



Sustainable Product: Carhartt

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Background

Originally named; Hamilton Carhartt & Company, began producing overalls with two sewing machines and a half-horsepower electric motor in a small Detroit loft. Early failures led Hamilton to focus heavily on market research, and after talking directly with railroad workers, he designed a product that truly fit their needs. Over the past 15 years, Carhartt has produced more than 80 million garments and accessories in the U.S. The company also sources heavily from U.S. suppliers such as Mt. Vernon Mills in Georgia (fabric) and YKK Snap USA in Kentucky (snaps and buttons), among others.





Slogan

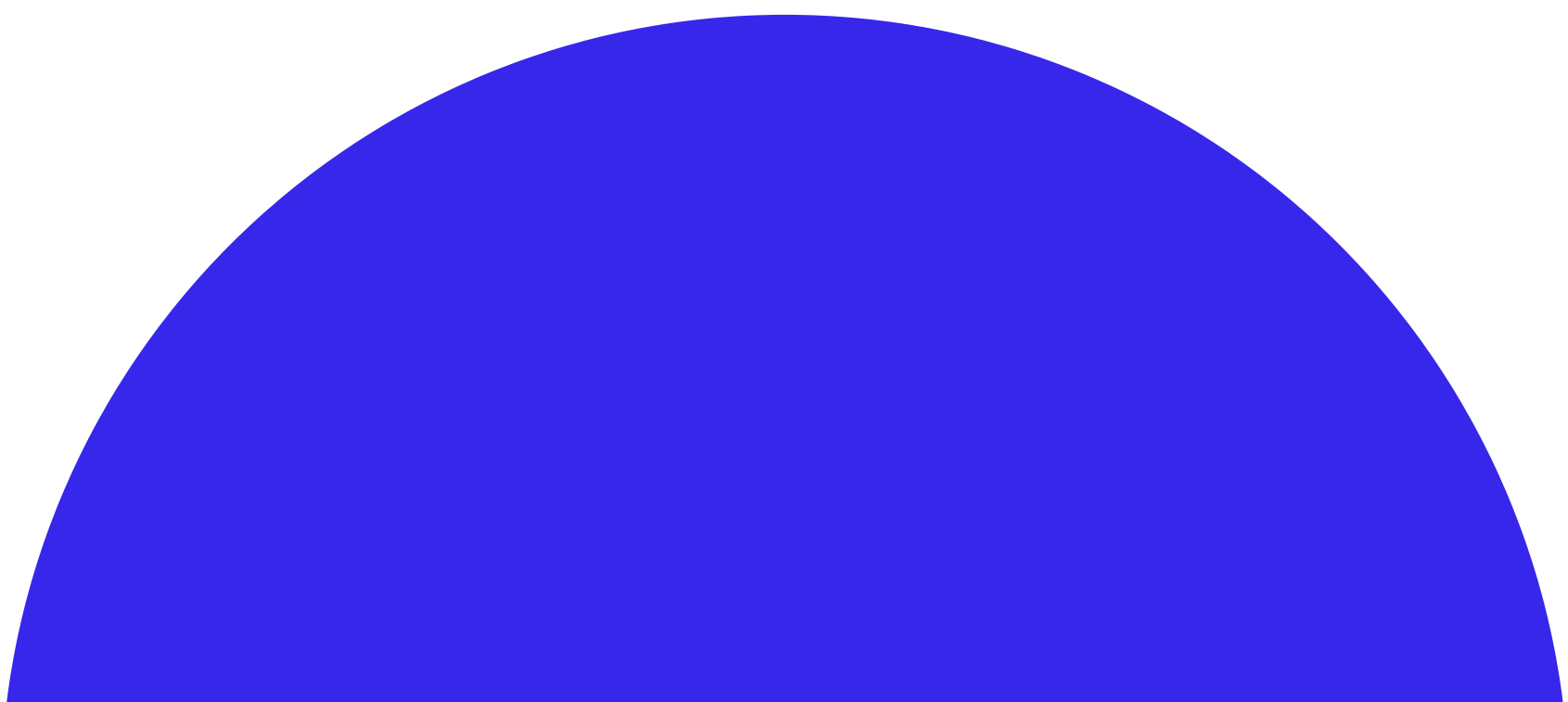
"Honest value for an honest dollar"





Vision Statement


At Carhartt we believe diversity makes us all stronger, so we value and respect the color of your skin, who you love, where you live, and what you do for work. But what matters the most to us is that you're a down-to-earth human being who's committed to your craft, and to putting your hands to good use.





Mission Statement

As a premium brand, Carhartt is committed to conducting business in a fair and ethical manner. Carhartt's Social Compliance Department's Mission is to serve and protect the hardworking people who make our products.

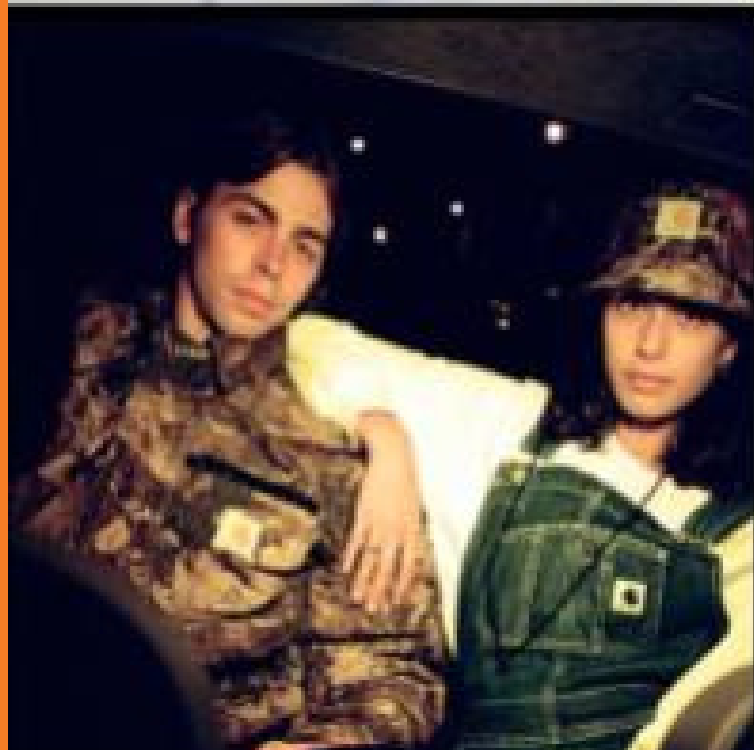
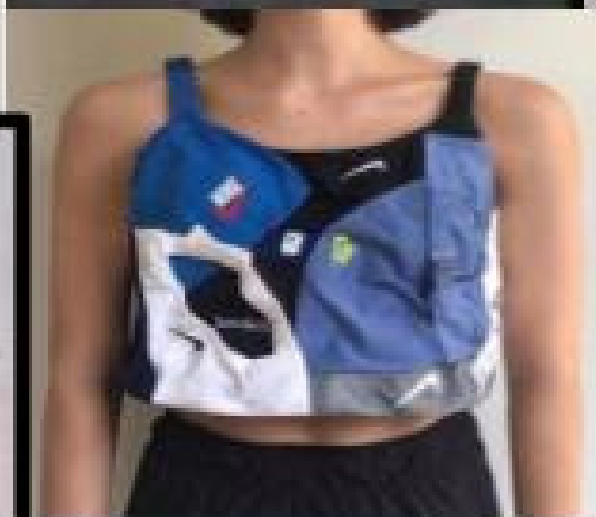


Concept Proposal

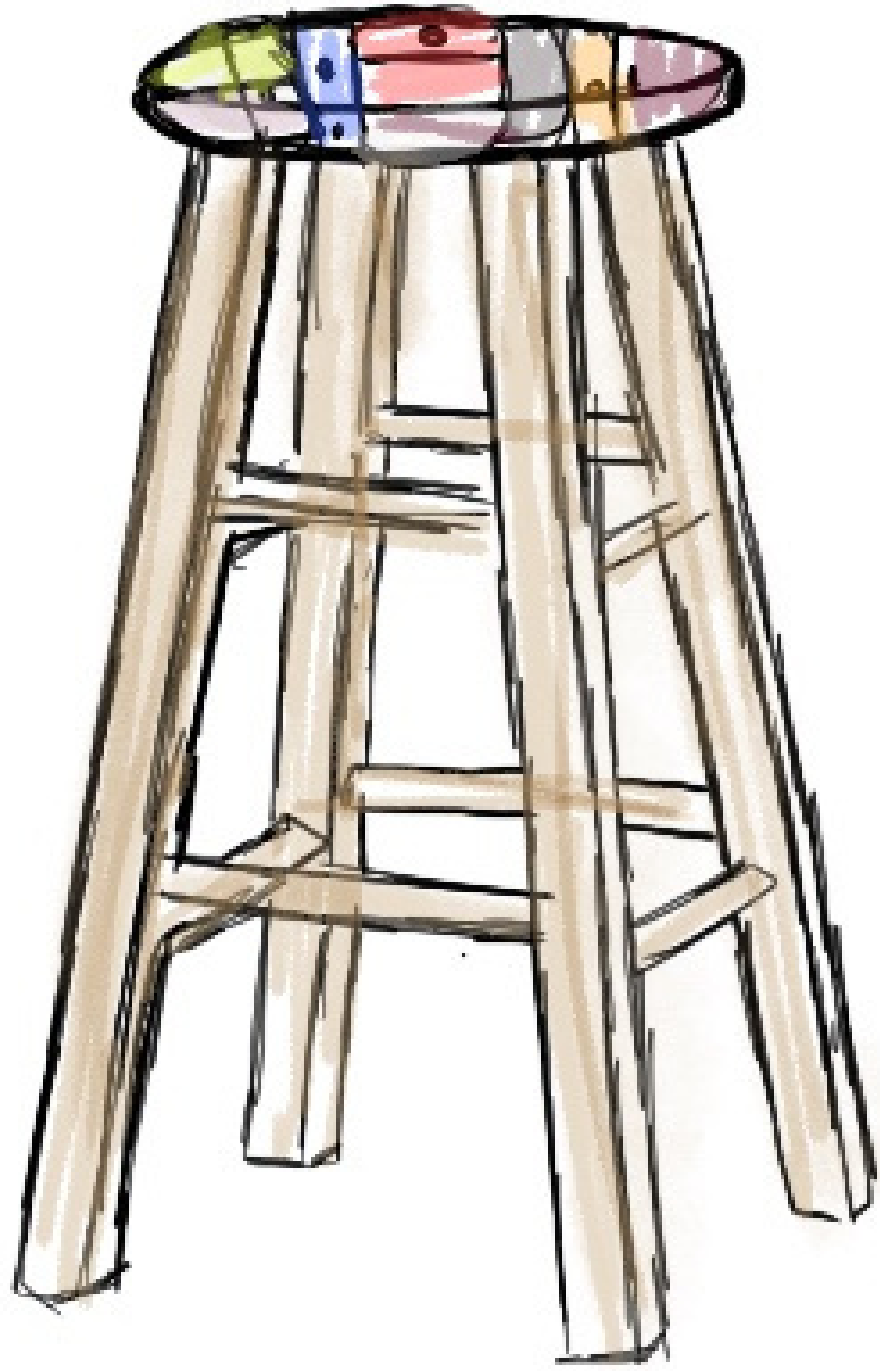
Re-upholstering furniture with dead-stock Carhartt merchandise.

Outsourcing furniture from local flea markets.

Main focus of Carhartt product will be iconic beanies.



Sketches



re-upholstered
carhartt beanie
stool concept (1/1)



SWOT

STRENGTHS

- Entering a new market with a strong brand identity
- Sourcing to reduce waste
- Good CSR for Carhartt
- Brings the community together in Detroit
- Increase growth in business
- Cohesive with Carhartt's core values and target consumer
- Low carbon emissions
- No outsourcing of labor

WEAKNESSES

- Launch only at Detroit location
- Only one product

OPPORTUNITIES

- More job opportunities for citizens of Detroit
- More traffic for the brand
- Draws attention for press

THREATS

- Other brands competing in the same market because of popularity in sustainable goods
- COVID-19

COMPETITIVE ANALYSIS

HIGH QUALITY



carhartt



Timberland



LOW PRICE

HIGH QUALITY



LOW QUALITY

SEGMENTATION AND TARGET CUSTOMER

Primary Target Customer:

- Detroiters
- Brand Enthusiasts
- Sustainable activists
- Eco-conscious lifestyle
- Entrepreneurs
- Philanthropists
- Individuals within art community
- Collectors

Aspirational Target Customer:

- High disposable income
- 30-50 years of age
- Big name companies

PRODUCT



**(1) Vintage Wooden Chair
Re-upholstered with Six Donated
Carhartt Beanies**

Total Supplies & Costs:

- One chair (\$7.99)
- Six beanies (received as donations)
- Staple gun (borrowed)
- Staples (borrowed)
- Fabric waste from serger machine as stuffing for pillow (no cost)

Production Time: 4hr

PRODUCT



PRODUCT



PRICE

- Bidding Starts at \$25.00
- Chair will be bought by highest bidder during 4 month period
- Profit donated to The Michigan Urban Farming Initiative* to support a local sustainable farming group

recipient of donation depends on location

PLACE

- Chair will displayed in store only at the Detroit Carhartt location
- 4 month window display & bidding
- Every 4 months a different store will promote a new up-cycled piece of furniture



PROMOTION

An apartment style party will be hosted at Russell Industrial Center on August 20th & 21st 2021 to lead up to the launch of product bidding on Monday, August 23, 2021. Promoters will post about the launch party on socials and will also have some of their work displayed at the event. Carl Craig will be performing the night of August 20th and Danny Brown will perform the night of August 21st. Both nights will began at 7pm.

PROMOTION



DANNY BROWN



NIAGRA



OUIZI



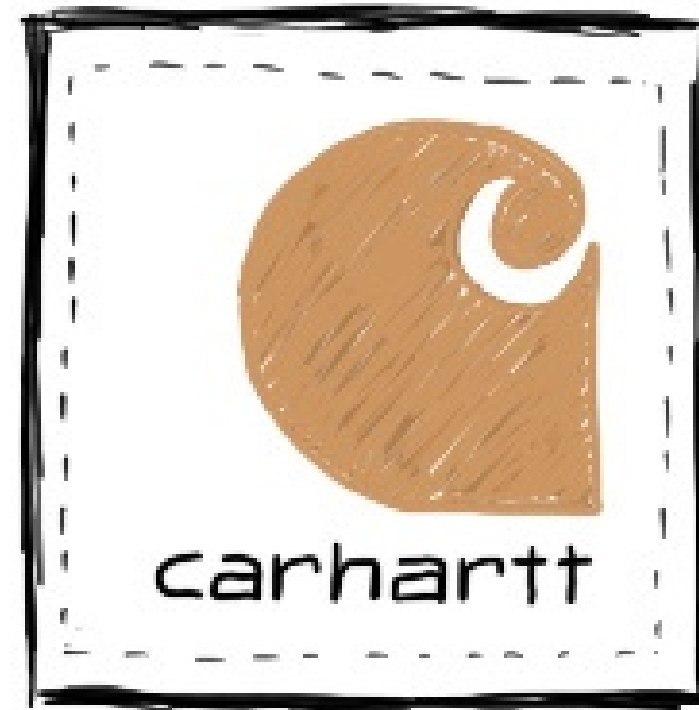
CARL CRAIG

Social Media

Promotion on social media will start one month before official launch date of August 23, 2021.



Wild Postings



russell industrial
center. 7pm.
august 20th.
august 21st.

References

<https://www.miufi.org/about>

<https://www.carhartt.com/content/carhartt-corporate-responsibility>

<https://www.wrangler.com/>

<https://www.dickies.com/home>

<https://www.wolverine.com/US/en/home>

<https://www.instagram.com/carhartt/?hl=en>