

Business Plan Competition 2010 Merit Award Winner

Adam Shabbo – Alpha Kin Ltd

Overview

A merit award of £500 was presented to Adam Shabbo, a final year Commercial Music student, for his business Alpha Kin Ltd, which specialises in the fusion of fashion and modern art by combining colourful and exuberant portraits of recognisable public figures with fashionable garments to create a designer art brand.

About the Project

Alpha Kin's key concept is the collaboration of modern art and fashionable garments for both men and women. A lot like art, the garments will be limited edition items – either 1 of 100 or 1 of 250. The brand name and logo go hand in hand. The logo was designed to resemble a family crest, as it implies a sense of wealth and pride as well as a 'family' – or following – based on first class quality.

The primary market is 18-25 year old men and women, who are fashion-conscious, individualistic and wanting to stand out from the crowd with something new and exciting.

Whilst some designers have incorporated artist's works into their fashion lines, Alpha Kin is the first brand to solely base all its clothes on the artwork of up and coming artists. By basing the clothes on the art, rather than the other way around, the garments become more expressive and appeal to the avant garde dresser.

Benefits

Feedback from the panel of expert industry judges has provided Adam with advice on pricing, positioning a fashion brand in current social climates and communications messages.

Alpha Kin has decided to team up with the Operation Sunshine charity, donating 5% of all profits to its cause. Operation Sunshine works to improve the quality of life, health and social well-being for adults and children with special needs, their families and carers. It also sends practical aid directly to people in parts of East Africa, who are struggling against starvation, deprivation and disease in conditions of desperate poverty.



Adam Shabbo receiving award from Deputy Vice Chancellor, Alun Thomas

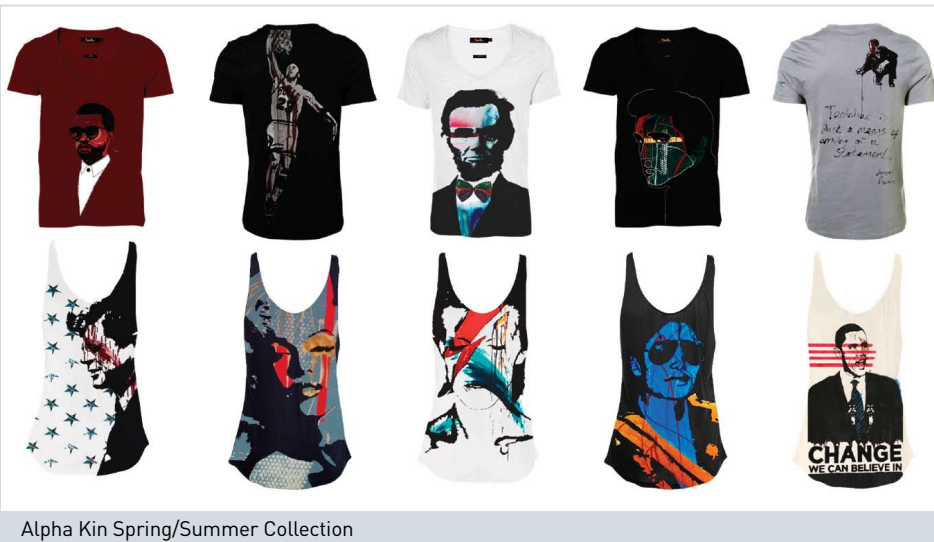
Fast Facts

- Commercial Music student wins £500 merit award.
- Innovative business idea links art with clothing for limited edition ranges for niche markets.
- Strong business plan due to market research and cash flow planning.
- 5% of profits go to charity.

Outcomes

Adam's business plan and presentation to the judges won the merit award due to its clear and easily-understood structure. Adam also evidenced very good market research and understanding of a niche target market and the competition. The brand concept was strong and good advertising ideas were demonstrated. There was also good attention to detail in the product development phase, linked to appealing to the target market and based on the results of the market research.

Alpha Kin's first collection consists of five men's t-shirts and five women's long vest tops, each with an original painting incorporated into the design. All ten designs are sold as limited editions, which not only brings each t-shirt back to the heart of the brand – the artistic influence – but also helps guarantee authenticity.



Perspective

“Adam has a good understanding of the fashion industry and an eye for detail. Cash flow has been thought out well and I like the use of canvases from artists as inspiration, alongside the 5% charity contributions.”

Tim Wrathall
The Navitas Partnership
competition judge