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Fashion Aesthetics & Style
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the Felicity customer



Felicity Customer Profile

Reese is a twenty-five year old mom-to-be. She is accustomed to a life of running from one thing to the next, working with clients to design new interior spaces for the home. Regardless of the fact she's four months pregnant, she hasn't really slowed down much. She just finished a big project for a client redoing his entire first floor, including the kitchen, master bedroom and bath, living room and dining room. Because of her hectic schedule, Reese likes to keep her life and everything in it simple yet elegant. Her style is a little more modern but still has that laid back California feel to it. Color, simplicity, and clean lines are an important part of her design aesthetic.

Although she enjoys her job, she's still young and likes to have a good time. She got married in her early twenties but still feels like a young girl at heart, and she's elated about her new baby on the way. Before she found out she was pregnant, she enjoyed evenings out with the girls for dinner and cocktails or date nights with her sweetie pie, Adam. They had a good time going to clubs while they were dating and going dancing with all their friends. They had their share of fun but are ready for this more mature phase in their lives. They don't travel much because of work, but they manage to make occasional trips to Laguna or Las Vegas. They absolutely love where they live and go to the beach frequently to bask in the California sun. Reese met her husband at a friend's wedding reception in 2006 where they were seated at the same table and the rest was history. Just two years later they decided to have a wedding of their own and got married back in her hometown of Evanston, Illinois, right outside Chicago. She had a typical Midwest upbringing: hardworking parents, surrounded by friendly people, good morals, and a generally good-natured environment. She was brought up to be a kind, honest young woman and grew to be very warm-hearted and caring. Her husband grew up in the Midwest as well and shares many of the same values she was raised on. Even though Reese still loves where she grew up, she has adapted to the California lifestyle in her cozy, quaint home. She drives a Mazda CX-9 SUV, investing in a stylish family-size vehicle without conforming to the typical soccer mom

minivan. Adam works as a pediatrician and makes around \$130,000 per year. Although Reese's income can vary depending on her amount of work, she earns an average of \$50,000 per year.

Reese has always dreamed about being a mom, and despite her continuous busy schedule, she is still in maternal bliss. She plans to slow down as she gets further into her pregnancy and devote all her time to her baby once she's born. This is going to be an adjustment for the young entrepreneur, but one she is not at all hesitant to make. One of the ways Reese likes to treat herself during this special time is by buying new clothes for herself. Even though the pregnancy is only nine months long, that is no reason to skip out on style and look frumpy. She can't spend a whole lot of money on clothes for herself, but she's going to find the cutest maternity wear available while still keeping the comfort issue in mind. Just because she's going to have a baby and is excited about this new phase in life doesn't mean she's not young, hip, and fun anymore. She wants to display her great sense of style while proudly showing off her growing belly. She is a frequent shopper at Felicity Maternity Apparel because they cater to these desires.

The Felicity target consumer is typically a pregnant woman in her early twenties to mid thirties. She has money but not enough to spend a large amount on short-term clothing, yet she doesn't want to settle for whatever's left. Felicity does offer chic, simple clothes that are a little lower priced for women that are having a baby while they're still young and trying to balance their checkbook. She still wants to feel young, pretty, and fun regardless of the size of her baby bump. Many of Felicity's clothing items are made of soft, flowing fabrics and can be worn for many months during her pregnancy. The consumer wants her shopping experience to be part of the whole wonderful pregnancy experience, not just another task that has to get done. The Felicity customer can feel like she's shopping the same way she used to style-wise, but the clothing is just shaped differently to accomodate her changing body. The clothes in this maternity boutique will help her still feel youthful and chic while embracing this new chapter in her life.

the Felicity boutique



Lighting



Dressing
Rooms



Teal Tile Flooring
& Pale Yellow
Painted Walls



Window
Display
Mannequins



Product Display
Fixtures & Decoration



Competitive Shopping Report

Competitors: Felicity Maternity Apparel, Motherhood Maternity, Target, & Old Navy

The four maternity clothing stores that are in close competition with one another are Felicity, Target, Motherhood Maternity, and Old Navy. After researching and gathering information and observations from each store, I found significant similarities and differences between all four. The main components I focused on were visual aesthetics of the store and price points, along with more detailed information.

Motherhood Maternity is similar to Felicity in the fact that it is its own store instead of part of a department store. I enjoyed this because it feels like more of a personal experience because you're going to that store just to look for maternity clothes as oppose to a department store that sells everything with only a small maternity section. I couldn't help but notice the store layout first, beginning as soon as I walked in the door. There were glass display tables holding neat stacks of clothing right in front of the door to catch your eye and lead you in and racks of clothing all along the sides and walls of the store, similar to Felicity's wooden tables displaying stacks of clothes. It felt a bit crowded but organized and clean overall, which is very important in a store. Without a clean, organized store layout, the customer will feel lost and overwhelmed and more likely to cut their shopping

trip short. Felicity takes this to heart and keeps a very spacious, organized layout, as does Target.

When you walk into Felicity, there is a table display of clothes and stylish mannequins in the front of the store not too close to the entrance. Too close to the front door makes the customer feel bombarded as soon as they step inside, like Old Navy's front display. The front table has a large, simple centerpiece in a glass vase, adding to the store's clean, natural vibe. A few feet behind the front display on one side is another table with a clothing display. In the center of the boutique is a large round table display with an even larger centerpiece to give the store a point of emphasis, and the customer can try perfume samples and find other cute merchandise displayed. The wall space is used to hang clothing like it is in all the other stores, but one can still see the painted walls as they are not completely covered in merchandise. The floor is finished with turquoise tile to give it a colorful, happy feel. The overall aesthetic of Felicity reads simple, elegant, and chic. This is nicer than the floors found in Old Navy, which is smooth unpainted cement, and in Target and Motherhood there is practical Berber carpet. Felicity puts



more consideration into creating a pleasant color scheme and using nice materials in its boutique than I would say Motherhood does. Although it has a nice layout, I didn't feel a strong sense of design in the store. As for Old Navy's layout, the maternity section was barely there. I had to ask for help to find it because it was hidden in the back behind a wall by the boys' section, which I thought was an odd location. Compared to all the other stores, this one was the most dismal, covering only a few square feet and didn't have a whole lot of merchandise to choose from. The Maternity section seemed like an afterthought that they didn't put much time or effort into. It's similar to Target in the fact that it's part of a store selling many other things, but Target still has a decent sized Maternity section. Target's clothing racks are all spaced out evenly, which makes for a boring layout but easy navigation.

The lighting was the same in every store: well lit. The customer of these stores wants to be able to see what they're buying without fuss, and if the lighting is making it difficult for them to see the merchandise they'll most likely just leave the store. Motherhood has ceiling panel lights like Target in addition to spotlights in the front of the store for aesthetics. Old Navy has its own type of lighting with overhead bar lights hanging from the ceiling as well as some spotlights also. Felicity is unique in that it has a medium size white chandelier near the front of the store so the customer knows they're getting a special shopping experience. Simple, round overhead lights provide the extra lighting necessary to keep the store well lit. The signs are different in all the stores, but I saw a limited use of them inside. Old Navy has more colorful, fun signs, which is part of the store's aesthetic, but there wasn't much signage used in the Maternity section. There were only simple signs stating what the clothes were in the store's signature typeface. Motherhood had a large poster in the front of the store advertising their deal they have going on for a \$50 restaurant gift card with a purchase of \$75 to help with pregnancy cravings. I thought this was a brilliant, creative idea to promote sales in the store, and none of the other stores had

anything like it. Felicity's signs are made of crème colored wood with the store's signature typeface, used similarly like Old Navy. The storefront signage is the logo for easy identification. Target just had a large rectangular sign marking the Maternity section



of the store since it has many departments, and it goes along with Target's color scheme and style while getting the point across to the customer.

I found the customer service to be mediocre in most of the maternity stores. It took a long time to get a "hello" or asked if I needed help from the one person working in Motherhood, and no one was around to offer me help in Target, although in the other departments I could find people to help me. Old Navy also had friendly employees all over the store asking if I needed help, but once I was in the maternity section there was no one around and I would've had to track someone down if I needed assistance. Like Motherhood Maternity, Felicity is a store that caters only to women in their pregnancy, whereas Target and Old Navy have several departments and a much broader target market within their stores. Felicity always has at least two people working a shift so guests in the boutique will get the help they need. As for customer satisfaction, it seemed to be good in Motherhood, Felicity, and Target, but Old Navy had so many items on sale and displays that looked like they'd been hardly touched that I'm not sure how well the customers liked it. Old Navy Maternity wear



doesn't seem like anything special and their sales indicate they're having a hard time selling it to their customers. The quality of the clothing seemed decent and standard overall, giving the customer a good product but keeping it within an affordable price range since the customer wants to look cute without spending a lot.

Price points were the other major thing I took note of in each store. Since they're in competition with one another, the prices are in a similar range. I found the product in Motherhood, Old Navy, and Target to be pretty

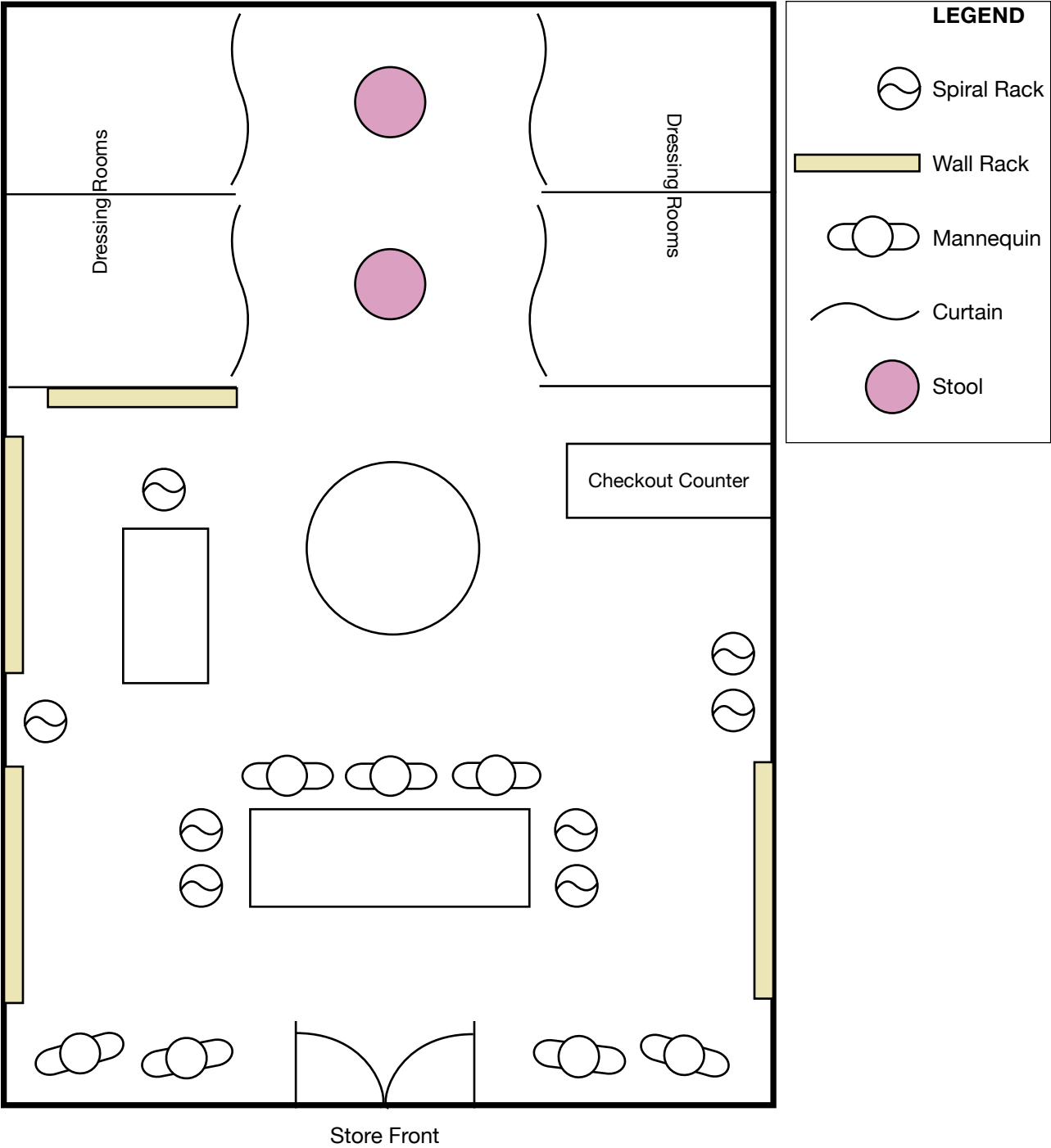
basic and comfy overall, but Target and Motherhood still had a few pieces that were a little nicer. Felicity is all about giving the customer fun, hip clothing during this time in her life, so the styles have a little more zest while still keeping comfort in mind. They still keep their prices in line with the competition even with the added emphasis on style. If the customer just wants run of the mill basic clothing, they can go to Old Navy for those items, but Felicity cares more about being unique and giving the customer what she wants to express her style and still feel young and beautiful. There's no risk in looking boring and frumpy for the Felicity customer.

Old Navy and Target had some of the lowest price points out of the four, but Target's quality of materials and sense of style makes them worth a little more. Old Navy basic tank tops were on sale for \$5 and V-necks for \$8-\$10 in both this store and at Target, compared to Motherhood where a basic shirt was around \$20. Felicity's price range is around the same area as Motherhood, but giving more unique style for the same price. All the stores sell basic shorts and pants for spring and summer, usually in white, khaki, black, and jean. Prices range from \$20-\$30 in all the stores because the customer doesn't want to spend a lot of money on pants since her belly is going to keep growing. While Target had a few dresses to choose from all around \$25, Old Navy didn't have any on their racks. Motherhood and Felicity provide a wider selection of dresses ranging from \$20-\$50. Dresses are a good option for the customer because with the right silhouette and fabric, she can wear it throughout her entire pregnancy, unlike most jeans and pants. Target also had the option of tunics, which are similar to dresses, for \$17. These are also a smart choice because they're comfortable and easy to wear with leggings that only have to be purchased once. Felicity also offers some tunics and nice blouses that can be worn for everyday or special occasion.

The maternity stores that are in competition with one another have some similarities but are still quite different while offering a similar product across the board. There is an obvious focus on comfort for the mom-to-be customer that each store caters to, but Felicity is the one that offers style for an affordable price. This customer isn't going to settle for a boring wardrobe. She wants to show off her growing belly during this special time in her life while keeping in mind that she's still young, fun, and stylish.



Boutique Floor Plan





Boutique Signage

The storefront will display the name of the boutique in its logo text. The customer will be able to recognize the store by this signage, which is also used in the advertisements and promotions.

Inside the store, signs displaying sale racks or sections of clothing will be made of Ash, which is a very light colored wood. They will have the text in pink, shown in the picture. This will add to the aesthetics of the store and keep it cohesive overall.



Organic Femininity

Trend Report
Spring/Summer 2011



Puffed Shapes

Petal Shapes



Textures



Fabrics



Color



Trend Report

Spring/Summer 2011

Research is key to creating a successful line that will appeal to the target market. An upcoming trend for Spring/Summer 2011 is called Organic Femininity. There are five sub-categories that will be incorporated into the Felicity collection for this season. The first sub-category is Puffed Shapes. Volume is becoming popular, and this is not limited to the basic puffed princess sleeve. Fendi interpreted this trend by creating layers to give the sleeve a unique volume. I was inspired by this part of Fendi's Spring/Summer 2010 collection and wanted to mix it into my own designs for the Felicity collection. This trend can also be used for other garments, such as the skirt by D&G. My inspiration for the collection, jellyfish, is all about puffy shapes and volume, so this trend falls right in line with my aesthetic.

Another shape that is becoming popular is the Petal. A classic use of this shape is the petal sleeve, but designers are using it in many different ways, such as the shorts by Valentino and the jacket by Armani. I like the way the layers of fabric create a soft and delicate silhouette, which is my aesthetic for this collection. It's ultra feminine, especially when used with light, sheer fabrics. My ethereal jellyfish inspiration comes to life with this shape when done in organza or chiffon because it is reminiscent of their translucent layers of membrane. The resulting effect is a very graceful, feminine silhouette that is also convenient for maternity wear because it's less constricting.

Another sub-category trend is texture. This not only includes the texture of the fabric itself, but the textures that can be created with the fabric and other treatments. Different textures on the surface of a garment can differentiate one design from the next and make it more memorable. Unique textures make the viewer intrigued and want to touch it, and that's

one way it can become memorable. Different fabrics have their own unique texture, like the sheer, synthetic feeling of polyester organza compared to the bumpy, embroidered surface of synthetic lace. This trend will be incorporated into the Felicity collection by use of different textured fabrics to create the garments as well as using the fabric in special ways to create a texture, such as knotting.

Similar to texture, certain fabrics are going to be more popular come next spring and summer. These fabrics include textured chiffon, organza, and lace. Sheer fabrics with unique texture are the trend, and this falls into the category of ethereal jellyfish inspiration. Felicity is going to use these fabrics in the Spring/Summer collection for 2010, but they must be used in certain ways in order to work for the target consumer. Since the Felicity customer is a pregnant woman, there needs to be some ease in the garments to accommodate her large belly. For this reason, the sheer non-stretch fabrics will be used with knits, like jersey, to make them easier to move in. Stretch lace is also a variation of the trend that will be more appropriate for the Felicity customer.

The last sub-category trend is color. The colors for Spring/Summer 2010 are bright and cheerful. These include saturated colors as well as pastels. Feminine colors such as pinks, reds, and yellows are going to be common, and these are included in the color palette for the Felicity collection.

Trend research is a key part of the design process because the ultimate goal is to sell your product to the consumer, and popular trends frequently influence consumers' spending habits. With the knowledge of upcoming trends, the designer has a better chance of producing a product that will appeal to the target market and ultimately make a larger profit.

The inspiration for the Spring/Summer 2011 line comes from jellyfish. The ethereal effect of their translucent bodies floating through the water was what I wanted to capture in this collection. This will be translated into lightweight, transparent fabrics to create softly draped garments with different opacities. These include lace, organza, chiffon, and jersey. The color palette comes from the inspirational images and consists of bright colors as well as pastels. Designer inspiration comes from Fendi and Valentino's Spring/Summer 2010 Collections. The focus was mainly on the flowy petal silhouettes and shoulder detail.

During my customer's pregnancy, she wants to be comfortable, yet still young and beautiful. The silhouettes and fabrics will give her what she wants and make her nine months of pregnancy even more enjoyable.

Felicity

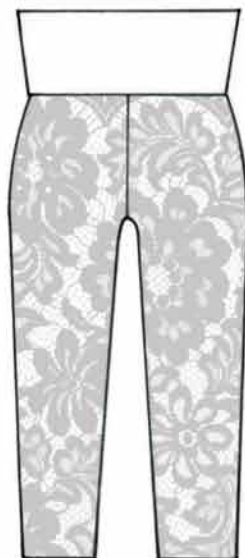
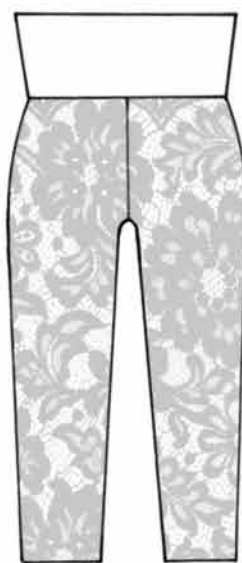
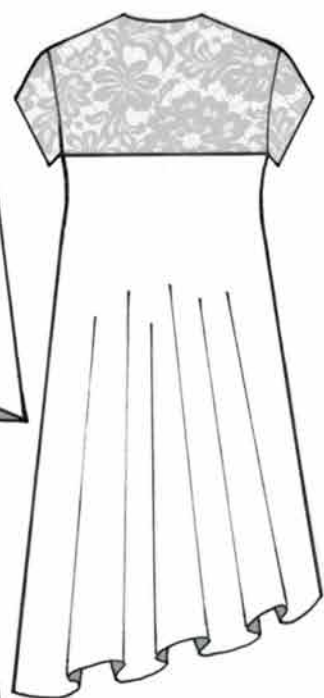
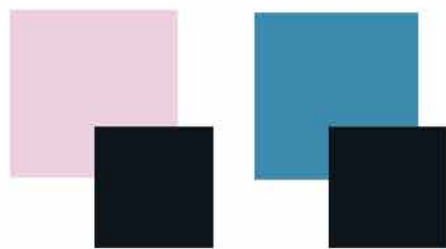
maternity apparel

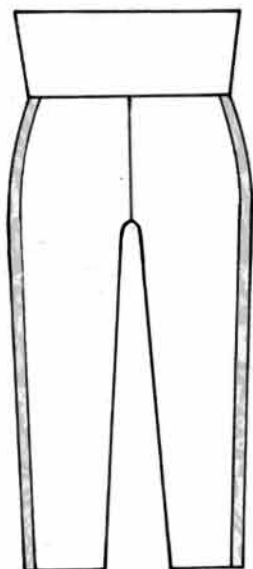
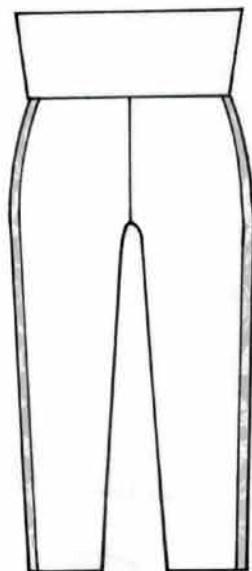
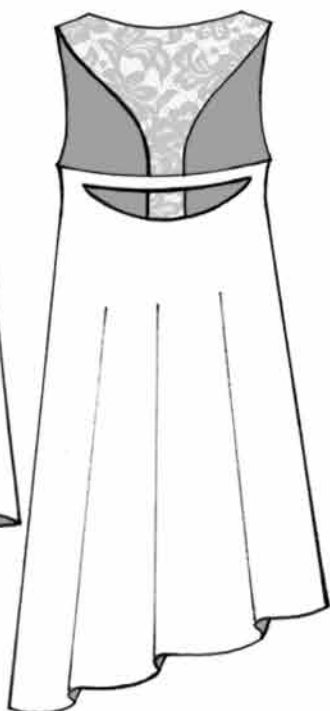
Spring/Summer 2011

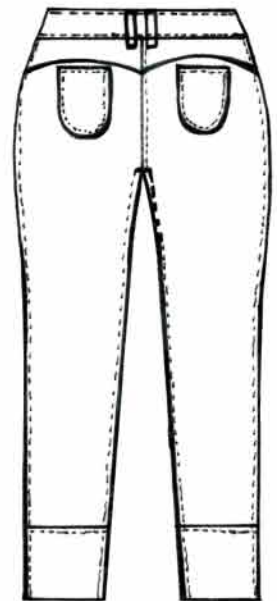
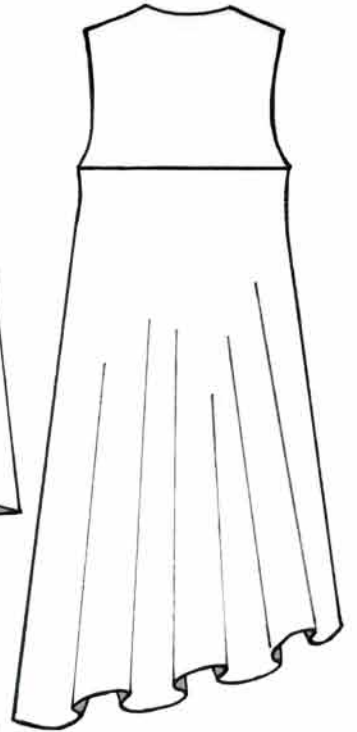
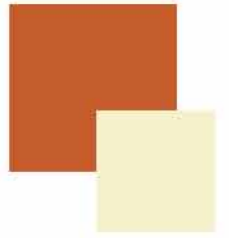


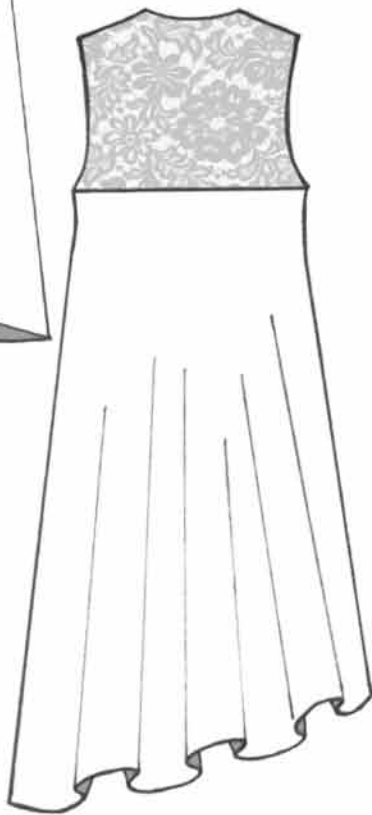
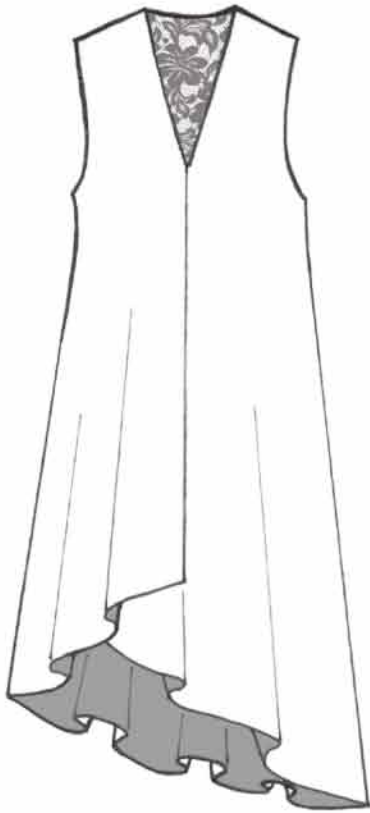
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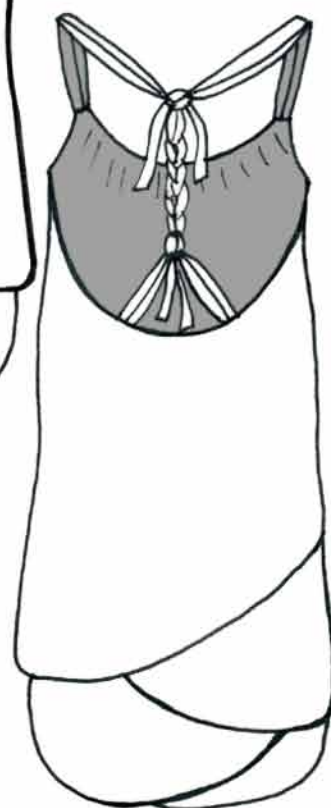
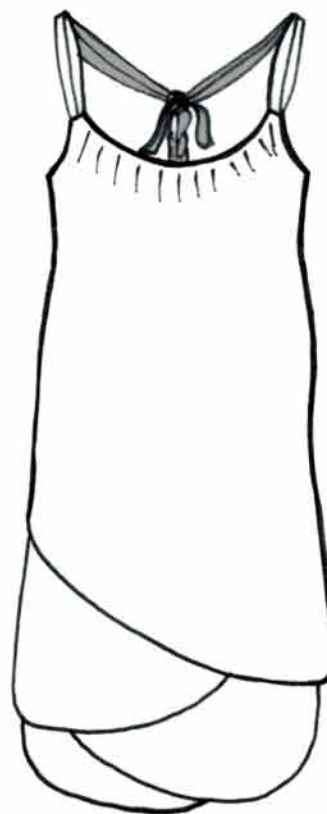
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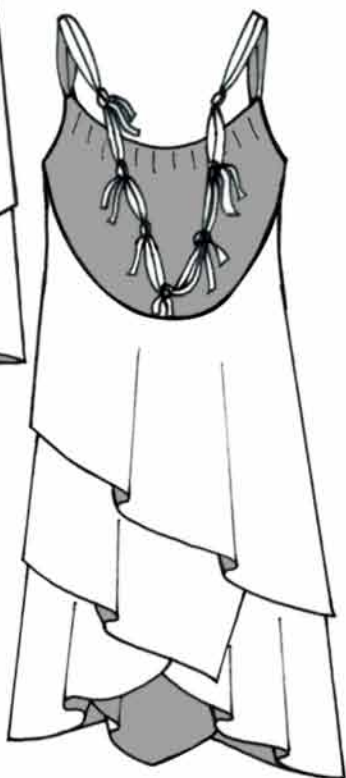
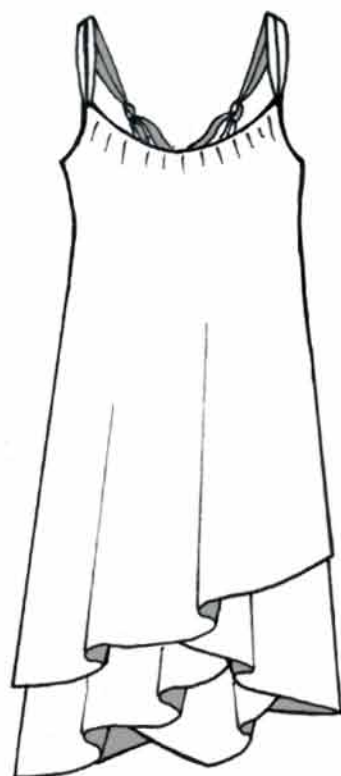


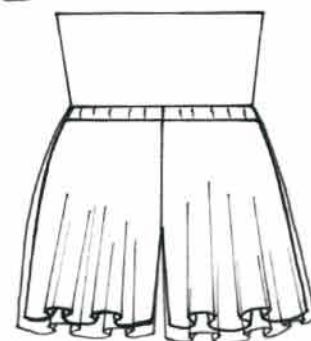
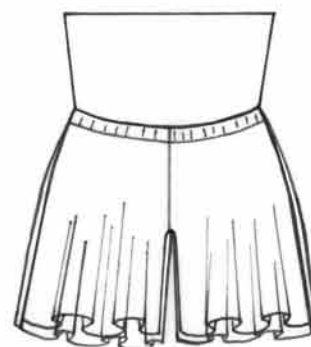
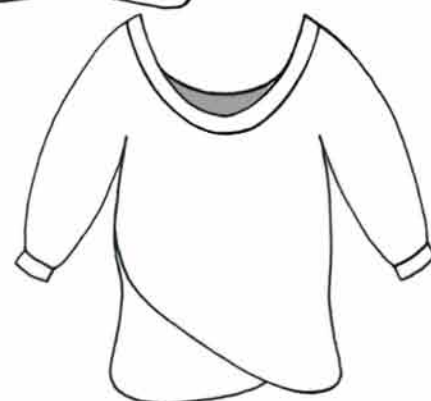


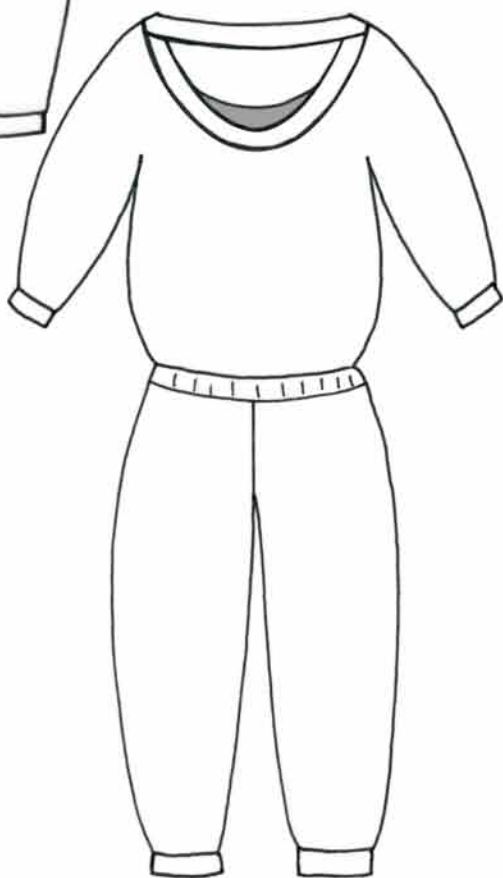
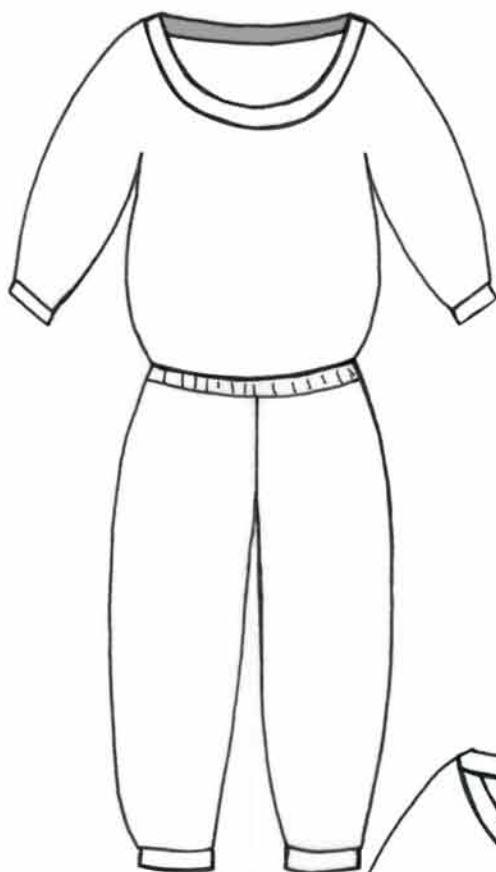
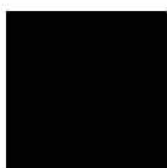












The Felicity Signature Fragrance

Bliss by Felicity

Felicity Maternity Apparel is going to market a signature scent that will be sold in the boutique. Rice flower and Shea butter create a scent that is the essence of the store. When you walk into Felicity, the atmosphere is very clean, feminine, and chic, promoting an environment where moms-to-be can shop just like they did before they developed a baby bump. This scent will waft over the customer as she strolls through the store, reminding her that Felicity wants her to feel youthful and pretty especially during this exciting time in her life.

The rice flower and Shea butter is a warm, soft scent that brings back memories of long summer days spent by the beach back when you hardly had a care in the world. It's a warm and luscious aroma with a touch of freshness that is very clean and soothing to the senses without being strong and overwhelming. The Felicity customer has a lot to do before her baby arrives, which can become stressful at times, and this scent will ease her worries and make her feel like she's back on the beach in the warm summer sunshine again.

Felicity offers this signature scent in a body splash, body wash, and lotion as well as a home fragrance so the comforting aroma can surround her everywhere she goes. The body splash, body wash, and lotion will each market for \$10.00 per 8 oz bottle and \$8.00 per 3 oz bottle for the home fragrance. This will help expand the brand and promote the aesthetic of Felicity even further.



Advertising Campaign for Felicity Maternity Apparel

- I. Goals and Objectives
 - A. Create a brand image that the target market will respond positively to
 - B. Use advertisements effectively that will reach the target market
 - C. Keep the brand image/store in line with its location and demographics
- II. Plans to accomplish set goals and objectives
 - A. Goal: Create a brand image that the target market will respond positively to
 - 1. Youthful, fun, and chic image to match that of the Felicity customer
 - 2. Consistent quality and price points that the customer can rely on and keep coming back to
 - 3. Keep advertisements, boutique, and clothing inventory in line with the qualities of the brand image to ensure consistency throughout all aspects of the brand
 - B. Goal: Use advertisements effectively that will reach the target market
 - 1. Ensure consistent brand aesthetics in advertisements
 - a. Colorful, eye-catching color palette
 - b. Good use of design elements and principles to make a successful ad that is pleasing to the eye
 - c. Youthful, chic energy in the poses, colors, patterns, etc.
 - d. Clean, harmonious design that reflects the clean and chic qualities of the boutique
 - e. Use of logo and slogans to increase familiarity of the brand over time
 - 2. Place ads in a location that will reach the target consumer
 - a. Magazine ads: Pregnancy Magazine, American Baby Magazine, Fit Pregnancy, Elle, Self, and Better Homes and Gardens
 - b. Promotional ad: customer receives a 20% off total purchase coupon to Felicity when you subscribe to Pregnancy Magazine or Fit Pregnancy (postcard coupon inserted in magazines).
 - c. Online shopping available on store's website, www.felicitymaternity.com, to increase accessibility and profits
 - d. Place a standing poster outside the store advertising new inventory and/or sales to attract customers walking by
 - C. Goal: Keep the brand image/store in line with its location and demographics
 - 1. Store is located in Santa Barbara, so make sure the store atmosphere is sleek and clean with a California feel. Special care needs to be taken to keep the store clean and uncluttered: daily light cleaning and organizing by employees, plus monthly intense cleaning

2. Santa Barbara is predominately middle class, so price points must stay consistent and affordable to the average income, which is \$66,844
3. Keep store well lit and sunny to reflect the California beach environment and attract customers

III. Measuring results

- A. Keep a count of how many people visit the website and compare to the number of online shopping customers
- B. Ask store customers to take a survey following their boutique experience and ask questions regarding customer service, store cleanliness, merchandise, customer satisfaction, etc.
- C. Compare sales statistics from before magazine ad promotion, during promotion, and after to see if it was successful and if sales became higher after the promotion
- D. Give customers who shop in the store or online a short survey asking which magazines they read and/or subscribe to in order to gain research on which magazines to continue advertising in

Promotional Advertisement Coupon

20% OFF
ENTIRE PURCHASE!

Receive your coupon when you subscribe to
Pregnancy Magazine or *Fit Pregnancy*

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maternity apparel

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Felicity
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Baby bumps are back in fashion

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