



Final Assignment & Presentation

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BUF 2400: Product Development in the Fashion Industry

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AmbGalore is a “Women's 2022 Spring Collection of Bridal Gowns”, it is a collection of all nude color wedding gowns. AmbGalores' mission is to provide brides with an unparalleled collection of superior quality bridal dresses for the best price. This line will be developed for the spring of 2022, the categories included in this collection are Ready-to-Wear, Footwear, and Bridal accessories.

Consumer Markets

The brand will be aimed at bridal couples, and their parents.

Bridal couples

The wedding day is one of the most important days in a person’s life. To make the bride feel special the couple is more likely to spend a lot of money on her dress.

Parents of the wedding couple

Traditionally, the parents of the bride are responsible for the wedding dress of their daughter. Although not a lot of people care about traditions these days, it is still a good market to target.

Market Competition

According to the market research, some of the key competitors for AmbGalore will be the brands mentioned below.

1. Bridals
2. Kleinfeld Bridal Corp
3. Lora’s bridal
4. Carrie's Bridal Collection

Despite the tough market competition, AmbGalore will still be able to perform well, AmbGalore will have a wide range of selections from all sizes and all price points ranging (\$200 - \$2,500). One of the key competitive advantages of AmbGalore over its counterparts is its price point and quality, AmbGalore provides brides with the best deal for a high-quality product at a lower price than they would find anywhere else.

Merchandising & Assortment Planning

Ten products that are going to be sold in our line are listed below:

1. Wedding gowns
2. Bridesmaids dresses
3. Wedding shoes
4. Purse/clutch
5. Bridal Jewelry
6. Bridal Robes
7. Bridal shrug, jacket, or wraps
8. Hair Accessories
9. Bridal Sash
10. Bridal Veil

Color Palette

AmbGalore will follow all nude color palettes.

Fabrics/Materials

Satin, Organza, and Taffeta will be used as hard fabrics, and Tulle, Lace, and chiffon will be the choice for soft

Conclusion and Market Strategy

AmbGalore will provide Brides with the best collection of gowns with excellent quality and reasonable price. To reach new customers AmbGalore plans to use Digital marketing, print advertisement, and various Social media Strategies. Many brides find it hard to make wedding decisions on their own. Besides their friends and family, they also seek expert advice in social media, so AmbGalore is also going to work with a selected few Influencers to further reach new customers