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Da Bomb Private Label Bomber Jackets

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Abstract

In this research paper we will be discussing the apparel classification, which is the bomber jacket. We will be discussing the quality control process of the fabric in the final product/line. Discuss the evaluation of the fabric in the performance specifications. We will be explaining the fashion trends in the bomber jacket. To continue, we will elaborate the changes in adapting the product in their market. We will be shopping the market and analyzing comparable product offering at a higher price point. We will go over the steps of merchandising the new private label apparel/product line. Lastly, discuss the construction specification.

Da Bomb Private Label Bomber Jackets

Fashion Trends Keeping Target Market Preference in Mind

Amongst current fashion trends, the commonly known bomber jacket is more than a popular outerwear statement as it has become a high status streetwear staple. Bomber jackets can be found in various instances such as high fashion collections to high street stores, made from silk to cotton to leather and suede. The jacket has military origins as it has been invented by the US Army Aviation Clothing Board in 1917. WWI pilots flew in fighter planes with cold, uninsulated open-air cockpits. The fleece lining and fur collars meant that the jackets were warm enough for cold temperature and high altitudes of aircrafts (Cruz, 2016). The US Army Type A-1 jacket, released in 1927 set a foundation for the modern bomber jacket with cuffs, waistband and a knitted collar. Shortly after the A-1 was released, followed the A-2 which had shoulder straps, hook-and-eye-closure and a leather collar. Then, the B-15 jacket emerged with wool and waterproof nylon, similarly to the modern styled jacket worn today. After 1945, bomber jackets were made of nylon due to the fabrics performance, wrinkle and crush resistance and moisture management properties. Subsequential to WWII, bomber jackets went through various phases of fashion from the 1960s to present day 2000s (Scott, 2017).

Major fashion trends of bomber jackets are identified to keep the target markets preference in mind. Fashion trends are influenced by various factors that are contributed by social, political and economic changes. Not only do fashion houses impact the way fashion trends emerge, it originates from the runway, through celebrities and fashion capitals.

These trends change on a regular basis displaying that fashion trends are short term, become very popular, disappear and tend to be used as inspiration in upcoming years (Cooper, 2019).

Bomber jackets are identified as a form of outerwear of which includes ribbed cuffs, a hem, a defined neckline and a front zipper. They are available on a wide variety in term of styles, color,

design and fit. Amongst bomber jackets, some have a hood attached but for our apparel product classification, a hood isn't present (Mutallib, 2018).

The target market of our apparel classification of bomber jackets is women who are between the ages of 18-25 years old. Not only do bomber jackets have a touch of tomboy and streetwear edge, they are still stylish no matter how they are worn. In this apparel classification of bomber jackets there are various fashion trends. Spring is here and designers have agreed on fashion trends that will be prevalent for this season. A prevalent fashion trend of spring 2019 is utility style clothing as they have patchy pockets; front-loaded tool belts slung across the body; the return of cargo pants in dusky hues. Another fashion trend is ruffles as they add commercialism to any given garment, designed with dramatic flourishes. Color blocking is another prevalent fashion trend, solid pieces with multiple colors are of essence for spring 2019. Mixed patterns is a fashion trend where pieces blend a variety of patterns together to create unique looks (Torgerson, 2019).

Being observant, open minded and able to see patterns or trends is crucial to the product development of the bomber jacket. Trends represent ideal shifts, causing one to look at things different which can affect culture, society or business. New styles that arise are emotional, psychological, technical or lifestyle responses to trends that cause one to set preferences based on the characteristics of a product. Once a trend is identified, it must be analyzed to determine how it will impact fashion and lifestyles. Color trends play a significant role in the bomber jackets development as it is one of the first elements that customers observe when shopping. Environmental scanning helps to identify what influences fashion trends and aspects of lifestyle (Keiser & Garner, 2012). Earth toned colors are one of multiple color trends of spring 2019,

which will be used in our private label bomber jacket line. Colors such as green, navy blue and beige help to create the streetwear/ casual look that is being incorporated into our line.

Determine Changes in Adapting Product to Market

Product adaptation refers to the process of changing an existing product to meet the needs of customers in different markets. Fashion is widely accepted by customers and becomes an influencer of their behavior and buying habits. As the fashion industry announces new trends each season/year, we must successfully position our products to ensure financial success as an apparel line. Given that apparel fashion is crucial aspect of everyday life, customers cherish innovation and are open to experimenting with new trends and styles. Customers consider adapting new fashions and innovativeness becomes a motivational drive to purchase new goods. Customers evaluate a new fashion based on personal interest, which influences their intention to buy that product. Involvement with a new fashion helps to determine the customer's decision making behavior, thus making a decision of whether to adapt a new fashion or not (Mckinsey, 2019).

Shopping the market is a component of determining the changes in adapting the product. This helps to determine what other brands are doing with their bomber jackets, understanding what trends they are incorporating into their products. Comparing the features that our customers are considering with our current product specification helps to identify opportunities to improve our products appeal (Linton, 2017). Competitors like Macy's have zip front women bomber jackets, color blocked bomber jackets, crochet bomber jackets, printed bomber jackets etc. Nordstrom rack has varsity bomber jackets, printed bomber jackets, satin bomber jackets and ruched sleeve bomber jacket. Another competitor which is Urban Outfitters has zip front bomber

jackets, hooded bomber jackets, and printed bomber jackets. Understanding what the competition is doing, helps to respond to threats amongst the competition, as opposed to creating completely new garments.

Bomber jackets of itself aren't a fashion trend of spring 2019; however, as a private label we are incorporating some colors and styles that are on trend for the season.

Three fashion adoption theories, trickle-down, trickle-across and trickle up refers to the direction of how fashion moves amongst various socioeconomic levels of society. The trickle down theory is based on the idea that fashion ideas begin in runways, being adapted by the wealthy. The styles that are worn by the wealthy change and are later adapted by the middle and lower classes. As new ideas become visible to many, they are reinterpreted at lower price points. The trickle across theory explains that mass communication and digital technology have changed the direction of fashion. Once a design appears on the runway, fast fashion perpetrators produce similar garments at a lower price point. The trickle up theory is a reflection of styles that originate with street fashion and move up the fashion ladder until they are worn by older customers. At the point where styles have been adapted by many customers, the street culture seeks to adapt a new type of style (Keiser & Garner, 2012).

Quality Control Process

The quality control process is very essential in the product development of the womens bomber jacket. It's focusing on creating a product that will attract the consumer and attain to their needs. During the construction process, the selection of fabrics, materials and applique is

important when making the product. Timing and communication is of importance as well when speaking to the manufacturer as it determines the final outcome of the product. Our label is creating a moderate priced line of female bomber jackets, meaning that our bomber jackets will be sold at an affordable price of which our target market can afford. Consumers tend to believe there is a positive relationship between price and quality, whereby high price may lend an aura of quality to a garment (Keiser & Garner, 2012). There's a correlation between price and quality; however having a higher priced garment doesn't always equate to high quality. Consumers will always want a product that has great quality, but this doesn't mean that consumers have to spend a ton of money. Since our label is a moderate line, we ensure that our fabric is durable and of good quality.

In the quality control process we strive for perfection. The more change, mistakes, lack of communication there is, the more money that has to be spent on materials. The fabrics being used in the line are polyester/cotton blend and satin. These fabrics have been chosen because they aren't expensive and they are lightweight. The inside of the bomber jacket contains a combination of polyester/cotton because the inside needs to be breathable and durable. However, the outside will contain satin, giving the jacket a sheer, glossy look that will attract the stimuli of the consumer. Zippers and applique will be added to the jacket to give it more a streetwear look. We are aiming to sell bomber jackets to our target market during the spring season, so we thought it'll be ideal to use fabrics that are lightweight. There are two types of specifications, open and closed. Open specifications allow for latitude in tolerances and choice of materials and construction techniques. Closed specifications are exacting, requiring adherence to

detailed requirements guaranteeing that the product will be exactly as designed (Keiser & Garner, 2012).

Fabric Selected for Product for Performance Specifications

The fabrics selected for use are a polyester/cotton blend and satin. Cotton is a natural fiber, while polyester is man-made and we chose to blend the fabric because it's sensitive to the skin, durable and reasonably priced. Cotton is breathable, this natural fiber lets your skin breathe. It also absorbs moisture to keep your body temperature stable. Having cotton in the bomber jacket will help to regulate body temperature, helping to maintain moisture management properties. Considering that polyester is a natural fiber, it is likely that it will break down over time and this is where polyester comes to play. Since polyester it is a synthetic fiber , it has durability. Polyester isn't a breathable fabric but it is durable and will help cotton from deteriorating. Polyester/cotton fabrics blend well together because they assist each other in different ways. Both fabrics are light, making it perfect for a bomber jacket. Polyester/cotton will have little to no shrinkage; if the bomber jacket is placed in the washer, with low heat it won't shrink (Sarah, 2018). The last fabric being used is satin which can either be man made or a natural fiber. In addition to the sheer, glossy look that the satin gives off, applique will be added to the jacket to provide a more satisfying look to the jacket. Since both fabrics have great quality traits and is affordable, the bomber jacket won't go over the moderate price range.

Shopping the Market

When shopping the market we want to know the current trends with style, color, and mood. Shopping the market is when trend forecasters goes out in the retail field to shop and see

how consumers are reacting with the retailers displays and garments. Displays are important for retailers because it attracts clients to come in and want to buy. Therefore, this is the reason why we want to see their visuals, so we can see what appeals to our target market. Many retailers have different garments almost every other day to please their audiences in keeping up with the latest trends. This helps us with analyzing what is trending in that very moment. Specifically we would want to go to stores of our competitors to see what particular materials they use and compare it to ours and see why consumers are buying their garments. Many clients today go for aspirational brands. Aspirational brands are mostly prestige brands that are high priced items. Most consumers want aspirational brands just because they can't afford it and it compels them to want to buy it (Keiser & Garner, 2012).

Analyze Comparable Product Offerings at Higher Price Points

Pricing is key point of the product development in the fashion industry. The specified apparel for our line is bomber jackets which is of moderate price. A fair priced street style bomber jacket can range from \$75 - \$300 and one of high end can range from \$300 - \$2000. The pricing of fashion is contributed by factors such a competition, the cost of raw materials, cost of shipping and the changing values of currencies. The types of material being used are polyester/cotton blend and satin. The material takes up the 55% of the garment making cost and the rest will be 10% direct labor, 13% overhead expense, 4.6% profit, 8.4% logistics and 9% tariffs (Keiser & Garner, 2012).

Bomber jacket Cost Sheet

Style:Street wear

Description: Oversized

Date: May 7th 2019

DA BOMB PRIVATE LABEL BOMBER JACKETS

Fabric: poly/cotton blend and satin

Size category: Women

Season: SS19

Color: Black

Size: S M L XL

Fabric	Yardage	Price	Costs
Suiting	2.5	2.49	\$6.225
Lining	2.5	0.20	\$0.5
Interfacing	1.0	0.50	\$0.5
Total fabric	6		\$7.225

Trim/findings	Quantity	Price	Cost
zipper	2	.30	\$.60
thread	1	.30	\$.30
Brand label	1	.13	\$.13
Care label	1	.05	\$.05
Hang tang	1	.15	\$.15
packaging	1	.50	\$.50
Total trim			\$1.73

Labor	Cost
Cutting	\$1.50
Sewing	\$2.00
Total labor	\$3.50

	Description	Cost
Shipping	\$13 per dozen	\$1.13
Duty	15%labor/material	\$1.6

Overhead	15% of cost	\$1.86
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Total manufacturing cost:\$ 14.315 Suggested retail price:\$70

Wholesale markup: 14 (30%)

Wholesale price:\$18.2

Methods for Merchandising

Almost every brand has a private label apparel product line sold in their own stores or at upper retail stores at a standpoint price. In order for our private label brand to be successful we have to build a stronger relationship with our consumer, fulfill their needs in order to create brand loyalty. Our product line focuses on the quality of the apparel and the moderate prices that our target consumers are able to afford. The apparel classifications we are selling are bomber jackets. Our target consumer are young women who are between the ages of 18-25. In order to reach our goals as a private label line we have to create different types of methods, in merchandising the apparel product/line. That includes planning how we are going to present our store to the public and encourage old and new consumers to continue to buy our product.

The first method in merchandising is the inventories. When the product is fully made, you want to know the amount of items you are going to put in your store. This is where the inventories controls systems plays along when it comes to merchandising. According to *Inventory Management for the Fashion Industry* (2019) it states “An inventory systems or a computerized inventory system is a process for managing and locating objects or materials”. The inventory systems focuses on managing all of your product that will be presented in the store. You don’t want to have too much product in the stores, you just want to have the right amount. In addition, you have to remember that we as a business are selling at a moderate price ranges.

Spending and ordering too much of the product based on colors will hurt our budget, and in addition be a waste.

The second method in merchandising for our apparel product/line is creating an aesthetic space and creating brand loyalty. Creating a visual style in our store will leave the consumer curious to see what is our brand about. As stated by Peacock, *Visual Merchandising 101: Shore Up Sales with High Converted Product Display* the writer states “Knowing your target customer inside and out will help tremendously when creating effective visual merchandising and product displays”. Knowing your core customer is important. She continues and states We don't just mean familiarizing yourself with demographic data like customers' ages, income, and education level, but digging a little deeper into their psychographics and behaviors. It's important we know the demographics of our customer such as age, gender and income, but it's more important if we focus on the customer lifestyles. Is our consumer a fly girl who loves to show off in what she is wearing. Is she a girl who loves to dress classy but likes to add a little street style in her. When creating your visual process of your store you have to keep in mind who is your target market, and how do they fit in to the brand. The environment of our store and brand is clean, fresh, very organized, and ofcourse stylish.

The last method in merchandising for our apparel/product line is brand loyalty. In order for our line to be successful we have to create a bond with our consumer, which is listening to their needs when it comes to styling, color, price range and most importantly sizing. After, consumer see we listen to their needs, and respect their choices, we have created mutual bond.

Construction Specifications

Many people today while shopping focus mainly on the price point rather than the quality of the garment. Our goal as a non fast-fashion company is to promote a garment that has great quality materials with a reasonable price point. The first step into construction specifications is to know your consumers and see what do they look for in a product. It is imperative to focus on consumers needs because if we create a garment that isn't being demanded by customers then it'll be a waste of inventory supplies; which leads to quality assurance.

Quality assurance is based on defect prevention rather than detection.(page 412) Garner B. Myrna, Keiser J. Sandra (2003) "Beyond Design: The Synergy of Apparel Product Development. " New York, Fairchild Publications. When assembling a collection it is crucial for the designer to prevent errors when making their garments. It's better to prevent errors rather than detect it because once the error has occurred the designer can lose money they put into the materials. A waste of material can cause backup with the company if its a seller who has high demand for their garments. This method of "prevention rather than detection" can help alot with time management and finances.

Raw material & Quality standards

The raw material standards is when the product developer has to communicate with the supplier on the materials that they'll be requesting. This helps alot with the planning process of what materials to buy. Product developers must understand their customers' quality expectations as manifested in quality-to-cost ratio (page 414) Garner B. Myrna, Keiser J. Sandra (2003) "Beyond Design:The Synergy of Apparel Product Development." New York, Fairchild Publications. Quality standards is very important when deciding what type of materials you want to use for in your garments. When dealing with quality our clients wants the best for a great value. When creating the bomber jackets we want to use a mixture of natural and synthetic fibers. The quality of is great and is very affordable for our target market. The customers needs is highly influenced on what materials we use for our garments.

Bomber Jacket sizing specifications:

Size	Length	Shoulders	½ Chest	Sleeves Length
S	24.41"	16.13"	21.46"	22.44"
M	24.8"	16.72"	22.44"	23.23"
L	25.59"	17.31"	23.43"	23.62"

SPEC SHEET:

"DA BOMB" ← Brand Name

Ladies Bomber Jacket SPEC SHEET

Season	Spring 2019	Date	05-18-19	Fiber Content	Polyester/Cotton Blend 65/35
Style	Bomber - 920	Designer	DA BOMB	Fabric Design	Army Green
Description	Bomber Jacket with zipper, Pockets, Patches and "Bomb" Design				

SAMPLE REQUEST FORM

MEASUREMENTS	M	1st	Appnd
		Fit	SPEC
Body length from hips	25 1/2		25 1/2
Across Shoulders	16 1/3"		16.13
Across Front	14		14
Across Back	14 1/2		14 1/2
Chest 1" Below Armhole	36		36
Waist 15 1/2 BLW Hips	32		32
1/2 Chest	22.44"		22.44"
Bottom Sweep	41		41
Shoulder drop from hips	2		2
Armhole curved	20 1/2		20 1/2
Bicep (1" below Armhole)	14		14
Sleeve opening	5 1/2		5 1/2
Sleeve Length	23.23		23.23
Neck width (Hug to Hugs)	6 1/2		6 1/2
Front Neck drop from top of head	3 3/4		3 3/4
Front Neck drop from shoulders	16		16
Back Neck Drop	1/2		1/2
Sleeve finish	2		2
Length	24.8"		24.8"
Collar length (at neck)	15 1/2		15 1/2
Collar width	2 1/4		2 1/4
Collar height	1 1/4		1 1/4
Pocket Placement from CF	18		18
Pocket Placement from CF	5 1/2		5 1/2
Pocket width	5		5
Pocket length	7/4		7/4

SKETCH

Hand/Name & trim

zippers made from ^{hard} plastic

Patches made from Polyester

Colors

Navy, Army green, beige

MADE IN USA
Machine Wash
No Bleach
Turn inside out

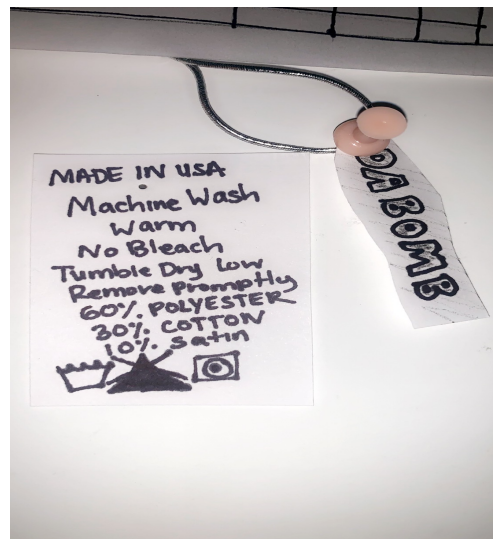
Labeling standards

Mandatory Labeling Requirements apply to four areas: fiber content, manufacturer identification, country of origin, and care. (Page 416) Garner B. Myrna, Keiser J. Sandra (2003)

“Beyond Design: The Synergy of Apparel Product Development.” New York, Fairchild Publications. It is very necessary to have the fiber content apart of the labels for the because it is

important for the consumers to be aware of what its made out of. For our fiber content label it will contain 60% Polyester, 30% Cotton, and 10% Satin. Our manufacturer will be located in the United States. For proper care for our garments we suggests that our clients to machine wash it with warm water. Lastly, we included a “no bleach” label because using bleach will destroy the coloring of our fabric.

LABELS



Manufacturer identification

It is very important for consumers to know what the fiber content is because some clients can be allergic to natural fibers or just prefers to wear something synthetic. For the manufacturer identification it lets the consumers know the number of the manufacturer and that us should be imported from the United States specifically. Clients care where their products are being made at. For the care labeling rule it is another important thing to have apart of the labels in the garment because the clients need to know about how to treat their garment. Without the care labeling rule customers wouldn't know how to take care of their garments. For example, with laced fabric; it

can't be placed in the dryer after washed because it will melt and destroy the fabric. A trademark name is a name that is made up to identify the brand. For our trademark name it'll be "Da Bomb" we will have a signature label tag on each garments zipper to make the bombers more distinctive.

As for the implied warranty, our customers should know that the bomber jackets are best worn in the spring or fall when the weather is not too hot and not too cold. The bomber jackets are not great for the cold temperatures ; just because bomber jackets are simply made for the Spring/Fall weathers. Apart of our written warranty we want the clients to know that the bombers are not to be bleach while washing it. Also, having the tumble dry on low settings is the best way to avoid the garment from shrinking.

SAFETY REGULATIONS

According to the "" The flammable fabrics act "" affects mostly infant and children's sleepwear" (Page 421) Garner B. Myrna, Keiser J. Sandra (2003) "Beyond Design: The Synergy of Apparel Product Development." New York, Fairchild Publications. Our garments contains a mixture of polyester, cotton and satin .With the materials we will be using there shouldn't be a problem with safety regulations, because we aren't using flammable materials. There will also be no lead content in our materials. A typical way of testing fabrics is to request a one-yard to two-yard sample of the fabric being considered and then run appropriate standard tests on that fabric. (Page 422) Garner B. Myrna, Keiser J. Sandra (2003) "Beyond Design: The Synergy of Apparel Product Development." New York, Fairchild Publications. Testing out the fabrics before designing the garments is essential because knowing the quality and how the fabrics reacts during the chemical process is crucial. Testing the fibers helps the developers know what works with what.

With the bomber jackets we're designing the stitches we'll be using is the 400-stitch class, which is great to use on jackets like ours. The machine that we chose was the chain-stitch machine for our garments because it'll be sewing in several threads at a time; since we are making bomber jackets we want it to be very structured and well developed with the stitching area. The stitch per inch for the bomber jackets is 8-10 SPI. It will take 17.4 yards of seam to sew per minute. When sewing the garments it is essential to have a seam allowance, so that the garment can be well structured and fitted.. A seam allowance is the space you make at the ending of each pieces of fabric that's being sewn together. The seam allowance we'll use is ¼- inch.

Assembly methods

Three major production assembly methods or systems are employed in apparel manufacturing plants. These methods are the progressive bundle system, the unit production system, and the modular manufacturing method. (Page 440) Garner B. Myrna, Keiser J. Sandra (2003) "Beyond Design: The Synergy of Apparel Product Development." New York, Fairchild Publications. Modular Manufacturing Method is what we chose to do for creating our collection. The Modular Manufacturing Method is a Method where there are groups of workers that are separated and have their own job to do in each process in making the garment. This is so much easier with spotting out the mistakes because they are doing it step by step. Also, each of the workers that are in each station will be well trained in their specific department; For example, if the worker was in charge of sewing the zippers they'll just be sewing the zippers and they'll be great at it. If it was another method like the Unit Production system it would have been more difficult. In the unit production system, each of the workers will be walking through each station;

which will be harder for them because they'll have to be trained in each department. Overall, the unit production system will be harder for workers to go back to fix their mistakes.

Finishing

The finishing process includes trimming threads, final inspection, repairing defects, pressing, folding, and packing. (Page 443) Garner B. Myrna, Keiser J. Sandra (2003) "Beyond Design: The Synergy of Apparel Product Development." New York, Fairchild Publications.

During the finishing process, we want to make sure that everything is all set and done before it goes out to the retailers and onto the sales floor. It is very critical to have a final inspection because if there is an error on the garments and no one inspects it; it leads to customers not wanting to buy it. This can look bad for the company because once the customer sees that the product has an error then they'll put word out and that can make the company look bad. It will also be a waste of materials and money for the business. So, for our collection it's important to make sure we inspect the garments for errors. For the packaging, the bomber jackets will be hanged up on hangers and wrapped up with a protective covering. We then are going to add our tags to the jacket so that it can be floor-ready. For the overall construction criteria we have to make sure that everything is all set and that there are no errors during the distribution process.

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