



**ECOMMERCE SITE PROPOSAL**  
**HANNAH MORGAN**

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## Summary

Aquarius Clothing Company is a women's vintage boutique based out of Raleigh, North Carolina. It started as an online store and eventually expanded to a physical location. The owner wants to maintain one physical location and continually expand the online store.

## Target Market

Aquarius Clothing Company is aimed at young woman aged 18-28. The style sense is bohemian, outdoorsy, with a slight touch of grunge—similar to Urban Outfitters, Free People, and Gypsy Warrior. Aquarius is a mid ground for those who want to stay on trend but keep a vintage charm.

## Perception / Tone / Guidelines

We want our customers to feel confident in who they are and be able to express their personal tastes through their fashion sense. Our company will be competing with bigger brands as well as vintage stores and boutiques, our website will help expand our market to a wider audience all across the world. The website should be easy to navigate, find your favorite items, and have access to contact the company.

## Communication Strategy

Our main goal is that our customers can express themselves and dress professionally to reach their goals, yet also have clothing for when they are not on the clock. Our products meet at a spot where recent college graduates can purchase our clothes but not break the bank.

## Competitive Positioning

Our company is different from our competition because we offer new bohemian clothes and vintage finds all in one place and at a mid-range.

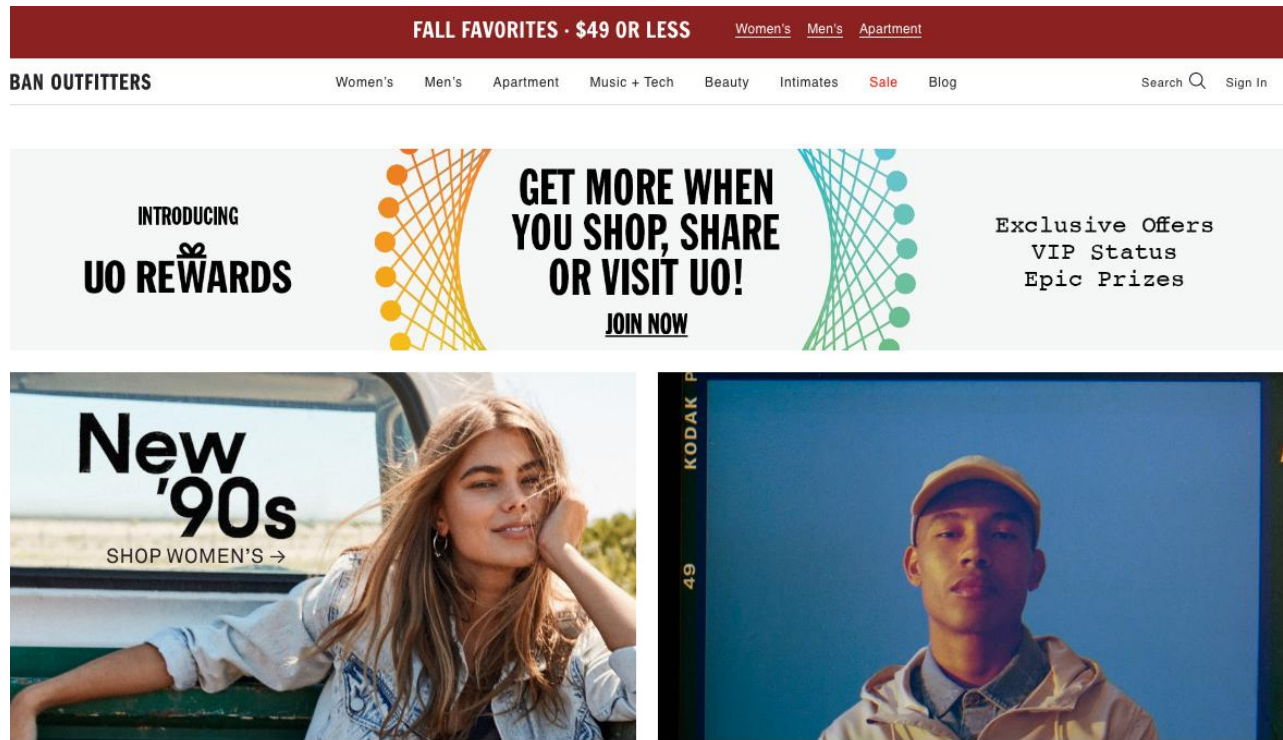
## Targeted Message

Authentic. Mystic. Progressive.



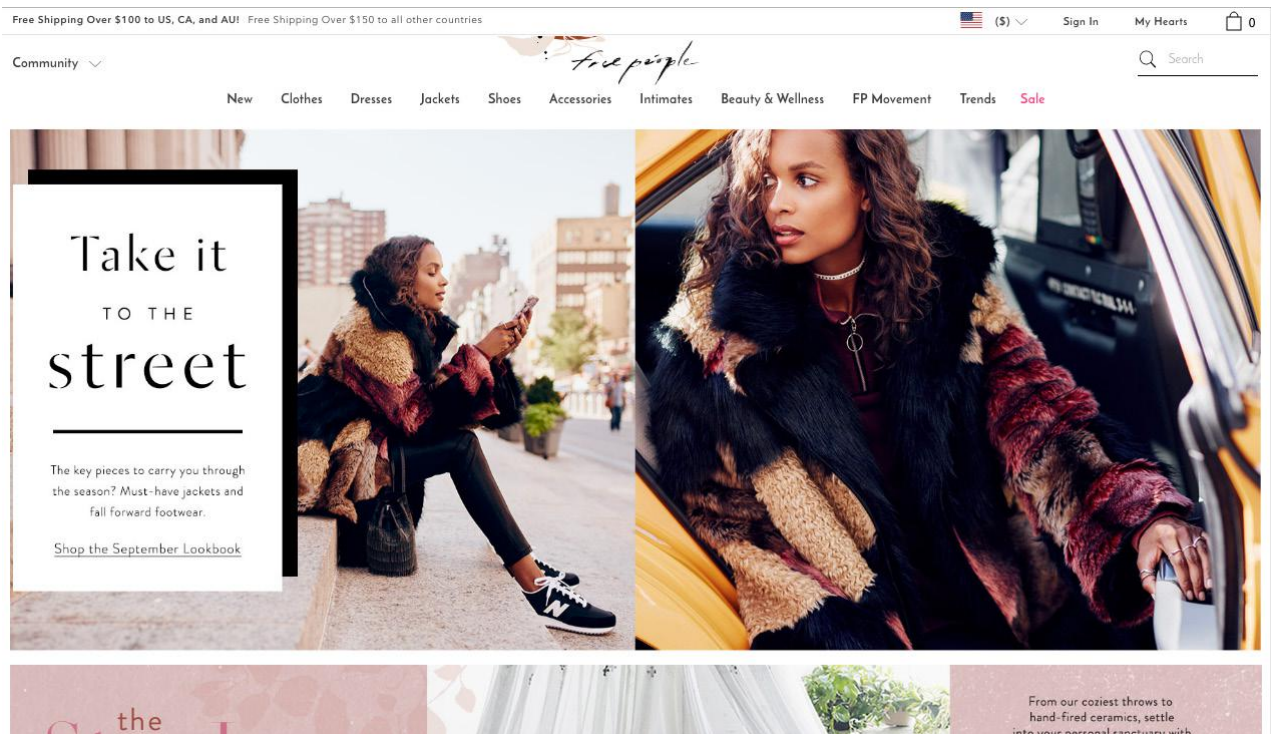
Gypsy Warrior is a boutique in Ridgewood, New Jersey. The owners were inspired by New York City street style, tattoo culture, rock and roll, and vintage fashion. Gypsy Warrior started as an online store in 2010 and was an overnight success. In 2011, they opened their first brick and mortar store. There are no current plans to open up any others. Like Aquarius, Gypsy Warrior is a specialty shop not a chain.

# Competitor Analysis



Urban Outfitters, Inc. is a clothing company based out of Philadelphia, Pennsylvania. Founded in the 1970's, they currently operate nearly 240 stores worldwide with over 75% of the stores are in the US alone. Urban Outfitters image is often described as Goodwill chic or high-end thrift and is highly associated with hipster culture. While the hipster look always has a bit of rocker / grunge touch to it. In recent years, it has "cleaned up" to a more bohemian-inspired style. In addition, Urban Outfitters sells housing décor and cosmetics. Most of the cosmetics sold are already established brands—Lime Crime, Milk Makeup, Obsessive Compulsive Cosmetics, Stila and many more. The current style of Urban Outfitters clothing is the closest to Aquarius.

# Competitor Analysis



**Free People** is one of the five brands Urban Outfitters owns. They have a similar vibe but Free People is more contemporary and aimed at women aged 26 and older. Like Urban Outfitters, Free People also sells cosmetics. They do not sell any name brands, unlike their counter part. They have a vegan section within wellness and beauty. They do not sell housing décor but they have an athletics line includes yoga, dance, running, and surfing. Free People exclusively sell women's clothing, as does Aquarius.



**Allison Williams** is an 18-year-old college freshman at Meredith College, a women's liberal arts college located in Raleigh, North Carolina studying fashion merchandising. She is originally from Buena Vista, Colorado and wanted a new scenery for her higher education. She wanted to explore more of her home country and unapologetically be herself. The fashion industry is only one of the many industries that has been highly affected by social media. Social media has allowed smaller boutiques to grow and prosper more than before. While exploring her new home, Allison came across Aquarius Clothing Co. while exploring her new home. She fell in love with the products and the brand fit her mentality. Not only did she start shopping there but she applied for a retail position and is excited to expand her experience in her career path.



**Mickey Alexander** is a 20-year-old college student with a sense of adventure. She loves trying new things and has an undying sense of wanderlust. Growing up, her parents were in the army so moving was a frequent endeavor. Moving frequently causes most people a lot of anguish - but Mickey was an exception. She was always open and receptive to new places because of her childhood. Her interests include things that are just unique and different, she doesn't like anything cookie cutter so finding clothes that fit her personal style was very difficult. She loves thrift shops and vintage stores because of the unique finds she comes across. She was on a recent trip to North Carolina and came across Aquarius Clothing Co and was delighted to find their moderate prices and that they have an online.





**Mae Fernandez** is a 27-year-old resident of Raleigh, North Carolina. She went off to college right after high school and graduated when she was 21. Graduating early got Mae out into the workforce sooner - it forced her to become an adult quicker than her friends. Mae didn't have a problem with this, but she wanted to attain success and keep her youth. The best way she could think of doing this was by her wardrobe. She couldn't dress too young but she had to be professional. This balance can be incredibly hard to achieve due to the club-wear nature of clothes geared toward younger women. Vintage stores and boutiques can allow the modesty to left in. Mae discovered Aquarius Clothing Co while window shopping one day and it has been a staple store for her since.

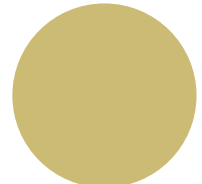


Vintage Penelope Lace Blouse  
\$158.00

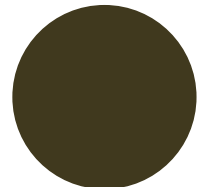


Vintage Guess Bandana Jeans  
\$178.00

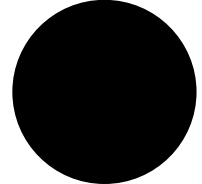
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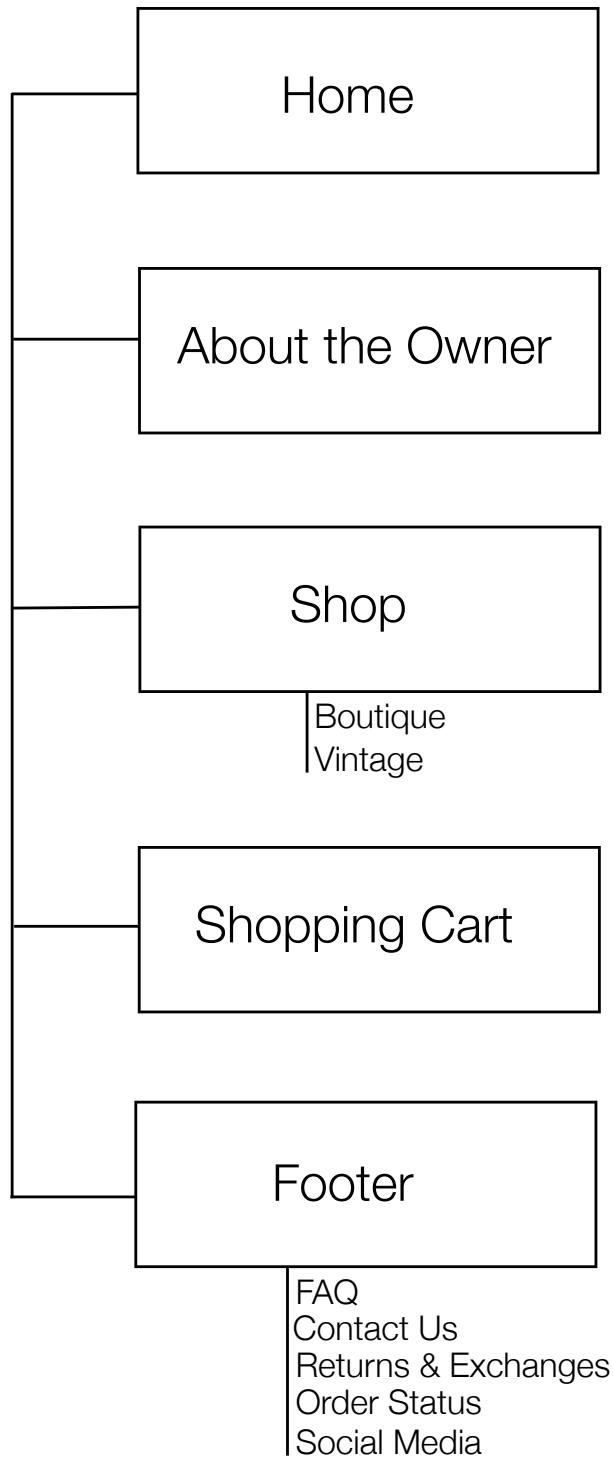
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# MOOD BOARD



Home

Logo

Shop About the Owner

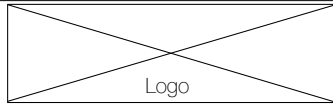
Customers

Visit Us Today

Follow Us

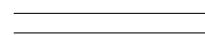
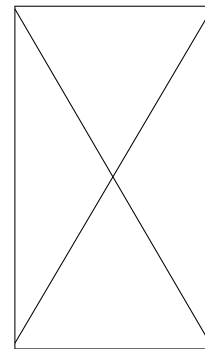
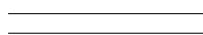
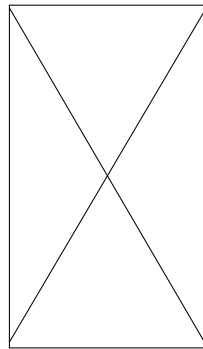
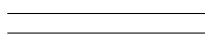
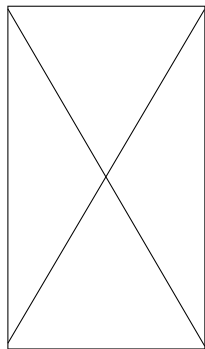
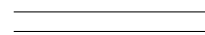
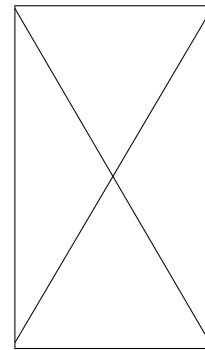
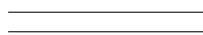
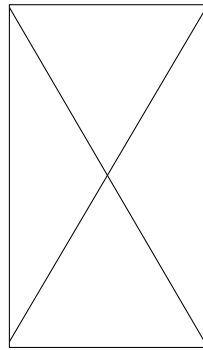
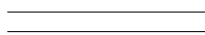
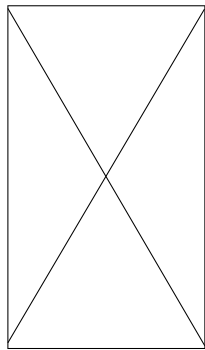
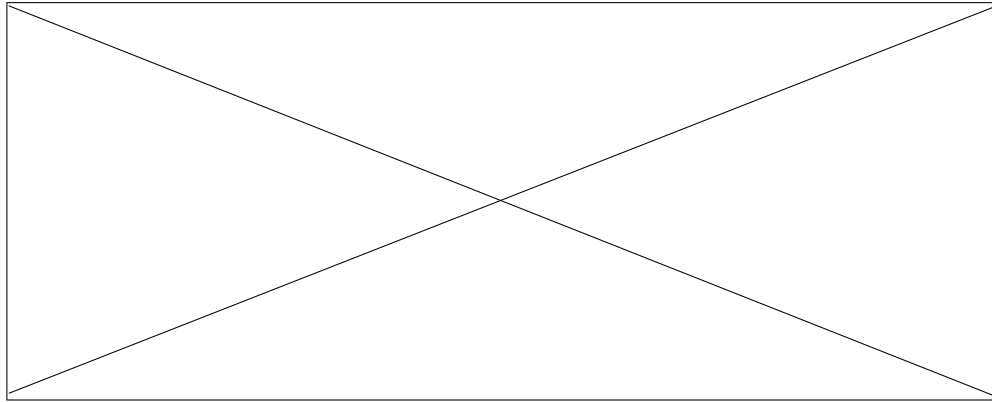
Copyright

# Shop



Shop

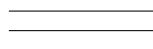
About the Owner



Customers



Visit Us Today

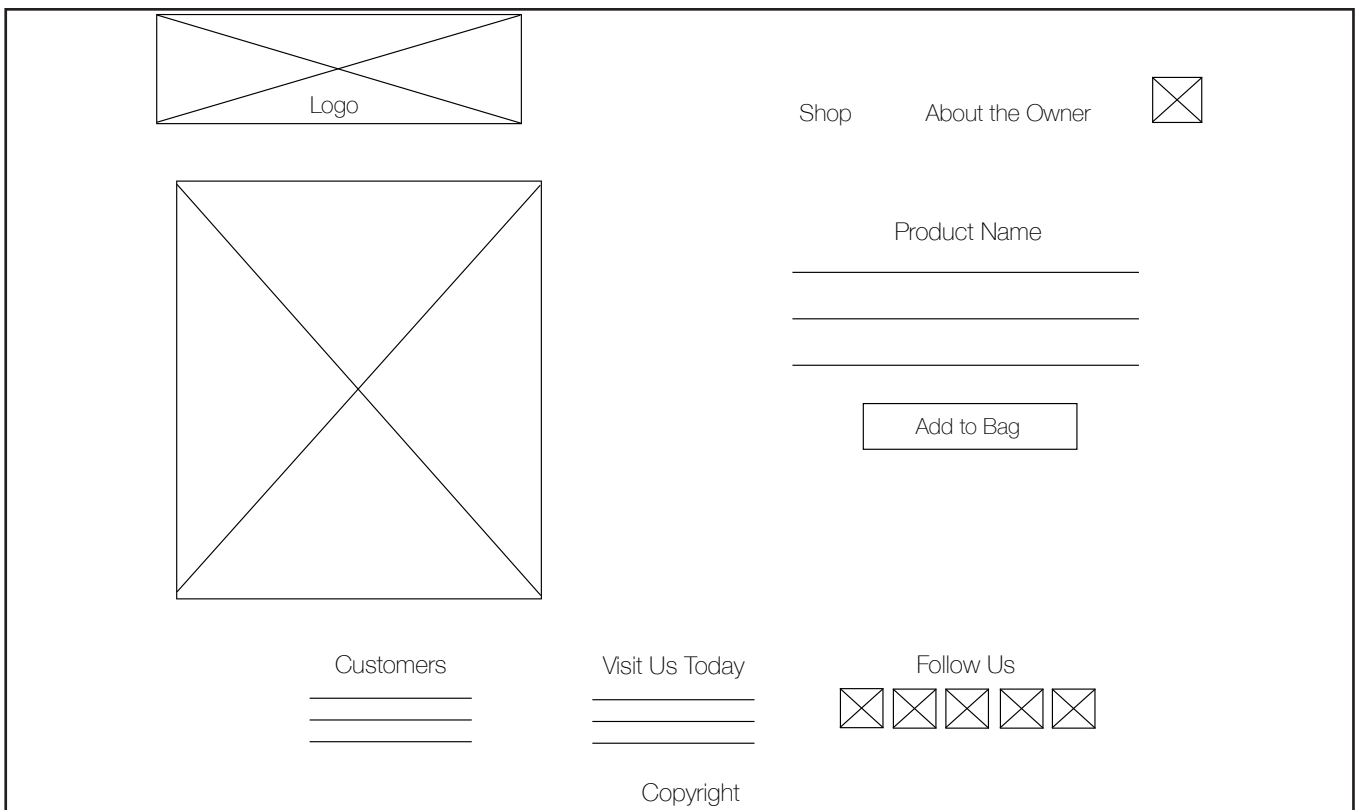


Follow Us



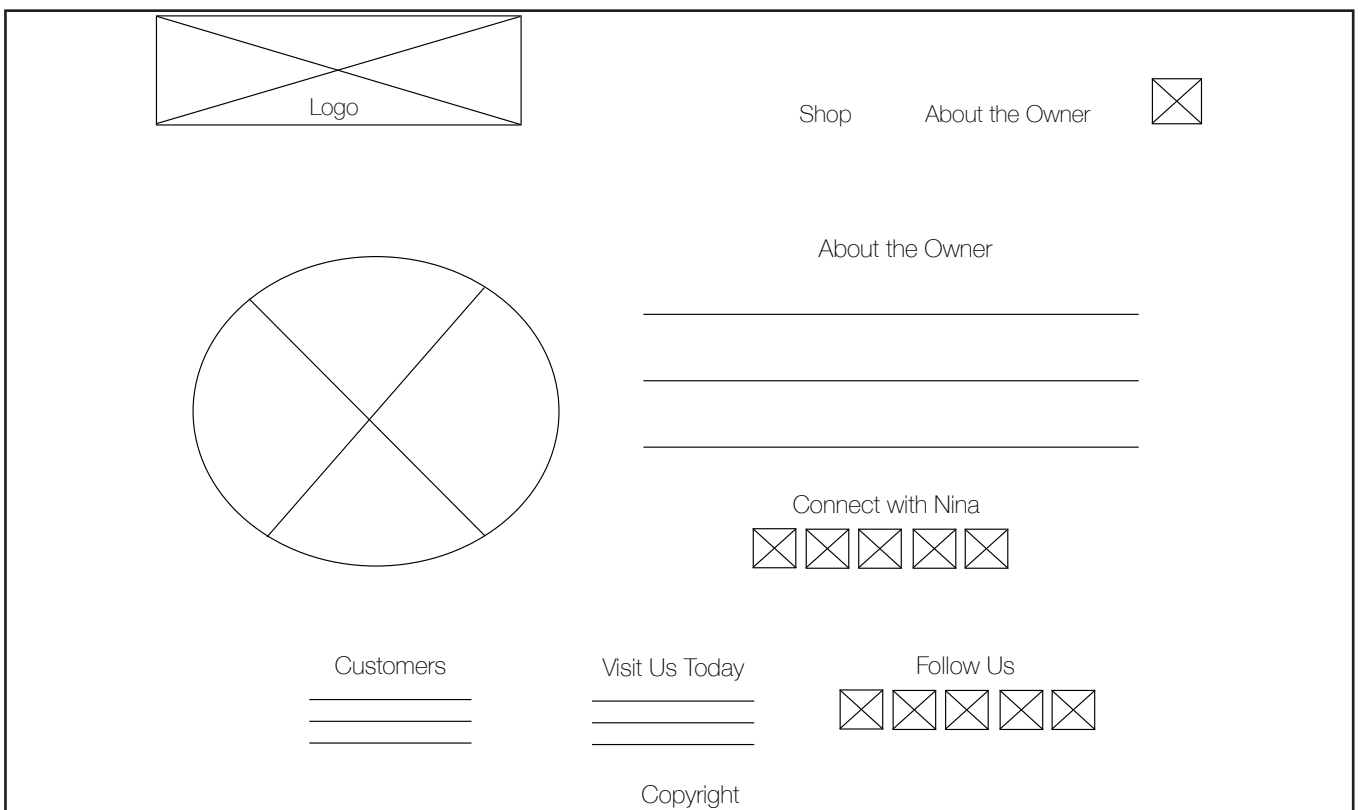
Copyright

## Product

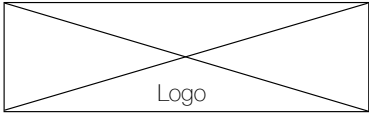

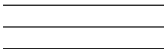
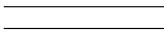



The wireframe depicts a product page layout. At the top left is a rectangular placeholder for a logo, labeled "Logo". To its right are two navigation links: "Shop" and "About the Owner", followed by a small square icon with an 'X'. Below the logo is a large square placeholder for a product image. To the right of the image are three horizontal lines for the product name, labeled "Product Name", and a rectangular button labeled "Add to Bag". At the bottom, there are three sections: "Customers" with three horizontal lines, "Visit Us Today" with three horizontal lines, and "Follow Us" with five square social media icons. A "Copyright" label is centered at the very bottom.

## About the Owner



## Contact

	<a href="#">Shop</a>	<a href="#">About the Owner</a>	
Contact			
<input type="text" value="Name"/>			
<input type="text" value="Email"/>			
<input type="text" value="Message"/>			
<input type="button" value="Go!"/>			
<a href="#">Customers</a>	<a href="#">Visit Us Today</a>	<a href="#">Follow Us</a>	
			
Copyright			



Home

**AQUARIUS CLOTHING CO.**  
ESTABLISHED 2005

Shop About the Owner

**AUTHENTIC. MYSTIC. PROGRESSIVE.**

**BACK TO CAMPUS  
BACK TO STYLE**  
SHOP THE LOOKBOOK NOW >

**HOUSEWARES  
COMING 2017**

**#AquarianSoul** // Hashtag your style


**Customers**  
[FAQ](#)  
[Contact Us](#)  
[Returns & Exchange](#)  
[Order Status](#)


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Raleigh, NC 27607  
919 · 829 · 8009


**Follow Us**

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Shop



[Shop](#) [About the Owner](#) 




Women / Boutique / Apparel

 <p data-bbox="321 1415 422 1449">Cream Shift Dress \$60.00</p>	 <p data-bbox="500 1415 600 1449">Burgundy Kimono \$40.00</p>	 <p data-bbox="695 1415 763 1449">Peasant Top \$70.00</p>	 <p data-bbox="857 1415 958 1449">Tropical Bodysuit \$30.00</p>	 <p data-bbox="1036 1415 1136 1449">Rolling Stones Tee \$30.00</p>	 <p data-bbox="1214 1415 1315 1449">Royal Maxi Shift Dress \$45.00</p>
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**Customers**  
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[Contact Us](#)  
[Returns & Exchange](#)  
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## Product

The screenshot shows a product page for Aquarius Clothing Co. The top left features the company logo: "AQUARIUS CLOTHING CO. ESTABLISHED 2003". The top right has navigation links for "Shop", "About the Owner", and a shopping cart icon. The main content area displays a product image of a woman wearing a "Tropical Bodysuit" with a vibrant, colorful pattern. To the right of the image, the product name "Tropical Bodysuit" and price "\$60.00" are listed. Below the price, a "Details" section describes the bodysuit as a "perfect pick-me-up for colder weather" and suggests pairing it with shorts or jeans and a jacket. Size options "XS S M L XL" are provided, along with a black "Add to Bag" button. At the bottom of the page, there are three columns of links: "Customers" (FAQ, Contact Us, Returns & Exchange, Order Status), "Visit Us" (Aquarius Clothing Co., 5425 Hillsborough Street, Raleigh, NC 27607, 919-829-8009), and "Follow Us" (social media icons for Twitter, Instagram, Facebook, Pinterest, and YouTube). A copyright notice "Copyright © Aquarius Clothing Co. All rights reserved." is located at the bottom center.

**AQUARIUS CLOTHING CO.**  
ESTABLISHED 2003

Shop About the Owner

**Tropical Bodysuit**  
\$60.00

**Details**  
This tropical print bodysuit is the perfect pick-me-up for colder weather. Rock this brightly printed onsie with shorts or jeans and a jacket.

**XS S M L XL**

**Add to Bag**

**Customers**  
[FAQ](#)  
[Contact Us](#)  
[Returns & Exchange](#)  
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## About the Owner

**AQUARIUS CLOTHING CO.**  
ESTABLISHED 2009

[Shop](#) [About the Owner](#) 



Nina Meaux was born & raised in Raleigh, North Carolina. She grew up camping & exploring different forests close to & far from her home. Always fascinated with the isolation of forests, it ignited her creativity & adventurous spirit. Nina also always loved fashion, but the new & modern never completely fulfilled her desires. Once she discovered vintage stores, it was there her love for nature met competition. After combing vintage stores became an ordinary weekend hobby, Nina knew how she wanted to spend her days. She first started re-selling vintage clothes online & when that wasn't taking up her time she sketched clothing ideas. She wanted to continue selling vintage clothes & create a brand – a brand that blended vintage, modern, & a forest soul. As an Aquarian she embodies curiosity, a progressive mind, & attention to detail – all the inspiration she used to build her brand & a brick & mortar store. From there, Aquarius Clothing Co was born.


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## Contact



Shop   About the Owner   

### Contact Us

NAME
E-MAIL
MESSAGE
GO!

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Pinterest.png  
Twitter-logo-button.png  
58-youtube-512.png  
carousel\_1.png  
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Checkout.png  
Cream\_shift\_dress.png  
Tropical\_bodysuit.png  
Boho\_peasanttop.png  
Rolling\_Stones\_tee.png  
Burgnudy\_kimono.png  
Maxi\_shift\_dress.png  
LP6E5BCIJP.jpg