

Condensed Portfolio
Zadig & Voltaire
Lucabella Ralph

Table of Contents

Part 1: Company Profile	3-4
Company Profile.....	3
Financial Summary.....	3
Brand and Fashion Concept.....	3
Market Position and Competition.....	3
Product Comparison.....	4
Swot Analysis.....	4
Part 2: Line Development	5-8
Proposal.....	5
Target Market.....	5
Trend Analysis.....	6
Color, Print, & Fabric Story.....	6-7
Concept Board.....	7
Key Silhouettes.....	7
Line Plan.....	7-8
Part 3: Merchandising Plan	8-12
Fabric Quick Costing.....	8
Six Month Merchandising Plan.....	9
Ratio Distribution.....	9-10
Key Item Assortment Plans.....	10-11
Purchase Order.....	12
References.....	13-16

Part 1: Company Profile

Profile

Zadig & Voltaire is a private luxury French clothing brand founded in 1997 by Thierry Gillier. The brand is the embodiment of new luxury. The brand sells to consumers through ecommerce and over 400 stores in 30 countries. Using fine material such as cashmere, silk, and leather, the brand revisits basics in a casual and edgy way. (FashionUnited, 2023) The brand offers men's, women's, and kids clothing, shoes, and accessories and given the luxury classification of the brand the prices range from approximately \$50-\$900. (Zadig & Voltaire, 2023) The brand's two largest competitors are Sandro and The Kooples. Compared to these two brands, Zadig & Voltaire has the broadest category selection, but falls short when it comes to things like sustainability.

Financial Summary

As a privately owned brand, the only sales information available to the public is annual sales. Last year Zadig & Voltaire did \$253 million in sales, placing them in the middle of their two competitors. The Kooples did \$220 million, and Sandro did \$624 million in annual sales last year. (Zoom Info and Global Data) Like most brands, Zadig & Voltaire hit some bumps in the road during the COVID 19 Pandemic, but overall, the brand has seen steady growth over the last several years. There was a major increase in sales in 2022 which can be attributed to revamping the brand strategy and social media. (Richford, 2022)

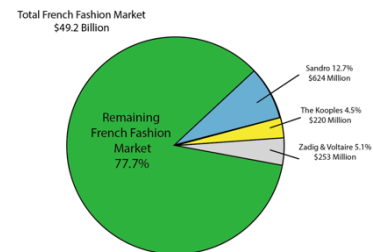
Brand and Fashion Concept

Zadig & Voltaire, while not one of the most popular names in fashion in the United States, is a staple in people's wardrobe in Europe. The brand has been pivotal in the innovation of French ready-to-wear fashion. (Contributor, 2011) The brand seamlessly redefines luxury by meshing it with the brands slightly edgy aesthetic, creating a unique brand image. (Zadig & Voltaire, 2023). The brand never wants customers to feel like they need to fit a mold when it comes to fashion, and Zadig & Voltaire emphasizes this with the brands aesthetic. Mixing textiles as well as flowy and edgy style pieces has become a staple for the brand to encourage freedom when it comes to style. Above all else the brand wants to inspire and assist customers in finding their personal style and expressing their true selves. (Zadig & Voltaire, 2023)

As of 2023 the brand has near 400 stores in 30 countries as well as the ecommerce site. Most brick-and-mortar stores are in Europe, the brand is looking to expand more into the United States and Asia (Issad, 2019). Developing a performance cotton knitwear and loungewear line provides the brand with another category to attract customers from different parts of the world that have different styles. Athleisure and loungewear are extremely popular in the United States and this category is bound to attract new customers from the US. Additionally, the sustainable aspect of the line will universally appeal to the market and bring in new customers.

Market Position and Competition

As stated above the two most direct competitors of Zadig & Voltaire are both French clothing brands as well, The Kooples and Sandro. The three brands are all a part of a contemporary French fashion wave in ready-to-wear fashion. (Contributor, 2011) As the three brands are very similar regarding styles, price, and target market. From 2007 to 2010 Sandro, one of the brands direct competitors grew its revenue almost £100 million and has continued to see similar success throughout the years since. (Contributor, 2011) On the other hand The Kooples has been struggling with brand identity and has seen struggles in the last few years but are constantly working to get back to the success the brand had when it started in 2008. (Templeton, 2022) Either way it's clear both brands are finding success as their revenue number reflect and are constantly working to create a better brand and draw in more customers. With it's important for Zadig & Voltaire to set itself apart and create competitive advantages by continuing to innovate.

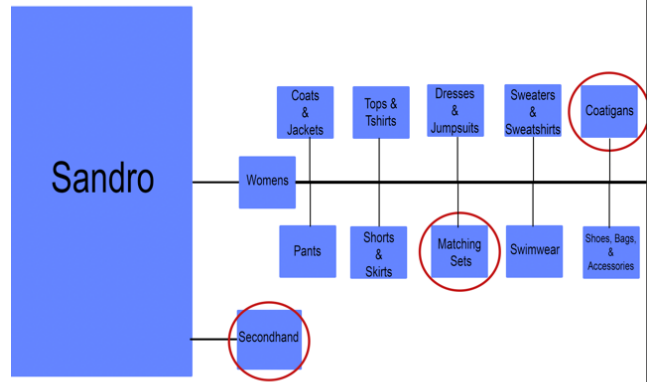
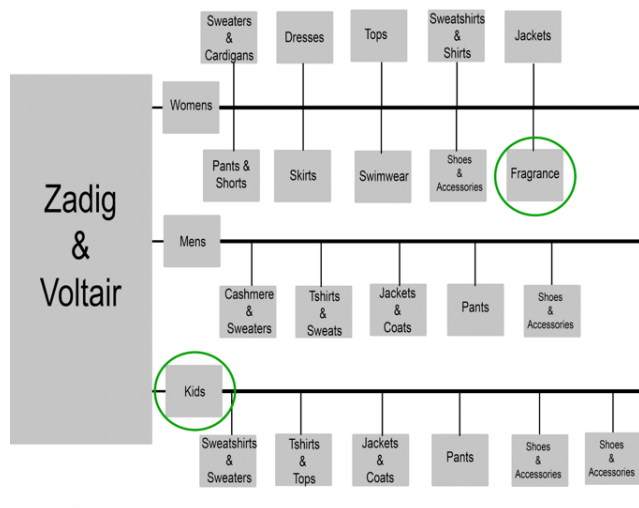


Numbers from Zoom Info and Global Data Cited Below

The chart above features Zadig & Voltaire, The Kooples, and Sandro as they relate to the entirety of the French Fashion Market in terms on revenue last year.

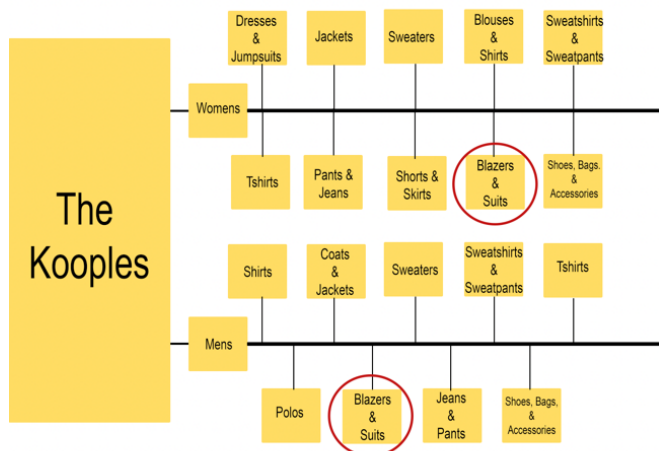
Product Comparison

Below are three charts that outline the product categories for Zadig & Voltaire and the two direct competitors (The Kooples and Sandro). To summarize, all three brands are relatively similar selections. However, Zadig & Voltaire offers two categories that the other brands do not, those are Fragrance and Kids. Sandro and The Kooples also offer categories that Zadig & Voltaire does not. Those are men's and women's blazers and suits, matching sets, coatigans, and second hand. Of all the categories that the competitor brands have a leg up on the most prominent for Zadig & Voltaire is Secondhand, which is offered by Sandro. This category at Sandro could present a problem to Zadig & Voltaire because now the brand is not meeting the marks in terms of sustainability. This new line of cotton performance knitwear and loungewear has sustainability at the forefront and should help the brand catch up to catch up to competitors in terms of sustainable practices.



SWOT Analysis

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. "ZADIG&VOLTAIRE stores have always been an expression of its artistic vision, thanks to numerous collaborations with renowned architects, often featuring contemporary art pieces." (Roberts, 2021) 2. "The brand has also unveiled a new sustainable strategy, entitled VoltAIRE." (Roberts, 2021) 3. "Turning to ready-to-wear, Sosa said dresses have been very strong, and tops are doing well. "Our blazers are the strength of our business."(Lockwood, 2023) 4. "The brand has doubled its U.S. doors since 2017 to a total of 38 branded stores, 27 stand-alone boutiques and 11 outlet stores across the country." (Richford, 2022) 	<ol style="list-style-type: none"> 1. Zadig & Voltaire was rated "not good enough" on the Good on You Sustainability platform. 2. "There is no evidence it minimizes textile waste. There is no evidence it reduces its carbon and other greenhouse gas emissions in its supply chain. There is no evidence it implements water reduction initiatives." (Good on You, 2022) 3. As Zadig & Voltaire falls short on sustainability. Competitor, Sandro, offers an entire section on their website for secondhand clothing options from the brand. This element may pull customers. 4. Unlike brands like The Kooples, Zadig & Voltaire does not emphasize workwear/professional clothing that could attract a slightly different clientele than their usual laidback styles.
Opportunities	Threats
<ol style="list-style-type: none"> 1. "Since assuming the reins as North American chief executive officer of Zadig & Voltaire, Kristen Sosa's top priorities are to expand the brand's retail footprint, increase its accessories business, and raise overall awareness of the Paris-based brand." (Lockwood, 2023) 2. "The brand views Texas as a big opportunity for retail stores and will add stores in Manhattan's Tribeca (in June) and Los Angeles and Georgetown, Washington D.C., later this year." (Lockwood, 2023) 3. "The third priority is to increase brand awareness through social channels, VIP partners, and the image campaign established by headquarters. "The digital channel is going to drive it." (Lockwood, 2023) 4. "He believes that its positioning and brand identity, which hinges on the freedom of spirit and relaxed luxury so dear to Gillier, will allow Zadig & Voltaire to continue to appeal to its primary clientèle, aged between 35 and 55, but also to attract a number of 15 to 25-year-olds." (Guyot, 2021) 	<ol style="list-style-type: none"> 1. "Sandro's turnover grew from £15 million in 2007 to £110 million in 2010 and is expected to approach £200 million this year, according to a series of reports in French newspapers <i>L'Express</i>, <i>La Tribune</i> and <i>Stratégies</i>." (Contributor, 2021) 2. "High fashion brand Zadig & Voltaire is under fire for a promotional video featuring a flaming fountain after social media users said it bore a striking resemblance to a work by artist Julian Charrière." (Solomon, 2023) 3. "Plans have been hampered due to the rolling shutdowns the country faced as part of its now-defunct zero-COVID-19 policy." (Richford, 2022) While COVID has less affect, we still see lasting issues and other world events have potential to affect the brand. 4. "You won't see "Made in Italy" or "Made in France" on Zadig & Voltaire tops or Maje dresses — not even "Made in Portugal." These brands manufacture mainly in countries with low labor costs like Romania, Turkey, Thailand, and China." (Contributor, 2011) Seeking cheap production in developing countries has potential to backfire.



Part 2: Line Development

Proposal

Despite claims of an effort to become more sustainable, Zadig & Voltaire is still falling short in that area according to the Good on You index (Good on You). Additionally, Zadig & Voltaire has the goal of eventually using 100% organically grown cotton, among other main fibers by 2025 (Roberts, 2021). Based on the current shortcomings of the brand and their goals I propose a sustainable, majority cotton, elevated performance knitwear and loungewear line. As sustainability becomes a bigger trend and expectation, customers will begin to overlook the brand simply because they lack sustainable practices, especially when competitors do not. Additionally, performance/athletic wear and loungewear are relatively untapped markets for Zadig & Voltaire as the brand specializes in dressier, upscale clothing. Loyal customers must go elsewhere to find these pieces for their wardrobe. As the brand encourages the individual to express freedom in curating their own style, the idea of incorporating cotton performance knitwear offers the consumer versatility of style and functionality.

Currently, the brand does not offer transitional pieces that can have active performance features but can also be worn as everyday wear. This would be a competitive advantage for the future of the brand, as luxury brands have been adding these types of garments into their collections. The cotton rich aspect of the line is a big step in the brand's sustainability goal. Cotton is a natural fiber that is versatile, sustainable, and durable. The seal of cotton is preferred among most consumers and when paired with whole garment 360 knitting technology this reduces costs, making it a win-win for the brand. (CottonWorks, 2023) With many technological advancements regarding cotton fabrics in recent years this material can be used to create long-lasting durable products. This new line for Zadig & Voltaire allows the brand to break into a new market that current, loyal customers would be interested in and continue to become more sustainable. This line will be released in fall 2024.

Target Market

The target customer/market for this line is like the female target market for the entire brand but considers what areas of the current market would be most interested in a performance knitwear and loungewear line. A representation of a target customer is a 29-year-old female

who works as a Marketing Director. She makes \$141,490 a year (Husson, 2022) and lives in a two-bedroom walk-up in Greenwich Village, New York City. In her free time, she enjoys the outdoors and physical activity but wants to look stylish while participating. She is also creative and enjoys, art, painting, going to museums, and listening to some rock music. Supporting brands that are working to be more sustainable is important to her. She is career driven but values her free time and likes to travel and is inspired by European lifestyle and fashion.

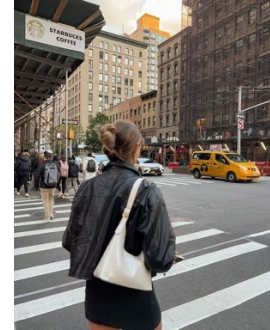


Image from Pinterest

This customer shops at the NYC store location on Washington Street 2-3 times per month on her commute home from work. She ends up purchasing 1-2 items per month spending within the range of \$300-\$500. She also shops at competitors such as Sandro, The Kooples, Zara, Aritzia, and Alo Yoga. She frequently goes to Vogue and Who What Wear for fashion inspiration and admires the style of celebrities like Vanessa Hudgens and Chiara Ferragni. Regarding her wardrobe goals, she wants to find the perfect mix of athletic/leisure wear that is equally elevated and comfortable and wants to be conscious of the materials she's wearing.

Why this target customer? This new line of performance knitwear will still be truly the Zadig & Voltaire aesthetic, so the ideal customer is already loyal to the brand. The new line will draw in more sales from the current customer, providing them with an additional category offering they may be purchasing elsewhere. One of the reasons Zadig & Voltaire is successful is because they have a clear brand image. Maintaining the brand image with this new line has the current consumer in mind.

The Zadig & Voltaire woman is fashionable but down to earth which is evident in collections year after year. Mixing classic pieces with accents of edginess (Samaha, 2018). This persona target customer is fashionable and down to earth and lives a lifestyle that reflects that of a Zadig & Voltaire customer.

Trend Analysis

Considering both current brand aesthetic and upcoming knitwear trends this line will incorporate more cotton fabric into performance and elevated lounge wear. The brand unveiled a new sustainable strategy, entitled VoltAIRE in 2021 and has been making the shift towards 100% responsible materials. (Roberts, 2021) Sustainable cotton is a big trend right now and helps the brand accomplish this goal (CottonWorks, 2023). The knitwear trends considered for the line are as follows:

Cotton Performance Knitwear

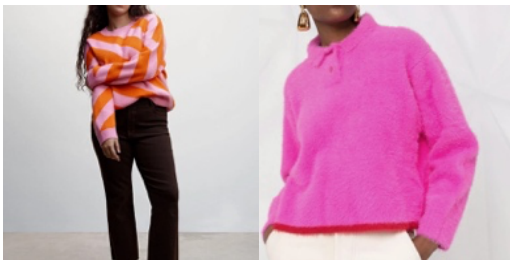
- As stated above the development of sustainable cotton knit material is taking the fashion industry by storm.
- This knitwear is environmentally friendly, flexible, and comfortable while holding more structure than typical cotton textiles. (CottonWorks, 2023)



Images from Cotton Works

Vibrant Knitwear

- While knitwear, specifically for fall, is generally darker, more muted colors, we can expect to see more brightly colored knitwear. (May, 2022)
- This is a trend that Zadig & Voltaire can incorporate into the performance knitwear line as well as the brands existing knitwear lines.
- Zadig & Voltaire doesn't typically showcase extreme bright colors, but as reflected in the color scheme below there are color options that incorporate this trend while maintaining the brands aesthetic.



Images from Stylist

Tartan Print

- Tartan print knitwear is an expected trend through 2024 (Salessy, 2023)
- Tartan is a knitwear print that can be incorporated into performance wear, lounge wear, and knitwear in general in many ways.
- Tartan print can be produced in any color and can match any aesthetic, but it is a pattern that can elevate performance and loungewear which fits in well with this collection from Zadig & Voltaire.

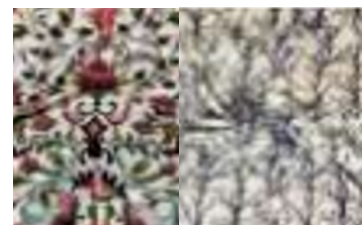
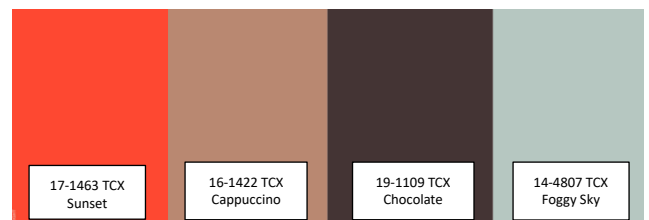


Images from Vogue

Color, Print, & Fabric Story

Colors & Prints

- Color Scheme is from WGSN which reports these colors as ones that will be popular in the future. (Maggioni, 2022)
- These colors fit both with fall aesthetics and the Zadig & Voltaire brand while keeping upcoming trends in mind.



Multicolor Print Gray & White Print

Fabric



These were the original fabric ideas; the final fabrics are in the chart below.

- The main fabric/material being used for this collection will be the cotton performance knitwear. It is the most structured and versatile fabric that can be used for tops and bottoms of different styles. (CottonWorks, 2023)
- Cotton jersey is a universal fabric that is sustainable through the cotton aspect and has superior comfort, softness, and flexibility. (WELLFABRIC, 2023)
- Wool is another natural fiber with sustainability aspects and is one of the best options for the chunky and durable knits that Zadig & Voltaire are known for. (IWTO, 2023)

Swatch	Fabric Name	Fiber Content	Suitability	Special Care	Vendor	Wholesale PPY
	Knit	Cotton, Polyamide, Polyester, Elastane,	Coats, jackets, Pants, skirts, sweatshirts, T-shirts	Wash cold, hand dry for extra precaution	Lurdes Sampaio (Premierevisio n.com)	\$6/yd
	Jersey Knit	94% Cotton, 6% Spandex	Activewear, blouses, t-shirts.	Machine Washable	Fashionfabrics club.com	\$6.56/yd
	Double Face Bonded Knit	Lyocell, Cotton, Linen	Shirts, Pants	Hand Wash	Lourdes Sampaio S.A (Premierevisio n.com)	\$4/yd
	Wool Blend Knit	Wool, Acrylic, Polyester, Nylon	Sweaters, Jackets	Dry Clean Only	Fashionfabrics club.com	\$12.96/yd
	Technical Fabric	100% Cotton	Activewear, outerwear	Machine Washable	British Mullerian (Premierevisio n.com)	\$5/yd

Concept Board



Images from Pinterest

Key Silhouettes

Features: Tank tops, sweaters, straight and wide-leg lounge pants, knit dresses, outerwear.

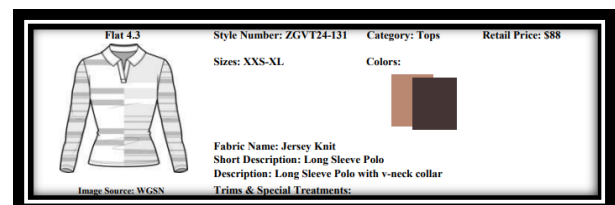
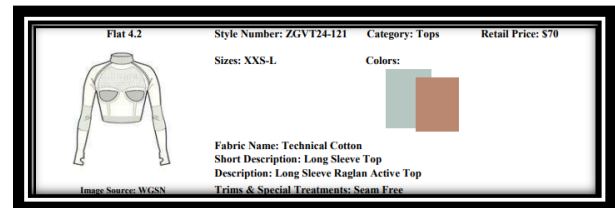
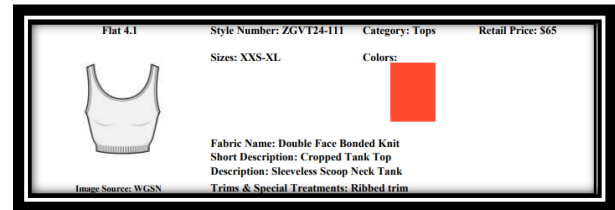


Line Plan

Fall 2024

Cotton Performance Knitwear and Loungewear


Features: 3 tops, 2 pants, 2 dresses, 1 bodysuit, 1 windbreaker



Part 3: Merchandising

Fabric Quick Costing

These tables represent the different fabrics needed for the garments in the line. The garment cost per yard and total cost are provided for a quick glance at the price of production.

Flat 4.4 Style Number: ZGV124-222 Category: Bottoms Retail Price: \$100
 Sizes: 00-14 Colors: 





Image Source: WGSN

Fabric Name: Technical Cotton
 Short Description: Trouser
 Description: Low Rise Biker Trouser
 Trims & Special Treatments: Zipper, seams

Flat 4.5 Style Number: ZGV124-223 Category: Bottoms Retail Price: \$150
 Sizes: XXS-XL Colors: 




Image Source: WGSN

Fabric Name: Jersey Knit
 Short Description: Flared Legging
 Description: High Waisted Flared Bottom Legging
 Trims & Special Treatments:

Flat 4.6 Style Number: ZGV124-333 Category: Dress Retail Price: \$200
 Sizes: XXS-XL Colors: 



Image Source: WGSN

Fabric Name: Knit
 Short Description: Sweater Dress
 Description: Long Sleeve Sweater Dress
 Trims & Special Treatments:

Flat 4.7 Style Number: ZGV124-334 Category: Dress Retail Price: \$270
 Sizes: XXS-L Colors: 



Image Source: WGSN


Fabric Name: Wool Blend Knit
 Short Description: Long Sleeve Floorlength Dress
 Description: Raglan Long Sleeve Sweater Maxi Dress
 Trims & Special Treatments:

Flat 4.8 Style Number: ZGV124-444 Category: Jacket Retail Price: \$89
 Sizes: XXS-XL Colors: 



Image Source: WGSN

Fabric Name: Double Face Bonded Knit
 Short Description: Windbreaker
 Description: Long Sleeve Funnel/Stand Collar Windbreaker
 Trims & Special Treatments:

Flat 4.9 Style Number: ZGV124-555 Category: Other Retail Price: \$75
 Sizes: XXS-XL Colors: 




Image Source: WGSN

Fabric Name: Knit
 Short Description: Bodysuit
 Description: Asymmetric Color Block Bodysuit
 Trims & Special Treatments:

Style Number	Unit Retail	Unit Cost	Target Fabric Cost	Fabric Yardage @ Cost/yd	Fabric Quick Cost	Fabric Quick Cost Total
ZGVT24-111	\$65.00	\$26.00	\$15.60	\$4.00	Outer: \$4.00	\$4.00
				1 Yard	Lining: N/A	

Style Number	Unit Retail	Unit Cost	Target Fabric Cost	Fabric Yardage @ Cost/yd	Fabric Quick Cost	Fabric Quick Cost Total
ZGVT24-121	\$70.00	\$28.00	\$16.80	\$5.00	Outer: \$13.50	\$13.50
				2.7 Yards	Lining: N/A	

Style Number	Unit Retail	Unit Cost	Target Fabric Cost	Fabric Yardage @ Cost/yd	Fabric Quick Cost	Fabric Quick Cost Total
ZGVT24-131	\$88.00	\$35.20	\$21.12	\$6.56	Outer: \$20.99	\$20.99
				3.2 Yards	Lining: N/A	

Style Number	Unit Retail	Unit Cost	Target Fabric Cost	Fabric Yardage @ Cost/yd	Fabric Quick Cost	Fabric Quick Cost Total
ZGVT24-222	\$100.00	\$40.00	\$24.00	\$5.00	Outer: \$12.50	\$12.50
				2.5 Yards	Lining: N/A	

Style Number	Unit Retail	Unit Cost	Target Fabric Cost	Fabric Yardage @ Cost/yd	Fabric Quick Cost	Fabric Quick Cost Total
ZGVT24-223	\$150.00	\$60.00	\$36.00	\$6.56	Outer: \$16.40	\$16.40
				2.5 Yards	Lining: N/A	

Style Number	Unit Retail	Unit Cost	Target Fabric Cost	Fabric Yardage @ Cost/yd	Fabric Quick Cost	Fabric Quick Cost Total
ZGVT24-333	\$200.00	\$80.00	\$48.00	\$6.00	Outer: \$27.00	\$27.00
				4.5 Yards	Lining: N/A	

Six Month Merchandising Plan

This is the 6-Month Merchandising Plan for the Cotton Performance Knitwear and Loungewear line which spans from August 2024-January 2025.

		SIX-MONTH MERCHANDISING PLAN						
		August	September	October	November	December	January	TOTAL
PLANNED SALES \$	Last Year %	17%	17%	15%	18%	25%	8%	100%
	LY \$ \$	\$34,000	\$34,000	\$30,000	\$36,000	\$50,000	\$16,000	\$200,000
	Percent of Increase							
	Revised Actual							
RETAIL STOCK (BOM) \$	Last Year	\$105,400	\$85,000	\$69,000	\$72,000	\$100,000	\$56,000	\$487,400
	Plan							
	Percent of Increase							
	Revised Actual							
MARKDOWNS \$	Last Year (dollar)	\$0	\$0	\$4,500	\$7,200	\$15,000	\$2,240	\$28,940
	Plan (%)	0%	0%	15%	20%	30%	14%	15%
	Percent of Increase							
	Revised Actual							
RETAIL PURCHASES \$	Last Year	\$13,600	\$18,000	\$37,500	\$71,200	\$21,000	(\$12,760)	\$148,540
	Plan							
	Percent of Increase							
	Revised Actual							
PLANNED PURCHASES AT COST \$	Last Year	\$8,160	\$10,800	\$22,500	\$42,720	\$12,600	\$7,656	\$104,436
	Plan							
	Initial Markup	60%	60%	60%	60%	60%	60%	60%
	Revised Actual							
ENDING STOCK (EOM)	Last Year	\$85,000	\$69,000	\$72,000	\$100,000	\$56,000	\$25,000	
	Plan							
	Percent Increase							
	Revised Actual							
Stock-Sales Ratio		3.1	2.5	2.3	2.0	2.0	3.5	2.44

Merchandising Plan Calculations

Planned Sales \$

Monthly Planned Sales (\$) = Last Year's Monthly Sales %
* Season Total

PS November = \$200,000 * 18%

Retail Stock

BOM Retail Stock for November = Stock-to-Sales Ratio for
Month * Monthly Planned Sale

RS November = \$34,000 * 3.1

Markdown \$

Markdowns \$ = Markdown % * Monthly Planned Sale

MD November = \$36,000 * 20%

Planned Retail Purchases

Planned Retail Purchases = Planned Sales \$ + Markdowns
+ EOM-BOM

PRP November = (\$36,000 + \$7,200 + \$100,000) - \$72,000

Planned Purchases at Cost

Planned Purchases at Cost = Planned Retail Purchases *
Markup %

PPC November = \$71,200 * 60%

EOM Inventory

EOM = \$ Retail Stock BOM of the next month

EOM November = \$100,000

Total Stock-to-Sales Ratio

Total Stock-to-Sales Ratio = Value of Stock BOM / Total
Sales

STS November = 2.0

Ratio Distribution

The following charts showcase the distribution of product
type, size, and color/pattern.

Product Distribution

Class #	Class	Percentage of Budget Allocated	Estimated \$ Amount Budget Allocated
1	Tops	35%	\$70,000
2	Bottoms	30%	\$60,000
3	Dresses	20%	\$40,000
4	Jacket	10%	\$20,000
5	Other	5%	\$10,000

Based on the current product distribution of Zadig & Voltaire's website (Zadig & Voltaire, 2023) and the ratio of 1 to 2 tops per 1 pair of pants, the percentage of tops is slightly higher than the percentage of pants. Additionally, dresses, jackets, and bodysuits are more specialty items that people don't purchase as frequently, they make up a smaller percentage of the line.

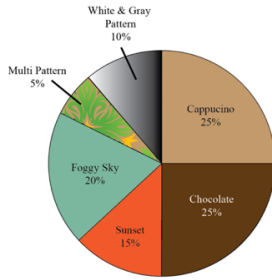
Size Distribution

Size	Percentage
XXSmall	7%
XSmall	8%
Small	15%
Medium	40%
Large	20%
XLarge	10%

Apart from a general size distribution based on what sizes are frequently bought, current trends were also considered when determining the approximate size distribution. Currently, distressed, more oversized knitwear is in style (Parker, 2022). Shifting the size distribution slightly larger reflects that trend and what the target customer of Zadig & Voltaire might be interested.

Color Distribution

Color	Percentage
Sunset	15%
Cappuccino	25%
Chocolate	25%
Foggy Sky	20%
Multi Print	5%
White and Gray Print	10%



The pie chart features the approximate distribution of the line’s colors. In the product assortment below, you can see that the garments are produced in the neutral colors of Cappuccino and Chocolate more frequently and in higher numbers. The brighter colors and patterns are on trend for this coming year (Maggioni, 2022) however, may not have longevity. Colors have been added for certain pieces since the original line sheets, to fulfill areas of opportunity and provide for variety for customers. This colors distribution considers trends and brand aesthetic while providing options in both neutrals and color, to appeal to a larger audience.

Assortment Plans

This is the Assortment plan for November 2024. Retail Purchases for the month of November are \$71,200 therefore this purchase order was \$71,193.

Knit Tank

The Knit Tank is a staple for this collection and therefore more units were purchased in three colors.



SKU#	Short Description	Colorway	Size	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail
ZGVT24-101SS1	Knit Tank	Sunset	XXS	4	\$26.00	\$65.00	\$ 104.00	\$ 260.00
ZGVT24-101SS2	Knit Tank	Sunset	XS	5	\$26.00	\$65.00	\$ 130.00	\$ 325.00
ZGVT24-101SS3	Knit Tank	Sunset	S	5	\$26.00	\$65.00	\$ 130.00	\$ 325.00
ZGVT24-101SS4	Knit Tank	Sunset	M	6	\$26.00	\$65.00	\$ 156.00	\$ 390.00
ZGVT24-101SS5	Knit Tank	Sunset	L	5	\$26.00	\$65.00	\$ 130.00	\$ 325.00
ZGVT24-101SS6	Knit Tank	Sunset	XL	4	\$26.00	\$65.00	\$ 104.00	\$ 260.00
ZGVT24-101CA1	Knit Tank	Cappuccino	XXS	7	\$26.00	\$65.00	\$ 182.00	\$ 455.00
ZGVT24-101CA2	Knit Tank	Cappuccino	XS	8	\$26.00	\$65.00	\$ 208.00	\$ 520.00
ZGVT24-101CA3	Knit Tank	Cappuccino	S	8	\$26.00	\$65.00	\$ 208.00	\$ 520.00
ZGVT24-101CA4	Knit Tank	Cappuccino	M	9	\$26.00	\$65.00	\$ 234.00	\$ 585.00
ZGVT24-101CA5	Knit Tank	Cappuccino	L	8	\$26.00	\$65.00	\$ 208.00	\$ 520.00
ZGVT24-101CA6	Knit Tank	Cappuccino	XL	8	\$26.00	\$65.00	\$ 208.00	\$ 520.00
ZGVT24-101CH1	Knit Tank	Chocolate	XXS	5	\$26.00	\$65.00	\$ 130.00	\$ 325.00
ZGVT24-101CH2	Knit Tank	Chocolate	XS	5	\$26.00	\$65.00	\$ 130.00	\$ 325.00
ZGVT24-101CH3	Knit Tank	Chocolate	S	6	\$26.00	\$65.00	\$ 156.00	\$ 390.00
ZGVT24-101CH4	Knit Tank	Chocolate	M	7	\$26.00	\$65.00	\$ 182.00	\$ 455.00
ZGVT24-101CH5	Knit Tank	Chocolate	L	6	\$26.00	\$65.00	\$ 156.00	\$ 390.00
ZGVT24-101CH6	Knit Tank	Chocolate	XL	5	\$26.00	\$65.00	\$ 130.00	\$ 325.00
Totals				111			\$ 2,886.00	\$ 7,215.00

Cropped Sweater

The Cropped Sweater is a trendier piece geared toward the younger end of the market. To contrast the trendy silhouette the sweater comes in more neutral color options.



SKU#	Short Description	Colorway	Size	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail
ZGVT24-102CA1	Cropped Sweater	Cappuccino	XXS	6	\$28.00	\$70.00	\$ 168.00	\$ 420.00
ZGVT24-102CA2	Cropped Sweater	Cappuccino	XS	6	\$28.00	\$70.00	\$ 168.00	\$ 420.00
ZGVT24-102CA3	Cropped Sweater	Cappuccino	S	7	\$28.00	\$70.00	\$ 196.00	\$ 490.00
ZGVT24-102CA4	Cropped Sweater	Cappuccino	M	8	\$28.00	\$70.00	\$ 224.00	\$ 560.00
ZGVT24-102CA5	Cropped Sweater	Cappuccino	L	7	\$28.00	\$70.00	\$ 196.00	\$ 490.00
ZGVT24-102CA6	Cropped Sweater	Cappuccino	XL	6	\$28.00	\$70.00	\$ 168.00	\$ 420.00
ZGVT24-102FS1	Cropped Sweater	Foggy Sky	XXS	4	\$28.00	\$70.00	\$ 112.00	\$ 280.00
ZGVT24-102FS2	Cropped Sweater	Foggy Sky	XS	5	\$28.00	\$70.00	\$ 140.00	\$ 350.00
ZGVT24-102FS3	Cropped Sweater	Foggy Sky	S	5	\$28.00	\$70.00	\$ 140.00	\$ 350.00
ZGVT24-102FS4	Cropped Sweater	Foggy Sky	M	6	\$28.00	\$70.00	\$ 168.00	\$ 420.00
ZGVT24-102FS5	Cropped Sweater	Foggy Sky	L	5	\$28.00	\$70.00	\$ 140.00	\$ 350.00
ZGVT24-102FS6	Cropped Sweater	Foggy Sky	XL	4	\$28.00	\$70.00	\$ 112.00	\$ 280.00
Totals				69			\$ 1,932.00	\$ 4,830.00

Collard Sweater

The Collard Sweater is a more classic option compared to the Cropped Sweater. It is also one of the more heavily purchased items.



SKU#	Short Description	Colorway	Size	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail
ZGVT24-103CA1	Collared Sweater	Cappuccino	XXS	4	\$35.20	\$88.00	\$ 140.80	\$ 352.00
ZGVT24-103CA2	Collared Sweater	Cappuccino	XS	5	\$35.20	\$88.00	\$ 176.00	\$ 440.00
ZGVT24-103CA3	Collared Sweater	Cappuccino	S	6	\$35.20	\$88.00	\$ 211.20	\$ 528.00
ZGVT24-103CA4	Collared Sweater	Cappuccino	M	7	\$35.20	\$88.00	\$ 246.40	\$ 616.00
ZGVT24-103CA5	Collared Sweater	Cappuccino	L	6	\$35.20	\$88.00	\$ 211.20	\$ 528.00
ZGVT24-103CA6	Collared Sweater	Cappuccino	XL	5	\$35.20	\$88.00	\$ 176.00	\$ 440.00
ZGVT24-103CH1	Collared Sweater	Chocolate	XXS	4	\$35.20	\$88.00	\$ 140.80	\$ 352.00
ZGVT24-103CH2	Collared Sweater	Chocolate	XS	5	\$35.20	\$88.00	\$ 176.00	\$ 440.00
ZGVT24-103CH3	Collared Sweater	Chocolate	S	6	\$35.20	\$88.00	\$ 211.20	\$ 528.00
ZGVT24-103CH4	Collared Sweater	Chocolate	M	7	\$35.20	\$88.00	\$ 246.40	\$ 616.00
ZGVT24-103CH5	Collared Sweater	Chocolate	L	6	\$35.20	\$88.00	\$ 211.20	\$ 528.00
ZGVT24-103CH6	Collared Sweater	Chocolate	XL	5	\$35.20	\$88.00	\$ 176.00	\$ 440.00
Totals				66			\$ 2,323.20	\$ 5,808.00

Utility Pant

The Utility pant is another staple of the collection like the Knit Tank and was also bought in three color options and a larger quantity.



SKU#	Short Description	Colorway	Size	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail
ZGVT24-201SS1	Utility Pant	Sunset	XXS	2	\$40.00	\$100.00	\$ 80.00	\$ 200.00
ZGVT24-201SS2	Utility Pant	Sunset	XS	2	\$40.00	\$100.00	\$ 80.00	\$ 200.00
ZGVT24-201SS3	Utility Pant	Sunset	S	3	\$40.00	\$100.00	\$ 120.00	\$ 300.00
ZGVT24-201SS4	Utility Pant	Sunset	M	4	\$40.00	\$100.00	\$ 160.00	\$ 400.00
ZGVT24-201SS5	Utility Pant	Sunset	L	3	\$40.00	\$100.00	\$ 120.00	\$ 300.00
ZGVT24-201SS6	Utility Pant	Sunset	XL	3	\$40.00	\$100.00	\$ 120.00	\$ 300.00
ZGVT24-201CA1	Utility Pant	Cappuccino	XXS	4	\$40.00	\$100.00	\$ 160.00	\$ 400.00
ZGVT24-201CA2	Utility Pant	Cappuccino	XS	5	\$40.00	\$100.00	\$ 200.00	\$ 500.00
ZGVT24-201CA3	Utility Pant	Cappuccino	S	5	\$40.00	\$100.00	\$ 200.00	\$ 500.00
ZGVT24-201CA4	Utility Pant	Cappuccino	M	6	\$40.00	\$100.00	\$ 240.00	\$ 600.00
ZGVT24-201CA5	Utility Pant	Cappuccino	L	5	\$40.00	\$100.00	\$ 200.00	\$ 500.00
ZGVT24-201CA6	Utility Pant	Cappuccino	XL	5	\$40.00	\$100.00	\$ 200.00	\$ 500.00
ZGVT24-201CH1	Utility Pant	Chocolate	XXS	4	\$40.00	\$100.00	\$ 160.00	\$ 400.00
ZGVT24-201CH2	Utility Pant	Chocolate	XS	5	\$40.00	\$100.00	\$ 200.00	\$ 500.00
ZGVT24-201CH3	Utility Pant	Chocolate	S	5	\$40.00	\$100.00	\$ 200.00	\$ 500.00
ZGVT24-201CH4	Utility Pant	Chocolate	M	6	\$40.00	\$100.00	\$ 240.00	\$ 600.00
ZGVT24-201CH5	Utility Pant	Chocolate	L	5	\$40.00	\$100.00	\$ 200.00	\$ 500.00
ZGVT24-201CH6	Utility Pant	Chocolate	XL	5	\$40.00	\$100.00	\$ 200.00	\$ 500.00
Totals				77			\$ 1,880.00	\$ 4,700.00

Wide Leg Pant

The Wide Leg Pant is a take on the current yoga pant trend which is popular among the target demographic. Because of the popularity of this silhouette the pants were bought in three different colors.



SKU#	Short Description	Colorway	Size	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail
ZGVT24-202SS1	Wide Leg Pant	Sunset	XXS	4	\$60.00	\$150.00	\$ 240.00	\$ 600.00
ZGVT24-202SS2	Wide Leg Pant	Sunset	XS	5	\$60.00	\$150.00	\$ 300.00	\$ 750.00
ZGVT24-202SS3	Wide Leg Pant	Sunset	S	6	\$60.00	\$150.00	\$ 360.00	\$ 900.00
ZGVT24-202SS4	Wide Leg Pant	Sunset	M	7	\$60.00	\$150.00	\$ 420.00	\$ 1,050.00
ZGVT24-202SS5	Wide Leg Pant	Sunset	L	6	\$60.00	\$150.00	\$ 360.00	\$ 900.00
ZGVT24-202SS6	Wide Leg Pant	Sunset	XL	5	\$60.00	\$150.00	\$ 300.00	\$ 750.00
ZGVT24-202CH1	Wide Leg Pant	Chocolate	XXS	6	\$60.00	\$150.00	\$ 360.00	\$ 900.00
ZGVT24-202CH2	Wide Leg Pant	Chocolate	XS	6	\$60.00	\$150.00	\$ 360.00	\$ 900.00
ZGVT24-202CH3	Wide Leg Pant	Chocolate	S	7	\$60.00	\$150.00	\$ 420.00	\$ 1,050.00
ZGVT24-202CH4	Wide Leg Pant	Chocolate	M	8	\$60.00	\$150.00	\$ 480.00	\$ 1,200.00
ZGVT24-202CH5	Wide Leg Pant	Chocolate	L	7	\$60.00	\$150.00	\$ 420.00	\$ 1,050.00
ZGVT24-202CH6	Wide Leg Pant	Chocolate	XL	6	\$60.00	\$150.00	\$ 360.00	\$ 900.00
Totals				73			\$ 4,380.00	\$ 10,950.00

Button Front Dress

The Button Front Dress is one of the dressier and elevated pieces in the collection while still utilizing the cotton performance knit material. It was purchased in two colors.



SKU#	Short Description	Colorway	Size	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail
ZGVT24-301CA1	Button Front Dress	Cappucino	XXS	2	\$80.00	\$200.00	\$ 160.00	\$ 400.00
ZGVT24-301CA2	Button Front Dress	Cappucino	XS	3	\$80.00	\$200.00	\$ 240.00	\$ 600.00
ZGVT24-301CA3	Button Front Dress	Cappucino	S	4	\$80.00	\$200.00	\$ 320.00	\$ 800.00
ZGVT24-301CA4	Button Front Dress	Cappucino	M	5	\$80.00	\$200.00	\$ 400.00	\$ 1,000.00
ZGVT24-301CA5	Button Front Dress	Cappucino	L	4	\$80.00	\$200.00	\$ 320.00	\$ 800.00
ZGVT24-301CA6	Button Front Dress	Cappucino	XL	3	\$80.00	\$200.00	\$ 240.00	\$ 600.00
ZGVT24-301FS1	Button Front Dress	Foggy Sky	XXS	2	\$80.00	\$200.00	\$ 160.00	\$ 400.00
ZGVT24-301FS2	Button Front Dress	Foggy Sky	XS	3	\$80.00	\$200.00	\$ 240.00	\$ 600.00
ZGVT24-301FS3	Button Front Dress	Foggy Sky	S	4	\$80.00	\$200.00	\$ 320.00	\$ 800.00
ZGVT24-301FS4	Button Front Dress	Foggy Sky	M	5	\$80.00	\$200.00	\$ 400.00	\$ 1,000.00
ZGVT24-301FS5	Button Front Dress	Foggy Sky	L	4	\$80.00	\$200.00	\$ 320.00	\$ 800.00
ZGVT24-301FS6	Button Front Dress	Foggy Sky	XL	3	\$80.00	\$200.00	\$ 240.00	\$ 600.00
Totals				42			\$ 3,360.00	\$ 8,400.00

Long Front Seam Dress

Like the Button Front Dress, the Long Front Seam Dress is one of the more elevated pieces in the collection. The length of this dress helps the collection appeal to different and wider clientele.



SKU#	Short Description	Colorway	Size	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail
ZGVT24-302FS1	Long Front Seam Dress	Foggy Sky	XXS	3	\$108.00	\$270.00	\$ 324.00	\$ 810.00
ZGVT24-302FS2	Long Front Seam Dress	Foggy Sky	XS	3	\$108.00	\$270.00	\$ 324.00	\$ 810.00
ZGVT24-302FS3	Long Front Seam Dress	Foggy Sky	S	4	\$108.00	\$270.00	\$ 432.00	\$ 1,080.00
ZGVT24-302FS4	Long Front Seam Dress	Foggy Sky	M	5	\$108.00	\$270.00	\$ 540.00	\$ 1,350.00
ZGVT24-302FS5	Long Front Seam Dress	Foggy Sky	L	4	\$108.00	\$270.00	\$ 432.00	\$ 1,080.00
ZGVT24-302FS6	Long Front Seam Dress	Foggy Sky	XL	3	\$108.00	\$270.00	\$ 324.00	\$ 810.00
ZGVT24-302MP1	Long Front Seam Dress	Multi Print	XXS	3	\$108.00	\$270.00	\$ 324.00	\$ 810.00
ZGVT24-302MP2	Long Front Seam Dress	Multi Print	XS	3	\$108.00	\$270.00	\$ 324.00	\$ 810.00
ZGVT24-302MP3	Long Front Seam Dress	Multi Print	S	4	\$108.00	\$270.00	\$ 432.00	\$ 1,080.00
ZGVT24-302MP4	Long Front Seam Dress	Multi Print	M	5	\$108.00	\$270.00	\$ 540.00	\$ 1,350.00
ZGVT24-302MP5	Long Front Seam Dress	Multi Print	L	4	\$108.00	\$270.00	\$ 432.00	\$ 1,080.00
ZGVT24-302MP6	Long Front Seam Dress	Multi Print	XL	3	\$108.00	\$270.00	\$ 324.00	\$ 810.00
ZGVT24-302CH1	Long Front Seam Dress	Chocolate	XXS	4	\$108.00	\$270.00	\$ 432.00	\$ 1,080.00
ZGVT24-302CH2	Long Front Seam Dress	Chocolate	XS	5	\$108.00	\$270.00	\$ 540.00	\$ 1,350.00
ZGVT24-302CH3	Long Front Seam Dress	Chocolate	S	6	\$108.00	\$270.00	\$ 648.00	\$ 1,620.00
ZGVT24-302CH4	Long Front Seam Dress	Chocolate	M	7	\$108.00	\$270.00	\$ 756.00	\$ 1,890.00
ZGVT24-302CH5	Long Front Seam Dress	Chocolate	L	6	\$108.00	\$270.00	\$ 648.00	\$ 1,620.00
ZGVT24-302CH6	Long Front Seam Dress	Chocolate	XL	5	\$108.00	\$270.00	\$ 540.00	\$ 1,350.00
Totals				77			\$ 8,316.00	\$ 20,790.00

Quarter Zip

The Quarter Zip was purchased in two colors (Sunset and GW Print) to appeal to recent color trends while maintaining timelessness in the silhouette.



SKU#	Short Description	Colorway	Size	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail
ZGVT24-401SS1	Quarter Zip	Sunset	XXS	2	\$35.60	\$89.00	\$ 71.20	\$ 178.00
ZGVT24-401SS2	Quarter Zip	Sunset	XS	3	\$35.60	\$89.00	\$ 106.80	\$ 267.00
ZGVT24-401SS3	Quarter Zip	Sunset	S	4	\$35.60	\$89.00	\$ 142.40	\$ 356.00
ZGVT24-401SS4	Quarter Zip	Sunset	M	5	\$35.60	\$89.00	\$ 178.00	\$ 445.00
ZGVT24-401SS5	Quarter Zip	Sunset	L	4	\$35.60	\$89.00	\$ 142.40	\$ 356.00
ZGVT24-401SS6	Quarter Zip	Sunset	XL	3	\$35.60	\$89.00	\$ 106.80	\$ 267.00
ZGVT24-401GW1	Quarter Zip	GW Print	XXS	4	\$35.60	\$89.00	\$ 142.40	\$ 356.00
ZGVT24-401GW2	Quarter Zip	GW Print	XS	5	\$35.60	\$89.00	\$ 178.00	\$ 445.00
ZGVT24-401GW3	Quarter Zip	GW Print	S	5	\$35.60	\$89.00	\$ 178.00	\$ 445.00
ZGVT24-401GW4	Quarter Zip	GW Print	M	6	\$35.60	\$89.00	\$ 213.60	\$ 534.00
ZGVT24-401GW5	Quarter Zip	GW Print	L	5	\$35.60	\$89.00	\$ 178.00	\$ 445.00
ZGVT24-401GW6	Quarter Zip	GW Print	XL	4	\$35.60	\$89.00	\$ 142.40	\$ 356.00
Totals				50			\$ 1,780.00	\$ 4,450.00

Strappy Bodysuit

One of the trendiest pieces in the collection, the Strappy Bodysuit was purchased in only two colors and lower volume. Like the dresses this bodysuit helps to elevated this otherwise casual line.



SKU#	Short Description	Colorway	Size	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail
ZGVT24-501FS1	Strappy Bodysuit	Foggy Sky	XXS	3	\$30.00	\$75.00	\$ 90.00	\$ 225.00
ZGVT24-501FS2	Strappy Bodysuit	Foggy Sky	XS	4	\$30.00	\$75.00	\$ 120.00	\$ 300.00
ZGVT24-501FS3	Strappy Bodysuit	Foggy Sky	S	5	\$30.00	\$75.00	\$ 150.00	\$ 375.00
ZGVT24-501FS4	Strappy Bodysuit	Foggy Sky	M	6	\$30.00	\$75.00	\$ 180.00	\$ 450.00
ZGVT24-501FS5	Strappy Bodysuit	Foggy Sky	L	5	\$30.00	\$75.00	\$ 150.00	\$ 375.00
ZGVT24-501FS6	Strappy Bodysuit	Foggy Sky	XL	4	\$30.00	\$75.00	\$ 120.00	\$ 300.00
ZGVT24-501MP1	Strappy Bodysuit	Multi Print	XXS	3	\$30.00	\$75.00	\$ 90.00	\$ 225.00
ZGVT24-501MP2	Strappy Bodysuit	Multi Print	XS	4	\$30.00	\$75.00	\$ 120.00	\$ 300.00
ZGVT24-501MP3	Strappy Bodysuit	Multi Print	S	5	\$30.00	\$75.00	\$ 150.00	\$ 375.00
ZGVT24-501MP4	Strappy Bodysuit	Multi Print	M	6	\$30.00	\$75.00	\$ 180.00	\$ 450.00
ZGVT24-501MP5	Strappy Bodysuit	Multi Print	L	5	\$30.00	\$75.00	\$ 150.00	\$ 375.00
ZGVT24-501MP6	Strappy Bodysuit	Multi Print	XL	4	\$30.00	\$75.00	\$ 120.00	\$ 300.00
Totals				54			\$ 1,620.00	\$ 4,050.00

All Flats from WGSN

Purchase Order

Below is the purchase order for November 2024. It breaks down each category and totals retail at \$71,193 just below retail purchases for November which is \$71,200.

Assumptions	Planned In-store Units %	d Online Units	Category Distribution	
	56.2%	42.2%	Tops	48.47%
			Bottoms	24.23%
			Dress	19.22%
			Jackets	8.08%
		Total	100.00%	

Style Name	Style Number	Retail Price	Unit Cost	% Ordered	Total Units Purchased	Total In-store Units	Total Online Units	Total Retail	Total Cost
Knit Tank	ZGVT24-111	\$65.00	\$26.00	17.93%	111	60	51	\$7,215.00	\$2,886.00
Cropped Sweater	ZGVT24-121	\$70.00	\$28.00	11.15%	69	39	30	\$4,830.00	\$1,932.00
Collared Sweater	ZGVT24-131	\$88.00	\$35.20	10.66%	66	36	30	\$5,808.00	\$2,323.20
Utility Pants	ZGVT24-222	\$100.00	\$40.00	12.44%	77	47	30	\$7,700.00	\$3,080.00
Wide Leg Pants	ZGVT24-223	\$150.00	\$60.00	11.79%	73	43	30	\$10,950.00	\$4,380.00
Button Front Dress	ZGVT24-333	\$200.00	\$80.00	6.79%	42	22	20	\$8,400.00	\$3,360.00
Long Front Seam Dress	ZGVT24-334	\$270.00	\$108.00	12.44%	77	47	30	\$20,790.00	\$8,316.00
Quarter Zip	ZGVT24-444	\$89.00	\$35.60	8.08%	50	30	20	\$4,450.00	\$1,780.00
Strappy Bodysuit	ZGVT24-555	\$75.00	\$30.00	8.72%	54	24	20	\$4,050.00	\$1,620.00
			TOTAL	100.00%	619	348	261	\$71,193.00	\$29,677.20

References

- Contributor, G. (2011, October). *The French contemporary wave that's reshaping ready-to-wear*. The Business of Fashion. <https://www.businessoffashion.com/articles/news-analysis/the-french-contemporary-wave-thats-reshaping-ready-to-wear/>
- Fabric Print 1*. (n.d.). <https://marketplace.premierevision.com/en/lv-190-457-akdp-165-v-3-1d86819c.html>. photograph.
- Fabric Print 2*. (n.d.). Fabrics - Marketplace Première Vision ([premierevision.com](https://www.premierevision.com)).
- Fall/winter clothing collection: Women: Sandro-paris.com*. Sandro Paris. (n.d.). https://us.sandro-paris.com/en/womens/clothing/fall-winter-collection/?gclid=EAIaIQobChMI-eT6lJGfgQMVbCGzAB3roQ2XEAAAYASAAEgKeufD_BwE
- France apparel market size and trend analysis by category (clothing, footwear, accessories), retail channel, Supply Chain, consumer attitudes and themes, key brands and forecast to 2027*. Market Research Reports & Consulting | GlobalData UK Ltd. (2023, May 11). <https://www.globaldata.com/store/report/france-apparel-market-analysis/>
- Guyot, O. (2021, October 8). *Zadig & Voltaire targets €550 million revenue by 2025*. Fashion Network. <https://www.fashionnetwork.com/news/Zadig-voltaire-targets-550-million-revenueby2025,1342204.html>
- Iwto. (2023, August 29). *The benefits of knitting with wool: Knitting: IWTO*. International Wool Textile Organisation. <https://iwto.org/the-benefits-of-knitting-with-wool/>
- Jersey Swatch*. (n.d.). Online Fabric Store. Retrieved 2023, from <https://www.onlinefabricstore.com/heather-gray-cotton-jersey-fabric-.htm>.
- Leggings Flat*. (n.d.). Vecteezy. Retrieved 2023, from : <https://www.vecteezy.com/vector-art/8167112-slim-fit-leggings-technical-fashion-flat-sketch-vector-illustration-template-for-ladies>.
- Lockwood, L. (2023, May 25). *Zadig & Voltaire's new North American CEO Kristen Sosa aims to increase retail footprint, raise brand awareness, and grow accessories*. WWD. <https://wwd.com/fashion-news/designer-luxury/zadig-amp-voltaires-new-north-american-ceo->

kristen-sosa-looks-to-increase-retail-footprint-raise-brand-awareness-and-grow-accessories-1235663900/

Maggioni, S. (2022, November 8). *Women's Colour Forecast A/W 25/25*.

WGSN. <https://www.wgsn.com/fashion/article/636b7ab0459c58c53faac24a>

May, N., & Cunningham, L. (2022). *Combat Grey Days with these 11 mood-boosting, colour-drenched knits*. stylist.co.uk. <https://www.stylist.co.uk/fashion/colourful-knitwear-autumn-trends/570250>

Parker, A. B. (2022, January 10). *It's big, baggy sweater season-17 oversized knits to shop now*. Vogue. <https://www.vogue.com/slideshow/oversized-sweaters>

Performance Knit Swatch. (2023). Cotton Works. Retrieved 2023, from

<https://cottonworks.com/en/topics/fabric-technology/product-technologies/performance-knitwear/>.

Performance knitwear: CottonWorksTM. CottonWorks. (2023a, January 23).

<https://cottonworks.com/en/topics/fabric-technology/product-technologies/performance-knitwear/>

Pricing decisions: CottonWorksTM. CottonWorks. (2023b, January 23).

<https://cottonworks.com/en/topics/retail-marketing/retail-math/retail-math-pricing-decisions/>

Pullover Flat. (n.d.). Etsy. Retrieved 2023, from <https://www.etsy.com/listing/1227922470/crewneck-sweatshirt-flat-technical>.

Quarter Zip Flat. (n.d.). Free Vector. Retrieved 2023, from <https://www.freevector.com/vector/sweatshirt>.

Richford, R. (2022, December 22). *Zadig & Voltaire Sales Jump Amid Accelerated U.S. Push*. WWD:

Women's Wear Daily. <https://wwd-com.proxy.library.kent.edu/business-news/financial/zadig-amp-voltaire-sales-boom-amid-accelerated-us-push-1235455715/>

Roberts, L. (2021, October 18). *Zadig & Voltaire Accelerates Global Growth Strategy and outlines ambitious sustainability goals*. TheIndustry.fashion. <https://www.theindustry.fashion/zadig-voltaire-accelerates-global-strategy-and-outlines-ambitious-sustainability-goals/>

Salessy, H. (2023, September 25). *18 fashion trends to know for fall/winter 2023-2024*. Vogue France.

<https://www.vogue.fr/fashion/galerie/fashion-week-trends-fall-winter-2023-2024>

Samaha, B. (2018, March 23). *Zadig & Voltaire brings a streetwise French twist to New York Fashion week*. Forbes. <https://www.forbes.com/sites/barrysamaha/2018/02/23/zadig-voltaire-interview-new-york-fashion-week-luxury/>

Seal of cotton: CottonworksTM. CottonWorks. (2023c, September 15). <https://cottonworks.com/en/topics/retail-marketing/seal-of-cotton/licensing/>

Solomon, T. (2023, January 27). *Zadig & Voltaire accused of Plagiarizing Artist for Fashion Week promo, prompting outcry*. ARTnews.com. <https://www.artnews.com/art-news/news/zadig-voltaire-accused-of-plagiarizing-artist-paris-fashion-week-promo-1234655587/>

Templeton, L. (2022, April 4). *The kooples wants to return to its roots as it unveils new logo and creative direction*. WWD. <https://wwd.com/fashion-news/fashion-features/the-kooples-wants-to-return-to-its-roots-as-it-unveils-new-logo-and-creative-direction-1235149422/>

T-Shirt Flat. (n.d.-a). iStock. Retrieved 2023, from <https://www.istockphoto.com/vector/t-shirt-technical-fashion-illustration-with-crew-neck-fitted-oversized-body-short-gm1250398167-364678653>.

Wool Swatch. (n.d.). ktslowcloset. Retrieved 2023, from <https://ktslowcloset.com/tag/swatching/>.

Zadig & Voltaire - Overview, News & competitors | Zoominfo.com. (n.d.). <https://www.zoominfo.com/c/zadig--voltaire/355589736>

Zadig&Voltaire. Zadig&Voltaire - Sustainability Rating - Good On You. (2022, June). <https://directory.goodonyou.eco/brand/zadigandvoltaire>

13 highest paying marketing and advertising jobs. Husson University. (2022). <https://www.husson.edu/online/blog/2022/02/highest-paying-marketing-jobs>

9 things to know about Cotton Jersey fabric. WELLFABRIC. (2023, June 26). <https://wellfabric.com/cotton-jersey-fabric/>