

Background information on Komar:

At Komar, we are a global leader in the design, sourcing, manufacturing and distribution of apparel. We manage a diverse portfolio consisting of owned, licensed and private label brands.

Established in 1908, our company was founded on the guiding principle of ‘one reputation, real values’ and it continues to guide us today. We are a trusted partner bringing our deep expertise and personalized approach to everything we do.

www.komarbrands.com

Case Study Objective: 2019

In recent years, there has been a great deal of discussion about sustainability within the fashion industry and from consumers about how the fashion industry is tackling the issue. How would you build a sustainable pajama line and what steps would you take to promote this new line?

Part One: Sourcing

What steps would you take when beginning to build a sustainable sleepwear line? Describe your action plan.

- Where would you source fabrics from for this new line?
- What kind of fabrics would you utilize and why? List the factors used to determine fabric selection.
- What countries would you source to do the production for this new line and why?
- What type of factory would you use for production and why?

Part Two: Merchandise Assortment – How would you assort this new sustainable line? Number of styles, colors, etc.

- What products/ styles should be included?
- What is the pricing strategy for the line?
- Where do you think this line should be sold? Which retailer would you choose? (Please take into consideration Komar’s current brands and retail distribution).
- Where and how would the line be displayed?

Part Three: Marketing Campaign

- How would you get the message of sustainability out to the consumers?
- What kind of marking would be on the garments? Show examples of hangtags, labels, etc.
- In what way would you utilize traditional media and social media to get the message out and drive consumers to purchase this line?

Guidelines for the presentation:

- Presentation/slides should not exceed 10 pages.
- Do not include your name on the presentation or the project will not be considered. These will be judged anonymously.
- Please save file as a PDF.