

Sustainable Strategy

The objective of Re-WIND, the socially responsible retailer is to:

- Achieve packaging content made of a minimum of 80% recycled materials
  - Design product packaging to be efficient and environmentally conscious using recycled and recyclable materials
  - Shipping packaging made form recycled carboard
  - Want to be sustainable and have as much as recycled content as possible
  - Where recycled is not feasible, use SFC certified materials form sustainably managed forests
- Achieve 50% recycled content in our sweater materials
  - Use of recycled yarns and findings
- Work with eco-conscious suppliers to use dyes that have a lower environmental impact

Triple Bottom Line

People:

- Support suppliers and manufacturers who provide jobs to those in least developed countries to learn skills, make a decent wage and provide for their families
- Provide appropriate and fair worker pay
  - Select manufacturing partners that provide a safe work environment with humane shift hours
  - Ensure employees have appropriate safety gear to wear, including face masks to protect against any harmful fumes

Planet:

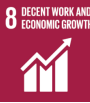
- Reduce the amount of chemicals and left-over dye solutions that are drained off and enter water sources
- Work to keep our carbon footprint neutral

Profit:

- For every sweater that we sell, we take a portion of the profit to invest back into our suppliers' communities .



Working with eco-conscious suppliers to use dyes that are less harsh on the environment, re-use dyes instead of letting them end up in our water supply.



Providing jobs to those in less developed countries an opportunity for them to create a living for themselves and provide for their families .



We carefully analyze and look for recycled yarns and findings that we can use in the production of our sweaters. Look for items that have been slightly used, and still have a lifetime of use in them.

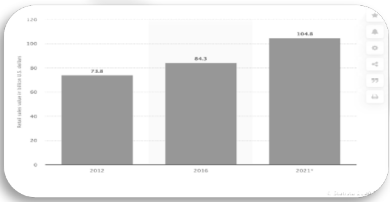
Industry Segment

The Sweaters market is split into three types:

- Cotton
- Synthetic Fibers
- Others

The market can further be segmented by gender and age (men, women and kids), and by sweater styles:

jumpers, tops, cardigans, turtlenecks, dresses/skirts



Worldwide Market Size

This table shows retails sales of the sweater market worldwide from 2012 to 2021 (shown in billion U.S. dollars)

RE-WIND By: Madison Kreher



Business Concept

**Mission:** Create new woven sweaters out of yarns made from recycled and recapture materials.

**Vision:** Re-WIND is dedicated to providing quality fashion that helps reduce clothing waste. We seek to create greater awareness of the environmental impact of fashion and to create new uses for recycled textile materials.

Re-WIND offers timeless women's sweaters made from recycled yarns and materials. The product range will include cardigans and pullovers. We will offer some lighter weight "all-season" sweaters, but do not anticipate it being our biggest category. The price range for our product ranges from \$89-\$125. We will be e-commerce based so that customers can purchase our products anywhere and we do not have the investment of brick and mortar stores. With every purchase our clients are apart of reducing the impact of fashion on the environment.

Organizational Structure: CEO, accountant, administrative personnel, marketing/sales and IT. Initially plan to subcontract with designers.

Sourcing Structure

Fabrics we use: Cotton, Wool, Blends

- Sourcing our recycled materials and findings within the United States prior to outsourcing any other necessary needs that are needed in the production process
- Our products will use recycled cotton yarn, New Wave Yarn made from recycled water bottles and yarn formatted from textile waste and recycled wool

Recycled Fabrics that we use:

- The textiles are sorted, graded and reused to make fabrics for different end uses
- Our sweaters each have a special hangtag that explains recycled materials used to make each sweater
- Recycled cardboard materials are used in our packaging for shipping product
  - Packaged in the most eco-friendly manner, not adding any paper that is not needed
  - Also incorporate biodegradable boxing/bags that are easy to reuse and recycle
- Any extra dyes or fabrics during manufacturing are collected in the factory for future use

Sourcing

- Research our subcontractor factories in developing countries to ensure we are working with ethical factories we think are the best fit for our company
- Create a strong long-lasting relationship with our yarn suppliers and factories working to help them provide a safe work environment and good life for employees
- Sourcing our yarns from New Wave Yarn- specifically the use of their eco-conscious yarn made from recycled water bottles

Marketing Strategy

We will promote our company and products through Facebook posts, Instagram where we will be posting weekly try-on session and styling tips for everyday looks. We will be sending out weekly emails with new arrivals for those who have signed up for our virtual newsletters about what is new with Re-WIND.

We will have our website up and running, with every weekly e-newsletter we send out we will have a link at the bottom that allows customers to be sent directly to our homepage to view our new arrivals.

Competitive Advantage

- Offer styles that are effortless and timeless, appealing to a broad demographic of women.
- Use recycled materials to appeal to eco-conscious consumers.
- Consistent try-on and styling sessions posted regularly on social platforms.



www.RE-WIND.com

Competitive Analysis

S.W.O.T. Analysis

EVERLANE	NAADAM	prAna
<b>Strengths:</b> <ul style="list-style-type: none"><li>Offers Sweaters made from repurposed materials.</li><li>Launched three new repurposed materials in 2019, ReKnit, Redown, ReCashmere to add to the existing ReNew product line.</li><li>Good track record in partnering ethically with factories around the world.</li><li>Good quality-- anticipate their product to be worn and hold up for years to come.</li><li>Developed a loyal customer following. Good track record in partnering ethically with factories around the world.</li></ul>	<b>Strengths:</b> <ul style="list-style-type: none"><li>Works directly with raw materials suppliers -- goat herders -- to ensure quality.</li><li>Offer ultra-soft knitwear using sustainable practices.</li><li>Works to protect planet through clean energy powered factories, anti-desertification programs and tree planting.</li><li>Cleans and treats waste on-site during dye process.</li></ul>	<b>Strengths:</b> <ul style="list-style-type: none"><li>The first known North American apparel brand to produce Fair Trade Certified clothing.</li><li>Use recycled wool in production.</li><li>A strong reputation for giving back to workers worldwide.</li><li>Strong reputation of promoting sustainable products and production processes.</li><li>Offer a competitive lower price point.</li></ul>
<b>Weaknesses:</b> <ul style="list-style-type: none"><li>Limited publicity for their new recycled materials use.</li><li>Very specific target market of conscientious young people, with an emphasis on the limited millennial market.</li><li>Prices higher than average retailers.</li></ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"><li>Very high price point.</li><li>Sweater content limited to cashmere.</li><li>Limited market for luxury brands such as this.</li><li>Weak social media presence.</li></ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"><li>Low variety in fabrics types-- heavy weight vs. light weight.</li><li>Appealing to younger consumers.</li><li>Lacking knowledge of consumers out of their normal target market.</li></ul>
<b>Opportunities:</b> <ul style="list-style-type: none"><li>Offer better on-trend options.</li><li>Build on existing relationships with their ethical factories and experience with recycled materials.</li><li>Potential to expand their target demographic.</li></ul>	<b>Opportunities:</b> <ul style="list-style-type: none"><li>Raise brand profile w/ celebrity endorsements to communicate sustainable approach.</li><li>Emphasize long life of products.</li></ul>	<b>Opportunities:</b> <ul style="list-style-type: none"><li>Appeal to a younger generation.</li><li>Offer timeless pieces for all ages.</li><li>Using more delicate recycled fabrics and textiles for a luxury line.</li><li>Branch out of just yoga and outdoor activities-- yoga and hiking..</li></ul>
<b>Threats:</b> <ul style="list-style-type: none"><li>Limited brick and mortar storefronts compared to some competitors.</li><li>Styles are not particularly unique, can be copied easily by less ethical competitors, and at a cheaper cost.</li><li>Sales very dependent on the commitment of consumers to spend more on products that are ethically produced, and use recycled and sustainable materials.</li></ul>	<b>Threats:</b> <ul style="list-style-type: none"><li>Priced as a luxury brand. One \$75 unisex sweater is cheapest price point. Balance of product line ranges from \$120 - \$440.</li><li>Because they source from a singular area their supply chain could be impacted by regional upheaval..</li></ul>	<b>Threats:</b> <ul style="list-style-type: none"><li>Now having an assortment of new arrivals on a regular weekly/monthly schedule.</li><li>Competitors offering similar styles and colors in on-trend current styles.</li></ul>

Target Consumer

- Our target consumer are busy in their successful professional career with their full schedule. They are constantly traveling and wants to always have pieces in her closet that will have a long lifespan. Our target consumer is always looking to be on-trend with her wardrobe due to her hectic schedule.

<b>Demographics</b> <ul style="list-style-type: none"><li>Millennials Mid 20's-middle 30's</li><li>Female</li><li>Upper middle class</li><li>Midwest</li><li>Education: graduated from college</li><li>Some of our target consumers will be married with children, while others are single or in a relationship</li></ul>	<b>Psychographics</b> <ul style="list-style-type: none"><li>Enjoys activities outdoors, an athletic lifestyle, if she is not working, she's either at home trying out a new recipe or out at her local gym</li><li>Travels when the time is right</li><li>Outgoing, enjoys meeting new people and see new faces, but also enjoys spending time at home in her apartment with her well-trained dog Leni</li></ul>	<b>Behavioristics</b> <ul style="list-style-type: none"><li>Look for quality in clothing purchases</li><li>Brand loyal- when they find items that work for them and have not been able to find anything that is better</li><li>Planned shoppers</li><li>Do not shop a lot, but when they do, they purchase clothing that are basics and will last awhile and be able to withold a long life</li><li>Recently gained more knowledge about socially responsible fashion retailers</li></ul>
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