



Company OTB Newsletter

(Childrens Outerwear)

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Group 10 Emily Garica, Lela Brown, Devan Casey
BUF 2255 Merchandising Planning & Buying



Abstract

Welcome to our Skiez Open to Buy newsletter. In this newsletter you will meet our three young and talented Co-Founders and get some insight as to what they each contribute to our company. We will go over Skiez as a brand and you'll get a look behind the scenes at: how we came up with this name, our thought process to retail to a certain niche, our store information, the representation of our logo and a few extra secrets.

We'll go into depth about our store and our most recent merchandise we carry for this SS2020 season. Skiez we'll be providing you with not only descriptive verbal usage but also visuals for illustrative purposes, such as SKUs, sketches, our color palette, and materials. We will also be providing prices and making sure we fully utilize our resources.

This newsletter will include Skiez mission statement, making you the reader, aware that as Skiez representatives we strive to exceed our customer's expectations in every facet of their shopping experience with us. Diving into our target market using research tools such as VALs to achieve the most accurate information.

Lastly, we will provide you with a month by month figure calculations of our Spring/Summer 2020 Open to Buy, our average monthly sales, average monthly on order, and the markdown percent of each month. We'll also provide the new projected average sales plan for the next season. Finally we will also be making comparisons while analyzing the change in our sales period from one season to the next.

By the end of this newsletter, you'll have a better look and understanding of the Skiez Open to Buy format as well as seasonal projections.

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Bio



Emily Garcia is one of the Co-Founders of Skiez, in charge of figure calculations, analysis construction, organization and digital illustration. As merchandisers we've learned how to maintain a store, calculate the open to buy, to stock our store with a given budget, and how to think logically as well as critically when it comes to our sales period and why there was a change in it.



Lela Brown is a 20 year old Co-founder and creative director of Skiez. She wants to become a creative director and celebrity/ wardrobe stylist hopefully one day to see Skiez on TV. She's a full-time Business and Technology of Fashion student at the New York City College of Technology. After graduating, she hopes to apply her experiences to expand her own existing company, Travilla Apparel and Skiez.



Devan Casey is one of the Co-Founders of Skiez, and is in charge of brand mission, clientele targeting and SKU production. After working in the fashion industry as a buyer for over two years, Devan decided to pursue a degree in Fashion Marketing at the New York City College of Technology. She is excited to bring her experience with fashion buying, retail operation management,



styling and luxury fashion to the world of children's wear with Skiez.

Part A

After scouting many locations in New York City that would be appropriate for our store Skiez. New York was the perfect location because of the diversity in the weather which will allow a large variation of outerwear. For example the cold winters will allow puffer coats and leather jackets for the breezy fall. Another reason we chose New York was because of the acceptance of styles and new things.

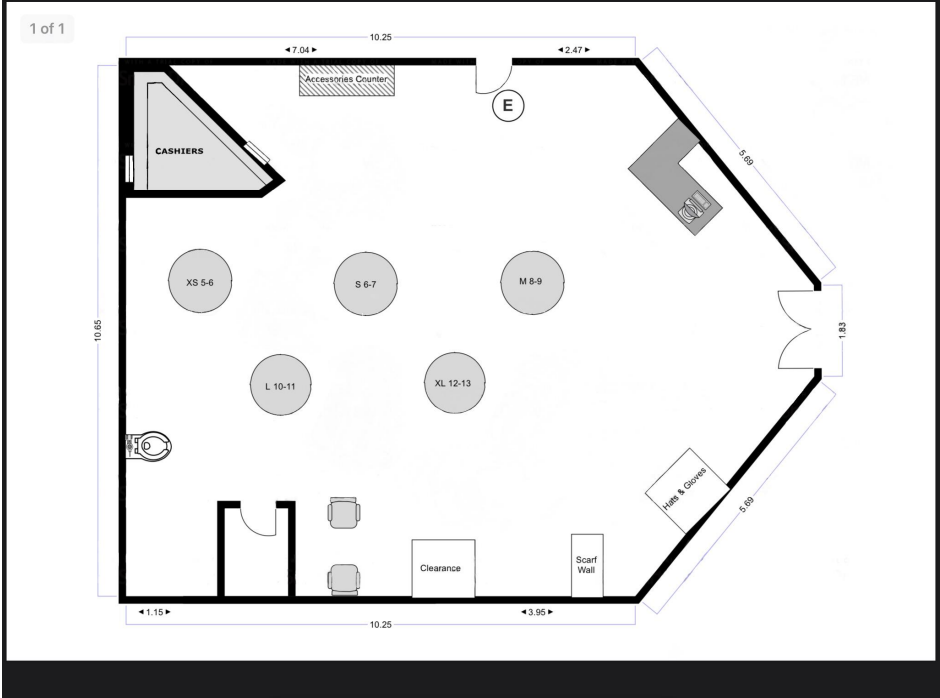
We found that our business would do best in the beautiful Park Slope section of Brooklyn. We ultimately found a perfect retail space on the corner of 1st Street and 7th Avenue. This location made sense for our business for many reasons. Firstly, a large population of the community in Park Slope are children, or have children. On 7th Avenue alone, there are at least 6 Schools, along with other after school programs and extracurriculars for kids; overall there are 25 schools in the neighborhood. According to the U.S. Census of 2018, 21% of the population in Park Slope is under the age of 18 (U.S. Census Bureau 2018), which means there is a high market for children's products. As we are a sustainable company, and produce our products ethically, our higher price point reflects the higher quality of goods. Many of our products are made of higher end materials and not always the simple cotton. Also the quality of our items are so that our unique pieces can withstand the lifestyle of a child. Also the Park Slope households have a median income of \$122,646 per year (U.S. Census Bureau 2018), which shows that these families have the means to purchase our coats.

The majority of 7th Avenue is filled with popular boutique shops, toy stores and restaurants so we knew we would have heavy foot traffic to lead consumers into our store. Not



only that but, many Park Slope locals prefer walking as a means of transportation right after driving as stated by the 2018 American Community Survey. Despite there being many clothing stores in the area there were no stores dedicated to children's outerwear. We knew we would be able to fill this gap in the market with Skiez Coats for kids. Our store has a simple open plan (see the first image below) that allows parents to shop for their child by size, thus creating an easy browsing experience. This will also allow for parents to easily see their children if they were to run through the store. Our clothes are also displayed 2ft above the floor so children don't run into it. Our inviting environment consists of bright lights, upbeat music and a friendly staff that love children, which makes the experience of shopping at Skiez desirable for both parents and children alike.

Our philosophy revolves around the theory that clothing should be fun even when the weather is not. That's why at Skiez we have created a line of coats and jackets that will allow your child to bring a more whimsical flair to their wardrobes. To allow a child to be an individual from the very beginning of their childhood. While we have a core base of products that are available year round, we also introduce new items seasonally. For our newest Spring/Summer 2020 collection we based our designs around fresh pastels and bold primary colors to provide a necessary pop of color to every wardrobe.



Shop Layout



Shop Exterior



Mission Statement:

In our eyes being different is a good thing; which is why at Skiez, we only produce well crafted and unique coats to bring into your child's wardrobe. With Skiez, nothing is out of reach; we aim to provide a collection of playful, affordable and sustainably made designs that girls with all different styles will love to wear.

Target Market:

As we are creating a line of fashionable, affordable and unique coats for children ages 8-12, our target market will be their parents. These parents will be younger in age and or new parents. Coming from middle to upper middle income households, these parents will have money to spend on quality clothing, but do not want to spend hundreds of dollars on an item that their children will grow out of. They are fashion forward and not afraid to experiment with their own style, and this is reflected in the clothing that they choose to dress their children in.

At a glance our target market consists of Women, Men and Gender Non Conforming Individuals. They fall between the ages of 28-45 (Boyle 2019). As our store is New York City, most of our consumers also occupy an urban setting. These individuals fall in the socioeconomic classes of Middle Class and Upper Middle Class, and make between \$55,000 - \$150,000 annually (Business Insider 2018). Usually they are self employed, or are in upper level management positions such as Director, Account Executive and Managers.

The Skiez target market focuses on a youthful, fashionable and business savvy family.

The Strategic Business Insights VALs program would classify them as an Innovator, an Achiever and an Experiencer (VAL's 2020). Our target market is serious about their careers, but are also serious about spending time at home with their families, as well as their own social lives (Lebowitz 2019) all while looking good doing it. These are creative individuals that are already established in their fast paced and lucrative careers. They are responsible with their money, but will shop at stores such as Zara, Nordstrom, J. Crew, as well as small independent designers with a higher price point for investment pieces. Living primarily in urban settings, this market is looking for stylish, unique and transformable coats that can last their children through multiple seasons of wear. This customer is always on top of the latest trends and classic pieces, to maintain individuality. They are forward thinkers, and favor social progression for all.

SKUs

February				
Style Number	Color Code	Season	Size	SKU
10723	700-Blue	FW19	XS	10723700FW19XS
10723	700-Blue	FW19	XS	10723700FW19XS
10723	700-Blue	FW19	S	10723700FW19S
10723	700-Blue	FW19	S	10723700FW19S
10723	700-Blue	FW19	M	10723700FW19M
10723	700-Blue	FW19	M	10723700FW19M
10723	700-Blue	FW19	L	10723700FW19L
10723	700-Blue	FW19	L	10723700FW19L
10723	700-Blue	FW19	XL	10723700FW19XL
10723	700-Blue	FW19	XL	10723700FW19XL
10723	900-Rose	FW19	XS	10723900FW19XS
10723	900-Rose	FW19	XS	10723900FW19XS
10723	900-Rose	FW19	S	10723900FW19S
10723	900-Rose	FW19	S	10723900FW19S
10723	900-Rose	FW19	M	10723900FW19M
10723	900-Rose	FW19	M	10723900FW19M

10723	900-Rose	FW19	L	10273900FW19L
10723	900-Rose	FW19	L	10273900FW19L
10723	900-Rose	FW19	L	10273900FW19L
10723	900-Rose	FW19	XL	10273900FW19XL
10723	900-Rose	FW19	XL	10273900FW19XL
2123	390-Red/Pink	SS20	XS	2123390SS20XS
2123	390-Red/Pink	SS20	XS	2123390SS20XS
2123	390-Red/Pink	SS20	S	2123390SS20S
2123	390-Red/Pink	SS20	S	2123390SS20S
2123	390-Red/Pink	SS20	M	2123390SS20M
2123	390-Red/Pink	SS20	M	2123390SS20M
2123	390-Red/Pink	SS20	L	2123390SS20L
2123	390-Red/Pink	SS20	L	2123390SS20L
2123	390-Red/Pink	SS20	XL	2123390SS20XL
2123	390-Red/Pink	SS20	XL	2123390SS20XL
2123	750-Navy/Tan	SS20	XS	2123750SS20XS
2123	750-Navy/Tan	SS20	XS	2123750SS20XS
2123	750-Navy/Tan	SS20	S	2123750SS20S
2123	750-Navy/Tan	SS20	S	2123750SS20S
2123	750-Navy/Tan	SS20	M	2123750SS20M

2123	750-Navy/Tan	SS20	M	2123750SS20M
2123	750-Navy/Tan	SS20	L	2123750SS20L
2123	750-Navy/Tan	SS20	L	2123750SS20L
2123	750-Navy/Tan	SS20	XL	2123750SS20XL
2123	750-Navy/Tan	SS20	XL	2123750SS20XL
3223	700-Blue Knight	SS20	XS	3323700SS20XS
3223	700-Blue Knight	SS20	XS	3323700SS20XS
3223	700-Blue Knight	SS20	S	3323700SS20S
3223	700-Blue Knight	SS20	S	3323700SS20S
3223	700-Blue Knight	SS20	M	3323700SS20M
3223	700-Blue Knight	SS20	M	3323700SS20M
3223	700-Blue Knight	SS20	L	3323700SS20L
3223	700-Blue Knight	SS20	L	3323700SS20L

3223	700-Blue Knight	SS20	XL	3323700SS20XL
3223	700-Blue Knight	SS20	XL	3323700SS20XL
3223	600-Pistachio	SS20	XS	3223600SS20XS
3223	600-Pistachio	SS20	XS	3223600SS20XS
3223	600-Pistachio	SS20	S	3223600SS20S
3223	600-Pistachio	SS20	S	3223600SS20S
3223	600-Pistachio	SS20	M	3223600SS20M
3223	600-Pistachio	SS20	M	3223600SS20M
3223	600-Pistachio	SS20	L	3223600SS20L
3223	600-Pistachio	SS20	L	3223600SS20L
3223	600-Pistachio	SS20	XL	3223600SS20XL
3223	600-Pistachio	SS20	XL	3223600SS20XL
4123	800-Violet	SS20	XS	4123800SS20XS
4123	800-Violet	SS20	XS	4123800SS20XS
4123	800-Violet	SS20	S	4123800SS20S
4123	800-Violet	SS20	S	4123800SS20S
4123	800-Violet	SS20	M	4123800SS20M
4123	800-Violet	SS20	M	4123800SS20M

4123	800-Violet	SS20	L	4123800SS20L
4123	800-Violet	SS20	L	4123800SS20L
4123	800-Violet	SS20	XL	4123800SS20XL
4123	800-Violet	SS20	XL	4123800SS20XL
4123	300-Rust	SS20	XS	4123300SS20XS
4123	300-Rust	SS20	XS	4123300SS20XS
4123	300-Rust	SS20	S	4123300SS20S
4123	300-Rust	SS20	S	4123300SS20S
4123	300-Rust	SS20	M	4123300SS20M
4123	300-Rust	SS20	M	4123300SS20M
4123	300-Rust	SS20	L	4123300SS20L
4123	300-Rust	SS20	L	4123300SS20L
4123	300-Rust	SS20	XL	4123300SS20XL
4123	300-Rust	SS20	XL	4123300SS20XL
10823	100-Black	CORE	XS	10823100CXS
10823	100-Black	CORE	XS	10823100CXS
10823	100-Black	CORE	S	10823100CS
10823	100-Black	CORE	S	10823100CS
10823	100-Black	CORE	M	10823100CM
10823	100-Black	CORE	M	10823100CM

10823	100-Black	CORE	L	10823100CL
10823	100-Black	CORE	L	10823100CL
10823	100-Black	CORE	XL	10823100CXL
10823	100-Black	CORE	XL	10823100CXL
10823	400-Yellow	CORE	XS	10823400CXS
10823	400-Yellow	CORE	S	10823400CS
10823	400-Yellow	CORE	S	10823400CS
10823	400-Yellow	CORE	M	10823400CM
10823	400-Yellow	CORE	M	10823400CM
10823	400-Yellow	CORE	L	10823400CL
10823	400-Yellow	CORE	L	10823400CL
10823	400-Yellow	CORE	XL	10823400CXL
10823	400-Yellow	CORE	XL	10823400CXL

March				
Style Number	Color Code	Season	Size	SKU
10723	700-Blue	FW19	XS	10723700FW19X S
10723	700-Blue	FW19	XS	10723700FW19X S
10723	700-Blue	FW19	S	10723700FW19S

10723	700-Blue	FW19	S	10723700FW19S
10723	700-Blue	FW19	M	10723700FW19M
10723	700-Blue	FW19	M	10723700FW19M
10723	700-Blue	FW19	L	10273700FW19L
10723	700-Blue	FW19	L	10273700FW19L
10723	700-Blue	FW19	XL	10723700FW19X L
10723	700-Blue	FW19	XL	10723700FW19X L
10723	900-Rose	FW19	XS	10723900FW19X S
10723	900-Rose	FW19	XS	10723900FW19X S
10723	900-Rose	FW19	S	10723900FW19S
10723	900-Rose	FW19	S	10723900FW19S
10723	900-Rose	FW19	M	10723900FW19M
10723	900-Rose	FW19	M	10723900FW19M
10723	900-Rose	FW19	L	10273900FW19L
10723	900-Rose	FW19	L	10273900FW19L
10723	900-Rose	FW19	L	10273900FW19L
10723	900-Rose	FW19	XL	10723900FW19X L

10723	900-Rose	FW19	XL	10723900FW19X L
2123	390-Red/Pink	SS20	XS	2123390SS20XS
2123	390-Red/Pink	SS20	XS	2123390SS20XS
2123	390-Red/Pink	SS20	S	2123390SS20S
2123	390-Red/Pink	SS20	S	2123390SS20S
2123	390-Red/Pink	SS20	M	2123390SS20M
2123	390-Red/Pink	SS20	M	2123390SS20M
2123	390-Red/Pink	SS20	L	2123390SS20L
2123	390-Red/Pink	SS20	L	2123390SS20L
2123	390-Red/Pink	SS20	XL	2123390SS20XL
2123	390-Red/Pink	SS20	XL	2123390SS20XL
2123	750-Navy/Tan	SS20	XS	2123750SS20XS
2123	750-Navy/Tan	SS20	XS	2123750SS20XS
2123	750-Navy/Tan	SS20	S	2123750SS20S
2123	750-Navy/Tan	SS20	S	2123750SS20S
2123	750-Navy/Tan	SS20	M	2123750SS20M
2123	750-Navy/Tan	SS20	M	2123750SS20M
2123	750-Navy/Tan	SS20	L	2123750SS20L
2123	750-Navy/Tan	SS20	L	2123750SS20L

2123	750-Navy/Tan	SS20	XL	2123750SS20XL
2123	750-Navy/Tan	SS20	XL	2123750SS20XL
3223	700-Blue Knight	SS20	XS	3323700SS20XS
3223	700-Blue Knight	SS20	XS	3323700SS20XS
3223	700-Blue Knight	SS20	S	3323700SS20S
3223	700-Blue Knight	SS20	S	3323700SS20S
3223	700-Blue Knight	SS20	M	3323700SS20M
3223	700-Blue Knight	SS20	M	3323700SS20M
3223	700-Blue Knight	SS20	L	3323700SS20L
3223	700-Blue Knight	SS20	L	3323700SS20L
3223	700-Blue Knight	SS20	XL	3323700SS20XL
3223	700-Blue Knight	SS20	XL	3323700SS20XL
3223	600-Pistachio	SS20	XS	3223600SS20XS
3223	600-Pistachio	SS20	XS	3223600SS20XS
3223	600-Pistachio	SS20	S	3223600SS20S
3223	600-Pistachio	SS20	S	3223600SS20S
3223	600-Pistachio	SS20	M	3223600SS20M
3223	600-Pistachio	SS20	M	3223600SS20M
3223	600-Pistachio	SS20	L	3223600SS20L
3223	600-Pistachio	SS20	L	3223600SS20L

3223	600-Pistachio	SS20	XL	3223600SS20XL
3223	600-Pistachio	SS20	XL	3223600SS20XL
4123	800-Violet	SS20	XS	4123800SS20XS
4123	800-Violet	SS20	XS	4123800SS20XS
4123	800-Violet	SS20	S	4123800SS20S
4123	800-Violet	SS20	S	4123800SS20S
4123	800-Violet	SS20	M	4123800SS20M
4123	800-Violet	SS20	M	4123800SS20M
4123	800-Violet	SS20	L	4123800SS20L
4123	800-Violet	SS20	L	4123800SS20L
4123	800-Violet	SS20	XL	4123800SS20XL
4123	800-Violet	SS20	XL	4123800SS20XL
4123	300-Rust	SS20	XS	4123300SS20XS
4123	300-Rust	SS20	XS	4123300SS20XS
4123	300-Rust	SS20	S	4123300SS20S
4123	300-Rust	SS20	S	4123300SS20S
4123	300-Rust	SS20	M	4123300SS20M
4123	300-Rust	SS20	M	4123300SS20M
4123	300-Rust	SS20	L	4123300SS20L
4123	300-Rust	SS20	L	4123300SS20L

4123	300-Rust	SS20	XL	4123300SS20XL
4123	300-Rust	SS20	XL	4123300SS20XL
5123	391-Burgundy/Pink	SS20	XS	5123391SS20XS
5123	391-Burgundy/Pink	SS20	XS	5123391SS20XS
5123	391-Burgundy/Pink	SS20	S	5123391SS20S
5123	391-Burgundy/Pink	SS20	S	5123391SS20S
5123	391-Burgundy/Pink	SS20	M	5123391SS20M
5123	391-Burgundy/Pink	SS20	M	5123391SS20M
5123	391-Burgundy/Pink	SS20	L	5123391SS20L
5123	391-Burgundy/Pink	SS20	L	5123391SS20L
5123	391-Burgundy/Pink	SS20	XL	5123391SS20XL
5123	391-Burgundy/Pink	SS20	XL	5123391SS20XL
5123	541-Blue/Lime Green	SS20	XS	5123541SS20XS
5123	541-Blue/Lime Green	SS20	XS	5123541SS20XS
5123	541-Blue/Lime Green	SS20	S	5123541SS20S
5123	541-Blue/Lime Green	SS20	S	5123541SS20S
5123	541-Blue/Lime Green	SS20	M	5123541SS20M
5123	541-Blue/Lime Green	SS20	M	5123541SS20M
5123	541-Blue/Lime Green	SS20	L	5123541SS20L
5123	541-Blue/Lime Green	SS20	L	5123541SS20L

5123	541-Blue/Lime Green	SS20	XL	5123541SS20XL
5123	541-Blue/Lime Green	SS20	XL	5123541SS20XL
10823	100-Black	CORE	XS	10823100CXS
10823	100-Black	CORE	XS	10823100CXS
10823	100-Black	CORE	S	10823100CS
10823	100-Black	CORE	S	10823100CS
10823	100-Black	CORE	M	10823100CM
10823	100-Black	CORE	M	10823100CM
10823	100-Black	CORE	L	10823100CL
10823	100-Black	CORE	L	10823100CL
10823	100-Black	CORE	XL	10823100CXL
10823	100-Black	CORE	XL	10823100CXL
10823	400-Yellow	CORE	XS	10823400CXS
10823	400-Yellow	CORE	S	10823400CS
10823	400-Yellow	CORE	S	10823400CS
10823	400-Yellow	CORE	M	10823400CM
10823	400-Yellow	CORE	M	10823400CM
10823	400-Yellow	CORE	L	10823400CL
10823	400-Yellow	CORE	L	10823400CL
10823	400-Yellow	CORE	XL	10823400CXL

10823	400-Yellow	CORE	XL	10823400CXL
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April				
Style Number	Color Code	Season	Size	SKU
4123	800-Violet	SS20	XS	4123800SS20XS
4123	800-Violet	SS20	XS	4123800SS20XS
4123	800-Violet	SS20	S	4123800SS20S
4123	800-Violet	SS20	S	4123800SS20S
4123	800-Violet	SS20	M	4123800SS20M
4123	800-Violet	SS20	M	4123800SS20M
4123	800-Violet	SS20	L	4123800SS20L
4123	800-Violet	SS20	L	4123800SS20L
4123	800-Violet	SS20	XL	4123800SS20XL
4123	800-Violet	SS20	XL	4123800SS20XL
4123	300-Rust	SS20	XS	4123300SS20XS
4123	300-Rust	SS20	XS	4123300SS20XS
4123	300-Rust	SS20	S	4123300SS20S
4123	300-Rust	SS20	S	4123300SS20S
4123	300-Rust	SS20	M	4123300SS20M
4123	300-Rust	SS20	M	4123300SS20M
4123	300-Rust	SS20	L	4123300SS20L

4123	300-Rust	SS20	L	4123300SS20L
4123	300-Rust	SS20	XL	4123300SS20XL
4123	300-Rust	SS20	XL	4123300SS20XL
5123	391-Burgundy/Pink	SS20	XS	5123391SS20XS
5123	391-Burgundy/Pink	SS20	XS	5123391SS20XS
5123	391-Burgundy/Pink	SS20	S	5123391SS20S
5123	391-Burgundy/Pink	SS20	S	5123391SS20S
5123	391-Burgundy/Pink	SS20	M	5123391SS20M
5123	391-Burgundy/Pink	SS20	M	5123391SS20M
5123	391-Burgundy/Pink	SS20	L	5123391SS20L
5123	391-Burgundy/Pink	SS20	L	5123391SS20L
5123	391-Burgundy/Pink	SS20	XL	5123391SS20XL
5123	391-Burgundy/Pink	SS20	XL	5123391SS20XL
5123	541-Blue/Lime Green	SS20	XS	5123541SS20XS
5123	541-Blue/Lime Green	SS20	XS	5123541SS20XS
5123	541-Blue/Lime Green	SS20	S	5123541SS20S
5123	541-Blue/Lime Green	SS20	S	5123541SS20S
5123	541-Blue/Lime Green	SS20	M	5123541SS20M
5123	541-Blue/Lime Green	SS20	M	5123541SS20M
5123	541-Blue/Lime Green	SS20	L	5123541SS20L

5123	541-Blue/Lime Green	SS20	L	5123541SS20L
5123	541-Blue/Lime Green	SS20	XL	5123541SS20XL
5123	541-Blue/Lime Green	SS20	XL	5123541SS20XL
6123	3754-Red/Blue/Yellow/Green	SS20	XS	61233754SS20XS
6123	3754-Red/Blue/Yellow/Green	SS20	XS	61233754SS20XS
6123	3754-Red/Blue/Yellow/Green	SS20	S	61233754SS20S
6123	3754-Red/Blue/Yellow/Green	SS20	S	61233754SS20S
6123	3754-Red/Blue/Yellow/Green	SS20	M	61233754SS20M
6123	3754-Red/Blue/Yellow/Green	SS20	M	61233754SS20M
6123	3754-Red/Blue/Yellow/Green	SS20	L	61233754SS20L
6123	3754-Red/Blue/Yellow/Green	SS20	L	61233754SS20L
6123	3754-Red/Blue/Yellow/Green	SS20	XL	61233754SS20XL
6123	3754-Red/Blue/Yellow/Green	SS20	XL	61233754SS20XL
6123	213-White/Black/Red	SS20	XS	6123213SS20XS
6123	213-White/Black/Red	SS20	XS	6123213SS20XS
6123	213-White/Black/Red	SS20	S	6123213SS20S
6123	213-White/Black/Red	SS20	S	6123213SS20S
6123	213-White/Black/Red	SS20	M	6123213SS20M
6123	213-White/Black/Red	SS20	M	6123213SS20M
6123	213-White/Black/Red	SS20	L	6123213SS20L

6123	213-White/Black/Red	SS20	L	6123213SS20L
6123	213-White/Black/Red	SS20	XL	6123213SS20XL
6123	213-White/Black/Red	SS20	XL	6123213SS20XL
6223	842-Purple/Orange/White	SS20	XS	6223841SS20XS
6223	842-Purple/Orange/White	SS20	XS	6223841SS20XS
6223	842-Purple/Orange/White	SS20	S	6223841SS20S
6223	842-Purple/Orange/White	SS20	S	6223841SS20S
6223	842-Purple/Orange/White	SS20	M	6223841SS20M
6223	842-Purple/Orange/White	SS20	M	6223841SS20M
6223	842-Purple/Orange/White	SS20	L	6223841SS20L
6223	842-Purple/Orange/White	SS20	L	6223841SS20L
6223	842-Purple/Orange/White	SS20	XL	6223841SS20XL
6223	842-Purple/Orange/White	SS20	XL	6223841SS20XL
6223	789-Blue/Purple/Pink	SS20	XS	6223789SS20XS
6223	789-Blue/Purple/Pink	SS20	XS	6223789SS20XS
6223	789-Blue/Purple/Pink	SS20	S	6223789SS20S
6223	789-Blue/Purple/Pink	SS20	S	6223789SS20S
6223	789-Blue/Purple/Pink	SS20	M	6223789SS20M
6223	789-Blue/Purple/Pink	SS20	M	6223789SS20M
6223	789-Blue/Purple/Pink	SS20	L	6223789SS20L

6223	789-Blue/Purple/Pink	SS20	L	6223789SS20L
6223	789-Blue/Purple/Pink	SS20	XL	6223789SS20XL
6223	789-Blue/Purple/Pink	SS20	XL	6223789SS20XL
10823	100-Black	CORE	XS	10823100CXS
10823	100-Black	CORE	XS	10823100CXS
10823	100-Black	CORE	S	10823100CS
10823	100-Black	CORE	S	10823100CS
10823	100-Black	CORE	M	10823100CM
10823	100-Black	CORE	M	10823100CM
10823	100-Black	CORE	L	10823100CL
10823	100-Black	CORE	L	10823100CL
10823	100-Black	CORE	XL	10823100CXL
10823	100-Black	CORE	XL	10823100CXL
10823	400-Yellow	CORE	XS	10823400CXS
10823	400-Yellow	CORE	XS	10823400CXS
10823	400-Yellow	CORE	S	10823400CS
10823	400-Yellow	CORE	S	10823400CS
10823	400-Yellow	CORE	M	10823400CM
10823	400-Yellow	CORE	M	10823400CM
10823	400-Yellow	CORE	L	10823400CL

10823	400-Yellow	CORE	L	10823400CL
10823	400-Yellow	CORE	XL	10823400CXL
10823	400-Yellow	CORE	XL	10823400CXL

May				
Style Number	Color Code	Season	Size	SKU
4123	800-Violet	SS20	XS	4123800SS20XS
4123	800-Violet	SS20	XS	4123800SS20XS
4123	800-Violet	SS20	S	4123800SS20S
4123	800-Violet	SS20	S	4123800SS20S
4123	800-Violet	SS20	M	4123800SS20M
4123	800-Violet	SS20	M	4123800SS20M
4123	800-Violet	SS20	L	4123800SS20L
4123	800-Violet	SS20	L	4123800SS20L
4123	800-Violet	SS20	XL	4123800SS20XL
4123	800-Violet	SS20	XL	4123800SS20XL
4123	300-Rust	SS20	XS	4123300SS20XS
4123	300-Rust	SS20	XS	4123300SS20XS
4123	300-Rust	SS20	S	4123300SS20S
4123	300-Rust	SS20	S	4123300SS20S
4123	300-Rust	SS20	M	4123300SS20M

4123	300-Rust	SS20	M	4123300SS20M
4123	300-Rust	SS20	L	4123300SS20L
4123	300-Rust	SS20	L	4123300SS20L
4123	300-Rust	SS20	XL	4123300SS20XL
4123	300-Rust	SS20	XL	4123300SS20XL
5123	391-Burgundy/Pink	SS20	XS	5123391SS20XS
5123	391-Burgundy/Pink	SS20	XS	5123391SS20XS
5123	391-Burgundy/Pink	SS20	S	5123391SS20S
5123	391-Burgundy/Pink	SS20	S	5123391SS20S
5123	391-Burgundy/Pink	SS20	M	5123391SS20M
5123	391-Burgundy/Pink	SS20	M	5123391SS20M
5123	391-Burgundy/Pink	SS20	L	5123391SS20L
5123	391-Burgundy/Pink	SS20	L	5123391SS20L
5123	391-Burgundy/Pink	SS20	XL	5123391SS20XL
5123	391-Burgundy/Pink	SS20	XL	5123391SS20XL
5123	541-Blue/Lime Green	SS20	XS	5123541SS20XS
5123	541-Blue/Lime Green	SS20	XS	5123541SS20XS
5123	541-Blue/Lime Green	SS20	S	5123541SS20S
5123	541-Blue/Lime Green	SS20	S	5123541SS20S
5123	541-Blue/Lime Green	SS20	M	5123541SS20M

5123	541-Blue/Lime Green	SS20	M	5123541SS20M
5123	541-Blue/Lime Green	SS20	L	5123541SS20L
5123	541-Blue/Lime Green	SS20	L	5123541SS20L
5123	541-Blue/Lime Green	SS20	XL	5123541SS20XL
5123	541-Blue/Lime Green	SS20	XL	5123541SS20XL
6123	3754-Red/Blue/Yellow/Green	SS20	XS	61233754SS20XS
6123	3754-Red/Blue/Yellow/Green	SS20	XS	61233754SS20XS
6123	3754-Red/Blue/Yellow/Green	SS20	S	61233754SS20S
6123	3754-Red/Blue/Yellow/Green	SS20	S	61233754SS20S
6123	3754-Red/Blue/Yellow/Green	SS20	M	61233754SS20M
6123	3754-Red/Blue/Yellow/Green	SS20	M	61233754SS20M
6123	3754-Red/Blue/Yellow/Green	SS20	L	61233754SS20L
6123	3754-Red/Blue/Yellow/Green	SS20	L	61233754SS20L
6123	3754-Red/Blue/Yellow/Green	SS20	XL	61233754SS20XL
6123	3754-Red/Blue/Yellow/Green	SS20	XL	61233754SS20XL
6123	213-White/Black/Red	SS20	XS	6123213SS20XS
6123	213-White/Black/Red	SS20	XS	6123213SS20XS
6123	213-White/Black/Red	SS20	S	6123213SS20S
6123	213-White/Black/Red	SS20	S	6123213SS20S
6123	213-White/Black/Red	SS20	M	6123213SS20M

6123	213-White/Black/Red	SS20	M	6123213SS20M
6123	213-White/Black/Red	SS20	L	6123213SS20L
6123	213-White/Black/Red	SS20	L	6123213SS20L
6123	213-White/Black/Red	SS20	XL	6123213SS20XL
6123	213-White/Black/Red	SS20	XL	6123213SS20XL
6223	842-Purple/Orange/White	SS20	XS	6223841SS20XS
6223	842-Purple/Orange/White	SS20	XS	6223841SS20XS
6223	842-Purple/Orange/White	SS20	S	6223841SS20S
6223	842-Purple/Orange/White	SS20	S	6223841SS20S
6223	842-Purple/Orange/White	SS20	M	6223841SS20M
6223	842-Purple/Orange/White	SS20	M	6223841SS20M
6223	842-Purple/Orange/White	SS20	L	6223841SS20L
6223	842-Purple/Orange/White	SS20	L	6223841SS20L
6223	842-Purple/Orange/White	SS20	XL	6223841SS20XL
6223	842-Purple/Orange/White	SS20	XL	6223841SS20XL
6223	789-Blue/Purple/Pink	SS20	XS	6223789SS20XS
6223	789-Blue/Purple/Pink	SS20	XS	6223789SS20XS
6223	789-Blue/Purple/Pink	SS20	S	6223789SS20S
6223	789-Blue/Purple/Pink	SS20	S	6223789SS20S
6223	789-Blue/Purple/Pink	SS20	M	6223789SS20M

6223	789-Blue/Purple/Pink	SS20	M	6223789SS20M
6223	789-Blue/Purple/Pink	SS20	L	6223789SS20L
6223	789-Blue/Purple/Pink	SS20	L	6223789SS20L
6223	789-Blue/Purple/Pink	SS20	XL	6223789SS20XL
6223	789-Blue/Purple/Pink	SS20	XL	6223789SS20XL
10823	100-Black	CORE	XS	10823100CXS
10823	100-Black	CORE	XS	10823100CXS
10823	100-Black	CORE	S	10823100CS
10823	100-Black	CORE	S	10823100CS
10823	100-Black	CORE	M	10823100CM
10823	100-Black	CORE	M	10823100CM
10823	100-Black	CORE	L	10823100CL
10823	100-Black	CORE	L	10823100CL
10823	100-Black	CORE	XL	10823100CXL
10823	100-Black	CORE	XL	10823100CXL
10823	400-Yellow	CORE	XS	10823400CXS
10823	400-Yellow	CORE	XS	10823400CXS
10823	400-Yellow	CORE	S	10823400CS
10823	400-Yellow	CORE	S	10823400CS
10823	400-Yellow	CORE	M	10823400CM

10823	400-Yellow	CORE	M	10823400CM
10823	400-Yellow	CORE	L	10823400CL
10823	400-Yellow	CORE	L	10823400CL
10823	400-Yellow	CORE	XL	10823400CXL
10823	400-Yellow	CORE	XL	10823400CXL

June				
Style Number	Color Code	Season	Size	SKU
6123	3754-Red/Blue/Yellow/Green	SS20	XS	61233754SS20XS
6123	3754-Red/Blue/Yellow/Green	SS20	XS	61233754SS20XS
6123	3754-Red/Blue/Yellow/Green	SS20	S	61233754SS20S
6123	3754-Red/Blue/Yellow/Green	SS20	S	61233754SS20S
6123	3754-Red/Blue/Yellow/Green	SS20	M	61233754SS20M
6123	3754-Red/Blue/Yellow/Green	SS20	M	61233754SS20M
6123	3754-Red/Blue/Yellow/Green	SS20	L	61233754SS20L
6123	3754-Red/Blue/Yellow/Green	SS20	L	61233754SS20L
6123	3754-Red/Blue/Yellow/Green	SS20	XL	61233754SS20XL
6123	3754-Red/Blue/Yellow/Green	SS20	XL	61233754SS20XL
6123	213-White/Black/Red	SS20	XS	6123213SS20XS
6123	213-White/Black/Red	SS20	XS	6123213SS20XS
6123	213-White/Black/Red	SS20	S	6123213SS20S

6123	213-White/Black/Red	SS20	S	6123213SS20S
6123	213-White/Black/Red	SS20	M	6123213SS20M
6123	213-White/Black/Red	SS20	M	6123213SS20M
6123	213-White/Black/Red	SS20	L	6123213SS20L
6123	213-White/Black/Red	SS20	L	6123213SS20L
6123	213-White/Black/Red	SS20	XL	6123213SS20XL
6123	213-White/Black/Red	SS20	XL	6123213SS20XL
6223	842-Purple/Orange/White	SS20	XS	6223841SS20XS
6223	842-Purple/Orange/White	SS20	XS	6223841SS20XS
6223	842-Purple/Orange/White	SS20	S	6223841SS20S
6223	842-Purple/Orange/White	SS20	S	6223841SS20S
6223	842-Purple/Orange/White	SS20	M	6223841SS20M
6223	842-Purple/Orange/White	SS20	M	6223841SS20M
6223	842-Purple/Orange/White	SS20	L	6223841SS20L
6223	842-Purple/Orange/White	SS20	L	6223841SS20L
6223	842-Purple/Orange/White	SS20	XL	6223841SS20XL
6223	842-Purple/Orange/White	SS20	XL	6223841SS20XL
6223	789-Blue/Purple/Pink	SS20	XS	6223789SS20XS
6223	789-Blue/Purple/Pink	SS20	XS	6223789SS20XS
6223	789-Blue/Purple/Pink	SS20	S	6223789SS20S

6223	789-Blue/Purple/Pink	SS20	S	6223789SS20S
6223	789-Blue/Purple/Pink	SS20	M	6223789SS20M
6223	789-Blue/Purple/Pink	SS20	M	6223789SS20M
6223	789-Blue/Purple/Pink	SS20	L	6223789SS20L
6223	789-Blue/Purple/Pink	SS20	L	6223789SS20L
6223	789-Blue/Purple/Pink	SS20	XL	6223789SS20XL
6223	789-Blue/Purple/Pink	SS20	XL	6223789SS20XL
3223	700-Blue Knight	SS20	XS	3323700SS20XS
3223	700-Blue Knight	SS20	XS	3323700SS20XS
3223	700-Blue Knight	SS20	S	3323700SS20S
3223	700-Blue Knight	SS20	S	3323700SS20S
3223	700-Blue Knight	SS20	M	3323700SS20M
3223	700-Blue Knight	SS20	M	3323700SS20M
3223	700-Blue Knight	SS20	L	3323700SS20L
3223	700-Blue Knight	SS20	L	3323700SS20L
3223	700-Blue Knight	SS20	XL	3323700SS20XL
3223	700-Blue Knight	SS20	XL	3323700SS20XL
3223	600-Pistachio	SS20	XS	3223600SS20XS
3223	600-Pistachio	SS20	XS	3223600SS20XS
3223	600-Pistachio	SS20	S	3223600SS20S

3223	600-Pistachio	SS20	S	3223600SS20S
3223	600-Pistachio	SS20	M	3223600SS20M
3223	600-Pistachio	SS20	L	3223600SS20L
3223	600-Pistachio	SS20	L	3223600SS20L
3223	600-Pistachio	SS20	XL	3223600SS20XL
3223	600-Pistachio	SS20	XL	3223600SS20XL
4123	800-Violet	SS20	XS	4123800SS20XS
4123	800-Violet	SS20	XS	4123800SS20XS
4123	800-Violet	SS20	S	4123800SS20S
4123	800-Violet	SS20	S	4123800SS20S
4123	800-Violet	SS20	M	4123800SS20M
4123	800-Violet	SS20	M	4123800SS20M
4123	800-Violet	SS20	L	4123800SS20L
4123	800-Violet	SS20	L	4123800SS20L
4123	800-Violet	SS20	XL	4123800SS20XL
4123	800-Violet	SS20	XL	4123800SS20XL
5123	391-Burgundy/Pink	SS20	XS	5123391SS20XS
5123	391-Burgundy/Pink	SS20	XS	5123391SS20XS
5123	391-Burgundy/Pink	SS20	S	5123391SS20S

5123	391-Burgundy/Pink	SS20	S	5123391SS20S
5123	391-Burgundy/Pink	SS20	M	5123391SS20M
5123	391-Burgundy/Pink	SS20	M	5123391SS20M
5123	391-Burgundy/Pink	SS20	L	5123391SS20L
5123	391-Burgundy/Pink	SS20	L	5123391SS20L
5123	391-Burgundy/Pink	SS20	XL	5123391SS20XL
5123	391-Burgundy/Pink	SS20	XL	5123391SS20XL
5123	541-Blue/Lime Green	SS20	XS	5123541SS20XS
5123	541-Blue/Lime Green	SS20	XS	5123541SS20XS
5123	541-Blue/Lime Green	SS20	S	5123541SS20S
5123	541-Blue/Lime Green	SS20	S	5123541SS20S
5123	541-Blue/Lime Green	SS20	M	5123541SS20M
5123	541-Blue/Lime Green	SS20	M	5123541SS20M
5123	541-Blue/Lime Green	SS20	L	5123541SS20L
5123	541-Blue/Lime Green	SS20	L	5123541SS20L
5123	541-Blue/Lime Green	SS20	XL	5123541SS20XL
5123	541-Blue/Lime Green	SS20	XL	5123541SS20XL
10823	100-Black	CORE	XS	10823100CXS
10823	100-Black	CORE	XS	10823100CXS
10823	100-Black	CORE	S	10823100CS

10823	100-Black	CORE	S	10823100CS
10823	100-Black	CORE	M	10823100CM
10823	100-Black	CORE	M	10823100CM
10823	100-Black	CORE	L	10823100CL
10823	100-Black	CORE	L	10823100CL
10823	100-Black	CORE	XL	10823100CXL
10823	100-Black	CORE	XL	10823100CXL
10823	400-Yellow	CORE	XS	10823400CXS
10823	400-Yellow	CORE	S	10823400CS
10823	400-Yellow	CORE	S	10823400CS
10823	400-Yellow	CORE	M	10823400CM
10823	400-Yellow	CORE	M	10823400CM
10823	400-Yellow	CORE	L	10823400CL
10823	400-Yellow	CORE	L	10823400CL
10823	400-Yellow	CORE	XL	10823400CXL
10823	400-Yellow	CORE	XL	10823400CXL
7123	327-Red/White/Blue	SS20	XS	7123327SS20XS
7123	327-Red/White/Blue	SS20	XS	7123327SS20XS
7123	327-Red/White/Blue	SS20	S	712327SS20S
7123	327-Red/White/Blue	SS20	S	7123327SS20S

7123	327-Red/White/Blue	SS20	M	7123327SS20M
7123	327-Red/White/Blue	SS20	M	7123327SS20M
7123	327-Red/White/Blue	SS20	L	7123327SS20L
7123	327-Red/White/Blue	SS20	L	7123327SS20L
7123	327-Red/White/Blue	SS20	XL	7123327SS20XL
7123	327-Red/White/Blue	SS20	XL	7123327SS20XL

July				
Style Number	Color Code	Season	Size	SKU
7123	327-Red/White/Blue	SS20	XS	7123327SS20XS
7123	327-Red/White/Blue	SS20	XS	7123327SS20XS
7123	327-Red/White/Blue	SS20	S	712327SS20S
7123	327-Red/White/Blue	SS20	S	7123327SS20S
7123	327-Red/White/Blue	SS20	M	7123327SS20M
7123	327-Red/White/Blue	SS20	M	7123327SS20M
7123	327-Red/White/Blue	SS20	L	7123327SS20L
7123	327-Red/White/Blue	SS20	L	7123327SS20L
7123	327-Red/White/Blue	SS20	XL	7123327SS20XL
7123	327-Red/White/Blue	SS20	XL	7123327SS20XL
6123	3754-Red/Blue/Yellow/Green	SS20	XS	61233754SS20XS

6123	3754-Red/Blue/Yellow/Green	SS20	XS	61233754SS20XS
6123	3754-Red/Blue/Yellow/Green	SS20	S	61233754SS20S
6123	3754-Red/Blue/Yellow/Green	SS20	S	61233754SS20S
6123	3754-Red/Blue/Yellow/Green	SS20	M	61233754SS20M
6123	3754-Red/Blue/Yellow/Green	SS20	M	61233754SS20M
6123	3754-Red/Blue/Yellow/Green	SS20	L	61233754SS20L
6123	3754-Red/Blue/Yellow/Green	SS20	L	61233754SS20L
6123	3754-Red/Blue/Yellow/Green	SS20	XL	61233754SS20XL
6123	3754-Red/Blue/Yellow/Green	SS20	XL	61233754SS20XL
6123	213-White/Black/Red	SS20	XS	6123213SS20XS
6123	213-White/Black/Red	SS20	XS	6123213SS20XS
6123	213-White/Black/Red	SS20	S	6123213SS20S
6123	213-White/Black/Red	SS20	S	6123213SS20S
6123	213-White/Black/Red	SS20	M	6123213SS20M
6123	213-White/Black/Red	SS20	M	6123213SS20M
6123	213-White/Black/Red	SS20	L	6123213SS20L
6123	213-White/Black/Red	SS20	L	6123213SS20L
6123	213-White/Black/Red	SS20	XL	6123213SS20XL
6123	213-White/Black/Red	SS20	XL	6123213SS20XL
	842-Purple/Orange/White	SS20	XS	6223841SS20XS

6223	842-Purple/Orange/White	SS20	XS	6223841SS20XS
6223	842-Purple/Orange/White	SS20	S	6223841SS20S
6223	842-Purple/Orange/White	SS20	S	6223841SS20S
6223	842-Purple/Orange/White	SS20	M	6223841SS20M
6223	842-Purple/Orange/White	SS20	M	6223841SS20M
6223	842-Purple/Orange/White	SS20	L	6223841SS20L
6223	842-Purple/Orange/White	SS20	L	6223841SS20L
6223	842-Purple/Orange/White	SS20	XL	6223841SS20XL
6223	842-Purple/Orange/White	SS20	XL	6223841SS20XL
6223	789-Blue/Purple/Pink	SS20	XS	6223789SS20XS
6223	789-Blue/Purple/Pink	SS20	XS	6223789SS20XS
6223	789-Blue/Purple/Pink	SS20	S	6223789SS20S
6223	789-Blue/Purple/Pink	SS20	S	6223789SS20S
6223	789-Blue/Purple/Pink	SS20	M	6223789SS20M
6223	789-Blue/Purple/Pink	SS20	M	6223789SS20M
6223	789-Blue/Purple/Pink	SS20	L	6223789SS20L
6223	789-Blue/Purple/Pink	SS20	L	6223789SS20L
6223	789-Blue/Purple/Pink	SS20	XL	6223789SS20XL
6223	789-Blue/Purple/Pink	SS20	XL	6223789SS20XL
3223	700-Blue Knight	SS20	XS	3323700SS20XS

3223	700-Blue Knight	SS20	XS	3323700SS20XS
3223	700-Blue Knight	SS20	S	3323700SS20S
3223	700-Blue Knight	SS20	S	3323700SS20S
3223	700-Blue Knight	SS20	M	3323700SS20M
3223	700-Blue Knight	SS20	M	3323700SS20M
3223	700-Blue Knight	SS20	L	3323700SS20L
3223	700-Blue Knight	SS20	L	3323700SS20L
3223	700-Blue Knight	SS20	XL	3323700SS20XL
3223	700-Blue Knight	SS20	XL	3323700SS20XL
3223	600-Pistachio	SS20	XS	3223600SS20XS
3223	600-Pistachio	SS20	XS	3223600SS20XS
3223	600-Pistachio	SS20	S	3223600SS20S
3223	600-Pistachio	SS20	S	3223600SS20S
3223	600-Pistachio	SS20	M	3223600SS20M
3223	600-Pistachio	SS20	M	3223600SS20M
3223	600-Pistachio	SS20	L	3223600SS20L
3223	600-Pistachio	SS20	L	3223600SS20L
3223	600-Pistachio	SS20	XL	3223600SS20XL
3223	600-Pistachio	SS20	XL	3223600SS20XL
4123	800-Violet	SS20	XS	4123800SS20XS

4123	800-Violet	SS20	XS	4123800SS20XS
4123	800-Violet	SS20	S	4123800SS20S
4123	800-Violet	SS20	S	4123800SS20S
4123	800-Violet	SS20	M	4123800SS20M
4123	800-Violet	SS20	M	4123800SS20M
4123	800-Violet	SS20	L	4123800SS20L
4123	800-Violet	SS20	L	4123800SS20L
4123	800-Violet	SS20	XL	4123800SS20XL
4123	800-Violet	SS20	XL	4123800SS20XL
5123	391-Burgundy/Pink	SS20	XS	5123391SS20XS
5123	391-Burgundy/Pink	SS20	XS	5123391SS20XS
5123	391-Burgundy/Pink	SS20	S	5123391SS20S
5123	391-Burgundy/Pink	SS20	S	5123391SS20S
5123	391-Burgundy/Pink	SS20	M	5123391SS20M
5123	391-Burgundy/Pink	SS20	M	5123391SS20M
5123	391-Burgundy/Pink	SS20	L	5123391SS20L
5123	391-Burgundy/Pink	SS20	L	5123391SS20L
5123	391-Burgundy/Pink	SS20	XL	5123391SS20XL
5123	391-Burgundy/Pink	SS20	XL	5123391SS20XL
5123	541-Blue/Lime Green	SS20	XS	5123541SS20XS

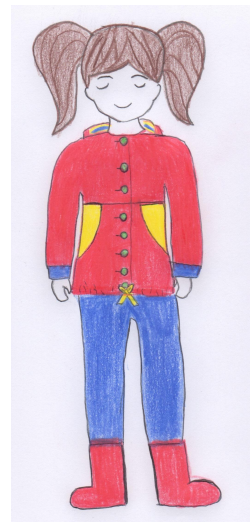
5123	541-Blue/Lime Green	SS20	XS	5123541SS20XS
5123	541-Blue/Lime Green	SS20	S	5123541SS20S
5123	541-Blue/Lime Green	SS20	S	5123541SS20S
5123	541-Blue/Lime Green	SS20	M	5123541SS20M
5123	541-Blue/Lime Green	SS20	M	5123541SS20M
5123	541-Blue/Lime Green	SS20	L	5123541SS20L
5123	541-Blue/Lime Green	SS20	L	5123541SS20L
5123	541-Blue/Lime Green	SS20	XL	5123541SS20XL
5123	541-Blue/Lime Green	SS20	XL	5123541SS20XL
10823	400-Yellow	CORE	XS	10823400CXS
10823	400-Yellow	CORE	S	10823400CS
10823	400-Yellow	CORE	S	10823400CS
10823	400-Yellow	CORE	M	10823400CM
10823	400-Yellow	CORE	M	10823400CM
10823	400-Yellow	CORE	L	10823400CL
10823	400-Yellow	CORE	L	10823400CL
10823	400-Yellow	CORE	XL	10823400CXL
10823	400-Yellow	CORE	XL	10823400CXL

Sketches

Devan C.

For Style #: 6223 we decided to go with a playful denim jacket. This is denim material that has been dyed to be a light purple color all over except for the jacket cuffs and the collar, which are white. This jacket features an embroidered orange floral motif throughout. The second design.

Style #: 6123 is a raincoat with a color blocked pattern. It is made out of a water resistant polyurethane blend and is a perfect example of the fun that Skiez hopes to bring to a rainy day.



6223841SS20S



61233754SS20S

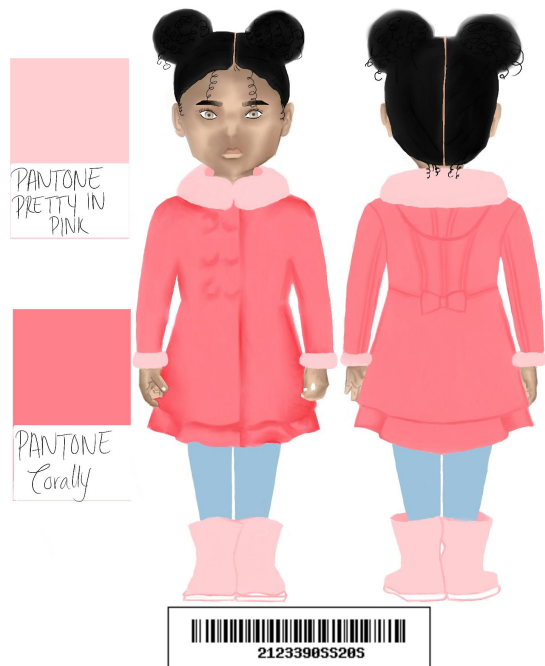


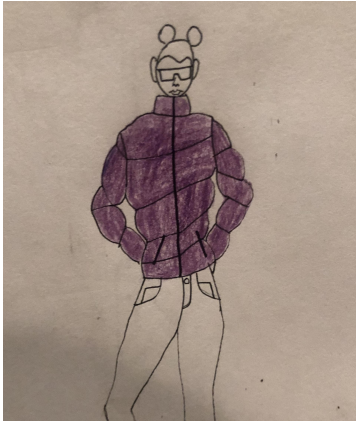
Emily G.

For Style #: 3223 is a TeddyCoat dyed to the Blue Knight color, made out of a cotton blend with a Queen colored silk lining.



For Style #: 2123 is a Corally Wool blend Peacoat/Trench coat, with Pretty in pink fur.





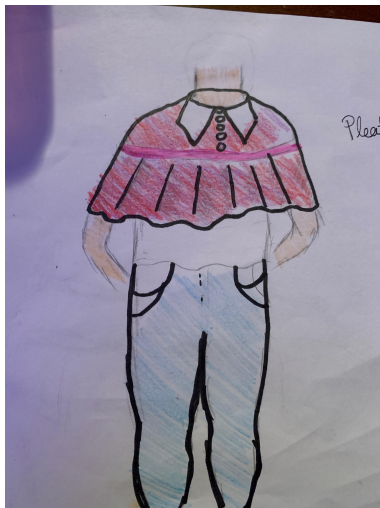
This is a puffer jacket made of corduroy in the color Fairy Wren, the corduroy is made out of recycled cotton threads and the interior is made of silk in a lighter shade of lavender.



PANTONE®
17-3640 TCX
Fairy Wren



PANTONE®
2085 C



This is a pleated poncho made from organic cotton. The stripe through the middle is made of a silk ribbon in the pink color with gold buttons for fashion, not use.- `11111`



PANTONE®
7421 C



PANTONE®
1905 C
MAGLIA ROSA



Part B

Using the figures below to calculate the following (B1, B2, B3, & B4) for our Skiez store. Below we have a chart displaying our 6 months of the SS2020 season in the first column. For these 6 months we have our figures for them in rows; displaying Planned Sales, Merchandise On Order, Employee Discount, Markdowns (MD\$), Shortages, End Of the Month (EOM), and Beginning Of the Month (BOM). We've also gone ahead and found the sum of the 6 months Planned Sales, and Merchandise On Order. For each section of Part B, we will provide the equations used to solve each section and display our work for each month on here and [on](#) a spreadsheet.

	Planned Sales	On Order	Employee Discount	MD\$	Shortages	EOM	BOM
Feb.	\$300,000	\$125,000	2.00%	\$8,000	2.00%	\$200,000	\$160,000
Mar.	\$200,000	\$15,000	3.00%	\$12,000	4.00%	\$80,000	\$200,000
Apr.	\$300,000	\$145,000	4.00%	\$4,000	5.00%	\$110,000	\$80,000
May	\$200,000	\$35,000	0.00%	\$3,000	7.00%	\$90,000	\$110,000
June	\$400,000	\$170,000	5.00%	\$18,000	2.00%	\$210,000	\$90,000
July	\$250,000	\$24,000	7.00%	\$25,000	3.00%	\$70,000	\$210,000
Sum	\$1,650,000	\$514,000					

B1. Open to buy for each month

The equation used to achieve our open to buy for each month is Planned Sales + Planned Reductions = G , G is just a variable we're using to see things clearly and plainly to help avoid any mathematical errors. To simplify this, you'd take

$$(\text{Planned Sales} * \text{Employee Discount}) + (\text{Markdown}) + (\text{Planned Sales} * \text{Shortage}) = G$$

$$\text{Next, we're taking } G + \text{Planned Sales} + \text{Planned EOM Stock} = \text{Total Monthly Needs}$$

$$\text{Then, Total Monthly Needs} - \text{BOM Stock} = \text{Planned Purchases}$$

$$\text{Lastly, Planned Purchases} - \text{Merchandise On Order} = \text{Open to Buy (At Retail)}$$

Now let's see this equation in effect by calculating the month of February.

$$(\$300,000 * 2\%) + (\$8,000) + (\$300,000 * 2\%) = \$20,000$$

$$\text{Next, } (\$20,000 + \$300,000 + \$200,000) = \$520,000$$

$$\text{Then, } (\$520,000 - \$160,000) = \$360,000$$

$$\text{Lastly, } (\$360,000 - \$125,000) = \$235,000$$

For March

$$(\$200,000 * 3\%) + (\$12,000) + (\$200,000 * 4\%) = \$26,000$$

$$\text{Next, } (\$26,000 + \$200,000 + \$80,000) = \$306,000$$

$$\text{Then, } (\$306,000 - \$200,000) = \$106,000$$

$$\text{Lastly, } (\$106,000 - \$15,000) = \$91,000$$

For April

$$(\$300,000 * 4\%) + (\$4,000) + (\$300,000 * 5\%) = \$31,000$$

$$\text{Next, } (\$31,000 + \$300,000 + \$110,000) = \$441,000$$

$$\text{Then, } (\$441,000 - \$80,000) = \$361,000$$

$$\text{Lastly, } (\$361,000 - \$145,000) = \$216,000$$

May

$$(\$200,000 * 0\%) + (\$3,000) + (\$200,000 * 7\%) = \$203,000.07$$

$$\text{Next, } (\$203,000.07 + \$200,000 + \$90,000) = \$493,000.07$$

$$\text{Then, } (\$493,000.07 - \$110,000) = \$383,000.07$$

$$\text{Lastly, } (\$383,000.07 - \$35,000) = \$348,000.07$$

June

$$(\$400,000 * 5\%) + (\$18,000) + (\$400,000 * 2\%) = \$46,000$$

$$\text{Next, } (\$46,000 + \$400,000 + \$210,000) = \$656,000$$

$$\text{Then, } (\$656,000 - \$90,000) = \$566,000$$

$$\text{Lastly, } (\$566,000 - \$170,000) = \$396,000$$

July

$$(\$250,000 * 7\%) + (\$25,000) + (\$250,000 * 3\%) = \$50,000$$

$$\text{Next, } (\$50,000 + \$250,000 + \$70,000) = \$370,000$$

Then, $(\$370,000 - \$210,000) = \$160,000$

Lastly, $(\$160,000 - \$24,000) = \$136,000$

B2. Average monthly sales

The equation to find the average monthly sales is Total Planned Sales / Number of Months. For this section we only need to calculate once because it's the average and includes all 6 months. Since we found the sum of Planned Sales previously we don't need to do it again. The answer can be found on the chart above in column 2, last row. For those of you who want to see this visually, you'd take the Planned Sales for every month and add them together, so

$$\$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + \$250,000 =$$

The Total Planned Sales \$1,650,000

Then take the Total Planned Sales \$1,650,000 and divide by 6 which is the Total Number of Months. You'll get \$275,000 as the Average monthly sales.

B3. Average monthly on order

To find the Average monthly on order, it's a similar equation to B2. You'll take Total Monthly On Order / Number of Months. Since we've done this previously we don't need to find the Total Monthly On Order again. But for a step by step guide, you'll take all of the On Order figures and add them together like this:

$$\$125,000 + \$15,000 + \$145,000 + \$35,000 + \$170,000 + \$24,000 =$$

Total Monthly On Order \$514,000

Then take Total Monthly On Order \$514,000 and divide by 6 which is the Total Number of Months. You'll get \$85,666.67 as the Average monthly on order.

B4. Markdown % for each month

To find the Markdown % for each month, you'll need to take each month's Markdown and divide by Planned Sales. Equation: $\text{Markdown} / \text{Planned Sales}$

For February

$$\$8,000 / \$300,000 = 2.67\%$$

March

$$\$12,000 / \$200,000 = 6\%$$

April

$$\$4,000 / \$300,000 = 1.33\%$$

May

$$\$3,000 / \$200,000 = 1.50\%$$

June

$$\$18,000 / \$400,000 = 4.50\%$$

July

$$\$25,000 / \$250,000 = 10\%$$

Part C

C1. Based on this year's sales plan what is the company's new projected sales plan for the next season?

After careful analysis of the economic data from the U.S. Government, the Skiez stores set a sales plan increase for the next season (Feb. - July) of 6.2%. Skiez's new projected sales plan for the next season is \$102,300. You'd get this by taking the Total Planned Sales and multiplying that by 6.2%. So $\$1,650,000 * 6.2\% = \$102,300$

C2

In the prior year's same sales period, Skiez store had actual sales of \$1,820,000. To find the sales period, we have to use Actual Sales - New Projected Sales: $\$1,820,000 - \$102,300 = \$1,717,700$.

Now we'll compare, Actual Sales to Actual Sales and Actual Sales to Retail Value.

Remember Actual Sales = \$1,820,000 and Retail Value = \$1,236,000

Comparisons:

$(\text{Actual Sales} - \text{Total Planned Sales}) / \text{Actual Sales}$

$(\$1,820,000 - \$102,300) / \$1,820,000 = 94.38\%$

$(\text{Actual Sales} - \text{Total Planned Sales}) / \text{Retail Value}$

$(\$1,820,000 - \$102,300) / \$1,236,000 = 138.97\%$

Results

After carefully analyzing, Skiez has discovered that when finding the New sales season period, it was less than our Actual Sales. We've also taken it a step further and made comparisons between the Retail Value and the Actual Sales, and we discovered that the Retail Value had a higher percentage compared to the Actual Sales percentage. We've concluded that the sales period is less than the Actual Sales due to a few key factors: The Covid-19 Pandemic, lack of manufacturers, order cancellations and shipping delays. Without our manufacturing team we were unable to produce a larger quantity of garments. Due to new restrictions and cautionary

practices we have had to cancel some orders and postpone product releases. We also have to close our store for about 2 months due to stay-at-home orders by the governor.

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