

Assignment #2: Developing Private Label Cut & Sew Knit Tops

Development Season: Fall 2017

20% of your Grade

Title Page Format: your names, FM244 with your section, approved retailer, collection/brand/label-See Exemplar-Use APA Guidelines (Photos must be cited as well)

Researching the market-researching and developing new ideas for product creation.

In Assignment #1 you have researched your target customer and current product in your selected private label store/brand. It is now time to research important trends for next year's line and to develop new silhouettes, colors, print/pattern or embellishments to comp the business.

Please use the following outline to organize your research (all work must be typed):

I: Theme/Color:

- 1- Describe the theme/story/concept for these three new silhouettes and explain why it is relevant to your target customer. Research using forecasting services, editorials, trade papers, aspirational brands and retailers, and other resources to come up with your overall theme. This theme will support the idea that merchandises your three new silhouettes, the new color palette and the print/pattern/embellishment direction. (Note: For the retailer this theme is typically applied to all classifications in the business, not just a category) You must include a minimum of three different resources and number each resource in your report: 1,2,3...

II: Silhouette Selection:

- 1- **The Key Item Knit Top:**



Sketch or photo current Season 2016 (Assignment #1)



Sketch or Cad of your new development for 2017

- A. Give a written description detailing your **new** Key Item cut & sew knit top.
- B. Research: you will research the trend services, trade publications, higher end stores and designer lines to observe important trends for the key item knit top. Use supporting research to explain the new changes for each of the following apparel features for the new style development. Silhouette, fabric construction and fiber content and design details... trims etc. You must include a minimum of three different resources and number each resource in your report: 1,2,3...
- C.
 - a. List the colors that the style will be available. (Actual Names of the Colors)
 - b. Fabric content (example: 100% cotton (find in care and content label))
 - c. Fabric description/construction: (example: jersey, 2 x 2 rib)

- d. Trims: (example: overlock stitching, scalloped edge, studs, zippers, buttons)
- e. Describe the armhole, seam and hem construction. (set-in, dropped, raglan, dolman)
- f. Country of origin (review care label)
- g. Retail Price (Ticket vs. selling out the door price/promotion)
- h. Size Range (i.e. S-M-L)
- i. Number of colors (minimum of 6-10 colors to be a key item)
- j. Number of SKU's (# of colors x the # of sizes)

2- The Fashion Knit Top:



Sketch or photo current Season 2016 (Assignment #1)



Sketch or Cad of your new development for 2017

- A. Give a written description detailing your **new** fashion cut & sew knit top.
- B. Research: you will research the trend services, trade publications, higher end stores and designer lines to observe important trends for the fashion knit top. Use supporting research to explain the new changes for each of the following apparel features for the new style development. Silhouette, fabric construction and fiber content and design details... trims etc. You must include a minimum of three different resources and number each resource in your report: 1,2,3...
- C.
 - a. List the colors that the style will be available. (Actual Names of the Colors)
 - b. Fabric content (example: 100% cotton (find in care and content label))
 - c. Fabric description/construction: (example: jersey, 2 x 2 rib)
 - d. Trims: (example: overlock stitching, scalloped edge, studs, zippers, buttons)
 - e. Describe the armhole, seam and hem construction. (set-in, dropped, raglan, dolman)
 - f. Country of origin (review care label)
 - g. Retail Price (Ticket vs. selling out the door price/promotion)
 - h. Size Range (i.e. S-M-L)
 - i. Number of colors (minimum of 4-6 colors to be a key item)
 - j. Number of SKU's (# of colors x the # of sizes)

3- The Print, Pattern or Embellished Knit Top:



Sketch or photo current Season 2016 (Assignment #1)



Sketch or Cad of your new development for 2017

- A. Give a written description detailing your **new** print, pattern or embellished cut & sew knit top. Silhouette and the print/pattern/embellishments should be described.

- B. Research: you will research the trend services, trade publications, higher end stores and designer lines to observe important trends for the print, pattern or embellished knit top. Use supporting research to explain the new changes for each of the following apparel features for the new style development. Silhouette, fabric construction, fiber content, print/pattern/embellishment technique, and design details... trims etc. You must include a minimum of three different resources and number each resource in your report: 1,2,3...
- C.
- a. Written style description; make sure to clearly describe the style including all details. (use your own words, not from website)
 - b. List the print/pattern/embellishment by color description available in the store only.
 - c. Fabric content (example: 100% cotton (find in care and content label))
 - d. Fabric description/construction: (example: jersey, 2 x 2 rib)
 - e. Trims: (example: overlock stitching, scalloped edge, studs, zippers, buttons)
 - f. Describe the armhole, seam and hem construction. (set-in, dropped, raglan, dolman)
 - g. Print/Pattern/Embellishment Technique (see workbook)
 - h. Country of origin (review care label)
 - i. Retail Price (Ticket vs. selling out the door price/promotion)
 - j. Size Range (i.e. S-M-L)
 - k. Number of colors (minimum of 2-3 colors to be a novelty top)
 - l. Number of SKU's (# of choices x the # of sizes)

*Above "A" and "B" research will include trend services, editorials, and shopping the market:

Trend Services: You will research the Doneger, Fashion Snoops, WGSN, and any other trend services covered in the class or available on the library database to look for important trends in silhouette, fabric, design details, trims, color, print, pattern or embellishments. Be specific within the services to which trends you have used.

Note: For LY use photo or sketch from Assignment #1 however for 2017 use a sketch or CAD of new design, text must be in your own words-do not insert an entire article from one of these trend services. Describe in detail what is relevant to your customer and how it will be used in the development of the new cut & sew knit tops. These sources, including images, must be cited with APA 6th Edition format using in text and image citing.

Editorials: published in Consumer Magazines and Trade Papers: You will also be required to review Fashion Magazines for editorial layouts. Note the difference between advertisement and editorial information. Great "tear" sheets will really help get your point of view across visually. A picture is often worth a thousand words. Make sure you photo copy your tear sheets and label the exact design detail you would like to point out that inspired you. Always best to have the images in the section of your report that you are applying the trend to that is being described. Also note the brand or retailer as well as the magazine's name and date of issue (see APA). The original copies of the tear sheets should be saved to create your inspiration boards for the final presentation. Write about the fashion periodicals you reviewed for information that is relevant to your new development. Again, the sources must be cited on your reference page (APA).

III: Shopping the Market:

Shopping the market: How lucky you are to be studying fashion in New York City! You will need to get out to the stores...always!! Include information from your shopping trips to higher end stores that would influence fashion trends significant to your customer. You should start to look at stores at least two price levels above your selected store. Since you have already reviewed the forecast services you can focus on a few trends that will be significant to your customer. Look for knit top silhouettes, fabrics, print/pattern/embellishment direction, and interesting design ideas that you can utilize on your new knit top assortment. Remember to document your store visits and the

brands you have reviewed. You will need well-written descriptions of what you saw to use in your paper. Detail what you saw and how you used this inspiration specific to your new development for knit tops. Apply classroom lecture on “How to shop/study the Market”.

Note: Silhouette, Color, Theme, Print, Pattern, Embellishment must all have more than one point of research to be credible. i.e. Fashion Service, Runway, Retail, Editorial etc. As you prepare your report number each resource within each section: **1,2,3...**this will assist me in grading that you have substantiated your product and collection decisions. All sources must be cited on your reference page. ****Reminder to add 1-2 paragraphs** of your shopping experience.

IV: Color, Print and Pattern: (These two boards will be submitted in class on the due date found on the syllabus)

- 1- **Color Palette:** Compare the colors you reported on in Assignment #1 and give detailed research on the new colors you will use in the new season. Display the new color **swatches (must be actual fabric swatches)** on an **8 ½ by 11** (no bigger) **heavy** board. You should name your colors that support your theme. All information on the card must be **typed**. Include your brand and theme name on this board. See Blackboard for examples.
- 2- **New Print/Pattern/Embellishment:** Detail in your report the research you did to come up with the new print or pattern for the new collection. Display a minimum of 2 colorways of the **same** print or pattern on an **8 ½ by 11 heavy** board, separate from the color card. Detail techniques you will use to produce this print/pattern/embellishment in your report. See Blackboard for examples.

Note: Color Palette and Print/Pattern/Embellishment should be on **two** separate boards.

****Reminder to add 1-2 paragraphs** on your color decisions and print/pattern/embellishment choices and how they connect back to your theme.

V: Creating a line sheet:

Line Sheet: You will also turn in a typed line sheet. Please use the template format from “**Exhibit A**” on the last page. Show the new sketches for next year and list all the details below each style. Make sure to include the season and the inspirational theme on the top of the line sheet. You will also calculate the units, cost dollars, and retail dollars for each style and **Total** combined units, cost dollars, and retail dollars for all three styles on the bottom of the line sheet. How to calculate these details will be reviewed in class and posted on Blackboard. Under each style include a 2D square of the color/print of the style that will be available. Add **1-2 paragraphs** of your line sheet observations. (ie. Why did costs go up or down?)

VI: Summary: Always consider a summary and conclusion to your work.

Note: “List of works Consulted”-Remember to include a **reference page** at the end of your report in APA 6th edition format. See Exemplar Template in Blackboard Assignment #2 folder. All sources that you have used must be documented. When citing an online resource it is not acceptable to simply copy the link.

This assignment will be submitted on Blackboard. The 8 ½ x 11 Color Board and the 8 ½ x 11 Print/Pattern/Embellishment board will be submitted in “hard copy” in the classroom.

See assignment Rubric in Blackboard for grading criteria.

Exhibit A

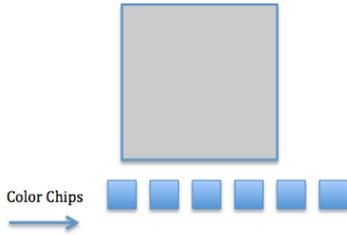
V: Creating a Line Sheet:

Season for new development: _____ Theme: _____

Sketch Key Item Knit Top

Sketch Fashion Knit Top

Sketch Print or Pattern Knit Top



Style number
 Style description
 Number of color choices(CC's) TY vs. LY
 Fabric content
 Fabric construction
 Dyeing or Printing technique
 Seam construction
 Size Range
 Country of origin
 LY Cost and TY Target Cost price
 LY Retail and TY Target Retail price
 Average pieces per color
 Number of stores/doors(fact based)
 Total Units to be placed/ordered
 Total cost \$
 Total retail \$
 GM%
 Retail Floor date

Style number
 Style description
 Number of color choices(CC's) TY vs. LY
 Fabric content
 Fabric construction
 Dyeing or Printing technique
 Seam construction
 Size Range
 Country of origin
 LY Cost and TY Target Cost price
 LY Retail and TY Target Retail price
 Average pieces per color
 Number of stores/doors(fact based)
 Total Units to be placed/ordered
 Total cost \$
 Total retail \$
 GM%
 Retail Floor date

Style number
 Style description
 Number of color choices(CC's) TY vs. LY
 Fabric content
 Fabric construction
 Dyeing or Printing technique
 Seam construction
 Size Range
 Country of origin
 LY Cost and TY Target Cost price
 LY Retail and TY Target Retail price
 Average pieces per color
 Number of stores/doors(fact based)
 Total Units to be placed/ordered
 Total cost \$
 Total retail \$
 GM%
 Retail Floor date

Total Units: _____ **Total Cost \$:** _____ **Total Retail \$** _____