

# PUBLIC RELATIONS PLAN



## **Trash Talk PR**

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Hammer



# TABLE OF CONTENTS



ABOUT US TRASH TALK PR.....	3-5
ABOUT THE CLIENT.....	6
REAL VS IDEAL STATE.....	7
ISSUES.....	8
RESEARCH QUESTIONS.....	9
LITERATURE REVIEW.....	10-31
AUDIENCES AND PERSONAS.....	32-35
KEY MESSAGES AND GOALS.....	36
COMPETITIVE ANALYSIS.....	37-38
OBJECTIVES AND DELIVERABLES .....	39-51
TIMELINE.....	52
BUDGET.....	53
EVALUATION.....	54





# About Us

Trash Talk PR is a women-led public relations agency based in New York City, founded on the belief that bold storytelling and smart strategy can shift culture. With deep roots in the fashion and lifestyle industries, our agency brings an unapologetically fresh voice to brands that want to stand out, not blend in.

Our mission is to help purpose-driven fashion and lifestyle brands amplify their message through creative, culturally relevant campaigns. We combine sharp strategy with irreverent creativity, crafting narratives that are not only attention-grabbing but also meaningful and measurable.

We are committed to elevating brands that value style, sustainability, and substance. At Trash Talk PR, we don't just promote products, we shape perception, spark conversation, and build lasting brand trust. Our goal is to deliver powerful results while staying true to our clients' purpose and identity.

## Mission Statement

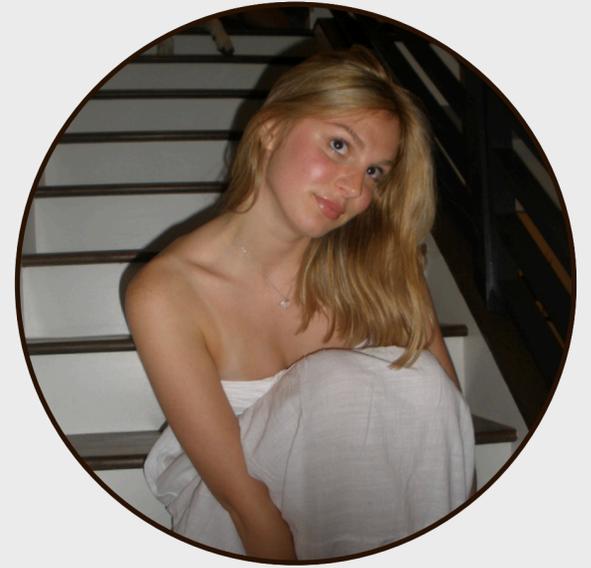
“Our purpose is to create lasting impact through bold ideas, strategic storytelling, and meaningful partnerships that inspire growth and connection.”



# Meet The Team

## **PAIGE HAMMER: PRESIDENT**

Paige Hammer is the President and Founder of Trash Talk PR. After earning her B.A. in Communication with a concentration in Public Relations and Advertising from Villanova University in 2017, Paige began her career at URBN, where she spent three years as a Brand Marketing Coordinator for Anthropologie, developing her expertise in strategy, content, and creative campaigns. In 2020, she moved to New York City to launch Trash Talk PR, a firm built on the belief that meaningful communication drives meaningful change. Today, she leads a growing team dedicated to helping brands across fashion, sustainability, and lifestyle connect with audiences through purpose-driven storytelling.



## **AVERY STOUT: VICE PRESIDENT**

Avery Stout is the Vice President of Trash Talk PR. Born and raised in San Francisco and now working out of Manhattan, Avery blends a West Coast sensibility with a New York pace. A December 2025 graduate of Villanova University with a degree in Communication, Avery built a career in public relations with a focus on media branding, narrative strategy, and earned visibility for purpose-driven brands. At Trash Talk PR, Avery oversees agency strategy and leads the development of campaigns that help build a brand's credibility, shape a positive brand image driven by sustainability and create tangible results for clients.



## **ANNA PAINTER: MEDIA RELATIONS DIRECTOR**

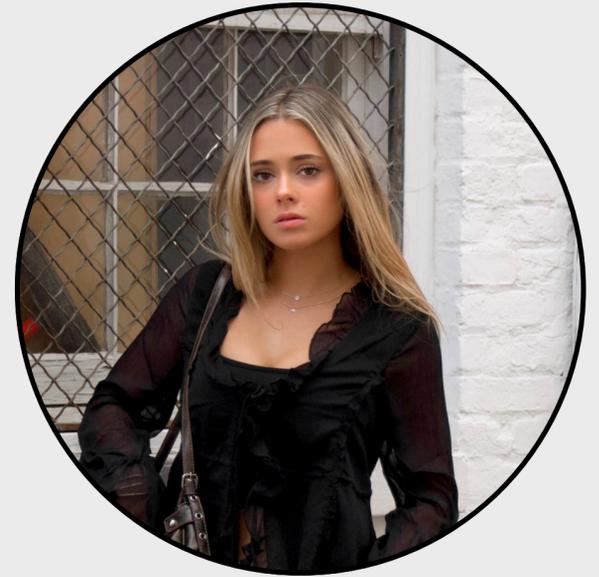
Anna Painter is the Media Relations Director at Trash Talk PR. A 2026 graduate of Villanova University with a degree in Public Relations and Advertising and a minor in Business, Anna brings a rare mix of creative instinct, strategic thinking, and competitive drive sharpened by her years as a Division I athlete. Raised in the Bay Area she's the brains behind the agency's media presence. Anna builds relationships, reads the media cycle, and knows exactly how to position a brand so it breaks through. At Trash Talk PR, she leads with grit, grace, and a deep understanding of what makes the press say yes.



# Meet The Team

## **KERRY DOLAN: CREATIVE DIRECTOR**

Kerry Dolan is the Creative Director of Trash Talk PR. She graduated with a BA in Communications and a focus on PR and Advertising. Spending several years in the studio as the Ecommerce Creative Director for Free People, Kerry built a strong set of skills surrounding visual direction, brand design, and studio production. Here at Trash Talk PR, she combines her passion for studio design with strategic approaches to both branding and communication. Kerry has directed several high performing campaigns that utilized creativity with brand data/insights, helping brands build their voice and identity effectively.



## **JEWEL ARYEE: ACCOUNT EXECUTIVE**

Jewel Aryee is an Account Executive at Trash Talk PR. She graduated in 2025 from Villanova University with a BA in Communications, specializing in Public Relations and Advertising, with minors in Economics and Peace and Justice. Jewel combines her passion for relationship-building with a drive to make meaningful impact through storytelling and strategy. At Trash Talk PR, she brings a thoughtful, people-first approach to client engagement, helping brands connect with audiences authentically. Her background in communications and advocacy continues to shape her creative process and commitment to purposeful work.



# About the Client



For students and young professionals, building a professional wardrobe is both difficult and expensive. Well Suited was created to close that gap and help students feel confident as they enter the workforce. Originating in Manhattan and serving people everywhere, Well Suited is a sustainable platform that sources and recirculates gently used professional clothing from established professionals to those preparing for interviews, internships, and jobs. By extending the life cycle of high quality pieces and making them accessible at a lower cost, Well Suited supports confidence, sustainability and success in professional environments

# Real State

Well Suited is an emerging clothing resale brand that is building awareness among young professionals entering the workforce. While the demand for affordable professional clothing is high, many consumers are hesitant and unfamiliar with resale as a trustworthy option. Many consumers have negative preconceived notions about the secondhand clothing market and fall victim to the stigma that it lacks quality and cleanliness. As a result, many consumers avoid shopping second hand as a whole. As a new competitor in a growing resale market, Well Suited is working to differentiate itself from generic thrift platforms by emphasizing style, clothing conditions, and professional attire. The brand is currently at the early stages of gaining audience engagement and curating strategies to build credibility and trust in the market. Well Suited exists in a competitive fashion landscape where sustainability is valued but not prioritized by young professionals with a strong emphasis on budget and confidence.



## Ideal State

Well suited is the among one of the most used resale platforms with a dedicated community of users within the New York Metro area and beyond. Well Suited ensures that young professionals can access polished attire without barriers tied to money, seniority or aesthetic preference. Instead of sending unused clothing to waste, it is the default platform for experienced professionals to pass on the clothing they no longer need. It reduces both the consumer's cost and waste. Well Suited has a clear brand identity that consumers recognize, connect with, and see as a partner in their career journey. The brand's sustainability mission is widely understood. Well suited also has a strong, established presence on social media.

# Issues

**Tangible** - No brand awareness - as a new and not yet established business, Well Suited has limited visibility and recognition

**Inferred:** As brand awareness for Well Suited is low, they may face issues building credibility and trust from consumers that are loyal to competitors.

**Tangible** - low/limited inventory - the brand's inventory is not yet curated due to the time needed to source, purchase, and upload pieces from consumers after launch.

**Inferred:** It will take time for Well Suited to match their competitors in terms of variety, therefore traffic and engagement from their target audience may be low.

**Tangible:** Operational issues concerning website software, shipping/returns, and customer support.

**Inferred:** With under established operations, issues that may arise might not be properly addressed as employees and team members have yet to encounter/plan for them. This could lead to a lack of proper order fulfillment and essentially lower customer experiences.

**Tangible:** An overly niche target market like Well Suited's can limit overall reach

**Inferred:** It may become complicated when marketing Well Suited as it is equal parts sustainability, resale, and business focused. This can lead to overly targeted campaigns that exclude potential clients/consumers and limit the brand.

# Research Questions

- How can resale platforms encourage sustainable fashion behaviors through everyday practices of repair, reuse, and material engagement among young professionals?
- What does professional clothing mean or look like?
- What is the competitive landscape of the resale industry?
- What pricing strategies can clothing resale businesses use to maintain profitability and affordability?
- How do changes in fashion trends and cycles influence the way businesses operate, market, and decide what products to sell or collect?



# Literature Review

Fashion in today's world sits at the crossroads of culture, commerce, and conscience. Consumers are forced to balance their desire for style with concerns about costs, accessibility, and now a growing trend of the environmental impacts of the clothing industry. The resale market is having its largest boom in history and this fast-growing industry is emerging superior to retail in some key demographics. What was once a niche sector of the fashion world is now reshaping how consumers and companies think about the life cycle of clothing. One key demographic is young professionals entering the workforce facing new pressures to present themselves with confidence all while navigating their limiting budgets and changing lifestyle. These major shifts raise important questions: How can resale contribute to a sustainable fashion industry? What business models and strategies can make resale both profitable and successful? How do trend cycles and consumer culture influence the success of companies in this space? Focusing on these questions, five key areas of focus are the role of sustainability in shaping consumer behavior and brand practices, how consumers interact with the professional clothing marketing specifically, the evolving landscape of professional clothing resale, the financial and operational strategies that drive revenue, and the influence of fashion cycles on market timing and consumer demand.

## **Sustainability:**

Sustainable fashion is more than just choosing the “right” clothes, it’s about how people interact with clothing in everyday life. From mending garments to shopping second-hand, research shows that sustainability is often practiced in subtle, personal ways. Heinze (2021) explores this through wardrobe interviews, revealing how routines, emotions, and identity shape fashion choices. She argues that “the practice of fashion consumption is already layered and

# Literature Review

treacherous well before sustainability issues are considered” (pp. 853-854). Rather than judging consumers, Heinze encourages a more empathetic approach: “not ostracize but engage; don’t judge but understand” (pp. 866-867). Her findings highlight small but meaningful actions, like mending and reuse, that quietly enact sustainability, even when consumers don’t label them as such.

In a study by Painter, Hiller, and Oehlmann (2024), the concept of upcycling is used to rethink sustainability beyond rigid rules or utilitarian metrics. The authors “argue for a processual, relational approach to valuation” (p. 828), suggesting that sustainability grows through hands-on engagement with materials. They emphasize that “to live sustainably, one has to stay close to materials, engage relationally with one’s histories and contexts” (pp. 832-833). Their research shows how creative practices, like repair and reuse, not only transform clothing but also foster ethical awareness. This aligns with Heinze’s findings, reinforcing the idea that sustainability is embedded in everyday actions and relationships with materials.

On the other hand, Papasolomou, Melanthiou, and Tsamouridis (2023) focus on consumer knowledge in the fast fashion sector. Their survey reveals a disconnect: “most consumers claim to be knowledgeable about sustainability-related issues, [but] they lack precise and accurate knowledge on aspects linked to the sustainable supply chain” (pp. 191-192). This gap helps explain why sustainable attitudes don’t always lead to sustainable behavior. The authors suggest that “emotional appeals may be more effective than factual claims in motivating sustainable fashion behavior” (p. 200), pointing to the importance of communication strategies in bridging the knowledge-behavior divide.

# Literature Review

Industry reporting adds another layer to the conversation. Kent (2025) notes that even brands known for sustainability are shifting focus toward product design and aesthetics due to consumer “sustainability fatigue.” One brand co-founder explains, “consumers just want to be able to buy something nice and rely on the fact brands are doing a good job under the hood.” Others express frustration with greenwashing: “With all the greenwashing, it just became, like, how do you even navigate what’s real and what isn’t?” These insights suggest that brands are increasingly letting their products “do the talking” rather than relying on sustainability slogans.

Still, some brands are pushing forward with innovation. Ahmed (2025) highlights companies like Stella McCartney and Chloé, which are reshaping the industry through material choices and lifecycle strategies. Stella McCartney’s spring/summer 2024 line used “95% responsibly-sourced materials, including a seaweed-based yarn and a plastic-free leather alternative.” Chloé banned animal materials like fur, angora, and virgin down feathers. Patagonia, meanwhile, centers its model on repair and resale, with “nearly 90% of its textiles... made from recycled inputs like plastic bottles.” These examples echo Painter et al.’s (2024) argument that sustainability is rooted in material engagement and long-term thinking.

Finally, Forbes (2024) emphasizes consumer demand, especially among younger generations who express strong preferences for sustainable brands. However, the article warns that “willingness does not automatically translate into behavior,” and that success depends on “credible practices and transparent communication.” This reinforces Papasolomou et al.’s (2023) point that trust and infrastructure are essential for turning attitudes into action.

Taken together, these studies and contemporary insights offer a strong foundation for our capstone project: a sustainability-focused resale platform designed to make it easy for students

# Literature Review

and young professionals to give their clothes a second life. Heinze (2021) and Painter et al. (2024) emphasize the importance of everyday practices like mending, reuse, and material engagement, behaviors our platform can support through features that encourage repair, creative styling, and storytelling around garments. Papasolomou et al. (2023) and Forbes (2024) highlight the gap between sustainable attitudes and actual behavior, suggesting that emotional appeals and transparent communication are key to motivating action, elements we can build into our branding and user experience. Meanwhile, Kent (2025) and Ahmed (2025) show how brands are responding to sustainability fatigue by focusing on aesthetics and ease, which reinforces our goal of making resale feel aspirational, stylish, and effortless. By integrating these insights, our platform can go beyond just facilitating transactions, it can foster a culture of sustainability that feels intuitive, empowering, and relevant to the lives of young consumers.

## **Professional Clothing:**

Dress codes and professional attire have been tied to perceptions of credibility and workplace culture. While the traditional idea of “dressing for success” has evolved in modern workplaces, the way individuals present themselves continues to impact professional opportunities and organizational impressions. Scholars and practitioners alike argue that attire influences not only how others perceive employees, but also how employees perceive themselves (Southward et al., 2017). Clothing can serve as a marker of authority, an extension of organizational identity, and a source of individual confidence.

The emphasis on appearance in this context can be understood as a form of nonverbal communication. Attire was not simply about following a rule; it was about signaling respectability, stability, and expertise in an industry where intangible qualities such as trust and judgment are essential. Even though Easterling et al.’s (1992) study reflects practices from

# Literature Review

several decades ago, the notion that clothing communicates professionalism persists. This foundation has influenced how subsequent research approaches the study of attire, building an understanding of dress as both a practical requirement and a symbolic statement.

More recent literature indicates that professional attire still matters, though definitions have shifted. Nayak, Padhye, and Wang (2015) argue that clothing choices in the workplace are closely connected to leadership, professionalism, and credibility. Business attire is not only about aesthetics but also about signaling authority and respectability within hierarchical structures. Leaders, for example, may adopt more formal attire to reinforce their authority, while employees in collaborative environments might be encouraged to dress in a way that reflects approachability.

Similarly, Southward et al. (2017) examined whether clothing truly influences perceptions of competence and found that attire affects judgments of professionalism across both genders. Their findings reinforce that attire holds communicative power, shaping perceptions of ability and seriousness in ways that can influence hiring decisions, promotions, and workplace interactions. This demonstrates that even as workplaces adopt more relaxed policies, clothing remains a key component of professional signaling.

The evolving expectations reflect broader social changes. With the rise of creative industries and technology-driven workplaces, rigid dress codes have given way to flexible approaches. Still, as Nayak et al. (2015) emphasize, clothing choices require contextual awareness. What is considered appropriate in a law firm may be very different from what is expected in a start-up, yet both contexts demand careful attention to attire as a representation of professionalism.

# Literature Review

The BBC (2022) similarly emphasizes that while traditional professional dress still holds influence, there is increasing recognition that rigid dress codes may not always align with contemporary workplace culture. Organizations seeking to attract younger generations of workers may adopt casual dress codes to signal openness, flexibility, and creativity. Yet the same article underscores that professional attire remains relevant in situations where credibility and authority need to be visually communicated, such as client meetings or formal presentations. This demonstrates how organizations balance external expectations with internal culture, using attire as a visible expression of their priorities.

An emerging theme across the literature is the balance between maintaining professionalism and allowing for personal authenticity. Southward et al. (2017) found that while attire influences judgments of professionalism, there is growing pressure for workplaces to recognize diverse forms of expression. Overly strict dress codes may stifle individuality and contribute to exclusion, particularly for employees whose cultural attire falls outside Western norms. For example, a rigid expectation for Western-style business suits may overlook the professionalism communicated by traditional clothing in other cultures.

For employees, this balance requires navigating organizational expectations while also projecting authenticity. Nayak, Padhye, and Wang (2015) suggest that dressing appropriately for the workplace requires contextual awareness, but also allows room for employees to make strategic choices about how they present themselves. In practice, this means individuals can use attire as a tool for both compliance and self-expression, enhancing both professional image and personal confidence. For example, an employee might follow general guidelines for professional dress while incorporating colors, accessories, or styles that reflect personal or cultural identity.

# Literature Review

Although workplace dress codes and expectations for business attire have evolved, the literature consistently shows that clothing continues to influence perceptions of professionalism, credibility, and organizational culture. From early research emphasizing trust in professional services (Easterling et al., 1992) to modern guides on business attire (Keiling, 2025) and discussions of organizational culture (Deschamps, 2025; BBC, 2022), dress remains a powerful tool in the workplace. While strict dress codes may be giving way to more flexible norms, the symbolic importance of attire has not disappeared. Instead, the contemporary challenge lies in balancing professionalism with authenticity, ensuring that workplace attire reflects both organizational values and individual identity. By doing so, workplaces can honor tradition while embracing inclusivity, creating environments where employees are both credible and comfortable.

## **Market Landscape/Competitive Analysis:**

The resale market has shifted drastically in the past years and has transformed from a niche practice to a global powerhouse shaping how consumers buy and wear clothing. What was once an industry associated with thrift stores and low-end secondhand shops has become a multibillion dollar industry attracting both startups and established brands to participate. For a company that is seeking to focus on professional clothing learning and researching the ins and outs of this industry is crucial. Consumers in this category expect higher levels of quality, authenticity, and trust than they might when buying casual fashion for everyday wear. When examining the current competitive climate it is important to understand how these companies within the industry are structuring their business, managing inventory, communicating with consumers, and framing the role of sustainability.

# Literature Review

One of the clearest explanations of the resale business models comes from Yrjölä's (2021) article *A Typology of Second-Hand Business Models*. This article identifies three dominant approaches of resale which are consumer to consumer platforms, consignment, and buy resell models. The consumer to consumer platforms such as Depop and Vinted allow customers to sell directly to each other and reduce the overall cost of running the company but also limits quality control. Consignment models such as The RealReal or ThredUp adds a middle man into the equation and helps control the products and level of their goods and markets the clothing on behalf of the seller. Buy resell structures involve purchasing items outright before reselling them at a markedup price. As Yrjölä's (2021) notes, "Each model entails different forms of value creation, revenue streams, and customer relationships, highlighting the need for strategic alignment between the business model and consumer expectations" (Yrjölä, p. 1113). For a company prioritizing professional clothing resale, this observation proves that consumers will be expecting a higher level of quality and consistency that may not be achievable through a consumer to consumer business model. A buy resell or consignment structure is better to ensure that items meet professional standards, however this model requires more logistics, authentication, and customer service.

One major challenge is inventory management and it is a whole other layer of complexity. According to Persson and Hinton's 2023 article, *Second-Hand Clothing Markets and a Just Circular Economy?* compares not for profit and for profit firms in secondhand sectors. The article exemplifies the different business forms affect access to and management of inventory. A not for profit manager explained, "About 70% of all the donated clothes that we receive are discarded [...] due to the fact that we receive large amounts of clothes which cannot be sold or exported, which we then need to pay for to be incinerated" (Persson et al., p. 8). For a

# Literature Review

company prioritizing professional clothing resale, this suggests that relying on donations may not be sustainable and a strong alternative is sourcing such as direct purchases, trade in incentives, or perhaps retailer partnerships. Persson and Hinton (2023) also note that the competitive landscape is shaped not only by who has the most access to a diverse and well maintained inventory but also by how companies structure their operations and manage their overall finances in accordance to how they are building their inventory.

Another side of inventory is how companies decide to present inventory on their platforms. In an article titled *From Preloved to Reloved* by Turunen and Gossen (2024) found that “companies emphasized professional photography, clear condition grading, and strong communication policies to attract consumers and maintain legitimacy” (Turunen et al., p. 14). A huge consideration is how the company is going to market towards a demographic that is focusing on professional clothing because their consumers expect accurate descriptions of the product and sizing as well as fabric quality. Another major factor is ensuring cleanliness of the product so consumers trust the brand and gain an edge over every other company in this market.

This industry has vast potential for scalability which can be seen in ThredUp’s 2025 Resale Report, which states, “the global secondhand apparel market is set to reach \$367 billion by 2029, growing three times faster than the overall apparel market” (ThredUp, 2025, p. 3). The report highlights that Gen x consumers are driving the up-tick and marking the resale market as one of the fastest growing shopping trends this decade and for many it is their first choice over retail shops. This report reaffirms the overall shift in the industry towards resale markets but it also signifies intensifying competition. Professional resale platforms must offer more than just low prices; differentiated ones brand image is crucial to survive in this growing market.

# Literature Review

Buying resale products have now become a culture norm and has reinforced this shift in the market. According to Forbes, Danziger (2025) reports,

“While thrift stores are enjoying their time in the sun, over half (56%) of secondhand apparel shoppers are digging into online resale marketplaces as well, like The RealReal and ThredUp, according to a GlobalData consumer survey among 3,000 American adults conducted in association with ThredUp. In addition, the survey found that 58% of consumers shopped for clothes secondhand in 2024, a dramatic six-percentage point increase over 2023.” (Danziger, para. 17).

This shows how the resale market has moved from a small marginal option for consumers to a mainstream shopping behavior and exemplifies how consumers are increasingly turning to digital platforms for convenience, more variety, and brand-trust. Seeing this normalization is encouraging and suggests that consumers are not only open to purchasing second-hand clothing in general but for most to make the jump to professional clothing will not be challenging. According to the Economist the global market for used clothing has surged in overall value and has already reached \$100 billion in 2025 which just 5 years ago was estimated at a mere \$30 billion. This rapid expansion and the already solidified industry bring great potential for new companies to pop up that focus on niche products.

The article also points out that the industry's momentum is driven by shifting consumer habits which further validates resale as a profitable business model. The downside to the rapid expansion of the sector is the increase in competition as more companies recognize the potential of the secondhand market and begin to capitalize on it (The Economist, 2025).

# Literature Review

For professionals, secondhand clothing is a strong and viable business model but the implications and boundaries are clear. Quality control must be a central focus and inventory strategies should help reduce waste while maintaining that high level of quality. The overall presentation of the brand should mirror retail-level professionalism but differentiation from other brands will be vital for their survival in this highly competitive market. With its rapid growth standing out whether through specialization in professional attire or superior service will be the deciding factor if this company succeeds or not. Consumers are ready and eager for a brand like this to pop up however only companies that meet users high expectations will secure lasting profit and success.

## **Revenue/ROI:**

The resale clothing market has become a trending industry of its own, opening opportunities for resale that turns a profit while providing consumers both affordable and high-quality pieces. For college students and young adults, this concept could be taken further to address their need for business and professional wear without breaking the bank. Understanding the crossover between strategic pricing, marketing positioning and efficiency is essential to make this business profitable. There are several resources that share how profitability typically operates within the clothing resale industry.

In Peter Hill's *Pricing for Profit: How to Develop a Powerful Pricing Strategy for Your Business*, he pushes the idea of pricing as a tool and not merely a way of undercutting competition. Certain techniques like value-based pricing and price segmentation highlighted the importance of not only pricing a product on its perceived value, but making sure the cost is compared with other internal options and not the costs of competitors (Hill pg 88). Having

# Literature Review

multiple pricing options and products is key. If we consider this in the resale industry, it would suggest that pieces should be priced in categories of brand, quality and condition. For example, a used suit from a generic brand would be priced less than one from a designer brand, even if the designer one is not in as good of a condition. Hill considers not just the product or service itself, but any operational cost that goes into delivering it. This could include shipping, cleaning, website fees, warehouses, etc. It is also noted that a product and service are thought of in different lights by consumers. A product is generally seen as a onetime purchase where a service is seen more as a relationship (Hill pg. 9). If a resale business considers these factors when making prices and categories as a blend of product and service, they can maintain profitability and affordability while pushing a continuing purchase relationship.

Although a price may be set, it is important to consider the ways in which it could fluctuate in the future. This pricing uncertainty is indirectly connected to several theories of human decision making through Clement Allan Tisdell's *The Theory of Price Uncertainty, Production, and Profit*. Tisdell utilizes a multitude of human behavior theories to show potential rationale for why one might make a certain decision. He does this to then dismiss all of them with the idea that "individuals can act inconsistently with their aims" (Tisdell pg. 41). This lays the foundation of how we must act when faced with pricing uncertainty and how there is always an inherent risk. Businesses within uncertain markets need to incorporate risk management into their pricing plans. In resale specifically, uncertainty might come from item conditions, fluctuating demand for certain brands, and decreased supply. In an industry with consistently changing trends, the most challenging risk is popularity. A leather bag may become popular overnight, increasing its value and demand, while other products fall behind and remain untouched. Tisdell's framework can be extended to infer that a stable quality and descriptive

# Literature Review

product can reduce purchasing uncertainty. This study emphasizes the need for a business to understand any relevant uncertainties in order to be properly managed.

Clearly, in order to make a profit, there needs to be a demand for your product. Grillo-Mendez explored the demand in the resale industry through the question and article *Are You Willing to Rent Clothes?*. This article touches on the buying behavior within alternative clothing markets. The research finds that resale appeals to and is more likely to garner consumers if it is perceived positively. Gillo-Mendez's data shows that this positive perception is achieved through access to a "wide variety of styles at a lower cost, while also contributing to environmental benefits" (Gillo-Mendez pg. 11). The article also provides data that shows both emotional and sustainable value as a driving force for purchasing resold clothes, even though the emotional value is not admitted by consumers as doing so. In the concept of pricing, consumers are willing to pay higher prices when sustainability is factored in. In order to ensure profitability, a resale business should consider not only segmenting the qualities of an item, but also marketing and noting the ethics and sustainable benefits of its product.

Current sites like Poshmark and Depop highlight the growing financial opportunities in this "vintage" market. An article from ABC News shares how Kelsey Mikula has made enough profit through resale to pay off her \$80,000 in student debt. She achieved this over three years and makes about \$12,000 per month. This shows how profitable resale can be, as she profits about 566% each month. The article emphasizes the importance of selecting high demand brands as well as the use of multiple selling platforms. In this industry it is important to achieve a fast turn over and provide accurate engaging listings. In a strictly business wear resale platform, targeting the right people to source pieces from is the first essential need.

# Literature Review

Another platform known for reselling clothes at a cheaper cost is ThreadUp. In a 2024 article from CBS News, recognizable brands have begun to surface on several resale apps. Some brands have also begun to resell within their own company, capitalizing on selling a product twice. Often, more known and trusted brand names have an added value to them. This recognition heightens a buyer's willingness to pay. A platform that has a large selection of brands with a perceived high quality and reputation gives the platform itself a similar reputation through association. This can increase traction, demand, and justify increased pricing. As an example, a Ralph Lauren blazer or an Anne Taylor button up could be priced higher due to the reputation and trust both of those brands have. This article emphasizes the need for strategically selecting your inventory and accurately aligning pricing.

Of course, there is an inherent challenge within this industry when it comes to trends, as touched upon earlier. With this issue there is also the issue of overproduction, as Liz Ricketts, co-founder of The OR Foundation, mentions "there's an oversupply of clothes, and it's lowering the perceived value, and the real value, of everything" (Wicker 2024). Although the demand within this industry is trending and increasing rapidly, there are several costly issues that are cancelling out its ability to profit. These include logistics, cleaning, storage, returns, and quality. This negative impact can be seen in a few bigger resale companies, specifically ThredUp as they are having to charge a fee for processing consumers/brands' clothing. In an already delicate market, upfront fees do exactly the opposite of the intended ease/affordability of buying secondhand. In order to combat this, operations need to be as efficient as possible in order to avoid an overhead in stock and produce a turnover.

# Literature Review

## **Fashion Cycles/Trends:**

As we live in a country driven by consumption, almost all products on the market have life cycles. For example, Labubu key chains are trending right now and have generated nearly 30 billion in revenue (Forbes, 2025). Just as we see items like kitchen appliances, new cars, and children's toys rise in popularity, the fashion industry has one of the most distinct cycles when it comes to trends. A fashion cycle explains the full life of a trend, from when it first appears in magazines and the media to when it eventually becomes vintage or outdated (Sproles, 1981). These cycles shape consumer behavior, influencing how companies time their clothing launches, magazine coverage, and PR strategies. For our sustainable business model that connects current working professionals with college-aged professionals entering the workforce, understanding fashion cycles will be crucial in developing strategies to reach the right audience. By staying up to date with these trends, companies can maximize profit while reducing waste.

Fashion has life cycles that come and go, shaping what's popular at different points in the year. In the article 'Analyzing Fashion Life Cycles,' George Sproles, he explains that the classic cycle seen in the fashion industry follows the pattern of introduction, rise, maturation and decline. Therefore, as styles decline, new styles come about. These new styles are usually just modifications of older styles, rather than a complete departure from the original style itself. Styles can fade due to "social saturation (overuse) of a style is evident and consumers' boredom with the style is apparent, and creative entrepreneurs and fashion conscious consumers begin active experimentation with new ideals of taste that are perceptually different from the established but overused style" (Sproles, 1981, p. 121). Building on this, in her article "Understanding fashion trend life cycles: The 5 stages," Angela Buquet expands on Sproles ideas by adding a final stage of the cycle: obsolescence. Obsolescence is when a trend fully disappears before it can reemerge in a new form. Most of the article discusses the fast pace of

# Literature Review

trends, especially in today's world, due to social media, fast fashion and digital culture. She explains that fashion trends reach their peak when major retailers start carrying the item making “it accessible to all consumer types” (Buquet, 2025). Luxury brands tend to exit trends once they go mainstream to preserve exclusivity, while fast fashion brands replicate them quickly at their peak, often intensifying oversaturation and sustainability concerns. Besides these micro trends, the article highlights the importance of fashion cycles that last a longer time in the spotlight like seasonal trends and color/textile trends. Understanding the way fashion cycles work is important because brands must decide whether to commit to faster moving micro trends or commit to longer-lasting seasonal trends that support a more sustainable approach.

As mentioned above, the fashion industry has been historically modeled around seasonal cycles. The seasons dictate not only the design and production of the clothing, but also the marketing, retail planning and consumer purchases. In the article “The fashion system,” Blaazer explains that the global fashion industry revolves around two major seasonal collections, spring/summer (S/S) and autumn/winter (A/W) (Blaazer, 2024). These collections are typically presented months in advance to the collection going live in order to give retailers and manufacturers time to prepare. The Bureau article expands on the four season model, by including Resort/Cruise and Pre-Fall as their own seasons. S/S collections are shown in September–October of the previous year for in-store availability from January to June, while A/W collections are presented in February through March for in-store release between July and December. Resort/Cruise collections are usually showcased in May and available by November and Pre-Fall collections are released in May. By having the timing of these collection releases sorted out way in advance, it gives the fashion companies adequate time to market their collections, while also giving consumers time to shop around. Increasingly, however, some

# Literature Review

companies experiment with seasonless models to simplify operations, reduce waste, and support sustainability goals (The Bureau Fashion Week, 2024).

In the article ‘Importance of Trendsetters,’ Mateusz Szast asked Gen-Z students a series of questions about their style, fashion choices, and trend cycles through the form of free form interviews. The results indicated that influencers and celebrities did have an effect on how their clothing consumption patterns, but they still held their own personal style. Most of the survey recipients stated that they took inspiration from magazines, social media and other influencers in their fashion choices, but they didn’t copy styles directly. Szast states that the respondents “did not show the need to follow current fashion trends ‘blindly’, preferring their own, individual style, in which comfort and nonchalance prevail” (Szast, 2025, p. 31). He found that many young professionals followed trends in terms of lifestyle and behaviors rather than exact replicas of the fashion trends. Interestingly enough, he also found that many of the respondents struggled to define their personal style with a word or category. In her article, Baquet also does an analysis of fashion trend cycles and how they are ever evolving. The report emphasizes that “the life cycles of fashion trends today have changed; technology and social media have rendered them much shorter and less predictable than in the past” (Buquet, 2025). Fashion consumption is happening at a much quicker rate than before because of social media and the increase of mass consumption as a trend. This means that the trend cycles are rising and falling much faster than in prior decades. Through Szast’s and Baquet’s findings, it is clear that trends are moving very quickly, which is a reason why many young professionals are choosing to take inspiration from trends rather than direct imitations of styles. Rapid micro trends are difficult to keep up with due to the cost and sustainability factors. This is important to consider for the business model, since

# Literature Review

focusing on a slower fashion cycle between seasons may be more effective than constantly chasing quick-rising trends.

With trend cycles being faster than ever, it is crucial to keep track of all of the project management in one organized place. D'Avolio et. al argues that Product Lifestyle Management (PLM) is a system that is very beneficial in the fashion industry as it keeps track of all of the details about a product in one place. Everything from fabric choices to marketing deadlines can be stored in this system. This will allow for companies to have one centralized source of information when it comes to clothing drops, especially companies working with fast moving trends and working with the seasonal calendar. By having all of the brand's information organized, it will help with buying unwanted extra supplies and over spending on the marketing budget, which will in turn cut down on waste and costs.

## **Conclusion:**

The literature on sustainable fashion, professional attire for young adults, the resale market, and fashion trend cycles highlights both the opportunities and challenges of developing a sustainable resale platform for professional clothing. Research on sustainability shows how small practices such as re-wearing, repairing, and reselling garments can create meaningful environmental impact. Studies on workplace attire show that access to professional clothing not only shapes external perceptions but also enhances confidence and self esteem during interviews and in daily work life. Analyses of resale business models reveal that affordability, strategy, and trust are key drivers of revenue and growth. Taken together, this body of research makes it clear that the most successful companies will offer products that are affordable, high quality, stylish, and sustainable. A resale platform built on these principles has the potential not only to transform consumer wardrobes but also to support young professionals in reaching their goals

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# Audiences

## Internal

**Staff/interns**

**Founders, CEO's,  
leadership positions**

**Investors and Donors**

**Anyone promoting the  
platform or partnering  
with the platform**

## External

**Students**

**Recent graduates**

**Older professionals**

**General public (people using  
resale platforms)**

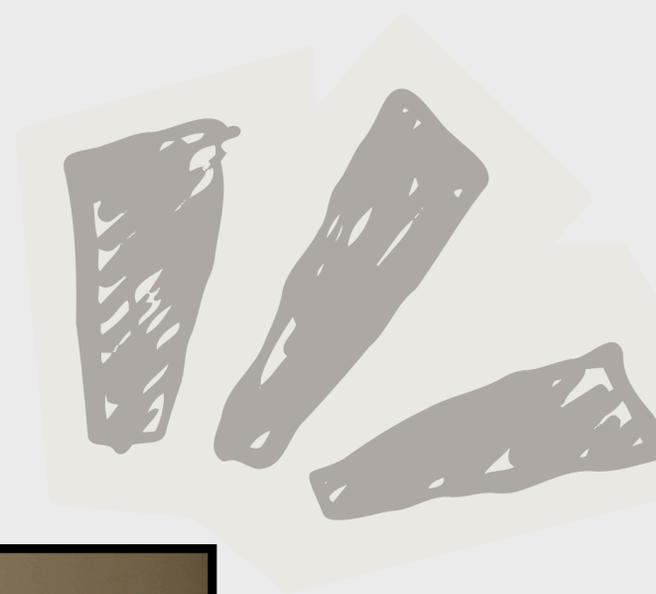
**Universities, career centers**

**Business recruiters**

**People interested in Fashion**

**Environmental concussion  
people**

# Target Persona 1



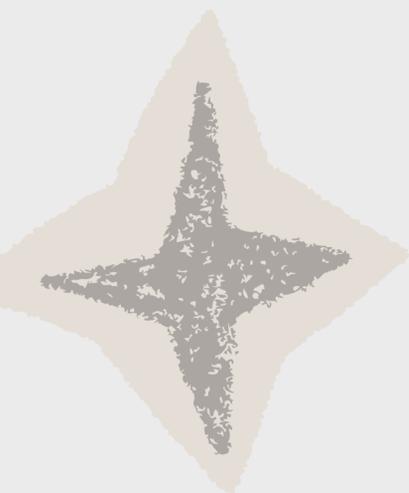
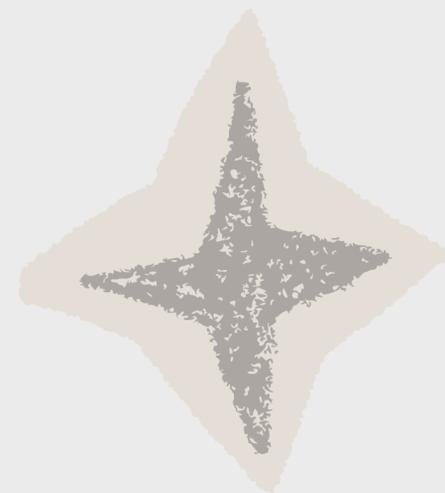
Meet Kathleen Olson, a 36-year-old landscape architect, recently returned to her hometown in Pennsylvania after spending three years working remotely for an architecture firm in Charlotte, North Carolina. What was once an exciting professional opportunity slowly turned into a feeling of homesickness, leading her and her husband to move closer to family. Now balancing a full workload, a young child, and the constant motion of family life, Kathleen's priorities have shifted. Her days are filled with errands, virtual meetings, and school drop-offs, leaving little time for herself. As her lifestyle has become more casual and fast-paced, she finds herself wearing mostly athletic and comfortable clothes, while her closet still holds an array of business-professional outfits from her office days. These clothes no longer serve her, yet she doesn't have the time or energy to sort, list, or sell them on her own. At the same time, with growing family expenses, the idea of letting them sit unused feels wasteful, she needs a convenient way to give them purpose again.

# Target Persona 2



At 22, Clara Rousseau has just graduated from college and relocated to New York City to start her first job as a financial analyst. Moving from the comfort of campus life to the high-paced energy of the city has been both thrilling and intimidating. On her first day at the office, she was reprimanded for not meeting the company's professional dress standards, a moment that left her feeling embarrassed and out of place. Since then, Clara has become hyper-aware of her appearance, second-guessing each outfit she wears. Her old college "professional" pieces suddenly feel juvenile and mismatched with her new environment, but with rent, relocation costs, and bills piling up, she can't afford to overhaul her wardrobe just yet. Waiting on her first paycheck, she's caught between wanting to make a good impression and struggling to find the means to do so. She needs clothing that reflects her potential, something that helps her look like she belongs in the career she's worked so hard to earn.

# Target Persona 3



Chad Beaty, a 19-year-old business student at Villanova University, is just beginning to explore the professional world as he prepares for interviews for investment banking internships. Ambitious and career-driven, he knows how much first impressions matter, especially in competitive fields like finance. But like many college students, Chad hasn't had to think much about professional attire before now. His wardrobe is filled with casual clothes, hoodies, jeans, and sneakers, and he feels uncertain about what's appropriate for interviews or networking events. Without his mom nearby to offer advice or help him shop, he's unsure where to start or what to buy. He wants to appear confident and put-together but feels unprepared to dress the part on his own. Navigating this transition from campus to corporate culture, Chad is realizing that the right wardrobe could help him present himself as the capable young professional he's working hard to become.

# Key Messages



SUSTAINABILITY

CONFIDENCE

INDIVIDUALITY



# Goal

To position Well Suited as a leading resale brand that empowers young professionals to feel confident and succeed through sustainable fashion.

# Competitors

## **thredUP**

ThredUP is one of the largest online thrift and resale marketplaces, offering secondhand clothing from thousands of brands at discounted prices. As of Q4 2024, it had 1.274 million active buyers and processed over 1.2 million orders, despite some market pressures. thredUP aims to make secondhand fashion as convenient and normalized as shopping new by partnering with major retailers and automating resale processes. While its scale and sustainability messaging are strong, thredUP lacks the curated, industry-specific styling and professional focus that sets Well Suited apart. (thredUP, 2024; GlobeNewswire, 2025)

## **The RealReal**

The RealReal is a luxury consignment platform that specializes in authenticated designer fashion, accessories, and home goods. In 2024, the company reported over 37 million members and a gross merchandise value of \$1.829 billion, with nearly \$600 million in revenue. The RealReal promotes sustainability by extending the lifecycle of luxury goods, but its pricing and aesthetic cater to high-end consumers. It does not offer affordable or career-oriented outfit solutions, creating a gap for brands like Well Suited that focus on accessibility and purpose-driven styling. (The RealReal, 2024; FashionUnited, 2025)

## **Depop**

Depop is a peer-to-peer resale platform widely used by Gen Z for buying and selling secondhand, vintage, and upcycled fashion. As of 2025, it had over 45 million registered users globally, driven by its community-first, trend-focused model. Depop thrives on individual expression and social influence, but it lacks structure around occasion-based dressing and offers little guidance for customers looking to build a professional wardrobe. This opens space for Well Suited to serve younger consumers with more intentional styling tied to their career journeys. (Depop, 2025; ECDB, 2025)

# Competitors

## **Poshmark**

Poshmark is a mobile and web-based social commerce platform that enables users to buy and sell new and used fashion items. With over 130 million users and more than 200 million listings, Poshmark creates a vibrant resale community built around social interaction. Its strengths lie in variety and peer engagement, but it does not provide curated recommendations or specialized tools for career-ready wardrobe building. For young professionals seeking easy, guided outfit solutions, Poshmark's model offers little support. (NRF, 2025; Poshmark, 2025)

## **Vestiaire Collective**

Vestiaire Collective is a global resale platform focused on authenticated luxury fashion and sustainability. Operating in over 70 countries, the brand recently released its 2024 Circularity Report, highlighting the environmental benefits of designer resale and reinforcing its B Corp certification. While Vestiaire leads in luxury resale and eco-conscious branding, it does not cater to entry-level professionals or emphasize affordability. Its niche focus on high-end items leaves room for Well Suited to target value-conscious shoppers entering the workforce. (Vestiaire Collective, 2024)

# Objective 1

## Establish Well Suited's Brand Identity.

### **Strategy 1.1: Position Well Suited as the Modern Bridge Between Ambition and Accessibility**

- **Tactic 1.1.1, Visual Branding System:** Develop a modern, polished identity that blends Manhattan sophistication with approachable confidence.
- **Tactic 1.1.2, Website Landing Page:** Design a clear, engaging landing page that introduces the brand, highlights featured looks, and guides users to shop or donate.
- **Tactic 1.1.3, Career-Ready Campaigns:** Launch seasonal campaigns (e.g., “First Day Fits”, “Suit Up for Success”) showcasing how Well Suited empowers young professionals.

### **Strategy 1.2: Embed Sustainability into Brand Storytelling and User Experience**

- **Tactic 1.2.1, “Second Life” Tag System:** Attach tags to garments that share each piece's story, origin, and environmental impact.
- **Tactic 1.2.2, Sustainability Snapshot:** Display simple, visual metrics to show real-time impact.
- **Tactic 1.2.3, Repair & Reuse Tutorials:** Post short videos on how to care for, mend, and restyle clothing, promoting sustainable habits.

### **Strategy 1.3: Foster a Community of Purpose-Driven Professionals**

- **Tactic 1.3.1, Campus and Corporate Partnerships:** Host donation drives and “Career Closet” pop-ups at universities and coworking spaces.
- **Tactic 1.3.2 “Well Suited Voices” Blog:** Launch a blog sharing advice, interviews, and stories from emerging professionals on career and sustainability.
- **Tactic 1.3.3 Membership Program:** Create a “Well Suited Circle” offering early access to drops, styling events, and community networking.

# Tactic 1.1.2

Full Website: <https://www.figma.com/design/g30SJK3FZXpg36eoVZ6tN/Well-Suited-Landing-Page--Community-?node-id=0-1&t=DKGIMWBxJanOsmrJ-1>



Home

Shop

About

Sustainability

Sell With Us

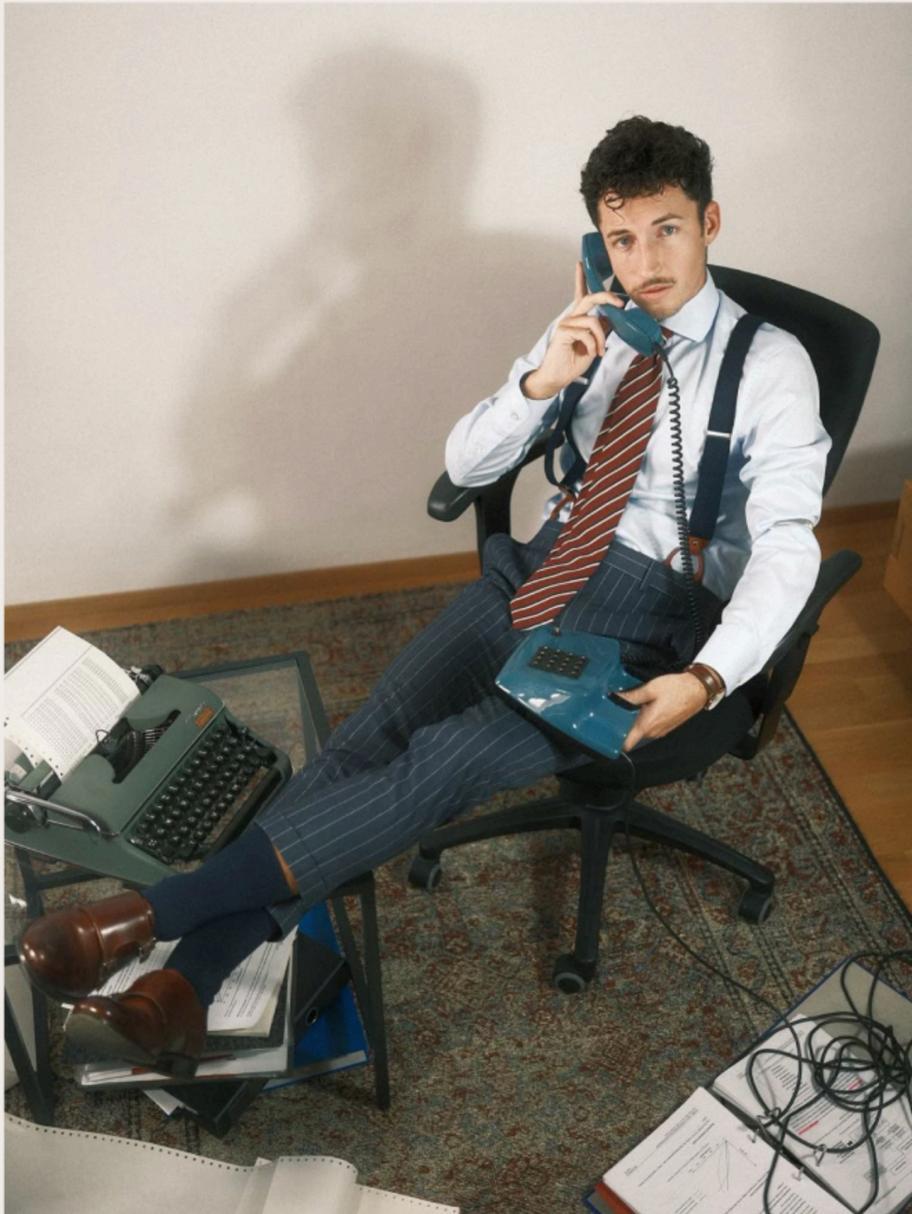


Shop Our  
Latest Capsule  
of Curated  
Women's  
Professional  
Wear



Every Day Brings a New Second  
Chance, Explore Daily Additions

# Tactic 1.1.2



Some things  
never go out  
of style.  
Neither  
should your  
confidence.

Shop Interview  
Essentials For Him

## Our Mission

Well Suited connects students and young professionals with pre-loved professional clothing to build confidence and create a more sustainable future.

[Learn More About Us](#)



# Tactic 1.1.3

## Suited for Success: Your Stories



“As co-founders of a growing tech startup, we wanted our first investor meetings to reflect the confidence we felt inside, but our wardrobes didn’t match our ambition. Well Suited helped us find professional pieces that made us look polished without breaking our budget. Walking into the room in outfits that felt authentically us changed everything, we looked like the team we’d always dreamed of becoming.”

**-Sofia & Maya, Tech Startup Founders**

# Objective 2

To emphasize the look good feel good mentality

## **Strategy 2.1: To increase knowledge of what is considered professional attire**

- **Tactic 2.1.1:** Create incentive program for college students active on LinkedIn
- **Tactic 2.1.2:** Create posts that will be shared on LinkedIn
- **Tactic 2.1.3:** Create a course on LinkedIn that will allow students to certify that students know and can identify what professional clothing is

## **Strategy 2.2: To inform college campuses about the power of the look good feel good**

- **Tactic 2.2.1:** Collaborate with college career centers by speaking with representatives to inform them about what Well-Suited can offer students
- **Tactic 2.2.2:** Create posters to be shared around the career center
- **Tactic 2.2.3:** Place clothing bins for donations at career center

## **Strategy 2.3: To spread the word on professional clothing for select industries**

- **Tactic 2.3.1:** Create a print advertisement to be shared on
- **Tactic 2.3.2:** Partner with influencers in each field to share outfit inspiration and insights on how attire shapes first impressions
- **Tactic 2.3.3:** Host an “Industry Style Week” on campus

# Tactic 2.



**Well Suited**

39 followers

Promoted



First impressions matter—and so does confidence. At Well Suited, we believe that how you present yourself can open doors to incredible opportunities. We connect ambitious professionals with sustainable professional clothes to help them look and feel their best for interviews, networking events, and beyond.

Whether you're preparing for your first job or aiming for that executive role, Well Suited is here to guide you toward success. From expert styling tips to curated professional attire, we make sure you're ready to impress.

- ✓ **Stand out.**
- ✓ **Show up prepared.**
- ✓ **Get hired.**



**Refresh your Wardrobe Responsibly**

[Learn More](#)

Wellsuited.com

47

21 Comments

Like

Comment

Share

# Objective 3

To differentiate Well Suited from its competitors.

## **Strategy 3.1: Position Well Suited as an accessible and stylish entry point into professional life**

- **Tactic 3.1.1:** Launch a social media campaign using the hashtag #WellSuitedForThis to show before-and-after transformations of customers preparing for workplace events.
- **Tactic 3.1.2:** Partner with recent grads and young professionals to share instagram and tiktok posts with testimonials about how Well Suited helped them feel confident.
- **Tactic 3.1.3:** Feature real customer stories on the website and various social media channels that showcase achievements consumers hit while wearing Well Suited.

## **Strategy 3.2: Highlight Well Suited's commitment to sustainability and ease of wardrobe building.**

- **Tactic 3.2.1:** Launch the "First Impression Kit", a digital lookbook with curated outfits by career path.
- **Tactic 3.2.2:** Add "Style with Purpose" tags to product listings that show each item's environmental impact.
- **Tactic 3.2.3:** Partner with eco-conscious influencers and career-readiness nonprofits to create content that connects sustainability with the professional world.

## **Strategy 3.3: Promote Well Suited's use of AI to modernize resale and enhance the customer experience.**

- **Tactic 3.3.1:** Release a press release announcing the AI-powered drop-off bins, highlighting how technology evaluates items for resale and supports sustainable fashion.
- **Tactic 3.3.2:** Create a social media campaign called #StyledByAI that demos the AI chatbot in action helping users build professional outfits in real time.
- **Tactic 3.3.3:** Partner with tech-focused media outlets to share educational content on how Well Suited uses AI to make secondhand shopping smarter and more personalized.



# FIRST IMPRESSION KIT

The First Impression Kit is your personal styling destination for the working world. Whether you're prepping for an interview, your first day, or a big presentation, this is where you'll find curated, professional outfits tailored to your industry and role. Each look is made with real Well Suited pieces — affordable, secondhand, and handpicked by our styling team. Not sure what to wear? Ask our built-in AI stylist, trained to recommend outfits based on your job, vibe, and wardrobe needs. It's like having your own fashion assistant, ready 24/7.

[WHAT'S INSIDE EACH KIT](#)[BUSINESS PROFESSIONAL](#)[BUSINESS CASUAL](#)[CASUAL](#)[SMART CASUAL](#)[PRACTICAL](#)

GET STYLED  
NOW

# Objective 4

## Drive platform usage and ROI/sales

### **STRATEGY 4.1: Expand overall brand recognition and engagement through media advertising.**

- **TACTIC 4.1.1:** Create a curated social media ad campaign for Instagram that highlights multiple full business looks sourced from Well Suited.
- **TACTIC 4.1.2:** Work closely with micro-influencers that represent our target audience to create TikTok content of “Business on a Budget” looks that tag our products.
- **TACTIC 4.1.3:** Implement email marketing with newsletters that include discounts and featured products to drive previous consumers back.

### **STRATEGY 4.2: Create purchase incentives and social buzz.**

- **TACTIC 4.2.1:** Offer a time exclusive rewards program (one-two months long) offering store points for sharing Well Suited purchases online or with friends.
- **TACTIC 4.2.2:** Collaborate with Handshake each month to offer a premium membership to a selection of our first-time consumers.
- **TACTIC 4.2.3:** Implement an “Office Edit” package that puts together business looks based on consumers’ style preferences to encourage higher order values.

### **STRATEGY 4.3: Foster partnerships that drive sales and trust**

- **TACTIC 4.3.1:** Partner with local universities to offer student discounts in exchange for promotion during on campus career activities.
- **TACTIC 4.3.2:** Partner with local coworking spaces to promote styling perks/discounts for their consumers.
- **TACTIC 4.3.3:** Work with thrift focused influencers to spread the word/review Well Suited’s services.

# Tactic 4.1.3

NEWSLETTER  
EDITION 1.1  
DECEMBER 2025

*Well*  
SUITED

# RESALE MADE

*professional*

Sustainability in action: our clothes have careers too.

SHOP NOW



## new perks just dropped.

A curated closet drop — and the ability to share. When you sign up and shop this drop with a friend, you both earn store credit toward your next purchase. Because good style should be shared.



# Tactic 4.1.3

## SELLER SPOTLIGHT

our favorite seller  
this month



**This month, we're spotlighting Blair Windsor, a NYU business student who's perfected the art of curating a wardrobe with intention. Blair's closet is full of basics, layering pieces, and those statement finds that make the outfit.**

### Why we love her style:

Her looks are unique yet functional — the kind of outfits that transition from class → coffee interview → networking night out with ease.

### Her Closet Drop is Live:

Good news for you...Blair just cleaned out her closet and each piece is live on our site now! Like all resale finds, each piece is the only one in stock.

Once it's gone, it's gone.

Shop Blair's Favorites Before Their Gone →

BLAIR'S CLOSET DROP

STAY POLISHED.

WWW.WELLSUITED.COM

# Objective 5

Establish Well Suited as a leader in sustainable fashion by informing and engaging consumers around its purpose and practices.

## **Strategy 5.1: Make sustainable fashion participation easy and convenient for everyday consumers.**

- **Tactic 5.1.1:** Place clothing drop-off bins, advance AI driven “donation buckets” in grocery stores and other high-traffic locations, career centers
- **Tactic 5.1.2:** Offer discounts for consumers who donate or recycle clothing
- **Tactic 5.1.3:** Allow Customers to view their sold items on the website - will allow them to see the impact they have when donating their clothes rather than dumping it

## **Strategy 5.2: Educate and Engage Consumers about sustainability practices**

- **Tactic 5.2.1:** Host educational pop-up event where consumers can learn about eco-friendly practices, and see how their everyday choices make a real impact.
- **Tactic 5.2.2:** Share sustainability reports on our website and social media
- **Tactic 5.2.3:** Partner with environmental NGO's for events
- **Tactic 5.2.4:** Develop and distribute a press release that highlights Well Suited's measurable sustainability impact and ongoing commitments.

## **Strategy 5.3: Minimize unsold inventory and resource waste.**

- **Tactic 5.3.1:** Partner with organizations like Goodwill or local thrift stores to donate clothes that do not get sold
- **Tactic 5.3.2:** Collect and distribute clothing seasonally to match consumption needs and reduce waste
- **Tactic 5.3.3:** Host discounted pop up events for all of the leftover clothing from the season

# Tactic 5.2.1

# STEP INTO SUSTAINABILITY



AN EDUCATIONAL POP-UP EVENT HOSTED BY WELL-SUITED IN PARTNERSHIP WITH NYU COLLEGE

QUICK SWAPS THAT MAKE YOUR  
ROUTINE MORE ECO-FRIENDLY

A BEHIND-THE-SCENES LOOK AT  
SUSTAINABLE SOURCING AND PACKAGING

ON SITE ACTIVATIONS: PHOTOBOTH, SUSTAINABILITY WHEEL & GUEST SPEAKERS



HEAR FROM OUR GUEST  
SPEAKERS



**MADELINE DOE**  
CEO OF WELL-SUITED



**AJA BARBER**  
AUTHOR OF 'CONSUMED'



# TIMELINE

## JANUARY

- Spring + Summer Collection Open
  - (Spring Collection March - May)
  - Summer Collection sold (May - August)
- Social Media Activation

## FEBRUARY

- First newsletter introducing mission + launch date
- Website goes live
- First educational pop-up
- First Impression Kit goes live

## MARCH

- Influencer partnerships + ambassador posts
- Spring collection fully listed for sale on site
- College campus recruiting/networking events
- Press Release on AI features published

## APRIL

- Prepare Summer clothing collection for sale (photography + listings)
- Newsletter highlights internship outfits for summer collection

## MAY

- Summer collection live
- Open collections for fall/Winter collection
  - (fall/winter collection September - February)

## JUNE - AUGUST

- Back-to-school pop-up (internship style focus)
- Finalize Fall collection listings

# BUDGET

## Objective 1 Budget:

- Website Landing Page: \$2,500
- Career-Ready Campaigns: \$3,000
- Visual Branding Kit: \$4,000
- Second Life Tag System: \$3,000
- Sustainability Snapshot: \$2,000
- Repair & Reuse Tutorials: \$1,000
- Campus & Corporate Partnerships: \$3,000
- “Well Suited Voices” Blog: \$2,500
- Membership Program: \$2,500

**Budget: ~ \$23,500**

## Objective 2 Budget:

- Incentive Program: \$1,000 – \$1,500
- Content Creation & Promotion: \$500 – \$800
- LinkedIn Course Development: \$2,500 – \$3,500
- Career Center Collaborations: \$500 – \$1,000
- Poster Design & Printing: \$300 – \$600
- Clothing Donation Bins: \$500 – \$800
- Print Advertisements: \$600 – \$1,000
- Industry Influencer Partnerships: \$1,500 – \$3,000
- Industry Style Week Event: \$1,000 – \$2,000

**Budget: ~ \$9,000**

## Objective 3 Budget:

- #WellSuitedForThis social campaign — \$2,000
- “First Impressions Kit” digital lookbook — \$1,500
- “Style with Purpose” sustainability tags — \$700
- Sustainability + nonprofit partnerships — \$1500
- AI drop-off bin press release — \$1,200
- #StyledByAI content series — \$800
- Tech + sustainability media outreach — \$1,300

**Budget: ~\$9,000**

## Objective 4 Budget:

- Instagram ad campaign — \$3,000
- Micro-influencer content — \$3,000
- Email marketing and newsletters — \$1,000
- Rewards program — \$2,000
- Handshake collaboration — \$2,000
- “Office Edit” package — \$1,200
- University and Co-working partnerships — \$3,500
- Thrift influencer reviews — \$2,500

**Budget: \$18,200**



## Objective 5 Budget:

- Donation Bins Marketing ---\$5,000
- Educational pop up event --- \$500
- Seasonal collection storage ----\$500
- Discounted pop up events – \$100
- environmental NGO's for events – \$200

**Budget: ~\$6,300**



**BUDGET TOTAL: \$66,000**

# EVALUATION

We will measure the success of this campaign by evaluating website visits, number of donations & sales and social media engagement. We will gather feedback through short surveys at pop-ups, comments on social posts and conversations with students who attend our events.

We will also track the environmental data featured in our “Sustainability Snapshot,” such as how many pounds of clothing we divert from landfills and our estimated carbon savings.

# Meeting Log Notes

## Meeting Log Notes #1

Date/Time: October 2nd 2025; 2:15-3:15

Attendees: Paige Hammer, Anna Painter, Jewel Aryee

- Discussion on whether to focus specifically on fashion or sustainable fashion companies within the agency
- Concern: If only fashion, potential overlap with many competing clients.
- Consensus: Fashion is a strong niche but not overly narrow; sustainability can be layered in later.

### 2. Location

- Agreed that New York (Manhattan) is the best option:
- Fashion-forward hub.
- Proximity to NYU, FIT, and other fashion schools.
- Makes sense for brand positioning.

### 3. Brainstormed Agency Names

- Studio 5A (five members, Team A).
- Trash Talk PR (juxtaposition, ties to sustainability).
- House of Stout (using Avery's last name, "House of..." branding).
- Painter Collective (collective aspect highlighted).
- Evergreen Collective (sustainability symbolism).
- Jaguar PR (unique, bold).

### 4. Branding & Design

- Colors:
- Explored earthy/neutral Pinterest palettes.
- Decided on Cornflower Blue + Sandcastle Beige as primary colors.
- Other tones (Bubble, Cloud, Storm, etc.) will serve as secondary colors.

- **Logo:**

- To be designed once the name is finalized.
- General ideas: simple, letter-based, or conceptual depending on chosen name.

### 5. Next Steps

- Finalize company name
- Design logo based on finalized name.
- Draft mission statement/brand essence including key buzzwords and values.

# Meeting Log Notes

## Meeting Log Notes #2

Date/Time: October 7, 2:15 - 3:20

Attendees: Paige Hammer, Anna Painter, Avery Stout, Jewel Aryee, Kerry Dolan

### 1. Finalized Mission Statement Development for Agency

- Chosen Name: Trash Talk PR
  - The team agreed on this name.
  - Noted that with the right branding and logo, the name can feel elevated and creative rather than literal.
  - Combines humor and edge with professionalism.

### 3. Brand Identity & Colors

- Supporting colors: #5092CE, #002F6D, #EBEBEB
- Agreed to keep the palette flexible but cohesive with calming, professional tones.
- All blues together will form the core Trash Talk PR color palette.

### 4. Mission Statement Development

- Drafted multiple ideas:
  - “Our purpose is to create lasting impact through bold ideas, strategic storytelling, and meaningful partnerships that inspire growth and connection.”(Final Statement)
  - “Driven by purpose and passion, we turn vision into influence, building trust, elevating voices, and shaping narratives that matter.”
  - “Fueled by purpose, driven by sustainability.” (final tagline)

### 5. Reviewed info from previous meeting:

- Confirmed New York City as base location.
- Discussed ensuring Trash Talk PR remains broad enough to handle various fashion clients, not limited to one niche.
- Confirmed new colors

# Meeting Log Notes

## Meeting Log Notes #3

**Date/Time:** October 9, 2:30 - 3:20

**Attendees:** Paige Hammer, Anna Painter, Avery Stout, Jewel Aryee, Kerry Dolan

### Discussed:

#### 1. Finalized Mission Statement

- “Our purpose is to create lasting impact through bold ideas, strategic storytelling, and meaningful partnerships that inspire growth and connection.”(Final Statement)
- “Fueled by purpose, driven by sustainability.” (final tagline)

#### 2. Brainstormed potential ideas for client name and concept.

### To Do:

1. Draft a rough timeline of what we plan to work on during the next meetings
2. Brainstorm potential client ideas

# Meeting Log Notes

## Meeting Log Notes #4

Date/Time: October 21, 3:00-3:25

Attendees: Paige Hammer, Anna Painter, Avery Stout, Jewel Aryee, Kerry Dolan

### 1. Discussed:

- Steps moving forward
- Creating a calendar

### To do

- Build Calender/plan
- 3 Objectives for each person (split up work)

- **Oct. 23**

- To bring:
  - Everyone comes with their about me statement
  - Bring 3 ideas for objects
- To Do:
  - Decide on which objectives and assign them to people
  - Situational analysis
    - Figure out audience, and overall branding for client

# Meeting Log Notes

## Meeting Log Notes #5

Date/Time: October 23, 2:35

Attendees: Paige Hammer, Anna Painter, Avery Stout, Jewel Aryee, Kerry Dolan

### 1. Discussed:

- **Client Name: Well suited**

- **Client Mission Statement:**

- At Well Suited, we empower young professionals to dress with confidence to succeed in the workplace. We curate pre-owned pieces that save the planet and save your wallet. (that elevate your look while honoring the planet)

- **5 Objectives:**

- 1. Differentiate Well Suited from its competitors. - Anna
- 2. Establish brand identity - Paige
- 3. Look good feel good mentality - Jewel
- 4. Sustainability forward - Avery
- 5. Drive platform usage and ROI/sales - Kerry

- **Positions/roles**

- Avery: VP
- Paige: President
- Anna: Media Relations Director
- Kerry: Creative Director
- Jewel: Account Executive

### 2. To Do:

- October 28:

- Come with:
  - Everyone write the 'about the client'
- To do:
  - Situational Analysis + goals

- October 30:

- Come with:
  - 3 Strategies for your objective

# Meeting Log Notes

## Meeting Log Notes #6

Date/Time: October 28, 2:35

Attendees: Paige Hammer, Anna Painter, Avery Stout, Jewel Aryee, Kerry Dolan

### 1. Discussed:

- Worked on the situational analysis
  - Real vs Ideal State
  - Key Issues
    - Tangible vs intangible
  - Audience
    - Internal
    - External
  - Target personas/consumers

### 2. To Do

- In meeting thursday:
  - Calendar written out
  - Make canva design
  - Key messages
  - Goals

# Meeting Log Notes

## Meeting Log Notes #7

Date/Time: October 30, 2:30-3:30

Attendees: Paige Hammer, Anna Painter, Avery Stout, Jewel Aryee, Kerry Dolan

### **1. Discussed:**

Work on:

- Key messages
- Goals
- Written schedule

### **To Do:**

- Do the canva doc and put everything completed in it
- Work on objectives

# Meeting Log Notes

## Meeting Log Notes #8

Date/Time: November 4, 2:30-3:30

Attendees: Anna Painter, Avery Stout, Jewel Aryee, Kerry Dolan

### 1. Discussed:

- Created the canva doc and added all headers
  - [https://www.canva.com/design/DAG3w9FKA5I/uyOTw1DDnIrFD3DIgo0LCQ/edit?utm\\_content=DAG3w9FKA5I&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAG3w9FKA5I/uyOTw1DDnIrFD3DIgo0LCQ/edit?utm_content=DAG3w9FKA5I&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

### To Do:

- 3 Strategies
- 3 tactics
- Look at Mission Statement

# Meeting Log Notes

## Meeting Log Notes #9

Date/Time: November 6, 2:30-3:30

Attendees: Anna Painter, Avery Stout, Jewel Aryee, Kerry Dolan, Paige Hammer

### 1. Discussed:

- Went over objectives, strategies, and tactics

### To Do:

- Input your objectives and everything else in Canva
- Be ready to do deliverables on Tuesday

# Meeting Log Notes

## Meeting Log Notes #10

Date/Time: November 11, 2025

Attendees: Anna Painter, Avery Stout, Jewel Aryee, Kerry Dolan, Paige Hammer

### Discussed: Made deliverables

#### To Do:

- Competitive Analysis
- Photos for target personas

#### Thursday Goals:

- Timeline, budget, evaluations

#### Tuesday Goals:

- Slides and script

# Meeting Log Notes

## **Meeting Log Notes #11**

Date/Time: November 13, 2025

Attendees: Anna Painter, Avery Stout, Jewel Aryee, Kerry Dolan, Paige Hammer

**Discussed:** Timeline, budget, evaluation

**To Do :** slides and script

**Tuesday Goals:** Make slides and script

# Meeting Log Notes

## Meeting Log Notes #12

Date/Time: November 18, 2025

Attendees: Anna Painter, Avery Stout, Jewel Aryee, Kerry Dolan, Paige Hammer

**Discussed:** Timeline and script

**To Do :** slides and script

**Tuesday Goals:** Make slides and script

# Meeting Log Notes

## Meeting Log Notes #13

Date/Time: November 20, 2025

Attendees: Anna Painter, Avery Stout, Jewel Aryee, Kerry Dolan, Paige Hammer

**Discussed:** Script and Slides

**To Do :** Finish your part of the script and be ready to practice

**Tuesday Goals:** Run through the whole script and memorize

# Meeting Log Notes

## Meeting Log Notes #14

Date/Time: November 25, 2025

Attendees: Anna Painter, Avery Stout, Kerry Dolan

**Discussed:** Script, Run through of presentation

**To Do :** Keep practicing your individual parts of the script and implement edits from today

Tuesday Goals: Run through the whole script