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Fashion Industry Sample Proposal

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Athena Prentiss
Senior Buyer
Wynd Travel Stores
987 Sapphire Avenue
Suite 200
Dallas, TX 75206

Ms. Prentiss,

Please accept this invitation for you and/or another representative of your company to our Island Tropix Fashion Show on July 12, 20xx, in which we will introduce our new line of tropical travel wear from Island Sun Fashions to four retail clothing chains headquartered in the Dallas area.

July 12, 20xx
3 to 5 pm
Dallas Fashion Market
Ballroom A
Champagne and appetizers will be served

Please RSVP to Celia Fox at the address and number shown below.

At Island Sun Fashions, we believe that all women deserve beauty and luxury. That's why we don't design just for models. Our entire women's clothing line comes in sizes 4 to 4X, and our beautiful colors and draped, breezy styles compliment all ages and figure types.

Because our show is designed to be a social event and we don't want to bog it down with technical details, I've included our proposal here so that you can learn what we're all about and discover how you can get in on the fun and profits of carrying our unique clothing line. If you decide to carry our designs, simply drop your business card in the crystal bowl at the fashion show and we'll contact you to finalize the contract.

We strongly believe that our Island Sun Fashions line of clothing would be perfect for your customers and profitable for you. Please note that we are not extending this offer to every chain of clothing or travel stores. We have selected Wynd Travel Stores because we think this would be a great partnership that would benefit both parties.

I look forward to meeting you at the show on July 12. If you have any questions before that time, don't hesitate to call.

Sincerely,

Celia Fox
Product Sales
Island Sun Fashions
555-555-5555
cfox@IslandSunFashions.com
www.IslandSunFashions.com



Presentation

Introducing the Island Sun Fashions Product Line

Prepared for: Athena Prentiss
Senior Buyer

Prepared by: Celia Fox
Product Sales




Table of Contents

Needs Assessment	2
Location Analysis	3
Industry Trends.....	4
Promotion	5
Price List.....	6
Recommendations	7
Uniqueness.....	8
About Us	9
Case Study	10





Needs Assessment

Island Sun Fashions has studied Wynd Travel Stores and identified the areas in which we can help each other to reap greater profits. While your stores do a great job of marketing luggage and accessories to the traveling public, your clothing line is rather bland. While a woman traveler may want to blend in with the scenery on safari, she wants to feel beautiful while on vacation in the tropics.

Women traveling to tropical destinations are often looking for romance, or at least the illusion of romance. This means they want to wear flowing dresses and flattering blouses and draped pants, with bold colors, patterns, and shapes. You currently offer only swimsuits, swim cover-ups, shorts, and shirts for women in sizes 6-12. Island Sun Fashions specializes in draped dresses, blouses, flowing pants, and swimsuit cover-ups in sizes 4 to 4X. In fact, due to our unique draping designs, many of our clothing items can fit and flatter women of four consecutive sizes (6 to 12, for example, or 14 to 20).

Your window displays tend to feature luggage, maps, and other standard utilitarian items associated with travel. Unless a woman passerby needs a new suitcase or folding alarm clock, she is unlikely to enter the store. But Island Sun Fashions products are a proven visual attraction that will bring new customers into your stores, and while these women are inside, they just might buy a new suitcase as well as a beautiful dress for that tropical vacation.

Needs

Wynd Travel Stores need to expand their clothing line, include more sizes, and add bright colors to attract new women travelers to their customer base.

Market

Travelers purchase new luggage only every few years, but women travelers buy new clothes for nearly every trip. Why not cash in on this trend?

Solution

When Wynd Travel Stores showcases our Island Sun Fashions products, they will attract many more women customers, and sales of all items are likely to increase.

Studies

Studies show that the average dress size for American is currently estimated to be size 14, and they are looking for fashionable clothing for travel. Wynd Travel Stores are missing a large segment of the market by not offering a variety of clothing in a broader size range.





Location Analysis

Wynd Travel Stores has retail outlets in malls in California, Hawaii, and Florida, and stores within luxury hotels in the U.S. Virgin Islands, the Bahamas, Grand Cayman, and in Cozumel, Cancun, and Puerto Vallarta, Mexico. The tourists that frequent these upscale stores are the same type of customers who order from Island Sun Fashions's online catalog. Why not put the clothing they desire right at their fingertips? Our passionate colors, unique patterns, and luscious fabrics sell themselves on sight.

In addition to selling to tourists in hotel zones, our clothing has special appeal for local inhabitants in the United States. Our customers tell us that our bright colors and innovative styles create dazzling window displays that draw passersby into their stores.

At all your locations, you sell handbags, beach bags, jewelry, hats, and shoes as well as luggage and travel organizers. These are perfect accessories for our clothing. We're made for each other!





Industry Trends

Years ago, customers looked primarily for durability in travel products, but recent trends in the travel industry indicate that style is of equal or even greater importance than reliability and performance.

For example, years ago most suitcases were black, tan, or avocado green. These days, travelers are opting for blue, red, or patterned luggage—they want luggage that represents their person style and helps them distinguish their suitcase from everyone else's on the airport carousel. Likewise, tourists are buying more stylish travel gadgets—alarm clocks, sound systems, personal air purifiers, etc. This indicates that more travelers consider style an important aspect of their vacations.

This trend applies especially to women travelers. And just as the number of single and childless women increases each year, the number of women tourists increases each year. These women want to feel attractive while on vacation, and many of them want to attract men. While most women may pack cargo shorts and T-shirts for their tropical vacations, they also pack a romantic dress or two.

The Romance of Travel. That's a phrase Wynd Travel Stores uses frequently in your advertisements. Why not carrying clothing for women that embodies that idea and embraces the current stylish trend in travel products?

Island Sun Fashions is the perfect partner for you.





Promotion

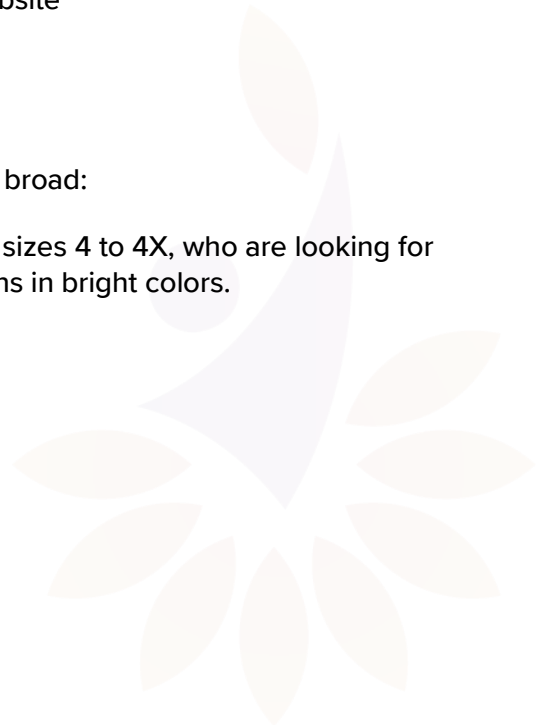
Although we sell to a limited number of retailers, Island Sun Fashions will promote the following ways by our own company. By carrying Island Sun Fashions fashions in your stores, you can benefit from our promotional efforts.

Upcoming Promotions

- Elite fashion shows around the world
- Feature article on our designers in Style EZ Magazine in March of next year
- Our clothing featured in Jaguar Moves movie, a romance set in the Cayman Islands, scheduled to be released in November of this year
- Our clothing featured in Danger at Sunset movie, a murder mystery set in the Virgin Islands, scheduled to be released in April next year
- A custom-design dress to be worn by movie star Eden Marie Vega at the Hollywood Heat Awards
- A custom-design dress to be worn by singing star Sydnie Toni at the Nashville Song Festival
- Continuous online slide show on our website

Target Audience

- The audience for our promotions is very broad:
- Women between the ages of 16 and 65, sizes 4 to 4X, who are looking for sophisticated lightweight tropical fashions in bright colors.





Price List

We have the following general categories of clothing items, which you can view on our website as well as at our fashion show. We offer you a 20%-40% discount on our standard catalog prices, depending on quantity of items offered.

- **Dresses**

We have dresses of varying lengths and formality in materials from sleek rayon to shimmering silks.

Cost: \$175 - \$520

- **Blouses**

Our blouses come in different designs, from halter tops to long-sleeves, and run the gamut from breezy cotton gauze shirts to glamorous silk wrap blouses.

Cost: \$95 - \$325

- **Pants and shorts**

We have four designs of pants that vary from sporty multipocketed cargo types to blousy flowing trousers perfect for evening wear. We offer one short design. All pants and shorts come in multiple solid colors.

Cost: \$75 (shorts) - \$295

- **Swimsuit coverups**

Our swimsuit cover-ups are draped designs in bright cotton gauze solids or rayon patterns. All can be worn as short sporty dresses as well.

Cost: \$95 - \$195

Notes

Discount amounts vary according to order totals, and we offer various methods of shipping. Please contact our order department for details.



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