

# VISITOR'S NOTE

This is the presentation I've shown to the CEO of FULLBEAUTY Brands, Jim Fogarty, and other Senior-level management about the direction the womanswear design teams (Woman Within, Roamans, Jessica London) can go forward with post-pandemic. using my market research, brand aesthetics board and the consumer insights survey i've put together, The overall findings were that FullBeauty Brands thrived during the pandemic and will continue to thrive as they already create clothing with comfort as the main focus. They also do not have a brick-and-mortar store, have already been marketing exclusively through e-commerce and catalogs, and cater to the 40+ year old and plus size woman demographic. What they need to do to keep moving forward is to stay true to their respective brands by taking their best-selling designs and add proven fabrications such as traditional Knit and Jersey Knits to satisfy the customer, which I put together the fictitious key garments with the use of photoshop.

Thank you for taking the time to view my work

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FULLBEAUTY BRANDS®  
DESIGN INTERN PROJECT  
JASMINE THOMAS

# PROBLEM TO SOLVE

**What product will our customer look for post covid?**

**Will our customers' purchase behavior change post covid?**

# METHODOLOGY

**Deepened understanding of the customer to understand Brand aesthetics**

**Researched external influences that have impacted the customer**

**Developed action points and product ideas based on influences**

**Surveyed our customer to validate the findings**

# MARKET FINDINGS

**Overall:**

**CONNECTION, RELIABILITY, VALUE**

**Due to COVID-19 the public's behavior has changed, they're looking for personal messaging, brand transparency, and value**

**Oversized and Relaxed Silhouettes will continue to grow into most clothing markets**

**Customers will look for more versatility and comfortable fabrication in their garments**

# SURVEY FINDINGS

**Objective:** Validate market findings through the FBB lens

**Methodology:** Surveyed 1500 customers from Nov 2nd-4th

## Overall Findings

**The customer is comfortable with the position FBB is in**

**Spending will return back to normal Post-Covid**

**Footwear will see growth with the customer**

womanwithin®



# KEY LOOK:EASY SWEATERS & LEGGINGS

MADE FOR EACH OTHER!



INCORPORATES  
**PROVEN ITEMS**  
**FAVORITE FABRICS**  
**BEST SELLING COLORS**

POSITION VALUE DEAL  
**BUY 2, SAVE MORE**

REFLECTS  
**WANTING TO LOOK PUT  
TOGETHER WITHOUT  
GIVING UP COMFORT**  
**CASUAL SENSE OF  
STYLE**

**EASY SHOPPING &  
DRESSING WITH COLOR  
COORDINATED TOP &  
BOTTOM**



# KEY LOOK: EASY THIRD PIECE



INCORPORATES  
**KNIT FABRIC - A WOMAN  
WITHIN'S FAVORITE  
OVERSIZED SHIRT  
SILHOUETTE  
BEST SELLING CARDIGAN**

REFLECTS  
**RELAXED SILHOUETTES  
FOR CASUALWEAR**



ROAMAN'S®

# KEY LOOK: THE 3 PIECE KNIT SET

## HANGING OUT or LOUNGING IN

Velour



ITY

INCORPORATES  
**SUCCESSFUL SILHOUETTE**  
**PROVEN FABRICS**  
**BUILDS ON SET BUSINESS**

POSITION VALUE DEAL  
**BUY LOOK, GET OUTFIT**  
**VALUE PRICE**

REFLECTS  
**STYLISH HEAD TO TOE**  
**LOOKS WITH COMFORT**



# KEY LOOK:THIRD OVERPIECE

THE  
**BABYDOLL**  
CARDI



INCORPORATES  
**JERSEY KNIT FABRIC**  
**WELL-LOVED A LINE**  
**SILHOUETTE**  
**DRAWSTRING FEATURE**

REFLECTS  
**STYLISH COMFORT**  
**PROVIDES MULTI-**  
**FUNCTIONALITY**



JESSICA LONDON®

# KEY LOOK: POLISHED SET

## THE POLISHED LOUNGESUIT



INCORPORATES  
**FAVORITE KNIT PANT +  
PUT TOGETHER TUNIC**

POSITION VALUE DEAL  
**BUY A MATCHING SET,  
GET GREAT VALUE**

REFLECTS  
**POLISHED AND COMFY  
ELEVATES THE TUNIC  
STYLE**



# Takeaways

**FULLBEAUTY BRANDS IS IN A GREAT POSITION  
STAY THE COURSE!**

**HIGHLIGHT VERSATILE KNITS  
COZY INDOOR TO PUT TOGETHER WEAR OUTSIDE**

**CREATE CONNECTION WITH THE CUSTOMER**

**THANK YOU!**