

# METAPHOR

JANUARY 2019 || ISSUE III

About Us- 2

Employee of  
the Month-3

Fashion  
Tips-4

National  
Trade  
Show- 5

Urban  
Clothing  
Line-6/7

Luxury  
Clothing-  
8/9

Industry  
Trends-10

WINTER  
E D I T I O N

# ABOUT US- METAPHOR

"We at Metaphor strive to create the ideal look that best represents our customers while staying true to their own unique style." This Statement is truly close to each and every one of us at Metaphor because we know what it means to want to look and feel your best. We cater to ages 16-25. Mainly because we feel that people in this age group embody our brand, since we are both urban and luxury. This is perfect because we are able to market to people who want to look casual on the weekend and business professional during the week.



## METAPHOR'S WINTER EMPLOYEES OF THE MONTH



**DECEMBER EMPLOYEE**

"Being chosen as Employee of the Month, drives me to work harder. It shows that my superiors pay attention and will reward me for working hard."  
-Braeden Heller



**JANUARY EMPLOYEE**

"The fact that I was selected as Employee of the Month is a big deal. I have been diligent in my work for months and I am finally seeing the benefits of my work."  
-Win Kilpatrick



## Women

The first rule of buying jeans, no matter the type, is that when you're in doubt regarding the size, you should always go with the smaller size – they'll stretch after only two washes.

## Men

Buy three staple pieces every other season to keep your wardrobe up-to-date.



## Women

If you fill a couple of freezer bags with water, place them in your shoes, and put them into your freezer to stay overnight, you'll be able to see a huge difference in the way your shoe fits.

## Men

Match your belt to your shoes for a more professional look at work.



## Women

Purchasing jackets, coats and blazers has just one rule – it needs to fit your shoulders. If it's too tight or too wide, leave it in the store.

## Men

If your wardrobe is all neutral colors, you don't need to know "how to mix and match colors". A neutral color wardrobe is essentially self-working!



## National Trade Show

April 14, 2019- April 18 2019

*APRIL 14*

Leave for New York

*APRIL 15*

First Day of Trade Show

*APRIL 16*

Official day of trading at trade show

*APRIL 17*

Last Day of Trade Show

*APRIL 18*

Leave back for Tennessee



## METAPHOR CATALOG

# URBAN CLOTHING LINE

We are proud to have grown our clothing line significantly since our last year. We have expanded the amount of shirts and pants and even shoes. It is very trendy so we are able to get the millennial and Generation- z people to buy most of our urban clothes.



# MOST POPULAR URBAN ITEMS



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SHOP OUR URBAN LINE

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## METAPHOR CATALOG

# LUXURY CLOTHING LINE

Our luxury line is for the upper class. We believe that our luxury line is top of the notch. We have worked very hard to come up with items that would appeal to the older side of our demographics. We know that they want to show up to work looking there best so we only give them the best. Our luxury suits are expensive, but it's only because we make top of the line suits.



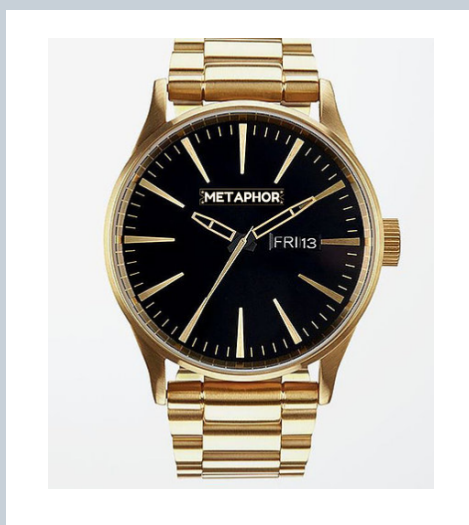
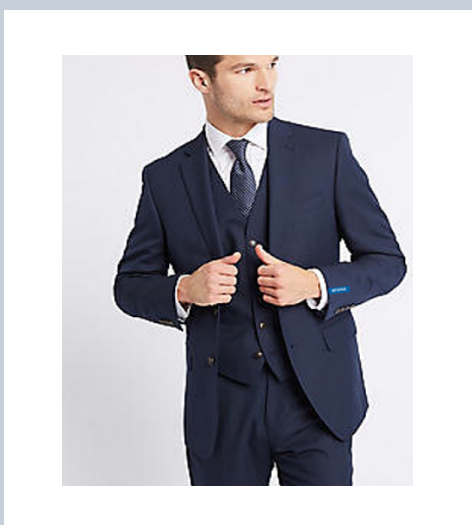
# MOST POPULAR LUXURY ITEMS



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SHOP OUR LUXURY LINE

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## INDUSTRY TRENDS

Urban clothing is said to have a market capital of 100 billion by 2025. This is a great thing for Metaphor because that means we will be able to stay in with the trends. Urban wear keeps growing bigger and bigger each year. With this growth comes more competitors. Metaphor believes that we will be able to stay in with the times because of our trending clothes and innovative ideas.

Since we also sell luxury wear we will be able to compete in two market segments, which will help Metaphor to generate twice the revenue. Luxury is not only perfect for new people joining the work force but also for people who like to live a lavish lifestyle.

## Metaphor Leadership

**Chief  
Administrative  
Officer  
Olivia  
Andersen**

**Chief  
Executive  
Officer  
Jacob  
Spence**

**VP of  
Administration  
Sade  
Korbieh**

**VP of HR  
Jason  
Hysong**

**VP of  
Accounting  
Jaylynn  
Parker**

**VP of  
Marketing  
Svetlana  
Baranova**