

**Spring**  
**2013 Collection**  
**Modern Miss**

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**MDSE 1650.303 – Spring 2013 Apparel Line Project**

# ANALYSIS OF SPRING 2013 GARMENT

## Garment Scenario

- Traditional department store
- Junior's spaghetti-strap gathered top
- Moderate price line of \$35
- Cotton and Polyester
- A poor seller in Spring 2012
- It came in 3 colors, White, Pink, and Tangerine Tango

## Strengths / Opportunities

- Price is affordable for upper-middle class shopper
- Great layering piece
- Versatile for young shoppers

## Weaknesses / Challenges

- Spaghetti-straps require certain under garments
- It was only offered in bright colors
- It is not school appropriate for Juniors





# TARGET MARKET PROFILE

## Target Market

- Juniors
- Middle Class
- Trendy and Fashion Forward

## Demographics

- Ages 12 – 18
- Middle Class
- Females

## Competitors

- Macy's
- Dillards
- Gap
- Windsor
- JCPenney

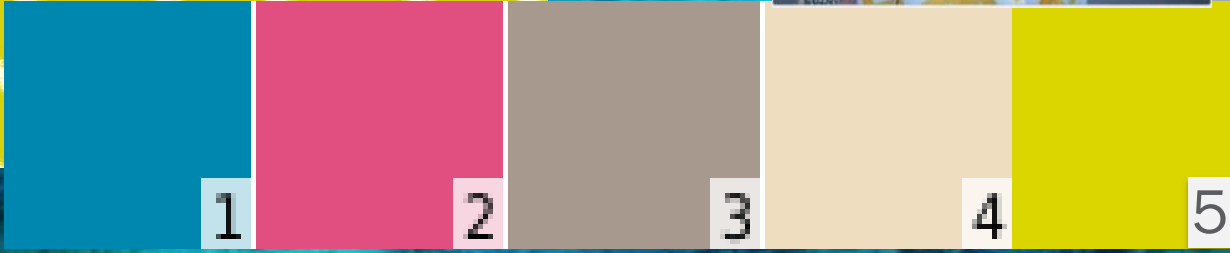
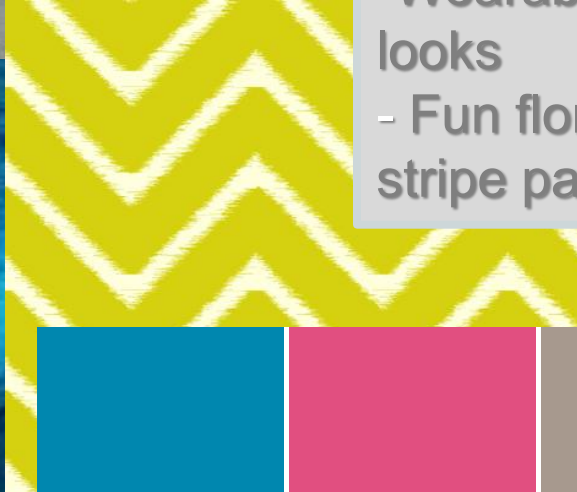
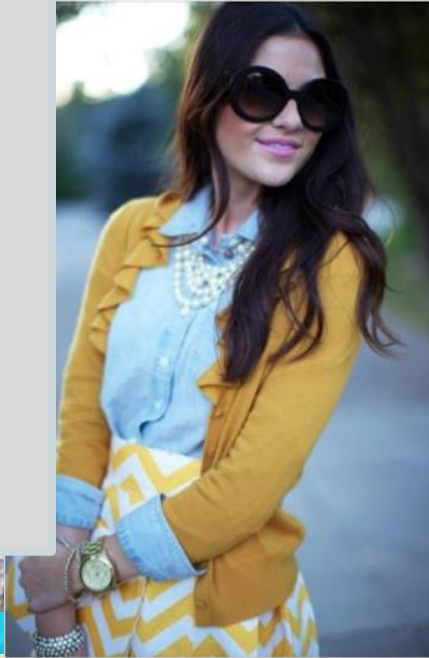
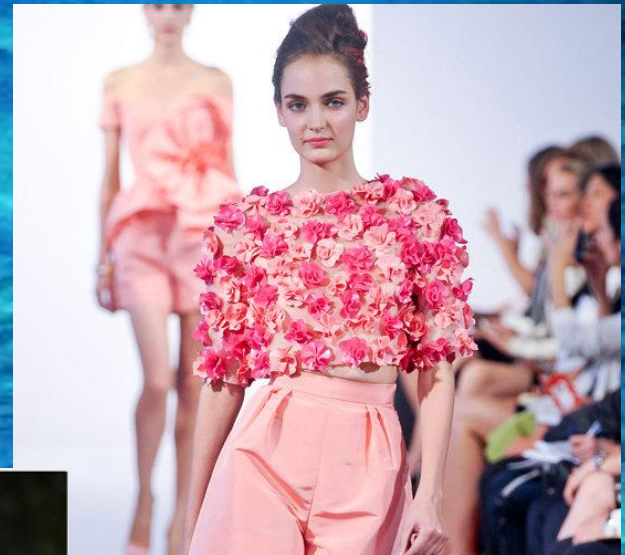
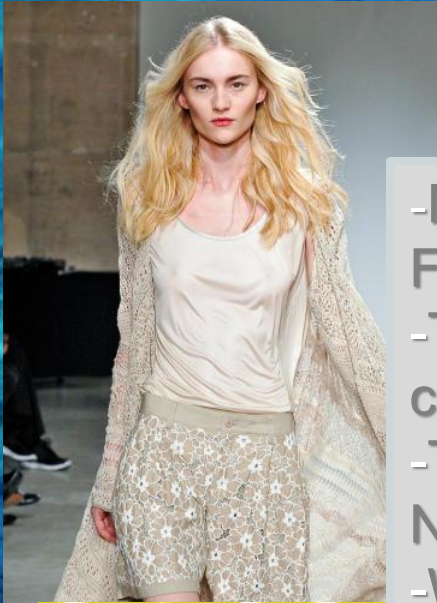




# Modern Miss

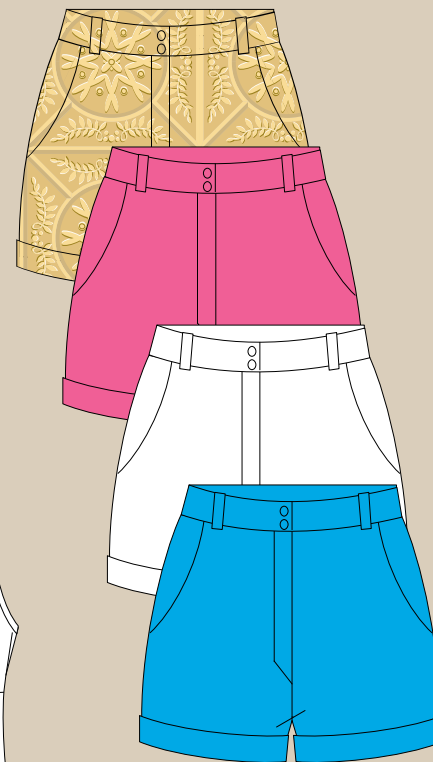
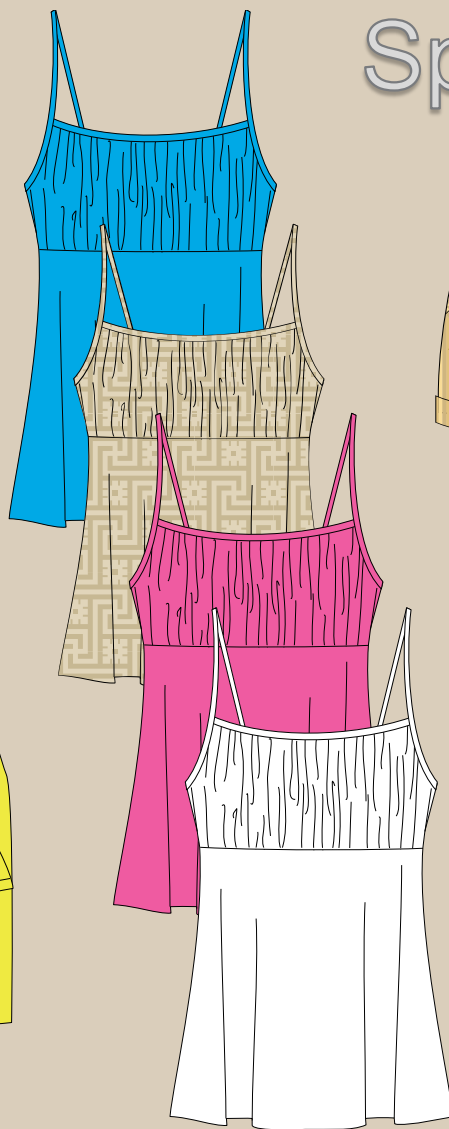
## Spring 2013 Concept Board

- Modern, Feminine, Young
- Trending, bright color story
- Teals, Pinks, and Neutrals
- Wearable school looks
- Fun floral and stripe patterns



Apparel Line

Spring 2013



Modern Miss



# Cost Sheet

Complete ALL the shaded cells =

Item Description :	Camisole-gathered bodice
Style # :	TS400
Season :	Spring 2013

## A. Fabrics & Linings

	Item	Price per Yard or Item	Qty Needed	Retail Price	Cost Price
Garment Fabric #1	60% Cotton, 40% Polyester	\$ 9.99	0.75	\$ 7.49	\$ 3.75
Garment Fabric #2 (if any)				\$ -	\$ -
Lining #1				\$ -	\$ -
Lining #2 (if any)				\$ -	\$ -
Interfacing (if any)				\$ -	\$ -
<b>Total Fabrics &amp; Linings:</b>				\$	3.75

## B. Findings & Trim

	Item	Price per Yard or Item	Qty Needed	Retail Price	Cost Price
Thread #1	Thread	\$ 1.80	1	\$ 1.80	\$ 0.90
Thread #2 (if any)				\$ -	\$ -
Additional closure	Adjustable strap	\$ 2.49	0.25	\$ 0.62	\$ 0.31
Zipper				\$ -	\$ -
Elastic or Drawstring	Elastic	\$ 0.99	0.25	\$ 0.25	\$ 0.12
Decorative Trim				\$ -	\$ -
<b>Total Findings &amp; Trim :</b>				\$	1.34

## C. Labor Costs

Cutting Cost per item	(Do not delete)				\$ 3.00
Sewing cost per item	(Do not delete)				\$ 3.00
<b>Total Labor :</b>				\$	6.00

## D. Final Wholesale Cost

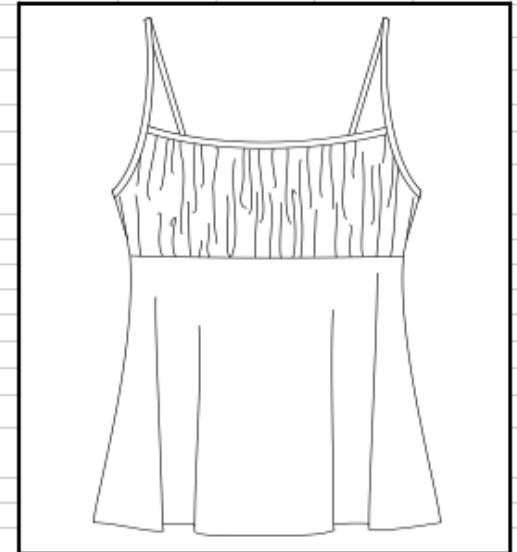
Total A, B, & C \$ 11.08

## E. Suggested Retail

\$ 29.50

## F. Markup% on Retail

62%



Fabric Name :

Ivory Interlock

# Cost Sheet

Complete ALL the shaded cells =

<b>Item Description :</b>	Mini short-cuffed
<b>Style # :</b>	TS1802
<b>Season :</b>	Spring 2013

## A. Fabrics & Linings

	Item	Price per Yard or Item	Qty Needed	Retail Price	Cost Price
Garment Fabric #1	65% Polyester, 35% Cotton	\$ 7.99	1.25	\$ 9.99	\$ 4.99
Garment Fabric #2 (if any)				\$ -	\$ -
Lining #1	100% Polyester	\$ 4.99	0.1	\$ 0.50	\$ 0.25
Lining #2 (if any)				\$ -	\$ -
Interfacing (if any)				\$ -	\$ -
<b>Total Fabrics &amp; Linings:</b>					<b>\$ 5.24</b>

## B. Findings & Trim

	Item	Price per Yard or Item	Qty Needed	Retail Price	Cost Price
Thread #1	Thread	\$ 1.80	2	\$ 3.60	\$ 1.80
Thread #2 (if any)				\$ -	\$ -
Buttons or Hook & Eye	Button (Package of 1)	\$ 1.30	2	\$ 2.60	\$ 1.30
Zipper	Zipper (Package of 3)	\$ 3.99	0.33	\$ 1.32	\$ 0.66
Elastic or Drawstring				\$ -	\$ -
Decorative Trim				\$ -	\$ -
<b>Total Findings &amp; Trim :</b>					<b>\$ 3.76</b>

## C. Labor Costs

Cutting Cost per item	(Do not delete)				\$ 3.00
Sewing cost per item	(Do not delete)				\$ 3.00
<b>Total Labor :</b>					<b>\$ 6.00</b>

## D. Final Wholesale Cost

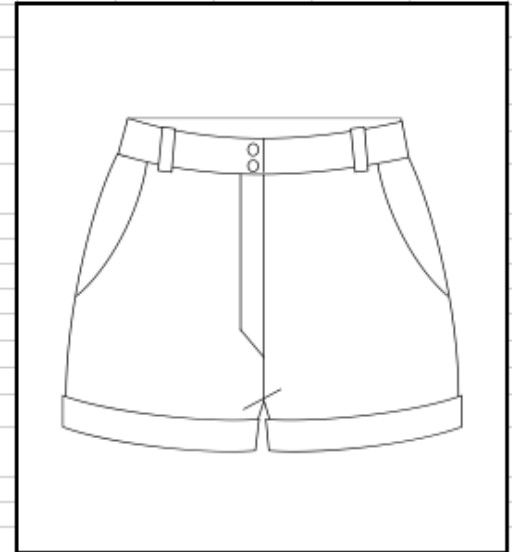
Total A, B, & C \$ 15.00

## E. Suggested Retail

\$ 39.50

## F. Markup% on Retail

62%



Fabric Name :

Cornstalk Target

Papyrus Lining

**Cost Sheet**

Complete ALL the shaded cells =

<b>Item Description :</b>	Long sleeve open front cardigan
<b>Style # :</b>	TS3550
<b>Season :</b>	Spring 2013

**A. Fabrics & Linings**

	Item	Price per Yard or Item	Qty Needed	Retail Price	Cost Price
Garment Fabric #1	95% Cotton, 5% Spandex	\$ 6.99	1	\$ 6.99	\$ 3.50
Garment Fabric #2 (if any)				\$ -	\$ -
Lining #1				\$ -	\$ -
Lining #2 (if any)				\$ -	\$ -
Interfacing (if any)				\$ -	\$ -
<b>Total Fabrics &amp; Linings:</b>					<b>\$ 3.50</b>

**B. Findings & Trim**

	Item	Price per Yard or Item	Qty Needed	Retail Price	Cost Price
Thread #1	Thread	\$ 2.89	1	\$ 2.89	\$ 1.45
Thread #2 (if any)				\$ -	\$ -
Buttons or Hook & Eye	Buttons (Package of 6)	\$ 1.75	0.67	\$ 1.17	\$ 0.59
Zipper				\$ -	\$ -
Elastic or Drawstring				\$ -	\$ -
Decorative Trim				\$ -	\$ -
<b>Total Findings &amp; Trim :</b>					<b>\$ 2.03</b>

**C. Labor Costs**

Cutting Cost per item	(Do not delete)				\$ 3.00
Sewing cost per item	(Do not delete)				\$ 3.00
<b>Total Labor :</b>					<b>\$ 6.00</b>

**D. Final Wholesale Cost**

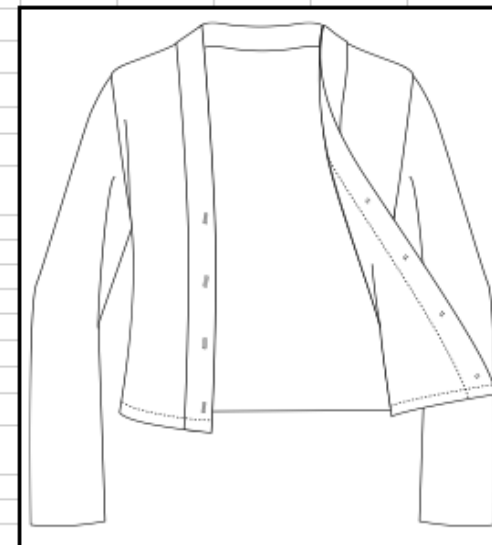
Total A, B, &amp; C \$ 11.53

**E. Suggested Retail**

\$ 30.00

**F. Markup% on Retail**

62%



Fabric Name :

Heather Grey Rib



# GARMENT 1 - SPEC SHEET

Division : Juniors

Spring 2013

STYLE # TS400

Dept: Tops

**Camisole - Gathered Bodice**

## SIZE INFORMATION

SIZE RANGE XS S M L XL

## FABRIC INFORMATION

### MAIN FABRIC

FIBER CONTENT 60% cotton 40% polyester

### FABRIC CONSTRUCTION

Knit

### WEAVE TYPE

Interlock Knit

### DYED OR PRINTED

Yarn dyed

### COUNTRY OF ORIGIN

China

### LINING FABRIC

### FIBER CONTENT

### LINING CONSTRUCTION

### WEAVE TYPE

### DYED OR PRINTED

### COUNTRY OF ORIGIN

### INTERFACING OR FILL FABRIC

### FIBER CONTENT

### FABRIC CONSTRUCTION

### DYED OR PRINTED

### COUNTRY OF ORIGIN

## FINDINGS/TRIMS / DECORATIVE DETAILS

CLOSEURE TYPE - 1 Adjustable Strap

CLOSEURE TYPE - 2

THREAD - FIBER CONTENT 100% polyester

DECORATIVE DETAILS Elastic

## CONSTRUCTION & SILHOUETTE

COLLAR / NECKLINE TYPE Square

SLEEVE TYPE Sleeveless

SHAPING DEVICES USED IF ANY Gathers

SILHOUETTE (DRESSES ONLY)

## ADDITIONAL LABEL INFORMATION

CARE INSTRUCTIONS

Machine wash cool. Delicate. No chlorine bleach. Line dry

## STITCH & SEAM INFORMATION

### BOTTOM HEM

SEAM TYPE Edge Finish

STITCH STYLE Lockstitch

### ARMSCYE

SEAM TYPE Bound Seam

STITCH STYLE Needle Bottom Coverstitch

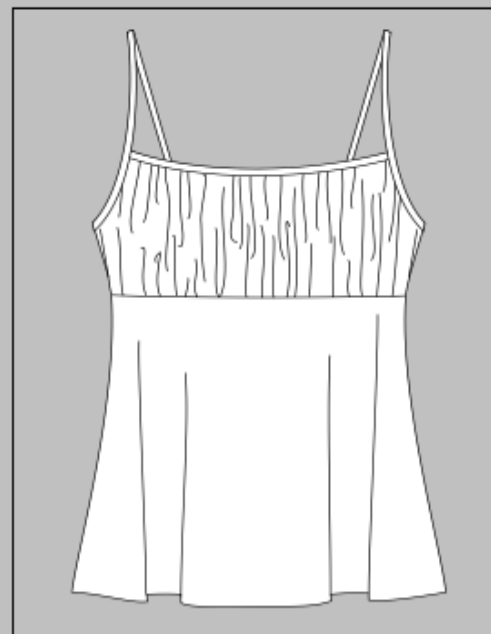
## COLOR / PRINT OPTIONS

COLOR / PRINT 1 Spring White

COLOR / PRINT 2 Fandango Pink

COLOR / PRINT 3 Cobblestone

COLOR / PRINT 4 Vivid Blue



## GARMENT #2 - SPEC SHEET

Division : Juniors

Spring 2013

STYLE # TS1802

Dept: Bottoms

Mini Short - Cuffed

### SIZE INFORMATION

SIZE RANGE	1	3	5	7	9	11
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### FABRIC INFORMATION

#### MAIN FABRIC

FIBER CONTENT 65% polyester 35% cotton

FABRIC CONSTRUCTION Woven

WEAVE TYPE Plain Weave

DYED OR PRINTED Yarn dyed

COUNTRY OF ORIGIN China

#### LINING FABRIC

FIBER CONTENT 100% polyester

LINING CONSTRUCTION Woven

WEAVE TYPE Satin Weave

DYED OR PRINTED Yarn dyed

COUNTRY OF ORIGIN China

#### INTERFACING OR FILL FABRIC

FIBER CONTENT 100% polyester

LINING CONSTRUCTION

WEAVE TYPE

DYED OR PRINTED

COUNTRY OF ORIGIN USA

### FINDINGS/ TRIMS / DECORATIVE DETAILS

CLOSEURE TYPE - 1 Button (2)

CLOSEURE TYPE - 2 Zipper

THREAD - FIBER CONTENT 100% polyester

#### DECORATIVE DETAILS

### CONSTRUCTION & SILHOUETTE

COLLAR / NECKLINE TYPE

SLEEVE TYPE

SHAPING DEVICES USED IF ANY

SILHOUETTE (DRESSES ONLY)

### ADDITIONAL LABEL INFORMATION

#### CARE INSTRUCTIONS

Machine wash cool. Delicate. No chlorine bleach or fabric softener.  
Line dry.

### STITCH & SEAM INFORMATION

BOTTOM HEM

SEAM TYPE Superimposed

STITCH STYPE Single Thread Chainstitch

ARMSCYE

SEAM TYPE

STITCH STYPE

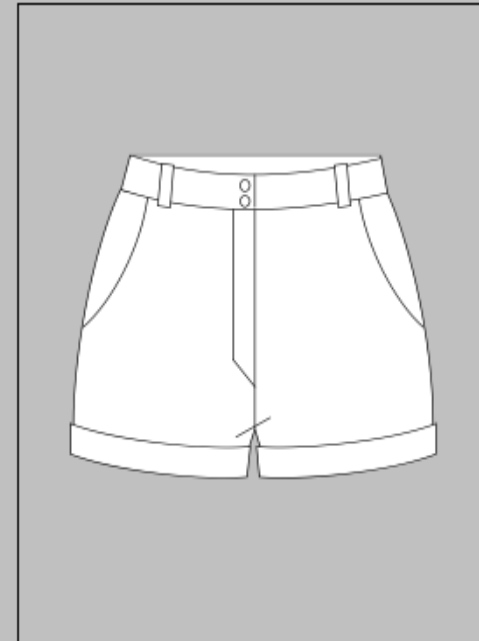
### COLOR / PRINT OPTIONS

COLOR / PRINT 1 Vivid Blue

COLOR / PRINT 2 Spring White

COLOR / PRINT 3 Fandango Pink

COLOR / PRINT 4 Rutabaga





### GARMENT #3 - SPEC SHEET

Division : Juniors

Spring 2013

STYLE # TS3550

Dept: Outerwear

Long-Sleeve Open-Front Cardigan

#### SIZE INFORMATION

SIZE RANGE	XS	S	M	L	XL
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#### FABRIC INFORMATION

##### MAIN FABRIC

FIBER CONTENT 95% cotton 5% spandex

FABRIC CONSTRUCTION Knit

WEAVE TYPE Rib knit

DYED OR PRINTED Yarn dyed

COUNTRY OF ORIGIN China

##### LINING FABRIC

FIBER CONTENT

LINING CONSTRUCTION

WEAVE TYPE

DYED OR PRINTED

COUNTRY OF ORIGIN

##### INTERFACING OR FILL FABRIC

FIBER CONTENT

LINING CONSTRUCTION

WEAVE TYPE

DYED OR PRINTED

COUNTRY OF ORIGIN

#### FINDINGS/ TRIMS / DECORATIVE DETAILS

CLOSURE TYPE - 1 Buttons

CLOSURE TYPE - 2

THREAD - FIBER CONTENT 100% cotton

DECORATIVE DETAILS

#### CONSTRUCTION & SILHOUETTE

COLLAR / NECKLINE TYPE V-neck

SLEEVE TYPE Set-in

SHAPING DEVICES USED IF ANY

SILHOUETTE (DRESSES ONLY)

#### ADDITIONAL LABEL INFORMATION

CARE INSTRUCTIONS

Machine wash cool. Delicate. No chlorine bleach. Line dry.

#### STITCH & SEAM INFORMATION

BOTTOM HEM

SEAM TYPE Edge Finish

STITCH TYPE Needle Bottom Coverstitch

#### ARMSCYE

SEAM TYPE Superimposed

STITCH TYPE Lockstitch

#### COLOR / PRINT OPTIONS

COLOR / PRINT 1 Dandelion

COLOR / PRINT 2 Fog Gray

COLOR / PRINT 3 Fandango Pink

COLOR / PRINT 4

