

# Aviarius Apparel



Abigail Patz, Marquise Moortan, Anastasia Ortiz, Antonella Di Graziano

# About us

Aviarius Apparel was created to provide shoppers with high quality and long lasting materials that will also be made with designs that will assist them in expressing their personal style. We want customers to see our clothing as gender neutral and optional for every kind of person. Our goal is to provide garments made with high quality materials that will last buyers many years that were constructed in a sustainable process.

# Major Fashion Trends (Fall 2024)

- Bright colors
- Textured Fabric
- metallics
- solarized shadows
- sprayed brights
- sprayed neutrals

# Target customer

- 25-34 year olds
- interested in gender neutral clothing
- interested in sustainability
- outgoing/extroverted people

# Price Point Comparison

**Aviarius Apparel Coat/Cape: \$85 - \$200**

- Alo Yoga: \$166
- Belle & Bloom: \$155
- Goelia: \$289

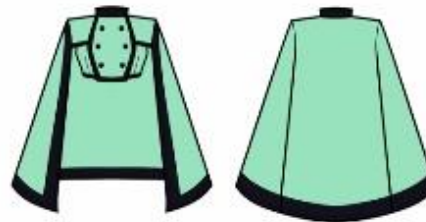
# Apparel Designs

Marquise Worton



# Apparel Designs

*Marquise Morton*



# Fabric Selection

- Raised Design
- Durable



- Diamond pattern
- Textured



# Fabric Selection

- decorative
- thick wool



- embroidery
- shimmer thread



# cost

long coats: \$101.59

short coats: \$84.79

		DESCRIPTION:		Style#:								
		TEXTILE: AW2425_FAB_EMB_SOL STISS_K22710_615		Delivery: Aviarius Apparel Delivery: 12-7-2024								
COST SHEET-PRODUCTION												
agent	Solstiss		Majocchi		Zen Kiwami							
COO	France		Italy		Japan							
min	Not specified		100 meters		Not specified							
textile	Not specified		Polyamide		Acetate, Polyester, Polyurethane							
HTS	6309		6309		6309							
TD target												
	qnty	per unit	unit	prelim	qnty	per unit	unit	alter-native	qnty	per unit	unit	FINAL
fabric	3	\$5	yd	\$15.00	3	\$5.50	yd	\$16.50	3	\$4.70	yd	\$14.10
buttons	12	\$1.50	pc	\$18.00	12	\$1.25	pc	\$15.00	12	\$1.75	pc	\$21.00
clasp	6	\$0.50	pc	\$3.00	6	\$0.45	pc	\$2.70	6	\$0.75	pc	\$4.50
labels	6	\$0.10	pc	\$0.60	6	\$0.10	pc	\$0.60	6	\$0.10	pc	\$0.60
hangtag	6	\$0.05	pc	\$0.30	6	\$0.05	pc	\$0.30	6	\$0.05	pc	\$0.30
packaging	1.00	\$0.05	pcs	\$0.05	1.00	\$0.05	pcs	\$0.05	1.00	\$0.05	pcs	\$0.05
labor	40.55	\$0.05	SAM	\$1.00	40.55	\$0.08	SAM	\$2.00	40.55	\$0.05	SAM	\$1.00
<b>total</b>				<b>\$37.90</b>				<b>\$37.15</b>				<b>\$41.55</b>
com-mission %		0.10		\$3.79		0.05		\$1.86		0.10		\$4.15
duty %		0.15		\$5.68		0.05		\$1.86		0.15		\$6.23
shipping	1.00	\$0.75	pc	\$0.75	1.00	\$0.75	pc	\$0.75	1.00	\$0.75	pc	\$0.75
<b>total CoG</b>				<b>\$48.12</b>				<b>\$41.62</b>				<b>\$52.68</b>
wholesale mark up		50.00%		\$48.12		50.00%		\$41.62		50.00%		\$52.68
wholesale price				\$72.18				\$62.43				\$79.02
trade discount %				40.75%				35.82%				32.49%
<b>list price</b>				<b>\$101.59</b>				<b>\$84.79</b>				<b>\$104.69</b>

# Quality Control Methods

- Analyze texture, size, color, durability
- Check for imperfections
- Check wash performance
- Stretch and pull tests

# Merchandising Methods

- Telling our story
- Product display
- All mannequin sizes

**Thank you for your time!**