THEYTRIARCH CLOTHING CO.
EXECUTIVE SUMMARY

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PROJECT DESCRIPTION

Theytriarch Company is centered in Richmond, Virginia and constructs garments for individuals who identify anywhere on the gender spectrum. We promote inclusivity and acceptance of all genders and sexualities through every garment we create. Our style focuses on a mix of traditional masculinity and traditional femininity with both loosely and tightly fitted garments. We cater towards high school and college aged individuals that are progressive in nature and are fluid with their ideals and persona. Our competition for affordable and inclusive gender-neutral is minimal to none, as we break into this market. Our competitors are notoriously known for substantially higher price points, allowing us to be the underdog. As we are a one of a kind company, we have leeway to create an extensive product line and promote awareness for a new trend movement. Theytriarch Clothing Co. will continuously partner with organizations and advocates of the LGBTQ+ community to promote a safer and more accepting world. Today, we need funding to partner with a supply chain and seek warehousing costs, alongside shipping and potentially the need for website development. Thank you.
VALUE PROPOSITION / SOLUTION

Our gender-neutral clothing brand helps individuals who want to express themselves through their clothing style by eliminating the binary barrier imposed by mainstream clothing brands. The binary nature of clothing stores with specific sections for “men” and “women” prevent individuals of gender and sexual minorities from fully expressing themselves because it puts up so many barriers such as sizing, fit, color, style, and cut. Our goal is to provide unique garments that makes individuals feel beautiful and comfortable in their own skin by creating a line of stylish clothing that appeals to gender and sexual minorities; without the weird fits and seams of gendered clothes and dull, boring colors/designs and high price tags of existing gender-neutral clothing brands.

CONTEXT AND BACKGROUND

Mainstream clothing brands only have “men’s” and “women’s” sections; Theytriarch Clothing Co. seeks to break this gender binary by offering gender-neutral clothing. The problem with mainstream brands being extremely binary is that they do not have anything for individuals who fall on different points on the gender spectrum (people who are not cisgender). Some cisgender people may also want clothes that are not specifically masculine or feminine. The few gender-neutral brands in existence are too expensive and/or sell boring garments. Theytriarch Clothing Co. will have unique designs so that individuals can have gender-neutral clothing that is stylish and affordable.
MARKETS & SCALABILITY

Our target users are mostly high school and college students that are still trying to figure out how to express their identities. The market size is pretty large since younger individuals (such as high school and college students) shop online a lot. We plan on starting out with shop-in-shops and an online store; if those are successful, we will consider having brick-and-mortar stores.

CUSTOMER ACQUISITION

We plan on reaching our target users via Instagram and other social media platforms, purchasing ad space is another possibility. Another one of our strategies is reaching out to popular influencers to endorse us, we want to have a brand ambassador program where people advertise for us in exchange for free merchandise.

COMPETITION

Gender Free World, Eckhaus Latta, Tibi, ASOS, Wildfang, and Nicopanda.
TEAM REFLECTION

I have been working on this idea in my venture creation classes in teams; I decided to go solo for this sprint. I experienced the challenges of working by myself, it really helps to have more sets of eyes to see shortcomings and mistakes. It also helps to have people from other majors helping me with this project because they have certain expertise that I do not possess.