



CRAFTING A SUCCESSFUL PLUS SIZE APPAREL BRAND IN GARMENT INDUSTRY

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ABSTRACT :

Starting a new plus-size brand can be a rewarding and profitable venture. To be successful, it's essential to conduct thorough market research to identify the needs and preferences of the target audience. This includes understanding the size range, style preferences, and price points that appeal to plus-size customers. It's also important to develop a strong brand identity that resonates with the target market and differentiates the brand from competitors.

Creating a diverse and inclusive product line is crucial for a plus-size brand store. The store should offer a wide range of sizes, styles, and colors that cater to different body types and personal preferences. The store's inventory should also be curated with a focus on quality, comfort, and affordability.

INTRODUCTION:

Plus size garments are clothing items specifically designed for individuals who wear larger sizes, typically above the standard size range. These garments are created to cater to the unique body shapes and proportions of plus size individuals, providing comfortable and stylish options that flatter their curves and promote body confidence.

The plus size garment industry has seen significant growth in recent years, as there has been a growing demand for inclusive and diverse clothing options for individuals with curvier bodies. This industry segment recognizes that fashion should not be limited to a particular body size or shape, and strives to provide fashionable and well-fitting clothing for individuals of all sizes.

Plus size garments come in a wide variety of styles, ranging from casual wear to formal attire, and encompass a diverse range of clothing items such as tops, dresses, bottoms, outerwear, and activewear. These garments are designed with special consideration for fit, comfort, and functionality, taking into account the unique proportions and needs of plus size individuals.

Objectives:

- To design and construct a shirt for plus size men
- To study the plus size men and problem they face while selecting shirt in the market
- To get the summery and analyses based on the review

Market study :

Plus Size is a a term used by Fashion Industry to define human bodies that are larger than the average human body. And the term Plus Size Clothing in Fashion Terminology is known as clothing that fits humans who are slightly on the other side of the normal or average available clothing. Also sometimes called as oversize or extra large or XX large, this term is wrongly directed towards women only which I believe is kind of prejudiced. Plus Size Clothing also refers to clothing worn by men who are slightly are more larger than the normal human being.

Methodology

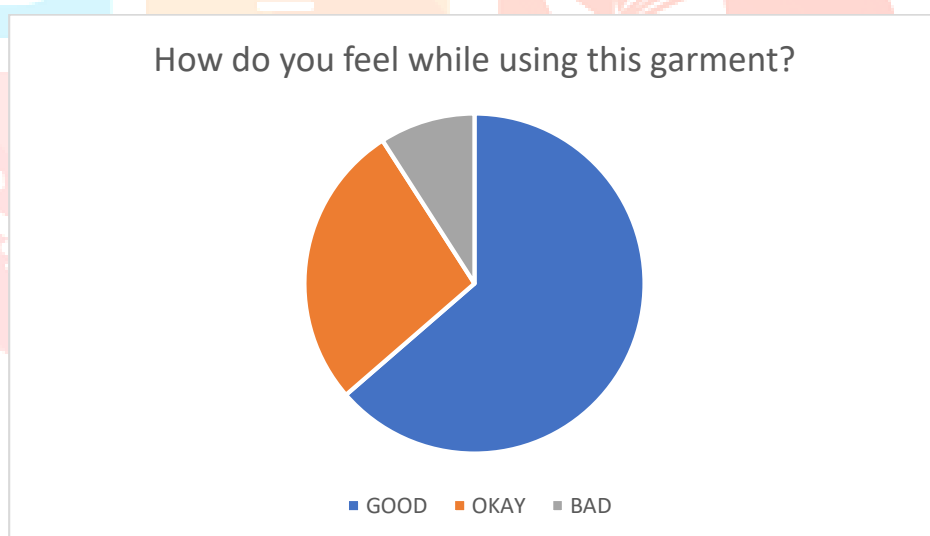
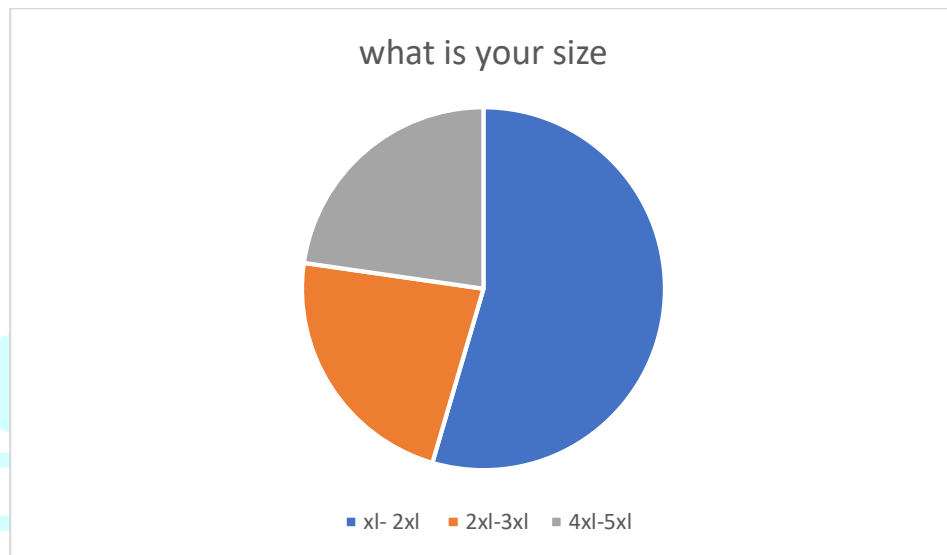
1. **Conduct market research:** Start by researching the plus-size market to identify gaps in the industry and the specific needs and preferences of the plus-size demographic. This research will help you create a brand that resonates with your target audience.
2. **Develop a brand identity:** Define your brand's core values, mission, and unique selling proposition. This will help you stand out from other plus-size brands in the market and connect with your target audience.
3. **Design products:** Create clothing designs that are stylish, comfortable, and flattering to plus-size bodies. Work with a team of designers and pattern makers who understand the unique challenges of designing for plus-size customers.
4. **Determine sizing and fit:** Develop a sizing system that accurately reflects the size and shape of plus-size bodies. Conduct fittings and product testing with plus-size models to ensure that your products fit well and are comfortable to wear.
5. **Choose materials :** Select high-quality materials that are durable and comfortable for plus-size bodies. Identify reliable suppliers who can provide these materials in bulk.
6. **Develop a marketing strategy:** Promote your brand through social media, influencer partnerships, and targeted advertising campaigns. Use inclusive and diverse marketing messages that resonate with your target audience.
7. **Monitor and adapt:** Track your sales and customer feedback to identify areas for improvement. Continuously adapt your product offerings and marketing strategy to better serve your customers' needs and preferences.

Analysis:

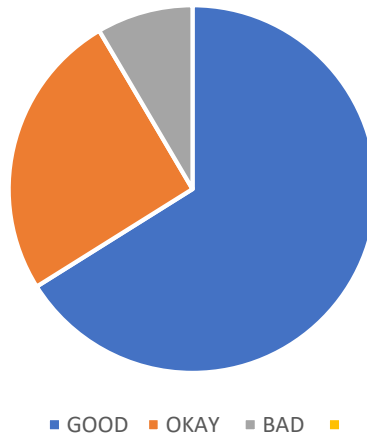
The research started with a basic object of this problem faced by a plus size by a plus size men. The option available in this ready made shirt are very limited and expensive too. I designed and construction a set of shirt collection for the plus size men. The same I was given sixty (60) plus size men's. The over all result I have getting from every one was highly satisfied in FIT , COMFORT and LETCRE.

RESULT:

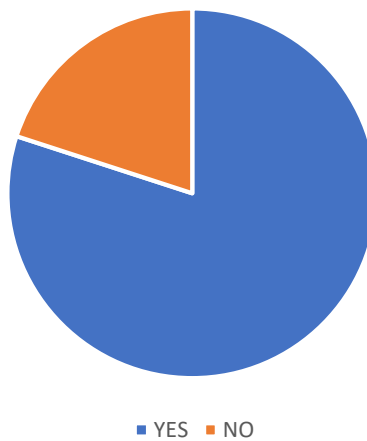
After conducting a review of the plus-size brand, the overall result is positive. The brand has been found to offer inclusive sizing options, trendy designs, and high-quality materials, which have been appreciated by customers. Many reviewers have praised the brand for its commitment to promoting body positivity and providing stylish clothing options for plus-size individuals. Customers have noted that the brand's clothing is comfortable and well-fitting, with attention to detail in terms of construction and fit for plus-size bodies. The brand's designs have been lauded for being fashionable and on-trend, offering a wide range of styles for different occasions, from casual wear to formal attire.



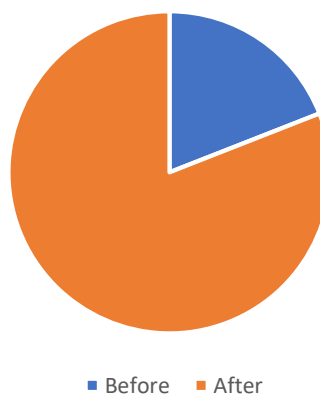
Did you feel comfort to wear this garment ?



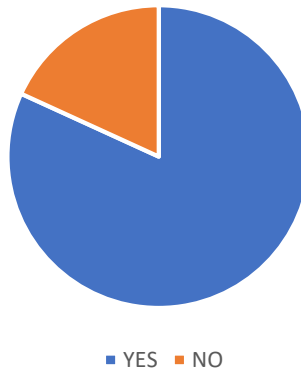
Will you buy this garment ?



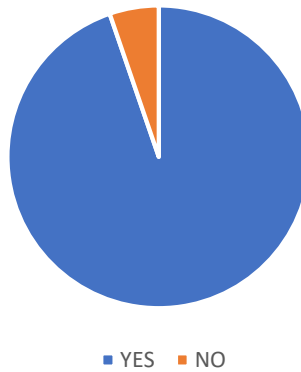
Before using and AFTER after when you feel the fit ?



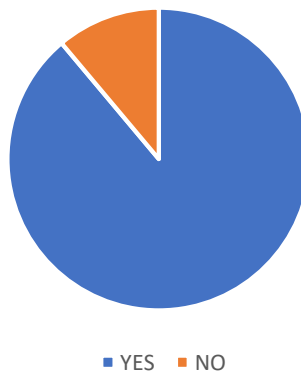
Do you feel right style of this garment ?



Are you satisfied for this problem ?



Will you suggest your friend and family ?



Conclusion:

the new plus-size brand has received positive reviews overall. Customers appreciate the inclusive sizing options, trendy designs, and high-quality materials. The brand has been commended for its commitment to body positivity and providing stylish options for plus-size individuals. Some reviewers have mentioned improvements that could be made in terms of pricing and availability of certain sizes, but overall, the brand has been well-received by the plus-size community. With its focus on size inclusivity and fashion-forward designs, the brand is poised to become a go-to choice for plus-size individuals seeking stylish and comfortable clothing.