

Module: MAN3000

Fashion Management

Tutor: Claire Marsh

Week 9

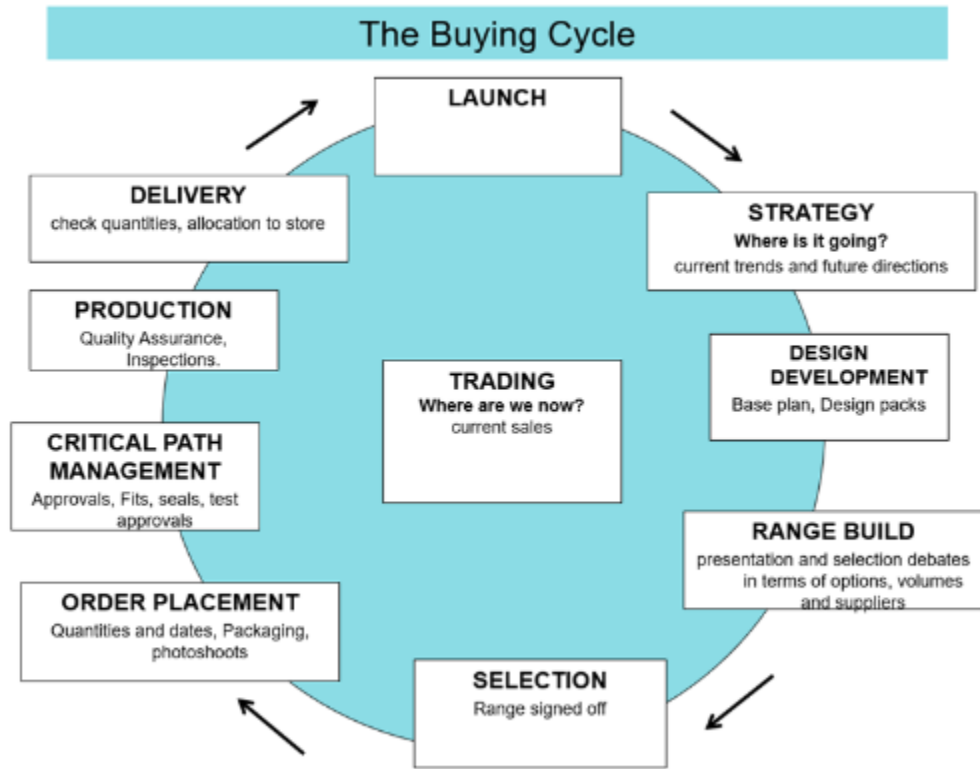
Assignment Re-Cap & Best Practice

Today we are going to Re-Cap the project brief and look at how what we have learned so far will be used to conduct your research, help form your critical analysis and construct your assignment.

We will also look at past papers and look at Best Practice.

We will then work in groups and I would like you let me know if you would like to re-visit any topics in January.

What have we looked at so far?





Primark creates aspiration with heavy use of influencers



WOMEN'S HIGH PILE NUPTSE JACKET

£ 320.00

Pay in 3 interest-free instalments of
£106.67 on purchases with

Klarna. [Learn More](#)

★★★★★ 1 REVIEWS

COLOR : Gardenia White



SIZE



https://www.thenorthface.co.uk/shop/en-gb/tnf-gb/women-jackets-coats-nuptse-himalayanjackets/womens-high-pile-nuptse-jacket-Zwak2variationId_N2N



The Assignment Brief

ASSESSMENT BRIEF : Buying Cycle Report

Hand in week 25 (Monday 18th March 2024, midday)

MODULE ASSESSMENT

ASSESSMENT BRIEF	FBUY3000	FASHION <u>CONSUMER AND MARKETPLACE</u>		
CREDIT VALUE: 30 Credits	WORTH: 100% of module	TYPE: Written Report 4000 words and 500 word reflective synopsis +/- 10%	ASSESSORS: Claire Marsh & Karen Hickinbotham	HAND IN: Week 25 Monday 18th March 2024 12pm midday via Turnitin
BUYING CYCLE REPORT				

YOUR TASK

Produce a report of 4000 words (+/- 10%) which demonstrates your critical understanding of the processes of the Buying cycle and suggest future recommendations for the retailer. This must be written in third person.

In addition to this you are required to give a 500 word (+/- 10%) reflective statement of your understanding of each element of the buying cycle. Reflecting on the areas you struggled with and how you overcame these barriers. This can be written in first person.

AIM: To research, critically analysis and evaluate a product and retailer through each process of the Buying cycle, then give a reflective summary of your learning journey.

OBJECTIVES:

1. Chose a clothing retailer who sells in the UK
 - a. Retailer example: H&M, Zara, Tesco, M&S, Primark, Reiss, COS, All Saints
2. Choose a clothing product from the above chosen retailer
 - a. Product example: T-shirt, trousers, jacket, jeans
3. Devise a report structure to communicate your findings
4. Conduct secondary research by evaluating other retailers (L.O.2) – Competition, Trend analysis, Country of Origin, Design/manufacture processes, Marketing and promotional activity, Customer Profile, Sourcing Strategy.
5. Apply your product to the Buying cycle process.
6. Develop essential buying information for your product – Costing information, critical path, Range plan, transportation method, retail outlet method.
7. Conclusion - what has your research lead you to conclude? Review with a SWOT analysis and recommendations for improvements. What are your predictions and recommendations for the next 3 years relating to your retailer? (L.O.4)
8. 500 word reflective statement - Reflect on your journey through the module, referring to the processes of the buying cycle, which elements were your strengths and highlight how you overcame any weaknesses. This can be written in third person.

LEARNING OUTCOMES:

1. Identify the key inter-relating stages of the global fashion buying cycle and summarise these using evidence-based examples.
2. Critically evaluate the effectiveness of different retailer's sourcing and supply strategies and corporate social responsibility efforts in order to make recommendations for future improvement.
3. Formulate methods for continual professional progression through reflective practice.
4. Analyse the future of fashion retail and sourcing, with reference to changes that may occur within the next 3 years and beyond.

REPORT FORMAT

Produce a digital report of a max 4000 words +/- 10%

Wordcount from Introduction to end of Conclusion, not including figures and tables.

Consider the accessibility of your work (use font size 12 and 1.5 line spacing) and make sure any figures are readable.

The body of your assignment should be written in third person.

Use the following as a basic guide to your contents page and structure;

REPORT FORMAT

Front page

- Title
- Module code (MAN3000)
- Module Name (Fashion Buying Management)
- State Chosen Retailer
- State Chosen Product
- Students name
- Students ID

Name: xxx

P Number: xxx

Module: FMAN3000 Fashion Buying Management

Assessment Brief: The processes of the buying |
cycle

Product: Cashmere Knit with Signature of Dior

Submission Date: 20 March 2023

Word Count: 4188



Figure 1: Image of "Knit with Signature of Dior" (Dior,2023)

REPORT FORMAT

Front page

- Title
- Module code (FMAN3000)
- Module Name (Fashion Buying Management)
- State Chosen Retailer
- State Chosen Product
- Students name
- Students ID

Investigating Buying Cycle Analysis - Case Study on Roberto Cavalli

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Contents - is a list of what is to follow in your study. No further information is needed here

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3.1 current trends about history of sales ,range volume

Before the next purchase cycle, we should ask the buyer to make market due due time report, which products are popular, distribution of product sales series, color, fabric material, pictures, net weight, out of stock and inventory. These information help the sales team to further improve performance and increase the company's income. There are 57 pieces of blended fabric in ZARA's China store. The rest of the data are in the figure below.

	female	male	Total	
Blended fabric		31	26	57
Pure cotton fabric		19	20	39
Natural fabric		6	2	8





List of tables - ensure all tables and charts are on 1 page

ont Paragraph Styles

Figure 3: Dior's customer profile (Fashion's Own World, 2020), 8

2.3 Competitor Analysis

2.3.1 Product & Price

			
Dior Cashmere Knit with Signature £1,750.00 Size 34-46	Prada Cashmere crew-neck sweater € 1,590.00 Size 34-46	Louis Vuitton Zip Three-Quarter Sleeves Cardigan €1,690.00 Size 34-42	Balmain Buttoned Knitted Cardigan €1,290.00 Size 34-40

United Kingdom) Text Predictions: On Accessibility: Good to go Focus

Ensure any images and tables are referenced in text



This is cloth picture about Zara(Baidu,2022)

Ensure tables are legible and meaningful

category	The number of styles for women	man	price range (RMB)
knitwear	13	15	399-669
pullover	7	1	299-599
T-shirt	2	4	129-399
shirt	9	10	299-569
coat	9	11	399-1099
trousers	5	5	129-689
dress	8	0	399-689
skirt	3	0	299-689

Ensure any images and tables are referenced in text

Introduction

1. Introduction

To ensure the products are planned, designed, sourced, and manufactured effectively to satisfy the demand of their target customers, fashion retailers need to follow the buying cycle. Figure 2 illustrates the 9 stages of the buying cycle. This report will present how Dior brings knitwear to the shop based on these 9 stages. Finally, it will give an insight into the future of fashion retailing and sourcing by analysing the changes that are likely to take place over the next 3 years and beyond.

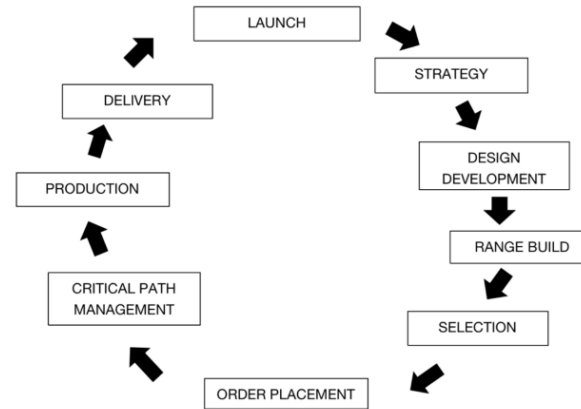


Figure 2: Image of buying cycle (Author's own work, 2023)

Introduction

1 Introduction

The global fashion industry is currently a multi-billion dollar industry that comprises activities related to designing, producing, marketing and selling fashion products such as clothing, footwear and accessories. Additionally, the global fashion industry is one of the largest industries in the modern era from the perspective of revenue, reach, functionalities and scope (Okonkwo, 2016). In this regard, this report will evaluate the design, production and distribution process of denim jeans of Levi's. The organisation was founded in the year 1853 in California by Levi Strauss. Levi's is accredited with the invention of jeans in the 1870s that are worn today and inspired many other organisations to produce this clothing product (Purnell, 2022). Levi's jeans are durable, stylish and comfortable. Levi's offers a wide variety of styles, fits and colours in its jeans. Additionally, the organisation recently introduced its Water<Less® jeans that, use lesser Water in the manufacturing process; thus, they are environmentally friendly (Samanta, Basak and Chattopadhyay, 2017). Overall, it can be stated that jeans of Levi's have not only inspired the development of other jeans in the past, but they are holding the market due to their attractive features. Concerning this context, this report has evaluated the buying cycle for denim jeans of Levi's in detail and with the subject matter. To attain this aim, the report has described the denim jeans of Levi's individually using varied stages of the buying cycle.

Introduction

Information is
not relevant to
the buying cycle

1. Introduction

1.1 Background Information of Roberto Cavalli

The Roberto Cavalli Corporation, established in the 1970s by Roberto Cavalli, is a prestigious Italian fashion house (Lane, 2020). The company embarked upon a journey into the fashion industry and is now globally renowned for its captivating and zoid motifs that adorn not only leather items but also textiles. The eponymous label of Roberto Cavalli is responsible for the production and distribution of accessories, such as jewellery, watches and handbags. The company additionally produces footwear, fragrances and ready-to-wear apparel. Robert Cavalli is engaged in the construction of interior design projects for luxurious hotels and edifices. (Lane, 2020). Roberto Cavalli's foray into the field of fashion began in the 1960s. Whilst engaging in silk printing in his shop, Roberto Cavalli began to utilise his newly-acquired painting skills to create pieces of clothing that were wholly designed by him. Subsequent to devising this novel capability, the firm stimulated extra aptitudes in fabric dyeing. Robert Cavalli's enthusiasm in enriching fabrics such as wood and silk with pigments was a result of the Tuscan painting and handicraft customs. Cavalli declared insolvency in 2019 (see Figure 1), citing inadequate debt financing as the primary cause, as the company struggled to establish a personality that is in tune with the Zeitgeist of the present day. (Sherman, 2019). As a consequence of this, Vision Investment Company purchased Roberto Cavalli and made a financial contribution of

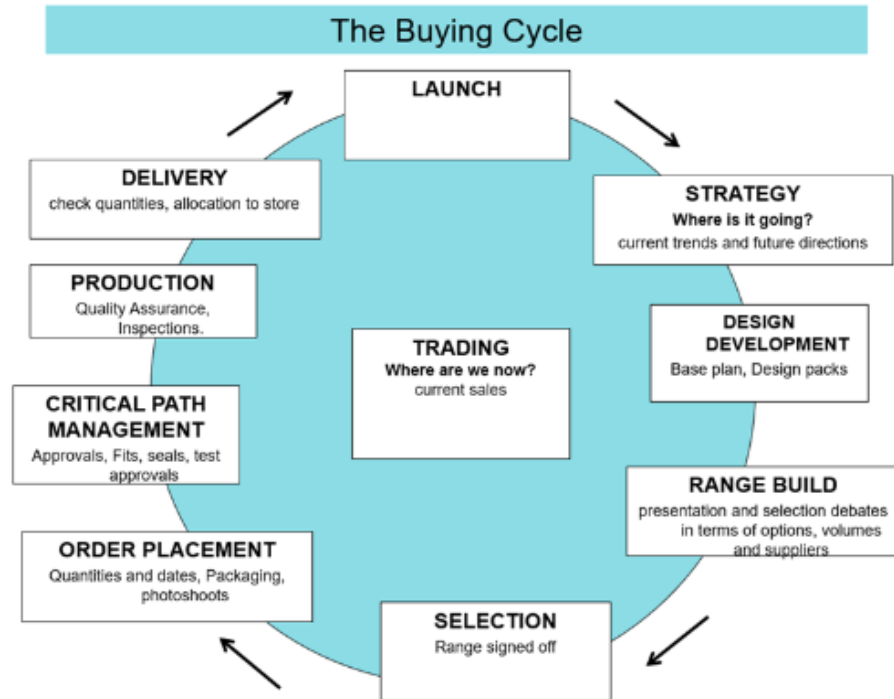
Introduction

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Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

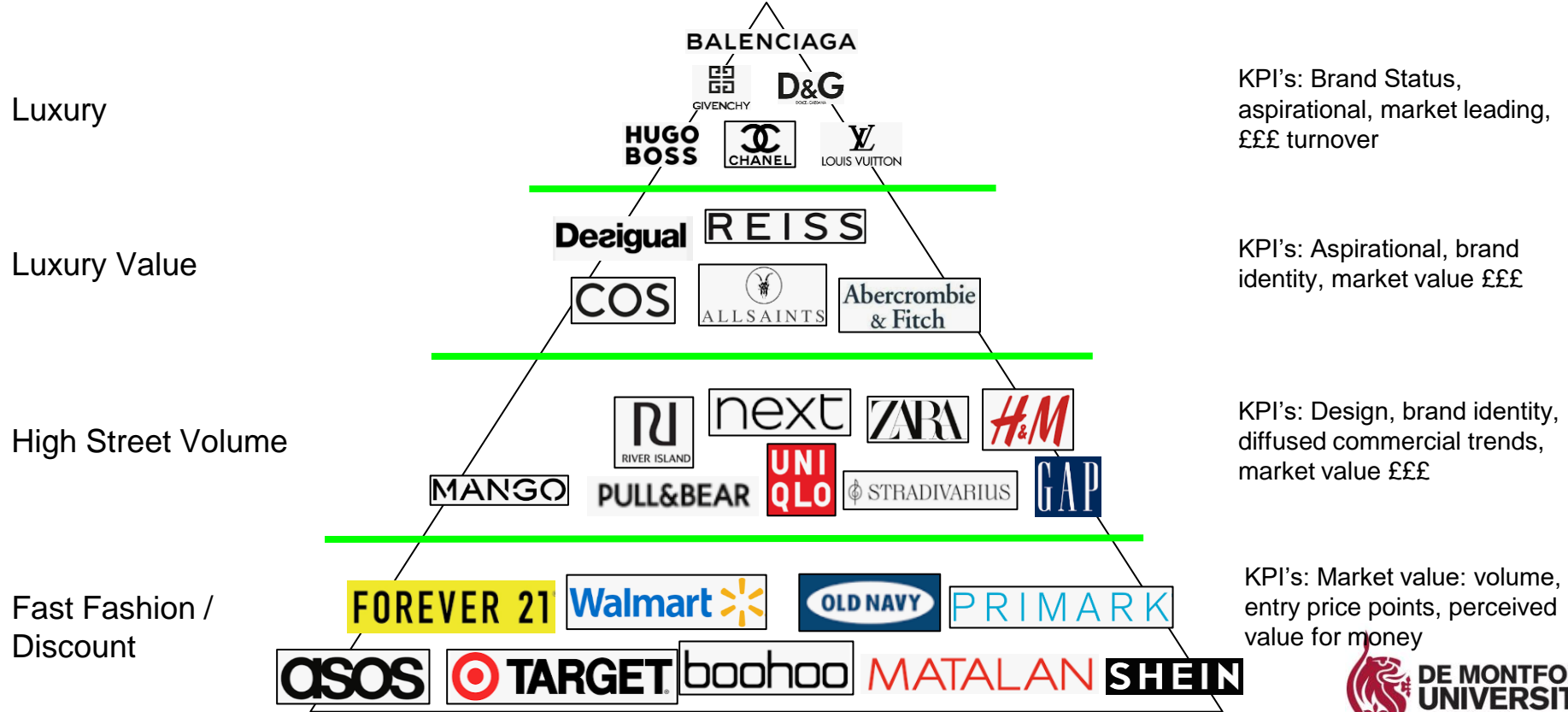
- Buying Cycle overview - describe the buying cycle. Are there any aspects of which would be more important to your chosen retailer? If so, why?



Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

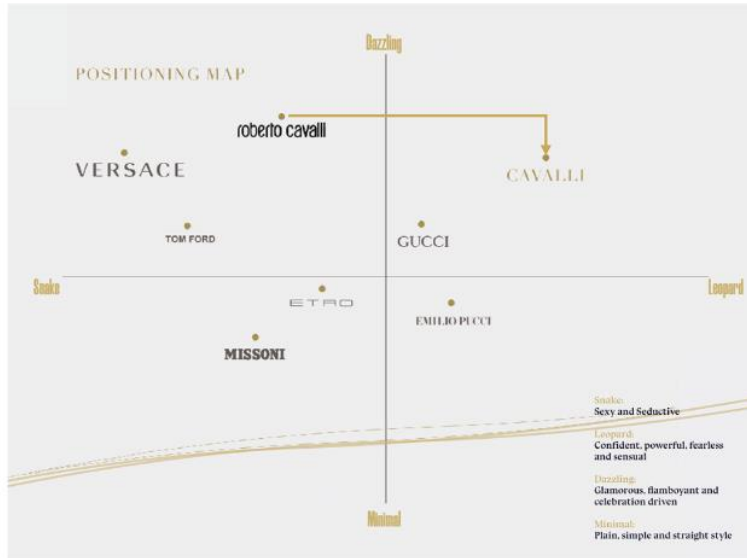
- Retail pyramid - describe the retail pyramid, where does your chosen retailer sit on the pyramid. What relationship does it have with others? Who would it look to for design inspiration and who would it look to to compare price hierarchies?

However, they don't sit on an equal playing field. Each retailer has a position in what is known as the "retail pyramid"



Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Retail pyramid - describe the retail pyramid, where does your chosen retailer sit on the pyramid. What relationship does it have with others? Who would it look to for design inspiration and who would it look to to compare price hierarchies?



2.4 Current Pricing Strategy

The low price points and high average markdown rates offered by Roberto Cavalli ultimately lead to a reduction of the brand's property. (Kapferer, 2012, p.468). The pricing strategy of the brand disregards what customers consider to be the "internal reference price" of premium goods; as a result, the brand is unable to successfully acquire value. (Almquist et al., 2016). Because of the expensive price, which is charged for all of its products, its target population is restricted. In order to keep brand awareness, it does not offer discounts on the majority of its limited-edition products, which reduces its ability to attract customers from lower socioeconomic groups who can afford more affordable goods during a downturn. It does not apply a discount deal to the majority of the restricted goods because it does not employ a numerous price point approach. However, Cavalli recently changed its business strategy to forge long-term alliances with China's top service suppliers. This will enable the business to retain a flexible cost structure while minimising its financial needs. (special offers and discounts for particular products such as dresses and shirts).

Table 1 Pricing of Roberto Cavalli (Roberto Cavalli, 2022)

	Roberto Cavalli from (Roberto Cavalli S.R.A., 2021).	Veruc* From (Gianni Wnace SxL 2021).	Giorgio Armani from (Giorgio Armani S.R.A ^ 2020	Gucci from IGucde Gucci S.P.A, 202J).
Womens	£55 -£8340	£30 -£5430	£75 -£7J50	£290 -£7,000

Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:




- Customer profiles - Describe the purpose of a customer profile and give an example of your retailers customer profile.



Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Customer profiles - Describe the purpose of a customer profile and give an example of your retailers customer profile.

The North Face
Customer Profile By Age
Target customer group - middle to high income urban male consumers

<p>Young people aged 20-30</p> 	<p>Middle age, 30 to 50</p> 	<p>Older people over 50 years of age</p> 
<p>Trendy, love to mix and match</p>	<p>Minimalist, high-fashion style</p>	<p>Traditional, warmth-focused</p>

Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Customer profiles - Describe the purpose of a customer profile and give an example of your retailers customer profile.



Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

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Would & Wouldn't Wear

Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Customer profiles - Describe the purpose of a customer profile and give an example of your retailers customer profile.

Would wear it

Traveling: Iceland, Canada, Norway, etc

Skiing

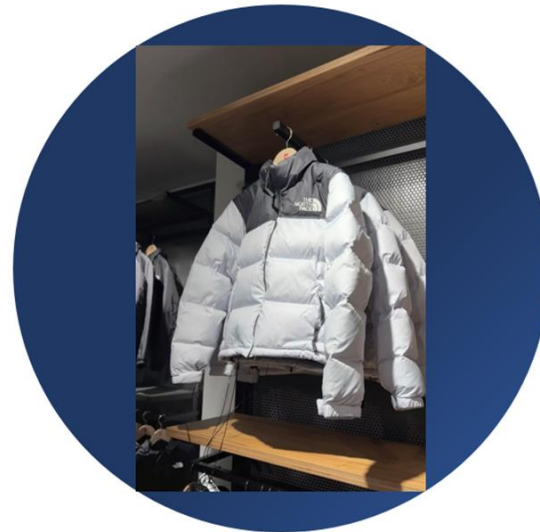
Winter camping

Wouldn't wear it

Formal reception

Physical exercise

There will also be some people who are accustomed to wearing slim-fit clothing, instead of choosing bulky cotton clothing



Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Customer profiles - Describe the purpose of a customer profile and give an example of your retailers customer profile.



Competitors

Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Customer profiles - Describe the purpose of a customer profile and give an example of your retailers customer profile.

Market competition



UK local brand



UK local brand



Global brand



UK local brand



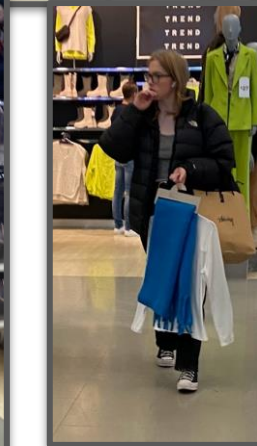
DMU Fashion Management

Customer Profile

- Core 15-25 years
- Fashion Adopter
- Low-Middle income earner
- Also shops at Boohoo, H&M, George
- Food shop Asda/Aldi/Tesco
- Likes spending time with friends & family

Shopping Values

- Value for money
- Diffused trends
- Easy to wear
- Buys clothes to fit in
- Enjoys shopping
- Impulsive
- Is not time poor



price

past experience

uniqueness

fit

dressing for an occasion

style

availability

fashionability

colour

peer engagement

brand

outfitting

ethical credentials

sustainability credentials

Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Roles & responsibilities of Buying dept - use this knowledge to reference who would have taken actions during the buying cycle when referencing your observations with your retailer.

The Buying Office Org Chart

Each team is responsible for different parts of the buying cycle:

- Buyers - product, retail price, sales budgets, profit (margin) & supplier relationships
- Merchandisers - deliveries, cash flow, stock management, markdown
- Designers - trend research, design packs, colour palette
- Garment & Fabric Techs - size spec, grading, garment performance, product safety
- Sourcing - sourcing factories, compliance & ethical policies
- Marketing - customer communication

Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

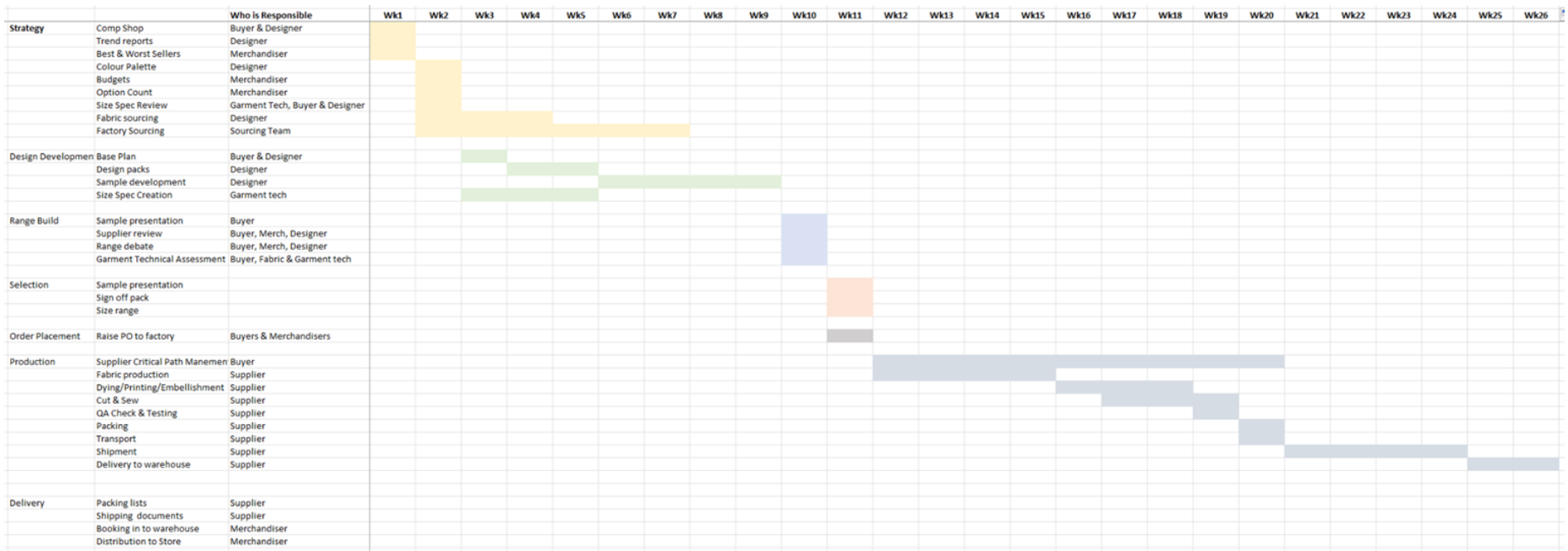
- Purpose of the Critical Path and examples of possible issues and suggestions to resolve them. Relate how what you see in store could have related to a stage of the critical path.

The Critical Path - Group Task

When would you expect to see the items below selling in a UK store?



Critical Path



Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Strategies (market trends/comp shops, sales information, supplier intel, political & social influences) - From your research, what do you think your retailers strategy for the season would have been. How successful do you think they have been in executing this? Why do you think this? Give evidence.

SHEIN



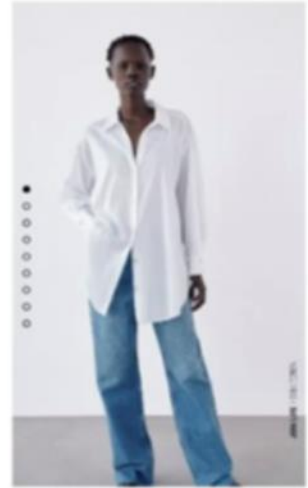
Patch Pocket Button Front Solid Blouse
US\$13.00

H&M



Long Blouse \$24.99

ZARA



NEW LONG SLEEVE WITH GOLD BUTTONS
45.99 USD

From a single product point of view, taking the most basic white T-shirt as an example, the price of SHEIN is \$13, H&M is \$24.99 with discounts, and ZARA's new model is \$45.9, and the price of SHEIN is significantly more advantageous

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LEGAL DEVELOPMENT

EU to introduce new rules on greenwashing

01 November 2023

Share

On 19 September 2023, the European Parliament and Council reached a **provisional agreement** on new rules governing environmental claims. This follows the European Commission's proposal for a Directive (the **Green Claims Directive**) which was published in March 2023. Specifically, the Directive aims to prevent companies making unclear or unsubstantiated environmental claims (so-called "*greenwashing*") and using labels that are not credible. The end goal is to enable consumers to make sustainable choices.

The provisional deal needs final approval from the Parliament and the Council. The parliamentary committees responsible for the file are expected to consider the draft report on 9 November 2023. This will be followed by a vote in committee in mid-February 2024 and at a plenary session (expected to be) in March 2024.

Key takeaways

- The Green Claims Directive is designed to improve the reliability of information provided to consumers and facilitate the choice of products offering better environmental performance.
- Environmental claims may only be made if they meet certain minimum criteria and are independently verified by a third party assessment body.
- Traders may use environmental labels which are robust, transparent, reliable, independently verified and regularly reviewed.
- Another aim of the new rules is to create a level playing field for businesses in the EU and to have a positive impact on global value chains which involve production processes in non-EU Member States.
- Cost analysis carried out by the European Commission shows that the costs of ex ante regulation will be significantly lower than the costs of enforcement.
- Traders should be mindful that, besides attracting public enforcement, greenwashing practices may give rise to damage claims before civil courts.

Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Design & Trend (influences) - Where do you think your retailer has sourced their design influences from? Why do you think this? Give evidence. Do you think this was right for their customer?



極度乾燥(しなさい)
**Super
Dry®**



TREND RESEARCH

Bridal whites



Future Strategies

Colour Trends: The Next Neutrals

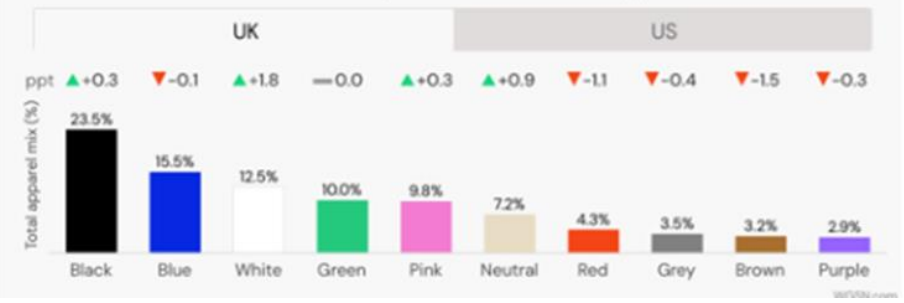
From #Whiteout and #GreyOnGrey to barely there tints and enhanced neutrals, discover the must-have neutrals for 2024 and beyond that will bring versatility and long-term appeal to collections

Clare Smith
06.22.23 - 10 minutes



Neutrals grow share of retail colour mix in S/S 23

Colour assortment S/S 23 women's new in apparel YoY



#Whiteout

As designers look for a more nuanced aesthetic in response to global disruptions, a clean and simple direction emerges, with white tones reflecting a considered approach.

- Embrace shades of Chalk (Coloro 034-84-05) and Optic White (Coloro 037-93-00) to offer balance to your palette and align with **consumer craving for colours with longer lifespans**. Whether opting for cooler or warmer shades, #Whiteout will be a key styling direction to tap into a #Minimalist aesthetic
- Use shades of white to **elevate everyday pieces and rework classic silhouettes**
- On TikTok, #AllWhiteOutfit has over 56.7m views and #WhiteTrousers has over 17.6m, showing consumer interest in a departure from more colourful design
- On Pinterest, interest in white tailoring and smart styles is rising, with searches for "white suit men" up 30% in the US and 20% in the UK YoY. Searches on the platform for "white pants outfit men" have also increased YoY by 70% in the US



Romantic whites

Women's colour S/S 24

A: 153-90-00	C: 045-89-02
	D: 036-89-06
B: 047-91-00	E: 037-93-00

Coloro - A: 153-90-00, B: 047-91-00, C: 045-89-02, D: 036-89-06, E: 037-93-00

Pantone - A: 11-1001 TCX, B: 11-4201 TCX, C: 11-4300 TCX, D: 11-0103 TCX, E: 11-4800 TCX

Why is it key? Tactile, layered tones of #OffWhite bring newness to head-to-toe #WhiteOut styling in WGSN long-term colour

Optic White (037-93-00). Romantic whites draw on the thrifting movement as consumers embrace ideas of reusing, recycling and repairing.

How to use it: explore nuance in tinted whites by juxtaposing fabrics and materials such as lace, sheer jerseys and super soft knits. Test WGSN Unbleached Cotton (036-89-60) from our S/S 25 long-term palette for a sustainable approach.

24

Unbleached Cotton



D: 036-89-06



Rave Revive

#3 Colour Code 18%



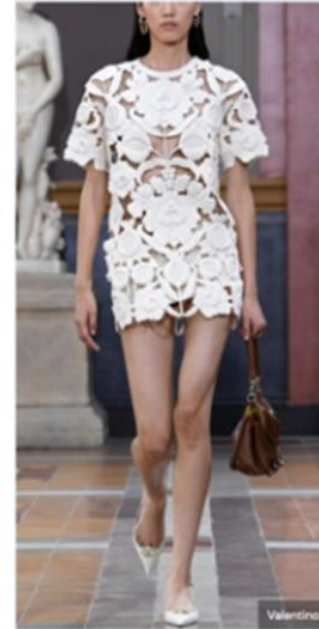
C: 045-89-02

#2 Colour Code 30%



B: 047-91-00

#1 Colour Code 52%

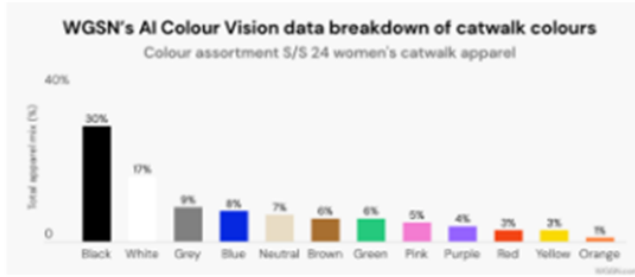


A: 153-90-00

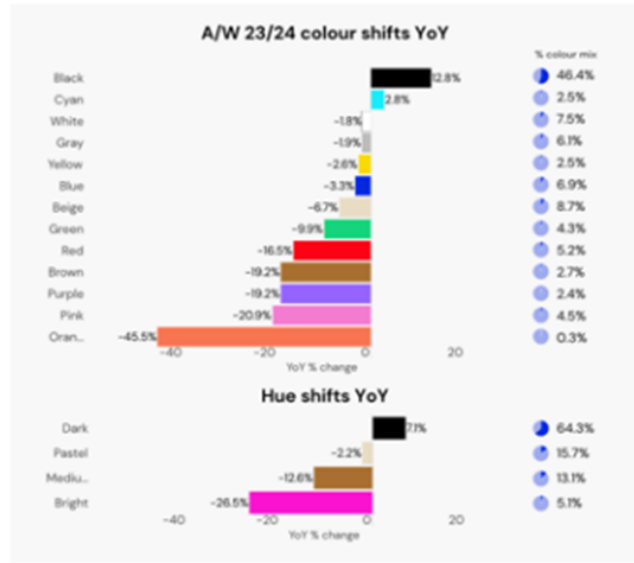
COLOR VISION DATA

Colour

Black continues to hold a huge proportion of the colour mix, reflected in online search data. White, beige and grey remain top although they're down for the season, showing interest in shades with long-term appeal.



WGSN catwalk data and Google trends

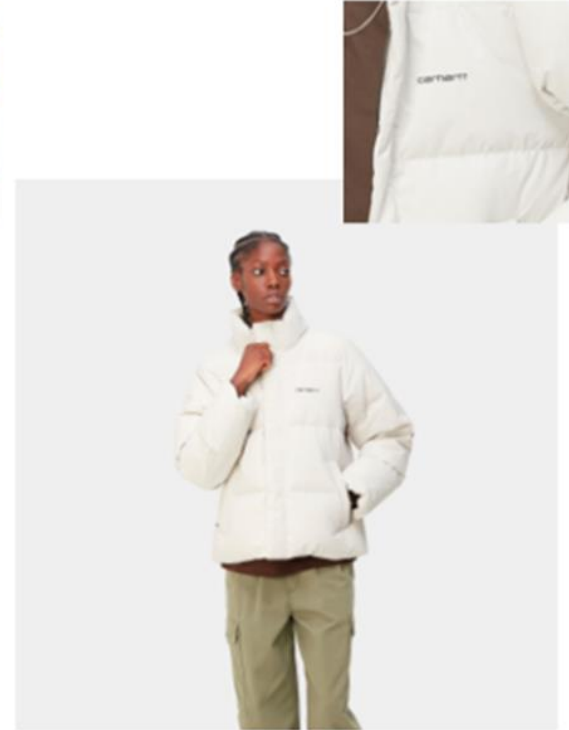
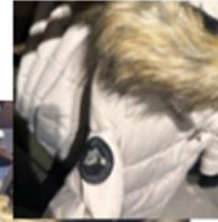


WGSN catwalk data

SUPERDRY®



SIMILARITY OF COMPETITOR



Collection Review

Collection Review: Women's Colour S/S 24

WGSN's new proprietary image recognition AI tool, Colour Vision, identifies the top-ranking colours and their colour codes across catwalk apparel, adding deeper accuracy and value to our analysis of catwalk colour need-to-knows

Emily McCarthy, Camille Reyes & Lucisca Holmes
11.02.23 - 9 minutes



I think following the trend of fashion is the most important for consumers who love fashion, but the quality and price of products are the most important for consumers who pursue cost-effective. In the final analysis, we still need to look at the demands of consumers.

Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Range Build (base plan, option count, best & worst sellers, product mix, budgets/financial targets, the range plan) - describe how what you see in store and found from research would influence the retailers budgets and option counts.



Dark Grey Acid Wash Guns N Roses
Flower Logo T-Shirt



★★★★★ 4.9 (17)

£19.99

Pay in 3 interest free payments

[Klarna](#) [PayPal](#) [Learn more](#)

Choose size



[Size Guide](#)

Choose size

S - Only 1 item left!
L
XL

[Find in store](#)

SHACKET

AW23 OUTERWEAR



GALATIC COLBALT

DIGITAL VILOET

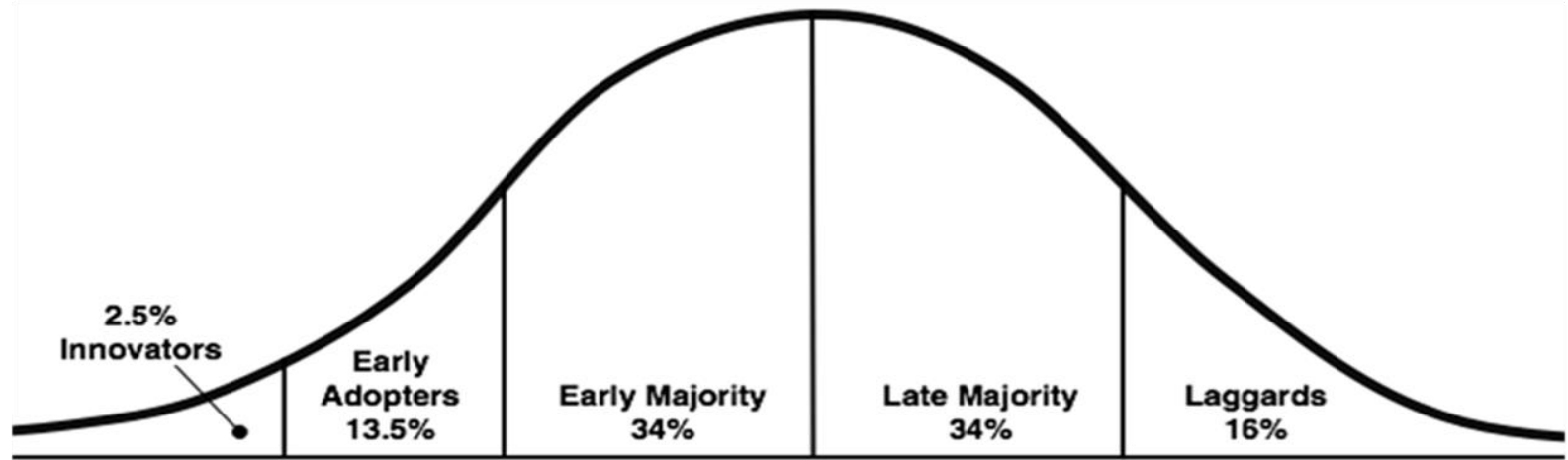
DIGITAL LAVENDAR

WARM NEUTRALS

BAY LEAF

KHAKI

Roger's Diffusion of Innovation Model(1962)



Source: Everett Rogers Diffusion of innovations model

Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Sampling & fit process - describe this process. What can go wrong?
What evidence have you seen where the fit process may have failed the product.



Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Sourcing (supplier analysis, regional strengths & weaknesses, lead times, sustainability and ethical policies) - research the retailers ethical & sustainable policies and compare them with other relevant retailers who you think appeal to your customer. What are your observations? Where was your chosen product made? Why do you think it was made here?

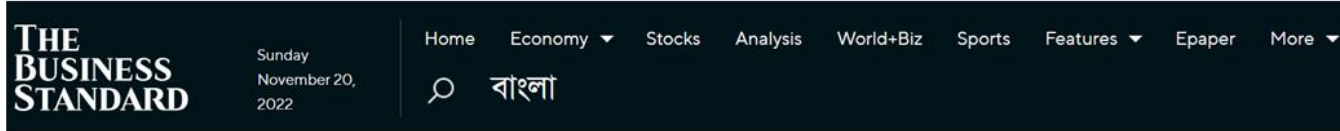




As Primark work on a tight margin, they haven't been able to absorb the difference in cost between factories so have had to pass this on to the customer.

This makes their price architecture (pricing range) confusing to the customer.

- How stable is the cost of living? Are wages stable?



In the year recently ended, the cost of living in Bangladesh rose by 6.5 percent, with the prices of products and services going up by 6.08 percent.

The Consumers Association of Bangladesh (CAB), in a report published on Tuesday, noted that the increase in the prices of goods and services has adversely affected the lives of people.

Rise in cost of living will put pressure on factory owners to increase their wages.

Workers wages are a direct component when costing a product. So an increase in wages will therefore mean an increase in garment cost.

PESTLE analysis - Examples of questions to ask:

- How stable is the cost of living? Are wages stable?



Surging costs puts Dr Martens in a spot of bover: British brand hikes price of its classic boot to £169

Dr Martens is bumping up the price of its boots for a second year as it battles the soaring cost of staff, energy and supplies.

The British bootmaker, whose classic lace-up design costs £159 a pair, will add £10 to the price.

It came as its shares crashed 22.7 per cent, or 65p, to 221.7p as it warned higher costs and a slowdown in demand would hit profits.

Cost of living increase in the UK forces Dr Martens to increase their retail price.

This contributed to the drop in share value.

Owner believes customers will not be put off by this move.

<https://www.dailymail.co.uk/money/markets/article-11467183/Surging-costs-falling-demand-boot-Dr-Martens.html>

Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Quality Assurance & testing requirements - describe the QA process and the kind of tests which may be carried out on your chosen product.

Refer to week 8 slides pages 41-43

Woven Table 13: Wadded Garments			
Fibre Content – mandatory requirements for all countries			
Fibre Composition	ISO 1833	For blended fabric only - single fibres require mill confirmation letter only.	Blends - +/-3% against declaration
Physical Test Requirements			
Dimensional Stability to Washing	BS EN ISO 6330	5N @ 50°C Tumble Dry Low Heat Regenerated Cellulosic and blends 5N @ 50°C Flat/Line Dry	Warp 0 to -3% Weft 0 to -3% Regenerated Cellulosics Warp 0 to -4% Weft 0 to -4%
Seam Slippage/Seam Strength	BS EN ISO 13936-1 SO @ 6mm/ BS EN ISO 13935-2	To be performed in the non- stretch direction only	Light weight <150g/m2 – 10kg Medium weight 150 – 250g/m2 – 12kg Heavy weight >250g/m2 – 15kg
Tensile Strength (Grab)	BS EN ISO 13934-2 - 25mm Grab	To be performed in the non- stretch direction only	Light weight <150g/m2 – 15kg Medium weight 150 – 250g/m2 – 20kg Heavy weight >250g/m2 – 25kg
Tear Strength	BS EN ISO 13937-1	To be performed in the non- stretch direction only	Light weight <150g/m2 – 700g Medium weight 150 – 250g/m2 – 900g Heavy weight >250g/m2 – 1000g
Abrasion Resistance	BS EN ISO 12947-2	Not required on fabrics <130g/m2	Light weight <150g/m2 – 10,000 rubs Medium weight 150 – 250g/m2 – 15,000 rubs Heavy weight >250g/m2 – 20,000 rubs All Weights – Shade Change Grade 3 – 5,000 rubs
Pilling Resistance after Washing	BS EN ISO 12945-2	Required for spun synthetic blends (if the only synthetic fibre is elastane then no pilling required)	Grade 3-4 @ 2000 rubs
Mass per Unit Area	BS EN 12127		+/-5%
Residual Elongation & Extension	BS EN 14704-1	For fabrics containing elastane Strip Method Load 4kg Tested in stretch direction	Max 5% Unrecovered Elongation Minimum 15% Extension

Spray Rating	BS EN 24920	For shower resistant products only.	Before wash/as received - Grade 4 & no water penetration on reverse. After 3 care label washes and dries - Grade 3 and no water penetration on reverse
Hydrostatic Head	BS EN 20811	For performance rainproof/water proof products only.	Before Wash
		For a product to be Waterproof the garment and it's seams must be tested.	Min 2000mm head of water
			After 5 x 4N at 40°C washes Min 2000mm head of water
Water Vapour Permeability Index	BS 7209	For breathable products only.	Before Wash 50% low activity 60-80% high activity After 5 x 4N at 40°C washes 50% low activity 60-80% high activity
Fibre Percolation	In-house Test Method 10	Synthetic Fibres	6 fibres maximum
	BS EN 12132-1	Feather & Down	
Durability of Wadded Garments	In-house Test Method 4	Only required at Base Stage.	No fibre migration occurred
		Test in composite or garment form	
Thermal Resistance of Layered Textiles	BS 4745-Single Plate Method	This test is required for Outerwear Coats & Jackets only, where the main body panels are constructed with wadding/Padding or fibrefill, with a minimum overall thickness of 5mm including	Below 2.99 tog : No star rating 3.0 tog to 4.49 tog: 2** (Two star) 4.50 tog and above: 3*** (Three star)
Cleanliness of Feathers and Down	BS EN 1162	Feather and down filled only	Oxygen Index of less than 20
Snagging	BS 8479	Filament yarns only	Grade 3-4 @ 2000 revs
Colour Fastness Requirements			
Fastness to Washing	BS EN ISO 105 C06	BS EN ISO 105 C06 B2S @ 50°C	Shade Change Grade 4
		Not applicable on whites, creams & ivory colourways	Stain Grade 4 Cross Staining 4-5
Fastness to Water	BS EN ISO 105 E01		Shade Change Grade 4
		Not applicable on whites, creams & ivory colourways.	Stain Grade 4 Cross Staining 4-5

Fastness to Dry Rubbing	BS EN ISO 105 X12	Not applicable on whites, creams & ivory colourways.	Stain Grade 4 Indigo dyes, Sulphur dyes, pigment dyes/prints and leather: Adultwear Stain Grade 3-4 Childrenswear Stain Grade 4
Fastness to Wet Rubbing	BS EN ISO 105 X12	Applicable to outerwear only Not applicable for Indigo dyes, sulphur dyes, whites, creams & ivory colourways	Stain Grade 3-4
Fastness to Light	BS EN ISO 105 B02 Exposure Cycle A1: Normal Conditions	Applicable to outerwear only Not applicable for Indigo dyes, sulphur dyes, whites, creams & ivory colourways	BWS 4 to grey scale 4
Chemical – mandatory requirements for all countries			
pH	BS EN ISO 3071		pH between 4.5 and 7.5 is required
Spot Formaldehyde	Lab Spot Test Method	Applicable for childrenswear 0-36 months,	Pass – if Fails, sample must be tested for Free Formaldehyde
Free Formaldehyde	ISO 14184-1	Applicable for childrenswear 0-36 months	0-36 months <20 ppm Direct skin contact - < 75 ppm
Garment Test Requirements			
Print/Motif Durability	In-house Test Method 1	For prints or motifs only Not required for Reactive, Acid, Disperse or Discharge Prints. Durawash or Twin Tub 1 wash at 50oC Tumble Dry Low Heat	Shade Change Grade 4 Cross Staining 4-5 Overall Appearance Satisfactory
Durability of Foil Prints	In-house Test Method 2	For foil prints only Wascator 5kg wash load 5 washes at 4N @ 40oC. Dry as care label	Shade Change Grade 4 Overall Appearance Satisfactory
Multiple Wash Appearance Assessments of Garments – 4N Method	In-House Test Method 14	For Gold Seal Production samples Wascator 2kg wash load 5 washes at 4N @ 40oC. Dry as care label	Shade Change Grade 4 Stain Grade 4 Cross Staining 4-5 Overall Appearance Satisfactory

Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Production & delivery from factory to retailer - describe the production process and what can go wrong

Discussion – pull your research together and link your sections

- Conclusion – what are your learnings about your retailer and product of choice?
- Recommendations – what can they do to improve their business? How will they do this? What will it achieve? Give examples to support your suggestions.
- 500 word reflection of your understanding of the buying cycle processes
- Reference list
- Appendix
- Self-assessment form

Appendices

Appendices should be used to show a copy of primary research findings and any further supporting evidence which may not be deemed appropriate to include within the main body of the report. Any large or detailed findings which would disrupt the flow of reading should be placed in the appendices. All material in the appendices should be referred to within the main body of the report.

Visual imagery

You are strongly encouraged to use visual imagery throughout your report. Please ensure they are correctly titled 'figure number. Description (source, year)' as per the Harvard referencing method. All figures must be listed within the 'list of figures' placed at the beginning of the report, after the contents page.

References

You are encouraged to read and research as widely as possible to better inform your knowledge and your work. References must be included within the reference list and presented in alphabetical order as per the Harvard reference method. Visit <https://library.dmu.ac.uk/refguide> to help get your referencing correct.

Hand in

The hand in is Week 25, date **Monday 18th March 2024 12pm (midday)** by Turnitin accessible from the FMAN3000 blackboard shell. Please ensure you leave adequate time to submit in a case of technical difficulties (e.g. 24 hours before hand in).

MARKING CRITERIA / RUBRIC

MARKED ELEMENT	WORTH	DESCRIPTION
Presentation	10%	Professional presentation of your work. Well written using high level academic language in the third person. Strong structure and flow. No spelling or grammatical errors. Information presented in an effective way to include visuals. Referenced correctly throughout and complete Reference list to Harvard style.
Research	30%	Contextualise the product though implementing secondary research and applying to the processes of the Buying Cycle. (LO1)
Analysis	40%	Critically analyse the processes and evaluate links and anomalies. Add your critical analysis and reflection of the Buying Cycle (LO2)
Conclusions and recommendations	20%	Summarise the products journey through the Buying Cycle then develop a set of recommendations for the retailer to revise and improve their processes or product offer based on your findings. Include a reflection of your research and how it could have been improved. (LO2) (LO3) (LO4)

Develop your research so that you are able to answer the below questions. The week numbers relate to when this topic will be discussed.

Questions you should be able to answer direct from lecture materials:

1. What are the roles of a buyer, merchandiser & designer? (week 2)
2. What kind of political & social issues/topics will influence your retailers strategy? Why? (week 8)
3. What is the purpose of a critical path and what steps are considered? (week 18)
4. What time frame is covered by the critical path? (week 18)
5. What problems can occur during CP (critical path) management? (week 18)

Answers for the below will need you to carry out research based on information received in lectures:

1. Which retailer are you going to research? (week 2)
2. What product will you focus on? (week 2)
3. Who are their competitors? (week 2)
4. What is their customer profile? (week 2)
5. What are your observations on the fit process at your retailer? (weeks 3 & 5)
6. What are the design & trend influences for your retailer? Why do you think this? (week 5)
7. From what you have learned about the Range Build process, what observations when researching your retailer? Why do you think this? (week 7)
8. What are your observations on QA (quality assurance)? (week 8)
9. Can you identify a decision made for cost reasons which has been detrimental to the product or range? (week 17)
10. Can you identify any problems which may have occurred in the CP (critical path) process which is reflected in the product or what you see in store? (week 18)

10	8-Dec-23	CM	Compulsary tutorials online - students to present retailer & product
11	15-Dec-23	CM	Compulsary tutorials online - students to present retailer & product
12-14			Xmas break

8th & 15th Dec are Teams tutorials

Be prepared! Time allocated is 5 mins per student

We will discuss:

The retailer you are thinking of studying

Your chosen product

Anything else you are wanting to discuss relating to what we have studied so far

Any areas you would like to re-cap in January

Work together in teams to look at the past papers and we will then discuss any subjects which you want to re-cap in January

Thank you and have a great weekend!