

Concept Proposal: Tones by Sanae

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Mission statement, Vision, and Core values

Tones by Sanae is a company that celebrates the uniqueness of every individual and is inclusive to all women of every demographic, shade, and size. Tones by Sanae is a line of breathable bodysuits and jumpsuits for casual and special occasions; however, this isn't just any regular clothing brand. Tones by Sanae is a voice for women who are victims of colorism and feel that they are silenced by society, this brand's mission is to give them a platform to express themselves and feel accepted. Most importantly, Tones by Sanae's most significant objective is educating people about colorism and its detrimental effects on not only the black community but all minority communities. This will be described more in depth in the mission, vision, as well as the core values of the brand.

Mission Statement

Tones by Sanae (name is not finalized) is a company that's main focus is combating colorism that is plaguing African American and minority communities. Colorism has been a racial issue that has resulted in a massive amount of division, most predominantly in the black community. Essentially colorism is the prejudice or discrimination against individuals within a racial group who have darker complexions or skin tones. Studies show that women of darker skin complexions are deemed not desirable to society, "We find that the light-skin shade as measured by survey interviewers is associated with about a 15 percent greater probability of marriage for young black women," said researchers who conducted a study called "Shedding 'Light' on Marriage." ([Nittle](#), 2020). Colorism is also shown to have many darker-skinned complexioned individuals' livelihoods, "Research has linked colorism to smaller incomes, lower marriage rates, longer prison terms, and fewer job prospects for darker-skinned people" (Tharps, 2016). Tones

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by Sanae is working to resist against this issue, as well as educating others about this topic, and emphasizing the message of accepting yourself and others for who they are, regardless of what shade of skin color they have. This business will sell bodysuits as well as jumpsuits that are breathable and come in an array of shades and sizes to fit uniquely to any woman who orders the product. The shades of the bodysuits and jumpsuits will come in many different designs and will range from shades in all different skin tones; including, fair, beige, brown, dark brown, and many more. Within the packaging of the product, when it is delivered, the customer will receive a message with the slogan “Happy in the skin I’m in” and this message will also be displayed all across the social media for Tones by Sanae. Going even further, 10% of the profits will be donated to black lives matter and the NAACP, because this company is in full support of these movements.

Vision statement

The vision of Tones by Sanae is to help shed light on the very prevalent and damaging issue of colorism. Colorism is extremely detrimental to all minority communities but has specifically affected African American women substantially. Studies have shown that light-skinned black women are treated better and desired more by other men simply because they are lighter. Darker-skinned women have labeled with awful stereotypes by society, The overall objective of the brand is to work to abolish this issue completely, and the only way to make headway towards this goal is to educate the public about this matter as well as teaching girls, especially black and minority women that they are beautiful even though they may be darker than other women in their race, teaching them that they are desired and loved. Tones by Sanae is a brand where women are able to feel free to be them completely, they don’t have to worry about

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the stigma that may come with being a darker-skinned woman, because Tones by Sanae is pushing for change within their community as well as society.

Within the first 6 months of launching Tones by Sanae, we hope to be able to pay influencers and celebrities to model and make posts of the bodysuits and jumpsuits. These will be hand chosen women who we feel truly embody the message that Tones by Sanae is trying to push, not only society but minority communities as well. With the help of women with a large platform on social media, we will be able to get the message across to even more audiences, as well as more support for the movement behind Tones. Most importantly, people who are not educated or aware of colorism and the harmful effects of it will fully understand this when just viewing your website and social media.

Core Values

Tones by Sanae hold everyone in the workplace to a higher standard, and firmly believe that everyone should be not only educated about colorism but also working to combat the negative outcomes that come with this social issue. The core values of this mission statement vary in many aspects; including, awareness, education, and the commitment to constantly improve and learn. With these core values established the company will not only thrive but it will also work towards diminishing the colorism issue that has been ingrained in society for generations, and will not stop until colorism is completely eliminated.

- Passion for Diversity: Staff members and consumers of Tones by Sanae will be exposed to a heavily diverse group of women and men. Tones by Sanae will include a large variety of shades and sizes to cater to all women, so anyone who shops with Tones by Sanae will feel included and confident in the clothing that they are investing in. The

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messages that are portrayed in the packaging of the merchandise will align with the mission statement slogan: “Happy in the skin I’m in”. The packaging will also include a pamphlet with statistics about colorism, how to help the cause, as well as where to find social media of the company.

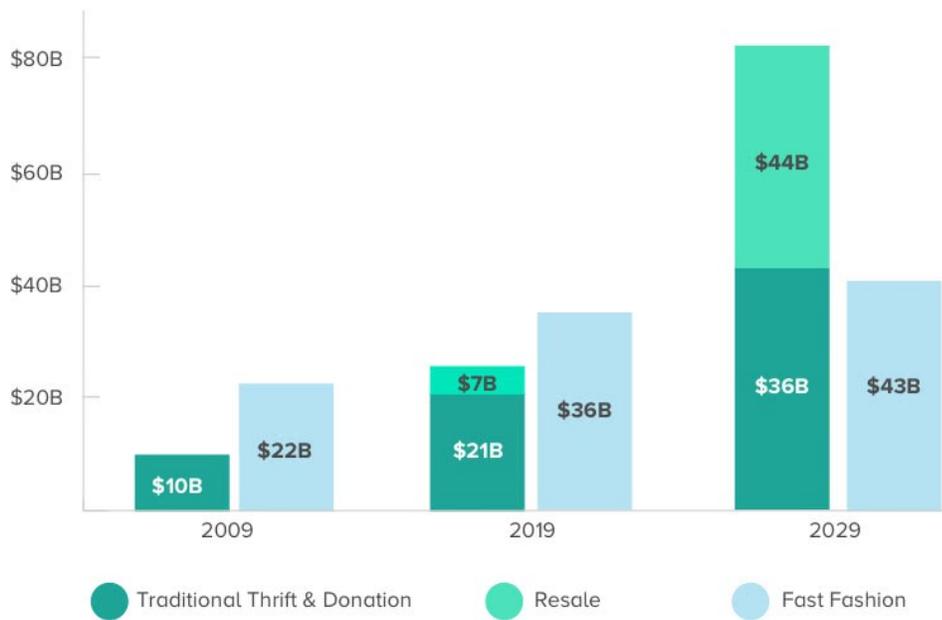
- Representation Commitment: Tones by Sanae is committed to hiring an array of all demographics, genders, ages (18 and up), sexual orientation, etc, the workplace will be extremely inclusive to the highest degree. In doing this, staffers will feel that they have a voice with the company and be able to share ideas with upper management about ways to improve the company if they ever feel like it is lacking in certain areas. The models of the jumpsuits will be alike to the staff, they will be of all different shades and sizes. In representing all women, this will assist in showcasing that there is beauty in all women, no matter your shade of skin color or size.
- Educating and Learning: Tones by Sanae’s mission is to educate people about colorism and help to eliminate this social issue in its entirety. However, Tone’s by Sanae also understands that since the owner, some staff members, and clientele of the brand may not experience colorism first hand and as frequently and brutal as other women. Nonetheless, there is still more to learn about this complex social issue, which means understanding, listening, and becoming a platform for people of darker shades who feel like they don’t have a voice in society.

Industry Description

The fashion industry currently obtains 1.8 million individuals in the United States alone, and the market value of this field is 406 billion dollars. However, given the state of the world today the global fast fashion market will decrease from 35.8 billion in 2019 and to 31.4 billion in

2020 says Liam O'Connell a research expert covering retail (2020). Fast fashion meaning fashion that copies and samples popular fashion clothing pieces from either smaller brands or established designer and luxury brands. The decrease in this market solely stems from the COVID-19 pandemic and the longevity that it possibly contains. However, research shows that it will eventually improve in 2023, and reach 38.21 billion. (Wood, 2020). This indicates that even though the fashion industry has a potential to reach a record low in revenue throughout the duration of 2019 and 2023, it will also recover in a matter of a few years and be more successful than it was before the pandemic. Nonetheless on a global market scale the fashion industry will prosper indefinitely, and fast fashion is predicted to jump from 36B in 2019, to 43B in 2029.

Figure 1. The future of this market is reassuring, and that is why it is important to start building a brand now, so when it finally launches in 2023 it will prevail in a market that has already been recovered. (Conell, 2020)

Figure 1: Projection of revenue in fast fashion and the fashion industry =**Table 1: PEST Framework**

Political	Economic	Societal	Technological
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<ul style="list-style-type: none"> • Employing garment workers from overseas. Low salaries and poor working conditions • Trade and tariff restrictions 	<ul style="list-style-type: none"> • The heavy impact of COVID-19. Afterpay, putting clothes on layaway. • Demographic and common wage of target audience 	<ul style="list-style-type: none"> • Influencers and celebrities impact on consumer awareness of products • Being socially conscious with social issues (ie. colorism) 	<ul style="list-style-type: none"> • Growth of social media following and consumer online presence • Social media marketing and ads
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Table 1. Above shows the framework for the PEST analysis of the fashion industry and its impact on Tones by Sanae specifically. Below is each of the categories of PEST analysis described more in depth and detail.

Political

It is important to also note that many of these garments and pieces from established fashion brands are created in sweatshops, and the employees are predominantly women. Research shows that nearly 80% of these workers at the manufacturing companies are women, and they are experiencing poor working conditions and low salaries (Wood, 2020). This is why it is imperative that Tones by Sanae is not profiting off of the struggles of women in these manufacturing corporations; because this is exactly what our mission statement is against. It is crucial to stand against these companies and support the labor laws that are working against this mistreatment. In the beginning of 2019, many fashion brands started to find difficulty in trading with other foreign economies, this is because of some tensions arising between the United States and other countries. Nonetheless, in the United States alone the fashion industry takes accountability for 6% of all foreign imports, but has to pay 51% of tariff receipts. With this tariff

dilemma becoming a significant issue for many American fashion brands, it has forced these same brands who receive trade from China to have to raise the prices of their products (Amed, [Balchandani](#), Beltrami, [Berg](#), Saskia Hedrich, and Rölkens, 2019). Reluctantly, new trading agreements between the United States and other countries are being formulated and will hopefully provide better trading conditions for fashion brands who are in need of certain materials.

Economic

In the wake of the COVID-19 pandemic, the fashion industry has taken a big hit with being able to sell products and merchandise to consumers, because these products are not seen as essential to consumers. Especially given that consumers who are middle-class or lower-middle class may have experienced unfortunate circumstances where they have lost their business or have been laid off by their company. In the United States the impact has been gruesome for many citizens, “The country has lost 20.6 million jobs since mid-March, resulting in an unemployment rate of 14.7%, a level not seen since the Great Depression in the 1930s” (Soucheray, 2020). This has resorted to many individuals having to rely on the income of collecting unemployment or other government funded incomes in order to survive day to day, meaning that clothing is not essential to them. Intertwining with this, also due to the global pandemic, clubs, bars, malls, and other vacation spots are either closed completely or restricted to individuals depending on the state they reside in. Quarantining has also had a heavy impact on people feeling the need to shop for clothes, they don’t feel like this is a necessity to them, given that they are just sitting around the house. Therefore, with this being taken into consideration COVID-19 has also affected African American and minority families the most, “ It’s still incomplete, but now 48 states plus Washington D.C., report at least some data; in total, race or

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ethnicity is known for around half of all cases and 90% of deaths. And though gaps remain, the pattern is clear: Communities of color are being hit disproportionately hard by COVID-19.”

(Gody & Wood, 2020) Tones by Sanae has to take this into consideration when launching products and the price points that they are aiming for, because the consumer audience will most likely be minority women. Therefore, it is crucial to not price merchandise significantly high to the point that consumers will not want to invest in the product because they simply cannot afford it.

Societal

Many social issues are being placed at the forefront of our society especially at the beginning of 2020 in the wake of the COVID crisis. Black Lives Matter movement has been increasingly strong as the years have progressed and more people who support this movement are outraged by the injustices that have been occurring between African Americans and the police force. This movement as well as colorism have to be addressed when advertising our products to social media and also making posts in general to our following. Taking a stand and using one's platform is not only an effective way to bring awareness to an issue it is also showing our target audience that we are not scared to take a stance publicly. Although these social issues can be very controversial, it is imperative to continue the conversation about police brutality and stand up for what is right. If staying silent, this could potentially lead to mistrust with customers, as well as assumptions of consumers coming to conclusions that we are unbiased. With this taken into heavy consideration it is also important for our brand to choose ambassadors and influencers to endorse our clothing that are socially aware and also represent the values of our company as well. Choosing women that also take a stand on these social issues and will push our same message and logo to the public as well.

Technological

In our generation today it is heavily important to be an active participant on social media, especially when trying to market a clothing brand. The reach between a business and a customer is amplified because of social media, platforms are so easily accessible and consumers who are also active on social media can buy a product in a matter of seconds. Obtaining a massive following and creating appealing posts to our target audience is crucial in our company growing and being successful. The marketing and ads will also be posted diligently, making sure that we are using the correct wording when addressing social issues such as Black Lives Matter and colorism. The posts will also showcase models of all different complexions and sizes, to show customers that Tones by Sanae is extremely inclusive to any type of woman.

Service Overview

The fashion industry is perhaps one of the largest, popularist, and most wealthiest markets in our generation today. The word fashion has completely changed from the idea that it used to be when it was first displayed on the market. When one thinks of the fashion industry they may think of high fashion, looks that are sold right from the runway. They are luxurious prices that would only be sold at an expensive price, and very unattainable to the average person. However, in recent years, the idea of fashion has completely changed, fast fashion and other popular online brands caused these lines to be blurred. (Steele, 2019) Runway looks and popular luxury pieces are now being sold at half the price, which makes it more convenient and affordable for middle and lower class individuals to get their hands on trendy pieces (Steele, 2019). There are many different categories that the fashion industry encompasses; “this includes, the design, manufacturing, distribution, marketing, retailing, advertising, and promotion of all types of apparel”, (Steele, 2019). When creating clothes there is many different aspects to take

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into consideration, the fabrics being used, the materials needs, and if they need to be sourced and ordered (Steele, 2019). Most importantly, samples need to be created that can be presented to retail buyers, this is imperative because this will assist in the pieces and business getting the proper exposure and business partners in order to really take off. This allows for many jobs to be generated through this business, because so many individuals will be involved in this process. Tones by Sanae will need a large team to distribute clothing pieces as well as seamstresses who will actually create the pieces hand-made.

Porter's Five Forces

Competitive Rivalry. Although the fashion industry is extremely successful it is also heavily cutthroat and competitive. Many original ideas that were developed by small brands are often stolen from other designers and brands who are a lot more established, popular, and well-known. Fast-fashion is the cause of this, the idea has become so normalized, there is actually an entire lane and market for pieces like this. Furthermore, the market of fast fashion is also exceedingly successful in the fashion industry, because it is immensely affordable to the average consumer who has a passion for trendy clothing but is on a budget. Ultimately, Tones by Sanae will combat this rivalry with other similar brands by remaining at affordable prices but also being trendy as well. Tones by Sanae will evolve a fashion shift into different lanes, not only will this line be trendy, but it will also push the boundaries of fashion, by setting new trends.

Threat of Substitution. The threat of substitution is low. Although there are many different brands who also sell jumpsuits and bodysuits with breathable fabrics made for an array of body types. Tones by Sanae is in an entirely different lane, because there aren't many clothing brands that also have a mission and cause that they are giving back to. Some of the most popular clothing lines only donate to charities when they are launching a specific collection or if they feel

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the social issue is relevant at the time (Smith-Stickland, 2019). For this exact reasoning is why Tones by Sanae needs to come to fruition, many fashion brands are adopting social issues in order to stay trendy and make it seem like to their audience that they are in tune with everything that is occurring in society. “These are the same designers and brands who claim to want to disrupt fashion traditions. Doing so requires a larger gesture than more interactive runway shows or settling on new social issues from season to season in hopes of resonating with one audience or another.” (Smith-Strickland, 2019), even though they may seem authentic in their actions, we truly may never know what the motive was behind successful designers using social issues in certain collections or runway shows. Furthermore what is clear is there is a lane open for brands who are launched with one specific social issue that they are advocating for, which is Tones by Sanae.

Threat Of New Entrants. The threat of new entrants in the fashion industry is very high, many people want in on this popular and wealthy market. Many people who are interested in launching a clothing brand are often discouraged or don’t want to stick with it because they aren’t able to find a stable target audience within the industry, or they aren’t seeing success and continuously have to go back to the drawing board (Bauck, 2016). When starting a clothing line, there will be many highs and lows, this is something not many entrepreneurs are ready to endure. However the main reason why the fashion industry is so hard to break into is because of the cost of expensive resources that is needed to create the pieces for a clothing line. Many designers struggle in maintaining the funds to keep their business afloat, and once when they have blown through their savings that is geared towards their fashion brand, they have nothing left to give unless they are actually making a substantial income from selling their clothing. Making it big in the fashion industry is hard for newcomers because of this specific reason, big name clothing

brands have a massive amount of financial resources. “98 percent of the new designers have some sort of support from their families, even if that means a parent had to remortgage a home to provide it,” (Sherman, 2014), but for designers who don’t have their families to rely on for financial support, they fall short.

Bargaining Power of Buyers. The good news about the fashion industry is that consumers have the choice to not just stick with shopping with the same clothing brand. Individuals who truly invest in stylish and trendy clothing are willing to shop anywhere, as long as the clothing is set at a price that isn’t too expensive and the pieces are in tune with the trends at the time. Hence why fast fashion is so popular, it displays clothing that is extremely popular but also half the price of what the original designer is selling it for. Although Tones by Sanae will not be a “fast fashion” brand, it also will not be a high-end designer clothing brand either. Tones by Sanae will be a business that caters to the average working individual, and the prices of the jumpsuits and bodysuits will reflect this. By using marketing strategies, this will help further the understanding of who the target audience of Tones by Sanae will be, and how exactly we can shape our business to cater more to the demographic that research shows us. That is why it is essential to use social media marketing when advertising our pieces, given that 79% of women are more likely to post about a brand that they enjoy or love wearing (Lundberg, 2018) .

Bargaining Power of Suppliers. The suppliers in this circumstance would be a clothing line with a purpose but also distributes stylish and breathable clothing. There are a variety of different brands that sell bodysuits and jumpsuits; however, there are even fewer brands that focus just on those two items, there are even fewer who have a social issue behind their brand as well. However, being in the fashion industry, the quality of the pieces matters as well as the style of the clothing. The bodysuits and jumpsuits will be a breathable thick fabric, but also fashion

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forward, although these are basic clothing pieces that will have a specific tone they will also have different styles and fabrics that will make them unique to the industry.

Service Description

Tones by Sanae will be a brand that is inclusive to all women, with a tool used on our sizing guide on the official website, customers will be able to put in their exact measurements (waist measurements, height, etc.) and they will be sent bodysuits and jumpsuits that fit them to their exact size in any color that they choose. Tones by Sanae will include in the packaging sent to the customer the slogan "Happy in the skin I'm in", this message will also be reinforced on our social media page and in our social media posts as well. Tones by Sanae will also represent dark-skinned models and women of every shape and size, that way no matter who decides to invest in our products, they will always find a model on the website that they identify with. Tones by Sanae takes a firm stance in battling colorism, and is also an advocate for the Black Lives Matter movement. Furthermore, 15% of the proceeds from Tones by Sanae will be donated to Black Live Matter organizations.

SWOT Analysis

Strengths. Some strengths for Tones by Sanae would include the reputation that will be created as well as the following and audience that we will obtain. This also intertwines with the marketing strategies that will be used in order to create a large and loyal following, while also generating appealing and creative posts to keep our audience engaged. By having ambassadors and influencers post pictures and promote our pieces on their social media platforms this will also increase the reach of who will see our clothing and who will invest in it. "Influencers are characterized by a large number of loyal and dedicated social media followers. They are perceived as experts in their niches and their recommendations are often highly regarded by their

followers,” (Grin, 2017) because these influencers are so heavily trusted by their followers they will be more likely to invest in the product or service that of the person they follow. When choosing social media influencers for our brand it will be women who are vocal on their platforms of injustices against African Americans and who support the cause of combating colorism and the movement towards abolishing the idea completely.

Weaknesses. Some weaknesses of Tones by Sanae would include trying to fit the price point to all of the resources that are needed in order to create the actual pieces. By making them accustomed to each customer’s unique body type, we will need seamstresses who will be able to create the bodysuits and jumpsuits by hand in order to accommodate for every shape and size, this can get pretty pricey since it isn’t as simple as creating a small, medium, and large size. Tones by Sanae doesn’t want to manufacture our pieces in a rural area in a third world country, because we don’t want to contribute to low salaries and horrible work environments for employees. “In a 2019 survey, more than 6 in 10 respondents said they preferred to buy products made in America. While the increased globalization of manufacturing makes truly American-made products ever-harder to find, some clothing brands have held out to keep their products part of the fabric of America” (Rindskopf, 2020). However, because everything will be made in the United States by seamstresses located in one area, this will be a lot more expensive because of the custom sizing and we won’t have as large of a team to create clothing pieces. Another weakness would be the amount of clothing lines for women that already exist, that are already distributing bodysuits and jumpsuits. Thousands of brands already exist that are successful in selling these types of pieces to women, so there is going to be a lot of competition in this area.

Opportunities. With COVID-19 being an impactful factor in the fashion industry it is also important to note that even though this industry isn’t doing the best at the moment it is

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predicted to come back within the next few years and do exceptionally well in the market. The pandemic has forced many clothing brands to operate fully digital, and retail stores and small boutiques have suffered because of this. “COVID-19 lockdowns also have led to an uptick in first-time e-commerce shoppers—14% of consumers in the US and 17% in China bought fashion online for the first time because of the pandemic”(Bianchi, Dupreelle, Krueger, Seara, Watten, and Willersdorf, 2020, these numbers are only climbing to the amount of consumers who are beginning to online shop rather than actual visit a retail location. This is heavily beneficial to Tones by Sanae who is already a completely online brand that has no retail stores and operates only online. With consumers also spending more time on social media because of the pandemic, social media marketing will also work in our favor as well, when advertising our clothing to consumers (Bianchi, Dupreelle, Krueger, Seara, Watten, and Willersdorf, 2020).

Threats. Perhaps some of the biggest threats to Tones by Sanae would be other similar brands that already sell bodysuits and jumpsuits made with expensive fabrics. There are many other brands that only use muted colors and sell simplistic jumpsuits and bodysuits, this market is very competitive and there will be a lot of rivalry with other brands that Tones by Sanae will have to win over. With also having an original idea of making custom made clothing to any body type might be stolen from another established brand.

Significance

By embarking on this journey of launching Tones by Sanae it will show people that a brand with a mission and cause can work in the fashion industry. Tones by Sanae has a purpose behind it, by combating colorism and also advocating for darker shades of any woman, pushing the message that every woman is desirable no matter their shape or shade. This is a message that needs to be given a platform because women and men all around the world struggle with feeling

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like they aren't desirable to society because they are not of a lighter shade like what is advertised to them. That is why darker skinned models will be given a platform with Tones by Sanae, as well as women of every shape and size. By showcasing these women on our platforms people will begin to understand how absurd colorism truly is and why it needs to be abolished completely.

Summary and Approach

The fashion industry is a very competitive and cutthroat market; however, with the recent pandemic affecting the world significantly it has been forced to make some major changes. E-commerce clothing lines have been thriving since the pandemic, more and more people are beginning to shop online as opposed to pop-up shops and malls. Tones by Sanae fits into this category because it operates completely online, as well as through social media, followers are able to easily shop through the Instagram app. With shops moving to social media and being entirely digital Tones by Sanae will be able to thrive in this market not only for the social media marketing but as well as the message behind the clothing brand. Having a clothing brand is all about differentiating one's brand from competitors, with Tones by Sanae having been a social entrepreneurial venture we are able to not only bring trendy clothes to the world but also fight a social issue at the same time.

Nonetheless, Tones by Sanae is a in the fight against colorism but the clothing speaks for itself, the style will be high-end, trendy, and fashion forward as well. They will be custom made to every woman's body type with their exact measurements included, leaving no woman feeling left out or not included. The shades of the bodysuits and jumpsuits represent all the beautiful shades that exist, celebrating them, and showing that everyone is beautiful, no matter what shade and size they are.

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