

wallis

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## *Introduction*

This range will aim to capture a fresh, new swimwear collection for Wallis, opening them to a wider audience. Wallis currently do not offer a swimwear range; therefore, it will allow them to expand and progress within the market, offering women over the age of 30 fashionable yet functional pieces.

Market and trend research will be conducted in order to support the process of the swimwear collection for Wallis. This will ensure the range will appropriately complement the retailer and the consumer; working in conjunction to produce a successful range for the target market.

## *Justification*

Mintel (2018), states that there is a gap in the market when it comes to functional, yet stylish swimwear. There are few brands that target the older women, focusing solely on millennials. Although campaigns have started to become inclusive in marketing 'plus sized' women, they have not been any sports specialist swimwear or fashion campaigns featuring older women. This is something to be explored especially as Wallis's target market is women aged 30+. This is ideal for them to be inclusive and offer a new range as it opens them to a wider audience.

Offering Wallis's consumers, a swimwear collection will allow them to direct a focus; being a fast fashion retailer yet offer functional features that will give them an advantage in the market. The aim of the collection is to have multifunctional purpose which will allow the consumers to have long lasting garments but will remain fashionable within the high street, ensuring more for their money.

The swimwear collection will aim to incorporate UV protection. This is a feature that is not massively developed within the market and will be beneficial for Wallis as it raises awareness in ensuring skin is protected which is essential when around UV rays. Dr. Levin says 'she urges people to take advantage of clothing labelled UPF rating, which she believes does the most effective job. She recommends a UPF label of 50, which allows less than 2 percent of UV transmission to come through the clothing' (Young, J.Y, 2016).

Additionally, the swimwear collection will aim to offer timeless pieces in order to ensure the maximum lifecycle of a garment. It is important to consider using chlorine resistant fabric as the purpose of the collection is to be long lasting for the consumer. Chlorine resistant fabric ensures garments do not become see through, lasting longer than the average polyester garment when frequently exposed to chlorine water (Swim2000.inc, 2013).

Furthermore, it could be ideal for Wallis to work alongside a high-performance retailer as it will give the collection credibility. Speedo is known for athletic swimwear; it would be ideal for them to branch out in creating more stylish high-performance clothing instead of relying on fast fashion retailers. Speedo could extend collaborations with an adult collection in partnering with a fashion brand (Mintel, 2018). Both companies would benefit from the collection as it will open them up to new consumers as well as give the collection publicity for more people to be aware.

*Market Research*

# Wallis *'We understand real women and design clothes to help them look and feel great'* (Arcadia, n.d).

## About Wallis

Wallis is a stylish, modern fashion brand that aims to bring exclusive clothing to women in their 30's and 40s (Arcadia, n.d). Women shopping with the brand are seen as individuals rather than stereotypes. The designs aim to be distinctive with a clean, contemporary feel, ensuring high quality clothing of fit and fabric with attention to detail. The in-house design team create collections every month, using on trend fabrics and colours to create clothes that work for the modern woman.

## Customer Profile

The customer is around 30 to 50 years old, who is a working professional. She has 2 kids and is in a relationship with her fiancé. Her yearly income is around 28,000, however, her disposable income excluding her essential bills such as house, car etc is around 10,000. The customer likes exercising regularly, she plays netball for fun and also has a gym membership that includes a swim, steam room and sauna. Her and Her fiancé go on holiday at least once a year and enjoys taking the kids, they do lots of fun activities whilst they are away but will also make time to relax. Our customer likes to feel on trend but loves a good classic piece that she knows will last overtime.

## Strengths & Weaknesses

A strength for Wallis is that they offer women high quality clothing at an affordable price (Wallis, n.d.) This is something to continue with the range. The prices may vary but this is due to the quality of the fabric ensuring that the garments will last for the consumers allowing them to justify the swimwear purchase. A weakness for Wallis is that they have limited independent stores as well as little product offering. Wallis do not offer consumers, swimwear, lingerie or belts (Wallis, n.d.). This acts as an opportunity for Wallis as creating a swimwear collection helps try fill the gap in the market by branching out to new consumers as well as ensure loyalty is maintained. This also helps working alongside Speedo to create a high-performance garment as it benefits not only both company's but also the customers who lack fashionable performance pieces.

## Wallis Pricing and Sizing

Wallis's current price range is standard high street pricing of around £18 to £40 (this excludes sale prices and is own brand clothing). Dresses, however, are the most expensive, ranging from £35 to £70. Although Wallis do not have a lingerie or swimwear collection, the pricing will aim to be similar to the brands current offering. The collection will aim to incorporate high performance features, therefore some of the pricing may be more costly due to the fabric composition but will aim to maintain brand consistency to ensure customer loyalty as well as entice new consumers.

The current size offering is 8 – 20, as well as using sizes XS to XL. The range will be sized accordingly to keep consistency within the brand. Loyal customers will be familiar with the sizes which will make them feel comfortable in making purchases online and instore. As Wallis does not have a lingerie or swimwear collection, it will be more efficient to keep the original sizing, rather than grading through 'bra sizes' or inches.

XS 6	83cm 32.5"	65cm 25.5"	89cm 35"
S 8/10	85-89cm 33.5-35"	67-71cm 26.5-28"	91-95cm 35.8-37.5"
M 12/14	93-99cm 36.5-39"	75-81cm 29.5-32"	99-105cm 39-41.5"
L 16/18	105-111cm 41.5-43.5"	87-93cm 34-36.5"	111-117cm 43.5-46"
XL 20/22	117-123cm 46-48.5"	99-105cm 39-41.5"	123-129cm 48.5-50.5"

(Wallis, n.d.)

## Comparative Shop - Wallis Meadowhall



From Looking at the store in Meadowhall their clothing offers neutral tones with fashion forward prints. The designs of clothes are simple yet fashion forward, allowing women to have multiple wear as well as mix with other styles. The store layout is very elegant with spacious areas to create a sense of luxury.



(Authors Own)

# Comparative Shop - Debenhams Oxford Street

## Faith



(Authors Own)

## Collection



(Authors Own)



# Comparative Shop - Debenhams Oxford Street

## Jasper Conran



(Authors Own)

Faiths collection had an overwhelming range of colours and patterns which was positioned in eyesight directly from the escalators. The collection was a tropical sunshine feel using leaves and block coloured patterns to capture the summer feel.

Collections garments had active and trend led pieces. The active garments looked a little outdated and needed some fresh inspiration to keep with the market. However, some of the trend led pieces used a 'tummy control' design which will be highly appropriate for the target market of Wallis consumers, as the consumers would likely to have had children. By using a tummy control technique it will encourage women who have those insecurities to feel more comfortable and confident when wearing a swimwear design, especially after pregnancy.

Jasper Conran's collection was very subtle and pure with a hint of colour. They had predominantly block core colours, with a few striped patterned garments. This collection felt the most inspired to the Wallis range, due to it being elegant and simple.

## Comparative Shop

### Adidas

Adidas have collaborated with Stella McCartney and Parley for the Oceans in creating a performance swimwear made from Lycra Xtra Life fabric which incorporates recycled Parley Ocean Plastic Yarn (Mintel, 2018). The design is constructed to be supportive but allow movement and is also chlorine resistant. The innovative design offers high performance sustainable swimwear in the market at high quality. This inspires the range to incorporate new aspects to the garments in order to make them unique to their competitors as well as offer good quality.



(Adidas n.d.)

#### Parley Beach Bikini

Price: £42.95

Sizes: 22" to 48"

Fabric Composition: 78% recycled Nylon/ 22% Elastane Tricot:

Lining: 100% recycled Polyester single jersey



(Adidas n.d.)

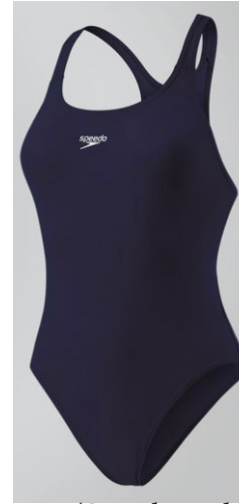
#### Parley Hero Swimsuit

Price: £44.95

Sizes: 22" to 48"

Fabric Composition: 79% recycled Nylon/ 21% Elastane Tricot

### Speedo



(Speedo, n.d.)



(Speedo, n.d.)

#### Essential Endurance+ Medalist Swimsuit

Price: £24

Sizes: 26" to 46"

Fabric Composition: 100% chlorine resistant (PBT and polyester fibres)

The fabric uses a blend of PBT and polyester fibres to provide 100% chlorine resistance. The medalist design helps shoulder movement and flexibility making it suitable for training. It also has a 4 way stretch for comfort and softness. The endurance+ allows the garment to retain its shape and resists fading longer than any other swim material. The chlorine resistant fabric will ensure the costume won't degrade from being in the swimming pool which will therefore be longer lasting (Speedo, n.d.). This is something to consider for the collection as the garments will need to be long lasting due to frequent use in chlorine and for the purpose of the collection offering timeless pieces.

# Comparative Shop

## Solbari

Solbari is an Australian fashion brand who use UPF protection in their clothing. Solbari 'swimwear' pieces are active based which will essentially offer more protection due to having more coverage. The sun resistance rating is UPF 50+ blocking 98% of UVA and UVB rays which is equivalent to wearing SPF 50+ sunscreen all day. Their fabric is salt water and chlorine resistant, comfortable, lightweight and very soft (Solbari, n.d.). This would be incorporated into Wallis's swimwear collection as it is important to care for the skin, especially when on holiday. It also helps raise awareness of skin cancer and ensuring that the appropriate actions are taken to prevent this.



(Solbari, n.d.)

Swim Dress UPF 50+ Swimwear & Resort Collection  
Price: £85.00  
Sizes: XS to XXL  
Fabric Composition: 100% chlorine and saltwater resistant Polyester



**WHAT YOU NEED TO KNOW**

Manufactured and imported from Italy, this fabric is ideal for beach and holiday activities. You can wear it in the water, as it is salt water and chlorine resistant.

It is the fabric of choice for relaxing by the pool or by the beach.

Super comfortable, lightweight and very soft, it benefits from a 4-way stretch.

**FABRIC COMPOSITION:** 100% Polyester

BENEFITS		IDEAL FOR	
 UPF 50+ RATED	 Na/Cl CHLORINE/SALT RESISTANT	 SAILING	 SWIMMING
 BREATHABLE	 QUICK DRY	 RUNNING	 TENNIS
 LIGHTWEIGHT	 SUPER SOFT	 FISHING	

(Solbari, n.d.)

The garments are recommended by medical experts to maintain healthy skin, preventing skin cancer and melanoma. They are all designed and tested with the highest factor of sun protective rating on the market UPF 50+. The fabric needs to be rinsed in fresh water after use in order to maintain its purpose. It is also important to avoid rubbing and rough surfaces, so it does not damage the item as well as ensuring no direct contact with sunscreen to avoid staining.

Perceptual Map



wallis

J  
JASPER CONRAN



faith

High Price

Low Price

High Quality

Low Quality

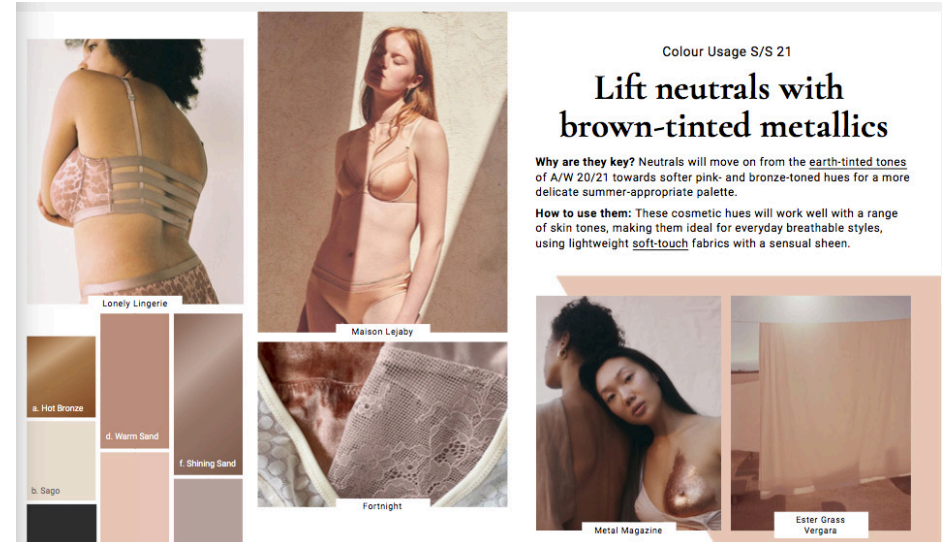
# *Trend Research*

## Trend Research - Trends

Sustainability is one of the industry's greatest challenge yet, it is a necessity to create change in the industry as the high rise of fast fashion is taking its toll. Fashion for Good is a sustainable platform enabling companies to create innovative ideas to pioneer environmental solutions. On average consumers are buying 60% more clothing than they did 15 years ago – but keep each item only half as long. Plus, it is estimated that 60% of all clothing produced ends up burned or in landfills within one year of being made (Fashion for Good, n.d.). It is important to start making designs that are made to last as consumers engage more with sustainability (Fenton, 2019). This means focusing on easy to wear, easy to understand styles that will ensure longevity within the market.

A report on WGSN highlights the overall concept of colour trends for S/S 21 exploring the come back of neutral tones. The neutral tones will move from earth-tinted tones of A/W 20/21 to a softer bronze-toned hue, for a more delicate summer pallet. This will be ideal for everyday styles, offering versatility in all wardrobes (Fenton, 2019). Brown tints will also be a key feature for technical, lightweight clothing, such as swimwear (Lynch, 2019), that have been seen on recent catwalk trends. Black and white dominate the colour pallet with neutral shades and hints of brown, which allow the garments to become timeless fashion pieces.

For the collection it's important to consider fabric that enhances key areas as well as supporting and sculpting the silhouette for all figures. Fashion companies need to become more inclusive in offering diversity within their products for women with different body types.



Lynch, (2019)

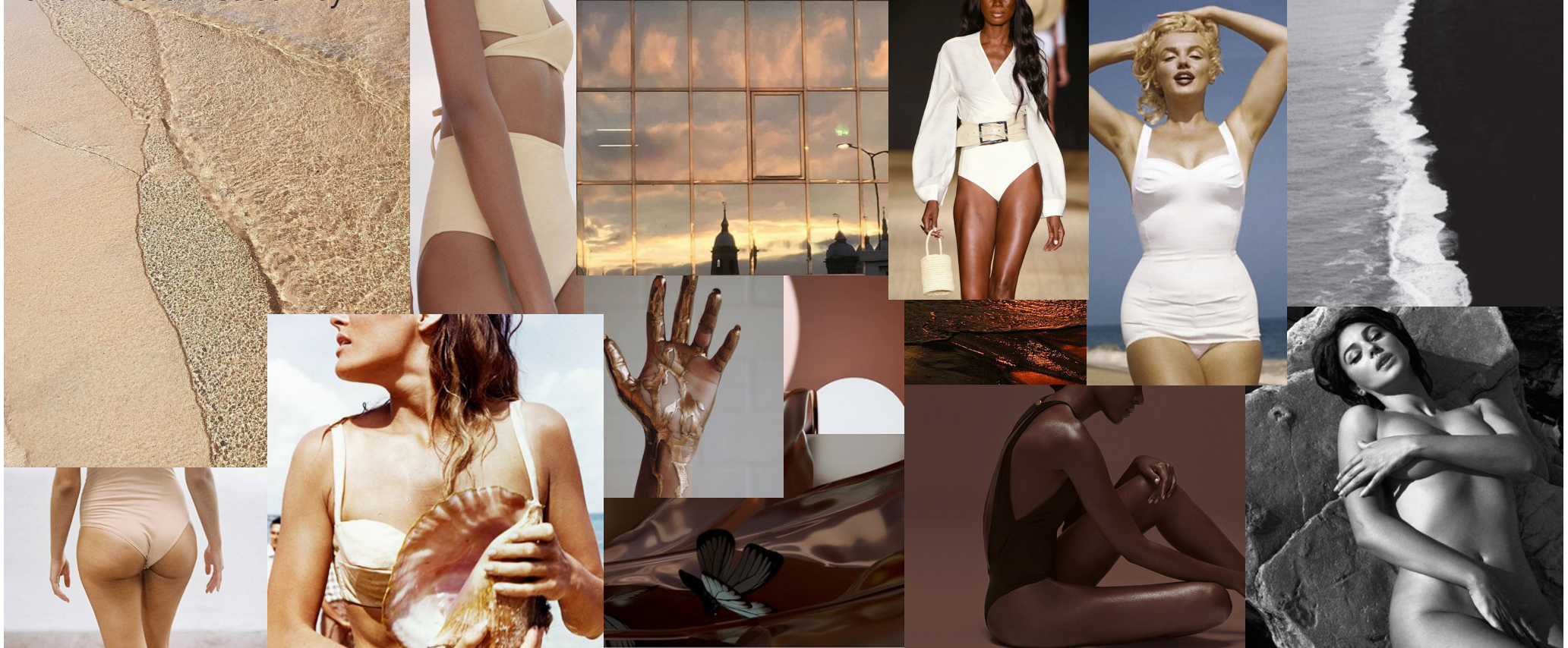


Fenton, (2019)

Trend Research - Trend Board



## Trend Research - Colourway



The colour pallet will use contemporary colours, keeping it subtle and sophisticated which will make the collection timeless. Core colours black and white will allow the consumer to have multiple wear due to its simplicity. Additionally, neutral pallets with hints of brown is seen as commercially relevant in recent seasons. The colour connotes a sense of luxury and sophistication aiming at a contemporary market (Fenton, C.F, 2018).

Although bright colours are emerging this season, the collection aims to undergo common ground as its simplicity allows Wallis to open up to a wider consumer. This is because Wallis are launching their first ever swimwear collection. Therefore, it's important to keep it fresh and simple especially for the 30+ consumer as it allows them to have everyday swimwear that can last a lifetime.

In addition, in order to achieve UPF 50+ it is essential to use darker colours in order to prevent the sun rays to the skin. The UPF rating is higher for darker colours because they absorb more UV rays in comparison to the same fabric in a lighter colour (Young, 2016). UPF can be decreased on lighter colour fabrics (Seea, n.d.), therefore the darker colour garments will have UPF 50+ rating due to it being more effective.

### Core Colours





## Trend Research - Silhouette & Garment Details

The shapes of the garments will be simple, functional and stylish for the modern women aged 30+. This will help keep garments on trend in future seasons which will allow the consumer to have multiple wear as well as ensuring fulfilment of the fabric technology.

The triangle bikini is a mass market appeal for S/S 20, the high apex cups offer soft structured support allowing women to feel as comfortable as possible (Fenton, 2019). High waisted briefs are also very popular within the market. This helps provide as much skin coverage around the stomach where women may feel less comfortable from weight related concerns.

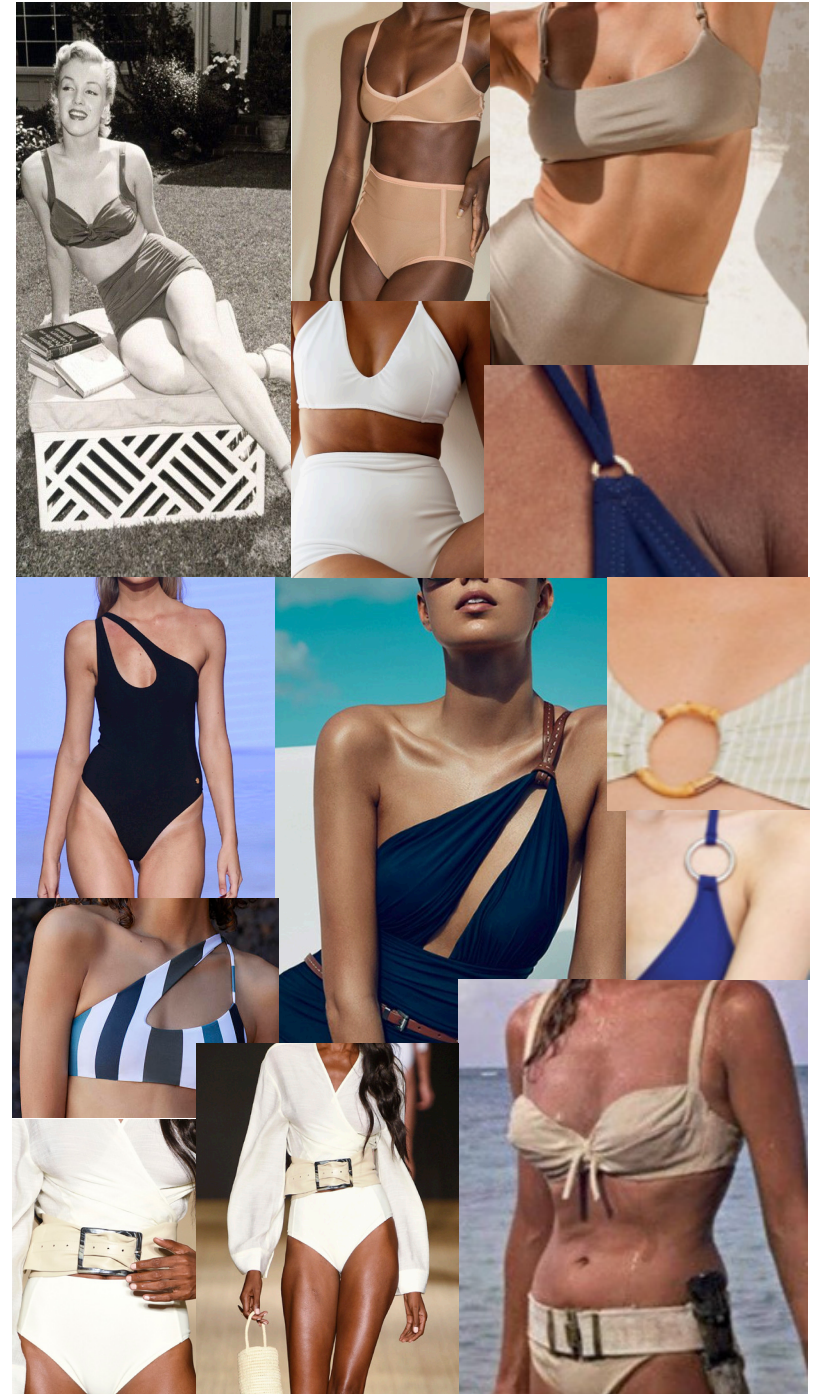
The underwire bikini is a favourite for consumers wanting bigger, fuller busts, this is normally aimed at the 35+ market (Fenton, 2019). This may be a concern for older women whose bodies have changed over time and may have insecurities due to social pressure surrounding swimwear. This design helps keep the breasts supported throughout the day giving them a fuller look.

Asymmetric swimwear continues to be an essential core fashion piece that is currently trend led within the market. Asymmetry design helps accentuate the body, offering a bold statement yet still represents subtle simplicity. The design gives the garments added complexity whilst complementing the upper half of the body.

Unstructured, minimalist silhouette is easy to wear and will guarantee sales within the market (Lynch, 2019). This allows the consumer to create layers, which adds personal style and individuality to each garment. This will keep the garment on trend due to being able to add styles which can offer the consumer 'new' looking pieces which acts as an illusion to being more than one garment.

'Belts and hoops' are emerging trends in the current season in the form of a belt, ring or hoop (Fisher, 2019). The ring detailing gives the swimsuit a classic look, also allowing the designs to stand out. Refined rings and front closes gives the appeal of jewellery added elements, which add value to the different shapes, offering decorative details with layered styling (Lynch, 2019). Belts help create a slimming silhouette as well as add complexity when layering swimwear with clothing.

An athletic performance silhouette swim creates angular blocking and strategically placed cut outs, which is inspired by cutting edge technology – it uses high stretch and supportive fabrics to sculpt the body (Intimates & Swim Team, 2018). The silhouette could be useful for creating fashionable, high performance garments.



Images sourced from WGSN & Pinterest

## *Trend Research - Fabric For Wallis*

Wallis have a range of fabric composition in their garments such as polyester, cotton, viscose, nylon and elastane. Polyester is strong, durable and resistant to most chemicals (wiseGEEK, 2018). The fabric resists creasing after washes which will allow the swimwear to return to its natural position. PBT is quick drying and has low water absorbency which is essential as it needs to be reactive to its conditions. Polyester will be the main fabric used in the swimwear collection, this is because it offers both UV protection by reflecting more UV rays and will also be chlorine resistant, ensuring that the fabric does not become transparent overtime (swimandsweat, n.d.).

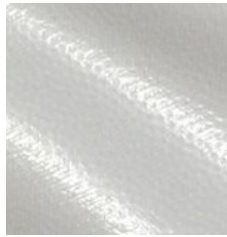
Polyester is completely chlorine resistant with a swimsuit lasting 2-3 times longer than a lycra suit (Swim2000.inc, 2013). However, it is important to consider using a small percent of lycra because the swimsuit will offer both comfort and stretch whilst also being chlorine resistant. The more polyester and less lycra found in a swimsuit the more durable it will be. This will ensure the products are high in quality and durable for consumers allowing them access to fashionable long-lasting garments.

Lycra is a synthetic elastane fibre that can stretch up to 6 times its length and return to its original state. It is flexible, lightweight and comfortable offering close-to-body fit (LYCRA, n.d.). By incorporating a small percentage within the garments will ensure products are comfortable for the consumers allowing them to have freedom in movement.

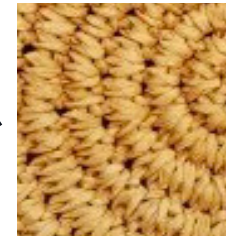
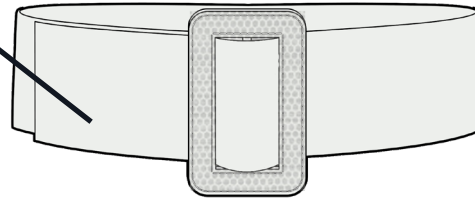
In addition, the Lycra company are trying to reduce the environmental impact of the product and processing's, setting sustainable values in order to meet the demands of the environment, health, safety and community commitments. By 2020 the Lycra company have made a commitment to reduce energy intensity by 20% (LYCRA, n.d.). This will set a positive brand image due to Wallis using manmade fibres with the intent to create sustainable products and lifestyles.

Overall, it is important to ensure the right fabric composition is used correctly within each garment as it needs to possess good quality for Wallis as well as aiming to be affordable. The garments need to be suitable for regular wash cycles as the swimwear will be in frequent contact with chlorine as well as be exposed to sunlight which may cause sweating leading them to smell. In order to keep the collection looking new as possible it is advised for consumers to hand wash their garments as it will help withhold their properties making them last longer.

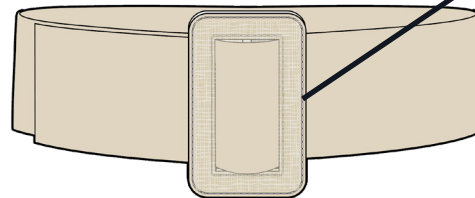
In the range there will also be a belt included which will be coated in polyurethane. Polyurethane coated fabrics create a leather look appeal but also portray similar properties to leather. It is durable, abrasion-resistant, soft, light and breathable (Polyurethane, n.d.). By using an alternative to real leather, it will make it more affordable for consumers whilst also possessing similar qualities.



Polyurethane



Straw Knit

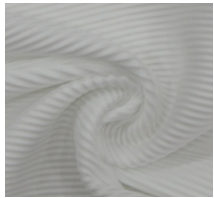


In addition, the belt buckle will be straw knit to help create that summer holiday feel. The design adds contrasting texture that can be paired with any of the swimwear designs.

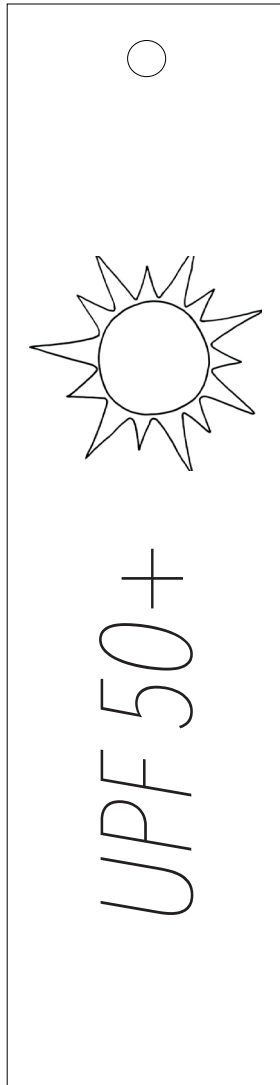
## Trend Research - Fabric For Wallis

Polyamide fabric, (also known as nylon) possess similar qualities to polyester. Polyamide is strong, resistant to shrinkage and has high elasticity in comparison to polyester (Water Mango Swimwear, n.d.). The 'Halterneck Pixie' swimsuit will have a ribbed texture which will be used from polyamide fabric. This is due to the design being specialised to a more fashion forward piece in the collection with the other garments consisting of more advanced qualities.

In the US, Speedo launched a PowerFLEX swimwear collection which was made from Econyl Nylon 6 – a fabric made from upcycled 'end-of-life waste material' (Mintel,2015). According to Speedo, the swimwear is longer lasting and sturdier than traditional swimwear. This is something to consider for future collections when using nylon fabric as it is sustainable for the environment, adopting the same qualities of original nylon. Being ethical towards the environment is something that should be strongly explored especially for fast fashion retailers. Therefore, the purpose of the collection aims to have long lasting features in order to prevent the shortage of lifecycle as well as ensuring it can be sold on or recycled.



The hoops will be made from plastic, which has good durability and is resistant to corrosion. This is beneficial due to repeat exposure to chlorine water therefore using plastic will help ensure longevity.



Factors to consider when trying to achieve a UPF rating:

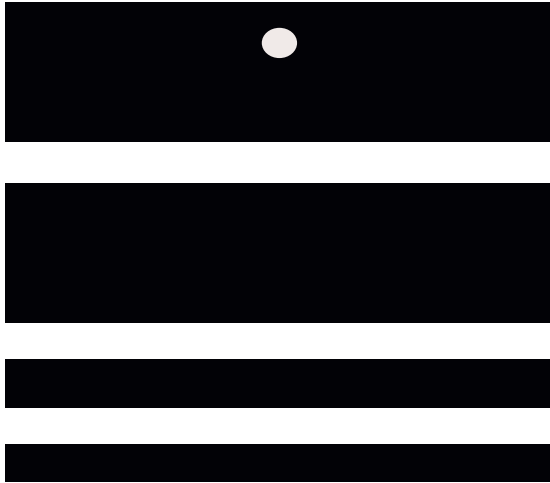
- Using synthetic materials is the most effective in blocking UV rays. For example, polyester, acrylic, nylon or lycra tend to reflect more UV, therefore resulting in being more effective
- The colour of the garments should be considered as the darker colours are the most effective in blocking UV rays
- The thicker and heavier the garments the better UV rating
- The less stretch the garment has the better; it is important to try avoid using lycra or elastane in the garments, in order to provide better results
- When the fabric is in water the UPF rating will be reduced
- Overtime the fabric will deteriorate therefore resulting in reduced UBF rating.

UPF rating varies with each fabric, which is determined by the fabric colour, weave, composition and weight of the material. Protection ratings will be decreased when wet therefore it can be difficult to try identify protection ratings. It is important to ensure the garment is constructed correctly in order to achieve effective results (Seea, n.d.).

Additionally, heavy perspiration, water activities and incomplete application of sunscreen causes the products to rub off and lose their effectiveness resulting in incomplete sun protection (Erickson, n.d.). Clothes age with fabric therefore the condition of the fabric will deteriorate, which will reduce UPF rating (Young, 2016). This is important to consider when using the fabric and ensuring that consumers are aware. This is essential to ensure customers are made aware to handle garments with care in order to ensure longevity of the item. This will be specified through the care label of the garments as well as on the online revenue under product details.

## *Range Plan (Capsule Collection)*

*Range Plan*  
In Partnership with Speedo



wallis *speedo*

EUR 38 US 6 UK 10



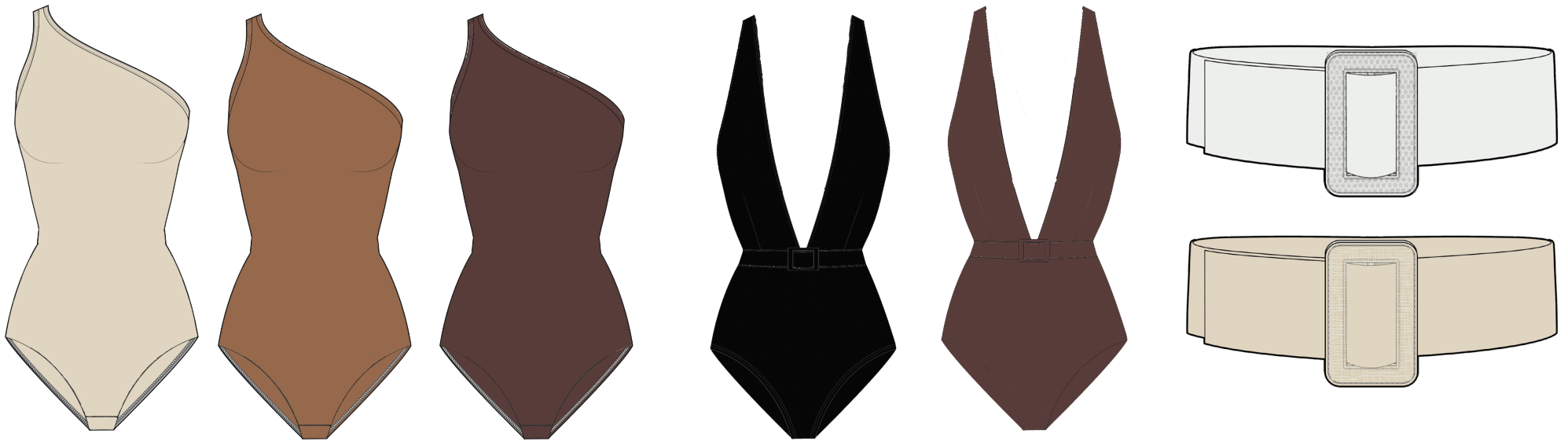
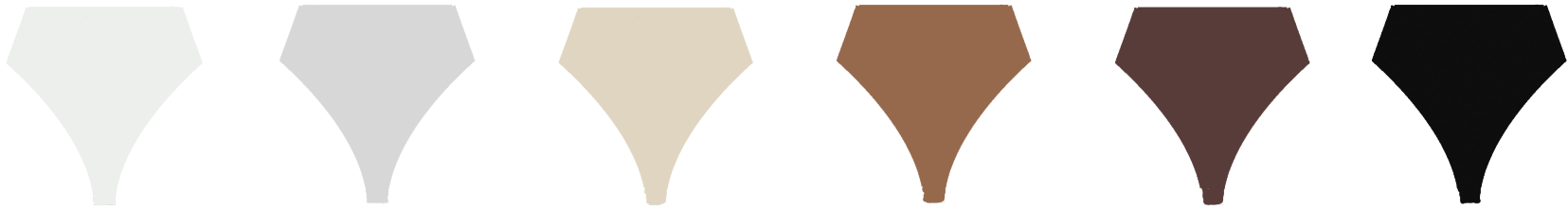
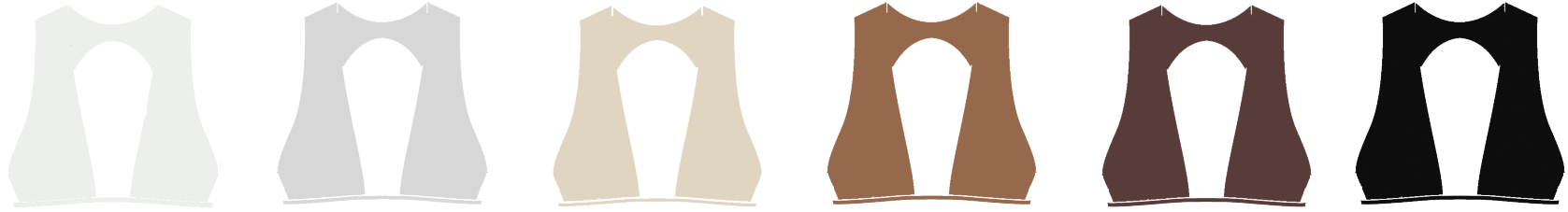
£34



Wallis and Speedo have Partnered together to create a fashionable high-performance swimsuit. This swimsuit is ideal for frequent swim sessions as well as used abroad for relaxation. The fabric is quick drying, soft and stretchy helping to create better movements and flexibility whilst being in the water. The swimsuit is 100% chlorine resistant which will prevent degrading and last for a longer period of time as well as being UPF 50+ protected.

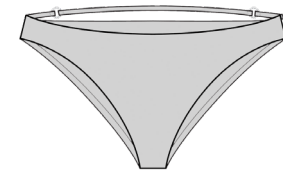
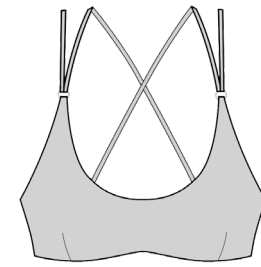
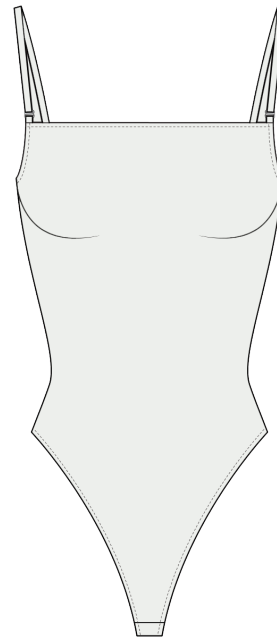
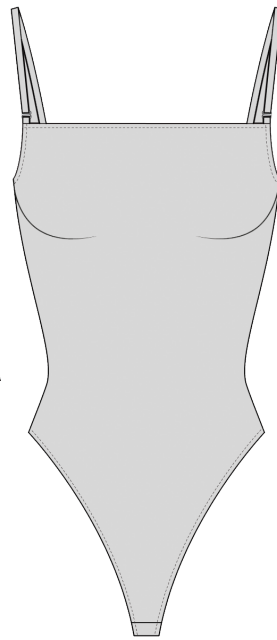
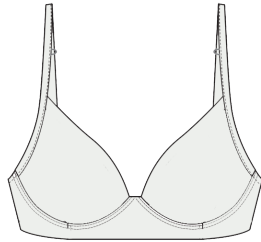
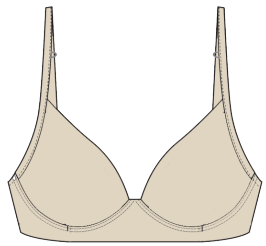
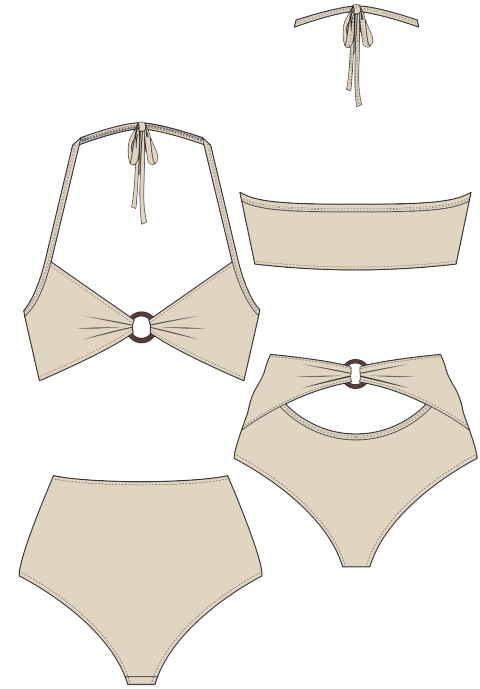
*speedo*

Range Plan



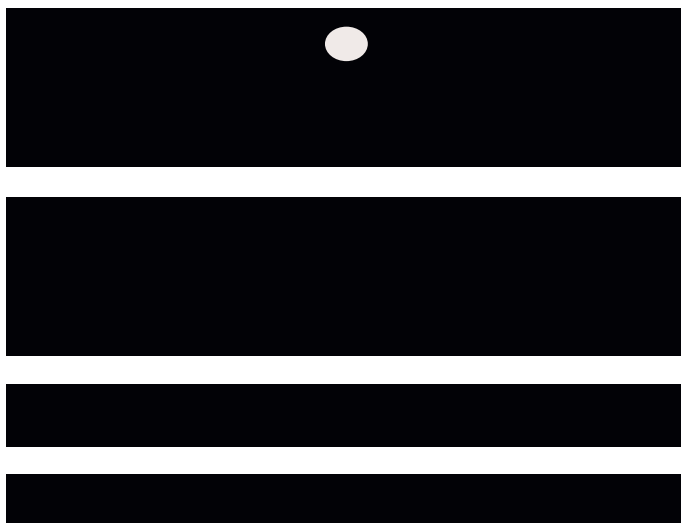


Range Plan



# *Appendix*

# Swing Tag/Care Label Example

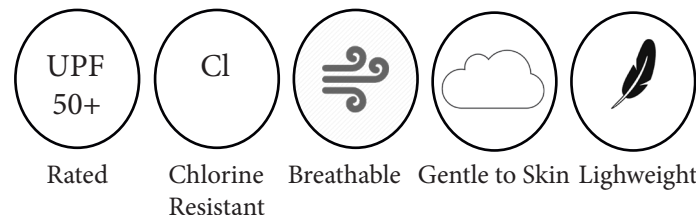


wallis

EUR 38 US 6 UK 10



£28



## WARNING

heavy perspiration, water activities and incomplete application of sunscreen causes the products to rub off and lose their effectiveness resulting in incomplete sun protection.

100% Chlorine Resistant Polyester & PBT Fibres

## CARE INSTRUCTIONS

Rinse in fresh water after use,  
Squeeze out excess water.

\* Machine Washable (40 degrees); recommend hand washing as it keeps the garment newer for longer.

\* Do not tumble dry.

\* Air dry (not in direct sunlight).



# Contact & Supplier Information

## Wallis

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VAT number: 500357588  
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swimwear@haddowgroup.com  
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## Wisrise

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Dongguan City, Guandong  
Province, China

Haddow Group are one of the largest suppliers of swimwear and beachwear in the UK for the high street market. The team design successful commercial swimwear 'serving 8 of the UK top 20 retailers, as ranked by Retail Week' (Haddow Group, n.d.). They consider all aspects of garments, understanding the preference of the brand and consumer. Private labels who they have previously worked with have featured in Vogue, Grazia, Glamour and other fashion publications.

Haddow group do not accept orders below the minimum of 500 pieces for one item, the average order being 3,000 units. The lead times are between 16 to 18 weeks (Knowles, 2016).

The company is professional, and help work with Wallis in order to solve problems. They have strong partnerships with factories so there is strong communication in terms of getting the right things for the range. They are partnered with 16 other factories such as China, India, Portugal and Egypt in order to ensure the products can be designed for Wallis.

*Tec Pack*

TECH PACK RANGE DETAILS

STYLE NUMBER: 000

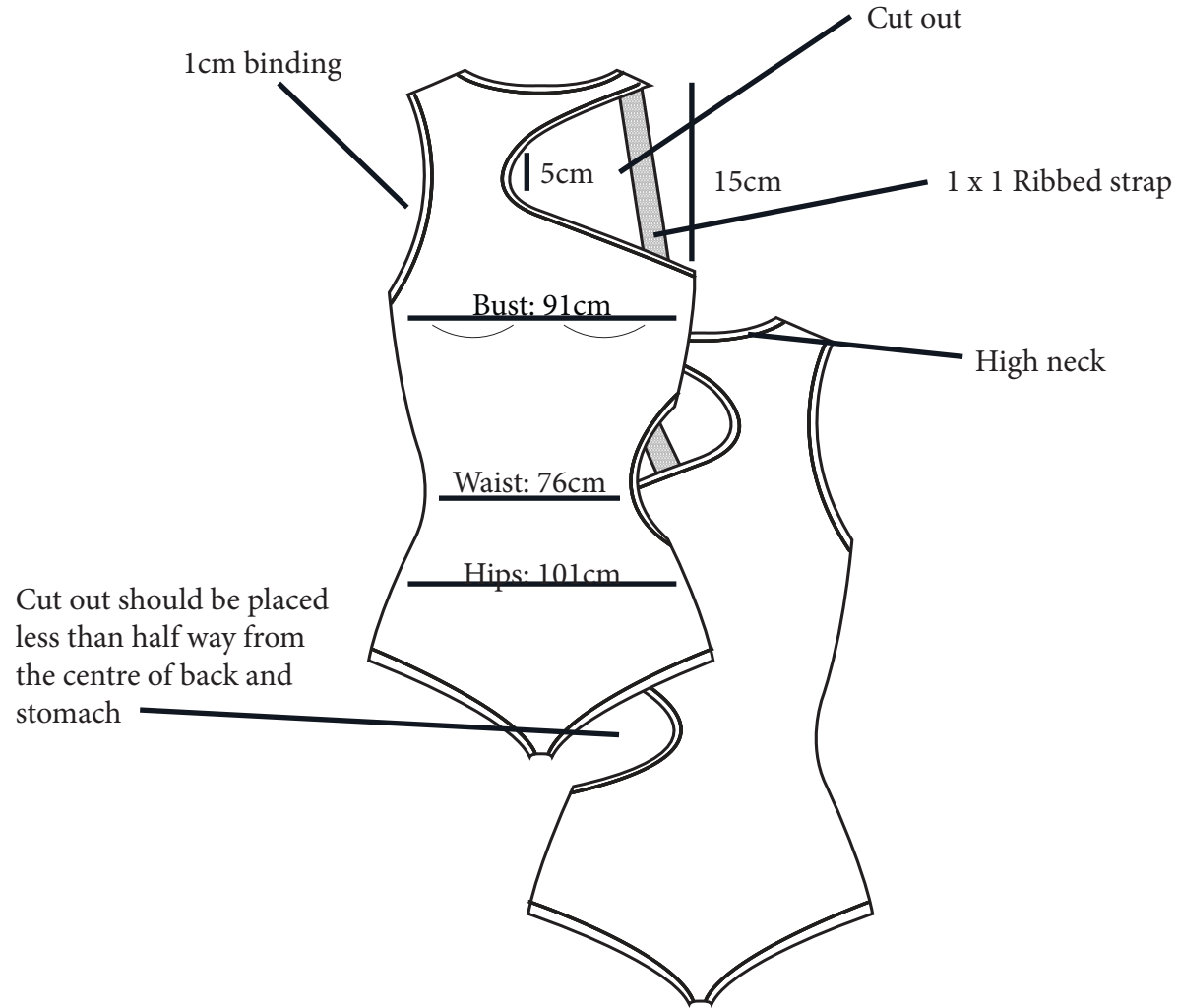
SEASON: S/S 20

RANGE: Swimwear

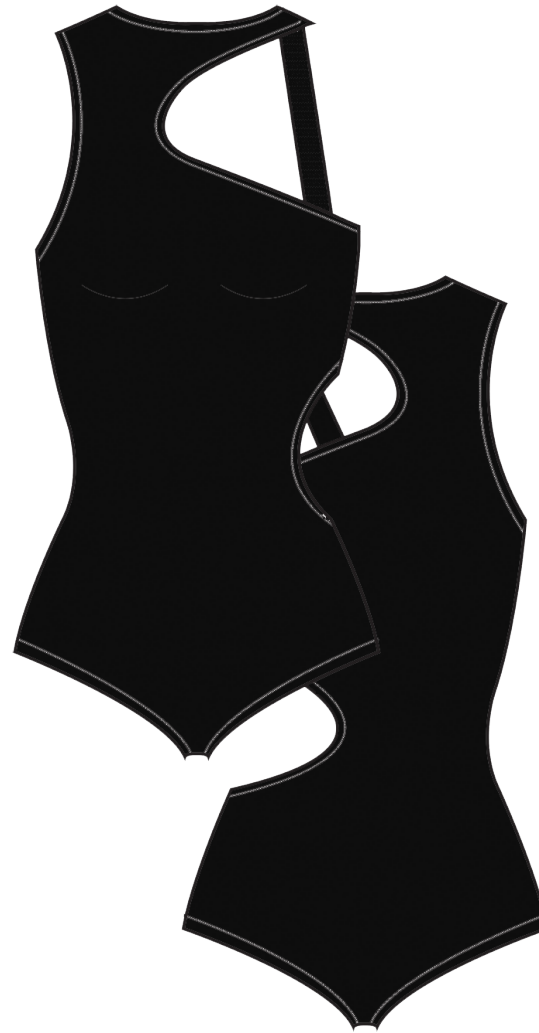
STYLE NAME: Speedo Asymmetric

ISSUE DATE: 1.4.20

LAST UPDATED: 15.12.19



\*Based on a size 10/12 model



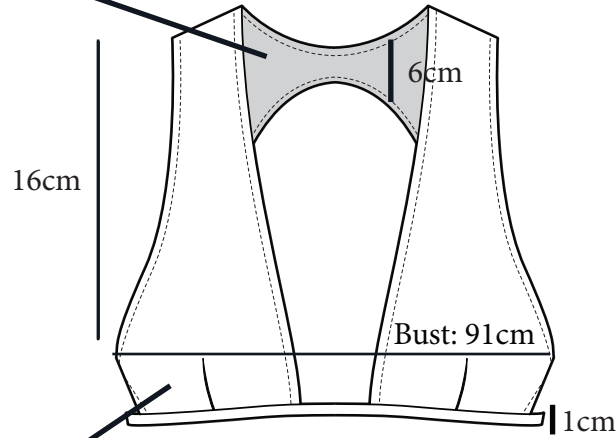
*speedo*  


TECH PACK RANGE DETAILS

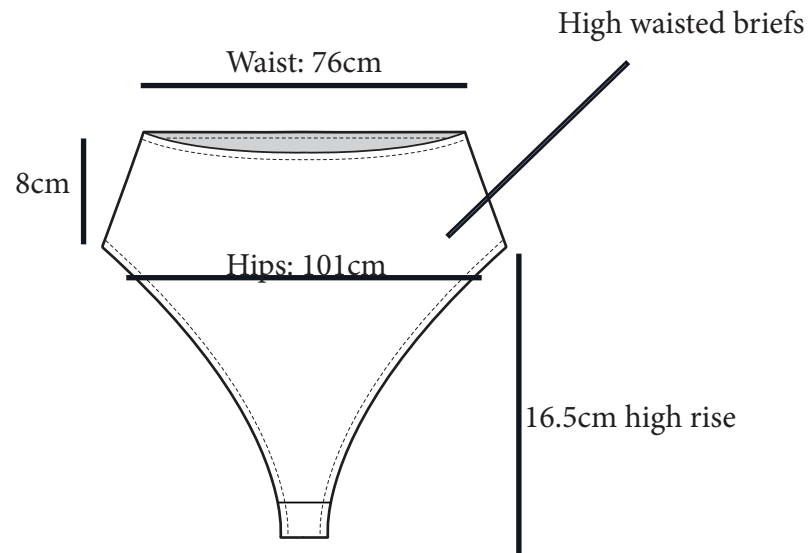
STYLE NUMBER: 001  
SEASON: S/S 20  
RANGE: Swimwear

STYLE NAME: Classic  
ISSUE DATE: 1.4.20  
LAST UPDATED: 15.12.19

Arch back detailing  
for added support

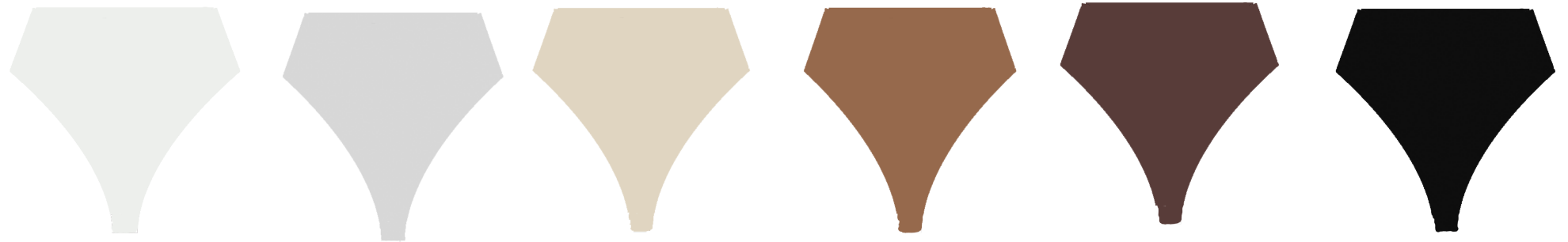
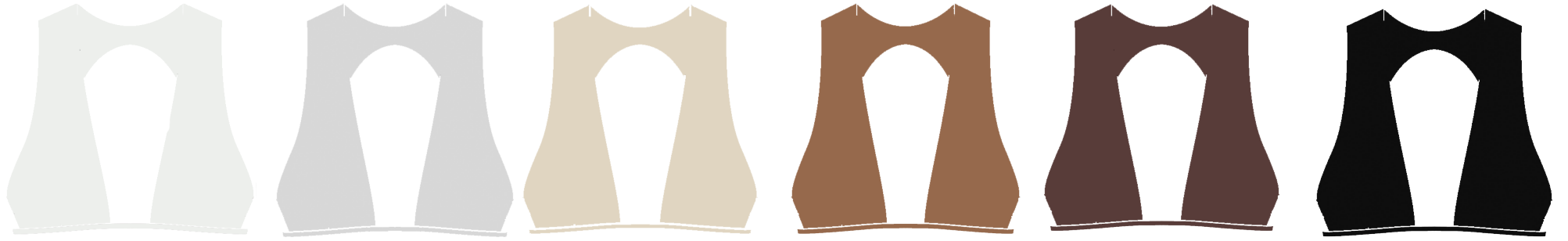


Ruched detailing at  
the bottom of the  
cup



\*Based on a size 10/12 model





TECH PACK RANGE DETAILS

STYLE NUMBER: 002

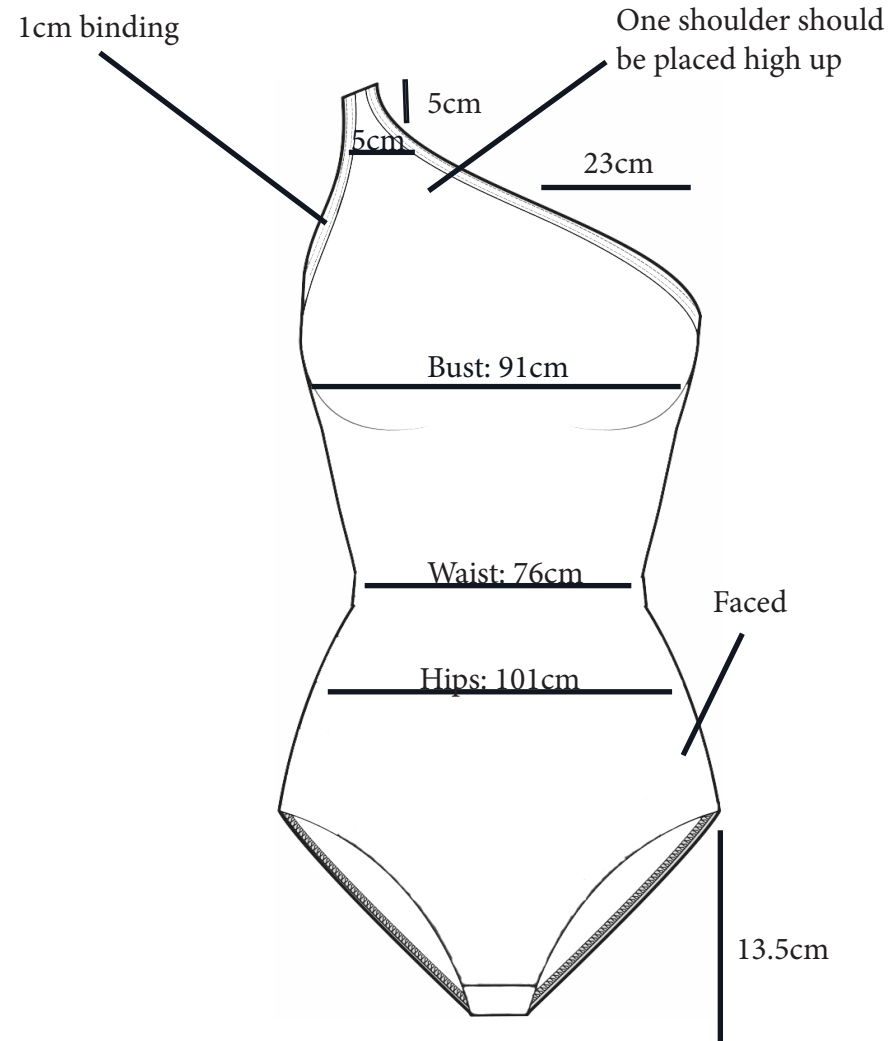
SEASON: S/S 20

RANGE: Swimwear

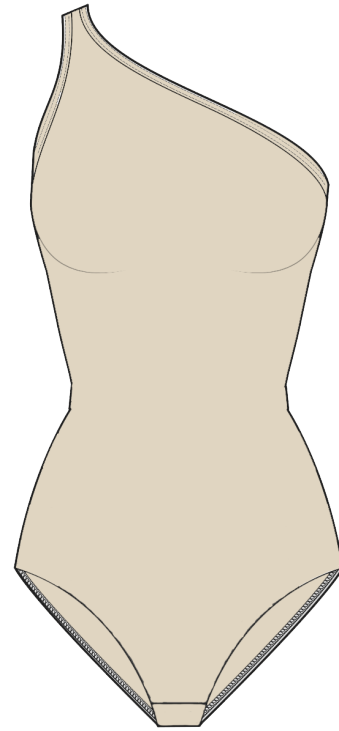
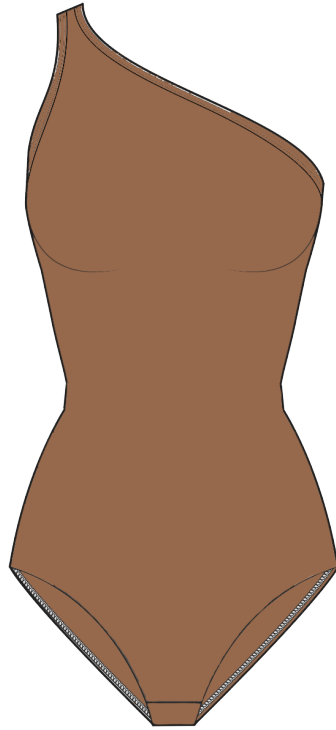
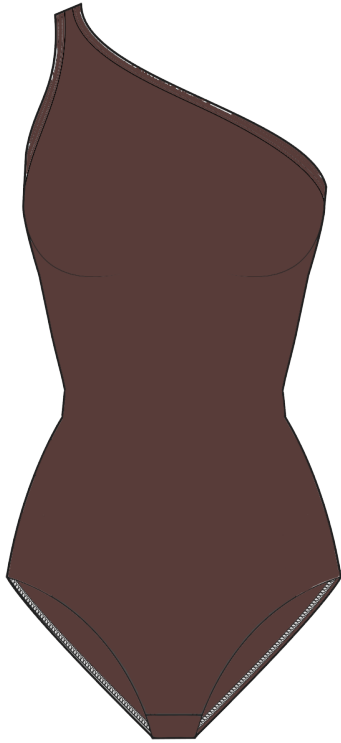
STYLE NAME: Kardash

ISSUE DATE: 1.4.20

LAST UPDATED: 15.12.19



\*Based on a size 10/12 model



TECH PACK RANGE DETAILS

STYLE NUMBER: 003

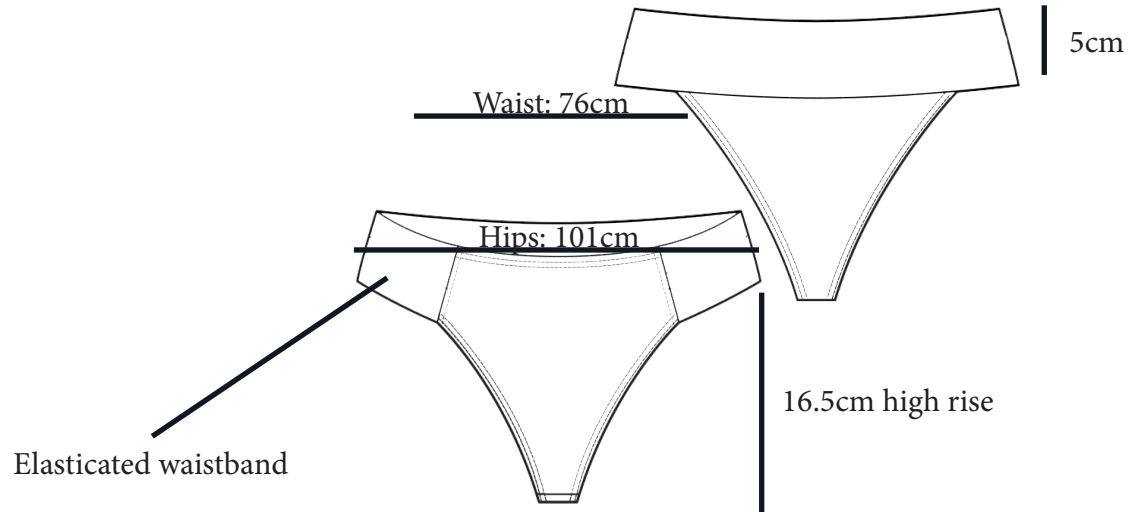
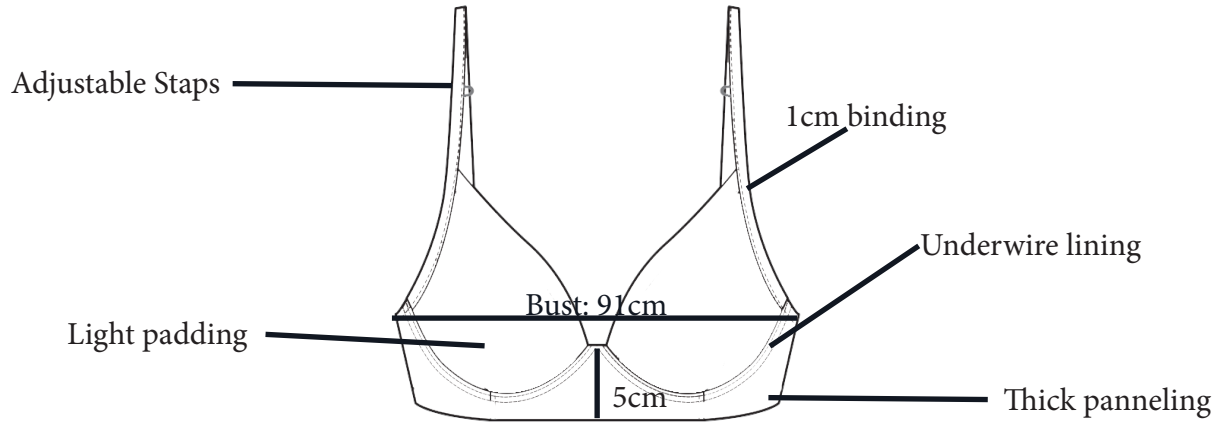
SEASON: S/S 20

RANGE: Swimwear

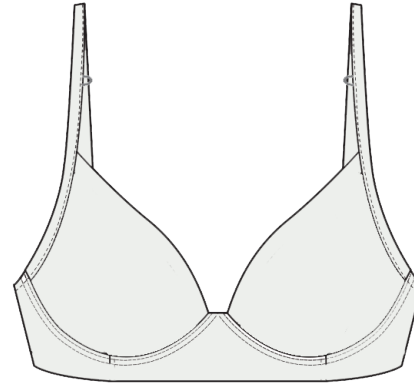
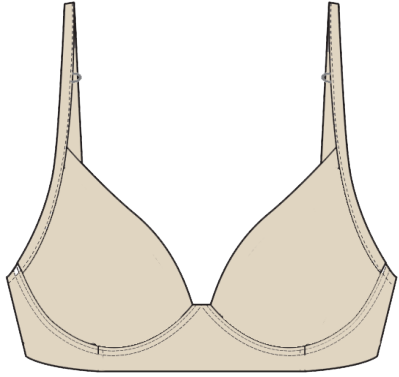
STYLE NAME: Underwire Cup

ISSUE DATE: 1.4.20

LAST UPDATED: 15.12.19



\*Based on a size 10/12 model



TECH PACK RANGE DETAILS

STYLE NUMBER: 004

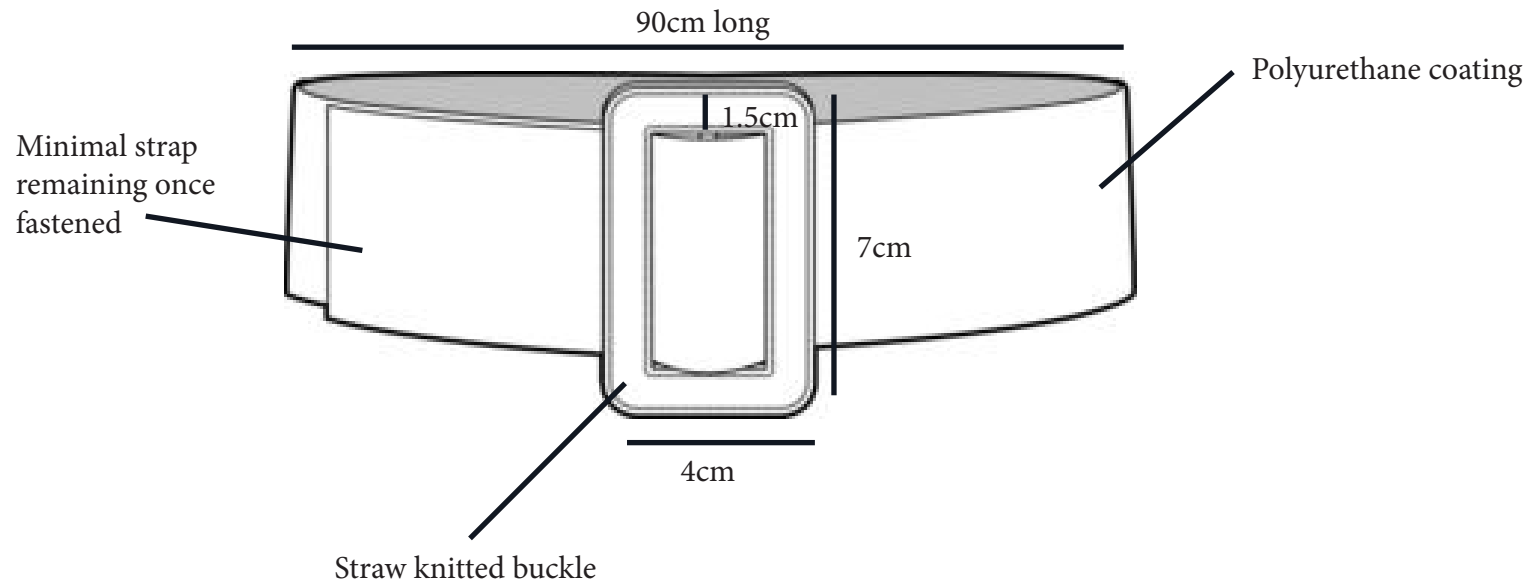
SEASON: S/S 20

RANGE: Swimwear

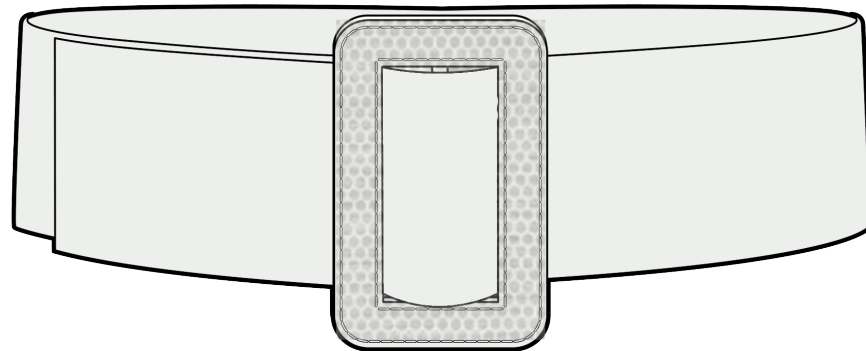
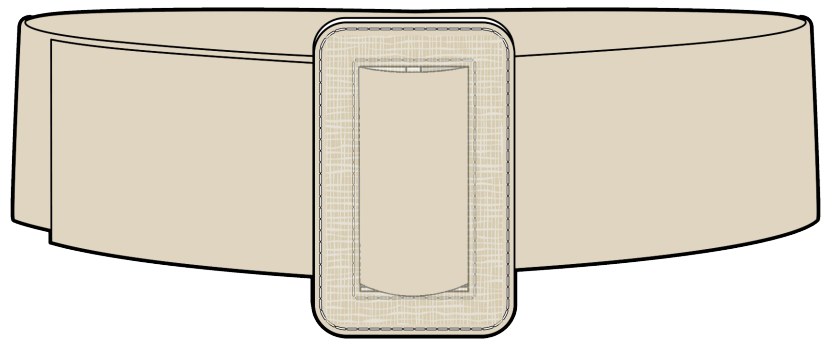
STYLE NAME: **Wide Waist Buckle Belt**

ISSUE DATE: 1.4.20

LAST UPDATED: 15.12.19



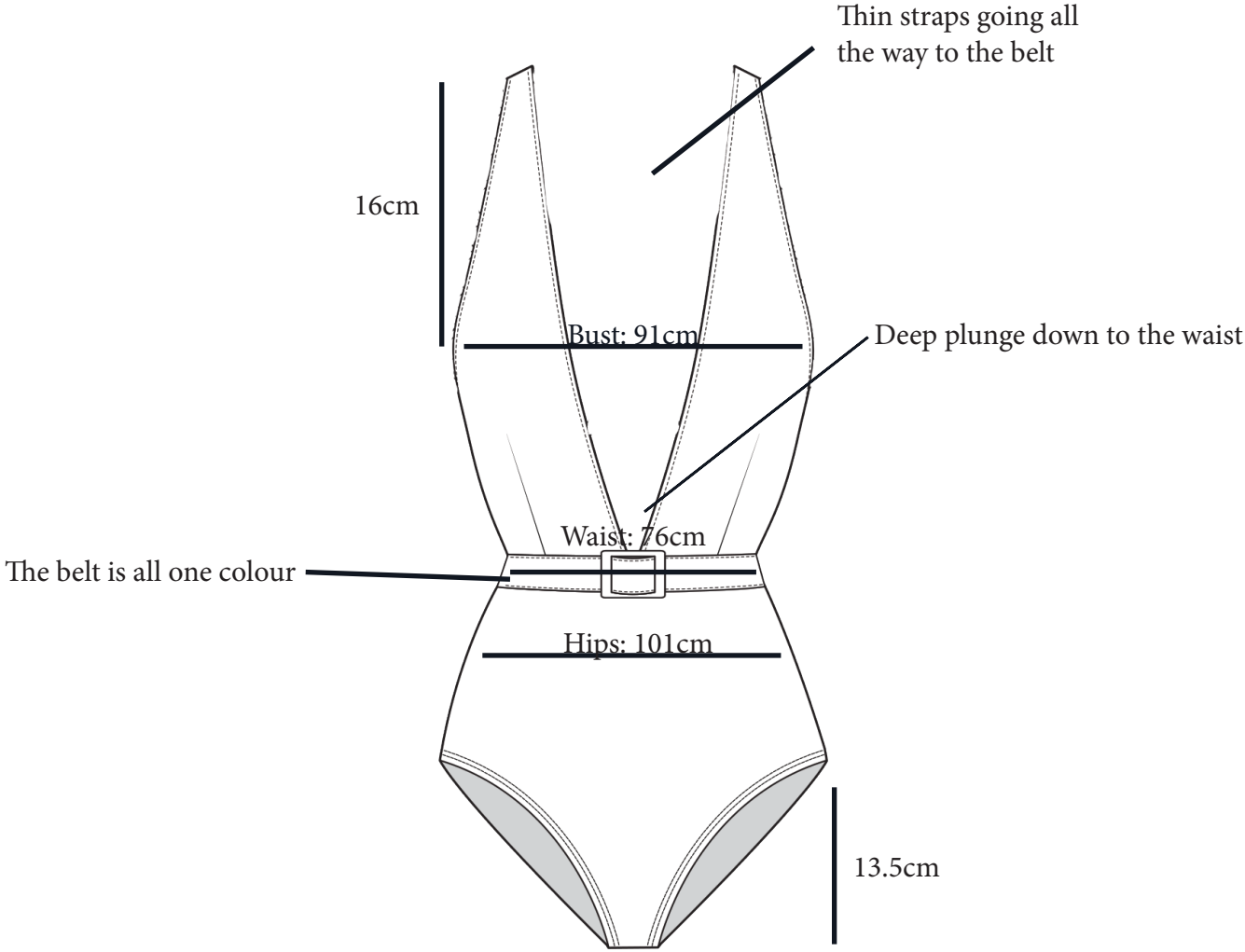
\*Based on a S/M



TECH PACK RANGE DETAILS

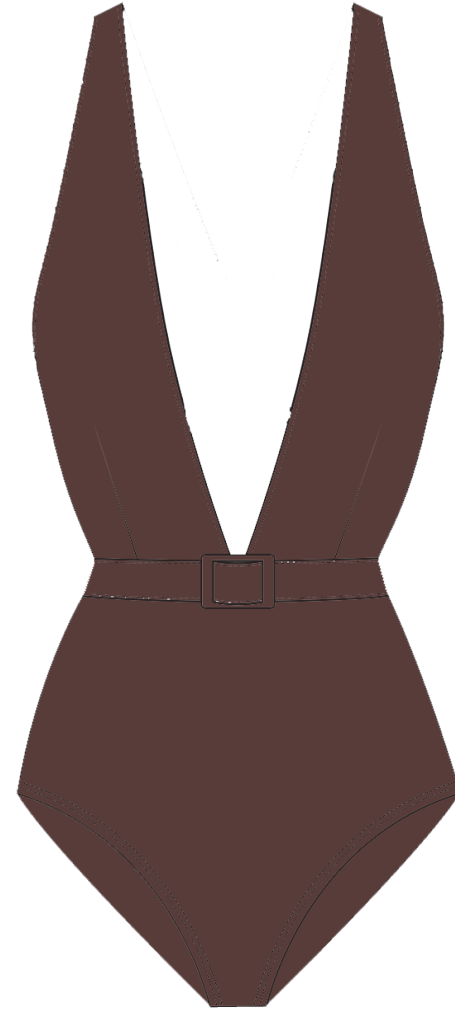
STYLE NUMBER: 005  
SEASON: S/S 20  
RANGE: Swimwear

STYLE NAME: V Neck Plunge  
ISSUE DATE: 1.4.20  
LAST UPDATED: 15.12.19



\*Based on a size 10/12 model





TECH PACK RANGE DETAILS

STYLE NUMBER: 006

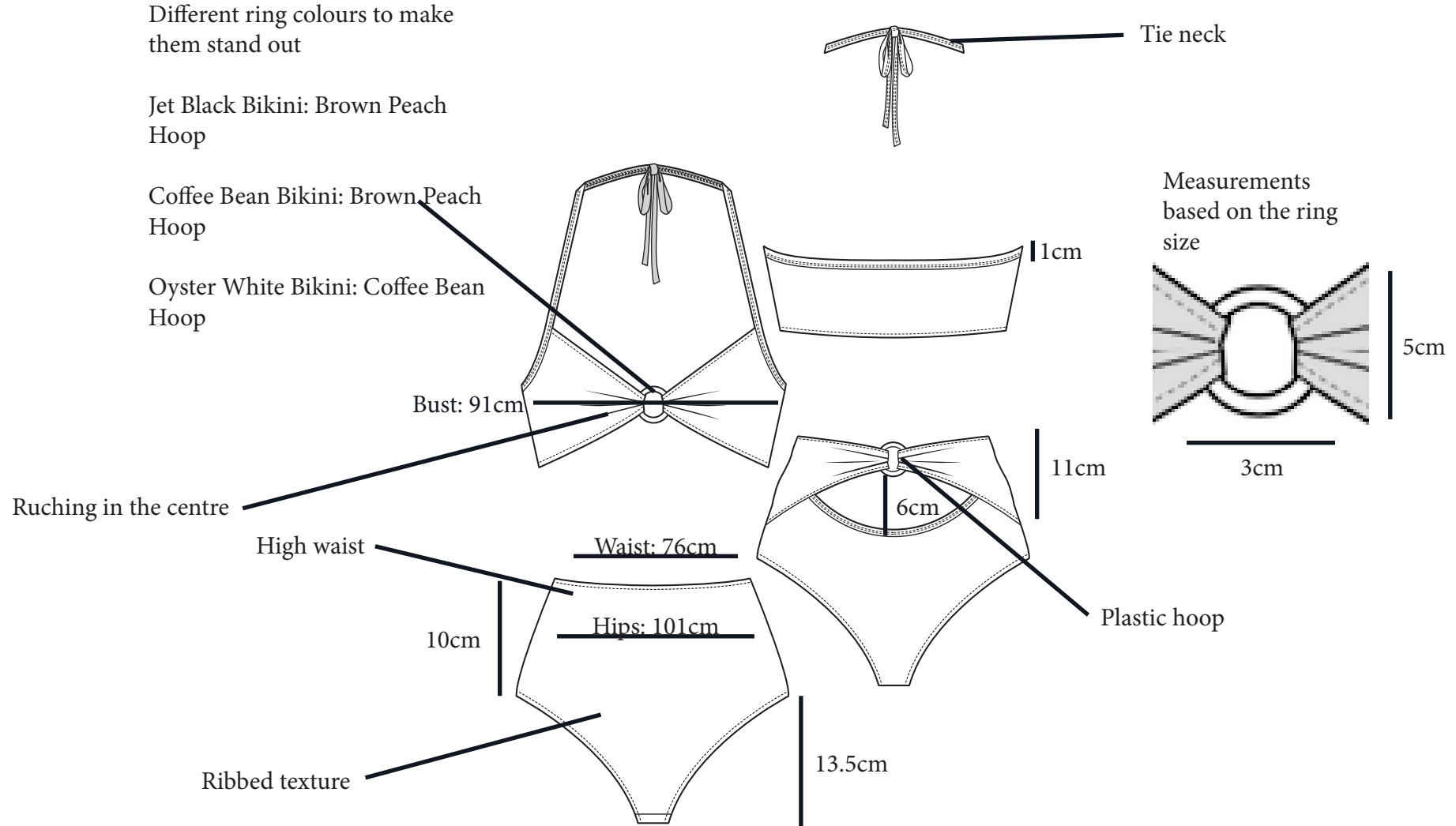
SEASON: S/S 20

RANGE: Swimwear

STYLE NAME: Halterneck Pixie

ISSUE DATE: 1.4.20

LAST UPDATED: 15.12.19



\*Based on a size 10/12 model



TECH PACK RANGE DETAILS

STYLE NUMBER: 007

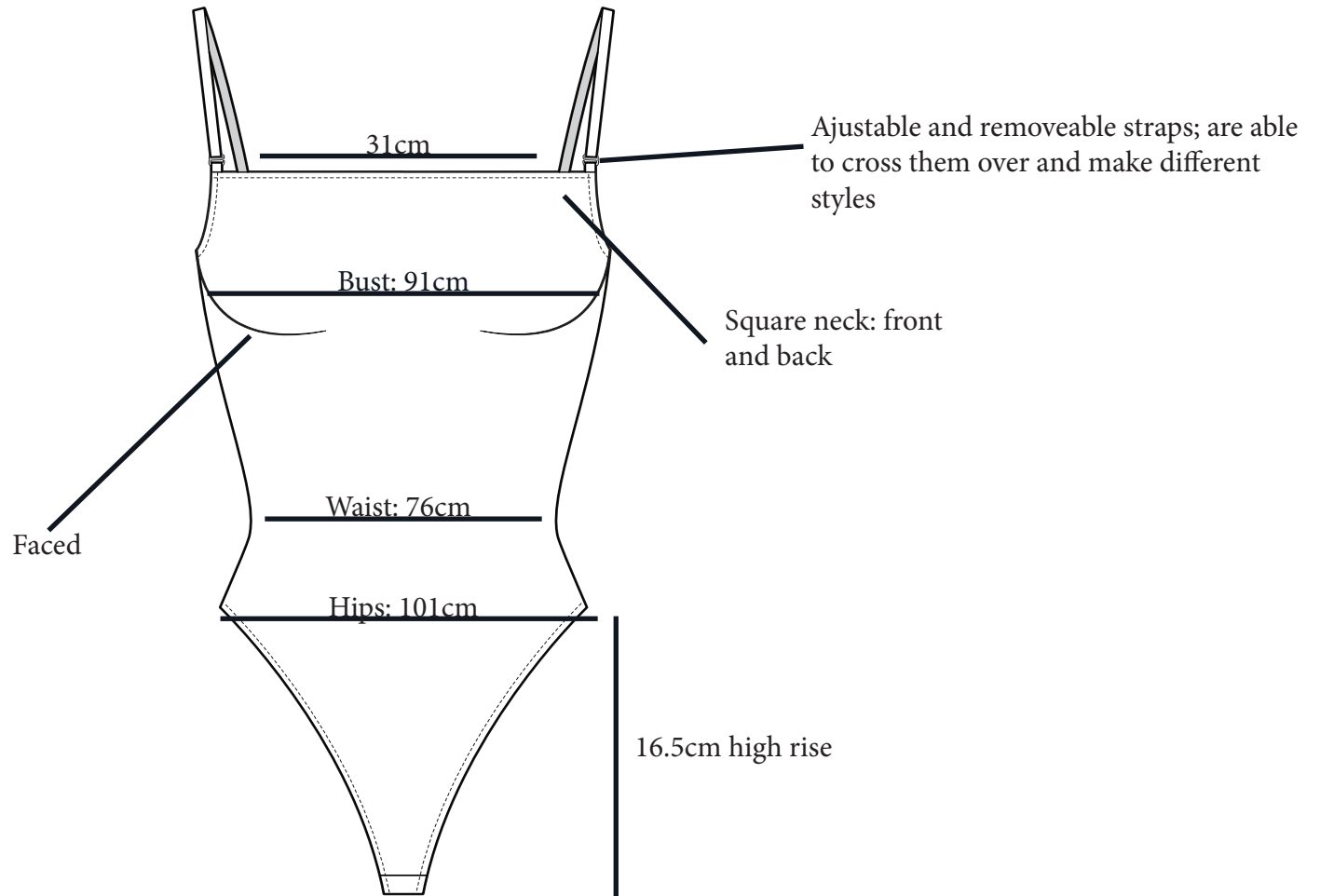
SEASON: S/S 20

RANGE: Swimwear

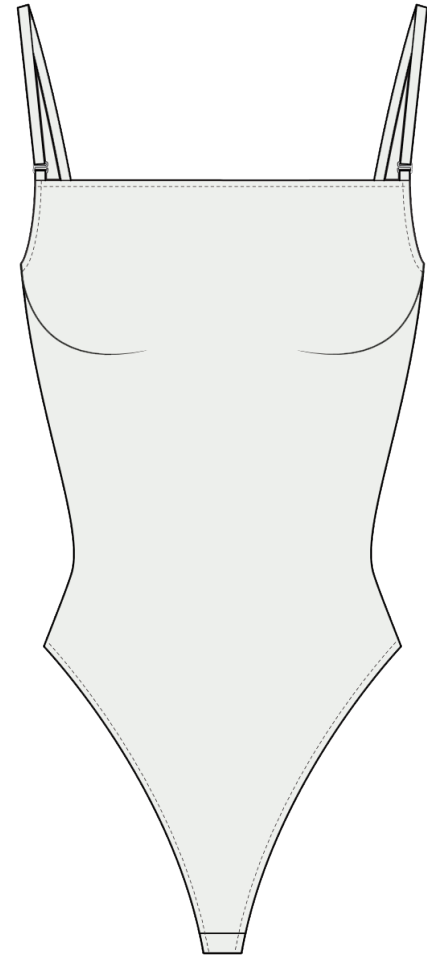
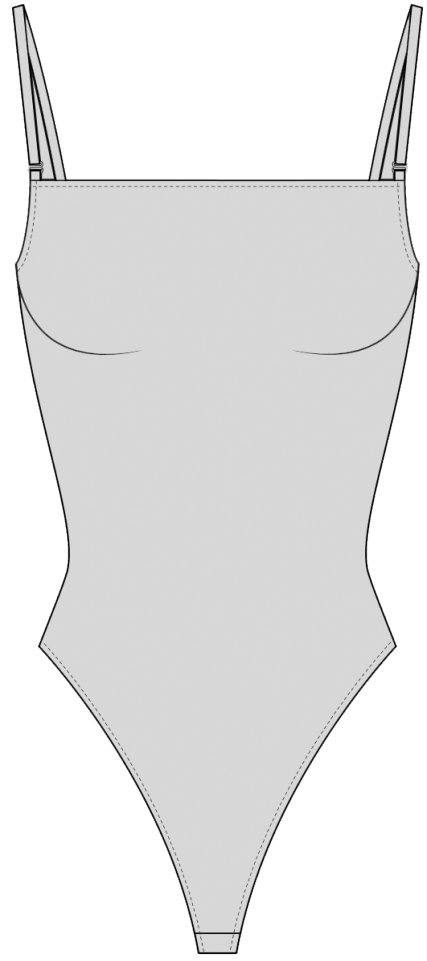
STYLE NAME: Square Neck Swimsuit

ISSUE DATE: 1.4.20

LAST UPDATED: 15.12.19



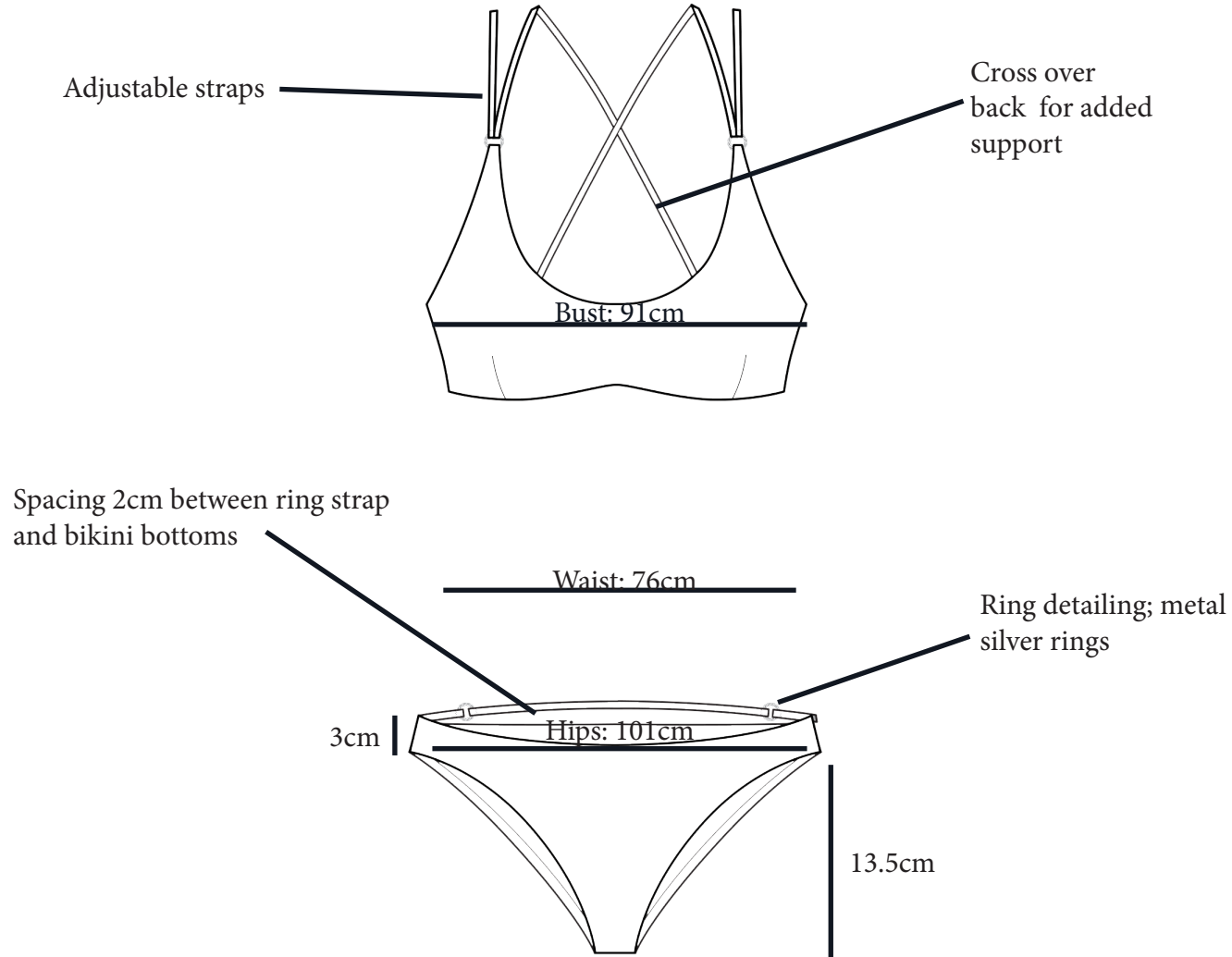
\*Based on a size 10/12 model



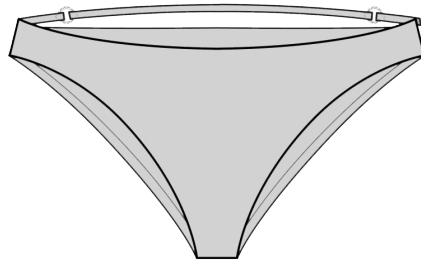
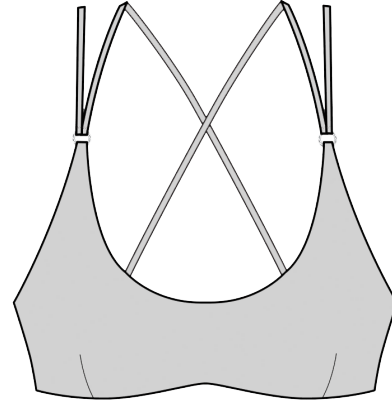
TECH PACK RANGE DETAILS

STYLE NUMBER: 008  
SEASON: S/S 20  
RANGE: Swimwear

STYLE NAME: Utility Bikini  
ISSUE DATE: 1.4.20  
LAST UPDATED: 15.12.19



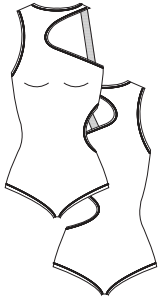
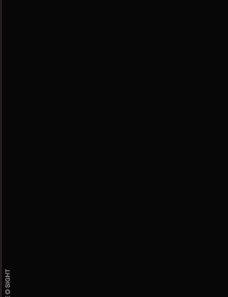
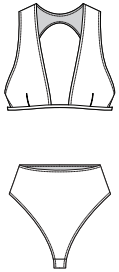
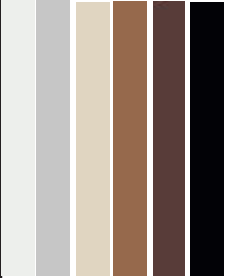

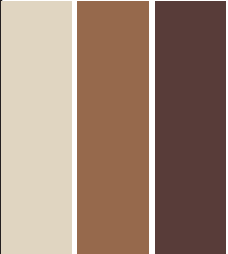
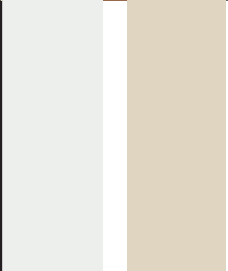
\*Based on a size 10/12 model




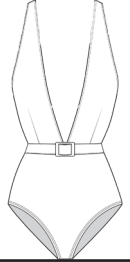
# *Range Table*



## Range Table

Illustration	Description	Colourways	Fabric	Sizes	RRP	Price without VAT -20%	Virtual Cost	Mark Up
	Asymmetric Body Swimsuit		100% Chlorine Resistant Polyester & PBT UBF 50+	6-16	£32	£25.60	£10.20	60%
	High Rise Triangle		96% Polyester & PBT 4% Lycra  100% Chlorine Resistant	6-18	Top: £12  Bottom: £10  Total: £20	£16	£6.40	60%
	One Shoulder Swimsuit		100% Chlorine Resistant Polyester & PBT UBF 50+	6-18	£28	£22.40	£8.96	60%
	Underwire Cup Bikini		96% Polyester & PBT 4% Lycra  100% Chlorine Resistant	6-18	Top: £14 Bottom: £14  Total: £24	£19.20	£7.68	60%

# Range Table

	Wide Waist Buckle Belt		Coating: 100% Polyurethane Backing: 100% Polyester	S/M - M/L	£10	£8	£3.20	60%
	Belted V Neck Plunge Swimsuit		100% Chlorine Resistant Polyester & PBT UBF 50+	6-18	£30	£24	£9.60	60%
	Halterneck Ring Bikini		92% Polyamide 8% Lycra	6-18	Top: £16 Bottom: £16 Total: £28	£22.40	£8.96	60%
	Square Neck Swimsuit		96% Polyester & PBT 4% Lycra  100% Chlorine Resistant	6-18	£22	£17.60	£7.04	60%
	Utility Bikini with cross over back		96% Polyester & PBT 4% Lycra  100% Chlorine Resistant	6-18	Top: £14 Bottom: £12 Total: £22	£17.60	£7.04	60%

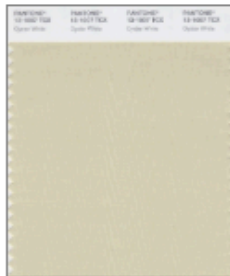
*Flex PLM*



## Colour Details: Oyster White Pantone 13-1007 TCX

Actions:

### Colour Identification



[\(Change\)](#)

**Name** Oyster White Pantone 13-1007 TCX **Type** Solid\Standard  
**RGB Values** 0-0-0

### Color Standards:



**Color Standard Name** Oyster White **Color Standard Reference Number** Pantone 13-1007 TCX  
**Illuminant1** D65 **Designer Color Name** Oyster  
**Illuminant2** D65  
**Color Standard Used** Pantone

### Associated Documents:



Actions:

#### Reference Documents

Actions:	Thumbnail	Content File Name	File Size (Bytes)	Document Name	Working State	Type	User
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### System Information:



**Lifecycle State** In Work **Lifecycle Name** Default  
**Date Created** 12/03/2019 12:06 PM GMT **Created By** Student003  
**Last Updated** 12/03/2019 12:06 PM GMT **Last Updated By** Student003

**Material Details: polyelastane**

★ Actions:



(Change)

**Material** polyelastane  
**Supplier** -- None Available --  
**Material Type** Apparel\Fabric\Knit  
**Material Pricing Mode** Independent Pricing Mode

**General Attributes:**



<b>Material</b>			
<b>Material ID</b>	128	<b>Description</b>	knitted
<b>Material UOM</b>	m		
<b>Material Status</b>	Approved	<b>Reference No.</b>	1905

**Physical Attributes:**



<b>Material</b>			
<b>Yarn Quality</b>	Recycled	<b>Fabric finish</b>	Wrinkle Resistant, over dye
<b>shrinkage</b>		<b>Wales X Course per inch</b>	
<b>Weight</b>	150g/sq m	<b>Width</b>	
<b>Weight UOM</b>	GSM	<b>Width UOM</b>	cms
<b>Fiber Content</b>	95% Polyester, 5% Spandex	<b>Fabric Structure</b>	Double Jersey
<b>Yarn Count/ Size</b>		<b>Gauge</b>	5GG

**System Details:**



<b>Material</b>			
<b>Color Control Mode</b>	Existing (Allow Add)	<b>Material Pricing Mode</b>	Independent Pricing Mode

**Supplier Details: Haddow Group**

**Act**

Supplier Identification			
<b>Name</b>	Haddow Group	<b>Type</b>	Supplier

General Attributes:			
<b>Supplier ID</b>	2132183	<b>Vendor Group</b>	
<b>Vendor Type</b>	Processes, Shipping & Packing, FinishedProduct	<b>Capacity</b>	0
		<b>Product Category</b>	

Primary Location:			
<b>Address</b>	Listers Mill	<b>DirectPhoneNo</b>	+44(0)1274 2000 22
	Heaton Road		
	Bradford		
<b>Country</b>			
<b>City</b>	Bradford		
<b>State / Province</b>	UK		
<b>Zip/Postcode</b>	BD9 4SH		
<b>Website</b>	<a href="http://haddowgroup.com/">http://haddowgroup.com/</a>		

Primary Contact:			
<b>Title</b>		<b>Cell Phone No.</b>	
<b>First Name</b>		<b>Office No.</b>	
<b>Last Name</b>		<b>Office Ext. No.</b>	
<b>Languages Spoken</b>	English	<b>Fax No.</b>	
<b>Email Address</b>	enquiries@haddowgroup.com		

**Supplier Details: Wisrise**

Actions:  

**Supplier Identification**

<b>Name</b>	Wisrise	<b>Type</b>	Supplier
-------------	---------	-------------	----------

**General Attributes:**

<b>Supplier ID</b>	Wisrise	<b>Vendor Group</b>	Bronte
<b>Vendor Type</b>	Fabric	<b>Capacity</b>	0
		<b>Product Category</b>	


**Primary Location:**

<b>Address</b>	No.393 Yangxin Road, Yangyong, Dalang Town, Guangdong Province, China	<b>DirectPhoneNo</b>	+86-13712634968
<b>Country</b>			
<b>City</b>	Dongguan		
<b>State / Province</b>			
<b>Zip/Postcode</b>			
<b>Website</b>	http://www.wisrise.cn/index.html		

**Primary Contact:**

<b>Title</b>	Mr	<b>Cell Phone No.</b>	
<b>First Name</b>		<b>Office No.</b>	
<b>Last Name</b>	Yen	<b>Office Ext. No.</b>	
<b>Languages Spoken</b>	English, Chinese	<b>Fax No.</b>	
<b>Email Address</b>	info@wisrise.cn		

**Associated Documents:**

Actions:  

**Reference Documents**

Actions:	Thumbnail	Content File Name	File Size (Bytes)	Document Name	Working State	Type	User
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Summary Details Specifications Sourcing

121 Kardash Season: -- None Selected --



Me

S

Colourways:



Size Range:

Type Apparel\Womenswear  
 Lifecycle State In Work  
 Date Created 14/05/2019 11:49 AM GMT  
 Last Updated 14/05/2019 11:50 AM GMT

Related Products:

BOM 002 : BOM Part For: 120 Kardash created on 14/05/2019 11:20 AM GMT by Student003

BOM 001 : BOM Part For: 120 Kardash checked-in on 14/05/2019 11:19 AM GMT by Student003

BOM 001 : BOM Part For: 120 Kardash created on 14/05/2019 11:14 AM GMT by Student003

Product updated on 14/05/2019 11:14 AM GMT by Student003

Source 001 : Wisrise China added



Edit BOM: 121 Kardash - 001 : BOM Part For: 121 Kardash

Season Size Definition Retrieve BOM

Save Save and Check In Close Editor Clear Primary Material

Views:

Variations Header Attributes Images Materials (Clear) Polyester / Colours (Clear) Oyster White F

Fabric

Hide/Show (Clear)

Component or Location	Material	Supplier	Color	Consump
	Polyester		19-0915 TCX #54	
	Polyester		Pantone Brown 2468C	
	Polyester		Oyster White Pantone 13-1007 TCX	
Component or Location	Material	Supplier	Color	Consump

## Order Quantities

Please see attached sheet on Excel  
via upload

The collection will be based in 50 out of the 134 stores and will be sold online. The order quantities are based on what they will receive for one store. This is subject to change based on the principle of what sizes will sell the most for each individual store. They will be at least 500 pieces purchased for every garment meeting the demands of the supplier. Most stock will be available for the online platform which can be purchased in stores if there are unavailable sizes. This will help determine what items/sizes are selling the most within the first month.

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