



Good for you; better for the planet.

2020 Fashion Scholarship Fund Case
Study—Design & Product Development

Everlane releases a collection of chic, comfortable basics that make you look and feel good—whilst putting ethical practices and sustainably sourced materials at the forefront. #stayhomestyle emphasizes pieces that are cozy enough to wear at home, but cool enough to wear on the street.



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Sustainable, stylish basics make you feel good on the inside & on the outside. Feminine shapes, soft textures, & restorative colors create confidence whilst your mind can be at ease knowing you're helping the planet. Good for you; better for the planet.

Executive Summary

Everlane is set to release a collection of garments comfortable enough to wear at home, but cool enough to be worn on the street. This is a collection of **stylish basics** that can be mixed and matched to create **unlimited, cohesive looks**. Featuring soft cable knit sets, lace detailing, tiny bows, cinching and ruching, this collection is **designed to make you feel good**.

As a front-runner brand for the sustainability movement, Everlane will continue its “**doing good by the planet**” initiative with this collection. The brand has built its popular reputation on supply chain **transparency** and the many steps it has taken to reduce its impact on the planet. So far Everlane has pledged to eliminate all virgin plastic from its supply chain by 2021, use only silk grown in regenerative farming by 2021, and by 2022 use 100 percent recycled water and renewable energy. It also has a sneaker line that is fully carbon neutral and a denim collection that reuses 98 percent of the water used in production.

Everlane's most recent release is its “ReNew” collection, which consists of sweaters and outerwear that uses polyester made from recycled plastic bottles. The brand stated that **within 5 years, 100 million plastic bottles will be recycled** through this initiative.¹

The idea of using advanced technologies to turn single-use plastics into fabrics will be incorporated in this new collection of comfortable, chic basics. #stayhomestyle will trend on the internet as this collection speaks to the post-pandemic lifestyle. Silky materials, soft textures, and restorative colors stress the idea of dressing for comfort while remaining chic and fashionable.

¹Harper's BAZAAR

Gen Z Purchase Drivers

01. Sustainability

75% of Gen Z consumers view **sustainability** as **extremely or very important**, and more than 50 percent of consumers say they plan to switch brands in the future if another brand acts more environmentally and socially friendly than their preferred one.¹

02. Inclusivity & Diversity

Generation Z is known for being more accepting and open-minded than any generation before it. **Almost half of Gen Zs are minorities**, compared to 22% of Baby Boomers, and the majority of Gen Z supports social movements such as Black Lives Matter, transgender rights, feminism, and size inclusivity.²

03. Authenticity

Gen Z has a strong focus on **quality** and **authenticity**: they're not easily swayed by marketing, and they have the digital savviness to navigate between real and fake claims. Full **transparency** from brands gives the sense of good quality and authenticity.³

SUSTAINABLE PRODUCT SALES IN THE U.S.

\$ in billions



Sustainability combines free from, clean, simple, sustainable and organic labels.

Source: Nielsen Product Insider, Powered by Label Insight, Week ending 10/20/2018. Projections based on 3 and 2 year CAGR.

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¹Highsnobiety

²Business Insider

³NRF

01



One in three people aged 14 to 34 in the U.S. say it's important that the clothes they buy are made with sustainable materials.¹

When purchasing a piece of clothing from Everlane, the consumer can check the cost of materials, labor, transport, and learn about who made it and where it's been. This sense of transparency has pushed Everlane to produce its products more ethically. [Everlane] has successfully linked its brand with the notion of doing good by the planet.²

Everlane launched its "ReNew" initiative with the goal of eliminating all virgin plastic from its supply chain—including packaging—by 2021. The brand will be utilizing discarded plastic bottles and transforming them into "beautiful, lasting products." In addition, Everlane's Tread sneaker line is fully carbon neutral, and its Denim line reuses 98% of the water involved in its production.³

¹Wall Street Journal

²Business Insider

02

It is no longer acceptable for brands to cater only to a specific size or body type, and consumer expectations have designers reaching beyond the norm into new categories and products in terms of size, culture, gender and sustainability. It is also expanding new revenue opportunities for retailers willing to invest as Millennials and Generation Z increasingly search out these categories.⁴

Brands must adapt to the constant push for equal representation in the fashion industry or they will be left behind and forgotten. Everlane is a great example of a brand paving the way for others. Featured on its website, Everlane uses models of many sizes, ages, and ethnicities. Sizes range from XXS-XXL and 23-36.

³Everlane

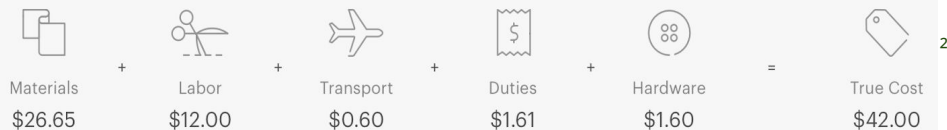
⁴Forbes

Sustainability / Inclusivity & Diversity



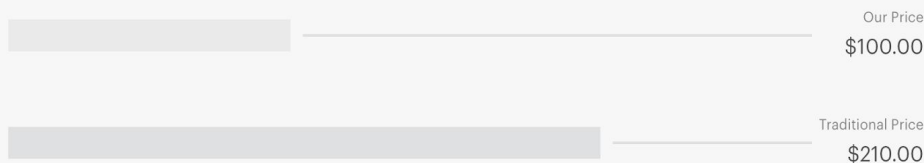
Our Cost Breakdown (Cashmere Crew)

We reveal the costs behind every aspect of our production process.



Our Price vs. Traditional

On average, traditional retailers mark their products up 5-6x. Us? Just 2-3x.



To build a successful relationship with Gen Zers, brands need to gain their trust by being transparent and allowing them to feel in control.¹

AUTHENTICITY LEADS TO BRAND ENTHUSIASM

Gen Z members, while generally less likely to form brand attachments than previous generations, are still keen to engage with organizations. As a result, brands have a tremendous opportunity with Gen Z—not just to sway them, but to create a meaningful connection that can influence their level of brand enthusiasm. And **authenticity is the key**. Having grown up in a time in which “fake news” generates over 33 million results on Google (as of June 2017), Gen Zers are not likely to succumb to hype. Instead, they are looking for their brands to be transparent, to be “real”.¹

Everlane’s tagline “Know your factories. Know your costs. Always ask why.” speaks to the brand’s mission to repair a broken clothing industry with full transparency—in pricing and supply chain. The brand has nothing to hide and consumers have respected and praised Everlane for being openly and authentically who they say they are—and sticking to it.

Authenticity

At Everlane, we want the right choice to be as easy as putting on a great T-shirt. That’s why we partner with the best, ethical factories around the world. Source only the finest materials. And share those stories with you—down to the true cost of every product we make. It’s a new way of doing things. We call it **Radical Transparency**.²

An example of best practice is portrayed in the analysis of the communication strategy implemented by Everlane through the prevalent use of its brand values and propositions oriented to transparency. Through an authentic and committed communication, the brand informs and enables consumers to participate in its business choices and activities, while raising awareness on contemporary environmental and social issues. Everlane represents a meaningful example of how companies can successfully implement and communicate policies oriented to sustainability and transparency, and therefore be chosen - and re-elected over time - for their commitment.³

¹NRF

²Everlane

³Mintel



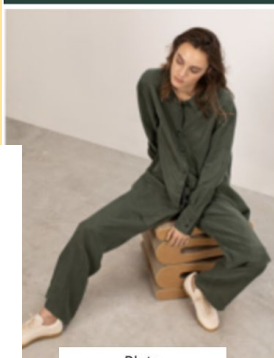
Inspiration

Post pandemic, lasting lifestyle changes and #stayhomestyle will continue to influence the loungewear category, with a focus on comfortable, ethically sourced fabrics.¹

¹WGSN

Inspired by the best-selling Everlane utility-style jumpsuit, comes a shorter version—the romper. A piece of clothing that is easy to put on, comfortable to wear, and a full outfit all on its own.

Utility-inspired



Pluto



Paying attention to the up & coming slip dress trend, "homewear styling" takes a piece of clothing and makes it multifunctional. Wear a slip dress underneath, as pajamas, or as day wear. More bang for your buck.

Mix-and-match essentials

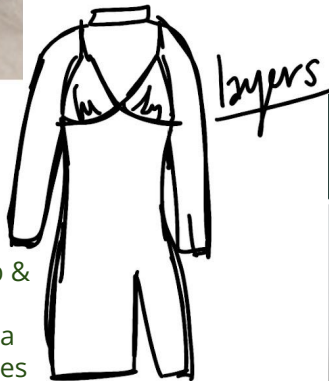


Extreme Cashmere

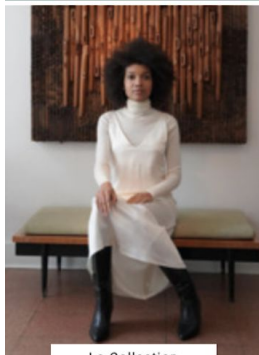
High-rise waistbands



Lunya



Homewear styling



La Collection



Inspiration & Process

Mix-and-match essentials make it easy to create multiple outfits out of few pieces. The whole collection would be cohesive and interchangeable. Silhouette would be feminine with a high-waistline.

Knitted sets



Lunya

Knitted sets that are soft to the touch and feature textured knits. Comfortable to wear around the house and cute enough to wear on the street.

Fabric & Textures

Textured Knits



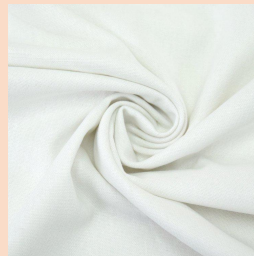
60% Alpaca, 30% Nylon, 10% Wool

Soft Touch Silk



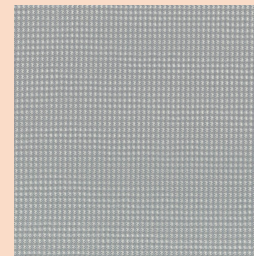
100% Silk

Breezy Linen



100% Linen

Cotton Mesh



100% Cotton

Organic Cotton



100% Cotton

Micro Rib Cotton



95% Pima cotton, 5% elastane

Lace



100% Cotton

Color Story & Patterns

Low Impact Dyes

In a post-Covid-19 world, pastel tones will take on new meaning. They will be associated with calm, comfort and the desire for a balanced body and mind.¹

¹WGSN

Everlane is known for minimal patterns and easy colors. A modern twist on traditional cable knit, soft scalloped lace; mesh with criss-cross lines and tiny dots emulate the Everlane style, but with added flare.



Blue Mist



Cloudy



Shadow



Apricot



Blush



Sea Foam

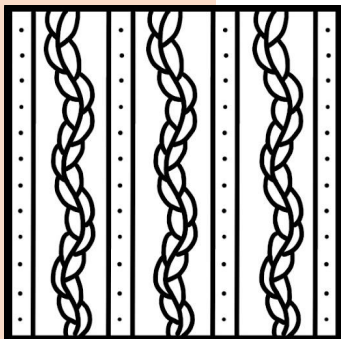


Deep Iris



Mocha

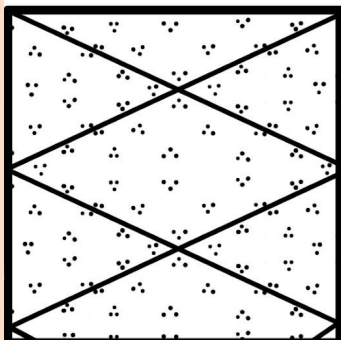
Cable Knit



Lace

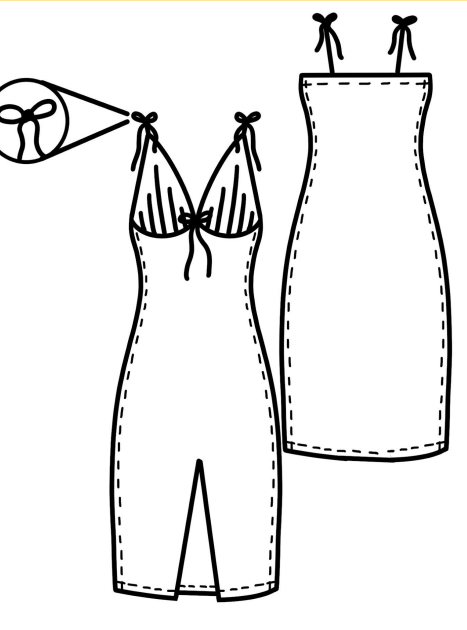


Mesh

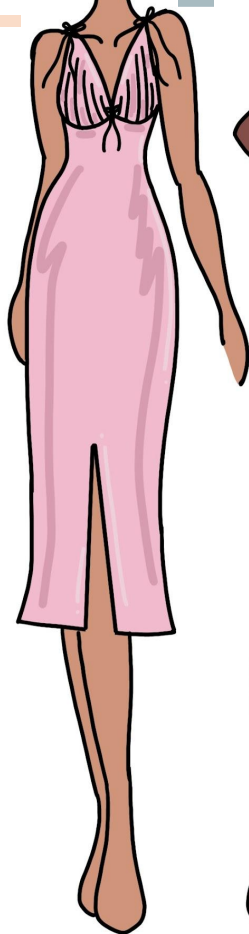


Looks 1, 2, 3 & Flats

This slip dress features a bow on the chest and tie straps. Pleated bust area and front center slit offers a more feminine silhouette.



Colors Available:
Blush
Blue Mist



Colors Available:
Sea Foam
Cloudy
Mocha

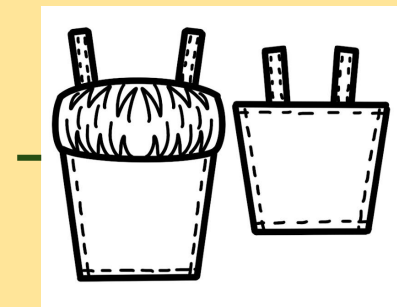


A playful jumpsuit with oversized pockets and a tie waistband create a feminine twist on utility-style.

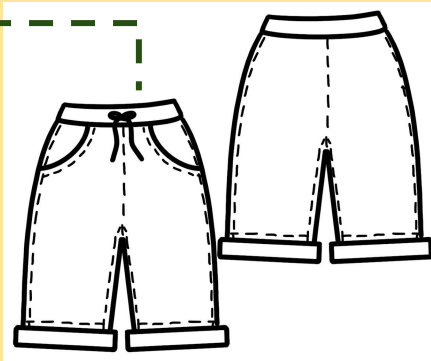
Colors Available:
Deep Iris
Shadow
Apricot



Colors Available:
Cloudy



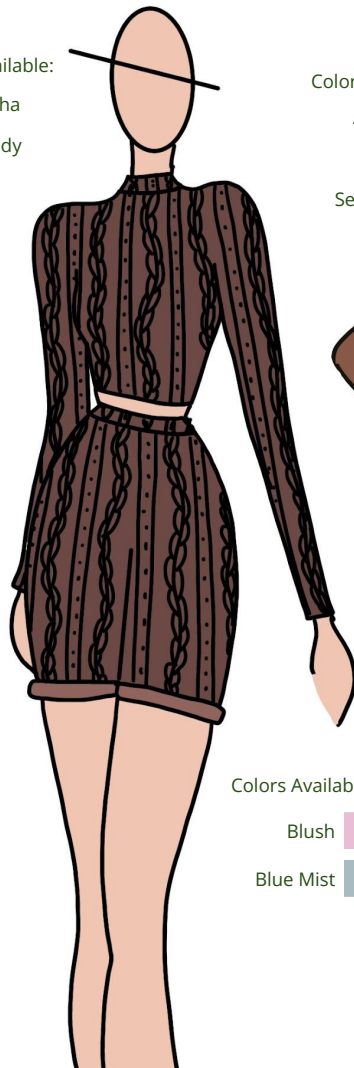
Ruched detailing around the bust and an elastic waistband add comfortability and stretch to these garments.



Colors Available:



This cable knit set features a mock neck crop and high-waisted shorts with an elastic waistband for comfortable at home style. Soft to the touch materials are breathable and relaxing.



Colors Available:



A tie-strap crop with lace detailing is paired with an airy midi skirt that features a cinched panel and a bow at the top of the slit.



Colors Available:



Colors Available:

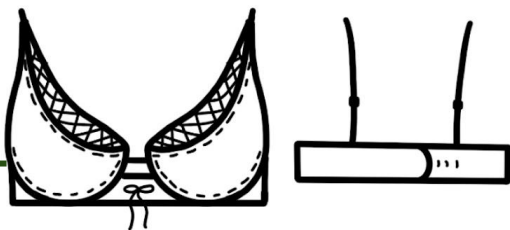


Looks 4, 5, 6

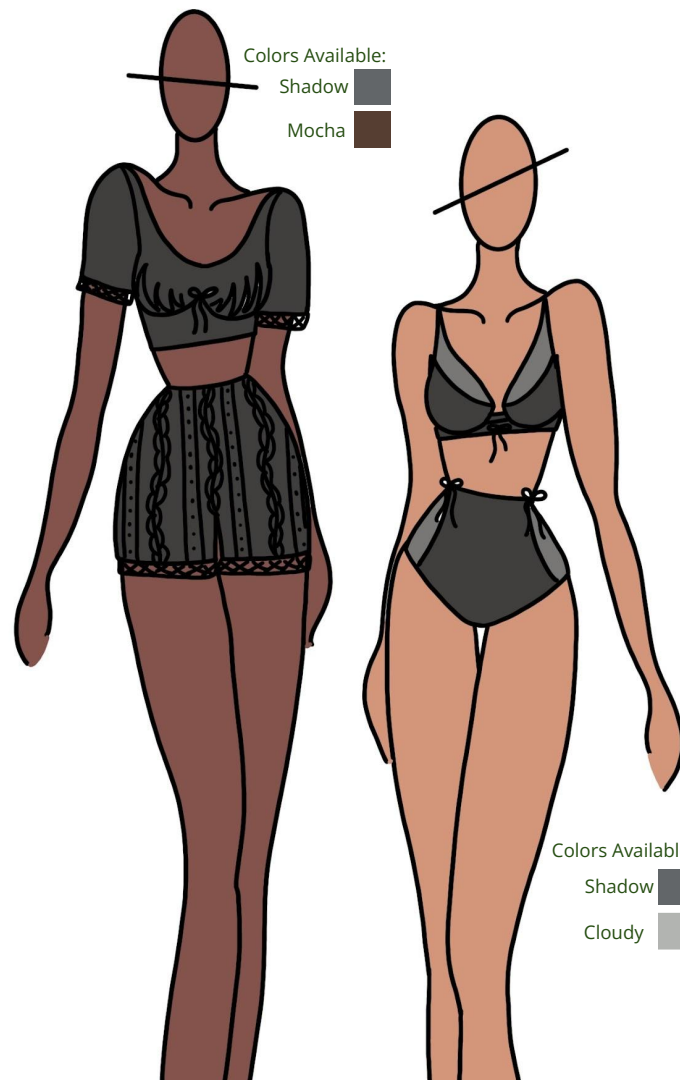
Silk pajama set perfect for lounging and cute enough to be seen in. Lace detailing around the cuffs, shorts hem, and pocket adds an extra element of femininity.



Looks 7, 8 & Flats

Mesh detailing, a tiny bow, and full support give this bra the perfect stay at home comfort, but made and designed for everyday wear. Your cutest clothing doesn't always have to be seen!



High-waisted gives these intimates the support and coverage you need to feel at home in your own skin. Mesh cut-outs and tie bows help boost confidence and cuteness levels.

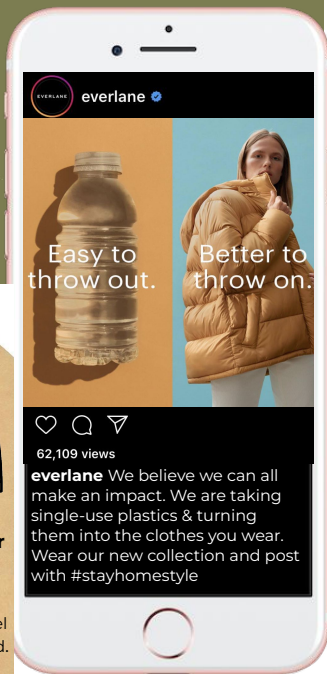


Colors Available:
Shadow 
Cloudy 

EVERLANE

Comfortable
chic looks
good on you.

#stayhomestyle



Marketing Strategy

With sustainability shifting into a mainstream concern for both consumers and brands, Everlane has the opportunity to lead the market with its sustainability efforts. From taking single-use plastics (i.e. plastic water bottles) and turning it into fibers that can be turned into garments, using recycled materials, remaining carbon-neutral, to being **radically transparent**, Everlane is taking its part in helping the fashion industry cause less harm on the planet. **Clean-cut, comfortable, and chic** garments are what make up this new collection. Featuring cable knit sets, lace detailing, tiny bows, tie straps, ruching and cinching, this collection is **made to make you feel good**. The objective is to create stay-at-home style that does not always have to be worn at home. This line of separates can be **mixed and matched** in whatever way you please to form a cohesive look. Shopping sustainable is not always the cheapest option, but with Everlane's affordable clothing, they make it easy for you to get more bang for your buck. Textures, colors, and materials are all carefully chosen to make you feel at home. The non-toxic dyes are kind to the planet, gentle on the skin, and calming to the mind. Earthy and jewel tones help you **restore** and **relax**. These garments are perfect for staying indoors and getting work done or going out and still looking good while doing both. **Comfortable enough to wear at home and cute enough to be seen on the street.**

This collection will be sold in Everlane's brick-and-mortar locations as well as their online store. Social Media posts will be made via Instagram, Twitter, and Pinterest in order to promote the new collection. Everlane's website homepage will be a spread for the campaign showing a range of diverse models wearing the products, along with special tags on all of the garments. An emphasis on sustainability and ethical practices will be made across all platforms to drive sales.

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