

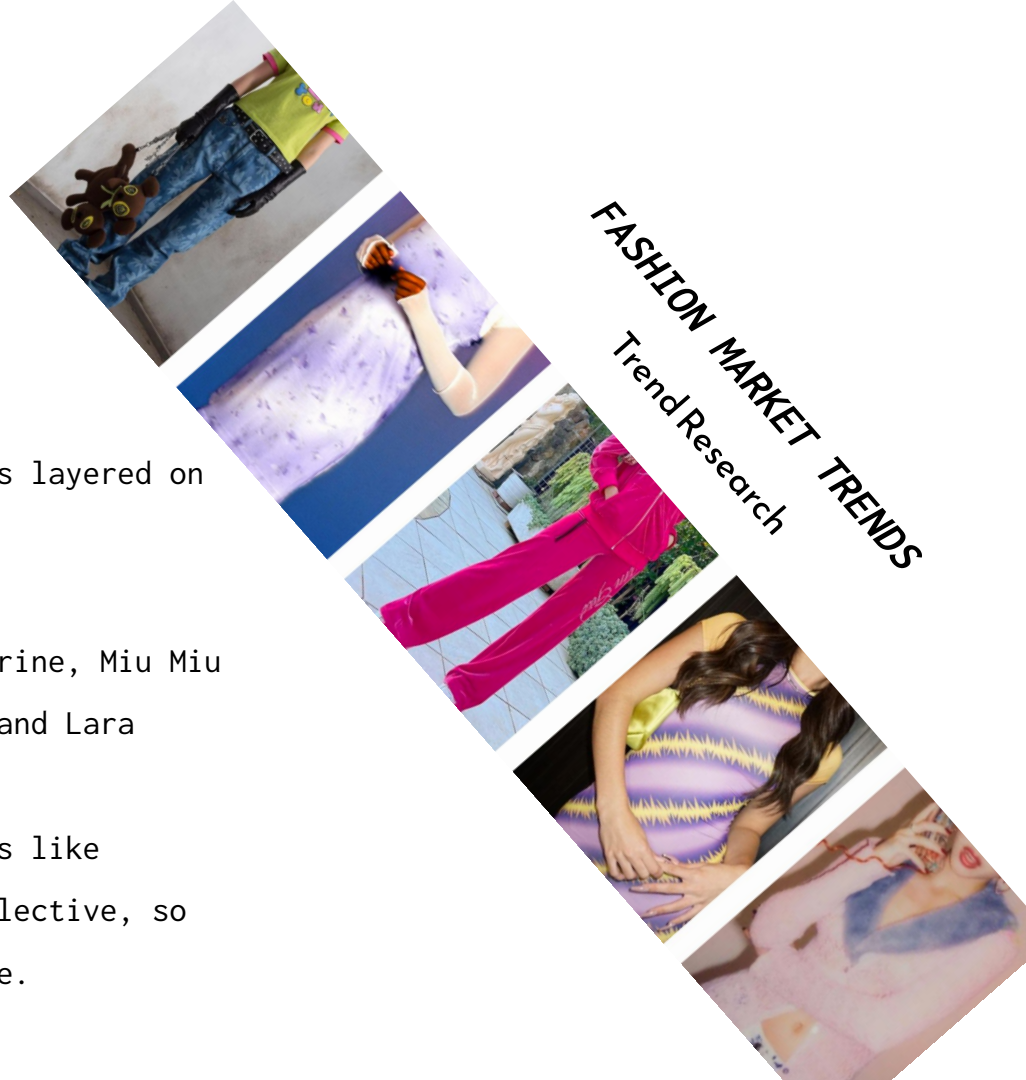
# MARKET/TREND RESEARCH



# Noughties

# Nostalgia

- Inspired by pop, y2k 2000s era.
- Millennials have adopted the trend.
- Knitwear & aesthetic layering [sheer items layered on top of dresses and pants].
- Mix & matching = fun!
- Brands that have adopted the trend: Blumarine, Miu Miu
- Major influences: Jennie from Blackpink, and Lara Adkins from Tiktok
- Since most items are thrifted, from places like ThredUp, Aarica Nichole Vintage, Favn Collective, so the trend promotes a sustainable lifestyle.

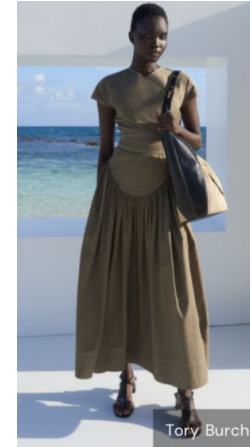


# Business Casual

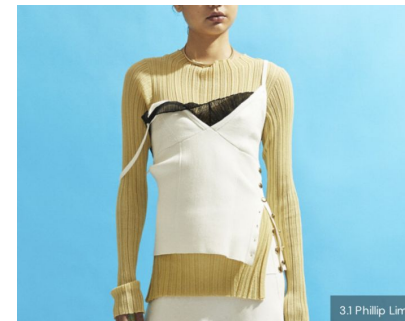
- From a hybrid world, online and onsite work.
- Elevated classic shapes with contemporary draping and pattern play.
- Trending colors: black, butterscotch, jade, soap suds, smoked paprika, and faded citrus.
- Minimalistic and clean with tiny details that sets it apart from other basic designs.
- Example: 3.1 Phillip Lim, the silhouette is of a basic sleeveless top design, but there is a wraparound detail lined with buttons on the waist to add volume and make the look more interesting with a tiny bit of playfulness.

## FASHION MARKET TRENDS

### Trend Research



Modular knits



# Louis Vuitton x

*Brand Strategies for Growth and Revenues*

# Takashi Murakami

Trend Research

- Louis Vuitton is known for their monogram logo printed on their PVC material handbags.
- Takashi Murakami is known for his flower design that is colorful like the rainbow.
- In their collaboration, they came up with several handbags merging the two of their bestselling characteristics together. It was successful.
- The products were predictable.
- Instead of doing pink flowers all over the bag with the brown monogram mini duffle bag, it would be better to add a layering of leather pieces cut into the shape of Murakami flowers and sewed it on top of the mini duffle bag in layers and make it look “cloudlike.” On each flower leather piece it would be beaded with signature Murakami flower colors like green, pink, yellow, sky blue, and red.



## *Idea Development - 1*

### Trend Research

The first idea I had is to create a collection combining business casual minimalistic with design elements that are y2k. The brands are SHUSHU/TONG & Theory. It will target customers who want to have something fun in their wardrobe but still minimalistic contemporary. I would want to research the material and make sure it is sustainable, so it can be deadstock. The designs will be drawn and inspired by Theory's tailoring and SHUSHU/TONG's signature elements. This will be what's unique about it. I love the idea of layering or adding a unique detail to a simple garment, so I would love to see how several dresses/jackets/skirts/tops will look. It will be priced around \$300-2000. Since the sustainability market in fashion is still small, this will heavily impact it.



# BRAND RESEARCH



# SHUSHU/TONG Theory

- Theory was founded in 1997 by Andrew Rosen and Elie Tahari.
- Based in New York.
- Create clothing that complimented the body and provided comfort when worn.
- Philosophy: Materials make the clothes.
- **Quality** is important when selecting fabrics for clothes because they believe it will impact the way people feel, improve the way people do activities, and also inspire the way people live.
- They source their fabrics from the best mills around the world and they commit to testing every one of them to check its durability, design, and hand-feel.

## Company Information

Brand Research: THEORY



# SHUSHU/TONG Theory

- Parent company: Link International.
- It is a public company.
- 489 retail locations.
- Global sales [2021] : \$93.92 million.
- No sub-brands.
- Chairman of the board is Ricky Sasaki and head of product development is Wendy Waugh.
- They had a successful collaboration with UNIQLO for providing their signature minimalist style at a more affordable price.
- They had a lawsuit where co-founder Tahari sued Rosen for urging him to sell Theory at a way lower price than what it's worth.

## Company Information Brand Research: THEORY





# SHUSHU/TONG Theory

- SHUSHU/TONG is Shanghai based and was founded in 2015 by London College of Fashion graduates, Liushu Lei & Yutong Jiang.
- In an article written by Zoe Suen for Business of Fashion, “Every season we tell a different girl’s story,” Lei tells BoF. “It’s like writing a novel or anime, but with fashion.”
- They have a different take on what’s feminine since they take traditional “girly” elements and their philosophy is to bring it back out with a twist that’s modern and goes hand in hand with the identity they’ve created.

## Company Information

Brand Research:  
SHUSHU/TONG



# SHUSHU/TONG Theory

- SHUSHU/TONG does not have a parent company.
- It is a private company.
- They do not have any divisions and sub brands currently.
- Their first collection was noticed by Labelhood, an independent showcasing platform under Shanghai Fashion Week who helped host the brand's first presentation in 2016.
- They have quite a lot of stockists internationally in store [Simonett, Macondo, H Lorenzo, KYC, Overframe], in China [Tast, Vanzone, VIO, Refresh, Luxemporium], and online [SSENSE, Farfetch, Nordstrom, Net-a-Porter, Matchesfashion.com, BROWNS].
- Successful collaboration with Charles & Keith.

## Company Information

Brand Research:  
SHUSHU/TONG



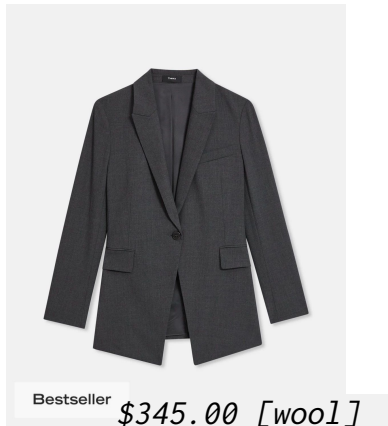
# SHUSHU/TONG Theory

## Theory Core Products

1. *Fit*
2. *Fabric*
3. *Tailoring quality*
4. *Minimalist simplicity.*



\$295.00 [cashmere]



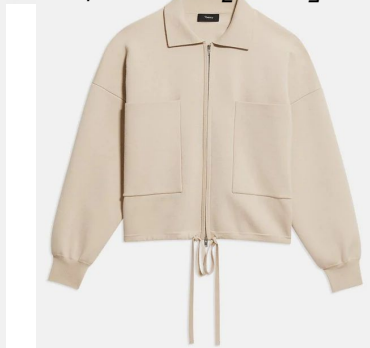
Bestseller \$345.00 [wool]



\$165.00 [wool]



\$195.00 [wool] Bestseller



\$395.00 [wool]



Bestseller \$225.00 [stretch silk]

# SHUSHU/TONG Theory

\$805.00 [polyester]



\$820.00 [polyester]



\$490.00 [polyester]



\$650.00 [polyester]

## SHUSHU/TONG Core Products

1. *Unique*
2. *Quirky*
3. *Feminine*
4. *Non-traditional*

\$560.00 [polyester]



\$390.00 [polyester]



# SHUSHU/TONG Theory

- “Theory For Good,” its goal is to produce all their clothes using ethically sourced textiles [fabric and dye], down to its source. They hope that their fabrics will reach 100% traceability by 2025.
- Wendy Waugh launched Good Wool in 2017. She looked for environmentally conscious farms, mills, and sewing factories around the world. Every aspect of these garments, from the traceable wool, to the biodegradable lining, to the recycled buttons is made in the most sustainable way possible.

## MISSION/VALUES Brand Research: Theory



# SHUSHU/TONG Theory

- Theory also believes in education, they have “Be Heard” and “Girl Up,” where they empower and educate so they nurture their community and also find innovative ways to live life and work better.

## MISSION/VALUES

Brand Research: Theory

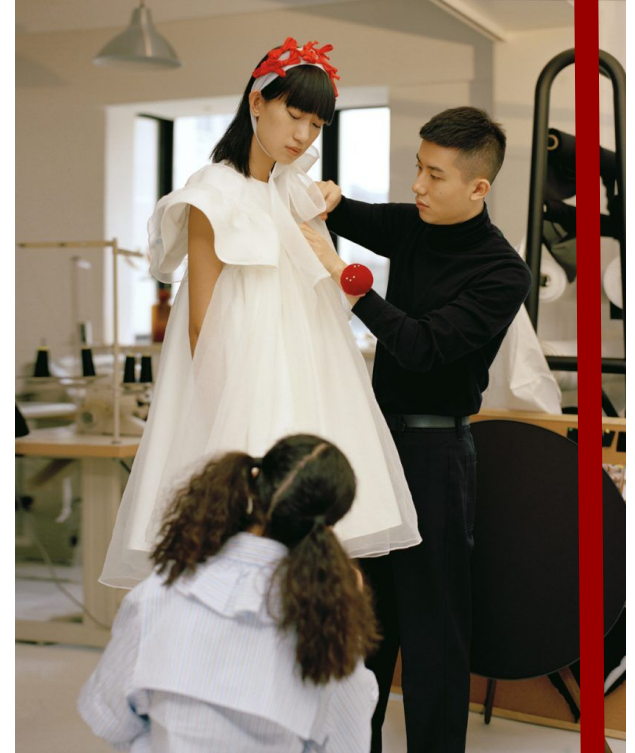


# SHUSHU/TONG Theory

- They have not made any move to create sustainable fabric or launch a collection where they put their focus on a specific mission/community involvement.
- Most of their fabrics have been 100% polyester, or elastane and nylon was mixed with polyester.

## MISSION/VALUES

Brand Research:  
SHUSHU/TONG

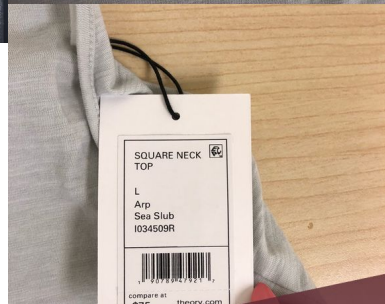


# SHUSHU/TONG Theory

BRAND DNA

Brand Research: Theory

# Theory





# *SHUSHU/TONG* Theory

BRAND DNA

Brand Research:  
SHUSHU/TONG

## *SHUSHU/TONG*



# SHUSHU/TONG Theory

Theory has a lot of good reviews from mature adults. A Yelp reviewer said, “Theory Outlet is my favorite place for work clothes!” And, “Theory is by far my fave Men's brand for dress shirts/pants/suits. I love how their slacks just seem to know how to wrap my waist and buttocks. Ha! Yes, their prices are pricey but when quality is a priority, then it's all part of the joy in shopping at Theory.”

## EXTERNAL OPINIONS

### Brand Research: Theory



# SHUSHU/TONG Theory

SHUSHU/TONG is new and up and coming so it is the hot talk of the season for people who are into fashion and trends. There has also been no bad publicity so far, but a lot of their main consumers are from Asia as they are based in Shanghai. Some people do not view their pieces as worth it because of it being polyester. However a lot of people who like new and fun fashion styles have purchased items from them and are often seen posting a lot of pictures on Instagram.

## EXTERNAL OPINIONS

Brand Research:  
SHUSHU/TONG



# SHUSHU/TONG Theory

It will be a collaboration collection with Theory and SHUSHU/TONG. Both brands have different styles but they share one thing in common, the care for the fit on the wearer's body, so that will be the main focus of the line. Since Y2K Nostalgia and business casual are the trends of this season, it will be merged and shown through the designs.

- Product category: Womenswear
- Garments/silhouettes/materials: Dresses, Tops, Skirts, Pants, Outerwear/ Simple minimalistic / Jacquard, Silk, Wool, Linen
- What's unique: SHUSHU's fun quirky silhouettes merged with Theory's classic silhouettes
- Price level: \$350-\$900

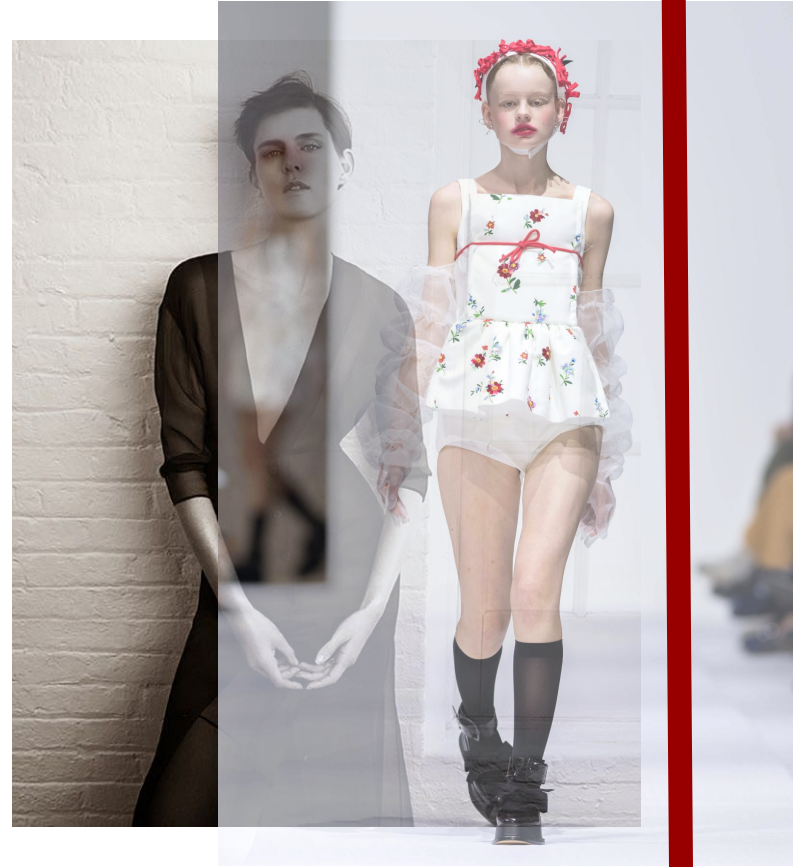
## LAUNCH CONCEPT



# SHUSHU/TONG Theory

My product idea will help boost Theory's image and can provide the brand with a new audience while SHUSHU/TONG lovers who do not dare to wear their bold designs can finally purchase something since it's a collaboration with Theory's simple minimalist designs. The products will increase sales and revenue because it is a new market and something unique. It will also improve the visibility and public image of the brand, since Theory rarely does promotions, SHUSHU/TONG'S new and fresh presence will put them back on the grid. Both brands' customers will purchase from the brand, and customers who have always wanted something from SHUSHU but were not bold enough can finally purchase something, and someone who always wanted to purchase Theory but felt it was simple can purchase something too.

## LAUNCH CONCEPT



# TARGET CUSTOMER RESEARCH



# SHUSHU/TONG Theory

- The customer for my new product line, the collaboration between Theory and SHUSHU/TONG, will be the same and will also have new target customer segments.
- Theory is minimalistic and mature while SHUSHU/TONG is out of the box and fun but feminine, so merging the two will also create a new target segment, someone who likes to play with her style but also likes business casual outfits.

## Target Customer Research



# SHUSHU/TONG Theory

- Age = 26-41 year old millennials
- Single/Married
- University students/high position job in real estate/law/art
- Small household size [living alone / 2-3 children who are 3-12 years old]
- According to UnitedStatesZipCode, “The median household income of \$104,638 is compared to the rest of the country.” Since price point is \$200-\$2000.
- Have finished/ undergoing bachelor’s degree from a reputable university.
- No distinctive race/religion/ethnic group.

## Demographics





# SHUSHU/TONG Theory

- Urban metropolitan city where it is busy and buzzing with life.
- New York, Shanghai, Tokyo, Paris, Jakarta, South Korea, and Los Angeles.
- Where fashion is important and people care about appearance.
- The weather/climate could be cold/hot, it doesn't matter, the clothes would be wearable anywhere as long as styled properly.

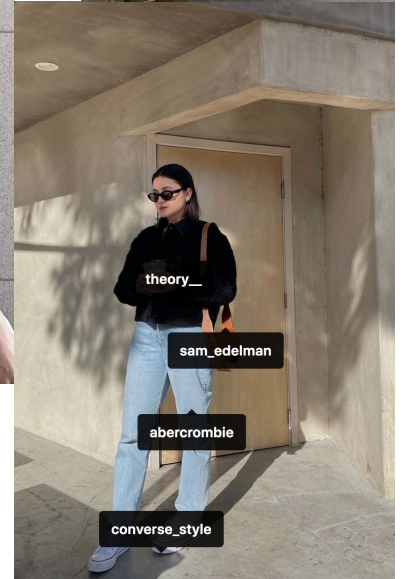
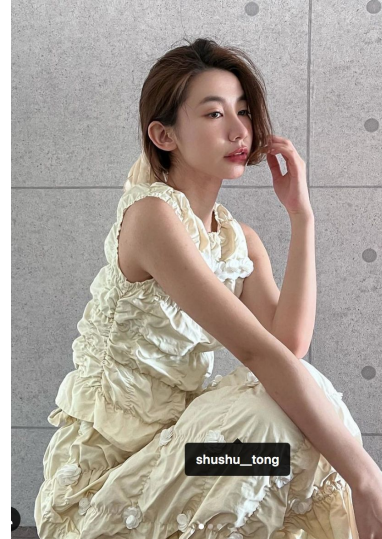
## Geographics



# SHUSHU/TONG Theory

- Culture: keeping a happy family and remembering tradition from their respective families.
- According to VALS framework, primary motivations are achievement and self expression. Traits are hardworking, goal oriented, full scheduled, peer-conscious, first in and first out of trend adoption, up on the latest fashion, sociable, and go against current mainstream.
- Lifestyle: outgoing, sustainable, extremely social and up to date with trends, going to art museums, dinners with drinks, a lot of traveling, spend their time with their children, working, exercising, and trying new things and experimenting.

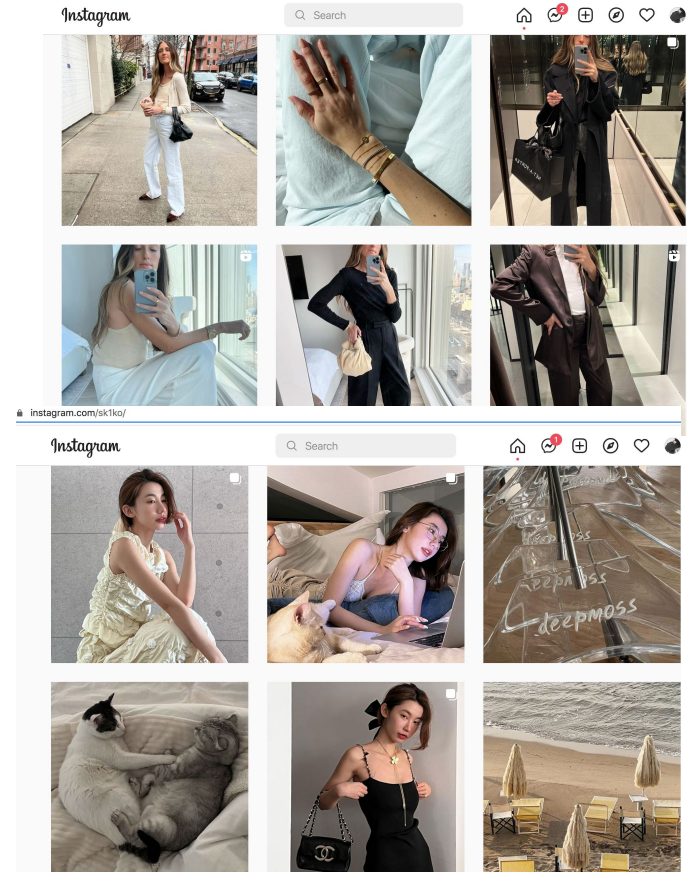
## Psychographics



# SHUSHU/TONG Theory

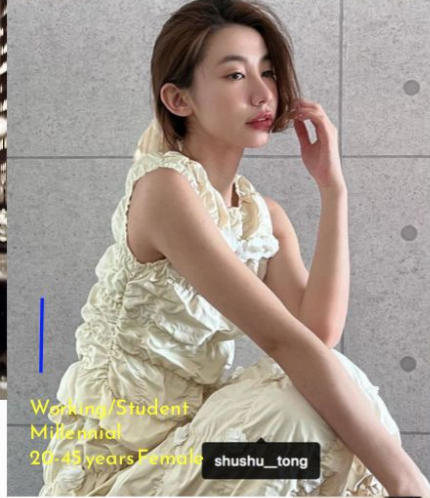
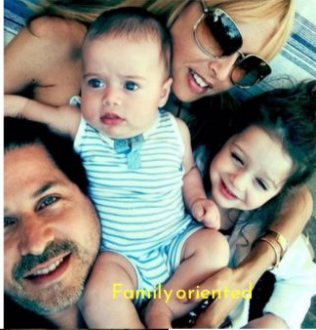
- According to Forbes, “Almost half of the millennials surveyed appreciate when brands make ads and social media relevant to them,” and, “We found that millennials are 13% more likely than Gen Xers to share their purchases on social media.” They enjoy using Instagram, Snapchat, Vogue, and Pinterest.
- Brands: Vince, MM6 Margiela, Comme des Garçons, Marchen Studio, and Jil Sander.
- They go to friends for shopping advice.
- Reference groups: social meetings for brunches/dinners, art events/collector groups, and shopping groups.

## Psychographics



# SHUSHU/TONG Theory

## Target Board



Customer Profile

\*Karen Natania\*  
FSH 409

SHUSHU/TONG Theory

DEMOGRAPHIC.GEOGRAPHIC

# SHUSHU/TONG Theory

## Target Board

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Love for Travel

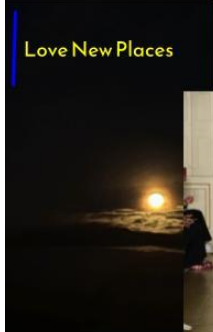


Healthy living

Customer Profile

\*Karen Natania\*  
FSH 409

Love New Places



LOVE FOR FASHION

Simone Rocha  
Jil Sander



Fun with friends



Art

Coffee/Brunch



# SHUSHU/TONG Theory

Minimalistic Room



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# COMPETITOR ANALYSIS



# SHUSHU/TONG Theory

## MM6 Maison Margiela

### Competitor Analysis

- Founded in 1988 by Martin Margiela.
- Focuses on the avant garde aesthetic with a pared-back aesthetic, and is known for their simple knits and tailoring.
- It is Maison Margiela's contemporary line.
- Company is large and global, with 517 employees and 74 boutiques.
- Acquired by OTB Group in 2002.
- Target customer: student or working millennial [20-45] based in an urban metropolitan city, who appreciates avant garde and simplicity while realizing small details, also loves art, shopping, dinners in the city, fashion shows, and experimenting with her own usual preferences.



# SHUSHU/TONG Theory

- Known for the functionality, quality, and durability of garments.
- Juggles abstract avant garde and minimalistic.
- Categories: womenswear, menswear, accessories, bags, and shoes.
- Unique branding single stitch through label.
- Packaging is also very thoughtful to the brand's general aesthetic of whites.
- They give out white brandless shopping totes with unfinished hems. It is simple and free for interpretation, just like their clothing.
- No free product repair services or guarantees.

## MM6 Maison Margiela

### Competitor Analysis

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**MM6 MAISON MARGIELA**  
Striped Two-tone Cotton-poplin



# SHUSHU/TONG Theory

- It is Maison Margiela's diffusion line.
- Prices are \$200-\$2000 for all products.
- No discounts on the main website, however on SSENSE and Farfetch, there are discounts, some items go for around \$100.
- They do offer complimentary ground shipping on all orders on the main website.
- No bundling discounts.

## MM6 Maison Margiela

### Competitor Analysis

> Complimentary standard shipping on all orders

Maison Margiela  
PARIS

No result has been found for "sale"

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MAISON MARGIELA

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**MM6 MAISON MARGIELA**  
Mm6 Knt Swtr Scp Nck Ls Ovrzsd  
\$345 - \$460  
12 Stores



**MM6 MAISON MARGIELA**  
Distressed Striped Cotton And  
\$322 - \$640  
12 Stores



**MM6 MAISON MARGIELA**  
Distressed Raw Edge Striped  
\$427 - \$550  
10 Stores



**MM6 MAISON MARGIELA**  
Washed Denim Distressed  
\$243 - \$540  
9 Stores

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# SHUSHU/TONG Theory

- Brick and mortar locations: France, United Kingdom, China, Hong Kong, Italy, Japan, South Korea, and the United States.
- Sold in department stores [Nordstrom].
- Sold online [Farfetch, SSENSE, main website, Net-a-Porter].
- They are a retailer, direct to consumer manufacturer, and a wholesaler.
- Catalogs are available on their main website.
- They manufacture their clothing in Italy, so their distribution to their boutiques and department stores would use sea containers to save costs.

## MM6 Maison Margiela Competitor Analysis

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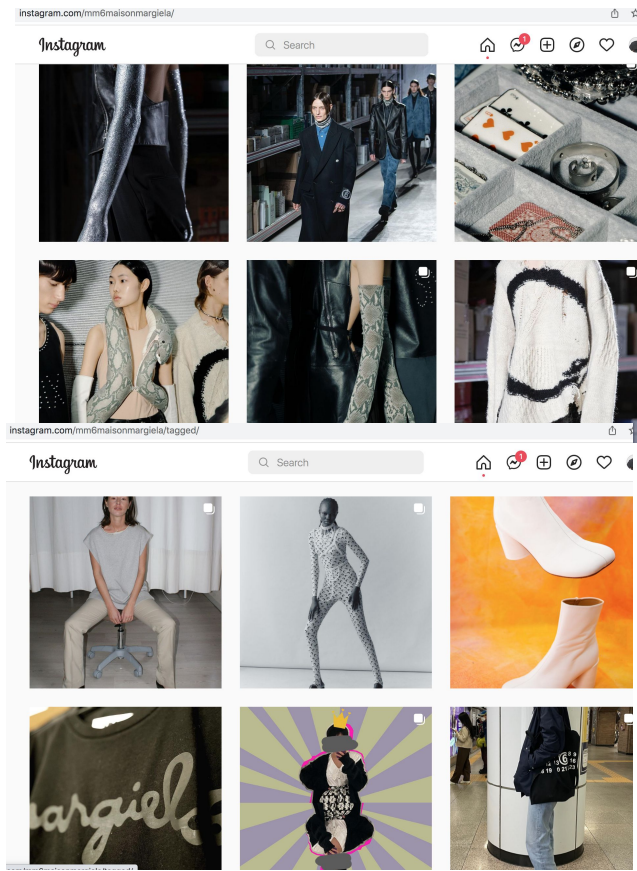


# SHUSHU/TONG Theory

- Digital marketing on Instagram sticks to their vibe and persona, and they have people regularly tagging them and spreading exposure whenever they post a picture in their clothing.
- The web design [font, color palette, minimalistic vibe] in a way plays into marketing because of how it feels like you're walking into an actual physical store.

## MM6 Maison Margiela

### Competitor Analysis



# SHUSHU/TONG Theory

- MM6 Maison Margiela is known for their simplistic yet abstract silhouettes in all of their products.
- Core purpose: to create aesthetic garments that will be known for the simple silhouettes and tailoring.
- Personality: experimental and unique with a strong sense of minimalism.
- Vision: To be more sustainable in the future as their current rating is 5.0/10.
- Their desired positioning is to be more sustainable and aware of their impact on the environment, so it's not just about the designs.

## BRAND POSITIONING Competitor Analysis



# SHUSHU/TONG Theory

- Founded in 1969 by Rei Kawakubo.
- The brand is known for creating “the future of silhouettes.”
- Large, global company with 800 employees.
- Target customer: female millennial who earns \$5000-\$15000 a month, located in an urban metropolitan city like Tokyo, and is interested in avant garde and deconstructed clothes that are unique. Someone who understands the complexity of creating the garment. They don't go for what Instagram likes, but what they like. Hobby includes shopping and taking pictures. They are influencers on Instagram for unique fashion & photography.

## Comme des Garçons

### Competitor Analysis



# SHUSHU/TONG Theory

- Known for their deconstructed experimental take on the feminine silhouette.
- Categories: womenswear, menswear, accessories, perfume, bags, and shoes.
- No specific branding signature.
- The quality of the clothing items are top-notch, their pieces last for a lifetime.
- They do not follow trends as they mostly design black colored clothing and go with their own experimental silhouettes.
- The unique benefits offered are that target customers get to put on clothing that is tailored well to their figure with high-quality fabric and sewing techniques that can offer them a sense of comfort and timeless style.

## Comme des Garçons

### Competitor Analysis

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# SHUSHU/TONG Theory

- Price point: \$400-\$5000
- Cardigans and outerwear: \$400-\$3000
- Tops & shirts: \$350-\$2000
- Pants & skirts: \$500-2500
- It is a luxury RTW avant garde fashion brand.
- There are no visible discounts and promotions on their main website, however on SSENSE, there are discounts that lower the price of items to less than \$100.

## Comme des Garçons Competitor Analysis

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EVERYTHING ELSE SALE SEARCH SSENSE ENGLISH LOGIN

### COMME DES GARÇONS

Comme des Garçons brought Japanese avant-garde to the West in 1981 with its groundbreaking Paris début, introducing deconstruction, asymmetry, and monochromatic color schemes as a new paradigm for conceptual fashion. [Read more](#)



COMME DES GARÇONS  
Black Jersey Backless T-Shirt  
\$92 #395



COMME DES GARÇONS  
White Jersey Backless T-Shirt  
\$92 #395



COMME DES GARÇONS  
White Mesh Jersey T-Shirt Dress  
\$155 #515



COMME DES GARÇONS  
Knit Backless Long Sleeve T-Shirt  
\$242 #895

# SHUSHU/TONG Theory

- Private & wholesale brand.
- Brick & mortar locations: Japan, Singapore, Paris, Germany, United States, Hong Kong, London, Manila, Beijing, and Seoul.
- Sold in department stores [Nordstrom, Barneys] and specialty stores [Dover Street Market].
- Sold online [SSENSE, Farfetch, DSM, main website].
- Known for their guerilla pop-up stores that have appeared in Paris, Singapore, Bangkok, Berlin, Beirut, and other cities.
- Catalogs are in the form of videos on their website.

## Comme des Garçons

### Competitor Analysis

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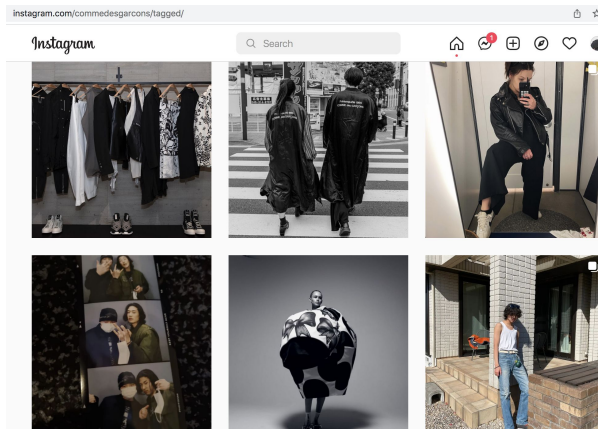
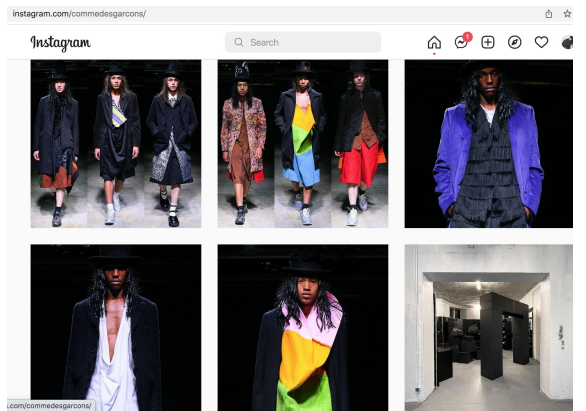


# SHUSHU/TONG Theory

- The brand does not do marketing very often as they are a brand that prides itself in their designs and not trends.
- Their customers are often into photography and are active in tagging them in pictures on social media.
- Their feed includes new collections and store interiors, it is cold.
- Their video production on their website is marketing because it gives off the vibe of the collection, the model is either serious or lively and it matches the color palette and season of the collection.

## Comme des Garçons

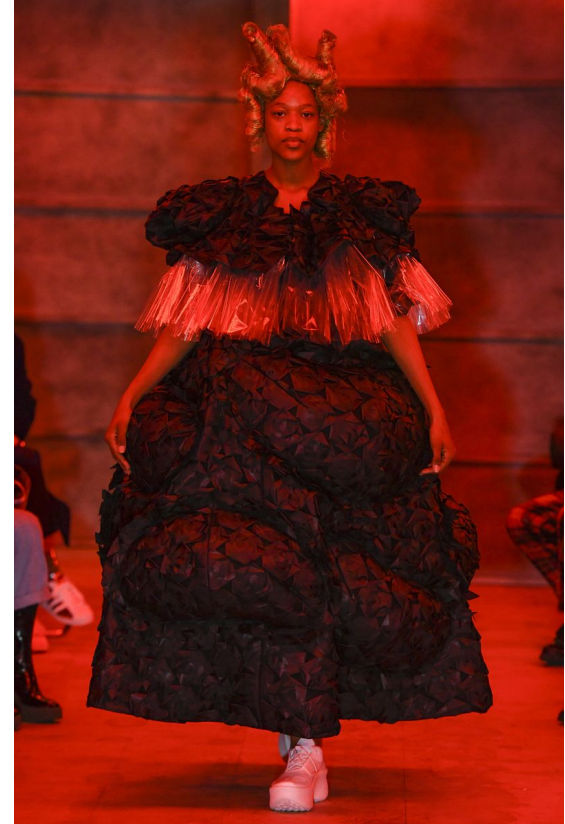
### Competitor Analysis



# SHUSHU/TONG Theory

- Comme des Garçons has a specific DNA that other designers cannot replicate.
- Core purpose: to create innovative designs with interesting and unpredictable silhouettes.
- Value: revolves around what Kawakubo calls Kachikan, or a set of values, and everything springs from it. The set of values is essentially this, according to Joffe; the desire to create something different.
- Vision: to continue experimenting and innovating and to never stop.
- Benefit: to make the wearer feel comfortable in their own skin, in their self-expression.

## BRAND POSITIONING Competitor Analysis



# SHUSHU/TONG Theory

- Founded in 2015 by CSM graduate, Chen Mei.
- Based in Shanghai, has 6 boutiques.
- The name Märchen means fairytale in German and is also a translation from the designer's name and month of birth.
- Small team, not as global.
- The brand is known for clothing embedded with handwork that brings out the textural subtle details and minimalism, yet at the same time gives off “whimsical and ethereal” aesthetics.
- Target customers: according to WWD are females, “ages 18 to 25,” located in busy cities like Shanghai/New York. There is a “Märchen Cult,” they wear the same style of makeup and carry the cool girl aura whilst wearing Märchen, these are customers who appreciate unique one-off clothes that can be directly linked to the brand because of its innovative designs.

## MÄRCHEN Studio

### Competitor Analysis



# SHUSHU/TONG Theory

- Only womenswear.
- Categories: tops, dresses, skirts, pants, accessories, and outerwear.
- Their products give off an ethereal vibe and they are very feminine but it really flatters the body no matter the wearer's body shape.
- No specific branding.
- Only high quality fabrics for sense of security.
- The brand does not follow trends as the designer is always first to innovate.
- The unique benefit offered from it is how flattering the piece is as there is a specific fit the brand offers wearers.

## MÄRCHEN Studio

### Competitor Analysis



# SHUSHU/TONG Theory

- Their main website does not give away the specific prices of the pieces.
- According to WWD, their regular pieces range from \$300-800.
- They are trying to break into the luxury RTW price level since they had a dress on the runway priced at \$38.276.
- No special bundling discounts or promotions.

## MÄRCHEN Studio

### Competitor Analysis



# SHUSHU/TONG Theory

- Do not have a large distribution channel.
- Brick & mortar locations: Beijing, Chengdu, Hangzhou, Shanghai, Chongqing, and Paris.
- E-commerce is lacking, only selling clothes through Wechat or Instagram, main website only reflects brand aesthetic but no purchases can be made on it.
- No pop-up shops.
- They plan to expand globally.

## MÄRCHEN Studio

### Competitor Analysis

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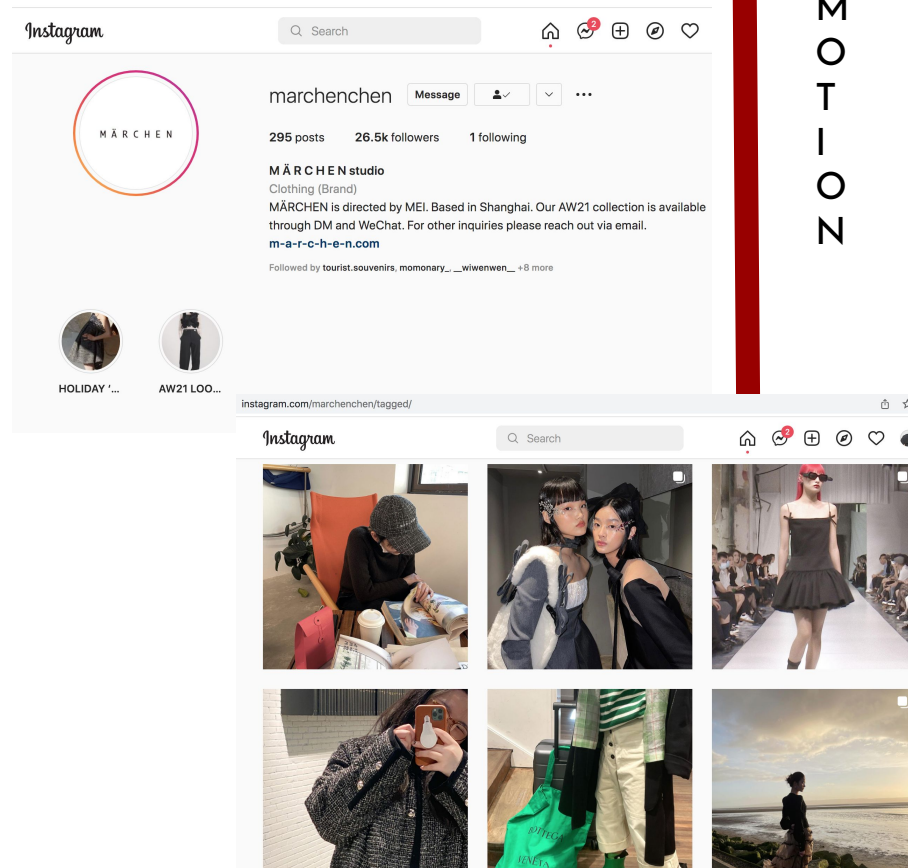


# SHUSHU/TONG Theory

- The brand has a cult of followers who are loyal customers that adopt the whole aesthetic into their lifestyle, and these followers include popular Chinese influencers.
- Excellent digital marketing on Instagram & Wechat.
- According to WWD, “A silk dress from the brand went viral on China’s social commerce platform Xiaohongshu and almost became the uniform for the platform’s influencers in 2018. It’s estimated that around 10,000 units of that dress have been sold so far, at 4,790 renminbi, or \$733, each.”

## MÄRCHEN Studio

### Competitor Analysis



# SHUSHU/TONG Theory

- Creates products that are “fairytale like” and feminine.
- Personality: ethereal girly and unique.
- Core purpose: to create clothing that should make the wearer feel secure and pure.
- Vision & desired positioning: to expand to new markets and go more global, they want to make their designs popular in other countries.
- Value: to use high quality fabrics, exquisite hand craftsmanship, and strict quality control over every garment. As mentioned on WWD, the designer notes that her whole team is filled with control freaks who care about every singular detail.

## BRAND POSITIONING Competitor Analysis





# SHUSHU/TONG Theory

## Competitor Analysis

| Areas of Competition | MM6 Margiela | Comme des Garcons | Marchen Studio | THEORY X SHUSHU/TONG |
|----------------------|--------------|-------------------|----------------|----------------------|
| PRODUCT              | 2            | 3                 | 3              | 2                    |
| PRICE                | 1            | 2                 | 2              | 2                    |
| PLACE                | 2            | 2                 | 2              | 2                    |
| PROMOTION            | 2            | 1                 | 3              | 2                    |

# SHUSHU/TONG Theory

## STRENGTHS & WEAKNESSES

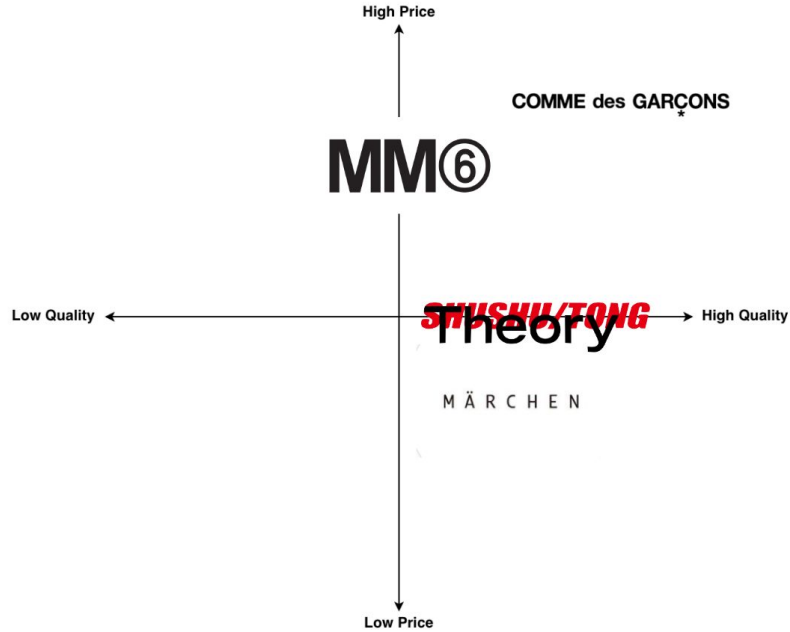
|                     | Strengths  | Weaknesses  |
|---------------------|--|---|
| MM6 Maison Margiela | Simple yet unique designs, amazing tailoring and fit, wide brand presence on social media, packaging is on point with aesthetics.  | Does not have a strong following, lacks marketing, unreasonable prices for some pieces, not fully sustainable yet.                                |
| Comme des Garçons   | Unique and experimental, innovative, globally recognized, good quality, strong brand awareness.  | Not yet made a move on sustainability, lacks marketing, confusing main website to navigate, lacks a good social presence.                         |
| MÄRCHEN Studio      | Strong brand awareness, strong designs, strong following, good quality and fit, always coming up with new designs, wide brand presence on social media, reasonable prices. | Not a strong e&m-commerce platform, difficult to view price catalogs, small sizing, not yet made a move on sustainability, no collaborations yet. |

# SHUSHU/TONG Theory

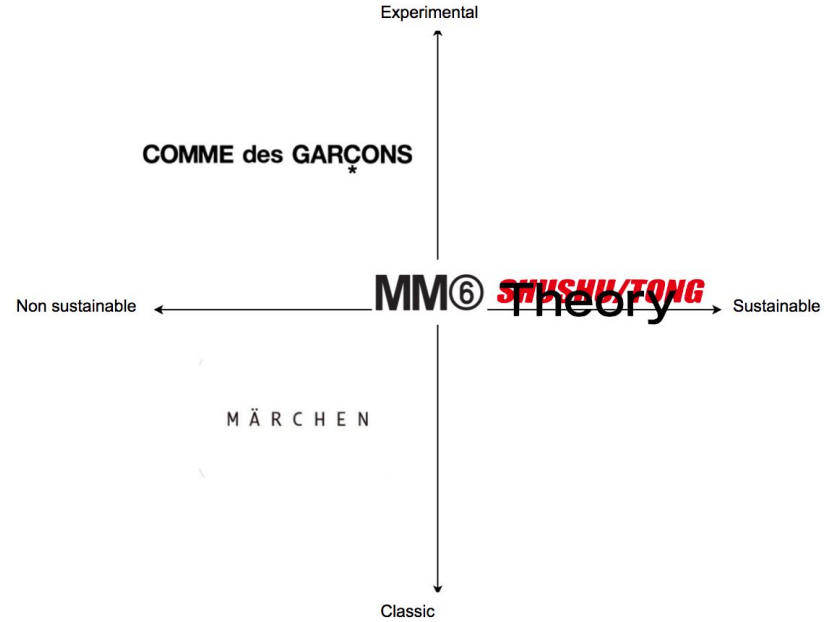
## SWOT ANALYSIS Competitor Analysis

| Internal  | External  |
|---|---|
| Strengths: unique brand collaboration, increased brand visibility for both brands, good marketing for both brands, strong product.  | Opportunities: new target market reached, expansion into new marketplaces [new department stores/specialty stores], strategic move to improve one brand's stance on sustainability. |
| Weaknesses: need more sustainable fabrics, minimal marketing used, one brand is relying more on the other for production, sourcing, and manufacturing, different styles and aesthetics. | Threats: bad reaction to collection, declining economy [covid situation], border restrictions [cannot get product into certain countries by the due date], leaked designs.          |

# SHUSHU/TONG Theory



## PERCEPTUAL MAP Competitor Analysis



# SHUSHU/TONG Theory

The Theory x SHUSHU/TONG collaboration is at an advantage because of the unique clash of brands. This is the main reason why it can be differentiated from its top three competitors. Both brands are bringing something new to the table, as one has a classic minimalistic aesthetic and the other is more about self-expression and embracing femininity. Theory's vision is to be more sustainable, and SHUSHU/TONG has not made a move towards it, so with this collaboration, the fabrics can be sourced and then manufactured by Theory. From this, both brands will generate good publicity and buzz that will boost their image and brand visibility. In addition, their three competitors have not yet made a move to be more sustainable, so they will be ahead. They will also bring in a new customer segment so it will allow the brands to go into a new market. Existing loyal customers who normally purchase from Theory or SHUSHU/TONG will also be able to purchase something from the collaboration because it will also fit their lifestyle aesthetic. So there will be a lot of buzz from new and old customers coming into the collection, which will push the collaboration to success.

## SUMMARY Competitor Analysis



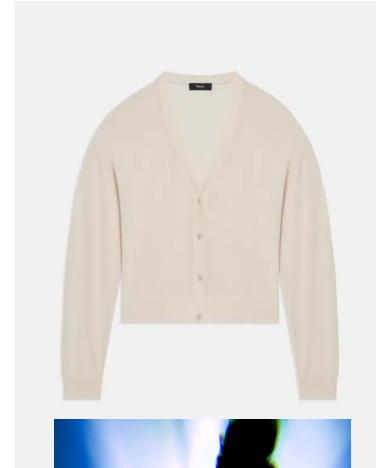
# MARKETING MIX/KEY STYLES



# SHUSHU/TONG Theory

- Womenswear.
- The product categories are, tops, pants, skirts, dresses, and outerwear.
- It will be largely fashion products created from basic silhouettes.
- Key products: unique wool cashmere outerwear, knit tops, linen dresses/jumpsuit, linen pants, wool and knit layered tops, and knit/linen bottoms with signature SHUSHU/TONG beading and Theory tailoring.
- This collaboration's products will be known for being limited edition and the unique blend of the 2 brands, merging a brand known for self-expression with a minimalistic brand.

## Marketing Mix - Product



# SHUSHU/TONG Theory

- Contemporary price level.
- \$200-\$1500.
- Tops: \$200-\$800, bottoms: \$300-700, dresses: \$400-800, outerwear: \$400-\$1500.
- The collaboration will provide value to its customers by being a unique one of a kind collaboration that is also using sustainable materials and is made with ethics [fair paid labor, no toxic waste dumping, properly sourced fabrics from good mills]. It will also be a unique limited edition collaboration where customers won't find something that looks like it from other places.

## Marketing Mix - Price



● Double-Breasted Trench Coat in Shearling  
~~\$2,995.00~~ \$1,797.00



● Shirttail Coat in Shearling  
~~\$2,795.00~~ \$1,677.00



SHUSHU/TONG  
Black Flower Coat  
\$980



SHUSHU/TONG  
Blue Faux-Leather Puff Dress  
\$805



SHUSHU/TONG  
Black Puff Ball Dress  
\$1165



SHUSHU/TONG  
Black Patchwork Dress  
\$760



# SHUSHU/TONG Theory

- Theory's brick and mortar stores in Shanghai, New York, London, Paris, and Tokyo.
- It will be made available on the main online website [theory.com].
- It will also be using a new channel, which is a pop-up store. The pop-up store location would be in New York, located in Soho, during NYFW, and will be there for 1 week. There will be an exclusive raffle for people who can get first entry a day before the store opens that will be done through HYPEBAE's website.

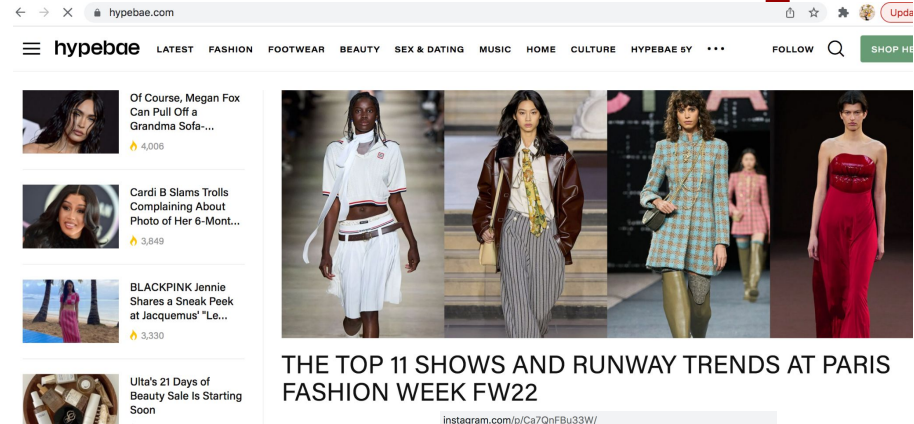
## Marketing Mix - Place



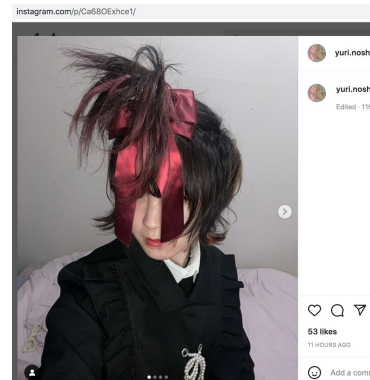
# SHUSHU/TONG Theory

- PR, through influencers being sent PR packages before the launch date to create appropriate buzz and hype around the collection.
- Digital and content marketing from Instagram posts created exclusively for the collaboration.
- Traditional advertising, posters posted on Soho near the pop-up location.
- HYPEBAE, can release an article to announce the collaboration to the public. This will also create more hype around as everyone is active on social media.

## Marketing Mix - Promotion



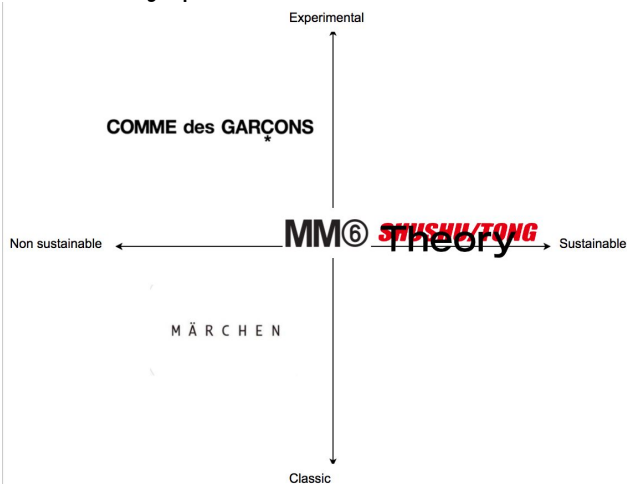
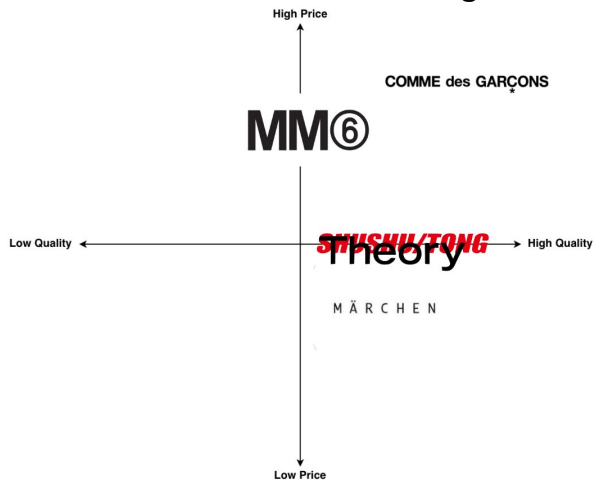
The screenshot shows the Hypebae website interface. The top navigation bar includes categories like LATEST, FASHION, FOOTWEAR, BEAUTY, SEX & DATING, MUSIC, HOME, CULTURE, and HYPEBAE 5Y. Below the navigation, there are four article thumbnails with titles and view counts: 'Of Course, Megan Fox Can Pull Off a Grandma Sofa...', 'Cardi B Slams Trolls Complaining About Photo of Her 6-Mont...', 'BLACKPINK Jennie Shares a Sneak Peek at Jacquemus' "Le...", and 'Ulta's 21 Days of Beauty Sale Is Starting Soon'. The main featured article is titled 'THE TOP 11 SHOWS AND RUNWAY TRENDS AT PARIS FASHION WEEK FW22' and includes four runway images.



# SHUSHU/TONG Theory

## Refine Positioning

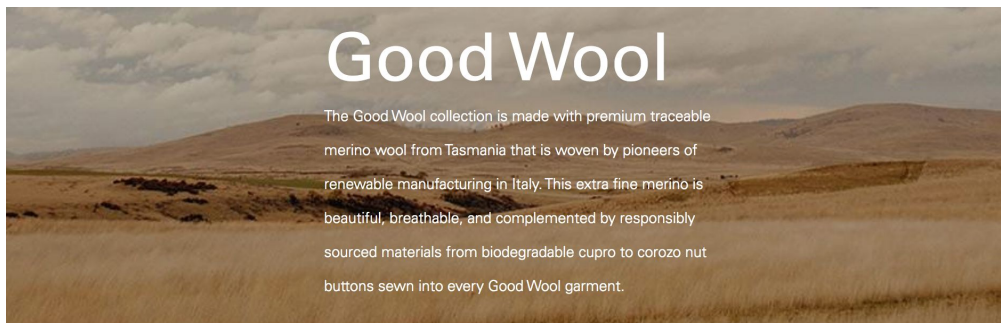
This positioning is right for the target customer because Theory and SHUSHU/TONG are not considered to have high priced pieces, however Theory has been known for their fabric and tailoring, thus guaranteeing quality to customers. Theory will be in charge of fabric sourcing and manufacturing, SHUSHU/TONG will be in charge of overlooking designs, this way they can guarantee high quality with a reasonable price tag for each and every piece.



# SHUSHU/TONG Theory

## Competitive Advantage

The first advantage this collaboration has over its competitors is quality and sustainability tied together. Theory has been known to source sustainable fabric from good mills where workers are paid the proper wage and where animals they get wool and cashmere from are treated properly. MM6, Comme des Garçons, and Marchen Studio have not been known for this. Therefore, customers nowadays are more willing to purchase items from a traceable fabric and manufacturing factory because sustainability is no longer a rising trend, but a lifestyle people wish to adopt. The second advantage is the price point. This collaboration will make customers feel like they're buying both brands in each product as branding, without the logos being placed on the garment, will be evident through the beading/tailoring/silhouette. The competitors offer products that are too expensive for the quality and design, however for these products, it's a one of a kind that is like paying for one brand but you get two. The third advantage is that SHUSHU/TONG is up and coming, so the brand has a lot of buzz as people are rooting for it to go global. Therefore the collaboration already has a lot of customers eagerly waiting to purchase. Unlike the competitor brands that rarely do collaborations and are also not as up and coming as SHUSHU/TONG.



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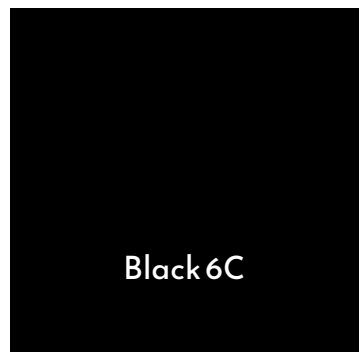
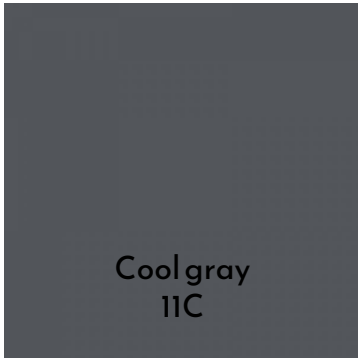
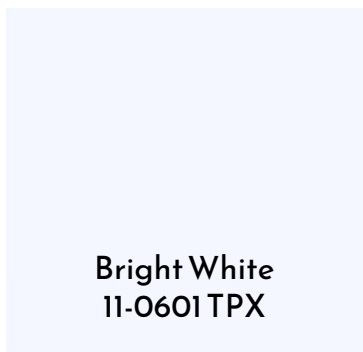
2023  
Fall / Winter

UPSCALE  
MINIMALIST

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COLOR BOARD



F  
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C

Melton

80% Wool 20%  
Cashmere

Double Jersey

100% Wool

Heathered Jersey

95% cotton 5%  
spandex

Chunky Sweater Knit

100% wool

Denim

98% Wool 2%  
Spandex

Crochet Knit

100% Wool

Shantung

90% Silk 10%  
Polyester blend

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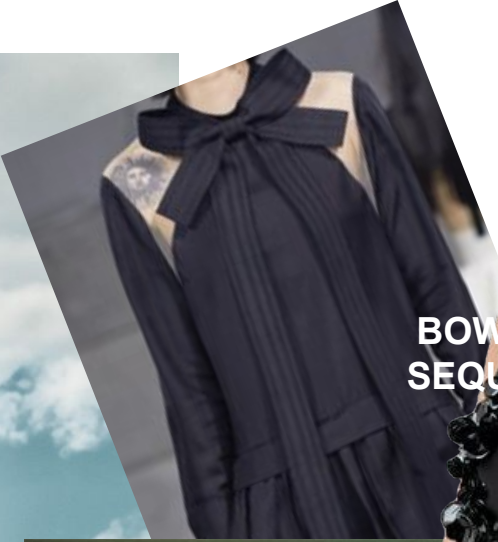


Velvet ribbon, invisible zipper, rhinestones, buttons

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BUSINESS  
CASUAL



BOWS +  
SEQUINS



ELEVATED  
UTILITY/  
BASICS



CONTRAST  
STITCH



LAYERING



# Product Strategy

My strategy is to combine Theory and SHUSHU/TONG's brand characteristics and aesthetic to give birth to a **one-of-a-kind Fall/Winter collaboration** for 2023, while keeping sustainability in mind.

**Delivery:** Fall/Winter 2023: August 30

The theme is **Urban Minimalist**. The customers are looking for well tailored garments with a small edge to elevate their basic pieces. Silhouettes will be taken from Theory, and detailings like trims and key signature stitch are inspired by SHUSHU/TONG.

Customers care about quality and fit but also pay attention to details. Theory's customers care about durability and sustainability while SHUSHU/TONG's customers pay attention to self-expression and a product's unique traits.

The collection will use **sustainable** fabrics and will be produced in an ethical factory. Key factors of the collection are **bold, minimalistic, and unique**.

**Assortment:** Tops & Knitwear      Jumpsuit      Outerwear [Tailored/Casual]

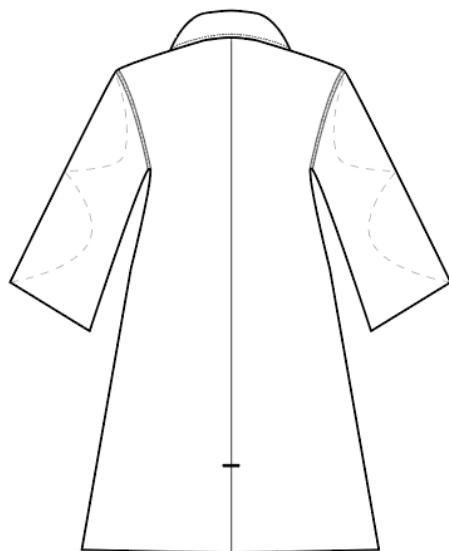
Pants, Skirts      Dresses

**Fabrics:** Melton      Double Jersey      Heathered Jersey

Denim      Shantung      Crochet and Sweater Knit



Delivery: 08/30



**Bow Exclusive Trench Coat**

**Style #KN-TC001**

**Slim-fit Tailored Blazer Coat**

**Style #KN-BC002**

\$2000

Melton

80% cashmere 20% wool

Colors:

Jet Black, Cabernet, Bright White, Navy Blazer



\$1300

Denim, Melton, Heather Jersey

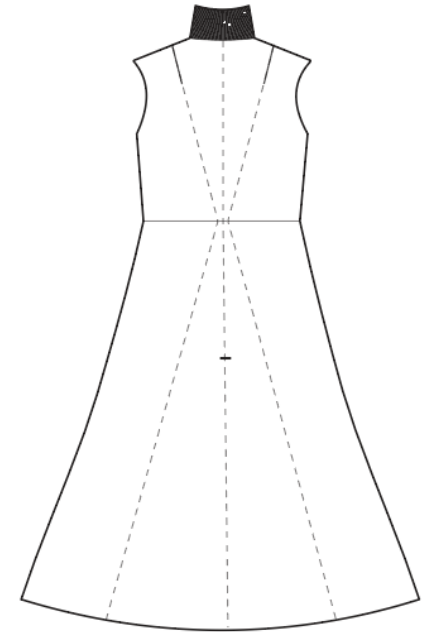
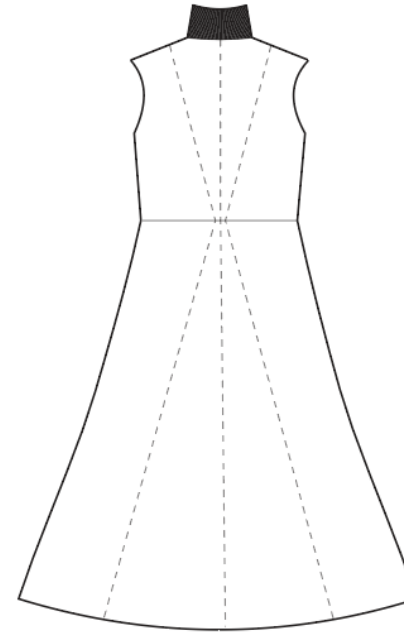
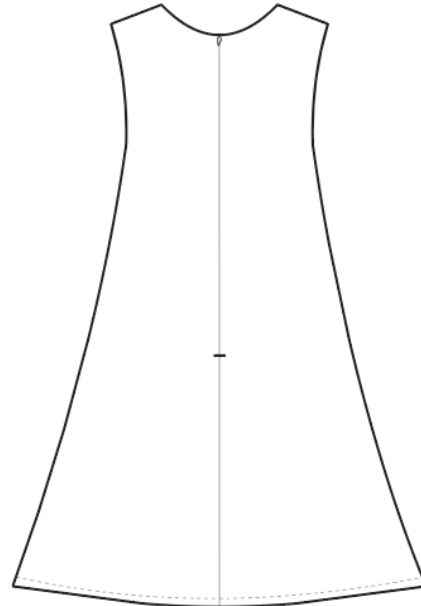
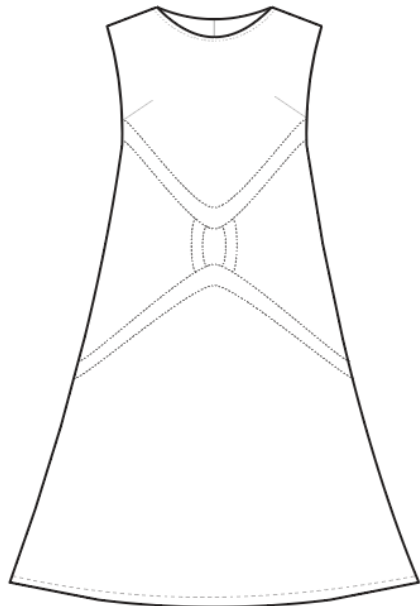
98% wool 2% spandex, 80% wool 20% cashmere, 95% cotton 5% spandex

Colors:

Jet Black, Cabernet, Bright White, Navy Blazer



Delivery: 08/30



**Bow Stitch A-Line Dress**

**Style #KN-ALD007**

**Mock-Neck Knit Dress**

**Style #KN-MND008**

\$1000

Shantung

90% silk 10% polyester

Colors:

Cabernet, Jet Black,  
Navy Blazer, White



\$1200

Heather Jersey, Double Jersey,  
Crochet Knit

98% cotton 2% spandex,  
100% wool, 100% wool

Colors:

Grey, Navy Blazer, Jet  
Black, Cabernet

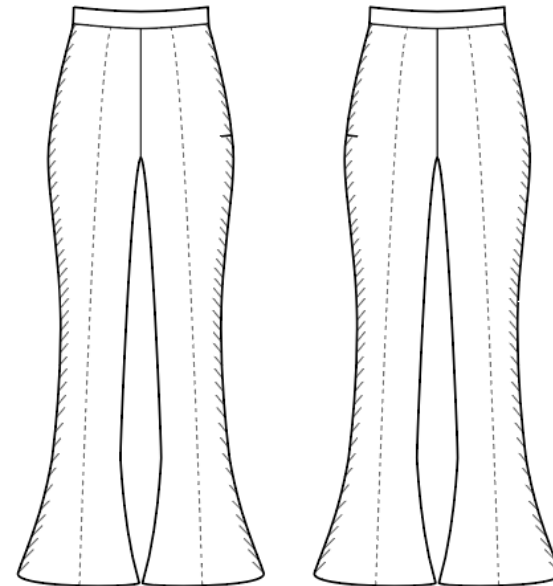
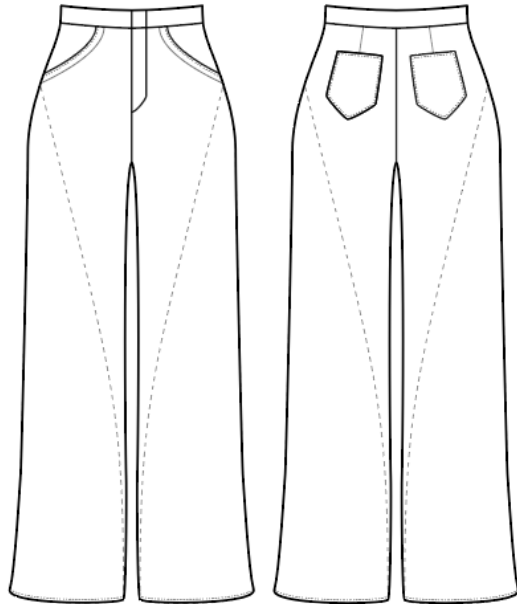


**SHUSHU/TONG**  
**Theory**

**UPSCALE MINIMALISM**  
**FALL/WINTER 2023**

Line presentation

Delivery: 08/30



Wide Leg Contrast Stitch Pants

Style #KN-WLP011

Rib Knit Slim-Fit Bell Bottoms

Style #KN-BB012

\$550

Denim, Crochet Knit

Content: 98% wool 2%  
 spandex, wool blend

Colors:

Jet Black, Cabernet, Bright  
 White



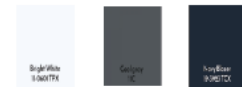
\$1300

Denim, Heather Jersey

Content: 98% wool 2%  
 spandex, wool/cashmere blend.  
 98% cotton 2% spandex

Colors:

Bright White, Grey,  
 Navy Blazer

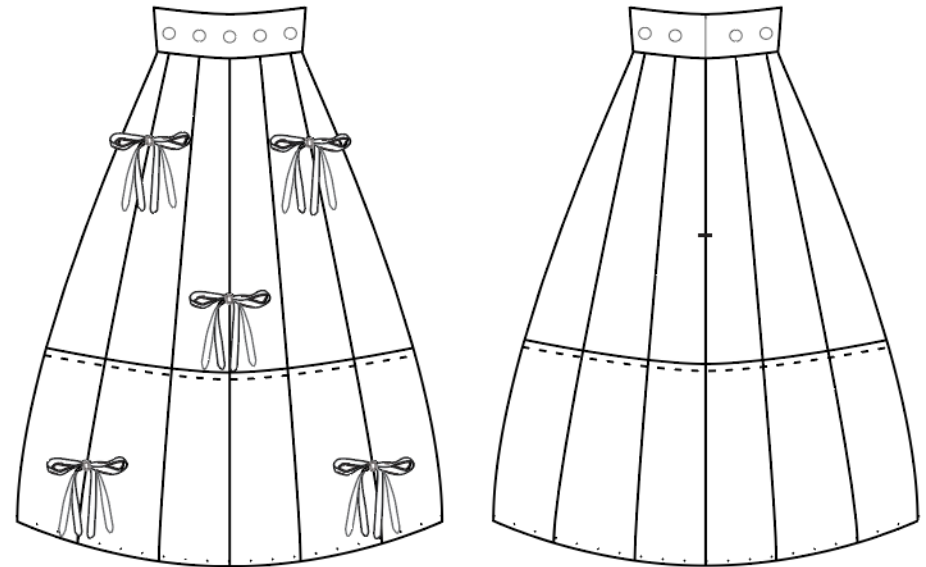
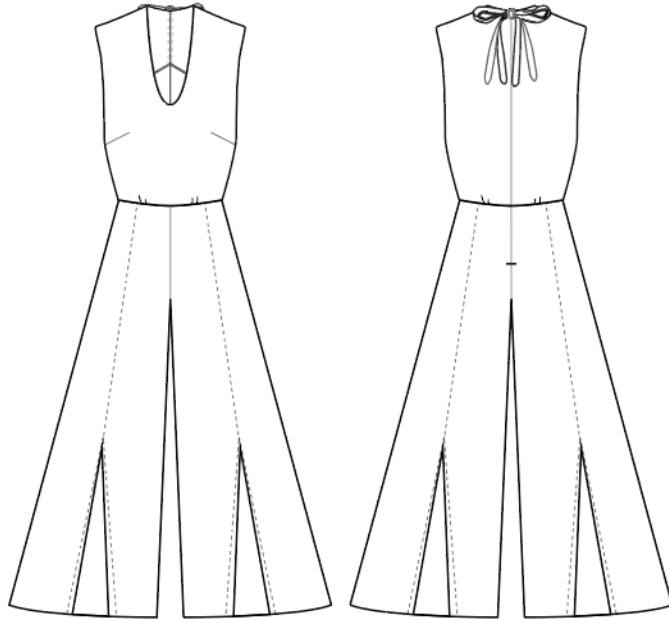


**SHUSHU/TONG**  
Theory

UPSCALE MINIMALISM  
FALL/WINTER 2023

Line Presentation

Delivery: 08/30



**Bow Back Slim-Fit Jumpsuit**

**Style #KN-SFJ009**

**Bow Accent Two-Part Skirt**

**Style #KN-TPS010**

\$950

Shantung, Chunky Sweater  
Knit, Double Jersey

90% Silk 10% Polyester,  
100% wool, 100%  
wool

Colors:

Cabernet, Bright  
White, Jet Black, Navy Blazer



\$950

Denim, Shantung, Chunky  
Sweater Knit

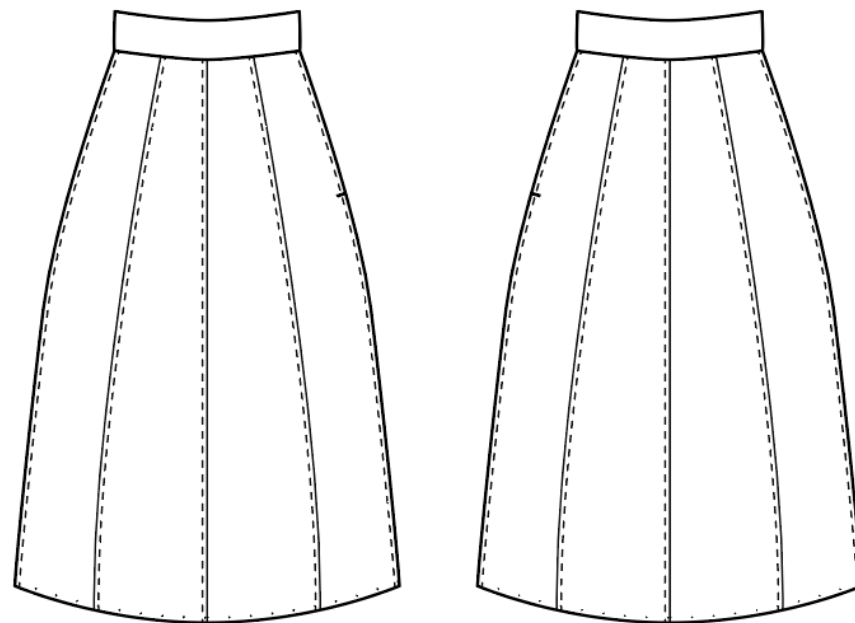
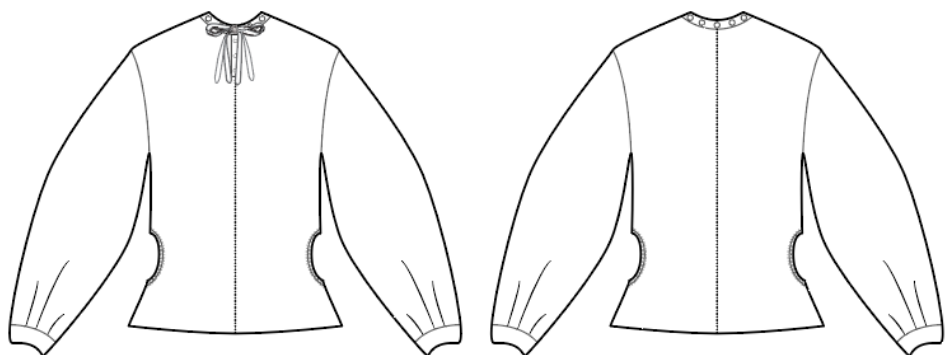
98% wool 2%  
spandex, 100% wool

Colors:

Jet Black, Cabernet, Bright  
White



Delivery: 08/30



Puff Sleeve Peasant Blouse

Style #KN-PB013

Contrast Stitch Knit Skirt

Style #KN-KLS006

\$700

Shantung, Crochet Knit

90% Silk 10% polyester  
,100% wool

Colors:

Cabernet, Bright  
White



\$700

Double Jersey, Melton

80% wool 20% cashmere  
,100% wool

Colors:

Jet Black, Cabernet, Bright  
White, Grey, Navy Blazer

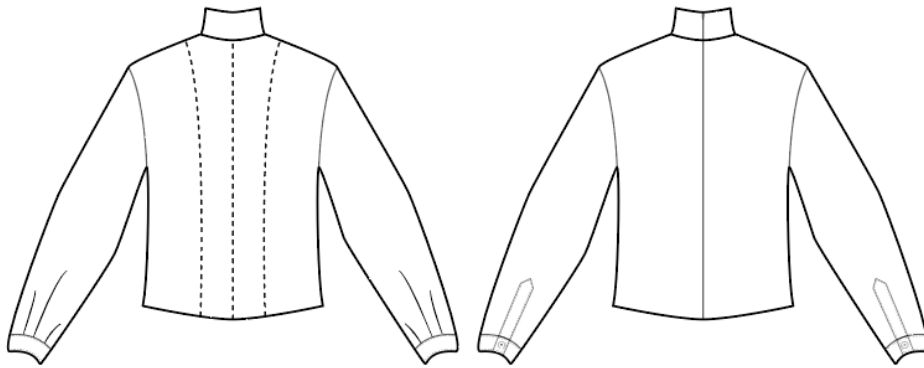


**SHUSHU/TONG**  
**Theory**

**UPSCALE MINIMALISM  
 FALL/WINTER 2023**

**Line Presentation**

**Delivery: 08/30**



**Mock Neck Contrast Stitch Blouse**

**Style #KN-CSB014**

**Round-Neck Short-Sleeve Knit Top**

**Style #KN-KT004**

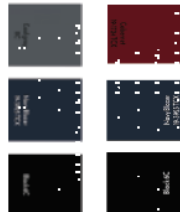
**\$500**

**Double Jersey, Crochet  
 Knit**

**100% wool**

**Colors:**

**Jet Black, Cabernet, Grey  
 ,Navy Blazer**



**\$750**

**Double Jersey, chunky sweater  
 Knit, Heathered Jersey**

**100% wool, 100% wool,  
 95% cotton 5% spandex**

**Colors:**

**Jet Black, Cabernet, White**



**Bow Exclusive Trench Coat**  
Style #KN-TC001  
\$2000



**Slim-fit Tailored Blazer Coat**  
Style #KN-BC002  
\$1300



**Round-Neck Short-Sleeve Knit Top**  
Style #KN-KT004  
\$750



**Mock Neck Contrast Stitch Blouse**  
Style #KN-CSB014  
\$500



**Contrast Stitch Knit Skirt**  
Style #KN-KLS006  
\$700



**Mock-Neck Knit Dress**  
Style #KN-MND008  
\$1200





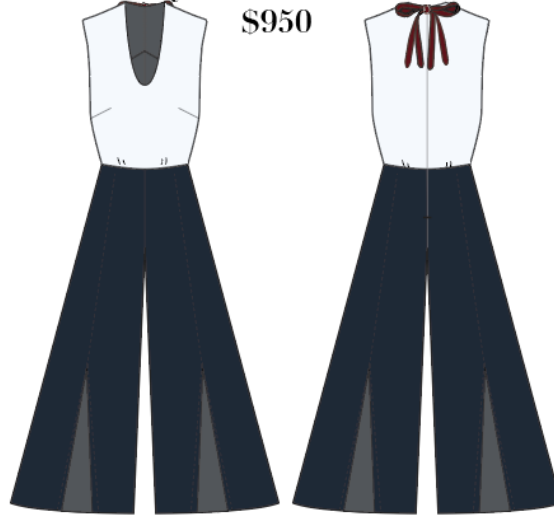
**Bow Stitch A-Line Dress**  
Style #KN-ALD007

\$1000



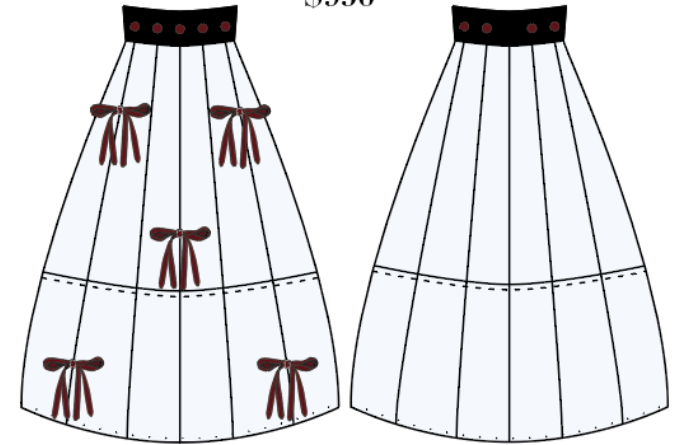
**Bow Back Slim-Fit Jumpsuit**  
Style #KN-SFJ009

\$950



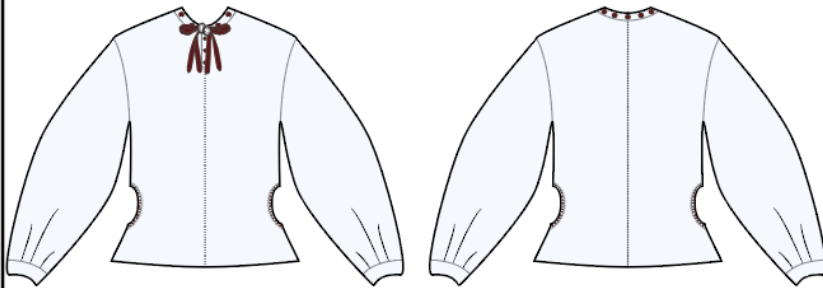
**Bow Accent Two-Part Skirt**  
Style #KN-TPS010

\$950



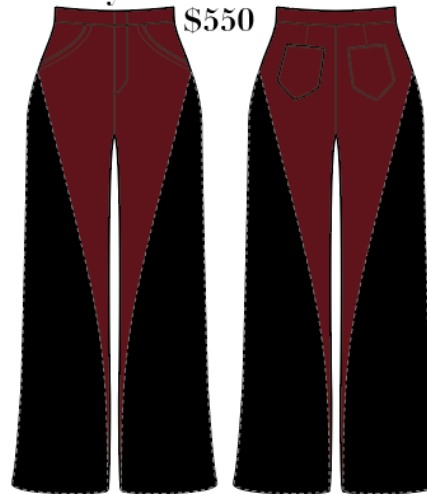
**Puff Sleeve Peasant Blouse**  
Style #KN-PB013

\$700



**Wide Leg Contrast Stitch Pants**  
Style #KN-WLP011

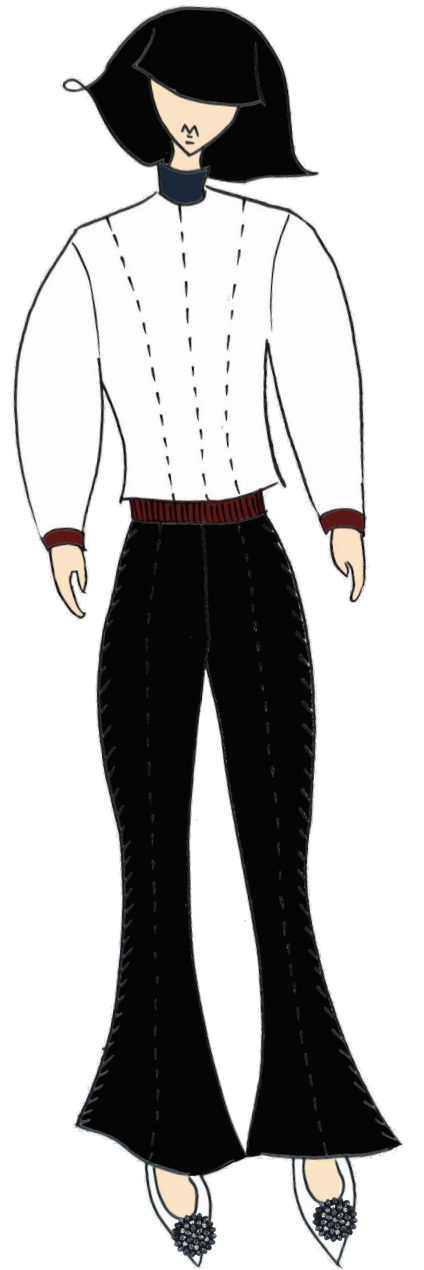
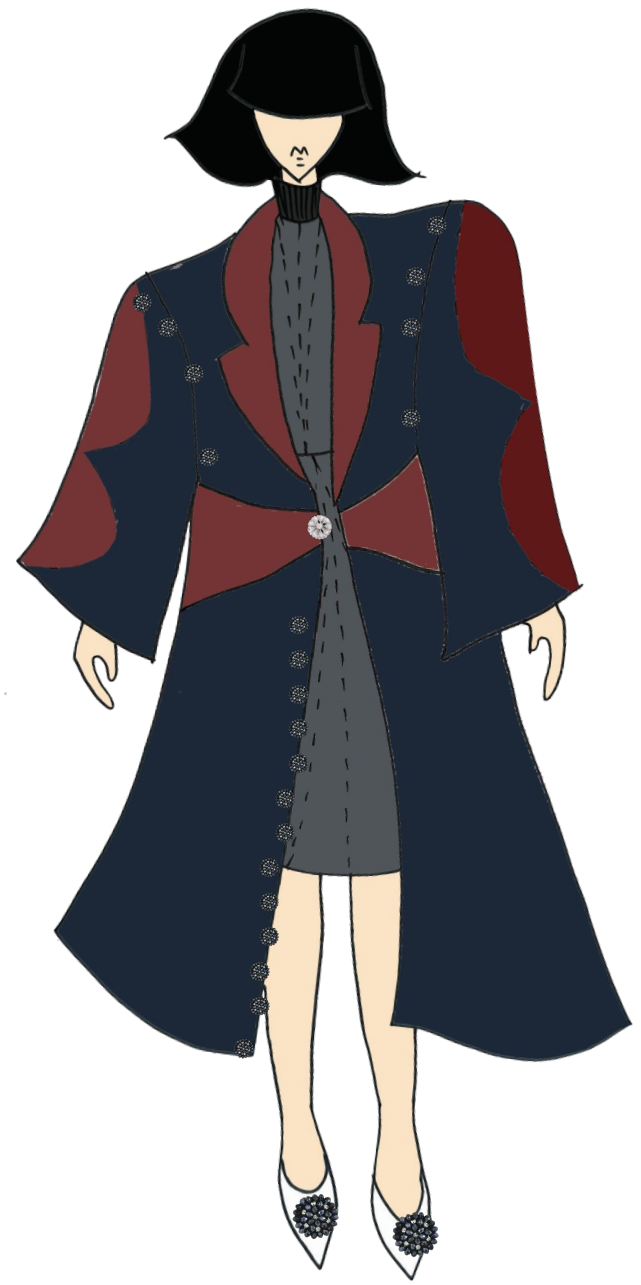
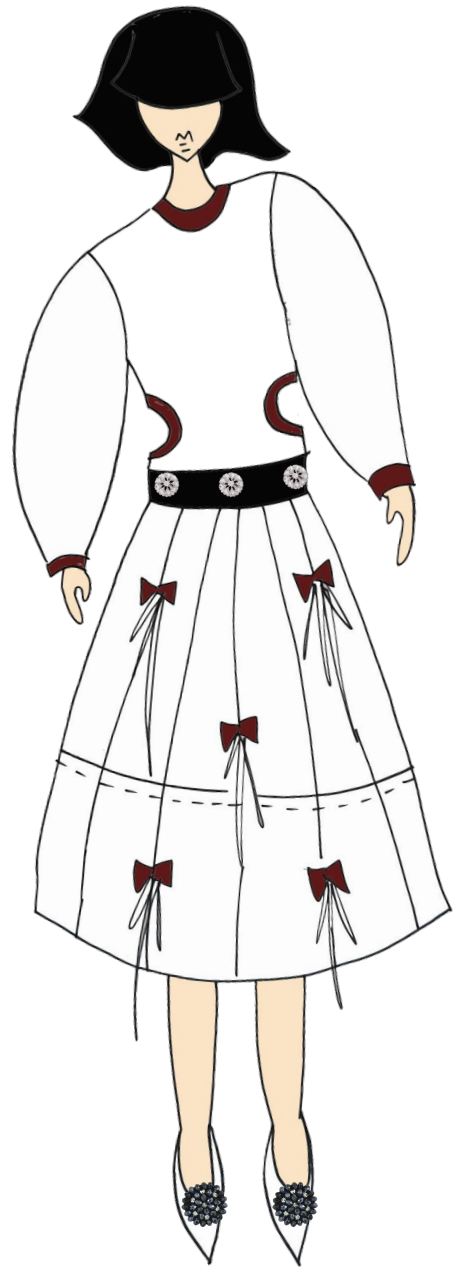
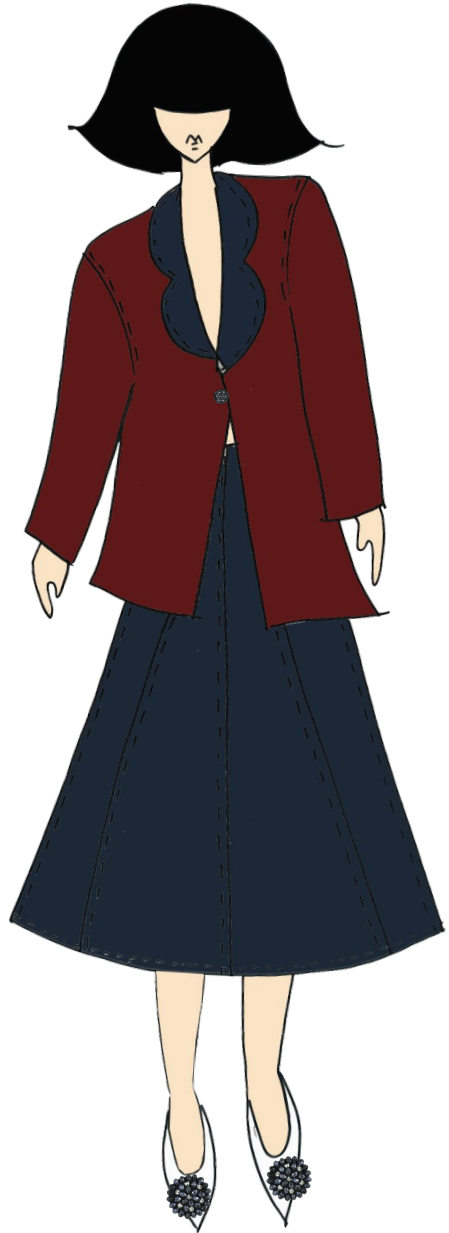
\$550



**Rib Knit Slim-Fit Bell Bottoms**  
Style #KN-BB012

\$1300



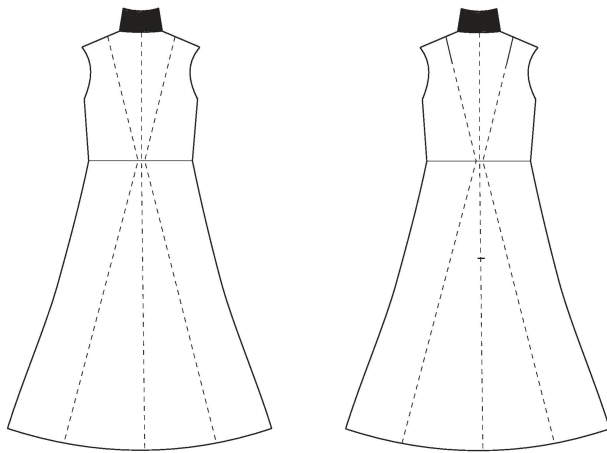




# KN Mock-Neck Knit Dress - Style #S22-W-KD-001

FSH409 Advanced Line Development , Dresses, Spring, 2022



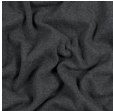




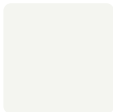

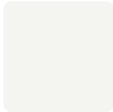
## Summary






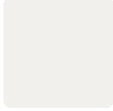

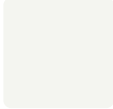




|                    |   |
|--------------------|---|
| Name               | KN Mock-Neck Knit Dress   |
| Style No.          | S22-W-KD-001  |
| Description        | Double Jersey, Solid, mock-neck collared sleeveless midi dress  |
| Division           | FSH409 Advanced Line Development  |
| Category           | Dresses   |
| Season             | Spring  |
| Year               | 2022  |
| Size Scale         | <b>M</b> -Sample size   |
|                    | <input type="checkbox"/> XS <input type="checkbox"/> S <input checked="" type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL |
| Style Status       | In Development  |
| Development Status | 1st Sample  |
| Size Range         | XS-XL   |
| Main Fabric        | Double Jersey   |
| COO                | Italy   |
| Target Cost        | 100   |
| MOQ                | 100   |
| Leadtime           | 4-5 weeks   |
| Created by/Author  | 04-23-2022<br>Karen Natalie<br>KNATANIA2@art.edu  |

KN Mock-Neck Knit Dress



| THUMBNAIL | COMPONENT   | FABRICS   | QTY       | NAVAL ACADEMY<br>CODE: 19-3932 TCX EXT CODE: DP - NAVY  |
|-----------|---|---|-----------|---|
| 1         |    | <b>KNatania Double Jersey</b><br>CODE: #KN002<br>Placement: Top and bottom bodice Fabric width: 54" Status: In Development Country of Origin: Italy Content: Wool MOQ: 30 yards Leadtime: 2-4 weeks     | 2.5 /yd   | -<br><br>Naval Academy<br>Custom Code: 19-3932 TCX<br>Ext. Code: DP - NAVY<br>Price: \$39.99   |
| 2         |    | <b>KNatania Heather Jersey</b><br>CODE: KN#01<br>Placement: Neckband Fabric width: 18" Status: In Development Country of Origin: Italy Content: 95% cotton 5% spandex MOQ: 65 yards Leadtime: 2-3 weeks | 0.25 /yd  | -<br><br>Biking Red<br>Custom Code: 19-1650 TCX<br>Ext. Code: OAA Biking Red<br>Price: \$19.99 |
| 3         |    | <b>KNatania Crochet Knit</b><br>CODE: KN#004<br>Placement: Neckband layer over the Heather Jersey Fabric width: 53" Status: In Development Country of Origin: Italy Content: Wool blend MOQ: 30 yards   | 0.25 /yd  | -<br><br>Biking Red<br>Custom Code: 19-1650 TCX<br>Ext. Code: OAA Biking Red<br>Price: \$34.99 |
| TRIMS     |   |   |           |   |
| 4         |  | <b>KNatania 20" Invisible Zipper</b><br>CODE: KN#003<br>Placement: CB Status: In Development Country of Origin: USA Content: Plastic MOQ: 100 Leadtime: 1-2 weeks                                       | 1 /Pieces | -<br><br>Bright White<br>Custom Code: 11-0601<br>Price: \$0.89                               |
| 5         |  | <b>KNatania Hangtag</b><br>CODE: KN#005<br>Placement: Attached to the brand label Status: In Development Country of Origin: Italy Content: Art Paper MOQ: 100 Leadtime: 1-2 weeks                       | 1 /Pieces | -<br><br>Bright White<br>Custom Code: 11-0601<br>Price: \$0.40                               |







| THUMBAIL  | COMPONENT  | QTY              | ● NAVAL ACADEMY<br>CODE: 19-3932 TCX EXT CODE: DP - NAVY   |
|---|--|------------------|--|
| <p>6</p>     | <p><b>KNatania Paper Bag</b><br/>           CODE: KN#006<br/>           Placement: Packaging Status: In Development Country of Origin: USA Content: Recycled Paper MOQ: 500 Leadtime: 2-3 weeks</p>                          | <p>1 /Pieces</p> | <p>-</p>  <p><b>Black</b><br/>           Custom Code: 19-4003 TCX<br/>           Ext. Code: HD-Black<br/>           Price: \$0.30</p>             |
| <p>7</p>     | <p><b>KNatania Care Label</b><br/>           CODE: KN#007<br/>           Placement: Attached on its left side to the side seam Status: In Development Country of Origin: USA Content: Satin MOQ: 500 Leadtime: 2-3 weeks</p> | <p>1 /Pieces</p> | <p>-</p>  <p><b>Bright White</b><br/>           Custom Code: 11-0601<br/>           Price: \$0.25</p>   |
| <p>8</p>     | <p><b>KNatania Brand Label</b><br/>           CODE: KN#008<br/>           Placement: CB Status: In Development Country of Origin: USA Content: Satin MOQ: 500</p>  | <p>1 /Pieces</p> | <p>-</p>  <p><b>Bright White</b><br/>           Custom Code: 11-0601<br/>           Price: \$0.20</p>   |
| <p>9</p>   | <p><b>KNatania Velvet Ribbon</b><br/>           CODE: KN#009<br/>           Placement: To tie through the hang tag Status: In Development Country of Origin: USA MOQ: 100 Leadtime: 2-3 weeks</p>                            | <p>0.1 /yd</p>   | <p>-</p>  <p><b>Black</b><br/>           Custom Code: 19-4003 TCX<br/>           Ext. Code: HD-Black<br/>           Price: \$0.05</p>           |
| <p>10</p>  | <p><b>KNatania Dustbag</b><br/>           CODE: KN#010<br/>           Placement: Packaging Status: In Development Country of Origin: USA Content: 100% Linen MOQ: 500 Leadtime: 2-4 weeks</p>                                | <p>1 /Pieces</p> | <p>-</p>  <p><b>Bone White</b><br/>           Custom Code: 12-0105 TCX<br/>           Ext. Code: sk-bone white<br/>           Price: \$0.50</p> |



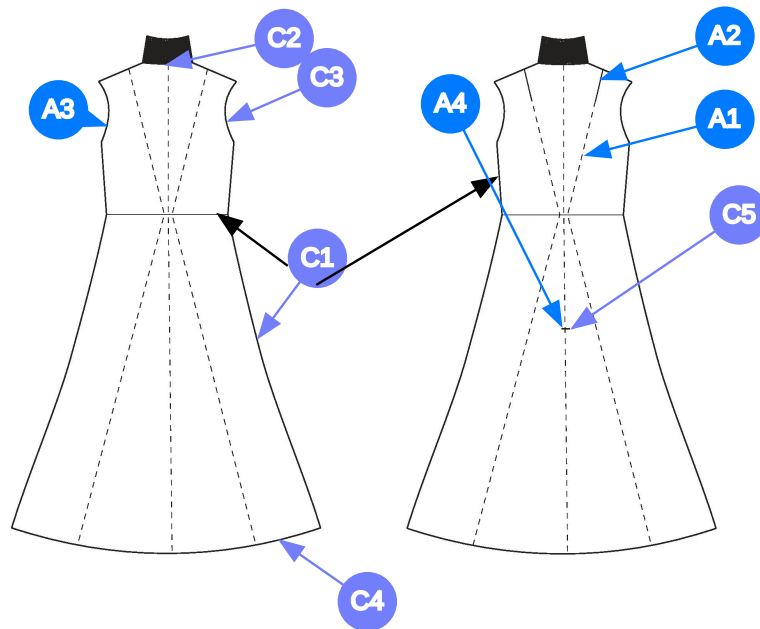
# KN Mock-Neck Knit Dress - Style #S22-W-KD-001

FSH409 Advanced Line Development , Dresses, Spring, 2022

| THUMBNAIL            | COMPONENT   | QTY                   | ● <b>NAVAL ACADEMY</b><br>CODE: 19-3932 TCX EXT CODE: DP - NAVY   |
|----------------------|---|-----------------------|---|
| 11                   |  <p><b>KNatania Sewing Thread</b><br/>CODE: KN#011<br/>Placement: All around garment Status: In Development Country of Origin: Italy Content: Cotton MOQ: 1000 Leadtime: 1-3 weeks</p> | 1 /Pieces             |  <p><b>Biking Red</b><br/>Custom Code: 19-1650 TCX<br/>Ext. Code: OAA Biking Red<br/>Price: \$0.20</p> |
| 12                   |  <p><b>KNatania Sewing Thread</b><br/>CODE: KN#012<br/>Placement: All around garment Status: In Development Country of Origin: Italy Content: Cotton MOQ: 1000 Leadtime: 1-4 weeks</p> | 1 /Pieces             |  <p><b>Naval Academy</b><br/>Custom Code: 19-3932 TCX<br/>Ext. Code: DP - NAVY<br/>Price: \$0.20</p>   |
| Components <b>12</b> |   | Total <b>\$116.67</b> |   |



- Naval Academy  
Custom Code: 19-3932 TCX  
Ext Code: DP - NAVY  
navydress



Comments (4)

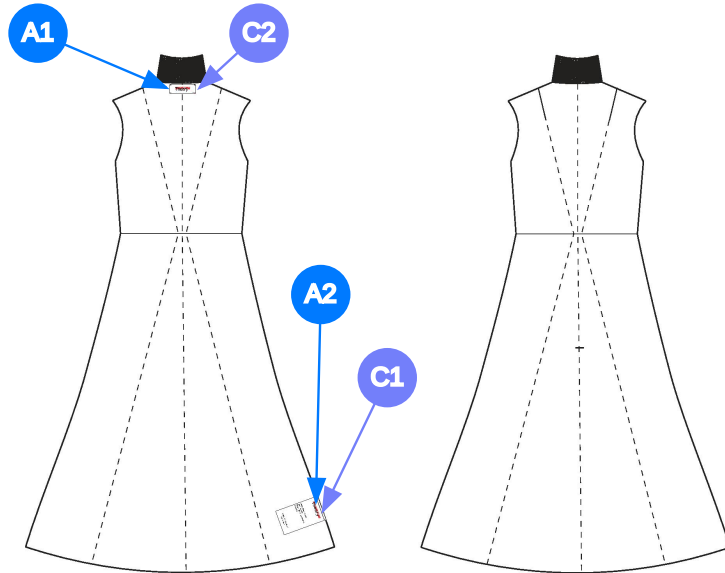
- A1** Hand-stitch detail
- A2** 3" Shoulder Darts
- A3** Invisible Tucked in Hand Stitch
- A4** Invisible Zipper

Construction Details (5)

- C1** Superimposed seam with CoverStitch
- C2** Superimposed seam
- C3** Superimposed binding with Coverstitch
- C4** Edge Finish Seam
- C5** Lockstitch

Design & Construction Specifications





Comments (2)

**A1** main label/size label

**A2** care label/COO

Construction Details (2)

**C1** Lockstitch

**C2** Lockstitch

Mockneckdresswithlabel



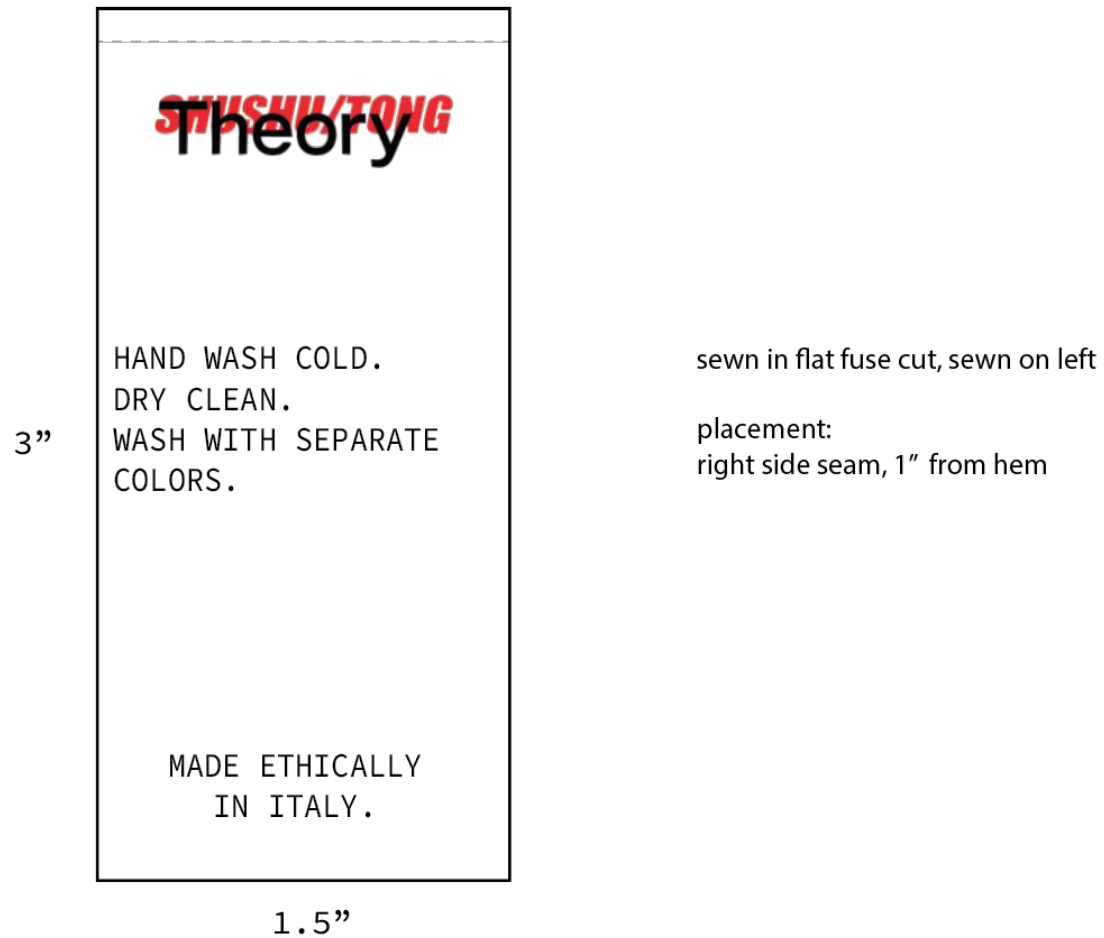
Art paper hangtags, the logo will be embossed onto it to have a 3D pop-up effect when touched, same as the scannable barcode.

hang tag



Tags will be satin.  
Sewn in woven end fold tag  
Placement: CB

brandlabelsh409



Care label



**Sample Size: M**

| POINT OF MEASURE                            | CODE     | HOW TO MEASURE                                 | CRITICAL | TYPE | TOLERANCE | XS      | S       | M     | L      | XL     |
|---|----------|--|----------|------|-----------|---------|---------|-------|--------|--------|
| Front Length from High Point Shoulder (HPS) | FRT LGT  | Measure from HPS to bottom hem edge            | false    | Full | 1/4 in    | -1/2 in | -1/2 in | 42 in | 1/2 in | 1/2 in |
| Chest Circumference                         | CHT CIRC | Measure 1" below armhole - across edge to edge | true     | Full | 1/4 in    | -1 in   | -1 in   | 34 in | 1 in   | 1 in   |
| Waist Circumference                         | WST CIRC | Measure along waist, edge to edge              | true     | Full | 1/4 in    | -1 in   | -1 in   | 27 in | 1 in   | 1 in   |
| Sweep Circumference                         | SWP CIRC | Measure along bottom hem edge to edge          | true     | Full | 1/4 in    | -1/4 in | -1/4 in | 45 in | 1/4 in | 1/4 in |
| Neck width                                  | NK WDTN  | Inside neck edge to edge                       | true     | Full | 1/8 in    | -1/2 in | -1/2 in | 7 in  | 1/2 in | 1/2 in |
| Armhole Circumference Curved                | ARH CIRC | Measure along armhole seam                     | false    | Full | 1/8 in    | -1/2 in | 0 in    | 16 in | 1 in   | 1 in   |
| Zipper Length                               | ZPR LGTH | Measure Zipper Edge to Edge                    | false    | Full | 0 in      | 0 in    | 0 in    | 20 in | 0 in   | 0 in   |
| Neckband Height                             | 0orzUV   | From base of mock-neck collar to the top       | false    | Full | 0 in      | 0 in    | 0 in    | 3 in  | 0 in   | 0 in   |
| Top Bodice Length                           | zx2mmk   | From the Neck To the Waist                     | true     | Full | 1/8 in    | -1/2 in | 0 in    | 12 in | 1/2 in | 1/2 in |
| Shoulder Dart Length                        | zZW8Oo   | Top of dart to bottom                          | false    | Full | 1/8 in    | 0 in    | 0 in    | 3 in  | 0 in   | 0 in   |
| Skirt Bodice Length                         | Y8Vcx7   | Waist to bottom of skirt                       | true     | Full | 1/8 in    | -1/2 in | 0 in    | 30 in | 1/2 in | 1/2 in |
| Neck circumference                          | q34B2X   | Around the neck                                | true     | Full | 1/4 in    | 0 in    | 0 in    | 15 in | 0 in   | 0 in   |



**Sample Size: M**

| POINT OF MEASURE                            | CODE     | HOW TO MEASURE                                 | CRITICAL | TYPE | TOLERANCE | XS        | S         | M     | L         | XL        |
|---|----------|--|----------|------|-----------|-----------|-----------|-------|-----------|-----------|
| Front Length from High Point Shoulder (HPS) | FRT LGT  | Measure from HPS to bottom hem edge            | false    | Full | 1/4 in    | 41 in     | 41 1/2 in | 42 in | 42 1/2 in | 43 in     |
| Chest Circumference                         | CHT CIRC | Measure 1" below armhole - across edge to edge | true     | Full | 1/4 in    | 32 in     | 33 in     | 34 in | 35 in     | 36 in     |
| Waist Circumference                         | WST CIRC | Measure along waist, edge to edge              | true     | Full | 1/4 in    | 25 in     | 26 in     | 27 in | 28 in     | 29 in     |
| Sweep Circumference                         | SWP CIRC | Measure along bottom hem edge to edge          | true     | Full | 1/4 in    | 44 1/2 in | 44 3/4 in | 45 in | 45 1/4 in | 45 1/2 in |
| Neck width                                  | NK WDTH  | Inside neck edge to edge                       | true     | Full | 1/8 in    | 6 in      | 6 1/2 in  | 7 in  | 7 1/2 in  | 8 in      |
| Armhole Circumference Curved                | ARH CIRC | Measure along armhole seam                     | false    | Full | 1/8 in    | 15 1/2 in | 16 in     | 16 in | 17 in     | 18 in     |
| Zipper Length                               | ZPR LGTH | Measure Zipper Edge to Edge                    | false    | Full | 0 in      | 20 in     | 20 in     | 20 in | 20 in     | 20 in     |
| Neckband Height                             | 0orzUV   | From base of mock-neck collar to the top       | false    | Full | 0 in      | 3 in      | 3 in      | 3 in  | 3 in      | 3 in      |
| Top Bodice Length                           | zx2mmk   | From the Neck To the Waist                     | true     | Full | 1/8 in    | 11 1/2 in | 12 in     | 12 in | 12 1/2 in | 13 in     |
| Shoulder Dart Length                        | zZW8Oo   | Top of dart to bottom                          | false    | Full | 1/8 in    | 3 in      | 3 in      | 3 in  | 3 in      | 3 in      |
| Skirt Bodice Length                         | Y8Vcx7   | Waist to bottom of skirt                       | true     | Full | 1/8 in    | 29 1/2 in | 30 in     | 30 in | 30 1/2 in | 31 in     |
| Neck circumference                          | q34B2X   | Around the neck                                | true     | Full | 1/4 in    | 15 in     | 15 in     | 15 in | 15 in     | 15 in     |



**Sample Size: M**

| POINT OF MEASURE                            | CODE     | HOW TO MEASURE                                 | CRITICAL | TYP E | TOLERANCE | EXPECTED     | 1ST PROTOTYPE SAMPLE - RCVD | VARIANCE | ADJUST BY +/- | REVISED SPEC | MEASUREMENT NOTES | MEASUREMENT STATUS |
|---|----------|--|----------|-------|-----------|--------------|-----------------------------|----------|---------------|--------------|-------------------|--------------------|
| Front Length from High Point Shoulder (HPS) | FRT LGT  | Measure from HPS to bottom hem edge            | false    | Full  | 1/4 in    | <b>42 in</b> | 43 in                       | 1 in     | 0 in          | 42 in        |                   | Keep As Sample     |
| Chest Circumference                         | CHT CIRC | Measure 1" below armhole - across edge to edge | true     | Full  | 1/4 in    | <b>34 in</b> | 34 in                       | 0 in     | 0 in          | 34 in        |                   | Back To Spec       |
| Waist Circumference                         | WST CIRC | Measure along waist, edge to edge              | true     | Full  | 1/4 in    | <b>27 in</b> | 28 in                       | 1 in     | 0 in          | 27 in        |                   | Keep As Sample     |
| Sweep Circumference                         | SWP CIRC | Measure along bottom hem edge to edge          | true     | Full  | 1/4 in    | <b>45 in</b> | 45 in                       | 0 in     | 0 in          | 45 in        |                   | Back To Spec       |
| Neck width                                  | NK WDTH  | Inside neck edge to edge                       | true     | Full  | 1/8 in    | <b>7 in</b>  | 7 in                        | 0 in     | 0 in          | 7 in         |                   | Back To Spec       |
| Armhole Circumference Curved                | ARH CIRC | Measure along armhole seam                     | false    | Full  | 1/8 in    | <b>16 in</b> | 16 in                       | 0 in     | 0 in          | 16 in        |                   | Back To Spec       |
| Zipper Length                               | ZPR LGTH | Measure Zipper Edge to Edge                    | false    | Full  | 0 in      | <b>20 in</b> | 20 in                       | 0 in     | 0 in          | 20 in        |                   | Back To Spec       |
| Neckband Height                             | 0orzUV   | From base of mock-neck collar to the top       | false    | Full  | 0 in      | <b>3 in</b>  | 3 in                        | 0 in     | 0 in          | 3 in         |                   | Back To Spec       |
| Top Bodice Length                           | zx2mmk   | From the Neck To the Waist                     | true     | Full  | 1/8 in    | <b>12 in</b> | 12 in                       | 0 in     | 0 in          | 12 in        |                   | Back To Spec       |
| Shoulder Dart Length                        | zZW8Oo   | Top of dart to bottom                          | false    | Full  | 1/8 in    | <b>3 in</b>  | 3 in                        | 0 in     | 0 in          | 3 in         |                   | Back To Spec       |
| Skirt Bodice Length                         | Y8Vcx7   | Waist to bottom of skirt                       | true     | Full  | 1/8 in    | <b>30 in</b> | 31 in                       | 1 in     | 0 in          | 30 in        |                   | Keep As Sample     |
| Neck circumference                          | q34B2X   | Around the neck                                | true     | Full  | 1/4 in    | <b>15 in</b> | 15 in                       | 0 in     | 0 in          | 15 in        |                   | Back To Spec       |



**Measured Size: M**

| POINT OF MEASURE                            | CODE     | HOW TO MEASURE                                 | CRITICAL | TYP E | TOLERANCE | EXPECTED     | 1ST PROTOTYPE SAMPLE - RCVD | VARIANCE | ADJUST BY +/- | REVISED SPEC | MEASUREMENT NOTES | MEASUREMENT STATUS |
|---|----------|--|----------|-------|-----------|--------------|-----------------------------|----------|---------------|--------------|-------------------|--------------------|
| Front Length from High Point Shoulder (HPS) | FRT LGT  | Measure from HPS to bottom hem edge            | false    | Full  | 1/4 in    | <b>42 in</b> | 43 in                       | 1 in     | 0 in          | 42 in        |                   | Keep As Sample     |
| Chest Circumference                         | CHT CIRC | Measure 1" below armhole - across edge to edge | true     | Full  | 1/4 in    | <b>34 in</b> | 34 in                       | 0 in     | 0 in          | 34 in        |                   | Back To Spec       |
| Waist Circumference                         | WST CIRC | Measure along waist, edge to edge              | true     | Full  | 1/4 in    | <b>27 in</b> | 28 in                       | 1 in     | 0 in          | 27 in        |                   | Keep As Sample     |
| Sweep Circumference                         | SWP CIRC | Measure along bottom hem edge to edge          | true     | Full  | 1/4 in    | <b>45 in</b> | 45 in                       | 0 in     | 0 in          | 45 in        |                   | Back To Spec       |
| Neck width                                  | NK WDTH  | Inside neck edge to edge                       | true     | Full  | 1/8 in    | <b>7 in</b>  | 7 in                        | 0 in     | 0 in          | 7 in         |                   | Back To Spec       |
| Armhole Circumference Curved                | ARH CIRC | Measure along armhole seam                     | false    | Full  | 1/8 in    | <b>16 in</b> | 16 in                       | 0 in     | 0 in          | 16 in        |                   | Back To Spec       |
| Zipper Length                               | ZPR LGTH | Measure Zipper Edge to Edge                    | false    | Full  | 0 in      | <b>20 in</b> | 20 in                       | 0 in     | 0 in          | 20 in        |                   | Back To Spec       |
| Neckband Height                             | 0orzUV   | From base of mock-neck collar to the top       | false    | Full  | 0 in      | <b>3 in</b>  | 3 in                        | 0 in     | 0 in          | 3 in         |                   | Back To Spec       |
| Top Bodice Length                           | zx2mmk   | From the Neck To the Waist                     | true     | Full  | 1/8 in    | <b>12 in</b> | 12 in                       | 0 in     | 0 in          | 12 in        |                   | Back To Spec       |
| Shoulder Dart Length                        | zZW8Oo   | Top of dart to bottom                          | false    | Full  | 1/8 in    | <b>3 in</b>  | 3 in                        | 0 in     | 0 in          | 3 in         |                   | Back To Spec       |
| Skirt Bodice Length                         | Y8Vcx7   | Waist to bottom of skirt                       | true     | Full  | 1/8 in    | <b>30 in</b> | 31 in                       | 1 in     | 0 in          | 30 in        |                   | Keep As Sample     |
| Neck circumference                          | q34B2X   | Around the neck                                | true     | Full  | 1/4 in    | <b>15 in</b> | 15 in                       | 0 in     | 0 in          | 15 in        |                   | Back To Spec       |