

PRODUCT DEVELOPMENT

FALL 2025

# D Beau

BRIANNA BRYANT, SAURA CLARK, STYRA GOLDBLATT, & SARA ANNA MARAND

# WE ARE BEAU



An innovative apparel line specializing in **womenswear** that illuminates confidence.

Our brand takes on a **direct to consumer model**, which sells exclusively through our website and storefronts.

We are an **accessible luxury brand** with clothing ranging from **\$80 to \$400** depending on materials, complexity of production, and intricacy of pieces.

Smaller garments like tops and accessories will be on the lower end, while coats and dresses will range towards the higher price point, and pants and skirts in the mid range. We exist to make **long-lasting, quality pieces** that will stand the test of time and stand out among the crowd.



# PERSONALITY | MISSION | VISION

Our name “Beau” is cohesive to everything our brand represents. The word “beau” refers to a male admirer or boyfriend, or can refer to a man who is handsome, fashionable, and has good social etiquette. Our take on the word describes a way of dress that is characterised by its **beauty, class, charm, and fashionability**. When you think of Beau, think **sophistication**.

With this, our mission is to **empower women to embrace both strength and softness through timeless, statement attire**. Beau redefines what it means to be beautifully bold, while **merging masculine structure with feminine elegance** to create fashion that celebrates every facet of identity.

Our vision is to lead a new wave of **modern luxury that transcends mundanity, inspiring confidence and authenticity through design that feels as powerful as it looks**.

# PHILOSOPHY

Beau believes beauty and responsibility go hand in hand. Ethical craftsmanship and sustainable practices are at the core of every collection from **conscious material sourcing** to **small scale production** that values quality over quantity. By designing timeless pieces, Beau rejects the culture of fast fashion and celebrates clothing as a form of lasting self-expression.

We accomplish this by releasing clothing in only **four true seasons** each year, which are crafted to last so that they can be passed down, recycled, or resold. We allow customers to **return pieces** they are no longer using for a credit and **reuse** the fabrics to make new garments. Our goal is to keep everything we do **circular** to **maximize sustainability**.



# CUSTOMER STORY

**Name:** Jules Rivera

**Age** - 28

**Location** - Born in Madrid but moved to Manhattan

**Occupation** - Freelance fashion stylist and creative director

**Interests and Hobbies** -

Visiting art museums, trying new coffee shops, photography, reading, exploring the city

**Values** - sustainability, education, adventure



# TARGET MARKET

## Demographics

- Female
- Age 25-35
- Fashion-forward urban consumers
- NYC, London, Los Angeles, Paris, Milan, etc.
- Eco-conscious and socially aware
- Rebellious and creative

# TREND RESEARCH



**Plaid**

STELLA MCCARTNEY



**Animal Textures**

CHLOÉ & MADEWELL

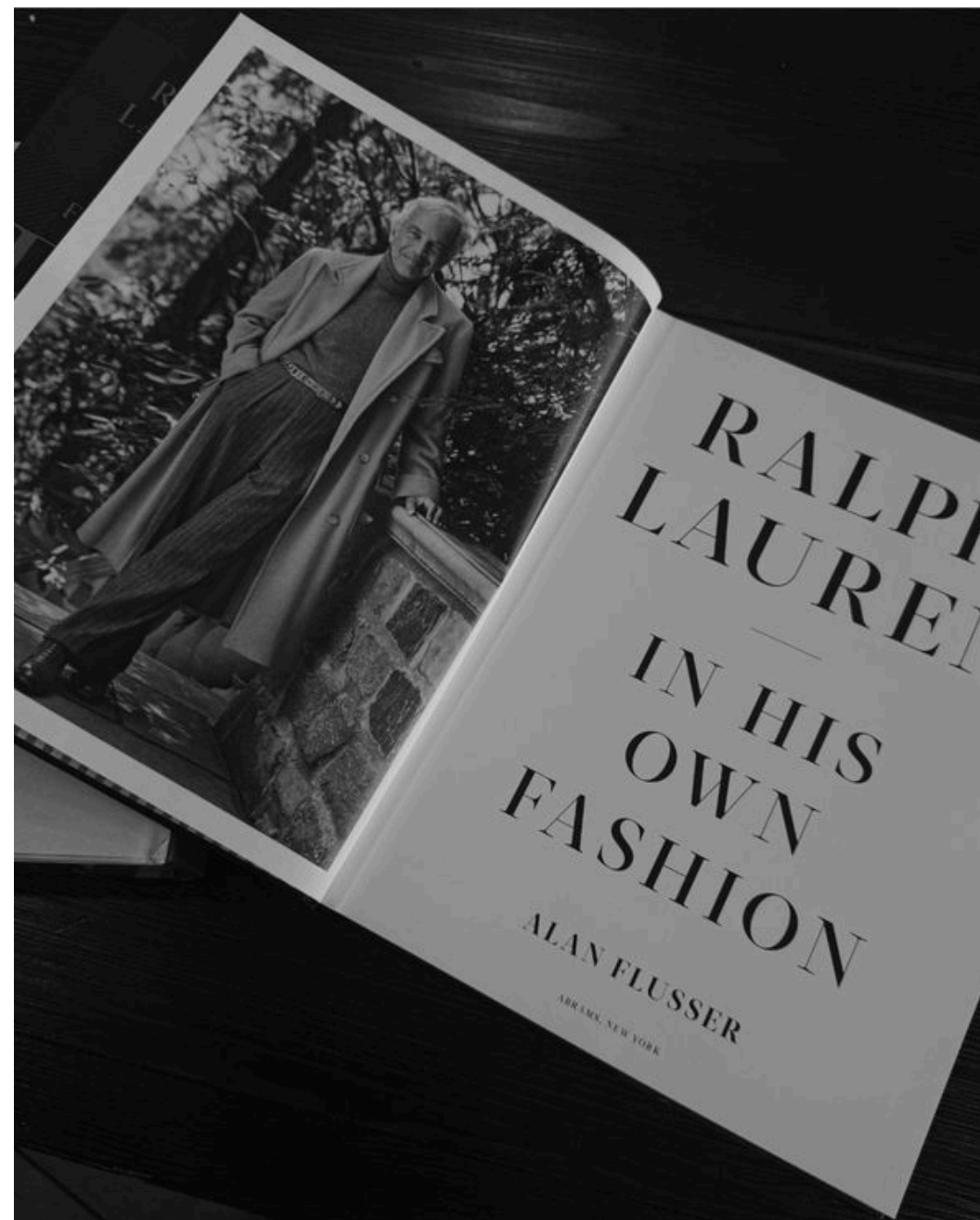


**Tailoring**

GUCCI



RAG & BONE



RALPH LAUREN



ARITZIA

# COMPETITOR SWOT ANALYSIS

RALPH LAUREN

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## Strengths

- Strong brand recognition
- Diverse product range
- Global presence and loyal customer base

## Opportunities

- Expansion in emerging markets
- Growth in e-commerce and digital innovation
- Sustainability initiatives

## Weaknesses

- High price point limits access to broader markets
- Perception of brand aging
- Dependence on North American market

## Threats

- Intense market competition
- Changing consumer preferences
- Economic downturns affecting discretionary spending

# BEAU SWOT ANALYSIS

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## **Strengths**

- Quality apparel
- Creative control and flexibility
- Sense of exclusivity

## **Opportunities**

- Building strong e-commerce presence
- Growing demand for sustainability options
- Influencer collaboration

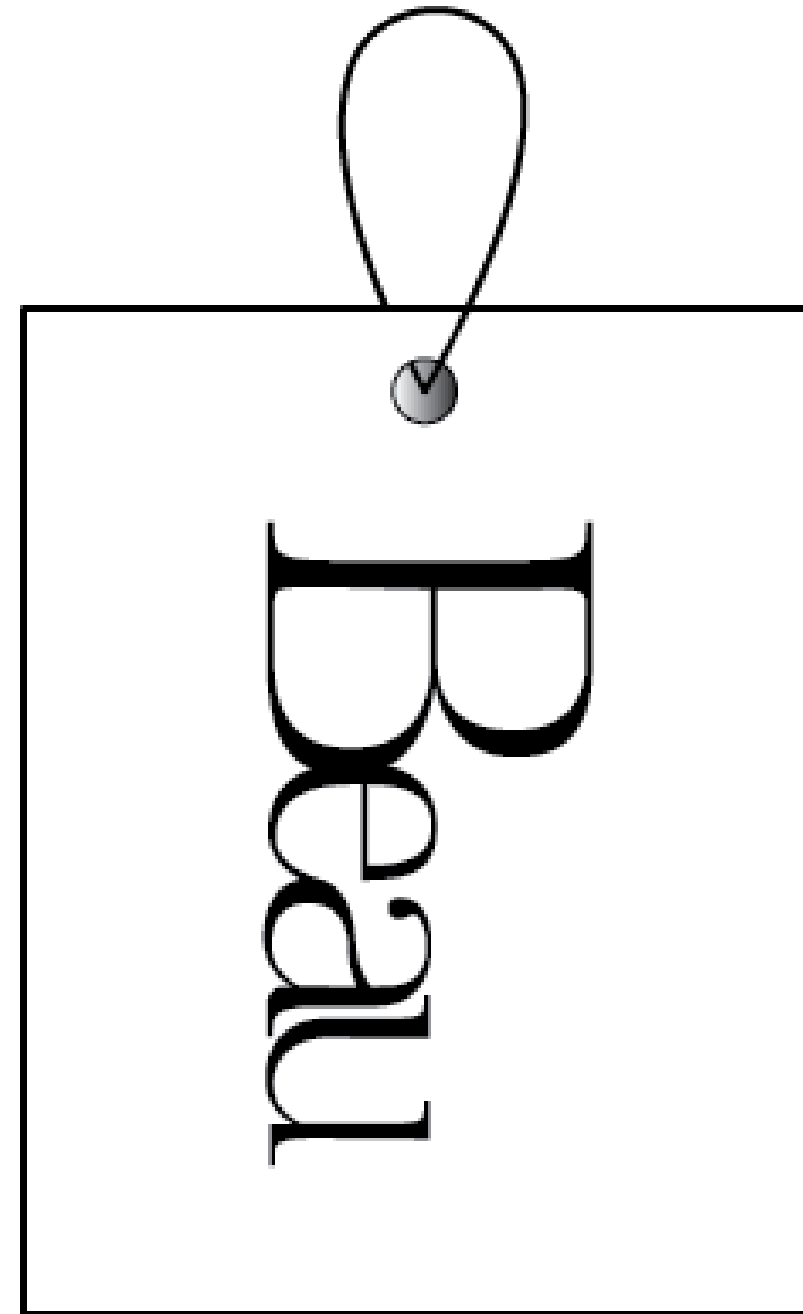
## **Weaknesses**

- New company
- Does not have loyal customer base yet
- Small scale production
- Limited brand recognition

## **Threats**

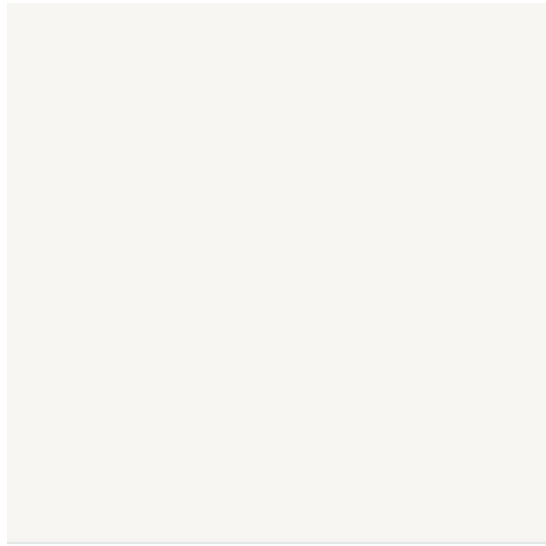
- Competitors are long-standing brands
- Economic downturns affecting discretionary spending
- Disruptions in the supply chain

Beau

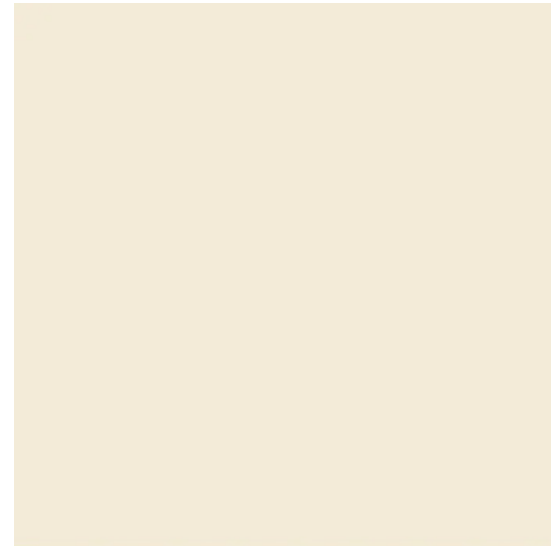




# COLORS



**PANTONE®**  
11-4101 TCX  
Park Avenue Porcelain



**PANTONE®**  
11-0108 TCX  
Ivory Tower



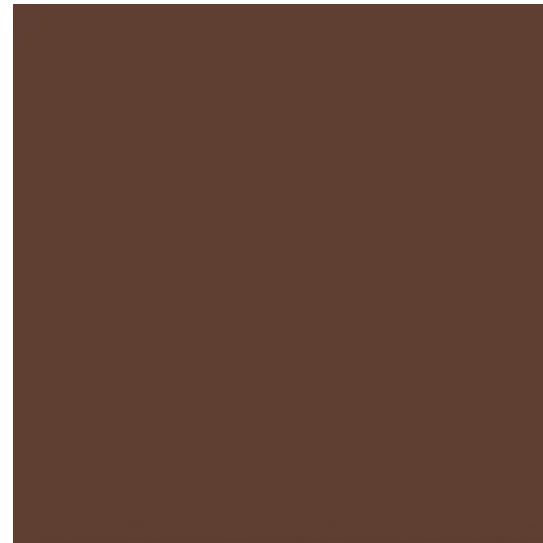
**PANTONE®**  
20-0004 TPM  
Pavement



**PANTONE®**  
19-3909 TCX  
Borough Black



**PANTONE®**  
20-0028 TPM  
Brownstone



**PANTONE®**  
19-1223 TCX  
Downtown Brown



**PANTONE®**  
19-1555 TCX  
Carnegie Cabaret

# MATERIALS

## Fabrics:

### Tops:

- Cashmere Jersey Knit
- Cashmere Cable Knit
- Sharkskin wool

### Bottoms:

- Sharkskin wool
- Wool twill suiting
- Silk lining

### Outerwear:

- Cowhide Leather
- Lambskin Suede
- Polyester Faux Fur
- Silk Satin Lining



## Trims and Identification:

- Labels
- Hangtags

## Hardware and Buttons:

- Brass Plated Zipper
- Plastic Invisible Zipper
- Buttons; fabric covered, brass, plastic
- Hook and Eye
- Snaps


## Structure:

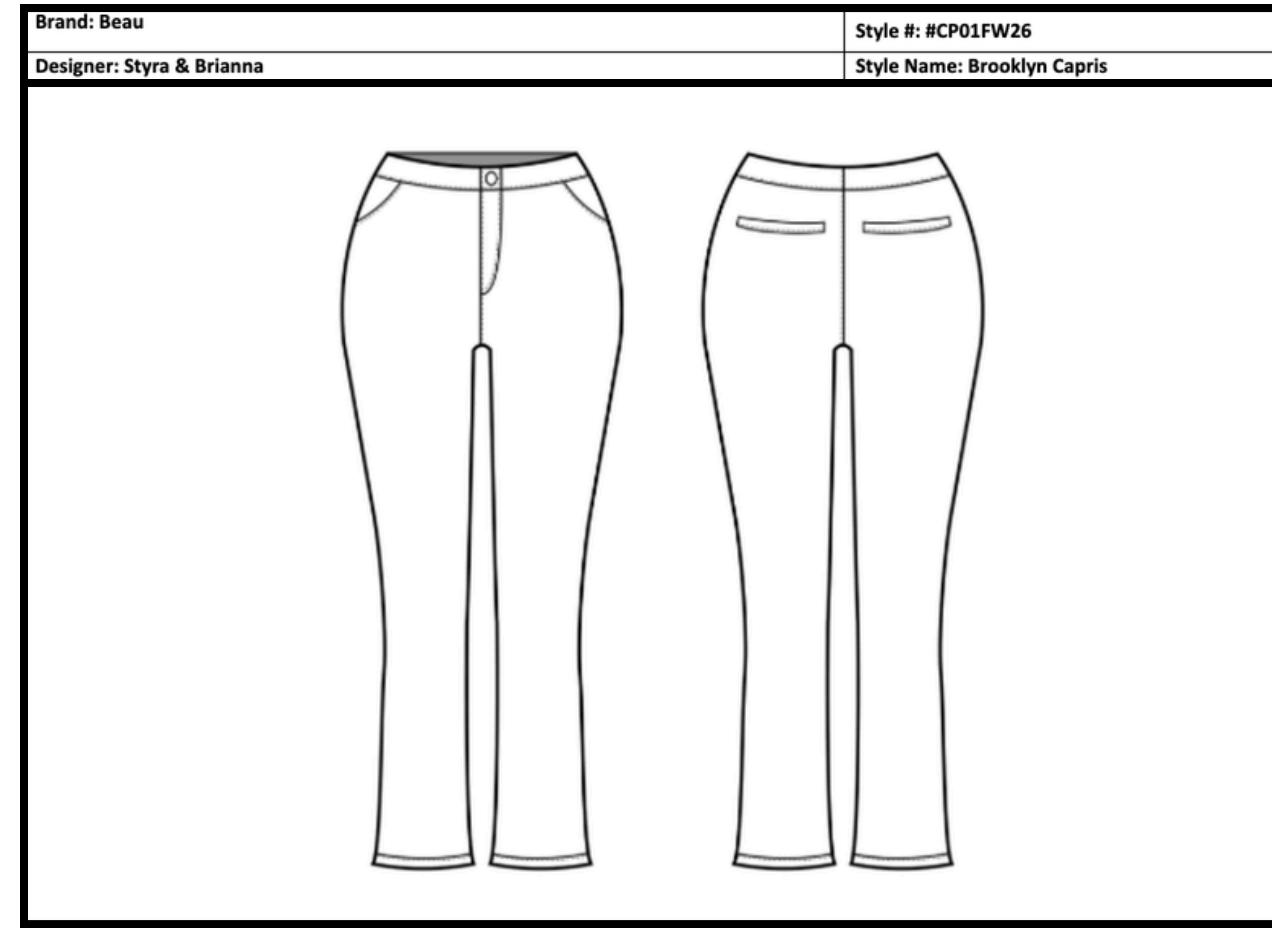
- Bias tape
- Binding

# LINE PLAN

TOPS				PANTS			
<b>WOVEN TOPS</b>				<b>PANTS</b>			
shirts/blouses	2	5	Basic layering piece	length	1 Capri pant	2	Different colorways - fit and slight flare.
sleeve type/length	1 long sleeve blouse	3		silhouette	Tight/flare		
				knit/woven	Woven		
<b>KNIT TOPS</b>				<b>SKIRTS</b>			
tanks/tees/ novelty	1	2	Two buttons on chest - cap sleeves		1 trouser with darts	1	Slit up front of shin.
sleeve type/length	1 short sleeve top	2	Tight fitting - knit		Straight leg		
	1 long sleeve turtle neck	1			Woven		
<b>SWEATERS</b>				<b>SKIRTS</b>			
silhouette (cardigan , pullover)	1 Pullover	2	1 cable knit, one that's less bulky.	length	1 Maxi	2	Yoke near high hip - plaid print.
weight (lt, med, hvy)	Heavy			silhouette	Ruffled hem		
sleeve type/ length	Long sleeve			knit/woven	Woven		
	1 Cardigan	1	Solid color, simple buttons up the front.		1 Mini	1	Yoke near high hip - solid color.
	Light				Tight fit		
	Short sleeve			<b>DENIM</b>			
	1 Turtleneck	1	Solid color, fitted body.	jeans/ jkt / skirt/ shorts	1 pair of jeans	2	Mid-rise, slightly baggy fit in legs.
	Medium						
	Long sleeve			<b>OUTERWEAR</b>			
<b>DRESSES</b>				<b>OUTERWEAR</b>			
knit/woven	1 woven	2	Jacket style, experiment with fabrics.	type	1 Jacket	1	Tailored fit - plaid detail at arm cuff.
sleeve type/length	sleeveless						
length	floor length						
silhouette	Shift						
	1 knit	2	Cable knit, fitted style.				
	Long sleeve						
	Ankle length						
	Bodycon						
<b>JACKETS</b>							
silhouette	1 Bomber Jacket	1	Neutral color, lightweight fabric.				
length	Waist						
	1 Leather Jacket	1	Simple silhouette, button and zipper detail.				
	Low hip						

# TECH PACK


Brand: Beau	Style #: #CP01FW26
Designer: Styra & Brianna	Style Name: Brooklyn Capris
STYLE INFORMATION	
Season: Fall/Winter 2026	
Sample Size: Medium, measurement size S	
Fabric(s): Merino Wool Twill	
Fiber Content: 100% Wool	
Color / Print: Multiple colorways – White, cream, camel, brown, grey.	
Description: Fitted capri pants with slight flare near the lower calf.	

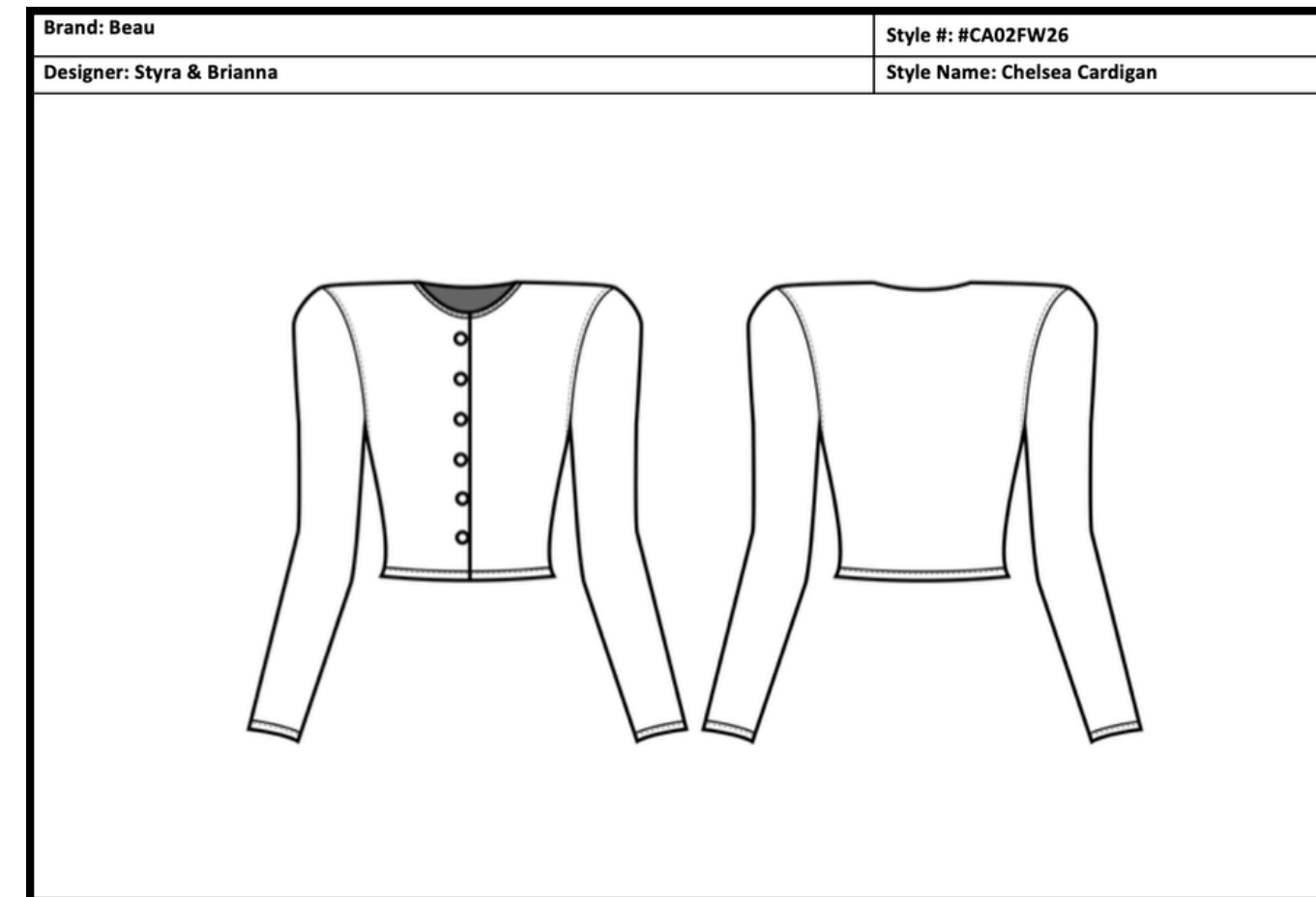


BILL OF MATERIALS						
Fabric	Mill/Supplier & Ref #	Content	Weight (gsm, g/m2, oz)	Cuttable Width	Color	Placement
<i>Merino Wool (Twill)</i>	<i>Mood Fabrics #446893</i>	<i>100% Virgin Wool</i>	<i>250 g/mtl</i>	<i>57"</i>	<i>Black</i>	<i>Body</i>
Trim	Supplier & Quality/Ref #	Description/ Content (if applicable)	Size	Qty	Color	Placement
<i>Horn Buttons</i>	<i>Mood Fabrics #324355</i>	<i>100% Horn</i>	<i>32L/20mm</i>	<i>1/g</i>	<i>Black</i>	<i>CF opening</i>
<i>Metal Zipper</i>	<i>Mood Fabrics #312678</i>	<i>Metal, Silver pull and teeth</i>	<i>6"</i>	<i>1/g</i>	<i>Black</i>	<i>CF opening</i>

POM #/ code	POM	Spec for S
<b>1</b>	<b>WAIST RELAXED ALONG TOP EDGE</b>	<b>27 in</b>
<b>2</b>	<b>WAISTBAND HEIGHT</b>	<b>1 ½ in</b>
<b>3</b>	<b>HIGH HIP 1 ½ IN FROM TOP WAISTBAND</b>	<b>30 in</b>
<b>4</b>	<b>LOW HIP 6 IN FROM TOP WAISTBAND</b>	<b>33 in</b>
<b>5</b>	<b>FRONT RISE INCLUDING WAISTBAND</b>	<b>9 in</b>
<b>6</b>	<b>BACK RISE INCLUDING WAISTBAND</b>	<b>10 in</b>
<b>7</b>	<b>THIGH 1 IN BELOW CROTCH</b>	<b>17 in</b>
<b>8</b>	<b>KNEE 18 IN BELOW CROTCH</b>	<b>13 in</b>
<b>9</b>	<b>LEG OPENING</b>	<b>14 in</b>
<b>10</b>	<b>INSEAM</b>	<b>23.5 in</b>
<b>11</b>	<b>OUTSEAM INCLUDING WAISTBAND</b>	<b>31.5 in</b>

# TECH PACK

Brand: Beau	Style #: #CA02FW26
Designer: Styra & Brianna	Style Name: Chelsea Cardigan
STYLE INFORMATION	
Season: Fall/Winter 2026	
Sample Size: Medium, measurement size S	
Fabric(s): Cashmere	
Fiber Content: 100% cashmere	
Color / Print: Multiple colorways – White, brown, grey, black, and red.	
Description: Fitted cardigan with long sleeves.	

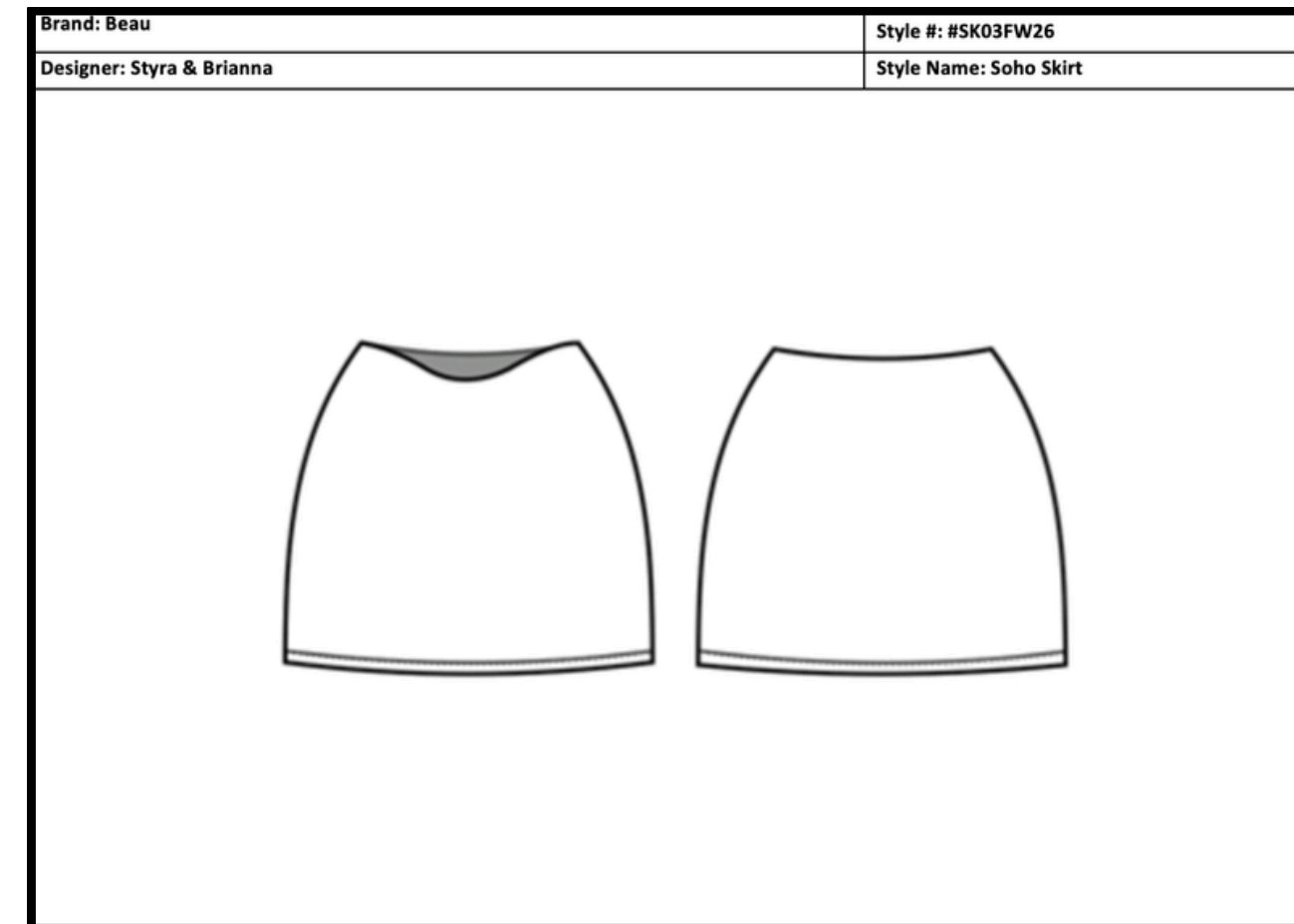


Brand: Beau		Style #: #CA02FW26				
Designer: Styra & Brianna		Style Name: Chelsea Cardigan				
BILL OF MATERIALS						
Fabric	Mill/Supplier & Ref #	Content	Weight (gsm, g/m2, oz)	Cuttable Width	Color	Placement
Cashmere	Mood Fabrics #309390	100% Cashmere	460/480 gr/m	56"	Black	Body
Silk Duchesse Satin	Mood Fabrics #PV9500-26	100% Silk	40 m/m	57"	Black	Button wrap
Trim	Supplier & Quality/Ref #	Description/ Content (if applicable)	Size	Qty	Color	Placement
Plastic Button	Mood Fabrics #14469	Domed, 100% plastic	36L/23MM	6/g	Black	CF closure

POM #/ code	POM	Spec for S
1	CHEST 1 IN BELOW ARMHOLE	33 in
2	ACROSS SHOULDER	15 in
3	ACROSS FRONT 5 IN BELOW HPS	14 in
4	ACROSS BACK 5 IN BELOW HPS	14.5 in
5	SWEEP	32 in
6	FRONT LENGTH FROM HPS TO HEM	15.5 in
7	ARMHOLE STRAIGHT	8 in
8	BICEP 1 IN BELOW ARMHOLE	12 in
9	SLEEVE LENGTH FROM SHOULDER	23 in
10	SLEEVE OPENING	8 in
11	NECK WIDTH EDGE TO EDGE	6.5 in
12	FRONT NECK DROP FROM HPS	3 in

# TECH PACK


Brand: Beau	Style #: #SK03FW26
Designer: Styra & Brianna	Style Name: Soho Skirt
STYLE INFORMATION	
Season: Fall/Winter 2026	
Sample Size: Medium, measurement size S	
Fabric(s): Sharkskin Wool, Silk lining	
Fiber Content: 100% Wool, 100% Silk	
Color / Print: Multiple colorways – White, brown, grey, black, and red.	
Description: Mini Skirt with curve near hip.	




Brand: Beau			Style #: #SK03FW26			
Designer: Styra & Brianna			Style Name: Soho Skirt			
BILL OF MATERIALS						
Fabric	Mill/Supplier & Ref #	Content	Weight (gsm, g/m2, oz)	Cuttable Width	Color	Placement
<i>Merino Wool (Twill)</i>	<i>Mood Fabrics #446893</i>	<i>100% Virgin Wool</i>	<i>250 g/mtl</i>	<i>57"</i>	<i>Black</i>	<i>Body</i>
<i>Silk Duchesse Satin</i>	<i>Mood Fabrics #PV9500-26</i>	<i>100% Silk</i>	<i>40 m/m</i>	<i>57"</i>	<i>Black</i>	<i>Lining</i>
Trim	Supplier & Quality/Ref #	Description/ Content (if applicable)	Size	Qty	Color	Placement
<i>Invisible Zipper</i>	<i>Mood Fabrics #INV9-580</i>	<i>Plastic Zipper</i>	<i>9"</i>	<i>1/g</i>	<i>Black</i>	<i>Side Seam</i>

POM #/ code	POM	Spec for S
1	WAIST RELAXED	27 in
2	HIGH HIP 3.5 IN DOWN FROM WAISTBAND	34 in
3	LOW HIP 7 IN DOWN FROM WAISTBAND	35 in
4	LENGTH AT SIDE SEAM	13 in (f) 15 in (b)
5	LENGTH AT CENTER FRONT	9 in
6	WAIST STYLE LINE DROP	2.5 in
7	SWEEP	38 in


# COSTING

BRAND: Beau		STYLE #: #CP01I			
SEASON: Fall/Winter 2026		DESCRIPTION: Brooklyn Capris			
DELIVERY:					
<b>COST SHEET - PRELIMINARY</b>					
					
category	item	qty	cost per unit	unit	prelim cost
FABRIC(S)	Virgin Wool	2	\$59.96	yd	\$119.92
TRIM	Button	1	\$1.49	pc	\$1.49
	Zipper	1	\$2.99	pc	\$2.99
LABELS/PACKAGING	main label	1	\$0.20	pc	\$0.20
	care label	1	\$0.10	pc	\$0.10
	country of origin label	1	\$0.10	pc	\$0.10
	hangtag	1	\$0.10	pc	\$0.10
	packaging	1	\$0.15	pc	\$0.15
LABOR	cut & sew, finishing	3	\$20.00	hr	\$60.00
	subtotal				\$185.05
TRANSPORT	duty %	1	0.2		\$11.03
	shipping (per pc)	1	\$0.50		\$0.50
TOTALS /MU	total CoG				\$66.68
	wholesale mark up		0.50 (50%)		\$66.68
	wholesale price				\$133.36
	trade discount %				46.66%
	MSRP (list price)				\$270

**Brooklyn Capris**  
Retail price - \$270.00

BRAND: Beau		STYLE #: #CA02I			
SEASON: Fall/Winter 2026		DESCRIPTION: Chelsea Cardigan			
DELIVERY:					
<b>COST SHEET - PRELIMINARY</b>					
					
category	item	qty	cost per unit	unit	prelim cost
FABRIC(S)	Cashmere	2	\$114.98	yd	\$229.96
	Silk	2	\$39.98	yd	\$79.96
TRIM	Button	6	\$1.99	pc	\$11.94
LABELS/PACKAGING	main label	1	\$0.20	pc	\$0.20
	care label	1	\$0.10	pc	\$0.10
	country of origin label	1	\$0.10	pc	\$0.10
	hangtag	1	\$0.10	pc	\$0.10
	packaging	1	\$0.15	pc	\$0.15
LABOR	cut & sew, finishing	3	\$20.00	hr	\$60.00
	subtotal				\$382.51
TRANSPORT	duty %	1	0.2		\$11.03
	shipping (per pc)	1	\$0.50		\$0.50
TOTALS /MU	total CoG				\$66.68
	wholesale mark up		0.50 (50%)		\$66.68
	wholesale price				\$133.36
	trade discount %				46.66%
	MSRP (list price)				\$573.77

**Chelsea Cardigan**  
Retail price - \$573.77

BRAND: Beau		STYLE #: #SK03I			
SEASON: Fall/Winter 2026		DESCRIPTION: Soho Skirt			
DELIVERY:					
<b>COST SHEET - PRELIMINARY</b>					
					
category	item	qty	cost per unit	unit	prelim cost
FABRIC(S)	Wool	2	\$59.96	yd	\$119.92
	Silk	2	\$39.98	yd	\$79.96
TRIM	Zipper	1	\$0.79	pc	\$0.79
LABELS/PACKAGING	main label	1	\$0.20	pc	\$0.20
	care label	1	\$0.10	pc	\$0.10
	country of origin label	1	\$0.10	pc	\$0.10
	hangtag	1	\$0.10	pc	\$0.10
	packaging	1	\$0.15	pc	\$0.15
LABOR	cut & sew, finishing	3	\$20.00	hr	\$60.00
	subtotal				\$261.32
TRANSPORT	duty %	1	0.2		\$11.03
	shipping (per pc)	1	\$0.50		\$0.50
TOTALS /MU	total CoG				\$66.68
	wholesale mark up		0.50 (50%)		\$66.68
	wholesale price				\$133.36
	trade discount %				46.66%
	MSRP (list price)				\$391.98

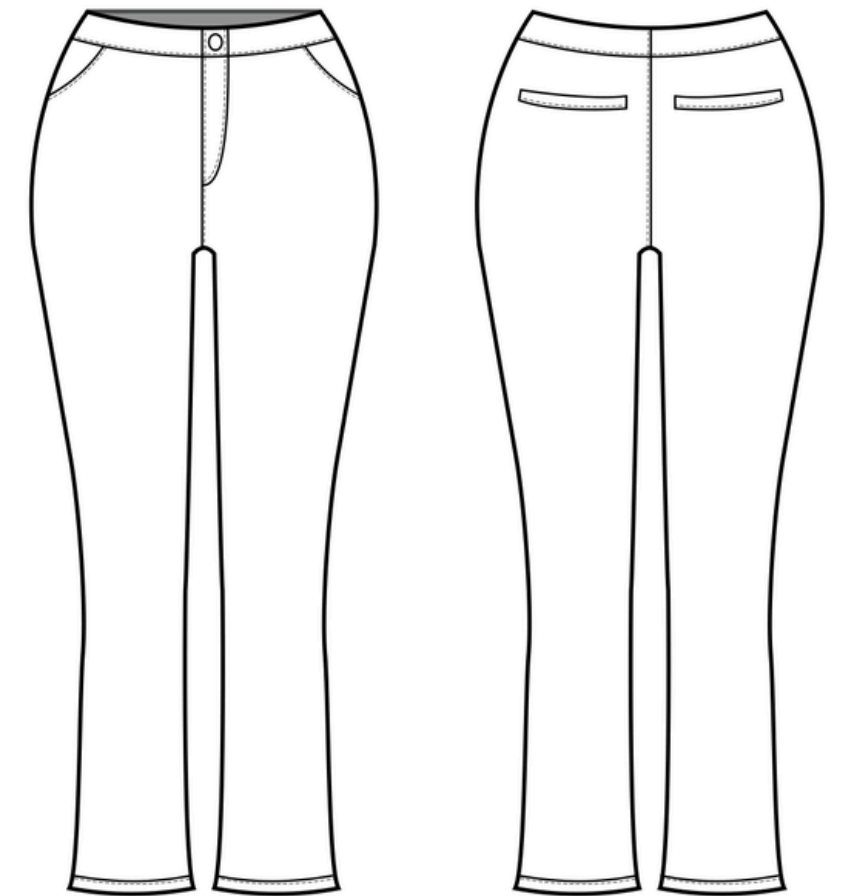
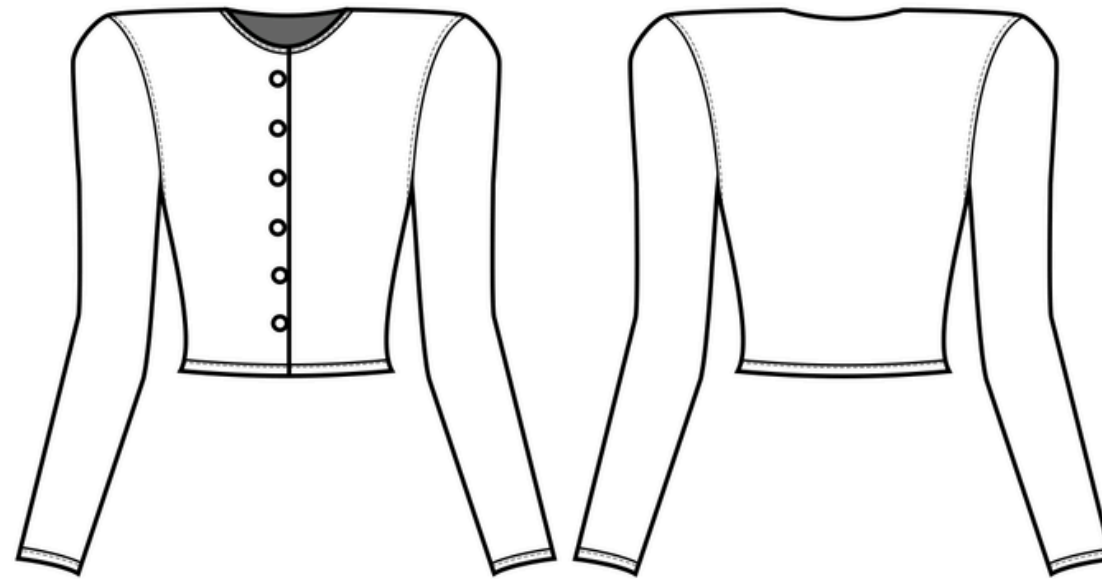
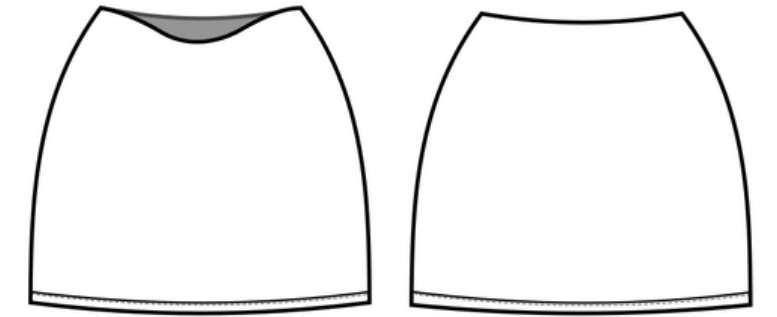
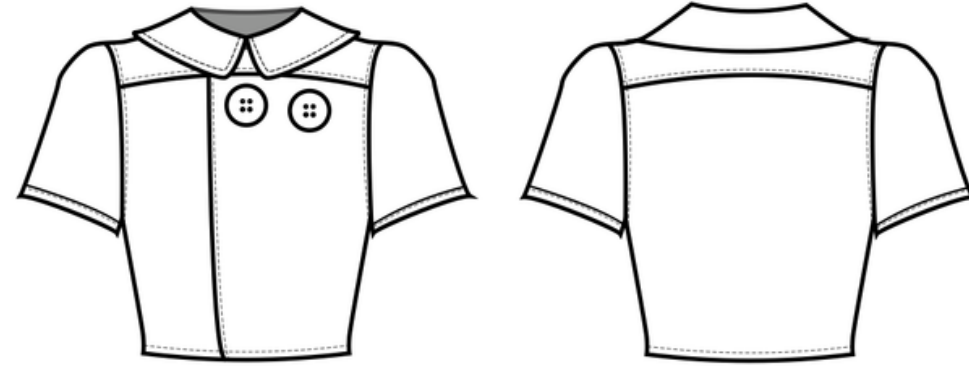
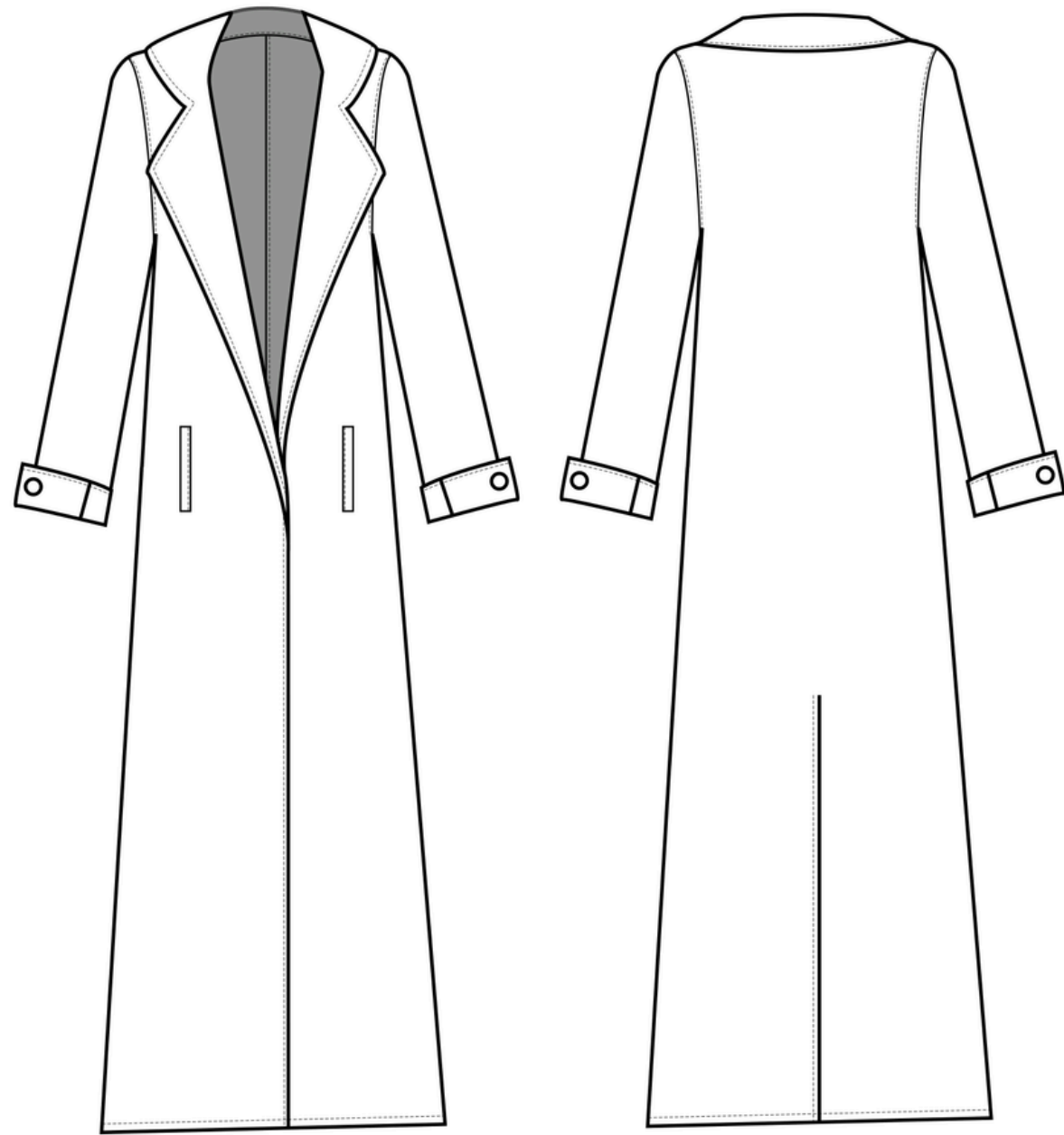
**Soho Skirt**  
Retail price - \$391.98



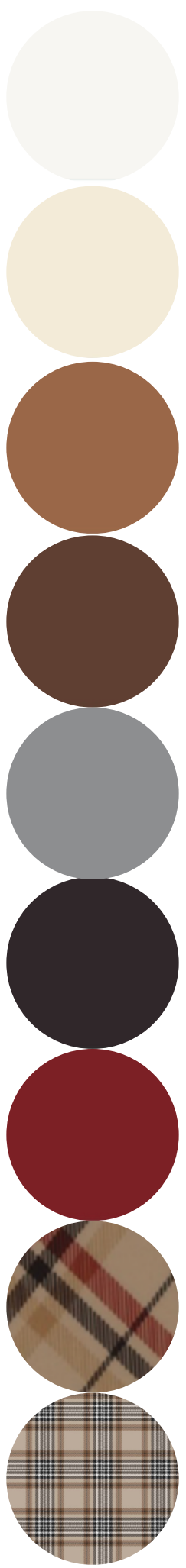


Beau  
FALL 2025

# TECHNICAL SKETCHES



# FALL LINE SHEET



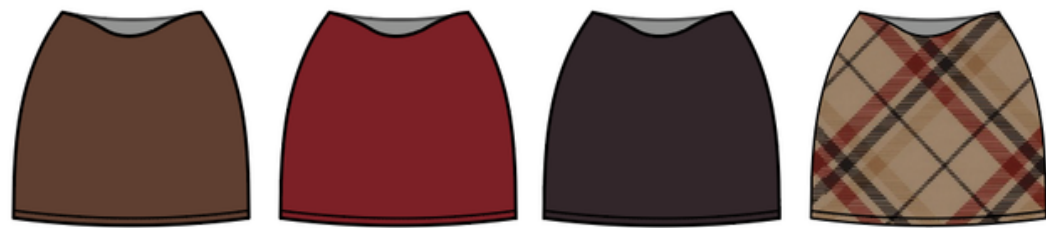
GRAMERCY COAT  
OFFERED IN SIZES XS-XL



CHELSEA CARDIGAN  
OFFERED IN SIZES XS-XL



BROOKLYN CAPRIS  
OFFERED IN SIZES 00-16



SOHO SKIRT  
OFFERED IN SIZES 00-16

# INTRODUCTION STRATEGY

## **DIRECT-TO-CONSUMER MODEL**

Enhances creative and quality control while ensuring every customer touchpoint reflects Beau's aesthetic and values.

## **BRICK-AND-MORTAR STOREFRONTS**

Provides customers with an immersive, sensory brand experience; strengthens emotional connection through personalized styling and in-person service.

## **SUSTAINABILITY-DRIVEN MESSAGING**

Highlights recycling programs, ethical materials, and long-lasting design to attract eco-conscious consumers.

## **AESTHETIC COHESIVENESS**

A unified brand experience across website, stores, packaging, and social platforms reinforces Beau's identity and elevates perceived value.

## **ROBUST SOCIAL MEDIA PRESENCE**

Showcases product launches, behind-the-scenes craftsmanship, and brand storytelling to build community and drive engagement.

# PROMOTION METHODS

## **Pop-up shops**

- Limited-time, high-impact spaces in major fashion cities (NYC, London, LA, Paris) that generate excitement, exclusivity, and media attention.

## **Celebrity collaborations**

- Aligning with influential figures who embody Beau's elegance and strength amplifies brand reach and positions the label within luxury fashion culture.

## **Designer collaborations**

- Partnerships with emerging or established designers create unique capsule collections, expanding visibility and tapping into new audiences.

## **Editorial & digital storytelling**

- Features in fashion publications, campaign narratives, and seasonal lookbooks strengthen brand credibility and craft a world customers want to join.



# CUSTOMER RETENTION

## **CIRCULAR FASHION INCENTIVE PROGRAM**

Customers can return gently-used Beau pieces for store credit; materials are repurposed for new garments, reinforcing loyalty and sustainability.

## **PERSONALIZED SHOPPING EXPERIENCE**

Tailored recommendations based on past purchases, style preferences, and browsing behavior; both online and in-store.

## **HIGH-TOUCH CUSTOMER SERVICE**

Fast responses, complimentary tailoring at select storefronts, and generous care guidelines emphasize Beau's commitment to quality and longevity.

## **COMMUNITY-BUILDING INITIATIVES**

Email newsletters, style guides, sustainability updates, and behind-the-scenes content keep customers engaged between purchases.



# SOURCES



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