Private Label Collection

Mathias Jensen

Target Market

The target market for the private label collection are women between the age of 25 to 35. They make between 80 000\$ and 300 000\$ and have the desire to wear and buy clothing that are unique, yet keep them looking stylish year-round. They mostly live in Montreal or in a suburb close to Montreal, they typically live in an house or newly built condo. They work a typical 9 to 5 job and want to feel comfortable and looking good no matter what day of the year it is. They love unique fashion items, fashion inspired by the 70s and high end clothing. They tend to buy as much online as they do in stores, they love to get exclusive or limited pieces that not everyone else has in their closet. When it comes to fashion, they tend to buy items that are look very high end, and modern, yet trendy for the time being.

Capsule Collection



The Slip Dress

Style #6100

Fabric Content: 100% polyester

Cost Price: 22.00\$

Suggested Wholesale Price: 49.99\$

Suggested Retail Price: 169.99\$



The Cloud Tee

Style #7100 - (STYLE A)

Fabric Content: 100% cotton

Cost Price: 31.00\$

Suggested Wholesale Price: 69.99\$

Suggested Retail Price: 189.99\$

Capsule Collection



The Slip Blouse

Style #8100

Fabric Content: 100% polyester

Cost Price: 24.00\$

Suggested Wholesale Price: 54.99\$

Suggested Retail Price: 174.99\$



Look at Me Blazer

Style #9100

Fabric Content:

100% polyester

Lining: 100% cupro

Cost Price: 36.00\$

Suggested Wholesale Price: 64.99\$

Suggested Retail Price: 184.99\$

Capsule Collection



Look at Me Trousers

Style #10100

Fabric Content:

100% polyester, 68% polyester

29% viscose, 3% elastane

Lining: 100% cupro

Cost Price: 42.00\$

Suggested Wholesale Price: 64.99\$

Suggested Retail Price: 284.99\$

Cost Sheet

	co	ST SHEET	
Retailer: Unknown			
Season: Spring Summer			
Date: 2022			
Style Number: 7100 (STYI	FΔ)		
Pattern Number: #5598			
- attern ramper noose			1
	Quantity	Price	Total
Materials			
Fabric: 100% Cotton	2 meters	7.00\$ per meter	14\$
Shipping			
Hangers John Batts LS123	1	25.00\$ 500 hangers = 0.05\$ per hanger	0.05\$
Poly Bags John Batts PB476	1	15.00\$ per roll 1500 bags/roll = 0.01\$ per bag	0.01\$
Label Accent Label Private Brand Label Care Instruction Label	1	50\$ 1000 labels = 0.05\$ per label	0.05\$
Labour - Offshore		Sewing Cost	12.00\$
pression.ord contratasts (SCI)		Transportation	0.50\$
Duty paid (Made in China)		Subtotal TOTAL + duties (18%)	26.61\$ 31.39\$

Comparison Price Chart

Preliminary Research				Private Label New Collection						
Product Description	Retailer	Size Breakdown	Retail Selling Price	Style Number	Product Description	Cost Price Overseas	Wholesale Markup in % and \$	Suggester M/U% & Retail Price		
Colourful Wave Buttoned Cami	Simons	S-M-L	\$280	#7100	The Cloud Tee	\$31.00	\$69.99	\$189.99		
Purple Satin Slip Dress	SSENSE	34-36-38-40-42	\$460	#6100	The Slip Dress	\$22.00	\$29.70 (35%)	\$118.80 (300%)		
Red Echo Blouse	SSENSE	3-4-5	\$375	#8100	The Slip Blouse	\$24.00	\$32.40 (35%)	\$129.60 (300%)		
Grey Charly Blazer	SSENSE	34-36-38-40-42	\$720	#9100	Look at Me Blazer	\$36.00	\$48.60 (35%)	\$194.40 (300%)		
Brown Cleo Trousers	SSENSE	24-26-28-30-32	\$670	#10100	Look at Me Trousers	\$42.00	\$56.70 (35%)	226.80\$ (300%)		

Line Plan

Category	Category It	em	Assortment	SKUs		
Dresses	The Slip Dress	Style 6100	1 style, 5 sizes, 2 colors	10		
	The Cloud Dress	Style 6200	1 style, 5 sizes, 3 colors	15		
	The Perfect Dress	Style 6300	1 style, 5 sizes, 3 colors	15		
	Look at Me Dress	Style 6400	1 style, 5 sizes, 3 colors	15		
T-Shirts	The Cloud Tee	Style 7100	1 style, 5 sizes, 2 colors	10		
	The Slip Tee	Style 7200	1 style, 5 sizes, 3 colors	15		
	The Perfect Tee	Style 7300	1 style, 5 sizes, 3 colors	15		
	Let it Be Tee	Style 7400	1 style, 5 sizes, 1 colors	5		
Blouses	The Cloud Blouse	Style 8100	1 style, 5 sizes, 2 colors	10		
	The Slip Blouse	Style 8200	1 style, 5 sizes, 1 color	5		
	The Perfect Blouse	Style 8300	1 style, 5 sizes, 3 colors	15		
	Look at Me Blouse	Style 8400	1 style, 5 sizes, 3 colors	15		
Trousers	Look at Me Trousers	Style 9100	1 style, 5 sizes, 2 colors	10		
	Dance with me Trousers	Style 9200	1 style, 5 sizes, 3 colors	15		
	The Perfect Trousers	Style 9300	1 style, 5 sizes, 3 colors	15		
Blazers	Look at Me Blazer	Style 10100	1 style, 5 sizes, 2 colors	10		
	The Perfect Blazer	Style 10200	1 style, 5 sizes, 3 colors	15		
	Let it Be Blazer	Style 10300	1 style, 5 sizes, 2 colors	10		
Total SKUs				215		

Assortment Plan

Style: 7000								
Budget \$	\$160,000.00	Unit Price	\$69.00			# UNITS	2318	
Style # Description	Size		XS	S	M	L	TOTAL	
	Colors	%	10%	40%	40%	10%	100%	
7100	The Cloud Tee							
		White	60%	139	556	556	139	1390
		Black	40%	93	371	371	93	928
		TOTAL UNITS						2318

Purchase Order

	Vendor		SHIPPING INSTRUCTIONS	PURCHASE ORDER 18259				
	The Best Textiles Co.		FOB by Air	10239				
SHIPTO				TERMS & CONDITIONS				
Distribution Center				 Return to vendor due to vendor's cause will 				
1234 Beautiful Avenue	11			result in vendor being charged.				
Westmount, QC			PAYMENT TERMS	2. Vendor accepts responsibility for return				
A5W 15E		95 221		freight charges of defective mechandise.				
	8	BROKER	2/10 net 30	3. Styes shipped after then cancel date will be				
INVOICE TO		Suzanne Broker		subject to a minimum 20% discount.				
Serena Van Der Woodsen	· ·							
Montreal, Quebec	15		i i					
G1P 4G4	ORDER DATE	CANCEL DATE	DELIVERY	-				
1-877-666-1840 ext. 1498	January, 2 2022	February, 16 2022	June 4 - 14 2022					

STYLE	DESCRIPTION	CLASS/STYLE	COLOUR	QTY	xs	S	м	L	Total	COST
	2 4				10%	40%	40%	10%	100%	
7100	The Cloud Tee	T-Shirts	White	60%	139	556	556	139	1390	\$69
			Black	40%	93	371	371	93	928	
	Packaging Instructions:									
	Private Label - labels & hand tags	X .	100				ê 20			
	Price Tickets t/b sent by Simons		300							
	Individually wrapped & packed flat by size									
	Boxes clearly marked with contents	**							Subtotal	\$160,000
	Packing & folding info sent separately		8 8						Sales Tax	
	NO STAPLES IN BOXES								Total	\$160,000
	Boxes lined to prevent moisture				1					10. 78
	0 = 1/									

Quality Control Checklist

DATE: June 4, 2022 Style # 7100



	REJECTED	ACCI	EPTED	
	•	X	Specifications (measurements are within acceptable standards.)	
		X	Fabric, quality, weight, pilling, damaged	
		X	Fabric - shrinkage test	
VRONG COLOR	×	٥	Topstitching (correct placement/colors,etc)	
		X	Stitching - correct seam tension	
		X	Colors (match lab dip approvals)	
WRONG SIZE	×	٥	Hangers, flat back, packaging materials	
		X	Main Label	
		X	Care Label	
		Х	Hang Tag	
	٥	X	UPC Code / pricing label	