



Fashion Marketing Strategy  
&  
Soulcloth  
Fall 2017






For the Fashion marketing Strategy project , I and my group created Soulcloth which is a sustainable fabric bag brand. Our brand is dedicated to providing products with unique design and eco-friendly fabrics. We did PESTEL analysis, business concept, marketing research, target customer, competitive analysis, merchandising plan, and marketing plan.

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# Ch 1 Business Concept

## Executive Summary

‘We can’t really find chic fabric bags. Why don’t we make nature-friendly yet fashionable bags that people can use anytime?’

Soul Cloth is established in 2017 in Hayes Valley San Francisco, CA to offer fashion-conscious and eco-conscious people stylish fabric bags made of organic, recycled materials. People in the Bay Area, who have styles at the same time they care a lot about nature and ecology, inspired us a lot, and now we are ready to offer them our products they would love. We also want to give a positive impact on as many people as possible, so we also offer our products online inside of the United States.

Since fabric bag is useful and practical for any people, our target demographic can range from the age 18 to 55. We care design so much that our primary customer is from the age 18-30, who is often very conscious about fashion.

To offer customers a variety of bags, we have three collections with prints/embroideries designed by us for this season: Endangered Animal Collection, Nature Collection and Fashion Gang Collection. In addition to them, a customer can also design a print/embroidery that will be applied on a bag.

We want to offer affordable products; however, our first priority is QUALITY. We make sure our products are sustainable, fashionable, and are ethically made in California. The price range of our products is between \$19.99 and \$49.99.

With our products and passion for fashion and ecology, we want to make the society unique and clean with you.

## Buisness and Project Idae

### Brand Name Process

We are focus on producing the environmental product. We identified our products is above the merchandise itself, it contains the meaningful memory inside it. Friends, lovers, pets, anything you favorite can be add to your own bag.

Discovery the company story

The customize canvas bag, can be made with color print or embroidery, also good with multi-fabric.

Identify the product & the technology

We know you may have already felt annoyed about your bag, let's make something fun together! Explode the creativity. Of course, we will listen to your comments. Don't worry, your bag is coming right now.

Understand the customers

## Logo Process



C: 5%  
M: 29%  
Y: 12%  
K: 0%

- Font and embroidery feeling Basic
- embroidery style
- Circle means that using the sustainable fabric
- The words close together shows that the relationship between the company and customers
- Color choosing
- Pink is popular, not only females like it. It's unisex. Softness, nature and security
- Pink is really unique and eye-catching and white is the most clear color.

## Company Mission



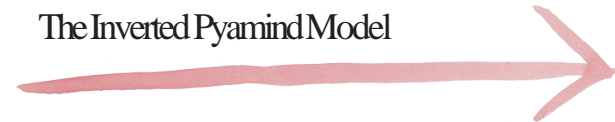
SoulCloth is a sustainable brand that produces eco-friendly fabric bags. We use the recycling materials and customized embroidery to show the strong self-awareness. We believe that the fabric bags are necessary accessories for daily life and we want to make our products be fashionable and also sustainable.

## Vision Statement

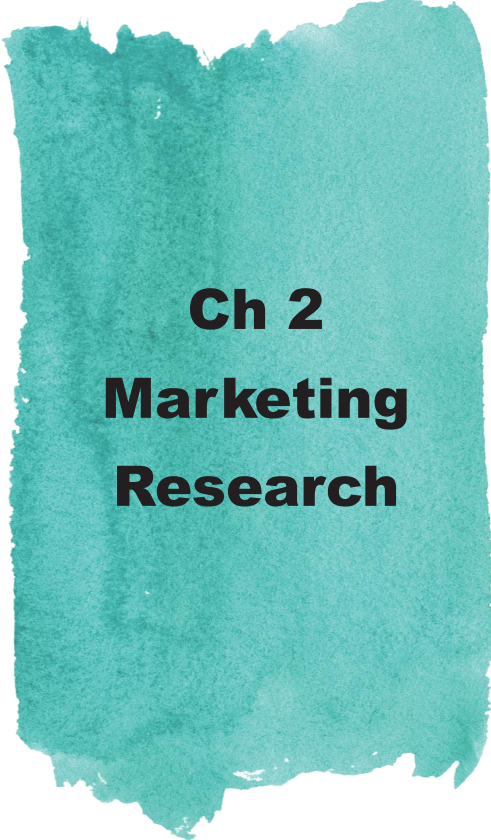


SoulCloth committed to become an influential and thoughtful brand offering people lifestyle that is eco-conscious, but still fashionable. We want more and more people to get involved in sustainable fashion. For our future dream, we want to become the most important recycling fabric bag brand in California.

## The Inverted Pyamind Model



Chief executive officer(CEO) Chief  
creative officer(CCO) Creative  
director  
Product officer  
Chief communications manager(CCO) Chief  
commercial financial officer(CFO) Development  
director  
Chief human resource officer(CHRO) Chief  
web officer(CWO)  
Chief brand officer



## **Ch 2**

# **Marketing Research**

### > Introduction

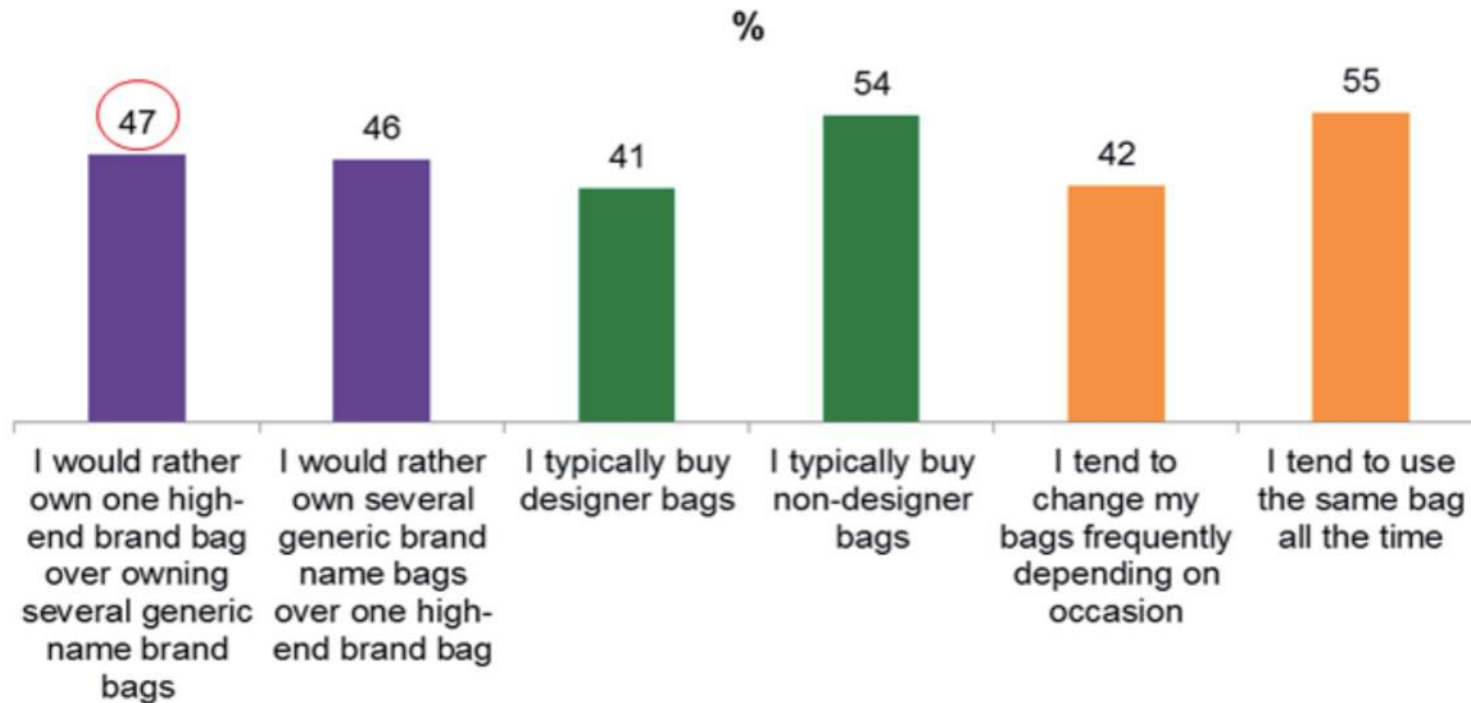
In 2007, San Francisco, where SoulCloth is based, became the first city in the states that passed the legislation that bans plastic bags. Stores need to use recyclable or compostable bags instead\*. It is very honor that this city ranked a the most greenest city in North America, as of 2014, along with the facts of 77% recycling rate, historical environmental group Sierra Club founded in 19th Century, and eco-consciousness of the residents.



## Industry Trend

FIGURE 4: HANDBAG PREFERENCES, FEBRUARY 2017

*“Thinking about shopping for bags, which statement best applies to you? Please select one option from each pair of statements.”*



Base: 790 internet users 18+ who have purchased bags in the past 12 months

Source: Lightspeed/Mintel



## Industry Trend

Sustainable Fashion is gowning in the fashion industry. “Sustainable fashion products have grown 19.0% year-to-date (YTD) 2017, compared to last year,” and also “volumes of sustainable fabrics such as Tencel and Lyocell have grown by 19.7% year-on-year (YOY),” says wgsn.com.

This trend is not only in the fashion industry. Generally, the share of products with natural-related claims, such as “no additives/preservatives,” “organic,” and so on, grew.

It sounded strange because “eco” and “sustainable” don’t go with our image of fast-fashion; however, dedicated sustainable collections from fast fashion brands such as Mango, Zara, and H&M are playing big roles in sustainable fashion.

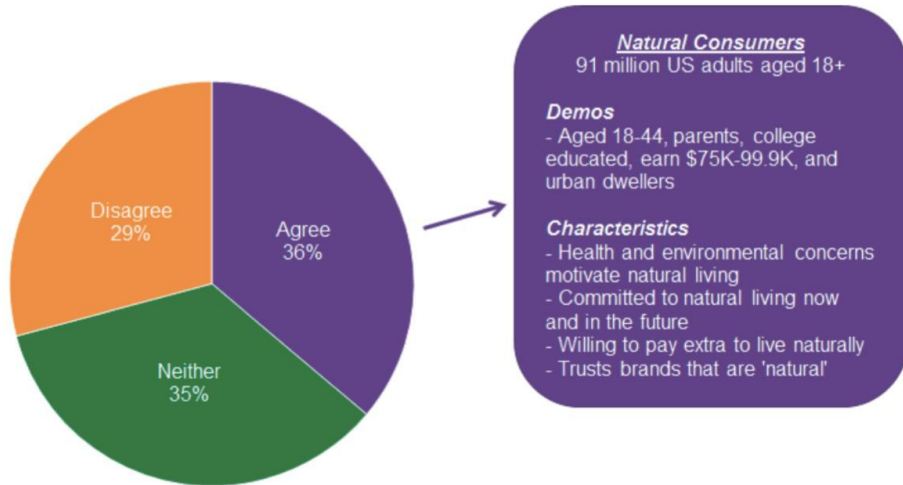
When we look at Handbags and Accessories trend offered by Mintel, unfortunately, over one fifth of consumers have reduced their purchasing of handbags and accessories in the past year<sup>4</sup>. However, the younger generation like Millennials purchased the most fashion accessories in 2016.

It is shown that consumers are tend to end up buying affordable fashion accessories which they can think “good enough,” and keep them for long time even though there is always aspiration for upscale, luxury ones.

# Consumer Behavior

FIGURE 1: NATURAL CONSUMER SHARE, APRIL 2017

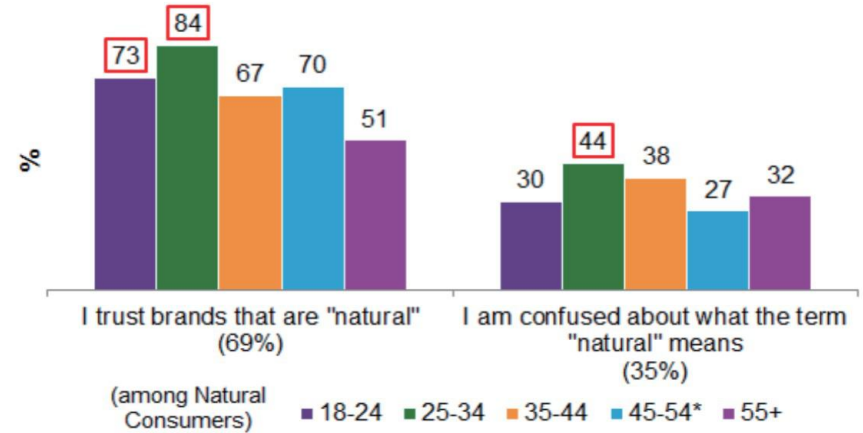
"How much do you agree or disagree with the following statements?" [I live a natural lifestyle]



Base: 2,000 internet users aged 18+  
Source: Lightspeed/Mintel

FIGURE 4: NATURAL CONSUMERS' ATTITUDES ABOUT TRUST AND KNOWLEDGE, BY AGE, APRIL 2017

"How much do you agree or disagree with the following statements?" [Any Agree]



Base: 723 internet users aged 18+ who are Natural Consumers  
\* small sample, <100  
Source: Lightspeed/Mintel



## Eco Conscious Shoppers

Shoppers' consciousness about sustainable fashion is getting higher and higher; More than 65% of consumers are finding according to the report 'The State of Fashion 2017' by Business of Fashion and Mckinsey.

A Pew Research Center survey finds that 75% of adults in the States are daily concerned about helping the environment. Although the definition of 'natural' varies, 91 million adults aged 18 and over in the States consider themselves as natural consumer, who has a natural lifestyle to improve their health and to feel better. Especially, young adult ranged from age 18 to 34 tend to show interest in natural lifestyle.

A vibrant street scene in Hayes Valley, San Francisco. The image shows a mix of people sitting on benches, walking, and pushing a stroller. There are palm trees, colorful buildings (green and blue), and a clear blue sky. The scene is lively and urban.

## Hayes Valley

Once a blighted area, Hayes Valley has rapidly transformed into one of the city's most desirable neighborhoods, with a mix of boutiques, bars, restaurants, and public space all just a short walk to Market Street.

# Hayes Valley's demographic

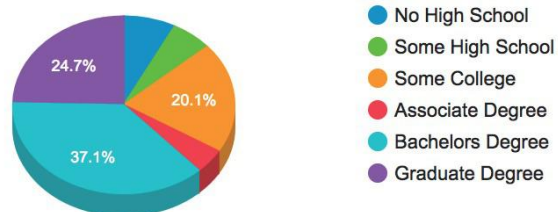
## Hayes Valley Population Demographics

<b>Total Population</b>	72,000
<b>Male Population</b>	39,716
<b>Female Population</b>	32,285
<b>Percent Change Since 2000</b>	4.0 %
<b>Percent Change Since 2010</b>	0.9 %
<b>Median Age</b>	37.72



## Hayes Valley Education Statistics

<b>No High School</b>	3,879
<b>Some High School</b>	3,047
<b>Some College</b>	10,283
<b>Associate Degree</b>	2,300
<b>Bachelors Degree</b>	18,970
<b>Graduate Degree</b>	12,601





## Hayes Valley's demographic

Hayes Valley is an area in Hayes Valley, District 6- Central North, San Francisco, San Francisco County, California with a population of 72,000. There are 39,716 male residents living in Hayes Valley and 32,285 female residents. The total number of households is 36,789 with 1.79 people per household on average. Total household expenditures in Hayes Valley are above the national average.

The median age of the current population is 37.72 with 10,379 people being married and 42,576 being single.

The employment numbers show that there are 72% white collar employees and 28% blue collar employees in Hayes Valley.

Store Location: 411 Hayes St, San Francisco, CA 94102



## **Ch.3 Target Market & Competitive Analysis**

### Target Market overview

- SoulCloth customers are 18 to 55-year-old students and working professionals belonging to the middle income group. These customers are trendy people, organic food lovers, and creative individuals who are always exploring new things.
- Most of them have at least a college degree. They are tech enthusiasts and social media savvies. They like to socialize with friends and family, enjoy outdoor activities, and love to travel. Our customers care about the sustainability of the earth and prefer recycled and sustainable products. They like to shop at farmers markets and local boutiques. Fashion wise, they know how to combine comfort with their own styles.



## Marketing segmentation

According to the market research section, San Francisco is also the 4th most populous city in California (behind Los Angeles, San Diego and San Jose) with a 2010 population of 805,235 according to the last census. The 2016 estimated population of San Francisco is now 864,816.

The age group that SoulCloth's targeting is between 15-33 (Primary) with total population of 252,337 (29.2%) and 34-55 (Secondary) with total population of 239,433 (27.7%).

## Target Market Overview

### Geographical Location:

- Based in San Francisco but also sell online to the whole United States
- All Gender and All Races
- Age: 18-55 years old (Primary: 18-30 years old, Secondary: 30-55 years old)
- Average Income: \$32,000-\$150,000 Middle
- Social Class
- Occupation: Students and working class in diverse fields

## Primary Customers



## Primary Customers

### ● Geographics

Physical Store: San Francisco local customers and the worldwide tourists Online store: sell to the whole United States

### ● Demographics

Age: 18~30years old All gender and all Races

Income: \$32,000~\$92,000

Occupation: Students, white-collar workers, freelancers, artists, designers Education: College and above

### ● Psychographics- Thinkers

Social class: Middle

Lifestyle: Wise, free, sustainable, fashionable, artful, positive and healthy Personality: Creative, energetic, flexible, freethinking, self-conscious, vivacious, curious, having strong personality, tech-savvy.

## Secondary Customers



## Secondary Customers

- Geographics

Physical Store: People who live in the Bay Area. They often shop. Online store: sell to the whole United States

- Demographics

Age: 30~55 years old All  
gender and all Races

Income: \$55,000~\$150,000

Occupation: White-collar workers, financial and tech professionals, senior managers

Psychographics-Thinkers Social

- class: Middle

Lifestyle: Calm, wise, eco-friendly, healthy, comfortable, relaxed and tasteful

Personality: Respectful, realistic, balanced, considerate, discreet.

# Competitive Analysis

## STRENGTH:

Hand-made artwork  
Organic cotton/linen fabric and other recyclefabrics Customize design with ether print or embroidery Good store location  
Competitive price

## WEAKNESS:


Strength of brand image: It is hard to public a new brand.  
Customer loyalty  
Low budget to begin anewbusiness. Higher cost in organicmaterials  
High import tax  
Long distance shipping

## OPPORTUNITIES

Become popular in San Francisco BayArea Collaborate with many big fashion retailers andchain market  
Publicity of environmental protection andeco-friendly Online shopping  
The group of customers tend ti be younger whoseek for differential  
Customers don't only seek for luxury goods anymore, they would like to look for something is eco-friendly. Attract visitors to buy

## THREATS

Customized embroidery price increase Many stores sell sameproducts  
High rental of the physical store and high labor cost The quality of bags  
Styles are too old Dampening touristflows



## Ch.4 Merchandise Plan

### Merchandise Summary

- We want to be not only ethical, but also fashionable. SoulCloth is offering you fashionable, nature-friendly fabric bags. We have already-made collections with print and embroidery of our choice. We also offer you a customized bag: You choose the size of the bag, and design your favorite motif/words in 4”h x 4-1/2”w space.
- For our first collection, we have two printing samples and four embroidery samples; first two prints are associated with dying animals, the other two embroideries are related to nature, and the last two are fashion related fun slogans, which is trendy right now.
- The price range for the bags from our collections: \$19.99~29.99  
The price range for the customized bag: \$34.99~49.99



## Merchandise Story

SoulCloth want to provide a close relationship between our company and the audience, and the relationship between customers and the environment. Be green, be active, be eco-friendly.

We produce sustainable fabric bags, and we also use recycle and organic fabrics to make our bags. So we want to tell the story about SoulCloth is that, people can be a part of sustainable fashion from a little fabric bag.

Meanwhile, every product is hand made and printed in San Francisco using environment friendly phthalate free or water-based inks whenever possible.

Our designs will separate into 2 parts, and the first part is print patterns, and embroidery, and the second part is customized embroidery.

For the first part, we have different collections, Cherish, Nature, and Fashion Gang. In Cherish, we use rare animals as our pattern, such as Rhino and Chameleon. Also, we will donate 2 dollars for selling each of this collection's bags. The second collection is Nature, it includes flowers and some nature features. The third collection is Fashion Gang, we create some words about fashion in this collection.

For the customized part, it will include some popular features, such as planets, smile face and some memes. SoulCloth is dedicated to celebrating our favorite stories while promoting the eco-friendly fabric bags.

## Merchandise Plan

### Cherish Endangered Animals



Small: \$19.99  
Medium: \$23.99

# Merchandise Collection

## Nature Embroidery flowers



Small: \$24.99  
Medium: \$29.99

## Merchandise Collection

Fashion Gang

Slogan



Small: \$24.99

Medium: \$29.99

Cost Sheet

<b>SEASON:</b>	Spring/Summer 2018	<b>SELLING PRICE:</b>	\$24	
<b>STYLE#</b>	#SS1801/1802	<b>COLORS:</b>	Green/red	
<b>FABRIC:</b>	Organic linen	<b>UNITS:</b>	100	
<b>SIZE RANGE:</b>	S/M			
<b>DESCRIPTION:</b>	Canvas bag			
<b>COST SHEET</b>				
<b>MATERIALS</b>				
<b>ITEM#</b>	<b>FABRICS</b>	<b>Yards</b>	<b>Price/Yd</b>	<b>Amount</b>
#SS1801	100% Linen	0.5	\$12.39	\$6.20
	<b>TOTAL</b>			\$ 6.20
<b>ITEMS</b>		<b>Quantity</b>	<b>Price Each</b>	<b>Amount</b>
	Embroidery			
	Print	1	\$ 2.10	\$ 2.10
	Hang tag	1	\$ 0.40	\$ 0.40
	Labels	1	\$ 0.20	\$ 0.20
	<b>TOTAL TRIMMINGS COST</b>			\$ 2.70
<b>ITEMS</b>		<b>Quantity</b>	<b>Price Each</b>	<b>Amount</b>
Shipping	FOB LA	1	\$ 1.00	\$ 1.00
	LA to SF	1	\$ 3.00	\$ 3.00
Packing	packing material	1	\$ 0.50	\$ 0.20
	<b>TOTAL</b>			\$ 4.20
<b>Labor</b>				
Machine	Operation			
	<b>TOTAL</b>			\$ 13.10
	<b>TOTAL COST</b>			\$ 13.10
	<b>Suggested Retail</b>			\$ 23.99
			<b>MU%</b>	45%



Chameleon



Rhinoceros

<b>SEASON:</b>	Spring/Summer 2018	<b>SELLING PRICE:</b>	\$30
<b>STYLE#</b>	#SS1803/1804	<b>COLORS:</b>	Green/red
<b>FABRIC:</b>	Organic linen	<b>UNITS:</b>	100
<b>SIZE RANGE:</b>	S/M		
<b>DESCRIPTION:</b>	Nature embroidery bag		



**COST SHEET**

**MATERIALS**

ITEM#	FABRICS	Yards	Price/Yd	Amount
#SS1801	100% Linen	0.5	\$12	\$ 6.20
	<b>TOTAL</b>			<b>\$ 6.20</b>

Notions

ITEMS	Quantity	Price Each	Amount
Embroidery	1	\$ 2.50	\$ 2.50
Print			
Hang tag	1	\$ 0.40	\$ 0.40
Labels	1	\$ 0.20	\$ 0.20
	<b>TOTAL TRIMMINGS COST</b>		<b>\$ 3.10</b>



Natural green

ITEMS	Quantity	Price Each	Amount
Shipping	FOB LA	1 \$ 1.00	\$ 1.00
	LA to SF	1 \$ 3.00	\$ 3.00
Packing	packing material	1 \$ 0.20	\$ 0.20
	<b>TOTAL</b>		<b>\$ 4.20</b>



Natural red

Machine	Operation
Labor	
	<b>TOTAL</b>

	<b>TOTAL COST</b>	\$ 14.50
	<b>Suggested Retail</b>	\$ 29.99
	<b>MU%</b>	52%

Cost Sheet

## Pricing Strategy

According to our survey, people don't expect to spend a lot for a fabric tote bag with embroidery. It is true that you can find plain thin fabric bag under \$10 on Amazon.

However, our product is organic, ethically produced in California, and comes with a print/embroidery. We want to offer as affordable products as possible, but at the same time we care about nature and quality, which makes the price point higher. Our survey also shows that the most important quality is design when they buy a fabric bag. So, we decided to think about quality and design first, and then decide profitable yet affordable price points.

Our price range is moderate, from \$19.99-49.99.

We have three already-made collections, which is offered cheaper than a customized bag that is designed by a customer:

Collection 1: Endangered Animals (Print) Small: \$19.99, Medium: \$23.99

Collection 2: Nature (Embroidery) Small: \$24.99, Medium: \$29.99

Collection 3: Fashion Slogans (Embroidery) Small: \$24.99 Medium: \$29.99

Customized bag: (A customer can design a motif/ words in 4" h \* 4 1/2" w space that will be applied on a bag) Print Small: \$34.99 Medium: \$39.99  
Embroidery Small: \$44.99 Medium: \$49.99

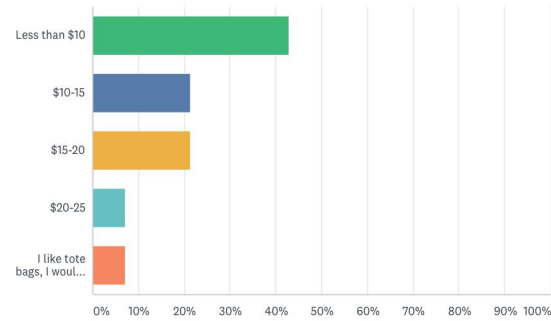
# Customers' Survey

Q9

Customize Export

How much would you expect to pay for a fabric tote bag with embroidery?

Answered: 14 Skipped: 1



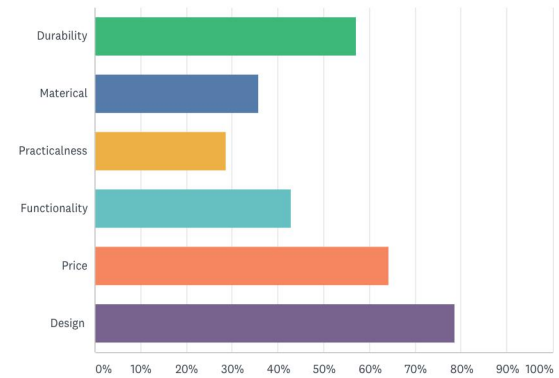
ANSWER CHOICES	RESPONSES
Less than \$10	42.86% 6
\$10-15	21.43% 3
\$15-20	21.43% 3
\$20-25	7.14% 1
I like tote bags, I would spend more than \$25 if it's cute	7.14% 1
<b>TOTAL</b>	<b>14</b>

Q7

Customize Export

Which of the following qualities do you care when you buy a fabric tote bag?  
Select all that apply.

Answered: 14 Skipped: 1



ANSWER CHOICES	RESPONSES
Durability	57.14% 8
Material	35.71% 5
Practicalness	28.57% 4
Functionality	42.86% 6
Price	64.29% 9
Design	78.57% 11
<b>Total Respondents: 14</b>	



<i>Production Calender</i>	Start Date	Due Date	Duration
Trend research	Jan 27 <sup>th</sup> , 2018	Dec 7 <sup>th</sup> , 2017	9 days
Design Line	Dec 7 <sup>th</sup> , 2017	Dec 19 <sup>th</sup> , 2017	9 days
Create specification sheet	Dec 19 <sup>th</sup> , 2017	Dec 26 <sup>th</sup> , 2017	5 days
Order first samples	Dec 26 <sup>th</sup> , 2017	Jan 9 <sup>th</sup> , 2018	10 days
Review samples from factory, send comments back	Jan 9 <sup>th</sup> , 2018	Jan 16 <sup>th</sup> , 2018	5 days
Order second round samples, pre-costing is included with samples	Jan 16 <sup>th</sup> , 2018	Jan 29 <sup>th</sup> , 2018	10 days
Review samples from the factory, send comments back	Jan 29 <sup>th</sup> , 2018	Feb 2 <sup>nd</sup> , 2018	5 days
Finalize styles/ Final costing from factory is received	Feb 5 <sup>th</sup> , 2018	Feb 9 <sup>th</sup> , 2018	5 days
Production	Feb 12 <sup>th</sup> , 2018	Apr 9 <sup>th</sup> , 2018	40 days
Pack and ship from the factory, Received in the retail store	Apr 9 <sup>th</sup> , 2018	Apr 20 <sup>th</sup> , 2018	10 days
Total Duration			108 days

# Vendor Information

## Vendors in California

Source: Los Angeles County <http://dpw.lacounty.gov/epd/aboutthebag/>

Name	Phone Number	Address	Website
Adapt Consulting, Inc.	(888) 782-6974	13618 Lemay St. Van Nuys, CA 91401-1114	<a href="http://www.adaptadspecialty.com">www.adaptadspecialty.com</a>
All Green Things		Woodland Hills, CA	<a href="http://www.allgreenthings.com">www.allgreenthings.com</a>
Arcadia Logos Etc.	(626) 447-9839	404 Patricia Way Arcadia, CA 91006	
B2B: American Made Bags Line		Los Angeles, CA	<a href="http://www.b2bworldsource.logomall.com">www.b2bworldsource.logomall.com</a>
Baggu	(800) 605-0759; (858) 952-1032	2505 Via Pisa Del Mar, CA 92014	<a href="http://www.baggubag.com">www.baggubag.com</a>
Bethel Plastics	(714) 533-8500	1900 Raymer Ave. Fullerton, CA 92833	<a href="http://www.bethelplastics.com">www.bethelplastics.com</a>
Buy Green	(888) 928-9473 x812	14 Goodyear, Suite 135 Irvine, CA 92618	<a href="http://www.buygreen.com">www.buygreen.com</a>
Command Packaging	(323) 446-3280; (323) 446-3302	Vernon, CA	<a href="http://www.commandpackaging.com">www.commandpackaging.com</a> <a href="http://www.trueusablebags.com">www.trueusablebags.com</a>
Convention Totes	(866) 638-1161	13400 Riverside Dr. #207 Sherman Oaks, CA 91423	<a href="http://www.conventiontotes.com">www.conventiontotes.com</a>
Crown Poly	(323) 585-5522	5700 Bickett St. Huntington Park, CA 90255	<a href="http://www.crownpoly.com">www.crownpoly.com</a>
Earthwise Bags, Inc.	(818) 847-2174 x305	2819 Burton Av, Burbank, CA 91504	<a href="http://www.earthwisebags.com">www.earthwisebags.com</a>
Envirosax	(858) 201-6351	8520 Production Ave. San Diego, CA 92121	<a href="http://www.envirosax.com">www.envirosax.com</a>
Etcetera, Etcetera, Etcetera	(951) 679-6621	26100 Newport Rd, A-12 #35 Menifee, CA 92584-9095	
Flip and Tumble		El Cerrito, CA	<a href="http://www.flipandtumble.com">www.flipandtumble.com</a>
Green Bag	(888) 246-2283	San Francisco, CA	<a href="http://www.greenbagco.com">www.greenbagco.com</a>
ID&A - New Concepts	(707) 338-2778	925 Lakeville Street 108 Petaluma, CA 94954	<a href="http://www.ideanewconcepts.com">www.ideanewconcepts.com</a>



## **Ch.5 Marketing Plan**

### **Marketing Objectives**



#### **Build a strong brand image:**

SoulCloth is a brand that advocates organic and eco-friendly tote bags. The trademark design of every bag will be embroidery. This type of design will be our iconic image of our products.



#### **Raise Brand Awareness:**

Since we are new, we need to let people get to know our brand. By doing this, we need to run social media to advertise ourselves. The campaign will involve some online advertising and physical posters. And we also will attend some trade shows or special events to raise our brand awareness.



#### **Reach out to target customers:**

We need to provide more product selection that represent San Francisco. Also, there will be events and promotions to encourage customers shop more.

## Marketing Action Plans-Events

Opening party on the Earth day(4/22)

“Get your Bag!”(7/3)

Thanksgiving Holiday (11/22~11/26)

Fabric Bag Design Competition for the new year(1/1) One Year

Celebration(4/1~4/30)



<u>Date</u>	2018/4/22	2018/7/3	2018/11/22 ~11/26	2019/1/1	2019/4/1 ~4/30
<u>Name of Events</u>	Opening Party	“Get your Bag!”	Thanksgiving Holiday	Fabric Bag Design Competition	One Year Celebration
<u>Promotions</u>	20% off	20% off	30% off	Free gift cards for the winners	15% off



## Promotions

- Student Discounts: 15% off with student ID
- Recycle the old fabric bag and get 10% off (Instore)
- \$5 off for the first purchase online
- If the customers buy \$100, they will get \$10 off
- Share your own promotional code, your friend and you can get 10% off for one time



# Membership Program

- If customers spend \$300 a year, they will become our club members
- Build the customer database
- Build the customer loyalty and community 20% off when they purchase any time Birthday gifts for the members (\$20 giftcard)
- Can attend some special events in the store (Artists speech, Band performance, Organic brands sharing, etc.)



## Marketing Channels

- In-store Signing
- Direct Mail
- Social Media: Facebook, Instagram, Twitter, Snapchat E-mail
- Online Website
- 



## Campaigns

Opening party on the Earth Day (4/22) in Hayes  
store Product Introduction

- > Live band performance with free organic food and drink All products 20% off in store and online
- > Free shipping on any order
- > Promotional Channel:  
Direct mail  
Interactive Media: Official website, Instagram, Facebook, Twitter, Snapchat, E-mail

The poster features a central illustration of a tree with green leaves and a brown trunk. The tree's branches form a shape that resembles the letter 'S'. The text is arranged in several horizontal bands across the poster.

**soul cloth.**

# Opening Party

## 20% OFF

### ONLINE & IN-STORE

Live Band with FREE Organic Food & Drink

411 Hayes St, San Francisco  
[www.soulclothsf.com](http://www.soulclothsf.com)

Reduce Reuse Recycle



## Campaigns

### "Get your Bag!"

- International Plastic Bag Free Day (7/3) All
- products 20% off in store and online Free shipping
- on any order Promotional Channel
- Interactive Media: Official website, Instagram, Facebook, Twitter, Snapchat, E-mail
- 

The graphic features a central background of green leaves. At the top left is the 'soul cloth.' logo in a pink circle. The words 'PLASTIC BAG' are written in large, bold, black letters, with the 'A' in 'BAG' crossed out by a horizontal line. Below this, the word 'SALE' is written in large, bold, dark green letters. Underneath 'SALE', '20% OFF' is written in large, bold, light green letters. Below that, 'ONLINE & IN-STORE' is written in bold, black letters. At the bottom of the central text area, 'FREE-SHIPPING ON ANY ORDER' is written in smaller, bold, black letters. In the bottom left corner, there is an orange logo for 'PLASTIC BAG FREE WORLD' featuring a black 'X' inside a square. In the bottom right corner, the address '411 Hayes St, San Francisco' and the website 'www.soulclothsf.com' are listed.

soul cloth.

~~PLASTIC BAG~~

**SALE**

**20% OFF**

**ONLINE & IN-STORE**

FREE-SHIPPING ON ANY ORDER

PLASTIC BAG FREE WORLD

411 Hayes St, San Francisco  
www.soulclothsf.com

## Campaigns

Thanksgiving Holiday (11/22~11/26)  
(Wednesday-Cyber Monday)

- 30% off in store and online
- Special Thanksgiving collection in store only Free shipping on any order
- Christmas coupons (\$15 off) for the customers who buy the products Promotional Channel
- Direct mail
- Interactive Media: Official website, Instagram, Facebook, \ Twitter, Snapchat, E-mail

The advertisement features a turkey wearing a black patterned scarf. The text is arranged in white boxes over the turkey. The 'soul cloth.' logo is in the top left. The word 'Thanksgiving' is in red at the top right. The word 'SALE' is in large orange letters. '30% OFF' is in large pink letters. 'ONLINE & IN-STORE' is in pink letters. 'FREE SHIPPING ON ANY ORDER' is in yellow letters. A pumpkin is in the bottom left. The address '411 Hayes St, San Francisco' and website 'www.soulclothsf.com' are at the bottom right.

soul cloth.

Thanksgiving

SALE

30% OFF

ONLINE & IN-STORE

FREE SHIPPING ON ANY ORDER

411 Hayes St, San Francisco  
www.soulclothsf.com

## Store Events

### Fabric Bag Design Competition for the new year (1/1)

- Promotional Channel: Official website, Instagram, Facebook, Twitter, Snapchat, E-mail
- Goal: Increase customer engagement and store traffic
- A special event hosted by Soulcloth to encourage customers to explore and exercise their creativity. Customers will design their own fabric bag inspired by our collection. The gift cards will be submitted for voting. The customers are welcome to encourage their friends to vote for their designs.
- Three winners will get the \$100, \$50, \$30 gift cards



## Marketing Tagline

# Carry You!

We want you to think your bag as more than just a bag. We want you to put a personality on your bag. We want you to think that your bag is your friend. We want you to be friendly to nature by using/carrying your bag.

Let's call your bag "you" like your friend. Let's carry "you" all the time.

Let's change the environment by carrying "you."



Tradeshow

# CALA SAN FRANCISCO

Set on the world famous San Francisco Bay, it's bordered by breathtaking views of The Golden Gate Bridge and Alcatraz, making this venue a desirable destination for buyers and exhibitors alike.

## Trade show



- Natural Products Expo West & Engredea continues to be the leading trade show in the natural, organic and healthy products industry, attracting over 80,000 industry professionals and 3,100 exhibits to the Anaheim Convention Center annually.
- 800 West Katella Avenue  
Anaheim, CA 92802 USA
- Mar 7 to 11

# Trade show



➤ Explore the LA Fashion District's largest & most comprehensive variety of brands at the California Market Center (CMC), homebase for many prominent Showrooms representing hundreds of must-see Fashion & Lifestyle collections for Women, Men & Kids. In addition to Showrooms, expect to find several Tradeshow & special Showcases each Market, extending the impressive selection of brands to scout during LA Fashion Market at the CMC.

➤ January 15-17, Summer 2018  
➤ March 12-14, Fall 2018  
June 11-13, Fall II / Holiday 2018  
July 30-August 1, Holiday / Resort 2018

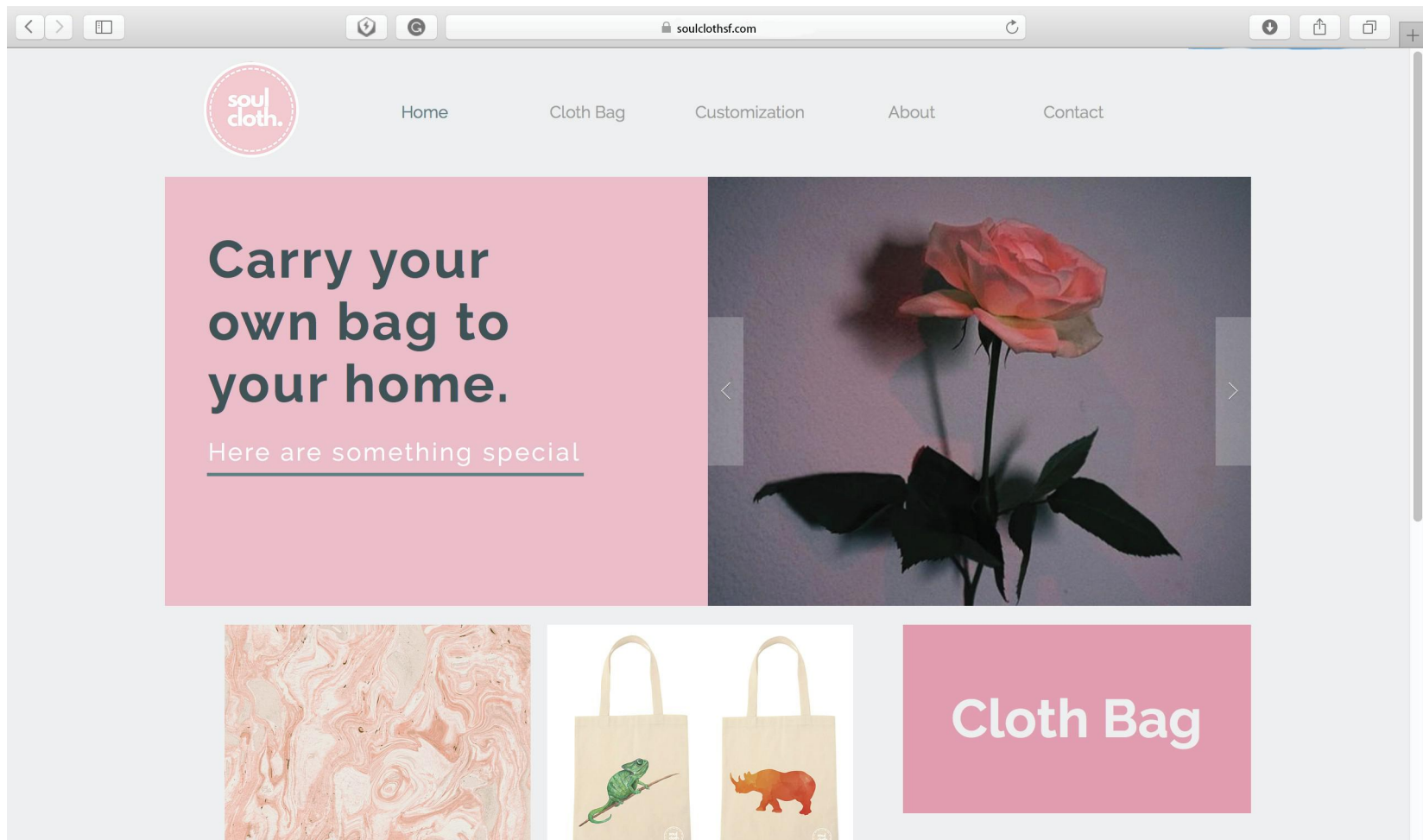
## Business Card

### Ch.6 Visual Identity

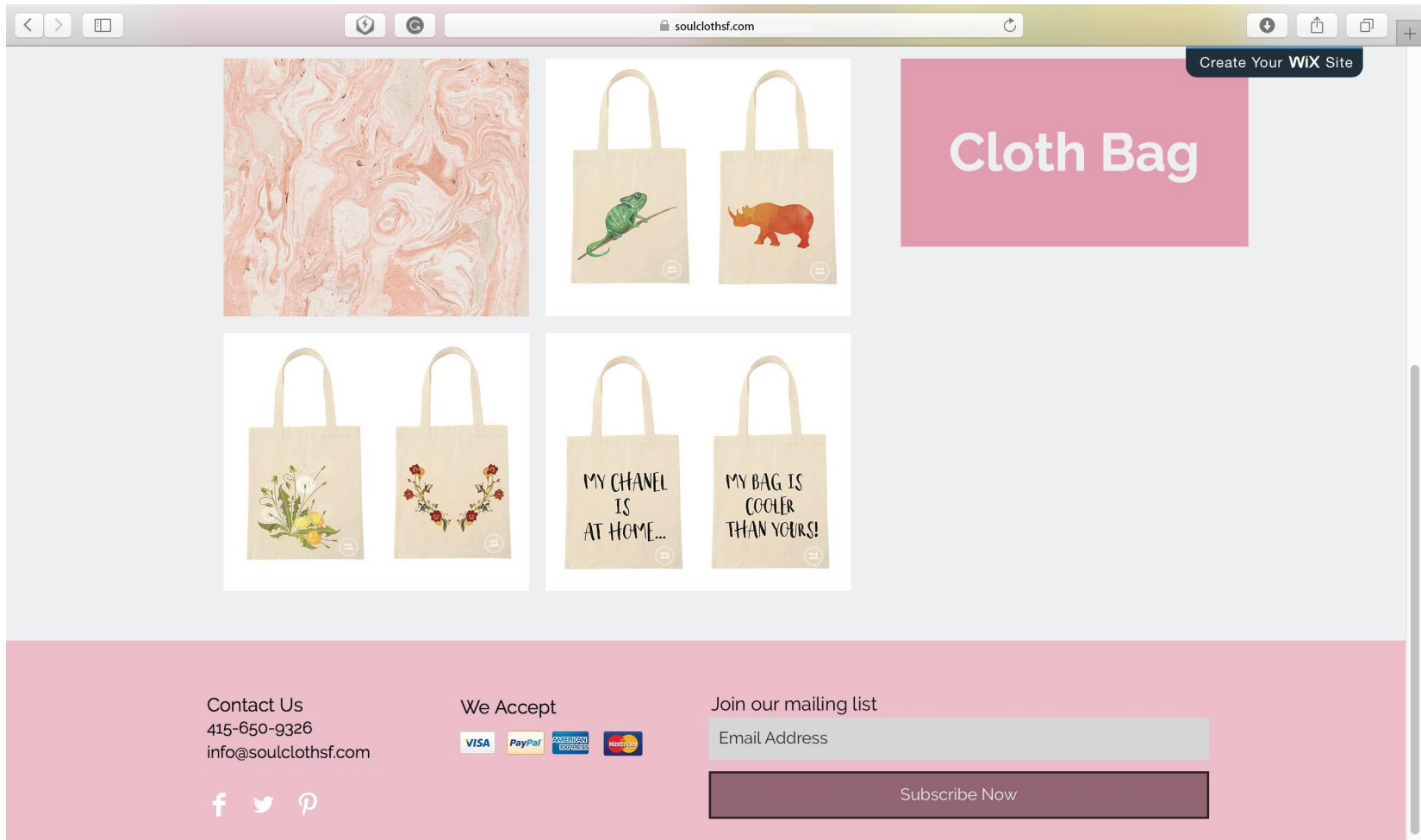




# Website



# Website



## Packaging



Price Tags



Paper tube packaging

(Size: Small & Medium)



Shopping Bag

## Citation

<http://www.sfgate.com/green/article/S-F-FIRST-CITY-TO-BAN-PLASTIC-SHOPPING-BAGS-2606833.php>

<http://www.bbc.com/travel/story/20141215-living-in-the-worlds-most-eco-friendly-cities>

<https://www.wgsn.com/blogs/fashion-with-conscience-why-sustainable-fashion-is-the-next-retail-frontier/#> The Natural Consumer - US - August 2017 - Executive Summary copy

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<https://www.etsy.com/listing/284298966/botanical-plants-canvas-tote-bag-plant>

<https://www.etsy.com/listing/187919592/dinosaurs-canvas-tote-bag-shopper?ref=related-3>