

01

THE TARGET MARKET

Crystal's Personality

- Fun
- Quirky
- Talkative
- Joyful
- Smart
- Fashionable

Crystal's life

- 25 years old
- Has strong opinions & values integrity
- Has strong foundation for family & friends
- Loves shopping for 1970s inspired looks
- All about the disco life
- Has ambition for her life and future

Crystal's Looks & Style

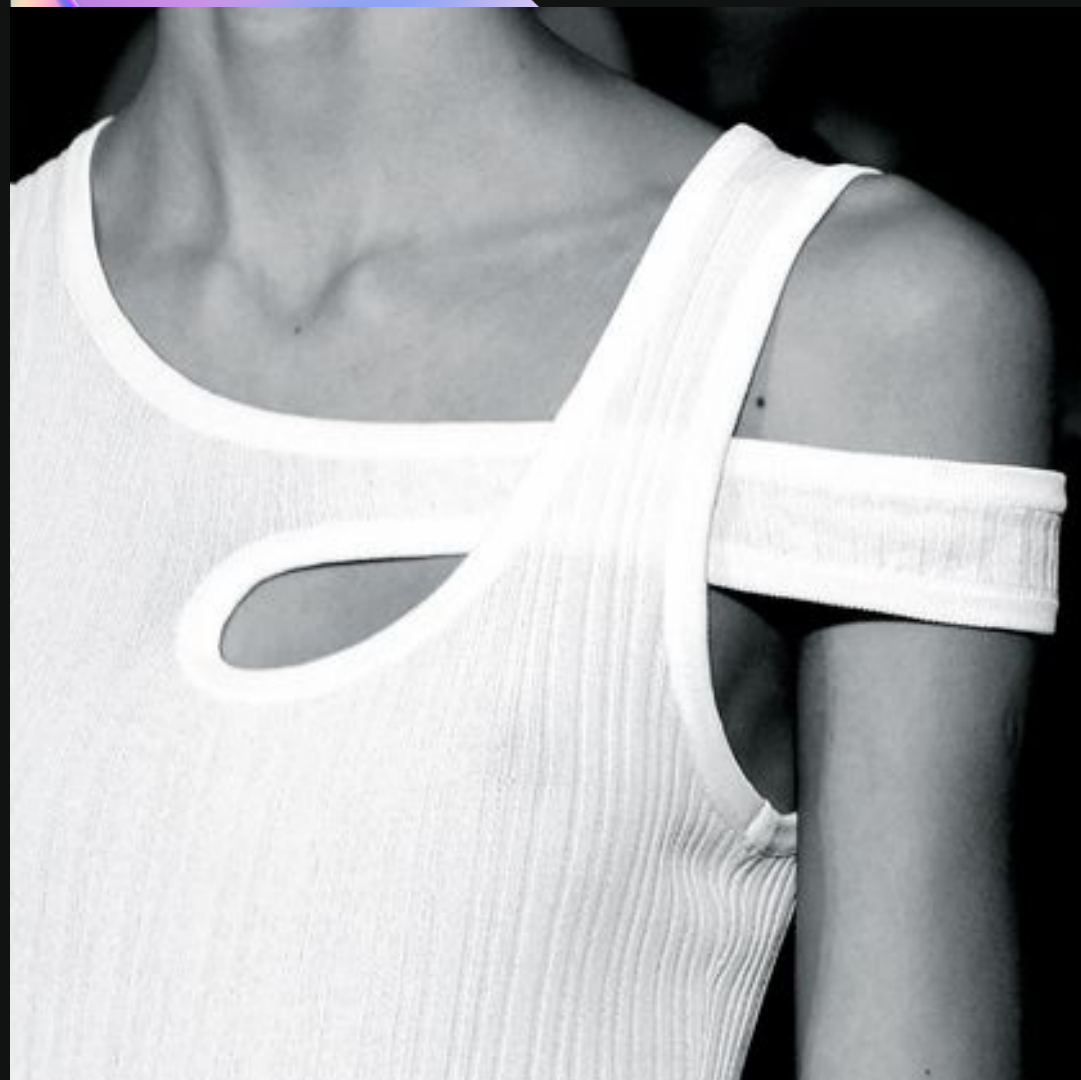
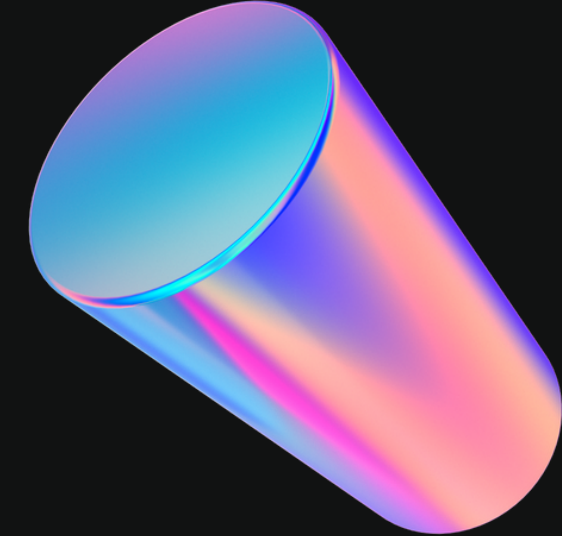
- Vintage yet futuristic 70s clothing
- Loves shimmering and metallic clothing when going to parties
- Likes colourful clothing

Buying Behaviour

- Think before purchases clothes at any store
- Likes authentic products



1. Capsule Collections



Style Number

- #1003

Description

- A stylist pink coloured side strapped top

Fabric

- Cotton

Cost Price

- 160,00\$

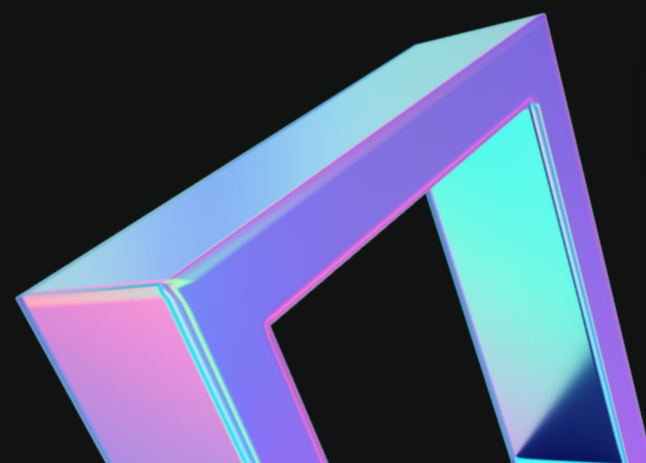
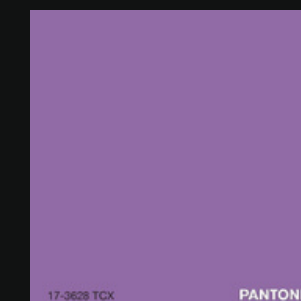
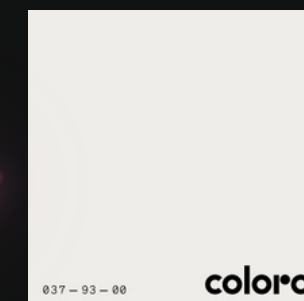
Suggested Wholesale Price

- 192,00\$

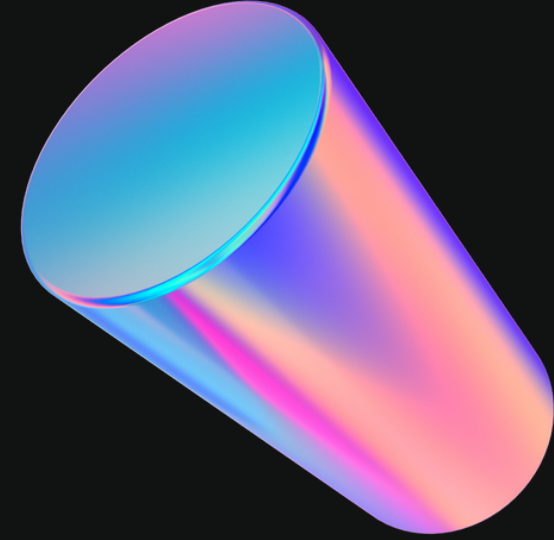
Suggested Retail Price

- 288,00\$

Pantone



2. Capsule Collections



Style Number

- #2003

Description

- A nightlife coloured sequin skirt for the life of a disco party girl

Fabric

- Sequined Satin

Cost Price

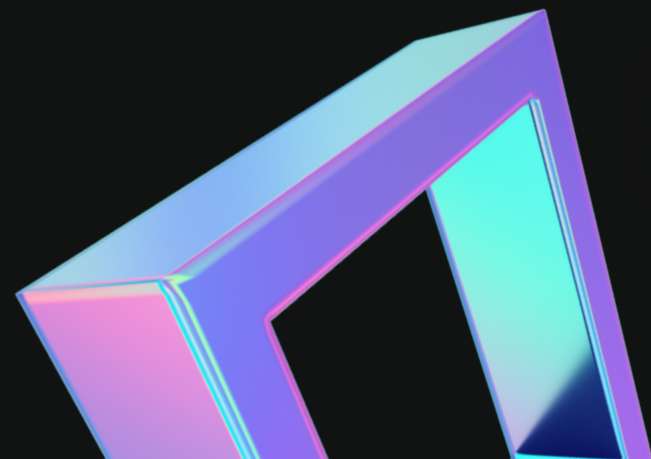
- 200,00\$

Suggested Wholesale Price

- 270,00\$

Suggested Retail Price

- 405,00\$



Pantone

