



TURN IT UPCYCLE **FOREVER 21**



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FASM 400-N01
PROFESSOR P DESHIELD



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ABOUT OUR HAIR ACCESSORIES

Forever 21 is introducing a sustainable hair accessory line that is made out of fabric from clothing that our customers donate to us in order for Forever 21 to give back to our customers and the environment. The hair accessories which will be headbands and scrunchies can be styled with many different looks and can be worn for all types of activities.





Chloe

Demographics

Age: 19

Generation: Gen-Z

Location: Manhattan, New York

Income: \$10,000

Household Income: \$200,000

Education: Achieving BFA at FIT for Packaging Design

Occupation: Babysitter

Relationship Status: Single

Active Social Media: Instagram, TikTok, X, Snapchat

Psychographics

Values:

- Family and friends
- Quality time

Lifestyle:

- Positive attitude towards life
- Staying active daily

Hobbies:

- Being crafty and creative
- Getting brunch with her friends
- Reading mystery novels

COMPETITION

The biggest headbands and scrunchies in terms of competition would be Lululemon. They have the same target market as Forever 21. However, they do not offer sustainably friendly options. Their pricing is also much higher than Forever 21's when it comes to comparison for retailing at \$8.00 each.

Another competitor would be Natural Life. They sell hair accessories with the background of being nature-friendly and free-spirited. However, their products tend to be sustainable, differing from up-cycling previous items. Their most popular headband known as the Boho Bandeau® retails for \$14.00.

Scunci by Conair is a comparable competition as they are rated the #1 hair accessory brand. However, the brand has not focused on sustainability or changing up its core products according to trends. Their scrunchies retail for \$6.49 and headbands for \$5.49.



OUR SUSTAINABILITY INITIATIVE

Our product is truly sustainable because we will be using donations collected of used or preloved Forever 21 clothing items to turn them into hair accessories. This line will provide sustainability for the waste of clothing into a new item that will be repurposed.

FOREVER 21 



WHY DO CUSTOMERS LOVE OUR HAIR ACCESSORIES?

Uniqueness

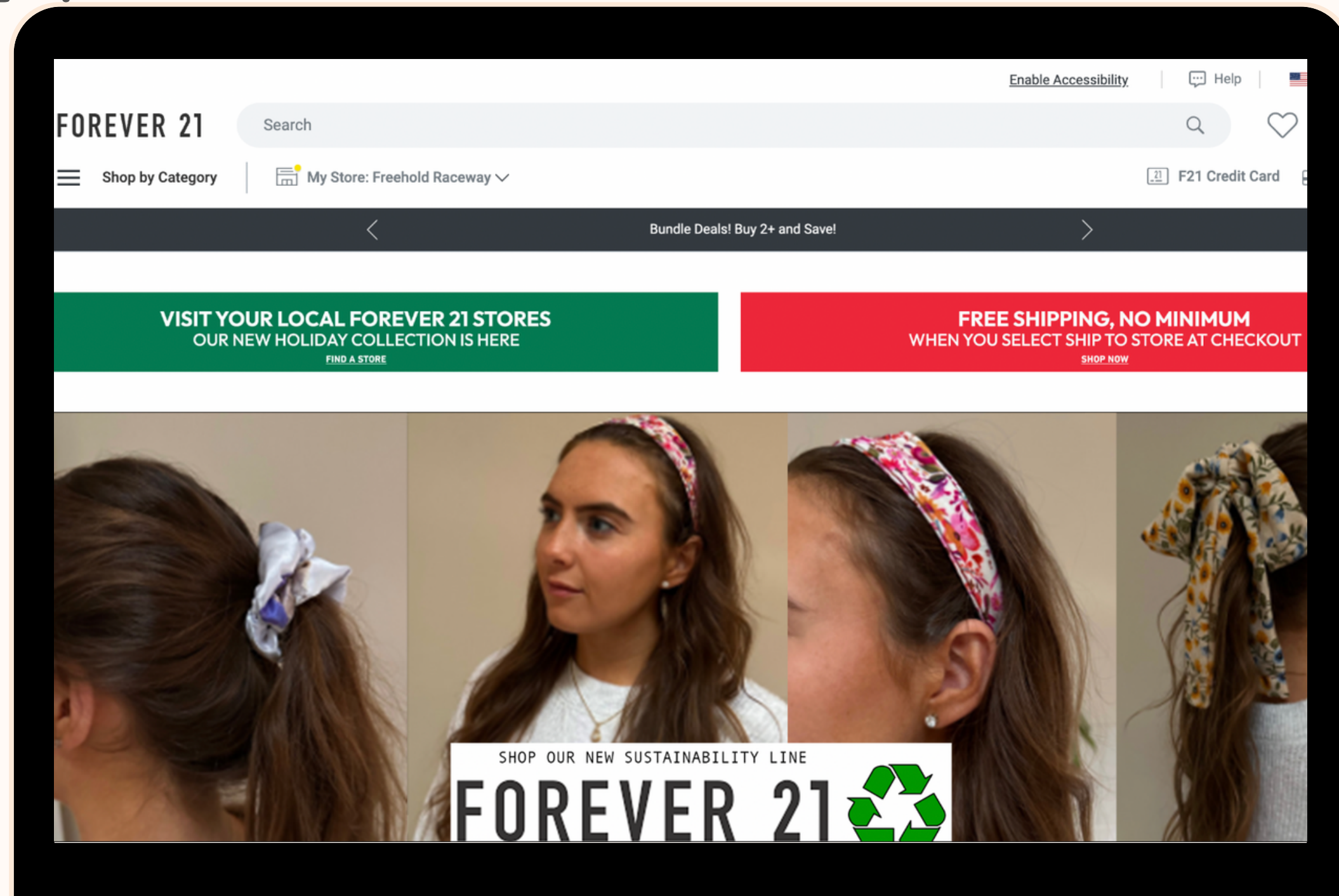
Our products will be curated with 100% reused Forever 21 branded items. We will be following current hair trends, bringing back the '90s cotton headband, as well as scrunchies that improve hair health in comparison to hair ties.



Pricepoint

Our price-point in comparison to our competition will be significantly lower. By using donated items our cost per product will be zero. Only having to pay for the cost of manufacturing the accessories. Headbands will be valued at \$4.99 and scrunchies for \$2.99.

ONLINE MOCKUP CAMPAIGN



MOCKUP CAMPAIGN



HAIR ACCESSORIES



SOURCES

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THANK YOU