

DHILBE: Private Label Apparel Line - Term Project
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Product Development
Professor Roberts
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Abstract

The following essay discusses a private label apparel product line created by the brand DHILBE for moderate priced women's wear. The brand created a line of mini dresses. The material in this essay was gathered from different sources about the major fashion trends for Fall 2019 collections, similar product offerings of high-end brands, and adaptation of various elements to the brand's specific target market. This essay also includes information on the fabric selected for the products, construction specification, cost sheets, as well as it discusses the quality control process, and the methods used to merchandise the private label.

Major Fashion Trends for Fall 2019

For our private label apparel product line our target market were women from the ages of twenty to thirty-five. We have identified about seven fashion forward trends for the fall of 2019. The trends we have identified are incorporated in our product line and will appeal to our target market. They are also, included in collections such as Chanel, Gucci, and, Yves Saint Laurent. The designers that our line draws inspiration from are Yves Saint Laurent, Balenciaga, and Balmain. There is an interesting focus on past eras mostly the 70's, 80's, and 90's (Carreon, 2019). Designers have found an appreciation and inspiration from these past generations and eras. They have found ways to turn these past styles in a modern, fun, and appealing fashions.

One major trend that almost every designer included in their collections was the power shoulder, inspired from the 1980s (Carreon, 2019). The power shoulder is not limited to blazers or jackets, you can find them on blouses and dresses as well. I am sure that not many imagined the eighties coming back, inspired from that bold padded shoulder, now we have a modern sleek version of that intense padded shoulder. All three designers that we draw inspiration from were sure to include the trend in their collections.

Another popular shoulder for this season, was slashed shoulders and asymmetrical necklines. You will see them all throughout the runways. The cuts, forms, and shapes for fall 2019 have been thought out heavily making the pieces stand out in a very unique way. Also, making it a little difficult to be replicated (Ilchi, 2019). The cuts around the shoulder inspired from that area, have given the dresses and tops for this fall season an additional touch, bringing the piece to the next level.

Cinched suiting is another stunning trend this approaching fall season. It can range from dress suits, blazers, to suits of course. The cinched suiting definitely accentuates the waist line,

which has been another highlight for fall 2019. As, high waisted trousers and skirts are also included in many designers' collections. Suits have made this major return, with sleek minimal cuts, toned down colors, elegance, and a nice touch with the sharp shoulders. Pant suits are huge for the season, some even unisex. We noticed how some designers are working to move their line in that direction (Phelps, 2019).

Fall 2019 seems to be steering away from the past very popular street wear trends, such as the graphic tees, and hoodies. Designers are reminding us of their excellent skills, as far as draping, cuts, trims, and materials selected to execute the trends for fall 2019. Minimalism has also found its way back to the trends, as you can never go wrong with a classic color pallet and simpler cuts. Although, the trend is a little fifty, because there are a handful of designers who have included some bright neon colors in their collections (Ilchi, 2019). This fall there is definitely a look or trend to fit everyone's personal style, as there are many options.

Comparable Product Offerings at Higher Price Points

After identifying the current trends, we began to shop the market and see what elements we could take and imply to our private label apparel product line to reflect the preferences of our target audience. Our target customers are women, twenty to thirty-five years old, with a college degree or undergraduates, working full-time or part-time, income \$25,000 and up. They are independent and ambitious; they are trend-conscious and use fashion to express their individuality. Our consumers are looking for pieces to have in their wardrobe that would be fashionable, age-appropriate, and sophisticated, but at the same time, they are not afraid to stand out and experiment with designs and colors. They want to have luxury items but do not want to spend a fortune on it.

Taking into consideration moderate price range for our target audience preferences, we wanted to create a product line of mini dresses that would have both luxury, trendy and elegant pieces, but at the same time at affordable prices. Our goal was to achieve simplicity and chic without overloading the garments, but we wanted our consumers to feel special, attractive, confident, and stand out from the crowd.

So, while shopping the market, we tried to consider all the things mentioned above. We looked at the product offerings by different high-end brands. Since we were doing mini dresses for our product line, we were mostly inspired by pieces from YSL Ready-to-Wear Fall 2019 collection, Balenciaga Spring 2019 collection, and Balmain Spring 2019 collection. These brands had the shapes, silhouettes, and trends that we identified and could apply to our garments and target group.

The prices of these high-end dresses by famous designers easily start from several thousand dollars and above. Many people think that one of the main reasons why these pieces are so expensive is, of course, the brand or the name of the designer. But not everyone realizes that very often high-end brands sell their merchandise at much higher prices because of the manufacturing process that stands behind their products, from the sourcing of the raw materials to the production of the finished goods having in mind the critical element - a limited quantity to keep brand's exclusivity (Das, 2015).

High-end brands spend a lot more time and money on the research in the process of developing their products, they work with the highest quality materials and fabrics, trimmings and other details that are necessary for the production of one item (Rheeston, 2016). Also, it should be taken into consideration that most of the products are manufactured in Europe, and some parts or the entire product is handmade. Of course, all these factors have an enormous

impact on the costs of labor and manufacturing. Another factor that adds up to the cost of the piece is a limited production. Companies make a limited number of their products instead of producing thousands of them to maintain a brand's exclusivity (Rheeston, 2016).

Adapting the Product to Our Target Market

For our product line, we decided to adapt power shoulders, since it was one of the main trends of the year. We implemented this element to our five dresses. Power shoulders having clear cut structure and shape, represent power and determination, that reflects psychographics of our customers, who are ambitious, strong and independent.

Also, we included in our product line apparel collection two blazer dresses, inspired by YSL collection. To create a combination of feminine and masculine style, we decided to do cinched suiting. To achieve a fitted silhouette, we used a belt, and to add more elegance and feminine look we decided to do another dress with just one sleeve. We thought that these items would be popular among our target consumers, who are bold and self-confident women. We also did a one shoulder dress for our other piece, again inspired by YSL dresses. From Balenciaga and Balmain collections, we took the shapes and silhouettes of the mini dresses, but for our line we decided to go with pleather and sequin materials, since these trends were also highlighted for this season.

To stay in the moderate price range, we had to go for cheaper quality materials. For example, for our red dress, we used instead of genuine leather, we used pleather. High-end dresses like YSL and Balmain had silk fabric used for the garment, as well as for the lining. We had to use for some dresses satin instead, because it is cheaper. As for the sequin dress, we used a premade sequin fabric, that is a lot more affordable, than being handmade.

We also wanted to use the colors that would be in trend for the Fall 2019 season. For the majority of our product line, we used the colors that were determined by Pantone Color Institute,

such as Jester Red, Vanilla Custard, Crème de Peche, Paloma, Jet Black, Bluestone, and Evening blue. Like Leatrice Eiseman, Executive Director of the Pantone Color Institute, said that “Colors for Autumn/Winter 2019-2020 range from easy and sophisticated to strikingly different and unique. This palette of versatile hues builds a sense of empowerment and confidence, enabling the wearer to choose the colors that best reflect his or her mood and persona” (Pressman, 2019). We decided that these colors were what we needed to appeal to our target group tastes and preferences.

Fabrication

Selecting the fabric is one of the most important aspect of creating a clothing line. Keisner and Garner explains that, “Fabrication is the process of selecting textiles for each style and group in a seasonal line.” Textile is a material consistence of natural and artificial fibers. Fabric can either be basic or have a novelty design; “an unusual print, pattern, weaves, or knit structure that make a group unique” (Garner, Keisner, pg.168). The selection of a fabric is highly important being that not every style can drape using any fabric. By selecting the fabric, you have to make sure it remains the same or even making sure the fabric can be highly draped by selecting the correct fabric. When establishing the fabric for our Fall 2019 collection we identified that shoulder pads have become the newest trend. Our focus was to make sure the fabric we selected matched our color palette, it must have an outstanding comfortability, and most importantly it should be durable. For this upcoming fall we will be releasing a collection of five mini dress with the inspiration of power shoulders. The story behind this collection shows how powerful a woman can be, the idea of using shoulder pad is to give confidence and empower women.

Dress #1

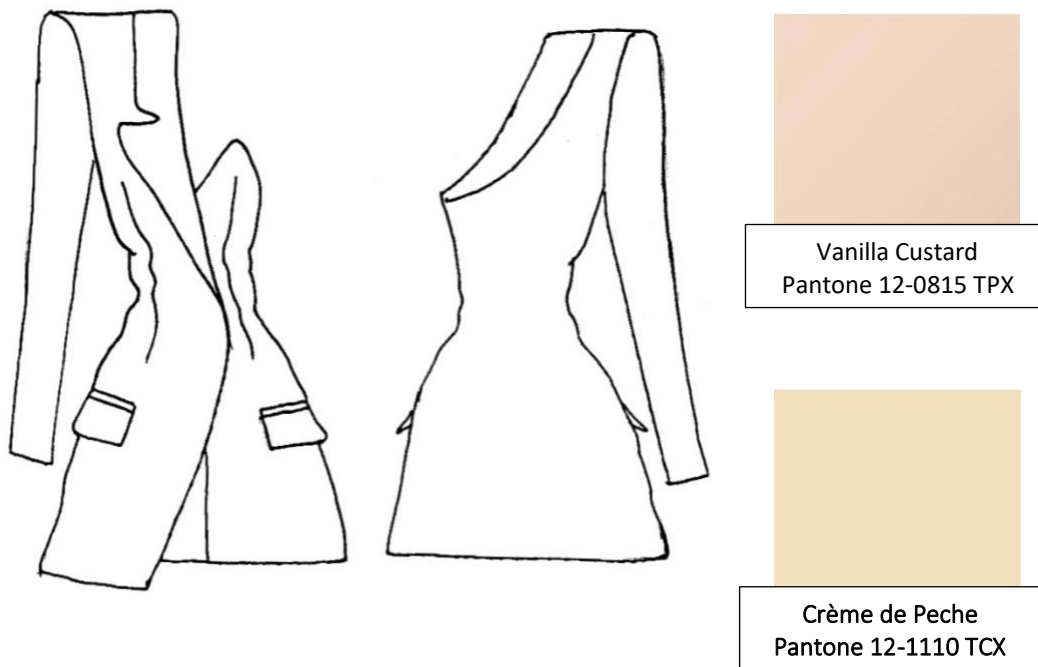
This first dress we created has a unique design, it's a mini dress with half-padded arm suit with a half strapless sleeve. The color scheme that we decide for this particular dress was a crème de Peche (Pantone 12-1110 TCX), which is a light peachy pink more of a pastel color. The second color we decided was a vanilla custard (Pantone 12-0815 TPX) which is resemble to be an off-white color. When selecting the fabric, it was best suited to use a durable and a medium weight textile in order to keep the dress in place and provide excellent comfort to our customer.

This particular dress is constructed in two different colors using the same textile. For the material of the garment we will be using synthetic fibers; which are man made fibers produce by using chemicals. The fabric for this dress is a satin tricot which is compose of 100% polyester. Using polyester has multiple benefits such as being very light weight, it is also resistant to wrinkle and abrasion; the process of scraping or wearing something away” (Claire, 2017).

Another good thing about using this type of fabric is the texture is very smooth and it presents a glossy finish that allows the dress to look stunning. The characteristic of polyester contains “a low water retention, short drying time, low heat condition, and also a low shrinkage” (Keisner, Garner, Pg. 174). An excellent characteristic of this particular fabric is that its double sided, one side of the fabric gives a high luster crème de peche and vanilla custard color and for the back side of the fabric it ‘is a matte finish. The lining of the dress is made using 100% China silk. It is preferred to use the same color as the bodies as it gives a favorable appearance. This specific fabric is also breathable allowing the passing of air and moisture. Since china silk also provides a smooth finish it very refreshing.

The trims used for the dress in both colors (Creme de Peche and Vanilla Custard) consists of a white 15” invisible zipper, placed on the front bodice as a way of opening the dress. Using an invisible zipper makes it look elegant instead of showing the teeth of the zipper it will be

sewn in a hidden seam which is what makes it an invisible zipper. The only part of the zipper that will be shown is the puller, which is pulled up and down to open and close the dress. To close the overlap of the dress a 3 ½” white button is used as a way of fully closing the dress. This dress will also have a 5.5" x 3.25" x .5" foam shoulder pad cover with white polyester. This makes it a wonderful dress for any occasion.

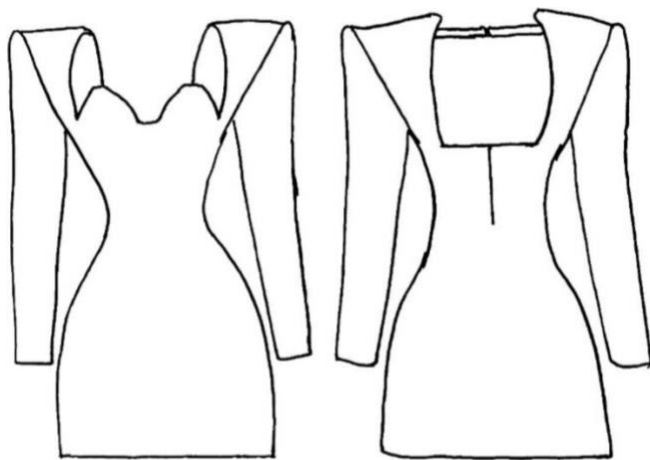


Dress #2

This next dress we decided to construct is distinct from any other mini dress because it is a pleather mini dress with a sweet heart neckline and long sleeve padded shoulder. The choice of color scheme for this dress came from the red hues family, since this collection is specific for the fall what a perfect choice then selecting a jester red color (Pantone 19-1862 TPX) which resembles a light burgundy color. For the type of leather, it was preferred to use a synthetic textile being a medium luster pleather. The component of this pleather consists of “92%

Polyester, 8% Elastane” (Sauma, 2018). The reason to choosing this particular style of fabric is because it’s an alternative to the mediums red stretch lamb leather which was much more expensive compared to our price range. The fabric also allows the consumer to have a flexible motion allowing them to move freely. Some characteristic for this form of fabric is that it’s very thin, it also has a buttery smooth texture which allows it to be comfortable, it also shows a medium luster which is an excellent choice especially for the latest trend occurring.

The trim used for this dress is a jester red 8” invisible zipper being placed on the back bodies of the dress which makes it easily accessible to open and close the dress. When adding the shoulder pads, we chose to use black shoulder pads which went well with the dress since it consists of long sleeve the shoulder pads will not be visible. An extra detail was added to the back of the dress which is strap as a way of holding the dress together. This dress was created for our consumer that wants to come out their comfort zone, worn for any event such as night out or dinner with colleagues.

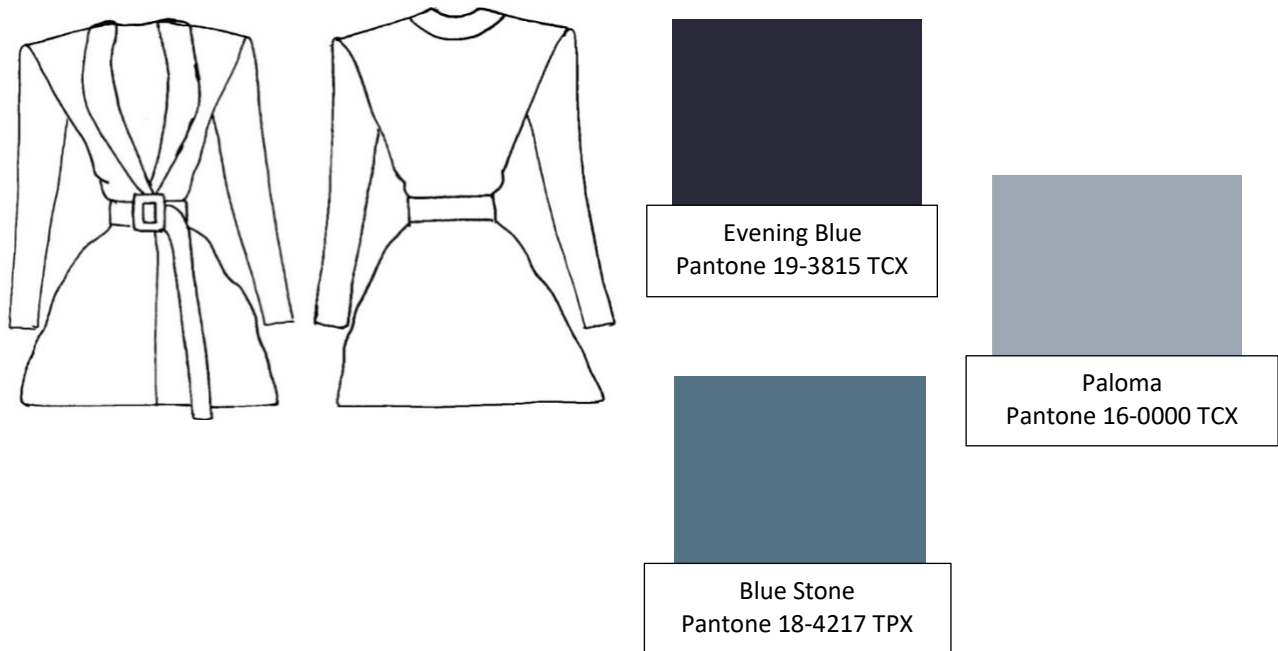


Dress #3

For the following dress we drew inspiration from a suit and we designed it into a mini dress with shoulder pad. This dress is also made in two different color scheme such as an evening blue (Pantone 19-3815 TCX) which is resemble to be a dark navy color and a Blue stone color (Pantone 18-4217 TPX) that resemble to look like a teal color and the third color being a Paloma (Pantone 16-0000 TCX) which is a shade lighter than grey. For the bodice of the dress it will be finished into two different color an Evening blue and a Blue stone suit fabric composed with a silk and wool woven fabric. According to Sauma “the component for this textile consist of 51% silk and 49% wool”. This beautiful textile is a gorgeous, medium-weight fabric that has a satiny sheen on one side, on the front of the fabric it has a lustrous presence allowing it to be eye catching. The material is not stretchable instead its very convenient to wear, it’s also highly durable to wear. For the inner lining we will be using the same color just in a China silk fabric. Using this China silk fabric is a better alternative than using other types of silk Textiles being that the cost will be much cheaper with China Silk.

The dress is paired well with a belt in the color Paloma (Pantone 16-0000). The material for this is a “cavalry twill which is 100% cotton” (The textile kit). According to Jack Sauma it’s a “texture like tread-on-tires, the rigid, yet smooth facing of this twill counters the subtler texture on its backing”. It’s well known for its texture being durable, the design itself resemble the appearance of a belt. The trim used in this dress will be a black button that will be used to close the dress beneath the belt. A silver frame and prong which is the outer port of the belt and the bar that goes across the frame will be used as the closure of the dress. For the Evening blue mini dress, the shoulder pads will be made using black shoulder pads and for the blue stone dress the

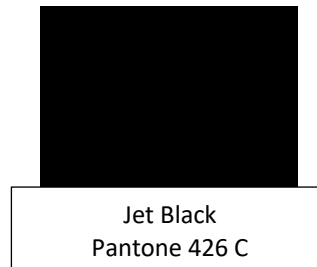
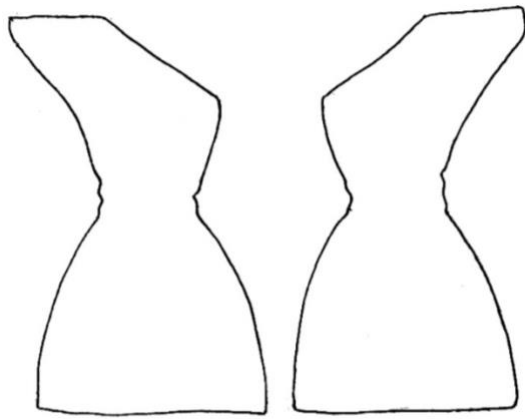
shoulder pads will be made using the white color shoulder pads. This dress is created to show a slim waist and bit of bust cleavage. Such a beautiful dress made for a night out with the girls.



Dress #4

This next dress is a padded one shoulder mini dress, the color choice for the dress is jet black. In every closet it is essential to have a little black dress. The top layer of the dress is a mesh textile with a black crystal novelty design. Mesh is also a synthetic fiber characterized as a sheer see through textile, with open hole, with a similar appearance as a net fabric. The crystal detail on the mesh is what makes the dress sparkle it gives an illusion of showing silver shine, even though the small studs are black. This fabric is also very delicate without taking precaution the dress can begin to snag. Due the dress being a see-through fabric it demands for lining so that the customer can feel comfortable and allowing the dress to have clean finish seams. The lining of the dress would be a solid black spandex/polyester blend that way it has a stretch ability making sure customers are capable of having movement while wearing the dress. For the

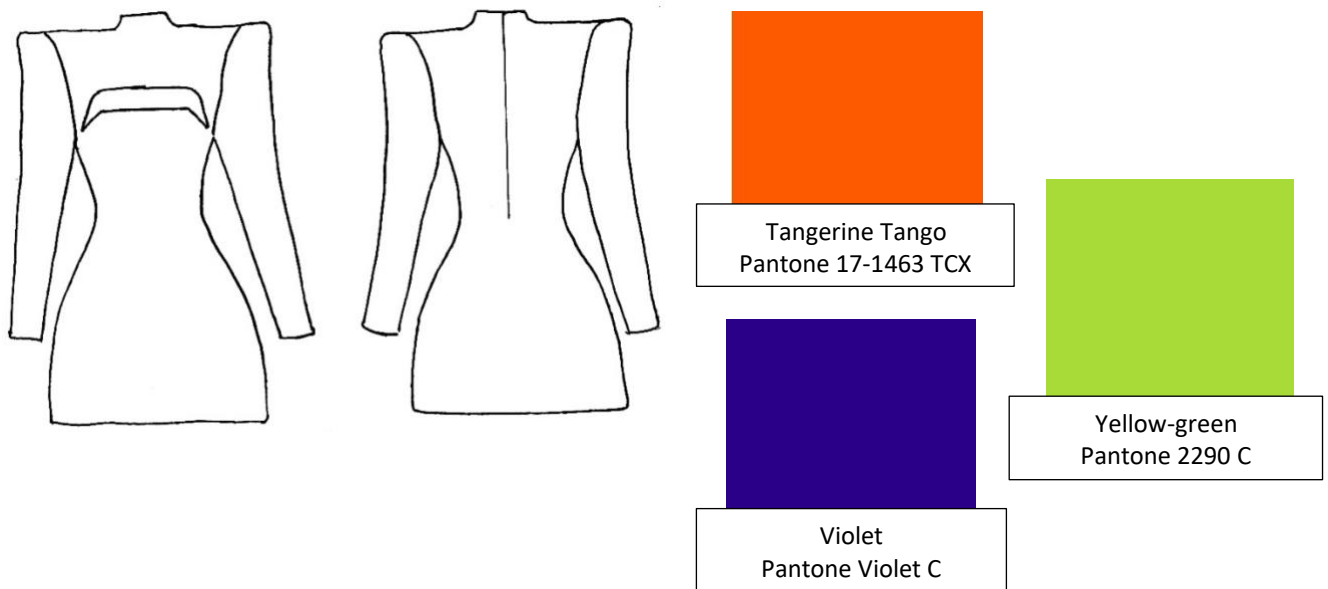
opening and closing of the dress there will be a black invisible zipper on the right side of the seam.



Dress #5

This last dress is what brings the collection together. The silhouette of the dress is a long sleeve padded shoulder dress with an opening on the bust area. The fabric for this dress will be a light weight multi-color sequin mesh textile with a black lining. The tough texture of the fabric is rough and in the back being very harsh. We thought it would be great to use a fabric that shows not just one color but various colors. This distinct fabric shows different holographic color depending on the angle you view it from, which is impressive. We decide it was best to use a fabric that contain a mixture of colors that is view throughout the collection. Which is exactly what this fabric has, not only is the detail stunning but it is a very luxury elegant dress that can be used for a date night or a festival. What would catch the attention to most people is the changes in color. When standing under light the color appears to be violet (Pantone Violet C) with different tint of pinks. When you switch angle the color then changes to a yellow-green

color (Pantone 2290 C) with also show different tints of blue. I also notice when you are in the dark the color then changes to an orange color. Based on our palette it appears to resemble the tangerine tango color (Pantone 17-1463 TCX) but also with a combination of different tint of red. For this dress the trim that will be used is a 10" invisible black zipper for the back of the dress. Being a see-through mesh fabric, it was made to be lined with China silk. The China silk lining is great to use for the back of the sequin fabric due to it being plastic it can feel uncomfortable to wear alone. The China silk gives it a smooth feel and also won't show any skin through the dress. Overall, all of this makes it a beautiful dress that can be used for any event.



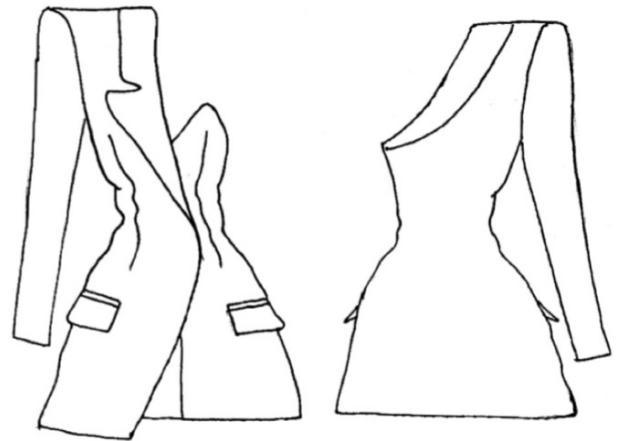
Brand	DHILBE	Technical Designer	Daysired De Jesus
Collection	Autumn/Winter 2019	Date	5/6/19
Item Description	Padded One Shoulder Blazer Dress	Measurements size	Small
SKU	Dress_001	Gender	Female
Sizes	XS-L	Colors	Pantone 12-0815 TPX, Pantone 12-1110 TCX

Fabric

Component	Fabric	Composition	Colors
Body	Satin Tricot	100% Polyester	Pantone 12-0815 TPX, Pantone 12-1110 TCX
Lining	Satin	100% Polyamide	Pantone 12-0815 TPX, Pantone 12-1110 TCX

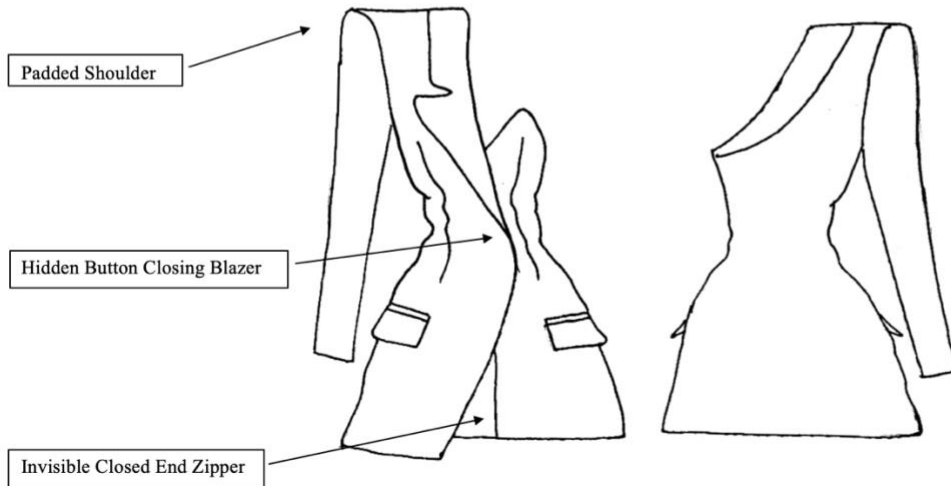
Accessories

Component	Composition	Size	Colors
Shoulder pad	Foam/Polyester	5.5"x3.25"x.5"	White
Invisible Closed End Zipper	100% nylon	18"	White
Button	100% Plastic	3 ½"	White



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Sizes	XS-L	Colors	Pantone 12-0815 TPX, Pantone 12-1110 TCX

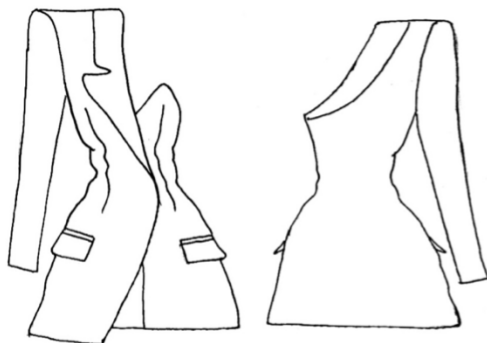
Construction Details



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Sizing



Size	Bust	Waist	Hips
XS	31.5-34inch 80-86cm	23-25.5inch 59-65cm	33-35.5inch 85-91cm
S	34-36inch 86-92cm	25.5-28inch 65-71cm	35.5-38inch 91-97cm
M	36.5-39inch 92-98cm	28-30.5inch 71-77cm	38-40.5inch 97-103cm
L	39-41.5inch 98-104cm	30.5-33inch 77-83cm	40.5-43inch 103-109cm

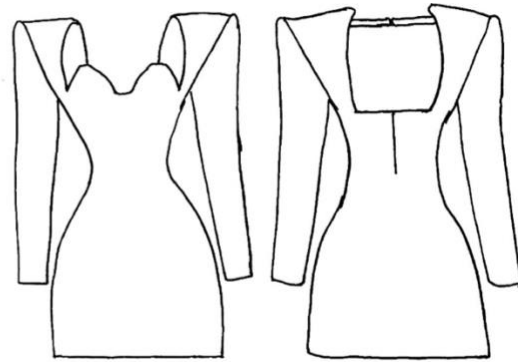
Brand	DHILBE	Technical Designer	Daysired De Jesus
Collection	Autumn/Winter 2019	Date	5/6/19
Item Description	Padded Shoulders Mini Dress	Measurements size	Small
SKU	Dress_002	Gender	Female
Sizes	XS-L	Colors	Pantone 19-1862 TPX

Fabric

Component	Fabric	Composition	Colors
Body	Pleather	92% Polyester, 8% Elastane, 100% polyurethane	Pantone 19-1862 TPX

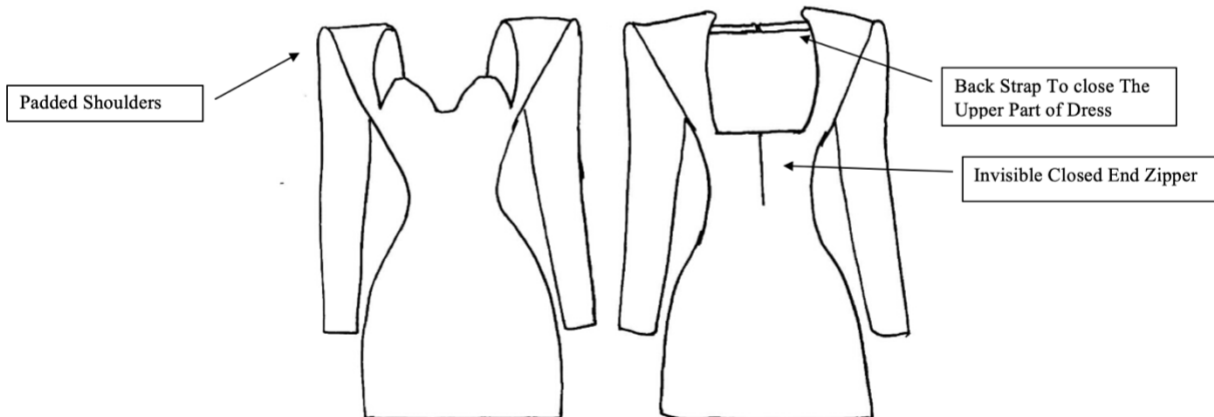
Accessories

Component	Composition	Size	Colors
Shoulder Pads	Foam/Polyester	5.5"x3.25"x.5"	Black
Invisible Closed End Zipper	100% nylon	8"	Burgundy



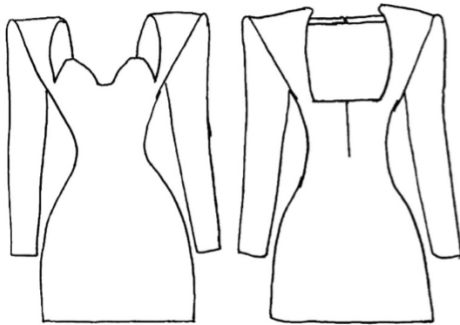
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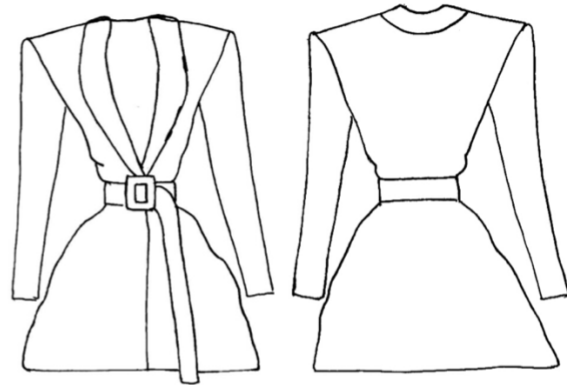
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Item Description	Padded Shoulders Mini Dress	Measurements size	Small
SKU	Dress_002	Gender	Female
Sizes	XS-L	Colors	Pantone 19-1862 TPX

Fabric

Component	Fabric	Composition	Colors
Body	Silk and wool blend	51% Silk 49% Wool	Pantone 19-3815 TCX, Pantone 18-4217 TPX
Lining	Satin	100% Polyamide	Pantone 19-3815 TCX, Pantone 18-4217 TPX

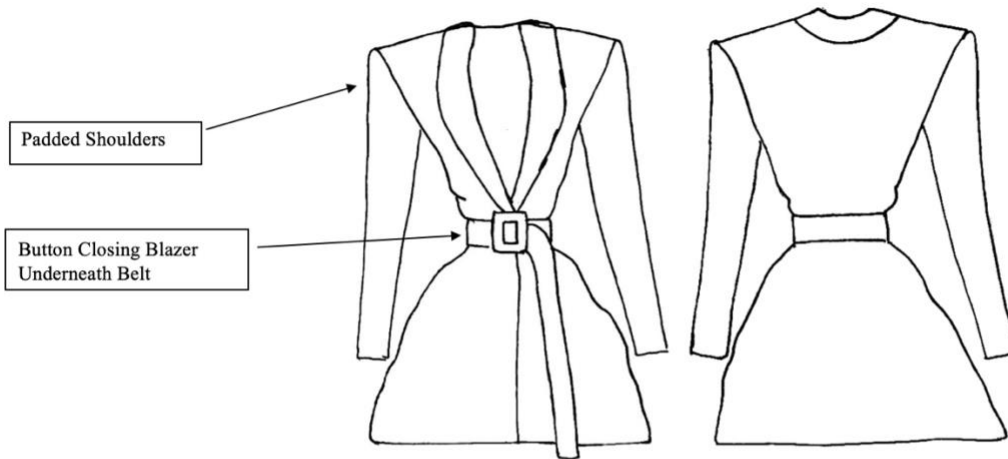
Component	Composition	Size	Colors
Shoulder Pads	Foam/Polyester	5.5"x3.25"x.5"	White, Black
Belt	100% Cotton	8"	Pantone 16-0000 TCX
Button	100% Plastic	3 1/2"	Black

Accessories

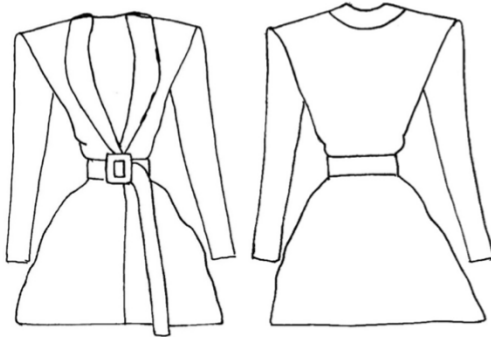


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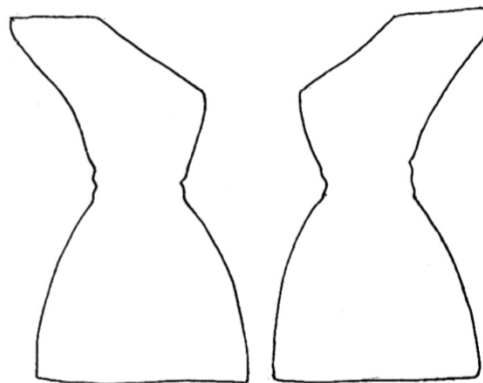
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Fabric

Component	Fabric	Composition	Colors
Body	Mesh	50% Polyester, 50% Cotton	Pantone 426 C
Lining	Spandex/Polyester Blend	65% Spandex, 35% Polyester	Pantone 426 C

Accessories

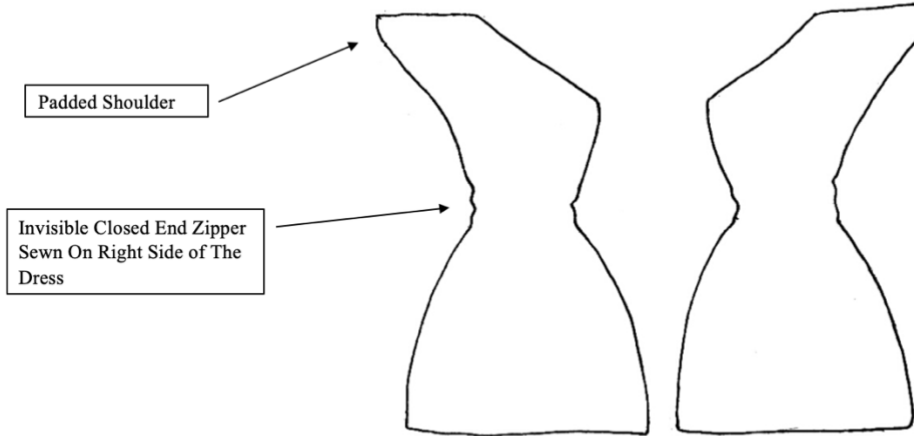
Component	Composition	Size	Colors
Shoulder Pads	Foam/Polyester	5.5"x3.25"x.5"	Black
Invisible Closed End Zipper	Mesh/Sheer	8"	Black



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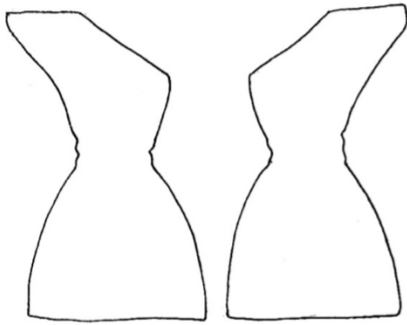
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M	36.5-39inch 92-98cm	28-30.5inch 71-77cm	38-40.5inch 97-103cm
L	39-41.5inch 98-104cm	30.5-33inch 77-83cm	40.5-43inch 103-109cm

Brand	DHILBE	Technical Designer	Daysired De Jesus
Collection	Autumn/Winter 2019	Date	5/6/19
Item Description	Padded Shoulders Mini Dress	Measurements size	Small

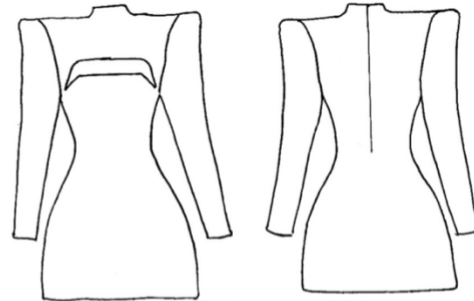
SKU	Dress_002	Gender	Female
Sizes	XS-L	Colors	Pantone 19-1862 TPX

Fabric

Component	Fabric	Composition	Colors
Body	Sequins mesh	55% Polyester, 45% Cotton	Pantone Violet C, Pantone 17-1463 TCX, Pantone 2290 C
Lining	Satin	100% Polyamide	Black

Accessories

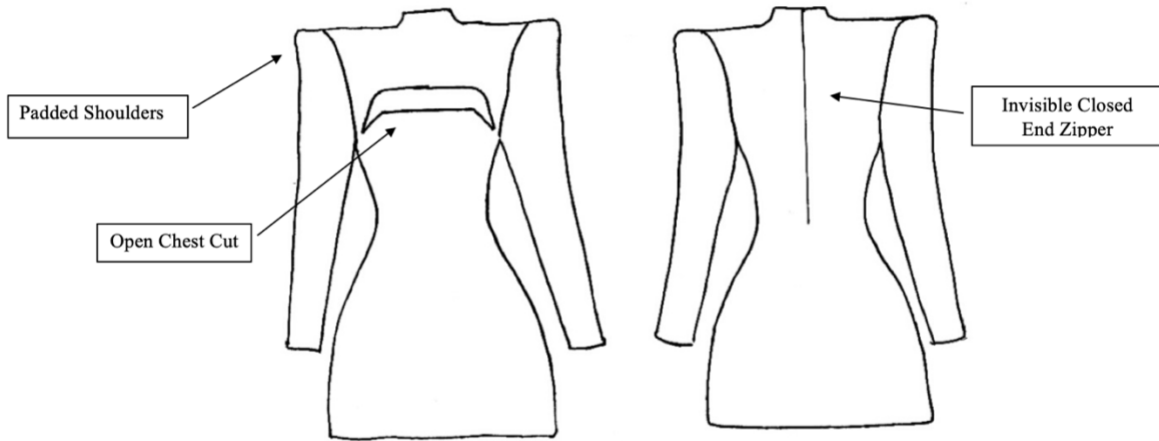
Component	Composition	Size	Colors
Shoulder Pads	Foam/Polyester	5.5"x3.25"x.5"	Black
Invisible Closed End Zipper	100% nylon	10"	Black



Brand	DHILBE	Technical Designer	Daysired De Jesus
Collection	Autumn/Winter 2019	Date	5/6/19

Item Description	Padded Shoulders Mini Dress	Measurements size	Small
SKU	Dress_002	Gender	Female
Sizes	XS-L	Colors	Pantone 19-1862 TPX

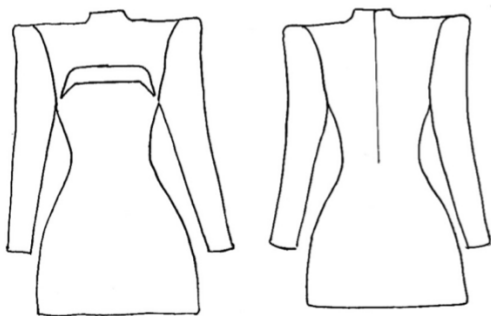
Construction Details



Brand	DHILBE	Technical Designer	Daysired De Jesus
Collection	Autumn/Winter 2019	Date	5/6/19

Item Description	Padded Shoulders Mini Dress	Measurements size	Small
SKU	Dress_002	Gender	Female
Sizes	XS-L	Colors	Pantone 19-1862 TPX

Sizing



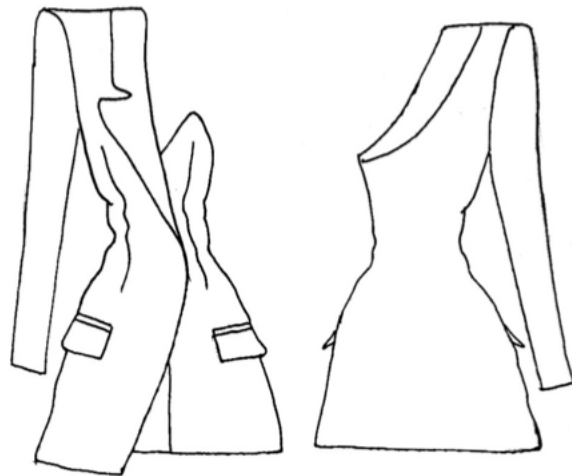
Size	Bust	Waist	Hips
XS	31.5-34inch 80-86cm	23-25.5inch 59-65cm	33-35.5inch 85-91cm
S	34-36inch 86-92cm	25.5-28inch 65-71cm	35.5-38inch 91-97cm
M	36.5-39inch 92-98cm	28-30.5inch 71-77cm	38-40.5inch 97-103cm
L	39-41.5inch 98-104cm	30.5-33inch 77-83cm	40.5-43inch 103-109cm

Cost Sheet

Brand	DHILBE	Technical Designer	Daysired De Jesus
Collection	Autumn/Winter 2019	Date	5/6/19
Item Description	Padded One Shoulder Blazer Dress	Measurements size	Small
SKU	Dress_001	Gender	Female
Sizes	XS-L	Colors	Pantone 12-0815 TPX, Pantone 12-1110 TCX

Fabrics	Yards	Unit Price	Amount
Satin Tricot	2	\$40/yd	\$80
China Silk	2	\$7/yd	\$14
Total Fabrics Cost			\$94

Trims & Findings	Quantity	Unit Price	Amount
Invisible Zipper	1	\$1.89	\$1.89
White Button	1	\$0.89	\$0.89
500m White Thread	1	\$0.99	\$0.99
Padding	1	\$2.99/pair	\$2.99
Brand Label	1	\$1.30	\$1.30
Care/Content label	1	\$1.15	\$1.15
Size Label	1	\$1.05	\$1.05
Total Trimmings & Findings Cost			\$10.26



Total Costs	\$112.52
Retail Price	\$281.30

Labor	Amount
Cutting	\$1.05
Sewing	\$2.91
Grading	\$2.15
Marking	\$2.15
Total Labor Cost	\$8.26

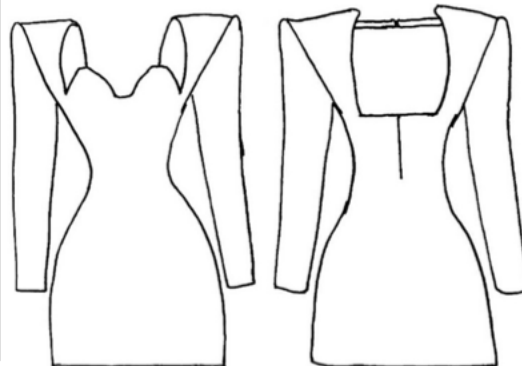
Cost Sheet

Brand	DHILBE	Technical Designer	Daysired De Jesus
Collection	Autumn/Winter 2019	Date	5/6/19
Item Description	Padded Shoulders Mini Dress	Measurements size	Small
SKU	Dress_002	Gender	Female
Sizes	XS-L	Colors	Pantone 19-1862 TPX

Fabrics	Yards	Unit Price	\$ Amount
Pleather	2	\$7.80	\$15.60
Total Fabrics Cost		\$15.60	

Total Costs	\$33.21
Retail Price	132.84

Trimmings & Findings	Quantity	Unit Price	Amount
Invisible Zipper	1	\$1.89	\$1.89
500m Burgundy Thread	1	\$0.99	\$0.99
Padding	1	\$2.99/pair	\$2.99
Brand Label	1	\$1.30	\$1.30
Care/Content label	1	\$1.15	\$1.15
Size Label	1	\$1.05	\$1.05
Total Trimmings & Findings Cost		\$9.35	

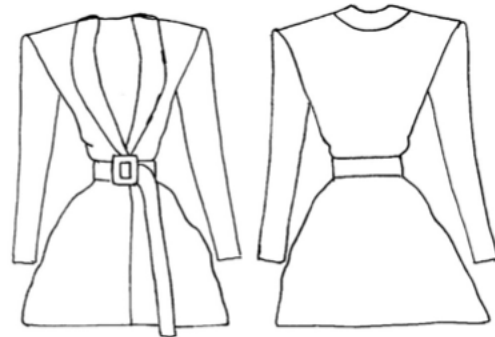


Labor	Amount
Cutting	\$1.05
Sewing	\$2.91
Grading	\$2.15
Marking	\$2.15
Total Labor Cost	\$8.26

Cost Sheet

Brand	DHILBE	Technical Designer	Daysired De Jesus
Collection	Autumn/Winter 2019	Date	5/6/19
Item Description	Padded Shoulders Blazer Mini Dress	Measurements size	Small
SKU	Dress_003	Gender	Female
Sizes	XS-L	Colors	Pantone 19-3815 TCX, Pantone 18-4217 TPX

Fabrics	Yards	Unit Price	\$ Amount
Silk & Wool Blend	2.5	\$40/yd	\$100
China Silk	2.5	\$7/yd	\$17.50
Cavalry Twill (Belt Fabric)	0.5	\$7/yd	\$3.50
Total Fabrics Cost	\$121		



Trimmings & Findings	Quantity	Unit Price	Amount
Invisible Zipper	1	\$1.89	\$1.89
Black Button	1	\$0.89	\$0.89
500m Black Thread	1	\$0.99	\$0.99
Padding	1	\$2.99/pair	\$2.99/pair
Belt Buckle	1	\$5.23	\$5.23
Brand Label	1	\$1.30	\$1.30
Care/Content label	1	\$1.15	\$1.15
Size Label	1	\$1.05	\$1.05
Total Trimmings & Findings Cost	\$15.49		

Labor	Amount
Cutting	\$1.05
Sewing	\$2.91
Grading	\$2.15
Marking	\$2.15
Total Labor Cost	\$8.26

Total Costs	\$144.75
Retail Price	\$289.50

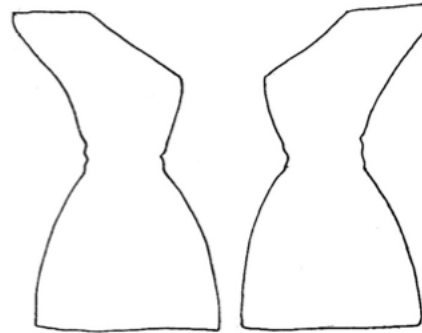
Cost Sheet

Brand	DHILBE	Technical Designer	Daysired De Jesus
Collection	Autumn/Winter 2019	Date	5/6/19
Item Description	Padded One Shoulder Mini Dress	Measurements size	Small
SKU	Dress_004	Gender	Female
Sizes	XS-L	Colors	Pantone 426 C

Fabrics	Yards	Unit Price	\$ Amount
Crystal Mesh	2	\$9/yd	\$18
Spandex & Polyester Blend	2	\$6/yd	\$12
Total Fabrics Cost		\$30	

Total Costs	\$47.63
Retail Price	\$190.52

Trimmings & Findings	Quantity	Price	Amount
Invisible Zipper	1	\$1.89	\$1.89
500m Black Thread	1	\$0.99	\$0.99
Padding	1	\$2.99/pair	\$2.99/pair
Brand Label	1	\$1.30	\$1.30
Care/Content label	1	\$1.15	\$1.15
Size Label	1	\$1.05	\$1.05
Total Trimmings & Findings Cost		\$9.37	

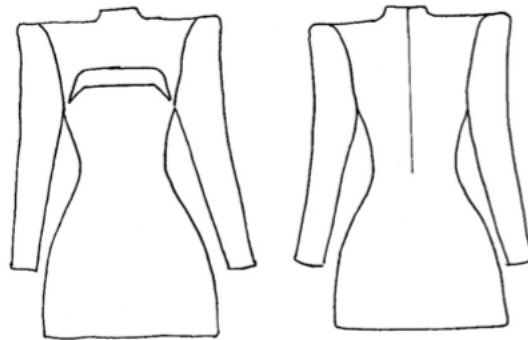


Labor	Amount
Cutting	\$1.05
Sewing	\$2.91
Grading	\$2.15
Marking	\$2.15
Total Labor Cost	\$8.26

Cost Sheet

Brand	DHILBE	Technical Designer	Daysired De Jesus
Collection	Autumn/Winter 2019	Date	5/6/19
Item Description	Padded Shoulders Chest Cut Out Mini Dress	Measurements size	Small
SKU	Dress_005	Gender	Female
Sizes	XS-L	Colors	Pantone Violet C Pantone 17-1463 TCX Pantone 2290 C

Fabrics	Yards	Unit Price	\$ Amount
Sequin Mesh	2.5	\$20/yd	\$50
China Silk	2.5	\$7/yd	\$17.50
Total Fabrics Cost			\$67.50



Trimmings & Findings	Quantity	Price	Amount
Invisible Zipper	1	\$1.89	\$1.89
500m Black Thread	1	\$0.99	\$0.99
Padding	1	\$2.99/pair	\$2.99/pair
Brand Label	1	\$1.30	\$1.30
Care/Content label	1	\$1.15	\$1.15
Size Label	1	\$1.05	\$1.05
Total Trimmings & Findings Cost			\$9.37

Total Costs	\$85.13
Retail Price	\$170.26

Labor	Amount
Cutting	\$1.05
Sewing	\$2.91
Grading	\$2.15
Marking	\$2.15
Total Labor Cost	\$8.26

Quality control / Manufacturing

With the product being set to be produce, we must take measures to make sure that each product comes out exactly to the tech specifications and design as the designer's idea. We'll start with a draft of the product by manufacturing a prototype to try and see that every detail matches the design and measures, as well as the color of the fabric comes out to the exact specifications. We also look to set standards that make sure we get the desired outcome of the production. We will look into the manufacturer and come to terms on open and closed specifications so that the manufacturer not only produces what we want, but as well as produce something that is quality and can be met by the specific date we choose, without the complications of having to change certain details.

Voluntary testing methods will be helpful when it comes to the first phase of production as we can test what the final version may come out with the testing. Making sure that everything for each design is up to specifications as well as seeing where improvements and alterations can be made. This test not only help the final design but also help to note if the garment is functional. Such as knowing whether the sleeves of the jacket dress will have good movement or if having too much padding restricts motion from it. Testing fabrics will also let us know if the fabric we've chosen last long after washes, will it fade or bleed or degrade quickly.

Sizing is also an opportunity if knowing what fits our target market and what range we can go up to. This will let us know if our sizing is right, small, or big, and if it will impact sales and reputation. By adjusting sizing through testing, we can get the right fit for almost everyone. We will make sure to label our product according to the FTC laws. Which will include manufacturers label, stating who and where the garments were manufactured. Another part of the labeling is going to include the country of origin for the fabric, as well as fiber content. Which

will give a detailed description of what material and fiber tech. the labeling will also cover how to care for each garment and how to go about cleaning and caring for it. For warranties, we will cover something for the manufacturer. In case of buttons or tears from seams coming undone. Or threads being unfinished or done sloppy. And each garment will state what its function is for. Each dress comes with small pieces such as zippers and buttons. Which we will comply with the CPSC to know that our target market can be safe around children if the situation were to ever arise.

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