



**mpaz studio™**

*Re-Cycle*

MPAZSTUDIO

# CONTENTS

## **INTRODUCTION**

1. Executive Summary
2. Wolf & Badger
3. MPAZ STUDIO

## **MARKET ANALYSIS**

4. Marketing Mix
5. SWOT Analysis
6. Consumer Profile/ Perceptual Map
7. Competitor Analysis
8. Macro Trend
9. Micro Trend

## **STRATEGY**

10. Business Extension
11. Concept Board
12. Mood & Colour Board
- 13-14. Range Plan
15. Marketing Mix Range Extension
16. Competitor Analysis Range Extension
17. Sustainability
18. Supply Chain

## **19. CONCLUSION**

## **20. REFERENCES**

## **21. APPENDIX**



# EXECUTIVE SUMMARY

*The fashion industry has contributed considerably to environmental contamination like many other sectors. Excessive consumerism brought on by quickly evolving fashion trends and wearing what makes you “feel good”, instead of making conscious decisions based on sustainability.*

*This product extension aims to revolutionise MPAZ Studio garments for the Spring/Summer 2025 season at Wolf & Badger by introducing a range of transformable and reversible clothing inspired by the macro trend “Eco-Friendly practices” and the micro trend “Modular Fashion”. To help reduce worldwide fashion waste and at the same time give the consumer a conscious choice, both practically and sustainably.*

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# WOLF & BADGER

THE WORLD'S BEST INDEPENDENT BRANDS

Wolf & Badger is a platform with eco-friendly and sustainable practices in products as their main mission. Showcasing innovation, craftsmanship and excellent quality in their products. Facilitating the interaction between clients and independent designers. Wolf & Badger offers a distinctive shopping environment that surpasses current trends. With locations in London, New York and Los Angeles. Their extensive selection is available both online and in-store.



MY PAIR OF JEANS



MY BOUGIE BOTTLE



MPAZ STUDIO

Wolf & Badger has been around since 2010, but remains under the radar in many countries. It is a marketplace for independent labels worldwide, with their **Unique Selling Point** being an extremely good nose for cult labels. They have various women's, men's and children's clothing lines. But also have jewelry and interior brands

## VALUES

- Happy Employees*
- Cruelty Free*
- Good Cause Support*
- Responsible Packaging*
- Preferred Animal Materials*
- Skilled Artisan*
- Natural Materials*
- Independent Brand*
- No Nasties*
- Re/Upcycled Materials*
- Vegan*
- Carbon Reduction*
- Non Toxic Dyes*
- Organic*
- Ethical Leader*

MPAZ STUDIO is an independent fashion brand based in Los Angeles. Designer Paz Morales, created Re/up-cycled garments for her loved ones from her apartment. Paz Morales expanded her business into a small fashion studio. MPAZ STUDIO is aiming for a world in which every item of clothing is rescued from landfills. They rescue an increasing amount of materials every day and turn them into unique garments.

# mpaz studio



## VALUES



*Re/Upcycled Materials*



*Independent Brand*



*Eco-Friendly*



*Skilled Designer*



*Happy Workers*



**"Garments made from pre-loved denim; to close the loop; to introduce a new way of conscious consumption; to create with purpose and to embody ethics and aesthetics in a single garment."**  
(MPZ STUDIO)



# MARKETING MIX

## mpaz studio™

### PRODUCTS

MPAZ STUDIO offers mainly women's garments, mostly made from pre-loved, rescued, and recycled denim, as well as some one-off bespoke pieces made from vintage T-shirts dead-stock fabrics, donated fabrics and recycled fabrics. Retailing a range of casual garments which can also be dressed-up for occasions. All of the products are made in-house.

### PLACE

Mpaz's studio is located in Los Angeles. They have a web shop and they have various stores:

Wolf & Badger: New York, Los Angeles and London  
The Forumist: Stockholm (online)  
Australia: Jolielaide (online)  
New York: FirePlace (online)

### PRICE

Price-Range between £39- £621

### PEOPLE

16-34 year old woman

### PROMOTION

MPAZ STUDIO mostly promotes its garments on social media platforms: Instagram, TikTok and Pinterest. They send PR to influencers to make promotional content.

### PROCESS

With their statement "Fashion, But Recycled", MPAZ aims to strive for a world where every piece of clothing has been rescued from going to waste. Every day, they rescue more and more fabric and transform them into one-off bespoke pieces. Every product sold helps prevent landfill. Created from a mix of recovered clothing and "dead-stock" fabric MPAZ has been featured in Paris and New York Fashion Week."

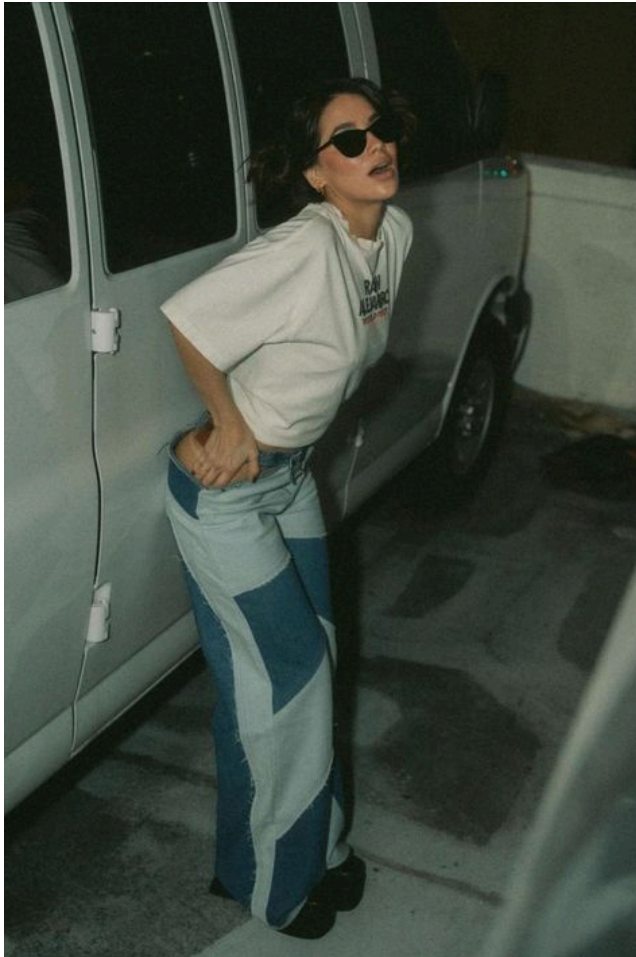
(Wolf & Badger, MPAZ Studio, 2022).

### PHYSICAL EVIDENCE

"The garments of MPAZ are made from pre-loved denim; to close the loop; to introduce a new way of conscious consumption; to create with purpose and to embody ethics and aesthetics in a single garment. All MPAZ Studio reworked products are NOT made by the original brand. MPAZ Studio up-cycle authentic second-hand vintage items. MPAZ Studio is solely responsible for the construction and design of every piece." (The Forumist).

This brand strategy is ideal for like-minded consumers wanting to reduce their carbon footprint. Their social media channels showcase MPAZ's unique style, behind the scenes of the design process.

# SWOT ANALYSIS



## STRENGTHS

- USP: MPAZ Studio differentiates from other competitors by offering bespoke creative items made from post-consumer textiles.
- Easy to use and navigate online shopping experience with the online clothing wardrobe.
- MPAZ studio develops comprehensive technical packages.
- Focus on sustainability, consciousness and style.
- Social Media presence high.

## WEAKNESSES

- Niche market and specific customer segment.
- Lack of brand awareness.
- High dependence on external suppliers.
- Low recognition among potential customers.
- Limited product variety and inventory compared to other fashion brands.

## OPPORTUNITIES

- Growing demand for eco-friendly & sustainable garments.
- Expanding product variety.
- Collaboration with other eco-friendly brands and influencers.
- Increase brand awareness by participating in fashion events.
- Introduce accessories also made of recycled materials.
- Expand size range.
- Produce male and gender-neutral garments.

## THREATS

- Competition from other sustainable brands.
- Changes in consumer preferences.
- Fluctuating market trends.
- High inflation and lower consumer expendable income
- Competing against "fast fashion" stores with cheaper options and lower production costs e.g. labor costs in developing countries.
- High overhead costs e.g. manufacturing.

# CONSUMER PROFILE

The Ideal consumer for MPAZ Studio is a 16–35 year old woman, who is conscious about sustainability and their own carbon footprint. As MPAZ Studio ships internationally, she can live anywhere around the world. Approx. annual income is £20k–£100k. Loyal to the brand and cares about sustainability and global-warming. Has an interest in Up and/or Recycled Fashion and “one-of-a-kind” pieces.

## Lilian Percy



- **Age:** 16 to 35
- Gen Z & Millennials
- **Style:** Minimalist, modern, sophisticated and trendy
- **Life Style:** Urban, city, large town
- **Occupation:** Musician & Graphic Designer
- **Income:** £20k/Annum
- **Education:** College/Further Education–college, Uni.
- **Hobbies:** Arts & Crafts, vintage shopping, making music and reading.
- **Wardrobe:** lots of unique sustainable garments for a minimalist look, but with an “edgy” touch, also enjoys wearing comfort-wear, so not too heavily accessorised.
- **Life Choices:** interested in eco-friendly living and makes sustainable choices better environment.
- **Social Media:** TikTok, Instagram, Pinterest & YouTube



# COMPETITOR ANALYSIS



This perceptual map compares the brand MPAZ Studio to various brands in collaboration with Wolf & Badger as well brands with similar missions like A.W.A.K.E Mode and Heritage ReFashioned. Taking the individual brands' price, variety and sustainability into consideration. By making this comparison we can look at multiple opportunities to evolve and expand MPAZ Studio.

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# CONSCIOUS PRODUCTION & CONSUMPTION

Being “Conscious” is a familiar term these days in our society. Consumers are becoming increasingly aware of the environmental consequences of clothing manufacture. The clothing industry creates environmental problems including pesticides in cotton cultivation lead to soil degradation and water pollution.

In addition, the production of synthetic fibers requires non-renewable resources based on oil and gas. Furthermore, the rapid production and consumption of clothing leads to enormous amounts of waste and associated environmental problems, including greenhouse gas emissions. Large quantities of discarded textiles still end up in landfill.

*#Conscious Fashion*



There is a thriving demand for Up/Recycled garments. “Brand Transparency” is important to customers: Brands are advised to communicate their commitment to sustainable practices both as their contribution to incorporating upcycled and recycled elements in their garments



# MODULAR FASHION

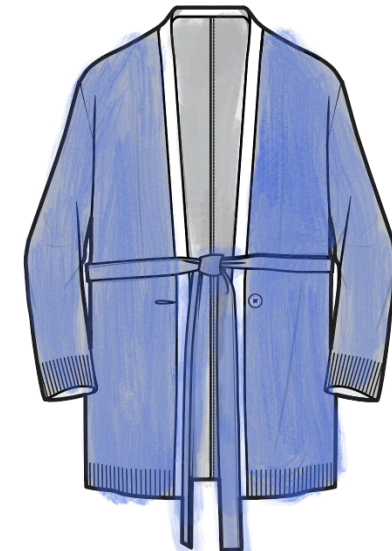
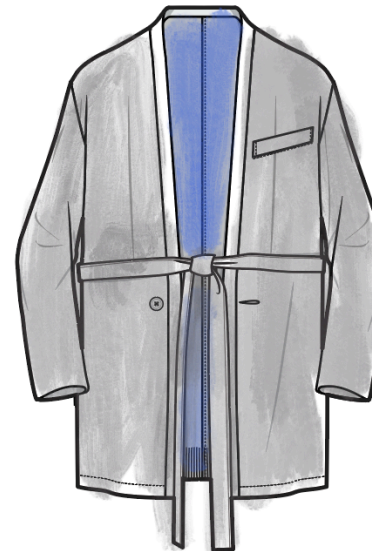
"Facing into an ever-changing global climate that is resulting in earlier, warmer spring seasons, focus on climate-adaptive components that will make this item the investment piece of this capsule." (WGSN, 2023)

The ability of a garment to be convertible, allowing for numerous designs and purposes, may efficiently fulfill the diverse needs of customers in today's environment, where expectations from consumers are varied and difficult to predict due to rapidly changing fashion trends and tastes. Customers' desire for convertible clothing is growing as a result of the numerous deceptive ways in which they may be worn.

Although convertible apparel is becoming more and more popular, it hasn't yet taken off as a wardrobe staple. Customers are becoming more daring and self-expressive when it comes to their convertible clothing as they realise they can obtain several outfits for the price of one, which also presents opportunities for more sustainable fashion consumption.



HARPERSBAZAAR, WGSN



# BUSINESS EXTENSION

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Introducing "Transform to desire" the new innovative transformable and reversible line of MPAZ STUDIO for the season S/S 25. The garments are interchangeable, reversible, and include detachable parts that allow for endless combination possibilities. All the garments are made from Re-Upcycled materials. This gives the customer the opportunity, for example, to change their t-shirt into a long sleeve on a colder summer day, or for a different style, whenever they feel like switching it up.

The detachable parts can be bought separately the coloured options will follow the upcoming S/S25 colors and prints will be one-of-a-kind depending on what dead-stock and donated fabric come in. This allows customers to add components in different colors to match their own style and if preferred follow the seasonal trends.

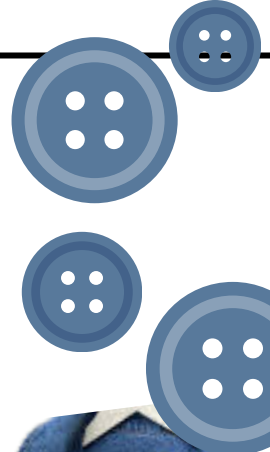


# TRANSFORM TO DESIRE

# TRANSFORM TO DESIRE



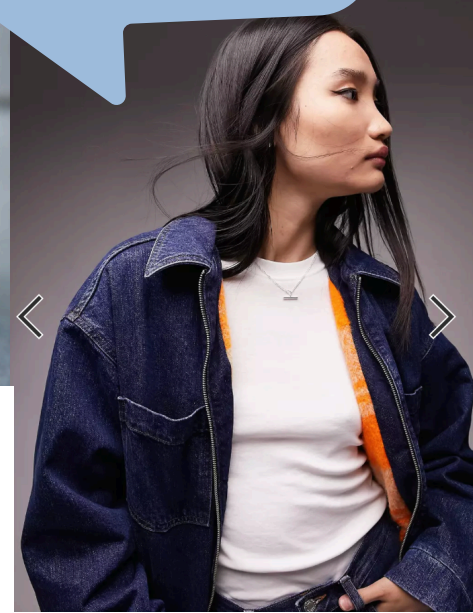
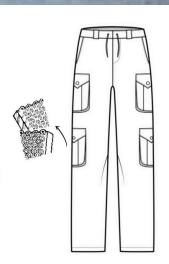
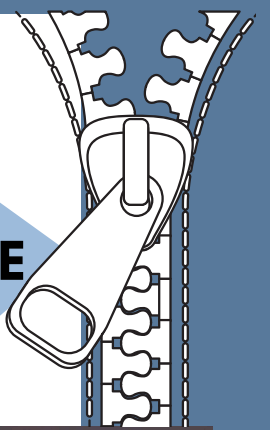
CONCEPTS



The garments that contain detachable components that are attachable with Velcro® or zippers. Switching-out sleeves for an alternative sleeve or other components like different pockets that can be switched on the actual garments when bought in the same size.

#REVERSABLE

#MODULAR



# MOOD & COLOR BOARD

TRANSFORM  
TO DESIRE



#Garden Craft



#Marker's Mark

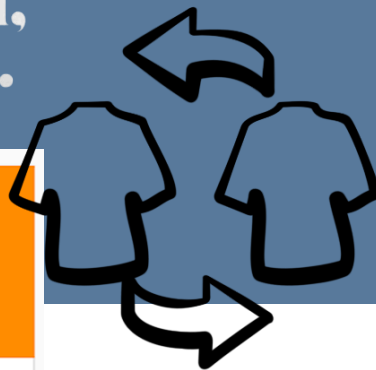


#Summer splash

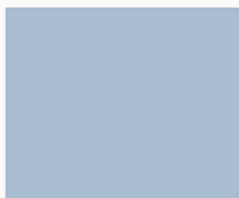


#Ornate Flourishes

Buy less,  
choose well,  
make it last.



PANTONE  
19-3316 TCX  
Plum Perfect



PANTONE  
14-4112 TCX  
Skyway



PANTONE  
17-1647 TCX  
Dubarry



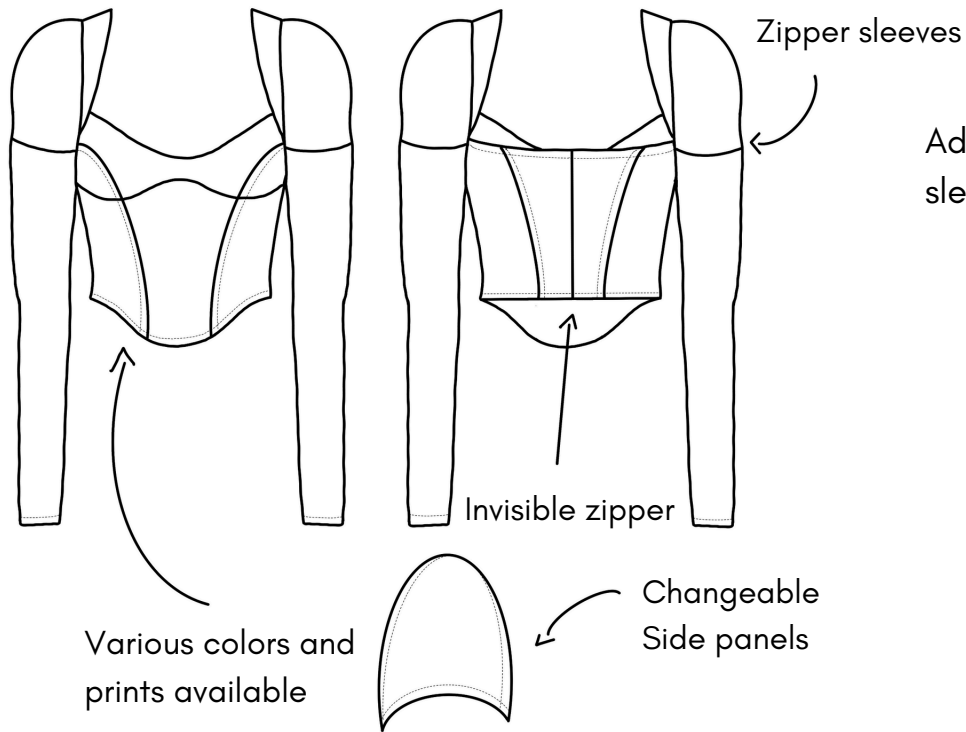
PANTONE  
15-1164 TCX  
Bright Marigold



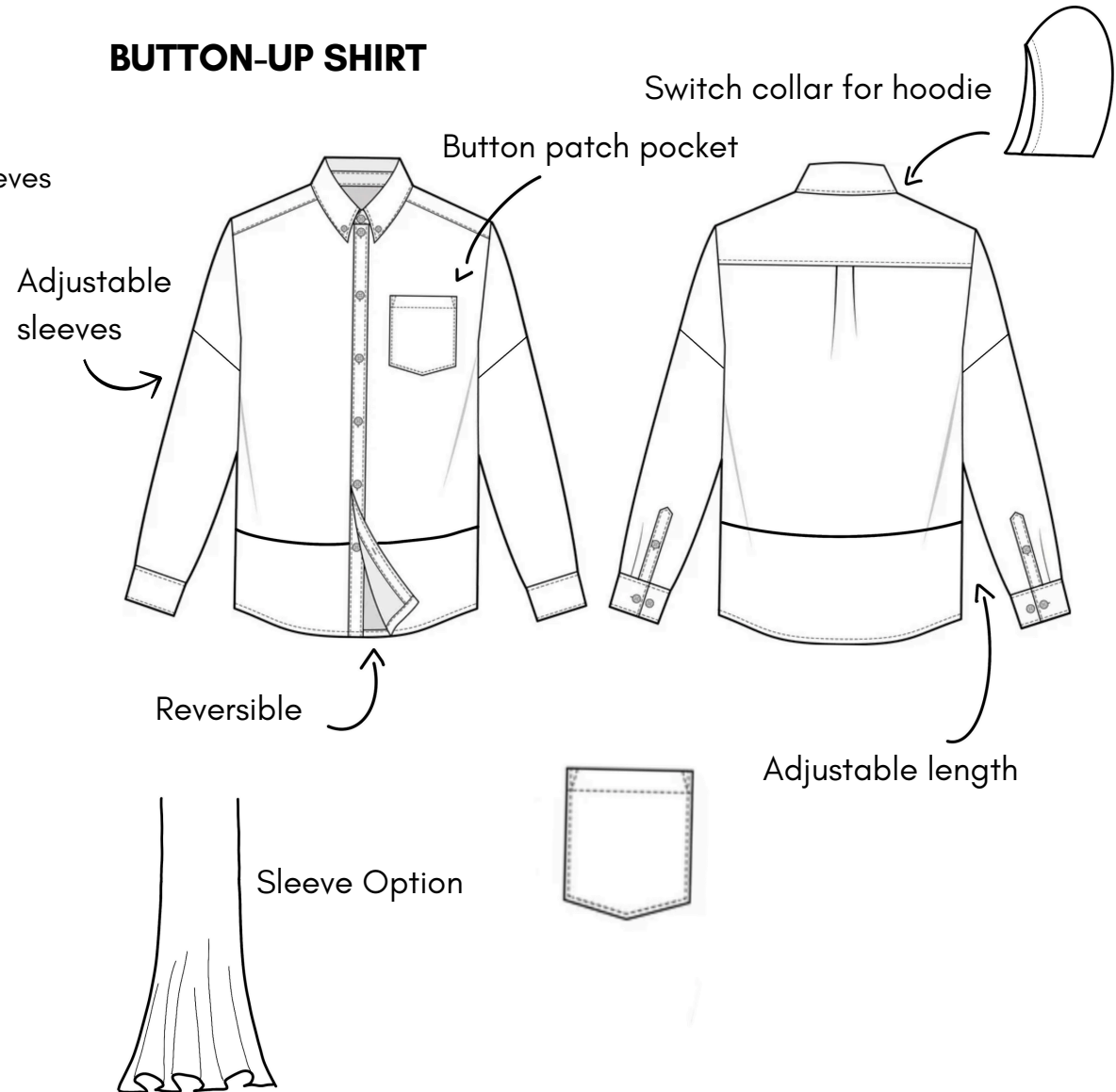
# RANGE PLAN

MPAZ STUDIO's new "Transform to Desire" S/S 25 line introduces staple garments which are reversible and transformable. Everyday garments that can be adjusted to fit your personal preference.

## CORSET STRUCTURED TOP

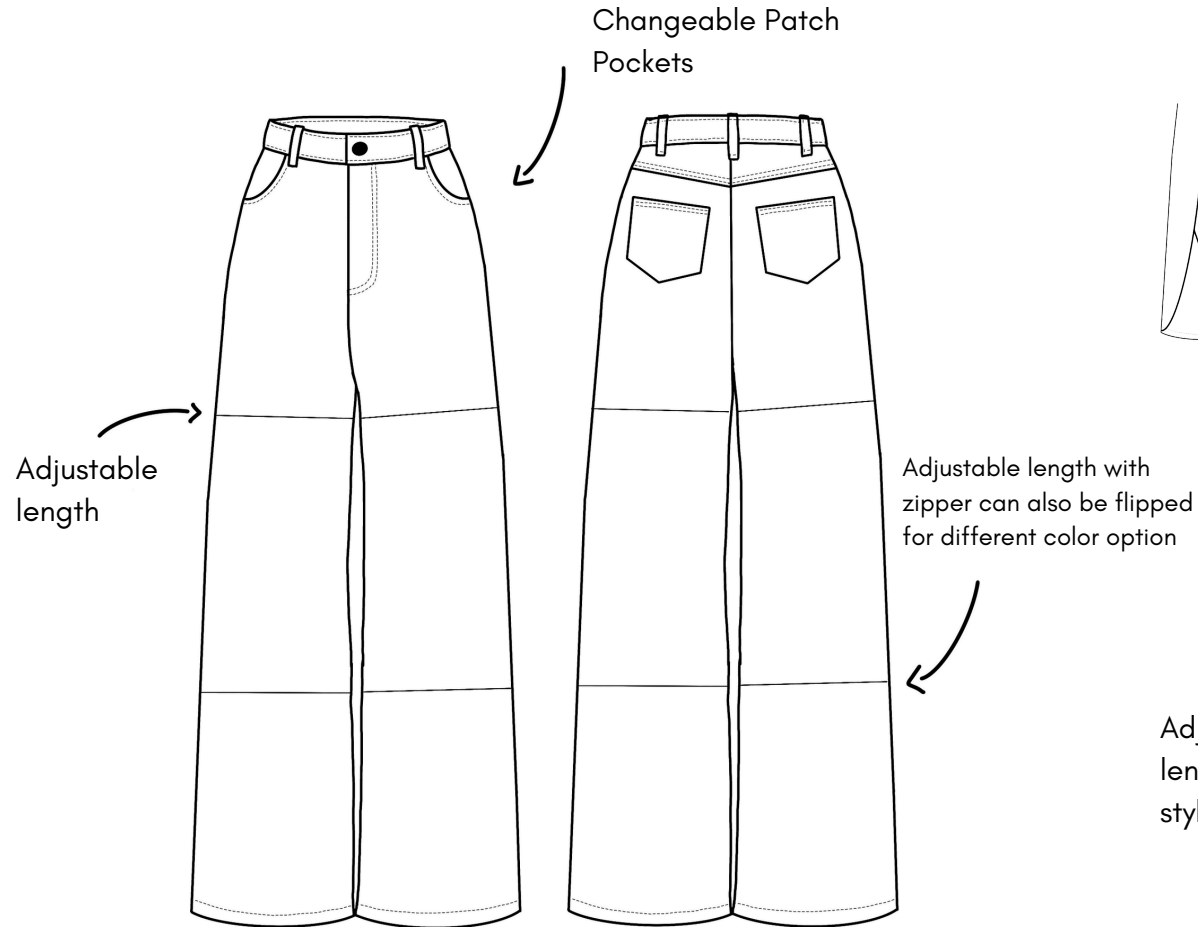


## BUTTON-UP SHIRT

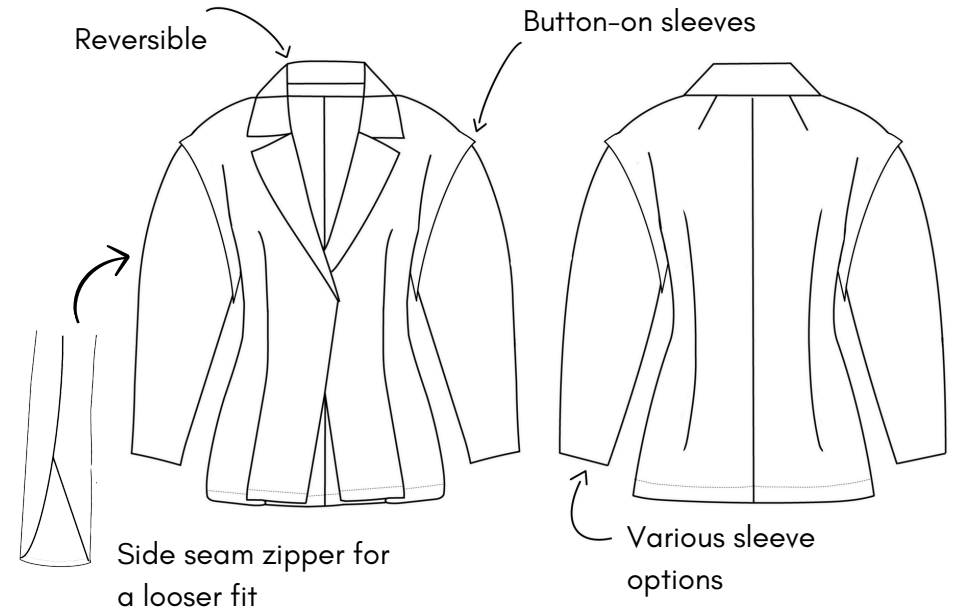


# RANGE PLAN

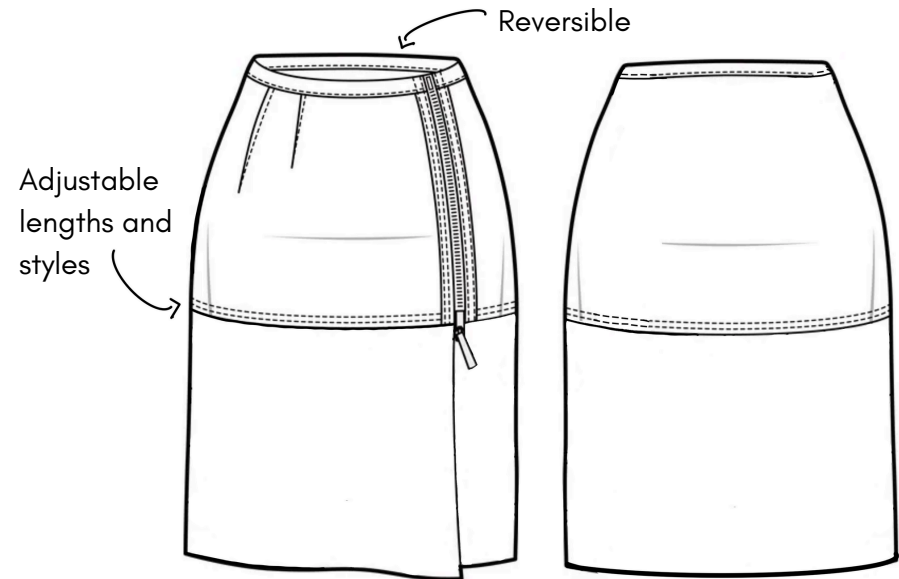
## WIDE-LEG JEANS



## FITTED JACKET



## INTERCHANGEABLE SKIRT





# MARKETING MIX

## PRODUCTS

New transformable and transformable clothing range MPAZ STUDIO for S/S 25

## PLACE

Items can be online and in-store at Wolf & Badger and on the MPAZ STUDIO web-shop.

## PRICE

Price-Range between £15- £700 depending on the costs of production and the materials being used.

## PEOPLE

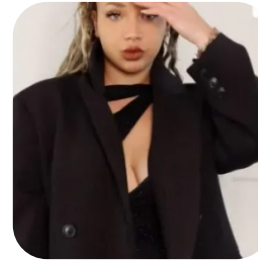
16-34 years old woman who want to have the option of a transformable innovative wardrobe that can be adjusted to their own personal style. They wish to purchase more durable, environmentally responsible apparel. For individuals who want to stay up to date on trends while creating a wardrobe of sustainable staples.

## PROMOTION

To attract new consumers and existing customers to our new product range. Various ways of promotional channels will be used. This includes promoting on Instagram, TikTok and Pinterest. With TikTok & Instagram being the main channels listed influencers will be sent PR to help promote the brand in Instagram reels or TikToks. "Transform to Desire" will also be launched on the Wolf & Badger website and in-store.

## PROCESS

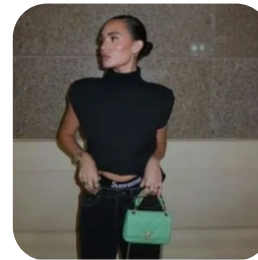
Materials used for our new range will be sourced from dead-stock fabrics, thrift shops and donations. Production will be in the MPAZ studio based in LA.



**NOORIE ANA**  
@NOORIEANA  
121K FOLLOWERS-ER: 3.35%



Noorie Ana is a digital creator and UK fashion influencer who inspires her online community.



**ALICIA RODDY**  
@ALICIARODDY  
1,4 M FOLLOWERS-ER: 1.00%

Alicia Roddy is a fashion model and Instagram influencer



**EMILY JANE SLY -**  
@EMILYJANESLY (18.6K FOLLOWERS)



Emily is a TikTok fashion influencer who shares her good vibes and colourful outfit finds with her followers.



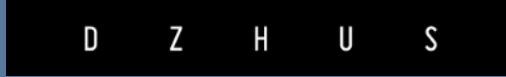
**VIOLET EZEDIMORA -**  
@VIOLETEZEDIMORA (446.6K FOLLOWERS)

Violet shows her classy, polished outfits on her TikTok page and on Instagram. Violet is the TikTok fashion influencer for you!

# TRANSFORM TO DESIRE

# COMPETITOR ANALYSIS

## RANGE EXTENSION **TRANSFORM TO DESIRE**



### PRODUCT

Multi-purpose unisex clothing & utilitarian clothes. 'Less is more' takes on a new meaning in the case of transformable garment.

Outfits for you to flip and are reversible anytime and anywhere, Making the clothes functional from both sides.

Creating unique, reversible clothing is just one way Isabel is delivering on her commitment.

### PRICE

Price range: £50-£2000  
Strategy: Premium Pricing

Price range: £30- £200  
Strategy: Dynamic Pricing

Price range: £20- £800  
Strategy: Premium/Dynamic

### USPs

- Designs are internationally recognised by their innovative cut and multi-purpose transformations.
- Big online platform
- As a vegan-friendly brand, DZHUS uses only ethical materials
- Since the war began in the Ukraine, DZHUS has been donating 30% of its profit to Ukrainian army and animal rights' organisations.

- They just don't offer two looks but they give two completely different & opposing looks. From the neckline to colours, everything changes
- Collaborate with multiple influencers
- Work with sustainable materials

- Sustainability is their DNA and is a thread through their business, and seems to be a part of every decision they make
- Offer customer customisations
- Offer the best quality fabric, and craftsmanship

### POSITION IN MARKET

Market Leader, and a big influence on transformable fashion They have a broad platform with multiple collaborations .

Market follower, as they offer a small amount of clothing and mostly only for women.

Niche, small-scale, as they offer a wide variety of clothing and mostly only for women and have limited brand awareness.

### Marketing & Promotion

- The fashion house has collaborated and is associated with large-name films such as: The Hunger Games, Star Trek Discovery
- Website: clean and uncluttered everything is easy to find
- High following on social media platforms-Instagram 44,3 K

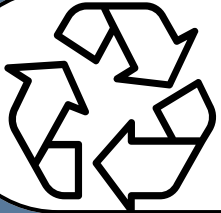
- Website: basic and clear
- Was on "Shark Tank" to pitch their concept
- Have a reasonable following - Instagram 29K
- Do a lot of reels promotion videos

- Simple but very easy to use website
- Limited following on social media platforms (Instagram 4,3K)
- Includes customers in the production process

# SUSTAINABILITY



Contribute to improving the current fashion industry impact that causes 10% of worldwide carbon emissions.



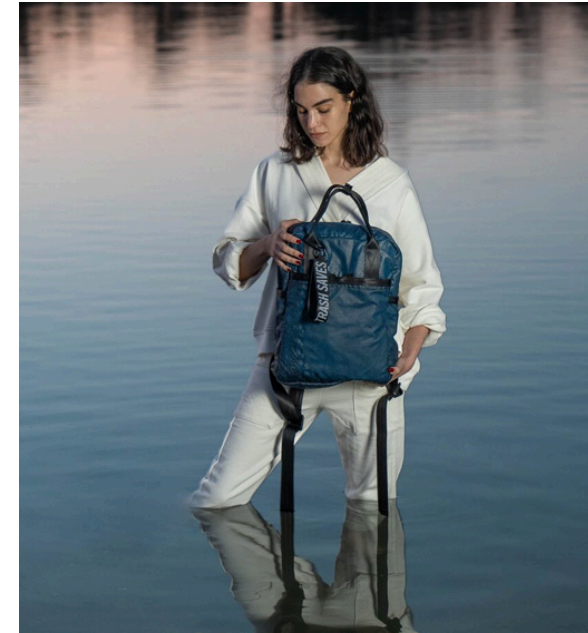
REUSE  
RECYCLE  
REDUCE  
UPCYCLE



Sustainable packaging made from biodegradable and recycled materials.



Sustainably sourced materials, donated materials and thrifted materials



## mpaz studio™ X REWILDER

MPAZ STUDIO and REWILDER both are fashion retailers that have a focus on sustainability. REWILDER produces new fabrics from all old materials but also like MPAZ STUDIO makes Upcycled garments. This would be a great opportunity for MPAZ studio to expand their fabric option and perhaps design their own print or fabric for the upcoming season S/S 25 (Rewilder) "Returning trash into the system and creating loops instead of lines, all in an effort to heal our ecosystem".

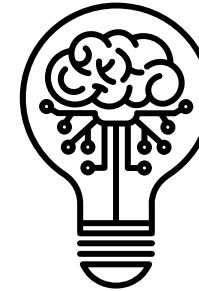
TRANSFORM TO DESIRE

# SUPPLY CHAIN

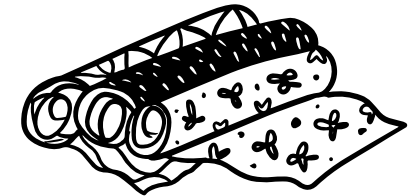
MPAZ's supply chain is based on sustainable materials with a low environmental impact. Design is done from a simple studio to cut-down on carbon emissions and support the local economy. Transparency is in their simplicity. Effective waste management includes reusing and recycling fabric remnants to minimise waste, - their business model. Ethical labour conditions, minimal overhead costs and they choose their carriers for delivery based on sustainability e.g. battery-powered couriers. They are not operating in low-wage countries but high - London, USA. Embracing circular economy principles, such as designing based on recycling and upcycling is a very responsible approach. This Supply chain will be the same as for the upcoming line "Transform to Desire"



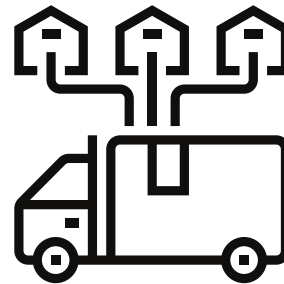
RETAIL



CONCEPT

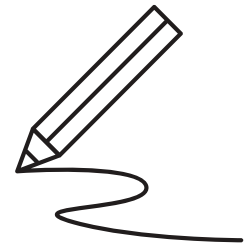


FABRIC SOURCING

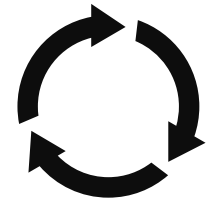


DISTRUBUTION

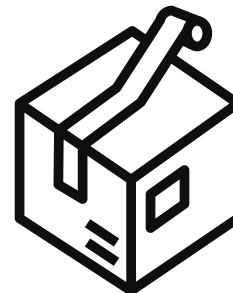
**TRANSFORM  
TO DESIRE**



TECHNICAL DRAWING



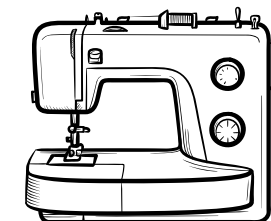
RE/UPCYCLE



PACKIGING



PROMOTION



SEWING

# CONCLUSION

TRANSFORM  
TO DESIRE

In conclusion, 'Transform to Desire' is the extensive clothing line for MPAZ STUDIO in S/S 25. The transformable and reversible features will be evidence of the company's dedication to sustainability and innovation. This line also stays up to date with the latest fashion trends, but limit them to a minimum so they may be worn for (almost) a lifetime and remain classic without going out of style.

Our **Unique Selling Point** is that we give customers a conscious choice and the opportunity to choose and detach components to fit their own personal style and needs

When it comes to innovation, functionality, aesthetics, and environmental responsibility, 'Transform to Desire' offers a distinctive and fulfilling shopping experience that meets the demands and that of today's customers their efforts serve as an inspiration to other manufacturers. The future of sustainable fashion is indeed going to be paved by MPAZ Studio.

mpaz studio™

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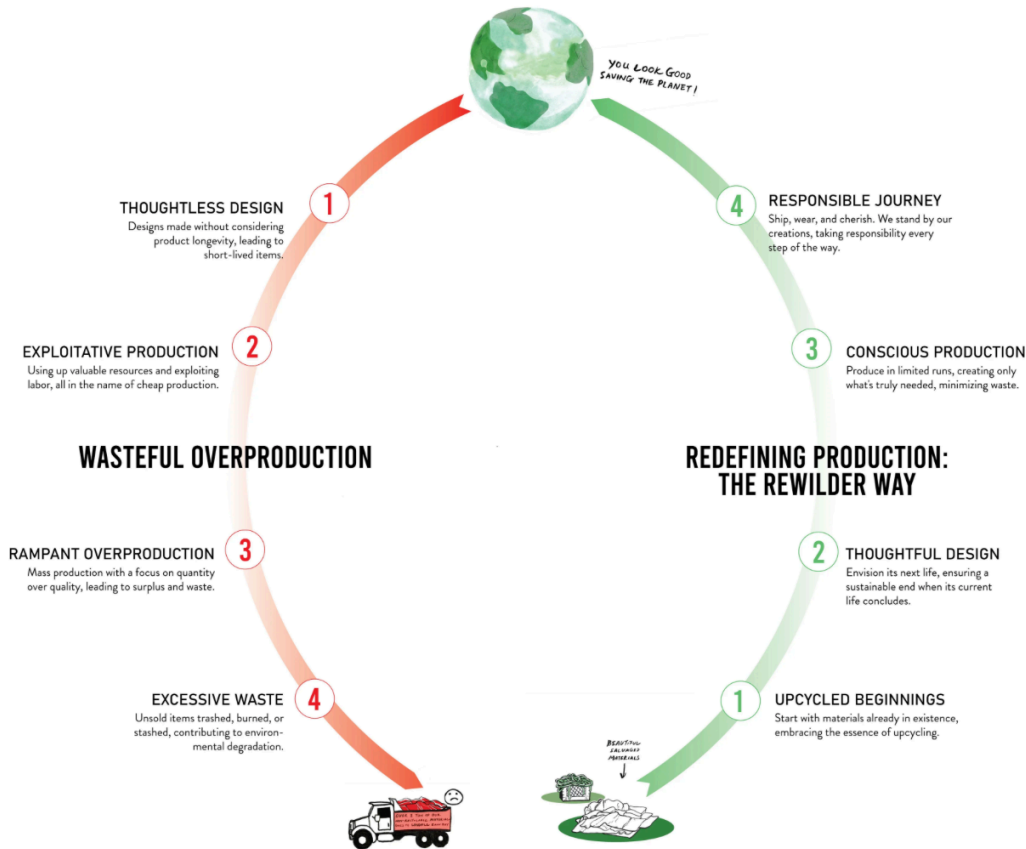
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# APPENDIX

## APPENDIX 1 RWILDER SUPPLY CHAIN

### WE LOVE OUR TRASH

**Rewilder reverses materialism by flipping the way we make what we wear.**



SOURCE: RWILDER

## APPENDIX 2 SUPPLY CHAIN



## APPENDIX 3 SUPPORTIVE STATEMENT FOR MODULAR FASHION

"The clothes provide consumers an alternative choice if they want to attain desired attributes in existing clothing without having to buy new ones since they can easily swap up their aesthetic, style, and utility. Purchases made on various occasions can also be kept within limits. "Consumers are declaring themselves open to transformable fashion, but cannot find many good options in the places that they like to shop" (J. Peter )

## ASSESSMENT COVER SHEET

This cover sheet must be completed and submitted with all work including essays, Dissertations and practical work (with the exception of oral assessments). Please ensure that you complete it in FULL indicating the Unit Title and Unit Code (these can be found in your course guide and on the project briefs) and Word Count.

You **must** attach this form to your work.

<b>Surname</b> Mandema	<b>First Name.</b> Lois
<b>Unit Title.</b> Fashion Buying & Merchandising	<b>Unit Code.</b> EBSC7140
<b>Project/Component/Essay/Dissertation Title</b> Extensive range plan for MPAZ STUDIO at Wolf & Badger	
<b>Course Fashion</b> Business & Management	<b>Unit Leader</b> Katso Otukile
<b>Year of Study (e.g. 1<sup>st</sup>/2<sup>nd</sup> etc.)</b> Postgraduate	<b>Submission Date</b> 23-01-2023

For **written work** (essay, dissertation) please also confirm:

Word Count	1643	
Use of proof-reader/proof-reading service (see guidance contained in <i>Academic Misconduct Regulations</i> on appropriate use)	YES	NO

For **practical** work please also complete

Describe the type and volume of work you are attaching (e.g. 1 x journal, 4 x images)	Received by:  Staff initials

By submitting this assessment you are confirming that you have understood and are complying with the University's **Academic Misconduct Regulations** (available to view under *Student Regulations* on **myUCA**).

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Signature (Student): Lois Mandema Date: 23/01/2024