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New York City College of Technology.

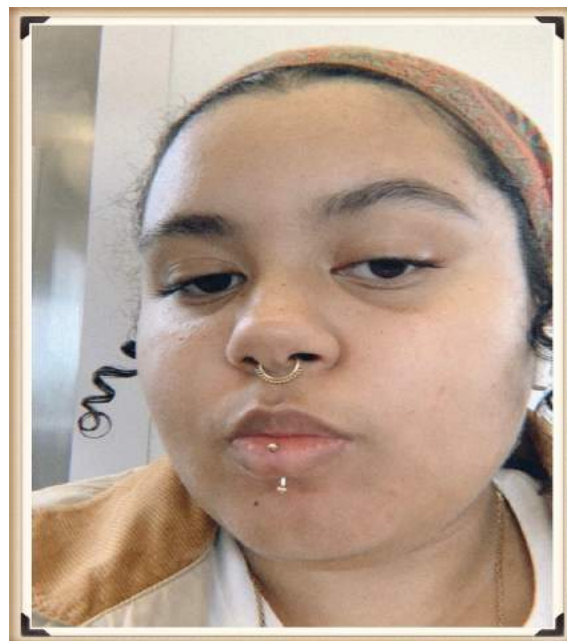
December 6, 2019

Portfolio: Executive Direction

4 Profiles of the Executive direction and visible faces of the company, share their business trajectory with the objectives of getting to know our history better.

Nathaly Portorreal: Designer/Forecaster

Nathaly is responsible for identifying new trends and predicting how those trends will shape *Bait-ul Fashion*. She is also responsible for analyzing consumer data and coming up with recommendations based on those insights. Nathaly designs and assists with the production of clothing, shoes, and accessories, identifies trends, and selects styles, fabrics, colors, prints, and trims for a collection. With her innate sense of fashion, she is able to get a feel for people's individual aesthetics and cater to them.



Deborah Aderounmu: Product Developer/Head of Design

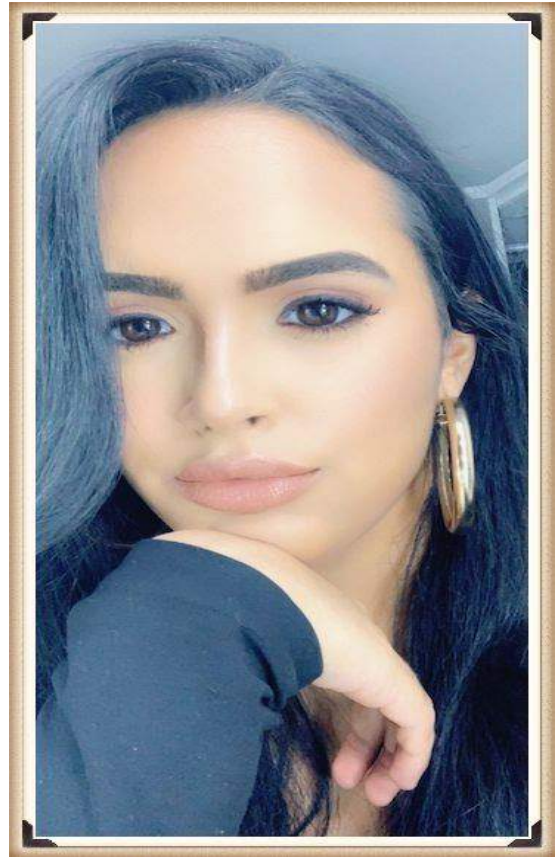
Deborah is a creative entrepreneur with unparalleled aesthetic instincts. She works with her team, collaborating with marketing, technical and manufacturing specialists throughout the product-development process to develop new products or improving existing products so that the company can meet customers' needs more effectively. As the head of designs, she is responsible for



developing and managing all aspects of our design and creative output. Deborah provides a creative vision not just for the design team but for the whole organization. She establishes, processes and practices for realizing that vision, and sets the bar for quality.

Kasandra Cruz: Head of Marketing/Stylist

Kasandra is the Head of Marketing at *Bait-ul Fashion*. Using very creative intellect to craft strategies for all marketing teams. Developing and implementing a brand strategy. As being a stylist, Kasandra provides fashion insight on upcoming trends to meet the needs of our target market. Keeping up to date with current and changing trends in fashion and design.



Faha Ghauri: Buyer/Design & Production Assistant

Faha uses her artistic talent to source and purchase good quality fabrics and other items for products that *Bait-ul Fashion* sells. Additionally, she works closely with our design and production teams to make decisions on the forecasts of upcoming trends to determine what products to place in the market each season. This role is very hands-on and it also involves creative visual intuition to ensure the success of our company.



Abstract

In today's highly competitive consumer marketplace, consumer demands are on the rise. Our private label, *Bait-ul Fashion* focuses on apparel that brings a unique perspective to fashion whilst satisfying the consumer demand. We are a conscious fast fashion label that caters specifically to women between 18-55 years of age. We take pride in providing and specializing in sustainable and ethical clothing.

In this paper, we will be discussing how we developed our private label from market research to our well-refined and detailed target market, prints, color, fabric and manufacturing processes, etc. *Bait-ul Fashion* is an adaptation of many moderate priced retail stores, however, aesthetically we are emulating *Zara* clothing with enhancements and embellishments. Our idea was to meet consumer demands through color and trend forecasting so we needed a company that is sensitive to trends like *Zara*. *Bait-ul Fashion* will routinely switch up the aesthetic (apparel) within the store, and monitor trends to keep up with consumer demands. consumer. We will be based in the heart of New York City, one of the biggest fashion capitals, with a major influence on international fashion trends, events, and trade fairs.

“Bait-ul Fashion” in Arabic translates to “House of Fashion”, honoring the many famous predecessors in Haute couture that paved the way for ready to wear in the fashion industry we know today. In addition, it is a double entendre for what our brand is all about: bringing elegant and curated garments to our consumers despite their size, gender, and race.

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StoreFront



Store Location: 39-41 Wooster Street Manhattan, NY 10013 (SOHO)

<https://www.agorafy.com/listing/279363/39-41-Wooster-Street-Retail-for-Lease-Ground>

Space: 2,500 sq. ft

Ceiling height: 17ft

Target Market



Aesthetic and Style

This detail-oriented, free-spirited woman works in People Magazines and has a degree in Business of Fashion and Technology. That alone has given her knowledge of the importance of dress. Working as a public relations specialist she is able to stay up to date with current trends and still use functionality as well as expression. With a vast array of celebrity clients, she is exposed to many different aesthetics and walks of life. This eclectic fashionista has a plethora of styles that include streetwear, business casual, urban, edgy, and casual chic.



Consumer Profile

Bait-ul Fashion is a private label based in the heart of New York City. The brand designs, manufactures and markets the garments for women. Our aim is to celebrate diversity and expand inclusion while offering high quality, fashionable and affordable products whilst maintaining an ethical and sustainable approach. *Bait-ul Fashion's* target market consists of urban women interested in incorporating a young vibrant spin into their fashion attire while still being price-conscious and meeting the latest fashion trends.

These women are 18-55 years of age ranging from sizes small to xx-large. These ladies reside in urban and suburban areas such as New Jersey, Connecticut, Bronx, Manhattan, etc. These women could be single, happily married or even full-time working professionals making an average salary ranging from 40,000 - 100,000. Her day to day life makes her *Value and Lifestyles (V.A.L.S)* an Achiever. Achievers are known to be a high-resourced group who are known to be motivated by achievement making them successful work-oriented persons who get satisfaction from their jobs and families. These ambitious women are politically conservative and honor authority and the status quo. Traveling constantly to the city to attend work, and social events, these ladies are used to a fast-paced lifestyle which means that comfort and functionality is one of their biggest concerns. They are driven by the need to be fashionable and individualistic. Our multicultural target market, are sensitive to fashion and enjoys incorporating aspects of its trends but is not entirely defined by mainstream fashion. These forward-thinking successful women shop based on value, quality, creativity and they look for brands that are also politically driven and/or have a sense of morals. With that being said, these great qualities prove why this clientele is the embodiment and essence of *Bait-ul Fashion*.

Mission Statement

Bait-ul Fashion aims to be inclusive in size, race, religion, and gender. As a brand, we want to raise awareness, diversity, advocacy, and pride. We want to occupy the minds of many and cater to our diverse clientele. It is our top priority to exceed the client's expectations and experience through every facet of the business.

Core Values

Bait-ul Fashion aspires to offer a safe space that is goal-oriented, cultured, passionate, educated and most importantly committed to giving our customers a great shopping experience every time.

Product Comparison with Zara

Bait-ul Fashion	Zara
<u>Blouses/Tops: \$15-\$125</u>	<u>Blouses/Tops: \$10-\$130</u>
<u>Pants: \$25-\$150</u>	<u>Pants: \$20-\$230</u>
<u>Blazers: \$35-\$150</u>	<u>Blazers: \$40-\$160</u>
<u>Coats: \$40-\$350</u>	<u>Coats: \$40-\$400</u>
<u>Scarves: \$15-\$75</u>	<u>Scarves: \$17.90-\$150</u>
<u>Skirts:\$25-\$100</u>	<u>Skirts: \$20-\$120</u>
<u>Dresses: \$30-\$100</u>	<u>Dresses: \$20-\$320</u>

The Zara tends to play it safe when it comes to their apparel meanwhile, at *Bait-ul Fashion* we aspire to not only embellish our apparel but to embody high-end looks and ensure that our products meet consumer's demands in every aspect whilst maintaining a moderate budget. *Bait-ul Fashion* is always up to date on seasonal trends, value, quality, creativity, and comfort to ensure that we are effectively catering to women of different lifestyles.

At *Bait-ul Fashion*, we help our customers find the right size for our products. This is achieved through the use of centimeters instead of inches when it comes to our garment sizing because centimeters are smaller and it enables us to get a better fit for our customers so they can always look and feel their best. What makes *Bait-ul Fashion* different from Zara is our true connection with our clientele. Not only do we meet their fashion needs we go above and beyond. We make sure our customers receive exceptional products and services every time!

Color

Hues are essential as they are often incorporated when producing or creating a product. Hues are also pivotal to our business as it holds influence over our brand image. With each color comes various associations and linkages. Our 2020 color palette not only evokes emotions but it also transcends what our brand is all about. *Bait-ul Fashion's* palette will ignite many women to use our colors and designs as a mode of self-expression as well as a political tool. We decided to cater to each woman by selecting neutral hues that serve as a classic and alternative. We also want to encourage pops of color aside from the neutral tones in order to add some flair and edge. The following color forecasted trends of 2020 vary, thus we have selectively chosen colors that we feel are the best fit for our target market customer needs and/or wants. Based on this theory, *Bait-ul Fashion* determined that our target market includes feminine clientele who are ambitious, politically aware and self-driven. The ages of our target population range from 18 or young adults to 55 or late adulthood therefore, our color palette must be set up in a way that we can appeal to both parties. According to trends, the majority of our clientele are looking for bold color trends, however, some of them still desire subtlety and formalities in their garments so we are able to provide that through our design color variations of bold and neutral.

Our color palette includes shades such as summer fig which exudes enthusiasm with hints of Orange, Cranberry and Merlot Red to symbolize power and strength. Antique Moss emits warmth and cheerfulness, Bluestone & Galaxy blue which emulates a calming effect, Rose and Peach Pink for elegance and romance vibes, Ebony Black for a sophisticated and casual feel, and Olive Green, Forest Green, Camel/ Beige, and Vanilla for its flexible, earthy, neutral, and natural elements.

Base colors and accent colors:



Cheetah Print



Plaid Print



Gingham Print



Floral Print



PANTONE 19-5230 Forest Biome

PANTONE 17-1043 Hazel

PANTONE 15-1147 Butterscotch

PANTONE 19-1419 Chicory Coffee

PANTONE 16-4217 Blastone

PANTONE 16-4055 Galaxy Blue

PANTONE 16-0840 Antique Moss

PANTONE 17-0533 Green Olive

Fabric Story
Inspiration

Figure 1



Figure 2

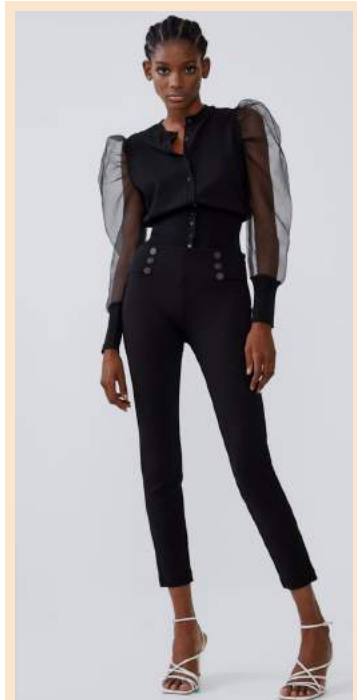


Figure 3



Figure 4



Figure 5



Figure 6



Figure 7



Figure 8

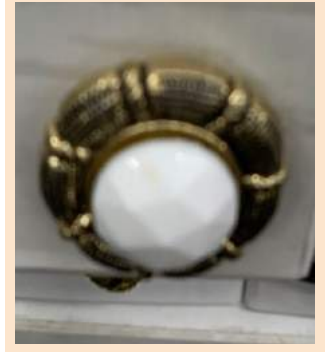
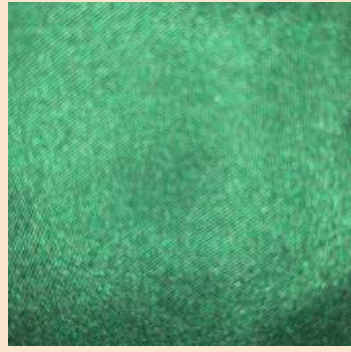
Details: This is a gingham style blue and red asymmetric neckline one long sleeve slip on top, which is cinched at the waist. Paired with gingham style asymmetrical bias cut midi skirt, detailed with 3 large gold dome nailhead studs on the



right side of the skirt. This look was inspired by (*Figure 1*) incorporating the asymmetrical neckline to the top but giving it a twist by changing the style to just a sleeve asymmetrical top. The skirt was used as inspiration as well but I decided to incorporate detail to the skirt by making it a bias cut and adding the exquisite detail of the buttons on the right side of the skirt where the bias cut starts. The gingham style fabric was chosen because it is one of the upcoming trends for 2019-2020. Using the colors blue and red as the color for the gingham style fabric because this is rarely seen usually gingham style fabric is white with red, white and blue, white and black, etc. I decided that incorporating a different color scheme will attract customer's interest and will give a spin to the traditional gingham textile. The set gives out a casual chic look where a woman can wear on any occasion.

- Price: Fabric is made of Cotton, it is \$25 per yard.
- Buttons: \$3.95 per bag
- ★ Care for cotton- Rinse your cotton fabrics on a cool cycle. To avoid shrinkage, wash with minimal agitation, shake garments after removal from the machine to minimize wrinkles. Use a hot iron to remove wrinkles from your cotton items.

Details: This is an emerald green twill long sleeve peasant top, the sleeves of the peasant top are made of green silk organza detailed



with white and rustic gold Italian buttons. Paired with an emerald green twill knee-length pencil mermaid skirt. Inspiration was taken from *Figure 2* using the organza puffed sleeves which are trending for 2019-2020. The top was designed into a peasant top rather than a cardigan like *Figure 2*. Instead of using pants like *Figure 2* I decided to change it up and design a flowy skirt using the same silk twill fabric as the peasant top giving the look a fun and playful demeanor. This look would work great for a night out with a loved one or even a social event with colleagues.

- Price: Fabric is made of Silk even-sided Twill, linen sourced from Ralph Lauren \$14 per yard.
- Silk Organza, linen sourced from Oscar de la Renta \$18 per yard.
- Buttons: \$1.75 piece

★ Care for silk- Press it with a warm iron. If it leaves no color or hardly any mark on the white fabric, then you can safely wash it. Normally silk is best washed by hand with a mild detergent, such as Tenestar, Dreft or Lux in lukewarm water.

★ Care for silk organza- Silk organza, which is made of natural fibers, should be hand-washed and air-dried or professionally dry-cleaned. Synthetic organza, made of man-made acetate, nylon, polyester or viscose, can be both washed and dried by machine.

Details: This classic structured merlot long sleeve blazer is detailed with a notched lapel collar, deepened v-neckline, padded shoulders, tapered waist, pleats, and is accessorized with Italian ebony black gold-rimmed buttons. It is paired with a complimentary merlot flared



pantsuit creating a bell-bottom aesthetic and is detailed with an exposed three-button fly. For this illustration and/or design, I wanted to create a minimalistic statement piece that also gives off a tomboy vibe

- *Price:* Fabric is made of polyester and acetate: sourced from Ralph Lauren: \$16 per yard,
- Button: \$1.95 each, 24L/15MM

★ Care for Polyester- machine wash in warm water using an all-purpose detergent. For stains pretreat with stain solution. To retain longevity and retain the softness of this fabric make sure to condition fabric with fabric softener and avoid ironing as polyester as it doesn't usually wrinkle. If you iron polyester make sure it is at low temperature. When drying polyester you may air dry or leave the machine on tumble.

★ Care for Acetate- this synthetic fiber must be hand wash as fibers are very weak and can be damaged by high heat and wringing. This fiber does not absorb water well and loses colorfast therefore should not be left wet or damp for too long, it is best to dry clean this fabric. If washed at home make sure to remove as much water while rinsing by hand.

Details: This tailored toffee oversized, relaxed, open front collarless silk blazer is embellished with a snake print closeout buttons. Paired with a nude mock neckline top and orchard green harem silk trouser.



- Price: Fabrics- silks sourced from Chado Ralph Rucci: \$25 per yard, Polyester sourced from Vera wang: \$16 per yard.
- Button- \$4.00 each, 44L/28MM



- ★ Care for silk- hand washed with mild detergent. Safety pins not recommended as they can cause holes and snags, hand wash in lukewarm water with mild detergent, iron on the lowest heat setting on the reverse side of the fabric, store in a safe place free from insects and moisture.
- ★ Care for polyester- machine wash in warm water and quick dry. Use softener for better performance and less static. machine-wash polyester in warm water. Polyester fabrics are strong, resilient, wrinkle-resistant, colorfast, crisp, and hold pleats and creases well. But they are also nonabsorbent, attract and hold oil stains, may pill when rubbed, and may yellow with age. Tumble dry at a low-temperature setting. Do not overly dry polyester; this will cause gradual shrinkage.

Details: This is a plaid blazer v-neck, slitted knee-length body-con dress, with $\frac{3}{4}$ sleeve, detailed with Italian white buttons, beaded trims for the lapels, front side pocket, and slit in the front of the dress which was inspired by *Figure 5*. it is lined with a deeper orange acetate fabric.



- Price: Fabric is made of Cotton, Polyester, and linen: sourced from Derek Lam: \$25 per yard.
- Trim: \$40 per yard,
- Button: \$1.95 each, 24L/15MM
- ★ Care for cotton- rinse your cotton fabrics on a cool cycle. To avoid shrinkage, wash with minimal agitation, shake garments after removal from the machine to minimize wrinkles. Use a hot iron to remove wrinkles from your cotton items.
- ★ Care for polyester- machine-wash polyester in warm water. Polyester fabrics are strong, resilient, wrinkle-resistant, colorfast, crisp, and hold pleats and creases well. But they are also nonabsorbent, attract and hold oil stains, may pill when rubbed, and may yellow with age. Tumble dry at a low-temperature setting. Do not overly dry polyester; this will cause gradual shrinkage.
- ★ Care for linen- wash on low temperatures in lukewarm or cold, and preferably soft, water. Use the gentle machine cycle and a mild detergent to protect the fibres.

Details: Army green asymmetrical, sweetheart neck blazer and below ankle pants, with one hand long sleeve, detailed with green Italian buttons on the blazer (Figure 6) and the bottom side of the pants, glossy silk chiffon for the blazer lapel and pants with contrast pocket



facing with pockets, all lined with green 100% polyester linen.

- Price: Fabrics - Fabric is made of Silk Gazar:

sourced from Chado Ralph Rucci: \$40 per yard

- Trim: \$35 per yard : Lining: 100% viscose
- Button: \$1.95 each:32L/20MM
- Zipper- 95 cents each



★ Care For Silk- Safety pins not recommended as they can cause holes and snags, hand wash in lukewarm water with mild detergent, iron on the lowest heat setting on the reverse side of the fabric, store in a safe place free from insects and moisture.

★ Care for Viscose- hand wash in cool water, machine wash with like clothing. alternatively, use a net washing bag to protect your clothing, line dry, avoid using an electric dryer. iron rayon clothing inside out. To clean expensive or structured viscose clothing with interfacings like a blazer or formal gown, stick with dry cleaning. However, simple viscose clothing like unlined dresses, tops, and scarves can be hand-washed.

Details: A silk chiffon floral printed hijab scarf with a long cranberry red cashmere lapel-collar coat with embroidered sew-through black and gold buttons. The blouse is a silk georgette in the color cream, paired with Italian denim slim fit jeans with pearl button embellishments on the sides and frills at the ankle.

Floral Silk Chiffon: \$18 per yard

Buttons: \$1.50 24/15MM

Wool (Cashmere): \$60 per yard

Denim: \$50 per yard



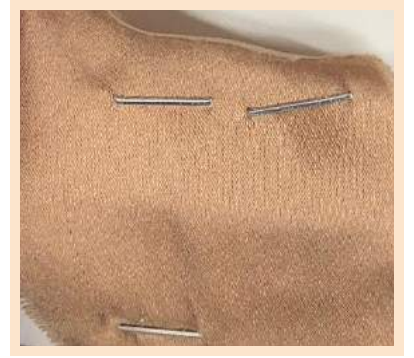
★ Care for Silk- Safety pins not

recommended as they can cause holes and snags, hand wash in lukewarm water with mild detergent, iron on the lowest heat setting on the reverse side of the fabric, store in a safe place free from insects and moisture.

★ Care for Denim- Turn fabric inside out on pre-wash and hang dry.

★ Care for Cashmere: Dry clean only.

Details: A bronze lustrous silk charmeuse hijab scarf paired with a cheetah print silk chiffon georgette blouse. The bottom includes the black lustrous silk-satin wide-leg pants styled with a bow and embellished with a decorative lace at the belt. The button and zippers are placed on the inside of the pants to enhance fitting for different sizes to gain a sleek look yet remain comfortable and airy.



Bronze Lustrous Silk Charmeuse Price: \$18 per yard

Cheetah Print Silk Chiffon Georgette Price: \$25 per yard

Black Zipper: Price: \$0.75 each

Black Buttons: Price: \$0.85 each

Decorative Lace: Price \$39.99 per yard



- ★ Care for Silk - Safety pins not recommended as they can cause holes and snags, hand washed in lukewarm water with mild detergent, iron on the lowest heat setting on the reverse side of the fabric, store in a safe place free from insects and moisture.

Prints

Our 2020 Winter-Spring prints will be a blend of eclecticism and practicality that will serve both functionality and spunk. *Bait-ul Fashion* has a mature and sophisticated audience of women who love to indulge in fun prints that make them feel edgy yet comfortable. With that being said, our most fashionable high-end prints for this line will be plaid, tartan, paisley floral, gingham, houndstooth, color block, leopard/cheetah, and snake/statement prints for the year of 2020. These prints will serve as a statement piece and allow versatility and flexibility in the garment whilst maintaining the style. According to <https://glowsly.com/spring-summer-print-trends/>, large and small floral motif prints were the most popular trend forecasts for the spring 2020 print collection. Our compiled selection of prints will complement our color forecasting.

Texture

Bait-ul Fashion will also be focusing on textures to compliment wardrobes and expand style. Our line will offer a variety of classic yet intricate textured fabrics such as pleats, ribbed, suede, cashmere wool, velvet, sequins, silk, satin and quilt all of which are in style and functional for the Winter/Spring season. The texture for pleats can be described as folded extra fabric that creates a look of fullness. Pleats can be used for both functionality purposes, such as enhancing the ease of movement and it can also be used for aesthetic purposes to make a garment look visually appealing. This is done through the different shapes and sizes the fabric makes when folded resembling a paper fan. Ribbed texture is created when a fabric is covered in rows of raised lines. Suede, cashmere wool, velvet, silk, and satin all have a smooth texture in our garments. The warmer fabrics are more suitable for cold weather include suede, cashmere wool, and velvet. Silk and silk satin are lightweight and more suitable for warmer weather.

Evaluation of Fabric

Each fabric has been certified to endure particular pressures and environmental factors. A color fastening and flammability test have been conducted and we met the certifications. Each fabric has been tested for efficient factory line processing to create optimal and most time effective results. The only pause that will occur is for in-line inspection. We will stop the garment process every 250 pieces. At this point, we will conduct a full head to toe and careful analyzation of the whole garment to ensure that everything is being correctly put together and no small or big errors are occurring. During the in-line inspection we will ensure there are:

- no pulling, puckering
- seams are sewn with even seam allowances
- no twisting, seams match all intersections
- all design elements match the right and left side, stitches are near and straight

This is an important process to ensure optimal productivity and no product goes to waste. (Kieser and Garner 366) Each inspector will be given a Standard Inspection Procedure (SIP), in this procedure inspectors will not be paid to meet a certain piece rate. They will not be paid on a piece-rate but will be analyzing the garment as a whole. An earlier inspection has already been taken place and the inspector is just looking for dirt, oil stains, flaws, And unclipped threads. An advisable spot check for measurements is also needed.

POST-PRODUCTION

Our product meets the construction criteria for post-production.

- Fit has to be evaluated and approved before production
- Linings/interfacings have to be compatible with the shell fabric in terms of weight, color and care
- Linings cannot hang below the outer/ lower edge of the hem
- No stitching errors
- No uneven collars/ pocket placements
- The thread should be secure with no loose ends
- Repairs shouldn't be noticeable
- Fabric patterns should match seam specifications
- No marks such as oil, ink/ soil
- Closures must be secretly attached to specifications of color, type, and application.
- Garments must be pressed; no burn marks (Keiser & Garner, 2012, Ch. 12)

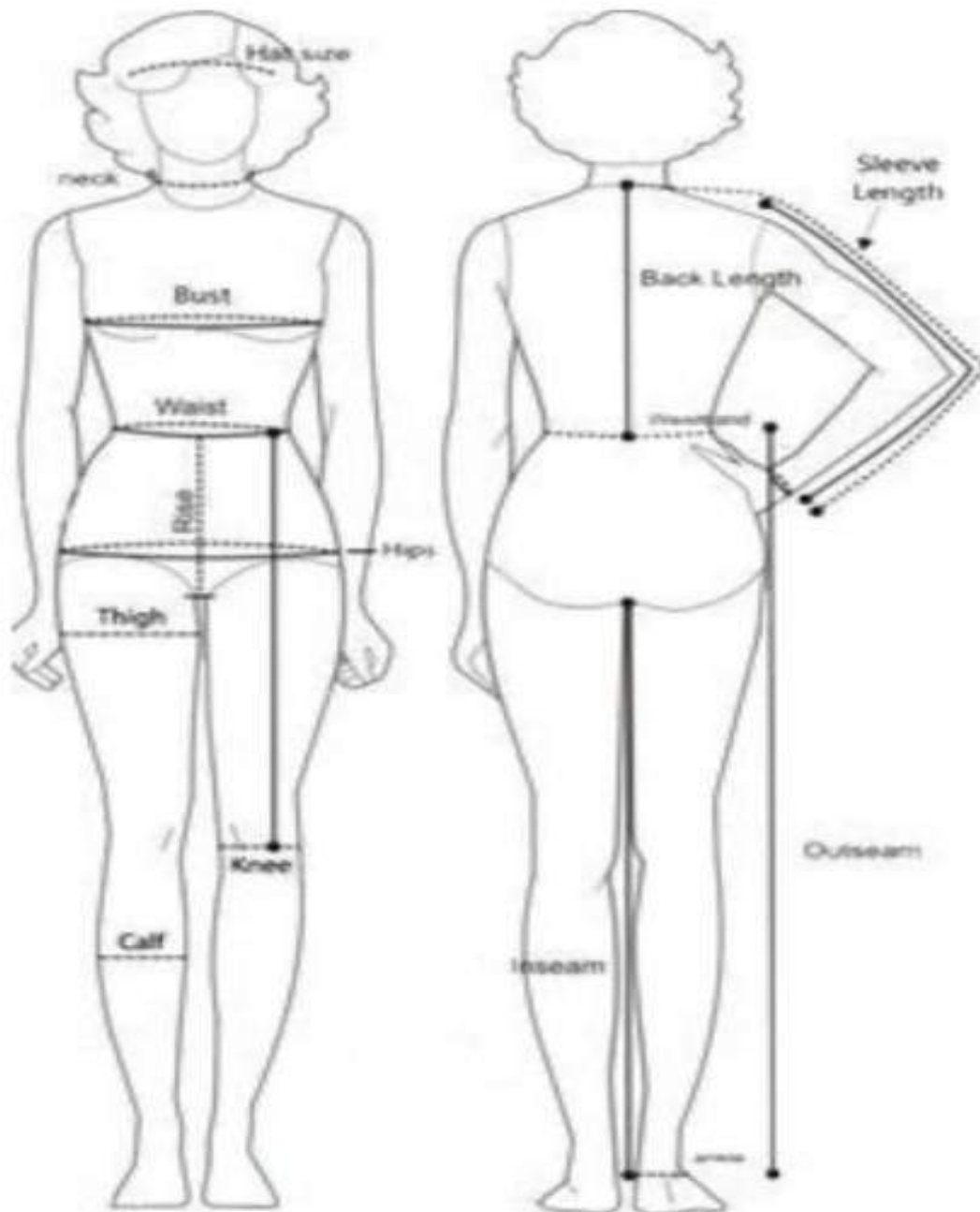
WOMEN'S

SIZE	BUST	WAIST	HIPS	SHORT SLEEVE	LONG SLEEVE
XS (0/2)	31" - 33"	24" - 26"	33" - 35"	7"	24 1/4"
S (4/6)	33" - 35"	27" - 29"	36" - 37"	7 1/4"	24 1/2"
M (8/10)	35" - 37"	30" - 32"	38" - 39"	7 1/2"	24 3/4"
L (12/14)	37" - 40"	33" - 36"	40" - 42"	7 3/4"	24 7/8"
XL (16/18)	41" - 44"	38" - 41"	42" - 46"	8"	25"
XXL (20/22)	44" - 47"	42" - 45"	47" - 50"	8 1/4"	25 1/8"

Bait-ul fashion offers sizes ranging from 2-24XS-XXL

We break all the rules by talking realistic measurements of women, not mannequins or only eurocentric body shapes.

MEASURING TIPS



Manufacturer/ Supplier

Bait-ul Fashion products are manufactured in Arteixo, a small town on the northwest coast of Spain. More than 5,000 employees across various departments work here. The site is also home to 10 of the brand's factories and its largest distribution center, which is responsible for shipping the clothing to stores all over the United States.

The Process of manufacturing starts within the heart of Bait-ul Fashion's headquarters, where the design team is leafing through trend-forecasting books and putting together mood boards for the brand's line. Once a design is created, it is taken to a team of pattern cutters, who put together the first prototypes. Once the prototype has been created, it is tested on models who are also full-time Bait-ul Fashion employees working in other areas of the fashion department. After the prototype has been signed off on, a digitized pattern is sent to one of its factories. These factories are connected to the distribution center through a network that transports clothing on electric hanging rails. Other items are sent to external factories around the world. However, all manufactured items will return to one of its distribution centers to be sent out to stores.

The first step of the process is to set the patterns to the fabric, the pattern layout is then sent to a machine that prints a life-size copy, using the relevant information about what part of the garment each piece is. The fabric is laid out under large cutting machines, and the paper is placed on top, both materials are held in place with a tight plastic sheet. The machine slices through the material, cutting out the individual pieces of fabric but on thinner fabrics, 200 layers can be cut at one time.

Once they have been cut, the paper and fabric pieces are boxed up together, the paper has all the details for the factory workers to see where these pieces need to be sent next, and which part of

the garment they will make up. These pieces are sent to external factories to be sewn together, along with a prototype of the item so that the factories can copy the exact design. Our external factories are responsible for adding all the extra details such as internal labels, zippers, and buttons. Pressing machines are used to flatten out the material, Sleeves are blasted with hot air to shape the fabric and stretch the stitching, Each item is individually ironed.

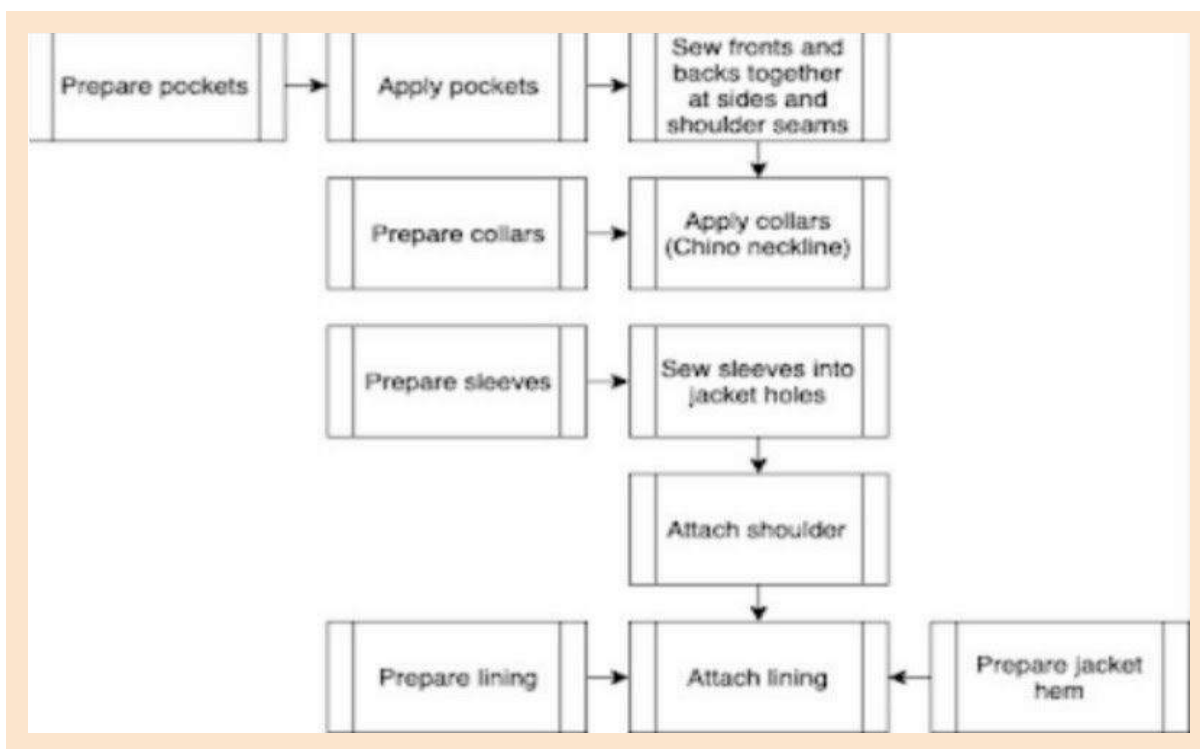
The clothing is then checked piece by piece to ensure there are no faulty stitches. Items that pass the checks are given a security tag. If any issues are spotted in this process, the clothing is put to one side, and any small faults are fixed on sewing machines.



Municipality of Arteixo A Coruña, Spain

Specifications

To specify stitches, buttons, and seams. We will be incorporating lead-free buttons, different colors or zippers, and brass zippers. Topstitching should be used for the denim. There will be about 200/ 300 stitches and safety stitching will be used on the pockets. The seams will mainly be superimposed, lapped, and bound. Superimposed seams will be used for neat load-bearing seams that sit on top of one another. Lapped seams are useful for the front facings of our jackets. Bound seams will be used for necklines. (Keiser & Garner, 2012, Ch. 12)



Pricepoint

Bait-ul Fashion is a moderately priced market that offers apparel with prices that are based on fabric type, garment specifications, the overall design and the manufacturing process. The majority of our apparel is marketed to women with a disposable income with salaries that range from \$40,000-\$100,000. Most of our garments emulate luxurious brand quality but with a more affordable price classification. With that being said, each garment is set to cater to these women regardless of their size as well as in terms of quality, comfort, and pricing.

Bait-ul Fashion's pricing structure is an integral part of our marketing plan as it sets our goals for what we want to achieve. We are entering the market with apparel for women at moderately priced items because each of our garments are made with good quality fabrics that we later embellish using good quality buttons, zippers, linings and trims to ensure that our customers are getting their money's worth along with the style and comfort that are not far from extravagance, but differ in affordability. For a small to average-sized women's blazer about two yards of fabric is needed. For instance, if we want to design a flannel printed blazer we would first have our buyers purchase the fabric in bulk. After that, we will get it designed and produced by our in house team which is located in Arteixo Spain. Because we are a private label brand we are able to source fabrics from textile mills that are less expensive for us if we purchase them in bulk. It would cost us around \$2.99 per yard to purchase cotton fabric of good quality for our blazer in bulk. Since making a blazer takes two yards of fabric it will cost us \$5.98. If we decide to add pearl buttons costing \$2.00 for 5 and use 10 that would cost us \$4.00 and pockets on the side along with a collar, a slit on the back for style and lining on the inside of the blazer which would cost us about \$10.00 due to the effort our employees make to sew the product. Overall for

Bait-ul-Fashion to make this flannel blazer the total cost would be \$19.98. Since our blazer costs range from \$50-150 we would charge this blazer for \$65.00. Our profit would be \$42.02. This is a reasonable price we would charge for due to the flannel print on good quality cotton as well as the pearl buttons, trims and linings we embellished the blazer with. Additionally, if we ever offer a sales promotion this blazer could also go as low as \$35.00 which would still leave \$15.02 as a profit and allow us to stay within our moderate price range for our customers.

At *Bait-ul Fashion*, we structure our prices in a way that is affordable yet the quality is never compromised. One way we ensure this is by doing research on different fabrics and visit various textile mills for quality control to ensure our brand is performing at its best. We also inspect luxury products and study the quality, labels, and pricing to determine the fabric content, the care needed to maintain that garment and the profit they make. Below is a table that represents are our good quality fabric prices in bulk pricing.

<i>Bait-ul Fashion's Fabric</i>	Prices in Bulk (Per Yard)
Cotton	\$2.99
Linen	\$4.25
Silk Chiffon	\$4.99
Silk Georgette	\$4.99
Silk Charmeuse	\$5.50
Silk Satin	\$6.00
Denim	\$3.99
Italian Denim	\$9.99
Wool	\$6.50
Polyester/Acetate	\$3.25

Clothing Price Ranges:

Blazers:\$35-\$150

Bait-ul-Fashion's Blazer's start at \$35 due to the quality of the fabrics used, the cost to produce and trims/buttons/prints/embellishments will increase the blazer's price. Our lower priced blazers include fabrics such as cotton and linen. According to the fabric, design and varying embellishments the range goes up to \$150, this includes our more expensive fabric such as silk, wool and velvet. Quality style and comfort are our main priorities!

Coats: \$40-\$350

Bait-ul-Fashion's Outerwear starts at \$40 due to the quality of the fabrics used, the cost to produce and trims/buttons/prints/embellishments. Our lower priced coats include fabrics such as wool blend with cotton. According to the fabric, design and varying embellishments, the range goes up to \$350. This is so because our more expensive coats include cashmere wool and mohair wool. Quality, style and comfort are our main priorities!

Pants: \$25-\$150

Bait-ul-Fashion's Pants start at \$20 due to the quality of the fabrics used, the cost to produce and trims/buttons/prints/embellishments. Our lower priced pants include fabric such as denim, cotton and rayon. According to the fabric, design and varying embellishments the range goes up to \$150, this includes our more expensive fabric for pants which include silk, silk satin and high-quality denim that may be imported from other countries such as Italy. Quality style and comfort are our main priorities!

Skirts: \$25-\$100

Bait-ul-Fashion's Skirts start at \$25 due to the quality of the fabrics used, the cost to produce and trims/buttons/prints/embellishments. Our lower priced skirts include fabrics such as cotton and rayon. According to the fabric, design and varying embellishments the range goes up to \$100, this includes our higher-priced skirts which include fabrics such as silk and silk satin. Quality style and comfort are our main priorities!

Blouses/Tops: \$15-\$125

Bait-ul-Fashion's Blouses/Tops start at \$10 due to the quality of the fabrics used, the cost to produce and trims/buttons/prints/embellishments. Our lower priced blouses include cotton, silk georgette and silk chiffon. According to the fabric, design and varying embellishments the range goes up to \$125. Our higher priced Blouses/Tops include exclusive prints on various silk types such as satin, chiffon, georgette, and charmeuse. Quality style and comfort are our main priority!

Dresses: \$30-100

Bait-ul-Fashion's Dresses start at \$30 due to the quality of the fabrics used, the cost to produce and trims/buttons/prints/embellishments. Our lower priced dresses include fabrics such as cotton and rayon. According to the fabric, design and varying embellishments the range goes up to \$100. This includes our higher-priced skirts made of fabrics such as silk and silk satin. Quality style and comfort are our main priority!

Merchandising the label to customers

Stores locations in New York : Store Location: 39-41 Wooster Street Manhattan, NY 10013

(SOHO)

International retail locations of Bait-ul Fashion :

<p>A</p> <ul style="list-style-type: none"> + Albania - Tirana + Andorra - Andorra la Vella + Austria - Vienna <p>B</p> <ul style="list-style-type: none"> + Bahrein - Salmaniya + Belgium/Luxembourg - Brussels + Bulgaria - Sofia <p>C</p> <ul style="list-style-type: none"> + China - Shanghai + Colombia - Bogotá + Croatia - Zagreb + Cyprus - Nicosia + Czech Republic - Prague <p>E</p> <ul style="list-style-type: none"> + El Salvador - San Salvador + Egypt - Cairo 	<p>F</p> <ul style="list-style-type: none"> + France - Paris <p>G</p> <ul style="list-style-type: none"> + Germany - Hamburg + Greece - Athens + Guatemala - Guatemala <p>H</p> <ul style="list-style-type: none"> + Hungary - Budapest <p>I</p> <ul style="list-style-type: none"> + Indonesia - Jakarta + Ireland - Dublin + Italy - Milan <p>J</p> <ul style="list-style-type: none"> + Japan - Tokyo + Jordan - Amman <p>K</p> <ul style="list-style-type: none"> + Kuwait - Kuwait 	<p>L</p> <ul style="list-style-type: none"> + Lebanon - Beirut + Lithuania / Latvia / Estonia - Vilnius <p>M</p> <ul style="list-style-type: none"> + Malaysia - Selangor Darul Eshan + Malta - B'Kara + Mexico - Mexico City + Montenegro - Podgorica + Morocco - Casablanca <p>P</p> <ul style="list-style-type: none"> + Poland - Warsaw + Portugal - Lisbon <p>Q</p> <ul style="list-style-type: none"> + Qatar - Doha <p>R</p> <ul style="list-style-type: none"> + Romania - Bucharest + Russia - Moscow 	<p>S</p> <ul style="list-style-type: none"> + Saudi Arabia - Riyadh + Serbia - Belgrade + Singapore - Singapore + Slovakia - Bratislava + Slovenia - Ljubljana + South Korea - Seoul + Spain + Switzerland - Geneva <p>T</p> <ul style="list-style-type: none"> + Thailand - Bangkok + The Netherlands - Amsterdam + Turkey - Istanbul <p>U</p> <ul style="list-style-type: none"> + United Arab Emirates - Dubai + United Kingdom - London + United States / Puerto Rico - New York <p>V</p> <ul style="list-style-type: none"> + Venezuela - Caracas
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Pop up shops: the pop-up shops would be located in different countries all over the world, depending on where Bait-ul Fashion has more consumers.

Another way Bait-ul Fashion plans on merchandising is through brand partnerships. This way brand exposure increases, we are able to break into new markets and add extra value to our products and services and also provide significant financial gain to the stockholders.

The most common types of brand partnerships utilized within the fashion industry are:

- ★ Co-branding: we will be working with companies to create a new product or alter an existing product, in order to provide additional value to the customer. Companies like Target, JCPenney.
- ★ Sponsorships: One of the oldest forms of marketing, the direct marketing that primarily focuses on advertising placement, with brands like Christian Dior and Alexander Wang sponsoring Bait-ul Fashion, the brand gains increased recognition, and builds its reputation.
- ★ Native Content: our brand will have content that has been paid or commissioned to be placed on an external website with the view that the content fits the form and function where it exists: the visitors of such websites having 90% female views, 60% US and 40% international, Partnering with brands like Tory Burch, Zappos, Chanel, Swarovski.
- ★ Licensing: giving another party the legal rights to use our brand's name and identity in return for a royalty fee. These fees may include:
 - ✓ % of net sales
 - ✓ Combination of a royalty and a minimum annual fee
 - ✓ Or a dollar amount paid for every item sold

- ★ Influencer Marketing: Social media marketing via Instagram, Twitter, Facebook that uses the endorsement and product of Bait-ul Fashion mentions from individuals (influencers) who have dedicated social following and are viewed as experts within their niche.
- ★ Email subscription for upcoming events, sales, and promotions.

Shipping

The inventory shipments and demand in sell will be based on the traditional timing of the retail cycle within the United States.

“In the United States, the routine retail cycle starts at the beginning of January.

During this time, merchandising includes the promotion of Valentine's Day and St. Patrick's Day products and related items or services.

Shortly following this, Presidents' Day is represented through special sales and discounts. The next major holiday in the United States is Easter. During this time, not only during the holiday is promoted, but springtime and associated warmer weather are accounted for. Most promoted products at that time of year include clothing items appropriate for warmer weather in addition to tools and other items suited for outdoor activities, such as gardening and picnics. These items are typically made available mid-winter and heavily marketed and promoted to move such items from shelves to make room for the next batch of products” (Kenton, 2017).

New inventory shipments always start its new quarter at the beginning of every new year. So, with that in mind, all markdowns should be done before the beginning of January. As the calendar cycle continues, during Valentine's and St. Patrick's seasons, most customers will be looking and shopping for products that play a part in these holidays. So, shopping in the retail clothing market during these times the sell ratings will go down. Since the product line for this company is women's motorcycle jackets, around Easter time the company will have a high demand in sales due to customers who are ready to shop for the warmer weather. And that goes for outdoor tools, house tools, but in this case, it will be for associated warmer clothing. President's Day will be one of the company's biggest holidays, this is where the sells will go even higher due to the different sales and discounts the company will have for its product line.

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