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Photo by Sanja Marija Maršić

**NOT FOR EVERYONE**

# Executive Summary

NFE is a value-driven, elevated functional-wear brand, offering design and quality at an agreeable price point. NFE caters to the inquisitive, educated consumer, nevertheless, led by the egalitarian mindset, anyone can wear NFE. NFE wants to create a community and embrace the idea of bringing the cool in sustainable fashion. Forms of sustainability such as durability, eco-friendly textiles are woven into the brand concept.

Inspired by the journey of self-exploration, our reason for being is being the carrier of change to consumers who wish to build their confidence and individuality in their wardrobe with a conscious mindset. To help the consumer find order in chaos. Through our values, NFE is bringing to Vietnam a global perspective, With nature inspired shapes and colour philosophy and functional details, our style is inspired by one's "existentialist look." By adapting our collections to the requirements of a new generation: style, function and sustainability, NFE will be one of the pioneers to the new empowered mindset of Vietnamese fashion industry and plays a part in raising consumer awareness.

In order to achieve such a strategy, we gathered the tribe 'Purposeful Contrarian' who represents our target consumers. They are derived from our consumer survey and in-depth nethnography research. Based on our trend, competitor, and field research findings, we managed to position ourselves in the market and create a brand concept that both fulfils the needs of our consumer while remaining within ethical and environmental boundaries.

This brand report introduces NFE and further explores how to bring the brand to life. In specifics, you can find the business model - the nine building blocks of the Business Model Canvas describe the way in which NFE creates, delivers and converts value.



Photo by Son Zi-Min

# Background

## **Vietnam - The Emerging Market**

With its stable economic growth, rising living standards and high urbanisation rate, Vietnam is undergoing a change in mindset and lifestyle. The increase in disposable income is driving non-essential spending as well as boosting the demand for a more variety of products and product innovations. People are becoming increasingly aware of how appearance might affect many aspects of their daily lives, mainly due to social network development, urbanisation and generally improved living standards (Euromonitor, 2020). Therefore, fashion has become an important factor in self-expression. Furthermore, due to increased social media use, the expanding e-commerce segment is forecasted to grow exponentially, including apparel sales (JP Morgan, 2019).

### **The Agile Viet Consumer**

The Viet consumers are increasingly engaged with global zeitgeist. The young adult generation is becoming more cognisant of and open-minded towards global issues with the help of the internet. They are increasingly eager to shop brands with a strong sense of purpose and storytelling while developing a critical attitude towards false promises of the low-quality offering. They are willing to learn and claim the quality they deserve. Moreover, consumers are on a quest for self-expression against the background of the refined dress-code of Hanoi, showing a high level of style adoption in Hanoi, Saigon and growing cities. Conversations are bringing up consumption habits as consumers are becoming more discerning of the way they shop. How can the market respond to the demand of increasingly conscious consumers with a mindset that is transforming?

### **The Call for Change**

Vietnam's current fashion landscape is dominated by fast fashion giants such as Zara, H&M, Topshop. However, strong brand purpose, nurturing communities, and producing compelling visual content has been shown to increase brand success. The prevailing sentiment on sustainability is highly positive with a strong notion that the future of fashion and the environment rely on our behaviour. As the conversation is at its beginning stage, it is precisely now that pioneers should act to transform the fashion market into a new direction.







# Identify the tribe

We welcome you into the world of 'Purposeful Contrarians'. Individual expression and being comfortable in their skin are priorities in the lives of these individuals. They value exchanging ideas and broaden their knowledge. They are often looked up to because from others' perspectives it seems the 'Purposeful Contrarian' are confident and enjoy being themselves.

To the tribe, fashion has evolved into a self-extension tool. They seek good design and comfort when it comes to clothing and other products. They value originality and quality which compliment their attitude towards their own self. They are fashion-forward and seek uniqueness in the pieces that they wear. They don't like to boast about brands, however, are willing to stay loyal to the brands that they can identify with and for a good cause.

Known to have a creative mindset, 'Purposeful Contrarians' are artists, entrepreneurs and networkers. While they are constantly striving to be the best version of themselves, they are holding up a wall from societal, cultural, familial or self-imposed expectations. In the current age of social media, they feel the urge to find freedom and authenticity. While they find a sense of power in the 'outside world', at times, they can feel lost within. They are learning to embrace moments of downtime, pleasure and serendipity in order to gain a new perspective on life. With an urge to regain their power, they are looking for ways to rebuild their inner selves.

## \*\*Where is the Tribe

Our main consumers are urban residents such as Hanoi, Saigon, Da Nang. However, with the current urbanisation rate as well as the growth of social media use, our reach is not limited to specific cities.





Photo by Corey Olsen

# The Tribe Pain Points

## **Lack of quality products with accessible prices**

After consumer research, we identify that the consumers are ready and eager to spend on the quality and design that they deserve. The majority of Viet consumers fall into the space between those who buy unbranded goods or fast-fashion and high-end fashion. They are the people who spend between 40 - 120 EUR per purchase. While their budget is limited, they are willing to save up for worthwhile products. We want to provide better product quality and brand experience for the same amount of price range.

## **Lack of brand identity and connection to zeitgeist**

Consumers are also on a quest for individuality. One of the main reasons for the lack of brand loyalty and awareness is because consumers have not found a brand that speaks to their style and values as the market is limited and the commercial landscape is dominated by the general refined, simple style. By communicating strong brand values and mission, we reconnect the consumers to the zeitgeist and build a community around our shared values.

## **Style and design sacrificing functionality**

The consumers are body-conscious. They care about the fit, not only interesting design. Moreover, since Vietnam is a tropical country, many consumers complain about the lack of functionality in garments for the sake of style as well as uncomfortable fabric choices.





# Introducing

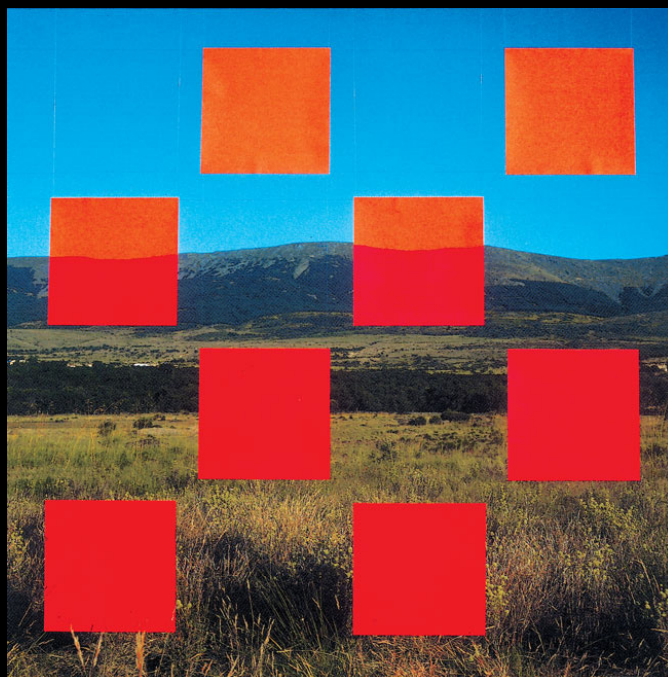


Photo by Francisco Infante-Arana & Noma Gorunova

# NOT FOR EVERYONE

# Roots

Let us introduce you to NFE, a value-driven brand that offers the feeling of quality but inclusive, functional meets tailored design. Bearing our consumer needs in mind, we provide our consumer with smart-casual pieces that can be worn on any occasion at any time.

NFE sees the potential pleasure and growth of future wearers of the products. NFE caters to the inquisitive, educated consumer, nevertheless, led by the egalitarian mindset, anyone can wear NFE. We aim to create a community and embrace the idea of bringing individuality in sustainable streetwear.

Inspired by the journey of self-development, we are the carrier of change to consumers who wish to build their confidence and character in their wardrobe with a conscious mindset. In short, to help the consumer find order in chaos.

**Egalitarianism**

**Confidence through design**

**Journey of self-development**

# The Name

The name NFE stands for 'Not For Everyone.' The name in itself is a paradox. It is a name that triggers attention, however, it is an important message that is inherent in the brand. As the brand becomes an extension of the self, once the wearer owns a piece, it integrates into their identity. Therefore, our clothing is not for everyone because it is made only for you.

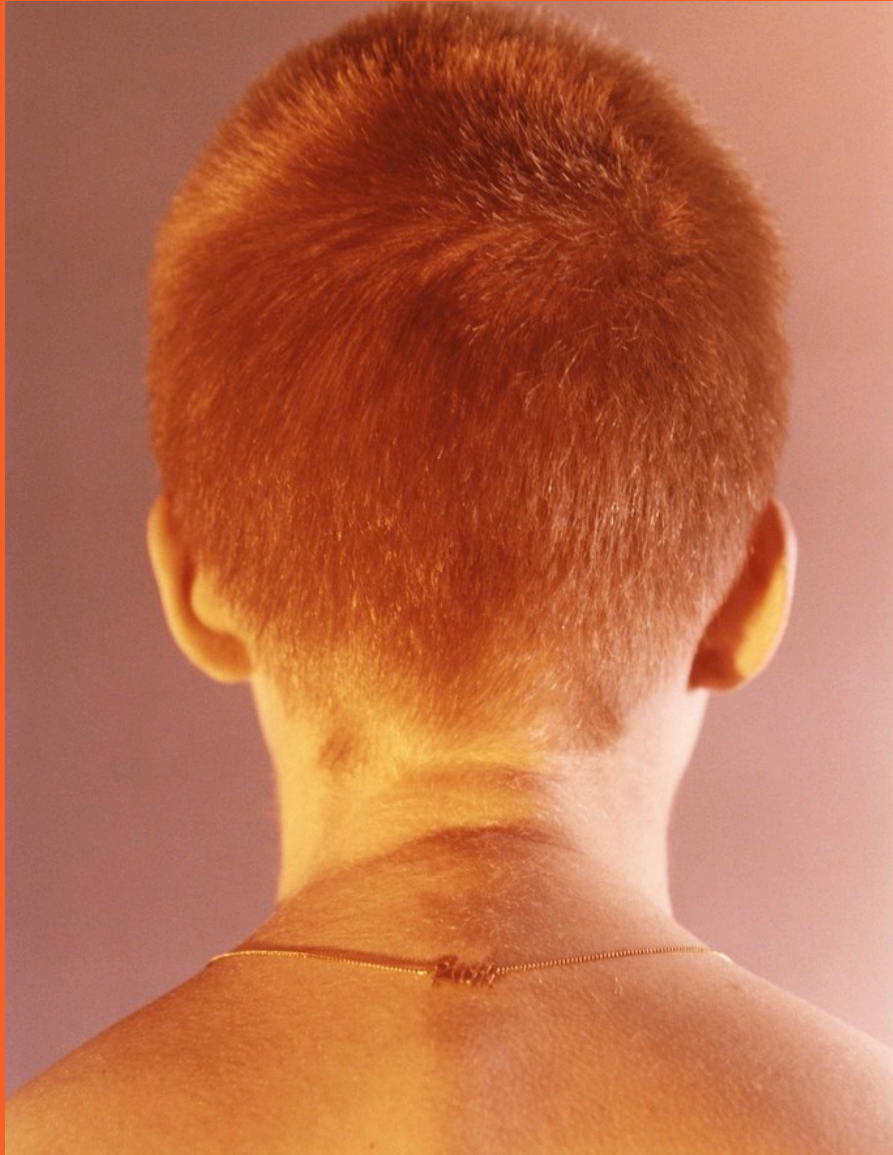


Photo by Rehi Rodriguez







# What is NFE?

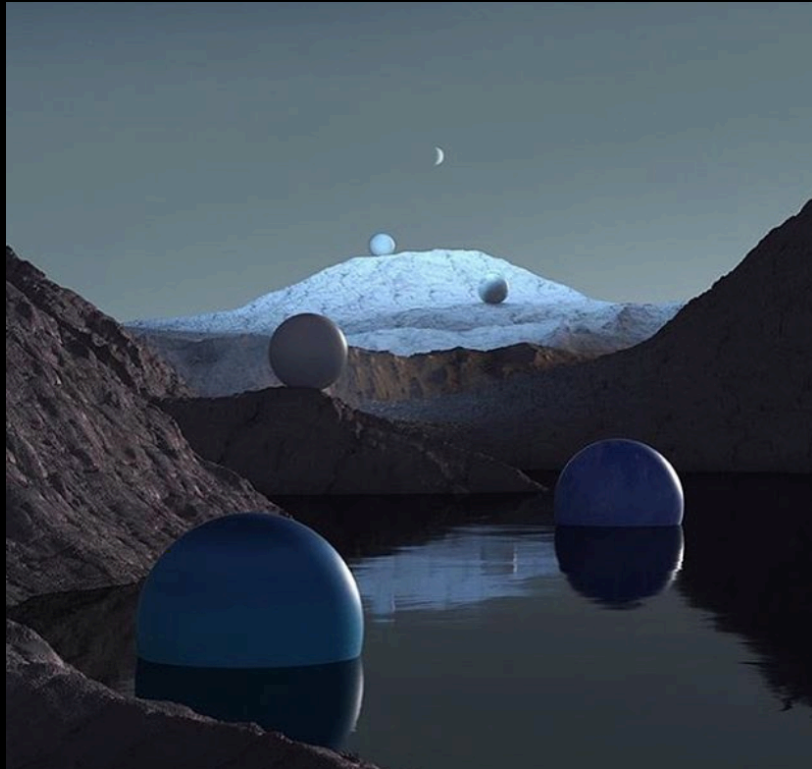
A balance between functionality and aesthetic, NFE blends aesthetics around the body structure with elements of contemporary streetwear. Bold, innovative but wearable details offer an alternative to other mid-range brands, which had historically been dominated by fast-fashion labels with a highly commercial look. With our architectural view of the human body and uncompromised materials, we blend comfort and ease into the lifestyles of the wearer. The design and functions of the garment are utilised differently by the individual consumer, creating an undoubted sense of individuality. We don't follow trends but we speak to the zeitgeist.

We believe that it is possible to create a fashion brand that not only appeals and adds values to our consumer tribe but is also sustainably-conscious throughout the entire business model. We want to slow down fast-fashion consumption by dropping limited collections and designing trans-seasonal clothing that can be used for a longer period as well as incorporating eco-friendly textiles into our collection drops.

# Reason for Brand to Exist

Confronted with the fast pace of life and accelerating changes in the surroundings, we turn the focus towards the inside, determined to build our interior world within which we find the power to construct our external reality, the power to re-build ourselves as an individual.

NFE is an ode to the pursuit of individuality. Instead of looking for external sources to build one's identity, we help our tribe to seek purpose from within. NFE wishes to empower those who choose to join our tribe. Embedded in the life of the wearer, NFE brings inner confidence to the wearer. We exist to be a companion on the journey of self-development.



“We exist to be a companion on  
the journey of self-development.”  
- NFE

# **Mission**

**Bring inner confidence to  
the wearer through design  
and a conscious mindset.**

# Vision



Photo by Olaf Otto Becker

**Be the platform to build  
your individual world.**



Photo by Robwood Cox

# Brand Values

## **Individual Enhancement**

Strives to create a feeling of power that occurs due to the ability to act as a creator of one's reality.

## **Self-Extension**

Offer creating an extension of one's 'inner self', aligned with an enhancement of one's inner wellbeing.

## **Authenticity**

What makes us different is how we make people feel. To live authentically means to express and empower oneself unapologetically.

# The Creative Vision







## **The Logo**

The logo is created based on the layering of the letters 'NFE' to form a square. The basic logo remains black and white. Whenever a new drop is planned, the shapes will be filled with the four main colours of the collection.

## **Design**

### **'Functional Wear'**

Prioritising comfort with tactility and ease of movement, NFE is an advocate for modular and functional details by utilising elements from sportswear, using breathable fabric for tropical weather. Our innovative designs and individual mindset allow us to create comfort without compromising design. We pursue to create an individual experience through functional designs and hidden benefits.

### **Smart meets Casual**

Playing with both feminine and masculine elements into smart tailoring, combined with modern cut and vibrant colours, we return to the body from which we innovate. We seek fluidity in natural shapes and colour combinations.

## **Inspiration**

### **The Number Four**

Our guiding force is number 4. The number 4 represents the four shapes within the logo that also makes up a perfect square. For each concept or collection, we present four complementary colours. We choose colours using the colour wheel. We start with the leading base colour that represents the mood for the collection then place the square onto the wheel. Four corners will be positioned at the chosen base colour and the other three corners will be the rest.

### **Enhanced Nature**

Our underlying inspiration for design is the composition and palettes of nature. Our colours are rooted in nature, but also have an unnatural edge. The colour palette balances the need for newness with the appeal of the familiar by enhancing colours that appear in nature, using optimistic tones with an intensity to activate the senses, kindling a sense of joy, comfort and tranquillity. Combined with more subdued, deeper tones to create therapeutic effects. As the current state of the world where uncertainty has become the new normal, there will be more demand for designs that bring a sense of comfort and optimism especially in the digital context (WGSN, 2020).



Photo by Leonardo Scotti





Photo by Jonathan Zawada

## **Brand mood board**

### **Central Brand Values**

Empower your inner self.

### **Expressive Values**

Establish a sense of curiosity, caused by the desire to fully comprehend the complexity and depth of oneself. Focus on the fluidity of shapes within nature.

### **Functional Values**

Prioritise function of garment and ease of Movement with Tactility and Comfort, Modularity.

### **Aesthetics**

Futuristic retro, nostalgic meets contemporary, enhanced nature.



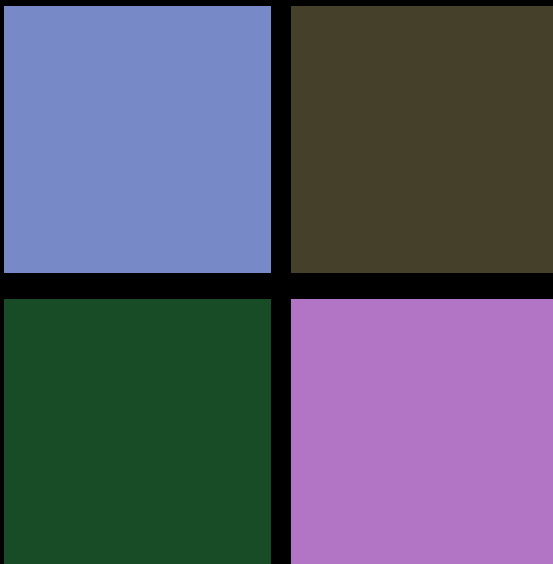


# The Logo



**NOT FOR EVERYONE**

# Colour Card





# Typography

**NOT FOR EVERYONE**

**Aa**

**Logo type**

Effect: Nostalgia, modern, confident,  
strong, smart, resolute.

**Aa**

**Headings**

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXY  
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**Aa**

**Paragraph**

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# U.S.P

1. **Style and Function:** Pursue to create an individual experience through functional designs and hidden values. There has been a sentiment in the market that to have style you might have to sacrifice quality. This shouldn't be the case. The 'Purposeful Contrarian' is willing to pay for quality, individuality and uniqueness, the sustainability that NFE promises in its product. Therefore, the customers get exactly what they want.
2. **Unique but buildable item:** The long-term strategy for collections is to develop must-have, capsule items for each drop. The idea is to take a core silhouette that speaks to the consumers and slightly tweak it each time, work with it in different shapes, fabrics and prints to create an array of expressions.
3. **Accessible price point:** There is a gap in the market for a brand that sold cool, aspirational fashion products at an accessible price point. According to the consumer survey conducted, the average spending for a fashion item for our target group of 18-25 is 40 - 120 Euro in Vietnam. However, it is established that the consumers are willing to pay international fashion brands such as Zara, H&M, Topshop are enjoying great success even with their hiked-up prices (when converted into Vietnamese currency). NFE strives to step into the market, strategically setting its prices at a mid-range, contemporary level which the consumers are willing to pay.



Photo by Mathieu Lavanchy

# Competitor Matrix

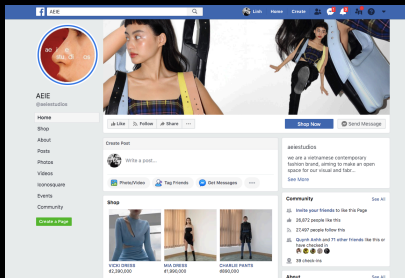


**Campaign**



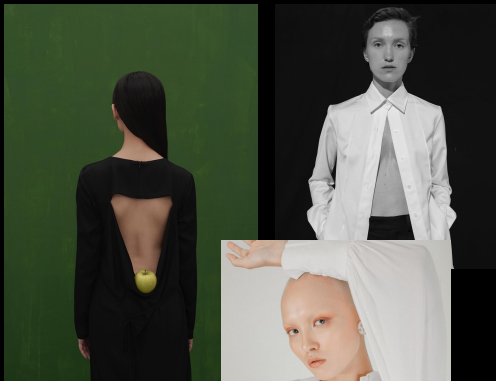
**Collection**

## Aeiestudio



**Distribution**

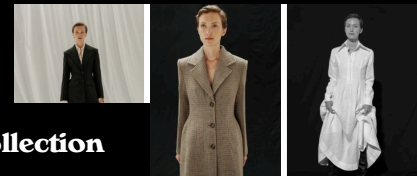
**Customers**



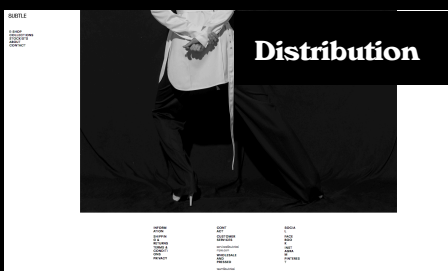
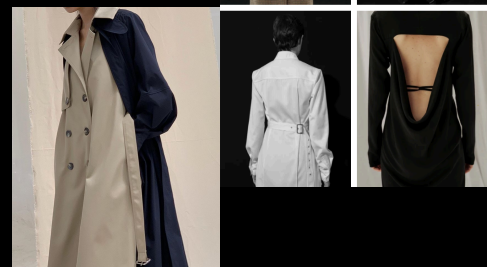
**Campaign**



## Subtle Studios



**Collection**



**Distribution**



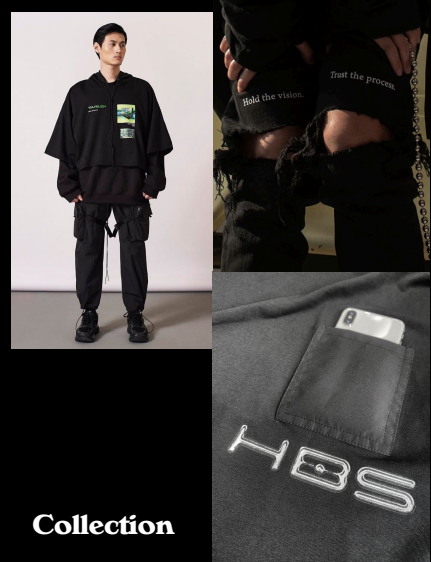
**Customers**







**Campaign**



**Collection**

## HBS



**Distribution**

**Customers**



**Campaign**

## Nirvana Streetwear



**Collection**

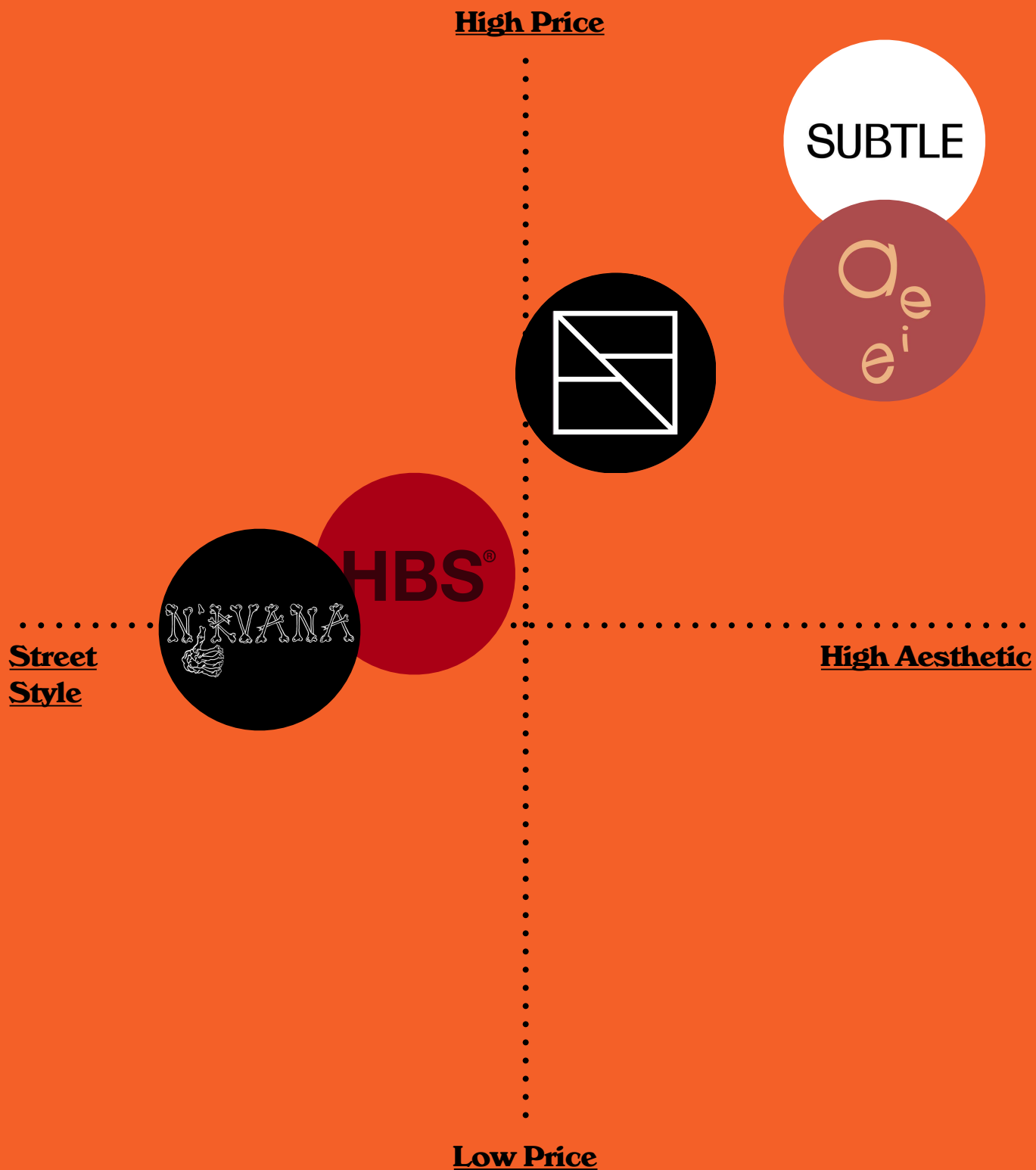
**Customers**



**Distribution**







# NFE Value Propositions

Buying clothes that promise design, quality and function can be difficult in a saturated but low-quality market. NFE wants to change this.

## **Egalitarian Quality**

Bringing comfort, ease, durability to all individuals. We offer them a feeling of “fitting like a glove,” to reinforce their confidence.

## **Functionality and Modularity**

Functional designs take into account comfort, movement, weather. Moreover, modularity in details such as detachable pockets, allowing the customers to make their own choices. NFE designs are made to be assembled to the wearer's preference.

## **Building Connections Egalitarian Quality**

NFE offers the customer a personal garment that fits the customer's needs. Giving the garment an identity creates an emotional value for the customer. In this way the customer is creating a relationship with the garment. The customer will keep the item for longer. Moreover, the brand creates personal relationships with customers through communicating shared values whether online or in person through events.



**Who wears NFE?**

## **Customer Profile**

- . Figure is 24 years old.\*\*
- . She is from and living in Hanoi, Vietnam.
- . She is a senior at university studying Media and Communications.
- . She earns her income by being a freelance branding consultant and creative director.
- . She is inquisitive and likes to read.
- . She values experiences and memory.
- . She has a busy lifestyle which includes going to university 3 times per week as well as doing her freelance creative work, networking, going to events, etc.
- . She likes art galleries, bookstores, going to pubs.
- . Figure likes to eat out with her friends in the Hanoi Old Quarter area and go to cafes to chat or to work.
- . She is calm and out-spoken, likes to play by her own rules, sees things through her own lens.
- . She refuses to base her life on predetermined values and uniformly-manufactured products.
- . She chooses her things based on her own standards and inspirations.
- . Figure appreciates quality over quantity. She usually shops only when necessary or when she sees an item worth investing in rather than just buying it for the sake of it.
- . Local brands and thrift stores are Figure's favourite spots to shop where she can find unique items that she can wear on various occasions and use for a long time.
- . Figure shops mainly online as there are more one-of-a-kind options though she enjoys seeing products and examining the fabric in person.
- . Occasionally, Figure buys clothes at Zara when she is looking to buy more basic items for the sake of convenience and due to the lack of average quality options.
- . She usually spends around €50 - €100 per item.
- . Figure's style is smart-casual mixed with a nonchalant, cool attitude, that she can wear both at university and going out.

\*\*Although the Buyer Profile includes 'Figure's' age, it is important to mention that we are not targeting a certain age group, but instead people with a similar attitude towards life.

# Communication Strategy

We focus our communications towards early adopters to create an exclusive brand image. We take root in our homeland of Vietnam but express ourselves in a free manner unbounded by culture, forming our own original worldview.

## **Customer Relationship**

As an e-commerce brand, NFE will establish customer relationships by offering dedicated online platforms and services to customers (see more in CHANNELS). Moreover, consumer engagement is of utmost importance for NFE which is built by a co-creation process in product development as well as creating a community around the brand. During the process of design and product development, consumers can participate in co-creating their products through surveys, Instagram polls and face-to-face conversations at events.

The brand brings together a community through three different types of events by organising pop-up shops, educational campaigns, collaborative campaigns as well as related art exhibitions, openings. These events will function as a gathering place for consumers, especially young consumers to meet and connect to share their passion and knowledge. First, pop-up shops are organised for each collection drop for promotional purposes. Second, there will be educational events where industry experts and/or local creatives with insights on specific chosen topics. The topics can vary from concerning the fashion-industry, introducing new artists, Q&A sessions on finding jobs as young creatives, etc. The third type will be exhibitional events with a more casual approach, with art, music, beverages, and the featured collection. These events will be free to attend and funded by sponsors as well as from the internal marketing budget.



# NFE Channels

## **Social Media**

Social media serves as a crucial brand building touchpoints. NFE uses the website, Instagram, Facebook, and Youtube as main platforms for communication as they are the most popular social media in Vietnam (Ella Z. Doan, 2020). In fact, 66 percent of online shoppers having used Facebook to purchase items (Q&Me Vietnam Market Research, 2017).

As Facebook is primarily used to follow brands and to inquire about brand services, NFE uses it as a secondary e-commerce and communication platform as well as for driving traffic to the website and products. Facebook and the online webshop are tightly connected to each other.

Youtube is an increasingly important platform to utilise in Vietnam to build closer relationships with customers (GlobalWebIndex, 2020). Our Youtube channel will be dedicated to aspirational content (drop campaigns, styling lookbooks), educational (introducing artists, discuss topics,...), personal (behind the scenes) content, giving the customers a deeper understanding of products and brand personality.

Instagram is used for aesthetic and visual communication purposes as lead generation to drive traffic to our values and products. The editorial content provides context and incentives for purchasing on other channels.

A Podcast featuring specific topics relevant to brand values is planned after consolidating those channels.

### **NFE Website**

NFE gives customers the opportunity to buy our products from the web shop which ships internationally. The website will be optimised for use on desktops and through mobile devices. In the future, the customers can also experience the products using Virtual Reality from home as an interactive and sustainable element by reducing returns rate, allowing the customers to get exactly what they want.

Moreover, the website offers inspirational and educational content through a blog as well as to offer full transparency on any information of the brand. NFE will answer the cravings of those who seek by introducing them to a value system that supports them. Radical transparency in the product development and production is highly important for NFE, thus the website will be the medium for us to communicate this.



### **In-Studio**

NFE will showcase our garments as well as new drops in our studio setting. The customers can drop by the studio to try on the garments before buying as well as collect or return online purchases.

# Key Activities

## **Design and Creative Direction**

We will design and develop products in-house with the assistance from hiring a local designer.

## **Product Development and Co-Creation**

We will focus on problem solving by listening to the consumers' needs regarding products through surveys, polls, online and offline interactions, taking their pain points into account during the process of design and product development.

## **Sourcing**

For each drop, we source sustainable or technical textiles that fit with the mood-board of the collection. NFE will source fabrics from local vendors and suppliers. If the fabric requires specific patented technology, NFE will buy the fabrics according to the location of the patented supplier.

## **Quality Check**

The NFE team checks the garments and if mistakes are found, they will be either solved at our warehouse or sent back to the manufacturer. Once they are approved we can pack them in boxes, prepare the shipping audit and send them directly to our customer. NFE is a zero waste brand, that's why the customer can send back their garment after use, so we can reuse or up-cycle it. After that, we will produce it in the manufacturer in Vietnam where craftsmanship is appreciated. When the clothes are finished they are transported to our studio office.

## **Community Value Creation/Tribe building**

Furthermore, the brand will create a community around its individual statement attitude by hosting events of both informational and social nature. NFE will build a community around the brand at the key partner book cafe. NFE will invite professionals or local creatives to talk about their expertise in regards to their crafts, or their lifestyle.

# Key Resources

## **Physical**

As our studio is a personal asset, no monthly rent is required.

## **Intellectual**

There is a lot of textile and garment construction research required to make a NFE collection. These processes are done by partners of NFE. More about partners is explained in the chapter 'Key Partners' on page 12. Second, the e-commerce website is a key resource.

## **Human**

Team members, employees and collaborators.

## **Financial**

NFE needs € to start its business which will be the founder's input.

# Key Partners

The key partners of NFE are the employees, manufacturers and suppliers. As every stage of the manufacturing and creative process has personally been sourced, inspected or created by the team members. By choosing to work with smaller or private owned factories, we could ensure a good work climate and ethics in production.

## **Eco-Garment Bags**

For post-production packaging of our products, NFE partners with Source Studio, a Saigon-based company fully dedicated to helping the fashion industry lower its damaging effects on our environment. With Hydroplast, they created an eco-friendly that are transparent, non-toxic, biodegradable, compostable, fully dissolves in hot water, safe for marine life and the environment. The packaging replaces the single use polythene bags. This costs 0.69 euro per bag for 500 units (Source Studio).

### **Local Cafes**

NFE will partner up with the local cafe called Rand Moroc, an art cafe and local art shop located in Hanoi to organise our events. Rand Moroc & Coffee aims to create products that are friendly to the daily taste of different ingredients, enjoyed in an inspiring, simple and warm space. The cafe also uses the space for young artists and amateur artists to perform and host exhibitions. They will provide us the space, in return, we bring guests to their cafes who are required to buy a beverage when attending free events. The partnership is beneficial as the cafe will gain awareness and an expanding consumer base since they will be mentioned on our website. NFE will also provide them with uniforms on the event day.





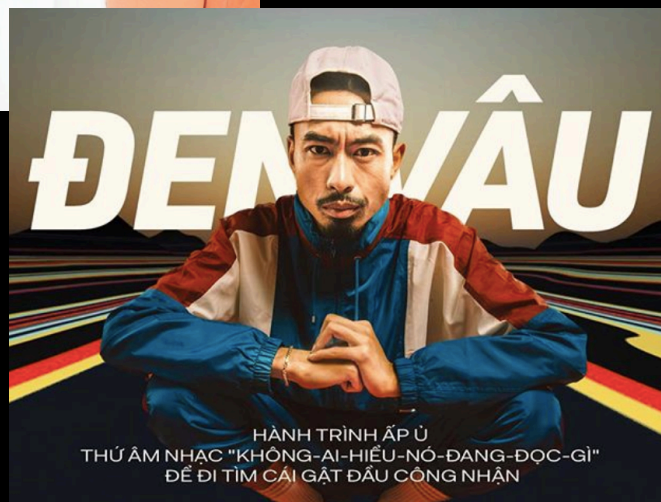
### **Brand Ambassadors**

NFE will continuously collaborate with young Vietnamese creatives to promote local talents. The influencers are chosen based on shared values such as conscious mindset, passionate lifestyle and high level of self-expression through style in order to bring out the brand message.

**Lê Nam Khánh**  
**@itsnk**  
**DJ, Producer**



**Châu Bùi**  
**@chaubui\_**  
**Model, Youtuber,**  
**Fashion and**  
**Lifestyle**  
**Influencer**



**Đen Vâu**  
**@den.vau**  
**Rapper,**  
**Artist**

### **Spaced Out Mag**

Spaced Out Mag is an independent art magazine surrounding Vietnamese emerging artists based in Hanoi. NFE will be featured in all Spaced Out's issues as content contribution. Spaced Out is written in two languages simultaneously, English and Vietnamese to reach a wide range of audience.



# Revenue Stream

## **Asset sale**

NFE's income comes from asset sales by direct sales to consumers (DTC) via social media platforms and an e-commerce website, and towards the future of a physical store where products are immediately available. It is reported that the online consumer spending in Vietnam will continue to rise in the future (Deloitte, 2020)). The distinction between online and offline channels will become irrelevant for the consumer due to the increasingly interconnectedness.

According to consumer research, NFE consumers are willing to pay for style and comfort and claim the quality they deserve. The desire for style and quality and comfort still prevail in decision making.

## **Pricing Strategy**

Our pricing strategy is aligned with our brand positioning which is the mid-high market accompanied by dynamic pricing strategy. We based our supply on demand characteristics in order to balance inventory and market capacity. Using dynamic pricing strategy allows NFE to adjust prices quickly and more effectively (McKinsey, 2018). In terms of payment options, Vietnamese customers are still preferring COD (Cash-On-Delivery) as 97% respondents stated Cash on Delivery as their most preferred mode of payment for online purchases according to Deloitte consumer survey (Deloitte, 2020).

# Cost Structure

NFE business model is Value-Driven meaning focused on value creation, premium value proposition (refer to VALUE PROPOSITION). The most important cost inherent in the business model is human resources. At the start, there will be 4 team members for the following roles: Designer Assistant, Content Creator, Graphic Designer, PR.

Moreover, our key activities' costs include all communications tools, marketing (i.e: Facebook and Instagram on-going ads, SEO, brand ambassador program, event organisation (i.e: hiring professionals) as well as research and product development (i.e: hiring a student designer for collaboration).

As our studio office is a personal asset, no monthly rent is required.

# **Inherent Sustainability**





For us, sustainability is neither a choice nor a trend. It is a foundation, without it, we could not exist as a brand. At NFE, we strive to stay conscious choose the most eco-friendly options in every aspect of our business. By communicating our doings with radical transparency, we aim to bring the conscious mindset to the consumes.

### **Sustainability in Design**

NFE design is built based on the needs of the human body as well as in daily life of the Viet consumers. Moreover, NFE provides the possibility to construct a product out of various substitutable elements. The wide variety of elements gives you an opportunity to create a very personal and authentic product, an extension of your personality. This creates a special emotional bond between the wearer and the garment. NFE garments go beyond fashion statements, convenience and trends. They are your functional, spiritual artefacts – something that you will not want to let go of, helping us improve the product's meaningfulness and prolong the lifespan of the product.

### **Sustainability in Quality**

We define sustainability also in terms of longevity and durability of the products. By investing in quality textiles, the item will last longer, reducing the need for more consumption and has better impact on the confidence of the wearer.

### **Sustainability in Production and Textile**

At NFE, we work on minimising the amount of chemicals used in producing our clothes and therefore we are going to use organic dyes or eco-friendly colouring processes. Moreover, we try to minimise the fabric selection used and offered to take back our customers' return to reduce the amount of waste in production to pursue zero-waste production.

By incorporating organic and recycled fabrics, we reduce the amount of energy and natural resources needed to make a textile fibre, also minimising impacts on landfill and the pollution of soil and water.

### **CO2 Emission**

By having our suppliers and manufacturers in a close distance we will have a lower CO2 emission than if we were to produce across the globe. We strive to always fill our trucks to the maximum. In this way we will decrease the amount of transports needed. This will not only save us money but also save energy and decrease impact on the environment.



## Fabric board

**Lotus Fabric**



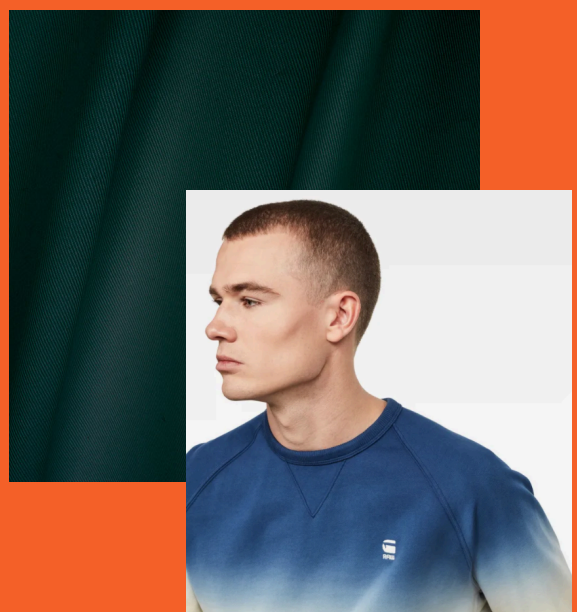
**(PET) Recycled polyesters**



**TENCEL™ Lyocell**



**Organic Cotton**



## **Lotus Fabric**

In the Vietnamese culture, lotus represents the beauty of knowledge and wisdom. With the goal of launching an eco-friendly material source in Vietnam's textile and apparel industry, the company Faslink has pioneered the use of new raw materials from lotus. Every year, hundreds of thousands of lotus stems and lotus leaves are released into the environment after each harvest. In order to make use of this material, the silk thread in lotus stem and cellulose from leaves were used to weave cloth, giving birth to the line of lotus fiber. The composition of lotus fibre is completely capable of decomposing naturally in the soil without the need for toxic chemicals and does not pollute the environment. Inheriting characteristics from lotus plants, lotus fabric has many advantages that make the wearer always feel comfortable. The composition of the lotus fibre element belongs to the hydrophilic group, which moisturises, prevents the fabric from falling into dryness, allowing the fabric surface to be soft and smooth, creating a smooth and cool feeling when in contact with the skin. Moreover, lotus fibre fabric has a sun protection index of up to UPF 50, which helps to protect the skin from the harmful effects of UV rays, especially under the scorching summer sun of Vietnam. According to research results of the Institute of Testing, lotus fibre has a negative concentration of negative ions with a health density of up to 5500 ions/cm<sup>2</sup>, helping the wearer feel refreshed and energetic.

## **(PET) Recycled Polyesters**

In an effort to reduce the amount of plastic waste in the environment, the company Faslink, based in Hanoi, produces Recycled PET fibres from plastic bottles that are being cleaned and recycled intelligently into a new line of fabrics which is highly applicable and safe for health. PET bottles are collected from recycling locations, by colours and types then removed labels and lids, cleaned and crushed, cut into small pieces. The plastic pellets are melted and extruded into fibres. The yarn is then crimped, cut, stretched and baled and woven into different fabrics depending on the purpose of use.

## **TENCEL™ Lyocell**

TENCEL®, produced by Austrian company Lenzing AG, is a highly sustainable material light cellulose fabric, created by dissolving wood pulp. Tencel's wood source is most commonly eucalyptus, which grows quickly without irrigation and chemical pesticides or fertilizers. It is said to be 50% more absorbent than cotton and requires less energy and water to produce (Goodonyou, 2018). Plus, the chemicals used to produce the fibre are managed in a closed-loop system, recycling the solvent which reduces dangerous waste. Tencel benefits include moisture-wicking and anti-bacterial properties, which makes it perfect for the tropical weather of Vietnam.

## **Organic Cotton**

Organic cotton is a popular sustainable alternative to environmentally-intensive Cotton. Grown without pesticides and without genetically modified seeds, this allows the agricultural land to stay fertile much longer than land that is under constant use of pesticides. Organisations, such as the Global Organic Textile Standard (GOTS), have been working to ensure the level of standards for organic textiles.



**The time has come for the Viet consumers to get the quality and experience they deserve. NFE vision is to accompany the consumers in life and to grow with them.**

**Once the world is disrupted, there is no going back.**



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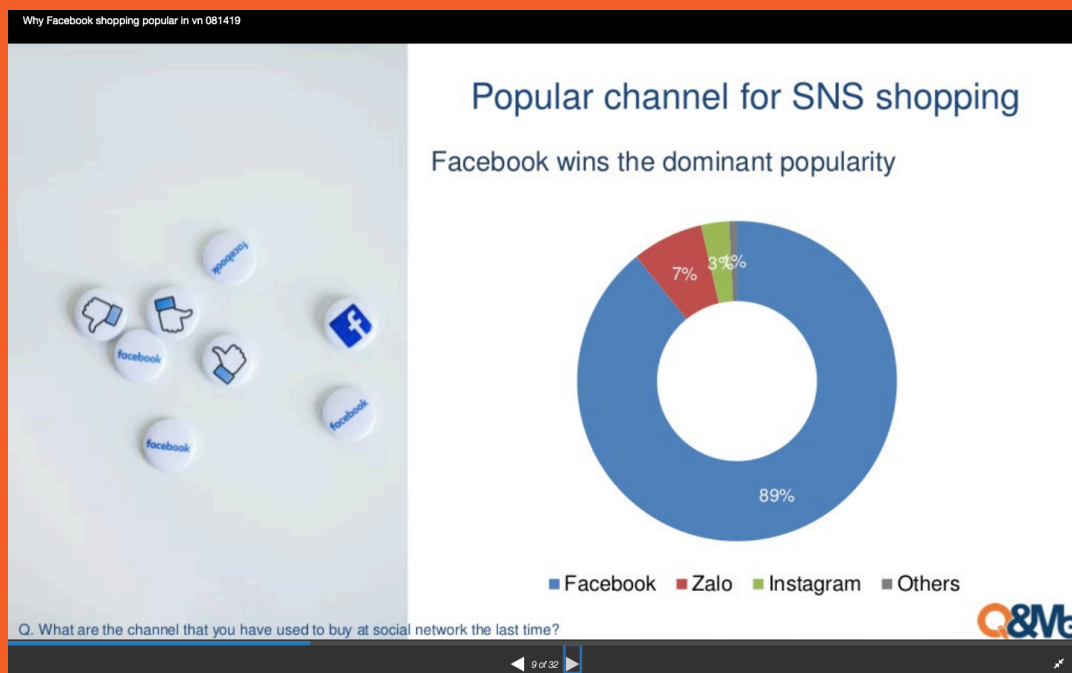
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# Appendix



3. Mục đích của bạn khi mua sắm quần áo là gì? (Có thể tự điền vào ô F)

7 out of 287 answered

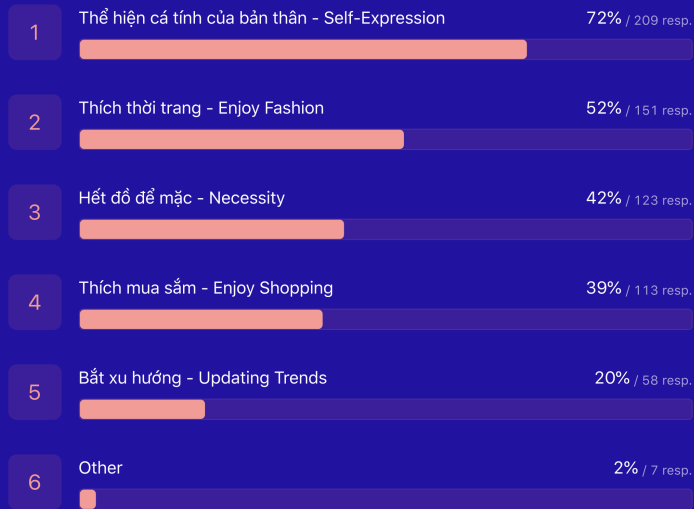
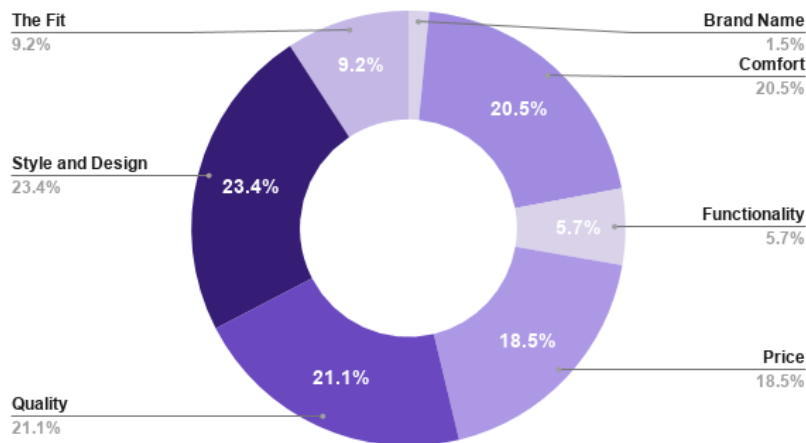


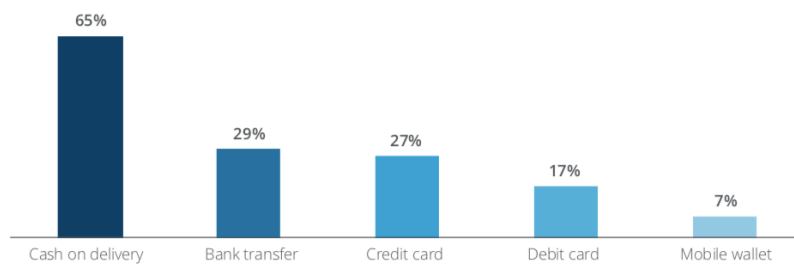
Figure 5. Most important factors when purchasing a fashion item (287 respondents)



#### Online payment methods

Even as they do their shopping online, the majority of survey respondents still continue to prefer pay with cash on delivery (see Figure 23). This was followed by bank transfers, as well as credit cards and debit cards, implying that several concerns still remain around issues such as payment security.

Figure 23: Preference for different payment methods for online shopping



Source: Deloitte's retail survey (2018)