

AmbaGalore Collection

By Amber B Wells | BUF 2400

Women's 2022 Spring Collection of Bridal
Gown

Brands Name: **AmbaGalore Collection**

Introduction

AmbaGal ore

The line will be developed for the spring of 2022, it is the “Women's 2022 Spring Collection of Bridal Gown”

Category included are Ready –to- Wear, Foot wears, and Accessories.

Consumers Market

The brand will be aimed at middle- to high-income bridal couples, as well as their parents.



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Bridal couples:

The wedding day is one of the most important days of a person's life. To make the bride feel special on her special day

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 people don't care about traditions these days it

Pre-Production & Production Planning & Scheduling

Marker competitors

- Bridals
- Kleinfeld Bridal Corp
- Lora's bridal
- Carrie's Bridal Collection



How we stand out



- AmbaGalore will have a wide range of selections of all sizes and all price points ranging (200 -2,500).
- Although there are several choices on the market, none can compare to the quality standards and prices offered by AmbaGalore.



Merchandising & Assortment Planning

10
products
that are
going to
be sold
in our
line are

Weeding gowns

Bridesmaids dresses

Weeding shoes

Purse/clutch

Bridal Jewelry

Bridal Robes

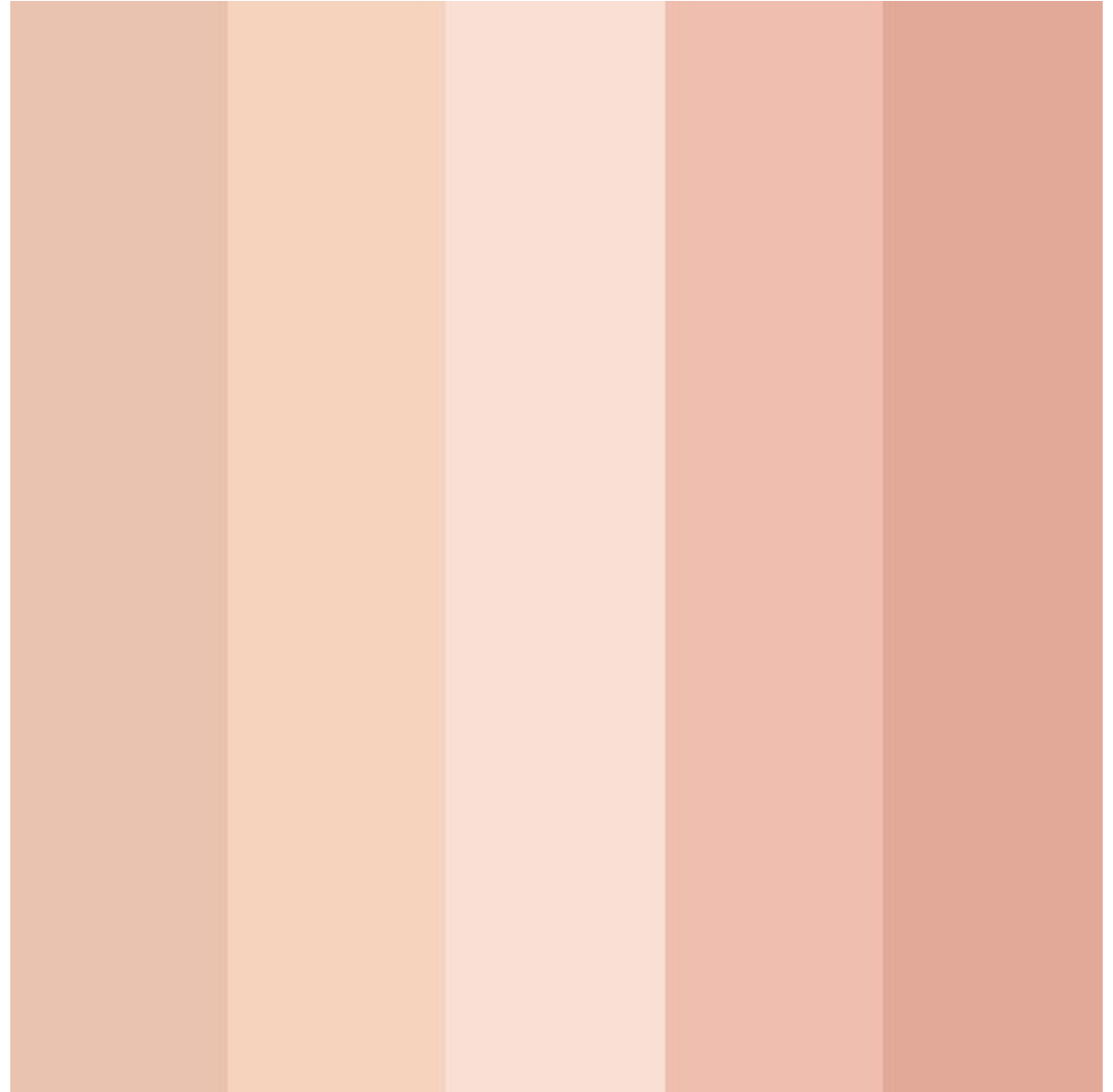
Bridal shrug, jacket, or wraps

Hair Accessories

Bridal Sash

Bridal Veil

Color Palette



Fabrics/Material

S

Hard Fabrics

- Satin

A heavy plain and shiny fabric occasionally referred as 'Duchess Satin'

- Organza

A versatile fabric that resembles chiffon but is stiffer, great for overlaying embellishments.

- Taffeta

Similar to Satin Fabric but is lighter smoother, it is a crisp fabric that makes rustles on movement.



Fabrics/Material

S

Soft Fabric

- Tulle
 - Looks great in combinations with other fabric
- Lace
 - A patterned fabric that is produced by both hand and machines
- Chiffon
 - A transparent sheer without sheen



Gallery



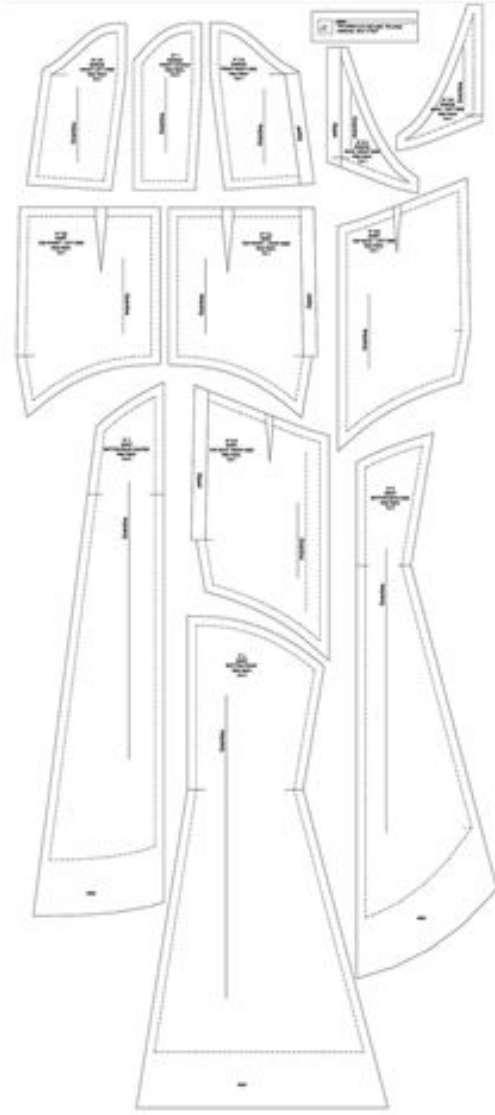
<https://donamatoshi.com/products/nude-long-sleeves-wedding-gown>



<https://www.pinterest.com/pin/104708760072982706/>



<https://www.weddingwire.com/wedding-photos/dresses/allison-webb/augusta-4815--v9937617>



<https://weddingdressink.com/shop/wedding-dress-sketch/>

<https://www.fiverr.com/paolacamila/make-the-sewing-pattern-for-your-bridal-dress>



<https://www.bridestory.com/blog/how-to-choose-the-right-bridal-accessories>



<https://perfectdetails.com>

Market Strategy

AmbaGalore plans to reach its customers with the help of digital marketing, print advertisement, and various Social media Strategies(specially Pinterest and Instagram).

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 AmbaGalore is also going to work with a selected few Influencers to further reach new customers.