

Quore

Commonly Italian misspelling of Cuore; Noun for heart, Pronounced Core

Business Plan

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About Quore

- Quore designs with a distinct uniqueness and exquisite attention to detail. Our collection is solely an added accessory to the women who wears our garments set to enhance her individuality.
- Designed by Wendy Xu and Lidia Alvarez, Quore excels by garnishing the best talents of each designer. Through her understanding of aesthetic and color, Wendy uses textile details to exemplify the true definition of 'wearable art'. Through collaborative design, Wendy and Lidia produce a collection of sophisticated structure and easy fit for women who seek apparel with substance and worth.

Our Woman

- Made for the women who are coming into their own; for the women who finally feel like adults and who no longer feel like they have to please anyone anymore. The Quore women are comfortable with their sexuality and femininity thus exude confidence and grace all the while sticking true to their individual taste. These are women who really understand the power they hold by being a female and they continuously work to assert themselves in their workplace and garner respect from their peers. These women are Executive Directors, and leaders in their workplace. These women are renowned artist, directors, executives, technological and political strategist. These women live in culturally rich cities like Manhattan, Palso Alto, Toronto, Paris, London, Chicago, Hong Kong, Tokyo, and Moscow to name a few.

Target Customer

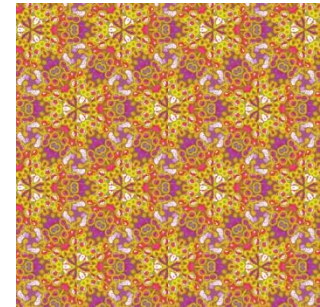
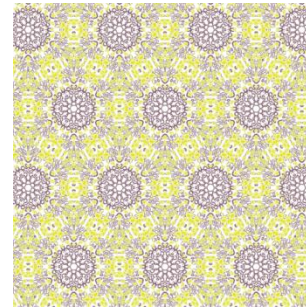
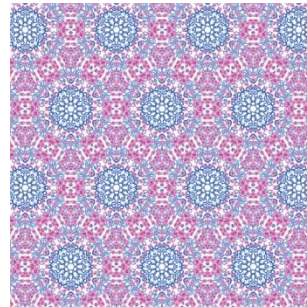
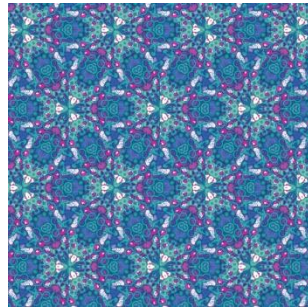
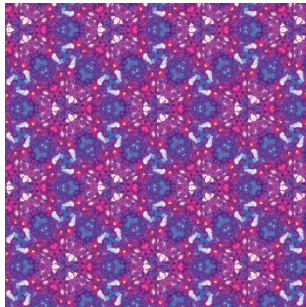
- Age: 30-45 (Actual Reach 27-55+)
- Income levels : \$90k+
- Hobbies: Art, Philanthropy, Film, Fine Dining
- Where do they vacation: Bali, Brazil, Caribbean , South of France, Hawaii, ect.
- Semi Frequent Shoppers, our customers look to the seasons to dictate their dress. They look forward to fashion shows and shop the runway looks. With flexible spending habits our customer is able to come back each season and pick their favorite looks.
- Our customers are open minded with ideas of taking a risk and trying something new. Each piece is up to interpretation. One customer will wear it differently then another.

Unique Selling Position

- The longevity of the brand come with the advantage that this is not a trendy based brand. It incorporates subtle trends but it will always be about **style, structure, and details**. Our customers shops our brand because we offer high-end luxury in a mid-range contemporary price.
- Competitors: Balmain, The Row, equally Elizabeth and James, Akris, Miu Miu, Prada, Proenza Schouler, Alexander Wang Jil Sanders, J. Crew, Tibi, Balenciaga, Rodarte, and Maison Martin Margiela.
- Though our luxe brand looks like it could sit with the \$1000+ lines, it sits comfortably in front of the rest of the contemporary lines that are usually reserved for the younger girls in the 20's. This line offers a unique option for women 30-45 who prefer to buy the majority of their wardrobe in within that comfortable price range.
- Our garments will be offered in high-end department stores and boutiques (in-store and online) as well as available for purchase through our online marketplace.

Spring 2014 Collection Infectious Beauty

- Inspiration: Microscopic images of Bacterial infections and The Mary Tyler Moore show – A hybrid of Mary and Rhoda's style, all the while incorporating style notes from Hussein Chalyan, Maison Martin Margiela and Rodarte.



Tentative Calendar

- Mon **April 15**-Work on patterns
- Wed **April 17**-All patterns be done/Sew Muslin / order fabrics
- Mon **April 22**-Sewing muslin/Make adjustments to patterns / Buy Fabrics
- Wed **April 24**- Cut Fabric / Hand patterns off to Sample Maker
- Mon **April 29**-ALLISON SMITH LECTURE Confirm Models Hair MUA and photog
- Wed **May 1**-Add embellishments to finished garment/work on Merch.
- Mon **May 6**-All garments done by the week / Work on Merch /Prep Photoshoot
- Wed **May 8**-Prep for photo shoot / line sheet (May 11th) /Finish merch
- Mon **May 13**- Prep Presentation / scout Fashion show models
- Wed **May 15**-Review lookbook/portfolio/fashion show prep
- Mon **May 20**-**PROJECT 1 PRESENTATIONS (Prep fashion show)**
- Wed **May 22**-Fashion show organization
- Mon **May 27**- **MEMORIAL DAY**
- Wed **May 30**-**PORTFOLIO REVIEW FOR LUNG**
- Mon **June 3**-**PORTFOLIO REVIEW WITH PROFESSIONALS**
- Wed **June 5**-**FASHION SHOW**
- Mon **June 10**- **FASHION SHOW**

List of Responsibilities

- Lidia
 - Customer Demographic
 - Branding / Sales Strategy
 - Logo / Business Cards
 - Labels / Signage
 - Store concept and layout / Web Design
 - Look book: organization of shoot, styling, models, etc.
 - Fashion show
- Wendy
 - Creative Statement / Collaboration
 - Inspiration / Mood Board / Samples – yarn and dye
 - Sketches
 - Techniques used in production
 - Innovation
 - 3-5 completed textiles
 - Blog Posting of process and final garments
 - Fashion Show
- Shared
 - Garment Design
 - Patterns
 - Cutting Fabric