

BOLD

the new era of confidence

Spring 2014 Collection

Plus Size Market

-Blouses, Skirt, Shorts, Pants, Jumpsuit, Dresses, Blazer

Style: Structured, Polished, Trendy, Fashionable
Sizes 12-26

Ages 21-35

Price Range: \$50-\$500

Median Income: \$30,000- \$100,000

“Urban Uptown” Market Segment

-Young & Successful

-Educated

-Fashion forward

-Courageous

Fabrics: Linen, Leather, Lace, Poplin, Cotton

Competitors: ASOS Curve, Torrid, Forever 21+, H&M+

Fashion Merchandising Duties

- Research Market Segment of Plus Size Industry
- Customer Demographics
- Defining our Customer's needs
- Researching design elements for plus size garments
- Sketching
- Sourcing appropriate fabrics for garments
- Moodboard
 - fabric swatches, inspiration
- Sewing, Cutting, Adding Hardware, Buttons, Zippers
- Logo
- Business Cards / Letterhead
- Labels / Hangtags
- Store Development
 - Create store concept
 - Store Layout
- Social Media
 - Blog (Wordpress)
 - Facebook, Pinterest
- Photoshoot
 - Develop concept
 - Search for models, location, photographers, makeup artists, etc.
 - Styling
- Lookbook