# Manhattan Collective

# Introduction

- Our sustainability strategy is a rental clothing program.
- Product categories include: women’s business wear, women’s formal dress attire, and women’s jewelry. Our sustainability strategy includes renting apparel to customers for an affordable price, we will thrift all of our inventory.
- Planning to open Spring 2025 in April
- Spring is great for new job opportunities, which means people will be shopping for clothes for their new jobs and internships. Additionally, spring will still give us a reach to the student body at K-State.

# Trend Analysis

# Colors

## Metallic Colors and Finishes

- **Shimmering Pastels**
  - Shimmering pastels will inspire joyful glimmer moments through radiant and ambient effects. Consumers will be drawn to soft and sensory finishes which will evoke a feeling of uplift, lightness, and curiosity.
- **Polished Silver**
  - Metallics that are technical and forward looking will remain relevant. The bright, highly polished silvers will feel familiar yet futuristic. They apply high shine and mirror-like finishes.
- **Black**
  - Dark creativity and dystopian futurism will drive forward black and hematite metallics as new darks.
- **Metallic Gold**
  - Metallic gold will evoke emotion through subtle tarnished finishes and tactile surface textures that offer feelings of comfort and stability
- **Cherry Lacquer**
  - Dark seductive tones capture the desire for self reflection and fulfilment will resonate with consumers reconnecting with self empowerment. This cherry lacquer is a classic metallic which has an element of sophistication.

https://www-wgsn-com.er.lib.k-state.edu/fashion/article/65c11416fe06e6ee703dd8e8#page4

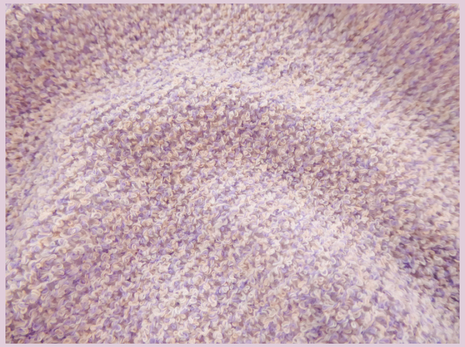
# Embellishments

- Industrial waste
  - prioritize material innovations that transform pre and post-consumer waste into new recycled trim. composites
- Retro Nautical
  - create a retro seaside theme by referencing sunny deckchair stripes and nostalgic, classic nautical motifs.
- Spiritual metals
  - use golden metals and richly decorative cultural designs to evolve last season’s patinated Mysterious Metals story.
- Mixed and Marbled
  - update hardware and soft trims with intriguing swirled movement, inspired by natural stone and marble.
- Natural Intricacy
  - pierced, laser-cut and engraved trims focus on texture over color, using sun-bleached bone and shell-like creams and off whites, resulting in delicate imprints that celebrate the intricacy of nature.

All information found on WGSN

# Fabrications

- Summer splash strips
  - cotton, linen
- Openwork Lace
  - fine hemp and linen
- Modern Mattes
  - Superfine merino wools
- Elevated Classics
  - lyocell or linen blends
- Park Life
  - Sturdy wool blends
- Pretty tweeds
  - organic cotton

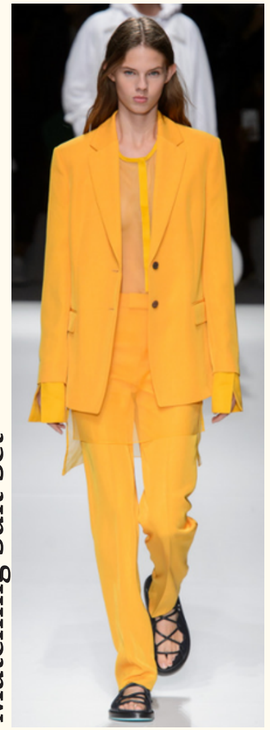


All information found on WGSN

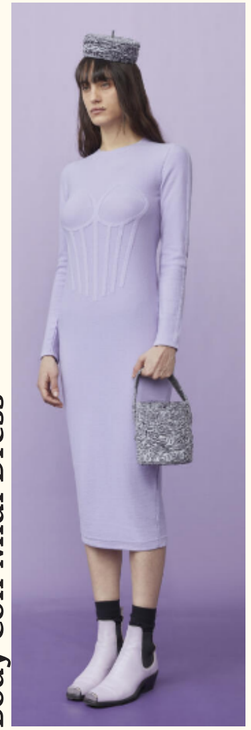
Oversized Blazer

Mini Dress

Matching Suit Set

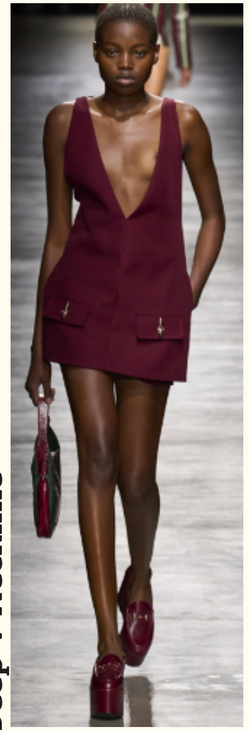


Body Con Midi Dress



Cut Outs

Deep V Neckline



Square Neckline

Modern Suit Styles

# Key Styles

**Dress Pants Of all Shapes**

#Bootcut

#TrackSuit details

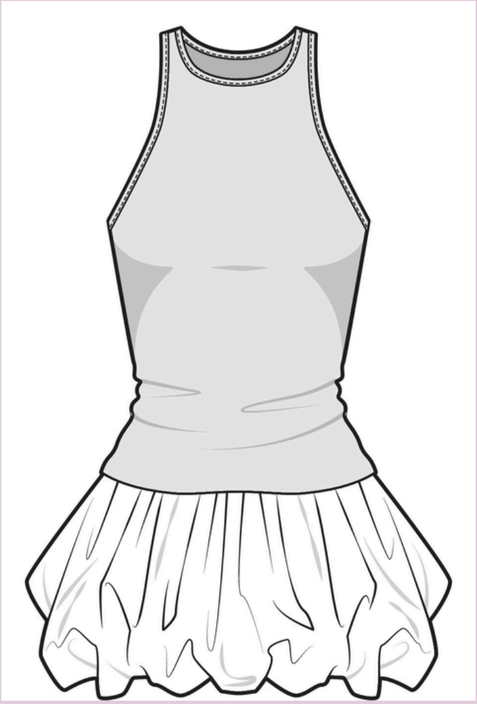
#HeritageChecks

#WideLegTrouser

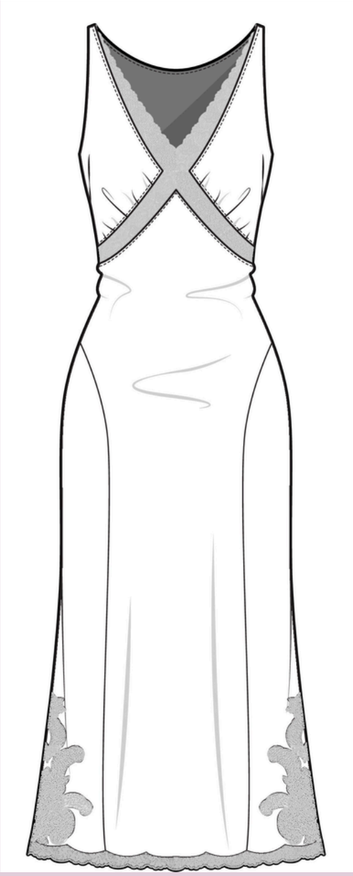
#Pinstripe

- All photos sourced from WGSN

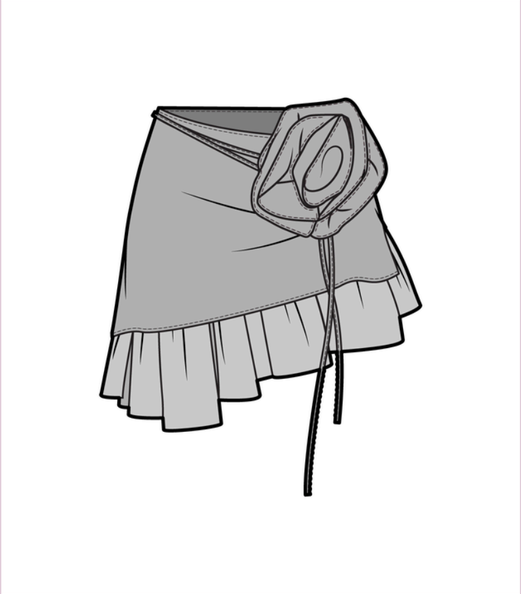
# Silhouettes



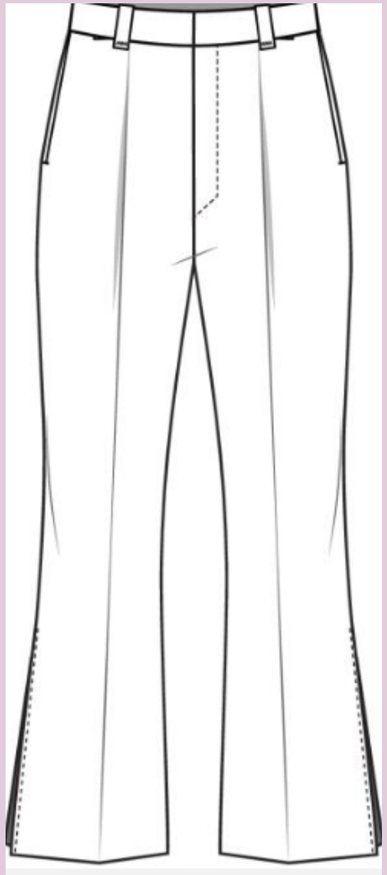
Mini Dresses With Details



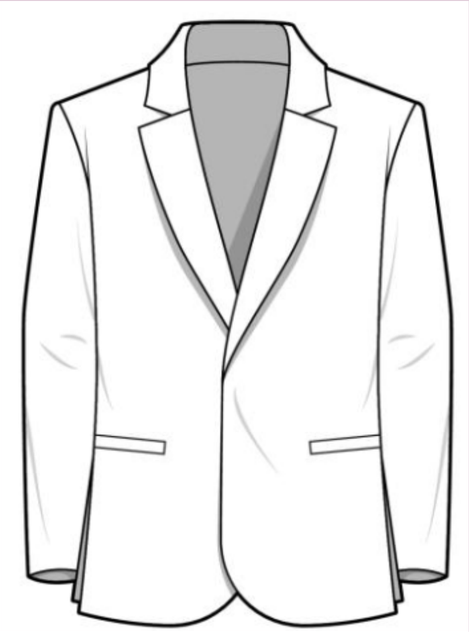
Midi Dresses With Intricate Design



Skirts Of All Shapes and Sizes, Different Styles/ Lengths/ Patterns/ Textures



Dress Pants:
Crop/ Trouser/ Wide Leg/ Straight Leg



Blazers, Cardigans, Toppers From Oversized to Slim Fit

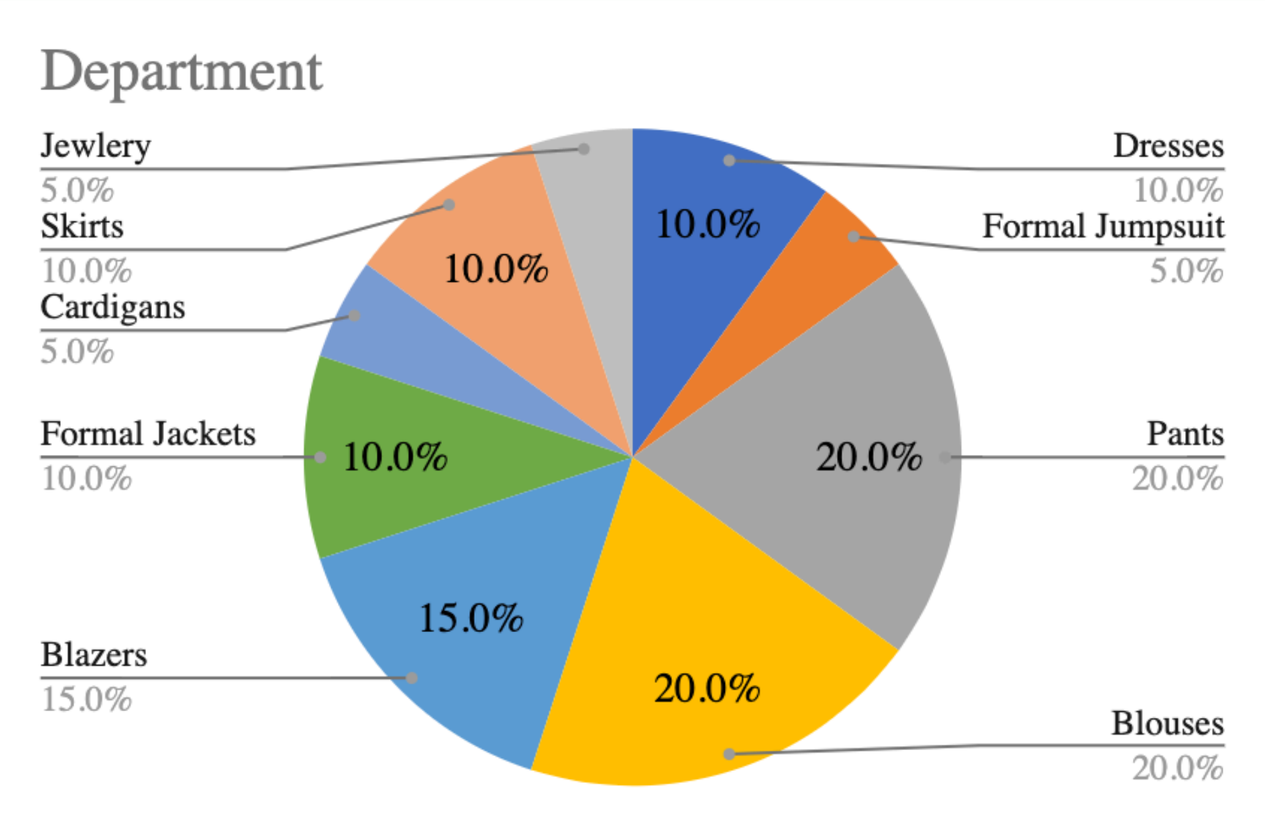
- All photos sourced from WGSN

# Merchandise Assortment Plan

# Main Departments

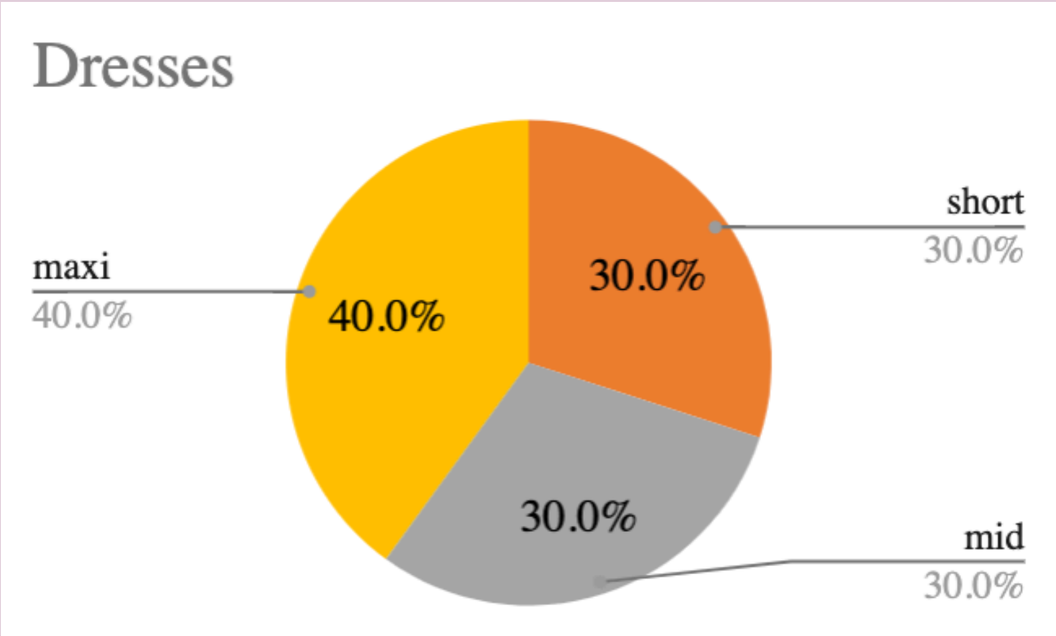
- Main Departments include women’s apparel, women’s jewelry, and women’s formal wear
- All apparel is thrifted or second-hand in some way, apparel will be organized and sectioned by price point and trend within the main department
- 45% of the store is formal dresses, 45% of the store is business wear (15% pants, 10% skirts 25% tops and toppers), 10% Jewelry and miscellaneous

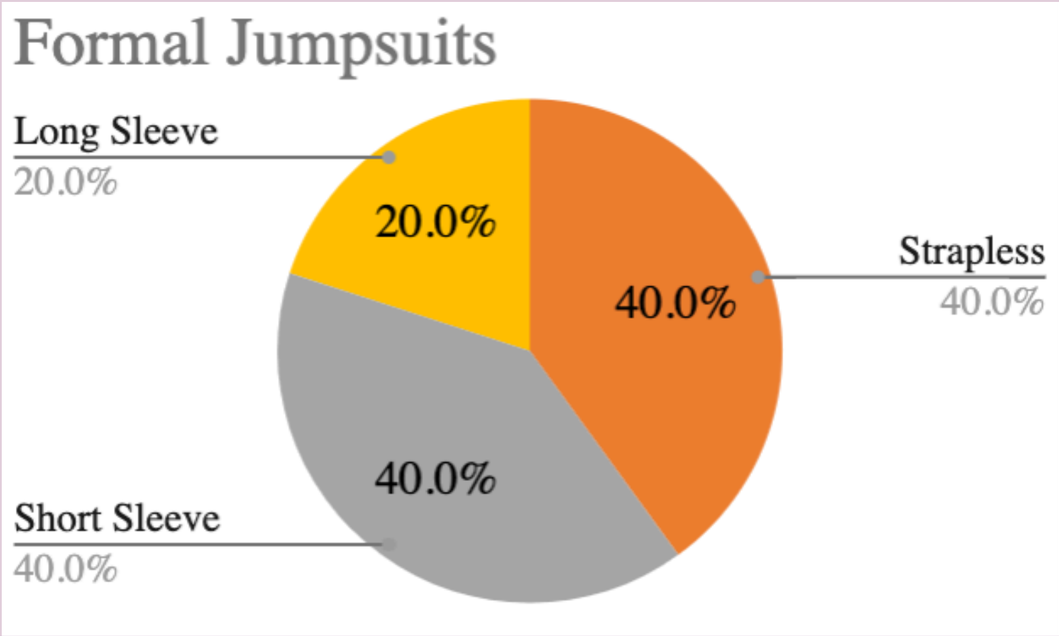
# Main Departments



# Merchandising Assortment Plan

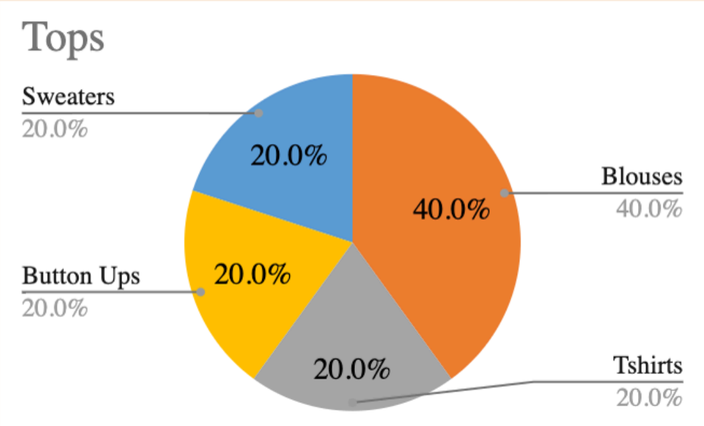
- Women's Formal Wear:
  - Women's formal dresses sizes 0-24  (10%)
  - Women's formal jumpsuits and rompers sizes 0-24  (5%)

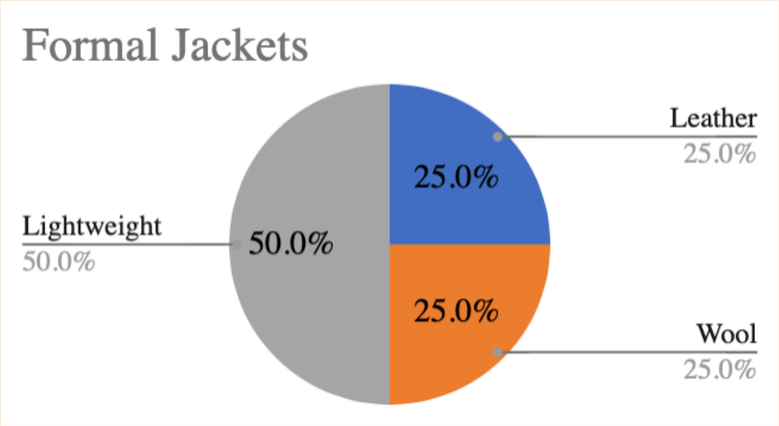


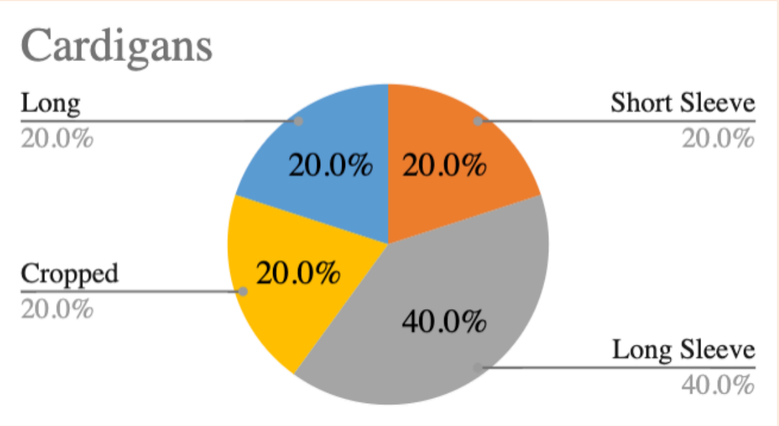



# Merchandising Assortment Plan

- Women's Business Wear:
  - Tops ( 20%) - Blouses, T-shirts, Sweaters, and Button Ups
  - Toppers ( 30%) - Blazers, Cardigans, Formal Jackets

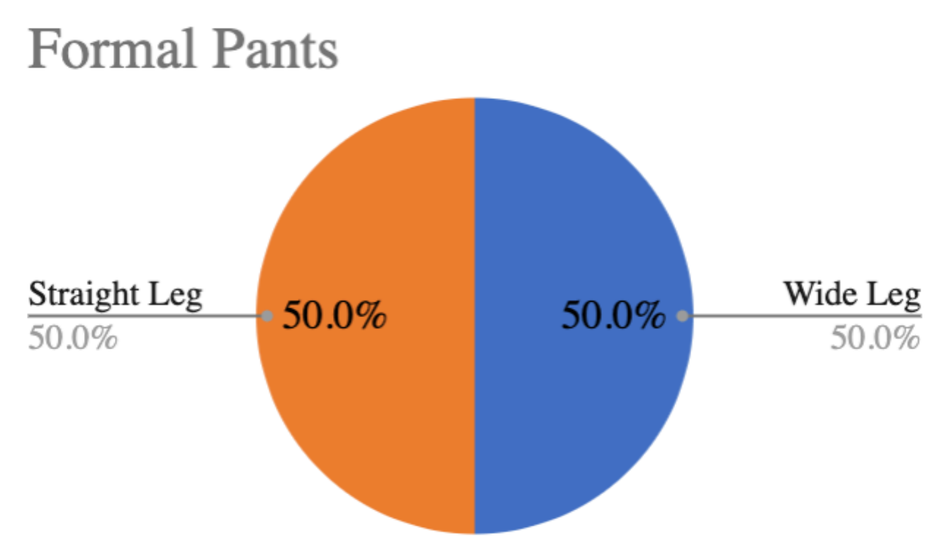


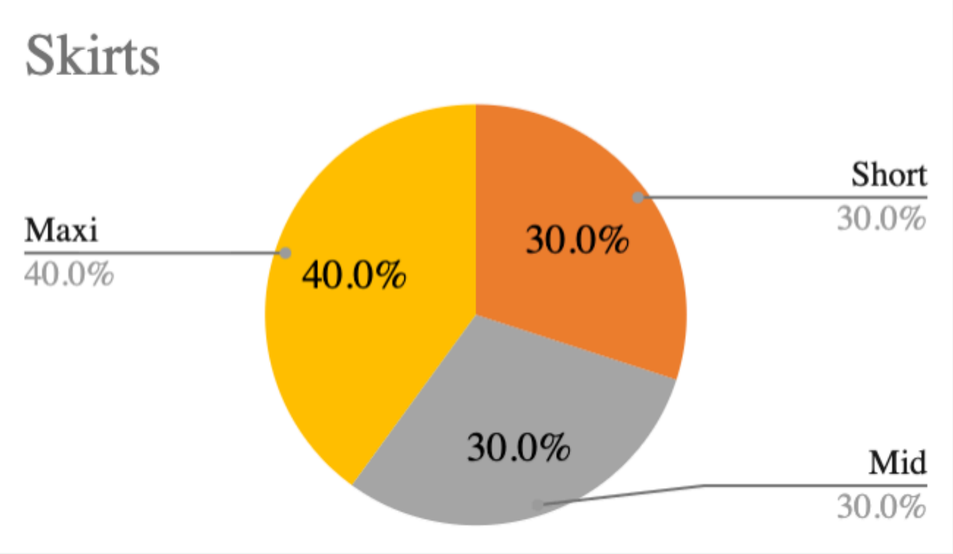



# Merchandising Assortment Plan

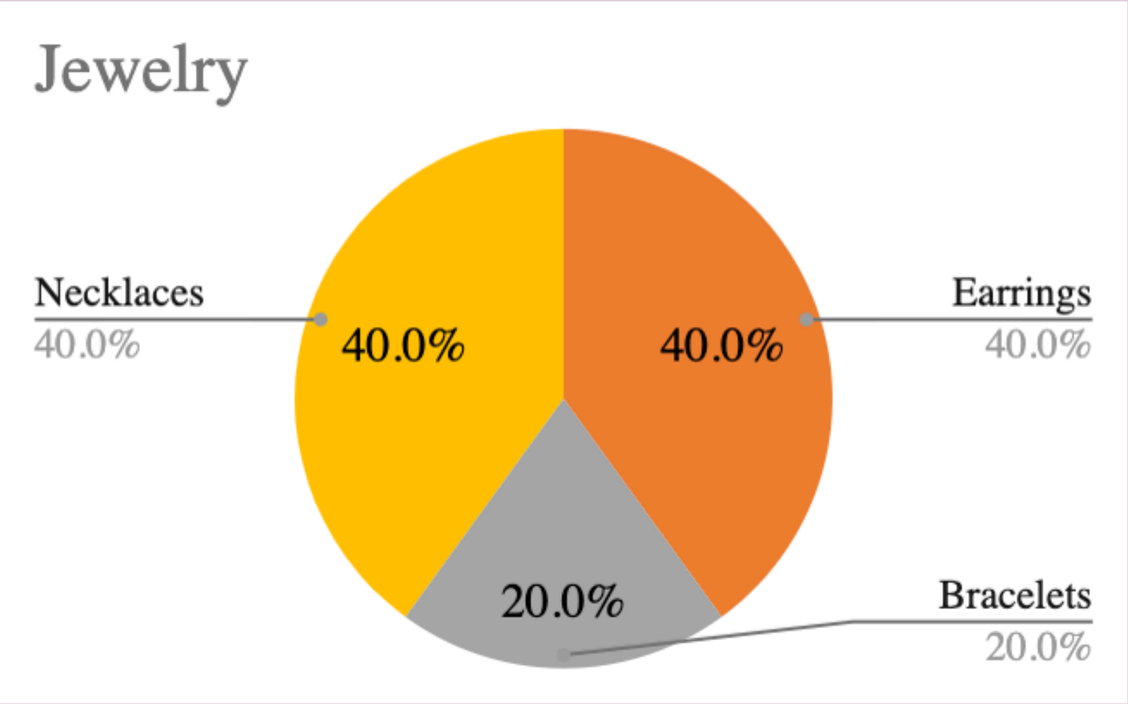
- Women's Business Wear:
  - Dress Pants (20 %) - Styles include: Straight Leg and Wide Leg
  - Skirts (10 %) - Miniature Skirts, Maxi Skirt, Midi Skirt



# Merchandising Assortment Plan

- Jewelry (5%) : Earrings, Bracelets, and Necklaces



- Brands throughout the store will be a wide variety of thrifted apparel
- We are dedicated to thrifting or hand picking each article of apparel, and we are committed to not purchasing or reselling fast fashion garments.
- If we happen to obtain new apparel, we ensure our sourcing practices are ethical and we only support manufacturers with a positive role in society
- Price points: ** all price points based on 2 week rental, to extend the rental the price will be $50 per additional week of rent.
    - Formal Dresses Ranging From: $75 -$150
    - Business wear Pants Ranging From: $25 -$40
    - Dressy Tops and Blouses Ranging From: $20 -$20
    - Toppers and Blazers Ranging From: $30 - $75
    - Skirts Ranging From: $25 - $40
    - Jewelry Ranging From: $15 - $30

# Sourcing

# Sourcing Analysis

Manhattan Collective will be sourced by a second hand wholesaler to supply the store to start out the business. Poshmark, Depop, and eBay is the online business we are purchasing from. Our store will reach out to the reseller to see if we can do bundles to get the product at a cheaper price. While purchasing online we are also dedicated to thrifting each article of apparel at local thrift stores during our free time. With new apparel obtained, we ensure our sourcing practices are ethical and we only support manufacturers with a positive role in society

Donations will also be sourced from community members with an incentive in return. Each three items a consumer donates, they will receive one free rental piece. After their first purchase they will receive 30% off every rental purchase they make. Each garment will be analyzed by one our employees to ensure the garments taken in are to our store values.

# Sourcing Analysis

As a second-hand retailer, we will source various brands, but are committed to not sourcing or accepting donations of fast fashion brands.

**Brands Accepted:**

Manhattan Collective only accepts brands that prioritize sustainability. They consider brands that show awareness of their carbon footprint and conduct sustainability analyses. Additionally, Manhattan Collective looks for brands that genuinely care about the materials they source and where from, and also the lifecycle of the apparel produced by their company.

**Brands Not Accepted:**

Fast fashion brands will not be accepted.  Brands that will not be accepted include but are not limited to: Shein, Forever 21, H&M, and Target.

# Thanks!