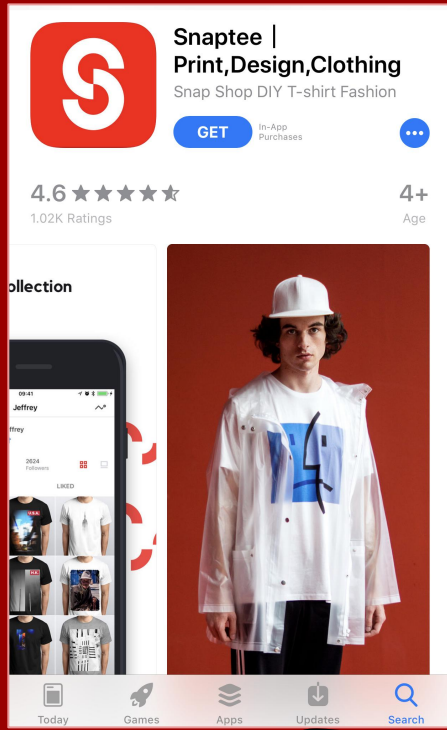



A GRAPHIC T-SHIRT BRAND
BY
Rayanne Jones
Sangey Lama
Musarat Merchant
LianaRodriquez

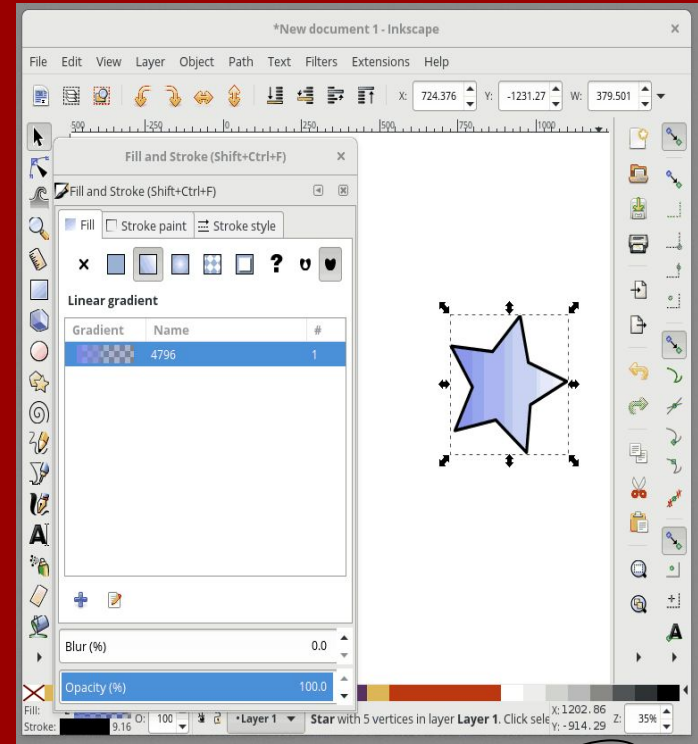
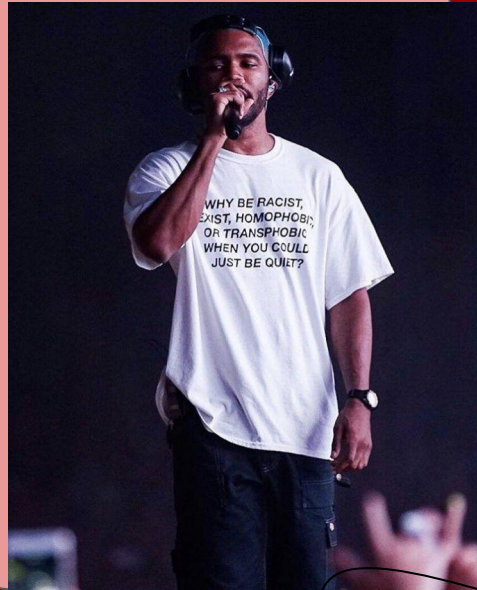


THE CURRENT STATUS OF GRAPHIC T-SHIRT

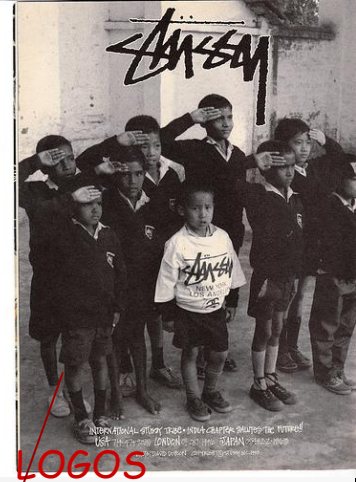
SOCIAL MEDIA'S INFLUENCE IN 2019



A  By a 18 year old



MAJOR TRENDS WITHIN GRAPHIC T-SHIRTS!!!!



BOLD STATEMENTS.



the chinoiserie style
which first became
popular in the 18th
century



OUR FOUR GRAPHIC T-SHIRT LINES

“FUTURISTIC”



OUR FOUR GRAPHIC T-SHIRT LINES



“HOLLYWOOD”



OUR FOUR GRAPHIC T-SHIRT LINES

“EDUCATE”



OUR FOUR GRAPHIC T-SHIRT LINES

“TIE- DYE”



Target Market

Demographics:

- Men and women who are between the ages of 18-30 years old.
- Their annual income is approximately \$20,00 to 65,000
- Live in urban cities like New York city, Los Angeles, and London

Psychographically:

- They are creative and like to think outside the box.
- Innovative and independent set of people
- Outspoken and social
- Comfort + style



Competition

KENZO



Bamboo Tiger' T-shirt

\$145

Kenzo is a leading competitor who's marketing mix is relative to our own. They do not specify a niche target market because they believe they cater to everyone. Their customers are aged 10-40 years old and above. Their customers are people who want to stand out with bold avant garde style clothing. They use the brand for higher self esteem. Because wearing this clothing makes them feel good. They use Kenzo as a reward or achievement of something,

Competition

Opening Ceremony



Saintwoods SW GUM TEE

\$70

Yung ArtKid. This group contains of people from the ages 20-18 and are making about 50,000 a year. The Yung Artkid is intrigued by modern contemporary art and is listening to popular new music. They are Internet savvy and are in tune with Instagram and their holy grail. Instagram is there platform and is where they are thriving. They are always on top of the trends and leading companies. They want to be on track and ahead in the fashion game.

MERCHANDISING & MARKETING

- Online
- Macy's
- Nordstrom

Digital Marketing

Media platforms

- ❖ Instagram
- ❖ Facebook
- ❖ Twitter

TECH PACK

Brand	MODISH	Technical Designer	Musarat Merchant
Collection	Spring/ Summer 2019	Date	5/12/19
Item Description	Hollywood Line Graphic T-shirt (Marilyn Monroe)	Measurements size	Extra Small
SKU	HollywoodT1	Gender	Unisex fit
Sizes	XXS-XL	Color(s)	Pantone PQ-1895C

Fabric:	Component	Fabric	Composition	Colors
	Body	Supima Cotton	100% Supima	Pantone PQ-1895C

Graphic for this T shirt:

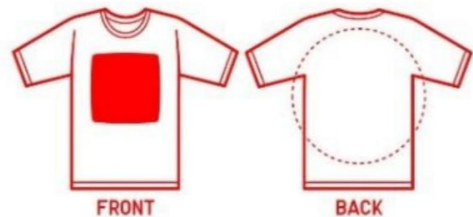


Typography:

“Diamonds” are a girl’s best friend!

- Marilyn Monroe

NO GRAPHIC ON BACK



● This shirt has no image on the back.



Font to use for typography:

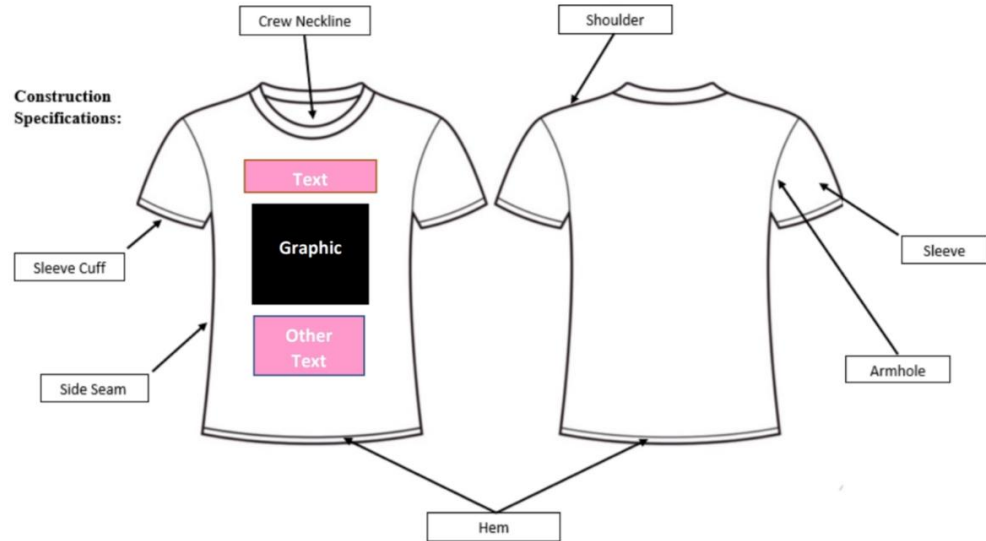
Alex Brush
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Font Color: Black

Highlight: Shocking Pink

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Product Size Guide

SIZE	XXS		XS		S	
	inch	cm	inch	cm	inch	cm
BODY LENGTH BACK	24 2/5	62	25 1/5	64	26 3/8	67
SHOULDER WIDTH	15 5/9	39.5	16 1/7	41	16 3/4	42.5
BODY WIDTH	17 1/8	43.5	18 1/3	46.5	19 1/2	49.5
SLEEVE LENGTH	7 1/2	19	7 2/3	19.5	8 1/4	21

SIZE	M		L		XL	
	inch	cm	inch	cm	inch	cm
BODY LENGTH BACK	27 5/9	70	28 3/4	73	29 1/2	75
SHOULDER WIDTH	17 1/3	44	18 1/9	46	18 8/9	48
BODY WIDTH	20 2/3	52.5	22 1/4	56.5	23 5/6	60.5
SLEEVE LENGTH	8 2/3	22	9	23	9	23

PRODUCT TAGS & LABEL

Tag # 1

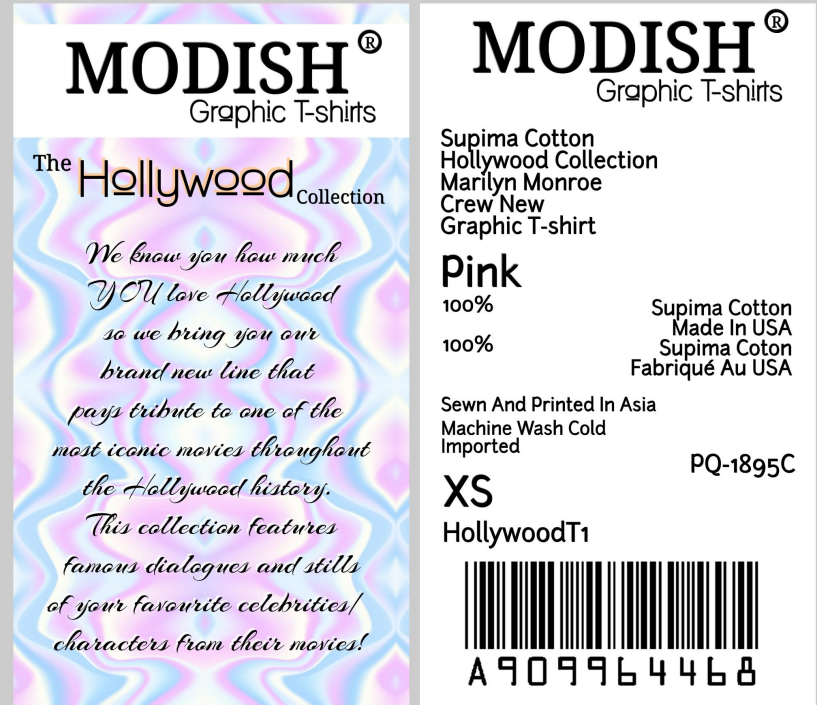


(Front)

(Back)

LABEL: The brand's name
“MODISH” will be directly printed
on the inside of the back of the
graphic tees in black ink

Tag #2



(Front)

(Back)

THE QUALITY CONTROL PROCESS

In the QC process we first start off with an effective garment quality control strategy. Our quality controlling quality starts off with setting the right quality expectations and then inspecting and testing our products before we ship them.



Incoming Quality Control

The first process is the (IQC) where we inspect the raw and component materials when they arrive to our factory. Our QC management team make sure what we ordered is correct and validate that the quality is good also. If the quality and fabric is correct we would then accept and move forward.



In- Process Quality Control

The next process is the (IPQC) where we do routine checks that are performed during production. It insures that the product quality is met before they are approved for consumption and marketing.

The steps includes:

- Touch and wear
- Checking the labels
- Wrinkle test
- Washing test
- Counting the stiches
- Check measurements



Outgoing Quality Control

The last process is the (OQA) the last full inspection of our products before they are shipped off. Ensuring the shipment is defect-free. Our management team will check the quality again and see if there are any new mistakes before shipment.



Our employees

As much as we care about the quality of our product we care about the health of our employees first. A clean working environment helps reduce worker sick days.



THE COST OF THE GARMENT

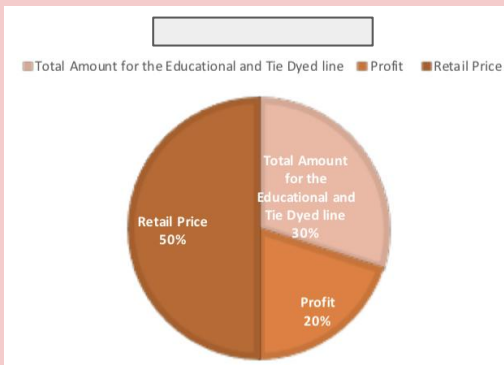
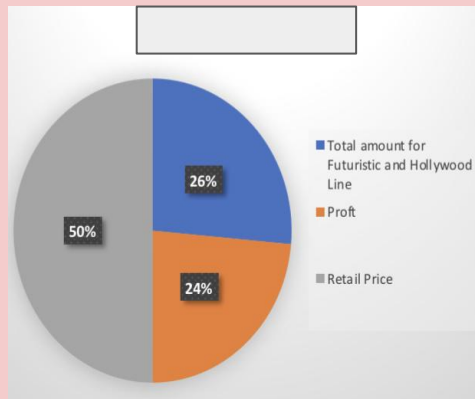
Date: 05/09/2018
 Style #123
 Fabric: Supima Cotton
 Category: Unisex
 Product: Round Neck T-shirt (Unisex)
 Country: USA

Fabric Costing	PRICE/YD	COST/PCS	COST IN DZN	Cost/50 PCS
Total Fabrics Cost	\$9.75		\$117	\$487.50
Trimming				
Stitching		\$1.75	\$21	\$87.50
Cutting		\$1.26	\$15.12	\$63
Finishing		\$1.75	\$21	\$87.50
Packaging		\$1.55	\$18.60	\$77.50
Labor		\$0.90	\$10.80	\$45
Shipping		\$0.25	\$3	\$12.50
Thread		\$0.15	\$1.80	\$7.50

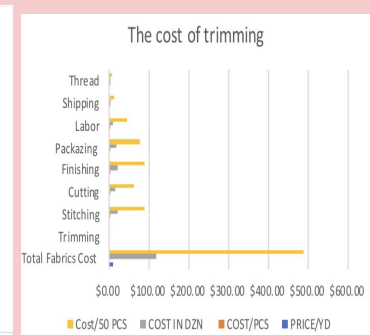
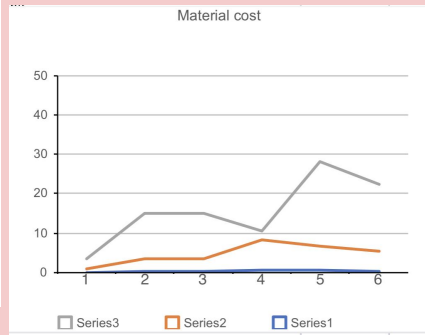
Materials				
Ink Price	\$0.07	\$0.84	\$3.50	
Neck hem	\$0.30	\$3.60	\$15	
Bottom hem	\$0.30	\$3.60	\$15	
Hang tags	\$0.70	\$8.40	\$10.50	
Wash Care Label (Left S5 Inside)	\$0.56	\$6.72	\$28	
T-shirt logo	\$0.45	\$5.40	\$22.50	
Screen Print for "Hollywood" and "Futuristic" Line	\$6.68	\$80.16	\$334.00	
Screen Print for "Tie Dyed" and "Educational" Line	\$6	\$72	\$300	

Total Amount for the "Futuristic" and "Hollywood" Line	\$26.42
Profit	\$23.57
Retail Price	\$49.99

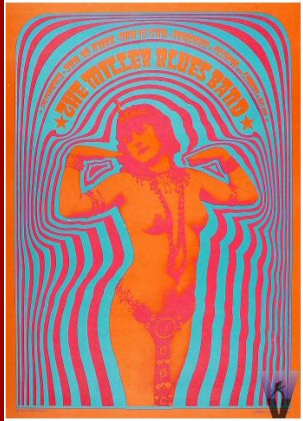
Total Amount for the "Educational" and "Tie-Dyed" Tsh	\$25.74
Profit	\$17.25
Retail Price	\$42.99



- Screen printing \$6.68 for hollywood and futuristic line
- Screen print \$6 for tie dyed and educational line.



MOOD BOARD



THE END!