

The background of the entire page is a repeating pattern of stylized purple flowers with yellow centers and green leaves. The text is contained within a white rectangular area with a thin green border.

BUSY PLACE

THESIS COLLECTION

BRAND CONCEPT AND RESEARCH

BRAND CONCEPT

Introducing:

Busy Place will be a maximalistic art driven direct-to-consumer fashion brand, designed for emotional and physical longevity.

We are a San Francisco based, San Francisco inspired print and color driven brand known for vintage inspired fashion and basic garments, with a focus on ethical sourcing and manufacturing.

Our main retail channel will be e-commerce via our website, as well as local pop ups and craft fairs.

Sustainability through materials:

We will be transparent about brand practices and factories used, only partnering with factories whose ethics align with ours.

We will also take the time to make information available to our customers on how sustainable fibers are grown, produced and made into fabrics and materials, as well as why certain fibers are more sustainable than others.

By highlighting newer regenerated and recycled fiber textiles as well as organically grown cotton, linen and other natural fiber fabrics, our goal is to produce garments that can be disposed of at the end of life cycle in the compost or recycled into new fiber.

Busy Place's garments will be designed to be manufactured in a way to ensure the garment will last for years to come, allowing for them to be passed along secondhand, or stored away to become vintage garments of the future.



DISTRIBUTION

Busy Place products will be sold directly to consumers through our online store.

The majority of our sales will be done via our website, which will showcase our store, a collaborations page listing out each of our artist print collaborators, a blog, and an education section where we will talk about different materials we use in our products.

We will also plan to attend large craft fairs like Renegade Craft or West Coast Craft Fair during key selling seasons like holiday shopping and summer. Large craft fairs are a great way to introduce the brand to a wide range of potential customers who are already interested in unique and funky products.

By attending shows in San Francisco, Los Angeles and Portland, Busy Place can reach countless new customers in our target market.

Our workspace in the Mission will have a small gallery near the front door of the space to host new collection drop parties and events in order to engage with the neighborhood. We will display the current season's collaborating artist's work in our window displays, and occasionally host a pop up shop during key neighborhood events.

As the brand grows, we would look into opening a permanent retail space in San Francisco, if it made sense based on data over a few years.



COLLABORATIONS

We will have a special drop twice a year as a collaboration with an artist to create an exclusive print available only with Busy Place.

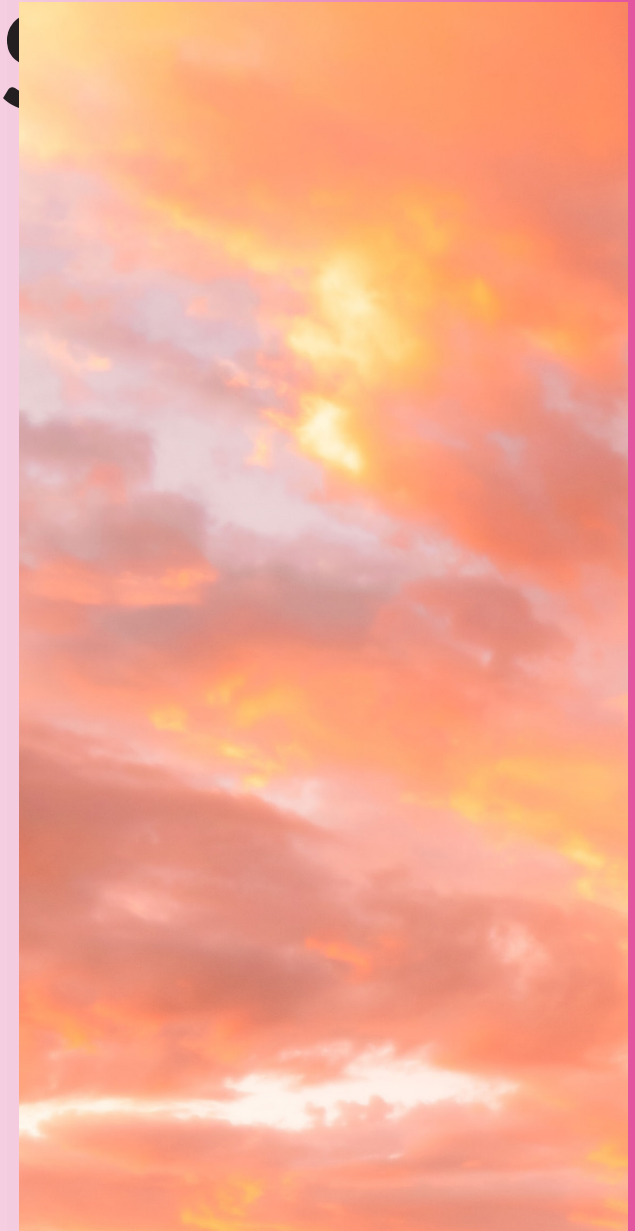
The collaboration will give the artist a different platform and format to sell their work and in return will help boost the brand's awareness to the artist's circles.

For the brand, the exclusivity of a special print will create buzz and hype and get our customer base excited to own a limited release.

We will host a gallery pop up at our workspace when each collaborative collection drops and host a reveal party for our local client base.

The artist can sell 2D prints and original pieces and Busy Place will display their work in our gallery for the entirety of the season.

We will still utilize traditional textile designers for the main collections and drops, but we want to see the artist collaboration prints as something new, fresh and unexpected to keep people on their toes, as well as to help elevate fine artists and expose them to a new client base.



MISSIONS, VISIONS AND VALUES

Busy place exists at the intersection of an ethical high quality basics brand, and a fashion forward one.

By embracing bright colors and wild prints, we believe you don't have to sacrifice your individuality in order to buy high quality, long lasting garments.

We are so obsessed with prints, we create a special collaboration every season with an artist to come up with exclusive prints, just for you!

It is our goal to elevate the sustainable/ ethical fashion market to show a little more individuality, creativity and fun!

Our collaborative process of finding and creating new prints means you will always see the unusual and exclusive from us.

By keeping our production runs small, we ensure we are contributing as little waste as possible while keeping our selections fresh and new.

We think there is just too much plastic in use by the fashion industry. That's why we set out to use only the best quality natural fiber fabrics, regenerated fiber fabrics, and recycled materials.

With so much pollution clogging our earth we want to do our part to see that you never have to worry about your garments from Busy Place.

We are striving to eventually make 75% of our garment components compostable, meaning once the fabrics have worn out and you've gotten as much love and joy out of it,



you can dispose of it knowing it will decompose, never to haunt a landfill for centuries!

We Believe:

Minimalism is boring.

Happy clothes help make happy people.

You don't have to sacrifice style for quality.

We want to make the clothes you will find in a vintage shop 20 years from now, still in great condition.



SUSTAINABILITY



TO INSPIRE JOY

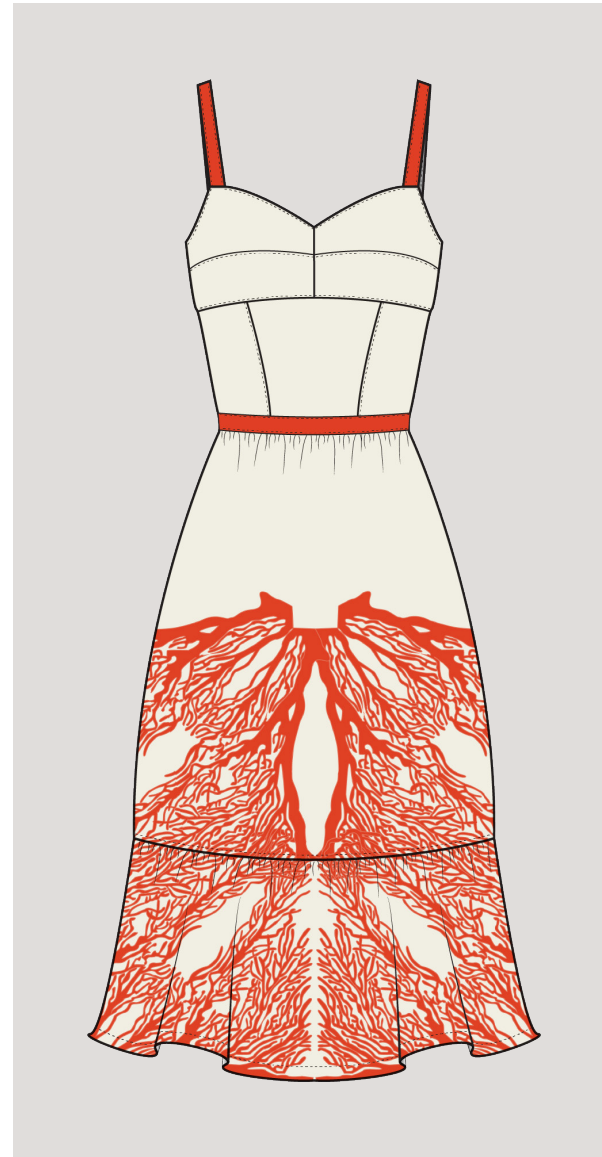


TO EVOKE NOSTALGIA

PRODUCT CATEGORIES



Outerwear
\$125-350



Dresses
\$115-250



Jumpsuits
\$115-165



Tops
\$55-140



Bottoms
\$75-165



Denim
\$85-140

INDUSTRY: DIRECT TO CONSUMER E-COMMERCE



Digitally Native Brands:

Direct to Consumer brands are often born digitally, and place their consumer relationships at the forefront of their business strategies.

Through sector specific data and research, these brands are often seen as category disruptors by providing a unique selection with high levels of innovation.

A study conducted by the Video Advertising Bureau in 2019 found that DTC brands engage with DTC shoppers by adhering to seven core principles – namely that they are about e-commerce and are data obsessed, socially interactive, design-focused, consumer-centric, customer-led and mission-driven (WARC 2).

Experiential Shopping:

Internet born brands tend to turn their focus towards customer experience and relationship building.

According to WARC, the best DTC brands combine thoughtful product and packaging design, stemming from a deep understanding of their customer's needs and wants, including delights or surprises, intuitive customer journeys as well as human customer service interactions.

A tailored retail selection means data can be obtained through customer traffic, purchases, and other volunteer information. Brands that have a consistent vision see engagement on non-retail channels and social media.

A strong vision, especially one built on ethics entuses customers and attracts would be employees (WARC 4).



INDUSTRY:

Consumer Confidence and Behavior Shifts:

In March 2020 a huge shift happened in retail in general when lockdowns happened and panic buying began.

Big box retailers were swarmed with people searching for the necessities for what, at that time, people assumed would last a few weeks. Stores were cleared out, and shoppers took to online to look for things like hand sanitizer, toilet paper, and Clorox wipes.

As the months went on, different everyday products became scarce, like when flour became impossible to find when everyone decided to make sourdough. You could always find what you were looking for online when your local stores were out, albeit at a price.



The Safety Aspect of Online Retail:

The convenience of online shopping became a full necessity as millions of people were voluntarily confined to their homes.

Online shopping was always an easy way to purchase necessities, and in 2020 online consumer spending on clothing, footwear and accessories jumped by +26% to nearly \$40 Billion in the UK. During the pandemic, 27% of shoppers spent more time browsing for fashion online, and 24% bought more clothes online for themselves since the start of the pandemic.



In general however, the appetite for fashion declined dramatically since the start of the outbreak and has been one of the hardest hit of all retail sectors.

While overall online retail sales rose by 42% to \$147 billion, it was mostly driven by food retailing. Despite the dwindling profits, 56% of all fashion sales in 2020 happened online (Sender 26).



INDUSTRY:



Industry Trends in E-Commerce

Shipping Trends:

The online retail landscape has been rapidly changing and adapting long before the pandemic, however the massive changes in shopping behavior brought on by the pandemic lockdowns and safety measures meant a huge spike in online shopping across all industry sectors.

Shipping was a major tool for pandemic era shoppers, with free delivery being an important factor in shopping online for 68% of people surveyed for a Mintel report on COVID era shopping habits (Smith, 17).

Free and fast shipping inspired by the popularity of Amazon Prime, easy returns with pre-paid shipping labels, and even contactless pickup and delivery options for products picked out online for local stores became even more commonplace.

Adaptations in how and when products get delivered to customers were quickly adopted, and some will likely be permanent additions to the average e-commerce brand.



INDUSTRY:

Fit Assistance/Assurance Trends:

E-commerce brands have to overcome several setbacks when selling to customers who aren't physically in the same space as their product. Nearly half of all female fashion shoppers aged 16-54 agree that they struggle to find clothes that fit when shopping online (Sender 86).

29% of people surveyed for Mintel said they would be most interested in a fitting tool to help make informed decisions about which size to buy and how it will fit.

20% would be interested in some sort of virtual fitting room, with an avatar to try on the clothes for them.



Payment Trends:

Credit lines, and buy now, pay later payment installation plans with companies like Klarna also give customers the ability to purchase multiple sizes and send back what does not fit without tying up any of their actual money.

Poor fit is shown to be the number one reason for returned clothes, and any methods created to cut down on needless returns will save companies a lot of money.

Klarna.
Buy now. Pay later. No fees.



Returns and Exchanges Trends:

Making returns and exchanges easy for customers is also seen as a major benefit, and gives greater consumer confidence in finding the right product.

Printing out shipping labels at home and having the opportunity for returns package pickup by delivery carriers was a new service added to some brands' returns process this year.

Recovery Drivers:

Free, fast delivery with a broad selection of items in a wide variety of sizes are the main deciding factors for online shoppers, and will continue to be as the market recovers from 2020.



PRIMARY RESEARCH

Insight to be gained through primary research:

- 1.) Pricing structures of competitors and similar brands
- 2.) Product mix of competitors and similar brands
- 3.) Core fabrics and materials of print driven or sustainable brands
- 4.) What the proportions are between "core" or repeat bodies versus fashion bodies.

Methods:

Utilizing three different brand websites, I will categorize, analyze and sort the information given for their product selection.

NooWorks, Wray and Reformation are all potential competitors, but the three have different product selections, manufacture in different quantities and locations, and offer different choices for colorways.

Through context clues, I will figure out what percentages of their stock are recurring or core items, and which are seasonal or fashion items.

By charting the price points and ranges of particular products I will better understand their pricing structure, and can infer the possible reasons for price point outliers.



By analyzing product pages, I will gain insight on colorway selections, and infer which products are considered core or basic, and which are considered fashion

I will create percentages for each product category based on datapoints collected from the styles listed on each brand's website.

Competitor Brand 1 - Name NooWorks											
Brand concept: Nooworks is a woman owned, women run business. We make limited edition textiles with artists we love in cuts to make you look and feel good. All our garments are produced in California. We try to source all our materials in the USA and work with incredibly nice people. We are a small team with a lot of love. Thanks for your support.											
Business format: Brick and mortar LA and SF, E-Commerce, Wholesale Target customer: Creative type women and Non-Binary. 25-40 Seasonality (how many seasons a year): 4 How many collections per season/per month/per year: 1 per season.											
Current Season Collections	Major Product Categories	Core Items	# of Colorways (average)	Size Range	Material Content	Retail Price Range	Average Price Point	Country of Origin	Basic or Fashion	% of Total Categories (quantity)	
"Basic Casual"	Jumpsuits	Overalls	13	XS-3X	Stretch Cotton Poplin	All \$148	\$148.00	USA	65% Fashion Prints, 35% Basics (Solid Color)	17%	
		Magic Suit	14	XXS-3X	Stretch Cotton Jersey	All \$148	\$148.00	USA	65% Fashion Prints 35% Basics (Solid Color)		
		Coveralls	14	XS-3X	Stretch Cotton Poplin	All \$178	\$178.00	USA	65% Fashion Prints, 35% Basics (solid color)		
		Wold Domination Suit	9	XS-3X	Stretch Twill 97% Cotton 3%Spandex	All \$192	\$192.00	USA	80% Fashion prints, 20% Basics (solid color)		
		Shortalls	6		Stretch Cotton Poplin	All \$162	\$162.00	USA	84% Fashion Prints, 16% Basics (solid Color)		
Total # Jumpsuits	56										
Dresses		Naomi	10	XS-5X	100% Rayon	All \$158	\$158.00	USA	90% Fashion Prints, 10% Basics (Solid Color)	25%	
		Demi	6	XS-XL	Stretch Cotton Jersey	All \$138	\$138.00	USA	84% Fashion Prints, 16% Basics (Solid Color)		
		Circle	2	XS-XL	Stretch Cotton Jersey	All \$116	\$116.00	USA	100% Fashion Prints		
		Eloise	4	XS-3X	Stretch Cotton Poplin	All \$146	\$146.00	USA	100% Fashion Prints		
		Andie	8	XS-3X	100% Rayon	All \$132	\$132.00	USA	88% Fashion Prints, 12% Basics (Solid Color)		
		Nico	8	XS-3X	Stretch Cotton Twill	All \$132	\$132.00	USA	88% Fashion Prints, 12% Basics (Solid Color)		
		Tee	8	XS-3X	Stretch Cotton Jersey	All \$96	\$96.00	USA	88% Fashion Prints, 12% Basics (Solid Color)		
		Frida	8	XS-3X	Stretch Cotton Poplin	All \$148	\$148.00	USA	88% Fashion Prints, 12% Basics (Solid Color)		
		Greta	6	XS-3X	Stretch Cotton Jersey	All \$138	\$138.00	USA	84% Fashion Prints, 16% Basics (Solid Color)		
		Betty	4	XS-5X	Stretch Cotton Poplin	All \$158	\$158.00	USA	100% Fashion Prints		
		Misty	6	XS-3X	Stretch Cotton Poplin	All \$146	\$146.00	USA	84% Fashion Prints, 16% Basics (Solid Color)		
		Vacation	12	XS-3X	Stretch Cotton Jersey	All \$132	\$132.00	USA	84% Fashion Prints, 16% Basics (Solid Color)		
		Total # Dresses	82								
		Tops		Mock Neck	12	XS-3X	Stretch Cotton Jersey	All \$64	\$64.00		USA
Joyce	12			XS-3X	100% Rayon	All \$92	\$92.00	USA	92% Fashion, 8% Basics		
Turtleneck	8			XS-3X	Stretch Cotton Jersey	All \$68	\$68.00	USA	62% Fashion, 38% Basics		
Oversized Tee	9			XS-3X	Stretch Cotton Jersey	All \$64	\$64.00	USA	78% Fashion, 22% basics		
Ruffle Top	8			XS-3X	Stretch Cotton Poplin	All \$68	\$68.00	USA	100% Fashion		
Crop Top	5			XS-3X	Stretch Cotton Jersey	All \$58	\$58.00	USA	80% Fashion 20% Basics		
Muscle	5			XS-3X	Stretch Cotton Jersey	All \$48	\$48	USA	100% Fashion		
Total # Tops	59										
Bottoms		Jogger	11	XS-3X	Stretch Cotton Jersey	All \$82	\$82.00	USA	82% Fashion, 18% Basics	9%	
		Leggings	7	XS-3X	Stretch Cotton Jersey	All \$48	\$48.00	USA	100% Fashion		
		Bike Short	4	XS-3X	Stretch Cotton Jersey	All \$46	\$46.00	USA	100% Fashion		
		Business Pant	8	XS-3X	Stretch Cotton Twill	All \$158	\$158.00	USA	62% Fashion 38% Basics		
Total # Bottoms:	30										
Total # Basic Casual	227								70%		
"Intimates"	Bras	Soft Bra	5	XS-2X	Stretch Cotton Jersey	All \$38	\$38.00	USA	100% Fashion	2%	
		Racer Top	4	XS-XL	Stretch Cotton Jersey	All \$44	\$44.00	USA	100% Fashion		
Total # Bras	9										
Underwear	Brief		6	XS-2X	Stretch Cotton Jersey	All \$34	\$34.00	USA	100% Fashion		

PRIMARY RESEARCH

nooworks



Insights:

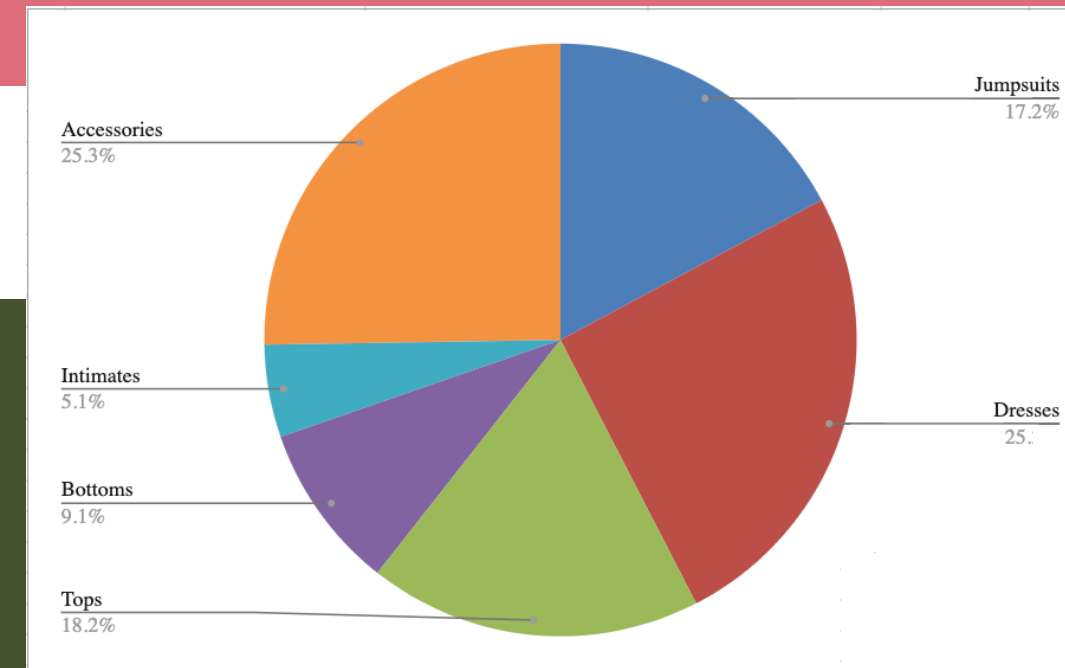
NooWorks product mix is centered on a strong core of recurring silhouettes. I was able to infer from the number of colorways a product is offered in how popular a product it is. Their jumpsuits had the most colorways, although they only carry 5 different types and the product category makes up 17% of their total mix.

Based on their brand identity, I was able to recognize their core silhouettes, solely based on the fact that they are offered in a solid color. Even though the brand is almost entirely print focused, I can tell which products are repeat favorites and best sellers because of this.

NooWorks only has 4 core fabrics- Cotton Poplin, Cotton Jersey, Stretch Cotton Twill and Rayon weave. The prints are the focal point of the fabrics, and therefore the type of fabric is only relevant for function. This also tells me they source the same base fabrics, giving them consistently season to season.

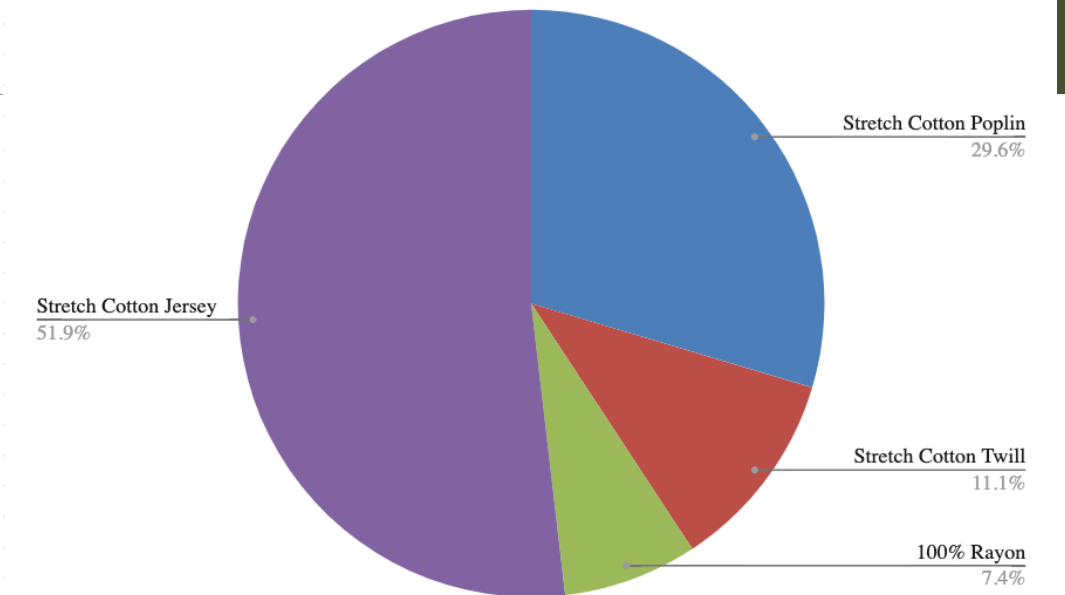
Their accessories are almost entirely made by other local artisans (with the exception of their fabric masks). This tells me they stick to creating what they are best known for, and instead of taking on design and production of their own accessories, they can provide a wider selection for their customers and support other artists in the process.

Nooworks Product Mix



Full Data Spreadsheet on Page 195

Nooworks Main Fabric Usage



PRIMARY RESEARCH

Reformation



Insights:

Reformation has a huge product mix and I had to organize this spreadsheet a little differently because of the sheer quantity, creating subgroups for each major product category and recording the average price points and colorway.

Most of Reformation's products are offered in 2-3 different colorways, with a maximum of 9 in their most popular product category Midi Dresses which make up 30% of their entire product selection across all categories.

Reformation has worked with fabric mills to create signature fabrics,

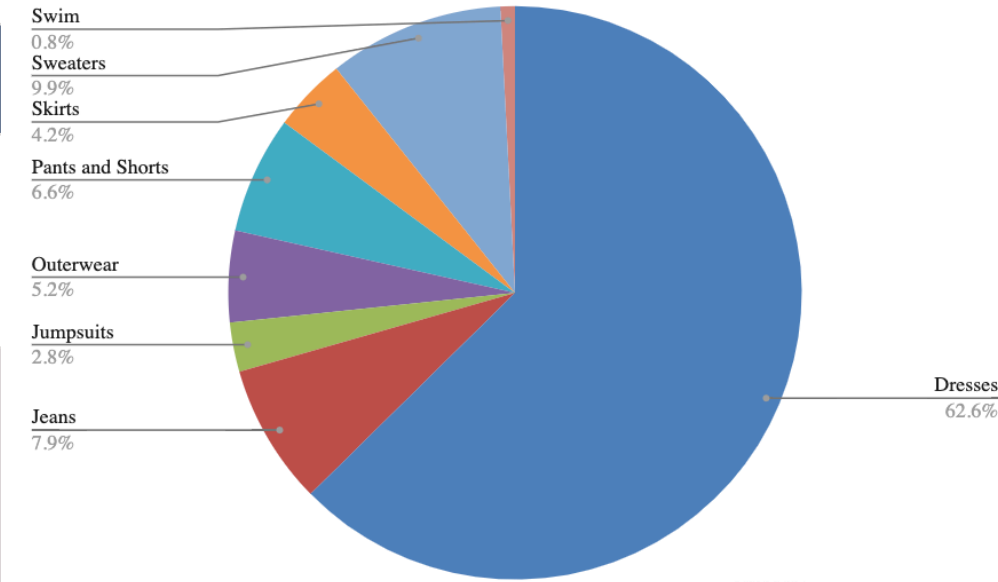
a decent percentage of their product mix is consistently these materials. Their tencel blend denim, for example, is used almost entirely across the entire denim product category.

A viscose/rayon georgette is another consistently used fabric across all categories.

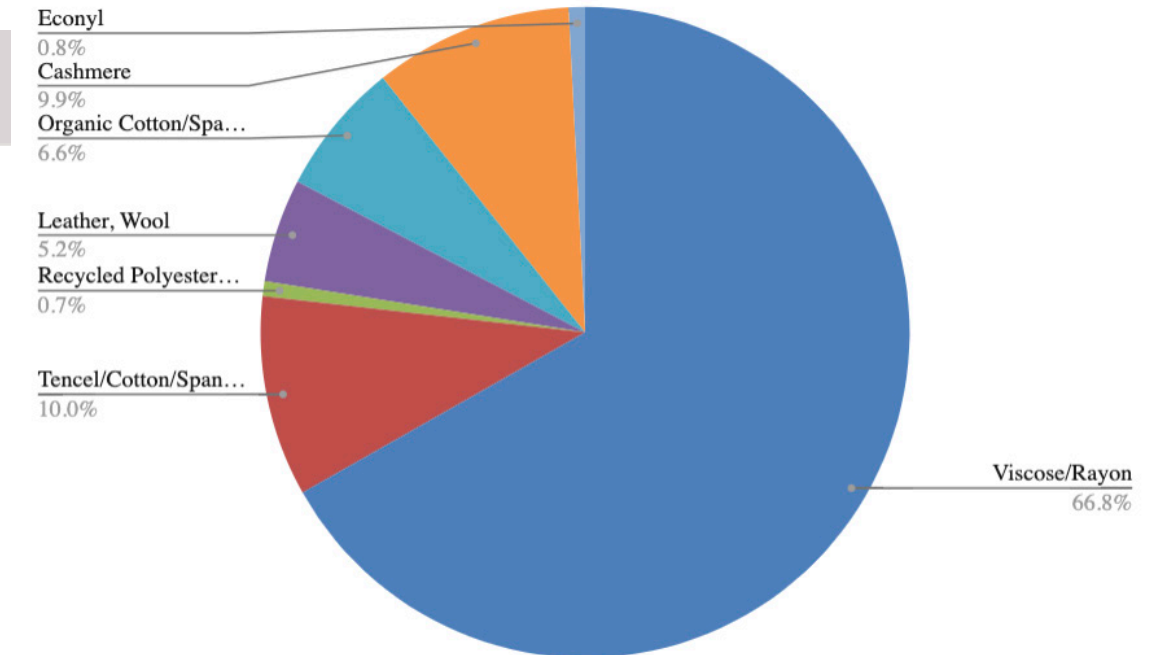
Their price points get broader the bigger the product category is, with their highest price points all in the dresses category.

This tells me that their most popular category needs to reach the widest range of potential customers with different budgets.

Reformation Product Mix



Reformation Main Fabric Usage



Full Data Spreadsheet on Page 193

PRIMARY RESEARCH

WRAY

most expensive item in the dresses category.

Wray is well known for their inclusive size range, XS-5XL. One benefit a smaller brand might have for offering a wide size range is having an easier time meeting MOQ's, along with targeting the underserved plus size market.

Wray tends to use the same fabric and print for at least four different products, though popular prints are used on multiple fabric types and fiber contents, like "Acid Floral". A decent percentage of their product mix is consistently these materials.

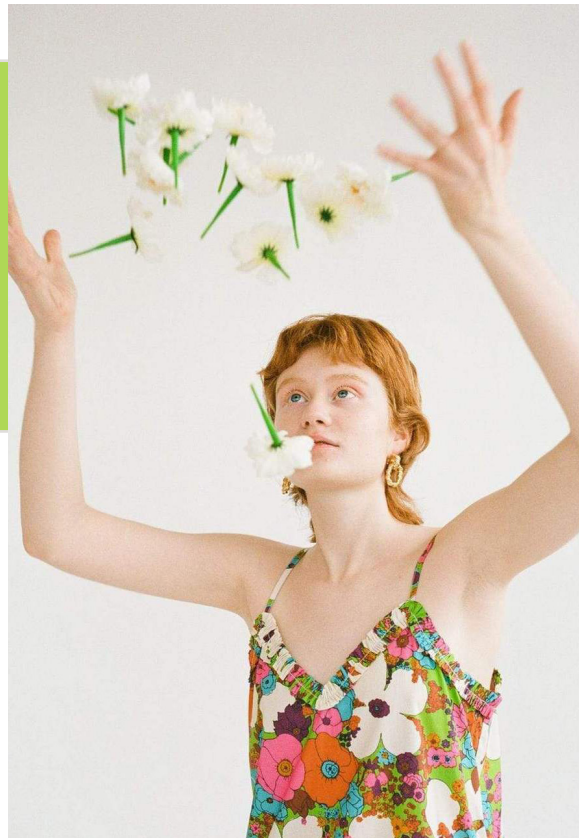
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Insights:

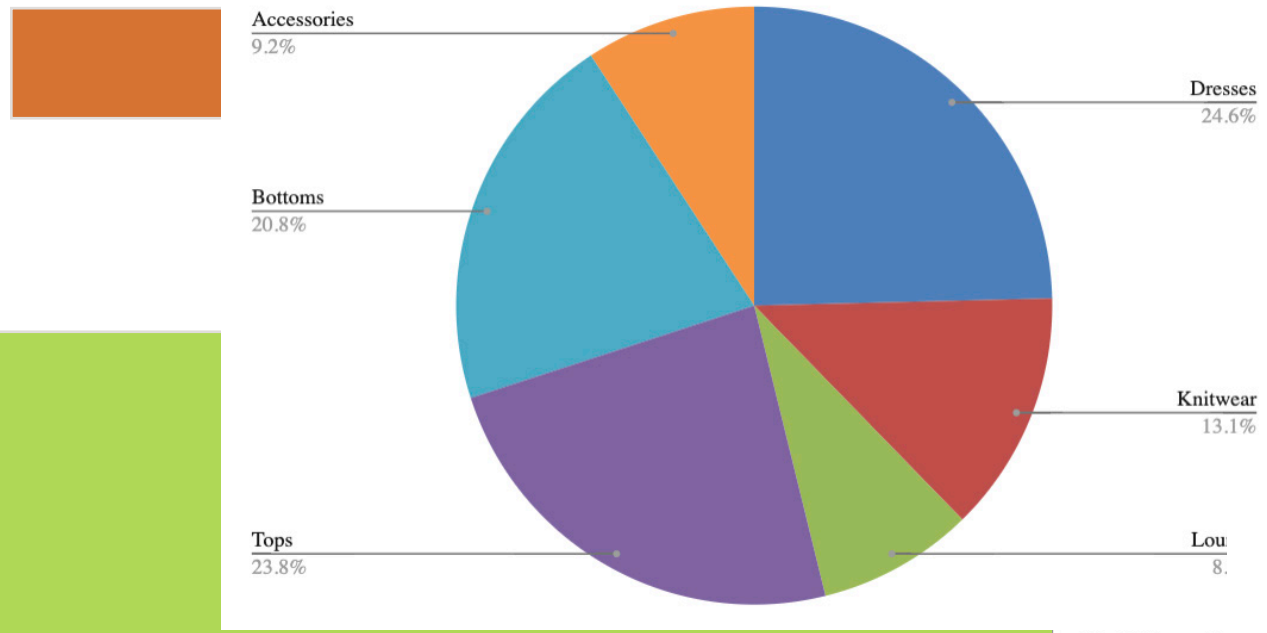
Wray has the smallest total product mix of the three brands surveyed, and follows a similar categorization method as NooWorks. Wray also does custom prints every season, although their surface design is all done in house.

The brand carries on average 3 different colorways, however for more popular styles it can be as many as 8. Only 11 of their 42 total products are offered in 4 or more colorways, leading me to believe these are their best sellers or most popular items.

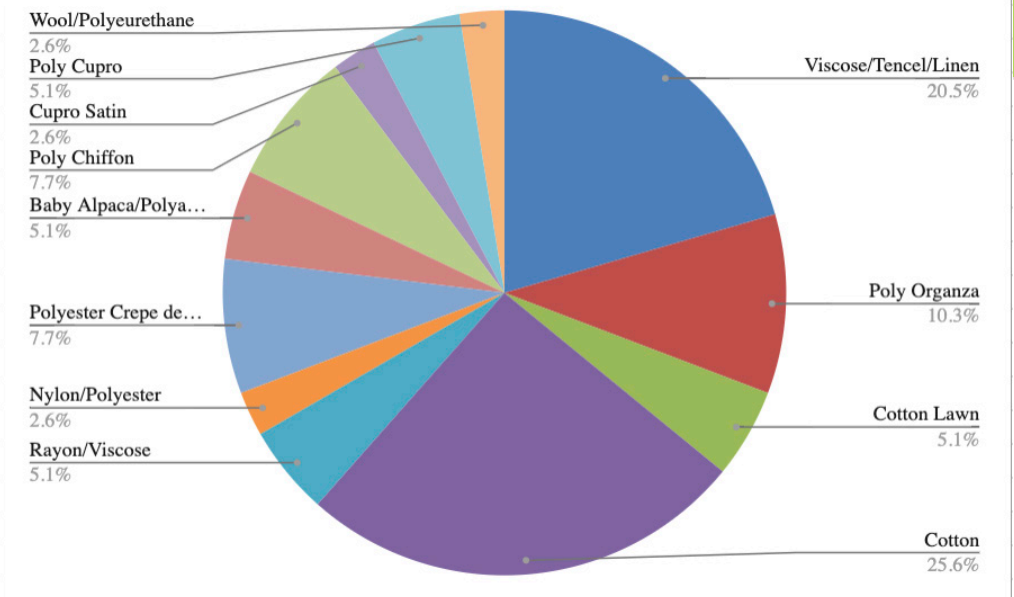
Price ranges are tighter, with only \$90 between their cheapest to the



Wray Product Mix



Wray Main Fabric Usage



Full Data Spreadsheet on Page 194

PRIMARY RESEARCH KEY TAKEAWAYS

Based on information gathered in my primary research, we know it is important to find a solid selection of core fabrics to do the majority of our custom printing on.

These fabrics should be tested for strength and colorfastness when printed, and when approved, will become our consistently sourced main fabrics for years.

Wide price ranges are better for larger companies who can handle huge quantities of products. As a small business, our price ranges should be relatively narrow and reflect a smaller inventory.

A larger size range can reach a larger segment of a target market, and be beneficial for a small brand who may be struggling to meet minimum order quantities.

Once Busy Place has been running for a few years, we will have data telling us which core silhouettes are most popular, and which should be offered in the most prints.

Print focused brands tend to offer a more basic silhouette. This could be because complicated design gets lost in a printed fabric, but it could also be because printing custom fabrics and manufacturing complex garments is just too expensive to do both.



SARAH DRESS - NIGHT GARDEN



LIBRA TOP - NIGHT GARDEN



RUTH SHORT - NIGHT GARDEN



SUNDAY DRESS - NIGHT GARDEN

Wray Seasonal Assortment



ILANA TOP - SANGRIA GINGHAM



JOSEPHINE DRESS - SANGRIA GINGHAM



MARAIS DRESS - SANGRIA GINGHAM



MINNIE SKIRT - SANGRIA GINGHAM

TARGET CUSTOMER SEGMENTATION

Primary: Mid-Millennial Trendsetters



Secondary: Urban Chic



Tertiary: Laptops and Lattes



PRIMARY CUSTOMER

Mid-Millennial Trendsetters

Demographics:

Age: 28-40, median Age 36

Gender: Female

Marital Status: Average household size is 2.12, either single and living with a roommate, or living with a partner or spouse.

Occupation: Most likely: Management, Art, Design and Entertainment,

Education: Well educated. More than 50% have a bachelor's degree or higher.

Income: Median income \$63,100

Diversity: Racial mix is more diverse than the national average, higher percentages of Hispanic, mixed and Asian Americans.



Geographics:

Locations of work and home: Live in high rent cities like New York, San Francisco, Chicago and D.C. Generally live within an hour commute of work by foot, public transit or bike.

Locations of leisure activities: Travels often to explore new destinations and experiences. Prefers to travel to other dense cities different from the ones they live in.

Location Categories: Metropolitan and urban areas in first, second and third tier cities.

Socioeconomics:

Family Life Cycle: Less likely to have children, more likely to be in a committed relationship. Either single and living with a roommate or living with a partner or spouse.

Household: More likely to rent than own a home, more than 75% rent in upscale multi-unit buildings. Only 25% own a home.

Social Status/ class: Busy social lives, always seeking out new experiences with local art and culture, last minute trips, and taking on new hobbies (ESRI Tapestry).

Behavioral:

How frequently and often they buy: More likely to spend than save. Are generally well paid and have little financial responsibility.

Psychographics:

Values: Image is important, trendsetters spend time and money to keep up with the latest styles and trends and finding the best deal. Socially and environmentally conscious and willing to spend more on products that support their causes.

Attitudes: Up to date on new technology,

Lifestyle: Attentive to keeping good health and nutrition (ESRI Tapestry).

Behaviors related to loyalty, and purchase behaviors: Spends freely on fashionable, branded clothing. Prefers to use the latest version of phones, tablets, etc. Tends to shop at whole foods or trader Joes and buy organic, and buy a higher percentage of prepared or ready to eat foods

Brand, Product and Media relations: Millennial Trendsetters like to stay connected through social media like Facebook and twitter. They embrace digital forms of media, like E-books and E-newspapers, but prefer hard copies for womens fashion or epicurean magazines.



DANA



PERSONA: MID-MILLENNIAL TRENDSET-

Name: Dana
Age: 33
Household Size: Married, no children
Occupation: Graphic Designer
Income: \$75K, household \$190K
Location: San Francisco



Dana loves to show support for her artist friends and collects pieces of art from them to decorate her living space. She has a tight knit group of friends who enjoy going out to dinner, sharing drinks at a bar, and going to live shows and events.

Dana is a graphic designer who works for a design firm in downtown San Francisco.

She is happily married and has a rescue dog who loves to run around in the park near the couple's apartment in the Duboce Triangle/Lower Haight neighborhood.

The couple rents one side of a beautiful 2 bedroom Victorian duplex, where they both occasionally work from home. Dana usually bikes to work every day, which is a 20 minute ride from her apartment.

Dana and her husband are very social and always have plans several days a week. She is notorious for planning last minute trips out of the city and even surprised her husband with a last minute trip to Berlin for his birthday last year.

The couple doesn't have any debts, but tends to spend more than they save at the end of the month.

Dana loves to express herself and her career by dressing in bright colors and loud patterns. She loves to dig through the racks of the vintage stores in the Haight and Mission for unique finds and often gets stopped and complimented on her style.

She prides herself in staying up to date on the latest indie brands, and finding the best deals. Shopping small and supporting sustainability in the fashion she picks is important to her and she tries to be conscious about who she buys from.

She shops at stores like Nooworks, Azalea, Gravel and Gold, Farm Rio, and Wasteland on Haight. She doesn't limit her purchases to specific brands, and instead chooses items based on how they make her feel.

SECONDARY CUSTOMER

Urban Chic

Demographics:

Age: Median age 43.3, between 40-64 though Urban Chic segments are more evenly spread across all age ranges.

Gender: Female

Marital Status: Average household size is 2.39, meaning this segment is more likely to have children or a bigger family than the younger segments. More than half are married, while only 30% are single.

Occupation: White collar occupations in management, technical or legal positions.

Education: Well Educated. More than 65% hold a bachelor's degree or higher.

Income: Average \$109,400. Urban Chic segments have a much higher net worth than the national average. Nearly 40% receive income from investments.

Diversity: More white than the national average, but slightly higher amounts of Asian and mixed race.

Geographics:

Locations of work and home: Suburban periphery of major coastal US cities. Most homes have two cars and work commutes are longer due to distance from major office areas, but close enough that biking is a popular option for commuting.

Locations of leisure activities: International and domestic travel destinations centered around activity and health like skiing, hiking, tennis and yoga.

Location Category: Urban and Suburban areas.

Socioeconomics:

Family Life Cycle: Less likely to have children than the national average, and if they do it is one child. More than half are busy married couples, while 30% are single.

Household: Typically live in a single family home that they own, with a median value of \$623,400. 40% live in multi-unit structures

Social Status/ class: Busy, well connected, well educated and financially stable (ESRI Tapestry).

Social Status/ class: Busy, well connected, well educated and financially stable (ESRI Tapestry).

Psychographics:

Values: The finer things in life. Eat organic foods, imported wines and upscale coffee. Prefer to drive luxury imports and shop at upscale establishments.

Attitudes: Environmentally aware, and maintains a green lifestyle.

Lifestyle: Busy social lives, enjoys movies, museums and art galleries. Embraces city life (ESRI Tapestry).

Preferences, interests, needs and wants: To remain healthy, to find quality in everyday things, and to help their children succeed (Boesel 10).

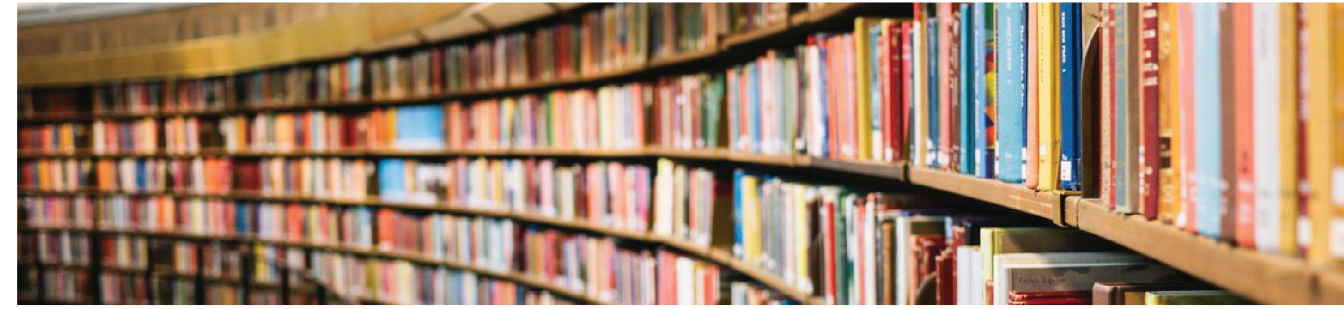
Behavioral:

How frequently and often they buy: Financially shrewd, maintains a healthy portfolio of stocks, bonds and real estate, but spends more across all categories compared to the national average, especially with education, pensions and apparel and services.

Behaviors related to loyalty, and purchase behaviors. Shops at places like trader joes, whole foods and Costco.

Brand, Product and Media relations: What do they use, watch, read and buy: Avid book readers both digital and audio formats (ESRI Tapestry).





GENEVIEVE



PERSONA: URBAN CHIC

Persona: Urban Chic
Name: Genevieve
Age: 42
Household Size: Married, two teenage kids
Occupation: Law Librarian
Income: \$100K, Household \$200K
Location: Chicago/ Highland Park



Genevieve is a law librarian who works for the city of Chicago. She has been happily married for 20 years, lives in a house she purchased with her husband, and has two teenage kids who are going to be headed to college in the next year or two.

She knows money will be a little tight when her kids go off to school, but smart investing and saving have set up a comfortable cushion for her and her family.

Genevieve loves to travel, she and her family take a trip every year to relax and learn about the world. She prefers a combination of activities as well as leisure time at a luxurious resort to get the most out of her vacation.

She and her husband work very hard to save up for their trips, and they prefer to have the nicest possible version of whatever they can.

In her downtime, Genevieve loves to visit museums and galleries, dine out with friends, and has taken up the hobby of painting. Her busy lifestyle means she shops for groceries at places like Trader Joes and Costco, she prefers organic foods, but also likes to stock up on certain products for her family.

She has to dress somewhat conservatively at work, but when she isn't working she loves to show off her personality by wearing colorful clothes, and successfully blends her personal style with the more drab styles expected of her at work.

She lives in a fashionable city, and she enjoys having a unique look. She tends to shop at larger stores when she shops for her family or for work clothes, and enjoys perusing smaller boutiques, or from smaller designer stores online.

She is a busy woman, so she generally enjoys the convenience of shopping online in her free time. Shops at Net a Porter, Modern Citizen, Pink City Prints, Trina Turk, Farfetch, and upscale vintage shops.

TERTIARY CUSTOMER

Younger Gen X: Laptops and Lattes

Demographics:

Age: Median Age 37.4, range 25-44

Gender: Female

Marital Status: Most likely single. Average household size is 1.87, though this segment has the highest proportion of same sex couples

Occupation: Management, Business/Financial, and Sales

Education: 75% have a bachelor's degree or higher.

Income: Median income \$112,200 with a net worth only slightly higher at \$112,800.

Diversity: Less diverse than the national average, 76% white and only slightly higher percentages of asians and mixed race people.

Geographics:

Locations of work and home: Lives in cities of large metropolitan areas and densely populated neighborhoods. Most live a short distance to work and either walk, take public transit or bike.

Many work remotely from home and have no commute. 63% rent and live in an apartment while 37% own a home.

Locations of leisure activities: Outdoor activities in nature like hiking, backpacking, camping. Treatments at Day spas, dining out, drinking fancy coffees at trendy cafes.

Location Category: Urban, densely populated areas of major cities.

Socioeconomics:

Family Life Cycle: Lowest average household average at 1.87, most likely single, living with a roommate or romantic partner.

Household: Spends a high amount on housing on average \$1,965 on rent. 63% rent an apartment vs 37% own a home. Average home value is \$500,000.

Social Status/ class: This segment consists of well educated professionals in business, finance, legal and computer technologies, who are cosmopolitan, tech savvy and well connected.

Psychographics:

Values: Personal health and the environment. Is image conscious about physical fitness and contributes to organizations and groups that share their beliefs.

Attitudes:

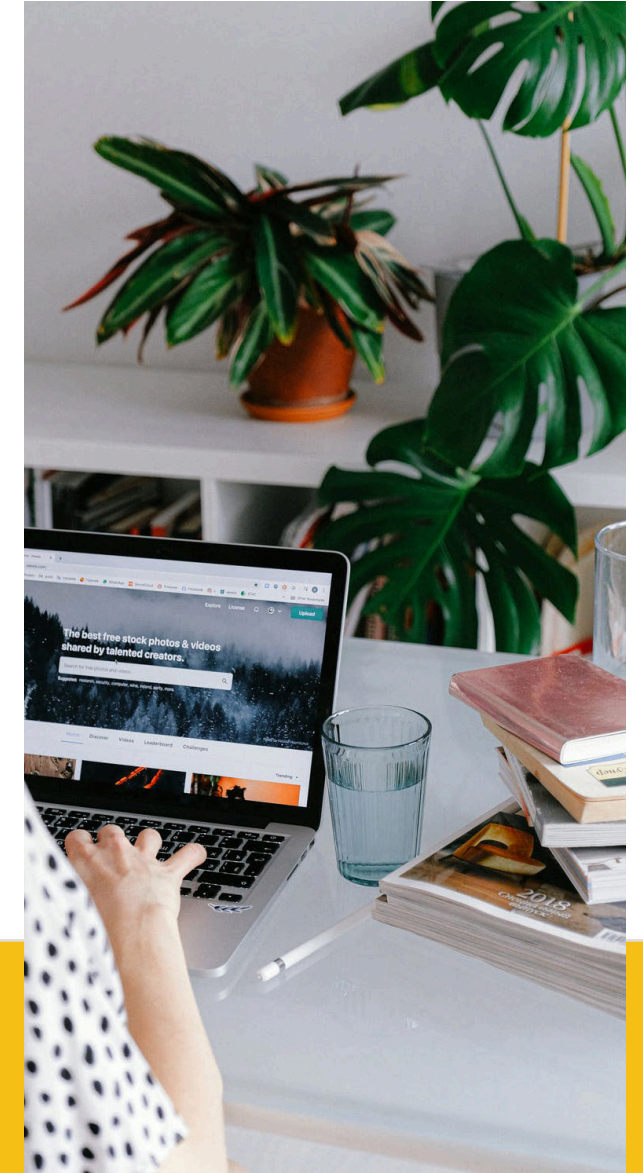
Lifestyle: Spends money on nice clothes, dining out, getting spa treatments, and traveling. Very involved in leisure activities like painting, reading, hiking, going to art galleries, the theater, and bars/clubs (ESRI Tapestry).

Behavioral:

How frequently and often they buy: **Behaviors related to loyalty, and purchase behaviors:** Prefers the environmentally conscious, or green choice. Likes high end products. Spends more than the national average on education, housing and clothing.

Brand, Product and Media relations: Favors high end markets, tends to eat organic food,

What do they use, watch, read and buy: Stays connected to news and current events through online sources.



PERSONA: LAPTOPS AND LATTES



Name: Angela
Age: 29
Household Size: Single, lives with one roommate
Occupation: Interaction Designer (UX)
Income: \$125,000
Location: San Francisco CA

Angela is a young tech worker who lives in the Mission neighborhood in San Francisco.

She works very hard at her job and is paid a decent salary.

She lives in an expensive part of town and shares her 2 bedroom apartment with her roommate and best friend, Liz.

Angela recently paid off all of her student loans and has been saving up her money for several upcoming wedding trips over the next year. What she isn't saving she is beginning to invest back into the market.

Angela frequently rents a zipcar for the weekend to drive out of the city to go camping, hiking and kayaking with friends. During the week she goes to yoga classes, gets after work drinks with her coworkers and dines out at the many restaurants in her neighborhood.

She has a wide group of friends and loves to organize casual group activities, like picnics in the park. She is single but looking, and is on a few dating apps to meet other single women in the city.

Angela works for a large tech company with a loose dress code, so she prefers to dress casually while still expressing herself through her wardrobe.

She tends to shop at Everlane, Wildfang, Reformation, and the small boutiques in her neighborhood. She prefers to buy clothes from brands that cater towards sustainability or ethical business practices, as she cares deeply for the environment and worries about global warming.

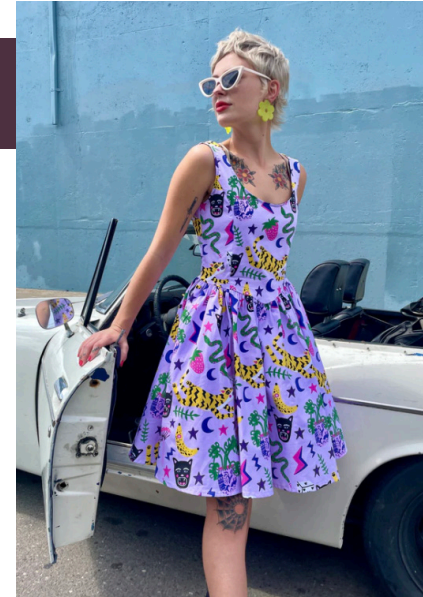
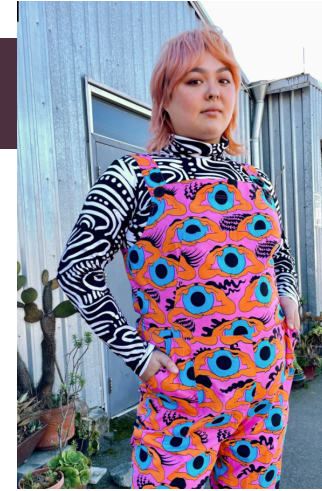
ANGELA



DIRECT COMPETITORS

nooworks

Website: <https://www.nooworks.com/>
 Headquarter Location: Oakland CA



Brand Information:

History: Started by Jen D'Angelo in 2004, Nooworks began as a screen printed handmade T-shirt business run out of her Oakland apartment while she was in school for industrial design.

Jen's designs gained attention from retailers and she began producing for wholesale, and the business grew, along with her development with rotary textile printing. Gradually the brand evolved to include a full clothing line, and collaborations with local artists to create one of a kind textile prints that regularly sell out (Dumais).

Today, NooWorks has 2 brick and mortar stores (SF and LA), a booming E-Commerce site, and sells wholesale to other stores around the country.

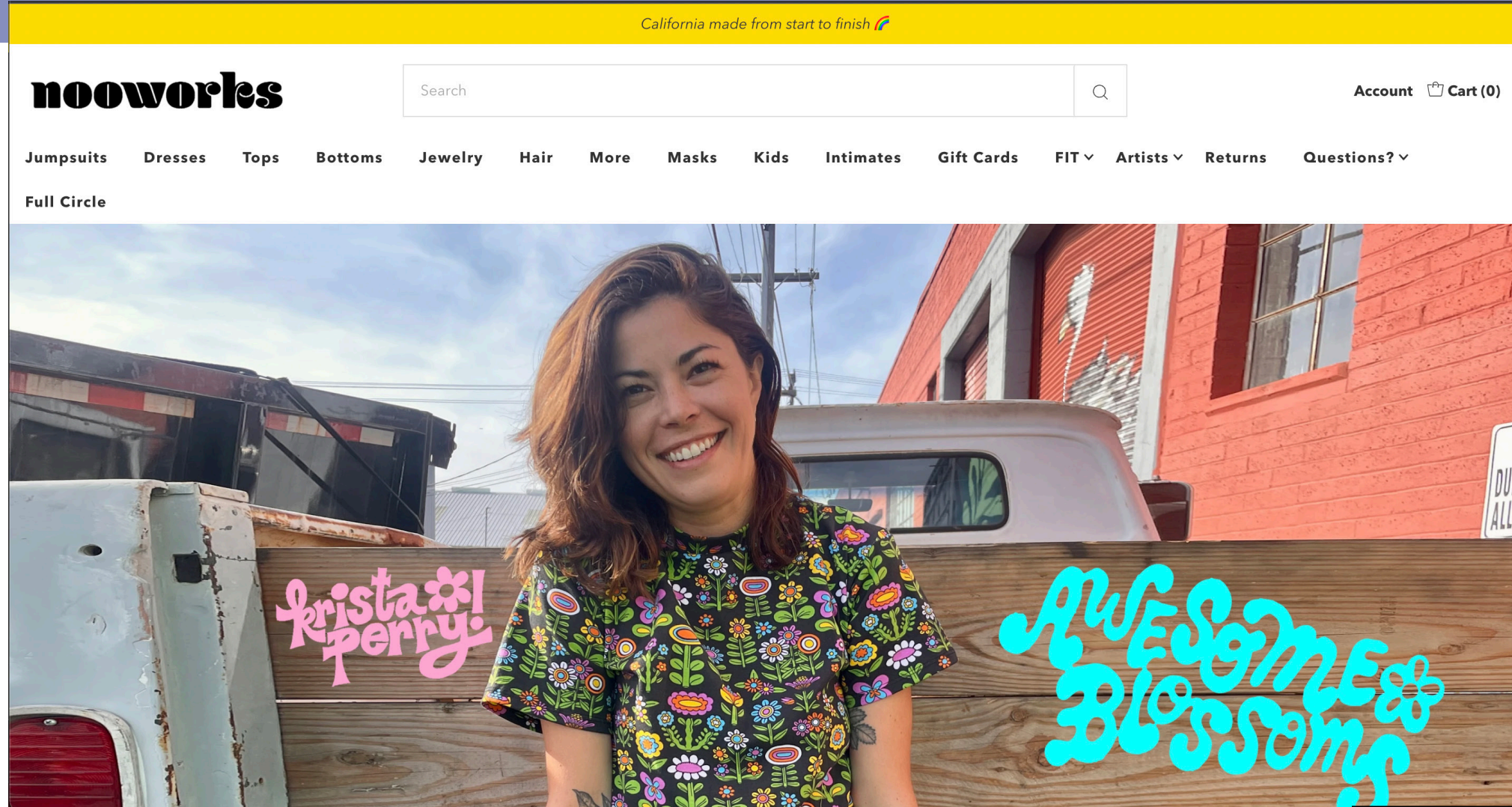
Brand Development: Jen still personally cuts all of her patterns herself, and takes the time to listen to customer feedback about fit, wants and desires. Organic cotton fabrics are milled in Southern California and printed in Oakland. (Dumais)

Distribution methods and Channels: Brick and mortar, E-commerce and Wholesale.

Brand Marketing Channels: Facebook, Twitter, Pinterest, Instagram.



DIRECT COMPETITORS



NOOWORKS WEBSITE

Business Strategy:

Values, Benefits and differentiations this brand offers:

Nooworks is best known for their comfortable, soft and sustainable clothes made with organic fabrics and embellished with one of a kind screen printed designs made by collaborating with local artists.

The clothes are made in California along with every other aspect of product development. Nooworks is the definition of a local small business success story.

Target Customers: Creative types, young taste makers, fashion expressionists 20-45 years old.



NOOWORKS STOREFRONT
VALENCIA ST. SAN FRANCISCO

DIRECT COMPETITORS

nooworks

Product Research:

Product Price Ranges:

Apparel: \$38-192
 Accessories: \$12-165
 Kids: \$28-48

Product Features and Benefits: Soft and sustainable organic cotton or rayon fiber fabrics. NooWorks does not use synthetic fibers aside from small amounts of spandex.

A selection of mostly basic silhouettes that are refreshed seasonally with new prints and a few solid colors.



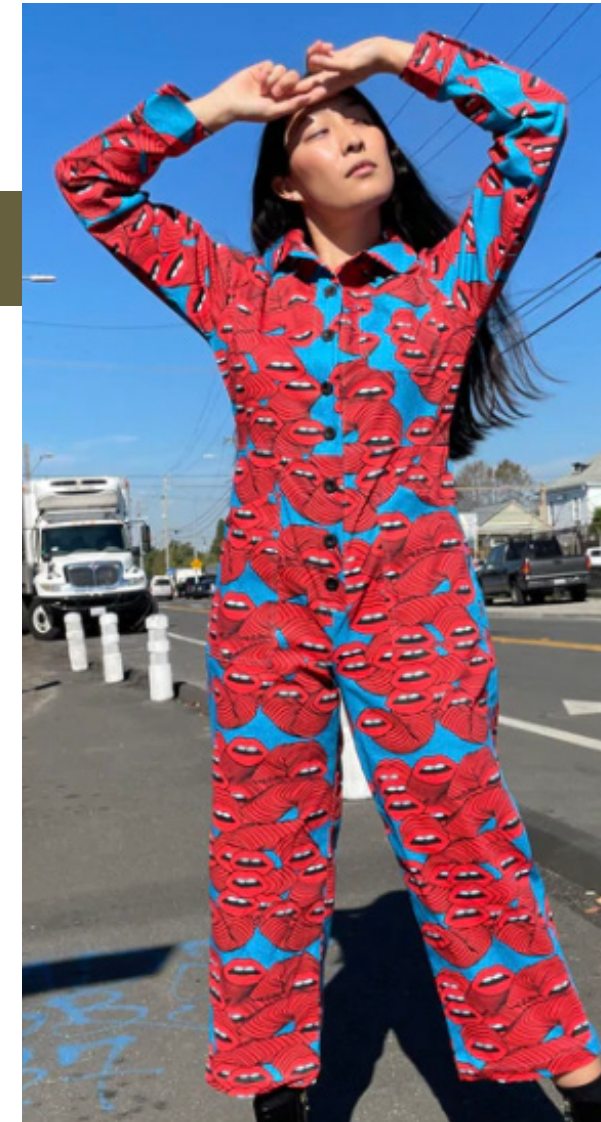
Strengths and Weaknesses:

Strengths:

NooWorks has a very strong business model. The brand listens to their customers and makes extended sizes available, makes fit adjustments and brings back discontinued prints.

The brand may be small, but as a local brand who also manufactures and sources locally, their operation makes a difference for the cities of San Francisco and Los Angeles.

Their print collaborations help boost visibility for other artists and creates loyal customers who know exactly what to expect from the brand in terms of quality, and surprises when new prints drop. Their use of mostly core/ basic silhouettes allow the prints to take the focus.



Weaknesses:

Weaknesses could be interpreted as product availability, as they tend to sell through quickly and often of new prints, however, this may be a beneficial business decision for the brand, as they very rarely have enough stock left over to have sales or markdowns to move stock.

The limited quantities also drive customers who were on the fence to buy now, because it may be gone forever when they come back.

Key Takeaways:

NooWorks is a brand that has the most similar business to mine. They are a Bay Area based brand that uses collaborations with artists to generate their famous prints.

They are also a relatively small brand still, and manufacture all of their products in California at a similar price point to what I plan on offering.

NooWorks product mix is also a good model to base my brand off of as well, the majority of their silhouettes are core styles that are refreshed every collection with a new print.

DIRECT COMPETITORS



Website: www.farmrio.com
 Headquarter Location: Rio De Janeiro



Brand Mission/ Vision/ Values:

Farm Rio plants one tree in the Amazon rainforest with every purchase. The brand believes it is their duty to protect the nature and biome of the rainforest that inspires the lifeblood of the brand.

Farm Rio takes sustainability seriously, and has a comprehensive list of initiatives the brand has undertaken over its 24 years of existence. Circularity is a big part of their sustainability program, with excess raw materials donated, reusing 100% of their textile waste. The brand also tackles waste on a pattern level, utilizing shapes that create less scrap waste on the cutting room floor. (Farm Rio)

Brand Information:

History:

Farm Rio is an established Brazilian brand that has just recently become available in the US by e-commerce in 2018.

Established in 1997 by founders Katia Barros and Marcello Bastos, Farm Rio quickly became well known and beloved in Brazil for their clothing line that embodies the feminine spirit and vibrant colors of Rio.

Known for their tropical, playful motifs and fun vibe, the brand began looking to expand to international markets in 2016, enticing Anthropologie to carry two of their colorful dresses.



Today, Anthropologie carries over 100 exclusive Farm Rio pieces per season, and you can find Farm products at Saks 5th Avenue, among other high street retailers. (Sciaudone) In Brazil, there are over 70 Farm Rio stores, while in the US just two stores in New York and Miami opened in 2019.

DIRECT COMPETITORS



FARM RIO RETAIL DISPLAY



Brand Development:

Farm Rio's team of 50 designers create about 90 new prints per season, frequently mixing and matching with older prints and leftover yardage from seasons past.

Distribution methods and Channels: Farm Rio is an established brand in Brazil with over 70 brick and mortar stores. In the U.S., their main distribution channels are e-commerce, wholesaling to other stores, and their two U.S. based brick and mortar stores.

Brand Marketing Channels:

Farm Rio relies heavily on social media marketing through Instagram, Pinterest, Spotify, and Facebook.

Business Strategy:

Values, Benefits and Differentiations This brand offers:

The biggest point of difference for Farm Rio is their unique prints and color schemes that encapsulate everything the brand stands for. Fresh tropical motifs lend a feeling of escapism to their vintage inspired garments that frequently make use of swirling, voluminous silhouettes.

Target Customers:

Creative trendsetters, Vacation mode Mid-Millennials.

Product Research:

Product Price Ranges:
Apparel: \$28-525

In store and Online activities:

Current collaborations with Levis, Adidas (6 year ongoing collaboration) and the Yawanawa people (indigenous amazon river community)

DIRECT COMPETITORS



Strengths and Weaknesses:

Strengths:

Extremely strong print direction. So much so that other major brands like Levis and Adidas collaborate with Farm Rio for their prints. Brand image is very strong and iconic

Weaknesses:

The brand is not well established in the US. They only recently started marketing in the US and had the COVID pandemic putting a damper on any further store expansions.

They have 2 brick and mortar stores, one in New York and one in Miami, but it seems like kind of a miss to not have any west coast stores at the moment.



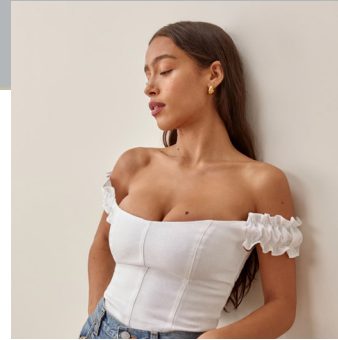
Key Takeaways:

Farm Rio is a fantastic brand to aspire to in the future of my business. Nearly every single product Farm puts out is printed, created by their in house team of textile designers.

Their brand vision is strong and is becoming instantly recognizable to fashionable people in the know. While some aspects of their product mix could lean into a fast fashion schedule, they take a lot of care in offsetting any possible harm their production may cause.

Farm Rio targets the same target customer group as my brand, offers print driven garments and accessories at a similar price point, and is one of the best options out there for sustainable fashion.

DIRECT COMPETITORS



Reformation

Brand Information:

History:

In 2009, The Reformation was created by Yael Afalmo who was selling re-tailored vintage clothing out of the back of a store on La Brea in Los Angeles, and quickly expanded into producing original designs.

In 2013 the brand expanded by opening their online retail store, and the brand exploded with popularity. Never losing sight of their brand values, as the brand's resources grew, the company was able to keep adding more and more sustainable practices to their business operations and product development processes.

In 2019 the brand went international, opening stores in Toronto and London, in addition to the 20 stores in the U.S. (Reformation)

Website: www.thereformation.com

Headquarter Location: Los Angeles

Brand Mission/ Vision/ Values:

Reformation's mission is to bring sustainable fashion to everyone, by providing fair labor factories in Los Angeles to produce their garments in, and by creating fashionable clothes from low impact materials, dead stock textiles, and repurposed vintage clothing.

Reformation is a 100% carbon neutral company and plans to be carbon positive by 2025. (Reformation)



DIRECT COMPETITORS



REFORMATION SHOP FLOOR
VALENCIA ST. SAN FRANCISCO

Brand Development:

Reformation operates on a fast fashion style calendar, with new styles arriving in store and online every week. By keeping production quantities low, the brand is able to keep close watch on what is in demand and what is not, avoiding excess quantities.

By working with low impact materials and doing a percentage of their total manufacturing in their downtown LA factory, Reformation ensures their production is as environmentally friendly as possible. (Reformation)

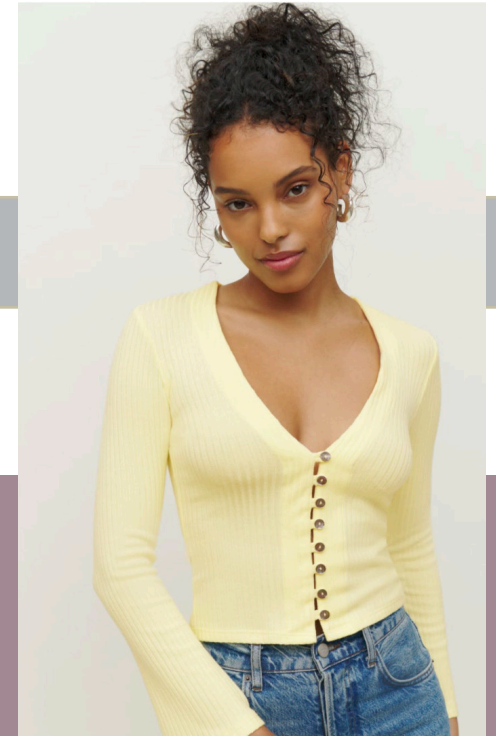
Distribution methods and Channels:

Brick and mortar, e-commerce, and wholesale.

Brand Marketing Channels:

Instagram, Facebook, Pinterest.

Reformation



Business Strategy:

Values, Benefits and differentiations this brand offers: Reformation was one of the first brands to offer sustainable clothing in fashion forward silhouettes. The usual business model of plain, seasonally flexible garments for a sustainable brand was turned on its side by their innovative business plan that showed sustainability can be fashionable too.

Target Customers: “Cool Girl” Millennials, Trendsetters and Influencers,



Product Research:

Product Price Range:

Apparel: \$12-598

Product Features and Benefits:

Fashion forward and sexy garments made with sustainable methods by a carbon neutral company.

DIRECT COMPETITORS

Reformation



Strengths and Weaknesses:

Strengths:

Reformation's strengths lie in their fashion driven silhouettes. Their stylish garments are generally what draw customers to the brand, and only after learning more about the brand do people realize they classify themselves as sustainable.

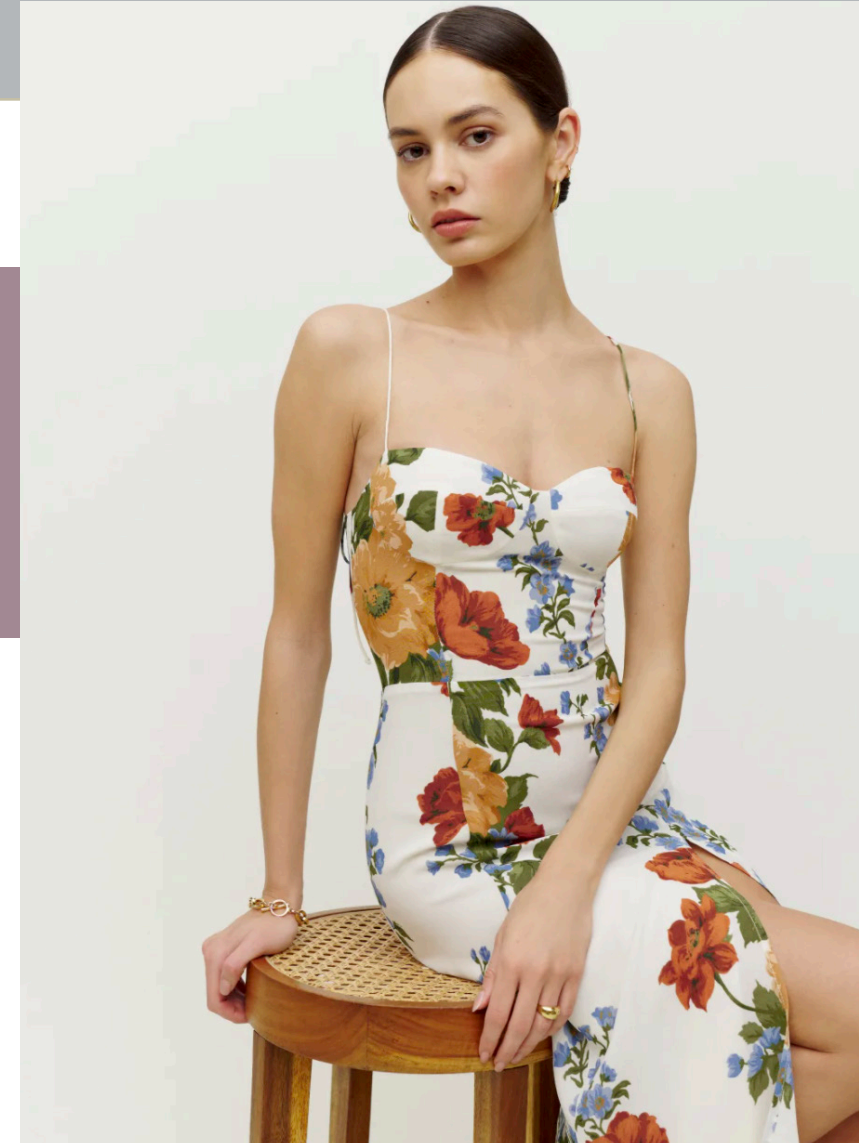
Reformation became a go-to store for wedding guest and bridesmaid outfits, something their millennial target market is known for needing at a higher rate than others.

Weaknesses:

Like many sustainable brands, the question of whether their practices are actually sustainable comes to play.

Though Reformation takes great efforts to detail their practices, goals and accomplishments, they do remain somewhat closed off on certain key factors, namely where the wood pulp comes from for their viscose fabrics, and how and where their fabrics are dyed.

Viscose can be quite harmful to the environment if harvested from non-renewable forests, and certain chemicals in fabric dyes can contribute to groundwater pollution. (McMillan)

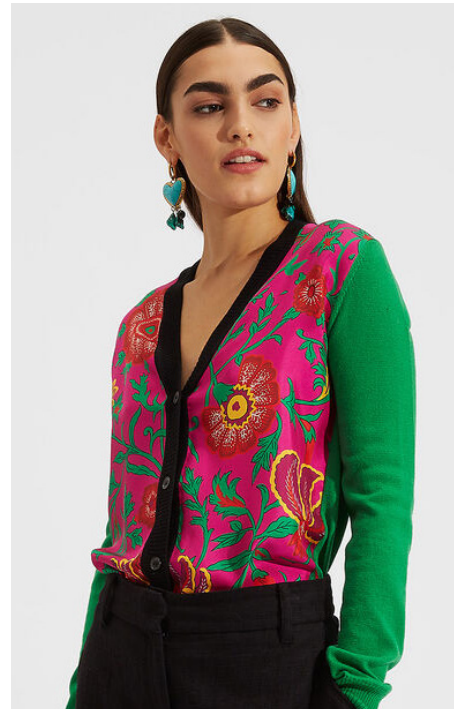
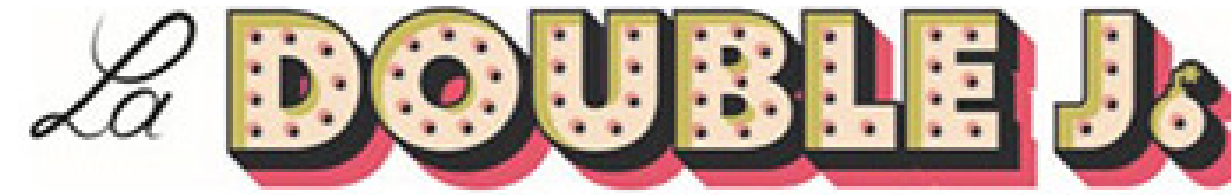


Key Takeaways:

Reformation is another aspirational role model for my brand. They have successfully cornered the market of trendy yet sustainable garments and manage to release new products at a fast fashion pace. The brand aesthetic feels effortlessly LA, and has had a consistently trend forward look over the years.

Reformation's target customer is very similar to mine, and I plan to offer a similar variety of products at a comparable price range.

INDIRECT COMPETITORS



Brand Information:

History:

In 2015, The brand began with a single dress, made in 8 different prints pulled from the secret archives of Italy's top textile manufacturers by editor-turned-entrepreneur J.J. Martin.

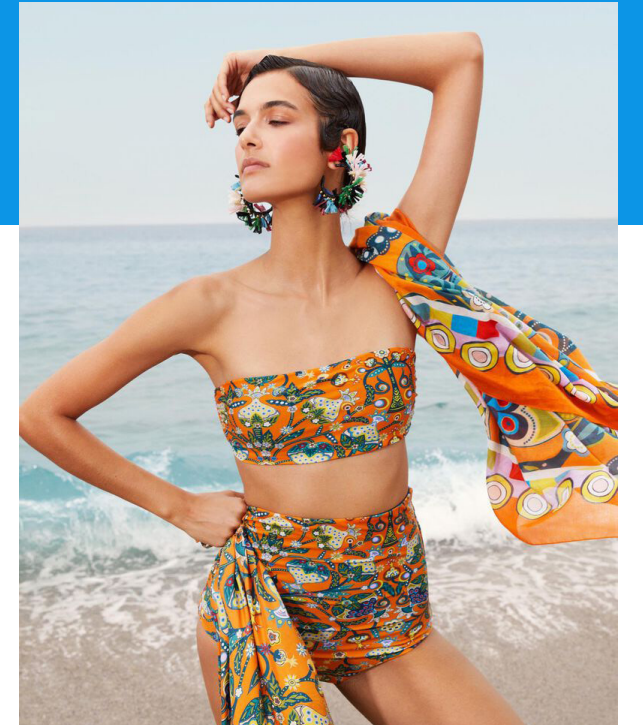
The company originally launched as a shoppable magazine, selling vintage clothes and jewelry, and quickly expanded into a lifestyle brand offering new collections entirely made in Italy. Today the brand is well known for its bright and cheerful vintage Italian prints, luxurious fabrics and quality Italian made construction.

While fashion accounts for 80% of the brand's business, the brand also offers home goods like dinnerware, tablecloths and bed linens, as well as a small line of beauty products.

Distribution methods and Channels: Direct to consumer via e-commerce and wholesales to 200 stores globally. First brick and mortar store set to open in 2021 (Tura).

Brand Marketing Channels: Instagram, Facebook, Pinterest, Twitter.

Website: <https://www.ladoublej.com/en/>
Headquarter Location: Milan, Italy



INDIRECT COMPETITORS

Business Strategy:

Values, Benefits and differentiations:

La Double J is a print powerhouse. The brand has access to hundreds of vintage Italian prints every season, and uniquely offers their signature silhouettes in multiple fabrics with several print choices at different price points.

While their prices are designer level high, it is an interesting way to provide further options on a textile level. La Double J has also implanted itself as an Italian lifestyle brand, offering home goods, and an extensive blog of self care, spirituality and mysticism tips and topics.

Target Customers:

Wealthy creative types dubbed “Legendary Ladies” and “Great Gorgeous Girls” by the brand. Older Millennials, Gen X and older.

Product Research:

Product Price Ranges:

RTW Apparel: \$90-3,075

Accessories: \$30-10,615

Homeware: \$35-4,900

Product Features and Benefits:

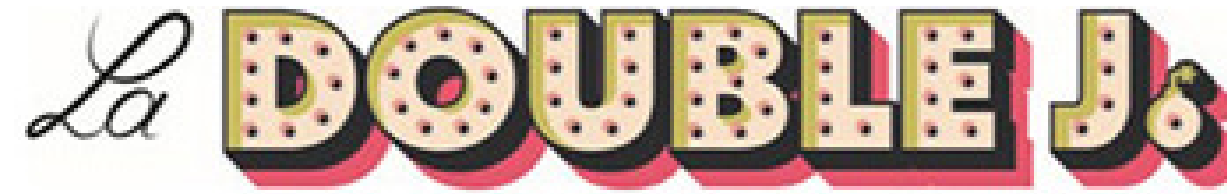
The biggest feature is their vibrant and playful prints. Secondly, the way the brand offers one silhouette in multiple fabric options and allows for price differentiation.



Major Marketing Activities:

In store and online activities:

Homewares collaboration with Laudree (French Patisserie), new bedding collection, new activewear collection.



LA DOUBLE J STORE DISPLAY
MILAN, ITALY

INDIRECT COMPETITORS

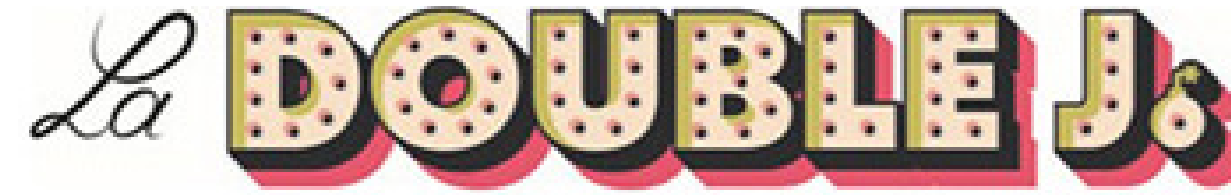
Strengths and Weaknesses:

Strengths:

Print curation. J.J. has a talent and eye for digging up inspiration and vintage prints from archives all over Italy.

Weaknesses:

The designer price point makes these products a bit inaccessible to non-wealthy people, however could be interpreted as aspirational



Key Takeaways:

La Double J is quite upscale, and therefore their price point is much higher than what I plan on pricing with my brand.

However, their gorgeous vintage prints, and the product categories they have expanded into beyond clothing are things to keep watch on.

La Double J also uses different types of fabrics for their most popular silhouettes, giving the customer several options- for instance a dress may be available in silk twill, cotton voile, or a heavyweight jacquard, all at different price points.



This is a great way to broaden a target market, and reach customers who are hesitant to buy higher priced items.

INDIRECT COMPETITORS



Brand Mission/ Vision/ Values:

An ethical approach to fashion:

Everlane takes months to search for and research potential factories around the world. They visit the factories, and conduct an audit of their practices to evaluate factors like fair wages, reasonable hours, and good working environment, and only do business with factories that meet their standards.

Quality Designed to Last:

By avoiding fast fading trends, Everlane ensures their products will be worn for years to come. By using high quality materials and sewing techniques, the brand ensures their products will last.

Website: www.everlane.com
Headquarter Location: San Francisco

Radical Transparency:

Everlane reveals the true cost behind each product they sell, without a traditional retail markup, so their customers can see exactly what goes into the listed price.

Brand Information:

History:

Everlane was launched in 2010 by Michael Preysman and Jesse Farmer as a direct to consumer menswear brand committed to “Radical Transparency” by educating their customers about supply chain ethics, the costing process and eschewing a traditional retail markup.



Brand Development:

Everlane develops its products as “things” instead of collections. Rather than designing to evoke a certain feeling, Everlane’s development is targeted towards specific “use cases”, and attempts to satisfy several specific uses (Widdicombe). By focusing their product selection to modern basics, they seek to create a sort of penultimate version of whatever item is next to be released.



INDIRECT COMPETITORS

Distribution methods and Channels:

Direct to Consumer, e-commerce and brick and mortar.

Brand Marketing Channels:

Mainly through social media (Facebook, Instagram, Pinterest) and email marketing.



Business Strategy:

Values, Benefits and differentiations:

Everlane was the first brand to make their production process and costing calculations transparent.

As a drive for accessible and affordable sustainable clothing grew, Everlane was able to corner the market by providing low by comparison prices and eliminating traditional retail markups.

The brand is ubiquitous for high quality, fair trade fashions that strike a value driver in a large target consumer group.

Target Customers:

Minimalist Millennials, Conscientious consumers, Clean Cut Gen X, Casual Professionals.

Product Research:

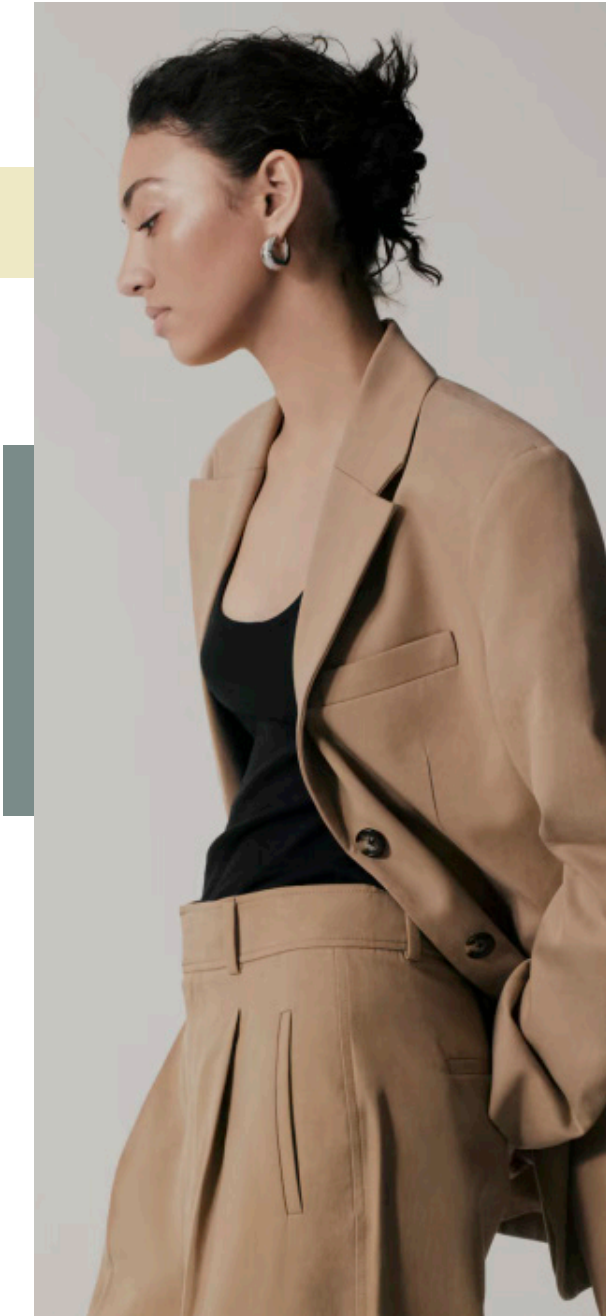
Product Price Ranges:

Apparel: 18-298

Accessories: \$18-60

Product Features and Benefits:

Everlane's products are designed to be worn for years, across changing seasonal trends, this means toned down trends, mainly plain and basic silhouettes in neutral colors, and considering material quality and construction techniques for product longevity.



Strengths and Weaknesses:

Strength: Everlane offers a wide variety of product categories, and has an accessible price point for customers who may be just starting to spend money on sustainable fashion.

They are a great resource for quality basics, and their transparency about where and how their products are made can put a conscientious customer's mind at ease.

INDIRECT COMPETITORS

Weakness:

Everlane has gotten some flack in the past for presenting themselves as more sustainable than they really are.

Manufacturing is still done overseas in areas with lower wage requirements and more lenient labor laws, although the brand says they check to make sure the factory owners are adhering to their standards.

Everlane does the bulk of its sales online, meaning their carbon footprint is significant when you consider how many miles a garment must travel before it arrives in a customer's home. ("Everlane - Sustainability Rating")

Everlane's style is purposefully very plain, and fits tend to be loose and clearly designed to fit a wide variety of shapes and sizes. Because of their mass appeal, the clothes can be quite boring and relatively shapeless.

The company also came under scrutiny by laying off nearly their entire customer support department after the department attempted to unionize in March 2020.

As Everlane's core values are radical transparency and ethical treatment, their response to unionizing employees puts questions to their actual ethics (Schiffler).



Key Takeaways:

A lot of what Everlane does is going in the right direction for ethical clothing. Their brand model has proven that consumers are curious about where and how their clothes are made and priced, if that information is made available.

Everlane's bread and butter is basics, and they are very popular among millennials because of it.

Though Busy Place is print driven, customers who buy a lot of prints also tend to buy a lot of basics to balance things out.

Everlane is also very popular with women in my same target consumer age range and geographic location.

There is also a lot to learn from the areas Everlane has fumbled with, namely the times they have glossed over their actual sustainability, or acted unethically towards their employees in the US.

A brand like Busy Place must be transparent about our areas of improvement or shortfalls to avoid any accusations of hiding any aspects that are less sustainable or green washing.



INDIRECT COMPETITORS

ANTHOPOLOGIE

ANTHOPOLOGIE



Brand Information:

Website: www.anthropologie.com

Headquarter Location: Philadelphia, PA

History:

Anthropologie was founded by URBN chairman Dick Hayne at the request of a friend of his, who had aged out of the Urban Outfitters aesthetic.

She wanted to continue to express her creativity through dress, but in a more mature yet bohemian way. The first store opened in 1992, and today over 200 Anthropologie stores exist worldwide.



Brand Development:

Anthropologie carries hundreds of different brands from around the world, develops their own product, and other brands also design exclusive capsules for Anthropologie, like Farm Rio.

Distribution methods and Channels:

Brick and Mortar, E-Commerce, Clothing Rental (Nuuly) via URBN Parent Company

Brand Marketing Channels:

Pinterest, Instagram, Facebook, Twitter

INDIRECT COMPETITORS

Business Strategy:

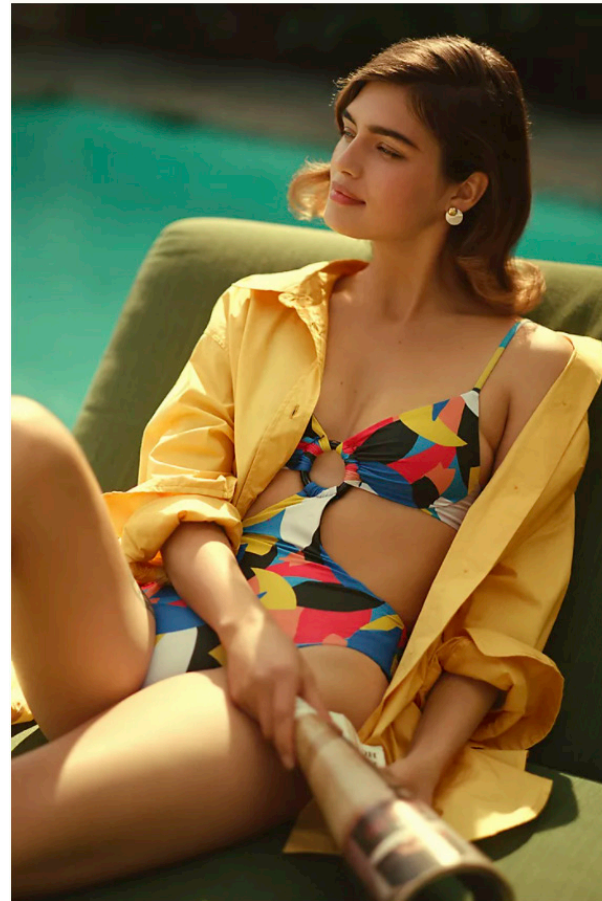
Values, Benefits and differentiations:

The brand was started as an option for Urban Outfitters customers who aged out of UO's selection.

The products are more mature, but still trendy and bohemian, very stylish, and covers lifestyle products like home goods and improvements, furniture, beauty and wellness.

Target Customers:

Bohemian and Trendy Millennials and Gen X



ANTHROPOLOGIE



Product Research:

Product Price Ranges:

Apparel: \$12-744

Accessories: \$9-3,050

Home Goods and Furniture: \$4-15,000



INDIRECT COMPETITORS

ANTHROPOLOGIE

Strengths and Weaknesses:

Strengths:

Anthropologie is a very strong brand with iconic storefronts and curated selections of clothing and home goods.

The brand is successful in its original goals, to create a brand for the aging Urban Outfitters customer. Their selection is generally more upscale and higher quality, silhouettes are slightly more mature and conservative, and the brand successfully targets millennial women and older.

Anthropologie was also an early

adopter of incorporating home goods into their product mix, especially “fashion” hardware like cabinet pulls and drawer knobs.

Weaknesses:

Anthropologie has come under scrutiny for racial profiling at their stores stemming from company wide training to use the code name “Nicky” for black customers who were ultimately followed closely through the store (Lampen).

Especially in the past year’s events, it is pretty tone deaf to preach for equality on social media, while maintaining backwards “security” procedures based on skin tone.



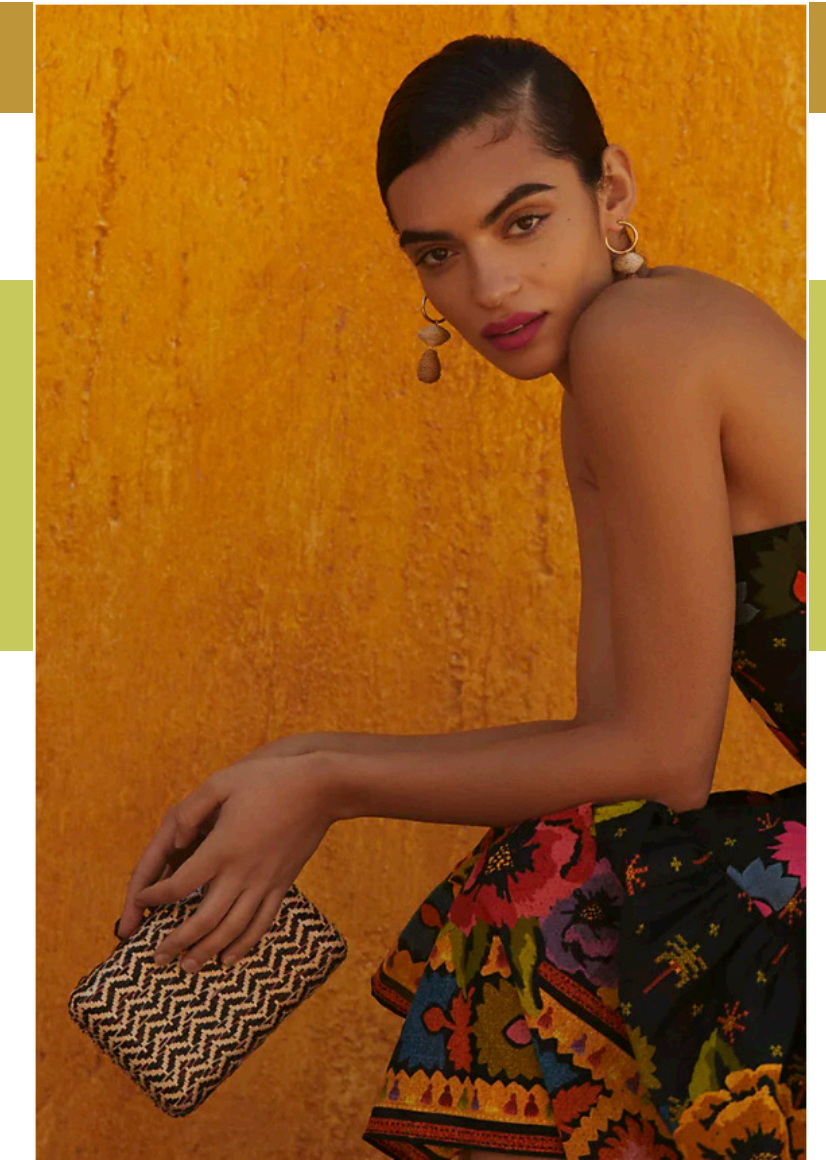
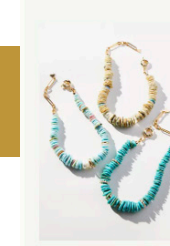
Key Takeaways:

Anthropologie is a potential competitor due to their similar target market.

They wholesale from other brands similar to mine, and have an exclusive line made for them by Farm Rio, one of my direct competitors.

Anthropologie stores are in most major cities around the world, and their attractive window displays bring in shoppers from all over.

They are a well known brand that has the capacity for huge quantities of product, something I am not able to compete against.



LOCATION

San Francisco is home to approximately 881,549 people as of July 1 2019, with population rates rising 9.5% since 2010 (United States Census Bureau). As a major metropolitan city in the bay area, San Francisco is the second most populous city in Northern California, just behind San Jose.

The bay area is a major technology hub, home to Silicon Valley, and countless major tech companies and startups. San Francisco is small by comparison to other major cities, at just 7x7 miles, with about 17,000 residents per square mile (United States Census Bureau). The city employs 537K people, with the largest industries being Professional, Scientific, & Technical Services (114,552 people), Health Care & Social Assistance (56,446 people), and Retail Trade (49,705 people) (Data USA).

SAN FRANCISCO



Victorian Painted Ladies

CITY DEMOGRAPHICS

Population statistics:

66% of San Francisco's population is between the ages of 19 and 64, with 49% of its citizens identifying as female. 34.4% are immigrants or foreign born citizens, with 34.3% of total residents identifying as Asian. 43% of San Franciscans speak more than one language at home (United States Census Bureau).

The average age of a native-born San Franciscan is 33, whereas foreign born San Franciscans average to 50 years of age.

Cost of Living:

San Francisco is notorious for being one of the most expensive cities to live in in America, with median gross rents between 2015 and 2019 being \$1,895

a month. Average home values were \$1.2 million in 2018, which is 5.2 times more than the national average of \$229,700 (Data USA), with median monthly mortgage payments at \$3,647. Median household income was \$112,449 in 2019 (United States Census Bureau)

The highest paying industry jobs in San Francisco are Information (\$131,506), Finance & Insurance (\$121,035), and Professional, Scientific, & Technical Services (\$106,329).

The highest income households by neighborhood are, in general, the Richmond, SOMA, The Castro, Inner Sunset, Presidio, Marina, and Pacific Heights. (Data USA)

HOUSEHOLDS

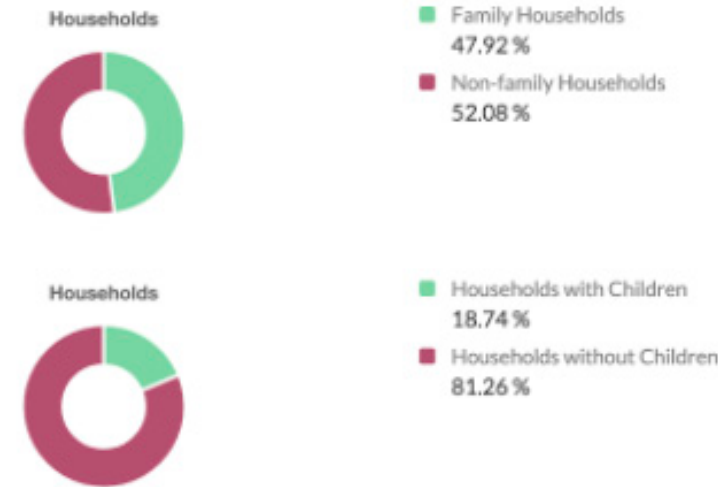
The average San Franciscan household is 2.36 persons, (United States Census Bureau) meaning 81.26% of households do not include children (Point2Homes).

46% of San Franciscans have never married, 42% are married, and the remaining 14% are either divorced, separated or widowed (Point2Homes).

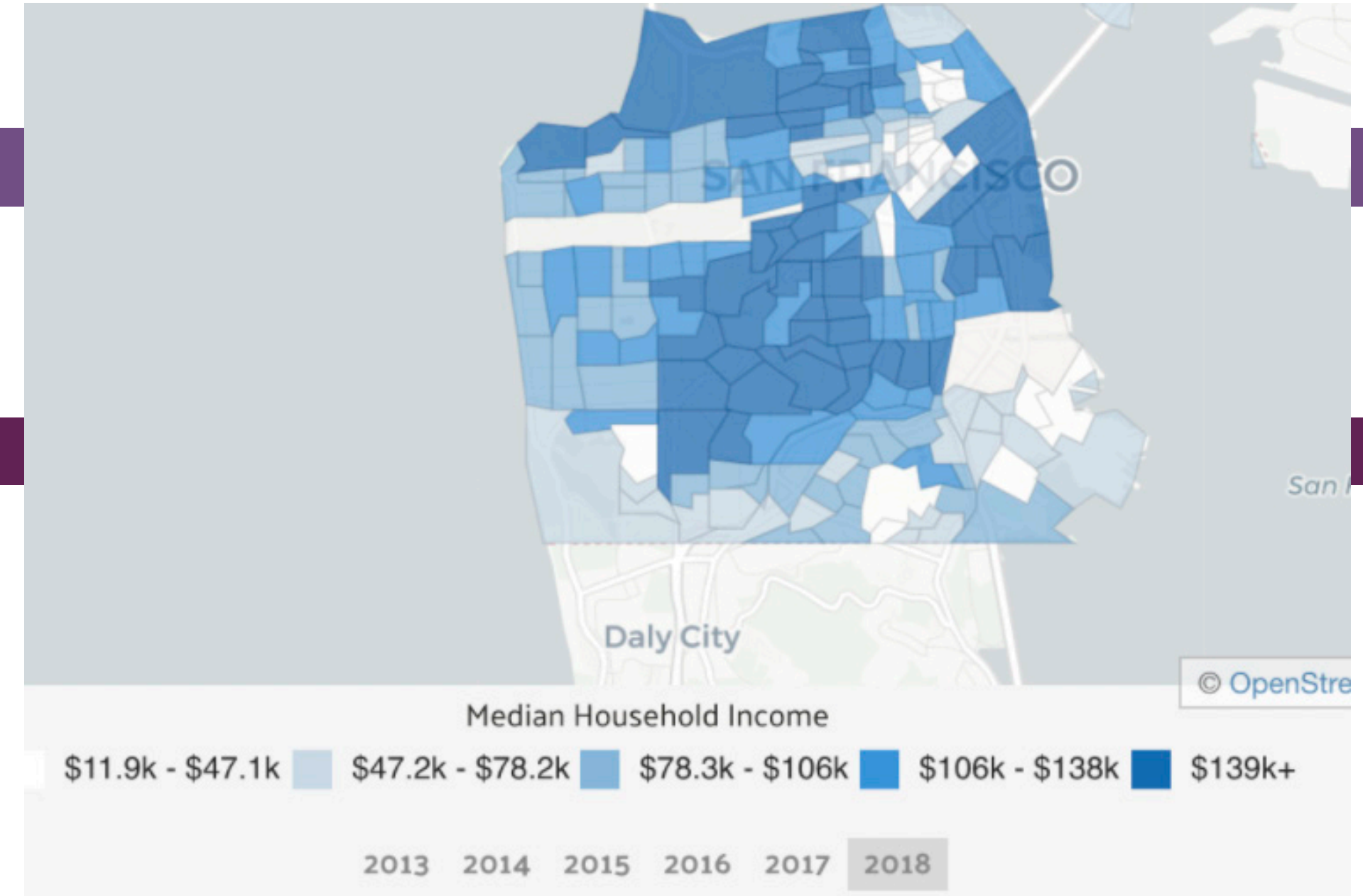


Number of Households in San Francisco

Total Households	362,354
Average People Per Household	2
Family Households	173,658
Non-family Households	188,696
Households with Children	67,900
Households without Children	294,454



POINT2HOMES



DATA USA

LOCATION SCOUTING:

Through my research into figuring out which neighborhood Busy Place's brand headquarters should be located, I was drawn to two neighborhoods initially, The Mission and Hayes Valley.

The drawing factor for both of these neighborhoods were the existing storefronts, and that both neighborhoods are known for leisurely shopping, dining and entertainment.

Based on the commercial real estate available, I chose to proceed with scouting in the Mission.



BRAND HQ NEEDS:



While Busy Place won't be a retail store and will mainly operate as office space, we will still use our location to host events and interact with our local customers.

Being close to multiple public transit options including BART is important for employee commutes as well as to entice intra-neighborhood foot traffic.

Therefore, an area at the front should have windows to display products, artwork, and other visual media.

The majority of the space will be used as offices for the team as the brand begins to grow. Any additional space for storage of products as they arrive from the factories is an added bonus, as that means money can be saved at the beginning of the businesses life on a logistics company for storage and distribution.

DISTRICT AND NEIGHBORHOOD

The Mission is about 1.5 square miles with 44,541 residents, making it one of the most densely populated areas of San Francisco at 30,072 people per square mile, versus 18,879 people per square mile over the whole of the city. (City Data)

The neighborhood is mainly Hispanic/Latino and White, with the majority of residents between 25 and 44 years old. The median household income is also larger than the whole of San Francisco, at \$133,000.

The neighborhood is home to several of Busy Place's competitors, Reformation, Everlane, and Nooworks, who have all thrived in their locations on the main drag of

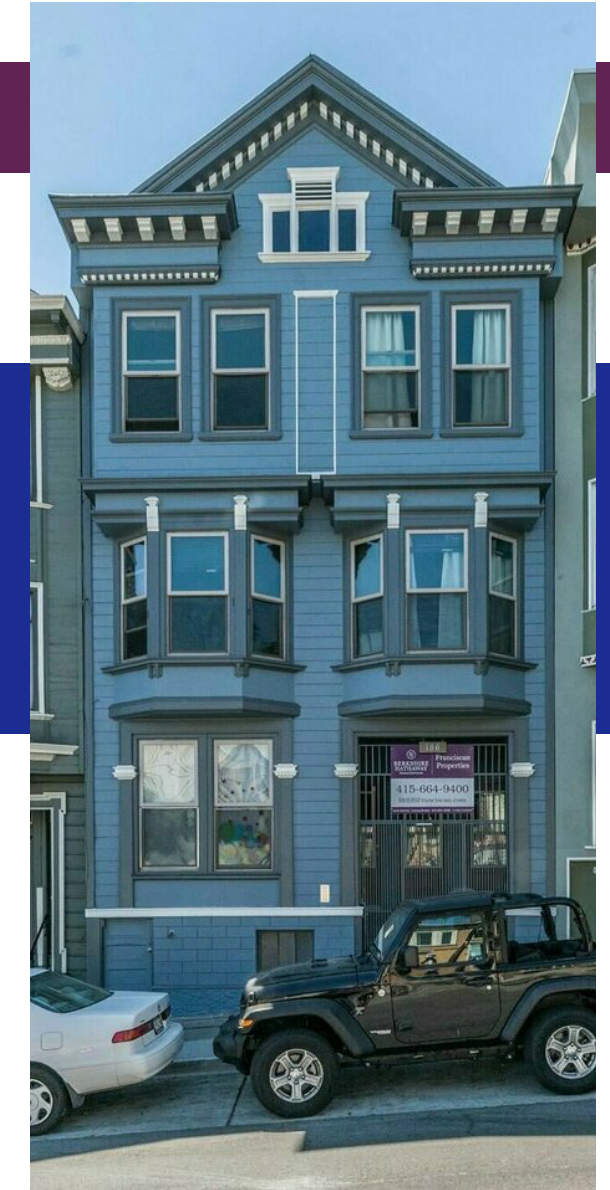
Valencia St. The thriving retail and food service spaces nearby attract plenty of foot traffic during the days and evenings, while a thriving nightlife keeps the neighborhood busy at all hours.

There are several parking garages nearby, between Valencia and Mission on 16th street. Since street parking can be hit or miss the public transit options are plenty, with a BART station and MUNI stops all within a block or two.

Crime in the neighborhood is down in the last year, with violent crimes at an all time low since the 1960's and the only spikes seen in motor vehicle theft and burglaries, particularly



in wealthier neighborhoods (SF Chronicle). As car break ins can be common in any part of San Francisco, but especially in the mission at night, it is recommended to either park in a garage, or take public transit to Busy Place HQ.



SITE INFORMATION: 3162 16TH STREET

The storefront on 16th street formerly housed a barbershop, and the 2,000 square foot space is drenched with sunlight from its rows of skylights in its high exposed ceiling.

A 750 square foot basement with exposed brick walls leads down the stairs to the left of the front door (Loopnet).

The space is currently fitted out with 12 sinks, so removing them would be an important step in renovating the space for our needs, but the majority of the space would remain unchanged.

We would build movable dividers at

the front of the space to separate the working area from the gallery/display just beyond the front door, that can be rolled away to open up the store for VIP and collection launch events.

3166 16th St. is a short walk from the 16th street BART stop between Valencia and Guerrero Streets.

The block is a nice mix of divey grunge and upscale, with bars like the Kilowatt and Delirium, while high end jewelry store Fiat Lux is right across the street.

Everlane and NooWorks are just a few blocks away on Valencia Street.

The area is bustling at all hours of the day with residents, commuters and tourists alike, with destinations like Dolores Park, Tartine Bakery, and world famous bars like Zeitgeist.





Martha King
April 2022