

MVRAL

Outline

- About the brand
- Store layout (pictures)
- Sketches of merchandise
- SKU list

About MVRAL

- MVRAL is a carefully designed line that represents art, positivity and culture through our clothing.
- The definition of Mural is an art piece or design executed directly on a wall or surface also representing simplicity

Retail location / Products/ Target Market: **Location:** 49 Howard St, New York NY

10013 **Main Product:** Classic Bomber Jackets

- Age: 20-35
- Any Culture & Ethnicity
- Consumer Income: \$50,000 to \$100,000

Store Layout



MVRAL BOMBERS FOR SPRING/SUMMER



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SKU Chart

Average Monthly Sales:	
February	\$300,000
March	\$200,000
April	\$300,000
May	\$200,000
June	\$400,000
July	\$250,000
Total on Sales:	\$1,650,000
Total on Average:	\$275,000