

WEEKEND IN THE CITY



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COMPANY/BRAND AND CUSTOMER RESEARCH:

ANTHROPOLOGIE:

30-45 YEAR-OLD WOMEN

EDUCATED AND AFFLUENT

OUR CUSTOMER IS A CREATIVE-MINDED WOMAN, WHO WANTS TO LOOK LIKE HERSELF, NOT THE MASSES. SHE HAS A SENSE OF ADVENTURE ABOUT WHAT SHE WEARS, AND ALTHOUGH FASHION IS IMPORTANT TO HER, SHE IS TOO BUSY ENJOYING LIFE TO BE GOVERNED BY THE LATEST TRENDS. TO HER, ANTHROPOLOGIE IS A PORTAL OF DISCOVERY—A BRUSH WITH WHAT COULD BE. A PLACE FOR HER TO LOSE—AND FIND—HERSELF.

ANTHROPOLOGIE WAS FOUNDED BY CURRENT URBN CHAIRMAN AND PRESIDENT DICK HAYNE, HAVING HEARD THE PLEA OF A FRIEND. SHE HAD JUST MOVED TO THE SUBURBS OF PHILADELPHIA, AND WAS DISSATISFIED WITH THE SHOPPING OPTIONS AVAILABLE TO HER.

OUR PRODUCT OFFERING CONSISTS OF WOMEN'S APPAREL AND ACCESSORIES, INTIMATES, HOME FURNITURE AND DÉCOR, BEAUTY AND GIFTS. EACH CATERS TO THE LIFESTYLE OF OUR FIVE MUSES: SOFT AND DELICATE; BOHO CHIC; EASY COOL; ELEGANT CLASSIC; AND MODERN SPORTY.

FOUNDED IN 1992

OPERATES OVER 200 STORES WORLDWIDE

\$147 MILLION

MARKET RESEARCH:

OTHER COMPETITORS:

- **J.CREW:** FOCUSING ON LEISUREWEAR FOR UPPER-MIDDLE-CLASS CUSTOMERS, AIMING FOR A RALPH LAUREN LOOK AT A MUCH LOWER PRICE,
ANNUAL REV. OF \$2.3 BILLION
- **BANANA REPUBLIC:** BANANA REPUBLIC OFFERS VERSATILE, CONTEMPORARY CLASSICS, DESIGNED FOR TODAY WITH STYLE THAT ENDURES. THROUGH THOUGHTFUL DESIGN, WE CREATE CLOTHING AND ACCESSORIES WITH DETAILED CRAFTSMANSHIP IN LUXURIOUS MATERIALS.
ANNUAL REV. \$475 MILLION
- **MADEWELL:** “MADEWELL IS FOR DENIM LOVERS—OR BASICALLY ANYONE WHO APPRECIATES TIMELESS DESIGN THAT PUT YOU AT EASE.”
ANNUAL REV. OF \$92.5 MILLION
- **NEIMAN MARCUS:** NEIMAN MARCUS IS A RENOWNED SPECIALTY STORE DEDICATED TO MERCHANDISE LEADERSHIP AND SUPERIOR CUSTOMER SERVICE. WE WILL OFFER THE FINEST FASHION AND QUALITY PRODUCTS IN A WELCOMING ENVIRONMENT.
ANNUAL REVENUE OF 1.167 BILLION
- **NORDSTROM:** NORDSTROM, INC. IS A LEADING FASHION SPECIALTY RETAILER OFFERING COMPELLING CLOTHING, SHOES AND ACCESSORIES FOR MEN, WOMEN AND CHILDREN. AN UNERRING EYE FOR WHAT'S NEXT IN FASHION. A RELENTLESS DRIVE TO EXCEED EXPECTATIONS. FOR MORE THAN 100 YEARS, NORDSTROM HAS WORKED TO DELIVER THE BEST POSSIBLE SHOPPING EXPERIENCE, HELPING CUSTOMERS POSSESS STYLE—NOT JUST BUY FASHION.
ANNUAL REV. OF \$14.44 BILLION



INITIAL RESEARCH IMAGES
BLUSH CHIC



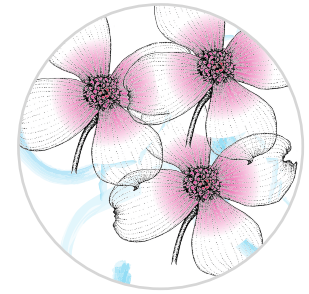
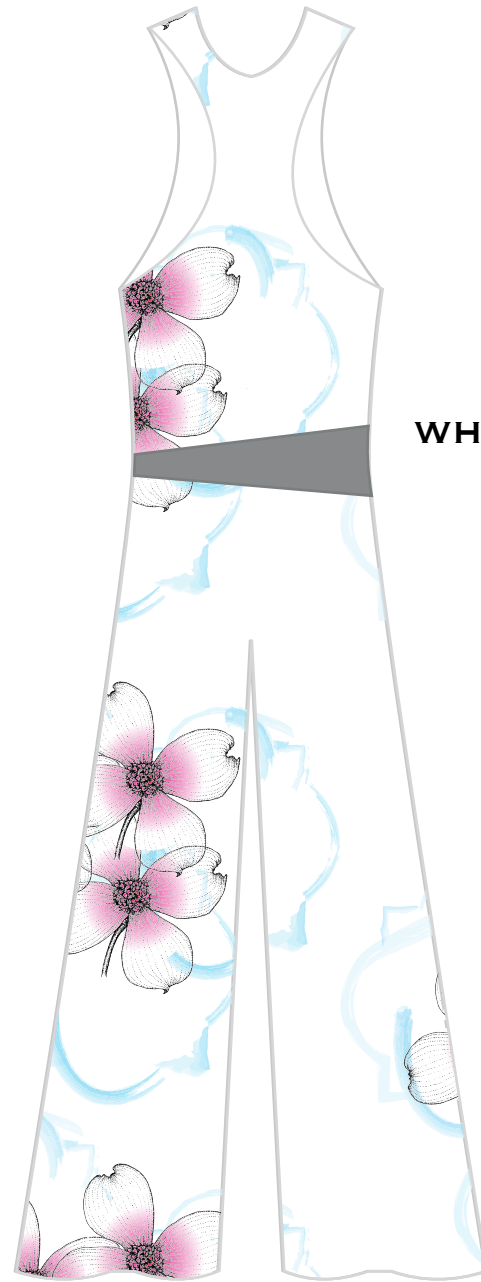
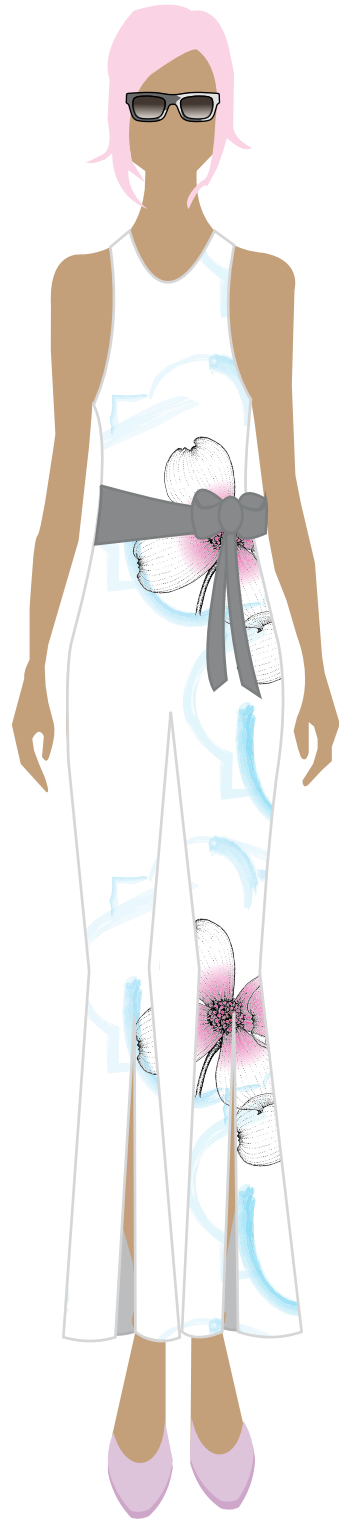
THE ANTHROPOLOGIE GIRL



ANTHROPOLOGIE FASHION TRENDS

WEEKEND IN THE CITY

\$225



WHITE QUATREFOIL

ILLUSTRATION SHEET

CompanyName: URBN	GARMENT INFORMATION
Address: 5000 South Broad St	Group Name: Style#CLO09
Address: Philadelphia, PA19112-1495	Colorway: 85980
Phone: 215-454-5500	Classification: Women's Jumpsuit
Fax: 215-458-5519	Season: Spring2017
	Label: Anthropologie
	Fabric Content: 95% cotton 5% Lycra spandex
	Style#CLO09

<p>Sketch:</p> 	<p>White Quatrefoil:</p>
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Fabric Information	Style#/Width	Size Ranges	Delivery Date	Comments
Stretch Poplin Cotton Tongxiang Tenghui Textiles Co., Ltd. China	Width: 50 inches	XXS-XL Sample Size: M	TBD	
Date Created: 12/12/2016	Date Modified:	Date Released:	Designer's Initials:	

FABRIC SHEET



Company Name:URBN
Address:5000 South Broad St
 Philadelphia, PA19112-1495
Phone:215-454-5500
Fax:215-458-5519

GARMENT INFORMATION
Group Name:Style#CLO09
Colorway:85980
Classification:Women's Jumpsuit
Season:Spring 2017
Label:Anthropologie
Fabric Content:95% cotton 5% Lycra spandex



Style#CLO09



Fabric Information	Style#/Width	Size Ranges	Delivery Date	Comments
Stretch Poplin Cotton Tongxiang Tenghui Textiles Co., Ltd. China	Width: 50 inches	XXS-XL Sample Size: M	TBD	
Date Created: 12/13/2016		Date Modified:	Date Released:	Designer's Initials:

FABRIC SHEET				
Company Name: URBN		GARMENT INFORMATION		
Address: 5000 South Broad St		Group Name: Style#:LGN03		
Address: Philadelphia, PA19112-1495		Colorway: 12367		
Phone: 215-454-5500		Classification: Women's Sweater		
Fax: 215-458-5519		Season: Spring2017		
		Label: Anthropologie		
		Fabric Content: 95% cotton 5% Lycra spandex		
		Style#LGN03		
Sketch:				
				
Fabric Information:	Style#/Width	Size Ranges:	Delivery Date:	Comments:

Stretch Sweater Knit Hirose Shokai Co.,Ltd. Japan	Width: 56 inches	XS-L	TBD	
Date Created: 11/01/2016	Date Modified:	Date Released:	Designer's Initials:	

FABRIC SHEET	Page 1
CompanyName: URBN	GARMENT INFORMATION
Address: 5000 South Broad St	Group Name: Style#BLY98
Address: Philadelphia, PA19112-1495	Colorway: 87756
Phone: 215-454-5500	Classification: Women'sPants
Fax: 215-458-5519	Season: Spring2017
	Label: Anthropologie
	Fabric Content: 88%polyester12%Polyurethane
	Style#BLY98
Sketch:	
	

Fabric Information:	Style#/Width	Size Ranges:	Delivery Date:	Comments:
Polyester Tongxiang Tenghui Textiles Co., Ltd. China	Width: 56 inches	00-14	TBD	
Date Created: 11/01/16	Date Modified:	Date Released:	Designer's Initials:	

COMPONENT SHEET

Company Name: URBN	GARMENT INFORMATION
Address: 5000 South Broad St	Group Name: Style#CLO09
Address: Philadelphia, PA19112-1495	Colorway: 85980
Phone: 215-454-5500	Classification: Women's Jumpsuit
Fax: 215-458-5519	Season: Spring2017
	Label: Anthropologie
	Fabric Content: 95% cotton 5% Lycra spandex
	Style#CLO09

Item-Vendor-Code-Origin	Content	Size-Quantity Unit of Measure	Location	Color	Comments
Body Tongxiang Tenghui Textiles Co., Ltd. China	Stretch Cotton Poplin 95% cotton 5% Lycra spandex	42" wide, 3/yds per garment	Body Fabric	85980	
Invisible zipper, Zippershipper.com	Nylon	16"	Right Side	White	
Thread Alibaba.com	100% polyester	1100/yd	All construction	white	

Fabric Information	Style#/Width	Size Ranges	Delivery Date	Comments
Stretch Poplin Cotton Tongxiang Tenghui Textiles Co., Ltd. China	Width: 50 inches	XXS-XL Sample Size: M	TBD	

Date Created: 12/13/2016 **Date Modified:** **Date Released:** **Designer's Initials:**

Company Name: URBN	GARMENT INFORMATION
Address: 5000 South Broad St	Group Name: Style#:LGN03
Address: Philadelphia, PA19112-1495	Colorway: 12367
Phone: 215-454-5500	Classification: Women's Sweater
Fax: 215-458-5519	Season: Spring2017
	Label: Anthropologie
	Fabric Content: 95% cotton 5% Lycra spandex

			Style#CLO09		
Item-Vendor-Code-Origin	Content	Size-Quantity Unit of Measure	Location	Color	Comments
Body Tongxiang Tenghui Textiles Co., Ltd. China	Stretch Sweater Knit 95% cotton 5% Lycra spandex	Width: 56 inches, 1.5 yds/per garment	Body Fabric	12367	
Thread Alibaba.com	100% polyester	1100/yd	All construction	White and blue stripe	

Fabric Information	Style#/Width	Size Ranges	Delivery Date	Comments
Stretch Sweater Knit Tongxiang Tenghui Textiles Co., Ltd. China	Width: 56 inches	00-14 Sample Size: 6	TBD	
Date Created: 11/01/2016	Date Modified:	Date Released:	Designer's Initials:	

CompanyName: URBN			GARMENT INFORMATION		
Address: 5000 South Broad St			Group Name: Style#BLY98		
Address: Philadelphia, PA19112-1495			Colorway: 87756		
Phone: 215-454-5500			Classification: Women'sPants		
Fax: 215-458-5519			Season: Spring2017		
			Label: Anthropologie		
			Fabric Content: 88%polyester12%Polyurethane		
			Style#CLO09		
Item-Vendor-Code-Origin	Content	Size-Quantity Unit of Measure	Location	Color	Comments
Body Tongxiang Tenghui Textiles Co., Ltd. China	Polyester Blend 88%polyester12%Polyurethane	Width: 56 inches 2.5 yds/per garment	Body Fabric	87756	
zipper, Zippershipper.com	Nylon	3"	Front Fly	grey	
Thread alibaba.com	100% polyester	1100/yd	All construction	grey	
Trouser bar and hook closure Alibaba.com	brass	5000/per unit	Front waistband	silver	

Fabric Information	Style#/Width	Size Ranges	Delivery Date	Comments
Polyester Blend Tongxiang Tenghui Textiles Co., Ltd. China	Width: 50 inches	XXS-XL Sample Size: M	TBD	
Date Created: 11/01/2016	Date Modified:	Date Released:	Designer's Initials:	

LABEL/PACKAGING SHEET

CompanyName: URBN	GARMENT INFORMATION
Address: 5000 South Broad St	Group Name: Style#CLO09
Address: Philadelphia, PA19112-1495	Colorway: 85980
Phone: 215-454-5500	Classification: Women'sJumpsuit
Fax: 215-458-5519	Season: Spring2017
	Label: Anthropologie
	Fabric Content: 95% cotton 5% Lycra spandex
	Style#CLO09

Item-Vendor Code-Origin	Content	Size-Quantity-Unit of Measure	Location	Color	Comments
Anthropologie Logo Aliexpress, China	100% Polyester	1 per garment Gross Measure	Inside, center back neck interfacing	Creme	Pull From Stock
Content Tag Aliexpress, China	100% Polyester	1 per garment Gross Measure	In left side seam 1" above pocket	White	Pull From Stock
Care Label	100% Polyester	1 per garment Gross Measure	In left side seam 1" above pocket along with content tag	White	Pull From Stock
Price Tag	Paper	1 per garment Gross Measure	Attached inside, center back neck logo tag	Multi with barcode	Made to order- Color, size and price coded

Date Created: 12/13/2016 **Date Modified:** **Date Released:**

CONSTRUCTION SHEET

Page 6

CompanyName: URBN		GARMENT INFORMATION	
Address: 5000 South Broad St		Group Name: Style#CLO09	
Address: Philadelphia, PA19112-1495		Colorway: 85980	
Phone: 215-454-5500		Classification: Women'sJumpsuit	
Fax: 215-458-5519		Season: Spring2017	
		Label: Anthropologie	
		Fabric Content: 95% cotton 5% Lycra spandex	
		Style#CLO09	
Operation		Comments	
Pocket Assembly		In seam pouch pocket with top stitching on the outside to keep pocket from rolling into the inside	
Pocket Placement		In seam 3" below from natural waist	
Fabric Sash		Attach in left side seam at natural waistline with back sash fabric being 4" longer than front so it will tie in front left side	
Invisible Zipper Placement		Attach in right side 2.5" below armhole opening	
Seam Allowances		Placement	
width	1/4"		Pocket lining seams
width	1/8"		Pocket opening topstitching
Width	1/4"		Inseams and outseams
Approved By:			
Comments: The information given is for the sample size and should be adjusted accordingly for additional sizes.			

SPEC SHEET

Company Name:URBN

Address:5000 South Broad St

Address:Philadelphia, PA19112-1495

Phone:215-454-5500

Fax:215-458-5519

GARMENT INFORMATION

Group Name:Style#CLO09

Colorway:85980

Classification:Women's Jumpsuit

Season:Spring 2017

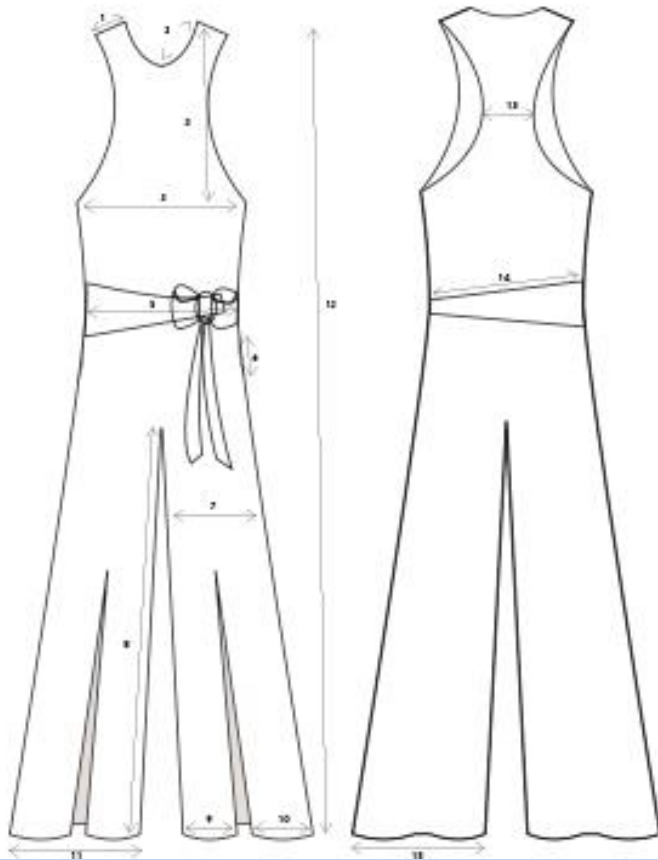
Label:Anthropologie

Fabric Content:95% cotton 5% Lycra spandex

Style#CLO09

Technical Sketch: See also next page

Sketch/Photo:



SPEC SHEET

Code	Point of Measure	TOL +/-	XXS	XS	S	M	L	XL
1	shoulder	.25"				2"		
2	neckline	0				4"		
3	armscye opening	0				12"		
4	bust	.25"				15"		
5	pocket opening	0				5"		
5a	pocket detail: refer to detail page							
6	waist	.50"				13"		
7	leg	.25"				8"		
9	inseam	.5"				6"		
10	left front leg split	0				6"		
11	right front leg split	0				12"		
12	total length	1"				60"		
13	back neck	0				7"		
14	racer back	0				5"		
15	back waist sash	.5				13"		
15a	refer to detail page for sash							
16	back pant leg hem	0				12"		

Comments: If I'm still alive to hand this in, things are looking up for me then.

Date Created: 12/13/2016

Date Modified:

Date Released:

DESIGN SHEET**Page 1****Company Name:** URBN**GARMENT INFORMATION****Address:** 5000 South Broad St**Group Name:** Style# CLO09**Address:** Philadelphia, PA 19112-1495**Colorway:** 85980**Phone:** 215-454-5500**Classification:** Women's Jumpsuit**Fax:** 215-458-5519**Season:** Spring 2017**Label:** Anthropologie**Fabric Content:** 95% cotton 5% Lycra spandex**Style# CLO09****Description:**

Women's one-piece jumpsuit
 Front slit leg
 Racer-back
 Tied-waist sash



Sketch:

Date Created: 11/01/2016

Date Modified:

Date Released:

Designer's Initials:

LABEL/PACKAGING SHEET

CompanyName: URBN	GARMENT INFORMATION
Address: 5000 South Broad St	Group Name: Style#CLO09
Address: Philadelphia, PA19112-1495	Colorway: 85980
Phone: 215-454-5500	Classification: Women'sJumpsuit
Fax: 215-458-5519	Season: Spring2017
	Label: Anthropologie
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Phone: 215-454-5500	Classification: Women's Jumpsuit
Fax: 215-458-5519	Season: Spring2017
	Label: Anthropologie
	Fabric Content: 95% cotton 5% Lycra spandex
	Style#CLO09

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Date Created: 12/13/2016 **Date Modified:** **Date Released:** **Designer's Initials:**

Company Name: URBN	GARMENT INFORMATION
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Address: Philadelphia, PA19112-1495	Colorway: 12367
Phone: 215-454-5500	Classification: Women's Sweater
Fax: 215-458-5519	Season: Spring2017
	Label: Anthropologie
	Fabric Content: 95% cotton 5% Lycra spandex

			Style#CLO09		
Item-Vendor-Code-Origin	Content	Size-Quantity Unit of Measure	Location	Color	Comments
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Fabric Information	Style#/Width	Size Ranges	Delivery Date	Comments
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Date Created: 11/01/2016	Date Modified:	Date Released:	Designer's Initials:	

CompanyName: URBN			GARMENT INFORMATION		
Address: 5000 South Broad St			Group Name: Style#BLY98		
Address: Philadelphia, PA19112-1495			Colorway: 87756		
Phone: 215-454-5500			Classification: Women'sPants		
Fax: 215-458-5519			Season: Spring2017		
			Label: Anthropologie		
			Fabric Content: 88%polyester12%Polyurethane		
			Style#CLO09		
Item-Vendor-Code-Origin	Content	Size-Quantity Unit of Measure	Location	Color	Comments
Body Tongxiang Tenghui Textiles Co., Ltd. China	Polyester Blend 88%polyester12%Polyurethane	Width: 56 inches 2.5 yds/per garment	Body Fabric	87756	
zipper, Zippershipper.com	Nylon	3"	Front Fly	grey	
Thread alibaba.com	100% polyester	1100/yd	All construction	grey	
Trouser bar and hook closure Alibaba.com	brass	5000/per unit	Front waistband	silver	

Fabric Information	Style#/Width	Size Ranges	Delivery Date	Comments
Polyester Blend Tongxiang Tenghui Textiles Co., Ltd. China	Width: 50 inches	XXS-XL Sample Size: M	TBD	
Date Created: 11/01/2016	Date Modified:	Date Released:	Designer's Initials:	

S A N F R A N C I S C O



SUE PINTO
FD2490-RESEARCH AND SOURCING
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DECEMBER 13, 2016



WORKS CITED:

“IMAGES”: WGSN.COM/FASHION

“IMAGES”: PINTEREST.COM

URBN.COM/OUR-BRANDS/ANTHROPOLOGIE/OUR-STORY

BANANAREPUBLIC.COM

MADEWELL.COM

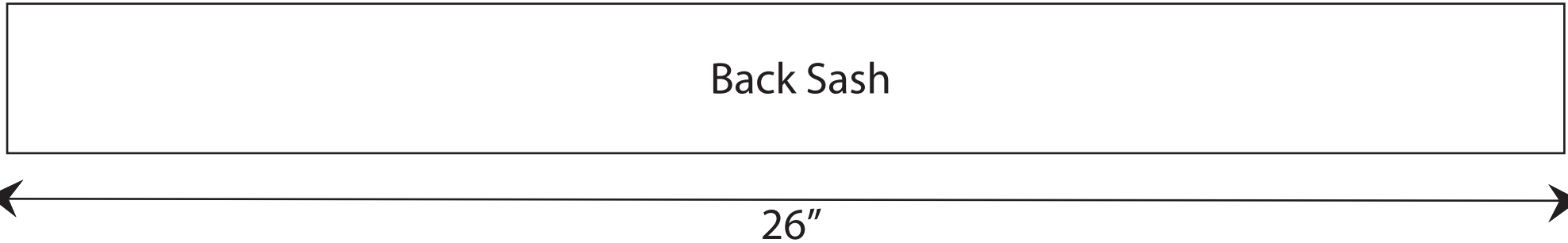
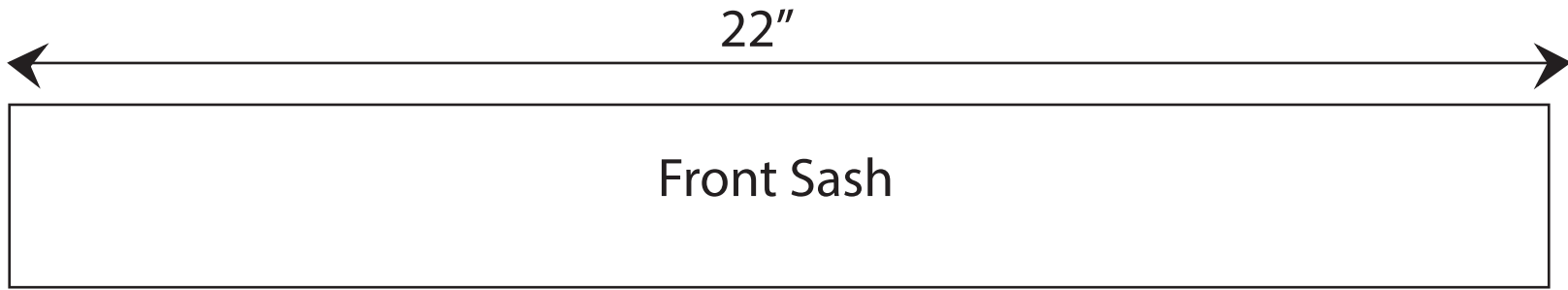
NORDSTROM.COM

NEIMANMARCUS.COM

JCREW.COM

PANTONE.COM

Sash Detail



Pocket Detail

Pocket Opening

5"

For the right side this is the top

Front and back are same
stitched together at 1/4"
seam allowance

Pocket Depth

6"

Top Stitching

