

PERSONAL BRAND WORKSHEET

Social Media Marketing - MRKT 180 Assignment #1

PART I: DREAM JOB

My dream is to work in the fashion industry as the CEO and creative director for a classic-contemporary menswear company specializing in high end leather apparel and accessories for motorcyclists and fashionistas. Here's why:

1. Fashion merges artistry with craft, where creative ideas are actualized with high end technical skills combined with strong attention to detail. I am drawn to the luxury high end goods division of apparel because I love quality and craftsmanship.
2. Because fashion encompasses many different aspects from design, product development, and production, to marketing and sales, it can fulfil my creative needs balanced with my technical skills, business experience, and strategic approach.
3. Fashion is exciting. I love the glitz and glam of seeing models on runway designer shows and in glossy magazine advertisements and editorials.
4. I have always been an entrepreneur at heart, and am not truly satisfied working for others. I love being my own boss, where I get to call all the shots from when I start, where I go to work, and what my workspace looks like. I decide when to take my breaks, and how long my lunch will be. I decide what music will be played at work and the volume. No one is going to tell me to "turn it down." If I want to stop in the middle of the day to go for a walk, I can and do.

1. **SEARCH OF YOUR DESIRED ROLE**

SEARCHED FOR	POSITIONS THAT CAME UP IN SEARCH
Fashion Designer	mens designer/juniors designer/apparel designer -boys/assistant designer/technical designer/apparel graphic designer
Pattern Maker	manual pattern maker/1st thru production pattern maker/denim pattern maker/mens pattern maker
Fashion Company Owner	Highly Creative & Artistic/Strong Drawing Skills/Good Eye for Detail/Understanding Texture, Color, and Fabric/Strong Visualization Skills/A Good Sense for Business/A Competitive Spirit/Ability to Work Well With a Team

2. **JOB DESCRIPTIONS AND REQUIRED SKILL SET**

POSITION	REQUIRED SKILL SET
Fashion Designer	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Oversee research and inspiration to create a cohesive concept each season, review emerging trends and shapes, and research local markets • Develop flats and sketches for all designs as part of a cohesive seasonal collection aligned with the brand's overall aesthetic and vision • Prepare all necessary components for design presentations, such as sketch boards, proto reviews, and production meeting preparation • Collaborate with various cross-functional teams and maintain strong business relationships with external partners

	<ul style="list-style-type: none"> • Lead sample review sessions, provide recommendations, note feedback, and update sketches as necessary • Expert Tech pack knowledge • Familiar with product costs and impact on design <p>Key Qualifications:</p> <ul style="list-style-type: none"> • Bachelor’s degree in fashion design • Proven boys apparel design experience • Technical knowledge of fabrics, silhouettes, prints, colors, and trims
<p>Pattern Maker</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Develop a pattern based on concept and sketch by taking into account fabric, silhouette, and proportion • Send sample and production patterns, final specifications, and sewing instructions to factories for development and production • Manage fittings, feedback, and pattern revisions • Provide grading, pattern, and sewing support to external factories • Review, amend, and approve factory fit samples before production <p>Key Qualifications:</p> <ul style="list-style-type: none"> • Minimum 3-5 years of men’s patternmaking experience • Proficient with Microsoft Office and Adobe Creative Suites • Possess strong knowledge of fabrics, construction, and fit standards • Proactive, intuitive, resourceful, and sharp eye for detail and design <p>-----</p> <p>Position Overview:</p> <p>In this position, you would be responsible for drafting patterns and ensuring each pattern is carried through to final pattern. You would also be responsible for working with cross-functional teams and reviewing work prior to production.</p> <p>Responsibilities:</p> <ul style="list-style-type: none"> • Draft first patterns and ensure each pattern is carried through from the designer’s sketch to final pattern; ensure patterns accommodate fabric, silhouette, and proportion. • Partner with sample sewers and work from tech pack comments and follow each action point to finalize the pattern for production. • Partner with cross-functional teams, communicate clearly, and ensure patterns achieve the desired finishing spec. • Send sample and production patterns, final specifications, and sewing instructions to factories for development and production. • Manage fittings, feedback, and pattern revisions; provide grading, pattern, and sewing support to external factories • Review and approve work prior to production and ensure work is aligned with amendments

Fashion Company Owner	<ul style="list-style-type: none"> • Highly Creative & Artistic • Strong Drawing Skills • Good Eye for Detail • Understanding Texture, Color, and Fabric • Strong Visualization Skills • A Good Sense for Business • A Competitive Spirit • Ability to Work Well With a Team
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3. **CAREER SEARCH KEYWORDS**

POSITION	KEYWORDS
Fashion Designer	research/inspiration/cohesive/concept/emerging trends and shapes/flats and sketches/seasonal/brand's/aesthetic and vision/collaborate/teams/partners/lead sample review sessions/sketches/tech pack/product costs/research markets/components/presentations/proto cross-functional/fashion design/technical/fabrics, silhouettes, prints, colors, and trims/season/develop/aesthetic and vision
Pattern Maker	develop a pattern/concept/silhouette/proportion/sample/sewing instructions/production/fittings/revisions/grading/approve/patternmaking/Microsoft Office and Adobe Creative Suites/strong knowledge of fabrics, construction, and fit/resourceful/eye for detail and design/drafting patterns/responsible/designer's sketch/specifications/fittings/provide grading/denim
Fashion Company Owner	creative/artistic/drawing/detail/texture, color, and fabric/visualization/business/competitive/team

4. **TARGET COMPANIES I WANT TO WORK WITH**

COMPANY	APPEAL	CHALLENGES
Golden Bear Sportswear	Golden Bear Sportswear is a 98 year old heritage brand that has originated many classic menswear styles that I draw inspiration from, including the Longshoremens' coat. During WWII they manufactured the official bomber jackets for the US Airforce.	I got to work there as a pattern maker, but got fired after almost a year due to lack of knowledge. They were a badly managed company to work for, poor in culture and support.
Schott	As a highly successful company, I would like to license my designs for Schott to produce where I get a royalty the sales.	They are a huge company with way more money and resources behind them. They could easily refuse to pay me royalties, and I would not have the money to enforce an agreement. I consider Schott to be competition.

Moto Guzzi	I am intrigued by Moto Guzzi cafe racer style motorcycles. I believe my styles compliment their bikes, and I see their customers wearing my clothes.	I do not yet have a brand and there fore do not have brand recognition (but I will). I do not ride a motorcycle myself, and if I do that will help create trust.
SF Giants/LA Dodgers/Oakland A's/SF 49'ers/and all pro baseball and football teams.	I want to make custom leather team sports jerseys with branded logos (licensed) for the team members, staff, and alumni of professional sports teams in the Bay Area, state, and nationwide. I would also like to have them buy my designs where I would get a royalty on all sales.	I will really need to have my ducks in a row, with some experience under my belt before getting involved with corporate heavy hitters like pro sports teams. I will need a squeaky clean social media history that meets the stringent requirements they will have so their all American "family friendly" brands are protected. There is also the threat of them copying my designs and taking the manufacturing off shore.
Clutch, Men's File, and Lightning magazines	These are Japanese magazines that focus on mens motorcycle fashion, especially vintage inspired fashion. Getting into these magazines will give my brand huge exposure worldwide and to the Japan market, which is huge for high quality products and luxury brands.	I need to have my ducks in a row and be ready for this kind of exposure.
Esquire, Mr. Porter, Dice, and Robb Report magazines	These are American mens magazines that cover leather motorcycle and or fashion. Being reviewed in Robb Report would bring strong credibility to my brand to consumers of luxury products.	The challenge will be to have a website that says quality and professional.
Kiss (the band)	I love their makeup, and want to make leather artwork that I can replicate on leather jackets	Their makeup designs are registered trademarks of the band. I will need to prove my worthiness to them and be prepared to pay their price for licensing.
Maxfield LA	CoolHuntingLab.com calls Maxfield LA the best avant-garde fashion stores in the world for it's highly curated selection of the best designers in the world. This is a destination store for personal celebrity stylists and buyers for fashion stores throughout the world who want to see the coolest and latest fashion products. Maxfield LA offers strong visibility, brand awareness, and a place where consumers can experience my products.	Maxfield can be very picky about what brands they carry. But if I do things right, I stand a good chance of getting into this store. I will need to prove to them that I am in the game for the long haul, and have a selection of garments that show I am well rounded and not a one trick pony.

PART 2: PERSONAL BRAND

5. VISION

PROBLEM I SEE IN THE WORLD	DETAILS	HOW I INTEND TO FIX IT
Homeless people in the Bay Area	<p>There are more and more people living on the streets because they cannot afford to keep a roof over their heads. It's not good for anyone, the homeless, or the rest of society that has to interface with this problem everyday. Politicians are not being effective at solving this massive issue. It's just getting worse, and people are being forced to witness a mass tragedy of human suffering.</p>	<p>Poop patrol voter initiative to require city mayors, supervisors/council members, and other officials to wear a green safety vest and pickup poop off the street 4 hours every week, under supervision (no cheating allowed); 5 pound weigh-in quota.</p> <p>Voter initiative that identifies the homeless situation in San Francisco to be a human rights violation.</p> <p>Voter initiative that cuts mayors and city supervisors pay in half until homeless situation is taken care of in a <u>humane</u> way. I have a vision for a large mass of land that would provide safe and decent housing for all the different homeless populations to live. There would be localized central cafeterias, medical facilities, social services, job training, clothing, and more to provide a safe place where homeless people can land, live comfortably, while getting back on their feet. There would even be a movie theater.</p>
Lack of a fashion industry in the Bay Area	<p>There is no fashion industry in San Francisco. There used to be, however, but I do not know it's history.</p>	<p>I have a dream to create a fashion district on the old mostly deserted Naval Station in Alameda. I see the buildings being restored to become various sized studios for new and established fashion business' set up shop. Their would be a buildings with rep showrooms, fashion show venues, textile firms, fabric and sewing machine sales and repair.</p>
I see a lack of style and diversity in the motorcycle fashion market	<p>Motorcycle clothing has not changed much over the years, same styles, mostly in black leather. It's become very homogenous and is not giving men and women greater options for self expression</p>	<p>I intend to broaden the horizons of motorcycle fashion with inspired powerful designs that give individual self expression to consumers.</p>

6. **WHY AM I DOING WHAT I'M DOING**

I am engaged in my passion, actively making clothing for my apparel line. It's fun and exciting for me to do research, get inspired, form ideas, and create them with my hands. I am doing this because it makes me feel good, it's exciting, brings me happiness, and serenity.

I have been in discussion with a person to take over stewardship of the website www.empowerus.info. This website prepares people who are facing homelessness. The website covers issues such as where to find shelter and food, creating an emergency backpack, cutting back on unnecessary expenses to save money. I have also started conversations with a psychologist who work with homeless populations, to build networking.

WHAT MAKES ME PASSIONATE ABOUT THIS

Throughout my life, I have been fascinated by different things. For instance, comics and pulp magazines have intrigued me, and I started collecting them. I did not realize why until I began acting on my vision for a clothing line that these fascinations would express themselves in my creative designs.

I have almost 29 years of making fetish products. This experience has helped me learn about working with leather and how to operate a small business.

I went to school for fashion design in Los Angeles, and worked in the fashion industry there as a pattern maker and tailor. Los Angeles has a huge fashion industry, with its own centralized district located downtown. This experience leaves me hungry for a fashion industry here in the San Francisco Bay Area. We have creatives here, why can't we have a fashion industry that meets our values and works for us?

Living in Los Angeles (after 12 years in provincial San Francisco) opened my mind to a bigger vision and willingness to live a bigger life. I got a vision for myself and company that I would have never gotten had I not moved from San Francisco.

I got a rare opportunity to work for a high end mens leatherwear company, Bill Wall Leather. It was there that I got to improve my sewing skills and learn how to create leather artwork and do work at a very high level. This experience has further inspired my drive and expanded my skills and my creative ideas backed up by new craftsmanship skills.

I got to work for Gulfstream Aerospace as an upholstery technician. I got to see how a fortune 500 company is run, and learn about how to create and nurture a winning company culture.

I have to interface with this problem of homelessness every day, just like the rest of us, and I am sick of it. I have been homeless once, but not living on the streets, just couch surfing for three months. I'm really not advocate of the homeless. I just want them out of my face so I do not have to be confronted with such horrible human suffering. And I want it done in a humane way, so I can live with myself. I do admit, that I (secretly) want praise and recognition from everyone else in the city as the person who fixed the problem. Some special (front of the line) treatment would be greatly accepted.

I have had my share of running on the hamster wheel, and creating my own misery and financial struggles. I now want my share of the finest of life, and I want to do my part to make and leave the world a better place.

BEST VERSION OF MYSELF

In my best version of myself I am positively visible in the world expressing myself creatively through fashion and using my voice to be heard. I live a big life with authenticity, honesty, and integrity, pushing the envelope and challenging societal norms, that create meaningful and relevant paradigm shifts to what fashion and life can be. I create art that is recognized by

my industry. I am unafraid to stand up and stand out. I build up others with support and inspiration. I do the things that bring me the highest joy like backpacking all over the world, traveling to amazing places, celebrating life with friends, and sharing intimate moments with other men I feel connection with. A few dinner parties and picnics would be nice too.

HOW I'M DIFFERENT FROM OTHERS DOING SIMILAR THINGS

I am dissatisfied with status quo complacency, and willing to take risks. I believe I have more creative, maybe brilliant, solutions to problems that others have failed to solve. I also have a sense of humor to add to the mix. I don't let the opinions of others deter me, and have a strong can do attitude. I'm unwavering, yet flexible.

IS MY MISSION SUFFICIENTLY NARROW ENOUGH

I think my mission and ideas are pretty specific and focused to not only be different, but also realized. They are realistic and doable. I see solutions, and do not get stopped by problems.

PURPOSE: CHANGES NEEDED TO HONOR MY VISION

There are two major areas I need to change to move forward with my dream.

1. Start walking the talk: living in fashion, making myself those clothes. I need to get away from my jeans and t-shirts "plain jane" tendencies, and make myself some really cool clothes; My designs, that I want to bring to market. Of course I want to wear the clothes that I design! I need to take time in my day to day schedule to make clothes, just for me. I need to go out more, and participate in a social life that is built around my interests, where I can meet others, show them what I do and offer my services. For instance, art shows.
2. Getting off the hamster wheel myself and having more fun. I need to become a fun expert before I can tell others how to have fun. That includes making myself the clothes I want to wear, being positively visible, riding a motorcycle (if it feels good to do), going backpacking, taking time off from work, taking vacations, and doing my creative thing.

PURPOSE: CHANGES NEEDED TO MAKE MY VISION & PURPOSE A REALITY

Carrying out my vision and purpose will start with these actions:

1. Study the website I have been asked to take stewardship over, and learn about the issues of homelessness.
2. Meet with associates who know about the issues regarding homelessness, and write out my vision for a solution.
3. Network with other designers: Participate in Meetup.com groups and social media group events, go to fashion shows, reach out to local colleges that have fashion design programs.
4. Learn about the Alameda Naval Station.
5. Build my clothing line and get my brand off the ground and established. This will be my foundation for carrying out my personal visions regarding problems I see in the world. I need credibility and connections in order to have influence.

PURPOSE STATEMENT

I break new ground giving others greater self expression with stunning motorcycle clothing. I serve the fashion industry by developing spaces that allow others to build their dreams. I bring humanity to San Francisco's homeless crisis making it a better, brighter, and safer place for everyone to live.

VALUES

- Authenticity Being true to myself and sincere with others makes me a stronger individual. It keeps me from conforming to the herd so that I can be original and inspire others.
- Spirituality Remembering that I am powerless over external situations allows me to greet reality with acceptance, and trust that everything is working out. Being in the here and now keeps me serene and at peace.
- Accountability Taking responsibility helps me keep commitments and be a more dependable person that others can rely on. It builds the trust needed to form strong relationships.
- Kindness Kindness builds others up, and I get to feel better about myself when I treat others the way I want to be treated.
- Community Teamwork and working towards a common goal with others allows me to experience a core need for participation and inclusion.

7. PASSIONS:

PASSION	COINCIDE WITH WORK/SCHOOL
Fashion: designing, pattern making and sewing	I am lucky enough that I get to make patterns for a living and am able to create my vision and dreams.
Nature: Camping, backpacking, and hiking	I live in the Bay Area with many nature areas for camping and backpacking. The coast of Pt. Reyes, and the Redwoods in Santa Cruz are a short drive away.
Listening to music	Being self employed I have the privilege of being able to listen to whatever music I want all day long at work as loud as I want. Music inspires my fashion ideas.
Food: cooking and eating	At school, I enjoy pleasurable meals in our cafeteria. San Francisco is a great place to be with a huge selection of diverse restaurants.
Graphic design	At work (and school) I get to build and maintain my website, which allows me to indulge in my passion for cool graphic design.

8. **GOALS:**

CATEGORY	2 YEARS
Business Goals	Brotus fashion line will be in 24 stores, with a private custom clientele of 50 awesome individuals.
Financial	By my first year of business I am earning \$250,000. By the end of year two I am earning \$2,000,000.
Debt repayment	By the end of my first year in business I pay off all my debts totaling \$32,272.00. I operate and grow my business on a cash basis without creating any unsecured debt, while building a prudent reserve for a 6 months windfall, and capital funding of \$50,000.00 for new projects.
Company growth	By the end of year two I will have a full in-house product development team to include 1 personal assistant, 1 administrative/office manager, 1 part time accountant, 1 sample sewer, 1 pattern makers, 2 in-house production sewers for custom wear clients, and 1 shipper/receiver.
Health and Fitness	By mid 2019 my weight is 170 lbs. I am muscular and in great health. I eat lot's of salads and veggies, and the other foods I enjoy. I exercise daily, lifting weights 4 - 5 times a week.
Community	I have written a business plan for creating a homeless community with established funding. I am working with a qualified team to carry it out.
Hobbies	I will be actively engaged in my passions going backpacking once a month. I host 2 dinner parties or picnics for friends each month.

9. **MY TOP BRAND ATTRIBUTES**

ORGANIZED INNOVATIVE DEPENDABLE SINCERE SKILLFUL

10. **CORE STRENGTHS OR MOTIVATED SKILLS**

Designing - Staying relevant and creating the ideas that will keep the brand alive.

Leading - Creating and nurturing company culture. Setting company tone and structure.

Visioning - Determining company direction and keeping company on track.

Production and development - Some pattern making and sewing, working with my favorite custom clients.

PART 3: DEVELOP A SWOT ANALYSIS ON YOURSELF

11. SWOT

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> - Sewing skills - Pattern making and grading skills - menswear - Product costing-Excel - Innovative creative product ideas - Website designing and building - Eye for detail - Writing skills for business letters and product copy - Patient, kind, compassionate - Collaborator, team player - Good communicator with team - Strong leather knowledge - Organized - Strategic - Upbeat positive attitude - Photography skills - Basic marketing knowledge - Dedicated workspace in central San Francisco for 1099 work 	<ul style="list-style-type: none"> - Poor marketing and sales skills - My pattern making skills are limited to mens woven clothes; No denim or tailoring experience; Not strong in womenswear. - I don't have much draping experience - Website and social media post are time consuming and will take time away from new product development and order fulfillment. - Very limited pool of sewers in San Francisco, even more limited pool of high quality sewers - No brand recognition - I'm a one person show with no financial resources to hire help. - Limited financial resources period. - Poor drawing skills. - Need more knowledge about leather wear companies.
OPPORTUNITY	THREAT
<ul style="list-style-type: none"> - Bay Area is affluent with lot's of wealth - Cool weather conditions are great for wearing leather clothes. - There are several schools where I can build my pattern making, draping skills, and drawing skills. - Lot's of tailoring shops in San Francisco where I can do an internship to build my tailoring skills. - Competition only makes traditional products, not innovative & contemporary designs. - The Bay Area has 4 major sports teams, which I plan to offer my services to it's members; They are the Oakland A's, The SF Giants, The SF 49ers, and The San Jose Sharks - Publications like SF Magazine and The SF Chronicle have style sections and write about new emerging fashion designers. There is support. - There has been a shift in attitudes (that match mine) about luxury towards humanity and integrity, away from status and superficial vanity - One freelance pattern customer has asked me to do designing for them. - There are a lot of apparel manufacturing companies in SF 	<ul style="list-style-type: none"> - Competition can copy my products, to some degree. - Competition is more established with visible retail locations on busy streets - Competition has more resources and capital than me - Local suppliers do not carry large selections of premium leather - Animal rights activists are seeking to outlaw the use of leather and fur - Animosity with the owner of SF Fashion week. - One supplier of zippers, Riri brand, are difficult to work with and it takes a few weeks for them to process orders. - Students graduating from fashion schools are taking the jobs.

12. COMPETITIVE ADVANTAGE

The fashion industry is filled with people who are not nice to work with. I am nice to work with. I offer high level pattern making and skilled sewing in a professional environment with an experienced dependable passionate authentic fun uplifting person.

PART 4: LINKEDIN PROFILE

Ready to have a productive work session and have fun at the same time with a really nice person? I'm your guy.

I am an experienced fashion industry professional pattern maker with strong sewing knowledge to enable designers realize their dreams. I can help you with first through production menswear patterns that include fittings, grading, and flat sketches with sewing instructions. I bring passion and excitement to projects with a skillful eye for design, proportion, and silhouette. Leather is my specialty. I am dependable, focused, and accountable, able to work alone or with a team.

I am moving forward with my dream to build an innovative clothing line that break new ground in leather motorcycle and fashion apparel. I am looking to build my network with positive, enthusiastic, nice people in all areas of the fashion world to connect with.

A little more about me:

As an individual, I am dissatisfied with status quo complacency, and willing to take risks. I have a sense of humor and a very determined can do approach to life. I love music of many genres, backpacking and camping. I am learning to ride a motorcycle. I believe others grow and improve personally and professionally when they are encouraged and supported, not torn down. I carry this belief into my day to day life by treating others with kindness and compassion.

I am studying professional photography at Laney College. I would like to work with other professional photographers to build experience. I am also studying marketing at City College of San Francisco.

Besides building my dream clothing line, I have two other projects I want to accomplish in life. I want to bring a humane end to the homeless crisis in San Francisco with a massive homeless community housing project that gives homeless people shelter, clothing, food, medical care, job training, social services, and support in one centralized location. I am looking to connect with others who care about this issue and are willing to take ACTION.

My other dream is to build a fashion district for the San Francisco Bay Area. I envision the closed down Alameda Naval Station becoming a location for design studios or all sizes, showrooms, venues for fashion shows, locations for textile and fabric and sewing machine retailers, and more. Does this vision excite you? Let's connect!