
GRAY LABEL

organic apparel for the little minimalist

●



PRESENTATION OVERVIEW

BRAND ELEMENTS...

ESSENTIAL COLLECTION...

SEASONAL COLLECTION...

SLEEP & UNDERWEAR COLLECTION...

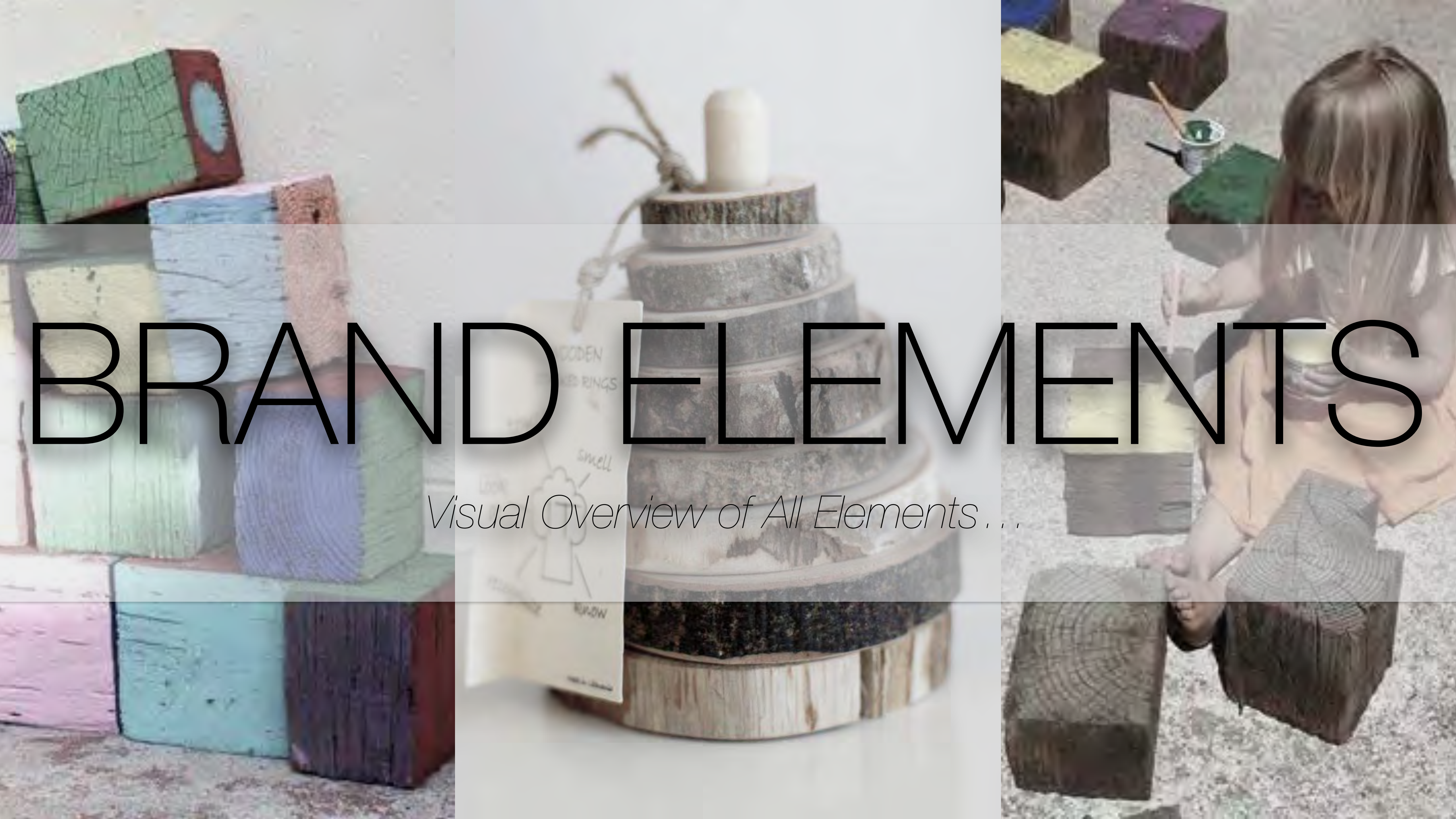
ECO IDEAS BRAINSTORM...

ADDITIONAL IDEAS...

COLOURS BRAINSTORM...

MANUFACTURERS...

NEXT STEPS...



BRAND ELEMENTS

Visual Overview of All Elements...

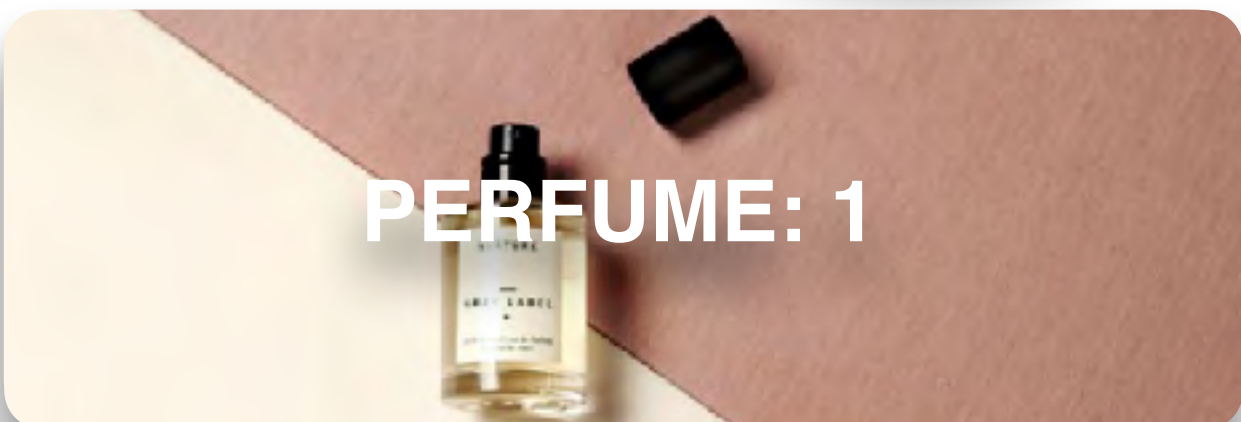
OVERVIEW OF BRAND COLLECTION - SS19

All Gray Label Collection Elements...



KIDS: 28
MINI: 23
BRAND: 8

TOTAL:
59 STYLES



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OVERVIEW OF BRAND COLLECTION - FW19

All Gray Label Collection Elements...

KIDS
SEASONALS / NEW
STYLES:
9

KIDS
ESSENTIALS STYLES:
12

KIDS
ACCESSORIE
STYLES:
8
(INCL. ESSENTIALS)

KIDS
CARRY OVER STYLES:
?

MINIATURE
NEW STYLES:
4

MINIATURE
ESSENTIAL STYLES:
10

MINIATURE
ACCESORIE STYLES:
4

KIDS: 30

MINI: 18

BRAND: 10

TOTAL:

58 STYLES

+ CO?

BED LINEN: 6

PERFUME: 1

SHOES: 3

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OVERVIEW OF BRAND COLLECTION - SS20 (CAMILA SUGGESTION)

All Gray Label Collection Elements...

KIDS
SEASONALS / NEW
STYLES:
6

KIDS
SLEEP & UNDERWEAR:
8

KIDS
ESSENTIALS STYLES:
10

KIDS
ACC. STYLES:
4

MINIATURE
NEW STYLES:
5

MINIATURE
SLEEP & UNDERWEAR:
4

MINIATURE
ESSENTIAL STYLES:
8

MINIATURE
ACC. STYLES:
4

KIDS: 28

MINI: 21

BRAND: ?

TOTAL:

49 STYLES

+ CO &

BRAND?

BED LINEN: ?

PERFUME: ?

SHOES: ?

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ESSENTIAL COLLECTION

CREATIVE - MOOD...

ESSENTIALS COLLECTION

What: Tying styles together to create a Brand relevant essential collection

Creative & Re-design

- *Reassessing current offering, making sure all styles has a reason to exist*
- *Creating Gray Label Design detailing / Creative presentation with suggestions Tbd*
- *Computerising styles X20 approx. with new updated detailing (Kids & Mini)*
- *Creating new specks (Computerised where needed)*
- *Computerised overview of all styles coloured up in Carry Over Colours*

SS19 OFFERING - KIDS

Essentials Collection...

TOPS

CLASSIC TANK



CLASSIC CREW TEE



LS POCKET TEE



CREW NECK SWEATER



BASEBALL CARDIGAN



?



BOTTOMS

SHORT



LEGGINGS



BAGGY



?



ACCESSORIES

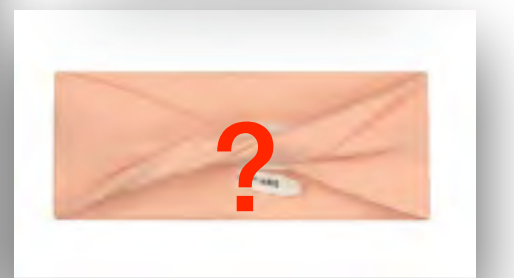
BEANIE



LONG RIB SOCK



MINI TWIST
HEADBAND



PINAFORE
DRESS



DRESS



SALOPETTE



LS PLAYSUIT



SUIT / DRESSES

SCARF



RIB TIGHTS



TWIST
HEADBAND



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SS19 & AW19 OFFERING - KIDS

Essentials Collection...

SS19

TOPS:

8

BOTTOMS:

4

SUITS / DRESSES:

4

ACCESSORIES:

6

TOTAL:

22 STYLES / 85-90 SKU

FW19

TOPS:

5

BOTTOMS:

3

SUITS / DRESSES:

4

ACCESSORIES:

5

TOTAL:

17 STYLES / ? SKU

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APPAREL: 9
ACC.: 3

SS20 OFFERING - KIDS

Summer Essentials Collection...

CLASSIC TANK:

4 colours + 1
seasonal colour



SS TEE:

4 colours + 1
seasonal colour



LS TEE:

4 colours + 1
seasonal colour



CREWNECK SWEATER:

4 colours + 1
seasonal colour



BASEBALL CARDIGAN:

4 colours + 1
seasonal colour



SHORTS:

3 stripe colours + 1
stripe seasonal
colour



LEGGING:

3 stripe colours + 1
stripe seasonal
colour



BAGGY PANT:

4 colours + 1
seasonal colour



PLAYSUIT SS:

4 colours + 1
seasonal colour



SOCKS:

?



BEANIE:

?



ENDLESS SCARF:

?



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SS19 OFFERING - MINIATURE

Essentials Collection...

TOPS

COLLAR TEE



CARDIGAN



L/S TEE



HOODED CARDIGAN



COLLAR ONESIE



ONESIE



BOTTOMS

LEGGINGS



FOOTIES



PANTS



ACCESSORIES

RAW EDGE BOOTIES



HAT W. STRING



BEANIE



SUIT

SL SUIT



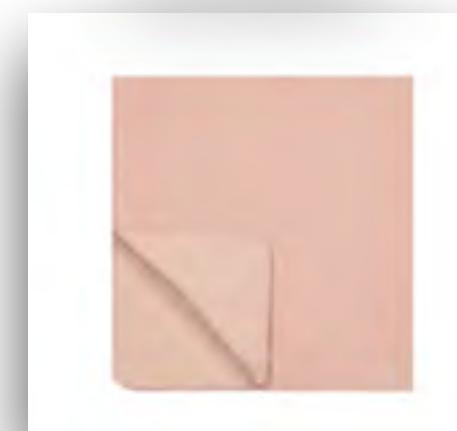
SUIT W. SNAPS



L/S PLAYSUIT



BLANKET



BIB



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SS19 & AW19 OFFERING - MINIATURE

Essentials Collection...

SS19

TOPS:

6

BOTTOMS:

3

SUITS:

3

ACCESSORIES:

5

TOTAL:

17 STYLES / 74 SKU

FW19

TOPS:

3

BOTTOMS:

3

SUITS / DRESSES:

5

ACCESSORIES:

4

TOTAL:

15 STYLES / ? SKU

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APPAREL: 11
ACC.: 4

SS20 OFFERING - MINIATURE

Essentials Collection...

SS ONESIE
? colours



LS COLLAR ONESIE
? colours



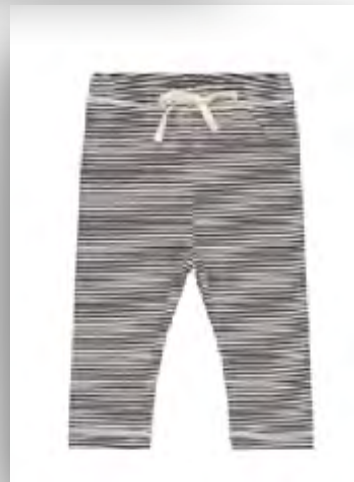
BABY LS TEE
? colours



BABY CARDIGAN
? colours



LEGGING
? colours



BABY FOOTIES
? colours



BABY PANT
? colours



Baby Sleeveless Suit
? colours



Baby SS Playsuit
? colours



Babysuit w/snaps - Fleece
? colours



NEW BORN Fleece Suit
? colours



BABY BEANIE
? colours



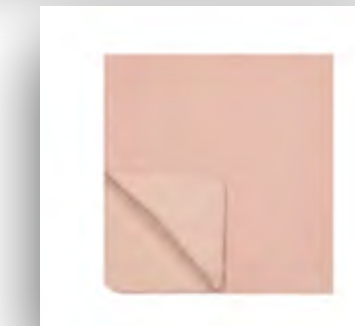
BABY HAT W. STRING
? colours



BABY RAW EDGES BOOTIES
? colours



BABY BLANKET
? colours



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MOOD

Essentials Collection...



*Simplistic stylish everyday wear. Focus on comfort, usability and sustainable materials is a must
Dressing the little cool kid with minimalistic yet different essentials - Focus on subtle design twist - Shape*

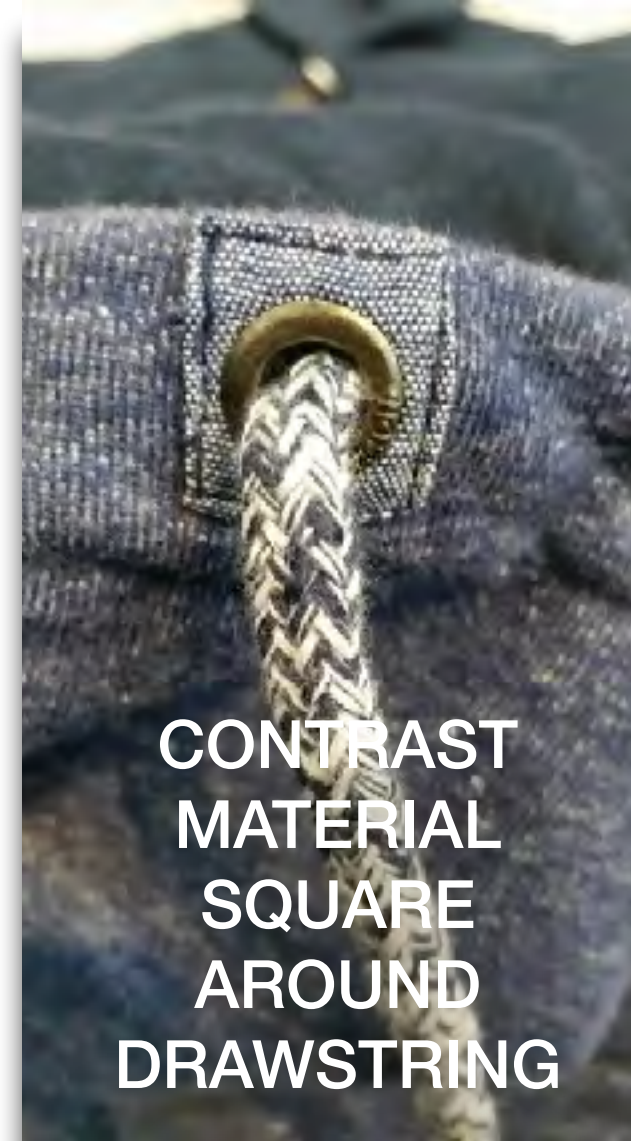
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DETAILING BRAINSTORMING

Essentials Collection...



CONTRAST COLOUR EDGES OR
PLACED DETAILING



CONTRAST
MATERIAL
SQUARE
AROUND
DRAWSTRING



HERRINGBONE
TAPE
W. WOVEN STRIPE



HERRINGBONE TAPE
OUTSIDE DETAIL
USAGE



PLAIN
HERRINGBONE
TAPE
W. DIFF STITCH



HALF MOON
CONTRAST W. PRINT
DIFF. MATERIAL INSERT?



RAW EDGES &
ROLL UP
DETAILING



HERRINGBONE
TAPE
INSIDE EDGE
SHOWING



HERRINGBONE
TAPE
INSIDE EDGE
SHOWING



HERRINGBONE
TAPE
FOLDOVER
DETAILING



HERRINGBONE
TAPE
DETAILING

HERRINGBONE DETAILING

DIFF. DESIGN DETAILING

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NEW SILHOUETTES PROPOSED

Essentials Collection...



OVERSIZED TEE DRESS
W. SLIT

HIGH ROLL NECK W. CLOSURE



SUMMER
PLAYSUIT W. ROLL UP & PLACKET



OVERSIZED SHIRT DRESS

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SEASONAL COLLECTION

CREATIVE - MOOD...

DESIGN PROJECTS SPECIFIED

SS20 Seasonal Collection...

SS20 SEASONAL COLLECTION

What: Introducing a new seasonal styles to the Gray Label Universe

Creative & Design

- *Creative presentation with design ideas, Colours, Materials suggested*
- *Mood to inform seasonal marketing storytelling*
- *Designs X10-12 styles approx. (Kids & Mini)*
- *Computerised Overviews & Colour up*
- *Computerised Specks & Handover to Development*
- *Review Samples (1st + 2nd + Photo?) & Comment up to Production samples*

SS19 OFFERING - KIDS

Seasonal Collection...

TOPS

CROPPED TANK



OVERSIZED TEE



L/S DROP SHOULDER TEE



ONE-BUTTON CARDIGAN



BOTTOMS

FISHERMAN TROUSERS



SKIRT / DRESSES

LONG MOON SKIRT



OVERSIZED TEE DRESS



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SS19 & AW19 OFFERING - KIDS

Seasonal Collection...

SS19

TOPS:

4

BOTTOMS:

1

SKIRT / DRESSES:

2

TOTAL:

7 STYLES / 27 SKU

FW19

TOPS:

5

BOTTOMS:

2

SKIRT / DRESSES:

3

TOTAL:

10 STYLES / ? SKU

APPAREL: 6-8

SS20 OFFERING - KIDS

Seasonal Collection...

!MUST HAVES!

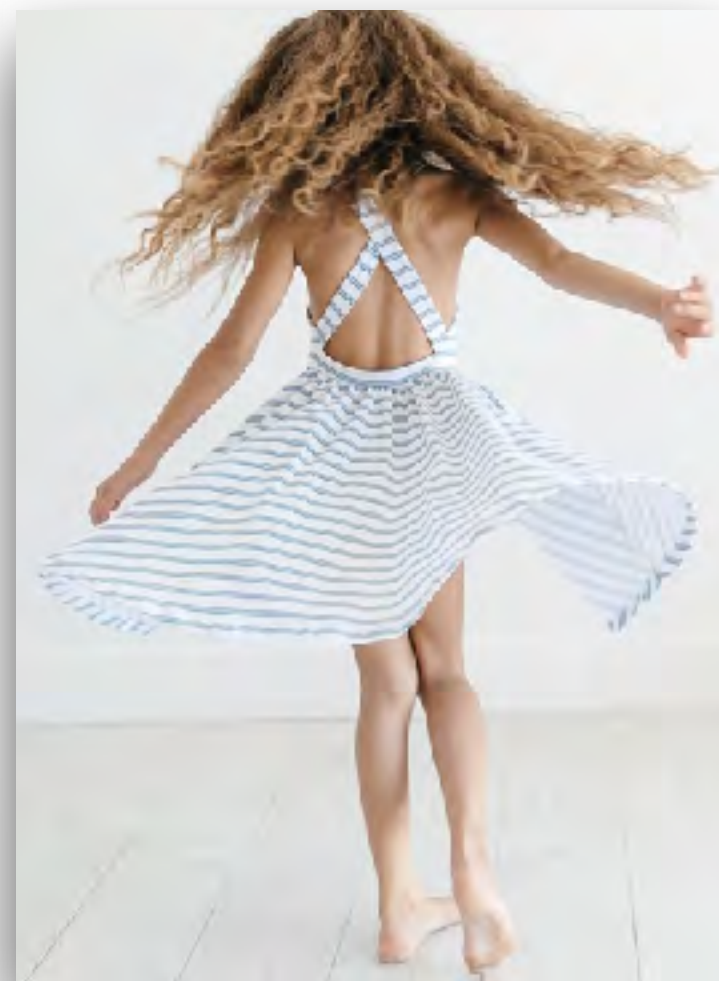
TANKTOP

Boxy / No edge



SHORT
construct

JERSEY PANT
construct



**SUMMER DRESS
GIRLS**



**KIMONO WRAP
GIRLS**



**DRESS
GIRL**



**WORKWEAR SUIT
UNISEX
NO SLEEVES**



**DRESSY SS TEE
UNISEX**



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SS19 OFFERING - MINIATURE

Seasonal Collection...

TOPS

BABY TANK TOP



BABY V-NECK CARDIGAN



BOTTOMS

BABY RELAXED SHORTS



BABY STRAIGHT TROUSERS



ONESIE / ACCESSORIES

BABY SLEEVELESS ONESIE



BABY SUN HAT



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SS19 & AW19 OFFERING - MINIATURE

Seasonal Collection...

SS19

TOPS:

2

BOTTOMS:

2

ONESIE / ACC.:

2

TOTAL:

6 STYLES / 25 SKU

FW19

TOPS:

1

BOTTOMS:

1

ONESIE:

2

TOTAL:

4 STYLES / ? SKU

APPAREL: 4

SS20 OFFERING - MINIATURE

Seasonal Collection...



SHORT ONESIE
UNISEX



SHORT ONESIE w. LEGS
UNISEX



LONG LEG SUMMER ONESIE
UNISEX



LONG LEG SUMMER ONESIE
UNISEX



TEE & BLOOMER SHORT



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MOOD

Seasonal Collection...



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Simple Stylish Styles with a understated cool look - Playfully creating newness with Shape & Construction

DETAILING - CONSTRUCTION FOCUS

Seasonal Collection...

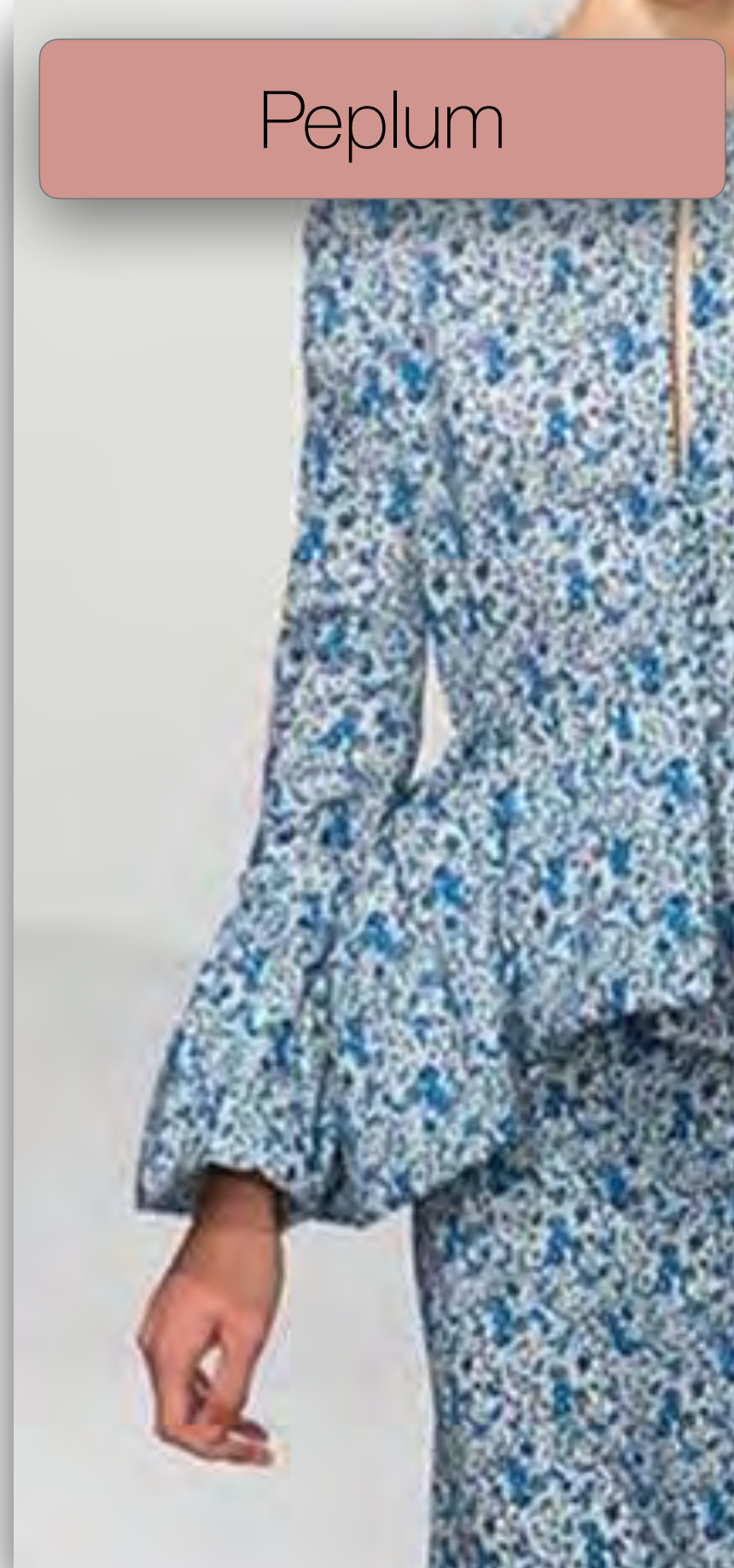
Rouched



Fluted Hem



Peplum



Draping



Puckering



Unpressed
Pleats



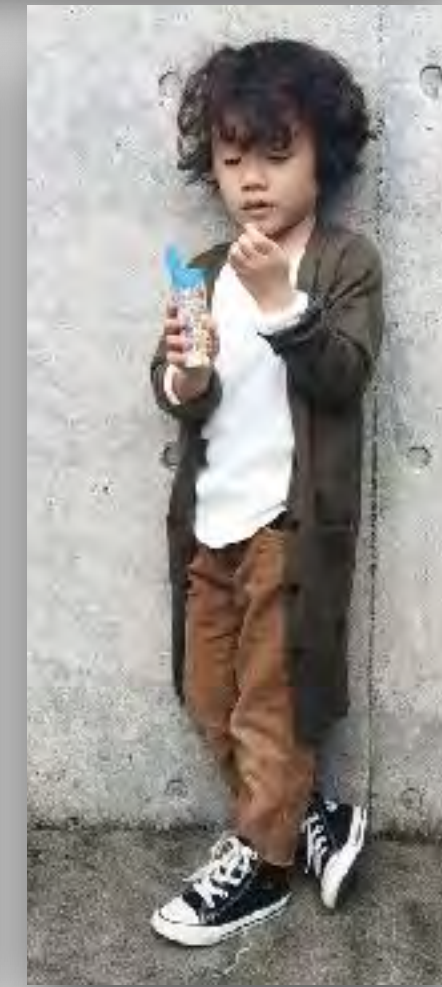
Taking strong hints from the tailored constructed fashion world. Playfully using these contemporary design cues, cleverly translating them into children appropriate aesthetics

This is where newness is truly brought into the brand, making sure to always to keep relevant

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SILHOUETTES - UNISEX TOPS

Seasonal Collection...



Silhouette brainstorming for new season - Unisex styles - Tops & Jackets

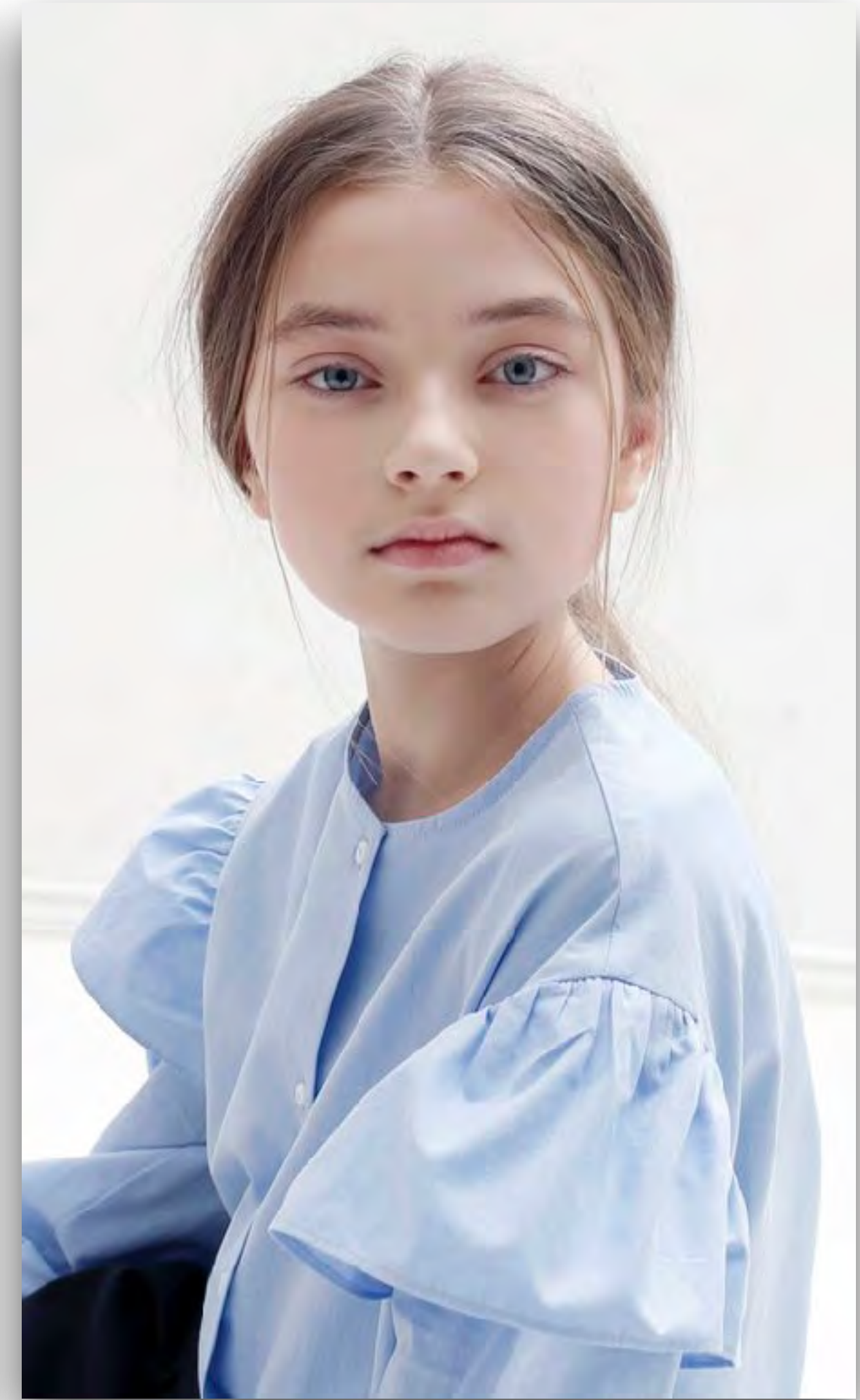
Focusing on the usable and comfortable slightly different shaped silhouette - Loose fit

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SILHOUETTES - GIRLS TOPS

Seasonal Collection...



Girls Top silhouette brainstorming - Airy and simplistic designs with a twist

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SILHOUETTES - GIRLS & MINI BODY & SUITS

Seasonal Collection...



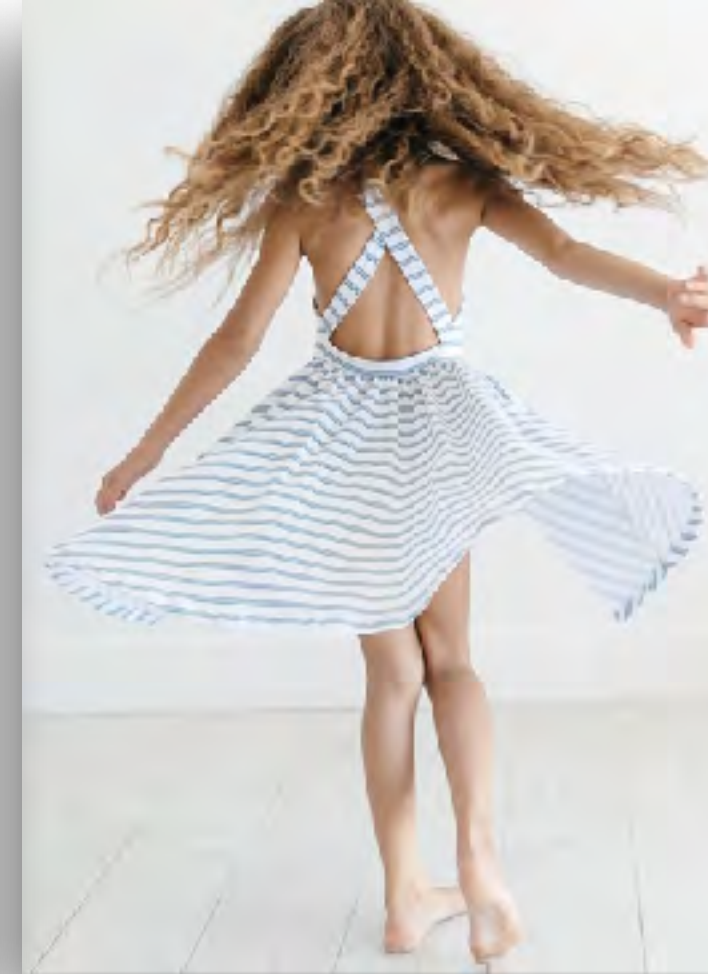
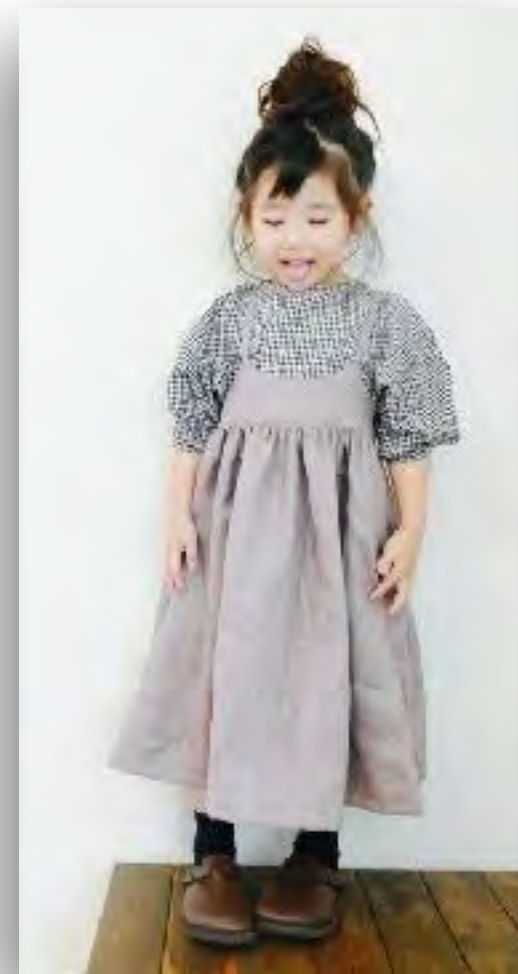
Girls & Mini Silhouette brainstorming - Simplistic shapes with volume, pleading, workwear inspiration

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SILHOUETTES - GIRLS DRESSES

Seasonal Collection...



Girls summer dress brainstorming - Simplistic shapes with volume and pleading - Simple girlie look

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SILHOUETTES - MINIATURE BODY & SUITS

Seasonal Collection...



Miniature summer body brainstorming - Simplistic shapes with volume and pleading

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SLEEP & UNDERWEAR COLLECTION

CREATIVE - MOOD...

DESIGN PROJECTS SPECIFIED

Sleepwear & Underwear Collection...

SS20 SLEEPWEAR & UNDERWEAR COLLECTION

What: Introducing a new capsule collection to Gray Label Universe

Creative & Design

- *Creative presentation with design ideas, Colours, Materials suggested*
- *Designs X12 styles approx. (Kids & Mini)*
- *Computerised Overviews & Colour up*
- *Computerised Specks & Handover to Development*
- *Review Samples (1st + 2nd + Photo?) & Comment up to Production samples*

MOOD - GRANDPA DREAMS

Sleepwear & Underwear Collection...



Traditional & Old school Sleepwear Inspiration - Looking at the old ways of creating sleepwear
Usage of Ecru and toned down colours - Constructions nods back to old ways of creating sleepwear

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STRIPE BRAINSTORM - CLASSIC BRETON

Sleepwear & Underwear Collection...



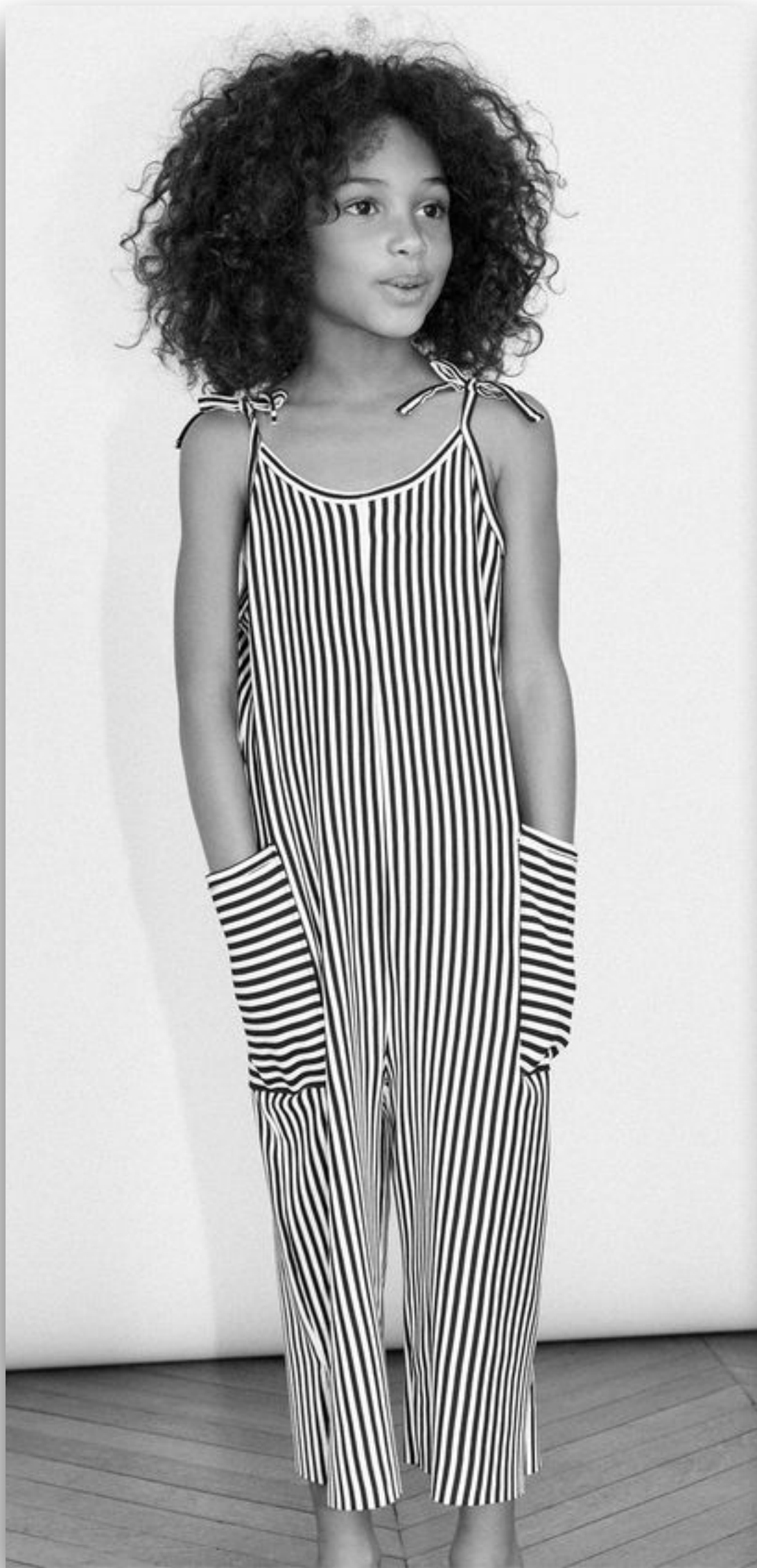
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The classic take on Stripes - Taking the French Breton Stripe and creating classic children sleepwear

STRIPE BRAINSTORM - THIN STRIPES

Sleepwear & Underwear Collection...



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Thinner Stripes - A Classic thin stripe creating a Classic underwear look & feel

STRIPE BRAINSTORM - MIXING & MATCHING

Sleepwear & Underwear Collection...



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Playing with direction of Stripes - Turning the pattern to create interest & a different look

DETAILING BRAINSTORM

Sleepwear & Underwear Collection...



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MATERIALS BRAINSTORM

Sleepwear & Underwear Collection...

Thin Drop Needle - Any Pattern possible

Soft Ribbed Jersey

Mercerised Cotton Jersey

Soft Ribbed & Plain Jersey

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SHAPES BRAINSTORM

Sleepwear & Underwear Collection...



Simplistic Drop
shoulder Night
Dress



Sleepwear Dress w. Small
“Wings”



MC Hammer Sleepwear Pants



SL A Sleep Dress



Convertible Night Suit

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SILHOUETTES - RANGEPLAN PROPOSAL

Sleepwear & Underwear Collection...

KIDS

STRAP TANK

TANK TOP

LS TEE

KNICKERS

BOXER SHORT

BOXER SHORT LL

SLEEP DRESS

LONG SHORTS

LEGGINGS



MINIATURE

SS BODY

TEE BODY

LS BODY

SLEEP SUIT

SLEEP TEE

SLEEP LS TEE



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APPAREL: 8

SS20 OFFERING - KIDS & MINIATURE

Sleep & Underwear Collection...

APPAREL: 4

TANK TOP

NIGHT DRESS

SS TEE

PANTY GIRL

LS TEE

PANTY BOY

SHORT

LONG GRANDPA

TANK ONESIE

ENVELOPE NECK

SS ONESIE

ENVELOPE NECK

LS ONESIE

ENVELOPE NECK

NIGHT SUIT

ENVELOPE NECK OR V-NECK W. PRESS
BUTTONS

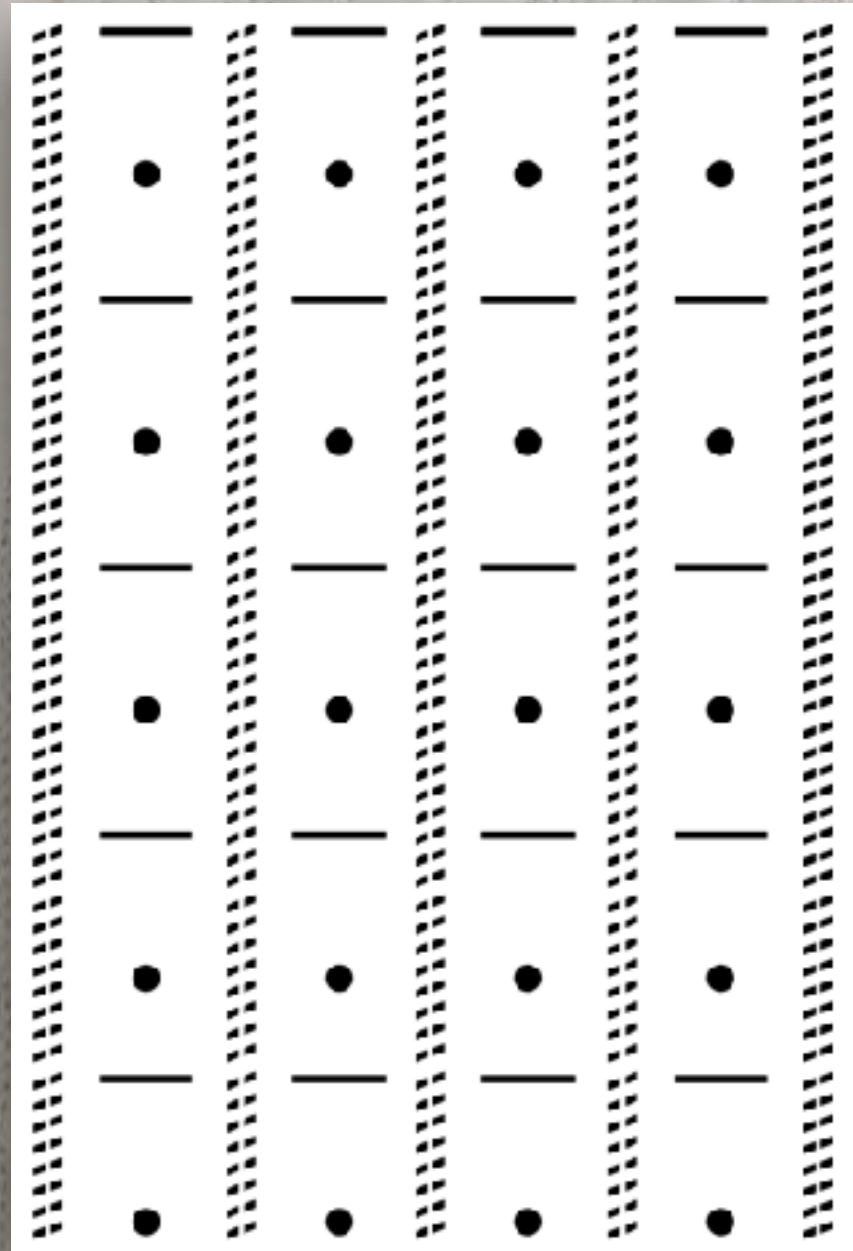
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SS20 OFFERING - MATERIAL WORLDS

Sleep & Underwear Collection...

1. MATERIAL WORLD



Drop needle pattern based on Gray Label logo
Soft Cotton - Enzyme Wash

2. MATERIAL WORLD



Ribbed Jersey
Soft Cotton - Enzyme Wash

3. MATERIAL WORLD



Mercerised Cotton
Crisp Handfeel / Tight Spun / Engineered

Stripe
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SS20 OFFERING - STRIPES

Sleep & Underwear Collection...

Keep styles full year (Or longer?)

Seasonal: New Stripe Colour

(Minimums to be checked with Factories)

BASE: OFF-WHITE
STRIPE: NAVY BLUE

BASE: WHITE
STRIPE: LIGHTER NAVY

BASE: NAVY
STRIPE: WHITE

CLASSIC BRETON STRIPE
INSPIRED BY FRENCH MARINE
LOOK



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SS20 OFFERING - STRIPES / OTHER PRODUCTS

Sleep & Underwear Collection...

OTHER USAGES OF THE STRIPE FABRIC - PUFF / BED LINNEN / BAGS / TIPI TENT



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SS20 OFFERING - PACKAGING IDEAS

Sleep & Underwear Collection...



SIMPLE BAGS MADE OUT OF LEFTOVER MATERIALS - WHICH CAN BE USED FOR STORAGE AFTERWARDS



CARTON SLEEVE & SIMPLE "SANDWICH" BAG RECYCLED CARTON



STURDY CARTON BAG THAT CAN BE USED FOR TOY STORAGE AFTERWARD



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ECO IDEAS BRAINSTORM

Future expansion Ideas...

ECO IDEAS BRAINSTORM

What's out there...

Air Dying – Developed by Colorep, AirDye is a system that uses proprietary dyes which are transferred onto fabric with a one step process that uses heat instead of water. The process saves anywhere from 7 to 75 gallons of water per pound of fabric, plus it uses 85% less energy.

Water Saving Story:

- Water saving is getting more and more relevant
- What are the current dyes used for Gray Label?

Bio-Filtering Waste Water – Better known as Sequencing Batch Biofilter Granular Reactor, this comprehensive technology is truly innovative. It helps to remove the most toxic components of textile dyes and produces around 80% less sludge than conventional bio-filters.

Removing Toxic Components:

- Thinking this is still relevant on 100% Eco materials
- What are the current dyes used for Gray Label?

Plastic into Fabric – In the same way that bamboo fibers and other materials are made into thread, up-cycled synthetic material can be broken down, melted, and extruded as fiber. This practice can help us slowly chip away at all those plastic bottles and bags clogging up our ecosystem. Wearing garbage never felt so chic.

Plastic Into Fabric:

- Companies that gathers bottles & bags in specific cities, converting it to materials
- Can be super comfortable material with lots of different looks & usage
- Potential usage: Rainwear / Outerwear

Digital Printing – Prints are applied directly to fabric using a printer, enabling a reduction in water usage of 95% and an energy usage reduction of 75%. Not only that, it also reduces textile waste.

Digital Printing:

- If Gray Label will ever use printing, this should be the technique used

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ADDITIONAL IDEAS

BRAINSTORMING ON POSSIBILITIES...



MINI ME COLLECTION - BRAINSTORM

SS20 Seasonal Collection...

What: *A capsule collection introducing “matching” adult & child styles*

Why: *To create excitement & bringing in simple adult styles to the Gray Label Universe*



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MINI ME COLLECTION IDEA

SS20 Seasonal Collection...

SS20: *Linen - City Look*



The Everyday Clean City Look

SS20: *Summer Dress*



The Everyday Clean City Look

SS20: *Easy Tee*



The Simple Tee look, with a Twist

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LINEN COLLECTION - BRAINSTORM

SS20 or FW20 Seasonal Collection...

What: *Linen Collection*

Why: *Introducing woven material into the Gray Label Universe, Expanding for interest*



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LINEN COLLECTION - BRAINSTORM

SS20 or FW20 Seasonal Collection...



HC Hammer Pants - Unisex



Unisex Outfits - Relaxed fits



Miniature specific only maybe?



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KNIT COLLECTION IDEA

FW20 Seasonal Collection...

What: *A capsule collection introducing fully fashion knits*

Why: *Catering to winter needs and expanding Gray Label universe*

Material: *Brainstorm on sustainable materials - Maybe leftover Cotton from production?*



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KNIT COLLECTION IDEA

FW20 Seasonal Collection...



Cable Knit Chunky



Chunky Rib Jacket



Simple color block



Structured sloughy



Simple stitch w. kid detailing

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LEFTOVER MATERIAL - SPECIAL EDITION

FW20 Seasonal Collection...

What: *Using leftover Materials from Manufacturers*

Why: *Minimising waste & Maximising profit*



Play w. cutlines & inserts



Sewing on dots of diff. color



Creating smaller items - Example: Shorts

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COLOURS BRAINSTORM

SS20 Seasonal Colour Ideas...

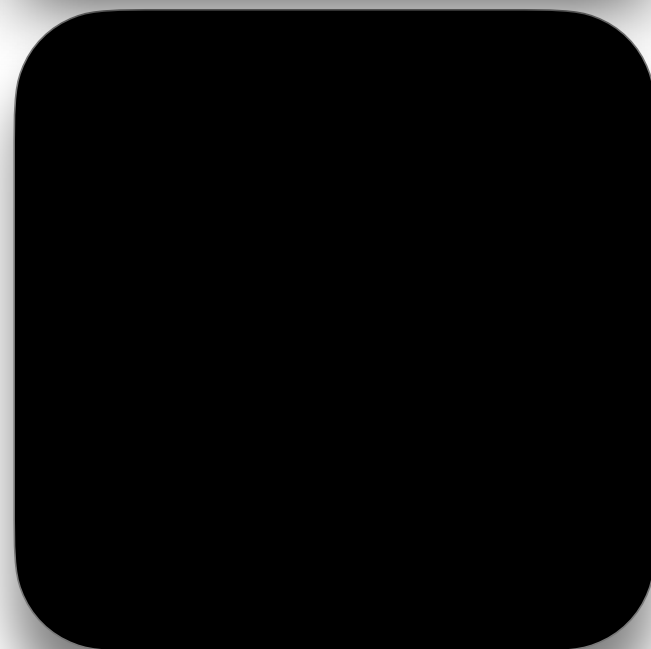
SS20 COLOURS - ESSENTIALS

SS20 Collection...

WHITE



NEARLY BLACK



BLUE GRAY



GREY MELANGE



MUSTARD



RUSTIC CLAY



VINTAGE PINK



SS20 COLOUR BRAINSTORM - MOOD 1 - EARTHY CRAYONS

SS20 Collection...



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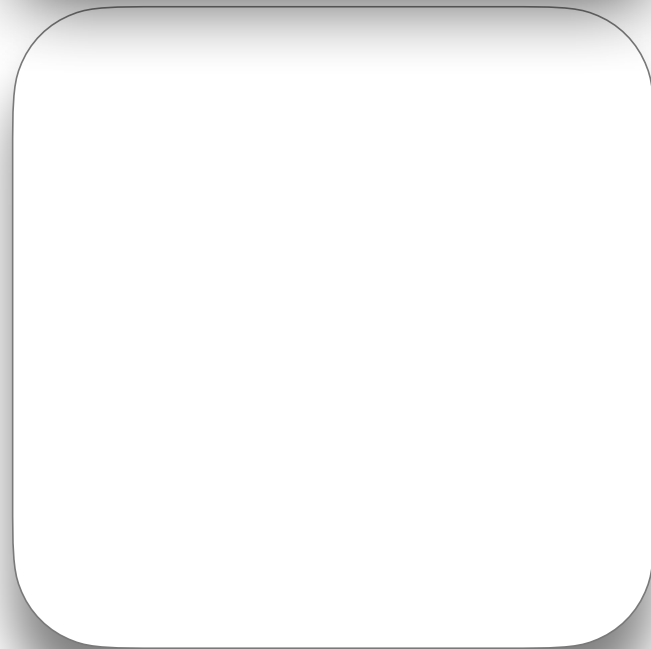
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SS20 COLOURS - ESSENTIALS

SS20 Collection...

WHITE



NEARLY BLACK



BLUE GRAY



GREY MELANGE



MUSTARD



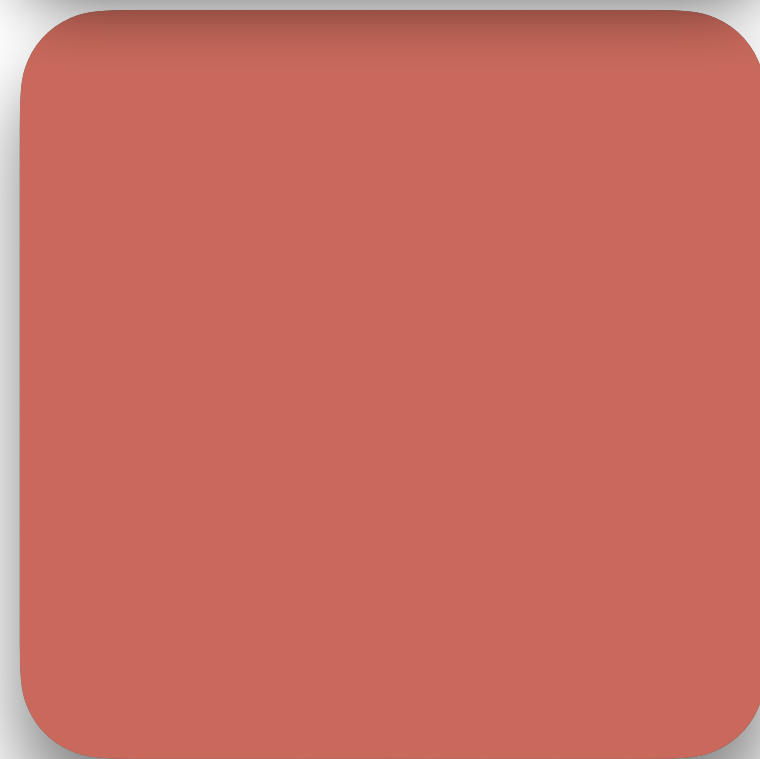
RUSTIC CLAY



VINTAGE PINK



ARAGON 17-1532



12-0722



15-4309



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MANUFACTURERS

Potential New Working Partners...

MANUFACTURER OVERVIEW

Choosing the right partners...

TURKEY

PERA:

Diff. Products
(Istanbul)

MOMTEKS:

Diff. Products
(Istanbul)

**TRAKYA
TEXTILE:**

Knitted Products
(Istanbul)

GUNORM:

All Products (Agent)
(Istanbul)

PORTUGAL

SICI:

Knitted C&S Products
(Porto)

MARIA:

All / TBC
(Porto)

HK-CHINA

HAPPY RABBIT

All Products (Agent)
(HK)

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NEXT STEPS

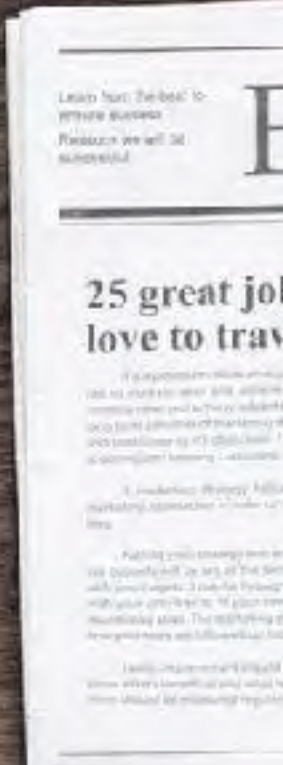
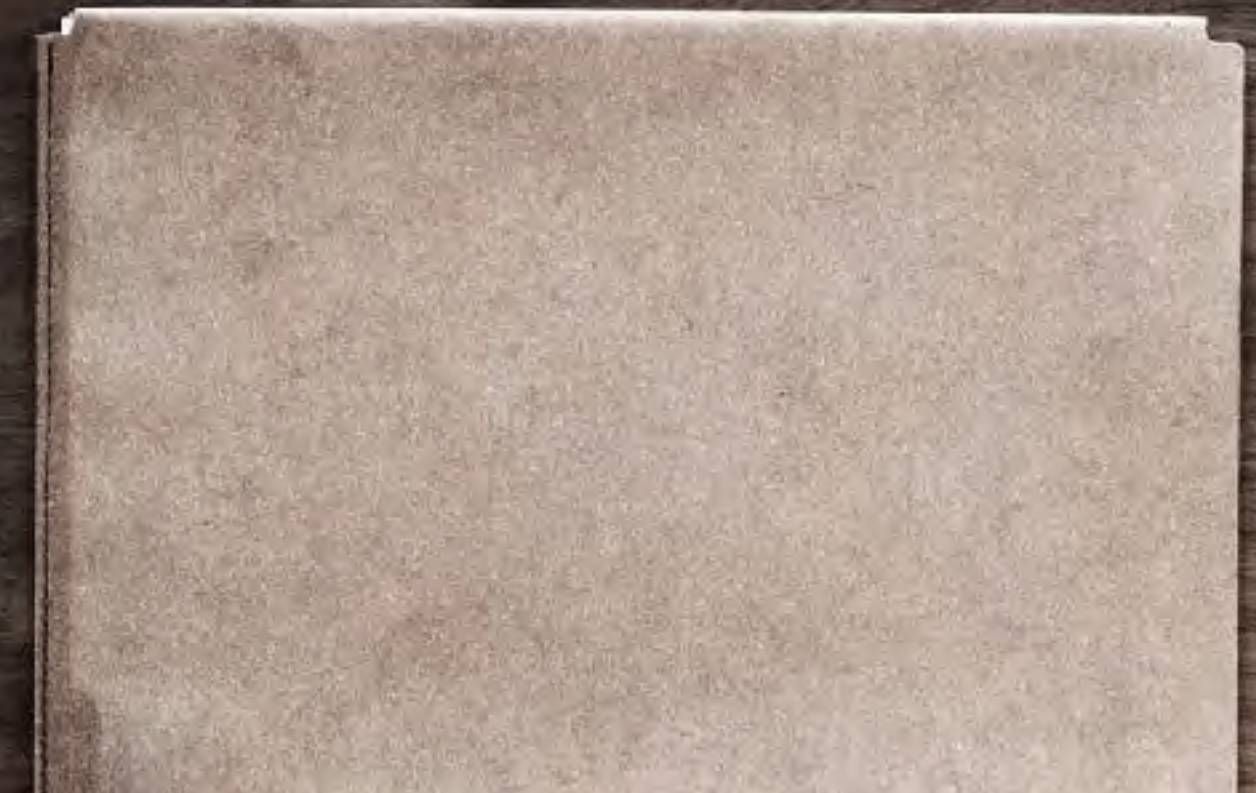


TIMELINE OVERVIEW

Updated Proposal...



CALENDAR						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



TIMELINE OVERVIEW

Proposal to be discussed & adjusted accordingly to internal Calendar...

JULY:

WEEK 27:
Creative Research
on all Projects

WEEK 28:
Creative Research
on all Projects

WEEK 29:
Creative Presentation
Created

WEEK 30:
Creative Presentation
Created

AUGUST:

WEEK 31:
Creative Presentation
Created + Presented IBZ

WEEK 32:
Update Pres, Start Design
Essential Collection

WEEK 33:
Design Essential
Collection

WEEK 34:
Present Amsterdam
Design Sleepwear

WEEK 35:
Design Sleepwear
Collection, Start Seasonal

SEPTEMBER:

WEEK 36:
Design Seasonal
Collection

WEEK 37:
Computerise All styles
Create Colour Overviews

WEEK 38:
Speck Essentials +
Sleep & Underwear

WEEK 39:
Speck Seasonal

?:

WEEK ?:
Review 1st Protos &
Comment
+
Re-Design & Update
specks + Overview

WEEK ?:
Review 2nd Protos &
Comment
+
Re-Design & Update
specks + Overview

WEEK ?:
Review Photo Protos &
Comment
+
Re-Design & Update
specks + Overview

NEXT STEPS

Lets review next steps together...

What: *Update Presentation & Share with Team*

What: *Create rangeplan for all collections w. Emily*

What: *Design Essential Collection*

What: *Present Essential Collection + Discuss Process w. Team*

What: *Design Sleep & Underwear Collection*

What: *Design Seasonal Collection*

What: *Review all Collections - Corrections & Start specking*





!YAY!