

Custom Costumes

nathan quintana



Inconsistent branding identity.

Lack of promotional material.

Audience is brought in through word of mouth.



Goals:

Create a cohesive branding identity.

Increase customer awareness in the Rochester area.

Increase amount of costume rentals and tailoring orders.

Objectives:

Deliver branding and marketing materials by Noon on April 21, 2014.

Increase costume rentals and tailoring orders by 10% in the 4th quarter of 2014 and 1st quarter of 2015.



Primary:

*Male business professionals (IBM and Mayo Clinic Associates)
35-50 years old, married and single.**

Secondary:

*25-40 year old male and female customers solely interested
in renting costumes or purchasing make up/accessories.**

**Audience willing to spend the extra money on costume
rental and suit alterations.*



ABCDEFGHIJKLMN
abcdefghijklmn

Century Gothic



ABCDEFGHIJKLMN
abcdefghijklmn

Gill Sans MT



style





Costumes with a personal touch.

603 6th Ave NW
Rochester, MN 55901
(507) 281-3777
Fax: (507) 282-4596

customcostumes@gmail.com
customcostumes@rochester.com



April 15th 2013

Nathan Quintana
1633 3rd Ave NE
Rochester, MN 55906

Dear Mr. Body,

Gentle dolapta idellum esse laborop arperavint que in sudpaurtur, iur maiore quatu eum sedgen inell gendia pinnis eum pro dila velatit nactatque labo. An sedo con pila conat ut locuo expere quatun que loccasi, nos dila labo. Nampora de natur? Quidondpam end ut asperum dolapta dolapta orand dolaptopti opti con pro expleat rerunt dolorem la sandissimus pro qui statur adeque nectectum ut quon ut rem ambodis, scienda velatit tamen. Ceperitem animodis aut que con portu dypam di asimporibus maginet pra. Illapra teurmus eum qui magis et et aute tuncit quendis societ tempore et exost exerta nonsemper pilbus et labore nitato rupturitis dolapto exumpatur aut quunds eos dolaptem quam ant.

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Sincerely,

Nathan Quintana



603 6th Ave NW
Rochester, MN 55901



Nathan Quintana
1633 3rd Ave NE
Rochester, MN 55906

business cards (3.5" by 2")






costume tags (5" by 2")

Size: _____
Rental: \$ _____
Deposit: \$ _____
Description: _____

Please **do not remove** tag
unless deposit has been
made prior to rental.

Cleaning Instructions: If
costume is damaged or
soiled, cost of cleaning,
repair, or replacement will
be deducted from deposit
paid for at time of rental.







promotional posters (36" by 48")



WE CAN DO IT!

TAILORING & COSTUME RENTAL



COSTUMES WITH A PERSONAL TOUCH:
customcostumes.com
603 6th Ave NW
Rochester, MN 55901
(507) 281-3777

 **CUSTOM
COSTUMES**

FURS • WOVENS • LEATHERS • COSTUMES • ALTERATIONS • DRESSMAKING

ROMANCE!

PERIOD AND POP CULTURE COSTUMES



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(507) 281-3777

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ACCESSORIZE!

PROFESSIONAL NYE MAKEUP



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(507) 281-3777

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promotional posters (36" by 48")



TAILORING!

DRESSMAKING & TAILORING



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(507) 281-3777

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GLAMOUR!

CUSTOM COSTUMES MADE FOR YOU



COSTUMES WITH A PERSONAL TOUCH.
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(507) 281-3777

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LOOK CHIC!

TAILORING & COSTUME RENTAL



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TAILORING SERVICES

Pant Hem	Patches
Lined Pant Hem	Zipper Replacement
Cuffed Pant Hem	Pant/Skirt Zippers
Prom Dress Hem	Dress Zippers
Plain Sleeve Hem	Suit Sleeves
Lined Sleeve Hem	Sides of Suit Coat
Dress or Skirt Hem	Coat Hem
Pant Waist	Coat Line Sleeves
Stride and Seat	Coat Zippers

All other alterations not listed are time based. Shop fees are \$15-\$50 per hour depending on what you need done. Call us for more details!



COSTUMES WITH A PERSONAL TOUCH.

OUR STORY

Custom Costumes opened for business in 1980. Owned and founded by Carol Hughes, the business started from Carol's own house. Her first costume was inspired by Riff Raff and Magenta from the 70s cult hit The Rocky Horror Picture Show. Finding her own fabrics and wigs, Carol began our beloved costume shop with spandex, quilted silver fabric, hardworking determination, and just a jump to the left!

(507) 281-3777

Call us for all other inquiries!
Located right off of Civic Center Drive

603 6th Ave NW
Rochester, MN 55901



customcostumes.com



FURS • LEATHERS • COSTUMES • ALTERATIONS • DRESSES
customcostumes.com

WE CAN DO IT!

Alongside our incredible collection of Renaissance and Film costumes, we have a large variety of Egyptian styled regalia. When it comes to equipping your needs for costume or Halloween parties of any kind, we are ready to supply! With hundreds of custom accessories, we've managed to gather some of the best jewelry, masks, and headresses around! If you're looking beyond renting a costume, you can also check out our collection of professional NYE makeup!



COSTUME RENTAL

Custom Costumes is your premiere shop for all your costume needs. Our immense inventory features costumes spanning vast time periods and countless films. Almost all of the costumes we rent are hand made out of the finest materials. If you're looking to impress, this is the right place for you! Spend an afternoon window shopping through our decades of history and pop culture!

All costume rentals require safety deposits.



COSTUME DESIGN

Looking for a costume that isn't in our shop? Come in with your ideas and we'll make your dreams happen! Our inventory can only get better with your costume needs. Whether you're looking to keep it forever or just rent it, Custom Costumes is up to the challenge. If you're looking for something hand crafted, or even your own gown for a Renaissance wedding, our doors are open. We've already got one Renaissance wedding under our belt. It's meant to be (or not to be)!



billboard (14' by 48')



A billboard advertisement for Custom Costumes. The left side features a close-up of a man with a mustache, wearing a brown pirate hat and a white shirt with a red collar and gold trim. He is holding a red rose in his mouth. The right side has a black background with a red and white logo consisting of a stylized 'C' and a pen nib. Below the logo, the text 'CUSTOM COSTUMES' is written in large white capital letters, and 'CUSTOMCOSTUMES.COM' is written in smaller white capital letters. A red banner at the bottom contains the text 'FURS • LEATHERS • COSTUMES • ALTERATIONS • DRESSES' in white capital letters.

**CUSTOM
COSTUMES**

CUSTOMCOSTUMES.COM

FURS • LEATHERS • COSTUMES • ALTERATIONS • DRESSES

gant chart

PROPOSED GANTT CHART											SEMESTER/YEAR		Spring 2014				
NAME	Nathan Quintana					PROJECT NAME				Custom Costumes Identity System							
CODE	PHASE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	TOTALS	
1	Research/Ideation	4.00	4.00	4.00	4.00											16.00	
2	Project Proposal	2.00	2.00	4.00	4.00											12.00	
3	Product Photogr				1.00	5.00	5.00	4.00		4.00						19.00	
4	Image Asset Dev					3.00	2.00		2.00							7.00	
5	Copywriting Asset					1.00	2.00	2.00								5.00	
6	Layout Assembly						3.00	2.00	1.00	2.00		2.00				10.00	
7	Preflight										3.00	2.00	5.00	3.00		13.00	
8	Proofing/Editing				2.00		2.00		2.00		1.00		5.00			12.00	
9	Administrative	2.00	2.00	2.00	2.50	1.00	1.00	2.00	2.00	2.00	2.00	2.00	4.00	3.00	3.00	30.50	
10	Other										3.00			5.00	3.00	11.00	
11																0.00	
12																0.00	
TOTAL HOURS		8.00	8.00	10.00	13.50	10.00	15.00	10.00	7.00	8.00	9.00	6.00	14.00	11.00	6.00	135.50	

FINAL GANTT CHART											SEMESTER/YEAR			Spring 2014		
NAME	Nathan Quintana					PROJECT NAME				Custom Costumes Identity System						
CODE	PHASE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	TOTALS
1	Research/Ideation	4.00	4.00	4.00	4.00											16.00
2	Project Proposal	2.00	2.00	4.00	6.00											14.00
3	Product Photogr					2.00	2.00	2.00		7.00						13.00
4	Image Asset Dev					2.00	2.00		2.00							6.00
5	Copywriting Asset															0.00
6	Layout Assembly						2.00	2.00	1.00	1.00		4.00				10.00
7	Preflight										1.00		4.00	5.00	8.00	18.00
8	Proofing/Editing				2.00		2.00		1.00		2.00		3.00	4.00	5.00	19.00
9	Administrative	1.00		2.00	1.00	1.00	1.00	2.00	1.00	1.00	3.00	4.00	2.00	3.00	6.00	28.00
10	Other															0.00
11																0.00
12																0.00
TOTAL HOURS		7.00	6.00	10.00	13.00	5.00	9.00	6.00	5.00	9.00	6.00	8.00	9.00	12.00	19.00	124.00

Labor:

Estimated: 135 hours 30 minutes

Final Total: 124 hours.

Labor costs:

Estimated Labor Cost: \$3832.50

Final Labor Costs: \$3430.00

(\$402.50 under budget)

Deliverables (Printing and Shipping included):

<i>Letterhead (2,000)</i>	<i>\$243.10</i>
<i>No. 9 envelopes (2,000)</i>	<i>\$284.00</i>
<i>Business cards (250)</i>	<i>\$35.92</i>
<i>Clothing hang tags (2,000)</i>	<i>\$266.00</i>
<i>Vinyl posters (10)</i>	<i>\$619.95</i>
<i>Brochures (10,000)</i>	<i>\$1071.97</i>
<i>Garment bags (72)</i>	<i>\$1475.28</i>
<i>Billboard (3 in October)</i>	<i>\$1920.00</i>

Total Production Cost:

<i>Estimated Total:</i>	<i>\$9748.72</i>
<i>Production Total:</i>	<i>\$9346.22</i>

Thank you

