

ADHM 271

Line Development Paper

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5.6.16

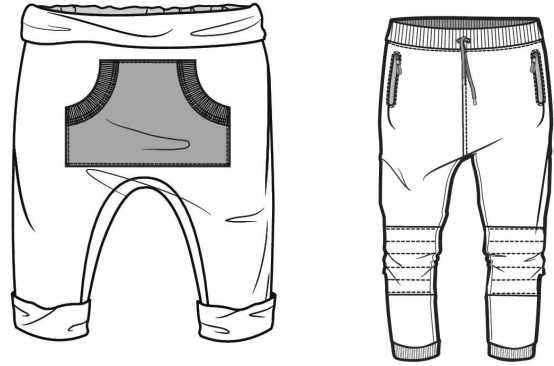
Graphic Guru

Graphic Guru was created to focus on boy toddlers in the spring season. We are excited to share our line development with others. We will discuss; what took place behind the scenes of Graphic Guru, our target customer and how important their viewpoint on our line development is to us, the stores we want our line development to be sold at, the price point of our line development will be sold for, and how we made these certain decisions for our fun line of development.

Our group met up several times to make our clothing line get establish by; looking at inspiration for our line development, deciding the newest trends, totalling up the cost of each item, and making a presentation to promote our line development. When we started to look at the newest trends for boy toddlers we noticed that graphic designs were shown quit often and that the clothing had more of a resemblance of what older boys or young men are also wearing. Our group searched on a few fashion websites that are popular for the trend forecast that they predict over the course of the seasons. Along with fashion websites, we also looked at Pinterest to see if there were any trends that we were missing for the spring season. Our group did not stop there looking for inspiration, we looked at fabric websites to look at what other companies are making for patterns for boy toddlers. As our group searched for inspiration from other sources we

continuously kept in mind that we will only produce garments that we liked and not something that is the most popular item.

We added a fun twist to each garment to give our line development a recognizable brand image. We pulled the outfits that we considered that would best exemplify our line development image. We wanted our image to be fun and

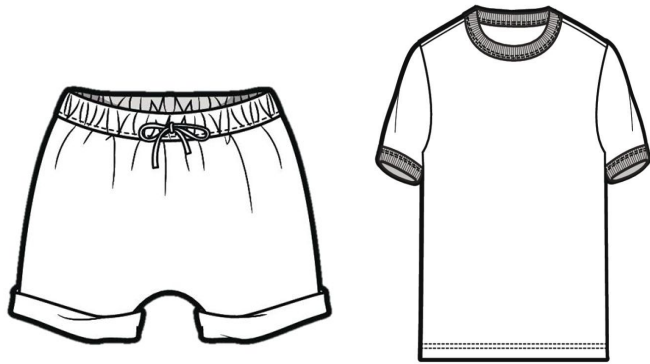


functional for the toddlers. These joggers have that creative twist to them that show our line development image perfectly; with the kangaroo pocket in the front of the first jogger and the panelled detail on the knee section of the second pair of joggers. We totaled up the cost of each garment by researching the fabric and button costs. Along with calculating the total cost for each garment, we decided to find fabrics that were both comfortable and affordable. Toddlers love to run around and play so we wanted their garments to be easy to move in and comfortable, which is why we chose a few cotton/polyester blend knits for some of our main garments and to have cotton t-shirts. We are excited to present our line development to the businesses of Fargo. We know they will enjoy our products just like we do.

Considering that our clothing line is for boy toddlers in the spring season we figured our target customer should be newly mothers, because they will be the ones essentially buying the outfits for their sons. We wanted to, however, focus on a certain description of mothers who will be buying our clothing. We understand that the cost and location of our line development will be

a huge factor for our customer that we are targeting. We realize that we are selling our line development in children's boutiques and the price can range from twenty dollars to forty-five dollars, depending on what you are purchasing. Our group felt that with these price points the customer that we are essentially targeting are full-time working adults. Also, the customer that we are targeting specifically is a more fashionable person who also wants the boy toddlers that they are buying

for are also comfortable in their active, playful life. These are the garments that we think would be good to be able to run around in. You can mix-and-match the



garments freely to make the outfit more convenient for the boy toddler. Our group understands that it's not just mothers doing the clothes shopping, so we have a few customers that we are targeting. We are additionally targeting newly fathers who want their son to be comfortable while he plays. This targeting can also be towards grandparents, aunts, uncles, cousins, and even friends of the boy toddler.

Our main store that we want to sell our line development is in a children's boutique. We chose this because our line development clothing is exceeding quality, which is why the cost price for each garment is more upscale compared to other boy toddler clothing that you might find during the spring season. Boutiques are starting to become more and more trendy as time

goes on so we want to keep up with the trendiness and have our boy toddler graphic clothing sold in a trend-setting environment. At first boutiques mainly sold fashionable women's clothing but the boutique style is starting to grow for both genders and all ages. We hope to sell our line development in more than just one children's boutique across the nation. We understand that we have a brand reputation to uphold for being more of an upscale line development. We are appreciated for the quality of clothing so we don't want to impair our reputation by selling it at any typical store in the public. We also want our line development to be promoted in different children's boutiques as well as parenting fashion blogs, social media, news articles, and everything inbetween.

Our price point will be the typical boutique prices for how unique and comfortable the clothing is that we are selling. We are looking from a price range from twenty dollars to forty-five dollars in the children's boutiques that we are selling our merchandise from. The price range all depends on what merchandise you purchase from the boutique. Large items that have more detail on them will be on the higher price point scale compared to a simple accessory. We understand that toddlers grow quickly, that is why most of our clothing has the knit fabric with a stretch for a little wiggle room when the boy toddler grows. We want to keep our price points reasonable but still accurate to the quality of clothing that we are selling in our line development. Our group constructed this price point also based off the cost it takes to produce a simple garment compared to a more complex garment.



Our garments that have hardware is our button-up collared shirt.

The shirt has graphic design and is used with a cotton/polyester blend of fabric. This shirt is nicer quality to make it a little bit more dressier for perhaps a birthday, a wedding, or for professional pictures. We also use extra fabric in this shirt for the pocket, collar, and cuffs. We also

wanted to include a light sweatshirt with our line development for those chillier days of play for the boy toddler. We still wanted the sweatshirt to be fun with pops of spring inspired colors.



Our group wanted to included soft, durable fabric for the garments for the boy toddlers to wear, which we decided that cotton and cotton/polyester blend would be perfect for a growing child who is very active. Putting this into effect also raised the price of the garments for the fabric is more quantitated, which means the price of each outfit will be higher in price. Along with calculating the price of the fabric, we also calculated the price of the hardware that will be used on our garments. We do not have a lot of hardware used on our line development solely because the garments need to be easy to put on and take off. With the valued fabric and the hardware that is used, it does raise the price of each garment. We are having our line development constructed in Mexico. We did our calculations and found that it is

cheaper to have it produced in Mexico due to the fact that shipping is cheaper. The fabric will also be produced in Mexico, which will also cut the cost for us to produce our line development.

We made these decisions to add a more particular focus on boy toddler clothing for the spring season. We are pleased with the decisions that we have made to our line development. We are contented for how well the group worked together to create an unique boy toddler look for this spring season. We know this is a good fit for the customers that we are targeting because it fits their lifestyle. Means the target customer would have a more upscale lifestyle, we knew that we had to offer our line development in children's boutiques to give it that prosperous shopping experience. Based off the customer that we are targeting and the location of the store that we are selling our merchandise in, it would mean that the price range had to be more expensive for boy toddlers' clothing. We are excited to present our line development to businesses in Fargo to show them what we learned from creating a line of clothing for a specific gender, age group, and season.

Works Cited

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