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Aida Datts



Aida Datts
dattsaida@gmail.com



hi, my name is
Aida Datts.

I'm a creative and passionate individual skilled in design, leadership, branding, etc.
I'm studying Fashion Merchandising & Management with a concentration in Global Brand Strategy! I am passionate about not just design and fashion but also human connection and behavior. I own a Graphic Design Company called Aida.Graphics00 to help businesses/creatives create a brand identity. I'm also the President of the Black Retail Action Group which is a non-profit organization that prepares students of color to work in fashion and creative fields.

About (ME)

CONTACT

dattsaida@gmail.com
267-693-6162

SOFT SKILLS

Leadership
Sales & Merchandising
High Spirited & Energetic
Digital Marketing
Fashion Design

EXPERIENCE

(Gucci Changemaker Scholar 2024)
(Sales Associate) 06/22-Present-
(Independence Visitor Center)
(Sales Associate) 09/19-06/23-
(Philadelphia Flower Show)
(Sales Associate) 07/21-08/21-
(Philadelphia Zoo)
(Social Media Contributor for
BrownStyle Magazine)

ORGANIZATIONS

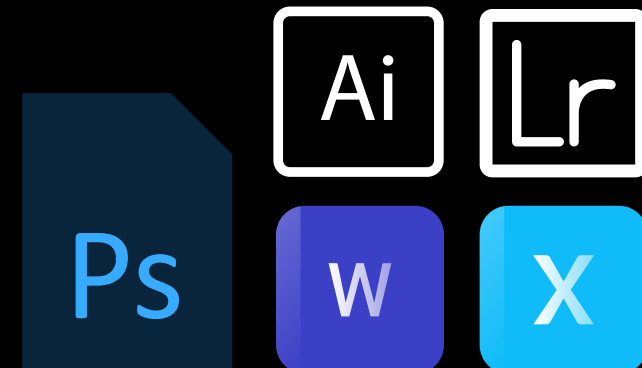
(President)
Black Retail Action
Group

EDUCATION

Pending BS in Fashion
Merchandising & Management
Thomas Jefferson University
08/23- Present

Motivation High School
09/19-06/23

HARD SKILLS



INTERESTS

Fashion Merchandising
Fashion Design
Graphic Design
Styling
Creative Direction

01 Graphic Design



Poster Design For @Knawtkai



NEW YORK



NEW YORK



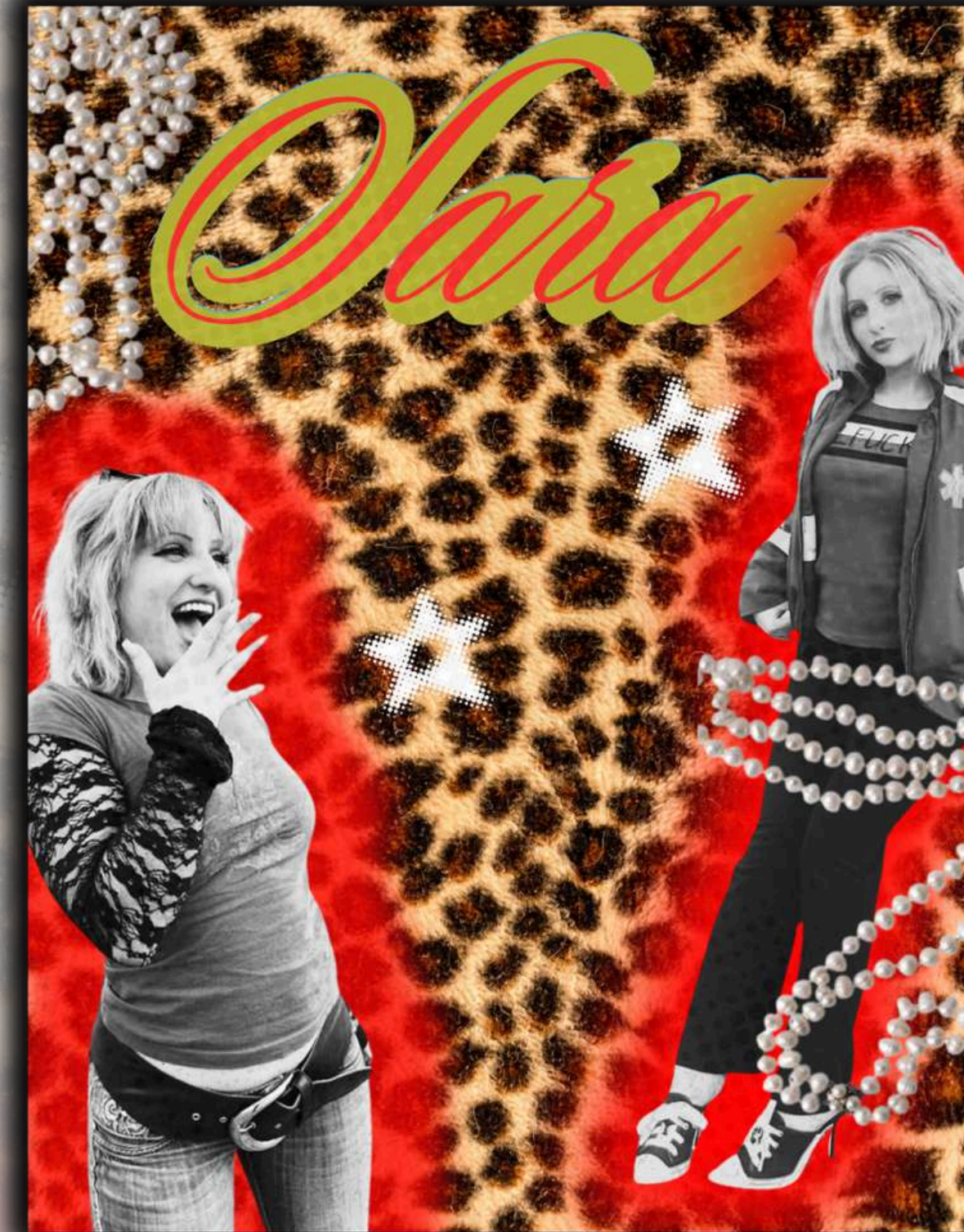
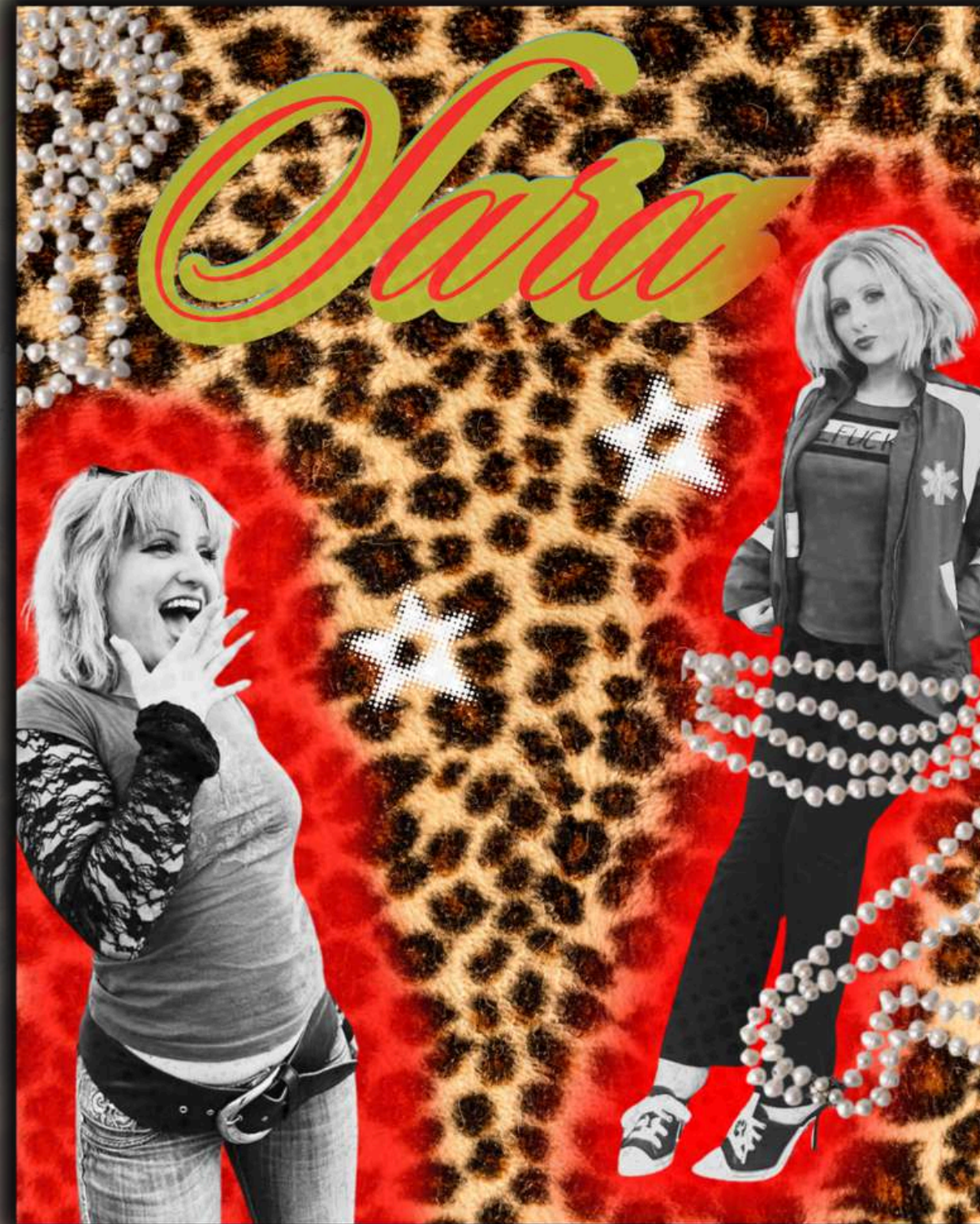
Lauryn Hill Nokia Advertisement



Poster Design For @Valentinoxdior



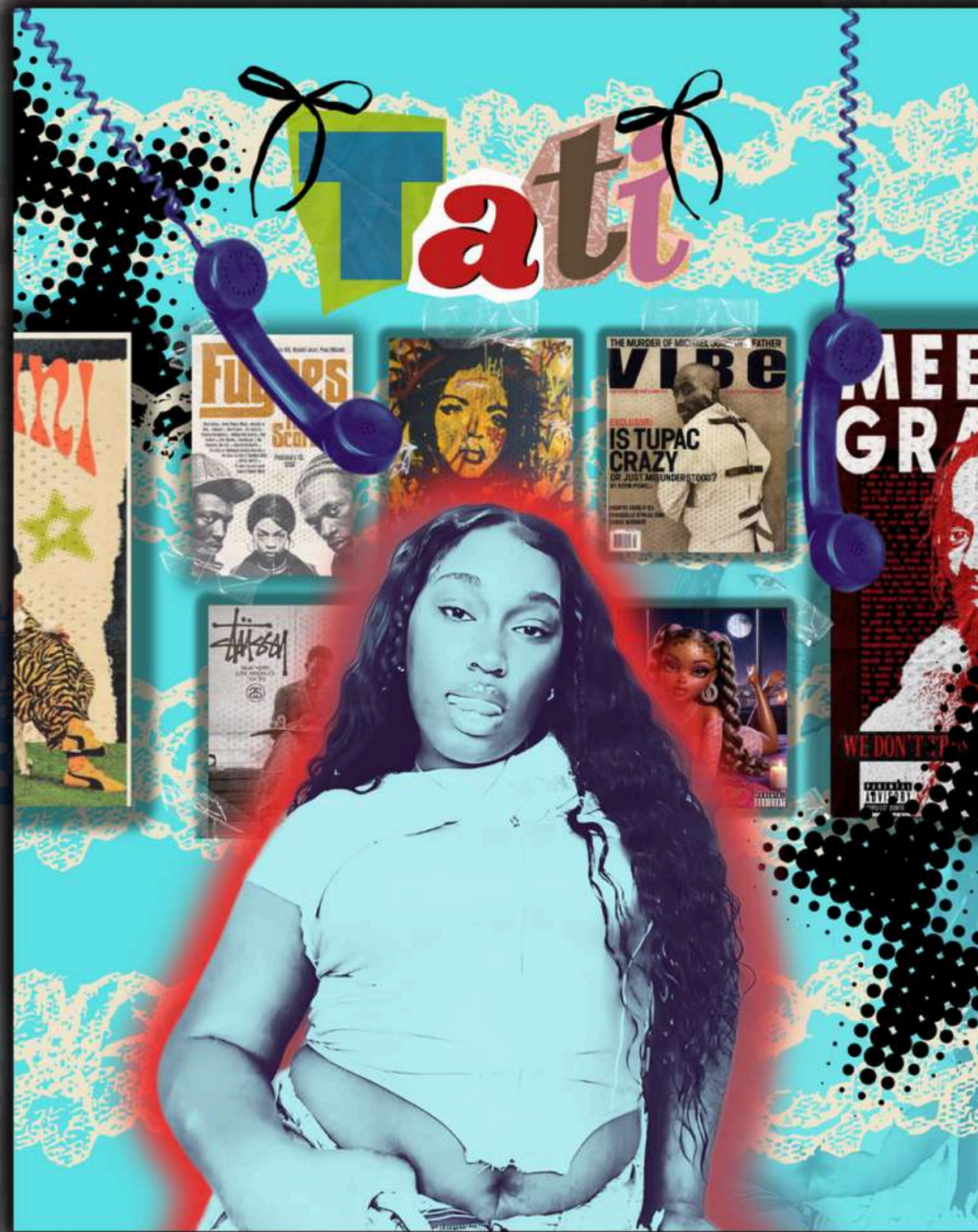
Graphic Print For Customer



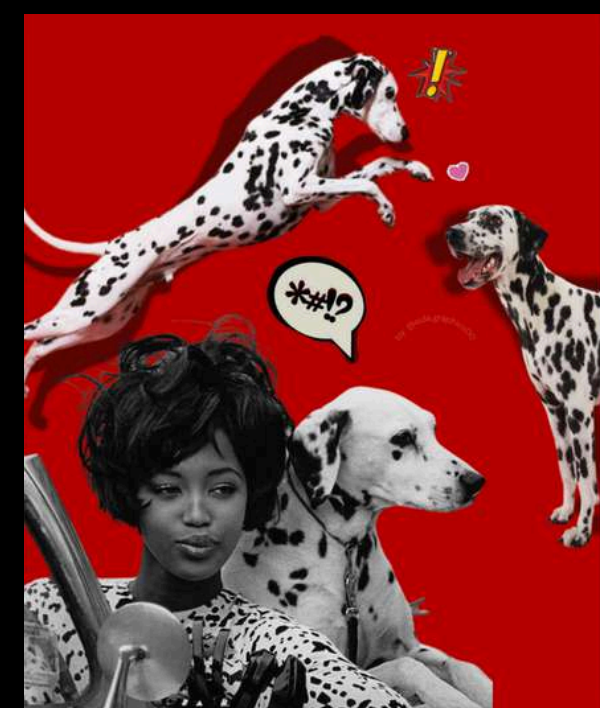
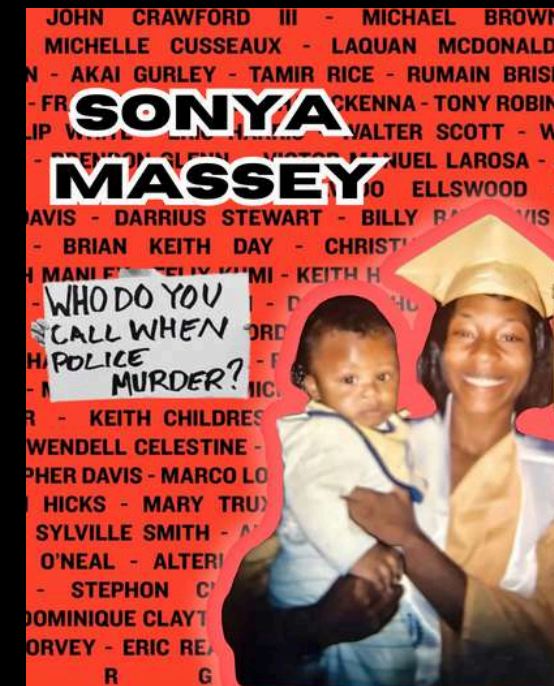
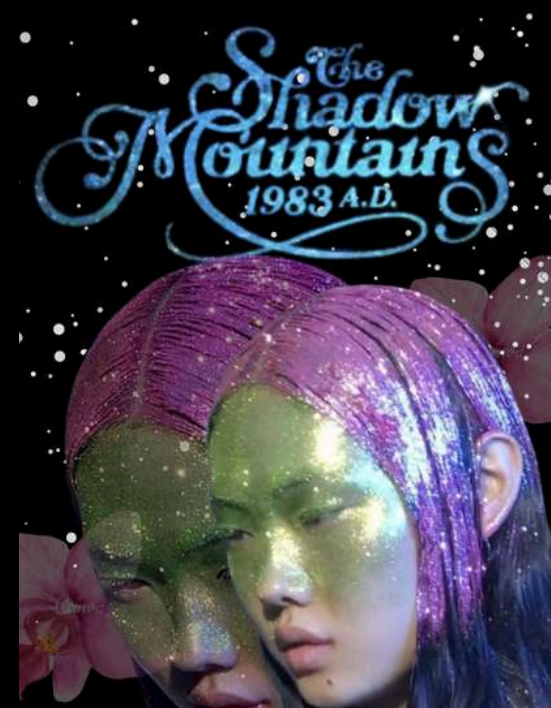
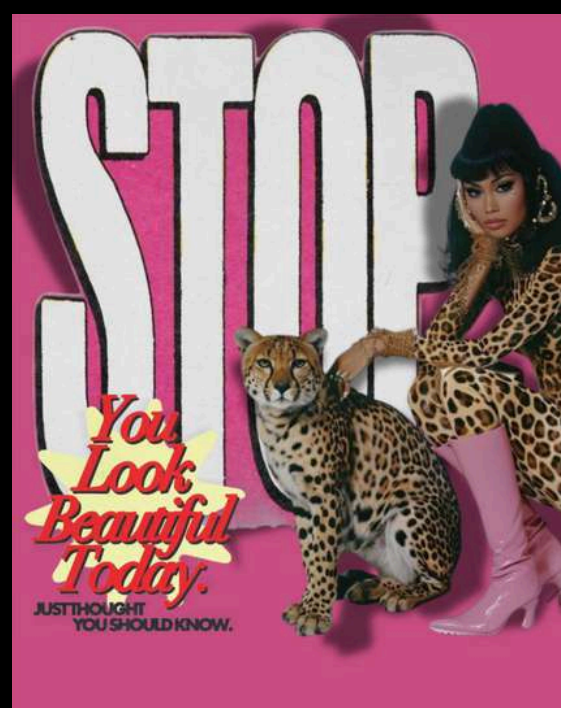
Graphic Print For Customer



Graphic Print For Customer



Personal Graphic Design Projects



My graphic designs showcases my creativity and passion for art and social justice.

02 Black Retail Action Group

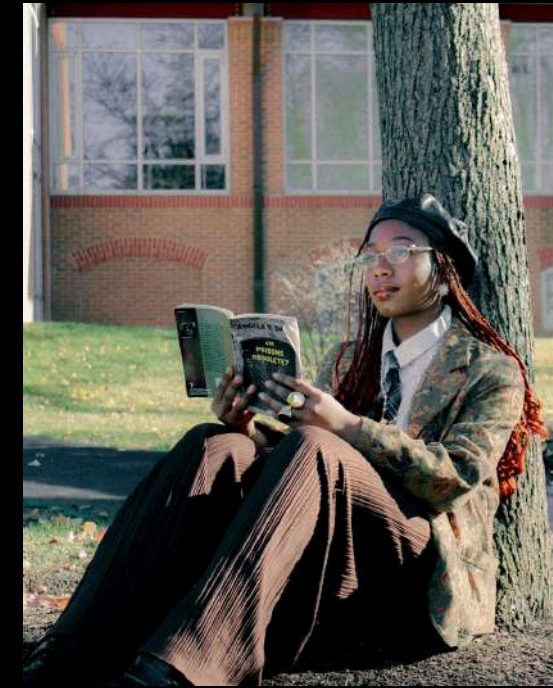
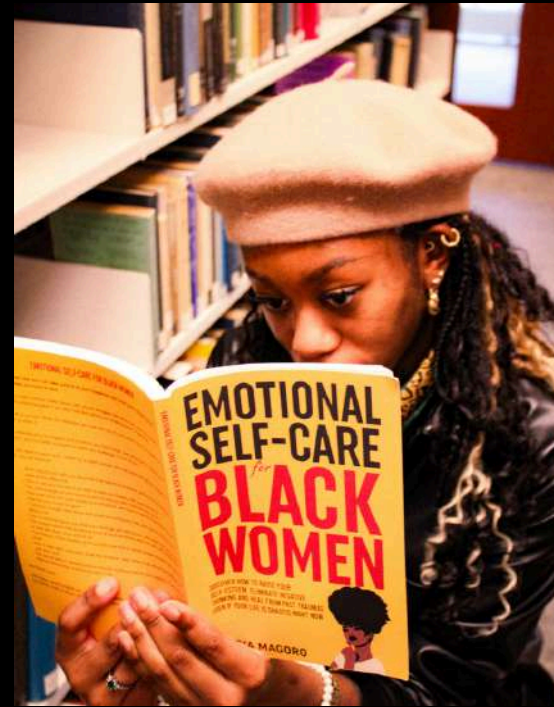


BRAG: BLACK RETAIL ACTION GROUP

National
organization to
prepare students of
color to work in
fashion/creative
fields



Black Ivy Shoot



I directed a Black Ivy Shoot on how black activists dressed to subvert the idea that they are lesser than their white counterparts.

Headshot Day



+ more events

Instagram: @brag_jefferson

03 Fashion Projects



Global Fashion Insight Project

Assigned Role- *Designer*

In my GFI class, we were organized into teams to develop a brand. As Designer, I created our entire product line and logo. The culmination of our efforts was showcased at a trade show, where we pitched our creations to professionals. Additionally, we operated a popup shop, providing us with experience in retail and sales. Through this project, I gained valuable insights in working in a team, marketing, design elements, the importance of presentation, and the business aspects of fashion.



Company Description

Starmade is a company that prioritizes fashion along with sustainability. We make fun, unique, Y2K inspired accessories to elevate any outfit you have. Our hand sewn bags and hand bedazzled hats will be sure to make your outfits shine.

Our Mission

We weave Stardust into every stitch, turning high quality thrifted treasures into timeless Y2K wonders. Our mission? To make you shine as bright as the stars, wrapped in the elegance of sustainability

Company Organization



Merchandiser: Abigail



Merchandiser: Gianna



CEO: Luke



Marketer: Xavier



Manufacturer: Aida

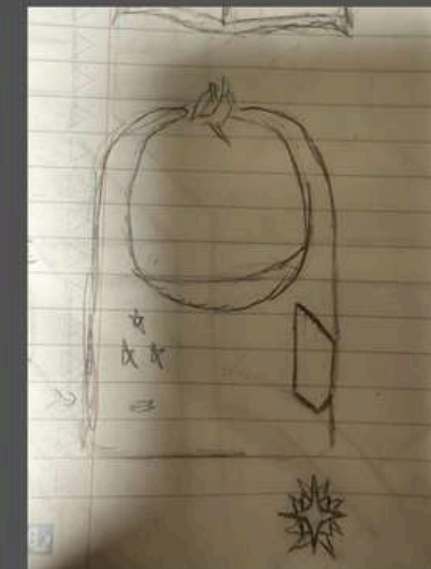
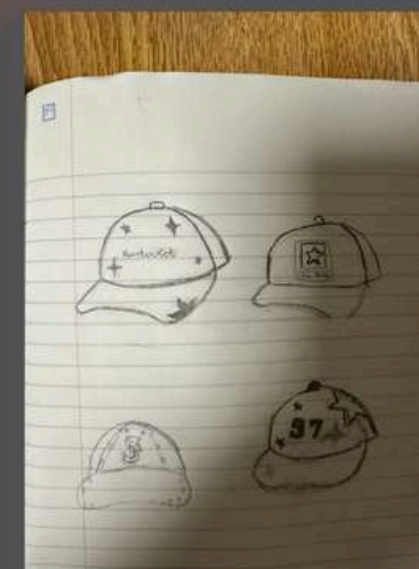
Challenges and Resolutions

As a group throughout this project we faced a number of different challenges throughout the way. Our biggest challenge was what we initially thought we were going to sell. We were planning on selling a layered jersey top, jorts, hats, denim corsets and a matching mini skirt. At the time the idea sounded great because we were being completely different from everyone else, but we then realised we didn't have enough time or money to waste on making these products. We ended up having to change our whole idea and restart from scratch. This was a huge issue because we had already bought some materials to make the products we were planning on beforehand. We had bought jerseys, jeans, and hats. That is when we came up with an idea for our jersey bags, which would be lined in denim to make them a more sturdy bag. We also realized we could use the leftover fabric on the hats we bought, which led us to also want to bedazzle them. Even though that challenge had a huge affect on our group, it ended up working out.

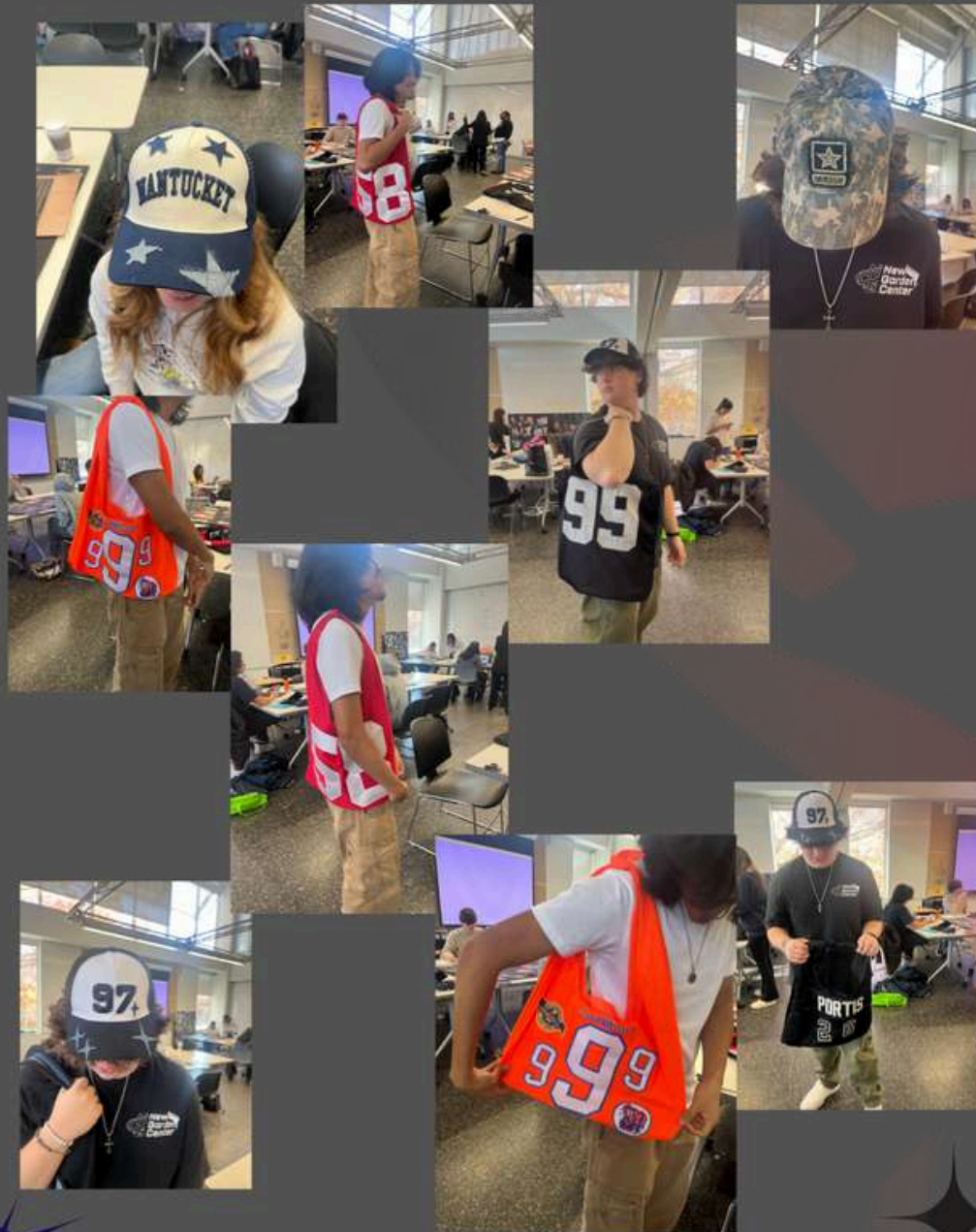
Process of Design

When we first started thinking about what we wanted to make to represent our brand, many ideas came to mind. Especially when we were given our theme, it was a big scramble of ideas. But when researching Y2K styles and talking with the retail class, jerseys and denim were two huge things on our minds. The idea of creating bags out of jerseys was inspired through pictures of different patch-work bags we saw on Pinterest. We knew though that the jersey material itself wouldn't be sturdy enough on its own, so adding denim lining on the inside would allow the bag to withstand more and be more trustworthy. Our idea for our hats came from wondering what we could do with our leftover fabric so it wouldn't go to waste. When looking through Pinterest again, we saw hats with unique patches and rhinestones all over, which led us to our hat designs.

Sketches



Product Images



Colors



Apple Bottom



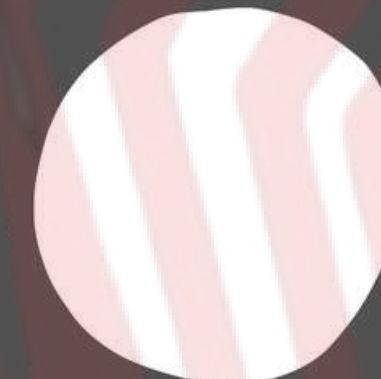
Idol Wide Blue



No Diggity



Gold Digger



Hollaback White

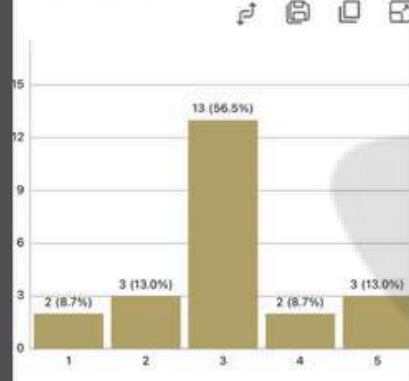
Target Market

When looking at the target market for our company, college students are definitely the people we are looking to sell towards the most. Bags like ours could be extremely useful for students from using them for classes, to using them as an overnight bag when wanting to go home on the weekends. Hats can also be helpful to students who want to protect their face and head from the sun, or those who want to add a fun piece to their outfits. We also believe that our focus on sustainability will bring in a younger audience because of the popularity of vintage and second-hand shopping.

Survey Results

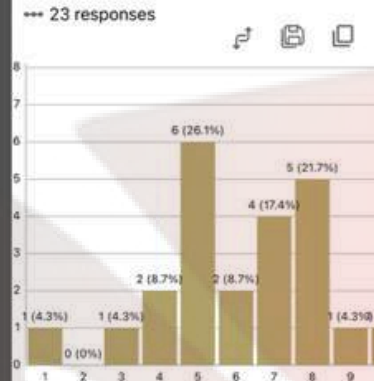
How versatile do your bags need to be?

23 responses



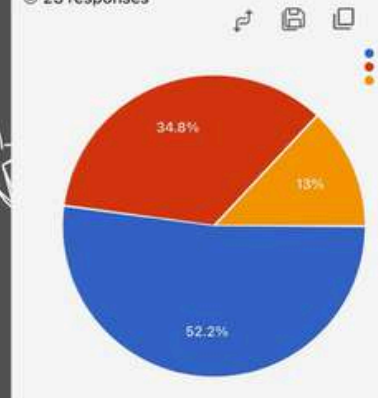
How heavy are the items you tend to carry in a bag?

23 responses



How much do you typically spend on bags?

23 responses



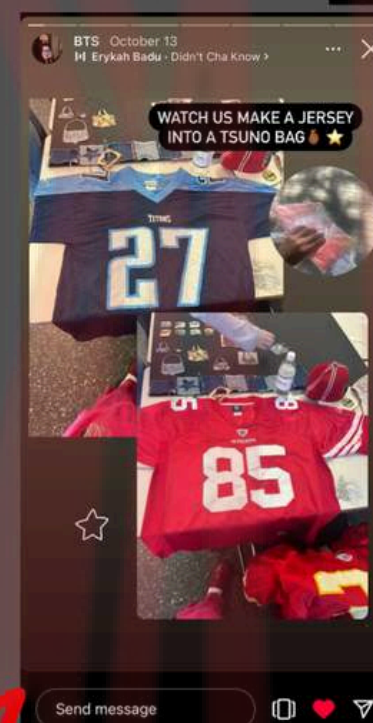
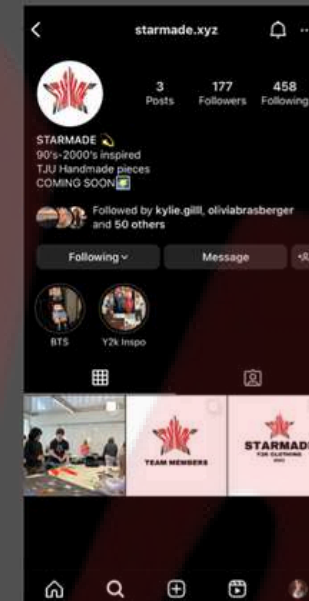
How often do you buy bags?

23 responses



Social Media

Instagram



Label



Tsuno Bag
\$25



Hat
\$15



Tote Bag
\$25

The care labels of our products are on stickers inside the hats and the bags

Pricing Strategy

When we were pricing our products, we took into account the amount of money we spent on materials and the cost of labor. When averaging the materials spent on each item, and pricing the amount of labor we did per hour, we narrowed down a price that would give us a profit. For our tsuno bags, we found that the material cost was \$8.70, the labor cost was \$4, coming to 12.70. We priced the bags at \$25 per piece so we could make about double of what we put into making it. For our tote bags, we found that the material cost was 14.10, and our labor costs were \$4, coming to \$18.10. We also priced this bag at \$25, making about a 30% profit back. And lastly, we found our hat's material cost was 8.60, it's labor cost was \$0.50, making the total costs \$9.10. We ended up pricing the hats at \$15, which made about a 40% profit back.

Bill of Materials

Jeans- $\$15 \times 4 = \45

Jerseys- $\$15 \times 9 = \135

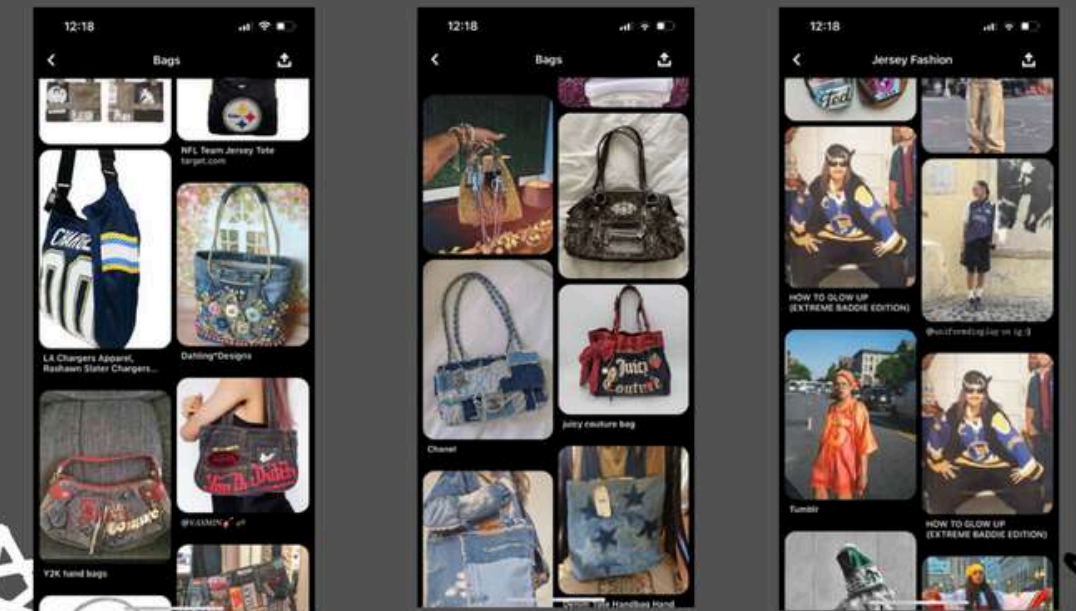
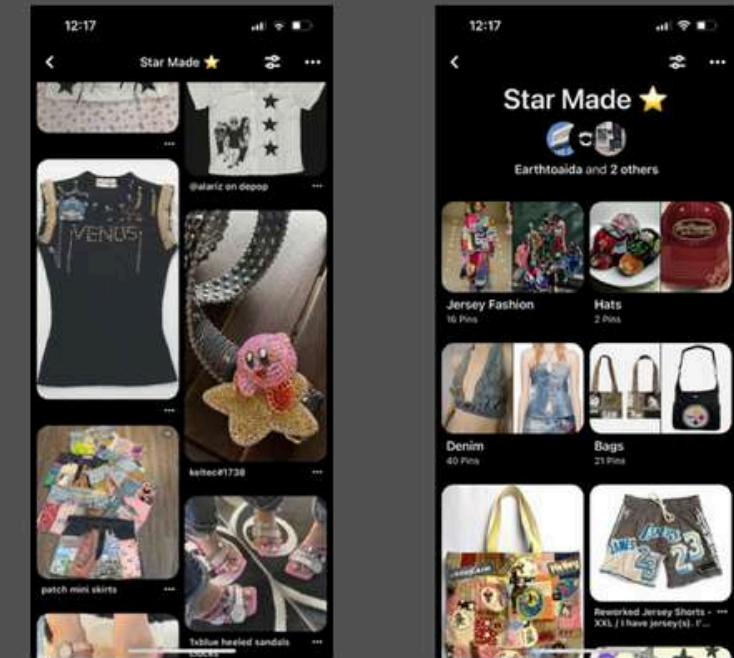
Hats- $\$5.50 \times 6 = \33

Thread- $\$3 \times 2 = \6

Rhinestones- $\$3 \times 1 = \3

Total- \$222

Pinterest Inspiration Board



Product Quality Assessment

When making and designing our products we wanted them to have the best quality possible. When buying our materials, we make sure our jerseys, hats, and jeans we best quality and made sure they all fit within our color-palette. When sewing our bags we made sure the thread matches, they were sewn correctly, and they looked correct. When making our hats, we made sure they matched with our these, and that the rhinestones and patches were put on correctly.

Aida Doria

