fashion merchandising portfolio

ELISE
ZISSMAN

About Elise



My name is Elise Zissman and I will be receiving a Bachelor of Science Degree in Textile and Apparel Management within an emphasis in Apparel Merchandising & Marketing with Honors from the University of Missouri in May 2020. Throughout my last four years in the Textile and Apparel Management program I have expanded my love for the fashion industry and taken on every opportunity from interning in Chicago with Paper Source, working as an associate with Anthropologie, and creating and designing merchandise for my sorority. As my college years come to a close, I aspire to one day run an exciting and everchanging buying team for an activewear or sportswear company in Chicago as I love to combine my passions for fitness and fashion with my expertise in buying and planning. This portfolio is a compilation of my visionary and analytical work.

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01.

Editor's Picks
Capstone Project | Peloton Promise

The Editor's Picks project was designed to mimic an authentic Editor's Picks spread in a magazine or publication. The purpose of the following Editor's Picks was to create the perfect ten pieces for Fall 2020. Labeled '*Fall for Our Fall Favorites*' it includes a montage of pieces from different designers, brands, and price points for the ultimate fall wardrobe.

Editor's Picks

FALL FOR OUR FAVORITES



1 REFINED KNIT

JACQUEMUS $470

Cortious Oversized Knit Sweater

Cut for an oversized fit, Jacquemus revitalizes the vintage spread collar knit as the perfect fall layer. In a muted neutral tone, the sweater is easily paired with everything from jeans to skirts. *Available at ModaOperandi.com*



2 GET KNITTED

JOSEPH $595

Sally Mélange Ribbed-Knit Maxi Skirt

Ribbed knit to mold to your frame, Joseph's maxi skirt is refined and classic with a feminine flare created by the fluted hem. Create a monochromatic look with a matching top and leather layer.

Available at ModaOperandi.com



3 TAILORING

NANUSHKA $595

Cancun Oversized Vegan Leather Blazer

Embrace the tailored trend with Nanushka's Vegan Leather Blazer. It is the perfect warm toned fall layer to dress up or dress down while looking sleek and chic.

Available at ModaOperandi.com





4 BUTTON UP

JACQUEMUS $775

Sunflower Print Button Front Shirt

The button down trend is here for fall and here to stay. Jacquemus created the perfect light yellow linen blend sunflower print top to make any fall day a little bit better and a little bit brighter.

Available at Farfetch.com

5 THE BOOT

COLE HAAN $200

Perfect Pairs Glenda Knee High Boot

Cole Haan's Knee High Boot will become a fall staple in your closet. With a tall stacked heel, this boot will become the ultimate boot you will turn to for an effortless put-together look.

Available at Nordstrom.com



6 LEATHER LOOK

ALL SAINTS $498

Balfern Leather Biker Jacket

All Saints' iconic best seller, the Balfern Biker Jacket, is the staple every closet needs. Leather jackets are a trend with timeless allure and edgy vibes that will take your outfit to the next level for any occasion. Wear it across your shoulders, as a casual layer, or to pull prints together.

Available at US.Allsaints.com







7 JEWELRY

JENNIFER BEHR $425

Brenna Brass Chain Necklace

The 90's chunky gold jewelry is making its way back onto the fashion scene. Jennifer Behr crafted an elegant and statement making heirloom piece that is so versatile it can be worn with everything from a tee to evening attire.

Available at Modaoperandi.com



8 THE CROP

& OTHER STORIES $119

Puff Sleeve Cropped Cardigan

With a recreational vintage touch, the cardigan has been revamped with a cropped silhouette and feminine puff sleeves. Perfect accessories to your favorite pant.

Available at Stories.com

9 DENIM

LEVI'S $98

Straight Ankle Jean

Straight leg denim is coming in hot for fall, taking the top spot in denim styles. The more relaxed style is a Levi classic that can be paired with any shoe. So, *relax* and grab a pair of Levi's high rise straight denim all fall long.

Available at Levi.com



10 WOVEN BAGS

BOTTEGA VENETA $1900

Cassette Bag

Bottega Veneta's multifunctional woven leather bag is a game changing accessory. Its artisanal flare found both inside and outside the bag, gives the unique pop every ensemble needs. *Available at Bottegaveneta.com*

Editor's Picks

Fall 2020

The Fall / Winter 2020 Fashion Season is set to see a migration back to a focus of comfort and ease. As consumers and brands focus on sustainability, transparency, and classic looks, ensembles will be created from a collaboration of new and vintage, neutral colors with subtle pops, and pieces that will become staples in every fashion woman's closet for decades to come. RTW productions and fashion shows are being built around the ultimate class act pieces of tailoring, leather, polos, and button-downs. The new look will begin with a staple base and expanded upon utilizing bright colors (hot pink anyone?), unique construction such as Bottega's Weave, and accentuated with the perfect leather or tie front blazer. Classic and Comfort are set to fuse together.

Merchandising & Styling

Capstone Project

The Peloton Promise Project is the final business plan produced in Textile and Apparel Management's Fall 2019 Capstone. The Subscription Box Service was developed to fill a gap in the health and wellness market. From research, the group found a lack of specificity in the subscription market and proposed a targeted health and wellness bi-monthly box with a mixture of products from twelve prominent brands. The box would be a product extension within the parent company, Peloton Interactive, LLC. The Capstone Project includes an extensive business plan encompassing Market and Customer Research, Brand Development, Marketing Strategy, Budget and Merchandise Assortment Planning, Human Resources Strategy, and Value Chain Strategy and Planning.

Peloton Promise



Peloton Promise Business Plan

Peloton Promise is a health and wellness subscription box service aimed to provide active and urban individuals with products and brands that will benefit their overall lifestyle and well-being. The brand will be an extension of the Peloton Interactive, LLC. The target consumer for the Peloton Promise box is generally individuals aged 20-35 years old, live in a metropolitan area, and consider themselves to be moderately active or more. We believe our product selections and ability to partially customize each box will give our service an advantage over other subscription boxes in the health and wellness market segment. The Peloton Promise box fulfills the gap in the market by giving consumers a more selective and personalized product assortment for their lifestyle. We aim to give current Peloton users a way to incorporate Peloton throughout their day, as well as give new customers a way to become a part of the Peloton community without requiring purchase of one of Peloton's fitness products. The Peloton Promise Subscription Box has partnered with many influential health and wellness brands to provide an array of products to the Peloton and Peloton Promise consumers.

The Peloton Promise Subscription Launch

Assortment & Budget Plan

Merchandise Budget

Merchandise Budget															
Category: Subscription Box															
				Total Net Sales: **$28,455,900**		Projected Total Boxes for the Fiscal Year: **517,380**									
		March	April	May	June	July	August	September	October	November	December	January	February	March	Total
Sales															
	Next Year Plan ($$)	$2,561,031	$1,707,354	$2,845,590	$3,699,267	$3,414,708	$1,422,795	$853,677	$1,422,795	$2,276,472	$3,414,708	$2,845,590	$1,138,236	$853,677	$28,455,900
	Sales Percentage	9%	6%	10%	13%	12%	5%	3%	5%	8%	12%	10%	4%	3%	100%
Inventory (BOM Stock)															
	Next Year Plan ($$)	$4,311,069	$1,724,428	$6,610,306	$3,736,260	$4,885,878	$1,437,023	$2,299,237	$1,437,023	$5,748,092	$3,448,855	$4,023,664	$1,149,618		$40,811,452
Sales to Stock Ratio															Average STS
	Next Year Plan	1.7	1.0	2.3	1.0	1.4	1.0	2.7	1.0	2.5	1.0	1.4	1.0		1.5
Reductions															
	Next Year Plan ($$)	$25,610	$17,074	$28,456	$36,993	$34,147	$14,228	$8,537	$14,228	$22,765	$34,147	$28,456	$11,382	$8,537	$284,559
	Next Year Plan (%)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Purchases															
	Next Year Plan ($$)	$4,311,069		$6,610,306		$4,885,878		$2,299,237		$5,748,092		$4,023,664			$27,878,245
EOM Stock		$1,724,428	$0	$3,736,260	$0	$1,437,023	$0	$1,437,023	$0	$3,448,855	$0	$1,149,618	$0		

Budget Plan for Peloton Promise's Year One - Fiscal Year 2020

	Budgeted Amount in $$	Budgeted Amount in %%
Net Sales	$28,455,900	100%
Cost of Goods Sold	$14,227,950	50%
Gross Margin	$14,227,950	50%
Expenses	$6,431,033.40	22.6% (From Peloton Report)
Net Profit (Before Taxes)	$7,796,916.60	27.4%

Budget Plan

Total Net Sales for The Peloton Promise Subscription Box

Peloton Company Information	511,202 Subscribers	$39 / Month	$181,100,000 in Subscription Revenue in 2019 Fiscal Year (19.8% of total revenue)
Peloton Promise Subscribers	86,230 Subscribers	$55 / Bi-Monthly	17% of Peloton's Subscribers and Customers from Partner Brands
Total Boxes	6 Boxes a Year * 86,230 Subscribers	517,380 Peloton Promise Boxes	
Total Cost of The Subscription Box To Subscribers	$55 per 6 Times a Year	$330	Annual investment per subscriber for the Peloton Promise Subscription
Total Net Sales	$330 per Subscriber * 86,230 Subscribers	$28,455,900	Total Expected Net Sales for the upcoming Fiscal Year

Net Sales Justification

Peloton Promise Inital Rollout Plan

MONTH | YEAR	PRODUCTION | SOURCING | EMPLOYEE TRAINING	MARKETING | PROMOTION
November 2019	• Finalize brand partner contracts and wholesale agreements • Begin sourcing of wholesale products • Order iPads for pop-up utilization • Train and bring Peloton Promise Sourcing Operations and Buying teams together to collaborate about initial execution • Introduce Peloton Promise to existing Peloton employees and instructors; present a conceptual proposal to inform about product offering	• Creative marketing team meets with Peloton instructors and employees to explain social media and pop-up strategies; ***no actual marketing and promotion being presented to consumer at this time*** • Marketing team utilizes samples for first official Peloton Promise product photo shoots
December 2019	• Begin testing and curation of *The Promise Box* • Sourcing Operations team works with Buying and Merchandising teams to finalize planograms, measurements, and logistics with integration of visual merchandising concepts of the box • Peloton Employee Training on *The Promise Box* including selling tactics, social media marketing and promotions, and general product offering information • Creation of Website and App • Install marketing, website, and ordering software on iPads	• **First promotion email sent only to existing Peloton Subscribers** • Inform Peloton members of upcoming launch (will allow members a "Sneak Peek" before announcement to the general public) • Include images of Peloton Promise branding to get customers familiar with the brand logo, symbol, etc. • Include initial images of *The Promise Box* along with the introduction of brand partners and teaser of product offerings
January 2020	• Installation of Peloton Promise In Store features within Peloton showrooms begins; hang banners, deliver iPads • Prototypes finalized; initial samples placed in Peloton distribution center in storage to prepare for launch • Peloton instructors and other trained employees receive a finalized prototype *Promise Box* in order to use products, so they are well-versed in the outcomes of the products • Employee training on how to use iPads utilized in Peloton pop-ups • All company meeting: Peloton Promise teams inform Peloton teams about marketing and promotional strategies	• **First announcement of The Peloton Promise brand to the general public** • Instructors post an Instagram post of a marketing video provided by the Peloton Promise Marketing Team with their own personalized caption • Instructors go live on Instagram introducing the Peloton Promise brand and briefly speak about product offering; creation of Instagram highlight on instructors Instagram pages labeled "Peloton Promise" for all stories and saved live stories of all informational, marketing, and promotional videos/pictures; creation of Instagram highlight labeled "Peloton Promise FAQ" for all videos/pictures of instructors answering customer questions about subscription box • Continuation of promotional emails sent to existing Peloton members
February 2020	• All company meeting: Peloton Promise teams inform Peloton teams about launch strategies; implementation of monthly memos to Peloton teams from Peloton Promise teams to keep informed about Peloton Promise news • All iPad technology and training completed • All pop-up curation, construction, and merchandising complete • Website and App made public • Production, Buying, Merchandising continues • Invitations to launch party sent at BOM: brand partners, all Peloton and Peloton Promise employees, loyal Peloton members, fitness influencers, etc. invited to launch party	• **Website Launch** • Instructors go live on Instagram speaking about their experience with *The Promise Box* after receiving their box in January; inform followers of product benefits, their favorite products, etc. • Instructors post 3 Instagram stories per week showing them using the products in *The Promise Box* in their daily life • Instructors post 2 Instagram posts this month about The Promise Box: BOM - getting followers excited for the official launch next month, promoting the brand, introducing promotions, etc.; EOM - execution of promotions of initial launch; per instructors' direction via Instagram story customers can swipe up to receive a promo code • Peloton posts Peloton Promise marketing content on their own social media channels to create synergy of the brands
March 2020 INITIAL LAUNCH: THE PROMISE BOX	• Launch party in NYC showroom location • Full website launches and customers are able to subscribe via the Peloton website and app • Sourcing Operations team oversees initial subscriptions and troubleshoot any ordering/shipment/payment issues • Purchases for the 2-month Cycle of the first box registered in the Merchandise Plan for March 1st • First round of subscriptions boxes sent out March 15th	• Instructors promote the launch party via Instagram story • Instructors at launch party to meet and greet and sell boxes • Giveaways, Gift Cards, etc. • Peloton Brand promotes party and launch on their social channels
April 2020	• Continue Production, Sourcing, Quality Assurance • Invest in brand partners; expand product offering within brands • Track consumer engagement and purchasing behavior from first month • Begin development of Purify, Power, and Performance boxes via marketing, merchandising, buying, and brand partner management teams	• Continue to lead and educate Peloton instructors and employees about social media weekly/monthly requirements • Continue to promote and inform, with updates about expansion within brand partners • Share consumer's posts on social media of utilizing the Promise box in their daily lives • Begin initial photo shoots for Purify, Power, and Performance Boxes
May 2020	• Brand Partner Team expands brand partners and product offerings with focus to upcoming launch themes of Purify, Power and Performance • Products purchased for second 2-month cycle of the Promise Box • Second box curated and distributed mid-May	• Summer Promo: heightened marketing and advertising to promote health and wellness during swimsuit season • **First promotion email sent only to existing Peloton members about Purify, Power, and Performance boxes**
June 2020	• Integration of monthly memos to keep Peloton and Peloton Promise teams connected • Production of extension line boxes continue and placed in Peloton distribution center in storage to prepare for launch shipment	• **Teaser of Purify, Power and Performance boxes on social** via the same Instagram strategies listed for The Promise Box
July 2020	• Curation of Marketing plans for pop-ups begin to form for Purify, Power and Performance • Updated installation of pop-up marketing in showrooms due to expanding product offering • 3rd Peloton Promise Box products purchased, curated, shipped out mid-month	• **Introduction of Purify, Power and Performance Boxes on social** • Introduce new product offering and new brand partners • Utilize same strategies used for Promise Box
August 2020	• All company meeting: Peloton Promise teams inform Peloton teams about launch strategies • Invitations to launch party sent; similar invitation list as Promise Box launch party • Integration of new products on website, app, and on iPads	• **Addition of Purify, Power and Performance box pages on website**; sign-up with email to receive promotional emails about upcoming launch • Instructors use same marketing and promotion strategies as the Promise Box; catered towards a different product offering • Begin to construct other advertising and marketing strategies via print and media based off of consumer engagement and purchasing behavior
September 2020 BEGIN LAUNCH STRATEGY FOR PURIFY, POWER, PERFORMANCE BOXES	• Launch Party promoting new boxes • New boxes available for purchase on website and app • Six month Brand Check: track consumer engagement and purchasing behavior since initial launch of the Promise Box in order to make predictions about this launch, gather feedback • 4th Peloton Promise Box products purchased, curated, shipped out mid-month	• Instructors promote the launch party via Instagram story • Instructors at launch party to meet and greet and sell boxes • Giveaways, gift cards, etc. • Peloton Brand promotes party and launch on their social channels

PELOTON®
PROMISE

Marketing Roll Out Plan

The Peloton Promise Subscription Launch

Product Catalog



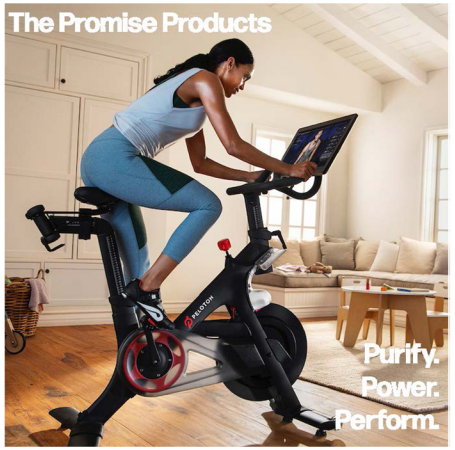
Front


PELOTON PROMISE
Back

the Peloton Promise Box

The Peloton Promise is a subscription box to cater to the health and wellness needs of every individual. Whether you need a collagen supplement, a new water bottle, or some protein to power you through, the box has got it all. Log into Peloton's Digital App to see your favorite instructors using all the products from this bi-monthly's Peloton Promise Box!







COLLAGEN CRAZE
Vital Proteins
Collagen Peptides

Join in on the Collagen Craze. The Collagen Peptides will improve hair, skin, nails, joints, and ligaments, and tendon health. Add it to your favorite beverages and foods to experience all the major benefits.



BLEND IT
Blender Bottle
20 Oz. On-The-Go Bottle

Need a quick protein shake on the go? This 20 oz. blender bottle is perfect for you. Throw in your favorite powder (or the Optimum Nutrition Whey Powder in this bowl), and blend it on the go all day every day.



FIT FOODIE
FiberOne
FiberOne 70-Calorie Brownie

Eating healthy doesn't have to be without a dessert! FiberOne's 70 Calorie Brownies are the perfect protein packed snack to fuel your cravings. With only 2 grams of sugar and 5 grams of carbs, you don't have to compromise on great taste!



'WHOLE' - ISTIC
Whole Foods 365
B-Complex Vitamin

Get on the holistic health trend with Whole Foods's B-Complex Vitamins. B-Complex vitamins offer a multitude of benefits promoting energy levels, good eyesight, cell health, healthy brain function, good digestion, and a healthy appetite.



ICE ICE BABY
BioFreeze
On-The-Go Singles

Have you ever been out and about and get hit with an ache or pain, but have no means to fix it? The Peloton Promise team is bringing you BioFreeze's On The Go Singles! These patches provide fast acting cold therapy pain relief for sore muscles, backaches, sore joints, and arthritis.



FUEL FOOD
Gatorade
Energy Chews

Fuel your mind, body, and soul before or during your workouts with Gatorade's Energy Chews. A tasty, fun, and gummy snack pre-run, post-cycle, during strength training, or any other activity you find yourself in!



HYDRATION
HydroFlask
32 Oz. Bottle

The perfect, professional grade stainless steel, bottle to hydrate for every fitness and wellness endeavor. The HydroFlask has a double wall insulation to keep your ice water cold for up to 24 hours! Get hydrated!



METABOLIZE
Goli Nutrition
Apple Cider Vinegar Gummies

The World's First Apple Cider Vinegar Gummies brought to you in the Peloton Promise Box! These ACV gummies offer many benefits including healthy digestion, improves complexion, helps reduce weight, detoxifies the body, and promotes a healthy heart.



MAKE IT FASHION
Peloton
Peloton Promise Active T-Shirt

The first exclusive Peloton Promise activewear, uni-sex tee made in-house by Peloton. The perfect lightweight, sweat wicking fabric to make you not only feel good, but look good for every workout.



MOISTURIZE
Naturally Serious
Supercharge Moisture Serum

Naturally Serious' revolutionary serum filled with six antioxidants, will help you protect, neutralize, and revive your skin. Revive and Moisturize your skin all day long with this supercharge moisture serum.



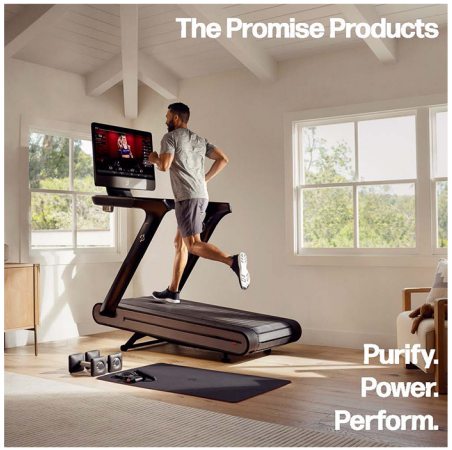
GET LEAN
The Republic of Tea
Lean Green Super Green Tea

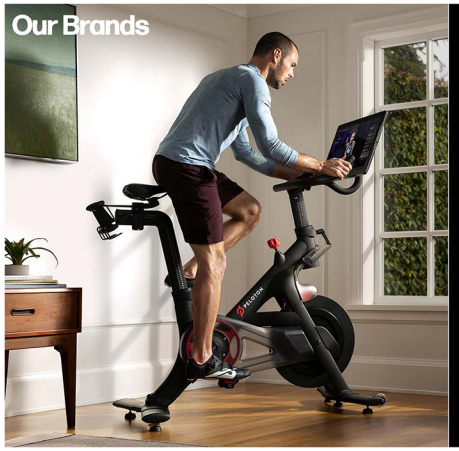
Get Lean with this Green Tea Machine! The Republic of Tea crafted the perfect green tea to increase metabolism and alleviate cravings. The perfect cup of tea for anytime of the day to assist in your wellness and fitness goals.



FUEL YOUR BODY
Optimum Nutrition
Vanilla Whey Protein

A high-quality, protein powder that will support your goals before your workout, after your workout, and all the hours in between. The pure protein is perfect before endurance training or after weight training to kickstart recovery. Use with the travel blender bottle for a shake on the go!





Peloton
Vital Proteins
Optimum Nutrition
BioFreeze
Blender Bottle
HydroFlask
FiberOne
Whole Foods
Goli Nutrition
The Republic of Tea
Naturally Serious
Gatorade

Product Development

02.

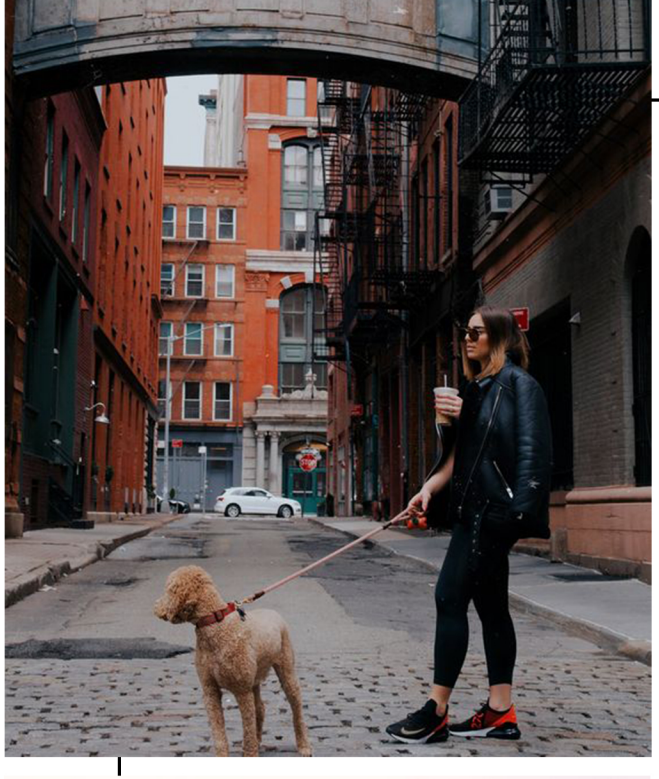
Line Development

Customer Profile | Inspiration | Range Plan | Line Sheet

Fashionably Active

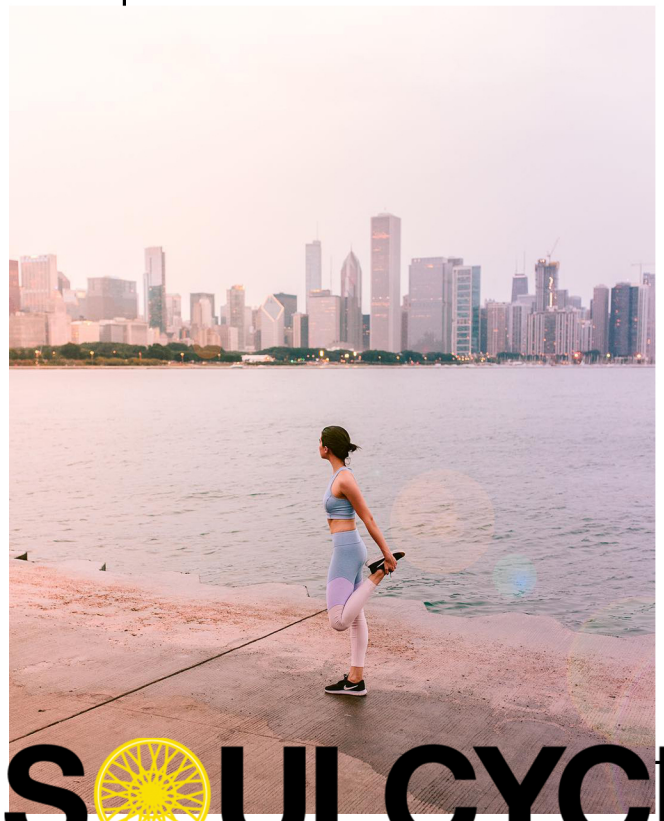
The Line Development Project focuses on developing a targeted product line from Customer Development, Inspiration & Ideation, Line Development and concluding with an all-encompassing Line Sheet. The following Line Development Project takes on the fashionable activewear trend with the line, *Fashionably Active by The Activewear Movement*. The brand focuses on young women who wish to wear fashionable active clothing for all activities in a day. The Activewear Movement brand developed a line that offers effortless transitional active clothing that can be worn from any sweat session to all other daily activities.

Line Development









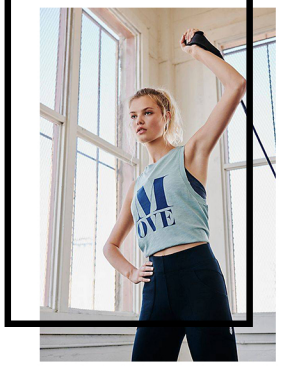


SOULCYCLE

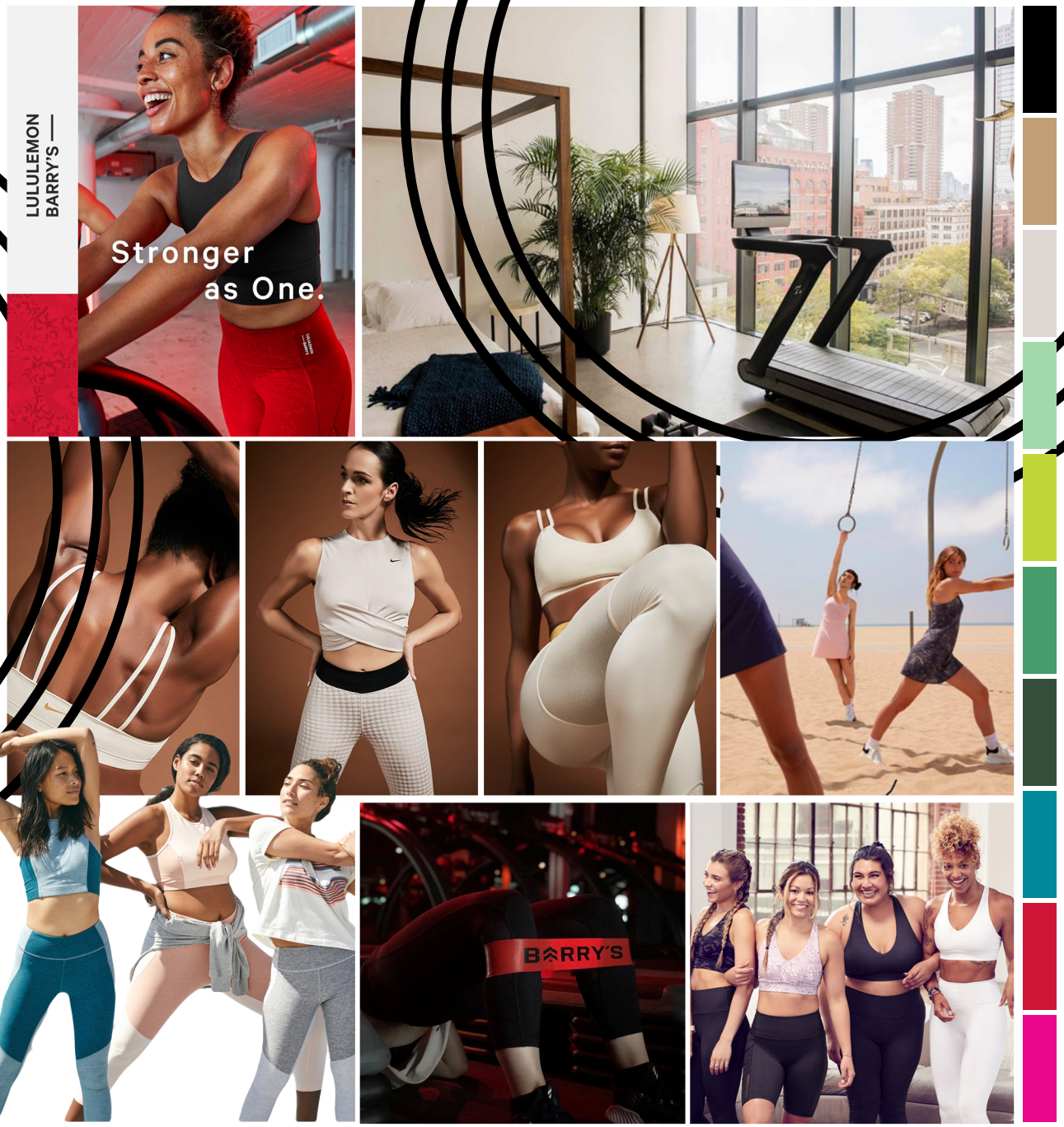
Customer Profile

blake johnson

female
20-34



Blake is a 25-year-old female living in Chicago working as a Marketing Associate at a large Wellness-Focused Consumer Brand in the center of the city. Blake is all about health & wellness and her activewear makes that lifestyle much more **fashionable and fun**. She tries to stay active every single day whether that is walking her dog, going on a scenic run, or hiking with friends. To get the ultimate burn, Blake loves a workout class including SoulCycle, Barry's Bootcamp, and utilizing ClassPass to explore Yoga and Pilates. She has a special place in her heart for workout classes as they helped her socialize and meet friends when she originally moved to the city. In her opinion, nothing makes a workout better than **a great active outfit**. She is a loyalist for brands such as Outdoor Voices, Sweaty Betty, and her Fabletics Subscription. Her go to active outfit is a bright pair of active leggings with a matching top and jacket that can easily transition for every activity throughout the day whether that is going from a workout class to brunch with friends, or from the store to a scenic hike. As **wellness is infused into her daily life**, Blake follows all the trends from the collagen craze to the matcha trend, and often surfs Instagram for health tips and outdoor activities. The activewear movement, the look good feel good philosophy, is Blake's motto, as her **fashionable activewear is her go to closet staples**.



FASHIONABLY ACTIVE

the activewear movement

Activewear breaking the bounds of the gym and venturing into the street. Clothing made to sweat in, is now becoming an acceptable ensemble to wear beyond a workout class or an early morning sweat. As younger individuals, primarily millennials, are focused on health and wellness, activewear clothing has become a staple in all consumers' closets. Furthermore, these pieces are becoming an integral part of day-to-day life and contributing the shift to more casual street and workwear. The 'Fashionably Active' trend is more than just a small part of the athleisure universe, but is part of The Activewear Movement as companies are selling a lifestyle to consumers, products they can live in, sweat in, enjoy life in. Fashionably Active outfits are dual purpose utilizing construction and textiles of typical activewear but has a fashionable flair that allows it to be worn outside of just a sweat session. Group Fitness is the craze of the generation creating a shared dynamic in society over working out together. This is amplified by fitness brands emerging that create activewear for these groups to live in, follow across every platform, sweat in, and stay in representing the brand everywhere they go. Brands such as Outdoor Voices and Sweaty Betty have emerged, as well as fitness studios, such as SoulCycle creating their own merchandise for their followers. As at home workouts utilizing advanced tech platforms such as Peloton takeover the at-home fitness market, consumers opt to stay in their activewear longer even after their gym session ends. With extreme advancement in technology not only in fitness, but in culture leading to telecommuting becoming the norm, fitness instructors becoming leaders not only in person but through digital platforms such as TikTok and Instagram Live, technology and activewear are being fused together in the everyday life. This tech-tility influence on the fashionably active trend is leading to a supercharge in color with powerfully strong prints all that can supercharge a workout or be the perfect ensemble for a coffee run.

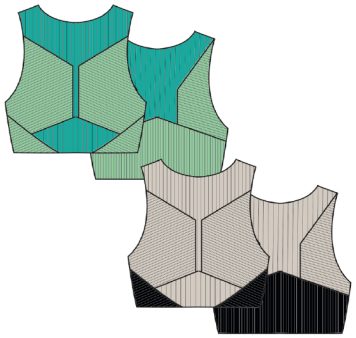
RANGE PLAN

autumn / winter 2020



fashionably active

LINE SHEET

The Activewear Movement	Elise Zissman Autumn / Winter 2020 *Fashionably Active*	
		
Style Name: Attivo Asymmetrical Pullover	**Style Name:** Calia Cropped Power Sports Bra	**Style Name:** Stark One-Shoulder Sports Bra
Wholesale Price: $36.00	**Wholesale Price:** $20.00	**Wholesale Price:** $16.00
Retail Price: $90.00	**Retail Price:** $50.00	**Retail Price:** $40.00
Description: Asymmetrical Split Hem Pullover with Mock-Neck detail utilized for active and everyday layering	**Description:** Compression Sports Bra with technology to sculpt and support during any active movement (worn as a sports bra or cropped top)	**Description:** One Shoulder Low Impact Sports Bra designed to add a fashionable flare to any active ensemble (pair with Aktiva Power Legging)
Materials: cotton, viscose, acrylic, elastane	**Materials:** nylon, elastane	**Materials:** nylon, elastane
Colors: black, vivid pink	**Colors:** black/cream, gingko green/cyan	**Colors:** black, amazon green leopard
Sizes: XXS - 3X	**Sizes:** XXS - 3X	**Sizes:** XXS - 3X
		
Style Name: Sunn Seamless Long Sleeve Top	**Style Name:** Apollo Dual-Layer Short	**Style Name:** Aktiva High Waisted Power Legging
Wholesale Price: $30.00	**Wholesale Price:** $20.00	**Wholesale Price:** $39.20
Retail Price: $75.00	**Retail Price:** $50.00	**Retail Price:** $98.00
Description: Seamless Top designed to act as the wearer's second skin. The compression long sleeve is designed to maintain sweat sessions and daily wear (pair with Apollo Short and Attivo Asymmetrical Pullover)	**Description:** The Apollo Short is a functional fashionable training short with an elastic waistband and compression underlayer for every active movement and long lasting wear	**Description:** high waisted power legging designed to feel like a second skin to easily transition from every sweat session to everyday wear (pair with Stark Bra and Calia Bra for a fashionably active look)
Materials: nylon, polyester, elastane	**Materials:** polyester, elastane	**Materials:** nylon, polyester, elastane
Colors: bio lime, vivid pink	**Colors:** black, vivid pink, bio lime/vivid turquoise	**Colors:** black/charcoal, amazon green leopard/navy
Sizes: XXS - 3X	**Sizes:** XXS - 3X	**Sizes:** XXS - 3X

Creative Presentation

03.

Branding
Runway Analysis

Elise Zissman Branding is a project focused on developing a versatile logo for Elise Zissman's overall brand. The overall theme of the brand was to stay minimalistic and simple utilizing only black & white. For the purpose of clothing branding and labeling, the logo was deconstructed to create a product brand '*by Elise*' still staying on brand and offering more variations of the logo that can be used for different projects and brand extensions.

Elise Zissman Branding

BRANDING

ELISE
elise
ZISSMAN

LOGO

SWATCHES

BLACK LABEL

ELISE ZISSMAN

WHITE LABEL

ELISE ZISSMAN | by elise

GARMENT LABEL

GARMENT BAG



HANG TAG



The Runway Analysis project produced a Mood Board and Runway Collection Board based on trend analysis and research. A specific trend was identified, and a collection board was developed. The following analysis focuses on the lasting and prominent trend of Tailoring & Suiting on the Runway today and in the coming seasons.

Runway Analysis

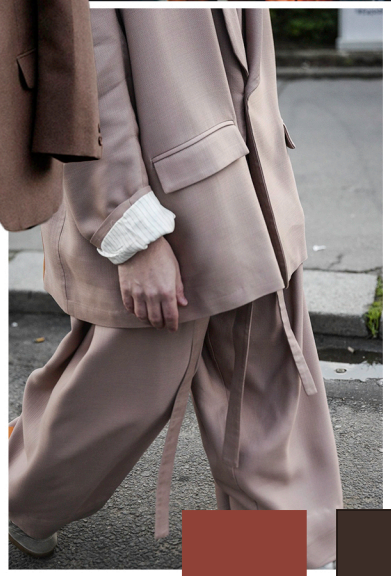




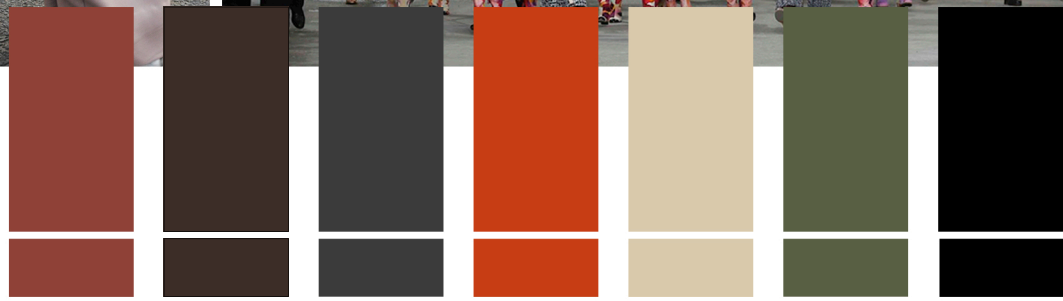












TIMELESSLY TAILORED

AUTUMN / WINTER 2020

The Autumn / Winter 2020 Season will see a resurgence in the tailored trend. Seen from Runway to Street Style to Political Platforms to WGSN and Vogue, the power suit will become a staple in every women's world. In the pivotal post society of the Women's Empowerment movement comprising Me Too, Time's Up, Women's Rights, and the widespread acceptance of Women in Power, menswear tailoring is being adopted as a staple in womenswear today to amplify the power within women. Furthermore, as the fashion industry moves to a more sustainable outlook, the tailoring trend will see more subdued colors and simplistic lines reflecting the minimalism and sustainability focus the industry is taking in the forthcoming seasons. With roots in history, the tailored suit will become a timeless piece with modern twists seen from designer to designer including extra draping, asymmetrical design, and padded shoulders to bring a new modern viewpoint to the timeless staple.



BURBERRY
A/W 20

MAX MARA
A/W 20

THE ROW
A/W 20

PRADA
A/W 20

CAROLINA
HERRERA
A/W 20

GABRIELA
HEARST
A/W 20

AUTUMN / WINTER 2020

TIMELESSLY TAILORED

Professional Development

04.

Resume
Skills
Contact

Elise Zissman

CONTACT

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elise.ziss19@gmail.com
www.linkedin.com/in/elisezissman
www. eliseziss19.wix.com/designportfolio

EDUCATION

University of Missouri
Columbia, Missouri
Graduated May 2020
Summa Cum Laude
B.S. - Human Environmental Sciences
Textile and Apparel Management
Apparel Merchandising & Marketing
Minors: Business / Entrepreneurship
Cumulative GPA: 3.9/4.0

RELEVANT COURSEWORK

Retail Finance / Merchandise Control
Retail and Merchandise Analysis
Omnichannel Retailing
Digital Merchandising
Brand Management and Promotion
Global Sourcing
Consumer Research and Analysis

TECHNICAL SKILLS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Facebook
Instagram
Microsoft Office
VSCO
WIX

WORK EXPERIENCE

Paper Source May 2019 - August 2019
Visual Merchandising Intern *Chicago, Illinois*

- Learned visual merchandising strategies by assisting the Visual Team in merchandising mock store fixtures to convey new, seasonal, and core product stories for retail stores' floor sets.
- Supported the Director of Visual Merchandising with window display and window signage design utilizing a variety of Adobe Suite platforms.
- Gained industry knowledge through participation in and observation of cross-functional departmental meetings for pre-season planning, floor set merchandising communication, store opening execution, and product line developments.
- Networked with executives in departmental meetings, design reviews, and Paper Source's 'Explore the Brand' Intern series.

Anthropologie May 2017 - Present
Seasonal Customer Associate *Leawood, KS*

- Asked by Store Management to return for seasonal continuous employment due to outstanding job performance.
- Selected by Store Management to train new employees, manage markdown, inventory, and shipment processes, and restock product.
- Provide attentive customer service through personal styling, fitting room service, product mastery, and cashier skills.

MizzouRec April 2018 - May 2020
TigerX Cycling Instructor *Columbia, MO*

- Design and execute Cycling classes involving a multitude of drills and music playlists for the health and well-being of the MizzouRec TigerX members.
- Lead classes of members individually, develop exercise routines, and motivate participants in the TigerX program while maintaining a current National Cycling Fusion certification and American Red Cross CPR/AED certification.
- Chosen to mentor new hires to prepare instructors to teach individually.

AWARDS AND HONORS

University of Missouri - Mark Twain Scholarship *August 2016 - May 2020*

- Earned by graduating in the Top 10% of high school class and receiving an ACT score of 30.
- Recurring all four years of attending the University of Missouri as a full-time student.

University of Missouri Dean's List *Fall 2016 - Spring 2020*

- Maintained above a 3.0 major GPA all consecutive semesters.

Textile and Apparel Management Student Showcase *March 2019*

- Presented and showcased Textile and Apparel Management Sourcing Project to professors, students, and industry professionals.

INVOLVEMENT

Alpha Delta Pi Sorority - Alpha Gamma Chapter

Merchandise Chair - December 2017 - December 2018

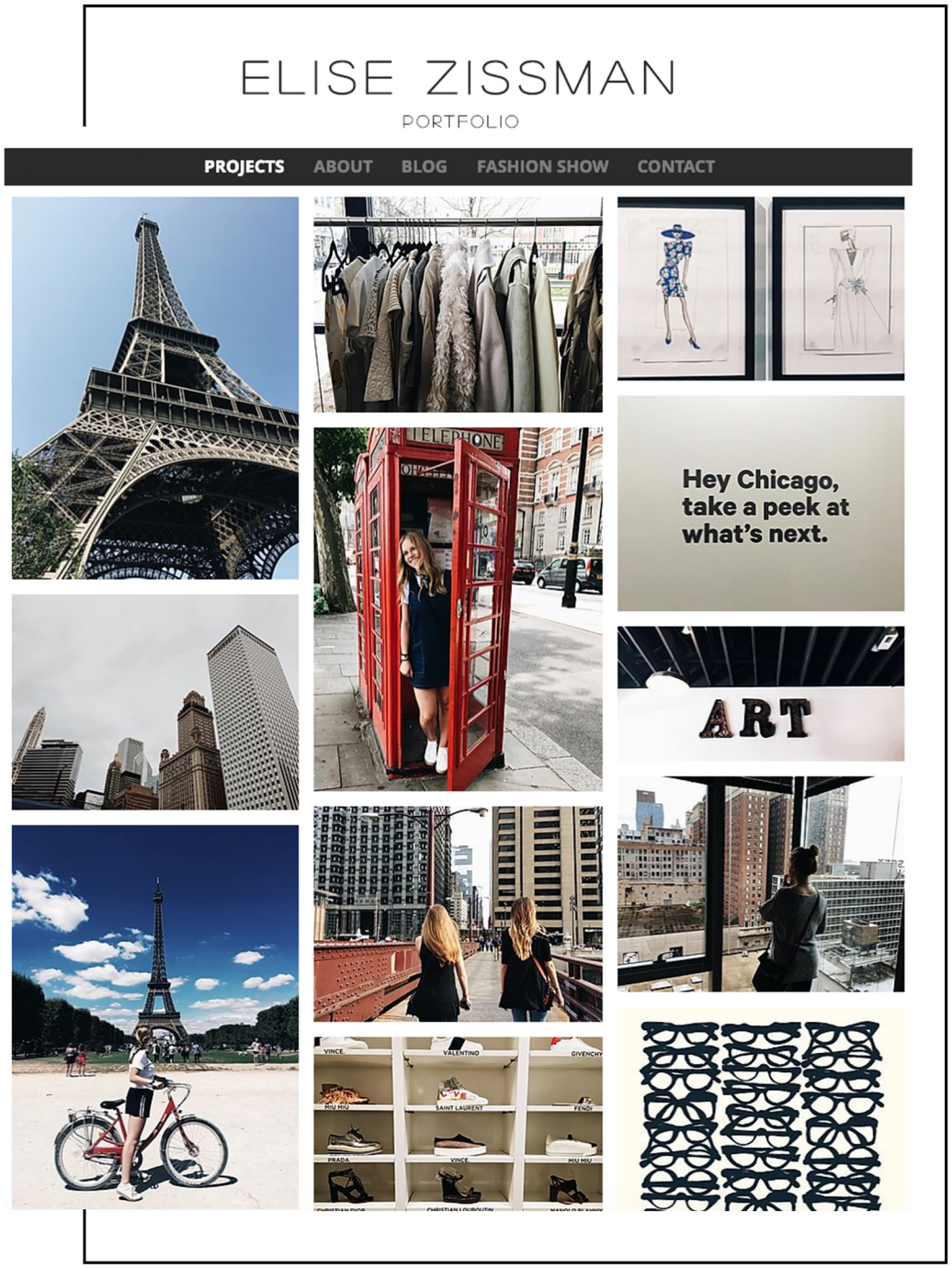
- Designed all t-shirts and merchandise for Alpha Delta Pi events.
- Collaborated with other members of the Executive Board throughout the semester.
- Built relationships and worked jointly with representatives from Greek Life Merchandise companies to create designs for events.

Homecoming Flats Liaison - September 2018 - October 2018
Homecoming Costumes Committee Lead - September 2017 - October 2017

Association of Textile and Apparel Management - August 2016 - May 2017
Girls on the Run Coach - January 2017 - May 2017

Skills

Achiever
Analytical
Communicator
Customer Focused Mindset
Data Analysis
Detail Oriented
Excel Proficiency
Initiative
Leader
Multi-Tasker
Problem Solver
Self-Starter
Team Player
Retail Match Acumen



Online Project Based Portfolio

Contact

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Disclosure

Products | CAD/Flats Images | Runway Collections were utilized solely for the execution and completion of university assignments only and do not represent work completed for the respective company as an actual client. It is neither the intention of the school nor the student to misrepresent such a relationship.

Contributors

www.wgsn.com
www.vogue.com
www.modaoperandi.com
www.wwd.com
www.elle.com
www.farfetch.com
www.gq.com
www.refinery29.com

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