

‘Don’t Touch My Horse’ Clothing Label Proposal

IDENTIFIED GAP

Affordable, stylish vintage dresses in modern fabrics and modern fits
Warm winter woolies for Aucklanders in classic, vintage styles

Suggested products

Off-the-peg and made-to-order dresses, shrugs, cardigans and jumpers
Knitwear co-ordinates with dresses, but are sold as separates
Small range of styles, wide range of colour options
Three tiers of quality (eg acrylic/wool/mohair, polyester/cotton/fancy fabric)
Simple styles that are easy to make and also flattering to larger body sizes
Styles that work during the day, but also ‘after-5’ and evening, good for both summer and winter

Additional Services

Made-to-order
Alterations to existing clothes
Built in alteration feature (wide seam allowances)
Product matching

PRODUCTION

Key Partners	Who	What they do
		Sales, marketing, online services
		Dress design, pattern cutting, after-sales, made-to-order service
		Manufacture – labour and premises
		Style advisors
		Finance/accounting service
		Fabric, wool, packaging suppliers
		Marketing/blogging

Costs	What	How much
	Customer acquisition	
	Distribution	
	Hosting	
	People	

Values	Customers	Ours
	<i>what problem do we solve for them</i>	Ethical and fairtrade, 100% NZ
	<i>What needs do we satisfy</i>	Quality, personalised service – for the vintage geek by the vintage geek
	<i>What message do we share</i>	“We’re like you”
	<i>What do we want to portray</i>	Women power

Our advantages

- Free patterns available online eg www.freevintageknitting.com
- Kudos re employment for new migrant women angle
- Production area already available and needs the work
- Competitors are all going 'high end' and moving from shops
- Providing local work and local community opportunities

Customer relationships

- Can keep it personal
- Can grow the business through existing networks/personal recommendations
- Can turn customers into fans/champions

Risks



MARKETING

Paths to customers	Existing	Potential
	Trade Me	Own website
	Schools	Trend-setters at Universities
	Local produce markets	Farmer's Markets
	Own networks	Women's Business Networks

Customer segments

Target	trendy Asian students, Point Chev mums, businesswomen 30-60
Early adopters	people who want to emulate <i>(one of the business partners)</i>
Ideal	someone who'll buy more than one item to build up a 'core wardrobe', and will return for after sales or alterations

Competitors/potential partners

- sells gorgeous colourful clothes to the same market
- going for second hand and sassy

Revenue streams

- Kick Start/Investors
- Sales
- Services
- Return custom

Fun ideas

- Photograph the products in poses from the old patterns
- Make videos for the website of everyone involved, working together, being ethnic/Kiwi
- Make video of the origin of the name