

1-

- a) My T-shirt collection is designed to help people connect and make friends by wearing funny or message-driven clothing during the day or at night when going out. To describe better, I have a few examples here (designed on Canva):



The message is pop culture that Gen Z can relate to. People who you are more likely to become friends while wearing it (my persona).

Each T-shirt features a QR code on the side that directs new potential customers to our website, offering them a small discount on their first purchase. The person wearing the T-shirt, acting as a promoter, will also receive a discount on their next order for recommending the product. (Example: someone at the club asks the one wearing the tee shirt where he bought it from. The one wearing the tee shirt can show the QR code to be scanned.) If the recommendation leads to a positive interaction, the promoter can share their contact information with the new customer for future connections and becoming friends.

Instagram, along with people wearing it, will help advertise the tee shirt. Instagram will be the second focus of my persona as it is easy to collect and buy information to target the right persona. Instagram ad is designed for a cheap budget and immediately target the right person. Instagram, especially reels, is an excellent way to get/promote famous products.

On the website, customers can design tee shirts and show their creativity. Starting here, they can print it only for themselves and be the only ones wearing this kind of tee shirt or make their talent in profit for others and propose their creation for sale. From here, the designer will earn money each time a new consumer will purchase the creation. Young adults can earn money quickly and get credit for their talent.

- b) Our T-shirts are 100% cotton, soft, comfortable, and hypoallergenic. They are pre-shrunk to retain their original form after every wash. Eco-friendly and sustainably produced, each shirt is proudly made in San Francisco.

Designed for everyone, unisex T-shirts cater to men, women, children, and all genders, with sizes ranging from XS to XXL. Both regular T-shirts and crop tops are available in a unisex fit, offering a versatile and stylish option for any wardrobe. The website has a feature that helps customers make sure they are ordering the correct size driven by AI. Customer can just pull out their phone and activate the camera, and the AI will tell customers which is to order. This is an easy way to avoid disappointment.

As you can see in the picture, T-shirts come in beautiful pastel colors, including soft shades of orange, turquoise, purple, white, yellow, pink, grey, red, and blue.

These tones have a fresh, modern look and are perfect for any season in SF.



- c) This piece of clothing will provide more than covering up; these tee shirts increase confidence as they are a great way to meet people from the airport to the club (personal experience).

Testimonial: Almost every time I wear a tee shirt from pop culture, I am complimented, and people ask me where I bought it. When I am clubbing with my friends in Castro, I get more attention when I wear a tee shirt that says a true statement and is funny than a basic white tee shirt. People want originality and an easy way to start a conversation with someone, which is basically a tee shirt, shoes, or jewelry.

The principal advantage of these tee shirts is their day-to-night versatility. The design is casual but fits club social events. The material is good, which means it will last longer and be comfortable while wearing the products. On top of that, it's eco-friendly, local, and sustainable, which are criteria that the new generation is looking for.

It is possible to get discounts for users and purchasers because the product get promoted through a QR code.

- d) Age: My target people are between 18 and 30 years old, socially active, and open to making new connections, whatever their journey. This could be high school and college students or young professionals.

Gender: My tee shirt fits all genders and provides 2 styles (regular tee shirt or crop top) and different sizes.

Income: Mid-level income between \$30,000 to \$75,000 per year

Geography: Urban and suburban areas where social events such as clubs occur.

Lifestyle: My target market is fun and has a busy social calendar. They like dressing casually while they are clubbing or going to school, like going for a drink or a coffee with friends during the late day. Always looking at meeting new friends.

Personality: They are easygoing and value humor and authenticity, like fashion and a form of expression. They want to be a bit different by wearing something that changes from the original white tee shirt.

Value: They value their friends and spending time with them. They also value their environment and want to do good.

Interests: They are interested in fashion, social media, pop culture, social events, and making new connections.

2-

- a) My brand name is “Bizarrre” because it is a funny word. It is both French and English words that both languages can understand, and I like the way English people pronounce it. I think the brand name reflects the brand's personality, which is creating different tee shirts from other competitors.

The 4 R's in the name is here to emphasize the brand's quiriness and stand out from other companies. It also adds an original spelling of the words, which can also be humorous. Overall, the name resonates with Gen Z's, who desire to stand out from others.

- b) The company's name is iconoclastic because it represents something unique and memorable in several other languages. An iconoclastic name is known to represent something out of the bounds and is highly valued by my target audience - young adults. I think the name values the brand's mission overall.

3-

- a) My logo appears with the brand's name. It combines modernity - not minimalist design but minimalist details. It symbolizes the connection with fashion and how people can feel at social events (Woman sitting far from the crowd). The ruler symbolizes the sewing process. The square shape matches the QR code that will be placed on the side of the logo. It connects technologies to the fashion industry.



- b) The woman is sitting by a rule, showing the relationship between fashion and my brand. This is a simple logo for complex brands that want to help people. Purple is the connection aspect and is often associated with royalty and luxury, which are famous in pop culture.

- c) The way it will be placed - not in the middle of the tee shirt but instead more casual and discreet - I feel like an evolution of fashion now wants something more intimate and not showing the brand's name right on the front but instead talking about it.

As I said, the woman sitting on the side can be a feeling that my customers can experience while at social events, and it speaks to being more with others because it can make connections - meet new friends and love.

- d) I think along with the brand name, some customers can relate their own perception of themselves to the name's brand, and this woman waiting of something can also show loneliness and waiting for someone to talk to her and make a connection.
- e) It will share a positive feeling as the brand is funny and wants to make people wear the brand name and logo proudly. Also, it shows that it is a recent brand, "2024," and probably feels part of something new. The logo is made with warm colors and a feeling of approachability.

4-

- a) My brand's most compelling benefit is making new friends. This is what my consumers want while wearing these tee shirts - interaction with others. Social connection is how my brand will help customers meet new people through the features that the tee shirt (QR Code) and website have.

On the website, customization is possible. You can make your dream tee shirt, print it, and wear it. You can also sell it to other future purchasers and own money through your design. My consumers are proud of their creativity and support the brand this way.

Sustainability is one of the best features of a tee shirt. My brand promotes eco-friendly, hypoallergenic cotton for sensible skin.

- b) Excitement and confidence! My customers are excited to receive and wear new products for social events. The design is made to feel confident and encourage interactions.
- c) The most important thing for customers is to feel unique. No one is wearing the same tee shirt, especially if they designed it. My brand encourages self-expression, such as expressing personality and humor through tee shirts.

People are now aware of environmental concerns, and my brand offers a sustainable and eco-friendly way to dress with comfort and quality engagement.

- d) The one word to describe my brand is connection.
- e) If my brand will be a:

- Car: Mini Copper: small, compact, stylish, and perfect for urban life
- Animal: Fox: clever and social
- Music: Taylor Swift: Iconic and adaptive
- Instrument: Guitar: beautiful and fun

5-

- Tee shirts will be placed in a purple box with the logo on the side of the box – Folder to fit perfectly inside the minimalist box. I added a dimension Adobe version with two tee shirts inside designed in Canva:
- I would use cardboard as it is easy to ship and use overall, with good-quality tee shirts inside. It is eco-friendly and durable.
- The packaging is distinctive from other companies because it is purple, which can be seen from far away. The logo with a QR code is visible on the top of the box and can be identified at any point.



- Color of the packaging. Good quality material. It comes with a ribbon all around the packaging, which is almost a treat to themselves while buying the product.

- e) The label presents the logo in the middle. We have some information about the company on the right side, and on the left, instructions and directions on how to use the tee shirt, such as ingredients and washing directions. I also added a QR code to make the online reference easily accessible to both consumers and purchasers.



- f) My product's main feature is the QR code, which allows you to share the product reference with friends and get discounts on upcoming orders. The people wearing the tee shirt are promoted well and should be rewarded. Making new friends even after the connection has been made. On the website, some users can propose designs to be printed and ordered for others. The company is local, which is a big plus. T-shirts are 100% cotton, soft, comfortable, and hypoallergenic, which is good for the skin.