



CEO'S :

ADRIANA CASTILLO

JESSICA REYES

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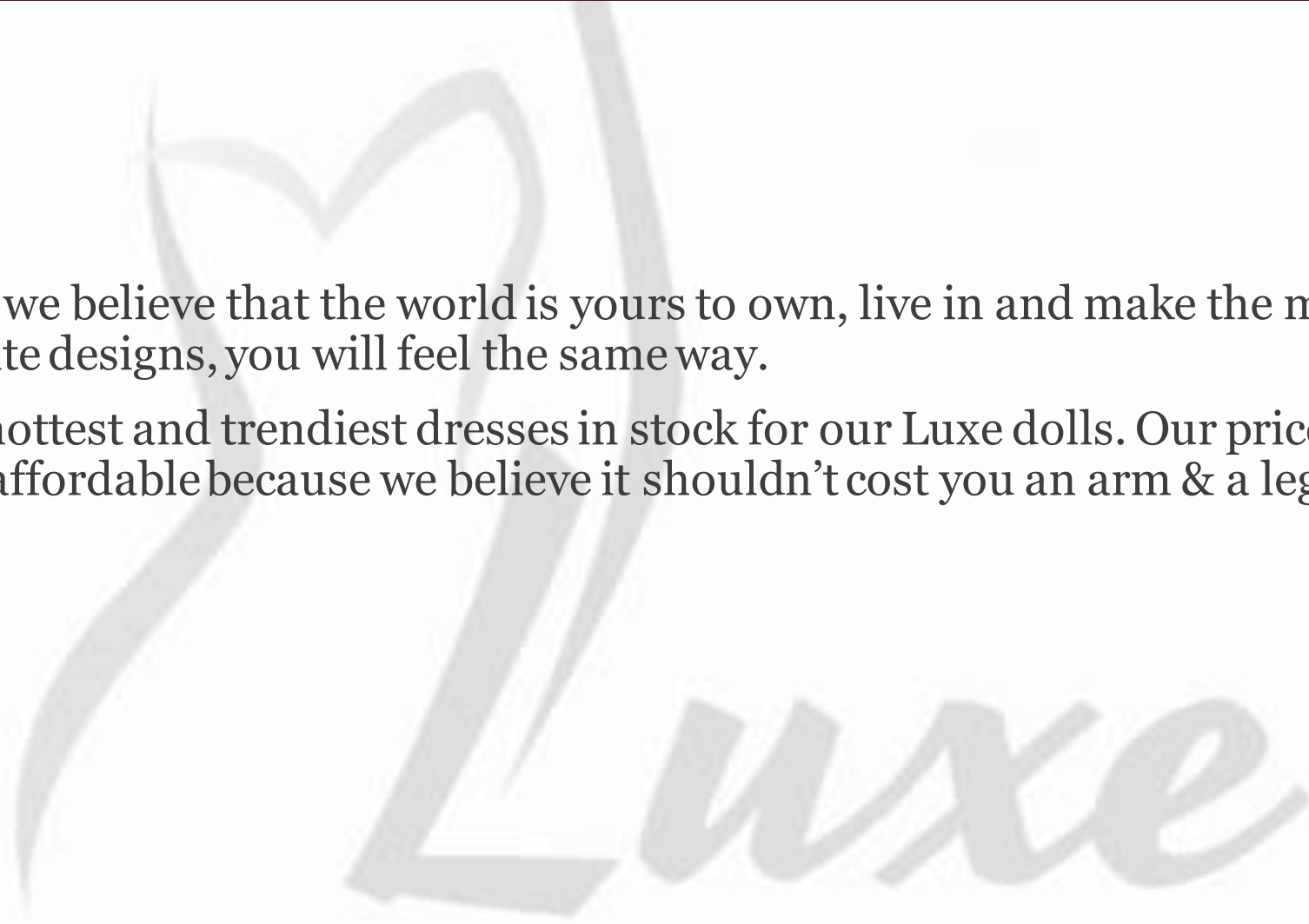
SADIA RANGASAMMY

ASHLEY ROBERTS

WHO ARE WE ?

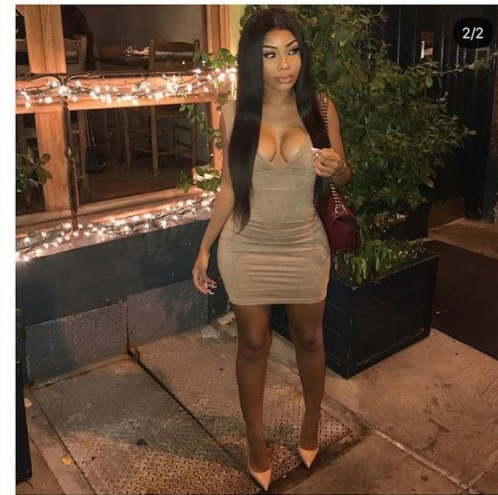
Here at Luxe, we believe that the world is yours to own, live in and make the most of- and with our exquisite designs, you will feel the same way.

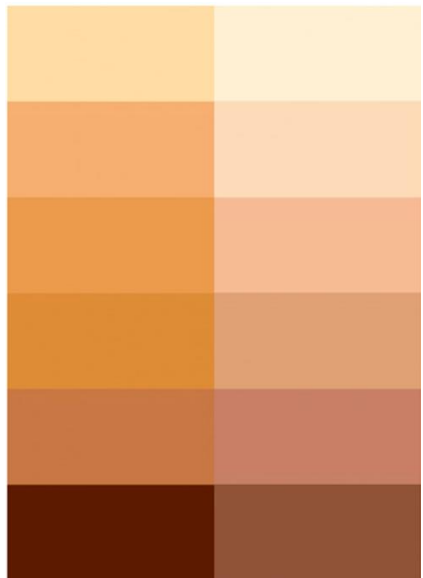
We keep the hottest and trendiest dresses in stock for our Luxe dolls. Our prices are always extremely affordable because we believe it shouldn't cost you an arm & a leg to look fabulous!



OUR LUXE DOLL

- 18-30 year old female
- College student/grad
- Fashion-loving
- Fashion-driven
- Inspirational
- Knows what she wants





ASPIRATIONAL BRANDS

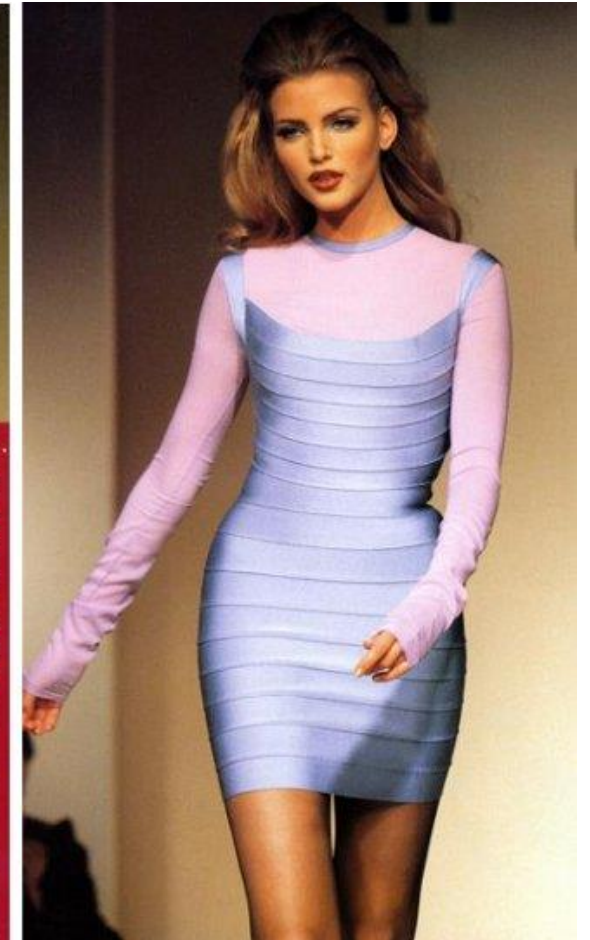
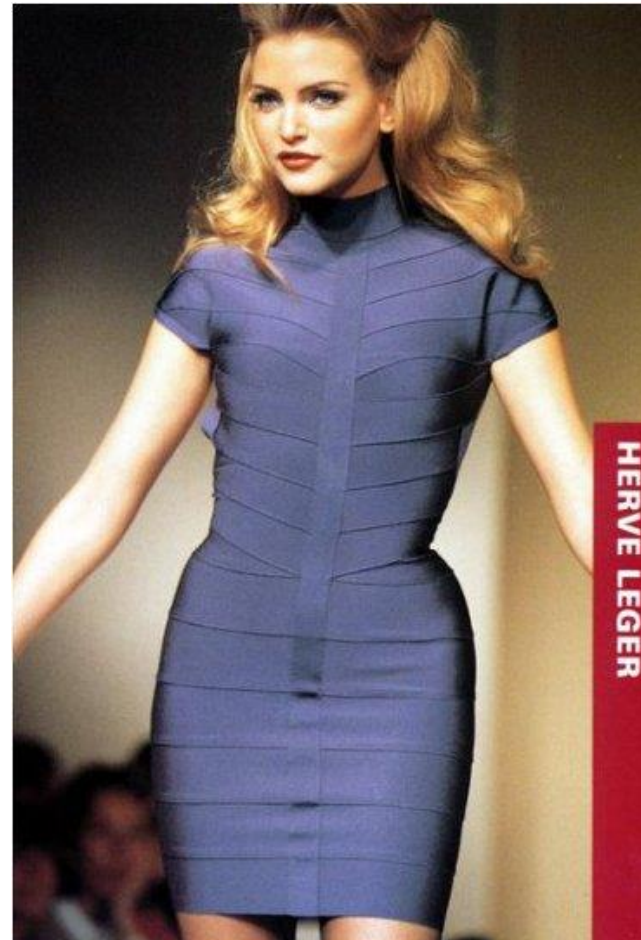
BCBGMAXAZRIA "Bon Chic, Bon Genre"

- Price Range: \$200 to \$800
- Product: Apparel, Accessories, Handbags and Footwear
- Demographics: Women 25 – 40 years old
 - Working women
 - Married or single
 - Upper middle class
- Competition
 - DVF, Michael Kors, Marc Jacobs, and Elie Tahari
- Market Failures
 - Filed for bankruptcy three times
 - Does not differentiate from competition
 - Struggle to compete in the movement of fast fashion

ASPIRATIONAL BRANDS

Herve Leger

- Premium Brand
- Iconic Bandage Dress
- Price Range: \$500 to \$5,000
- Demographics
 - Women age 20-30
- Market Failure
 - Herve Leger body shaming comments





EVALUATION OF FABRICS



FABRICS



Polyester



Satin



Lace



Faux Leather



Rayon



POLYESTER

- This fabric creates comfortable and playful look.
- It is resistant to abrasion, change of color and flammability.
- It is also stain resistant.
- This material is durable, it does not shrink nor stretch.

SATIN

- This fabric creates a delicate and elegant look.
- Satin is known for a dream gown.
- The abrasion of the fabric is high resistant.
- If not washed delicately it may shrink.



FAUX LEATHER



- This fabric is fake leather, made from plastic fabric
- It creates an edgy look
- It is more affordable than real leather
- It is durable and doesn't peel or crack like real leather

RAYON

- As we all know, this fabric was first known as artificial silk
- It can be easily dyed in a wide range of colors
- It is known to be perfect for summer dresses
- However, there is a high risk of shrinkage and color change





LACE

- Lace is a thread made up with yarn
- It creates a sexy look
- It has a high effect of shrinkage
- The color does not change

CONSTRUCTION SPECIFICATIONS

Product Category: Dresses

Brand: Luxe

Season: Spring/Summer 2018

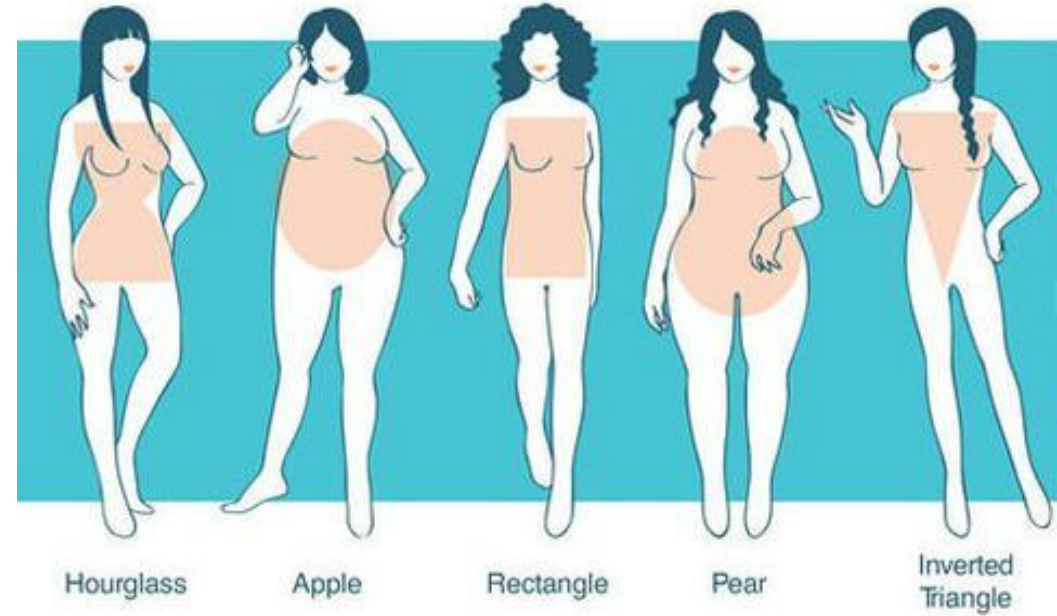
**Fabrics: Polyester, Satin, Lace, Faux Leather,
Rayon**

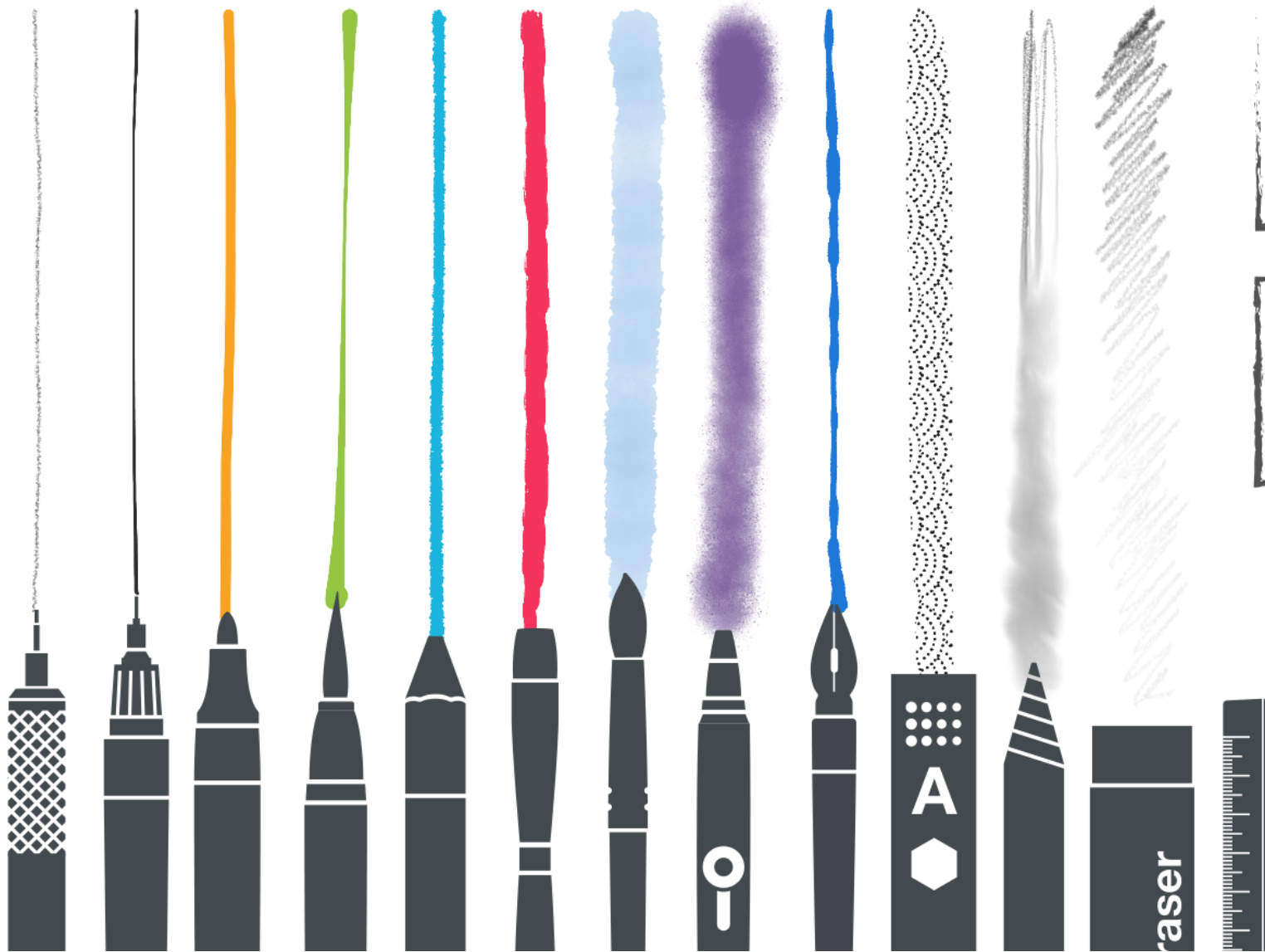
Sizes	XS	S	M	L	XL
Chest	31	33	35	37	39
Waist	24	26	28	30	32
Hips	33	35	37	39	41

Neck Width	3 3/8	3 1/2	3 5/8	3 3/4	3 7/8
Cross Shoulder	13 1/2	14	14 1/2	15	15 1/2
Arm hole	7	7 1/4	7 1/2	7 3/4	8

WHY OUR DRESSES?

- Our dresses are designed to enhance the proportions of a female body and shape.
- Our dresses are also designed with soft, comfortable and flexible fabrics in which a woman can move freely and face any kind of situation without having to worry about being uncomfortable.
- Our goal is to bring the most trendy and fashionable dresses to our customer at affordable prices.





SKETCHES

SKETCHES



- A-line V neck half sleeve short dress with hanging beads.
- It will be available in gold, red, black, and navy blue.
- It will be made of Satin.

SKETCHES



- Red strappy arm cuff bodycon dress.
- It will also be available in black, white & cream.
- It will be made of polyester.

SKETCHES



- Black V-neck backless short dress.
- It will also be available in dark blue, red, & burgundy.
- It will be made of lace and polyester.

SKETCHES



- Teal Lace up back bodycon dress.
- It will also be available in orange, red, maroon, black & white.
- It will be made of satin.

SKETCHES



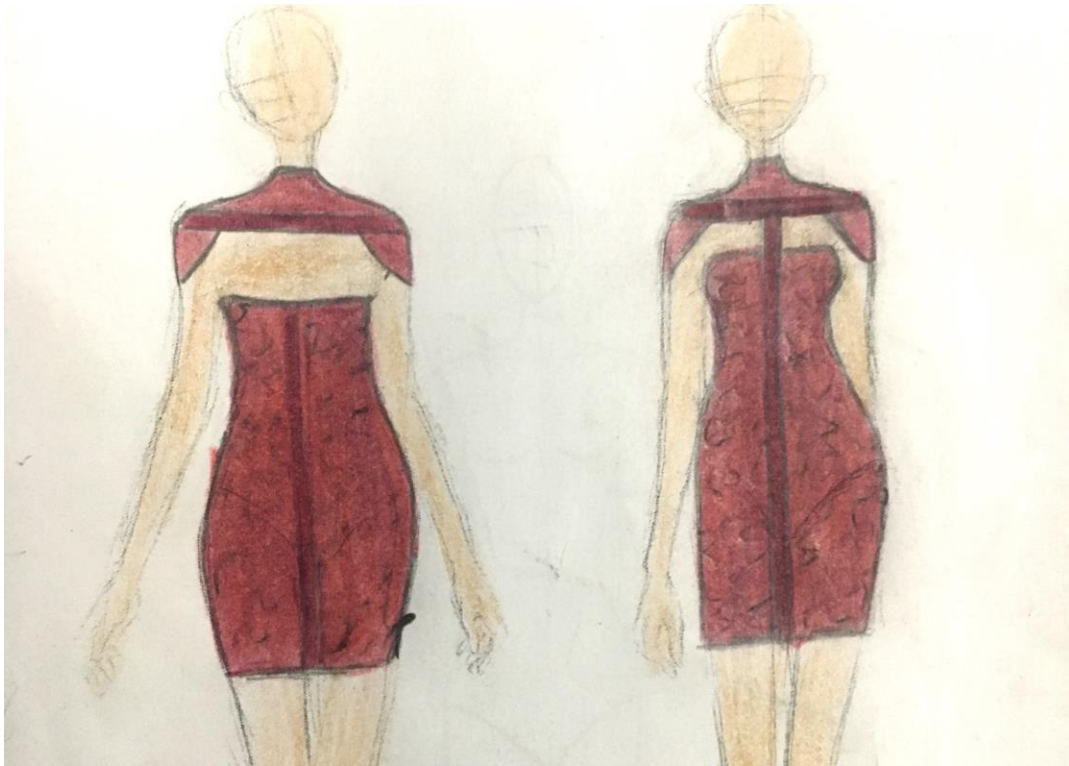
- Assymetric rose pink V-neck short dress with half sleeves.
- It will also be available in royal blue, amber & champagne.
- It will be made of rayon.

SKETCHES



- Royal Blue satin cross strap bodycon dress.
- It will also be available in black, light pink & cream.
- It will be made of satin.

SKETCHES



- Burgundy bodycon dress
- It will also be available in white, dark green & black.
- It will be made of polyester.

DETERMINING THE COST

- Some of the variables in determining the cost of our dresses include the material cost, trimming cost, and labor cost.
 - The cost varies depending on how good our company wants the service of the employees and the quality of the materials for our dresses.
 - Since our dresses are moderately priced, we are using inexpensive fabrics.
- These fabrics include polyester, satin, lace, faux leather, and rayon.
 - Our dresses will be sourced in Bangladesh, where labor cost and materials are inexpensive.



CONT'

- We will carry sizes ranging from X-small to X-large.
- The required amount of fabric for an X-small short dress is 2.5 yards and a bigger size will require 2 to 2.5 additional yards of fabric.
- After calculating the material, trimmings, and labor cost, we came up with a reasonable price based on the prices of similar dresses in the market.
- The markup will be from 30% to 50%.



Cost Sheet.

Company Name:

Luxe

DATE: May 12th, 2018	STYLE: S200
DESCRIPTION: Short dress	SEASON: Spring/Summer 2018
SELLING PRICE: \$50.75	
SIZE RANGE: XS-S-M-L-XL	COLORS: Gold, red, black, navy

1. MATERIAL	YARDS	PRICE	AMOUNT
Satin	2.5	\$1.35	\$3.375
LINING			
INTERFACING			

TOTAL MATERIAL COST \$3.375

2. TRIMMINGS	QUANT.	PRICE	AMOUNT
BUTTONS			
PADS			
ZIPPERS	1	.08	\$0.08
APPLIQUES			
SNAPS			
LABELS, POLY BAGS			
HANGTAGS	1	.12	\$0.12
HANGERS	1	.12	\$0.12
SIZE TICKETS	1	.10	\$0.10

TOTAL TRIMMINGS COST \$0.42

3. LABOR			
CUTTING			1.50
SEWING			4.25
GRADING			0.11
MARKING			0.35

TOTAL LABOR COST \$6.21

4. TOTAL COST			\$10.005
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SUGGESTED RETAIL			\$95.99
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SKETCH



MATERIAL SWATCH



Cost Sheet.

Company Name:

Luxe

DATE: May 12th, 2018	STYLE: S201
DESCRIPTION: Short dress	SEASON: Spring/Summer 2018
SELLING PRICE: \$39.99	
SIZE RANGE: XS-S-M-L-XL	COLORS: Red, black, white, cream

1. MATERIAL	YARDS	PRICE	AMOUNT
Polyester	2.5	0.30	\$0.75
LINING			
INTERFACING			

TOTAL MATERIAL COST \$0.75

2. TRIMMINGS	QUANT.	PRICE	AMOUNT
BUTTONS			
PADS			
ZIPPERS	1	.08	\$0.08
APPLIQUES			
SNAPS			
LABELS, POLY BAGS	1	.06	\$0.06
HANGTAGS	1	.12	\$0.12
HANGERS	1	.12	\$0.12
SIZE TICKETS	1	.10	\$0.10

TOTAL TRIMMINGS COST \$0.48

3. LABOR			
CUTTING			1.50
SEWING			4.25
GRADING			0.11
MARKING			0.35

TOTAL LABOR COST \$6.21

4. TOTAL COST			\$7.44
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SUGGESTED RETAIL			\$45.99
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SKETCH



MATERIAL SWATCH



Cost Sheet.

Company Name:

Luxe

DATE: May 12th, 2018 STYLE: S202
 DESCRIPTION: Short dress SEASON: Spring/Summer 2018
 SELLING PRICE: \$32.99
 SIZE RANGE: XS-S-M-L-XL COLORS: OrangeRed, Maroon, black, teal, white

1. MATERIAL	YARDS	PRICE	AMOUNT
Satin	2.0	\$1.35	\$2.70
LINING			
INTERFACING			

TOTAL MATERIAL COST \$2.70

2. TRIMMINGS	QUANT.	PRICE	AMOUNT
BUTTONS			
PADS			
ZIPPERS			
APPLIQUES			
SNAPS			
LABELS, POLY BAGS	1	.06	\$0.06
HANGTAGS	1	.12	\$0.12
HANGERS	1	.12	\$0.12
SIZE TICKETS	1	.10	\$0.10

TOTAL TRIMMINGS COST \$0.40

3. LABOR			
CUTTING			1.50
SEWING			4.25
GRADING			0.11
MARKING			0.35

TOTAL LABOR COST \$6.21

4. TOTAL COST			\$9.31
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SUGGESTED RETAIL			\$50.00
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SKETCH



MATERIAL SWATCH



Cost Sheet.

Company Name:

Luxe

DATE: May 12th, 2018 STYLE: S203
 DESCRIPTION: Short dress SEASON: Spring/Summer 2018
 SELLING PRICE: \$34.99
 SIZE RANGE: XS-S-M-L-XL COLORS: Black, dark blue, red, burgundy

1. MATERIAL	YARDS	PRICE	AMOUNT
Lace	.5	\$2.00	\$1.00
Polyester	2.0	\$0.30	\$0.60
LINING			
INTERFACING			

TOTAL MATERIAL COST \$1.60

2. TRIMMINGS	QUANT.	PRICE	AMOUNT
BUTTONS			
PADS			
ZIPPERS			
APPLIQUES			
SNAPS			
LABELS, POLY BAGS	1	.06	\$0.06
HANGTAGS	1	.12	\$0.12
HANGERS	1	.12	\$0.12
SIZE TICKETS	1	.10	\$0.10

TOTAL TRIMMINGS COST \$0.48

3. LABOR			
CUTTING			1.50
SEWING			4.25
GRADING			0.11
MARKING			0.35

TOTAL LABOR COST \$6.21

4. TOTAL COST			\$8.29
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SUGGESTED RETAIL			\$50.00
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SKETCH



MATERIAL SWATCH



Cost Sheet.

Company Name:

Luxe

DATE: May 12th, 2018	STYLE: S204
DESCRIPTION: Short dress	SEASON: Spring/Summer 2018
	SELLING PRICE: \$45.00
SIZE RANGE: XS-S-M-L-XL	COLORS: Rosepink, royal blue, amber, champagne

1. MATERIAL	YARDS	PRICE	AMOUNT
Rayon	3.0	\$2.00	\$6.00
LINING			
INTERFACING			

TOTAL MATERIAL COST \$6.00

2. TRIMMINGS	QUANT.	PRICE	AMOUNT
BUTTONS			
PADS			
ZIPPERS	1	.08	\$0.08
APPLIQUES			
SNAPS			
LABELS, POLY BAGS	1	.06	\$0.06
HANGTAGS	1	.12	\$0.12
HANGERS	1	.12	\$0.12
SIZE TICKETS	1	.10	\$0.10

TOTAL TRIMMINGS COST \$0.48

3. LABOR			
CUTTING			1.50
SEWING			4.25
GRADING			0.11
MARKING			0.35

TOTAL LABOR COST \$6.29

4. TOTAL COST			\$12.69
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SUGGESTED RETAIL			\$80.00
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SKETCH



MATERIAL SWATCH



Cost Sheet.

Company Name:

Luxe

DATE: May 12th, 2018	STYLE: S205
DESCRIPTION: Short dress	SEASON: Spring/Summer 2018
	SELLING PRICE: \$46.99
SIZE RANGE: XS-S-M-L-XL	COLORS: Royal blue, black, light pink, cream

1. MATERIAL	YARDS	PRICE	AMOUNT
Faux leather	2.0	\$3.56	\$7.12
LINING			
INTERFACING			

TOTAL MATERIAL COST \$7.12

2. TRIMMINGS	QUANT.	PRICE	AMOUNT
BUTTONS			
PADS			
ZIPPERS	1	.08	\$0.08
APPLIQUES			
SNAPS			
LABELS, POLY BAGS	1	.06	\$0.06
HANGTAGS	1	.12	\$0.12
HANGERS	1	.12	\$0.12
SIZE TICKETS	1	.10	\$0.10

TOTAL TRIMMINGS COST \$0.48

3. LABOR			
CUTTING			1.50
SEWING			4.25
GRADING			0.11
MARKING			0.35

TOTAL LABOR COST \$6.29

4. TOTAL COST			\$13.89
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SUGGESTED RETAIL			\$80
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SKETCH



MATERIAL SWATCH



Cost Sheet.

Company Name:

Luxe

DATE: May 12th, 2018	STYLE: S206
DESCRIPTION: Short dress	SEASON: Spring/Summer 2018
	SELLING PRICE: \$38.99
SIZE RANGE: XS-S-M-L-XL	COLORS: Burgundy, white, dark green, black

1. MATERIAL	YARDS	PRICE	AMOUNT
Polyester	2.5	\$0.30	\$0.75
LINING			
INTERFACING			

TOTAL MATERIAL COST \$0.75

2. TRIMMINGS	QUANT.	PRICE	AMOUNT
BUTTONS			
PADS			
ZIPPERS	1	.08	\$0.08
APPLIQUES			
SNAPS			
LABELS, POLY BAGS	1	.06	\$0.06
HANGTAGS	1	.12	\$0.12
HANGERS	1	.12	\$0.12
SIZE TICKETS	1	.10	\$0.10

TOTAL TRIMMINGS COST \$0.48

3. LABOR			
CUTTING			1.50
SEWING			4.25
GRADING			0.11
MARKING			0.35

TOTAL LABOR COST \$6.29

4. TOTAL COST			\$7.52
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SUGGESTED RETAIL			\$60
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SKETCH



MATERIAL SWATCH





COMPETITORS

FASHION NOVA

- It is the top online fashion store for women.
- Their dresses range from \$10 - \$150.
- It has a strong platform on social media including Facebook and Instagram.
- They give free clothes to influencers and famous people in exchange of posting their clothes and brand on social media.

FASHION



NOVA

NASTY GAL

- It is an American retailer that specializes in fashion for young women.
- Their dresses range from \$6-\$180.
- Nasty Gal was founded by Sophia Amoruso 10 years ago in San Francisco.



NASTY GAL

NASTY GAL INFLUENCER TIER INITIATIVE

PRETTYLITTLETHING

- PrettyLittleThing is a UK-based fashion retailer, aimed at 16-24 year old females.
- The company is owned by Boohoo.com Group and it operates in the UK, Ireland, Australia, US and France.
- Their dresses range \$4- \$150.



PRETTYLITTLETHING

QUALITY CONTROL

Our quality control process is extremely important to us. While we try to keep everything affordable for our consumer, there is still a certain level of non-negotiable quality that must habitually be delivered.

Tests Conducted	Purpose
Flammability	To test flammable properties
Fiber Content	Contents of fiber used
Dimensional Stability	To measure shrink properties
Colorfastness to Laundering	To measure fading & staining in laundering process
Colorfastness to Non-Chlorine Bleach	To measure the effect chlorine will have on colors
Crocking	To measure color rubbing off
Durable Press	To measure expectations after washing

QUALITY CONTROL

Stitching is one of the most essential parts of a garment, as it literally holds the whole thing together. It is extremely important that there are 0 casualties in this portion of production.

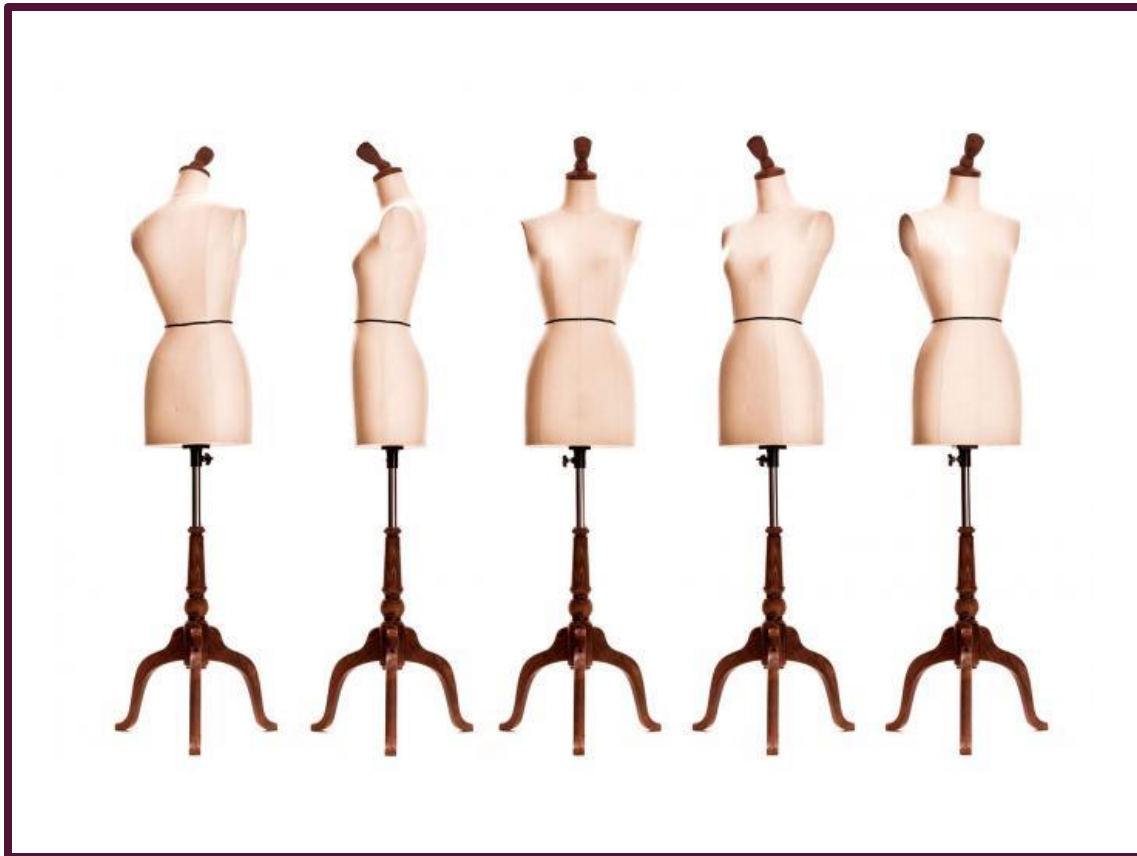
ACCEPTABLE STITCHING

- No Ruptures
- Evenness
- Neatness

UNACCEPTABLE STITCHING

- Ruptures, Visible Repairs
- Excess Threads/ Bulkiness
- Unevenness

QUALITY CONTROL

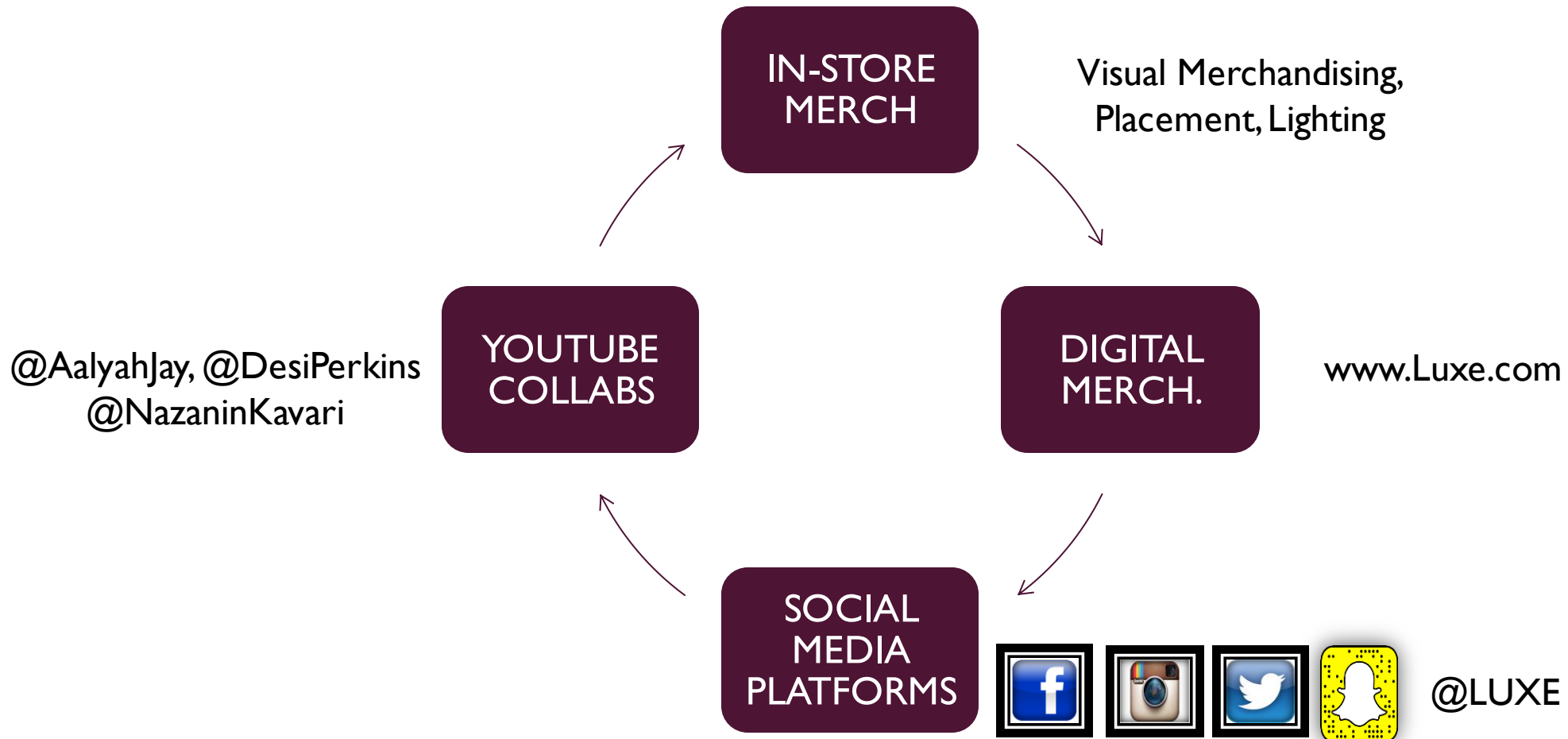


FITTINGS & TOLERANCES

Fitting tests were carried out with the very 1st initial samples created across all sizes for all styles. This allowed us to catch any imperfections beforehand and make the necessary adjustments.

During this process, tolerances were also taken into account. The allowable minimum and maximum fabric within each size was clearly inspected and approved according to our pre-provided detailed specifications.

MERCHANDISING METHODS

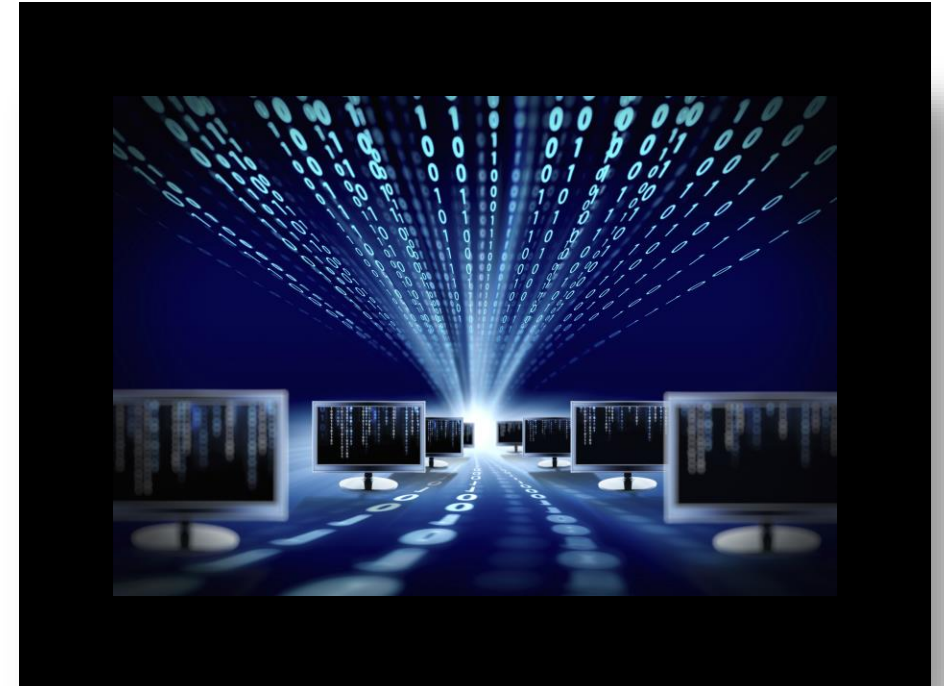




ADAPTING THE PRODUCT TO THE MARKET

TECHNOLOGY

- Many companies now have outdated supply chain, so having a modern supply chain can allow our company to increase our speed and give a better business.
- Another process is data science which can create better market opportunities. It can help identify the trends which allow us to save a lot of money and time.



REFERENCES

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