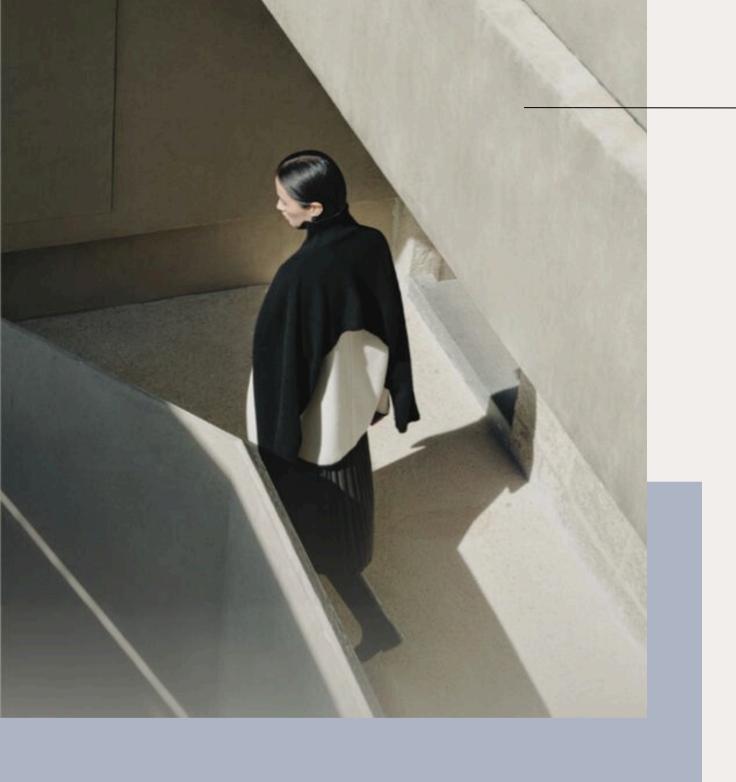
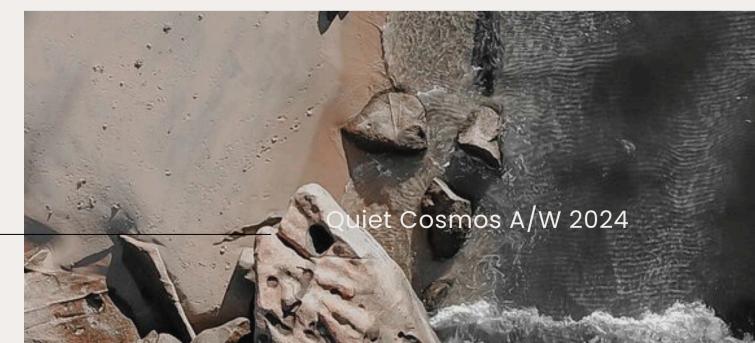
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# OUR CONCEPT

Built on classic knitwear fashions and detailed with lived-in, contemporary style, and drawing on inspiration from the natural world. Finely balancing simplicity with a unique edge to allow the complexity and depth of human personality to be expressed.

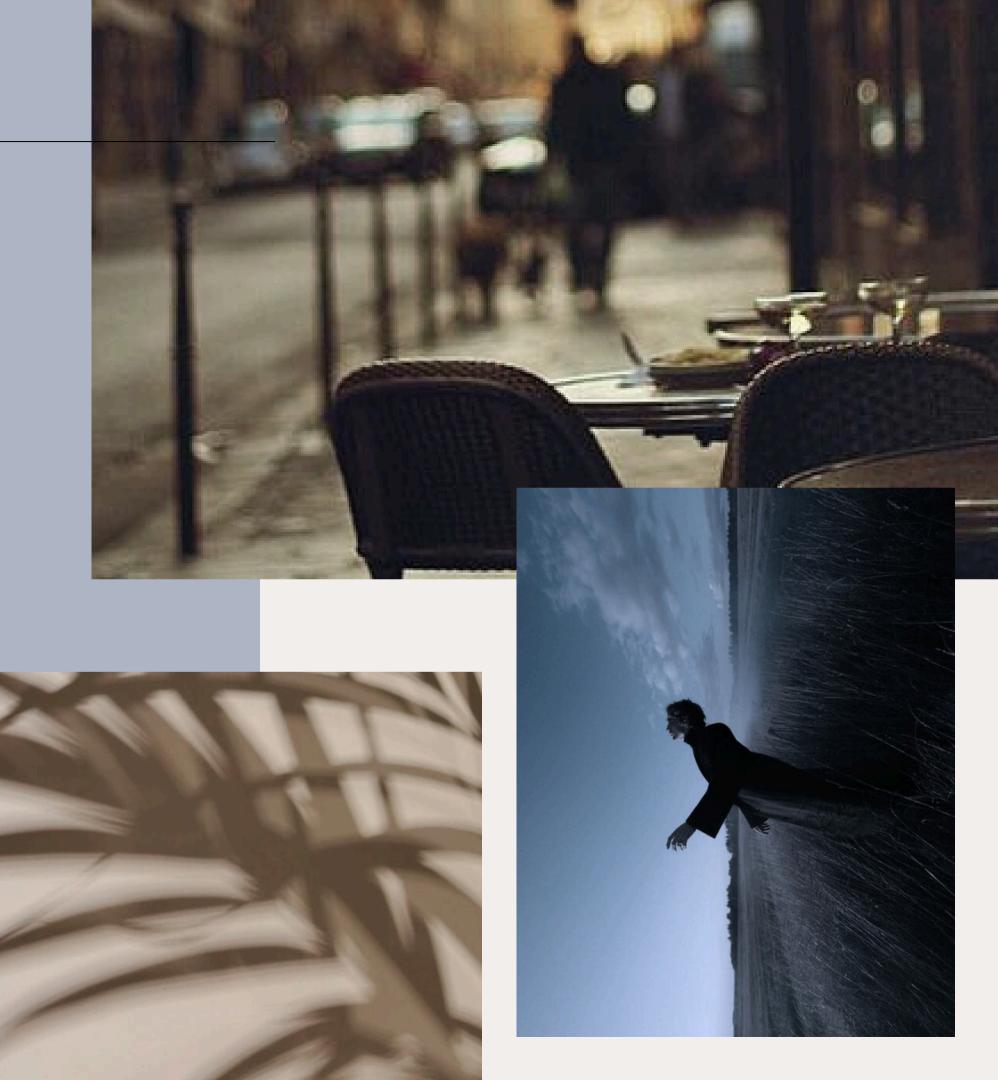
Elevated Contemporary Understated

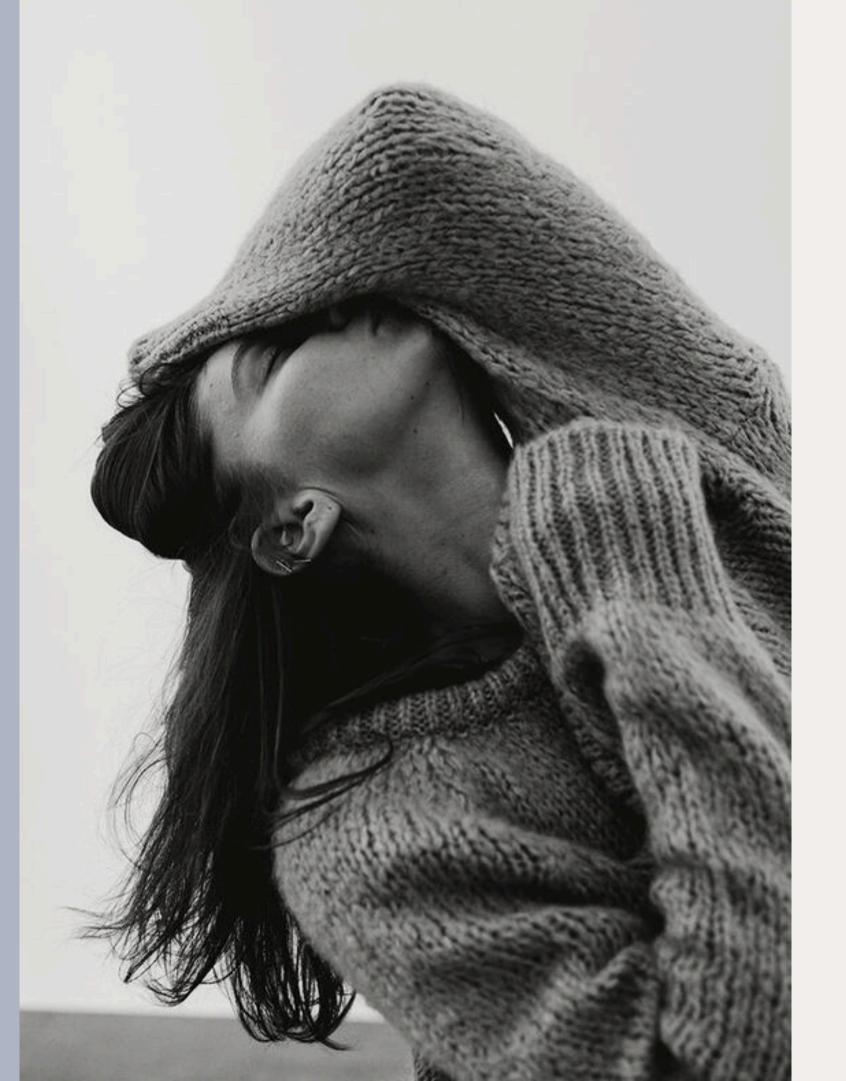


# OUR NARKET

- Women
- 20s-30s
- Working
- Urban
- Middle Class
- Looking for comfort, originality, and quality

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# OUR VISION

- Modern Classics: classic knitwear meets subtle contemporary styles
- Multi-Purpose: comfort meets function, can dress up or dress down
- Long Life: high quality pieces grounded in timeless styles that can be an investment
- Cosmic Inspiration: colors and textures inspired by geology from outer space
- **High Sense**: emphasis on textures and subtle colors

### **Competition Price Points** Aritzia Banana Republic COS Mango Oak + Fort \$200.00 \$172.00 \$157.80 \$150.00 \$139.38 \$138.75 \$125.38 \$125.38 \$112.00 \$100.00 \$101.75 \$85.00 \$85.60 \$80.50 \$83.00 \$57.00 \$50.00 \$53.00 \$0.00 Tank Tops Cardigans Pants Skirts Shirts Dresses **Sweaters** Sweatshirts

BETTER Quiet Cosmos A/W 2024 Page 05 COS BANANA REPUBLIC **ARITZIA** OAK + FORT CLASSIC TRENDY MANGO 

MODERATE

	Cardigans	Dresses	Pants	Skirts	Sweaters
Avg. Comp	\$120.60	\$110.97	\$88.22	\$79.49	\$99.87
Quiet Cosmos	\$120.00	\$110.00	\$80.00	\$70.00	\$130.00



# OURMATERIALS

### Chunky Pebble Wool Knit

wool blend \$24.99 / yd dry clean Note: inside is brushed



## Italian Virgin Wool Cable Knit

virgin wool/lambswool blend \$30.75 / yd low cycle or hand wash



### **Stretch Knit Crepe**

95% polyester, 5% spandex \$14.99 / yd Machine Wash Gentle Cold, Non-Chlorine Bleach



### Deadstock Merino Wool Interlock

100% merino wool \$36.00 / yd 200% stretch crosswise, 70% lengthwise





Black Knit pants attached to rectangular non-elastic waistband, waistband, decorative waistbands uses stretch of fabric Crepe Pants Quiet Cosmos A/W 2024 inserted at side seams and overlapping in front 2 pc decorative #1002 waistband non-functional buttons inseam pockets Gray Colorblock Sweater #1001 wide leg fit crochet ribbed mock neck, serge (514) all pieces cuffs, and waistband (includes crochet) same on front and back, pointed v-shape blind hem (503) form fitting bodice and open crochet, single row of alternating double crochet sleeve up to elbow Page 09 stitches and chain one







Quiet Cosmos A/W 2024

# OUR SAM PLES

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