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Planning a Selection of Clothing and Accessories
H19_ 94422_ _PA2

FALL TIME GLAMOUR: CAPSULE COLLECTION

Presented to Liza Koftikian

LaSalle College
March 20, 2019

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This capsule collection is aimed to please the target clientele of La Senza as well encourage them to purchase the items as they are limited edition. That makes them so special and only a few will be lucky enough to own them. This selection is a representation of fall fashion catering to our glamour girls. It follows a colour scheme and is bedazzled which is our signature branding. This selection is created for your love for fashion.

For the capsule collection the fashion trend I have chosen is triangle shaped cupped bras with long lined trim. The trim will be in between a bra top which is cut like a crop top and a regular bra to give our customers something a little different. The inspiration is drawn from the triangle shape of bralettes and put into an actual bra with under wires for support as well the longer trim some bralettes and bra tops have. The V shape inspiration comes from plunging clothing for the flattering cleavage. The longer trim will provide extra comfort as well giving it a sexy look. The bras will come in 3 different colours of maroon, deep purple and mauve, with matching high waisted and low-rise panties. All will have lace, and some will come with jewels and sparkles staying true to the brand.

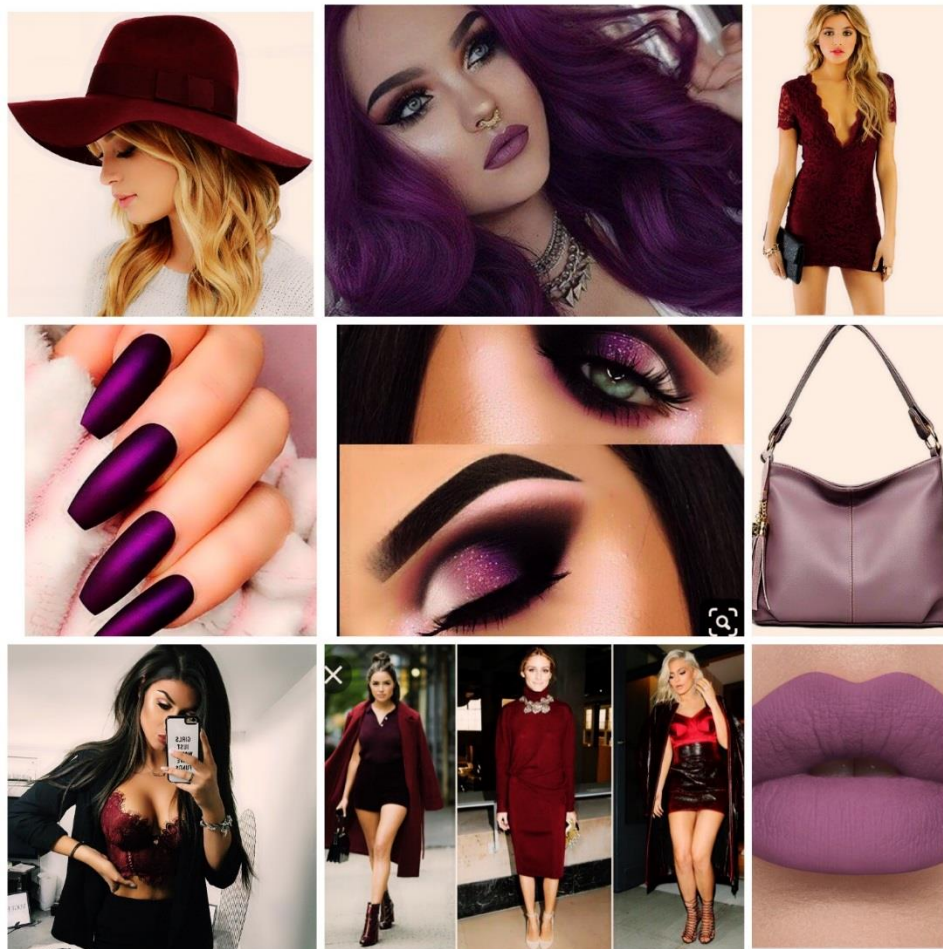


Image 1: Ali Express. 2010-2019. <https://www.aliexpress.com/item/Lace-Bralette-Briefs-Soft-Triangle-Push-Up-Bra-Panty-Sets-Sexy-Intimates-Crop-Top-Sexy-Transparent/32795323571.html>

Image 2: Sears. 2019. https://www.sears.com/en_intnl/dap/shopping-tourism-canada-en.html

Image 3: Stylish Chics Boutique. 2019. <https://www.stylishchicsboutique.com/products/velvet-deep-plunge-top>

The theme for this trend is “Fall Time Glamour” as the colours reflect the darker tones people are drawn to in the fall, such as the maroons/burgundy and cool tones in which case we are using deep purple and mauve. The colours, lace, jewels and sparkles reflect the glamour. The accessories such as riding straps, cuffs and body spray packages will come in those colours as well, except the cuffs will only come in the mauve with jewels on them. The mood board represents a colour scheme that is made of beautiful darker tones and sparkles to fuel the soul. It gives you a taste of different kinds of fashion where parts of the board are high end and extravagant and the other part is a more simplistic version of glamour. It’s a range to reach out to both ends of the sector when it comes to fashion. Its fit for our target audience as they look for beautiful products from us whether it sparkles or not they will have elegant glamour with the colours and lace. Our clientele is always looking for the newest trend and the long-trimmed bras and dark colours will give them exactly that. The different cuts and the jewels amp up their looks and keep them looking and feeling fabulous.



Row 1: 1st image: Burgundy Hat- Lulus. 2019.

<https://www.lulus.com/products/brixton-piper-burgundy-hat/264066.html> 2019.

2nd image: Dark Purple hair- Fashion is My Crush. January 24, 2019.

<https://fashionismycrush.com/nlog/50-dark-purple-hair-colour-ideas/>

3rd image: Burgundy lace dress. Alyssa. September 27.

<https://poshmark.com/listing/Maroon-DeepV-Lace-Tobi-Dress-55feeab3680278ca5e01a28a>

Row 2: 1st image: Dark purple nails- Tumblr. February 25, 2019.

<https://mephic.com/post/183062410128/cute-matte-dark-purple-coffin-nail>

2nd image: Glittery eyeshadow- Rebecca Puttock. October 11, 2018.

<https://stayglam.com/beauty/makeup-ideas/2/>

3rd image: Mauve handbag: Amazon.com. December 14, 2015.

<https://www.amazon.com/DDDH-Leather-Handbag-Shoulder-Removable/dp/B019C8C8LY>

Row 3: 1st image: Burgundy lace top- mzcocogirl (Instagram).

Pinterest.com

2nd image: Celebrity group photo- Kelly Saks. September 13, 2016.

<https://www.kellysaks.com/2016/09/bold-in-burgandy.html>

3rd image: Mauve lips- Lime Crime.

<https://www.limecrime.com/lipsticks/velvetines-matte-lipstick/faded-mauve-purple>

Table 1. Manufactures & Wholesalers

| | |
|---|---|
| <p>One Love (Manufacturer) Product type: Clothing, jewelry and accessories Product range: Women-men's wear, swimwear-outerwear & shoes Contact info: Benjar Semer, www.oneloveproductionclothingbaili.com, 80361 Baili, Indonesia 0-361-474-1062 Email: love@onelovetld.com</p> <p>Reason: Ethical practices with employees and sustainable materials and less costly</p> | <p>Intrepid sourcing (Manufacturer) Product type: Customized clothing and industrial Product range: Electronics- garments- plastics Contact info: Laura Cortes www.intrepidsourcing.com 86-159-8674-0854 Baoan Schenzhen, China Bldg 7 Chuangye 2nd Road Email: laura@intrepidsourcing.com</p> <p>Reason: Products are customized to our vision and is cost efficient</p> |
| <p>DearLover (Wholesaler) Product type: Lingerie/clothing Product range: Clothing- lingerie- costumes- petite-plus size swimwear & accessories Contact info: Linda www.dearlover.net RM 1902 Easey Comm Bldg 253-261 Hennessy Road Wancha HK, China 86-595-2291-2880</p> | <p>Suuchi (Manufacturer) Product type: Sustainable glamour fashion Product range: Under garments- outerwear Contact info: Miguel Astacio (VP of Production next to contact) www.suuchi.com 2321 JFK Boulevard Unit S4 North Bergen, New Jersey 551-800-5950</p> |

| | |
|---|---|
| Email: shiyingsexylingerie@gmail.com | Email: info@suuchi.com |
| Reason: Cater to different sizes of women and inclusivity is important to our brand | Reason: They practice ethical procedures and use sustainable material |
| Portugal Textile (Manufacturer) Product type: Leisure- haute couture styles Product range: Women- men- children clothing, swimwear Contact info: Stephanie http://portugaltextile.com/ 4480-675 Vila do Conde, Portugal 351-917-569-568 Email: info@portugaltextile.com | Sunspice Factory (Manufacturer) Product type: Lingerie Product range: Lingerie-costumes-accessories, clubwear Contact info: Martin Anderson www.sunspicelingerie.com Peberhaven 17, 2730 Herlev, Denmark 45-25790069 Email: sales@sexydress.dk |
| Reason: Produce high glamour as well leisure which goes well with our sportswear selection | Reason: These products speak to our wild girls to live out their fantasy |
| Young Source (Manufacturer) Product type: Lingerie and undergarments Product range: Lingerie sets- 11 different framed bras, 6 cuts of underwear Contact info: Naiqi Yao (Accounts Manager, negotiates international purchases next to contact) http://www.youngsource.com/index.php RM 109 Block A, Venture One BuildingNo.43 Yanshan Rd, Nanshan DistrictShezhen Guando Province, China Postal Code: 518067 Email: info@youngsource.com | Caslands (Wholesales) Product type: Undergarments Product range: Lingerie-garters- bras- panties- sleepwear (casual & sexy)- robes Contact info: Angie Tan www.caslandbra.com 6/F Business Bldg, Guango International Wujin Plaza Huangqi Nanhai Foshan Guangdong, China 86-757-81026878 Email: info@caslands.com |
| Reason: So many of options to choose from and beautiful styles | Reason: Range of products from casual- sexy and carries small-plus size |
| Quanzhou Shiyong Clothes CO., Ltd (Wholesales) Product type: Undergarments and Clothing Product range: Fancy- casual- clothing dresses- hoodies, lingerie-costumers, swimwear Contact info: Crystal Cio https://wholesale-lingerie.en.made-in-china.com/ EA-9 Honglida Street, Fengze Quanzhou Fujian P.R, China 86-595-2291-2280 Fax: 86-595-22916628 | Maia Industry Limited (Wholesales) Product type: Undergarments and swim Product range: bra and panty sets- bodysuits- lingerie, 1- & 2-piece swimwear Contact info: Yuki Li https://maiainc.en.made-in-china.com/ RM 1319, 64 Bld Da Zhuang Ave Huang Pu District, Guangzhou Guangdong, China 86-20-28174168 Email: fiel@made-in-china.com |
| Reason: Cost efficient and range of products | Reason: Beautiful selection lacey and fancy |

I believe the capsule collection will be a success because the colours will grab the attention of the customers and the different cuts gives them a new and exciting product to own. The theme compliments the colour scheme and design as fall brings in darker colours and the longer trims give the feel of coziness just as fall does with bonfires and layers. The cozy feel can still be glamourized and give our ladies the glamour she's looking for.

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