
PRIVATE LABEL PRODUCT DESIGN

Fall 2021

By Rogaia Alamoudi

Business overview

Name:

J Freya

Meaning:

J: Jeans

Freya: Noble Women

J Freya focuses on giving back to the world, by creating sustainable denim jeans for women, with various colours, designs and cuttings.

It is a brand that focuses on creating comfortable jeans that are 100% sustainable and that would be the core product.

Type of business:

J Freya is a brand that focuses on denim jeans with various colours, designs and cuttings. It is a brand that focuses on creating comfortable jeans that are 100% sustainable.

Logo



Business Overview

Mission Statement:

To educate consumers toward sustainability and how sustainability would reflect in the world, by organising workshops and educational blogs.

To encourage every woman embraces her own kind of beauty, by providing a huge variety of sizes and using different models.

Vision Statement:

Make the world a better place for generations and generations, and be the role model in the fashion industry.

Boost confidence in woman, and allow them to be happy in their own skin.



Business Overview

Distribution channels:

Online retail, E-commerce

What make us different?

- Donate a percentage of the total profit every month to charity that the brand would pick in the beginning of every year.
- Create a platform to educate and make people aware about how shopping sustainable could help the world.
 - Huge diversity of styles and sizes that would fit for all ladies.
- A recycling scheme by giving back one pair of jeans and get 1 pair of jeans free and the second one half priced.



Concept

J Freya is a sustainable brand that got inspired by women power from all over the world, the concept of the brand came from Covid-19 and the lockdowns. Since then, everyone has become so used to wear comfortable outfits all day, this has affected our behaviour.

The low carbon emission and blue sky during the lockdown has reminded us the good old days when people relied on green energy and natural resources. This motivated us to be a sustainable fashion brand that produces minimal waste.

Undoubtedly, most people want to go back to the “normal life”, however, because of the new behaviour that has been developed during the pandemic, most people have switched their wardrobe from style-based clothes, to functional based clothes. Particularly with the increasing number of people working from home, or reduced hours in the office, having a pair of good quality jeans that are as comfortable as leggings would be great for work, commute, shopping, brunch with friend or even dinner.

Marketing Ideas

- Active on all social media plat forms (Instagram, Facebook and twitter)
- Create contests on social media to attract more followers
- Listen to consumers and respond to them
- Ads SMM and SMA on social media plat forms
- Set up YouTube channel with videos regularly
- Collaborate with influencers and bloggers
- Email marketing
- Seasons campaigns
- Share images of customers wearing our products
- Host events



Concept Board



Core Product Description

Product Core Concept:

The core product is light coloured skinny jeans that is comfortable to wear and feels like leggings. It is 100% sustainable, with various shades of colours, designs, sizes and silhouettes. The product is cozy to wear, people can spend the whole day, from morning to evening, in our jeans. Customer will love it because it is both comfortable and stylish.

Price Point:

\$150 - \$275

Product Categorise:

Jeans
Jacket
Jumpsuit
Dress
Bermuda

Seasons:

5 collection per year

Fall: September-November

Winter: December-February

Spring: March-May

Summer: June-August

Last collection is a collaboration with an famous figure on their birthday month each year is a different person.



Potential Competitors

Potential competitors for J Freya are Nudie Jeans, Boysh and Levi's. Boysh and Nudie are sustainable denim brands that provide a good diversity of styles and also care about the quality of their product. The third competitor is Levi's, although this isn't a sustainable brand, this is one of the most well-known denim brands internationally and also offers a good diversity of sizes for everyone.



Nudie Jeans

About Nudie: Nudie Jeans Co is more than just a denim store.

Nudie Jeans Co provides and preserves a tradition true to the fabric's tradition and features by considering in terms of wear and tear, reuse, and repair. Their target market is middle class.

The Swedish denim brand, Nudie Jeans, was founded in Gothenburg in 2001, and has been recognised for its environmental and social sustainability efforts. Nudie Jeans Co is in the forefront of the industry's efforts to achieve a more sustainable existence, with a denim assortment made entirely of organic cotton and transparent production.

Boyish

Boyish Jeans

About Boyish: Jordan Nodarse, a California native, founded Boyish Jeans, a line of sustainable women's denim. Each collection is built on historic silhouettes with a modern twist, all offered at an affordable price range, and designed in Los Angeles. Boyish is inspired by beautiful women who frequently define their personal style as "Boyish". The brand creates all collections with men's fabrics and fits suited for a woman's physique. To produce styles that are reminiscent of a pair of vintage jeans with an updated, fresh design and feminine fit, Boyish focuses on product quality, fit, and authentic washes. Their target market is upper-mid class

Boyish has a deep commitment to leaving as minimal impact on the world as possible is at the heart of all Boyish collections. As a result, Boyish develops and manufactures its products using ethical and ecological techniques. All of their jeans are made from

Potential Competitors



Levi's

About Levi's: For Levi's, what began as a tool for the American worker has evolved into a symbol of progress. Levi's practical items were worn by miners, cowboys, rebels, rock stars, presidents, and everyday men and women, and they were the garments they not only worked in, but also lived in.

However, Levi's® is more than that. They're the finest form of real self-expression that can be worn. Levi Strauss & Co. is a global leader in denim and one of the world's largest garment firms. They have over 500 stores throughout the world, and their products are sold in over 100 countries, Their target market is middle class.



Summary of Target Group Research

Denim has become one of the most popular and most worn fashion items for sociable events. According to the Mintel report 2010, it shows that over three quarters of grownup's wear denim to go to eat or have a drink in a pub and around 68% of them eat out in a casual restaurant or to go and gather with friends and families. (Mintel,2010)

Females are beyond than double as likely as males (64% vs. 29%) to find it hard to locate jeans that fit them perfectly. This is mainly the circumstance for below-35s, as they are searching for further tightly-fitting designs. (Mintel,2010)

Both women and man who are aged 25-34 prefer buying branded jeans than specialist jeans retailer. Amongst them, women are more willing to spend more on denim than hard wearing and they would spend more than £100 if they found the right pair of jeans. (Mintel,2010)



Summary of Target Group Research

According to the market research company, Statista, by 2021, the international denim jeans market is expected to generate around 130 billion USD in retail sales, which is 100 billion more comparing to that in 2016. The global apparel market has been growing consistently over this decade, as a subcategory within the overall apparel market, it is almost inevitable that the denim jeans market will also grow. Statista has also reported that denim jeans is one of the most stable apparel products and is often associated with comfort. (Online Clothing Study, 2020)

Furthermore, Statista also verified denim has become the predominant textile in the apparel market. The estimated value of such fabric was 90 billion USD in 2019, and Statista projected that by 2023, its value will rise to 105 billion USD. Within in the denim industry, blue denim jeans is the signature, it is by far the most influential and valuable style. (Online Clothing Study, 2020)

There are a lot of ways to produce jeans in a more sustainable way, for example using organic cotton, dry techniques of denim manufacturing, eco friendly dye, recycle of denims and a lot more methods and it shows their growth of eco denim environment friendly market. (Online Clothing Study, 2020)

Denim has become a main textile on the fashion industry world-wide. In 2020, the industry value of the denim textile was 21.8 billion dollars and expected to grow to more than 26 billion dollars by 2026. The most valuable channel in the jeans industry are the retail sales of the blue jeans. It is projected that by 2027, the retail sales value is predictable to get up to 71.8 billion U.S dollars. (Statista, 2021)



Primary Target Group

Demographic:

Age: (25-34)

Education: College +

Income: £20K – 60K/Year

Profession: Entrepreneur, Editor, Legal profession,
Blogger, Beauty Advisor, Marketer, Banking and Finance

Geographic:

Lives in a city

Behaviours:

She likes to investigate the latest eco-friendly brands and comfortable fit jeans. She doesn't mind looking into different brands until she finds the one that she like it. She likes to be a part of the community. She is also into looking for new restaurants and cafes. She likes to be active and stay up to date to the latest trends and styles. She doesn't mind changing diets. She likes to give back to the world.

Psychographic:

Personality

She likes to be nicely dressed most of the time, she would wear her perfect pair of jeans for different occasions. She is active and would go for a walk or a workout regularly. She likes to have good quality items. She likes to look trendy and fashion forward. She cares about the environment as much as her appearance.

Lifestyle

She lives a healthy lifestyle; she focuses on work-life balance a lot. She spends quality time with family, friends and herself. She always sees her family and friends wearing nice clothes and looks trendy with a twist of classiness. She is always ready for any change in her plans.

Interests

She likes to read books, fashion magazines, blogs and fitness blogs and magazines. She loves watching romantic comedy movies, documentaries and reality shows. On social media, she follows well known, fashionable and active female influencers for motivation to always dress nicely. She gives back to the community and the world by recycling her rubbishes and donate to charity regularly.

Beliefs

She cares about her appearance, but she knows it is not the most important things in life. She's confident and she does believe that women should be confident in their own skin. She cares about the environment that's why she always gets sustainable items.

Primary Customer Persona

Name: Dona Salem

Age: 30

Marital status: Engaged

Education: Business Law -

Graduated in 2013 Queen Mary university

Location + Occupation: Lives in London,
works full time in her father's firm, part
time Dancing teacher

Salary: £55K / Yearly

About Dona -

She goes for a walk every morning

Goes to brunch every Saturday with her
friends

Sees her family every Sunday

Jog 3 times a week and go to dance studio
in the weekend

Goes on night dinner dates with her hus-
band every Saturday

She likes to travel and visit new places

She takes care of herself and her skin,
body and hair

Twice a month she does charity work

She likes to give back



Primary Target Customer Profile

Females

25 - 34 years old

Into fashion/jeans/active/working

Upper-middle class

Single/Married/ In a relationship

House/Apartment/

Lives in a city

Income £20,000 – £60,000

Caring

Motivated

Women power

Be a part of the community

Healthy lifestyle

Sustainable / Eco friendly

Love to help other

Give back to society



Secondary Target Group

Demographic:

Age: (18-23)

Education: School/College

Income: £10K – 20K/Year

Profession: Student, retail, start business, assistant, reporter

Geographic: Lives in a city

Behaviours:

She likes to try new things; she's always updated towards trends. She dresses nice yet comfortable, she's trendy and easy going. She puts on a little make up. She goes to the gym twice a week with her friends and crush. She does her hair by herself. She always orders takeaway. She follows the latest trends. She sleeps late and usually wake up in the afternoon unless she got classes or work.

Psychographic:

Personality

She spends time with her flat mates and her friends, she's to spend time in nature and the city and likes to be outside the house or binge-watching Netflix. She is always on Instagram and TikTok. She looks up to the influencers and wishes to be like them.

Lifestyle

She eats out a lot or order takeaway. She sleeps late either clubbing or spending time with her friends. She goes to brunches and have lunch with friends.

Interests

Social media, following influencers, reality TV shows, running, jogging, movies, fashion

Beliefs

She believes everyone should live the way they want without restrictions. She hates the ruling class and government; she believes in democracy and us human should be responsible for what we have done to the earth. She always joins the hashtag movements on social media regarding the environment and human rights.

Secondary Customer Persona

Name: Diana Mark

Age: 19

Marital status: Single

Education: Graphic Design

University: Westminster University

Occupation: Full time student

Location: Lives in London with her family in Chelsea, an influencer/ Family supported

Salary: £20K / Yearly

About Diana-

She likes to go to brunches with her friends

She goes to dancing class 3 times a week

She loves watching romantic and comedy movies

She sleeps late, and drink 3 cups of ice coffees every day

She likes to eat in restaurants most of the days and order take away.

She spends a lot time updating her social media, shooting, make up tutorial.

She sees her friends every day.

She likes to do have smoothies.



Secondary Target Customer Profile

Females

18-23 years old

Active/comfort/Collage

Middle class/Family supported

Single/Married/ In a relationship

Early Adopters/Early Majority

House/Apartment/Dorm

Income £10,000 – £20,000 Yearly

Buys from Levi's

Social media addicted

Fashion updated

Loves to shop



Tertiary Target Group

Demographic:

Age: (36-45)

Education: College +

Income: £40K – 120K/Year

Profession: CEO, Owner of a business, Manager, Higher range income.

Geographic: Lives in a city

Behaviours:

She sticks the brands that she really likes. She's loyal to her brand she likes to look representable and fashionable. She likes to dress casual with twist of classiness. She sees her hairdresser once a week. she is always on time. She wakes up at 6am, always have healthy food, always get eco-friendly items.

Psychographic:

Personality

She spends time taking care of herself, cares about her figure and how she looks. She cares about her kids and always be there for them. All her clothes are good quality, and she cares about the world and like to teach her kids all about it.

Lifestyle

She eats healthy and stays active. She likes spend time with her family and friends like to dress nicely, loves to read books and hears music. She also loves watering her plants and like to go shopping with her daughters.

Interests

Wellbeing, cooking, reading, dancing, painting and gardening, fashion.

Beliefs

She believes that taking care of your body is important, as well as the environment. She would to try spread the message it as much as she could. She believes dressing up properly and looking nice will help her feeling fresh.

Tertiary Customer Persona

Name: Abigail John

Age: 40

Marital status: Married have 2 kids

Education: Fashion designer

Graduated in 2001, Westminster university

Location + Occupation: Lives in Chelsea, London

Own her own fashion business

Salary: £110K / Yearly

About Abigail -

She likes to go yoga 3 times a week

Goes shopping with her friends

Takes her kids to school then have her coffee

Sunday is the family fun day where they would go out all day to spend time together

She goes to brunch with her friends on Friday

She goes to afternoon tea with her mother

She gets invited to a lot of events during the year

She takes care of her house, car and family

She loves painting and planting

Once a month, she would take her family to a charity to do some charity work



Tertiary Target Customer Profile

Females

35-45 years old

Upper class / Middle class

Married/in a relationship

House/Apartment

Lives in London, Surrey or Manchester

Income: £40,000 – £100,000

Loves to cook.

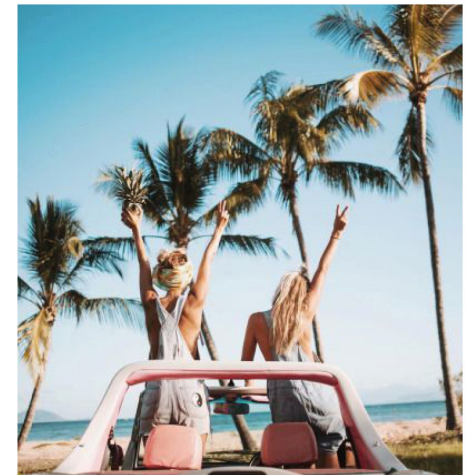
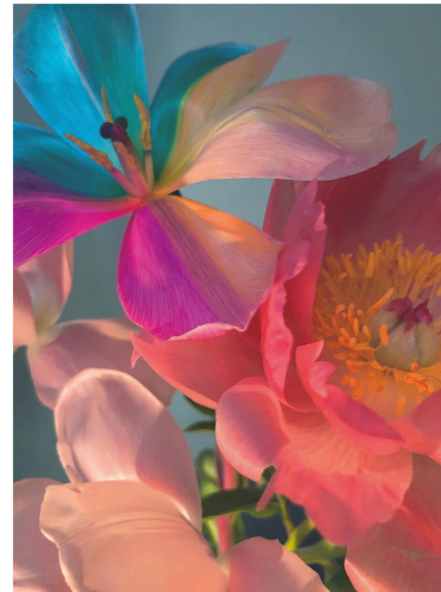
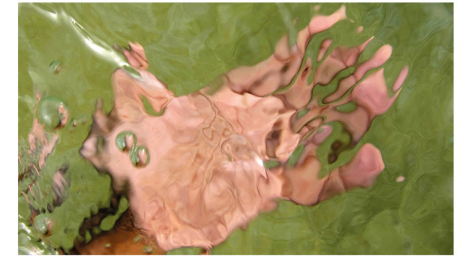
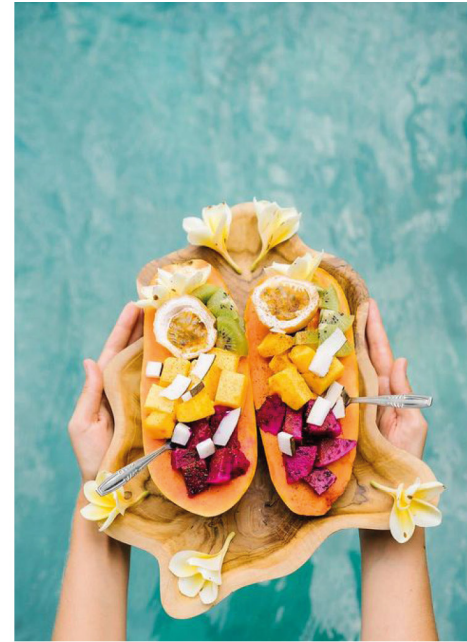
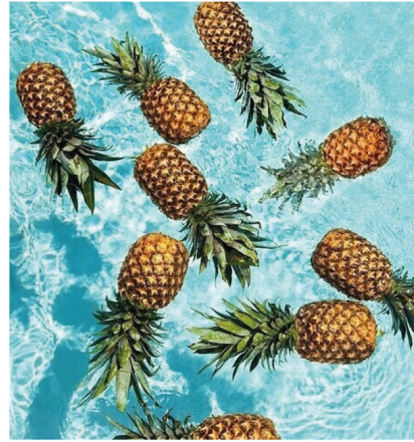
Takes care of the family.

Into fashion.

Like casual comfortable items.

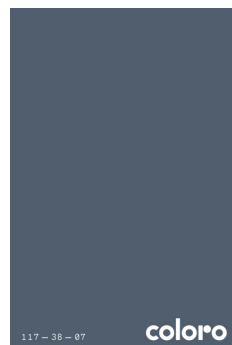
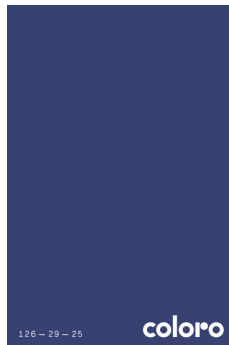
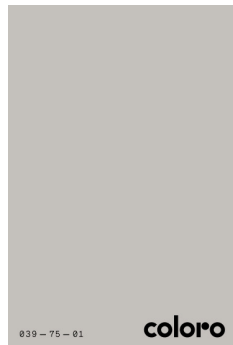
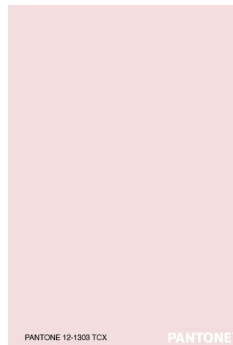
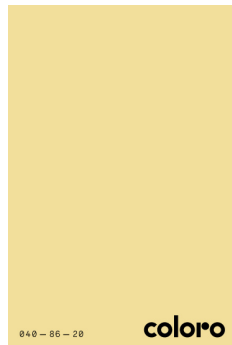
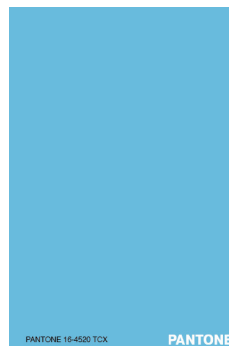
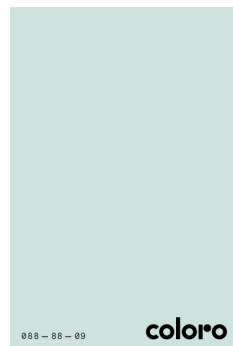
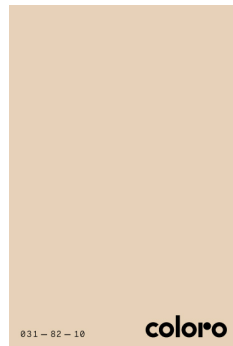
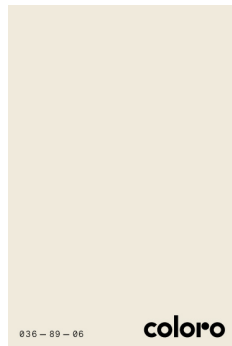


Mood Board



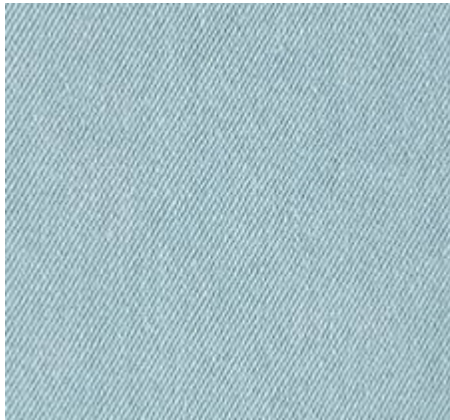
Color Board

Spring/Summer 2022



Material Board

Spring/Summer 2022



Organic Cotton



Chambray Indigo



Recycled Polyester Satin



Fair Trade Undyed Twill



Recycled cotton

Great Quality
Sustainable
Easy to the skin
Breathable
Comfortable



Silhouette & Style Board

Spring/Summer 2022



Product Line Plan

Line Plan

My collection is for Spring Summer 2022, we will be having 3 deliveries in total which are categorised by theme.

The first delivery is named: **Chill**, and this will be released in late February. In the UK, the average temperature is around 3-7 degrees Celsius, it is still quite cold here but people will be starting to look forward to Spring. Hence, our delivery in February consists mostly long sleeves tops, oversized jacket, mid to long length bottoms and a small portion of mini and hot bottoms.

The second delivery is in mid of March. Average temperature in the UK will be reaching 10 degree Celsius the highest usually, this is a cozy month and hence our theme name: **Cozy**. It is starting to get warmer so people will start wearing Spring outfits underneath their outerwear, after the long cold Winter. Our delivery will also be shifting towards short sleeves tops, bralettes, and loose bottoms.

Our third delivery, **Summer Dream**, is in late May. This is definitely a warm season and the average temperature in the UK is usually 10-19 degree Celsius. We will be releasing more mini and hot bottoms now.

Line Plan

LINE PLAN (Simplified)
 BRAND

Line Plan
 J Freya

SEASON

SPRING/ SUMMER 2022

DATE

Oct-21

Merchandise Theme	Category	Sub Category	Number of style	Size range	Planned Quantity	Delivery	Styles (to be added as sketches and samples are being developed)			
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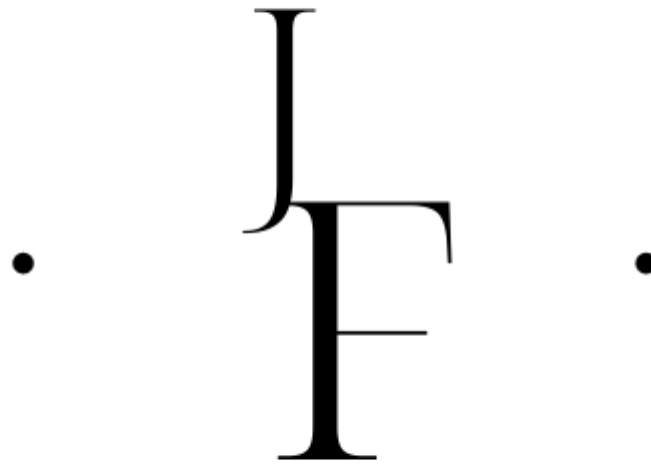
Coordinated styles will be released in select colors and patterns for each delivery.

Theme 1 - CHILL	Tops	Blouse	2	XS-XXXL	1,000	Delivery 1 (February 27)	Long Sleeve Denim Shirt		Cropped Denim Top	
	Bottoms	Pants	4	XS-XXXL	2,000	Delivery 1 (February 27)	Slim	Flared	Boyfriend	Skinny
		Skirt	2	XS-XXXL	1,200	Delivery 1 (February 27)	Mini	High School Botton		
		Shorts	2	XS-XXL	1,200	Delivery 1 (February 27)	Hot	Mid Length		
	Outerwear	Jacket	2	XS-XXXL	600	Delivery 1 (February 27)	Over Sized	Cropped		
	Dresses	Long Dress	2	XS-XXXL	600	Delivery 1 (February 27)	Long Shirt Dress		Surplice Denim Dress	
	Total			14		6,600				

Theme 2 - Cozy	Tops	Shirts	2	XS-XXXL	1,000	Delivery 2 (March 15)	Zipper Shirt	Short sleeve shirt			
		Bralette	2	XS-XXXL	500	Delivery 2 (March 15)	Denim Bra	Denim Bra V Neck			
	Bottoms	Pants	4	XS-XXXL	1,800	Delivery 2 (March 15)	Wide	Mom	Skinny	Distressed	
		Skirt	2	XS-XXXL	1,200	Delivery 2 (March 15)	Midi	Long			
		Shorts	2	XS-XXXL	1,200	Delivery 2 (March 15)	Bermuda	Micro Mini			
	Outerwear	Jacket	1	XS-XXXL	600	Delivery 2 (March 15)	Cropped				
	Dresses	Sweater Dress	1	XS-XXXL	600	Delivery 2 (March 15)	Shirt Denim Dress				
	Total		14		6,900						

Theme 3 - Summer Dream	Tops	Blouse	1	XS-XXXL	500	Delivery 1 (May 25)	Long Sleeve Denim Shirt				
	Bottoms	Pants	5	XS-XXXL	2,500	Delivery 3 (May 25)	Slim	Skinny	Wide	Mom	Disstressed
		Skirt	1	XS-XXXL	600	Delivery 3 (May 25)	Mini				
		Shorts	1	XS-XXL	600	Delivery 3 (May 25)	Hot				
	Outerwear	Jacket	3	XS-XXXL	1,800	Delivery 3 (May 25)	Over Sized	Cropped	Long		
	Dresses	Long Dress	2	XS-XXXL	1,000	Delivery 3 (May 25)	Long Shirt Dress				
	Total		13		7000						

Season Total		41	20,500
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J F R E Y A

Spring/Summer 22

Product Line Sheet

Contact
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orders@jfreya.com
www.jfreya.com

Wash Names

Sun Wash
Aqua

Tinted
Sunny

Tinted
Fire

Acid Wash
Clouds

Ice Washing
Lava

Greencast
Minty

Tinted
Rose

Rinse Wash
Winter Sky

Indigo
Stone

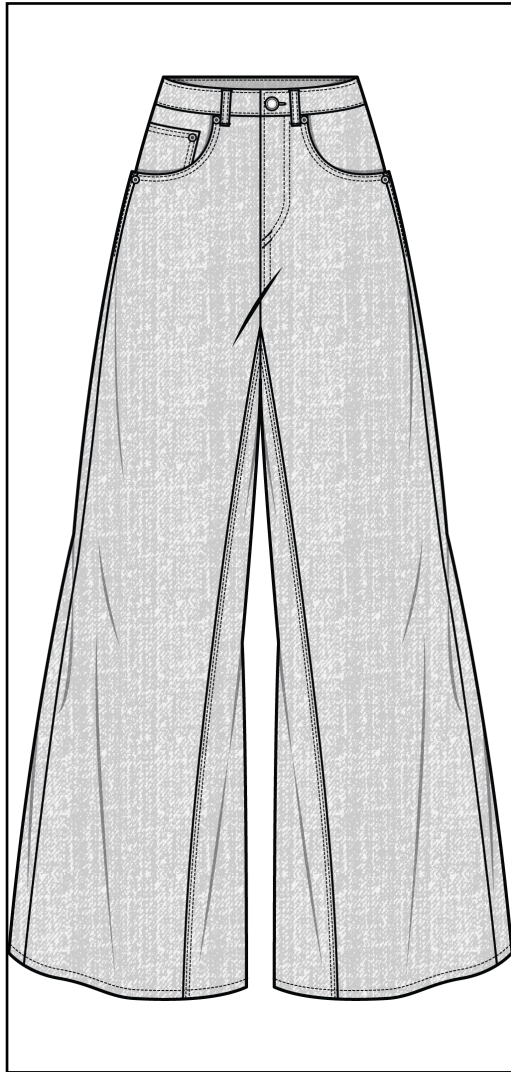
Enzyme
Wash Deep

Fabric Swatches



Pants

SKU P001

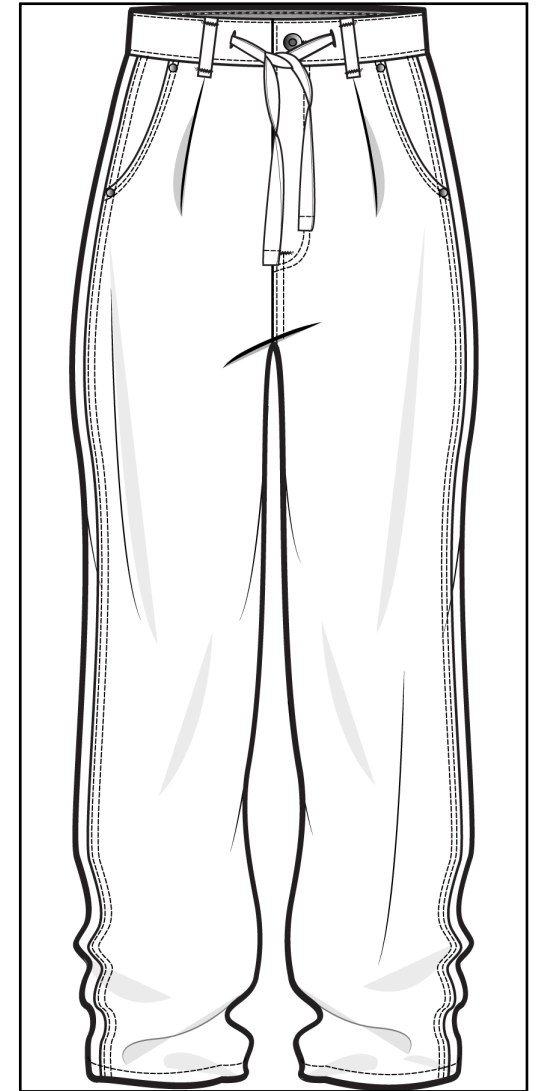


Color



Fabric: Cotton fabric twill weave
Fiber: 100% Non-Certified Organic Cotton
Shrinkage Allowance: 3%
Delivery: 27/2
Size: XS – XXL
Wholesale Price:
 \$150
Retail Price:
 \$225

SKU P002



Fabric: Cotton fabric twill weave

Fiber: 100% Non-Certified Organic Cotton

Shrinkage Allowance: 3%

Delivery: 27/2

Size: XS – XXL

Wholesale Price: \$150

Retail Price: \$225

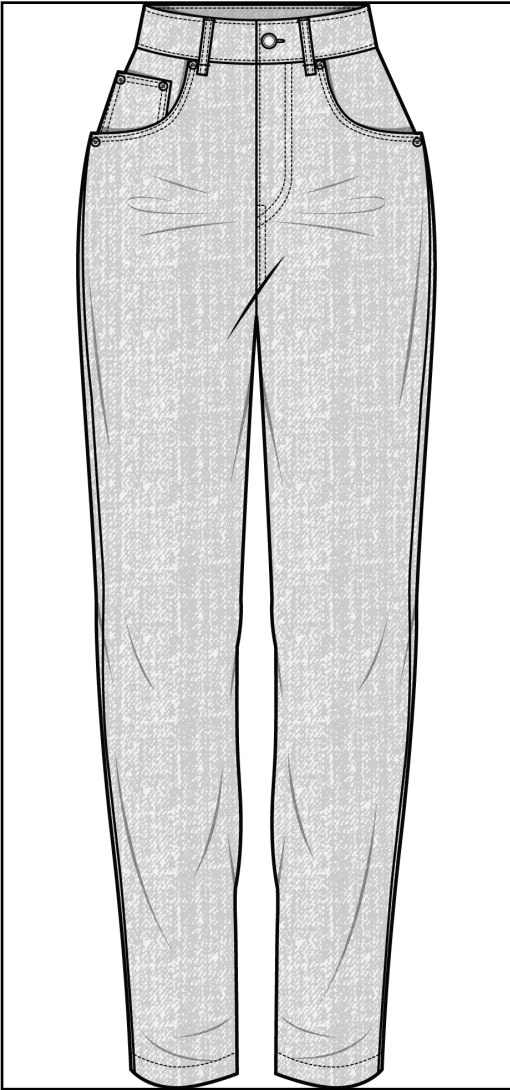
Color



J FREYA

Pants

SKU P003



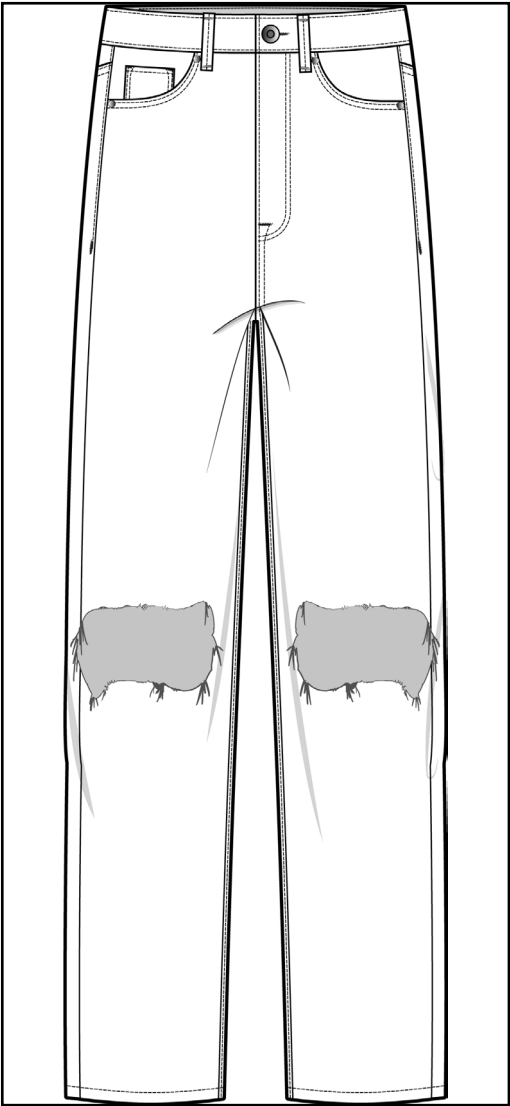
Color



Fabric: Cotton fabric twill weave
Fiber: 100% Non-Certified Organic Cotton
Shrinkage Allowance: 3%
Delivery: 30/1
Size: XS – XXL

Wholesale Price:
\$150
Retail Price:
\$225

SKU P004



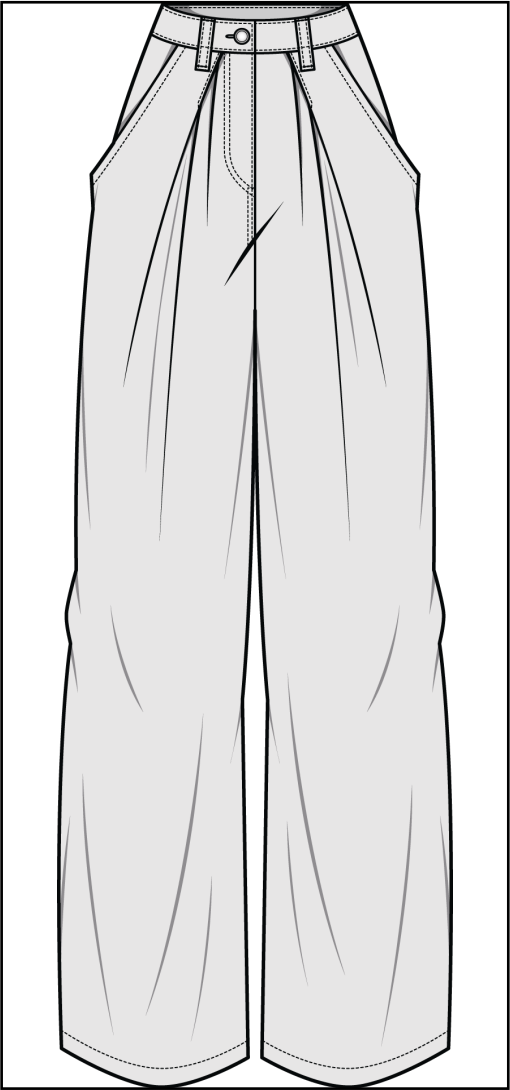
Fabric: Cotton fabric twill weave
Fiber: 100% Non-Certified Organic Cotton
Shrinkage Allowance: 3%
Delivery: 27/2
Size: XS – XXL

Wholesale Price:
\$150
Retail Price:
\$225

Color



SKU P005



Color

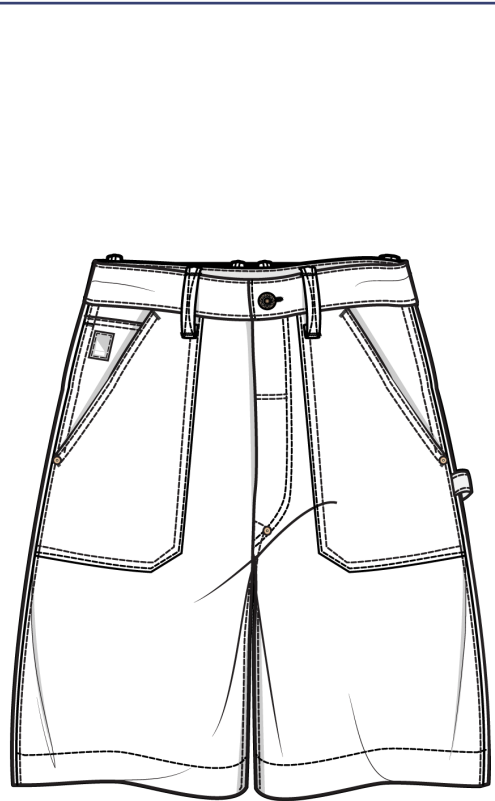


Fabric: Fair Trade Undyed Twill
Fiber: 100% Non-Certified Organic Cotton
Shrinkage Allowance: 3%
Delivery: 27/2
Size: XS – XXL

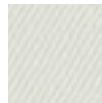
Wholesale Price:
\$150
Retail Price:
\$225

Shorts

SKU SH001



Color



Fabric: Cotton fabric twill weave

Fiber: 100% Non-Certified Organic Cotton

Shrinkage Allowance: 3%

Delivery: 27/2

Size: XS – XXL

Wholesale Price:

\$75

Retail Price:

\$110

SKU SH002

Fabric: Cotton fabric twill weave

Fiber: 100% Non-Certified Organic Cotton

Shrinkage Allowance: 3%

Delivery: 27/2

Size: XS – XXL

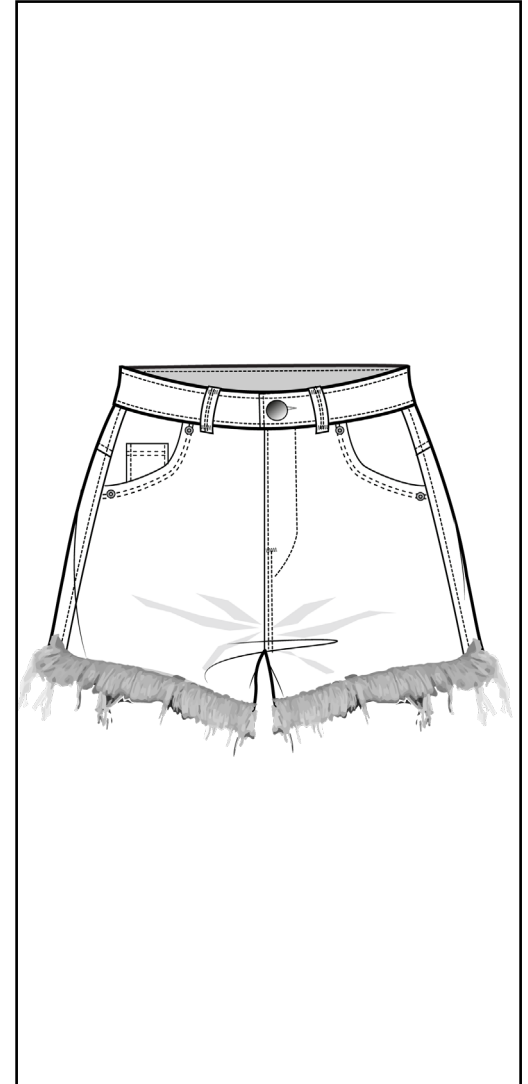
Wholesale Price:

\$70

Retail Price:

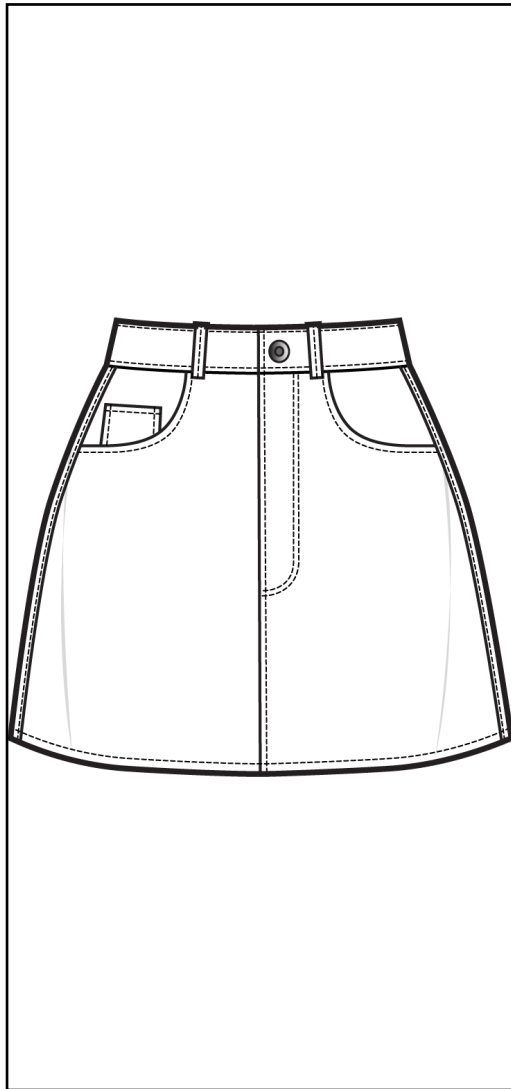
\$105

Color

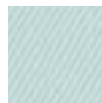


Skirts & Jumpsuits

SKU SK001



Color



Fabric: Cotton fabric twill weave

Fiber: 100% Non-Certified Organic Cotton

Shrinkage Allowance: 3%

Delivery: 27/2

Size: XS – XXL

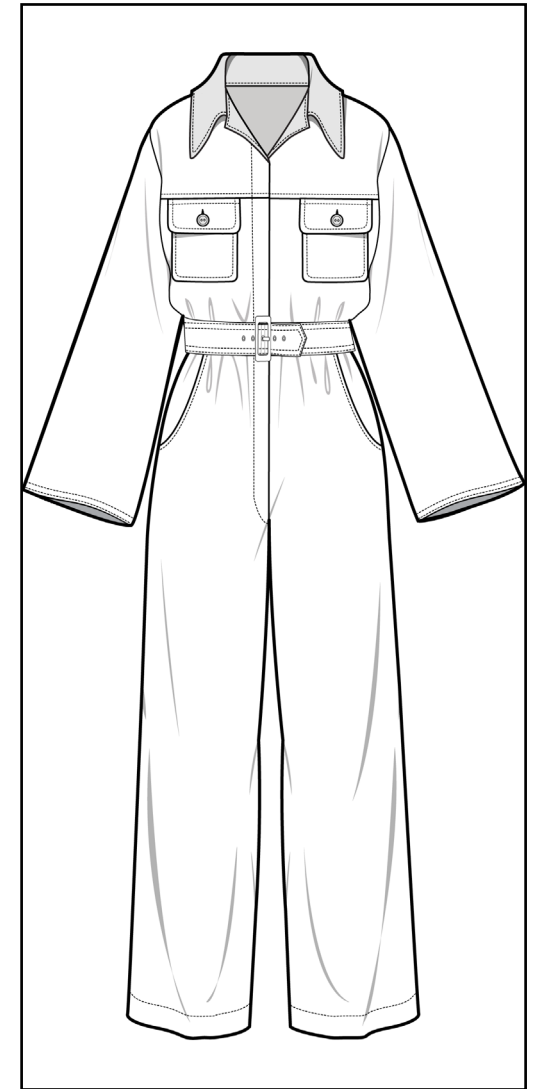
Wholesale Price:

\$70

Retail Price:

\$105

SKU JP001



Fabric: Fair Trade Undyed Twill

Fiber: 100% Non-Certified Organic Cotton

Shrinkage Allowance: 3%

Delivery: 27/2

Size: XS – XXL

Wholesale Price:

\$170

Retail Price:

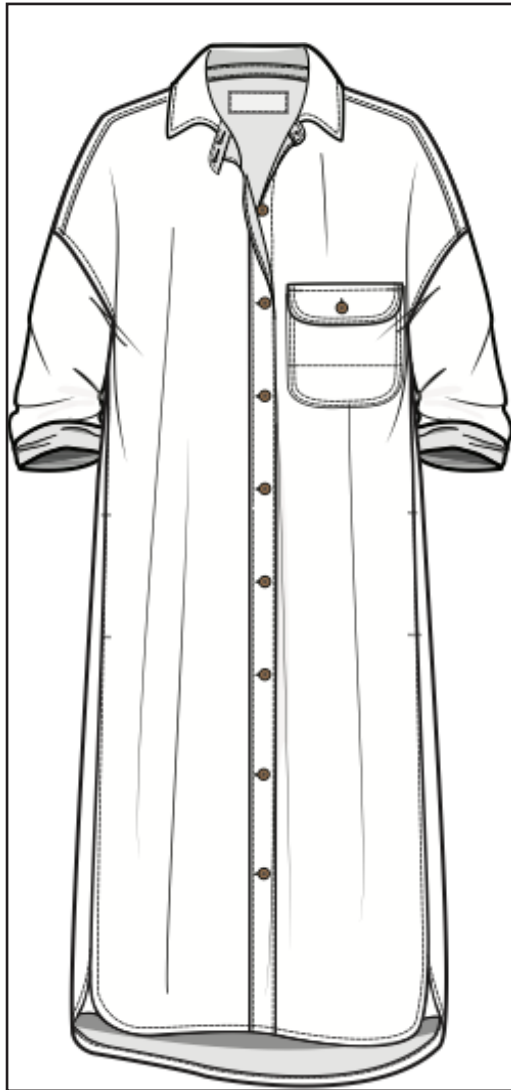
\$255

Color



Dresses

SKU D001



Color



Fabric: Cotton fabric twill weave

Fiber: 100% Non-Certified Organic Cotton

Shrinkage Allowance: 3%

Delivery: 27/2

Size: XS – XXL

Wholesale Price:

\$100

Retail Price:

\$150

SKU D002

Fabric: Fair Trade Undyed Twill

Fiber: 100% Non-Certified Organic Cotton

Shrinkage Allowance: 3%

Delivery: 27/2

Size: XS – XXL

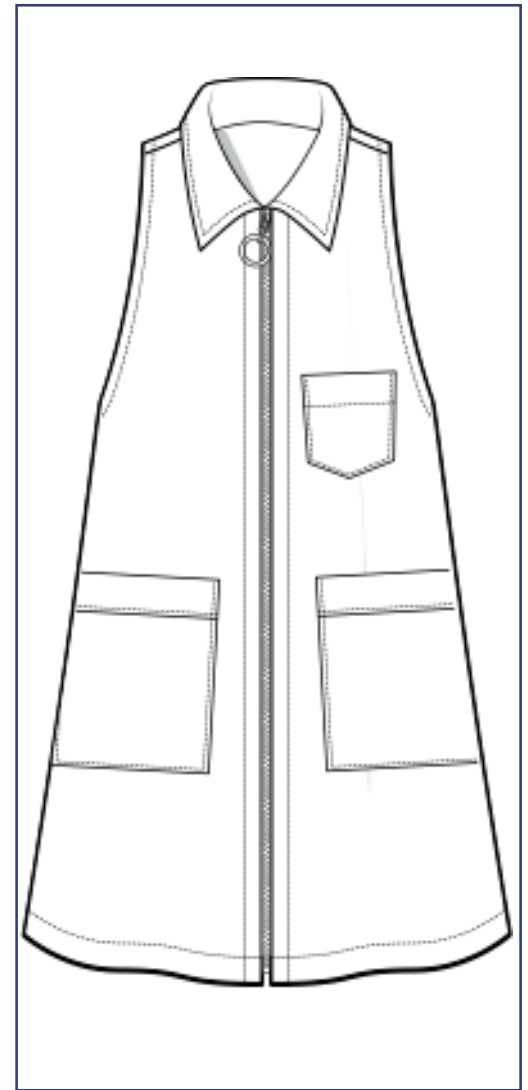
Wholesale Price:

\$60

Retail Price:

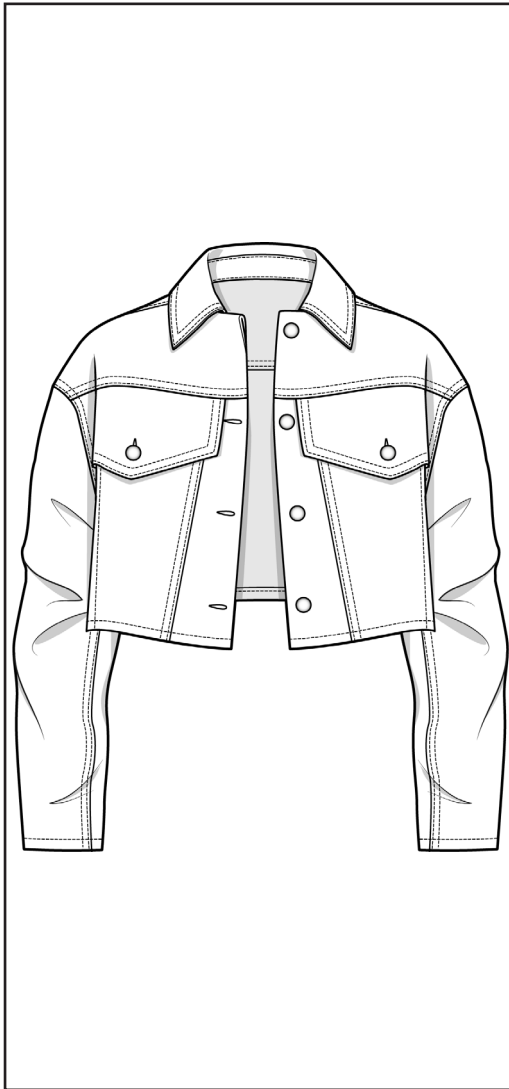
\$90

Color

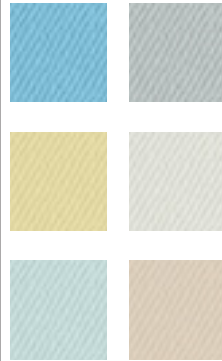


Jackets

SKU J001



Color



Fabric: Cotton fabric twill weave
Fiber: 100% Non-Certified Organic Cotton
Shrinkage Allowance: 3%
Delivery: 27/2
Size: XS – XXL

Wholesale Price: \$70
Retail Price: \$105

SKU J002

Fabric: Fair Trade Undyed Twill

Fiber: 100% Non-Certified Organic Cotton

Shrinkage Allowance: 3%

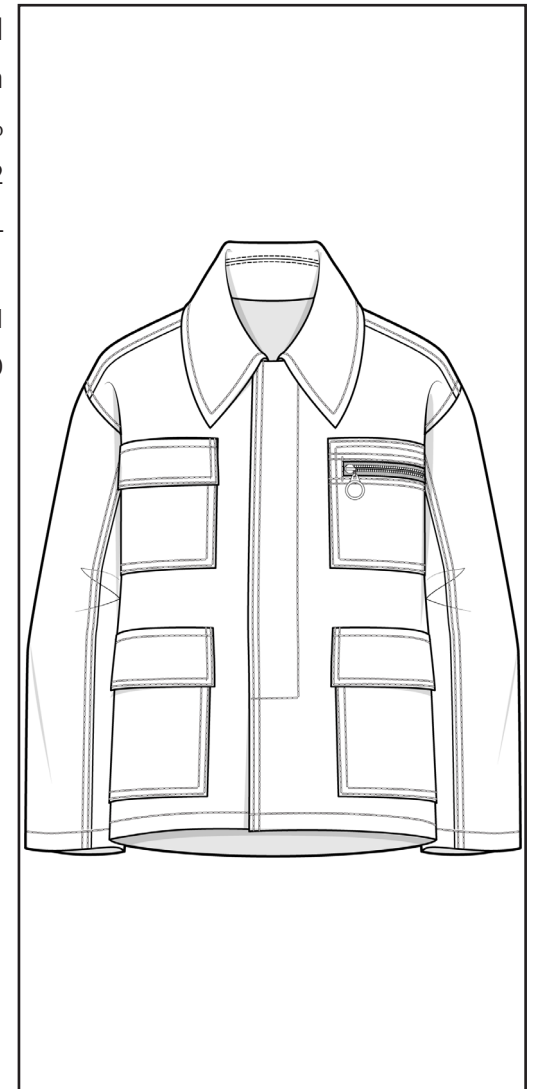
Delivery: 27/2

Size: XS – XXL

Wholesale Price: \$141

Retail Price: \$210

Color

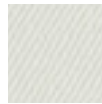
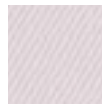
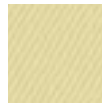


Tops

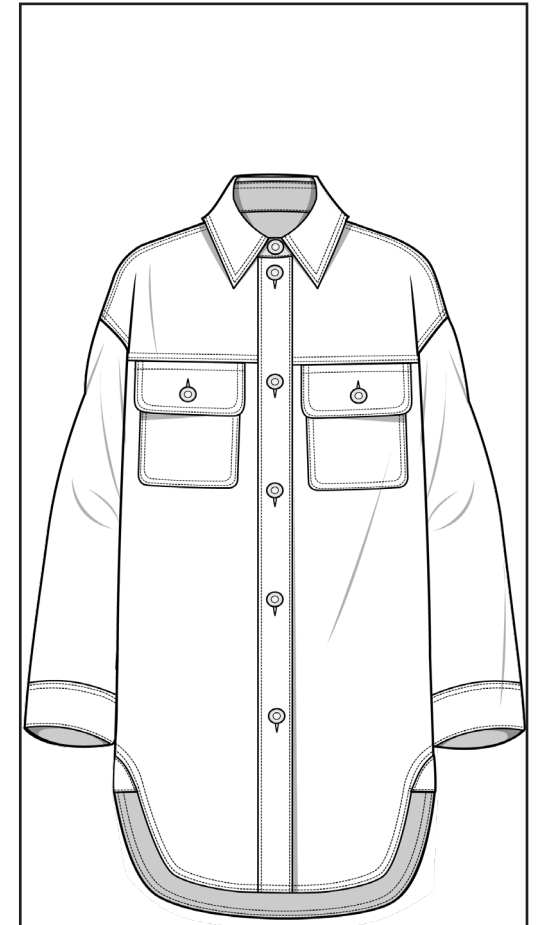
SKU T001



Color

**Fabric:** Fair Trade Undyed Twill**Fiber:** 100% Non-Certified Organic Cotton**Shrinkage Allowance:** 3%**Delivery:** 27/2**Size:** XS – XXL**Wholesale Price:** \$47**Retail Price:** \$70

SKU T002

**Fabric:** Cotton fabric twill weave**Fiber:** 100% Non-Certified Organic Cotton**Shrinkage Allowance:** 3%**Delivery:** 27/2**Size:** XS – XXL**Wholesale Price:** \$94.5**Retail Price:** \$140

Color



Technical Package

Specification Sheet

LINE PLAN (Simplified)
BRAND

Line Plan
J Freya

SEASON

SPRING/ SUMMER 2022

DATE

Oct-21

Merchandise Theme	Category	Sub Category	Number of style	Size range	Planned Quantity	Delivery	Styles (to be added as sketches and samples are being developed)			
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Coordinated styles will be released in select colors and patterns for each delivery.

Theme 1 - CHILL	Tops	Blouse	2	XS-XXXL	1,000	Delivery 1 (February 27)	Long Sleeve Denim Shirt		Cropped Denim Top	
	Bottoms	Pants	4	XS-XXXL	2,000	Delivery 1 (February 27)	Slim	Flared	Boyfriend	Skinny
		Skirt	2	XS-XXXL	1,200	Delivery 1 (February 27)	Mini	High School Botton		
		Shorts	2	XS-XXL	1,200	Delivery 1 (February 27)	Hot	Mid Length		
	Outerwear	Jacket	2	XS-XXXL	600	Delivery 1 (February 27)	Over Sized	Cropped		
	Dresses	Long Dress	2	XS-XXXL	600	Delivery 1 (February 27)	Long Shirt Dress		Surplice Denim Dress	
	Total			14		6,600				

Theme 2 - Cozy	Tops	Shirts	2	XS-XXXL	1,000	Delivery 2 (March 15)	Zipper Shirt	Short sleeve shirt		
		Bralette	2	XS-XXXL	500	Delivery 2 (March 15)	Denim Bra	Denim Bra V Neck		
	Bottoms	Pants	4	XS-XXXL	1,800	Delivery 2 (March 15)	Wide	Mom	Skinny	Distressed
		Skirt	2	XS-XXXL	1,200	Delivery 2 (March 15)	Midi	Long		
		Shorts	2	XS-XXXL	1,200	Delivery 2 (March 15)	Bermuda	Micro Mini		
	Outerwear	Jacket	1	XS-XXXL	600	Delivery 2 (March 15)	Cropped			
	Dresses	Sweater Dress	1	XS-XXXL	600	Delivery 2 (March 15)	Shirt Denim Dress			
	Total		14		6,900					

Theme 3 - Summer Dream	Tops	Blouse	1	XS-XXXL	500	Delivery 1 (May 25)	Long Sleeve Denim Shirt			
	Bottoms	Pants	5	XS-XXXL	2,500	Delivery 3 (May 25)	Slim	Skinny	Wide	Mom
		Skirt	1	XS-XXXL	600	Delivery 3 (May 25)	Mini			Distressed
		Shorts	1	XS-XXL	600	Delivery 3 (May 25)	Hot			
	Outerwear	Jacket	3	XS-XXXL	1,800	Delivery 3 (May 25)	Over Sized	Cropped	Long	
	Dresses	Long Dress	2	XS-XXXL	1,000	Delivery 3 (May 25)	Long Shirt Dress			
	Total		13		7000					

Season Total		41	20,500
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Detail Sheet

Detail Sheet & Garment Spec: Aminah Knit Studio

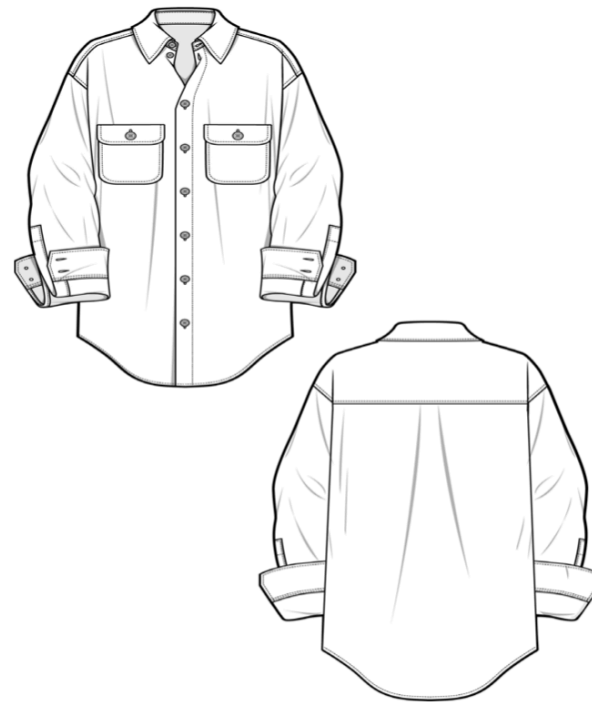
Style #: 001

Description: Denim Blouse

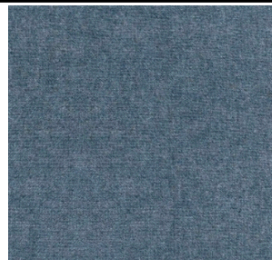
Season: Spring/ Summer 2022

Date: November 11, 2021

** Design Detail Sketch



Fabric Swatch:



Label Requirements:

2 labels
2 hangtags

** label placement/size sketch

1- Flat Fuse Cut - Sew in 4 sides of the logo and a quote
Sewn to Center back

2- Center fold - sew on left with style fiber content
, amnufacturer identification, care instructions.

Bill Of Materials

[illegible]

Specification Sheet

[illegible]

Cost Sheet and Manufacturer Research and Evaluation

Cost Sheet

[illegible]

G. D. International in India

Locations: No. 2/72, Triveni Nagar, Meerpur Cantt., Kanpur - 208004, Uttar Pradesh

Number: +918048106653.

G. D. International was established in 1999, and it is a noteworthy enterprise and manufacturing company dedicated to manufacturing and exporting a variety of work wears, coverall, flame retardant garments made of Denim fabrics. The company manufactures a variety of products, including Safety Gloves, Safety Coveralls, Aluminized Fire Safety SUIT, Safety Jacket, Fire Safety Suit, Fire Fighting suits, and Lab Coats. The manufactured products are exported in various countries such as Germany, Australia, Poland, Saudi Arabia, and the United Arab Emirates. The products are manufactured and designed with state-of-the-art technology by qualified professionals (G. D. International).

The company provides products which are attributed amongst the customers due to best quality and long-lasting nature. The specification of the products is dependent on customer needs. G. D. International leverages the skills and proficiency of the person who fulfills the customers' needs within the agreed timeframe. The company has put extra innovative efforts on new segments such as jeans, trousers, and oxford shirts, which are acknowledged as good in the local Indian and international markets.

Lead time: 7 days

MOQ: 100 garments

Price: ₹ 300- 1450 per piece depending on the type of wear.

Shanghai Easun Group in China

Locations: RM 2101/2108, 21/F, Sino Life Tower, No. 707 Zhangyang Road, Pudong City: Shanghai

Region: China

State/Province: Shanghai

Zip/Postal Code: 200120

Homepage Address: <http://www.globalsources.com/easungroup.co>

Other Homepage Address: www.easun-textiles.com

Shanghai Easun Group was established in 2002, and a manufacturer and supplier of proven quality products. The company operates as a large-scale group company with manufacturing factories and supply sections within China and the international market. Shanghai Easun Group has been the greatest manufacturer in China for households, hotels, airlines, and resorts for more than ten years with the company is known for main products such as blankets, bedding sets, sleepwear, bathrobe, t-shirt, hoodie, pants, jacket, jeans, and towels (Global Sources). The company exports most of its products in more than 30 countries across Europe, Russia, North and South America, and Southeast Asia. The high export level is enhanced by huge productions since the company makes nearly 20 million products annually per unit. The company enjoys a convenient location in Shanghai, one of the most economically developed cities within China. Shanghai city is China's economic and financial center, which is superior in geographical location and convenient transport. Shanghai Hongqiao and Shanghai Pudong International Airport are near easy transportation to neighboring countries (Global Sources).

Lead time: 10 days

MOQ: 1000 Pieces

Price: US\$ 4.8 - 12.5 per piece, depending on the type of wear.

Argon Denims Limited in Bangladesh

Head Office Address: Plot- 33, Sector- 07, Mirpur, Dhaka

Factory Address: Braider Chala, Shreepur, Gilaberaid, Gazipur

Phone: +880-2-8900781

Fax: 8961941

Email: info@argondenims.com

Argon Denims Ltd is a private limited company that produces Denim Fabrics within Sreepur in the Gazipur district of Bangladesh. The company is known for commercial operations producing a medium and premium range of denim products of different weights. The fabrics are mainly 100 % cotton, cotton stretch, and Cotton Polyester. The products are made in different finishes by qualified and dedicated personnel who meet the agreed specifications for the client. The company has a state-of-the-art water effluent treatment and sewage treatment plant, ensuring excellent and environmentally-friendly operations. The advanced production equipment, strict quality control systems, well-established design and marketing network, and robust sample development capability have significantly contributed to the company's growing reputation with more customers' enterprises branded (Argon Denims Ltd). The company is guided by set safety rules and regulations, which ensures a safe working environment through using safety equipment such as Masks, Helmets, Gloves, Eyeglasses & Rubber boots prevents work-related accidents. The high-growing code of conduct has fostered growth and responsibility towards society.

Lead time: 8 days

MOQ: 1000 garments

Price: US\$ 6 - 14 per piece, depending on the type of wear.

Manufacture of Choice: Shanghai Easun Group in China

The manufacture I will choose is Shanghai Easun Group in China. They have an excellent reputation when working with other companies, with more companies rating them greatly. The company has proved to produce quality products with many customers praising their commodities; hence they have a good reputation from the customer side. The company sells locally and internationally, proving to have a vast market base that may increase sales and revenues for our products after partnership. The international market also shows a vast market base, with the company exporting in more than 30 countries across Europe, Russia, North and South America, and Southeast Asia. The factory's location will also add an advantage to why I chose the Shanghai Easun Group in China. The company is conveniently located with Shanghai Hongqiao and Shanghai Pudong International Airport being near hence exportation to neighboring countries. Shanghai city is also economical; thus, the cost of operation will be relatively low. Shanghai Easun Group in China will help me enjoy the mass Chinese local market with a very high population.

Branding & Packaging



Packaging Box



Thank You Note



Label Tag



Sustainable Tote Gift Bag
with every order

References:

“Making Denim & Jeans More Sustainable Way - Initiatives By Top Apparel Brands”. Online Clothing Study, 2021, <https://www.onlineclothingstudy.com/2020/07/making-denim-jeans-more-sustainable-way.html>. Accessed 1 Oct 2021.

“Jeans - Consumer Attitudes To Buying And Wearing - UK - November 2010 - Market Research Report”. Reports.Mintel.Com, 2021, <https://reports.mintel.com/display/479973/>. Accessed 1 Oct 2021.

“Topic: Denim Market Worldwide”. Statista, 2021, https://www.statista.com/topics/5959/denim-market-worldwide/#dossierSummary__chapter1. Accessed 1 Oct 2021.

“Weather Averages For The United Kingdom - Current Results”. Currentresults.Com, 2021, <https://www.currentresults.com/Weather/United-Kingdom/average-united-kingdom-weather.php>.