

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

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

Comparison Price Chart

<u>Preliminary Research</u>				<u>Private Label New Collection</u>				
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 Item		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	

Quality Control Checklist

DATE: June 4, 2022

Style # 7100



	REJECTED	ACCEPTED
	<input type="checkbox"/>	<input checked="" type="checkbox"/> Specifications (measurements are within acceptable standards.)
	<input type="checkbox"/>	<input checked="" type="checkbox"/> Fabric, quality, weight, pilling, damaged
	<input type="checkbox"/>	<input checked="" type="checkbox"/> Fabric - shrinkage test
WRONG COLOR	<input checked="" type="checkbox"/>	<input type="checkbox"/> Topstitching (correct placement/colors,etc)
	<input type="checkbox"/>	<input checked="" type="checkbox"/> Stitching - correct seam tension
	<input type="checkbox"/>	<input checked="" type="checkbox"/> Colors (match lab dip approvals)
WRONG SIZE	<input checked="" type="checkbox"/>	<input type="checkbox"/> Hangers, flat back, packaging materials
	<input type="checkbox"/>	<input checked="" type="checkbox"/> Main Label
	<input type="checkbox"/>	<input checked="" type="checkbox"/> Care Label
	<input type="checkbox"/>	<input checked="" type="checkbox"/> Hang Tag
	<input type="checkbox"/>	<input checked="" type="checkbox"/> UPC Code / pricing label