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# CONSUMER PROFILE

THE MODERN GAMER

## DEMOGRAPHIC

Age - 16 years old.

Location - Manchester.

Income - Part-time job + Earnings from streaming on Twitch and YouTube.

Education - High school student.

ACORN Segment - Digital Enthusiast / Modest Means.

Lifestyle - Gaming takes up most of Ethan's free time, balancing school with streaming and competing in E-sports. He's focused on improving his skills, connecting with other gamers and growing his online presence.

Fashion Identity - Casual Streetwear with gaming influenced—graphic tees, oversized hoodies and Nike trainers. Loves limited-edition drops from gaming brands and E-sports teams.

Tech-Savvy - Active on Twitch, YouTube, Tiktok and Discord, sharing game-play and gaming tips.

## VALUES

Competitive Drive - Aiming to improve and compete in E-sports tournaments in the future.

Community - Values connecting with other gamers, influencers and content creators.

Tech Enthusiast - Always on the lookout for the latest gaming tech and upgrades.

## BEHAVIOUR & SHOPPING PREFERENCES

Tech Behaviour - Spends time on Twitch and YouTube for gaming content, tutorials and E-sports updates. Engages with game-related posts on Instagram and TikTok.

Shopping Habits - Buys gaming gear, limited-edition game consoles and limited apparel from brands like Nike x PlayStation and Razer.

Brand Loyalty - Follows E-sports teams and game developers closely on X, buying into their merchandise and tech.

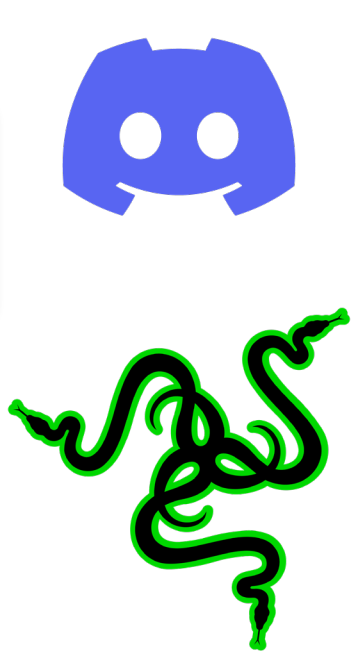
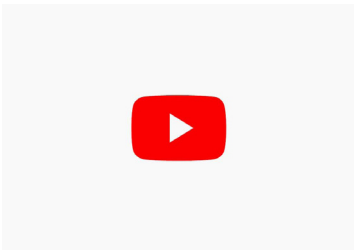
Key Shopping Moments - New game releases, exclusive E-sport drops and gaming conventions.

## FASHION TRENDS

• Gaming Merch Streetwear - Graphic tees, hoodies and caps from popular games like Fortnite, Valorant and Call of Duty, often featuring iconic logos, characters and in-game graphics.

• Casual Comfort - Oversized hoodies, joggers and sneakers that are comfortable for long gaming sessions but still look stylish when hanging out with friends.

• Brand Collabs - Limited-edition collaborations between gaming companies and Streetwear brands, like Nike x PlayStation and Adidas x Fortnite.





# CONSUMER PROFILE

## THE VINTAGE STREETWEAR COLLECTOR

### DEMOGRAPHIC

- Age - 18 years old
- Location - Urban area (Manchester, Sheffield, Bristol).
- Income - Part-time café job + Depop/Instagram vintage reselling hustle.
- Education - First-year university student, studying Creative Media.
- ACORN Segment - Urban Diversity / Modest Means.
- Lifestyle - Blends student life with his passion for vintage streetwear and thrifting—always on the hunt for rare finds.
- Fashion Identity - Mixes 90s-inspired vintage with modern streetwear—loves oversized fits, distressed denim, and retro sneakers.
- Tech-Savvy - Active on Instagram, TikTok and Depop and creates content on his favourite outfits and process of reselling vintage pieces.

### VALUES

- Nostalgia Meets Hype - Drawn to fashion with history, such as vintage Nike (ACG), Carhartt, Stussy and Palace.
- Individuality Over Trends - Prioritizes unique, high quality, secondhand pieces over fast fashion.
- Sustainability - Passionate about upcycling and reducing waste through secondhand shopping.

### BEHAVIOUR & SHOPPING PREFERENCES

- Tech Behaviour - Heavy TikTok user for thrifting tips, outfit inspo and vintage hauls; follows Instagram accounts for drops, resale market trends and new brands.
- Shopping Habits - Prefers vintage shops, charity stores and online platforms like Depop and Vinted—occasionally splurging on limited streetwear releases.
- Brand Loyalty - Loves brands with heritage and street credit - Carhartt, Patagonia, Nike ACG, and vintage Polo Ralph Lauren.
- Key Shopping Moments - Seasonal thrifting sprees, exclusive brand pop-ups, and Depop sales.

### FASHION TRENDS

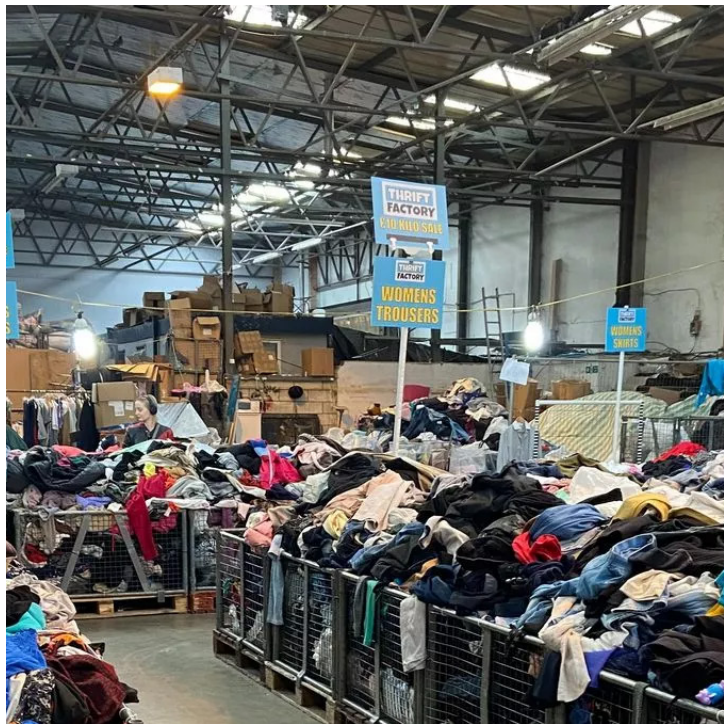
- 90s and Y2K vintage - baggy jeans, Oversized hoodies and North Face coats
- Distressed denim, cargo pants, graphic tees and embroidered garments.
- Vintage trainers (Air Max 97s, Jordans, Reebok Classics)
- Bucket hats, vintage backpacks and oversized flannel shirts



Tik Tok



carhartt.





# CONSUMER PROFILE

THE EXPERIENCE PURSUER

## DEMOGRAPHIC

- Age – 20 years old.
- Location – Manchester, UK.
- Income – Part-time retail worker + freelance photography + savings for travel.
- Education – Recently graduated from university, taking a gap year before further studies.
- ACORN Segment – Youthful Aspirations / Budget-Conscious.
- Lifestyle – Passionate about solo travel, hiking, and photography. Saving up for a backpacking trip through Southeast Asia. Enjoys adventure sports and experiencing new cultures.
- Fashion Identity – Comfortable, practical travel wear—cargo pants, graphic tees, sturdy sneakers, and multi-functional gear like backpacks and jackets. Prefers outdoor brands like Arc'teryx and Northface but also mixes in secondhand items.
- Tech-Savvy – Active on Instagram and YouTube, sharing photos, vlogs, and travel tips. Uses apps like Google Maps, Skyscanner and AirBnB.

## VALUES

- Adventure and Exploration – Driven by a love for discovering new places and cultures, and pushing his limits through adventure sports.
- Authenticity Over Tourism – Prefers real travel experiences, staying with locals, and exploring 'off-route' destinations.
- Personal Growth – Sees travel as a way to challenge himself, learn new things and develop.

## BEHAVIOUR & SHOPPING PREFERENCES

- Tech Behaviour – Watches travel vlogs and follows influencers for destination inspiration and packing tips. Active on Instagram and YouTube to watch vacation/exploration vlogs.
- Shopping Habits – Prefers durable, functional travel gear. Shops for travel backpacks, lightweight jackets, and comfortable trianers. Mixes high-quality brands like Patagonia with affordable, second-hand / middle market items.
- Brand Loyalty – Loyal to outdoor brands like the North Face and Arc'teryx for their durability and ethical practices. Also supports smaller, Eco-conscious companies.
- Key Shopping Moments – Shopping for travel gear before trips through nearby retail outlets, aswell as online and proteizes investment pieces that will be durable.

## FASHION TRENDS

- Practical Travel Wear – Functional cargo pants, lightweight jackets, comfortable trainers and versatile T-Shirts.
- Outdoor and Adventure Gear – Brands like Patagonia and North Face for durable jackets, backpacks and hiking boots.
- Minimalist Travel Clothing – Multi-functional pieces that work for a range of activities, from hiking to exploring new cities.







Title: Navy Blue Regular Fit Rich Jersey Fabric Hoodie

Brand: Next

Price: £29

Size: XS - 5XL

Colour ways: 14

Material: 80% Cotton, 20% Recycled polyester

Shape: Regular Fit

Design: Blank

Country of Origin: Pakistan

Customer Reviews: 4.5/5 (16 Reviews)

Extra Details: Ribbed Hems, Stitched panels, Kangaroo pocket, Adjustable Hood, Available in 2 pack  
Missed opportunities: No unique/ contrasting stitching, No graphics/embroidery, Weighted, No environmental consciousness aspects.

Unique Selling Point: Brand Image, Available in a 2 pack, at a discounted price.

Physical: Soft touch, but looks and feels like a typical low-end, fast fashion hoodie.



Title: Black Essential Front Pocket Hoodie

Brand: River Island

Price: £32

Size: XXS-XXL

Colour ways: 3

Material: 60% Cotton, 40% Recycled polyester

Shape: Regular Fit

Design: Blank

Country of Origin: Pakistan

Customer Reviews: N/A

Extra Details: Front Pocket, Hooded, Long sleeves.  
Missed opportunities: No unique/ contrasting stitching, No graphics/embroidery, Weighted, No environmental consciousness aspects and lack of colours available.

Unique Selling Point: Wide range of sizes

Physical: Soft material but looks and feels like a typical low-end, fast fashion hoodie, worse than Next's.



Title: Cotton Rich Lightweight Hoodie

Brand: M&S

Price: £20

Size: S - 4XL

Colour ways: 3

Material: 80% Cotton, 18% Polyester and 2% elastane

Shape: Regular Fit

Design: Blank, No exterior branding

Country of Origin:

Customer Reviews: 4.2/4 (5 Reviews)

Extra Details: Unlined, added Stretch

Missed opportunities: No XS, No environmental initiative, lack of colours, No unique/ contrasting stitching, No graphics/embroidery.

Unique Selling Point: "Style with" Option on website, However there is no product USP apart from price.

Physical: Very thin, Breathable, looks and feels cheap.



Title: Black Waterproof Hooded Jacket

Brand: NEXT

Price: £60

Size: XS – 4XL

Colour ways: 1

Material: 100% Recycled polyester, Lining 100% Recycled polyester

Shape: Regular Fit

Design: Blank, No exterior branding

Country of Origin:

Customer Reviews: 5/5 (6 Reviews)

Extra Details: Waterproof, Taped seams, Heat sealed pocket, Hand pockets, Adjustable waist toggle

Missed opportunities: Possible Graphic, Unique Pockets, Unique features, Colours range.

USP: Made from 100% Recycled polyester, Buy Now Pay Later Scheme, Size range.

Physical: Very thin, Breathable, Looks and feels like a low-end North Face waterproof wannabe.



Title: Men’s Antora Jacket

Brand: The North Face

Price: £115

Size: S – 3XL

Colour ways: 6

Material: 100% Recycled Polyester

Shape: Standard Fit

Design: Heat transfer logo

Country of Origin: Bangladesh.

Customer Reviews: 4/5 (33 Reviews)

Extra Details: Seam-sealed, hook-and-loop closure covering centre front zip, Internal cinch-cord, Adjustable three-piece hood with draw-cord and cord locks, elastic cuffs

Missed opportunities: Graphic print, Extra features/details, Size range.

USP: Versatile, Breathable, Brand image, Colour range

Physical: Lightweat, Material feels strong and durable, well made.



Title: Regular Fit Windbreaker

Brand: Zara

Price: £32.99

Size: XS – XXL

Colour ways: 6

Material: 100% Polyester, Polyamide 100%

Shape: Standard Fit

Design: Blank

Country of Origin: China

Customer Reviews: 4/5 (33 Reviews)

Extra Details: Lined Hood, Elastic drawstrings, Elasticated cuffs, press-stud pockets, elasticated drawstring at hem.

Missed opportunities: Graphic print, Extra features/details, Size range, Environmental efforts

USP: Price, silhouette.

Physical: Feels very thin, weak and easily torn however unqiue ‘flowing’, streatwear inspired silhouette.



# S.W.O.T ANALYSIS

## STRENGTHS

- Next’s Rain Coat is made from 100% recycled polyester, aligning with the growing demand for Eco-friendly fashion and the trend of 62% of Gen Z preferring to buy from sustainable brands and 73% willing to pay more for sustainable products (Forrester, First Insight, 2024).
- Affordable pricing at £60, offering a cheap alternative Hoodie and helping to appealing to the 12.8% of cautious Gen Z shoppers (Attest, 2024)
- Wide and inclusive size range (XS – 4XL), catering to a broad range of customers and promoting body inclusivity aligning with 1 in 3 of Gen Z who stated that Body positivity and inclusive messaging resonated with them in 2024 (Attest, 2024). This was seen success of SKIMS, whose social campaigns showcase models and celebrities of various sizes, shapes and ethnicities, contributing to its 407% growth since 2020 (Forbes, 2024)
- Practical features, including waterproof materials, taped seams, heat-sealed pockets, adjustable waist toggle, creating a strong functional appeal as well as helping add to the products unique selling point.
- Positive Customer feedback, as Next’s windbreaker rated a total of 5/5, suggesting high customer satisfaction, whilst also helping to align with the trend of 76% of Gen Zers who seek out websites with reviews (The Power Of reviews, 2023)

## WEAKNESSES

- Basic Design of garment, no graphics, unique branding or detailing, limiting the garments fashion appeal, missing out on design trends such as decorative typefaces stemming from old German manuscripts from the Middle Ages and Gothic fonts increasing by 270% (Konta, 2024).
- Limited Colour Options, therefore reducing the extent the product caters to the individuals colour desires in a product and potentially deflecting sales and weekenning the appeal to Gen Z who use colours to express themselves (Hyundai Europe, 2024)
- The UK’s apparel market is extremely oversaturated with very similar products lacking unique features, generating revenues of approximately £67.8 billion in 2023, generating strong market competition (Statista, 2023)
- Lack of Brand Visibility due no exterior branding on product, therefore potentially making it less recognizable and desirable in a competitive market where external social perception and brand image is so highly valued.

## OPPORTUNITIES

- Graphic Customization or Unique Branding: Introducing subtle logos or patterns could enhance the jacket’s aesthetic and market appeal, with Gen Z wanting ‘chaotic’ customizations in 2025 (Vogue Business, 2024)
- Expanded Colour Range to Offer multiple colours to help attract a wider range of customers, such as Gen Z who use colours to express themselves (Hyundai Europe, 2024)
- Innovative Product Design through unique pocket placements, added functionalities (e.g., hidden tech pockets) and / or unique patterns and textures could help differentiate the product from existing products, with brands prioritizing comfort seeing an average growth of 197% with Brands like Crocs, UGGs, Lululemon and Birkenstock experiencing spectacular growth, and sportswear brands representing 42% of the overall Media impact value (MIV) generated by mass-market brands.
- Collaborations or Limited Editions through partnering with designers or influencers could boost desirability and brand credibility as 63% of Gen Z are more likely to buy from Influencers they trust (Traackr, 2024).
- Promote a Sustainable Story through emphasizing the recycled materials used in products and eco-friendly approach in marketing could help to further appeal to environmentally conscious consumers, whilst also aligning with the sustaina-

## THREATS

- Competition with Established Brands such as The North Face, who recently ranked the highest in the UK in terms of brand awareness for Gen Z, at 84% in 2024 and others such as Columbia (52%), Berghaus (52%) and Patagonia (47%) (Statistsa, 2024).
- With the increase in international Supply chain developments, Fast Fashion alternatives are increasingly offering cheaper alternatives with trendier designs from companies such as Shein who produce 1.3 new products annually, helping adhere to more and more unique customer needs (GeenBiz, 2024).
- Economic Downturn can result in reduced discretionary spending that may affect sales in the affordable outdoor wear market with geo-political events in 2025 such as the introduction of 10-60% tariffs from America and general global inflation influencing consumer disposable incomes (BBC, 2024).



# INSPIRING BRANDS

## UNKNOWN LONDON



Unknown London embodies a fusion of utility, grunge and modern Streetwear, featuring cargo pants with oversized pockets and water resistant, adjustable wind-breakers, using predominately darker-toned colour palettes. Their oversized fits and layered textures reflect the influence of 90's grunge, Y2K aesthetics and skate culture, blending functionality with effortless with style.

## CORTEIZ



Cortez captures the essence of rebellious streetwear, blending military-inspired utility, bold graphics and oversized silhouettes. Known for their unique gorilla marketing, heavyweight cargos, and statement outerwear, Cortez embraces a gritty, anti-establishment aesthetic that resonates with urban culture. By mixing functionality with attitude, Cortez continues to appeal to younger generations seeking authenticity and exclusivity.



# INSPIRING BRANDS



BERSHKA

H&M

Bershka's trousers blend trendy, youthful energy with versatility, offering a mix of cargo pants, relaxed-fit denim and tech-inspired joggers. Prioritizing comfort and street-style appeal, Bershka leans into oversized fits, utility pockets and distressed finishes, catering to the rise of Y2K and workwear trends. Neutral tones dominate, but occasional bold colours, unique textures and trims are used to help garments stand out.

H&M's balances classic staples with subtle design twists, offering cargo pants, relaxed denim, and coats that blend versatility with modern streetwear influence. Known for their clean silhouettes and wearable colour palette, H&M elevates their collection through unique stitching details, asymmetrical seams, and innovative pocket placements, adding a refined yet functional edge.



# INSPIRING BRANDS

CARHARTT



These Carhartt jackets display the brand’s rugged, workwear-focused design ethos, built for durability and functionality through insulated linings, heavy-duty zippers and weather-resistant materials. The styling is practical, featuring hoods, deep pockets and a relaxed fit for layering. The inclusion of a modern, lightweight windbreaker in muted tones suggests Carhartt’s expansion into contemporary casual wear while maintaining its utilitarian roots. These pieces highlight the brand’s commitment to blending heritage workwear with evolving fashion needs.

STONE ISLAND



These Stone Island jackets showcase the brand’s fusion of technical innovation and contemporary style, using a mix of materials and finishes, from the deep sheen of the navy and pink lightweight pieces to the matte, military-inspired green and black designs. Each jacket maintains a utilitarian aesthetic with practical details like oversized pockets and adjustable fits. The variety of textures and colours highlights Stone Island’s commitment to experimentation with fabric treatment, aiding them to differentiate themselves from their competitors.



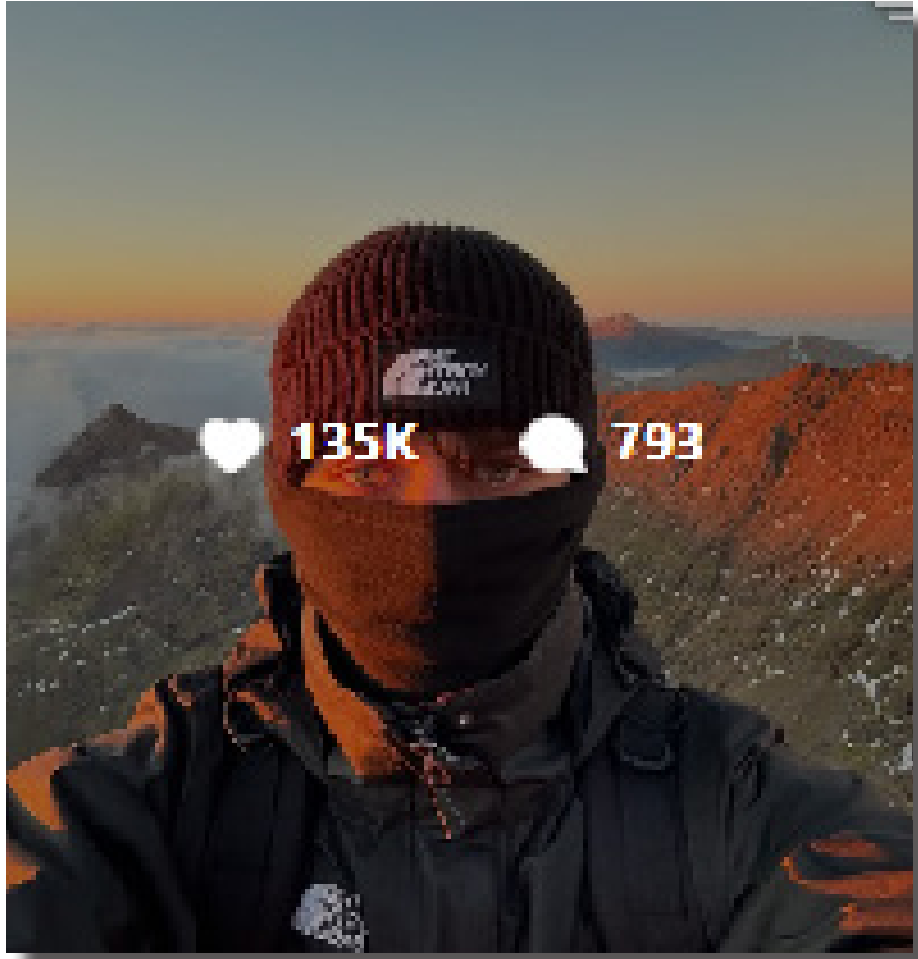
# SOCIAL MEDIA

FOLLOWERS - 147K



@beargrylls

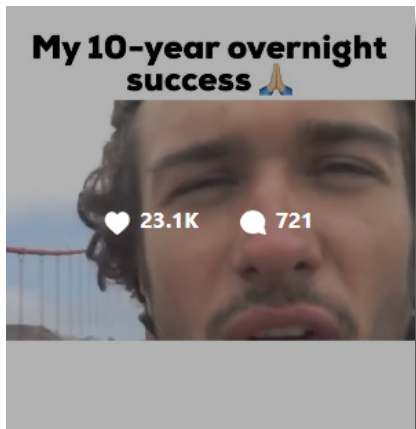
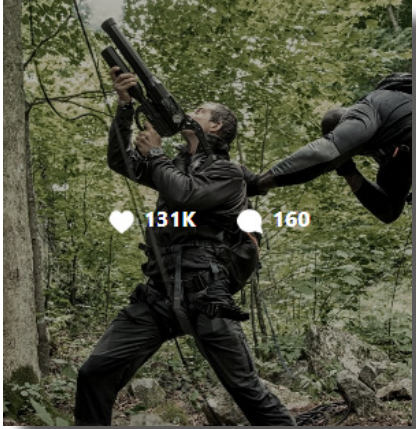
FOLLOWERS - 8 MILLION



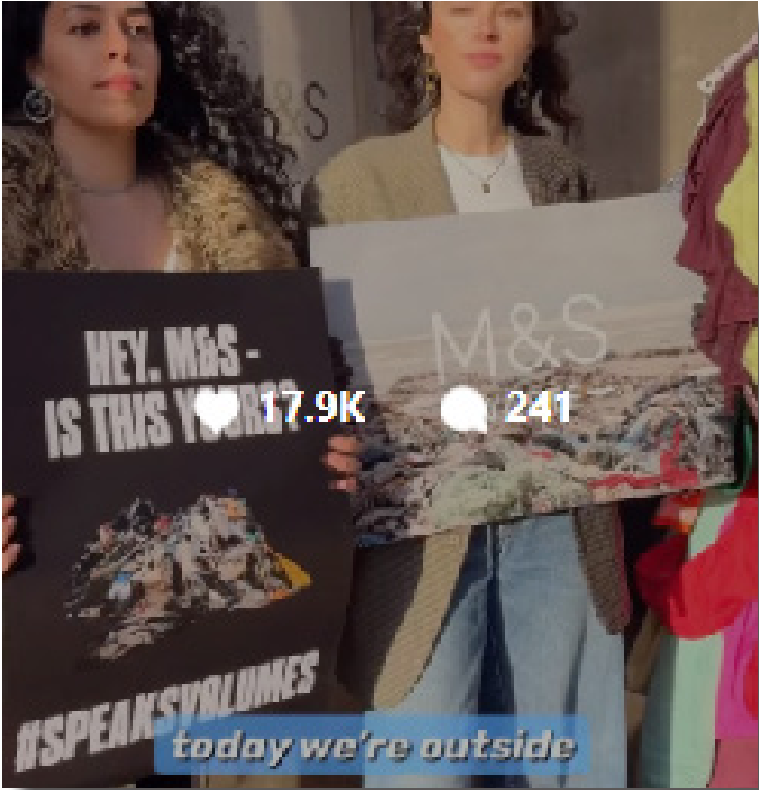
@tom\_prout



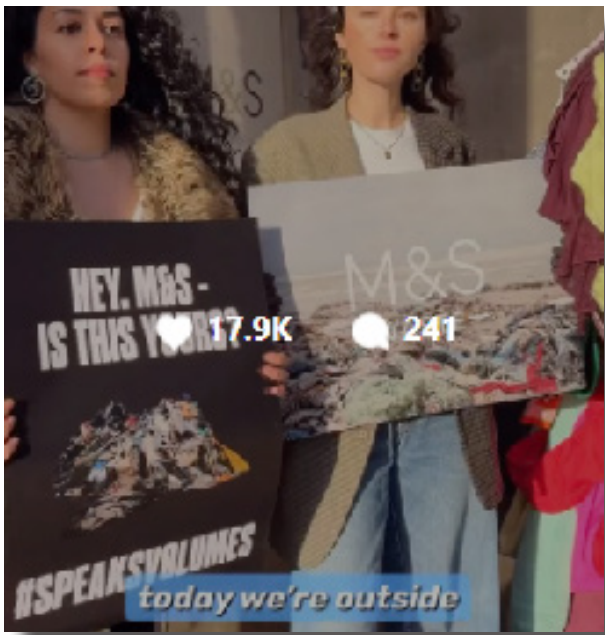
@thebodycoach



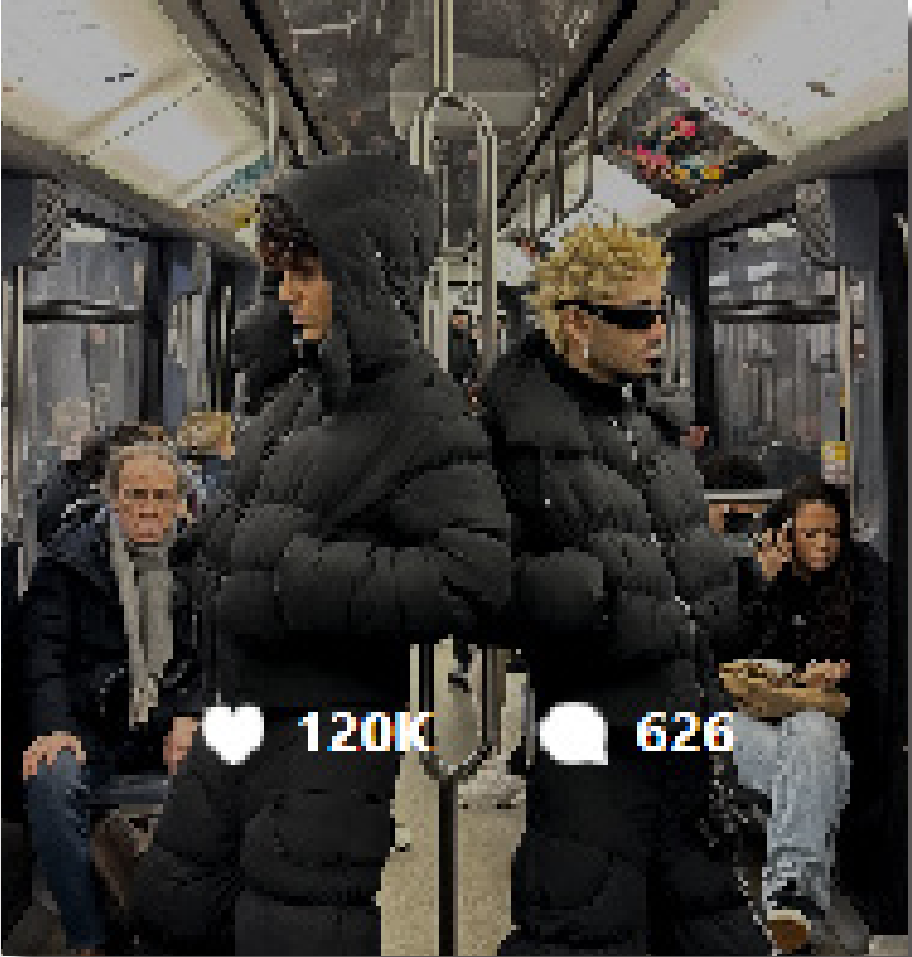
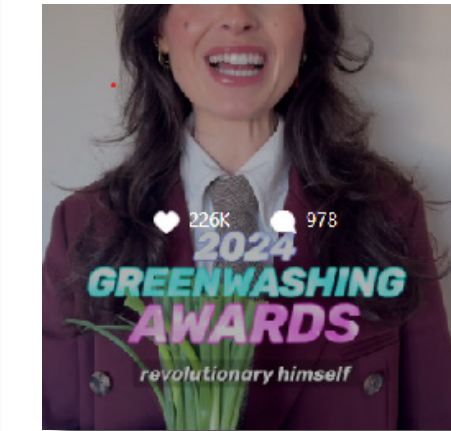
FOLLOWERS - 4.8 MILLION



@Venetialamanna



FOLLOWERS - 332K



@Yungalyy



FOLLOWERS - 383K

## CONCLUSION

For my A/W 25/26 men's coat range for Next, I drew inspiration from a diverse range of social media influencers, including those focused on outdoor living, sustainability and Streetwear. As I developed the collection, I combined these influences to create a versatile and appealing range of coats that cater to a wide variety of consumers with different interests and lifestyles in aim to broaden the ranges general appeal.



# A/W 25/26 RUNWAY INSPIRATION



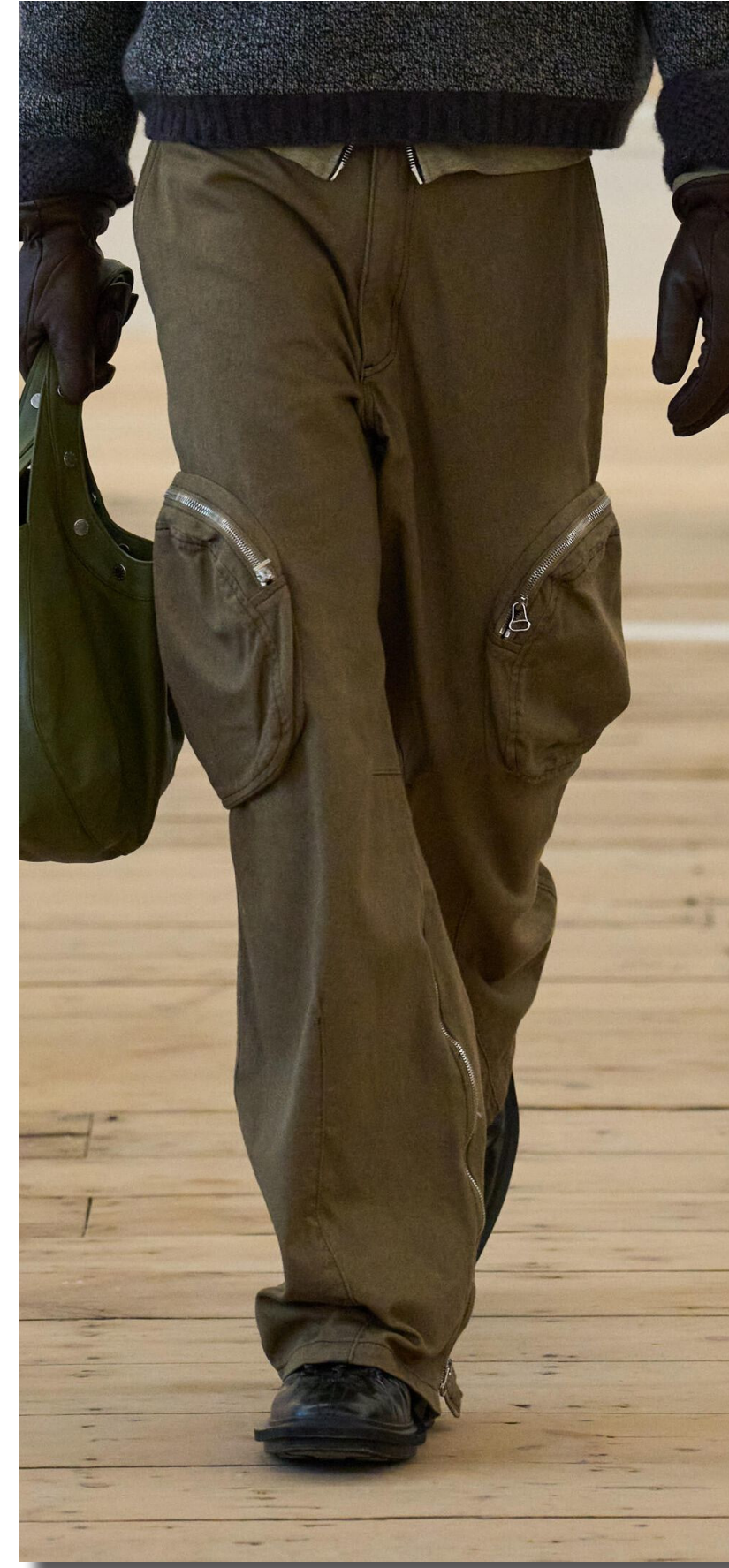
COACH NYC A/W 25/26



DIOR A/W 25/26



JUUNJ A/W 25/26



JUUNJ A/W 25/26



ECKHAUS LATTA A/W 25/26

These A/W 25/26 runway looks display a trend of wide-leg, oversized trousers that emphasize movement, fluidity and practicality. The silhouettes are relaxed and draped, contributing to a laid-back yet structured aesthetic. The pooling effect at the hemline, as seen in Dior's collection helps suggest a trend towards exaggerated length and slouchy proportions, making baggy, tactical-inspired 'trousers' a potential key staple for upcoming collections.

Dark neutrals such as black and deep blue dominate, with expectations to a earthy olive tone, creating an overall simple, muted colour palette. Functional details, such as cargo pockets and adjustable hems, reinforce the utility and work-wear influence as consumer demand for more practical apparel.



# A/W 25/26 RUNWAY INSPIRATION



HELLY HANSEN'S A/W 25/26



AJOBYAJO A/W 25/26



J.L-A.L's A/W 25/26



ROBYN LYCNH LONDON A/W 25/26



ECKHAUS LATTA A/W 25/26

These A/W 25/26 runway garments showcase oversized, boxy silhouettes with a strong focus on layering and utility. Additionally, quilted and padded outerwear that adds texture, along with multiple pockets and tactical details, emphasize a tech-wear-inspired aesthetic resonating with this season.

The colour palette seen here is dominated by muted earthy tones, dark neutrals and a bold pop of blue as seen in Robyn Lynch's collection, balancing utility with statement elements. The trends in these A/W 25/26 garments highlight a growing demand for functional yet stylish outerwear, with utility-driven designs, layering textures and versatile colour palettes.

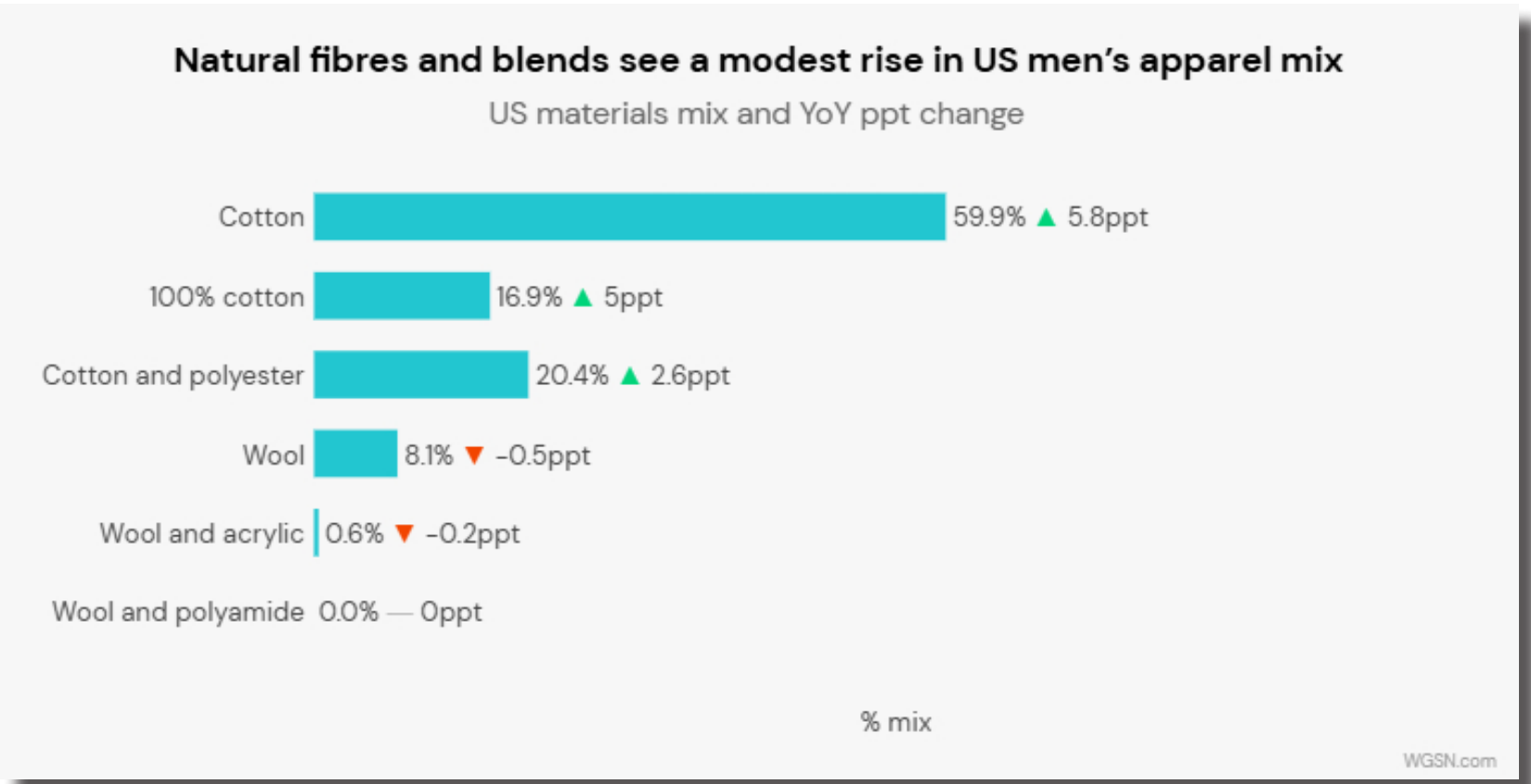
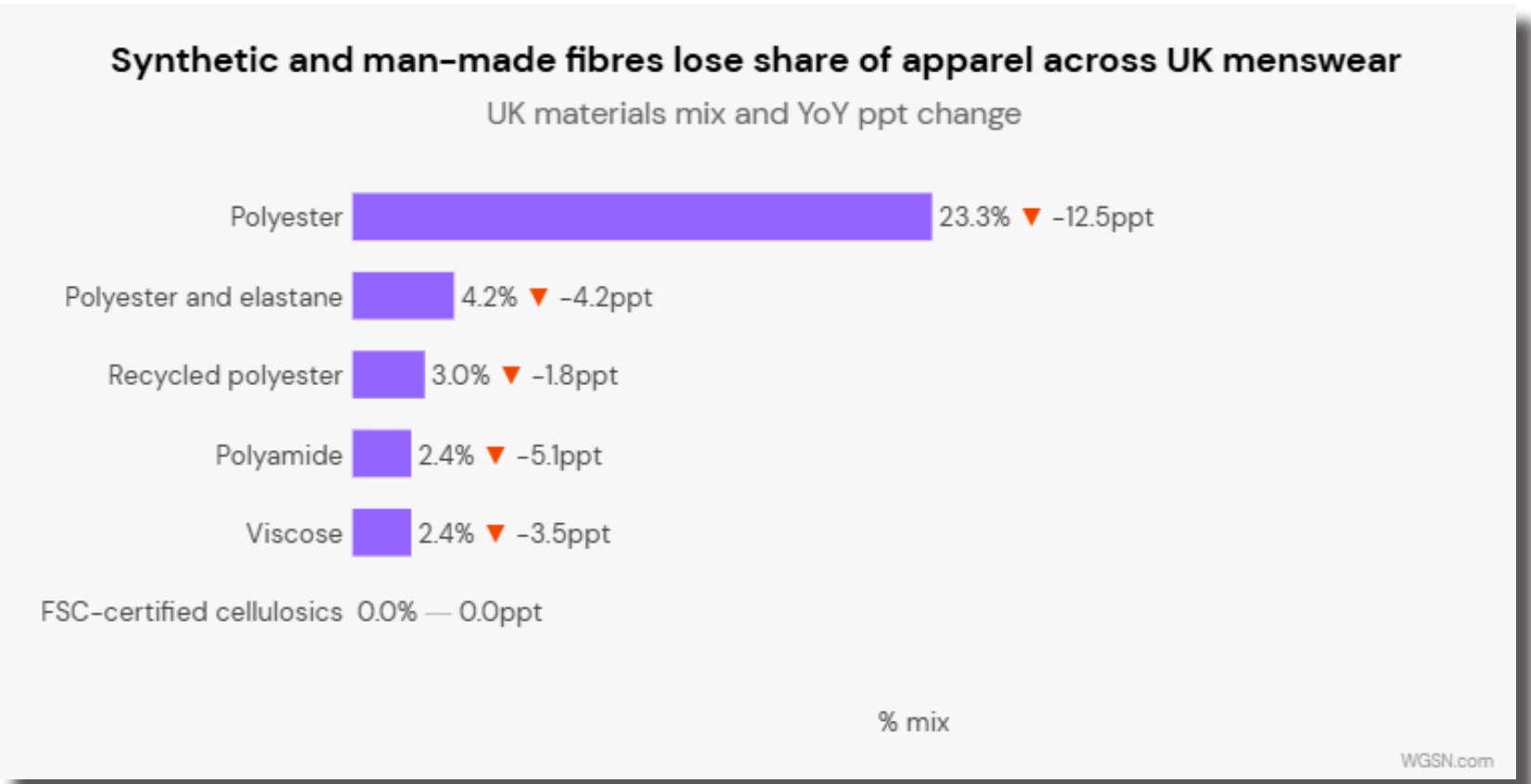


# FABRIC RESEARCH

Recent fabric trends in menswear show a shift towards natural fibres, with Google searches for ‘cotton’ in Men’s clothing up 11% year on year (YoY) during the autumn/winter seasons (WGSN, GOOGLE TRENDS, 2025).

Retailers have then responded by increasing the share of cotton in their apparel mix. Cotton now accounts for 59.9% in the US, up 5.8% YoY and 56.3% in the UK, up 0.6% YoY (WGSN, 2025).

Conversely, synthetic fibres such as polyester have lost ground, dropping to 40% of the mix in the US, down 0.9% YoY and by 23.3% in the UK, a significant decrease of 12.5ppt YoY. This trend is further reflected by a 6% YoY decrease in Google searches for “polyester men’s clothing”, indicating a growing consumer preference for natural materials as consumers become more Eco-conscious (WGSN, 2025).



Synthetics continue to dominate the fabric world, with the production of virgin fossil-based synthetic fibres increasing from 67 million tonnes in 2022 to 75 million tonnes in 2023. Polyester remained the most produced fibre globally, accounting for 57% of total fibre production in 2023 (Textile Exchange, 2024).



Recycled synthetics faced challenges - Although recycled polyester fiber production slightly increased in 2023, the overall market share of recycled polyester decreased from 13.6% to 12.5%, with recycled fibers constituting only 2% of the total market share. These trends are attributed to the lower prices and continued production of virgin synthetics, as well as current limitations in recycling technologies. Less than 1% of the global fiber market came from pre- and post-consumer recycled textiles (Textile Exchange, 2024).



Cotton production saw a slight decline: Total global cotton volumes fell slightly from 25.1 million tonnes in 2022 to 24.4 million tonnes in 2023. However, the share of cotton produced under sustainability programs remained stable, accounting for 29% of all cotton produced (Textile Exchange, 2024).



# FABRICS



Certified wool climbs: Data showed positive trends for wool produced under standards such as the Responsible Wool Standard (RWS), ZQ, SustainaWOOL (GREEN and GOLD), Sustainable Cape Wool Standard (SCWS) and Climate Beneficial programs. This increased from 4.2% in 2022 to 4.8% in 2023. Recycled wool continued to account for around 6% of the global wool market (Textile Exchange, 2024).

Certified mohair and cashmere reached almost half of market share: Certified fibres such as mohair and cashmere saw notable growth, both with market shares of 47% (Textile Exchange, 2024).

Man Made cellulose fibres production increased: Overall MMCF production increased from 7.4 million tonnes in 2022 to 7.9 million tonnes in 2023, representing 6% of the global fibre market (Textile Exchange, 2024).





# TEXTURES

Texture defines the body and surface of a fabric, shaping its visual and tactile identity. It can range from rough to smooth, coarse to fine, crisp to clingy, or soft to stiff. Fabrics may be thin or bulky, opaque or sheer, shiny or matte, heavy or light—often blending multiple qualities to create unique material expression.



CRINCKLED

E-commerce data shows a notable rise in consumer interest, with crinkled items growing by 12.3% YoY in the UK and 10.8% in the US. Key brands such as James Perse, Stone Island, Prada, Uniqlo, Moncler, COS, and Studio Nicholson are at the forefront, supported by related forecasts in utility pastels and technical lightweights, all of which underscore a modern shift toward sustainable and subtly textured design (WGSN, 2025).



METAL HARDWARE

Metal hardware is emerging as a key embellishment in menswear, evolving beyond functionality into a decorative statement. Aglets, grommets, rivets, and buckles are being reimagined with unconventional placements to enhance design appeal. While outerwear and tops incorporate this trend, bottoms show notable growth, with the UK’s market share rising to 10.8% (+1.6%) and the US reaching 16.8% (+1.6%). Thoughtful placement is essential to balance impact with cost and sustainability concerns. Leading brands exploring this trend include Ludovic de Saint Sernin, Moschino, and Jil Sander. According to WGSN forecasts, brushed metallics and statement belts will play a significant role in the A/W 25/26 menswear landscape (WGSN, 2025).



PATCHES AND BADGES

Patches and badges are being refreshed with modern, moto-inspired designs to attract younger consumers, particularly as varsity jacket styles within the #NewPrep trend gaining momentum. High-quality embroidery and intricate patchwork are key, even though the US experienced a 2.1% YoY decline. In contrast, the UK market saw patches and badges grow by 0.7ppt YoY to 4.2% in tops, compared to 3.9% in the US. Leading brands like Supreme, Puma, Nike, and Balenciaga are at the forefront of this trend, reinforced by WGSN cues such as #RacerRevival and #Moto (WGSN, 2025).



# TEXTURES



CONTEMPORARY QUILTING

Contemporary Quilting is transforming menswear with high-shine textiles, intricate quilt patterns and a focus on texture to elevate outerwear. As climate change drives demand for warmth and versatility, quilted and down-filled styles—like puffer jackets are in demand. In the UK, puffer jackets make up 51.8% of outerwear vs. 34% in the US, though both saw slight YoY declines (UK -1.4%, US -2.1%). Brands like Rick Owens, Uniqlo, Prada and Moncler are innovating with bold textures and patterns. Consumer interest is also strong, with #QuiltedJacket on TikTok up 119% YoY (60.9M) and Google searches for “quilted” rising 23% in 2025 (WGSN, 2025).



FUNCTIONAL APPEAL - DEEP POCKETS

Blending minimalist design with functional appeal, oversized patch pockets and streamlined compartments are key for coats, jackets, and trousers. Searches for “patch pocket” in menswear have risen 60% YoY, while “men’s double pocket shirts” surged 250% YoY. For trousers, “5-pocket pants” saw a 60% increase. Materials like smooth wool blends, soft leather, and durable cotton will enhance versatility and practicality. Key brands leading this trend include COS, CP Company, Loro Piana, and KITH, with WGSN forecasting modular and cargo pockets as defining details.



CHECKS AND PLAIDS

Checks and plaids are being reinvented with bold colours, varied textures and updated motifs, offering a fresh take on traditional patterns. At Intertextile Shanghai A/W 25/26, winter plaids remained a key detail for the UK, adapting to evolving consumer lifestyles and trends. Leading brands like Burberry, Bottega Veneta, Needles, and Wax London are driving this trend, with Google searches displaying rising interest: “plaid pants men’s outfit” up 300% YoY, “plaid suits for men” up 200%, and “men’s plaid button-down shirt” up 110% (WGSN, 2025).







EARTHY



DETAILED POCKETS



REINFORCED STORM FLAP



QUILTED INTERIOR



CUSTOM HEMMING



MILITARY INFLUENCE

LAYERED OUTFITS



SHERPA LINING

STREETWEAR INFLUENCE



WORK-WEAR INFLUENCE

DOUBLE POCKETS



STONE PALETTE



MULTI-POCKET



BLACK ZIPPERS



GILET



NEUTRAL TONES



DETAILED LABELS



ITALIAN WOOL



RECYCLED POLYESTER



STAINLESS STEEL





SNAP BUTTONS



DEEP & SECURE POCKETS



UNIQUE HOOD



UNIQUE FEATURES



LONG DEEP POCKETS



WATERPROOF



OVERSIZED SILHOUETTE



MULTI-LOCK



BUNGEE CORDS

INFOGRAPHIC LABELS

CINCHE D WAIST

REINFORCED BUTTONS



# DESIGN INSPO - CANADA GOOSE

LONDON (REGENCY STREET) - PRIMARY RESEARCH

PARACORD ZIP PULLS



REINFORCED ZIPS



STORM FLAPS



STRUCTURED HOOD



Waterproof Zips



“PIT ZIPS”



UTILITY POCKETS



CINCHED WAIST



CLIPS



SNAP BUTTONS



CLEAN AESTHETIC



CINCHING



UNIQUE BRANDING



HIGH QUALITY CUFFS



SOFT INTERIOR





# DESIGN INSPO - CANADA GOOSE

LONDON (REGENT STREET) - PRIMARY RESEARCH

ADJUSTABLE



HIGH QUALITY POCKETS



STORM CUFFS



DOUBLE STITCHING



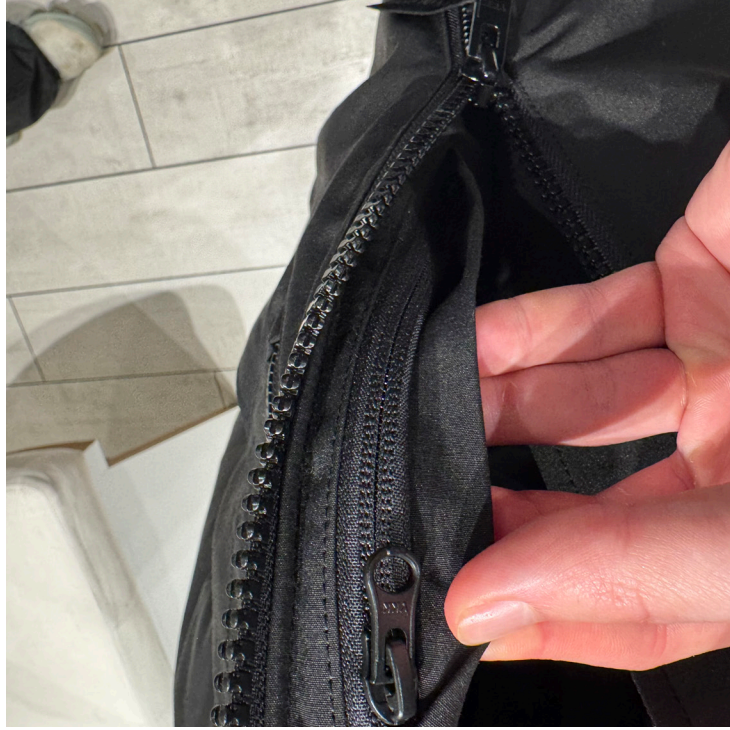
INNER POCKETS



ECO TAG



INTERIOR HIDDEN POCKETS



EMBROIDERY DETAILS



UTILITY POCKETS



VELCRO SEAL



VELCRO SEAL



TACTICAL ARM POCKETS





## This collage features a variety of winter apparel. It includes several puffer jackets in colors like olive green, navy blue, black, and tan, some with brand logos such as Canada Goose. There are also technical jackets in shades of grey and light blue. The items are shown in different settings: two models in a studio shot at the top left, people in snowy landscapes, and individuals in urban environments. A small inset shows a person in a white jacket being splashed with water.



# SHADOWS OF FREEDOM X ALT-OPTIMISM

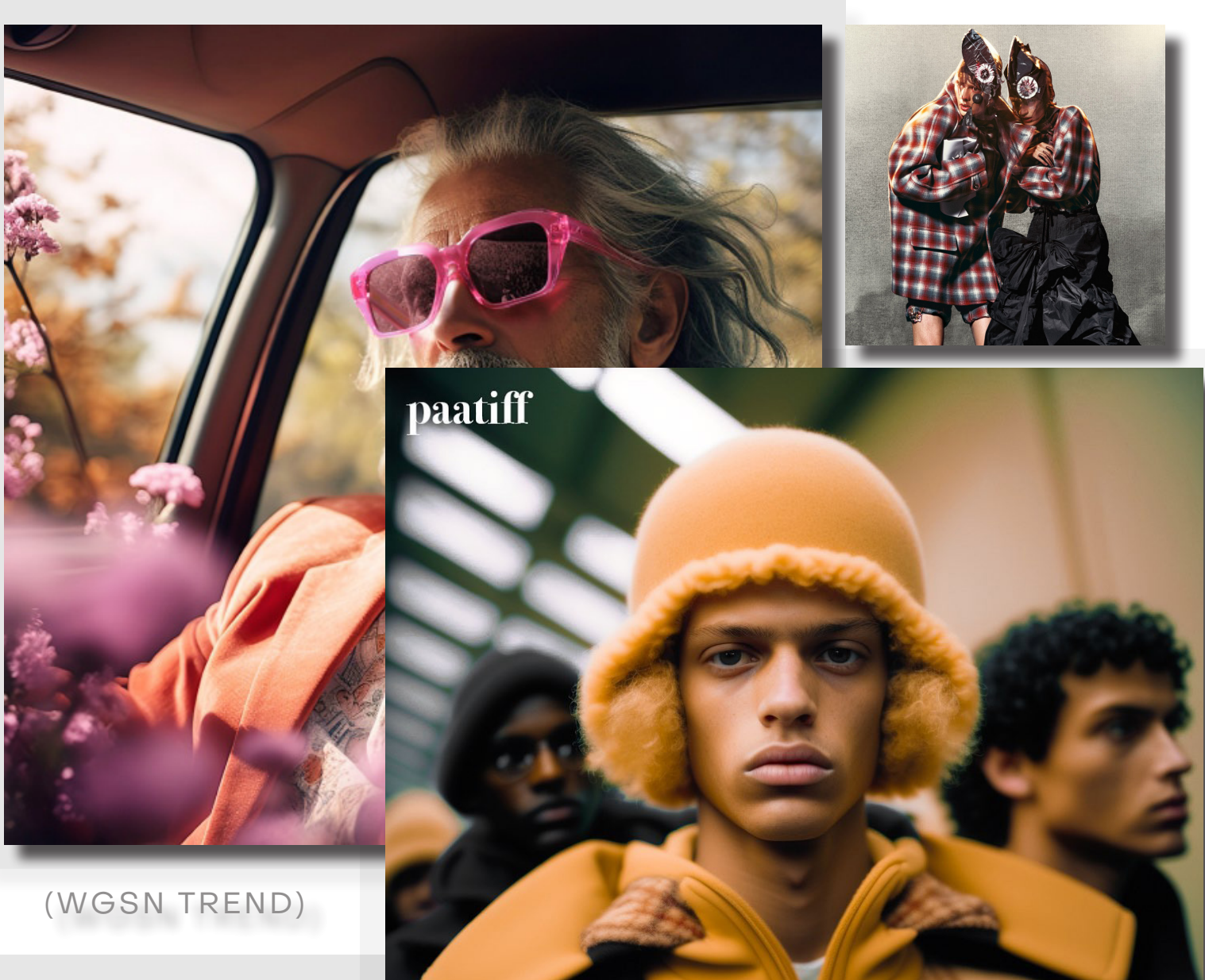
TREND DIRECTION

In a world balancing on the edge of uncertainty, dictated by geo-political tensions and relentless economic instability, society grapples with the ever-present spectre of change, where resilience is not just an asset but a necessity of survival. This global volatility has resulted in 52% of Gen Z worrying about their financial security and stability – more than double the percentage of previous generations. In response to these shifting priorities, menswear is experiencing a transformation, embracing more imaginative designs and concepts to meet the rising demand for effortless comfort, versatility and practicality within garments (LS:N 2024).

In response to this rising trend Designers are creating cross-seasonal garments that offer value for money, relaxed and oversized silhouettes, with a balance of futuristic functionality and a rebellious aesthetic, seen largely in recent London and New York A/W 25/26 fashion week collections and runways. This approach to design reinterprets tactical sensibilities and digital dreamscapes from previous eras, representing a swing back of the fashion pendulum as seen by the re-rise of army, animal and heritage prints, utility, tactical aspects and colour palettes ranging from vibrant, optimistic hues to darker, moodier tones that echo current emotional and economic landscapes.

Additionally, sustainability is becoming an increasingly vital part of this trend, with a strong emphasis on circular design. This shift has been reinforced by the Circular Economy Action Plan and the Eco-Design for Sustainable Products Regulation, introduced in 2020 as part of the European Green Deal. As awareness of the fashion industry’s environmental impacts grows – particularly its contribution of 1.2 billion tonnes of CO2 emissions and 92 million tonnes of textile waste annually (Ellen MacArthur Foundation, Waste Managed, 2024) — both consumers and governments are beginning to push brands to adopt more circular design practices, ensuring longevity, recyclability and a reduced amount of waste in production.

In conclusion, the menswear direction for A/W 25/26 reflects a response to global uncertainty, through blending practicality with self-expression. As consumers seek value-driven investments, designers are prioritizing cross-seasonal adaptability, oversized silhouettes and a fusion of futuristic functionality, merged with nostalgic rebellion. This evolution is not just aesthetic but also ethical, with sustainability at the forefront, driving innovation through a focus on circular design and material longevity. With a renewed focus on durability, versatility and expressive styling, Menswear for A/W 25/26 embodies a shift towards fashion that is both mindful and dynamic, meeting the demands of a generation navigating an unpredictable era of change.



(WGSN TREND)



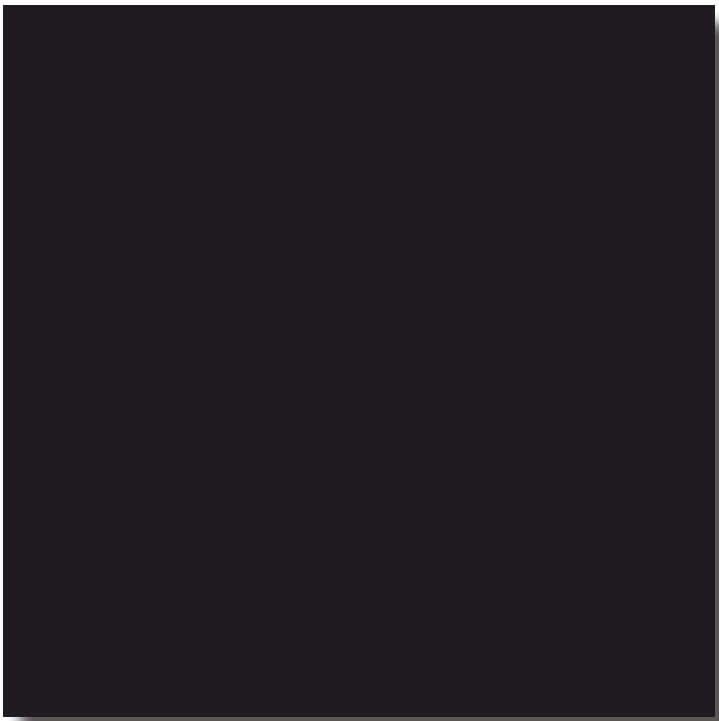
(AFTERMATH OF GAZA STRIP)





# COLOUR PALETTE

## CORE COLOURS



BASALT BLACK

Basalt Black embodies strength and mystery, offering a deep, grounding presence. Its inky depths provide a psychological shield, absorbing chaos and instilling resilience, whilst representing quiet confidence and inner power, making it a timeless anchor in times of uncertainty.



Circular Grey

Circular grey captures harmony and adaptability, offering a neutral foundation that feels both grounding and versatile. Its balanced tone reflects stability, allowing for seamless transitions between moments of intensity and repose. This shade embodies quiet strength, serving as a steady presence in an ever-changing world.



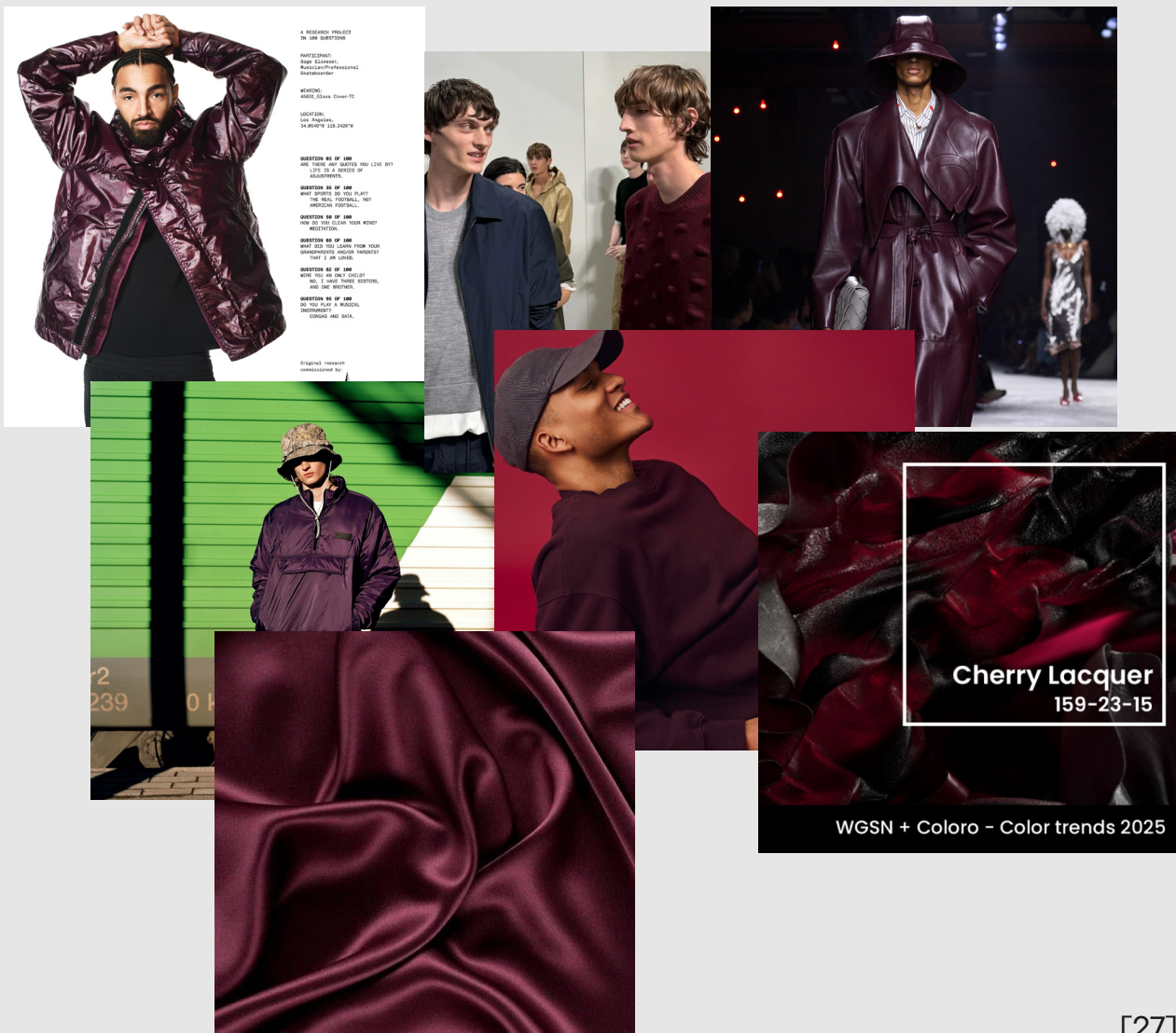
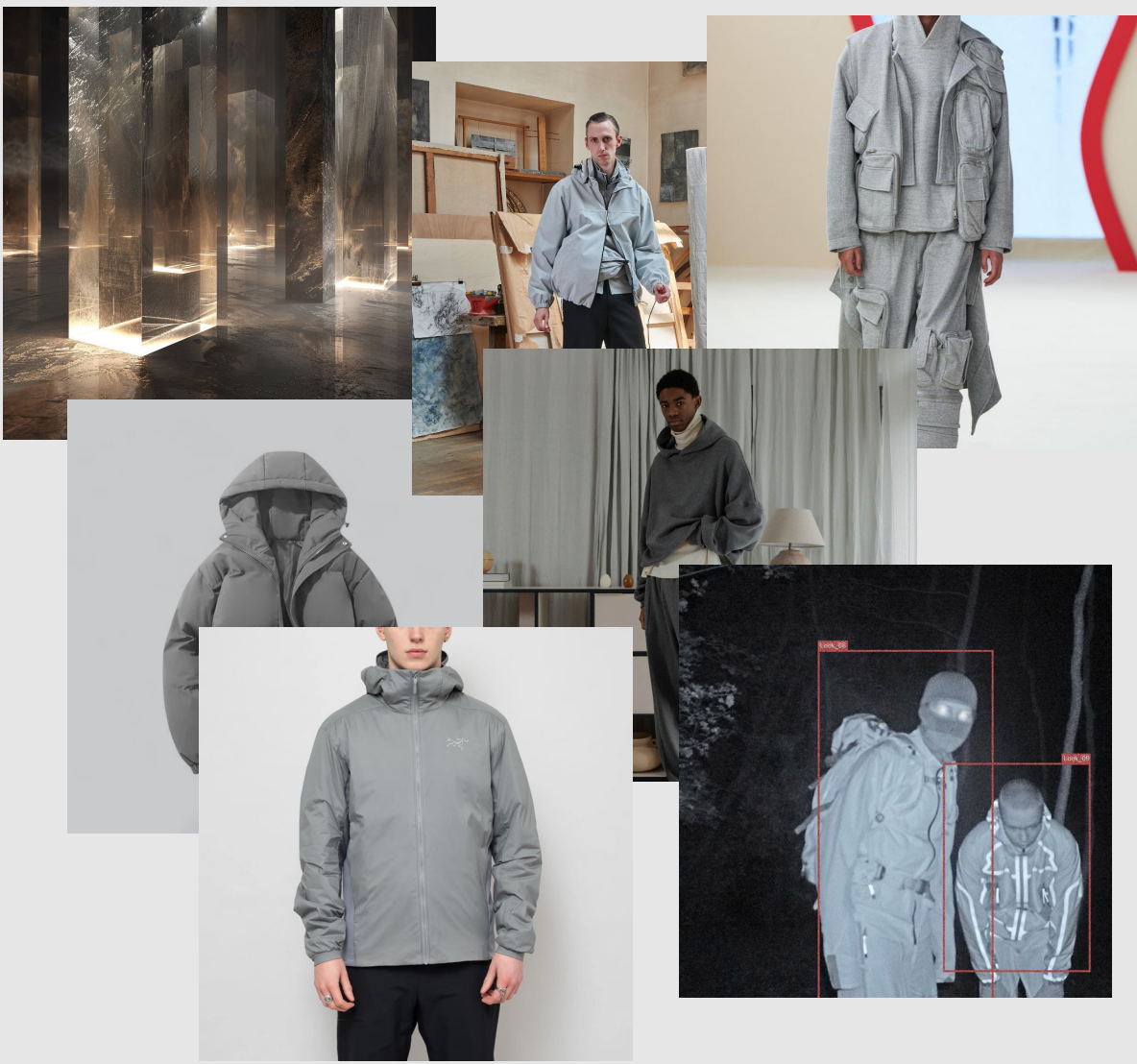
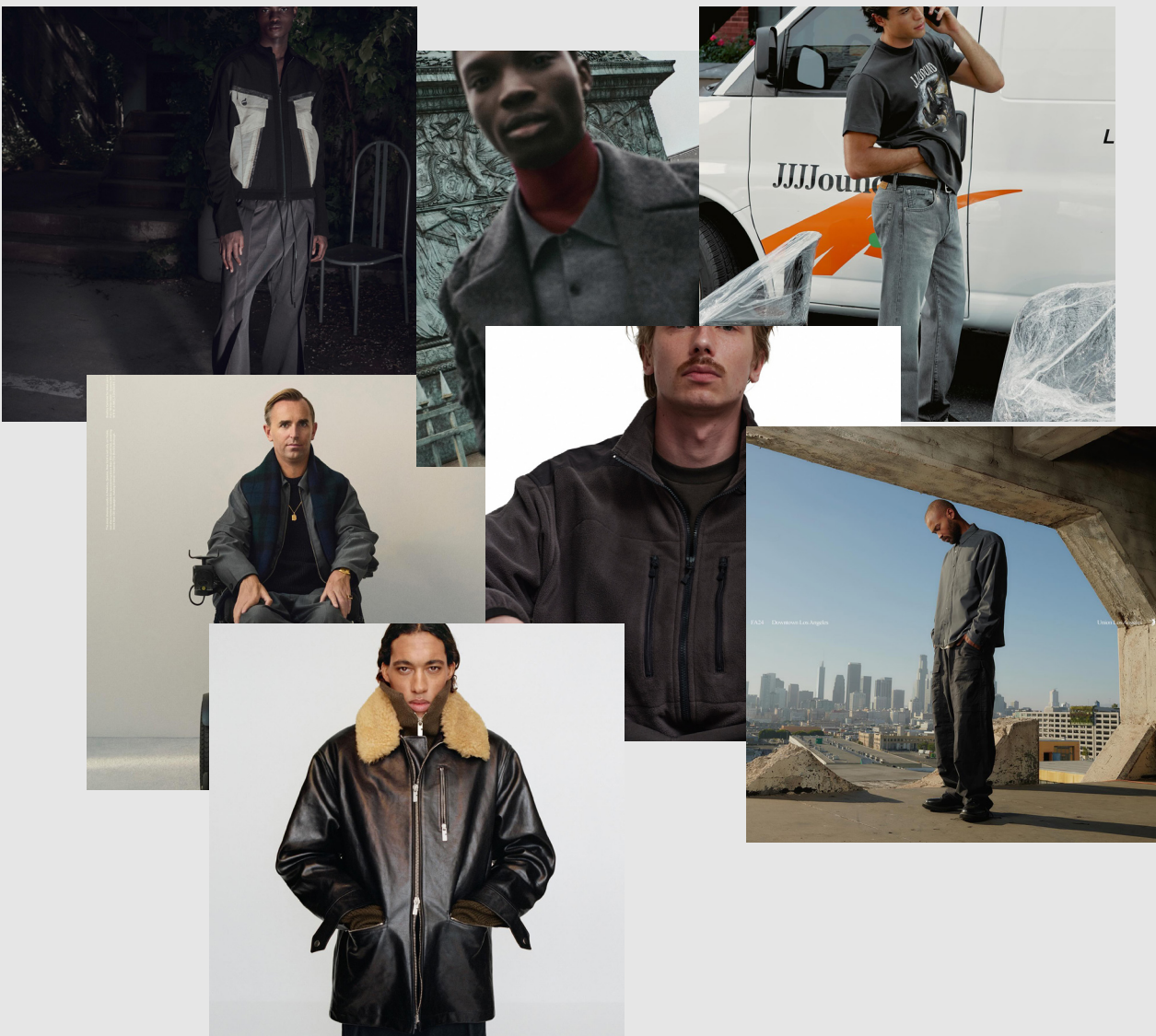
Midnight Blue

Midnight Blue exudes depth and introspection, blending sophistication with serenity. Its rich, velvety tone offers a sense of calm and clarity, encouraging contemplation and focus. Like the night sky, it provides a reassuring stillness, inviting wearers to embrace both strength and tranquillity.



Cherry Lacquer

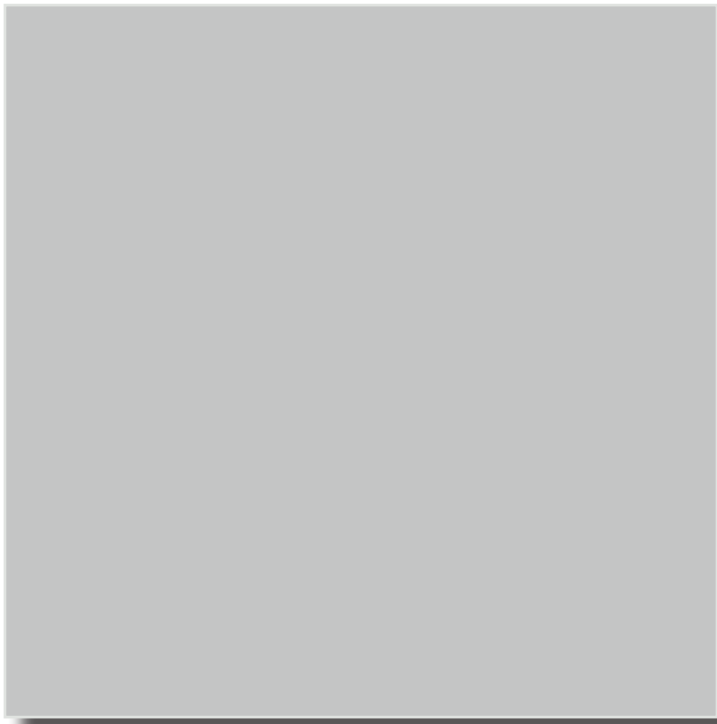
Cherry Lacquer pulses with vitality and passion, striking a balance between bold expression and refined elegance. This deep, lustrous red symbolizes determination and confidence, energizing the spirit while maintaining a sense of poise. It commands attention without overpowering, making a statement of power and sophistication.





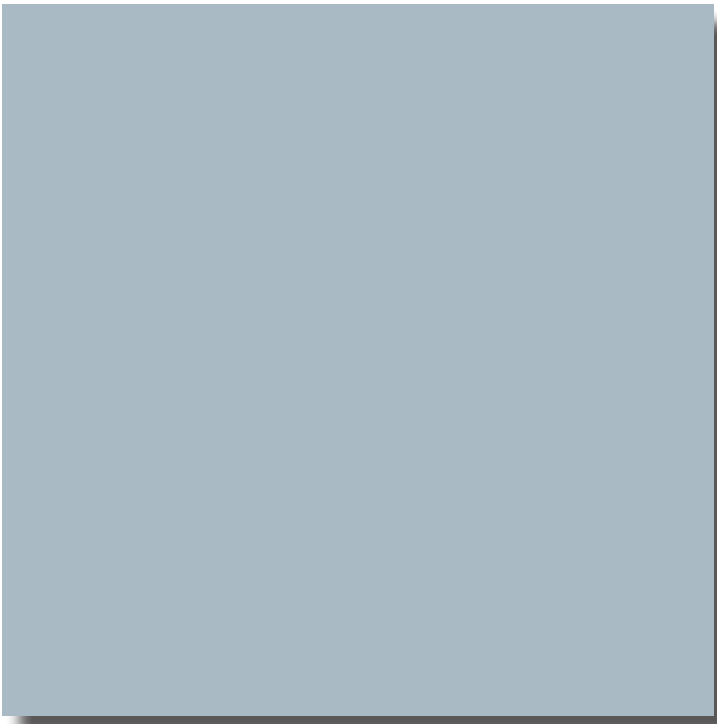
# COLOUR PALETTE

## ACCENT COLOURS



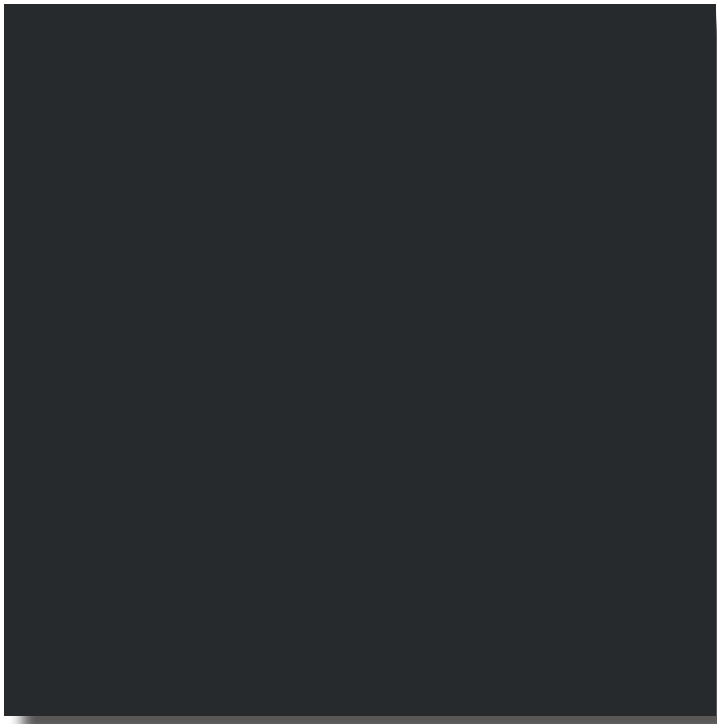
Optic White

Optic White reflects purity and clarity, offering a sense of freshness and renewal. Its crisp, clean tone symbolizes simplicity and precision, providing a foundation of balance and possibility. This shade embodies a quiet strength, acting as a beacon of light and openness in an ever-evolving world.



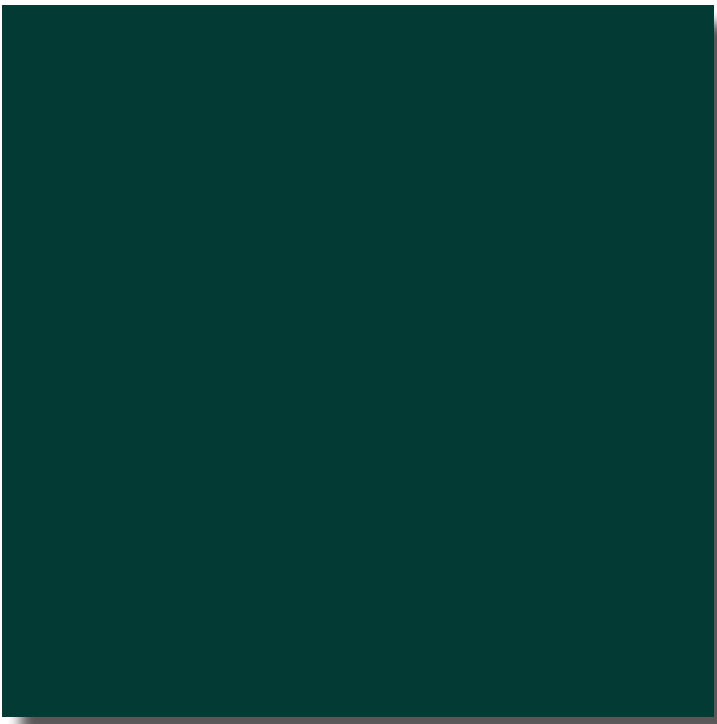
MoonStone Blue

Moonstone Blue embodies ethereal calm and clarity, with its soft, cool hue inviting tranquillity and introspection. This shade carries a quiet optimism, acting as a gentle reminder to embrace fluidity and poise amidst life's uncertainties. Its luminous quality reflects inner peace and subtle strength.



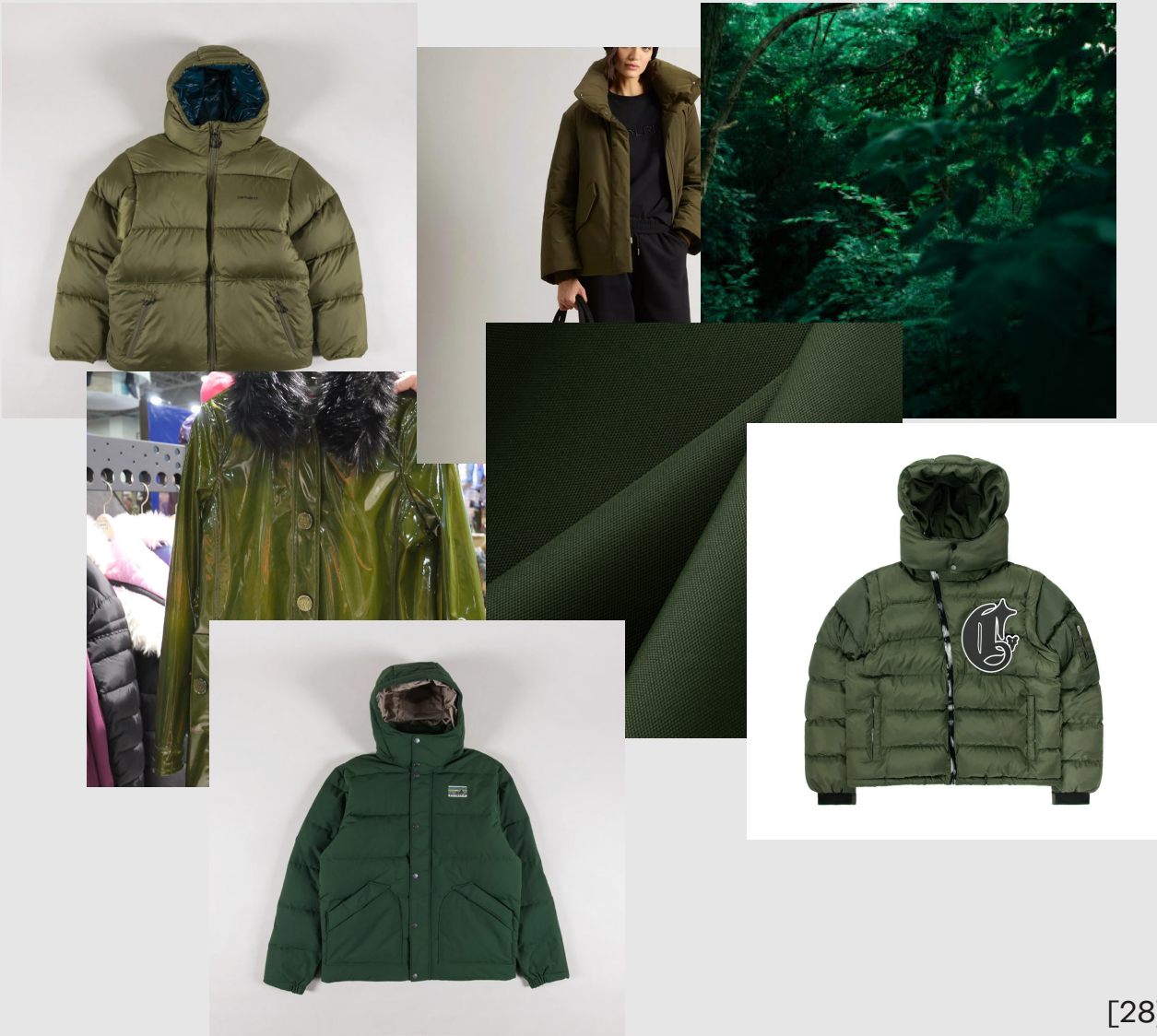
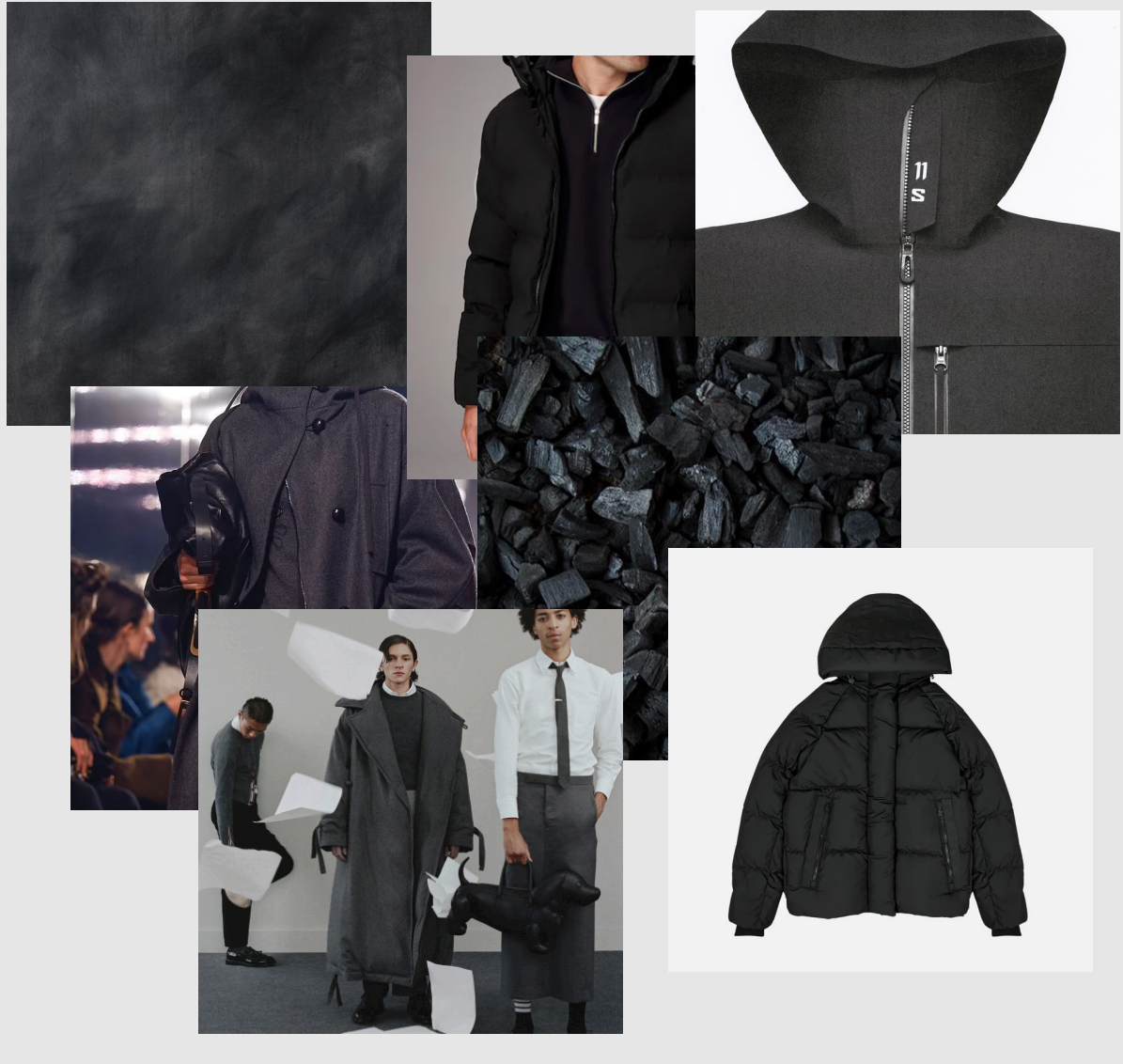
Charcoal Black

Charcoal Black merges depth with refinement, creating a protective barrier against external pressures. Its sophisticated smoky undertones reinforce a sense of security, allowing for strength in moments of challenge. This shade is both commanding and comforting, embodying resilience with understated elegance.



Hunter Green

Hunter Green evokes a deep connection to nature, symbolizing resilience and renewal. Its earthy richness provides a grounding effect, fostering a sense of balance and quiet confidence. This shade offers wearers a subtle yet powerful reminder of endurance and stability.





## Key Stats & Industry Insights

Globally, 80-150 billion new garments are produced each year—400% more than just two decades ago, with 60% of people buying more clothes and wearing them for half as long (Business Waste Managed, Ox-fam GB, 2025). Extending the lifespan of clothing by nine months could result in £5bn in savings on resources used for production, laundering, and disposal and reduce carbon and water footprints by up to 30% (WRAP, 2024). Research from the Worn Out Report (conducted by Hubbub, the University of Leeds, and Primark) challenges the assumption that higher prices equal better durability, revealing inconsistencies in quality across all price points. Could this suggest an industry-wide strategy of planned obsolescence? Meanwhile, recent regulations such as France's Anti-Waste Law, the Product Environmental Footprint, and the European Green Deal are starting to push brands towards more sustainable design, using Life Cycle Assessments and help protect future enviroments.

## Objective

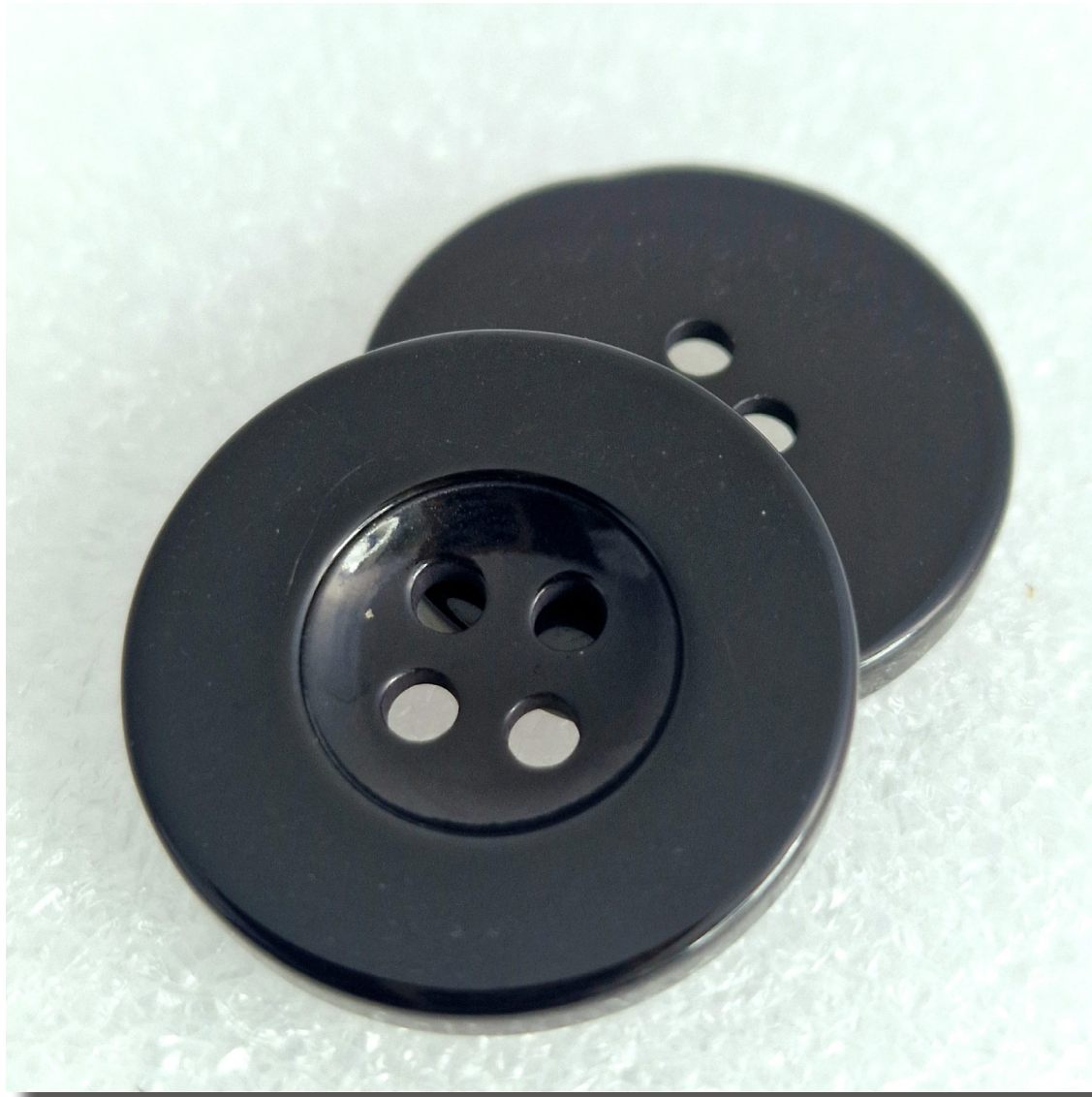
To launch a sustainable and innovative Circular Coats Range that aligns with Circular Economy principles and SDG 12: Responsible Consumption and Production by reducing waste, promoting reusability and minimizing environmental impact, whilst also improving Next's appeal to specifically Gen Z and younger generations through innovative design and further incorporation of macro and micro fashion trends.

## Designed Consciously

My range will be designed with durability in mind, to help ensure that the garments last longer through the use of high-quality, sustainable materials such as organic cotton sourced in India and certified by GOTS, recycled polyester sourced from Unifi and recycled Nylon sourced from Econyl through 100% verified routes, aligning with Next's 2024 Corporate Responsibility Statement. By sourcing sustainable materials Next can align themselves with the growing trend of 62% of Gen Z's preferring to buy from sustainable brands, and 73% willing to pay more for sustainable products, allowing Next to set slightly higher price points (Source: Forrester, First Insight, 2024).







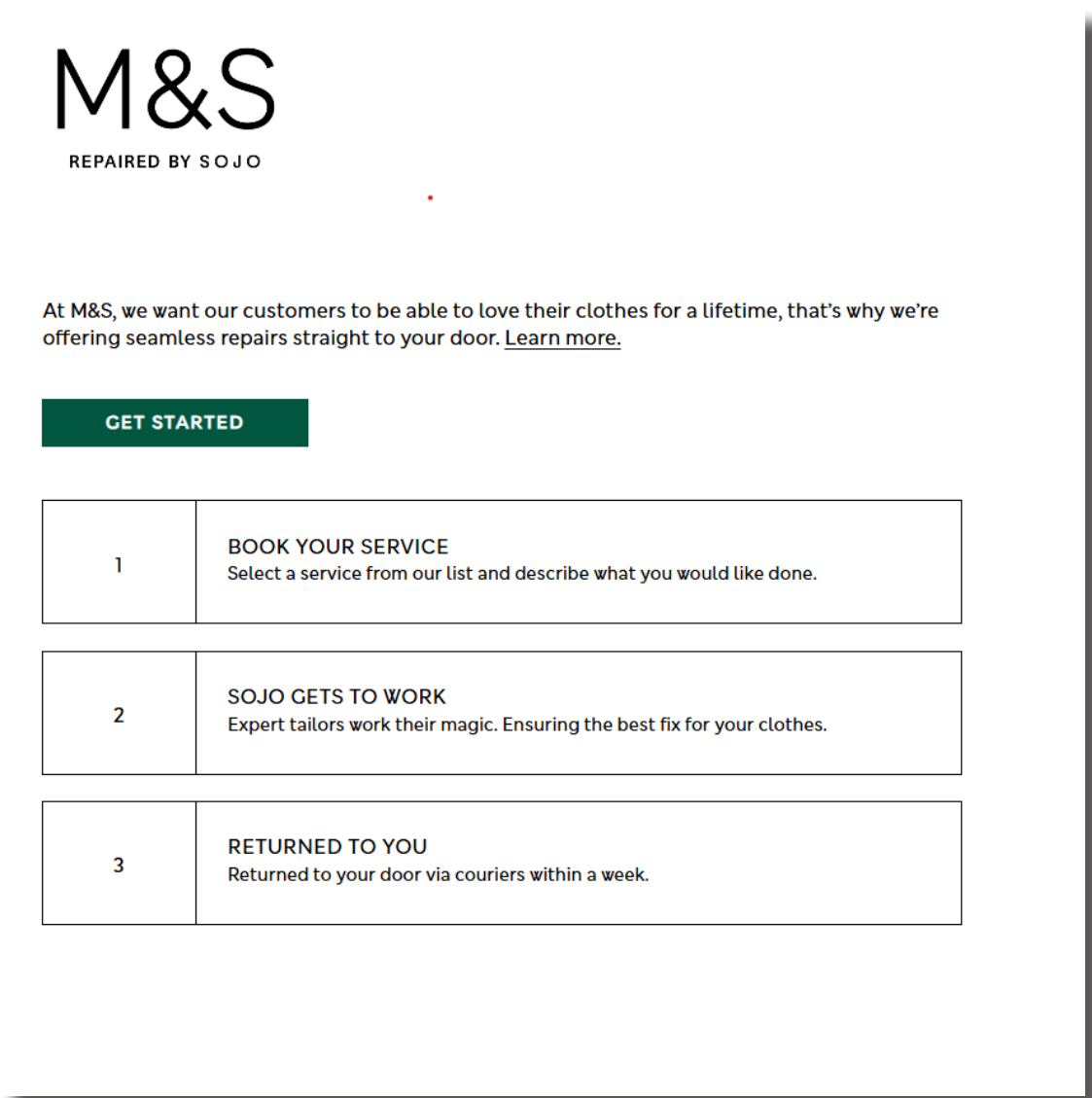
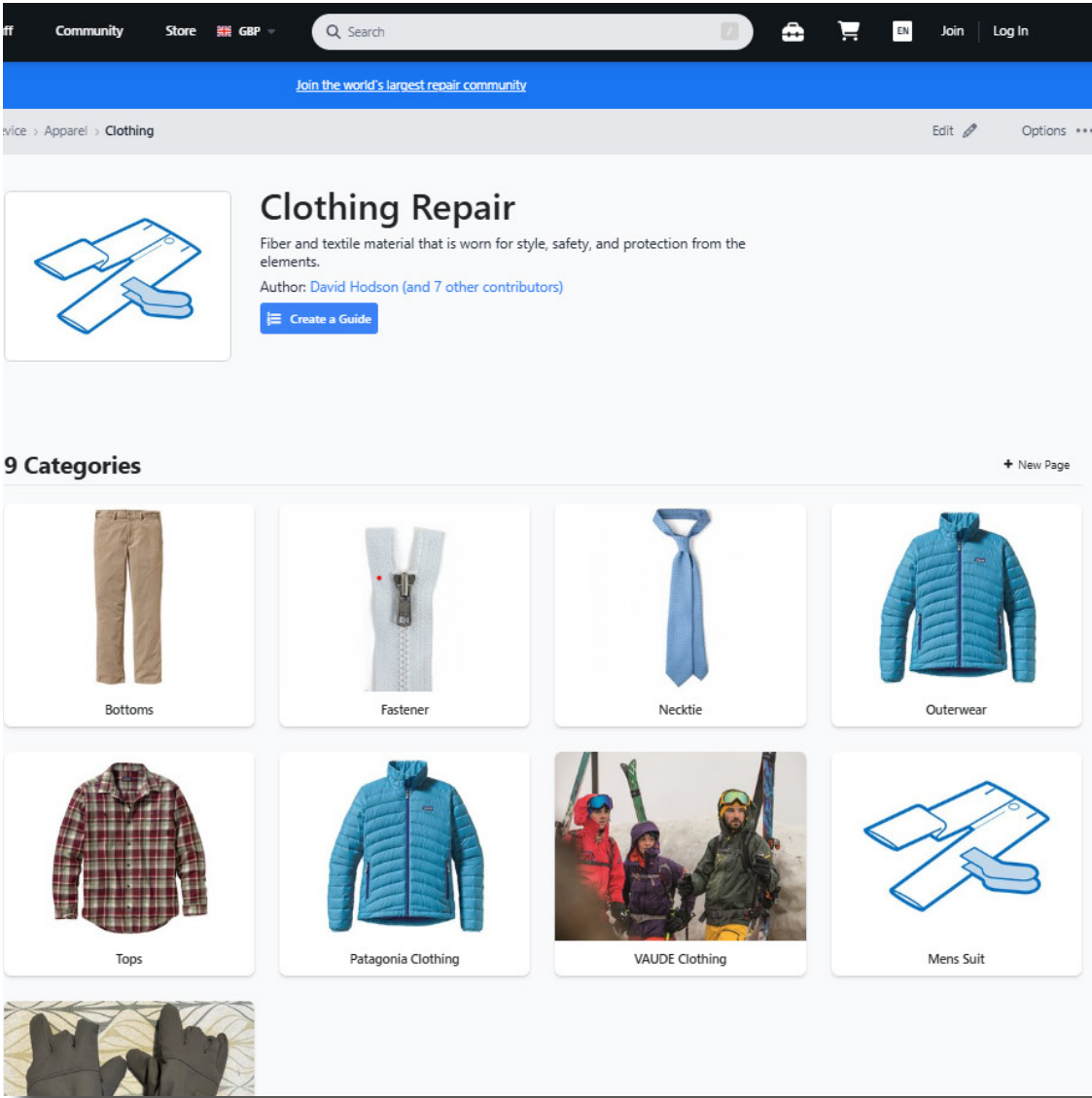
## Circular Design Features

- Reinforced stitching, durable zippers and waterproof or weatherproof materials to ensure longevity and protection from external environments, aligning with the on-going rise of weather irregularities.
- Modular components that allow easy repair or replacement, such as detachable hoods, cuffs, or linings, that can be swapped out for different styles, environments and occasions, expanding its lifespan and appeal.
- Reinforced high stress areas that experience the most wear such as elbows, shoulders, pockets will be reinforced with additional layers of durable fabric or double stitching to prevent damage and increase the garment's durability.
- Convertible design elements such as detachable sleeves and hoods that can turn the coat into a jacket or vest for different weather conditions. This ensures the product remains useful through multiple seasons, reducing the need for customers to buy new outerwear each year.
- The coats will include premium zippers, buttons and clasps made of stainless steel and resin to help reduce the likelihood of breakage or rust over time compared to cheaper, plastic alternatives. This will ensure the coat remains functional and aesthetically pleasing for longer.

## Conclusion

Through reinforced stitching, premium fastenings and weather-proof materials longevity can be further ensured, reducing waste from frequent replacements due to flaws in quality. Additionally, modular components and convertible features will help extend the coat's life-cycle by allowing easy repairs and multi-season use, helping minimize overconsumption, further aligning with SDG 12. Additionally, through integrating high-quality, sustainable materials and reinforcing high-stress areas, this design strategy can reduce the garments overall environmental impact and improve its product life-cycle, whilst maintaining timeless functionality and style.





Consumer Care and Repair Strategy

Easy-to-care-for clothing enhances both emotional and practical value, whilst promoting longevity in garment life cycles. By partnering with brands such as OEKO-TEX and iFixit, Next can reinforce its commitment to sustainable product life-cycles and accessible, affordable repair services. This approach not only reassures customers that their clothing is designed to last but also demonstrates that Next cares about their investment beyond the point of purchase.

By supporting customers with easy care and repair solutions, Next can reinforce their brand trust, fostering long-term customer loyalty. These efforts will also help to align with Next's iconic British heritage—upholding quality and reliability, whilst also encouraging customers to potentially invest in more premium products.

Conclusion

In conclusion, through embracing sustainable product life cycles and accessible repair solutions, Next not only strengthens customer trust and loyalty but also upholds its heritage of quality and reliability clothing. By prioritizing garment longevity and responsible consumption, Next aligns itself with SDG 12, promoting a the circular fashion economy that reduces waste and encourages mindful consumption. This commitment also ensures that Next remains a forward-thinking, customer-focused brand, committed to both sustainability and reliable long-lasting fashion.



NEXT INFINITY is an innovative Trade-In & Re-Purpose Program, accessible through the Next Mobile App, designed to extend and potentially close the product life-cycle of NEXT garments through the up-cycling of previously purchased and worn NEXT garments.

Rationale

The global second-hand apparel market is experiencing rapid growth, expecting to double in size by 2027, reaching an estimated £233 billion - 3X faster on average than the global apparel market overall (A Sustainable Closet, 2023).

Digital reselling platforms such as Vinted saw a 61% Year on Year Increase, reaching sales of almost £500 million pounds in 2024, whilst Depop experienced an influx of older generations, aged around 45-54 spending considerably more on the platform compared to the previous year (Forbes, 2024).

Strategic Alignment

This program underscores NEXT’s commitment to overall sustainable business practices, while offering customers a convenient and responsible way to off-load their previously worn garments.

As the fashion industry continues to face increasing regulatory pressure to adopt more sustainable practices, NEXT’s commitment to a circular business model will help future-proof the brand, enabling it to stay ahead of trends, set an example and comply with evolving sustainability standards.

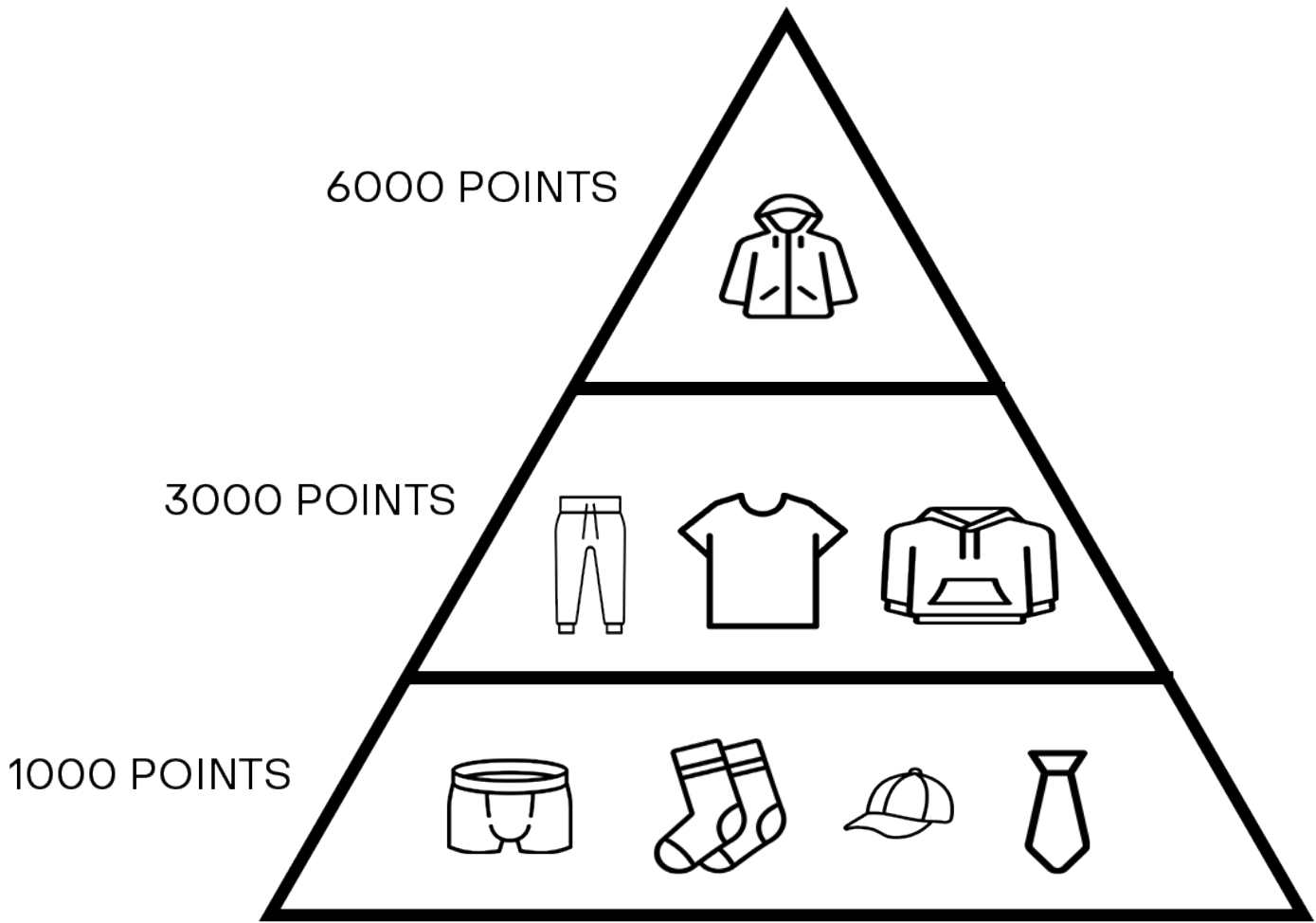
Competitive Advantage

Incorporating circular principles into NEXT’s core strategy will not only aid the brands appeal to a growing segment of eco-conscious shoppers but also strengthen NEXT’s market differentiation. By offering customers sustainable fashion choices, repair services, and the opportunity to trade-in old garments, NEXT can build on its legacy of quality and reliability, whilst positioning itself as a future-focused leader in the fashion industry.

By leveraging a circular economy model, NEXT can set itself apart from competitors who are slower to adopt these sustainable practices, creating a distinctive value proposition for its future customers.

Potential Challenges

However, The Next Infinity Program may face challenges, revolving around the logistics and processing costs related to garment collection, sorting and refurbishment, as well as the complexity of storing and managing inventory of second-hand items. There are also risks around customer engagement, such as limited participation if rewards are not appealing enough, as well as quality control of resale items to maintain NEXT’s high standards. Additionally, the program could face market risks, including potential cannibalization of new sales and concerns about how selling second-hand items might affect NEXT’s historic brand image.



Example of Reward Scheme

Once customers accumulate enough points through re-turning previously purchased garments, they will gain access to redeem an item from a curated selection of garments within their points bracket. This selection will include exclusive options such as dead stock items, seasonal pieces, or previously slow-selling items that NEXT can strategically choose for this program to maintain profit.



# MARKETING STRATEGY

## Overveiw

When the Next Infinity program is ready to launch, Next will host an exclusive pop-up event in a major city, such as London, inviting people to come visit the Event over the Weekend period and hand in their previously loved Next Garments to earn double Infinity points and also attend free sustainability focused workshops revolving around fixing and improving the overall life-cycle of general garments, whilst enjoying Music, Street-food and Drinks.

## Marketing

Next will launch a multi-channel marketing campaign to spotlight the event, emphasizing sustainability, innovative fashion, and education. The campaign will showcase how the ground-breaking Next Infinity Project seamlessly blends sustainable elements and how people can get involved, for their own benefit.

## Primary Marketing Channels

**Social Media** – Through creating engaging posts, stories and countdowns on platforms like Instagram, TikTok, Facebook and X (Twitter) Next can reached different audiences and demographics throughout the UK through organic and paid Ad content.

**Email Campaigns** – Next can send personalized invites and event details to loyal customers, highlighting the benefits of the Event and direct hyper-links to book tickets, allowing Next to monitor email bounce rates and attendance levels.

**Press Releases** – Next can work with Macro and Micro fashion and sustainability-focused media outlets due their Long lasting heritage, enabling them to generate a wide, multi-media coverage before and after the event.

**Retail Stores** – Next can promote the event and program through in-store displays, digital screen, staff promotions and even billboard renting to further build awareness and Hype for the Program and Event

**Website & Blogs** – Next can create dedicated landing pages on their websites to help further digitally advertise and build awareness of the program and event as well as creating blogs on their website, as well as external websites.

## Secondary Marketing Channels

**Paid Digital Advertising** – Next can create paid social media ads on Instagram and utilize Meta ads on Facebook, to focus on specific demographics and providing content relevant and appealing to them.

**Email Campaigns** – Next can send personalized invites and event details to loyal customers, highlighting the benefits of the Event and direct hyper-links to book tickets, allowing Next to monitor email bounce rates and attendance levels.

**Influencer & Brand Collaborations** – Next can form partnerships with eco-conscious influencers such Venetia La Manna and designers such as Stella McCartney to help bring the industry and people together and generate a much greater overall movement.

**Sponsorships & Partnerships** – Next can collaborate with sustainability focused organizations and educational institutions (who can also attend and set-up stalls at the event) to help form industry unity and bring together communities towards a positive movement.

**Traditional Media** – Next can utilize tradition media channels such as radio, outdoor billboards, print ads due to their strong heritage and brand reputation, helping them push the event out to older generations wo still use traditional media.

## USP – Interactive Experience

**Garment Recycling Stations** – Set up clear, easy-to-use garment drop-off stations where customers can hand over their pre-loved clothing. Each item they contribute will earn them double Infinity points that will accumulate on the App.

**Up-cycling Workshops** – Next and their event partners can host mini-workshops to help educate customers on sustainable fashion, teaching them how to up-cycle old clothes and fix simple broken features, in-turn fostering community and building brand loyalty.

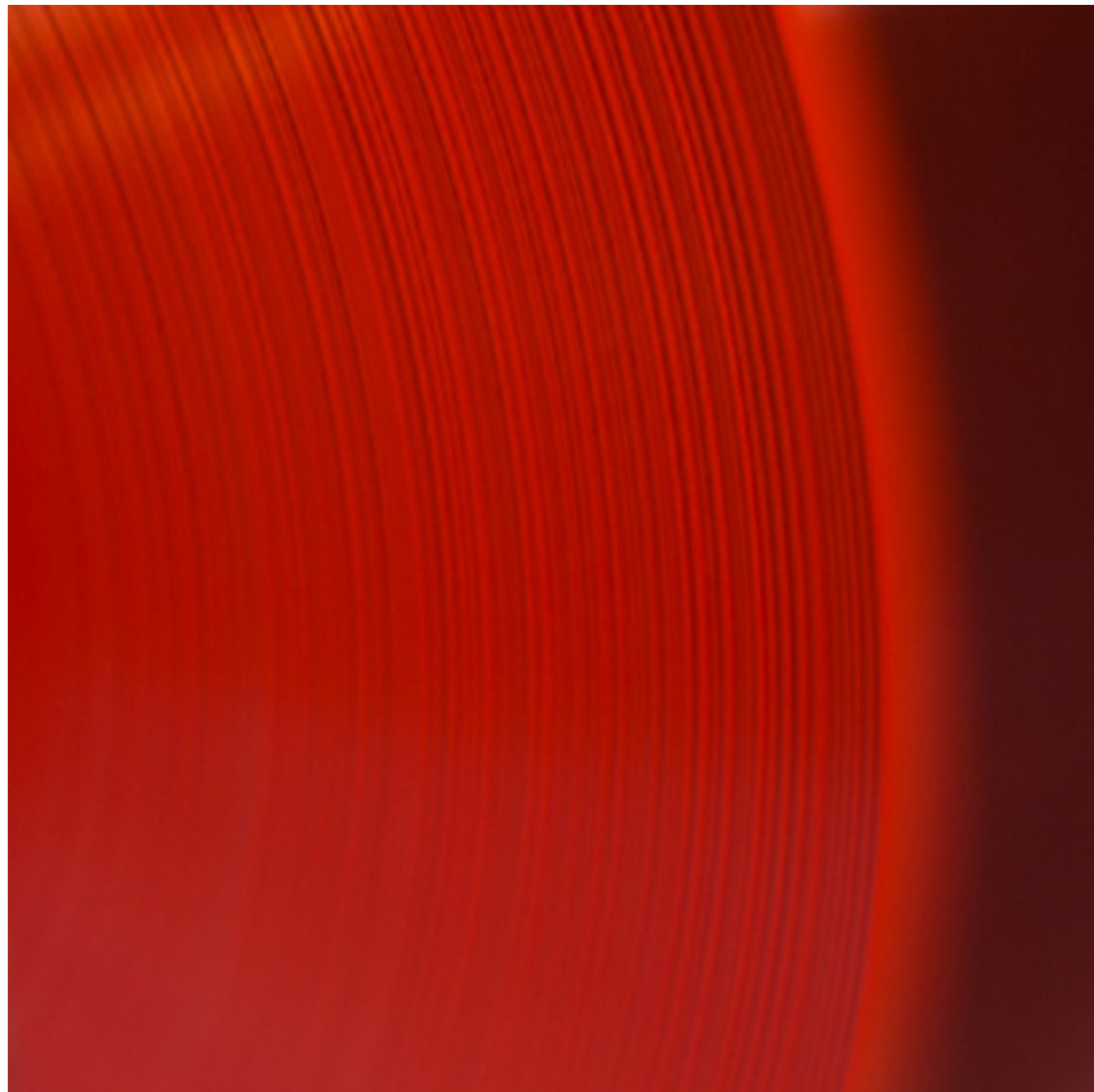
**Meet-and-Greet with Designers** – create further appeal for the event by inviting designers and key figures behind the Next Infinity line and general industry for meet-and-greets, allowing customers to interact with the creative minds shaping the future of fashion and be inspired.

**Runway** – Next can set-up a publicly accessibly runway where models where items from the Next Infinity range are showcased, further building hype and publicity for the range.





# FINAL FABRIC SELECTION



RE-NYLON

Re-Nylon, primarily sourced and produced by ECONYL® is a high-quality nylon made entirely from recycled nylon waste. It is polyamide 6 and can be used as a polymer chip or yarn. This material is infinitely recyclable, allowing designers to create products without the demand for virgin resources. As of 2025 over 1,700 fashion and interior brands have adopted ECONYL®, which include big names such as Nike, Adidas, Prada, Gucci, Burberry and Stella McCartney. Most importantly, for every 10,000 tons of ECONYL® produced, 70,000 barrels of crude oil are saved, which would otherwise be used to manufacture virgin nylon. This significantly reduces the materials environmental impact by conserving natural resources and lowering carbon emissions, hence why I chose it to be apart of my range due to its strategic Eco-centric alignment (ECONYL, 2025).



VX21

X-Pac® VX21 is the world’s most popular laminated pack fabric, known for its lightweight, durable and 100% waterproof properties. Made with 210-denier nylon and featuring a low-stretch, tear-resistant construction, VX21 offers an ideal balance of strength and flexibility, whilst being 100% climate neutral.

I Chose VX21 for My Next Men’s Coat Range as it provided a perfect blend of durability, sustainability and performance. Its waterproof, abrasion-resistant design ensures long-lasting wear, while its use of post-consumer recycled polyester supports growing Eco-conscious fashion. This material delivers premium quality with a lower environmental impact, making it ideal for modern consumers who demand style, functionality and sustainability.



REGENERATIVELY GROWN  
DUCK COTTON

The Duck Cotton for my collection will be sourced in align with Next’s Cotton Sourcing Policy to ensure Next reduces the environmental and social impacts of its raw materials, ensuring due diligence and the protection of human rights (Next Product Sourcing Policy, 2025).

Duck cotton is an exceptionally durable, tightly woven cotton fabric known for its rugged strength, water resistance and longevity, making it an ideal material choice for my Next men’s coat range. Traditionally used in work-wear, outerwear and seen predominantly in ranges produced by Carhart, Barbour and Patagonia. Duck cotton provides a perfect balance of toughness and comfort, ensuring my coats are hard-wearing yet stylish for modern consumers.



# Hood Fastening Toggles



SIGNAL C 402 000

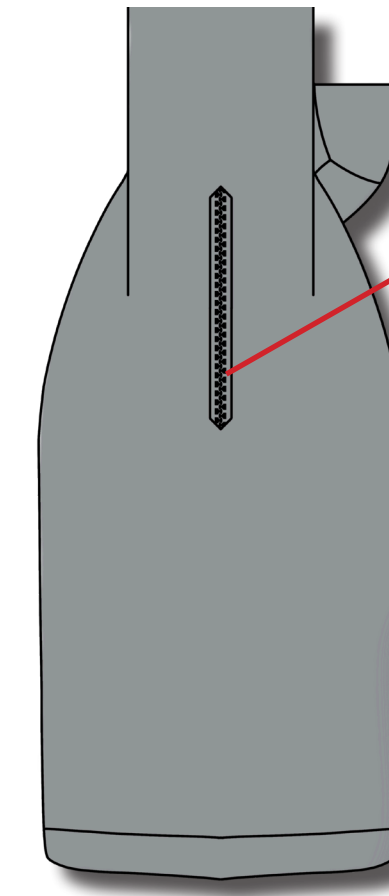
Retro-Reflective tape that adheres to international high-visibility regulations and can withstand domestic washing and dry cleaning, providing wearers greater external advisability to potential risks e.g. cars.

# Stainless Steel Zippers & Tracks

Chosen due to their durability, corrosion resistance, and long lifespan. Unlike plastic or lower-quality metal alternatives, stainless steel withstands harsh weather conditions without degrading, reducing the need for replacements and minimizing waste, as well as being fully recyclable.

## Under-arm Vents

Designed to provide ventilation and temperature regulation during heat generative activities, allowing for heat and moisture to escape, improving airflow and preventing excessive sweating, improving wearers comfort.



## Product Specification

- Standard Fit
- 100% Re-Nylon Outer and Inner Shell, sourced from ECONYL
- X4 Stainless Steel Zips and tracks
- X4 Resin Poppers
- X2 Velcro Wrist Straps
- Storm Flap

## Wrist Straps (Velcro)

## Front Profile

## Waterproof Coat

This waterproof coat enables Next to further align with SDG12: Responsible Consumption and Production through the utilization of 100% recycled nylon (Re-Nylon) from ECO-NYL, helping to reduce overall waste, virgin material demand and help further promote the circular economy. Additionally, features such as the under-arm vents for breath-ability and retro-reflective tape for visibility help create further functionality to the product, enhancing its appeal as a long-lasting, sustainably curated, all-weather choice. Although mainly designed to appeal to eco-conscious Gen Zer's through its sustainable material commitments this coat remains appealing to potentially all generations due to its simple, sleek yet innovative design and twist on the modern raincoat through the combination of design, durability, practicality and environmental responsibility.



# FINAL RANGE

# DEPARTMENT – MENS COATS

BEST SELLER



AUTHORS OWN

BEST SELLER



AUTHORS OWN



AUTHORS OWN

|                       |                                                                                                              |
|-----------------------|--------------------------------------------------------------------------------------------------------------|
| Garment Specification | Type: Core                                                                                                   |
| Product Description   | Waterproof Coat                                                                                              |
| Country Of Origin     | Bangaldesh                                                                                                   |
| Materials             | 100% Re-Nylon in-<br>ner & Outer Shell.<br>Solvent Free Arcyl-<br>ic Coating. Stainless<br>Steel Fastenings. |
| Quantity              | 15,000                                                                                                       |
|                       | Black= 7,500<br>Blue=, 3,750<br>Green= 1,875<br>Red= 1,875                                                   |
| Colours               | Black, Blue, Green, Red                                                                                      |
| Size Range            | XS – 3XL                                                                                                     |
| Size ratio            | 1:2:3:3:2:1                                                                                                  |
| Cost Price            | £20                                                                                                          |
| Net Price (-VAT)      | £50                                                                                                          |
| Retail Selling Price  | £60                                                                                                          |
| Margin                | 70%                                                                                                          |
| Lead Time             | 22 Weeks                                                                                                     |
| Shipment Method       | Ocean Freight                                                                                                |

|                       |                                                                             |
|-----------------------|-----------------------------------------------------------------------------|
| Garment Specification | Type: Trial                                                                 |
| Product Description   | Plaid Plated Jacket                                                         |
| Country Of Origin     | Turkey                                                                      |
| Materials             | 100% Regenatively<br>Grown Duck Cotton.<br>Stainless Steel Fas-<br>tenings. |
| Quantity              | 500                                                                         |
|                       | Black= 250<br>Blue= 150<br>Yellow= 100                                      |
| Colours               | Black, Blue, Yellow                                                         |
| Size Range            | S-2XL                                                                       |
| Size ratio            | 3:3:3:1                                                                     |
| Cost Price            | £29.05                                                                      |
| Net Price (-VAT)      | £70.83                                                                      |
| Retail Selling Price  | £85                                                                         |
| Margin                | 59%                                                                         |
| Lead Time             | 12 Weeks                                                                    |
| Shipment Method       | Land Freight                                                                |

|                       |                                                                                                            |
|-----------------------|------------------------------------------------------------------------------------------------------------|
| Garment Specification | Type: Fashion                                                                                              |
| Product Description   | Quilted Coat                                                                                               |
| Country Of Origin     | Pakistan                                                                                                   |
| Materials             | 100% Recyced Pol-<br>yester Inner & out-<br>er Shell. Mycelium<br>Leather Elbow Patch-<br>es, Sherpa hood. |
| Quantity              | 3,000                                                                                                      |
|                       | Black= 550<br>Blue= 1,200<br>Yellow= 1,250                                                                 |
| Colours               | Black, Blue, Yellow                                                                                        |
| Size Range            | S-2XL                                                                                                      |
| Size ratio            | 3:3:3:1                                                                                                    |
| Cost Price            | £23.34                                                                                                     |
| Net Price (-VAT)      | £58.33                                                                                                     |
| Retail Selling Price  | £70                                                                                                        |
| Margin                | 60%                                                                                                        |
| Lead Time             | 18 Weeks                                                                                                   |
| Shipment Method       | Ocean Freight                                                                                              |





AUTHORS OWN



AUTHORS OWN



AUTHORS OWN

|                      |                                                                               |
|----------------------|-------------------------------------------------------------------------------|
| Garment Specifiation | Type: Fashion                                                                 |
| Product Description  | Utility Coat                                                                  |
| Country Of Origin    | Pakistan                                                                      |
| Materials            | 100% Re-Polyester<br>Inner & outer Shell.<br>X6 Resin Button. X2 Button Snaps |
| Quantity             | 3,000                                                                         |
|                      | Black= 800<br>Blue= 1,200<br>Yellow= 1,000                                    |
| Colours              | Black, Blue, Yellow                                                           |
| Size Range           | S-2XL                                                                         |
| Size ratio           | 3:3:3:1                                                                       |
| Cost Price           | £23.34                                                                        |
| Net Price (-VAT)     | £58.33                                                                        |
| Retail Selling Price | £70                                                                           |
| Margin               | 60%                                                                           |
| Lead Time            | 18 Weeks                                                                      |
| Shipment Method      | Ocean Freight                                                                 |

|                      |                                                                             |
|----------------------|-----------------------------------------------------------------------------|
| Garment Specifiation | Type: Trial                                                                 |
| Product Description  | Plaid Plated Jacket                                                         |
| Country Of Origin    | Turkey                                                                      |
| Materials            | 100% Regenatively<br>Grown Duck Cotton.<br>Stainless Steel Fas-<br>tenings. |
| Quantity             | 500                                                                         |
|                      | Black= 250<br>Blue= 150<br>Yellow= 100                                      |
| Colours              | Black, Blue, Yellow                                                         |
| Size Range           | S-2XL                                                                       |
| Size ratio           | 3:3:3:1                                                                     |
| Cost Price           |                                                                             |
| Net Price (-VAT)     |                                                                             |
| Retail Selling Price | £80                                                                         |
| Margin               | 59%                                                                         |
| Lead Time            | 12 Weeks                                                                    |
| Shipment Method      | Land Freight                                                                |

|                      |                                                                                                                    |
|----------------------|--------------------------------------------------------------------------------------------------------------------|
| Garment Specifiation | Type: Core                                                                                                         |
| Product Description  | Waterproof Coat                                                                                                    |
| Country Of Origin    | Bangaldesh                                                                                                         |
| Materials            | 83% Re-Polyester, 17%<br>Orgaic Cotton. 625 Fill<br>Power Responsibly<br>Sourced Down , 80%<br>Down, 20% Feathers. |
| Quantity             | 15,000                                                                                                             |
|                      | Black= 7,000<br>Blue= 8,000                                                                                        |
| Colours              | Black and Blue                                                                                                     |
| Size Range           | XS – 3XL                                                                                                           |
| Size ratio           | 1:2:3:3:2:1                                                                                                        |
| Cost Price           |                                                                                                                    |
| Net Price (-VAT)     |                                                                                                                    |
| Retail Selling Price |                                                                                                                    |
| Margin               | 70%                                                                                                                |
| Lead Time            | 22 Weeks                                                                                                           |
| Shipment Method      | Ocean Freight                                                                                                      |



|             |              |            |                         |               |               |                        |            |                   |            |            |                |
|-------------|--------------|------------|-------------------------|---------------|---------------|------------------------|------------|-------------------|------------|------------|----------------|
| Bangladesh  |              |            |                         |               |               |                        |            |                   |            |            |                |
|             | Order Placed | First Fit  | Lab Dip & Trim Approval | Seal Approval | Bulk Approval | Raw Materials in House | Cut Date   | Produciton Sample | Ex Factory | ETA in UK  | Online/Instore |
| Weak Number | 0            | 2          | 3                       | 5             | 6             | 9                      | 10         | 11                | 13         | 21         | 22             |
| Dates       | 19/03/2025   | 02/04/2025 | 09/04/2025              | 23/04/2025    | 30/04/2025    | 21/05/2025             | 28/05/2025 | 04/06/2025        | 18/06/2025 | 13/08/2025 | 20/08/2025     |

|                      |  |                                                                                                              |
|----------------------|--|--------------------------------------------------------------------------------------------------------------|
| Garment Specifiation |  | Type: Core                                                                                                   |
| Product Description  |  | Waterproof Coat                                                                                              |
| Country Of Origin    |  | Bangaldesh                                                                                                   |
| Materials            |  | 100% Re-Nylon in-<br>ner & Outer Shell.<br>Solvent Free Arcyl-<br>ic Coating. Stainless<br>Steel Fastenings. |
|                      |  |                                                                                                              |
| Quantity             |  | 15,000                                                                                                       |
|                      |  | Black= 7,500<br>Blue=, 3,750<br>Green= 1,875<br>Red= 1,875                                                   |
| Colours              |  | Black, Blue, Green, Red                                                                                      |
| Size Range           |  | XS - 3XL                                                                                                     |
| Size ratio           |  | 1:2:3:3:2:1                                                                                                  |
| Cost Price           |  | £20                                                                                                          |
| Net Price (-VAT)     |  | £50                                                                                                          |
| Retail Selling Price |  | £60                                                                                                          |
| Margin               |  | 70%                                                                                                          |
| Lead Time            |  | 22 Weeks                                                                                                     |
| Shipment Method      |  | Ocean Freight                                                                                                |





|             |              |            |                         |               |               |                        |            |                   |            |            |                |
|-------------|--------------|------------|-------------------------|---------------|---------------|------------------------|------------|-------------------|------------|------------|----------------|
| Turkey      |              |            |                         |               |               |                        |            |                   |            |            |                |
|             | Order Placed | First Fit  | Lab Dip & Trim Approval | Seal Approval | Bulk Approval | Raw Materials in House | Cut Date   | Produciton Sample | Ex Factory | ETA in UK  | Online/Instore |
| Weak Number | 0            | 1          | 2                       | 3             | 4             | 6                      | 6          | 7                 | 9          | 11         | 12             |
| Dates       | 19/06/2025   | 26/06/2025 | 03/07/2025              | 10/07/2025    | 17/07/2025    | 31/07/2025             | 07/08/2025 | 04/06/2025        | 21/08/2025 | 04/09/2025 | 11/09/2025     |

|                      |  |                                                                   |
|----------------------|--|-------------------------------------------------------------------|
| Garment Specifiation |  | Type: Trial                                                       |
| Product Description  |  | Plaid Plated Jacket                                               |
| Country Of Origin    |  | Turkey                                                            |
| Materials            |  | 100% Regenatively Grown Duck Cotton. Stainless Steel Fas-tenings. |
|                      |  |                                                                   |
| Quantity             |  | 500                                                               |
|                      |  | Black= 250<br>Blue= 150<br>Yellow= 100                            |
| Colours              |  | Black, Blue, Yellow                                               |
| Size Range           |  | S-2XL                                                             |
| Size ratio           |  | 3:3:3:1                                                           |
| Cost Price           |  | £29.05                                                            |
| Net Price (-VAT)     |  | £70.83                                                            |
| Retail Selling Price |  | £85                                                               |
| Margin               |  | 59%                                                               |
| Lead Time            |  | 12 Weeks                                                          |
| Shipment Method      |  | Land Freight                                                      |





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