



Detachable dress

By Destiny



What is my product going to made for?

In modern society, a lot of people struggle with the fact their dress is too long or too short and they might want to cut it so I am her with my idea to make a detachable dress so you can make it short or long in a blink of an eye.



What are the special features?

Some of the features will be that to detach it you will need to undo buttons from all around the dress. There will also will be a flap to cover the buttons so it won't mess up the design. Also, another feature will be that the dress will have pockets because most woman clothing barely have any space and with this dress I wanted to change that



Who will be my target audience?

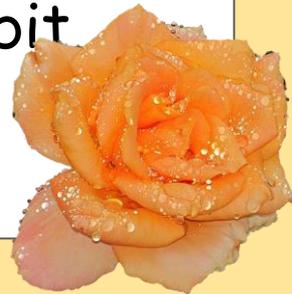
My target audience would be necessarily anyone but mainly woman because most of the design features are mainly made for women who have the problem of always wanting their dress shorter at parties but anyone can buy this dress.



What will be the price range?

A lot of woman find it hard to buy a dress in their price range so I want my dresses to be suitable and affordable for all.I have decided that the price range would be: £30-£50!

If a customer were to ask for hand made embroidery or a custom colour or design the price would be a bit higher.

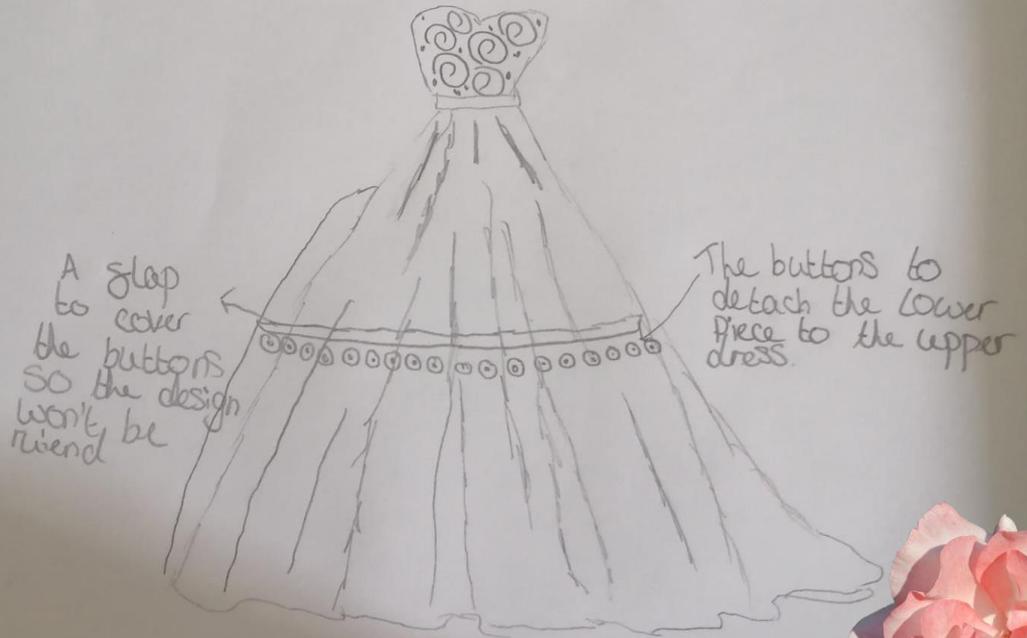


Where would you be able to see and find the advertisement?

To find the advertisement, you would have to go to a window of a boutique or a local fashion store. I thought it would be a great idea to put my advertisement poster on windows because people go window shopping so when they look into the window they will see my poster and maybe be interested.



Here is what the design might look like.



Thank you for
listening!

Thank
you

