



MISSGUIDED

PEACE, LOVE AND FASHION

Claudia Marina



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PEACE, LOVE AND FASHION



The mission is to empower females globally to be confident in themselves and be who they want to be. Missguided is a bold, straight talking and forward thinking fashion brand inspired by real life that aims to do exactly that. Everything created is informed by our customer along with global influences like social media, street style, and popular culture, creating a destination that delivers and encompasses everything it means to be a girl on the go in the world today.



TARGET



Trending: Tie Dye

How to style the tie dye trend

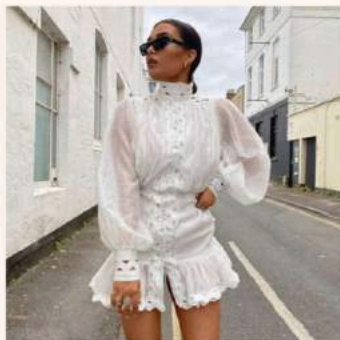
check it out



How to throw a virtual Hen Party

Pass the prosecco

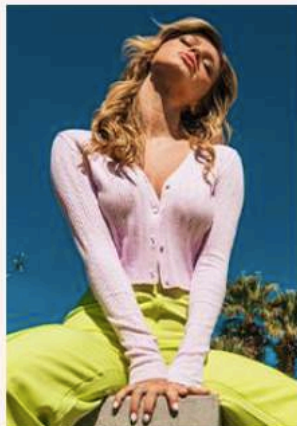
let's go



Looks for when lockdown is over

Plan your exit outfit

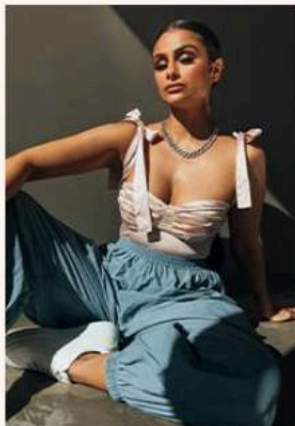
check it out



tops



dresses



trousers



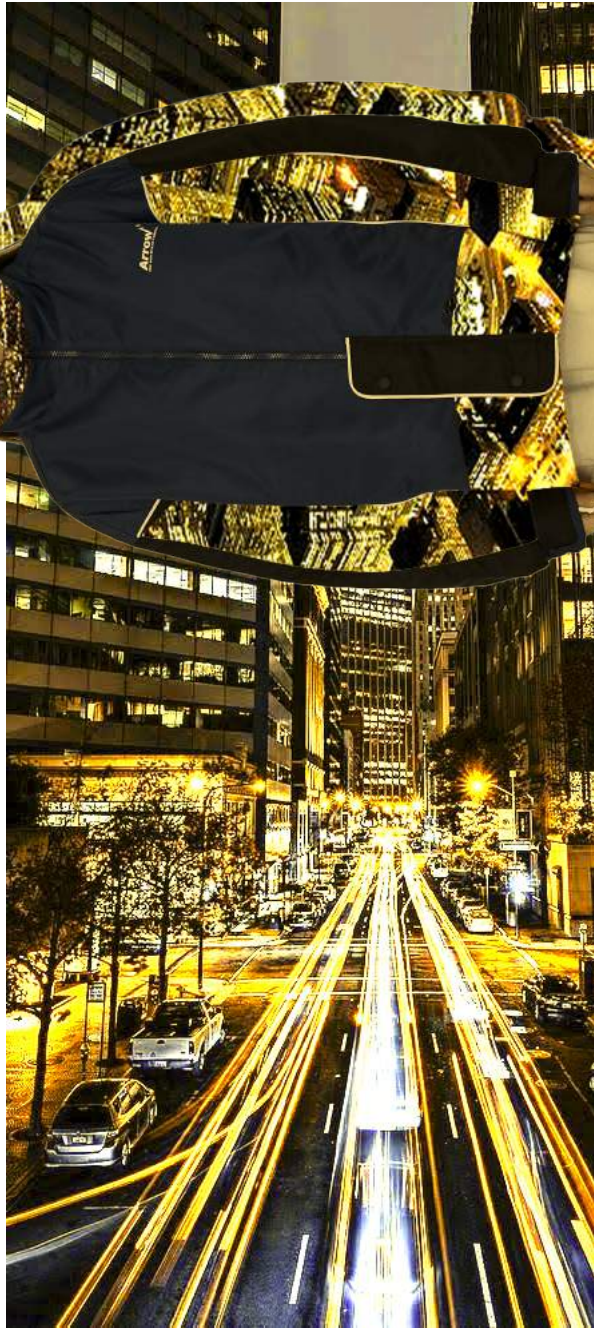
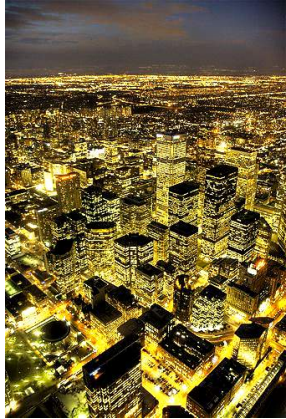
petite



playboy



city lights



Trend mood



Garment mood

city lights city lights

C03, 11-0700TPG / Lucent white



C04, 19-4015TPX / Night black



C02, 13-0739TCX / Cream Gold



C01, 19-4123TSX / City Blue



Color chart

FABRIC CHART



Polyester fleece
100%pes
280gr/m²
3€/m²

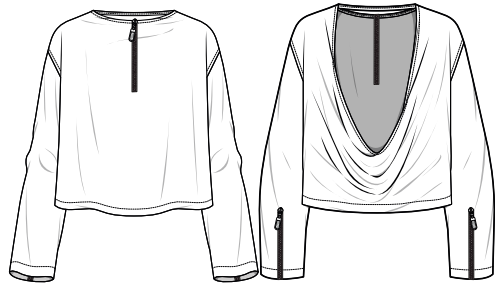


Elastic fleece
95%co 5%ea
280gr/m²
3,20€/m²

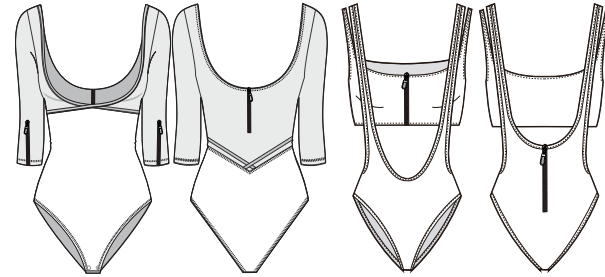


Elastic micro
80%pes 20%ea
190gr/m²
3,20€/m²

PLANNING

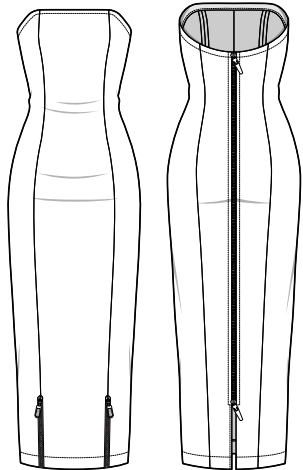


Ref: 01 CP: 8'20€
Elastic fleece CVP: 28'70€
Turquía

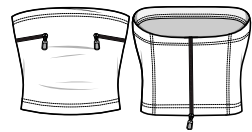


Ref: 02 CP: 7'21€
Elastic micro CVP: 25'24€
China

Ref: 03 CP: 6'85€
Elastic micro CVP: 23'98€
China



Ref: 04 CP: 13'40€
Elastic fleece CVP: 46'90€
Turquía



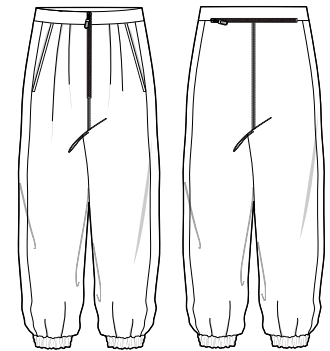
Ref: 05 CP: 6'45€
Elastic micro CVP: 22'58€
China



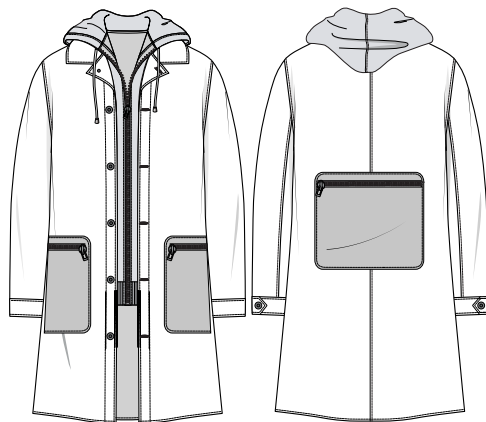
Ref: 06 CP: 5'25€
Elastic micro CVP: 18'38€
China



Ref: 07 CP: 9'89€
Elastic fleece CVP: 36'62€
Turquía

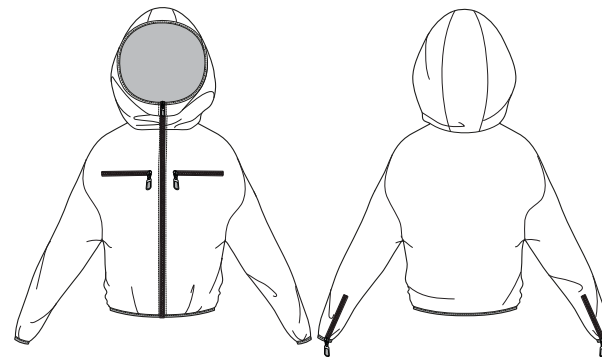


Ref: 08 CP: 10'52€
Polyester fleece CVP: 36'52€
Turquía



Ref: 09 CP: 20'92€
Elastic fleece CVP: 70'23€
Polyester fleece
Turquía

CP: 20'92€
CVP: 70'23€



Ref: 10 CP: 9'07€
Polyester fleece CVP: 31'75€
Turquía

MADE IN...

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The garments on this collection are made in Turkey and in China for the following reasons: Turkey its closer, we can transport things using a truck and if there is some problem on the process, we can reach out easily and find a solution. Also, Turkey is well known for the making of this kind of garments.

China is cheaper and It will help us adapt and achieve the prices we want for this collection to be sold on the market. Also, in China is possible to make any kind of product and sew any kind of fabric, that's why the most delicate and detailed garments are going to be made there.



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TECH PACKS



MISSGUIDED

REFERENCE: CN1000

DESIGNER: Claudia Marina

SEASON: SS2020

SUPPLIER: Satex

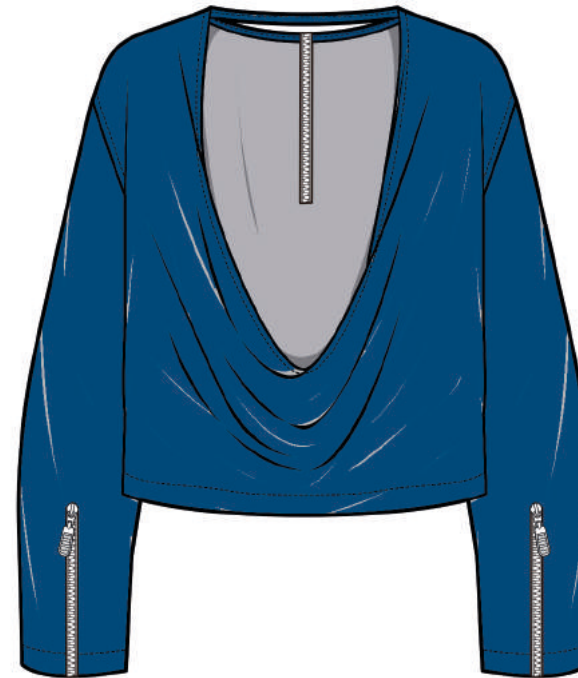
LINE: WOMEN

DATE: 02/06/2020

GARMENT: Opened back crew neck



← CITY BLUE 001



MISSGUIDED

REFERENCE: CN1000

DESIGNER: Claudia Marina

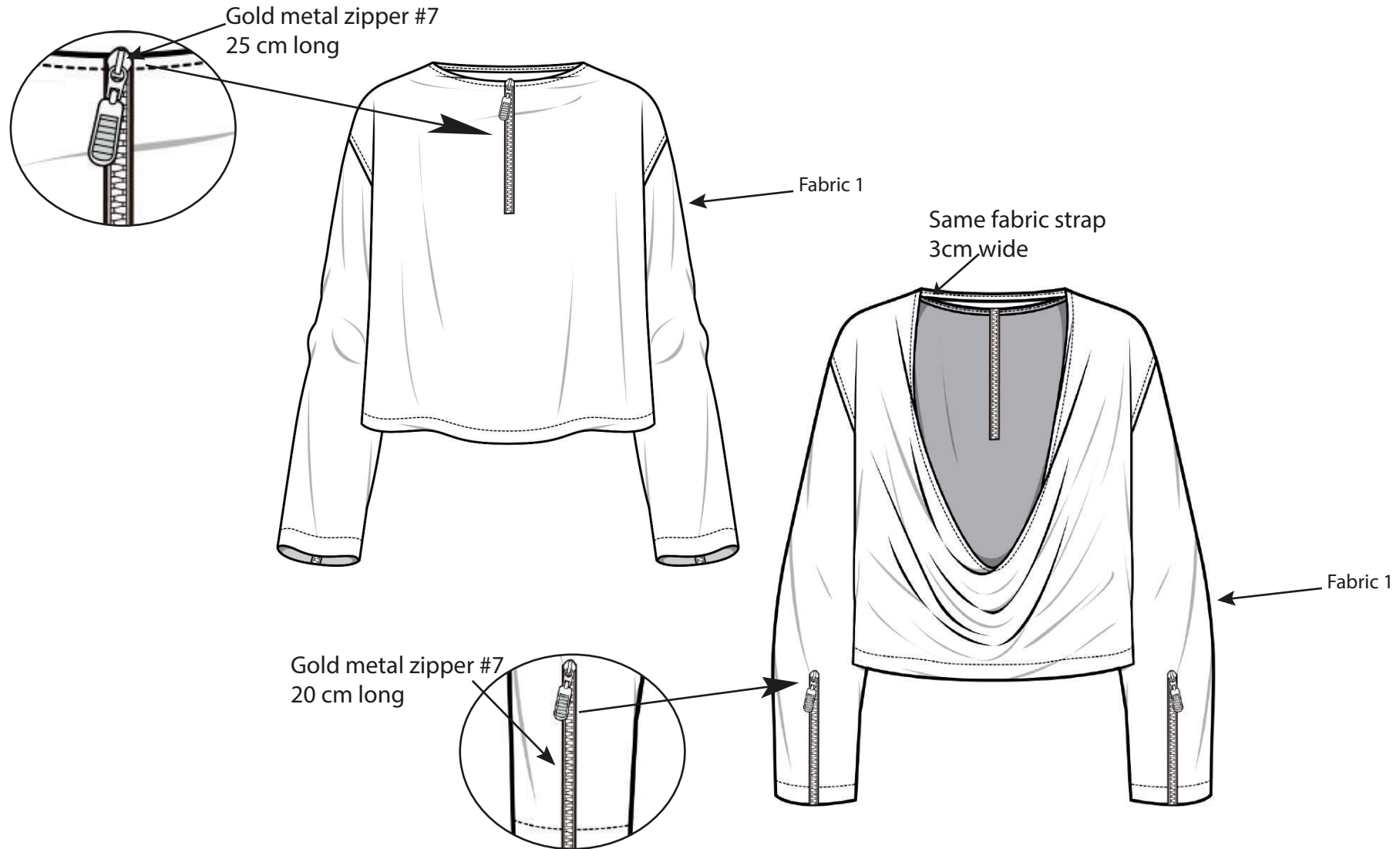
SEASON: SS2020

SUPPLIER: Satex

LINE: WOMEN

DATE: 02/06/2020

GARMENT: Opened back crew neck



MISSGUIDED

REFERENCE: CN1000

DESIGNER: Claudia Marina

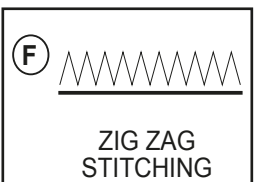
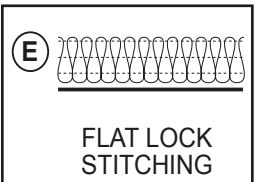
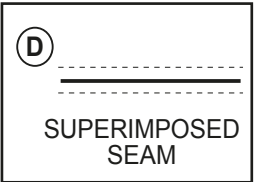
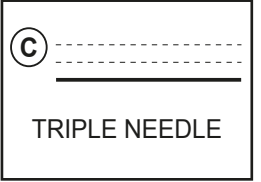
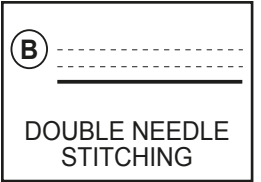
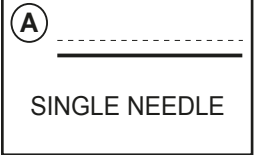
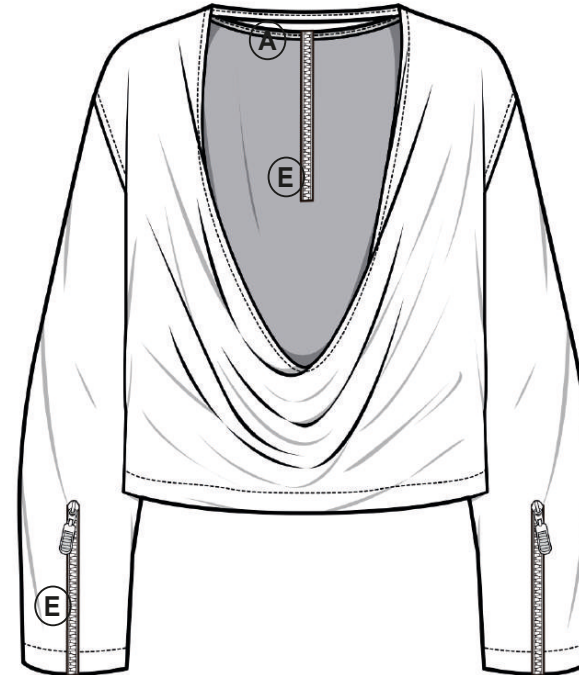
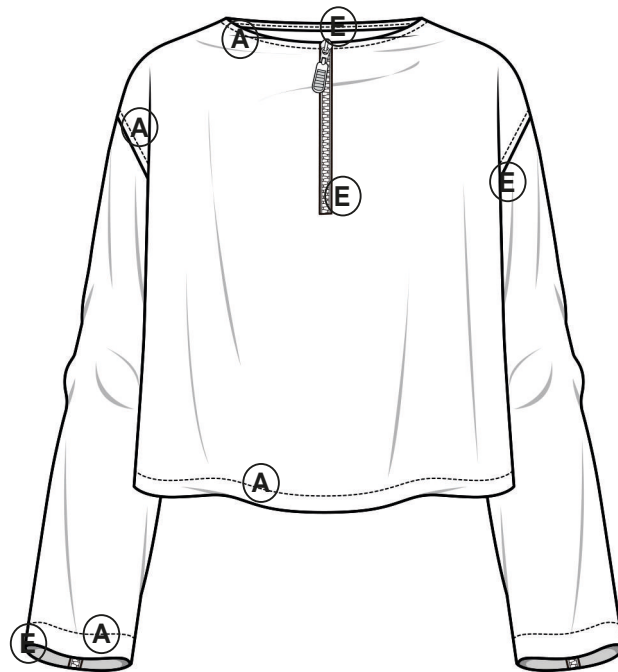
SEASON: SS2020

SUPPLIER: Satex

LINE: WOMEN

DATE: 02/06/2020

GARMENT: Opened back crew neck



MISSGUIDED

REFERENCE: CN1000

DESIGNER: Claudia Marina

SEASON: SS2020

SUPPLIER: Satex

LINE: WOMEN

DATE: 02/06/2020

GARMENT: Opened back crew neck

PROTO SAMPLE COLOR: 001

SALES SAMPLE COLOR:: 001

SAMPLE SIZE: M

SIZES: XS-L

FABRIC: SWEATER FABRIC
350g/m2

COMPOSITION: 100%CO

FINISHES: Garment wash

COLOR WAYS CODE: 19-4123TSX

CODE

COLOR

001

CITY BLUE 19-4123TSX

MISSGUIDED

REFERENCE: CN1000

DESIGNER: Claudia Marina

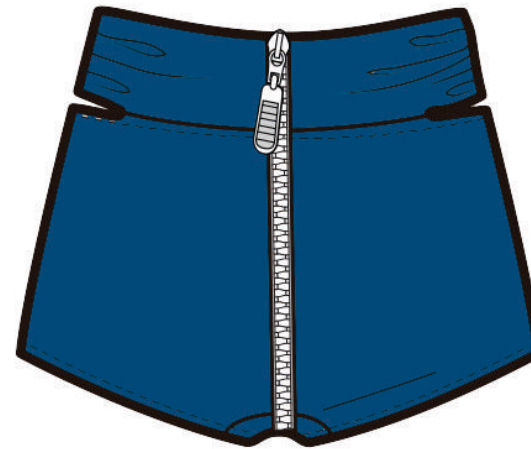
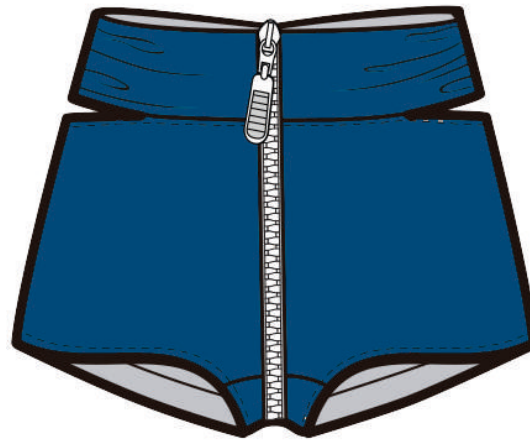
SEASON: SS2020

SUPPLIER: Satex

LINE: WOMEN

DATE: 02/06/2020

GARMENT: Waist cut shorts



← CITYBLUE 001

MISSGUIDED

REFERENCE: CN1000

DESIGNER: Claudia Marina

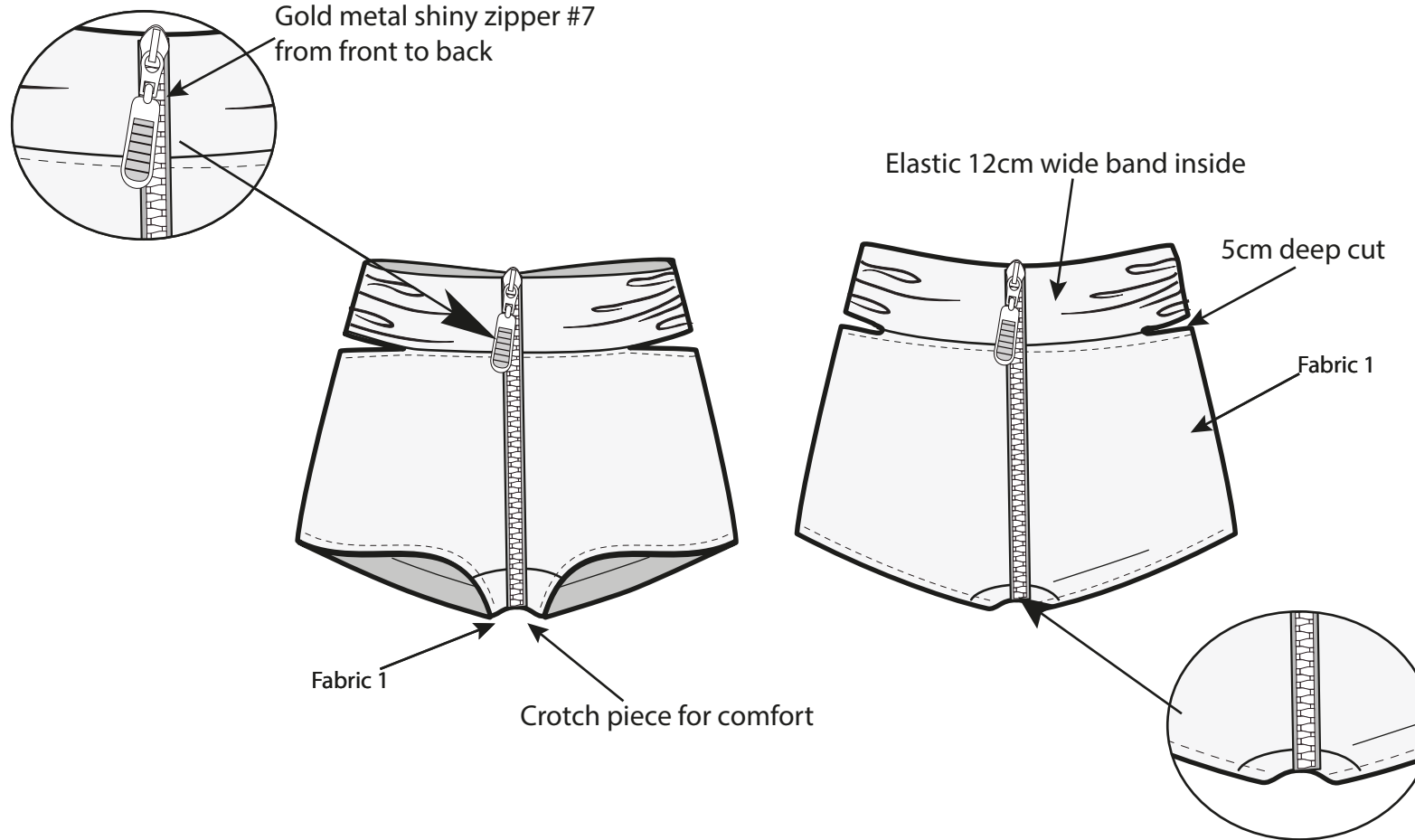
SEASON: SS2020

SUPPLIER: Satex

LINE: WOMEN

DATE: 02/06/2020

GARMENT: Waist cut shorts



MISSGUIDED

REFERENCE: CN1000

DESIGNER: Claudia Marina

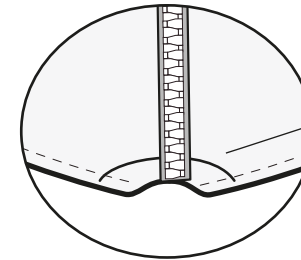
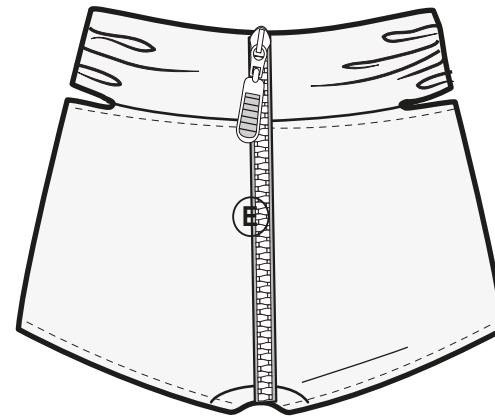
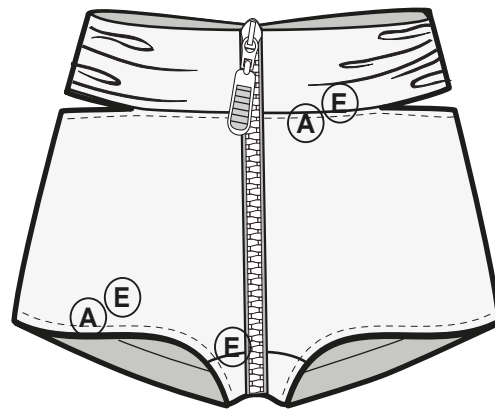
SEASON: SS2020

SUPPLIER: Satex

LINE: WOMEN

DATE: 02/06/2020

GARMENT: Wasit cut shorts



(A) _____
SINGLE NEEDLE

(B) _____
DOUBLE NEEDLE
STITCHING

(C) _____
TRIPLE NEEDLE

(D) _____
SUPERIMPOSED
SEAM

(E) _____
FLAT LOCK
STITCHING

(F) _____
ZIG ZAG
STITCHING

MISSGUIDED

REFERENCE: CN1000

DESIGNER: Claudia Marina

SEASON: SS2020

SUPPLIER: Satex

LINE: WOMEN

DATE: 02/06/2020

GARMENT: Waist cut shorts

PROTO SAMPLE COLOR: 001

SALES SAMPLE COLOR:: 001

SAMPLE SIZE: M

SIZES: XS-L

FABRIC: SPANDEX/ELASTANE
200gr/m2

COMPOSITION: 60% EA 40%CO

FINISHES: Garment wash

COLOR WAYS CODE: 19-4123TSX

CODE	COLOR
001	CITY BLUE 19-4123TSX

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ESCANDALLOS

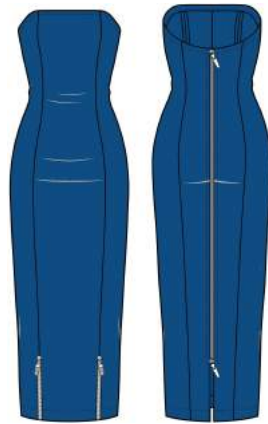


REF: 1-9893-23

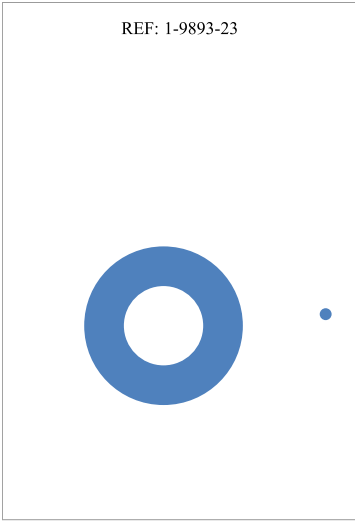
	cost per meter	need	total price
SINGLE JERSEY	3,20	1,10	3,52
FABRIC 2	0,00	0,00	0,00
FABRIC 3	0,00	0,00	0,00
			0,00
			0,00
Lining			0,00
Total			3,52
	cost per supplies	need	
Zip	0,20	3,00	0,60
Buttons			0,00
Eyelets	0,03	0,00	0,00
stoppers	0,06	0,00	0,00
Rubber band 0'5	0,00	0,00	0,00
Prints (SUBLIMACIÓN)	1,50	0,00	0,00
embroidery	0,00	0,00	0,00
Packaging	0,60	1,00	0,60
Total			1,20
	(price/minute)	(minuts)	
Minute Cost	0,12	16,00	1,92
Cutting	0,12	8,00	0,96
Assembling	0,12	3,00	0,36
Finishing	0,12	0,00	0,00
Total			3,24
Grading Cost per piece / Nc	0,12	2,00	0,24
Transport			0,00
Extras			0,00
Production Cost			8,20
			8,20
Retail Margin / Markup			3,50
Retail / Public Selling Price			28,70



REF: 1-9893-23



	cost per meter	need	total price
SINGLE JERSEY	3,20	2,50	8,00
FABRIC 2	0,00	0,00	0,00
FABRIC 3	0,00	0,00	0,00
			0,00
			0,00
Lining			0,00
Total			8,00
	cost per supplies	need	
Zip	0,20	3,00	0,60
Buttons			0,00
Eyelets	0,03	0,00	0,00
stoppers	0,06	0,00	0,00
Rubber band 0'5	0,00	0,00	0,00
Prints (PLASTISOL)	0,15	0,00	0,00
embroidery	0,00	0,00	0,00
Packaging	0,60	1,00	0,60
Total			1,20
	(price/minute)	(minuts)	
Minute Cost	0,12	20,00	2,40
Cutting	0,12	10,00	1,20
Assembling	0,12	3,00	0,36
Finishing	0,12	0,00	0,00
Total			3,96
Grading Cost per piece / Nc	0,12	2,00	0,24
Transport			0,00
Extras			0,00
Production Cost			13,40
			13,40
Retail Margin / Markup			3,50
Retail / Public Selling Price			46,90



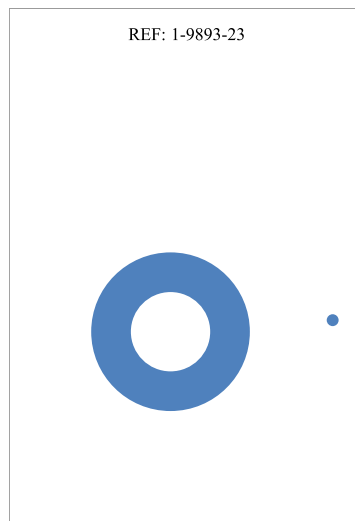
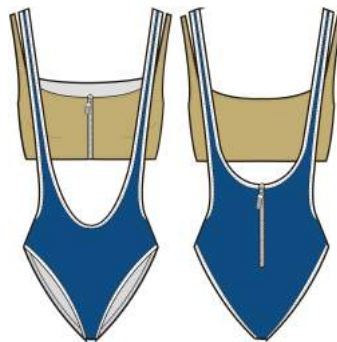
REF: 1-9893-23

	cost per meter	need	total price
SINGLE JERSEY	2,50	1,30	3,25
FABRIC 2	0,00	0,00	0,00
FABRIC 3	0,00	0,00	0,00
			0,00
			0,00
Lining			0,00
Total			3,25
	cost per supplies	need	
Zip	0,20	3,00	0,60
Buttons	0,08	2,00	0,16
Eyelets	0,03	0,00	0,00
stoppers	0,06	0,00	0,00
Rubber band 0'5	0,00	0,00	0,00
Prints (PYGMENT PR)	0,20	0,00	0,00
embroidery	0,00	0,00	0,00
Packaging	0,60	1,00	0,60
Total			1,36
	(price/minute)	(minuts)	
Minute Cost	0,10	16,00	1,60
Cutting	0,10	8,00	0,80
Assembling	0,10	0,00	0,00
Finishing	0,10	0,00	0,00
Total			2,40
Grading Cost per piece / Nc	0,10	2,00	0,20
Transport			0,00
Extras			0,00
Production Cost			7,21
			7,21
Retail Margin / Markup			3,50
Retail / Public Selling Price			25,24



REF: 1-9893-23

	cost per meter	need	total price
SINGLE JERSEY	2,50	1,30	3,25
FABRIC 2	0,00	0,00	0,00
FABRIC 3	0,00	0,00	0,00
			0,00
			0,00
Lining			0,00
Total			3,25
	cost per supplies	need	
Zip	0,20	2,00	0,40
Buttons	0,08	0,00	0,00
Eyelets	0,03	0,00	0,00
stoppers	0,06	0,00	0,00
Rubber band 0'5	0,00	0,00	0,00
Prints (PYGMENT PR)	0,20	0,00	0,00
embroidery	0,00	0,00	0,00
Packaging	0,60	1,00	0,60
Total			1,00
	(price/minute)	(minuts)	
Minute Cost	0,10	16,00	1,60
Cutting	0,10	8,00	0,80
Assembling	0,10	0,00	0,00
Finishing	0,10	0,00	0,00
Total			2,40
Grading Cost per piece / Nc	0,10	2,00	0,20
Transport			0,00
Extras			0,00
Production Cost			6,85
			6,85
Retail Margin / Markup			3,50
Retail / Public Selling Price			23,98



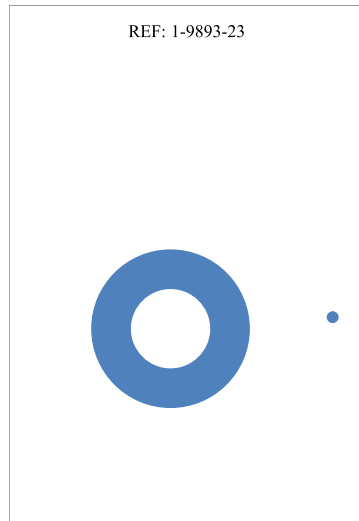
REF: 1-9893-23

	cost per meter	need	total price
SINGLE JERSEY	2,50	1,30	3,25
FABRIC 2	0,00	0,00	0,00
FABRIC 3	0,00	0,00	0,00
			0,00
			0,00
Lining			0,00
Total			3,25
	cost per supplies	need	
Zip	0,20	3,00	0,60
Buttons	0,08	0,00	0,00
Eyelets	0,03	0,00	0,00
stoppers	0,06	0,00	0,00
Rubber band 0'5	0,00	0,00	0,00
Prints (PYGMENT PR)	0,20	0,00	0,00
embroidery	0,00	0,00	0,00
Packaging	0,60	1,00	0,60
Total			1,20
	(price/minute)	(minuts)	
Minute Cost	0,10	12,00	1,20
Cutting	0,10	6,00	0,60
Assembling	0,10	0,00	0,00
Finishing	0,10	0,00	0,00
Total			1,80
Grading Cost per piece / Ne	0,10	2,00	0,20
Transport			0,00
Extras			0,00
Production Cost			6,45
			6,45
Retail Margin / Markup			3,50
Retail / Public Selling Price			22,58



REF: 1-9893-23

	cost per meter	need	total price
SINGLE JERSEY	3,00	1,60	4,80
FABRIC 2	0,00	0,00	0,00
FABRIC 3	0,00	0,00	0,00
			0,00
			0,00
Lining			0,00
Total			4,80
	cost per supplies	need	
Zip	0,20	2,00	0,40
Buttons	0,08	0,00	0,00
Eyelets	0,03	0,00	0,00
stoppers	0,06	0,00	0,00
Rubber band 0'5	0,10	0,40	0,04
Prints (PYGMENT PR)	0,20	0,00	0,00
embroidery	0,00	0,00	0,00
Packaging	0,60	1,00	0,60
Total			1,04
	(price/minute)	(minuts)	
Minute Cost	0,12	24,00	2,88
Cutting	0,12	13,00	1,56
Assembling	0,12	0,00	0,00
Finishing	0,12	0,00	0,00
Total			4,44
Grading Cost per piece / Nc	0,12	2,00	0,24
Transport			0,00
Extras			0,00
Production Cost			10,52
			10,52
Retail Margin / Markup			3,50
Retail / Public Selling Price			36,82



REF: 1-9893-23

	cost per meter	need	total price
SINGLE JERSEY	3,20	1,60	5,12
FABRIC 2	0,00	0,00	0,00
FABRIC 3	0,00	0,00	0,00
			0,00
			0,00
Lining			0,00
Total			5,12
	cost per supplies	need	
Zip	0,20	4,00	0,80
Buttons	0,08	0,00	0,00
Canale	0,25	1,00	0,25
stoppers	0,06	0,00	0,00
Rubber band 0'5	0,10	0,00	0,00
Prints (PYGMENT PR)	0,20	0,00	0,00
embroidery	0,00	0,00	0,00
Packaging	0,60	1,00	0,60
Total			1,65
	(price/minute)	(minuts)	
Minute Cost	0,12	16,00	1,92
Cutting	0,12	8,00	0,96
Assembling	0,12	0,00	0,00
Finishing	0,12	0,00	0,00
Total			2,88
Grading Cost per piece / Nc	0,12	2,00	0,24
Transport			0,00
Extras			0,00
Production Cost			9,89
			9,89
Retail Margin / Markup			3,50
Retail / Public Selling Price			34,62



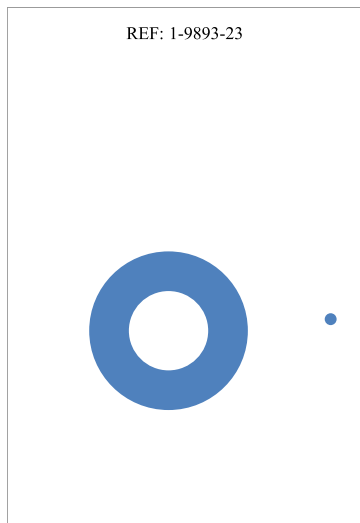
REF: 1-9893-23

	cost per meter	need	total price
SINGLE JERSEY	2,50	0,70	1,75
FABRIC 2	0,00	0,00	0,00
FABRIC 3	0,00	0,00	0,00
			0,00
			0,00
Lining			0,00
Total			1,75
	cost per supplies	need	
Zip	0,20	1,00	0,20
Buttons	0,08	0,00	0,00
Canale	0,25	0,00	0,00
stoppers	0,06	0,00	0,00
Rubber band 0'5	0,10	1,00	0,10
Prints (PYGMENT PR)	0,20	0,00	0,00
embroidery	0,00	0,00	0,00
Packaging	0,60	1,00	0,60
Total			0,90
	(price/minute)	(minuts)	
Minute Cost	0,10	16,00	1,60
Cutting	0,10	8,00	0,80
Assembling	0,10	0,00	0,00
Finishing	0,10	0,00	0,00
Total			2,40
Grading Cost per piece / Ne	0,10	2,00	0,20
Transport			0,00
Extras			0,00
Production Cost			5,25
			5,25
Retail Margin / Markup			3,50
Retail / Public Selling Price			18,38



REF: 1-9893-23

	cost per meter	need	total price
SINGLE JERSEY	3,20	1,60	5,12
FABRIC 2	3,00	1,60	4,80
FABRIC 3	0,00	0,00	0,00
			0,00
			0,00
Lining			0,00
Total			9,92
	cost per supplies	need	
Zip	0,20	4,00	0,80
Buttons	0,10	8,00	0,80
Canale	0,25	0,30	0,08
Erretes	0,04	2,00	0,08
Rubber band 0'5	0,10	0,00	0,00
Prints (PYGMENT PR)	0,20	0,00	0,00
embroidery	0,00	0,00	0,00
Packaging	0,60	1,00	0,60
Total			2,36
	(price/minute)	(minuts)	
Minute Cost	0,12	50,00	6,00
Cutting	0,12	20,00	2,40
Assembling	0,12	0,00	0,00
Finishing	0,12	0,00	0,00
Total			8,40
Grading Cost per piece / Nc	0,12	2,00	0,24
Transport			0,00
Extras			0,00
Production Cost			20,92
			20,92
Retail Margin / Markup			3,50
Retail / Public Selling Price			73,20



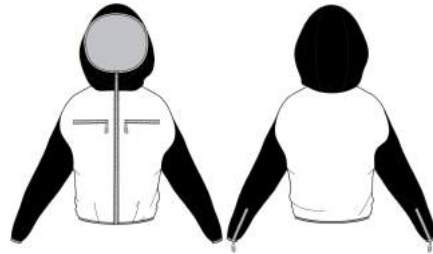
REF: 1-9893-23

	cost per meter	need	total price
SINGLE JERSEY	3,00	1,20	3,60
FABRIC 2	0,00	0,00	0,00
FABRIC 3	0,00	0,00	0,00
			0,00
			0,00
Lining			0,00
Total			3,60
	cost per supplies	need	
Zip	0,20	5,00	1,00
Buttons	0,08	0,00	0,00
Eyelets	0,03	0,00	0,00
stoppers	0,06	0,00	0,00
Rubber band 0'5	0,10	0,30	0,03
Prints (PYGMENT PR)	0,20	0,00	0,00
embroidery	0,00	0,00	0,00
Packaging	0,60	1,00	0,60
Total			1,63
	(price/minute)	(minuts)	
Minute Cost	0,12	20,00	2,40
Cutting	0,12	10,00	1,20
Assembling	0,12	0,00	0,00
Finishing	0,12	0,00	0,00
Total			3,60
Grading Cost per piece / Ne	0,12	2,00	0,24
Transport			0,00
Extras			0,00
Production Cost			9,07
			9,07
Retail Margin / Markup			3,50
Retail / Public Selling Price			31,75

Fabrics

Supplies

Out Work





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PEACE, LOVE AND FASHION

Claudia Marina

