



*Allied Bralettes*

*because we are more as one*

# *What is the product?*

- *Halter bralettes with chokers/necklaces attached*
- *Various colors and necklace combinations*



# Values

- *Increase self-confidence in women*
- *Allied E tagline, "because we are more as one" inspired by Las Vegas shooting*
  - *Spread the message of the value of community and importance of working together*

# Unique Selling Proposition

- *A portion of the profits (not yet determined) will be donated to The National Compassion Fund*
  - *Directly supports victims of mass crime ex. Las Vegas shooting*



# Marketing Plan

- *Target audience*
  - *Females ages 18-25 (college age)*
- *How will I reach them?*
  - *Social Media*
    - *Instagram ads, popular account promotions*
    - *Youtube- send free items to successful fashion youtubers for them to review*
- *Purpose*
  - *Expose brand and acquire customers*
  - *Show potential buyers the benefits of the product (ie style, comfort, confidence)*



## *Who are my competitors?*

**Shein**

- *Etsy*
- *Stores like Charlotte Russe, Forever 21, Victoria's Secret*
- *Online stores such as Shein and Boohoo*

## *How is an Allied bralette different?*

- *Main focus, several styles, color options*
- *Not geared towards lingerie, unlike the other stores*

# Management

- Plan to hire 1 other person to help me through the development stage
  - Small, motivated team in the beginning
- Increase employees for certain departments once the product has been tested in the market/ gains customers
  - Example: marketing team, product design team

# *Strengths vs. Weaknesses*

- *Strengths:*

- *Proprietary design*
  - *not commonly sold today*
- *Any female (or perhaps male) can wear it*
  - *not only marketable to a small group*

- *Weaknesses:*

- *Clothing industry is large*
  - *Harder to get your brand noticed*
  - *Small company,*



# *Cost of Production*

- *Labor costs*
  - *Pattern cutting, sewing, production rate*
- *Material*
  - *Fabric, trimmings, chains*
- *Specific costs will depend on demand and manufacturing deals*
- *Plan to sell for between \$20-40 depending on the intricacy of the design*

## *Summary of Allied*

*Allied bralettes are a new spin on a staple clothing piece.*

*Our aim is to support The National Compassion Fund  
& increase confidence in all women.*