Sartorial Eloquence Final Marketing Plan

MKT 206

Phoebe Zaranski

May 9, 2022

Table of Contents

I.   Smart Clothing Concept

Sartorial Eloquence is a technological pair of sunglasses that will be marketed to college students living in Massachusetts. Once wearing a pair of Sartorial Eloquences, the user must look at the environment around them. After assessing the state of their surroundings, the sunglasses will change the user's outfit to be suitable accordingly. The shift in clothing can range anywhere from providing a raincoat on a rainy day to providing a business suit for a meeting at work. These sunglasses have octagonal lenses with a black, wire frame. They will be available in a variety of different reflective lens colors such as black, brown, silver, gold, and rose gold. If the user has poor eyesight, the lenses can be made with their prescription as well.

Due to Massachusetts's wide range of weather conditions, hot summers followed by snowy winters (Climate, Geography, & Weather), Sartorial Eloquence will be successful. With extreme weather conditions, this product ensures the user will be dressed appropriately without misjudging the environment and left to feel uncomfortable for the rest of the day. For college students in particular, they need a wide variety of clothes suitable for different events but have a small amount of space in their dorms to store them. The Sartorial Eloquence will eliminate concerns for dressing appropriately and comfortably while freeing dorm storage space that would previously be used for special occasion attire.

Although Sartorial Eloquence will ease outfit planning, it may face challenges with customers who enjoy styling their own outfits. Since the glasses are a piece of smart clothing, they will make decisions not only on the type of garment but also their specific appearances. For example, if the user is attending a formal dance filled with silver and gold decorations, the glasses would pick a formal gown embellished with silver and gold gemstones to match the occasion and theme. Although the new clothing fits the situation, the user may not like wearing silver and gold gems and the dress may not fit their general style. For college students that enjoy

styling and experimenting with their outfits, they may lose the opportunity to do so when using Sartorial Eloquence.

II.   **Industry Analysis**

Competitive Environment

Although smart clothing is a relatively new concept, there are already several popular brands such as Jabil, Under Amour, and Athos selling clothing along with Misfit, Bellabeat, and Totwoo selling jewelry (*Top Companies,* 2022). There are no direct competitors that sell identical products to Sartorial Eloquence. Among the variety of existing products, there are two main indirect competitors: Whering and Amazon's Personal Shopper. Whering is an app that allows users to register clothing, offers suggested outfits based on the user's previously styled ensembles, while promoting sustainability and preventing them from shopping by reminding users of articles they haven't worn in a while (Chan, 2021). Amazon's Personal Shopper requires users to submit their clothing preferences and specific requests via survey. After the stylist curates a selection of products, the user can have up to eight items to be sent home for a 7-day trial (*Personal Shopper*). Modern styling services are online in the form of apps and tools on websites. Unlike the Sartorial Eloquence, none of them provide an instant outfit change. While they may generate outfit combos, the user is forced to find the clothes in-person and put them on while Sartorial Eloquence generates them onto the person instantly. Both Whering and Amazon's Personal Shopper have features that tailor outfits to the weather or special occasions but are not automatically considered; therefore, the user must endure extra steps to reach a truly appropriate ensemble.

Economic Environment

Massachusetts is one of the highest-expenditure states in the US. In 2021, residents individually spent an average of $43,515 while their average per capita income by the end of 2021 was $65,853 (DePietro, 2021). Its unemployment rate was 5.4% as of December 2021, increasing by 0.1% since November of that year and rising 1.2% higher than America's overall rate. From November to December 2021, the number of manufacturing jobs have increased by 0.3% (*Massachusetts Unemployment*, 2021). Expanding to a larger geographic standpoint, the Northeast Region area prices rose 0.2% while prices in specifically apparel decreased by 1.4% through November to December 2021 (*Consumer Price Index*, 2022). As a country in 2020, America spends the most money, around $391,100.08, on clothing and accessories worldwide (*Fashion Consumer Spending Worldwide*, 2021). The smart clothing market was worth $668,000,000 by the end of 2020 and is predicted to surpass $4,000,000,000 by the end of 2030 (*Smart Clothing*, 2021).

Technological Environment

As of August 2021, smart clothing with artificial intelligence is used frequently in fitness or communication devices. Fitness programs are now interacting with users by developing personalized data. Google, for instance, incorporated an assistant into a Levi jacket to answer users' questions regarding directions, time, and weather conditions. Manufacturers are constantly investigating new factors, such as energy and sensors, to incorporate into smart clothing. Movement to energy conversion is modeled after 3D printing, infusing said process into clothing to generate energy. Body heat undergoes experimentation for similar causes. Sensors are being developed to log the user's medical data (*Smart Clothing: Technology Trends*, 2021). The smart clothing market is currently facing an issue of sustainability. Most garments are made using materials such as silicone, which are harmful to the environment. Some brands, such as Wearable-X, haven't found alternate materials and therefore advise customers to return used

smart clothing so the company can properly dispose of them (*Smart Clothing: Macroeconomic Trends*, 2021).

Political and Legal Environment

According to *Legal Rights and Human Issues,* artificial intelligence encounters an increasing number of legal issues, such as lack of transparent algorithms, cyber security defects, and bias (2020). Lack of transparency with algorithms causes dissatisfaction within the user for lack of an explanation when being denied a service that AI offers. To combat this, AI must be held accountable by being compared to other algorithms and must be monitored for legal liability. When there are cyber security defects, artificial intelligence may make decisions without human approval, ranging from an algorithm change to an unplanned militia attack. Programmers devote time during the design process to limit the AI's capabilities. For insurance, backup or risk management programs should be installed. Bias and discrimination-rooted decision making is present when AI completes a person-oriented task, such as choosing a candidate to hire, and doesn't consider all variables to make the best-fitting solution. If artificial intelligence doesn't have access to the proper information, decisions will be unknowingly skewed; users will perceive AI's decision as correct due to its algorithm even though it is laced with bias. AI needs to be programmed with an open algorithm to prevent any bias. It also needs to undergo supervision and regular situational testing to continuously keep it bias-free. A seller's license is required for someone who owns a business in Massachusetts or if they intend to charge sales tax on their products (*Massachusetts Business License*, 2021). These can be acquired locally on a town-to-town basis. Although one can obtain a permit for taxing items, all clothing under $175 in Massachusetts is tax-free (*Sales and Use Tax*). If the garment exceeds this amount, there will be a tax on the amount it has exceeded. Most accessories, such as jewelry, wallets, and equipment are taxable.

Cultural and Social Environment

Smart clothes that encourage and track fitness alongside ones that monitor body levels are popular (*Smart Clothes are Popular*, 2021). Some popular articles of smart clothing include Google's Levi Commuter x Jacquard jacket, Neviano swimsuits, and Wearable-X yoga pants. The Google jacket connects an imbedded AI device to the user's phone, allowing them to ask questions and interact with it. Neviano swimsuits have a UV ray detector in them and will alert the user when to apply more sunscreen (*The 7 Best*, 2022). Wearable-X yoga pants assist during yoga sessions, vibrating in the places that need adjustments in leu of an instructor (Hunt, 2022). Users prefer smart clothing that is adaptable to a variety of different devices, available in a variety of colors, and appear stylish (*The 7 Best*, 2022).

III.   Segmentation, Targeting, & Positioning
Segmentation

The population of Massachusetts has decreased by 0.6% since April of 2020 (*U.S. Census Bureau*). 90.8% of people aged 25 or older have a high school diploma or higher education. 91.4% of all households own a computer while 86.4% subscribe to a broadband internet. The median household income is $81,215. Bunker Hill Community College and Suffolk University (zip code 02111) are large schools closest to my business. Bunker Hill has a population of 9,924, 60% female and 40% male (*College Navigator*). 59% are ages 24 and younger while the remaining 41% are 25 and older. 92% of students are in-state, 1% being out of state and 6% being out of the country. The average in-state tuition is $5,160. Although they offer a wide range of programs, the most popular program is Liberal Arts and Sciences. Suffolk University has a population of 6,830, 58% female and 42% male. 95% are ages 24 or younger while 5% are 25 or older. 58% of residents live in-state, 32% live out of state, and the remaining 10% are unknown. The average tuition is $42,648. Suffolk College also has a wide range of programs, but their

most popular is Finance. In 02111, 50.3% of people fall into a group dubbed 'Laptops and Lattes' (*Location Data*). They are very tech savvy, yet have a strong interest in being environmentally friendly, staying healthy through organic meals and accessible exercise, and supporting the arts. They tend to spend their money on nice clothes, travelling, and coffee. Another group, 20.89% of the population, is called the 'Metro Runners'. They are also tech-reliant but mostly for reading and favor websites such as Facebook, YouTube, Twitter, and LinkedIn. Some of their interests include yoga and going to bars/drinking wine for fun.

Target Market

My target market is female college students 24 or younger.

Positioning Statement

For female college students ages 24 or younger in Boston, Massachusetts, Sartorial Eloquence will change users' outfits according to their environment, unlike standard fashion apps who simply propose an outfit rather than designing one and putting it on the customer.

IV.   **Marketing Research**

I expected most people to own a variety of jackets for different weather conditions. 65% of people own rain gear, 88% own a winter coat, and 94% own a light jacket. I also expected people to pay between $150-$200 for Sartorial Eloquence. 44% of people said they would pay $150, another 44% said they would pay $200, 6% said they would pay $250, and 6% would pay $300. I also expected people to buy new special occasion clothes when given the opportunity. 59% of people said they would buy something new, 35% would wear something they already own, and 6% would borrow from someone else. I expected most people to have a handful of special occasion events annually. 41% said they go to 3-4, 35% have 1-2, 18% have 5+, and 6% have none. My last expectation was that people put effort into getting dressed but don't go over

the top. At a near tie, 47% said they put a medium amount of effort into styling clothes, 35% put in little effort, and 18% put in maximum effort.

Most of the survey results surprised me. I expected most people to have trouble dressing appropriately for the weather. 41% of people felt they dressed appropriately every day, 35% of people said so once every few days,18% said so once a week, and 6% said never. I expected there to be a lot of people who had prescription glasses, and to extend upon that, prefer contacts. In reality, 53% of people don't wear glasses. Of the 35% of people who do and 12% who only wear glasses sometimes, most people, 64% have no preference between contacts or glasses (29% prefer glasses and 7% contacts). It also surprised me how rarely people wear sunglasses. 44% reported they never wear them, 38% do only when it's too sunny to see, 19% do but only when driving, and no one wears them all the time during the daytime. It also surprised me that most people (53%) check the weather daily. 24% check it once every few days, 18% check multiple times a day, 6% check once a week, and 0% never check it.

Even though there were some survey results that surprised me, it's not necessary to change any core elements of Sartorial Eloquence but rather extend upon them. Since people are more in-tune to the weather and have a greater influence over their outfits, I want to add a feature where users can program pre-existing outfits and clothes, they already own into the system for the AI to choose from. Given that most people would need to buy new clothes for formal events, there needs to be a feature where they can buy new clothes online to be programmed into Sartorial Eloquence as if they already owned them. Pre-survey, I planned on advertising prescription lenses for my product. Considering a large amount of people either don't have eye prescriptions or don't prefer glasses or contacts, I won't emphasize it as much as I planned to in my advertisements.

1. Do you wear prescription glasses?
   More Details

🔵	Yes	6
🟠	No	9
🟢	Sometimes	2

2. How often do you check the weather? (through apps/the news)
   More Details

🔵	Never	0
🟠	Once a day	9
🟢	Once every few days	4
🔴	Multiple times a day	3
🟣	Once a week	1

3. Select all items of weather gear you own
   More Details

🔵	Rain jacket/rain boots	11
🟠	Winter coat	15
🟢	Sun hat/hat to block out the s...	7
🔴	A light jacket	16
🟣	Swim suit	12

4. How many special occasion events do you attend a year?
More Details

🔵 None	1
🟠 1-2	6
🟢 3-4	7
🔴 5+	3

5. If you were invited to a formal dance this weekend, would you...
More Details

🔵 Wear something you already ...	6
🟠 Need to buy something new	10
🟢 Borrow something from some...	1

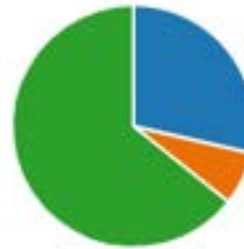6. How much effort do you put into styling outfits?
More Details

🔵 Little effort; the easier and qui...	6
🟠 Medium effort; I want to look...	8
🟢 Maximum effort; I spend exte...	3

7. For people with eye prescriptions, which do you prefer?
More Details

🔵	Glasses	4
🟠	Contacts	1
🟢	No preference	9

8. When getting dressed in the morning, how often do you feel appropriately dressed for the weather?
More Details

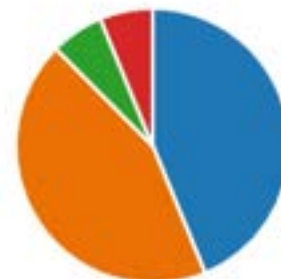|		
🔵	Never	1
🟠	Once a week	3
🟢	Once every few days	6
🔴	Everyday	7

9. How often do you wear sunglasses?
More Details

🔵	Never	7
🟠	Only when driving	3
🟢	Only when it's too sunny to see	6
🔴	All the time during the daytime	0

10. How much would you pay for smart tech sunglasses?
More Details

🔵	$150	7
🟠	$200	7
🟢	$250	1
🔴	$300	1

V.   SWOT Analysis

- **<u>Strengths</u>**
- Sartorial Eloquence changes the clothes the user is currently wearing, while its competitors do not (*Top Companies,* 2022)

- Customizable features such as different colored frames and prescription lenses

- AI features eases decision-making and curates accurate outfits as per occasion

- Considering most people need to buy new attire for special occasions, Sartorial Eloquence eases that hassle

- **<u>Weaknesses</u>**

- Although users can program clothes/outfits into Sartorial Eloquence, they won't have as much control or artistic input when ensembles are selected by AI

- Most people don't wear sunglasses, and if they do, they rarely wear them

- Currently, there is no patent on Sartorial Eloquence

- There is no revenue

- **<u>Opportunities</u>**

- There are no direct competitors

- Massachusetts has varying weather conditions, raising the demand for weather-appropriate apparel (Climate, Geography, & Weather)

- Sartorial Eloquence utilizes all clothes the user programs into its system, working sustainably. Considering that sustainable smart clothing is popular, this feature will follow the trend (*Smart Clothing: Macroeconomic Trends*, 2021).

- America spends the most money on apparel worldwide (*Fashion Consumer Spending Worldwide*, 2021)

- The smart clothing market's worth is expected to increase and pass $4,000,000,000 by the end of 2030 (*Smart Clothing (Wearable Tech)*, 2021)

- 91.4% of all households own a computer while 86.4% subscribe to a broadband internet

- In 02111, 50.3% of people fall into a group dubbed 'Laptops and Lattes', meaning they very tech savvy (*Location Data*)

- Massachusetts is one of the highest-expenditure states in the US (DePietro, 2021)

- From November to December 2021, the number of manufacturing jobs have increased by 0.3% (*Massachusetts Unemployment*, 2021)

- Considering that users prefer smart clothing that is adaptable to a variety of different devices, available in a variety of colors, and appear stylish (*The 7 Best*, 2022), Sartorial Eloquence's customizable features will make it more successful

- **Threats**

- The population of Massachusetts has decreased by 0.6% since April of 2020 (*U.S. Census Bureau*)

- Its unemployment rate was 5.4% as of December 2021, increasing by 0.1% since November of that year and rising 1.2% higher than America's overall rate (*Massachusetts Unemployment*, 2021)

- Artificial intelligence encounters an increasing number of legal issues, such as lack of transparent algorithms, cyber security defects, and bias (*Legal and human rights,* 2020)

- The closest universities to my chosen zip code are small, with a population ranging between 6,800 and 10,000 (*College Navigator*)

- 41% of people feel they dress appropriately every day, 35% of people said so once every few days,18% said so once a week, and 6% said never, meaning consumers may not be as inclined to purchase Sartorial Eloquence as I expected

VI.   Mission Statement

In creating the Sartorial Eloquence, we are in the business of making people feel comfortable in their environment. While our competition tells users what to wear, we extend upon that and not only supply the clothes for the customer, but also change their current outfit instantly. In doing so, we assure customers will be dressed appropriately and comfortably in response to their environment. Customers will have instant access to their wardrobe and online clothing stores to buy new. We serve customers who need access to situational attire, specifically women in Massachusetts under the age of 25. We value making people feel comfortable and a sense of belonging in whatever situation they are in.

VII.   Product Strategies

Core layer

Sartorial Eloquence meets the needs of comfort and convenience.

Actual layer

The glasses have thin wire around the lenses and arms. There are different options to get the wire color in gold, silver, black, and rose gold. The lenses are slightly oversized (big enough to just pass the eyebrows) and are in the shape of an octagon. They are tinted correspondingly with the wire color. The glasses can also be filled with prescription lenses. Once the user puts them on and looks at their surroundings, the AI interface will organize an outfit accordingly from the user's current wardrobe. It takes weather and special occasions into account. Users have the ability to pre-program a selection of outfits for the AI to choose from as well as having access to online clothing stores, Sartorial Eloquence adds new clothing to their wardrobe upon purchase,

Augmented layer

Sartorial Eloquence will have a 6-month warranty. This gives users enough time to experience multiple weather conditions when testing it.

<u>Taglines</u>

1. Dress well just by taking a look

2. No matter the weather, no matter the occasion

3. Why dress for the occasion when we can do it for you?

4. Wear a look by taking a look

5. Glasses that dress to impress you

VIII. Pricing Strategies

Product Name

My smart clothing product is called "Sartorial Eloquence".

Pricing Objective

My pricing objective is to achieve customer satisfaction. With a selling price of HERE, I can pay for all my expenses and use good quality materials rather than blowing the budget or

making poor quality smart sunglasses.

Total Fixed Costs

- Office rent: $7,500

- Advertising: $2,500

- Owner's salary: $7,500

- Sales managers' salaries: $9,000

- Part timer's wages: $150

- Electricity: $250

- Insurance: $1,400

Total Variable Costs

It costs $70 to make a Sartorial Eloquence. I expect to sell 250 in a month.

Break Even Price

The break-even price is $183.20.

Cost Plus 10%, 20% & 30% Price

The cost plus 10% is $201.52. The cost plus 20% is $219.84. The cost plus 30% is

$238.16.

Competitor's Prices for Similar Product

There are no purchasable competitors for the Sartorial Eloquence.

Cost to Make One

	Cost	Quantity in item	Total
Wire per yard	$10.00	1	$10.00
Technology per function	$20.00	2	$40.00
Lenses	$10.00	2	$20.00
Total Costs to Make One			**$70.00**

Expenses per Month

	Cost/unit	Quantity	Total Cost
FIXED COSTS			
Office Rent	3	$2,500.00	$7,500.00
Advertising	1	$2,500.00	$2,500.00
Salary - Owner	1	$7,500.00	$7,500.00
Salaries - Sales Managers	3	$3,000.00	$9,000.00
Part Timers Hours	10	$15.00	$150.00
Electricity	1	$250.00	$250.00
Insurance	7	$200.00	$1,400.00
?			$0.00
?			$0.00
			$0.00
Total Fixed Costs			**$28,300**
VARIABLE COSTS			
Cost to make product?			$70.00
How many do you expect to sell in a month?			250
Total Variable Costs			**$17,500**
TOTAL COSTS			**$45,800**

Break Even Price

Total Fixed Costs =	$28,300.00
Total Variable Costs =	$17,500.00
Total Number to Sold Each Month =	250
Break Even Selling Price per Unit =	$183.20

Cost Plus 10% Price

Cost Plus 10% Price per Unit =	$201.52

Cost Plus 20% Price

Cost Plus 20% Price per Unit =	$219.84

Cost Plus 30% Price

Cost Plus 30% Price per Unit =	$238.16

Final Price Decision for Product

The Sartorial Eloquence will be priced at $219.84. I need the revenue of the cost plus 20%. This is a nice middle ground between undercharging and overcharging my customers.

IX.   Place Strategies

<u>Distribution Channel</u>

Sartorial Eloquence will be sold through Channel 2, leaving me responsible for production while

Best Buy and Urban Outfitters are my retailers.

Stores by Name and other Physical Locations (on a map)
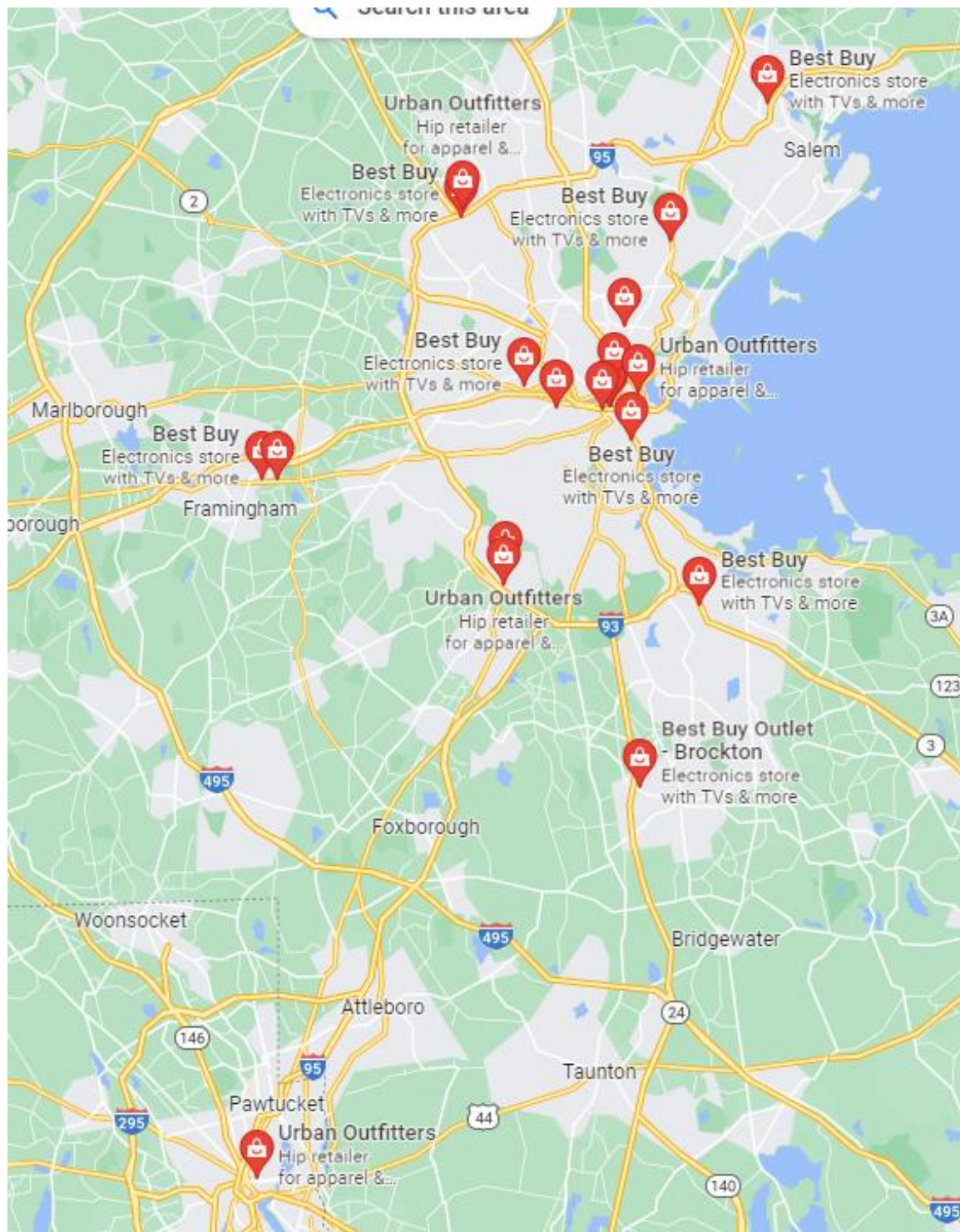
Online Locations

Sartorial Eloquence will be sold online at Best Buy, Urban Outfitters, and through the product's

own website.

X. **Promotion Strategies**

Type: Advertisement

Target Market(s): women in Massachusetts under the age of 25

Communication Objective: inform

Communication Channel(s): flier

Time period: mid-may (when college classes end)

Cost: $4000

Ad/Promo Mockup:

Type: Advertisement

Target Market(s): women in Massachusetts under the age of 25

Communication Objective: persuade

Communication Channel(s): magazine

Time period: early august (end of summer, school is returning)

Cost: $2000

Ad/Promo Mockup:

Type: Advertisement

Target Market(s): women in Massachusetts under the age of 25

Communication Objective: inform

Communication Channel(s): social media

Time period: late June (start of summer)

Cost: $5000

Ad/Promo Mockup:

New Product!

NEW · NEW · NEW · NEW · NEW · NEW ·

Sartorial Eloquence presents new lenses to kick off the summer! Our stylish stylist sunglasses are now available in rose gold. As always, "wear a look by taking a look"

Type: Sales Promotion

Target Market(s): women in Massachusetts under the age of 25

Communication Objective: inform

Communication Channel(s): flier

Time period: end of November (Black Friday)

Cost: $5000

Ad/Promo Mockup:

Wear a look by taking a look when shopping at Best Buy and Nordstrum!

BIG, BIG SALE ON BLACK FRIDAY!

On Nov. 23-27, 2022, get discounts on any sunglasses from our 2022 collection!

Sign up now! New members get 10% off on all purchases.

Want free shipping on your online orders? Simply enter the code "BLACKFRIDAY" upon checkout and you're all set!

Type: Sales Promotion

Target Market(s): women in Massachusetts under the age of 25

Communication Objective: persuade

Communication Channel(s): magazine

Time period: May 1st-June 1st

Cost: $1000

Ad/Promo Mockup:

SARTORIAL ELOQUENCE SUMMER SALE

The only sunglasses and stylist you will ever need. If you buy one pair between May 1st-June 1st, you can get a second pair 50% off!

Remember, you get coupons with any purchase. So stock up so you can save up!

Wear a look by taking a look

Type: Sales Promotion

Target Market(s): women in Massachusetts under the age of 25

Communication Objective: inform

Communication Channel(s): social media

Time period: End of June (beginning of summer)

Cost: $7500

Ad/Promo Mockup:

Total costs: $24,500

References

The 7 Best Smart Clothes of 2022. (2022, January 3). Lifewire. Retrieved February 9, 2022, from

https://www.lifewire.com/best-smart-clothes-4176104

Chan, E. (2021, April 19). *Cher Horowitz's 'Clueless' Style Wardrobe Is Finally A Reality With*

This App. British Vogue. Retrieved February 9, 2022, from

https://www.vogue.co.uk/miss-vogue/article/whering-app

"Climate, Geography, & Weather." (2019, January 3). Retrieved February 4, 2022, from

https://mafilm.org/climate-geography-weather/.

College Navigator - Empire Beauty School-Boston. (n.d.). College Navigator. Retrieved

February 24, 2022, from

https://nces.ed.gov/collegenavigator/?s=MA&zc=02111&zd=20&of=3&id=164845#enro

lmt

Consumer Price Index, Northeast Region December 2021 : MidAtlantic Information Office :

U.S. Bureau of Labor Statistics. (2022, January 12). US Bureau of Labor Statistics.

Retrieved February 9, 2022, from https://www.bls.gov/regions/mid-atlantic/news-

release/consumerpriceindex_northeast.htm

DePietro, A. (2021, December 30). *Personal Consumption Expenditures By State In 2021*.

Forbes. Retrieved February 9, 2022, from

https://www.forbes.com/sites/andrewdepietro/2021/12/29/personal-consumption-

expenditures-by-state-in-2021/?sh=4032d6b760fe

Fashion consumer spending worldwide 2020, by country. (2021, July 20). Statista. Retrieved

February 9, 2022, from https://www.statista.com/forecasts/1156489/fashion-consumer-

spending-by-country

Hunt, R. (2022, January 11). *15 Best Smart Clothing For Top Performance & Health (2022)*.

The VOU. Retrieved February 9, 2022, from https://thevou.com/fashion/smart-clothing/

Legal and human rights issues of AI: Gaps, challenges and vulnerabilities. (2020, December 1).

ScienceDirect. Retrieved February 9, 2022, from

https://www.sciencedirect.com/science/article/pii/S2666659620300056?via%3Dihub

Location Data—Globally Accurate & Authoritative | Esri Data. (n.d.). Esri. Retrieved February

24, 2022, from https://www.esri.com/en-us/arcgis/products/data/overview#scroll-down

Massachusetts Business License. (2021, December 15). Howtostartanllc.Com. Retrieved

February 9, 2022, from https://howtostartanllc.com/business-license/massachusetts-

business-

license#:%7E:text=The%20main%20state%2Dlevel%20permit,Tax%20Registration%20

Certificate%20if%20you%3A&text=Intend%20to%20sell%20or%20lease,to%20sales%2

0or%20use%20tax.

Massachusetts Unemployment & Job Estimates for November 2021. (2021, December 17).

Mass.Gov. Retrieved February 9, 2022, from https://www.mass.gov/news/massachusetts-

unemployment-job-estimates-for-november-2021

Personal Shopper by Prime Try Before You Buy. (n.d.). Amazon. Retrieved February 9, 2022,

from

https://www.amazon.com/tbyb/ps/program/main?pf_rd_m=ATVPDKIKX0DER&pf_rd_

s=merchandised-search-

2&pf_rd_r=DCDHDRXV12WM3DGJX14F&pf_rd_t=101&pf_rd_p=9428c568-3181-

42b8-90ae-9a6c16126a1a&pf_rd_i=19190471011

Sales and Use Tax. (n.d.). Mass.Gov. Retrieved February 9, 2022, from

https://www.mass.gov/guides/sales-and-use-

tax#:%7E:text=Clothing%20is%20generally%20exempt%20from,of%20the%20taxable

%20%2425%20difference).

Smart Clothing: Macroeconomic Trends. (2021, August 3). Mining Technology.

https://www.mining-technology.com/comment/smart-clothing-macroeconomic-trends/

Smart Clothing: Technology Trends. (2021, August 3). Retail Insight Network. Retrieved

February 9, 2022, from https://www.retail-insight-network.com/comment/smart-clothing-

technology-trends/#:%7E:text=durability%20and%20appeal.-

,AI,performed%20on%20garment%20generated%20data.

Smart Clothes Are the Future and They're Already Here. (2021, October 26). Lifewire.

Retrieved February 9, 2022, from https://www.lifewire.com/what-are-smart-clothes-

4176103

Smart Clothing (Wearable Tech) - Thematic Research. (2021, September 24). GlobalData Report

Store. Retrieved February 9, 2022, from https://store.globaldata.com/report/smart-

clothing-wearable-tech-thematic-research/

Top companies and investors in smart clothing and jewelry. (2021, August 19). PitchBook.

Retrieved February 9, 2022, from https://pitchbook.com/blog/top-companies-and-

investors-in-smart-clothing-and-jewelry

U.S. Census Bureau QuickFacts: Massachusetts; United States. (2021, July 1). Census Bureau

QuickFacts. Retrieved February 24, 2022, from

https://www.census.gov/quickfacts/fact/table/MA,US/PST045221