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MERCHANDISE MARKETING &
MANAGEMENT

EMBRACING THE FUTURE

S/S '22

SYNOPSIS

The future of the fashion industry has been impacted by the pandemic. S/S 2021's goal is to take in fashion's *"transseasonal"* colors to develop a fashion-forward future by taking note of circling emotions people have went through during these hard times.



COLOR FAMILY



This color family was driven from photographer Kodai Ikemitsu's 'Remaking the Past' that was inspired from Dior's 2000 S/S campaign originally taken by Nick Knight. These specific tints and shades also symbolize society expressing their *"true colors"* despite the ups and downs.



**insomniac
blue.**

*12:00AM already?
The night blue sky is no
longer a sign to rest,
it only reflects the lack of.*



lazy lilac.

Wake us up when this pandemic is over, we need more time to grow the purple blooms in our hearts.



distraught apricot.

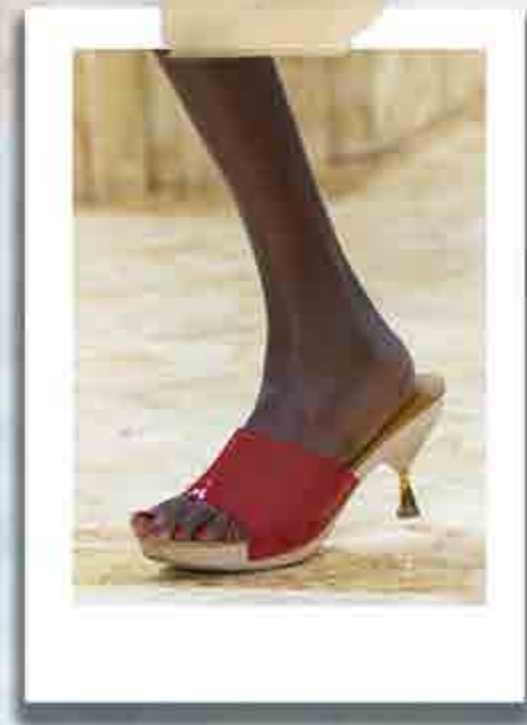
As warm as the upcoming seasons. As bittersweet as the round, orange fruit. Our world remains distressed to the core.





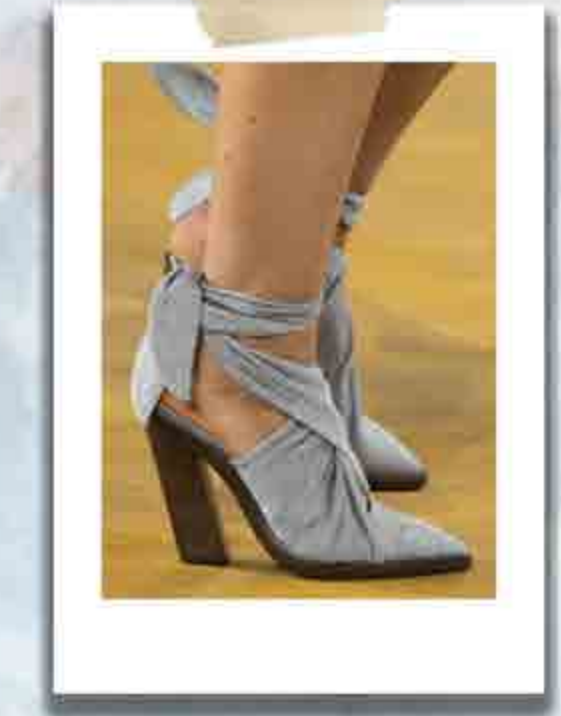
wistful crimson.

We're so fed up of longing for better days that all we see is red. Can our dreams strike this harsh reality?



silver lining.

Have hope and take note of the things that surround you, for every dark cloud there is a silver lining.



BRANDING INITIATIVE

LOGO



CONCEPT

The skincare market is on the rise, but inside that market lacks the inclusion for those with eczema. The logo created is meant to be memorable, but also easy to etch onto our products.

COLORS

	<i>Delicate Blue</i> #dff6ff
	<i>Treble Peach</i> #ffe7c3
	<i>Heartfelt Coral</i> #ffa583
	<i>Serene Navy</i> #0a2584
	<i>Rugged Brown</i> #964d29

VISUAL REPRESENTATION

Each color is named based the characteristics of consumers who have it, or the emotion that gets invoked when treating it. The hand is holding the solution as they go through the phases of healing.

MISSION STATEMENT

“

Reshaping the world to be better for those with the most sensitive skin by transforming hardship into serenity.



Problem

Current eczema products in market are expensive to purchase.

Competitor's products have triggering ingredients that cause flare-ups, hyperpigmentation, or just make the affected areas worsen.

Lack of selection for daily usage without families being concerned over the external effects that could potentially harm them internally also.

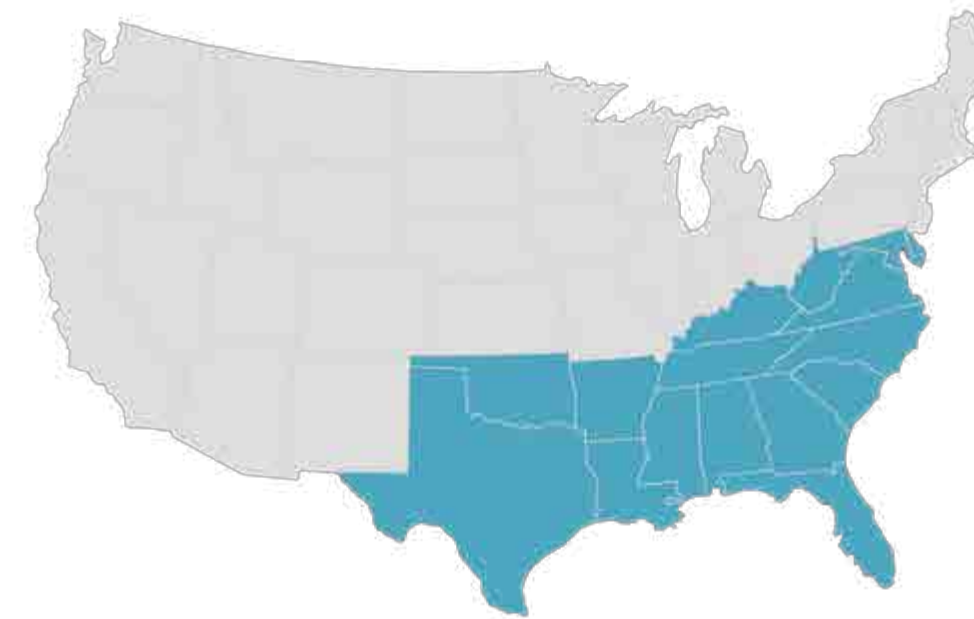
SKINZEMA will sell easy-to-use skincare that will put consumers at ease with affordable and convenient price ranges without a doctor's note.

Each product sold is created with clean, natural ingredients that will reduce flare-ups, smooth uneven texture, and renew the healing skin.

SKINZEMA has a variative selection of boxes for them to choose from; starting on what part of their body needs skin care the most.

Solution

Target Market



Over 35 million Americans suffer from the chronic skin condition called eczema with 89% of adults say it has drastically changed their way of life. The market for skin care products is rising from adverse effects of weather on the skin. The 125,580,448 people who live in the southern region of the U.S. are familiar with this weather. When consumers think they can "fix" what is naturally inside them, there are still heavy costs to pay when it comes to finding the right products to treat it.



*Adults between
ages 20-55 years old*



*Individuals
with dry or
sensitive skin*



*Younger/Gen Z
families*



*Employees in
heavy-labored
environments*

Revenue Streams

1

SKINZEMA Face

Get out with the old and in with the new by adding us to your routine. Embrace self-care using our face cleanser, hydrating serum, and rejuvenating moisturizer. This box will be sold at the retail price of \$35 USD.

2

SKINZEMA Body

Get ready or wind down with ease using the products carefully made just for you inside this box. Package includes a shower body wash, soothing balm, and lotion. This box will be sold at the retail price of \$45 USD.

3

SKINZEMA To-go

Inside you will find a non-toxic sunscreen, irritation-free hand sanitizer, and instant eczema treatment sized to be travel-friendly! This box will be sold at the retail price of \$30 USD.

Product Mockup



Revenue Projection



Costs & Expenses

\$684
thousand

Revenue Forecast

\$914
thousand

Profit

\$137
thousand

The company's debut of being in the market is predicted to reach a net profit of 15% while setting the standard example of what consumers should look for in eczema-friendly products. Revenue forecast is based on typical weather conditions in the region marketing to; humid summers, dry winters. The first quarter of the year will produce a moderate amount of profit up until our summer sale due to demand.

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