Entrepreneurship

Part 1:

I want to start my own clothing label, Joshua Parker. Joshua Parker will be a modern brand that balances top notch quality without prices being too steep. I want my target audience to be young fashionable men between the ages of 18-35. The brand will be centered on a comfortable lifestyle wear that mixes street wear with nicer dressier apparel. Some competitors would be J Crew, Polo, John Elliot Co., due to their simplistic designs that also balance high quality with affordability. According to Kara Burney of trackmaven.com, J Crew’s success over the past 10 years can be attributed to their ability to pick up on trends and capitalize on them quickly.

My clothing line will differentiate itself through presentation, aesthetic appeal, store/customer-experience, and creative designs. I plan to intern and work for other clothing companies which I have already done, and continue to network with others so that one day I can get the money and resources to start my own clothing line. One possible risk with starting a clothing brand is making back the money you invest in the brand. You have to invest a lot of money to start up a company and the hardest part of making a brand successful is making the brand visible to the target audience.
Part 2:

In a Forbes article titled, “SXSW Interactive 2016: Surprising Trends And Big Changes In Technology,” Kevin Ready talks about the latest trends in technology at this year’s SXSW. South by Southwest is a yearly conference which attracted over an estimated 30,000 people this year. The conference attracts dignitaries, scientists, politicians, entrepreneurs, marketers, and programmers, among many other people. As the article states, SXSW is “a massive and exciting exchange of ideas.” Barack Obama became the first President of appear at SXSW. He talked about the future of technology and made a case to allow government agencies into our devices.

Virtual reality was on big display at this year’s conference. Many different companies showed off their prototypes for future products. Robotics was also a huge part of this year’s SXSW. Japanese company Ishiguro Laboratories offered a display of human-like robots. According to the article this year’s conference was notably absent from consumer startups. In the past, companies like Twitter and Foursquare stole the show but this year there was no new innovating technology that sparked the audiences’ interest immensely. Ready said his favorite startup he saw at the event was Safe Catch; a seafood startup that offers canned tuna in which they test every single fish that they use. The company engineered a new testing device for mercury and other pollutants in fish.
I found this article very interesting because I want to eventually attend a SXSW conference. A friend of mine attended last year’s SXSW and said it was a great experience for entrepreneurs to see the latest technologies developing in the world. I believe new technologies especially in the field of virtual reality and robotics will continue to take center stage in the year’s to come. I’m excited to see what the next SXSW conference has in store and hopefully I can attend one in the near future.

Works Cited