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ABOUT MATCHWEAR

MatchWear's mission statement does not only include the freedom to express one's individuality in high fashion, but also to give back to the community. To fulfill this mission statement, MatchWear will be contributing donations to the many struggles occurring globally, in return enabling the public to openly contribute for a cause. MatchWear donates 10% of their sales for various causes such as animal rescue, hunger, clean water, cancer, and more. Through MatchWear, show that you care through what you wear.



MATCHWEAR MISSION STATEMENT

In a fast-paced world, find time for your style and for others. We strive to transcend modern design to build confidence through boxes full of expression and charity. Don't only buy for yourself, buy for the world.

Express Your Life While Changing Another



COMPANY ANNOUNCEMENTS

Employee of the Month

The MatchWear December Employee of the Month has been awarded to Graphic Designer Faye Zheng, from the Creative Department. The management team at MatchWear knows the amount of effort that you put into your job and we want to assure you that your efforts are recognized. As a sign of our appreciation, you will receive a \$10 dollar gift card to an entity of your choice. Thank you for your hard work and effort. Due to her hard work, the company has increased in size and profitability. Her enthusiasm and interest to work in this company, in spite of difficulties, has made a huge impact to our success.

We have noticed the enthusiasm and extra hours this employee has put in last month. The way she has performed throughout the last month shows hard work, sincerity, perseverance and diligence. We have taken note of, and appreciate her high level proficiency in handling the tasks assigned to her. Her craving for perfection, communication skills and humble behavior with all the staff members, is admirable. We expect all of our employees to match the same spirit, and extend best wishes for further achievements. We hope to find many such opportunities to congratulate you in the future.

Company announcements

Valentine's Day Dance - Tuesday, February 12, 2019

Please fill out what you will donate (FOOD ONLY), via Edmodo, and fill out your contact info if you would like to volunteer during the event. (4 PM - 6 PM)

The Global Business Challenge - (April)

The Global Business Challenge is one of the competitions that will be taking place during the Youth Business Summit. The competition is on Tuesday, April 16 at LIU Brooklyn from 7:30 AM - 2:00 PM.

Currently, there are 18 slots available. Please note that NYC firms are permitted 2 students per firm for registration. Please let Mr. C know if you are interested.

EVENTS



Winning Women Convention



AD Future 2018

Future Events

February 2019

Valentines Day Dance
Spring Photoshoot

March 2019

San Francisco Tradeshow

April 2019

Brooklyn Tradeshow
MatchWear Fashion Show TBA



San Diego 2018 Tradeshow



NEW YORK FASHION WEEK 2019



February 8th, 6-8pm,

Exotics by Credics
Palm Angels
Burning Guitars
Maria Elena Collection
Grayling Purnell
Jermey Scott
Kim Shui
Mister Triple X
Sweet Talk
Swim
Kentaro
Kameyama

Insight on PHOTOSHOOTS *with Yully*



I recently joined Matchwear this year as an intern and photographer in the Creative Department. Throughout my school year, it never crossed my mind to join V.E. until I participated in the V.E. Matchwear photoshoot. After seeing what Matchwear was about, I wanted to be a part of the company by contributing my creativity even though I had no experience. At first, I felt out of place because I was inexperienced in graphics and V.E. in general. Through the help of the people in my department, I was able to learn web design and helped with the websites aesthetic.

Doing the photo shoots was my favorite part about being in Matchwear. Although, I am not a professional photographer and only knew the basics, I had assistance from Joana on how to conduct photo shoots and know what kind of photos Matchwear needed. My favorite part about the photo shoots was getting inspiration from fashion magazines and then incorporating certain elements in the shoots. The most difficult part was getting models, due to clashing schedules and the location. Most of our photoshoot locations took place in the city for the city aesthetic and vibe, such as, DUMBO, Soho and the Highline. The cold weather and the location interfered with some of the shoots, everyone was patient and worked well together. Furthermore, some things I had to work with were the angles, because we didn't have professional models who were accustomed to the camera, it took time to figure out how to make the clothes and the models shine. Through it all, I am looking forward to what is to come for future photoshoots and future V.E. experiences.





2019 PROJECTED TRENDS

Vintage Bags

Interlinked C's, monogram canvases, furry handles, asymmetrical handbags are what comes to mind when we think of those coveted vintage designer treasures. These "it" bags have serious throwback vibes, providing a sui generis twist on almost any outfit. But first things first, why are these old classics suddenly resurfacing in today's fashion industry? Celebrities, stylists, and even the rest of us are always exploring our wardrobe choices and these iconics provide a way to transform our outfits.

However, finding a great designer vintage is no ordinary task. Bags are considered vintage after decades and its sources are paramount when purchasing one. There are a plenty of reputable places offering luxury bags, particularly, consignment shops, both in-store and online. Sites, such as The Real Real enables consumers to consign authentic vintage designer items at discounted prices. What Goes Around Comes Around NYC has locations in SoHo, the Hamptons and Hollywood, and is another phenomenal source for the rarest of bags.

For those of you collectors, now it is time to bring out these pieces to grace your outfits. Or, if this is something that you have not previously own, the time is just ripe for you to purchase these coveted goods.

Utility

Nowadays when you think of fashion, you also think of function, and why is that? Well, with the rise of many streetwear brands such as Off-White, Palace, and Yeezy releasing their new designer clothing focusing on "utility", you can expect this trend to be embraced by all individuals. The Utilitarian trend has been taking fashion by storm since the beginning of 2019 with belts, bags, shoes, trench coats, and many more. Utility fashion offers a new twist on a plain unused style, tapping into a whole new category of fashion inspired by function.

Neon Colors

Neon hues are making a comeback in the runaway scene. Wearing neon shades ranging from barbie pinks to highlighter yellows signal a sign of confidence and offers a way to brighten up your wardrobe and spice up any outfit. But neon clothes aren't just for the the wealthy, they are immensely accessible and affordable for all fashionistas that are on a budget.

PLASTIC IN FASHION

Very little of the plastic we use today is being recycled; that is because a hefty amount unfortunately ends up in oceans and landfills. As of today, millions of tons of plastic are floating around the world's ocean and releasing harmful chemicals in water sources and surrounding beds of soil. However, a recent type of trend will rescue more than three million plastic water bottles from the oceans: Plastic Fashion. That's right, fashion is actually helping our oceans and landfills. By using plastic in the fashion industry, we can transform these environmental struggles into sustainable and environmentally friendly choices.

Plastics. You hear this word every time you think of environmental hazards. Well, why are they so commonly utilized in the clothing industry then? The truth is...their price, especially when it comes to replacing materials such as cotton or wool. That is why majority of clothing contains plastics such as polyester, which only cost .76 cents per pound allowing manufacturer to on producing clothes made of more expensive materials. However plastics aren't all bad in fashion. Transparency in the use of plastic materials have slowly made a rise within the clothing industry. From accessories such as handbags to garments such as rain jackets, plastic has moved into a trend for fashion pieces. For example, Patagonia is a brand that is renowned for recycling plastics into their clothing pieces. As once plastic is created, it cannot be destroyed without harming the environment, so brands that turn plastics into something such as clothing, are actually benefiting the environment greatly.

PRODUCTS



Left to Right: Jp, Guadalupe, Suzie, Grace

Should know as a Stylist

Color and fitting coordination. To appeal to anyone it is important to understand the ideal articles of fabric and clothing needed to bring the entire look together. For instance, purple and green are secondary colors however it would be visually displeasing for customers to look past. This is the same case with fitting (loose with loose would look to baggy and would look unappealing to most of the customers)

Tips for Styling

- Look at celebrity figures and their stylists for inspiration to prevent outdated fashion choices
- “History repeats itself” meaning that older fashion has made a comeback to the present as it brings a vintage yet stylish look, thus enabling older customers to find outfits curated for them
- Look at celebrity figures and their stylists for inspiration to prevent outdated fashion choices
- Stay updated in social media world such as Instagram and Pinterest as well as checking up on online stores to see what patterns are being seen that can be included to our sets. This sets the modernization portion of our outfits to be fitting for the younger range of our target market
- Get out of comfort zones (be daring). Trying to put together pieces that normally would not be worn regularly and altering it into an outfit that can be worn by anyone with our creativity and experimentation

GRAPHICS

Tips for Graphics

- Know the color theory well! Not all colors look nice next to eachother
- Use company colors always!
- Need to have a creative process, there must be purpose to your design. Why is a certain color or element there? It must serve an aesthetic or hold value.
- Being a graphic designer means you are the face of the company. Projects completed by our department will be looked at by a variety of people
- Pay attention and observe your surroundings. We take inspiration from what is around us.
- Good quality photos are a must, blurry images and graphics are a huge no.



Left to Right: Noshaba, Joanna, Jerome, Faye, Yully, Howie, Mustafa

Should know as a Designer

Knowledge of Adobe CC is needed. If you dont know how to use an application google and youtube become your best friend.

MARKETING

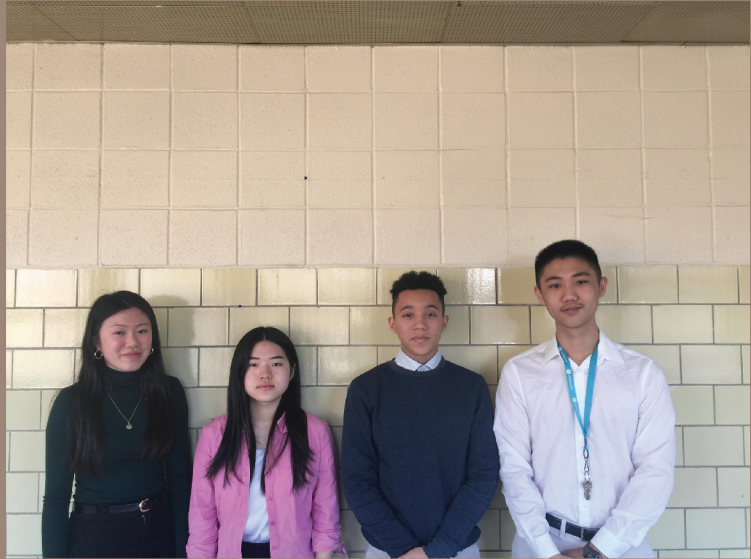
Tips for Marketing

-Marketing Department is heavily involved in the business plan. Therefore, I would suggest using the thesaurus when drafting the business plan. The thesaurus can provide assistance, especially when you used a certain word too many times.

-Download grammarly as this can assist you in your business plan and writing too

-Know your product. In the beginning of the year, the company was not aware that we do not CREATE clothes. We just curate it.

-Know your competitors. You need to know why MatchWear is the better option. Remember: your primary goal is to raise revenue and appeal to customers



Left to Right: Daisy, Vivian, Xavier, Zhiwei

Should know as a Marketer

When developing promotional and advertising tactics and ideas, be sure to do research before sharing the idea. Some people offer ideas that are good, but we need to know the expenses if we produce the idea, how much revenue it will generate, can we do it, how we will execute it, etc

SALES



Left to Right: Jessie, Julie, Lucy

Should know as a Salesperson

Know how to communicate with others. When you don't understand something make sure you ask.

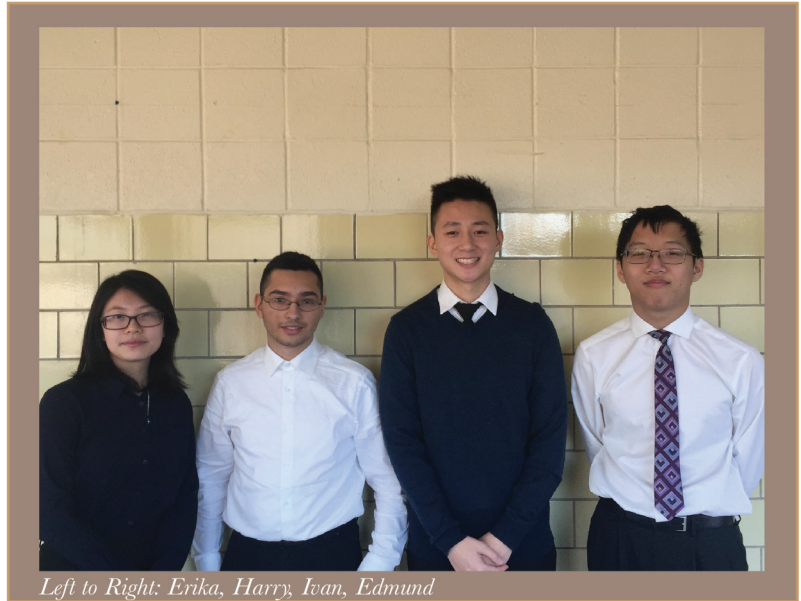
Tips for Sales

- Make sure you stay up to date with your sales techniques
- Have a good relationship with finance. You work closely together.
- Try to have fun with your company. This way your work is fun and not miserable.
- Think of how this sale affects MatchWear, if it helps it or hurts it
- Always keep track of deadlines
- Keep track of sale goals
Make more than you did the last month

FINANCE

Tips for Finance

- Know every single numbers and how it's derived from as it is important to know what each number represents
- Double check on every single number to prevent further errors.
- All financial documents correlate with one another, and if the numbers don't correlate or is incorrect, it ruins the financials
- Constantly update numbers so that everything is up to date and accurate
- Know important formulas to obtain numbers that are needed and constantly double check



Left to Right: Erika, Harry, Ivan, Edmund

Should know as a Accountant

Know how to use excel spreadsheets
as it makes life a lot
EASIER

HUMAN RESOURCES



Left to Right: Tsering, Cindy, Jessica

Should know as a HR Repersentative

To be in HR you have to be creative problem solver and have to know how to make everyone like the situation they are in. everyone has to be pleased with the outcome of the situation.

Tips for HR

- Make sure everyone knows what is going on.
- In Human resources you have know what is going on with all departments and make sure there are not any conflicts between any departments and employees.
- Also you have to be up to date with everything and just be on top of everything
- In order for everything to function within a company everyone has to communicate. With no communication chaos can erupt within the company.
- Communication is key for a company to succeed.
- Be a good problem solver.

UPPER MANAGEMENT



Left to Right: James, Yohelis, Ashley, Julie, Joana

Should know as a Chief Official

Stressful job but the positives outweigh the negatives

Tips for being in UM

- Ensuring everything within departments are kept in control to increase work ethic in each department
- Assigning deadlines for all assignments to be completed in a mannerly time
- Know your department, not everyone is good at the role they hold. Either they need to get better at it or they should do a different task.
- There is a lot of pressure and a lot of work to be distributed
- Holding weekly meetings with other Chief Officials is key in ensuring success and cooperation within the company
- Staying motivated and open minded is very important





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www.matchwearnyc.com

