



RE-FORM

Because uniform is boring.

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THE BRAND



MISSION STATEMENT [ASTRID]

We have a vision: a wardrobe that seamlessly combines form and functionality. One that is made to adapt and built to last. A wardrobe that checks all the boxes. Because uniform is boring.

UNIQUE SELLING POINT [MAISIE]

RE-FORM is a modular fashion brand which allows consumers to buy six garments and have endless outfits, fighting sustainability battles whilst staying on trend. RE-FORM’s unique selling point is the ability to transform garments from one design to another, ensuring they’re fit for purpose for all weathers, occasions and styles, and allows people to have a smaller wardrobe while allowing them to style clothes differently every day.

RE-FORM is also beneficial for travelling, holidays and multi seasonal use. By allowing travellers to take one pair of trousers and enabling them to wear them on all occasions allows them to limit their luggage space and buy less, saving the environment. Another USP for RE-FORM is the materials and suppliers chosen, by using 100% organic cotton and 100% recycled polyester textiles, the range can be recycled afterwards creating a circular fashion model.



Image from WGSN (2024)

MODULAR FASHION

WHAT IS MODULAR FASHION? [MAISIE]

Modular fashion is a fresh, upcoming concept which improves garment functionality and combats sustainability issues all in one place. It is known to have detachable and adaptable compartments to transform the clothes into a whole new fit for purpose garment. Modular fashion also allows brands to create a circular business model to save the environment in a cost effective way (Webb, 2022).

HISTORY [EVIE]

Modular design has been around since the 1600s with modular construction of houses. Since then, modularity has evolved into many different avenues like cars, furniture and fashion (Modular Building Institute, n.d.), Modular fashion dates back several decades, first emerging as a mass market concept in the 70s by a woman named Sandra Garratt, who pioneered the concept as an anti-high fashion movement (Hochswender, 1988). Her Units and Multiples line in the 70s and 80s was designed for comfort and adaptability with natural bodily changes (Maguire and Webb, 2022) and were one-size-fits-most jersey pieces that could be adapted in many ways. Since its initial concept, modular fashion has, for many years, been associated with outerwear and functionality, but we are now seeing modular fashion getting a new lease on life, both on the runway and the mass market (Maguire and Webb, 2022).

PURPOSE [ASTRID]

As reported by Rauturier (2024), an estimated 92 million tonnes of waste are created by the fashion industry each year. This is the equivalent of a truck load of discarded garments being burnt or sent to landfill each second (Ellen MacArthur Foundation, 2024). The clothes that are sold, however, are being worn 36% fewer times than they were just 15 years ago. This statistic is especially pronounced in China, where clothing use has decreased by a staggering 70% over the same time frame (Evans, 2023).

In her groundbreaking 2017 report, sustainability expert Sandra Roos argues that continuing to wear garments until they are worn out is the singular, most important way to be eco-friendly (Hill, 2021). Modular fashion, which combats overconsumption while conserving wardrobe versatility, is a best-of-both-worlds innovation if worn as intended (Maguire and Webb, 2022).

SUSTAINABILITY [MAISIE]

Sustainability is an extensive problem the fashion industry contributes to (Bringe 2023). With the growth of conscious consumption in society and the awareness of the impact fast fashion is having, the ideology of people needing hundreds of garments in their wardrobes is vastly decreasing and the concept of reduce, reuse and recycle is growing. It is obvious that a positive change in consumerism would benefit the planet.

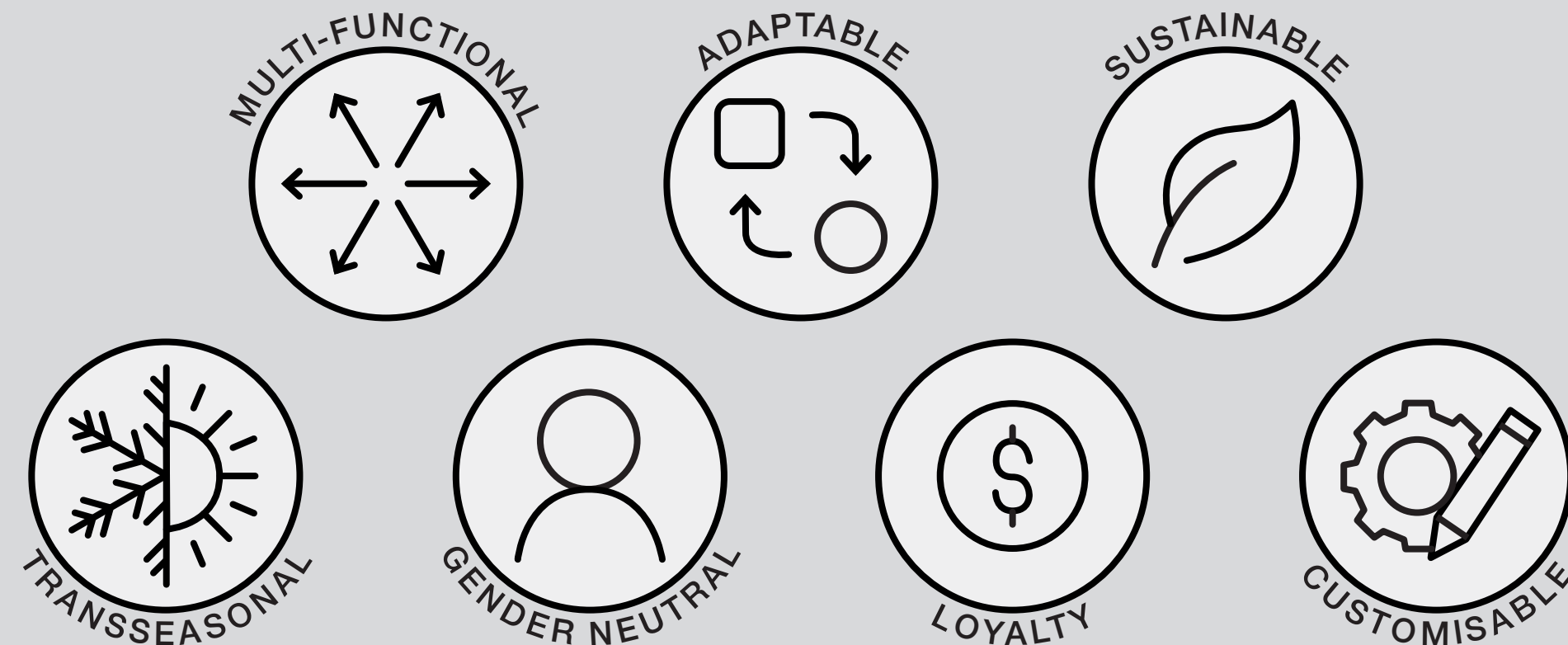


Image from WGSN (2024)

SUSTAINABILITY CONT. [MAISIE]

A McKinsey & Co. (2022) report shows it is currently estimated that each person will generate more than 15kg each of textile waste per year (Hedrich et.al. 2022). This contributes to the 11.3 million tonnes of garment waste sent to land fill per year, 85% of all textiles created (Igini, 2023). Modular fashion can help to reverse the damage done by society by giving the opportunity for consumers to change the way each garment can be worn to create different concepts, styles and outfits. By developing this concept, it extends the life of garments and reduces the amount of clothes necessary in a wardrobe.

OPPORTUNITIES [MAISIE]



MARKET RESEARCH

MACRO FACTORS [ASTRID]

As burnout hits many groups, be it from economic stress, heaps of information and misinformation, climate uncertainty, or others, consumers will be pulled in two directions; back, to the nostalgia and certainty of the past, and forwards, with cautious optimism for the future (Bell and Napoli, 2024). Specifically, these consumers will be looking for truth and transparency, real sustainability, and community, but above all a sense of fulfilment in an ever-changing world.

MODULAR BRANDS [ASTRID]

KONUNDRUM: Konundrum is an outerwear brand founded in 2020. The brand allows consumers to customise their order via their Configurator tool, in which users select elements to include in their garment (eye_C, 2024). This helps reduce waste and incorporates a sustainable made-to-order business mindset.

ORBITGEAR: ORBITGear is a Jakarta-based technical gear retailer which designs garments with functional details and technical design (ORBITGear, 2024). The brand was founded in 2008 in Indonesia, and all products are manufactured in-house in their home country. The brand cites sportswear, military gear, and mountaineering equipment as design and ethos inspiration.

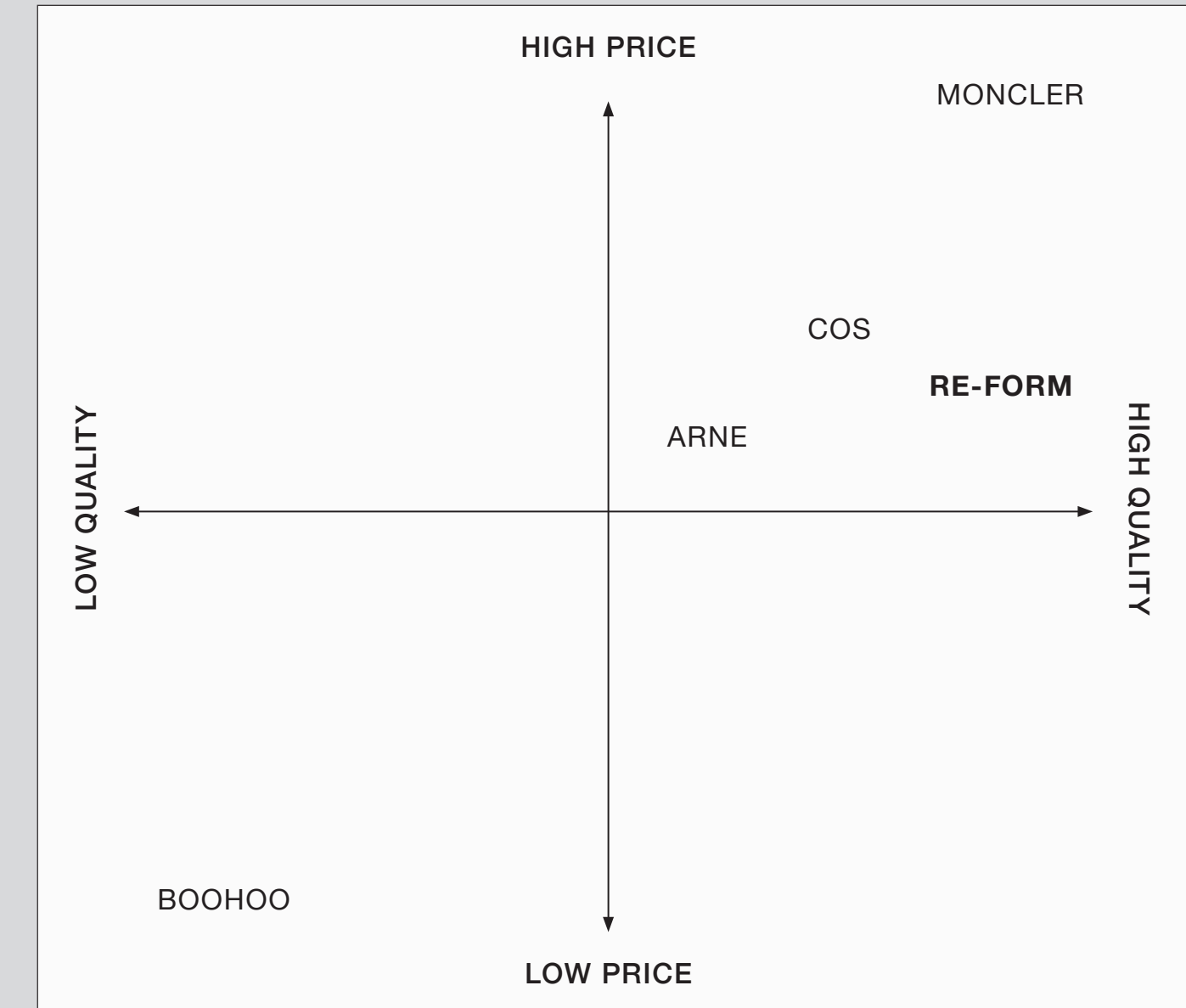
RIOTDIVISION: RIOTDIVISION is a Ukrainian brand founded in Kyiv in 2010. The brand draws inspiration from art, music, sports, culture, and military affairs, and the label strive to be a force for connection (RIOTDIVISION, 2024). In addition, since the invasion in Ukraine, the brand have supported the military and offers discounts to military doctors.

COMPETITORS



Image [Adapted from] WGSN (2024)

COMPETITOR POSITIONING MAP [ALL]



DIRECT COMPETITORS

COS [ASTRID]

While the brand do not currently include modular fashion in their ranges, COS have a similar design style and price point to RE-FORM, indicating competition. Founded in 2007, COS is a part of the H&M group, who have an impressive 1.2% share in the worldwide apparel market (Passport, 2023). The majority of COS menswear is priced between £30 and £100, though the retailer has items ranging from less than £20 to just above £1000 (EDITED, 2024).

COS



ARNE [MAISIE]

Arne Clo was founded in 2018 offering high quality, comfortable minimalistic pieces. (Arne, 2024) They offer a wide range of smart casual clothing targeting consumers ages 20-35. Although they're still a relatively small business they have over 418 thousand followers on Instagram showing this is where they attract and interact with their customers. They're currently offering a range of up to 60 products in Selfridges with the price varying from £25 for T shirts up to coats for £132 (Selfridges, 2024).

ARNE

Image [Adapted from] ARNE (2024)

INDIRECT COMPETITORS

BOOHOO [EVIE]

The Boohoo Group is a global online brand, aiming to be the number one destination for affordable fashion that empowers customers (Boohoo, 2024). Launching menswear in 2013 and subsequently the standalone website BoohooMan in 2016, they cater to 16–24-year-olds shopping for the latest trends (Boohoo Group PLC, 2024). BoohooMan sells over 18,000 products, ranging from £1 to £70, with most products falling in the £0-£20 price range, according to Edited (2024).

boohoo

Image [Adapted from] Moncler (2024)

MONCLER [ASTRID]

Moncler was founded in 1952 in France as a sportswear and outerwear retailer, and in its over 70 years has grown, reaching a revenue of £2.2 billion in 2022 (Moncler Group, 2023). Since Moncler is a premium to luxury brand, most menswear at Moncler is priced in the £275 to £1000 range (EDITED, 2024). Although their prices are higher, the brand have similar styles to RE-FORM, so Moncler can be considered an indirect competitor.



TREND RESEARCH

MACRO TRENDS [ASTRID]

The RE-FORM product offer aligns most closely with the macro trend ‘Future Terrains’ identified by WGSN (2024). In the article, Paget (2024) highlights ‘Modular Future’ as a sub-trend of Future Terrains, emphasising the functionality of the product as consumers seek clothes that will work harder and do more. Although the trend has been steadily growing in performance wear, modularity is becoming increasingly popular in casual daywear (Paget, 2024).

KEY STYLES [EVIE]

As the range is transseasonal, the key styles follow both A/W 24/25 to S/S 25 trends.

The key styles for A/W 24/25 were the gilet and the puffer coat. The gilet is a sustained riser in the UK, set to exceed 20% of outwear ranges for A/W 24/25 (Klar and Yeung, 2023). As it is a season-less style, many consumers will be looking for adaptability, with reversibility and modularity being key elements to add. The puffer coat is a slow riser in the UK (Boaler, 2023). Seen on the Fall 2024 runways from designers like Paul Smith, Neil Barret and J Lindeberg, the puffer coat is a notable style that will be carried on.

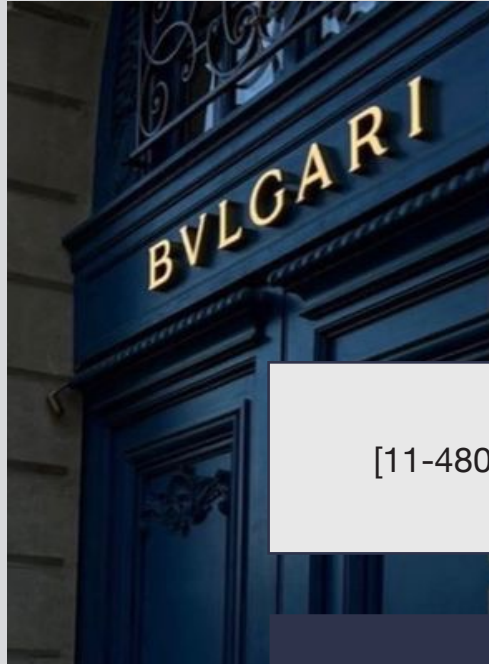
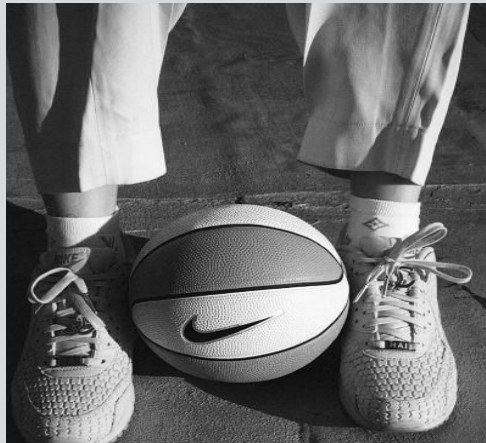
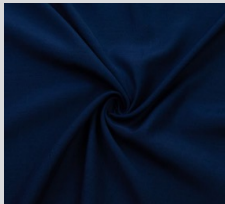
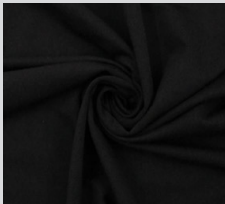
For S/S 25, the utility pocket shirt is a key item (Issac, 2023). Cargo shorts are a sustained riser in the UK and although a sustained decliner for this season, cargo trousers remain an important part of the trouser assortment, and by adding a modular element, this will renew interest for the consumer (Cupido, 2023).

COLOUR RESEARCH

MENSWEAR AW24/25: THE NEW DARKS (McCarthy and Samba, 2024)

 <p>GROUND COFFEE</p>	 <p>MIDNIGHT BLUE</p>	 <p>MIDNIGHT PLUM</p>	 <p>WILD GREEN</p>	 <p>FUTURE DUSK</p>
 <p>BASALT</p>	 <p>CHERRY LACQUER</p>	 <p>BLACK</p>	 <p>DEEP EMERALD</p>	 <p>PLUM BERRY</p>

COLOUR TRENDS [MAISIE]



[11-4800]

[19-3932]



[18-4016]

[19-4203]

CONSUMER PROFILE



Image from WGSN (2024)

DESCRIPTION [EVIE]

As RE-FORM is a premium menswear brand focusing on smart-casual dressing for everyday wear, the customer profile is young professionals between the ages of 20-35. According to Acorn (2024), young professionals renting city flats match the target consumer, with 27% shopping for premium brands, more than double the UK average. 39% are aged between 18-34, with more than a third in the social group C1, earning between £40-100k a year.

RE-FORM consumers will align with the Autonomists profile from the WGSN 2026 Future Consumer Report (2024). They are turning their backs on the principle that ‘buying more will make them happier’ and will be adopters of the bio-industrial revolution, where they are conscious of reducing their negative impact on the planet.

OPPORTUNITIES

FUTURE MARKET OPPORTUNITIES [MAISIE]

Target market for RE-FORM is between high street and luxury. The modular fashion innovation has not yet been adopted by high street fashion brands and has only just started to become known in luxury. From a financial analysis, RE-FORM are in a higher cost bracket to high street as their prices are ranging from £30-£195 due to the high quality materials, the adoption of modular innovation and exclusivity of the brand. However, it is below the cost bracket of luxury. Therefore RE-FORM sits between the two different markets, making the brand accessible to more consumers shopping in both markets.

By using social media and celebrity endorsement to create an awareness for the brand, RE-FORM can pave its own way in the industry and create new opportunities for the brand in different markets. For example, direct competitor ARNE Clo have recently developed a small section in Selfridges department store, opening opportunities into the more luxury target market (LDN-FASHION, 2024). Annually, the brand open up one time exclusive pop up shops in high street stores, providing access for high street shoppers and building awareness. (Greasly, 2023). This could be an opportunity for RE-FORM in the future.



DESIGN & DEVELOPMENT

CAPSULE WARDROBE [MAISIE]

By creating and developing a capsule wardrobe, it creates a good balance between core and fashion products. It widens the target audience and ensures RE-FORM is suitable for all occasions which fits into the theme of modular fashion. It also means the consumers only need to shop at one place for everything, reducing the consumption levels and helping the environment.

MODULARITY [MAISIE]

RE-FORM decided to develop modular fashion products as it isn't a widely known concept and hasn't yet been adapted by all high street fashion brands, meaning the concept still has a luxury and exclusive feel while still being affordable, which is what the RE-FORM brand is aiming for. Another reason for creating modular fashion is the functionality of the product and the suitability for any occasion, any weather and any place. Personally being able to adapt clothes to suit the occasion is beneficial to people wanting to keep clothes from season to season. It is an efficient product because it allows people to take a single pair of trousers away on holidays but to be able to adapt them in to shorts when they arrive creating better space of luggage and saving more money through the products. It is also a sustainably effective product by reducing the consumption of products and helping to save the planet.

SUSTAINABILITY [MAISIE]

RE-FORM is a sustainable brand with the aim to help save the planet while still being able to look fashionable, fit in with trends and be functional. By creating all garments with 100% organic cotton

SUSTAINABILITY CONT. [MAISIE]

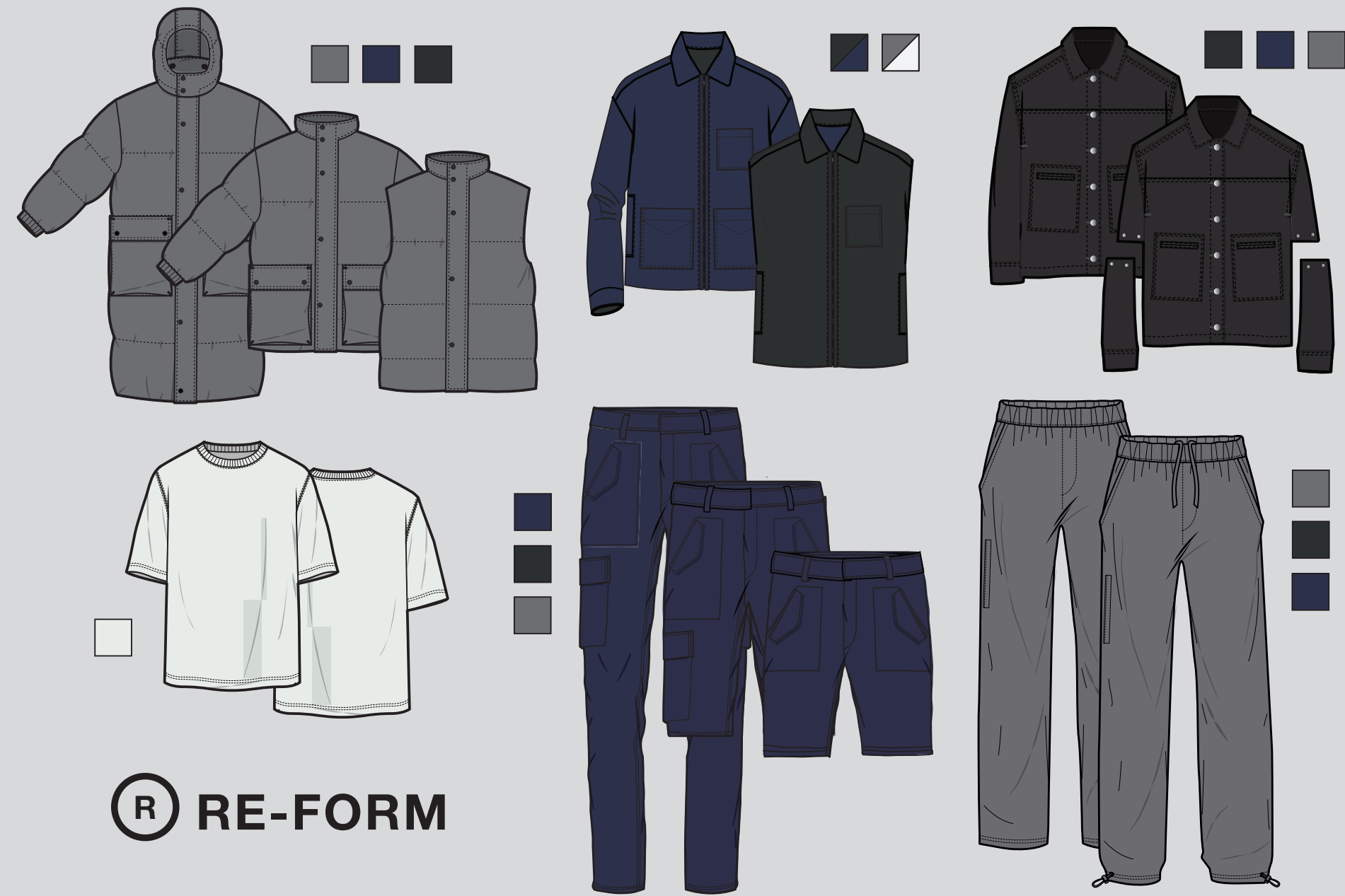
or 100% recycled polyester, the products can be recycled after use and made into something else, creating a circular model for the brand. By using organic cotton this means the cotton is grown without any harmful chemicals, pesticides or fertilisers. This helps reverse and reduce climate change whilst saving and protecting the waters getting poisoned with dyes and chemicals (Why Organic, 2024). RE-FORM’s concept also reduces the amount of clothes needed in a wardrobe to discourage wearing something only once, and instead encourages consumers to adapt what they wear and to pair it with different garments to ensure it gets as much usage as possible before the garment is disposed of and recycled.

DEVELOPMENT [EVIE]

Developing this range for the future, RE-FORM would release quarterly drops where new sleeve, hood and pocket styles with different colours and prints would drop. With the customer having the original capsule wardrobe with the six items, these releases would increase the longevity of each garment with customisable options.

The development for the brand would see an increase in inclusivity by adding an XXS and an XXL option to our size range. Competitor Arne have the XXL option but do not have an XXS. Although sizes M and L are often the most bought (Good Ink, 2023), having these options welcomes more customers. Expanding into modular sportswear will be a future development as the current activewear industry brought in \$340 billion worldwide in 2023 (Smith, 2023).





COSTING

COSTING [EVIE]

All fabrics and components used for the garments in this range have been carefully selected to be sustainable. All garments will be made with organic cotton thread, at £0.01 per metre, which is more ethical and sustainable than normal cotton, reducing pesticides and chemicals used in farming practices (McFarlane, 2019). Normal cotton is often called the ‘dirtiest crop’ with harmful pesticides prolonging the biodegrading process and releasing those chemicals into the ground. That’s why RE-FORM uses 100% organic cotton fabric, ranging from £5.47 to £7.62 per metre. By making the change and using organic cotton, this improves both the environment and lives of the people that farm and wear the cotton.

For the Button Up Shirt, the snap fasteners are made from nickel and are £0.05 and £0.08 each for the two sizes. By using nickel, this increases the longevity of the fasteners as it is resistant to corrosion, hard-wearing and is fully recyclable (Genchi et al., 2020). For the size and garment care labels, RE-FORM will be using organic GOTS-certified cotton labels at £0.07 per label.

PRICING [MAISIE]

All garments will be priced between £30.00 and £175.00, allowing RE-FORM to make a 75% margin. This is meeting expectations by selling for a similar price to competitors. Although Arne, a key competitor’s prices are slightly lower than RE-FORM’s, RE-FORM is considerably higher quality and uses more sustainable materials. However, RE-FORM have slightly lower prices then COS as RE-FORM isn’t as high end as COS, therefore the pricing is in line with competitors while enabling RE-FORM to make a sustainable margin.



COAT [£175.00]
GRAPHITE
BLACK
MIDNIGHT BLUE
100% RECYCLED POLY.
TURKEY



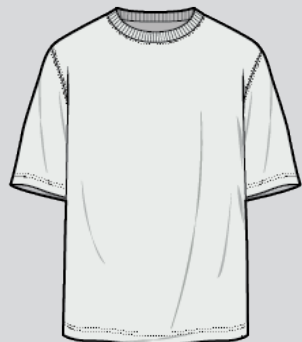
SHIRT [£90.00]
GRAPHITE
BLACK
MIDNIGHT BLUE
100% COTTON
TURKEY



CARGOS [£80.00]
GRAPHITE
BLACK
MIDNIGHT BLUE
100% RECYCLED POLY.
TURKEY



JACKET [£95.00]
BLACK / MIDNIGHT BLUE
GRAPHITE / OPTIC WHITE
100% COTTON
TURKEY



T-SHIRT [£30.00]
OPTIC WHITE
100% COTTON
TURKEY



JOGGERS [£70.00]
GRAPHITE
BLACK
MIDNIGHT BLUE
100% COTTON
TURKEY

SOURCING [MAISIE]

All the garments designed for the capsule wardrobe will be manufactured in Turkey. By sourcing all the garments in the same location, it will be cost effective for the brand as all the garments will be sent over together and will save shipping costs. However, it is important to recognise that that this could cause delays for the brand, as if one garment gets delayed due to political issues, natural disasters or transport delays, it means all garments will be delayed and pushes back a launch which can effect the supply and demand. To overcome this possible issue, RE-FORM will ensure orders are placed early to prevent possible delays.

RE-FORM has chosen to manufacture products from Turkey because they have a high score rating for production quality, efficiency, lead time, reliability and ability to create basic products (Global Data, 2024). They are also rated high on their ability to source new materials which is important when it comes to creating a new brand and they are also flexible in order quantities which is also important to get a feel for how people react to the brand to determine how many to order.

Although Turkey are rated low for their sustainability which is against all of RE-FORM’s brand values, due to using sustainable material such as organic cotton it means garments can be fully recycled after use and doesn’t affect the planet as normal cotton would. Therefore, this is the most effective way for RE-FORM to manufacture products while being as sustainable as possible (Global Data, 2024).

TURKEY SOURCING SCORECARD



RATIONALE

The overall style was selected for its versatility and essential nature to a capsule range. The puffer-style coat features a removable hood and sleeves as well as detachable pockets. The coat can also be worn as a full-length garment or shortened to just below the hips, both with or without sleeves and pockets. The style comes in the range’s three core colours: midnight blue, graphite, and black, which were selected considering trend research, competitor re-search, and brand identity. The coat will be constructed of 100% recycled nylon in order to increase the range’s sustainability credentials and ensure that the garment can be recycled after use. The coat will be manufactured in Turkey and retail for £175.00, which is similar to competitors whist offering consumers significantly better value for money.

JACKET [ASTRID]

The smart-casual style jacket was developed with both the capsule wardrobe essentials and the target consumer in mind. The style is meant to be versatile: lightweight but warm, able to be worn to work as well as less formal settings, fitting the target consumer’s needs. The jacket is reversible and features removable pockets and sleeves, which transforms the jacket into a gilet style, one of the trending styles predicted for the upcoming seasons. The jacket comes in a black/midnight blue colourway and a graphite/optic white option. The style will be made from a heavyweight natural, organic cotton fabric. Like the rest of the range, the style will be manufactured in Turkey. The jacket will retail for £95.00.

COAT [ASTRID]



SHIRT [EVIE]

The button-down shirt was developed with day-to-night in mind. The long-sleeved shirt, perfect for work, can be easily turned into a short sleeve with detachable sleeves. With workwear-inspired styles, the utility pocket shirt is set to be a key item throughout A/W 24 and S/S 25 and a staple to add to the range. The versatility and pockets added make this an adaptable piece of clothing, increasing its longevity within the customer’s wardrobe. Coming in the three core colours: midnight blue, graphite and black, the shirt is made from a mediumweight jersey cotton. This allows the garment to be breathable and not too heavy, making it easy to wear for all seasons. The shirt will be manufactured in Turkey and retail for £90. Although at a margin of 70% and not 75%, the materials used to create this product are of high quality that will increase the longevity of this product. The retail price of £90 is slightly higher than other competitors, however, as the button-down shirt can be worn two different ways, it works out more affordable than buying two separate styles.

T-SHIRT [EVIE]

The t-shirt, versatile and simple, connects the whole range, being able to be paired with any item with ease. With a boxier shape, dropped shoulders and lightweight fabric, it can be easily styled and compliment many body types. Coming in just one colour (optic white), it is made from 100% sustainable cotton jersey and manufactured in Turkey. With a cost price of £4.92 and a sell price of £30.00, it is an affordable and long-lasting everyday addition to a RE-FORM customer’s capsule wardrobe while making the brand a healthy margin.

RATIONALE

CARGOS [MAISIE]

The modular cargo pant is a unique style that adapts from a long cargo pant to below the knee short to an above the knee Bermuda style short. This garment is multi-seasonal, fitting in with both spring and fall trend forecasting and prolonging the life of garments season to season and year to year, reducing the amount of textile waste ending up in landfill. It will be available in three different colours: graphite, black and midnight blue, keeping on trend with WGSN colour forecasts of “the darks” and staying on par with competitors. The fabric composition of the cargo pant will be 100% recycled polyester, creating good quality long lasting garments essential for modular fashion adapting from season to season. This also keeps the product sustainable and allows it to be recycled after use, creating a circular model. The garment will be constructed in Turkey because of the country’s ability to source new materials and to work with buyers to develop a good product at the cheapest possible cost. This allows RE-FORM to sell the garment for £80 ensuring RE-FORM reaches their successful margin of 75%.



JOGGERS [MAISIE]

The joggers are an adaptive garment which can be worn in three different ways. They will be created with an elastic draw string at the bottom allowing it to worn as a baggier fit or a slimmer fit depending on what style suites the outfit. It will be available in three different colours: graphite, black and midnight navy, similar to colours the competitors are currently offering. By matching competitors RE-FORM are offering the similar product options to encourage brand loyalty. WGSN trend research also showed the importance of the “dark futures” colours in these seasonal ranges. The joggers will be made out of 100% organic cotton, this will give the joggers a luxurious feel and supply extra comfort compared to other competitors who are offering a cheaper material blend. The 100% organic cotton also ensures that the joggers can be fully recycled after its product life, ensuring the brand is even more sustainable and achieving its responsibilities for the planet. The joggers will be constructed in Turkey, as Turkey have a high rating for production quality, efficiency, lead time and ability to create basic products, matching which works well for joggers (Global Data, 2024). Although the country are rated low for financial stability they have a good rating for flexibility for order quantities, meaning RE-FORM can make full use of open-to-buy strategies and budgets (Global Data, 2024). The joggers will be sold for £70.00, allowing RE-FORM to make a 75% margin, successful profits and hit target goals.

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