

**Brand Image**

My brand elevates the journey of a garden through the seasons with ornate, detailed fabrics. They're high quality, natural materials. The brand's focus is on flowy garments with intricate beadwork, and unique silhouettes. I also want to include some sort of customizable element, with in-store tailoring, similar to that of a bridal boutique. The store experience will reinforce my brand's image, with a flowing, natural layout, and close employee customer interactions.

**Target Customer**

My target customer is a more upper-class woman of any age looking for more formal attire. Because of the vintage influences and modern designs, women of any age should be able to find a garment that suits them. Although lower-class women would be able to buy as well, I think marketing towards upper-class women would make my business more successful, because the clothing designed would be more formal, and hand tailored, which is typically more available to people who are more well-off financially.

The merchandise breakdown is as follows:

- 70% Dresses (our main focus is unique, tailored, formal dresses)
- 10% Tops
- 10% Bottoms (skirts and pants)
- 10% Accessories (hats, belts, bags, etc.)

## Pricing

I will use a pricing method that covers the cost of materials, time spent sewing the garment, tailoring costs, and then also the actual profit of the garment. It would depend on each garment, so they would likely have to be individually priced, which adds to the more personal, natural brand. Prices will also depend on what season it is. My idea is that there are 4 main collections; Winter, Spring, Summer, and Fall. The pricing will be affected by how far into the season it is. Towards the end of each season, the price will start to fall for slow selling items, and then eventually all items as we get ready to move to the next collection.

**(RIGHT) Store Layout: Boutique Style**

