

*Madswell*

Product Sourcing & Assortment Planning / Fall 2017



## PRODUCT SOURCING & ASSORTMENT PLANNING / FALL 2017

- FOR THIS PRODUCT SOURCING AND ASSORTMENT PLANNING PROJECT, WE DEVELOPED A 3 PIECES CAPSULE DRESS COLLECTION, AND THE FABRICS HAD TO BE SPECIFIED BY THE PROFESSOR. IN ORDER TO DESIGN THIS COLLECTION, WE DID THE TREND ANALYSIS AND EXPLORED TRENDS FOR SPRING & SUMMER 2018. ALSO, WE DEVELOPED A SALES PROJECTION, COST SHEETS, MARKET CALENDAR AND SOURCED THE VENDORS' INFORMATION AFTER CREATING THE PRODUCTS FOR MADEWELL.

# Madewell

- J Crew (2000)
- 113 stores
- Focus on Denim
- Young
- Cool
- Artful
- Timeless Design



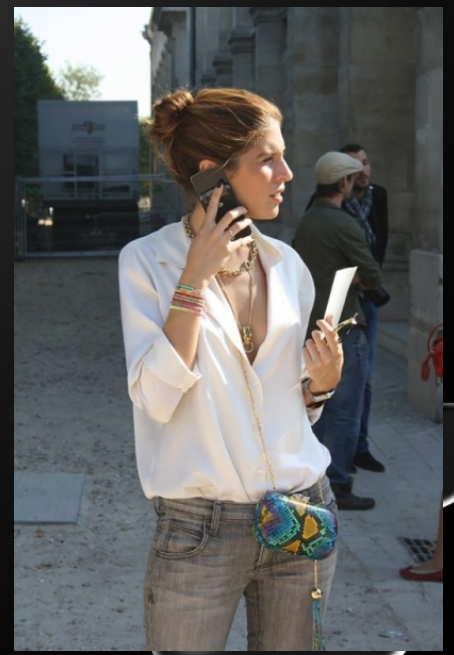
# Trend Analysis



FALL TRENDS FROM NYFW

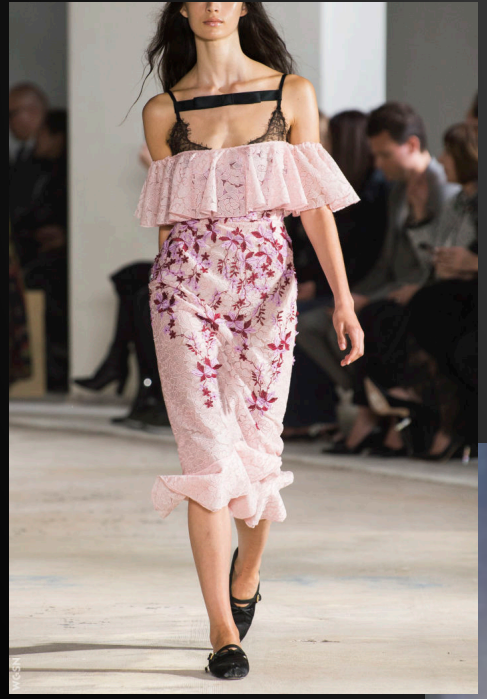
## OFF-THE-SHOULDER

STYLECASTER.COM

Three models are shown in off-the-shoulder outfits. The first model wears a white, off-the-shoulder top with a ruffled neckline and a mustard-colored skirt. The second model wears a black, off-the-shoulder, sequined dress. The third model wears a bright green, off-the-shoulder top with puffed sleeves and wide-leg, plaid trousers.



Altuzarra



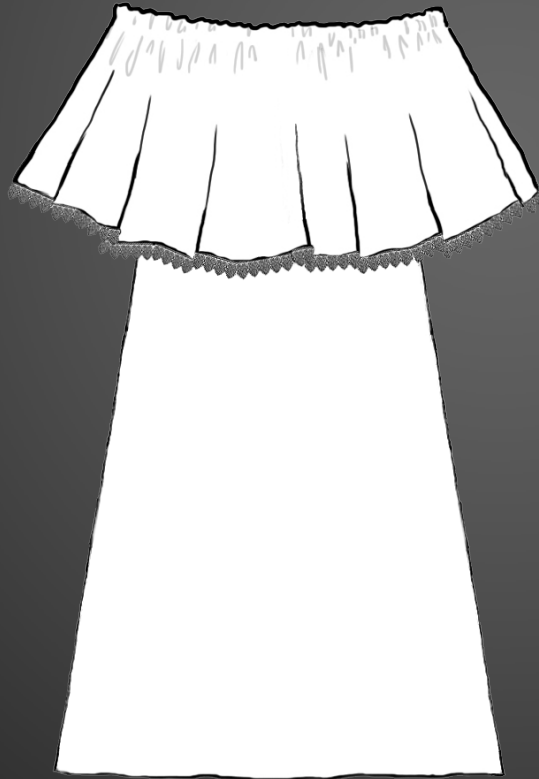
*Trend  
Analysis*



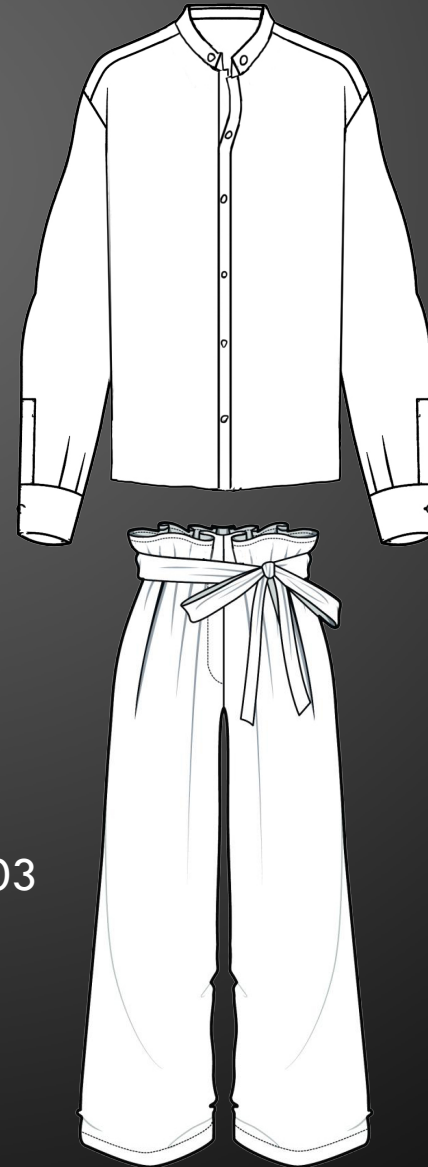
# Trend Analysis



# Style



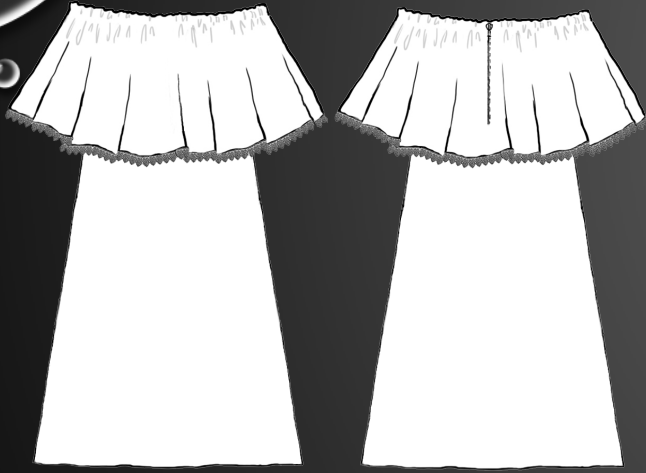
SKU: #SS1801/1802/1803  
Color: ● ● ●  
COG: \$24.07  
Retail: \$79



SKU: #SS1805  
Color: ●  
COG: \$26.92  
Retail: \$89

SKU: #SS1804  
Color: ●  
COG: \$30.97  
Retail: \$103

# Madewell S/S 2018 Design Development



**SKU: #SS1801/1802/1803**

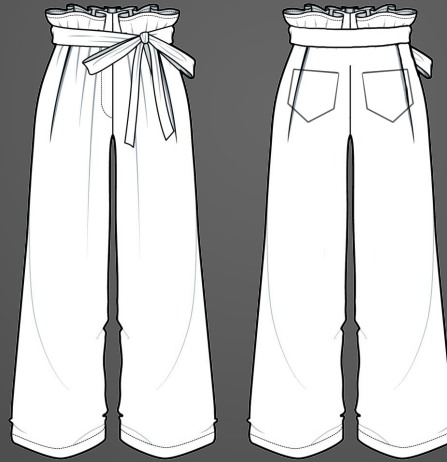
**DESCRIPTION:** Off-Shoulder dress

**COG:** \$38

**RETAIL PRICE:** \$119

**SIZE:** XXS/XS/S/M/L/XL

**UNITS:** 3000 Lilac/ 600 Latte/ 600 Grey



**SKU: #SS1804**

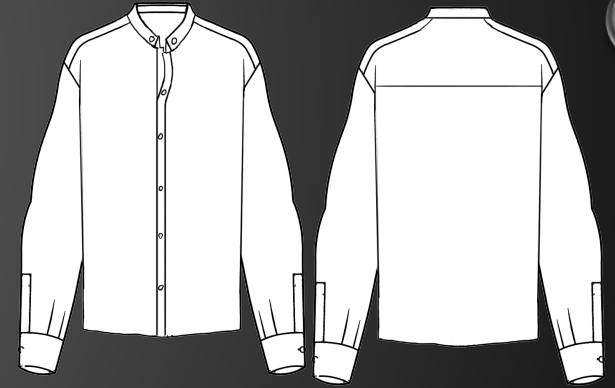
**DESCRIPTION:** Summer pant

**COG:** \$35

**RETAIL PRICE:** \$109

**SIZE:** XXS/XS/S/M/L/XL

**UNITS:** 2800 Grey



**SKU: #SS1804**

**DESCRIPTION:** Plain shirt

**COG:** \$30

**RETAIL PRICE:** \$99

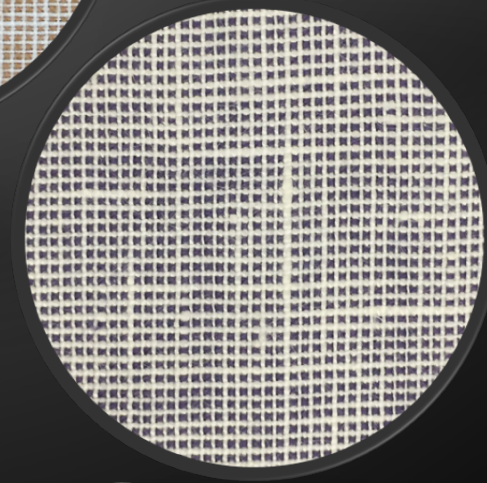
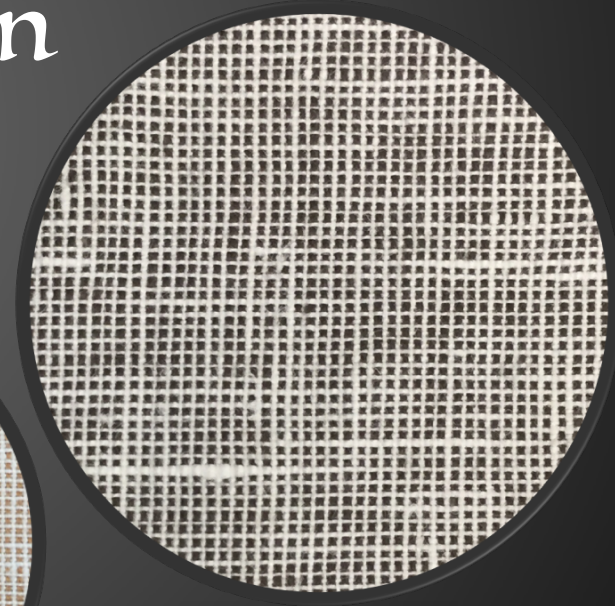
**SIZE:** XXS/XS/S/M/L/XL

**UNITS:** 3400 Latte



# Fabric Information

- **Yarn Dyed Woven**
- **75% Linen 25% Cotton**
- **58" width 175 gm/m<sup>2</sup> weight**
- **Latte 4000 yds**  
**Grey 5000 yds**  
**Lilac 4000 yds**
- **\$ 5.00/yd, FOB Turkey**





CAPSULE GROUP /  
KEY LOOKS S/S  
2018

<b>SEASON:</b>	Spring/Summer 2018	<b>SELLING PRICE:</b>	\$119	
<b>STYLE#</b>	#SS1801/1802/1803	<b>COLORS:</b>	Lilac	Latte
<b>FABRIC:</b>	Yarn dyed woven		Grey	
<b>SIZE RANGE:</b>	XXS/XS/S/M/L/XL	<b>UNITS:</b>	4200	
<b>DESCRIPTION</b>	Ruffled off-shoulder dress			

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**COST SHEET**

**MATERIALS**

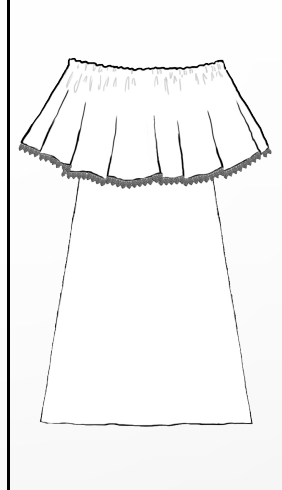
ITEM#	FABRICS	Yards	Price/Yd	Amount
#SS1801	75%Linen/25%Cotton	1	\$ 5.00	\$ 5.00
	Lace	1	\$ 0.40	\$ 0.40
	<b>TOTAL</b>			\$ 5.40

Notions

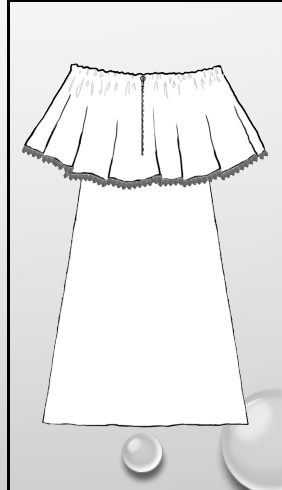
ITEMS		Quantity	Price Each	Amount
	Elastic	1	\$ 0.10	\$0.10
	Labels,poly,bags	1	\$ 1.10	\$1.10
	Hang tag	1	\$ 0.40	\$ 0.40
	Linning	1	\$ 6.00	\$ 6.00
	<b>TOTAL TRIMMINGS COST</b>			\$ 7.60

ITEMS		Quantity	Price Each	Amount
Shipping	FOB Turkey	1	\$ 1.70	\$ 1.70
	Turkey to SF	1	\$ 4.50	\$ 4.50
Packing	packing material	1		\$ 0.17
	<b>TOTAL</b>			\$ 6.37

Machine	Operation			
			Total Labor	\$ 11.05
			<b>TOTAL COST</b>	\$ 38.00
			Suggested Retail	\$ 119.00
			MU%	68%



FRONT



BACK

*Product Cost Sheet*

*s/s 2018*

<b>SEASON:</b>	Spring/Summer 2018	<b>SELLING PRICE:</b>	\$119
<b>STYLE#</b>	#SS1804	<b>COLORS:</b>	Grey
<b>FABRIC:</b>	Yarn dyed woven	<b>UNITS:</b>	2800
<b>SIZE RANGE:</b>	XXS/XS/S/M/L/XL		
<b>DESCRIPTION</b>	Wide leg pants with strap		

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**COST SHEET**

**MATERIALS**

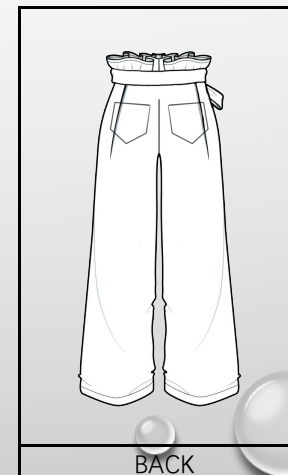
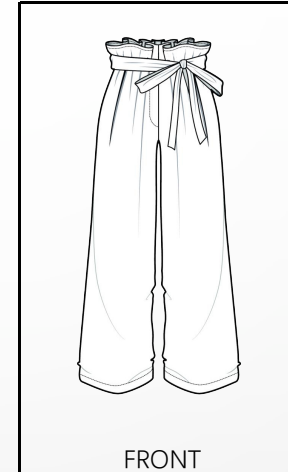
ITEM#	FABRICS	Yards	Price/Yd	Amount
#SS1801	75%Linen/25%Cotton	1.5	\$5	\$ 7.50
	TOTAL			\$ 7.50

Notions

ITEMS	Quantity	Price Each	Amount
Shell Button	1	\$ 0.31	\$ 0.31
YKK Zippers	1	\$ 1.21	\$ 1.21
Labels,poly,bags	1	\$ 1.10	\$ 1.10
Hang tag	1	\$ 0.40	\$ 0.40
	TOTAL TRIMMINGS COST		\$ 3.02

ITEMS	Quantity	Price Each	Amount
Shipping	FOB Turkey	1 \$ 1.70	\$ 1.70
	Turkey to SF	1 \$ 4.75	\$ 4.75
Packing	packing material	1 \$ 0.20	\$ 0.20
	TOTAL		\$ 6.65

Machine	Operation		
Labor			
	TOTAL		\$ 15.00
		TOTAL GARMENT COST	\$ 35.00
		Suggested Retail	\$ 109.00
		MU%	68%



*Product Cost Sheet*

*s/s 2018*

<b>SEASON:</b>	Spring/Summer 2018	<b>SELLING PRICE:</b>	\$79
<b>STYLE#</b>	#SS1805	<b>COLORS:</b>	Latte
<b>FABRIC:</b>	Yarn dyed woven	<b>UNITS:</b>	3400
<b>SIZE RANGE:</b>	XXS/XS/S/M/L/XL		
<b>DESCRIPTION</b>	Plain shirt		

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**COST SHEET**

**MATERIALS**

ITEM#	FABRICS	Yards	Price/Yd	Amount
#SS1801	75%Linen/25%Cotton	1	\$ 5.00	\$ 5.00
	TOTAL			\$ 5.00

Notions

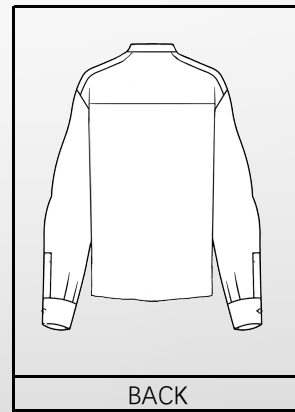
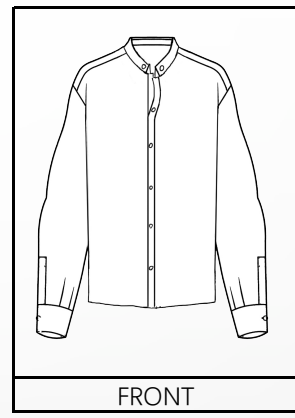
ITEMS	Quantity	Price Each	Amount
Buttons	7	\$ 0.07	\$ 0.49
Labels,poly,bags	1	\$ 1.10	\$ 1.10
Hang tag	1	\$ 0.40	\$ 0.40
	TOTAL TRIMMINGS COST		\$ 1.99

ITEMS	Quantity	Price Each	Amount
Shipping	FOB Turkey	1	\$ 1.00
	Turkey to SF	1	\$ 3.00
Packing	packing material	1	\$ 0.20
	TOTAL		\$ 4.20

Labor

Machine	Operation		
	TOTAL		\$ 10.05

		TOTAL GARMENT COST	\$ 30.00
		Suggested Retail	\$ 99.00
		MU%	70%



*Product Cost Sheet*

*s/s 2018*



# Vendors



MOMTEKS is a multinational garment manufacturing and fabric wholesale company located in Istanbul, and established in 2013. Their manufacturing capability on both knitted and woven, and they also have in-house fabric sales & supply organization to offer product development. In addition, they cover a wide range of clothing products in men and women from design and production to delivery.

- Offer private label collections and finished products sale
- From the presentation of fabric swatches until the ordering stage and delivery, the whole production process is managed jointly with their customers.
- Have a dedicated team to meet the production demands for smaller quantities.
- Have in-house designers and offer garment and graphic design



The Company is owned by Mrs. Mukadder and her partner by 2004 In Izmir, Turkey. The owner has experience in all levels of ready-made garment development and production since 1985.

- The owner has good work experience with big companies, like Adidas, Nike, Patagonia, H&M.
- Pattern making
- Sample sewing
- Fabric development
- Fair Trade
- Manufacturing wide range( baby wear, men's wear, women's wear, etc)
- Jersey, Woven



# Vendors

The logo for ARTteks features the word "ARTteks" in a bold, sans-serif font. The letters "ART" are in a light blue color, while "teks" is in a dark blue color. The logo is set against a white rectangular background.

ArtTek is well known fashion product manufacturer and exporter in women wear in Istanbul, and it set up more than 30 years. They focus on blouse, dress and pant which are made with high end woven fabrics. They provide the services of garment design, sourcing right fabrics, sourcing accessories, sample house, quality control, certificate, and delivery.

- Set up a long time, 30 years of industry experience
- Provide original design for fashionable products
- Production lead time only 5-8 weeks and quick delivery
- They create their own design every month

# Madewell S/S 2018 Time action Calendar

<b>Time and Action</b>	<b>Start Date</b>	<b>Due Date</b>	<b>Duration</b>
Design Line (include Specification and trim sheet)	10/20	11/2	12
Fabric ship from Turkey to the vendor	11/3	11/4	1
First sample from vendor	11/5	11/13	7
Review samples, give changes	11/14	11/18	4
Second time samples, pre-costing, make changes	11/19	11/30	11
Final costing from the vendor	12/1	12/7	7
Cut, Sew, inspect garments at the factory	12/8	2/8	60
Ships from Turkey to US (VA)	2/9	2/15	6
Distributed in retail stores in CA	2/16	2/26	10
			118

# Citation

<https://www.onlinefabricstore.net/white-cotton-jersey-fabric-.htm>

<https://www.onlinefabricstore.net/2-inch-ivory-chantilly-lace-ribbon-25-yards-.htm>

<https://zipperandthread.com/collections/shell-button/products/genuine-pearl-1?variant=33708735888>

<https://zipperandthread.com/products/cuff-4-hole-3?variant=33419202640>