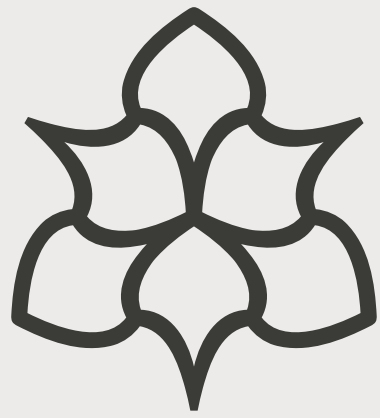


PIVOTA

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BUSINESS STATEMENT

Business Statement -

The modular workwear brand delivers durable, adaptable, and long-lasting gear for blue-collar professionals.



Vision -

"To revolutionise workwear by creating adaptable, timeless garments that empower modern professionals with style, comfort, and sustainability".

Mission & Values -

Mission:

PIVOTA redefines workwear with modular, high-quality designs that blend craftsmanship, innovation, and sustainability.

Core Values:

Adaptability - Customisable designs that evolve with the wearer.
Craftsmanship - Premium quality, built to last.
Sustainability - Ethical production, eco-friendly materials.
Functionality - A balance of performance and style.

Industry Overview & Problem -

The fashion industry, particularly workwear, is long overdue for disruption. Blue-collar professionals are often underserved by mainstream fashion, with options that are either:

- Low-quality and disposable (fast fashion), or
- Functional but lacking ethical production standards.

Despite a growing awareness of sustainability, industrial and trade sectors have limited access to workwear that is both ethically produced and modular. The current market neglects style, comfort, and responsible sourcing. Leaving millions of workers without dependable, modern clothing aligned with their values.

Primary research respondents expressed frustration with their current workwear, citing lack of comfort and durability, and showed strong interest in customisable features such as modular hoods and linings. This aligns with findings from Mintel UK Clothing Retailing Market Report 2022, which highlights that UK consumers are increasingly value-focused, with 60% prioritising affordability and durability when purchasing clothing.

Moreover, sustainability was a recurring priority among my participants this sentiment is echoed in PwC's 2024 Voice of the Consumer Survey, where consumers indicated a willingness to spend an average of 9.7% more on sustainably produced or sourced goods, despite cost-of-living concerns.

Key Statistics -

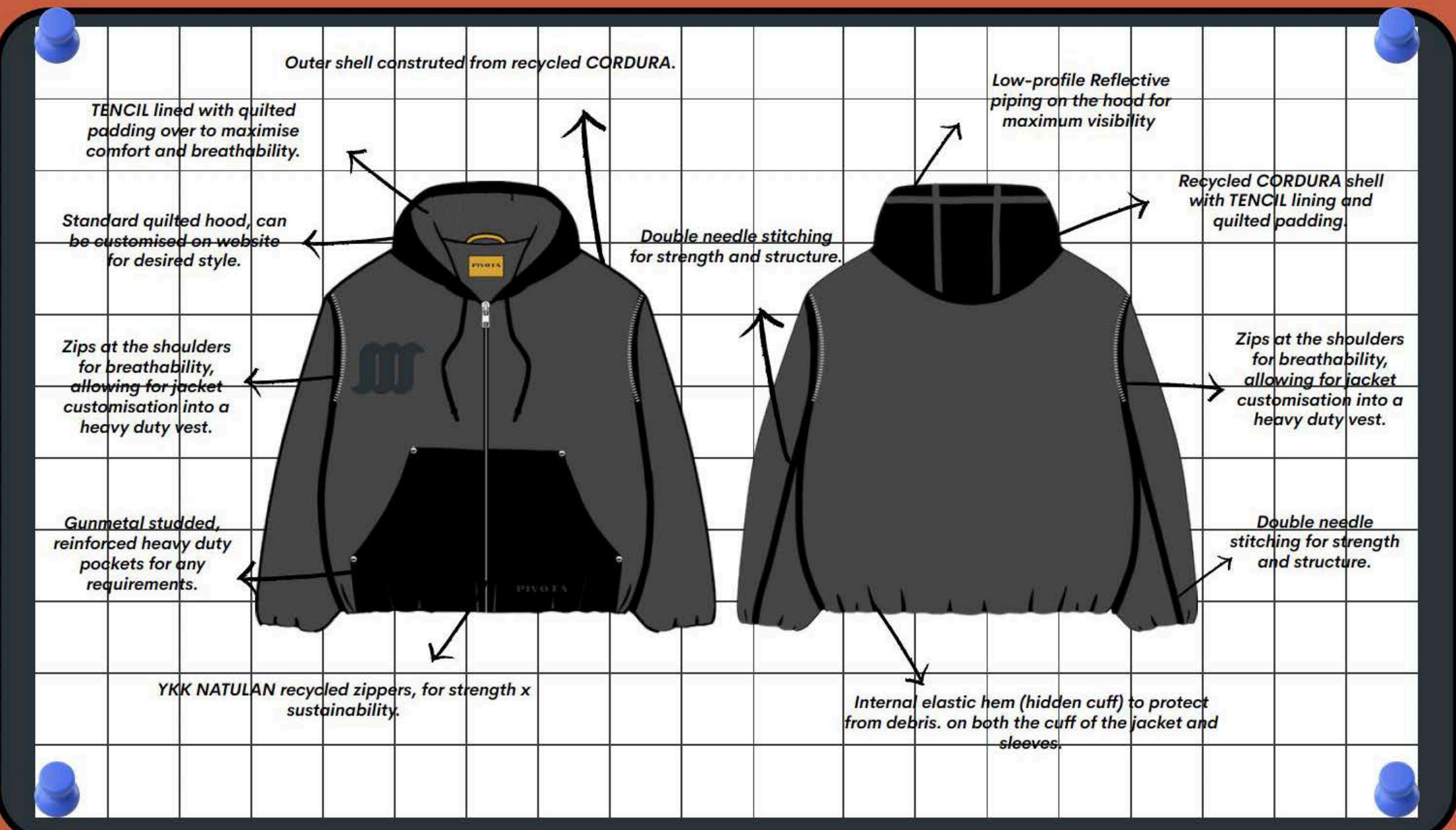
- The wholesale and retail trade sector employed approximately 4.9 million people in 2024, the highest of any sector in that year (Statista, 2025).
- The global workwear market was valued at \$16.2 billion in 2021 and is projected to reach \$29.1 billion by 2031, growing at a compound annual growth rate (CAGR) of 6.3% from 2022 to 2031 (Allied Market Research, 2022).

Solution / Disruption: PIVOTA -

PIVOTA is reimagining workwear by delivering stylish, sustainable, high performance modular clothing built specifically for tradespeople. Blending technical utility with ethical values, designed to meet the real world demands of hardworking professionals without compromising the planet.

What sets PIVOTA apart?

- Modular: Customisation options along with separate purchasable accessories.
- Durable & Ethical: Clothing that lasts, made from organic and recycled materials.
- Transparency by Design: Full traceability across the supply chain.
- Modern Aesthetic: Workwear that looks just as good off the site.



Pricing Strategy -

PIVOTA will use a value-based pricing strategy, positioning products at a premium price point to reflect:

- High-quality sustainable materials (Recycled CORDURA, Tencel, and recycled polyester)
- Ethical manufacturing
- Functional and technical design
- Strong brand values around sustainability and durability

Price will be determined by cost-plus calculation to ensure profitability:

- Direct cost per jacket = £154.58
- Target markup = 2.5x (standard for premium, sustainable brands)
- Retail price = £380-£400 per jacket

This reflects brand positioning alongside competitors like Patagonia, Arc'teryx, Veilance, or PANGAIA, but at an accessible luxury level for urban workwear and technical fashion consumers.

Revenue Streams

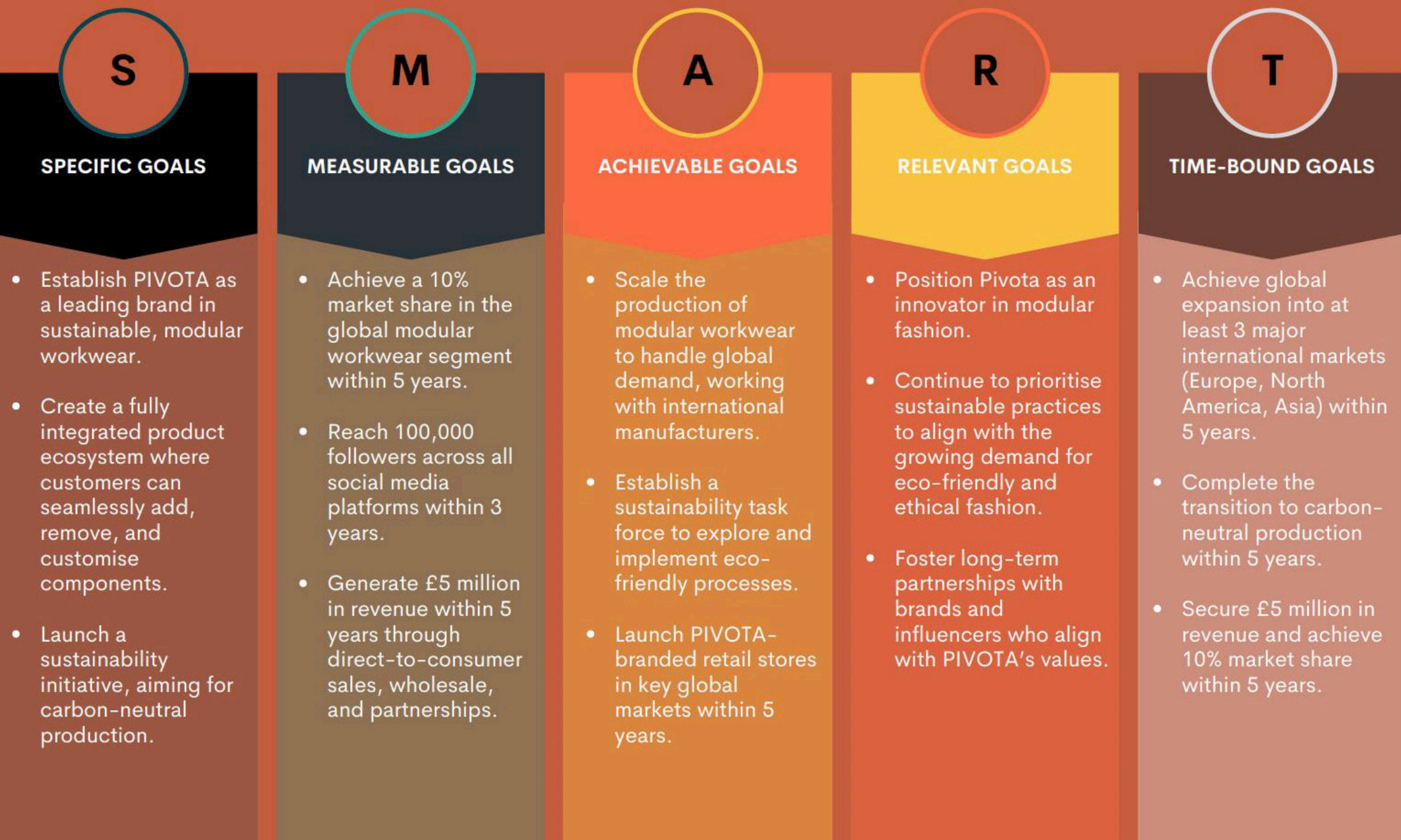
Direct-to-consumer (DTC)	Sales through PIVOTA's own e-commerce website
Wholesale	Select partnerships with sustainable / fashion boutiques (at a 40-50% wholesale margin).
Subscription / Pre-order model	Limited runs available via pre-orders to finance production runs, reduce waste, and ensure sell through
Collaborations	Capsule collections with like-minded brands or creative projects to expand reach and create hype
Corporate Partnerships	Supplying sustainable workwear to companies looking to meet their ESG targets

Sales Channels -

- E-commerce platform: Primary channel for launch and first year (Shopify or Squarespace Commerce).
- Pop-up shops / events: For brand activation and community building.
- Selected retail partners: Carefully curated stores aligned with brand values.
- Online marketplaces: Potential (carefully considered) options like Wolf & Badger.

OUTLINE OF PRODUCT/SERVICE

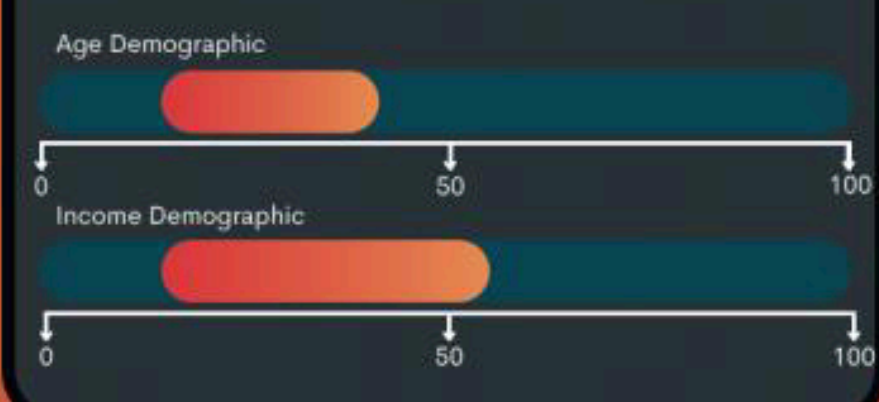
BUSINESS OBJECTIVES



TARGET MARKET

Demographic

Millennials & Gen Z (aged 18-40), predominantly urban, middle-upper income.



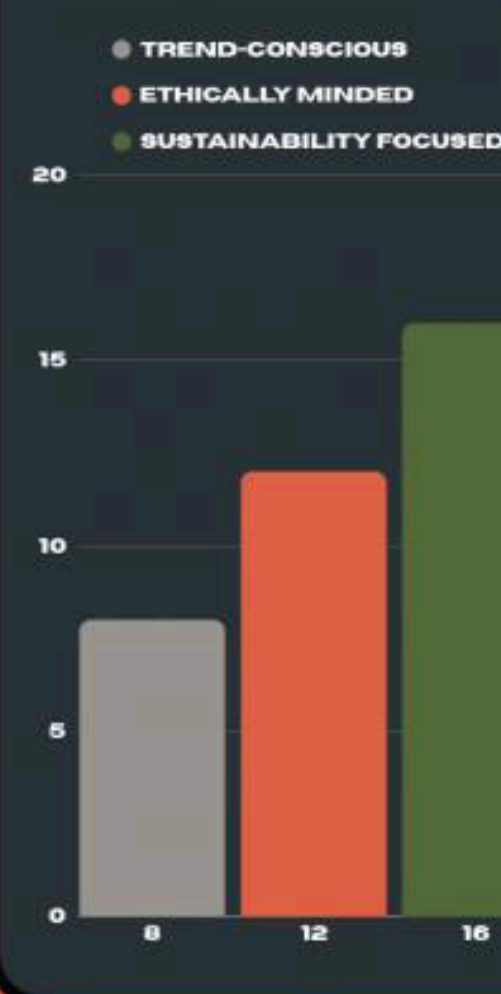
Geographic

UK-based with potential for expansion across Western Europe & North America.



Psychographic

Sustainability-focused, ethically minded, trend-conscious.



Behavioural

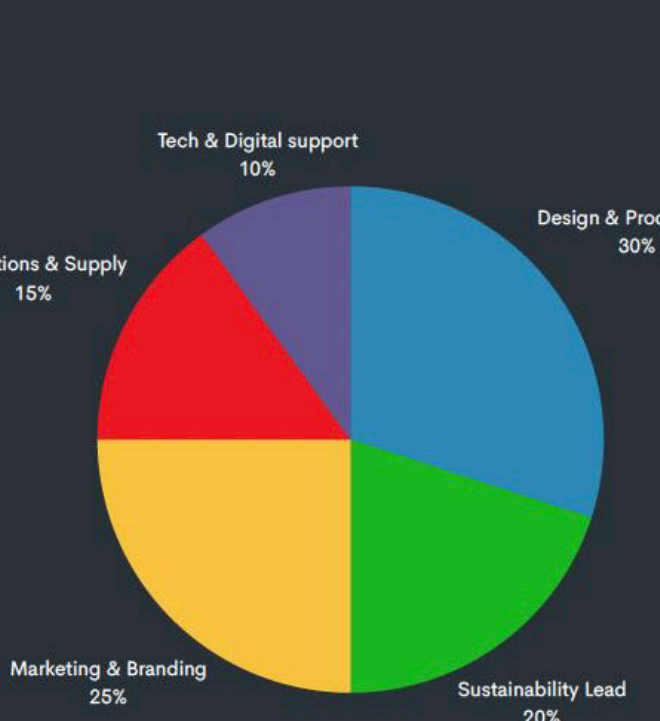
Prefers quality over quantity, brand loyalty based on values.



MARKETING & SALES STRATEGY

Internal Structure -

- Core Team: Lean startup model - founder-led with support in design, sustainability, and marketing.
- Collaborators: Freelance product engineers, ethical manufacturers, and tech suppliers.



Supply Chain -

- Transparent supply partners with traceable materials.
- Blockchain technology for end-to-end supply visibility.
- Focus on local or regional production to minimise transport footprint.



Production & Distribution -

- Ethically certified factories in EU and UK
- Small batch production to reduce waste.
- Distribution via DTC e-commerce, B2B partnerships with industrial retailers.



Marketing Culture -

- Relatable branding with authentic worker representation.
- Strong social media presence, especially LinkedIn, YouTube & TikTok for trades.



COMPETITOR ANALYSIS

Brand name	Positioning	Price Range	Strengths	Weaknesses
Patagonia	Eco/outdoor heritage brand	Premium	Strong brand trust, activist brand	Limited fashion-forward appeal
Veja	Ethical sneakers & lifestyle	Mid	Transparent sourcing, trendy	Smaller product range
Pangaia	Sustainable tech-based fashion	Premium	Innovation, plant-based dyes	High price point
Lucy & Yak	Casual ethical streetwear	Mid	Strong Gen Z appeal, inclusivity	Limited formalwear
People Tree	Fair trade fashion pioneer	Mid	Long-standing ethical commitment	Less trend-focused designs
COS (Sustainable line)	Minimalist high-street	Mid	Broad reach, quality materials	Not fully sustainable
Thrift / Rental	Pre-loved/resale alternatives	Low-Mid	Affordable, circular economy	Less brand control

SWOT Analysis

Strengths

- Clear sustainability mission (Illum, D.L., 2024).
- Transparent supply chain.
- Strong appeal to Gen Z and Millennials (Amy Manley et al., 2023).
- Adaptability & digital-first brand.

Weaknesses

- Smaller scale compared to global brands.
- Expansion into resale/recycling programs.
- Limited marketing budget.
- Niche customer base.
- Higher price than fast fashion.

Opportunities

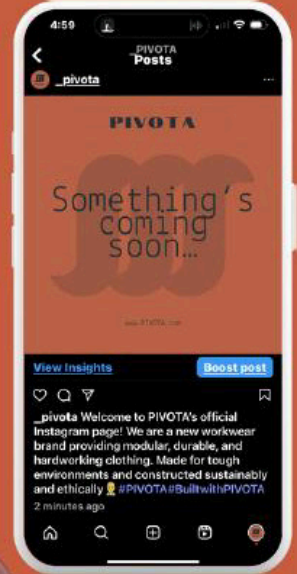
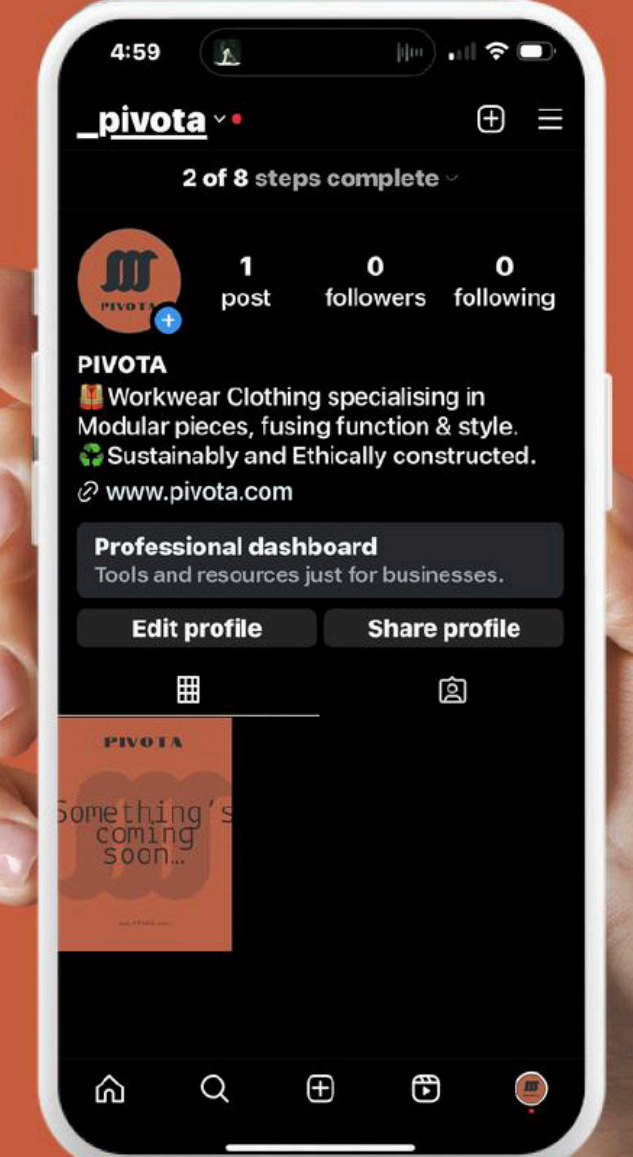
- Rising demand for ethical fashion.
- Expansion into resale/recycling programs.
- Collaboration with influencers/sustainable tech (Jenna Jacobson, Brooke Harrison, 2021 and Meghan McDowell, 2019).

Threats

- Greenwashing by larger competitors (Julia Adamkiewicz et al., 2022).
- Economic downturn impacting spending (Chenze Lei, 2024).
- Supply chain instability or cost hikes (Kelly Stroh, 2025).

IMAGES/ DIAGRAMS

Instagram -



Website Homepage -

