



(Photography by Rylee Hitchner)

DC

DE'JEANNE CARYN
BRIDAL

SUSTAINABLE • INCLUSIVE • AUTHENTIC
A LOVE STORY REIMAGINED.



“Lillian West” Bridal Elegance Studio.”



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(Photography by WeddyWood)

THESIS ABSTRACT

De'Jeanne Caryn focuses on the need for sustainable options in the bridal market. The fashion market is beginning to undergo major changes as it recovers from the aftermath of the Covid-19 pandemic. There has been a significant shift in fashion consumers, with many individuals wanting to shop eco-friendly and ethically made products. However, this emphasis on sustainability has yet to enter the bridal industry. The creation of wedding attire creates a large amount of waste for a garment that will often only be worn one time. De'Jeanne Caryn Bridal hopes to offer a place for consumers to purchase their bridal wear with minimal impact on the environment.

EXECUTIVE SUMMARY

De’Jeanne Caryn Bridal is a contemporary women’s wear brand that specializes in bridal. The brand will operate from a brick-and-mortar store and offer a selection of fashion forward bridal pieces in an inclusive size range.

With the rising number of consumers wanting to purchase from sustainable and fair practice brands, especially Gen-Z and younger Millennials, the need for sustainability in the field of bridal and special occasion is also on the rise. De’Jeanne Caryn will prioritize being eco-friendly and inclusive by placing an increased importance on materials used to the production methods to create the garments and the packaging. The brand will strive to be an inclusive brand, offering garments and silhouettes in extended sizes (0-32).

De’Jeanne Caryn Bridal will be located in Houston, Texas, specifically in the Theater District. Houston is centrally located, home to an international airport, and one of the largest economic hubs in the country. It is also one of the largest and most diverse cities in the United States, encompassing a variety of people and cultures. The store will be located in a walkable area with many nearby restaurants and businesses. De’Jeanne Caryn Bridal will fit right in this area and offer a selection of bridal garments that cater to the unique bride.



(Photography by Ten23 Photography)

The brand’s target market are women considered to be younger Millennials and Generation-Z with a range of product suitable for varying demographic profiles. This target market group makes up more than 50% of Houston’s 2.3 million population.

Direct competitors of De’Jeanne Caryn Bridal are bridal boutiques located in the Houston area, and indirect competitors encompass other sustainable bridal brands that may not be located in the area.

De’Jeanne Caryn Bridal will focus solely on Bridal in the first year to keep assortment and cost down, but in year 2 the brand will expand to bridesmaid and special occasion attire. The anticipated start-up costs for De’Jeanne Caryn Bridal is estimated to be \$323,752, with an estimated first year revenue of \$1,378,000.

BUSINESS CONCEPT

De’Jeanne Caryn is a contemporary women’s brand that specializes in bridal attire. The brand will feature a selection of garments that are feminine, romantic, and ethically made for the eco-conscious consumer.

Timeless, Romantic, and Fluid. A Love Story Re-Imagined. We pride ourselves on creating and providing customers with more than just a dress.

BUSINESS DESCRIPTION

De’Jeanne Caryn Bridal is a direct to consumer brand that will operate from its own brick-and-mortar store, located in Houston, Texas, and utilize an e-commerce platform as a marketing tool. De’Jeanne Caryn will offer a mix of fashion-forward and classic items and sell at a contemporary price point. The brand will have an intense focus on sustainability, utilizing organic and recycled materials, eco-friendly packaging, and ethical production methods. We will strive to be an inclusive brand, offering a selection of garments in extended sizes (0-32).

De’Jeanne Caryn Bridal will differentiate by offering bridal attire at a consistent price point for all sizes. The product assortment will include traditional and fashion-forward silhouettes and colors that are created with the environment in mind.



(Photography by WeddyWood)



(Photo: Taylor Jewell for Lela Rose)

MISSION STATEMENT

“To make all our customers feel beautiful and accepted, De’Jeanne Caryn is committed to creating and offering wedding attire to Houston brides that is inclusive, eco-friendly, ethically sourced, and made with love.”



(Photography by MillyBridal)



(“Scout Bridal” Green Wedding Shoes)



(“Romina” Ines di Santo)



(“Faith” Justin Alexander)



(Luxury Bridal - Liberty in Love)



(“Mimi” Galia Lahav)



(“Luxury Bridal Wedding Dress” JuneBridals)

VISION STATEMENT

“To create bridal attire that allows all customers to express themselves while maintaining a kinder relationship with the Earth.”

SUSTAINABILITY

The brand will have an intense focus on sustainability, highlighting materials that are kinder to the environment, such as organic and recycled materials.

INCLUSIVITY

We will strive to promote size inclusivity in the bridal industry. We will offer a selection of styles and products in sizes 0-32, with the addition of offering alterations to accommodate all customers.

AUTHENTICITY

Reports regarding fabrics and materials used in production, suppliers, manufacturers, and production practices will be made available to all consumers on the website.

OUR VALUES



(Photo by The Life Adventure)



(Photo by Picture Me & U)



(Photo by shonaj)

TIMELESS.
CLASSIC.
ROMANTIC.
A LOVE STORY
REIMAGINED.

A contemporary women's wear brand that specializes in bridal and special occasion garments, we pride ourselves on creating and providing customers with more than just a dress.

FASHION BLOOMING WITH LOVE FOR PEOPLE AND THE PLANET.

01. Increase Brand Awareness

02. Sales Growth & Financial Stability

03. High Customer Satisfaction

04. Trendy Eco-friendly Products

BUSINESS OBJECTIVES



(“The Meghan Markle Effect” Fashionista.)



MARKET RESEARCH PESTEL

KEY TAKEAWAYS

- The average age of marriage is increasingly rising as Millennials and Generation Z are placing marriage lower on their list of goals to accomplish. This impacts my business specifically because I am in the bridal sector. With the average age of marriage increasing, that means the average age of the bride is increasing, this will affect who my target consumer is.
- There is actually privilege for those who are married. While these privileges do not have to be in place, while they are, it increases the likelihood of couples making it official and tying the knot. This impacts my brand because it means the wedding and bridal industry will always be existent in some capacity.
- The pandemic actually caused a positive shift in the overall attitude towards marriage. The pandemic caused more couples to spend close knit time together and created a desire in some couples to commit to marriage. As a result, weddings are on the rise. This impacts my business because my potential target market is increasing.
- Currently, Inflation and Interest rates are huge factors in consumer behavior currently. Rising prices leads to higher costs of production and operation costs. This impacts my business because rising costs of production and operation will lead to increased product cost, which will need to be kept low to increase profit.
- Blockchain in the fashion industry will be increasingly more prominent, especially in luxury brands. This technology can be used as a way to prevent fakes and ensure transparency in the supply chain. This impacts my business because blockchain could be utilized to trace the process from supply chain to ensure that ethical and sustainable practices are used.
- Conscious Consumption has increasingly been on the rise. This is beneficial for my brand as we are selling a product that is based on the positive social, environmental, and ethical impact.
- There has been an executive order put in place to strengthen the US supply chain. This order could be beneficial with the increase of manufacturers in the United States, and the options to manufacture domestically. This impacts my business because I would like to manufacture domestically, and it will widen the number of domestic manufacturers.

POLITICAL FACTORS



(“The Respect for Marriage Act signing ceremony” Reuters.)

Marriage Equality

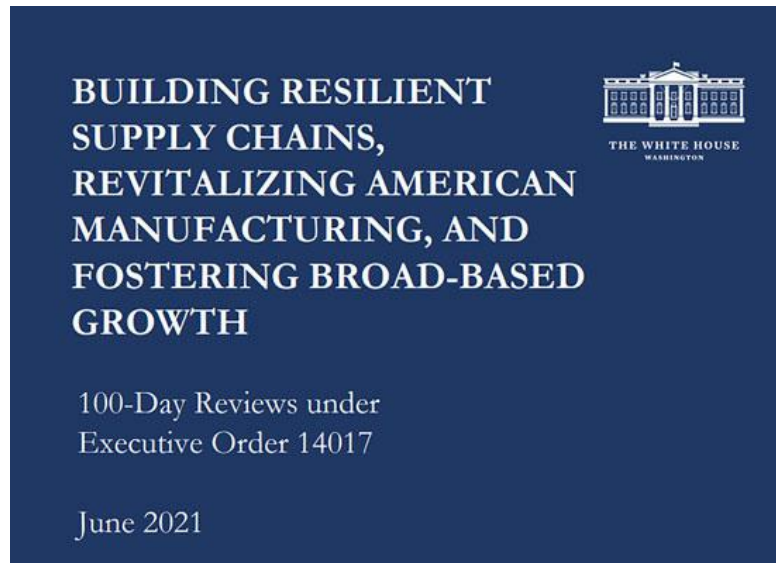
After the Supreme Court Case, *Obergefell v Hodges*, all states are required to recognize same-sex marriage (Warburton). Marriage equality is still a fight in many states for same-sex couples, including Texas, a predominately republican state. Houston, although one of the largest Texas metropolitan areas, “has the lowest percentage of same-sex couple households (Derr)”. These statistics, however, come with a variety of stipulations. The method in which the Census collects its data will only count “households headed by same-sex couples (Derr)”, meaning that this percentage does not include couples that are living together or couples that are not living together.

However, in 2019, a Houston judge threw out a “six-year-old lawsuit” that taxpayers filed to keep the city from having “to pay spousal benefits for same-sex spouses of municipal employees (Platoff)”. This was considered a huge win for the city of Houston, as the fight for equality and human rights for same-sex couples continue. The Texas House currently has a record number of lawmakers who openly identify as LGBTQ making up almost 15% of the democratic party in that chamber (Nguyen). Although there is an increasingly polarizing wave of bills targeting the LGBTQ community, the growth in representation of LGBTQ legislators in the chamber show that the support from Texans is present and growing (Nguyen).

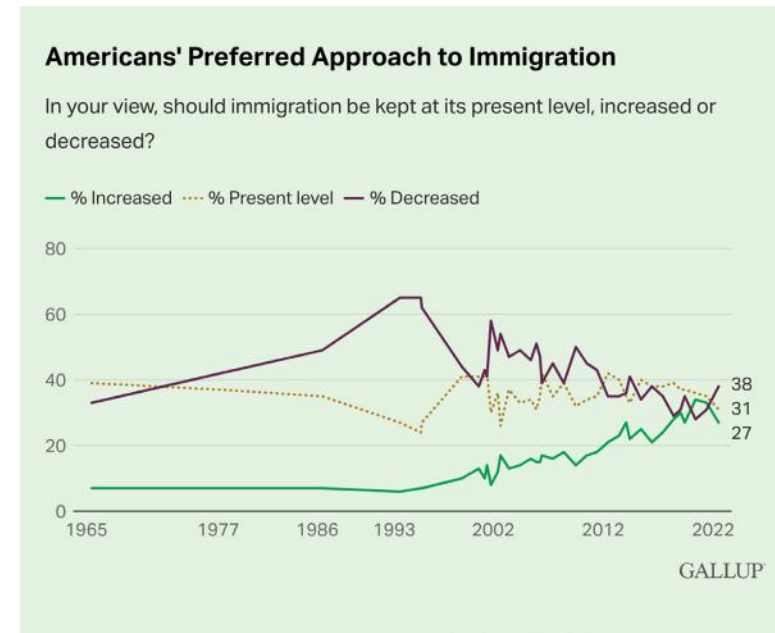
Executive Order 14017

In 2021, President Biden signed Executive Order 14017 with the intent to strengthen the U.S supply chains. The administration evaluated and assessed risks in the supply chain and established a “first-of-its-kind Supply Chain Disruptions Task Force (SCDTF)” (“The Biden-Harris Plan”). This task force was created in order to provide solutions for post-pandemic economic recovery. Within the first year of President Biden in office, 367,0000 manufacturing jobs were added to the economy. This is the most in almost thirty years, with many companies deciding on new investments in the American manufacturing (“The Biden-Harris Plan”). The American port has also moved “a record amount of cargo, and inflation-adjusted retail inventories” ensuring retailers had fully stocked shelves.

The Biden-Harris Administration has taken many strides towards strengthening the U.S. supply chains, and there are many plans for the future that will be beneficial to American companies. For example, the initiative to expand access to capital for small manufacturers, will allow small businesses the capital needed in order to grow and compete. The new State Small Business Credit Initiative will allow billions of dollars to be lent and invested into domestic small businesses, including small manufacturers. There will be assurances in place to guarantee that this money is going to small businesses, as the SBA will “prioritize licenses for Small Business Investment Companies” (“The Biden-Harris Plan”).



(“100-Day Review under Executive Order 14017”, The White House)



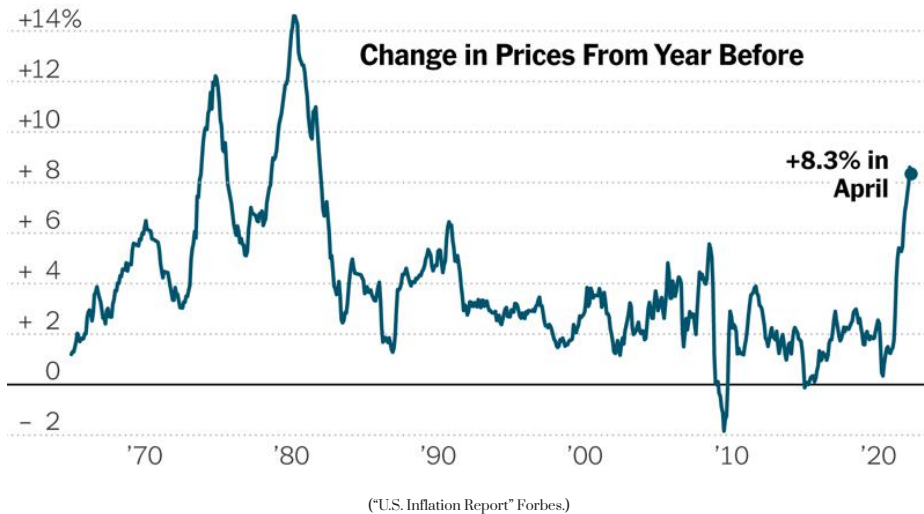
(“Americans' Preferred Approach to Immigration” GALLUP.)

Immigration

Immigration in Texas is often a hot topic with the state being positioned right along the border. Immigration law enforcement falls under federal jurisdiction and responsibility, yet the governor of Texas, seems intent on taking matters into his own hands. Governor Greg Abbott has given the approval for the National Guard troops and state law enforcement to apprehend and return immigrants to ports of entry. Governor Greg Abbott and his political party have increasingly been applying pressure to be able to invoke a stronger state role in the responsibility of deporting immigrants (Barragan & Svitek).

There are mixed views regarding immigration in the United States. However, support for immigration had reached an all-time high two years ago, with 34% of Americans believing it should be increased (Saad). This number has dropped in the past two years with only 27% of Americans in 2022 believing immigration should be increased (Saad). This number however is drastically increased when looking at political party, with 69% of Republicans believing that immigration should be decreased (Saad). Considering the unwavering party identification of Texas, it is no surprise the efforts that Governor Greg Abbott is making to demonstrate state power at the border. This openness to immigration, however, is changing as younger generations believe that immigration is a human right.

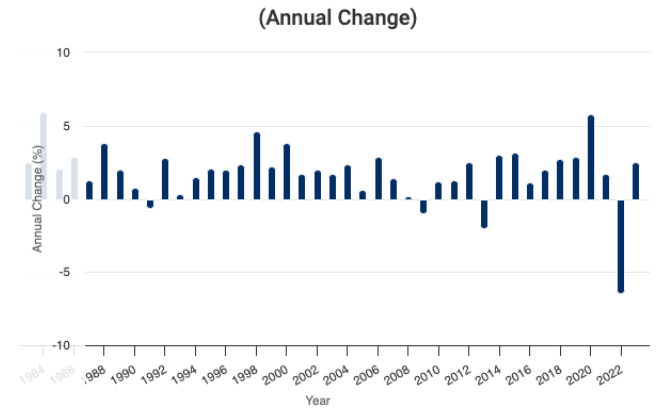
ECONOMIC FACTORS



Inflation Rates

Post Covid-19 pandemic, it seems the factors contributing to increasing inflation is endless. After the supply chain and parts shortages when first exiting the pandemic recession, there was an increase in consumer spending. Pair this with the invasion of Ukraine that caused gas and food prices to increase drastically (Rugaber). While efforts are being made by the Federal Reserve to slow inflation rates by increasing interest rates, these efforts are not working as quickly as they hoped (Semuels). With the U.S. adding over half a million jobs and retail sales jumping higher than they have in the past two years, many people are under the incorrect impression that the raised interest rates have no effect on them (Semuels).

However, this is certainly not the case. Not only do increased interest rates impact those applying for homes and large purchases, but it also affects those with credit card balances. The increased interest rates also make it more expensive for businesses, big and small, to borrow money. Businesses will then pass this higher cost of operation down to the consumer, either by raising costs or laying off workers to compensate for the loss of money (Semuels).



(U.S. Annual Percentage Change of Per Capita Disposable Income" IBISWORLD.)

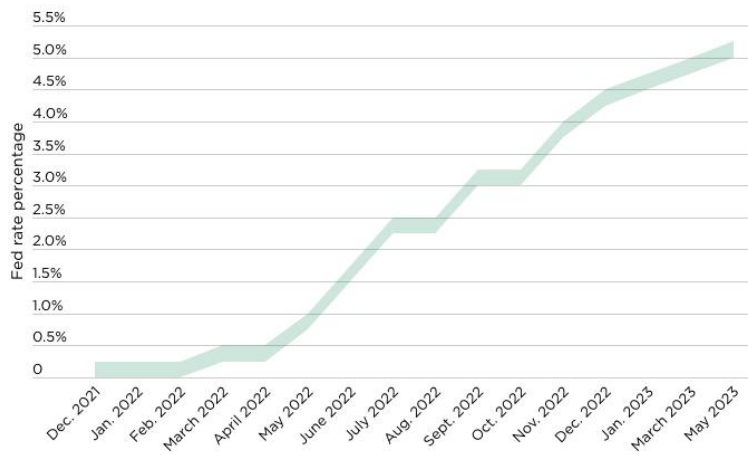
Disposable Income

Disposable income in the United States has fluctuated drastically within the last few years due to impact that the Covid-19 pandemic had on the nation ("Industry Market Research"). Per capita disposable income initially started declining in 2020 as a result of the "economic fallout" that the pandemic ensued ("Industry Market Research"). However, due to the government stimulus payments and tax breaks, the economy saw a 5.8% increase in disposable income through the year ("Industry Market Research"). In spite of that increase, the economic recovery has been sporadic over the past couple of years, "increasing as much as 28.2%" and "decreasing as much as 10.1%" in the span of a few months ("Industry Market Research"). But, overall, the economic recovery has been steady and per capita disposable income is forecasted to slowly begin increasing ("Industry Market Research").

The current average household per capita disposable income in the United States in \$51,147 per year ("United States"). However, in Texas, disposable income was approximately \$54,488 ("Texas Disposable"). This number is slightly higher than the nation's average and is expected to continually increase within the next few years ("Texas Disposable").

The last year of Fed rate hikes

The Federal Reserve has been raising its funds rate at a steady clip to combat inflation.



Source: The Federal Reserve Bank of New York

(“The Last Year of Fed Rate Hikes” The Federal Reserve Bank of New York.)

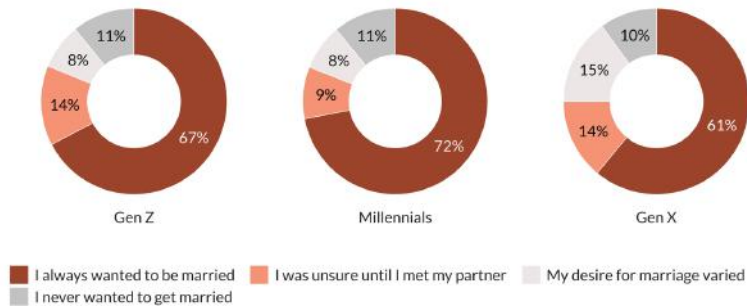
Interest Rates

The Federal Reserve has been working rigorously to curb inflation by raising the federal funds rate. The federal funds rate is the interest rate that “U.S. banks pay one another to borrow or loan money overnight (Smith)”. In May of 2023, the U.S. “Federal Reserve voted to increase interest rates to a 16-year” all time high (Reed). This has been the 10th hike in interest rates by the Federal Reserve in a 10-month span (Reed). The priority has been bringing down inflation which reached a 40-year high due to the Covid-19 pandemic (Reed).

The current interest rate is at 5% to 5.25%, and while statements from the Fed Chair convey the increasing interest rates could be nearing an end, this is all dependent on the impact of current policy actions (Reed). These “tighter credit conditions” for businesses and households will play a large part in the upcoming economic activity and inflation (Reed). While the Federal Reserve is adamant that the economy is stable and sound, the Federal Reserve staff have “publicly suggested that at least one more rate increase” should happen, and more are potentially on the table (Reed).

SOCIAL FACTORS

Generational Perspectives on Marriage



Source: Brides American Wedding Study 2020, Gen Z (N=80), Millennials (N=1018), Gen X (N=332)

BRIDES

(“Brides American Study” The Knot)



(“Heap of money Marriage Topper” The New York Times.)

Changes in Attitude about Marriage

As the world is going back to a state of normalcy post pandemic, a shift in views and perceptions of marriage has remained. The uncertain times during the Covid-19 pandemic led to stronger relationship commitments. Results from a survey conducted by BRIDES, portrayed that 82% of couples stated, “living through the pandemic has actually made them want to marry more” (Cuccinelli). The unknown possibilities of the future gave many couples a lot to think about regarding their relationships, and determined that while the wedding can be postponed, marriage doesn’t start when a ceremony ends (Cuccinelli).

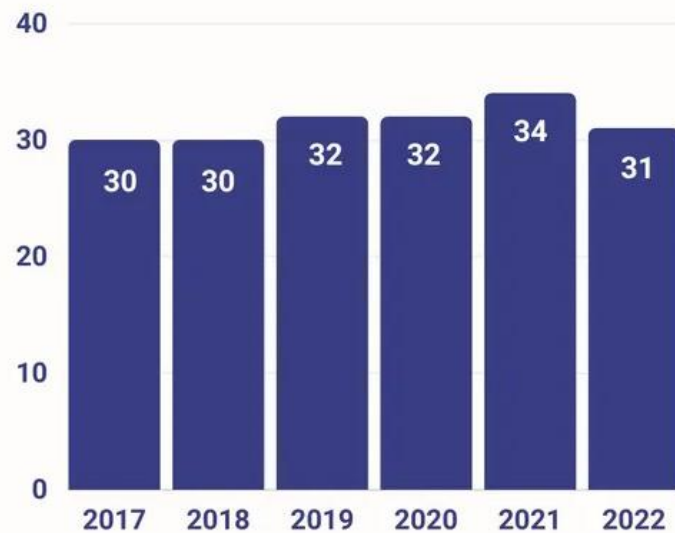
While many couples have come to the realization that they don’t want to wait for marriage due to love, millennials and Generation-Z are also hoping to be at the alter for completely different reasons. Studies show that Millennials and Generation-Z are feeling increasingly pressured to hit major life milestones, such as getting married, buying a house, and having children (Crew). This number is higher than previous generations, as younger people strive to tick off the boxes and accomplish these life achievements. Marriage was ranked as the second highest milestone that younger generations feel compelled to reach (Crew). So, while some are rushing to the alter for love and others for achievement, the pandemic has placed a new importance on marriage for the younger generations.

Marriage Privilege

Marriage in America provides benefits that go beyond being able to officially change your relationship status. There is a widening financial gap between married couples and single individuals between the ages of 25-34 years old (Filipovic). Married couples are reported to be worth nearly nine times more than single individuals in this same age range (Filipovic). This number has increased drastically from the former statistic in 2010, when married couples were only worth four times more than single individuals (Filipovic).

Taking into consideration the married couples two incomes, as opposed to single income, they will automatically have more resources available to them. However, there are still benefits offered to those who have signed a marriage certification, that those who are single are not offered. Married men, for example, are granted a pay raise, making more than single people of any sex, and their married counterparts (Filipovic). Married couples are also granted financial privileges, such as “tax breaks, Social Security benefits, and health insurance” (Filipovic). Looking at the data, it is true to assume that it pays to be married in today’s U.S. economy.

Average Age of Marriage in the US



Source: The Knot Real Weddings Study, 2022

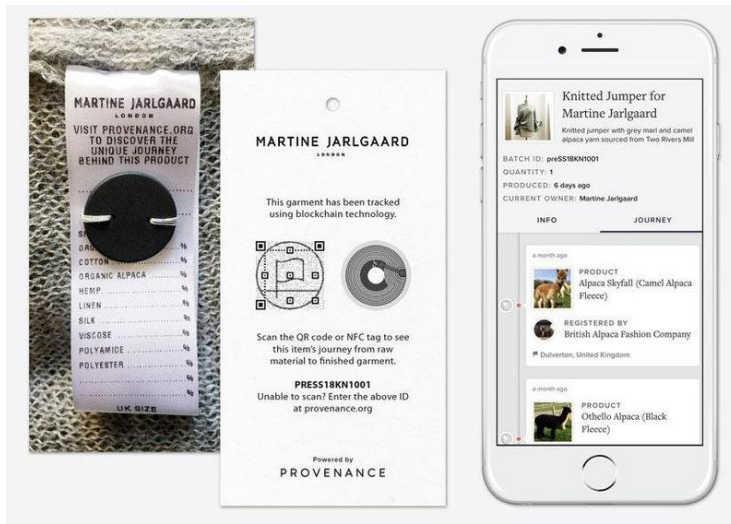
(“The Knot Real Weddings Study” The Knot.)

Average Age of Marriage

After the pandemic, there was a surge in marriage and weddings, but as the world is going back to pre-pandemic normality, wedding numbers are starting to return to normal. During the pandemic, the average age of marriage increased significantly as many couples had to postpone their weddings due to lockdown or restrictions (Lee). However, in 2022, the United States saw a decrease in the average age of marriage, as wedding postponements have significantly reduced. In a study conducted by The Knot, the average age for female participants to get married was 30 years old and male participants was 32 years old (Lee). This decline in age of marriage does mark a change in the previous trend.

However, as Generation-Z starts to enter the marriage market, there will be another factor to consider when discussing the average age of marriage in the United States. With an increase in the age of marriage, studies show that couples tend “to take more ownership in the wedding, as well as sharing the expenses” (Lee).

TECHNOLOGICAL FACTORS



(“Blockchain technology used to track the supply chain” TechPacker.)



(“Artificial Intelligence in Fashion” Forbes.)

Blockchain in Fashion Industry

Blockchain is a tool that is used to share information, transactions, and transactions in a business network (IBM). Blockchain allows for information to be shared immediately and stored on a ledger that can only be accessed by those with special permission. Users and member of blockchain share a single view and can see all details from beginning to end. Blockchain has become increasingly common in the textile and fashion industry, as it is a way for companies to increase transparency and traceability in the supply chain (Kochar).

Companies are using blockchain to keep track of stages in production in a push to increase ethical business practices, sustainability, and transparency with consumers. Blockchain can also be used as a method of preventing counterfeit goods, as those without a blockchain link will be notably fake (Kochar). Brands can use blockchain as a way to interact with consumers and give them insight about the product they are purchasing and its origin story (“Blockchain in Fashion”).

Artificial Intelligence

Artificial Intelligence is becoming increasingly more prominent during the shopping experience to improve customer experience. AI is seen on virtually every retail website, typically as a chat box, available to help elevate the customer shopping experience. However, artificial intelligence can be used in more ways than just chat boxes. AI can be used for inventory tracking, prediction tools, and data management (Kochar). This technology can help improve supply chain management and can allow businesses to make informed decisions on when to purchase new inventory and restock. This cuts costs and improves efficiency (Ginsberg).

While there are many benefits to artificial intelligence, there are also some effects of AI on the human workforce. With the increasing capability of AI technology, there is an increased risk of the fashion industry becoming “less individual and less creative” (Ginsberg). The risk of fashion becoming homogenized can lead to a “decline in the quality of fashion products” (Ginsberg). However, taking into consideration the benefits and risks of artificial intelligence, most of the fashion industry is embracing the technology with open arms.



(“Cartier through Time” WGSN.)

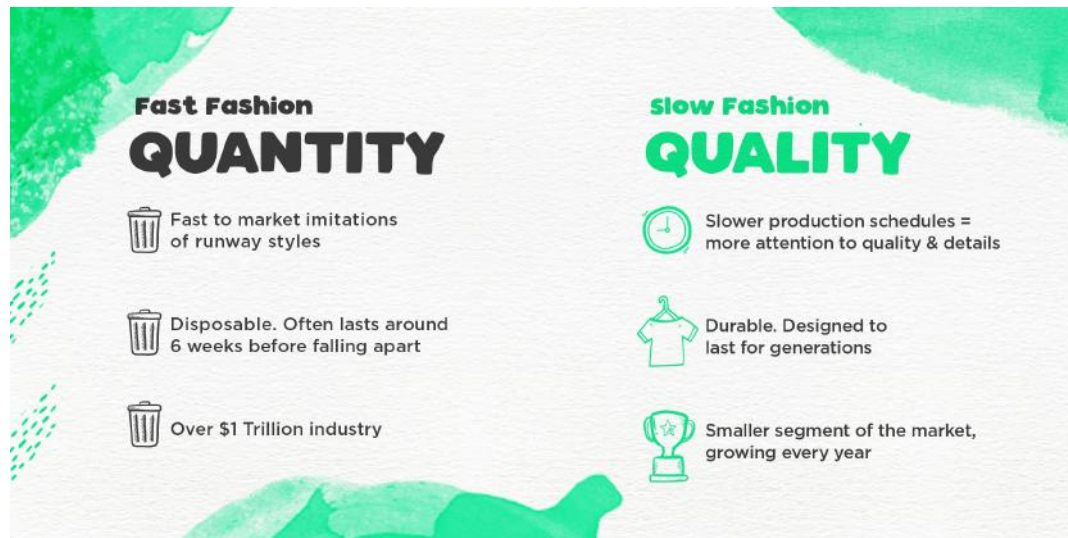


Retail and Augmented Reality

Fashion brands have taken to infusing the latest technology into their marketing and brand exposure. Augmented reality (AR) is the newest trend that is being rapidly adopted by many brands. AR is most commonly known in the fashion industry for its abilities to simulate trying on clothing. This software is becoming increasingly accurate in the capabilities in which people can visually see if they like a style or look of a garment before purchasing or wasting the energy to physically try it on. Research shows that consumers who experience a product through AR first have better understandings of the size and look. This ultimately leads to a 28 percent decrease in returns (BoF Studio).

However, AR can be used in the fashion industry for more than just story telling. Augmented reality has increased in popularity for brands to demonstrate their brand story. It allows consumers a completely immersive experience in which they are able to engage with the brand or brand history. This is being seen more commonly in high end luxury brands, that are using AR to reach new communities of customers (Bain).

ENVIRONMENTAL FACTORS



("Fast vs Slow Fashion" Toad & Co.)

Slow Fashion

As fashion pushes towards being a more sustainable industry, slow fashion has become more of a topic of conversation. Slow fashion is essentially a movement focusing on overproduction and overconsumption in the fashion industry, and ways to combat that. This movement is a push to implement “environmental and social justice in the fashion industry” (Vito). Staying up to date and getting the latest styles for cheap comes with high environmental and ethical costs. Slow fashion, however, entails more than just being the opposite of fast fashion. Slow fashion changes everything from the way designers, retailers, and consumers all interact with product.

There are a few philosophies that slow fashion entail; however it has been a lengthy process and even slower process for businesses to incorporate these practices. These conditions include things such as “low-waste processes, producing collections in small batches, and providing workers a living wage and healthy working conditions” (Vito). Some of these philosophies seem like they would be implemented with no thought, but they can increase production costs, which is something that companies, especially small ones, are hesitant to do.



("City of Houston Solar Panels" HoustonChronicle.)

Energy Code

The Houston Residential Energy Code makes Houston's standards 15% above the state code for residential energy efficiency standards and requires all new residential buildings to be solar ready. Houston is projected to adopt another 5% increase above the state code by the end of 2023 (Spanjian). Due to the climate of the city, Houston residents require high amounts of energy to control indoor temperatures and climate. These new codes were put into place to help the city become more energy efficient by reducing energy usage, and thus helping residents save more money (Metzger). This code was placed into effect to help ensure Houston building are energy efficient and take a step towards "cleaning" our air and protecting our climate" (Metzger).

Conscious Consumption

Conscious Consumption has increasingly been on the rise. It is the process making purchases that have a positive social, economic, and environmental impact (Nguyen). Consumers have become more likely to purchase products that they know are ethical and avoiding companies with unethical practices (Nguyen). While the idea of conscious consumption is not new, after the pandemic, it has been drastically on the rise with individuals considering where their products came from, how were they made, and the impact of their purchase.

The idea of conscious consumption requires an entire "reintegration of market activity, rediscovery of the role of different stakeholders, and reorientation of markets and free trade" (Koch). Catering to the new mindset of consumers pushes businesses into a more sustainable and responsible business model. The conscious consumer is forcing businesses to take a step back and reevaluate their production methods and societal impacts.

LEGAL FACTORS



(*Green Claims Code® CMA)

Environmental Claims: Green Guides

As many companies are striving to prove they are eco-friendly, there are some claim guidelines that the Federal Trade Commission has released for businesses. The Federal Trade Commission states that, “marketers should qualify general claims with specific environmental benefits” (Staff and Nguyen). It is very important for brands not to make broad or unqualified environmental claims, rather they should provide clear, prominent, and specific benefits.

Brands that utilize recycled materials should only make recycled content claims “for materials that are recovered or diverted from the waste stream during the manufacturing process or after consumer use” (Staff and Nguyen). In order to avoid deception of consumers, the Federal Trade Commission suggests brands explicitly state the exact percentage of recycled material used in products that are partially made from recycled material (Staff and Nguyen).

Comparison of US Business Structures' General Traits

Ownership, Liability, Taxes

Business Structure	Ownership	Liability	Taxes
Sole proprietorship	1 person	Unlimited personal liability	Personal taxes only
Partnerships	2+ people	Unlimited personal liability unless structured as a limited partnership	Self-employment tax* Personal tax
Limited liability company (LLC)	1+ people	Owners are not personally liable	Self-employment tax Personal or corporate tax
Corporation – C & B corp	1+ people	Owners are not personally liable	Corporate tax
Corporation – S corp	1+ <100*	Owners are not personally liable	Personal tax
Corporation – Nonprofit	1+ people	Owners are not personally liable	Tax-exempt, but corporate profits can't be distributed

* All must be US citizens
* Except for limited partners

(“Comparison of US Business Structures’ General Traits” infoDiagram)

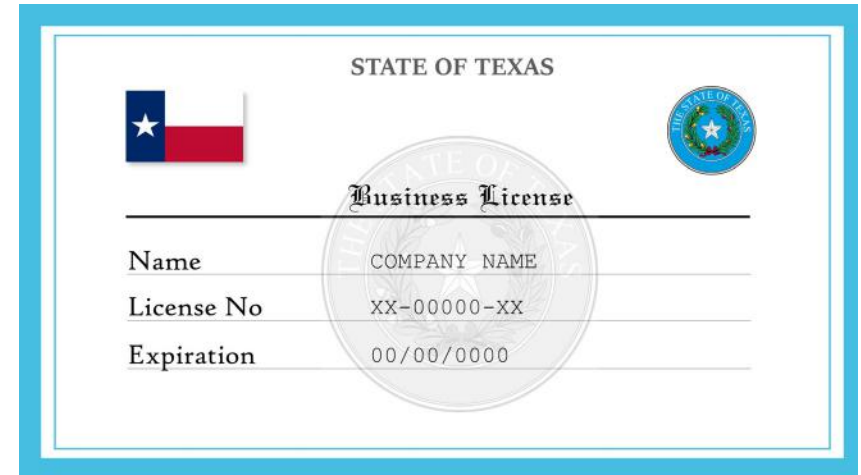
Types of Business Structures

There are four main types of business structures that have various benefits depending on the size and nature of your business, owners, and the extent to which you will seek outside investors. Sole proprietorship is the simplest form of business. These business structures are inexpensive and simple to create and operate, easy to start up and discontinue, and the owner reports profit or loss on personal tax return (“Plan a Business”). In this form of business, the owner is personally reliable for business debts.

General partnership is when two or more people share ownership of a single business. This business structure is very similar to sole proprietorship in which it is simple and inexpensive to create and operate. The partners will both report shares of profit or loss on personal tax returns. This business structure also places liability on the owners for debts, along with personal issues having the potential to negatively affect the company or partners’ finances (“Plan a Business”).

Corporations in Texas must be created through filing out a form with the Texas Secretary of State. Corporations are recognized by law as a single entity with characteristics of “limited liability, centralization of management, and ease of transferability of ownership interests” (“Plan a Business”). In this business structure, owners have limited liability and benefits can be deducted as business expenses. However, the downside of these businesses is more expensive to create.

Lastly, Limited Liability Company, which can be considered “a hybrid between a corporation and a partnership” (“Plan a Business”). An LLC can potentially achieve flexibility in structure and favorable tax treatment. However, this business structure is very expensive to create, and the tax and liability of this business is not uniform across state lines. There are also some restrictions that are placed on the transfer of ownership (“Plan a Business”).



(“Texas Business License”TxGov)

Business Requirements

The city of Houston has released a starter kit of the requirements needed to create a business. There are four essential requirements needed to start a business. Permits from the Houston Police, that can be obtained online. Forms from the Texas Commission on Environmental Quality, that regulates many manufacturers and service industries. Permits from the Houston Fire Marshall to regulate handling of flammable liquids and combustibles. And lastly every business needs a Certificate of Occupancy, which must be obtained before a lease space or commercial buildings may be occupied (“Start a Business”).

The State of Texas also has a list of requirements needed to start a business. These things include registering for Business Employer Identification number, which is the tax identification number that the federal government will use to identify the business. The state also requires any business to have a registered agent. This person will be responsible for the legal documents for the business. Business licenses are required at the federal and state level, also required for any business that sells taxable products, is a sales tax permit (White). Lastly, businesses should opt for business insurance to provide financial protection.



BRIDAL INDUSTRY RESEARCH

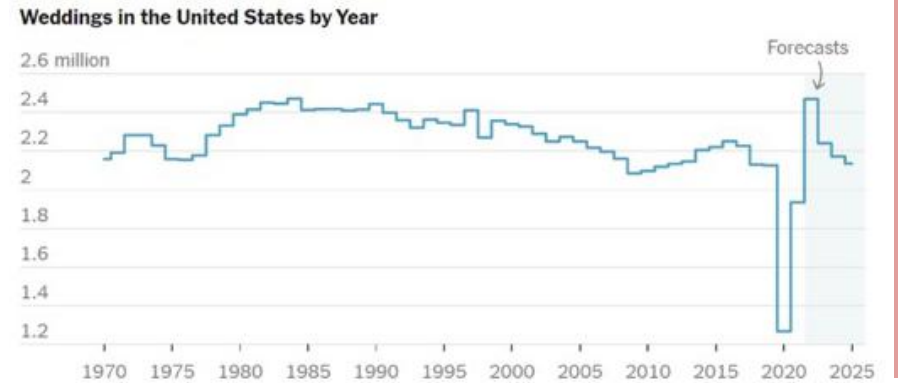
KEY TAKEAWAYS

- The bridal industry is forecasted to grow in the next few years, and then it will return to pre-pandemic “normal” levels. The bridal industry will be steady and remain profitable in the coming years. This is important for my brand, because weddings, while they may increase or decrease, it will remain a billion-dollar industry.
- The average cost of weddings is increasing. The bridal wear industry will increasingly grow in the next few years. This is important because it means that brides are willing to spend more on their wedding and bridal attire in order to portray their values.
- Eco-friendly and sustainability are huge in the wedding industry as couples are increasingly adding more personal touches to their wedding. Couples want their wedding day to be reflective of their values. Being an eco-friendly brand, this means more potential consumers whose values align with my brand.
- Wedding dresses can range drastically dependent on location and season. Houston and the surrounding metropolitan area rank number nine in cities that spent the most on wedding dresses. This is important for my brand because we are located in Houston and will need to have prices that maximize profit while still remaining competitive.
- While many feel brick-and-mortar is on the decline. Generation z actually prefers to shop in-store or through a hybrid mixture. This is extremely important information because it means that while having an e-commerce presence is extremely important, it also means that consumers are still shopping brick-and-mortar retail.
- Hybrid shopping will be very important in the future. Consumers want a personalized retail experienced when they shop in store. This is important for my brand because I will need to combine technology with in-person customer experiences.

BRIDAL INDUSTRY SIZE AND FORECASTED GROWTH

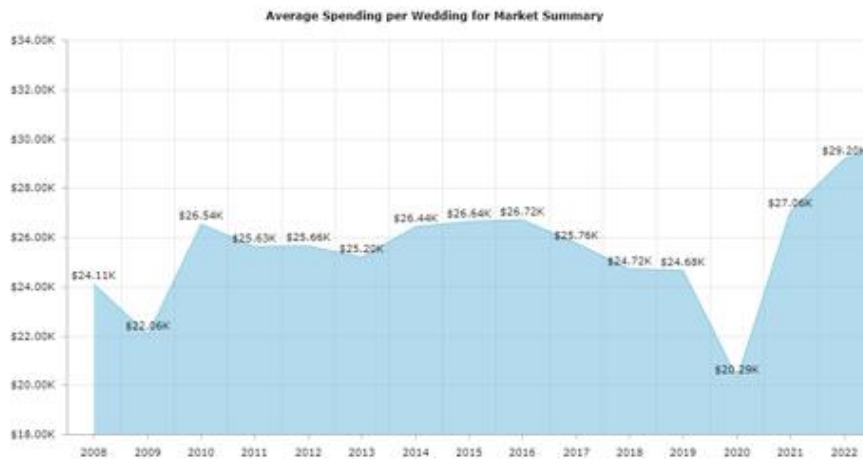
Number of Weddings in the U.S.

The wedding services industry in the United States by revenue is estimated to be \$70.3 billion as of 2023 (McCain). However, the bridal industry took a huge hit during the Covid-19 pandemic. With the enforcement of lockdowns and social distancing, many weddings were canceled and postponed. On average there are approximately 2.1 million weddings that take place in a typical year in the United States. This number dropped 38% to 1.3 million in 2020, the first year of the pandemic. However, as society is slowly returning to normality, there was a drastic spike in the number of weddings in 2022. This number is forecasted to increase slightly in the next few years, before slowly dropping back to pre-pandemic average numbers (“The New York Times”).



Source: The Wedding Report - By The New York Times

(“Weddings in the United States by Year”. The New York Times)



(“Average Spending per Wedding for Market Summary” The Wedding Report)

Average Wedding Cost

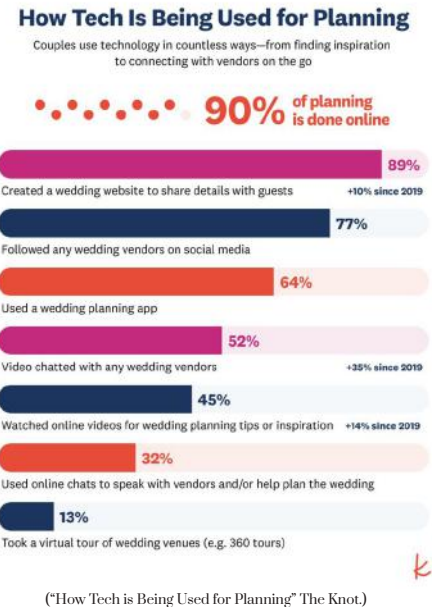
In addition to the increase in the number of weddings in the United States, there has also been a new shift in the average wedding cost in the United States. This number has increased 7.3% from the average cost in 2021, now resulting in the amount being \$29,195 (“2022 Average Wedding Cost”). This number is reflective of the higher service demand in the industry, but also, accounts for the inflationary pressure all markets are experiencing (“2022 Average Wedding Cost”). Another important factor to note is the increase in the average amount spent on bridal attire has risen 4.6% and is also forecasted to increase over the next few years (“2022 Average Wedding Cost”). The bridalwear market is projected to continue growing at an average rate of 4.5% until 2026, with “premiumization driving the bridal wear market growth” (Technavio).

BRIDAL INDUSTRY

INDUSTRY CHARACTERISTICS

Technology

Technology is increasingly becoming a major part in wedding planning. Approximately 90% of wedding plan is completed online in a study by The Knot (“The Knot”). And while couples are requesting unplugged ceremonies, they continue to rely increasing on technology when it pertains to wedding planning. This is increasingly important for bridal brands, as more brides now than ever before are searching online for their wedding dress before even stepping foot inside a bridal salon.



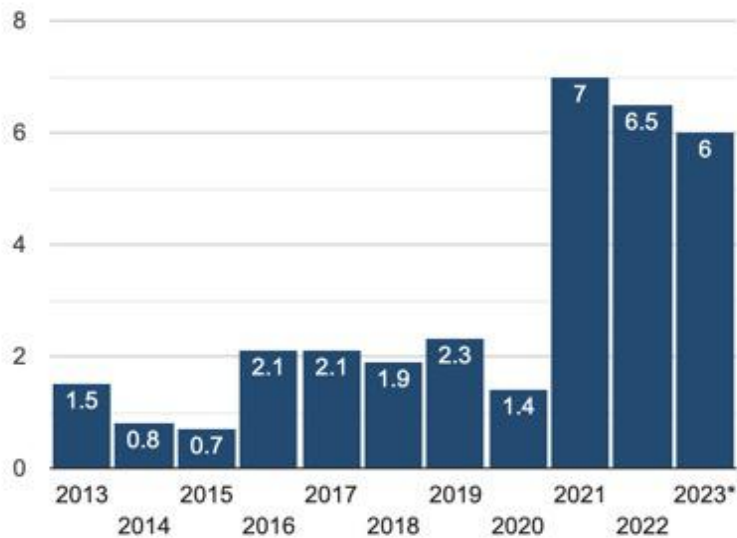
Seasonality

Seasonality has a huge role in the bridal industry. Studies show that 77% of all weddings take place in the United States during the Fall and Summer months, with approximately 22% of weddings taking place in the month of October (Galo). The month of January is the best and most popular time for brides to shop for their wedding dress (Donovan). Due to January being peak engagement season and holiday proposals, it often brings in a large group of newly engaged women. The bridal market has taken note of this trend and has taken measures to ensure that the first month of the year is prime wedding dress shopping time (Donovan). This includes new runway collections hitting the stores and with most wedding dress stores need 6-9 months for the dress to be delivered from the time of order, it is the perfect time for those having a summer or fall wedding (Donovan).

BRIDAL INDUSTRY

FACTORS AFFECTING INDUSTRY

Chart: United States Annual Inflation Rates (2013 to 2023)



(*Chart: United States Annual Inflation Rates (2013 to 2023), US Inflation Calculator.)

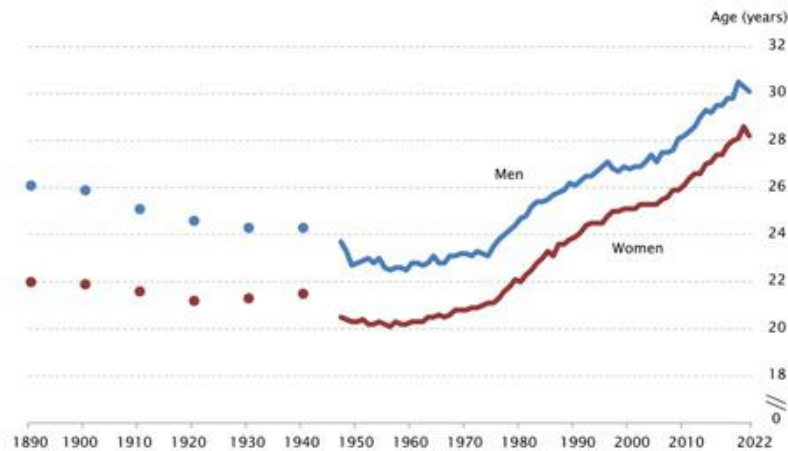
Inflation

As we exit the pandemic, inflation has been impacting every industry, including the bridal industry. This has caused an increase in supply chain shortages and delays, labor shortages, and costs increases (Kalayjian). Inflation has created a domino effect in the bridal attire industry, and with the increase costs of “materials, labor, and even shipping”, this price has been putting pressure on designers, as they must decide how to absorb those costs, or raise the cost of their dresses (Kalayjian). The Consumer Price Index has showed prices still increasing despite the Federal Reserve’s efforts to decrease inflation. This number is still higher than the Federal Reserve’s goal (“Current US Inflation Rates”).

BRIDAL INDUSTRY

INDUSTRY TRENDS

Figure MS-2
Median age at first marriage: 1890 to present



United States
Census Bureau
U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

Source: U.S. Census Bureau, Decennial Censuses, 1890 to 1940, and Current Population Survey, Annual Social and Economic Supplements, 1947 to 2022.
Note: Starting in 2019, estimates for marriages now include same-sex married couples.

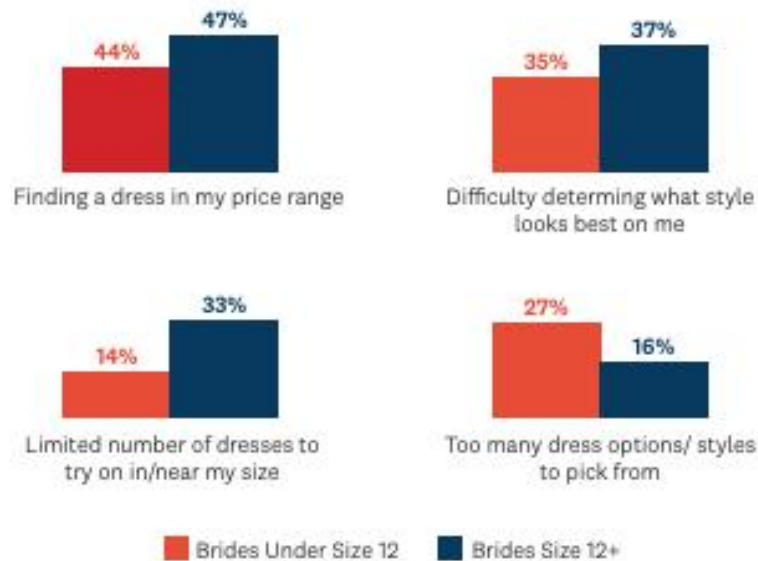
(“Median Age at First Marriage: 1890 to Present” United States Census Bureau)

Average Age of Marriage

The average age of marriage is steadily rising as couples are opting to wait later in order to tie the knot. There are many factors influencing the average age of marriage in the United States. New studies have showed that the average age the brain is fully developed is not until around 25 years old (Lee). This is very different from the past standard of eighteen years old that was the typical means of measurement. Societal pressures, such as the demanding and evolving workforce and an increase interest in self-sufficiency, has also led to adults getting married later as they take more time to discover who they truly are and what qualities they would like in their partner (Lee). Couples, especially women, are taking the time to accomplish career goals and become financially secure before making the leap to being married. However, while the average age of marriage is steadily increasing, there is still a gap in the ages women and men get married, with women marrying at a statistically younger age (US Census Bureau).

BRIDAL INDUSTRY CONSUMER BEHAVIOR

TOP DRESS SHOPPING CHALLENGES



(“Top Dress Shopping Challenges” The Knot).

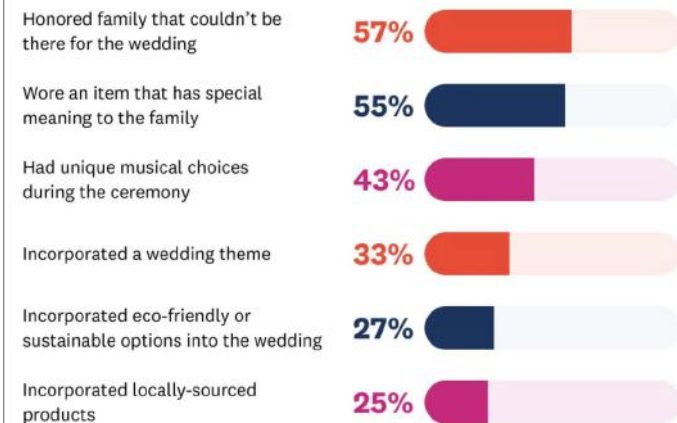
Size Inclusivity

The wedding dress shopping experience can vary from bride to bride, but their wedding dress size is a large factor in the overall experience (The Knot). While the industry is making constant strides to produce garments created for all body types, this is only one part of the issue (McGill). The other part of the issue of size inclusivity in the bridal industry, is ensuring that stores are carrying these samples in-store for people to try on (McGill). For example, the bridal boutique, Lovely Bride, has 95 styles available in-store for try on that are size 14 and plus (Eisenberg). However, the store only has 5 styles in sizes 24 and above available for in-store try-on (Eisenberg). Situations like this directly correlate to the sentiments plus sized brides feel when shopping for their wedding dress. Brides that wear a size 12 and above are 19% more likely to feel as if stores have a limited number of dresses to try on in their size, whereas brides under the size of 12 are 11% more likely to feel as if there are too many dresses to pick from (The Knot).

The problem starts at the top with designers lacking plus-size representation in their runway shows (Whalley). During the 2023 New York Bridal Fashion, of the over 35 events attended by fashion editor, Lauren Whalley, there was only 1 curvy model present on the runway. This is because many designers simply do not see the demand in offering samples larger than a size 10 and often deter to line sheets to show available size range (Whalley). However, due to this lack of representation “buyers don’t see the designs in plus sizes and therefore don’t offer samples for their own boutiques in plus sizes” (Whalley).

Couples Who Customize

Couples want a wedding that reflects who they are as a couple



(“Couples Who Customize” The Knot).

Personalizing the Ceremony

Eco-friendly and sustainable practices have become prominent in society, and the wedding industry has followed suit. Couples are now seeking to add their own customization and personal touches to their weddings. This is allowing many couples to step away from traditional and make their wedding truly reflective of their values. The Knot reports that more than two third of couples did or planned to incorporate eco-friendly touches in their wedding (Italie and Press). However, most of them believe that vendors should lead the way, so there is still a gap in the interest in eco-friendly products, and the implementation of eco-friendly products (Italie and Press).

BRIDAL INDUSTRY COMPETITION AND MAJOR PLAYERS

Secondhand Bridal

The popularity of secondhand wedding dresses has seen a drastic spike since the Covid-19 pandemic. Searches for pre-owned wedding dresses has increased 103% in 2021 (Huber). The wide variety of dresses appearing on resale websites has seen a spike as brides who canceled their weddings, changed wardrobes in order to accommodate sometimes smaller ceremonies (Huber). Wedding dresses often account for one of the top expenses in wedding planning, with brides spending upward of a thousand dollars to find the dress of their dreams. Popular websites for purchasing resale bridal attire are Stillwhite and Nearly Newlywed. Both of these websites allow brides to purchase new, preowned, and even sample dresses for a fraction of the cost. They also allow individuals to sell their own gently used wedding gown on their website.

Emerging Brands

The bridal market is currently seeing the entrance of emerging brands that allow brides to “reflect their personal stories and respond to changing times” when considering purchasing their dress (Biondi). Brides are now more willing than ever to experiment with brands that are centered around their individuality and stray from the traditional path of bridal attire (Biondi). For example, Daniëlle Frankel launched her debut collection in Fall 2018 (Brides Editors). She offers a variety of styles ranging from suits to gowns to separates. She curates all of her pieces for a modern wedding day look. Another emerging designer is Alexandra Grecco. She launched her first wedding collection in July of 2014 (Brides Editors). She caters to the more eccentric bride who is not afraid to go bolder. Her designs encompass details such as “glittering ostrich feathers” and “floral applique designed to resemble tattoos” that bold and daring brides are sure to love (Brides Editors).

Dominating Brands

However, even with the rise of modern bridal brands, traditional brands still dominate the bridalwear market (Biondi). Brands such as David’s Bridal, Pronovias, and Vera Wang, who has now partnered with Pronovias, are forerunners in the market, in addition to bridal boutiques such as Kleinfeld Bridal (Biondi). There has also been a steady increase in the luxury brands taking interest in the bridal sector, slowly expanding into the market (“Bridal Wear Market”).

BRIDAL INDUSTRY

INDUSTRY FUTURE PROSPECTS

In-Store Experience

The in-store experience has also drastically changed thanks to technology. With the new guidelines set in place that allow for fewer guests and pre-screening calls, brides are receiving a more personalized dress shopping experience. Brands are using this as a route to get closer to their consumers and learn their preferences prior to them even stepping foot inside a store. This has led to greater customer satisfaction and improved efficiency when working with customers (Lieber and Darcey).

Multiple Looks

Brides are now seeking and splurging on multiple looks, wanting an outfit for every occasion. Brands are having to cater their collections accordingly to provide product that features more than just the traditional white dress. Generation-Z and Millennials have completely restructured the bridal and wedding industry with their new outlook and perceptions of marriage and weddings. While three-quarters of the younger generation have agreed that weddings have become too expensive, 41% of Black and Indigenous People of Color stated that having a big, expensive wedding is still a major life goal (Kane).

Prioritize Marriage

Despite the increasingly common practice of couples living together before marriage, people between the ages of 18 years old and 29 years old still prioritize marriage (Claremoore). This leads experts to believe that the bridal and wedding industry, despite all the changes, will still have a bright and steady future.

E-Commerce

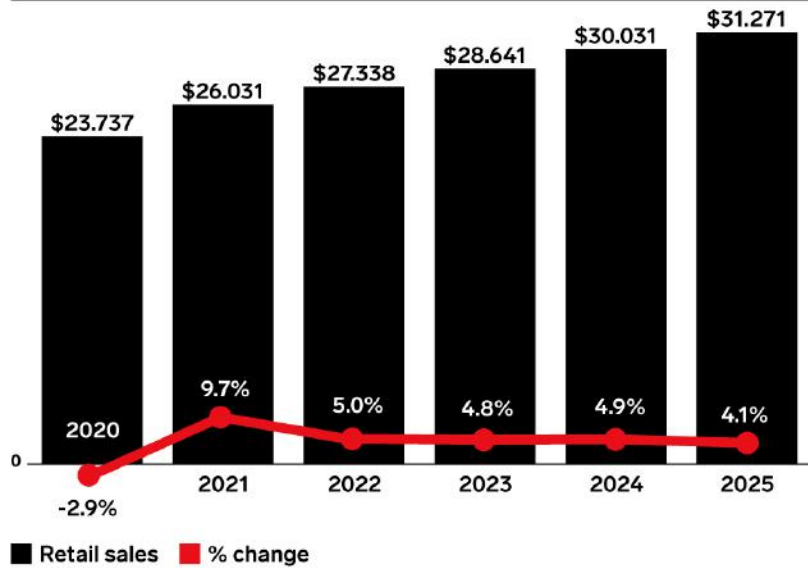
The pandemic has created a permanent shift in the wedding and bridal industry. The shift to e-commerce has expanded to a variety of industries, bridal including. Many brides have taken to looking and purchasing gowns online, which is a huge shift from previous years. Brands have taken to expanding their platform into the digital realm as more consumers seek for the perfect dress from the comfort of home (Lieber and Darcey).



BRICK-AND-MORTAR RETAIL
INDUSTRY RESEARCH

Retail Sales Worldwide, 2020-2025

trillions and % change



Note: excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales
Source: eMarketer, Jan 2022

272409 eMarketer | InsiderIntelligence.com
(*Retail Sales Worldwide, 2020-2025* Insider Intelligence.)

RETAIL INDUSTRY SIZE AND FORECASTED GROWTH

Brick-and-Mortar retail industries took a huge hit during the Covid-19 pandemic. It caused for the closure of stores, and a consumer shift to e-commerce due to the world being on lockdown. While there was a large drop in the number of in-person retail sales, the brick-and-mortar retail industry has returned, and with a year-to-year increasing growth rate forecasted (Cramer-Flood). Brick-and-mortar sales were higher than e-commerce by \$98.49 billion, despite its slower growth rate (Cramer-Flood). In-store shopping is forecasted to grow between 2.6% and 3.4% until 2025 (Cramer-Flood).

RETAIL INDUSTRY

FACTORS AFFECTING INDUSTRY

FIGURE 6

While retail sales volume is slowing, nominal value of sales has gone up due to inflation

Index of retail sales (Feb. 2020 = 100)



Notes: The data is seasonally adjusted. Real retail sales are calculated by adjusting nominal sales with inflation excluding energy prices.

Sources: United States Department of Commerce; Deloitte Services LP economic analysis.

Deloitte Insights | deloitte.com/insights

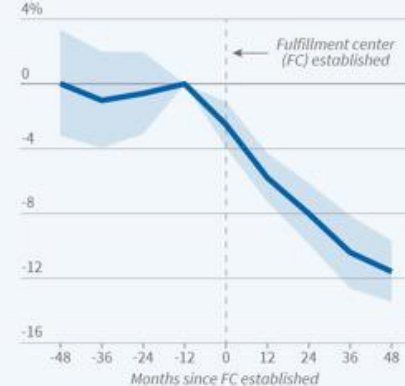
(*Index of Retail Sales* Deloitte Insights)

Inflation

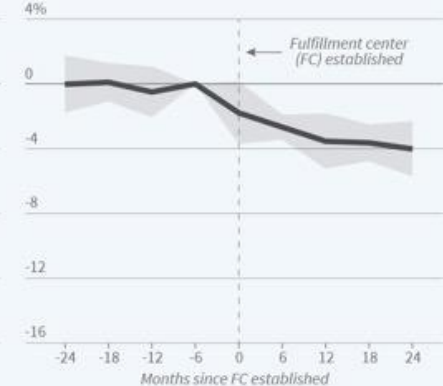
The return to normal after the Covid-19 pandemic had a lasting impact on retail stores. Brick-and-mortar stores are not exempt from the rising inflation rates that have taken over the United States. This had led to supply chain shortages and difficulty getting product in store to meet consumer demand. Inflation is also putting a dent in consumer purchasing power (Barua). While the nominal value of sales has increased due to inflation this is not reflective of the fact that the actual volume of retail sales is slowing (Barua). Regardless of all these factors, consumers are still shopping, and deciding to do it in-person rather than e-commerce.

Impact of E-Commerce Fulfillment Centers on Local Retail Sales and Income

Change in **local brick-and-mortar sales** after the establishment of a fulfillment center



Change in **income of hourly retail workers** after the establishment of a fulfillment center



Shaded regions represent 95% confidence intervals
Source: Researchers' calculations using data from a major credit bureau, the National Establishment Time Series Database, and the BLS

(*Impact of E-Commerce Fulfillment Centers on Local Retail Sales and Income* NBER)

E-Commerce

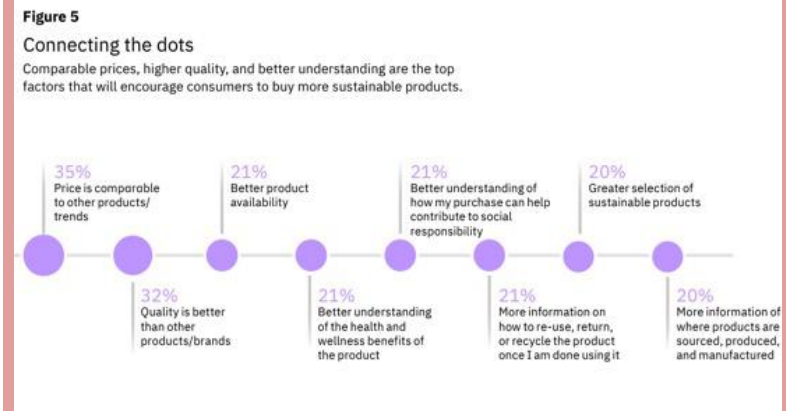
The presence of e-commerce has also had an impact on the income of retail workers. With fulfillment centers being built right in or near local communities, it can be seen as convenient for local consumers to purchase e-commerce as this reduces delivery times. However, research shows that with the building of these fulfillment centers in communities, there was a 2.5% decrease in the average hourly income of retail workers for workers within 100 miles of the fulfillment center ("The Effect of E-commerce").

RETAIL INDUSTRY

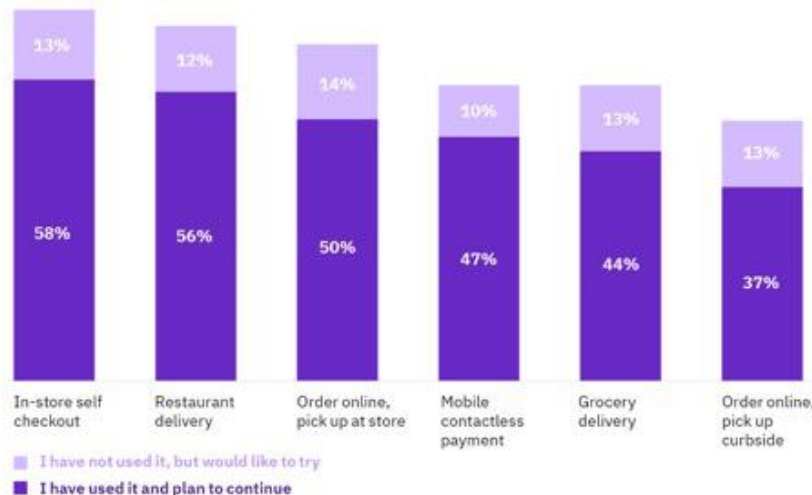
INDUSTRY CHARACTERISTICS

Sustainability

Sustainability is still a top priority for consumers, with nearly 50% of consumers stating they would spend a premium on sustainable brands (Haller). Consumers are increasingly becoming more purpose-driven in their purchases. They want brands to align with their values and morals and are willing to change their shopping habits to be reflective of these factors. Fashion is a major industry affected by this shift to sustainability as brands, especially fast-fashion brands, are having to confront their business models and make adjustments to reduce waste that is produced (“The Elephant”).



(“Connecting the Dots” IBM)



IBM Institute for Business Value

(“Tech-Enabled Touch Points” IBM)

Hybrid Shopping

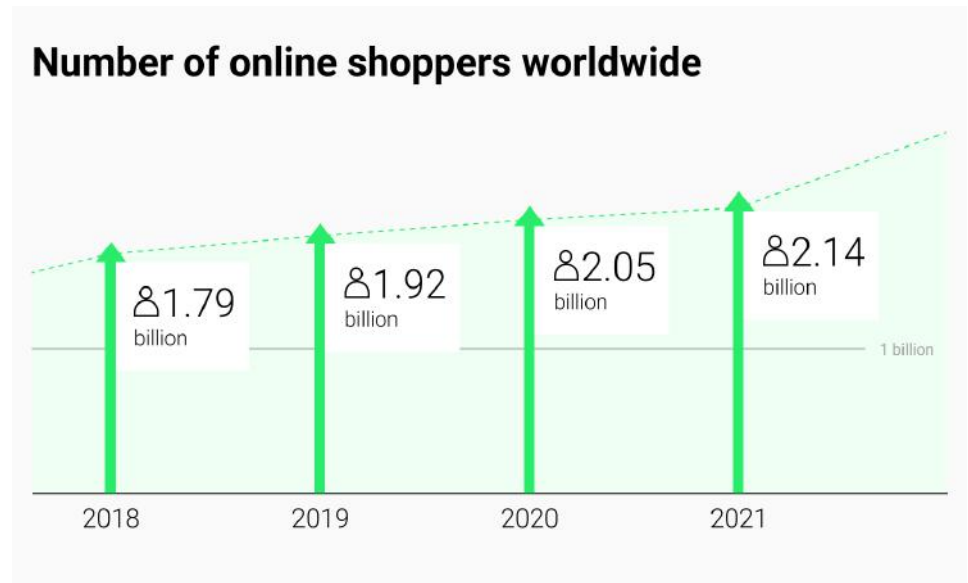
The brick-and-mortar industry is taking a shift into incorporating a mixture of digital and in-person customer experiences. Digital tools have become an essential part of the in-store experience. Retailers must reshape the way their business is structured to allow consumers to navigate and control their shopping experience. The addition of digital elements to brick-and-mortar shopping has led to greater satisfaction and efficiency in the in-store shopping experience (Haller). “Hybrid shopping is now the primary buying method for 27% of consumers, and 36% of Generation-Z (Haller)”.

RETAIL INDUSTRY

COMPETITION AND MAJOR PLAYERS

E-Commerce

The major competition of the brick-and-mortar retail sales industry is e-Commerce. E-Commerce shopping has been growing exponentially these past few years and is forecasted to remain constant in growth in the future years. A large number of brick-and-mortar stores have closed due to the growing popularity of e-commerce shopping. This is because e-commerce is more flexible for business owners, and typically has lower operating costs (Brezinskaya and Shyrma). E-commerce also offers convenience for shoppers, with an extensive range of products offered. While the number of e-commerce shoppers is steadily growing, 72% of consumers still rather shop in-person (Haller).



(*Number of Online Shoppers Worldwide* BELVG)

RETAIL INDUSTRY

GEOGRAPHIC FACTORS

New Houston - The Green Revolution

Houston, Texas is taking the initiative to lead the nation towards a Green Revolution. The city has placed a greater emphasis on becoming one of the most livable, equitable, and sustainable places in the nation (Spanjian). Forbes has placed Houston, Texas as the number one city for young professionals, and for the first time in 30 years, there has been a significant increase in resident support of mass transportation (Spanjian). There is now preference for a more urbanized, less automobile-dependent lifestyle. Houston has made many strives to become a greener city, and citizens are taking notice. The city has purchased the first moveable solar powered office/generator for use during emergency situations. The city has also received a grant to help reduce the cost of solar energy for residents. This has led to over eighty city facilities expected “to achieve guaranteed energy reductions of 30% with paybacks of less than ten years” (Spanjian). Houston has created a list of sustainable and eco-friendly stores that citizens can shop from and support for a greener city.



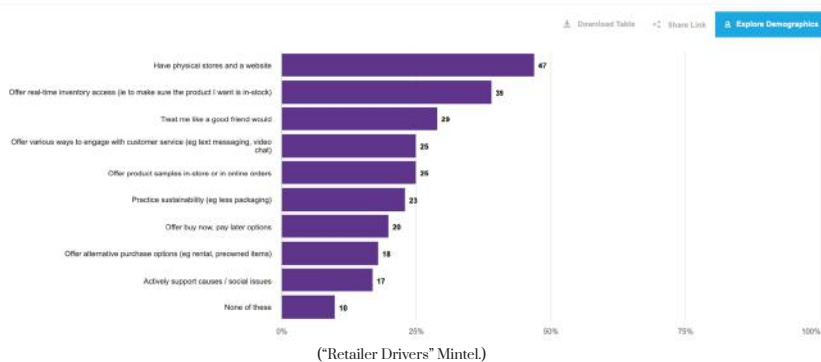
(“Imagine Houston’s Future” Houston Culture Map.)

RETAIL INDUSTRY

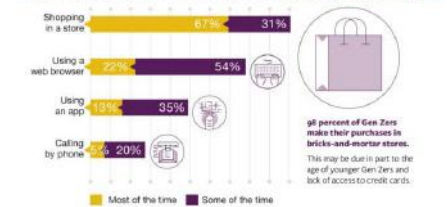
INDUSTRY FUTURE PROSPECTS

Retail drivers

Asked of internet users aged 18+ who have shopped for specific products (in-store or online) in the past 12 months



HOW GEN ZERS PREFER TO MAKE PURCHASES



nrf.com/genZ



(“How Gen Zers Prefer to Make Purchases” IBM)

Figure 3

Why do consumers shop in stores?
Brick-and-mortar stores are still central to the shopping experience.



- 50% Touch and feel products before I buy them
- 47% Pick and choose my own products
- 43% Can get products right away
- 37% The store is convenient
- 33% Enjoy the in-store experience
- 30% Don't want to pay for shipping
- 24% Able to get everything I want
- 23% Can get better deals
- 22% Want to get out of the house
- 16% Products not available online
- 13% See or talk to store associates

Question: What are the top 5 reasons you go shopping in a store?

(“Why do Consumers Shop in Stores” IBM)

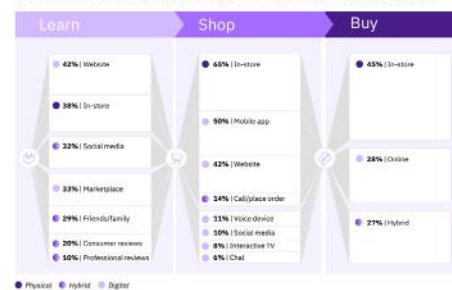
Hybrid Shopping

Brick-and-Mortar stores are still forecasted to be an integral part of the retail sector. In-person shopping will be here to stay as brick-and-mortar retail offers a brand experience to consumers that drive sales (Scardina). Brands use brick-and-mortar stores to completely engage all of customers’ senses while also allowing for active engagement (Scardina). The stores provide immediate access to products that is necessary for customers to experience customers before they purchase (Scardina). 98% of Generation-Z make purchases in a store stating that the in-store experience is essential to the shopping experience. Studies show that 57% of consumers shop “in stores for apparel and footwear because they want to see, touch, or try on products before they buy them” (Haller). Brands will need to find a strategy that utilize their digital and brick-and-mortar presence in order to cater to the ever-evolving expectations of society and in-store shopping.

Figure 1

A splintered shopping journey

Consumers use a combination of digital, physical, and hybrid channels to learn about, shop for, and buy products.



(“A Splintered Shopping Journey” IBM)



LOCATION RESEARCH

HOUSTON, TEXAS



(*Discovery Green* The Vendry.)

City Information

Houston is considered the 4th most populated city in the United States, and the 5th largest metropolitan area. The Houston metro area covers approximately 9,400 square miles along the Gulf Coast region located in Southeast Texas (“About”). Houston is considered the energy capital of the world. It is a highly diversified industry base, leading in numerous industries. The port of Houston is a major contributor to the economic strength of the city. The 52-mile waterway features eight public terminals and two of the most efficient container terminals in the country (“Gulf Coast”). Houston is also home to two major passenger and cargo airports in the greater Houston area. These features make Houston an ideal location that allow for easy shipping and receiving of inventory.

City Employment and Wage Laws

The current minimum wage in Texas is \$7.25 an hour. Family Medical and Family Leave Act require employers with over 50 employees to offer a maximum of 12 weeks unpaid leave in the event of a birth, adoption, or illness of family member (“Welcome to the City”)

City Demographics

City Population: 2.3 million
Female Population: 50.2%
Population of Millennials: 637,430 (28% of population)
Population of Generation Z: 624,674 (27% of population)



(“The Astorian”)

Wedding Industry

Houston is the 25th most expensive place in the United States for couples to tie the knot. On average couples spend approximately \$35,334 on weddings in Houston compared to the national average of \$33,931 (Ledoux). Houstonians also spend more money on average on their wedding gowns. Brides in Houston typically spend \$2,071 on their wedding dress compared to the average of \$1,631 (Ledoux).

The weather in Houston is a huge determining factor of when couples decide to schedule their weddings. 73% of weddings in Houston take place in the months of May through October (Trout). However, the extreme hot weather in Houston complicates outdoor summer weddings in the city. Due to the temperatures in Houston reaching increasingly high numbers, it can be sometimes dangerous to have weddings outside in the summer months. This causes a huge demand for indoor wedding venues during these months.



(“The Top 10 Cities That Spend the Most on Wedding Dresses in Total in 2022” Lulus.)

Wedding Dress Prices in Houston

Wedding dress prices can range drastically dependent on location and season purchased. Houston and the surrounding metropolitan and micropolitan areas rank number nine as one of the top ten cities that spent the most on wedding dresses in 2022 (Lulus).



(“October 2023” Weddings in Houston.)

THEATER DISTRICT

De’Jeanne Caryn will be located in the theater district. The theater district is in the heart of downtown Houston. It spans approximately 17 blocks and is home to nine professional performing arts organizations (“About”). In addition to theaters, Broadway shows, and ballet performances, the Bayou Place Entertainment Complex can be found in the theater district. This complex has options for dining, entertainment, and office space (“A Guide”).

Average Household Income (in relation the brick-and-mortar address)

1 Mile: \$124, 825

3 Miles: \$123, 492

5 Miles: \$112, 913

PRIZM Demographics

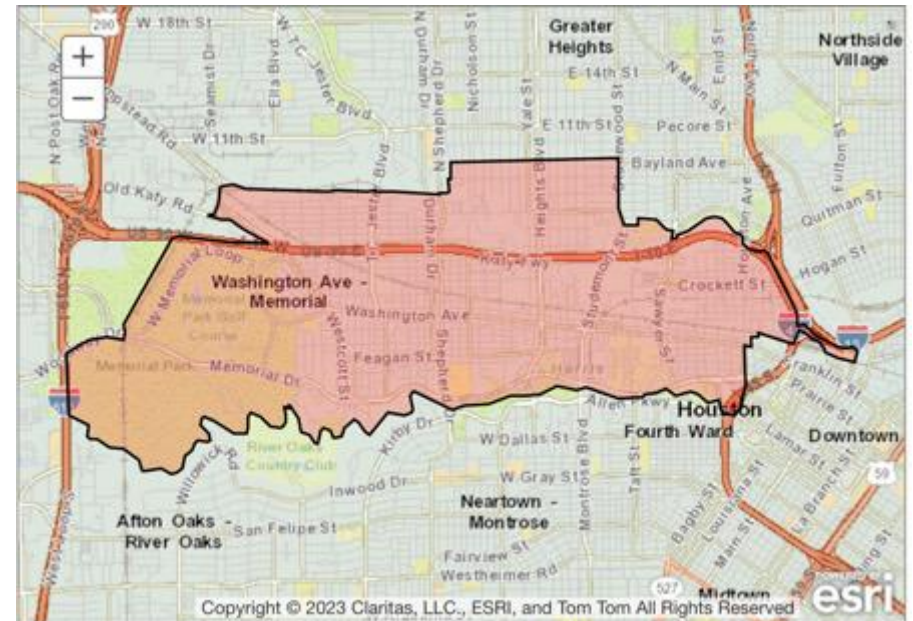
Young Digerati

Connected Bohemians

P\$YCLE Demographics

ATM Nation

Generation Wi-Fi



(*77007 PRIZM Map® Claritas)

HEADQUARTERS

Store & Headquarters Location

Address: 2111 Washington Ave
Houston, Texas 77007

2 Story Building – 4813 SF Total
1st Floor: Retail Space 3942 SF
2nd Floor: Office Space 871 SF

The building was built in 1935 but was recently renovated in 2014 to create a beautiful and sustainable space with high ceilings and an open floor plan. The building is a stand-alone store front, in a high traffic area, receiving approximately 15,000 vehicles per day. This location leases for \$6.15 square foot per year, costing approximately \$29,600 to lease for a year. The location is less than a mile from downtown and allows for quick access to anywhere in the CBD, Midtown, Memorial Park, I-45, and I-10. This building has its own parking lot and is 2 minutes walking distance from the nearest bus stop.

There are a variety of nearby restaurants, businesses, and places for recreation within a 2-mile distance of this location. The 4th Wall Theater and Sawyer Yards Arts District Houston are both places of recreation in a 2-mile radius. Some nearby businesses include Allart Framing & Gallery which is next door, across the street is Robyn Arouty Photography, Catalina Coffee, Julep, and Trez Bistro and Wine Bar. There are also a variety of fitness places nearby such as Republic Aerial Yoga, The Studio Form, Love Dance Houston, and Empower Fitness Lab.



("2111 Washington Avenue" The Deal Company)



("2111 Washington Avenue" The Deal Company)

KEY TAKEAWAYS

- Houston being a major energy capital of the world allows it to lead in numerous industries. This allows brands more opportunities in-state services and manufacturing.
- The port of Houston and two major passenger and cargo airports in Houston allow for easy shipping and receiving of inventory for businesses.
- The population of females, millennials and generation-z allow for a large consumer group that can be marketed to in various ways.
- The theater district is a high traffic area and easily attainable by public transportation, but it also has nearby bike trails and local residents and businesses in walking distance.
- Brides in Houston are willing to spend more on their dress, so it is important to cater to their values.
- The theater district is home to professional performing arts and theater, all of which are common past times for individuals who would be considered De'Jeanne Caryn's target consumers.
- The weather in Houston plays a major part in wedding day planning, so it is important to consider fabrics that will complement the weather, so consumers feel comfortable.



CONSUMER RESEARCH

(*11 Gorgeous Wedding Dresses for All Kinds of Brides' El News.)

KEY TAKEAWAYS

Consumer Groups

Brides

Individuals that are currently engaged or soon-to-be engaged and would like special attire to wear to their wedding. These individuals typically fall in the age of Millennials with Generation-Z making the newest appearance into to the market.

Millennials

Millennials are individuals born between the years 1981 and 1996. They are sometimes referred to as “Generation Y”. They are the most racially and ethnically diverse adult generation in the United States History (however Generation Z is a more diverse generation and will far surpass them as they enter adulthood).

Generation-Z

Generation Z are individuals born between 1997 and 2010. They are the second-youngest generation, following Millennials. This is the first generation to be considered true “digital natives”, with technology and the internet apart of their day-to-day life. The generation currently encompasses a wide range of individuals, with some members of the generation grown with jobs and houses, and some not yet in high school.

- The bridal market is currently dominated by Millennials with the newest entrants being those in Generation-Z. Younger millennials and generation-z will be the key bridal consumers.
- Texas ranks number 2 in the United States for the number of weddings. This is important because it means there is a high number of potential consumers.
- Millennials are the largest and most racially diverse adult cohort in U.S. history. They will be present in the bridal consumer group for the next few years.
- Generation-Z have strong values related to social issues and sustainability. It is important for brands to take a stand on these issues to appeal to this consumer.
- Generation-Z is increasingly more likely to include unconventional colors in their wedding. This also means the number of brides searching for an unconventional dress will increase as more generation-z consumers enter the age of marriage.
- Millennials and Generation-Z use technology in their day-to-day life, and it will be important for brands to incorporate a technological aspect in their business model to reach these consumers.

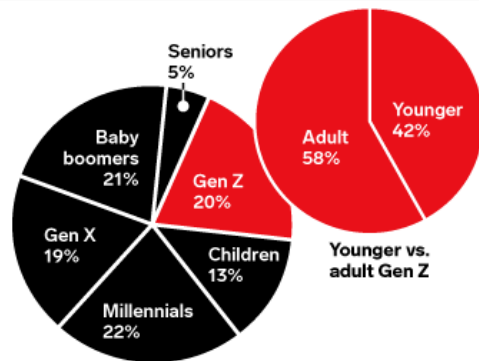
CONSUMER GROUPS

Potential Market Size

Millennials are now the largest adult cohort worldwide, and the second-largest generation in the United States electorate. There are approximately 1.8 billion millennials worldwide, amounting to 23% of the global population (Neufeld). They are the most educated generation and are increasingly become more and more influential.

Generation Z has increased to approximately 25% of the United States population. Their current purchasing power is expected to be an estimated 11 billion dollars, a number that is expected to increase as the generation gets older and matures.

US Gen Z and Total Population, 2023 % of total



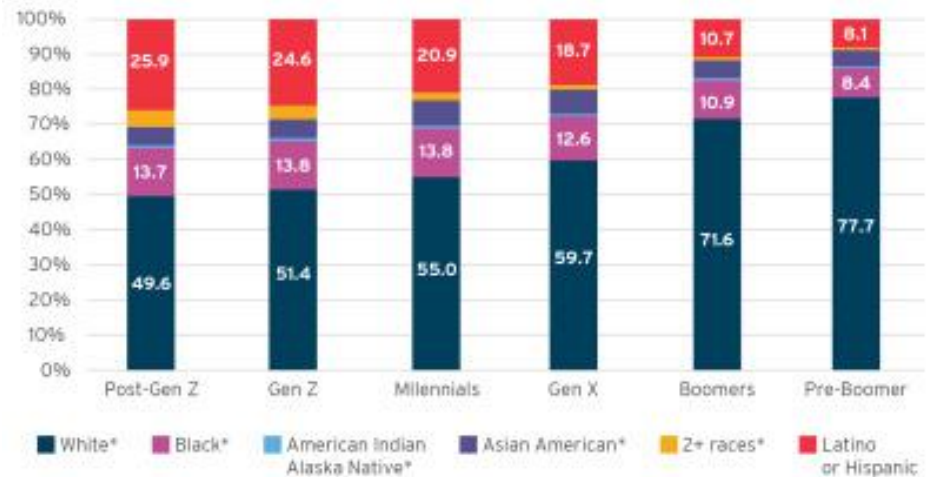
Note: ages 0-100; children=born after 2012; Gen Z=1997-2012; younger Gen Z are ages 11-17, adult Gen Z are ages 18-26; millennials=1981-1996; Gen X=1965-1980; baby boomers=1946-1964; seniors=1928-1945; numbers may not add up to 100% due to rounding
Source: US Census Bureau, "US Population Projections: 2017-2060"; Insider Intelligence calculations, January 12, 2023

279866 eMarketer | InsiderIntelligence.com

(*Population by Generation, 2021* Mintel: Marketing to Millennials 2022)

FIGURE 3

US racial profiles by generation



Notes: Numbers pertain to July 1, 2019. Asian American includes Native Hawaiian and other Pacific Islanders
* non Hispanic members of race

Source: William H. Frey analysis of Census Bureau population estimates released June 25, 2020.

B Metropolitan Policy Program
at BROOKINGS

(US Racial Profiles by Generation* Brookings.com)

Demographic Profile

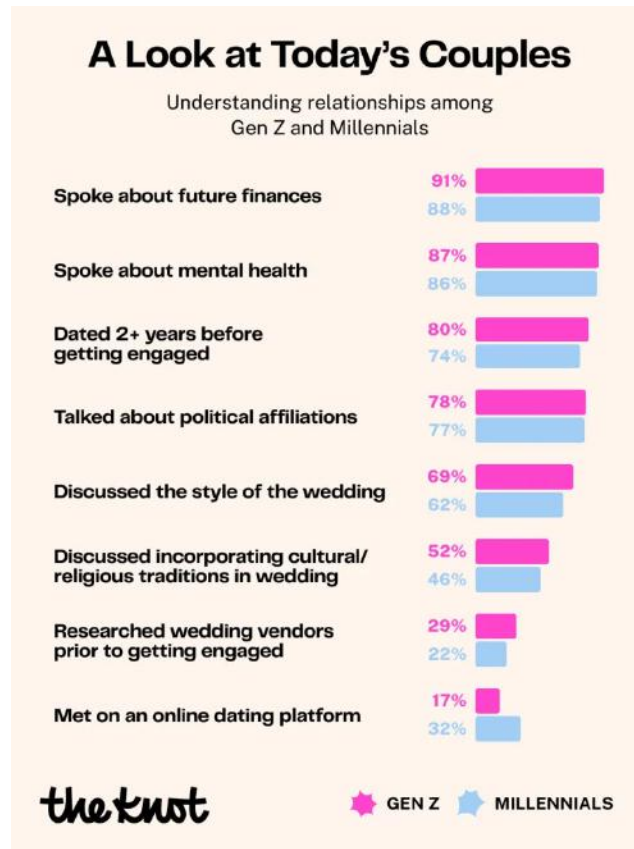
Millennials are one of the most racially diverse generations. With generations becoming increasingly ethnically and racially diverse, it is important for consumers to see this representation in brands. This generation is larger than Generation X and Baby Boomers, and will have a large impact on the social, economic, and political environments.

Generation Z and younger are increasingly more racially diverse than their seniors. Nearly half of generation z identify as a racial or ethnic minority. This will be huge in the coming years as these individuals become of voting age. This increased diversity has also led to an overall increase in activism against racism, and a push towards greater racial justice.

BRIDES DEMOGRAPHICS

Who is Getting Married?

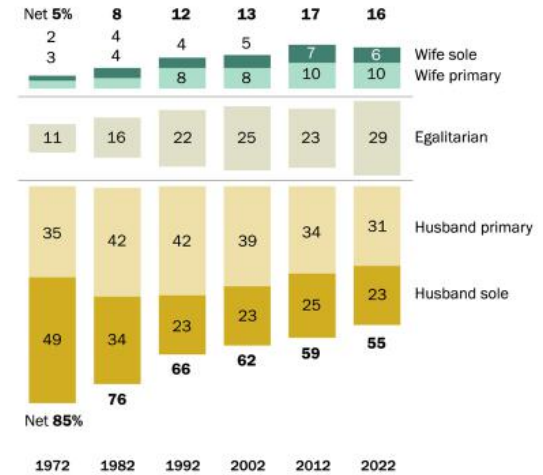
Millennials currently dominate the wedding industry with younger millennials being the median age for marriage. However, Generation-Z is currently entering the wedding industry, and they are bringing change and new traditions. While Generation-Z is known to be the technological generation, they are more likely to have met their partner's in-person rather than online (The Knot Research). While these two generations share many similarities, they are also different, and as younger Millennials and Generation-Z start to be more present in the industry, it will be crucial to understand their wants and needs (The Knot Research).



(“A Look at Today’s Couples” The Knot.)

Husbands and wives have roughly equal earnings in a growing share of U.S. marriages

% of opposite-sex marriages with each type of earnings arrangement



Note: Earnings analysis limited to opposite-sex marriages including spouses ages 25 to 64. Figures may not add to subtotals due to rounding. In an egalitarian marriage, each spouse earns between 40%-60% of the couple's joint earnings. A primary breadwinner earns more than 60% of the couple's joint earnings. A sole breadwinner earns 100% of the couple's earnings.

Source: Pew Research Center analysis of Current Population Survey Annual Social and Economic Supplement (ASEC) data files (IPUMS).

"In a Growing Share of U.S. Marriages, Husbands and Wives Earn About the Same"

PEW RESEARCH CENTER

(“Husbands and wives have roughly equal earnings in a growing share of U.S. marriages” Pew Research Center.)

The Earning Landscape of Marriages

As women devote themselves greater to contributing to their families financially, they are still contributing more to the home environment than their counterparts (Fry). While men remain the predominant breadwinner in opposite-sex marriages, “the share of women who earn as much as or significantly more than their husband has roughly tripled over the past 50 years” (Fry). In approximately 29% of marriages in the United States, both spouses earn about the same amount of money (Fry). However, even though financial contributions are becoming increasing more equal, the roles around the house are still unproportionate. Women are more likely to “pick up a heavier load” when it pertains to household tasks, chores, and caregiving responsibilities while men are more likely to focus on work and leisure (Fry).

Average Wedding Cost in 20 Largest Metro Areas

City and surrounding metro area

New York + Surrounding Metro Area, NY	\$60,000	Phoenix, AZ	\$24,000
Los Angeles, CA	\$37,000	Seattle-Tacoma, WA	\$28,000
Chicago, IL	\$47,000	Tampa-St. Petersburg-Sarasota, FL	\$28,000
Philadelphia, PA	\$37,000	Minneapolis-St. Paul, MN	\$25,000
Dallas-Ft. Worth, TX	\$28,000	Detroit, MI	\$29,000
San Francisco-San Jose-Oakland, CA	\$54,000	Denver, CO	\$29,000
Atlanta, GA	\$29,000	Orlando-Daytona Beach, FL	\$30,000
Houston, TX	\$28,000	Miami-Fort Lauderdale, FL	\$33,000
Washington DC	\$40,000	Cleveland, OH	\$27,000
Boston, MA	\$50,000	Sacramento-Modesto, CA	\$26,000

BRIDES GEOGRAPHICS

Weddings in the U.S.

In 2022, the total number of weddings in the United States was 185,455 with Texas ranking number 2 in the number of weddings (“Wedding Report”). The average cost of wedding in Texas was approximately \$25,400, however this number increased when looking at the largest metro areas in the United States (“Wedding Report”). Houston, Texas had an average wedding cost of about \$28,000 in 2022 (The Knot Research).



(“Average Wedding Cost in 20 Largest Metro Areas” The Knot.)

BRIDES

PYSCHOGRAPHICS

Shifting Trends

Since 2017, certain trends are gaining momentum while others are cooling down

On the Rise

(vs. 5 years ago)

45%	Requesting an "unplugged ceremony" (no photos/videos)	↑ 23%
40%	Having a signature cocktail	↑ 17%
39%	Offering gluten-free options at the reception	↑ 16%
34%	Offering vegan options at the reception	↑ 12%
33%	Incorporating a wedding theme	↑ 13%

Losing Momentum

(vs. 5 years ago)

48%	Handing out wedding favors	↓ 21%
37%	Having a bouquet toss	↓ 12%
32%	Creating a wedding hashtag	↓ 23%
25%	Having a day-after brunch for guests	↓ 12%
22%	Wedding party members wearing the same outfit design	↓ 19%

("Shifting Trends" The Knot.)



Wedding Trends

Couples are increasingly adding personal touches to their wedding day and incorporating more of their ideals and beliefs into their special day. This is most commonly seen in couples wanting people to be present and in the moment by requesting no photos or videos from the guests during the ceremony (The Knot Research). This also encompasses food options, such as offering gluten-free or vegan options, and the most common being a signature cocktail representative of the bride or groom (The Knot Research).

Unconventional Weddings

Generation-Z couples are increasingly more likely to have statement moments during their day that provides a surprise for guests (The Knot Research). They are also more likely to incorporate vibrant and unconventional colors into their wedding (The Knot Research). They are more likely to incorporate black, dark, or vibrant colors into their wedding attire and décor (Chapman). Generation-Z are 56% more likely to include an unconventional color in their wedding day (Myers).

Eco-Friendly Weddings

The rise of eco-friendly weddings is growing more popular as the topic of sustainability becomes more commonplace. Studies show that "nearly 70% of 15,000 couples surveyed" said incorporated or planned to incorporate some type of "environmentally friendly activities and décor" (Moore). Couples are working with local vendors to reduce the impact from long-distance transportation (Hasan). The new emphasis on decreasing waste has led to an increase in renting of wedding décor, such as balloons, flowers, lighting, and centerpieces.

This has also presented itself by an increasing number of brides wanting an eco-friendly, ethically produced wedding dress. Brides are looking for fabrics that are organic, recycled, and low impact ("The Future of Bridal"). The demand for boutiques to offer more ethical options for their modern, conscious consumers is increasingly on the rise ("The Future of Bridal").

MILLENNIALS

GEOGRAPHICS

Region	Millennials % of Region Population	Number
Asia	24%	1.1B
Africa	21%	278M
Latin America/Caribbean	23%	155M
Europe	20%	148M
North America	21%	76M
Oceania	22%	9M
World	23%	1.8B

(*Millennials % of Region Population *World Economic Forum)

Asia has the largest percent population of Millennials in the world, with an estimated 1.1 billion millennials residing there. However, 21% of the United States population, an estimated 76 million individuals, are considered millennials. "In North America, millennials are projected to see a 10% increase in spending by 2025" (Neufeld).

MILLENNIALS

PSYCHOGRAPHICS

SOCIAL AND CONNECTED

The online world - and social media in particular - have given the Millennials a platform to reach the world.



(*Social and Connected* Goldman Sachs)

Millennials are considered "digital natives", someone raised in the world of digital devices, social media, and computers. This generation is more connected via the online world than previous generations. There is a drastic difference in the preferred method of communication that millennials and previous generations prefer. 44% of millennials prefer to send a text message when communicating with others about a brand or product, this is much higher than the 32% of Generation X and 15% of Baby Boomers.



(*Importance of Sustainability when Buying Fashion Items by Generations, 2022* Mintel)

Millennials have also been at the forefront of seeking to influence businesses to be accountable for issues that are important to them, such as discrimination, inequality, and sustainability. It has been proven that Millennials are willing to pay more for sustainable products

- 47% of Millennials want brands to create more eco-friendly products
- 42% of Millennials want brands to use more eco-friendly practices

MILLENNIALS BEHAVIORAL CHARACTERISTICS

Millennials purchase products based on expressing their personality. They want their purchases to make them feel good, with 60% of millennials tending to make purchases reflective of personal expression and making them feel good. Unlike previous generations, millennials tend to place higher value on their dollar, making purchasing decisions based on emotional and logistical needs (Choo).

GENERATION - Z

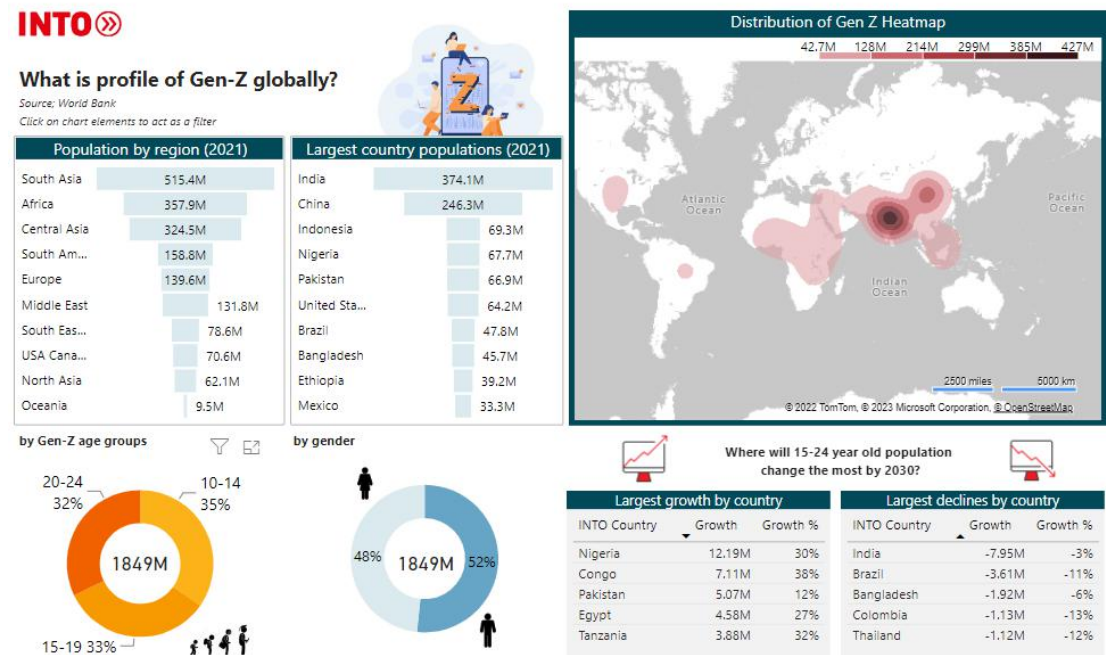
GEOGRAPHICS

Global Profile

There are currently estimated to be around 70.6 million individuals that are classified as Generation Z in the United States. This makes Generation Z approximately 25% of the United States population. This generation of individuals are forecasted to make drastic changes in the economic, social, and political climate of the world.

Urban Environments

Generation Zers are known to flock to urban environments. With 58% of generation z living in urban environments and 24% living in suburban environments, because they like to have easy access to restaurants and shopping (Pacheco). They are moving in mass to some of the largest cities in the United States. The top five largest cities in the United States, Houston included, received mass influx of individuals in generation z, while simultaneously experiencing decreases in older generations (Ramaswamy).



(*What is Profile of Gen Z Globally?* World Bank)

GENERATION - Z

BEHAVIORAL CHARACTERISTICS



("In-Person vs Online Shopping" Mintel)

QUALITY AND BRAND STANDARDS



nrf.com/GenZ



("Quality and Brand Standards" National Retail Federation)

Brand, Product, and Media Relations

Generation Z have very high expectations from the brands and companies they support. Individuals in this generation place high emphasis on the quality of product and experience that a brand sells ("Uniquely Gen-Z"). They want an entire customer experience when making purchases. This causes brands to quickly fall out of favor with this generation, as they have a hard time keeping up with the generational demands ("Uniquely Gen-Z").

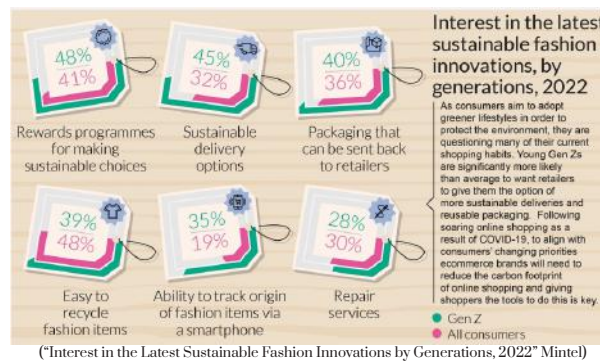
GENERATION - Z

PYSCHOGRAPHICS

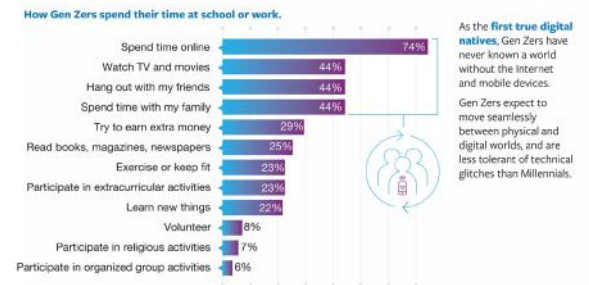


Values

Generation Z have strong values related to racial justice and sustainability. Generation Z has a greater interest in sustainable fashion, the most that can be seen by any other generation. The importance that Generation Z places on their environmental impact is an extremely important aspect of this generation. They have adapted many of their shopping and living habits to reflect this preference.



TECHNOLOGY IS SECOND NATURE TO GEN Z



nrf.com/GenZ



(*Technology is Second Nature to Gen Z* National Retail Federation)

Technology

Generation Z is an extremely online generation. They spend six hours or more a day online. Generation Z are true "digital natives", often relying on the internet as their first place for seeking information or content. This generation uses the internet for essentially everything, working, shopping, dating, and making friends. Social media makes up a large portion of their lives, and they often are extremely meticulous when curating their online presence.

Interests & lifestyle

MOST DISTINCTIVE INTERESTS

% of Gen Zs who say they're interested in the following (sorted by top over-index)



In general, **Gen Z's interests convey a creative and competitive nature.** They're more likely to be interested in esports and urban/modern art, while enthusiastic about cooking (49%) and playing sport (43%). In Europe, Gen Zs are 52% more likely to be interested in playing sport - even more so than gaming (IDX 1.39) - while in North America they're 10% less likely to say this.

Gaming is a staple of theirs - 63% are interested in the activity, 12 percentage points ahead of millennials. Gaming interest here is largely male dominated, with 62% and 37% interested in gaming and esports compared to 40% and 15% of females, respectively. Instead, female Gen Zs show more interest in beauty/cosmetics, with 66% saying this (40% more likely than the average female internet user).

They're anything but inactive, however, with 40% of Gen Zs interested in personal healthcare or fitness and exercise. This extends to an interest in health foods/drinks (50%) or alternative diets such as vegetarian food (21%). As a result, they perform any exercise regularly (49% do), with running/jogging (41%) or going to the gym (28%) frequent activities.

EXPLORE DATA

Question: Which of these things are you interested in?
 Source: GlobalWebIndex Q2 2020
 Base: 38,307 internet users aged 16-23

("Interests & Lifestyle" The Brandon Agency)

Lifestyle

Generation Z is vastly different than older generations. They have a wide range of interests, with 63% interested in video games/ gaming (majority males, 62% to females 40%), and Female Generation Zers 66% interested in beauty and cosmetics (Pacheco). This is 40% higher than the average female internet user. However, Generation Z does not spend all their time playing video games, they are also interested in art, cooking, and health and wellness. 40% of individuals in Generation Z stated interest in personal health or fitness journeys (Pacheco).

Gen Z State of Mental Health

42%

have a diagnosed mental health condition

1 in 4

were diagnosed with a mental health condition during the pandemic

68%

feel the pandemic has negatively affected their mental health



57%

are currently taking medication for their mental health condition



Gen Z pays \$44 on average every month for medication

("Gen Z State of Mental Health" Harmony Health Care)

Behavioral Crisis

Generation Z is currently amid a behavioral health crisis. They have the least positive outlook on life and society, and the highest prevalence of mental illness. This generations reports higher rates of anxiety, depression, and distress than any other generation. The Covid-19 pandemic has impacted the mental health of this generation drastically with almost 75% of Generation Zers saying the pandemic impacted them negatively.

TARGET SEGMENT PROFILES



PRIMARY RESEARCH

Research Goals

The purpose of primary research for this project is to discover the current knowledge surrounding sustainability in the bridal industry among potential consumers. I would also like to obtain data pertaining to my target consumers, such as their lifestyle behaviors, demographics, psychographics, and how this impacts their decision on determining where to buy their wedding dress.

Research Methods

This will be a survey to further understand factors that influence my target audience and their expectations regarding bridalwear. This survey will be distributed via social media and personal acquaintances. The survey will be open for a span of 3 weeks, and the total number of respondents equaled 20 individuals.

Target Audience

The target audience is women between the ages 23-40 years old. The goal is to survey women who are planning their wedding, have had a wedding, attended a wedding, or plan to get married in the near future. I would like to receive a total of 30-50 responses.

Summary of Survey Results

The survey results portrayed that the knowledge surrounding current sustainable bridal brands is severely lacking in the industry. It was by unanimous vote that consumers have no knowledge of brands that are currently sustainable. An important factor to consider is that most consumers voted the most important factor of their wedding dress is the dress design and style, with sustainability and ethical production following closely behind. Majority of respondents felt that brands are not doing enough for the environment. However, something to note is many respondents have some uncertainties regarding if they want a sustainable product or not.

KEY TAKEAWAYS

- 80% of respondent prefer to shop hybrid, meaning that it is important to have an online and in-store method of shopping to cater to consumers.
- 90% of respondents stated their preferred way to shop was in-store at a bridal boutique, this is important because completely virtual stores will not appeal to bridal consumers.
- Design and Style was ranked the most important factor when wedding dress shopping by majority of respondents, this will remain an important factor when marketing bridal products.
- 75% of respondents stated that they did not believe brands were doing enough for the environment. This is important because consumers are expecting more from brands in terms of eco-friendly practices.
- 100% of respondents stated they were not aware of any bridal brands that practiced sustainability. This means that brands that are sustainable are not visible in the market, and if they are, consumers are unaware of their production methods.
- 75% of respondents stated they will not be wearing their bridal dress again, with similar amounts of respondents stating they will either resale or keepsake their dress. Providing consumers with options of what they can do with their wedding dress after they wear it will be a big area of opportunity.

PRIMARY CUSTOMER

Demographics

- Age: 22-35 years old
- Income: \$45K-\$85K
- Martial Status: Single, Long-Term Relationship
- Education: Graduate Plus
- Living Situation: With Roommate(s)

Geographics

- Urban and Suburban Areas
- Zip Codes: 77007, 77006, 77004, 77098

Lifestyle

- Eats at organic/health food restaurants
- Shops at Nordstrom
- Tech Savvy
- Recycles

Sociographics

- Eco-friendly
- Early Adopter of Technology

Psychographics

- Mobile Urbanites
- VALS: Experiencers
- PRIZM: Connected Bohemians

Buying Behavior

- Resale/ Thrift Store Purchases
- Variety-Seeking Purchases
- Spontaneous Purchases



THE ECO-FRIENDLY ENTHUSIAST



(*Signature Gold Zip Tulip Top* Jaanuu.)



(*Community Photos* LiveattheWyatt.)

MEET SARA

Sara, 26
Income: \$64K
Marital Status: Single
Education: Graduate Plus

Sara recently graduated nursing school and is now employed as a Pediatric Nurse in the Houston area. She currently lives in the medical center, where she enjoys shopping at Whole Foods, trying new restaurants with friends, and attending Hot Yoga classes in the morning. Sara is having a large wedding with all of her friends and family invited. She desires her wedding to be unique and has created a Pinterest board that includes all of her favorite themes and trends. Sara wants a wedding dress that is unconventional and will make a lasting impression. She plans on creating an entire bridal wardrobe consisting of a ceremony dress and a reception dress.

SECONDARY CUSTOMER

Demographics

- Age: 25-37 years old
- Income: \$98K-\$125K
- Martial Status: Single, Long-Term Relationship
- Education: Graduate Plus
- Living Situation: Homeowner, Living with Partner

Geographics

- Urban Uptown
- Zip Codes: 77002, 77005, 77008

Lifestyle

- Eats at organic/health food restaurants
- Shops at Saks Fifth Avenue
- Uses Yelp

Sociographics

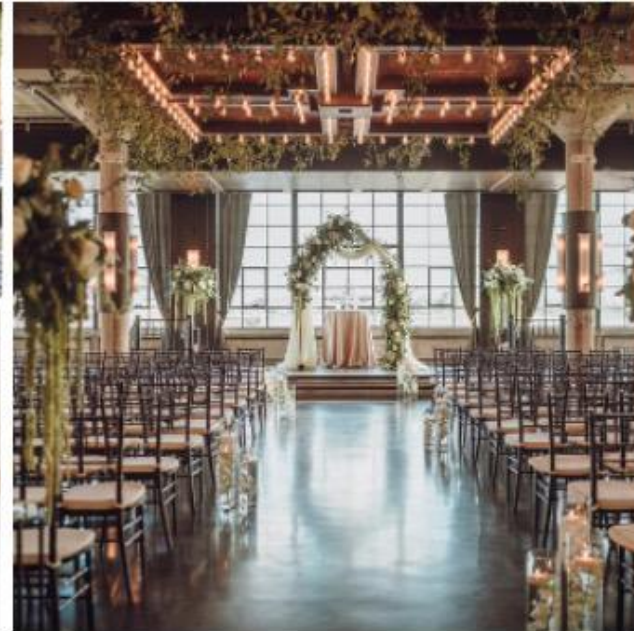
- Eco-friendly

Psychographics

- Centered in Fast growing cities
- Vibrant social scenes
- Loves Art
- VALS: Innovator
- PRIZM: Cosmopolitan

Buying Behavior

- Brand Loyalty
- Values High Quality Product and Services



THE CONSCIENTIOUS SHOPPER



(Andrey Popov" Stockadobe.com.)

MEET ALARA

Alara, 29
Income: \$98K
Marital Status: Single
Education: Graduate Plus

Alara works as a web developer for a Fortune 500 company. She lives in the Art District of Houston, where she enjoys visiting museums, going to various shows, and traveling around the country in her free time. Alara plans on having an intimate wedding consisting of her closest friends and family. She wants to incorporate her values into her wedding by planning a wedding with a low environmental footprint. Alara wants a dress that is made from eco-friendly materials and expressive of her personality.



(“What is Quiet Luxury” Joanna Rahier.)

TERTIARY CUSTOMER

Demographics

- Age: 27-38 years old
- Income: \$140K-\$230K
- Martial Status: Single
- Education: Graduate Plus
- Living Situation: Homeowners, Lives Alone

Geographics

- Urban Areas
- Zip Codes: 77019, 77027

Lifestyle

- Owns an Audi
- Shops at Crate & Barrel
- Attends college and professional sports events
- Flies United
- Uses Yelp

Sociographics

- Eco-friendly

Psychographics

- Values quality in products
- Family-oriented mindset
- Tech Savvy
- VALS: Achiever
- PRIZM: Young Digerati

Buying Behavior

- High quality products
- Statement Pieces
- Purchases serve as a demonstration of wealth



THE CONSPICUOUS ELITIST

MEET CATHERINE



(“The Stories Behind Cartier’s Latest Heart-Stopping Timepiece Designs” Harpers Bazaar Arabia.)



(“Kelly Club” Habituallychic.luxury.)

Catherine, 36
Income: \$165K
Marital Status: Single
Education: Graduate Plus

Catherine works as a Financial Manager and lives in a home in the River Oaks area of Houston. She enjoys quality, luxury goods. She often spends her weekends at sporting events, shopping, or going out with friends. Catherine takes frequent trips out of the country to explore the world when she has time. Catherine wants a wedding that is grand and lavish. She plans to have more than 200 wedding guests and has no restrictions regarding costs when it comes to getting exactly what she wants. Catherine wants a wedding dress that is detailed and extravagant. She wants to make a statement with something that has never been seen before. Catherine plans on having bridal garments for the week leading up to her wedding, and multiple looks for the day of.

COMPETITOR RESEARCH

DIRECT COMPETITORS

PRONOVIAS
BARCELONA





Atelier Pronovias: GAZELLE



Pronovias: RIBELLA

PRONOVIAS

BARCELONA

Pronovias was founded in 1922 in Barcelona, Spain originally specializing in lace, embroidery and silk. In 1964, the company created the first prêt-à-porter bridal fashion, making wedding dresses accessible to all women.

Headquarters
Barcelona, Spain

Houston Location
5115 Westheimer Rd
Unit C3520
Houston, Tx 77056

Categories
Wedding Dresses
Special Occasion
Accessories

Price Range
\$710 - \$9,000

Strengths
Global Presence
Collaborations (Vera Wang, White One, St. Patrick, Lady Bird)
3 International Logistics Centers
Wide Range of Assortment each season

Weaknesses
Selection of size inclusive dresses are minuscule
Selection of eco-friendly dresses are small in relation to product assortment
Prices are hard to find online





Brickhouse Bridal was originally founded by mother and daughter, Starla Flake and Melanie Erpenbeck in 2000 in Conroe, Tx. The bridal salon prides itself on providing an unforgettable dress shopping experience.

Headquarters

The Woodlands, Texas

Houston Location

207 E Shore Dr.
Ste. 250
The Woodlands, Tx 77380

Categories

Wedding Dresses

Price Range

\$1,800 - \$8,000

Strengths

Selection of Designer Dresses
Strong Customer Service
Sample Suite allows brides to purchase straight off the rack

Weaknesses

Dresses not available for preview on their website
Prices not available for preview on their website
Their website layout can be confusing



([@byblakefountain](#) Brickhouse Bridal)



([@jennarouth](#) Brickhouse Bridal)



("About" BrickhouseBridal.)



("About" BrickhouseBridal.)



Lovely Bride - Crosby



Lovely Bride - Seymour

Lovely

HOUSTON

Lovely Bride was founded in 2010 by founder, Lanie List, who opened the first Lovely Bride in a West Village townhouse. Lovely Bride is a collection of bridal shops that pride themselves on having the best creative designer collections.

Headquarters

New York, New York

Houston Location

2605 Dunlavy St.
Houston, Tx 77006

Categories

Wedding Dresses
Civil Ceremony
Accessories
Bridesmaids (Online Only)

Price Range

\$175 - \$7,300

Strengths

Dress prices and size availability are viewable online
Large color selection of bridesmaid dresses

Weaknesses

Limited number of styles available for in-store try on
Extremely limited number of plus sizes available
Bridesmaid dresses are not available for purchase directly through Lovely Bride



(*Visit Us* LovelyBrideHouston.)



(*Visit Us* LovelyBrideHouston.)

INDIRECT COMPETITORS

ROSA CLARÁ

needle & thread





Rosa Clara - Maxal



Rosa Clara - R519

ROSA CLARÁ

Rosa Clará was founded in 1995 in Paseo de Gracia, Barcelona. Rosa Clará has become a leader in the bridal industry with upwards of 4,000 points of sale in over 80 countries.

Headquarters

Paseo de Gracia, Spain

Categories

Wedding Dresses

Cocktail Dresses

First Communion Dresses

Price Range

\$500 - \$8,500

Strengths

Global Presence

Selection of dresses for children

Wide assortment of product

Weaknesses

Brand is not size inclusive

Brand is not eco-friendly

Dress pricing is not easily accessible

needle & thread

Needle & Thread was founded in 2013 by Hannah Coffin. The brand targets style-conscious women with pieces inspired by classic English gardens, delicate florals, vintage textiles, and antique prints.

Headquarters

London, United Kingdom

Categories

Womenswear
Bridalwear
Childrenswear
Accessories
Knitwear
Loungewear

Price Range

\$190 - \$1,370

Strengths

Selection of responsibly sourced dresses
Large product assortment
Available to purchase online
World-wide shipping

Weaknesses

Available from US sizes 0-18
No brick-and-mortar store



Needle & Thread - Lena



Needle & Thread - Libby Lace



Wear Your Love - Haven



Wear Your Love - Ellora



Wear Your Love was founded in 2015 by Jillian in her garage. The gowns are all made to order and made by hand from start-to-finish. The company has a strong stance on sustainability.

Headquarters
Northern California

Categories
Wedding Dresses
Accessories

Price Range
\$2,120 - \$3,460

Strengths
Made in the USA
Handmade dresses
No waste production

Weaknesses
Sold only online
Dresses are not pre-made, so production lasts longer

SWOT ANALYSIS

S

Strengths

- De’Jeanne Caryn will be a sustainable bridal brand that targets a niche customer demographic.
- De’Jeanne Caryn will offer an inclusive size range for our bridal collections, offering sizes 0-32.
- We offer bridal attire for brides who are unconventional by offering dresses in a range of colors, not just the typical white or ivory.

O

Opportunity

- Due to the pandemic, there is an increase interest in sustainable bridal attire, however the market size is still small.
- The potential market for upcycling wedding dresses.
- The potential service of buying and reselling used wedding dresses.
- Collaborations with other brands and influencers to gain brand awareness.
- Potential expansion into children’s and menswear wedding and special occasion attire.

Weakness

W

- Due to the sustainable production methods, our products are more expensive than traditional bridal attire.
- Our products will only be available for purchase in-store.
- Due to the inclusive sizing, the inventory stock is high, especially for a start-up company.
- Due to being a start-up, lack of brand awareness and exposure.

Threats

T

- Inflation continuously rises the cost of production.
- The increase in the online bridal market.
- The rising age of marriage could potentially alter the brand’s target market and target consumer.
- With such a high starting inventory, investing will be a large risk.
- Competing against other well known brands.

COMPETITIVE ADVANTAGES

More Affordable Bridal

On average, De’Jeanne Caryn Bridal garments and dress cost less than those of competitors.

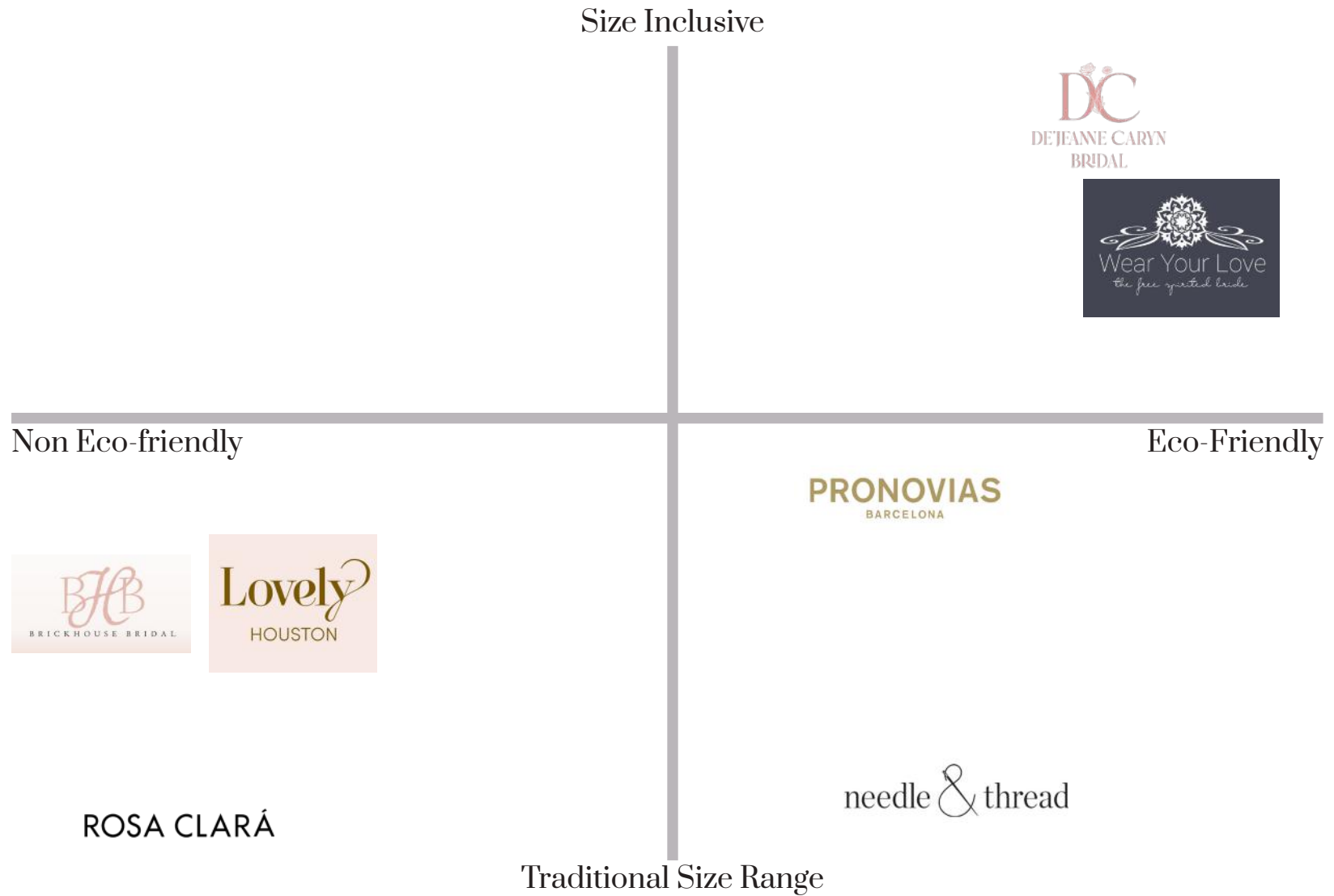
Niche Target Demographic

De’Jeanne Caryn Bridal’s primary customer is a very niche demographic consisting of brides looking for sustainable and eco-friendly dresses. There is currently a gap in the market for these consumers.

Private Label Boutique Direct to Consumer

Being a private label boutique that sells directly to consumers means that our products are exclusive to our stores. De’Jeanne Caryn Bridal dresses will be one of a kind, and unavailable to be purchased elsewhere.

POSITIONING MAP



POSITIONING MAP



POINTS OF DIFFERENTIATION

1

Unconventional Dresses

We will offer a selection of products for brides who are looking for something other than a traditional wedding dress. Our bridal collections will feature colors and styles that are not typically seen in bridal attire.

2

Size Inclusivity

We will strive to remain size inclusive for our products. We will offer a selection of styles and products in sizes 0-32, with the addition of offering alterations to accommodate for customers of all shapes and sizes.

3

Sustainability

We will offer a complete selection of sustainable options for brides. This will be done by providing transparency for all our garments and products. We will respond to consumer inquiries regarding the sourcing of materials as well as provide the credentials of our factories.

PRODUCT STRATEGY & PLAN

MERCHANDISING PLAN

Spring/Summer

A-Line - 2 Styles

4 Colors
80 Dresses

Ballgown - 3 Styles

4 Colors
80 Dresses

Mermaid - 1 Style

1 Color
20 Dresses

Fit and Flare - 1 Style

2 Colors
40 Dresses

Jumpsuit - 1 Style

2 Colors
40 Dresses

Mini - 1 Style

1 Color
20 Dresses

Fall/Winter

A-Line - 3 Styles

5 Colors
100 Dresses

Ballgown - 2 Styles

4 Colors
80 Dresses

Fit and Flare - 1 Style

2 Color
40 Dresses

Sheath - 1 Style

1 Colors
20 Dresses

Sheath w/ Detachable Skirt - 1 Style

2 Colors
40 Dresses

Two Piece Set - 1 Style

2 Color
40 Sets

Asymmetrical - 1 Style

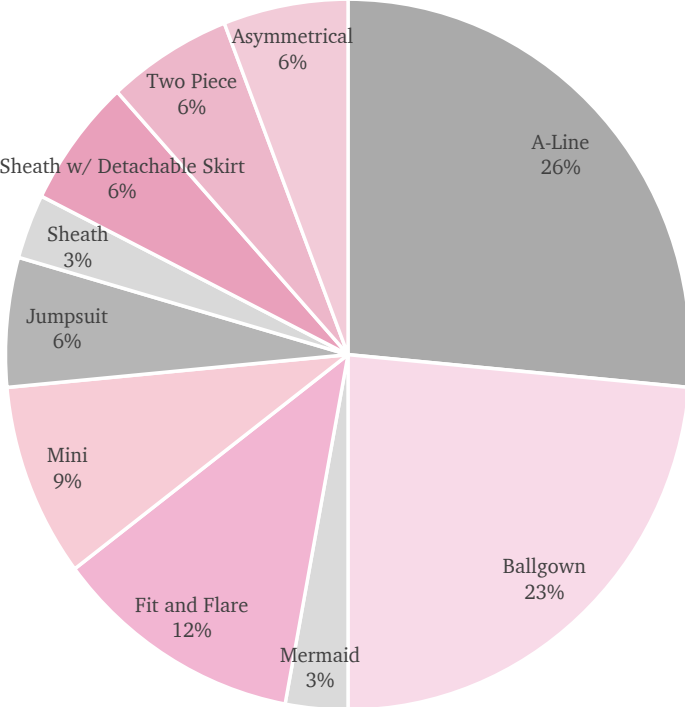
2 Color
40 Dresses

Class	Style Count	Total Units	Unit % to Total	Total COG	Total Retail	Retail % to total	Average Retail	
A-Line	5	180	26%	\$ 202,500	\$ 405,000	29.4%	\$ 2,250.00	
Ballgown	5	160	24%	\$ 210,000	\$ 420,000	30.5%	\$ 2,625.00	
Mermaid	1	20	3%	\$ 18,500	\$ 37,000	2.7%	\$ 1,850.00	
Fit and Flare	2	80	12%	\$ 77,000	\$ 154,000	11.2%	\$ 1,925.00	
Mini	2	60	9%	\$ 27,500	\$ 55,000	4.0%	\$ 916.67	
Jumpsuit	1	40	6%	\$ 24,000	\$ 48,000	3.5%	\$ 1,200.00	
Sheath	1	20	3%	\$ 12,500	\$ 25,000	1.8%	\$ 1,250.00	
Sheath w/ Detachable Skirt	1	40	6%	\$ 70,000	\$ 140,000	10.2%	\$ 3,500.00	
Two Piece	1	40	6%	\$ 25,000	\$ 50,000	3.6%	\$ 1,250.00	
Asymmetrical	1	40	6%	\$ 22,000	\$ 44,000	3.2%	\$ 1,100.00	
Total		20	680	100%	\$ 689,000	\$ 1,378,000	100.0%	\$2,026.47

Reasoning

Due to De'Jeanne Caryn Bridal offering a large assortment of sizes ranging from 0-32, using eco-friendly materials and domestic manufacturing, coupled with being a start-up brand, the first year of operation will consist of a smaller assortment of product styles. The brand will focus on a mix of traditional and unconventional bridal styles in a range of colors. As we continue, it is our hope to offer a larger product assortment and color range each season for consumers. For our first year, we will be offering 20 dresses in each style (one of each size) to reduce the start-up inventory.

Product Classification



■ A-Line ■ Ballgown ■ Mermaid ■ Fit and Flare ■ Mini ■ Jumpsuit ■ Sheath ■ Sheath w/ Detachable Skirt ■ Two Piece ■ Asymmetrical

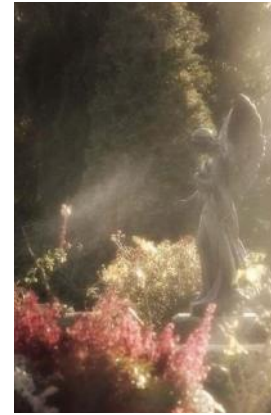
BLISSFULLY WILD

WOMENSWEAR FORECAST: S/S 25

A gentle and euphoric approach encompassing the increasing mindfulness and eco-conscious production. Lightweight and delicate blend to allow free spirits to roam and grow.

Spring/ Summer: Late November – Early May

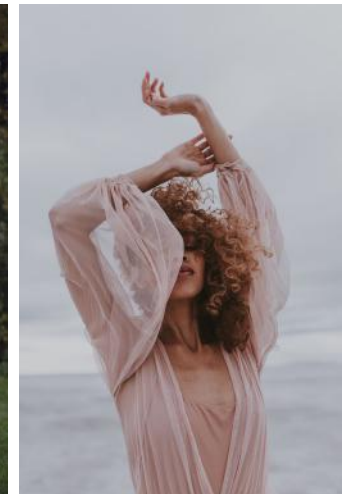




BLISSFULLY WILD

SPRING/ SUMMER MOOD BOARD

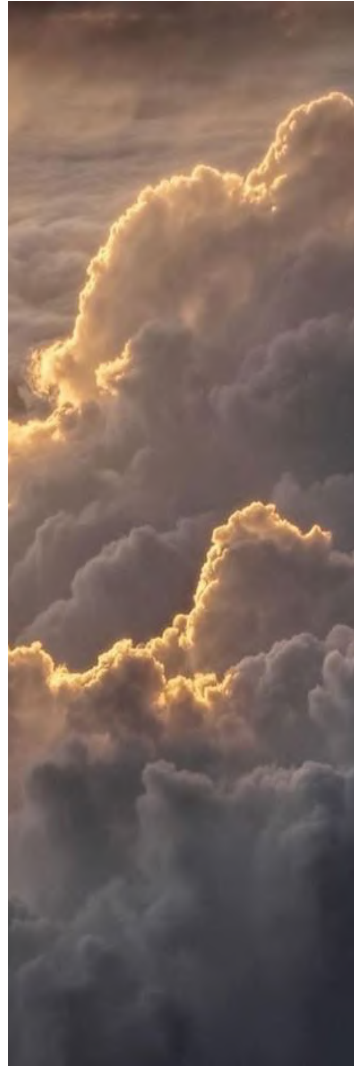
Organic and eco-friendly materials and production work to create soft fullness, sheer ruffles, layers, and silhouettes that flow and breathe. Looking to nature for inspiration and guidance, bliss and beauty blend for an ethereal feel. Romantic pieces that leave a lasting impression but a minimal impact on the earth.



BLISSFULLY WILD

SPRING/ SUMMER COLOR STORY

Nature's beauty has provided an escape for society as they reconnect with the environment. This will bring more attention to the natural wonders that can often be taken for granted. Softer colors taken from florals and the sky will be used for inspiration in the coming season. The colors are versatile and could be used to pair with neutrals or bold colors. They reinforce the growing free spirit of society as they offer a range of options to compliment them.



BLISSFULLY WILD COLOR PALETTE

SPRING/SUMMER

Base Colors

- PANTONE 12-0000 TCX White Swan
- PANTONE 11-0602 TCX Snow White

Accent Colors

- PANTONE 13-4108 TCX Nimbus Cloud
- PANTONE 12-1303 TCX Carinaria
- PANTONE 11-0510 TCX Afterglow
- PANTONE 14-1227 TCX Peach
- PANTONE 14-3209 TCX Pastel Lavender
- PANTONE 15-1816 TCX Peony
- PANTONE 14-4320 TCX Baltic Sea

Soft pastels dominate the seasonal color palette, as consumer become increasingly more mindful and focused on peace and nature. A soft glow provided by the beauty of allow for colors that could be found in a fairy tale. Neutrals and muted colors compliment the breathable and fluid silhouettes of the season.



BLISSFULLY WILD

SPRING/SUMMER FORECAST

Light, airy, and delicate fabric and manipulations fuse together to create dresses with a fairylike quality. With details and qualities that emphasize comfort, movement, and freedom, connecting with nature has never been so peaceful.



BLISSFULLY WILD

SPRING/SUMMER TEXTILES AND MATERIALS

Organic and sustainable materials are present more than ever as society pushes towards a greater mindfulness of the environment. Organic silks, recycled tulle, and the addition of hemp and piñatex mixtures will allow for soft, fluid, and breathable silhouettes. These materials will go through minimal dyeing, leaving their color light and natural.

DAHLIA

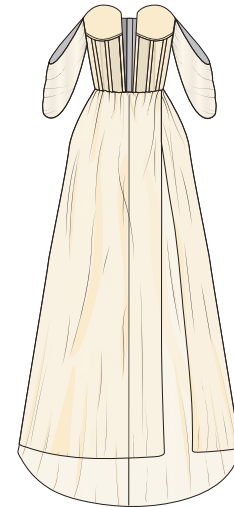
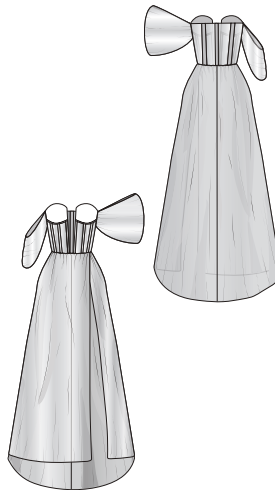
SS25-WDA-101

Sizes: 0-32

Materials:
Recycled Polyester Tulle, Eco Mikado

Colorways:
🌹 Bright White 🌹 Afterglow

🌹   \$2,150



DANDELION

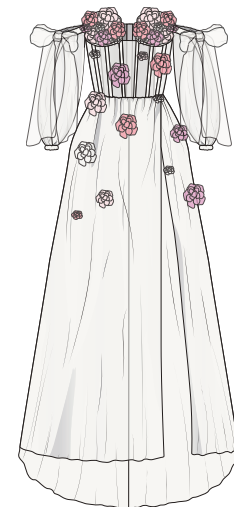
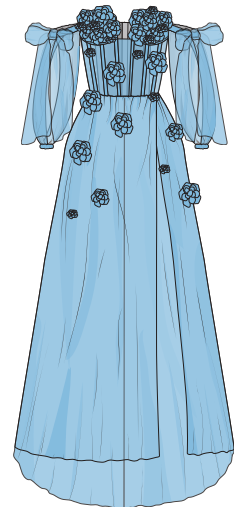
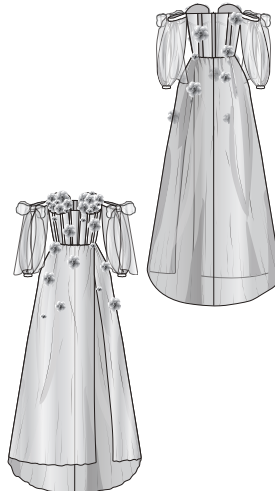
SS25-WDA-102

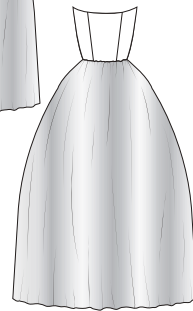
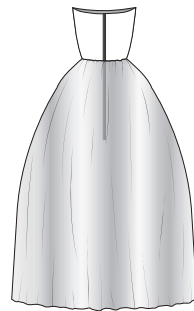
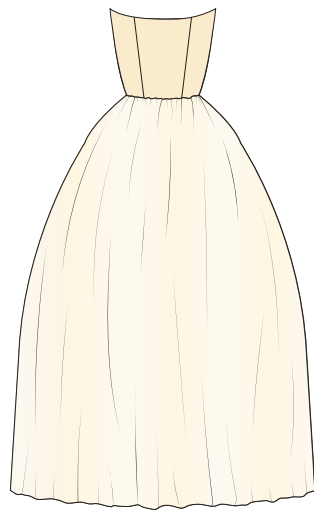
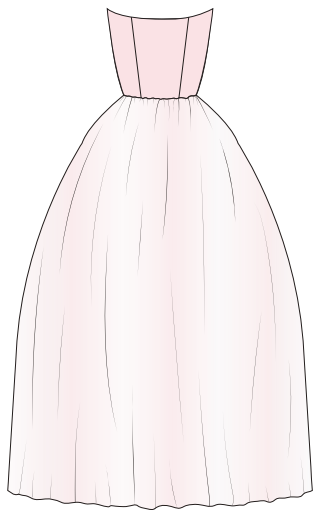
Sizes: 0-32

Materials:

Colorways:
🌹 Baltic Sea 🌹 White/Multi

🌹   \$2,750





ORCHID

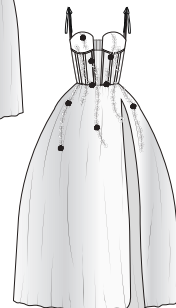
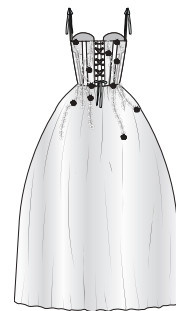
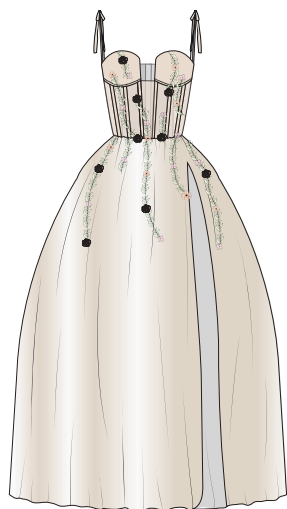
SS25-WDB-101

Sizes: 0-32

Materials:
Eco Mikado, Recycled Polyester Tulle

Colorways:
 Carinaria  Afterglow

\$2,000



DAFFODIL

SS25-WDB-102

Sizes: 0-32

Materials:
Eco Mikado, Recycled Polyester Tulle

Colorways:
 White Swan

\$3,500

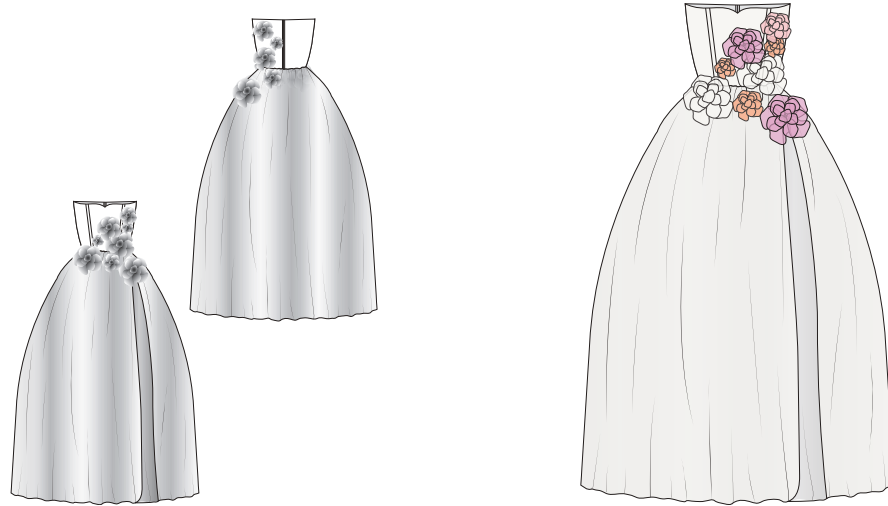
FORGET ME NOT

SS25-WDB-103

Sizes: 0-32

Materials:
Eco Mikado, Recycled Polyester Tulle

Colorways:
 White/Multi



WISTERIA

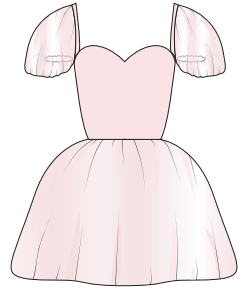
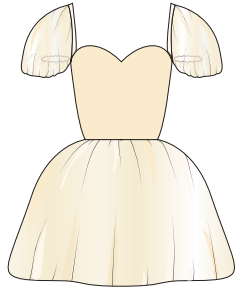
SS25-WDMD-101

Sizes: 0-32

Materials:
Eco Mikado, Recycled Polyester Tulle

Colorways:
 Bright White/Carinaria





TULIP

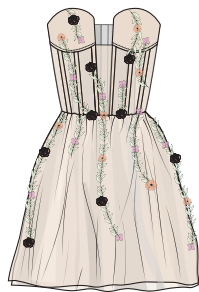
SS25-WDM-101

Sizes: 0-32

Materials:
Eco Mikado, Recycled Polyester Tulle

Colorways:
 Afterglow  Carinaria

\$750



DAISY

SS25-WDM-102

Sizes: 0-32

Materials:
Eco Mikado, Recycled Polyester Tulle

Colorways:
 White Swan

\$1,250

BLUEBELL

SS25-WDF-101

Sizes: 0-32

Materials:
Eco Mikado

Colorways:



Baltic Sea



White/Multi



\$2,750



FIREWEED

SS25-WDJ-101

Sizes: 0-32

Materials:
Organic Silk Satin

Colorways:



Bright White



Carinaria



\$1,200



GODDESS ON EARTH

WOMENSWEAR FORECAST: A/W 25

A modern approach to classical architecture and art reflective of the progressive shifting perspectives of society. As technology propels society forward, and societal feelings shift, many are looking back to the past for ways to adapt and alter antiquated ideals.

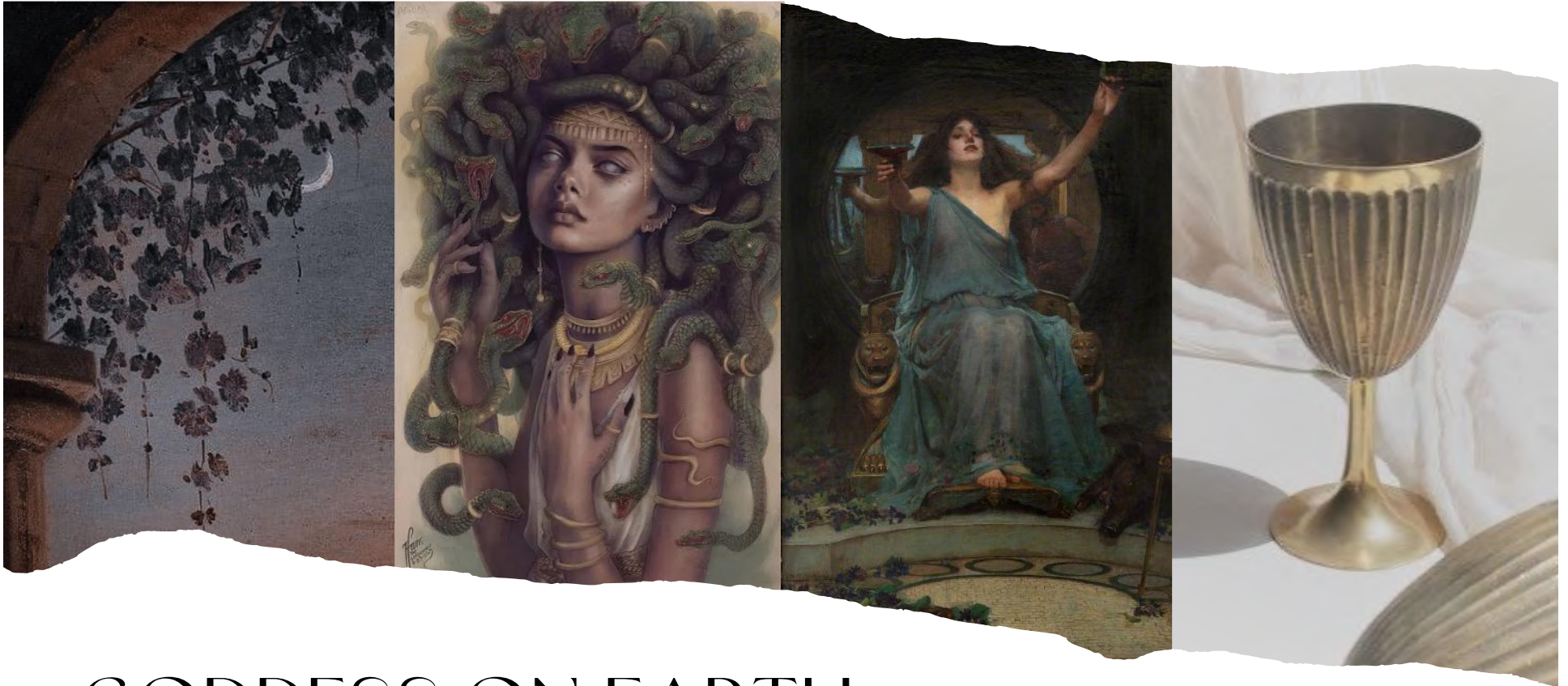




GODDESS ON EARTH

FALL/WINTER MOOD BOARD

Traditional silhouettes with fabrics such as brocades and silks to create a sensual and romantic ode to the past. Pieces that allow free movement while accentuating the female figure ensure a collection that is empowering and alluring.



GODDESS ON EARTH

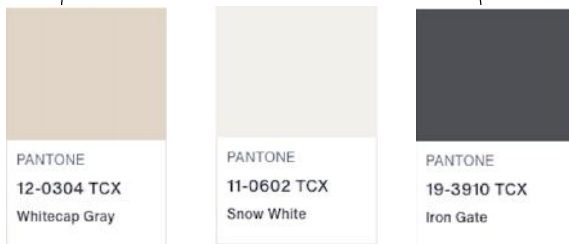
FALL/WINTER COLOR STORY

Rich colors with depth combined with neutrals allow for a palette with character that is sure to make a powerful impact. Colors pulled from historic art, architecture, and natural creation are combined to make a captivating ode to the past.

GODDESS ON EARTH COLOR PALETTE



Base Colors



Accent Colors





GODDESS ON EARTH

FALL/WINTER STYLE FORECAST

Fitted silhouettes with movement and embellishment are fused together to create pieces that are fit for royalty.

GODDESS ON EARTH

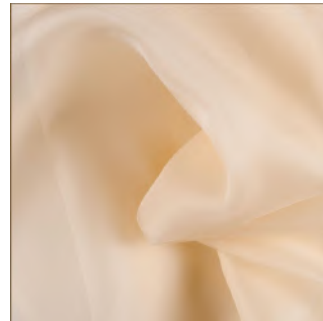
FALL/WINTER MATERIAL BOARD



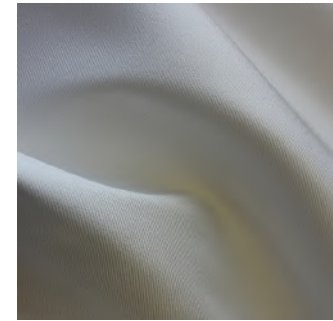
Embossed Brocade
100% Recycled Polyester



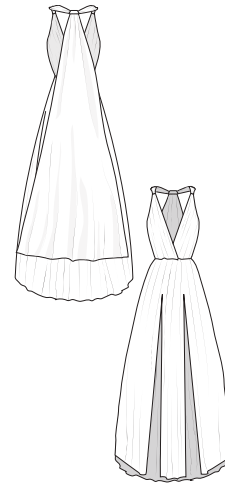
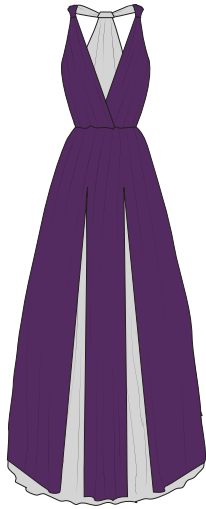
Hemp Silk Charmeuse
70% Hemp/ 30% Silk



Silk Organza
100% Silk



Eco Mikado
100% Recycled Polyester



APHRODITE

FW26-WDA-101

Sizes: 0-32

Materials:
Organic Silk Satin

Colorways:

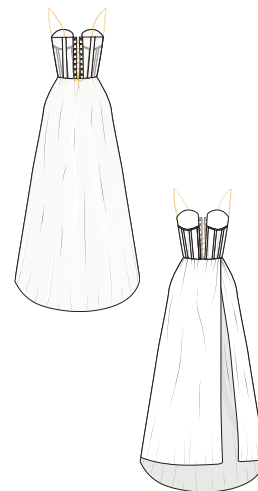
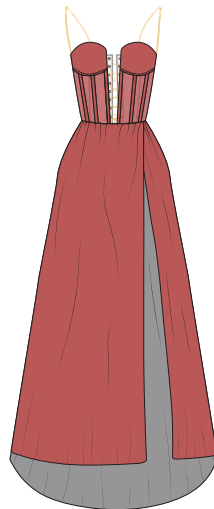


Imperial Purple



Douglas Fir

\$2,100



IRIS

FW26-WDA-102

Sizes: 0-32

Materials:
Eco Mikado, Recycled Polyester Tulle

Colorways:



Mineral Red

\$3,250



PERSEPHONE

FW26-WDA-103

Sizes: 0-32

Materials:
Organic Silk Satin

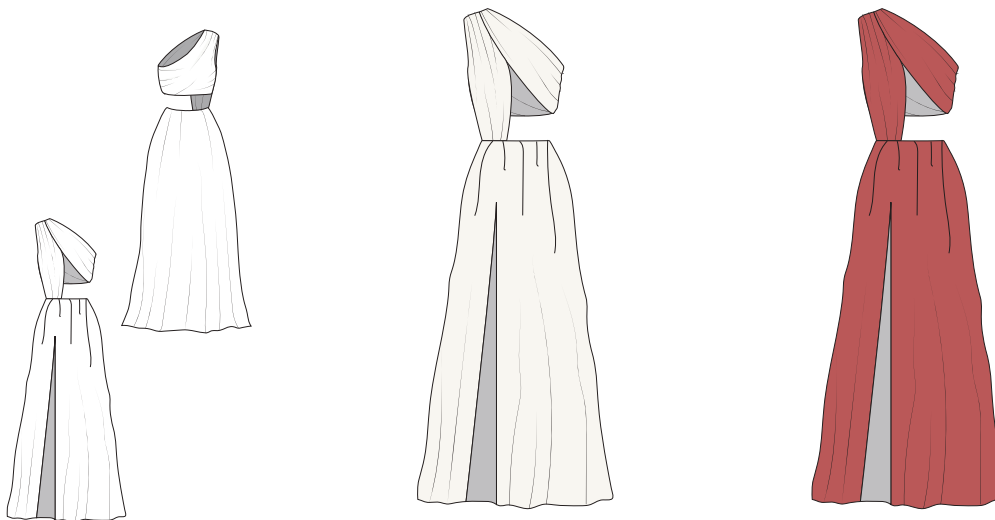
Colorways:



Bright White



Mineral Red



SELENE

FW26-WDB-101

Sizes: 0-32

Materials:
Eco Mikado, Recycled Polyester Tulle

Colorways:

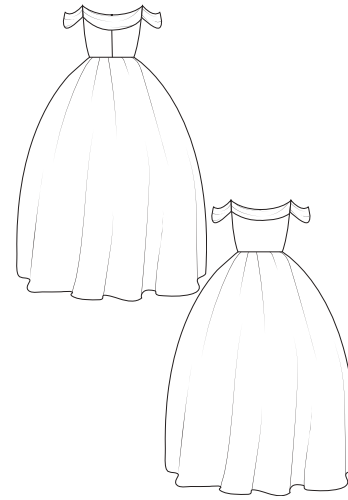
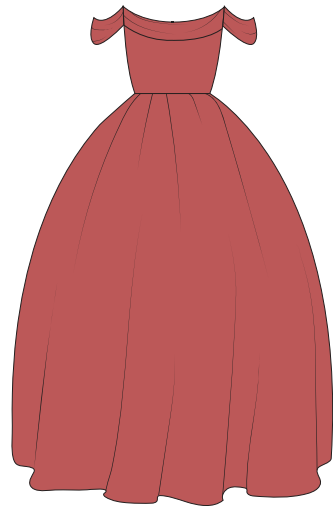
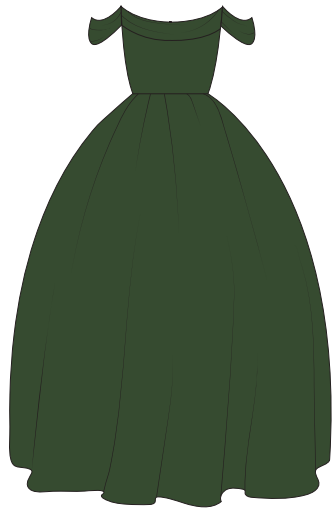


Bright White



Iron Gate





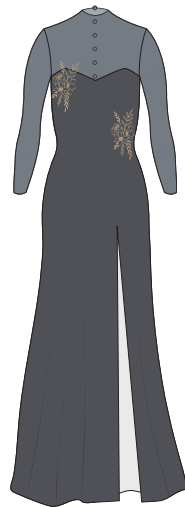
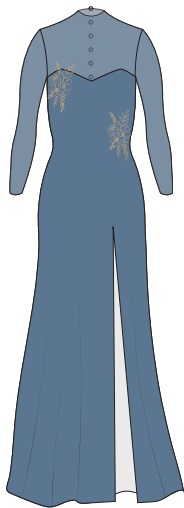
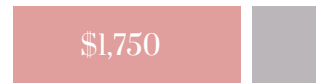
RHEA

FW26-WDB-102

Sizes: 0-32

Materials:
Embossed Brocade

Colorways:
🌹 Douglas Fir 🌹 Mineral Red



ARTEMIS

FW26-WDF-101

Sizes: 0-32

Materials:
Eco Satin Taffeta, Organic Silk Organza

Colorways:
🌹 Coronet Blue 🌹 Iron Gate



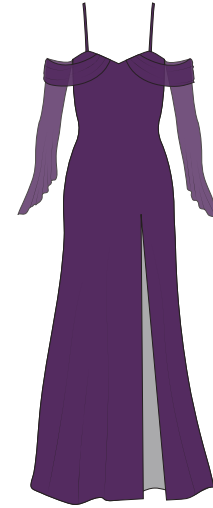
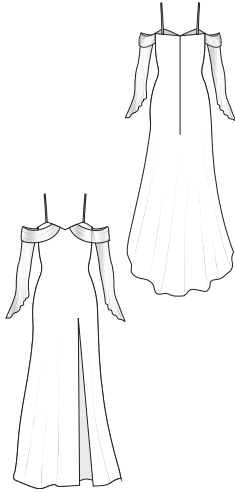
THALIA

FW26-WDS-101

Sizes: 0-32

Materials:
Eco Satin Taffeta, Organic Silk Organza

Colorways:
Imperial Purple



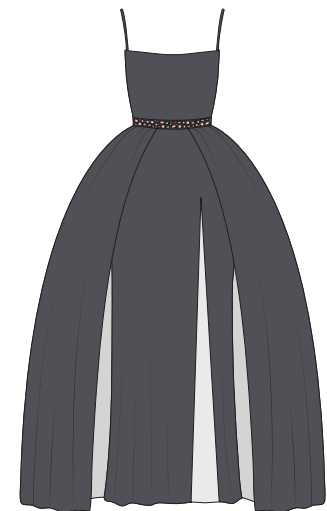
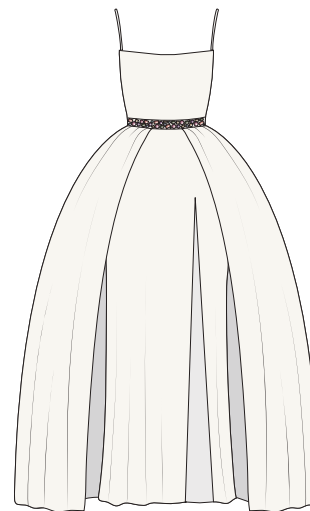
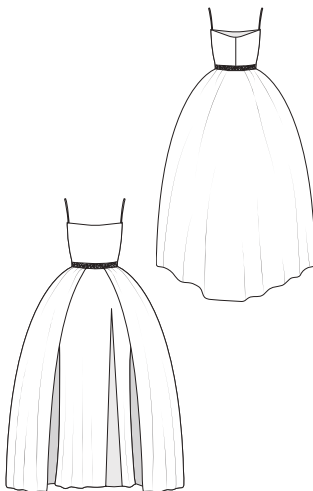
HERA

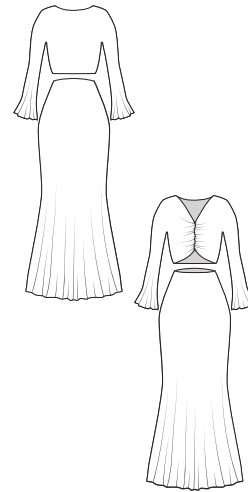
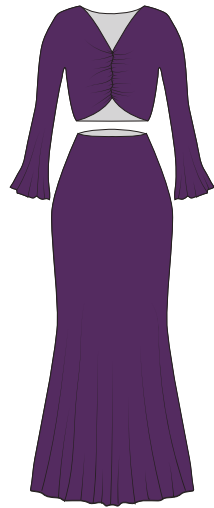
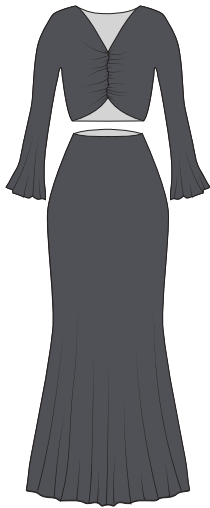
FW26-WDSD-101

Sizes: 0-32

Materials:
Eco Mikado, Embossed Brocade

Colorways:
Bright White Iron Gate





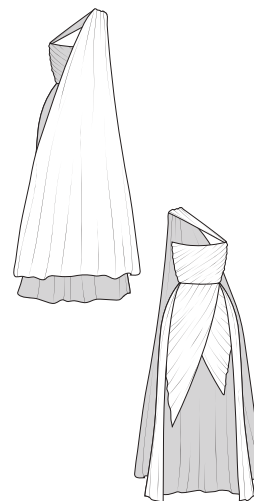
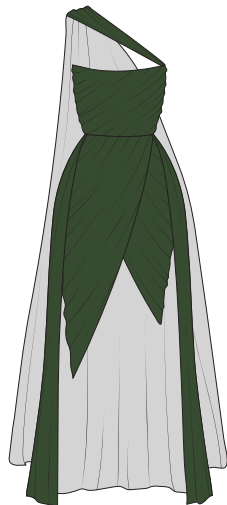
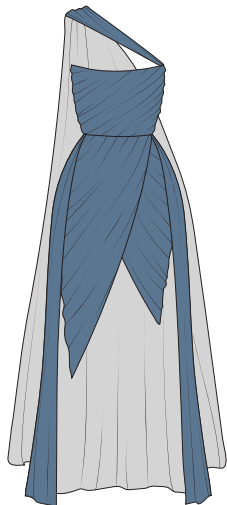
GRACES

FW26-WDTP-101

Sizes: 0-32

Materials:
Organic Silk Satin

Colorway
🌹 Iron Gate 🌹 Imperial Purple



CIRCE

FW26-WDAS-101

Sizes: 0-32

Materials:
Organic Silk Satin

Colorways:
🌹 Coronet Blue 🌹 Douglas Fir



TECH PACKS

DH Off The Shoulder A-Line Dress - Style #SS25-WDA-102

FSH259 Preproduction, Dresses, Spring, 2025

Summary



DH Off the Shoulder A-Line Dress

Name	DH Off the Shoulder A-Line Dress
Style No.	SS25-WDA-102
Description	Spring Bridal1 Corset Off the Shoulder A-Line Dress
Division	FSH259 Preproduction
Category	Dresses
Season	Spring
Year	2025
Size Scale	4 -Sample size
	<input type="checkbox"/> 0 <input type="checkbox"/> 2 <input type="checkbox"/> 4 <input type="checkbox"/> 6 <input type="checkbox"/> 8 <input type="checkbox"/> 10 <input type="checkbox"/> 12 <input type="checkbox"/> 14 <input type="checkbox"/> 16 <input type="checkbox"/> 18 <input type="checkbox"/> 20 <input type="checkbox"/> 22
	<input type="checkbox"/> 24 <input type="checkbox"/> 26 <input type="checkbox"/> 28 <input type="checkbox"/> 30 <input type="checkbox"/> 32
Style Status	In Development
Size Range	Missy Extended Sizing 0-32
Development Status	1st Sample
Main Fabric	Silk Satin, Chiffon
Factory	Miyh Design
COO	USA
MOQ	10
Leadtime	6 Weeks
Created by/Author	4/3/2024 Dej Hall dhall29@art.edu

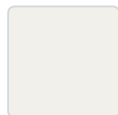
DH Off The Shoulder A-Line Dress - Style #SS25-WDA-102

FSH259 Preproduction, Dresses, Spring, 2025

Color Variants



1.



Snow White
Custom Code: 11-0602
TCX
Int. Code: Not Set
Ext. Code: DH Snow
White

DH Off The Shoulder A-Line Dress - Style #SS25-WDA-102

FSH259 Preproduction, Dresses, Spring, 2025

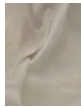








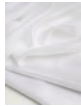





Color Variants



2.










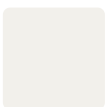
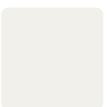






Afterglow
Custom Code: 11-0510
TCX
Int. Code: Not Set
Ext. Code: DH Afterglow


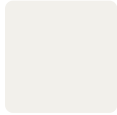
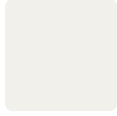

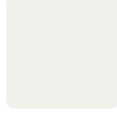


THUMBNAIL	COMPONENT	QTY	1. SNOW WHITE CODE: 11-0602 TCX EXT CODE: DH SNOW WHITE	2. AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW
FABRIC				
1	 <p>DHall Eco Taffeta CODE: DH #29 Placement: Chest Cups, Corset Paneling on Bodice Suppliers: Bridal Fabrics Fabric width: 55" Status: In Development Content: 100% Recycled Polyester MOQ: 22 Leadtime: 10 days Country of Origin: Italy</p>	1	 <p>Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 150 gsm Price: 19.41</p>	 <p>Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 150 gsm Price: 19.41</p>
2	 <p>DHall Eco Organza CODE: DH #28 Placement: Corset Paneling on Bodice, First Layer of Skirt, Sleeves Suppliers: Bridal Fabrics Fabric width: 59" Status: In Development Content: 100% Recycled PET MOQ: 44 yards Leadtime: 10 days Country of Origin: Italy</p>	3	 <p>Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 50 gsm Price: 21.26</p>	 <p>Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 50 gsm Price: 21.26</p>
3	 <p>DHall Recycled Polyester Tulle CODE: DH #5 Placement: Second Layer of Skirt Suppliers: Bridal Fabrics Fabric width: 61" Status: In Development Content: 100% Recycled Polyester Country of Origin: Italy MOQ: 110 yards Leadtime: 10 Days</p>	1.25	 <p>Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 14 gsm Price: 5.55</p>	 <p>Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 14 gsm Price: 5.55</p>
4	 <p>DHall Cupro Lining CODE: DH #19 Placement: Chest Cups, Skirt Suppliers: Core Fabrics Fabric width: 54" Status: In Development Country of Origin: Japan Content: 100% Cupro MOQ: 30 yards Leadtime: 12-40 days</p>	1.365	 <p>Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 75 gsm Price: 9.20</p>	 <p>Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 75 gsm Price: 9.20</p>
TRIMS				
5	 <p>DHall Recycled Fusible Interfacing CODE: DH #20 Suppliers: Core Fabrics Fabric width: 60" Status: In Development Country of Origin: China Content: 100% Recycled Polyester MOQ: 30 Leadtime: 12-40 days</p>	1	 <p>"Undyed" Weight: 45 gsm Price: 4.40</p>	 <p>"Undyed" Weight: 45 gsm Price: 4.40</p>

DH Off The Shoulder A-Line Dress - Style #SS25-WDA-102

FSH259 Preproduction, Dresses, Spring, 2025

BOM > Set 1 of 1



THUMBNAIL	COMPONENT	QTY	1. <input type="radio"/> SNOW WHITE CODE: 11-0602 TCX EXT CODE: DH SNOW WHITE	2. <input type="radio"/> AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW
6	 <p>DHall Bamboo Boning CODE: DH #21 Placement: Corset Paneling Suppliers: Delicious LLC Status: In Development Country of Origin: China Content: 100% Bamboo MOQ: 2750 ft Leadtime: 4-5 days</p>	1.25	<input type="radio"/> Undyed Size: 1/4" Price: 0.07 	<input type="radio"/> Undyed Size: 1/4" Price: 0.07 
7	 <p>DHall Bone Casing CODE: DH #22 Placement: Corset Paneling Suppliers: Delicious LLC Status: In Development Country of Origin: USA Content: 100% Cotton MOQ: 500 yds Leadtime: 4-5 days</p>	1.25	<input type="radio"/> Undyed Size: 1/2" Price: 1.00 	<input type="radio"/> Undyed Size: 1/2" Price: 1.00 
8	 <p>DHall Bra Cups CODE: DH#31 Placement: Bust Suppliers: BosaCups Status: In Development Country of Origin: Turkey Content: 100% Recyclable 3D Fiber Fabric Leadtime: 30 Days</p>	2	<input type="radio"/> Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: Varies Price: 1.00 	<input type="radio"/> Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: Varies Price: 1.00 
9	 <p>DHall Natulon Invisible Zipper CODE: DH #24 Placement: Center Back Bodice Suppliers: YKK Italia S.P.A Status: In Development Content: 98% Recycled PET 2% Polyester MOQ: 50 Leadtime: 2-3 Weeks Country of Origin: Japan</p>	1	<input type="radio"/> DTM Price: 1.00 	<input type="radio"/> DTM Price: 1.00 
10	 <p>DHall Organic Thread CODE: DH #18 Placement: Entire Dress Suppliers: Ecological Textiles Status: In Development Country of Origin: Netherlands Content: 100% Organic Cotton MOQ: 5000 mtr Leadtime: 4-6 weeks</p>		<input type="radio"/> DTM Price: 0.01 	<input type="radio"/> DTM Price: 0.01 
LABELS & PACKAGING				

THUMBNAIL	COMPONENT	QTY	1. SNOW WHITE CODE: 11-0602 TCX EXT CODE: DH SNOW WHITE	2. AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW
<p>11</p> 	<p>DHall Brand Label CODE: DH #26 Placement: Waistline - Left of the Center Back Opening Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Recycled Polyester MOQ: 500 Leadtime: 20-30 days</p>	1	<p>-</p>  <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 4"x1" Price: 0.18</p>	<p>-</p>  <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 4"x1" Price: 0.18</p>
<p>12</p> 	<p>DHall Size Label CODE: DH #25 Placement: Back Bodice - Centered Below the Brand Label Notes: Folded in Half Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Polyester MOQ: 10000 Leadtime: 20-30 days</p>	1	<p>-</p>  <p>● Nimbus Cloud Custom Code: 13-4108 TCX Ext. Code: DH Nimbus Cloud Size: .39"x1.57" Price: 0.02</p>	<p>-</p>  <p>● Nimbus Cloud Custom Code: 13-4108 TCX Ext. Code: DH Nimbus Cloud Size: .39"x1.57" Price: 0.02</p>
<p>13</p> 	<p>DHall Care Label CODE: DH #27 Placement: Wearer's Right Seam Near Knees Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Recycled Satin Polyester MOQ: 500 Leadtime: 20-30 days</p>	1	<p>-</p>  <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 1.57"x3.14" Price: 0.16</p>	<p>-</p>  <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 1.57"x3.14" Price: 0.16</p>
<p>14</p> 	<p>DHall Hangtag CODE: DH #17 Placement: Wearer's Left Arm Hole Suppliers: Yantai Emmett Garment Accessories Co. Status: In Development Country of Origin: China Content: 800g Coated Art Paper MOQ: 1000 pieces Leadtime: 7 days</p>	1	<p>-</p>  <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 3"x5" Price: 0.01</p>	<p>-</p>  <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 3"x5" Price: 0.01</p>
<p>15</p> 	<p>DHall Garment Bag CODE: DH #23 Suppliers: International Bridal Group Status: In Development Content: 100% Recycled Non-Woven Polypropylene MOQ: 30 Leadtime: 10-15 days</p>	1	<p>-</p>  <p>● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Weight: 80 gsm Size: 24"x72"x20" Price: 4.00</p>	<p>-</p>  <p>● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Weight: 80 gsm Size: 24"x72"x20" Price: 4.00</p>

DH Off The Shoulder A-Line Dress - Style #SS25-WDA-102

FSH259 Preproduction, Dresses, Spring, 2025

BOM > Set 1 of 1

THUMBNAIL	COMPONENT	QTY	1. SNOW WHITE CODE: 11-0602 TCX EXT CODE: DH SNOW WHITE	2. AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW
16	DHall Wooden Hanger CODE: DH #32 Suppliers: Uline Status: In Development Country of Origin: USA Content: Mixed Hardwood MOQ: 50 Leadtime: 1-3 Days	1	 Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Price: 1.40	 Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Price: 1.40
Components 16			Total 117.19	Total 117.19



Front Technical Flat Sketch



Back Technical Flat Sketch



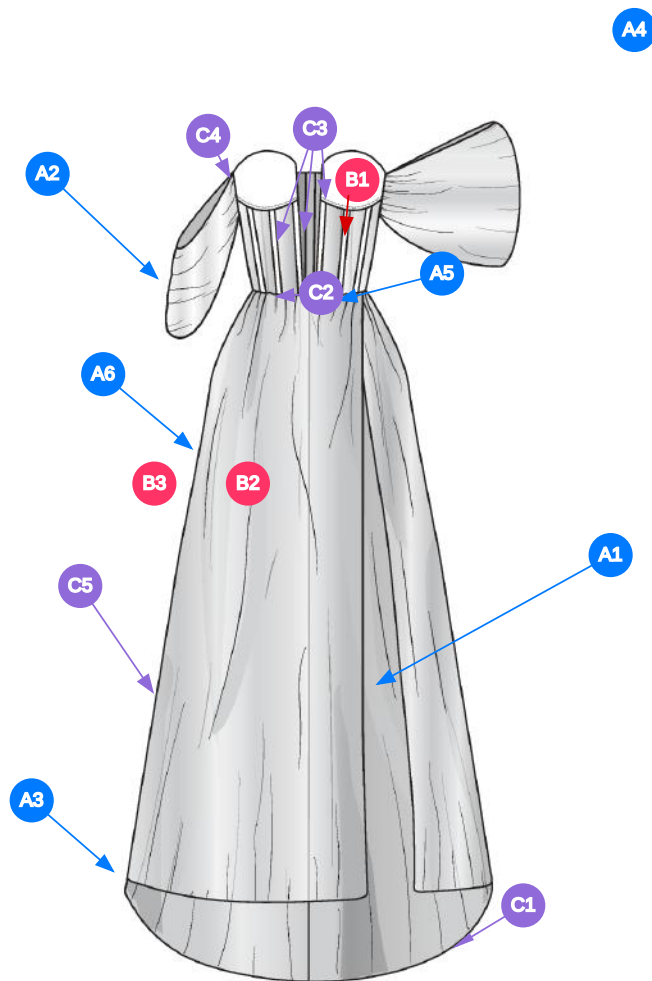
Colorway 1

1. ● Snow White
Custom Code: 11-0602 TCX
Ext Code: DH Snow White



Colorway 2

2. ● Afterglow
Custom Code: 11-0510 TCX
Ext Code: DH Afterglow



Comments (6)

- A1** Thigh Slit
- A2** 2 Ply-Draped Sleeves
- A3** High Low Seam
- A4** 20 SPI
- A5** 2 Ply Shirring 2:1 Ratio
- A6** First Layer of Skirt: B2 Second Layer of Skirt: B3

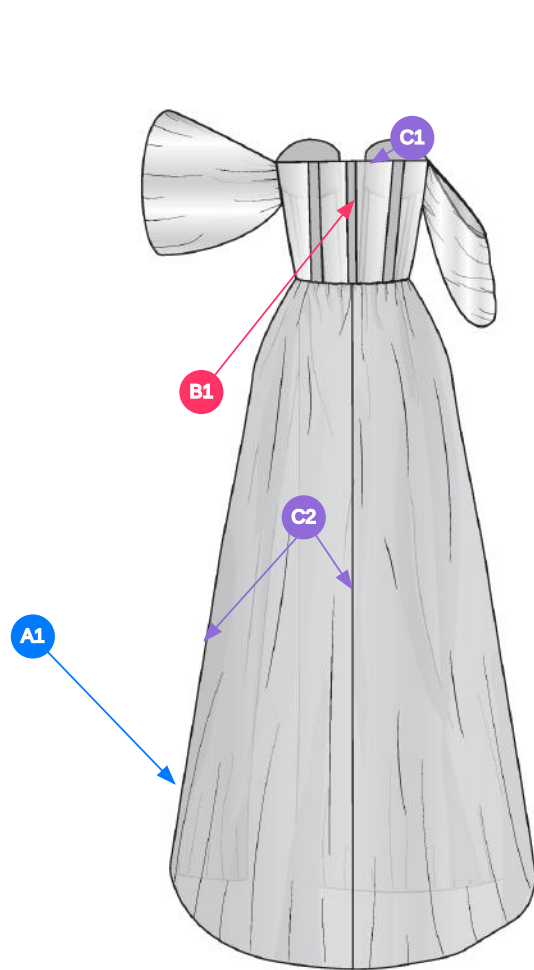
Components (3)

- B1** DHall Eco Taffeta
- B2** DHall Eco Organza
- B3** DHall Recycled Polyester Tulle

Construction Details (5)

- C1** Rolled Hem
- C2** Super Imposed ISO #301 Lockstitch
- C3** Super Imposed ISO #301 Lockstitch
- C4** French Seam ISO #301 Lockstitch
- C5** French Seam ISO #301 Lockstitch

Construction Spec 1



Construction Spec 2

Comments (2)

A1 Sweep Train

A2 20 SPI

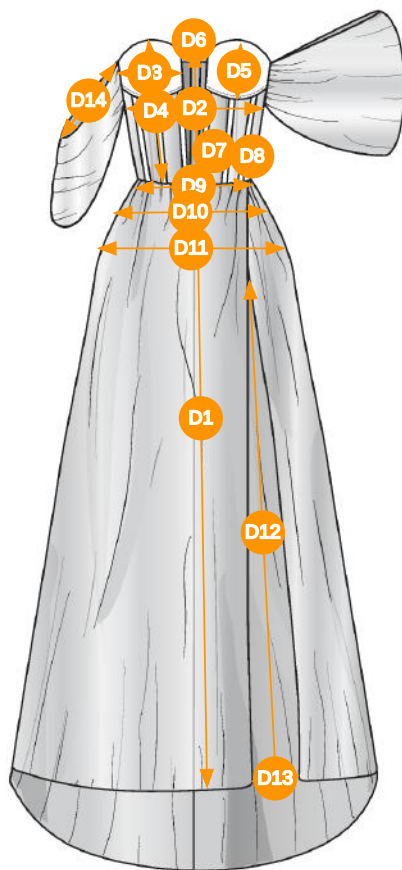
Components (1)

B1 DHall Natulon Invisible Zipper

Construction Details (2)

C1 Bound Seam ISO #301 Lockstitch

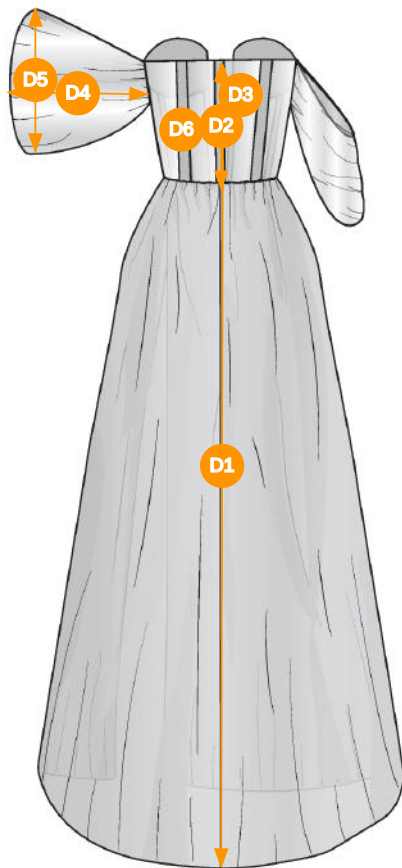
C2 French Seam ISO #301 Lockstitch



Points of measure (14)

- D1 Center Front Length to Hem
- D2 Chest Circumference
- D3 Bra Cup Width
- D4 Top of Cup to Waist
- D5 Bra Cup Height
- D6 Neckline Plunge Width
- D7 First Boning to Center Boning
- D8 Length of Side Panel
- D9 Waist Circumference
- D10 High Hip 4" Down from Natural Waist
- D11 Low Hip 7" Down from Natural Waist
- D12 Slit Height
- D13 Slit Width
- D14 Armhole Circumference Curved

Size Spec 1



Points of measure (6)

- D1** Center Back Length to Hem
- D2** Center Back to Waist
- D3** Center Back to First Boning
- D4** Sleeve Width
- D5** Sleeve Height
- D6** Boning Width

Size Spec 2



Label & Packaging



Prototype Sample

DH Off The Shoulder A-Line Dress - Style #SS25-WDA-102

FSH259 Preproduction, Dresses, Spring, 2025

Size Specifications - Graded Rules

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYP E	TOLERANCE	0	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in	-1/4 in	-1/4 in	46 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	
Center Back Length to Hem	CBK LGT		false	Full	1/4 in	-1/4 in	-1/4 in	54 1/2 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in	-1 1/2 in	-1 1/2 in	29 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	2 in	2 in	2 in	2 in	2 in	2 1/2 in	2 1/2 in	2 1/2 in	
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in	-1/2 in	-1/2 in	15 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1 in	1 in	1 in	1 in	1 in	1 1/2 in	1 1/2 in	1 1/2 in	
Across Back 5" Below AH	BK BAH		false	Full	1/4 in	-1/2 in	-1/2 in	15 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1 in	1 in	1 in	1 in	1 in	1 1/2 in	1 1/2 in	1 1/2 in	
Top of Cup to Waist	CUP WST	Top of Cup to Waist	false	Full	1/4 in	-1/4 in	-1/4 in	8 1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	
Center Back to Waist	CBK WST		false	Full	1/4 in	-1/4 in	-1/4 in	6 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	
Bra Cup Height	CUP HGT	Top of the Cup Curve to Bottom of the Cup Curve	false	Full	1/4 in	-1/4 in	-1/4 in	4 3/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	
Bra Cup Width	CUP WDT	Side Cup Seam to Side Cup Seam	false	Full	1/4 in	-1/4 in	-1/4 in	6 1/2 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	
Neckline Plunge Width	NCK WDT		false	Full	1/4 in	-1/4 in	-1/4 in	1 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 1/2 in	1 1/2 in	1 1/2 in
Length of Side Panel	SS BNG	Front Side Boning to Back Side Boning	false	Full	1/4 in	-1/4 in	-1/4 in	8 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 1/2 in	1 1/2 in	1 1/2 in
First Boning to Center Boning	BNG CBNG		false	Full	1/4 in	-1/4 in	-1/4 in	3 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 1/2 in	1 1/2 in	1 1/2 in
Center Back to First Boning	CBK BNG		false	Full	1/4 in	-1/4 in	-1/4 in	3 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 1/2 in	1 1/2 in	1 1/2 in
Boning Width	BNG WDT		false	Full	1/8 in	0 in	0 in	5/8 in	0 in	0 in	0 in	0 in	0 in	0 in	0 in	0 in	0 in	0 in	0 in	0 in	0 in	0 in	0 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in	-1 in	-1 in	28 in	1 in	1 in	1 in	1 in	1 in	1 in	2 in	2 in	2 in	2 in	2 in	2 in	3 in	3 in	3 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in	-1 in	-1 in	30 in	1 in	1 in	1 in	1 in	1 in	1 in	2 in	2 in	2 in	2 in	2 in	2 in	3 in	3 in	3 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in	-2 in	-2 in	34 5/8 in	2 in	2 in	2 in	2 in	2 in	2 in	4 in	4 in	4 in	4 in	4 in	4 in	6 in	6 in	6 in
Armhole Circumference Curved	ARH CIRC	Measure along armhole seam	false	Half	1/8 in	-1/4 in	-1/4 in	20 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 1/4 in	1 1/4 in	1 1/4 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	2 in	-2 in	-2 in	130 in	2 in	2 in	2 in	2 in	2 in	2 in	4 in	4 in	4 in	4 in	4 in	4 in	6 in	6 in	6 in
Slit Height	SLT HGT		false	Full	1/4 in	-1/4 in	-1/4 in	34 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 1/4 in	1 1/4 in	1 1/4 in
Slit Width	SLT WDT		false	Full	1 in	-1/2 in	-1/2 in	7 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in
Sleeve Height	SLV HGT		false	Full	1/2 in	-1/2 in	-1/2 in	6 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 1/4 in	1 1/4 in	1 1/4 in
Sleeve Width	SLV WDT		false	Full	1/2 in	-1/2 in	-1/2 in	6 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in

DH Off The Shoulder A-Line Dress - Style #SS25-WDA-102

FSH259 Preproduction, Dresses, Spring, 2025

Size Specifications - Graded Measurements

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYP E	TOLERANCE	0	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in	45 1/2 in	45 3/4 in	46 in	46 1/4 in	46 1/2 in	46 3/4 in	47 in	47 1/4 in	47 1/2 in	47 3/4 in	48 in	48 1/4 in	48 1/2 in	48 3/4 in	49 in	49 1/4 in	49 1/2 in	
Center Back Length to Hem	CBK LGT		false	Full	1/4 in	54 in	54 1/4 in	54 1/2 in	54 3/4 in	55 in	55 1/4 in	55 1/2 in	55 3/4 in	56 in	56 1/4 in	56 1/2 in	56 3/4 in	57 in	57 1/4 in	57 1/2 in	57 3/4 in	58 in	
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in	26 in	27 1/2 in	29 in	30 1/2 in	32 in	33 1/2 in	35 in	36 1/2 in	38 in	40 in	42 in	44 in	46 in	48 in	50 1/2 in	53 in	55 1/2 in	
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in	14 in	14 1/2 in	15 in	15 1/2 in	16 in	16 1/2 in	17 in	17 1/2 in	18 in	19 in	20 in	21 in	22 in	23 in	24 1/2 in	26 in	27 1/2 in	
Across Back 5" Below AH	BK BAH		false	Full	1/4 in	14 in	14 1/2 in	15 in	15 1/2 in	16 in	16 1/2 in	17 in	17 1/2 in	18 in	19 in	20 in	21 in	22 in	23 in	24 1/2 in	26 in	27 1/2 in	
Top of Cup to Waist	CUP WST	Top of Cup to Waist	false	Full	1/4 in	7 3/4 in	8 in	8 1/4 in	8 1/2 in	8 3/4 in	9 in	9 1/4 in	9 1/2 in	9 3/4 in	10 in	10 1/4 in	10 1/2 in	10 3/4 in	11 in	11 1/4 in	11 1/2 in	11 3/4 in	
Center Back to Waist	CBK WST		false	Full	1/4 in	5 1/2 in	5 3/4 in	6 in	6 1/4 in	6 1/2 in	6 3/4 in	7 in	7 1/4 in	7 1/2 in	7 3/4 in	8 in	8 1/4 in	8 1/2 in	8 3/4 in	9 in	9 1/4 in	9 1/2 in	
Bra Cup Height	CUP HGT	Top of the Cup Curve to Bottom of the Cup Curve	false	Full	1/4 in	4 1/4 in	4 1/2 in	4 3/4 in	5 in	5 1/4 in	5 1/2 in	5 3/4 in	6 in	6 1/4 in	6 1/2 in	6 3/4 in	7 in	7 1/4 in	7 1/2 in	7 3/4 in	8 in	8 1/4 in	
Bra Cup Width	CUP WDTN	Side Cup Seam to Side Cup Seam	false	Full	1/4 in	6 in	6 1/4 in	6 1/2 in	6 3/4 in	7 in	7 1/4 in	7 1/2 in	7 3/4 in	8 in	8 1/4 in	8 1/2 in	8 3/4 in	9 in	9 1/4 in	9 1/2 in	9 3/4 in	10 in	
Neckline Plunge Width	NCK WDTN		false	Full	1/4 in	1/2 in	3/4 in	1 in	1 1/4 in	1 1/2 in	1 3/4 in	2 in	2 1/4 in	2 1/2 in	3 1/4 in	4 in	4 3/4 in	5 1/2 in	6 1/4 in	7 3/4 in	9 1/4 in	10 3/4 in	
Length of Side Panel	SS BNG	Front Side Boning to Back Side Boning	false	Full	1/4 in	7 1/2 in	7 3/4 in	8 in	8 1/4 in	8 1/2 in	8 3/4 in	9 in	9 1/4 in	9 1/2 in	10 1/4 in	11 in	11 3/4 in	12 1/2 in	13 1/4 in	14 3/4 in	16 1/4 in	17 3/4 in	
First Boning to Center Boning	BNG CBNG		false	Full	1/4 in	2 1/2 in	2 3/4 in	3 in	3 1/4 in	3 1/2 in	3 3/4 in	4 in	4 1/4 in	4 1/2 in	5 1/4 in	6 in	6 3/4 in	7 1/2 in	8 1/4 in	9 3/4 in	11 1/4 in	12 3/4 in	
Center Back to First Boning	CBK BNG		false	Full	1/4 in	2 1/2 in	2 3/4 in	3 in	3 1/4 in	3 1/2 in	3 3/4 in	4 in	4 1/4 in	4 1/2 in	5 1/4 in	6 in	6 3/4 in	7 1/2 in	8 1/4 in	9 3/4 in	11 1/4 in	12 3/4 in	
Boning Width	BNG WDTN		false	Full	1/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in	5/8 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in	26 in	27 in	28 in	29 in	30 in	31 in	32 in	33 in	34 in	36 in	38 in	40 in	42 in	44 in	47 in	50 in	53 in	
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in	28 in	29 in	30 in	31 in	32 in	33 in	34 in	35 in	36 in	38 in	40 in	42 in	44 in	46 in	49 in	52 in	55 in	
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in	30 5/8 in	32 5/8 in	34 5/8 in	36 5/8 in	38 5/8 in	40 5/8 in	42 5/8 in	44 5/8 in	46 5/8 in	50 5/8 in	54 5/8 in	58 5/8 in	62 5/8 in	66 5/8 in	72 5/8 in	78 5/8 in	84 5/8 in	
Armhole Circumference Curved	ARH CIRC	Measure along armhole seam	false	Half	1/8 in	19 1/2 in	19 3/4 in	20 in	20 1/4 in	20 1/2 in	20 3/4 in	21 in	21 1/4 in	21 1/2 in	22 1/4 in	23 in	23 3/4 in	24 1/2 in	25 1/4 in	26 1/2 in	27 3/4 in	29 in	
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	2 in	126 in	128 in	130 in	132 in	134 in	136 in	138 in	140 in	142 in	146 in	150 in	154 in	158 in	162 in	168 in	174 in	180 in	
Slit Height	SLT HGT		false	Full	1/4 in	33 1/2 in	33 3/4 in	34 in	34 1/4 in	34 1/2 in	34 3/4 in	35 in	35 1/4 in	35 1/2 in	36 1/4 in	37 in	37 3/4 in	38 1/2 in	39 1/4 in	40 1/2 in	41 3/4 in	43 in	
Slit Width	SLT WDTN		false	Full	1 in	6 in	6 1/2 in	7 in	7 1/2 in	8 in	8 1/2 in	9 in	9 1/2 in	10 in	10 1/2 in	11 in	11 1/2 in	12 in	12 1/2 in	13 in	13 1/2 in	14 in	
Sleeve Height	SLV HGT		false	Full	1/2 in	5 in	5 1/2 in	6 in	6 1/2 in	7 in	7 1/2 in	8 in	8 1/2 in	9 in	9 1/2 in	10 1/4 in	11 in	11 3/4 in	12 1/2 in	13 3/4 in	15 in	16 1/4 in	
Sleeve Width	SLV WDTN		false	Full	1/2 in	5 in	5 1/2 in	6 in	6 1/2 in	7 in	7 1/2 in	8 in	8 1/2 in	9 in	9 1/2 in	10 in	10 1/2 in	11 in	11 1/2 in	12 in	12 1/2 in	13 in	

DH Off The Shoulder A-Line Dress - Style #SS25-WDA-102

FSH259 Preproduction, Dresses, Spring, 2025

Compare Samples

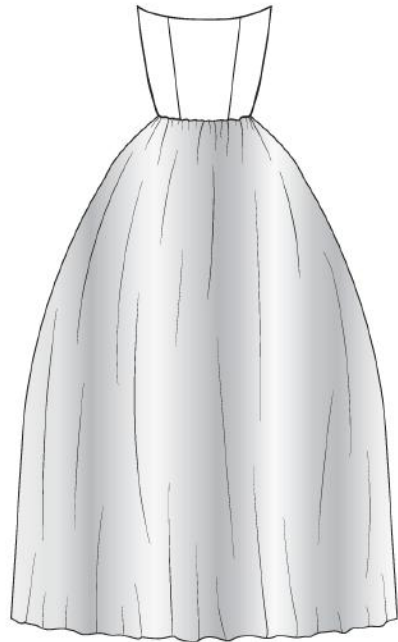
Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYPE	TOLERANCE
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in
Center Back Length to Hem	CBK LGT		false	Full	1/4 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in
Across Back 5" Below AH	BK BAH		false	Full	1/4 in
Top of Cup to Waist	CUP WST	Top of Cup to Waist	false	Full	1/4 in
Center Back to Waist	CBK WST		false	Full	1/4 in
Bra Cup Height	CUP HGT	Top of the Cup Curve to Bottom of the Cup Curve	false	Full	1/4 in
Bra Cup Width	CUP WDTN	Side Cup Seam to Side Cup Seam	false	Full	1/4 in
Neckline Plunge Width	NCK WDTN		false	Full	1/4 in
Length of Side Panel	SS BNG	Front Side Boning to Back Side Boning	false	Full	1/4 in
First Boning to Center Boning	BNG CBNG		false	Full	1/4 in
Center Back to First Boning	CBK BNG		false	Full	1/4 in
Boning Width	BNG WDTN		false	Full	1/8 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in
Armhole Circumference Curved	ARH CIRC	Measure along armhole seam	false	Half	1/8 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	2 in
Slit Height	SLT HGT		false	Full	1/4 in
Slit Width	SLT WDTN		false	Full	1 in
Sleeve Height	SLV HGT		false	Full	1/2 in
Sleeve Width	SLV WDTN		false	Full	1/2 in

DH Strapless Ballgown - Style #SS25-WDB-101

FSH259 Preproduction, Dresses, Spring, 2025

Summary

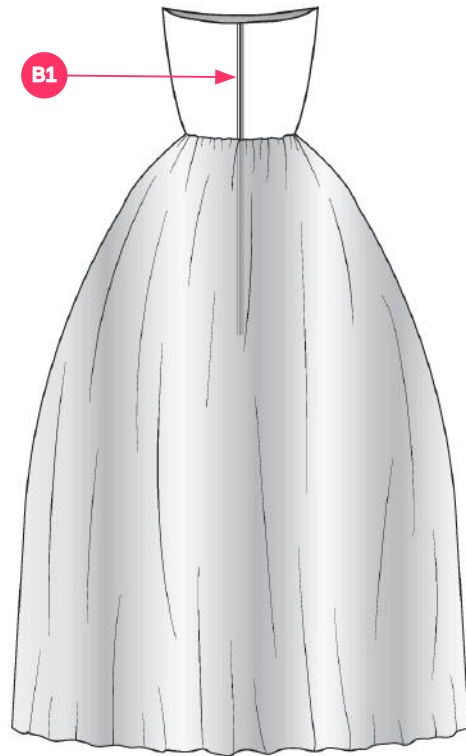


DH Strapless Ballgown

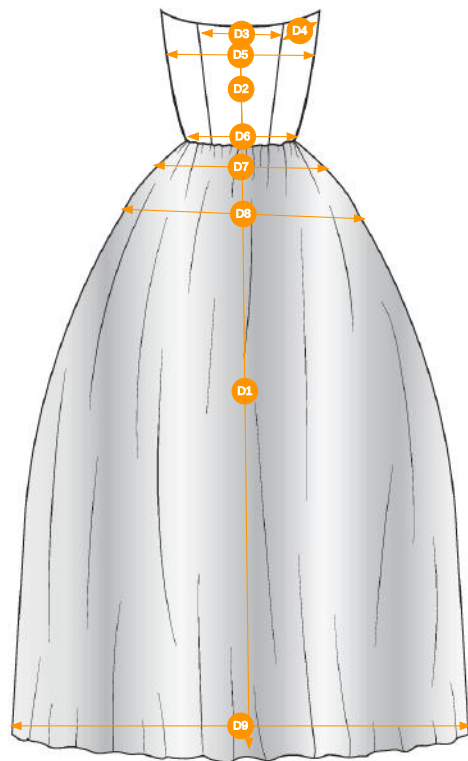
Name	DH Strapless Ballgown
Style No.	SS25-WDB-101
Description	Spring Bridal1 Strapless Ballgown
Division	FSH259 Preproduction
Category	Dresses
Season	Spring
Year	2025
Size Scale	4 -Sample size
	<input type="checkbox"/> 0 <input type="checkbox"/> 2 <input type="checkbox"/> 4 <input type="checkbox"/> 6 <input type="checkbox"/> 8 <input type="checkbox"/> 10 <input type="checkbox"/> 12 <input type="checkbox"/> 14 <input type="checkbox"/> 16 <input type="checkbox"/> 18 <input type="checkbox"/> 20 <input type="checkbox"/> 22
	<input type="checkbox"/> 24 <input type="checkbox"/> 26 <input type="checkbox"/> 28 <input type="checkbox"/> 30 <input type="checkbox"/> 32
Style Status	In Development
Size Range	Missy Extended Sizing 0-32
Development Status	1st Sample
Main Fabric	Silk Chiffon
Factory	Miyh Design
COO	USA
MOQ	10
Leadtime	6 Weeks
Created by/Author	4/3/2024 Dej Hall dhall29@art.edu

Components (1)

B1 DHall Natulon Invisible Zipper



Construction Spec 2



Points of measure (9)

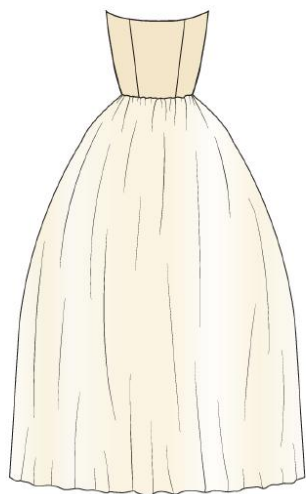
- D1** Center Front Length to Hem
- D2** Center Front Length to Waist
- D3** Center Front Panel Width
- D4** Front Seam to Side Seam Width
- D5** Chest Circumference
- D6** Waist Circumference
- D7** High Hip 4" Down from Natural Waist
- D8** Low Hip 7" Down from Natural Waist
- D9** Sweep Circumference


Size Spec 1

DH Strapless Ballgown - Style #SS25-WDB-101

FSH259 Preproduction, Dresses, Spring, 2025

Color Variants



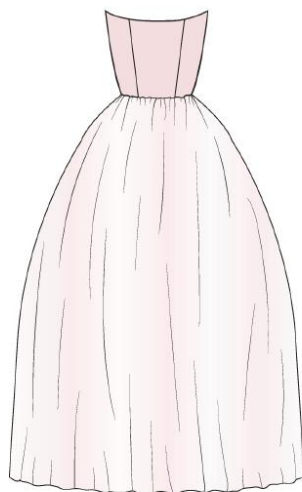
1. 

Afterglow
Custom Code: 11-0510
TCX
Int. Code: Not Set
Ext. Code: DH Afterglow

DH Strapless Ballgown - Style #SS25-WDB-101

FSH259 Preproduction, Dresses, Spring, 2025



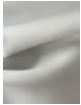
























Color Variants


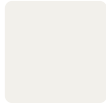
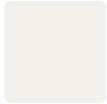







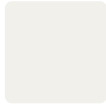
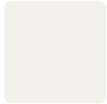

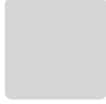



2.



Carinaria
Custom Code: 12-1303
TCX
Int. Code: Not Set
Ext. Code: DH Carinaria




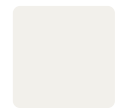
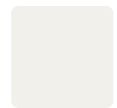

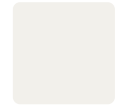
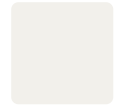






THUMBNAIL	COMPONENT	QTY	1.  AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW	2.  CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA
FABRIC				
1	 DH Hall Organza Mikado CODE: DH #30 Placement: Front and Back Bodice Suppliers: Bridal Fabrics Fabric width: 58" Status: In Development Country of Origin: Italy Content: 57% Recycled Polyester Yarns 43% Silk Yarns MOQ: 55 yards Leadtime: 10 days	1	  Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 125 gsm Price: 58.23	  Carinaria Custom Code: 12-1303 TCX Ext. Code: DH Carinaria Weight: 125 gsm Price: 58.23
2	 DH Hall Eco Organza CODE: DH #28 Placement: Top Layer of Skirt Suppliers: Bridal Fabrics Fabric width: 59" Status: In Development Content: 100% Recycled PET MOQ: 44 yards Leadtime: 10 days Country of Origin: Italy	7.5	  Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 50 gsm Price: 21.26	  Carinaria Custom Code: 12-1303 TCX Ext. Code: DH Carinaria Weight: 50 gsm Price: 21.26
3	 DH Hall Recycled Polyester Tulle CODE: DH #5 Placement: Second Layer of Skirt Suppliers: Bridal Fabrics Fabric width: 61" Status: In Development Content: 100% Recycled Polyester Country of Origin: Italy MOQ: 110 yards Leadtime: 10 Days	7.5	  Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 14 gsm Price: 5.55	  Carinaria Custom Code: 12-1303 TCX Ext. Code: DH Carinaria Weight: 14 gsm Price: 5.55
4	 DH Hall Cupro Lining CODE: DH #19 Placement: Entire Dress Suppliers: Core Fabrics Fabric width: 54" Status: In Development Country of Origin: Japan Content: 100% Cupro MOQ: 30 yards Leadtime: 12-40 days	2.5	  Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 75 gsm Price: 9.20	  Carinaria Custom Code: 12-1303 TCX Ext. Code: DH Carinaria Weight: 75 gsm Price: 9.20
TRIMS				
5	 DH Hall Recycled Fusible Interfacing CODE: DH #20 Placement: Front and Back Bodice Suppliers: Core Fabrics Fabric width: 60" Status: In Development Country of Origin: China Content: 100% Recycled Polyester MOQ: 30 Leadtime: 12-40 days	1	  "Undyed" Weight: 45 gsm Price: 4.40	  "Undyed" Weight: 45 gsm Price: 4.40

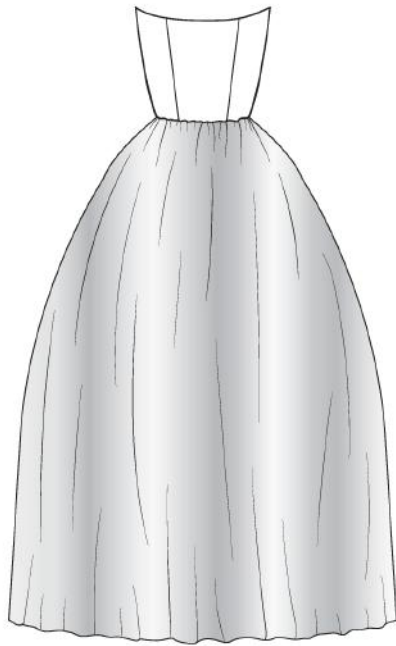
THUMBNAIL	COMPONENT	QTY	1. ● AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW	2. ● CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA
6 	DHall Bra Cups CODE: DH#31 Placement: Bust Suppliers: BosaCups Status: In Development Country of Origin: Turkey Content: 100% Recyclable 3D Fiber Fabric Leadtime: 30 Days	2	 ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: Varies Price: 1.00	 ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: Varies Price: 1.00
7 	DHall Natulon Invisible Zipper CODE: DH #24 Placement: Center Back Bodice Suppliers: YKK Italia S.P.A Status: In Development Content: 98% Recycled PET 2% Polyester MOQ: 50 Leadtime: 2-3 Weeks Country of Origin: Japan	1	 ○ DTM Price: 1.00	 ○ DTM Price: 1.00
8 	DHall Organic Thread CODE: DH #18 Placement: Entire Dress Suppliers: Ecological Textiles Status: In Development Country of Origin: Netherlands Content: 100% Organic Cotton MOQ: 5000 mtr Leadtime: 4-6 weeks		 ○ DTM Price: 0.01	 ○ DTM Price: 0.01
LABELS & PACKAGING				
9 	DHall Brand Label CODE: DH #26 Placement: Back Bodice - Left of the Center Back Opening Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Recycled Polyester MOQ: 500 Leadtime: 20-30 days	1	 ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 4"x1" Price: 0.18	 ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 4"x1" Price: 0.18
10 	DHall Size Label CODE: DH #25 Placement: Back Bodice - Centered Below the Brand Label Notes: Folded in Half Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Polyester MOQ: 10000 Leadtime: 20-30 days	1	 ● Nimbus Cloud Custom Code: 13-4108 TCX Ext. Code: DH Nimbus Cloud Size: .39"x1.57" Price: 0.02	 ● Nimbus Cloud Custom Code: 13-4108 TCX Ext. Code: DH Nimbus Cloud Size: .39"x1.57" Price: 0.02

DH Strapless Ballgown - Style #SS25-WDB-101

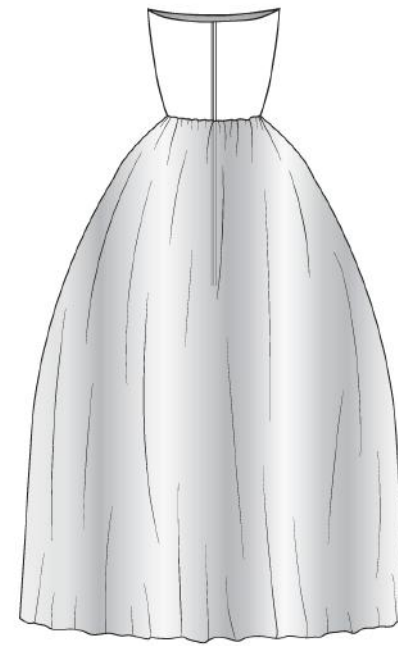
FSH259 Preproduction, Dresses, Spring, 2025

BOM > Set 1 of 1

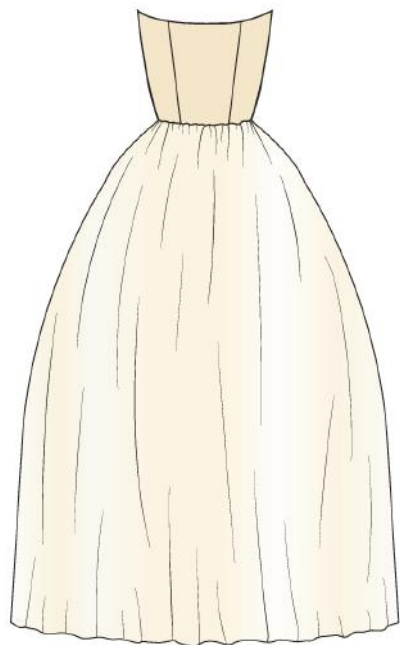
THUMBNAIL	COMPONENT	QTY	1.  AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW	2.  CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA
11 	DHall Care Label CODE: DH #27 Placement: Wearer's Right Side Seam near Knees Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Recycled Satin Polyester MOQ: 500 Leadtime: 20-30 days	1	-  ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 1.57"x3.14" Price: 0.16	-  ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 1.57"x3.14" Price: 0.16
12 	DHall Hangtag CODE: DH #17 Placement: Wearer's Left Arm Hole Suppliers: Yantai Emmett Garment Accessories Co. Status: In Development Country of Origin: China Content: 800g Coated Art Paper MOQ: 1000 pieces Leadtime: 7 days	1	-  ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 3"x5" Price: 0.01	-  ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 3"x5" Price: 0.01
13 	DHall Garment Bag CODE: DH #23 Suppliers: International Bridal Group Status: In Development Content: 100% Recycled Non-Woven Polypropylene MOQ: 30 Leadtime: 10-15 days	1	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Weight: 80 gsm Size: 24"x72"x20" Price: 4.00	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Weight: 80 gsm Size: 24"x72"x20" Price: 4.00
14 	DHall Wooden Hanger CODE: DH #32 Suppliers: Uline Status: In Development Country of Origin: USA Content: Mixed Hardwood MOQ: 50 Leadtime: 1-3 Days	1	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Price: 1.40	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Price: 1.40
Components 14			Total 295.47	Total 295.47



Front Technical Flat Sketch



Back Technical Flat Sketch

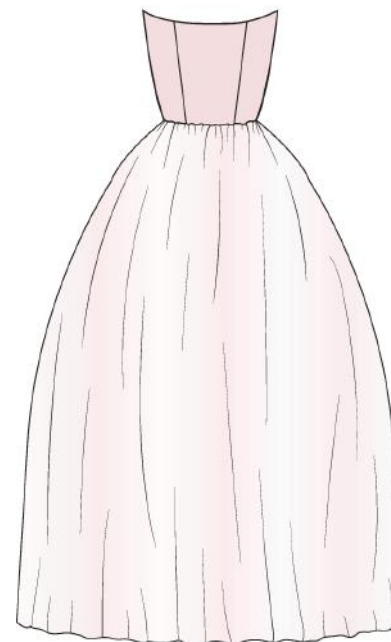


Colorway 1

1. ● Afterglow

Custom Code: 11-0510 TCX

Ext Code: DH Afterglow

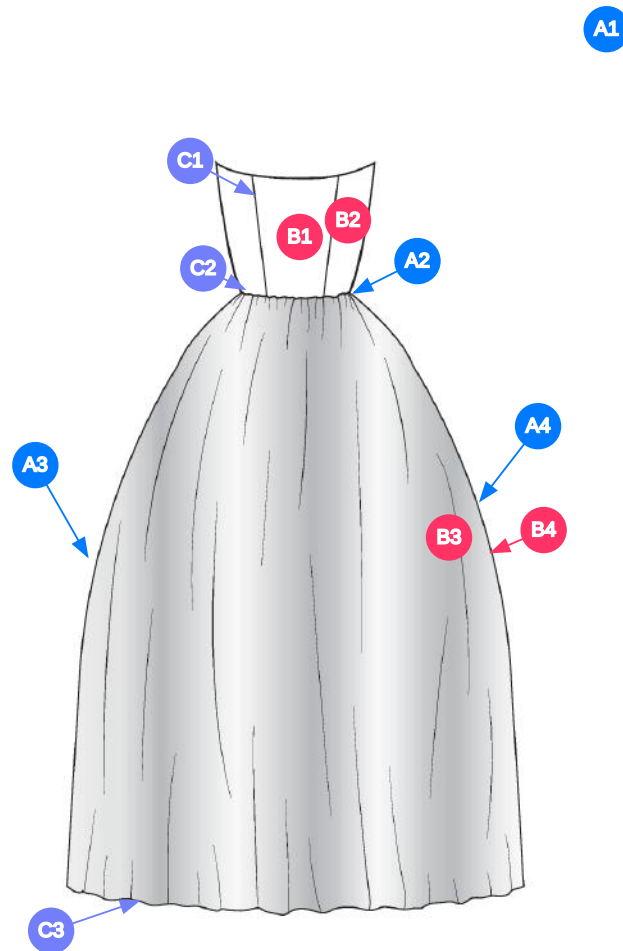


Colorway 2

2. ● Carinaria

Custom Code: 12-1303 TCX

Ext Code: DH Carinaria



Comments (4)

- A1 20 SPI
- A2 2 Ply Shirring 3:1 Ratio
- A3 French Seam ISO #301 Lockstitch
- A4 First Layer of Skirt: B3 Second Layer of Skirt: B4

Components (4)

- B1 DHall Organza Mikado
- B2 DHall Cupro Lining
- B3 DHall Eco Organza
- B4 DHall Recycled Polyester Tulle

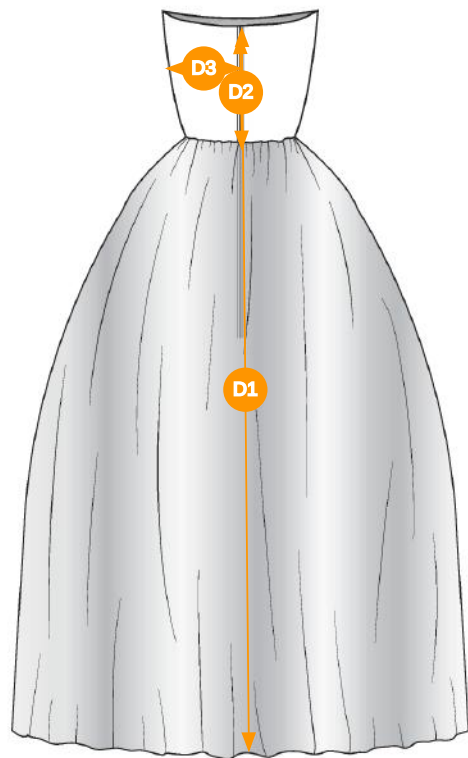
Construction Details (3)

- C1 Super Imposed ISO #301 Lockstitch
- C2 Super Imposed ISO #301 Lockstitch
- C3 Rolled Hem

Construction Spec 1

Points of measure (3)

- D1** Center Back Length to Hem
- D2** Center Back Length to Waist
- D3** Side Seam to Center Back



Size Spec 2



Label & Packaging



Prototype Sample

DH Strapless Ballgown - Style #SS25-WDB-101

FSH259 Preproduction, Dresses, Spring, 2025

Size Specifications - Graded Rules

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYP E	TOLERANCE	0	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in	-1/4 in	-1/4 in	46 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	
Center Back Length to Hem	CBK LGT		false	Full	1/4 in	-1/4 in	-1/4 in	46 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	
Center Front Length to Waist	CFRT WST		false	Full	1/4 in	-1/4 in	-1/4 in	9 1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	
Center Back Length to Waist	CBK WST		false	Full	1/4 in	-1/4 in	-1/4 in	6 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	
Center Front Panel Width	CFRT PNL		false	Full	1/4 in	-1/4 in	-1/4 in	8 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 1/4 in	1 1/4 in	1 1/4 in
Front Seam to Side Seam Width	FRTS SS		false	Full	1/4 in	-1/4 in	-1/4 in	3 1/2 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 1/4 in	1 1/4 in	1 1/4 in
Side Seam to Center Back	SS CBK	Side Seam to Center Back	false	Full	1/4 in	-1/4 in	-1/4 in	7 1/2 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 1/4 in	1 1/4 in	1 1/4 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in	-1 1/2 in	-1 1/2 in	29 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	2 in	2 in	2 in	2 in	2 in	2 in	2 1/2 in	2 1/2 in	2 1/2 in
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in	-1/2 in	-1/2 in	15 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1 in	1 in	1 in	1 in	1 in	1 in	1 1/2 in	1 1/2 in	1 1/2 in
Across Back 5" Below AH	BK BAH		false	Full	1/4 in	-1/2 in	-1/2 in	15 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1 in	1 in	1 in	1 in	1 in	1 in	1 1/2 in	1 1/2 in	1 1/2 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in	-1 in	-1 in	28 in	1 in	1 in	1 in	1 in	1 in	1 in	2 in	2 in	2 in	2 in	2 in	2 in	3 in	3 in	3 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in	-1 1/2 in	-1 1/2 in	30 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	2 1/2 in	2 1/2 in	2 1/2 in	2 1/2 in	2 1/2 in	2 1/2 in	3 1/2 in	3 1/2 in	3 1/2 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in	-2 in	-2 in	34 5/8 in	2 in	2 in	2 in	2 in	2 in	2 in	4 in	4 in	4 in	4 in	4 in	4 in	6 in	6 in	6 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	1/2 in	-2 in	-2 in	250 in	2 in	2 in	2 in	2 in	2 in	2 in	4 in	4 in	4 in	4 in	4 in	4 in	6 in	6 in	6 in

DH Strapless Ballgown - Style #SS25-WDB-101

FSH259 Preproduction, Dresses, Spring, 2025

Size Specifications - Graded Measurements

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYP E	TOLERAN CE	0	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in	45 1/2 in	45 3/4 in	46 in	46 1/4 in	46 1/2 in	46 3/4 in	47 in	47 1/4 in	47 1/2 in	47 3/4 in	48 in	48 1/4 in	48 1/2 in	48 3/4 in	49 in	49 1/4 in	49 1/2 in
Center Back Length to Hem	CBK LGT		false	Full	1/4 in	45 1/2 in	45 3/4 in	46 in	46 1/4 in	46 1/2 in	46 3/4 in	47 in	47 1/4 in	47 1/2 in	47 3/4 in	48 in	48 1/4 in	48 1/2 in	48 3/4 in	49 in	49 1/4 in	49 1/2 in
Center Front Length to Waist	CFRT WST		false	Full	1/4 in	8 3/4 in	9 in	9 1/4 in	9 1/2 in	9 3/4 in	10 in	10 1/4 in	10 1/2 in	10 3/4 in	11 in	11 1/4 in	11 1/2 in	11 3/4 in	12 in	12 1/4 in	12 1/2 in	12 3/4 in
Center Back Length to Waist	CBK WST		false	Full	1/4 in	5 1/2 in	5 3/4 in	6 in	6 1/4 in	6 1/2 in	6 3/4 in	7 in	7 1/4 in	7 1/2 in	7 3/4 in	8 in	8 1/4 in	8 1/2 in	8 3/4 in	9 in	9 1/4 in	9 1/2 in
Center Front Panel Width	CFRT PNL		false	Full	1/4 in	7 1/2 in	7 3/4 in	8 in	8 1/4 in	8 1/2 in	8 3/4 in	9 in	9 1/4 in	9 1/2 in	10 1/4 in	11 in	11 3/4 in	12 1/2 in	13 1/4 in	14 1/2 in	15 3/4 in	17 in
Front Seam to Side Seam Width	FRTS SS		false	Full	1/4 in	3 in	3 1/4 in	3 1/2 in	3 3/4 in	4 in	4 1/4 in	4 1/2 in	4 3/4 in	5 in	5 3/4 in	6 1/2 in	7 1/4 in	8 in	8 3/4 in	10 in	11 1/4 in	12 1/2 in
Side Seam to Center Back	SS CBK	Side Seam to Center Back	false	Full	1/4 in	7 in	7 1/4 in	7 1/2 in	7 3/4 in	8 in	8 1/4 in	8 1/2 in	8 3/4 in	9 in	9 3/4 in	10 1/2 in	11 1/4 in	12 in	12 3/4 in	14 in	15 1/4 in	16 1/2 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in	26 in	27 1/2 in	29 in	30 1/2 in	32 in	33 1/2 in	35 in	36 1/2 in	38 in	40 in	42 in	44 in	46 in	48 in	50 1/2 in	53 in	55 1/2 in
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in	14 in	14 1/2 in	15 in	15 1/2 in	16 in	16 1/2 in	17 in	17 1/2 in	18 in	19 in	20 in	21 in	22 in	23 in	24 1/2 in	26 in	27 1/2 in
Across Back 5" Below AH	BK BAH		false	Full	1/4 in	14 in	14 1/2 in	15 in	15 1/2 in	16 in	16 1/2 in	17 in	17 1/2 in	18 in	19 in	20 in	21 in	22 in	23 in	24 1/2 in	26 in	27 1/2 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in	26 in	27 in	28 in	29 in	30 in	31 in	32 in	33 in	34 in	36 in	38 in	40 in	42 in	44 in	47 in	50 in	53 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in	27 in	28 1/2 in	30 in	31 1/2 in	33 in	34 1/2 in	36 in	37 1/2 in	39 in	41 1/2 in	44 in	46 1/2 in	49 in	51 1/2 in	55 in	58 1/2 in	62 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in	30 5/8 in	32 5/8 in	34 5/8 in	36 5/8 in	38 5/8 in	40 5/8 in	42 5/8 in	44 5/8 in	46 5/8 in	50 5/8 in	54 5/8 in	58 5/8 in	62 5/8 in	66 5/8 in	72 5/8 in	78 5/8 in	84 5/8 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	1/2 in	246 in	248 in	250 in	252 in	254 in	256 in	258 in	260 in	262 in	266 in	270 in	274 in	278 in	282 in	288 in	294 in	300 in

DH Strapless Ballgown - Style #SS25-WDB-101

FSH259 Preproduction, Dresses, Spring, 2025

Compare Samples

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYPE	TOLERANCE
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in
Center Back Length to Hem	CBK LGT		false	Full	1/4 in
Center Front Length to Waist	CFRT WST		false	Full	1/4 in
Center Back Length to Waist	CBK WST		false	Full	1/4 in
Center Front Panel Width	CFRT PNL		false	Full	1/4 in
Front Seam to Side Seam Width	FRTS SS		false	Full	1/4 in
Side Seam to Center Back	SS CBK	Side Seam to Center Back	false	Full	1/4 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in
Across Back 5" Below AH	BK BAH		false	Full	1/4 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	1/2 in

DH Sleeveless Mermaid Dress - Style #SS25-WDMD-101

FSH259 Preproduction, Dresses, Spring, 2025

Summary



DH Sleeveless Mermaid Dress

Name	DH Sleeveless Mermaid Dress
Style No.	SS25-WDMD-101
Description	Spring Bridal Sleeveless Mermaid Dress with Bow
Division	FSH259 Preproduction
Category	Dresses
Season	Spring
Year	2025
Size Scale	4 -Sample size
	<input type="checkbox"/> 0 <input type="checkbox"/> 2 <input type="checkbox"/> 4 <input type="checkbox"/> 6 <input type="checkbox"/> 8 <input type="checkbox"/> 10 <input type="checkbox"/> 12 <input type="checkbox"/> 14 <input type="checkbox"/> 16 <input type="checkbox"/> 18 <input type="checkbox"/> 20 <input type="checkbox"/> 22
	<input type="checkbox"/> 24 <input type="checkbox"/> 26 <input type="checkbox"/> 28 <input type="checkbox"/> 30 <input type="checkbox"/> 32
Style Status	In Development
Size Range	Missy Extended Sizing 0-32
Development Status	1st Sample
Main Fabric	Silk Satin
Factory	Miyh Design
COO	USA
MOQ	10
Leadtime	6 weeks
Created by/Author	4/3/2024 Dej Hall dhall29@art.edu

DH Sleeveless Mermaid Dress - Style #SS25-WDMD-101

FSH259 Preproduction, Dresses, Spring, 2025

Color Variants



2.

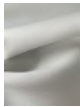
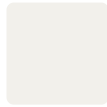

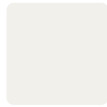


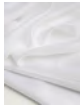
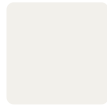





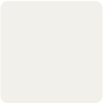






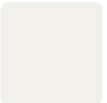
Carinaria
Custom Code: 12-1303
TCX
Int. Code: Not Set
Ext. Code: DH Carinaria

DH Sleeveless Mermaid Dress - Style #SS25-WDMD-101

FSH259 Preproduction, Dresses, Spring, 2025

BOM > Set 1 of 1











THUMBNAIL	COMPONENT	QTY	2. CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA
FABRIC			
1	 <p>DHall Organza Mikado CODE: DH #30 Placement: Front and Back Bodice Suppliers: Bridal Fabrics Fabric width: 58" Status: In Development Country of Origin: Italy Content: 57% Recycled Polyester Yarns 43% Silk Yarns MOQ: 55 yards Leadtime: 10 days</p>	2	 <ul style="list-style-type: none"> Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 125 gsm Price: 58.23
2	 <p>DHall Eco Organza CODE: DH #28 Placement: Top Layer of Skirt and Bow Suppliers: Bridal Fabrics Fabric width: 59" Status: In Development Content: 100% Recycled PET MOQ: 44 yards Leadtime: 10 days Country of Origin: Italy</p>	1.5	 <ul style="list-style-type: none"> Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 50 gsm Price: 21.26
3	 <p>DHall Recycled Polyester Tulle CODE: DH #5 Placement: Second Layer of Skirt Suppliers: Bridal Fabrics Fabric width: 61" Status: In Development Content: 100% Recycled Polyester Country of Origin: Italy MOQ: 110 yards Leadtime: 10 Days</p>	1.5	 <ul style="list-style-type: none"> Carinaria Custom Code: 12-1303 TCX Ext. Code: DH Carinaria Weight: 14 gsm Price: 5.55
4	 <p>DHall Cupro Lining CODE: DH #19 Placement: Entire Dress Suppliers: Core Fabrics Fabric width: 54" Status: In Development Country of Origin: Japan Content: 100% Cupro MOQ: 30 yards Leadtime: 12-40 days</p>	2.375	 <ul style="list-style-type: none"> Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 75 gsm Price: 9.20
TRIMS			
5	 <p>DHall Recycled Fusible Interfacing CODE: DH #20 Placement: Front and Back Bodice Suppliers: Core Fabrics Fabric width: 60" Status: In Development Country of Origin: China Content: 100% Recycled Polyester MOQ: 30 Leadtime: 12-40 days</p>	2	 <ul style="list-style-type: none"> "Undyed" Weight: 45 gsm Price: 4.40

THUMBNAIL	COMPONENT	QTY	2. CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA
<p>6</p> 	<p>DHall Bra Cups CODE: DH#31 Suppliers: BosaCups Status: In Development Country of Origin: Turkey Content: 100% Recyclable 3D Fiber Fabric Leadtime: 30 Days</p>	<p>2</p>	<p>-</p>  <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: Varies Price: 1.00</p>
<p>7</p> 	<p>DHall Natulon Invisible Zipper CODE: DH #24 Placement: Center Back Waistline Suppliers: YKK Italia S.P.A Status: In Development Content: 98% Recycled PET 2% Polyester MOQ: 50 Leadtime: 2-3 Weeks Country of Origin: Japan</p>	<p>1</p>	<p>-</p>  <p>○ DTM Price: 1.00</p>
<p>8</p> 	<p>DHall Swarovski Crystal Rhinestone Button CODE: DH #12 Placement: Center Back Neckline Suppliers: Benno's Buttons & Trimmings Status: In Development Content: Swarovski Crystal & Metal Base</p>	<p>1</p>	<p>-</p> <p>DHall Swarovski Crystal Rhinestone Button Price: 0.00</p>
<p>9</p> 	<p>DHall Organic Thread CODE: DH #18 Placement: Entire Dress Suppliers: Ecological Textiles Status: In Development Country of Origin: Netherlands Content: 100% Organic Cotton MOQ: 5000 mtr Leadtime: 4-6 weeks</p>	<p>-</p>	<p>-</p>  <p>○ DTM Price: 0.01</p>
LABELS & PACKAGING			
<p>10</p> 	<p>DHall Brand Label CODE: DH #26 Placement: Center Back Waistline - Left of Opening Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Recycled Polyester MOQ: 500 Leadtime: 20-30 days</p>	<p>1</p>	<p>-</p>  <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 4"x1" Price: 0.18</p>

DH Sleeveless Mermaid Dress - Style #SS25-WDMD-101

FSH259 Preproduction, Dresses, Spring, 2025

BOM > Set 1 of 1

THUMBNAIL	COMPONENT	QTY	2. CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA
	<p>DHall Size Label CODE: DH #25 Placement: Back Bodice - Centered Below the Brand Label Notes: Folded in Half Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Polyester MOQ: 10000 Leadtime: 20-30 days</p>	1	<p>- </p> <p>● Nimbus Cloud Custom Code: 13-4108 TCX Ext. Code: DH Nimbus Cloud Size: .39"x1.57" Price: 0.02</p>
	<p>DHall Care Label CODE: DH #27 Placement: Wearer's Right Side Seam near Knees Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Recycled Satin Polyester MOQ: 500 Leadtime: 20-30 days</p>	1	<p>- </p> <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 1.57"x3.14" Price: 0.16</p>
	<p>DHall Hangtag CODE: DH #17 Placement: Wearer's Left Arm Hole Suppliers: Yantai Emmett Garment Accessories Co. Status: In Development Country of Origin: China Content: 800g Coated Art Paper MOQ: 1000 pieces Leadtime: 7 days</p>	1	<p>- </p> <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 3"x5" Price: 0.01</p>
	<p>DHall Garment Bag CODE: DH #23 Suppliers: International Bridal Group Status: In Development Content: 100% Recycled Non-Woven Polypropylene MOQ: 30 Leadtime: 10-15 days</p>	1	<p>- </p> <p>● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Weight: 80 gsm Size: 24"x72"x20" Price: 4.00</p>
	<p>DHall Wooden Hanger CODE: DH #32 Suppliers: Uline Status: In Development Country of Origin: USA Content: Mixed Hardwood MOQ: 50 Leadtime: 1-3 Days</p>	1	<p>- </p> <p>● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Price: 1.40</p>



Front Technical Flat Sketch



Back Technical Flat Sketch

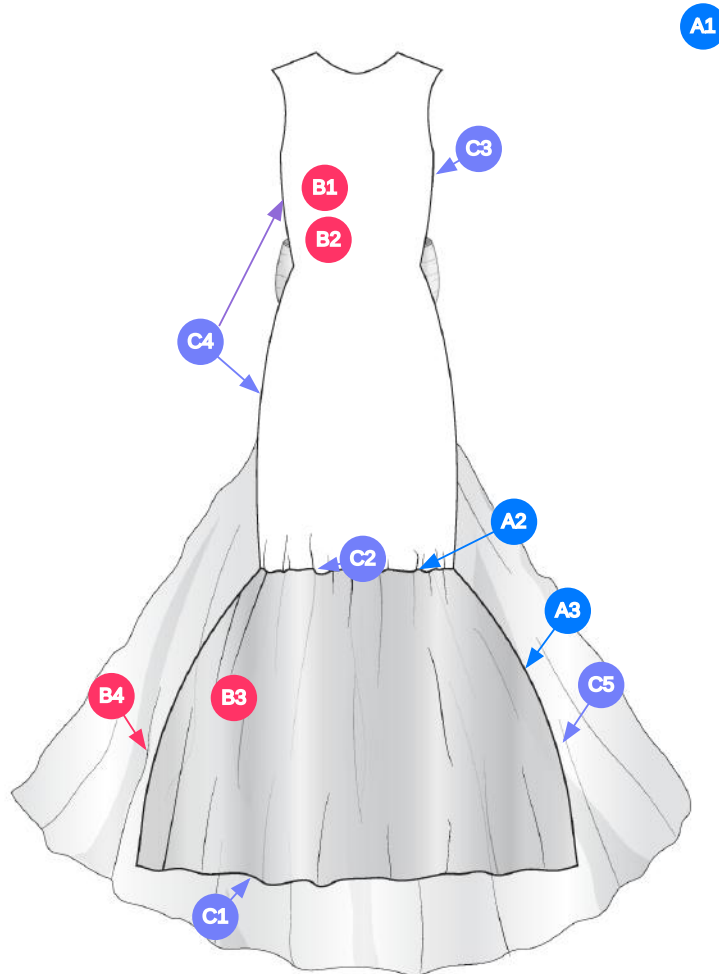


Colorway 2

2. ● Carinaria

Custom Code: 12-1303 TCX

Ext Code: DH Carinaria



Construction Spec 1

Comments (3)

- A1 20 SPI
- A2 2 Ply 2:1 Shirring Ratio
- A3 First Layer of Skirt: B3 Second Layer of Skirt: B4

Components (4)

- B1 DHall Organza Mikado
- B2 DHall Cupro Lining
- B3 DHall Eco Organza
- B4 DHall Recycled Polyester Tulle

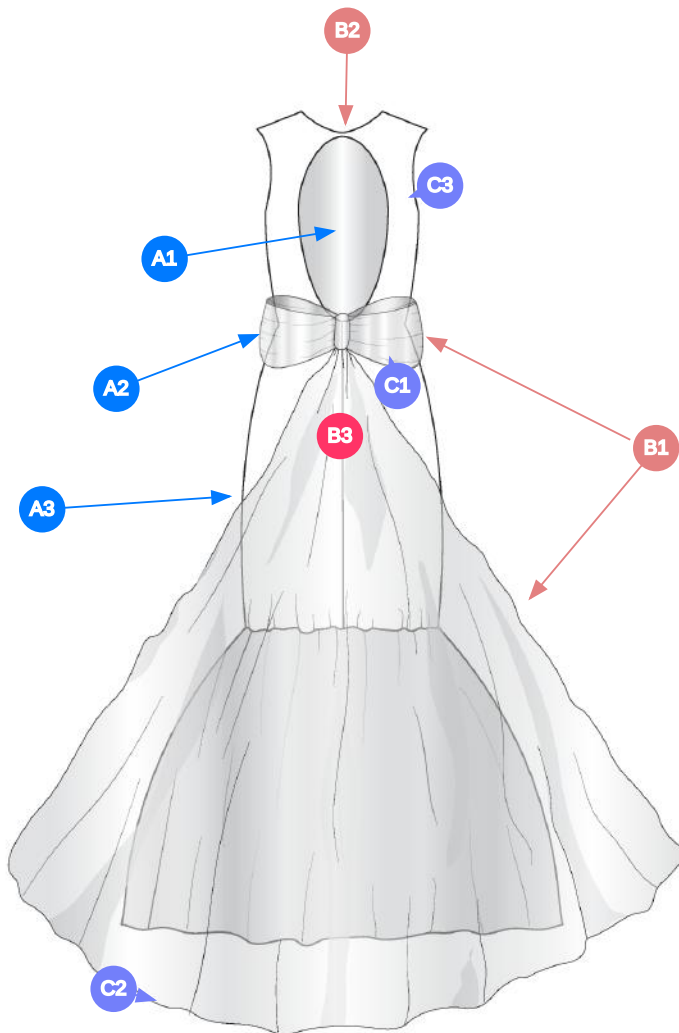
Construction Details (5)

- C1 Rolled Hem
- C2 Super Imposed ISO #301 Lockstitch
- C3 Super Imposed ISO #301 Lockstitch
- C4 Super Imposed ISO #301 Lockstitch
- C5 French Seam ISO #301 Lockstitch

DH Sleeveless Mermaid Dress - Style #SS25-WDMD-101

FSH259 Preproduction, Dresses, Spring, 2025

Images / Construction



Comments (3)

- A1 Key Hole Opening
- A2 2 Ply Tack on Bow Attachment
- A3 Chapel Train

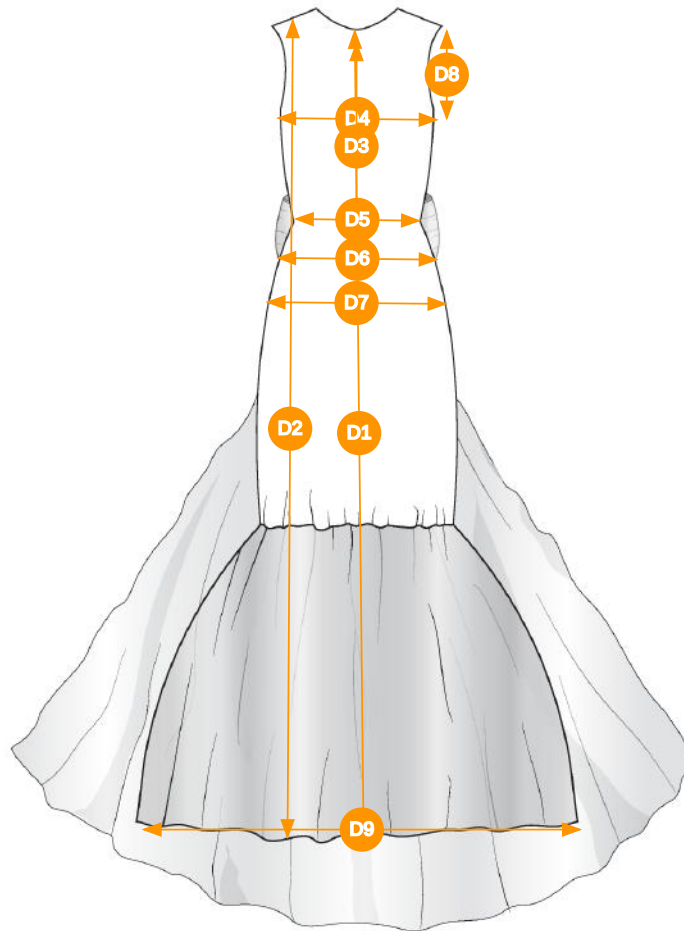
Components (3)

- B1 DHall Eco Organza
- B2 DHall Swarovski Crystal Rhinestone Button
- B3 DHall Natulon Invisible Zipper

Construction Details (3)

- C1 2 Ply French Seam ISO #301 Lockstitch
- C2 Rolled Hem
- C3 Super Imposed ISO #301 Lockstitch

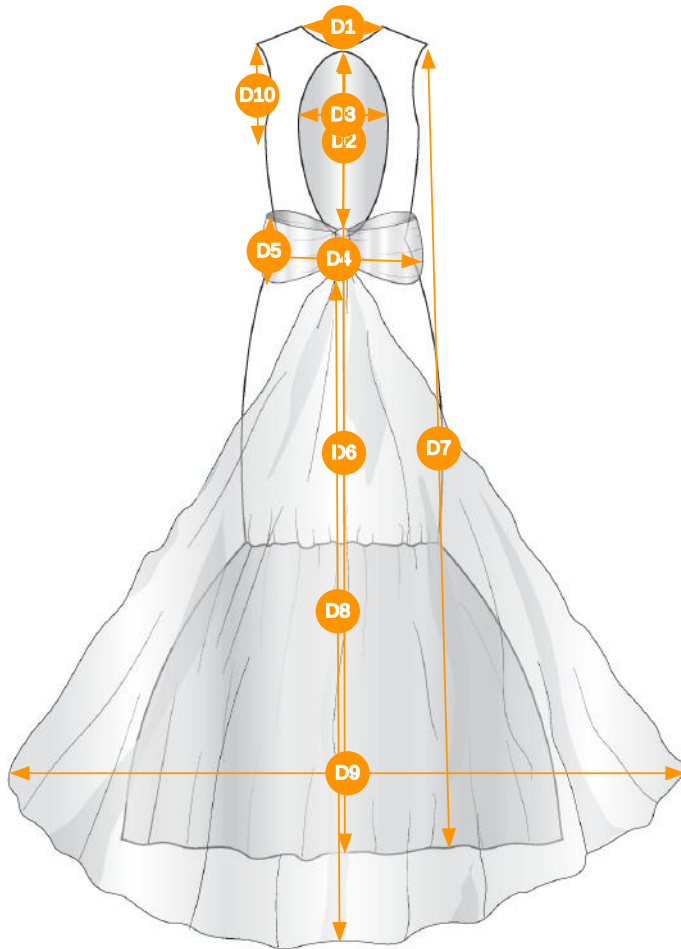
Construction Spec 2



Size Spec 1

Points of measure (9)

- D1 Center Front Length to Hem
- D2 Front Length from High Point Shoulder (HPS)
- D3 Center Front to Waist
- D4 Chest Circumference
- D5 Waist Circumference
- D6 High Hip 4" Down from Natural Waist
- D7 Low Hip 7" Down from Natural Waist
- D8 Front Armhole Curve
- D9 Sweep Circumference



Points of measure (10)

- D1 Neckline Circumference
- D2 Back Opening Height
- D3 Back Opening Width
- D4 Bow Width
- D5 Bow Height
- D6 Center Back Length to Hem
- D7 Back Length from High Point Shoulder (HPS)
- D8 Train Height
- D9 Train Width
- D10 Back Armhole Curve

Size Spec 2



Label & Packaging



Prototype Sample

DH Sleeveless Mermaid Dress - Style #SS25-WDMD-101

FSH259 Preproduction, Dresses, Spring, 2025

Size Specifications - Graded Rules

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYP E	TOLERANCE	0	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	
Front Length from High Point Shoulder (HPS)	FRT LGT	Measure from HPS to bottom hem edge	false	Full	1/4 in	-1/4 in	-1/4 in	62 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Back Length from High Point Shoulder (HPS)	BK LGT		false	Full	1/4 in	-1/4 in	-1/4 in	62 1/2 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in	-1/4 in	-1/4 in	58 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Center Back Length to Hem	CBK LGTH		false	Full	1/4 in	-1/4 in	-1/4 in	64 1/2 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Center Front to Waist	CFRT WST	Center Front to Waist	false	Full	1/4 in	-1/4 in	-1/4 in	9 1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Neckline Circumference	NK WDTH		true	Full	1/8 in	-1/4 in	-1/4 in	15 1/2 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/8 in	3/8 in	3/8 in	3/8 in	3/8 in	3/8 in	1/2 in	1/2 in	1/2 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in	-1 1/2 in	-1 1/2 in	29 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	2 in	2 in	2 in	2 in	2 in	2 1/2 in	2 1/2 in	2 1/2 in	2 1/2 in
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in	-1/2 in	-1/2 in	15 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 in	1 in	1 in	1 in
Across Back 5" Below AH	BK BAH		false	Full	1/4 in	-1/2 in	-1/2 in	15 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 in	1 in	1 in	1 in
Front Armhole Curve	FARH CIRC	Measure along armhole seam	false	Full	1/8 in	-1/4 in	-1/4 in	13 3/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	3/4 in	3/4 in	3/4 in	3/4 in
Back Armhole Curve	BARH CIRC		false	Full	1/8 in	-1/4 in	-1/4 in	13 3/8 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	3/4 in	3/4 in	3/4 in	3/4 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in	-1 in	-1 in	28 in	1 in	1 in	1 in	1 in	1 in	1 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	2 in	2 in	2 in	2 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in	-1 in	-1 in	30 in	1 in	1 in	1 in	1 in	1 in	1 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	2 in	2 in	2 in	2 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in	-2 in	-2 in	32 1/2 in	2 in	2 in	2 in	2 in	2 in	2 in	2 1/2 in	2 1/2 in	2 1/2 in	2 1/2 in	2 1/2 in	3 in	3 in	3 in	3 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	1/2 in	-2 in	-2 in	130 in	2 in	2 in	2 in	2 in	2 in	2 in	2 1/2 in	2 1/2 in	2 1/2 in	2 1/2 in	2 1/2 in	3 in	3 in	3 in	3 in
Back Opening Width	BK OPN WDTH		false	Full	1/4 in	-1/4 in	-1/4 in	4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 in	1 in	1 in	1 in
Back Opening Height	BK OPN HGT		false	Full	1/4 in	-1/4 in	-1/4 in	11 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Bow Height	BOW HGT		false	Full	1/4 in	-1/4 in	-1/4 in	4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Bow Width	BOW WDTH		false	Full	1/4 in	-1/4 in	-1/4 in	8 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in
Train Height	TRN HGT		false	Full	1/4 in	-1/4 in	-1/4 in	45 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 1/4 in	1 1/4 in	1 1/4 in	1 1/4 in
Train Width	TRN WDTH		false	Full	1/4 in	-1/4 in	-1/4 in	23 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in

DH Sleeveless Mermaid Dress - Style #SS25-WDMD-101

FSH259 Preproduction, Dresses, Spring, 2025

Size Specifications - Graded Measurements

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYP E	TOLERANCE	0	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32
Front Length from High Point Shoulder (HPS)	FRT LGT	Measure from HPS to bottom hem edge	false	Ful l	1/4 in	61 1/2 in	61 3/4 in	62 in	62 1/4 in	62 1/2 in	62 3/4 in	63 in	63 1/4 in	63 1/2 in	63 3/4 in	64 in	64 1/4 in	64 1/2 in	64 3/4 in	65 in	65 1/4 in	65 1/2 in
Back Length from High Point Shoulder (HPS)	BK LGT		false	Ful l	1/4 in	62 in	62 1/4 in	62 1/2 in	62 3/4 in	63 in	63 1/4 in	63 1/2 in	63 3/4 in	64 in	64 1/4 in	64 1/2 in	64 3/4 in	65 in	65 1/4 in	65 1/2 in	65 3/4 in	66 in
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Ful l	1/4 in	57 1/2 in	57 3/4 in	58 in	58 1/4 in	58 1/2 in	58 3/4 in	59 in	59 1/4 in	59 1/2 in	59 3/4 in	60 in	60 1/4 in	60 1/2 in	60 3/4 in	61 in	61 1/4 in	61 1/2 in
Center Back Length to Hem	CBK LGTH		false	Ful l	1/4 in	64 in	64 1/4 in	64 1/2 in	64 3/4 in	65 in	65 1/4 in	65 1/2 in	65 3/4 in	66 in	66 1/4 in	66 1/2 in	66 3/4 in	67 in	67 1/4 in	67 1/2 in	67 3/4 in	68 in
Center Front to Waist	CFRT WST	Center Front to Waist	false	Ful l	1/4 in	8 3/4 in	9 in	9 1/4 in	9 1/2 in	9 3/4 in	10 in	10 1/4 in	10 1/2 in	10 3/4 in	11 in	11 1/4 in	11 1/2 in	11 3/4 in	12 in	12 1/4 in	12 1/2 in	12 3/4 in
Neckline Circumference	NK WDT		true	Ful l	1/8 in	15 in	15 1/4 in	15 1/2 in	15 3/4 in	16 in	16 1/4 in	16 1/2 in	16 3/4 in	17 in	17 3/8 in	17 3/4 in	18 1/8 in	18 1/2 in	18 7/8 in	19 3/8 in	19 7/8 in	20 3/8 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Ful l	1/2 in	26 in	27 1/2 in	29 in	30 1/2 in	32 in	33 1/2 in	35 in	36 1/2 in	38 in	40 in	42 in	44 in	46 in	48 in	50 1/2 in	53 in	55 1/2 in
Across Front 5" Below AH	FRT BAH		false	Ful l	1/4 in	14 in	14 1/2 in	15 in	15 1/2 in	16 in	16 1/2 in	17 in	17 1/2 in	18 in	18 3/4 in	19 1/2 in	20 1/4 in	21 in	21 3/4 in	22 3/4 in	23 3/4 in	24 3/4 in
Across Back 5" Below AH	BK BAH		false	Ful l	1/4 in	14 in	14 1/2 in	15 in	15 1/2 in	16 in	16 1/2 in	17 in	17 1/2 in	18 in	18 3/4 in	19 1/2 in	20 1/4 in	21 in	21 3/4 in	22 3/4 in	23 3/4 in	24 3/4 in
Front Armhole Curve	FARH CIRC	Measure along armhole seam	false	Ful l	1/8 in	13 1/4 in	13 1/2 in	13 3/4 in	14 in	14 1/4 in	14 1/2 in	14 3/4 in	15 in	15 1/4 in	15 3/4 in	16 1/4 in	16 3/4 in	17 1/4 in	17 3/4 in	18 1/2 in	19 1/4 in	20 in
Back Armhole Curve	BARH CIRC		false	Ful l	1/8 in	12 7/8 in	13 1/8 in	13 3/8 in	13 5/8 in	13 7/8 in	14 1/8 in	14 3/8 in	14 5/8 in	14 7/8 in	15 3/8 in	15 7/8 in	16 3/8 in	16 7/8 in	17 3/8 in	18 1/8 in	18 7/8 in	19 5/8 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Ful l	1/2 in	26 in	27 in	28 in	29 in	30 in	31 in	32 in	33 in	34 in	35 1/2 in	37 in	38 1/2 in	40 in	41 1/2 in	43 1/2 in	45 1/2 in	47 1/2 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Ful l	1/4 in	28 in	29 in	30 in	31 in	32 in	33 in	34 in	35 in	36 in	37 1/2 in	39 in	40 1/2 in	42 in	43 1/2 in	45 1/2 in	47 1/2 in	49 1/2 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Ful l	1/4 in	28 1/2 in	30 1/2 in	32 1/2 in	34 1/2 in	36 1/2 in	38 1/2 in	40 1/2 in	42 1/2 in	44 1/2 in	47 in	49 1/2 in	52 in	54 1/2 in	57 in	60 in	63 in	66 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Ful l	1/2 in	126 in	128 in	130 in	132 in	134 in	136 in	138 in	140 in	142 in	144 1/2 in	147 in	149 1/2 in	152 in	154 1/2 in	157 1/2 in	160 1/2 in	163 1/2 in
Back Opening Width	BK OPN WDT		false	Ful l	1/4 in	3 1/2 in	3 3/4 in	4 in	4 1/4 in	4 1/2 in	4 3/4 in	5 in	5 1/4 in	5 1/2 in	6 1/4 in	7 in	7 3/4 in	8 1/2 in	9 1/4 in	10 1/4 in	11 1/4 in	12 1/4 in
Back Opening Height	BK OPN HGT		false	Ful l	1/4 in	10 1/2 in	10 3/4 in	11 in	11 1/4 in	11 1/2 in	11 3/4 in	12 in	12 1/4 in	12 1/2 in	12 3/4 in	13 in	13 1/4 in	13 1/2 in	13 3/4 in	14 in	14 1/4 in	14 1/2 in
Bow Height	BOW HGT		false	Ful l	1/4 in	3 1/2 in	3 3/4 in	4 in	4 1/4 in	4 1/2 in	4 3/4 in	5 in	5 1/4 in	5 1/2 in	5 3/4 in	6 in	6 1/4 in	6 1/2 in	6 3/4 in	7 in	7 1/4 in	7 1/2 in
Bow Width	BOW WDT		false	Ful l	1/4 in	7 1/2 in	7 3/4 in	8 in	8 1/4 in	8 1/2 in	8 3/4 in	9 in	9 1/4 in	9 1/2 in	9 3/4 in	10 1/2 in	11 1/4 in	12 in	12 3/4 in	13 1/2 in	14 1/4 in	15 in
Train Height	TRN HGT		false	Ful l	1/4 in	44 1/2 in	44 3/4 in	45 in	45 1/4 in	45 1/2 in	45 3/4 in	46 in	46 1/4 in	46 1/2 in	47 1/4 in	48 in	48 3/4 in	49 1/2 in	50 1/4 in	51 1/2 in	52 3/4 in	54 in
Train Width	TRN WDT		false	Ful l	1/4 in	22 1/2 in	22 3/4 in	23 in	23 1/4 in	23 1/2 in	23 3/4 in	24 in	24 1/4 in	24 1/2 in	24 3/4 in	25 in	25 1/4 in	25 1/2 in	25 3/4 in	26 in	26 1/4 in	26 1/2 in

DH Sleeveless Mermaid Dress - Style #SS25-WDMD-101

FSH259 Preproduction, Dresses, Spring, 2025

Compare Samples

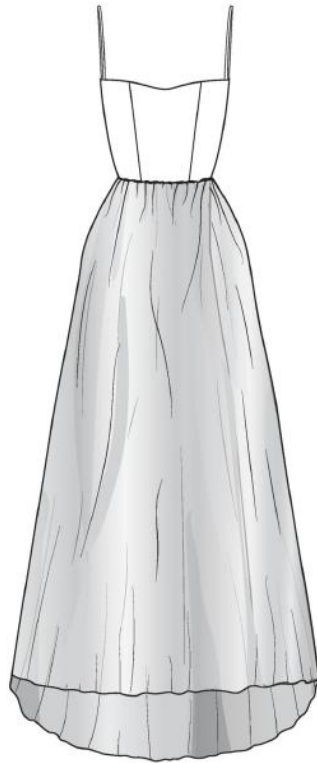
Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYPE	TOLERANCE
Front Length from High Point Shoulder (HPS)	FRT LGT	Measure from HPS to bottom hem edge	false	Full	1/4 in
Back Length from High Point Shoulder (HPS)	BK LGT		false	Full	1/4 in
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in
Center Back Length to Hem	CBK LGTH		false	Full	1/4 in
Center Front to Waist	CFRT WST	Center Front to Waist	false	Full	1/4 in
Neckline Circumference	NK WDTN		true	Full	1/8 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in
Across Back 5" Below AH	BK BAH		false	Full	1/4 in
Front Armhole Curve	FARH CIRC	Measure along armhole seam	false	Full	1/8 in
Back Armhole Curve	BARH CIRC		false	Full	1/8 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	1/2 in
Back Opening Width	BK OPN WDTN		false	Full	1/4 in
Back Opening Height	BK OPN HGT		false	Full	1/4 in
Bow Height	BOW HGT		false	Full	1/4 in
Bow Width	BOW WDTN		false	Full	1/4 in
Train Height	TRN HGT		false	Full	1/4 in
Train Width	TRN WDTN		false	Full	1/4 in

DH Spaghetti Strap A-Line Dress - Style #SS26-WDA-101

FSH259 Preproduction, Dresses, Spring, 2026

Summary



DH Spaghetti Strap A-Line Dress

Name DH Spaghetti Strap A-Line Dress

Style No. SS26-WDA-101

Description Spring Bridal A-Line Dress

Division FSH259 Preproduction

Category Dresses

Season Spring

Year 2026

Size Scale **4** -Sample size

0 2 4 6 8 10 12 14 16 18 20 22

24 26 28 30 32

Style Status In Development

Size Range Missy Extended Sizing 0-32

Development Status 1st Sample

Main Fabric Chiffon

Factory Miyh Design

COO USA

MOQ 10

Leadtime 6 Weeks

Created by/Author 4/3/2024

Dej Hall

dhall29@art.edu

DH Spaghetti Strap A-Line Dress - Style #SS26-WDA-101

FSH259 Preproduction, Dresses, Spring, 2026

Color Variants



1.

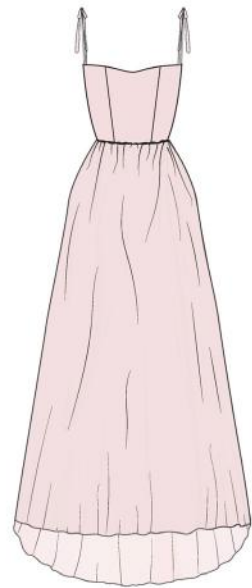



Snow White
Custom Code: 11-0602
TCX
Int. Code: Not Set
Ext. Code: DH Snow
White

DH Spaghetti Strap A-Line Dress - Style #SS26-WDA-101

FSH259 Preproduction, Dresses, Spring, 2026

Color Variants



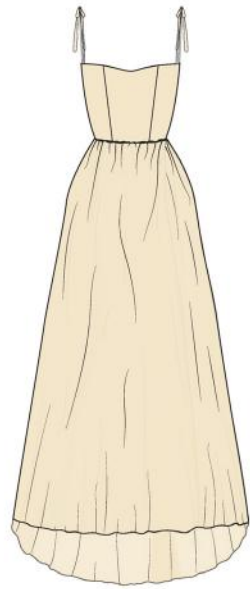
2. 


Carinaria
Custom Code: 12-1303
TCX
Int. Code: Not Set
Ext. Code: DH Carinaria

DH Spaghetti Strap A-Line Dress - Style #SS26-WDA-101


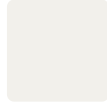
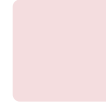


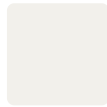



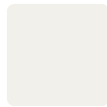
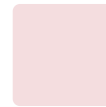


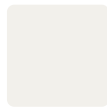
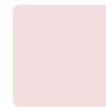

FSH259 Preproduction, Dresses, Spring, 2026



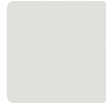


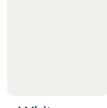
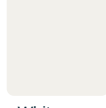
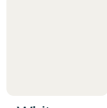




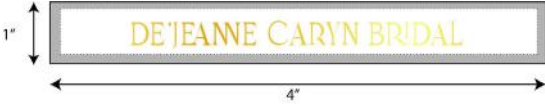
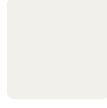
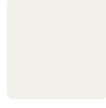
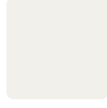
Color Variants



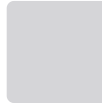
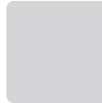





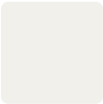
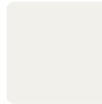
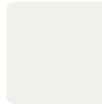

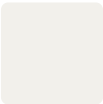
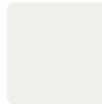
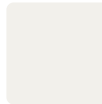


3. 

Afterglow
Custom Code: 11-0510
TCX
Int. Code: Not Set
Ext. Code: DH Afterglow

THUMBNAIL	COMPONENT	QTY	1. SNOW WHITE CODE: 11-0602 TCX EXT CODE: DH SNOW WHITE	2. CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA	3. AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW
FABRIC					
1	 <p>DHall Eco Organza CODE: DH #28 Placement: Top Layer of Skirt Notes: 2 Layers Suppliers: Bridal Fabrics Fabric width: 59" Status: In Development Content: 100% Recycled PET MOQ: 44 yards Leadtime: 10 days Country of Origin: Italy</p>	2	 <p>Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 50 gsm Price: 21.26</p>	 <p>Carinaria Custom Code: 12-1303 TCX Ext. Code: DH Carinaria Weight: 50 gsm Price: 21.26</p>	 <p>Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 50 gsm Price: 21.26</p>
2	 <p>DHall Organza Mikado CODE: DH #30 Placement: Front and Back Bodice Suppliers: Bridal Fabrics Fabric width: 58" Status: In Development Country of Origin: Italy Content: 57% Recycled Polyester Yarns 43% Silk Yarns MOQ: 55 yards Leadtime: 10 days</p>	1	 <p>Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 125 gsm Price: 58.23</p>	 <p>Carinaria Custom Code: 12-1303 TCX Ext. Code: DH Carinaria Weight: 125 gsm Price: 58.23</p>	 <p>Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 125 gsm Price: 58.23</p>
3	 <p>DHall Cupro Lining CODE: DH #19 Placement: Full Dress Suppliers: Core Fabrics Fabric width: 54" Status: In Development Country of Origin: Japan Content: 100% Cupro MOQ: 30 yards Leadtime: 12-40 days</p>	2.375	 <p>Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 75 gsm Price: 9.20</p>	 <p>Carinaria Custom Code: 12-1303 TCX Ext. Code: DH Carinaria Weight: 75 gsm Price: 9.20</p>	 <p>Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 75 gsm Price: 9.20</p>
4	 <p>DHall Recycled Polyester Tulle CODE: DH #5 Placement: Second Layer of Skirt Notes: 2 Layers Suppliers: Bridal Fabrics Fabric width: 61" Status: In Development Content: 100% Recycled Polyester Country of Origin: Italy MOQ: 110 yards Leadtime: 10 Days</p>	2	 <p>Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 14 gsm Price: 5.55</p>	 <p>Carinaria Custom Code: 12-1303 TCX Ext. Code: DH Carinaria Weight: 14 gsm Price: 5.55</p>	 <p>Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 14 gsm Price: 5.55</p>
TRIMS					









THUMBNAIL	COMPONENT	QTY	1. SNOW WHITE CODE: 11-0602 TCX EXT CODE: DH SNOW WHITE	2. CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA	3. AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW
5 	DHall Recycled Fusible Interfacing CODE: DH #20 Placement: Front and Back Bodice Suppliers: Core Fabrics Fabric width: 60" Status: In Development Country of Origin: China Content: 100% Recycled Polyester MOQ: 30 Leadtime: 12-40 days	1	-  ● "Undyed" Weight: 45 gsm Price: 4.40	-  ● "Undyed" Weight: 45 gsm Price: 4.40	-  ● "Undyed" Weight: 45 gsm Price: 4.40
6 	DHall Bra Cups CODE: DH#31 Placement: Bust Suppliers: BosaCups Status: In Development Country of Origin: Turkey Content: 100% Recyclable 3D Fiber Fabric Leadtime: 30 Days	2	-  ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: Varies Price: 1.00	-  ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: Varies Price: 1.00	-  ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: Varies Price: 1.00
7 	DHall Natulon Invisible Zipper CODE: DH #24 Placement: Center Back Opening Suppliers: YKK Italia S.P.A Status: In Development Content: 98% Recycled PET 2% Polyester MOQ: 50 Leadtime: 2-3 Weeks Country of Origin: Japan	1	-  ○ DTM Price: 1.00	-  ○ DTM Price: 1.00	-  ○ DTM Price: 1.00
LABELS & PACKAGING					
8 	DHall Brand Label CODE: DH #26 Placement: Back Bodice - Left of Opening Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Recycled Polyester MOQ: 500 Leadtime: 20-30 days	1	-  ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 4"x1" Price: 0.18	-  ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 4"x1" Price: 0.18	-  ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 4"x1" Price: 0.18

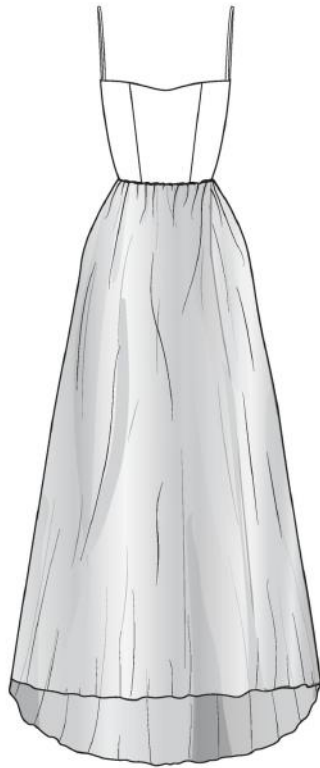
THUMBNAIL	COMPONENT	QTY	1. SNOW WHITE CODE: 11-0602 TCX EXT CODE: DH SNOW WHITE	2. CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA	3. AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW
9 	DHAll Size Label CODE: DH #25 Placement: Back Bodice - Centered Below the Brand Label Notes: Folded in Half Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Polyester MOQ: 10000 Leadtime: 20-30 days	1	 ● Nimbus Cloud Custom Code: 13-4108 TCX Ext. Code: DH Nimbus Cloud Size: .39"x1.57" Price: 0.02	 ● Nimbus Cloud Custom Code: 13-4108 TCX Ext. Code: DH Nimbus Cloud Size: .39"x1.57" Price: 0.02	 ● Nimbus Cloud Custom Code: 13-4108 TCX Ext. Code: DH Nimbus Cloud Size: .39"x1.57" Price: 0.02
10 	DHAll Organic Thread CODE: DH #18 Placement: Entire Dress Suppliers: Ecological Textiles Status: In Development Country of Origin: Netherlands Content: 100% Organic Cotton MOQ: 5000 mtr Leadtime: 4-6 weeks		 ○ DTM Price: 0.01	 ○ DTM Price: 0.01	 ○ DTM Price: 0.01
11 	DHAll Care Label CODE: DH #27 Placement: Wearer's Right Side Seam near Knees Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Recycled Satin Polyester MOQ: 500 Leadtime: 20- 30 days	1	 ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 1.57"x3.14" Price: 0.16	 ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 1.57"x3.14" Price: 0.16	 ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 1.57"x3.14" Price: 0.16
12 	DHAll Hangtag CODE: DH #17 Placement: Wearer's Left Arm Hole Suppliers: Yantai Emmett Garment Accessories Co. Status: In Development Country of Origin: China Content: 800g Coated Art Paper MOQ: 1000 pieces Leadtime: 7 days	1	 ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 3"x5" Price: 0.01	 ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 3"x5" Price: 0.01	 ● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 3"x5" Price: 0.01

DH Spaghetti Strap A-Line Dress - Style #SS26-WDA-101

FSH259 Preproduction, Dresses, Spring, 2026

BOM > Set 1 of 1

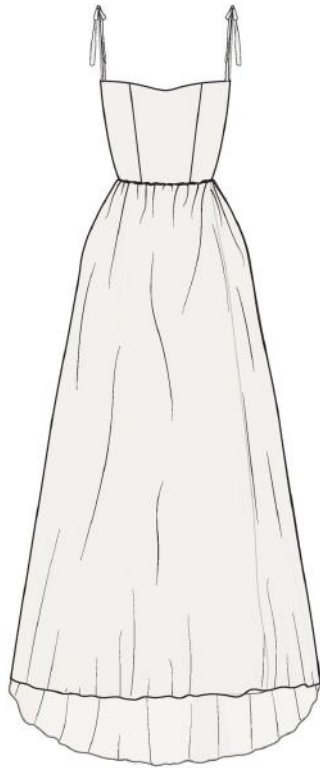
THUMBNAIL	COMPONENT	QTY	1. ● SNOW WHITE CODE: 11-0602 TCX EXT CODE: DH SNOW WHITE	2. ● CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA	3. ● AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW
13 	DHall Garment Bag CODE: DH #23 Suppliers: International Bridal Group Status: In Development Content: 100% Recycled Non-Woven Polypropylene MOQ: 30 Leadtime: 10-15 days	1	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Weight: 80 gsm Size: 24"x72"x20" Price: 4.00	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Weight: 80 gsm Size: 24"x72"x20" Price: 4.00	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Weight: 80 gsm Size: 24"x72"x20" Price: 4.00
14 	DHall Wooden Hanger CODE: DH #32 Suppliers: Uline Status: In Development Country of Origin: USA Content: Mixed Hardwood MOQ: 50 Leadtime: 1-3 Days	1	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Price: 1.40	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Price: 1.40	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Price: 1.40
Components 14			Total 146.87	Total 146.87	Total 146.87



Front Technical Flat Sketch

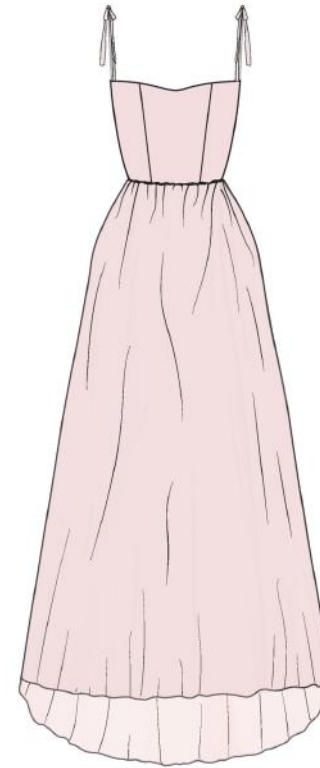


Back Technical Flat Sketch



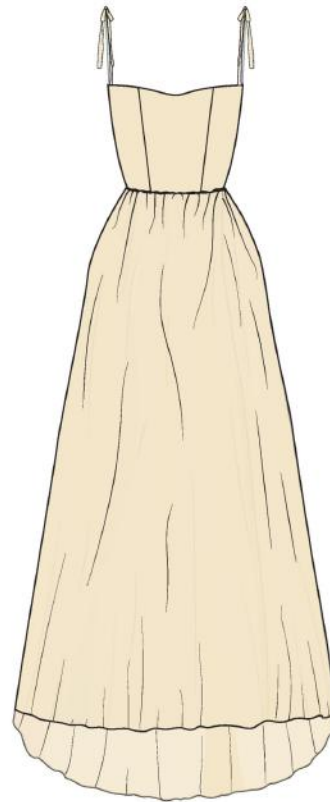
Colorway 1

1. ● Snow White
Custom Code: 11-0602 TCX
Ext Code: DH Snow White



Colorway 2

2. ● Carinaria
Custom Code: 12-1303 TCX
Ext Code: DH Carinaria

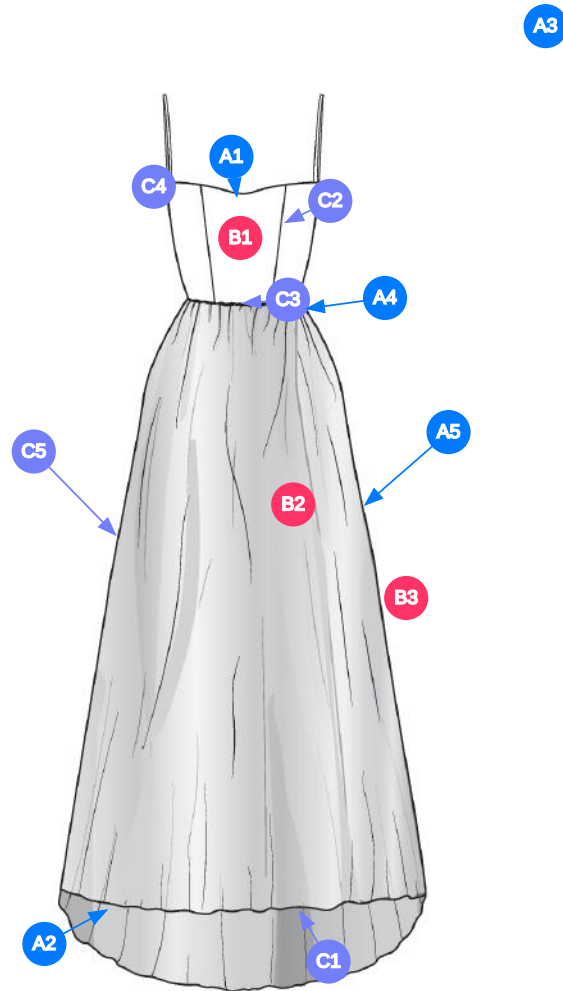


Colorway 3

3. ● Afterglow

Custom Code: 11-0510 TCX

Ext Code: DH Afterglow



Comments (5)

- A1 Sweetheart Neckline
- A2 High Low Hem
- A3 20 SPI
- A4 2 Ply 2:1 Shirring Ratio
- A5 First Layer of Skirt: B2 Second Layer of Skirt: B3

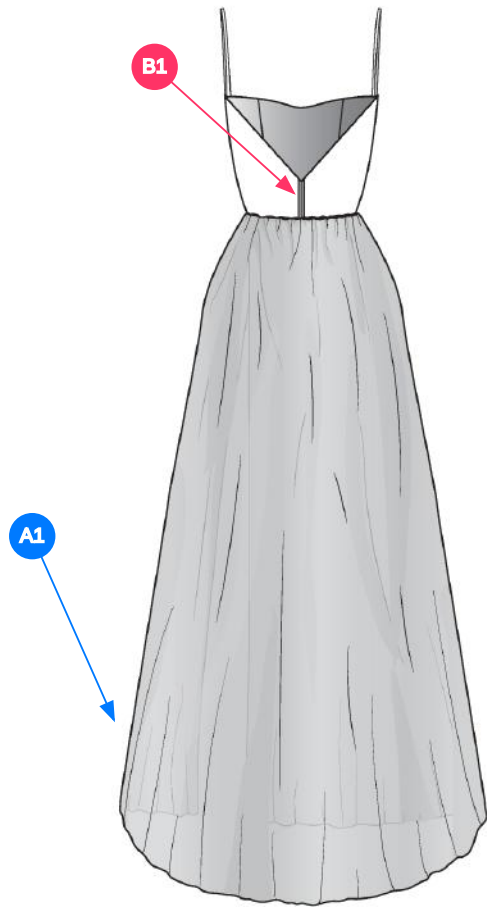
Components (3)

- B1 DHall Organza Mikado
- B2 DHall Eco Organza
- B3 DHall Recycled Polyester Tulle

Construction Details (5)

- C1 Rolled Hem
- C2 Super Imposed ISO #301 Lockstitch
- C3 Super Imposed ISO #301 Lockstitch
- C4 Super Imposed ISO #301 Lockstitch
- C5 French Seam ISO #301 Lockstitch

Construction Spec 1



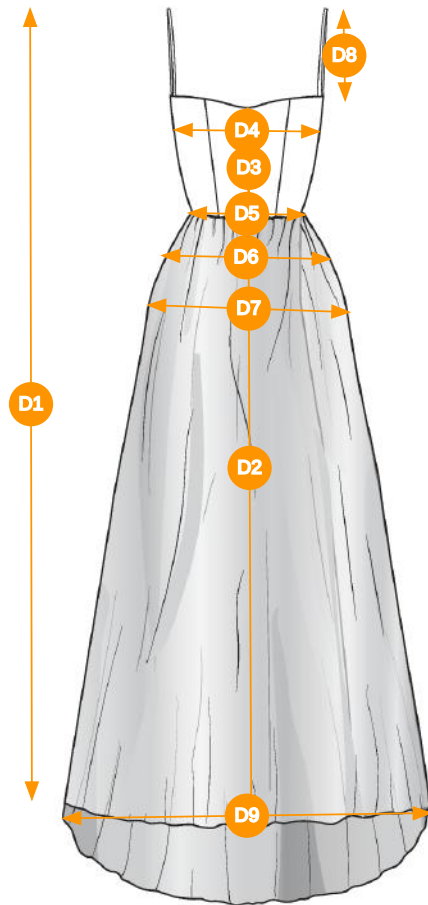
Comments (1)

A1 Sweep Train

Components (1)

B1 DHall Natulon Invisible Zipper

Construction Spec 2



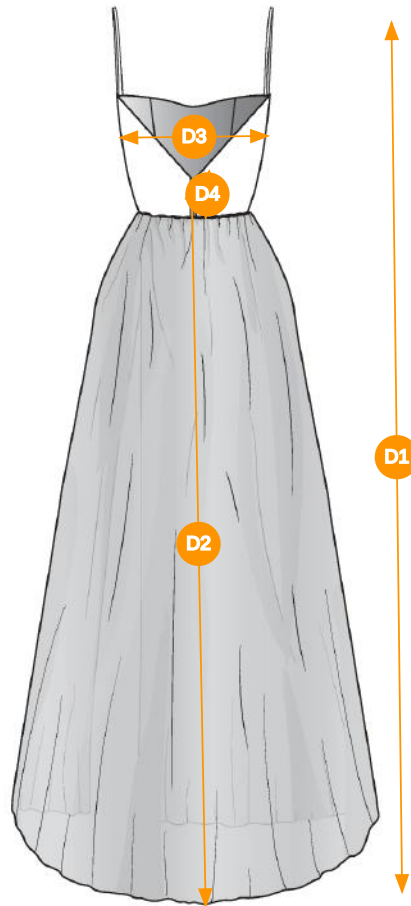
Size Spec 1

Points of measure (9)

- D1 Front Length from High Point Shoulder (HPS)
- D2 Center Front Length to Hem
- D3 Center Front to Waist
- D4 Chest Circumference
- D5 Waist Circumference
- D6 High Hip 4" Down from Natural Waist
- D7 Low Hip 7" Down from Natural Waist
- D8 Armhole Circumference Curved
- D9 Sweep Circumference

Points of measure (4)

- D1** Back Length from High Point Shoulder (HPS)
- D2** Center Back Length to Hem
- D3** Across Back 5" Below AH
- D4** Center Back to Waist



Size Spec 2



Label & Packaging



Prototype Sample

DH Spaghetti Strap A-Line Dress - Style #SS26-WDA-101

FSH259 Preproduction, Dresses, Spring, 2026

Size Specifications - Graded Rules

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYP E	TOLERANCE	0	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32
Front Length from High Point Shoulder (HPS)	FRT LGT	Measure from HPS to bottom hem edge	false	Full	1/4 in	-1/4 in	-1/4 in	62 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Back Length from High Point Shoulder (HPS)	BK LGT		false	Full	1/4 in	-1/4 in	-1/4 in	62 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in	-1/4 in	-1/4 in	46 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Center Back Length to Hem	CBK LGT		false	Full	1/4 in	-1/4 in	-1/4 in	54 1/2 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Center Front to Waist	CFRT WST	Center Front to Waist	false	Full	1/4 in	-1/4 in	-1/4 in	9 1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Center Back to Waist	CBK WST	Center Back to Waist	false	Full	1/4 in	-1/4 in	-1/4 in	6 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in	-1 1/2 in	-1 1/2 in	29 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	2 in	2 in	2 in	2 in	2 in	2 1/2 in	2 1/2 in	2 1/2 in
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in	-1/2 in	-1/2 in	15 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1 in	1 in	1 in	1 in	1 in	1 1/2 in	1 1/2 in	1 1/2 in
Across Back 5" Below AH	BK BAH		false	Full	1/4 in	-1/2 in	-1/2 in	15 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1 in	1 in	1 in	1 in	1 in	1 1/2 in	1 1/2 in	1 1/2 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in	-1 in	-1 in	28 in	1 in	1 in	1 in	1 in	1 in	1 in	2 in	2 in	2 in	2 in	2 in	3 in	3 in	3 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in	-1 in	-1 in	30 in	1 in	1 in	1 in	1 in	1 in	1 in	2 in	2 in	2 in	2 in	2 in	3 in	3 in	3 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in	-2 in	-2 in	34 5/8 in	2 in	2 in	2 in	2 in	2 in	2 in	4 in	4 in	4 in	4 in	4 in	6 in	6 in	6 in
Armhole Circumference Curved	ARH CIRC	Measure along armhole seam	false	Half	1/8 in	-1/2 in	-1/2 in	20 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	1 in	1 in	1 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	1/2 in	-2 in	-2 in	130 in	2 in	2 in	2 in	2 in	2 in	2 in	4 in	4 in	4 in	4 in	4 in	6 in	6 in	6 in

DH Spaghetti Strap A-Line Dress - Style #SS26-WDA-101

FSH259 Preproduction, Dresses, Spring, 2026

Size Specifications - Graded Measurements

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYP E	TOLERANCE	0	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32
Front Length from High Point Shoulder (HPS)	FRT LGT	Measure from HPS to bottom hem edge	false	Full	1/4 in	61 1/2 in	61 3/4 in	62 in	62 1/4 in	62 1/2 in	62 3/4 in	63 in	63 1/4 in	63 1/2 in	63 3/4 in	64 in	64 1/4 in	64 1/2 in	64 3/4 in	65 in	65 1/4 in	65 1/2 in
Back Length from High Point Shoulder (HPS)	BK LGT		false	Full	1/4 in	61 1/2 in	61 3/4 in	62 in	62 1/4 in	62 1/2 in	62 3/4 in	63 in	63 1/4 in	63 1/2 in	63 3/4 in	64 in	64 1/4 in	64 1/2 in	64 3/4 in	65 in	65 1/4 in	65 1/2 in
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in	45 1/2 in	45 3/4 in	46 in	46 1/4 in	46 1/2 in	46 3/4 in	47 in	47 1/4 in	47 1/2 in	47 3/4 in	48 in	48 1/4 in	48 1/2 in	48 3/4 in	49 in	49 1/4 in	49 1/2 in
Center Back Length to Hem	CBK LGT		false	Full	1/4 in	54 in	54 1/4 in	54 1/2 in	54 3/4 in	55 in	55 1/4 in	55 1/2 in	55 3/4 in	56 in	56 1/4 in	56 1/2 in	56 3/4 in	57 in	57 1/4 in	57 1/2 in	57 3/4 in	58 in
Center Front to Waist	CFRT WST	Center Front to Waist	false	Full	1/4 in	8 3/4 in	9 in	9 1/4 in	9 1/2 in	9 3/4 in	10 in	10 1/4 in	10 1/2 in	10 3/4 in	11 in	11 1/4 in	11 1/2 in	11 3/4 in	12 in	12 1/4 in	12 1/2 in	12 3/4 in
Center Back to Waist	CBK WST	Center Back to Waist	false	Full	1/4 in	5 1/2 in	5 3/4 in	6 in	6 1/4 in	6 1/2 in	6 3/4 in	7 in	7 1/4 in	7 1/2 in	7 3/4 in	8 in	8 1/4 in	8 1/2 in	8 3/4 in	9 in	9 1/4 in	9 1/2 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in	26 in	27 1/2 in	29 in	30 1/2 in	32 in	33 1/2 in	35 in	36 1/2 in	38 in	40 in	42 in	44 in	46 in	48 in	50 1/2 in	53 in	55 1/2 in
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in	14 in	14 1/2 in	15 in	15 1/2 in	16 in	16 1/2 in	17 in	17 1/2 in	18 in	19 in	20 in	21 in	22 in	23 in	24 1/2 in	26 in	27 1/2 in
Across Back 5" Below AH	BK BAH		false	Full	1/4 in	14 in	14 1/2 in	15 in	15 1/2 in	16 in	16 1/2 in	17 in	17 1/2 in	18 in	19 in	20 in	21 in	22 in	23 in	24 1/2 in	26 in	27 1/2 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in	26 in	27 in	28 in	29 in	30 in	31 in	32 in	33 in	34 in	36 in	38 in	40 in	42 in	44 in	47 in	50 in	53 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in	28 in	29 in	30 in	31 in	32 in	33 in	34 in	35 in	36 in	38 in	40 in	42 in	44 in	46 in	49 in	52 in	55 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in	30 5/8 in	32 5/8 in	34 5/8 in	36 5/8 in	38 5/8 in	40 5/8 in	42 5/8 in	44 5/8 in	46 5/8 in	50 5/8 in	54 5/8 in	58 5/8 in	62 5/8 in	66 5/8 in	72 5/8 in	78 5/8 in	84 5/8 in
Armhole Circumference Curved	ARH CIRC	Measure along armhole seam	false	Half	1/8 in	19 in	19 1/2 in	20 in	20 1/2 in	21 in	21 1/2 in	22 in	22 1/2 in	23 in	23 3/4 in	24 1/2 in	25 1/4 in	26 in	26 3/4 in	27 3/4 in	28 3/4 in	29 3/4 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	1/2 in	126 in	128 in	130 in	132 in	134 in	136 in	138 in	140 in	142 in	146 in	150 in	154 in	158 in	162 in	168 in	174 in	180 in

DH Spaghetti Strap A-Line Dress - Style #SS26-WDA-101

FSH259 Preproduction, Dresses, Spring, 2026

Compare Samples

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYPE	TOLERANCE
Front Length from High Point Shoulder (HPS)	FRT LGT	Measure from HPS to bottom hem edge	false	Full	1/4 in
Back Length from High Point Shoulder (HPS)	BK LGT		false	Full	1/4 in
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in
Center Back Length to Hem	CBK LGT		false	Full	1/4 in
Center Front to Waist	CFRT WST	Center Front to Waist	false	Full	1/4 in
Center Back to Waist	CBK WST	Center Back to Waist	false	Full	1/4 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in
Across Back 5" Below AH	BK BAH		false	Full	1/4 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in
Armhole Circumference Curved	ARH CIRC	Measure along armhole seam	false	Half	1/8 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	1/2 in

DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026

Summ



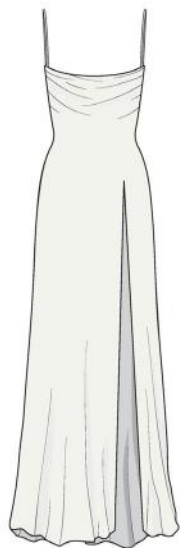
DH Spaghetti Strap Sheath Dress

Name	DH Spaghetti Strap Sheath Dress
Style No.	SS26-WDS-101
Description	Spring SO Cowl Neck Spaghetti Strap Sheath Dres
Division	FSH259 Preproduction
Category	Dresses
Season	Spring
Year	2026
Size Scale	4 -Sample size
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Style Status	In Development
Size Range	Missy Extended Sizing 0-32
Development Status	1st Sample
Main Fabric	Silk Charmuese
Factory	Miyh Design
COO	USA
MOQ	10
Leadtime	6 Weeks
Created by/Author	4/3/2024 Dej Hall dhall29@art.edu

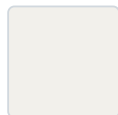
DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026

Color Variants



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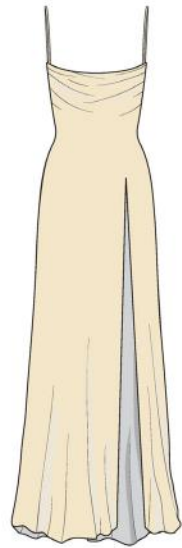


Snow White
Custom Code: 11-0602
TCX
Int. Code: Not Set
Ext. Code: DH Snow
White


DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026

Color Variants



2.

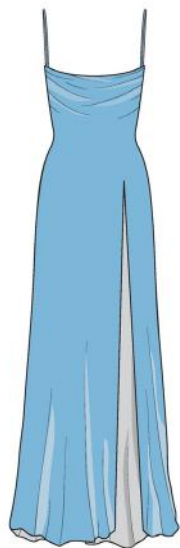


Afterglow
Custom Code: 11-0510
TCX
Int. Code: Not Set
Ext. Code: DH Afterglow

DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026

Color Variants



3.

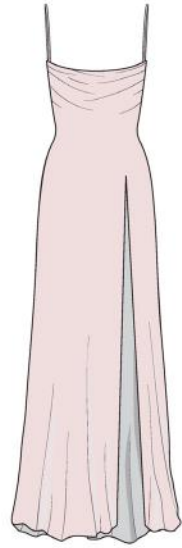



Baltic Sea
Custom Code: 14-4320
TCX
Int. Code: Not Set
Ext. Code: DH Baltic Sea

DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026

Color Variants




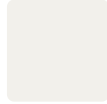



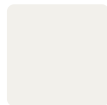










4. 

Carinaria
Custom Code: 12-1303
TCX
Int. Code: Not Set
Ext. Code: DH Carinaria

DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026


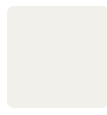
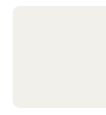
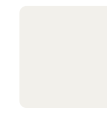


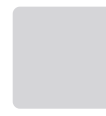


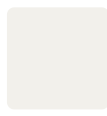
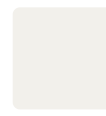
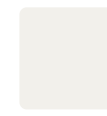

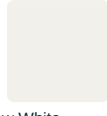
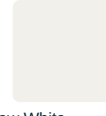
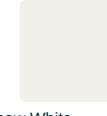
BOM > Set 1 of 2

THUMBNAIL	COMPONENT	QTY	1. SNOW WHITE CODE: 11-0602 TCX EXT CODE: DH SNOW WHITE	2. AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW	3. BALTIC SEA CODE: 14-4320 TCX EXT CODE: DH BALTIC SEA
FABRIC					
1	 <p>DHall Crepe Satin CODE: DH #2 Placement: Entire Dress Suppliers: Ecological Textiles Fabric width: 53 cm Status: In Development Content: 100% Organic Silk MOQ: 100 Leadtime: 60 days Country of Origin: Netherlands</p>	2.625	 <p>Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 88 g/m2 Price: 32.00</p>	 <p>Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 88 g/m2 Price: 32.00</p>	 <p>Baltic Sea Custom Code: 14-4320 TCX Ext. Code: DH Baltic Sea Weight: 88 g/m2 Price: 32.00</p>
2	 <p>DHall Cupro Lining CODE: DH #19 Placement: Entire Dress Inside Suppliers: Core Fabrics Fabric width: 54" Status: In Development Country of Origin: Japan Content: 100% Cupro MOQ: 30 yards Leadtime: 12-40 days</p>	2.625	 <p>Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Weight: 75 gsm Price: 9.20</p>	 <p>Afterglow Custom Code: 11-0510 TCX Ext. Code: DH Afterglow Weight: 75 gsm Price: 9.20</p>	 <p>Baltic Sea Custom Code: 14-4320 TCX Ext. Code: DH Baltic Sea Weight: 75 gsm Price: 9.20</p>
TRIMS					
3	 <p>DHall Recycled Fusible Interfacing CODE: DH #20 Placement: Front and Back Bodice Suppliers: Core Fabrics Fabric width: 60" Status: In Development Country of Origin: China Content: 100% Recycled Polyester MOQ: 30 Leadtime: 12-40 days</p>	1	 <p>"Undyed" Weight: 45 gsm Price: 4.40</p>	 <p>"Undyed" Weight: 45 gsm Price: 4.40</p>	 <p>"Undyed" Weight: 45 gsm Price: 4.40</p>
4	 <p>DHall Natulon Invisible Zipper CODE: DH #24 Placement: Center Back Opening Suppliers: YKK Italia S.P.A Status: In Development Content: 98% Recycled PET 2% Polyester MOQ: 50 Leadtime: 2- 3 Weeks Country of Origin: Japan</p>	1	 <p>DTM Price: 1.00</p>	 <p>DTM Price: 1.00</p>	 <p>DTM Price: 1.00</p>
LABELS & PACKAGING					

DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026









BOM > Set 1 of 2



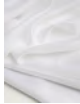





THUMBNAIL	COMPONENT	QTY	1. SNOW WHITE CODE: 11-0602 TCX EXT CODE: DH SNOW WHITE	2. AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW	3. BALTIC SEA CODE: 14-4320 TCX EXT CODE: DH BALTIC SEA
5 	DHall Brand Label CODE: DH #26 Placement: Back Bodice - Left of Opening Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Recycled Polyester MOQ: 500 Leadtime: 20-30 days	1	 Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 4"x1" Price: 0.18	 Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 4"x1" Price: 0.18	 Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 4"x1" Price: 0.18
6 	DHall Size Label CODE: DH #25 Placement: Back Bodice - Centered Below the Brand Label Notes: Folded in Half Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Polyester MOQ: 10000 Leadtime: 20-30 days	1	 Nimbus Cloud Custom Code: 13-4108 TCX Ext. Code: DH Nimbus Cloud Size: .39"x1.57" Price: 0.02	 Nimbus Cloud Custom Code: 13-4108 TCX Ext. Code: DH Nimbus Cloud Size: .39"x1.57" Price: 0.02	 Nimbus Cloud Custom Code: 13-4108 TCX Ext. Code: DH Nimbus Cloud Size: .39"x1.57" Price: 0.02
7 	DHall Hangtag CODE: DH #17 Placement: Wearer's Left Arm Hole Suppliers: Yantai Emmett Garment Accessories Co. Status: In Development Country of Origin: China Content: 800g Coated Art Paper MOQ: 1000 pieces Leadtime: 7 days	1	 Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 3"x5" Price: 0.01	 Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 3"x5" Price: 0.01	 Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 3"x5" Price: 0.01
8 	DHall Care Label CODE: DH #27 Placement: Wearer's Right Side Seam near Knees Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Recycled Satin Polyester MOQ: 500 Leadtime: 20-30 days	1	 Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 1.57"x3.14" Price: 0.16	 Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 1.57"x3.14" Price: 0.16	 Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 1.57"x3.14" Price: 0.16






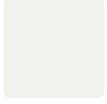

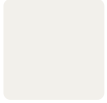


DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026

BOM > Set 1 of 2

THUMBNAIL	COMPONENT	QTY	1. SNOW WHITE CODE: 11-0602 TCX EXT CODE: DH SNOW WHITE	2. AFTERGLOW CODE: 11-0510 TCX EXT CODE: DH AFTERGLOW	3. BALTIC SEA CODE: 14-4320 TCX EXT CODE: DH BALTIC SEA	
9 	DHall Garment Bag CODE: DH #23 Suppliers: International Bridal Group Status: In Development Content: 100% Recycled Non-Woven Polypropylene MOQ: 30 Leadtime: 10-15 days	1	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Weight: 80 gsm Size: 24"x72"x20" Price: 4.00	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Weight: 80 gsm Size: 24"x72"x20" Price: 4.00	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Weight: 80 gsm Size: 24"x72"x20" Price: 4.00	
10 	DHall Wooden Hanger CODE: DH #32 Suppliers: Uline Status: In Development Country of Origin: USA Content: Mixed Hardwood MOQ: 50 Leadtime: 1-3 Days	1	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Price: 1.40	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Price: 1.40	-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Price: 1.40	
Components 10			Total 119.32		Total 119.32	



THUMBNAIL	COMPONENT	QTY	4. CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA
FABRIC			
1	 <p>DHall Crepe Satin CODE: DH #2 Placement: Entire Dress Suppliers: Ecological Textiles Fabric width: 53 cm Status: In Development Content: 100% Organic Silk MOQ: 100 Leadtime: 60 days Country of Origin: Netherlands</p>	2.625	<p>-</p>  <p>● Carinaria Custom Code: 12-1303 TCX Ext. Code: DH Carinaria Weight: 88 g/m2 Price: 32.00</p>
2	 <p>DHall Cupro Lining CODE: DH #19 Placement: Entire Dress Inside Suppliers: Core Fabrics Fabric width: 54" Status: In Development Country of Origin: Japan Content: 100% Cupro MOQ: 30 yards Leadtime: 12-40 days</p>	2.625	<p>-</p>  <p>● Carinaria Custom Code: 12-1303 TCX Ext. Code: DH Carinaria Weight: 75 gsm Price: 9.20</p>
TRIMS			
3	 <p>DHall Recycled Fusible Interfacing CODE: DH #20 Placement: Front and Back Bodice Suppliers: Core Fabrics Fabric width: 60" Status: In Development Country of Origin: China Content: 100% Recycled Polyester MOQ: 30 Leadtime: 12-40 days</p>	1	<p>-</p>  <p>● "Undyed" Weight: 45 gsm Price: 4.40</p>
4	 <p>DHall Natulon Invisible Zipper CODE: DH #24 Placement: Center Back Opening Suppliers: YKK Italia S.P.A Status: In Development Content: 98% Recycled PET 2% Polyester MOQ: 50 Leadtime: 2-3 Weeks Country of Origin: Japan</p>	1	<p>-</p>  <p>○ DTM Price: 1.00</p>
LABELS & PACKAGING			

THUMBNAIL	COMPONENT	QTY	4. CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA
<p>5</p> 	<p>DHall Brand Label CODE: DH #26 Placement: Back Bodice - Left of Opening Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Recycled Polyester MOQ: 500 Leadtime: 20-30 days</p>	<p>1</p>	<p>-</p>  <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 4"x1" Price: 0.18</p>
<p>6</p> 	<p>DHall Size Label CODE: DH #25 Placement: Back Bodice - Centered Below the Brand Label Notes: Folded in Half Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Polyester MOQ: 10000 Leadtime: 20-30 days</p>	<p>1</p>	<p>-</p>  <p>● Nimbus Cloud Custom Code: 13-4108 TCX Ext. Code: DH Nimbus Cloud Size: .39"x1.57" Price: 0.02</p>
<p>7</p> 	<p>DHall Hangtag CODE: DH #17 Placement: Wearer's Left Arm Hole Suppliers: Yantai Emmett Garment Accessories Co. Status: In Development Country of Origin: China Content: 800g Coated Art Paper MOQ: 1000 pieces Leadtime: 7 days</p>	<p>1</p>	<p>-</p>  <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 3"x5" Price: 0.01</p>
<p>8</p> 	<p>DHall Care Label CODE: DH #27 Placement: Wearer's Right Side Seam near Knees Suppliers: Wunderlabel Status: In Development Country of Origin: USA Content: 100% Recycled Satin Polyester MOQ: 500 Leadtime: 20-30 days</p>	<p>1</p>	<p>-</p>  <p>● Snow White Custom Code: 11-0602 TCX Ext. Code: DH Snow White Size: 1.57"x3.14" Price: 0.16</p>
<p>9</p> 	<p>DHall Garment Bag CODE: DH #23 Suppliers: International Bridal Group Status: In Development Content: 100% Recycled Non-Woven Polypropylene MOQ: 30 Leadtime: 10-15 days</p>	<p>1</p>	<p>-</p>  <p>● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Weight: 80 gsm Size: 24"x72"x20" Price: 4.00</p>

DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

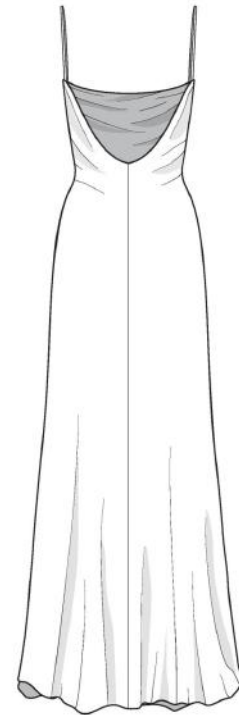
FSH259 Preproduction, Dresses, Spring, 2026

BOM > Set 2 of 2

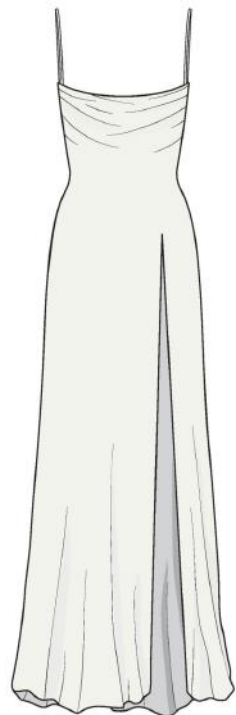
THUMBNAIL	COMPONENT	QTY	4. CARINARIA CODE: 12-1303 TCX EXT CODE: DH CARINARIA
10 	<p>DHall Wooden Hanger CODE: DH #32 Suppliers: Uline Status: In Development Country of Origin: USA Content: Mixed Hardwood MOQ: 50 Leadtime: 1-3 Days</p>	1	<p>-  ● Iron Gate Custom Code: 19-3910 TCX Ext. Code: DH Iron Gate Price: 1.40</p>
Components 10		Total 119.32	



Front Technical Flat Sketch



Back Technical Flat Sketch

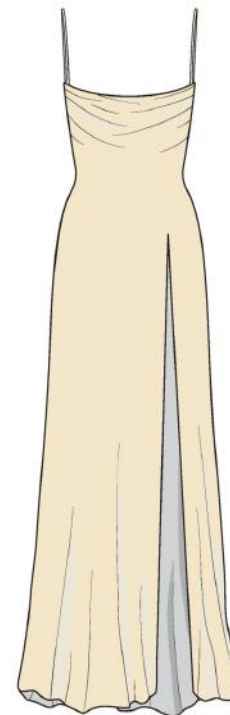


Colorway 1

1. ● Snow White

Custom Code: 11-0602 TCX

Ext Code: DH Snow White

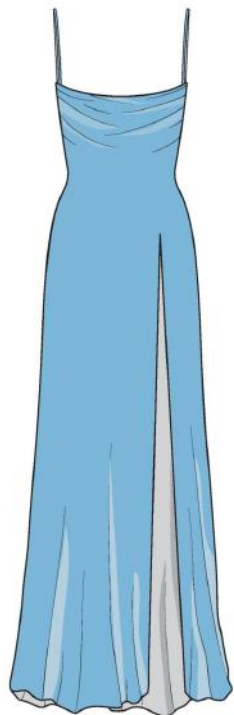


Colorway 3

2. ● Afterglow

Custom Code: 11-0510 TCX

Ext Code: DH Afterglow

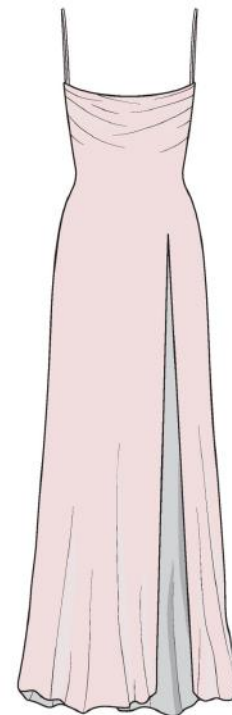


Colorway 4

3. ● Baltic Sea

Custom Code: 14-4320 TCX

Ext Code: DH Baltic Sea



Colorway 2

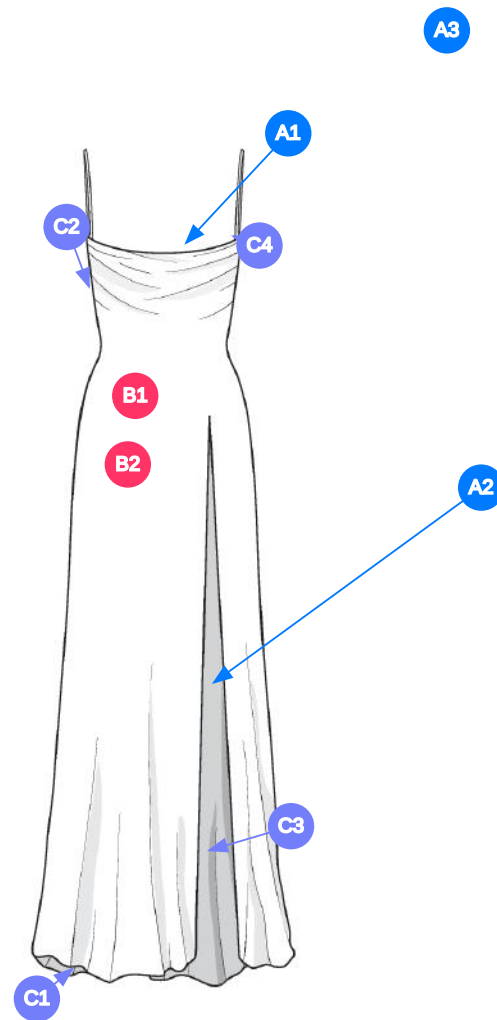
4. ● Carinaria

Custom Code: 12-1303 TCX

Ext Code: DH Carinaria

DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026



Construction Spec 1

Comments (3)

A1 Cowl Neckline

A2 Thigh Slit

A3 20 SPI

Components (2)

B1 DHall Crepe Satin

B2 DHall Cupro Lining

Construction Details (4)

C1 Rolled Hem

C2 Super Imposed ISO #301 Lockstitch

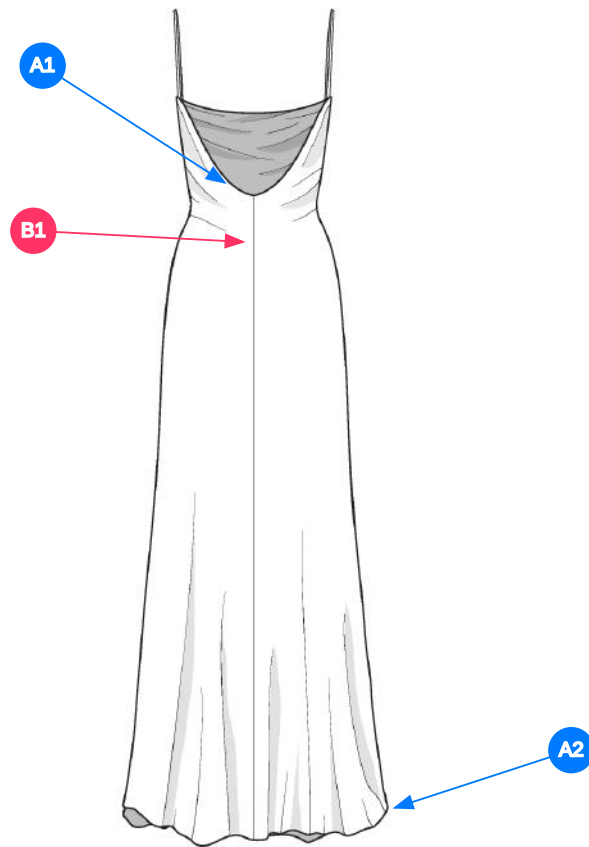
C3 Super Imposed ISO #301 Lockstitch

C4 Super Imposed ISO #301 Lockstitch

DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

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Images / Construction



Comments (2)

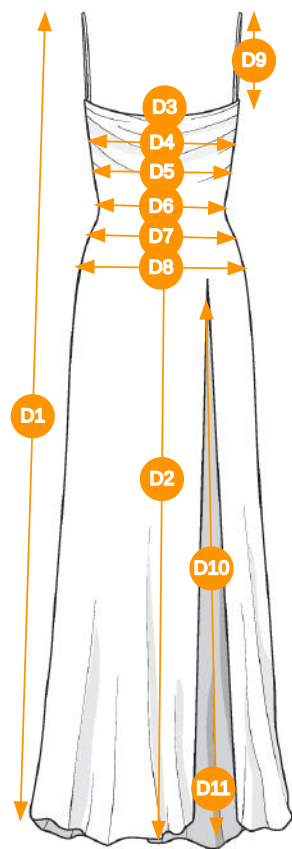
A1 Draped Back

A2 Sweep Train

Components (1)

B1 DHall Natulon Invisible Zipper

Construction Spec 2



Size Spec 1

Points of measure (11)

- D1 Front Length from High Point Shoulder (HPS)
- D2 Center Front Length to Hem
- D3 Front Neck Drop
- D4 Chest Circumference
- D5 Across Front 5" Below AH
- D6 Waist Circumference
- D7 High Hip 4" Down from Natural Waist
- D8 Low Hip 7" Down from Natural Waist
- D9 Armhole Circumference Curved
- D10 Slit Height
- D11 Slit Width

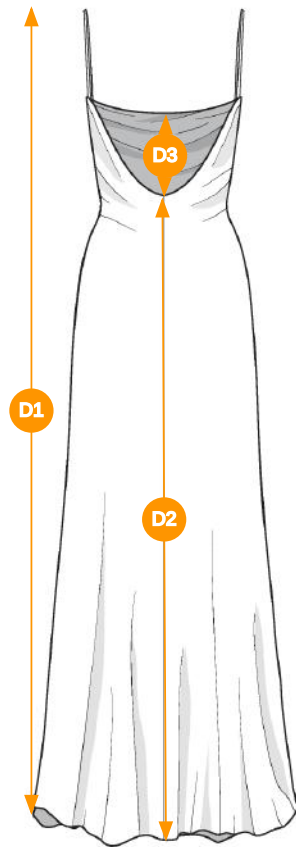
DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026

Images / Construction

Points of measure (3)

- D1** Back Length from High Point Shoulder (HPS)
- D2** Center Back Length to Hem
- D3** Back Neck Drop



Size Spec 2



Label & Packaging



Prototype Sample

DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026

Size Specifications - Graded Rules

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYP E	TOLERANCE	0	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32
Front Length from High Point Shoulder (HPS)	FRT LGT	Measure from HPS to bottom hem edge	false	Full	1/4 in	-1/4 in	-1/4 in	62 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Back Length from High Point Shoulder (HPS)	BK LGT		false	Full	1/4 in	-1/4 in	-1/4 in	62 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in	-1/4 in	-1/4 in	46 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Center Back Length to Hem	CBK LGT		false	Full	1/4 in	-1/4 in	-1/4 in	54 1/2 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Front Neck Drop	FRT NK	Create a parallel line along back neck, measure down to front neck edge	true	Full	1/8 in	-1/4 in	-1/4 in	1 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Back Neck Drop	BK NK	Create a parallel line along back neck, measure down to back neck edge	true	Full	1/8 in	-1/4 in	-1/4 in	14 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in	-1 1/2 in	-1 1/2 in	31 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	2 in	2 in	2 in	2 in	2 in	2 1/2 in	2 1/2 in	2 1/2 in
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in	-1/2 in	-1/2 in	15 in	1/2 in	1/2 in	1/2 in	3/4 in	3/4 in	3/4 in	1 in	1 in	1 in	1 in	1 in	1 1/4 in	1 1/4 in	1 1/4 in
Across Back 5" Below AH	BK BAH		false	Full	1/4 in	-1/2 in	-1/2 in	15 in	1/2 in	1/2 in	1/2 in	3/4 in	3/4 in	3/4 in	1 in	1 in	1 in	1 in	1 in	1 1/4 in	1 1/4 in	1 1/4 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in	-1 in	-1 in	26 in	1 in	1 in	1 in	1 in	1 in	1 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	1 1/2 in	2 in	2 in	2 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in	-1 in	-1 in	28 in	1 in	1 in	1 in	1 in	1 in	1 in	2 in	2 in	2 in	2 in	2 in	3 in	3 in	3 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in	-2 in	-2 in	30 5/8 in	2 in	2 in	2 in	2 in	2 in	2 in	4 in	4 in	4 in	4 in	4 in	6 in	6 in	6 in
Armhole Circumference Curved	ARH CIRC	Measure along armhole seam	false	Half	1/8 in	-1/2 in	-1/2 in	20 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	2 in	-2 in	-2 in	78 in	2 in	2 in	2 in	2 in	2 in	2 in	3 in	3 in	3 in	3 in	3 in	3 in	3 in	3 in
Slit Height	SLT HGT		false	Full	1/4 in	-1/4 in	-1/4 in	34 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/4 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in
Slit Width	SLT WDT		false	Full	1 in	-1/2 in	-1/2 in	7 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	1/2 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in	3/4 in

DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026

Size Specifications - Graded Measurements

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYP E	TOLERANCE	0	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32
Front Length from High Point Shoulder (HPS)	FRT LGT	Measure from HPS to bottom hem edge	false	Full	1/4 in	61 1/2 in	61 3/4 in	62 in	62 1/4 in	62 1/2 in	62 3/4 in	63 in	63 1/4 in	63 1/2 in	63 3/4 in	64 in	64 1/4 in	64 1/2 in	64 3/4 in	65 in	65 1/4 in	65 1/2 in
Back Length from High Point Shoulder (HPS)	BK LGT		false	Full	1/4 in	61 1/2 in	61 3/4 in	62 in	62 1/4 in	62 1/2 in	62 3/4 in	63 in	63 1/4 in	63 1/2 in	63 3/4 in	64 in	64 1/4 in	64 1/2 in	64 3/4 in	65 in	65 1/4 in	65 1/2 in
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in	45 1/2 in	45 3/4 in	46 in	46 1/4 in	46 1/2 in	46 3/4 in	47 in	47 1/4 in	47 1/2 in	47 3/4 in	48 in	48 1/4 in	48 1/2 in	48 3/4 in	49 in	49 1/4 in	49 1/2 in
Center Back Length to Hem	CBK LGT		false	Full	1/4 in	54 in	54 1/4 in	54 1/2 in	54 3/4 in	55 in	55 1/4 in	55 1/2 in	55 3/4 in	56 in	56 1/4 in	56 1/2 in	56 3/4 in	57 in	57 1/4 in	57 1/2 in	57 3/4 in	58 in
Front Neck Drop	FRT NK	Create a parallel line along back neck, measure down to front neck edge	true	Full	1/8 in	1/2 in	3/4 in	1 in	1 1/4 in	1 1/2 in	1 3/4 in	2 in	2 1/4 in	2 1/2 in	2 3/4 in	3 in	3 1/4 in	3 1/2 in	3 3/4 in	4 in	4 1/4 in	4 1/2 in
Back Neck Drop	BK NK	Create a parallel line along back neck, measure down to back neck edge	true	Full	1/8 in	13 1/2 in	13 3/4 in	14 in	14 1/4 in	14 1/2 in	14 3/4 in	15 in	15 1/4 in	15 1/2 in	15 3/4 in	16 in	16 1/4 in	16 1/2 in	16 3/4 in	17 in	17 1/4 in	17 1/2 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in	28 in	29 1/2 in	31 in	32 1/2 in	34 in	35 1/2 in	37 in	38 1/2 in	40 in	42 in	44 in	46 in	48 in	50 in	52 1/2 in	55 in	57 1/2 in
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in	14 in	14 1/2 in	15 in	15 1/2 in	16 in	16 1/2 in	17 1/4 in	18 in	18 3/4 in	19 3/4 in	20 3/4 in	21 3/4 in	22 3/4 in	23 3/4 in	25 in	26 1/4 in	27 1/2 in
Across Back 5" Below AH	BK BAH		false	Full	1/4 in	14 in	14 1/2 in	15 in	15 1/2 in	16 in	16 1/2 in	17 1/4 in	18 in	18 3/4 in	19 3/4 in	20 3/4 in	21 3/4 in	22 3/4 in	23 3/4 in	25 in	26 1/4 in	27 1/2 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in	24 in	25 in	26 in	27 in	28 in	29 in	30 in	31 in	32 in	33 1/2 in	35 in	36 1/2 in	38 in	39 1/2 in	41 1/2 in	43 1/2 in	45 1/2 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in	26 in	27 in	28 in	29 in	30 in	31 in	32 in	33 in	34 in	36 in	38 in	40 in	42 in	44 in	47 in	50 in	53 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in	26 5/8 in	28 5/8 in	30 5/8 in	32 5/8 in	34 5/8 in	36 5/8 in	38 5/8 in	40 5/8 in	42 5/8 in	46 5/8 in	50 5/8 in	54 5/8 in	58 5/8 in	62 5/8 in	68 5/8 in	74 5/8 in	80 5/8 in
Armhole Circumference Curved	ARH CIRC	Measure along armhole seam	false	Half	1/8 in	19 in	19 1/2 in	20 in	20 1/2 in	21 in	21 1/2 in	22 in	22 1/2 in	23 in	23 3/4 in	24 1/2 in	25 1/4 in	26 in	26 3/4 in	27 1/2 in	28 1/4 in	29 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	2 in	74 in	76 in	78 in	80 in	82 in	84 in	86 in	88 in	90 in	93 in	96 in	99 in	102 in	105 in	108 in	111 in	114 in
Slit Height	SLT HGT		false	Full	1/4 in	33 1/2 in	33 3/4 in	34 in	34 1/4 in	34 1/2 in	34 3/4 in	35 in	35 1/4 in	35 1/2 in	36 in	36 1/2 in	37 in	37 1/2 in	38 in	38 1/2 in	39 in	39 1/2 in
Slit Width	SLT WDTN		false	Full	1 in	6 in	6 1/2 in	7 in	7 1/2 in	8 in	8 1/2 in	9 in	9 1/2 in	10 in	10 3/4 in	11 1/2 in	12 1/4 in	13 in	13 3/4 in	14 1/2 in	15 1/4 in	16 in

DH Spaghetti Strap Sheath Dress - Style #SS26-WDS-101

FSH259 Preproduction, Dresses, Spring, 2026

Compare Samples

Sample Size: 4

POINT OF MEASURE	CODE	HOW TO MEASURE	CRITICAL	TYPE	TOLERANCE
Front Length from High Point Shoulder (HPS)	FRT LGT	Measure from HPS to bottom hem edge	false	Full	1/4 in
Back Length from High Point Shoulder (HPS)	BK LGT		false	Full	1/4 in
Center Front Length to Hem	CFRT LGT	Measure from center of front neckline to the hem	false	Full	1/4 in
Center Back Length to Hem	CBK LGT		false	Full	1/4 in
Front Neck Drop	FRT NK	Create a parallel line along back neck, measure down to front neck edge	true	Full	1/8 in
Back Neck Drop	BK NK	Create a parallel line along back neck, measure down to back neck edge	true	Full	1/8 in
Chest Circumference	CHT CIRC	Measure 1" below armhole - across edge to edge	true	Full	1/2 in
Across Front 5" Below AH	FRT BAH		false	Full	1/4 in
Across Back 5" Below AH	BK BAH		false	Full	1/4 in
Waist Circumference	WST CIRC	Measure along waist, edge to edge	true	Full	1/2 in
High Hip 4" Down from Natural Waist	HIG HIP		false	Full	1/4 in
Low Hip 7" Down from Natural Waist	LOW HIP		false	Full	1/4 in
Armhole Circumference Curved	ARH CIRC	Measure along armhole seam	false	Half	1/8 in
Sweep Circumference	SWP CIRC	Measure along bottom hem edge to edge	false	Full	2 in
Slit Height	SLT HGT		false	Full	1/4 in
Slit Width	SLT WDT		false	Full	1 in

COST SHEETS

Cost Sheet: De'Jeanne Caryn Bridal					
Style #:		SS25-WDB-101	Date:		
Description:		Strapless Ballgown	Size Range		0-32
Season:		Spring 2025	Factory		Miyh Design
A	Fabric	Yards	Width	Cost	Total
	Organza Mikado		1 58"	\$58.23	\$58.23
	Eco Organza		7.5 59"	\$21.26	\$159.45
	Recycled Polyester Tulle		7.5 61"	\$5.55	\$41.63
	Cupro Lining		2.5 54"	\$9.20	\$23.00
	Recycled Fusible Interfacing		1 60"	\$4.40	\$4.40
				Total Fabric Cost =	\$286.71
B	Trims/Findings	Quantity	Size	Cost	Total
	Bra Cups	2	Varies	\$1.00	\$2.00
	Natulon Invisible Zipper	1	24"	\$1.00	\$1.00
	Organic Thread			\$0.01	
				Total Trims/Findings Cost =	\$3.00
C	Packaging/Labels	Quantity	Size	Cost	Total
	Brand Label		1 4xl"	\$0.18	\$0.18
	Size Label		1 .39"x1.57"	\$0.02	\$0.02
	Care Label		1 1.57"x3.14"	\$0.16	\$0.16
	Hangtag		1 3"x5"	\$0.01	\$0.01
	Garnet Bag		1 24"72"x20"	\$4.00	\$4.00
	Hanger		1 17"	\$1.40	\$1.40
				Total Packaging/Labels Cost	\$4.37
Estimates for 150 Units					
Pattern Making & Grading Total: \$1,100					\$7.33
Labor					\$200.00
D	Total Labor			Total Labor	\$207.33
E	First Cost (=A+B+C+D)				\$501.41
F	Shipping, Transportation, Miscellaneous (Located in Houston, available for pickup)				Total
	Duty %				
	Testing				
	Freight				
	Shipping				\$3.00
	Insurance				
	Agent fee				
	Total Miscellaneous				\$3.00
Final Landed Cost (=E+F)					\$504.41
Wholesale Mark up%					50%
Wholesale Price					\$1,008.82
Retail Mark up %					50%
Suggested Retail					\$2,017.63



\$2,000

Cost Sheet: DeJeanne Caryn Bridal					
Style #:	SS25-WDMD-101	Date:			
Description:	Sleeveless Mermaid	Size Range	0-32		
Season:	Spring 2025	Factory	Miyh Design		
A	Fabric	Yards	Width	Cost	Total
	Organza Mikado	2	55"	\$58.23	\$116.46
	Eco Organza	1.5	59"	\$21.26	\$31.89
	Recycled Polyester Tulle	1.5	61"	\$5.55	\$8.33
	Cupro Lining	2.375	54"	\$9.20	\$21.85
	Recycled Fusible Interfacing	2	60"	\$4.40	\$8.80
				Total Fabric Cost =	\$187.33
B	Trims/Findings	Quantity	Size	Cost	Total
	Crystal Rhinestone Button	1		\$1.00	\$1.00
	Bra Cups	2	Varies	\$1.00	\$2.00
	Natulon Invisible Zipper	1	24"	\$1.00	\$1.00
	Organic Thread			\$0.01	
				Total Trims/Findings Cost =	\$4.00
C	Packaging/Labels	Quantity	Size	Cost	Total
	Brand Label		1 4"x1"	\$0.18	\$0.18
	Size Label		1 .39"x1.57"	\$0.02	\$0.02
	Care Label		1 1.57"x3.14"	\$0.16	\$0.16
	Hangtag		1 3"x5"	\$0.01	\$0.01
	Garnet Bag		1 24"72"x20"	\$4.00	\$4.00
	Hanger		1 17"	\$1.75	\$1.75
				Total Packaging/Labels Cost =	\$4.37
Estimates for 150 Units					
	Pattern Making & Grading Total: \$1,100				\$7.33
	Labor				\$250.00
D	Total Labor			Total Labor	\$257.33
E	First Cost (=A+B+C+D)				\$453.03
F	Shipping, Transportation, Miscellaneous (Located in Houston, available for pickup)				Total
	Duty %				
	Testing				
	Freight				
	Shipping				
	Insurance				
	Agent fee				
				Total Miscellaneous	\$0.00
Final Landed Cost (=E+F)					\$453.03
Wholesale Mark up %					50%
Wholesale Price					\$906.06
Retail Mark up %					50%
Suggested Retail					\$1,812.11



\$1,850

Cost Sheet: De'Jeanne Caryn Bridal

Style #:	SS25-WDA-102	Date:			
Description:	A-Line Off the Shoulder	Size Range	0-32		
Season:	Spring 2025	Factory	Miyh Design		
A	Fabric	Yards	Width	Cost	Total
	Eco Taffeta	1	55"	\$19.41	\$19.41
	Eco Organza	3	59"	\$21.26	\$63.78
	Recycled Polyester Tulle	1.25	61"	\$5.55	\$6.94
	Cupro Lining	1.365	54"	\$9.20	\$12.56
	Recycled Fusible Interfacing	1	60"	\$4.40	\$4.40
	Total Fabric Cost =				\$107.09
B	Trims/Findings	Quantity	Size	Cost	Total
	Bamboo Boning	1.25	1/4"	\$0.07	\$0.09
	Bone Casing	1.25	1/2"	\$1.00	\$1.25
	Bra Cups	2	Varies	\$1.00	\$2.00
	Natulon Invisible Zipper	1	24"	\$1.00	\$1.00
	Organic Thread			\$0.01	
	Total Trims/Findings Cost =				\$4.34
C	Packaging/Labels	Quantity	Size	Cost	Total
	Brand Label		14"x1"	\$0.18	\$0.18
	Size Label		1.39"x1.57"	\$0.02	\$0.02
	Care Label		1.57"x3.14"	\$0.16	\$0.16
	Hangtag		13"x5"	\$0.01	\$0.01
	Garnet Bag		124"72"x20"	\$4.00	\$4.00
	Hanger		17"	\$1.40	\$1.40
	Total Packaging/Labels Cost =				\$4.37
Estimates for 150 Units					
Pattern Making & Grading Total: \$1,250					\$8.33
Labor					\$300.00
D	Total Labor			Total Labor	\$308.33
E	First Cost (=A+B+C+ D)				\$424.13
F	Shipping, Transportation, Miscellaneous (Located in Houston, available for pickup)				Total
	Duty %				
	Testing				
	Freight				
	Shipping				\$3.00
	Insurance				
	Agent fee				
	Total Miscellaneous				\$3.00
Final Landed Cost (=E+F)					\$427.13
Wholesale Mark up%					50%
Wholesale Price					\$854.25
Retail Mark up %					50%
Suggested Retail					\$1,708.51



\$1,850

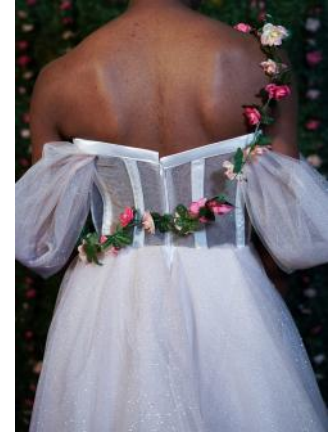
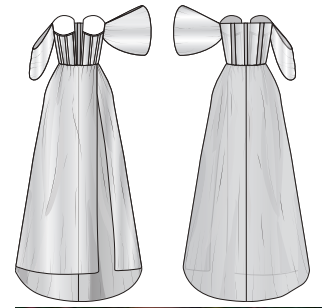
Cost Sheet: DeJeanne Caryn Bridal						
Style #:	SS26-WDA-101	Date:				
Description:	Spaghetti Strap A-Line	Size Range	0-32			
Season:	Spring 2026	Factory	Mjyh Design			
A	Fabric	Yards	Width	Cost	Total	
	Organza Mikado	1	58"	\$58.23	\$58.23	
	Eco Organza	2	59"	\$21.26	\$42.52	
	Recycled Polyester Tulle	2	61"	\$5.55	\$11.10	
	Cupro Lining	2.375	54"	\$9.20	\$21.85	
	Recycled Fusible Interfacing	1	60"	\$4.40	\$4.40	
				Total Fabric Cost =	\$138.10	
B	Trims/Findings	Quantity	Size	Cost	Total	
	Bra Cups	2	Varies	\$1.00	\$2.00	
	Natulon Invisible Zipper	1	24"	\$1.00	\$1.00	
	Organic Thread			\$0.01		
				Total Trims/Findings Cost =	\$3.00	
C	Packaging/Labels	Quantity	Size	Cost	Total	
	Brand Label	1	4"x1"	\$0.18	\$0.18	
	Size Label	1	.39"x1.57"	\$0.02	\$0.02	
	Care Label	1	1.57"x3.14"	\$0.16	\$0.16	
	Hangtag	1	3"x5"	\$0.01	\$0.01	
	Garnet Bag	1	24"72"x20"	\$4.00	\$4.00	
	Hanger	1	17"	\$1.75	\$1.75	
				Total Packaging/Labels Co.	\$4.37	
Estimates for 150 Units						
	Pattern Making, Grading, & Samples	Total: \$1,100			\$7.33	
	Labor				\$200.00	
D	Total Labor			Total Labor	\$207.33	
E	First Cost (=A+B+C+D)				\$352.80	
F	Shipping, Transportation, Miscellaneous (Located in Houston, available for pickup)					Total
	Duty %					
	Testing					
	Freight					
	Shipping					
	Insurance					
	Agent fee					
				Total Miscellaneous	\$0.00	
	Final Landed Cost (=E+F)				\$352.80	
	Wholesale Mark up%				50%	
	Wholesale Price				\$705.61	
	Retail Mark up %				50%	
	Suggested Retail				\$1,411.21	



SAMPLES

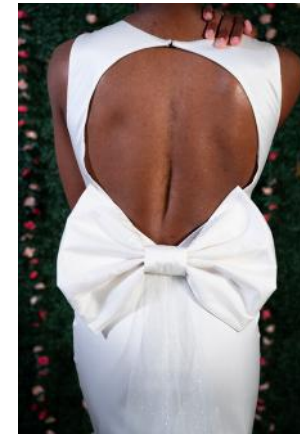
SAMPLE - DAHLIA

#SS25-WDA-101



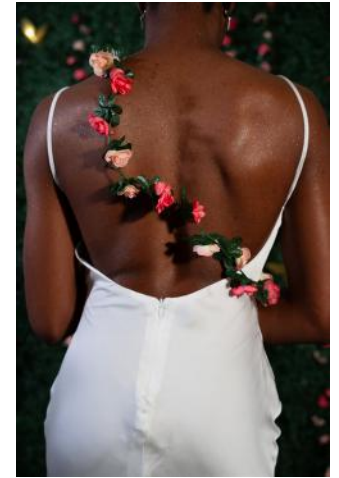
SAMPLE - WISTERIA

#SS25-WDMD-101



SAMPLE - BUTTERCUP

#SS26-WDS-101



MANUFACTURER PROFILE

MIYH Designs

Business Type: Custom Apparel Design House and Manufacturer

Address: 7555 Synott Road Houston, Texas 77072

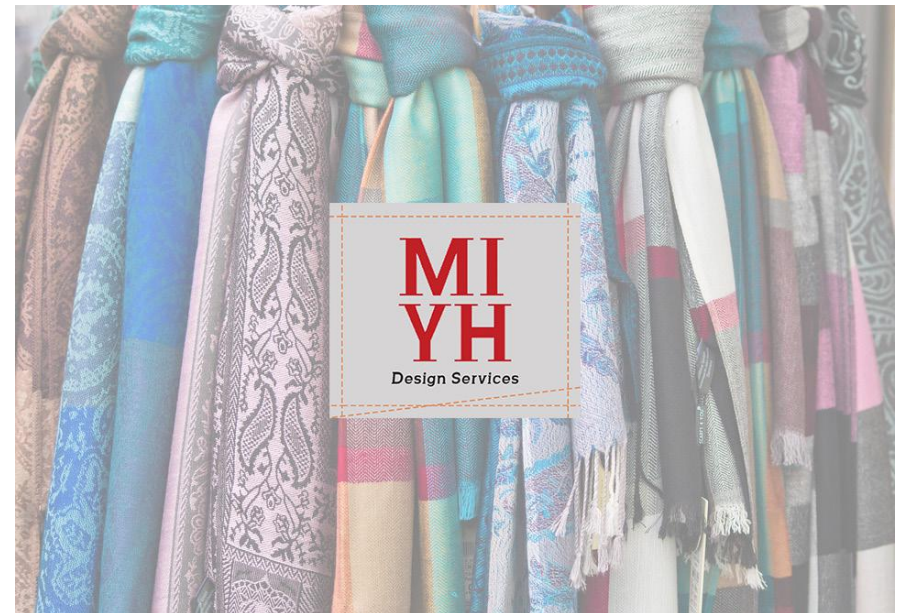
Portfolio of Services:

- Product Design
- Product Development
- Technical Packages
- Patterns
- Sampling
- Cutting
- Production
- Merchandising
- Retail Consulting

Average Lead Time: 6-8 Weeks

Minimum: No Minimum

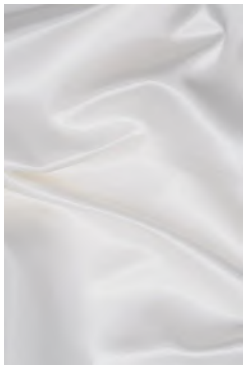
Monthly Capacity: 30,000 units/month



MATERIALS & SUPPLIERS

Sai Silks

Location: United States



Duchess Satin

Content: 100% Silk
COO: Italy
Width: 54"
MOQ: 30 yards

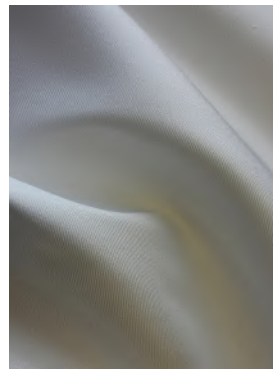


Silk Charmeuse

Content: 100% Silk
COO: Italy
Width: 44"
MOQ: 30 yards

Bridal Fabrics

Location: United Kingdom



Eco Mikado

Content: 100%
Recycled Polyester
COO: Italy
Width: 57"
MOQ: 22 yards

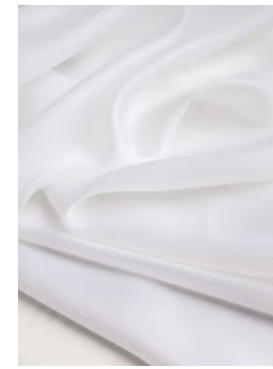
Recycled Polyester
Tulle

Content: 100%
Recycled Polyester
COO: Italy
Width: 61"
MOQ: 110 yards



Core Fabrics

Location: Canada



Cupro Lining

Content: 100% Cupro
COO: Japan
Width: 54"
MOQ: 30 yards

Recycled Midweight
Fusible Interfacing

Content: 100%
Recycled Polyester
COO: China
Width: 60"
MOQ: 30 yards



TRIMS & SUPPLIERS

BosaCups

Location: Turkey



Bra Cups

Content: 100% Recyclable 3D Fiber Fabric, Ekotex Certification
COO: Turkey
MOQ: 50 cups

A & N Trimmings

Location: United Kingdom



YKK Natulon Invisible Zipper

Content: 100% Recycled PET
COO: Japan
MOQ: 50 zippers

Wunderlabel

Location: United States



Recycled Laundry Label

Content: 100% Recycled Satin Polyester
MOQ: 500 Labels

Woven Ribbon Size Tag

Content: 100% Polyester, OEKO-TEX Standard 100 certified
MOQ: 10000 labels



BRAND STRATEGY & CONCEPT

OVERVIEW



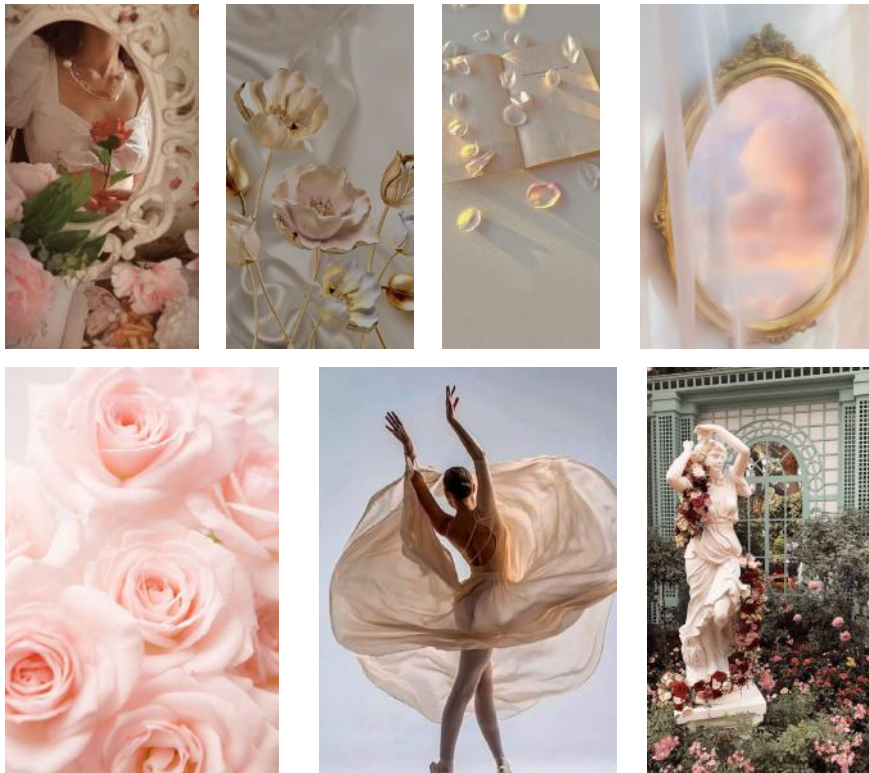
Brand Personality

- Feminine
- Timeless
- Ethereal
- Magical
- Light
- Airy
- Graceful
- Whimsical

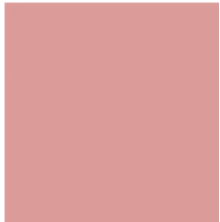
Slogan(s)

Sustainable • Inclusive • Authentic
A Love Story Reimagined.

Fashion blooming with love for
people and the planet.

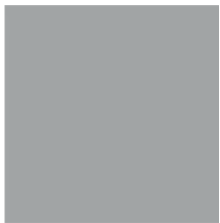


LOGO & TYPOGRAPHY



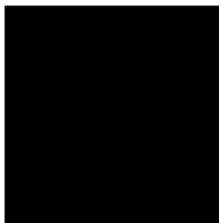
Misty Rose

- C: 13%
- M: 44%
- K: 31%
- Y: 0%
- Hex Code: #DA9A99



Mineral Gray

- C: 31%
- M: 25%
- K: 25%
- Y: 0%
- Hex Code: #B2B2B2



Black

- C: 75%
- M: 68%
- K: 67%
- Y: 90%
- Hex Code: #000000



Metallic Gold

Logo 1



Logo 2



Logo 3

DE'JEANNE CARYN BRIDAL

Fonts

- Logo Font: BRAND
AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV
WW XX YY ZZ
- Header Font: Argue
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
- Body Font: Prata
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

BRAND COLLATERAL



Seed Paper Hang Tag

Our Hang Tags will include our Slogan:
Sustainable • Inclusive • Authentic
A Love Story Reimagined

It will also have our saying on the back of the tag:
Fashion blooming with love for people and the planet.

It will state that the garment was created using recycled & eco-friendly materials along with ethical production practices.

Along with a list of plants this hang tag will bloom when planted. These flowers include: Catchfly, English Daisy, Sweet Alyssum, Spurred Snapdragon, Corn Poppy, Black-Eyed Susan

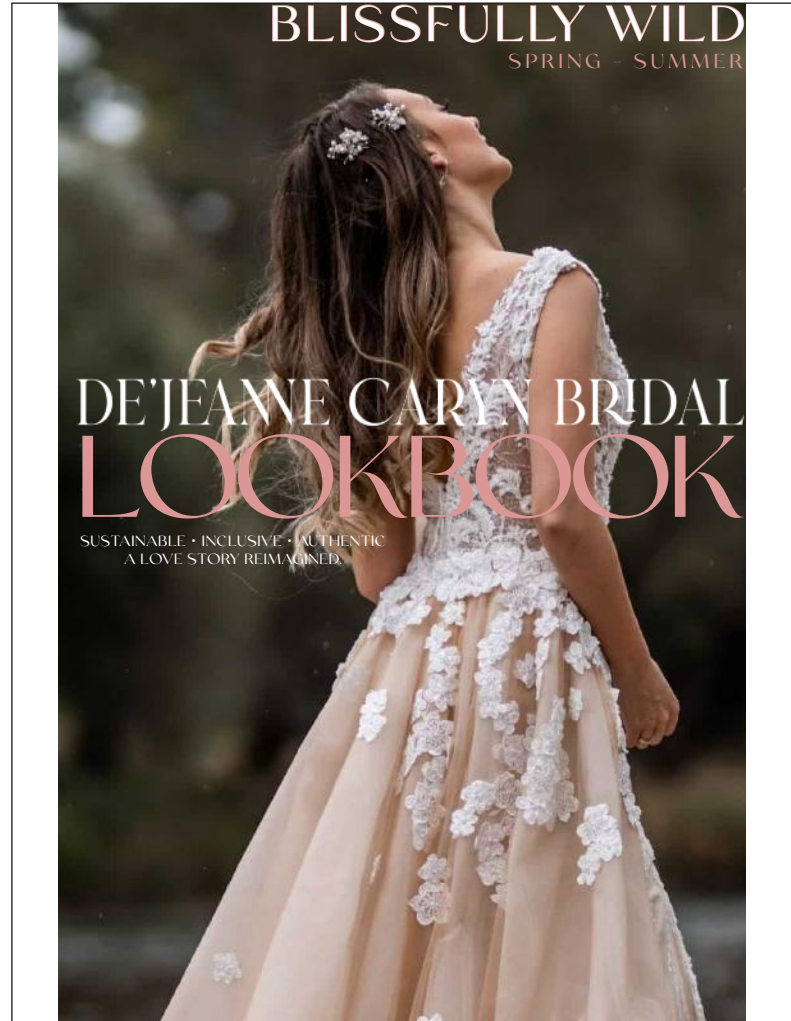


Recycled Garment Bag

Our garment bag will be 100% recycled non-woven polypropylene. On the side it will state that it is created using 100% recycled materials. Our slogan will also be on the back under the brand name.
Sustainable • Inclusive • Authentic
A Love Story Reimagined



Business Card



Lookbook

STORE DESIGN

FLOOR PLAN

Address:
2111 Washington Ave
Houston, Tx 77007



2111 Washington Ave, 77007
HOUSTON, TX



THE
DEAL
COMPANY

STORE DESIGN

EXTERIOR



STORE DESIGN

INTERIOR



STORE DESIGN

MERCHANDISE WALL



STORE DESIGN

FITTING ROOM



STORE DESIGN

TRY-ON AREA



MARKETING CAMPAIGNS

GRAND OPENING

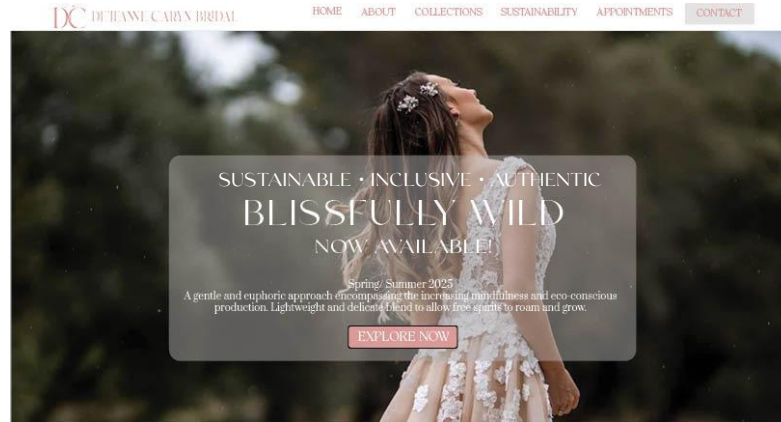


De'Jeanne Caryn Bridal's Grand Opening will feature a walk through of the collection while customers sip on some bubbly and eat some light treats. The grand opening will be open to bloggers and influencers to be featured on various social media pages. The grand opening will offer small marketing material for customers to take home, such as custom pens, water bottles, and notebooks. There will also be a promotion happening on grand opening day. Customers who book an appointment will later receive a credit that will go towards their dream dress.

The store will be decorated inside and outside with balloons and flowers to celebrate the grand opening.



NEW COLLECTION RELEASES



("Early Fall Woodland Wedding Inspiration" Ruffled Wedding Blog)

Collection Launches

Collection product launches will be a major marketing campaign for De'Jeanne Caryn Bridal. Collection releases will display our newest designs and garments that will be available for sale for the new season. Leading up to the launch will be various marketing opportunities that will feature teaser pictures or videos.

Collection Launch

- New Collection Photoshoot
- Collection Teasers and Launch on all social media platforms
- New Virtual Lookbook
- Updated Website Landing Page
- Updated Marketing Ads
- Collection Video Preview
- Email newsletter leading to virtual lookbook
- Post cards to target customer zip codes
- Future Prospects: Collection Fashion Show

Spring/ Summer 2025: Blissfully Wild

A gentle and euphoric approach encompassing the increasing mindfulness and eco-conscious production. Lightweight and delicate blend to allow free spirits to roam and grow.

SUPPORTING A CAUSE



("Brides Against Breast Cancer" Kathryn's Bridal)



("Brides Against Breast Cancer" Lawrence Journal-World)

Brides Against Breast Cancer

An organization founded in 1997, that resells donated wedding dresses and invests the money into awareness and early detection programs. Brides Against Breast Cancer accept gently used dresses, accessories, or monetary donations.

The fight against Breast Cancer is something near and dear to my heart, with my aunts, grandmother, and mother-in-law all being survivors of breast cancer. As a woman-owned business, it is important to me that De'Jeanne Caryn Bridal will give back to the community in as many ways as possible.

De'Jeanne Caryn Bridal will support Brides Against Breast Cancer by informing brides of the option to donate their dress after their wedding day, so that we may send it to this organization. We will also support by giving a portion of our sales to the organization.



BRIDAL EXPOS

De'Jeanne Caryn Bridal will attend 6 Bridal Expos throughout the year. These expos will be used as pop-up opportunities to gain more exposure for the company. We will purchase a 10ft x 20ft booth area at each expo in order to decorate and meet more potential clients. Not only will the company be attending bridal expos in the Houston area, we will also be attending expos in other major cities in Texas, such as Austin and Dallas. Attending 6 shows in a year span will result in approximately \$3,435 (\$525 each) in registration costs. We will also do a giveaway to brides who register for our newsletter offering a \$250 credit to a winner from each expo.

Texas Bridal & Wedding Expo

- 2 Day Event in March located in Houston, Texas.
- 1 Day Event in April located in Austin, Texas (2.5 hour drive)
- 1 Day Event in May located in Dallas, Texas (4 hour drive)
- 2 Day Event in September located in Houston, Texas

Bridal Extravaganza Show

- 2 Day Event in January located in Houston, Texas
- 2 Day Event in July located in Houston, Texas
- A Full page ad in the Texas Weddings Magazine

These events will allow the opportunity to create leads by gathering emails and contact information from all guests attending.



("Early Fall Woodland Wedding Inspiration" Ruffled Wedding Blog.)



("Early Fall Woodland Wedding Inspiration" Ruffled Wedding Blog.)



("Early Fall Woodland Wedding Inspiration" Ruffled Wedding Blog.)

BRIDAL EXPOS



Bridal Expo Booth Mock-Up

Both will contain the following features:
Garment Racks with dresses and garments on display
Mannequins with popular styles on display
iPad stands for virtual lookbooks and email sign-up
Table for computer, business cards, and post cards
Greenery and floral wall with gold logo as backdrop

DISCOUNTS & PROMOTIONS

Sample Sales

Heavily discounted prices on dresses that were used as the sample try-on dresses

End of Season Promotions

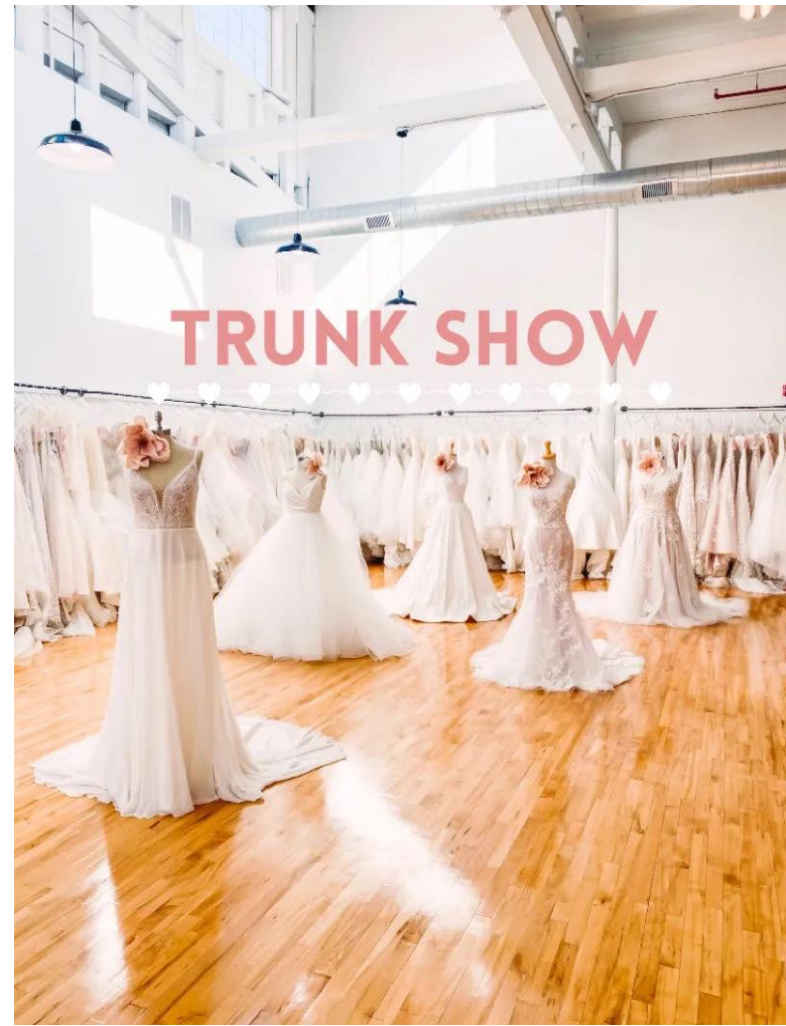
Discounts and Promotions on bridal dresses as new product is released and new inventory arrives at the store.



TRUNK SHOW

Trunk Show

An event in which all products in the new collection are displayed in a fashion show manner before the official release of the collection. De'Jeanne Caryn Bridal will have trunk shows twice a year, and partner with other brands in the wedding industry, such as florist or venues.



(All You Need to Know About Trunk Shows* The Bridal Garden.)

MARKETING CHANNELS

SOCIAL MEDIA MARKETING

ORGANIC

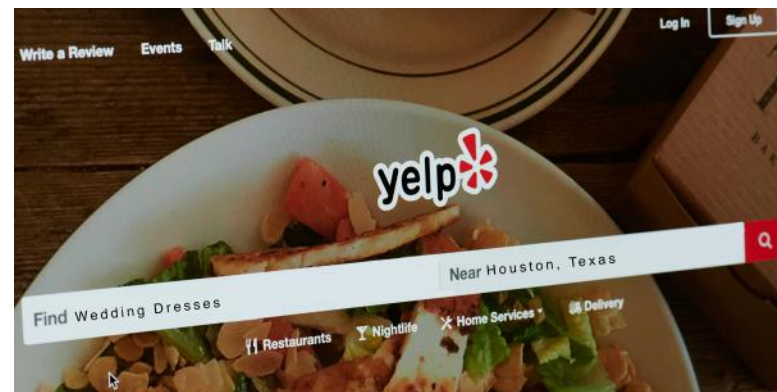


Free Social Media Platforms

De'Jeanne Caryn Bridal will have a social media account on the following platforms:

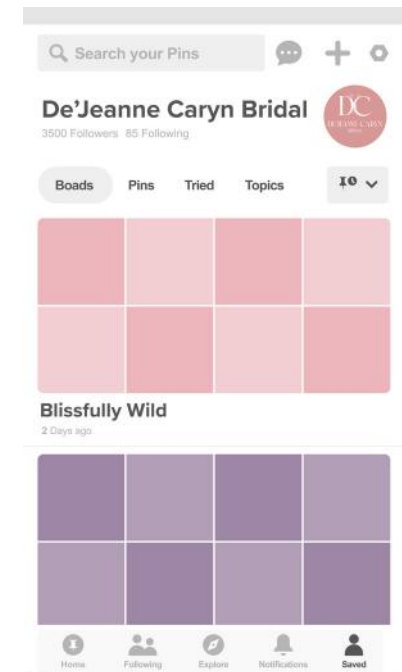
- Instagram
- Facebook
- X
- Yelp
- Pinterest
- TikTok

These platforms will be used to connect with customers by posting product, sale information, new releases, upcoming events, and information regarding eco-friendly practices.



SOCIAL MEDIA ADVERTISING

PAID ADS



Paid Social Media Ads

De'Jeanne Caryn Bridal will use 3 main platforms for paid social media advertisement. These include:

- Facebook
- Instagram
- Pinterest

These ads will be targeted via consumer location and algorithm. These ads will be used to promote new releases, upcoming events, discounts and promotions, and to increase brand awareness. We will target Houston, Austin, San Antonio, and Dallas areas.



SEARCH ENGINE OPTIMIZATION

ORGANIC

Keyword results for "eco-friendly wedding dresses"

Download My Keywords

Showing 16 of 16 keywords

Keywords	Search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
sustainable wedding dress	480	\$0.70	\$1.94	High
eco friendly wedding dresses	110	\$0.63	\$1.83	High
eco conscious wedding dresses	110	\$0.63	\$1.83	High
environmentally friendly wedding dress	110	\$0.63	\$1.83	High
eco friendly bridesmaid dresses	20	\$1.40	\$5.18	High

Keyword results for "wedding dresses houston"

Download My Keywords

Showing 25 of 124 keywords

Keywords	Search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
wedding dresses houston	6,600	\$1.56	\$5.60	High
bridal shops houston	6,600	\$1.56	\$5.60	High
wedding dress shops houston	6,600	\$1.56	\$5.60	High
bridal dresses houston	6,600	\$1.56	\$5.60	High
bridal shops houston tx	6,600	\$1.56	\$5.60	High
wedding gowns houston	6,600	\$1.56	\$5.60	High
wedding dresses houston tx	6,600	\$1.56	\$5.60	High

Organic Search Engine Optimization

De'Jeanne Caryn Bridal will use search engine optimization to improve website visibility with geosearch and ensuring keywords are listed in descriptions and landing pages. This will help increase the rank of our website when customers are searching for wedding dresses in Houston, Austin, San Antonio and Dallas area without directly using the brand name.

Google search results for "Eco-friendly wedding dresses". The search bar shows the query and the Google logo. Below the search bar, there are navigation options: All, Images, Videos, News, Books, and More. The results show "About 150,000,000 results (0.39 seconds)". The first result is "Sustainability - De'Jeanne Caryn Bridal" with a URL "https://www.dejeannecarynbridal.com". The description states: "De'Jeanne Caryn Bridal have an intense focus on sustainability, highlighting materials that are kinder to the environment, such as organic and recycled materials. View the materials used to create your wedding dress..."

Google search results for "Wedding Dresses in Houston". The search bar shows the query and the Google logo. Below the search bar, there are navigation options: All, Images, Videos, News, Books, and More. The results show "About 150,000,000 results (0.39 seconds)". The first result is "De'Jeanne Caryn Bridal" with a URL "https://www.dejeannecarynbridal.com". The description states: "De'Jeanne Caryn Bridal is a contemporary womenswear bridal brand with an intense focus on eco-friendly practices. We offer a selection of unconventional wedding dresses...". The second result is "De'Jeanne Caryn Bridal - Store Location" with a URL "https://www.dejeannecarynbridal.com". The description states: "De'Jeanne Caryn Bridal is located in Houston, Texas. Book a fitting appointment now to find the dress of your dreams. Our hours of operation are Monday - Friday..."

SEARCH ENGINE MARKETING

PAID ADS

Ad • dejeannecarynbridal.com

De'Jeanne Caryn Bridal

De'Jeanne Caryn Bridal is a contemporary womenswear bridal brand with an intense focus on eco-friendly practices. We offer a selection of

Ad • dejeannecarynbridal.com

Blissfully Wild - De'Jeanne Caryn Bridal

Organic and eco-friendly materials and production work to create soft fullness, sheer ruffles, layers, and silhouettes that flow and breathe. Looking

Paid Search Engine Ads

De'Jeanne Caryn Bridal will pay for a couple of Google search ads that will be reinforced by geolocations. These paid ads will help gain brand exposure for those customers that are searching in the Houston, Austin, San Antonio and Dallas area. These ads will also help give a prime spot when customers are searching for eco-friendly dresses.

EMAIL MARKETING

Email Marketing

Emails with information regarding new collection releases, store promotions, store events, and other important events will be sent out bi-monthly as touch points to customers who sign up for the De’Jeanne Caryn Bridal newsletter. We will use the HubSpot to send out emails.



DC
DE'JEANNE CARYN
BRIDAL

Shop Blissfully Wild Now!

SUSTAINABLE • INCLUSIVE • AUTHENTIC

100% Eco-Friendly Materials

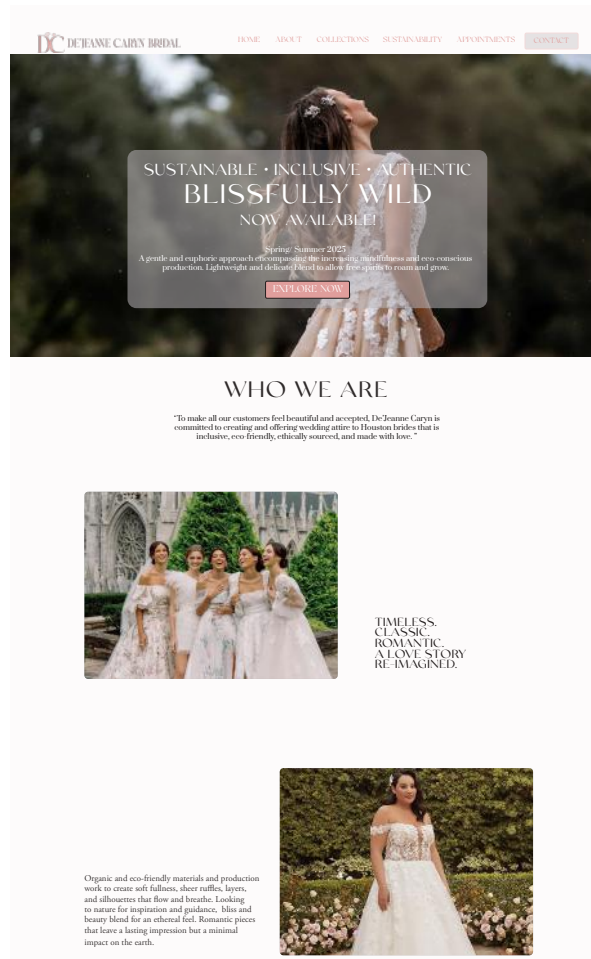
Sizes 0-32

The advertisement is a vertical layout. At the top is the brand logo 'DC' in a large, red, serif font, with two roses integrated into the letters. Below the logo, the brand name 'DE'JEANNE CARYN BRIDAL' is written in a smaller, red, serif font. A red banner with white text reads 'Shop Blissfully Wild Now!'. Below this is a photograph of a woman in a white wedding dress with lace and floral details, seen from the back, looking up. Underneath the photo is the text 'SUSTAINABLE • INCLUSIVE • AUTHENTIC'. To the left and right of this text are two smaller photos: one of a woman in a white wedding dress standing in a garden, and another of a woman in a white wedding dress with puffed sleeves. Below these photos are the captions '100% Eco-Friendly Materials' and 'Sizes 0-32'. At the bottom of the advertisement is a photograph of five women in white wedding dresses standing together outdoors in front of a stone building.

WEBSITE

Website

The De'Jeanne Caryn Bridal website will be used as a marketing platform. Customers will be able to view a virtual lookbook to see the latest collections, find out more information regarding the eco-friendly practices our company uses, book appointments, and contact us. We will create our website using Wix. Domain Name: www.dejeannecarynbridal.com



DC DE'JEANNE CARYN BRIDAL HOME ABOUT COLLECTIONS SUSTAINABILITY APPOINTMENTS CONTACT

SUSTAINABLE • INCLUSIVE • AUTHENTIC
BLISSFULLY WILD
NOW AVAILABLE!

Spring/Summer 2025
A gentle and euphoric approach to designing the finest and most beautiful and eco-conscious production. Lightweight and delicate fabric to allow free spirit to roam and glow.

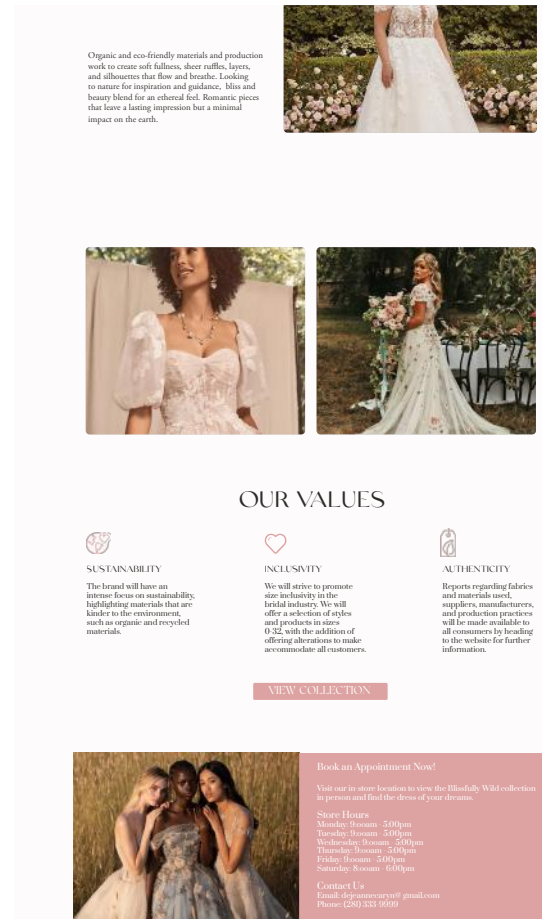
EXPLORE NOW

WHO WE ARE

"To make all our customers feel beautiful and accepted, De'Jeanne Caryn is committed to creating and offering wedding attire to Houston brides that is inclusive, eco-friendly, ethically sourced, and made with love."

TIMELESS, CLASSIC, ROMANTIC, A LOVE STORY RE-IMAGINED.

Organic and eco-friendly materials and production work to create soft fullness, sheer ruffles, layers, and silhouettes that flow and breathe. Looking to nature for inspiration and guidance, bliss and beauty blend for an ethereal feel. Romantic pieces that leave a lasting impression but a minimal impact on the earth.



Organic and eco-friendly materials and production work to create soft fullness, sheer ruffles, layers, and silhouettes that flow and breathe. Looking to nature for inspiration and guidance, bliss and beauty blend for an ethereal feel. Romantic pieces that leave a lasting impression but a minimal impact on the earth.

OUR VALUES

SUSTAINABILITY
The brand will have an intense focus on sustainability, highlighting materials that are kinder to the environment, such as organic and recycled materials.

INCLUSIVITY
We will strive to promote size inclusivity in the bridal industry. We will offer a selection of styles and products in sizes 0-32, with the addition of offering alterations to make accommodate all customers.

AUTHENTICITY
Reports regarding fabrics and materials used, suppliers, manufacturers, and production practices will be made available to all consumers by leading to the website for further information.

VIEW COLLECTION

Book an Appointment Now!

Visit our in-store location to view the Blissfully Wild collection in person and find the dress of your dreams.

Store Hours
Monday: 9:00am - 5:00pm
Tuesday: 9:00am - 5:00pm
Wednesday: 9:00am - 5:00pm
Thursday: 9:00am - 5:00pm
Friday: 9:00am - 5:00pm
Saturday: 9:00am - 6:00pm

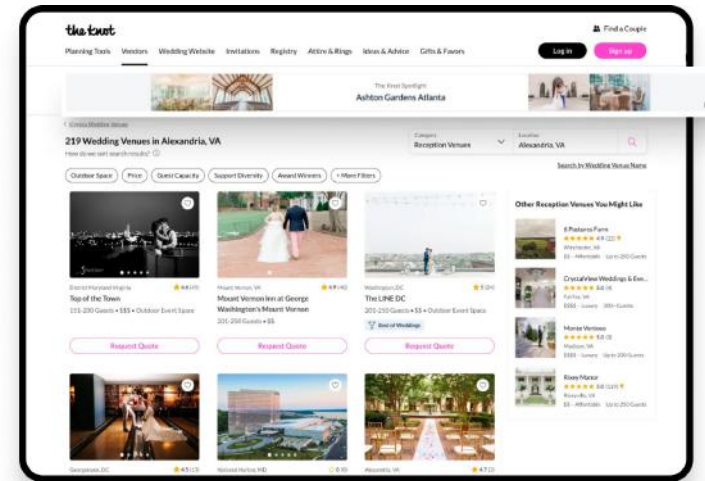
Contact Us
Email: dejeannecaryn@gmail.com
Phone: (281) 333-9999

DISPLAY ADS



BLISSFULLY WILD
AVAILABLE NOW!

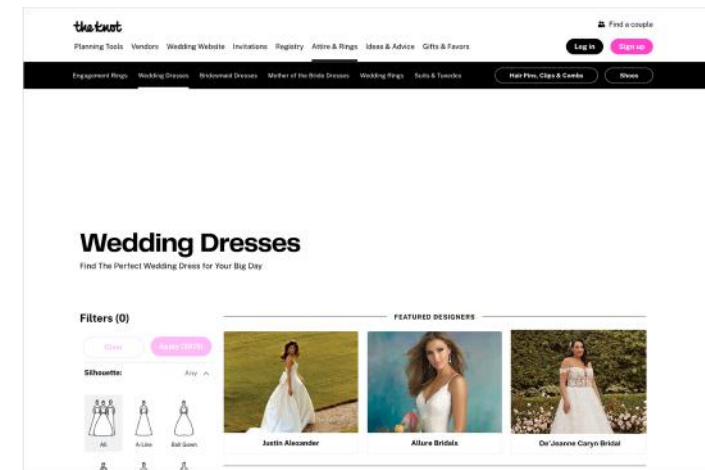
Click Here to Shop
DE'JEANNE CARYN BRIDAL



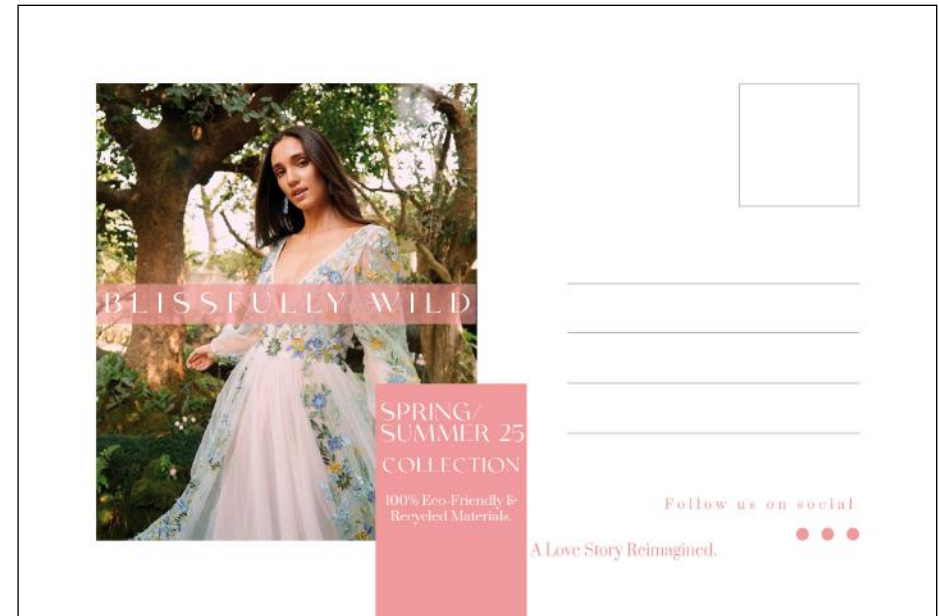
(“Advertise Here” The Knot.)

Display Ads

De’Jeanne Caryn Bridal will advertise on wedding websites such as Weddings in Houston and TheKnot.com in order to reach potential target customers.



DIRECT MAIL



Direct Mail

De’Jeanne Caryn Bridal will use direct mail as a form of lead marketing to contact brides whose information has been collected in advance, either from the website, bridal expos, or in-store.

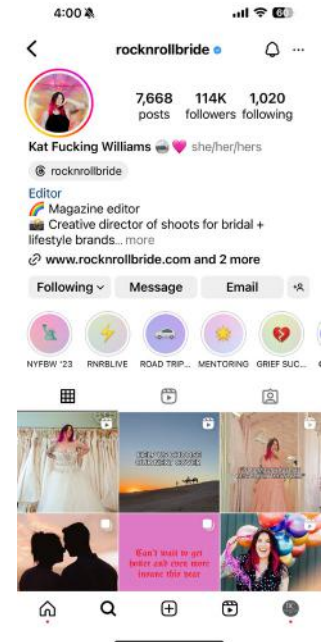
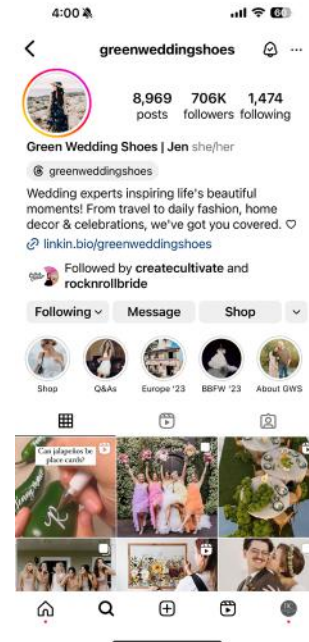
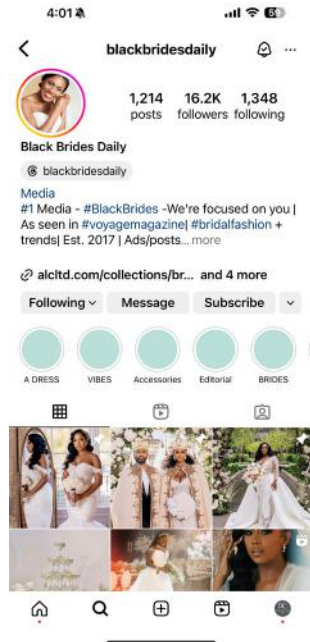
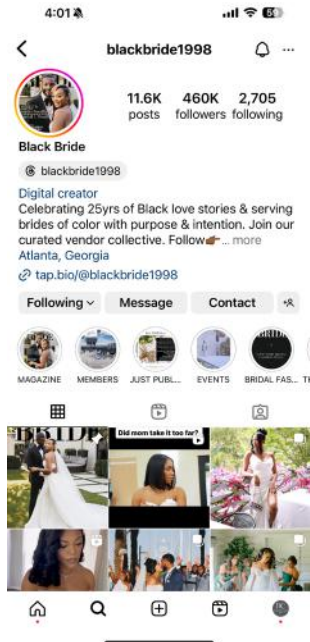
SIDEWALK SIGN



Sidewalk Sign

Due to be in an area with heavy foot traffic, we will utilize a sidewalk sign in order to let pedestrians know that we are open and any promotions that may be happening in the store that day.

INFLUENCERS & PR



Influencers & PR

De'Jeanne Caryn Bridal will use accounts that our potential target market may follow for bridal advice such as:

- @rocknrollbride - Unconventional Brides
- @greenweddingshoes - Unconventional and Eco-Friendly Brides
- @bridevogue - Brides Seeking Wedding Inspo
- @blackbridesdaily - Brides Seeking Black Vendors and Designers
- @blackbride1998 - Brides Seeking Black Vendors and Designers

MARKETING CALENDAR

Marketing Tools	November	December	January	February	March	April	May	June	July	August	September	October
Campaigns												
Grand Opening												
New Collection Releases												
Brides Against Breast Cancer												
Bridal Expos												
Sales & Discounts												
Trunk Shows & Special Events												
Marketing Channels												
Organic Social Media												
Paid Social Media												
Organic Search Engine Marketing												
Paid Search Engine Marketing												
Email Marketing												
Website												
Display Ads												
Direct Mail												
Side Walk Sign												
Influencers & PR												

MARKETING BUDGET

Marketing Tools	November	December	January	February	March	April	May	June	July	August	September	October	Total
Campaigns													
Grand Opening	\$6,000	\$0											\$6,000
New Collection Releases	\$1,500	\$0	\$0				\$1,500	\$0	\$0				\$3,000
Brides Against Breast Cancer	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Bridal Expos			\$775		\$775	\$775	\$775		\$775		\$775		\$4,650
Sales & Discounts	\$0	\$0	\$0				\$0	\$0	\$0				\$0
Trunk Shows & Special Events	\$3,000						\$3,000						\$6,000
Marketing Channels													\$0
Organic Social Media Marketing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paid Social Media Advertising	\$3,000	\$3,000	\$3,000	\$1,000	\$1,000	\$1,000	\$3,000	\$3,000	\$3,000	\$1,000	\$1,000	\$1,000	\$24,000
Organic Search Engine Optimization	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paid Search Engine Marketing	\$3,000	\$3,000	\$3,000	\$1,000	\$1,000	\$1,000	\$3,000	\$3,000	\$3,000	\$1,000	\$1,000	\$1,000	\$24,000
Email Marketing	\$0	\$0	\$0	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$270
Website	\$500	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$830
Display Ads	\$2,000	\$2,000	\$2,000	\$1,000	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$1,000	\$1,000	\$1,000	\$18,000
Direct Mail	\$500	\$50	\$50	\$100	\$100	\$100	\$500	\$50	\$50	\$100	\$100	\$100	\$1,800
Sidewalk Sign	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$500
Influencers & PR	\$1,500	\$1,500	\$1,500	\$1,000	\$1,000	\$1,000	\$1,500	\$1,500	\$1,500	\$1,000	\$1,000	\$1,000	\$15,000
Total	\$21,750	\$9,830	\$10,605	\$4,410	\$5,185	\$5,185	\$15,585	\$9,860	\$10,635	\$4,410	\$5,185	\$4,410	\$107,050

COMPANY STRUCTURE

BUSINESS INFORMATION AND POLICIES

De’Jeanne Caryn Bridal will be established as a single-member LLC in Texas. Due to the high financial investment, operating as an LLC will allow me to focus on running the business while protecting my personal assets.

Store Policies

We will work to ensure our customers are satisfied with their purchases. However, at this time, De’Jeanne Caryn Bridal is unable to accept returns or exchanges.

For customer support or additional questions, you can contact us at dejeannecaryn@gmail.com.

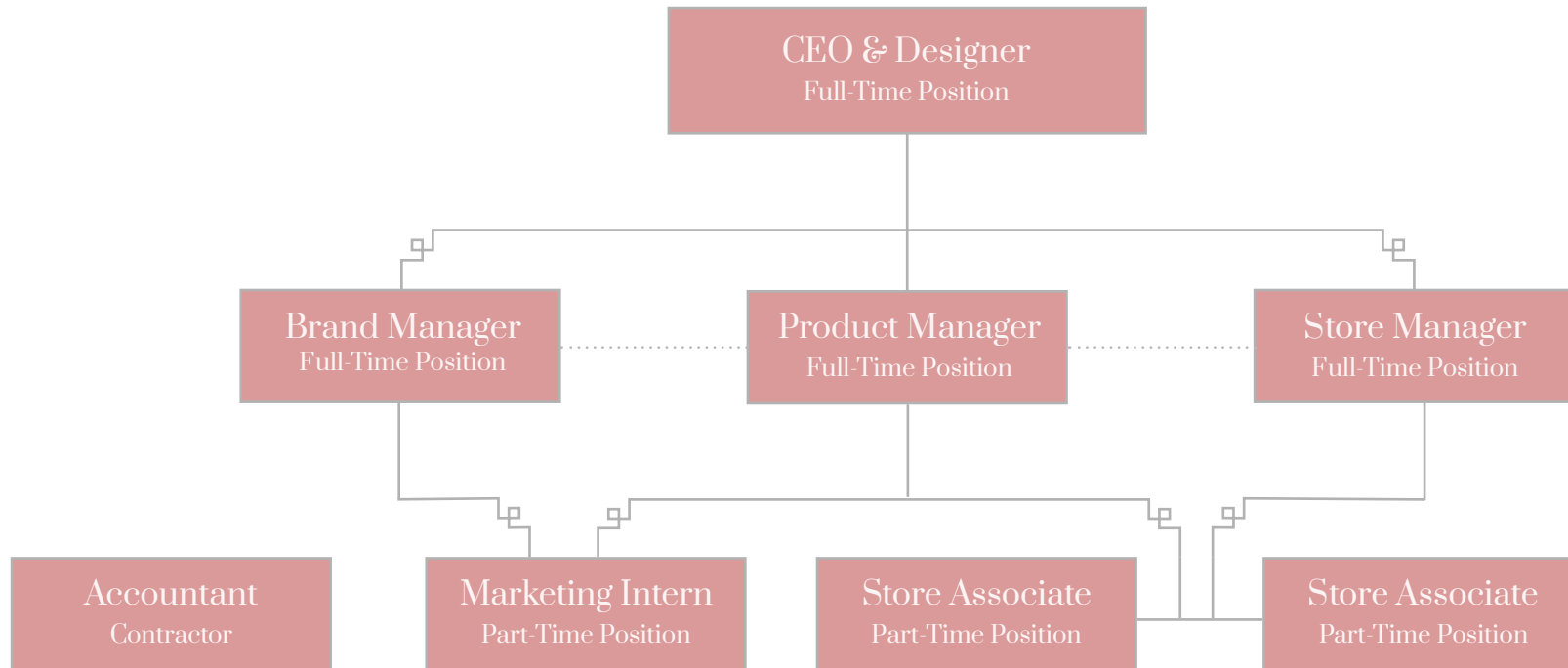
Privacy Policy

De’Jeanne Caryn Bridal is committed to protecting customers’ personal information and their right to privacy. In our privacy policy we will identify the information we collect, how we use it, and the customers’ rights to privacy regarding their personal information.

Shipping

Currently, De’Jeanne Caryn Bridal does not offer the service of shipping dresses or garments to consumers.

ORGANIZATION CHART



EMPLOYEE BENEFITS

Discount

30% Employee Discount

Holidays

The store will be closed on Sundays.

The store will also be closed on the following holidays:

- New Years Day
- Martin Luther King Jr. Day
- Memorial Day
- Juneteenth
- Independence Day
- Labor Day
- Veterans Day
- Thanksgiving Day
- Christmas Day

Health Insurance

De’Jeanne Caryn Bridal will provide health insurance for full-time employees. This insurance will include sick leave and maternity leave.

Time Off

Employees will receive 10 days off after working 6 months.

FULL-TIME POSITIONS

CEO & Designer

Salary: \$75,000 per year (\$6,250 per month)

Days of Work: Monday - Saturday

Responsibilities

- Create Overall Business Strategy
- Research Marketing Trends
- Oversee and make decisions about financial and executive activities
- Plan Product Assortment
- Contract suppliers for materials & local manufacturers for production
- Develop and Design Product Collections
- Seeking Opportunities for Expansion
- Manage Human Resources

Brand Manager

Salary: \$65,000 per year (\$5,417 per month)

Days of Work: Monday- Saturday

Responsibilities:

- Review, Analyze and Report Sales Trends
- Assisting CEO on daily basis
- Budget Management
- Accounting and Financial Book Management
- Communicating with Target Audiences
- Managing Customer Relationships
- Sourcing Advertising Opportunities
- Maintaining & Updating Customer Databases
- Promotional Activities

Product Manager

Salary: \$65,000 per year (\$5,417 per month)

Days of Work: Monday- Saturday

Responsibilities:

- Research and Analyze new trends
- Ensure products are produced to high quality and company standards
- Coordinate and Review fabrics and trims
- Work with CEO on design and development
- Utilize PLM to ensure production deadlines are met
- Assist in Tech Pack creation
- Source new fabrics and trims to utilize in upcoming seasons
- Assist on sales floor as needed

Store Manager

Salary: \$55,000 per year (\$4,583 per month)

Days of Work: Monday - Saturday

Responsibilities:

- Managing Stock
- Analyzing Sales
- Providing Customer Service
- Opening, Closing, and Operating the Store
- Managing Sales Floor
- Check for Quality when each product arrives
- Executes Visual Merchandising
- Complete Paperwork
- Overseeing Deliveries
- Training Associates

PART-TIME POSITIONS

Sales Associate

Salary: \$15,360 per year (\$10 an hour)

Days of Work: 4 days a Week, 8 hours a day

Responsibilities:

- Serving Customers
- Handling/ Receiving Payments
- Supporting the Store Manager
- Maintaining a Clean Store and Sales Floor
- Helping with Special Promotions
- Assist with Inventory Counts as Needed
- Assist in Maintaining the store appearance & Merchandising

Marketing Intern

Salary: College Credit for the Marketing Program at the University of Houston

Days of Work: 3 days a Week, 6 hours a day

Responsibilities:

- Helping with social media marketing campaigns
- Generate content for social media platforms
- Schedule posts for social media
- Engage with potential target market on social platforms
- Attend and assist with special events

Accountant

Salary: \$4,800 per year (\$400 per month)

Days of Work: Contractor

Responsibilities:

- Maintain financial records
- Prepare and analyze financial reports
- Prepare and file tax documents

FINANCIAL PLAN

First Year Net Sales

\$1,378,000

Average Unit Price

\$2,026.47

Average Unit Per Transaction

1

Average Transactions Per Day

2

Average Sales Per Day

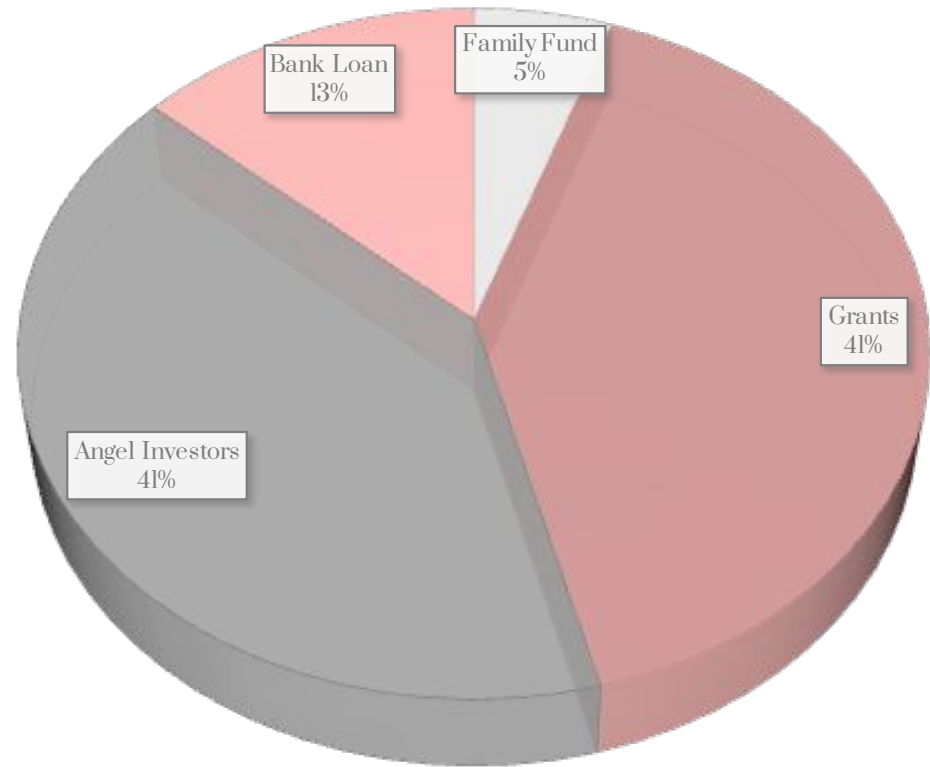
\$3,771.86

FINANCIAL SUMMARY

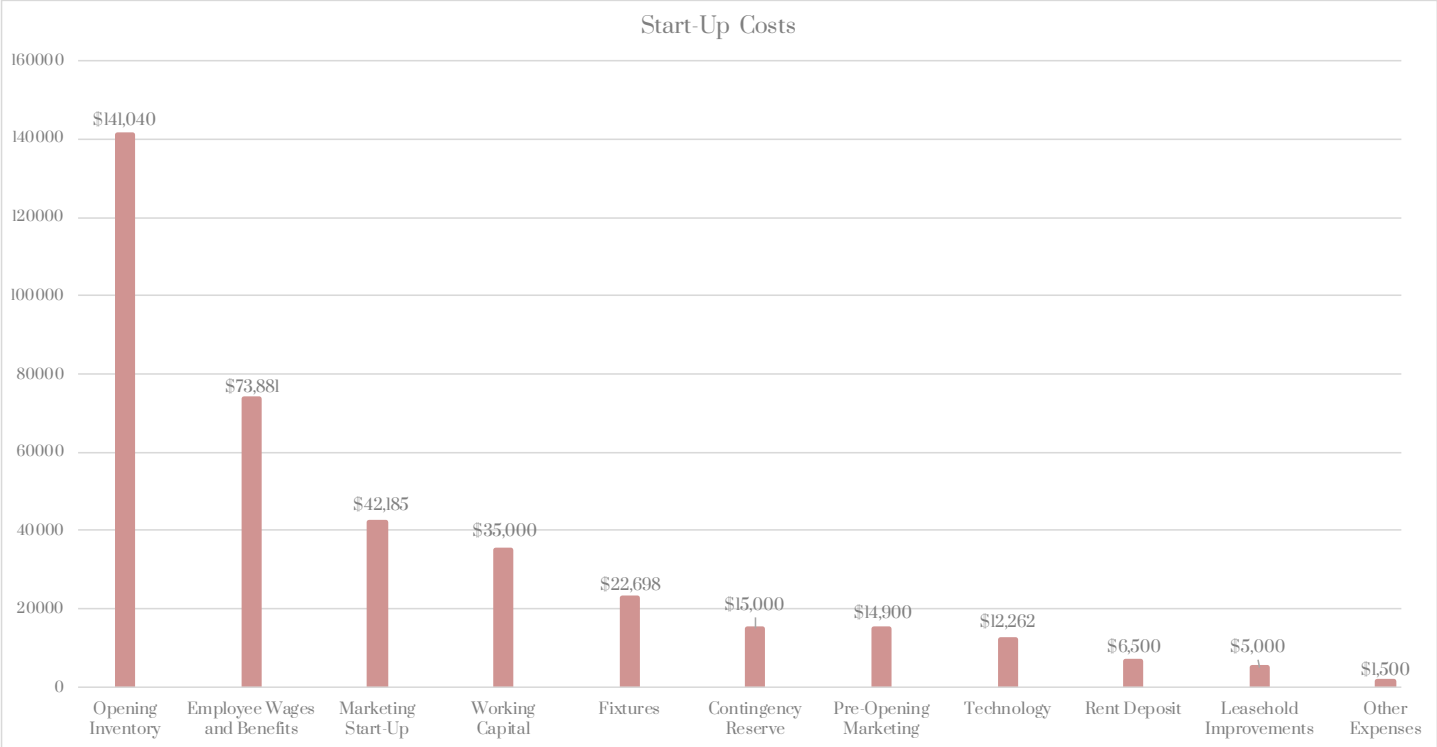
SOURCE OF FUNDS

De’Jeanne Caryn Bridal will secure funds to cover start-up expenses through grants, angel investors, bank loan, and family funds. De’Jeanne Caryn Bridal will apply to a number of grants, valuing over \$2 million, through grant programs specific for black-owned businesses, woman-owned businesses, black woman-owned businesses, and BIPOC small business owners. De’Jeanne Caryn Bridal will also utilize 3 angel investors, each contributing \$50,000 to assist in start-up. Another portion of funds will come from a bank loan of \$50,000 with a 3.65% interest rate. Lastly, the remaining amount will come from family funds. The total start-up cost is \$369,966, and will be covered by the following methods.

- Grants: \$150,000
- Angel Investors: \$150,000
- Bank Loan: \$50,000
- Family Fund: \$19,966



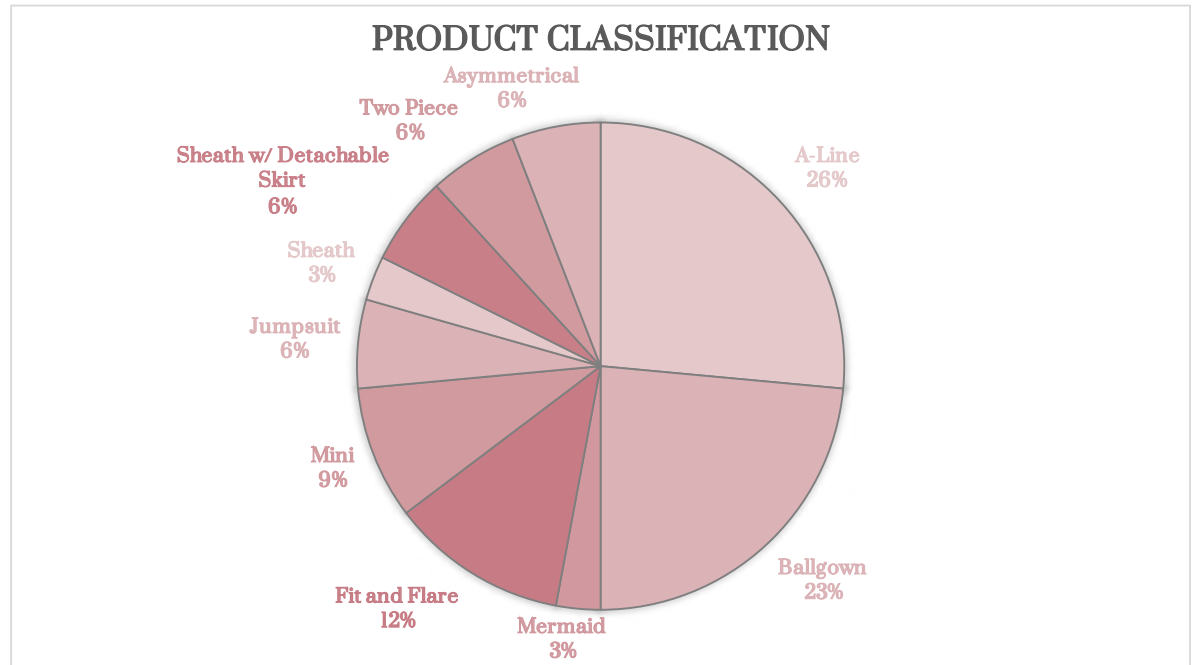
START-UP COSTS



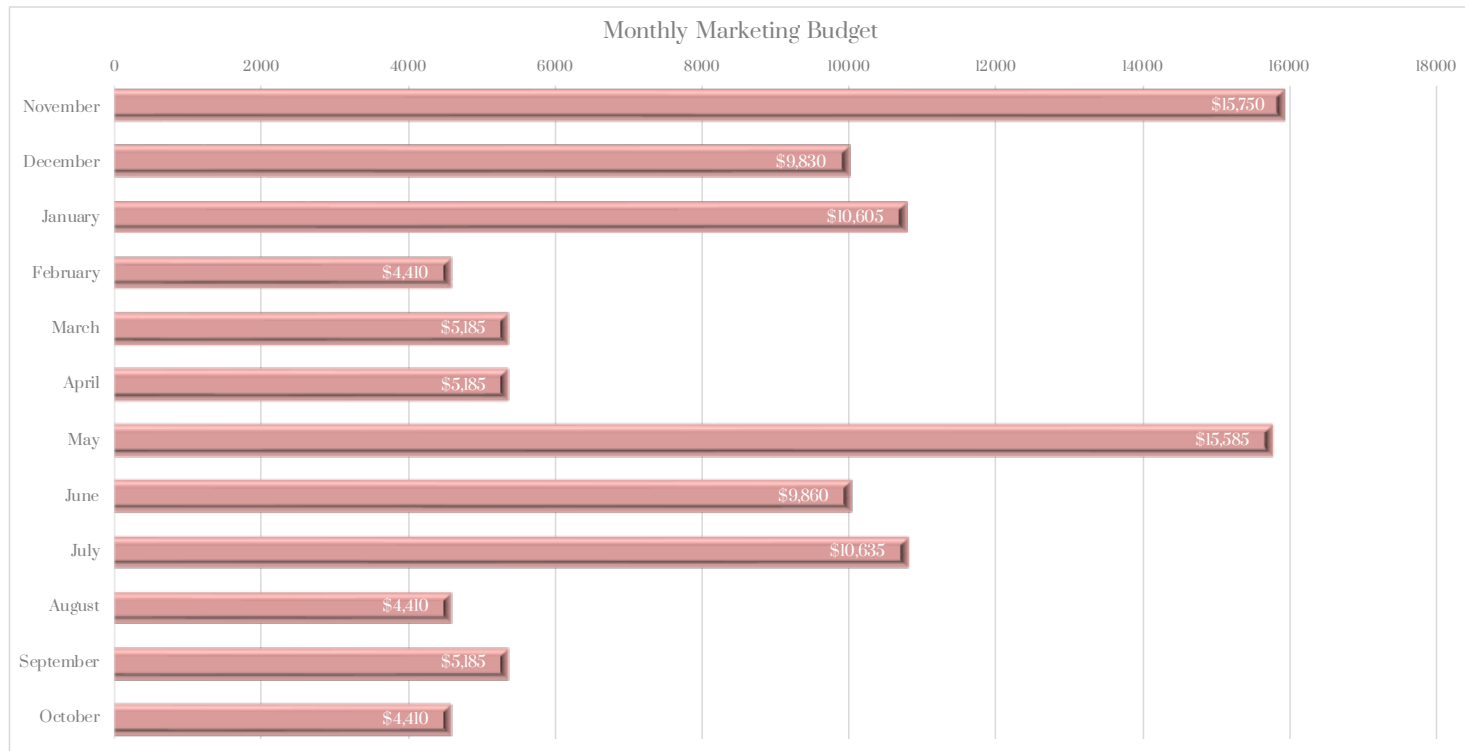
De’Jeanne Caryn Bridal’s total start-up cost is \$369,966. The largest portion of this expense is the opening inventory, which amounts for 38.12% of the total start-up cost. The next largest expense is the Employee Wages and Benefits which totals to 19.97%. Marketing Start-Up is the third highest expense equaling 11.40% of the total start-up cost. These top 3 expenses amount to 69.49% of the total start-up cost.

ASSORTMENT PRODUCT PLAN

De'Jeanne Caryn Bridal's product assortment encompasses a variety of dress silhouettes and formal styles. The largest portion of the product assortment entail A-Line dresses amounting to 26% and Ballgown dresses amount to 23% of the assortment. With these styles being the most popular bridal styles, it is reflective in my product assortment. My assortment also contains silhouettes that are not as traditional to bridal such as Jumpsuits and Two Piece sets both occupying 6% of the total assortment. The total number of units is 680 spread across 20 styles.

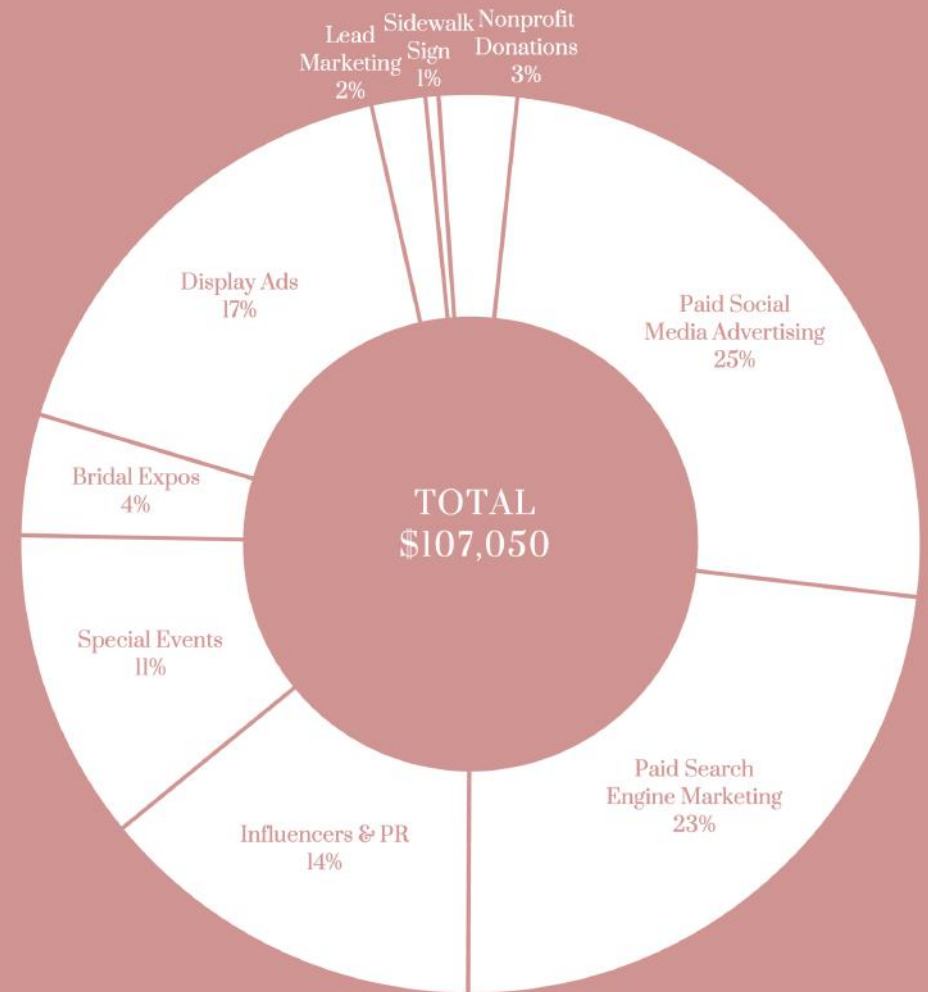


MARKETING PLAN

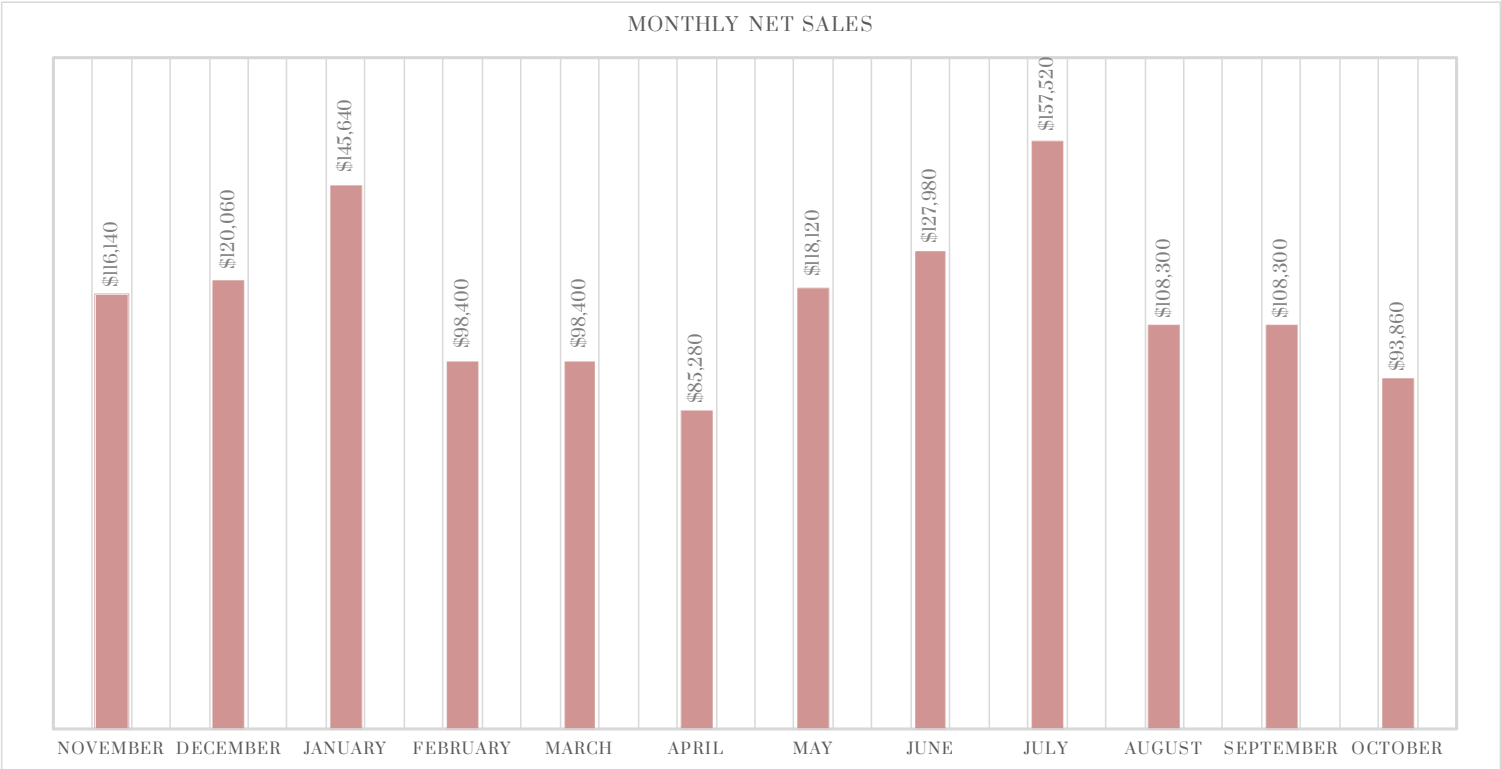


With such a high estimate for year 1, marketing will be essential for De’Jeanne Caryn Bridal. De’Jeanne Caryn Bridal will spend \$107,050 in marketing for the year. November and May account for the largest marketing cost in year 1. These are both months containing new collection releases. The lower months for marketing are February, August, and October. As they are big months for weddings, brides are less likely to purchase during these times. The months following the collection launches will be essential to ensure traffic remains steady.

Paid Social Media Advertising: \$27,000
 • Paid Social Media Ads, Collection Photoshoots and Video Shoots
 Paid Search Engine Marketing: \$24,830
 • Paid Search Engine Marketing, Website
 Influencers and PR: \$15,000
 Special Events: \$12,000
 • Grand Opening, Trunk Shows, and Special Events
 Bridal Expos: \$4,650
 Display Ads: \$18,000
 Lead Marketing: \$2,070
 • Direct Mail and Email Marketing
 Sidewalk Sign: \$500
 Nonprofit Donations: \$3,000



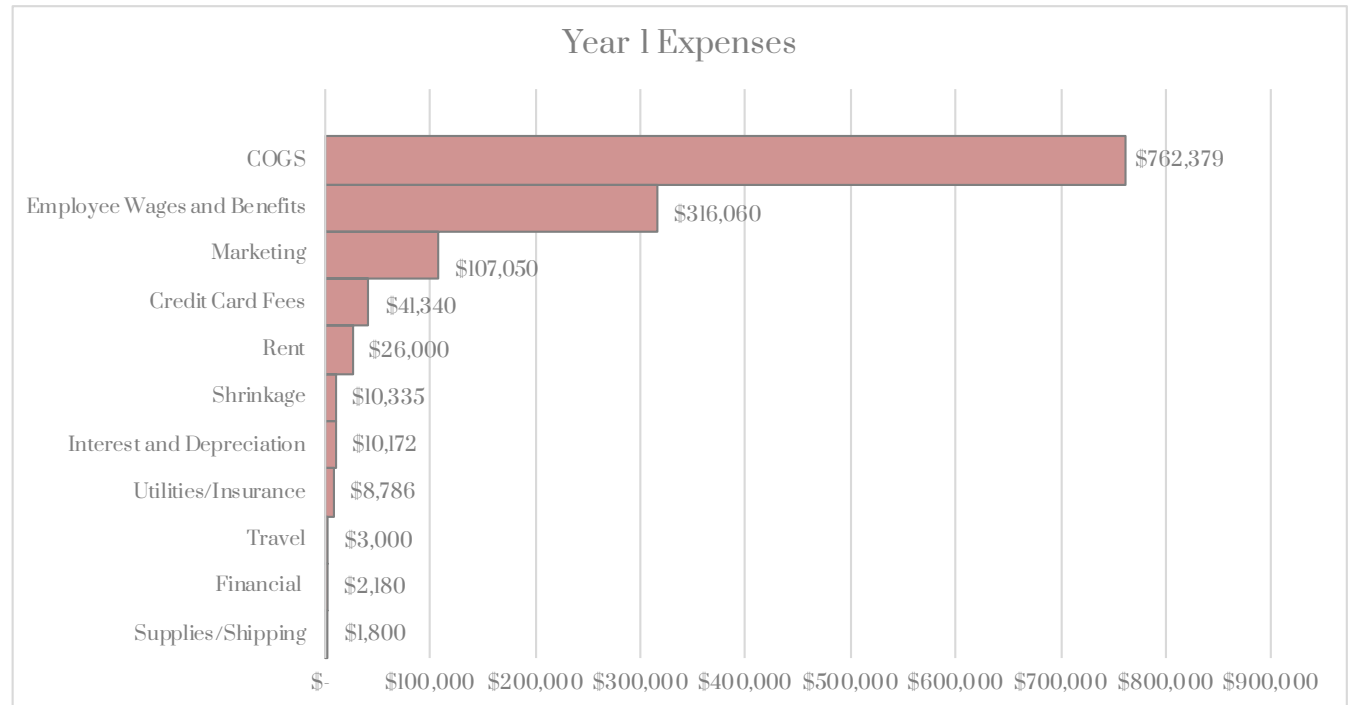
MONTHLY NET SALES



De'Jeanne Caryn Bridal's monthly sales reflect the most popular times of year that brides are searching for the wedding dresses. The expected total sales in year 1 is \$1,378,000.

PROFIT AND LOSS

De’Jeanne Caryn Bridal’s expenses for year 1 total to \$1,289,102, with Cost of Goods Sold accounting for 59.14% of the total expenses. This is followed by Employee Wages and Benefits that account for 24.52%. Based on the projections, De’Jeanne Caryn Bridal will end it’s first year with a profit margin of 5.4% equating to \$74,324.



3 YEAR SALES PLAN

	Year 1	Year 2	Year 3
BOM	\$282,080	\$287,722	\$253,998
Sales	\$1,378,000	\$1,405,560	\$1,461,782
Purchases	\$1,833,149	\$1,550,641	\$1,604,595
EOM	\$287,722	\$253,998	\$208,765
Avg Inv	\$333,144	\$291,416	\$240,831
Turn	4.14	4.82	6.07

De’Jeanne Caryn Bridal has a very aggressive first year sales plan with net sales estimated at \$1,378,000. With the cost of our product being on the higher end, it is essential that in our first year we build brand awareness. During the first year of operation, marketing will be essential to increase brand awareness through various marketing channels. Bridal expos will also be a huge aspect of De’Jeanne Caryn Bridal, as these will be used similar to a “pop-up shop” in various cities to reach target customers outside of the Houston market. The turnover rate for the company is a healthy number, and is expected to increase year to year.

De’Jeanne Caryn Bridal is anticipated to grow 2% in the second year of business, and 4% in the third year of business. This will be accomplished by maintaining a consistent marketing strategy to continuously reach our target customers in Houston and major surrounding cities.

FUTURE PLAN

De’Jeanne Caryn Bridal’s end goal is to be a sustainable bridalwear and special occasion brand that is accessible to all consumers, regardless of location. There is ample room for the business to grow in the upcoming years.

In year 1, the focus of the brand will be generating brand awareness and creating opportunities for brand exposure. This will also be a contributing factor, and in year 2 and year 3, it can be expected that the brand will attend more bridal expos, even those that may not be in the state of Texas.

By year 3, the brand will introduce a new collections of clothing featuring special occasion and formal attire. De’Jeanne Caryn Bridal will also expand to sell wholesale through select bridal boutiques. By year 5, De’Jeanne Caryn Bridal will have a solid brand presence, and the brand will venture into menswear offering sustainable suits and tuxedos. We will also expand to offer select collections available for purchase through our e-commerce website.

The goal is for De’Jeanne Caryn Bridal to keep growing and be able to offer eco-friendly clothes that are inclusive and fun to all consumers.

FUTURE COLLECTIONS

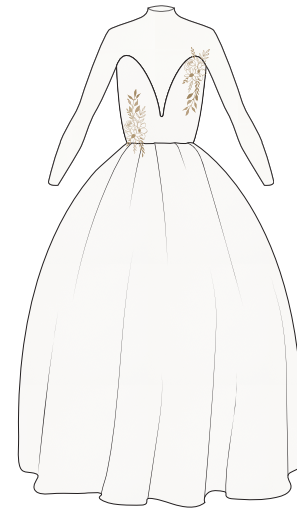
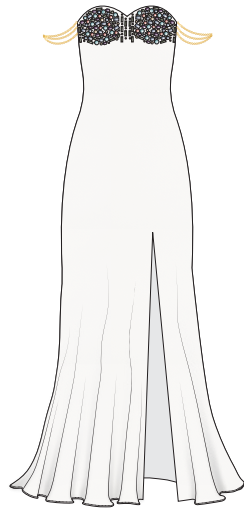
Additional Product Styles - Spring/Summer

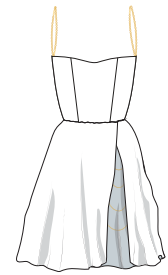
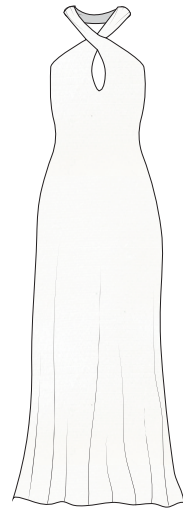




FUTURE COLLECTIONS

Additional Product Styles - Fall/Winter







About Me

My name is De’Jeanne Hall. I am currently residing in Houston, Texas. I graduated from the University of Houston in Spring of 2020 with my Bachelor’s of Business Administration in Marketing and Management and a minor in Spanish. I am currently pursuing my Master of Fine Arts in Fashion Product Development from the Academy of Art University.

I have always loved and admired the fashion industry, and being able to turn a product from concept to reality is such an amazing feeling. I am an extremely passionate individual, and I pride myself on continuously pushing myself to reach my goals regardless of the obstacles that may be appear. Upon completion of my master’s, I hope to gain experience working in the fashion industry. Whether this be as a buyer, designer, or product developer, I am open to the many possibilities.



DE'JEANNE HALL

FASHION PRODUCT DEVELOPMENT

CONTACT

- ☎ (504) 782-8066
- ✉ dejeanne.hall@gmail.com
- 🌐 dejeannehall.myportfolio.com
- 📄 [linkedin.com/in/dejeannehall/](https://www.linkedin.com/in/dejeannehall/)

EDUCATION

- Bachelor of Business Administration Marketing
University of Houston
- Bachelor of Business Administration Management
University of Houston
- Master of Fine Arts Fashion Product Development
Academy of Art University

ABOUT ME

Full-time marketing associate with 3 years of experience in marketing. My experience includes work in social media marketing and advertising, SEO, email marketing, and trend analysis.

LANGUAGE

Advanced English Language
Reading Comprehension: Spanish, English

WORK EXPERIENCE

MARKETING ASSOCIATE

JUNE 2023-CURRENT

- Develop and implement a comprehensive social media strategy to promote the school's brand.
- Collaborate with the admission team to develop marketing strategies to attract new students and promote programs.
- Conduct market research to identify potential target demographics for the school's marketing campaigns.

HEAD CHEER COACH

JULY 2022-CURRENT

- Evaluate the performance of athletes to regularly provide feedback and guidance for improvement.
- Organize and lead team building activities and workshops to strengthen team cohesion.
- Lead team to State Runner-Up and Medalist within 2 years.

FASHION MARKETING INTERN

SUMMER 2019

- Analyze website traffic data using Google Analytics to identify trends and opportunities for brand growth.
- Develop and execute creative social media campaigns to increase brand visibility.
- Assist in content creation and editing to ensure consistent branding and messaging across all platforms.

SKILLS

Adobe Programs, Microsoft Office

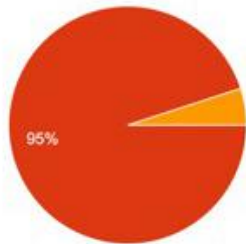
APPENDICES

APPENDIX 1

Survey Results

1. How old are you?

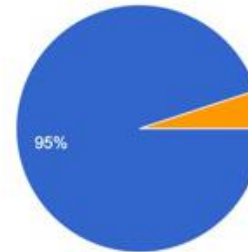
20 responses



- Under 22
- 22-34
- 34-44
- 45+

2. What is your ethnicity?

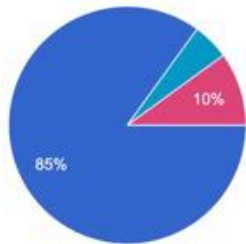
20 responses



- Black
- Asian
- White
- Hispanic
- Other
- Prefer Not to Answer

3. What is your religion?

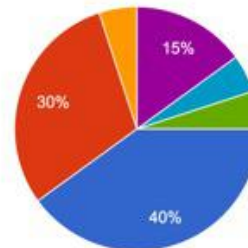
20 responses



- Christian
- Hindu
- Muslim
- Jewish
- Buddhist
- Not Religious
- Other

4. What is your relationship status?

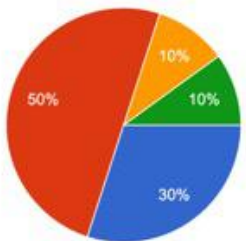
20 responses



- Single
- Long Term Relationship
- Engaged
- Newly Wed
- Married 2+ Years
- Divorced
- Widow/er
- Other

5. What is your annual salary?

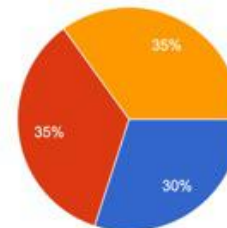
20 responses



- Less than \$45,000
- \$45,000-\$98,000
- \$98,000-\$140,000
- \$140,000+

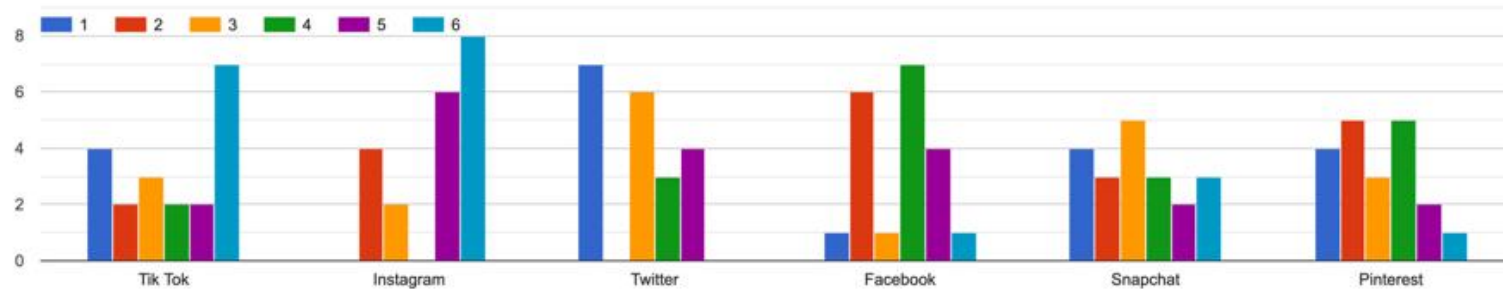
6. What is your living situation?

20 responses



- Alone
- With Family
- With Partner
- With Roommates
- Other

7. Rank from 1-6 your most used social media application. 6 being the most frequently used, 1 being the least used.



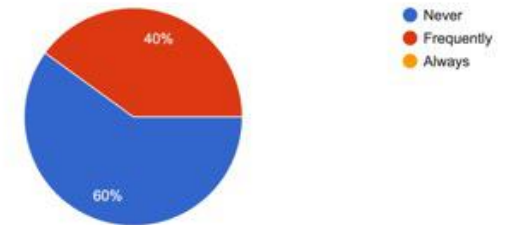
8. How do you prefer to shop?

20 responses



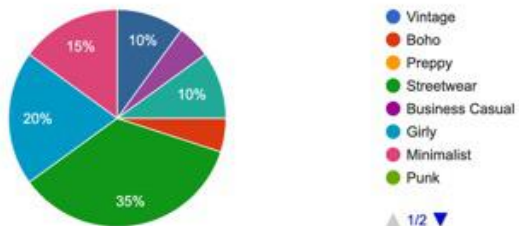
9. How often do you thrift/ resale / secondhand shop?

20 responses



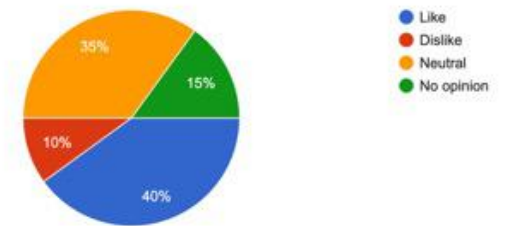
10. How would you describe your fashion style?

20 responses



11. What is your opinion about resale fashion?

20 responses

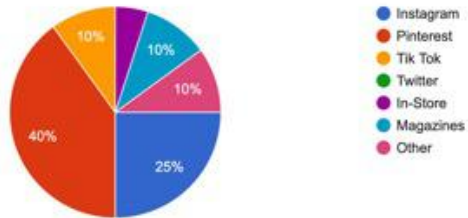


APPENDIX 1

Survey Results

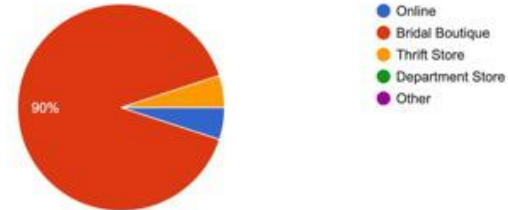
12. What is/was your source for bridal trend research?

20 responses



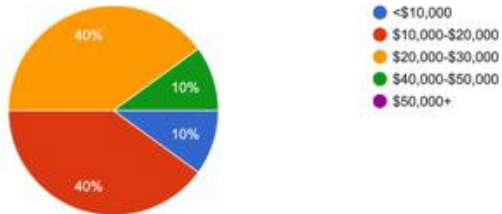
13. What is your preference for bridal dress shopping?

20 responses



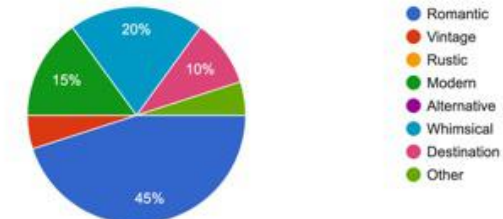
14. What is your wedding budget?

20 responses



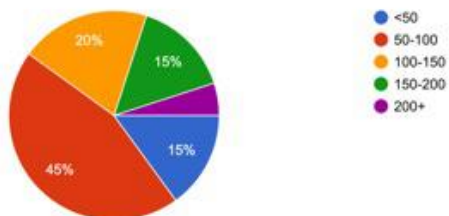
15. What is the theme of your wedding?

20 responses



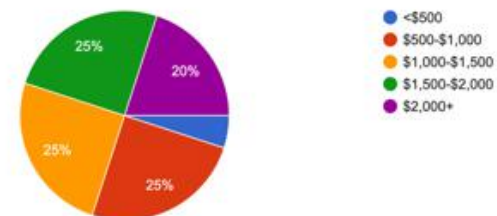
16. How many guests do you plan to invite to your wedding?

20 responses

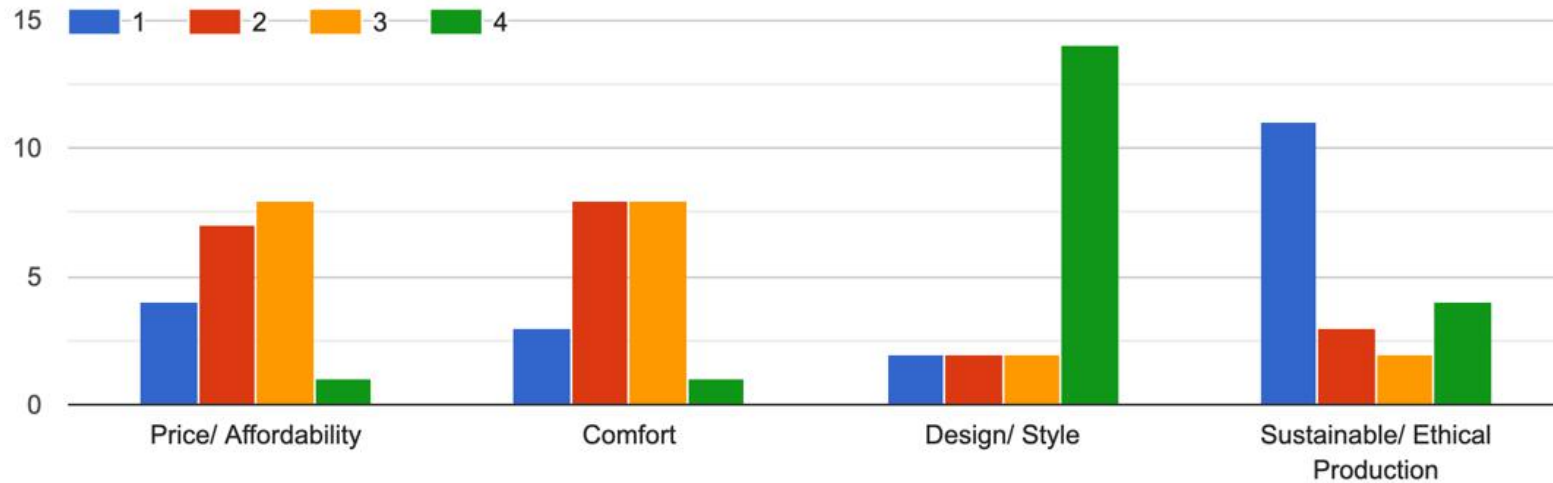


17. What is your wedding dress budget?

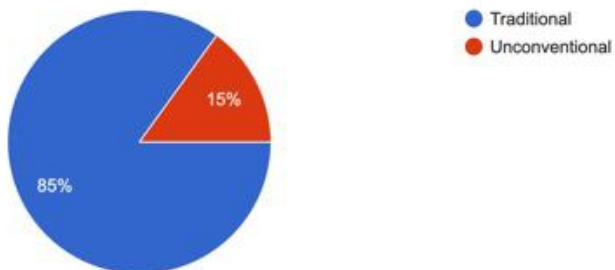
20 responses



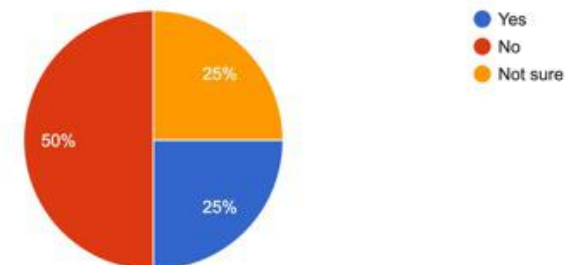
18. Please rank from 1-4 the most important factory of you wedding dress/ bridal attire. 1 being the least important and 4 being the most important



19. Would you consider yourself a traditional or unconventional bride?
20 responses



20. Would you wear a non-white wedding dress?
20 responses

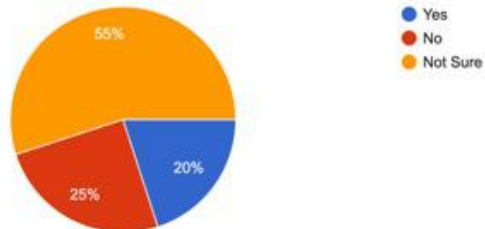


APPENDIX 1

Survey Results

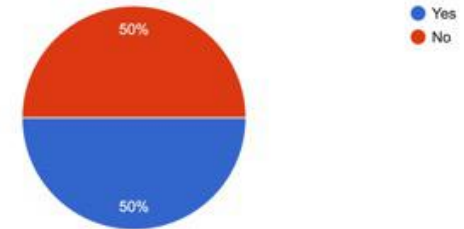
21. Is sustainability in fashion something that is important to you?

20 responses



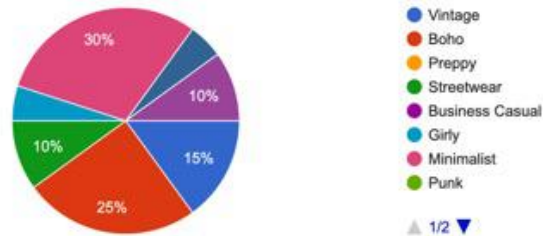
22. Do you associate eco-friendly brands with a certain fashion style?

20 responses



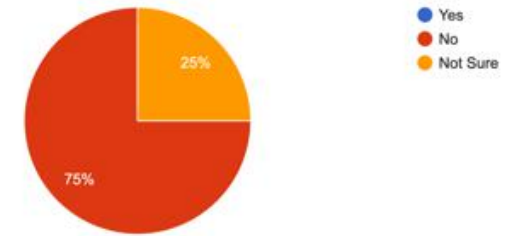
22a. What fashion style do you associate eco-friendly brands with?

20 responses



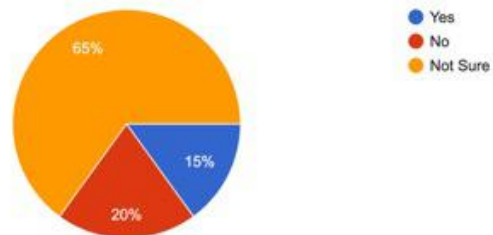
23. Do you feel like brands are doing enough for the environment?

20 responses



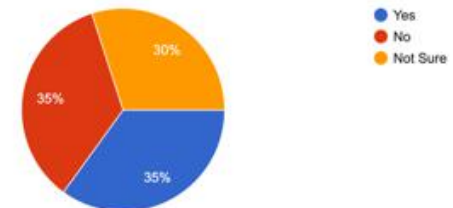
24. Is sustainability in bridal attire something that is important to you?

20 responses



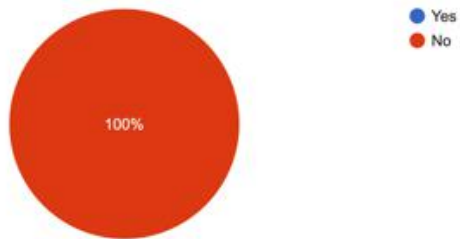
25. Did you/ will you do any research before your wedding regarding sustainable bridal attire options?

20 responses



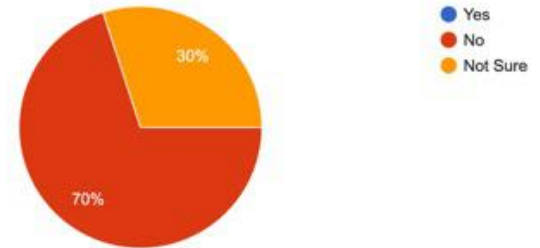
26. Do you know any bridal brands that currently practice sustainability or offer eco-friendly products?

20 responses



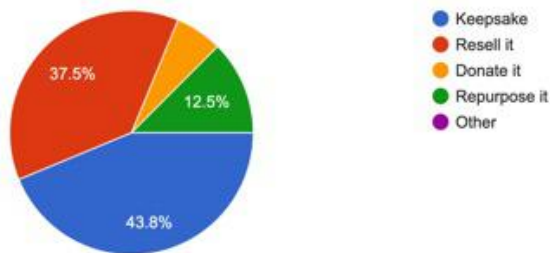
27. Do you plan on wearing your wedding dress/ attire again after your wedding day?

20 responses



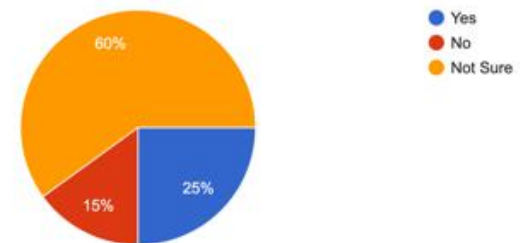
27a. If no, what do you plan on doing with your dress/ attire after your wedding day?

16 responses



28. Would you consider spending more money on your bridal attire if you knew it was made sustainably/ eco-friendly?

20 responses



APPENDIX 2

Financial Spreadsheet - Start-Up Costs

Startup Capital Spending Plan and Monthly Depreciation Expense

Item	Detail	\$ Amount	Depreciate ?	# Months of Useful Life	Monthly Depreciation Expense
Technology and Phones	Cash Register, Fax/Copier, Printer, PC, Phones, Software	\$ 12,262.00	Yes	60	\$ 204.37
Selling Floor and Backstock Fixtures	Floor Fixtures/Shelves, Display Tables, Jewelry Cases	\$ 22,698.00	Yes	60	\$ 378.30
Leasehold Improvements (Material & Labor)	Flooring, Paint, Electrical, Light Fixtures, Fitting Rooms, Doors, Signage, Awning & Labor	\$ 5,000.00	Yes	60	\$ 83.33
Rent Deposit	3 Months Rent Deposit	\$ 6,500.01	No	n/a	
Wages and Salaries	3 Months	\$ 73,881.00	No	n/a	
Marketing Startup	Initial Marketing Campaign	\$ 42,185.00	No	n/a	
Opening Inventory	Cost BOM\$ Inventory	\$ 141,040.00	No	n/a	
Pre-Opening Marketing Expenses	Marketing to advertise Grand Opening	\$ 14,900.00			
Other Start Up Expenses	Permits, Insurance, Utility Deposits, Supplies	\$ 1,500.00	No	n/a	
Contingency Reserve	Extra Cash for Unforeseen Expenses and Repairs	\$ 15,000.00	No	n/a	
Working Capital	Cash Needed in first months to keep bank funds positive	\$ 35,000.00	No	n/a	
Total		\$ 369,966.01			\$ 666.00

APPENDIX 2

Financial Spreadsheet - Sales Qtr Year 1-3

	Year 1	Year 2	Year 3
BOM	\$282,080	\$287,722	\$253,998
Sales	\$1,378,000	\$1,405,560	\$1,461,782
Purchases	\$1,833,149	\$1,550,641	\$1,604,595
EOM	\$287,722	\$253,998	\$208,765
Avg Inv	\$333,144	\$291,416	\$240,831
Turn	4.14	4.82	6.07

Pink Rice 3-Year Merchandise Inventory Flow

	Q1-Yr1	Q2-Yr1	Q3-Yr1	Q4-Yr1	Yr1 Total	Q1-Yr2	Q2-Yr2	Q3-Yr2	Q4-Yr2	Yr2 Total	Q1-Yr3	Q2-Yr3	Q3-Yr3	Q4-Yr3	Yr3 Total
BOM Inventory	\$282,080	\$403,620	\$310,460	\$381,840		\$287,722	\$331,357	\$268,801	\$315,200		\$253,998	\$261,063	\$229,769	\$250,561	
Total Net Sales	\$282,080	\$403,620	\$310,460	\$381,840	\$1,378,000	\$287,722	\$411,692	\$316,669	\$389,477	\$1,405,560	\$299,230	\$428,160	\$329,336	\$405,056	\$1,461,782
COGS	\$141,040	\$239,712	\$155,230	\$226,397	\$762,379	\$147,876	\$244,506	\$158,335	\$230,924	\$781,641	\$154,834	\$254,286	\$164,668	\$240,161	\$813,950
GM\$	\$140,758	\$163,429	\$154,920	\$154,991	\$614,097	\$139,550	\$166,697	\$158,018	\$158,091	\$622,356	\$144,086	\$173,365	\$164,339	\$164,414	\$646,204
GM%	49.9%	40.5%	49.9%	40.6%	44.6%	48.5%	40.5%	49.9%	40.6%	44.3%	48.2%	40.5%	49.9%	40.6%	44.2%
Purchases -Retail	\$689,931	\$392,318	\$386,497	\$364,402	\$1,833,149	\$343,702	\$432,631	\$367,819	\$406,489	\$1,550,641	\$321,222	\$483,702	\$355,068	\$444,603	\$1,604,595
Purchases -Cost	\$382,868	\$196,159	\$228,725	\$186,216	\$993,968	\$171,851	\$216,316	\$183,910	\$203,244	\$775,321	\$160,611	\$241,851	\$177,534	\$222,302	\$802,297
EOM Inventory	\$403,620	\$310,460	\$381,840	\$287,722		\$331,357	\$268,801	\$315,200	\$253,998		\$261,063	\$229,769	\$250,561	\$208,765	
BOM/Avg Inventory	\$329,720	\$370,500	\$335,165	\$345,501	\$333,144	\$284,853	\$318,243	\$281,217	\$299,383	\$291,416	\$231,419	\$268,918	\$229,387	\$250,015	\$240,831
Turn	0.86	1.09	0.93	1.11	4.14	1.01	1.29	1.13	1.30	4.82	1.29	1.59	1.44	1.62	6.07

APPENDIX 2

Financial Spreadsheet - Assortment Plan

													50% IMU %		Spring/Summer		15.00%		15.00%		13.00%		7.00%						
													Fall Winter		Essentials														
Season	Class	Vendor	SKU	Item	Color	Sizes	Target Whls	Target Retail	Projected SEASON unit sales	Projected annual \$ sales	Min Units	Min COG	Min Retail	Opening Units	Opening COG	Opening Retail	Feb Units	Feb COGS	Feb Retail	Mar Units	Mar COGS	Mar Retail	Apr Units	Apr COGS	Apr Retail	May Units	May COGS	May Retail	
SPRING	A-Line	De'jeanne Carvn Bridal	SS25-WDA-101	Dahlia	Afterglow	0-16	\$1,075.00	\$2,150.00	10	\$21,500.00	10	\$0	\$0	\$0	4	\$4,623	\$9,245	2	\$1,613	\$3,225	2	\$1,613	\$3,225	1	\$1,398	\$2,795	1	\$753	\$1,505
SPRING	A-Line	De'jeanne Carvn Bridal	SS25-WDA-101	Dahlia	Afterglow	18-32	\$1,075.00	\$2,150.00	10	\$21,500.00	10	\$0	\$0	\$0	4	\$4,623	\$9,245	2	\$1,613	\$3,225	2	\$1,613	\$3,225	1	\$1,398	\$2,795	1	\$753	\$1,505
SPRING	A-Line	De'jeanne Carvn Bridal	SS25-WDA-101	Dahlia	Bright White	0-16	\$1,075.00	\$2,150.00	10	\$21,500.00	10	\$0	\$0	\$0	4	\$4,623	\$9,245	2	\$1,613	\$3,225	2	\$1,613	\$3,225	1	\$1,398	\$2,795	1	\$753	\$1,505
SPRING	A-Line	De'jeanne Carvn Bridal	SS25-WDA-101	Dahlia	Bright White	18-32	\$1,075.00	\$2,150.00	10	\$21,500.00	10	\$0	\$0	\$0	4	\$4,623	\$9,245	2	\$1,613	\$3,225	2	\$1,613	\$3,225	1	\$1,398	\$2,795	1	\$753	\$1,505
SPRING	A-Line	De'jeanne Carvn Bridal	SS25-WDA-102	Dandelion	Baltic Sea	0-16	\$1,375.00	\$2,750.00	10	\$27,500.00	10	\$0	\$0	\$0	4	\$5,913	\$11,825	2	\$2,063	\$4,125	2	\$2,063	\$4,125	1	\$1,788	\$3,575	1	\$963	\$1,925
SPRING	A-Line	De'jeanne Carvn Bridal	SS25-WDA-102	Dandelion	Baltic Sea	18-32	\$1,375.00	\$2,750.00	10	\$27,500.00	10	\$0	\$0	\$0	4	\$5,913	\$11,825	2	\$2,063	\$4,125	2	\$2,063	\$4,125	1	\$1,788	\$3,575	1	\$963	\$1,925
SPRING	A-Line	De'jeanne Carvn Bridal	SS25-WDA-102	Dandelion	White/Multi	0-16	\$1,375.00	\$2,750.00	10	\$27,500.00	10	\$0	\$0	\$0	4	\$5,913	\$11,825	2	\$2,063	\$4,125	2	\$2,063	\$4,125	1	\$1,788	\$3,575	1	\$963	\$1,925
SPRING	A-Line	De'jeanne Carvn Bridal	SS25-WDA-102	Dandelion	White/Multi	18-32	\$1,375.00	\$2,750.00	10	\$27,500.00	10	\$0	\$0	\$0	4	\$5,913	\$11,825	2	\$2,063	\$4,125	2	\$2,063	\$4,125	1	\$1,788	\$3,575	1	\$963	\$1,925
SPRING	Ballgown	De'jeanne Carvn Bridal	SS25-WDB-101	Orchid	Carinaria	0-16	\$1,000.00	\$2,000.00	10	\$20,000.00	10	\$0	\$0	\$0	4	\$4,300	\$8,600	2	\$1,500	\$3,000	2	\$1,500	\$3,000	1	\$1,300	\$2,600	1	\$700	\$1,400
SPRING	Ballgown	De'jeanne Carvn Bridal	SS25-WDB-101	Orchid	Carinaria	18-32	\$1,000.00	\$2,000.00	10	\$20,000.00	10	\$0	\$0	\$0	4	\$4,300	\$8,600	2	\$1,500	\$3,000	2	\$1,500	\$3,000	1	\$1,300	\$2,600	1	\$700	\$1,400
SPRING	Ballgown	De'jeanne Carvn Bridal	SS25-WDB-101	Orchid	Afterglow	0-16	\$1,000.00	\$2,000.00	10	\$20,000.00	10	\$0	\$0	\$0	4	\$4,300	\$8,600	2	\$1,500	\$3,000	2	\$1,500	\$3,000	1	\$1,300	\$2,600	1	\$700	\$1,400
SPRING	Ballgown	De'jeanne Carvn Bridal	SS25-WDB-101	Orchid	Afterglow	18-32	\$1,000.00	\$2,000.00	10	\$20,000.00	10	\$0	\$0	\$0	4	\$4,300	\$8,600	2	\$1,500	\$3,000	2	\$1,500	\$3,000	1	\$1,300	\$2,600	1	\$700	\$1,400
SPRING	Ballgown	De'jeanne Carvn Bridal	SS25-WDB-102	Daffodil	White Swan	0-16	\$1,750.00	\$3,500.00	10	\$35,000.00	10	\$0	\$0	\$0	4	\$7,625	\$15,250	2	\$2,625	\$5,250	2	\$2,625	\$5,250	1	\$2,275	\$4,550	1	\$1,225	\$2,450
SPRING	Ballgown	De'jeanne Carvn Bridal	SS25-WDB-102	Daffodil	White Swan	18-32	\$1,750.00	\$3,500.00	10	\$35,000.00	10	\$0	\$0	\$0	4	\$7,625	\$15,250	2	\$2,625	\$5,250	2	\$2,625	\$5,250	1	\$2,275	\$4,550	1	\$1,225	\$2,450
SPRING	Ballgown	De'jeanne Carvn Bridal	SS25-WDB-103	Forget Me Not	White/Multi	0-16	\$1,500.00	\$3,000.00	10	\$30,000.00	10	\$0	\$0	\$0	4	\$6,450	\$12,900	2	\$2,250	\$4,500	2	\$2,250	\$4,500	1	\$1,950	\$3,900	1	\$1,050	\$2,100
SPRING	Ballgown	De'jeanne Carvn Bridal	SS25-WDB-103	Forget Me Not	White/Multi	18-32	\$1,500.00	\$3,000.00	10	\$30,000.00	10	\$0	\$0	\$0	4	\$6,450	\$12,900	2	\$2,250	\$4,500	2	\$2,250	\$4,500	1	\$1,950	\$3,900	1	\$1,050	\$2,100
SPRING	Mermaid	De'jeanne Carvn Bridal	SS25-WDM-101	Wisteria	Bright White/ Carinaria	0-16	\$925.00	\$1,850.00	10	\$18,500.00	10	\$0	\$0	\$0	4	\$3,978	\$7,955	2	\$1,388	\$2,775	2	\$1,388	\$2,775	1	\$1,203	\$2,405	1	\$648	\$1,295
SPRING	Mermaid	De'jeanne Carvn Bridal	SS25-WDM-101	Wisteria	Bright White/ Carinaria	18-32	\$925.00	\$1,850.00	10	\$18,500.00	10	\$0	\$0	\$0	4	\$3,978	\$7,955	2	\$1,388	\$2,775	2	\$1,388	\$2,775	1	\$1,203	\$2,405	1	\$648	\$1,295
SPRING	Mini	De'jeanne Carvn Bridal	SS25-WDM-101	Tulip	Carinaria	0-16	\$375.00	\$750.00	10	\$7,500.00	10	\$0	\$0	\$0	4	\$1,613	\$3,225	2	\$563	\$1,125	2	\$563	\$1,125	1	\$488	\$975	1	\$263	\$525
SPRING	Mini	De'jeanne Carvn Bridal	SS25-WDM-101	Tulip	Carinaria	18-32	\$375.00	\$750.00	10	\$7,500.00	10	\$0	\$0	\$0	4	\$1,613	\$3,225	2	\$563	\$1,125	2	\$563	\$1,125	1	\$488	\$975	1	\$263	\$525
SPRING	Mini	De'jeanne Carvn Bridal	SS25-WDM-101	Tulip	Afterglow	0-16	\$375.00	\$750.00	10	\$7,500.00	10	\$0	\$0	\$0	4	\$1,613	\$3,225	2	\$563	\$1,125	2	\$563	\$1,125	1	\$488	\$975	1	\$263	\$525
SPRING	Mini	De'jeanne Carvn Bridal	SS25-WDM-101	Tulip	Afterglow	18-32	\$375.00	\$750.00	10	\$7,500.00	10	\$0	\$0	\$0	4	\$1,613	\$3,225	2	\$563	\$1,125	2	\$563	\$1,125	1	\$488	\$975	1	\$263	\$525
SPRING	Mini	De'jeanne Carvn Bridal	SS25-WDM-102	Daisy	White Swan	0-16	\$625.00	\$1,250.00	10	\$12,500.00	10	\$0	\$0	\$0	4	\$2,688	\$5,375	2	\$938	\$1,875	2	\$938	\$1,875	1	\$813	\$1,625	1	\$438	\$875
SPRING	Mini	De'jeanne Carvn Bridal	SS25-WDM-102	Daisy	White Swan	18-32	\$625.00	\$1,250.00	10	\$12,500.00	10	\$0	\$0	\$0	4	\$2,688	\$5,375	2	\$938	\$1,875	2	\$938	\$1,875	1	\$813	\$1,625	1	\$438	\$875
SPRING	Jumpsuit	De'jeanne Carvn Bridal	SS25-WDU-101	Fireweed	Bright White	0-16	\$600.00	\$1,200.00	10	\$12,000.00	10	\$0	\$0	\$0	4	\$2,580	\$5,160	2	\$900	\$1,800	2	\$900	\$1,800	1	\$780	\$1,560	1	\$420	\$840
SPRING	Jumpsuit	De'jeanne Carvn Bridal	SS25-WDU-101	Fireweed	Bright White	18-32	\$600.00	\$1,200.00	10	\$12,000.00	10	\$0	\$0	\$0	4	\$2,580	\$5,160	2	\$900	\$1,800	2	\$900	\$1,800	1	\$780	\$1,560	1	\$420	\$840
SPRING	Jumpsuit	De'jeanne Carvn Bridal	SS25-WDU-101	Fireweed	Carinaria	0-16	\$600.00	\$1,200.00	10	\$12,000.00	10	\$0	\$0	\$0	4	\$2,580	\$5,160	2	\$900	\$1,800	2	\$900	\$1,800	1	\$780	\$1,560	1	\$420	\$840
SPRING	Jumpsuit	De'jeanne Carvn Bridal	SS25-WDU-101	Fireweed	Carinaria	18-32	\$600.00	\$1,200.00	10	\$12,000.00	10	\$0	\$0	\$0	4	\$2,580	\$5,160	2	\$900	\$1,800	2	\$900	\$1,800	1	\$780	\$1,560	1	\$420	\$840
SPRING	Fit and Flare	De'jeanne Carvn Bridal	SS25-WDF-101	Bluebell	Baltic Sea	0-16	\$1,375.00	\$2,750.00	10	\$27,500.00	10	\$0	\$0	\$0	4	\$5,913	\$11,825	2	\$2,063	\$4,125	2	\$2,063	\$4,125	1	\$1,788	\$3,575	1	\$963	\$1,925
SPRING	Fit and Flare	De'jeanne Carvn Bridal	SS25-WDF-101	Bluebell	Baltic Sea	18-32	\$1,375.00	\$2,750.00	10	\$27,500.00	10	\$0	\$0	\$0	4	\$5,913	\$11,825	2	\$2,063	\$4,125	2	\$2,063	\$4,125	1	\$1,788	\$3,575	1	\$963	\$1,925
SPRING	Fit and Flare	De'jeanne Carvn Bridal	SS25-WDF-101	Bluebell	White/Multi	0-16	\$1,375.00	\$2,750.00	10	\$27,500.00	10	\$0	\$0	\$0	4	\$5,913	\$11,825	2	\$2,063	\$4,125	2	\$2,063	\$4,125	1	\$1,788	\$3,575	1	\$963	\$1,925
SPRING	Fit and Flare	De'jeanne Carvn Bridal	SS25-WDF-101	Bluebell	White/Multi	18-32	\$1,375.00	\$2,750.00	10	\$27,500.00	10	\$0	\$0	\$0	4	\$5,913	\$11,825	2	\$2,063	\$4,125	2	\$2,063	\$4,125	1	\$1,788	\$3,575	1	\$963	\$1,925
FALL	A-Line	De'jeanne Carvn Bridal	FW26-WDA-101	Aphrodite	Imperial Purple	0-16	\$1,050.00	\$2,100.00	10	\$21,000.00	10	\$0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0
FALL	A-Line	De'jeanne Carvn Bridal	FW26-WDA-101	Aphrodite	Imperial Purple	18-32	\$1,050.00	\$2,100.00	10	\$21,000.00	10	\$0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0
FALL	A-Line	De'jeanne Carvn Bridal	FW26-WDA-101	Aphrodite	Douglas Fir	0-16	\$1,050.00	\$2,100.00	10	\$21,000.00	10	\$0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0
FALL	A-Line	De'jeanne Carvn Bridal	FW26-WDA-101	Aphrodite	Douglas Fir	18-32	\$1,050.00	\$2,100.00	10	\$21,000.00	10	\$0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0
FALL	A-Line	De'jeanne Carvn Bridal	FW26-WDA-102	Iris	Mineral Red	0-16	\$1,625.00	\$3,250.00	10	\$32,500.00	10	\$0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0
FALL	A-Line	De'jeanne Carvn Bridal	FW26-WDA-102	Iris	Mineral Red	18-32	\$1,625.00	\$3,250.00	10	\$32,500.00	10	\$0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0
FALL	A-Line	De'jeanne Carvn Bridal	FW26-WDA-103	Persephone	Bright White	0-16	\$750.00	\$1,500.00	10	\$15,000.00	10	\$0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0
FALL	A-Line	De'jeanne Carvn Bridal	FW26-WDA-103	Persephone	Bright White	18-32	\$750.00	\$1,500.00	10	\$15,000.00	10	\$0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0
FALL	A-Line	De'jeanne Carvn Bridal	FW26-WDA-103	Persephone	Mineral Red	0-16	\$750.00	\$1,500.00	10	\$15,000.00	10	\$0	\$0	\$0															

3.00% 2.00% 15.00% 15.00% 13.00% 10.00% 15.00% 20.00% 100%
 15.00% 20.00% 7.00% 3.00% 2.00% 0%

		Aug				Oct				Nov				Total												
Jun Units	Jun COGS	Jun Retail	Jul Units	Jul COGS	Jul Retail	Aug Units	Aug COGS	Aug Retail	Sep Units	Sep COGS	Sep Retail	Oct Units	Oct COGS	Oct Retail	Nov Units	Nov COGS	Nov Retail	Dec Units	Dec COGS	Dec Retail	Jan Units	Jan COGS	Jan Retail	Units	Total COGS	Total Retail
0	\$323	\$645	0	\$215	\$430	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,075	\$2,150	2	\$1,613	\$3,225	2	\$2,150	\$4,300	10	\$10,750	\$21,500
0	\$323	\$645	0	\$215	\$430	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,075	\$2,150	2	\$1,613	\$3,225	2	\$2,150	\$4,300	10	\$10,750	\$21,500
0	\$323	\$645	0	\$215	\$430	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,075	\$2,150	2	\$1,613	\$3,225	2	\$2,150	\$4,300	10	\$10,750	\$21,500
0	\$413	\$825	0	\$275	\$550	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,375	\$2,750	2	\$2,063	\$4,125	2	\$2,750	\$5,500	10	\$13,750	\$27,500
0	\$413	\$825	0	\$275	\$550	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,375	\$2,750	2	\$2,063	\$4,125	2	\$2,750	\$5,500	10	\$13,750	\$27,500
0	\$413	\$825	0	\$275	\$550	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,375	\$2,750	2	\$2,063	\$4,125	2	\$2,750	\$5,500	10	\$13,750	\$27,500
0	\$300	\$600	0	\$200	\$400	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,000	\$2,000	2	\$1,500	\$3,000	2	\$2,000	\$4,000	10	\$10,000	\$20,000
0	\$300	\$600	0	\$200	\$400	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,000	\$2,000	2	\$1,500	\$3,000	2	\$2,000	\$4,000	10	\$10,000	\$20,000
0	\$300	\$600	0	\$200	\$400	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,000	\$2,000	2	\$1,500	\$3,000	2	\$2,000	\$4,000	10	\$10,000	\$20,000
0	\$525	\$1,050	0	\$350	\$700	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,750	\$3,500	2	\$2,625	\$5,250	2	\$3,500	\$7,000	10	\$17,500	\$35,000
0	\$525	\$1,050	0	\$350	\$700	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,750	\$3,500	2	\$2,625	\$5,250	2	\$3,500	\$7,000	10	\$17,500	\$35,000
0	\$450	\$900	0	\$300	\$600	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,500	\$3,000	2	\$2,250	\$4,500	2	\$3,000	\$6,000	10	\$15,000	\$30,000
0	\$450	\$900	0	\$300	\$600	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,500	\$3,000	2	\$2,250	\$4,500	2	\$3,000	\$6,000	10	\$15,000	\$30,000
0	\$278	\$555	0	\$185	\$370	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$925	\$1,850	2	\$1,388	\$2,775	2	\$1,850	\$3,700	10	\$9,250	\$18,500
0	\$278	\$555	0	\$185	\$370	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$925	\$1,850	2	\$1,388	\$2,775	2	\$1,850	\$3,700	10	\$9,250	\$18,500
0	\$113	\$225	0	\$75	\$150	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$375	\$750	2	\$563	\$1,125	2	\$750	\$1,500	10	\$3,750	\$7,500
0	\$113	\$225	0	\$75	\$150	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$375	\$750	2	\$563	\$1,125	2	\$750	\$1,500	10	\$3,750	\$7,500
0	\$188	\$375	0	\$125	\$250	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$625	\$1,250	2	\$938	\$1,875	2	\$1,250	\$2,500	10	\$6,250	\$12,500
0	\$188	\$375	0	\$125	\$250	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$625	\$1,250	2	\$938	\$1,875	2	\$1,250	\$2,500	10	\$6,250	\$12,500
0	\$180	\$360	0	\$120	\$240	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$600	\$1,200	2	\$900	\$1,800	2	\$1,200	\$2,400	10	\$6,000	\$12,000
0	\$180	\$360	0	\$120	\$240	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$600	\$1,200	2	\$900	\$1,800	2	\$1,200	\$2,400	10	\$6,000	\$12,000
0	\$180	\$360	0	\$120	\$240	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$600	\$1,200	2	\$900	\$1,800	2	\$1,200	\$2,400	10	\$6,000	\$12,000
0	\$413	\$825	0	\$275	\$550	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,375	\$2,750	2	\$2,063	\$4,125	2	\$2,750	\$5,500	10	\$13,750	\$27,500
0	\$413	\$825	0	\$275	\$550	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	1	\$1,375	\$2,750	2	\$2,063	\$4,125	2	\$2,750	\$5,500	10	\$13,750	\$27,500
2	\$1,575	\$3,150	2	\$2,100	\$4,200	2	\$1,575	\$3,150	2	\$1,575	\$3,150	1	\$1,365	\$2,730	1	\$735	\$1,470	0	\$315	\$630	0	\$210	\$420	10	\$10,500	\$21,000
2	\$1,575	\$3,150	2	\$2,100	\$4,200	2	\$1,575	\$3,150	2	\$1,575	\$3,150	1	\$1,365	\$2,730	1	\$735	\$1,470	0	\$315	\$630	0	\$210	\$420	10	\$10,500	\$21,000
2	\$1,575	\$3,150	2	\$2,100	\$4,200	2	\$1,575	\$3,150	2	\$1,575	\$3,150	1	\$1,365	\$2,730	1	\$735	\$1,470	0	\$315	\$630	0	\$210	\$420	10	\$10,500	\$21,000
2	\$2,438	\$4,875	2	\$3,250	\$6,500	2	\$2,438	\$4,875	2	\$2,438	\$4,875	1	\$2,113	\$4,225	1	\$1,138	\$2,275	0	\$488	\$975	0	\$325	\$650	10	\$18,250	\$36,500
2	\$2,438	\$4,875	2	\$3,250	\$6,500	2	\$2,438	\$4,875	2	\$2,438	\$4,875	1	\$2,113	\$4,225	1	\$1,138	\$2,275	0	\$488	\$975	0	\$325	\$650	10	\$18,250	\$36,500
2	\$1,125	\$2,250	2	\$1,500	\$3,000	2	\$1,125	\$2,250	2	\$1,125	\$2,250	1	\$975	\$1,950	1	\$525	\$1,050	0	\$225	\$450	0	\$150	\$300	10	\$7,500	\$15,000
2	\$1,125	\$2,250	2	\$1,500	\$3,000	2	\$1,125	\$2,250	2	\$1,125	\$2,250	1	\$975	\$1,950	1	\$525	\$1,050	0	\$225	\$450	0	\$150	\$300	10	\$7,500	\$15,000
2	\$2,625	\$5,250	2	\$3,500	\$7,000	2	\$2,625	\$5,250	2	\$2,625	\$5,250	1	\$2,275	\$4,550	1	\$1,225	\$2,450	0	\$525	\$1,050	0	\$350	\$700	10	\$17,500	\$35,000
2	\$2,625	\$5,250	2	\$3,500	\$7,000	2	\$2,625	\$5,250	2	\$2,625	\$5,250	1	\$2,275	\$4,550	1	\$1,225	\$2,450	0	\$525	\$1,050	0	\$350	\$700	10	\$17,500	\$35,000
2	\$2,625	\$5,250	2	\$3,500	\$7,000	2	\$2,625	\$5,250	2	\$2,625	\$5,250	1	\$2,275	\$4,550	1	\$1,225	\$2,450	0	\$525	\$1,050	0	\$350	\$700	10	\$17,500	\$35,000
2	\$1,313	\$2,625	2	\$1,750	\$3,500	2	\$1,313	\$2,625	2	\$1,313	\$2,625	1	\$1,138	\$2,275	1	\$613	\$1,225	0	\$263	\$525	0	\$175	\$350	10	\$8,750	\$17,500
2	\$1,313	\$2,625	2	\$1,750	\$3,500	2	\$1,313	\$2,625	2	\$1,313	\$2,625	1	\$1,138	\$2,275	1	\$613	\$1,225	0	\$263	\$525	0	\$175	\$350	10	\$8,750	\$17,500
2	\$1,313	\$2,625	2	\$1,750	\$3,500	2	\$1,313	\$2,625	2	\$1,313	\$2,625	1	\$1,138	\$2,275	1	\$613	\$1,225	0	\$263	\$525	0	\$175	\$350	10	\$8,750	\$17,500
2	\$825	\$1,650	2	\$1,100	\$2,200	2	\$825	\$1,650	2	\$825	\$1,650	1	\$715	\$1,430	1	\$385	\$770	0	\$165	\$330	0	\$110	\$220	10	\$5,500	\$11,000
2	\$825	\$1,650	2	\$1,100	\$2,200	2	\$825	\$1,650	2	\$825	\$1,650	1	\$715	\$1,430	1	\$385	\$770	0	\$165	\$330	0	\$110	\$220	10	\$5,500	\$11,000
2	\$825	\$1,650	2	\$1,100	\$2,200	2	\$825	\$1,650	2	\$825	\$1,650	1	\$715	\$1,430	1	\$385	\$770	0	\$165	\$330	0	\$110	\$220	10	\$5,500	\$11,000
2	\$938	\$1,875	2	\$1,250	\$2,500	2	\$938	\$1,875	2	\$938	\$1,875	1	\$813	\$1,625	1	\$438	\$875	0	\$188	\$375	0	\$125	\$250	10	\$6,250	\$12,500
2	\$938	\$1,875	2	\$1,250	\$2,500	2	\$938	\$1,875	2	\$938	\$1,875	1	\$813	\$1,625	1	\$438	\$875	0	\$188	\$375	0	\$125	\$250	10	\$6,250	\$12,500
2	\$2,625	\$5,250	2	\$3,500	\$7,000	2	\$2,625	\$5,250	2	\$2,625	\$5,250	1	\$2,275	\$4,550	1	\$1,225	\$2,450	0	\$525	\$1,050	0	\$350	\$700	10	\$17,500	\$35,000
2	\$2,625	\$5,250	2	\$3,500	\$7,000	2	\$2,625	\$5,250	2	\$2,625	\$5,250	1	\$2,275	\$4,550	1	\$1,225	\$2,450	0	\$525	\$1,050	0	\$350	\$700	10	\$17,500	\$35,000
2	\$2,625	\$5,250	2	\$3,500	\$7,000	2	\$2,625	\$5,250	2	\$2,625	\$5,250	1	\$2,275	\$4,550	1	\$1,225	\$2,450	0	\$525	\$1,050	0	\$350	\$700	10	\$17,500	\$35,000
2	\$938	\$1,875	2	\$1,250	\$2,500	2	\$938	\$1,875	2	\$938	\$1,875	1	\$813	\$1,625	1	\$438	\$875	0	\$188	\$375	0	\$125	\$250	10	\$6,250	\$12,500
2	\$938	\$1,875	2	\$1,250	\$2,500	2	\$938	\$1,875	2	\$938	\$1,875	1	\$813	\$1,625	1	\$438	\$875	0	\$188	\$375	0	\$125	\$250	10	\$6,250	\$12,500
2	\$825	\$1,650	2	\$1,100	\$2,200	2	\$825	\$1,650	2	\$825	\$1,650	1	\$715	\$1,430	1	\$385	\$770	0	\$165	\$330	0	\$110	\$220	10	\$5,500	\$11,000
2	\$825	\$1,650	2	\$1,100	\$2,200	2	\$825	\$1,650	2	\$825	\$1,650	1	\$715	\$1,430	1	\$385	\$770	0	\$165	\$330	0	\$110	\$220	10	\$5,500	\$11,000
2	\$825	\$1,650	2	\$1,100	\$2,200	2	\$825	\$1,650	2	\$825	\$1,650	1	\$715	\$1,430	1	\$385	\$770	0	\$165	\$330	0	\$110	\$220	10	\$5,500	\$11,000
64	\$63,990	\$127,980	78	\$78,760	\$157,520	54	\$54,150	\$108,300	54	\$54,150	\$108,300	47	\$46,390	\$93,860	57	\$58,070	\$116,140	59	\$60,030	\$120,060	71	\$72,820	\$145,640	680	\$689,000	\$1,378,000

\$317,539 \$308,793 \$330,401 \$318,095 \$305,287 \$324,635 \$313,129 \$333,040 \$337,989 \$3,795,158
 8.37% 8.14% 8.71% 8.38% 8.04% 8.55% 8.25% 8.78% 8.91% 100%

APPENDIX 2

Financial Spreadsheet - Cash Flow Forecast

	Jan - Yr 0	Feb - Yr 1	Mar - Yr 1	Apr - Yr 1	May - Yr 1	Jun - Yr 1	Jul - Yr 1	Aug - Yr 1	Sep - Yr 1	Oct - Yr 1	Nov - Yr 1	Dec - Yr 1	Jan - Yr 1	Yr 1
Startup Loan/Personal \$\$	\$369,966													
Less: Start-up Capital Expenditures	\$41,460													
Equals: Available Start-up \$\$	\$328,506													
Profit or <Loss> (GM\$-Expenses)		\$11,362	\$10,592	\$3,993	\$5,345	-\$3,150	\$16,615	\$13,964	\$15,194	\$9,261	-\$1,151	-\$20,088	\$12,386	\$74,324
Less: Monthly Incr. of Inv (at Cost)	\$141,040	\$9,860	\$14,790	\$36,120	-\$4,910	-\$9,840	-\$31,830	\$3,920	\$5,880	\$25,890	-\$7,886	-\$9,846	-\$29,327	\$143,861
Less: Shrink and MDs (cost)		\$738	\$738	\$640	\$3,839	\$20,157	\$16,933	\$812	\$812	\$704	\$3,775	\$18,909	\$15,656	\$83,714
Plus: Depreciation Expense		\$666	\$666	\$666	\$666	\$666	\$666	\$666	\$666	\$666	\$666	\$666	\$666	\$7,992
Less: Principal Payments		\$1,850	\$1,850	\$1,850	\$1,850	\$1,850	\$1,850	\$1,850	\$1,850	\$1,850	\$1,850	\$1,850	\$1,850	\$22,198
Equals: Monthly Working Cash	-\$141,040	-\$420	-\$6,119	-\$33,950	\$5,233	-\$14,651	\$30,328	\$8,048	\$7,318	-\$18,517	\$1,777	-\$30,335	\$24,873	-\$167,456
Equals: Monthly Net Cash	\$187,466	-\$420	-\$6,119	-\$33,950	\$5,233	-\$14,651	\$30,328	\$8,048	\$7,318	-\$18,517	\$1,777	-\$30,335	\$24,873	
Cumulative Net Cash	\$187,466	\$187,046	\$180,926	\$146,976	\$152,209	\$137,558	\$167,885	\$175,933	\$183,252	\$164,735	\$166,512	\$136,177	\$161,050	

APPENDIX 2

Financial Spreadsheet - Profit and Loss

	Feb-Yr1	Mar-Yr1	Apr-Yr1	May-Yr1	Jun-Yr1	Jul-Yr1	Aug-Yr1	Sep-Yr1	Oct-Yr1	Nov-Yr1	Dec-Yr1	Jan-Yr1	Yr1 Total	%/Slis
Net Sales	\$98,400	\$98,400	\$85,280	\$118,120	\$127,980	\$157,520	\$108,300	\$108,300	\$93,860	\$116,140	\$120,060	\$145,640	\$1,378,000	100.0%
COGS	\$49,200	\$49,200	\$42,640	\$62,013	\$83,187	\$94,512	\$54,150	\$54,150	\$46,930	\$60,974	\$78,039	\$87,384	\$762,379	55.3%
Duty/Freight \$	\$98	\$98	\$85	\$124	\$166	\$189	\$108	\$108	\$94	\$122	\$156	\$175	\$1,525	0.1%
Merchandise GM\$	\$49,102	\$49,102	\$42,555	\$55,983	\$44,627	\$62,819	\$54,042	\$54,042	\$46,836	\$55,045	\$41,865	\$58,081	\$614,097	44.6%
Research & Development	\$200	\$200	\$200	\$700	\$3,700	\$200	\$200	\$200	\$200	\$700	\$3,700	\$200	\$10,400	0.8%
Merch. GM w/ R&D	\$48,902	\$48,902	\$42,355	\$55,283	\$40,927	\$62,619	\$53,842	\$53,842	\$46,636	\$54,345	\$38,165	\$57,881	\$603,697	43.8%
Wages	\$24,627	\$24,627	\$24,627	\$24,627	\$24,627	\$24,627	\$24,627	\$24,627	\$24,627	\$24,627	\$24,627	\$24,627	\$295,524	21.4%
Annual Bonus	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$14,536	\$0	\$14,536	1.1%
Rent	\$2,167	\$2,167	\$2,167	\$2,167	\$2,167	\$2,167	\$2,167	\$2,167	\$2,167	\$2,167	\$2,167	\$2,167	\$26,000	1.9%
Marketing Expense	\$4,410	\$5,185	\$5,185	\$15,585	\$9,860	\$10,635	\$4,410	\$5,185	\$4,410	\$21,750	\$9,830	\$10,605	\$107,050	7.8%
Travel expense	\$0	\$0	\$500	\$500	\$0	\$0	\$2,000	\$500	\$0	\$0	\$0	\$0	\$3,000	0.2%
Health Insurance	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000	0.4%
Insurance	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$1,466	0.1%
Accounting/Books	\$150	\$150	\$200	\$150	\$150	\$200	\$150	\$150	\$200	\$150	\$150	\$200	\$2,000	0.1%
Banking	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$180	0.0%
Interest Expense	\$333	\$327	\$322	\$316	\$311	\$305	\$300	\$294	\$289	\$283	\$277	\$272	\$3,629	0.3%
Depreciation	\$666	\$666	\$666	\$666	\$666	\$666	\$666	\$666	\$666	\$666	\$666	\$666	\$7,992	0.6%
Utilities & Security	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$4,320	0.3%
Internet & Telephone	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000	0.2%
Supplies	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800	0.1%
Misc. Repairs et al	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200	0.1%
Credit Card Transaction Fee	\$2,952	\$2,952	\$2,558	\$3,544	\$3,839	\$4,726	\$3,249	\$3,249	\$2,816	\$3,484	\$3,602	\$4,369	\$41,340	3.0%
Shrinkage	\$738	\$738	\$640	\$886	\$960	\$1,181	\$812	\$812	\$704	\$871	\$900	\$1,092	\$10,335	0.8%
Total Expense	\$37,540	\$38,309	\$38,362	\$49,938	\$44,077	\$46,004	\$39,878	\$38,647	\$37,375	\$55,495	\$58,253	\$45,495	\$529,372	38.4%
Profit/Loss	\$11,362	\$10,592	\$3,993	\$5,345	-\$3,150	\$16,615	\$13,964	\$15,194	\$9,261	-\$1,151	-\$20,088	\$12,386	\$74,324	5.4%
Credit Card Trans Fee rate	3%													
Fixed Expenses	\$28,942	\$28,942	\$28,992	\$28,942	\$28,942	\$28,992	\$28,942	\$28,942	\$28,992	\$28,942	\$28,942	\$28,992	\$347,502	25.2%
Variable Expenses	\$7,860	\$8,629	\$8,730	\$20,110	\$14,175	\$15,831	\$10,124	\$8,893	\$7,679	\$25,682	\$28,410	\$15,411	\$171,535	12.4%
Total Variable exp + COG \$	\$57,060	\$57,829	\$51,370	\$82,123	\$97,362	\$110,343	\$64,274	\$63,043	\$54,609	\$86,656	\$106,449	\$102,795	\$933,914	67.8%
Contribution Margin \$	\$41,340	\$40,571	\$33,910	\$35,997	\$30,618	\$47,177	\$44,026	\$45,257	\$39,251	\$29,484	\$13,611	\$42,845	\$444,086	
Contribution Margin %	42.01%	41.23%	39.76%	30.48%	23.92%	29.95%	40.65%	41.79%	41.82%	25.39%	11.34%	29.42%	32.23%	
BreakEven\$ Volume	\$68,889	\$70,195.62	\$72,911.94	\$94,969.10	\$120,974.51	\$96,800.93	\$71,193.79	\$69,258.01	\$69,328.17	\$114,003.32	\$255,295.53	\$98,550.21	\$1,078,299.52	
BreakEven Sales per day	\$3,674.32	\$2,339.85	\$2,430.40	\$3,165.64	\$4,032.48	\$3,226.70	\$2,373.13	\$2,308.60	\$2,310.94	\$3,800.11	\$8,509.85	\$3,285.01	\$41,457.02	
BreakEven Sales per hour	\$367.43	\$233.99	\$243.04	\$316.56	\$403.25	\$322.67	\$237.31	\$230.86	\$231.09	\$380.01	\$850.99	\$328.50	\$4,145.70	

APPENDIX 2

Financial Spreadsheet - Marketing Calendar Detail

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Total
Grand Opening	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,000	\$0	\$0	\$ 6,000.00
New Collection Releases	\$0	\$0	\$0	\$1,500	\$0	\$0	\$0	\$0	\$0	\$1,500	\$0	\$0	\$ 3,000
Brides Against Breast Cancer	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$ 3,000
Bridal Expos	\$0	\$775	\$775	\$775	\$0	\$775	\$0	\$775	\$0	\$0	\$0	\$775	\$ 4,650
Trunk Shows & Special Events	\$0	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0	\$3,000	\$0	\$0	\$ 6,000
Paid Social Media	\$1,000	\$1,000	\$1,000	\$3,000	\$3,000	\$3,000	\$1,000	\$1,000	\$1,000	\$3,000	\$3,000	\$3,000	\$ 24,000
Paid Search Engine Marketing	\$1,000	\$1,000	\$1,000	\$3,000	\$3,000	\$3,000	\$1,000	\$1,000	\$1,000	\$3,000	\$3,000	\$3,000	\$ 24,000
Email Marketing	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$0	\$0	\$0	\$ 270
Website	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$500	\$30	\$30	\$ 830
Display Ads	\$1,000	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$1,000	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$ 18,000
Direct Mail	\$100	\$100	\$100	\$500	\$50	\$50	\$100	\$100	\$100	\$500	\$50	\$50	\$ 1,800
Sidewalk Sign	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$500	\$0	\$0	\$ 500
Influencers & PR	\$1,000	\$1,000	\$1,000	\$1,500	\$1,500	\$1,500	\$1,000	\$1,000	\$1,000	\$1,500	\$1,500	\$1,500	\$ 15,000
Total	\$ 4,410	\$ 5,185	\$ 5,185	\$ 15,585	\$ 9,860	\$ 10,635	\$ 4,410	\$ 5,185	\$ 4,410	\$ 21,750	\$ 9,830	\$ 10,605	\$ 107,050

APPENDIX 3

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APPENDIX 3

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