Hidden Voices Analysis and
Development Project

Background

This semester, we have learned about several aspects of the fashion industry. The functions of fashion design, merchandising and marketing are vital aspects that must work together to meet consumer needs and wants. Historically, the fashion industry has lacked diversity in providing apparel products, which we have discussed throughout the semester. In this research paper, we will be analyzing the different functions of fashion in providing apparel products that are more inclusive of U.S. consumers.

Objective

In this research paper, you will discuss and synthesize the following tasks:

1. Research an <u>under-represented</u> consumer identifying their apparel wants and needs. Some examples could be plus-size men or women, people living with disabilities, gender-fluid teens, etc. *(15 points)*

    ● Who is your chosen consumer? You will describe your chosen consumer based on the following:
        ○ Market segmentation by geographics, demographics, psychographics, and behavior. Support with sources. (Ch 2)
        ○ At what stage of the fashion cycle would your chosen consumer most likely participate and consume within? Support with sources. (Ch 1)
        ○ What kind of fashion businesses currently produce fashion products for this consumer? What brands, designers or retailers are trying to produce products for this target market, or should provide products? (Ch 4)
    ● Support this section with the textbook (see suggestions above) and *at least* 1 external source.

2. After understanding who is your chosen target market, you will then decide what fashion products they would want and need. *(15 points)*

    ● What fashion products does the target market need?
    ● What fashion products does the target market want?
        ○ Specifically describe the product categories outlined in Ch 8 – Women's, Men's, Children's and Teen's / category(ies) / Price Zone.
        ○ Or is there a product category not listed in our book that needs and wants fashion product? (Ch 8 and Hidden Consumer lecture)
        ○ What would be appropriate fiber contents and fabric constructions used for each of the product categories listed? (Ch 5)
    ● Support this section with the textbook (see suggestions above) and *at least* 1 external source.

3. What kind of fashion retailer would be best to sell products to your chosen consumer and why? Make sure this is aligned with the fashion cycle you identified above. *(10 points)*
   - Examples: First identify type of fashion retailer – Department, Specialty, Discount, Other. Second, type of sales channel or channels - Brick and mortar, online, social media, Etsy, custom made,department stores, chains, etc.
   - Support this section with the textbook (Ch 11) and *at least* 1 external source.

4. How should the apparel products be communicated and marketed to your chosen consumer and why? *(10 points)*
   - Examples: Social media, high end fashion mags, community groups, etc.
   - Support this section with the textbook (Ch 12) and *at least* 1 external source.

5. Provide 2 support images on your reference page to help us understand your product direction *(5 points)*
   - Examples: Technological advancements in the product, textiles in the product, clear mood board examples, sample of the item itself, etc.
   - These images can be drawn by you on a computer or by hand _or_ copied and pasted from online.

Research Paper Elements *(10 points)*

- Paper should have a clear introduction with a thesis statement and conclusion.
- Writing should be clear, concise and adhere to APA writing style and formatting.
  - Use in-text citations and a reference list for your sources.
  - Headers and title page optional.
  - Since this is a research paper, 3rd person voice is most appropriate. Please maintain a professional/academic tone.
- Double space, 12 pt, New Times Roman, 1" margins
  - Paper length should be 5 pages, not exceeding 6 pages of writing (_not_ including reference pages).
  - The reference pages will include your citations _and_ images. Do not place your images in the body of your paper.
- You must cite the textbook *plus* a minimum of 4 external, quality sources (at least 1 per section).
  - Quality citations should be from academic journals, books, widely read and respected newspapers, marketing firms, magazines, or similar that offer high quality and depth. Wikipedia, top ten lists, short blog posts, or similarly broad/unverified references are not adding enough content and are not accepted unless they supplement beyond the required number of citations. Using such sources as your core citations will result in a lower grade. If you are unsure whether a source meets these expectations, check with the TA.

Outline for Final Research Paper
Identifying Underserved Target Market
(10 points of the total 75 points)

<u>Instructions:</u> To get you starting to think about your final paper and specifically the underserved population you wish to research.

What underserved target market will you be researching?

List 3 sources in APA regarding your chosen underserved population. Give a 3-sentence summary of the article that you could use in your final research paper:

Source #1:
Summary #1:

Source #2:
Summary #2:

Source #3:
Summary #3: