



# ADERERORR

# Executive summary

As the Global Manager for ADER ERROR, I'm excited to submit the following report, which outlines the brand's potential business expansion strategy. This includes the introduction of an athleisurewear range called 'Urban Pulse', in collaboration with Patagonia.

'Urban Pulse' is a testament to ADER ERROR's commitment to sustainability and ethical practices. It's designed to be unisex, promoting inclusivity and catering to a broad customer base. The main objective of this product range is to enhance transparency in brand's sustainable journey, allowing the customers to appreciate the ethical considerations behind their purchases.

In addition to the product innovation, ADER ERROR will be expanding the physical retail presence with a new flagship store in Singapore. This store will be a beacon of technological advancement, offering an immersive and interactive shopping experience for the customers.

This dual strategy of product innovation and retail expansion is a significant step forward for ADER ERROR. It not only aligns with ADER ERROR's commitment to sustainability and ethical practices but also expands brand's global footprint. I am confident that the new collection and store will drive revenue growth and further solidify ADER ERROR's position as a leader in sustainable and innovative fashion.

## TABLE OF CONTENTS

- 01 ADER ERROR: Brand Overview.
02. Trend Analysis.
- 03 Competitor Analysis.
- 04 Market Expansion Strategy.
- 05 Global Expansion: Singapore.
- 06 Global Expansion Strategy.
- 07 Ethics & Sustainability Goals.
- 08 Competitor Case Study.
- 09 Customer Persona.
- 10 Conclusion and Further Recommendations.

“The brand slogan 'but near missed things' implies our philosophy that we focus on the expression of any things that we missed in every day. We re-edit pictures, videos, space, design, art and objects in our way to suggest a new cultural experience.”  
(ADERERROR, s.d.)

# ADERERROR



(Fig. 2 ADER Fashion, s.d.)



(Fig. 1 ADER Fashion, s.d.)

ADER ERROR, a brand known for its unique design philosophy that transforms negatives into positives (Furness, 2018), has effectively used social media platforms to build a cohesive brand universe, boasting over 830,000 followers on Instagram and 64,000 on Facebook (ADER, s.d.) (ader\_error, s.d.).

However, as an Asian fashion label, ADER ERROR could improve its physical presence, particularly in the East Asian market, to cater to customers who prefer the traditional in-store shopping experience (ADERERROR, s.d.). The brand also faces criticism for its lack of transparency about its sustainability strategies, which could impact its reputation among eco-conscious consumers (Good on you: ADER, 2022).

Despite these challenges, ADER ERROR has significant opportunities for growth. The global popularity of South Korean fashion, as evidenced by a 2022 survey, suggests potential for ADER ERROR to expand into new markets (Korean Foundation for International Cultural Exchange, 2023). Furthermore, the rapid growth of the sustainable apparel market, which projects a global revenue share of 6.14% by 2026 (Global: sustainable apparel revenue share 2013-2026, s.d.) presents a significant opportunity for ADER ERROR to consider expanding their global business presence in this market.

However, ADER ERROR must navigate several threats that could emerge in 2024, including the impact of generative AI on the fashion industry, intensifying competition in the fast-fashion sector from new entrants like Shein and Temu, a shift in brand marketing focus towards building long-term emotional connections with consumers, and new sustainability regulations that could prompt business model revamps (Balchandani et al., 2023). These factors collectively shape ADER ERROR's strategic landscape and will play a crucial role in its future growth and success. (Refer the SWOT analysis on Appendix A2) for further details.)

# Macro Trend

## Phygital Connectors

A report by Athena Chen et al. (2022) explores how retailers transitioned to online platforms during the pandemic, and how consumers now seek a blend of online and offline shopping experiences. Key behaviours include seamless online transactions, access to in-store product information, and attractive promotions. The report highlights that 79% of APAC (Asia-Pacific) shoppers utilize both online and offline channels, adapting to contactless self-service and mobile payments. Priorities embrace a seamless shopping experience, real-time in-store ordering, the use of XR and virtual fit technologies, and superior pre- and post-purchase service. Consumers expect retailers to leverage technology for product inquiries, checkout assistance, and swift order placement. (Athena Chen et al., 2022)

Saunte (2023) discusses how customers value personalized recommendations, quick checkouts, and human interaction. To cater to these needs, strategies can include maintaining human assistants to enrich transactions, utilizing AI to support employees across multiple retail channels, addressing the challenges of AI in handling complex customer service requests, and providing a balance between automated and human-staffed checkouts. The report suggests that this approach appeals to the 86% of customers who prefer human interaction and the 75% who utilize multiple retail channels, thereby maximizing customer satisfaction.

# Trend Analysis



(Fig. 3 ADER 23FW Main Campaign 'Oblique Hints ; Unexpected Journey', 2023)



(Fig. 4 ADER ERROR contemporary line, 2023)



(Fig. 5 Curve line styling with #ADERS22 denim, 2022)



(Fig. 6 ADER 'Un nouveau système' collection, 2021)

## Micro Trend Green Efforts

The research "Digital Product Passports: Unlocking Sustainability Transparency" surveyed 1,001 online shoppers in the US and Europe. Results showed that sustainability is key in buying choices for many, with over 70% influenced by it, yet a staggering 91% expressed their belief that some brands engage in 'greenwashing'. (Cox, 2023)

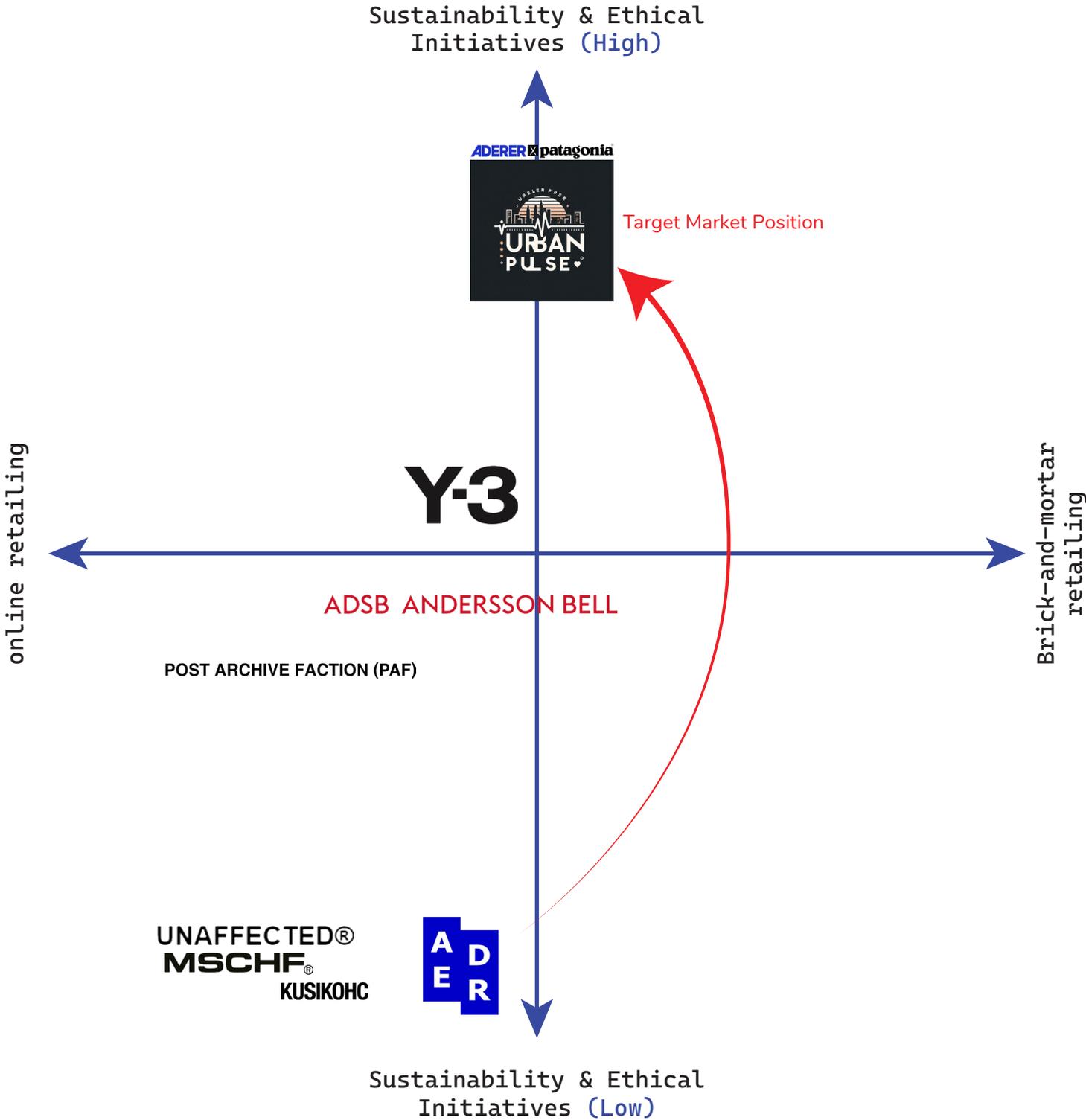
Report by Yong and Ho (2024) points out that Approximately 87% of customers in developing Asian markets are interested in adopting more eco-friendly habits, a figure that stands in contrast to the global average of 73%.

# Competitor Analysis

Below is a key competitor analysis of ADER ERROR and Urban Pulse, covering retail strategies and sustainable and ethical initiatives. This analysis compares several brands with aesthetics and consumer bases similar to those of ADER ERROR.

The competitor analysis shows that most of the brands fall behind in their sustainability and ethical initiatives. They mainly focus on online retailing, and the majority don't have a prominent global presence. (Please refer the competitor analysis chart on appendix A3) for further details)

With the new 'Urban Pulse' product line, ADER ERROR aims to improve their sustainable initiatives while offering a balanced online and in-store retail presence across the world.



(Fig. 7 Perceptual Map, 2024)

# Product Expansion

As per Grand View Research (2024), the global athleisure market, valued at USD 358.08 billion in 2023, is expected to grow at a 9.3% CAGR (compound annual growth rate) from 2024 to 2030. This growth is driven by the younger generation's interest in sports and outdoor activities, and a rising health and fitness consciousness, boosting demand for stylish and comfortable attire.

The SS25 season will introduce an athleisure collection 'Urban Pulse'; a unique collaboration between Patagonia and ADER ERROR. This collection will combine Patagonia's commitment to sustainability with the modern, unisex aesthetics of ADER ERROR.

**ADERER** 



Majority of the products will be only sold exclusively through the new flagship store which will be opening in Singapore, with selected items available on the ADER ERROR and Patagonia websites. Aim is to attract more consumers to the flagship store to deliver a unique, premium experience. In addition to the 'Urban Pulse' collection, the 'ADER ERROR Urban Pulse' flagship store will offer exclusive access to a limited selection from the mainline product range.

The target audience for the 'Urban Pulse' collection is young, fashion-conscious individuals who value comfort and functionality. (Refer the Marketing Mix on Appendix A4) for further details.)

Price Range:  
£100-£500

## Key Items:



T Shirts

Hoodies

Sweaters

Joggers

Shorts

(Fig. 8 Y-3 Terrex Swift R3 GTX, 2022)

(Fig. 9 Key Garments- AI Generated, 2024)

# Global Expansion: Singapore

ADER ERROR plans to open a new flagship store in Singapore, in line with the launch of the new SS25 athleisure collection; ADER x Patagonia (Urban Pulse). This move aims to further ADER ERROR's sustainability initiatives while expanding its global presence.



In the post-Covid era, Chinese consumers are favouring regional destinations such as Singapore over European fashion hubs due to visa delays and economic uncertainty. This trend, particularly noticeable during the Lunar New Year, presents expansion opportunities for brands like ADER ERROR in Singapore (Tiffany, 2024). The strategic location of Singapore and the popularity of South Korean fashion (Korean Foundation for International Cultural Exchange, 2023) further enhance these opportunities. The limited presence of competitor brands in Singapore's retail landscape presents a significant opportunity for ADER ERROR.

The resources provided by The Singapore Fashion Council (SFC) (Singapore Fashion Council, 2022), the economic stability in the country (GDP per Capita by Country 2024, s.d.) (Statista, 2021), and the consumers' drive towards sustainability, as evidenced by events like Fashion Revolution Week 2021 (Zhao, 2021), create an ideal foundation for ADER ERROR to choose Singapore as their next global destination. (Refer the PESTLE analysis on Appendix A5) for further details.)



(Fig. 10 Urban Pulse Store Mock Design - AI Generated, 2024)



(Fig. 11 Urban Pulse Store Mock Design - AI Generated, 2024)

## Promotion Strategy :

Launch of 'Urban Pulse' and new flagship store will be promoted through the online platforms and other stores of ADER ERROR and Patagonia. The store itself, along with the product packaging and branding, will serve as tangible evidence of the collaborations between ADER ERROR, Patagonia, and several other partners, embodying the aesthetics of the ADER ERROR brand. Patagonia's global presence will also play a pivotal role in the success of this new expansion strategy (Patagonia store locator: Find a Patagonia store near you, s.d.) (Patagonia outdoor clothing & gear, s.d.).

# Global Expansion Strategy



(Fig. 8 Key Garments - AI Generated, s.d.)

(Fig. 12 Urban Pulse Store Mock Design - AI Generated, 2024)

## Immersive Tech-Enhanced Customer Experience:

The new flagship store will use AI (Artificial intelligence), and AR (Augmented Reality) to enhance customer experience, following the 'Phygital Connectors' trend. #PhygitalConnectors



Business Of Fashion explains how Zero10 is focusing on integrating generative AI into their AR mirrors. By incorporating AI stylists into these AR mirrors, they aim to enhance the personalized experience for customers (BoF Studio, 2024).

ADER ERROR and Zero10's strategic partnership could influence generative AI and AR mirrors for an exclusive customer experience, potentially broadening the brand's reach to efficiency-seeking consumers.

## Building a stable work atmosphere:

Saunter (2023) predicts significant growth in AI services in retail, from \$5 billion to over \$31 billion by 2028. The report suggests that over 300 million jobs globally could be at risk due to these implementations. However, Sephora's 'Store of the Future' in Shanghai provides a potential solution. This store utilizes an app called WeChat to collect consumer data, thereby offering personalized shopping experiences and fostering customer relationships beyond the point of purchase.

In ADER ERROR's new Singapore store, AI will be used for real-time data analysis to meet customer needs, improving the shopping experience and work environment. Balancing technology and human interaction are key for delivering an exclusive customer experience and ensuring workforce stability.

## Creators2Wearers:

AR mirrors will be utilized to launch a campaign named 'Creators2Wearers'. This campaign will disclose the origin of each product, detailing the sourcing and manufacturing process, and its contribution to sustainability. Accessible via the store's AR mirrors, this information will foster a deeper connection between the brand and the consumer, enhancing brand transparency. #Creators2wearers

## Lead with value, not price:

According to Saunter and Medeiros (2024), businesses should strive to create significant experiences by focusing on customer-oriented strategies that enhance the value received by the customer, rather than simply reducing the cost of products. They argue that discounting involves cutting prices and reducing profit margins, while value-focused promotions provide customers with unique benefits.

The new flagship store will offer exclusive in-store deals, early access to new collections, and exclusive products only available in physical stores. These strategies aim to enhance customer value and the shopping experience, motivating customers to visit the store and stimulating sales without resorting to universal discounts.

# Ethics & Sustainability



(Fig. 13 Tokyo: #000T KABUKICHO store opening, 2021)

## Mindful Mode:

Entering a partnership with 'Patagonia Action Works', the company will contribute 5% of the sales from all items in the new product line to charity. These contributions will benefit over 1,300 organizations that are collaborating with Patagonia to create a more sustainable future. (Patagonia, s.d.) #ActionWorks

All products will be manufactured in 'Fair Trade Certified' factories to promote social responsibility in the apparel industry. (How Fairtrade certification works, s.d.) #Creators2Wearers

The upcoming product range will follow the 'Global Organic Textile Standard', a benchmark established by top standard setters for globally accepted organic textile criteria. This will cover everything from raw material harvesting to eco-friendly and socially responsible production, and labelling. This certification offers consumers reliable proof of the brands sustainable & ethical approach to fashion. (Home - GOTS - global organic textile standard, s.d.) #GreenEfforts



(Fig. 15 Fashion Transparency, 2020)



(Fig. 14 Fashion Sustainability, 2023)



(Fig. 16 GOTS Logo, s.d.)

## Greener Space:

ADER ERROR is set to collaborate with FabBRICK, utilizing their extensive range of products crafted from recycled fabrics. This partnership aims to design and develop the interior space of Ader Error's flagship store, reflecting brand's commitment to sustainability and innovative design. (FabBRICK, s.d.). FabBRICK will use left over materials from ADER ERROR to develop the store's interior. #GreenEfforts



X



(Fig. 17 SDG Goals, s.d.)



# Competitor Case Study

## What is **Y-3**

Y-3 is a collaboration between Yohji Yamamoto & Adidas which promises a unique combination of style, quality, and comfort unparalleled to other brands. (Y-3 UK, s.d.)

## What's the price Range?

£24-£999 (Y-3 UK, s.d.)  
(Y-3 Singapore, s.d.)

## What Do they Offer?

Footwear, clothing, and accessories focusing on athleisure. (Y-3 UK, s.d.)

## Similarities:

Y-3 offers premium athleisurewear that combines the unique design aesthetics of Adidas and Yohji Yamamoto. Both brands offer unisex clothes and have a significant influence on unique, playful, futuristic streetwear style.

## Their Global Presence:

Adidas has over 67 distribution centres and 1860 retail stores worldwide with access to Y-3 products, including exclusive Y-3 stores (Global brands, 2023) (Global operations, 2021). This extensive network allows customers easy access to Y-3 products, demonstrating Y-3's broad global presence.

## Online Presence:

Y-3 is a well-known brand with over 1.8 million followers on Instagram (adidasY3, s.d.), 354,000 followers on Facebook (Y-3, s.d.), and 52,000 subscribers on YouTube (adidas Y-3, s.d.). In addition, customers can easily access Y-3 products through the Adidas website as well as the official Y-3 website.

## Learnings:

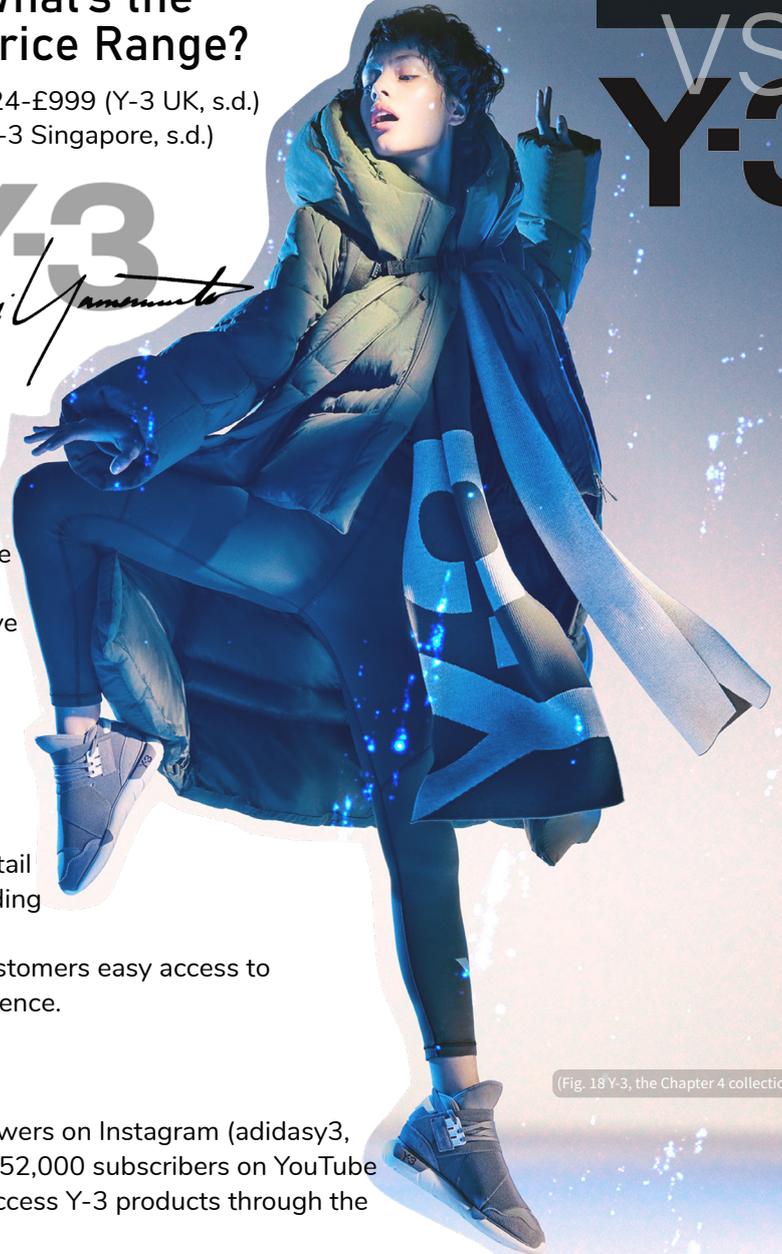
"Y-3 has effective policies for managing hazardous chemicals in its supply chain, but it is not taking sufficient measures to ensure the payment of a living wage for its workers." (Y-3 - Sustainability Rating - Good On You, s.d.) They are the only competitor brand for which I could find a physical store in Singapore (333A, Orchard Rd., Singapore, 238897). Y-3 offers a limited selection of sustainable clothes. (Y-3 UK, s.d.) (Y-3 Singapore, s.d.).

Despite having a broad online and physical access across the world, Y-3 lacks on their sustainable and ethical strategies.

## Potential Opportunities for **ADERERROR**

This presents an ideal opportunity for ADER ERROR to develop a sustainable athleisure range targeting Southeast Asian customers.

*Yohji Yamamoto*



(Fig. 18 Y-3, the Chapter 4 collection, 2022)



(Fig. 19 Y-3 Yohji Yamamoto, s.d.)

# Customer Persona

ADERER patagonia



(Fig. 20 Alyona Subbotina by Andrew Yee, s.d.)



(Fig. 21 Basketball Court, s.d.)

## Kai Jin (They/Them)

Age :  
24

Location :  
Singapore

Occupation :  
Part-time Fashion Designer &  
Professional Basketball Player.

Income :  
\$45,000  
per annum

Education :  
BA in Fashion Design, currently pursuing a master's degree in  
Fashion Photography at LASALLE College of the Arts, Singapore.

Interests :  
Fashion photography, basketball, contemporary art

Fashion Preferences :  
Prefers oversized silhouettes, bold colour blocking, playful graphics, and  
Southeast Asian streetwear style.

Lifestyle :  
Active on Instagram, enjoys city exploration, plays for Tagawa basketball  
team

Values :  
Originality, self-expression, sustainability

Goals :  
Aspires to work for a fashion magazine or advertising agency, dreams of starting his  
own athleisure brand.

Challenges :  
Limited budget for fashion purchases, balancing studies, basketball practice, part-time  
job, and social life. Lack of stylish, sustainable athleisurewear to buy.

Connection to ADER ERROR :  
Admires their innovative designs and philosophy, sees the brand as a symbol of his  
generation's ambition to challenge norms and redefine fashion.



(Fig. 22 Blue Camera, s.d.)



(Fig. 23 Gen-Z Fashion, s.d.)

# Conclusion & Recommendations

The outlined expansion strategy for ADER ERROR, including the introduction of 'Urban Pulse' and the establishment of a flagship store in Singapore, is a significant stride towards sustainability, inclusivity, and innovation.

To ensure the success of these initiatives, would like to recommend the following:

- **Market Research:** Conduct comprehensive market research to understand the preferences and needs of target customers in Singapore and globally. This will help ADER ERROR to tailor the product offerings and store experience to meet consumer expectations.
- **Sustainability Audit:** Engage with a third-party auditor to verify the sustainability claims. This will enhance the transparency and credibility of brand's ethical practices.
- **Expanding the sustainable strategy:** Incorporating sustainable and ethical initiatives into ADER ERROR's main product range through the 'Urban Pulse' collection will help solidify our consumer base.
- **Technology Integration:** Continually update the technology used in the Singapore store to provide an immersive and interactive shopping experience. This could include virtual fitting rooms, AI-powered recommendations, and more.
- **Marketing Campaign:** Launch a robust marketing campaign to promote 'Urban Pulse' and the new store. Highlight ADER ERROR and Urban Pulse's commitment to sustainability and innovation in the campaign.
- **Customer Feedback:** Regularly collect and analyse customer feedback to continually improve the products and store experience.



# Portfolio

## Fashion Buying & Merchandising EBSC7140



***WOLF & BADGER***

traffic people



# Contents

01.

Introduction To  
Wolf & Badger.

02.

Introduction To  
Traffic People.

- i. SWOT Analysis.
- ii. Marketing Mix.
- iii. Customer Profile.

03.

Introduction to  
The New Product  
Range-Knitwear.

- i. Key Silhouettes
- ii. Macro Trend- Repair & Care.
- iii. Micro Trend- Neutral Pastels.
- iv. Competitor Analysis

04.

Range Plan.

05.

Design Elements.

06.

Marketing Mix  
on New Product  
Range.

07 .

Supply Chain  
Management.

08.

Sustainability  
Goals.

09 .

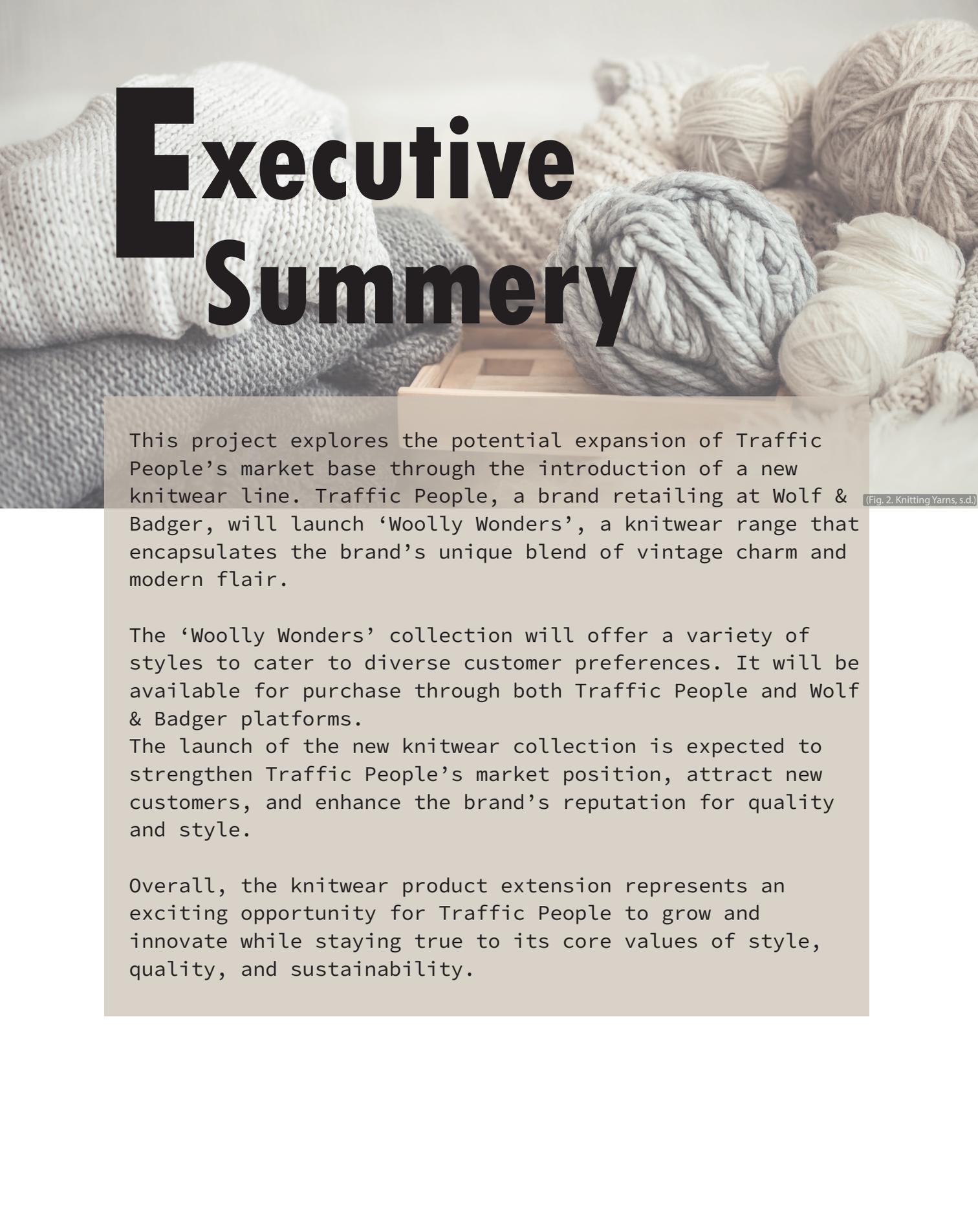
Critical Path.

10 .

Conclusion.



(Fig. 1. Wool On a Wooden Chair, s.d.)



# Executive Summery

This project explores the potential expansion of Traffic People's market base through the introduction of a new knitwear line. Traffic People, a brand retailing at Wolf & Badger, will launch 'Woolly Wonders', a knitwear range that encapsulates the brand's unique blend of vintage charm and modern flair.

The 'Woolly Wonders' collection will offer a variety of styles to cater to diverse customer preferences. It will be available for purchase through both Traffic People and Wolf & Badger platforms.

The launch of the new knitwear collection is expected to strengthen Traffic People's market position, attract new customers, and enhance the brand's reputation for quality and style.

Overall, the knitwear product extension represents an exciting opportunity for Traffic People to grow and innovate while staying true to its core values of style, quality, and sustainability.



# WOLF & BADGER

In 2010, Henry and George Graham established 'Wolf & Badger', a unique platform that champions the work of over 2000 independent designers globally. This innovative platform, operating both in physical spaces and the digital realm, caters to the growing appetite for independent design, thus fostering a diverse and vibrant design community.

Wolf & Badger meticulously concentrates on a multitude of areas that reflect its commitment to sustainability and ethical practices. These areas encompass the use of Re/Upycled materials, adherence to cruelty-free methods, responsible packaging, and efforts towards carbon reduction. Furthermore, the use of non-toxic dyes underscores their dedication to environmental preservation. Each of these factors contributes to the retailer's reputation as a conscientious entity, steadfast in its mission to promote ethical consumerism.

(About Wolf & Badger, s.d.)



£5-£65000



(Figure. 14. Wolf & Badger, 2021)



(Figure. 13. London Wolf & Badger Kings Cross, 2019)

# traffic people

Established in London in 2002, Traffic People is a distinctive fashion brand that caters to women seeking designs that are timeless yet daring. Drawing heavy inspiration from vintage fashion, particularly the elegance of bygone eras, the brand aims to unveil the 'inner naughtiness' in every woman through its unique and captivating designs.

(Our Story, Traffic People, 2023)



(Fig. 15)

#BOHOSTYLE

#VINTAGEFASHION

#NAUGHTINESS



(Fig. 16)



(Fig. 17)



(Fig. 18)



(Fig. 19)



# S trengths

“Traffic People doesn't mass produce our styles, sometimes only making 50 of each style within our production team, meaning Traffic People Girl knows she can wear a design unique to her and a handful of others.”  
(Our Story, Traffic People, 2023)

Keywords- Quality, Exclusivity

# W eakness

The restricted diversity of products and limited consumer base can be a significant weakness for a brand like ‘Traffic People’, especially in a competitive global market.

# O pportunities

Diversifying into knitwear could attract a larger consumer base for ‘Traffic People’.

# T hreats

Engaging potential customers and fostering their interest in our newly introduced knitwear collection can indeed pose a significant challenge, particularly considering the competition posed by well-established brands in the market.

(Fig. 20)



(Fig. 21)



(Fig. 22)



(Fig. 23)

# Marketing Mix

traffic people

## Product

Traffic people offers a wide variety of women's attire, from everyday outfits to special event dresses. Each piece showcases a unique vintage style and bold prints, offering a perfect blend of fashion and comfort.

## Place

According to the website, traffic people's office premisses where they run their major operations are in,

“Traffic People,  
Unit 12, 4 Cromar Way,  
Waterhouse Business Park,  
Chelmsford, Essex,  
CM1 2GL.”

(Contact Us, Traffic People.)

## Price

The brand offers a spectrum of women's wear priced from £20 to £220.

## Promotion

“If Traffic People designs are for you then get involved on our Instagram with #fallinlovewithtp. We can't wait to meet you. Love Traffic People x.” (Our Story, Traffic People, 2023)

‘Traffic People’ also engages customers via ethical initiatives. Key efforts include charity programs with ‘The Royal Trinity Hospice’ and ‘Barnardo's’, and a partnership with ‘One Tribe’ for rainforest protection.

(Our Story, Traffic People.)

## Process

“Our small in-house design team works to create contemporary, edgy and creative styling with the Traffic People Girl at the heart of everything we produce. Cleverly cut pieces in fabulously unique quality fabrics with delectable detailing and prints, ensures our range has unique exclusivity to the brand that sets us apart from other independent labels. Traffic People doesn't mass produce our styles, sometimes only making 50 of each style within our production team, meaning Traffic People Girl knows she can wear a design unique to her and a handful of others.” (Our Story, Traffic People, 2023)

Traffic People, as per their website, prioritizes sustainable practices and manages their supply chains to minimize their carbon footprint.

## Physical Evidence

“Traffic People began to supply selective range of independent boutique stores throughout Britain and a network of carefully selected wholesalers and distributors supplying shops throughout Europe. Today Traffic People can be found in hundreds of stores around the world, as well as some of the world's most desired online fashion websites such as Harvey Nichols and Wolf and Badger.” (Our Story, Traffic People, 2023)

‘Traffic People’ swing tags in the Wolf and Badger store provide a glimpse into the brand, fostering a connection with consumers. This strategy can help brands broaden their audience and boost their market presence.

(Fig 26. Clothes in Hangers, 2012)



(Fig. 29. Fashion Protest NY, 2022)



(Fig. 30. Boho Style, s.d.)

(Fig. 27. Museum of Contemporary Photography, Chicago, s.d.)



(Fig. 31. MacBook, s.d.)



(Figure. 32. Cocktail, 2018)

#CULTURED

#CITY LIFE

#CONCIOUS



(Fig. 25. loveanewfrock, 2023)

(Fig. 28. Street Photography, s.d.)

# Customer Profile

traffic people

The ideal demographic for Traffic People is a woman aged between 25 and 35, who has an established career. This individual typically belongs to the middle-upper class of society, is socially active, and resides in an urban environment. The quintessential 'Traffic People Woman' often takes great care of herself and has a penchant for vintage fashion. She is also notably an advocate for sustainable and ethical fashion. Given the demands of her busy lifestyle, she frequently opts for online shopping, placing her trust in the brand.

# Product Extension- Knitwear

Introducing 'woolly wonders', the new knitwear line of 'Traffic people' for the SS25 season. The Boho style knitwear line will seamlessly transition between professional settings and everyday life, ensuring both style and comfort.



traffic people

Woolly Wonders

#ElegantComfort

#PrettyFeminine

#WorkLeisure



(Fig. 34. Tommy Hilfiger Jumper, s.d.)



(Fig. 35. Fendi SS24, 2023)

# Trend Analysis

## Key Silhouettes

“Lightweight summer knits offer style and comfort, no matter what the weather brings.” (Soluede, 2023)

### Crew Neck Sweater

“Crew neck jumpers are set to increase to 16.9% of knitwear assortments in S/S 25.

Core styles are updated through the #PrettyFeminine theme and #CroppedLayers, while the textured crew is identified as a key fashion item.”

(Kvalheim and Hayden-Luck, 2023)

### Cardigan

“Cardigans are forecast to maintain a 28.6% share of knitwear through S/S 25. Look to collars, trims and wrap details for updates to core styles and add the elongated cardigan and boxy cardigan as key fashion items.

(Kvalheim and Hayden-Luck, 2023)

### Roll Neck

“Roll-neck styles are maintaining category share, with seasonality favouring A/W. Update summer collections with rib knits or waffle stitching, #StatementZippers and slimline #Workleisure designs.” (Kvalheim and Hayden-Luck, 2023)

### The smart polo

“Why is it key? As fashion pivots towards smarter dress codes, create pared-back designs that cater to #CityDressing. This top has a #SportSmart, #NewPrep feel and is ideal for #Workleisure adaptability.” (Casey, 2023b)



# Macro Trend & Repair & Care

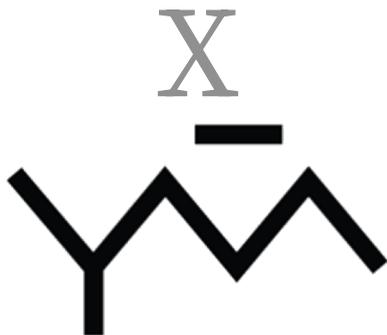
“Consumer demand for upcycled, recycled and reworked items are on the rise. Our social media data has seen the term 'deadstock' increase within our proprietary fashion influencer maps for 10 months out of the past year, and TikTok’s #UpcycledFashion tag has 319m views as of January 2022. This indicates these design processes tap into Gen Z’s growing desire for individuality and sustainable consumption.

In order to keep up with consumer trends and the need to decarbonise, you must incorporate processes that reuse or extend the life of existing materials.” (Palmer, Head of Materials, Knit & Textiles, WGSN, 2022)



(Figure. 40. Sacai Green Knit Cardigan, s.d.)

traffic people



YAKSHI MALHOTRA

‘Traffic People’ is set to collaborate with Yakshi Malhotra’. The purpose of this partnership is to offer repair and care services for a new line of knitwear. A team with expertise in knitwear will provide a comprehensive range of services including cleaning, de-bobbling, darning and mending, all at a discounted rate. The main goal is to increase the lifespan of each garment and encourage mindful consumption among customers. This initiative is anticipated to yield substantial benefits for customers and contribute to sustainable fashion practices.

# Micro Trend- Natural Pastels



(Fig. 41. Pink Florals, s.d.)



(Fig. 44. Tommy Hilfiger Jumper, s.d.)



(Fig. 42. Blue Flower Petals, s.d.)



(Fig. 43. @oroboro\_store, 2023)



The colour palette for 'Traffic People' is developed through a comprehensive analysis of trends and aesthetics. The chosen colours, inspired by nature, underscore the importance of environmental preservation in design, as highlighted by WGSN.

## Uplifting pinks with grounding naturals

**Why are they key?** This palette is deeply connected to natural beauty, from mossy, mountainous hues to fresh floral sprigs of Palma Cotta and Translucent Pink. Take into consideration the importance of nature in design and preserving our environment, and use this theme to fine tune your circular colour principles.

**How to use them:** support zero-waste colour strategies by investing in botanical and food deposits, use this palette for everyday wear, updating utility, denim, cut and sew, knit and casual dress ranges.



**Colors - A:** 90-85-10 B: 84-43-12 C: D84-26-10 D: C08-86-02 E: C00-40-14 F: 06-00-08 G: C34-44-05

**Palette - A:** 10-260 TCX B: 96-104 TCX C: 99-5025 TCX D: 10-004 TCX E: 96-0026 TCX F: 96-100 TCX G: 0-004 TCX



## Women's long-term colour

### Palette S/S 25, A/W 25/26 and beyond

Our global long-term palette of 11 colours is forecast to be relevant into 2026 and beyond. These foundational hues are chosen with longevity in mind. Whites, greys, neutrals and core darks will drive long-term decisions with a sustainability focus. Crimson and Italian Clay have been identified as new long-term shades thanks to their versatility across all industries and regions.



(Fig. 45. WGSN Colour Forecast, s.d.)

## Women's seasonal colour

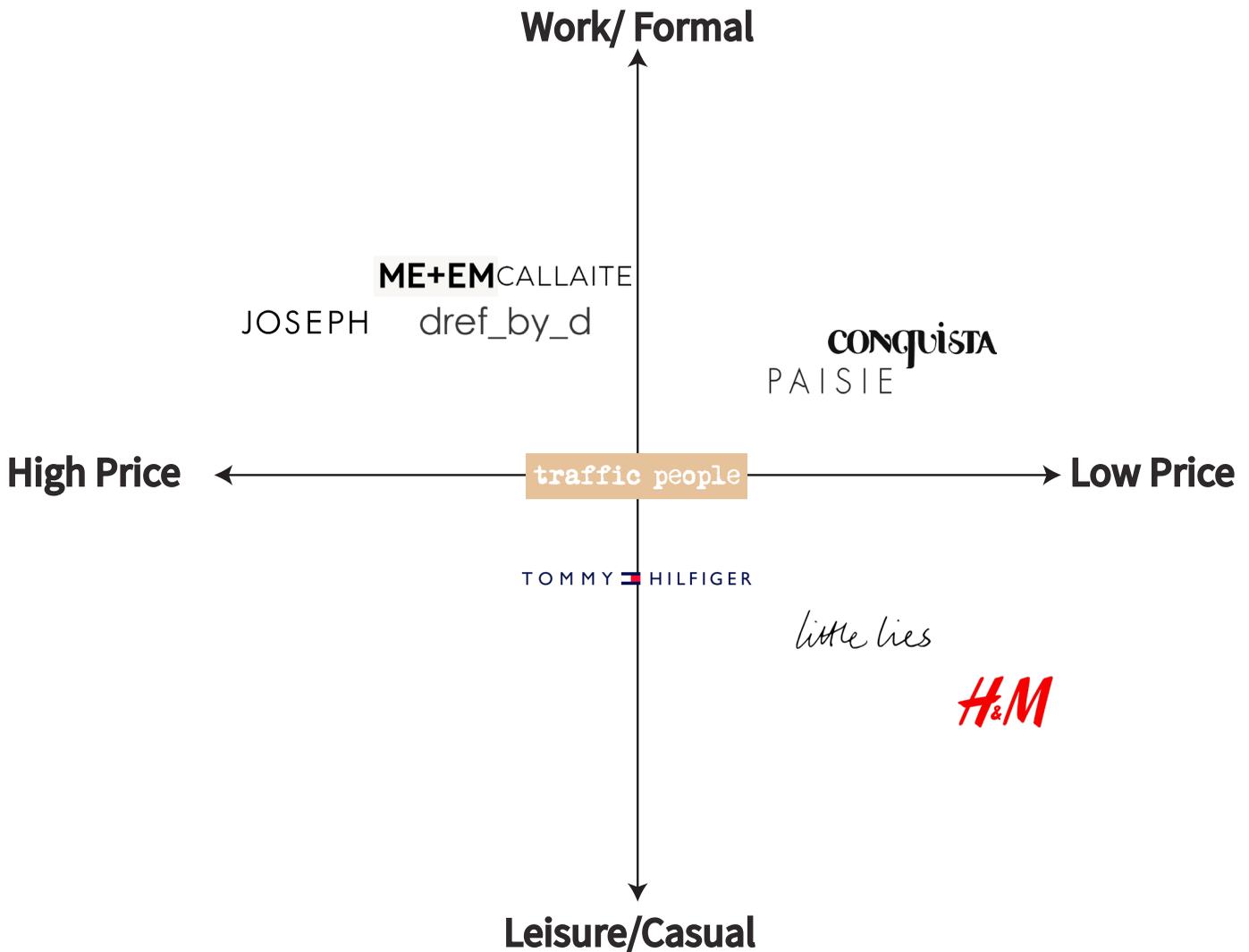
### Palette S/S 25

These 12 global colours will drive newness and create seasonal impact in S/S 25. The palette includes a mix of light pastels, balancing mid-tones and stimulating brights. Midnight Plum and Palma Cotta are also forecast for A/W 24/25 and move into this seasonal palette for S/S 25 as they complete their annual lifecycle.



# Competitor Analysis

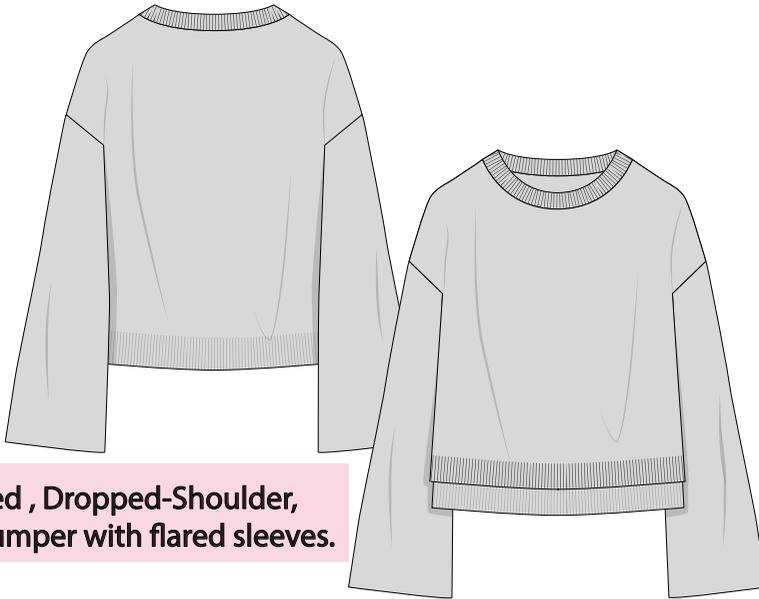
The following analysis focuses solely on the forthcoming knitwear collection. A comparison has been made with several luxury brands, brands in collaboration with 'Wolf & Badger', and notable fast-fashion brands currently in the market. The objective is to identify an optimal positioning for a high-end knitwear line that can effortlessly transition from professional to casual settings. #Workleisure #prettyfeminine



# Range Plan

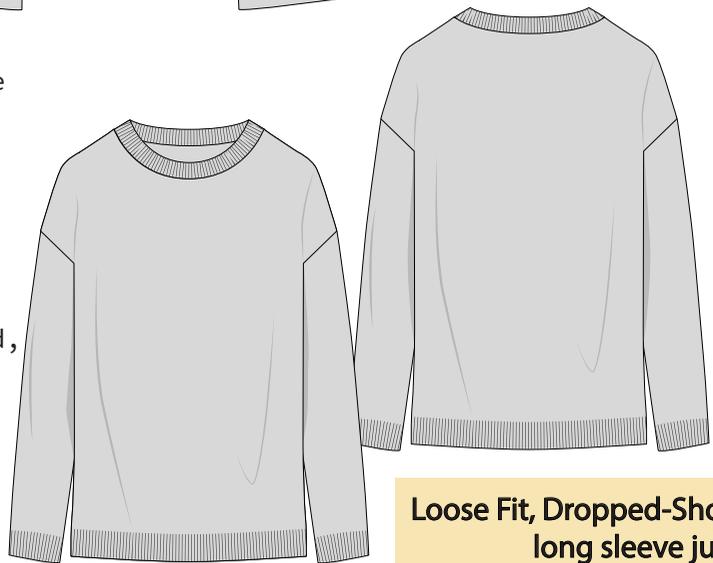
traffic people

Woolly Wonders



**Boxy shaped , Dropped-Shoulder, Cropped Jumper with flared sleeves.**

The “Woolly Wonders” knitwear line will introduce six silhouettes, reflecting current fashion trends. Each garment, designed with a relaxed fit, can serve as both undergarment and outerwear. The collection will be single-coloured, emphasizing the knitting details and textures.



**Loose Fit, Dropped-Shoulder long sleeve jumper.**



**Gathered Short sleeve, Knitted polo T shirt with rib detailing.**

The garments will be made from soft wool which will be ideal as outerwear during warmer season & as under-garments during the cold season. The objective is to create a product line suitable for both summer and winter seasons.

# Range Plan

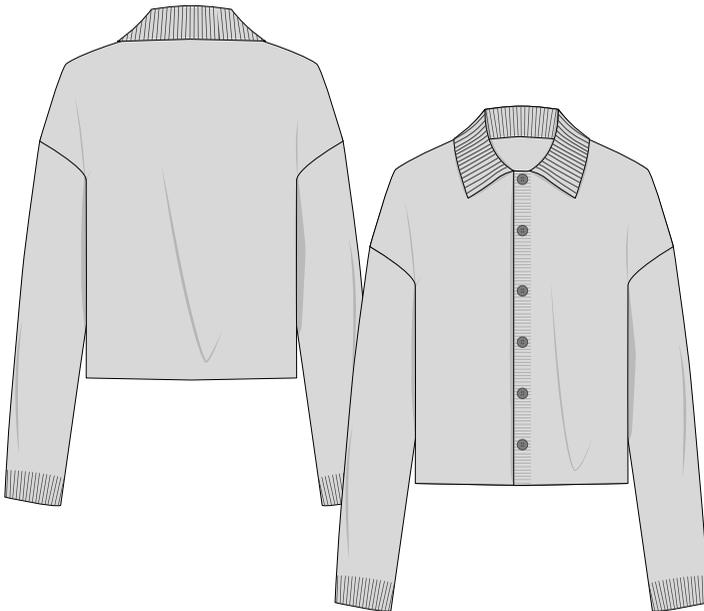
traffic people

Woolly Wonders

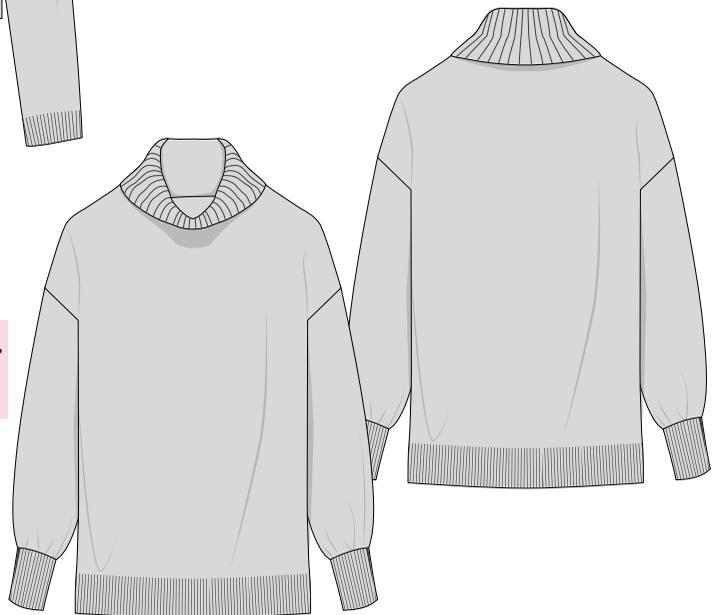
Loose-fit ,grown on sleeve, loose fit cardigan with oversized rib detailing.



Boxy shaped, semi-cropped, dropped shoulder long sleeve cardigan with polo collar detail.



High-Neck, Balloon Sleeve Jumper with elongated Rib cuffs.



# Design Elements



(Fig. 46)



(Fig. 47)



(Fig. 48)



(Fig. 49)



(Fig. 53)



(Fig. 54)



(Fig. 50)



(Fig. 55)



(Fig. 56)



(Fig. 52)



(Fig. 51)

Focusing on unique details like mixed textures, hem and cuff rib details, and neck trims, in addition to silhouette and colour, will enhance the product's value and uniqueness.

# Marketing Mix

traffic people

Woolly Wonders

## Product

New Knitwear range Launching for SS25 season.

## Place

The products will be available for purchase through the online platforms of 'Wolf & Badger' and 'Traffic People', as well as at the 'Wolf & Badger' retail store.

## Price

The pricing for the new knitwear collection will range from £80 to £200. This pricing strategy has been determined by analysing the current prices of 'Traffic People' and comparing them with the competitors.

## Promotion

To bring our new range to the forefront, a series of promotional activities have been planned. These include an advertising campaign that will be carried out on social media platforms and the 'Traffic People' website. Additionally, 'Wolf & Badger' will be the venue for a special event dedicated to the launch of the new range. The promotional campaign is designed not just to showcase the products, but also to share the narratives that make them unique, such as the craftsmanship involved, and the sustainability practices adopted.

## Process

The yarns required for the knitting process will be developed in partnership with 'NOOSA'. The rest of the production requirements will be handled by the suppliers already working with 'Traffic People'.

The manufacturing process will be managed by 'Ceylon Heritage', a company based in Sri Lanka that specialises in hand knitting.



# Supply Chain Management

## traffic people

“Recently we have made the move to more eco-friendly packaging, ditching plastic bags for more sustainable paper bags for our online packaging. We are also working to move to using more recycled and organic fabrics in our collections in 2024.” (Our Ethical Story So Far, Traffic People)

## NOOSA

For the forthcoming Knitwear Line, ‘Traffic People’ will be entering into a partnership with NOOSA, a Belgium-based company specializing in recyclable fibre. In addition to creating new yarns tailored to product specifications, NOOSA will also deconstruct and re-engineer yarns from old garments. This process will significantly contribute to ‘Traffic People’s’ sustainability objectives. The yarn production will be carried out in China, where NOOSA’s manufacturing facilities are located.



(Fig. 58. NOOSA Fiber, s.d.)

## Ceylon Heritage

Upon completion, the yarns and other necessary trimmings will be transported to Sri Lanka for the final production phase at ‘Ceylon Heritage’. Upon completion of the final production, the products will be packaged using the new eco-friendly packaging and shipped to the United Kingdom, which will serve as the hub for all sales activities. This process underscores ‘Traffic People’s’ commitment to sustainability, not only in production but also in their distribution practices.



(Fig. 59. Kintting Artisan, s.d.)

# Sustainability Goals

## Responsible consumption & Production

traffic people X YAKSHI MALHOTRA

“We provide repairs & alterations services to your beloved knit pieces so you can hold on to them for a lifetime. It is a skill that is fading but we are specialists that are here to advise on the best mend to extend the life of your woollies. Knitwear requires a very different process to woven garments, so it is a job which requires the right expertise and that is exactly what we offer.” (Yakshi Malhotra, s.d.)

traffic people X NOOSA

“We guarantee that every collected textile made from NOOSA® will be recycled back into a pure, virgin and strong fibre. NOOSA® is the first fibre endlessly up cyclable without being deteriorated.” (NOOSA, s.d.)

The diagram illustrates the NOOSA circular process. It starts with 'GMO-FREE CORN' which is processed into 'FIBER / YARN'. This leads to 'PRODUCT' (a t-shirt icon). The 'PRODUCT' goes to 'POINT OF SALE'. From 'POINT OF SALE', it moves to 'BUY' (a shopping bag icon) and then to 'USE' (a t-shirt icon). After 'USE', the item goes to 'RETURN' (a box with a return arrow icon). Finally, 'RETURN' leads to 'NOOCYCLE®' (a recycling symbol icon), which feeds back into 'FIBER / YARN', completing the cycle.

(Fig. 60. NOOSA Circular Process, s.d.)

traffic people X Ceylon Heritage

## NO Poverty, Decent Work & Economic Growth

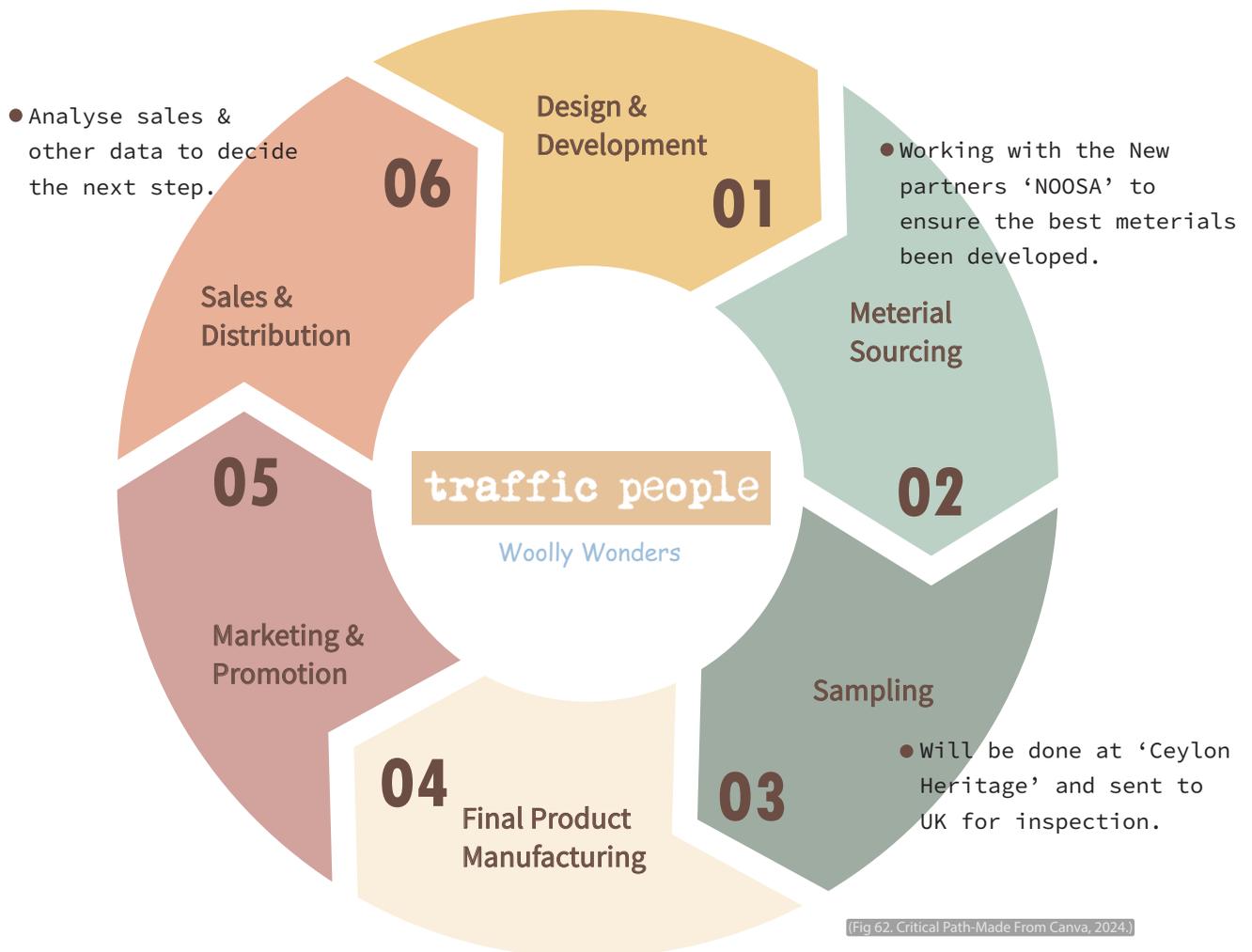
Collaboration with ‘Ceylon Heritage’ will not only give us the best quality products, but also, it’ll help to generate more job opportunities and will have a positive impact towards their local economy.

1 NO POVERTY  
8 DECENT WORK AND ECONOMIC GROWTH  
11 SUSTAINABLE CITIES AND COMMUNITIES  
12 RESPONSIBLE CONSUMPTION AND PRODUCTION  
17 PARTNERSHIPS FOR THE GOALS

(Fig. 61. SDG Goals, s.d.)

# Critical Path

The introduction of 'Woolly Wonders', a new knitwear line under the 'Traffic People' brand, necessitates a smooth transition from initial development to final sales and distribution. The launch is planned for the end of February 2025, and it's recommended to start the design and development process a year in advance. This timeline ensures meticulous execution at each stage, resulting in a high-quality final product. By adhering to this timeline, we can anticipate a successful launch of the 'Woolly Wonders' collection.



● The Development process for the Next season will be starting around this point.

# Conclusion

“...A majority of newly established businesses see sustainability less as an ‘add-on’, but rather incorporate aspects of sustainability – in form of environment, social, and/or economic components – at the core of their organisations.” (Henninger et al., 2018)

In conclusion, the launch of the ‘Wolly Wonders’ knitwear line presents a significant opportunity for ‘Traffic People’ to broaden their global footprint. Collaborations with new companies such as ‘NOOSA’ and ‘Yakshi Malhotra’ will play a pivotal role in this expansion. Additionally, the company’s commitment to the circular economy will attract a consumer base that values sustainable and ethical fashion. The partnership with ‘Ceylon Heritage’ will not only guarantee product quality and exclusivity but also significantly contribute to Sri Lanka’s artisan industry. These collaborations represent more than just a commitment to sustainable fashion; they signify a proactive approach towards a future where ‘Traffic People’ can continue to flourish with this new strategy.