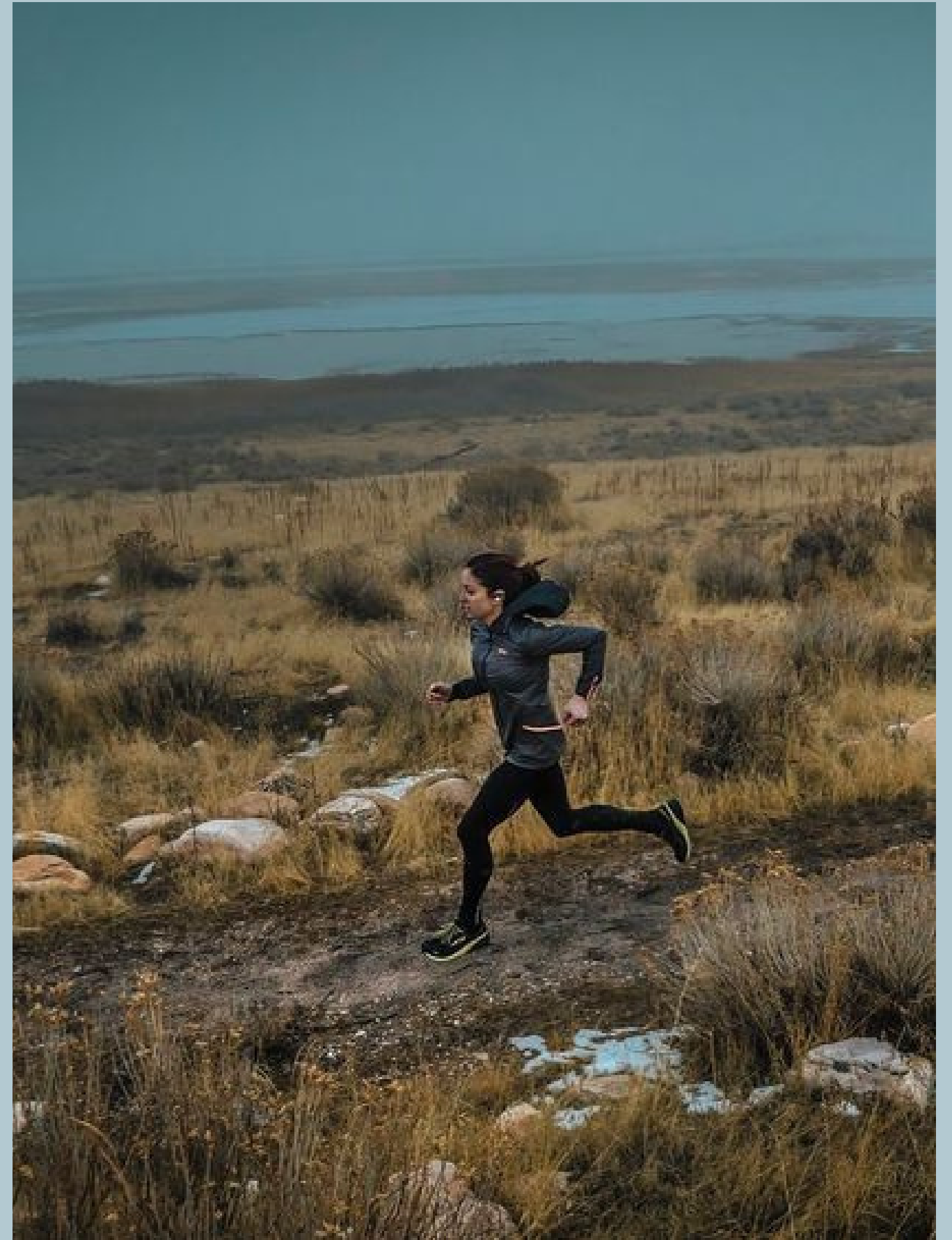


OUTRE

For go-getters willing to put a great deal of energy into life, over-achievers who have the desire to stay active all year round and outdoor enthusiasts ready to face any climate, Outre provides innovative technology to maximize comfort while allowing seamless movements when doing the things you love because we understand the importance of feeling at ease wherever and whenever it may be.



JADE LANDRY & REBECCA CONNORS

REVISED CUSTOMER PERSONA



Sarah-Jane

Full time student

"I need some comfortable outerwear to help me stay active outdoors during the colder seasons."

DAY IN THE LIFE OF SARAH-JANE

- She wakes up and has her morning coffee.
- She then walks to campus and attends her first morning class.
- Grabs coffee with her friends and works on some assignments.
- Attends her afternoon classes.
- Walks back home and makes herself supper.
- Goes for a walk with friends.
- Bedtime.

BACKGROUND

- 21 years old
- Single
- Lives in Montreal, Quebec
- Full time student
- Has a part time job at a coffee shop.

FINANCES

- Income of \$10,000
- Money conscious
- Mostly spends her money on food and clothing.

ONLINE BEHAVIOURS

- Active on Twitter, Instagram, and TikTok.
- Often shops online but will also spend some days shopping with friends.

WHAT SHE IS LOOKING FOR

- Good quality outerwear.
- A jacket that is suitable for both cold and warmer climates.
- A jacket that she can wear all year, especially during transition between seasons.
- Comfortable and non-restrictive outerwear.

WHAT INFLUENCES HER

- Influencers
- Friends and family.

BRAND AFFINITIES

- Lululemon
- Nike
- Patagonia
- Aritzia

HOPES & DREAMS

- Plans on graduating with a degree in psychology.
- Not have to worry about finances.
- Stay healthy and active.
- Wants to travel as much as possible.

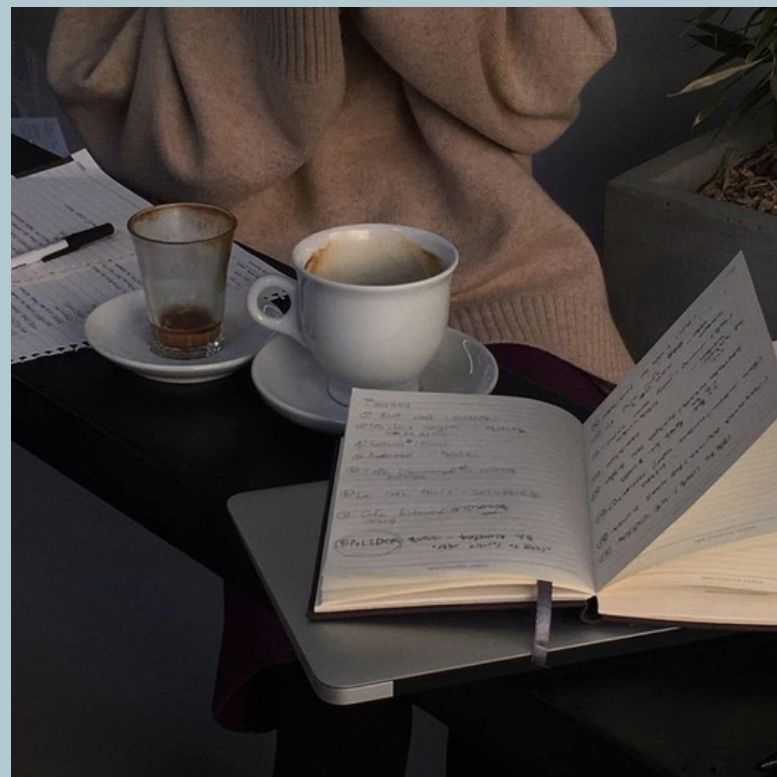
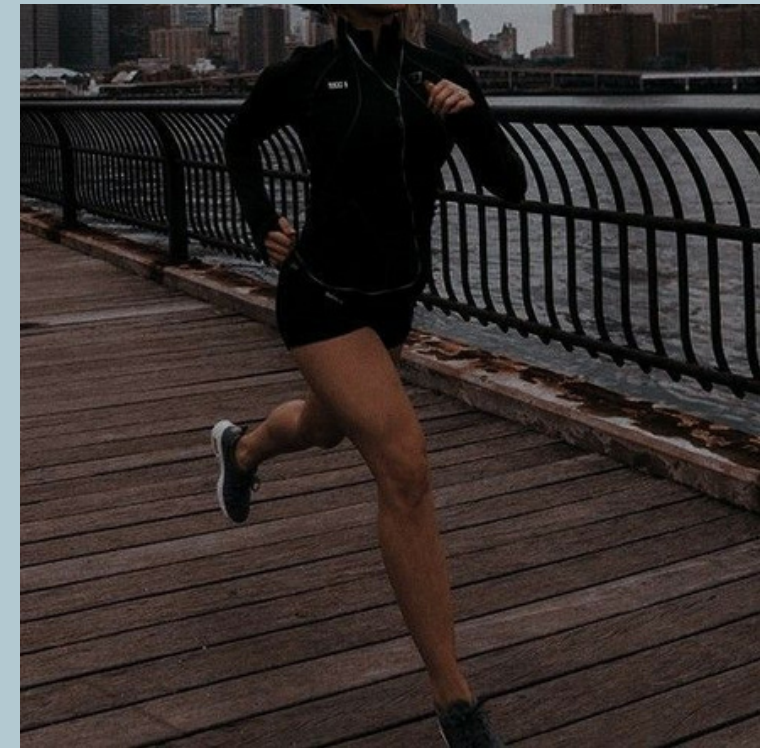
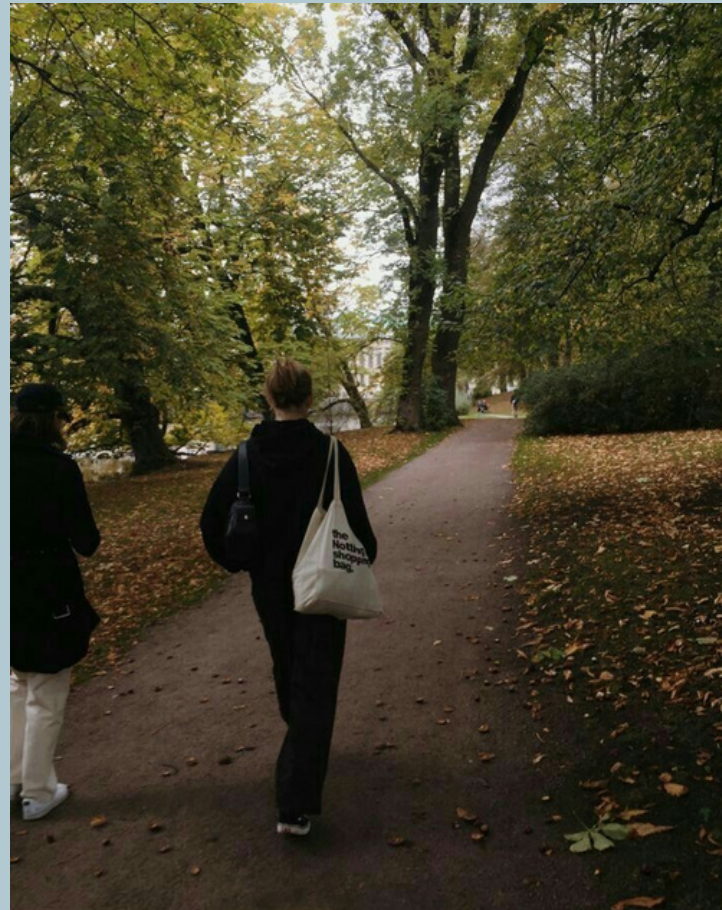
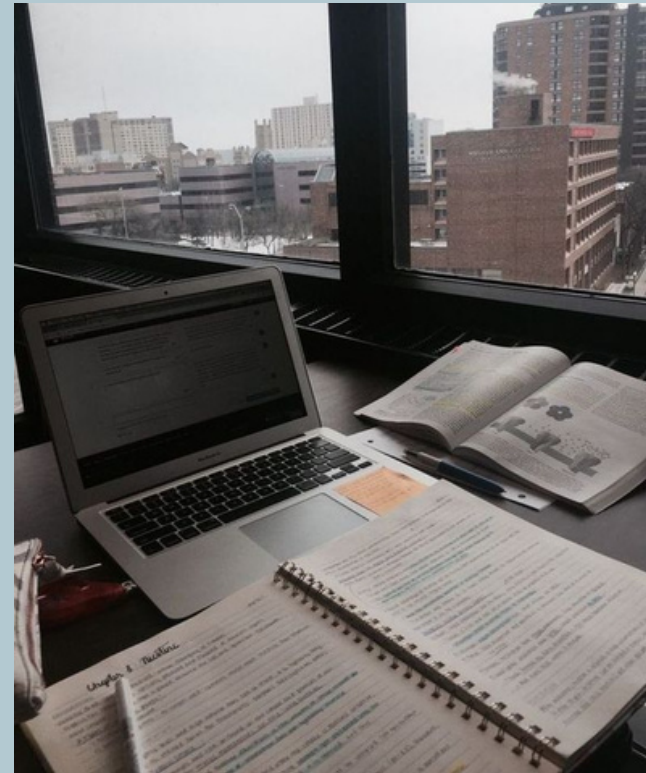
WORRIES & FEARS

- Not spending enough time with her family and friends.
- Fail her classes.
- Working a 9-5 job.

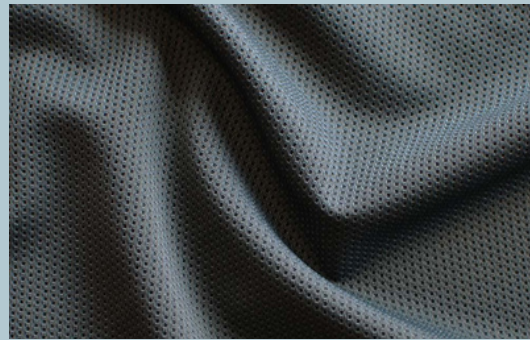
MAKE HER LIFE EASIER

- Provide an assortment of products designed for her lifestyle.
- Design quality products that will last years.
- An online store so she can shop from anywhere any time.
- Enough information available on our site so she can find exactly what she is looking for without talking to a professional creating a seamless, quick, and easy shopping experience.

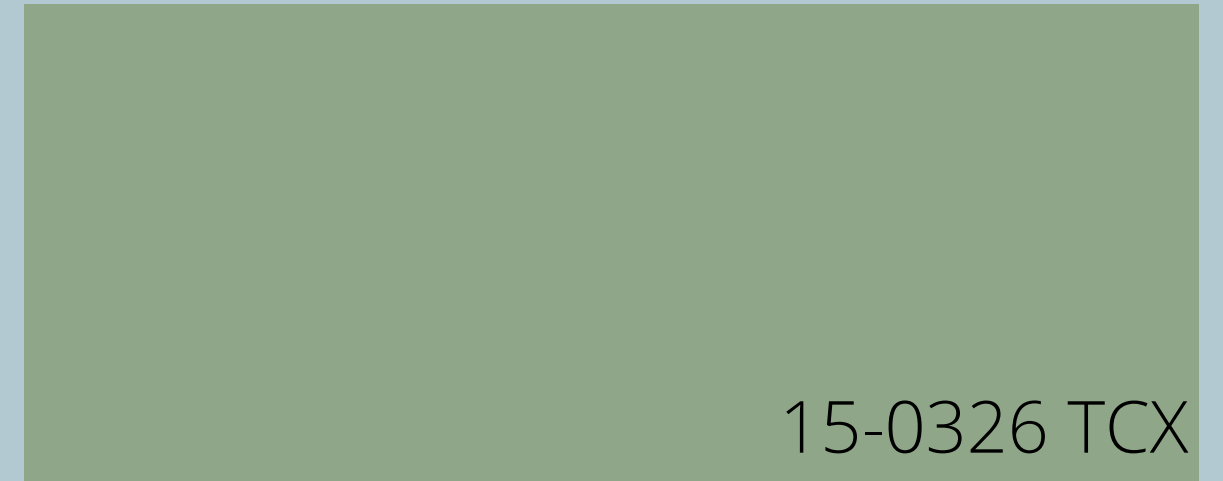
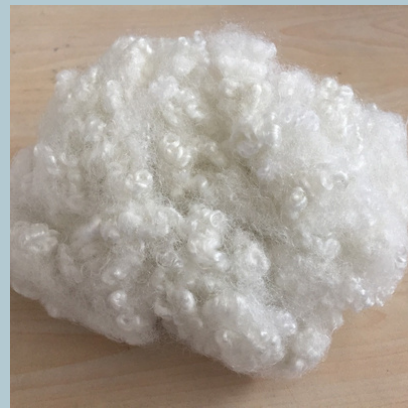
REVISED TARGET MARKET BOARD



REVISED PRODUCT MOOD BOARD



18-4033 TCX



15-0326 TCX



19-4007 TCX

REVISED VALUE PROPOSITION CANVAS

VALUE MAP

Product & Service

- Lightweight jacket designed for running in all climates.
- Designed to maximize comfort and movement.

Gain Creators

- Water-resistant
- Windproof
- Lightweight warmth
- Women's jacket is slim fit to flatter silhouette

Pain Relievers

- Assured comfort at all times during outdoor activities (training, running, hiking, etc.)
- Eliminates the constant worry of unpredictable climates.

CUSTOMER PROFILE

Jobs-To-Be-Done

- Feeling of comfort and unrestrained movements while performing high-intensity outdoor activities.
- Fulfill the feeling of ease regardless the outdoor climates.

Gains

- Lightweight warmth
- Durable/ quality

Pains

- Feelings of discomfort
- Bulky and heavy jackets
- The stress of their productivity and career depending on the climate throughout the year.

REVISED COMPETITORS & DIFFERENTIATION

OUTRE	North Face	Columbia
Warm but lightweight	Uses Thermoball for heat (insulation)	Warm but lightweight
Multiseasonal	Only suitable for one season	Only suitable for one season
Stylish (trendy colours, slim fitting, includes removable hood)	No hood (required for head warmth)	Straight cut, not very stylish



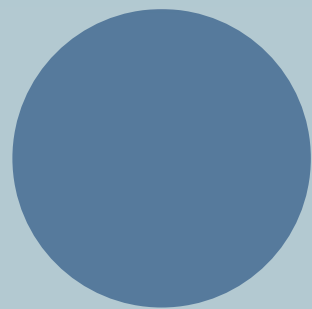
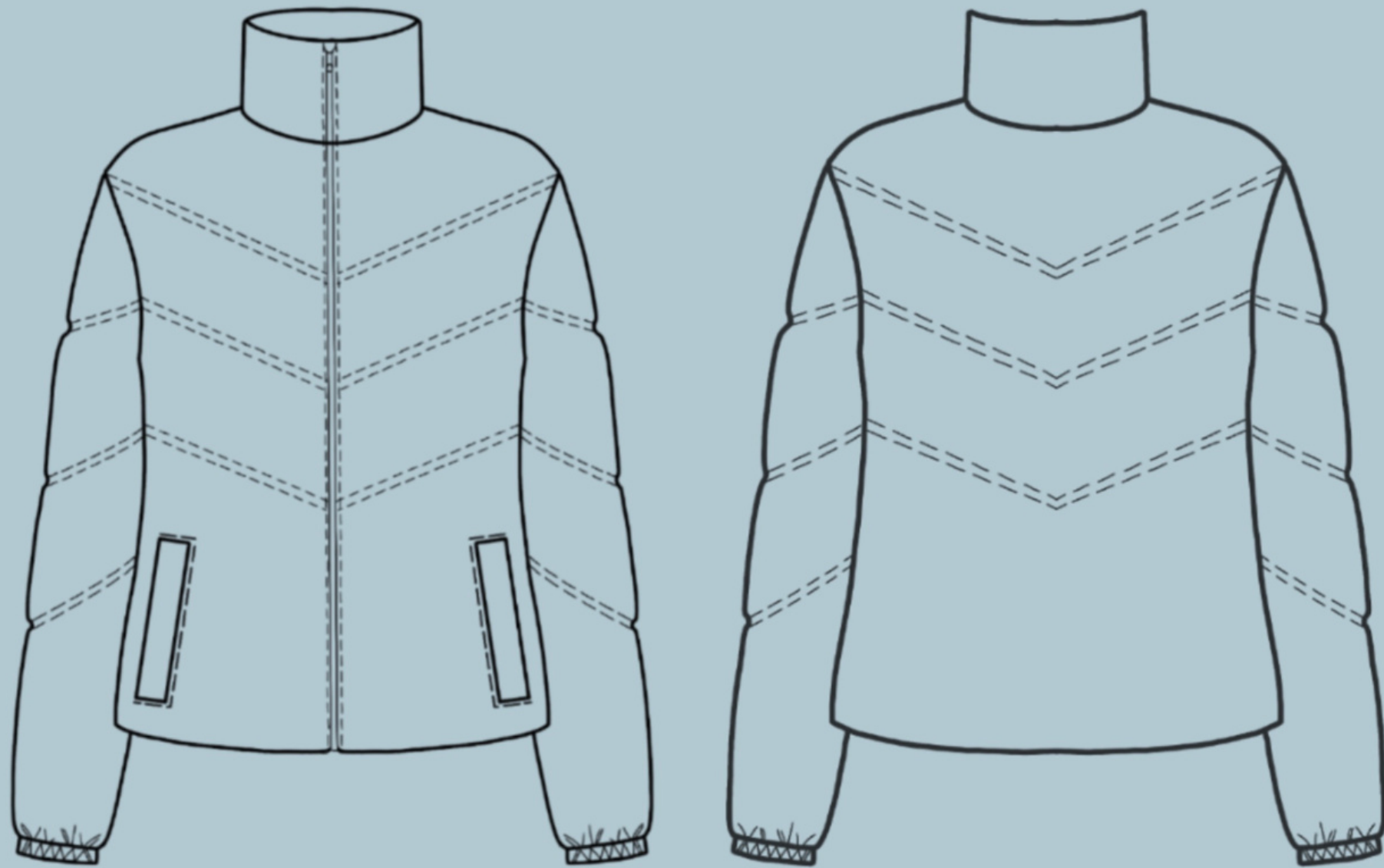
PRODUCT LINE CATALOGUE

PHONE: 514-233-0987

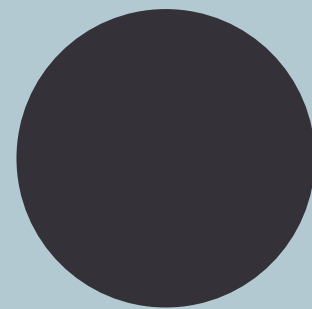
EMAIL: REBECCACJADESL@OURE.COM

FALL/ WINTER '23
DELIVERY DATE: MAY 1ST 2023

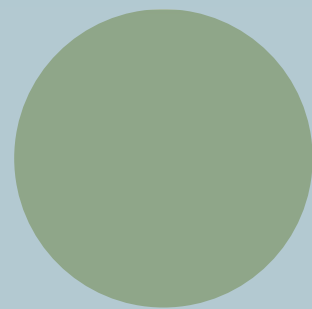
PRODUCT LINE CATALOGUE



18-4033 TCX



19-4007 TCX



15-0326 TCX

STYLE NAME

Peek Jacket (101)

PRODUCT DESCRIPTION

A water-resistant, windproof, lightweight jacket for every occasion. This jacket is perfect for layering during the cooler-weather and can easily be transported and packed down when needed. The Peek jacket features multifunctional pockets.

SIZE RANGE

XS S M L XL XXL

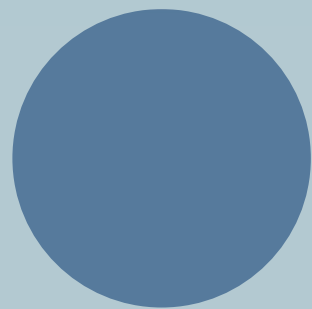
RAW MATERIALS

Goose down filling

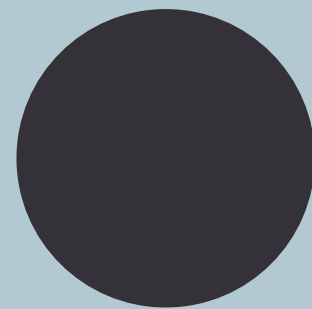
Shell: 97% polyester 3% elastane

Lining: 100% nylon

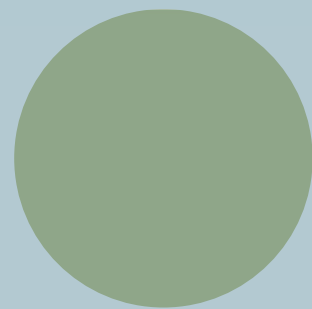
PRODUCT LINE CATALOGUE



18-4033 TCX



19-4007 TCX



15-0326 TCX

STYLE NAME

Alfresco Jacket (102)

PRODUCT DESCRIPTION

A water-resistant and windproof jacket for all weather conditions by retaining body heat. The Alfresco jacket features multifunctional pockets and a hood.

SIZE RANGE

XS S M L XL XXL

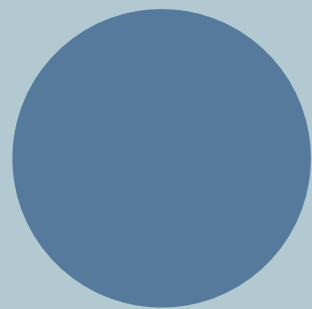
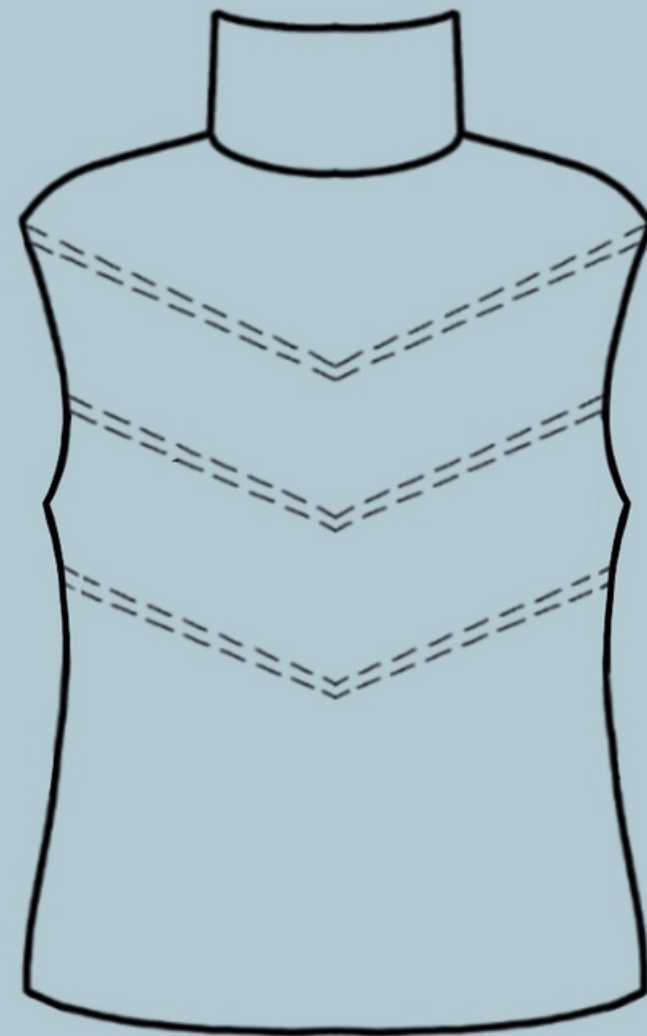
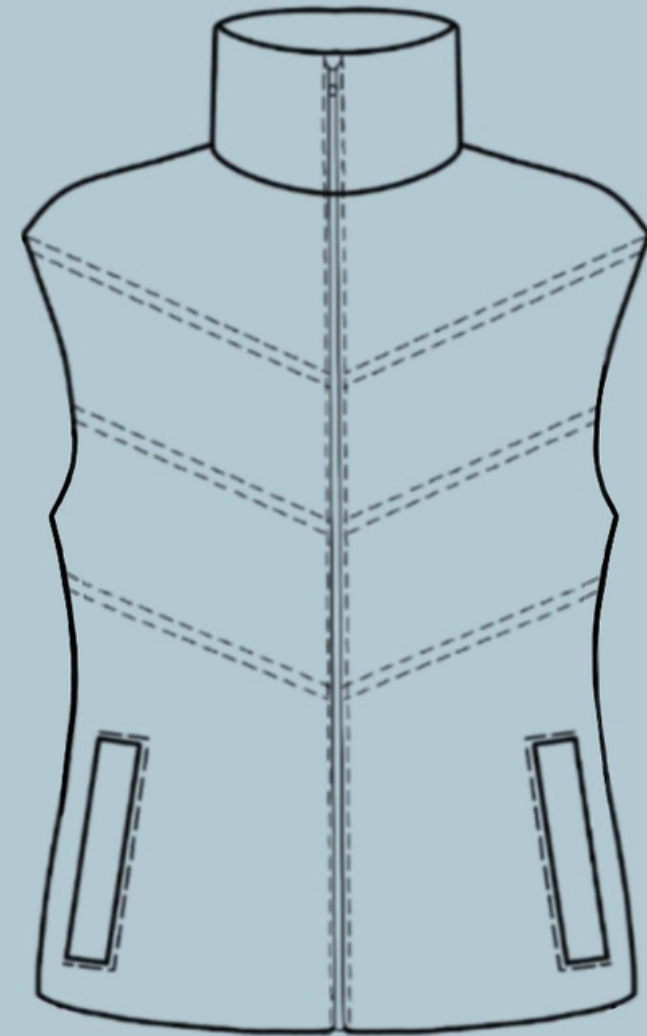
RAW MATERIALS

Goose down filling

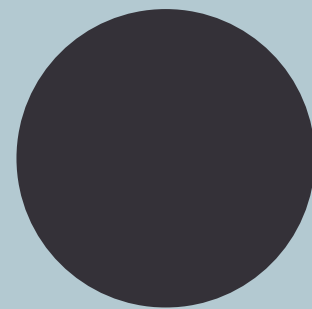
Shell: 97% polyester 3% elastane

Lining: 100% nylon

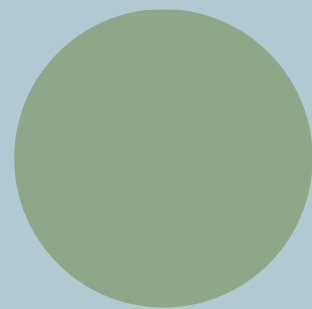
PRODUCT LINE CATALOGUE



18-4033 TCX



19-4007 TCX



15-0326 TCX

STYLE NAME

Colette Jacket (103)

PRODUCT DESCRIPTION

A water-resistant, windproof, lightweight jacket that retains body heat and provides the perfect warmth for the transitioning seasons. This jacket is perfect for layering during the cooler-weather and can easily be transported and packed down when needed. The Colette jacket features multifunctional pockets.

SIZE RANGE

XS S M L XL XXL

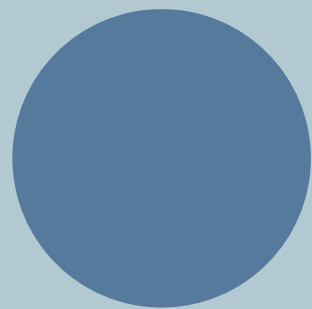
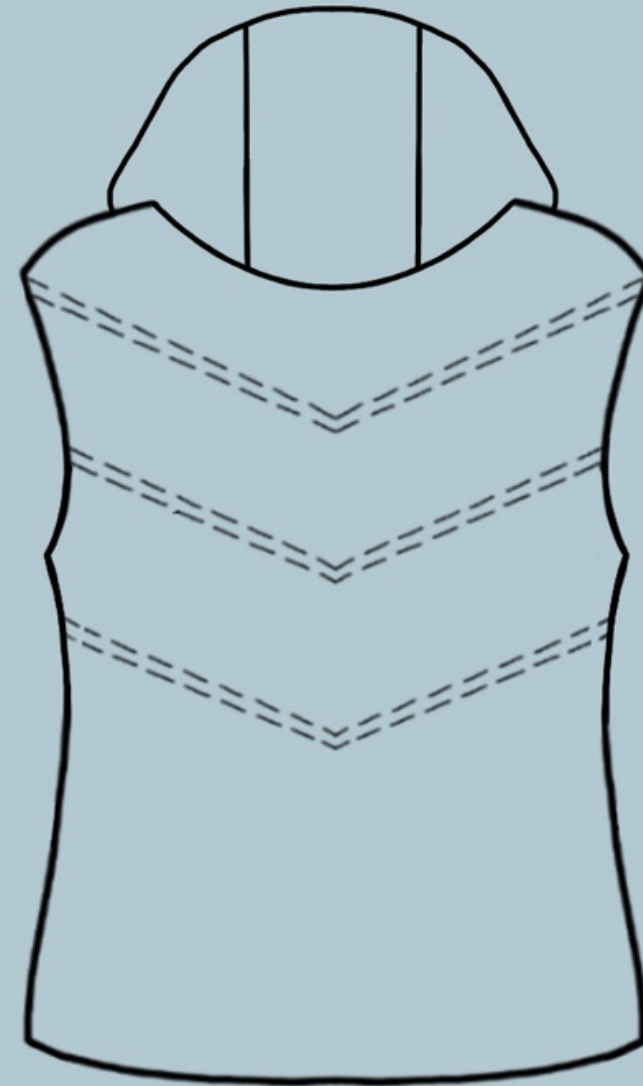
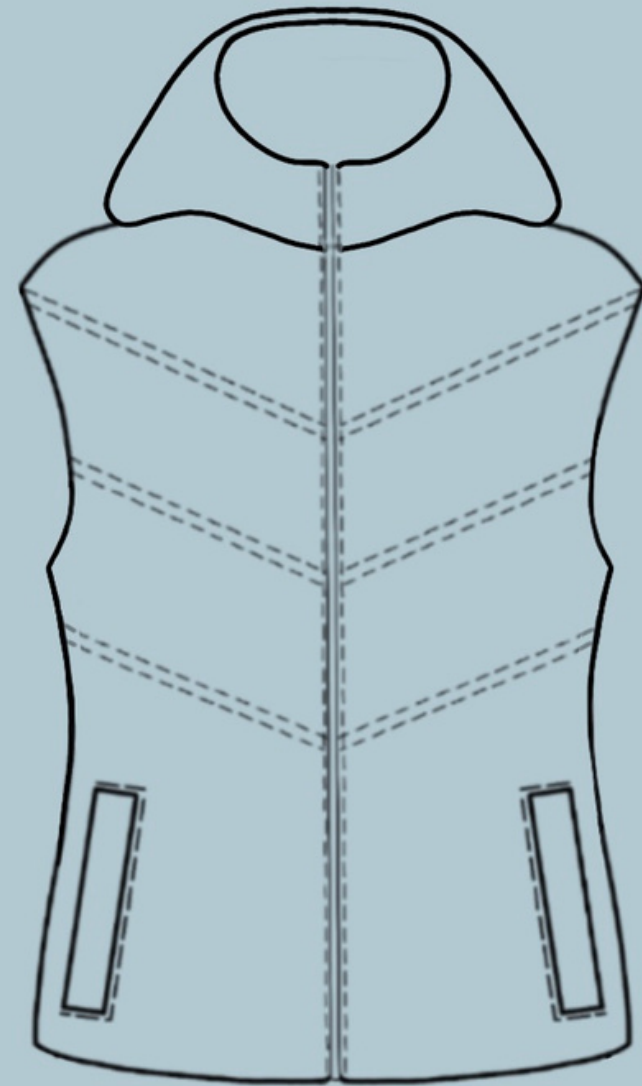
RAW MATERIALS

Goose down filling

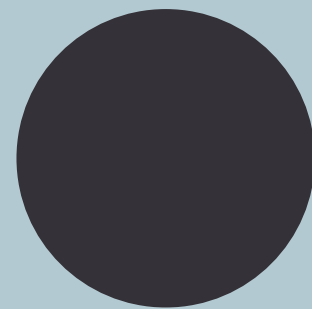
Shell: 97% polyester 3% elastane

Lining: 100% nylon

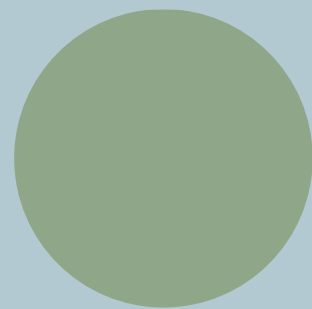
PRODUCT LINE CATALOGUE



18-4033 TCX



19-4007 TCX



15-0326 TCX

STYLE NAME

Théa Jacket (104)

PRODUCT DESCRIPTION

A water-resistant, windproof, lightweight jacket that retains body heat and provides the perfect warmth for the transitioning seasons. The Théa jacket features multifunctional pockets and a hood.

SIZE RANGE

XS S M L XL XXL

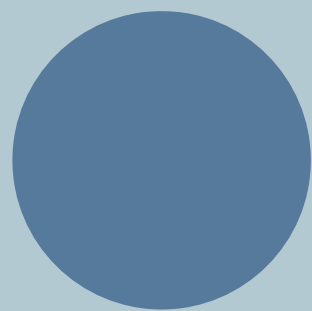
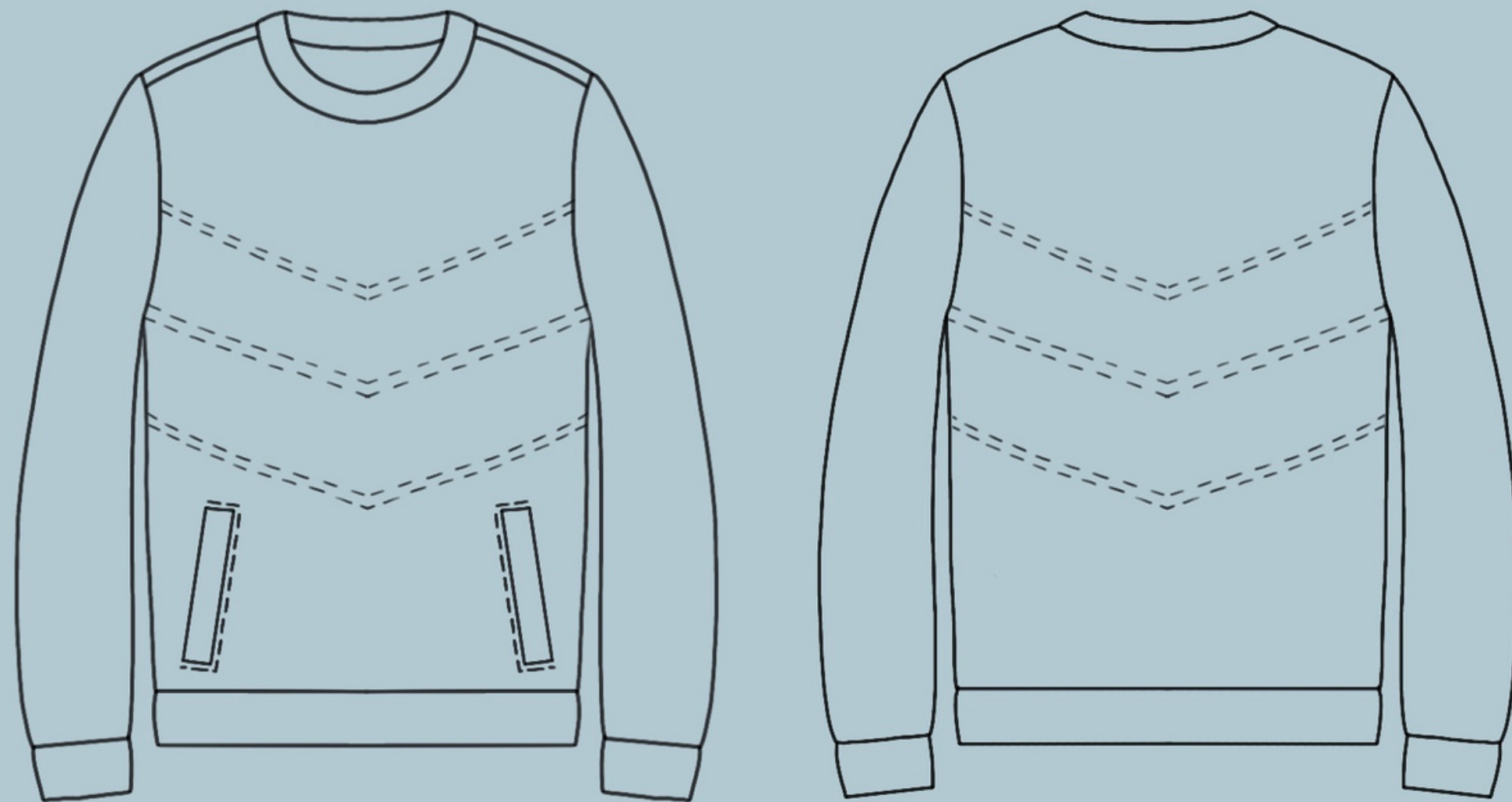
RAW MATERIALS

Goose down filling

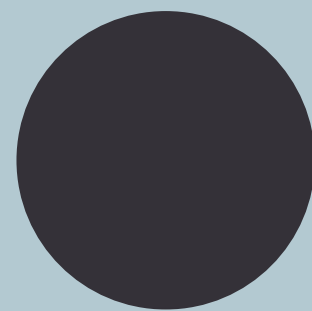
Shell: 97% polyester 3% elastane

Lining: 100% nylon

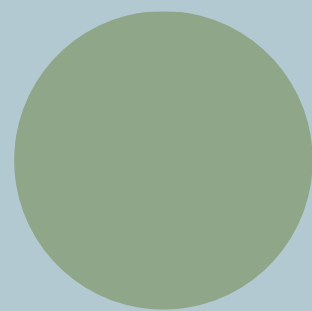
PRODUCT LINE CATALOGUE



18-4033 TCX



19-4007 TCX



15-0326 TCX

STYLE NAME

Aldous Jacket (105)

PRODUCT DESCRIPTION

The Aldous jacket is the perfect crew neck for the transitioning seasons. It is filled with down blend to keep the body warm while keeping a lightweight feel. The Aldous jacket features front pockets.

SIZE RANGE

XS S M L XL XXL

RAW MATERIALS

Goose down filling

Shell: 97% polyester 3% elastane

Lining: 100% nylon

SUPPLIERS

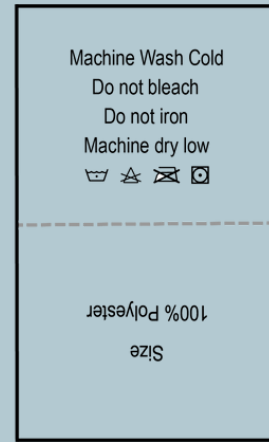
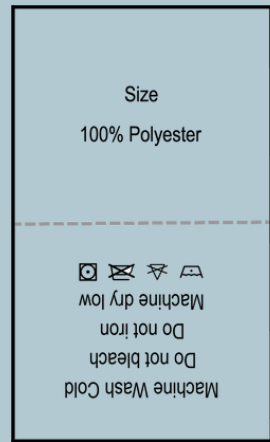
Supplier Name	Supplier's Contact Information	Supplier's Role in the Production Development Process
Zhejiang Jimtex Industries Co., Ltd.	mob/whatsapp: +86 15257581511 E-mail: ali1@jimtexport.com	Manufacturer \$40.59 (200-499 pieces)
Jiaxing Supertech Apparel Co., Ltd.	mob/whatsapp: +86 0573-82227879 E-mail: frank@isportswear.net	Manufacturer \$14.89 (min 50 pieces)

TECH PACK (GARMENT DETAILS)

CLOTHING MANUFACTURERS ASIA		ETHICAL FACILITIES		QUALITY CLOTHING		ONE-STOP SERVICE	
BRAND NAME	CLIENT NAME	CLIENT PHONE	CLIENT EMAIL	COMPLETION DATE	ORDER QUANTITY		
OUTRE	Rebecca Connors & Jade Landry-Svetec	514-233-0987	rebeccajadels@outr.com	August 1st, 2022	400		
DETAILS OR NAMES OF FABRICS				BACK & FRONT OF THIS GARMENT - PHOTOS OR SKETCHES			
<p>Goose down filling 97% polyester, 3% Elastane, 100% Nylon</p>							
FABRIC COLOURS / PANTONE CODES							
<p>Pantone Colours: 15-0326 TCX - Tarragon 18-4033 TCX - Blue Jasper 19-4007 TCX - Anthracite</p>							

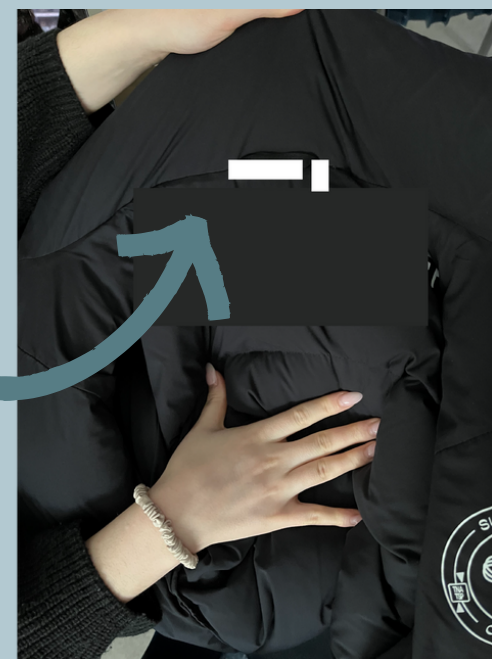
TECH PACK (LABELS & TAGS)

CLOTHING MANUFACTURERS ASIA			ETHICAL FACILITIES QUALITY CLOTHING ONE-STOP SERVICE		
CUSTOM CARE LABELS		CUSTOM WOVEN LABELS		CUSTOM HANG TAGS	
<p>IN THESE BOXES YOU MUST PROVIDE A DESCRIPTION OR NOTES ABOUT THE LABEL/TAG</p> <p>Machine wash cold Do not bleach Do not iron Machine dry low</p>		<p>OUTRE size</p>		<p>OUTRE Size Barcode</p>	
5cm x 2.5cm		5cmx1cm & 1cmx0.5cm (respectively)		10cmx5cm & 8cmx3cm (respectively)	



CUTRE

S



CUTRE



TECH PACK (SEAM MEASUREMENTS)

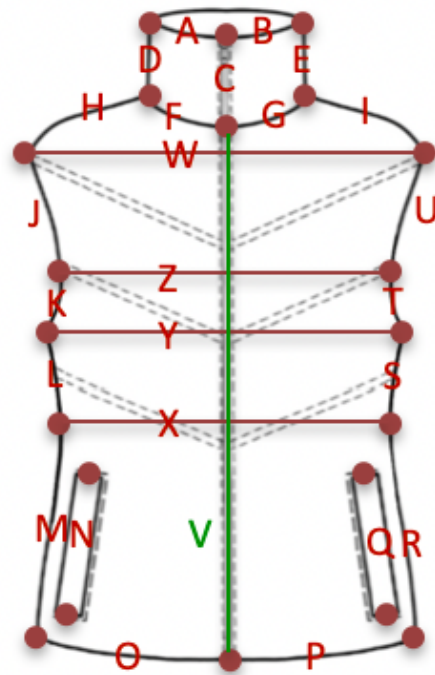
CLOTHING MANUFACTURERS ASIA

ETHICAL FACILITIES

QUALITY CLOTHING

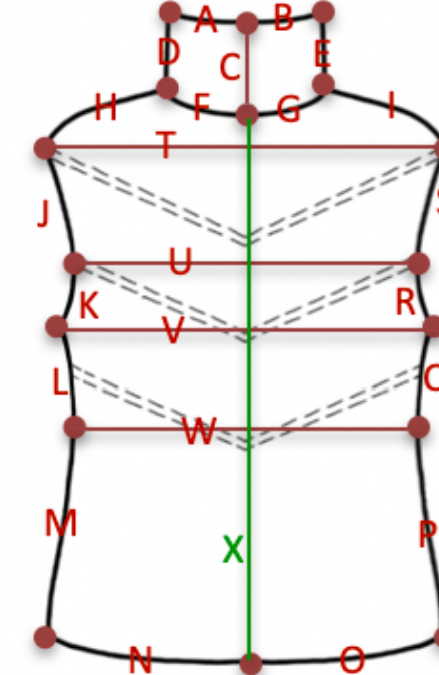
ONE-STOP SERVICE

FRONT OF GARMENT/PRODUCT - IN CENTIMETERS



A	10	H	19	O	29	V	73
B	10	I	19	P	29	W	57
C	9	J	15	Q	20	X	55
D	7	K	5	R	35	Y	57
E	7	L	13	S	13	Z	53
F	10	M	35	T	5		
G	10	N	20	U	15		

BACK OF GARMENT/PRODUCT & INSIDE OF PRODUCT + SIDE (ex: BAGS) - IN CMS.



A	14	H	19	O	34	V	57
B	14	I	19	P	35	W	55
C	13	J	15	Q	13	X	78
D	11	K	5	R	5	Y	
E	11	L	13	S	15	Z	
F	14	M	35	T	57		
G	14	N	34	U	53		

TECH PACK(SIZE GRADING)

CLOTHING MANUFACTURERS ASIA		ETHICAL FACILITIES		QUALITY CLOTHING		ONE-STOP SERVICE							
		HIGHLIGHT THE COLUMN THAT IS GOING TO BE THE SAMPLE SIZE - ENTER IN CENTIMETERS											
MEASUREMENT NAME OR DESCRIPTION		X-SMALL		SMALL		MEDIUM /AS		LARGE		X-LARGE		XX-LARGE	
A	COLLAR WIDTH L	-	-	-	-	10	-	-	-	-	-	-	-
B	COLLAR WIDTH R	-	-	-	-	10	-	-	-	-	-	-	-
C	COLLAR HEIGHT (INNER)	-	-	-	-	9	-	-	-	-	-	-	-
D	COLLAR HEIGHT L (OUTER)	-	-	-	-	7	-	-	-	-	-	-	-
E	COLLAR HEIGHT R (OUTER)	-	-	-	-	7	-	-	-	-	-	-	-
F	NECK WIDTH L	-	-	-	-	10	-	-	-	-	-	-	-
G	NECK WIDTH R	-	-	-	-	10	-	-	-	-	-	-	-
H	SHOULDER WIDTH L	-	-	-	-	19	-	-	-	-	-	-	-
I	SHOULDER WIDTH R	-	-	-	-	19	-	-	-	-	-	-	-
J	SHOULDER TO MID PIT L	-	-	-	-	15	-	-	-	-	-	-	-
K	MID PIT TO BOTTOM PIT L	-	-	-	-	5	-	-	-	-	-	-	-
L	BOTTOM PIT TO WAIST L	-	-	-	-	13	-	-	-	-	-	-	-
M	WAIST TO BOTTOM L	-	-	-	-	35	-	-	-	-	-	-	-
N	POCKET HEIGHT L	-	-	-	-	20	-	-	-	-	-	-	-
O	BOTTOM WIDTH L	-	-	-	-	29	-	-	-	-	-	-	-
P	BOTTOM WIDTH R	-	-	-	-	29	-	-	-	-	-	-	-
Q	POCKET HEIGHT R	-	-	-	-	20	-	-	-	-	-	-	-
R	WAIST TO BOTTOM R	-	-	-	-	35	-	-	-	-	-	-	-
S	BOTTOM PIT TO WAIST R	-	-	-	-	13	-	-	-	-	-	-	-
T	MID PIT TO BOTTOM PIT R	-	-	-	-	5	-	-	-	-	-	-	-
U	SHOULDER TO MID PIT R	-	-	-	-	15	-	-	-	-	-	-	-
V	COLLAR TO BOTTOM	-	-	-	-	73	-	-	-	-	-	-	-
W	SHOULDER TO SHOULDER	-	-	-	-	57	-	-	-	-	-	-	-
X	WAIST TO WAIST	-	-	-	-	55	-	-	-	-	-	-	-
Y	BOTTOM PIT TO BOTTOM PIT	-	-	-	-	57	-	-	-	-	-	-	-
Z	MID PIT TO MID PIT	-	-	-	-	53	-	-	-	-	-	-	-

TECH PACK(ARTWORK)

CLOTHING MANUFACTURERS ASIA

ETHICAL FACILITIES

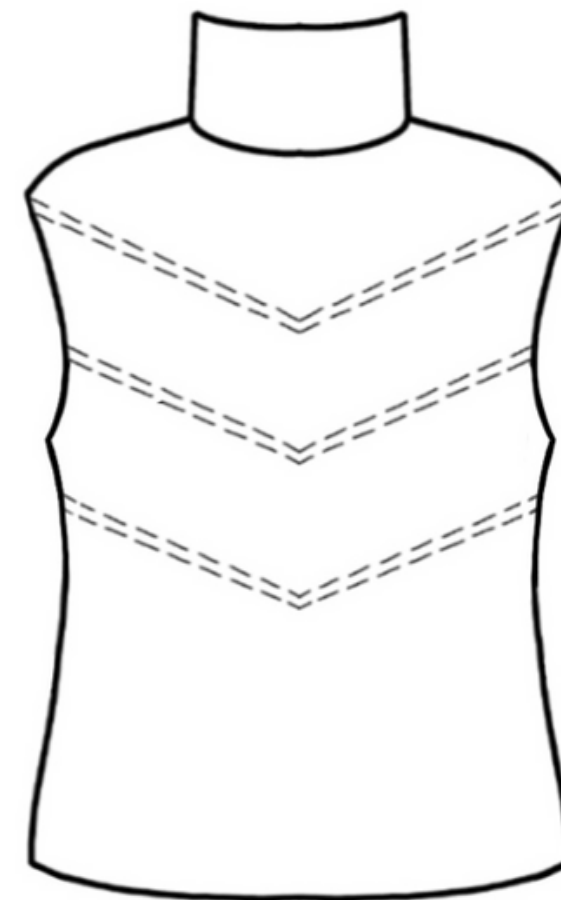
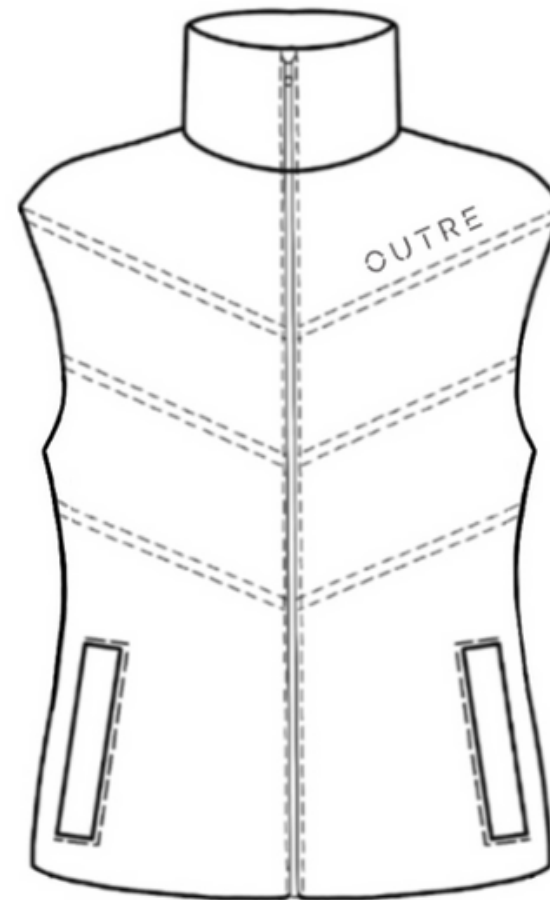
QUALITY CLOTHING

ONE-STOP SERVICE



IMAGES OF LOGOS OR DESIGNS

BACK & FRONT OF THIS GARMENT - PHOTOS OR SKETCHES

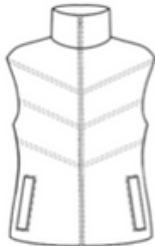

OUTRE
2cm x 5cm



TECH PACK (BILL OF MATERIALS)

NAME / DESCRIPTION	PHOTO EXAMPLE
EXCELLA Flat YKY Zipper	
Alibaba Black Nickel Single Cap Spring Press Metal Fastener Snap Buttons	

COST SHEET

Cost Sheet		OUTRE	
		F/W 22	
Date:	2023-05-01		
Style number	103		
Description:	A water-resistant, sleeveless jacket.		
Fabric Suppliers	Alibaba		
Trim Suppliers	Alibaba		
Production Facility	Alibaba		
Size Range	XS-XXL		
Fabric Name/ Conter	Polyester		
Fabric Width	118"		
Estimated Fabric Consumption	1.6		
Approx. Qty to Produ	1		
			
Materials	Metres	Price/Metre	Total
<i>Polyester</i>	1000	5.10 \$	5,100.00\$
<i>Recycled Nylon</i>	1000	3.82	3,820.00\$
		Total for Materials	8,920.00\$
Trims	Quantity	Price/Unit	Total
<i>Buttons, units</i>	815	0.19	154.85\$
<i>Zippers, yards</i>	120	0.13	15.60\$
		Total for Trimmings and Finishings	170.45\$
Labour			
Grading Cost	0.15\$		
Cutting Cost	0.40\$		
Sewing Cost	0.70\$		
		Total for Labour	1.25\$
FOB=			
Total Cost Before Transportation, Insurance, Customs& Tariff			9,091.70\$
Transportation, Insurance Costs & Tariffs and Custom			9.00 \$
30 to45 days delivery from port of of origin to retailer's warehouse			
LANDED MANUFACTURING COST			9,100.70\$

SOURCES

Suppliers

<https://jimtex.en.alibaba.com/minisiteentrance.html?spm=a2700.details.cordpanyb.2.6c105060wg2FKN&from=detail&productId=62460465612>

https://isportswear.en.alibaba.com/contactinfo.html?spm=a2700.shop_plgr.88.60

https://www.alibaba.com/product-detail/Jacket-Zipper-Metal-Zippers-Metal-2_60559372107.html?spm=a2700.drainage_lp_1.0.0.f89433d3LCQi6Z&s=p

https://www.alibaba.com/product-detail/Snap-Buttons-For-Snap-Metal-Button_62211866439.html?spm=a2700.drainage_lp_1.0.0.2bc62775w8yn3l&s=p

https://www.alibaba.com/product-detail/Black-Metal-Snap-Buttons-Buttons-Snap_62211866439.html?spm=a2700.galleryofferlist.normal_offer.d_title.1b9f2af4qiwgld&s=p

[https://www.ykkfastening.com/products/search/detail.html?pdid1=EXCELLA\(R\)+Flat](https://www.ykkfastening.com/products/search/detail.html?pdid1=EXCELLA(R)+Flat)

<https://www.pinterest.ca/pin/314126142771227942/>

<https://www.pinterest.ca/pin/314126142771227942/>

https://www.alibaba.com/product-detail/Shell-Fabric-For-Jacket-Fabric-Polyester_1600268819256.html?spm=a2700.galleryofferlist.normal_offer.d_title.512415c8PTk2f1&s=p

https://www.alibaba.com/product-detail/Shell-Fabric-For-Jacket-Fabric-Polyester_1600268819256.html?spm=a2700.galleryofferlist.normal_offer.d_title.512415c8PTk2f1&s=p

https://www.alibaba.com/product-detail/Nylon-Fabric-For-Jacket-Recycle-Nylon_1600222520146.html?spm=a2700.galleryofferlist.topad_classic.d_title.68fb6c8fef8Tb2

https://www.alibaba.com/product-detail/Nylon-Fabric-For-Jacket-Recycle-Nylon_1600222520146.html?spm=a2700.galleryofferlist.topad_classic.d_title.68fb6c8fef8Tb2

Target Market Moodboard

<https://www.pinterest.ca/pin/262897696987872148/>

<https://www.pinterest.ca/pin/19632948368371505/>

<https://www.pinterest.ca/pin/58476495152248746/>

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