



RE - FIRM
RE-USING // RE-THINKING

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WHAT WE STAND FOR

Re-firm is a fully sustainable brand that uses organic fabrics. Every piece is unique, is dyed with natural processes, and we ONLY use environmental friendly fabrics. We are 100% transparent and sustainable because that is what our society and planet needs right now.

When we say transparent, we mean fully transparent in how we do things, the processes, sourcing, our teams and measures. Everyone can have access, as the consumers can find everything on our website and publicly-accessible policies.

Our main concerns are the mass production and wastage in landfills, that is why we underproduce in basics pieces and only produce by demand in statement/fashionable items, not letting it compromise much with lead times.

At Re-firm, we believe in change and are making it happen now, instead of in 2050 like most companies aim to do.

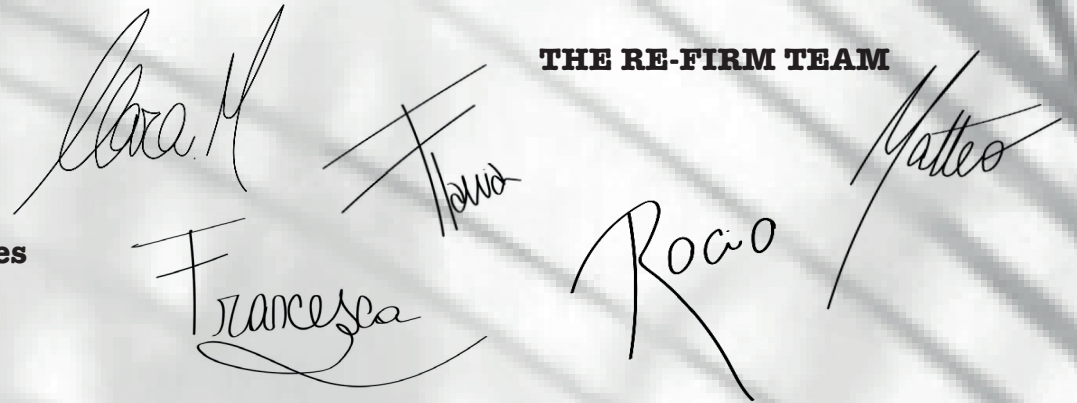
In our collections, we believe in creating wardrobe must-haves

that use high-quality materials and techniques. With this, we make these garments that last longer than our competitors. Quality consumerism over quantity.

We respect and adapt slightly to trends but do not fully follow them so that our pieces can be as timeless as possible.

Colours that you can wear all year long, like black, beige, and white, will always be in our stock, while fashionable colours and styles will have a limited time and stock within Re-Firm. Producing by order is one of our most remarkable processes and helps us avoid environmental waste. This made to order process will be implemented in our second collection , once we trial the success of the first capsule collection.

THE RE-FIRM TEAM



Clara M.
Francesca
Rocio
Matteo

OUR MISSION

MADE IN EUROPE

We intend to produce and manufacture in Europe to cut down and avoid long lead times owing to manufacturing in countries where labour costs are cheaper.

QUALITY CONTROL

We will increase the number of staff working in our quality control team to ensure the efficiency of our production processes, which will, in return, reduce the waste of excess fabrics.

NO OVER PRODUCTION

We will ensure that we preserve the number of orders in our pipeline to a minimum. However, should we find a product demand increase, we will plan on moving to a bespoke and made-to-order operation which would require longer lead times to keep our footprint as low as possible.

TIMELESS COLLECTION

For our 'Capsule Collection', we will use current market and social trends that reflect our consumer profile to maintain their loyalty and satisfaction to the highest standards.

Garments will always be kept in silhouettes and colours in neutral and calm tones per our brand image and consumer's taste.

FABRICS

Our suppliers are located in Europe (Spain, Italy, and Portugal), and our fabrics will be 100% eco-friendly and responsibly sourced.



Price

zero waste daniel

RE/DONE

 PANGAIA

1

RE - FIRM

Style

Lonely Kids Club

URBAN OUTFITTERS

COMMUNITY CARES

WHAT MAKES US DIFFERENT

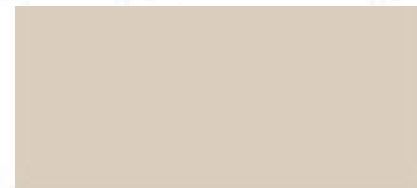
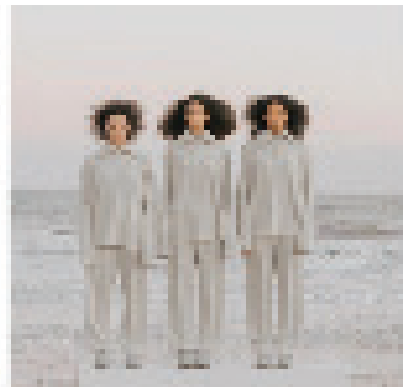
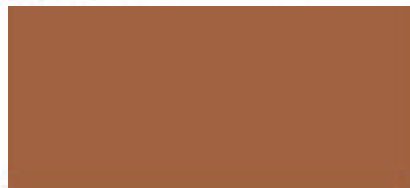
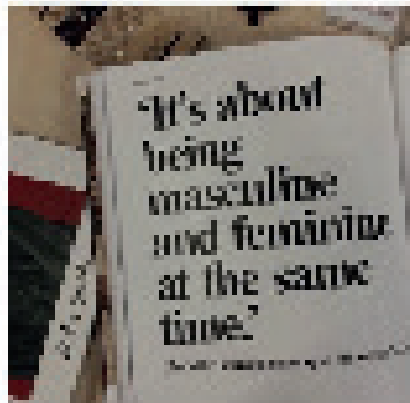
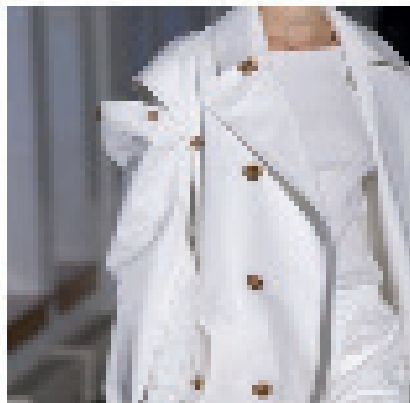
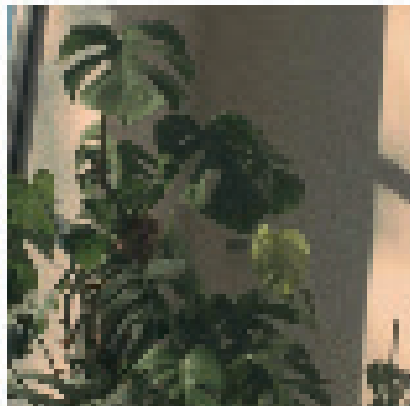
After all the research and the Matrix study on the left, we can now say that we are different from all of these above companies because we believe in full (not partially) sustainable and organic production taking environmental issues very seriously and actually acting accordingly.

We mitigate our footprint to have a zero impact on the planet, avoiding the increase of clothing wastage in landfills.

We stand out from our competitors with pride, by having timeless collections with must-have pieces indispensable for an everyday style.

One of our strengths is our precise quality control, which make sure garments are made at the highest standard.

BRAND MOOD BOARD



COSTUMER PROFILE

Age: 23 years old

She is vegetarian and loves to cook for her friends

Enjoys shopping in vintage shops instead of contributing to fast fashion.

Sundays are for brunch with her little sister Molly and family

She is proud of her plants in her small flat in London

Respects nature and her favourite hobby is hiking outdoors

“I am fighting to have a sustainable fashion because there is no planet B. And I hope for a better future for my little sister Molly.”



scan me!

- . Innovative culture and sustainable fabrics
- . Be mindful of the lifecycle of a garment
- . Under production and made by order, so 0 waste
- . Online programs to create samples
- . Lower cost because everything is online

STRENGTHS ○



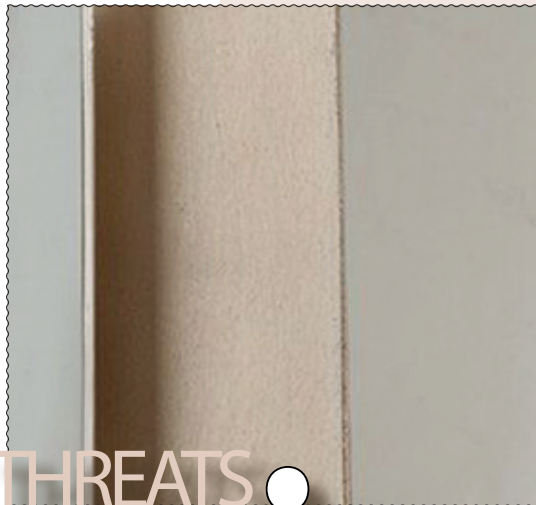
WEAKNESSES ○



- . Longer production and lead times compared to fast fashion.
- . No physical stores
- . Full stock availability at any time.

- . Fast fashion brands with lower prices
- . Other sustainable brands/competitors

THREATS ○



OPPORTUNITIES ○



- . International expansion
- . Open pop-up stores
- . Collaborate with other sustainable brands
- . Marketing campaigns
- . Find more suppliers for textiles
- . Bigger collection

PRICE

- Affordable price-points ranging from £50 - £200.
- In line and competition with other sustainable brands and fast fashion.
- Competitive prices for the the high quality fabrics used.
- A fair cost of production due to made-to-order process and underproducing.

- 100% sustainable products
- Full organic materials
- Adapts to trends
- Sizes XS-XL

PRODUCT

PEOPLE

- Trendy Gender Z and Millennials.
- People who follow trends, minimalists and into sustainability

PLACE

- Online shop

PROMOTION

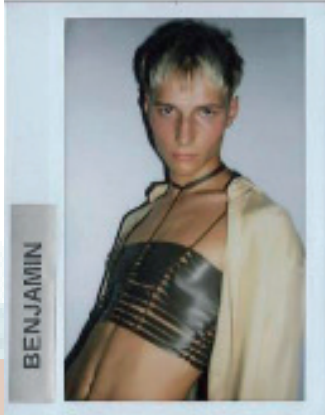
- Online promotion through social media and other platforms.
- Social media campaigns

-Re-Firm is a 100% zero-waste brand. Our garments are produced using natural fabrics, including design room waste and dead-stock garments.

-Every collection piece prevents around 11b of textile waste from entering landfills.

-All design room scraps and dead-stock garments are sourced locally from factories, non-profit companies and donations.

PROCESS



COLOURS.



Coloro & WGSN have released the 5 key colors for SS 2023, and declared Digital Lavender as the Color of the Year for 2023. The other four colors for the spring-summer palette are Sundial, Luscious Red, Tranquil Blue & Verdigris.

“Our S/S 23 key colors have been chosen for a world that will be waking up and adjusting after a long period of restriction and uncertainty. As consumers find their feet, these colors will connect to feelings of optimism, hope, stability and balance. Healing habits will become part of everyday life as consumers face new challenges, and recuperation rituals will place a new focus on colors that feel restorative and supportive of physical and mental health.”

Official Statement by Coloro:

2023 will have major focus on Recovery.

Recovering our physical & mental Health, battered by this pandemic via organic farming and natural healing.

Recovering our Economy, creating impactful businesses that drive sustainability and create a low-impact, circular economy. The Coloro WGSN color story taps into our revived interaction with nature in all it's glory, while also acknowledging the unprecedented digital growth, spurred by Work-from-home. As people continue to find newer ways to express themselves in virtual worlds and anonymity, stimulating colors will drive the positive message forward.

DIGITAL
LAVANDER

SUNDIAL

LUSCIOUS
RED

TRANQUIL
BLUE

VERDIGRIS



Tranquil Blue



Sundial

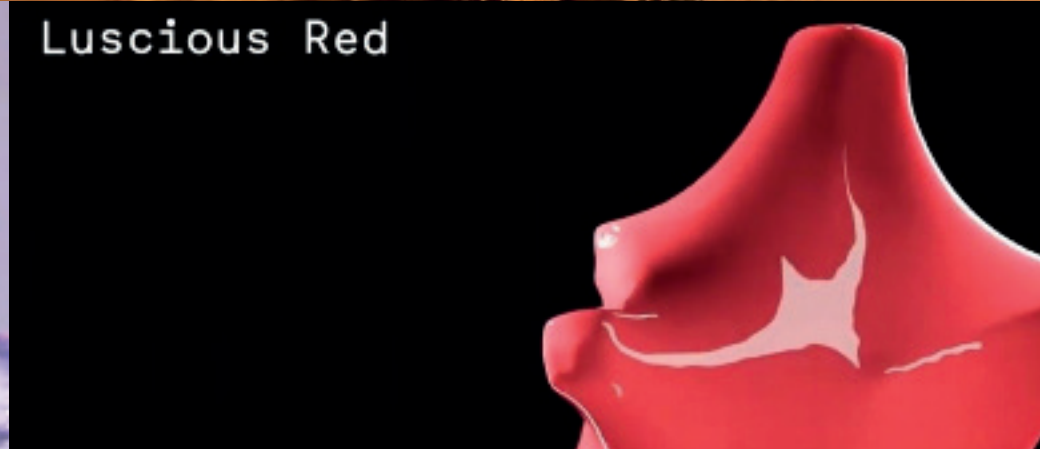


Coloro: 028-59-26

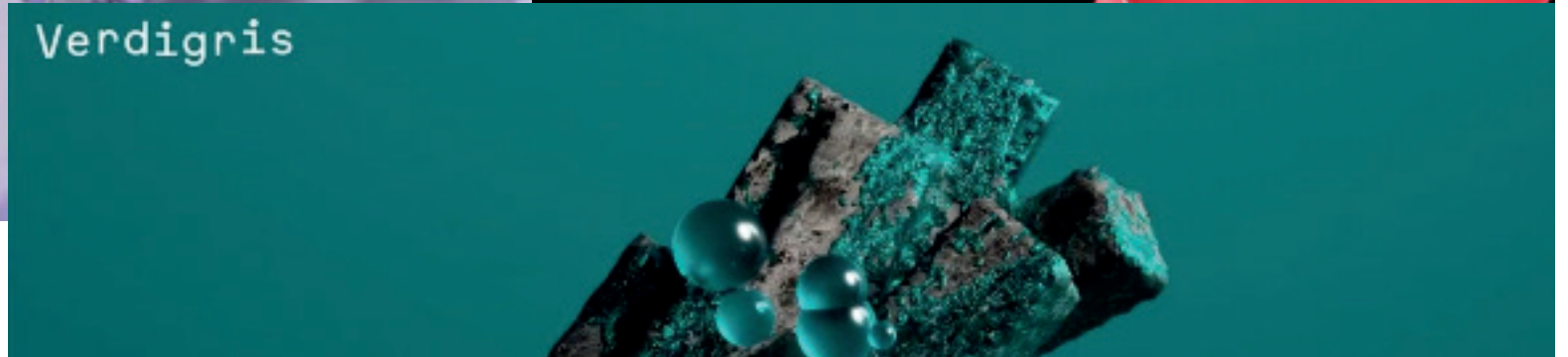
Digital Lavender



Luscious Red



Verdigris



SEASON TRANSITION:

Spring-Summer 2023 sees a massive movement in color from the 2022 palettes. The Color of the Year 2022, Orchid Flower passes on the baton to Digital Lavender, which shows the continuation of purple as a prime influencer.

The Yellow story gets more grounded & earthy, moving from vibrant Mango tones to Sundial. We predict the AW 23/24 palette to feature a warmer, deeper yellow going towards more earth tones/browns. The Blue story continues to be popular, but grows lighter & brighter as we seek better times. The deepness of the Atlantic Ocean & Lazuli is fading out, as we transition to tranquil, clearer waters.

Declared as the Color of the Year, Digital Lavender is a sensorial and positive color choice for 2023. With a nod to the growing influence of virtual world, this shade strikes the right balance between holistic healing and progressing forward - something the world will definitely strive for.

This effervescent hue will also appear in the Autumn-Winter palette for 2023/24, as is the norm for the Color of the Year title, so you can expect to see lots of Lavender influences across seasons.

The Green story, on the other hand, is losing its yellow tinges and becoming more powerful and dominant as a pure green hue. The inspiration for Green continues to come from natural sources, but moving towards turquoise & cold greens.

The big color making a comeback is Luscious Red, which has already been gaining immense popularity in Fashion & Home. The showstopper color in the SS 2023 palette, Red is definitely here to stay, and we will definitely be expecting a deeper hue in the AW 23/24 key colors.

INSPIRATION BEHIND THE COLLECTION:

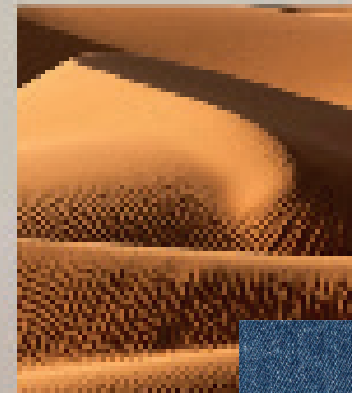
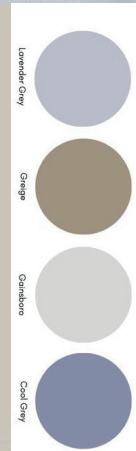
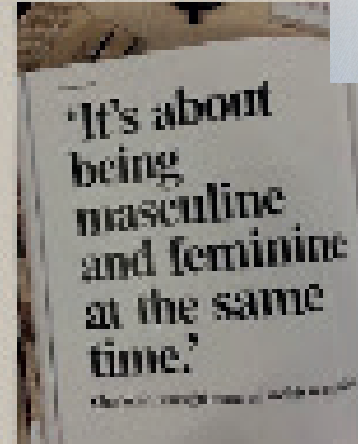
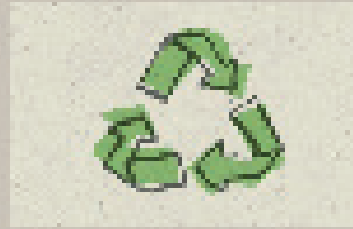
As a new upcoming brand, it is vital to bring new values and messages to society.

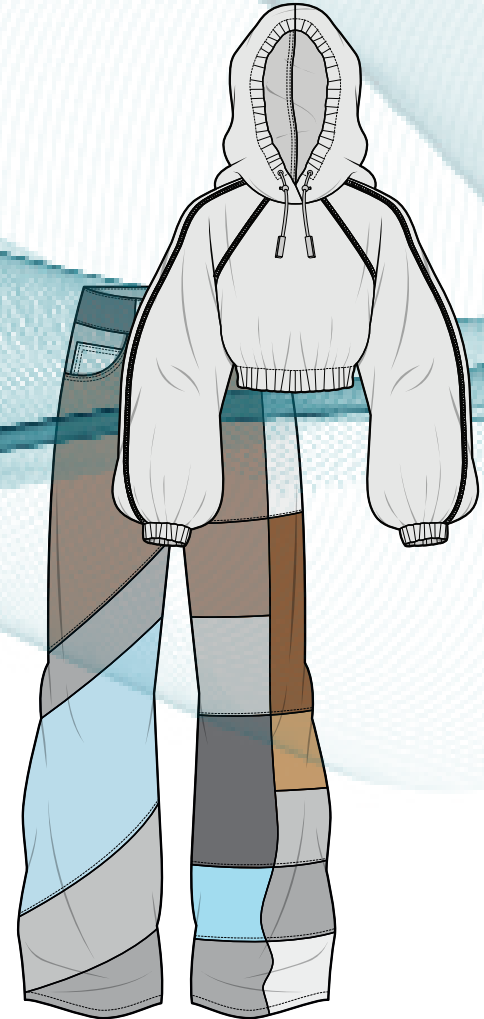
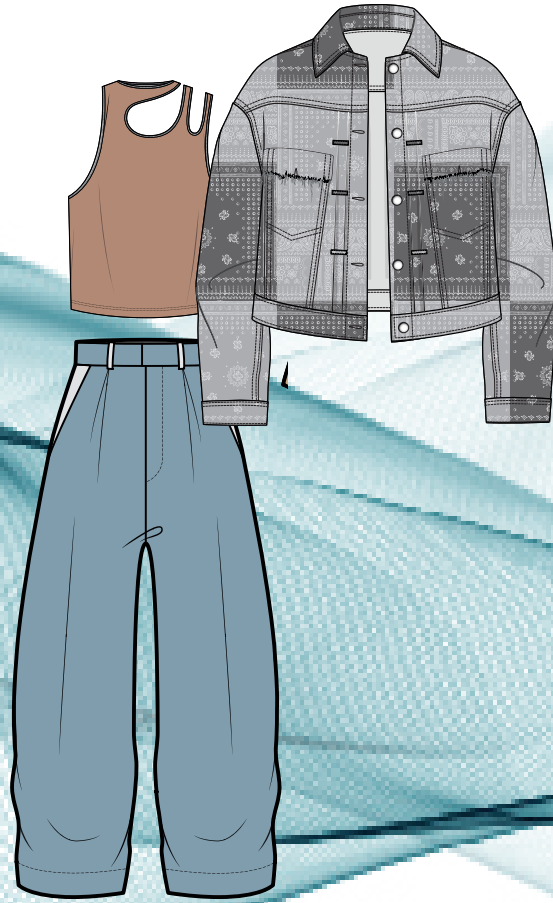
Inspired by the new generations and the sustainability issues, this collection features clean and soft silhouettes genderless and for everybody with a timeless approach.

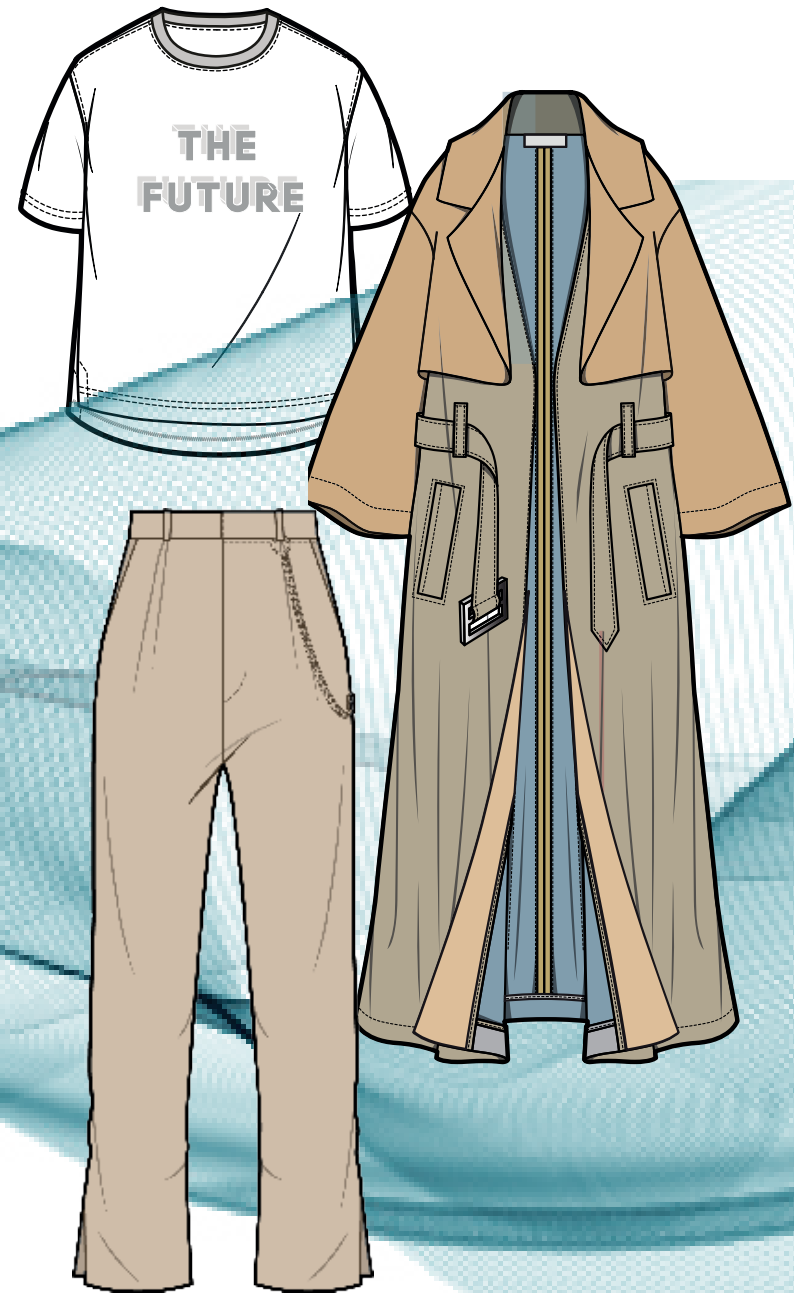
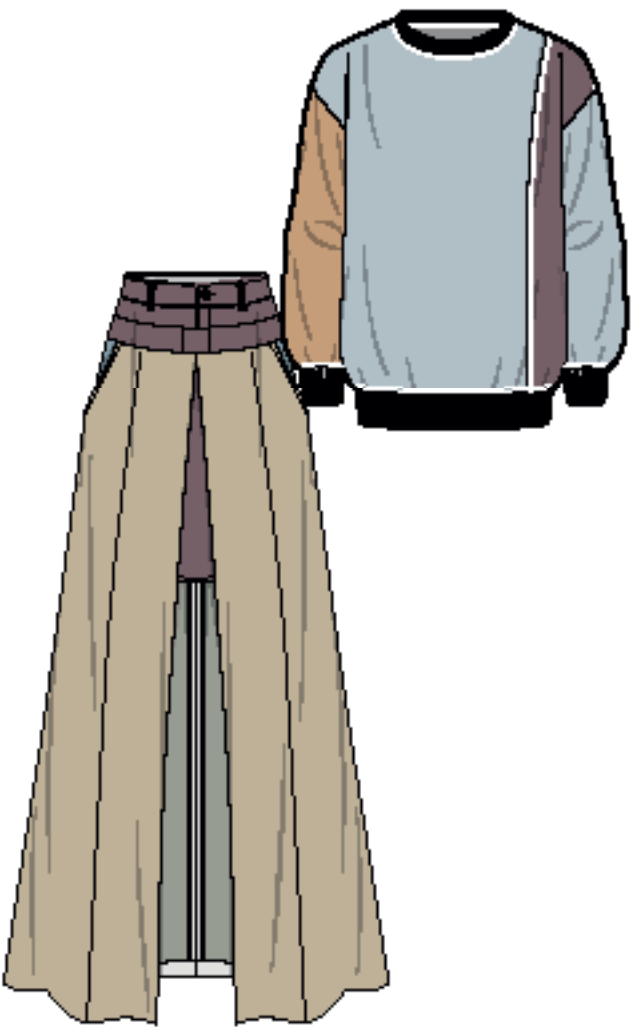
We incorporated earth tones such as Lavender grey, Pastel and Cool grey. But we also see fresh linen and a touch of denim sourced responsibly from our local suppliers.

IT'S ABOUT BEING MASCULINE AND FEMININE AT THE SAME TIME!

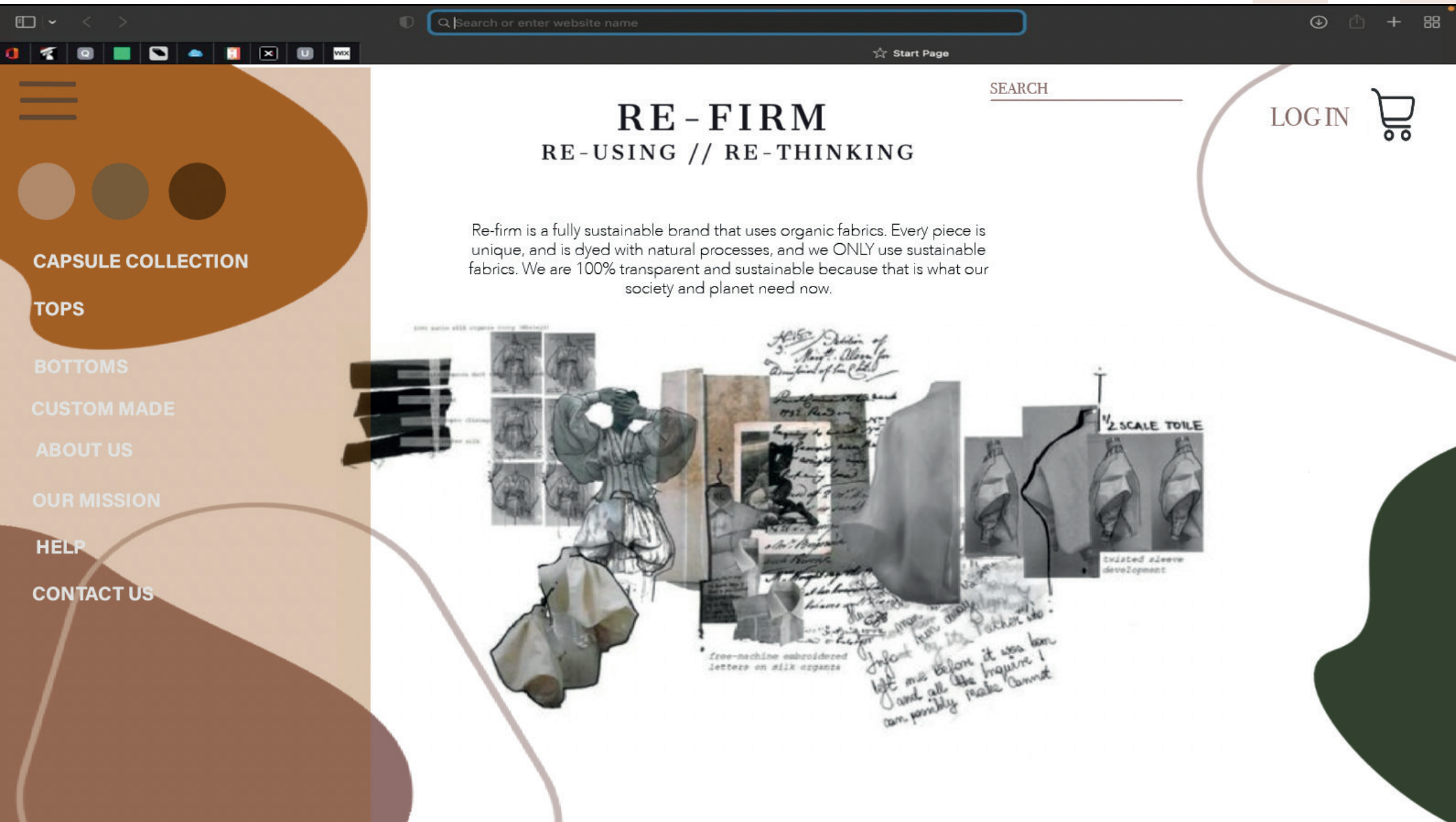
COLLECTION MOOD BOARD







WEBSITE:



RE-FIRM

RE-USING // RE-THINKING



CAPSULE COLLECTION

TOPS

BOTTOMS

CUSTOM MADE

ABOUT US

OUR MISSION

HELP

CONTACT US

HOODIE EARTH



CUSTOMIZE

£38,70

AN EXTRA COST WILL BE
ADD IF CUSTOMIZED

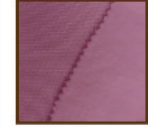
CHOOSE
THE FABRIC



organic polar fleece white



organic polar fleece black



organic polar fleece plum



- XS
- S
- M
- L
- XL
- XXL

FIND YOUR SIZE

SIZE GUIDE

LOGIN



ADD TO BAG

The Sweatshirt offers a relaxed, oversized fit and a classic yet contemporary take on a cropped fit. Crafted from responsibly sourced cotton, each piece is responsibly sourced. whilst the comfortable silhouette will ensure this is a wardrobe favourite.

PRODUCTION:

SALES PLAN		
	£K	%
TOTAL SALES PLAN	80	
MARKDOWN PLAN	6.4	8%
TERMINAL STOCK	1.6	2%
TOTAL BUY	88	

OPEN TO BUY BY CATEGORY		
OPTION PLAN	PLAN BUY %	PLAN BUY £K
TOPS	27	23760
TROUSERS	27	23760
SKIRTS	7	6160
SHORTS	7	6160
JACKETS	13	11440
BLEAZERS	7	6160
HOODIES	13	11440
TOTAL	100.0	88,000

PARTNERSHIP WITH OCCG



BASED IN: CALLE TEULERA 138, 17246 SANTA CRISTINA D'ARO, GIRONA. SPAIN

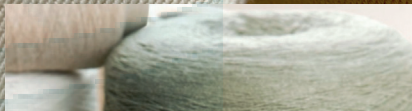
ABOUT OCCG:



RECYCLED DENIM



ELASTIC



ORGANIC RIB JERSEY



ORGANIC SINGLE JERSEY



ORGANIC FLEECE

YARN

- RE - FIRM WILL BE PRODUCING ON DEMAND IN SPAIN









- THE CUSTOMER WILL HAVE TO PAY FOR THE SHIPPING COST WHEN THEY PURCHASE AN ITEM




- THE COMPANY WILL PURCHASE THE FABRICS FROM OCCG TO THEN PRODUCE THE GARMENTS IN THE SAME AREA

- YOU WILL BE ABLE TO FIND THE PRODUCTS ONLY ONLINE

RANGE PLAN

OPTION	PRODUCT DESCRIPTION	CAD IMAGE	CATEGORY	COLOUR	FABRIC	COUNTY OF ORIGIN	FASHIONABILITY	TARGET COST PRICE GBP	INTAKE MARGIN	SELLING PRICE GBP	ROS	WEEKS LIFECYCLE	FULL PRICE SELL THRU %	TOTAL BUY UNITS	SIZE CURVE	TB:SELLING GBP	TB:BUY VALUE GBP	TOTAL SALES GBP	TOTAL OVERHEADS %	Profitableness
1	CROP TOP 1		TOP	CREAM	ORGANIC SINGLE JERSEY	Spain	BASIC	21.64	45%	31.38	20	12	90%	242	XS-XXL	7593.48	5236.88	2120.94	212.09	1908.84
2	CROP TOP 1		TOP	BLACK	ORGANIC SINGLE JERSEY	Spain	BASIC	21.64	50%	32.46	20	15	90%	300	XS-XXL	9738.00	6492.00	2921.40	292.14	2629.26
3	CROP TOP 1		TOP	GREY	ORGANIC SINGLE JERSEY	Spain	BASIC	21.64	45%	31.38	13	12	90%	156	XS-XXL	4894.97	3375.84	1367.22	136.72	1230.49
4	CROP TOP 2		TOP	BROWN	ORGANIC RIB JERSEY	Spain	FASHION	23.00	85%	42.55	13	21	90%	280	XS-XXL	11914.00	6440.00	4926.60	492.66	4433.94
5	CROP TOP 2		TOP	DARK GREY	ORGANIC RIB JERSEY	Spain	FASHION	23.00	85%	42.55	13	21	90%	280	XS-XXL	11914.00	6440.00	4926.60	492.66	4433.94
6	BRATOP		TOP	GREEN	ORGANIC RIB JERSEY	Spain	CORE	22.75	75%	39.81	11	17	90%	195	XS-XXL	7763.44	4436.25	2994.47	299.45	2695.02
7	BRATOP		TOP	BLUE	ORGANIC SINGLE JERSEY	Spain	CORE	22.75	75%	39.81	11	17	90%	185	XS-XXL	7365.31	4208.75	2840.91	284.09	2556.82
8	BRATOP		TOP	WHITE	ORGANIC SINGLE JERSEY	Spain	CORE	22.75	70%	38.68	11	17	90%	180	XS-XXL	6961.50	4095.00	2579.85	257.99	2321.87
9	T-SHIRT		TOP	WHITE	ORGANIC SINGLE JERSEY	Spain	FASHION	25.00	75%	43.75	10	20	90%	195	XS-XXL	8531.25	4875.00	3290.63	329.06	2961.56
10	T-SIRT		TOP	BLACK	ORGANIC SINGLE JERSEY	Spain	FASHION	25.00	75%	43.75	10	20	90%	190	XS-XXL	8312.50	4750.00	3206.25	320.63	2885.63
11	T-SHIRT		TOP	GREY	ORGANIC SINGLE JERSEY	Spain	FASHION	25.00	75%	43.75	10	20	90%	190	XS-XXL	8312.50	4750.00	3206.25	320.63	2885.63
12	SWEATER		TOP	PLUM	ORGANIC INTERLOCK JACQUARD	Spain	CORE	34.68	75%	60.69	5	19	90%	88	XS-XXL	5340.72	3051.84	2059.99	206.00	1853.99
13	SWEATER		TOP	YELLOW	ORGANIC INTERLOCK JACQUARD	Spain	CORE	34.68	75%	60.69	4	19	90%	85	XS-XXL	5158.65	2947.80	1989.77	198.98	1790.79
14	SWEATER		TOP	LIGHT BLUE	ORGANIC INTERLOCK JACQUARD	Spain	CORE	34.68	75%	60.69	3	19	90%	62	XS-XXL	3762.78	2150.16	1451.36	145.14	1306.22
15	SWEATER		TOP	MULTICOLOR	ORGANIC INTERLOCK JACQUARD	Spain	FASHION	36.20	90%	68.78	3	15	90%	40	XS-XXL	2751.20	1448.00	1172.88	117.29	1055.59
16	HODDIE		TOP	WHITE	ORGANIC POLAR FLEECE	Spain	FASHION	38.70	75%	67.73	8	17	90%	143	XS-XXL	9684.68	5534.10	3735.52	373.55	3361.97
17	HODDIE		TOP	PLUM	ORGANIC POLAR FLEECE	Spain	FASHION	38.70	75%	67.73	8	17	90%	143	XS-XXL	9684.68	5534.10	3735.52	373.55	3361.97
18	HODDIE		TOP	BLACK	ORGANIC POLAR FLEECE	Spain	FASHION	38.70	75%	67.73	8	17	90%	143	XS-XXL	9684.68	5534.10	3735.52	373.55	3361.97

19	BLEAZER		TOP	BEIGE	ORGANIC OTTOMAN	Spain	CORE	59.50	75%	104.13	8	12	90%	96	XS-XXL	9996.00	5712.00	3855.60	385.56	3470.04
20	BLEAZER		TOP	BLACK	ORGANIC OTTOMAN	Spain	CORE	59.50	75%	104.13	6	17	90%	96	XS-XXL	9996.00	5712.00	3855.60	385.56	3470.04
21	JEAN JACKET		TOP	BLACK	RECYCLED DENIM	Spain	CORE	25.50	90%	48.45	7	21	90%	140	XS-XXL	6783.00	3570.00	2891.70	289.17	2602.53
22	JACKET		TOP	BLUE	FRENCH TERRY	Spain	BASIC	34.70	75%	60.73	7	15	90%	100	XS-XXL	6072.50	3470.00	2342.25	234.23	2108.03
23	JACKET		TOP	GREEN	FRENCH TERRY	Spain	BASIC	34.70	75%	60.73	7	15	90%	100	XS-XXL	6072.50	3470.00	2342.25	234.23	2108.03
24	TRENCH COAT		TOP	BEIGE	ORGANIC COTTON TWILL	Spain	FASHION	70.83	95%	138.12	4	17	90%	70	XS-XXL	9668.30	4958.10	4239.18	423.92	3815.26
25	JOGGER		BOTTOM	BLACK	ORGANIC POLAR FLEECE	Spain	FASHION	41.72	75%	73.01	9	18	90%	168	XS-XXL	12265.68	7008.96	4731.05	473.10	4257.94
26	MOM JEANS		BOTTOM	BLUE	RECYCLED DENIM	Spain	BASIC	38.80	75%	67.90	5	21	90%	110	XS-XXL	7469.00	4268.00	2880.90	288.09	2592.81
27	MOM JEANS		BOTTOM	WHITE	RECYCLED DENIM	Spain	BASIC	38.80	75%	67.90	5	21	90%	110	XS-XXL	7469.00	4268.00	2880.90	288.09	2592.81
28	MIX PANTS		BOTTOM	MULTICOLOR	RECYCLED MATERIALS	Spain	FASHION	39.67	80%	71.41	7	14	90%	101	XS-XXL	7212.01	4006.67	2884.80	288.48	2596.32

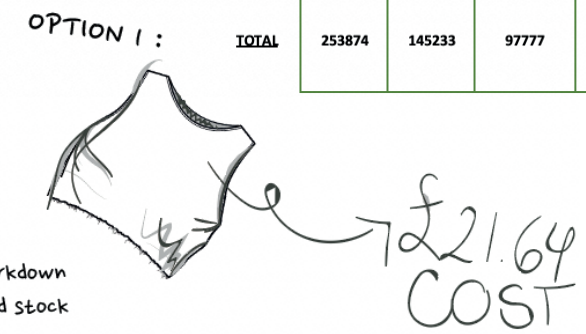
29	TROUSERS		BOTTOM	BEIGE	ORGANIC COTTON TWILL	Spain	CORE	37.00	75%	64.75	7	21	90%	145	XS-XXL	9388.75	5365.00	3621.38	362.14	3259.24
30	SHORT		BOTTOM	WHITE	RECYCLED DENIM	Spain	BASIC	21.00	75%	36.75	9	21	90%	182	XS-XXL	6688.50	3822.00	2579.85	257.99	2321.87
31	SHORT		BOTTOM	GREY	RECYCLED DENIM	Spain	BASIC	21.00	75%	36.75	9	21	90%	182	XS-XXL	6688.50	3822.00	2579.85	257.99	2321.87
32	SKIRT		BOTTOM	BROWN	ORGANIC COTTON TWILL	Spain	FASHION	56.00	95%	109.20	5	17	90%	80	XS-XXL	8736.00	4480.00	3830.40	383.04	3447.36

OPTION 1 :	TOTAL	253874	145233	97777	9778	88000
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NOTES:

$\text{Selling Price} = \text{cost} \times \text{intake margin}$
 $\text{£ 31.38} = \text{£ 21.64} \times 1.45$ (45%)
 (50%)
 FYI SUMMER COLLECTION
 - MIN 4 / Max 21 weeks

TB: BUY VALUE GBP
 (AKA = TOTAL BUY: BUY VALUE GBP)
 (AKA x2 = how much did it cost)
 $= \text{UNITS} \times \text{COST}$
 $5236.88 = 242 \times \text{£ 21.64}$



$\text{UNITS} = \text{ROS} \times \text{WEEKS LIFECYCLE}$
 $242 = 20 \times 12$

TOTAL SALES GBP
 (AKA = Total profit of the units that sold at full price)
 $= (\text{TB: SELLING} - \text{TB: BUY VALUE}) \times 0.9$
 $2120.94 = (7593.48 - 5236.88) \times 0.9$
 90% (the % of the collection that is sold at full price)

TB: SELLING GBP
 (AKA = TOTAL BUY: SELLING VALUE GBP)
 (AKA x2 = all you sell)
 $7593.48 = \text{UNITS} \times \text{SELLING PRICE}$
 $7593.48 = 242 \times \text{£ 31.38}$

$\text{OVERHEADS } 0.09$
 AKA = HOW MUCH OF MY PROFIT GOES TO COMPANY EXPENSES
 212.09
 $= (7593.48 - 5236.88) \times 0.09$
 $= (\text{TB: SELLING} - \text{TB: BUY VALUE}) \times 0.09$

PROFITABLENESS
 $= \text{TOTAL SALES} - \text{OVERHEADS}$
 $\text{£ 1908.84} = 2120.94 - 212.09$

COST SHEET

Date: 15/02/2023
Description: crop top 1
Size range: xs-xxl
Color: cream/black/grey

Style no.: 01/02/2003
Season: summer 2023
Sample size: M
Designer: Mattteo

Material	Width / Style	Unit cost €	Quantity (mt)	Cost €
ORGANIC SINGLE JERSEY	1,60 WIDTH/CREAM	8.19	243	€ 1,990
ORGANIC SINGLE JERSEY	1,60 WIDTH/BLACK	8.19	300	€ 2,457
ORGANIC SINGLE JERSEY	1,60 WIDTH/GREY	8.19	156	€ 1,277.64
Subtotal				€ 5,725

Notions	Size / Style	Unit cost	Quantity	
Thread	thin cotton	€ 0.01	1000	€ 10.00
Labels	OCC organic cotton	€ 0.02	699	€ 13.98
Subtotal				€ 23.98

Sketch



Labor	SMV	Labor rate	Cost
Cutting	40 min	11 p/h	€ 5,200
Sewing	50 min	11 p/h	€ 6,500
Subtotal			€ 11,700

Packaging	Quantity	Unit cost	Cost
Bags/Box	699	0,5	€ 350
Hangtag	699	0,25	€ 175
Subtotal			€ 524

Total cost of goods:	€ 17,972.87		
Wholesale markup:	45% cream/grey 50% black		
Wholesale price:	€ 25.71		
Price in £	£21.64		
Suggested retail price £ (cream-grey):	£31.37		
Suggested retail price £ (black):	£32.46		

COST SHEET

Date: 15/02/2023
Description: blazer
Size range: xs-xxl
Color: black/beige

Style no.: 19/20
Season: summer 2023
Sample size: M
Designer: Matteo

Material	Width / Style	Unit cost €	Quantity (mt)	Cost €
ORGANIC OTTOMAN BEIGE	1,45 WITH	10,96	336	€ 3,685
ORGANIC OTTOMAN BLACK	1,45 WITH	10,96	336	€ 3,685

Subtotal	€ 7,370
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Notions	Size / Style	Unit cost	Quantity	Cost
Thread	thin cotton	€ 0.01	738	€ 7.38
Buttons	medium nude	€ 0.15	384	€ 57.60
Labels	OCC organic cotton	€ 0.02	192	€ 3.84
Subtotal				€ 68.74

Sketch



Labor	SMV	Labor rate	Cost
Cutting	40 min	11 p/h	€ 4,719
Sewing	1 hr	11 p/h	€ 1,166
Subtotal			€ 5,885

Packaging	Quantity	Unit cost	Cost
Bags/Box	192	0,5	€ 96
Hangtag	192	0,25	€ 48
Subtotal			€ 144

Total cost of goods:	€ 13,467.74
Wholesale markup:	75%
Wholesale price:	€ 70.14
Price in £	£59.50
Suggested retail price £:	£104.00

COST SHEET

Date: 15/02/2023
Description: jogger
Size range: xs-xxl
Color: black

Style no.: 01/02/2003
Season: summer 2023
Sample size: M
Designer: Matteo

Material	Width / Style	Unit cost €	Quantity (mt)	Cost €
ORGANIC POLAR FLEECE	2,10 WIDTH/BLACK	10.65	235.2	€ 2,429
ELASTIC	5 WIDTH/BLACK	0,5	126	€ 63
			Subtotal	€ 2,492

Notions	Size / Style	Unit cost	Quantity	Cost
Thread	thin cotton	€ 0.01	2500	€ 25.00
Labels	OCC organic cotton	€ 0.02	168	€ 3.36
			Subtotal	€ 28.36

Sketch



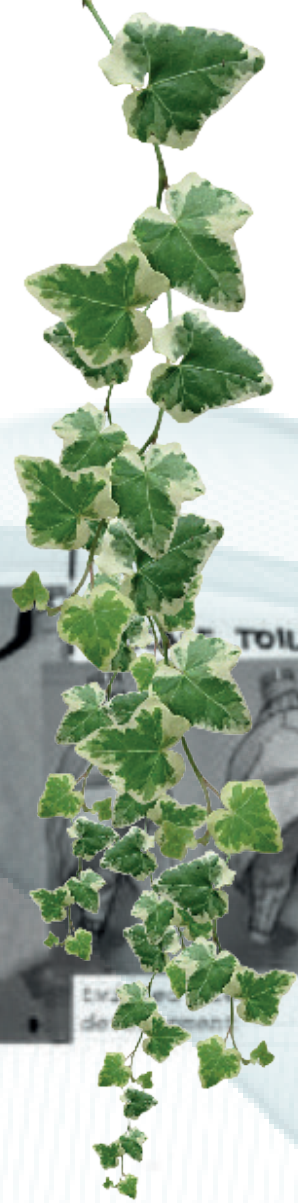
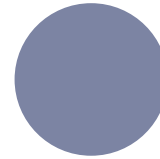
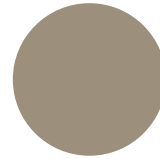
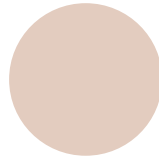
Labor	SMV	Labor rate	Cost
Cutting	40 min	11 p/h	€ 2,046
Sewing	50 min	11 p/h	€ 3,240
		Subtotal	€ 5,286

Packaging	Quantity	Unit cost	Cost
Bags/Box	168	0,5	€ 350
Hangtag	168	0,25	€ 175
		Subtotal	€ 524

Total cost of goods:	€ 8,330.61
Wholesale markup:	75%
Wholesale price:	€ 49.59
Price in £	£41.72
Suggested retail price £:	£73.01

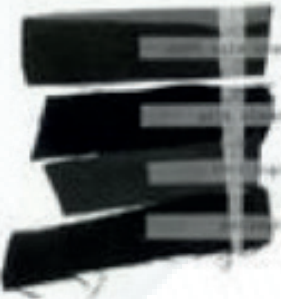
CONCLUSION:

In conclusion, we believe that Re-Firm has great potential to be a successful brand. We offer a product that is sustainable at an affordable price. A collection with timeless garments from basics to fashion. Re-Firm is not about pushing the brand to sell as much as possible but bringing back the essence of fashion. We work smarter, not harder, to be able to protect our planet and still enjoy the art of fashion.



1800 1810 1820 1830 1840 1850 1860 1870 1880 1890 1900

1800 1810 1820 1830 1840 1850 1860 1870 1880 1890 1900



*1815 Addition of
5. Night. Allover for
Admission of the Child*

1821. Reason



1821. Reason



Free-machine embroidered letters on silk organza

*Infant
left me before it was born
and all the inquirers I
can possibly make cannot*



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SPECIAL THANKS TO :

SIMPLE APPROACH LTD. FOR GIVING US INFORMATIONS IN REGARDS FABRICS, PRODUCTS AND PRODUCTION.

