

Valiant Fashion Merchandise

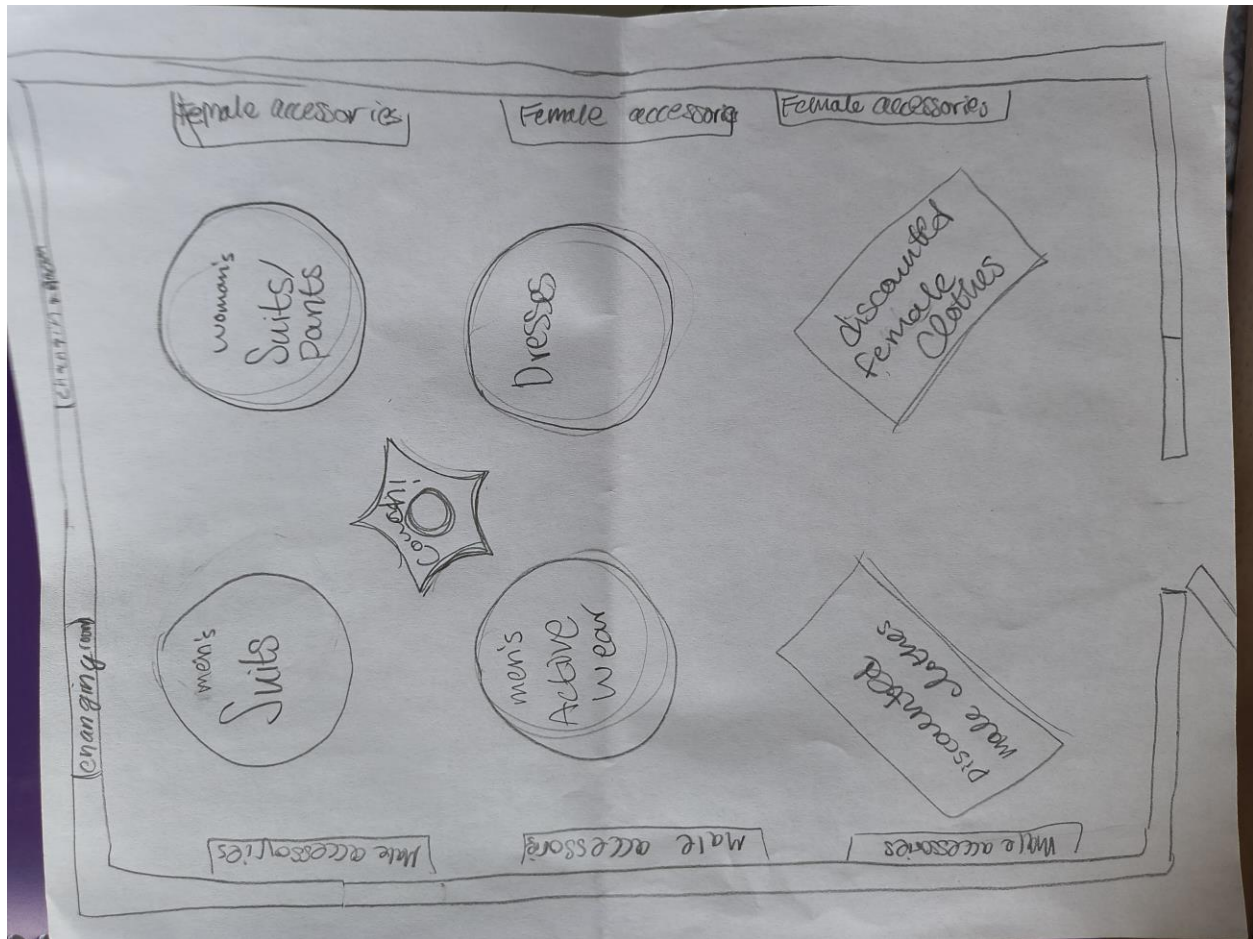
Valiants is a fantasy-based, mystical, "high-end" fashion brand that brings imagination to life. It's loosely based on the projects of R.T. Bentley, and these products have been used in her movies and television series. This is illustrated through the accessories and highlighted materials that my clothing line is made from.

My ideal client would be individuals who love things like renaissance fairs, dressing up, Halloween, and history! The spending habits of my clients would be impulsive primarily or higher around certain times of year. They would come to my store to find inspiration and materials for cosplaying projects, LARPing, and other nerdy things.

Percentages:

- 35% - Women's formal wear (dresses and suits)
- 35%- Men's formal wear (suits)
- 15%- Active wear (track suits, race suits)
- 15%- Accessories (belts, armor pieces, helmets)

Layout:



Boutique style.

Pricing:

Best time to sell would be when we are the most popular, which would be from spring to fall. Because of this, my pricing plan would be the Value of the product (wholesale + revenue x 2) + Seasonal anchoring.