

A scenic view of a tropical beach. The foreground shows a sandy beach with several orange lounge chairs and palm trees. The water is a vibrant turquoise color, transitioning to a deeper blue further out. In the background, there are green hills and a small town built on a slope. The sky is blue with scattered white clouds.

Princess Fashion

By Makenna Prince

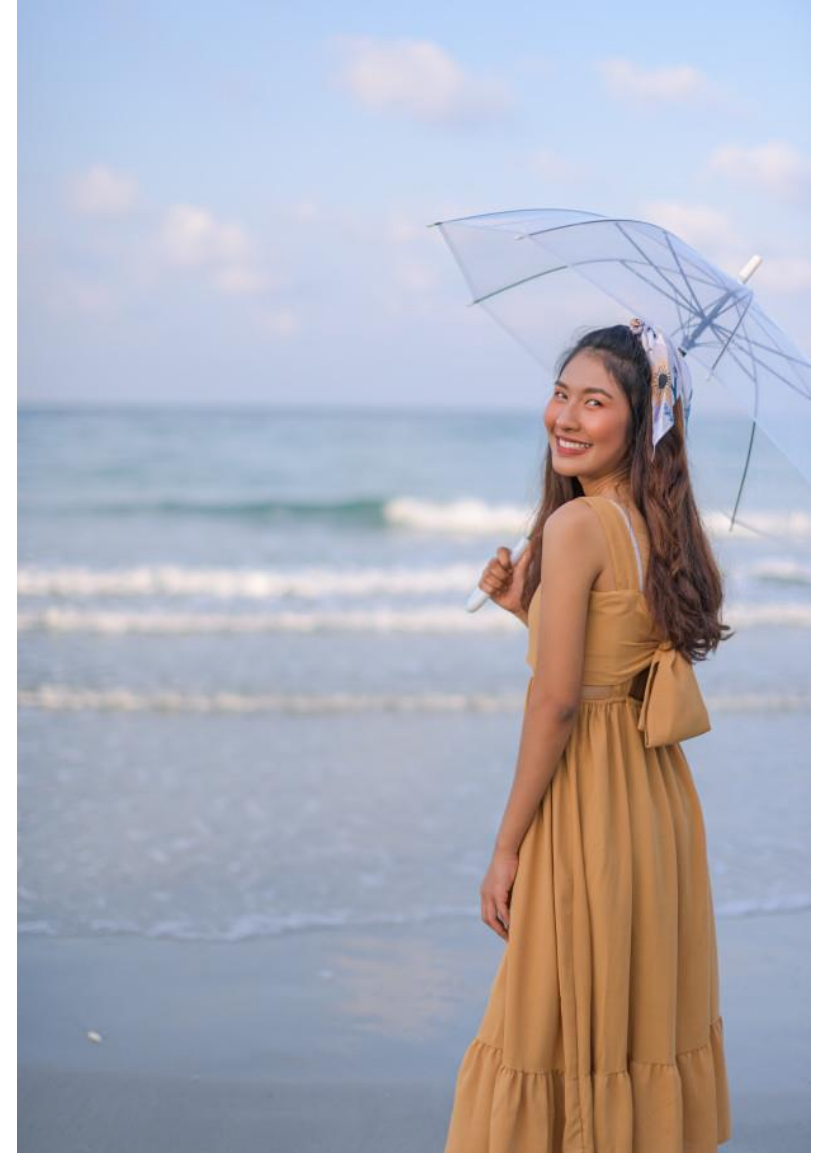
Creating the Line

- Brand name: **Princess Fashion**
- Mission statement: **To provide elegant clothing to our clients and to achieve our goal of exceeding customer expectations in all facets of the customer experience.**
- The season your line will be developed: **Resort 2022**
- Collection category: **Ready-to-Wear**



Consumer Markets

- Demographics:
 - Age: 25 - 40
 - Gender: female
 - Location: around the world
 - Employment status: employed middle class
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- Psychographics:
 - Personality: fashionable
 - Values: family, friends, travels
 - Attitudes: out going
 - Interests: fashion, travel
 - Lifestyles: Travels often



Pre-Production & Production Planning

Our competitors include the likes of Fe Noel, The Reformation and Pampelone. These three brands have a similar aesthetic to that of Princess Fashion. Princess Fashion is a mid-range brand that creates sustainable clothing that creates a feeling of royalty in the wearer.

Merchandising & Assortment Planning

Style #	Color #	color name	Season	Size	SKU	IRN
001301	034-	Mango Sorbet	R22	xs	1301-034-R22-xs	001
001302	120-	Atlantic Blue w/ flowers	R22	s	1302-120-R22-s	002
001303	020-	Atlantic Blue	R22	m	1303-020-R22-m	003
001304	034-	Mango Sorbet	R22	l	1304-034-R22-l	004
001305	013-	Olive Oil	R22	xl	1305-013-R22-xl	005
				xxl		
001306	021-	Butter	R22		1306-021-R22-xxl	006
001307	031-	Orchid Flower	R22	xs	1307-031-R22-xs	007
				s		
001308	034-	Mango Sorbet	R22		1308-034-R22-s	008
001309	031-	Orchid Flower	R22	m	1309-031-R22-m	009
001310	131-	Orchid Flower w/ flowers	R22	l	1310-131-R22-l	0010



Merchandising & Assortment Planning

Color Palette:

Orchid Flower | Coloro: 150-38-31

Olive Oil | Coloro: 044-52-13

Butter | Coloro: 040-86-20

Mango Sorbet | Coloro: 030-67-34

Atlantic Blue | Coloro: 115-35-20

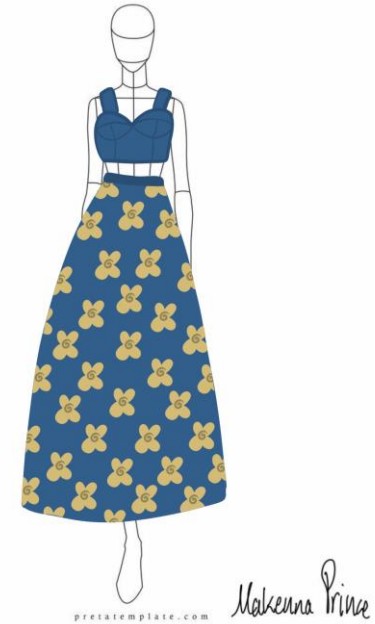
WGSN x Coloro Key Colors for Spring/Summer 2022. (Photo courtesy of WGSN & Coloro)

Merchandising & Assortment Planning

Dress name:

1. Resort Date – Silk dress
2. Darling of Dusk – Two-piece rayon top and skirt

Sample of collection



Merchandising & Assortment Planning

Materials:

1. Linen
2. Cotton
3. Silk
4. Viscose/rayon

1



2



3



4





Conclusion

Clothing will be sent out to fashionable influencers with a following of 100,000 or more. Princess Fashion will also buy advertising spots on social media and magazines online/hard copy. We will also aim to collect email addresses from interested consumer for internal marketing. With all three sources of advertising, we are sure to have a large outreach to create interest in our brand.

Citation

- Trendsetter. (2020, May 6). WGSN x Coloro Announce Key Colors for Spring/Summer 2022. Retrieved from <https://www.fashiontrendsetter.com/v2/2020/05/06/wgsn-x-coloro-announce-key-colors-for-spring-summer-2022/>