

BROOKE MCKEE  
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BGM



SUSTAINABLE GARMENTS SOLD ON A PLATFORM THAT PROVIDES BODY EMPOWERMENT & STYLE EDUCATION. THIS COMBINATION OF RESOURCES IS INTENDED TO FOSTER CONSUMERS THAT USE THEIR PURCHASING POWER FOR GOOD. IMPROVING THE WAY THEY CONSUME, WEAR, AND ADVOCATE FOR FASHION.

THE GOAL OF BGM IS TO EDUCATE THE CONSUMER ON HOW TO WEAR/MIX & MATCH ITEMS FROM THE COLLECTION. OUR BRAND WOULD SHOWCASE THE VARIETY OF WAYS CURRENT COMPANIES CAN INCREASE SUSTAINABILITY AND CUT DOWN ON WASTE BASED ON OUR PRODUCT DEVELOPMENT MODEL FOR MASS MARKET UPCYCLING

#### **SUSTAINABILITY INITIATIVE**

-SOURCING EXCESS FABRIC/GARMENTS FROM INDUSTRY WASTE/GARMENTS AT THE END OF THEIR LIFECYCLE

-SORTING GARMENTS TO ASSESS WHAT MATERIALS, COLORS/PATTERNS, GARMENT TYPES ARE VIABLE FOR REPURPOSING

#### **PRODUCT DEVELOPMENT PLAN**

-DESIGN GARMENTS BASED ON AVAILABLE MATERIALS. *WEBSITE WILL SHOW THE CONSUMER VARIOUS OPTIONS OF HOW EACH PIECE MIGHT DIFFER, ONE-OF-A-KIND GARMENTS WITH A BASELINE CONCEPT FOR THE CONSUMER TO GO OFF.*

-MOST GARMENTS WILL HAVE ADAPTIVE QUALITIES IN ONE FORM OR ANOTHER. *WEBSITE WILL PROVIDE OPTIONS FOR ADDITIONAL CUSTOMIZATION OPTIONS ON CERTAIN GARMENTS. INITIAL DESIGNS/PATTERNS WILL INCLUDE ALL CUSTOM OPTIONS TO ENSURE QUICK/STREAMLINED PRODUCTION OF GARMENTS.*

#### **WEBSITE INCORPORATION**

-WEBSITE ELEMENTS WILL INCLUDE CLO3D TO CREATE AN INCLUSIVE SHOPPING APPROACH THAT ENCOURAGES USER TO IMAGE IN THE GARMENTS ON THEMSELVES AND IN THEIR CLOSETS



Seeking a shopping solution that satisfies their specific needs to help build a long lasting wardrobe that empowers their personal style.

Price Point: Better (\$75-\$200)

Preferences: Multi-use & seasonly versatile garments.  
Personalized consumer shopping experience.  
Adaption for height needs.

Personality: Socially responsible.  
Frequent thrifter.  
Life of the party.







Utilizing the unique features on existing garments for the advantage of our new creations. Each creation aims to have broad wearability, as well as longevity of style, to promote sustainable consumerism. BGM strives to make mass market fashion feel one-of-a-kind.



# MOODBOARD





## YOUR MEASUREMENTS

HEIGHT:	BICEP:
WEIGHT:	THIGH:
INSEAM:	ARM LENGTH:
BUST:	OTHER:
WAIST:	OTHER:
HIPS:	OTHER:

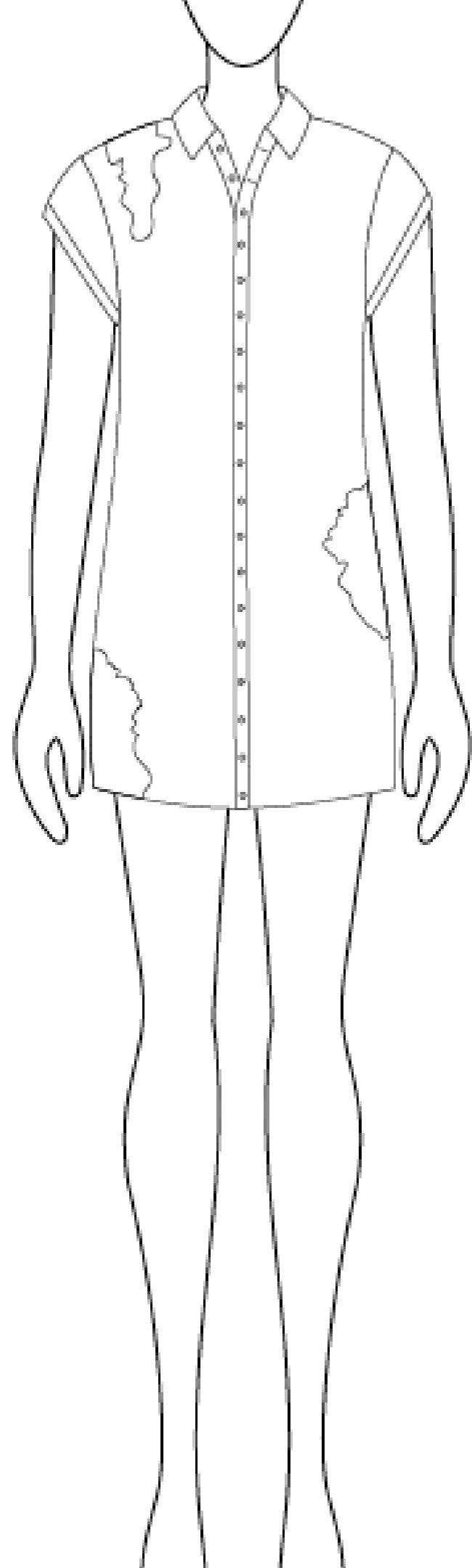
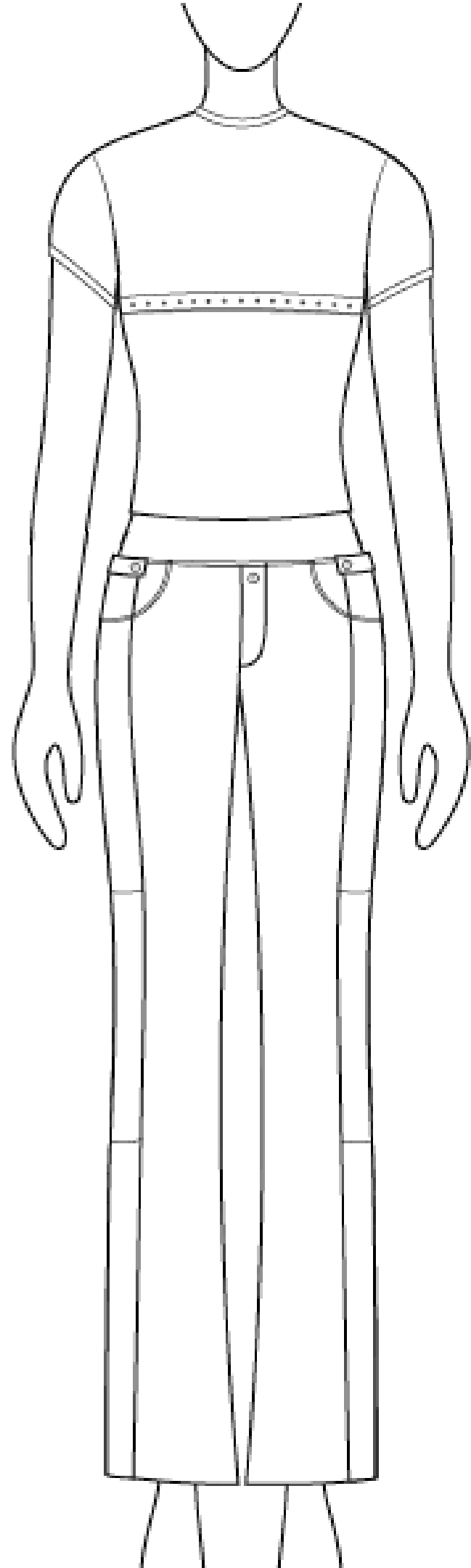
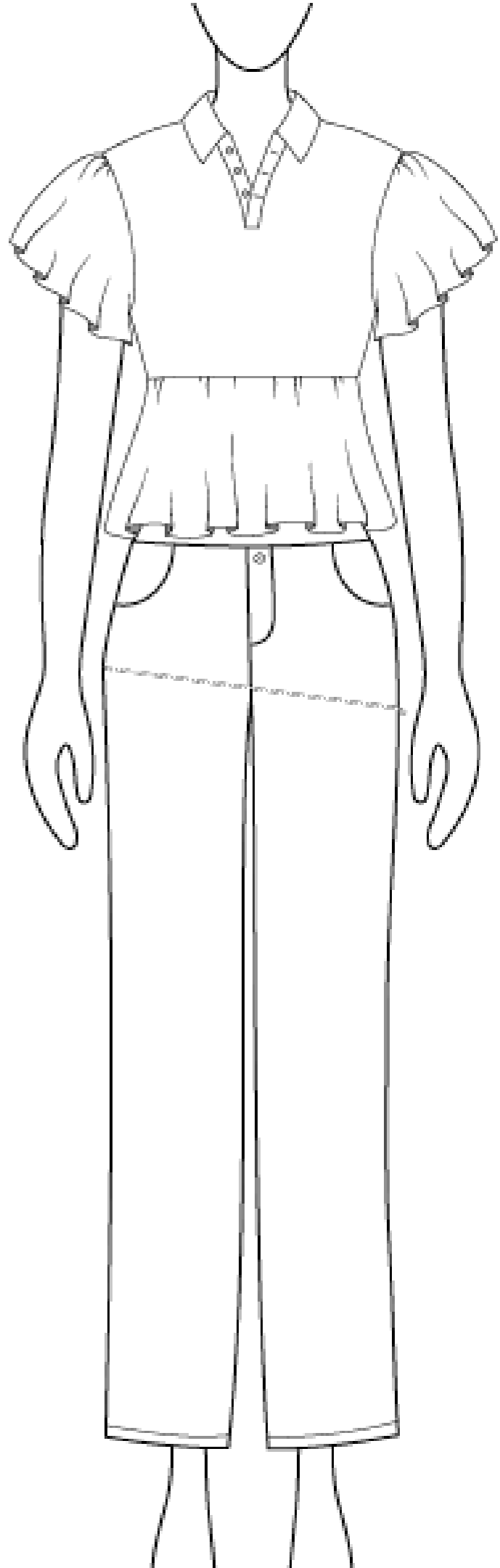


RELOAD AVATAR

# BGM & CLO3D

BGM WILL UTILIZE CLO3D ON THE E-COMMERCE WEBSITE. THIS WILL ENABLE CONSUMERS TO INPUT THEIR PERSONAL MEASUREMENTS, WHICH WILL THEN CREATE A PERSONAL AVATAR. THE WEBSITE WILL THEN SELECT THE CORRECT GARMENT SIZE FOR THE USER.

THE CUSTOMER WILL BE ABLE TO SEE HOW THE GARMENT WILL APPEAR ON THEMSELVES BEFORE PURCHASING. THIS WILL HOPEFULLY LEAD TO HAPPIER CUSTOMERS, AND FEWER RETURNS, WHICH IN TURN WILL LEAD TO MORE SUSTAINABLE AND PROFITABLE BUSINESS PRACTICES.



B

COLLECTION





BOOKED







G

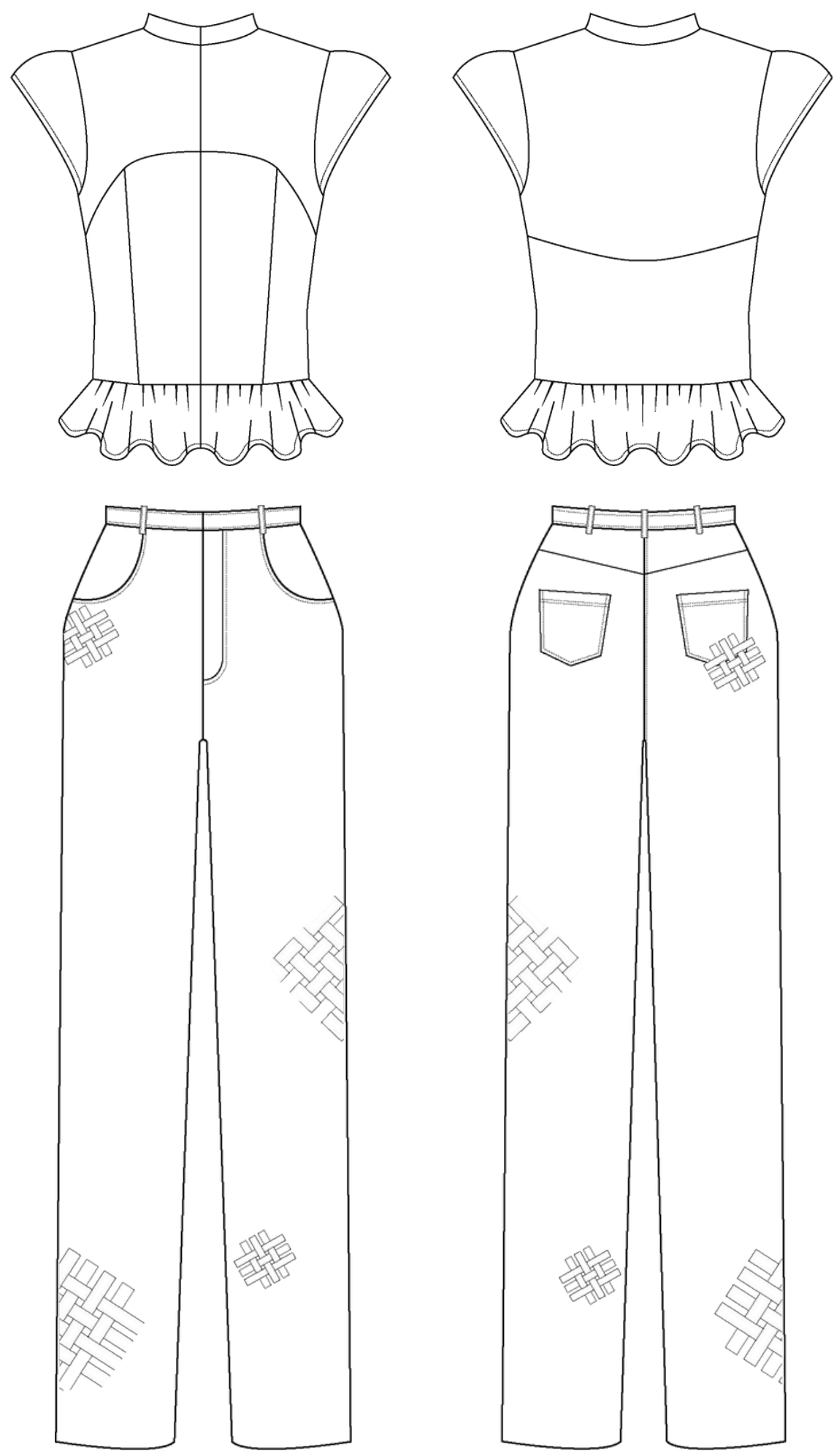
COLLECTION



# GRACE



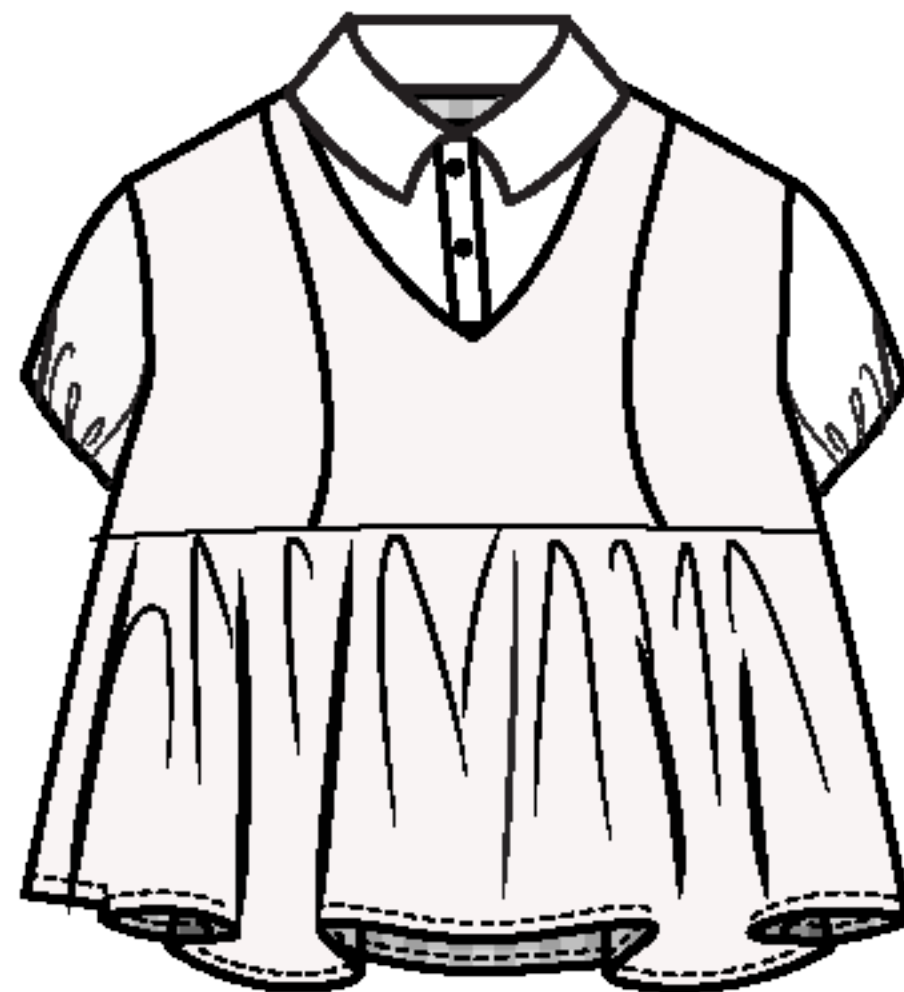
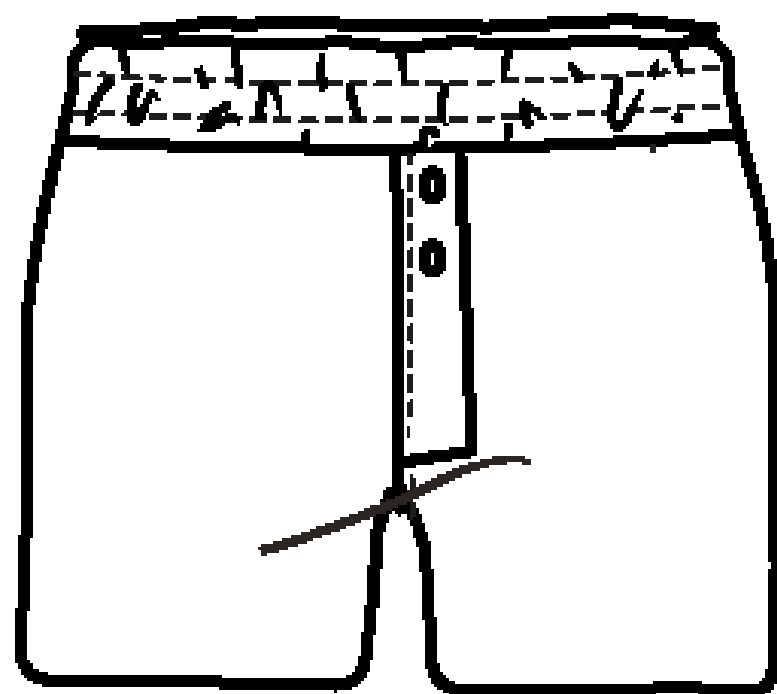
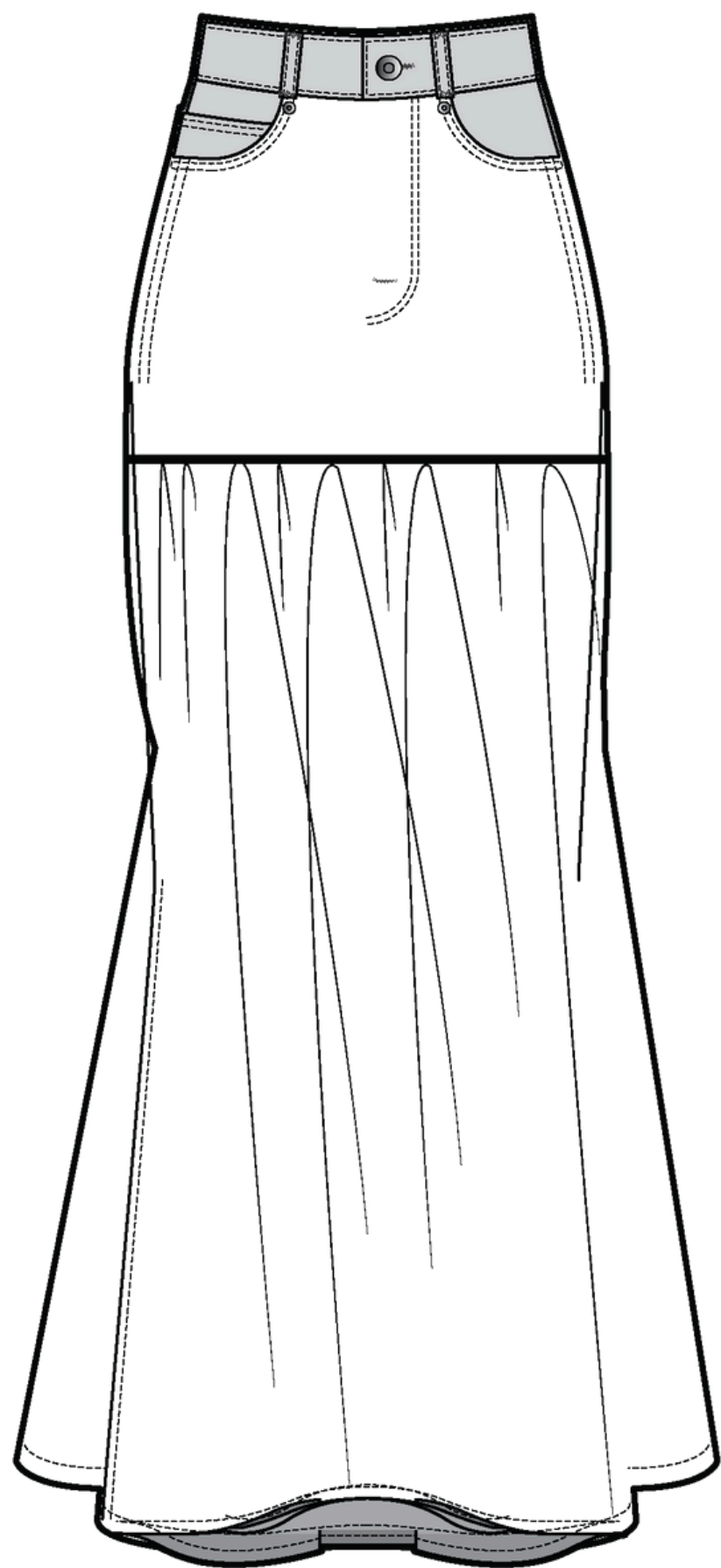




# TECH SKETCHES & DETAILS







M

COLLECTION





MIRRA

