

Executive summary

Strategic Plan

Lagniappe's is a partnership formed in 2014 to provide quality merchandise to girls between the ages of four and six. Lagniappe will have high-end fabrics and construction coming in at an above average price range for its age group. Lagniappe is targeting children and their parents in the upper middle class category who have an average income of \$80,000-\$120,000 and whom place value on unique and individual style. Not only do the parents seek to dress in quality clothing but they also seek similar items for their children's clothing.

Mission Statement

Lagniappe's mission is to provide young ladies with fashionable garment pieces that they will be proud to wear and own. Giving each little girl a sense of pride and happiness while also serving its communities through charity and service is the company's mission. Each purchase of a Lagniappe product receives a free matching accessory to wear with the garment. Additionally, each season, Lagniappe offers a signature garment and, with every purchase, a portion of the proceeds of this particular garment will be donated to The American Red Cross. Lagniappe seeks to contribute to this organization in the hopes that their customers and their families will live happy and healthy while helping other families in need.

The American Red Cross mission statement is to "prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors." Lagniappe, being inspired by The American Red Cross's strong network of volunteers, donors, and partners who continuously aspire to turn compassion

into action at any time of need, will donate a portion of the proceeds to them in an effort to clothe the victims of emergencies. Lagniappe believes in these values and strives to live in the light of them everyday. Lagniappe desires to give not only our customer but also our communities *a little something extra!*

Vision

Lagniappe's vision is to provide classic clothing for the future fashionistas, making young ladies proud of their unique style. The company will strictly begin online and focus on its target market of young girls between the ages of four and six. Once the business starts to grow and acquires an expendable profit, it plans to expand in about five years and create a few flagship stores in cities that have a large amount of its clients, while continuing its online business. Lagniappe also plans to expand to a younger demographic of girls, between the ages of zero and two, as well as an older demographic of girls, between the ages of nine and twelve, so that their products will become staples in all girls' wardrobes. Lagniappe also hopes to expand its merchandise to sleepwear, active wear, and formal wear so that girls can have a wider selection of merchandise to choose from as they grow and have a greater variety of activities.

Core Values

In addition to their mission and vision statements, Lagniappe has a set of core values that they strive to deliver to its customers. At Lagniappe, they value:

- Serving a quality product to their customers.
- Holding socioeconomics to the standards of their employees and in their business practices

- Providing value to the community through service and political awareness
- Treating their employees with fair company policies, compensation, benefits, and developing strong community ties.

Target Market

Lagniappe's target market is centered on its model customer Chloe. Chloe is five years old and she loves dressing in girly frocks with lots of color and unique designs. Our customer Chloe enjoys tea parties with friends and going to picnics in the park with her mom and dad. Chloe's parents like to dress her conservatively, but also allow her to express herself through individual designs. Our target audience for the line will be girls' ages 4-6 years old, with households with a median income between 80,000-120,000. These parents and their children will be looking for pieces with classic designs with modern fabric patterns. Each garment can be worn in a variety of weathers in the continental U.S.

Rationale for Product Need

Lagniappe chose to create a higher end ready-to-wear line for young girls instead of a low cost high volume market product because there are fewer retailers that produce these products. The mass production market for children's clothes is highly saturated and therefore it would be more difficult for Lagniappe to differentiate itself in the market place. By selecting this product category, they will have more flexibility in their designs allowing more creative properties to influence their garments. Also, there are few retailers that will be produces garments with the same level of quality at the same price

Lagniappe is providing to its customers. Therefore Lagniappe will be introducing a much needed selection to its client base.

Casual clothing is their intention for the beginning of the line. This is because children are always playing and having fun so, this is what is constantly in high demand for their target market. Classic silhouettes and modest hemlines are included in the design of the pieces to create a wholesome look and a timeless effect. Also, the products will be versatile, so girls can wear it to daycare as well as to church services with their families. The apparel is high quality, which ensures that their customers will return to their brand. According to the U.S. Census Bureau, the number of families within our target market, having at least 1 child and earning and income between \$80,000 and \$120,000, is around 1,500 families. Based on the income level of the family, it is estimated that the amount of disposable income for clothing the family will have will be between \$850-\$2,000 every month.

Product Plan

Lagniappe's main competitors are J. Crew for girls, Little Lilly by Lilly Pulitzer, and Nautica Kids. What sets the company apart from these retailers is that they are specifically selling their products online, and to a specific age range of girls. The girls' lines mentioned above have been created as a result of a retailer branching out into new markets. Lagniappe's mix of products include pieces that can be easily paired with one another, so much so that an entire closet of options could be formed just by interchanging a few of their pieces. As a fashion forward retailer, they wish to have outfits that uniquely coordinate with one another in this way because it eliminates the stress on the parents of finding something for their child that may not go with anything else that she wears.

Because this is something that sets the company apart from other businesses, Lagniappe would want to continue this mix-and-match trend when expanding their company to future lines and markets.

Merchandise Plan and Percentages

For their merchandise plan, Lagniappe has decided to make a various assortment of garments including dresses, jackets, pants, skirts, tops, and accessories. The percentages are as follows:

· Dresses:	11.1%
· Tops:	11.1%
· Pants:	11.1%
· Skirts	11.1%
· Jackets:	11.1%
· Accessories:	44.4%

Lagniappe's target market is girls between the ages of four and six with a girly flare. They strive for a line of interchangeable pieces that will be cohesive and easy to mix and match. As an Internet startup company, their objective for production will be to have 100 units of each piece to build inventory. For their winter collection, they will feature jackets, pants, skirts, and dresses as well as accessories.

Lagniappe's decision to produce 44.4% accessory pieces, bracelets and hair accessories was solely based on being able to give their customers a "little something extra" wrapped up with each purchase. This would appeal to both the child as well as the parents. With every purchase you get a free gift. This would make their consumer more compelled to purchase often especially since they have many different styles of hair accessories and bracelets for the gifts. Although this can be seen as a risk, the accessories

are produced at \$0.75 each. With the low price of the accessories and the high price of the merchandise, any financial loss because of the free gifts will not be significant.

Financial Planning

The Financial Plan outlines Lagniappe's forecasted financial statements. The company's plans for starting up, maintaining and creating merchandise will be illustrated here. The partners of the company will also be holding their current jobs outside of Lagniappe in order to sustain themselves.

Plan 1: Start-Up Costs

Capital Equipment List

Office Furniture		
Desks	\$1,200	
Chairs	\$300	
Miscellaneous Office Supplies	\$400	
Total:		\$1,900
Equipment		
Computers	\$3,000	
Sewing Machines	\$2,400	
Internet Router	\$500	
Total:		\$5,900
Total Capital Equipment:		\$7,800

Location and Administration Expenses

Rent & Related Costs		
Rent per Month	\$500	
Initial Down Deposit	\$500	
Total Rent & Related Costs:		\$1,000
Utility Deposits		
Internet Service	\$100	
Electric	\$250	
Water	\$50	
Total Utility Deposits:		\$650
Legal and Accounting Fees		
Trademarking applications	\$1,850	
Delivery and Packaging fees	\$1,000	
Prepaid Insurance	\$250	
Website Design	\$1,500	
Total Location and Admin Expenses		\$6,000

Opening Inventory

Jackets 100 @ \$35	\$3500
Dresses 100 @ \$30	\$3000
Tops 100 @ \$20	\$2000

Pants 100 @ \$35	\$3500
Skirts 100 @ \$15	\$1500
Accessories	
Bows 200 @ \$0.75	\$150
Bracelets 200 @ \$0.75	\$150
Fabric 100 yards @ \$8/yard	\$800
Total opening inventory	\$14,600

Advertising and Promotions expense

Online start up advertising campaign	\$500
Flyers	\$150
Total Advertising and Promotions Expense	\$650

Start Up Costs Summary

Total Capital Equipment	\$7,800
Total Location and Administration expenses	\$6,000
Total Opening inventory	\$14,600
Total Advertising and Promotions expenses	\$650
Total Startup Costs	\$29,050

Plan 2: Estimated Cost of Garment Prototype

Material (fabric, thread, buttons, etc)	\$35
Labor	\$30
Other	\$20
Total Estimated garment prototype:	\$85

Management and Organization Structure

Director of Sales: Jackie DeBlieux

- The director of sales manages all important functions having to do with the sale of products and productivity of the workers hired, such as sales forecasting, planning, training, and program implementation.

Director of Operations: Aimee Murrah

- The director of operations makes sure that the company's everyday activities are running smoothly, and can also be asked to monitor customer service inquiries.

Director of Finance: Chandler King

- The director of finance not only manages all budgeting activities for the company but also can be responsible for human resources, information technology, legal and facilities.

Director of Technology: Nicole Hogan

- The director of technology is responsible for executing, organizing and planning all IT functions of the business. They are also responsible for support and maintenance of existing applications and development of new technology.

Creative Director: Faith Faulker

- The creative director is in charge of overseeing all aspects of product design, including researching current trends and developing design concepts.

Director of Marketing: Whitney Thibodeaux

- The director of marketing is responsible for planning, developing and implementing all marketing strategies, communications, and public relations activities.

Factory and product assembly workers

Product Distribution

As a team, Lagniappe has decided to strictly sell their product through an online store. As described above, the target market is not only the young girl, but also her parents who are between the ages of 30-35 and are searching for modern styles. This best carries on this modernity with their online company. Lagniappe will have a design team led by the creative director and the director of technology, who will determine what will be provided to their customers. Then, the designs will be produced by an offshore

company, and shipped back to their offices. After receiving the packages, that will have a team inspect each garment and product, package it, and ship it to the customer. The major competitors for Lagniappe would be J. Crew for girls, Little Lilly by Lilly Pulitzer, and Nautica Kids. These brands sell their products in select stores and online. We, however, would sell strictly online, though we plan to create a brick-and-mortar store in the future.

Target Customer

In preparation for choosing the target market, Lagniappe consulted a first grade teacher who has taught and seen children's clothing for many years. During the interview, the teacher ranked functionality over appearance. Our first design was a romper. She agreed that a romper would be a cute design in theory, but it would not sell because it would be too difficult for the little girl to use the restroom on her own. The second design we proposed was our jacket and day dress combination. She confirmed that the sailor pea coat and day dress design would be more functional in their everyday life. The dress is also versatile in terms of the weather; it is short sleeved and mid-calf and can be worn with bloomers during the spring and summer or leggings during the fall and winter. Her other piece of advice was to follow the trend of the entire outfit match from the socks to the bows.

Lagniappe's target market is young girls between the ages of four and six. The little girl is part of a very conservative religious family that lives in the suburbs of a major metropolitan city. Her father is a nurse practitioner and his salary is \$80,000. Her mother stays at home to spend time with the little girl. The family mainly associates with the members of their church, the father's co-workers, or her mother's circle of stay-at-home mothers.

The little girl is expected to represent her family well among the family's circle of friends. One way she can do this is through her wardrobe. The clean lines and versatility of Lagniappe is appealing to the family because the clothing could be worn as separates. The line is also cohesive in style and color scheme. This allows the separates to be worn together and make each piece interchangeable. The daughter attends a private school. The school has a required dress code for modesty, but the little girl loves to accessories to make her outfits unique and her own. The family likes to be social and adventurous they invest their money into culturing their daughter they commonly attend the theatre and dinner with other families in their acquaintance and spend time together outdoors. The little girl loves to play outside, but still feel pretty. The family takes into account the quality of the garments they purchase for her so they will hold up through her growth and play.

According to The Centers for Disease Control and Prevention, children at this age are reaching milestones such as speaking "grown up" words, learning how to ride a tricycle and interacting with other children their age at school for the first time. They are at a very important stage in life that is centered on learning new things. Our clothes will feature buttons and zippers so that the children can familiarize themselves with the motor skills that will help them learn how to dress themselves. We also focus on the parents, who are traditional, conservative people. They bring their daughter to church and school. They are involved in her life and development as a child. The parents of the children are also looking for safety. Lagniappe is very serious about protecting our customers and never putting them in any type of danger. The parents are the ones buying the garments and we want their concerns to come first. Our target market will inspire lagniappe's

clothing lines. In every step of the production process the consumer will be our inspiration for success.

Casual clothes are Lagniappe's intention for the beginning of their line. They want quality children's clothing. Fast fashion is not always what the consumer wants especially for the target market they are trying to reach. Modest and appropriate children's wear is their goal. Lagniappe clothing line will feature classic silhouettes and modest hemlines to ensure a wholesome look for the ideal All-American Girl. Lagniappe will ensure a timeless effect on their clothing and make them from quality materials. The quality products and materials will grant their customer what they need to keep them coming back for more. Lagniappe's best chance for profit is making their apparel high quality and using great marketing to reach their consumers.

Lagniappe is starting online; therefore, we will ship to anyone in the United States, and their clothing will have pieces that will be suitable for multiple climates. They do not want to limit their consumer to one specific region but make them available to all children and parents in need. They want their clothes to have a versatile classic look about them, so the child could wear them to church, to school, and to various playful activities. The parents will appreciate this because changing a child's clothing multiple times a day can get tiresome. If a child spills something on their clothing, the parents could have multiple pieces of their line and easily change the soiled article of clothing, not the entire outfit.

Each season, Lagniappe will create coordinating clothing lines. That way a parent could buy every item of our line and have many outfits. Mixing and matching will be easy with the cohesiveness of the fabrics and colors. For expansion, Lagniappe hopes to

break into different ages and apparel categories, such as formal wear, active wear, or sleepwear. At Lagniappe, they have a strong connection to our slogan “A Little Something Extra”. Lagniappe guarantees a small prize with every purchase for your child. This is something new that will make this company stand out to the consumer.

Trend Analysis

Trend research included looking at Pinterest boards which provided many links to children’s fashion blogs and high-in designer sites for children’s wear. Dolce & Gabbana, an up-scale designer brand, fall/winter collection for children featured three repetitive elements: floral, lace, and headbands. Almost every single girl’s garment had something floral on it whether it was a stitch, appliqué, fabric, purse, headband, shoes, etc. As for the actual types of garments featured, most of their garments are dresses and warm winter coats paired with leggings and, of course, headbands.

These trends were also observed at lower price points. Even though Zulily.com also sells every day clothing like t-shirts and jeans, the same reoccurring themes seen on Dolce and Gabbana’s website also translated over into Zulily’s, especially the floral theme and the traditionally structured warm coats. An additional retailer was Gap Kids who gives a much edgier side to girl’s clothing. They feature a lot of sweaters, some knit and some graphic, leggings, jeans, the puffer coats, vests, and boots, knee-high and ankle-high. Their colors are more pastel colors with a few brighter options to use as accent pieces. The biggest difference would be that there were no floral patterns.

Pantone Inc., an authority on color, released that the “it” colors for Fall 2014 were Royal Blue, Aluminum, Aurora Red, Misted Yellow, Sangria, Mauve Mist, Cognac, Bright Cobalt, Cypress, and Radiant Orchid which was named the Color of the Year by

Pantone. These colors seem to still carry a very spring color theme in more of a darker shade to fit the mellower tone of fall and traditional fall colors.

For fabric trends, a general search throughout the fashion world was used instead of specifically looking about children's fabric trends. This is because children's clothing, and more specifically girl's, is simply an adaptation of women's clothing. It's essentially a "mini me" concept. On fashionista.com, an article about the 19 key trends from the Fall 2014 runways gave insight to fabric trends and the first trend was fur. Of course fur will always be fashionable during fall/winter, however, the author notes that the type of fur (Astrakhan fur) is the notable iteration of this trend. Another notable trend was animals in prints, embroidered, and collaged on garments with more of an interest in birds on coats and tops. Velvet also made another appearance on the fall runway fashioned into stunning, single hue gowns. Fuzzy comfortable coats and bomber jackets made an appearance during fashion week with the fuzz not only on the inside but on the outside as well. Lastly, color blocking also appeared mostly on coats and outerwear.

Children have so many different influences because they are exposed to almost everything. For our little girl who is 4-6, her biggest influencers will be the television. From there, almost all the toys she wants to play with, movies she wants to watch, and activities she will want to do will come from influence from the television programs she watches and the commercials she and her parents watch. The absolute biggest trend for girls 4-6 years old right now is the Disney movie *Frozen*. Since she and her family are religious, she will most likely dress more conservatively because of her parents' influence. Besides that, simple interaction with other children and seeing what they have, wear, and play with will also influence what they like and want.

Finally, what does the future hold for the children's fashion industry? According to We Connect Fashion, a fashion trend site that gives sneak peeks to current and upcoming fashion trends, the children's fashion world is going to experience many fashion outbreaks that women's fashion has experienced. For example, the girly athletic look they are calling "Athletic Femme", which includes pieces such as a basketball jersey top in a frilly, pink fabric with sequins outlining the number and a flower headband. The next trend is a gypsy, bohemian look they're calling "Gypset". The flowing silhouettes with neutral colors and soft pops of pinks, oranges, and/or blues in multiple layers creates this look. Other looks include floral dresses that capture Claude Monet's masterpieces, a comic book look called "Absurd Pop" that encompasses bright colors, crazy patterns, and comic book captions, and a tribal look called "Tribal Beat" that has a bright color palette and recognizable tribal prints. According to Pantone's color report for Spring 2015, there's a big focus on blues this coming spring/summer.

Legal Considerations for Children's Play and Outerwear Care Labeling

In all legal considerations between acts and their amended rules as stated by the Federal Trade Commission applied to textile wearing apparel and certain piece goods, Lagniappe first looks to generic requirements across all clothing genres. The Care Labeling of Textile Wearing Apparel and Certain Piece Goods, chapter 16 CFR subpart 423, states that, "Manufactures and importers of textile wearing apparel and certain piece goods, in or affecting commerce, as 'commerce' is defined in the Federal Trade Commission Act, to provide regular care instructions at the time such products are sold to purchasers through the use of care labels or other methods described in this rule" (1). Description of the rule begins with the visibility and access to the garment label. The

label must be in easy access to the garment either hung outside the garment on the tag if the garment does not permit the use of a full connected label, within the garment of an easily seen surface securely attached to the piece, or be an inherent part of the packaging if the item lacks usable surface and manner of attachment to a label (1).

The manner of cleaning must be provided on the label either in the form of “dry cleaning”, “cannot be cleaned successfully”, or through washing instructions. Washing instructions must be given to the consumer for the specifications of the following: washing by hand or machine, temperature requirements, drying methods, ironing, warnings for prescribed methods and assumed methods connected with the garment, and bleaching. Bleaching needs to state whether it can be bleached through use of commercial bleaches or by non-chlorine or chlorine bleach. The same must be done as well with dry cleaning. All detailed description of processes can be found within chapter 16 CFR subpart 423 of the FTC act associated with textile garments and piece goods (1).

Warnings associated with the washing, bleaching, or dry cleaning of the items or potential harm to other items being processed simultaneously must also be stated on the care label. Dry cleaning instructions do not have to be given for every solvent used, just if a particular solvent would harm the item. Example to which would be, Professionally Dry Clean: fluorocarbon. As such, the warning to not use perchlorethylene does not need to be explicitly stated (1). Drying instructions and warnings to certain methods of drying must be stated on the care label itself.

There are some exemptions to 16 CFR sub-part 423. If the item is totally reversible without pockets, or if written permission from the Secretary of the Commission is provided that the care label attachment to the product would damage the

appearance of the good, the attachment of a permanent care label is not needed. Both these exemptions still required that the attachment of a hanging care label too given with the item. Exemptions can be given for items that can be cared for even in the harshest of conditions, such as machine wash with hot water, dry on high setting, iron with high heat, and bleach with all commercial bleaches and dry clean with all commercial solvents.

With these conditions, written permission from the Secretary is not necessary (1).

Additional exemptions that are listed under 423 Care and Labeling Rule issued December 9th 1971, are still in affect and are to be referred to in the case of miscellaneous exemptions (1).

Textile Fiber Products Identification Act

The AATCC Test method for providing quantitative measures of fiber content in textiles to be attached to garment labels is stated in the Textile Fiber Products Identification Act. Description for the AATCC Test is as follows: “This test method describes the physical, chemical, and microscopically techniques for identifying textile fibers used commercially in the United States. Fibers may be examined in raw fiber form or taken from yarn or fabric. These test methods may be used to identify generic fiber types as defined by the Textile Fibers Products Identification Act and subsequent rules and regulations of the Federal Trade Commission. Quantitative methods for determining percentages in blends of fibers are covered by AATCC Test Method 20A, Fiber Analysis: Quantitative” (3).

In short, these tests quantify the amount of various fibers found in whole and blend textiles. These percentages are to be listed on labels within or attached to the garment in descending order of quantity of any fiber above the 5% mark by weight of

fabric. Wools percentages must always be given and are the exemption to the 5% rule. Misinformation to the contents of textiles includes, but is not restricted to misgiven names to fibers, incorrect percentages of fibers outside the upper and lower control limits, or if a fiber is above 5% and not listed. Manufacturers, retailers, product distributors found in contempt of this law will have legal consequences (9).

The Textile Fiber Product Identification Act also includes that textile garments and piece goods should be labeled with the Manufacturer's Identification Code and the Country of Origin. Misrepresentation of these requirements will also result in legal consequences stated in the statute (9). Manufacturer's Identification Codes are distributed by the Federal Trade Commission, and the Country of Origin is regulated by the FTC and Customs and Border Protection Office. The country of origin is associated with the manufacturing and production of raw goods in the item. For further information regarding imports and exports see the Customs and Border Protection Office policies (10).

Safety Regulations Flammability

The purpose of the Title 16, Part 1610 on general flammability of textiles standard is "to reduce danger of injury and loss of life by providing, on a national basis, standard methods of testing and rating the flammability of textiles and textile products for clothing use, thereby prohibiting the use of any dangerously flammable clothing textiles" (2). The standard covers methods of testing, classifications to textiles of three prescribed classes, and the identification of fabrics with burning characteristics suitable and unsuitable for clothing. The standard does not apply to hats, gloves shorter than 14 inches in length, interlinings of specific natures, and footwear that doesn't consist of any hosiery items.

The many various tests applied to fabric before their use for garments are described in the standard list, as well with several fabric types with exemptions to testing (2).

Flammability standards of children's clothing as specified by Title 16, Part 1615 and Part 1616 published by the Consumer Product Safety Commission apply to children's sleepwear garments in sizes 9 months to 6X and sizes 7 to 14 respectively, as well as garments considered to be tight fitting infant clothing (5). "To protect children from burns these rules require that children's sleepwear must be flame resistant and must self-extinguish if a flame from a candle, match, lighter, or similar item causes it to catch fire" (4). These subparts describe the following conditions that the garment must pass that ensure the fabric will act in this specific manner.

Labeling of those items and destruction or reworking of textiles noncompliant to the flammability standard is used to inform the consumer, retailer, or manufacturer of the denial. If a textile fails to pass the flammability standard it will be destroyed or, with special permission, reworked to adhere to the proper conditions. Those items that fail due to having special care instruction to insure the flame resistance to the textile are still allowed to be sold, and will need a permanently attached label to the inside of the garment stating the conditions and precautions associated with the use of the garment (4).

Drawstrings and Small Parts

Compliance to the use of drawstrings can be found in the voluntary consensus safety standard, ASTM F-1816 Standard Consumer Safety Specification for Drawstrings on Children's Upper Outerwear. The ASTM standard took effect in June 1997, as well as the Consumer Product Safety Improvement Act of 2008 (6). The act positions the rules of age by means of standard sizing in children's clothing be used to limit the number of

incidents involving injury and death caused by drawstrings. These articles with drawstrings from the ages of 2T to 12 with the use of hood or upper garment drawstrings and ages 2T to 16 with lower garment waist drawstrings are to be considered observable and not subject to extensive test to determine the validity of the ruling (6).

ASTM F-1816 Standard Consumer Safety Specification for Drawstrings on Children's Upper Outerwear prohibits the use of drawstrings in upper garments and hoods in ages 2T to 12 and limits the length of lower drawstring garment use ages 2T to 16. Note that the use of standard sizing and their equivalents is to be associated with certain ages stated within the standard. The use of drawstrings in the upper garments are linked to incidents involving choking and strangulation, while the length of the drawstrings in the lower garments have led to incidents of being caught within car doors and the subsequent dragging that follows, as well as other incidences leading to injury. Other means of closure and fit are given with suggestions such as buttons and Velcro (6).

The use of small parts used in toys or other products associated with the use of small children can be found in the Code of Federal Regulations in Title 16, Parts 1501 and 1500.50, 51, 52 and 16 C.F.R. 1500.18(a) (9) Small Parts Regulation S1 Toys and Products Intended for Use by Children under 3 Years Old (7). These regulations specify that the qualifications for an item or fixture of a certain size, limiting the use of dangerous small parts in children's clothing and toys. Small parts associated with this regulation only apply to the items with intended use for children under the age of 3. Parts that are considered small fall within the scope of those items that are smaller than the designated test cylinder that is 2.25L and 1.25W, the dimensions of a fully expanded throat of an average 3 year old. Small parts are not limited to the whole but the fragments

of such an item that could fall within the scope. This regulation is in place to prevent the choking, inhaling, or swallowing by mouth of these objects (7).

Lead Content

The Consumer Product Safety Improvement Act of 2008 Title 1 Children's Product Safety sets new limits to the amount of lead found in children's products at limits of 600, 300, and 100 parts per million by weight of any product. Respectively these limits adhere to certain classifications of products, but the limit of 300 parts per million is associated with the product categories of textile and associated fixtures including but not limited to buttons, zippers, decorative embellishments and textiles themselves (8).

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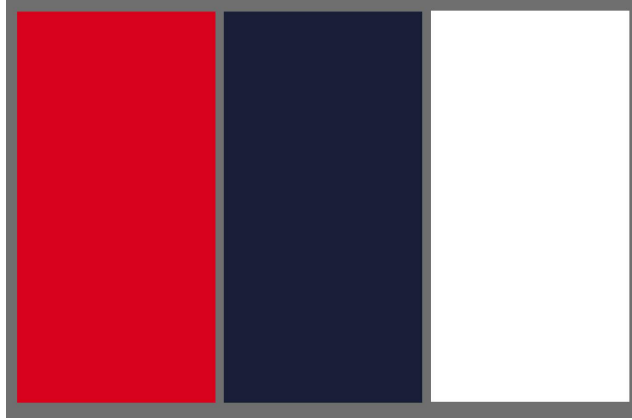
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10. <http://www.business.ftc.gov/documents/bus21-threading-your-way-through-labeling-requirements-under-textile-and-wool-acts#origin>

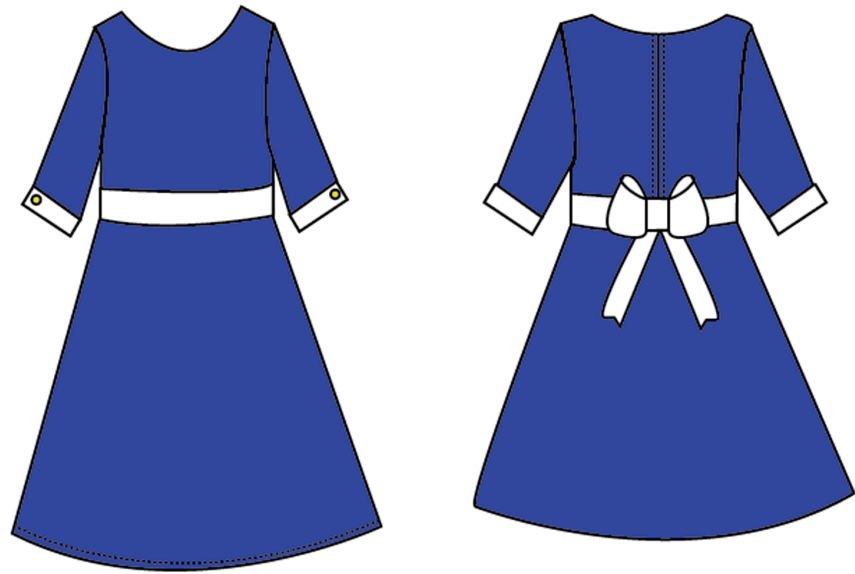
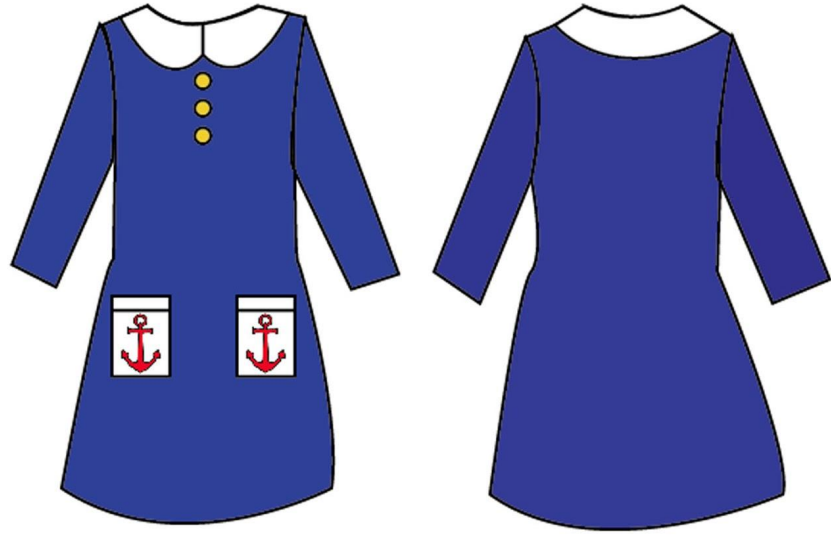
Original Designs

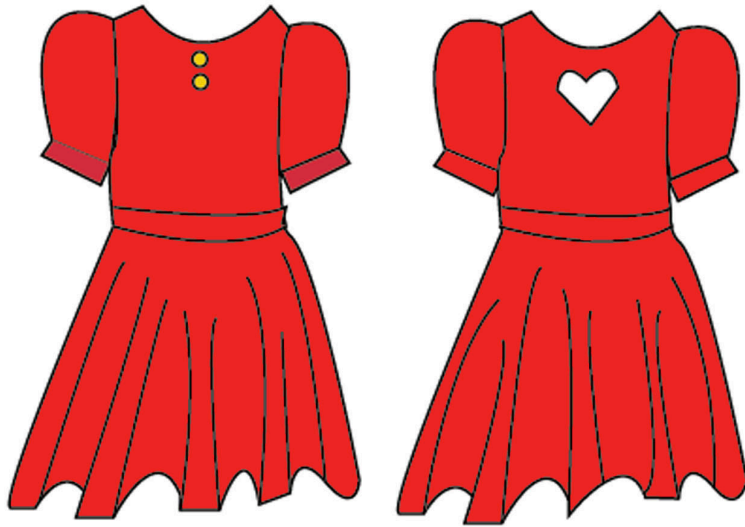
Color Palette



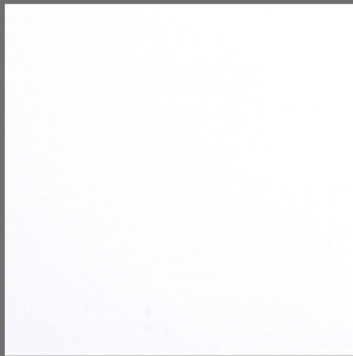
Digital Garment Illustrations



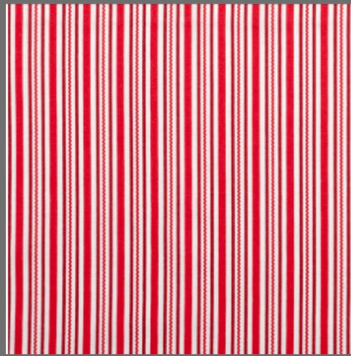




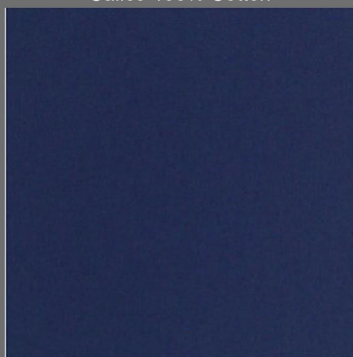
Fabric Selections



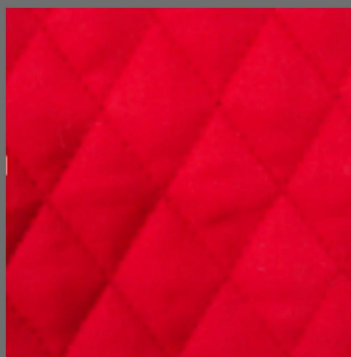
White on White Polka Dot Keepsake
Calico 100% Cotton



Candy Stripe Fabric 100% Polyester



Solid Navy 100% Cotton Plain Weave



Red Diamond Double Faced
Quilt Fabric

Inspiration and Justification for Line

The target market of conservative parents and their young daughters are looking for well-designed, versatile garments. The parents are very involved in the day-to-day life of their child. They often carpool their daughter and her friends to church, school, and extracurricular activities. The mom is especially involved in the choosing of her daughter's clothing, as was her mother when she was young. The mom is looking for archetypal pieces that remind her of the bond her and her own mother shared. Lagniappe clothing line will feature classic silhouettes and modest hemlines to ensure a wholesome look for the ideal All-American Girl. Lagniappes pieces are as timeless as the quality materials they are made of.

The colors we have chosen, red, white, and blue, are an extension of the classic American Girl. The vibrant red retells the story of cherry lipstick, apples picked straight off the tree and the beautiful rose corsage given to you at your first prom. The navy in sends the message of strength and structure while the pure white dreams of a simpler time. Lagniappe's classic designs and clear traditional colors allow for flexible matching options.

Lagniappe is appealing to consumers not only in the usage of color but also with the on trend scope of its designs. Simple femininity is sweeping the runways this winter, not only in women's clothing but in children's as well. Dolce & Gabbana's fall/winter collection for children featured floral, lace, and headbands. Lagniappe is planning on keeping with the ultra-girly theme, with its flower-like silhouette of the coat. Its shape is that of an overturned tulip which will appeal to those customers hoping to stay on trend.

The brand will sell because it is not overtly trendy. Pieces in this line will be useful for years to come. The quality construction and classic silhouettes of the garments will allow for multiple uses between hand-me-downs, resale's and keepsake pieces for the child, future daughters in the family or mementos for generations to come. The silhouettes used were popular more than 100 years ago and will remain popular 100 years from now. Uniquely, there are very few lines today that produce such a product. Giving consumers the option to choose quality over fast fashion will enhance our brand image and ultimately led customers to our products.

