



JET
CLOTHING

LUXURY DRESSES MADE IN NEW YORK

**TIARA CASH
EMMANUEL KOKO
JULISA TUFINO-SANTOS**





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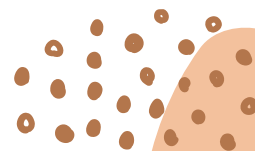
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Abstract

In today's world, people want to stay on top of all the hottest trends and be the first to wear something. It's so easy to be consumed in fast fashion because of how easy accessible it is to everyone. All this clothing consumption becomes a negative for our environment. The price point of fast fashion may be low but the environmental impact comes with a huge cost.

The material these clothing are made can come from man-made synthetic fibers which are nylon or polyester (Towner, 2019, Fast Fashion May be Cheap, but it Comes at a Cost, EarthIsland.org). These materials can take up to 100 years to decompose. Not only is the material bad for the environment but the chemical these fast fashion companies use are harmful and toxic if they end up in a river. For these reasons, we came up with JET Clothing, sustainable cocktail dresses. The dresses are also made with sustainable shape-wear to hug and contour women's curves.

In this project we go into detail from the development of the store to samples of our products. Many of these components backup our belief in a sustainable brand, for a better environment. The first part of the project talks about our location, logo, e-commerce website, store layout and so on. The second part of the project dives into the financial aspect of our store including our open to buy calculations, average monthly sales and the markdown percent for the months of February through July. The last part of this project will state whether there was an increase or decrease in the sales period and suggest what caused this change.





Our Team

JULISA TUFINO- SANTOS

Team Leader,
Project Organizer



TIARA CASH

Creative Director ,
Designer



EMMANUEL KOKO

Chief Financial
Officer, CFO





Our Team

JULISA TUFINO- SANTOS

Followed up with team to make data analysis for the project. Organized meetings to talk about deadlines.



TIARA CASH

In charge of the designing and color palette for the brand. Made sure our ideas were listened and applied them to create a vision for the team.



EMMANUEL KOKO

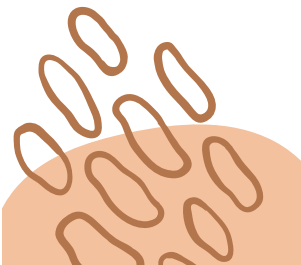
Took charge of the financial aspect of the project. Helped team to further understand the mathematical side of this business. Created our brand logo.





Retailers Sku's

1	Line	Season	SKU Number	Style Number	Size Run EU/US	Invoice Reference Number	Color/ Shades
2	JET CL.	Spring/ Summer 2022	GR321-000	01582	30-42 /00-14	JT657	Ivy #8fb043
3	JET CL.	Spring/ Summer 2022	GR319-010	01734	30-42 /00-14	JT364	Tinker #a1c94a
4	JET CL.	Spring/ Summer 2022	GR325-021	01096	30-42 /00-14	JT946	Festive #b6e368
5	JET CL.	Spring/ Summer 2022	BR230-000	01345	30-42 /00-14	JT456	Mauve #8e4036
6	JET CL.	Fall/ Winter 2022	BR218-015	01904	30-42 /00-14	JT903	Seductive #571609
7	JET CL.	Spring/ Summer 2022	BR890-001	01469	30-42 /00-14	JT378	Catwoman #2f0600
8	JET CL.	Spring/ Summer 2022	RD800-432	01567	30-42 /00-14	JT501	Fine Wine #77211e
9	JET CL.	Spring/ Summer 2022	BR001-010	00345	30-42 /00-14	JT485	Nude #d7aa78
10	JET CL.	Spring/ Summer	BR780-090	015432	30-42 /00-14	JT273	Brown #251e14





	1	2	3	4	5	6	7
1	Line	Season	SKU Number	Style Number	Size Run EU/US	Invoice Reference Number	Color/ Shades
2	JET CL.	Spring/ Summer 2022	GR229-001	01582	30-42 /00-14	JT000	Ivy #8fb043
3	JET CL.	Spring/ Summer 2022	GR211-010	01734	30-42 /00-14	JT0675	Tinker #a1c94a
4	JET CL.	Spring/ Summer 2022	GR128-546	01096	30-42 /00-14	JT444	Festive #b6e368
5	JET CL.	Spring/ Summer 2022	BR133-220	01345	30-42 /00-14	JT471	Mauve #8e4036
6	JET CL.	Fall/ Winter 2022	BR590-556	01904	30-42 /00-14	JT441	Seductive #571609
7	JET CL.	Spring/ Summer 2022	BR721-678	01469	30-42 /00-14	JT991	Catwoman #2f0600
8	JET CL.	Spring/ Summer 2022	RD500-100	01567	30-42/ 00-14	JT911	Fine Wine #77211e
9	JET CL.	Spring/ Summer 2022	BR230-101	00345	30-42/ 00-14	JT311	Nude #d7aa78



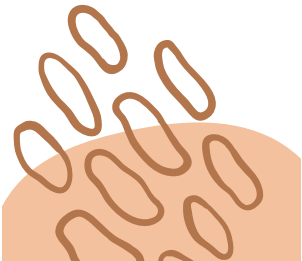
	1	2	3	4	5	6	7
1	Line	Season	SKU Number	Style Number	Size Run EU/US	Invoice Reference Number	Color/ Shades
2	JET CL.	Spring/ Summer 2022	GR900-205	01582	30-42 /00-14	JT301	Ivy #8fb043
3	JET CL.	Spring/ Summer 2022	GR282-101	01734	30-42 /00-14	JT409	Tinker #a1c94a
4	JET CL.	Spring/ Summer 2022	GR421-067	01096	30-42 /00-14	JT448	Festive #b6e368
5	JET CL.	Spring/ Summer 2022	BR429-607	01345	30-42 /00-14	JT602	Mauve #8e4036
6	JET CL.	Fall/ Winter 2022	BR233-340	01904	30-42 /00-14	JT701	Seductive #571609
7	JET CL.	Spring/ Summer 2022	BR322-403	01469	30-42 /00-14	JT232	Catwoman #2f0600
8	JET CL.	Spring/ Summer 2022	RD646-683	01567	30-42 /00-14	JT358	Fine Wine #77211e
9	JET CL.	Spring/ Summer 2022	BR304-700	00345	30-42 /00-14	JT396	Nude #d7aa78



Open to Buy Statements

February	
Planned Sales	\$300,000.00
Planned Reductions	\$20,000.00
Planned EOM Stock	\$200,000.00
= Total Monthly Needs	\$520,000.00
BOM Stock	\$160,000.000
Planned Purchases	\$360,000.00
Merchandise on Order	\$125,000.00
Open to Buy Statement	\$235,000.00

March	
Planned Sales	\$200,000.00
Planned Reductions	\$26,000.00
Planned EOM Stock	\$80,000.00
= Total Monthly Needs	\$306,000.00
BOM Stock	\$200,000.00
Planned Purchases	\$106,000.00
Merchandise on Order	\$15,000.00
Open to Buy Statement	\$91,000.00



April	
Planned Sales	\$300,000.00
Planned Reductions	\$31,000.00
Planned EOM Stock	\$110,000.00
= Total Monthly Needs	\$441,000.00
BOM Stock	\$80,000.00
= Planned Purchases	\$361,000.00
Merchandise on Order	\$145,000.00
= Open to Buy Statement	\$216,000.00

May	
Planned Sales	\$200,000.00
Planned Reductions	\$17,000.00
Planned EOM Stock	\$90,000.00
= Total Monthly Needs	\$307,000.00
BOM Stock	\$110,000.00
= Planned Purchases	\$197,000.00
Merchandise on Order	\$35,000.00
= Open to Buy Statement	\$162,000.00

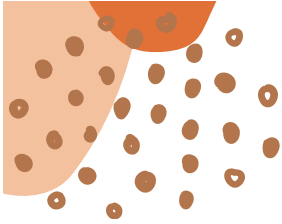
June	
Planned Sales	\$400,000.00
Planned Reductions	\$46,000.00
Planned EOM Stock	\$210,000.00
= Total Monthly Needs	\$656,000.00
BOM Stock	\$90,000.00
= Planned Purchases	\$566,000.00
Merchandise on Order	\$170,000.00
= Open to Buy Statement	\$396,000.00

July	
Planned Sales	\$250,000.00
Planned Reductions	\$50,000.00
Planned EOM Stock	\$70,000.00
= Total Monthly Needs	\$370,000.00
BOM Stock	\$210,000.00
= Planned Purchases	\$160,000.00
Merchandise on Order	\$24,000.00
= Open to Buy Statement	\$136,000.00

B2.) = (Planned Sale) \$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + \$250,000 / (Number of Months) 6 = (Average monthly sales) **\$275,000**

B3.) = Monthly on order (\$125,000 + \$15,000.00 + \$145,000.00 + \$35,000.00 + \$170,000.00 + \$24,000.00) / Number of Months (6) = (Average monthly on order) **\$85,666.67**

B4.) (\$Markdown/ \$Planned Sales Feb-July) = **2.60% , 6% , 1.30% , 1.5% , 4.50% , 10%**



Part C

C1.) Sum of planned sales (\$1,650,000.00) x Sales plan increase (6.2%) =
 (Projected Sales
 Plan for Next Season) \$102,300.00

C2.) (Prior Sales Period) \$1,820,000.00 - (Current Sales Plan) \$102,300.00 =
 \$1,717,700.00

\$1,717,00.00 - (Current Planned Sales Sum) \$1,650,000.00 = (Increase in \$)
 \$67,700.00

Current Planned Sales Sum (\$1,650,000.00) / Prior Planned Sales Period
 (\$1,820,000.00) = (90.65%)

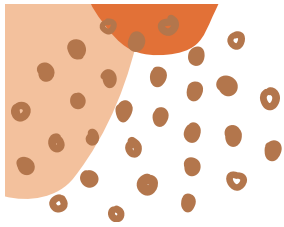
\$1,717,700.00 / Prior Planned Sales Period (\$1,820,000.00) = (94.34%)

94.34% - 90.65% = Percent Increase (3.69%)

Extensive and thorough analysis was implemented regarding the economic data from the United States government. This data was used as a strong basis for Jet Clothing's sales plan increase which is projected for a astonishing 6.2% growth. According to this data Jet Clothing is expected to curate a sales plan of \$102,300.00. Prior to this year, the line amassed a sales plan of \$1,820,00.00. During this year, the line capitalized on the latest trends and garnished them with a luxury feel. The fashion forecasting, marketing, and sales team made it possible for the store to earn an additional \$67,700.00 during last year's sales period. The 3.69% increase has made it possible for Jet Clothing to invest that capital back into the store to increase productivity and efficiency. Other portions of the increase were used to renovate the fitting room walls and mirrors to curate a vibrant and classy aesthetic. This investment although having an intangible effect on our client will help them dramatically during the psychological aspect of the buying process. Jet Clothing makes it a priority to adhere to client needs and that was possible thanks to the economic and consumer data retrieved periodically. As the data shows Jet Clothing was able to turn a profit and generate the increase. Despite Covid-19 protocols still being exercised, Jet Clothing was able to adapt hastley to the e-commerce side of fashion. The business acknowledged that some clients would not want to surround themselves with items many people have touched, giving even more reason to emphasize shopping online. Jet Clothing also offers tailoring and fittings for some pieces which give our clients a glove fit. However, to maintain and thrive a profit, Jet Clothing must continue to adhere to consumer needs and keep an ear to the streets regarding the latest trends.

Conclusion

When first getting this project assigned to us we were overwhelmed by the work that it was going to be. Little by little and dividing all the work up into equal parts we realized how working as a team makes a huge difference. It was great seeing how our ideas came to life and how our different mindsets worked to create what we think is an amazing outcome. This project was a school assignment but it helped us evaluate how retail works and managed. From a color palette , to where materials come from, our extensive research helped us feel like real retail owners. This paper went into depth from color, designs, to mathematical portions and SKU's. With our prior knowledge and from what we learned in class, we got to work and conquered this project. We present to you JET Clothing.



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