





Instagram: Micool\_shaw

# ABOUT

Buyer | Stylist | Merchandiser | World Traveler

The creator, Michael Shaw, born in 90's, from a small town outside of Seattle, Washington called Lake Tapps. He has been around the fashion industry since birth, growing up ripping pages out of old magazines his mom would throw away and secretly stashing them under his bed. Now living in LA he is working at a large corporation in Downtown Los Angeles living his best life.

***"Your most unhappy customers are your greatest source of learning"***

At the end of the day his goal is to inspire others to feel good about themselves with his experience and knowledge in the fashion industry through various work environments. Michael is highly motivated to push and challenge himself in any high pressure situation, whilst working with strict deadlines or in a fast paced environment.



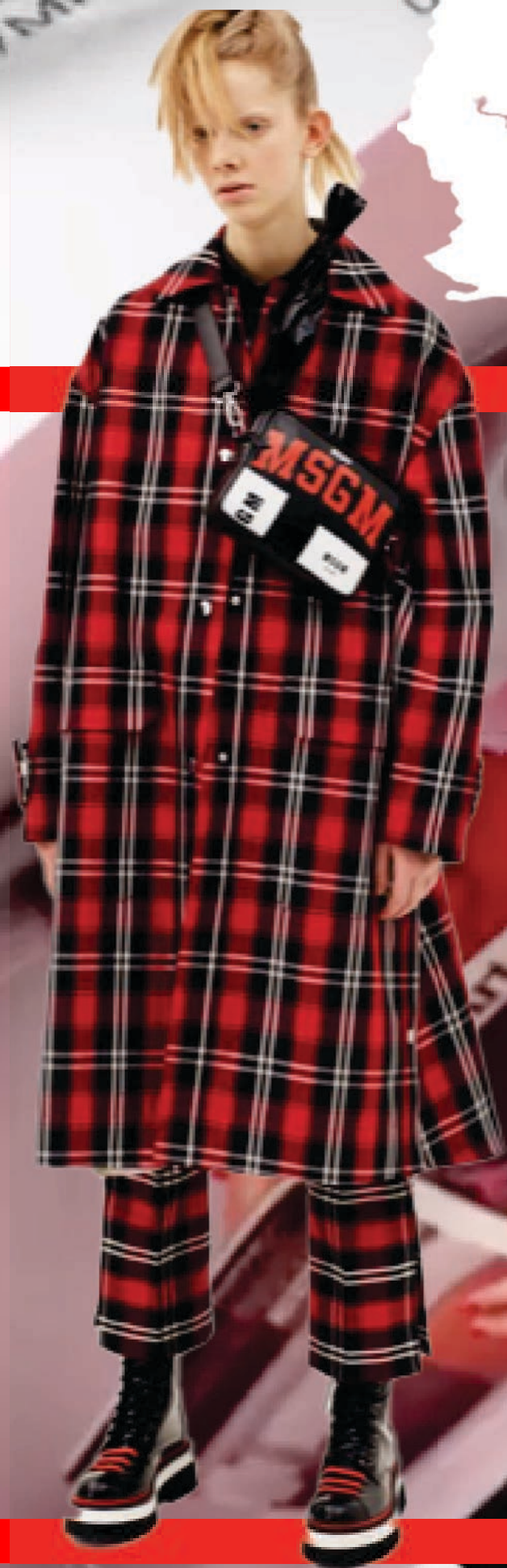


**Put back your phone and enjoy  
the show**

**- MSGM**

**“PUT BACK YOUR PHONES.”**

# MSGM



**MSGM WAS FOUNDED IN MILAN, IN 2009, BY MASSIMO GIORGETTI, WHOSE CREATIVE SPIRIT HAS MANAGED TO EMPLOY THE GREAT TAILORING TRADITION OF MADE IN ITALY PRODUCTS TO CREATE EXTREMELY CONTEMPORARY AND MODERN STYLE COLLECTIONS. CAPABLE OF INTERPRETING THE LATEST TRENDS IN AN ORIGINAL AND KALEIDOSCOPIC WAY, MSGM IS A FREE SPIRIT AND VOCATION FOR ANYTHING THAT IS CURRENT AND IMMEDIATE.**

***A KALEIDOSCOPIC WORLD OF COLORS SHAPES AND LINES, MSGM WILL TAKE YOU ON AN ADVENTURE WHERE ITALIAN ELEGANCE MEETS ECCENTRICITY***

**WITH A MISSION STATEMENT OF “NEVER LOOK BACK, IT’S ALL AHEAD.” MSGM POSITIONED THEMSELVES AS THE FIRST CONTEMPORARY, STREETWEAR ITALIAN BRAND.**



"YOUTH IS HAPPY  
BECAUSE IT HAS THE  
CAPACITY TO SEE BEAUTY.  
ANYONE WHO KEEPS THE  
ABILITY TO SEE BEAUTY  
NEVER GROWS OLD"

- FRANZ KAFKA

THE  
PEOPLE  
WHO  
NEVER  
LOOK  
BACK

MSGM



AGE:  
20-27

GENDER:  
UNISEX

MARITAL STATUS:  
SINGLE OR HAPPILY MARRIED

INCOME:  
\$85,000+

OCCUPATION:  
HE OR SHE WOULD BE WORKING IN A  
FASHION RELATED FIELD

EDUCATION:  
ASSOCIATES OF ARTS OR BACHELORS  
DEGREE AND WORKING IN A FASHION  
RELATED INDUSTRY

PREFERRED  
ACTIVITIES/INTERESTS:  
HIS OR HER DAY TO DAY ACTIVITIES  
INCLUDE:  

- STUDIO MEETINGS
- THRIFT SHOPPING
- FLEA MARKETS
- CUSTOM CLOTHING
- SOULCYCLE
- ATTENDING STREETWEAR EVENTS
- MUSIC FESTIVALS

LIFE STAGE:  
STABLE ENOUGH TO HAVE HIS OR HER  
OWN APARTMENT OR SMALL CONDO.  
WELL-KNOWN AS BEING HARD-  
WORKING, CREATIVE, AND RESPECTED  
BY MANY. IF MARRIED HIS OR HER  
SPOUSE HAS ENOUGH INCOME TO  
SUPPORT HIM OR HER.

# Acne Studios

## **PRODUCT MIX:**

- READY-TO-WEAR
- ACCESSORIES:
  - JEWELRY
- FRAGRANCE
- **FABRICATIONS/FIBER CONTENT:**
  - FIBER CONTENT:
    - 100% WOOL
    - 100% LAMB LEATHER
    - 100% COW LEATHER
    - COTTON
    - POLY BLENDS
    - REAL FURS
- **CONSTRUCTION DETAILS/TRIMS:**
  - LAYERING
  - UTILITY STYLE POCKETS
  - QUILTING
  - EMBROIDERY
  - COLOR-BLOCKING
- **COUNTRIES OF ORIGIN:**
  - ACNE STUDIOS IS A MULTIDISCIPLINARY LUXURY FASHION HOUSE BASED IN STOCKHOLM, SWEDEN.
- **RETAIL PRICES:**
  - \$100.00 - \$2500.00



# PRADA

## **PRODUCT MIX:**

- READY-TO-WEAR
- ACCESSORIES:
  - JEWELRY
- FRAGRANCE
- HANDBAGS/SMALL LEATHER GOODS
- **FABRICATIONS/FIBER CONTENT:**
  - FIBER CONTENT:
    - 100% CALF SKIN LEATHER
    - 100% WOOL
    - REAL FURS
    - POPLIN
    - GABERDINE
    - CASHMERE
- **CONSTRUCTION DETAILS/TRIMS:**
  - LAYERING
  - BUTTONS/ZIPPERS
  - QUILTING/PLEATING
  - EMBROIDERY
  - COLOR-BLOCKING
- **COUNTRIES OF ORIGIN:**
  - MADE IN ITALY
- **RETAIL PRICES:**
  - \$300.00 - \$15,000.00

# COMPETITORS

# COMPETITORS BEST SELLERS



## Acne Studios

### Ripstop Gilet Vest

Style ID: FN-MN-OUTW000319

Acne Studios black ripstop gilet features four flap pockets with snap button closures and finished with contrasting flat piping.

- Lightweight ripstop
- Zip closure
- Four flap pockets
- Contrasting piping and back yoke
- Partially lined

COMPOSITION: 100% Nylon

**BEST SELLER**  
**Look #1**

**\$500.00**

## PRADA

### Denim Jacket

Style ID: GFB256\_1VTW\_F0013\_S\_201

This jacket is made of treated denim with a nuanced effect. The garment closes with oversize buttons and has four front pockets.

- Straight fit
- Front button closure
- Collar with hook closure
- Four flap pockets on the front
- Triangle logo on the back

COMPOSITION: 100% Cotton

**BEST SELLER**  
**Look #2**

**\$1,770.00**





Geometric



Gothic



Tropical



Abstract



Paisley



Camouflage



Ikat



Aztec



Solid/Plain



Floral



Placement print



Stripe



Animal print



Checks/Plaids



Heart



Spots

## JACKETS

## ALL CATEGORIES

## PRINTS/GRAPHICS

3,637	Blazer & Sportcoat	35%
1,472	Other	14%
1,126	Western & Rider Jacket	11%
951	Padded Jacket	9%
682	Bomber & Blouson Jacket	6%
662	Leather Jacket	6%
522	Gilets & Bodywarmers	5%
396	Biker Jacket	4%
349	Anorak	3%
256	Fur & Faux Fur Jacket	2%

57,969	Jewellery	17%
43,908	Bags	13%
43,591	Tops	12%
35,359	Dresses	10%
13,774	Shirts & Blouses	4%
13,498	Trousers/Pants	4%
11,895	Knitwear	3%
11,163	Eyewear	3%
10,504	Jackets	3%
8,853	Skirts	3%

## TOPS

## BOTTOMS

19,408	T-Shirts & Tee	45%
8,115	Tank Top	19%
3,257	Crop Top	7%
2,666	Fleece Sweatshirt	6%
2,255	Hoodies & Track Tops	5%
1,818	Other	4%
1,706	Vests	4%
1,520	Bodysuit	3%
1,386	Tunic	3%
1,145	Cold Shoulder	3%

2,737	Wide Leg Pants	20%
2,477	3/4 Lengths	18%
2,091	Leggings & Knit Bottoms	15%
1,818	Straight Leg	13%
1,334	Skinny	10%
1,042	Track & Sweatpants	8%
841	Flares	6%
572	Other	4%
509	Pegleg Trousers	4%
477	Formal	4%



Based on Spring/Summer 2019

# MSGM BEST SELLERS

## DENIM JACKET WITH BACK PRINT MSGM

CODE: 2841MDH51T 207276



Suit jacket in solid color denim. Front closure with logo buttons. Two pockets at chest with flap and button; two vertical pockets on front. MSGM lettering print at back and MSGM rear label.

COMPOSITION: 100% COTTON.

**BEST SELLER**  
*Look #1*

**\$375.00**

## JOGGERS PANTS IN NYLON MSGM

CCODE: 2740MP05X 195504

Jogger pants in lightweight nylon. Elasticated adjustable tall waist with drawstring. MSGM Milano logo print on front. Concealed pockets at lateral side. Elasticated bottom with side zip at bottom.

Composition: 100% POLYESTER



**BEST SELLER**  
*Look #2*

**\$188.00**

# MSGM

## MERCHANDISE PLAN

**Projected Sales:** \$33.6 Million  
**Average monthly Company Sales:** \$4.35 Million

### Sales Plan

Brand	Classification	%	Price Range	Seasonal Total	\$
MSGM	Tops	40%	\$145.00 - \$225.00	\$13.4	Million
	Pants	28%	\$400.00 - \$480.00	\$9.4	Million
	Jackets	16%	\$175.00 - \$245.00	\$5.4	Million
	Vests	10%	\$190.00 - \$245.00	\$3.3	Million
	Sets	6%	\$415.00	\$2.0	Million
Total		100%		33.6	Million

### Ranked Styles

Style Description	Classification	%	Price Range	Seasonal Total	\$
Fun and Flirty Top	Tops	16%	\$145.00	\$5.4	Million
Don't Be Sexist Top		11%	\$225.00	\$3.7	Million
Glitz and Glamour Top		8%	\$225.00	\$2.7	Million
Virgin Top		5%	\$225.00	\$1.7	Million
Straight But on the Fence Pant	Pants	13%	\$400.00	\$4.4	Million
Before and After Pant		15%	\$480.00	\$5.0	Million
Assexual Jacket	Jackets	11%	\$245.00	\$3.7	Million
50/50 Jacket		5%	\$175.00	\$1.7	Million
One for All Vest	Vests	6%	\$190.00	\$2.0	Million
Puff Daddy Vest		4%	\$245.00	\$1.3	Million
Hot and Silk Set	Sets	6%	\$415.00	\$2.0	Million
Total		100%		33.6	Million



Style Number: JK-8342

ASSEXUAL JACKET

FABRIC: 10 OZ. ACID  
WASHED DENIM  
TRIMS: MSGM HANGTAG  
GOLD BUTTONS

SIZES

36 38 40 42

RETAIL: \$245.00  
COST: \$85.75



Inclusive  
15-5217 TCX  
Equality  
11-0602 TCX



For Her  
19-4052 TCX  
Equality  
11-0602 TCX



Style Number: VT-7391

PUFF DADDY

FABRIC: QUILTING (SHELL)  
FLEECE (LINING)  
TRIMS: SILVER BUTTONS

SIZES

36 38 40 42

RETAIL: \$245.00  
COST: \$85.75



For Him  
12-2007 TCX



Divergent  
19-0303 TCX



Style Number: VT-4173

ONE FOR ALL VEST

FABRIC: 100% COTTON  
TRIMS: ELASTIC SIDES W/  
ZIP FRONT

SIZES

36 38 40 42

RETAIL: \$190.00  
COST: \$66.50



For No One  
14-1118 TCX



Divergent  
19-0303 TCX



Style Number: PT-3882

BEFORE & AFTER PANTS

FABRIC: 100% COTTON  
TRIMS: ELASTIC DRAWCORD,  
MSGM HANGTAG,  
BUTTON FRONT

SIZES

34 36 38 40 42

RETAIL: \$480.00  
COST: \$168.00



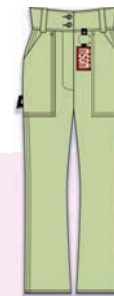
For No One  
14-1118 TCX



Naked  
13-1106 TCX



Divergent  
19-0303 TCX



Style Number: PT-3871

STRAIGHT BUT ON THE  
FENCE

FABRIC: 100% COTTON  
TRIMS: GOLD BUTTONS,  
MSGM HANGTAG

SIZES

34 36 38 40 42

RETAIL: \$400.00  
COST: \$140.00



In Transition  
16-0240 TCX



Love Galore  
13-0240 TCX



Style Number: TP-8361

FUN & FLIRTY TOP

FABRIC:  
INTERLOCK / CHAMBRAY  
TRIMS: MSGM HANGTAG

SIZES

36 38 40 42

RETAIL: \$145.00  
COST: \$50.75



Equality  
11-0602 TCX



Equality  
11-0602 TCX



For Him  
12-2007 TCX

Love Galore  
13-0240 TCX

Equality  
11-0602 TCX



Style Number: ZF-7398

50/50 JACKET

FABRIC:  
PONTE & 2X2 RIB  
TRIMS: ZIP FRONT /  
SCREEN PRINT

SIZES

36 38 40 42

RETAIL: \$175.00  
COST: \$61.25



Cherry Popped  
19-1557 TCX



Divergent  
19-0303 TCX



Style Number: MSGM-9241

GLITZ & GLAMOUR

FABRIC: JERSEY / 2X2 RIB  
MSGM LOGO: METALLIC SCREEN  
PRINT

SIZES

36 38 40 42

RETAIL: \$225.00  
COST: \$78.75



Equality  
11-0602 TCX  
For Him  
12-2007 TCX



For Him  
12-2007 TCX  
Divergent  
19-0303 TCX



Style Number: TP-7205

VIRGIN TOP

FABRIC: BRIDAL SATIN  
TRIMS: HIDDEN ZIP AT  
BACK

SIZES

36 38 40 42

RETAIL: \$225.00  
COST: \$78.75



Cherry Popped  
19-1557 TCX



Style Number: TP-1349

DON'T BE SEXIST

FABRIC: ACID WASHED DENIM /  
CANVAS  
TRIMS: BUTTON FRONT / MSGM  
HANGTAG

SIZES

36 38 40

RETAIL: \$225.00  
COST: \$78.75



For Her  
19-4052 TCX  
Equality  
11-0602 TCX



Love Galore  
13-0240 TCX  
Divergent  
19-0303 TCX



Style Number: SE-7281

HOT ADN SILKY SET

FABRIC: 100% SATIN  
TRIMS: SILVER BUTTONS

SIZES

34 36 38 40 42

RETAIL: \$415.00  
COST: \$145.25



Equality  
11-0602 TCX



Love Galore  
13-0240 TCX



For Her  
19-4052 TCX

1/30 DELIVERY  
S/S 2021



S/S 2021

# BEAUTY OF THE SEXES

**THE BOUNDARIES BETWEEN MEN'S AND WOMEN'S FASHION ARE BECOMING INCREASINGLY IRRELEVANT AS UNISEX ETHOS BECOMES MORE ACCEPTABLE. PEOPLE HAVE BROADENED THEIR VALUES AND INCLUSIVITY. BRANDS ARE EXPLORING THE GENDER-NEUTRAL AND IT'S 'ONE STYLE FITS ALL'**

COLOR IS GENDERLESS



WARNING EXPLICIT BEAUTY



CLOTHES  
HAVE NO  
GENDER



Website



INDIVIDUALITY

REDEFINING THE GENDER GAP

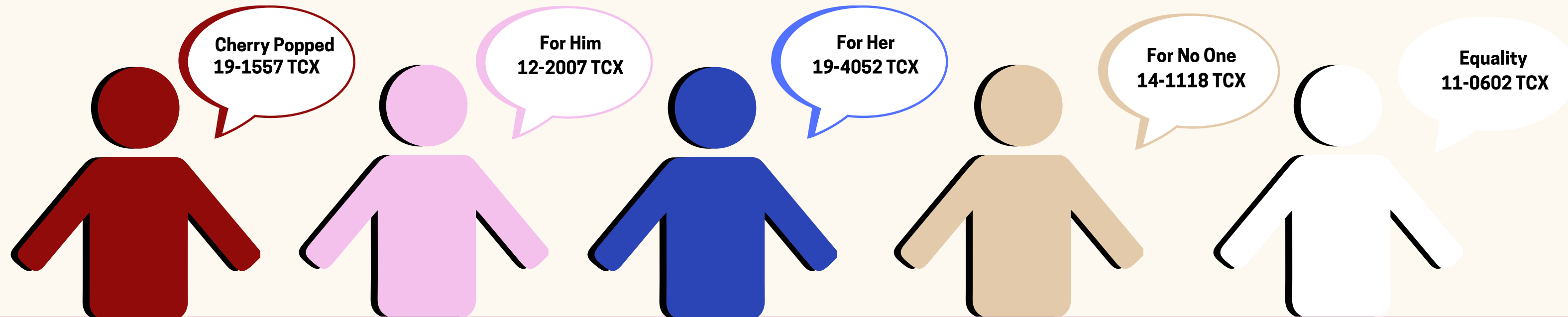
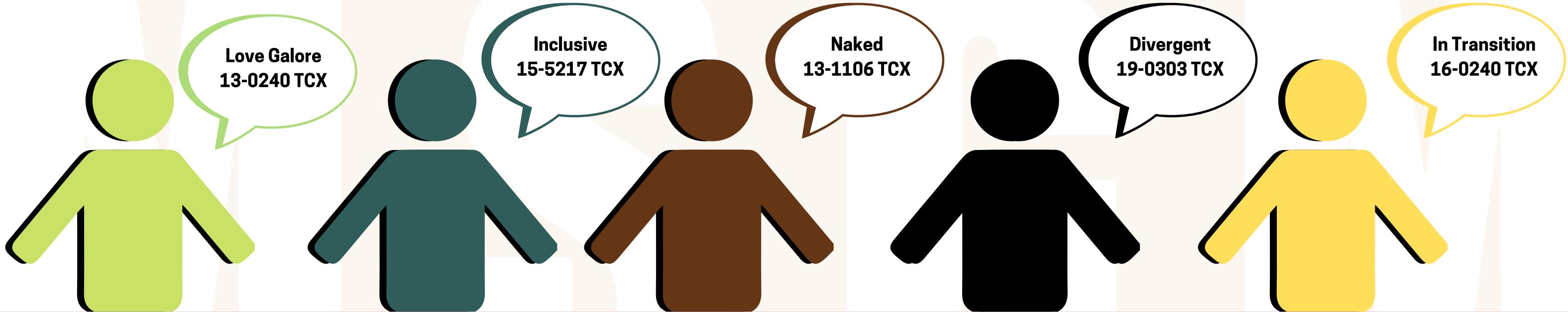
# GENDER-BENDING ICONS

**IN 2019 ALONE, GENDER IDENTITY HAS PLAYED A MAJOR ROLE IN CULTURAL CONVERSATION. A NEW CROP OF ARTISTS SUCH AS YOUNG THUG AND JADEN SMITH CARRY ON THE LEGACY OF BEING STRAIGHT MALE STYLE ICONS WHO HAVE POSITIONED THEMSELVES AS ALLIES.**

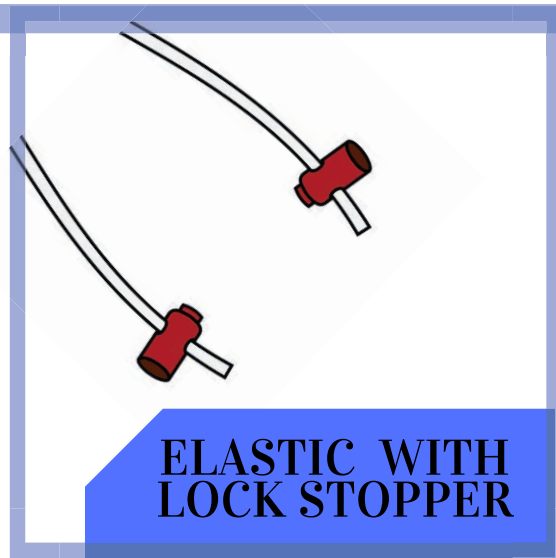
**MORE AND MORE DESIGNERS ARE SHIFTING TOWARDS MIXED-GENDER FASHION SHOWS, WITH GUCCI, BURBERRY, TOMMY HILFIGER, AND BOTTEGA VENETA AMONG THE LARGEST BRANDS TO IMPLEMENT THE CHANGE. "HAVING DESIGNERS QUESTION PRECONCEIVED NOTIONS OF GENDER OR SIMPLY RECOGNIZING THAT MENSWEAR COLLECTIONS ARE APPEALING TO A FEMALE CONSUMER IS A TREND THAT CONTINUES.**

***"I AM NOT GAY, ALTHOUGH I WISH I WERE, JUST TO PISS OFF HOMOPHOBES," WROTE KURT COBAIN***





**MSGM**



**ELASTIC WITH  
LOCK STOPPER**



**METAL  
BUTTONS  
SILVER  
SIZE: 32L**



**RIVETS  
GOLD/SILVER  
SIZE: 14L**



**METAL BUTTONS  
GOLD/SILVER  
SIZE: 32L**



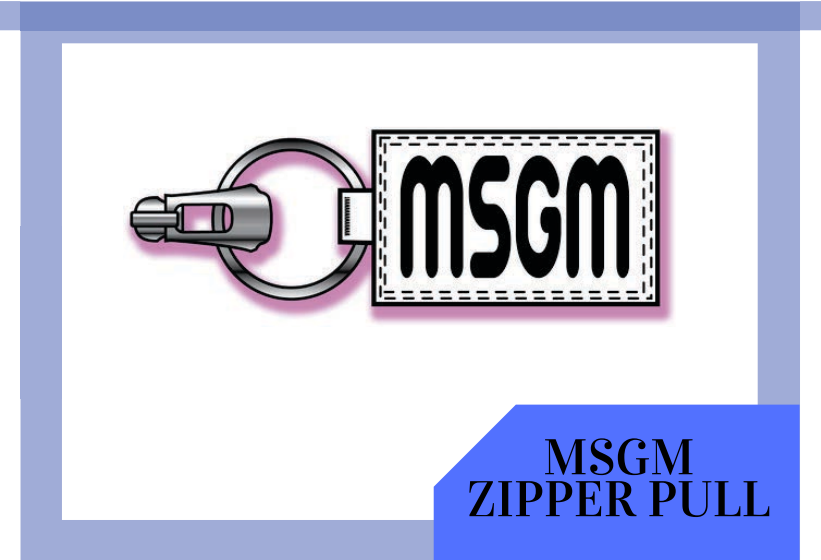
**MSGM  
EMBROIDERY  
PATCH**



**MSGM  
HANGTAG**



**METAL SEPERATING ZIPPER  
GOLD/SILVER**



**MSGM  
ZIPPER PULL**



**ELASTIC  
WIDTH: 1.5"**



**METAL BUTTONS  
GOLD/SILVER  
SIZE: 28L**

**TRIMS/**<sup>s/s</sup>  
**2021**



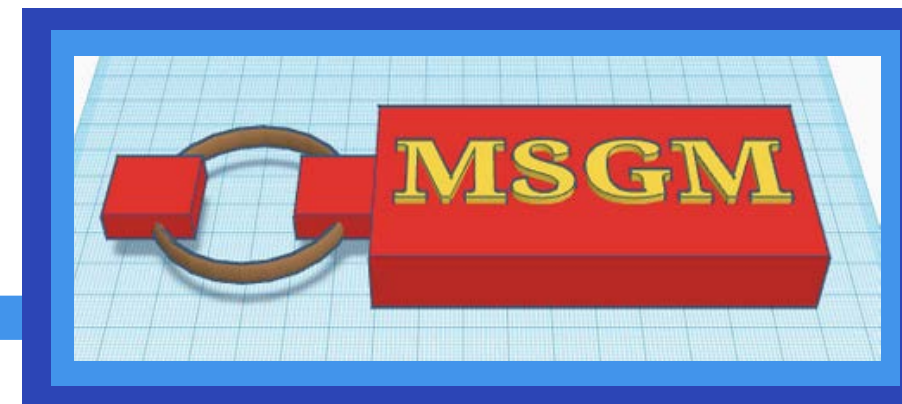
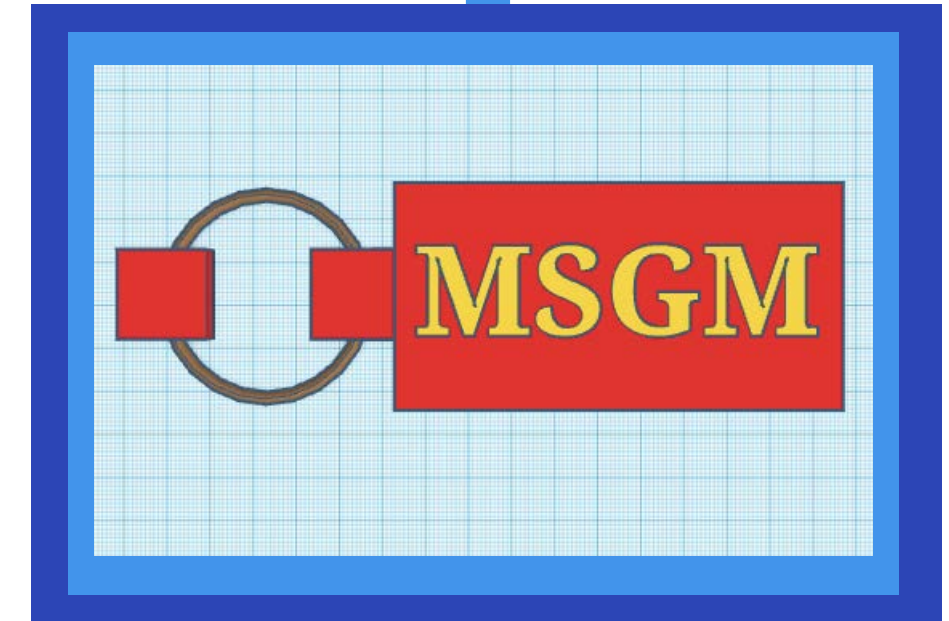
CHECK  
OUT THE  
CUSTOM  
**MSGM**  
HANGTAG

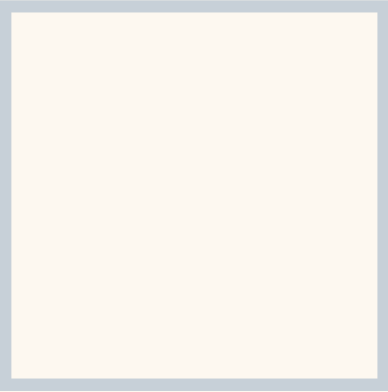
The creation of a 3D printed object is achieved using additive processes. In an additive process an object is created by laying down successive layers of material until the object is created. Each of these layers can be seen as a thinly sliced horizontal cross-section of the eventual object.

3D printing or additive manufacturing is a process of making three dimensional solid objects from a digital file.

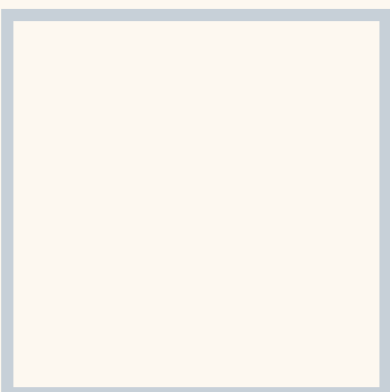
3D Printing enables you to produce complex shapes using less material than traditional manufacturing methods.

# WHAT <sup>3D</sup> IS PRINTING?





**10 OZ. Acid  
Washed Denim**  
100% Cotton



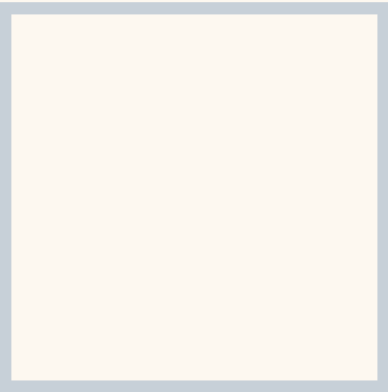
**Chino**  
100% Cotton



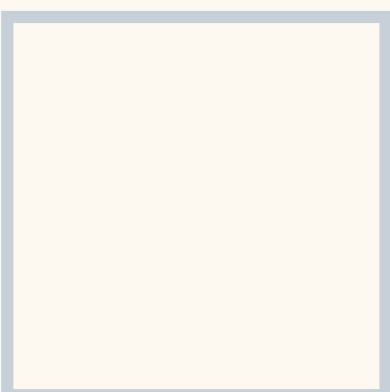
**Double Knit (Ponte)**  
65% Rayon / 30% Nylon



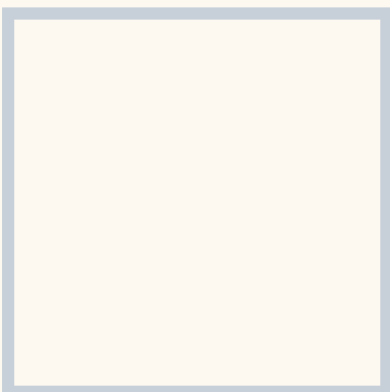
**Metallic Tissue Lame**  
100% Nylon



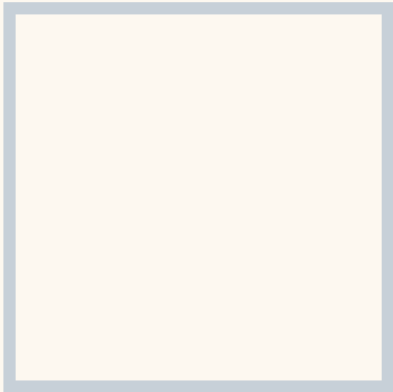
**Bridal Satin**  
100% Silk



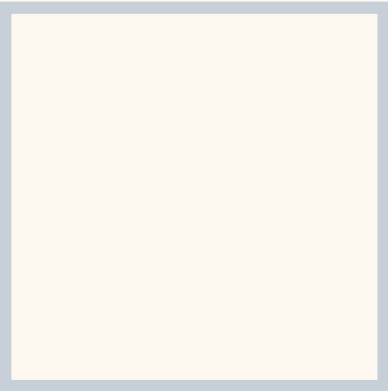
**Jersey**  
100% Cotton



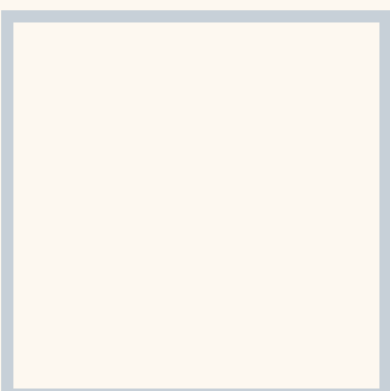
**Quilted Fabric**  
Shell: 100% Acetate  
Batting: 100% Polyester



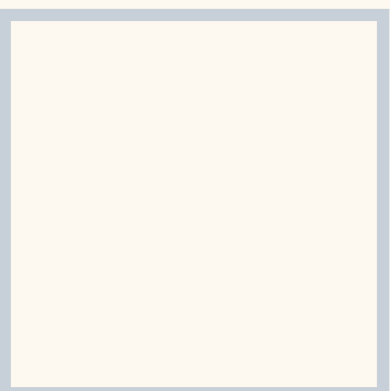
**Fleece**  
100% Cotton



**2x2 Rib**  
95% Polyester  
5% Spandex



**Sportswear  
Canvas**  
100% Cotton



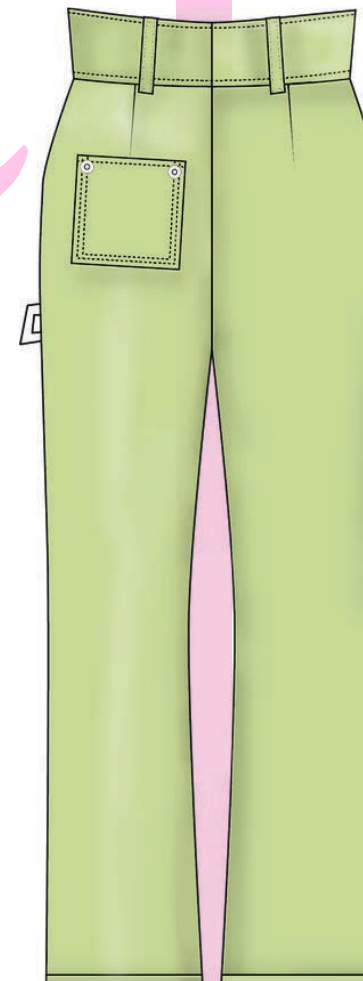
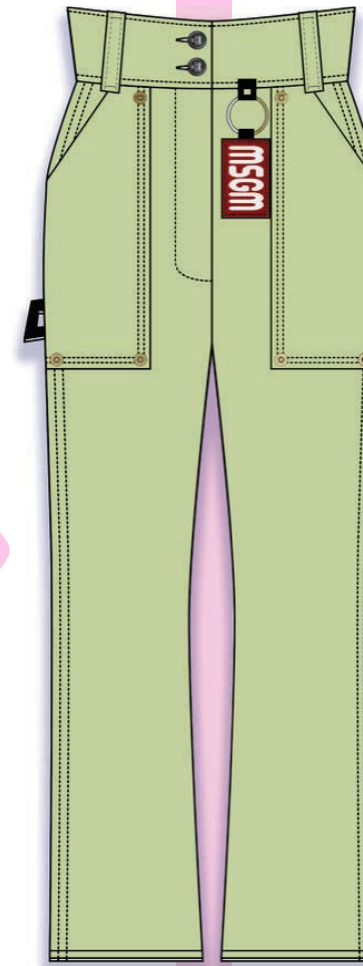
**Interlock**  
100% Polyester



**Chambray**  
60% Acetate/40% Viscose



**Look #1**  
***Fun and Flirty Top***  
paired with the  
***Straight but on  
the Fence Pant***



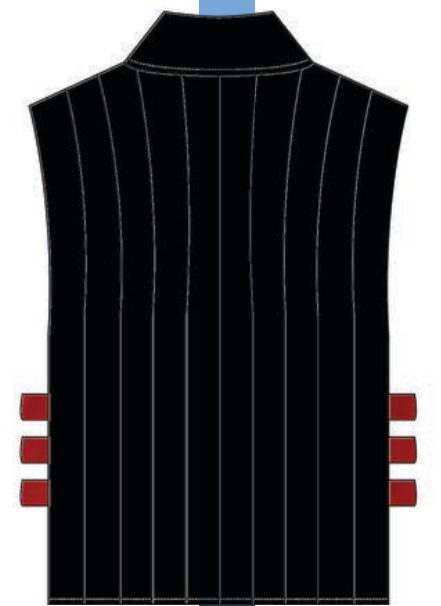
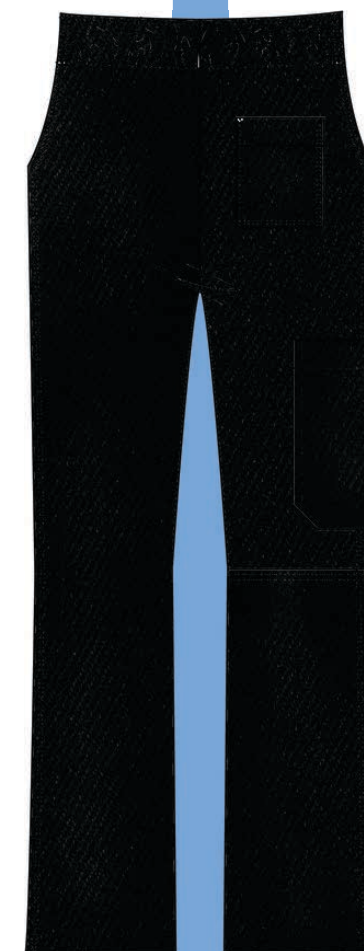
**Look #2**  
***Assexual Jacket***  
paired with the  
***Straight but on  
the Fence Pant***





### Look #3

**50/50 Jacket**  
paired with the  
**Before and  
After Pants**



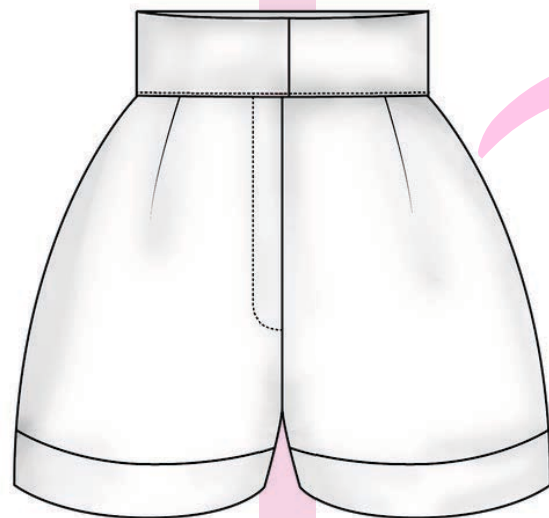
### Look #4

**One For All Vest**  
paired with the  
**Before and  
After Pants**

## **Look #5**

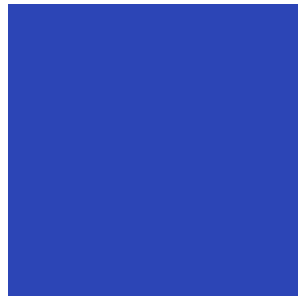
***Glitz and  
Glamour***

paired with the  
***Hot and Silky  
Shorts***



**Look #6**  
***Virgin Blouse***  
paired with the  
***Hot and Silky  
Shorts***



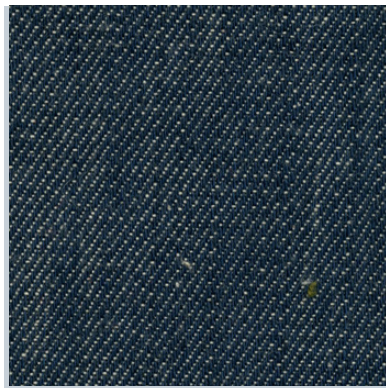


1. Inclusive  
2. For Her

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10 OZ. Acid  
Washed Denim  
100% Cotton

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# MSGM

Updated Best Seller

## ASSEXUAL JACKET

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A UTILITY  
STYLE TOP  
WITH WITH  
MSGM  
HANGTAG. ACID  
WASH.  
ADD SLV WIDTH  
OVERSIZED

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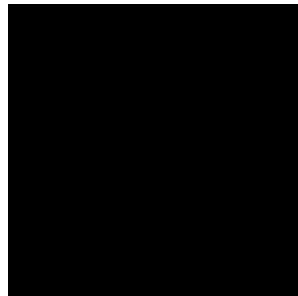
Retail:  
\$245.00

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Style Number: JK-8342

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- 1. For Him
- 2. Divergent



## Quilted Fabric

Shell: 100% Acetate  
Batting: 100% Polyester



## Fleece

100% Cotton



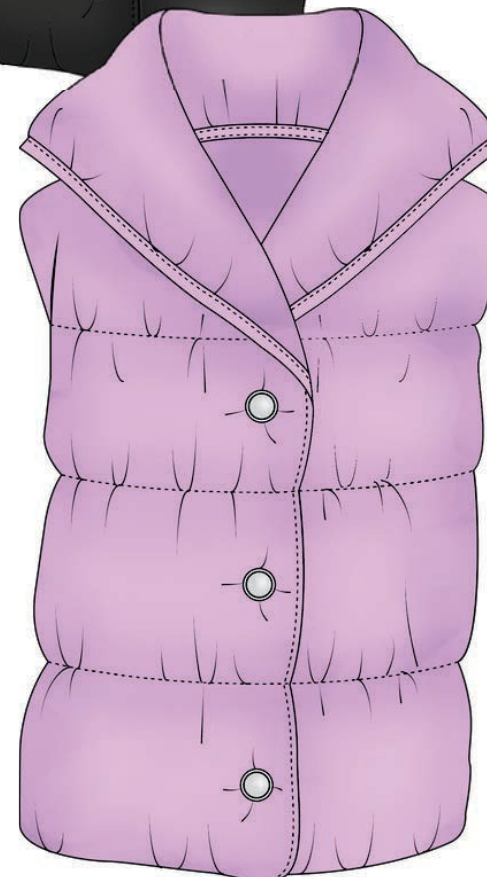
Updated Best Seller

# PUFF DADDY

A STYLISH  
PUFFER VEST  
WITH QUILTING  
DETAIL. FIT FOR  
THE GODS  
FEATURING A  
HIGH NECK AND  
BUTTON FRONT

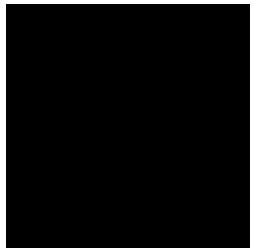
# MSGM

Retail:  
\$245.00



Style Number: VT-7391





- 1. Divergent
- 2. For No One



Chino  
100% Cotton

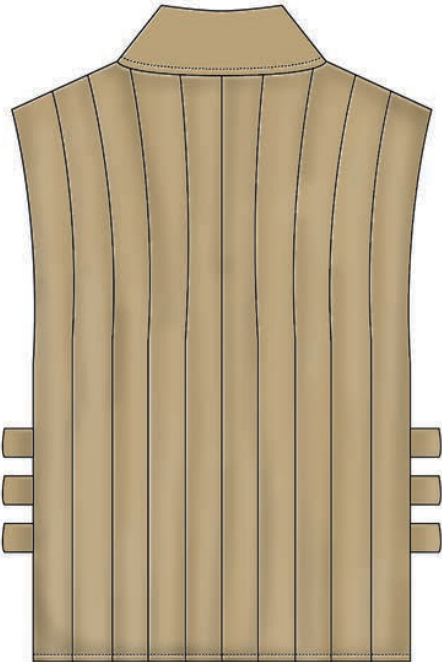
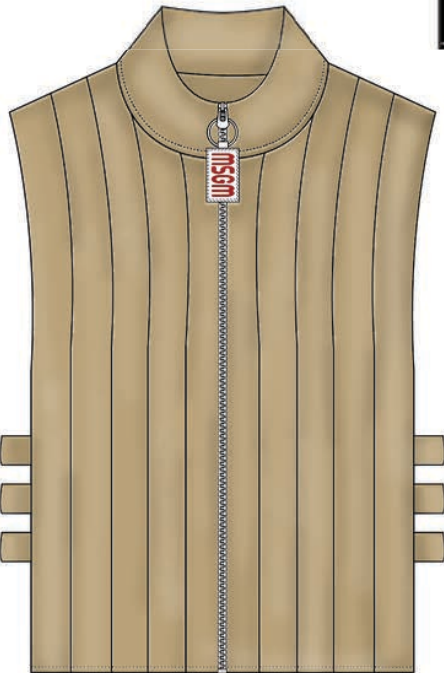
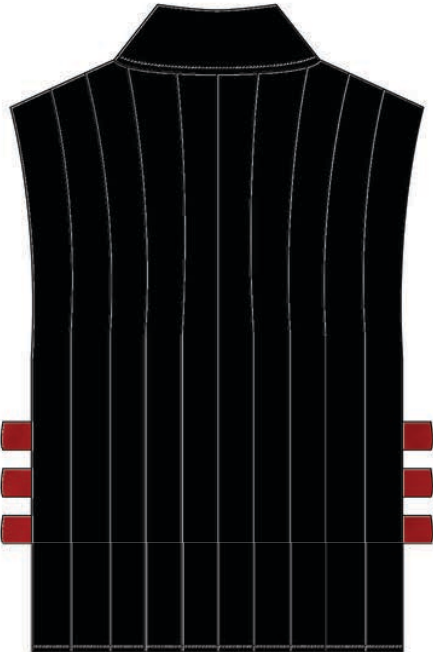


MSGM

Fashion Forward

ONE FOR  
ALL VEST

PANELED LOOK  
VEST. ELASTIC  
SIDES WITH  
SCREEN  
PRINTED "ONE  
FOR ALL" PRINT



Style Number: VT-4173



Retail:  
\$190.00





- 1. For No One
- 2. Naked
- 3. Divergent



Chino  
100% Cotton



MSGM

Updated Best Seller

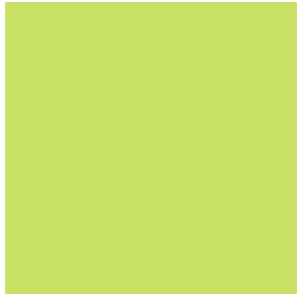
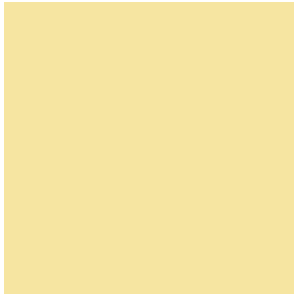
BEFORE  
AND  
AFTER  
PANTS

-----  
ELASTIC WAIST,  
DOUBLE FRONT,  
UTILITY STYLE.  
THIS PANT WILL  
WILL FEEL SO  
GOOD AFTER...  
-----

Retail:  
\$480.00  
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Style Number: PT-3882  
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1.For No One  
2.Love Galore

Chino  
100% Cotton



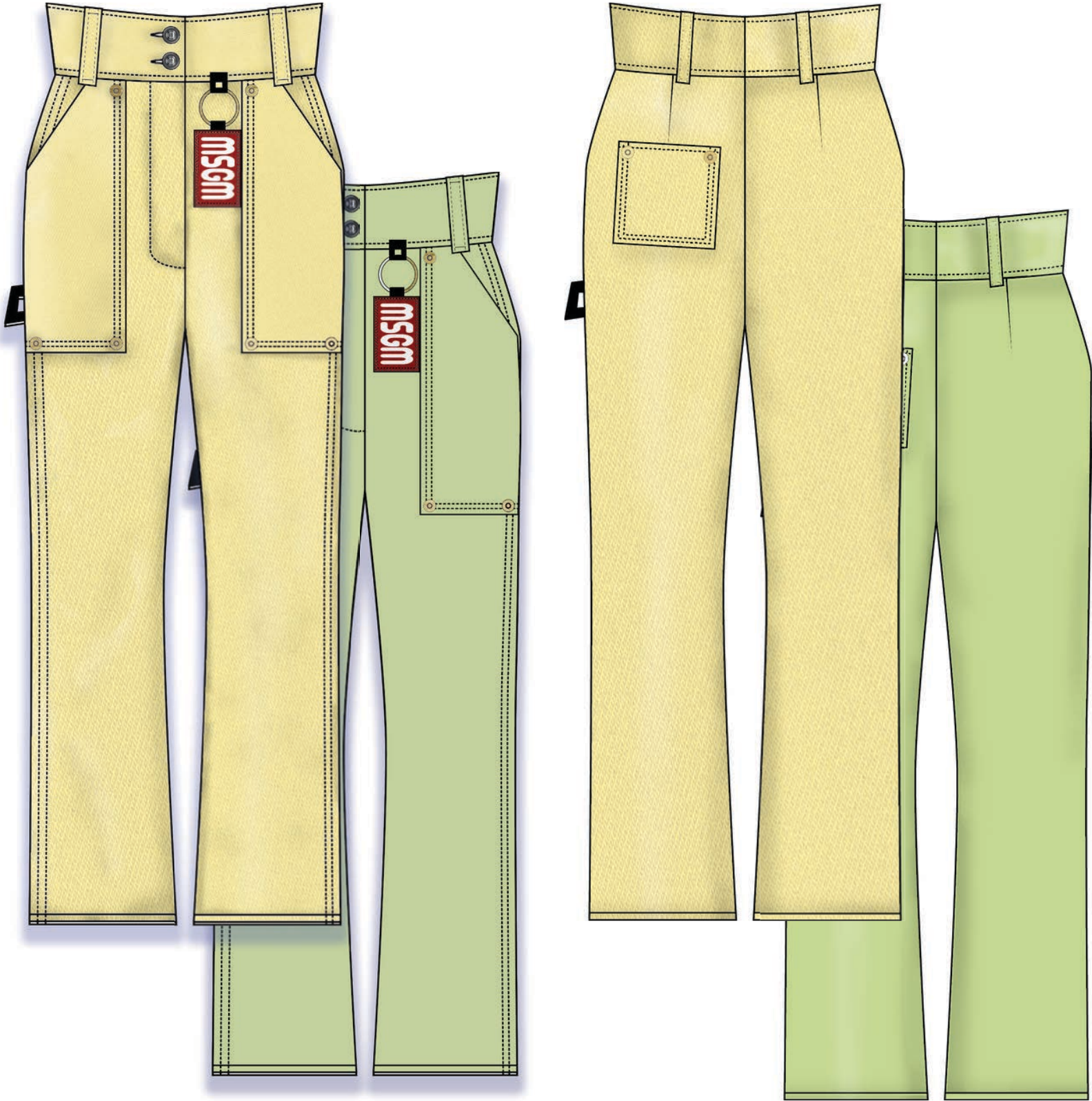
MSGM

Updated Best Seller

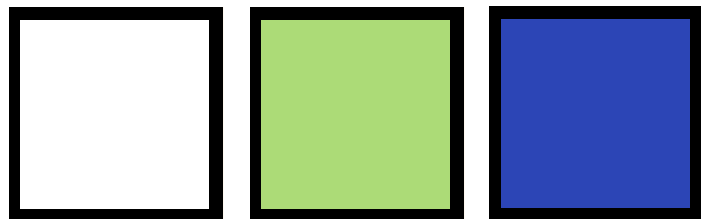
STRAIGHT  
BUT ON  
THE  
FENCE

A MSGM  
PAINTER PANT  
WITH UTILITY  
STYLE POCKETS.  
HIGH WAIST  
WITH DOUBLE  
BUTTONS.  
"STRAIGHT" CUT.

Retail:  
\$400.00



Style Number: PT-3871



- 1. For Him
- 2. Love Galore
- 3. For Her

Bridal Satin  
100% Silk



MSGM

Updated Best Seller

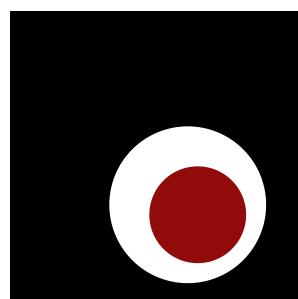
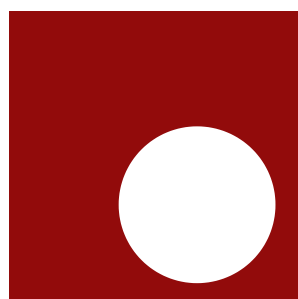
HOT AND  
SILKY SET

A BRIDAL SATIN  
SET WITH HIGH  
WAISTED  
SHORTS. STEP  
OUT IN THIS  
SILKY OR STAY  
IN FOR....  
COLLARED  
SHIRT WITH  
CONCEALED  
BUTTONS.

Retail:  
\$390.00



Style Number: SE-7281



1. For No One
2. Divergent

Double Knit  
(Ponte)

65% Rayon  
30% Nylon



2x2 Rib

95% Polyester  
5% Spandex



Fashion Forward

50/50

A ASYMMETRIC  
ZIP FRONT TOP  
WITH RED  
SCREEN  
PRINTED ICONIC  
MSGM LOGO.

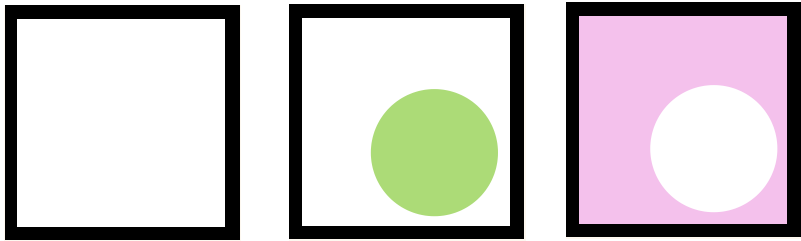
MSGM

Retail:

\$175.00

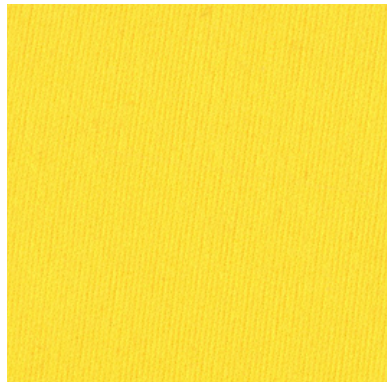


Style Number: ZF-7398

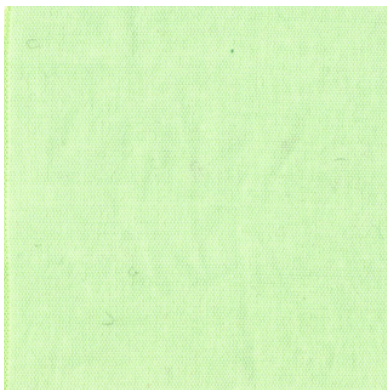


- 1. Equality
- 2. Love Galore
- 3. For Him

Interlock  
100% Polyester



Chambray  
60% Acetate/40% Viscose



## FUN AND FLIRTY

A JERSEY KNIT TEE WITH FUN AND FLIRTY CHAMBRAY SLEEVES. FEATURES THE MSGM HANGATG

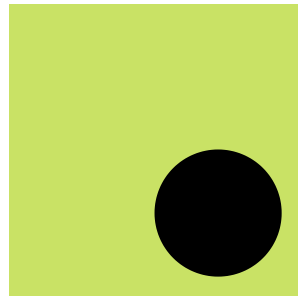
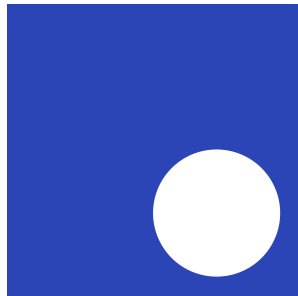
MSGM



Updated Best Seller

Retail:  
\$145.00

Style Number: TP-8361



1. For Her
2. Love Galore

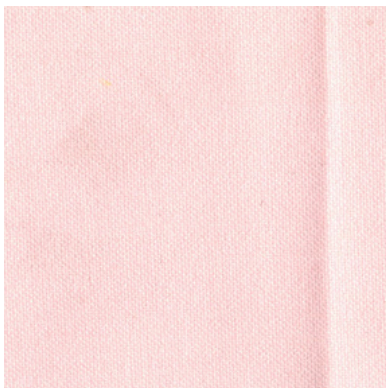
10 OZ. Acid  
Washed Denim

Shell  
100% Cotton



Sportswear  
Canvas

Contrast  
100% Cotton



DON'T BE  
SEXIST

-----  
BUTTON DOWN  
TOP WITH  
ICONIC  
HANGTAG. BOXY  
AND ULTITY  
STYLE TO FIT  
ANY BODY TYPE.  
-----

**MSGM**



Fashion Forward

Retail:  
\$250.00  
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Style Number: TP-1349  
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1. Cherry Popped

Bridal Satin  
100% Silk



MSGM

Fashion Basic

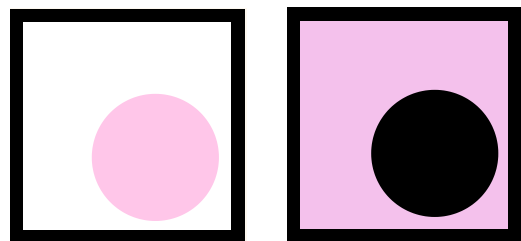
VIRGIN  
TOP

A SILKY SATIN  
TOP THAT  
FEATURES A  
ROUND NECK  
AND HIDDEN  
ZIPPER AT  
CENTER BACK.  
CAUTION MAY  
CAUSE YOU TO  
GET LAID...



Retail:  
\$125.00

Style Number: TP-7205



- 1. For Him
- 2. For Him

Jersey  
100% Cotton



2x2 Rib  
95% Polyester  
5% Spandex



## GLITZ AND GLAMOUR

TWO TONE  
COTTON JERSEY  
WITH RIB AT  
NECK AND  
BOTTOM HEM.  
MSGM GLITTER  
LOGO ON  
FRONT. FIT FOR  
ALL. WITH A  
GLITTER  
SCREEN  
PRINTED ICONIC  
MSGM LOGO.

**MSGM**



Updated Best Seller

Retail:  
\$225.00

Style Number: MSGM-9241

## Strengths

- Loyal audience
- Successful partnerships with Gender Inclusive people/brands such as Rupaul, Nike, and Fila.
- Bright well-known, recognizable advertising and marketing
- Able to capture the younger generation consumers through digital marketing.
- Made in Italy

## Weaknesses

- Private Company - difficulty in acquiring funding.
- Not as environmentally friendly
- Visibility - not public about information (Revenue/Sales)
- Storefronts to actually try on and purchase goods

## Opportunities

- Global expansion - Asia esp. China, United States
- Store fronts in major cities - Rodeo Drive in Beverly Hills.
- Social Media interaction - Needs to post more to engage with more consumers
- Product Alliances with new partners
- Sustainability
- Collaborations with Influencers (Youtube, Instagram, TikTok, Snapchat)

## Threats

- Transparency
- Existing competitors and rising fashionable catwalk copycats (H&M, Zara, Forever 21)
- China crisis
- Tariffs
- Competitors are either cheaper or far more infamous)