



# Mod Vintage

Fresh sustainable designs and styles from bygone eras



# Global Trend Analysis

## A world divided by its values

Overall the world is becoming more socially liberal but divisions across societies remain. Individualism, support for democracy, attitudes to religion, and a cultural divide on LGBTQ+ issues.

## Data Dilemmas

We live in an era of unregulated information, while vital to our survival it has become a double edged sword with floodings of misinformation.

## The search for simplicity and Meaning

Too much choice can stress us out. 63% of people wish their lives were simpler. Simplicity has become an increased luxury.

## The Enduring appeal of nostalgia

Ever since the economic crash of 2008 nostalgia has been a key trend for established economics of the west.

## The Tech Dimension

Because over 50% of our global population is now online, through connected devices, supply chains will morph from local to global powered by a well of data.

## Climate emergency and antagonism

Climate emergency is the strongest common value among people across the world. In this case changing values has resulted in changing actions.

## Choices over healthcare

Technology has been a core part of the giant leap in the global life expectancy and standards of healthcare but it has also facilitated misinformation and anxiety.

## Capitalism's turning point

Places like Russia and China are past the post cold war logic where west is best is cracked. One core response to this perceived inequality of outcome and opportunity is support for wealth redistribution.

## Peak globalization

Globalization can also be seen as a double edged sword as there is now access and connection with a wider range of products but local brands now have larger competition due to global brands.

## Authenticity is king

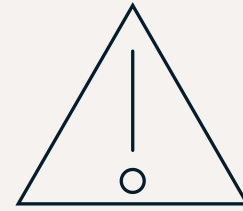
Brands need to engage with matters bigger than their product benefits as people are now significantly more willing to spend on brands that act responsibly.



# Industry Trend Analysis

## Global economy

### On high alert



Turmoil could disrupt developed- and emerging-market economies, and indicators of recession risk are spurring companies to build resilience.

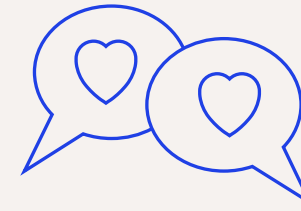
### Beyond China



Although China provides exciting opportunities, the market can be hard to crack; companies should consider other high-growth geographies as well.

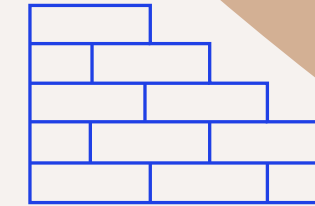
## Consumer shifts

### Next-generation social



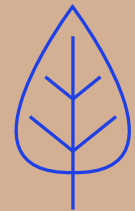
To maximize return on marketing spend, fashion players need to hone their social-media strategy.

### In the neighborhood



Convenience and immediacy are key, and companies must reduce friction in the customer journey via in-store experience and localized assortments.

### Sustainability first



Fashion players need to swap platitudes and promotional noise for action on sustainability measures such as energy consumption, pollution, and waste.

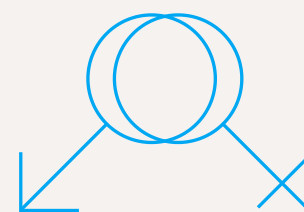
## Fashion system

### Materials revolution



Alternative materials, including sustainable substitutes, may be on their way to adoption at scale.

### Inclusive culture



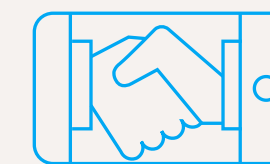
Consumer and employee pressure will continue the push for fashion players to emphasize diversity and inclusion.

### Cross-border challengers



Established players will face competition from Asian challengers, including small and medium-size enterprises selling directly to global consumers.

### Unconventional conventions



As direct-to-consumer activity rises, traditional trade shows must adapt.

### Digital recalibration



Although some fashion-tech and digital fashion players have reached unicorn status, concern over their ability to turn a profit is growing.



# Industry Trend Analysis cont.

Social and political climates create social shifts in attitudes which results in response with fashion

Similar to the political and social tensions of the '60s and '70s is resulting in similar fashions.

The swinging '60s was all about women's empowerment and the freedom to be yourself and do what you wanted which is congruent with today's attitudes and because of this many styles from this era are returning.

As a result of the Vietnam war, the 70's summer of love was all about saving the earth, do it yourself culture, freedom, Androgyny, and the hippie era. This era resulted in romantic and soft clothes many of which are coming back into fashion like peasant tops and flared jeans. These themes are something that is truly relevant in today's era as sustainability and an inclusive culture are at the forefront of this generations' conversations

## Pendulum swing

An important concept in a fashion that is relevant today is the "shift from one extreme to another for example skinny jeans to wide pants.







# Press Release

[Link to Press Release](#)



## For Immediate release

Manhattan's Lower East Side is now home to the latest sustainable vintage boutique inspired by the most fashionable time periods. Mod Vintage is proud to offer inclusive garments for all sizes and gender identities. Mod Vintage is proud to be 100% sustainable by carrying hand-selected vintage items, many of which are luxury designer and portray the timeless fashions of the 60's, 70's, and 80's as long as many classic pieces like little black dresses and power suits. Mods have just launched their own sustainable line of trendy clothing. This line is made from innovative decomposable fibers like those coming from orange peels. Along with being 100% sustainable this line also gives a portion of proceeds to designated charities like the Trevor Project, Human Rights Campaign, and The Innocence Project. Mod loves the community is apart of and plans on doing all it can to give back to those who light it up. Along with clothing Mod Vintage also carries sustainable accessories, beauty products, home, and decor items. Items are also available for purchase online at [Modvintage.com](http://Modvintage.com). Founded by future Parsons School of Design graduate Vanessa Nefve, who has made it her mission to bring the future of the fashion business into one with an emphasis on sustainability and inclusivity.

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# Value propositions & Positioning

Mod's vintage allows for a sustainable yet fashion-forward and inclusive way to shop. Mod is different to other vintage stores as it is carbon neutral and has an innovative biodegradable product line. Mod vintage creates a place where it thanks to the community it is in and its customers through donation programs.





# Sustainability

Sustainability is a priority for Mod as fur and leather production are incredibly harmful to the environment. Fast fashion doesn't pay workers exploits workers, massively contributes to climate change, more than \$500 billion of value goes to waste every year due to lack of utilization, and is an open-loop cycle.

By Mod's plans to create a closed-loop system by offering handpicked vintage clothing and home decor, As well as by creating a line of sustainable clothing made from recycled and sustainable textiles and fibers in order to stay relevant and on top of trends. Materials will be ethically sourced and we will continue to innovate with our materials by looking into things like biodegradable materials ex: Stella McCartney uses fibers that biodegrade in 20-50 years as the lifespan of clothes has significantly decreased.

Company Amberoot creates Biodegradable fibers for fabrics out of materials that are natural or recycled materials like orange slices which make a silk-like fabric, mushroom mycelium, mango, kelp, and bolt threads- spider thread and mushroom.





# Giving Back

Each month we will work with a different company to donate a portion of overall proceeds to charities.

Lush has a body lotion called the charity pot and they donate 100% of the proceeds to grassroots organizations. With this one product, they have successfully donated 50 million dollars to charities. With our sustainable line, selected items will be created specifically for a chosen charity, and a certain amount of the proceeds will be donated to charities.







# MOD BOUTIQUE BRAND IDENTITY

## Brand Identity

Mod vintage is retail and online completely sustainable boutique with unique handpicked vintage and our own sustainable fashion line. With beautiful fashions from throughout the era's and beautiful classics. Along with stunning home decor items

"Fashions fade, style is eternal."

- Yves Saint Laurent



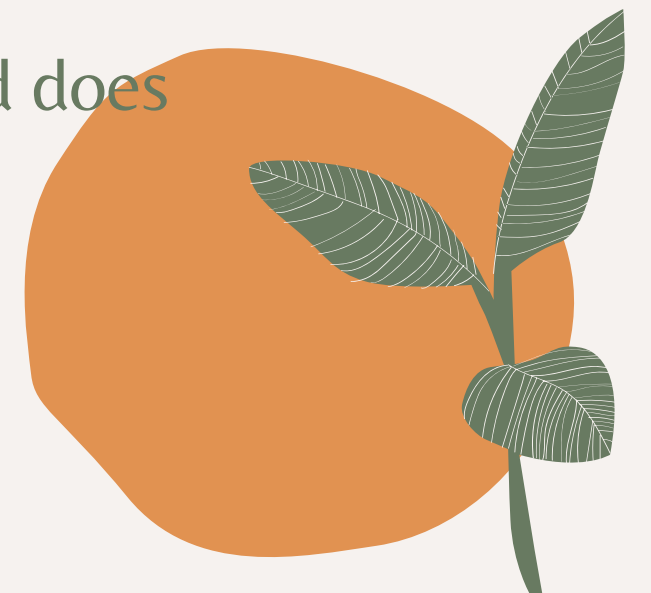




## BRAND MISSION AND VALUES

Mod's mission is to be a 100% sustainable business that reduces carbon emissions coming from the fashion, beauty, and decor industries. We are an all-inclusive company featuring models, employees, and sizes for all kinds of unique people. We focus on creating a space where all are welcomed and in return we give back to those who need it most.

Mod values all minorities and is focused on giving back to these communities through both representation and donations from a portion of proceeds. Everything in the store is green and sustainable from our clothes, beauty, clothing hangers, tags all the way to our packaging. Mod does its best to work source product from minority-owned businesses.









# Competitive Analysis



## Here Nor There nyc

Here nor there is a vintage boutique on the lower east side of manhattan but they are also available to purchase online. They feature many reworked vintage.

## Love Only nyc

Love only is a clothing store in Manhattan and Brooklyn who feature trendy brands. They also sell vintage items.

## Stella McCartney

Stella McCartney has been leading in sustainability since she began designing. Her brand can be a fantastic example for how luxury fashion can be innovated to be sustainable.

## The Real Real

The real real is an online and in-store re-saler for luxury goods. With storefront locations across major cities in the united states. They use their storefronts as a place to authenticate luxury goods.

## Reformation

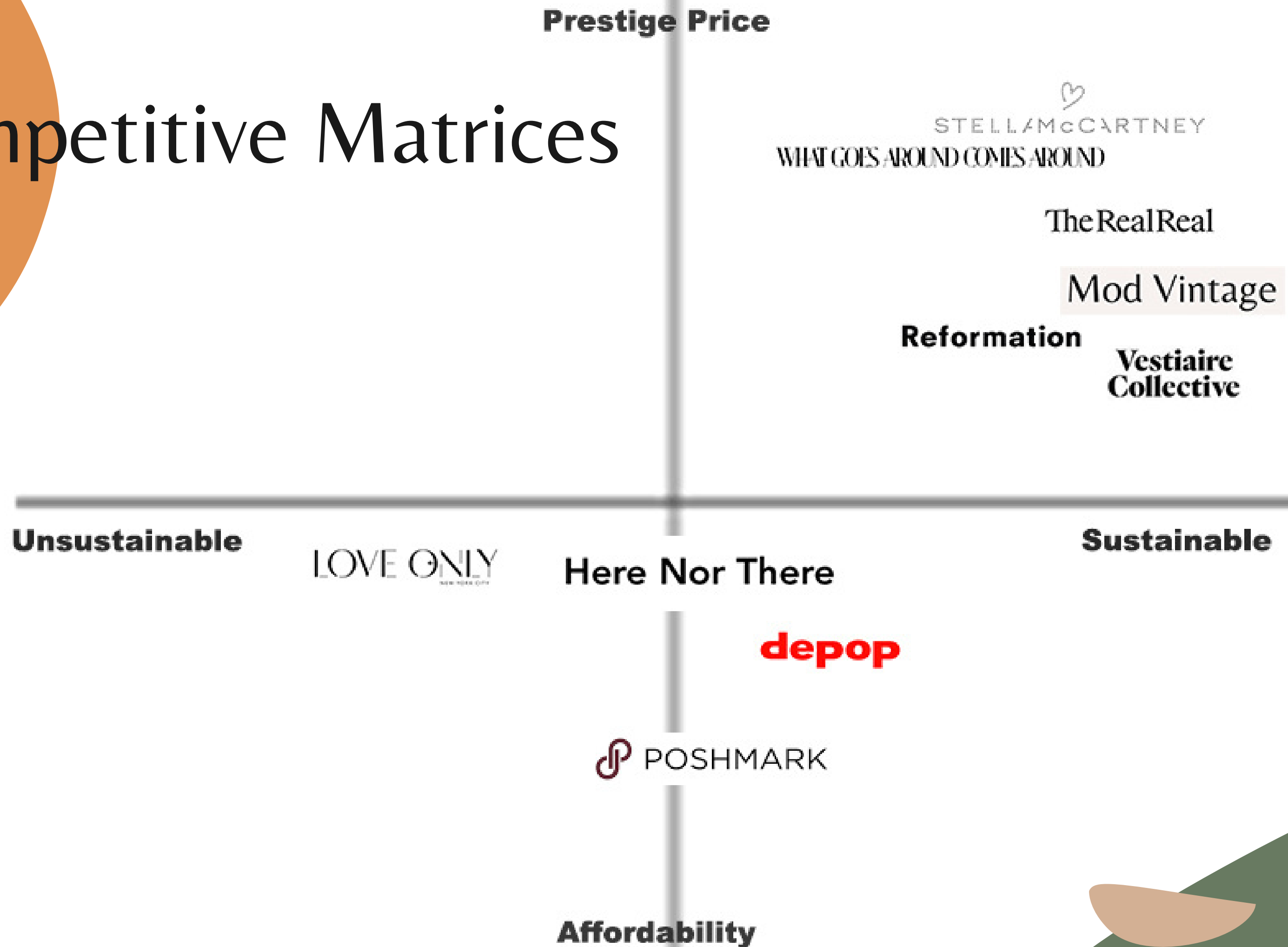
Reformation is a popular sustainable clothing brand with their clothing averaging in the 200-300 dollar range. They have online and brick and mortar shops in major US cities and London. Reformation has shown its effort to combine edgy, sexy femininity together with sustainability

## Depop

Depop is an social mobile resale app similar to ebay and Poshmark where everyday people and small brands can sell their merchandise. Users of this app often purchase previously worn clothing.



# Competitive Matrices





# Target market analysis

The target market is between the age of 18 and 35 people of all different gender identities who are looking for environmentally ethical clothing who express themselves through clothing.

Business from storefronts is brought in from those who live in the Manhattan and Brooklyn areas. Customers are students and young professionals who are middle to upper class.

This will include gen z and the millennial generations. Our consumers are conscious of the brands they purchase from. The social media's they frequent are Instagram, Tik Tok, Twitter, Instagram, Youtube, and Facebook.

Most likely to be Liberal/ democrats if they support the same values of the brand. Our consumers value the well being of others and believe brands have a responsibility to give back.







# Logan Herman

## Bio/Personality

Logan is a Senior at NYU studying journalism. They just finished an internship at The New York Times. They are passionate about the environment and they often write about ways of saving the planet. They really enjoy writing at various coffee shops around the city. Logan grew up in an upper-middle-class family in the suburbs of Chicago.

Pro nouns: They/Them  
Channels of advertising:  
Online & Social Media  
Social Media: Snapchat,  
Reddit, Youtube,  
Instagram, Twitter  
Style inspo:  
[@curlyfrysfeed](#)  
[@lexsonator](#)

Age: 22

Education: NYU

Work: Student

Location: NYC -Greenpoint, Brooklyn

Hobbies: Reading, Journaling, Thrifting, Making art





Age: 20

Education: Parsons School of Design

Work: PR Intern

Location: NYC, L.E.S

Hobbies: Painting, Cooking, Reading,  
Photography

# Jessie Bernard

## Bio/ Personality

Jessie is a Junior at Parsons school of design studying photography. She is an intern at Milk Studios. She lives in L.E.S with other Parsons students. She is liberal and passionate about equality. She is really inspired by fashion styles at her school. She grew up in a middle-class family in Boston. They believe in conscious consumerism.

Pro nouns: She/They

Channels of advertising:

Social Media: Instagram, Tik Tok, Pinterest, Youtube, Twitter

Style inspo: @devoncarlson  
@sydn4sty @emmaxwinder



# Marketing Mix

## Product

Handpicked vintage clothing, jewelry, beauty accessories, shoes, decor, art, and furniture

## Place

### Online

Lower east side

Williamsburg

Greenpoint

L.A

## Promotion

Own Website

Social Media:

- Instagram

- Tik Tok

- Pinterest

Store Front

Instagramable features

Reusable bags

## Price

Brand line will be the most affordable ranging from \$35-\$200 (coats being an outlier)

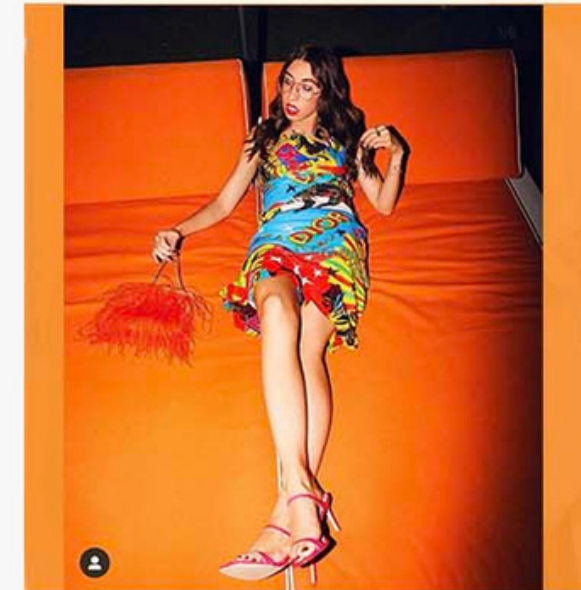
Vintage pieces can range from \$40-1000+ depending on what kind of garment (coat or tank) or if the piece is designer or very valuable (luxury bags or Art)



# Marketing

Mod will focus on having an online presence as our target market is young and tends to find lots of style inspiration and discovers new brands online. Links to all of our Social Media will be on our website which will also feature customer's tagged photos and videos. Clothes will also be available to purchase on our website.

☆ **INSTASHOP** ☆



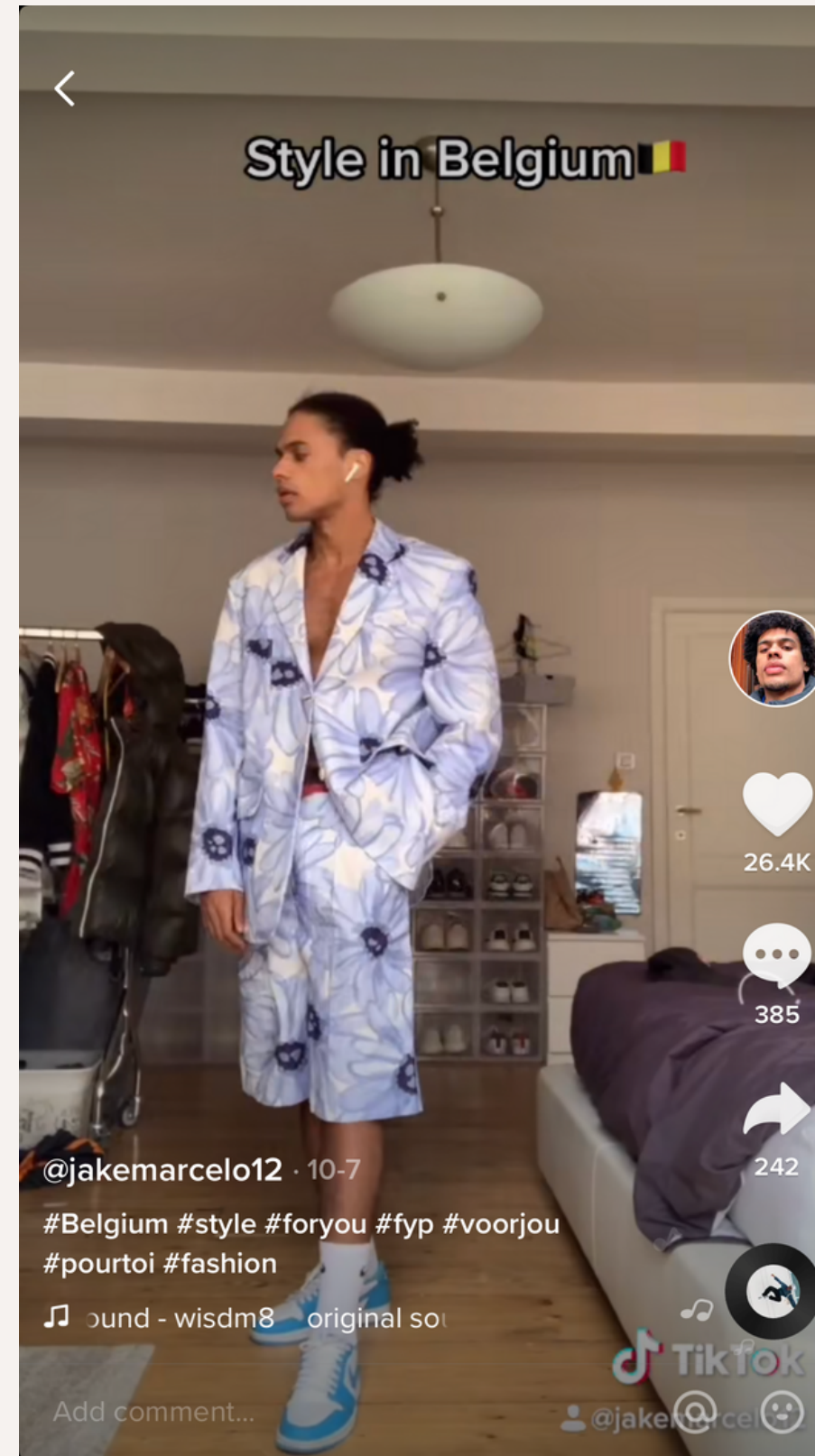
**FOLLOW & TAG US ON INSTA**  
**@Modvintage**



# Marketing

The Social media we will focus on using are Instagram, TikTok, and Pinterest. Instagram is a great way to interact with potential customers, show off merchandise, engage with influencers. We plan on working with influencers that our customers follow because of their style.

TikTok also is a great platform to use as employees can style merchandise and utilize TikTok trends. In addition, TikTok's algorithm shows your videos to users who are likely to be interested in your content, basically finding your target market for you.

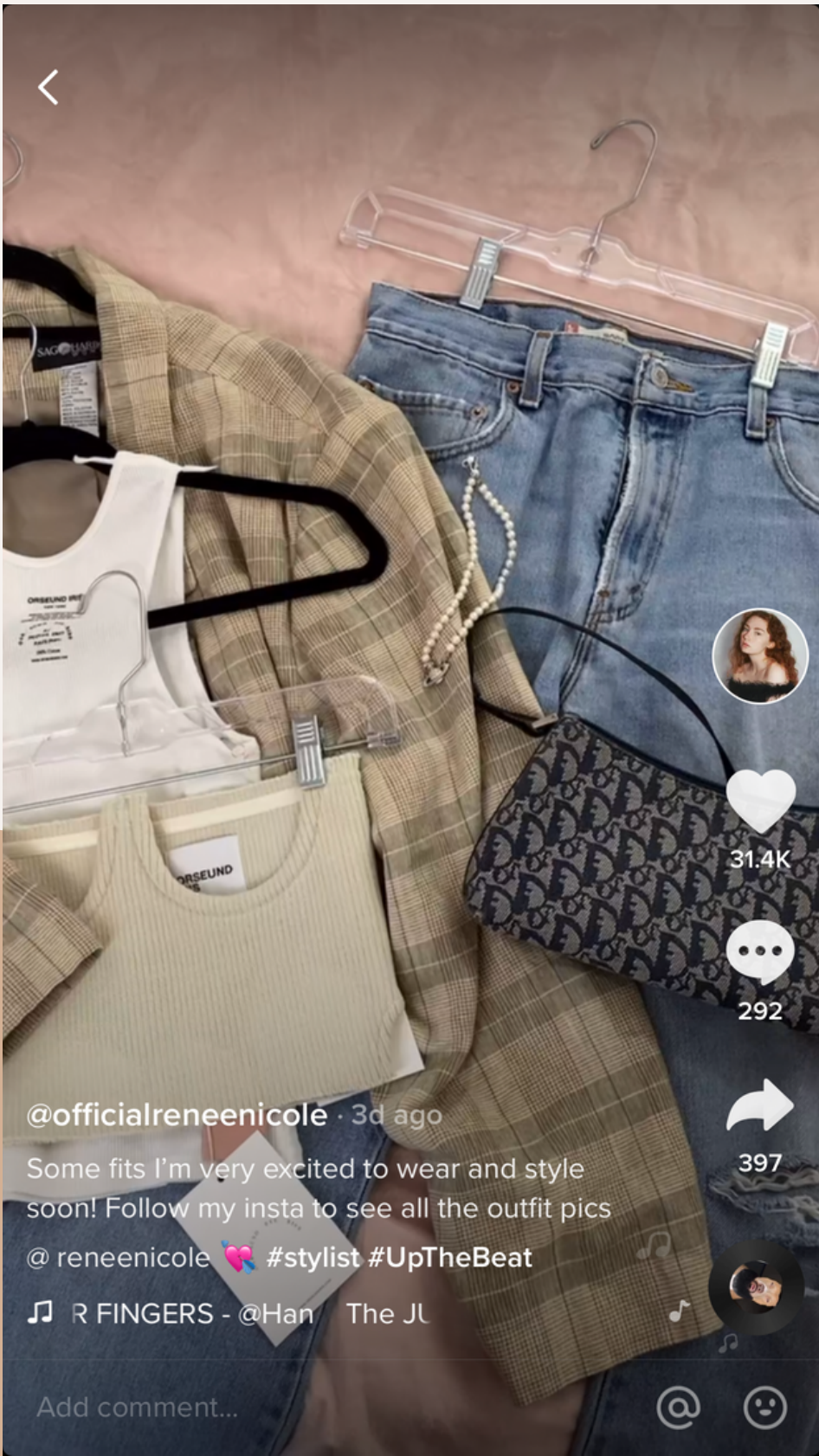


@jakemarcelo12

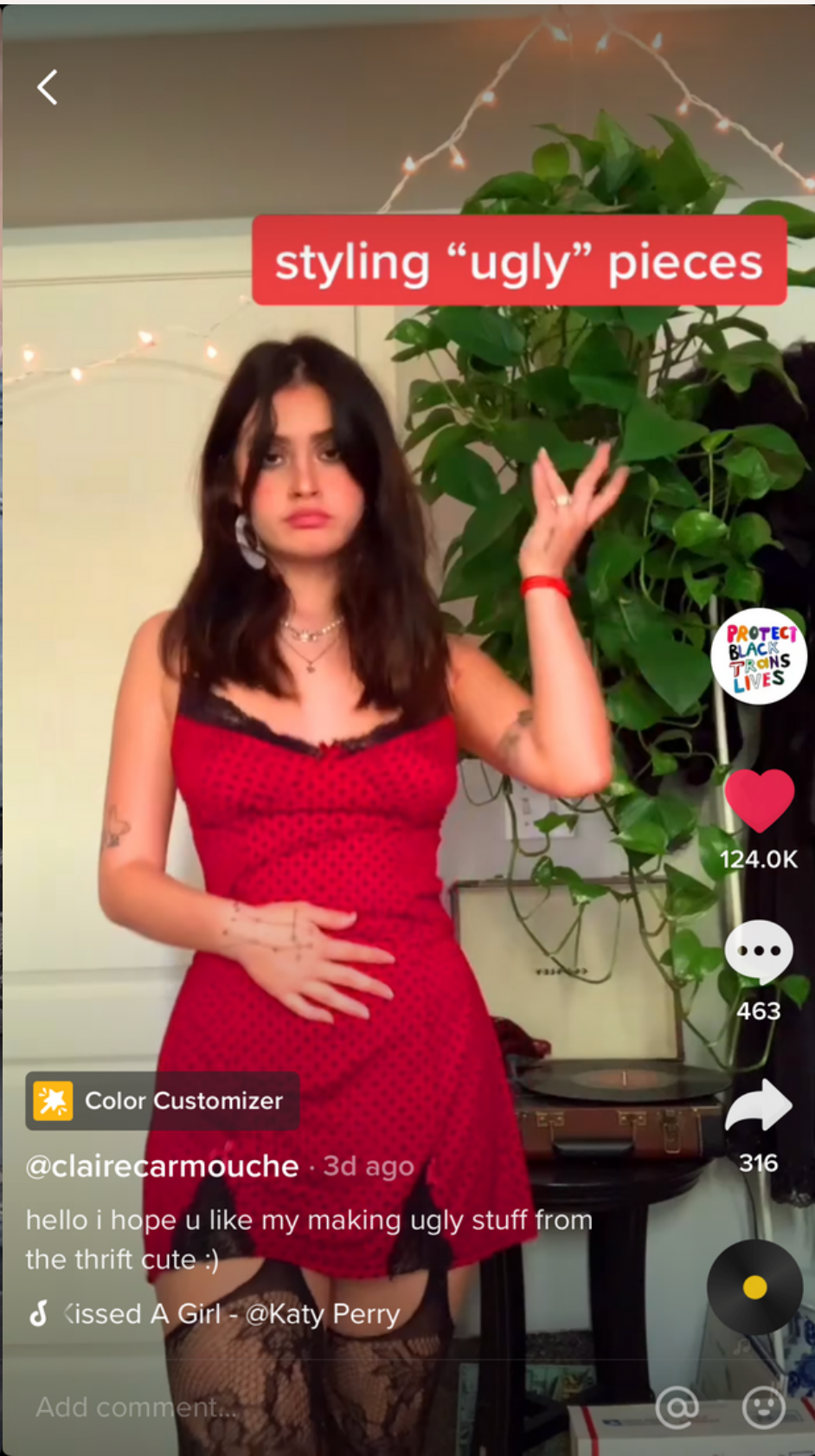


@loveonlynyc





@OfficalReneenicole



@Clairecarmouche



@emmaxwinder

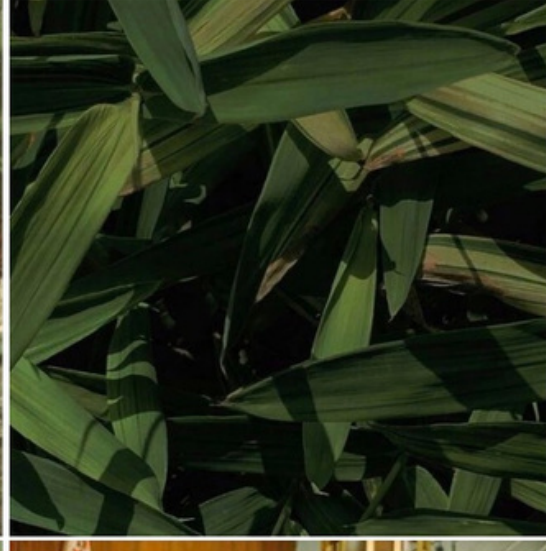


@isthisfate



# Social Feed Examples







# Additional Marketing Tactics

Reaching out to magazines that feature small businesses on sustainability and inclusivity. Many major publications like Forbes, BOF, Vanity Fair constantly shed light on small businesses that focus on innovative sustainability.

Collaborations with local artists, adds an involvement with the community and helps support small creators.

Cloth reusable bags will be given to customers who purchase instore then when they are reused around the city, it serves as an environmentally friendly option and free advertising.

Stickers can be placed in online orders and customers like free stuff. They are also very inexpensive advertising.







# *Mod vintage*







**MOD  
VINTAGE**





# Global ad & Tagline

As for print and commercial advertising, Mod will focus on 2 types of ads. One targeting our message of sustainability and the other showing inclusivity. The sustainability campaign will focus on grabbing your attention with images of the repercussions of fast fashion and show the natural fibers. This campaign will focus on featuring images that you will remember, inspired by the documentary the true cost . Our campaign featuring inclusivity will be more traditional and will focus on telling you more about the brand.



A photograph of a polluted waterway, likely a river or canal, with murky green and yellow water. In the background, several people are visible near a dilapidated building with wooden doors and walls. The scene is set in a rural or semi-rural area with visible trash and debris along the banks. The text "Go Green" is overlaid in a large, white, serif font, and "Modvintage.com" is written in a smaller, white, serif font below it.

# Go Green

Modvintage.com



The background is a piece of marbled paper, split vertically down the middle. The left half features a dark, swirling pattern with deep blues and blacks, accented with lighter, silvery-grey and white marbling. The right half has a lighter, more complex pattern with shades of beige, tan, and light brown, interspersed with vibrant green and teal swirls. The overall effect is a rich, textured, and visually contrasting background.

# Go Green

[Modvintage.com](http://Modvintage.com)



A photograph showing multiple rows of long, thin, white fabric strips hanging from horizontal wooden poles. The poles are supported by vertical posts. The background is a dense, dark green forest. The scene is outdoors, likely in a rural or natural setting.

Go Green

[Modvintage.com](http://Modvintage.com)





# Go Green

Modvintage.com





# Go Green


[Modvintage.com](http://Modvintage.com)





# Mod Vintage





# Sustainable Fashion & Handpicked Vintage

[Modvintage.com](http://Modvintage.com)



# Measurements of success

- Sales
- Website Traffic Growth/ Click Through rate
- Number of customers
- Satisfaction level of customers
- Employee Satisfaction
- Owner satisfaction
- Level of Learning & Knowledge
- How owner spends their time
- Charity Goals
- Opportunities Generated
- The visitor to lead conversion rate
- ROI
- Social Media Presence
  - Instagram Analytics
  - Facebook Insights
  - Pinterest Analytics
  - Twitter Analytics
  - Tik Tok (likes, shares, followers)

All Social Media will be monitored for the following; Engagement, Engagement Rate, Followers, Impressions, Page likes, Page previews (Facebook), Page views, post clicks, Post reach, Page/post shares



# REFERENCES

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