

The background of the entire page is a repeating pattern of purple flowers with yellow centers and green leaves. A white rectangular area with a thin green border is centered on the page, containing the text.

BUSY PLACE

**THESIS COLLECTION
FALL/WINTER LOOK BOOK**



BUSY PLACE

02.

FALL 2022

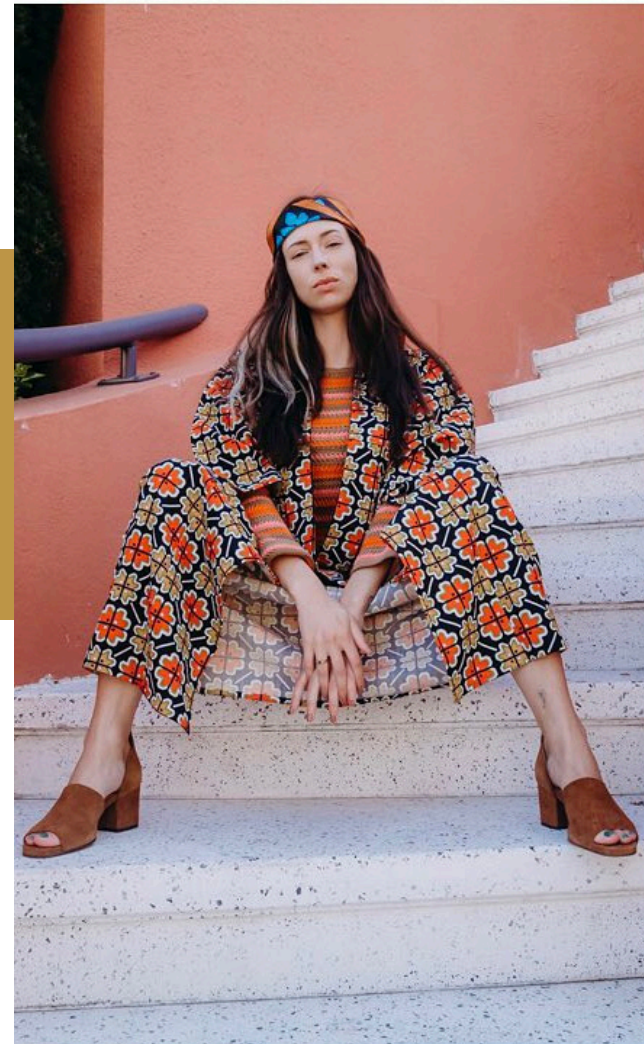
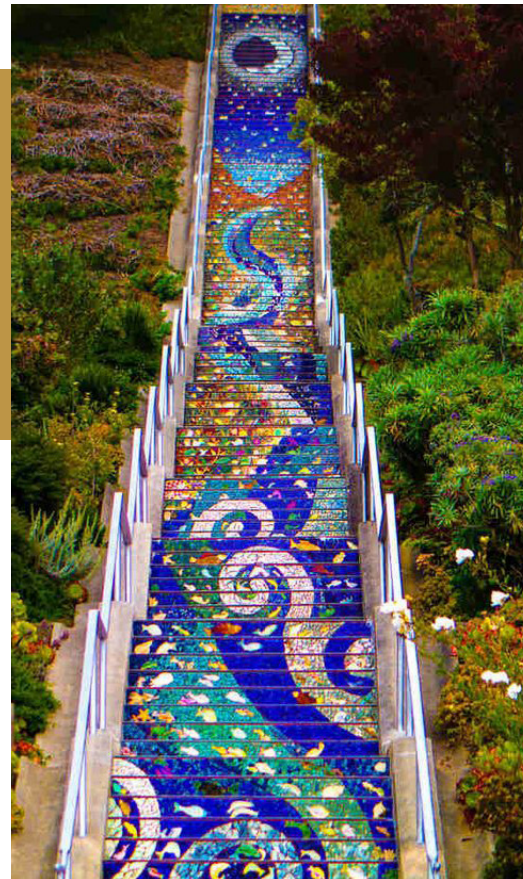


FALL 2022 OVERVIEW

STANYAN STREET

Inspired by the colors and patterns of the patterned victorian row homes in the Upper Haight, the concept of Stanyan St will be reflected in the warm earth and jewel tones of the color palette, and accented with the bright shades of bougainvillea and bottle brush trees.

Historical references to the Haight will be very subtle, reflected in modernized paisley printed fabrics and softly flaring silhouettes.



FA22 STYLE AND TREND

STANYAN STREET



Vibrantly printed classic sportswear separates
-La Double J 2019



Gentle Volume
- Hannah Kristina Metz



Tonal Print Mixing
-Ossie Clark



Ruffling and Volume
-Christophe Josse



Flare and wide leg silhouettes
-Victoria Beckham



Quilted Colorblocking
-Dodo Bar Or

Updated versions of 70's classics mixed with heritage American sportswear will push the aesthetic into its own time period, as well as softly gathered and ruffled details inspired by Ossie Clark and Biba to lend a gentle femininity.

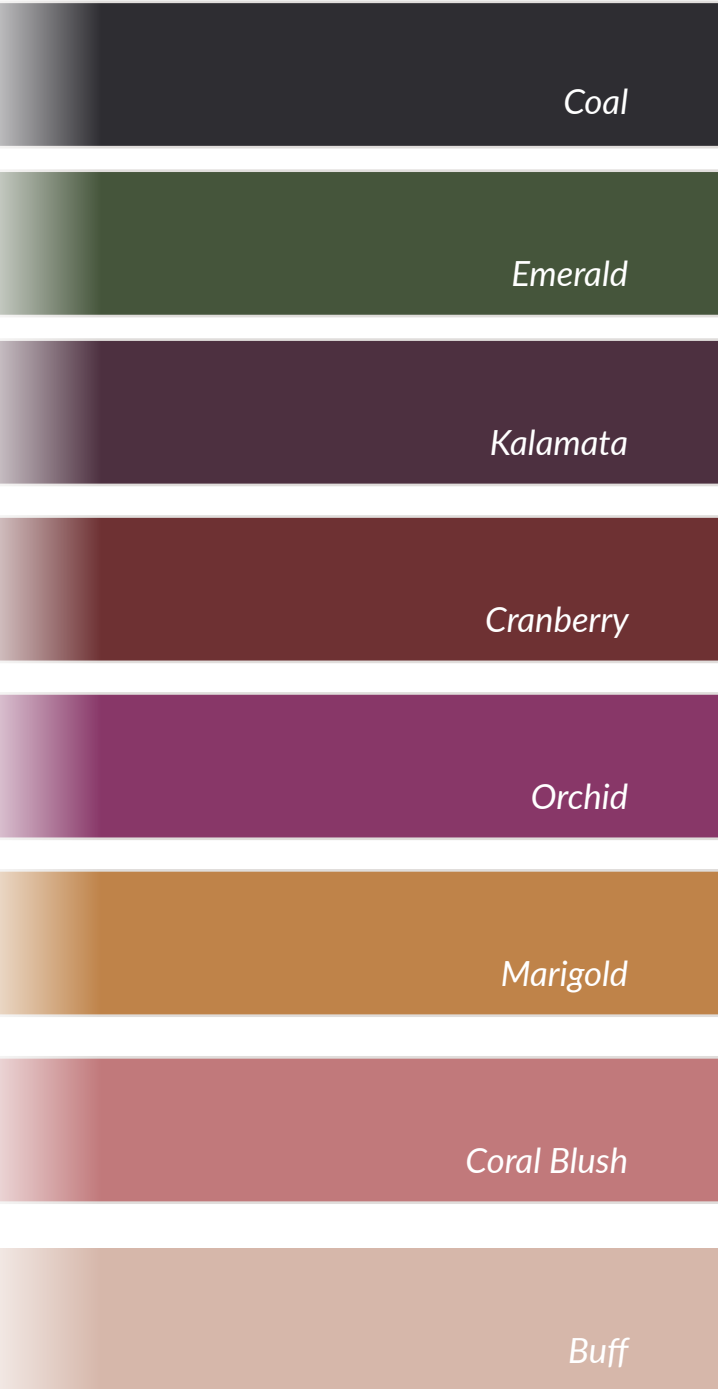
FALL 2022

Delivery 1: Color & Print

Deep earthy jewel tones of Kalamata, Orchid, and Emerald make up the core colors of the first delivery of Fall 2022. Soft neutral Buff, Marigold and Coal provide contrast.

Bold prints inspired by the heyday of swinging San Francisco, seen in the abstracted House Prints, the wild Animal Print, and whimsical Heart Stripe.

Textural interest comes from our Jacquard denim and Viscose Challis.

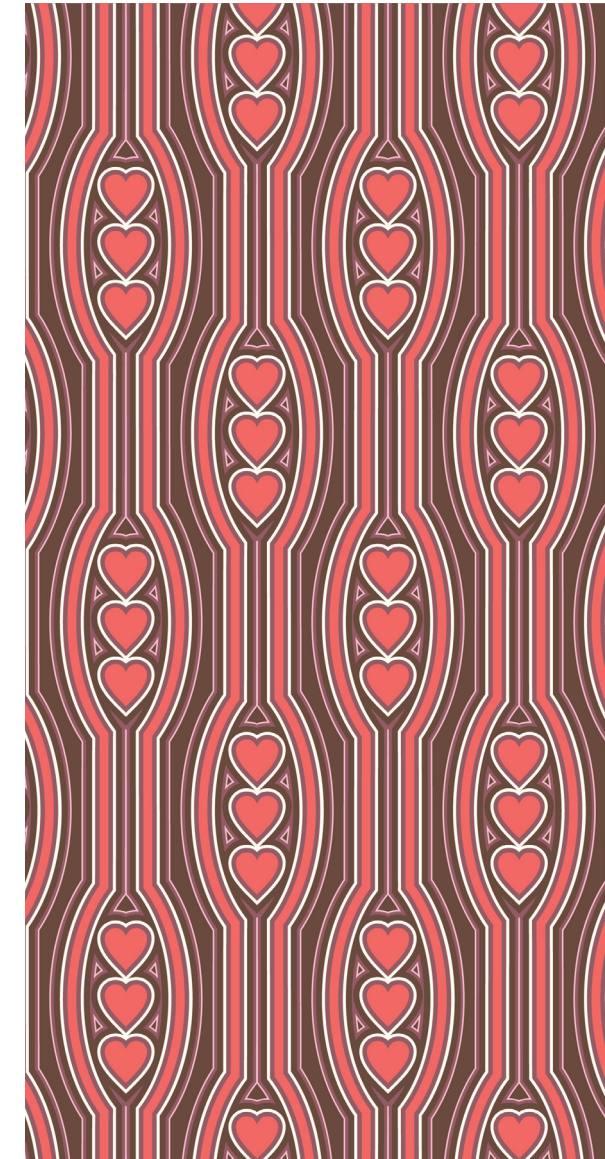


House Print
Busy Place Original Print

STANYAN STREET



Animal
WGSN Print



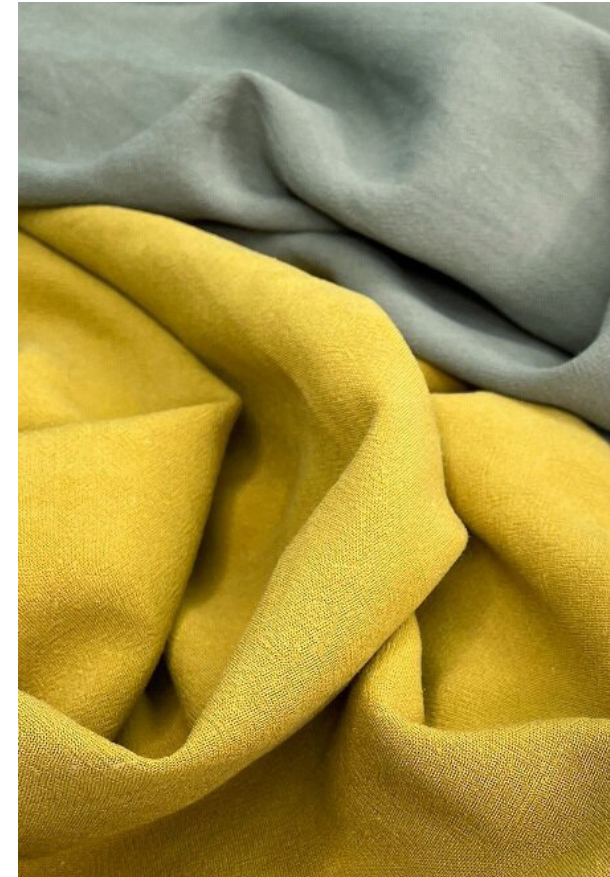
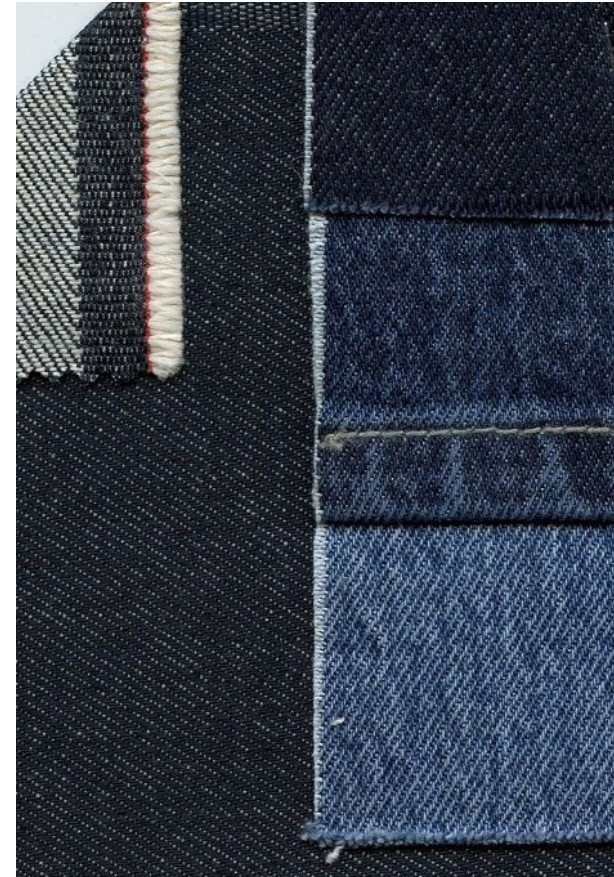
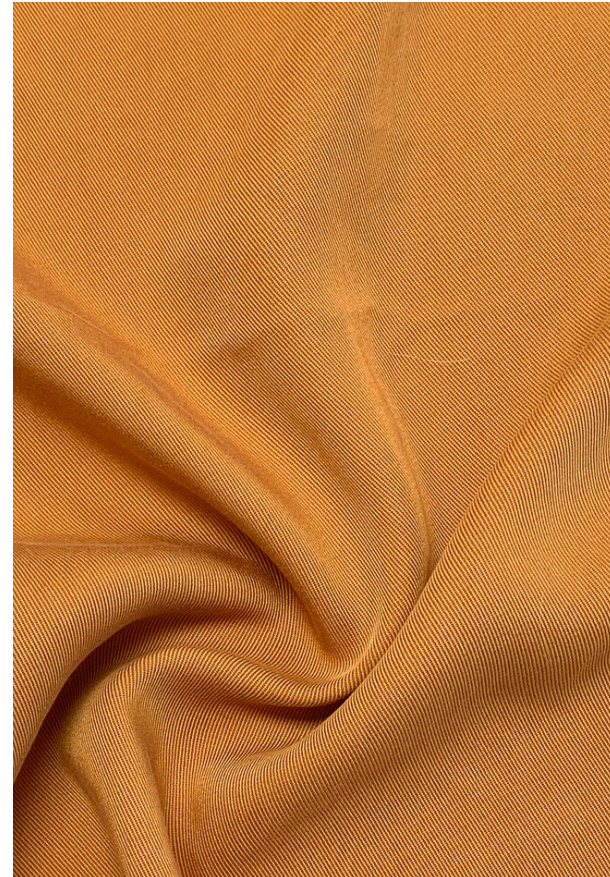
Heart Stripe
WGSN



Patchwork Jacquard
Pacific Blue Denims

FALL CORE MATERIALS

STANYAN STREET



Lyocell Challis

Name/Code: Olivia
Vendor: Gordon Fabrics
Content: 100% Tencel
Weight/Width: 58" / 128 GSM
Price: \$8.95/yard
MOQ: 200 yards

Tencel Twill

Name/Code: Horizon
Vendor: Gordon Fabrics
Content: 100% Lyocell
Weight/Width: 55" / 200 GSM
Price: \$10.40/yard
MOQ: 200 yards

Denim

Name/Code: S#J58293
Vendor: Pacific Blue Denims
Content: 95% Cotton 4% PES 1% Spandex
Weight/Width: 66" / 12.75oz
Price: \$5.28/yard
MOQ: 100 yards

Linen/Viscose Slub

Name/Code: Harper
Vendor: Gordon Fabrics
Content: 85% Viscose, 15% Linen
Weight/Width: 48" / 155 GSM
Price: \$8.45/yard
MOQ: 200 yards

Sweater Knit

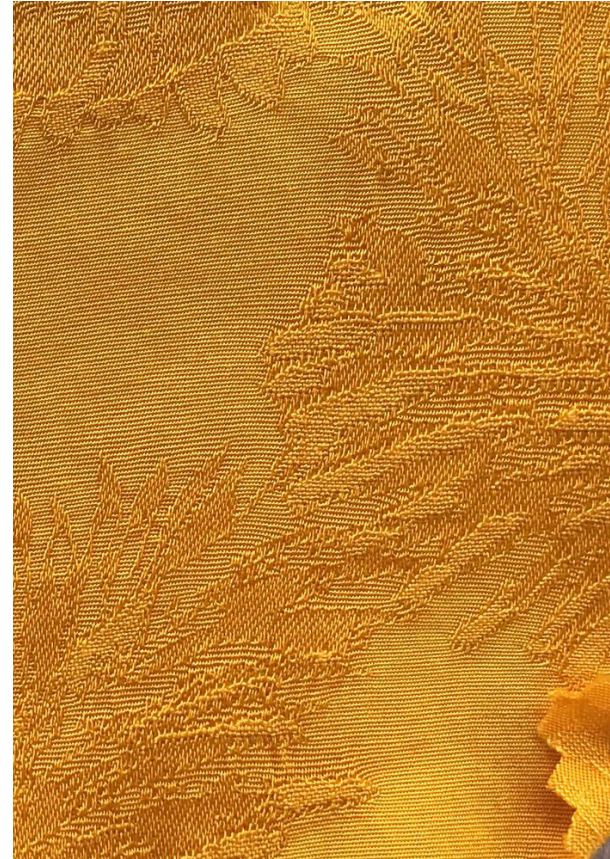
Name/Code: Olympia
Vendor: Gordon Fabrics
Content: 62% Rayon, 19% Cotton, 13% Modal, 6% Spandex
Weight/Width: 48" / 155 GSM
Price: \$8.45/yard
MOQ: 200 yards

Viscose Satin Twill

Name/Code: QL-029939
Vendor: Swatchon
Content: 100% Viscose Rayon
Weight/Width: 50" / 128gsm
Price: \$5.37/yard
MOQ: 50 yards

FALL FASHION MATERIALS

STANYAN STREET



FALL GRAPHIC HIT

Faux Suede

Name/Code: Dakota
Vendor: Gordon Fabrics
Content: 90% Polyester, 10% Spandex
Weight/Width: 57" / 250gsm
Price: \$8.75/yard
MOQ: 200 yards

Jacquard Leaf Woven

Name/Code: QL-008533
Vendor: Swatchon
Content: 100% Viscose Rayon
Weight/Width: 58" / 172gsm
Price: \$9.42/yard
MOQ: 30 yards

Jacquard Patch Denim

Name/Code: PATCH/JAC
Vendor: Pacific Blue Denims
Content: 100% Cotton
Weight/Width: 58" / 12oz
Price: \$9.75/yard
MOQ: 100 yards

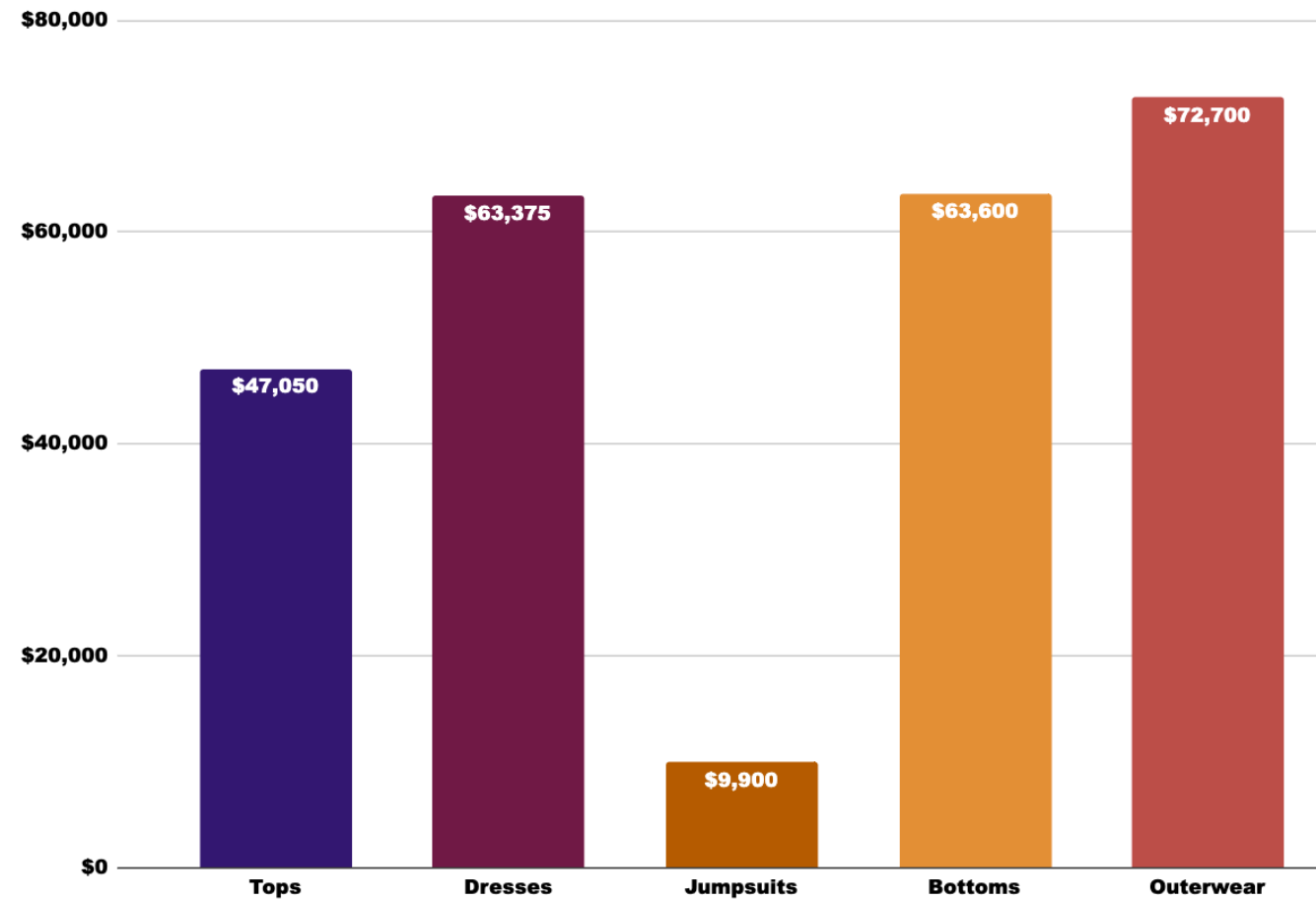
Poly/Wool Boucle

Name/Code: Everest
Vendor: Gordon Fabrics
Content: 60% Polyester, 40% Wool
Weight/Width: 480 GSM 57/58" Wide
Price: \$13.75/yard
MOQ: 200 yards

FA22 ASSORTMENT STATS

STANYAN STREET

FA22 Retail Sales by Category

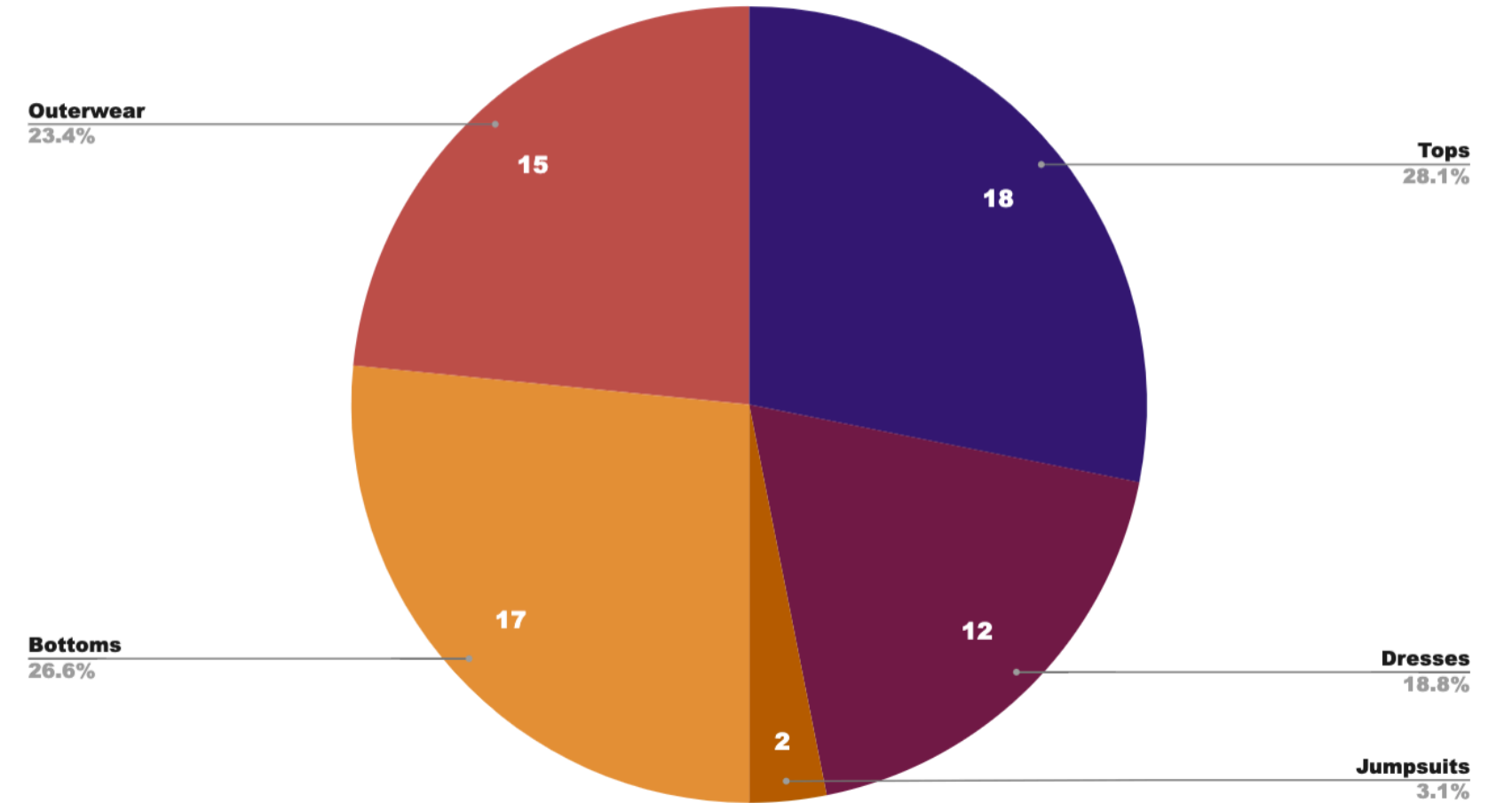


Fall sales will be dominated by Dresses and Outerwear, both of which are the driving leads in terms of projected sales.

Both Dresses and Outerwear have higher price points than other categories and therefore a higher quantity assortment of Tops and Bottoms at lower price points will balance this out.

This season is all about visual impact, which will hopefully pay off in forging a spot for Busy Place in the online retailer landscape.

Fall 2022 Assortment



SEASON LINEUP : FA22

DELIVERY 1 - 08/01/22



Ozzy Dress

Style #: FA22-1302
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Animal, Heart Stripe, House Print
 Cost: \$96.25
 Retail: \$275

Janey Bomber Jacket

Style #: FA22-1323
 Size Range: XS-XXL
 Fabric: Viscose Satin Twill
 Colorways: Fir, Noir
 Cost: \$54.25
 Retail: \$155

Minerva Skirt

Style #: FA22-1315
 Size Range: XS-XXL
 Fabric: Tencel Twill, Cotton Denim
 Colorways: Animal, Jacquard Denim
 Cost: \$24.50
 Retail: \$70

Fulton Jeans

Style #: FA22-1320
 Size Range: 26-34
 Fabric: Cotton/SPAN Denim
 Colorways: Navy, Fog Patchwork
 Cost: \$49
 Retail: \$140

Jesse Blouse

Style #: FA22-1308
 Size Range: XS-XXL
 Fabric: Cotton/Linen Weave
 Colorways: Marigold, Fog, Alabaster
 Cost: \$49
 Retail: \$140

Audrey Dress

Style #: FA22-1303
 Size Range: XS-XXL
 Fabric: Viscose Jacquard, Tencel Challis
 Colorways: Heart Stripe & Cranberry Jacquard
 Cost: \$43.75
 Retail: \$125

SEASON LINEUP : FA22

DELIVERY 1 - 08/01/22



Chelsea Necktie Blouse

Style #: FA22-1307
 Size Range: XS-XXL
 Fabric: Viscose/Linen Weave
 Colorways: Heart Stripe, House Print
 Cost: \$35
 Retail: \$100

Page St. Jeans

Style #: FA22-1321
 Size Range: 26-34
 Fabric: Cotton/Span Denim
 Colorways: Navy, Fog
 Cost: \$49
 Retail: \$140

Hyde Blazer

Style # FA22-1324
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: House Print, Animal
 Cost: \$87.50
 Retail: \$250

Alma Trousers

Style #: FA22-1316
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: House Print, Animal
 Cost: \$57.75
 Retail: \$120

Mariposa Top

Style #: FA22-1310
 Size Range: XS-XXL
 Fabric: Viscose/Linen Woven
 Colorways: Fog, Marigold
 Cost: \$26.25
 Retail: \$75

Tuxedo Blouse

Style #: FA22-1309
 Size Range: XS-XXL
 Fabric: Tencel Challis, Viscose Jacquard
 Colorways: Heart Stripe, Marigold Jacquard
 Cost: \$40.25
 Retail: \$115

SEASON LINEUP : FA22

DELIVERY 1 - 08/01/22



Eugenia Duster
 Style #: FA22-1330
 Size Range: XS-XXL
 Fabric: Jacquard Patch Denim
 Colorways: Fog Jacquard Denim
 Cost: \$66.50
 Retail: \$190

Ashbury Trench Coat
 Style #: FA22-1325
 Size Range: XS-XXL
 Fabric: Tencel Twill, Faux Suede
 Colorways: Animal, Cranberry
 Cost: \$78.75
 Retail: \$225

Bernal Cropped Trouser
 Style #: FA22- 1317
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: House Print, Animal
 Cost: \$42
 Retail: \$120

Delmar Dress
 Style #: FA22-1304
 Size Range: XS-XXL
 Fabric: Viscose Challis, Rayon Jacquard
 Colorways: Heart Stripe, Cranberry Jac
 Cost: \$57.75
 Retail: \$165

FALL 2022

Coal

Olive

Coral

Turmeric

Alabaster

Delivery 2: Color & Print

Following our first delivery, the second will continue off of the earthy jewel tones, adding bright shades of Coral, Turmeric and Alabaster for breathing room to the mix.

Paisleys have their moment to shine with shades in Coral and Olive, as well as a panel Mixed Floral print with juicy Mango brightening up the dark hues of the background.



Coral Paisley
WGSN

STANYAN STREET



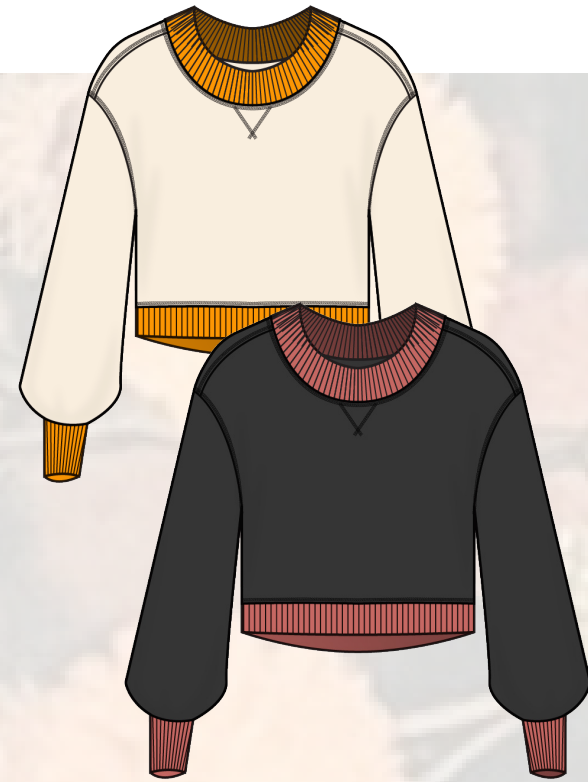
Mixed Floral
WGSN



Olive Paisley
WGSN

SEASON LINEUP : FA22

DELIVERY 2 - 09/01/22



Hayes Sweatshirt

Style #: FA22-2326
 Size Range: XS-XXL
 Fabric: Cotton/Modal Sweater Knit
 Colorways: Alabaster, Coal
 Cost: \$35
 Retail: \$100



Grant Blouse

Style #: FA22-2310
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Mixed Floral, Coral Paisley
 Cost: \$33.25
 Retail: \$95



Robin Wrap Dress

Style #: FA22-2305
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Mixed Floral, Coral Paisley
 Cost: \$56
 Retail: \$160



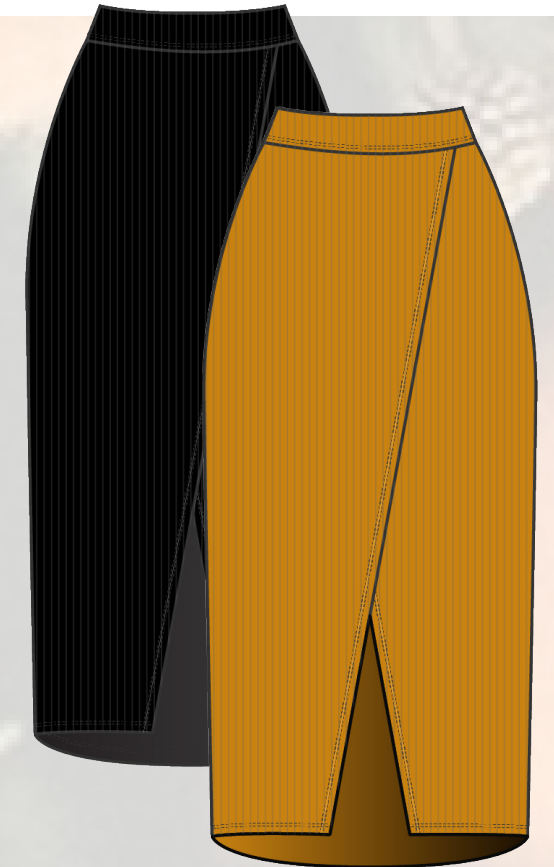
Rivoli Coat

Style #: FA22-2327
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Olive Paisley, Mixed Floral
 Cost: \$70
 Retail: \$200



Busy Place Ringer Tee

Style #FA22-2312
 Size Range: XS-XXL
 Fabric: Cotton/Modal Jersey
 Colorways: Alabaster
 Cost: \$19.25
 Retail: \$55

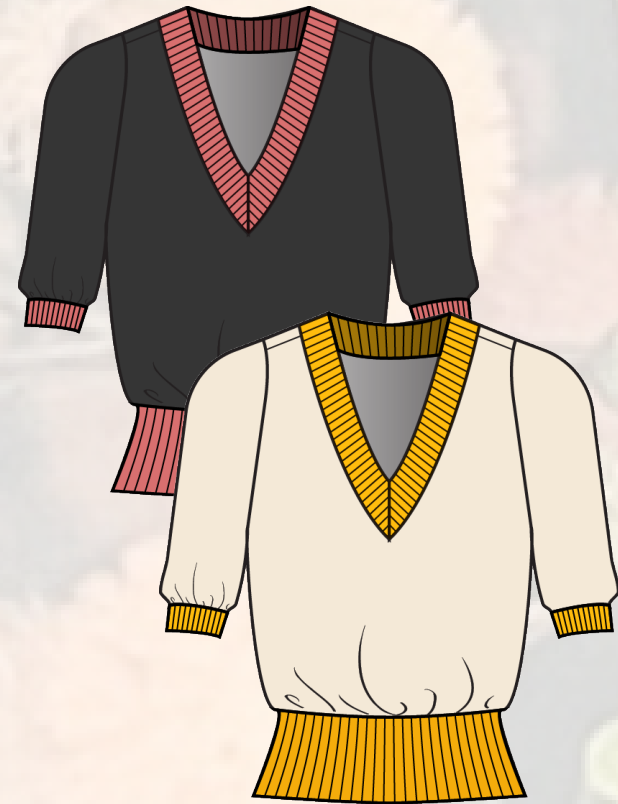


Valencia Skirt

Style #: FA22-2315
 Size Range: XS-XXL
 Fabric: Modal Rib Knit Jersey
 Colorways: Noir, Turmeric
 Cost: \$33.25
 Retail: \$95

SEASON LINEUP : FA22

DELIVERY 2 - 09/01/22



Ivy Knit Top

Style #: FA22-2312
 Size Range: XS-XXL
 Fabric: Modal Sweater Knit
 Colorways: Coal, Alabaster
 Cost: \$31.50
 Retail: \$90



Page St. Jeans

Style #: FA22-2321
 Size Range: 26-34
 Fabric: Cone Indigo Denim
 Colorways: Coal
 Cost: \$49
 Retail: \$140



Flywheel Jumpsuit

Style #: FA22-2301
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Mixed Floral, Olive Paisley
 Cost: \$57.75
 Retail: \$165

FALL 2022

Delivery 3: Color & Print

The last delivery of fall is significantly warmer in tone, with rich shades of Copper, Aubergine, and Orchid throughout. Coal black and Marigold provide a base for our hero colors to pop.

An arabesque Aubergine Border print lends placed interest, and our original Scallop print brings some deco influences. Nature is referenced in the Fronds print as well as the all-over Marigold Print.

Coal

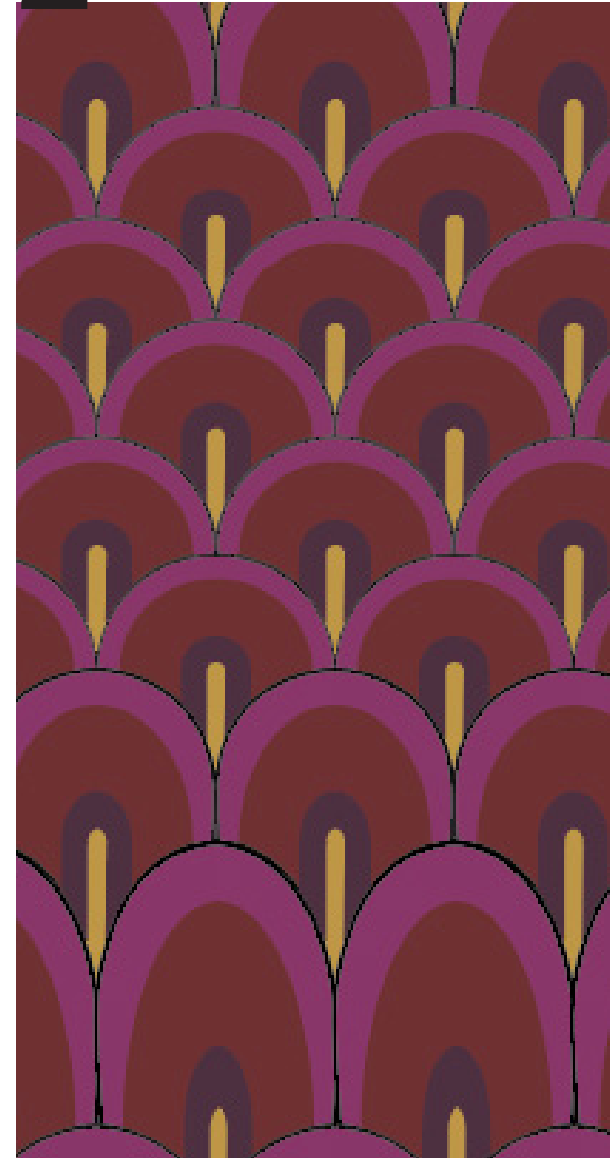
Aubergine

Copper

Orchid

Marigold

Olive



Kalamata Scallop
Busy Place Original Print

STANYAN STREET



Aubergine Border
WGSN Print



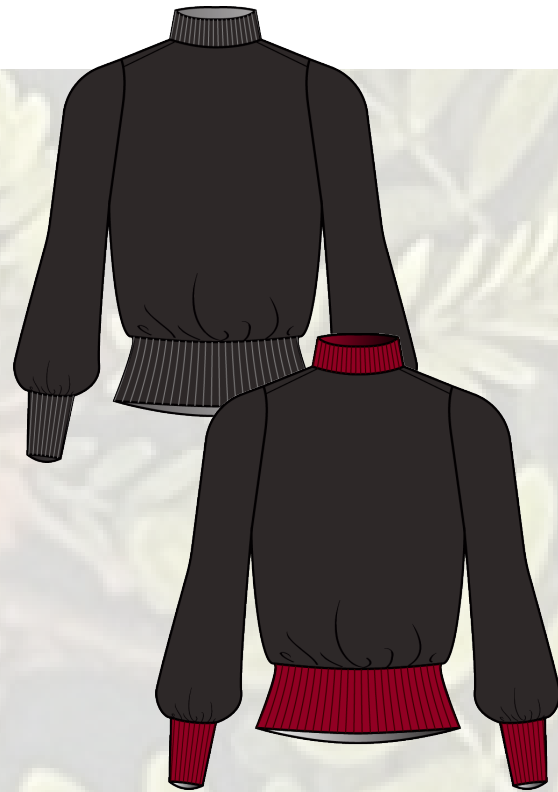
Copper Fronds
Gordon Fabrics Stock Print



Marigold
WGSN Print

SEASON LINEUP : FA22

DELIVERY 3 - 10/01/22



Parkwide Coat

Style #: FA22-3328
 Size Range: XS-XXL
 Fabric: Wool Melton
 Colorways: Kalamata Scallop, Coal
 Cost: \$122.50
 Retail: \$350

Willow Mockneck

Style #: FA22-3314
 Size Range: XS-XXL
 Fabric: Sweater Knit
 Colorways: Crimson, Coal
 Cost: \$26.25
 Retail: \$100

Bernal Crop Trouser

Style #: FA22-3317
 Size Range: XS-XXL
 Fabric: Tencel Challis
 Colorways: Kalamata Scallop, Copper Fronds
 Cost: \$42
 Retail: \$120

Keyhole Blouse

Style #: FA22-3311
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Marigold, Aubergine Border
 Cost: \$29.75
 Retail: \$85

Belgrave Jeans

Style #: FA22-3322
 Size Range: 26-34
 Fabric: Cone Indigo Denim
 Colorways: Noir, Indigo
 Cost: \$49
 Retail: \$140

Upper Terrace Cardigan

Style #: FA22-3329
 Size Range: XS-XXL
 Fabric: Sweater Knit
 Colorways: Coal, Aubergine Border
 Cost: \$52.50
 Retail: \$150

SEASON LINEUP : FA22

DELIVERY 3 - 10/01/22



Ozzy Dress

Style #: FA22-3302
Size Range: XS-XXL
Fabric: Tencel Twill
Colorways: Marigold, Aubergine Border
Cost: \$96.25
Retail: \$275

Sutro Dress

Style #: FA22-3306
Size Range: XS-XXL
Fabric: Tencel Challis
Colorways: Copper Fronds, Kalamata Scallop
Cost: \$43.75
Retail: \$125

BUSY PLACE

03.



WINTER 2022



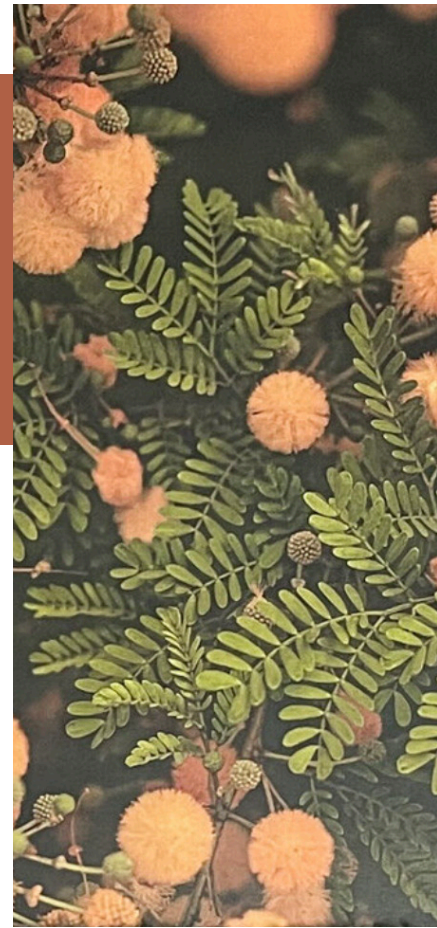
WI22 OVERVIEW

GREEN DREAMER

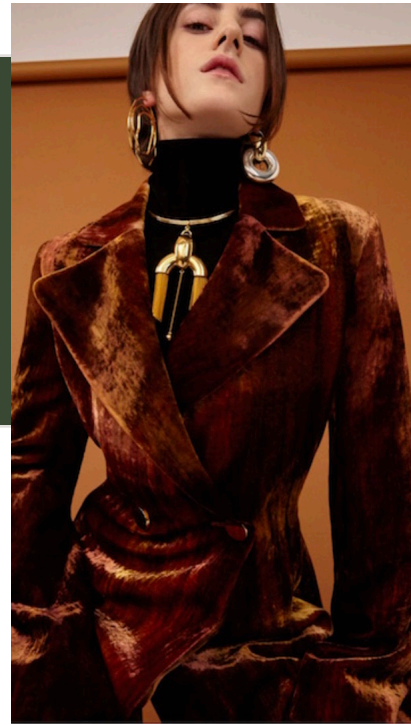
Winter 2022 was inspired by the rainy weather of Northern California and the Pacific Northwest.

When snow blankets other areas of the country and most greenery dies, in San Francisco we are suddenly surrounded with green and new growth amidst cold fog and misty rain.

We wanted to capture this feeling for Green Dreamer.

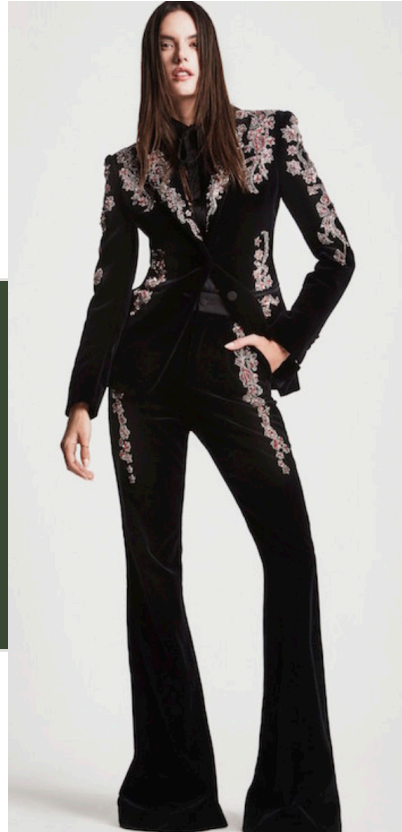


WI22 STYLE AND TREND



Bold, 70's Style Collars

Ellery



Tailored Silhouettes

Dundas



Exaggerated Sleeve Volume

Vintage image from Rodeo Magazine



High Neckline Interest

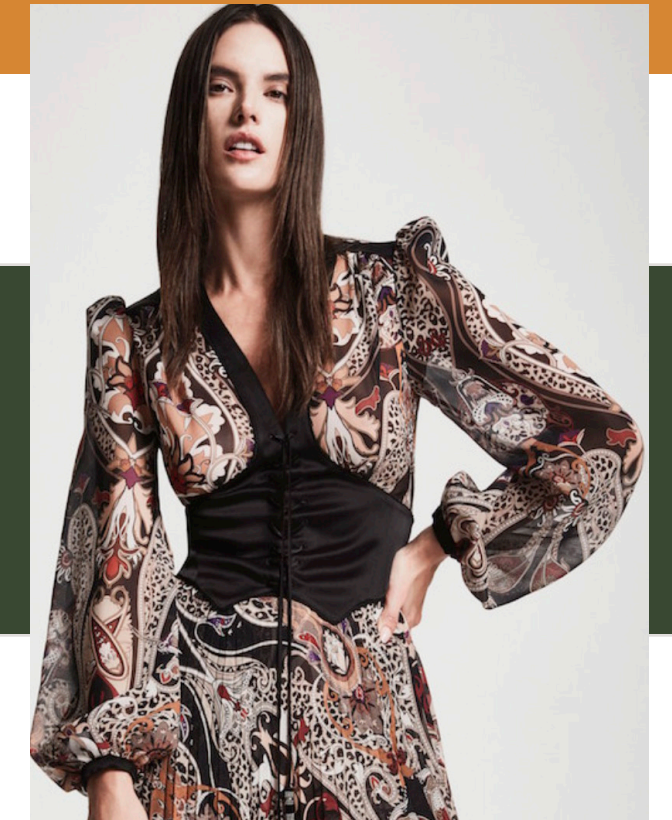
Biba

GREEN DREAMER



Craft inspired ornamentation and print

Cucculelli Shaheen



Yoke Interest

Dundas

We pulled heavily from silhouettes and style elements from history for Green Dreamer.

Barabara Hulanicki's design work at Biba in the 1970's was a strong influence on collars, sleeves and use of heavier fabrics.

WINTER 22

Coal

Fir

Crimson

Chestnut

Rose

Turmeric

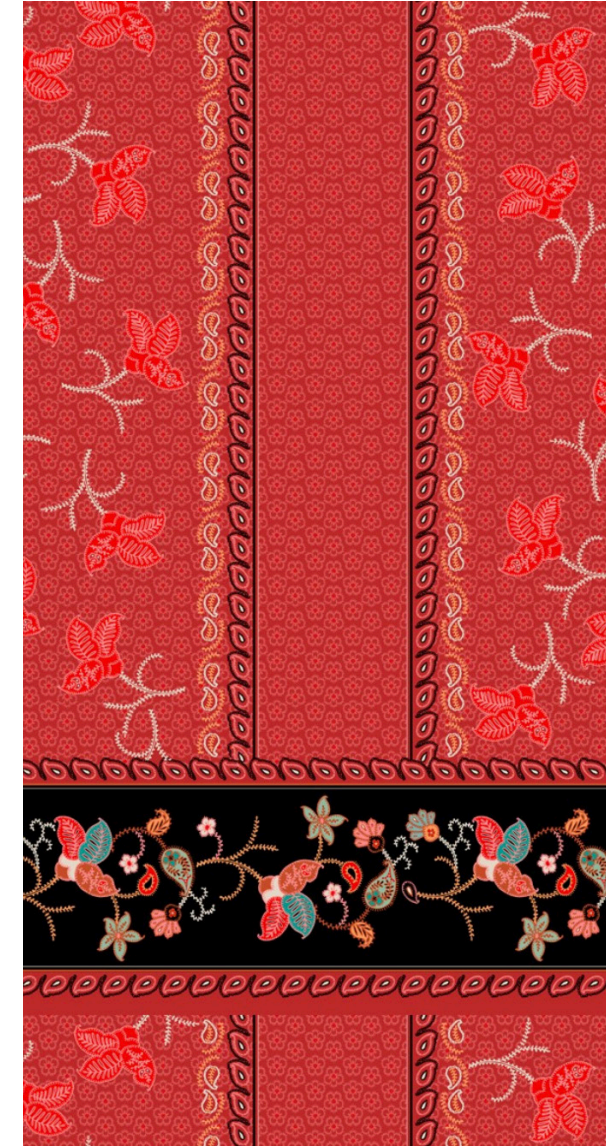
Delivery 1: Color & Print

Color needed to be warm, yet dark and mysterious. Contrasting tones of Coal and Crimson work well with elements of Fir green and cheery Turmeric.

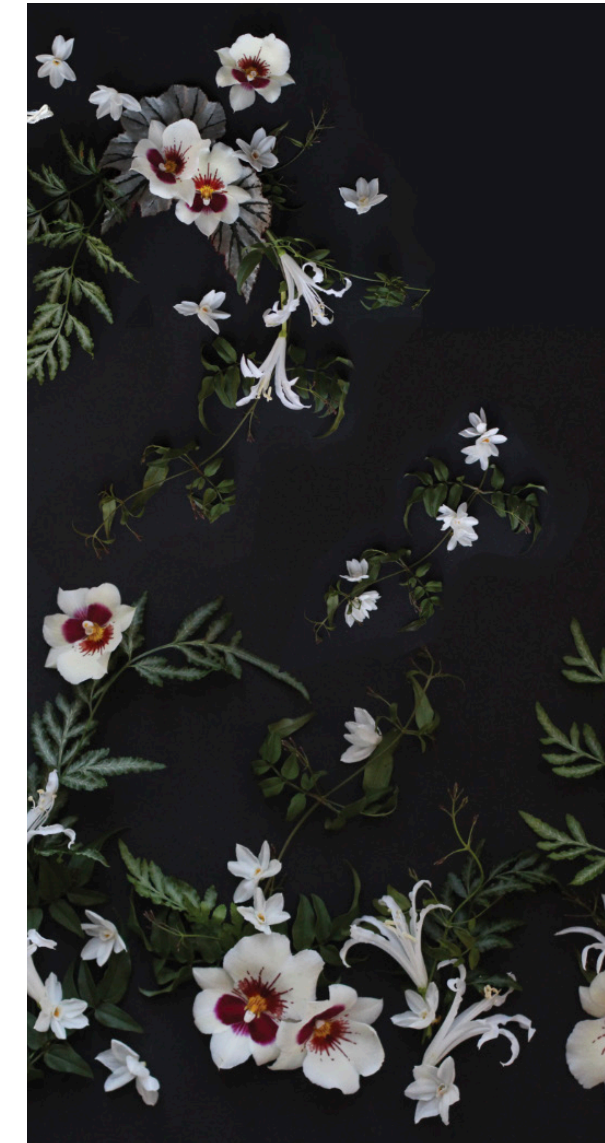
Print direction was inspired by handcrafts and folk textile arts. Chain Vine is a faux embroidery print, and Folk Border draws on patchworking elements. The delicate flower arrangements of Britlyn's collaboration print draws on the hand made feeling.



Dark Daisy
WGSN



Folk Border
WGSN



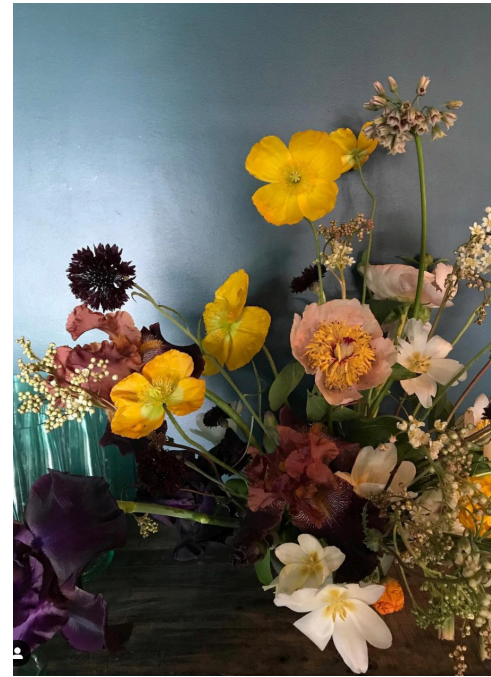
Britlyn Floral Collage
Busy Place Original



Chain Vine
CFL Studio Prints

GREEN DREAMER

PRINT COLLABORATION



GREEN DREAMER

BRITLYN SIMONE

Floral Artist

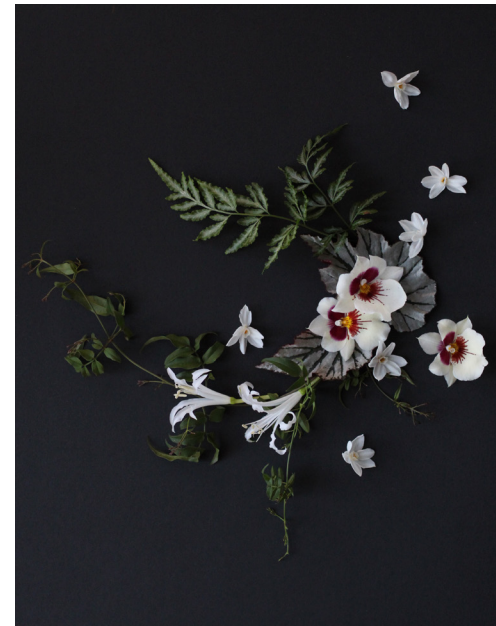
INTRODUCTION

Britlyn is a florist located in Portland, OR. Her whimsical arrangements are full of movement and whimsy by her use of long stems, asymmetrical arrangements and clever use of color.

She utilizes local and seasonal plants, some of which are grown in her backyard, and her flowering works can be seen at events all over the world.

WI22 PRINT DEVELOPMENT

BRITLYN SIMONE: FLORAL ARTIST



We chose Britlyn to shoot a variety of late winter floral arrangements at her home studio in arrangements that we could collage together into a repeat border print, inspired by the lush greenery of rainy pacific northwest winters.

After a particularly rainy winter in San Francisco, we were inspired by the surprising deep greens of the normally quite thirsty foliage of the city. Mushrooms cropped up all over green spaces due to the rain, and we wanted to capture that feeling in this print.



Raw images from Britlyn's shoot

BRITLYN COLLAGE PRINT

CORE MATERIALS: WI22

GREEN DREAMER



Tencel Twill

100% Lyocell Tencel
Gordon Fabrics
"Horizon"
200 GSM, 55/57" Wide
Price: \$10.40 / MOQ 200 Yards



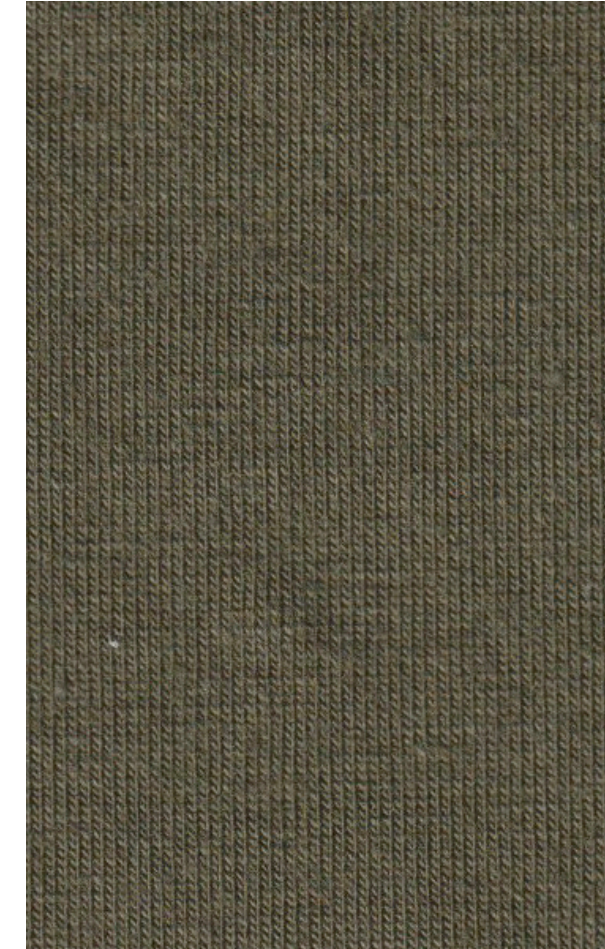
Sueded Cupro

60% Cupro, 40% Viscose
Gordon Fabrics
"Geneva"
110 GSM, 53/54" Wide
Price: \$13.15 / MOQ 200 Yards



Faux Suede

90% Recycled Polyester, 10% Spandex
Gordon Fabrics
"Dakota"
250 GSM, 57/58" Wide
Price: \$8.75 / MOQ 200 Yards



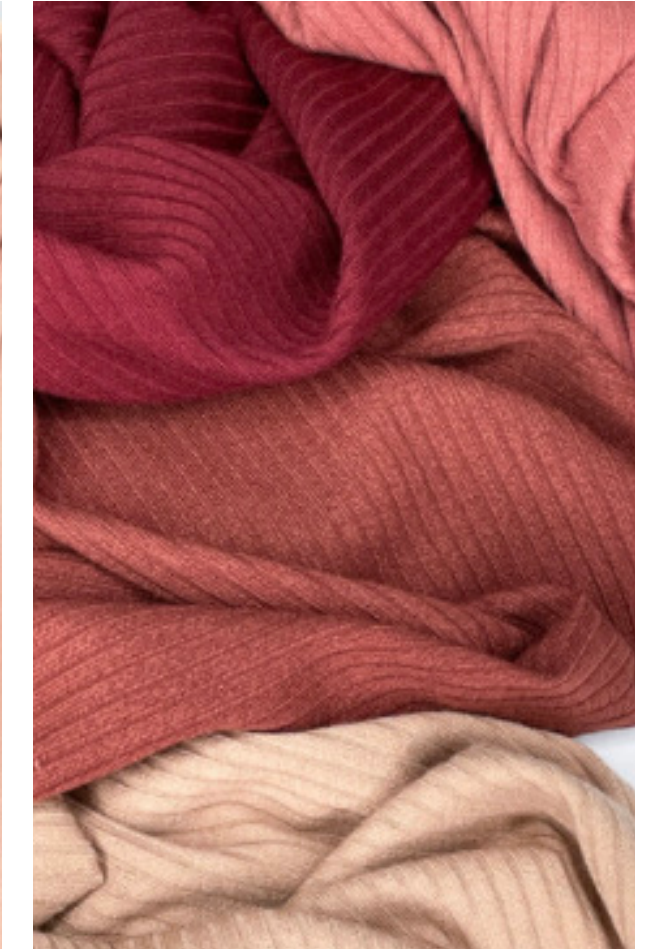
Single Jersey

57.5% Cotton, 37.5% Modal, 5% Spandex
Gordon Fabrics
"Hudson"
200 GSM, 58/60" Wide
Price: \$9.10 / MOQ 200 Yards



Sweater Knit

62% Rayon, 19% Cotton, 13% Modal, 6% Spandex
Gordon Fabrics
"Olympia"
258 GSM, 58/60" Wide
Price: \$10.15 / MOQ 200 Yards



Rib Knit

70% Polyester, 27% Rayon, 3% Spandex
Gordon Fabrics
"Jasper"
295 GSM, 48/50" Wide
Price: \$10.30 / MOQ 200 Yards

FASHION MATERIALS: WI22



Faux Sherpa
100% Polyester
Gordon Fabrics
"Maxine"
480 GSM, 58/60" Wide
Price: \$11.40 / MOQ 200 Yards



Ecovero Satin
60% Ecovero, 40% Rayon
Gordon Fabrics
"Chiara"
135 GSM, 56/57" Wide
Price: \$9.85 / MOQ 200 Yards

GREEN DREAMER



GREEN DREAMER TEE GRAPHIC

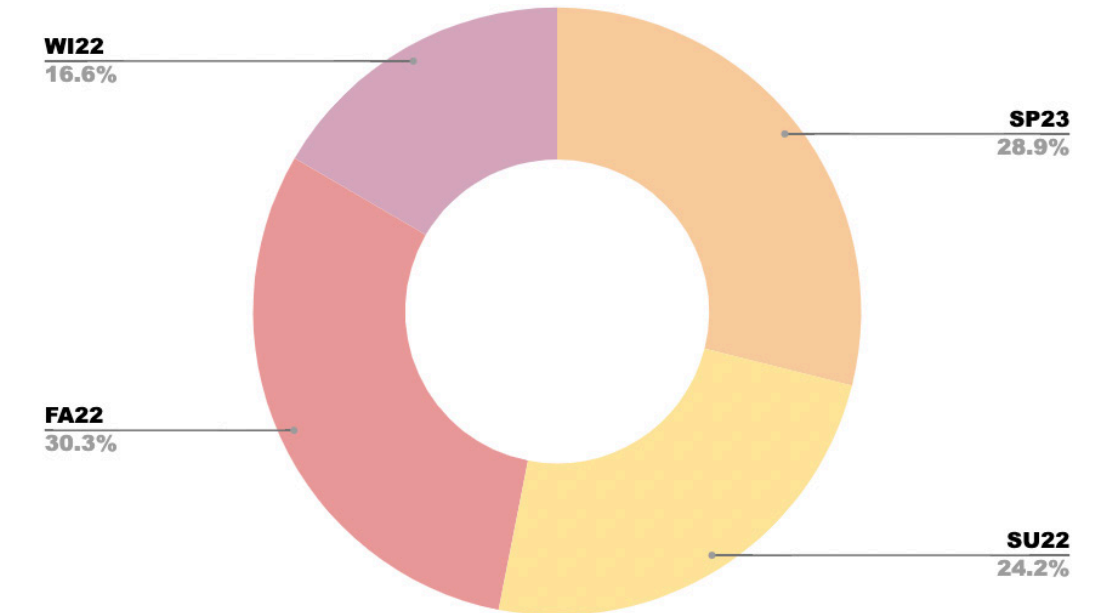
WI22 ASSORTMENT

GREEN DREAMER

Jumpsuits	Busy Place	401	WI22 Flywheel Jumpsuit D1	Britlyn Collage	XS, S, M, L, XL, XXL	\$57.75	\$165.00	30
Jumpsuits	Busy Place	401	WI22 Flywheel Jumpsuit D1	Chain Vine	XS, S, M, L, XL, XXL	\$57.75	\$165.00	30
Jumpsuits	Busy Place	402	WI22 Dolores Overalls D2	Camel	XS, S, M, L, XL, XXL	\$42.00	\$120.00	30
Jumpsuits	Busy Place	402	WI22 Dolores Overalls D2	Mahogany	XS, S, M, L, XL, XXL	\$42.00	\$120.00	30
Dresses	Busy Place	406	WI22 Franconia Dress D1	Chain Vine	XS, S, M, L, XL, XXL	\$33.25	\$95.00	30
Dresses	Busy Place	406	WI22 Franconia Dress D1	Britlyn Collage	XS, S, M, L, XL, XXL	\$33.25	\$95.00	30
Dresses	Busy Place	403	WI22 Ozzy Dress (Fancy Fabric) D2	Stardust	XS, S, M, L, XL, XXL	\$113.75	\$325.00	30
Dresses	Busy Place	403	WI22 Ozzy Dress (Fancy Fabric) D2	Nouveau Border	XS, S, M, L, XL, XXL	\$113.75	\$325.00	30
Dresses	Busy Place	404	WI22 Bryant Knit Dress D2	Coal	XS, S, M, L, XL, XXL	\$35.00	\$100.00	30
Dresses	Busy Place	404	WI22 Bryant Knit Dress D2	Fir	XS, S, M, L, XL, XXL	\$35.00	\$100.00	30
Woven Tops	Busy Place	405	WI22 Alvorado Blouse D1	Dark Daisy	XS, S, M, L, XL, XXL	\$35.00	\$100.00	30
Woven Tops	Busy Place	405	WI22 Alvorado Blouse D1	Folk Border	XS, S, M, L, XL, XXL	\$35.00	\$100.00	30
Woven Tops	Busy Place	407	WI22 Linden Blouse D2	Ferny	XS, S, M, L, XL, XXL	\$43.75	\$125.00	30
Woven Tops	Busy Place	407	WI22 Linden Blouse D2	Block Floral	XS, S, M, L, XL, XXL	\$43.75	\$125.00	30
Woven Tops	Busy Place	408	WI22 Grant Button Up D2	Nouveau Border	XS, S, M, L, XL, XXL	\$33.25	\$95.00	30
Woven Tops	Busy Place	408	WI22 Grant Button Up D2	Stardust	XS, S, M, L, XL, XXL	\$33.25	\$95.00	30
Knit Tops	Busy Place	409	WI22 BP Ringer D1	Mushroom	XS, S, M, L, XL, XXL	\$19.25	\$55.00	30
Knit Tops	Busy Place	410	WI22 Ivy Knit Top D1	Chestnut	XS, S, M, L, XL, XXL	\$31.50	\$90.00	30
Knit Tops	Busy Place	410	WI22 Ivy Knit Top D1	Ember	XS, S, M, L, XL, XXL	\$31.50	\$90.00	30
Knit Tops	Busy Place	411	WI22 Willow Knit Top D2	Fir	XS, S, M, L, XL, XXL	\$35.00	\$100.00	30
Knit Tops	Busy Place	411	WI22 Willow Knit Top D2	Coal	XS, S, M, L, XL, XXL	\$35.00	\$100.00	30
Pants/Shorts	Busy Place	413	WI22 Alma Trousers D2	Ferny	XS, S, M, L, XL, XXL	\$57.75	\$165.00	25
Pants/Shorts	Busy Place	413	WI22 Alma Trousers D2	Block Floral	XS, S, M, L, XL, XXL	\$57.75	\$165.00	25
Denim	Busy Place	414	WI22 Belgrave Jeans D1	Britlyn Collage	26, 27, 28, 29, 30, 31, 32, 33, 34	\$49.00	\$140.00	25
Denim	Busy Place	414	WI22 Belgrave Jeans D1	Chain Vine	26, 27, 28, 29, 30, 31, 32, 33, 34	\$49.00	\$140.00	25
Skirts	Busy Place	415	WI22 Noe Maxi Skirt D1	Folk Border	XS, S, M, L, XL, XXL	\$43.75	\$125.00	25
Skirts	Busy Place	415	WI22 Noe Maxi Skirt D1	Dark Daisy	XS, S, M, L, XL, XXL	\$43.75	\$125.00	25
Skirts	Busy Place	416	WI22 Valencia Knit Skirt D2	Fir	XS, S, M, L, XL, XXL	\$33.25	\$95.00	30
Skirts	Busy Place	416	WI22 Valencia Knit Skirt D2	Coal	XS, S, M, L, XL, XXL	\$33.25	\$95.00	30
Outerwear	Busy Place	417	WI22 Poplar Sweater Duster D1	Chestnut	XS, S, M, L, XL, XXL	\$52.50	\$150.00	30
Outerwear	Busy Place	417	WI22 Poplar Sweater Duster D1	Ember	XS, S, M, L, XL, XXL	\$70.00	\$200.00	30
Outerwear	Busy Place	418	WI22 Eugenia Duster D2	Mahogany	XS, S, M, L, XL, XXL	\$66.50	\$190.00	35
Outerwear	Busy Place	418	WI22 Eugenia Duster (D2)	Camel	XS, S, M, L, XL, XXL	\$66.50	\$190.00	35
Outerwear	Busy Place	419	WI22 Ellis Moto Coat (D2)	Mahogany	XS, S, M, L, XL, XXL	\$87.50	\$250.00	30
Outerwear	Busy Place	419	WI22 Ellis Moto Coat (D2)	Camel	XS, S, M, L, XL, XXL	\$87.50	\$250.00	30

Screenshot of full assortment spreadsheet

1ST YEAR ASSORTMENT



Winter 2022 is our smallest collection so far.

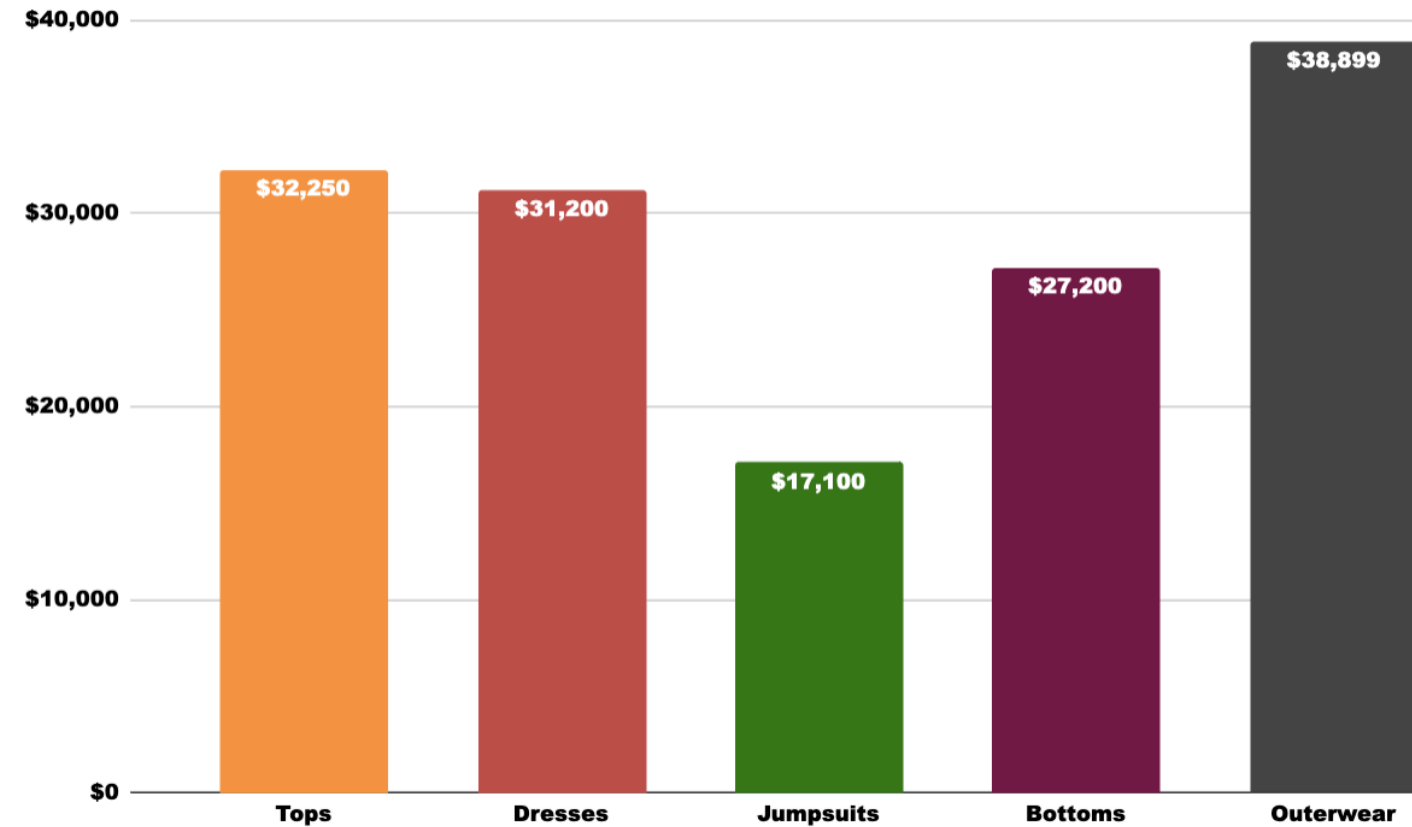
We wanted to have a tight focus for this collection focusing on more dressed up looks for the holiday season, and easy sized garments for gifting.

Opportunities for expanding our accessories in future seasons is also apparent for holiday gifting.

	Woven Tops	Dresses	Jumpsuits	Knit Tops	Pants/Shorts	Denim	Outerwear	Skirts	Accessories	TOTAL
Total assortment	6	6	4	5	2	2	6	4	0	35
Total Retail	\$19,200.00	\$31,200.00	\$17,100.00	\$13,050.00	\$8,250.00	\$7,000.00	\$38,800.00	\$11,950.00	\$0.00	\$ 146,550.00
COGS	\$6,720.00	\$10,920.00	\$5,985.00	\$4,567.50	\$2,887.50	\$2,450.00	\$13,580.00	\$4,182.50	\$0.00	\$ 51,292.50
Total quantity to order	180	180	120	210	50	50	190	110	0	1090

WI22 ASSORTMENT STATS

Winter 2022 Retail Price by Category



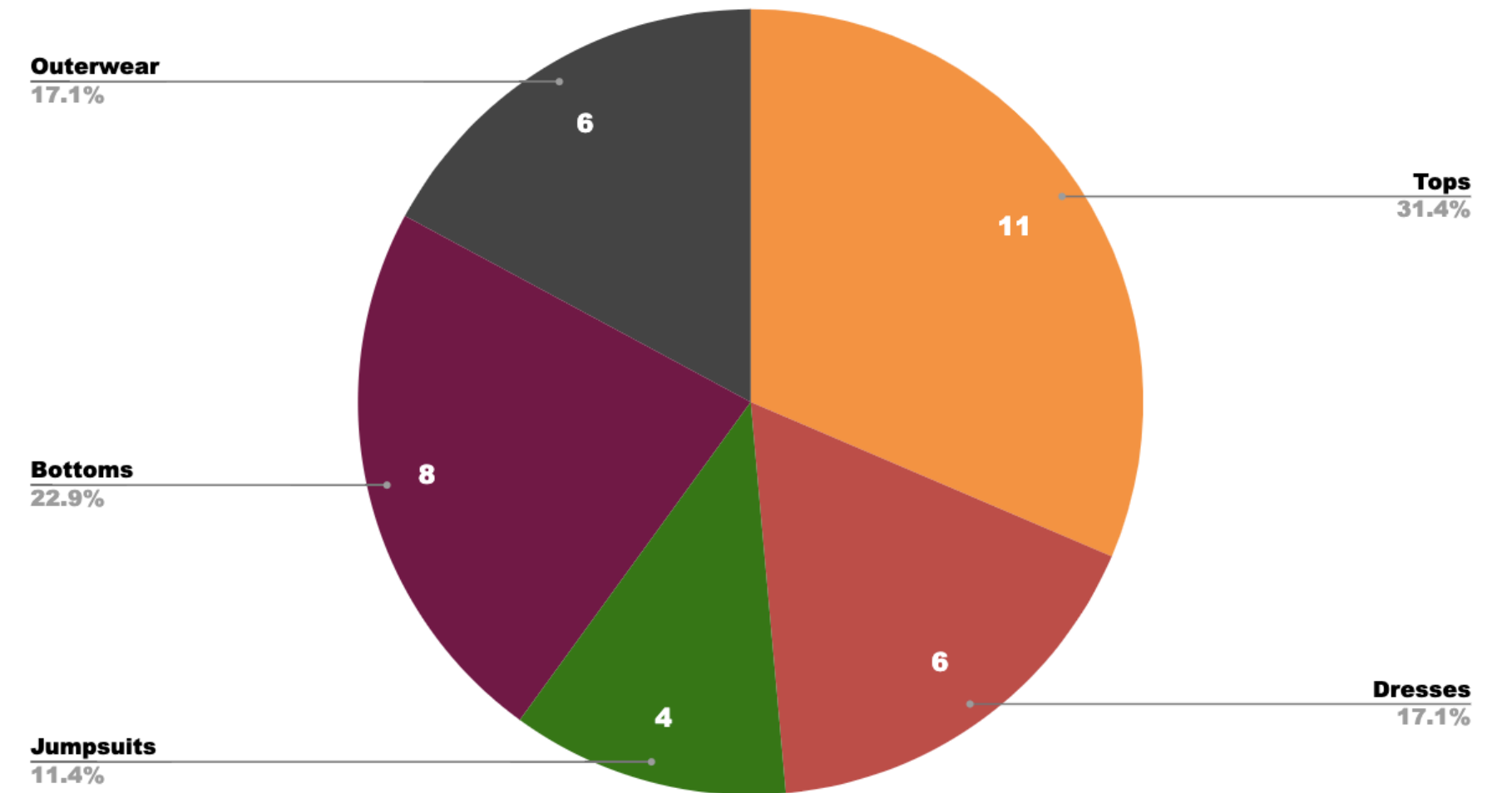
Outerwear is a driving category for Winter, pulling the most money in projected retail sales, while having a smaller overall quantity of styles than the rest of the season.

Tops and dresses are nearly matched in sales, though the tops assortment is nearly twice as many.

We anticipate Tops to be an easy gifting purchase at a lower price point.

GREEN DREAMER

Winter 2022 Assortment



SEASON LINEUP : WI22

DELIVERY 1 - 11/1



Flywheel Jumpsuit

Style #: WI22-1401
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Britlyn Collage, Chain Vine
 Cost: \$57.75
 Retail: \$165



Alvorado Blouse

Style #: WI22-1405
 Size Range: XS-XXL
 Fabric: Sueded Cupro
 Colorways: Dark Daisy, Folk Border
 Cost: \$35
 Retail: \$100



Franconia Dress

Style #: WI22-1406
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Chain Vine, Britlyn Collage
 Cost: \$33.25
 Retail: \$95



Belgrave Jeans

Style #: WI22-1414
 Size Range: 26-34
 Fabric: Tencel Twill
 Colorways: Britlyn Collage, Chain Vine
 Cost: \$49
 Retail: \$140



Poplar Sweater Duster

Style #: WI22-1417
 Size Range: XS-XXL
 Fabric: Sweater Knit
 Colorways: Washed Balck, Chestnut
 Cost: \$52.50
 Retail: \$150

SEASON LINEUP : WI22

DELIVERY 2 - 11/22/22



Noe Maxi Skirt

Style #: WI22-1415
 Size Range: XS-XXL
 Fabric: Sueded Cupro
 Colorways: Folk Border, Dark Daisy
 Cost: \$43.75
 Retail: \$125



Ivy Knit Top

Style #: WI22-1410
 Size Range: XS-XXL
 Fabric: Sweater Knit
 Colorways: Chestnut, Washed Black
 Cost: \$31.50
 Retail: \$90



Mushy Logo Ringer

Style #: WI22-1409
 Size Range: XS-XXL
 Fabric: Single Jersey
 Colorways: Mushy/Chestnut
 Cost: \$19.25
 Retail: \$55

WINTER 22

Coal

Fir

Mahogany

Camel

Iris

Delivery 2: Color & Print

The second half of Winter takes a mystical lean, with deep rich shades of Mahogany, Fir and Coal, with contrasting brightness balanced out by Iris blue and Camel.

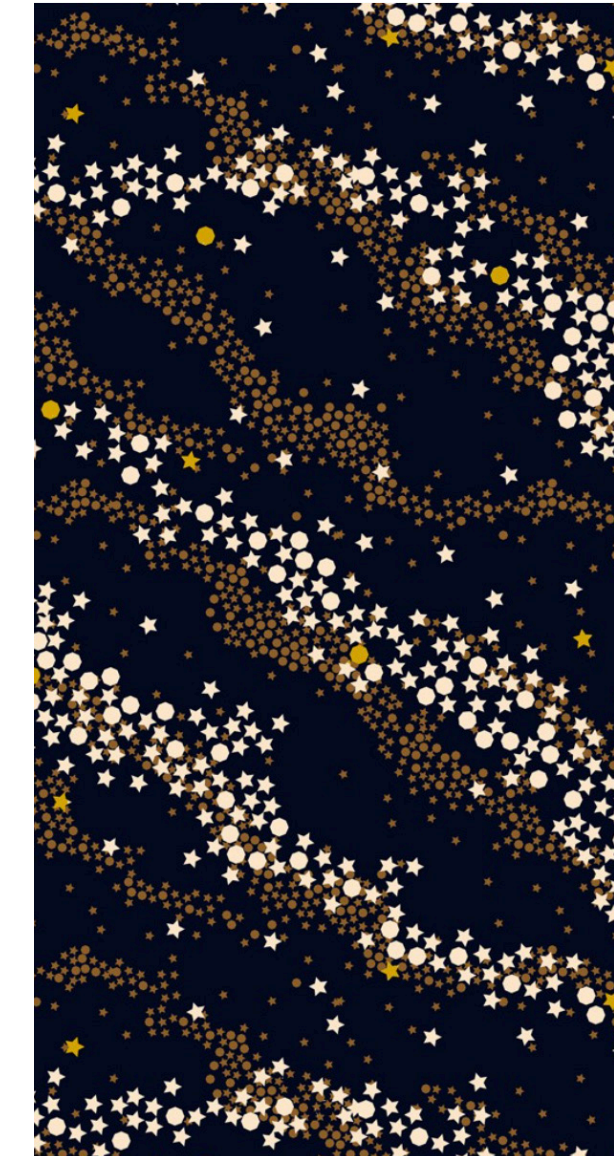
Continuing the folk direction of the previous delivery, Block Floral continues the theme, while Nouveau Border and Stardust elevate the overall elegance of the collection.



Block Floral
CPH Studio Print



Nouveau Border
WGSN



Stardust
CPH Studio Print



Ferny
Busy Place Original

GREEN DREAMER

SEASON LINEUP : WI22

DELIVERY 2 - 11/22/22



Willow Top

Style #: WI22-2411
 Size Range: XS-XXL
 Fabric: Sweater Knit, Rib trim
 Colorways: Fir, Coal
 Cost: \$35
 Retail: \$100



Ozzy Dress

Style #: WI22-2403
 Size Range: XS-XXL
 Fabric: Cupro Satin
 Colorways: Stardust, Nouveau Border
 Cost: \$113.75
 Retail: \$325



Eugenia Duster

Style #: WI22-2418
 Size Range: XS-XXL
 Fabric: Faux Suede
 Colorways: Mahogany, Camel
 Cost: \$66.5
 Retail: \$190



Alma Trousers

Style #: WI22-2413
 Size Range: XS-XXL
 Fabric: Sueded Cupro
 Colorways: Ferny, Block Floral
 Cost: \$57.75
 Retail: \$165



Bryant Dress

Style #: WI22-2404
 Size Range: XS-XXL
 Fabric: Rib Knit
 Colorways: Coal, Fir
 Cost: \$35
 Retail: \$100

SEASON LINEUP :WI22

DELIVERY 2 - 11/22/22



Grant Blouse

Style #: WI22-2408
 Size Range: XS-XXL
 Fabric: Cupro Satin
 Colorways: Stardust, Nouveau Border
 Cost: \$33.25
 Retail: \$95

Dolores Bibs

Style #: WI22-2402
 Size Range: XS-XXL
 Fabric: Faux Suede
 Colorways: Mahogany, Camel
 Cost: \$42
 Retail: \$120

Valencia Skirt

Style #: WI22-2416
 Size Range: XS-XXL
 Fabric: Rib Knit
 Colorways: Coal, Fir
 Cost: \$33.25
 Retail: \$95

Ellis Moto Jacket

Style #: WI22-2419
 Size Range: XS-XXL
 Fabric: Faux Suede, Sherpa
 Colorways: Mahogany, Camel
 Cost: \$87.50
 Retail: \$250

Linden Blouse

Style #: WI22-2407
 Size Range: XS-XXL
 Fabric: Sueded Cupro
 Colorways: Ferny, Block Floral
 Cost: \$43.75
 Retail: \$125



Martha King
April 2022