



**EXECUTIVE SUMMARY** 4

**INTRODUCTION** 5

1.

**MARKET INTELLIGENCE** 7

1.1 Market Analysis 8

1.2 Market Share 16

1.3 Macro Factors 18

1.4 Micro Factors 20

1.5 Lifestyle Trends 22

1.6 Marketing Trends 24

1.1 Retail Trends 26

2.

**TARGET MARKET** 29

2.1 Demographic Changes 30

2.2 Spending Priorities 36

2.3 Consumer Profiles 44

2.4 Psychographic Profiles 54

3.

**CONSUMER RESEARCH** 57

3.1 Questionnaire 58

3.2 Interviews 62

3.3 Dubai Street Style 65

4.

**COMPETITIVE LANDSCAPE** 67

4.1 Competitor Position Matrix 68

4.2 Competitor Analysis 72

4.3 Competitor Price Band Matrix 75

5.

**NEW BUSINESS OPPORTUNITY** 77

5.1 Gap in the Market 78

5.2 New Demise 80

5.3 ANSOFF Matrix 82

# 6.

## **BUSINESS MODEL CANVAS**

**84**

# 7.

## **THE MARKETING MIX**

**88**

7.1 Product

7.2 Price

7.3 Promotion

7.4 Place

7.5 People

7.6 Process

7.7 Physical  
Evidence

# 8.

## **SUSTAINABILITY AND ETHICS**

8.1 Sustainability

8.2 Ethics

8.3 Code of  
Conduct

8.4 Sourcing  
Strategy

8.5 Critical Path

# 9.

## **FINANCIAL CONSIDERATIONS**

9.1 Costs 191

9.2 Revenue 192

9.3 Investment 193

# 10.

## **SWOT ANALYSIS**

**194**

**CONCLUSION AND  
DEVELOPMENT** 196

**BIBLIOGRAPHY** 200

# EXECUTIVE SUMMARY

The first section of this report evaluates the current market situation of the UAE menswear market, and the global streetwear segment, whilst also providing an insight into current retail, lifestyle and marketing trends affecting the industry. Consumer behaviour and spending priorities are then examined thoroughly through the use of primary and secondary research, to aid in deciding the target market. Quantitative and qualitative research is used to identify specific consumer insights on how they feel about the current market and possible changes in terms of sustainability.

Consumers identified that the current market in Dubai is controlled by fast-fashion and luxury, although if there were other options for sustainable clothing, this would be preferable. New Demise' mission is to bring this to reality, by bringing the most sustainable and high quality streetwear to Dubai, with a unique aesthetic of combining Middle Eastern and Western cultures. All aspects of the business are expected to be sustainable and ethical, from the factories where the clothing is manufactured to the fabrics that are used. Being transparent with consumers will be key to not only giving consumers insights into the business but also creating a community and a sense of trust between the parties.

Marketing will initially be pursued through social media channels such as, Instagram, this will minimise costs and allow for deeper engagement with consumers. On top of this New Demise will utilise 'Instagram Shops', incorporating it into the omnichannel retailing experience. At the early stages products will be available online, through the website and app, whilst being available at some selected retailer, however later plans will include opening a brick and mortar store.

## INTRODUCTION

This report analyses the current market situations and identifies an effective road map for a new start-up company. Provided throughout the report is primary and secondary research regarding the UAE menswear market, global streetwear and sustainability. This is shown through marketing and retail trends, consumer behaviours, current competition as well as the marketing mix and initial business plans.

Information was gathered through a variety of sources, primarily Mintel, Hypebeast, Highsnobiety, Business of Fashion and McKinsey were used to analyse the state of the current markets and a general overview of the fashion industry. Forbes, Business Insider, CNN and CNBC provided key insights into current macro and micro factors, which are affecting the market. A Hypebeast report, gave a scope into consumer behaviours within the streetwear market, whilst Santander and McKinsey allowed for a deep analysis of general consumer in the UAE. Four Gen-Z consumers in Dubai were interviewed about their spending priorities and general thoughts of the market, which allowed for a psychographic profile to be made. A questionnaire and a further three interviews were then conducted to get more of a broader understanding of typical consumer behaviours, whilst also giving a slight insight to an already successful home grown brand. Key competitors were evaluated and analysed in terms of price, quality and sustainability, in which a market gap was able to be identified.

Although the research was as accurate as possible there were some inevitable limitations. Firstly, with the streetwear market in Dubai still developing there were no figures or statistics based around this, which limited the depth in which the analysis could go. In addition, not all figures were available for the variable costs, meaning that some estimates had to be made.

<b>Student Name:</b> Sam Fowkes
<b>New Business Name:</b> New Demise
<b>Product/Service Overview:</b> Streetwear clothing brand, selling limited collections
<b>Target Consumers/Tribes/Communities:</b> Gen Z tourists and people living in Dubai
<b>Consumer Insight - what primary research feedback do you have to support your new business opportunity?</b> -From my observations, sustainability isn't emphasised as much as it should be throughout Dubai, fast fashion and the luxury market seem to run the fashion industry in Dubai. -However, its noticeable that Dubai is taking small steps on the road to a Sustainable future, with the EXPO 2020 being held in Dubai, lots of innovators and investors are seeing the potential that the city has to offer. -When visiting malls in Dubai, I was able to observe that there were no actual brick and mortar stores for sustainable clothing brands. -Since COVID-19 its clear to see that there are more start-ups being created in the city, and people are beginning to see the gap in the market for a sustainable brand. -87 respondents who have lived in or visited Dubai for my questionnaire so far: -52% (45) of respondents said their go to company is in fast fashion -63 people said that sustainability doesn't affect their purchasing decision -Only 9 people out of the 87 respondents know of any sustainable brands in Dubai, these 9 people all know the same brand. -59% said that they have never bought any sustainable clothing before -Out of the 41% who have purchased sustainable clothing in the past, only 42% (15) purchase sustainable clothing regularly. -Only 18 of the respondents have heard of the term 'textile innovation' -76% said that they would be willing to pay more for clothing made from sustainable materials -81 people (93%) said that the idea of a sustainable streetwear brand in Dubai interests them
<b>Competitor Insight - how will you differentiate? What is your USP?</b> Products Manufactured in Dubai Sustainable products crafted from textiles made from recycled coffee grounds and plastics Partnering with a ride-hailing app 'Careem' as a platform to sell products through Graphic led approach, collaborating with local artists Percentage of profits donated to charities Accepting payment with Bitcoin
<b>Price/Position:</b> A premium price range, this is due to the costs associated with being completely sustainable and importing the textiles that will be used.
<b>Place: where will consumers access service/buy product?</b> Initially products will be available to buy online through our e-commerce website and through the Careem app. Products will also be available through certain department stores throughout the country, such as Harvey Nichols and American Rag CIE.
<b>Sourcing Overview - Supply Chain:</b> Singtex, a Taiwanese-based company sell textiles made from recycled coffee grounds called S.Cafe. There are different forms of the fabrics depending on what style of product is being made.
<b>Ethics &amp; Sustainability - what are you trying to achieve?</b>

Making sure the vision of being sustainable is being kept throughout the entire business process, from the design process to manufacturing, to transporting products. In terms of ethics, we want to make sure that throughout all areas of the brand, everyone we work with is being treated fairly. We will also donate a percentage of profit to certain charities.
<b>Integrated Marketing – what channels will you use &amp; how will you drive engagement?</b> For the initial opening of the brand products will be sold at a pop-up at Sole DXB (an annual street culture event in Dubai), this will allow the company to pick up some momentum and gain exposure. Throughout the years pop-ups in malls will also be opened for certain collections. Instagram will also play a key part in the marketing, as there are many influencers living in Dubai or who travel there for holidays. These influencers have a large voice when it comes to products and recommendations as the UAE is one of the most socially connected countries.
<b>Business Planning - what investment is needed and where will this come from? How will the business make money?</b> Investment for start-ups costs and initial manufacturing will come from private investment
<b>Visual Outcome: What are you going to submit in addition to your Part 3 Report?</b> Trend Inspiration and Product Design Pack Range Plan
<b>Career Planning: How does this support your employability?</b> I'm looking to eventually open my own streetwear label based in Dubai within a few years of graduating. This project will therefore give me an overview of the current market and consumer demands in the city.
<b>Agreed by</b>
<b>Tutor: Mary Carson</b> <span style="float: right;"><b>Date: 22/4/21</b></span>

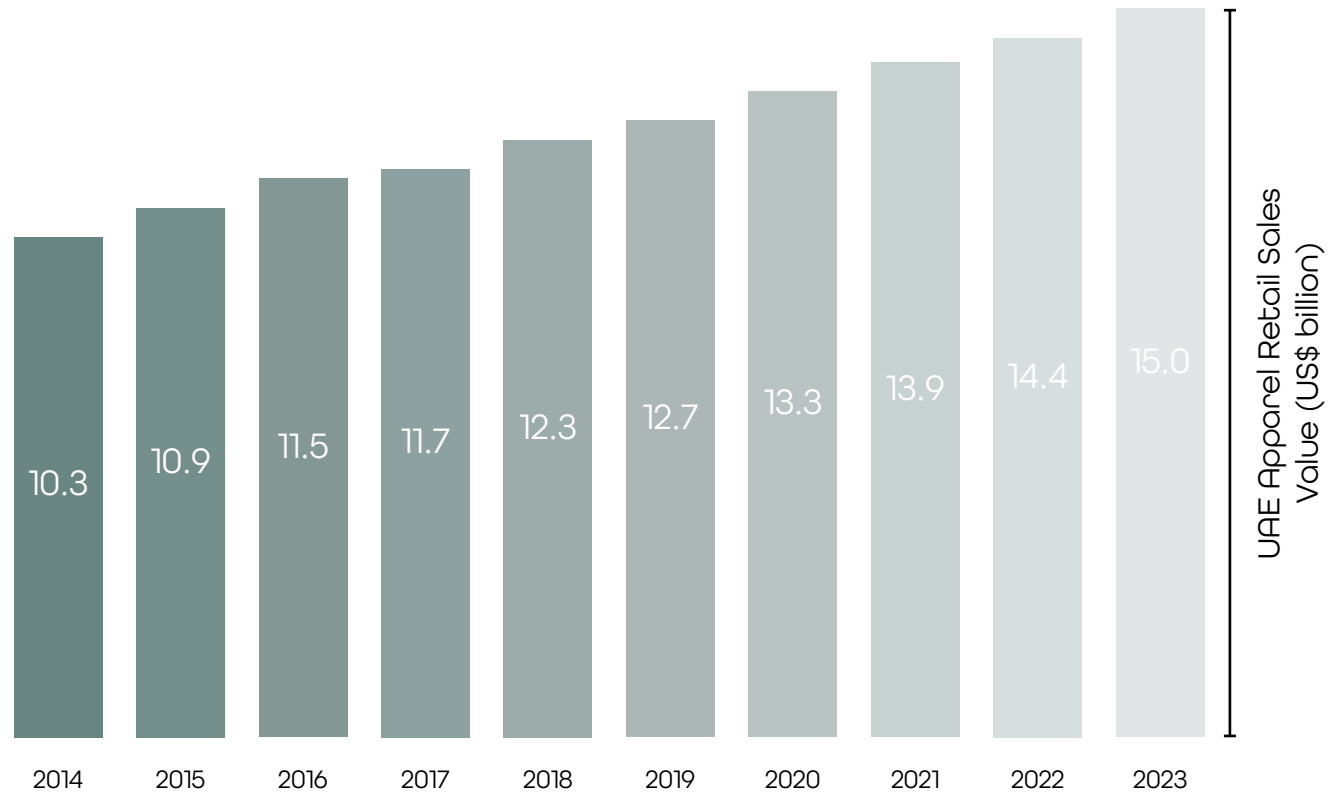
A large, stylized white letter 'I' with a teal shadow, centered on a pink background. The letter has a slightly curved top and bottom.

Market Intelligence

# 1.1

## MARKET ANALYSIS

UAE APPAREL MARKET







“The apparel market in UAE is seeing a steady growth, currently valued at **\$13.9 billion in 2021**, compared to a value of only **\$10.4 billion in 2014.**”

(Dubai Chamber, 2019)



“Menswear has been dominating the UAE apparel segment, claiming **market share of 53% and \$6.2 billion worth of sales in 2018.**”

(Dubai Chamber, 2019)



“Menswear is expected to register a compound annual growth rate (CAGR) of **3.8% between 2019 and 2023 to reach \$7.8 billion in 2023.**”

(Dubai Chamber, 2019)

“The next chapter that we are seeing in contemporary culture, in street culture, is in this part of the world.”



(Business of Fashion, 2020)

## GLOBAL STREETWEAR MARKET

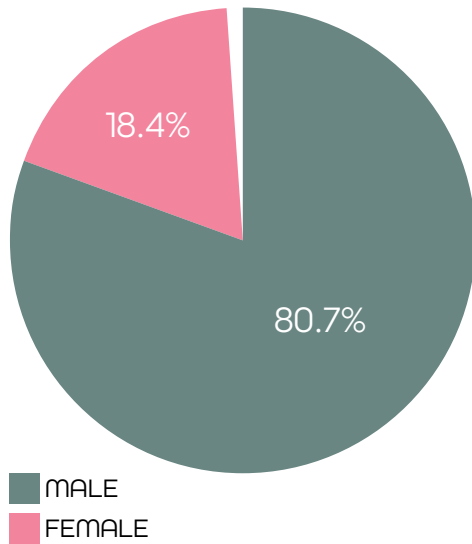


**\$185,000,000,000**

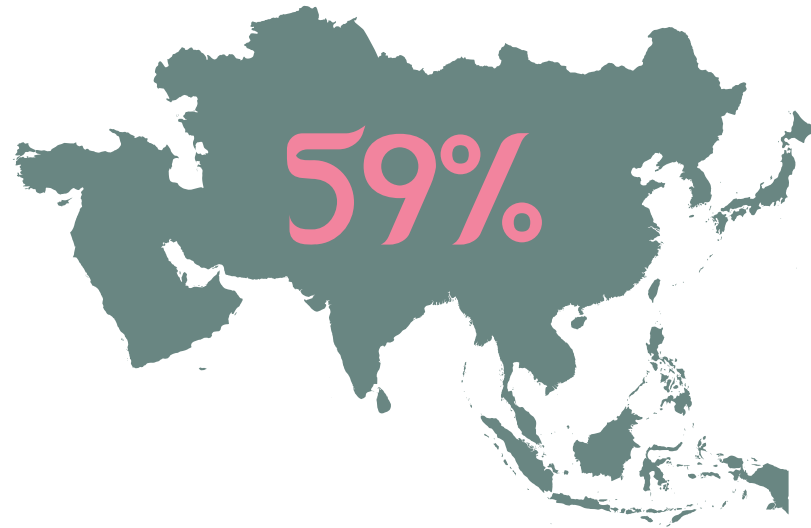
The global streetwear market, estimated to be **\$185 billion in 2019**, making it by some estimates about **10% of the entire global apparel and footwear market**. 76% of industry insiders expected the streetwear market to **grow significantly over the next five years**.

(Hera, 2020)

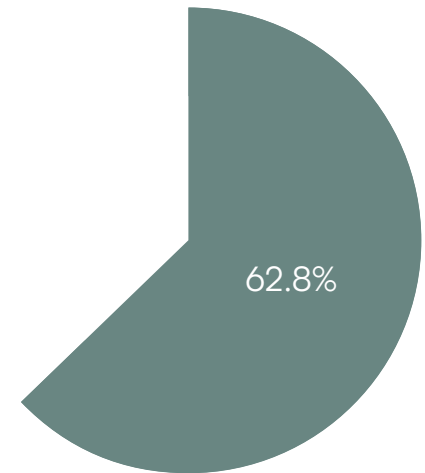
Gender Distribution Amongst Streetwear Consumers



59% of Streetwear Consumers are of Asian Origin



62.8% of Streetwear Consumers are within the Gen Z Category



“Streetwear is not a trend within fashion but rather a component of a larger popular culture shift that spans fashion, art and music.”



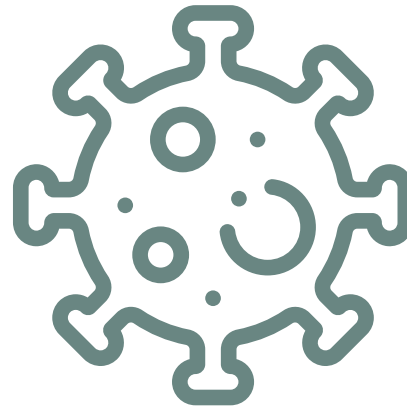
(Hypebeast, 2019)

## EFFECTS OF CORONAVIRUS



“Global Fashion sales are expected to be **down by up to 15% in 2021** compared to the levels in 2019.”

(Business of Fashion, 2020)



“Overall menswear sales have **declined 16% from \$438 billion in 2019 to \$369 billion in 2020** due to the ongoing pandemic.”

(Hypebeast, 2019)



“Around the globe, there is an expected **annual digital growth** of more than **20% between 2020 and 2021.**”

(Business of Fashion, 2020)

SUSTAINABILITY



**“8-10% of global greenhouse gas emissions** comes from the Fashion industry, which is more than aviation.”

(Vox, 2020)



“The fashion industry produces and sells between **80 billion and 150 billion garments a year** globally.”

(Vox, 2020)

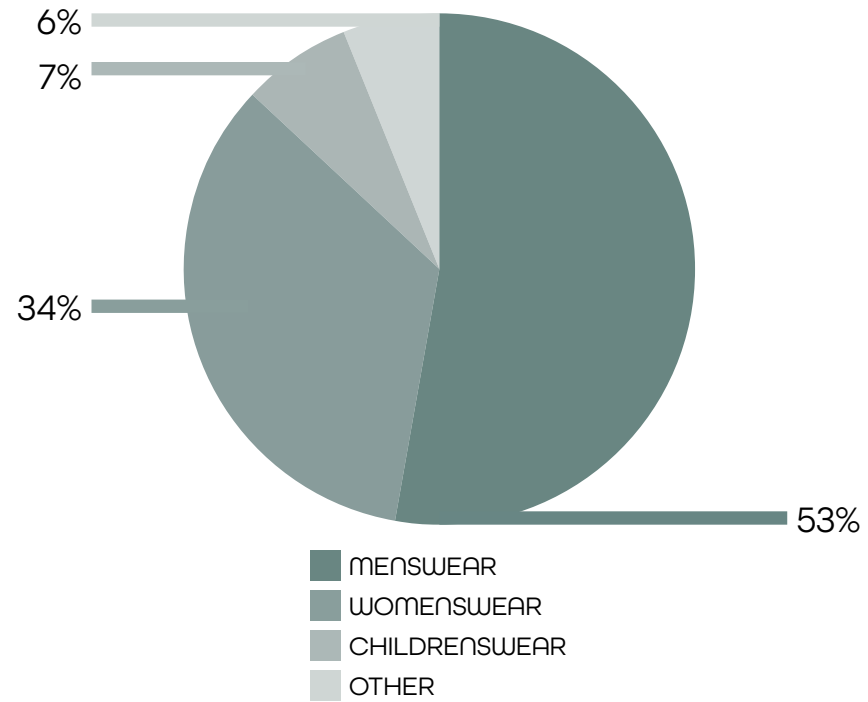


**“Nearly 60% of all clothing produced ends up in incinerators or landfills** within years of being made.”

(Vox, 2020)

# 1.2

## MARKET SHARE





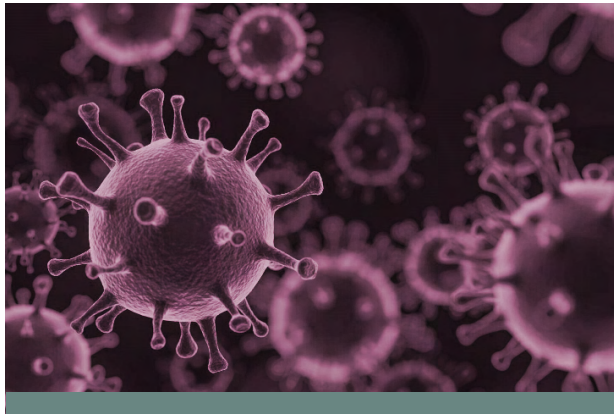
“Menswear is the top-performing segment in the UAE apparel market, taking over half of the market share in 2018. The outlook for UAE apparel sales is expected to improve over the next five years as economic conditions become more favourable, while consumer confidence strengthens. Menswear is expected to reach \$7.8 billion in 2023 as retailers adjust to consumers’ preferences and correct supply within the market. Whilst womenswear is expected to reach \$5.3 billion in the same period.”

(Dubai Chamber, 2019)

# 1.3

## MACRO FACTORS AFFECTING THE MARKET

### HANDLING CORONAVIRUS



Coronavirus has hit the world hard, as life has become much different to what it was before. Governments have had to introduce lockdowns and quarantine laws to try to slow down the pace of the virus. Whilst people are losing jobs or having to work remotely, Online platforms have become more popular as people are forced to stay at home.

(WHO, 2020)

### CRYPTOCURRENCY RISE



Throughout the past year cryptocurrencies have been picking up pace as their values have all risen. The market is expected to grow at a CAGR of 30% between 2019 and 2026 as the value reached \$2 trillion for the first time earlier this year. People are now seeing the benefits of crypto and are investing heavily as they continue to grow.

(CNBC, 2021)

### LESS IS MORE MINDSET



We live in a culture of excess, where advertisements for new products exist everywhere, telling us that we need something, however, times are changing, as people are beginning to realise the environmental impacts. Gen Z are especially conscious about what they buy and if they need it, and so people are more inclined to buy less.

(Medium, 2017)

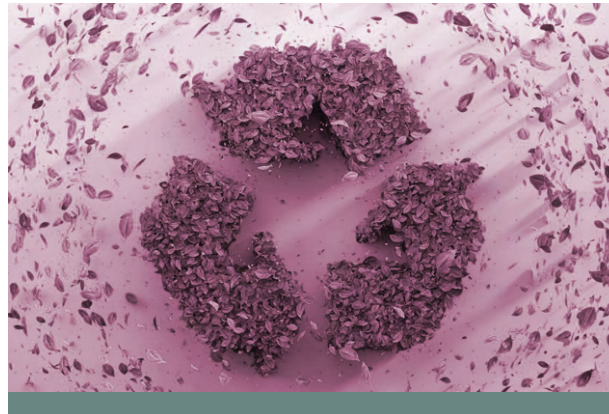
### ARTIFICIAL INTELLIGENCE



As artificial intelligence continues to develop, many opportunities are arising in how this can be implemented into everyday society. In 2017, the Dubai government enrolled the worlds first robotic policeman. Elon Musk is also developing a chip that connects directly to the brain using AI, enabling humanstocontrolcomputers,prosthetic limbs, and other machines using only thoughts.

(Spectrum, 2020)

### MINIMISING WASTE



We're continuing to generate extraordinary amounts of waste each year, its predicted that global waste will grow by 70% as soon as 2070, due to population growth and unsustainable business models. However, lots is being done to tackle this issue, with many countries now promoting recycling, banning single use plastics and other laws being introduced.

(Rajapack, 2019)

### SUSTAINABLE BUSINESS



As people are becoming more aware of the negative impacts associated with unsustainable business practices, it is becoming a necessity for new and upcoming brands to follow a sustainable business model. 62% of executives consider a sustainability strategy necessary to be competitive today, and another 22% think it will be in the future.

(IMD, 2016)

# 1.4

## MICRO FACTORS AFFECTING THE MARKET

### FASHION ON WHEELS



Middle Eastern based ride-hailing app Careem has launched a shops section on its app. This allows companies to sell their products through this service. This ranges from pharmaceuticals, groceries and of course fashion. It allows for quick delivery timings and simplicity when ordering. As of 2017 the app has over 15 million users across 14 countries including UAE.

(Intel, 2020)

### UAE COMMERCIAL COMPANY LAW



In November 2020, the UAE took more steps in enhancing its business infrastructure after announcing amendments to current laws for commercial companies. As per the new law non-Emiratis are now able to fully establish onshore companies whilst maintaining 100% ownership. This aims to attract more foreign investors and entrepreneurs into the country.

(Bayut, 2020)

### PAPERLESS DUBAI



In 2021 the Dubai government will go completely paper-free, meaning 100% of internal processes and customer facing services will be digitized. The initiative will eliminate over 1 billion pieces of paper being used per year, preventing 130,000 trees from being cut down. The money saved will amount to being able to feed 4 million children around the world.

(Smart Dubai, 2020)

### DUBAI MALL EXPANSION



In 2019 Dubai Mall opened its 275,308 sqm Fashion Avenue extension to cater to its 100 million annual visitors. The expansion adds a retail inventory of an additional 190 retail spaces, and has seen the addition of many luxury shops, and streetwear stores. Since the expansion Emaar have reported a 2.5% increase in profit compared to the previous year in 2019.

(WSP, 2019)

### DUBAI EXPO 2020



The Expo 2020, now delayed until October 2021 is expected to heavily contribute to the non-oil based economy of Dubai. It is likely to generate more than \$23 billion. Expected to attract over 25 million visitors, its dubbed as “The Worlds Greatest Show”. A coming together of technology, art, food and creativity, where innovation can be used to tackle some of the world biggest issues.

(McKinsey, 2019)

### DUBAI COMMERCCITY



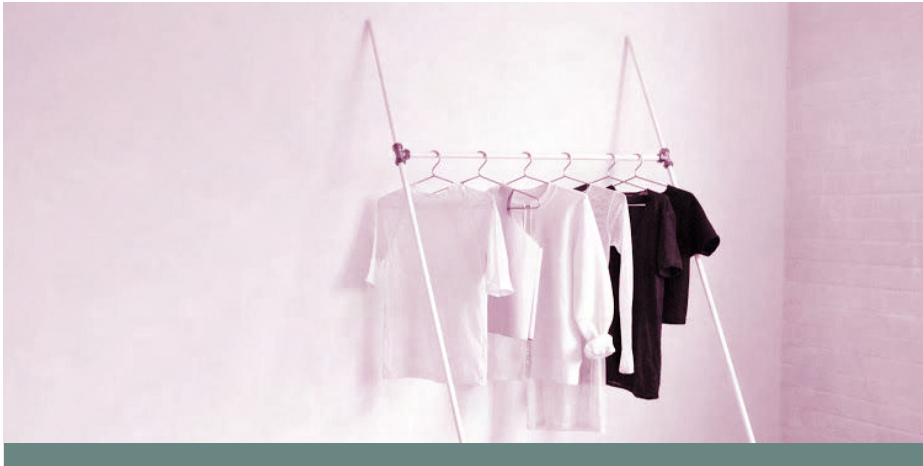
Dubai CommerCity is the first and leading e-commerce free zone in the MENA region. The 2.1 million sqft area prepares to open a new free trade zone for e-commerce companies. The \$870 million development, adjacent to Dubai International Airport aims to boost the success of online platforms as e-commerce continues to grow in the region.

(CNN, 2020)

# 1.5

## LIFESTYLE TRENDS

### NEW MINIMALISM



The mindset of buying less is not a new thing, it has been picking up momentum for some time and the pandemic has only boosted this as people are stuck in their homes and have less expendable income. Millennials are particularly adopting this lifestyle as 78% would rather spend on an experience rather than on stuff, compared to 59% of baby boomers. With people now working from home more than ever, buying key, essential products that are of higher quality is becoming more important.

(Forbes, 2016)

### CONSCIOUS CONSUMERISM



People are becoming more conscious about the purchases they make and the brands they trust, due to the negative impacts of over consumption on the planet. This is making it more important for brands to be transparent and honest with their consumers, as to where their products come from, how they are produced and their ethics involved. 60% of consumers would increase loyalty to a brand with a recycling scheme and 2/3 of people make buying decisions based on the brands position on social or political issues.

(Trendalytics, 2020)

## SOCIAL MEDIA



Social media has transformed our lives and its only becoming bigger as it allows people to connect around the world with other people, and gives them an insight into their favourite companies. Different networks vary with popularity as new ones arise and old ones sink, currently approximately 53.6% of the worlds population use a social media platofrm and the daily average usage is 2 hours 25 minutes. As social media continues to become more important success is being measured by likes.

(Smart Insights, 2021)

## COMFORT LIVING



As we continue life with the ongoing pandemic comfortwear is becoming more important, with people not being able to go out as often. With many non-essential workers now working from home, people are more inclined to focus on buying comfortable clothing that can be worn in Zoom meeting and when just lounging in the house. Luxury loungewear and tracksuits are now more in demand, with sales for these products up by 1303% compared to this time last year.

(Harpers Bazaar, 2020)

# 1.6

## MARKETING TRENDS

### COLLABORATION CULTURE



A short time ago brands only saw other brands as competitors, however, with the rise of collaborations that has changed. Collaborations have become the new norm for companies to gain more exposure, at a cheaper cost, and in a faster way. Most brands are adopting this idea as it allows companies to venture out into other industries and work with competitors. The success of the Louis Vuitton x Supreme collaboration in 2017, kick started luxury brands working on collections with well known names in streetwear.

(Forbes, 2018)

### INFLUENCER MARKETING

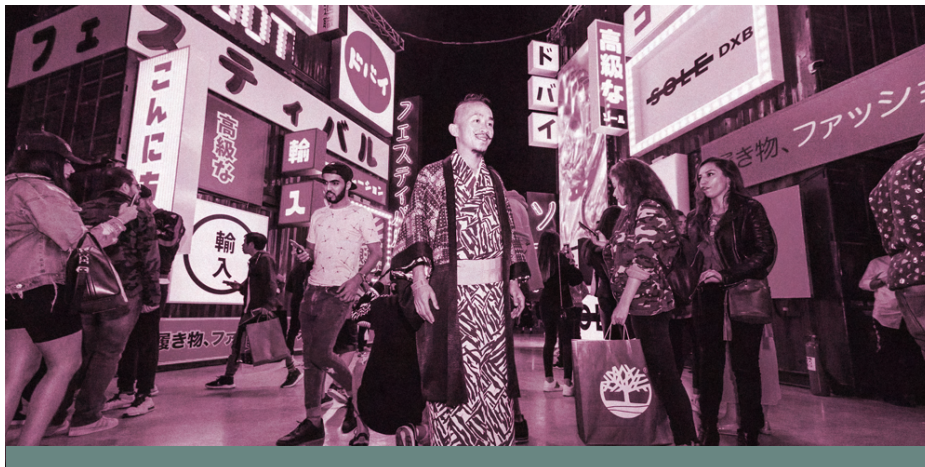


Social media influencers are becoming more apparent in the modern world as they can appear anywhere and can be anyone. Their large followings on the web and social media makes them influential, which is why companies are tapping into them to promote their brand. Although influencers exist on all platforms, Instagram is definitely the biggest with 79% of brands using the platform. The influencer market is on track to be worth \$15 billion by 2022, compared to \$8 billion in 2019.

(Business Insider, 2021)



## PHYSICAL AND VIRTUAL EVENTS



With the impacts that the pandemic has had on the world, physical events have had to be put on hold to control the spread of the virus. Therefore, brands began holding virtual events as a way of connecting with their consumers throughout the pandemic. The global virtual events market size was valued at \$77.98 billion in 2019 and is now expected to grow at a CAGR of 23.2% from 2020 to 2027. However, with restrictions being eased more people will be looking to get out and attend events as well

(Equinix, 2021)

## VIDEO MARKETING



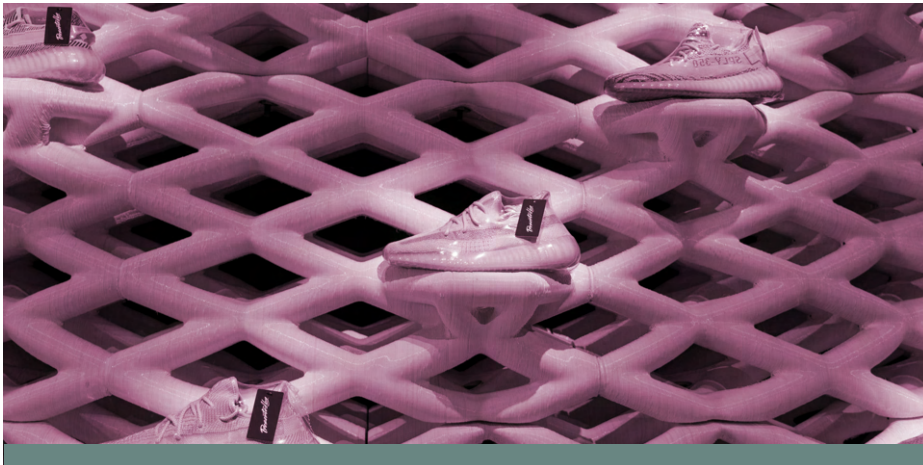
Video marketing is one of the most important marketing trends and will be for the foreseeable future, with 70% of consumers saying they have shared a brand's video and 72% of businesses saying that they improved their conversion rate, it's clear to see why. Videos can present information in a much more appealing way to consumers as it requires much less effort than reading clumps of text. A site with a video is 50x more likely to drive organic search results.

(Single Grain, 2021)

# 1.7

## RETAILING TRENDS

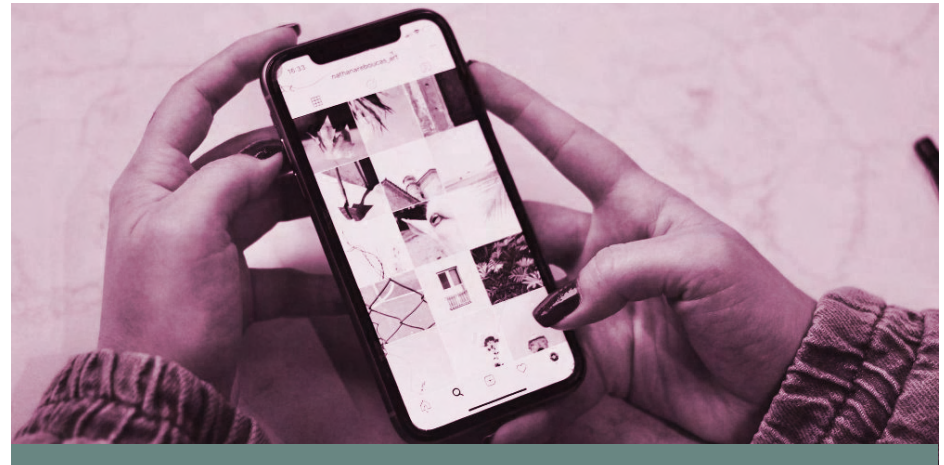
### SUSTAINABLE RETAIL



Sustainability is becoming a priority throughout all industries as we are beginning to realise the negative impacts of unsustainable business practices. Companies are now pushing towards being sustainable through all aspects of business, which includes their retail spaces. This involves using recyclable materials in window displays and using more natural elements in interior design. Having a more sustainable retail space also saves costs for businesses as less energy is being used.

(Visual Retailing, 2018)

### SOCIAL COMMERCE



Retailers are being given much more freedom to direct customers straight to their website through one click. They are now able to connect their e-commerce shops to major social media platforms such as Facebook and Instagram, allowing them to promote their products directly to consumers in a more authentic way. In 2020 social commerce was a \$89.4 billion market and it's projected to grow to \$604.5 billion in the next seven years.

(Lightspeed, 2020)

## POP-UPS



Temporary pop-up stores have been on the rise since the early 2000s and not just in the retail industry, from bars to workspaces. Pop-ups offer a great opportunity for e-commerce retailers to gain exposure in popular shopping areas, whilst also saving lots of money compared to opening a brick and mortar store. The pop-up industry is currently valued at \$50 billion and it is only growing, as consumers love the aspect of exclusivity and shopping in a unique setting.

(IQ Metrix, 2018)

## OMNICHANNEL RETAIL



Omnichannel retailing is the coming together of many different technologies, such as artificial intelligence, robotics, virtual and augmented reality. It gives retailers the chance to bring the convenience of online shopping to their brick and mortar stores, thus giving them the best of both worlds and creating a more enjoyable experience for customers. On average omnichannel customers spend 4% more money in-store and 10% more online.

(Forbes, 2020)

## SUMMARY

From the market analysis its clear that the Fashion industry within the UAE is on the rise, eseppecially menswear. On top of this sustainability is becoming more of a key to them around the country as people are becoming to understand the negative effects the industry has on the environment. Although the pandemic has negatively affected the indsutry its predicted to bounce back, and with more people now shopping online there are many opportunities. The global streetwear market now accounts for approximately 10% of the entire apparel market, and still continues to grow.

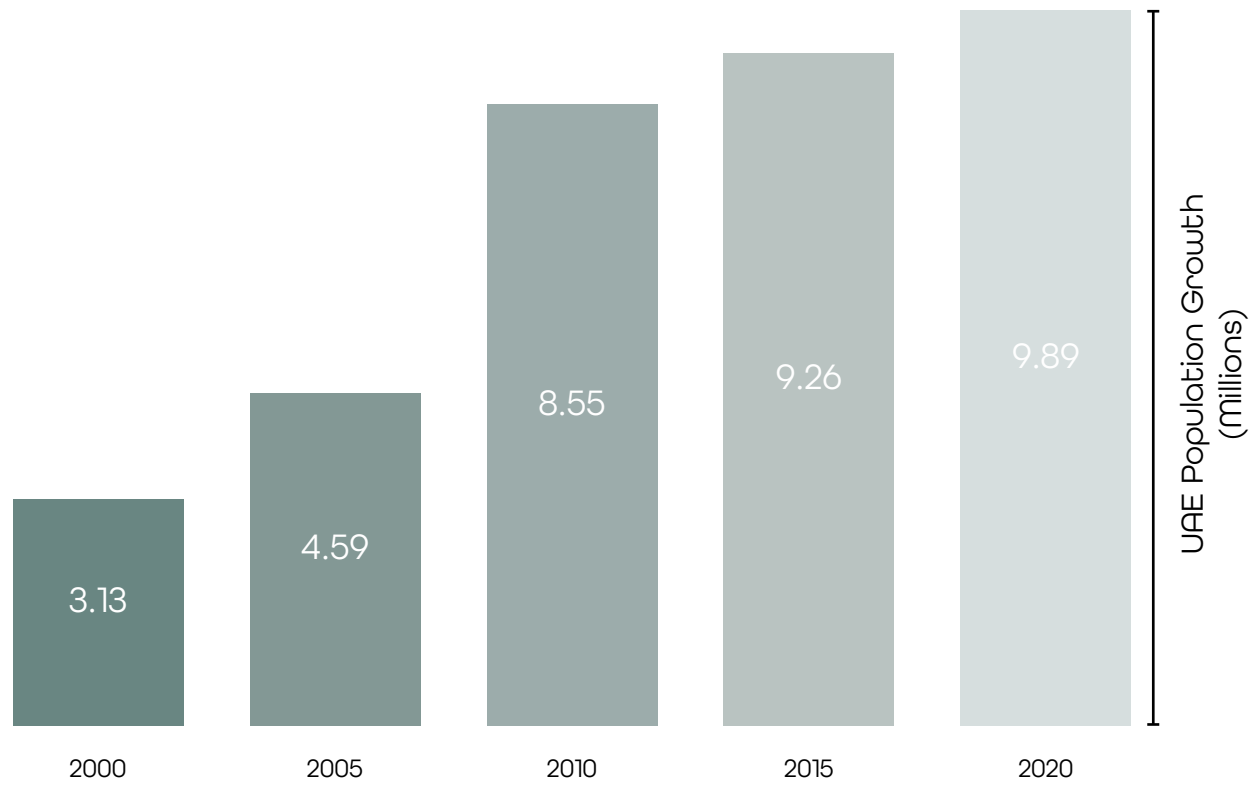
There are many factors affecting the market in both positive and negative ways, including the global push for more sustainable consumption and the effects cryptocurrency is having on the economy. On a more specific level there have been lots of initiatives introduced to the UAE, whilst the Expo 2020 and E-CommerCity are to open soon.



Target Market

# 2.1

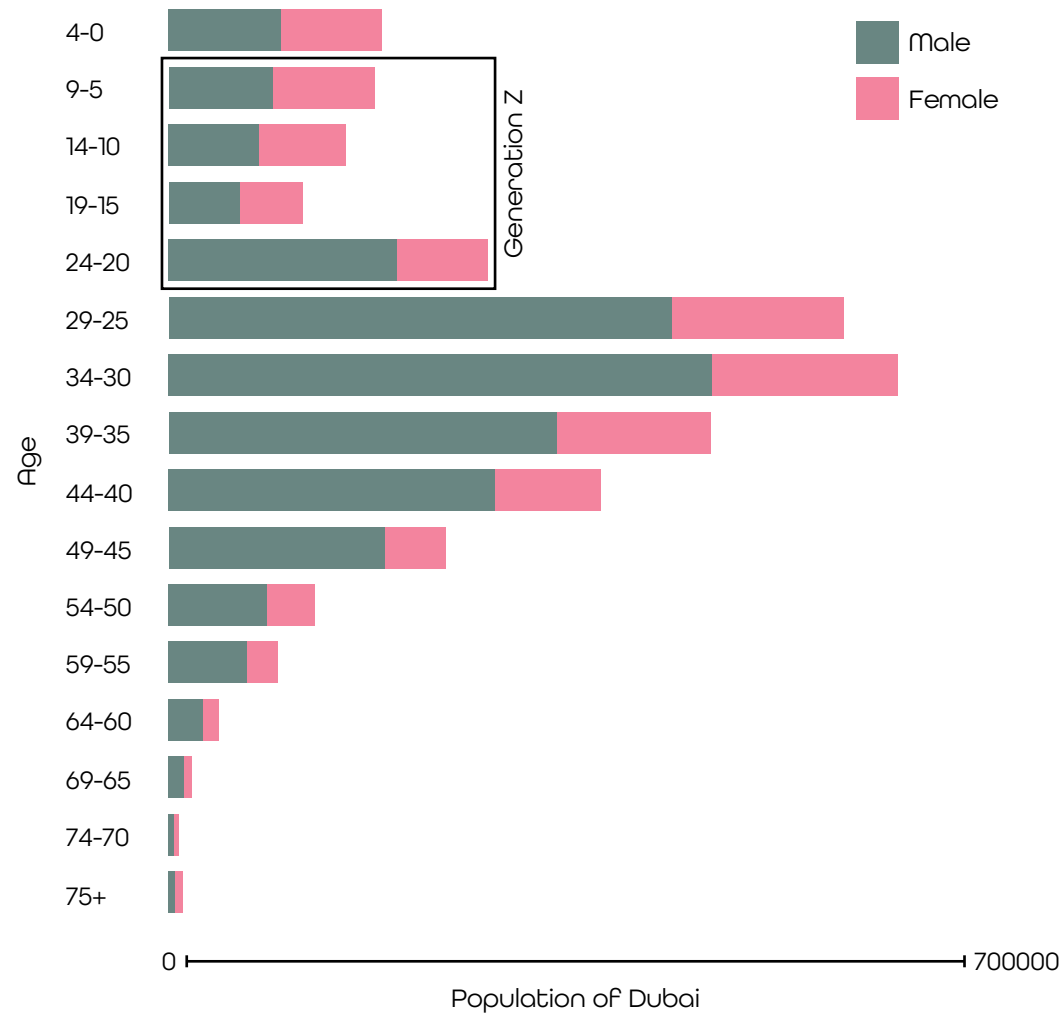
## DEMOGRAPHIC CHANGES



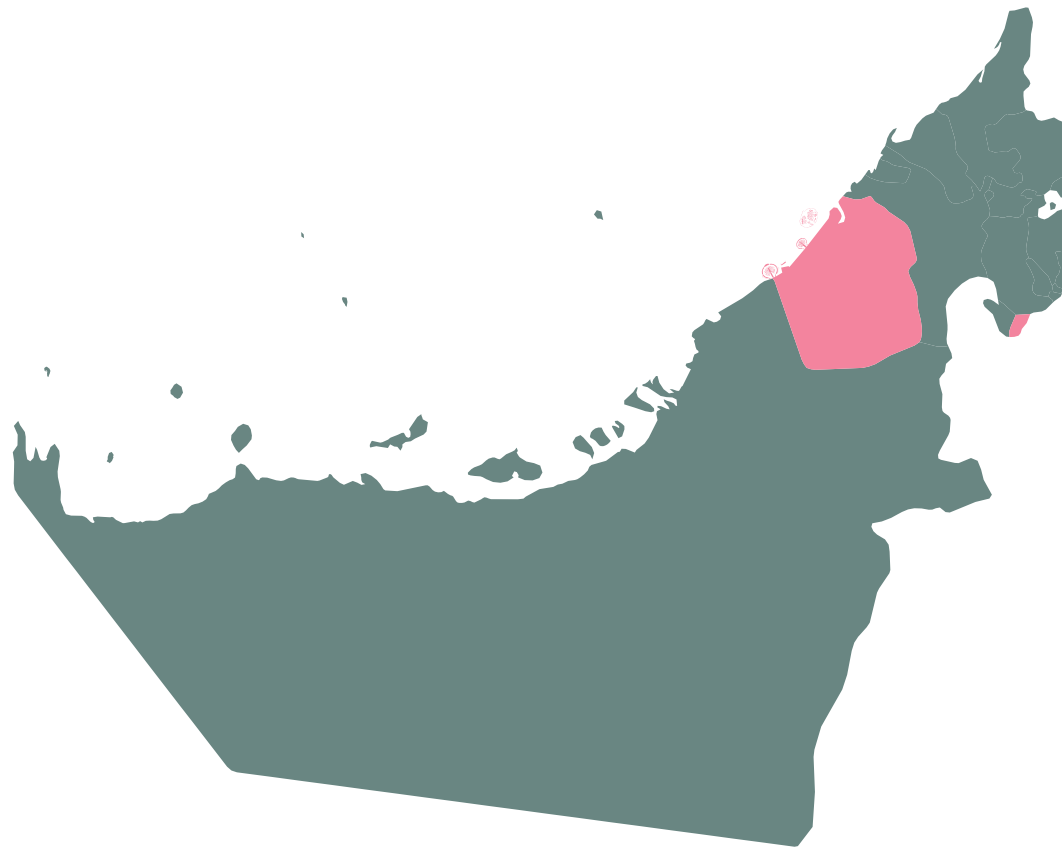


The population of the UAE continues to **steadily grow, as the country continues to develop**. From a population of only **4.59 million people in 2005**, it had managed to **more than double in the space of 10 years**. Currently there are approximately **9.96 million people living in the country**, with more than **200,000 expats migrating from around the world each year**. The country continues to **attract entrepreneurs and investors due to the great lifestyle, zero income tax and the many job opportunities**.

(Worldometer, 2021)







Dubai is the **most populated emirate** in the UAE with a population of approximately **3.5 million people**, with more than **2/3 being male**. **73.86% of Dubai's population are under the age of 40**, whilst **412,740 (approximately 12%) are Gen-Z males**. A median age of **32.6** shows that Dubai has a very young population, **with 86.4% of them living in an urban area**.



**“Only 15% of the UAE population are native residents, whilst 85% are expatriates.”**

(Gulf News, 2019)



**“There are 3.8 million daily Instagram users in the UAE, 63.2% of which are males.”**

(The Media Lab, 2020)



**“70% of Gen-Zers have an influence on their family’s spending in the emirates.”**

(Gulf News, 2019)

“With around 200 nationalities represented in Dubai, how people dress is incredibly varied.”



(Visit Dubai, 2020)

# 2.2

## SPENDING PRIORITIES

### STREETWEAR CONSUMERS

54%

“54% of consumers reported spending \$100-\$500 on streetwear each month.”

(Hypebeast, 2019)

56%

“56% of consumers spend an average of \$100-\$500 per streetwear product that they purchase.”

(Hypebeast, 2019)

81%

“81% say that the most important factor when choosing a brand is the quality/design.”

(Hypebeast, 2019)

“Hoodies and T-shirts are the most desirable products, with 29% of people saying they would most likely purchase hoodies or T-shirts.”



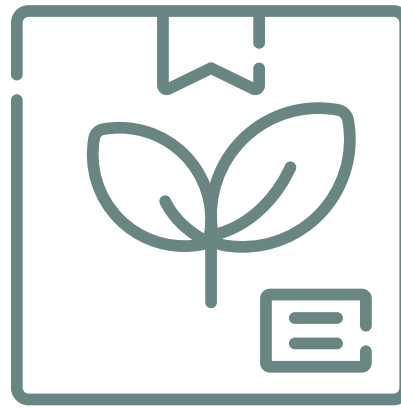
(Hypebeast, 2019)

SUSTAINABILITY



**“88% of people believe that more attention should be paid to reducing pollution in the fashion industry.”**

(McKinsey, 2020)



**“35% of UAE consumers said they are doing more to purchase sustainable/eco-friendly products since the pandemic.”**

(McKinsey, 2020)



**“58% of Gen-Zers are willing to spend more money for goods that are created with their impact in mind.”**

(The Digital Outdoorsman, 2020)

UAE CONSUMERS AND CORONAVIRUS



**“95% of consumers have changed brands, stores or the way they usually shop.”**

(McKinsey, 2020)



**“Up to a 45% net increase in consumers intent to spend online even after COVID.”**

(McKinsey, 2020)



**“35% of consumers are doing more in regards to researching brands and products before buying”**

(McKinsey, 2020)

UAE CONSUMERS



**“65% of customers expect brands to know them personally and treat them individually.”**

(Word Bank, 2019)



**“7.4% of household consumption expenditure is spent on apparel and footwear in the UAE.”**

(Santander, 2020)



**“66% of UAE consumers are purchasing more clothing through online platforms.”**

(Mastercard, 2020)





“UAE consumers have high expectations and are hard to impress. They expect excellent customer experience and personalised service, and when it comes to online shopping, they prefer single-brand websites because buyers believe they provide the best customer service.”

(Santander, 2020)

UAE CONSUMERS AND E-COMMERCE

\$122



“On average UAE consumers spend \$122 per e-commerce transaction.”

(Go Gulf, 2021)



“Its estimated that the UAE’s e-commerce user penetration is around 69%.”

(Go Gulf, 2021)

\$3104



“The average consumer in the UAE spends an estimated \$3104 per year.”

(Go Gulf, 2021)

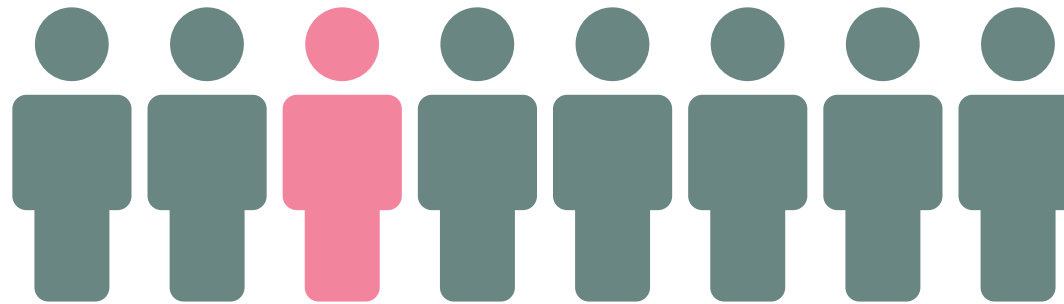
“E-commerce only accounts for 4.2% of the retail sector, although its an upward trend and is estimated to grow 23% by 2022.”



(Santander, 2022)

# 2.3

## CONSUMER PROFILES



“The core of Gen Z is the idea of manifesting individual identity. Consumption therefore becomes a means of self-expression as opposed to buying or wearing brands to fit in with the norms of groups. Led by Gen Z and millennials, consumers across generations are not only eager for more personalized products but are also willing to pay a premium for products that highlight their individuality.”

(McKinsey, 2018)

“Young people have become a potent influence on people of all ages and incomes, as well as how those people consume and relate to brands.”



(McKinsey, 2018)

## Oli Gregory

**Loyal Customer / Impulse Buyer**

**AGE:** 21  
**OCCUPATION:** Project Coordinator  
**LOCATION:** Silicon Oasis, Dubai  
**NATIONALITY:** British

**Minimal style mixed with artist merchandise.**

**Prefers to shop online.**

**Favourite brand is Alyx Stuido.**

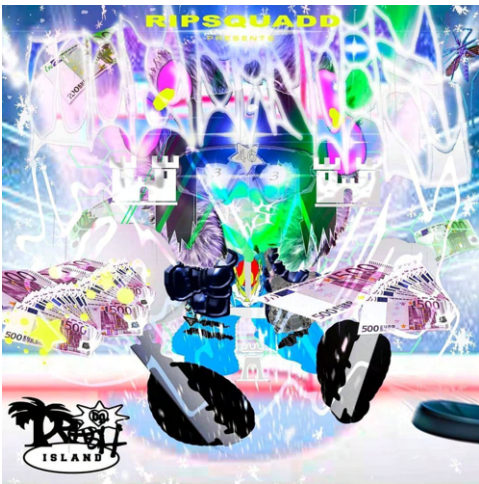
**Music artists influence his style the most.**

**Price and shipping fees are key influences in his purchasing decision.**

**Generally spends around AED 300-500 per month.**



*"I don't necessarily look to purchase sustainable clothes but if it was an option I would definitely prefer it."*



## Nicolas Banvin

**Impulse Buyer / Bargain Hunter**

**AGE:** 20  
**OCCUPATION:** Real Estate Student  
**LOCATION:** The Meadows, Dubai  
**NATIONALITY:** Swiss / Guyanese

**Basic style with graphic tops and colour.**

**Prefers to shop online.**

**Favourite brands are Nike, Brain Dead, Zara and Adidas.**

**Gets influence from Instagram and seeing people on the street.**

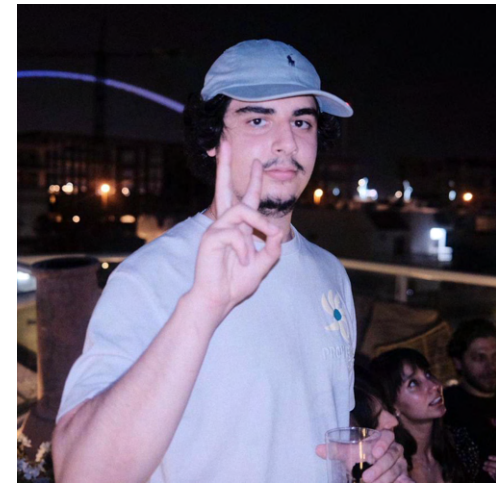
**Price and quality are key.**

**Spends around AED 250-500 per month**





"I don't buy many products, mainly just clothes that go with anything, I'd definitely buy sustainable though."



# Alex Paschalis

## Need Based

**AGE:** 21  
**OCCUPATION:** Psychology Student  
**LOCATION:** Sports City, Dubai  
**NATIONALITY:** British / Cypriot

Mostly essential street style.

Prefers to shop in-store.

Mainly shops at Zara and Adidas.

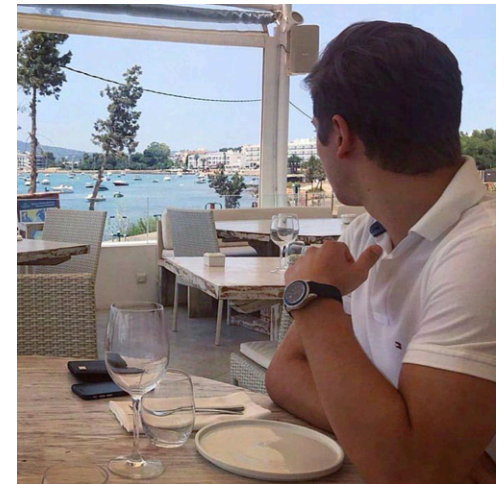
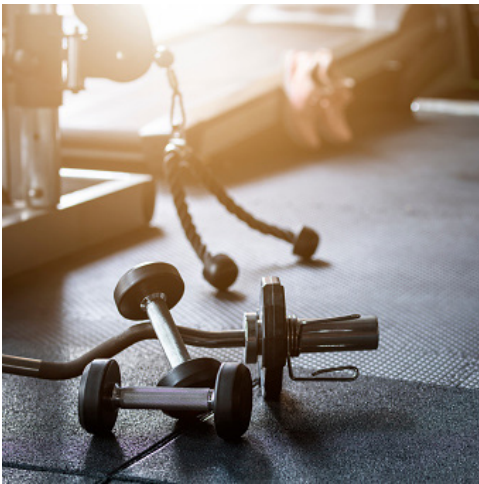
Wears what he likes and gets influence from people he sees.

The fitting and wearability are key factors.

Doesn't frequently spend, just shops when he needs something.



*"I purchase some sustainable pieces from a few shops i find in the city and would buy more if I like them."*



# Omar Elhadidi

## Loyal Customer

**AGE:** 21  
**OCCUPATION:** Architecture Student  
**LOCATION:** Sports City, Dubai  
**NATIONALITY:** Egyptian

**Simple style with minimal graphics and more muted tones.**

**Prefers to shop in-store to ensure fit.**

**Favourite brands are Adidas, Stussy, Heron Preston and Carhartt.**

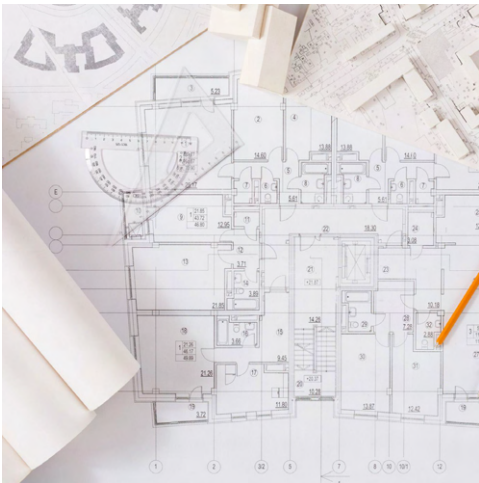
**Influence comes from music artists and favourite designers.**

**Value in relation to prominence of the brand is key.**

**Can spend nothing to AED 1500 per month**

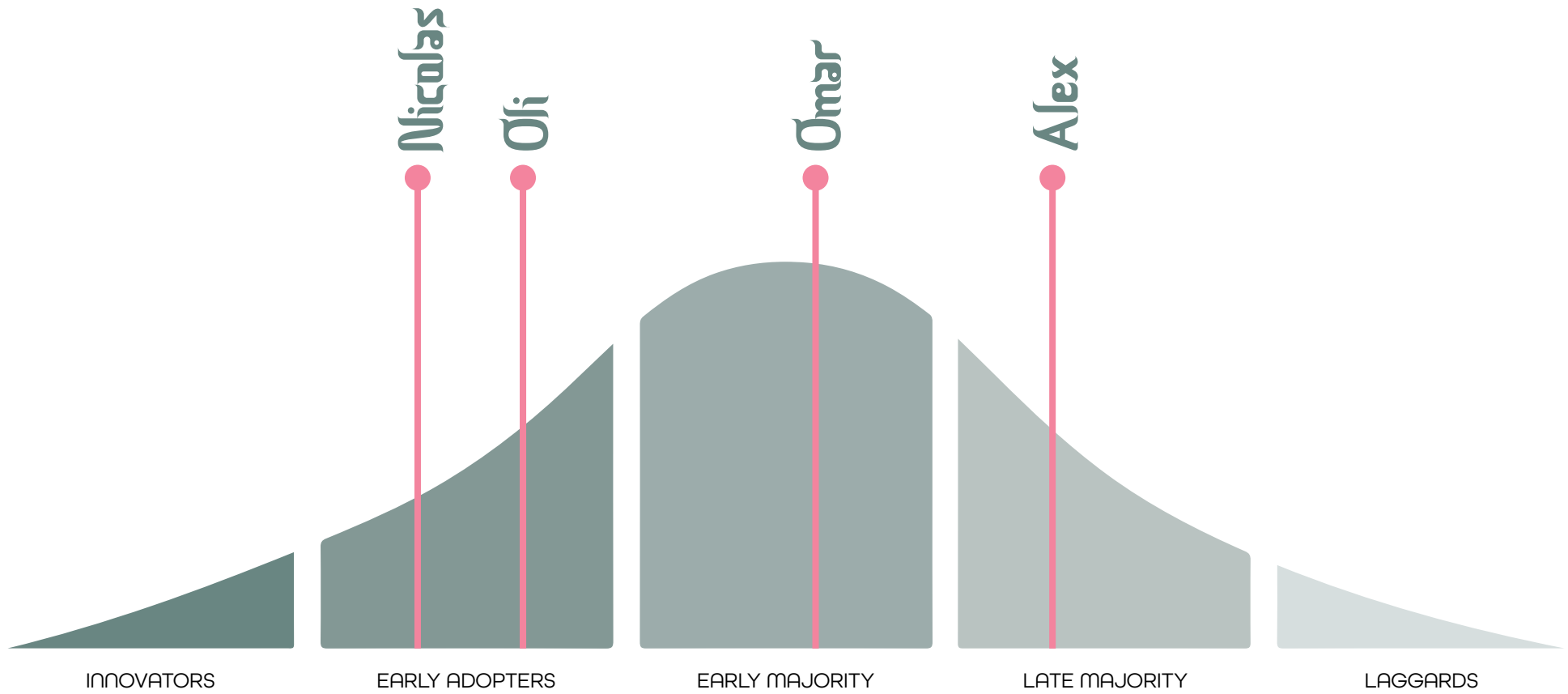


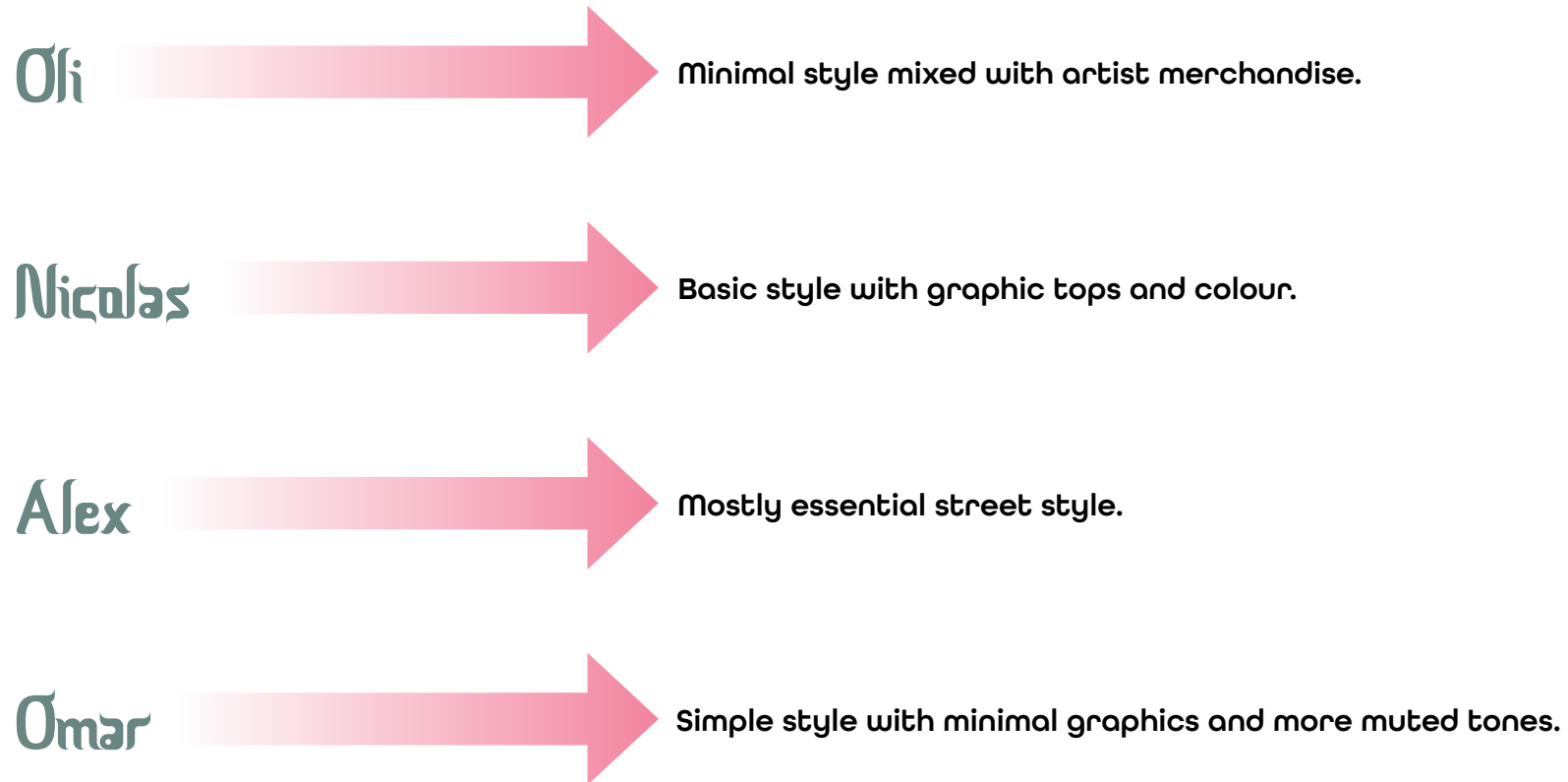
“I don't usually look for sustainable clothes as most of the time the products are more expensive.”



# 2.4

## PSYCHOGRAPHIC PROFILE





## SUMMARY

Looking at the demographic changes and consumer spending in the UAE it shows that the Gen-Z population is quite large throughout the country, but also that they influence a lot of household spending. In addition to this, the fact that Dubai is made up of a large variety of nationalities means that a lot of people are influenced by Western culture. The pandemic has brought a lot of people to e-commerce rather than visiting physical stores, although most people do prefer shopping in-store.

Consumers in the UAE have very high expectations in terms of service quality and brand transparency, this reflected through the consumer profiles. With target consumers saying that value is a key factor although they would actively purchase sustainably if there was an option they liked.





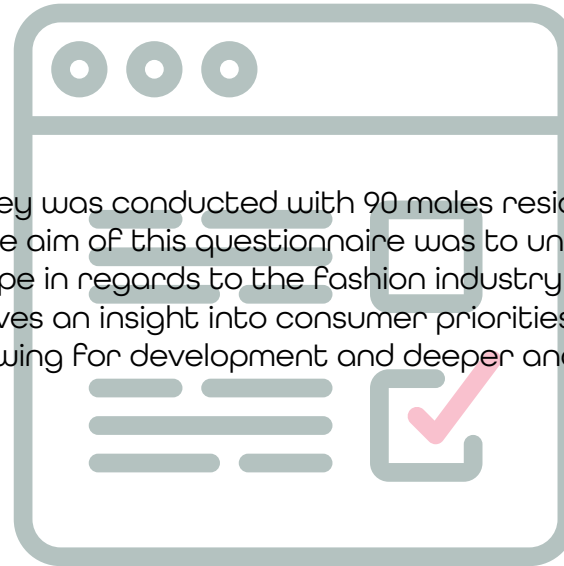
3

Consumer Research

# 3.1

## QUESTIONNAIRE

An online survey was conducted with 90 males residing in or visting the UAE. The aim of this questionnaire was to understand the retail landscape in regards to the fashion industry in the UAE. The feedback gives an insight into consumer priorities and opinions, allowing for development and deeper analysis.



1

62%



62% of respondents were aged between 18 and 22 years old.

2

52%



52% of people spend more than AED 250 on clothing per month.

3

50%



50% said that they most regularly purchase T-shirts.

4

73%



73% said that sustainability has no influence on their purchase.

5

10%



Only 10% of respondents knew of a sustainable brand in UAE.

6

60%



60% said they never purchased sustainable clothing before.

7

20%



Only 20% of people had heard of the term 'textile innovation'.

8

77%



77% would spend up to 25% more on sustainable products.

9

90%



90% would be interested in a sustainable streetwear brand based in Dubai.

10

Zara



16% of people said Zara is their go to Fashion brand, with Adidas and Hollister following.

11

Change is Needed



92% of respondents believe that there isn't a big enough emphasis on sustainability in the UAE Fashion industry. The majority said that Fast fashion dominates the industry right now.

# 3.2

## INTERVIEWS

Ahmed

AMONGST FEW STORE MANAGER



### **Who would you say is your target consumer?**

We don't really have a specific consumer, we see people from all backgrounds and nationalities, as well as all age groups coming into the shop, whether they're looking for something in particular or just window shopping. I'd say we're particularly popular amongst the younger people though.

### **How important is it being a sustainable brand in Dubai?**

Its very important to us, its obviously quite a new concept here and the main goal for us is to just push that and get people on board with our vision.

### **What are the main ethos of Amongst Few?**

Quality, attention to detail and simplicity are the three main segments, however, like I mentioned we, along with the city are shifting towards sustainability as a primary focus.

### **Is there much competition for Amongst Few?**

Believe it or not, theres not many locally grown brands that compete with us here, the main competition for us are the bigger names in streetwear that are stocked in department stores and malls. The location of our store isn't the best so its hard compete with these brands set up in malls.

### **What makes this brand different?**

Our attitude towards the industry, we don't look at money or anything, its completely about the consumer and building a tribe and a relationship with them. A lot of companies kind of neglect that nowadays with the industry becoming so competitive.

## George

### STREETWEAR CONSUMER



#### **What type of consumer would you consider yourself?**

I think that I would fall under a composite of loyal customer, needs based customer and bargain hunter. I am mostly needs based however when I do seek to buy clothes I am interested in clothes that I consider nice. I also have brands that I will regularly buy clothes from such as Fred Perry and I am always inviting of a bargain if there is one.

#### **Do you look to purchase sustainable clothing?**

The most I will do is not actively purchase clothes from brands that would be considered fast fashion such as Zara or Topman. I would be keen to find brands that are actively more sustainable as well as fashionable.

#### **How would you describe your style?**

My style definitely borrows from a lot of fashion subcultures, however, it's also very unique to myself. I focus mainly on the silhouette of an outfit, never limiting myself to a similar look. If I were to narrow it down to something as specific as possible I would say it's a blend between skatewear and comfort core with influence from hip hop culture as well.

#### **Do you prefer shopping online or in-store?**

I prefer shopping in-store as opposed to online as I prefer to try the clothes on before I commit to buying them. I also like the spontaneity of having to choose from whatever is in the store instead of having access to a full catalogue online e.g. being spoilt for choice.

#### **What are your favourite brands?**

My go to is Fred Perry. In terms of streetwear, I really like Aime Leon Dore and Palace. I also love Helmut Lang and Pariah Farzaneh and Kapital.

#### **What is the key factor in your purchasing decision?**

The key factor in my purchasing decision is usually after I have determined whether or not I actually like a piece, in my head I will think about the price of the piece versus how much I will actually wear it and whether or not I will have a lot to wear it with it in terms of the state of my closet at the time. I will never buy an expensive piece of clothing that I know I won't wear too often and don't have a lot to wear with it in my closet.

Alex

STREETWEAR CONSUMER



**When shopping, is sustainability important to you?**

Since turning vegan about 2 years ago due to the impacts I realised it has on the planet, I am now being more cautious about what im purchasing throughout all retail sectors.

**What existing sustainable brands do you know of in Dubai?**

I don't really know of any, however, a friend recently told me about a retailer called Frame who stock quite a lot of sustainable brands from around the world, so i've been shopping there quite a lot.

**Do you find it difficult to find sustainable choices in Dubai?**

Definitely, I don't think many companies are focused on this at the moment, although I would say that more is being done compared to 5 years ago.

**What more do you think could be done to promote sustainable fashion?**

I feel like companies just need to promote it more, because even when i'm looking at a sustainable product, its not really out there and goes quite unnoticed.

**What is your main motive when purchasing a product?**

I mainly just purchase things that look nice and that would suit my style, like I said i'm trying to be more cautious as to what i'm buying, but I think always my focus will be on how the product looks.



# 3.3

## DUBAI STREET STYLE



## SUMMARY

From the questionnaire conducted its clear to see that there is a gap in the market as only 10% of consumers had heard of a sustainable brand in Dubai. on top of this 60% said that they had never purchased any sustainable clothing, however, 77% said that they would spend up to 25% more if they found a sustainable brand that they liked. Building on this 90% of respondents said they like the idea of a sustainable streetwear brand based in Dubai. All of these figures show that there is an opening for a streetwear brand focused on sustainability to enter the market. The interviews conducted emphasise this and show that there is a market for what New Demise will provide.

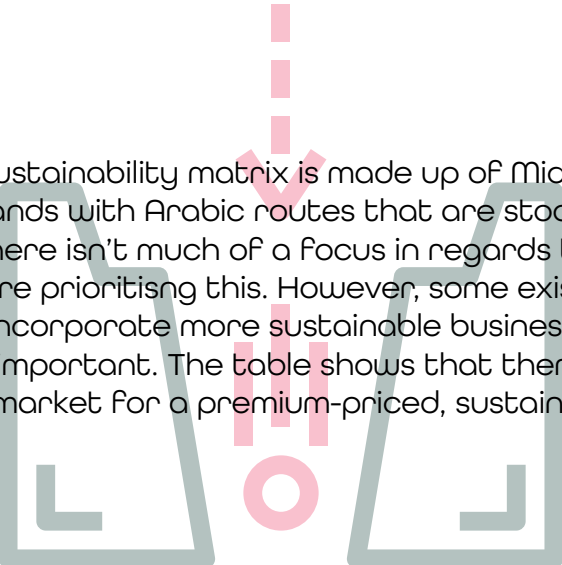


4

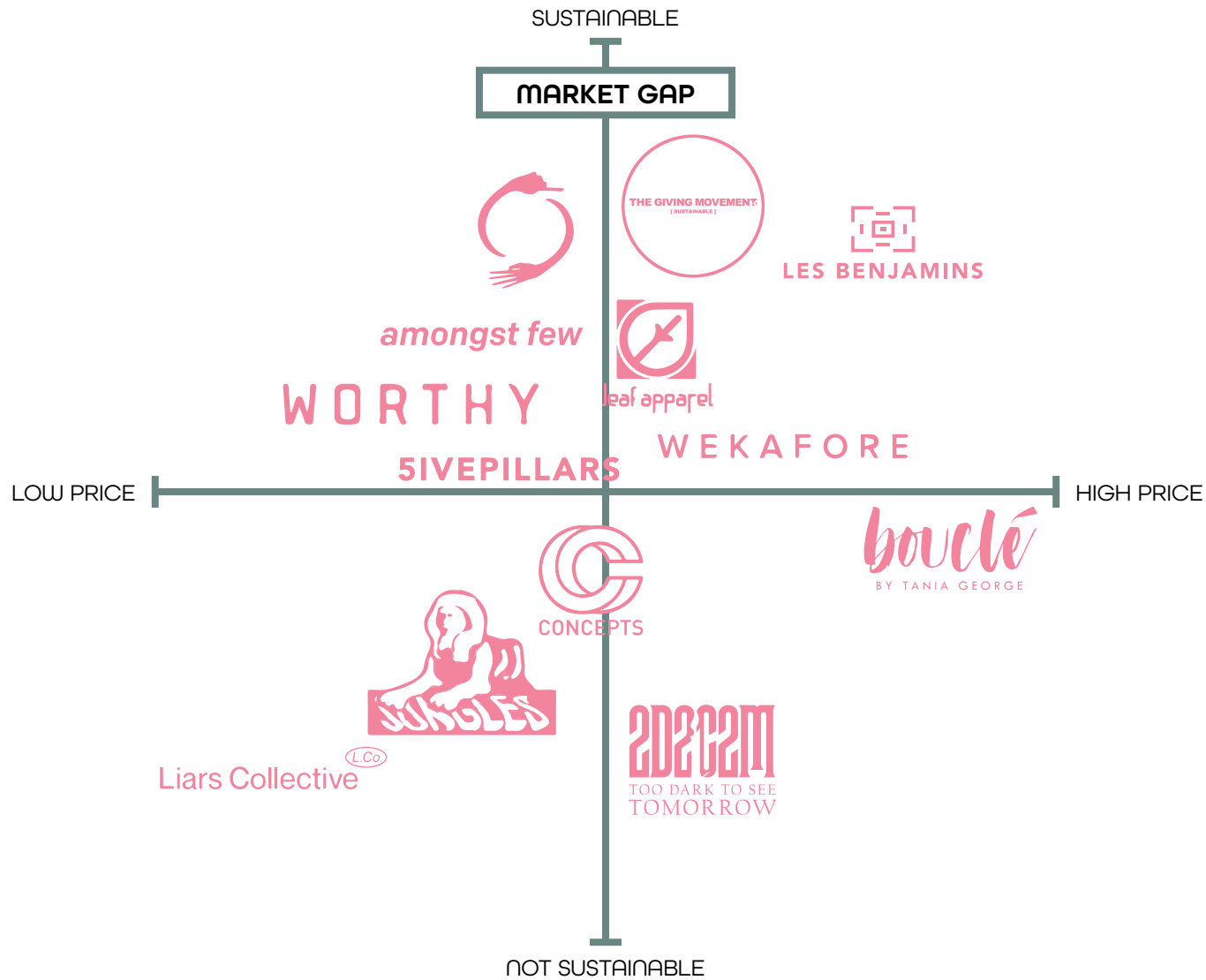
Competitive Landscape

# 4.1

## COMPETITOR POSITION MATRIX

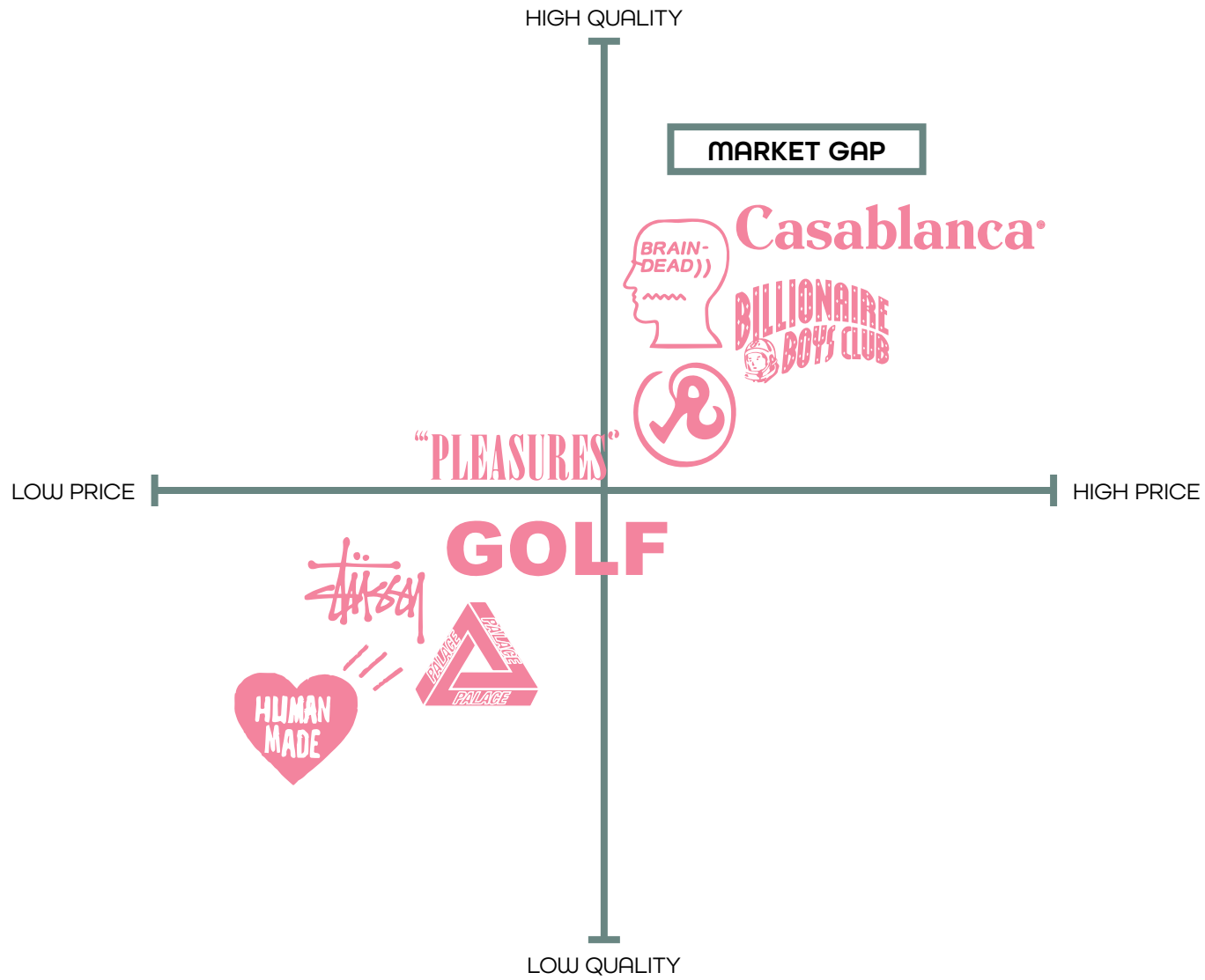


The price/sustainability matrix is made up of Middle Eastern streetwear brands with Arabic routes that are stocked in the UAE. It shows that there isn't much of a focus in regards to sustainability as few brands are prioritising this. However, some existing brands are now looking to incorporate more sustainable business practices as it becomes more important. The table shows that there is a clear gap in the UAE market for a premium-priced, sustainable brand.





The price/quality matrix consists of well known international brands that incorporate lots of graphics into their products. The matrix is mixed with brands that are sold in the UAE through retailers and brands that ship to the UAE through e-commerce. There is a clear market gap for a premium priced company that incorporates high quality into their graphic led products.



# 4.2

## COMPETITOR ANALYSIS

### THE GIVING MOVEMENT



The Giving Movement is a new brand Founded at the beginning of 2020 in Dubai. Their products are designed and manufactured in the UAE with sustainable fabrics using bamboo and plastic bottles. The company donates \$4 to selected charities for each item purchased. Products are available primarily through their website, whilst also being stocked at some retailers such as THAT.

(The Giving Movement, 2021)

### AMONGST FEW



Amongst Few is notorious in Dubai for being one of the first home grown streetwear labels to exist in the city. Founded in 2014, the brand has developed its own culture throughout the city, with several key collaborations, with the likes of NBA and The Hundreds. Their designs are more minimal in terms of graphics and are available both online and in their two stores in Dubai.

(Amongst Few, 2021)

### 5IVE PILLARS



Founded in 2011, the UAE based brand 5ive Pillars has had quite the influence on infusing Western street culture with the Eastern aesthetic. The brand's philosophy is using Arabic art and literature as the base for truth and inspiration. Currently the company only operates through e-commerce, although many pop-ups have appeared in malls and at events over the years.

(5ive Pillars, 2021)



**THE PANGAIA**



Pangaia is a clothing brand focused on material science and innovation to have a sustainable effect on the environment. With over 10 innovative textiles, the brand has a broad range of essential products in a variety of colours. The company is international and primarily sells its products online and even collaborated with e-commerce platform Ounass in the UAE.

(The Pangaia, 2021)

**STUSSY**



Stussy is a well-established streetwear brand founded in California, in 1980. Since the rise of streetwear over the past decade, people have become aware of the brand and its unique aesthetic. The company has its own identity focused on incorporating colourful patterns and graphics. The brand is widely available worldwide both online and at select retailers.

(Stussy, 2021)

**BRAIN DEAD**



Brain Dead are a unique brand that produces small quantities of products of high quality, which makes the price point quite high. They mainly sell their products online, however, they recently opened stores in Milan and Tokyo, and stock products at many retailers worldwide. The company has its own DNA of psychedelic graphics and are known through their many collaborations.

(Brain Dead, 2021)



### GRAPHICS

Brain Dead will be the closest competitor in terms of graphics and design, as New Demise will look to adapt unorthodox/psychedelic punk graphics with the Middle Eastern culture. Much like what 5ive Pillars are doing but with a larger focus on the design aspect of the garments.



### SUSTAINABILITY

In regards to sustainability New Demise will be focused on sustainability throughout all areas of the business. The Giving Movement will be the biggest competitor for this, as they are UAE-based, however, they are producing more activewear rather than streetwear.



### QUALITY

Quality will be a key selling point for New Demise as research has shown it plays a key factor in consumers spending priorities. Amongst Few will be a big competitor in the UAE as they produce high quality streetwear at quite an affordable price, whilst also having quite a large following.



### INNOVATION

With many key innovators in the industry, such as The Giving Movement and The Pangaia, it will play an important role in attracting consumers. The majority of products will be manufactured with high quality innovative fibres made from recycled coffee grounds and plastics.

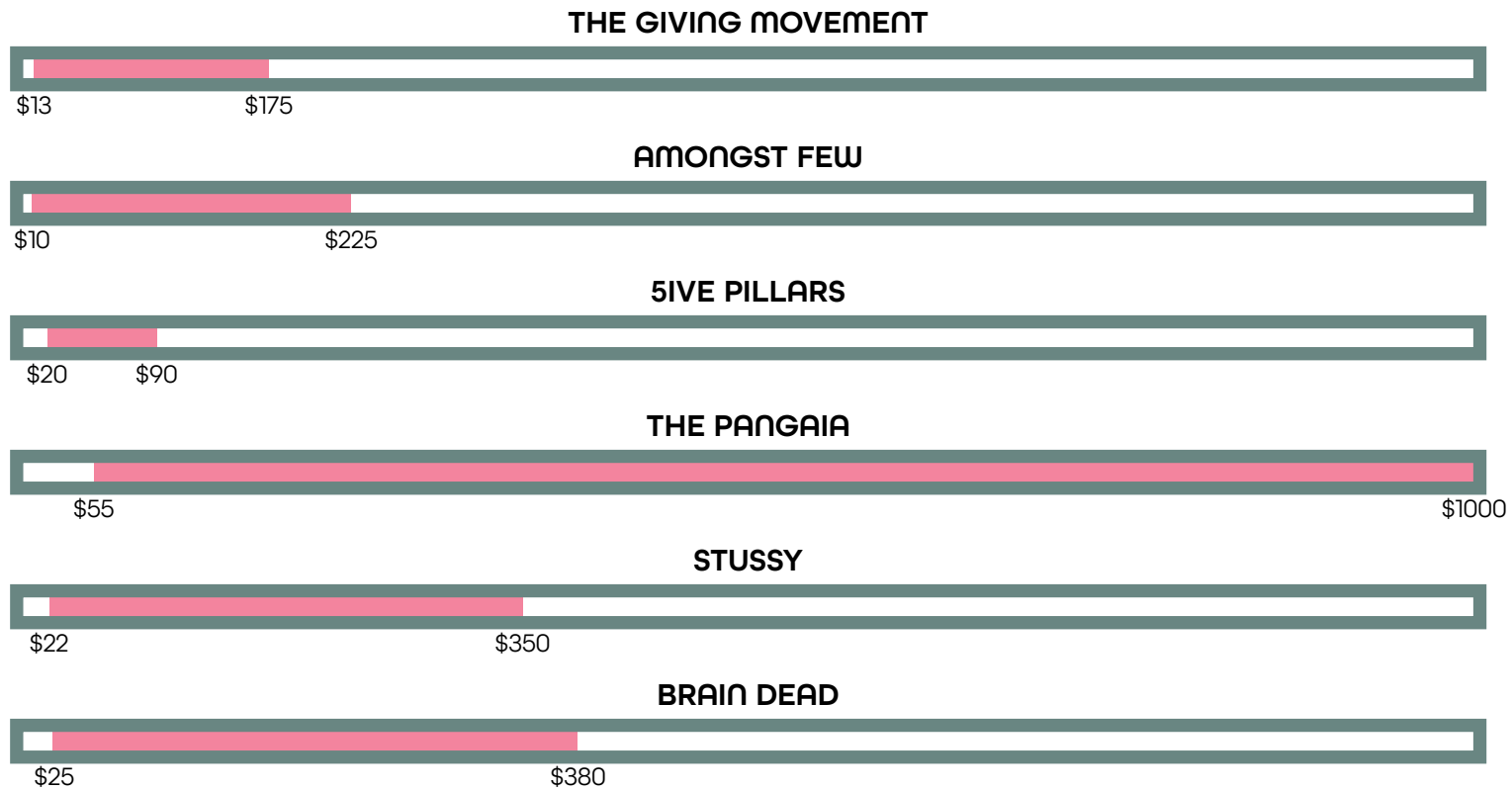


### PRICE

Brain Dead will be the closest competitor in terms of product prices, as the gap identified will hold a premium price point slightly more than Amongst Few and The Giving Movement. The premium price will be reflected through the four other product aspects that have been identified.

# 4.3

## COMPETITOR PRICE BAND MATRIX



## SUMMARY

Having analysed the clear competitors of New Demise, identifying a market gap in relation to sustainability, price and quality made it easier to visualise.

Very few Middle Eastern brands are focusing on Sustainability and global brands that are popular and available in Dubai, have a massive price tag for something of quality. The closest competitors in Dubai were identified to be The Giving Movement, Amongst Few and Five Pillars, with only one of which focusing primarily on being sustainable. From this it was possible to make preliminary plan on how the brand would differentiate itself.



5

New Business Opportunity

# 5.1

## GAP IN THE MARKET

From evaluating the competitive landscape, the research and analysis has shown that there are a lot of well established brands producing clothing with a graphic led approach at a high quality. However, in the UAE there are only two brands focused on this; 5ive Pillars and Amongst Few, both of which produce products with more minimal graphics.

Although brands such as Brain Dead, who would be considered the closest competitor in terms of design, are available in the UAE, a key selling point would be the focus on sustainability and the fact that all clothing will be designed and manufactured in Dubai.

In regards to sustainability, only one other brand in the UAE are fully focused on this; The Giving Movement, but they are producing more essential activewear, rather than streetwear.

Data collected from the questionnaire shows that there is definitely a market gap in the UAE as the feedback towards the idea of a sustainable streetwear brand was positive, in addition to only 10% knowing of an existing sustainable brand.



90%

90% of respondents said that a sustainable streetwear brand based in Dubai would interest them.



10%

Only 10% of people who were surveyed knew of an existing sustainable brand in Dubai.



77%

77% of people said that they would be willing to spend more money on sustainable clothing.

# 5.2

## NEW DEMISE

New Demise will be a game changer in the UAE's menswear industry, bringing much needed change and leading a direct path within the industry.

The brand will start out primarily as an e-commerce business, whilst also stocking at select retailers, selling premium priced, sustainable streetwear with a graphic led approach. Taking influence from psychedelic and punk subcultures, combined with the Middle Eastern culture, graphics will be seen as unorthodox and eye-catching as they aim to encapsulate and showcase certain ideologies and problems with the planet. This will be done through collaborations with independent artists and companies that hold the same vision as New Demise.

New Demise will incorporate sustainable and innovative fabrics into all products, making sure that the only effects on the planet are positive.



# Unique Selling Point

## Innovative Sustainability

All products will be designed and manufactured in Dubai with specially sourced fabrics that hold the companies values in terms of sustainability and quality. Fabrics made from recycled coffee grounds and plastic bottles to name a few.

## Partners and Collaborations

Partners and collaborations will play a key part in the brands success. Partnering with ride-hailing app Careem will allow for a more sustainable method of transportation and a platform to sell products. Whilst collaborations with independent artists will give them a platform to become more recognized.

## Distinctive Design

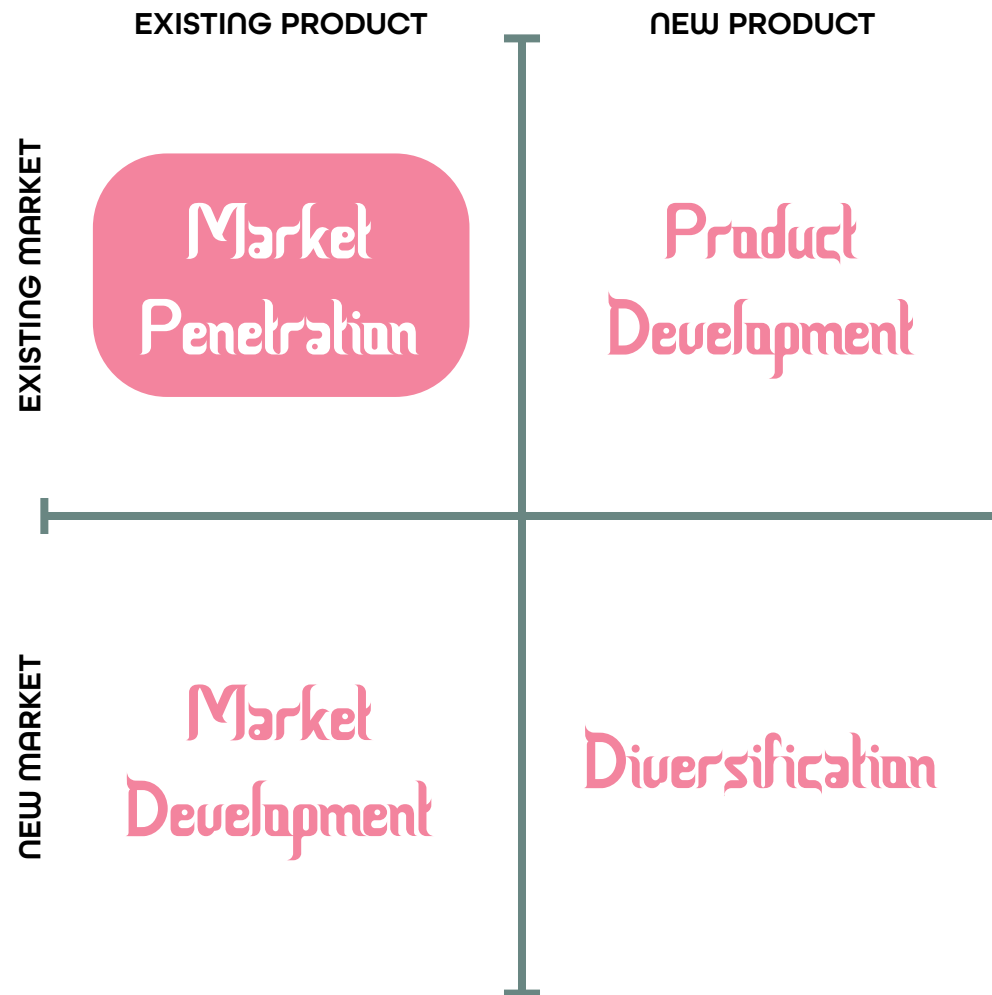
The graphics designed for the products will take influence from many subcultures, specifically in the psychedelic punk realm, combined with cultures from around the Middle East. They will consist of contrasting colours and mottos.

# 5.3

## ANSOFF MATRIX

New Demise fits into the 'Market Penetration' area of the ANSOFF model, as the menswear market already exists, and there are some existing brands that are producing sustainable clothing. Research has shown that the menswear market has the largest market share within the UAE Fashion industry and is continuing to grow. What makes New Demise distinctive to any other brand is the combination of cultures in graphics and touching upon key issues in the world.

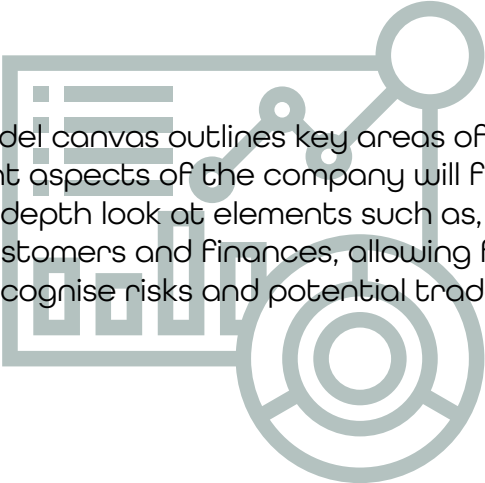






6

Business Model Canvas



The business model canvas outlines key areas of the business plan and how different aspects of the company will function. It offers a strategic and in depth look at elements such as, value proposition, infrastructure, customers and finances, allowing for careful planning to recognise risks and potential trade-offs.

# BUSINESS MODEL CANVAS

## KEY PARTNERS/SUPPLIERS

New Demise will work with Sirius Clothing, a local clothing manufacturer based in Dubai, who specialise in hoodies, T-shirts and trousers and are able to use any fabrics.

For fabric sourcing New Demise will use Siebenblau, Semtex, Mecilla and Singtex, which all produce and supply sustainable fabrics.

New Demise will use IQ Fulfillment, to handle the e-commerce orders and distribute them to customer. They provide an effective service that uses state of the art technology for efficiency.

New Demise will also partner with Careem, whereby consumers will be able to purchase products through their app with ease. This will provide many opportunities for local same day, sustainable delivery.

The brand will also work with independent artists and local companies in the form of collaborations, which will provide a platform for growth.

## KEY ACTIVITIES

Designing garments

Producing garments sustainably

Marketing

Delivery of products to customers

## KEY RESOURCES

Factories and equipment

E-commerce platforms

Stock

Employees

## COST STRUCTURE

Manufacturing Costs

Office rent

IQ Fulfillment (distribution/Fulfillment service)

Web and app design

Employee salaries

Marketing costs

Contingency plan

Resources and equipment

**VALUE PROPOSITION**

**CUSTOMER RELATIONSHIPS**

**CONSUMER SEGMENTS**

High quality products made from the highest quality, sustainable and ethically sourced fabrics.

Partnered only with companies that share the same ethos on sustainability and ethics.

Graphic-led approach combining Western and Middle Eastern cultures to form appealing designs.

Premium price that reflects the quality and ethos of the brand on factors such as sustainability.

Functional and comfortable garments suitable for almost any occasions.

Social media will be the primary marketing platform and will allow the brand to connect and reach out to customers.

Events and pop-ups will allow for physical interactions between the brand and the customers.

**DISTRIBUTION CHANNELS**

New Demise will use omni-channel retailing to create a seamless experience through all platforms.

Customers will also be able to purchase through Careem and some physical retailers around the region.

The brand will aim to attract the younger generations of males, specifically Gen-Z and young millennials.

People who find unique design attractive and interesting are expected to be the key consumers, although people who care about sustainability and having high quality clothing will also likely buy into the brand.

With the unique and unorthodox designs and culture combinations, the customer base comes under a more diversified market.

**REVENUE STREAMS**

Revenue for the business will come through product sales, on all platforms.

New Demise will integrate a premium pricing strategy that will reflect the quality, sustainability, distinctiveness and design of the garments.

Consumers are already spending a premium price on products that aren't sold as sustainable and don't have many differentiating factors.

Revenue will primarily come through card payments online, however, plans to incorporate a system to accept cryptocurrency payments will be developed.



*T*

*The Marketing Mix*



The image features a white background with decorative teal wavy patterns in the corners. The word "Product" is centered in a pink, stylized font.

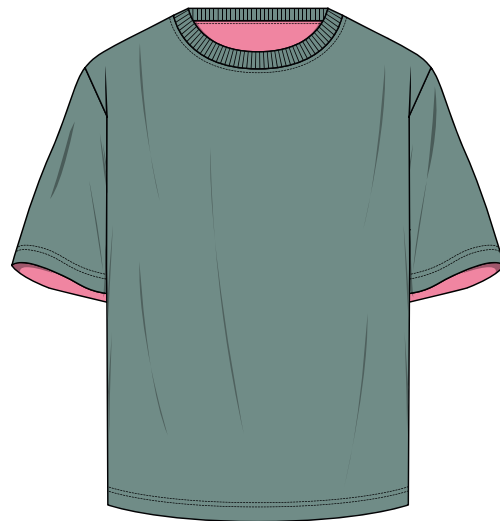
Product

# 7.1.1

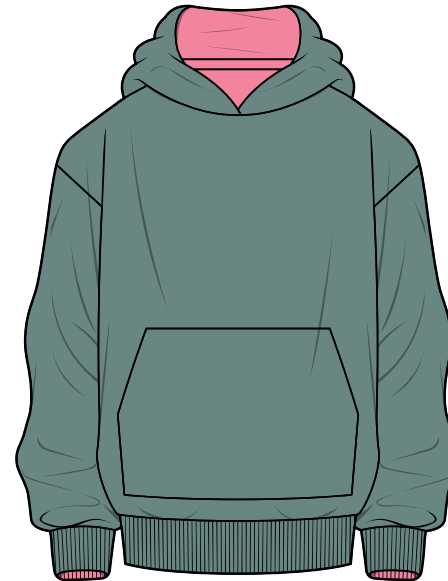
## PRODUCT OVERVIEW



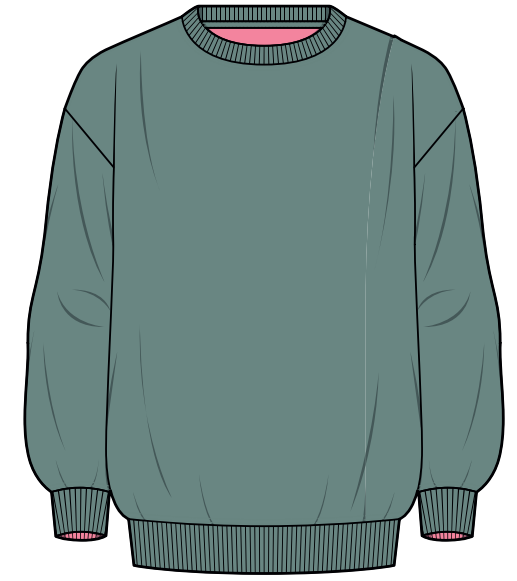
**SHIRTS**



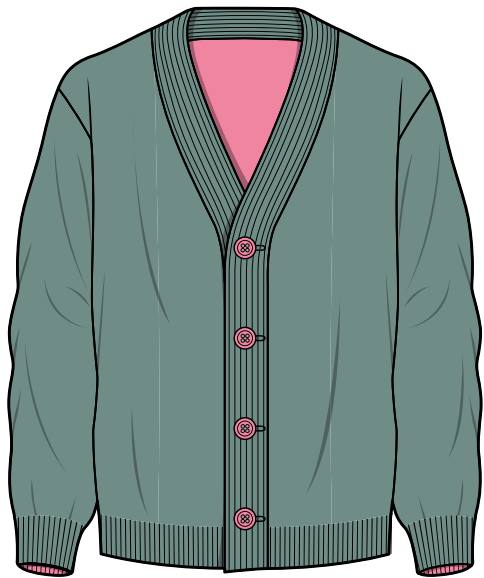
**T-SHIRTS**



**HOODIES**



**SWEATSHIRTS**



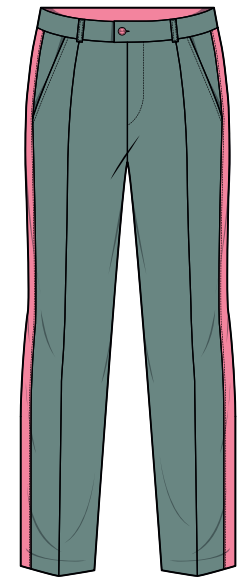
**KNITWEAR**



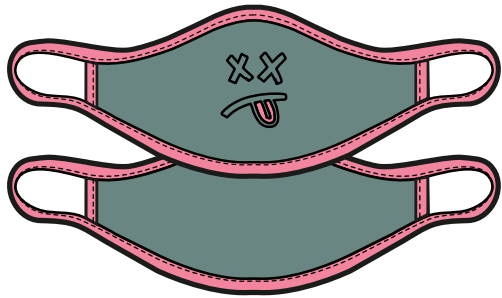
**OUTERWEAR**



**SHORTS**



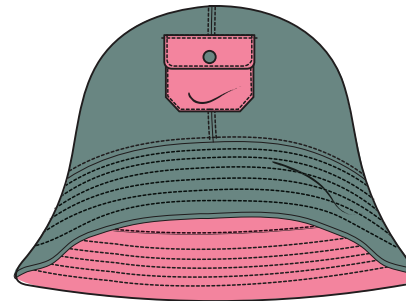
**TROUSERS**



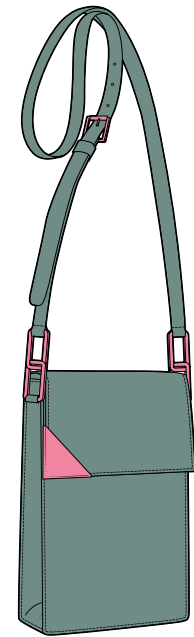
**FACE MASKS**



**SOCKS**



**HEADWEAR**

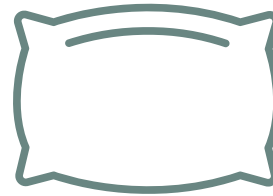


**BAGS**



### QUALITY

With a lot of Gen-Z now adopting the minimalist mindset, people are becoming more aware about products they are purchasing and are looking for fewer products of higher quality. Products will be made to last a lifetime so that consumers can have a peace of mind knowing that New Demise has the quality, whilst also having a minimal effect on the environment.



### COMFORT

Comfortable clothing is becoming more of a priority for consumers when looking for clothing. This has especially become more popular amidst the pandemic, as people are staying at home more due to restrictions. Creating clothing that is comfortable to wear in most occasions will be key to a successful product, especially with the high temperatures in the UAE.



### TRENDY

From interviews conducted with streetwear consumers its clear that many people in the UAE prioritise how products look and whether or not they are in trend. Therefore, keeping in touch with the newest trends will be a key asset in terms of product development. Of course there will be a wide variety of products, to suit different people and their tastes.



**PANTONE 18-1048 TCX**

Monk's Robe

**PANTONE 17-1045 TCX**

Apple Cinnamon

**PANTONE 14-1038 TCX**

New Wheat

**PANTONE 14-1108 TCX**

Wood Ash

Unidentified explores the minimalism associated with many aspects of modern society, particularly within Gen Z. With little to no branding, unique silhouettes and colours are key to adapting this style appropriately. The collection consists of primarily essential pieces that can be worn by anyone, with a main focus on the colours used throughout.

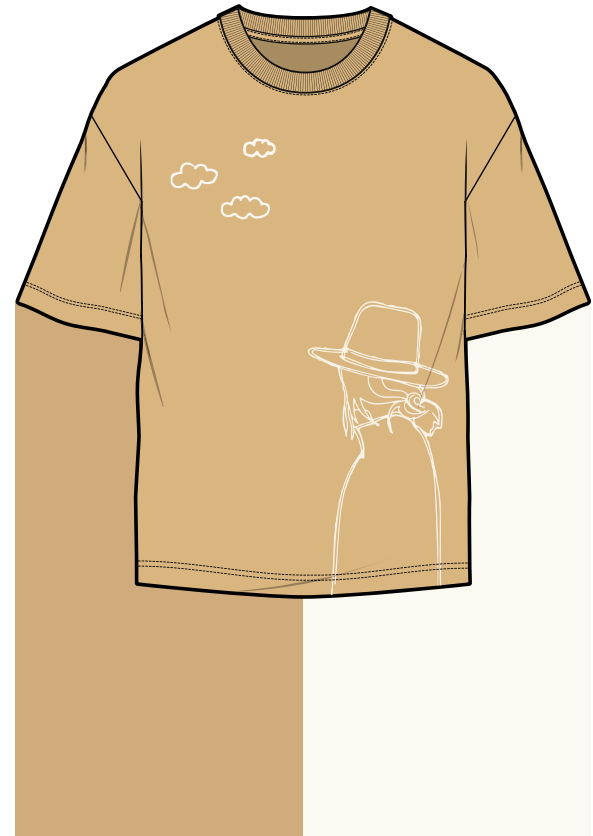
The colour palette consists of neutrals such as muted browns and beiges, that pay homage to the deserts that run through the Middle Eastern regions. The colours are able to be adapted and paired with more stand out colours, whilst the design puts an emphasis on knitted oversized tops and sweaters and more tailored fitted pants.



**SIZES:** S, M, L, XL  
**RRP:** £40  
**COST PRICE:** £12  
**MARGIN ACHIEVED:** 70%  
**FABRIC:** 100% Organic Cotton  
**ORDER QUANTITY:** 150

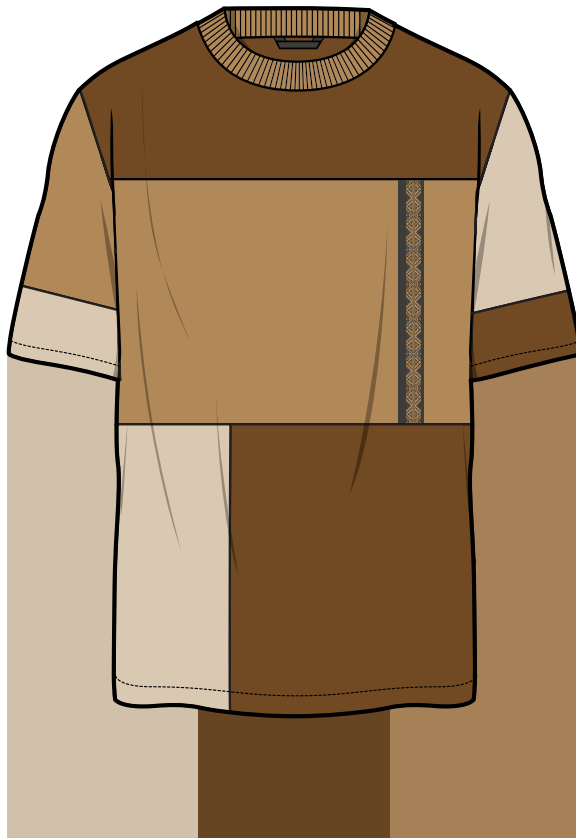


**SIZES:** S, M, L, XL  
**RRP:** £70  
**COST PRICE:** £18  
**MARGIN ACHIEVED:** 74.29%  
**FABRIC:** 100% S.Cafe Cotton  
**ORDER QUANTITY:** 100



**SIZES:** S, M, L, XL  
**RRP:** £70  
**COST PRICE:** £18  
**MARGIN ACHIEVED:** 74.29%  
**FABRIC:** 100% S.Cafe Cotton  
**ORDER QUANTITY:** 100





**SIZES:** S, M, L, XL  
**RRP:** £85  
**COST PRICE:** £21  
**MARGIN ACHIEVED:** 75.29%  
**FABRIC:** 100% S.Cafe Cotton  
**ORDER QUANTITY:** 100



**SIZES:** S, M, L, XL  
**RRP:** £100  
**COST PRICE:** £26  
**MARGIN ACHIEVED:** 74%  
**FABRIC:** 60% S.Cafe Cotton, 40%  
Bamboo Viscose  
**ORDER QUANTITY:** 80



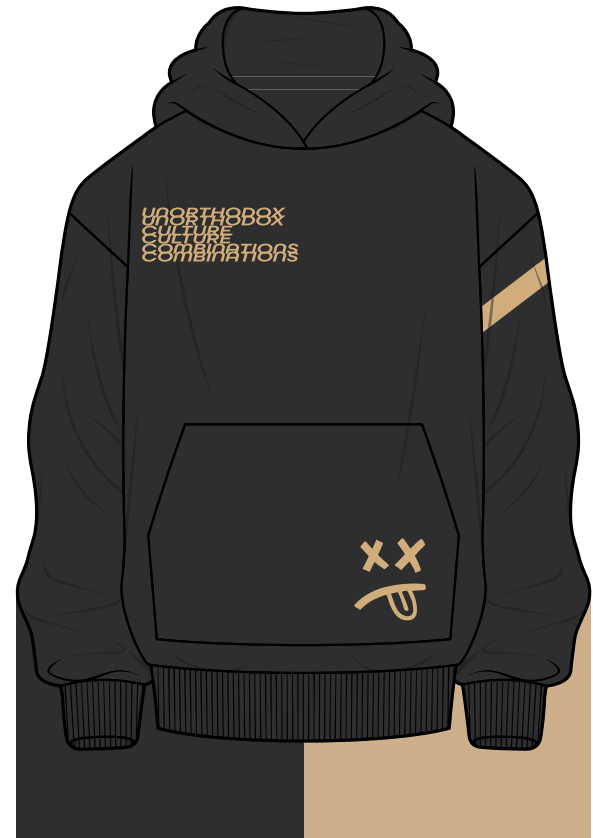
**SIZES:** S, M, L, XL  
**RRP:** £90  
**COST PRICE:** £23  
**MARGIN ACHIEVED:** 74.44%  
**FABRIC:** 100% Bamboo Viscose  
**ORDER QUANTITY:** 150



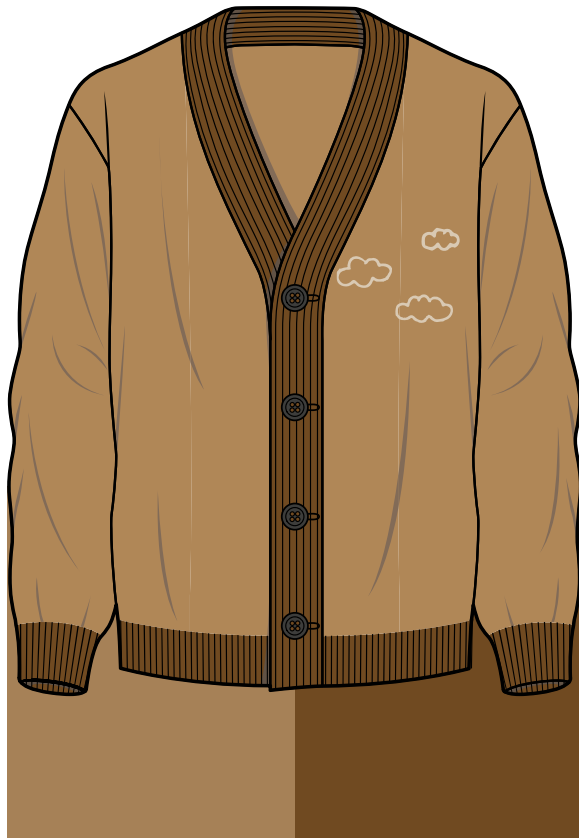
**SIZES:** S, M, L, XL  
**RRP:** £135  
**COST PRICE:** £34  
**MARGIN ACHIEVED:** 74.81%  
**FABRIC:** 100% Bamboo Viscose  
**ORDER QUANTITY:** 100



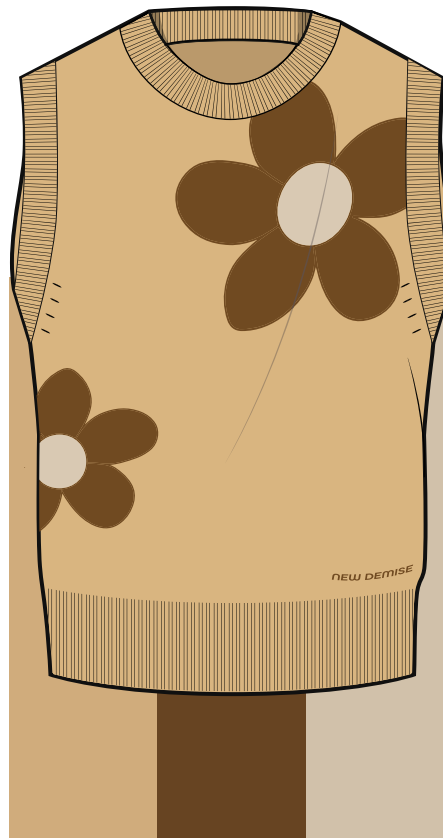
**SIZES:** S, M, L, XL  
**RRP:** £110  
**COST PRICE:** £28  
**MARGIN ACHIEVED:** 74.55%  
**FABRIC:** 100% S.CaFe Cotton  
**ORDER QUANTITY:** 200



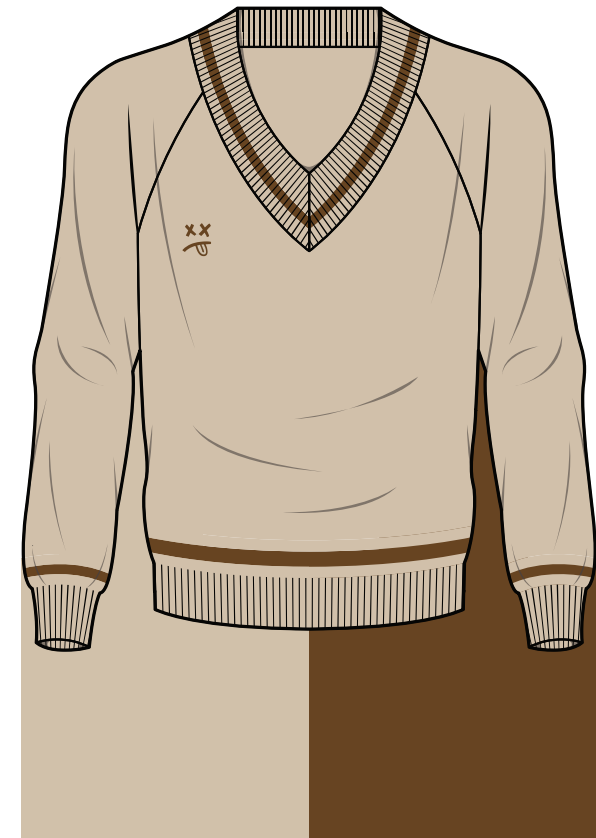
**SIZES:** S, M, L, XL  
**RRP:** £110  
**COST PRICE:** £28  
**MARGIN ACHIEVED:** 74.55%  
**FABRIC:** 100% S.CaFe Cotton  
**ORDER QUANTITY:** 200



**SIZES:** S, M, L, XL  
**RRP:** £185  
**COST PRICE:** £45  
**MARGIN ACHIEVED:** 75.68%  
**FABRIC:** 100% Organic Wool  
**ORDER QUANTITY:** 50



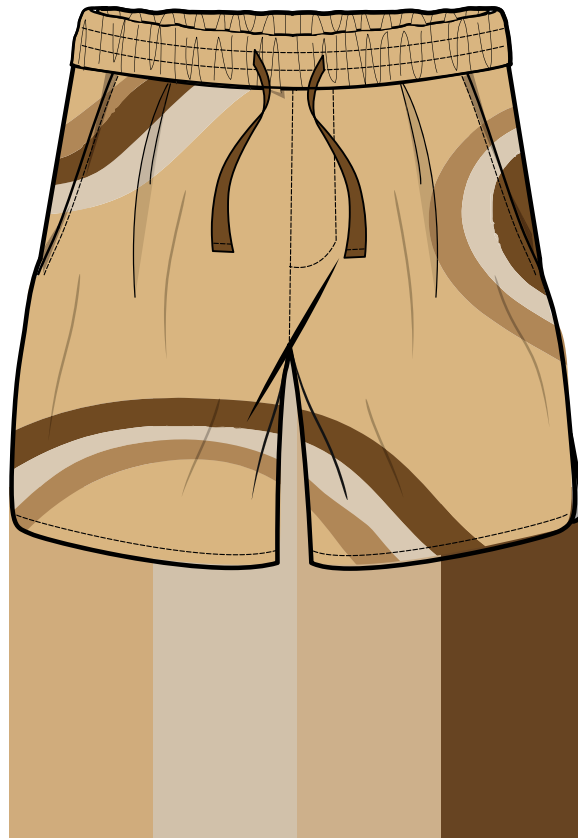
**SIZES:** S, M, L, XL  
**RRP:** £145  
**COST PRICE:** £37  
**MARGIN ACHIEVED:** 74.48%  
**FABRIC:** 100% Organic Wool  
**ORDER QUANTITY:** 50



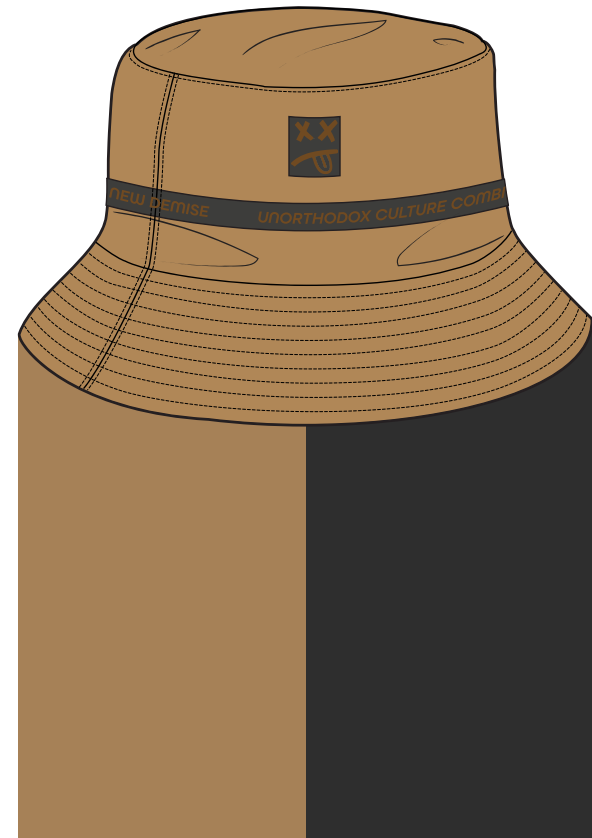
**SIZES:** S, M, L, XL  
**RRP:** £165  
**COST PRICE:** £42  
**MARGIN ACHIEVED:** 74.55%  
**FABRIC:** 100% Organic Wool  
**ORDER QUANTITY:** 50



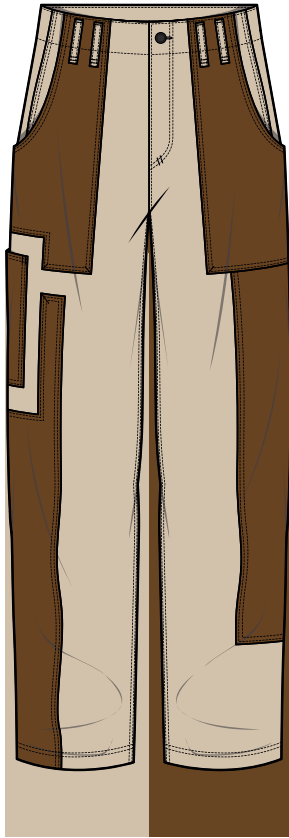
**SIZES:** S, M, L, XL  
**RRP:** £185  
**COST PRICE:** £45  
**MARGIN ACHIEVED:** 75.68%  
**FABRIC:** 100% Organic Wool  
**ORDER QUANTITY:** 50



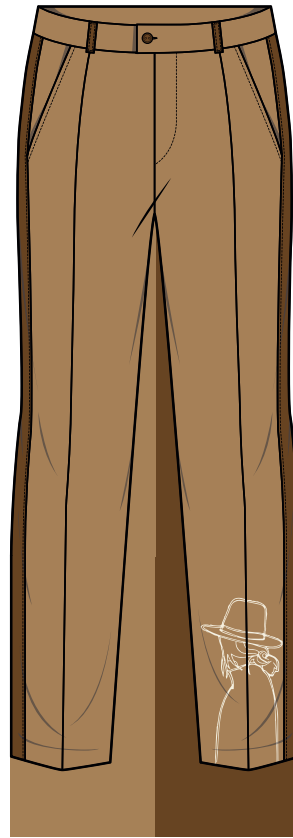
**SIZES:** S, M, L, XL  
**RRP:** £145  
**COST PRICE:** £37  
**MARGIN ACHIEVED:** 74.48%  
**FABRIC:** 100% Organic Wool  
**ORDER QUANTITY:** 50



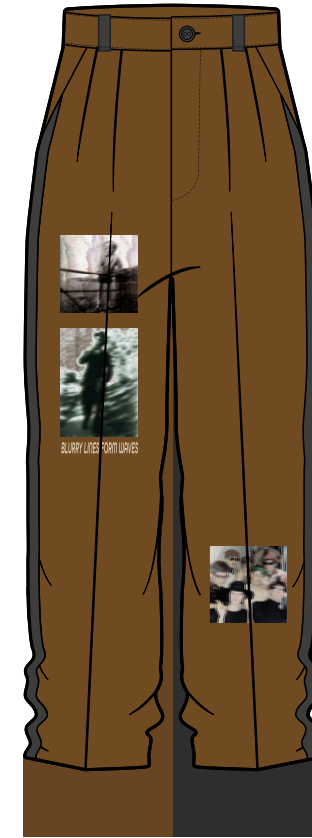
**SIZES:** S, M, L, XL  
**RRP:** £165  
**COST PRICE:** £42  
**MARGIN ACHIEVED:** 74.55%  
**FABRIC:** 100% Organic Wool  
**ORDER QUANTITY:** 50



**SIZES:** S, M, L, XL  
**RRP:** £165  
**COST PRICE:** £42  
**MARGIN ACHIEVED:** 74.55%  
**FABRIC:** 60% Organic Cotton, 40% S.Cafe Nylon  
**ORDER QUANTITY:** 50



**SIZES:** S, M, L, XL  
**RRP:** £95  
**COST PRICE:** £24  
**MARGIN ACHIEVED:** 74.74%  
**FABRIC:** 100% Organic Cotton  
**ORDER QUANTITY:** 70



**SIZES:** S, M, L, XL  
**RRP:** £130  
**COST PRICE:** £33  
**MARGIN ACHIEVED:** 74.62%  
**FABRIC:** 100% S.Cafe Cotton  
**ORDER QUANTITY:** 70



**PANTONE 17-3730 TCX**

Paisley Purple

**PANTONE 15-2215 TCX**

Begonia Pink

**PANTONE 14-4318 TCX**

Sky Blue

**PANTONE 12-0435 TCX**

Daquiri Green

Fantasy World focuses on the bright, contrasting colours and unique designs that are seen throughout the vaporwave aesthetic. With quite extravagant designs and lots of colour, only subtle branding will be seen on the garments. The collections mainly uses basic silhouettes such as T-shirts and hoodies, allowing the design to be the attraction and allowing for a larger consumer reach.

The variety of colour usage will allow for some unique experimentation, whilst knowing that all of the colours work very well together.



**SIZES:** S, M, L, XL  
**RRP:** £40  
**COST PRICE:** £12  
**MARGIN ACHIEVED:** 70%  
**FABRIC:** 100% Organic Cotton  
**ORDER QUANTITY:** 100

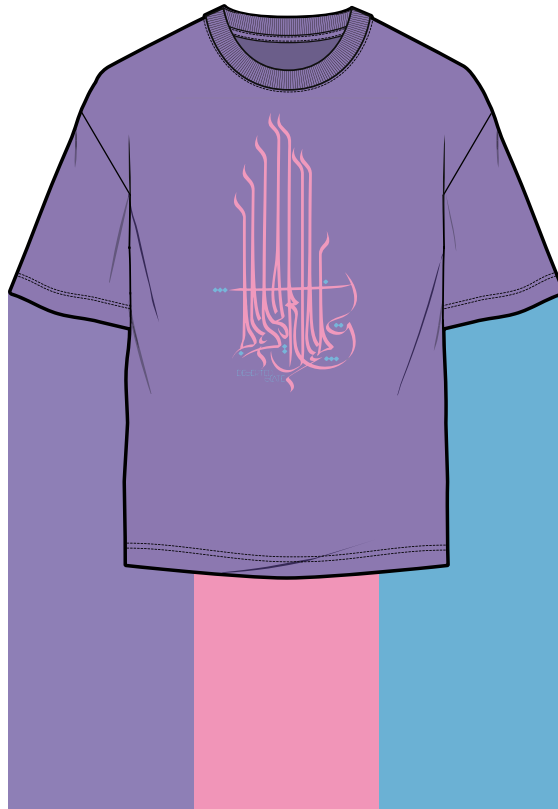


**SIZES:** S, M, L, XL  
**RRP:** £40  
**COST PRICE:** £12  
**MARGIN ACHIEVED:** 70%  
**FABRIC:** 100% Organic Cotton  
**ORDER QUANTITY:** 100



**SIZES:** S, M, L, XL  
**RRP:** £40  
**COST PRICE:** £12  
**MARGIN ACHIEVED:** 70%  
**FABRIC:** 100% Organic Cotton  
**ORDER QUANTITY:** 100





**SIZES:** S, M, L, XL  
**RRP:** £70  
**COST PRICE:** £18  
**MARGIN ACHIEVED:** 74.29%  
**FABRIC:** 100% S.Cafe Cotton  
**ORDER QUANTITY:** 100



**SIZES:** S, M, L, XL  
**RRP:** £70  
**COST PRICE:** £18  
**MARGIN ACHIEVED:** 74.29%  
**FABRIC:** 100% S.Cafe Cotton  
**ORDER QUANTITY:** 100



**SIZES:** S, M, L, XL  
**RRP:** £70  
**COST PRICE:** £18  
**MARGIN ACHIEVED:** 74.29%  
**FABRIC:** 100% S.Cafe Cotton  
**ORDER QUANTITY:** 100



**SIZES:** S, M, L, XL  
**RRP:** £110  
**COST PRICE:** £28  
**MARGIN ACHIEVED:** 74.55%  
**FABRIC:** 100% S.Cafe Cotton  
**ORDER QUANTITY:** 150



**SIZES:** S, M, L, XL  
**RRP:** £110  
**COST PRICE:** £28  
**MARGIN ACHIEVED:** 74.55%  
**FABRIC:** 100% S.Cafe Cotton  
**ORDER QUANTITY:** 150



**SIZES:** S, M, L, XL  
**RRP:** £110  
**COST PRICE:** £28  
**MARGIN ACHIEVED:** 74.55%  
**FABRIC:** 100% S.Cafe Cotton  
**ORDER QUANTITY:** 150



**SIZES:** S, M, L, XL

**RRP:** £85

**COST PRICE:** £21

**MARGIN ACHIEVED:** 75.29%

**FABRIC:** 100% Organic Cotton

**ORDER QUANTITY:** 150



**SIZES:** S, M, L, XL

**RRP:** £90

**COST PRICE:** £23

**MARGIN ACHIEVED:** 74.44%

**FABRIC:** 90% Bamboo Viscose, 10% Organic Cotton

**ORDER QUANTITY:** 70



**SIZES:** S, M, L, XL

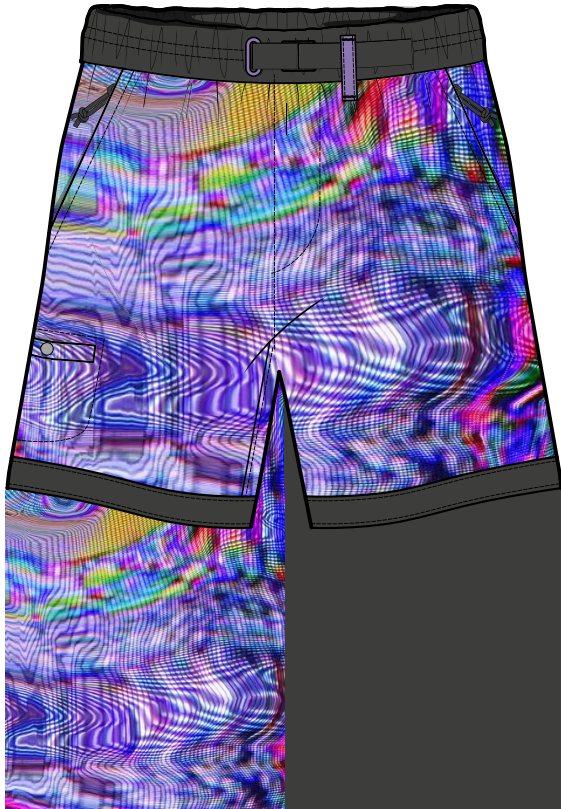
**RRP:** £130

**COST PRICE:** £32

**MARGIN ACHIEVED:** 75.38%

**FABRIC:** 90% Bamboo Viscose, 10% Organic Cotton

**ORDER QUANTITY:** 50



**SIZES:** S, M, L, XL

**RRP:** £60

**COST PRICE:** £15

**MARGIN ACHIEVED:** 75%

**FABRIC:** 80% S.Cafe Nylon, 20%  
Organic Cotton

**ORDER QUANTITY:** 100



**SIZES:** S, M, L, XL

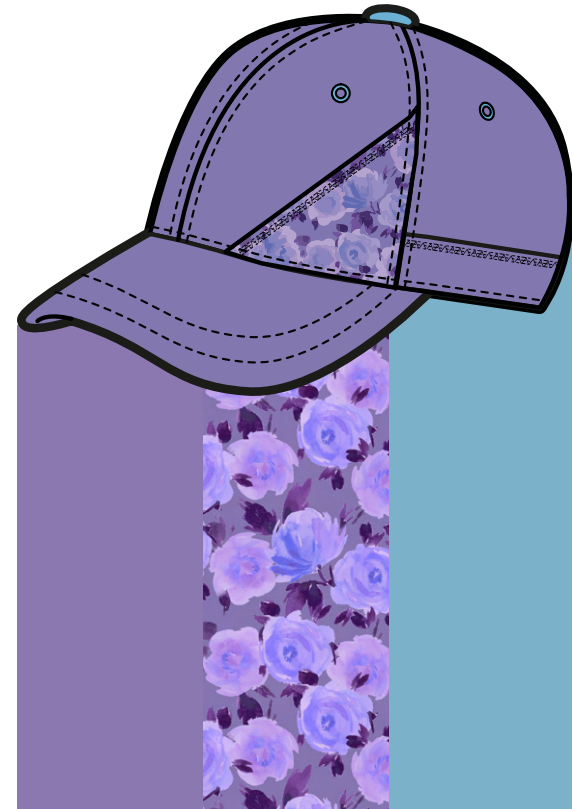
**RRP:** £60

**COST PRICE:** £15

**MARGIN ACHIEVED:** 75%

**FABRIC:** 80% S.Cafe Nylon, 20%  
Organic Cotton

**ORDER QUANTITY:** 100



**SIZES:** OS

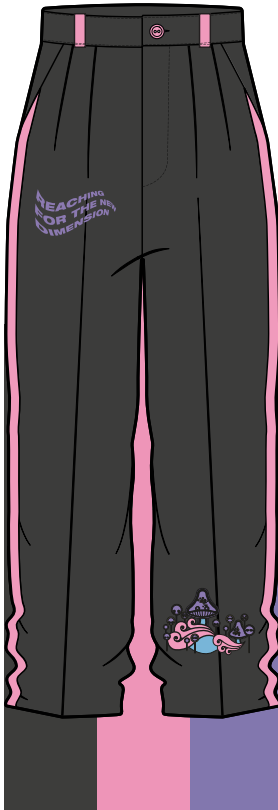
**RRP:** £30

**COST PRICE:** £7

**MARGIN ACHIEVED:** 76.67%

**FABRIC:** 100% Organic Cotton

**ORDER QUANTITY:** 200



**SIZES:** S, M, L, XL  
**RRP:** £130  
**COST PRICE:** £33  
**MARGIN ACHIEVED:** 74.62%  
**FABRIC:** 90% S.Cafe Cotton, 10% Bamboo Viscose  
**ORDER QUANTITY:** 100



**SIZES:** S, M, L, XL  
**RRP:** £95  
**COST PRICE:** £24  
**MARGIN ACHIEVED:** 74.74%  
**FABRIC:** 100% Organic Cotton  
**ORDER QUANTITY:** 150

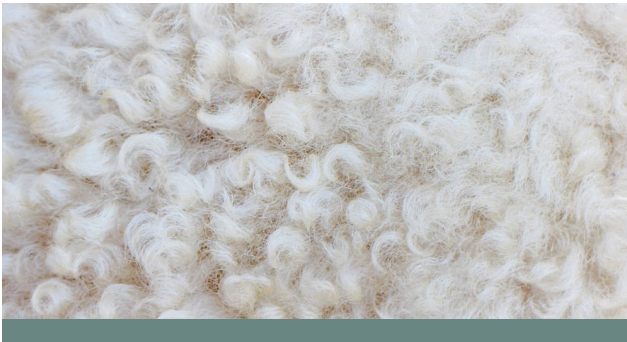


**SIZES:** OS  
**RRP:** £85  
**COST PRICE:** £22  
**MARGIN ACHIEVED:** 74.12%  
**FABRIC:** 90% Organic Cotton, 10% S.Cafe Nylon  
**ORDER QUANTITY:** 150

# 7.1.2

## KEY FABRICS

### ORGANIC WOOL



Organic wool is a 100% natural, renewable, biodegradable and durable fibre, that puts the sheep and environment above everything else. Merino wool is very lightweight and is an active fibre that reacts to changes to body temperature. It also has properties that make it odour resistant and UV resistant, making it perfect for the ranging temperatures in Dubai.

### ORGANIC COTTON



Cotton is one of the most commonly used materials in the fashion industry, and is often farmed in unethical and unsustainable ways which gives the fabric a bad name. Organic cotton relies more on rain water and doesn't use polluting pesticides in the process. Cotton has many great properties including, how comfortable it is to wear and the high quality and durability of the fabric.

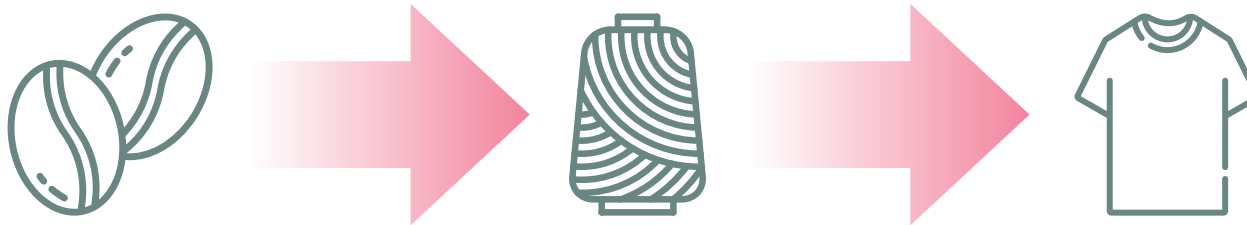
### BAMBOO VISCOSE



Bamboo viscose, also known as 'regenerated bamboo' is a regenerated cellulose fibre that has many advantageous properties over other fibres. It has a superior comfort and many antimicrobial properties, but comes at a higher price than other fabrics. Bamboo is one of the fastest growing plants, making it an extremely sustainable resource that is used in many industries.

## S.Cafe

S.Cafe is a newly developed fibre made from recycled coffee grounds by the company Singtex, based in Taiwan. The process combines the post-patented processed grounds and polymer to create master batches, which are then transformed into the yarn. With the amount of coffee consumed around the world, the finished fabric is completely sustainable and can be formed into many different types that have different properties and uses.



The most commonly used S.Cafe fabric that will be incorporated into New Demise products will be Mylith, which is soft and lightweight, and Sefia, which is smooth and has anti-pilling properties. All S.Cafe fabrics have exceptional odor control, fast drying, UV protection and cooling properties, which are perfect for clothing to be worn in hotter climates such as the UAE.

# 7.1.3

## KEY FEATURES

### OVERSIZED FITTING



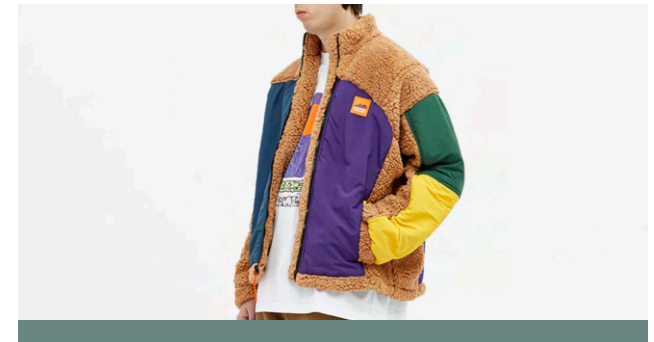
Oversized fitting will be a key look for most products such as sweaters and T-shirts. From visits around the city its clear that a lot of the younger generations style is reflected through this. In addition, people are looking for more comfortable clothing that can be worn when out and when at home, which is exactly what oversized clothing has to offer.

### MIDDLE EASTERN INFLUENCE



As mentioned before the brand will take influence from Middle Eastern culture including traditional calligraphy, colours and clothing. This will be merged with many subcultures in Western society to give products more flare and stand-out. There are many opportunities in regards to incorporating this idea, with the history and heritage that exists in the Middle East.

### STAND-OUT COLOURS



A range of colour options will be available for different products, with more muted, neutral tones to pastels and brighter colours that work well together. Colour will be a key component in all products to make sure New Demise is seen as unique and attractive. Making that colours work well together and provide contrast will be extremely important in product development.



# 7.1.4

## KEY PRINTS AND GRAPHICS

### COLLAGES



A big current trend within Fashion consists of using collage based graphics that use the entirety of garments, rather than big lumps, to create a more aesthetic and unorthodox look. Ideas can range from complex art with colour to more minimal text and images in greyscale. This idea will be incorporated into a wide variety of products to create an impact from just the graphics.

### FLORALS



Floral prints add a lot of colour that can contrast well with other garments, whether being used all over or as singular graphics, they keep with the Middle Eastern and Psychedelic theme of the brand. Florals are growing in popularity amongst men, as they add some type of freshness to designs. Incorporating florals on to any garment will give them a better look.

### PSYCHEDELIC



Psychedelic graphics come across as very unorthodox and stand-out, whilst having a deep aesthetic element with an even deeper meaning behind the graphics. They add lots of colour and can be used in almost any way on any product. The psychedelic graphics will be a key selling point for New Demise, especially with how it interacts with Middle Eastern culture and design.

# 7.1.5

## POINT OF DIFFERENCE



### MANUFACTURED IN DUBAI

All products will be designed and manufactured in Dubai, this will not only reduce transportation costs, but will also stand out from other brands in the UAE. It will also make it easier to check in on the production process and allow for a quicker production in general.



### GRAPHIC-LED APPROACH

New Demise will take on a graphic-led approach for the majority of products that are sold. This will consist of work from independent artists combined with psychedelic/punk subcultures and Middle Eastern culture, to form a collages that send clear messages



### SUSTAINABILITY FOCUS

The primary focus of the brand will be on sustainability and making sure that the effect on the environment is minimal in all aspects of the business. A key selling point for products will be the materials used in the production process and how advanced they are.

The image features a white background with decorative teal wavy lines in the corners. The word "Price" is centered in a pink, stylized font.

Price

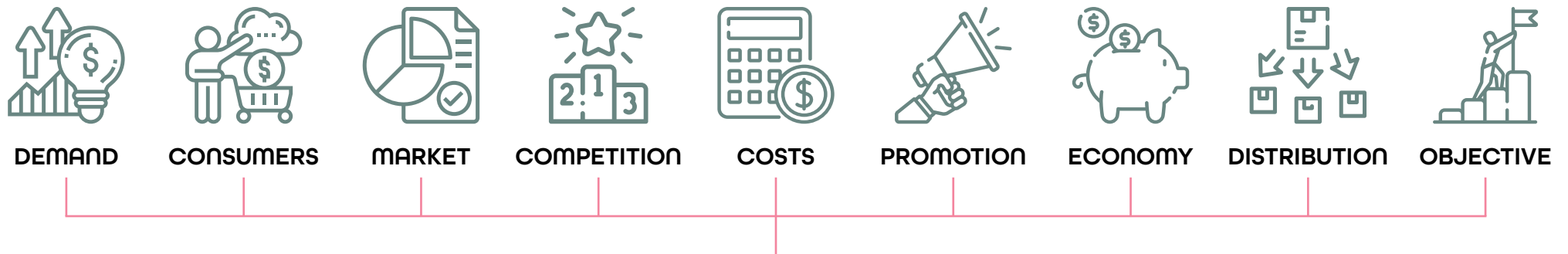
# 7.2.1

## PRICING POLICY

Many factors have to come into consideration when setting up the pricing strategy, including the external environment, the consumer perspective, the market and initial costs throughout the company.

Enough gross margin has to be achieved so that the brand can be profitable and able to grow, whilst still having an attractive price tag that matches the consumers perceptions and values.



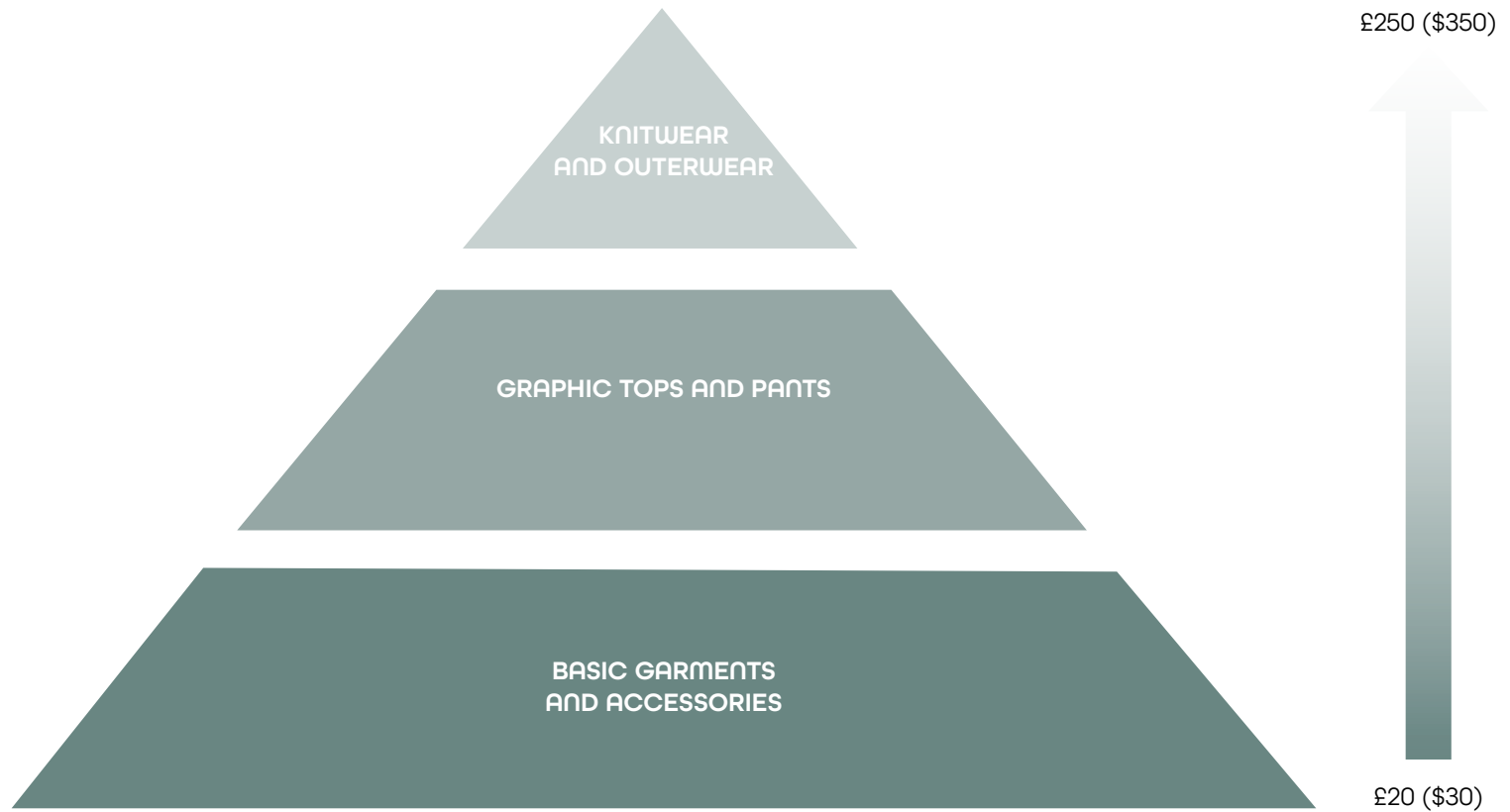


## Premium Pricing

From the market analysis, consumer research and competitor analysis New Demise will conclusively use a premium pricing strategy, whereby products will be strategically priced quite high, due to material and production costs. Since New Demise will be aiming for high quality and sustainable streetwear, there are many advantages over other brands, which will attract consumers who realise the value.

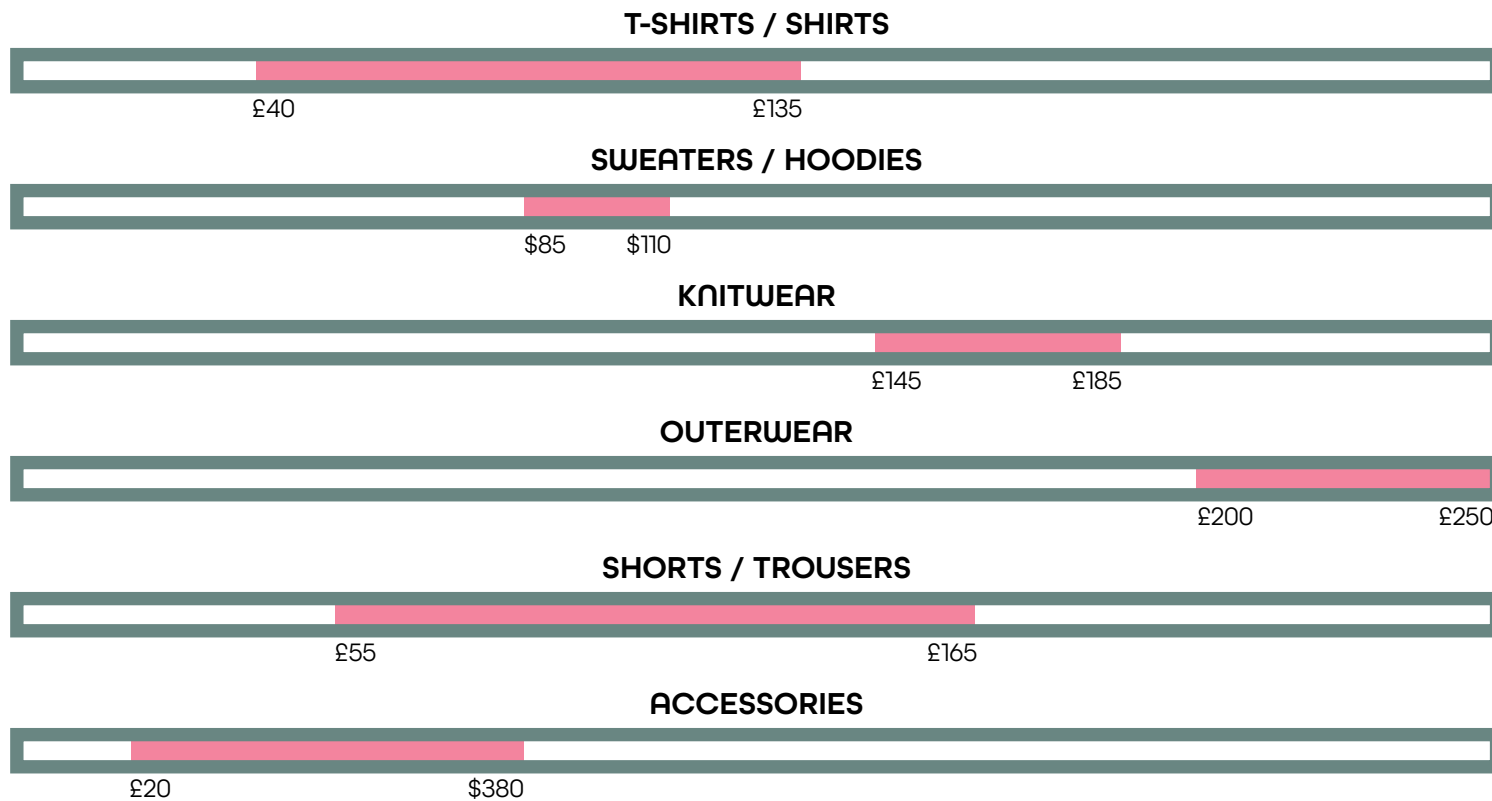
# 7.2.2

## PRICING ARCHITECTURE



# 7.2.3

## PRICE BAND MATRIX



“Having an effective pricing strategy helps solidify your position by building trust with your customers, as well as meeting business goals.”



(Profitwell, 2021)





Promotion

# 7.3.1

## BRAND STORY AND MESSAGE

### Mission Statement



New Demise is here to change the perspective of fashion throughout the UAE and eventually the world. Its a brand that not only values the consumers in providing the best of quality, but also values the planet. The focus is on bringing the best garments in terms of design, quality and comfort, whilst making sure that the only effects on the environment are positive ones.

## The Story



New Demise is a new streetwear brand based in Dubai, that will bring the best of sustainable streetwear to the city and the world. It began from ideas based around Middle Eastern culture and Psychedelic art being implemented into the streetwear world. The focus is on providing the best of sustainable fashion.

## New Demise Meaning

New Demise

New Demise has a discreet whilst also direct meaning; with the current state of the world if no changes are to come in the way companies and people consume, the planet has an inevitable 'demise'. The name brings light on this by creating a meaning where there can be a 'new' order to create a better world by killing societies ideologies of the past

## The Logo



The logo is simple, yet effective in the way it stands for the brand, a two-toned face that is made to look dead with Xs as eyes and a frown with a tongue out. It directly correlates with the name of the brand, showing demise/death, but also has the aesthetic that New Demise will look to hold.

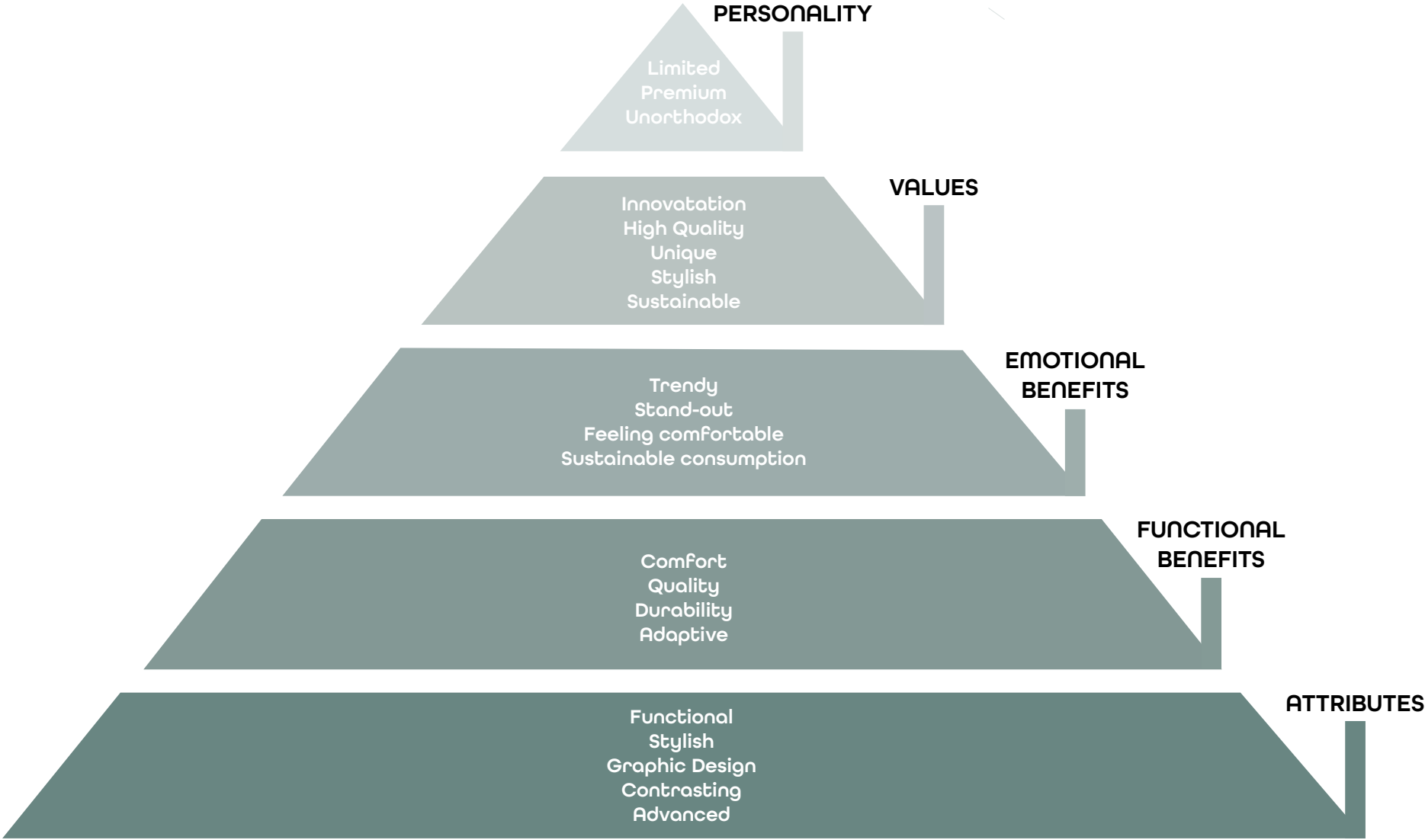
# 7.3.2

## BRAND DNA

### Overview



Connecting to consumers consists of many different factors including, the brand personality, its values, the emotional and functional benefits from purchasing a product and the attributes that the products have. These factors are all represented through the Brand DNA Pyramid, where each stage has been analysed to reflect the brands vision.



# 7.3.3

## BRAND ESSENCE



Unorthodox Culture Combination



This phrase describes New Demise and its aesthetic perfectly in just three words, with the combination of psychedelic and punk subcultures with the traditional Middle Eastern culture the word 'unorthodox' is very fitting.

New Demise is more than just a brand, its a lifestyle and more importantly its a place to harness a deeper connection and understanding of certain cultures and ideologies, educating society has never been seen in such an unorthodox way.

# 7.3.4

## INTEGRATED MARKETING STRATEGY

### Marketing Communications

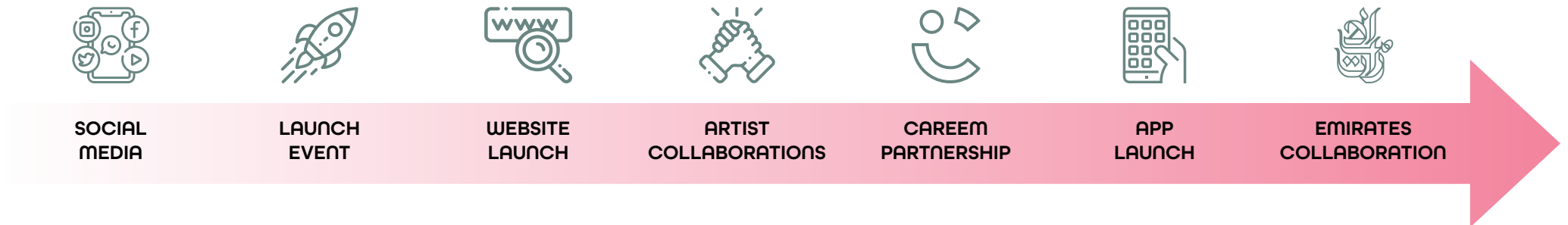


78% of consumers want brands to use social media to help people connect with each other and social media was ranked as the number one channel for brands to connect with consumers and attract new ones. With this in mind consumers are 57% more likely to spend more on a brand if they feel connected to it.

(Sprout Social, 2021)

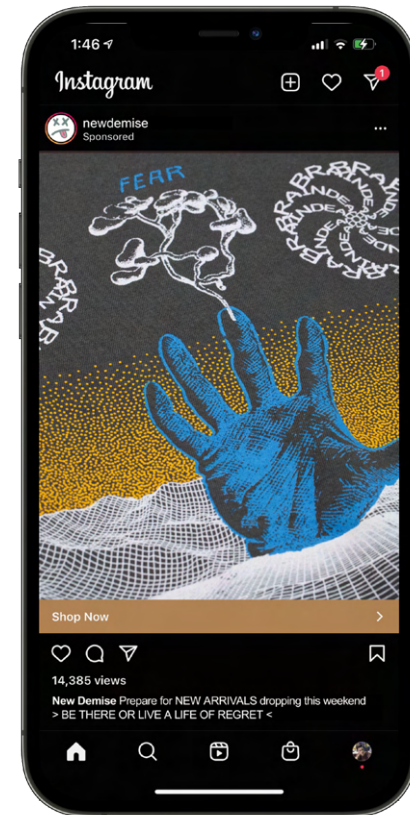
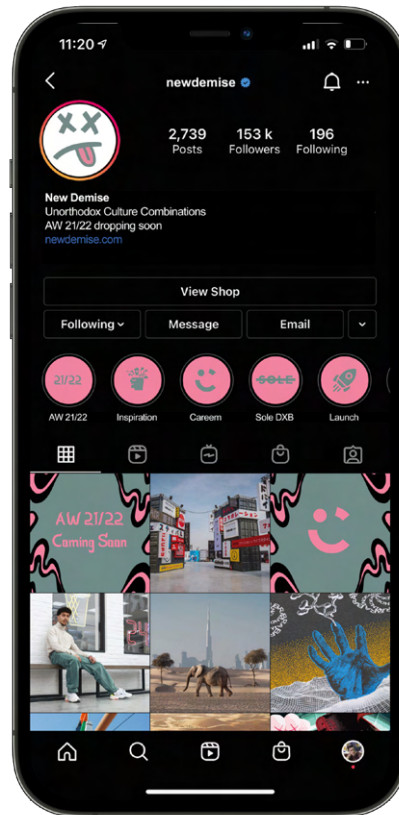
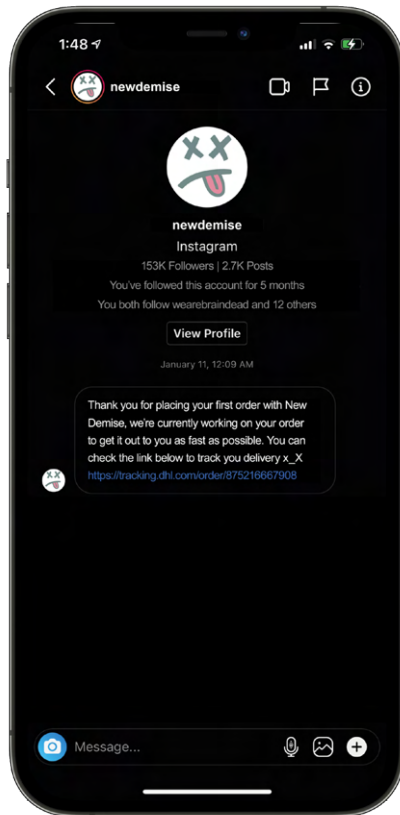
From these statistics its clear that social media is currently the best media channel to promote businesses and create a connection with consumers. New Demise will initially focus on online marketing using social media and ads to greatly reduce marketing costs.



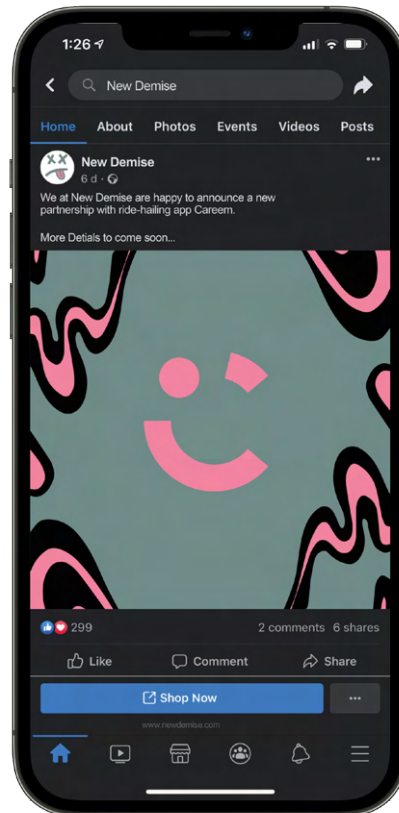
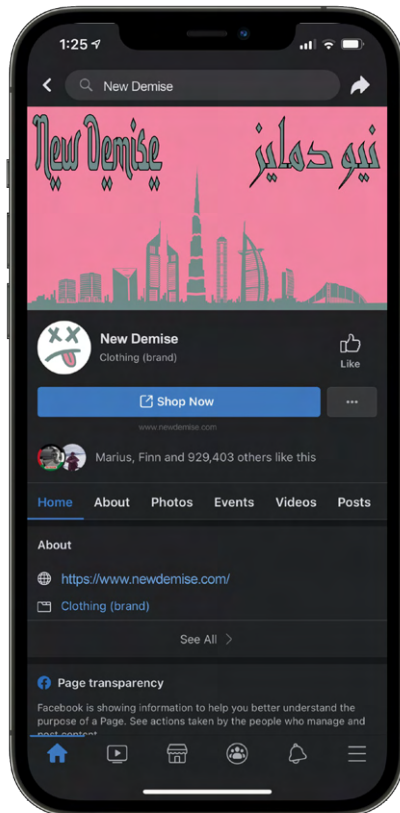


A variety of marketing strategies will be used to promote the brand. Social media will be the primary channel, and will begin creating hype before the launch. The website will then be launched alongside some artist collaborations, then depending on the success there will be a partnership with Careem and the development of an app before collaborating with Emirates Airline for different Fashion weeks.

# Social Media



@NEWDEMISE



# Collaborations

## DUBAI-BASED STREET ARTISTS

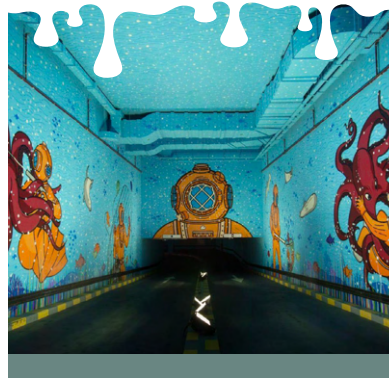
Working with known, independent street artists around the UAE will help New Demise grow as a brand, whilst also giving the artists more exposure and appreciation. As streetwear is mainly a subculture of standard street culture, the collaborations will work well. A popular type of art form around the UAE is known as 'calligraffiti', which combines traditional arabic calligraphy with the colourful and bold designs associated with graffiti. This fits directly with what New Demise wants to achieve as a brand. Products will be sold in limited quantities at a premium price, with the artists taking a percentage of profits.



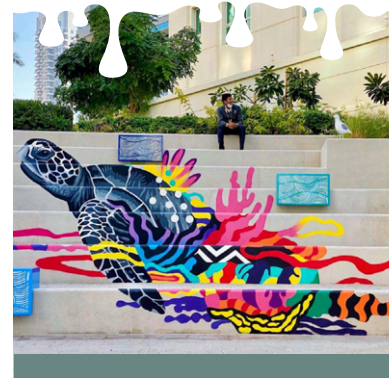
MAAJED AHMED



CHOLO JUAN



MYNEANDYOURS



DINA SAADI



EL SEED

“By collaborating, businesses can further their customer reach, save money and create something special by utilising skills of other people.”



(Perino, 2021)

## NEW DEMISE X EMIRATES

Once New Demise has become an established, well-known brand with a solid following, growing and expanding will be important to keep building on success. One way of accomplishing this will be through collaborations with global corporations to expand the customer reach. One key brand to collaborate with would be Emirates Airline, which is the primary airline in Dubai, and is known to be one of the best in the world. The idea for the collaboration would be to produce different items that are given in business and first class, including pyjamas, sleeping masks, socks and blankets. Initially the collaboration would be available on flights to the fashion capitals during their respective fashion weeks, depending on the success, it could then become permanent on other flights. Not only will this be beneficial for New Demise, it will also help them in their goal to becoming more sustainable.

## Why Emirates?



Emirates is one of the leading airlines and has many deals and sponsorships around the world, including football and Formula 1. They are the 4th biggest airline in the world in terms of brand value, with the brand being estimated to be worth \$5.336 billion.



The company is making a big push towards sustainability, along with the rest of the UAE and their ethos coincide with New Demise' perfectly. They are achieving this in many ways such as:

**Emirates' policy of investing in the most eco-efficient technology available.**

**Investing in one of the best flight planning systems available, to carefully plan flights and optimise routes.**

**Economy Class blankets on long-haul flights are made from 100% recycled plastic bottles.**

**Engine Maintenance Centre, where they installed a one megawatt array of 2990 solar photovoltaic panels.**

(Emirates, 2021)

# Careem Partnership



Careem is a UAE-based ride-hailing app, that offers a range of services including car rides, food delivery, shop delivery and cleaning. The app has over 15 million users and is available across the Middle Eastern region. They have recently started to prioritise the planet by becoming more sustainable and ethical. This has been done in several ways such as:

**Launching a fleet of many Tesla cars, that continues to expand and expects to have 90% of its cars to be electrically powered by 2026.**

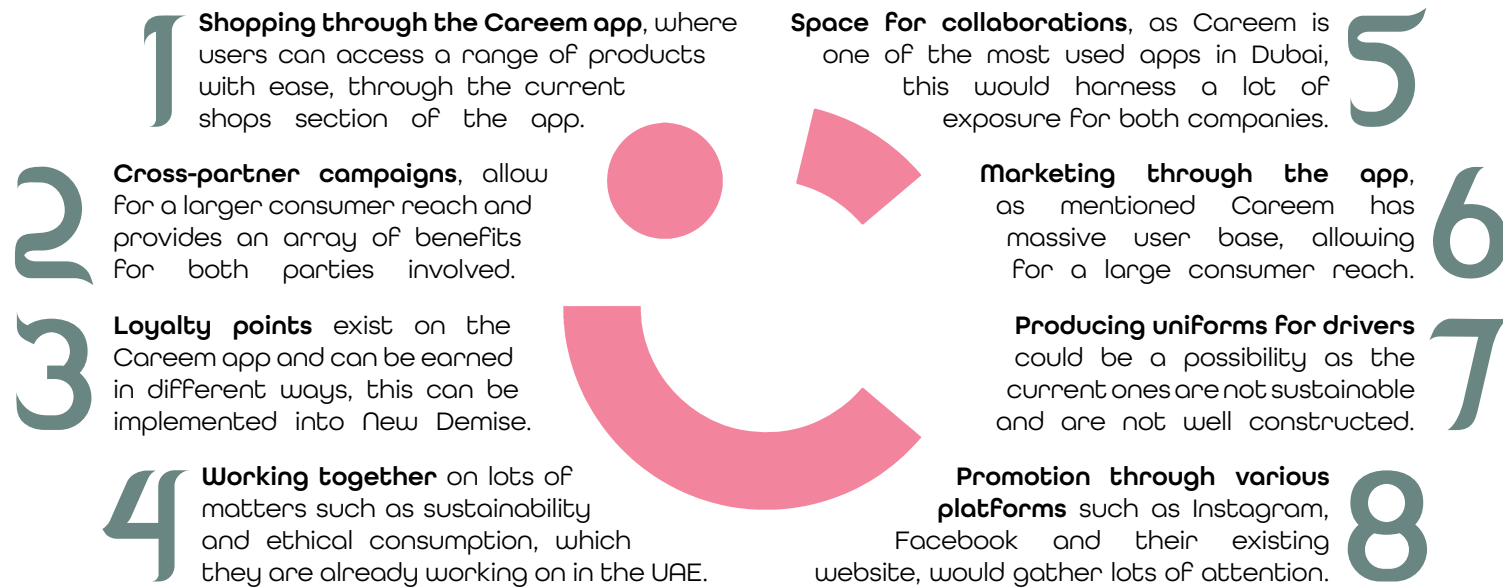
**Launched a 'Careem Bike' service around different locations in Dubai.**

**Partnering with the World Wildlife Fund to plant over 10,000 trees in Pakistan.**

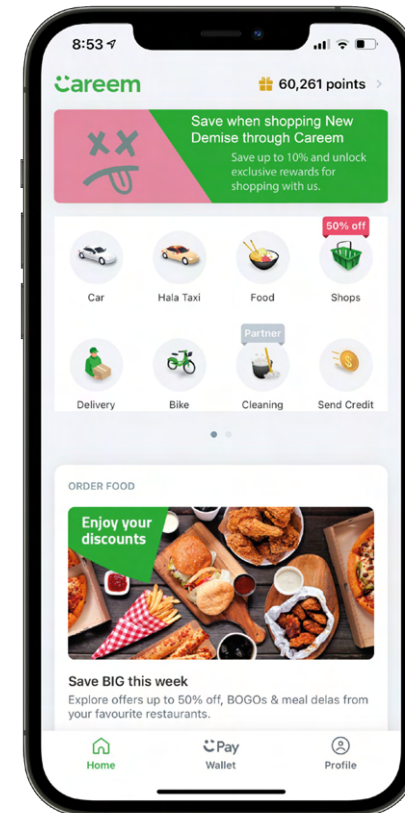
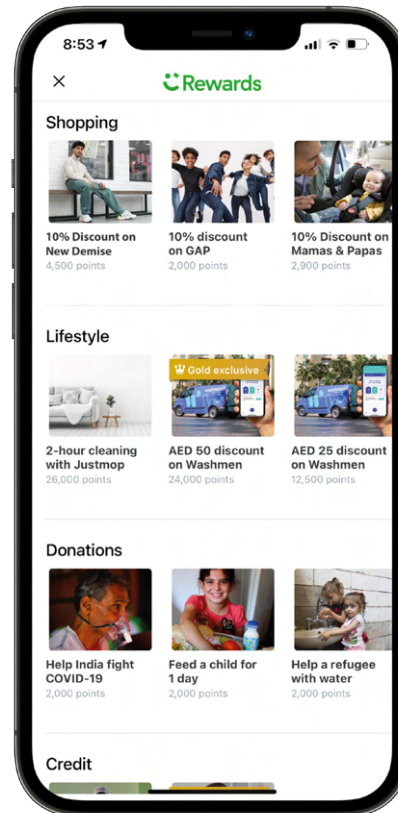


Partnering with Careem will provide many opportunities such as, same day delivery services, a simple yet effective shopping experience and a platform for growth and promotion.





# Careem App Mockups



“Careem is expanding services on its platform to include shopping, delivery and payments, to become the region’s everyday SuperApp.”



(Careem, 2021)

# 7.3.5

## LAUNCH CAMPAIGN



Sole DXB is an annual festival that brings art, music, food, sneakers and street culture together for three days in December. The event takes place in Dubai Design District, a hub for creativity, and attracted more than 36,000 people from 60 countries in 2019. The event brings in brands from all parts of the spectrum, from locally grown start-ups to global fashion houses such as Dior and Burberry, to set up their own pop-up stores. As street culture in Dubai continues to grow, Sole DXB has been a key driving force in obtaining this growth. The support that the event gives to smaller brands makes it an ideal place to launch New Demise and attract attention. With the growth of the event and how many people attend, it seems like the perfect time to launch a streetwear brand in the city.



### WHY

Sole DXB is known throughout Dubai to be the biggest streetwear event of the year attracting many industry professionals and a large crowd. Its a unique experience like no other in the city with a large range of brands. The event also has an area where there are ongoing interviews and talks with designers and celebrities where they are able to chat to the audience.



### WHO

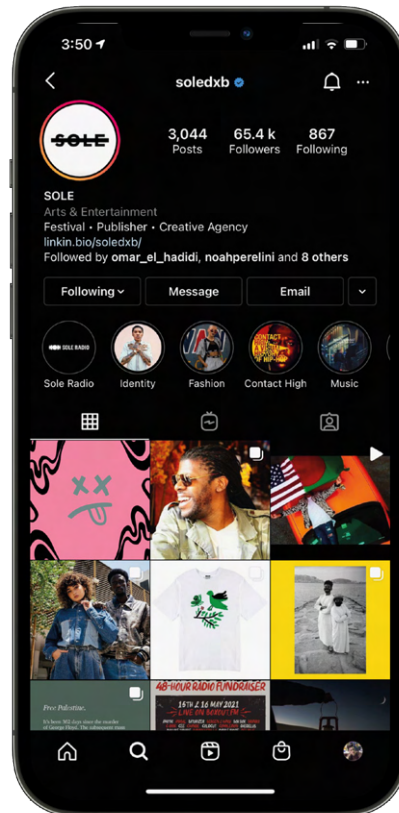
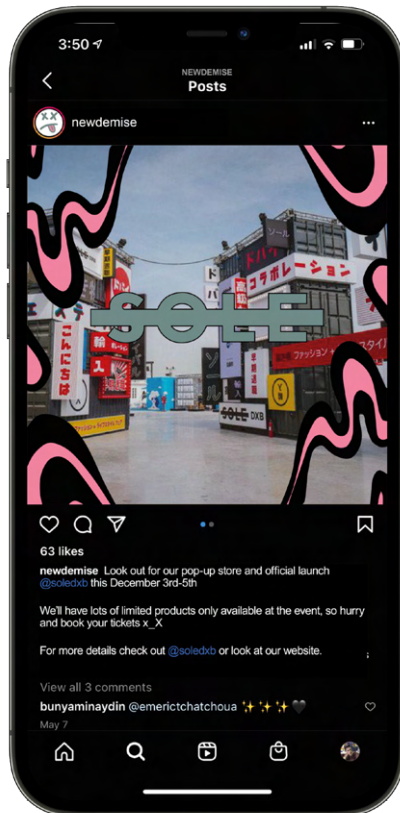
An array of industry leaders will be in attendance at Sole DXB along with several musicians, with the likes of Stormzy and Pusha T previously performing at the event. The first night of the event is more private requiring an invite for the 'opening party'. Lots of fashion editors, photographers and many influencers usually attend, which will allow New Demise to gain exposure.



### WHEN

The event takes place on the first weekend of December every year, which is the perfect time in Dubai as the climate is perfect and more tourists are travelling to the region. On top of this, the event coincides with the Expo 2020, which has been delayed until October 2021, and will run for a year. The Expo is expected to attract 25 million investors and innovators.

Promotion for the event will be done primarily through social media, on the New Demise pages and on Sole DXB's pages, to attract a large consumer range.



The image features a white background with decorative teal wavy patterns in the corners. The word "Place" is centered in a pink, stylized font.

Place

# 7.4.1

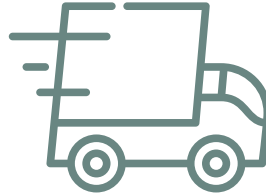
## DISTRIBUTION STRATEGY



### DISTRIBUTION CENTRE

#### IQ FULFILLMENT

IQ is the first robotic fulfillment centre in the Middle East, that focuses on supporting the needs of e-commerce companies. By bringing together cutting-edge technology and industry experts it ensures the most efficient solutions for every type of e-commerce company. They handle everything including shipping and deal with over 12,000 orders per day.



### DELIVERY

#### COURIERS

A range of couriers will be used as New Demise grows and worldwide shipping becomes available. Different countries will have different couriers depending on price and efficiency. Throughout the UAE same day delivery will be offered with Careem on all orders. Whilst DHL, who have a partnership with Careem, will be the primary courier for international orders.

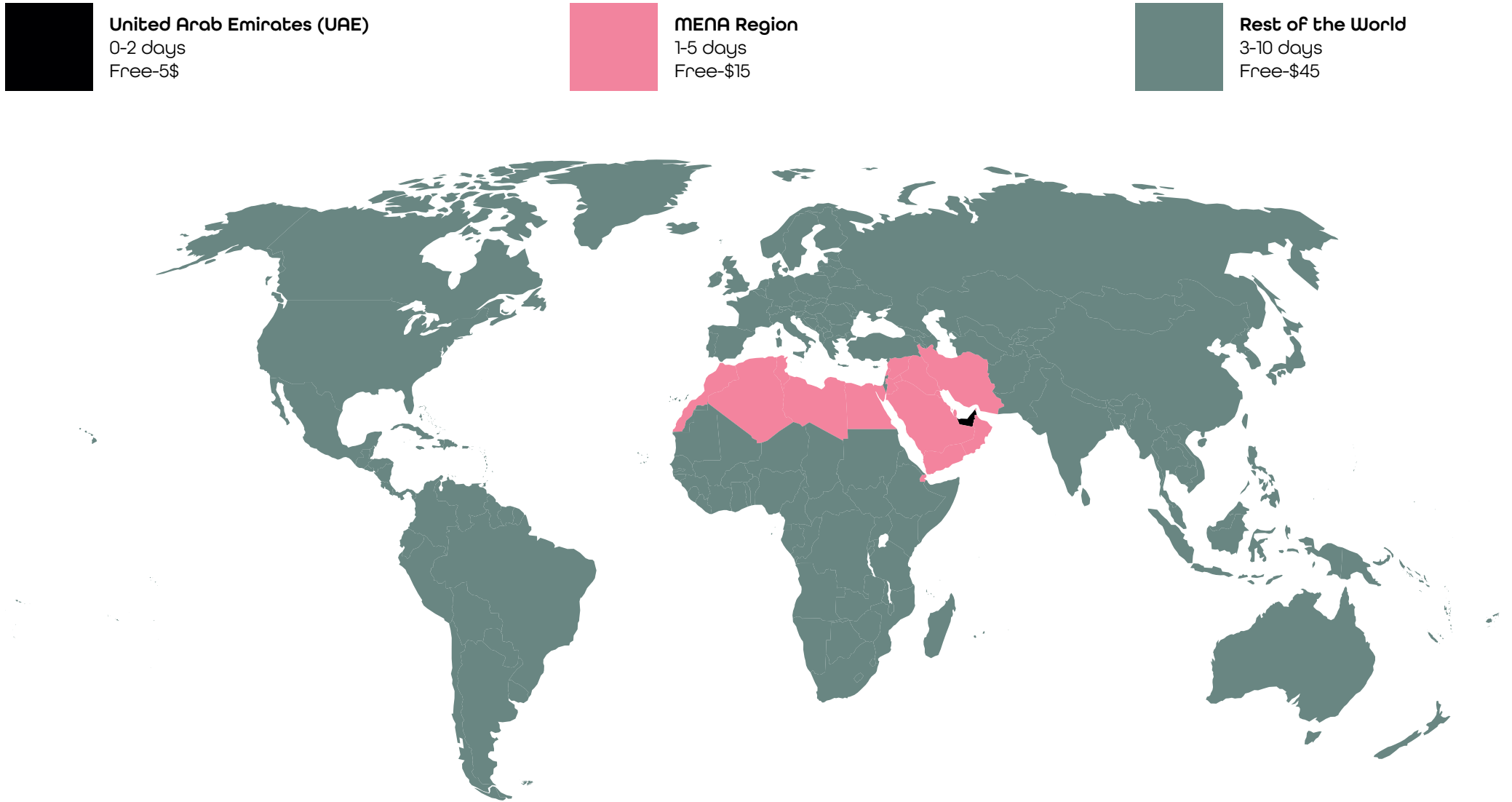


### CUSTOMER

#### SHIPPING/RETURNS

Free standard shipping will be offered on all orders throughout the UAE, whilst international customers will receive free shipping on orders over \$200. Same day delivery will also be offered in the UAE for an extra cost of \$5 (20AED) or for free on orders over \$100. Free returns will be available on most products up to two weeks after receiving the items.





# 7.4.2

## RETAILERS



**THAT CONCEPT STORE**

MALL OF THE EMIRATES

THAT is a newly opened concept store that spans across three floors in Mall of the Emirates. They sell brands such as, Billionaire Boys Club, A.P.C and The Giving Movement, along with furniture. There are also other services available such as, a sustainable laundry and bag repairing. The general theme and experience of the store suits the aesthetic of New Demise.



**FRAME**

DUBAI DESIGN DISTRICT

Frame a small retailer and restaurant that stocks brands that take a graphic-led approach such as Brain Dead and Pleasures. The store is located in Dubai Design District which is a hub for creativity in the city. Frame brings the Western skate culture and aesthetic to Dubai whilst also focusing on contemporary Japanese Fashion. With this in mind New Demise will fit in perfect



**AMERICAN RAG CIE**

DUBAI MALL

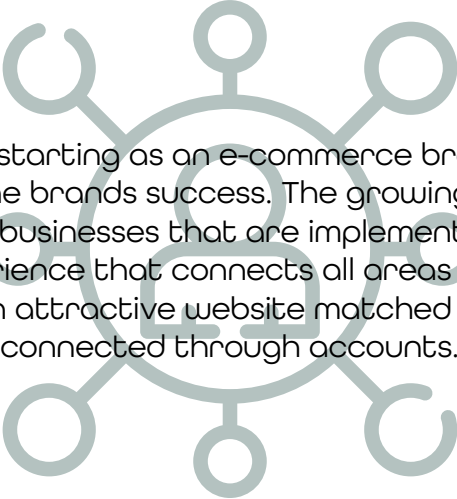
American Rag CIE is a large retail space based in Dubai Mall. With Dubai Mall being the most visited destination in Dubai the store brings many customers. They stock a wide variety of brands ranging from Champion to Stussy and also have a range of products from local brands. The style of products sold fit in with New Demise and the general aesthetic that wants to be achieved.



As mentioned, New Demise will look to partner with Careem, whereby certain products will be sold through the 'shops' section of the app. This will allow for quick and easy checkouts using card payments or any credit on the customers account. In addition, Careem loyalty points will be earned through purchases, these can be redeemed on several items including discounts on New Demise orders.

# 7.4.3

## OMNICHANNEL RETAIL



With New Demise initially starting as an e-commerce brand, utilising omnichannel retail will be vital for the brand's success. The growing market is proving more than helpful for many businesses that are implementing it, creating a more authentic customer experience that connects all areas and aspects of the brand. New Demise will have an attractive website matched with an app that will be connected through accounts.

“Omnichannel presents many opportunities for smaller retailers, who have in the past been largely shut out of e-commerce.”



(Lightspeed, 2020)

# 7.4.4

## EXPERIENTIAL RETAIL



### INSPIRATIONAL EDITS

Inspirational editorials in the form of zines will be released alongside collections and available online for free. The edits will go in depth about how the collection developed and the key influences in terms of design and colours. The aim for these editorials is to provide any creatives with types of inspiration in different forms, that are easily accessible.



### LIMITED QUANTITIES

Most collections will be sold in limited quantities, which will not only create hype around certain drops, but will also give consumers the satisfaction of owning items that not many people will have. On top of this, some products such as tie dye shirts, will be hand dyed making each item different from others, meaning they will be one of a kind and more sought after.



### BRAND TRANSPARENCY

New Demise will be 100% transparent with consumers throughout all aspects of business. This will be done by posting behind the scenes media showing different areas of the brand and what goes on. In addition to this consumers who place orders will also receive a QR code that shows the journey that their items went through, until arriving at their door.

# Pop-up Stores

Pop-up stores will be key in growing the brand and attracting attention across Dubai and the world. For different collections pop-ups will be set up in different locations such as, Dubai Mall, JBR and City Walk, these will allow customers to physically enjoy an experience with the brand whilst products are on offer. It will also give consumers a chance to buy limited products only available in the set locations.



**JUMEIRAH BEACH RESIDENCES (JBR)**



**DUBAI MALL**



**CITY WALK**

“We don't buy products today, we buy stories, we buy missions, we actually define ourselves by the products that we buy today.”



(Tal Zvi Nathanel, CEO Showfields)



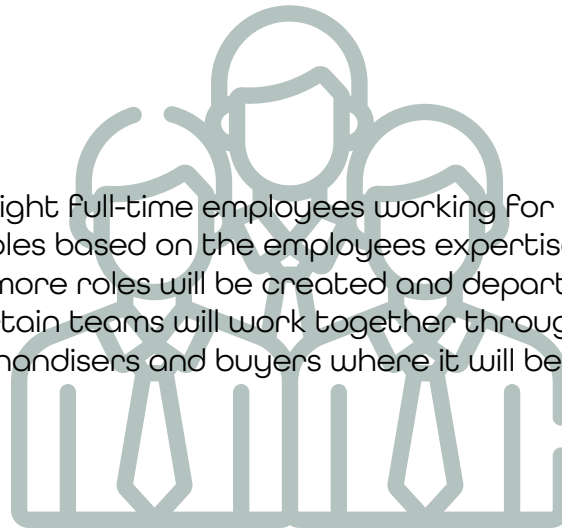
The image features a white background with decorative teal wavy patterns in the corners. The word "People" is centered in a pink, rounded, sans-serif font.

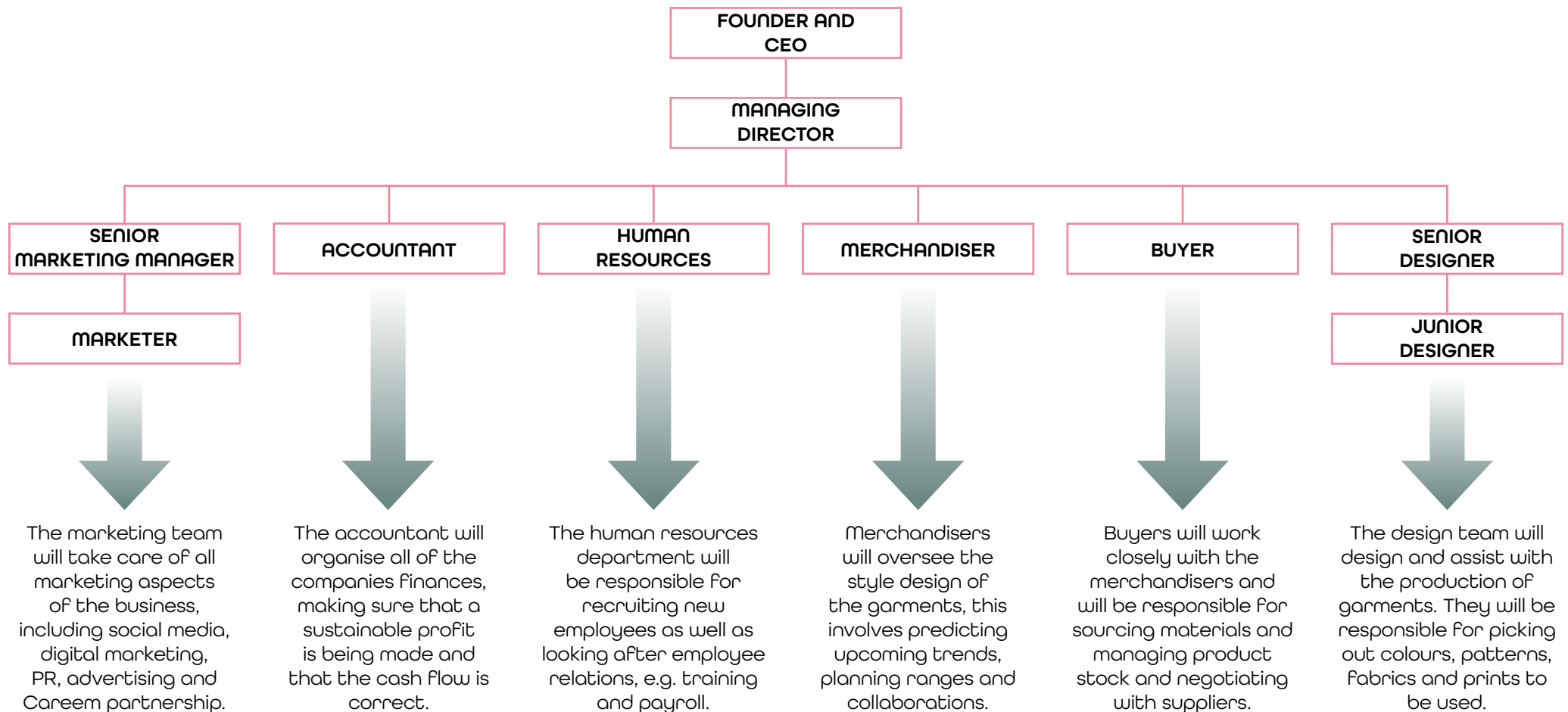
People

# 7.5.1

## EMPLOYEES

Initially there will be eight Full-time employees working for New Demise, these are split into different roles based on the employees expertise. As the brand grows and establishes itself, more roles will be created and departments will be expanded where necessary. Certain teams will work together throughout the business such as the merchandisers and buyers where it will be more helpful.

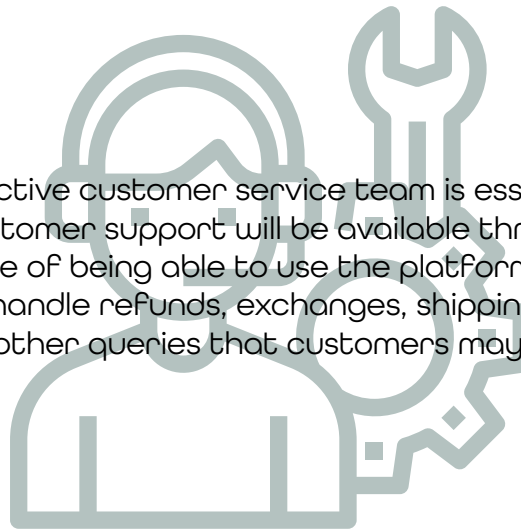




# 7.5.2

## CUSTOMER SERVICE

A good quality and effective customer service team is essential to run a successful business correctly. Customer support will be available through eight platforms to give customers the ease of being able to use the platform which is best for them. Customer service will handle refunds, exchanges, shipping details, sizing help and any other queries that customers may have.





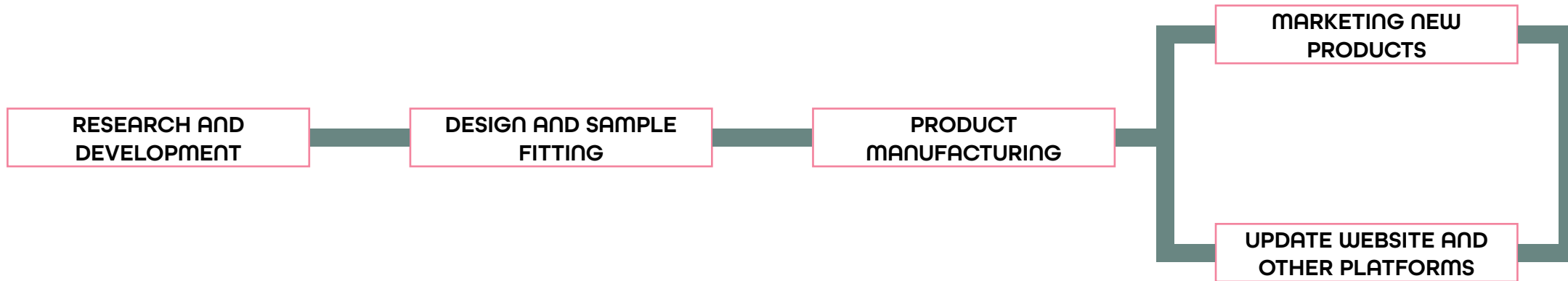
“For online shopping UAE consumers prefer single-brand websites because they believe they provide the best customer service.”



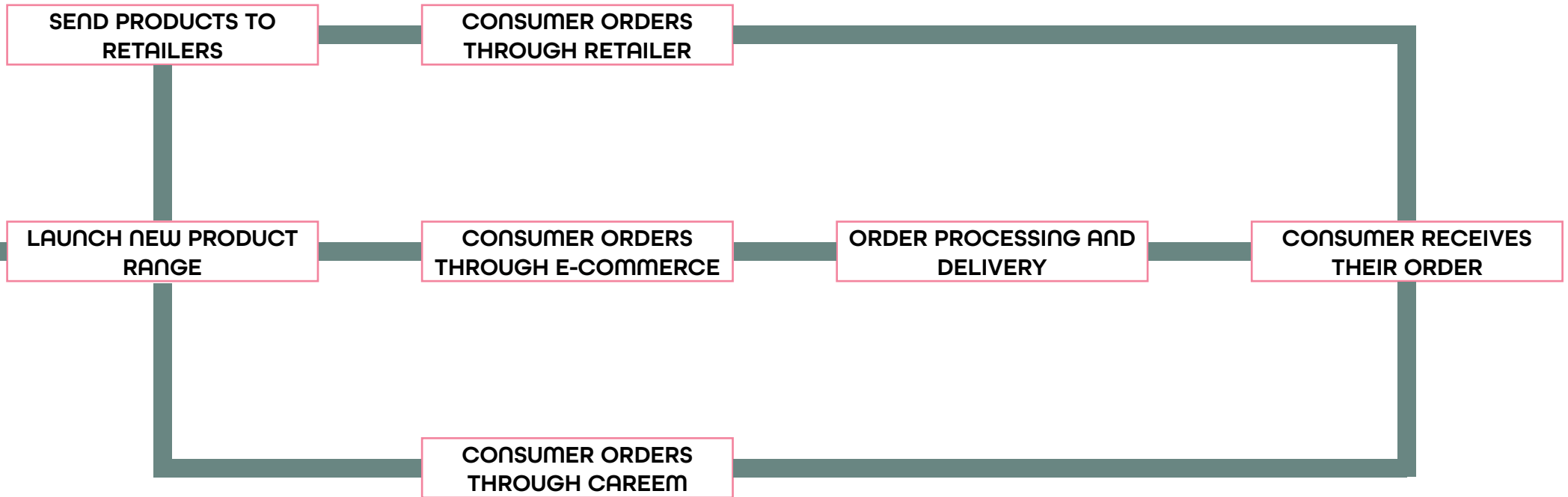
(Santander, 2021)

The image features a white background with decorative teal wavy lines in the corners. The word "Process" is written in a pink, stylized font in the center.

Process









# Physical Evidence

# 7.6.1

## BRANDING

**FONT 1**  
PRIMARY FONT

Ceria Lebaran

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x  
y z

1 2 3 4 5 6 7 8 9 0

**PRIMARY COLOUR**

DARK IVY



**FONT 2**  
SECONDARY FONT

All Round Gothic XLight

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p  
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

**SECONDARY COLOUR**

BUBBLEGUM



**FONT 3**  
ARABIC FONT

سانا

ا ب ج د ه و ز ح ط ظ ع غ ف ق  
ك ل م ن ه و ي

ا ب ت ث ج د ذ ر ز س ش ص ض ط ظ ع ف ك ل م ن ه و ي

٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

**TERTIARY COLOUR**

THUNDERSTORM



COLOURED LOGO (ENGLISH)



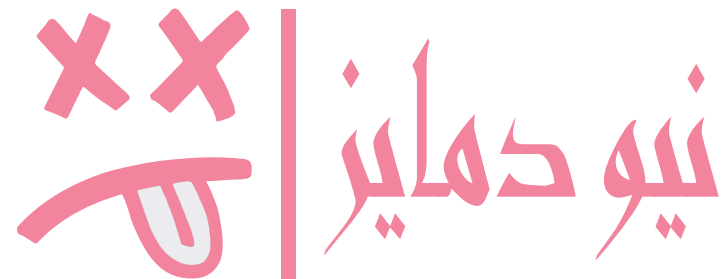
COLOURED LOGO (ARABIC)



BUBBLEGUM LOGO (ENGLISH)



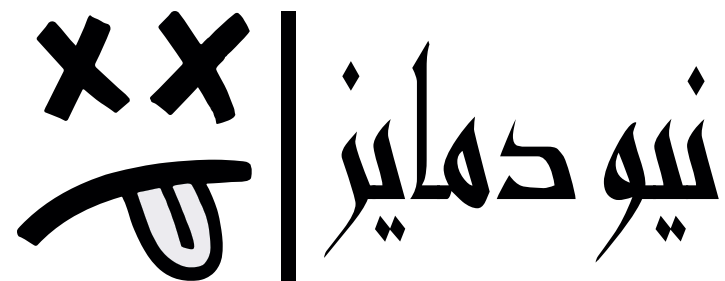
BUBBLEGUM LOGO (ARABIC)



BLACK AND WHITE LOGO (ENGLISH)



BLACK AND WHITE LOGO (ARABIC)



NECK LABEL



SWING TAGS





EMBROIDERED TONAL  
SLEEVE LOGO





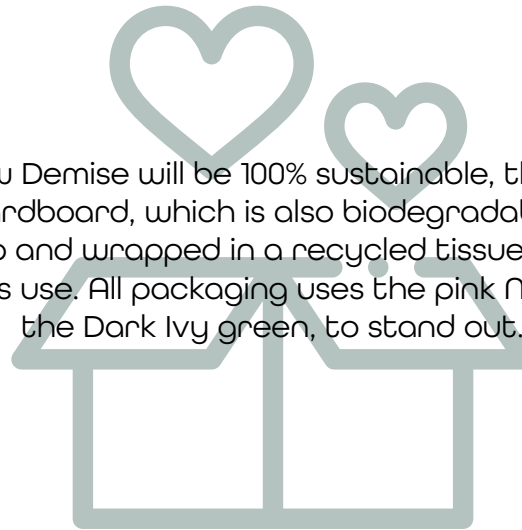


OUTER LABEL

# 7.6.2

## PACKAGING

Packaging used at New Demise will be 100% sustainable, the shipping boxes will be made from recycled cardboard, which is also biodegradable. Smaller items such as T-shirts will be rolled up and wrapped in a recycled tissue wrap, which will reduce the space in which items use. All packaging uses the pink New Demise logo on top of the Dark Ivy green, to stand out.



T-SHIRT WRAPPING



DELIVERY BOXES





Unorthodox Culture Combinations

NEW DEMISE© [WWW.NEWDEMISE.COM](http://WWW.NEWDEMISE.COM)

GIFT BAGS

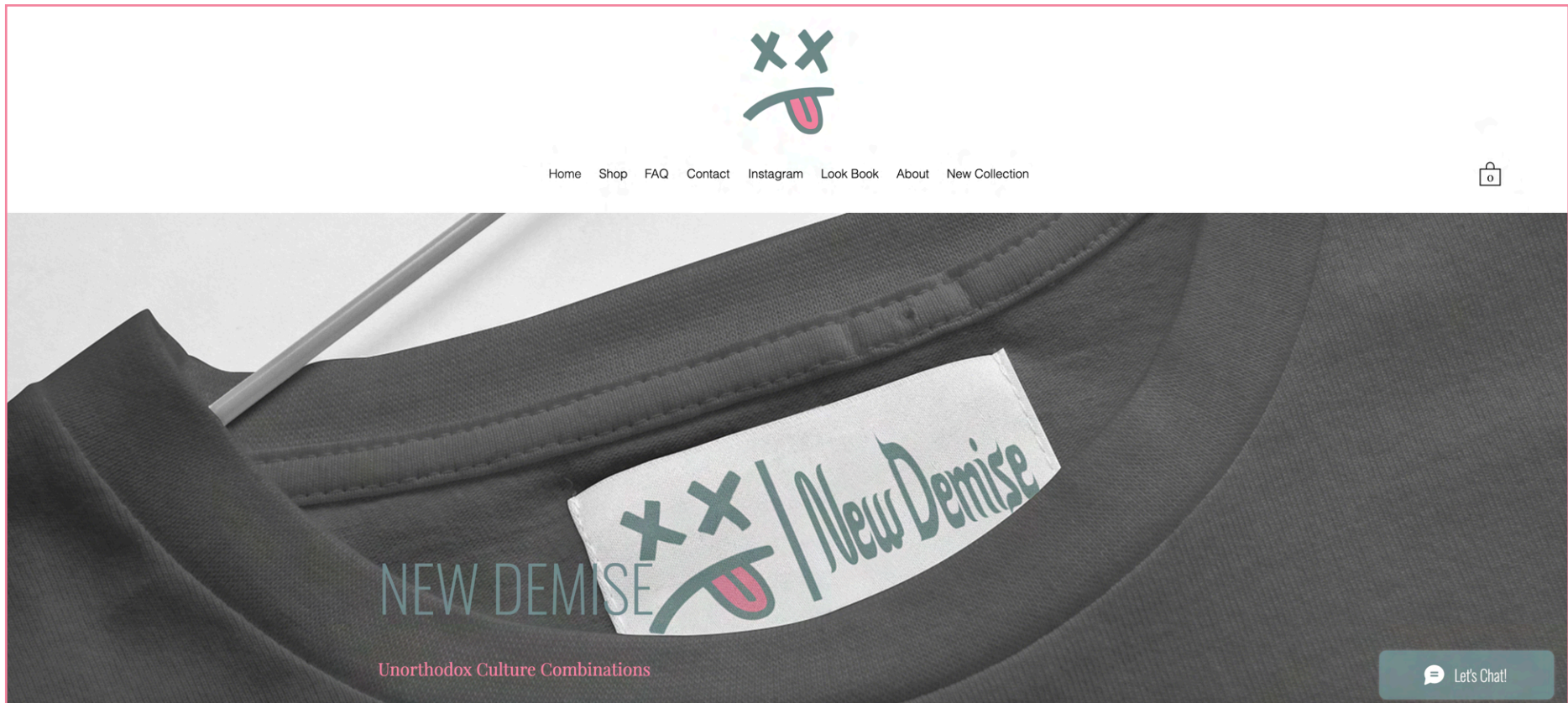


RECYCLED  
TOTE BAGS



# 7.6.3

## MEDIA PLATFORMS







# 7.6.4

## PHYSICAL ADVERTISING



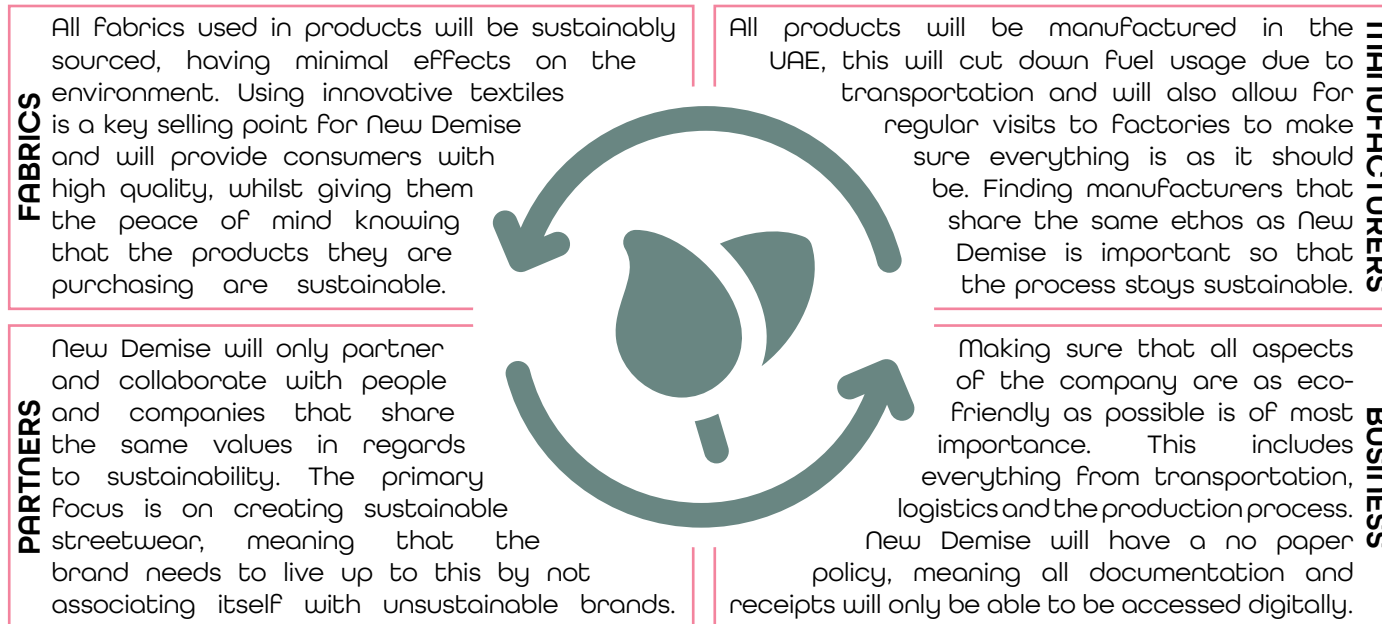


8

Sustainability and Ethics

# 8.1

## SUSTAINABILITY



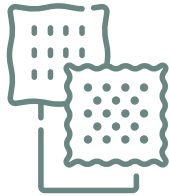
“70% of people said sustainability is at least somewhat important to them when purchasing and 47% would pay more for a sustainable product.”



(Revenue River, 2020)

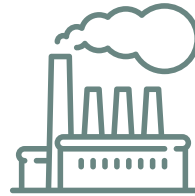
# 8.2

## ETHICS



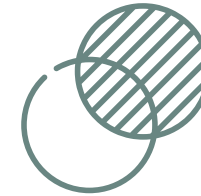
### RESOURCES

All resources and materials will be sourced ethically, meaning that New Demise will only buy from ethical suppliers who treat the environment and their employees correctly. The usage of resources will also be ethical, knowing that lots of waste is produced in the Fashion industry, the aim will be to minimise this and use biodegradable materials where its possible to do so.



### FACTORIES

The factories and manufacturers that New Demise will work with will be located in the UAE, this is to limit fuel consumption from transportation, but also allows regular visits to ensure that products are being produced in a satisfactory environment. Making sure that the factories that work with New Demise have high standards in regards to how employees are treated.



### TRANSPARENCY

As mentioned before, the brand will aim to be as transparent as possible with the consumers, this includes behind the scene views of the production process and the QR code that allows consumers to see how their products got to them. Working with Careem will promote the ethical standards as they are also pushing for this with donations available through loyalty points.

# 8.3

## CODE OF CONDUCT

### Ethics Commitment

Follow the Universal Declaration of Human Rights

Respect all applicable laws, standards and regulations

Make sure business partners follow all applicable laws

### Respecting the Rules

No form of corruption is acceptable

Employees are hired based on qualifications and experience

Conflict of interest should be informed

### Protection of the Brand

Duty of confidentiality about aspects of the company

Confronting counterfeit products

Respect the brands values when representing the company

### Respecting People

Freedom of expression outside the company

Zero tolerance for discrimination or harassment

Providing a healthy and safe work environment

# 8.4

## SOURCING STRATEGY



### SIEBENBLAU

BERLIN, GERMANY

Siebenblau will be the main supplier for organic wool, they are a German company, very much focused on sustainability. They only use green electricity and ship their fabrics using DHL GoGreen. The company is certified by the Global Organic Textile Standard (GOTS) meaning that the fabrics sold are legitimate and are up to global standards.



### SEMTEX

BUSINESS BAY, DUBAI

Semtex is a textile manufacturer located in Dubai, they sell a variety of sustainable fabrics. Having a supplier located in Dubai is perfect, as shipping costs and fuel consumption will be greatly decreased. New Demise will use their organic cotton to produce certain products. They are now one of the leading fabric exporters in the Middle East.



### MECILLA

GUANGZHOU, CHINA

Mecilla, is a Chinese owned company with factories in China, India and Tajikistan. Their mission is Mecilla's mission is "to heal the land through changing the supply chain for garment manufacturing, from farming to making". They produce a range of sustainable fabrics, including high quality bamboo viscose, which will be commonly used by New Demise.

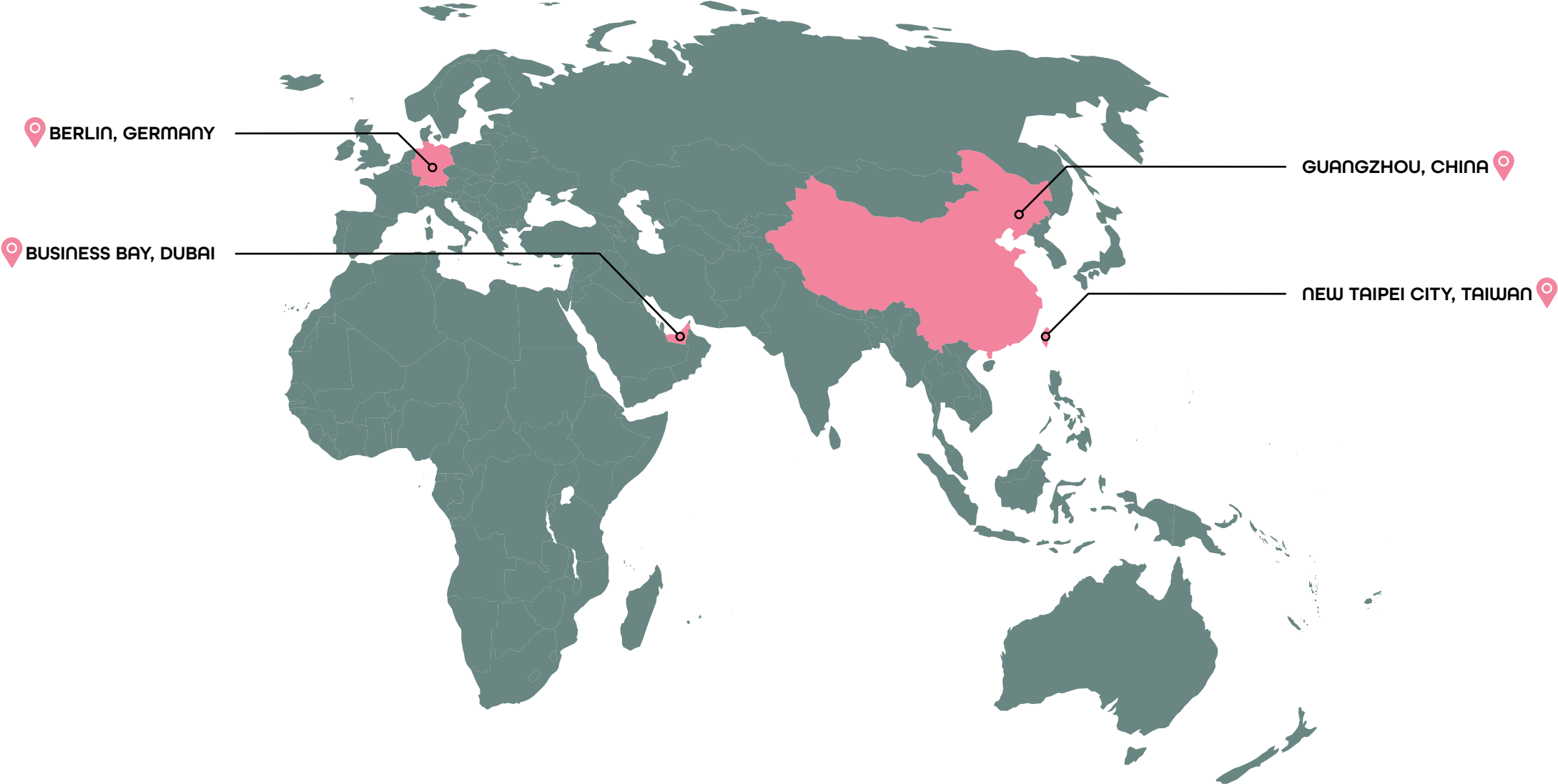


### SINGTEX

NEW TAIPEI CITY, TAIWAN

Singtex is the producer of the newly developed and patented S.Cafe, which is crafted from recycled coffee grounds. The fabrics produced have many advantages over generic materials, for example odour and UV resistance. The factory is located in Taiwan and they are partnered with many coffee shops around the world who donate their used coffee grounds.





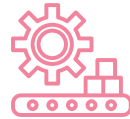
BERLIN, GERMANY

BUSINESS BAY, DUBAI

GUANGZHOU, CHINA

NEW TAIPEI CITY, TAIWAN

# Manufactured in Dubai



All products will be designed and manufactured in Dubai, this allows visibility and control throughout the full supply chain, whilst ensuring the sampling and production processes are much faster.

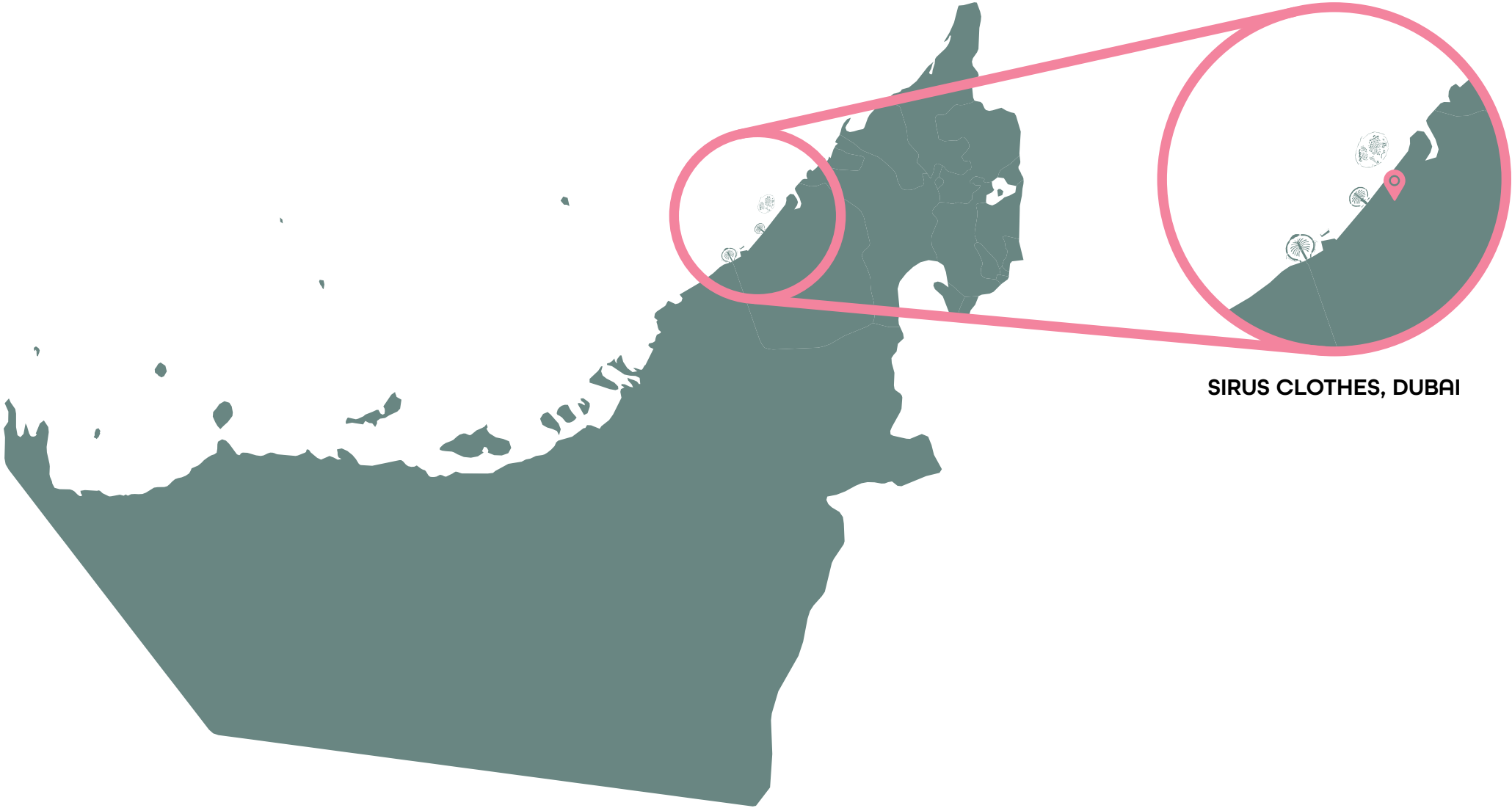


New Demise will partner with Sirius Clothes, which is located in Al Quoz Industrial Area. They are specialised in the production of T-shirts, shirts, hoodies and trousers and are flexible, being able to handle a broad range of products. They have low minimum order quantities, allowing for New Demise to develop at the beginning without needing to order substantial amounts.



**“We always deliver products that are in the best quality materials, perfect fits, meeting the environmental requirements and manufactured in a good working environment.”**

(Sirius, 2019)



**SIRUS CLOTHES, DUBAI**

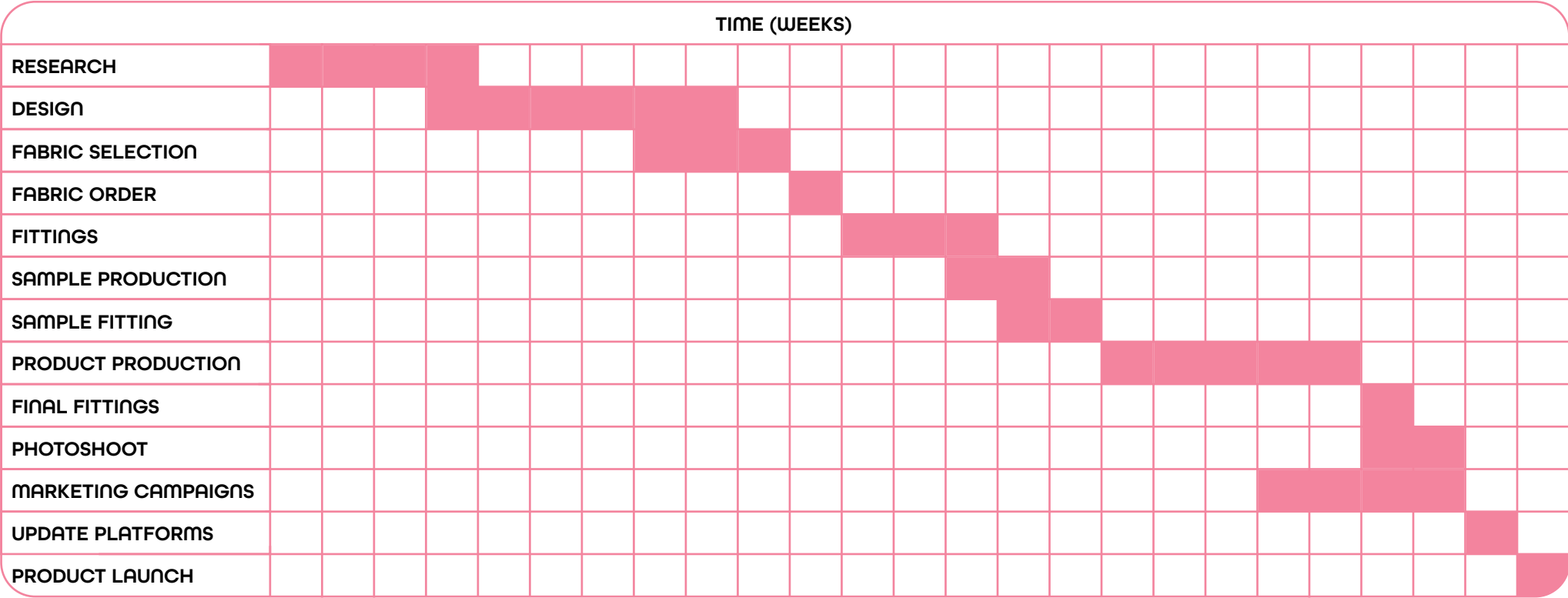
“The Middle East is starting to shift from being a historical importer of fashion trends to a nascent exporter.”



(McKinsey, 2019)

# 8.5

## CRITICAL PATH





# 9

## Financial Considerations

# 9.1

## COSTS

### START-UP COSTS

Dubai e-commerce license	£250
Website Design	£500
Insurance	£1 000
Resources/Equipment	£4 000
<b>TOTAL START-UP COSTS</b>	<b>£5 750</b>

### VARIABLE COSTS (H1 2022)

Average fabric cost (per product)	£15
<b>Total fabric costs</b>	<b>£61 350</b>
<b>Cost of trims</b>	<b>£3 320</b>
Factory fee (per product)	£5.72
<b>Total factory costs</b>	<b>£23 360</b>
<b>TOTAL VARIABLE COSTS (4090 UNITS)</b>	<b>£88 030</b>

### FIXED COSTS (PER MONTH)

Salaries (team of 6)	£18 000
Website Domain	£20
Shopify Plan	£65
IQ Fulfillment	£300
Adobe Suite	£70
Overhead Costs	£500
Marketing Costs	£500

**TOTAL MONTHLY COSTS** £19 455

**TOTAL ANNUAL COSTS** £233 460

# 9.2

## REVENUE

### PROFIT (H1 2022)

Revenue	£344 800
Gross profit	£256 770
Net Profit	£140 035

**GROSS PROFIT MARGIN** **74.47%**

**NET PROFIT MARGIN** **40.61%**

Assuming that all 4090 products are sold at full price, a net profit of £140 035 will be made within the first 6 months of 2022. This value is an estimate and is dependent on many factors.



# 9.3

## INVESTMENT



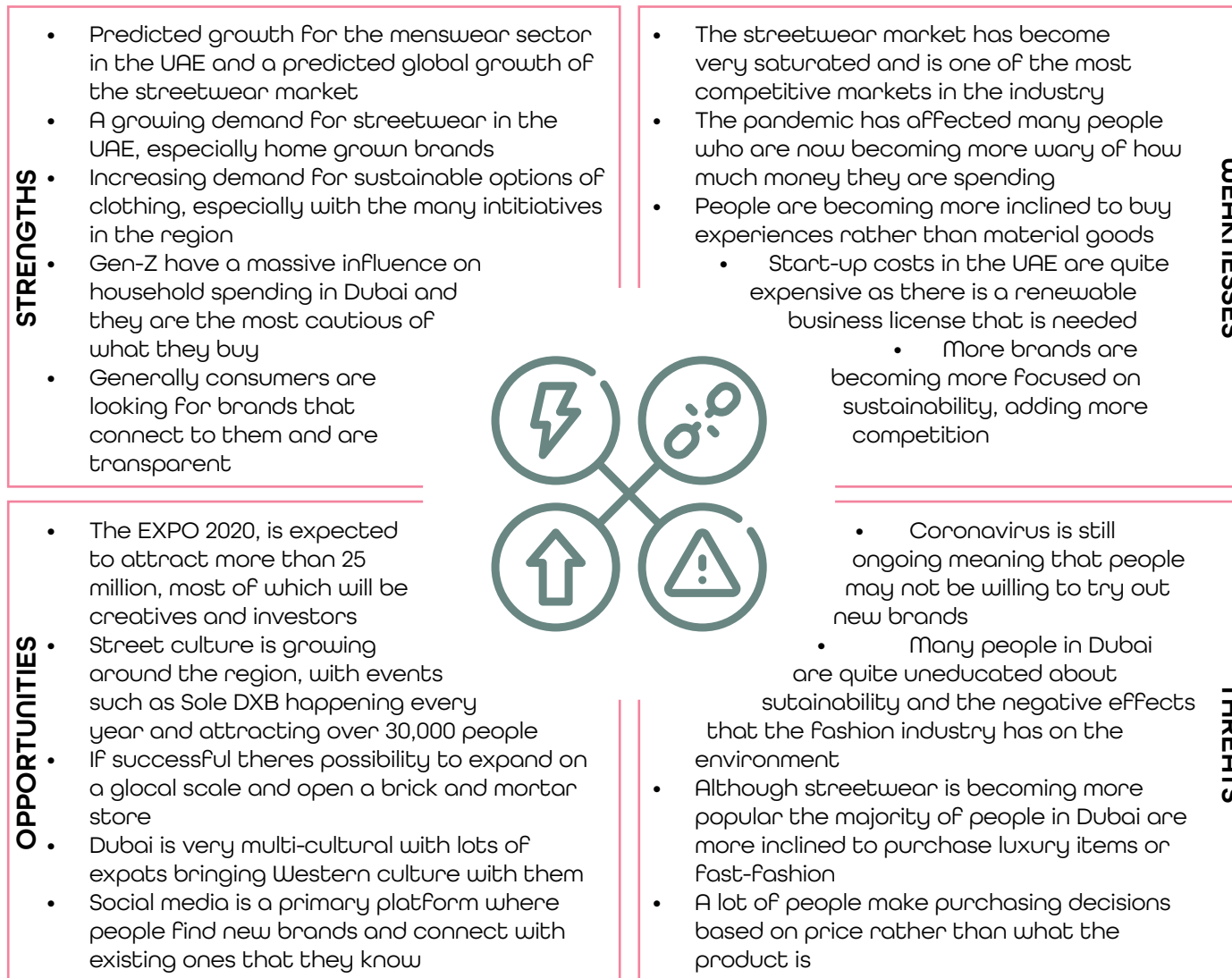
Initial investment would come through savings put aside and private investment. An initial investment of £200 000 would be enough to cover all start-up costs, initial production and the majority of fixed costs due.

From the initial investment, production will be able to begin with ease, whilst investors will receive dividends from the predicted net profit. The attractive nature of the company and the bright financials for H1 2022 will hopefully attract investors.



10

SWOT Analysis





Conclusion and Future  
Development

In conclusion, the report has identified a gap in the Dubai menswear market for a home grown, sustainable, premium streetwear brand. Both the menswear market and streetwear are growing across the region and are predicted to continue growing over the next 3 years. With new initiatives being brought into place across the UAE, sustainability is now becoming a key factor in what people purchase, especially for Gen-Z consumers.

Primary and secondary research has revealed that consumers in Dubai are becoming more cautious of products they are buying and tend to research the brand and their products before purchasing. On top of this people aren't purchasing sustainably because there aren't many options in the region, however, if there was an option that they liked, they would pay up to 25% more.

The S.Cafe fabrics will be a key selling point for the brand, as their fabrics are 100% sustainable but also have many favourable factors over generic fabrics, including UV resistance and odour resistance, these factors are especially important in the UAE with the hot climate.

In terms of marketing, New Demise will primarily focus on digital and social media marketing as there aren't many costs associated with these methods. In addition the vast majority of people tend to engage with new brands through platforms such as Instagram and Facebook. Although partnering with Careem will also bring a lot of exposure, because of the large user base and the simplicity of ordering through the app.

In regards to potential future development, if successful in the UAE, the brand will plan to collaborate with large corporations that share the same ethos, such as Emirates. On top of this, New Demise will look to expand and grow by opening a brick and mortar store in one of the large retail areas.

Partnering with more companies on an international scale will also be key to creating a worldwide image, this will involve retailers in other regions and collaborating with more international corporations.

The brand will also look to venture out into other industries such as lifestyle and skincare, as these are both growing industries with a growing awareness of self care. It would also be beneficial to create an essential range, with more affordable basic pieces that still provide the same quality.

Finally, the brand will hope to implement a scheme for consumers to recycle their used coffee grounds, where they will be given discounts in return. The coffee grounds will be sent to Singtex to help with production of their S.Cafe fabrics.



# BIBLIOGRAPHY

- "#BrandsGetReal: What Consumers Want From Brands in a Divided Society." 2019. May 2, 2019. <https://sproutsocial.com/insights/data/social-media-connection/>.
- "42 Digital Marketing Trends You Can't Ignore in 2021." 2019. December 6, 2019. <https://www.singlegrain.com/digital-marketing/digital-marketing-trends-2021/>.
- "10 Marketing Trends For 2021 [+Infographic]." n.d. Accessed January 28, 2021. <https://www.lianatech.com/resources/blog/10-marketing-trends-for-2021-infographic.html>.
- "5 Ways Small Businesses Can Offer Experiential Retail Like Big Brands (Without Big Budgets)." 2020. February 6, 2020. <https://www.shopify.com/retail/experiential-retail-for-smaller-brands>.
- "5ivepillars." n.d. Accessed February 9, 2021. <https://www.5ivepillars.co/>.
- "73.86% of Dubai Population Is Under 40 Years Old." n.d. Accessed February 9, 2021. <https://www.dsc.gov.ae/en-us/DSC-News/Pages/of-Dubai-Population-is-Under-40-Years-Old.aspx>.
- "73% of UAE Consumers Are Shopping More Online Since the Start of Pandemic, Reveals Mastercard Study." n.d. Accessed June 1, 2021a. <https://newsroom.mastercard.com/mea/press-releases/73-of-uae-consumers-are-shopping-more-online-since-the-start-of-pandemic-reveals-mastercard-study/>.
- . n.d. Accessed February 9, 2021b. <https://newsroom.mastercard.com/mea/press-releases/73-of-uae-consumers-are-shopping-more-online-since-the-start-of-pandemic-reveals-mastercard-study/>.
- "About." n.d. Accessed February 9, 2021a. <https://wekafore.com/pages/about-us>.
- . n.d. Accessed February 9, 2021b. <https://tr.lesbenjamins.com/pages/about>.
- "About Mecilla." n.d. Accessed June 1, 2021. <https://mecilla.com/pages/about-mecilla>.
- "About PANGAIA." n.d. Accessed June 1, 2021. <https://thepangaia.com/pages/about-us>.
- "About Us." n.d. Accessed February 9, 2021a. <https://www.oneandfourstudio.com/pages/about-us>.
- . n.d. Accessed February 9, 2021b. <https://www.5ivepillars.co/pages/about-us>.
- "Acquisitions From 2020 That Will Shape Luxury & Streetwear in 2021." 2020. December 15, 2020. <https://www.usehero.com/elsewhere/luxury-streetwear-acquisitions-2020/>.
- Amed, Imran, Anita Balchandani, Marco Beltrami, Achim Berg, Saskia Hedrich, and Felix Rölkens. 2019. "Ten Trends for the Fashion Industry to Watch in 2019." McKinsey & Company. January 28, 2019. <https://www.mckinsey.com/industries/retail/our-insights/ten-trends-for-the-fashion-industry-to-watch-in-2019>.
- "Amongst Few." n.d. Accessed January 28, 2021. [https://www.creative971.com/portfolio\\_page/amongst-few/](https://www.creative971.com/portfolio_page/amongst-few/).
- "Annual Visitor Report 2019." n.d. Accessed February 9, 2021. <https://www.dubaitourism.gov.ae/en/research-and-insights/annual-visitor-report-2019>.



- Anyanwu, Obi. n.d. "Decoding Genderless Fashion, the Future of the Industry." Accessed January 28, 2021. <https://wwd.com/fashion-news/fashion-features/genderless-fashion-future-of-industry-1203381685/>.
- "Apparel and Footwear in the United Arab Emirates." n.d. Accessed January 28, 2021. <https://www.euromonitor.com/apparel-and-footwear-in-the-united-arab-emirates/report>.
- "Apparel Market (2020-2025)." n.d. Accessed January 28, 2021. <https://www.mordorintelligence.com/industry-reports/apparel-market>.
- BedVoyage. n.d. "[No Title]." Accessed June 1, 2021. <https://www.bedvoyage.com/blog/3745/Wondering-What-Bamboo-Viscose-Is>.
- Bellheather, Diana. 2020. "Why The Giving Movement Is One of Most Relevant Dubai Brands Right Now." *Emirates Woman*. September 20, 2020. <https://emirateswoman.com/the-dubai-based-label-the-giving-movement-is-centred-around-giving-back/>.
- Ben Romdane, Sarah. 2019. "We Have to Rethink How We Engage with Fashion." November 6, 2019. <https://www.millemworld.com/rethink-how-we-engage-with-fashion/>.
- "Big Ideas 2023: Fashion - WGSN Fashion." n.d. Accessed January 28, 2021. <https://www.wgsn.com/fashion/article/89918>.
- Blogger, G. M. I. 2021. "UAE Population Statistics 2021 (Infographics)." April 12, 2021. <https://www.globalmediainsight.com/blog/uae-population-statistics/>.
- BoF Team, and Company. 2020a. "The Year Ahead: Welcome to the Materials Revolution." *Business of Fashion*, January 2, 2020. <https://www.businessoffashion.com/articles/sustainability/the-year-ahead-welcome-to-the-materials-revolution>.
- . 2020b. "The Year Ahead: Welcome to the Materials Revolution." *Business of Fashion*, January 2, 2020. <https://www.businessoffashion.com/articles/sustainability/the-year-ahead-welcome-to-the-materials-revolution>.
- Boyle, Stephanie. n.d. "Passing Trend or Future Proof: The Truth About Pop-Up Shops." Accessed May 10, 2021. <https://www.iqmetrix.com/blog/passing-trend-or-future-proof-the-truth-about-pop-up-shops>.
- Bridge, Sam. 2019. "Revealed: The Importance of Fashion to the UAE's Retail Market." *ArabianBusiness.com*. August 23, 2019. <https://www.arabianbusiness.com/retail/425361-revealed-the-importance-of-fashion-to-the-uaes-retail-market>.
- "Burberry Strengthens Social Commerce Offering in America with Checkout on Instagram." n.d. Accessed January 28, 2021. <https://www.burberryplc.com/en/news/news/corporate/2019/burberry-strengthens-social-commerce-offering-in-america-with-ch.html>.
- Bush, Thomas. 2016. "A PESTLE Analysis of The UAE." June 10, 2016. <https://pestleanalysis.com/pestle-analysis-of-uae/>.
- "Buying-Streetwear-2." n.d. Accessed January 28, 2021. <https://promotion.therealreal.com/resale-report-2019/buying-streetwear-2/>.
- "Clothing Manufacturer." n.d. Accessed June 1, 2021. <https://www.sirus.ae/>.
- Cohen, Jennifer. 2020. "Wellness Trends For 2020." *Forbes Magazine*, January 8, 2020. <https://www.forbes.com/sites/jennifercohen/2020/01/08/wellness-trends-for-2020/>.
- "COLLECTIONS." n.d. Accessed February 9, 2021. <https://wekafore.com/pages/lookbooks>.

## BIBLIOGRAPHY

company check ltd. 2021. "[No Title]." January 20, 2021. <https://companycheck.co.uk/company/08253929/PALACE-SKATEBOARDS-LIMITED/print>.

"Conceptsintl." n.d. Accessed January 28, 2021. <https://cncpts.com/pages/dubai>.

"Consumer Segmentation in the Fashion Industry." 2019. April 7, 2019. <https://440industries.com/consumer-segmentation-in-the-fashion-industry/>.

Contributor, 3p. 2014. "Upcycling: The New Wave of Sustainable Fashion." May 8, 2014. <https://www.triplepundit.com/story/2014/upcycling-new-wave-sustainable-fashion/58691>.

Dahlgren, Peter. 2019. "The Global Streetwear Report." nss magazine. May 24, 2019. <https://www.nssmag.com/en/fashion/18643/global-streetwear-report>.

DeLeon, Jian. 2015. "How Stüssy Became a \$50 Million Global Streetwear Brand Without Selling Out." Business of Fashion, June 3, 2015. <https://www.businessoffashion.com/articles/news-analysis/how-stussy-became-a-50-million-global-streetwear-brand-without-selling-out>.

DeVries, Henry. 2020. "Seven Digital Marketing Trends For 2021." Forbes Magazine, December 16, 2020. <https://www.forbes.com/sites/henrydevries/2020/12/16/seven-digital-marketing-trends-for-2021/>.

"DHL GoGreen Solutions." n.d. Accessed June 1, 2021. [https://www.dhl.com/content/g0/en/about\\_us/green\\_solutions.html](https://www.dhl.com/content/g0/en/about_us/green_solutions.html).

DJ Team. 2020. "Types of Consumers: Who Buys and When." DemandJump. June 25, 2020. <https://www.demandjump.com/blog/types-of-consumers-in-marketing>.

"DTCM-ANNUAL-REPORT-2019-EN.pdf." n.d. <https://dubaitourism.getbynder.com/m/3e56c8625ed93ce0/original/DTCM-ANNUAL-REPORT-2019-EN.pdf>.

"Dubai Population 2021." n.d. Accessed February 9, 2021. <https://worldpopulationreview.com/world-cities/dubai-population>.

"Dubai-Born Streetwear Emporium Amongst Few Has Launched a Very Special Capsule Collection." n.d. Accessed January 28, 2021. <https://www.graziame.com/style/fashion/dubai-born-streetwear-emporium-amongst-few-has-launched-a-very-special-capsule-collection?page=9&img=9>.

"Dubai: Presentedby Shop-in-Shop Opening." n.d. Accessed January 28, 2021. <https://superfuture.com/2020/12/new-shops/dubai-presentedby-shop-in-shop-opening/>.

"E-Commerce Delivery and Fulfillment Services Dubai, UAE - IQ Fulfillment." n.d. Accessed June 1, 2021. <https://www.iqfulfillment.com/>.

El Sawy, Nada. 2019. "The GCC's \$50bn Fashion Sales Market Sees Growth despite Global Slowdown." The National. November 22, 2019. <https://www.thenationalnews.com/business/economy/the-gcc-s-50bn-fashion-sales-market-sees-growth-despite-global-slowdown-1.940729>.

Elan, Priya. 2020. "Shopping Habits of Generation Z Could Spell End of Fast Fashion." The Guardian, May 25, 2020. <http://www.theguardian.com/fashion/2020/may/25/shopping-habits-of-generation-z-could-spell-end-of-fast-fashion>.

Expert Panel®. 2021. "16 Big Upcoming Social Media Trends And How Marketers Can Use Them." Forbes Magazine, February 11, 2021. <https://www.forbes.com/sites/Forbescommunicationscouncil/2021/02/11/16-big-upcoming-social-media-trends-and-how-marketers-can-use-them/>.

FashionNetwork.com IN. n.d. "[No Title]." Accessed February 9, 2021. <https://in.fashionnetwork.com/news/Apparel-has-largest-share-in-uae-s-retail-sector,813850.html>.

Fernandez, Chantal. 2018a. "How Streetwear Is Transforming the Middle East's Retail Mecca." Business of Fashion, December 14, 2018. <https://www.businessoffashion.com/articles/news-analysis/how-streetwear-is-transforming-the-middle-east-s-retail-mecca>.

- . 2018b. “How Streetwear Is Transforming the Middle East’s Retail Mecca.” *Business of Fashion*, December 14, 2018. <https://www.businessoffashion.com/articles/news-analysis/how-streetwear-is-transforming-the-middle-east-retail-mecca>.
- . 2018c. “How Streetwear Is Transforming the Middle East’s Retail Mecca.” *Business of Fashion*, December 14, 2018. <https://www.businessoffashion.com/articles/news-analysis/how-streetwear-is-transforming-the-middle-east-retail-mecca>.
- Francis, Tracy, and Fernanda Hoefel. 2018. “‘True Gen’: Generation Z and Its Implications For Companies.” McKinsey & Company. November 8, 2018. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>.
- Freelance, Motivate. 2019. “Revealed: The Value of Retail Fashion in the UAE.” August 26, 2019. <https://gulfbusiness.com/revealed-value-retail-fashion-uae/>.
- “Full Page Reload.” n.d. Accessed May 10, 2021. <https://spectrum.ieee.org/the-human-os/biomedical/devices/elon-musk-neuralink-advance-brains-ai>.
- George, Cassidy. 2021. “The Founders of Herrensauna, Berlin’s Wild Techno Haven, Find Freedom in a Nightlife Pause.” January 14, 2021. <https://www.documentjournal.com/2021/01/the-founders-of-herrensauna-berlins-wild-techno-haven-find-freedom-in-a-nightlife-pause/>.
- Ghanem, Khaoula. 2017. “2D2C2M Is the Riyadh-Based Streetwear Brand You Need to Know.” April 13, 2017. <https://en.vogue.me/fashion/2d2c2m-riyadh-based-streetwear/>.
- . 2018. “A First Look at 2D2C2M’s Second Drop, Dark By Popular Demand/1st Delivery.” January 29, 2018. <https://en.vogue.me/fashion/2d2c2m-second-drop-riyadh-dubai-pop-up/>.
- . 2019. “5 Middle Eastern Streetwear Brands You Need to Know.” January 20, 2019. <https://man.vogue.me/fashion/middle-eastern-streetwear-brands-to-know/>.
- Godinho, Varun. 2020. “Sole DXB 2020 Event Cancelled, No New Date Announced.” August 9, 2020. <https://gulfbusiness.com/sole-dxb-2020-event-cancelled-no-new-date-announced/>.
- Goncalves, Adam. 2018. “70 Things That Careem Did in 2018.” December 31, 2018. <https://blog.careem.com/en/70-things-that-careem-did-2018/>.
- Granskog, Anna, Libbi Lee, Karl-Hendrik Magnus, and Corinne Sawers. 2020. “Survey: Consumer Sentiment on Sustainability in Fashion.” McKinsey & Company. July 16, 2020. <https://www.mckinsey.com/industries/retail/our-insights/survey-consumer-sentiment-on-sustainability-in-fashion>.
- Haanaes, Knut. 2016. “Why All Businesses Must Embrace Sustainability and Lead the Way.” IMD Business School. November 4, 2016. <https://www.imd.org/research-knowledge/articles/why-all-businesses-should-embrace-sustainability/>.
- Hall, Casey. 2021. “UAE Retail Recovery Predicted by End of Year.” *Business of Fashion*, March 23, 2021. <https://www.businessoffashion.com/news/global-markets/uae-retail-recovery-predicted-by-end-of-year>.
- Higgins, Daniel. n.d. “The Changing Shape of Regional Retail.” *EsquireMe*. Accessed January 28, 2021. <https://www.esquireme.com/content/2014-the-changing-shape-of-regional-retail>.
- Hopkins, Bryson. 2021. “The Rise of Virtual Events and the Technologies That Power Them.” January 7, 2021. <https://blog.equinix.com/blog/2021/01/07/the-rise-of-virtual-events-and-the-technologies-that-power-them/>.
- Iftahy, Abdellah, Martins Mellens, Nitasha Walia, and Ahmed Youssef. 2019. “A Closer

## BIBLIOGRAPHY

- Look at the Fashion Industry in Gulf Cooperation Council Markets." McKinsey & Company. November 26, 2019. <https://www.mckinsey.com/industries/retail/our-insights/a-closer-look-at-the-fashion-industry-in-gulf-cooperation-council-markets>.
- "Impact of COVID-19 on People's Livelihoods, Their Health and Our Food Systems." n.d. Accessed May 10, 2021. <https://www.who.int/news/item/13-10-2020-impact-of-covid-19-on-people's-livelihoods-their-health-and-our-food-systems>.
- Intelligence, Insider. 2021. "Influencer Marketing: Social Media Influencer Market Stats and Research For 2021." Business Insider, January 6, 2021. <https://www.businessinsider.com/influencer-marketing-report>.
- IR. 2020. "New Changes to UAE Commercial Company Ownership Law - MyBayut." November 25, 2020. <https://www.bayut.com/mybayut/uae-commercial-companies-law-amendments/>.
- Jumana Khamis & Sami Zaatari, Staff Reporters. 2019. "Gen Z in the UAE: Future Forward." Gulf News, March 2, 2019. <https://gulfnews.com/uae/education/gen-z-in-the-uae-future-forward-1.61728309>.
- Ken Research. 2018. "UAE Online Fashion Market Is Expected to Grow at a CAGR of 21% During the Next 5 Years Till 2022: Ken Research." April 23, 2018. <https://www.prnewswire.com/news-releases/uae-online-fashion-market-is-expected-to-grow-at-a-cagr-of-21-during-the-next-5-years-till-2022-ken-research-680551281.html>.
- Kharpal, Arjun. n.d. "Cryptocurrency Market Value Tops \$2 Trillion For the First Time as Ethereum Hits Record High." Accessed June 1, 2021. <https://www.cnbc.com/2021/04/06/cryptocurrency-market-cap-tops-2-trillion-for-the-first-time.html>.
- Kunzig, Robert, and Luca Locatelli. 2017a. "The World's Most Improbable Green City." National Geographic, April 4, 2017. <https://www.nationalgeographic.com/environment/urban-expeditions/green-buildings/dubai-ecological-footprint-sustainable-urban-city/>.
- . 2017b. "The World's Most Improbable Green City." National Geographic, April 4, 2017. <https://www.nationalgeographic.com/environment/urban-expeditions/green-buildings/dubai-ecological-footprint-sustainable-urban-city/>.
- Lababidi, Dima. n.d. "Interview: WekaFore Jibril, Dubai-Based Designer." Accessed February 9, 2021. <https://man.vogue.me/archive/clothing/by-wekafore-jibril-interview-streetwear-clothing-uae-brand/>.
- Lemlem X The Woolmark Company. 2019. <https://www.woolmark.com/fibre/>.
- "Local Culture & Heritage." n.d. Accessed June 1, 2021. <https://www.visitdubai.com/en/explore-dubai/local-culture-and-heritage>.
- Maguire, Lucy. 2020. "Streetwear Was Declared Dead. It's Still Here." Vogue Business. September 7, 2020. <https://www.voguebusiness.com/fashion/streetwear-was-declared-dead-its-still-here>.
- . n.d. "[No Title]." Accessed May 10, 2021. <https://www.voguebusiness.com/fashion/streetwear-was-declared-dead-its-still-here>.
- "Managing Director's Message - Semtex General Trading LLC." n.d. Accessed June 1, 2021. <https://semtex.org/index.php/corporate-message/>.
- "Marketing Forecast 2021 - WGSN Insight." n.d. Accessed January 28, 2021. <https://www.wgsn.com/insight/article/89882>.
- Mann, Bernard. 2020. "The 5 Biggest Retail Trends In 2021." Forbes Magazine, November. <https://www.forbes.com/sites/bernardmann/2020/11/16/the-5-biggest-retail-trends-in-2021/?sh=4bafaff26afe>.
- "Menswear in United Arab Emirates (UAE) - Sector Overview, Brand Shares, Market Size and Forecast to 2024 (adjusted For COVID-19 Impact)." 2020. August 5, 2020. <https://www.marketresearch.com/GlobalData-v3648/Menswear-United-Arab-Emirates-UAE-13552960/>.

- "Menswear Market to Grow by \$ 153.87 Bn during 2020-2024." 2020. November 18, 2020. <https://www.businesswire.com/news/home/20201117006074/en/Menswear-Market-to-grow-by-153.87-bn-during-2020-2024-Industry-Analysis-Market-Trends-Market-Growth-Opportunities-and-Forecast-2024-Technavio>.
- "Menswear Market Value Worldwide 2018-2025." n.d. Accessed January 28, 2021. <https://www.statista.com/statistics/1078278/menswear-market-value-worldwide/>.
- Mille Team. 2019. "It's Time to Stop Buying Fast Fashion." December 20, 2019. <https://www.milleworld.com/arab-fashion-brands-ethical-sustainable/>.
- "Minimalism As A Mindset And Necessity After The Pandemic." 2020a. May 26, 2020. <https://luxiders.com/minimalism/>.
- . 2020b. May 26, 2020. <https://luxiders.com/minimalism/>.
- "Minimising Waste." n.d. Accessed May 10, 2021. <https://www.rajapack.co.uk/minimising-waste>.
- "Moments." n.d. Accessed February 9, 2021. <https://www.amongstfew.com/blogs/moments>.
- Monks, Kieron. 2020. "A 'City' For Online Shopping Is Being Built in Dubai." CNN, May 22, 2020. <https://www.cnn.com/2020/05/22/middleeast/dubai-commerc-city-online-shopping-spc-intl/index.html>.
- Munro, Cait, Lily Fulop, and Emily Ruane. n.d. "Our Year Of Nap Dresses & Tie Dye." Accessed January 28, 2021. <https://www.refinery29.com/en-us/comfortable-clothing-covid-fashion-trend>.
- "NEW ARRIVALS." n.d. Accessed February 9, 2021. <https://2d2c2m.com/collections/new>.
- "[No Title]." n.d. Accessed February 9, 2021a. <https://twitter.com/saudiarabia/status/1067386320627081216?lang=en>.
- . n.d. Accessed January 28, 2021b. <https://directory.goodonyou.eco/>.
- Ntloko, Khalipha. 2020. "The Rise of Influencer Marketing in the UAE and Saudi Arabia." November 24, 2020. <https://www.meltwater.com/en/blog/the-rise-of-influencer-marketing-in-dubai-and-saudi-arabia>.
- Oakeley, Lucas. n.d. "Dubai's Slickest Streetwear Stores." EsquireMe. Accessed January 28, 2021. <https://www.esquireme.com/content/22631-dubai%E2%80%99s-slickest-streetwear-stores>.
- Olivier, Eugene. 2018. "The Dubai Mall - Fashion Avenue Expansion." May 6, 2018. <https://www.wsp.com/en-QA/projects/the-dubai-mall-fashion-avenue-expansion>.
- "Organic Cotton." n.d. Accessed June 1, 2021. <https://www.soilassociation.org/take-action/organic-living/fashion-textiles/organic-cotton/>.
- "Organic Wool." n.d. Accessed June 1, 2021. <https://www.soilassociation.org/take-action/organic-living/fashion-textiles/organic-wool/>.
- p-themes. n.d. "Our Story." Accessed January 28, 2021. <https://thegivingmovement.com/pages/our-story>.
- "Paperless." n.d. Accessed May 10, 2021. <https://www.smartdubai.ae/initiatives/paperless>.
- Parker, Laura. 2019. "The World's Plastic Pollution Crisis Explained." National Geographic, June 7, 2019. <https://www.nationalgeographic.com/environment/habitats/plastic-pollution/>.
- "Population of the UAE (2021)." n.d. Accessed February 9, 2021. <https://www.edarabia.com/population-uae/>.

## BIBLIOGRAPHY

- Portee, Allyson. 2021. "Amidst Menswear Predicted Growth Over The Next Few Years, The Arab Fashion Council Launched Men's Fashion Week Over The Weekend In Dubai." Forbes Magazine, February 1, 2021. <https://www.Forbes.com/sites/allysonportee/2021/02/01/amidst-menswear-predicted-growth-over-the-next-few-years-the-arab-fashion-council-launched-mens-fashion-week-over-the-weekend-in-dubai/>.
- PricewaterhouseCoopers. n.d. "[No Title]." Accessed January 28, 2021. <https://www.strategyand.pwc.com/de/de/studie/2019/streetwear.html>.
- "Pricing Strategy Guide: Top 7 Strategies & How To Choose." n.d. Accessed June 1, 2021. <https://www.profitwell.com/recur/all/pricing-strategy-guide/>.
- "Pros and Cons of Moving to Dubai." 2019. April 12, 2019. <https://www.shipit.co.uk/blog/guides/pros-and-cons-of-life-in-dubai>.
- "R/GA." n.d. Accessed January 28, 2021. <https://www.rga.com/Futurevision/pov/collaboration-culture-the-rise-of-the-brand-squad>.
- Rakicevic, Mira. 2021. "27 Meditation Statistics For Your Well-Being in 2021." January 3, 2021. <https://disturbmenot.co/meditation-statistics/>.
- "Ramadan Hoodies: How Quarantine Has Revitalised Demand For the Streetwear Staple." 2020. May 17, 2020. <https://www.thenationalnews.com/lifestyle/fashion/ramadan-hoodies-how-quarantine-has-revitalised-demand-for-the-streetwear-staple-1.1020725>.
- "Reaching the UAE Consumer - Santandertrade.com." n.d. Accessed February 9, 2021. <https://santandertrade.com/en/portal/analyse-markets/united-arab-emirates/reaching-the-consumers>.
- "Retail 2020: Seven Trends Impacting Brick & Mortar Retailers." n.d. Accessed January 28, 2021. <https://chainstoreage.com/news/retail-2020-seven-trends-impacting-brick-mortar-retailers>.
- "Retail Trends 2021: Shaping The Future of Commerce." n.d. Accessed January 28, 2021. <https://www.lightspeedhq.com/blog/retail-trends-2021/>.
- Retailing, Visual. 2018. "How to Take Your Retail Spaces to a Sustainable Level." Visual Retailing. May 23, 2018. <https://visualretailing.com/blog/2018/05/how-to-take-your-retail-spaces-to-a-sustainable-level>.
- "Robotics and AI Applications - The Official Portal of the UAE Government." n.d. Accessed May 10, 2021. <https://u.ae/en/about-the-uae/digital-uae/robotics-and-ai-applications>.
- Rosmarin, Remi. 2020. "Sustainability Sells: Why Consumers and Clothing Brands Alike Are Turning to Sustainability as a Guiding Light." Business Insider, April 22, 2020. <https://www.businessinsider.com/sustainability-as-a-value-is-changing-how-consumers-shop>.
- Shambler, Thomas. n.d. "Les Benjamins Opens Flagship Store in Istanbul." EsquireMe. Accessed February 9, 2021. <https://www.esquireme.com/content/30459-les-benjamins-opens-flagship-store-in-istanbul>.
- Simpson, Jonny. 2018. "3 Insights Into Consumer Behaviour In The UAE." November 5, 2018. <https://www.wordbank.com/uk/blog/consumer-behaviour-in-uae/>.
- Smith, Rebecca. 2017. "Wearing Wellbeing – The Fashion Studies Journal." The Fashion Studies Journal. July 30, 2017. <http://www.fashionstudiesjournal.org/4-notes-from-the-field-3/2017/7/29/wearing-wellbeing>.
- Smith, Ron. n.d. "How Are Sustainability and Consumer Spending Linked?" Accessed June 1, 2021. <https://www.revenueriver.co/thedigitaloutdoorsman/how-are-sustainability-and-consumer-spending-linked>.
- "Social Commerce: How to Turn Your Social Feed Into Sales." n.d. Accessed May 10, 2021. <https://www.lightspeedhq.com/blog/social-commerce/>.

- "Sole DXB Fashion: These Are the Emerging Labels to Look out For." 2019. December 6, 2019. <https://www.thenationalnews.com/lifestyle/sole-dxb-fashion-these-are-the-emerging-labels-to-look-out-for-1.947410>.
- "Streetwear Global Market Research." n.d. Accessed January 28, 2021. <https://strategyand.hypebeast.com/streetwear-report>.
- "Streetwear History & Definition." n.d. Accessed January 28, 2021. <https://strategyand.hypebeast.com/streetwear-report-history-definition>.
- "Streetwear Market Statistics & Global Trends." n.d. Accessed January 28, 2021. <https://strategyand.hypebeast.com/streetwear-report-market-statistics-global-trends>.
- "Streetwear: The New Exclusivity." n.d. <https://www.strategyand.pwc.com/de/de/studien/2019/streetwear/streetwear-the-new-exclusivity.pdf>.
- "Survey: Emirati Consumer Sentiment during the Coronavirus Crisis." 2020. McKinsey & Company. March 30, 2020. <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-uae-consumer-sentiment-during-the-coronavirus-crisis>.
- "Sustainability in Operations." n.d. Accessed June 1, 2021. <https://www.emirates.com/ae/english/about-us/our-planet/sustainability-in-operations/>.
- System, Designed by Akacia, and [www.akacia.com](http://www.akacia.com). tw. n.d. "[No Title]." Accessed June 1, 2021. <https://scafeFabrics.com/en-global/about/particular>.
- Tett, Gillian. 2021. "For Post-Covid Style, Comfort Is in and Status Anxiety Is out." *Financial Times*, April 28, 2021. <https://www.ft.com/content/bbf5155b-95ca-4d9f-af03-2735715c7021>.
- "THAT." n.d. Accessed June 1, 2021. <https://thatconceptstore.com/index.html>.
- "The Careem Story - Learn More About Careem's Mission." n.d. Accessed June 1, 2021. <https://www.careem.com/en-ae/our-story/>.
- "The Collab: Collaboration Is Key For The Fashion Industry In The Age Of Sharing." 2016a. October 21, 2016. <https://www.perinoyarns.com/the-collab-collaboration-is-key-for-the-fashion-industry-in-the-age-of-sharing/>.
- . 2016b. October 21, 2016. <https://www.perinoyarns.com/the-collab-collaboration-is-key-for-the-fashion-industry-in-the-age-of-sharing/>.
- "The State of Fashion 2021." n.d. [https://www.mckinsey.com/~/\\_media/McKinsey/Industries/Retail/Our%20Insights/State%20of%20Fashion/2021/The-State-of-Fashion-2021-vF.pdf](https://www.mckinsey.com/~/_media/McKinsey/Industries/Retail/Our%20Insights/State%20of%20Fashion/2021/The-State-of-Fashion-2021-vF.pdf).
- "The State of Fashion 2021: In Search of Promise in Perilous Times." 2020. McKinsey & Company. November 24, 2020. <https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion>.
- "The Streetwear Explosion: How the UAE Is Finding Its Own Style." 2019. January 22, 2019. <https://www.thenationalnews.com/lifestyle/fashion/the-streetwear-explosion-how-the-uae-is-finding-its-own-style-1.816161>.
- The Washington Post. 2020. "Feeling Stressed? Meditation Apps See Surge in Group Relaxation," April 21, 2020. <https://www.washingtonpost.com/technology/2020/04/21/meditation-up-during-coronavirus/>.
- "The\_State\_of\_Fashion\_2020.pdf." n.d. [http://cdn.businessoffashion.com/reports/The\\_State\\_of\\_Fashion\\_2020.pdf](http://cdn.businessoffashion.com/reports/The_State_of_Fashion_2020.pdf).
- "These Facts Show How Unsustainable the Fashion Industry Is." n.d. Accessed June 1, 2021. <https://www.weforum.org/agenda/2020/01/fashion-industry-carbon-unsustainable-environment-pollution/>.

## BIBLIOGRAPHY

TheWorldCounts. n.d. "World Waste Facts." Accessed May 10, 2021. <https://www.theworldcounts.com/challenges/planet-earth/state-of-the-planet/world-waste-facts/story>.

Trendalytics. 2020. "2020 Macro Trend: Conscious Consumption - Trendalytics - Medium." Medium. February 7, 2020. <https://trendalytics.medium.com/2020-macro-trend-conscious-consumption-d549ed5e805>.

"Tribal Marketing, Consumer Tribe Behaviors and Advertising." 2020. February 5, 2020. [https://www.sheerid.com/business/resources/tribal\\_marketing\\_and\\_consumer\\_tribe\\_behavior/](https://www.sheerid.com/business/resources/tribal_marketing_and_consumer_tribe_behavior/).

Tudor, Elisabeta. n.d. "Interview: Emirati Streetwear Brand Amongst Few." Accessed February 9, 2021. <https://man.vogue.me/archive/clothing/interview-dubai-urban-streetwear-fashion-brand-amongst-few-for-men/>.

"UAE Consumer Spending up 63% in August as Movement Restrictions Eased." 2020. September 1, 2020. <https://www.thenationalnews.com/business/uae-consumer-spending-up-63-in-august-as-movement-restrictions-eased-1.1071238>.

"UAE Digital Media Statistics 2020 L Infographics L The Media Lab." 2020. August 17, 2020. <https://www.themedialab.me/uae-digital-media-statistics-2020/>.

"Über Uns." n.d. Accessed June 1, 2021. [https://www.siebenblau.de/epages/61896147.sf/de\\_DE/?ObjectPath=/Shops/61896147/Categories/Laden\\_in\\_Berlin](https://www.siebenblau.de/epages/61896147.sf/de_DE/?ObjectPath=/Shops/61896147/Categories/Laden_in_Berlin).

"United Arab Emirates Population (2021) - Worldometer." n.d. Accessed June 1, 2021a. <https://www.worldometers.info/world-population/united-arab-emirates-population/>.

—. n.d. Accessed February 9, 2021b. <https://www.worldometers.info/world-population/united-arab-emirates-population/>.

Weinswig, Deborah. 2016. "Millennials Go Minimal: The Decluttering Lifestyle Trend That Is Taking Over." Forbes Magazine, September 7, 2016. <https://www.forbes.com/sites/deborahweinswig/2016/09/07/millennials-go-minimal-the-decluttering-lifestyle-trend-that-is-taking-over/>.

Welcomes, Dubai, and Leaders Meet in Dubai. n.d. "The World In Dubai." <https://www.dubaichamber.com/annualreport/2019/assets/pdf/Annual-report-2019.pdf>.

"What Is Influencer Marketing? An in Depth Look at Marketing's Next Big Thing." 2016. November 1, 2016. <https://influencermarketinghub.com/what-is-influencer-marketing/>.

"What Is Omnichannel Commerce? Definition, Benefits and Trends." n.d. Accessed May 10, 2021. <https://www.bloomreach.com/en/blog/2019/07/omnichannel-commerce-for-business.html>.

Whitler, Kimberly A. 2019. "The Future Of E-Commerce." Forbes Magazine, November. <https://www.forbes.com/sites/kimberlywhitler/2019/11/16/the-future-of-ecommerce-and-how-the-experience-will-change/?sh=3e658fb8205b>.

Wicker, Alden. 2020. "Fashion Has a Misinformation Problem. That's Bad For the Environment." January 27, 2020. <https://www.vox.com/the-goods/2020/1/27/21080107/fashion-environment-facts-statistics-impact>.

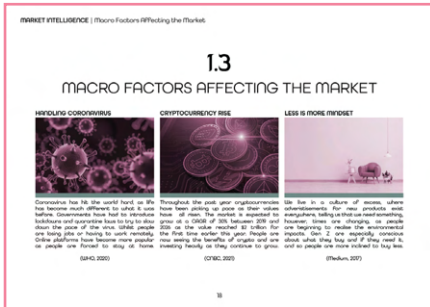
Wikipedia contributors. 2020. "Sole DXB." Wikipedia, The Free Encyclopedia. December 16, 2020. [https://en.wikipedia.org/w/index.php?title=Sole\\_DXB&oldid=994498369](https://en.wikipedia.org/w/index.php?title=Sole_DXB&oldid=994498369).

Wright, Gabrielle, Lilach Bullock, and Expert Commentator. 2021. "Global Social Media Statistics Research Summary [updated 2021]." March 11, 2021. <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>.

n.d. <https://www.go-gulf.ae/e-commerce-in-middle-east-statistics-and-trends/>.



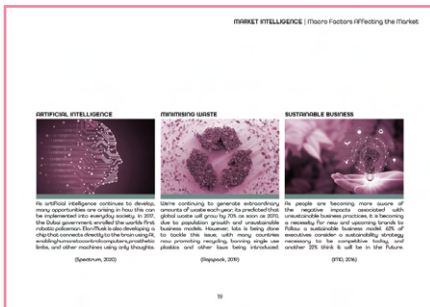
# LIST OF ILLUSTRATIONS



<https://royalsociety.org/science-events-and-lectures/2020/12/what-how-why-pandemic/>

<https://medium.com/@dan.jeffries/why-people-still-dont-get-cryptocurrency-2c0607857c63>

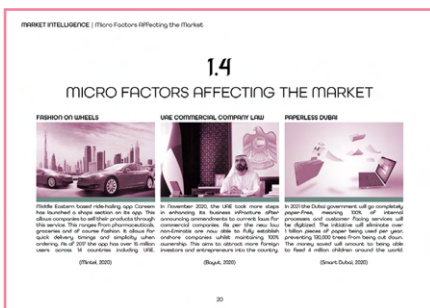
<https://theconversation.com/i-spoke-to-minimalists-to-find-out-why-they-are-giving-up-their-personal-possessions-155353>



<https://www.hurriyetdailynews.com/turkey-to-reveal-artificial-intelligence-strategy-159189>

<https://www.forbes.com/sites/forbesbusinesscouncil/2020/12/22/creating-zero-waste-in-your-company-and-community/>

<https://www.forbes.com/sites/josephholt/2020/01/28/sustainability-in-business-is-more-an-opportunity-than-a-threat/?sh=7e78b51b1b76>

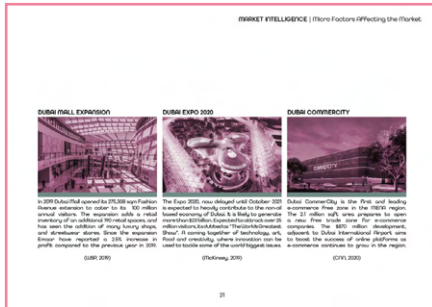


<https://www.amenaauto.org/2018/10/careem-expand-electric-car-fleet/>

<https://www.arabianbusiness.com/technology/449249-uae-government-pushing-right-buttons-for-digital-transformation>

<https://www.aretove.com/with-advanced-robotics-ai-paperless-office-dream-come-true>

# LIST OF ILLUSTRATIONS



<https://gulfnews.com/business/retail/look-dubai-malls-massive-extension-opens-1.2185681>

<https://www.arabnews.com/node/1645726/business-economy>

<https://www.archdaily.com/938598/a-city-for-e-commerce-is-under-construction-in-dubai>



<http://theinterioreditor.com/interior-inspiration/the-alternative-to-wardrobes-the-clothes-rail/>

<https://ethicaldesign.co/the-rise-of-the-conscious-consumer/>



<https://www.businessinsider.com/global-social-network-users-report>

<https://hiconsumption.com/best-loungewear-for-men/>



<https://www.highsnobiety.com/p/dior-kaws-ss19-collection-release-date-price-info/>

<https://www.oberlo.com/blog/instagram-influencer-marketing>



<https://www.abouten.com/node/23731/people/Features/sole-dxb-returns-its-8th-edition>

<https://www.wearmarketing.com/blog/best-practices-tips-video-marketing-success.html>



<https://superfuture.com/2020/12/new-shops/dubai-presentedby-shop-in-shop-opening/>

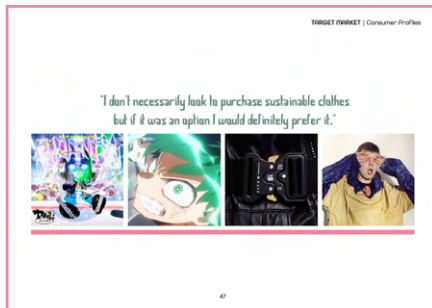
<https://www.tintup.com/blog/definitive-guide-social-commerce/>

# LIST OF ILLUSTRATIONS



<https://www.azyoamode.com/en/another-enchanted-prado-pop-up-store>

<https://www.tokinomo.com/blog/omnichannel-retail>



[https://www.reddit.com/r/sadboys/comments/aw5w7s/can\\_anyone\\_make\\_an\\_iphone\\_8\\_wallpaper\\_out\\_of\\_the/](https://www.reddit.com/r/sadboys/comments/aw5w7s/can_anyone_make_an_iphone_8_wallpaper_out_of_the/)

<https://www.polygon.com/22321679/new-anime-spring-2021-how-to-watch>

<https://www.grailed.com/drycleanonly/alyx-fashion-history>

<https://crackmagazine.net/2016/01/yung-lean-to-open-online-clothes-store/>

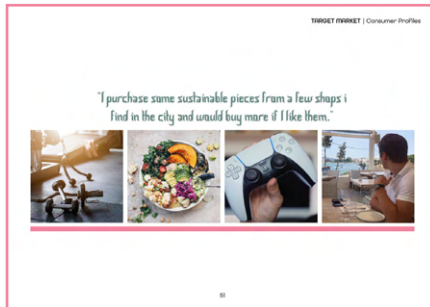


<https://www.pinterest.com/pin/692569248923942678/>

<https://hypebeast.com/2016/6/brain-dead-talk-record-label>

<https://www.pinterest.com/pin/9710955435667259/>

My photography



<https://www.istockphoto.com/photo/gym-background-Fitness-weight-equipment-on-empty-dark-floor-gm1213615970-352776421>

<https://www.dailymail.co.uk/Femail/article-3611924/But-does-taste-good-looks-Colourful-healthy-creations-prove-vegan-food-doesn-t-need-boring.html>

<https://www.tomsguide.com/news/ps5-dualsense-steam-integration>

[https://www.instagram.com/alex\\_paschalis/?hl=en](https://www.instagram.com/alex_paschalis/?hl=en)

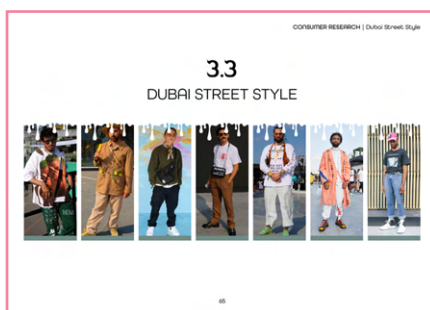


<https://www.thespruce.com/become-a-professional-home-designer-175943>

<https://juicestore.com/blogs/editorial/fear-of-god-fall-winter-2019-blends-western-and-utilitarian-influences-for-sixth-collection>

<https://www.sneakerfreaker.com/releases/yeezy-boost-350-v2-linen-on-foot-look>

[https://www.instagram.com/omar\\_el\\_hadidi/?hl=en](https://www.instagram.com/omar_el_hadidi/?hl=en)



<https://thehuntr.com/mag/sole-dxb-2019-street-style-1/>

[https://i-d.vice.com/en\\_au/article/8844ez/meet-dubais-best-dressed-sole-dxb-festival](https://i-d.vice.com/en_au/article/8844ez/meet-dubais-best-dressed-sole-dxb-festival)

<https://thehuntr.com/mag/sole-dxb-2017-street-style/>

# LIST OF ILLUSTRATIONS



<https://emirateswoman.com/latest-drop-dubais-giving-movement-disrupting-stereotypes/>

<https://www.highsnobiety.com/p/amongst-few-limited-liability/>

<https://fivepillars.co/pages/transience-capsule-summer-18>



<https://www.buro247.me/Fashion/news/pangaia-middle-east-capsule-ounass.html>

<https://www.seprace.com/search/stussy-spring-2011-collection-lookbook-by-stussy-las-vegas>

<https://www.highsnobiety.com/p/the-north-face-brain-dead-fall-2019-collab/>



<https://www-wgsn-com.uchicago.edu/creative/idm.oclc.org/library/results/8f35b3d68f0579fcd556da4b80636039/BUCKET%20HAT>



<https://www-wgsn-com.ucreative.idm.oclc.org/library/results/8f02444d8cafedc0d74dad80519b2faa>



<https://www.urbanara.co.uk/blogs/glossary/wool>

<https://www.eco-business.com/news/can-going-green-help-pick-the-slavery-out-of-cotton/>

<https://www.aestheticstories.com/bamboo-viscose/>



<https://www.fashionbeans.com/article/how-to-wear-oversized-trend-men/>

<https://scenearabia.com/Style/Emerging-Arab-Middle-East-Fashion-Brands-2020?M=True>

<https://www.endclothing.com/row/brain-dead-runners-jacket-bdf20o09001368mp01.html>

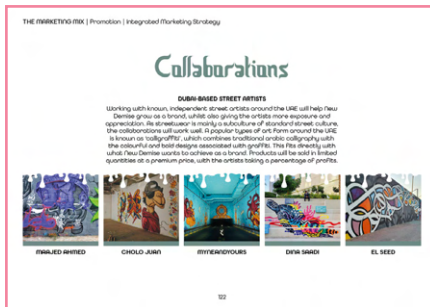
# LIST OF ILLUSTRATIONS



<https://www.endclothing.com/row/raf-simons-collage-crew-sweat-211-m165a-0010.html>

<https://icon.ink/articles/tyler-the-creator-golf-wang-winter-2018/>

<https://www.endclothing.com/row/brain-dead-long-sleeve-ants-tee-bdw20t01001405pr01.html>



[https://www.instagram.com/maqjed\\_ahmed/?utm\\_source=ig\\_embed&ig\\_rid=b485fdd1-bd85-49aa-87ee-5157b5aaaa17](https://www.instagram.com/maqjed_ahmed/?utm_source=ig_embed&ig_rid=b485fdd1-bd85-49aa-87ee-5157b5aaaa17)

[https://www.instagram.com/depiktdxb/?utm\\_source=ig\\_embed&ig\\_rid=cd1087df-25d1-44d4-bad0-6307e572c3fb](https://www.instagram.com/depiktdxb/?utm_source=ig_embed&ig_rid=cd1087df-25d1-44d4-bad0-6307e572c3fb)

[https://www.instagram.com/myneandours/?utm\\_source=ig\\_embed&ig\\_rid=726b5ff4-7e76-4c35-a0f8-0b1bd05c962f](https://www.instagram.com/myneandours/?utm_source=ig_embed&ig_rid=726b5ff4-7e76-4c35-a0f8-0b1bd05c962f)

[https://www.instagram.com/dinasaaadi/?utm\\_source=ig\\_embed&ig\\_rid=f027a0af-2d7a-406d-a0b7-770482463381](https://www.instagram.com/dinasaaadi/?utm_source=ig_embed&ig_rid=f027a0af-2d7a-406d-a0b7-770482463381)

[https://www.instagram.com/elseed/?utm\\_source=ig\\_embed&ig\\_rid=b37db576-fedc-414a-9664-0ee3bcd68519](https://www.instagram.com/elseed/?utm_source=ig_embed&ig_rid=b37db576-fedc-414a-9664-0ee3bcd68519)



<https://whatson.ae/2021/01/discover-mall-of-the-eminates-cool-new-concept-store-that/>

<https://gyuse.xyz/products.aspx?cid=2&cname=nike+sb+skate+shops&xi=3&xc=24>

<https://www.eyeofriyadh.com/news/details/infiniti-qx50-and-american-rag-cie-bring-out-the-best-in-each-other-1>



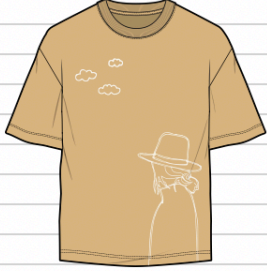


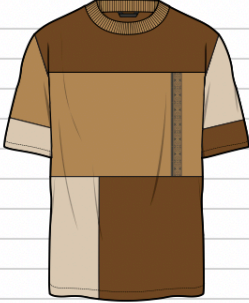




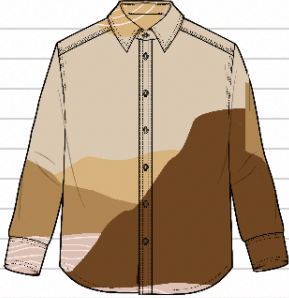


<https://puk.it/mediapress/the-walk-at-jumeirah-beach-residence-jbr/>

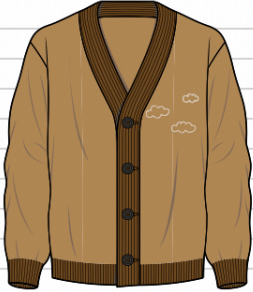
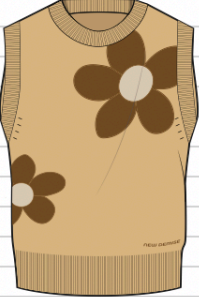
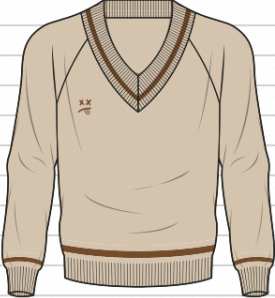
<https://www.timeoutdubai.com/shopping/439704-the-dubai-mall-to-reopen-on-tuesday-april-28>




<https://www.timeoutdubai.com/shopping/453489-a-massive-sale-is-happening-at-dubais-city-walk>

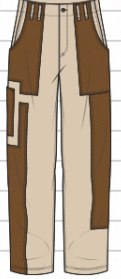
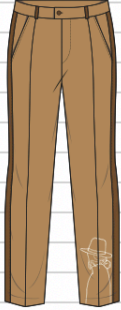

STYLE	SKETCH	FABRIC	COLOURS	SIZES	RRP	ACTUAL COST	MARGIN	QUANTITY	TOTAL RRP	TOTAL COST	TOTAL MARGIN
Basic Tee		100 % Organic Cotton	BEIGE	S-XL	£40.00	£12.00	70.00%	150	£6,000.00	£1,800.00	70.00%
Focus Tee		100% S.Cafe Cotton	L BROWN	S-XL	£70.00	£18.00	74.29%	100	£7,000.00	£1,800.00	74.29%
Mysterious Man Tee		100% S.Cafe Cotton	TAN	S-XL	£70.00	£18.00	74.29%	100	£7,000.00	£1,800.00	74.29%


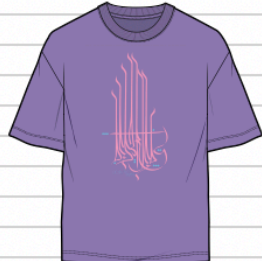

Tribal Patchwork Tee		100% S.Cafe Cotton	D BROWN L BROWN BEIGE	S-XL	£85.00	£21.00	75.29%	100	£8,500.00	£2,100.00	75.29%
Layered Longsleeve		60% S.Cafe Cotton 40% Bamboo Viscose	BEIGE L BROWN	S-XL	£100.00	£26.00	74.00%	80	£8,000.00	£2,080.00	74.00%
Blurred Vision Shirt		100% Bamboo Viscose	TAN BLACK	S-XL	£90.00	£23.00	74.44%	150	£13,500.00	£3,450.00	74.44%

Mountain Shirt		100% Bamboo Viscose	BEIGE TAN D BROWN	S-XL	£135.00	£34.00	74.81%	100	£13,500.00	£3,400.00	74.81%
Good Riddance Hoodie		100% S.Cafe Cotton	BEIGE	S-XL	£110.00	£28.00	74.55%	200	£22,000.00	£5,600.00	74.55%
Basic Hoodie		100% S.Cafe Cotton	BLACK TAN	S-XL	£110.00	£28.00	74.55%	200	£22,000.00	£5,600.00	74.55%




Cloud Cardigan		100% Organic Wool	L BROWN D BROWN	S-XL	£185.00	£45.00	75.68%	50	£9,250.00	£2,250.00	75.68%
Flower Sweater Vest		100% Organic Wool	TAN D BROWN BEIGE	S-XL	£145.00	£37.00	74.48%	50	£7,250.00	£1,850.00	74.48%
Basic V-Neck Knit		100% Organic Wool	BEIGE D BROWN	S-XL	£165.00	£42.00	74.55%	50	£8,250.00	£2,100.00	74.55%




Watch Your Step Shorts		80% S.Cafe Nylon 20% Organic Cotton	D BROWN	OS	£60.00	£15.00	75.00%	150	£9,000.00	£2,250.00	75.00%
Unusual Shorts		80% S.Cafe Nylon 20% Organic Cotton	TAN D BROWN L BROWN	S-XL	£55.00	£13.00	76.36%	150	£8,250.00	£1,950.00	76.36%
Basic Bucket Hat		100% Organic Cotton	L BROWN BLACK	OS	£35.00	£9.00	74.29%	150	£5,250.00	£1,350.00	74.29%

Patchwork Pants		60% Organic Cotton  40% S.Cafe Nylon	BEIGE  D BROWN	S-XL	£165.00	£42.00	74.55%	50	£8,250.00	£2,100.00	74.55%
Mysterious Man Pants		100% Organic Cotton	L BROWN  D BROWN	S-XL	£95.00	£24.00	74.74%	70	£6,650.00	£1,680.00	74.74%
Collage Pants		100% S.Cafe Cotton	D BROWN	S-XL	£130.00	£33.00	74.62%	70	£9,100.00	£2,310.00	74.62%
<b>TOTAL</b>					<b>£1,845.00</b>	<b>£468.00</b>	<b>74.56%</b>	<b>1,970</b>	<b>£178,750.00</b>	<b>£45,470.00</b>	<b>74.56%</b>





STYLE	SKETCH	FABRIC	COLOURS	SIZES	RRP	ACTUAL COST	MARGIN	QUANTITY	TOTAL RRP	TOTAL COST	TOTAL MARGIN
The One Tee		100 % Organic Cotton	PURPLE	S-XL	£40.00	£12.00	70.00%	100	£4,000.00	£1,200.00	70.00%
		100% Organic Cotton	CHARCOAL	S-XL	£40.00	£12.00	70.00%	100	£4,000.00	£1,200.00	70.00%
		100 % Organic Cotton	OFF WHITE	S-XL	£40.00	£12.00	70.00%	100	£4,000.00	£1,200.00	70.00%
Deserted State Tee		100% S.Cafe Cotton	PURPLE	S-XL	£70.00	£18.00	74.29%	100	£7,000.00	£1,800.00	74.29%
Eternal Growth Tee		100% S.Cafe Cotton	LIME	S-XL	£70.00	£18.00	74.29%	100	£7,000.00	£1,800.00	74.29%


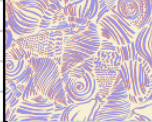


Alien Tee		100% S.Cafe Cotton	BLUE	S-XL	£70.00	£18.00	74.29%	100	£7,000.00	£1,800.00	74.29%
Tranquil Hoodie		100% S.Cafe Cotton	PURPLE	S-XL	£110.00	£28.00	74.55%	150	£16,500.00	£4,200.00	74.55%
Lets Grow Hoodie		100% S.Cafe Cotton	BLACK	S-XL	£110.00	£28.00	74.55%	150	£16,500.00	£4,200.00	74.55%

Turtle Hoodie		100% S.Cafe Cotton	BLUE	S-XL	£110.00	£28.00	74.55%	150	£16,500.00	£4,200.00	74.55%
Transparency Sweater		100% Organic Cotton	PINK BLUE	S-XL	£85.00	£21.00	75.29%	150	£12,750.00	£3,150.00	75.29%
Tribal Shirt		90% Bamboo Viscose 10% Organic Cotton	PURPLE BLACK	S-XL	£90.00	£23.00	74.44%	70	£6,300.00	£1,610.00	74.44%

Electric Flower Shirt		90% Bamboo Viscose 10% Organic Cotton	<p>BLACK</p> 	S-XL	£130.00	£32.00	75.38%	50	£6,500.00	£1,600.00	75.38%
Glitch Shorts		80% S.Cafe Nylon 20% Organic Cotton	<p>BLACK</p> 	S-XL	£60.00	£15.00	75.00%	100	£6,000.00	£1,500.00	75.00%
Euphoria Shorts		80% S.Cafe Nylon 20% Organic Cotton	<p>PURPLE</p> 	S-XL	£60.00	£15.00	75.00%	100	£6,000.00	£1,500.00	75.00%

Floral Hat		100% Organic Cotton	PURPLE	OS	£30.00	£7.00	76.67%	200	£6,000.00	£1,400.00	76.67%
											
Wide Leg Track Pants		90% S.Cafe Cotton 10% Bamboo Viscose	BLACK	S-XL	£130.00	£33.00	74.62%	100	£13,000.00	£3,300.00	74.62%
			PINK								
			PURPLE								
Cargo Pants		100% Organic Cotton	BLACK	S-XL	£95.00	£24.00	74.74%	150	£14,250.00	£3,600.00	74.74%
			PURPLE								

Shoulder Pouch		90% Organic Cotton 10% S.Cafe Nylon	BLACK 	OS	£85.00	£22.00	74.12%	150	£12,750.00	£3,300.00	74.12%
<b>TOTAL</b>					<b>£1,425.00</b>	<b>£366.00</b>	<b>74.37%</b>	<b>2,120</b>	<b>£166,050.00</b>	<b>£42,560.00</b>	<b>74.37%</b>