

ABSTRACT

CREATIVE PROJECT: Business Plan on E-Commerce of Secondhand Luxury Bags in the USA

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Today, strategies to improve sustainability in the fashion industry is a timely topic for businesses globally. However, each year, luxury fashion brands still destroy billions worth of unsold merchandise producing harmful toxins, and human and material waste. Customers sometimes purchase counterfeit brands in place of luxury products, which not only has legal implications, but these products as well as luxury goods are often made with materials harmful to the environment. In addition, counterfeit goods are not constructed well prompting continual disposal. This creative project was focused on figuring out a better business model to improve sustainability of luxury fashion while protecting the luxury brand image. Specifically, the purpose of this creative project was to develop a plan for an e-commerce business that would focus on providing: 1) an alternative to counterfeit luxury goods by offering reasonably priced luxury handbags, and 2) services to extend the life of luxury handbags.

To develop this plan, research was completed on consumer online shopping motivations, behaviors and pain points. In addition, in-depth interviews were

conducted with related industry expert. The interviews were focused on sustainability strategies in luxury fashion, legal issues and current secondhand luxury handbag market situation.

The business plan was the outcome of the research obtained for this creative project. The mission of this business was making luxury sustainable. The business plan developed for this creative project resulted in a template for other fashion e-commerce start-up companies. In addition, the process from each chapter could serve as a guide to develop other businesses.

The limitation of this business plan was that it has not been implemented yet. Additional documenting of the execution of this business plan could be made to guide adjustments. Finally, implementing the business plan enables more testing with customer on the e-commerce shopping experience of luxury handbags brands.