**Nicolette Primevère: Celebrating Real Women**

Mission Statement: Nicolette Primevère will fill the hole in the market that is geared towards assisting the growing market of young, plus sized women, ages 18 to 25, who crave fashion forward trends that are largely not available to plus sized women.   Our goal is to have our clients embody power and beauty in our apparel.

Vision Statement: In the next five years, Nicolette Primevère will be the number one brand that serves real women who have curves and wish to celebrate them with up to date fashion trends, to inspire them to succeed, and get a new lease on life.

At Nicolette Primevère, we understand that today’s modern woman is not the one walking down New York’s fashion runways. She’s the one who watches those stick thin models and wishes that those clothes came in her size. She’s the one who struggles to find clothing in which she feels confident and free. She’s the one who doesn’t understand why nothing ever seems to work out in the department store. According to a SizeUSA national survey, the average American woman is a size 14, which in our society is considered “Plus Size”1. In 2006, the International Journal of Obesity stated “[being] perceived overweight and the drive for weight control have often been characterized as irrational and hazardous, especially for young women, who are viewed as pursuing absurdly thin ideal weights and risking their physical and mental health”2. At Nicolette Primevère we want to discourage this dangerous train of thought and instead offer these *normal* women the chance to wear something that is fashion forward, similar to what they see on the runway, and find it in a store near where they live and one that they recognize; Target Inc.

Target currently has a plus sized options, but has ignored the fashion forward trends that plus sized women would like to wear. Target, instead, focuses on incorporating outside designers in their juniors section seasonally. The market for plus sized young women is growing every year in America, and their needs are not being met. The market has not yet started catering to this large customer base. Having the brand sold at Target puts Nicolette Primevère right under the nose of our target market, and it will be in the same price points as some of the “designer” brands at Target. The brand will be updated seasonally, in sizes fourteen to twenty-eight, and will have the latest silhouettes and trends available. For this Fall 2012 collection the trends will include, Aviation Themes, Lace, Military Themes, Classic City Girl, Chic Office apparel, and 1980’s inspired Cutout clothing.

1 Zernike, K. (March 1, 2004).

2 Haase, Steptoe, & Wardle, p. 645

One of Nicolette Primevère’s competitive advantages is that fashion forward clothing marketed toward plus sized young women are not found in brick and mortar stores. There are some competitors online, and though the online market is growing, many women prefer to try on their clothing before purchasing. If the line is sold in Target stores, then there will also be availability online through their store, to capture online shoppers. One of our weaknesses is that many women have psychological barriers, and do not wish to be considered plus sized, making them wear clothing that is too small for them. Nicolette Primevère hopes to diminish this fear, by giving the women something that they are proud to wear, even it if is a size 16. Our price points will also be appealing to our customers. Our Lace inset top will only be $29.99. Women will love this top because it can be paired with their favorite jeans, or skirt and can be dressed up or down. In this economy, versatility is key when dressing the modern plus size young women. They do not want to buy items that will only be in style for a few months, they want something that can be paired with many different things that they already have in their closet. Our Military double-breasted coat is only $89.99 but is guaranteed to be worn for many years to come. The 1980’s inspired cutout little-black-party-dress is definitely still going to be in style through 2013. Another trend that will be represented in the line is a chic office look that will include a silk blouse, pencil skirt, and cropped jacket. This entire ensemble will cost $29.99 for the top, $39.99 for the skirt, and $39.99 for the jacket. Each of these items can be mixed and matched with other items in the Target store, and also pieces they have in their own closet. Our faux fur/faux leather Aviator jacket will only be $69.99. The 1950’s evening party dress, will flatter curvy silhouettes, and will be a classic that will last for years, for only $49.99. These price points will be achievable because of the mass quantity that will be ordered from the suppliers, and will be similar to price points that Target already has in their store for the designer lines in the junior section.

Nicolette Primevère has the staying power of many of the most common brands in Target stores, and the affordability is sure to bring more customers back every season. This young plus sized market needs this brand to be available to them because they have been ignored. Because this market is so starved for a fashion forward plus sized brand, Nicolette Primevère will be an immediate success.

Bibliography

Haase, A. M., Steptoe, A., Wardle, J. (April, 2006). Body image and weight control in young adults: international comparisons in university students from 22 countries. *International Journal of Obesity*, Vol. 30 Issue 4, p644-651.

Zernike, K. (March 1, 2004). Signs of Expansion From Head to Toe. *New York Times*