



Lagniappe

a little something extra

Group 11

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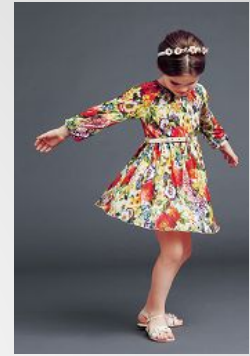
Target Market

- ★ Young girls, ages 4-6.
- ★ Parents, ages 30-40, with average incomes of \$80,000-\$120,000.
- ★ Parents have conservative, traditional values looking for modest appropriate childrens wear, that can go from playground to sunday school.
- ★ Parents looking for quality clothing suited for multiple climates.
- ★ Functionality and versatility



Trend Analysis

- ★ Pinterest
- ★ Dolce & Gabbana's fall/winter children's line
 - floral, lace, and headbands
 - dresses paired with warm winter coats, leggings, and matching headband
- ★ Gap Kids
 - edgier side no floral theme puffer coats, jeans, and sweaters mostly
- ★ Zulily
 - lower price range
 - similar styles as Dolce & Gabbana



Color Trends



Radiant Orchid #18-3224

★ Royal Blue #19-3955

Aluminum #16-1107

★ Aurora Red #18-1550

Misted Yellow #14-0837

Sangria #19-2047

Mauve Mist #15-3207

Cognac #18-1421

Bright Cobalt #19-4037

Cypress #18-0322

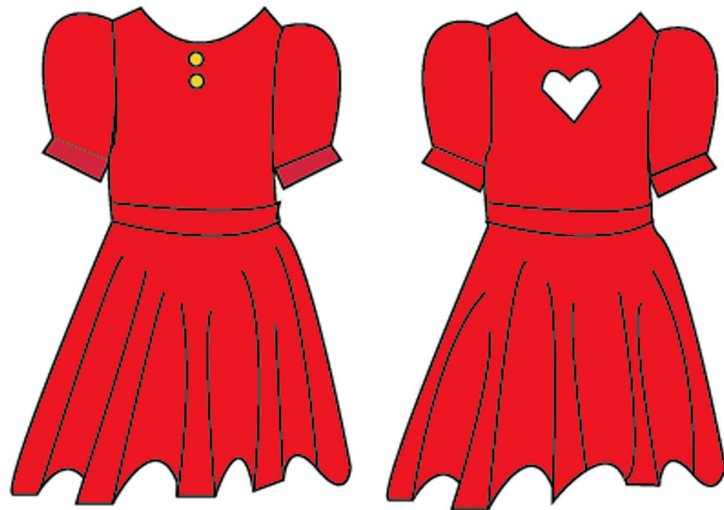
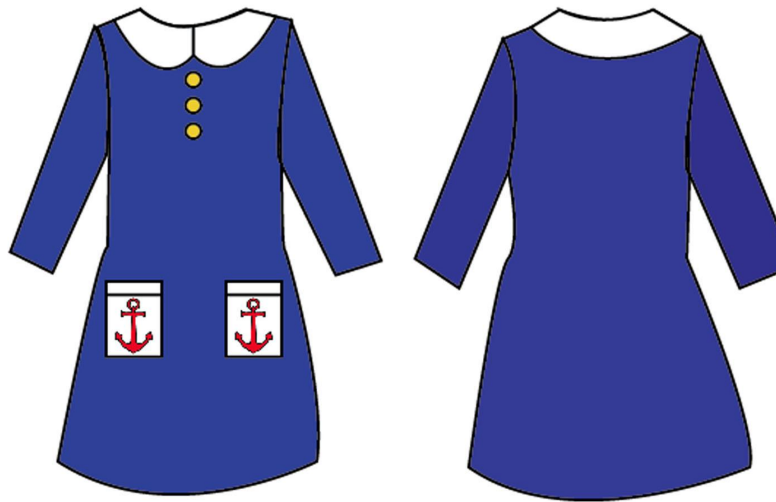


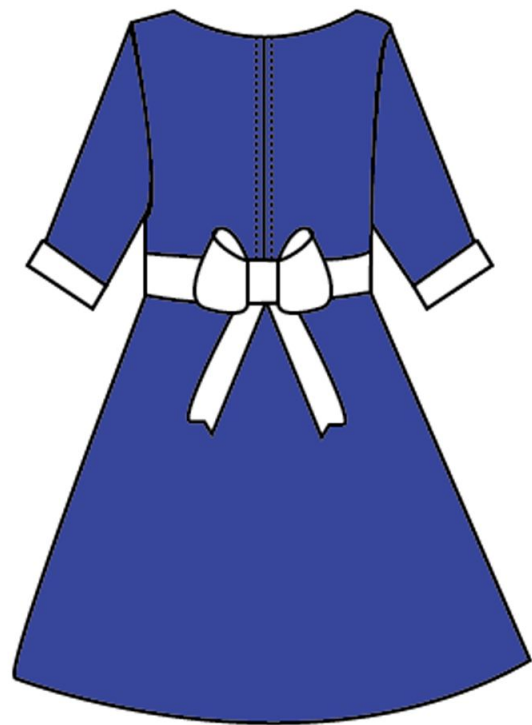
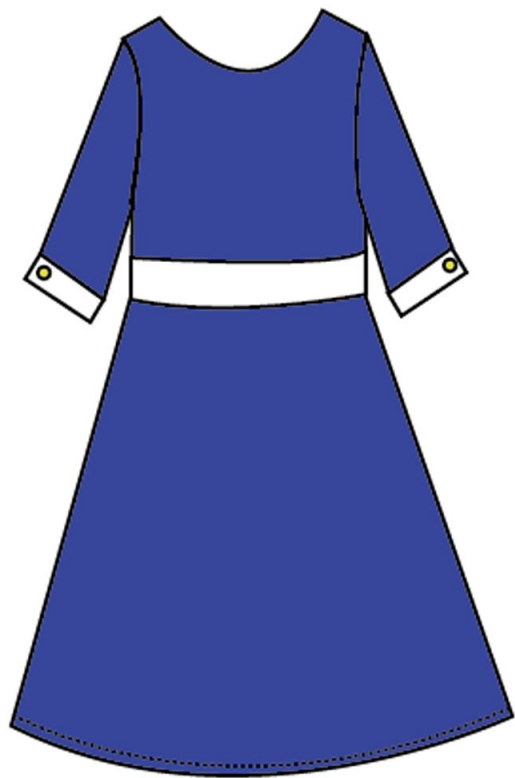
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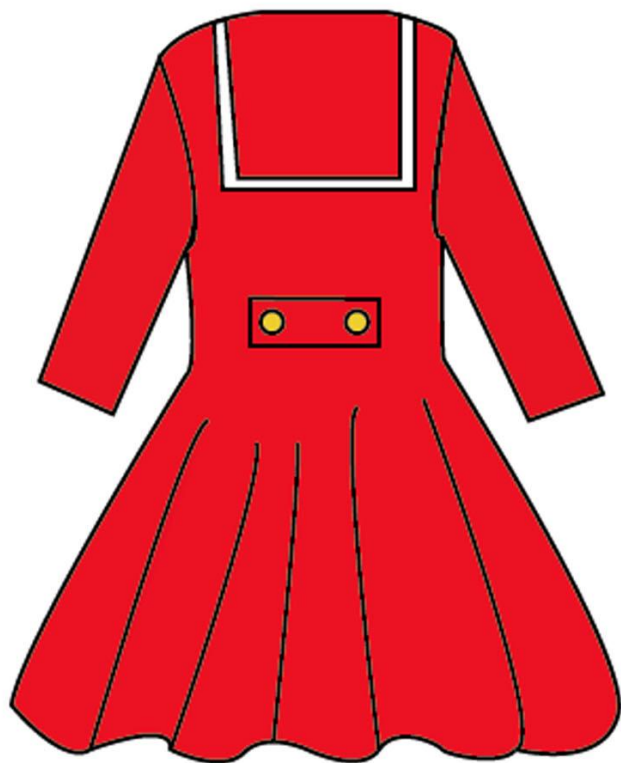
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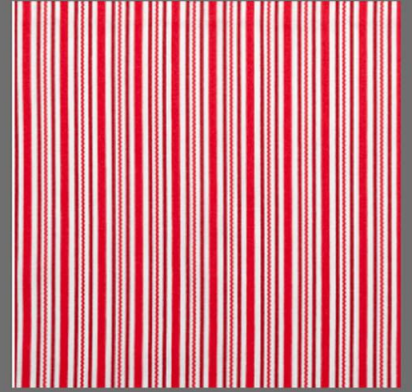
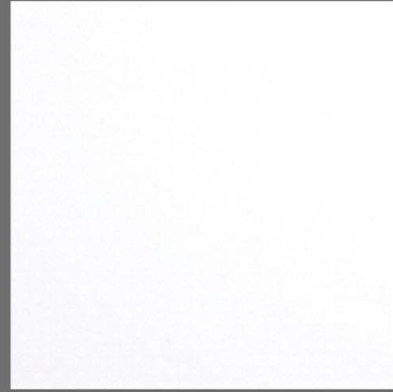
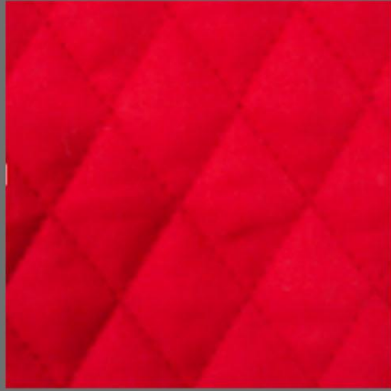
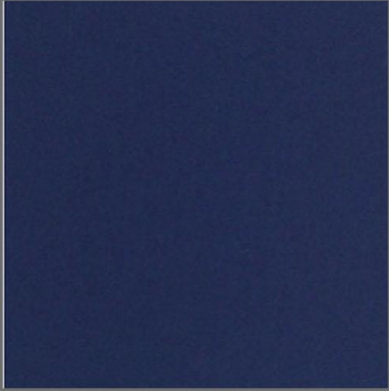
Designs







Fabrics



Solid Navy 100% Cotton Plain Weave, Red Diamond Double Faced Quilted fabric, White on White Polka Dot keepsake Calico 100% Cotton, Candy Stripe 100% Cotton



Estimate Costs

| | |
|--------|----------|
| Year 1 | \$80,950 |
| Year 2 | \$68,950 |
| Year 3 | \$68,950 |
| Year 4 | \$93,500 |

Potential Profitability

| Year | Units/Category | Profit for Pieces | Total Profit |
|------|----------------|-------------------|--------------|
| 1 | 100 | \$70,800 | \$48,250 |
| 2 | 100 | \$70,800 | \$60,250 |
| 3 | 100 | \$70,800 | \$60,250 |
| 4 | 150 | \$106,050 | \$95,500 |

