

ALTAR'D STATE

SPRING 2024 FORECAST: MODERN FEMININITY

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ALTAR'D STATE: THE COMPANY

The company was started in 2009 by Aaron Walter and Brian Mason. They created this faith-based company with the idea to create a brand that could make the world a better place.

They now have 128 stores in 39 states.

Altar'd State is a rapidly growing fashion brand for women. Offering respite and a distinctive shopping experience with the latest fashion finds, the most sought-after accessories, gifts and charming home decor.

Altar'd State seeks to inspire through action and supports a mission of standing out for good in the world.

Over the history of the company, Altar'd State has donated over 13 million dollars.

They want their customers to feel enlightened, beautiful and to join them to

Stand Out. For Good.

Altar'd State is a brand for women in their early 20s & 30s, but they appeal to anyone from 18-80.

While their target market is anywhere in the U.S., there is a greater focus on the Midwest and the East



ALTAR'D STATE: MISSION AND VALUES

Stand Out. For Good.

“Our Mission is to serve as an inspiration, empower others, and give more than we receive. We do this by lifting those who need a helping hand, volunteer our time to enrich lives, and extending the power of prayer.”

Mission Mondays

10% of net proceeds on Mondays go directly to local charities across the country:

Feed the hungry; assist service men & women; boost self esteem; house the homeless; support those battling cancer and undergoing treatment.

“A Salute To Our Military”

Offers a 15% discount to service members.

“Let’s Lift Each Other Up” - Send in prayer requests.

“TRUE BEAUTY”

“Together we will change the world for the better. We will positively impact those who need it most. We will warm souls and create happiness.”

Trend Inspiration and Where It Came From

Comfort

Beautiful

Florals

Unique

Boho

Lovely

Reworked
Classics

Elegant

Pinks

Feminine

Lace

Pretty

Sheer

Silk



Celebrities, Runways, “Old Money” Lifestyle. These are the main inspirations for this trend. Aspects of the trend have been popping up all over runways, celebrities have been seen wearing them on red carpets and at premiers, and people have been emulating the rich, old money lifestyle.





MODERN FEMININITY

Being confident, being beautiful, being unique, being FEMININE!

What does it mean to be feminine? This is a question that is constantly being asked in society today. It means being confident, and unique and feeling beautiful. We are redefining what it means to be feminine in modern times. It means wearing what looks good, wearing what makes you feel good, something that makes you unique. While in the past being feminine might of meant wearing only pink, we say no way! We say wear pink, but also wear red, and black and any other color that makes you feel like the best version of yourself. Wear something that might of been considered unfeminine in the past, such as trousers or blazers, but make the blazer cropped and the pants pleated and cute. This trend means redefining what it means to be feminine. It brings femininity and “prettiness” to the forefront but also encourages confidence and modern choices that would not have been “feminine” in the past.



IMPACT

This trend is not something that would be completely out of touch for Altar'd State. Instead it brings forth values that the company believes in. The brand believes in their customers feeling beautiful and unique and that is what this trend would do. While it would push some boundaries as the company is more modest, I believe that it would help to make women feel more beautiful and unique and confident and feminine, and that is what the company hopes to achieve.



Being Feminine doesn't mean you have to be traditional or modest all the time. Being feminine means being unique and feeling beautiful and confident and believing in yourself.

COMMERCIAL VALUE



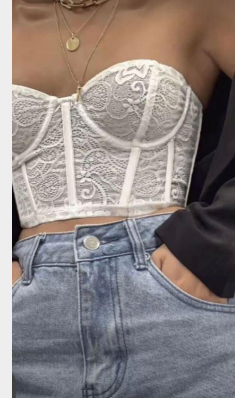
COST: \$15
PRICE: \$65
UNITS: 100
PROFIT: \$5,000



COST: \$10
PRICE: \$50
UNITS: 75
PROFIT: \$3,000



COST: \$20
PRICE: \$80
UNITS: 100
PROFIT: \$6,000



COST: \$5
PRICE: \$25
UNITS: 100
PROFIT: \$2,000

TOTAL PROFIT (PER STORE)
 $5,000 + 3,000 + 6,000 + 2,000 =$
\$16,000

TOTAL PROFIT (FOR COMPANY):
 $16,000 \times 128 = \underline{\$2,048,000}$

These are examples of the items we could sell, and in different colors as well. By selling just one color of these items and 100 units of the clothing items and 75 pairs of shoes, the company could make a profit of over 2 million dollars.

COLOR FORECAST



From Right to Left:

Parchment

Pink Clay

Blush Pink

Rose Pink

True Red

Maraschino

Dark Cherry

Black

Research from WGSN and multiple fashion sites show these as the most popular colors for the upcoming seasons. No matter what aesthetic, pinks, reds, black and parchment are the colors that are being seen everywhere. I pulled aspects from three different aesthetics, and looked at many others that will be seen in the upcoming seasons, and these were ones that were constantly seen over and over.



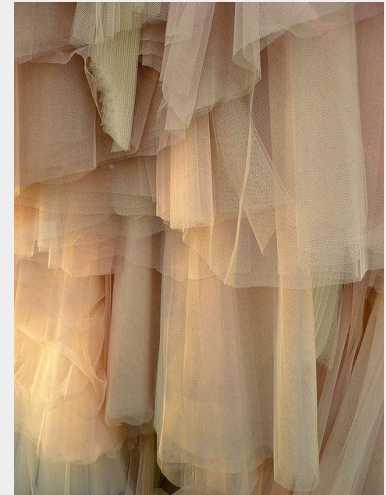
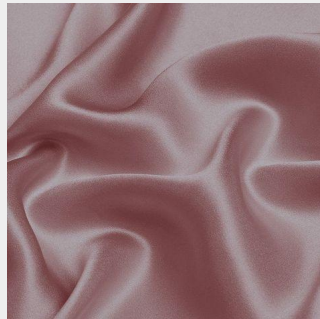
TEXTILE FORECAST

Research of the multiple different aesthetics that make up modern femininity, shows that layered sheers, lace, silk, satin, velvet and denim are the most popular textiles for women's clothing lately. These fabrics also perfect for spring weather as they can be easily layered or worn by themselves.

These textiles all come together to create this modern femininity feel, uniqueness, beauty and confidence for women.



Soft silk, satin and velvets. See through sheers, that can be layered with any of the other textiles. The classic and beautiful lace and of course denim because every girl needs a good pair of jeans.



APPAREL AND NON-APPAREL VISUAL BOARDS

The photos seen in the following visual boards contain images that represent clothing items, outfits, jewelry, interiors, rooms, and photos that match the trend/aesthetic of modern femininity. This trend is comprised of three different aesthetics, Pretty Feminine, Elegant Comfort, and Boudoir Dressing. You will see evidence of these aesthetics in the apparel and non-apparel boards.

These three aesthetics are usually not seen together and worn by completely different subcultures, but when you look at aspects of them, there are similarities and overlaps, but mostly there are many complementary aspects, which I hope I have depicted below.

The boards are apparel and non-apparel respectively.



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