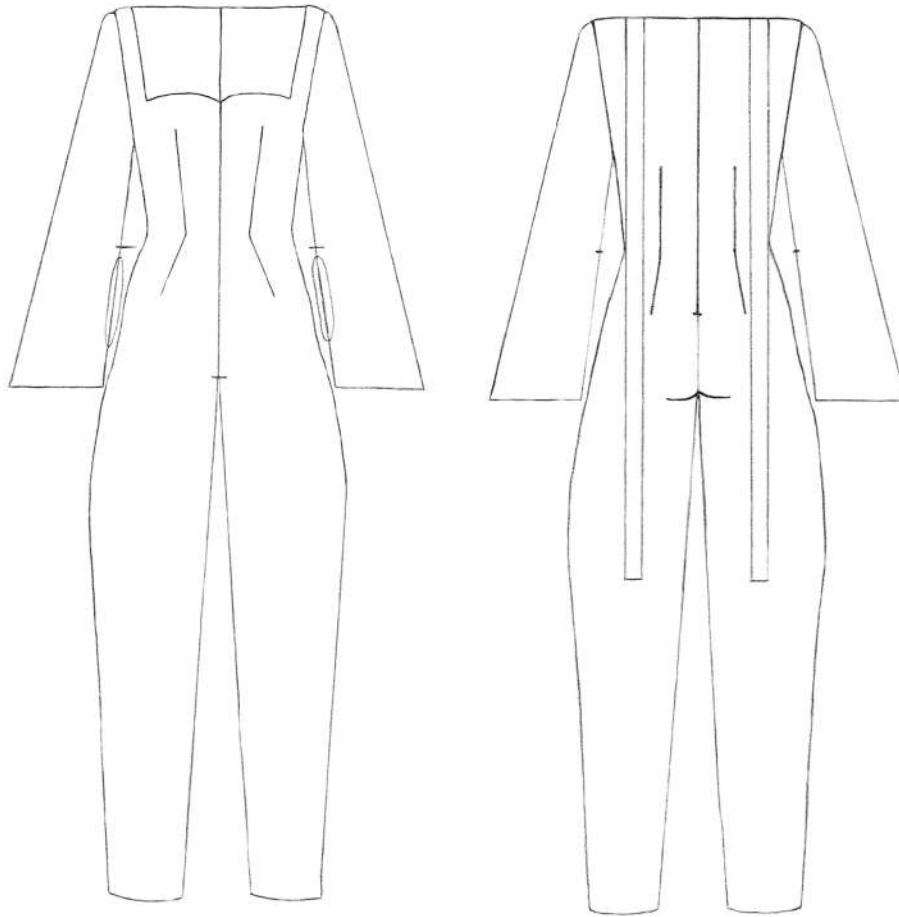


COLOURS



DETAILS METALLIC ZIPPER 16cm

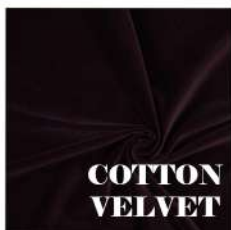
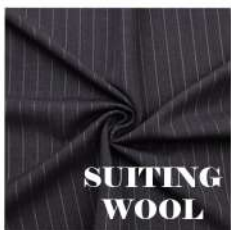
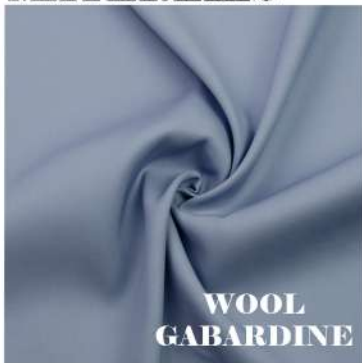




TECHNICAL CHART 0004-01

FALL/WINTER 2021-22

MATERIALS

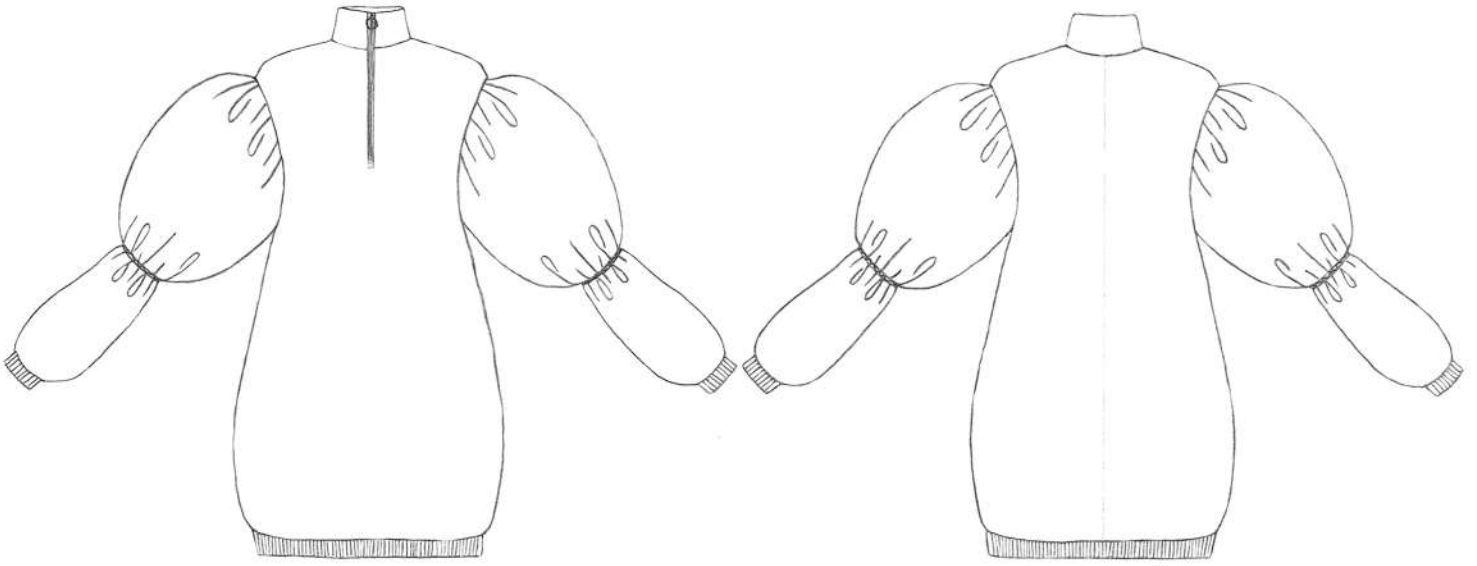


COLOURS



**DETAILS INVISIBLE ZIPPER 60cm
VELVET RIBBONS SEWN ON FABRIC**





TECHNICAL CHART 0005-01

FALL/WINTER 2021-22

MATERIALS

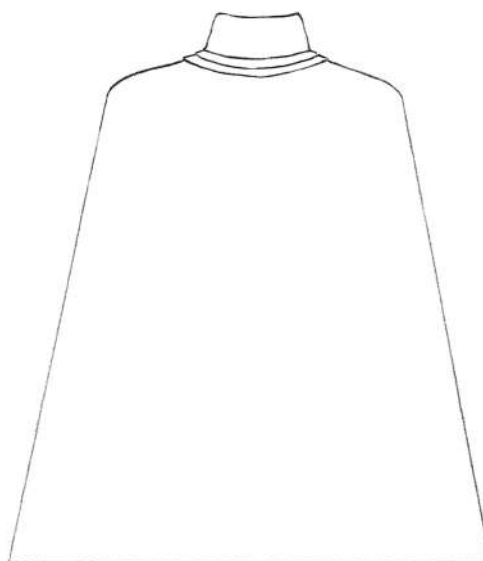


COLOUR



DETAILS METALLIC ZIPPER 30cm

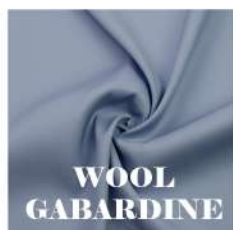
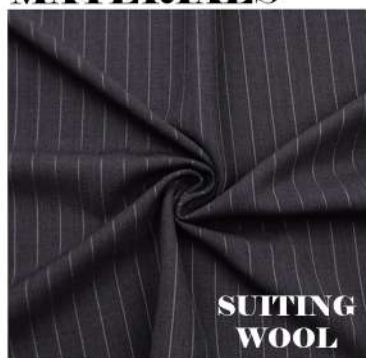




TECHNICAL CHART 0006-01

FALL/WINTER 2021-22

MATERIALS

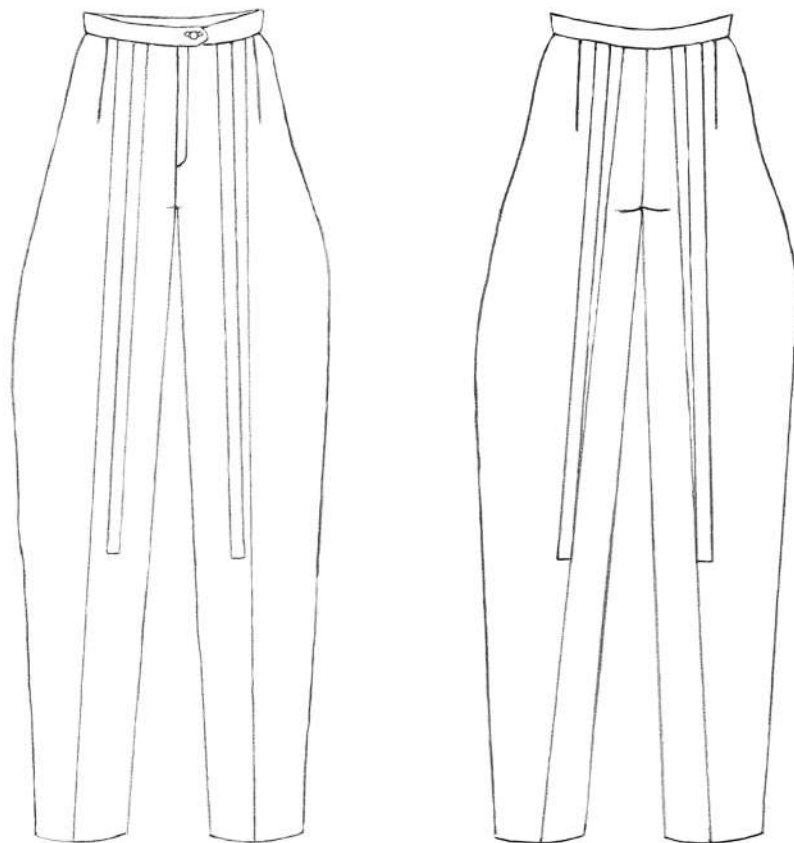


COLOURS



DETAILS INVISIBLE CLASPS

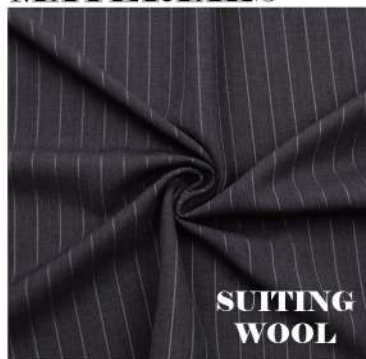




TECHNICAL CHART 0006-02

FALL/WINTER 2021-22

MATERIALS

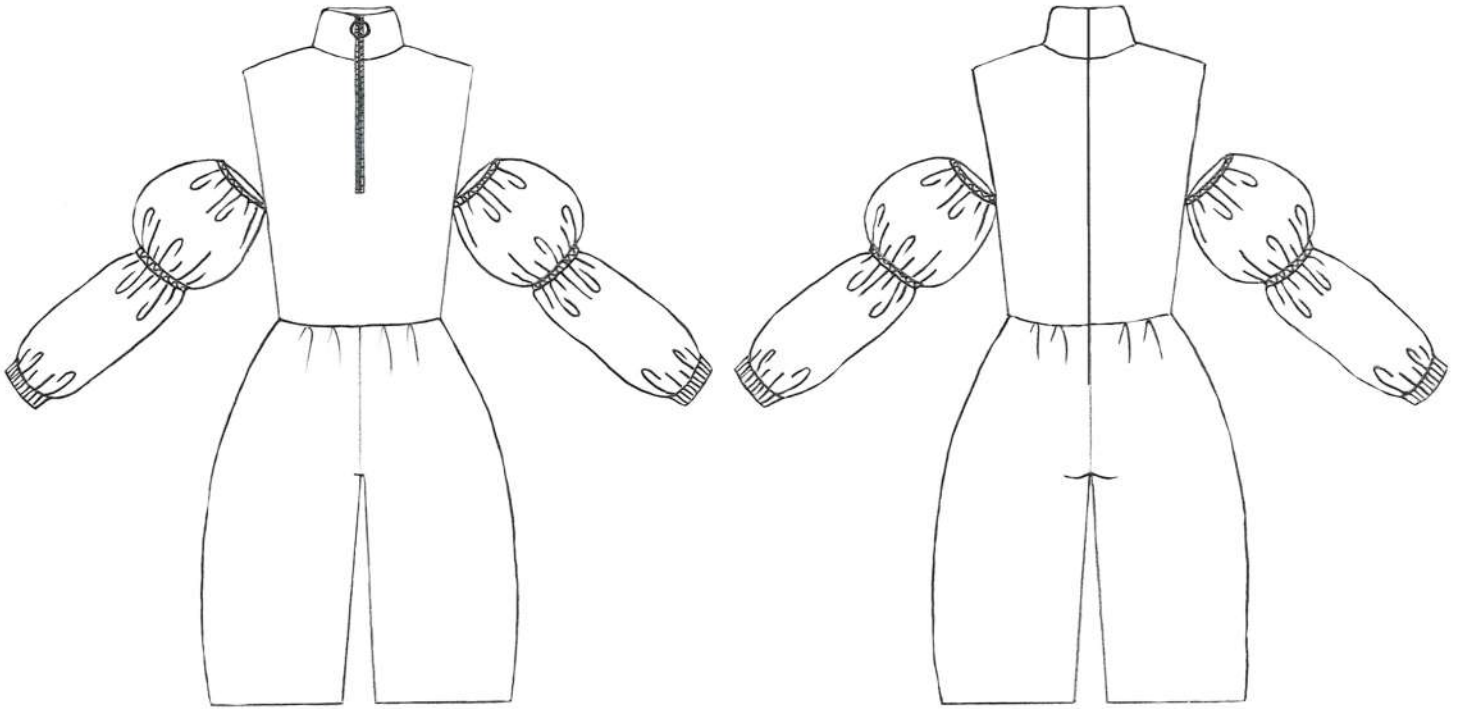


COLOURS



**DETAILS METALLIC ZIPPER 16cm
BUTTON 2cm**

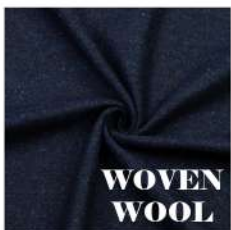
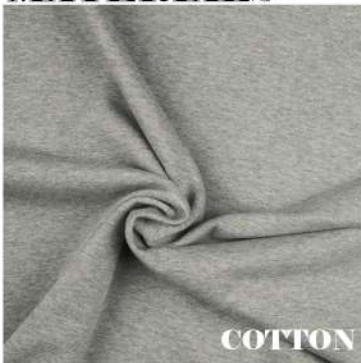




TECHNICAL CHART 0007-01

FALL/WINTER 2021-22

MATERIALS

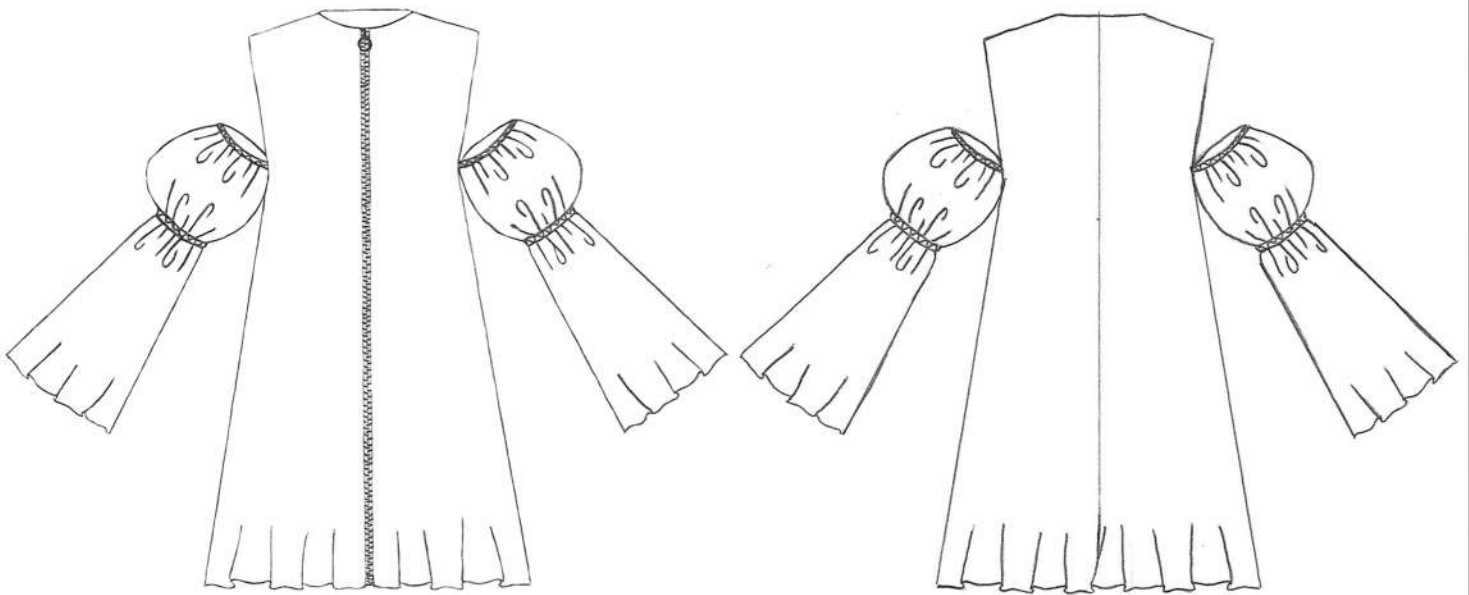


COLOURS



DETAILS METALLIC ZIPPER 30cm





TECHNICAL CHART 0008-01

FALL/WINTER 2021-22

MATERIAL



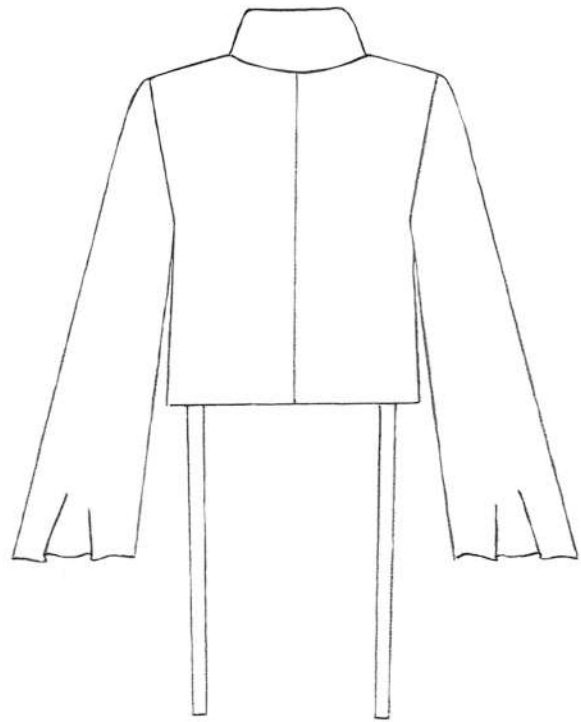
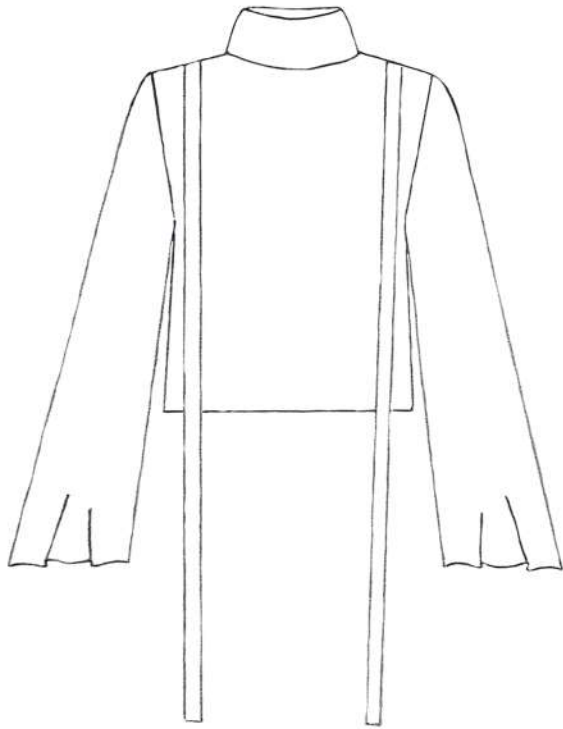
VISCOSE

COLOUR



DETAILS METALLIC ZIPPER 80cm





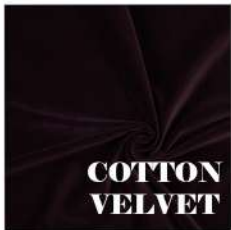
TECHNICAL CHART 0009-01

FALL/WINTER 2021-22

MATERIALS



VISCOSE



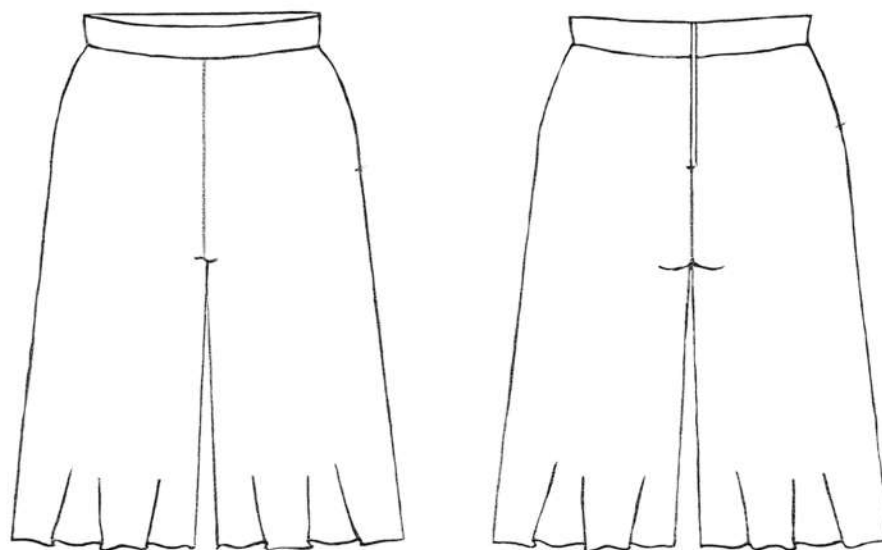
**COTTON
VELVET**

COLOURS



**DETAILS VELVET RIBBONS SEWN
ON FABRIC**

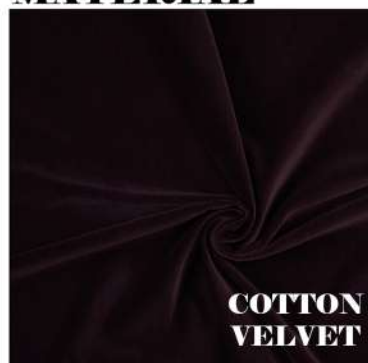




TECHNICAL CHART 0009-02

FALL/WINTER 2021-22

MATERIAL

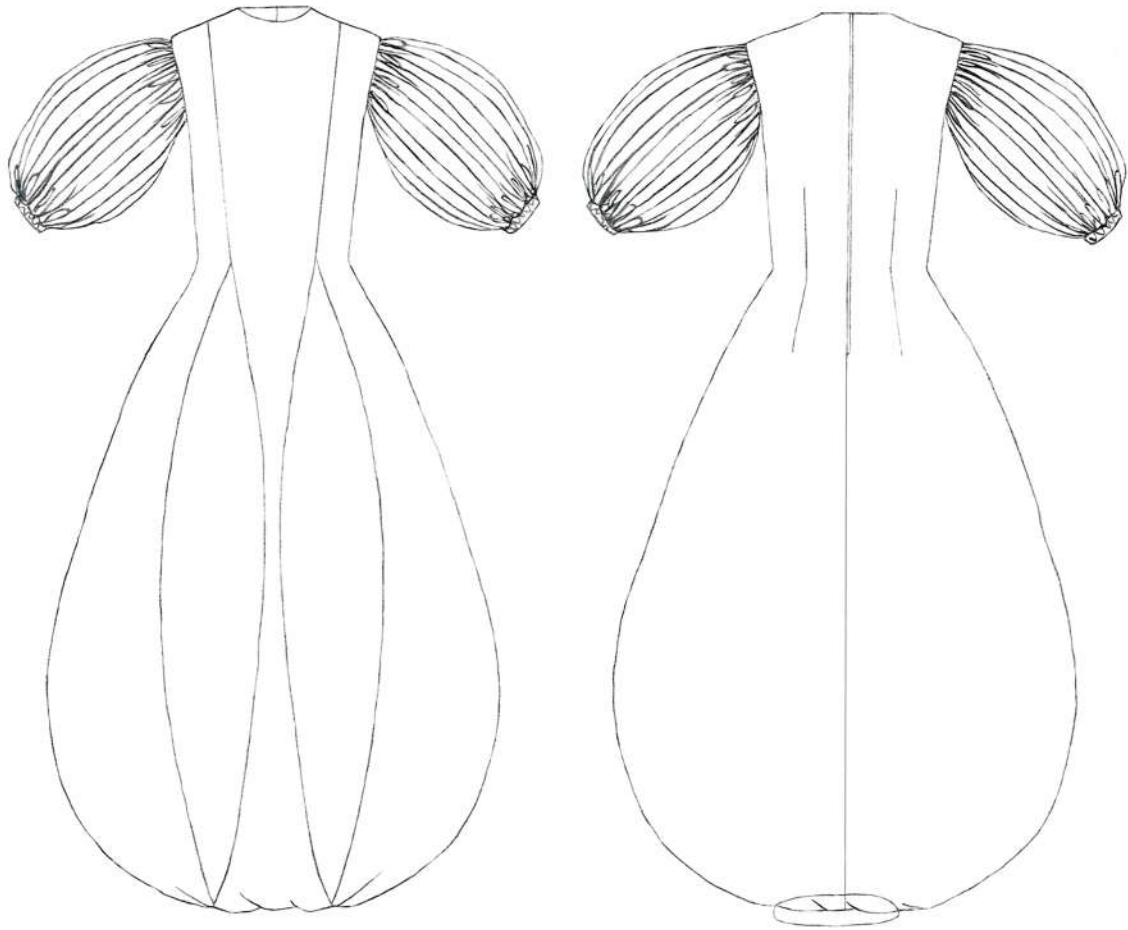


COLOUR



DETAILS INVIZIBLE ZIPPER 20cm

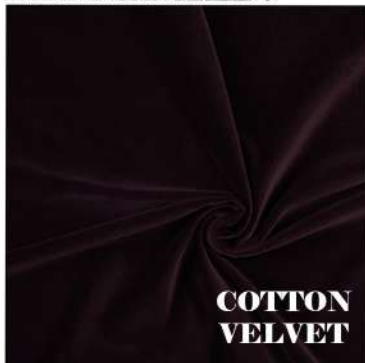




TECHNICAL CHART 0010-01

FALL/WINTER 2021-22

MATERIALS



COLOURS



DETAILS INVISIBLE ZIPPER 50cm





The End