

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
SUMMER/SPRING LOOK BOOK**



BUSY PLACE

01.

SUMMER 2022

SUMMER 2022 OVERVIEW

No Ordinary Love

Summer 2022 started with a playlist, the first song being “No Ordinary Love” by Sade. The soft, atmospheric melodies and the music video from 1992 depict a doomed love story between a mermaid and a sailor.

The mermaid trades her tail for legs and ventures onto land, wearing a wedding dress in search of her love, running barefoot through cities, and ordering a glass of salt water in a local watering hole.



SUMMER 2022 STYLE AND TREND *No Ordinary Love*



Kitschy motifs
Lirika Matoshi



Placed Gathers and Shirring
Eudon Choi



Soft Volume
macgraw



Blown Up Floral Prints
Carolina Herrera

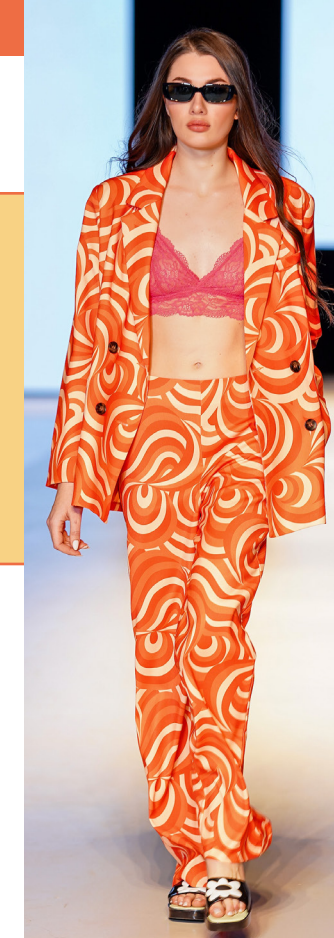


Our summer styles have a lot of soft silhouettes, and we wanted to show off the nature of our fabrics by highlighting elements that lend well to drape, gathers, and volume.

Some elements of utility and structure are also referenced, but softened by our choices of print and color.



Drapey Romantic Silhouettes
Kitx



Soft Psychedelia
Si Fashion



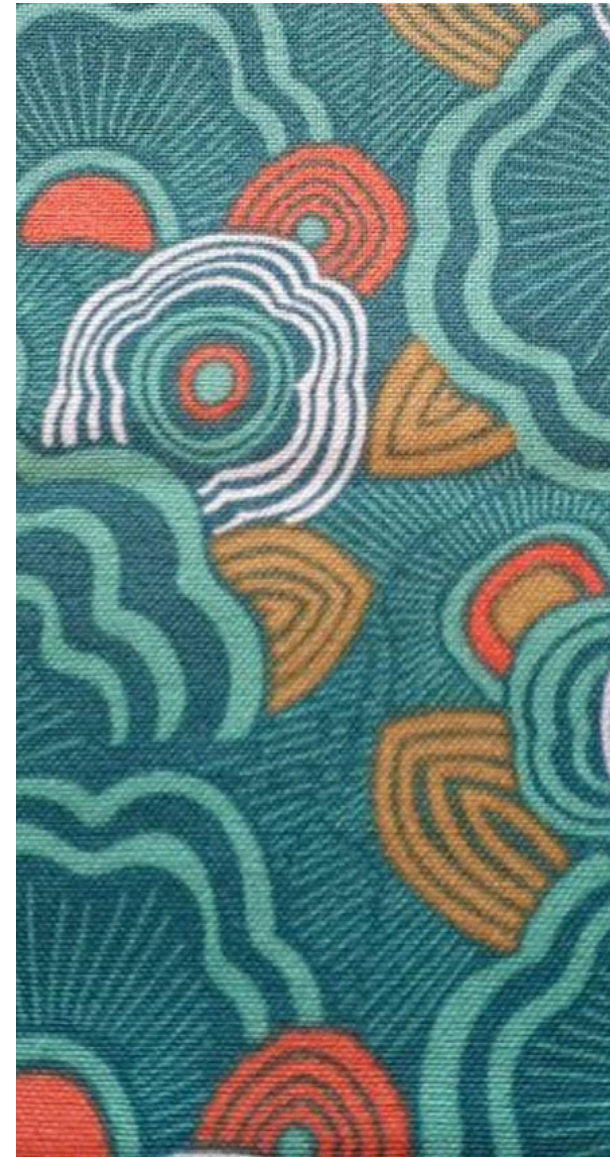
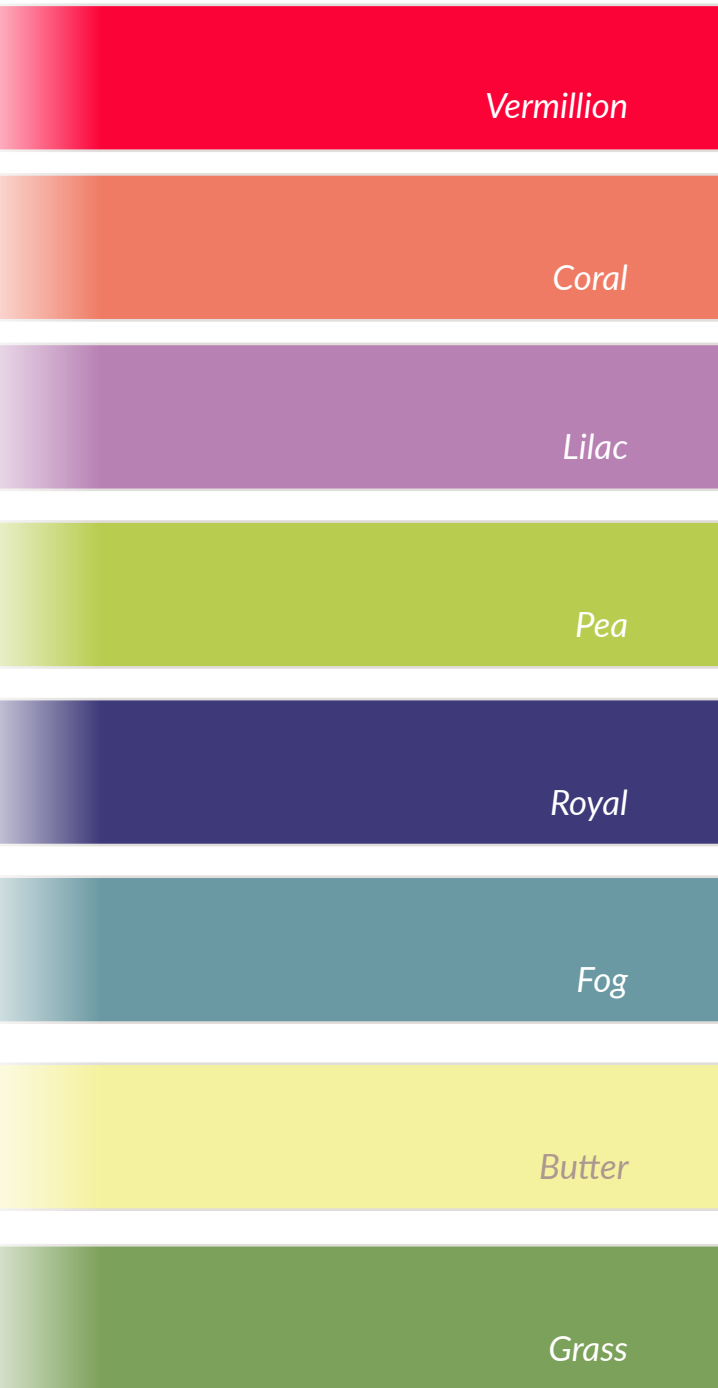
Painterly Textures
The Atelier

NO ORDINARY LOVE: SU22

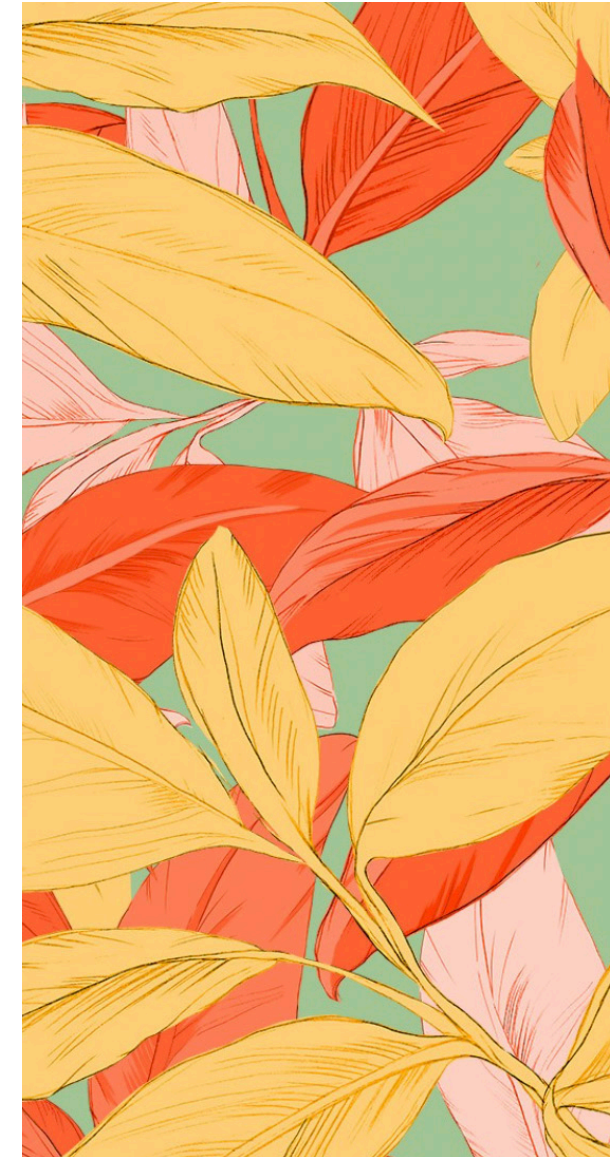
Delivery 1: Color & Print

For Summer, we wanted to pull colors and prints that evoked an underwater coral reef. Saturated Vermillions and Corals contrasting against softer Lilac, Fog, and Butter yellow while utilizing base colors of Off White, Sea Foam Green, and Fog Blue.

It was important to find prints that could pull on the swirling movement of water, and reference the feeling of rippling ambiguity. Watercolor textures mixed with graphic flora captures this feeling perfectly.



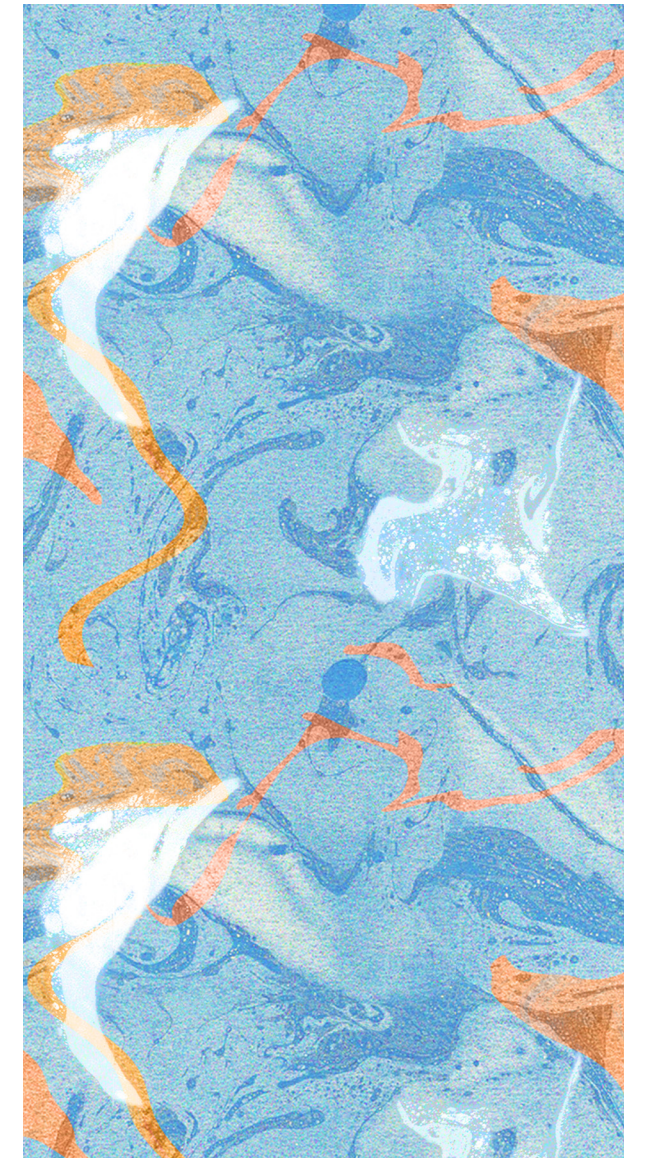
Sea Anenome
Shine Print Studio NYC



Pothos
HER Studio London



Watercolor Ditsy
HER Studio London



Goldfish
WGSN

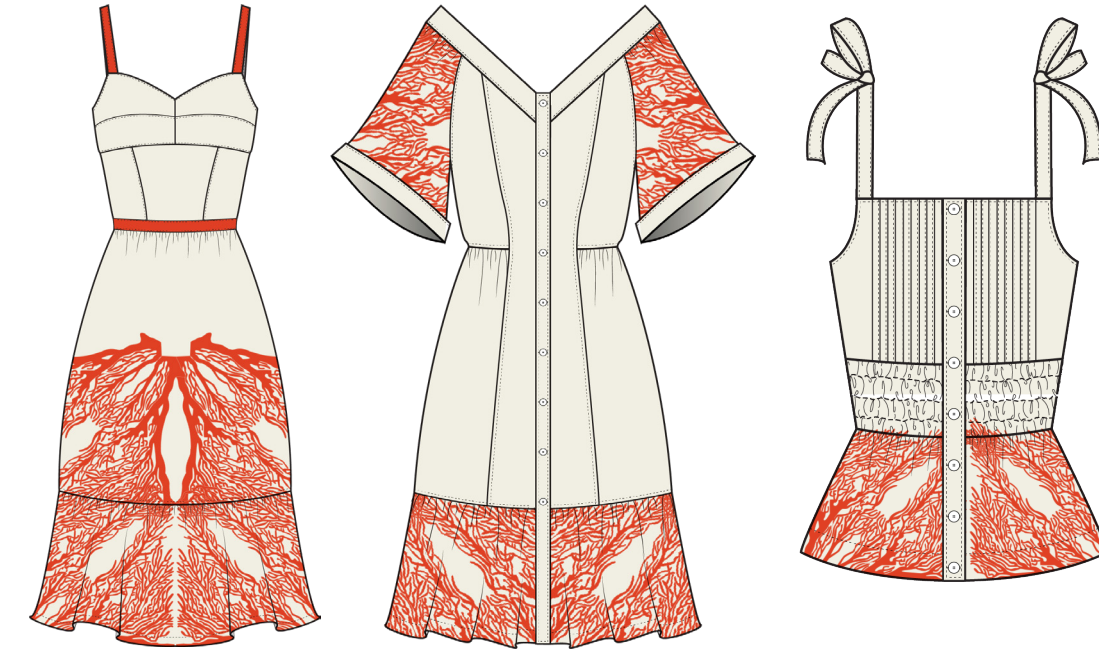
SU22 PRINT DEVELOPMENT

Coral Engineered Print



The oceanic theme of this season needed an original print. We developed this Coral print by referencing various images and playing around with tile repeats and placements.

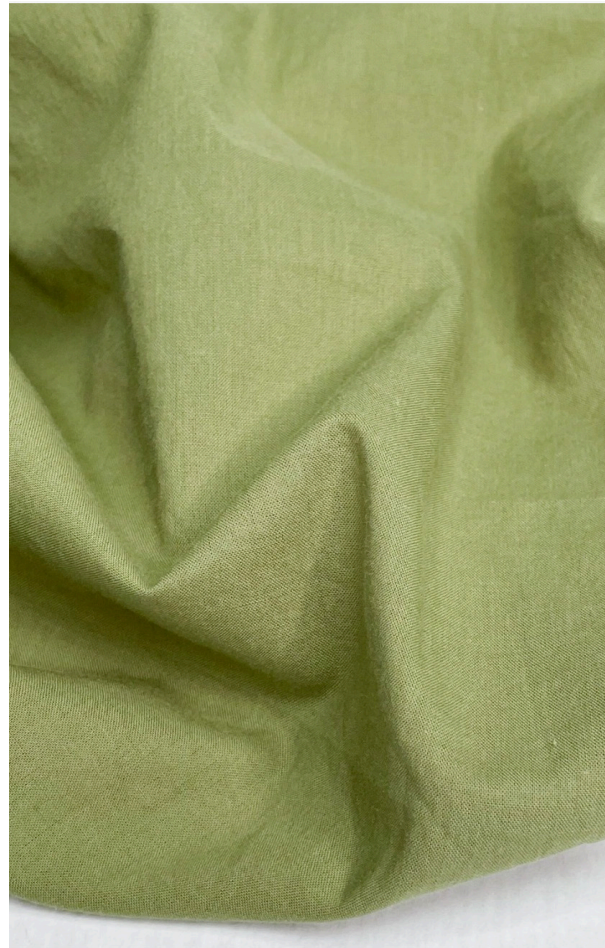
The resulting print is bold and graphic, resembling both coral and a circulatory system.



PLACED BORDER PRINT

CORE MATERIALS

No Ordinary Love



Cotton Voile

100% Cotton
Gordon Fabrics
"Paros"
75GSM, 54/55" wide
Price \$4.45 / MOQ 200 yards



Rayon Goergette

60% Ecovero, 40% Viscose
Gordon Fabrics
"Josie"
140GSM, 53/54" wide
Price: \$8.80 / MOQ 200 yards



Linen/Viscose Slub

85% Viscose, 15% Linen
Gordon Fabrics
"Harper"
155 GSM, 48/50" wide
Price: \$8.45 / MOQ 200 yards



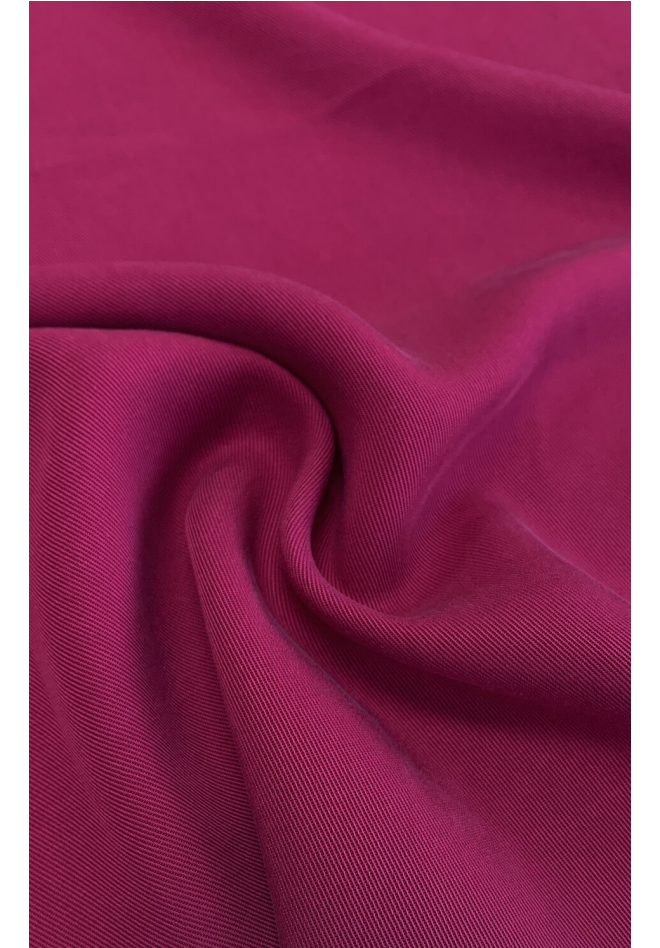
Linen/Cotton Denim

54% Cotton, 46% Linen
Swatchon
QL-019922
148 GSM, 58" Wide
Price: \$7.09 / 500 yards



Tencel Challis

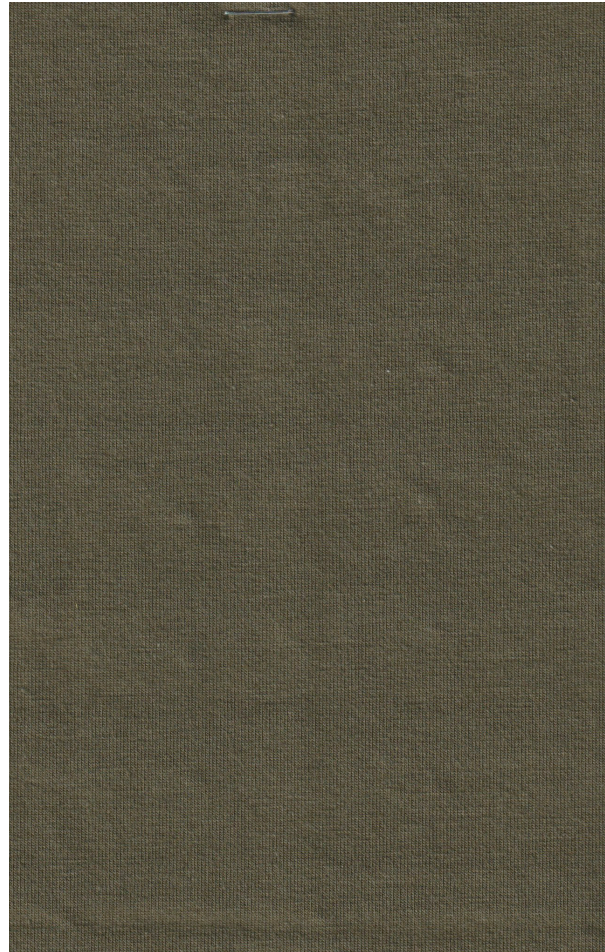
100% Ecovero
Gordon Fabrics
"Mandy"
145GSM, 57" wide
Price: \$8.30 / MOQ 200 yards



Tencel Twill

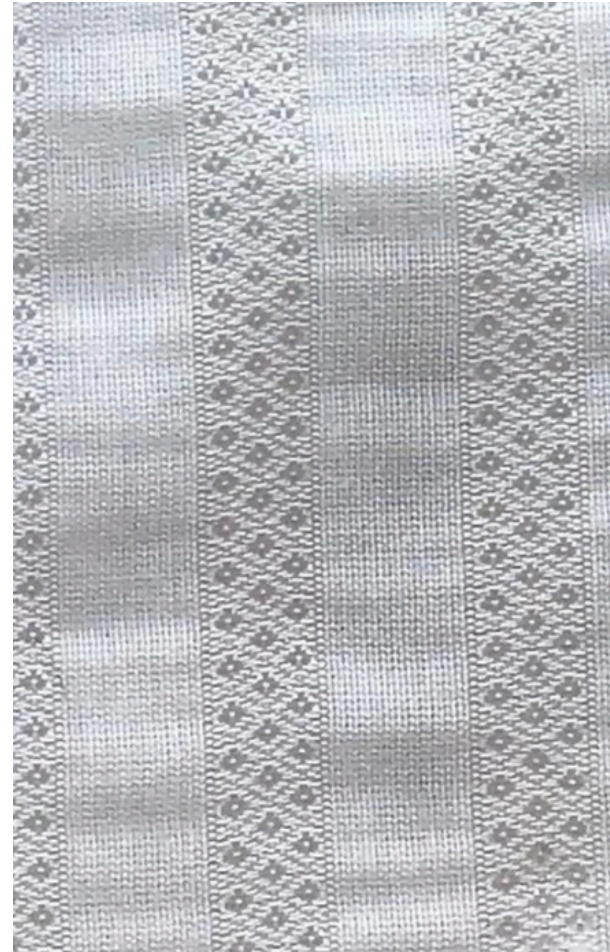
100% Lyocell
Gordon Fabrics
"Horizon"
200 GSM, 55/57" Wide
Price: \$10.40 / MOQ 200 yards

FASHION MATERIALS



Single Jersey

57.5% Cotton, 37.5% Modal, 5% Sp.
Gordon Fabrics
"Hudson"
200 GSM, 58" Wide
Price: \$9.10 / MOQ 200 yards



Stripe Jacquard Voile

76% Viscose, 24% Cotton
Swatchon
QL-022678
88 GSM, 40" Wide
Price: \$8.30, MOQ 100 yards



Crochet Trim

100% Cotton
Mood Fabrics
#118491
1" Wide
Price: \$2.50, MOQ 50 Yards

BUSY PLACE



Summer Graphic Hit

Jumpsuits	busy Place	202	SU22 Utility Romper D1	Slate	XS, S, M, L, XL, XXL	\$47.25	\$135.00	25
Jumpsuits	busy Place	202	SU22 Utility Romper D1	Watercolor Ditsy	XS, S, M, L, XL, XXL	\$47.25	\$135.00	25
Jumpsuits	Busy Place	203	SU22 Divisadero Jumpsuit D2	Darla Blush	XS, S, M, L, XL, XXL	\$40.25	\$115.00	30
Jumpsuits	Busy Place	203	SU22 Divisadero Jumpsuit D2	Darla Cobalt	XS, S, M, L, XL, XXL	\$40.25	\$115.00	30
Dresses	Busy Place	207	SU22 Clipper Sundress D1	Coral Border	XS, S, M, L, XL, XXL	\$52.50	\$150.00	30
Dresses	Busy Place	207	SU22 Clipper Sundress D1	Goldfish	XS, S, M, L, XL, XXL	\$52.50	\$150.00	30
Dresses	Busy Place	208	SU22 Alamo Dress D1	Coral Border	XS, S, M, L, XL, XXL	\$42.00	\$120.00	30
Dresses	Busy Place	208	SU22 Alamo Dress D1	Goldfish	XS, S, M, L, XL, XXL	\$42.00	\$120.00	30
Dresses	Busy Place	205	SP23 Merced Minidress D2	White/Coral	XS, S, M, L, XL, XXL	\$40.25	\$115.00	30
Dresses	Busy Place	205	SP23 Merced Minidress D2	White/Lavender	XS, S, M, L, XL, XXL	\$40.25	\$115.00	30
Dresses	Busy Place	204	SU22 Clementina Dress D2	Monet	XS, S, M, L, XL, XXL	\$47.25	\$135.00	30
Dresses	Busy Place	204	SU22 Clementina Dress D2	Blotch	XS, S, M, L, XL, XXL	\$47.25	\$135.00	30
Dresses	Busy Place	209	SU22 Blake Dress D2	Darla Blush	XS, S, M, L, XL, XXL	\$43.75	\$125.00	30
Dresses	Busy Place	209	SU22 Blake Dress D2	Darla Cobalt	XS, S, M, L, XL, XXL	\$43.75	\$125.00	30
Woven Tops	Busy Place	211	SU22 Minna Wrap Blouse D2	Salt	XS, S, M, L, XL, XXL	\$26.25	\$75.00	15
Woven Tops	Busy Place	211	SU22 Minna Wrap Blouse D2	Passiflora	XS, S, M, L, XL, XXL	\$26.25	\$75.00	15
Woven Tops	Busy Place	108	SU22 Clement Top D1	Anenome	XS, S, M, L, XL, XXL	\$35.00	\$100.00	20
Woven Tops	Busy Place	108	SU22 Clement Top D1	Pothos	XS, S, M, L, XL, XXL	\$35.00	\$100.00	20
Woven Tops	Busy Place	213	SU22 Harriet Tank D1	Coral Border	XS, S, M, L, XL, XXL	\$26.25	\$75.00	25
Woven Tops	Busy Place	213	SU22 Harriet Tank D1	goldfish	XS, S, M, L, XL, XXL	\$26.25	\$75.00	25
Woven Tops	Busy Place	215	SU22 Colorblock Crop Tee D2	Coconut Milk	XS, S, M, L, XL, XXL	\$19.25	\$55.00	30
Woven Tops	Busy Place	215	SU22 Colorblock Crop Tee D2	Coral	XS, S, M, L, XL, XXL	\$19.25	\$55.00	30
Woven Tops	Busy Place	216	SU22 Anza Button Up D2	Monet	XS, S, M, L, XL, XXL	\$33.25	\$95.00	25
Woven Tops	Busy Place	216	SU22 Anza Button Up D2	Blotch	XS, S, M, L, XL, XXL	\$33.25	\$95.00	25
Woven Tops	Busy Place	217	SU22 Lake Tank D2	Salt	XS, S, M, L, XL, XXL	\$15.75	\$45.00	25
Woven Tops	Busy Place	217	SU22 Lake Tank D2	Passiflora	XS, S, M, L, XL, XXL	\$15.75	\$45.00	25
Woven Tops	Busy Place	218	SU22 Peasant Blouse D2	Darla Blush	XS, S, M, L, XL, XXL	\$29.75	\$85.00	25
Woven Tops	Busy Place	218	SU22 Peasant Blouse D2	Darla Cobalt	XS, S, M, L, XL, XXL	\$29.75	\$85.00	25
Knit Tops	Busy Place	219	SU22 Poppies Logo Ringer Tee (D1)	Lavender	XS, S, M, L, XL, XXL	\$19.25	\$55.00	30
Skirts	Busy Place	223	SU22 Dearborn Skirt D1	Pothos	XS, S, M, L, XL, XXL	\$40.25	\$115.00	30
Skirts	Busy Place	223	SU22 Dearborn Skirt D1	Anenome	XS, S, M, L, XL, XXL	\$40.25	\$115.00	30
Skirts	Busy Place	223	SU22 Dearborn Skirt D2	Monet	XS, S, M, L, XL, XXL	\$40.25	\$115.00	30
Skirts	Busy Place	223	SU22 Dearborn Skirt D2	Blotch	XS, S, M, L, XL, XXL	\$40.25	\$115.00	30
Skirts	Busy Place	221	SU22 Grace Midi Skirt D2	White/Coral	XS, S, M, L, XL, XXL	\$33.25	\$95.00	30
Skirts	Busy Place	221	SU22 Grace Midi Skirt D2	White/Lavender	XS, S, M, L, XL, XXL	\$33.25	\$95.00	30
Pants/Shorts	Busy Place	226	SU22 Bernal Cropped Trouser D2	Darla Blush	XS, S, M, L, XL, XXL	\$42.00	\$120.00	30
Pants/Shorts	Busy Place	226	SU22 Bernal Cropped Trouser D2	Darla Cobalt	XS, S, M, L, XL, XXL	\$42.00	\$120.00	30
Pants/Shorts	Busy Place	227	SU22 Castro Shorts D1	Watercolor Ditsy	XS, S, M, L, XL, XXL	\$29.75	\$85.00	30
Pants/Shorts	Busy Place	227	SU22 Castro Shorts D1	Slate	XS, S, M, L, XL, XXL	\$29.75	\$85.00	30
Pants/Shorts	Busy Place	115	SU22 Claire Pants D2	Salt	XS, S, M, L, XL, XXL	\$42.00	\$120.00	20
Pants/Shorts	Busy Place	115	SU22 Claire Pants D2	Cobalt	XS, S, M, L, XL, XXL	\$42.00	\$120.00	20
Pants/Shorts	Busy Place	232	SU22 Claire Pants D1	Watercolor Ditsy	26, 27, 28, 29, 30, 31, 32, 33, 34	\$42.00	\$120.00	30
Denim	Busy Place	232	SU22 Claire Pants D1 Linen Denim	Slate	26, 27, 28, 29, 30, 31, 32, 33, 34	\$42.00	\$120.00	30
Outerwear	Busy Place	234	SU22 Presidio Maxi Kimono D1	Anenome	XS, S, M, L, XL, XXL	\$57.75	\$165.00	30
Outerwear	Busy Place	234	SU22 Presidio Maxi Kimono D1	Pothos	XS, S, M, L, XL, XXL	\$57.75	\$165.00	30
Outerwear	Busy Place	235	SU22 Presidio Kimono D2	Salt	XS, S, M, L, XL, XXL	\$47.25	\$135.00	30
Outerwear	Busy Place	235	SU22 Presidio Kimono D2	Passiflora	XS, S, M, L, XL, XXL	\$47.25	\$135.00	30
Accessories	Busy Place	236	SU22 Silk Scarf (D2)	CORAL BORDER	OS	\$24.50	\$70.00	30

Screenshot of season assortment spreadsheet

SU22 ASSORTMENT

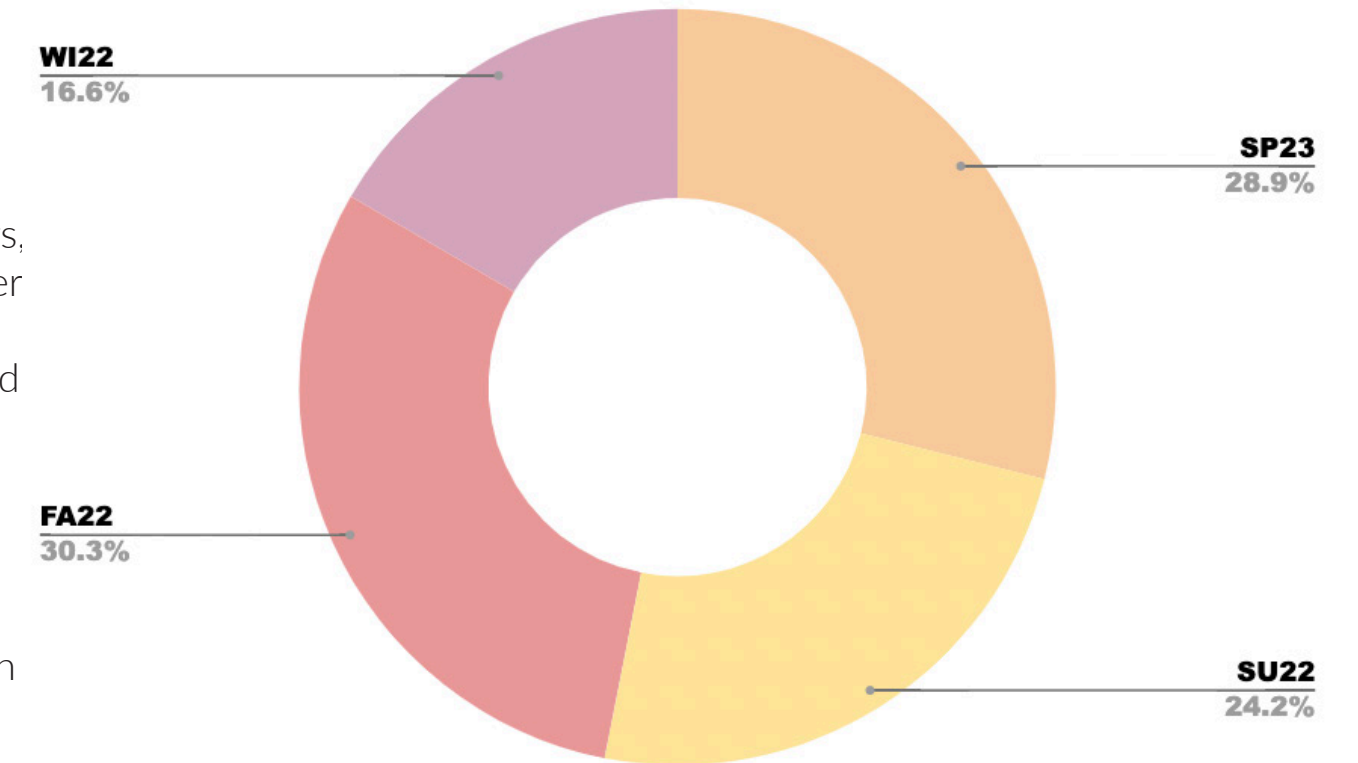
No Ordinary Love

1ST YEAR ASSORTMENT

Summer 2022 will be our first collection, and will need to be impactful.

Summer seasons generally are not the largest for most retailers, due to the popularity of summer sales and clearance events that happen in between summer and fall.

However since this is our first collection, and we wont have any stock for sale or clearance, the collection is a bit larger than it would normally be in year 2 and onward.

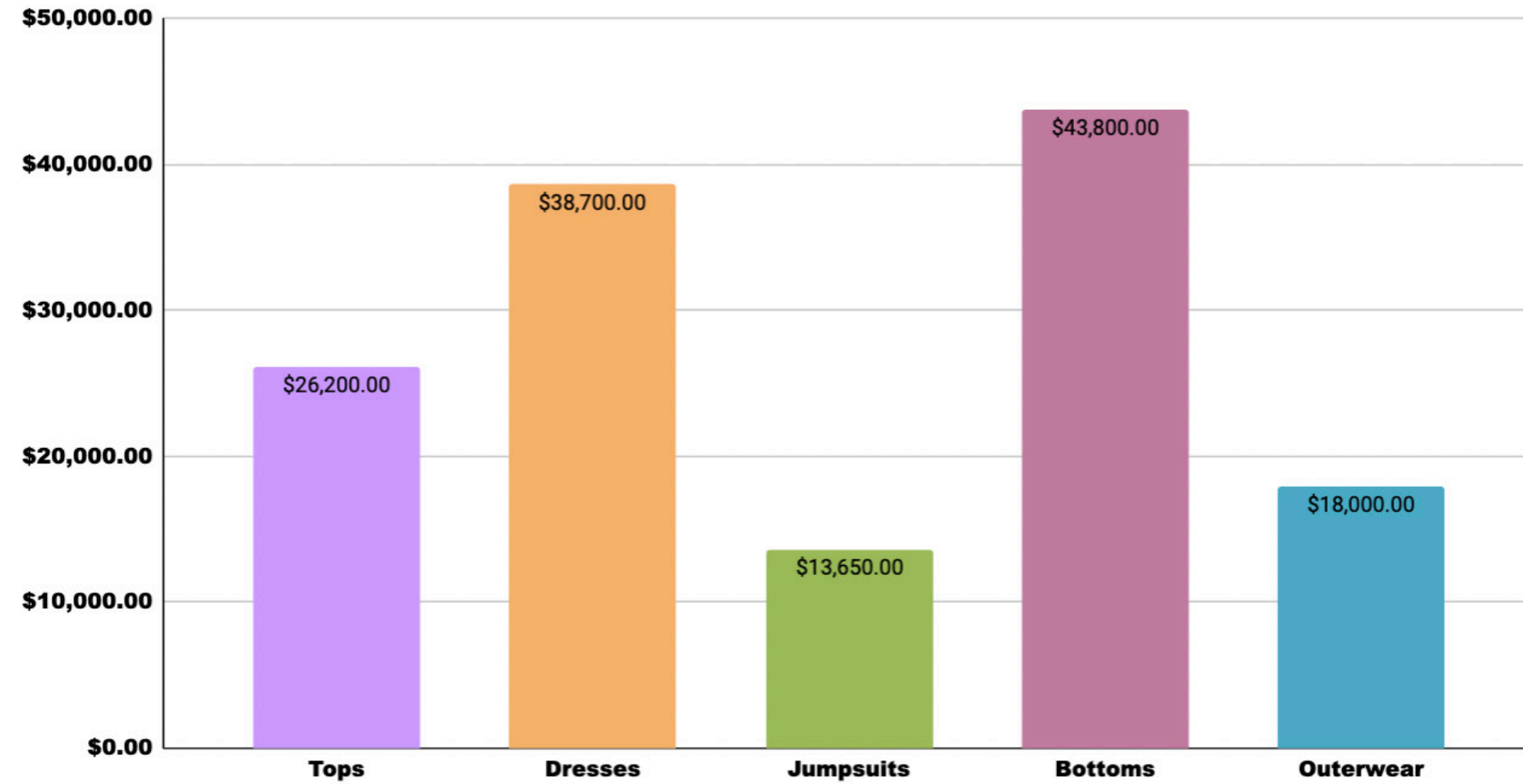


	Woven Tops	Dresses	Jumpsuits	Knit Tops	Pants/Shorts	Denim	Outerwear	Skirts	Accessories	TOTAL
Total assortment	14	15	4	1	5	1	4	6	1	51
Total Retail	\$24,550.00	\$38,700.00	\$13,650.00	\$1,650.00	\$20,700.00	\$3,600.00	\$18,000.00	\$19,500.00	\$2,100.00	\$ 142,450.00
COGS	\$8,592.50	\$13,545.00	\$4,777.50	\$577.50	\$7,245.00	\$1,260.00	\$6,300.00	\$6,825.00	\$735.00	\$ 49,857.50
Total quantity to order	330	300	110	30	190	30	120	180	30	1320

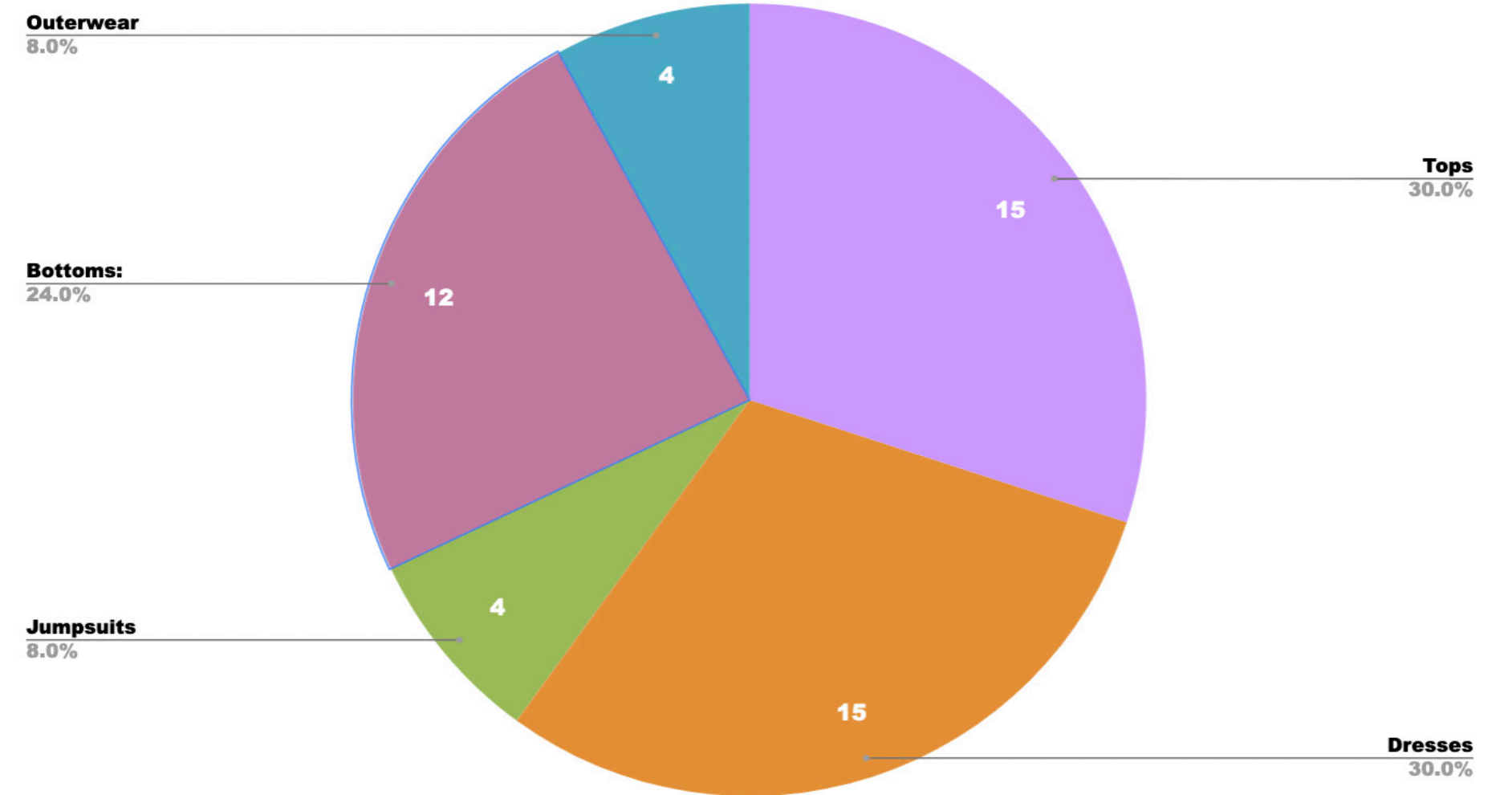
SU22 ASSORTMENT STATS

No Ordinary Love

Summer Retail Price by Category



SU22 Assortment



SEASON LINEUP: SU22

DELIVERY 1 - 05/01/22



Clipper Dress

Style #: SU22-1207
 Size Range: XS-XXL
 Fabric: Cotton Voile
 Colorways: Coral, Goldfish
 Cost: \$52.50
 Retail: \$150

Clement Blouse

Style #: SU22-1220
 Size Range: XS-XXL
 Fabric: Modal Single Jersey
 Colorways: Sea Anemone, Pothos
 Cost: \$35
 Retail: \$100

Claire Pants

Style #: SU22-1232
 Size Range: XS-XXL
 Fabric: Linen Denim
 Colorways: Fog, Watercolor Ditsy
 Cost: \$42
 Retail: \$120

Castro Shorts

Style #: SU22-1227
 Size Range: XS-XXL
 Fabric: Linen Viscose Slub
 Colorways: Watercolor Ditsy, Fog
 Cost: \$29.75
 Retail: \$85

Presidio Maxi Kimono

Style #: SU22-1234
 Size Range: XS-XXL
 Fabric: Rayon Georgette
 Colorways: Sea Anemone, Pothos
 Cost: \$57.75
 Retail: \$165

SEASON LINEUP: SU22

DELIVERY 1 - 05/01/22



Harriet Tank
 Style #: SU22-1213
 Size Range: XS-XXL
 Fabric: Cotton Voile
 Colorways: Coral, Goldfish
 Cost: \$26.25
 Retail: \$75



Dearborn Skirt
 Style #: SU22-1223
 Size Range: XS-XXL
 Fabric: Rayon Georgette
 Colorways: Sea Anemone, Pothos
 Cost: \$40.25
 Retail: \$115



Poppies Logo Ringer Tee
 Style #: SU22-1219
 Size Range: XS-XXL
 Fabric: Modal Single Jersey
 Colorways: Poppy
 Cost: \$19.25
 Retail: \$55



Alamo Dress
 Style #: SU22-1208
 Size Range: XS-XXL
 Fabric: Cotton Voile
 Colorways: Coral, Goldfish
 Cost: \$42
 Retail: \$120



Mason Romper
 Style #: SU22-1202
 Size Range: XS-XXL
 Fabric: Linen Denim, Linen/Viscose Slub
 Colorways: Fog, Watercolor Ditsy
 Cost: \$47.25
 Retail: \$135

NO ORDINARY LOVE: SU22

Delivery 2: Color & Print

The second delivery for Summer has more saturated colors like Berry and Royal, contrasted with softer shades of Coconut Milk, Buff, and Butter.

Pairing with our print collaboration with Darla McGraw, the prints chosen for this delivery similarly evoke painterly textures, watercolor washes and and gritty salt encrusted visual interest.



Blotch
CFL Print Studio



Salt
HER Stuidio London



Monet
HER Studio London



Passiflora
HER Studio London

SU22 PRINT DEVELOPMENT

Darla McGraw Prints



ORIGINAL BLUSH PAINTING



Darla McGraw is a painter and ceramicist living in Los Angeles, CA.

Her painting style is atmospheric and diaphenous. She layers sheer and thick swaths of acrylic paint over canvas, creating ephemeral cloud-like works of art.



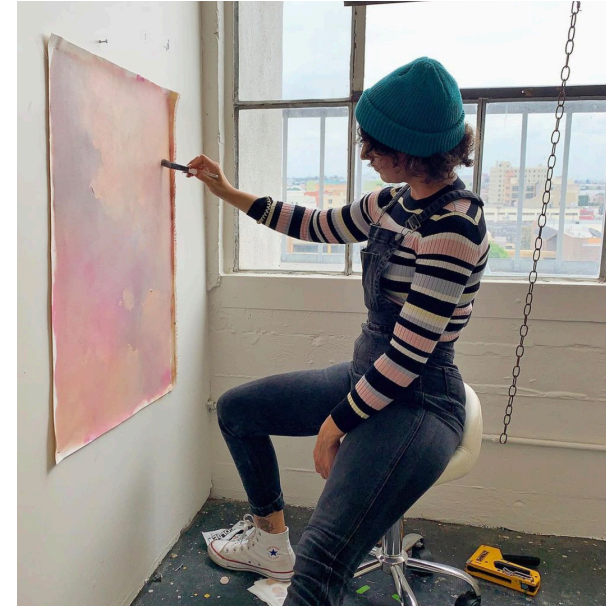
BLUSH DARLA PRINT

SU22 PRINT DEVELOPMENT

Darla McGraw Prints



ORIGINAL BLUE PAINTING



We chose Darla for our Summer print collaboration because we were hoping to evoke an atmospheric element to the collection through print.

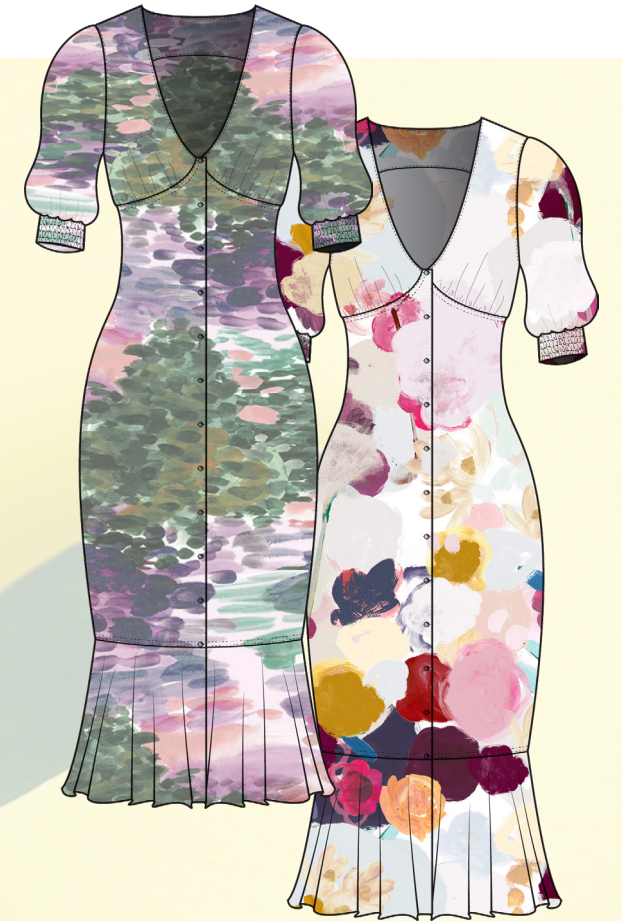
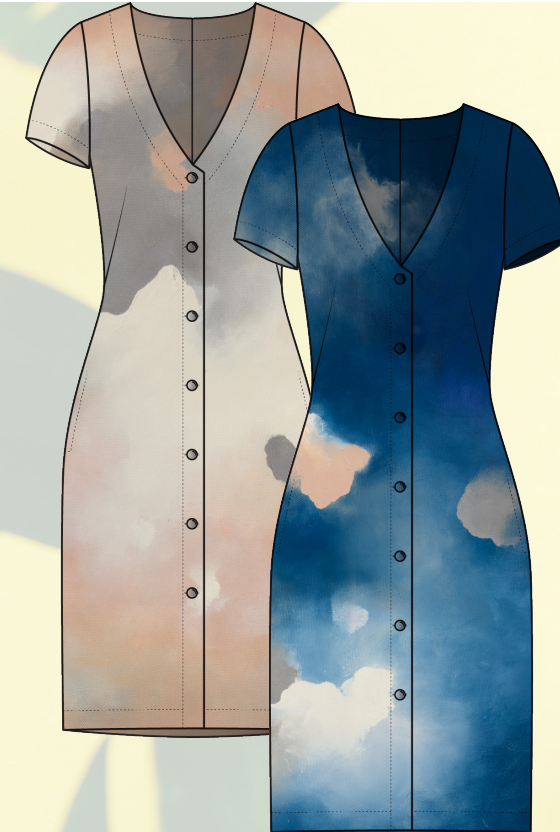
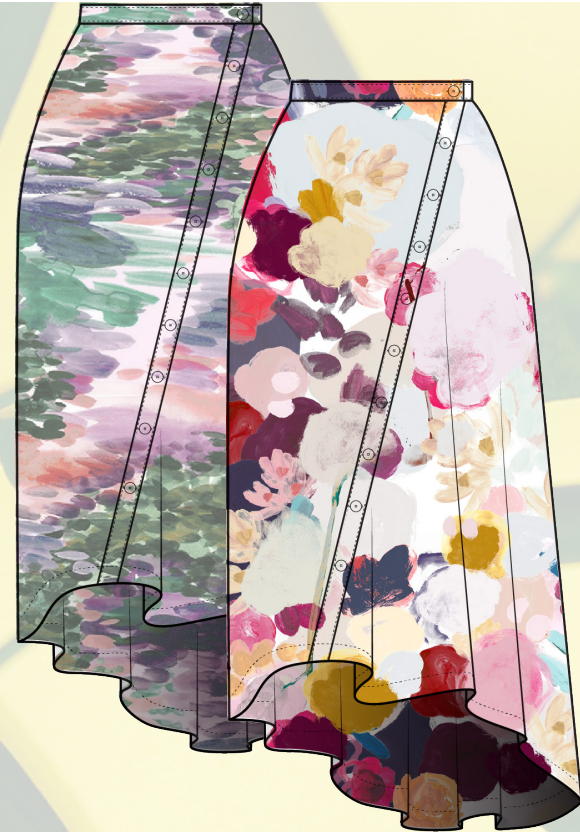
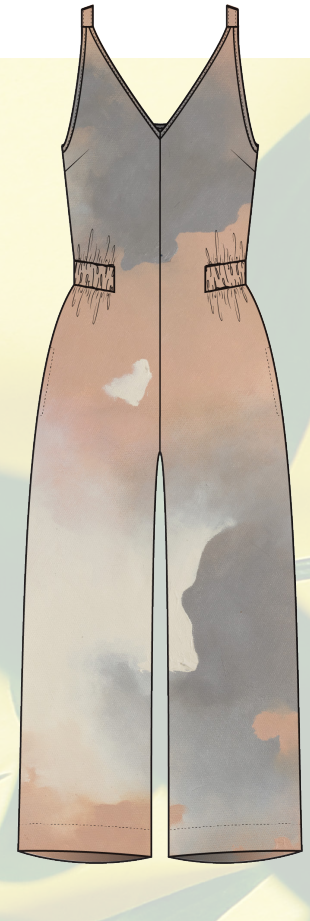
Darla provided us with two beautiful paintings to work with, and we developed two repeat prints using her work as the source.



BLUE DARLA PRINT

SEASON LINEUP :SU22

DELIVERY 2 - 06/01/22



Divisadero Jumpsuit

Style #: SU22-2203
 Size Range: XS-XXL
 Fabric: Linen Viscose
 Colorways: Darla Blush, Darla Cobalt
 Cost: \$40.25
 Retail: \$115

Merced Dress

Style #: SU22-2205
 Size Range: XS-XXL
 Fabric: Cotton Voile Jacquard, Viscose
 Colorways: Coral, Lilac
 Cost: \$40.25
 Retail: \$115

Dearborn Skirt

Style #: SU22-2225
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Monet, Blotch
 Cost: \$40.25
 Retail: \$115

Blake Dress

Style #: SU22-2209
 Size Range: XS-XXL
 Fabric: Linen Viscose
 Colorways: Darla Blush, Darla Cobalt
 Cost: \$43.75
 Retail: \$125

Lake Tank

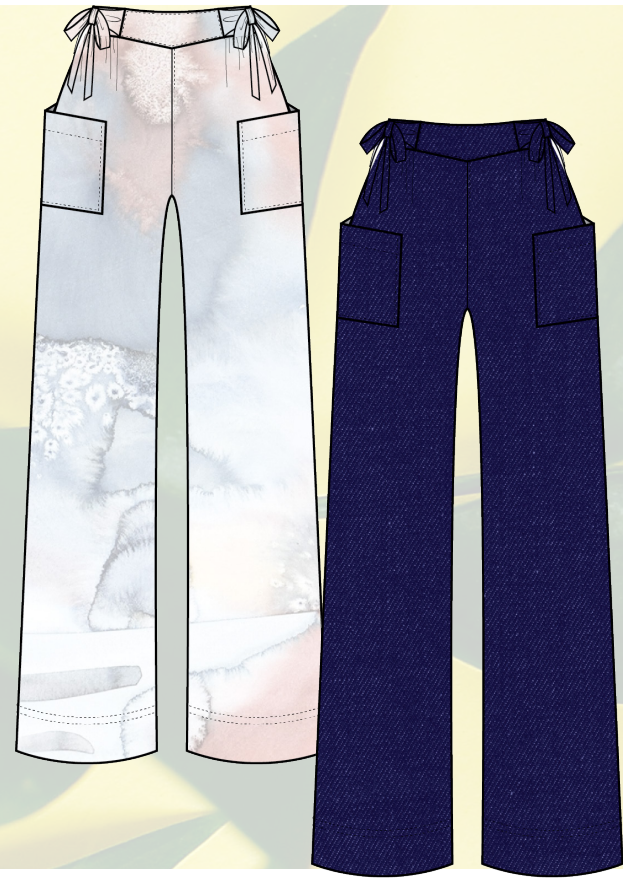
Style #: SU22-2217
 Size Range: XS-XXL
 Fabric: Rayon Challis
 Colorways: Salt, Passiflora
 Cost: \$15.75
 Retail: \$45

Clementina Dress

Style #: SU22-2204
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Monet, Blotch
 Cost: \$47.25
 Retail: \$135

SEASON LINEUP :SU22

DELIVERY 2 - 06/01/22



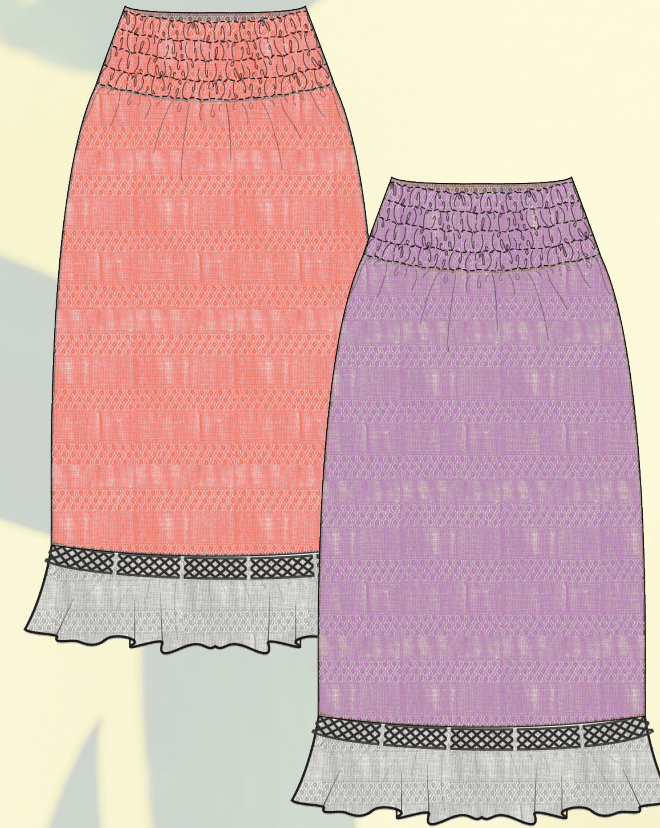
Claire Pants

Style #: SU22-2115
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Salt, Cobalt
 Cost: \$42
 Retail: \$120



Anza Button Up

Style #: SU22-2216
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Monet, Blotch
 Cost: \$33.25
 Retail: \$95



Grace Skirt

Style #: SU22-2221
 Size Range: XS-XXL
 Fabric: Cotton Voile Jacquard, Viscose
 Colorways: Coral, Lilac
 Cost: \$33.25
 Retail: \$95



Minna Blouse

Style #: SU22-2211
 Size Range: XS-XXL
 Fabric: Rayon Challis
 Colorways: Salt, Passiflora
 Cost: \$26.25
 Retail: \$75



Peasant Blouse

Style #: SU22-2218
 Size Range: XS-XXL
 Fabric: Linen Viscose Slub
 Colorways: Darla Cobalt, Darla Blush
 Cost: \$29.75
 Retail: \$85

SEASON LINEUP :SU22

DELIVERY 2 - 06/01/22



Colorblock Crop
 Style #: SU22-2215
 Size Range: XS-XXL
 Fabric: Cotton Voile Jacquard, Viscose
 Colorways: Coral, Coconut
 Cost: \$19.25
 Retail: \$65



Bernal Trousers
 Style #: SU22-2226
 Size Range: XS-XXL
 Fabric: Tencel Twill/ Linen Viscose
 Colorways: Darla Cobalt, Darla Blush
 Cost: \$42
 Retail: \$120



Presidio Midi Kimono
 Style #: SU22-2235
 Size Range: XS-XXL
 Fabric: Rayon Challis
 Colorways: Salt, Passiflora
 Cost: \$47.25
 Retail: \$135

BUSY PLACE

04.

SPRING 2023



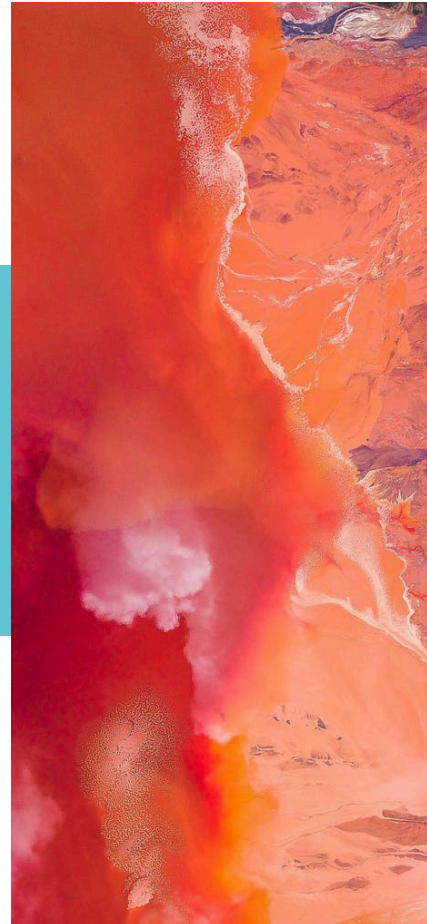
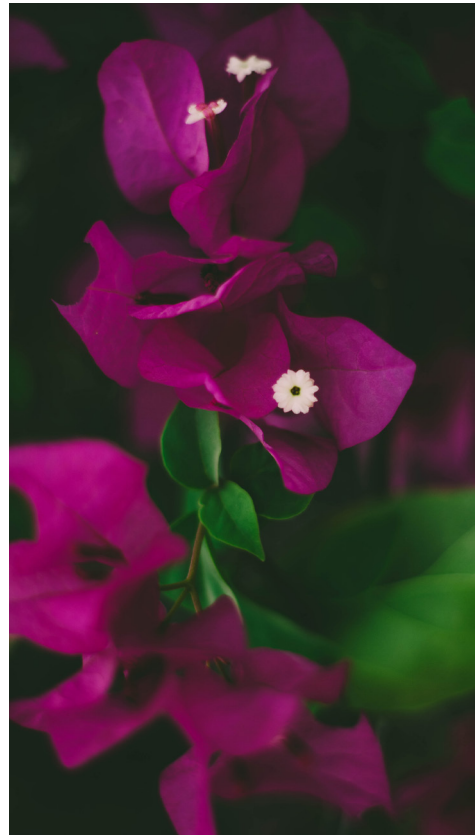
SPRING 2023 OVERVIEW

Smoke Rings

Our Spring collection was inspired by the song “Smoke Rings” by Les Paul and Mary Ford.

The dreamy atmosphere the song created reminded us of a lazy spring day. In San Francisco, we often experience a false summer in the spring, and our summers tend to be cool and overcast.

We wanted to emulate that feeling of surprise warm weather days for Spring 2023 .



SPRING 2023 - STYLE AND TREND

Smoke Rings



Soft Volume Sleeves
SSWAY



Colorful Co-Ords
Vintage - Twiggy



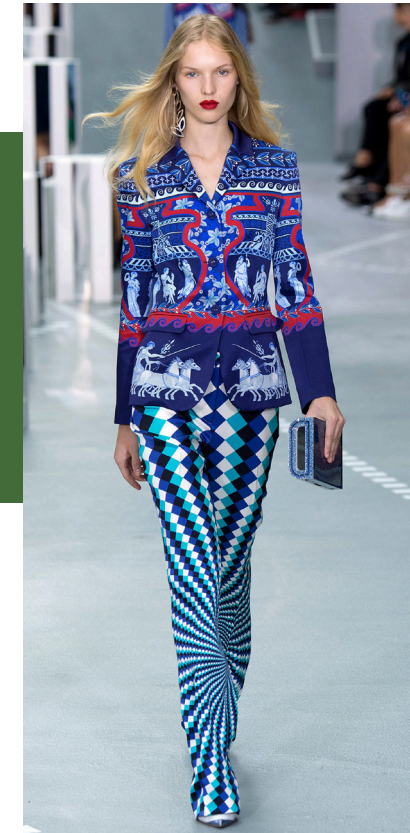
Flare silhouettes
Wray



Structured Gathering
LA Double J

Spring silhouettes will lean towards drapey soft lines, billowing volume, and crisp pleated details.

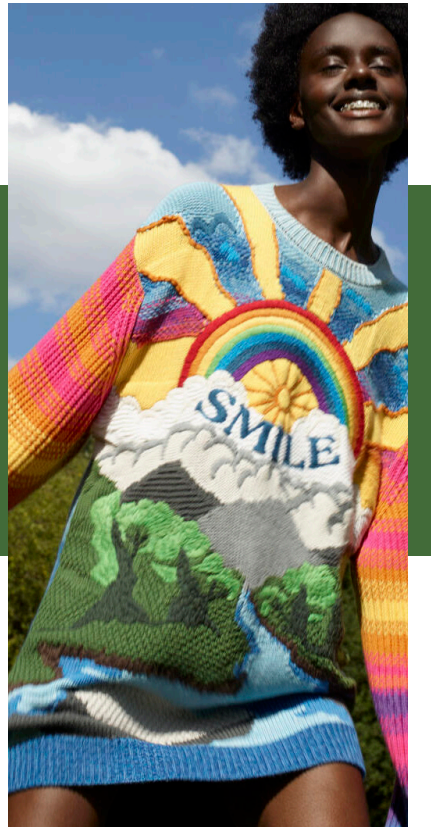
Some structural elements are also present, in textural pintucks, and crisp sharp seaming.



Modernized Separates
Mary Katrantzou



Shirring Texture
Reformation



Kitsch Graphics
Stella McCartney

SPRING 2023

Lapis

Forest

Raisin

Cream

Tangerine

Daffodil

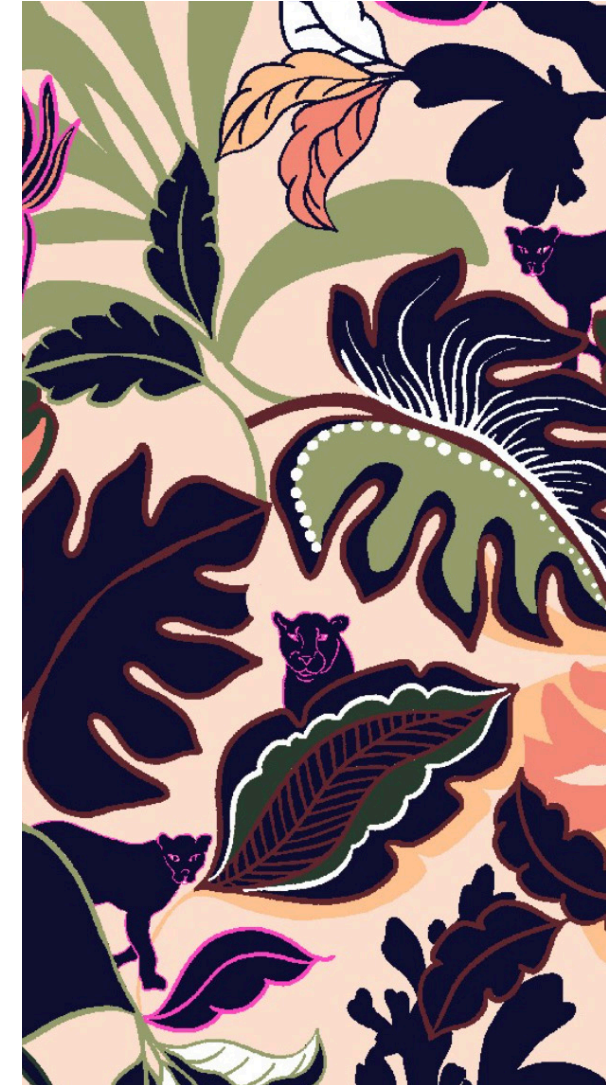
Delivery 1: Color & Print

Spring 2023 pulls saturated hues from nature, evoking colors from a spring garden.

Lush Forest green and deep Lapis blue balance as base colors with Cream and Raisin, while pops of Tangerine and Daffodil evoke the excitement of false spring.



Anenome
KALIMO

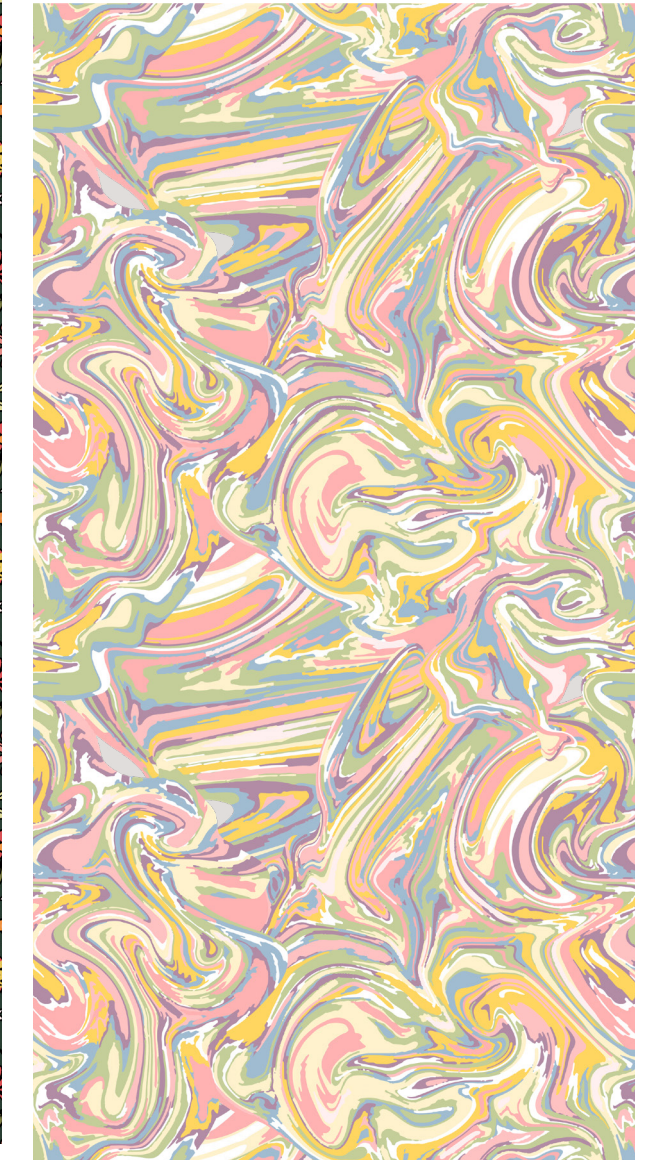


Leafy
WGSN

Smoke Rings



Forest Ditsy
WGSN



Marble
WGSN

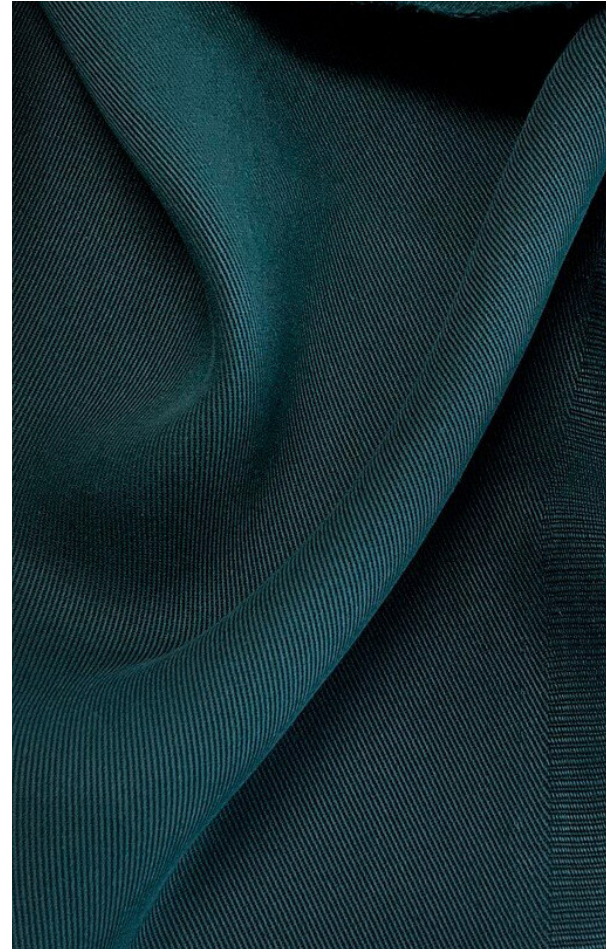
SP23 - CORE MATERIALS

Smoke Rings



Faux Suede

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



Tencel Twill

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



Linen/Viscose Slub

85% Viscose, 15% Linen
Gordon Fabrics
"Harper"
155 GSM, 48/50 Wide
Price: \$8.45 / MOQ 200 Yards



Ecovero Georgette

60% Ecovero, 40% Viscose
Gordon Fabrics
"Josie"
140 GSM, 53/54" Wide
Price: \$8.80 / MOQ 200 Yards



Cotton/Silk Voile

70% cotton, 30% silk
Gordon Fabrics
"Selena"
30 GSM, 54/55" Wide
Price: \$12.70 / MOQ 200 Yards



Single Jersey

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

Jumpsuits	Busy Place	101	SP23 Mason Jumpsuit D1	Lapis	XS, S, M, L, XL, XXL	\$52.50	\$150.00	20	\$3,000.00	20	\$1,050
Jumpsuits	Busy Place	101	SP23 Mason Jumpsuit D1	Forest Ditsy	XS, S, M, L, XL, XXL	\$52.50	\$150.00	20	\$3,000.00	20	\$1,050
Jumpsuits	Busy Place	102	SP23 Sonoma Jumpsuit D2	Citrus	XS, S, M, L, XL, XXL	\$57.75	\$165.00	20	\$3,300.00	20	\$1,155
Jumpsuits	Busy Place	102	SP23 Sonoma Jumpsuit D2	Gelato	XS, S, M, L, XL, XXL	\$57.75	\$165.00	20	\$3,300.00	20	\$1,155
Jumpsuits	Busy Place	104	SP23 Tansy Bibs D3	Bird of Paradise	XS, S, M, L, XL, XXL	\$42.00	\$120.00	25	\$3,000.00	20	\$840
Jumpsuits	Busy Place	104	SP23 Tansy Bibs D3	Paper Floral	XS, S, M, L, XL, XXL	\$42.00	\$120.00	25	\$3,000.00	20	\$840
Dresses	Busy Place	103	SP23 Blake Dress D1	Raisin	XS, S, M, L, XL, XXL	\$43.75	\$125.00	20	\$2,500.00	20	\$875
Dresses	Busy Place	103	SP23 Blake Dress D1	Leafy	XS, S, M, L, XL, XXL	\$43.75	\$125.00	20	\$2,500.00	20	\$875
Dresses	Busy Place	105	SP23 Pacifica Dress D2	Sorbet	XS, S, M, L, XL, XXL	\$87.50	\$250.00	25	\$6,250.00	20	\$1,750
Dresses	Busy Place	105	SP23 Pacifica Dress D2	Lavender Hash	XS, S, M, L, XL, XXL	\$87.50	\$250.00	25	\$6,250.00	20	\$1,750
Dresses	Busy Place	106	SP23 Napa Dress D2	Selena	XS, S, M, L, XL, XXL	\$91.00	\$260.00	25	\$6,500.00	20	\$1,820
Dresses	Busy Place	106	SP23 Napa Dress D2	Turquoise	XS, S, M, L, XL, XXL	\$91.00	\$260.00	25	\$6,500.00	20	\$1,820
Dresses	Busy Place	107	SP23 Clementina Dress D2	Lavender Hash	XS, S, M, L, XL, XXL	\$47.25	\$135.00	25	\$3,375.00	20	\$945
Dresses	Busy Place	107	SP23 Clementina Dress D2	Sorbet	XS, S, M, L, XL, XXL	\$47.25	\$135.00	25	\$3,375.00	20	\$945
Dresses	Busy Place	107	SP23 Clementina Dress D3	Lavender Hash	XS, S, M, L, XL, XXL	\$47.25	\$135.00	25	\$3,375.00	20	\$945
Dresses	Busy Place	107	SP23 Clementina Dress D3	Bird of Paradise	XS, S, M, L, XL, XXL	\$47.25	\$135.00	25	\$3,375.00	20	\$945
Dresses	Busy Place	104	SP23 Sutro Dress D1	Anenome	XS, S, M, L, XL, XXL	\$43.75	\$125.00	30	\$3,750.00	20	\$875
Dresses	Busy Place	104	SP23 Sutro Dress D1	Marble	XS, S, M, L, XL, XXL	\$43.75	\$125.00	30	\$3,750.00	20	\$875
Dresses	Busy Place	206	SP23 Sumner Maxi Dress D3	Bougainvillea	XS, S, M, L, XL, XXL	\$78.75	\$225.00	30	\$6,750.00	20	\$1,575
Dresses	Busy Place	206	SP23 Sumner Maxi Dress D3	Poppy Fan	XS, S, M, L, XL, XXL	\$78.75	\$225.00	30	\$6,750.00	20	\$1,575
Woven Tops	Busy Place	108	SP23 Clement Top D1	Anenome	XS, S, M, L, XL, XXL	\$35.00	\$100.00	20	\$2,000.00	20	\$700
Woven Tops	Busy Place	108	SP23 Clement Top D1	Marble	XS, S, M, L, XL, XXL	\$35.00	\$100.00	20	\$2,000.00	20	\$700
Woven Tops	Busy Place	109	SP23 Jesse Blouse D1	Raisin	XS, S, M, L, XL, XXL	\$49.00	\$140.00	25	\$3,500.00	20	\$980
Woven Tops	Busy Place	109	SP23 Jesse Blouse D1	Cream	XS, S, M, L, XL, XXL	\$49.00	\$140.00	25	\$3,500.00	20	\$980
Woven Tops	Busy Place	110	SP23 Anza Button Up D1	Raisin	XS, S, M, L, XL, XXL	\$33.25	\$95.00	25	\$2,375.00	20	\$665
Woven Tops	Busy Place	110	SP23 Anza Button Up D1	Leafy	XS, S, M, L, XL, XXL	\$33.25	\$95.00	25	\$2,375.00	20	\$665
Woven Tops	Busy Place	111	SP23 Noriega Blouse D2	Selena	XS, S, M, L, XL, XXL	\$42.00	\$120.00	25	\$3,000.00	20	\$840
Woven Tops	Busy Place	111	SP23 Noriega Blouse D2	Turquoise	XS, S, M, L, XL, XXL	\$42.00	\$120.00	25	\$3,000.00	20	\$840
Woven Tops	Busy Place	112	SP23 Balboa Top D2	Sorbet	XS, S, M, L, XL, XXL	\$35.00	\$100.00	25	\$2,500.00	20	\$700
Woven Tops	Busy Place	112	SP23 Balboa Top D2	Lavender Hash	XS, S, M, L, XL, XXL	\$35.00	\$100.00	25	\$2,500.00	20	\$700
Woven Tops	Busy Place	210	SP23 Moraga Blouse D3	Grape	XS, S, M, L, XL, XXL	\$29.75	\$85.00	30	\$2,550.00	20	\$595
Woven Tops	Busy Place	210	SP23 Moraga Blouse D3	Hanging Planter	XS, S, M, L, XL, XXL	\$29.75	\$85.00	30	\$2,550.00	20	\$595
Woven Tops	Busy Place	211	SP23 Minna Wrap Blouse D3	Grape	XS, S, M, L, XL, XXL	\$26.25	\$75.00	15	\$1,125.00	20	\$525
Woven Tops	Busy Place	211	SP23 Minna Wrap Blouse D3	Hanging Planter	XS, S, M, L, XL, XXL	\$26.25	\$75.00	15	\$1,125.00	20	\$525
Woven Tops	Busy Place	212	SP23 Carolina Blouse D3	Bird of Paradise	XS, S, M, L, XL, XXL	\$31.50	\$90.00	20	\$1,800.00	20	\$630
Woven Tops	Busy Place	212	SP23 Carolina Blouse D3	Slate	XS, S, M, L, XL, XXL	\$31.50	\$90.00	20	\$1,800.00	20	\$630
Woven Tops	Busy Place	214	SP23 Camp Collar Button Up D3	Bougainvillea	XS, S, M, L, XL, XXL	\$22.75	\$65.00	30	\$1,950.00	20	\$455
Woven Tops	Busy Place	214	SP23 Camp Collar Button Up D3	Poppy Fan	XS, S, M, L, XL, XXL	\$22.75	\$65.00	30	\$1,950.00	20	\$455
Knit Tops	Busy Place	120	SP23 Busy Place Ringer Tee D1	Cream/Forest	XS, S, M, L, XL, XXL	\$19.25	\$55.00	30	\$1,650.00	20	\$385
Knit Tops	Busy Place	113	SP23 Soma Wrap Tee D2	Raspberry	XS, S, M, L, XL, XXL	\$26.25	\$75.00	20	\$1,500.00	20	\$525
Knit Tops	Busy Place	113	SP23 Soma Wrap Tee D2	Tangerine	XS, S, M, L, XL, XXL	\$26.25	\$75.00	20	\$1,500.00	20	\$525
Denim	Busy Place	114	SP23 Belgrave Straight Jeans D1	Forest Ditsy	26, 27, 28, 29, 30, 31, 32, 33, 34	\$42.00	\$120.00	20	\$2,400.00	20	\$840
Denim	Busy Place	114	SP23 Belgrave Straight Jeans D1	Lapis	26, 27, 28, 29, 30, 31, 32, 33, 34	\$42.00	\$120.00	20	\$2,400.00	20	\$840
Denim	Busy Place	230	SP23 Fulton Flare Jeans D3	Teal	26, 27, 28, 29, 30, 31, 32, 33, 34	\$49.00	\$140.00	30	\$4,200.00	20	\$980
Denim	Busy Place	230	SP23 Fulton Flare Jeans D3	Coconut Milk	26, 27, 28, 29, 30, 31, 32, 33, 34	\$49.00	\$140.00	30	\$4,200.00	20	\$980
Denim	Busy Place	120	SP23 Page Jeans D2	Slate	26, 27, 28, 29, 30, 31, 32, 33, 34	\$49.00	\$140.00	30	\$4,200.00	20	\$980
Denim	Busy Place	231	SP23 Porkchop Shorts D3	Slate	26, 27, 28, 29, 30, 31, 32, 33, 34	\$29.75	\$85.00	30	\$2,550.00	20	\$595
Pants/Shorts	Busy Place	115	SP23 Claire Pants D2	Gelato	XS, S, M, L, XL, XXL	\$42.00	\$120.00	20	\$2,400.00	20	\$840
Pants/Shorts	Busy Place	115	SP23 Claire Pants D2	Citrus	XS, S, M, L, XL, XXL	\$42.00	\$120.00	20	\$2,400.00	20	\$840
Pants/Shorts	Busy Place	226	SP23 Bernal Cropped Trouser D3	Bird of Paradise	XS, S, M, L, XL, XXL	\$42.00	\$120.00	30	\$3,600.00	20	\$840
Pants/Shorts	Busy Place	226	SP23 Bernal Cropped Trouser D3	Paper Floral	XS, S, M, L, XL, XXL	\$42.00	\$120.00	30	\$3,600.00	20	\$840
Skirts	Busy Place	116	SP23 Noe Maxi Skirt D1	Marble	XS, S, M, L, XL, XXL	\$43.75	\$125.00	20	\$2,500.00	20	\$875
Skirts	Busy Place	116	SP23 Noe Maxi Skirt D1	Anenome	XS, S, M, L, XL, XXL	\$43.75	\$125.00	20	\$2,500.00	20	\$875
Skirts	Busy Place	117	SP23 Dearborn Skirt D2	Sorbet	XS, S, M, L, XL, XXL	\$40.25	\$115.00	20	\$2,300.00	20	\$805
Skirts	Busy Place	117	SP23 Dearborn Skirt D2	Lavender Hash	XS, S, M, L, XL, XXL	\$40.25	\$115.00	20	\$2,300.00	20	\$805
Skirts	Busy Place	224	SP23 Ora Skirt D3	Grape	XS, S, M, L, XL, XXL	\$26.25	\$75.00	30	\$2,250.00	20	\$525
Skirts	Busy Place	224	SP23 Ora Skirt D3	Hanging Planter	XS, S, M, L, XL, XXL	\$26.25	\$75.00	30	\$2,250.00	20	\$525
Outerwear	Busy Place	233	SP23 Chainstitch Denim Jacket D3	Coconut Milk	XS, S, M, L, XL, XXL	\$43.75	\$125.00	25	\$3,125.00	20	\$875
Outerwear	Busy Place	233	SP23 Chainstitch Denim Jacket D3	Indigo	XS, S, M, L, XL, XXL	\$43.75	\$125.00	25	\$3,125.00	20	\$875
Outerwear	Busy Place	119	SP23 Hyde Blazer D1	Forest Ditsy	XS, S, M, L, XL, XXL	\$87.50	\$250.00	30	\$7,500.00	20	\$1,750
Outerwear	Busy Place	119	SP23 Hyde Blazer D1	Cream Crocodile	XS, S, M, L, XL, XXL	\$87.50	\$250.00	30	\$7,500.00	20	\$1,750
Outerwear	Busy Place	118	SP23 Ashbury Trench D2	Cream Crocodile	XS, S, M, L, XL, XXL	\$78.75	\$225.00	20	\$4,500.00	20	\$1,575
Accessories	Busy Place	121	SP22 Silk Scarf D3	Bougainvillea Border	OS	\$26.25	\$75.00	30	\$2,250.00	20	\$525

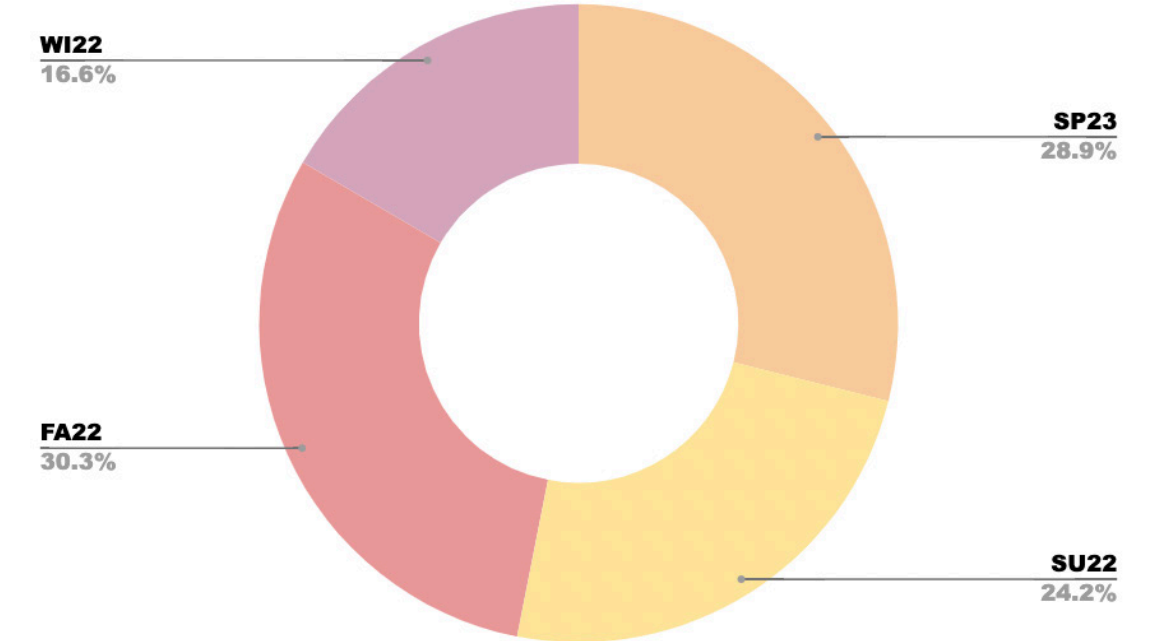
SP23 ASSORTMENT

Smoke Rings

Our Spring collection will come as our 4th in the first year of business.

As Spring generally is a larger season, it is just behind fall in terms of number of styles in the assortment.

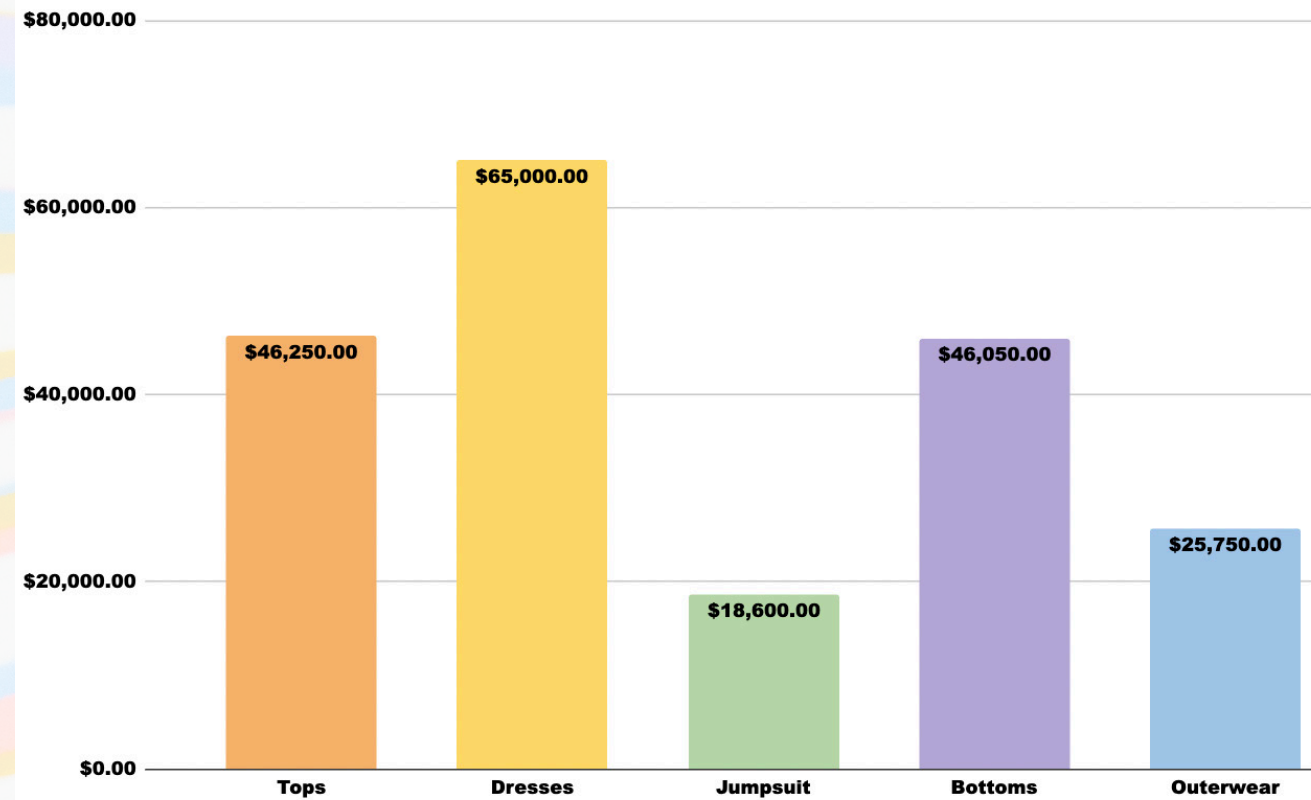
We hope the business driven from our first sale in January 2023 will drive more full price shoppers and customers to the brand.



	Woven Tops	Dresses	Jumpsuits	Knit Tops	Pants/Shorts	Denim	Outerwear	Skirts	Accessories	TOTAL
Total assortment	18	14	6	3	4	6	3	6	1	61
Total Retail	\$41,600.00	\$65,000.00	\$18,600.00	\$4,650.00	\$12,000.00	\$19,950.00	\$25,750.00	\$14,100.00	\$2,250.00	\$ 203,900.00
COGS	\$14,560.00	\$22,750.00	\$6,510.00	\$1,627.50	\$4,200.00	\$6,982.50	\$9,012.50	\$4,935.00	\$787.50	\$ 71,365.00
Total quantity to order	430	360	130	70	100	160	130	140	30	1550

SP23 ASSORTMENT STATS

SP23 Projected Sales by Category



Spring will be more about separates as we are still needing to layer for the weather as it begins to warm up.

Dresses and Jumpsuits make up about a third of the entire assortment, but dominate the projected sales numbers.

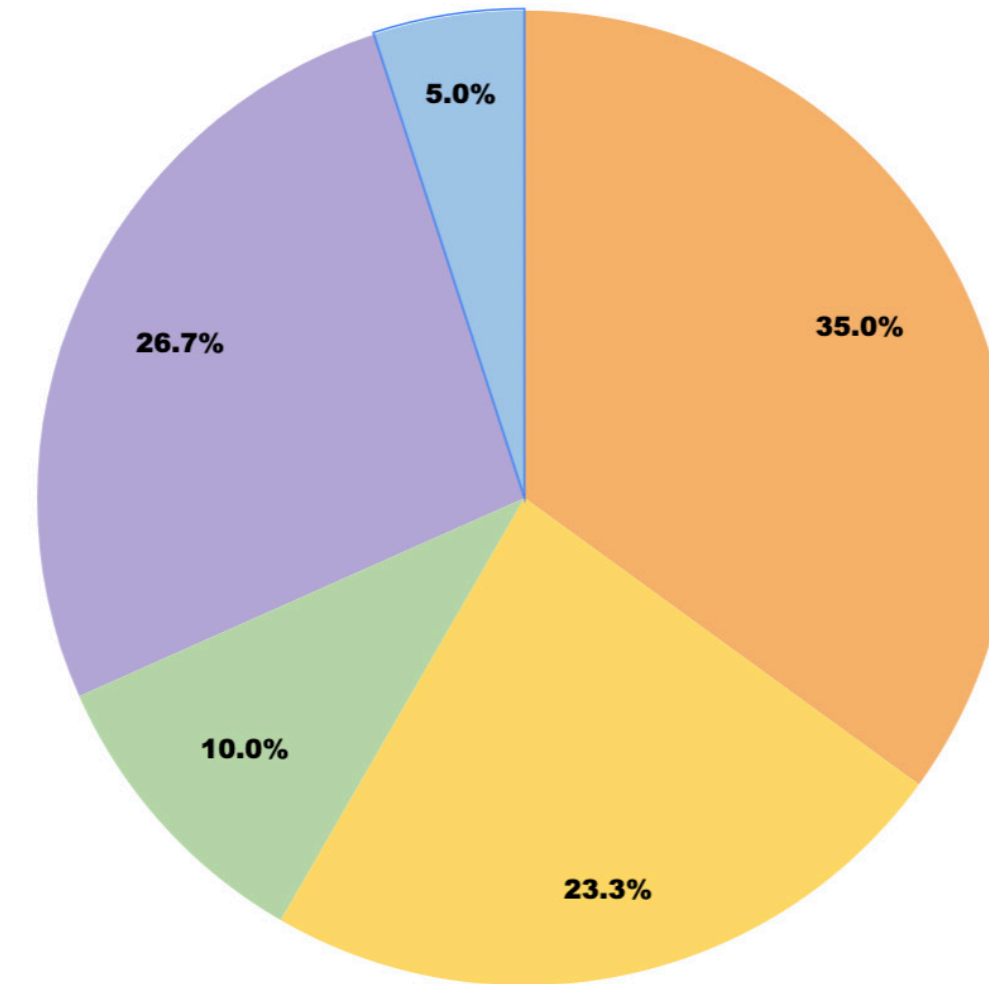
As usual Tops dominate the assortment but provide a lower price point at retail price.

Lightweight outerwear styles have a higher price point, but still drive a significant portion of total sales projections.



Smoke Rings

SP23 Assortment



● Tops ● Dresses ● Jumpsuit ● Bottoms ● Outerwear



SEASON LINEUP: SP23

DELIVERY 1 - 02/01/23



Hyde Blazer

Style #: SP23-1119
 Size Range: XS-XXL
 Fabric: Faux suede, Tencel Twill
 Colorways: Forest Ditsy, Cream Crocodile
 Cost: \$87.50
 Retail: \$250



Clement Top

Style #: SP23-1108
 Size Range: XS-XXL
 Fabric: Ecovero Georgette
 Colorways: Anenome, Marble
 Cost: \$35
 Retail: \$100



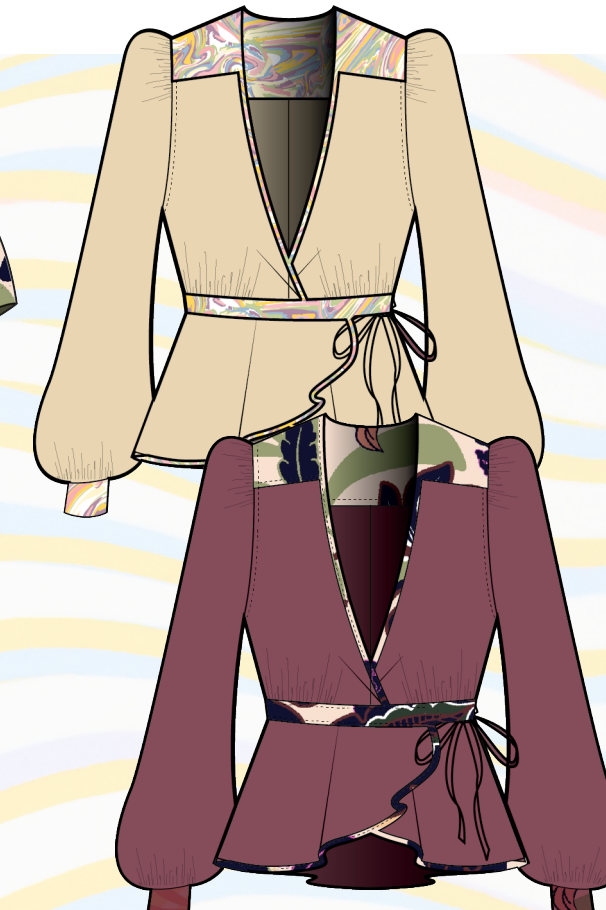
Mason Jumpsuit

Style #: SP23-1101
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Lapis, Forest Ditsy
 Cost: \$52.50
 Retail: \$150



Blake Dress

Style #: SP23-1103
 Size Range: XS-XXL
 Fabric: Linen Viscose Slub
 Colorways: Raisin, Leafy
 Cost: \$43.75
 Retail: \$125



Jesse Wrap Blouse

Style #: SP23-1109
 Size Range: XS-XXL
 Fabric: Linen Viscose Slub
 Colorways: Raisin, Cream
 Cost: \$49
 Retail: \$140



Sutro Dress

Style #: SP23-1104
 Size Range: XS-XXL
 Fabric: Ecovero Georgette
 Colorways: Anenome, Marble
 Cost: \$38.50
 Retail: \$110

SEASON LINEUP: SP23

DELIVERY 1 - 02/01/23



Belgrave Jeans

Style #: SP23-1114
 Size Range: 26-34
 Fabric: Core Denim, Tencel Twill
 Colorways: Forest Ditsy, Lapis
 Cost: \$42
 Retail: \$140



Busy Place Logo Ringer

Style #: SP23-1111
 Size Range: XS-XXL
 Fabric: Modal Single Jersey
 Colorways: Cream/Forest
 Cost: \$19.25
 Retail: \$55



Anza Unisex Shirt

Style #: SP23-1110
 Size Range: XS-XXL
 Fabric: Linen Viscose Slub
 Colorways: Raisin, Leafy
 Cost: \$33.25
 Retail: \$95



Noe Maxi Skirt

Style #: SP23-1116
 Size Range: XS-XXL
 Fabric: Ecovero Georgette
 Colorways: Marble, Anenome
 Cost: \$43.75
 Retail: \$125

SPRING 2023

Smoke Rings

Cobalt

Turquoise

Lavender Smoke

Magenta

Tangerine

Daffodil

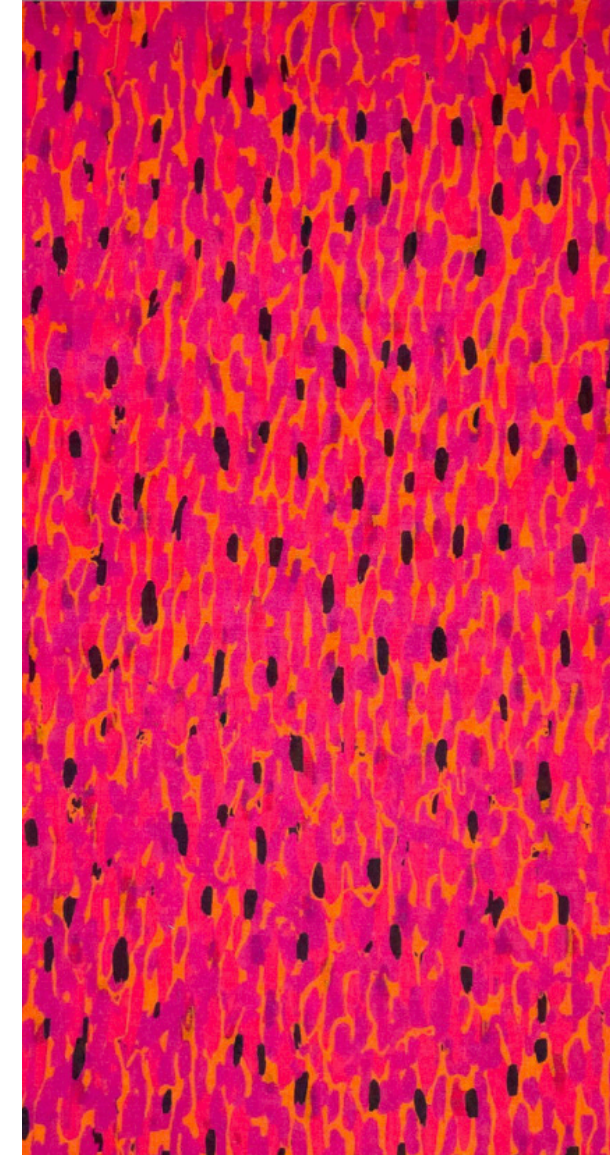
Delivery 2: Color & Print

The second delivery evolves to a brighter, fresher color palette. Fruity shades of Tangerine, Magenta and Daffodil contrast with cool soft Lavender Smoke and Cobalt.

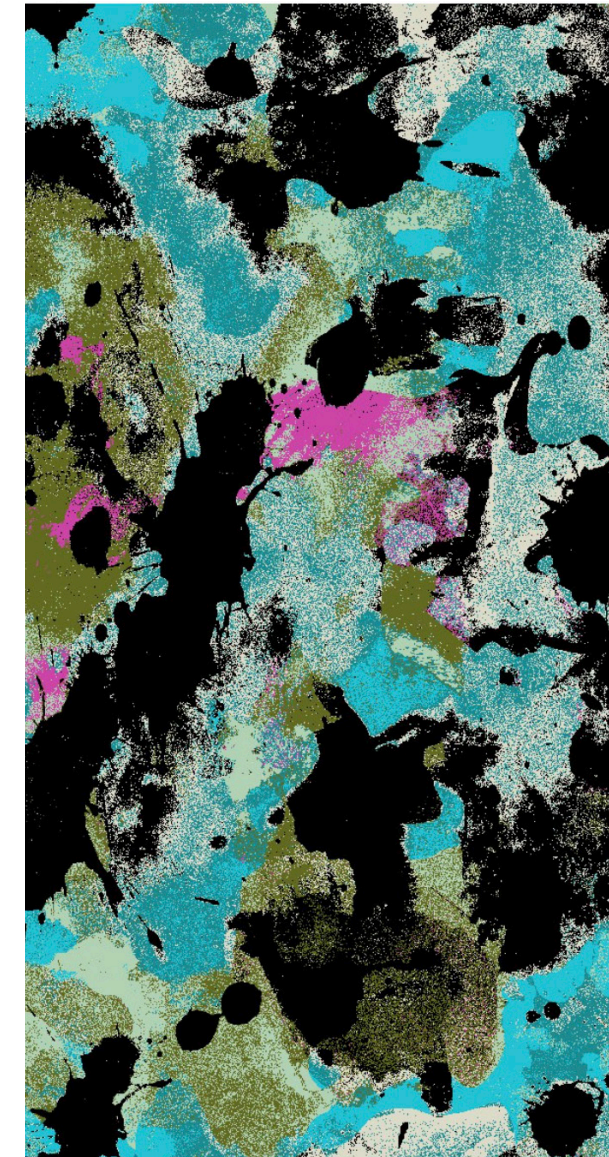
Smooth Ombre print "Sorbet" blends with the acid animal print of "Selena", crystalline textures of "Turquoise" and "Lavender Hash".



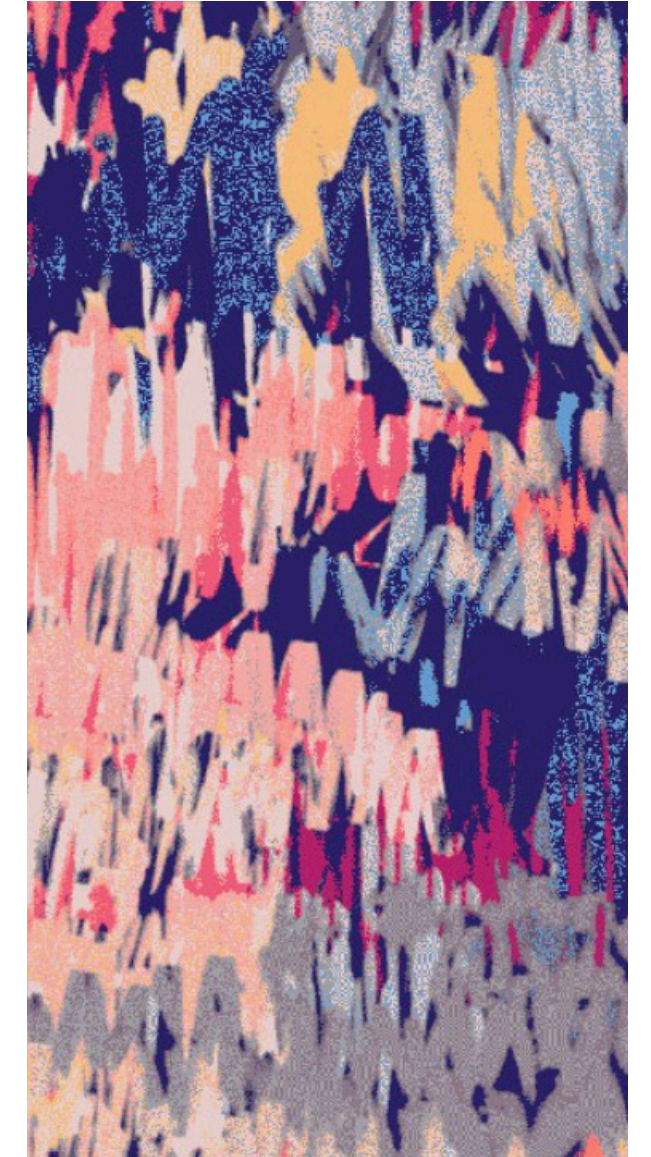
Sorbet
KALIMO



Selena Spot
GORDON FABRICS



Turquoise
Fusion CPH Print Studio



Lavender Hash
HER Studio London

SEASON LINEUP SP23

DELIVERY 2 - 03/08/23



Pacifica Dress

Style #: SP23-2105
 Size Range: XS-XXL
 Fabric: Ecovero Georgette
 Colorways: Sorbet, Lavender Hash
 Cost: \$87.50
 Retail: \$250

Napa Dress

Style #: SP23-2106
 Size Range: XS-XXL
 Fabric: Cotton Voile
 Colorways: Selena, Turquoise
 Cost: \$91
 Retail: \$260

Balboa Top

Style #: SP23-2112
 Size Range: XS-XXL
 Fabric: Ecovero Georgette
 Colorways: Sorbet, Lavender Hash
 Cost: \$35
 Retail: \$100

Sonoma Jumpsuit

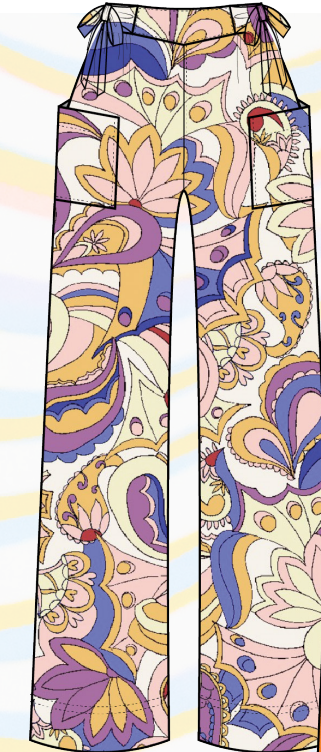
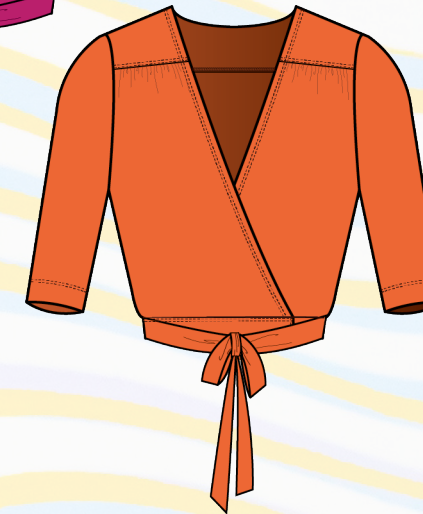
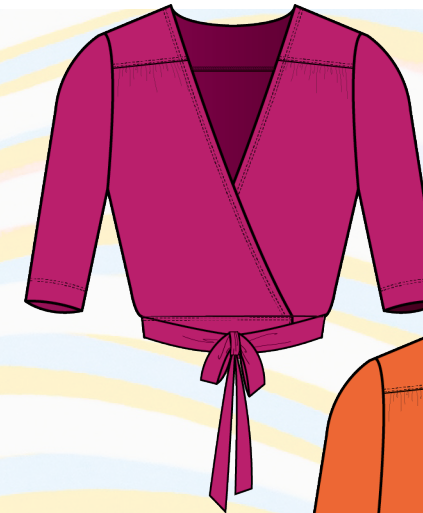
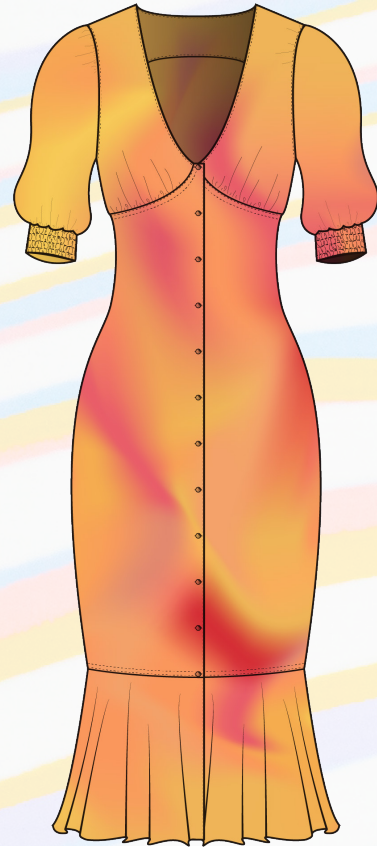
Style #: SP23-2102
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Citrus, Gelato
 Cost: \$57.75
 Retail: \$165

Dearborn Skirt

Style #: SP23-2117
 Size Range: XS-XXL
 Fabric: Ecovero Georgette
 Colorways: Sorbet, Lavender Hash
 Cost: \$40.25
 Retail: \$115

SEASON LINEUP SP23

DELIVERY 2 - 03/08/23



Clementina Dress

Style #: SP23-2107
 Size Range: XS-XXL
 Fabric: Ecovero Georgette
 Colorways: Lavender Hash, Sorbet
 Cost: \$47.25
 Retail: \$135

Noriega Blouse

Style #: SP23-2111
 Size Range: XS-XXL
 Fabric: Cotton Voile
 Colorways: Selena, Turquoise
 Cost: \$42
 Retail: \$120

Page Jeans

Style #: SP23-2235
 Size Range: 26-34
 Fabric: Cotton Linen Denim
 Colorways: Slate
 Cost: \$49
 Retail: \$140

Ashbury Trench Coat

Style #: SP23-2118
 Size Range: XS-XXL
 Fabric: Faux Suede
 Colorways: Cream Crocodile
 Cost: \$78.75
 Retail: \$225

Soma Wrap Top

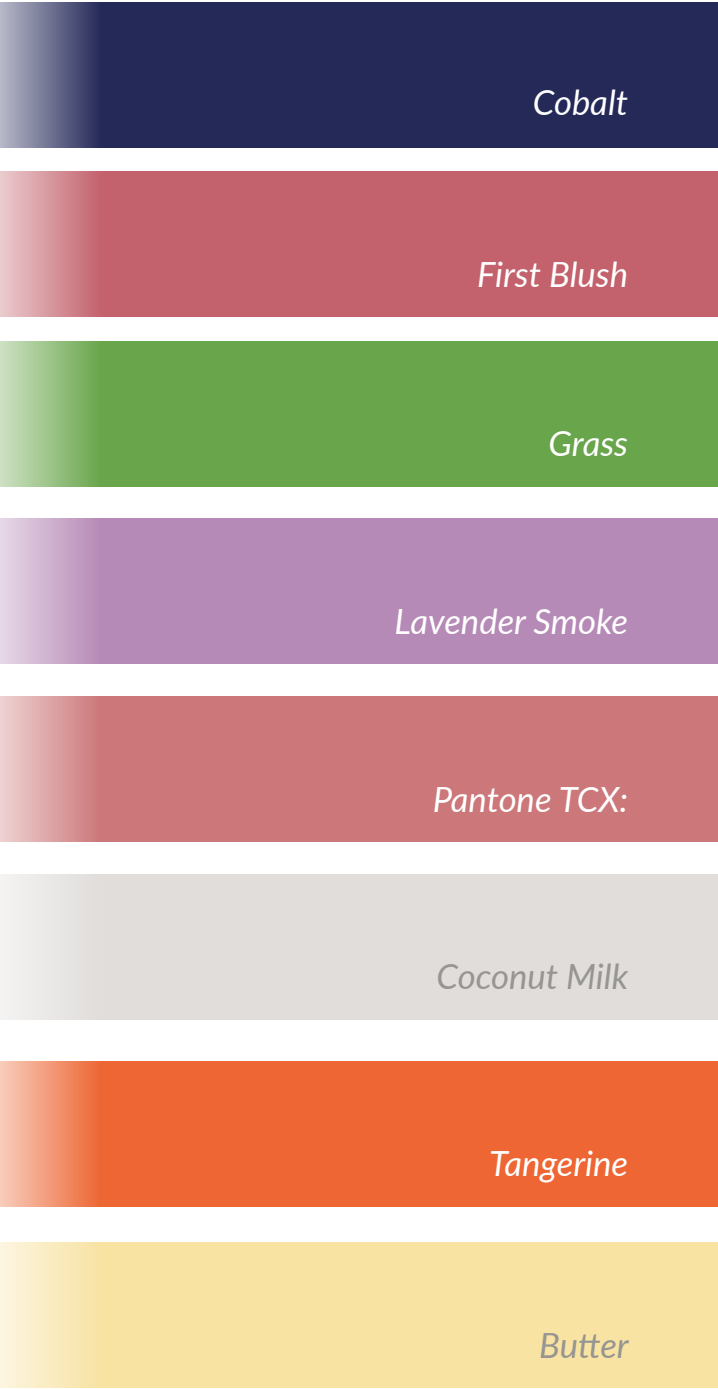
Style #: SP23-2113
 Size Range: XS-XXL
 Fabric: Modal Single Jersey
 Colorways: Raspberry, Tangerine
 Cost: \$26.25
 Retail: \$75

Claire Pants

Style #: SP23-2115
 Size Range: XS-XXL
 Fabric: Tencel Twill
 Colorways: Gelato, Citrus
 Cost: \$42
 Retail: \$120

SPRING 2023

Smoke Rings



Delivery 3: Color & Print

Delivery 3 follows the previous season's precedent with combinations of saturated pinks and mauves, balanced with deep hues of blue and vibrant shades of orange.

Prints are psychedelic botanics, with use of repeat motifs, graphic swirls and juicy color.



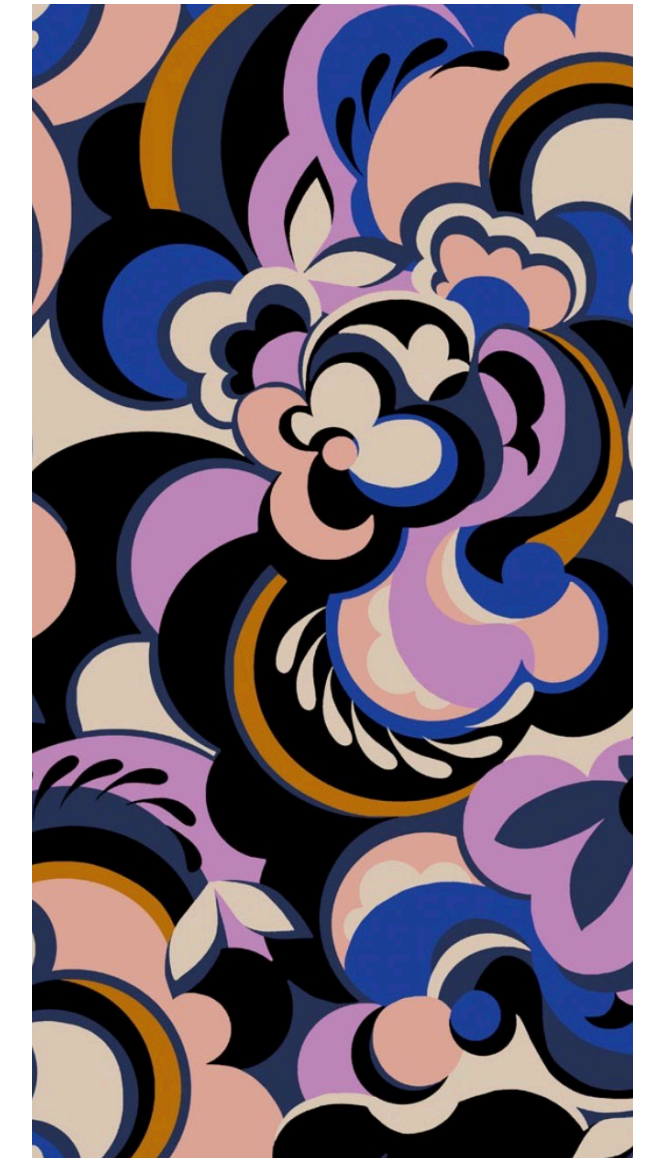
Bird of Paradise
WGSN



Poppy Fan
WGSN



Bougainvillea
Busy Place Original Print



Grape Swirl
Fusion CPH Prints

SEASON LINEUP :SP23

DELIVERY 3 - 04/15/22



Tansy Bibs
 Style #: SP23- 3104
 Size Range: XS-XXL
 Fabric: Llinen Viscose Slub
 Colorways: Bird of Paradise, Paper floral
 Cost: \$42
 Retail: \$120

Moraga Blouse
 Style #: SP23-3210
 Size Range: XS-XXL
 Fabric: Ecovero Georgette
 Colorways: Grape Swirl, Hanging Planter
 Cost: \$29.75
 Retail: \$85

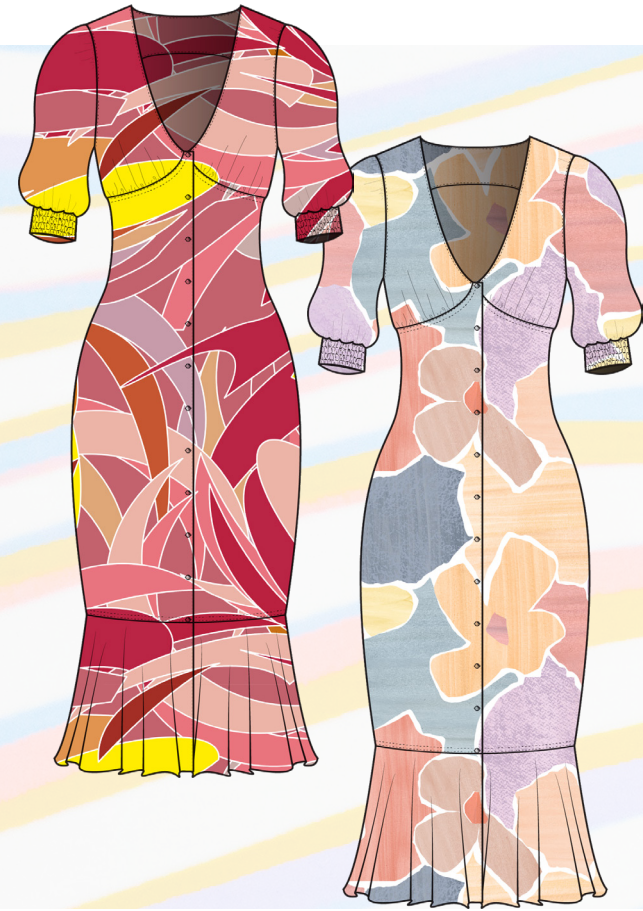
Bernal Cropped Trouser
 Style #: SP23-3226
 Size Range: XS-XXL
 Fabric: Linen Viscose
 Colorways: Bird of Paradise, Paper Floral
 Cost: \$42
 Retail: \$120

Fulton Jeans
 Style #: SP23-3230
 Size Range: XS-XXL
 Fabric: Cotton/SPAN Denim
 Colorways: Coconut, Teal
 Cost: \$49
 Retail: \$140

Minna Blouse
 Style #: SP23-3211
 Size Range: XS-XXL
 Fabric: Ecovero Georgette
 Colorways: Hanging Planter, Grape Swirl
 Cost: \$26.25
 Retail: \$75

SEASON LINEUP :SP22

DELIVERY 3 - 04/15/22



Clementina Dress

Style #: SP23-3107
 Size Range: XS-XXL
 Fabric: Linen Viscose Slub
 Colorways: Bird of Paradise, Paper Floral
 Cost: \$47.25
 Retail: \$135



Denim Jacket

Style #: SP23-3233
 Size Range: XS-XXL
 Fabric: Cotton/SPAN Denim
 Colorways: Coconut, Teal
 Cost: \$43.75
 Retail: \$125



Porkchop Shorts

Style #: SP23-3231
 Size Range: XS-XXL
 Fabric: Linen Denim
 Colorways: Slate,
 Cost: \$29.75
 Retail: \$85



Summer Maxi Dress

Style #: SP23-3206
 Size Range: XS-XXL
 Fabric: Coton Voile
 Colorways: Bouganvillea, Poppy Fan
 Cost: \$78.75
 Retail: \$225

SEASON LINEUP :SP22

DELIVERY 3 - 04/15/22



Carolina Shirt
 Style #: SP23-3212
 Size Range: XS-XXL
 Fabric: Linen/Viscose Slub, Cotton/Linen Denim
 Colorways: Bird of Paradise, Slate
 Cost: \$31.50
 Retail: \$90



Camp Button Up
 Style #: SP23-3214
 Size Range: XS-XXL
 Fabric: Cotton Voile
 Colorways: Bouganvillea, Poppy Fan
 Cost: \$22.75
 Retail: \$65



Ora Skirt
 Style #: SP23-3224
 Size Range: XS-XXL
 Fabric: Ecovero Georgette
 Colorways: Grape Swirl, Hanging Planter
 Cost: \$26.25
 Retail: \$75



Martha King
April 2022