

Bonobos' Performance Italian Suit

1. Describe in detail the product/ service you are selling: *Bonobos' Performance Italian Suit*



The Performance Italian Suit is made of Marzotto Italian Wool. It is 97% wool and 3% stretch. The 3% stretch allow for comfortability, ease of movement, and give you that great fit. Additionally, the lining of the suit also has stretch which adds on to the ease of movement when wearing the suit. The Performance Italian Suit is wrinkle free/ wrinkle resistant which means it travels very well. The fabric is all water and stain resistant, so if you spill any kind of liquids on it, it will bead right off.

There are also some stealth features to this product, it has hidden zipper inside pockets on both sides of the jacket that is big enough to carry your iPhone or passport. As well as having hidden pockets on the pants by the usual side pockets. With the Performance Italian Suit, you won't have the issue of your dress shirt coming untucked for the suit pants comes with gripper tape waistband. Which helps to keep the shirt tucked in or from slipping out.

Our suiting follows traditional tailoring techniques and we use a half canvas in all suit jackets. We do

not use a fused canvas construction. What is a fused canvas? A fused canvas is when that piece of layered horsehair/wool/poly is taken and glued to the nicer outside suit fabric. Why is it bad? It's bad because over time the glue will become unstuck and warp, which creates a weird bubbly look to the suit, instead of a natural drape. Cheaper suits will use a fused canvas construction because it is quicker and cheaper than stitching it all together, we prefer to take the more complicated route because it creates a much more beautiful looking suit that will continue to look great year after year.

The Performance Italian suits will come in 5 core colors as well as seasonal prints and colors. The suit cost \$750.00 dollars. Blazer is





\$500.00, and the suit pant is \$250.00. Moreover, the products pieces (blazer and pant) can be sold separately, this allows for the guy to have the perfect fit in blazer and pant.

2. Who are you selling *The Italian Performance Suit* to?

I will be selling the Italian Performance Suits to the male consumer who needs to dress professional to work. Furthermore, this male consumer either travels often for work or will be traveling for work. The Italian Performance Suit is part of the suiting collection at Bonobos, giving the very little price difference between the Jetsetter Suit (stretchy suit) and the Italian Performance the male consumer will be getting a suit that is not only just as comfortable as the Jetsetter but with more bells and whistles without having to compromise on price. The suit will save the male consumer time because he will not have to press the suit in between. He can hurry from conference to conference and look great doing it.

Bonobos is an e-commerce brand that also works out of shops all over the US, which are called Guideshops. So, if the male consumer is still deciding on a product due to size, they can go to a Guideshop and get fitted for the suit and order out of the shop. Each Guideshop has less than 10 employee and take an average of 30 to 60 minutes with customers in order to give them an exceptional shopping experience.

3. Customer Value Proposition: Brief Statement of how the *Italian Performance Suit* will add value to the male consumer by meeting their specific suiting needs.

a. Primary Reason Customers will use the Italian Performance Suit

i. The primary reason why male consumer will use the Italian Performance Suit will be for traveling for work or going out of town for meetings and conferences.

b. The Key 4 Benefits

i. The Italian Performance Suit is 97% wool and 3% stretch which allows for better fit and comfort.

ii. Water, stain, and wrinkle resistant

iii. High Italian quality for a great price, \$750.00.

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iv. Gripper Tape Waistband, the male wearing the suit has ease of movement without having to worry about the dress shirt coming untucked

c. Value Proposition

Your new power suit is here. The Italian Performance Suit has extra features hiding in plain sight including super luxe Italian wool that's resistant to liquids, wrinkles, and stains, an outstanding amount of stretch, so you can be comfortable during your presentations and look great doing it too.

