



OFF-SHAPE

**“The Most Alluring thing a woman can
have is confidence.”**



SKETCHES

Trends

Fall:

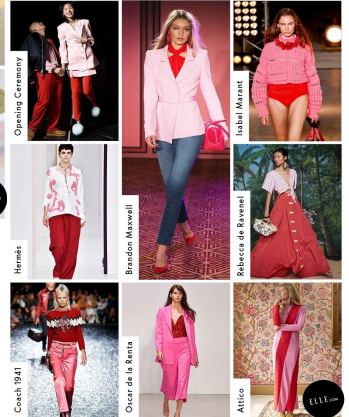


Spring:

Statement Straw Hat



Pink/Red

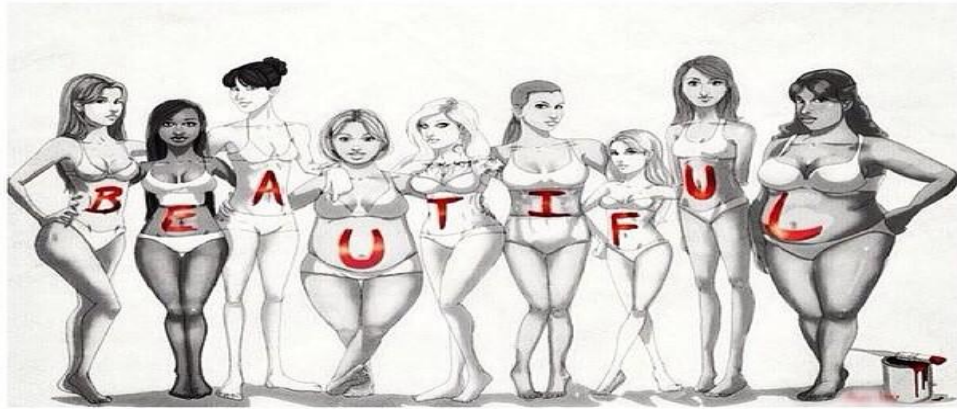


Now Introducing

OFF-SHAPE

Mission Statement

To allow every woman wearing our product to feel as powerful and as confident as they can be no matter what size or shape. To make women realize that they are beautiful, no matter how they look or what they wear.



Inspiration



Burnt

Warm orange shade, simulates the burnt leaves in autumn.

Camel

Warm caramel tone, very similar to Camel's fur.

Sandy

Earthy, warming tone that simulates the Sand on our feet after a great day of summer.

Big Apple

Bright shade of red with blue undertone, fearless as NYC.

Emerald

Deep shade of green, simulates a stunning Emerald.

Elf

Pale green, a bit more vivid than the rest tones of green in the palette.

Shadow

Intense, but subtle shade of black that simulates our shadow.

Rown

Brown with rich red undertone, a brown with so much personality.

Sandy

Earthy, warming tone that simulates the Sand on our feet after a great day of summer.

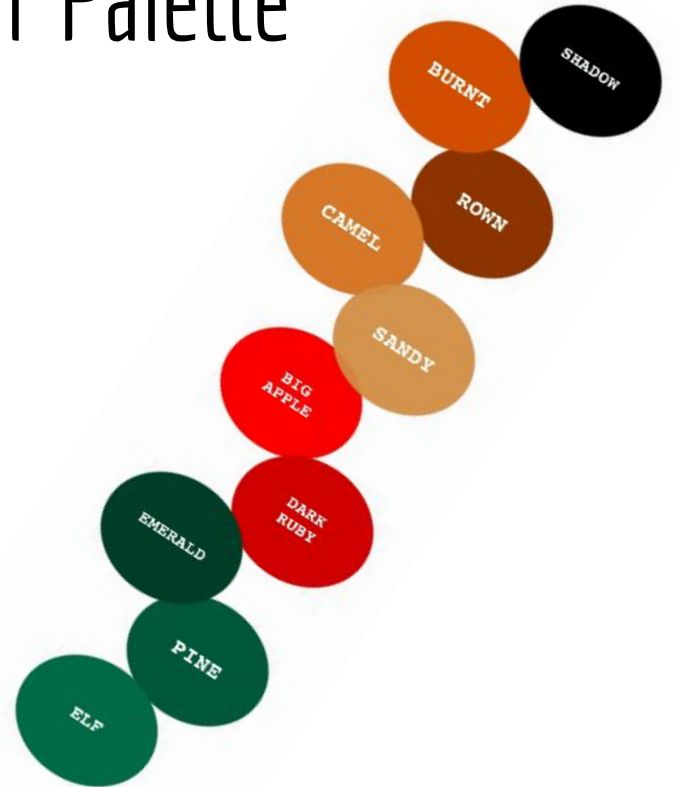
Dark Ruby

Intense almost burgundy color, that simulates the most beauty of a luxurious ruby.

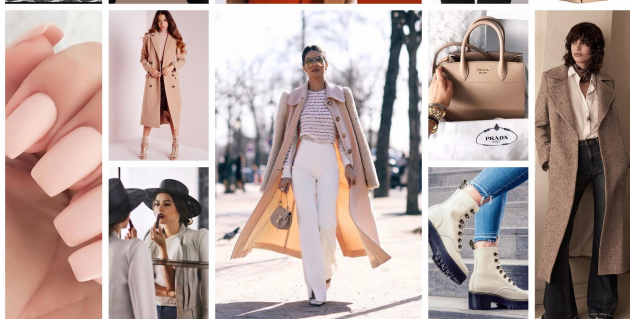
Pine

The perfect tone of green found in nature during the cold months.

Color Palette



Mood Boards



3 Styles



RUNWAY



ICONIC



CROSSTOWN

Accessory Piece



- ❖ Statement Piece: HAT
- ❖ Fabric: Mohair Wool
- ❖ Easy & Wearable
- ❖ Fierce Look

Competitors:

RALPH
LAUREN

Calvin Klein
CK



MICHAEL KORS

TOMMY  HILFIGER



IVANKA TRUMP

Shopping the Market



Adapting the product to the market

- ❖ While identifying aspects of competitors' product lines, it became easy to identify that there is a lack of plus sizes garments in the private label sector of the industry.
- ❖ It is important to set priorities for product adaptation. A balance must exist between customer and market needs, and the cost of development and likely return on your investment.
- ❖ The company uses this strategy to quickly customize existing products for different markets, helping reduce the cost of development and speeds up the introduction of new products.

Fabric Evaluation

- Our brand has decided to use Mohair Wool as our main fabric
- We chose to use Mohair wool due to it being heat resistant, flame resistant, durability, and dyeing process.
- Heat resistant: Can be great for winter and summer garments, it absorbs and releases moisture which allows you to feel comfort while wearing your wool coat.
- Flame Resistant: Mohair tends to be difficult for igniting and instead of bursting in flame it smoulders and chars. To meet our standards mohair wool had to undergo many testings and treatments to make it perfect quality for our target market. Mohair low heat combustion and high moisture content are great for its flame retardancy properties
- Durability: Mohair wool has great elasticity and flexibility when using it to make clothing garments. Mohair does not absorb dirt easily and stains can be easily removed as well. Another great quality of this is smoothness and how low of static this wool can be
- Dyeing: When dyeing Mohair fabric you have to make sure it is well cleaned. If your Mohair fabric has any lanolin left it can oxidize your fabric and leaving it with a stiff sticky feeling. Lanolin will cause dyes to wash off in hot water or rub off when is a heated place causing it to melt right in your hands as you work with it this mostly occurs in the manufacturer stage as the fabric is being created. Mohair dyes beautifully by using natural dyes or acid dyes. There are different methods of dyeing Mohair wool but it is very important to clean Mohair before doing so.

PRODUCTION OF THE ANGORA GOAT

- Today mohair is mainly produced in South Africa which is known to be the best quality in the world due to farms taking good care of the Angora Goat (mammal). The Angora goat is great for areas of low rainfall and humidity, it can also survive strong temperature weather but when it has been sheared it can be sensitive to it. In South Africa the first shearing of the Angora goat take place around January to February which is usually six months after their birth. But when July and August comes the Mohair that has been produced it is classified to be fabric for summer and winter kids, as for the 18 to 24 month shearing the goats are classified as young adults. The last stage is the 24 to 30 months shearing which he goat is considered to be a full grown adult and from the wool it produces fabric for garments that adults wear. But generally the Angora goat mainly produces its fiber during summer than winter.

Cost

Fabric:

▲ $\$29.99/\text{yard} \times 3 \text{ yards used} = \89.97

Notions:

▲ Style 1 & 3: $101.94 \text{ (fabric and lining)} + 1.99 \text{ (6 button)} = \113.88

▲ Style 2: $101.94 \text{ (fabric and lining)} + 1.99 \text{ (3 button)} = \107.91

Lining & Interfacing:

▲ $\$3.99/\text{yard} \times 3 \text{ yards used} = \11.97

Labor cost for cutting:

▲ Style 1 & 3: $113.88 + 8.00 = \$121.88$

▲ Style 2: $107.91 + 8.00 = \$115.91$

Cost

Labor cost for sewing

- ▲ Style 1 & 3: 121.88 (cutting labor) + 60.00 (sewing labor) = \$181.88
- ▲ Style 2: 115.91 (cutting labor) + 60.00 (sewing labor) = \$175.91

Marginal cost of production

- ▲ Style 1 & 3: $203.77 \times .20 = \$40.75$ (margin)
 $203.77 + 40.75 = \$244.52$ (total cost to make the garment)
- ▲ Style 2: $197.01 \times .20 = \$39.40$ (margin)
 $197.01 + 39.40 = \$236.41$ (total cost to make the garment)

Overhead

- ▲ Style 1 & 3: $\$181.88 \times .12 = \21.82 (overhead)
- ▲ Style 1 & 3: \$203.77 new subtotal
- ▲ Style 2: $\$175.91 \times .12 = \21.10 (overhead)
- ▲ Style 2: \$197.01 new subtotal

costs Profit

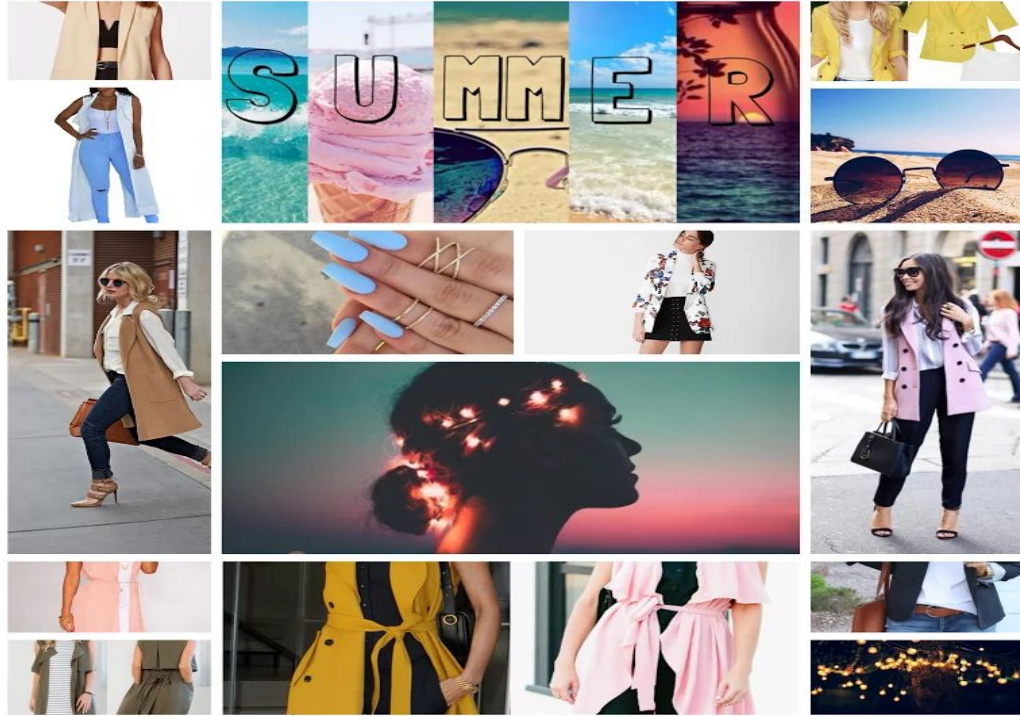
- ▲ Style 1 & 3: $\$244.52 \times 2.2 = \537.94 or \$540 (Final sell price)
 $= \$293.42$ (Profit)
- ▲ Style 2: $\$236.41 \times 2.2 = \520.82 or \$520 (Final sale price)
 $= \$284.41$ (Profit)

Quality Control

Process of making the wool mohair trench coats :

1. After choosing a fabric we send over the designs to our manufacturer which is Standeven who specializes in mohair wool coating and suiting.
2. Pre-shrink everything
3. Pattern selection & modification
4. Interlining
5. Now that we have a pattern we construct the garment

SUMMER 2018 LOOKS (COMING SOON)



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