



Version 77

Our Mission



Our mission is to achieve outrageous looks for musically inclined to the metal and grind core genres. Our woman is independent and lives within the LA basin area.

Target Market



- Demographic: Women
- Age: 20 – 35
- Income: \$70,000 and up
- Shopping Habits: buys clothing when wanted, not needed.
- Psychographic: Not your typical women, goes out and parties more frequently, works a job in the fashion or music industry, is very out going and wants to make a statement when she gets dressed in the morning.

Market Analysis

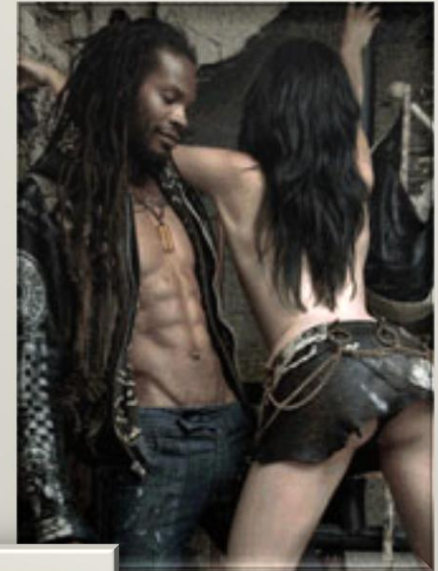


- Category: Women's RTW
- Trend: Gentle Grind core
- Season: Spring 2010
- Our Competitors: Junker Designs, J. Ransom L.A. & Forgotten Saints Los Angeles

Junker Designs



“At Junker (est. 2001) we started with stuff we dived outta dumpsters, everything is made with our grubby little paws. We’ve mutated, overdyed, rusted, painted, buried or bled on every piece. The clothes are all one of a kind, made from denim, leather, whatever we can get our hands on.” – Todd & Giuliana



J. Ransom L.A.



"J. RANSOM is an upscale clothing store located in the heart of the shopping district ...This innovative lifestyle boutique is always introducing on the edge fashion designers for work or play... The average customers of J. RANSOM are successful people between 20-60 yrs old that know what they want...Our customers do not want to purchase clothing that is mass-produced; therefore they desire unique brands and styles and are willing to pay higher prices for it." - J.Ransom

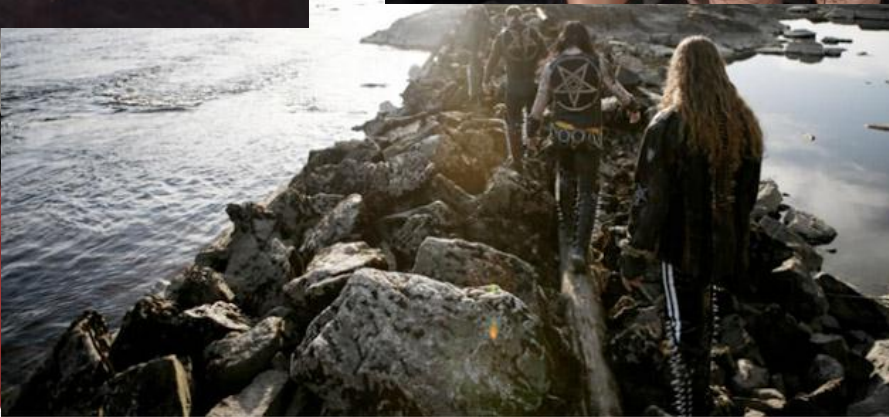
Forgotten Saints

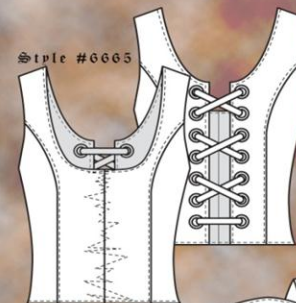


“... conjures custom pieces for individuals and styles entire looks for tours by hand.” – Cody Varona



Unorthodox Manifesto





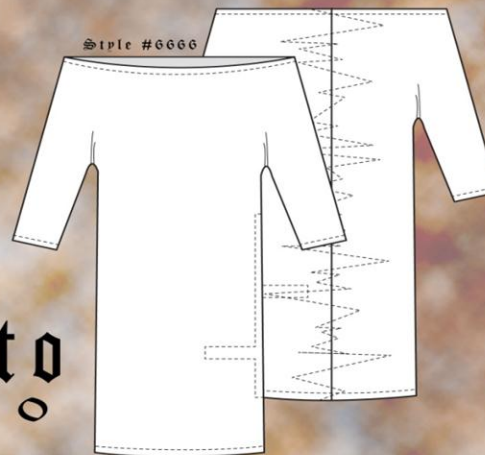
style #6669



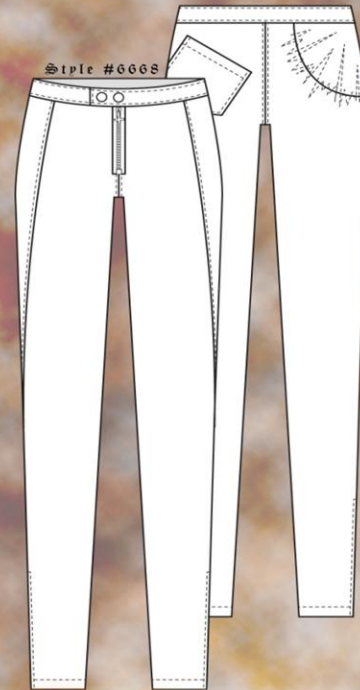
style #6667



style #6666



style #6668



Unorthodox Manifesto
Spring 2010

Unorthodox Manifesto

Spring 2010



ale
Designs



12-03-09
ale
12-03-09
ale

T-Shirt
Short Sleeve
12-03-09
ale
1Paired
Self
XS S (M) L XL

T-Shirt Front
12-03-09
ale

1Single
Self
XS S (M) L XL

T-Shirt Back
12-03-09
ale

1Single
Self
XS S (M) L XL

Self Fabric Marker



Contrast Fabric Marker





- | Cost Sheet | | | | | |
|------------------------------------------------------------|-----------|---|--------------------|--------------|-------|
| Style No. : 6667 | | | Date: 12/14/09 | | |
| Description: Leather four pocket jacket | | | Season: Spring '10 | | |
| Fabric: Deer skin leather | | | | | |
| Size: | XS | S | M | L | XL |
| Size Scale | 1 | 2 | 3 | 2 | 1 |
| Material: | Yardage: | | Price: | Cost: | |
| 30" Deer Hide | 2 pieces | | \$25.00 | | |
| 50" Cotton Linning | 1.5 | | \$12.00 | | |
| | | | | | |
| | | | | \$68.00 | |
| Trim/ Findings: | Quantity: | | Price: | Cost: | |
| Snaps | 4 | | \$2.00 | | |
| Heavy Duty Thread | 5 yards | | \$5.00 | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | \$7.00 | |
| Labor: | Cost: | | | | |
| Sewing: | \$35.00 | | | | |
| Grading: | \$2.50 | | | | |
| *Marking | | | | | |
| Cutting: | \$1.00 | | Shipping: | Description: | Cost: |
| Fusing: | | | Duty: | | |
| Total Labor: | \$38.00 | | Overhead: | | |
| Total Manufacturing Cost: \$113.00 | | | | | |
| Whole Sale Price: 45% and 55% Mark Up: \$256.85 & \$262.80 | | | | | |
| Retail Price: 55% and 60% Mark Up: | | | | | |

Kiitos

