



ISABEL MARANT BE BOLD

Isabel Marant Childrenswear

AW24

Bianca Holland
Business & Buying

RESEARCH METHODOLOGY TABLE

Primary Research					Secondary Research		
	Survey	Focus Group	Webinars/ Exhibition	Interview	WGSN	Websites	Books
Brand Audit				✓	✓	✓	
Brand Identity				✓	✓	✓	
Brand Personality						✓	
Brand Positioning					✓	✓	
Target Market					✓	✓	
Competitor Analysis				✓		✓	
Brand History						✓	✓
Design Process							
Theme Concept	✓			✓	✓		
Range Plan			✓	✓	✓	✓	
Production							
Sustainability	✓	✓	✓	✓		✓	✓
Key Trends	✓		✓	✓	✓	✓	
Costing Tables				✓	✓		
Critical Path			✓		✓	✓	

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INTRODUCTION

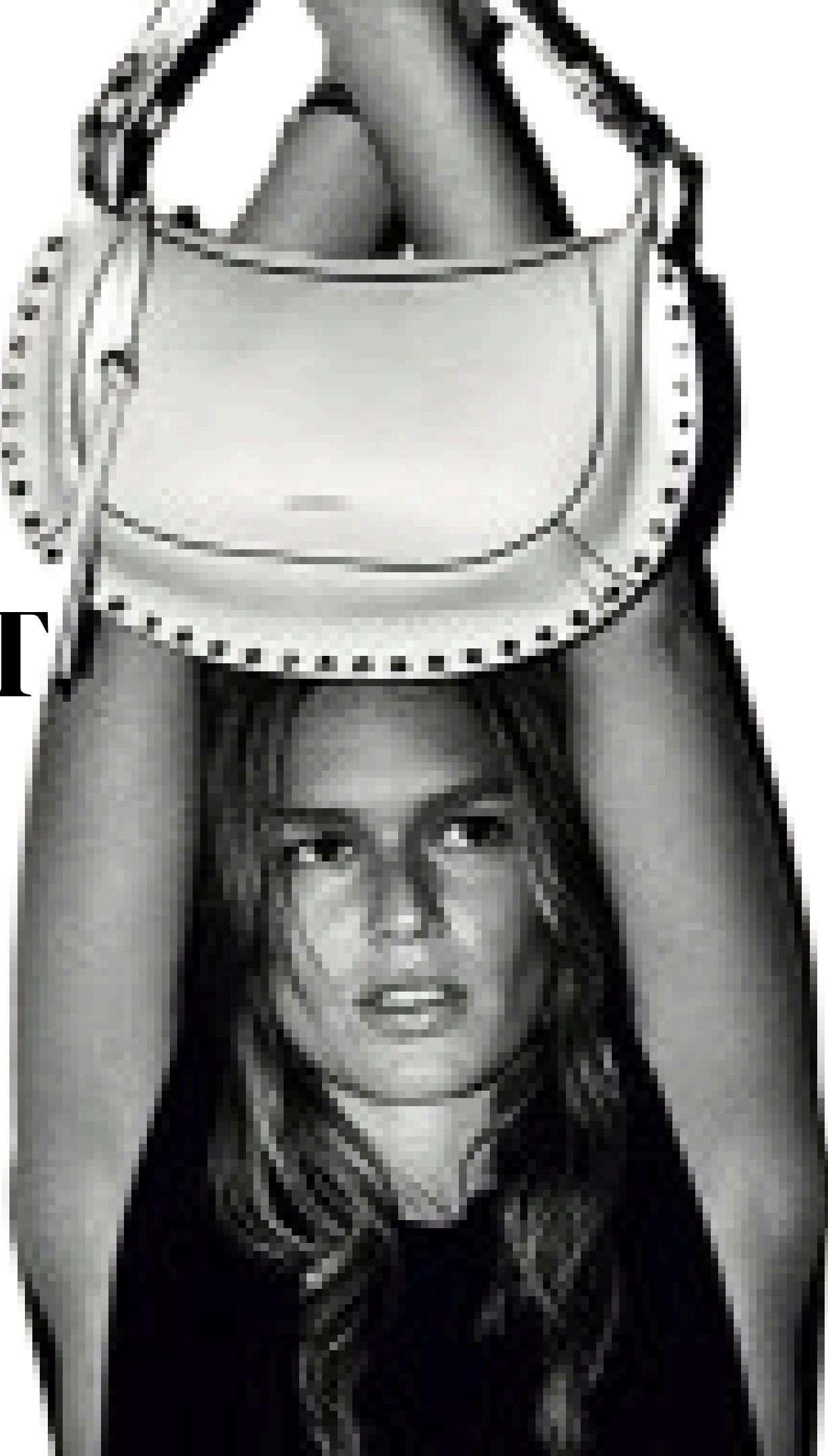
The aim of this report is to create a new brand extension for Isabel Marant. This new extension will be a sustainable kidswear collection based on the theme "Be Bold", encouraging confidence and individuality.

Throughout this project, in depth research has been done on Isabel Marant, and its possible kidswear competitors, Marc Jacobs, Stella McCartney, and Missoni. The research done will allow us to have a clear view on the kidswear world enabling us at Isabel Marant to best place ourselves within it.

This report will discuss various different topics such as the new range plan, sustainability, theme, competitors analysis and an in depth company overview, there will be technical sheets of the range plan including the prices and an explanation for them as for a pyramid of the offer with mood boards and silhouette boards. Finally the costing table of the collection will be explained along side with a critical path and supply chain strategy.

Interviews, surveys and webinars have been conducted in means to help finalize and to back the information throughout this project.





BRAND AUDIT

COMPANY OVERVIEW

In 1995, the Isabel Marant House was established in Paris.

It all began in 1989 when Isabel Marant, then 22 years old, introduced Twen, her first knit and jersey company. She staged her first performance in 1995 under her own name.

In a former artist workshop, Isabel Marant launched her first store in Paris in 1998. In the Bastille district, her original location is still on rue de Charonne. Isabel Marant Étoile, a carefree new line that embodies a vision that is simultaneously artsy and casual, was introduced by the company in 2000. In 2017, men's apparel makes its debut, and in 2021, an eyewear collection.

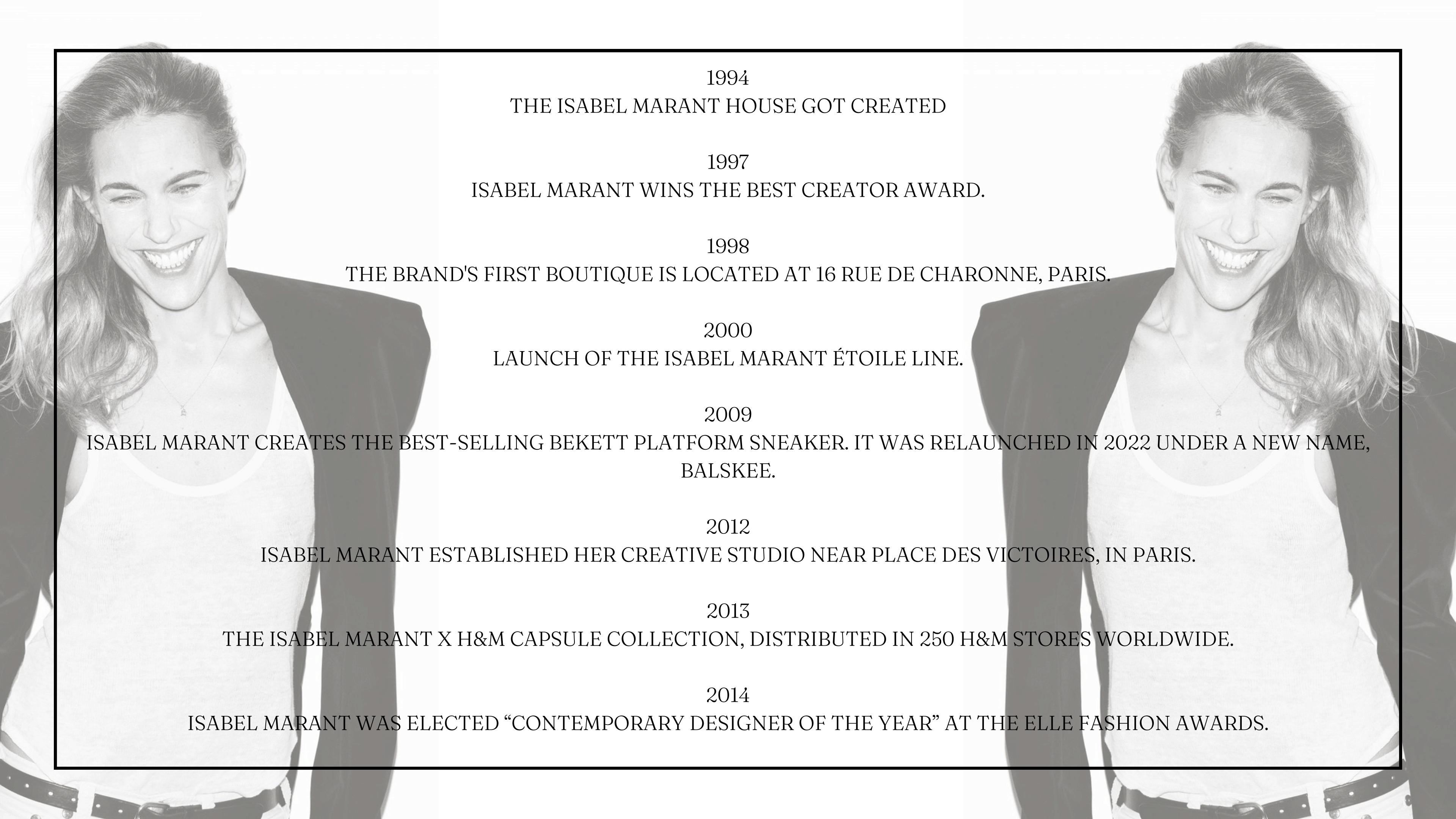
The brand's fundamentals have not changed more than 25 years after it was founded: Isabel Marant continues to be the most erratic of the major French fashion houses.

This designer stands out as a genuine troublemaker in the orderly world of Parisian fashion. She finds inspiration from all over the world, with a love for materials that can live and travel, to irreverently reimagine urban clothing. Isabel dresses women for their real lives, whether they are strolling down the street or zooming off on a scooter, unlike some who dream of the iconic women they see in glossy magazines. Every single item that leaves her shop has been worn at least once. Isabel Marant's Maison is a joyful celebration of unrestrained creativity, selfless seduction, and a never-ending quest for pleasure. It is a tribute to life's sublime chaos.

Isabel has always supported handmade work and is driven by expertise. She keeps up the fight to protect textile crafts with each collection, most notably through the endowment fund she launched in 2021.

As a practical response in support of a more circular fashion, the Maison established Isabel Marant Vintage, a digital platform that gives Isabel Marant items a second life.





1994

THE ISABEL MARANT HOUSE GOT CREATED

1997

ISABEL MARANT WINS THE BEST CREATOR AWARD.

1998

THE BRAND'S FIRST BOUTIQUE IS LOCATED AT 16 RUE DE CHARONNE, PARIS.

2000

LAUNCH OF THE ISABEL MARANT ÉTOILE LINE.

2009

ISABEL MARANT CREATES THE BEST-SELLING BEKETT PLATFORM SNEAKER. IT WAS RELAUNCHED IN 2022 UNDER A NEW NAME, BALSKEE.

2012

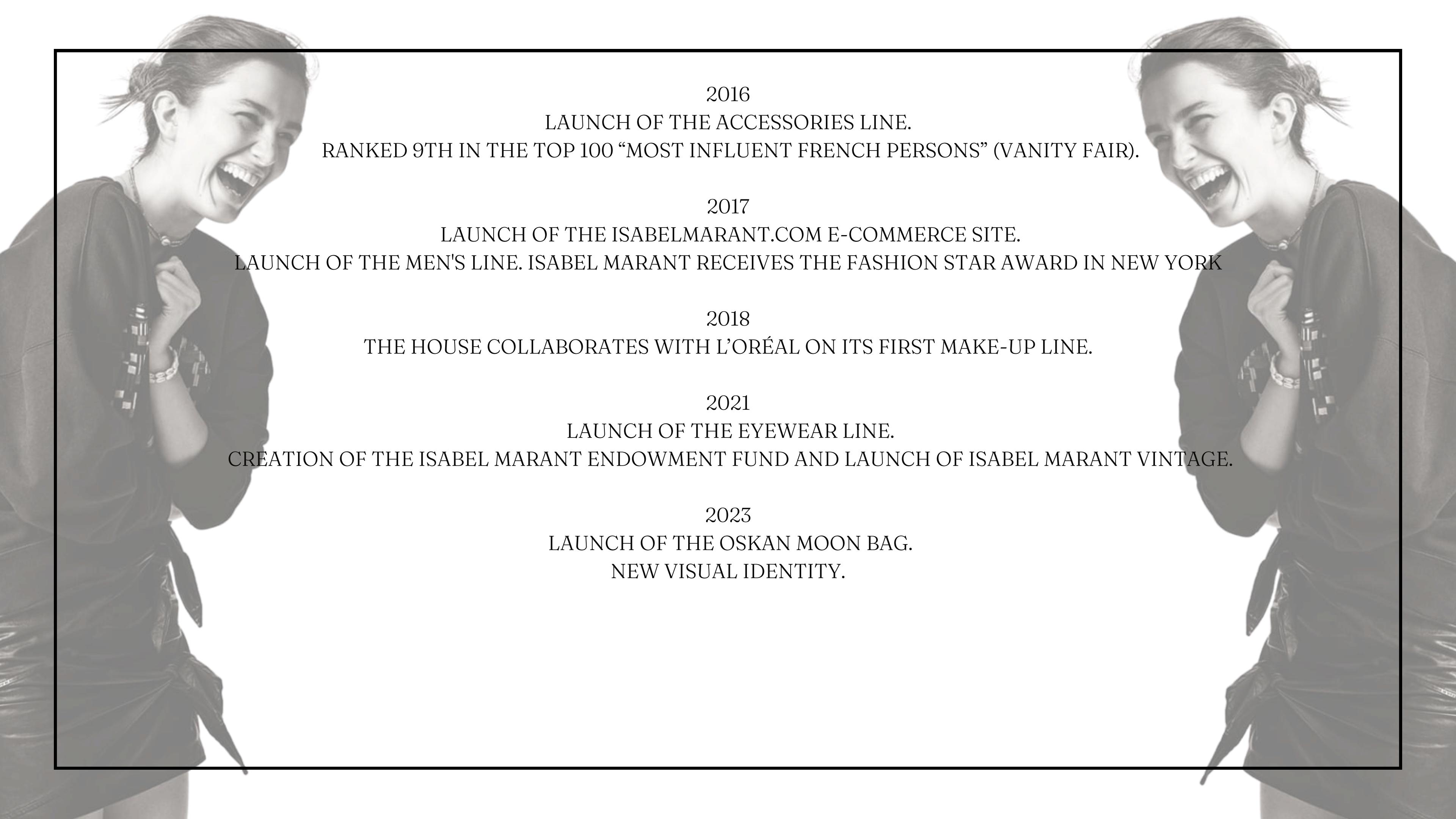
ISABEL MARANT ESTABLISHED HER CREATIVE STUDIO NEAR PLACE DES VICTOIRES, IN PARIS.

2013

THE ISABEL MARANT X H&M CAPSULE COLLECTION, DISTRIBUTED IN 250 H&M STORES WORLDWIDE.

2014

ISABEL MARANT WAS ELECTED “CONTEMPORARY DESIGNER OF THE YEAR” AT THE ELLE FASHION AWARDS.



2016

LAUNCH OF THE ACCESSORIES LINE.

RANKED 9TH IN THE TOP 100 “MOST INFLUENT FRENCH PERSONS” (VANITY FAIR).

2017

LAUNCH OF THE ISABELMARANT.COM E-COMMERCE SITE.

LAUNCH OF THE MEN'S LINE. ISABEL MARANT RECEIVES THE FASHION STAR AWARD IN NEW YORK

2018

THE HOUSE COLLABORATES WITH L'ORÉAL ON ITS FIRST MAKE-UP LINE.

2021

LAUNCH OF THE EYEWEAR LINE.

CREATION OF THE ISABEL MARANT ENDOWMENT FUND AND LAUNCH OF ISABEL MARANT VINTAGE.

2023

LAUNCH OF THE OSKAN MOON BAG.

NEW VISUAL IDENTITY.

PHYSIQUE

- Warm coloured prints and fabrics
- Bold patterns
- Feminine statements
- Strong
- Mature
- Courageous

RELATIONSHIP

- Isabel Marant assures customers that they are receiving consistent craftsmanship and care
- The relationship between customers and the brand are made to feel family like
- Long lasting

REFLECTION

- Authentic
- Humble
- Outgoing
- Courageous
- Joyful
- Caring

PERSONALITY

- Youthful
- Playful
- Outgoing
- Courageous
- carefree

CULTURE

- French brand
- Celebrating women
- Relaxed and effortless style
- French elegance and Western-inspired elements are combined in designs, which results in a distinctive blending of styles.

SELF-IMAGE

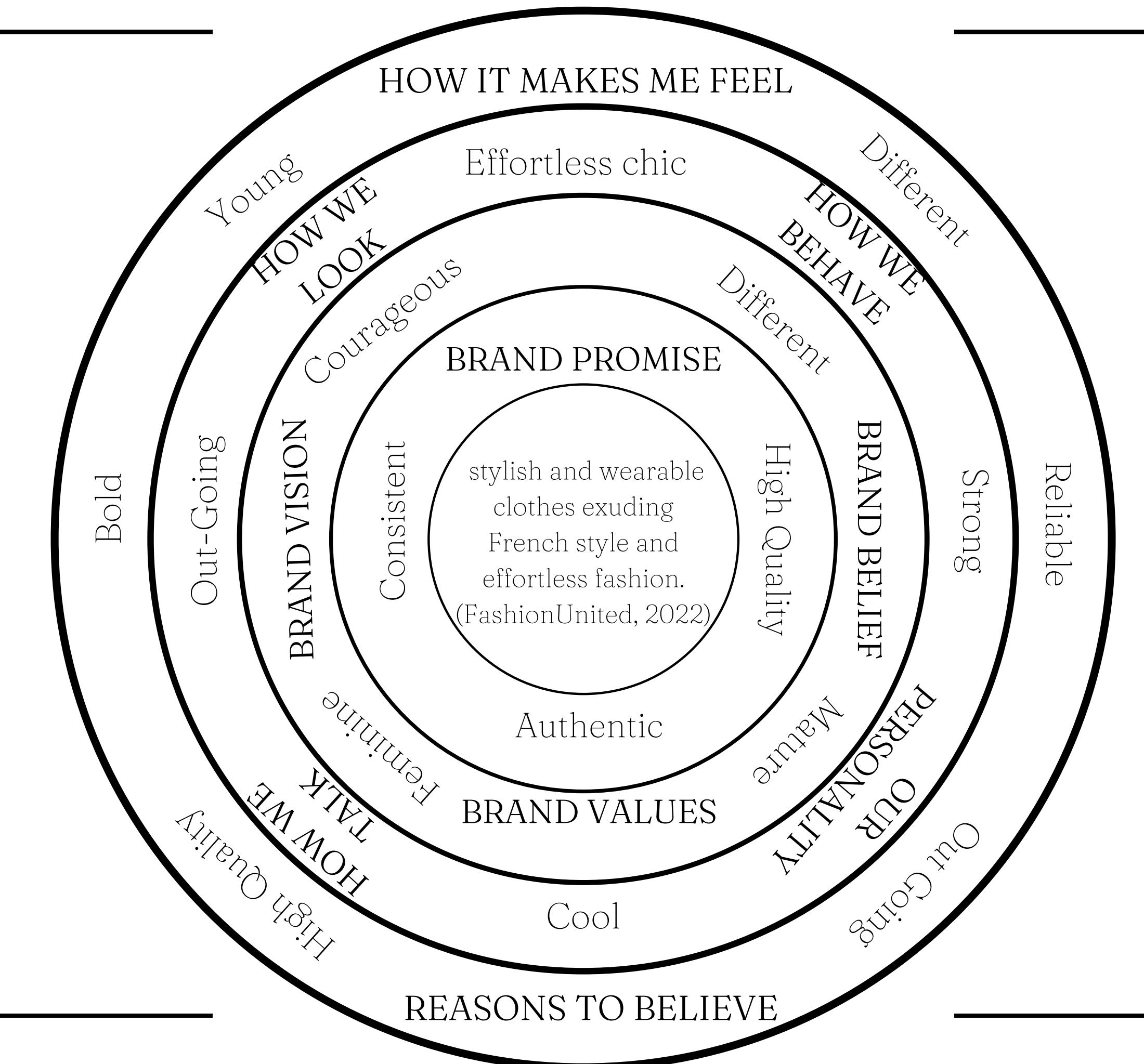
- Free- spirit
- Young
- Relaxed
- Care-free
- Elegant
- Beautiful
- Cool

ISABEL MARANT

"I want my clothes to be perfect – but easy-perfect, you know?"

- Isabel Marant

BRAND DNA



Target Market - Pen Portrait

"Parent"



Name: Julia Berol

Age: 36

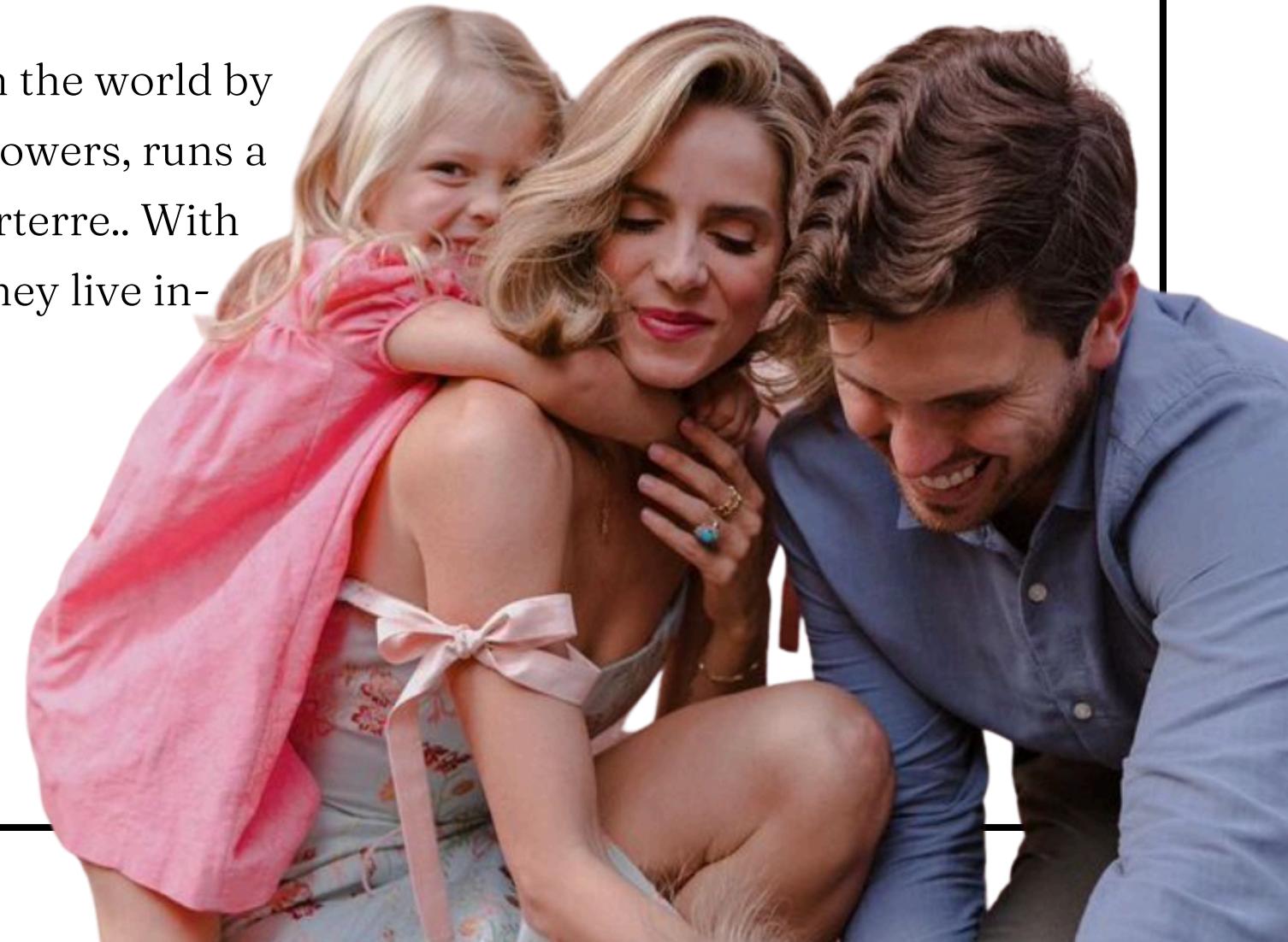
nationality: American

Location: California

Education: University of the Pacific in Stockton, CA

Occupation: Blogger

Julia Berolzheimer is a tastemaker that has taken the world by storm! With more than 1.3 million instagram followers, runs a successful blog, a way of living brand called Parterre.. With two young daughters and a loving husband, they live in-between Montecito and London.



Target Market - Pen Portrait "Children"

Name: Alija Holmes

Age: 7

nationality: American

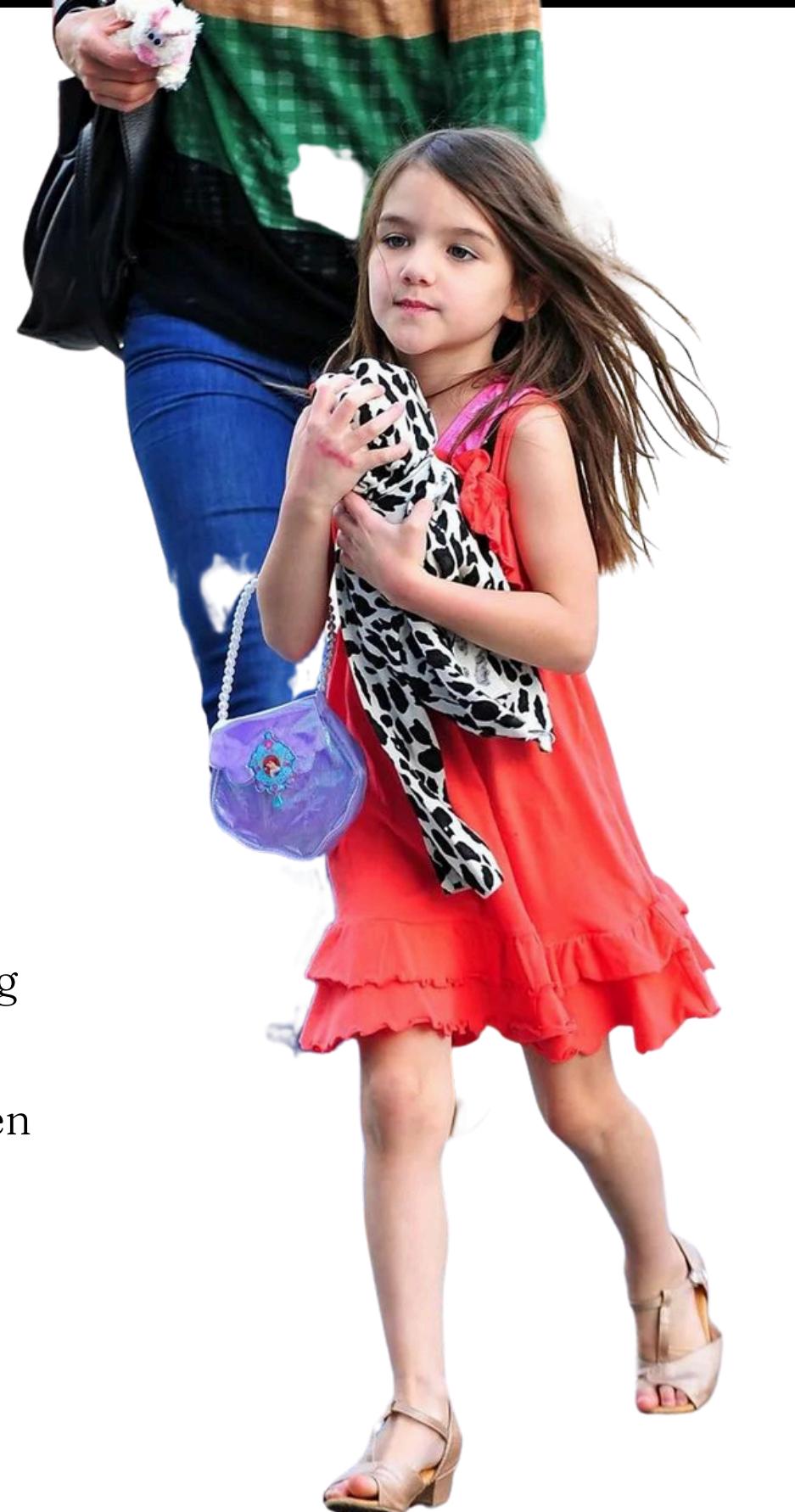
Location: California

Education: La Jolla elementary school

Occupation: Student

Alija loves drawing, and everything that involves art and crafts! Growing up with a fashionista of a mother, she also loves playing dress up. She's a total mama's girl!

Alija is great at maths and English. Alija wants to be an artist when she's older.



BRAND POSITIONING



Bohemian



STELLA McCARTNEY

vanessabruno

Feminine
Aesthetic

Chloé

Minimalist

ISABEL MARANT

MARC
JACOBS



Masculine
Aesthetic

Acne Studios



PRODUCT COMPETITOR ANALYSIS



STELLA McCARTNEY KIDS



-----> EXIT LEVEL

300 - 500 £



-----> MID LEVEL

100 £ - 300 £



-----> ENTRY LEVEL

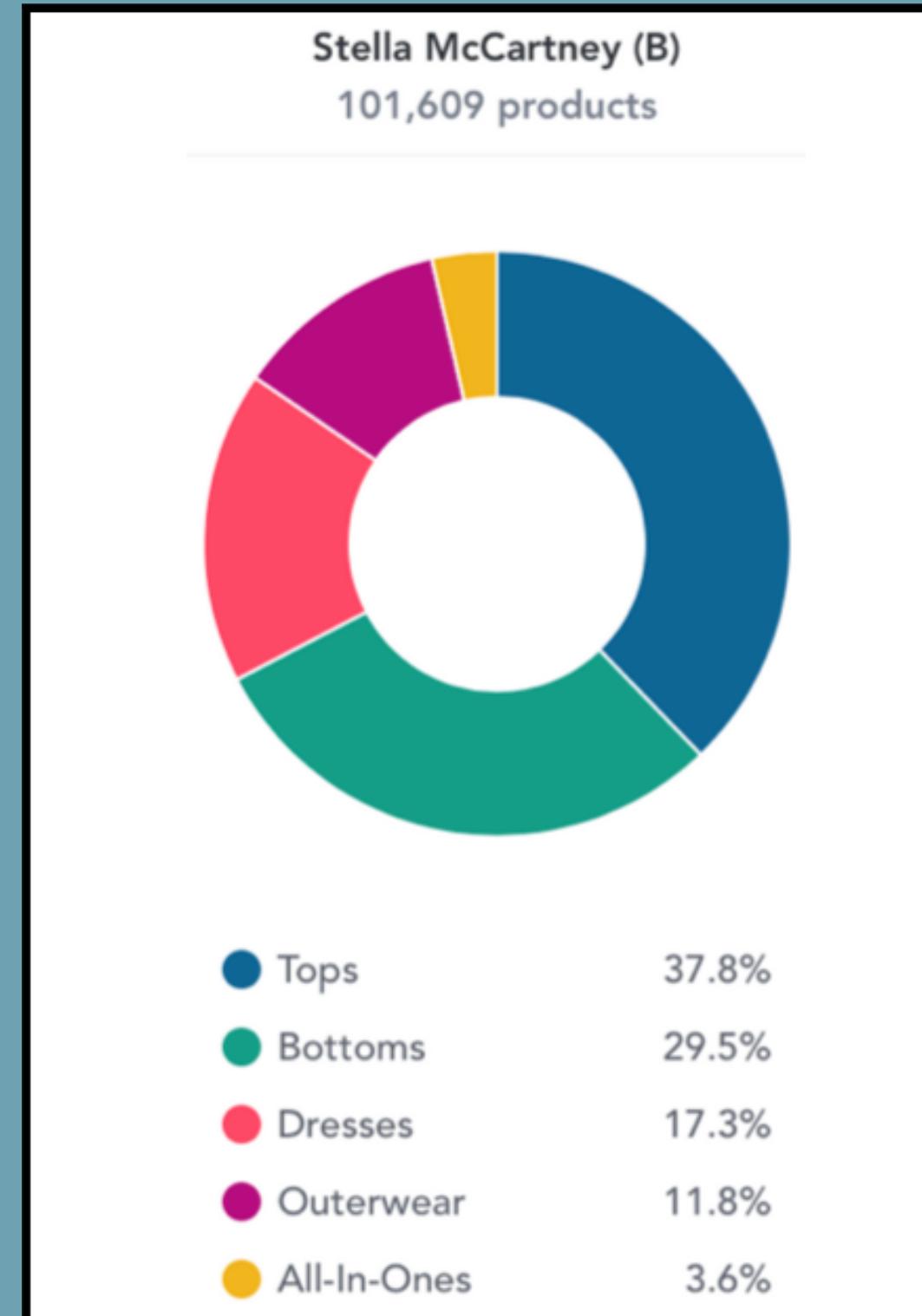
10 £ - 100£



STELLA McCARTNEY

KIDS

Childrenswear from baby to junior is available at Stella McCartney Kids for both boys and girls. You can find everything you need to dress your little one up in these delightful designs, including ruffled dresses, sporty jackets, and tees with playful prints. The best part is that they are produced with the same regard for the environment as the grown-up line.



MARC JACOBS

THE KIDS COLLECTION



-----> EXIT LEVEL

200 £ - 3000 £



-----> MID LEVEL

100 £ - 200 £



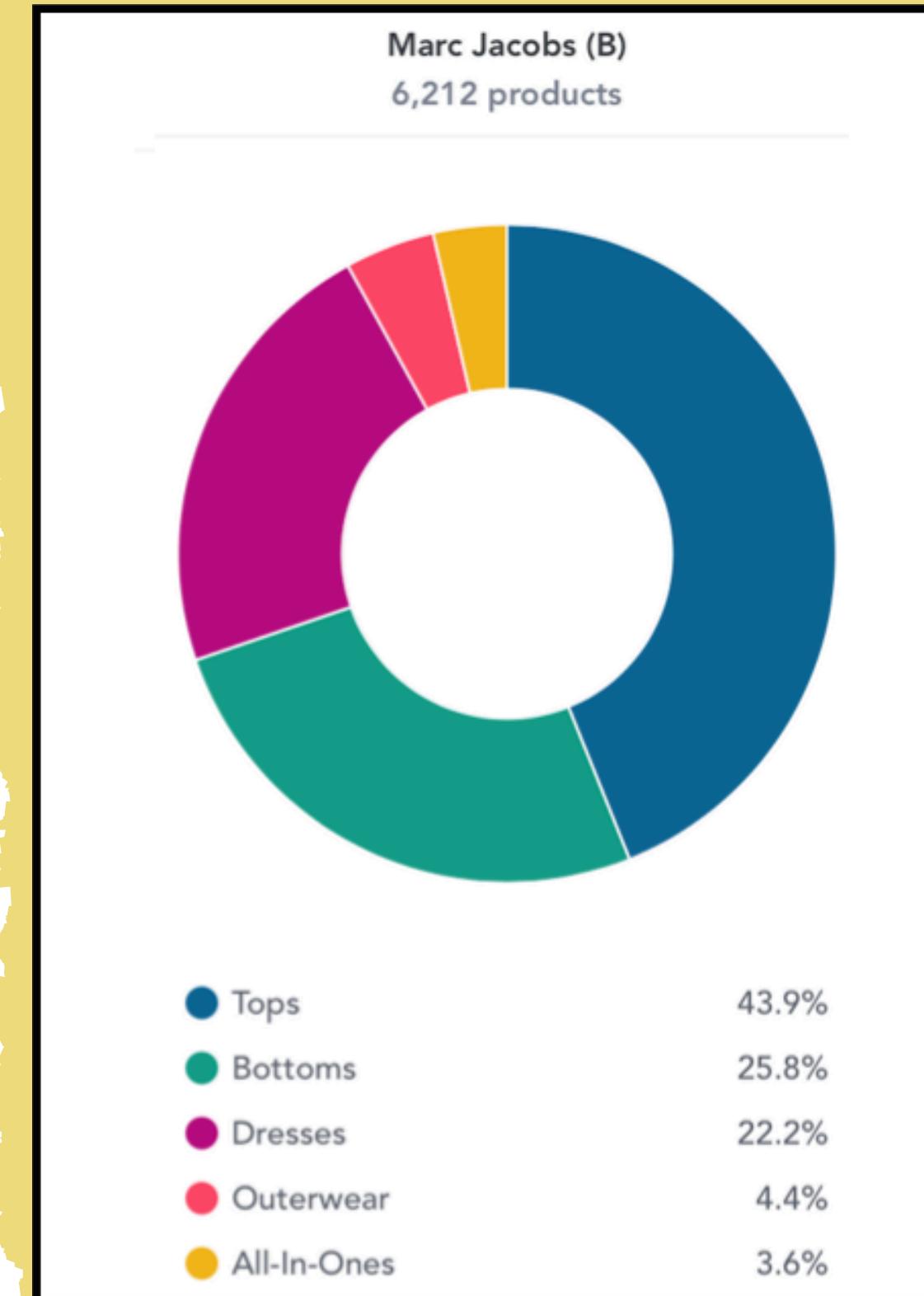
-----> ENTRY LEVEL

50 £ - 100 £

M A R C J A C O B S

THE KIDS COLLECTION

For the next generation of trend-setters, Marc Jacobs Kids uses the American designer's cool, unconventional style and urban roots to produce fun, wearable designs. New themes that are brimming with wit, colour, and cheeky characters characterise each season. Be on the lookout for the adorable Little Marc and Miss Marc, who can be found on hats, dresses, T-shirts, and even pants.



ISABEL MARANT



-----> EXIT LEVEL

1,500 £ - 10,000 £



-----> MID LEVEL

600 £ - 1,500 £



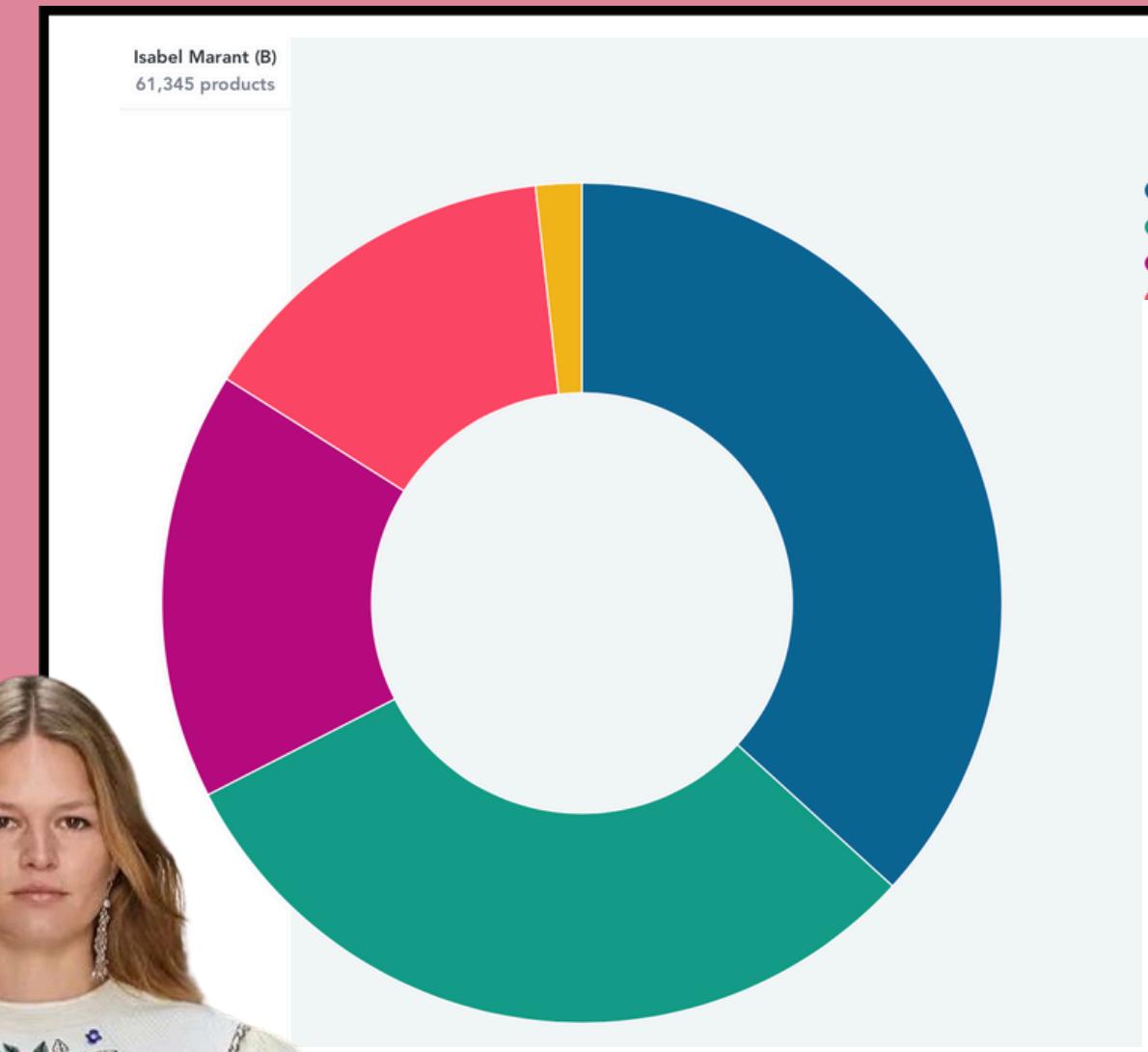
-----> ENTRY LEVEL

105 £ - 600 £

ISABEL MARANT

Isabel Marant has aestheticized Parisian cool-girl chic by looking for inspiration all over the world, from the French Riviera to the American West. The design house has developed a cult following among the elite of the fashion world by cultivating what Vogue refers to as a "nomadic" look.

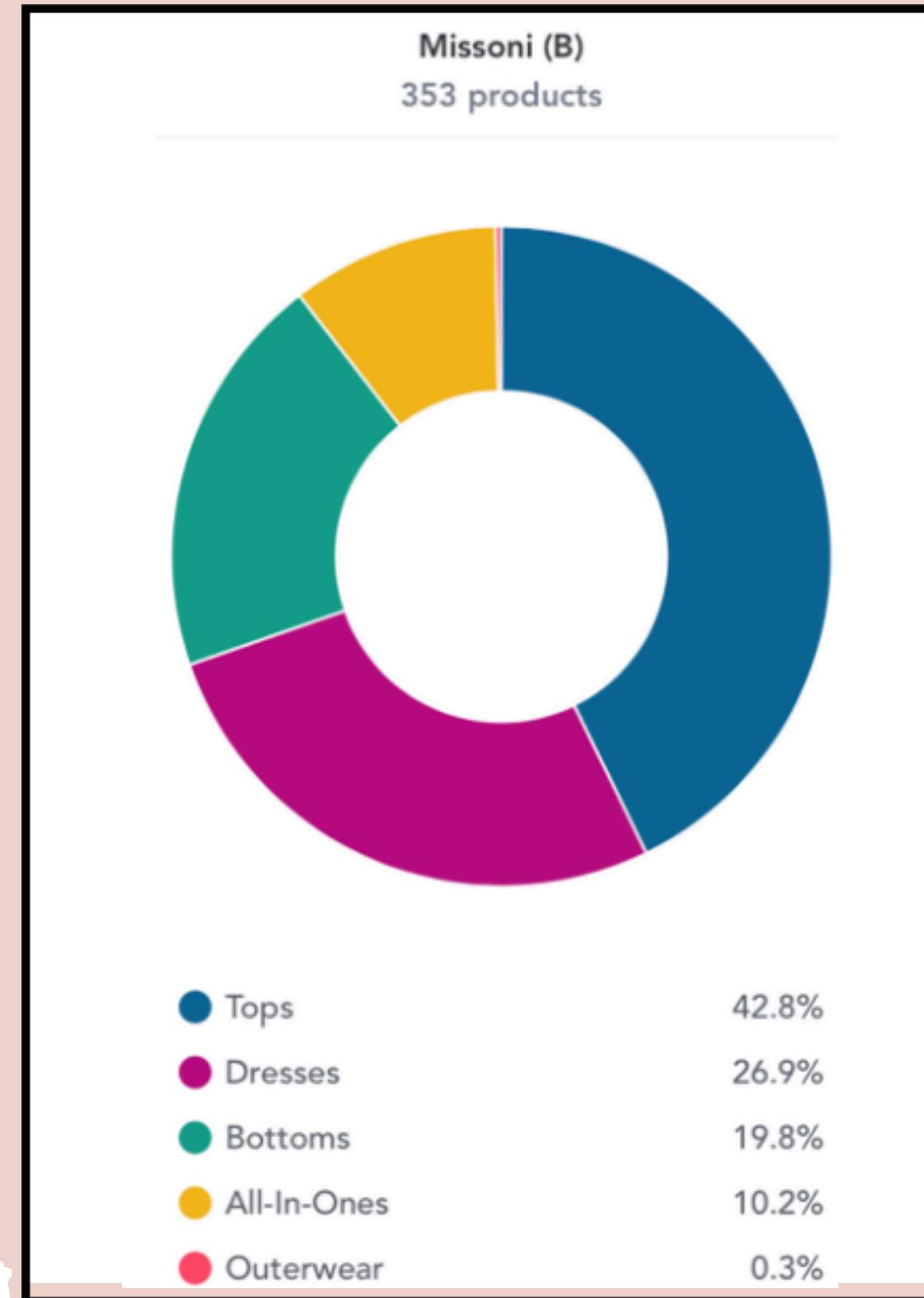
Since the launch of her first knitwear and jersey brand, Twen, in 1989, the designer has worked to cultivate a desirable reputation. She launched her own brand in 1995 with a larger ready-to-wear assortment. Marant, a French "sprezzatura," if such a thing exists, maintains her identity despite releasing new designs every season.







Missoni is renowned for its eye-catching crochet knits and combines an exuberant Italian spirit with a forward-thinking vision. You can recognise the brand's zigzag weave and bohemian sensibilities right away because it has been a family business since the beginning. Bright colours and geometric prints help Missoni Kids capture the renowned fashion house's commitment to flawless craftsmanship and vivacious style.



POP

ISABEL
MARANT



STELLA
McCARTNEY

MARC
JACOBS

Sustainability commitment

Isabel Marant is taking a significant step toward sustainability by renewing the lifespan of their clothing after they have been sold and after the current season. The platform will provide customers with year-round collections as well as the chance to cut costs, protect the environment, and find one-of-a-kind vintage items. (luxiders, 2023) The new M Missoni mission is to respect, remix, and reuse. Using pre-existing materials and dead stock from Missoni and suppliers, unique products are created by spinning the familiar Missoni codes and transforming them into a new aesthetic. (missoni, 2023) Stella makes products that are better for the environment by using organic cotton. Synthetic materials are made from recycled materials and can and ought to be recycled. They have never used leather, feathers, fur, or skins since the beginning. (Stellamccartney, 2023) Every environmental and product safety regulation in the world is complied with, and Marc Jacobs products are always looking for ways to perform better. (Marcjacobs, 2023)

Sustainability Rate

According to good on you sustainability rating, all the brands above could improve their sustainability within their brands. Isabel Marant was rated not good enough, and too expensive. Missoni was also rated as expensive and a brand that should be avoided. Stella McCartney on the other hand was rated as good and better priced. Lastly Marc Jacobs, was rated as not good enough and ok priced. (Goodonyou, 2023)

Audience Demographics

According to SimilarWeb, all brands biggest audience demographic is the age range of 25 - 34. (Similarweb, 2023)

Market

Each of these brands, attract a similar clientele. Isabel Marant, Missoni, Marc Jacobs and Stella McCartney all attract a confident, bold and outgoing group of people.

POD

ISABEL MARANT



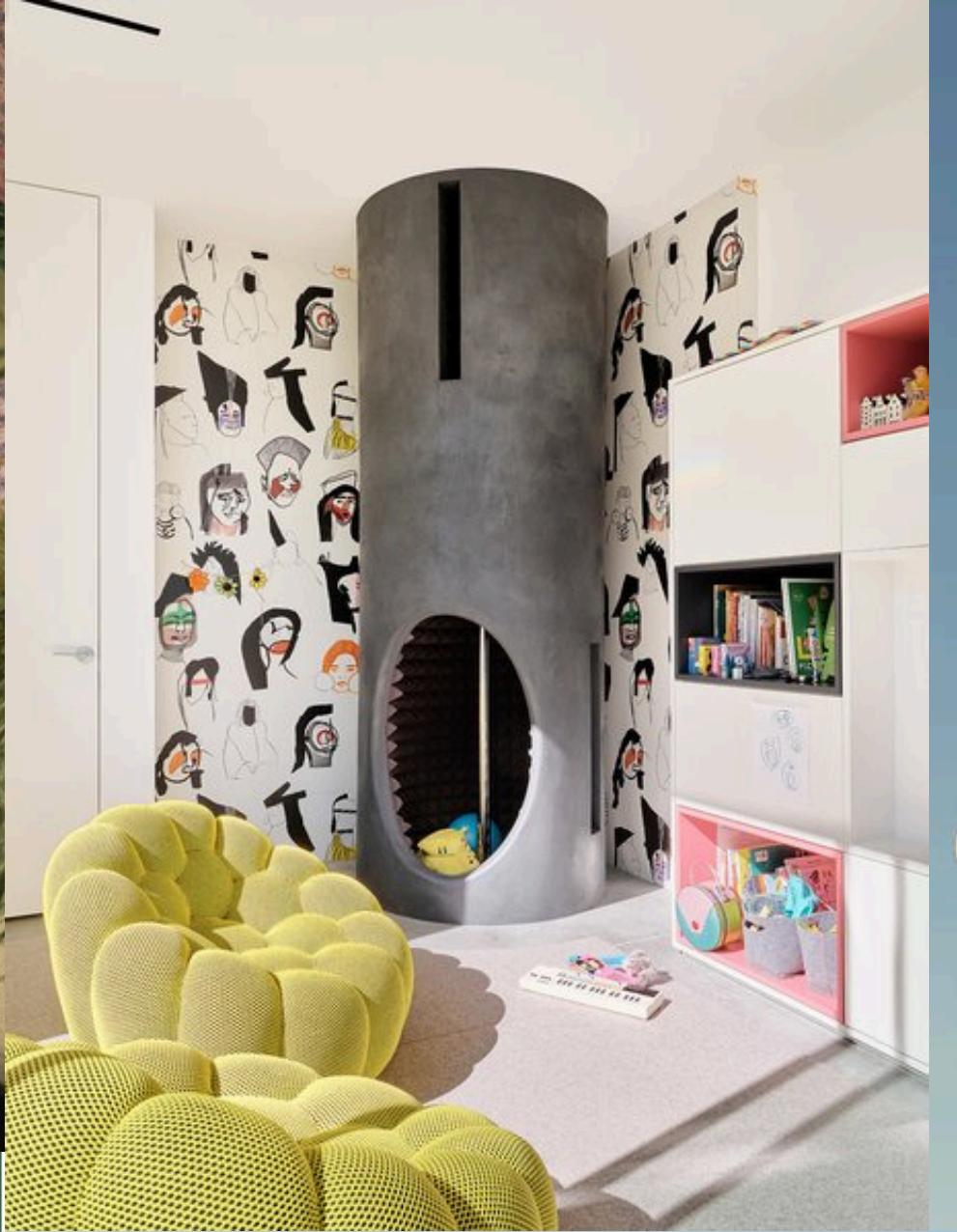
STELLA
Mc CARTNEY

MARC JACOBS

Price Point	Isabel Marant's entry level collection starts at £45 and their cutting edge pieces go up to £4.5k. (Edited. 2023)	Missoni's kids wear entry level collection starts at £25 and goes up to £600. Similar to Missoni, Stella McCartney's kidswear collection begins at £15 and goes up to £700. Marc Jacobs similar to Stella and Missoni, begins at £10 and goes up to £600. (Edited, 2023)
Country Of Production	The supply chain for Isabel Marant is extensive and consists of hundreds of carefully chosen manufacturers and suppliers from over 15 different countries in Asia, Europe, and North Africa. (IsabelMarant, 2023)	The Missoni factory is situated in a remote area outside of Sumirago. As for Stella McCartney, their products are also produced in Italy. Whilst the majority of Marc Jacobs production is done in China, with the exception of their leather which is produced in Italy. (missoni, 2023) (stellamccartney, 2023) (marcjacobs, 2023)
Speciality	Isabel Marant is best known for her bohemian aesthetic and fervently coveted creations. Embodying a casual, perfectly tousled but never over-thought look. (VOGUE 2012)	As for Isabel Marant's competitors, Missoni is best known for their colorful knitwear, intricate stitching and their infamous 'zig zag' pattern. Stella McCartney is best known for her fur-free and leather-free apparel as well as for her celebrity-studded clientele. (Britannica 2023) Lastly, Marc Jacobs, his sartorial interpretations of trends in popular culture. (Britannica 2023)

DESIGN PROCESS





CO ORDINATION
BOARD
(COLOURED
GARMENTS)



EXPLANATION OF THE RANGE AND RATIONALE

Girls kidswear includes a wide variety of styles and designs and is a diverse and constantly changing subcategory of children's clothing. Girls' kidswear has something for every taste and occasion, ranging from the adorable and playful to the elegant and sophisticated.

The use of color in children's clothing is crucial because it helps to capture a child's interest and imagination. Bright, vivid colors are appealing to kids, and the right choice of color can have a big impact on how they feel and behave. Bold and vibrant hues can inspire children's creativity and motivate them to explore and learn new things.

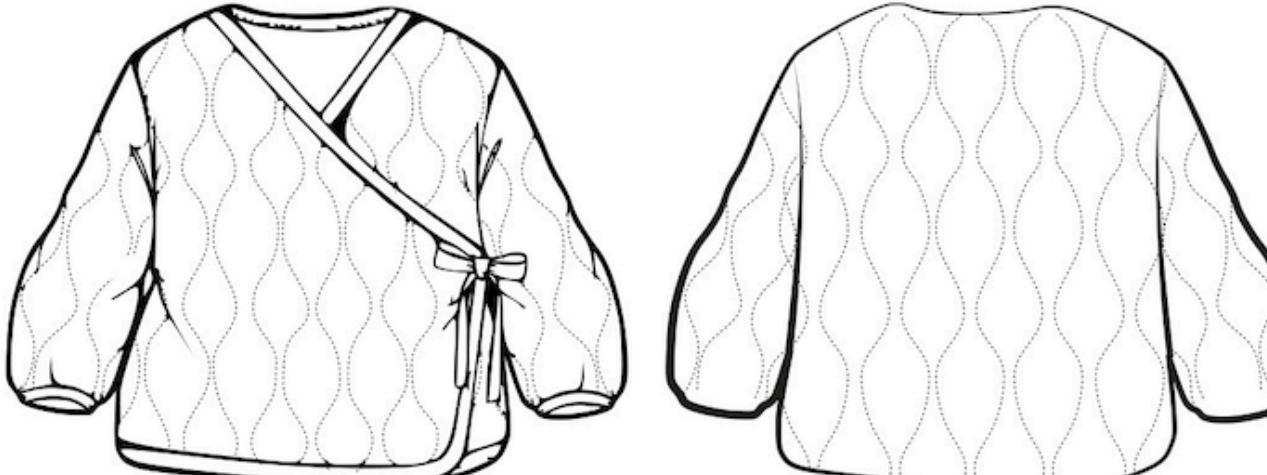
Red denotes vigor, blue represents serenity, and green represents nature. Colors can also convey feelings and meanings. The right color choices for children's clothing can boost a child's self-esteem, happiness, and comfort, which is crucial for their general development and well-being.

For a long time Isabel Marant has been for women only, as a first kidswear collection, we will do the same as according to a survey conducted, parents are the most likely to be purchasing kidswear. In this case mothers may be intrigued whilst shopping for themselves to buy something for their daughters.

Whilst this is a female kidswear line, several of the designs have been made to be work by either gender, such as the tracksuits and jackets.

Overall, girls' kidswear is a creative and exciting subcategory of clothing that promotes individuality and fun. Every girl and every occasion can find something they like thanks to the wide variety of styles, designs, and options available.

COORDINATION BOARD

ISABEL MARANT								
PRODUCTION ID	AW04	SEASON	AW/24					
DISCRIPTION	Wrap Cardigan							
FABRIC	Organic Cotton							
SIZE	6 - 12 Y							
COLOURS	 134-67-16 114-57-24							
								
RETAIL PRICE		WHOLESALE PRICE						
\$	£	€	\$	£	€			
914.33	750.00		334.04	274.00				

ISABEL MARANT								
PRODUCTION ID	AW02	SEASON	AW/24					
DISCRIPTION	Turtle Neck							
FABRIC	Organic Wool							
SIZE	6 - 12 Y							
COLOURS	 110-46-36							
								
RETAIL PRICE			WHOLESALE PRICE					
\$	£	€	\$	£	€			
121.91	100.00		42.74	35.06				

ISABEL MARANT

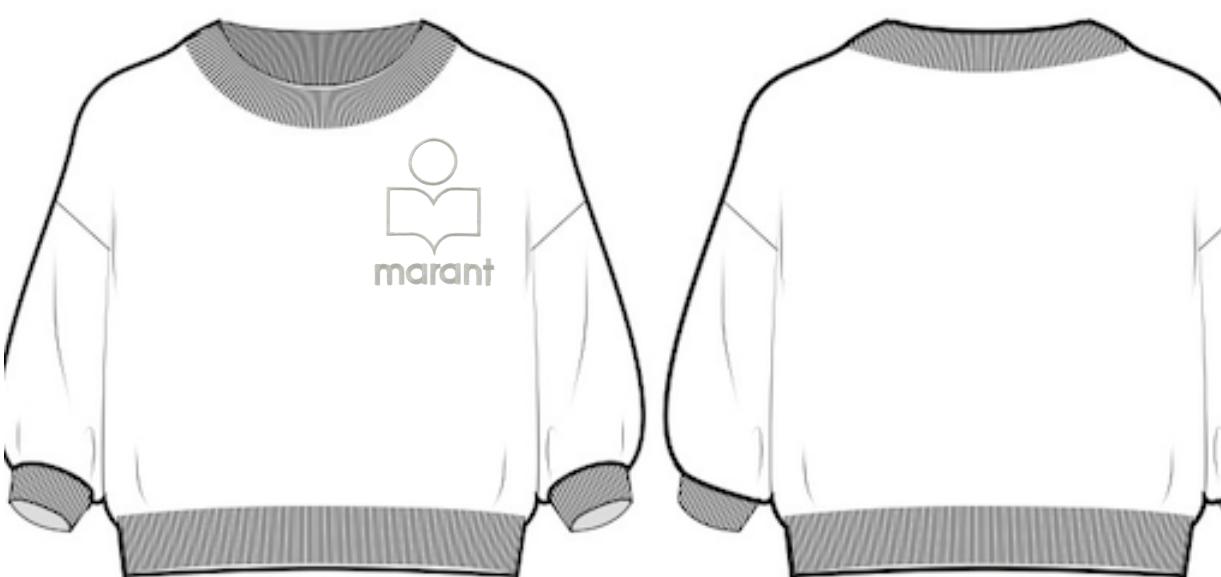
PRODUCTION ID	AW01	SEASON	AW/24
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DISCRIPTION	Sweater
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FABRIC	Recycled Cotton Jersey
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SIZE	6 - 12 Y
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COLOURS	
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RETAIL PRICE			WHOLESALE PRICE		
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\$	£	€	\$	£	€
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97.53	80.00		34.82	28.56	
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ISABEL MARANT

PRODUCTION ID	AW03	SEASON	AW/24
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DISCRIPTION	Sweat Pants
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FABRIC	Recycled Cotton Jersey
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SIZE	6 - 12 Y
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COLOURS	
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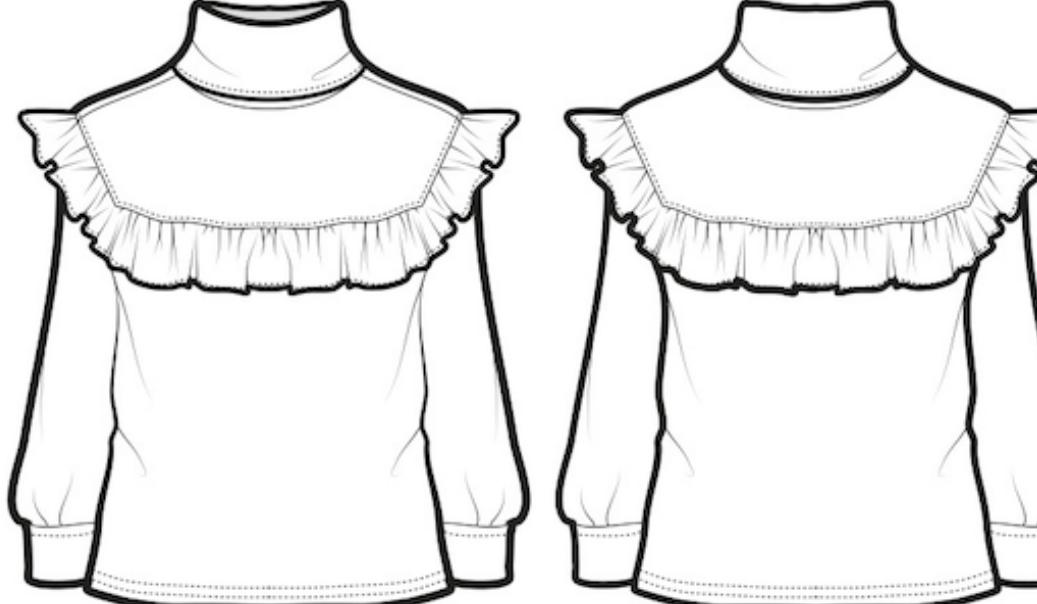


RETAIL PRICE			WHOLESALE PRICE		
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\$	£	€	\$	£	€
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195.06	160.00		69.65	57.13	
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COORDINATION BOARD

ISABEL MARANT							
PRODUCTION ID	AW11	SEASON	AW/24				
DISCRIPTION	Turtle Neck						
FABRIC	Organic Cotton Knit						
SIZE	6 - 12 Y						
COLOURS	 114-57-24						
							
RETAIL PRICE		WHOLESALE PRICE					
\$	£	€	\$	£	€		
182.87	150.00	169.86	35.50	29.12	32.98		

ISABEL MARANT							
PRODUCTION ID	AW10	SEASON	AW/24				
DISCRIPTION	Long Skirt						
FABRIC	Organic Wool Garbadine						
SIZE	6 - 12 Y						
COLOURS	 114-57-24						
							
RETAIL PRICE		WHOLESALE PRICE					
\$	£	€	\$	£	€		
304.78	250.00	283.11	123.24	101.09	114.48		

ISABEL MARANT

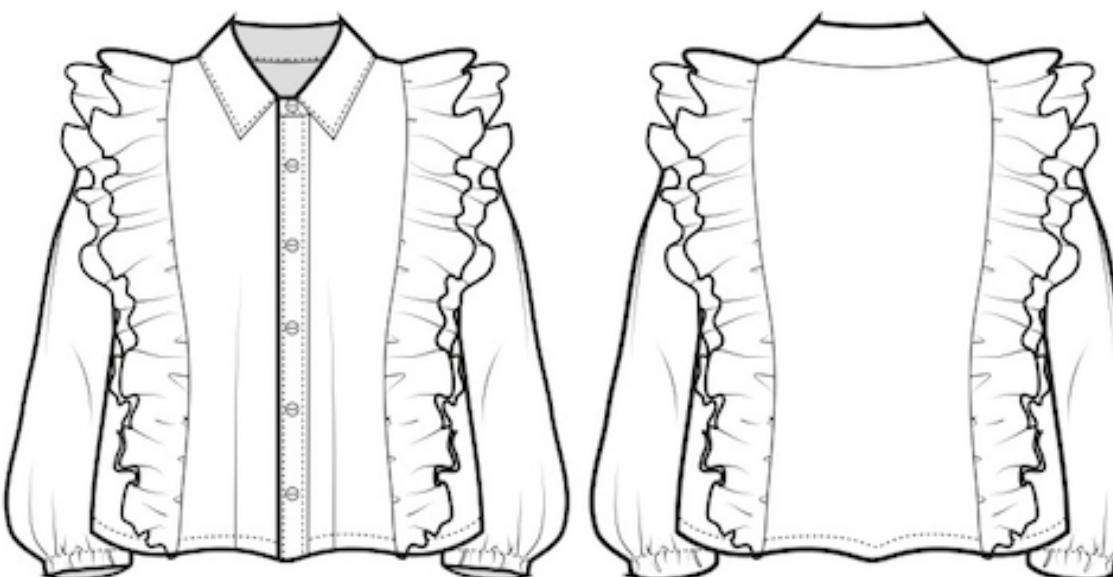
PRODUCTION ID	AW09	SEASON	AW/24
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DISCRIPTION	Lace Detail Blouse
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FABRIC	Recycled cotton
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SIZE	6 - 12 Y
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COLOURS	
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RETAIL PRICE			WHOLESALE PRICE		
\$	£	€	\$	£	€
365.73	300.00	339.73	146.73	120.36	136.03

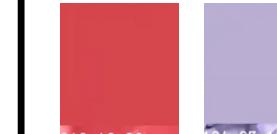
ISABEL MARANT

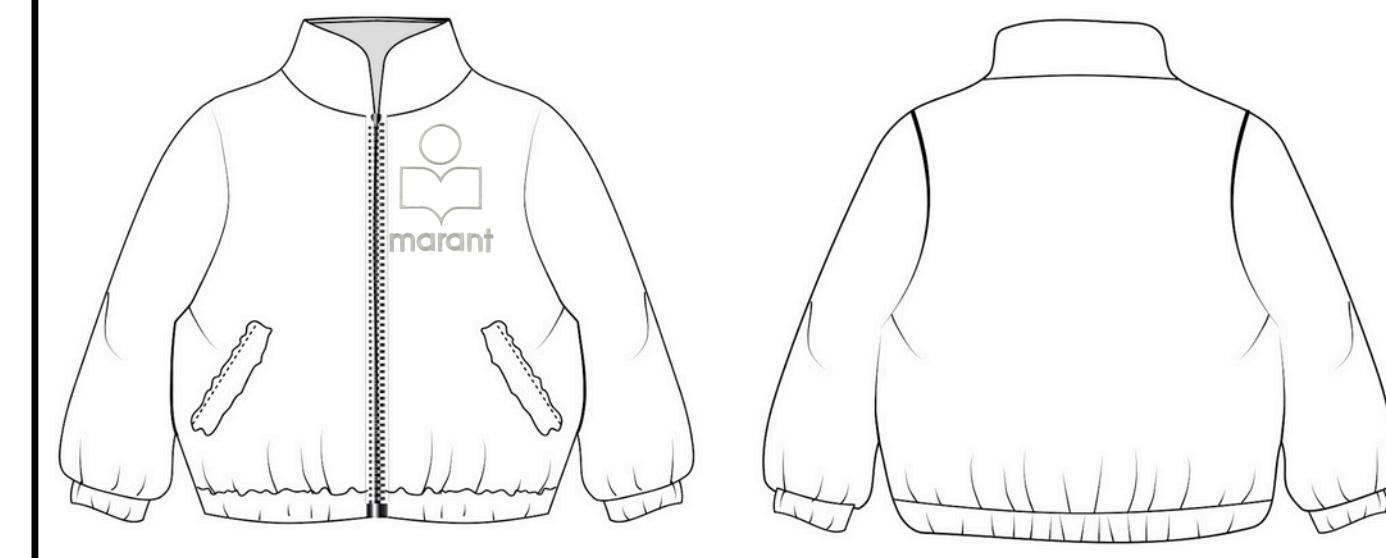
PRODUCTION ID	AW08	SEASON	AW/24
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DISCRIPTION	Bomber Jacket
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FABRIC	Mushroom Leather
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SIZE	6 - 12 Y
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COLOURS	
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RETAIL PRICE			WHOLESALE PRICE		
\$	£	€	\$	£	€
3047.77	2500.00	2831.08	1134.99	931.73	1055.12

ISABEL MARANT

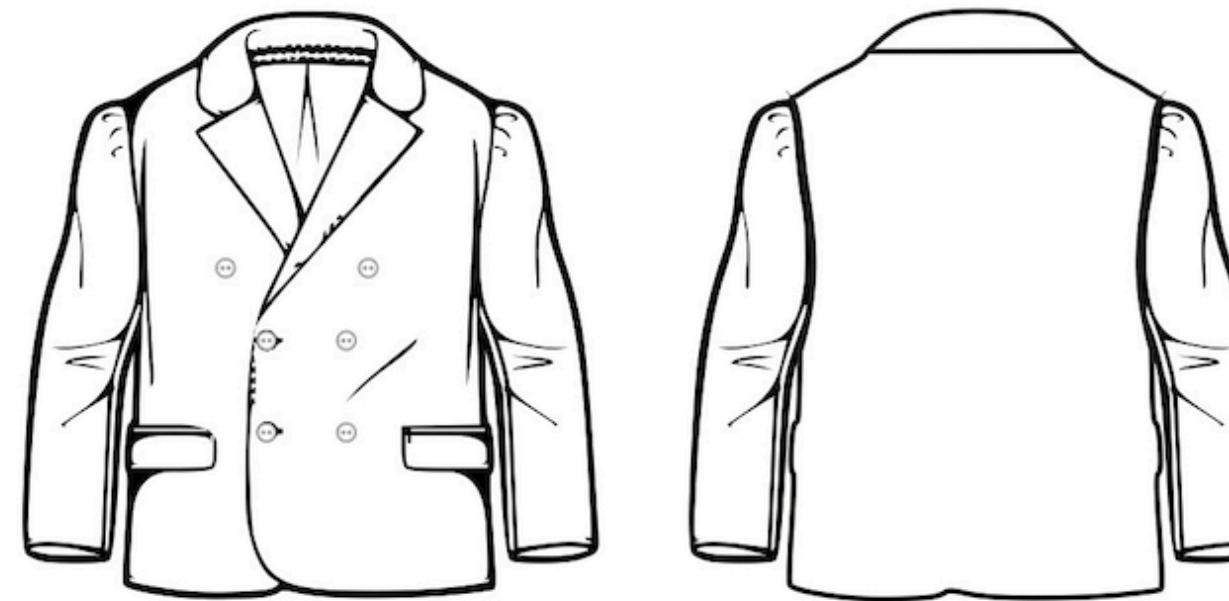
PRODUCTION ID	AW13	SEASON	AW/24
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DISCRIPTION	Double - Breasted Blazer
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FABRIC	Organic Wool Garbadine
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SIZE	6 - 12 Y
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COLOURS	 Tranquill Blue 114 - 57 - 24	 Digital Lavender 134 - 67 - 10
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RETAIL PRICE			WHOLESALE PRICE		
\$	£	€	\$	£	€

2072.49	1700.00	1925.13	699.70	573.94	649.95
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ISABEL MARANT

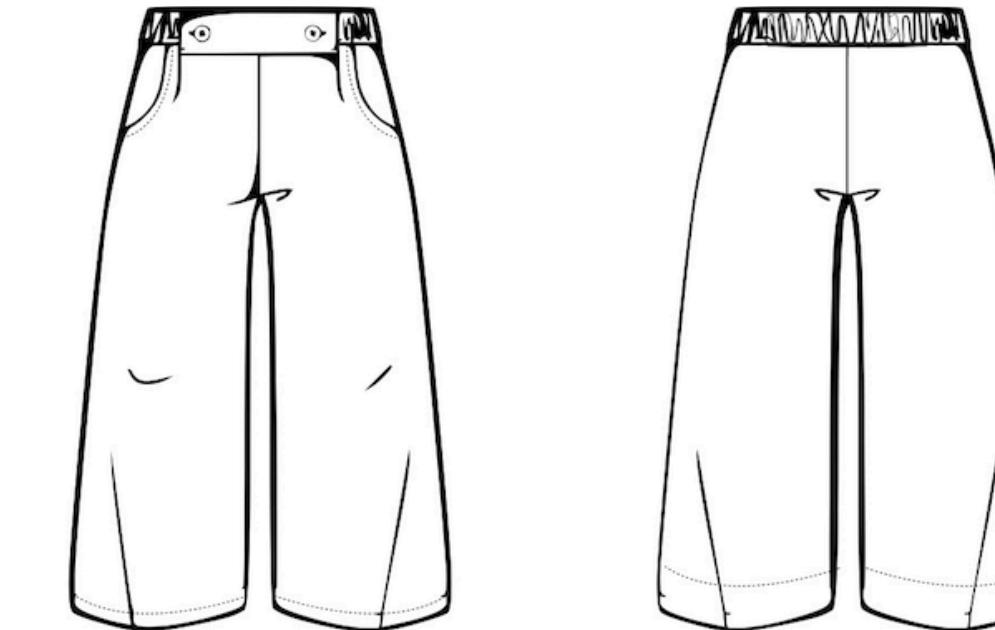
PRODUCTION ID	AW15	SEASON	AW/24
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DISCRIPTION	Wide-Leg Trousers
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FABRIC	Organic Wool Garbadine
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SIZE	6 - 12 Y
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COLOURS	 Tranquill Blue 114 - 57 - 24	 Digital Lavender 134 - 67 - 10
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RETAIL PRICE			WHOLESALE PRICE		
\$	£	€	\$	£	€

524.22	430.00	486.94	185.69	152.32	172.49
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ISABEL MARANT

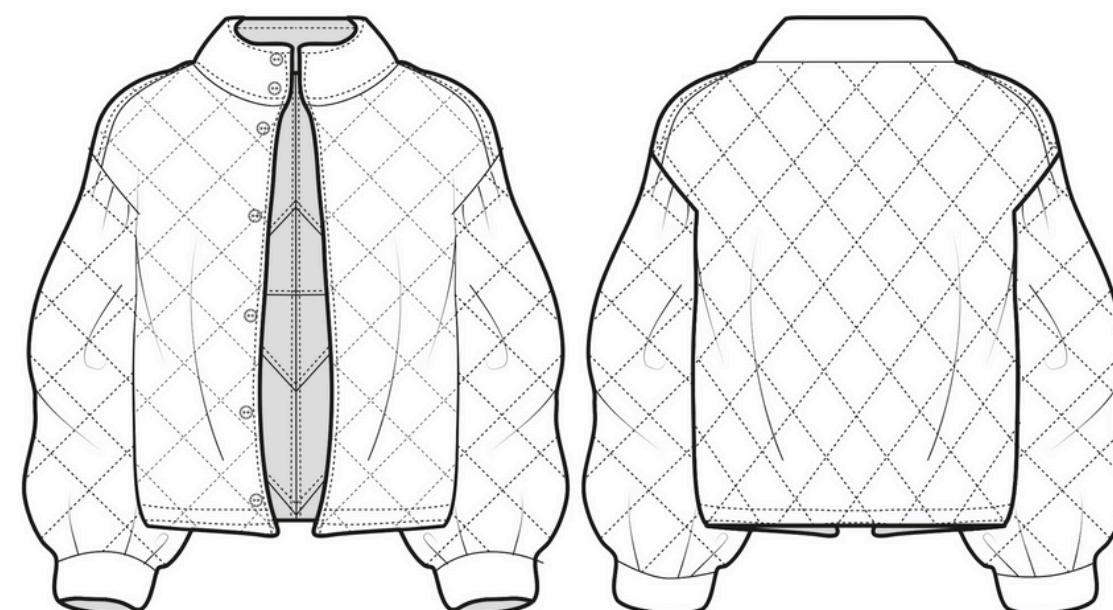
PRODUCTION ID	AW14	SEASON	AW/24
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DISCRIPTION	Quilted Bomber Jacket
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FABRIC	Organic Peace Silk
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SIZE	6 - 12 Y
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COLOURS	 <small>Tranquil Blue 114 - 57 - 24</small>	 <small>Digital Lavender 134 - 67 - 15</small>
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RETAIL PRICE			WHOLESALE PRICE		
\$	£	€	\$	£	€

2925.86	2400.00	2717.83	974.31	799.20	905.04
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SUSTAINABILITY

MUSHROOM LEATHER-

An environmentally responsible and vegan-friendly substitute for animal leather is mushroom leather. It is possible to grow and produce it without using any harmful materials.

Additionally, the substance is entirely compostable and biodegradable at the end of its useful life.

Corn cobs, wood chips, and straw are post-consumer waste used to make mushroom leather. These waste products are combined with mushroom spawn to produce mycelium, which is then used to produce leather that is suitable for vegans. Mushroom leather will be used for a jacket, as a replacement for leather.

ORGANIC WOOL GABARDINE-

The gabardine is densely woven and has a distinct steep twill line. The face has been made smooth and clear by shearing and pressing.

Better animal welfare is promoted by organic wool.

Animal stress is minimised and cruel acts are forbidden.

Animals raised by organic farmers do not frequently receive antibiotic, worming, or pesticide treatments because they adopt a preventative approach to disease.

The hair or fleece of various animals raised in organic farming systems is used to create organic wool fabrics (and later processed without harmful synthetic chemicals).

ORGANIC PEACE SILK-

Organic Peace silk is produced without the use of harmful chemicals, pesticides, or fungicides at any point in the production process, making it a more humane and environmentally friendly method of producing silk. The production requires more labour and takes longer.

Ahimsa silk, nonviolent silk, and cruelty-free silk are other names for organic peace silk.

Organic peace silk, will be used for one of the cutting edge garments.

ORGANIC COTTON-

When cotton is grown organically, it is done so in a way that has a lower environmental impact, produces no hazardous chemicals, and actually improves soil instead of harming it.

Farmers who grow organic cotton use fewer pesticides and are only permitted to use natural fertilisers; no synthetic fertilisers are permitted. Additionally, farming operations only use natural seed—no genetically modified varieties are used.

Organic cotton will be used throughout this collection as a lightweight, breathable material for certain pieces.

PRODUCTION

MYLO™



ANUPRERNA

ZQ
NATURAL FIBRE

SUSTAINABILITY TRENDS

Smart Fabrics:

The excessive use of cotton and synthetic plastic fibers in the manufacturing process is a factor in how harmful the fashion industry is to the environment. One ton of dyed cotton, which is contaminated and frequently cannot be used again, requires 200 tonnes of water to process. Brands and producers are investigating the development of new smart fabrics that reduce waste as a solution to this problem. Animal-derived and PU leather are being phased out by Ganni in favor of environmentally friendly grape leather. With the help of fast-growing, renewable plants and recycled food waste, PANGAIA's FRUTFIBERTM and PLNTFIBERTM bio-based materials seek to replace cotton. Making the fashion supply chain more sustainable should get easier over time as the fashion industry continues to develop technologically and as the capacity to produce new, engineered, eco-friendly fabrics increases. (Weavable, 2022)

Rental Clothing:

Websites that let users rent, wear, and return clothing are gaining popularity as consumer demand for sustainability has grown.

Rental websites like HURR and Rotaro realized that a lot of people purchased clothing for special occasions that they weren't likely to wear again. As a result, everything turned out to be fashion waste. Customers can choose the item they want to wear, rent it for a few days, and then return it to repeat the process with clothing from designer brands and high street retailers available to rent at a lower price than purchasing the item outright. (Weavable, 2022)

Resale:

The resale market has grown 21 times faster than new clothing in the last three years, which has led to an explosion in the popularity of resale sites. Their use ranges from apps like Depop and Vinted for common second-hand items to Vestiaire Collective, which focuses on the resale of high-end apparel.

Buying and selling used clothing promotes a more cyclical fashion industry. Small businesses and individuals gain financially, waste is decreased, and our reliance on fast fashion is lessened. Additionally, it is a much more affordable way to shop. (Weavable, 2022)



COLOR TRENDS

In the world of children's clothing, color is significant because it allows kids to express themselves. Additionally, it is simple to involve them in selecting their own clothing, giving them a sense of independence.

Digital Lavender | Coloro: 134-67-16:

In 2023, purple will be a recurring theme as the color of wellness and digital escape. Consumers who want to safeguard and improve their mental health will place a high priority on restorative rituals, and Digital Lavender will connect to this focus on wellbeing by providing a sense of stability and balance. According to research, hues with shorter wavelengths, like Digital Lavender, inspire peace and tranquility.

Tranquil Blue | Coloro: 114-57-24:

Blues will still be significant, especially bright mid-tones. With a lightness and clarity that reminds of the elements of air and water, tranquil blue is a mid-level color that connects to sustainable values. Consumers will seek it out to balance out their overwhelming emotions because it symbolizes calmness and tranquility. As a modern update to midcentury blue, this color, which is already making an appearance in the premium womenswear market, will be popular across all fashion categories. It can be used in large amounts to make a bold statement because it is a saturated mid-tone, but it can also soften when combined with pastels or grounding neutrals.

Verdigris | Coloro: 092-38-21:

The name of the saturated color verdigris comes from the greenish pigment that develops on copper that has undergone oxidation. It is a transitional color between green and blue that denotes a move toward vibrant digital shades. This color evokes memories of sportswear and outdoor clothing from the 1980s. In the future, Verdigris is likely to be reinterpreted as a progressive, youthfully driven bright. It is already starting to emerge in the casualwear and streetwear markets. Verdigris can serve as a transseasonal update for teal that is appropriate for all product categories. Its boldness makes it a great tool for increasing engagement on social media platforms.

(WGSN,2023)

114-57-24

134-67-16

092-38-21

DESIGN TRENDS

Bold Patterns:

Bold patterns are a regular feature of fashion and a trend that keeps influencing year after year. Bold patterns can be incorporated into clothing in a variety of ways, from graphic prints to animal prints.

vibrant colors:

Season after season, the fashion world sees an increase in the popularity of vibrant colors like neon and pastels. Any design is given a playful and fun element by these bold colors.

oversized silhouettes:

Shapes that are loose and oversized are commonly chosen. These forms give designs a laid-back, cozy feel that makes them ideal for casual clothing. There are countless ways to incorporate oversized silhouettes into your fashion design, from oversized sweaters and jackets to baggy pants.

(Fashiondesigneracademy, 2023)



Product ID	Description	Fabric Name	Fashionability	Fabric		Eye & Hook		Total			
				Metrage	Unit Cost	Unit Cost	Total				
AW01	Sweater	Recycled cotton jersey	Core	0.5	22		0	11			
AW02	Turtle neck	Organic wool	Core	0.5	27		0	13.5			
AW03	Sweat pants	Recycled cotton jersey	Core	1	22		0	22			
AW11	Turtle neck	Organic cotton knit	core	0.5	18		0	9			
AW05	Wide leg baggy jeans	Organic cotton chambray	Core	1	38		0	39			
AW15	Wide Led/Baggy trousers	Organic Wool Gabardine	trendy	1	25		0	32			
AW09	Lace detailed blouse	Recycled cotton	Trendy	0.6	20		0	24			
AW10	Long skirt	Organic wool Gabardine	Trendy	0.8	27		0	21.6			
AW04	Wrap Cardigan	Wrap Cardigan	trendy	1.2	18		0	59.1			
AW13	Blazer	Organic wool Gabardine	Cutting Edge	1.5	25		0	93			
AW14	Quilted bomber jacket	Organic peace silk	Cutting Edge	1.5	30		0	129.5			
AW08	Bomber jacket	Mushroom leather	cutting edge	1.5	92		0	176.5			
Garment Labour		Mark Up Factory									
15% to 20%		Total Cost After Labour	1.4-1.8	Sell Brand Price	Fashionability	Brand Margin	Wholesale Price	Retail Mark Up	Final Retail Price	Final Rounded Up Retail Price	Initial Projected Retail Price
15%	12.65	1.4	17.71	Core	38%	28.56	2.8	79.98	80.00	£90	
15%	15.53	1.4	21.74	Core	38%	35.06	2.8	98.16	100.00	£135	
15%	25.3	1.4	35.42	Core	38%	57.13	2.8	159.96	160.00	£160	
18%	10.62	1.7	18.05	core	38%	29.12	2.8	81.53	150.00	£310	
16%	45.24	1.5	67.86	Core	38%	109.45	2.8	306.46	300.00	£220	
19%	38.08	1.6	60.93	trendy	60%	152.32	2.8	426.50	430.00	900	
18%	28.32	1.7	48.14	Trendy	60%	120.36	2.8	337.01	300.00	£310	
17%	25.27	1.6	40.44	Trendy	60%	101.09	2.8	283.05	250.00	£310	
16%	68.556	1.6	109.69	trendy	60%	274.22	2.8	767.83	750.00	£200	
20%	111.60	1.8	200.88	Cutting Edge	65%	573.94	2.8	1607.04	1700.00	£750	
20%	155.40	1.8	279.72	Cutting Edge	65%	799.20	2.8	2237.76	2400.00	£900	
18%	208.27	1.7	354.06	cutting edge	62%	931.73	2.8	2608.86	2500.00	£300	

EXPLANATION OF THE COSTING TABLE

CORE

As the lower range of the new Isabel Marant kidswear collection, the prices range from £80 to £300. The core products are comfortable and easy to wear, a staple.

The reason for the lower price is due to less labour that has been put into creating the garment, the materials are also less expensive, like the organic cotton and jersey that has been used it a lot less expensive then for example organic peace silk, hence the lower labour and unit cost.

TRENDY

As for the trendy garments, which are the mid range, the prices vary from £250 up to £700. These prices have been used and taken from the current price points of the Isabel Marant womenswear collection.

As there is no children's wear collection yet to base it off.

A higher standard of labour is put into these garments, hence the price range rising. These products are not as accessible as the core range, making the pieces more unique and less of a necessity.

CUTTING EDGE

Finally, the Cutting edge pieces, these garments range from £1700 to £2500. Due to these extremely high prices, The bargaining power of suppliers is high. When suppliers have significant bargaining power, we can expect from them higher prices, more favorable terms and conditions, and higher-quality goods and services. As stated before this is only a rough estimate of the fabrics that will be used hence the pricing. The pricing is also much higher as the labour that has gone into these garments is much higher.

CRITICAL PATH

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I think we can start and the interview will be led by Ido. Hello, Amy. Good morning.

Nice to meet you. Let me introduce you to our class. So Amy is a leader in innovation across the world of packaging and labeling solutions at Avery Dennison. She's been here for over eight years, playing an important role in driving innovation, and sustainability solutions across the industry. Today, Amy can share with us her insights on the latest trends and challenges in the labelling industry and how the pandemic has slowed down the sustainability perhaps for some brands, we can also discuss the technology technology, the interest forming the way we design and produce labels, try to get as much insight for your primary research. So let's move to the first question. So you've been at Avery Dennison since 2014? If I'm not mistaken, what changes have you seen in the industry since the beginning of the role? And is there anything that you will pass in as to change or to implement in the brand since you have started there?

Thank you. And yes, there have been lots of changes. But I think the obvious one is around sustainability. It really has been such a gigantic shift in my time with Avery Dennison. And I remember doing presentations where people, our customers would ask What is sustainability, they so many of them were completely clueless. And I've been there to see their real turning points, which went from us pushing that agenda to customers coming to us saying we need your help. And now they have tonnes of ideas themselves. And it's much more collaborative. And so yeah, as I'm sure you do, I feel really passionately about these changes. And over the years, I've taken every opportunity to immerse myself in it and learn and network with people in the sustainability space. And I think, particularly one area of sustainability that is, I guess, of high importance for me is traceability. Because it's just mind bogglingly difficult for any stakeholders who are part of mainstream business models and supply chains. I've met some really, really passionate fashion brand owners who struggle with it even on really small scales with a lot of dedication. So for me, that's definitely an area that needs investment. And it needs more and more breakthrough technology and new talent.

Thank you for that. So you have a background in woven textile, don't you feel like your prior knowledge and studies have helped you to implement things in your new current job? How did you implement these kinds of things in your job?

Sure, yes. My degree is in woven textiles. So quite specific. And I went on to design around six years with suppliers and with Ben Sherman, after my university time. And then when I moved to Avery Dennison, my design experience was definitely very necessary. Because when I first started the role, which was around eight years ago, it was much more around visual trends and mood boards and store research. So it felt like quite a natural evolution. Whereas now it's much more around industry and macro trends. And that's just evolved over time as I've become more strategy focused and working with different teams aside from creative. So yeah, I mean, there are specific things from my degree and understanding of textiles has been useful and knowing that technical terminology for how weaving works, we do weave labels at Avery Dennison. So that helped with product training. And yeah, I had already visited some industrial mills and yarn supply suppliers before working for Avery Dennison. So I had an understanding of how it works and what that setup looks like.

That was a really great foundation. But so much of the knowledge that I use today has come over time. And you just build on that knowledge and evolve and refine it according to what you do and who you're working with.

So, this leads me to my third question, because we're fashion business students, now we're working on our report. For our children's collection, we're always looking at sustainability, innovations and fabric, including our organic fabrics. Either it's recycled, or manmade, we're always looking for the newest innovation. Is there any innovation that really speaks to you that you think is going to change the industry that you suggest that we implement in our report, where are we heading in the sustainability innovations?

Say that there is a lot going on in the fiber recycling space. So I read in sourcing Journal yesterday that textile recycling is going to be predicted to grow into a \$9.4 billion industry. By 2027. We've seen that h&m Group recently entered into a joint venture with a recycling company, we ourselves are investing in recycling technology, as well. And so I think that's definitely a space to pay attention to. There's a report that came out recently that showed there is a shortage of sorters, to separate textile waste for recycling. So the recyclers are actually not at capacity, because the sorting isn't advanced enough. And it's not. We don't have enough of them, especially in Europe. So I'd say that's a particular piece, which actually leads on to, and we'll talk about this later, I'm sure but the digital piece, where we specialize in the digital care label, which is intended to go some way to solve that problem, and help sorters to identify what yarns are in different garments that enables them to go to the right avenue of recycling or reuse.

And also, you work with probably a really big scale of brands. And now as everyone's talking about the climate crisis, and Gen Z, consumers are really being aware of what's happening in the world and looking for sustainability innovations. I would like to ask, What do you hear from your clients at the company? And what are they looking for? Are they concerned? Are they looking for more transparency, more quality research, location of production? What is the biggest concern for this brand? If so?

Yeah, I think the brands themselves are quite overwhelmed. There is so much information that they need to pass on to consumers, and they are coming to us for advice on what they need to share. And for that reason, we do conduct our own consumer behavior research, there is one study in particular, that's actually coming out again in March. So I'll make sure that you guys get that. But this is the second time that we've run this survey to find out what consumers want to know, and how they would like to interact with labels, if they will scan a label, and if they do, what do they want to see. We've seen lots of brands building their resale offering. And yeah, being creative with new business models is quite interesting. And something we're seeing grow and grow. Yes, it is interesting to see different brands taking different pathways, because some brands change their entire way of production, from every bit from the button to the zipper to the lining, some brands just use one element of sustainability in their collections. So it's definitely interesting. And now it really links to our report, like how sustainable you want your collection to be, what would you like to implement, you don't have to do it all sustainable. But also, it's important not to greenwash your customers, and say sustainability because you use organic cotton, but really approach it as a way of a brand. I know, it's the third time I've said it. But it really is the, you know, the current environment, the macroeconomic environment is really difficult right now. But on top of that, volume is obviously a big issue. We're going through a big digital transformation right now, for lots of reasons. But we also, we're working towards this future where hopefully, physical labels won't exist anymore. So that's, that's a massive shift for us and for our partners, and something that's getting a lot of focus. So yeah, we're changing our business model. We're now working, we've introduced our own data cloud solution so that we can manage the traceability of data for our customers. And yeah, everyone's kind of navigating that and trying to gain more transparency.

Okay, thank you so much. Does anyone have any other questions?

If it's possible for you to talk a little bit more how you could embed this idea of the label that tells something and how it would work. And to me, it's very visual. And you know, I've talked about QR codes and weaving and everything like that. The student said, I am doing this great project where they're making a range plan for children's wear. But perhaps if you could imagine doing children's wear and how you would communicate that sustainable message through labeling and how it might happen.

Just in general, I think it is really important to think of the label as a platform. And remember that it is that only place on a garment where you have that ability to tell a story in that way, particularly digitally, because that's just kind of never ending possibilities. But really seeing it as a platform for telling your story, for education, for giving, doing transparency, and also exclusivity and being fun with it. And there's tons that you can do with unique identities that can be personalized to that one individual. And bringing building communities or membership only access via this label. There's a lot that's happening that's really interesting around digital engagement. So yeah, I'd say that in general, and then for children's wear. Yeah, I guess for the parents who are probably going to scan a label on children's clothing, I think it's really focusing on the safety elements and the, the cleanliness of the, the materials that are used and the ethical production. And maybe there are some fun things that you can do that are not just digital, maybe there's a way to connect the garment with an in store experience. So that's, that's more kind of fun and interactive for the kids, for them to see, I don't know some projects around, I'm just going to simplify projects around planting trees or something like that, that they can see and learn about in store.

And also setting up perhaps a kind of a more sharing economy, where you could start to use that to link with children's clothes, they grow out of them so quickly. But is this all doable? I mean, could the students use something like this too?

Particularly, I think, with the circular economy is that people are trying to kind of really sell or re sell, you know, to have, I mean, you wouldn't, you wouldn't want to do that with counterfeit, saying, now you kind of know what you're moving on is actually genuine. We had a question about this. In our digital consumer behavior survey, we asked people which platform they most trust to buy second hand goods from and resale platforms came out as the top they trust resale platforms more than the brand his own websites? And maybe maybe that's because they're specialists and you would hope that they have processes in place that protect the buyers from buying counterfeit.

My name is Hejira. So my question is, what do you think textile manufacturers should do to push forward and convince brands that using sustainable and greener fabrics is a better choice.

For textile manufacturers, I think providing as much information as possible about the yarn and the processes that are that have come into place, up until that point in the supply chain. I think giving the brands the data, and the information that they need in order to ma I think it's the transparency piece, and ideally, traceability that they could, that they could focus on. Yeah. And that that gives them the, I think the brands need to see what the impact is and what it means.

I would like to thank you, Amy, for being with us today, and sharing all their experience and knowledge from your many years in the industry. I hope this webinar has helped everyone to provide valuable insights for the report and introduce sustainable packaging. SSo thank you again, me for being with us. It's been such a pleasure.

SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• High quality textiles and materials• innovative textiles and patterns• Privately owned• Collaborations	<ul style="list-style-type: none">• Limited target market• Limited financial support• Possible brand confusion-diffusion line
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Improvement in digital presence• Growing market• Product and category extension	<ul style="list-style-type: none">• Intense competition• Counterfeit or design copying

Interview

Sales assistantMcMarket in Monaco:

Which brands would be the main competitors of Isabel Marant kids line?

Chloe Kids

Balmain Kids

Bon Point

Burberry Kids

Bruno Cuccineli kids

Who would be the target market for this range?

Young, independent women who are outgoing and relaxed.

What is the purchasing behaviour of the target market?

The French designer has built her business on unfussy clothing that is on point for today's market.

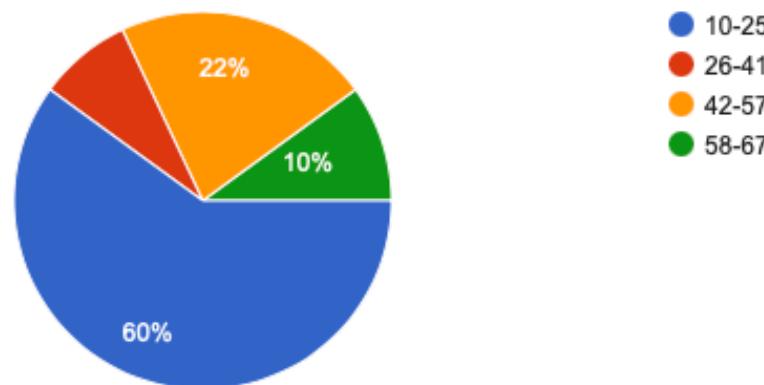
For a certain tribe of fashion-lovers , her dressed down style is effortless , yet on point with today's market.

The authenticity of her design philosophy, coupled with her appreciation for being able to dress different kinds of women , men and children, has garnered her a dedicated customer base over the past two decades, and has established her as one of the leading tastemakers in the industry.

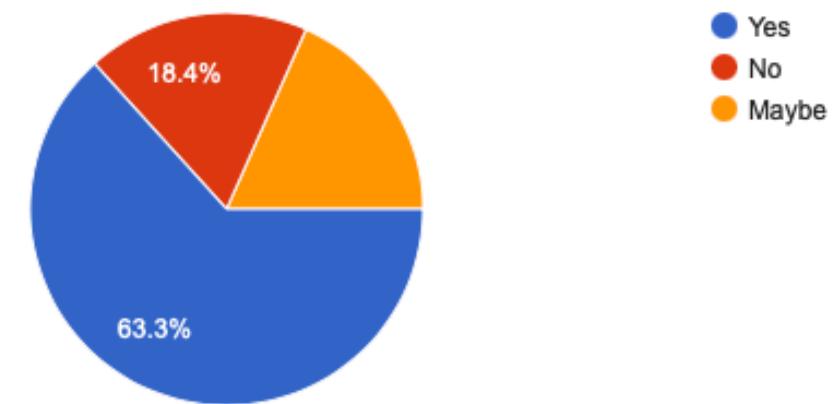
Which price point do you think will work for the range?

£60-£200

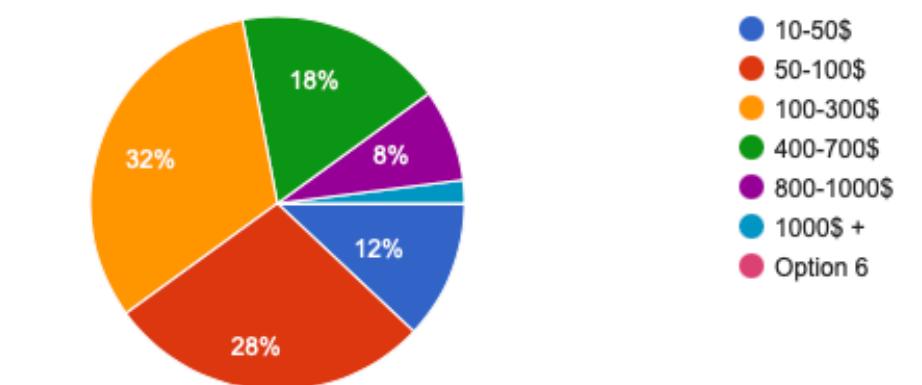
How old are you?
50 responses



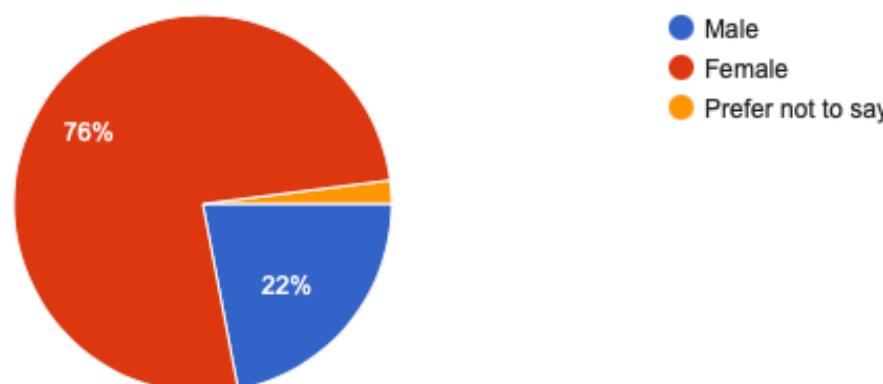
Do you think sustainability is important within kids wear?
49 responses



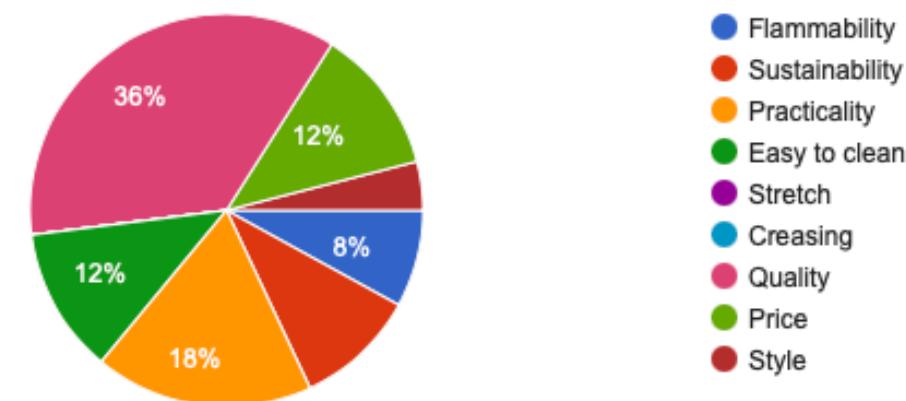
When buying something from a kids wear collection, how much would you spend on an item?
50 responses



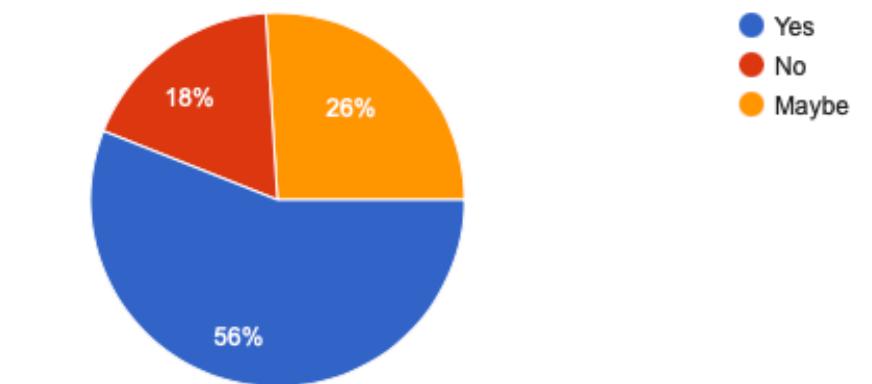
What is your gender?
50 responses



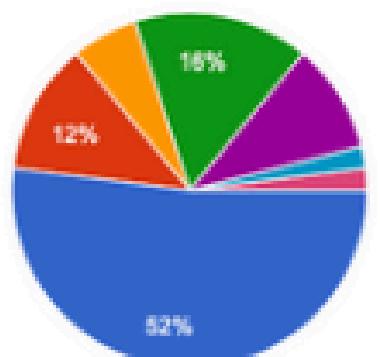
If you were to buy kids wear, what would be the main priority?
50 responses



Would you be interested in buying a collection based on what kids want?
50 responses

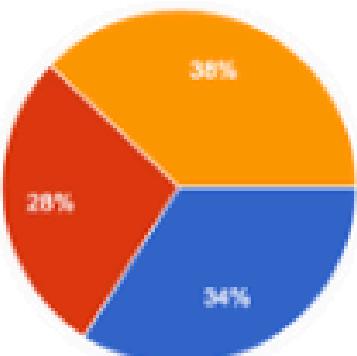


Where are you from?
50 responses



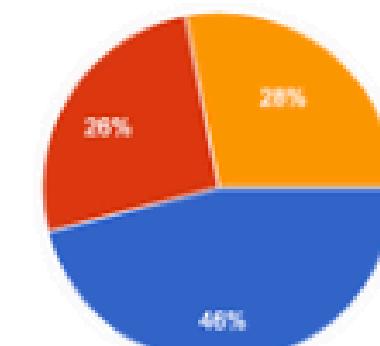
Europe
U.S.A
Asia
United Kingdom
Australia
Middle East
Canada

Would you be interested in a gender neutral kids collection?
50 responses



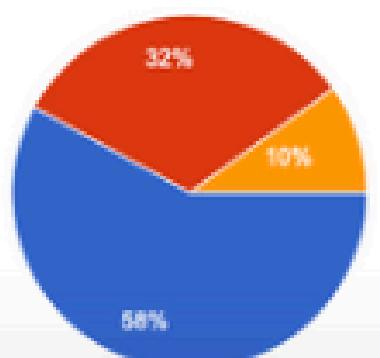
Yes
No
Maybe

Would you pay more for sustainability
50 responses



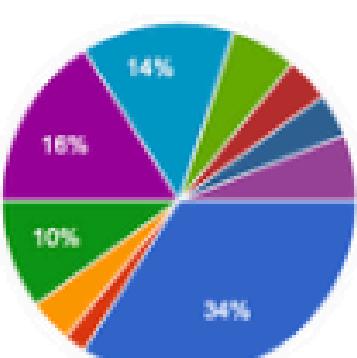
Yes
No
Maybe

Have you ever bought kids wear?
50 responses



Yes
No
Maybe

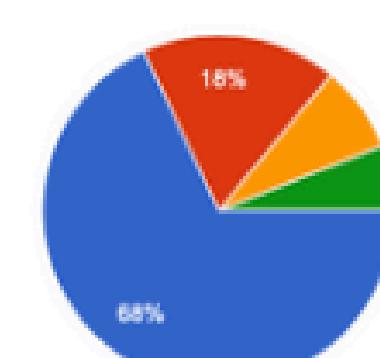
What would you like to see in a girls/boys/ gender neutral collection?
50 responses



T-shirts
Dresses
Skirts
Jeans
Tracksuits
Jumpsuits
Shorts
Shirts

▲ 1/2 ▼

Who do you think is the main customer for a kids collection?
50 responses



Parents
Family
Kids
Friends

ISABEL MARANT

DÉFILE
AUTOMNE-HIVER

INVITATION PERSONNELLE
MERCI DE CONFIRMER VOTRE PRÉSENCE

JEUDI 28 FÉVRIER

PLACE COLETTE,
COUR D'HONNEUR DU DOMAINE NATIONAL
PALAIS-ROYAL, PARIS 01

ISABEL MARANT

COLLECTION
AUTOMNE-HIVER

