



Friday Fashion

Allison Friday



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Friday Fashion

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Executive Summary

Friday Fashion is a sustainable clothing brand that combines style, affordability, and environmental responsibility. The company designs and sells eco-friendly apparel made from ethically sourced materials, offering customers a way to look good while doing good for the planet. Friday Fashion serves socially conscious shoppers aged 23–65 who want trendy, high-quality clothing without the guilt of supporting wasteful fast fashion. The brand's mission is to make sustainability accessible, stylish, and transparent.

The business solves a major problem in the fashion industry: the lack of genuinely sustainable options that are both fashionable and affordable. Many consumers feel frustrated by overpriced “eco” brands or misleading greenwashing claims. Friday Fashion bridges that gap by producing small-batch collections using responsible materials and honest marketing. The company's main products include tops, dresses, and casual wear designed for everyday comfort and modern style. Revenue comes from online sales, pop-up events, and limited-edition drops that create excitement and exclusivity.

Friday Fashion's biggest goals are to build a loyal community of customers who value ethical fashion, expand its online presence through social media and influencer partnerships, and establish itself as a trusted name in sustainable style. In its first year, the company aims to achieve consistent monthly sales growth, host successful pop-up events, and reinvest profits into new collections and eco-friendly packaging. By combining transparency, creativity, and purpose, Friday Fashion is positioned to redefine what sustainable fashion looks and feels like for the modern consumer.

Mission

Friday Fashion's mission is to create stylish, affordable, and sustainable clothing that empowers people to look good while making a positive impact on the planet. We are committed to transparency, ethical production, and small-batch designs that reduce waste and elevate conscious fashion. Our goal is to inspire a community that values quality, responsibility, and everyday style with purpose.

Identity

Friday Fashion is a purpose driven brand focusing on sustainability, transparency, and ecofriendly craftsmanship. Fashion needs to honor both people and the planet, so by using organic materials and environmentally smart practices we can achieve this. Our company's identity is creating timeless style with a positive world impact.

The Product

We offer hand crafted clothing and accessories from ethical and responsible resources.

The Leadership

Allison Friday founded the company, and serves as the CEO.

The Competitors

Sustainable fashion is a rapidly growing market with both large and small brands competing to meet the rising demand for eco-friendly clothing. Companies like Reformation, Everlane, and Whimsy + Row have built strong reputations through high-quality materials, stylish designs, and messaging centered on ethics and transparency. Their branding is polished, their aesthetics are appealing, and they have successfully positioned themselves as leaders in the sustainable fashion space. However, despite their strengths, these brands often fall short in accessibility. Their prices are high, their sizing can be limited, and many customers question how truly sustainable their practices are, especially when overproduction and greenwashing remain common issues in the industry.

Friday Fashion enters the market by addressing the gaps these competitors leave behind. While existing brands offer sustainability, they rarely combine it with affordability, inclusivity, and trend-forward design — all of which today's consumers actively want. Friday Fashion stands out by offering genuinely eco-friendly clothing at a more accessible price point, with transparent practices and styles that feel current, flattering, and wearable. By focusing on inclusivity in sizing, honest sustainability, and designs that match the energy of modern shoppers, the brand becomes a more approachable and trustworthy alternative. This combination of style, transparency, and affordability positions Friday Fashion to compete effectively in a market where many customers feel underserved by existing options.

Business description

Friday Fashion is a sustainable clothing brand created to offer stylish, affordable, and eco-friendly apparel for people who want to look good while making responsible choices. The business exists to solve the growing frustration with fast fashion's waste, low quality, and misleading "green" claims by providing genuinely sustainable, small-batch pieces made from ethical materials. Friday Fashion blends modern style with conscious production, giving customers clothing they can feel confident wearing—both in quality and in impact.

Friday fashion solves the problem that Many shoppers who genuinely want to buy environmentally friendly clothing feel frustrated because most "sustainable" options are either extremely expensive, poorly designed, or not truly eco-friendly. Customers often find that the clothes marketed as green are plain, unflattering, or made with materials that don't last, forcing them to repurchase items more often. This creates stress, wastes money, and leaves people feeling like they have to choose between their style and their values. Even when brands try to be ethical, the industry's overproduction problem means nearly 30% of clothing is never sold, and less than 1% of materials are recycled into new garments, contributing to massive global waste. Shoppers who care about the planet are left sorting through misleading labels, greenwashing, and inconsistent quality. As a result, they struggle to find fashion that is affordable, trendy, and genuinely sustainable. This gap leaves customers feeling discouraged and underserved by the current fashion market.

Friday Fashion solves this problem by offering genuinely sustainable, trendy, and high-quality clothing that customers can actually afford. Every piece is made with responsibly sourced materials and produced through environmentally conscious practices that reduce waste instead of adding to it. Unlike many brands that rely on greenwashing or overpriced basics, our designs are stylish, well-fitting, and built to last, giving customers both confidence and value. By prioritizing transparency in our supply chain and production methods, we help shoppers understand exactly how their clothing is made and why it's better for the planet. This approach meets the growing demand for ethical, long-lasting fashion, especially as consumers shift toward sustainable brands to combat pollution and support fair labor. With the fashion industry generating 92 million tonnes of textile waste each year, our solution offers a meaningful alternative that reduces environmental harm. Friday Fashion empowers people to make better choices without sacrificing style, comfort, or their budget.

Market Analysis

Target Market

Friday Fashion's target market includes adults ages 23–65 who are actively seeking stylish, sustainable clothing, a demographic shown to value eco-friendly fashion across generations. Research from Lifestyle Monitor confirms that consumers in this age range increasingly prioritize sustainability when making clothing purchases. Our customer base will be primarily female, as studies show that women drive the majority of sustainable fashion consumption and are more motivated by ethical and environmental values. Friday Fashion will operate both online and in Los Angeles, a region where nearly 45% of shoppers express interest in responsible fashion but struggle to find affordable options. This location gives us access to a large, trend-driven audience that already cares about sustainability but feels priced out of current offerings. Our customers typically fall within moderate- to high-income brackets, a group identified by McKinsey as the most willing to invest in higher-quality, longer-lasting garments. Together, these factors create a strong, well-defined market of shoppers who want transparency, style, and true sustainability without the luxury-level price tag.

Friday Fashion's target customers live active, socially conscious lifestyles and make purchasing decisions that reflect their personal values. Research shows that sustainable fashion shoppers tend to be highly environmentally aware, motivated by reducing waste and supporting ethical production, and often feel positive emotions when choosing eco-friendly brands. These consumers are typically interested in wellness, creativity, and self-expression, aligning with studies showing that sustainable apparel buyers care deeply about style, quality, and how clothing reflects their identity and moral values. They often enjoy hobbies such as thrifting, fitness, travel, and community-based activities, which connect to broader patterns of ethical consumerism and lifestyle minimalism found in sustainable fashion research IJRAR. Their values center around transparency, responsible consumption, and supporting brands that match their beliefs, which aligns with findings that personal values strongly influence sustainable fashion purchasing behavior. These customers also follow fashion trends but want to avoid fast-fashion waste, seeking pieces that are both stylish and long-lasting. Overall, Friday Fashion appeals to consumers who want their clothing to reflect not just how they look, but how they live and what they stand for.

Friday Fashion's target customers—primarily women ages 23–65—are increasingly frustrated by the lack of affordable, stylish, and truly sustainable clothing options. Research shows that Gen Z, Millennials, and Gen X all express strong interest in sustainable apparel, yet many feel priced out or misled by brands that claim to be eco-friendly without offering real transparency. These shoppers want clothing that aligns with their values, but the current market forces them to choose between high prices, poor design, or fast-fashion items that contribute to pollution and waste. Studies confirm that women drive the majority of sustainable fashion purchasing, yet they still struggle to find brands that balance ethics, aesthetics, and affordability. Instead of buying from trustworthy sustainable labels, many consumers resort to thrifting, resale apps, or fast-fashion alternatives because existing “green” brands are too expensive or inaccessible. This problem is especially strong in trend-driven markets like Los Angeles, where 45% of shoppers say they want responsible fashion but don't want to pay luxury prices for it. Friday Fashion directly addresses this gap by offering genuinely sustainable, stylish, and transparent clothing at a price point that finally meets the needs of this underserved audience.

Friday Fashion’s target customers make purchasing decisions through a mix of online discovery, social influence, and value-driven evaluation. Research shows that sustainable fashion shoppers often begin their search on e-commerce platforms, social media, and brand websites, where transparency and clear product information strongly influence trust . These consumers are heavily shaped by perceived quality, value, and comfort, with studies showing that sustainable clothing generates higher purchase intention when shoppers believe the materials and construction are superior . Social proof—such as reviews, influencer recommendations, and community discussions—also plays a major role, especially because many buyers fear greenwashing and rely on others to validate a brand’s authenticity . Despite caring about sustainability, customers still prioritize price, style, and brand reputation, which research identifies as the strongest predictors of actual purchasing behavior . Many shoppers currently turn to fast fashion or resale platforms because they offer convenience and trendiness, even if these options conflict with their values. By offering stylish, high-quality, and transparently sustainable clothing at an accessible price, Friday Fashion aligns directly with the factors that most influence their final purchasing decisions.

Competition Analysis

Competitor	Strengths (What They Do Well)	Weaknesses (What’s Missing)	What You Can Do Differently
1. Reformation	Really strong branding, stylish designs, high-quality materials, clear sustainability message.	Very high prices, not accessible for many, some concerns about how truly sustainable and inclusive they are.	Offer similarly trendy designs with more affordable prices and clearer, more honest transparency.
1. Everlane	Great message around transparency and ethics, good quality basics, trusted brand.	The style is more plain/minimalist, not very trendy-forward, still not cheap for many shoppers.	Keep the transparency but add more fun, trendy pieces at a lower, more accessible price point.
1. Whimsy + Row	Small-batch, low-waste production, strong eco values, local LA identity, stylish pieces.	Higher prices, limited sizes and quantities, feels exclusive and hard to access.	Use a low-waste mindset but make it more inclusive in sizing, pricing, and availability so more people can buy.

We know sustainable fashion is a rapidly growing market with both large and small brands competing to meet the rising demand for eco-friendly clothing. Companies like Reformation, Everlane, and Whimsy + Row have built strong reputations through high-quality materials, stylish designs, and messaging centered on ethics and transparency. Their branding is polished, their aesthetics are appealing, and they have successfully positioned themselves as leaders in the sustainable fashion space. However, despite their strengths, these brands often fall short in accessibility. Their prices are high, their sizing can be limited, and many customers question how truly sustainable their practices are, especially when overproduction and greenwashing remain common issues in the industry.

Friday Fashion enters the market by addressing the gaps these competitors leave behind. While existing brands offer sustainability, they rarely combine it with affordability, inclusivity, and trend-forward design – all of which today’s consumers actively want. Friday Fashion stands out by offering genuinely eco-friendly clothing at a more accessible price point, with transparent practices and styles that feel current, flattering, and wearable. By focusing on inclusivity in sizing, honest sustainability, and designs that match the energy of modern shoppers, the brand becomes a more approachable and trustworthy alternative. This combination of style, transparency, and affordability positions Friday Fashion to compete effectively in a market where many customers feel underserved by existing options.

Products and services

Main Products & Services

Friday Fashion offers small-batch, sustainably made clothing designed for everyday style and comfort. The core product line includes tops, dresses, bottoms, and seasonal pieces created from eco-friendly fabrics such as organic cotton, recycled blends, and low-impact materials. Each collection is intentionally limited to reduce waste and maintain exclusivity. In addition to apparel, the business provides thoughtful services such as repairs, alterations, and occasional pop-up shopping experiences that allow customers to engage with the brand in person.

Pricing Strategy

Friday Fashion uses a value-based pricing strategy that balances affordability with the true cost of sustainable production. Most items fall within the \$45-\$75 range, making the brand accessible while still supporting ethical labor, high-quality materials, and small-batch craftsmanship. Limited-edition drops and specialty pieces may be priced higher, but the overall strategy ensures customers feel they are receiving stylish, durable clothing at a fair price. This approach positions Friday Fashion as a trustworthy alternative to both fast fashion and overpriced “eco” brands.

Features & Benefits

Every Friday Fashion product is designed with purpose, offering customers a blend of style, comfort, and environmental responsibility. Key features include ethically sourced fabrics, durable construction, and modern silhouettes that fit seamlessly into everyday life. The benefits extend beyond the clothing itself: customers gain confidence in their purchases, knowing they are supporting a brand committed to transparency, reduced waste, and long-lasting quality. The small-batch model also ensures uniqueness, giving shoppers pieces that feel special and thoughtfully made.

Future Product & Service Ideas

As the brand grows, Friday Fashion plans to expand into new categories such as accessories, loungewear, and limited seasonal capsules. Future services may include a clothing recycling program, a subscription “style drop” box, or a resale platform for pre-loved Friday Fashion pieces to extend garment life. The business also aims to open a small studio or retail space, host more pop-ups, and collaborate with local creators to deepen community engagement. These additions will strengthen the brand’s mission and create new revenue opportunities.

Organization and Management

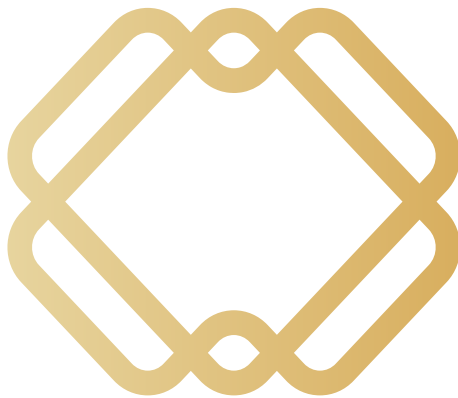
Allison Friday is the owner/CEO and will be running the business.

Organization & Management

Friday Fashion is structured as a **sole proprietorship**, owned and operated by the founder, who currently manages all major responsibilities including design, marketing, online store management, and customer communication. As the business grows, key roles will be added to support production and sales, including a **Fashion Designer** ($\$57,000 + 35\% = \sim\$77,440$), **Marketing Manager** ($\$62,530 + 35\% = \sim\$84,415$), **Stylist/Creative Coordinator** ($\$45,317 + 35\% = \sim\$61,177$), **Production Assistant** ($\$40,466 + 35\% = \sim\$54,629$), **Customer Service Specialist** ($\$30,000 + 35\% = \sim\$40,500$), **Floor Manager** ($\$50,000 + 35\% = \sim\$67,500$), and **Floor Team Members** ($\$20,000 + 35\% = \sim\$27,000$). In the early stages, the founder will continue handling design, basic marketing, and online operations, while part-time help may be hired for packaging, customer service, and pop-up event staffing. Future hiring needs include a dedicated social media manager, a production partner, and retail staff as Friday Fashion expands into more collections and in-person sales opportunities.

Operations Plan

Friday Fashion operates on a small-batch production model designed to minimize waste and maintain high quality. The business sources eco-friendly materials, creates limited collections, and manages production through a combination of in-house work and local partners. Daily operations include designing new pieces, managing the online store, fulfilling orders, and engaging with customers through social media. Monthly tasks include inventory restocking, content creation, and preparing for pop-up events. As the brand grows, the operations plan includes expanding production capacity, improving packaging and shipping efficiency, and eventually opening a small studio or retail space to support higher sales volume and in-person customer experiences.



Marketing and Sales

Friday Fashion will market its products primarily through TikTok and Instagram, using short-form videos, behind-the-scenes content, and try-on clips to reach customers and build trust. The brand will post consistently to show new designs, sustainable materials, and the creative process, since transparency is a major part of what attracts eco-conscious shoppers. To expand reach, Friday Fashion will also partner with micro-influencers who can authentically promote the clothing to their engaged audiences. The company will send email updates to subscribers with early access to new collections, promotions, and sustainability news to keep customers connected. Pop-up events in different locations will serve as both marketing and sales opportunities, allowing people to see and feel the clothing in person. These events also help build community and increase brand awareness beyond social media. Together, these marketing activities will help Friday Fashion attract attention, build interest, and convert followers into loyal customers.

Friday Fashion's marketing strategy is built around a warm, modern, eco-conscious brand identity that highlights style, transparency, and sustainability. The brand uses earthy visuals, clean design, and a sun-inspired logo to communicate positivity and purpose across all platforms. This consistent branding helps customers feel connected to the mission and confident in choosing a sustainable alternative to fast fashion.

The Four P's guide the overall approach. **Product** focuses on small-batch, eco-friendly clothing designed for everyday style. **Price** follows a value-based strategy, with most items between \$45-\$75 to balance affordability and ethical production. **Place** centers on online sales supported by pop-ups and influencer partnerships. **Promotion** relies on social media storytelling, micro-influencers, email marketing, and limited-edition drops that create excitement and urgency.

Marketing activities include consistent Instagram and TikTok content, behind-the-scenes production videos, sustainability education, styling posts, and collaborations with small influencers. Pop-ups, QR-code flyers, and targeted ads help reach new audiences. The sales process begins with online discovery, followed by a clean, transparent website experience and fast, eco-friendly fulfillment. Customer retention is strengthened through loyalty discounts, early access to new drops, personalized recommendations, and active social media engagement.

Friday Fashion maintains a lean marketing budget, typically spending \$50-\$300 on ads, \$50-\$300 on influencer gifting, \$10-\$40 on email tools, and \$20-\$100 on printed materials or pop-up promotions. All marketing efforts support the brand's goals: building a strong online presence, achieving consistent monthly sales of 20-40 units, growing a loyal community of eco-conscious customers, and expanding into new product categories and in-person retail opportunities.

Financials

Friday Fashion earns revenue through online sales, pop-up events, and limited-edition clothing drops, with each item priced to support sustainable production while remaining affordable. The business spends money across three main cost categories. **Startup costs** include initial equipment, website setup, branding, and the first round of inventory needed to launch. **Fixed costs** include ongoing website fees, software subscriptions, storage fees, and occasional part-time labor that remains consistent month to month. **Variable costs** make up the largest portion of spending and include fabric, trims, packaging, shipping, marketing, influencer collaborations, and small-batch manufacturing—expenses that rise or fall depending on production volume and sales activity. Together, these costs allow Friday Fashion to operate efficiently, reinvest in new collections, and support its mission of offering stylish, eco-friendly clothing at accessible prices.

Finances overview

costs				
business registration	\$600			
studio	\$4,000			
pop up event equipment	\$1,000			
software	\$550			
professional photos for website	\$1,000			
logo and branding design	\$800			
manufacturing equipment	\$20,000			
licenses	\$100			
Total	\$28,050			
Variable Costs	Monthly	Yearly		
materials for production	\$1,200	\$14,400		
packaging supplies	\$100	\$1,200		

Shipping costs	\$400	\$4,800		
marketing/ads	\$250	\$3,000		
Website transaction fees	\$60	\$720		
pop up events	\$250	\$3,000		
inventory restocking	\$800	\$9,600		
influencer PR	\$150	\$1,800		
email marketing platform	\$20	\$240		
repair/ alteration supplies	\$50	\$600		
warehouse fees	\$100	\$1,200		
photography	\$100	\$1,200		
flyers	\$20	\$240		
Cleaning supplies	\$30	\$360		
certification	\$15	\$180		
payroll	\$29,166	\$349,992		

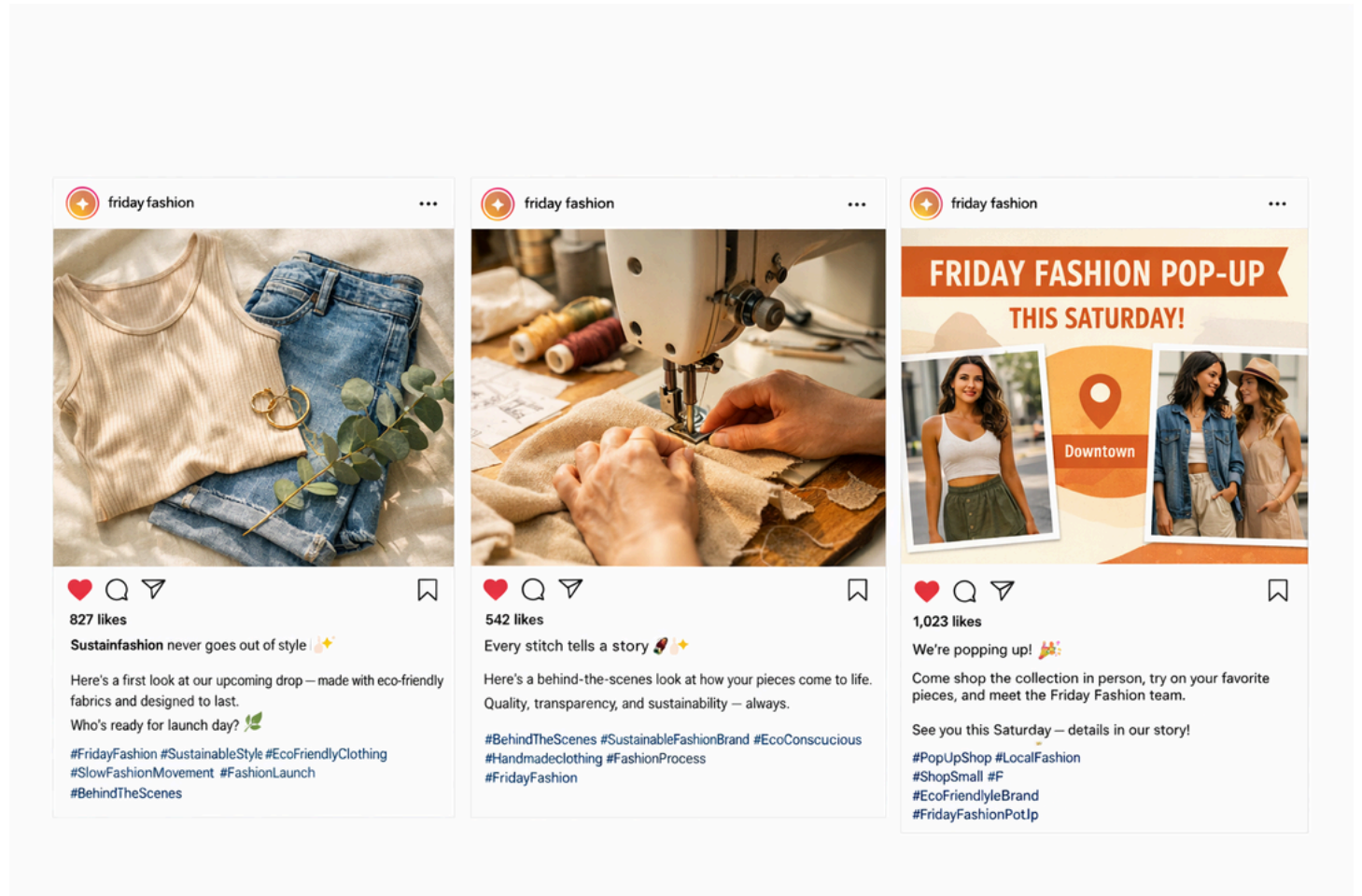
Total	\$32,711	\$392,532		
Sales Numbers			Number of Units	420
Selling Price Per unit	\$60			
Cost Per Unit	\$22			
Profit Per Unit	\$38			
projected Income				
Year 1	\$25,200			
Year 2	\$28,980			
Year 3	\$33,327			
projected Expenses				
Year 1	\$392,532			

Year 2	\$431,785			
Year 3	\$474,964			
Profit Loss				
Year 1	-\$367,332			
Year 2	-\$402,805			
Year 3	-\$441,637			

Appendices

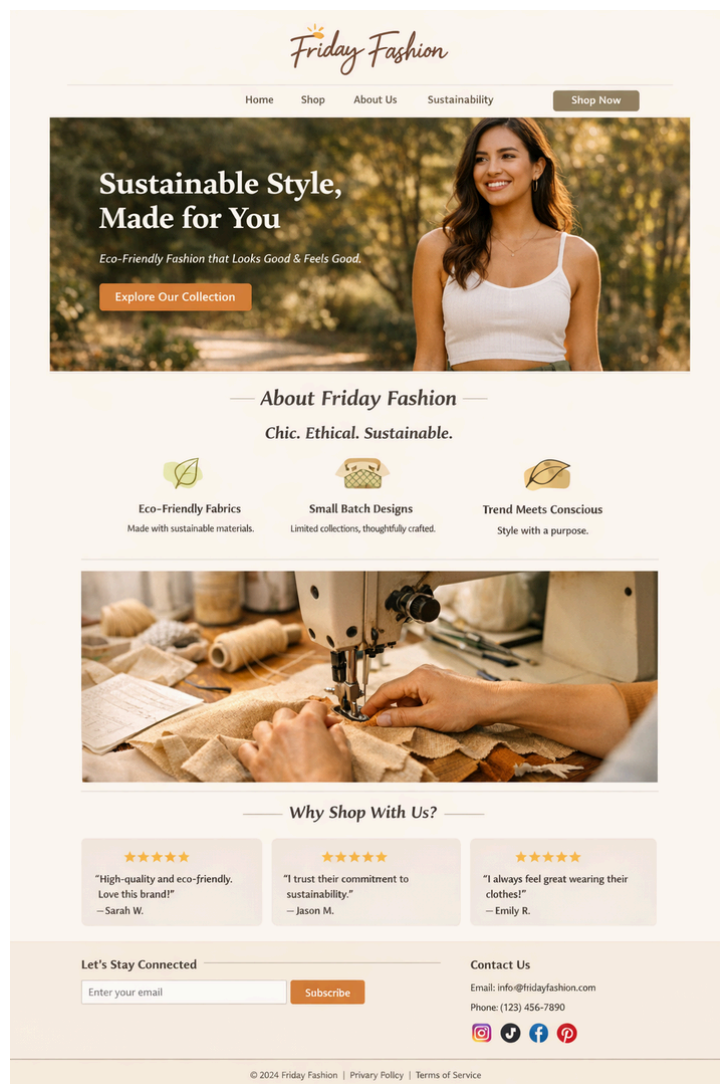
Marketing strategies

Social media posts



explanations : This platform fits our audience because Instagram is where eco-conscious teens and young adults discover new fashion brands and engage with visual storytelling. We post 3x per week to keep our brand active, consistent, and always present in our followers' feeds. Each post connects to our target market by highlighting sustainability, transparency, and trendy visuals that match what young shoppers respond to online. The tone of our posts is warm, authentic, and community-focused because our audience values honesty, creativity, and brands that feel real rather than corporate. Instagram also allows us to use videos, try-ons, and influencer collaborations, which are some of the strongest marketing tools for fashion brands today. By combining visuals, storytelling, and interactive content, our Instagram strategy helps turn casual viewers into loyal customers who trust the brand and return for future drops.

Website homepage mockup:



Explanation: The layout is organized this way because it follows a clean, intuitive flow that helps visitors immediately understand who Friday Fashion is and what it offers. The hero headline, “*Sustainable Style, Made for You,*” creates a warm, confident feeling because it speaks directly to the customer’s desire for fashion that’s both stylish and ethical. The large hero image reinforces that emotion visually, showing real people wearing sustainable pieces in natural light – it feels authentic and aspirational. The offerings section highlights eco-friendly fabrics, small-batch designs, and conscious style to clearly communicate the brand’s values. The trust section with testimonials is important because our audience values transparency and wants proof that the brand delivers on its sustainability promises. The call-to-action button says “**Explore Our Collection**” to encourage visitors to start shopping right away while still feeling part of a community that cares about the planet. Altogether, the homepage design builds credibility, emotional connection, and a clear path from curiosity to conversion.

flyer/poster:

Friday Fashion

SUSTAINABLE STYLE SALE!

LIMITED TIME OFFER!

20% OFF

YOUR FIRST ORDER!

USE CODE: FASHION20

About Friday Fashion
Style with a Conscience.

- Eco-Friendly Materials**
Sustainable & Ethical.
- Limited Collections**
Unique & Small Batch.
- Conscious Style**
Fashion with Purpose.

SHOP ONLINE & SAVE TODAY!

www.fridayfashion.com

Join Our Newsletter

Contact Us
E-mail: info@fridayfashion.com
Phone: (123) 456-7890

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Explanation:

This flyer would be placed at local coffee shops, boutiques, and community boards where eco-conscious shoppers and trend-focused young adults are likely to notice it. The design is simple because our audience values clean, modern visuals that communicate sustainability and style without clutter. The headline, “SUSTAINABLE STYLE SALE!” would stop someone instantly because it combines urgency (“SALE”) with purpose (“SUSTAINABLE”), appealing to both their fashion sense and their values. We chose this promotion – 20% off your first order – because it attracts new customers while rewarding them for trying an ethical brand. The QR code and website link make taking action effortless, encouraging people to shop online and save today. Every color, font, and image reinforces Friday Fashion’s identity: warm, trustworthy, and eco-friendly, designed to catch attention fast and convert curiosity into action.

Product and service menu



Milestones

Year 1 Milestones

- Launch Friday Fashion website and first small-batch collection
- Reach 500 social media followers and first 50 sales
- Host first pop-up event or local market booth
- Establish supplier relationships for sustainable materials
- Implement eco-friendly packaging and shipping system
- Collect first round of customer feedback and reviews
- Achieve consistent monthly sales of 20–40 units
- Begin influencer collaborations and email marketing campaigns
- Reinvest profits into second collection
- Finalize brand visuals and logo across all platforms

3-Year Milestones

- Expand product line to include accessories and loungewear
- Reach 5,000 social media followers and 1,000 total sales
- Hire part-time staff for production and marketing support
- Launch “Re-Fashion” upcycled line and recycling program
- Host quarterly pop-up events and one major seasonal showcase
- Develop loyalty rewards and membership program
- Achieve steady profitability and reinvest in marketing growth

- Begin planning for a small studio or retail space

5-Year Milestones

- Open first Friday Fashion studio or boutique
- Launch national online marketing campaign
- Collaborate with major sustainable influencers or brands
- Introduce subscription “Style Drop” box service
- Reach 20,000+ followers and strong repeat customer base
- Expand into new categories (swimwear, footwear, resale platform)
- Achieve full-time staffing and streamlined production operations
- Become recognized as a leading sustainable fashion brand in the U.S.

Sources

Problem sources

- <https://www.oracle.com/retail/fashion/sustainability-challenges-fashion/> this article talks about the fashion industry's ongoing problems with poor working conditions, and disposal of raw materials and finished products and how that affects the environment. It then goes into each factor that makes it hard to be sustainable in fashion, which is my goal to change.
- Read customer reviews on similar products or services (Amazon, Google Reviews, Reddit, etc.) – what are people complaining about?

•2y ago

Try buying something in [silk](#). It's all day wading through polyester.

106

Cotton 800 thread count (ahem “microfiber”) sheets.

In other words - plastic sheets.

https://www.reddit.com/r/amazonprime/comments/1bq7dhq/shopping_on_amazon_has_gotten_so_unbelievably_bad/

It is difficult to find truly sustainable brands because overproduction leads to nearly 30% of clothes never being sold, while less than 1% of materials are recycled into new clothing.

Geneva Environment Network +3

<https://www.genevaenvironmentnetwork.org/resources/updates/sustainable-fashion/>

Solution sources

- “Why people are switching to [product/service type]”

People are switching to environmentally friendly clothing brands to combat the fashion industry's pollution, combat climate change, and support ethical labor practices. Driven by Gen-Z awareness, consumers increasingly demand sustainable materials (like organic cotton), higher quality, longer-lasting garments, and ethical production over fast-fashion waste.

<https://www.rinse.com/blog/time/sustainable-clothing-brands/#:~:text=Why%20You%20Should%20Shop%20Sustainable,faster%20than%20they%20need%20to.>

- “Benefits of [product/service type]”

Environmentally sustainable clothing companies provide significant benefits by reducing environmental impact through eco-friendly materials, reducing carbon emissions and waste, and promoting ethical labor practices. These brands focus on producing high-quality, durable garments, reducing landfill waste, and ensuring fair wages and safe working conditions.

<https://outlanddenim.com/blogs/what-is-sustainable-ethical-fashion/the-benefits-of-sustainable-fashion-for-the-future#:~:text=Lower%20Carbon%20Footprint,Wages%20and%20Safe%20Working%20Conditions>

- “Trends in [industry or market]”

Sustainable fashion in 2026 is driven by circularity, with booming resale and rental markets, alongside advancements in eco-friendly materials like lab-grown leather and mushroom-based textiles. Key trends include regenerative agriculture to restore soil, hyper-transparent supply chains, upcycling, and AI-optimized production to minimize waste.

- MUD Jeans +4

[https://mudjeans.com/blogs/blog/sustainable-fashion-trends-you-must-know#:~:text=In%20recent%20decades%2C%20agriculture%20has,\(online\)%20shops%20are%20booming.](https://mudjeans.com/blogs/blog/sustainable-fashion-trends-you-must-know#:~:text=In%20recent%20decades%2C%20agriculture%20has,(online)%20shops%20are%20booming.)

Write down one short fact or statistic that supports your solution idea.

fashion industry produces 92 million tonnes of textile waste annually equivalent to a truckload of clothing dumped in landfills every second.

- Weavabel +1

<https://www.weavabel.com/blog/sustainable-fashion-facts-you-need-to-know#:~:text=These%20sustainable%20fashion%20facts%20explain,%2D20%25%20of%20pesticide%20usage.>

Market sources

In 2023, 100% of Prada's textile waste was recycled, it owned 18 photovoltaic plants and purchased more than 85% renewable electricity globally.

<https://sustainabilitymag.com/top10/top-10-sustainable-fashion-brands>

Friday fashion is marketing towards customers ages 23-65 based on lifestyle monitor published April 14, 2022 <https://lifestylemonitor.cottoninc.com/guess-which-generation-wants-sustainable-clothes-the-most/>

Majority of our customers will be female and many fewer will be male as confirmed by this document <https://journals.plos.org/plosone/article/file?id=10.1371/journal.pone.0314532&type=printable#:~:text=Women's%20fashion%20consumption,attain%20prestige%20through%20visible%20products>. As it is stated that sustainable clothing markets are mainly driven by women.

Our market will be in LA california and online and that location has around 45% potential customers. as per <https://www.forbes.com/sites/kaleighmoore/2019/06/05/report-shows-customers-want-responsible-fashion-but-dont-want-to-pay-for-it/>

It has been confirmed that the average income level of our customers is moderate to high income confirmed by <https://www.mckinsey.com/industries/retail/our-insights/in-search-of-fashions-sustainability-seekers>

Psychographics

https://luminousinsights.net/articles/JSM-2025-142?utm_source=copilot.com

https://www.mdpi.com/2071-1050/16/18/8026?utm_source=copilot.com

https://ijrar.org/papers/IJRARTH00165.pdf?utm_source=copilot.com

Textile School – Consumer behavior drivers in sustainable fashion:

<https://www.textileschool.com/9024/consumer-behavior-in-sustainable-fashion/> (textileschool.com in Bing)

• Nature Scientific Reports – Perceived quality and value increase purchase intention:

<https://www.nature.com/articles/s41598-024-28672-0> (nature.com in Bing)

• IJRAR – Key factors influencing sustainable fashion buying behavior (quality, price, brand trust):

<https://www.ijrar.org/papers/IJRAR23A1234.pdf> (ijrar.org in Bing)

• MDPI – Sustainability influences attitudes but price/style drive final decisions:

<https://www.mdpi.com/1911-8074/15/4/176> (mdpi.com in Bing)



Friday Fashion

The logo features a stylized sun icon with a semi-circle and radiating lines above the text "Friday Fashion", which is written in a brown, cursive script font.
