

A photograph of four models (three men and one woman) standing outdoors in a wooded area. They are all smiling and looking towards the right. The models are wearing various styles of sweaters, vests, and jackets. The man on the far left is wearing a white cable-knit sweater and a dark jacket. The man next to him is wearing a brown vest over a white shirt and a dark baseball cap. The woman in the center is wearing a white cable-knit sweater with a dark V-neck and sunglasses. The woman on the right is wearing a plaid sweater. The man on the far right is wearing a light-colored sweater and glasses. The background is a blurred forest scene.

RALPH LAUREN

FALL/WINTER 2023

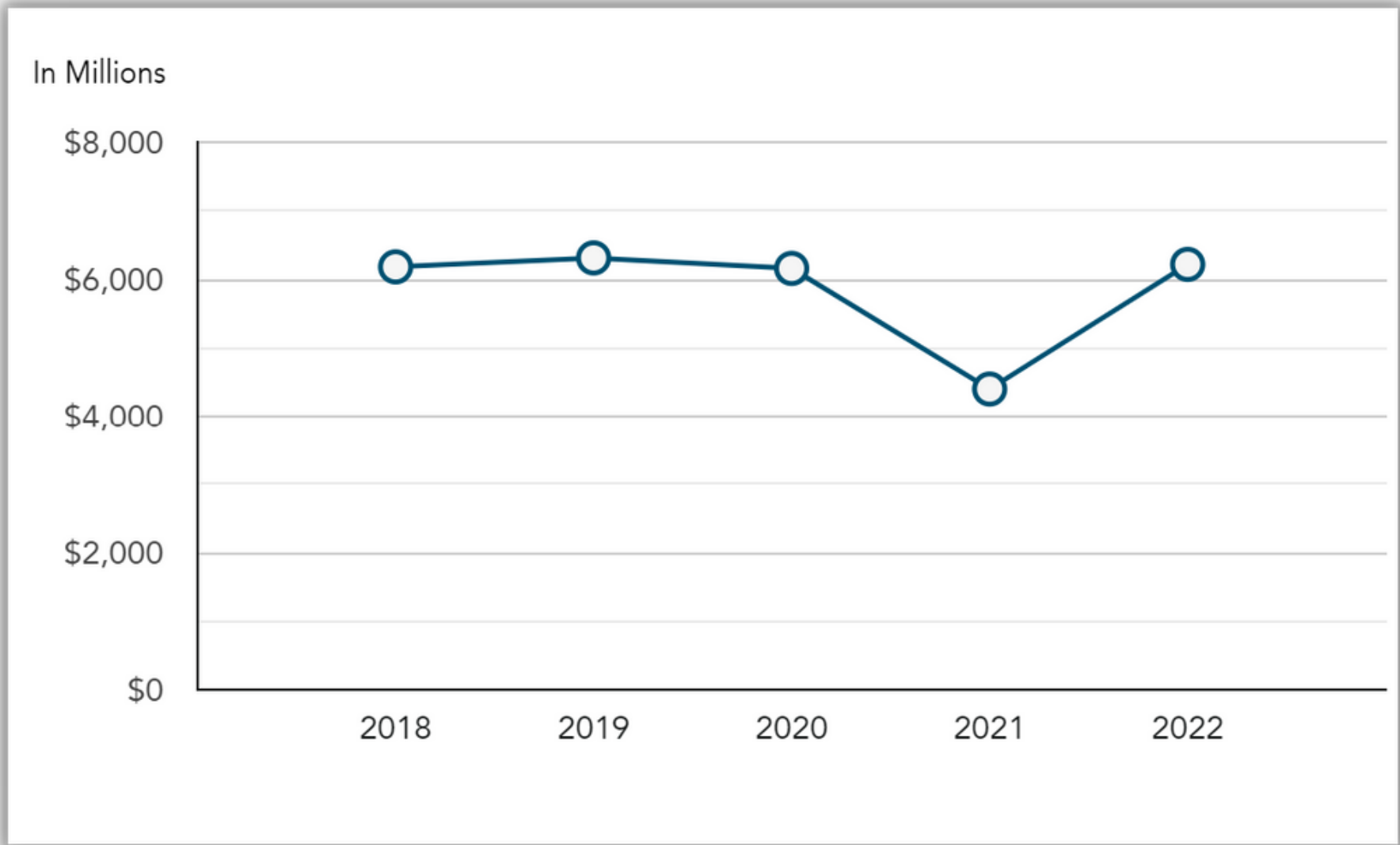
FINANCIAL OVERVIEW

Annual Sales:
\$6,218.50 million

Cost of Sales:
\$2,071 million

Stock Price:
\$89.42

Annual Sales



PRODUCT CATEGORIES

Women

Clothing
Shoes
Accessories
Watches & Fine Jewelry
Create Your Own

Kids & Baby

Boys
Girls
Baby
Create Your Own

Men

Clothing
Shoes
Accessories
Watches
Create Your Own

Home & Restaurants

Bedding
Towels & Robes
Décor
Dining
Lighting
Rugs
Furniture
Ralph's Coffee Shop
The Polo Bar

BRANDS



SIZING AND PRICE POINTS

Men Sizing Guide

<u>Casual Shirts:</u> XS-XXL	<u>Dress Shirts:</u> 14.5-20	<u>Suits & Sports Coats:</u> 36-38 (S/R) 40-42 (S/R/L) 44-50 (R/L)	<u>Bottoms:</u> 28-44 30-36L XS-XXL
<u>Belts:</u> XS-XXL	<u>Big and Tall:</u> Big 1X-6X Tall L-4XL	<u>Bottoms Big & Tall:</u> 36-58	<u>Belts Big & Tall:</u> 1X-3X

Price Points:
\$30-\$9,995

BRAND DNA

Ralph Lauren reflects a distinctive American perspective, as an innovative aspirational lifestyle brand. Holding a remarkable influence on the way people dress and the way that fashion is introduced and celebrated throughout the world. Rooted in history, but inspired by family, experiences, heritage, and authenticity.

"To inspire the dream of a better life through authenticity and timeless style." - Ralph Lauren



SWOT ANALYSIS

STRENGTHS

- Strong brand DNA
- Utilization of durable materials
- Wide range of products
- Massive global recognition

WEAKNESSES

- Lack of brand marketing for each sub-brand (Double RL, RLX, Purple Label, etc.)
- Not representing a wider range of races, ethnicities, and genders within their ad campaigns
- Product assortment has changed very little over the years
- Don't own any manufacture centers

OPPORTUNITIES

- Include genderless ideations within their collections
- Partnerships with other companies
- Expand Metaverse/ Bitmoji collections
- Collaborations between influencers and celebrities, catering to a younger audience

THREATS

- A new generation is taking over their target customer
- Other brands selling similar products for lower prices
- Other existing brands diving into the digital world
- Cultural appropriation scandal in the past, turning customers away

COMPETITORS

BURBERRY

BOSS
HUGO BOSS

GIORGIO ARMANI

Categories:

Outerwear
Clothing
Accessories
Scarves
Shoes
Bags
Fragrance

Clothing
Accessories
Shoes
Sport Coats
Suits

Clothing
Accessories
Shoes
Bags
Eyewear

Price Points:

\$75-\$12,500

\$15-\$1,746

\$95-\$19,500



"This is my closet, it's not fashion; it's real stuff."
- Ralph Lauren

In 1993 Ralph introduced RRL, named and inspired by his ranch in Colorado. Representing his lifestyle in the West. Curated with colorful patterns, workwear styles, vintage apparel, and military gear. Focusing on creating high-quality pieces RRL is centered around raw and distressed work. Consisting of quality denim, leather boots, patchwork, tassel-ridden suede, bohemian blankets, and Americana elements.









**Lauren's
prairie
gypsy**

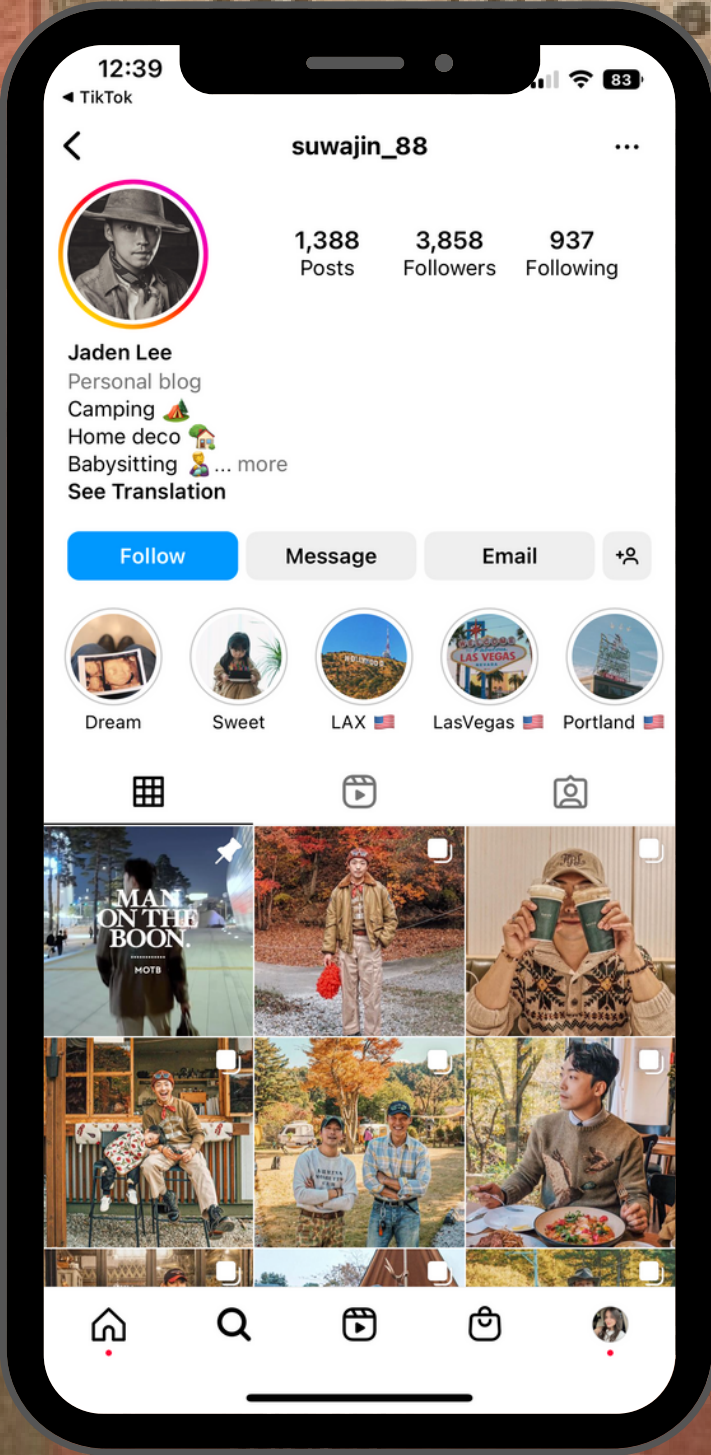
NEW YORK — "saying Indian, not saying co says Ralph Lauren of Santa Fe-inspired wool sweaters for fall. "It's more eclectic than that wanted was to return of raggedness, away from sense of prissiness or mass."

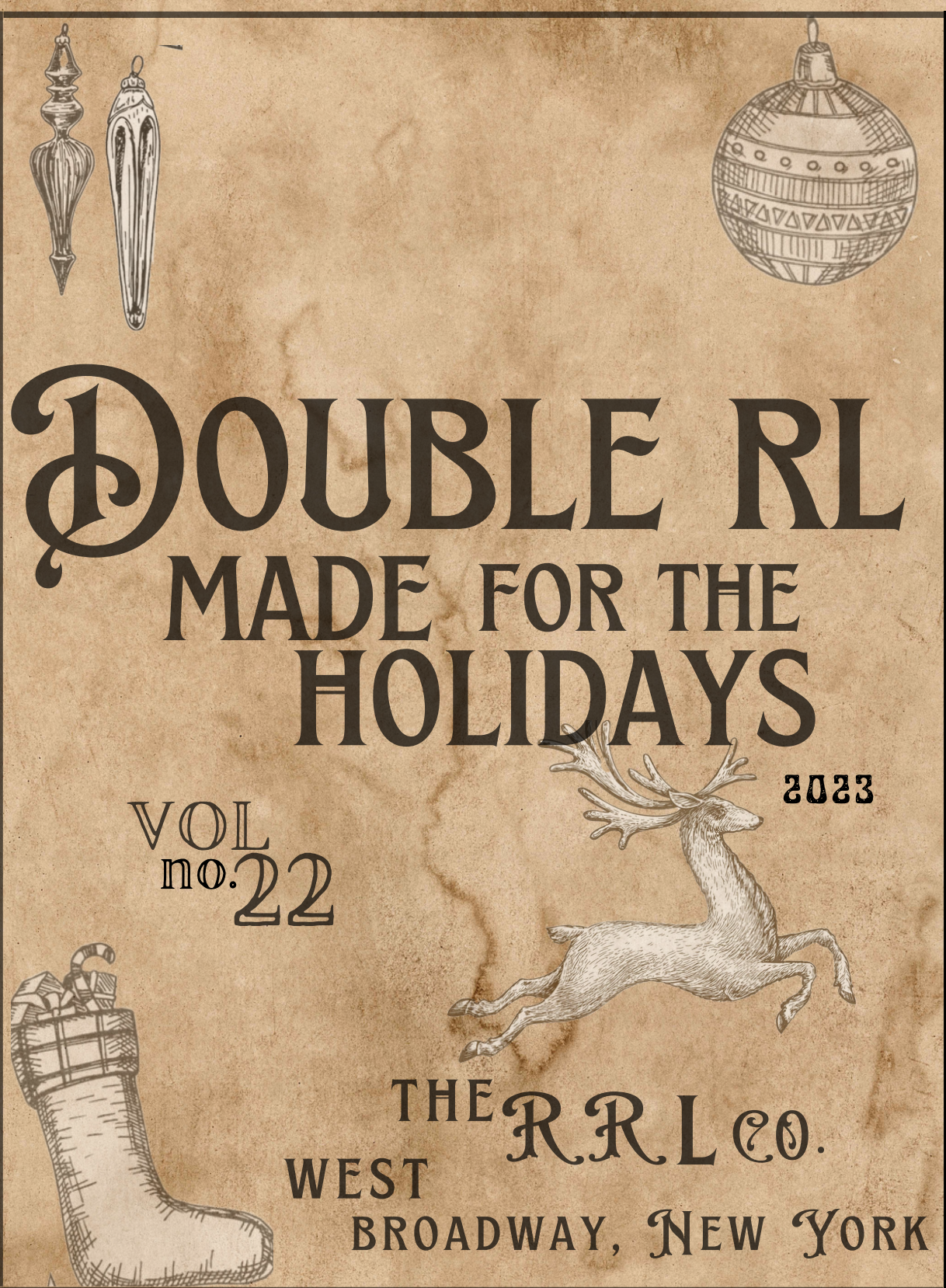


CUSTOMER PROFILE

Jaden Lee

-  34 years of age
-  San Francisco, California
-  Carnegie Mellon, B.S in Computer Science
-  Software Engineer
-  \$120,000 / year
-  Married
-  Enjoys spending time with his kids, camping, climbing, cooking, and reading
-  Values quality leather, denim, mixing textures and patterns, American heritage





The Double RL Made for The Holidays collection is inspired by the good feelings of coming home for the Holiday season. The nostalgic appreciation for traditions, and the people that bring you comfort. The collection is curated with plush fabrics, that are still practical for spending time outdoors during the season.

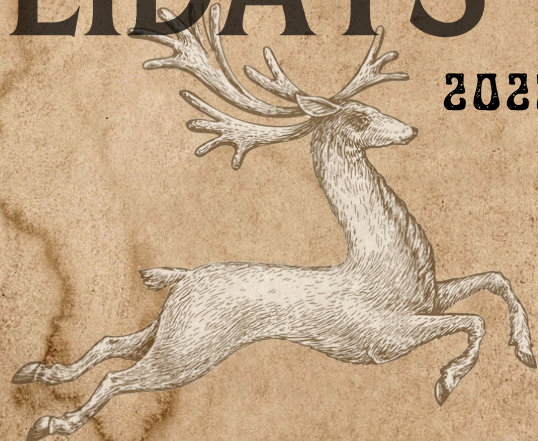


DOUBLE RL

MADE FOR THE
HOLIDAYS

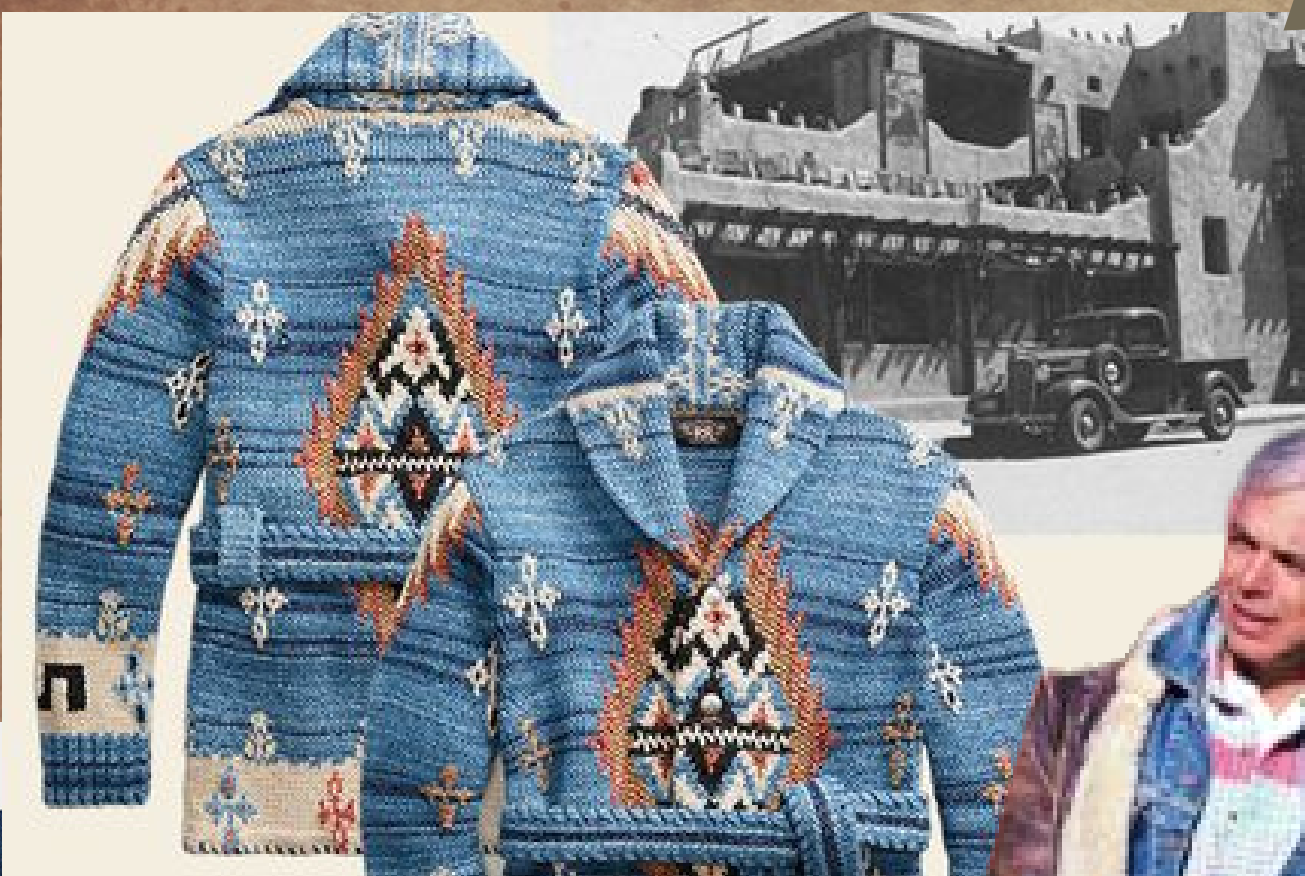
VOL
no. 22

2023



THE RRL CO.
WEST
BROADWAY, NEW YORK

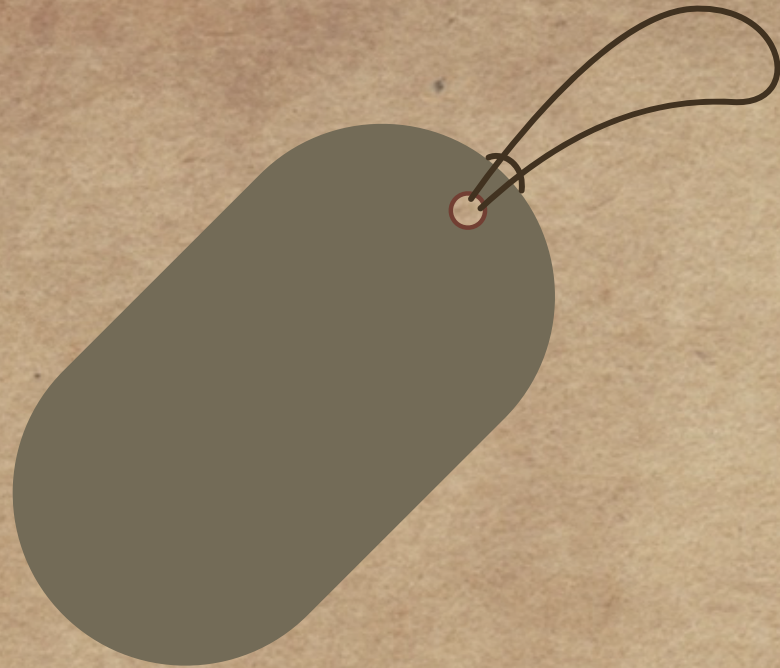
INSPIRATION



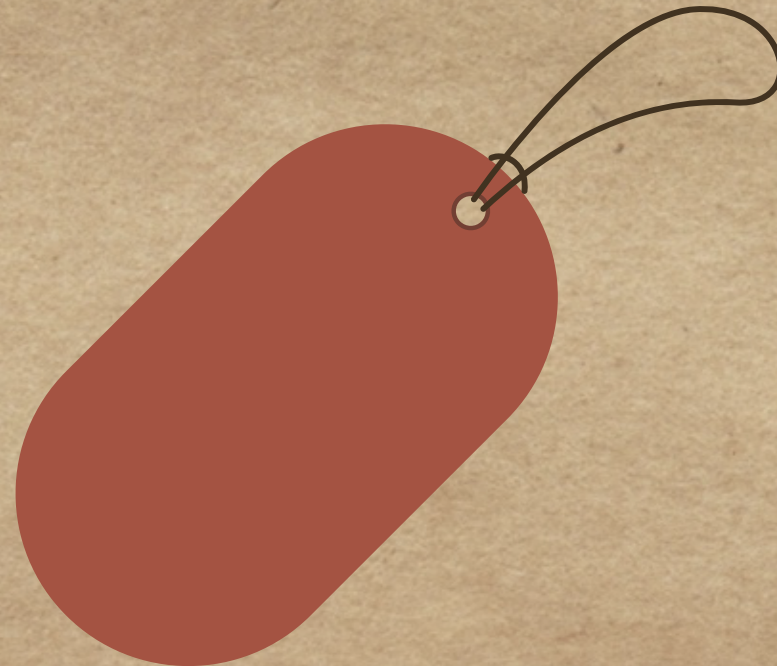
TREND INSPIRATION



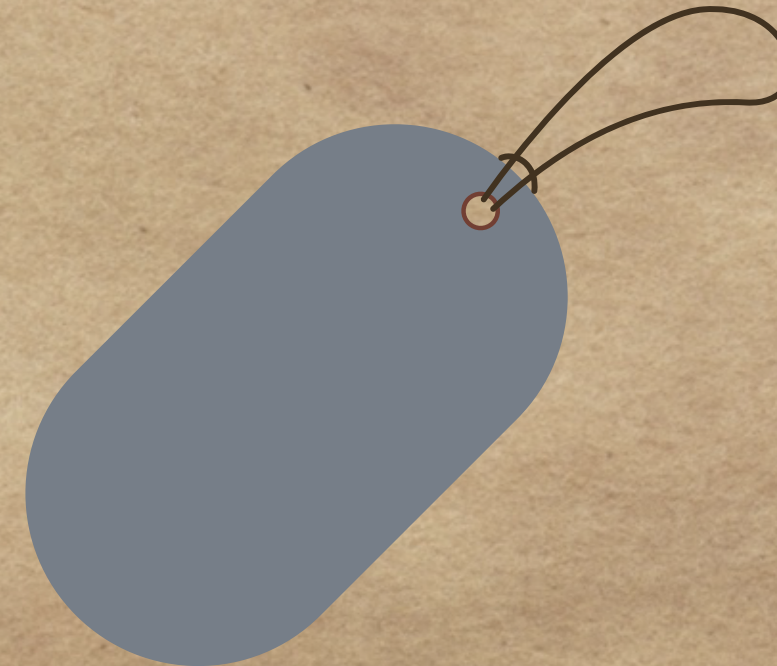
COLOR PALETTE



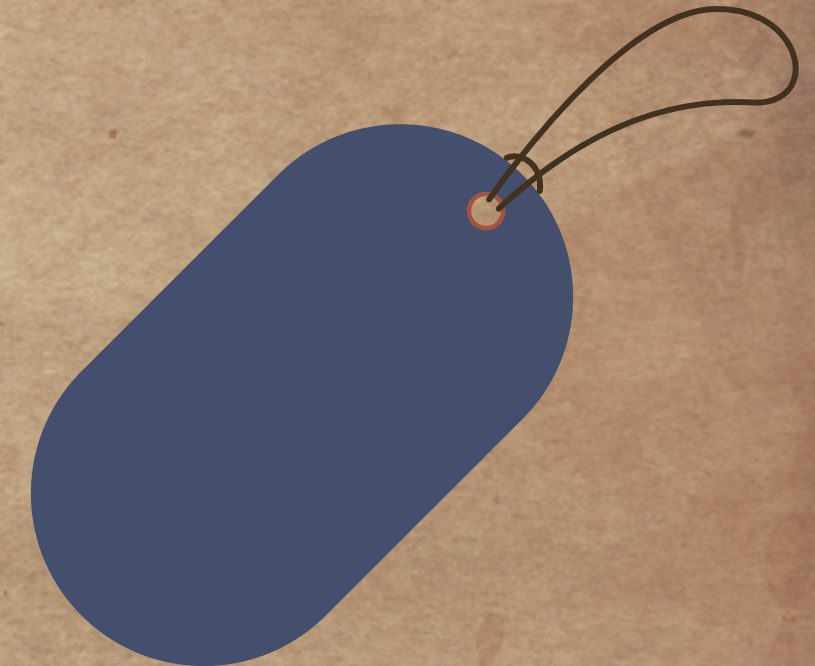
Dusky-green
Pantone code: 17-0517



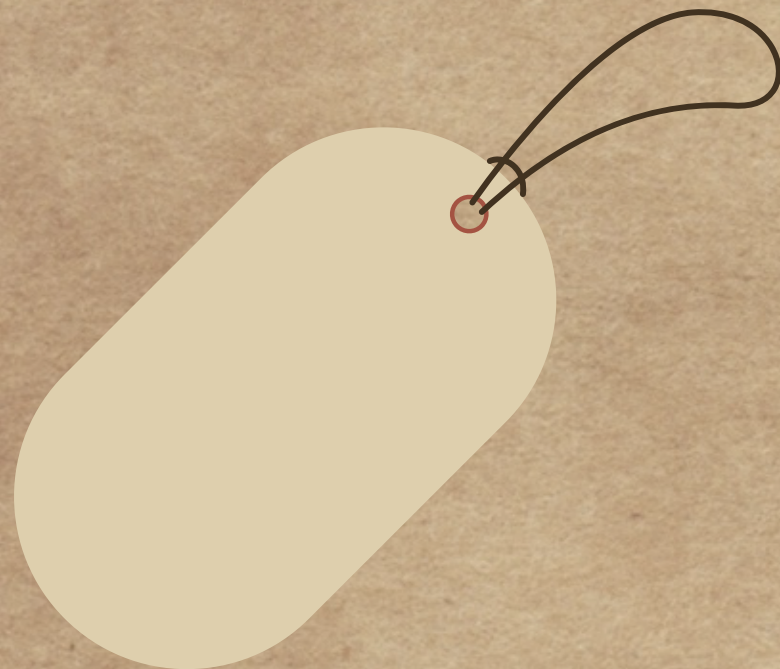
Bruschetta
Pantone code: 18-1346



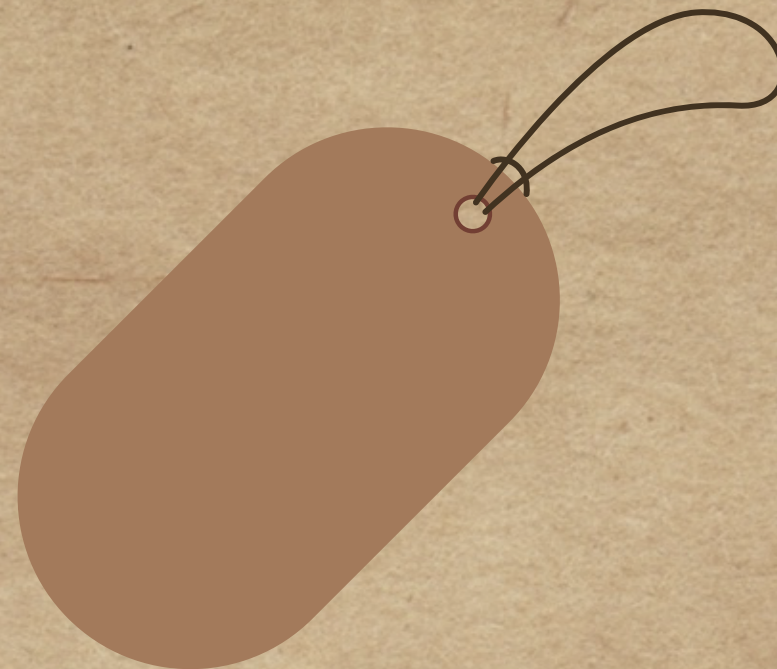
Tradewinds
Pantone code: 15-4307



Blue - indigo
Pantone code: 19-3928



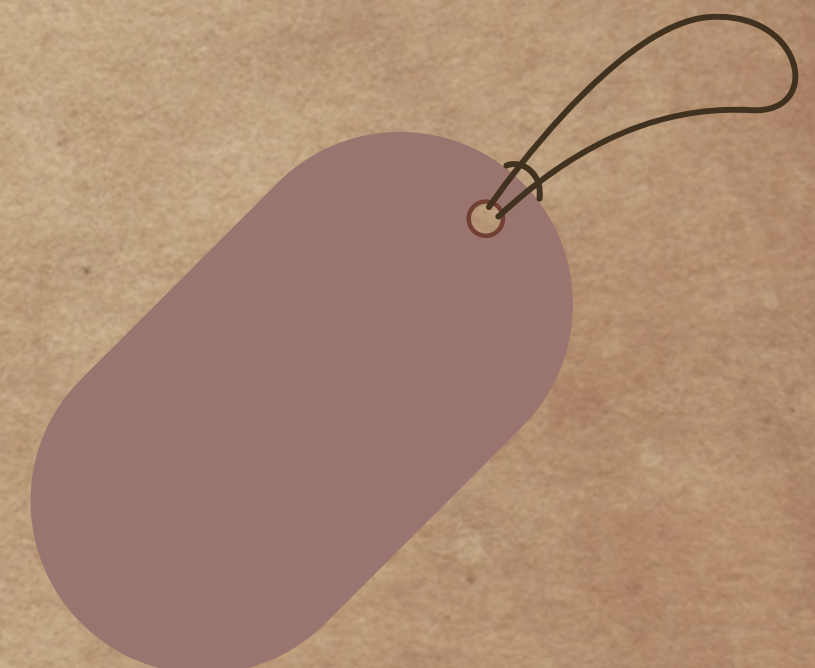
Chino - green
Pantone code: 13-0613



Tobacco-brown
Pantone code: 17-1327



Barely-blue
Pantone code: 12-4306



Burlwood
Pantone code: 17-1516

FABRIC BOARD



**Heavyweight
Denim Twill**
100% Cotton



Sherpa Fleece
100% Polyester



**Lightweight
Denim Twill**
100% Polyester



Faux Suede
50% Polyutherane
50% Acrylic



Knit Suede
97% Polyester
3% Spandex



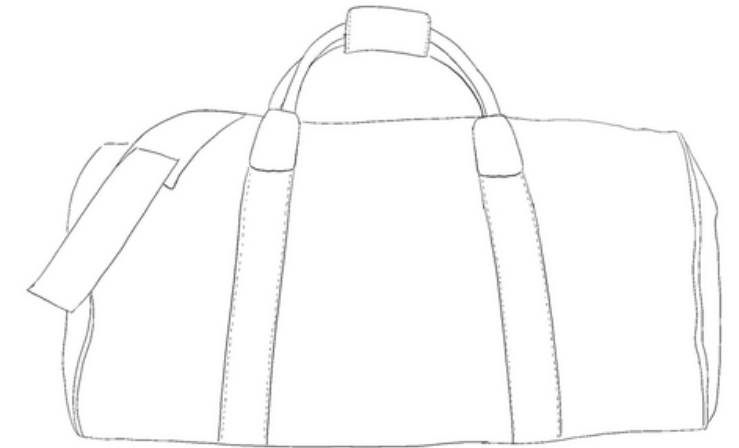
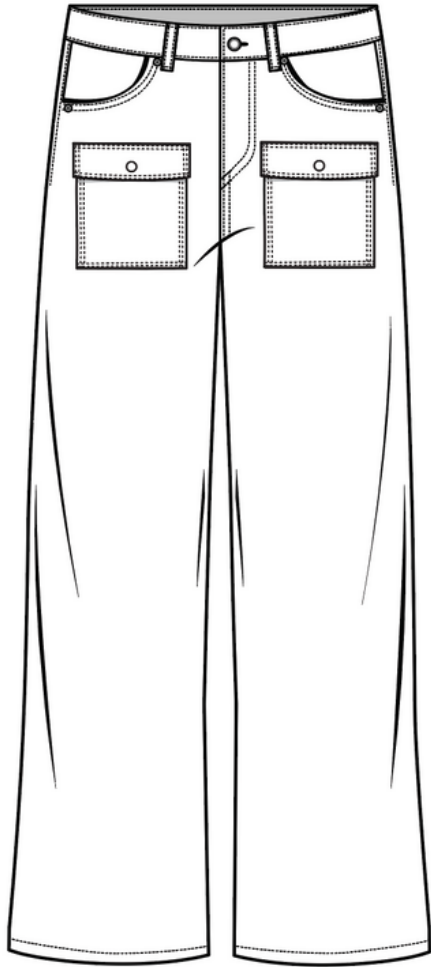
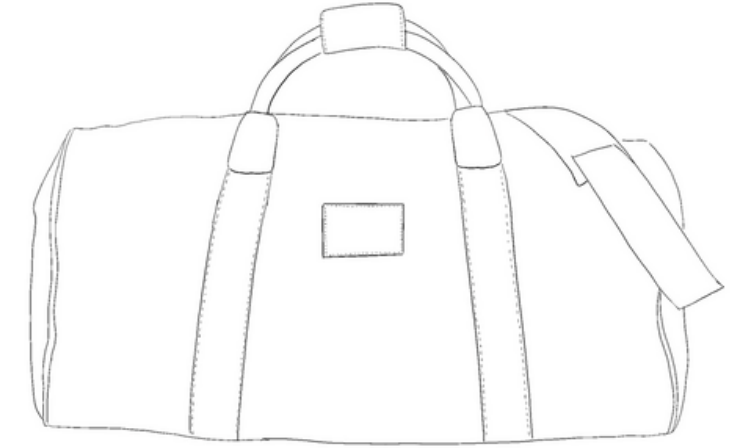
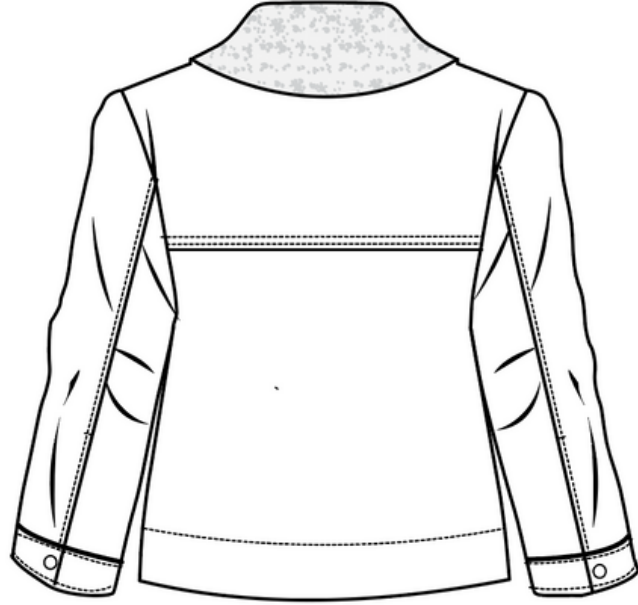
Twill
100% Cotton

COLLECTION





FLATS



LINE LIST



Retail Price:
\$491

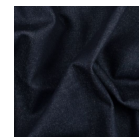
Wholesale Price:
\$157

Delivery Date:
January 6th

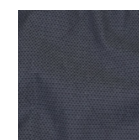
Sizing:
XS,S,M,L,XL,XXL



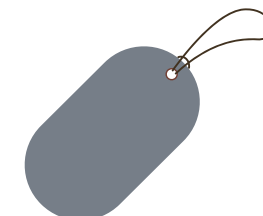
Sherpa Fleece
100% Polyester



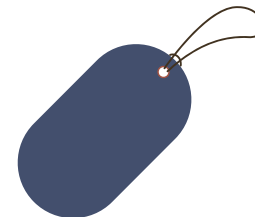
Lightweight Denim Twill
100% Polyester



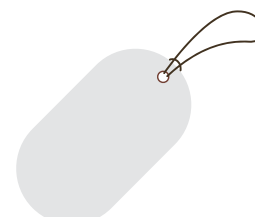
Heavyweight Denim Twill
100% Cotton



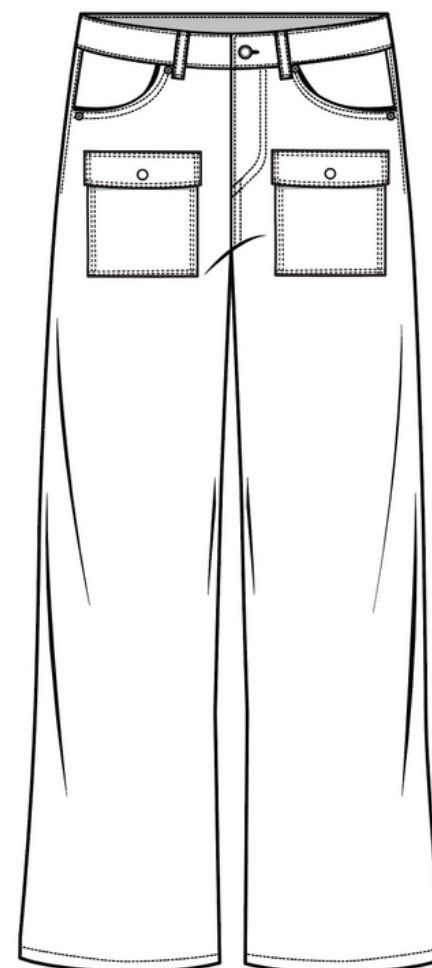
Tradewinds
Pantone code: 15-4307



Blue - indigo
Pantone code: 19-3928



Barely-blue
Pantone code: 12-4306



Retail Price:
\$290

Wholesale Price:
\$81

Delivery Date:
January 6th

Sizing:
26,27,28,30,31,32,33,34,35,36,



Retail Price:
\$312

Wholesale Price:
\$87

Delivery Date:
January 6th

Sizing:
XS,S,M,L,XL,XXL



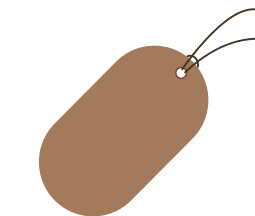
Faux Suede
50% Polyutherane
50% Acrylic



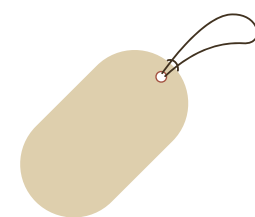
Knit Suede
97% Polyester
3% Spandex



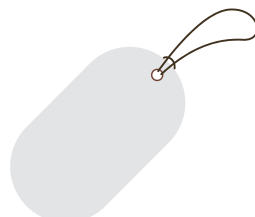
Twill
100% Cotton



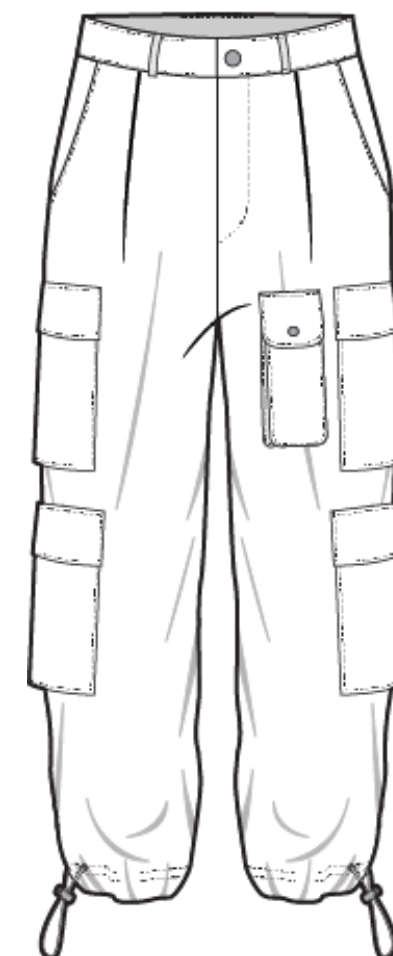
Tobacco-brown
Pantone code: 17-1327



Chino - green
Pantone code: 13-0613



Barely-blue
Pantone code: 12-4306

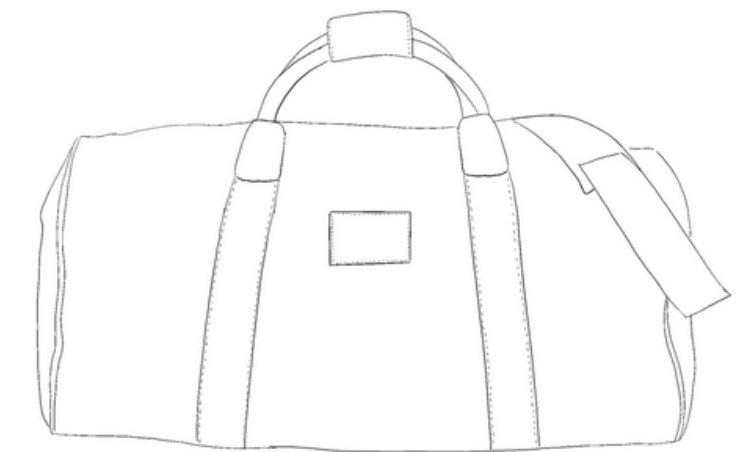


Retail Price:
\$381

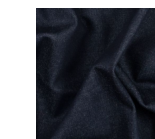
Wholesale Price:
\$122

Delivery Date:
January 6th

Sizing:
26,27,28,30,31,32,33,34,35,36,



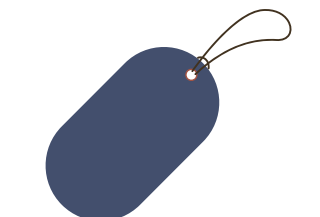
Faux Suede
50% Polyutherane
50% Acrylic



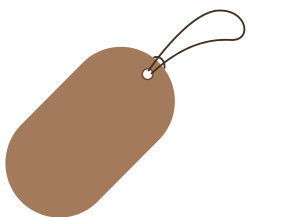
Heavyweight Denim Twill
100% Cotton



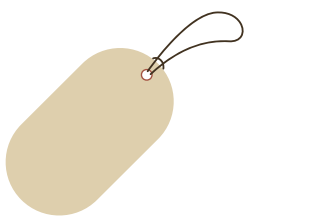
Knit Suede
97% Polyester
3% Spandex



Blue - indigo
Pantone code: 19-3928



Tobacco-brown
Pantone code: 17-1327



Chino - green
Pantone code: 13-0613

Retail Price:
\$492

Wholesale Price:
\$138

Delivery Date:
January 6th

Sizing:
Standard

ASSORTMENT PLAN

Style	Name	Quantity	July	August	September	October	November	December	TOTAL
409822	Denim Jacket	20000	2300	2500	3300	3800	4000	4100	20000
409823	Jeans	20000	2500	2600	3200	3800	3900	4000	20000
409824	Shirt	20000	2500	3000	3300	3600	3800	3800	20000
409825	Cargo Pants	20000	2700	3000	3500	3500	3600	3700	20000
409826	Duffle Bag	20000	3000	3200	3300	3400	3500	3600	20000
		TOTAL	13000	14300	16600	18100	18800	19200	100000

Style	Name	Cost	Cost	Retail	Retail	Margin	Margin
		PER UNIT	TOTAL	PER UNIT	TOTAL	\$	%
409822	Denim Jacket	\$ 157.00	\$ 3,140,000.00	\$ 491.00	\$ 9,820,000.00	\$ 6,680,000.00	68%
409823	Jeans	\$ 81.00	\$ 1,620,000.00	\$ 290.00	\$ 5,800,000.00	\$ 4,180,000.00	72%
409824	Shirt	\$ 94.00	\$ 1,880,000.00	\$ 334.00	\$ 6,680,000.00	\$ 4,800,000.00	72%
409825	Cargo Pants	\$ 122.00	\$ 2,440,000.00	\$ 381.00	\$ 7,620,000.00	\$ 5,180,000.00	68%
409826	Duffle Bag	\$ 138.00	\$ 2,760,000.00	\$ 492.00	\$ 9,840,000.00	\$ 7,080,000.00	72%
		TOTAL	\$ 11,840,000.00		\$ 39,760,000.00	\$ 27,920,000.00	70%

PRODUCTION AND MANUFACTURING

Ayesha Clothing Co.

Country of Origin: Bangladesh

Target Group: Apparel

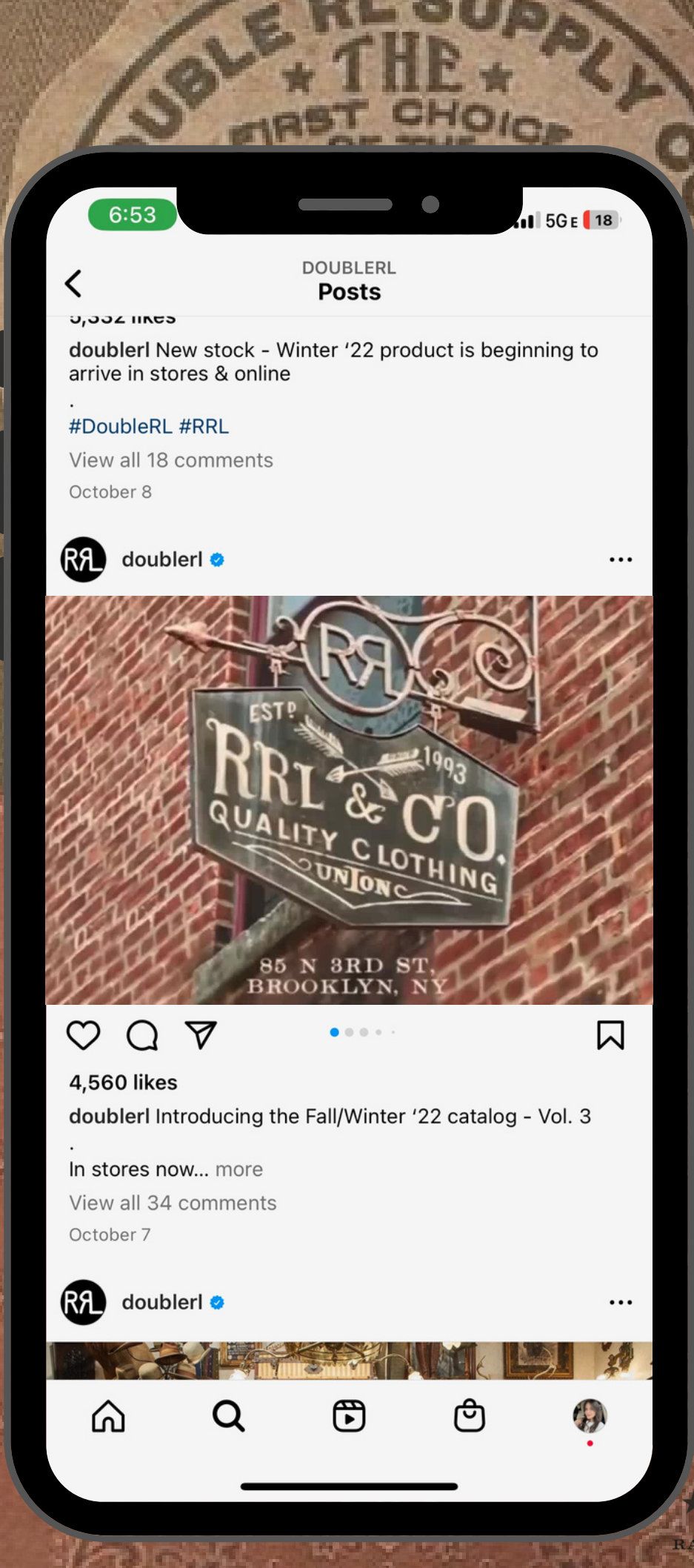
Top Countries Supplied: United States,
Pakistan, Mexico, Indonesia, India.



PACKAGING AND BRANDING



ADVERTISING: SOCIAL MEDIA



ADVERTISING: CAMPAIGN VIDEO



ADVERTISING: PRINT AD



ADVERTISING: WEBSITE MOCK UP



ADVERTISING: LAUNCH EVENT



The Double RL FW23/24 Collection will be launched in early fall but celebrated in December. The event will be held in Ralph Lauren's New York City flagship store, located on Madison Avenue. A fashion show will take place, exhibiting the capsule collection. Inviting influential designers, artists, and celebrities from the industry, to watch the show while enjoying a cup of Ralph's coffee. Ralph's Coffee will curate 3 limited-edition drinks inspired by the collection and will not only be available the day of the event but throughout the entire Holiday season for the public to enjoy.

ADVERTISING: LAUNCH EVENT



Location Cost: n/a

Catering: \$20,000

DJ: \$1000

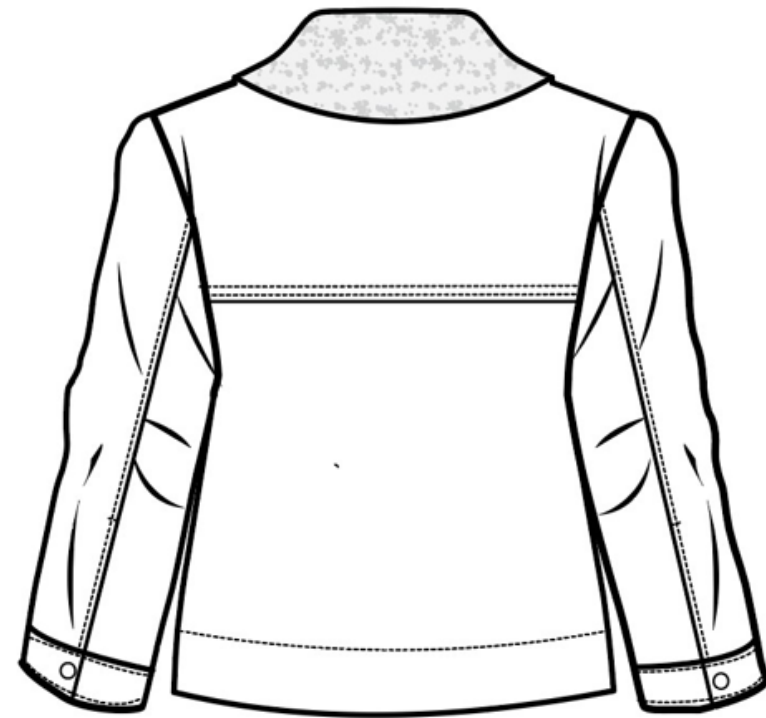
Merchandise Branding: \$5,000

Total: \$26,000

APPENDIX

COST SHEETS

Product Development Cost Sheet			
Date:	November 2nd, 2022	Fabric Type:	Denim Twill, Fleece
Style:	409822	Label:	Double RL
Description:	Denim Jacket	Country of Origin:	Bangladesh
Fabric	Yardage	Indiv. Cost	Cost
Denim	2.5	\$7.00	\$17.50
Fleece	3	\$16.00	\$48.00
			\$0.00
Total Fabric	5.5		\$65.50
			Cost
Trim/Findings	Quantity	Indiv. Cost	
Buttons	4	\$0.20	\$0.80
Zippers	0		\$0.00
Thread	180	0.00126	\$0.2336
Labels	2	\$0.20	\$0.40
Packing Materials	2	\$0.50	\$1.00
Total Trim			\$2.43
Labor (Country)	Cost per minute	Time	Cost
Labor 1: CMT	0.07	101	\$7.07
Labor 2: Finishing			\$0.00
Total Labor			\$7.07
Total First Cost			\$75.00
Miscellaneous	Rate	Cost	
Agents Commission %	5%	\$3.75	
Duty %	9.4%	\$7.05	
Shipping	10845.00	\$0.54	
Total Miscellaneous		\$11.34	
Total Landed Cost			\$86.35
Wholesale	MU%		Cost
Wholesale Markup %	45%		\$157
Retail	MU%		MSRP
Retail Markup %	68%		\$491



Product Development Cost Sheet

Date: 14-Nov-22 Fabric Type: Denim Twill
Style: 409823 Label: Double RL
Description: Straight Patch Pocket Jeans Country of Origin: Bangladesh

Fabric	Yardage	Indiv. Cost	Cost
Main	3.5	\$7.00	\$24.50
Lining			\$0.00
			\$0.00
Total Fabric	3.5		\$24.50

Trim/Findings	Quantity	Indiv. Cost	Cost
Buttons	5	\$0.20	\$1.00
Zippers	9	\$ 0.15	\$1.35
Thread	223	0.00126	\$0.2894
Labels	2	\$0.20	\$0.40
Packing Materials	2	\$0.50	\$1.00
Total Trim			\$4.04

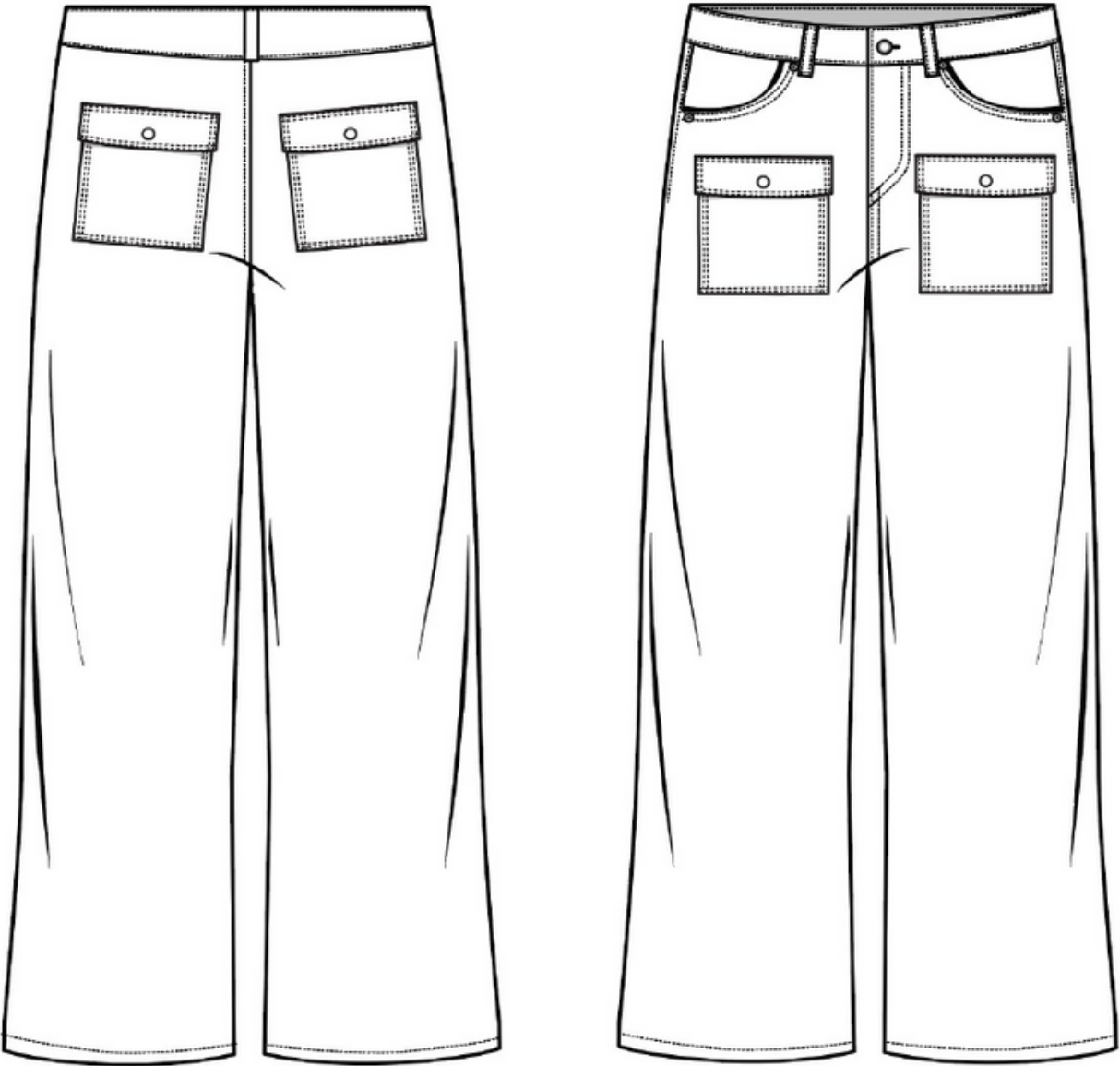
Labor (Country)	Cost per minute	Time	Cost
Labor 1: CMT	0.07	15.5	\$1.09
Labor 2: Finishing			\$0.00
Total Labor			\$1.09

Total First Cost			\$29.62
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Miscellaneous	Rate	Cost
Agents Commission %	5%	\$1.48
Duty %	16.6%	\$4.92
Shipping	10846.00	\$0.54
Total Miscellaneous		\$6.94

Total Landed Cost			\$36.57
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Wholesale	MU%		Cost
Wholesale Markup %	55%		\$81
Retail	MU%		MSRP
Retail Markup %	72%		\$290



COST SHEETS

Product Development Cost Sheet

Date: 11/5/2022 Fabric Type: Cotton/Seude Poly/spandex
 Style: Cargo/working Label: Double RL
 Description: Trousers **Country of Origin:** Bangladesh

Fabric	Yardage	Indiv. Cost	Cost
Faux Suede	4	\$12.00	\$48.00
			\$0.00
			\$0.00
Total Fabric	4.00		\$48.00

Trim/Findings	Quantity	Indiv. Cost	Cost
Buttons	4	\$0.15	\$0.60
Zippers	9	0.15	\$1.35
Thread	223	0.00126	\$0.2894
Labels	3	\$0.34	\$1.02
Packing Materials	2	\$0.45	\$0.90
Adjustable Straps	2	\$0.25	\$0.50
Total Trim			\$4.66

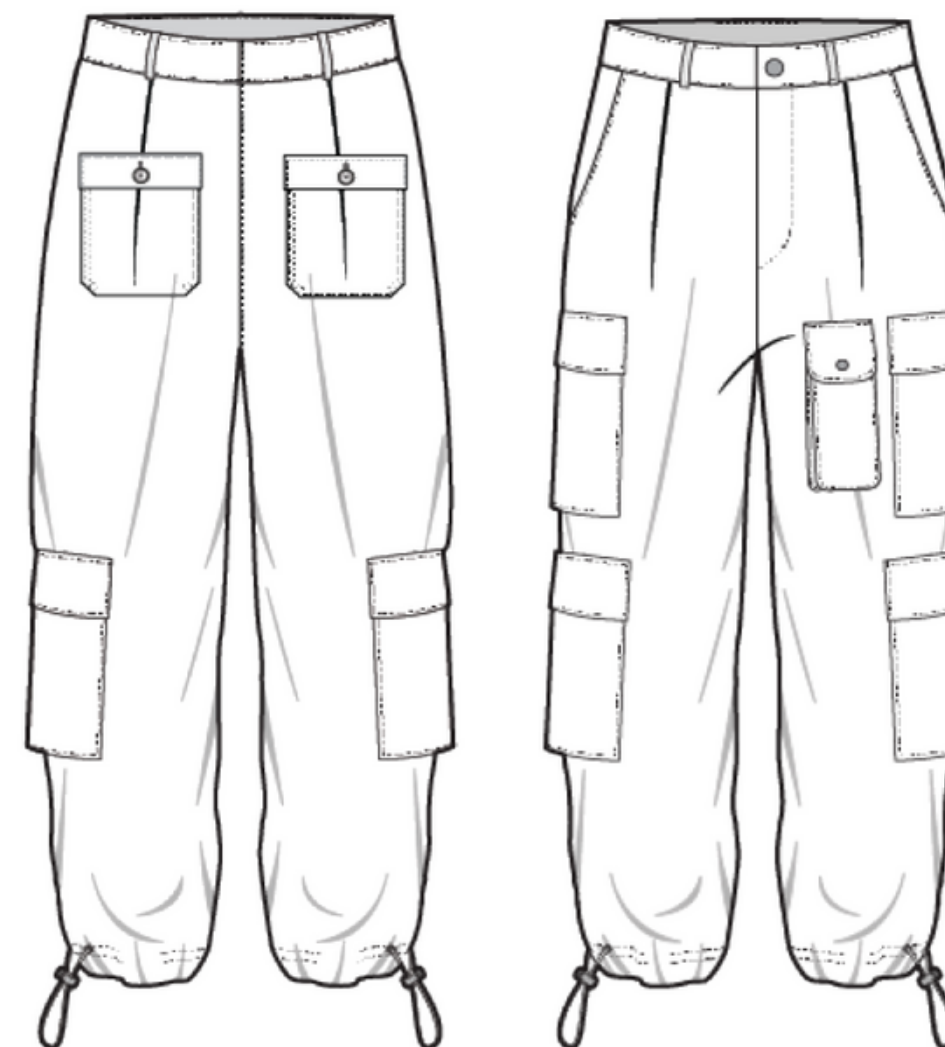
Labor (Bangladesh)	Cost per minute	Time	Cost
Labor 1: CMT	0.07	30	\$2.10
Labor 2: Finishing		0	\$0.00
Total Labor			\$2.10

Total First Cost			\$54.76
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Miscellaneous	Rate	Cost
Agents Commission %	5%	\$2.74
Duty %	16.6%	\$9.09
Shipping	10,845	\$0.54
Total Miscellaneous		\$12.37

Total Landed Cost			\$67.13
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Wholesale	MU%		Cost
Wholesale Markup %	45%		\$122
Retail	MU%		MSRP
Retail Markup %	68%		\$381



Product Development Cost Sheet

Date: 11/4/2022 Fabric Type: Faux Suede/Cotton
 Style: Button Down Shirt Label: Double RL
 Description: Men's Shirt with Shoulder Details **Country of Origin: Bangladesh**

Fabric	Yardage	Indiv. Cost	Cost
Twill	1.5	\$9.00	\$13.50
Faux Suede	1	\$ 8.00	\$8.00
Knit Suede	0.5	\$ 15.00	\$7.50
Total Fabric	3.00		\$29.00

Trim/Findings	Quantity	Indiv. Cost	Cost
Buttons	8	\$0.15	\$1.20
Zippers			\$0.00
Thread	135	0.00126	\$0.1752
Labels	2	\$0.34	\$0.68
Packing Materials	2	\$0.45	\$0.90
Total Trim			\$2.96

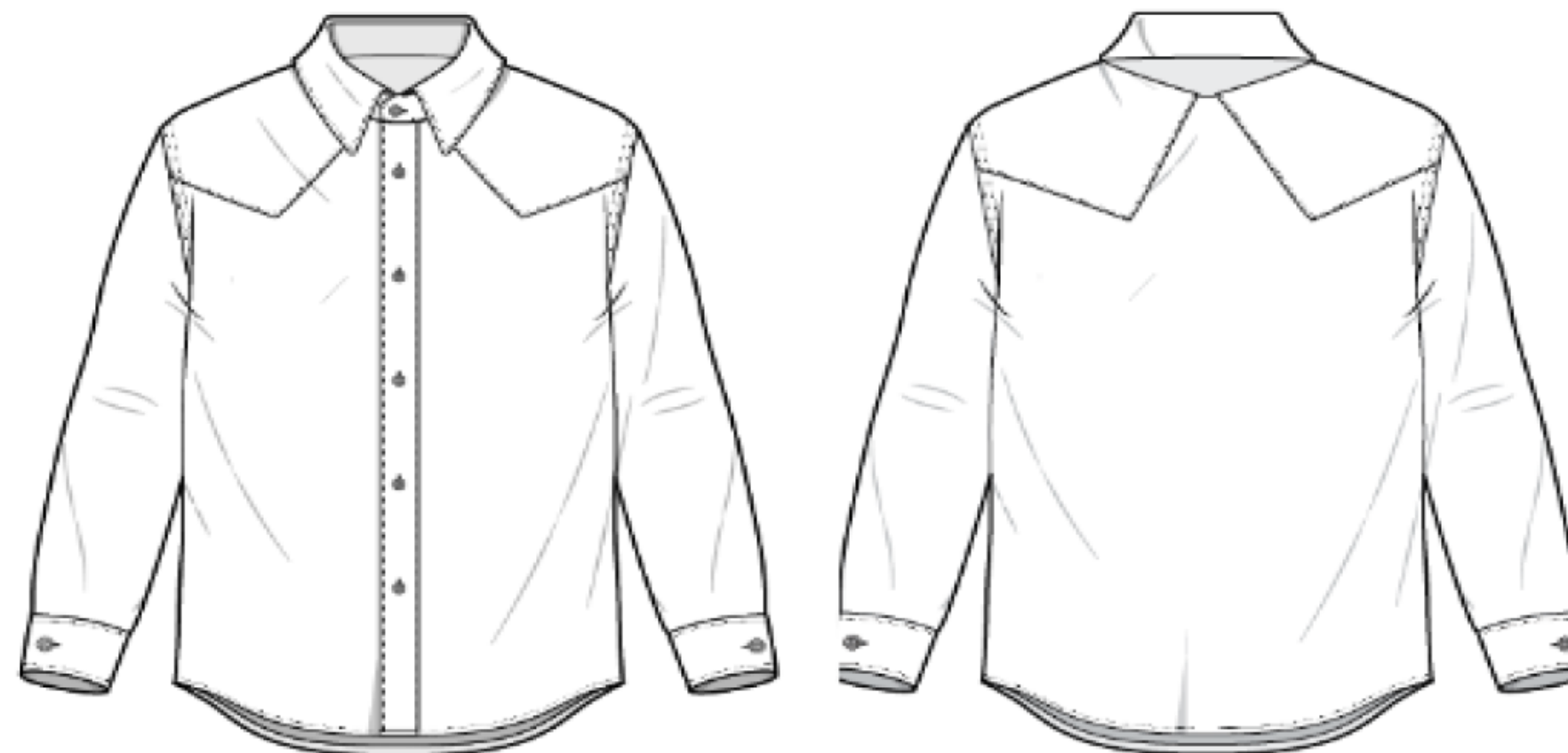
Labor (Bangladesh)	Cost per minute	Time	Cost
Labor 1: CMT	0.07	20	\$1.40
Labor 2: Finishing		0	\$0.00
Total Labor			\$1.40

Total First Cost			\$33.36
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Miscellaneous	Rate	Cost
Agents Commission %	5%	\$1.67
Duty %	19.7%	\$6.57
Shipping	10,845	\$0.54
Total Miscellaneous		\$8.78

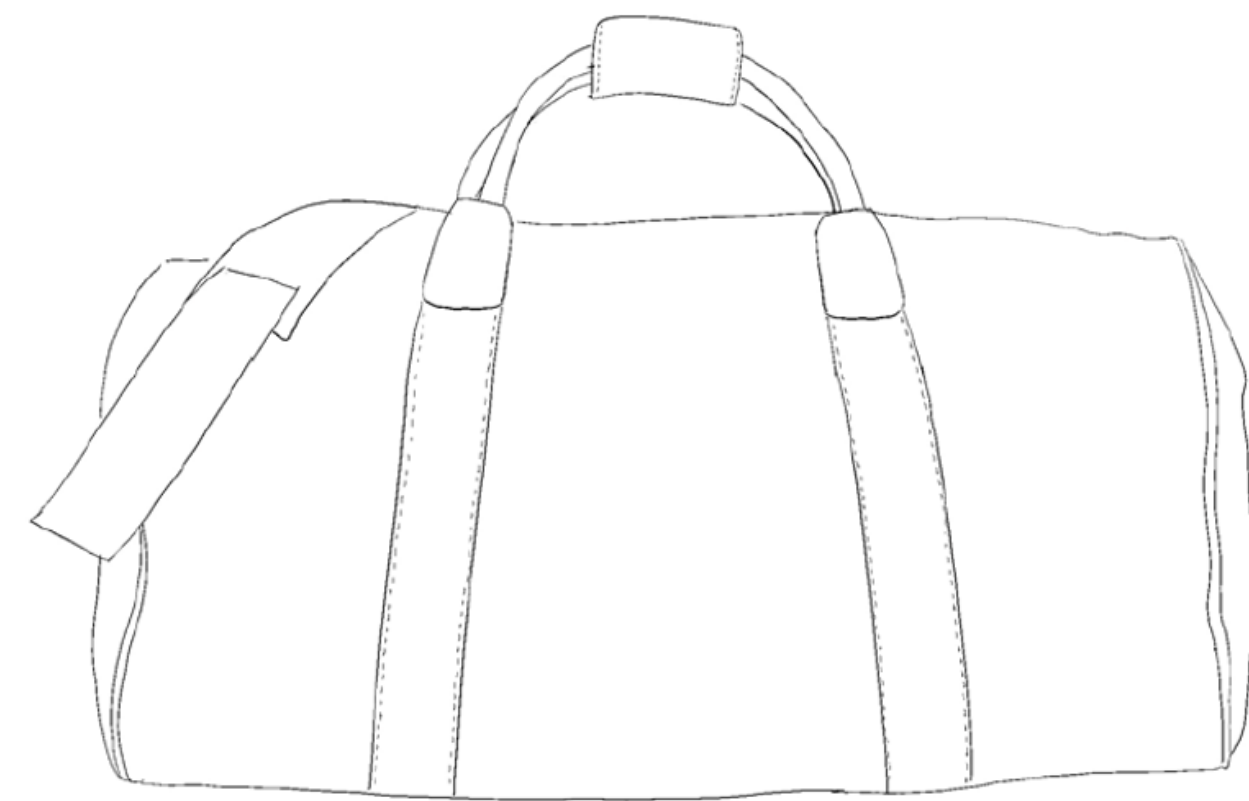
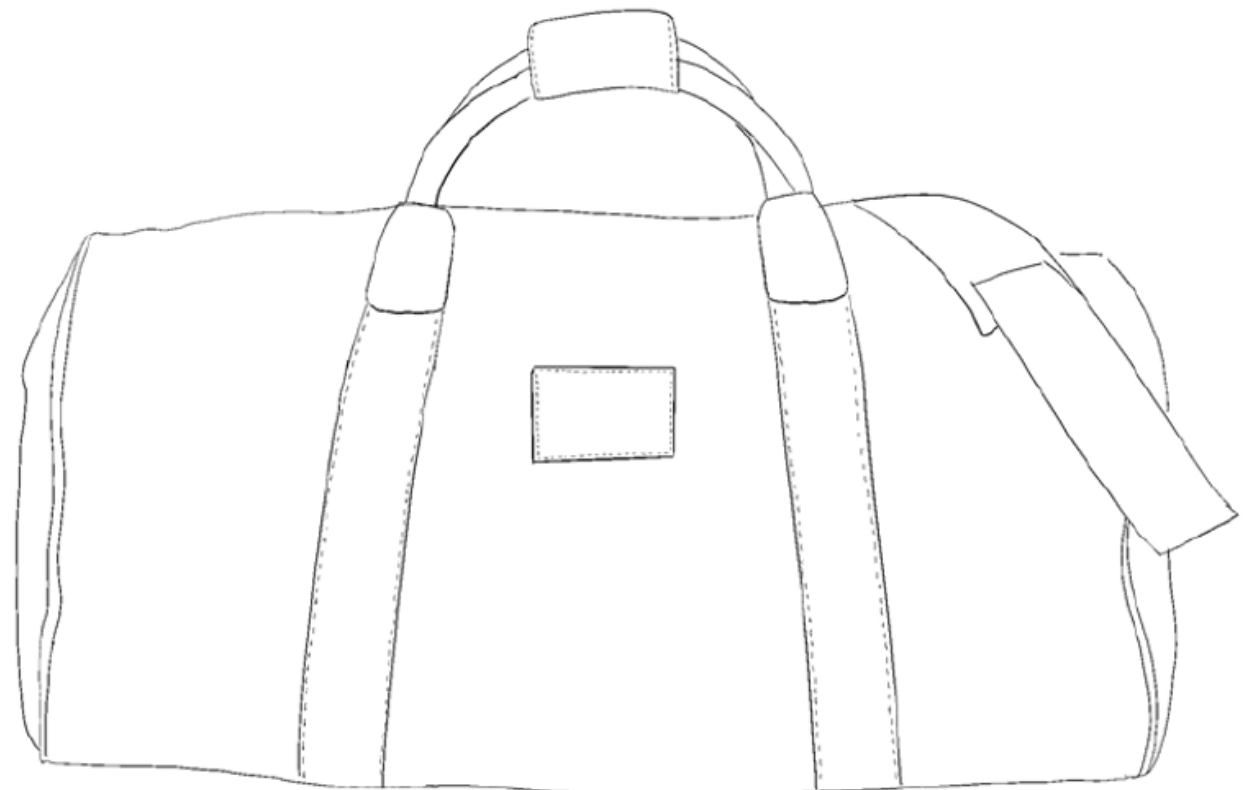
Total Landed Cost			\$42.14
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Wholesale	MU%		Cost
Wholesale Markup %	55%		\$94
Retail	MU%		MSRP
Retail Markup %	72%		\$334



COST SHEETS

Product Development Cost Sheet			
Date:	11/14/2022	Fabric Type:	Faux Suede/Denim
Style:	409826	Label:	Double RL
Description:	Duffle Bag	Country of Origin:	Bangladesh
Fabric	Yardage	Indiv. Cost	Cost
Main	3	\$12.00	\$36.00
Lining	2.5	\$3.00	\$7.50
			\$0.00
Total Fabric	5.5		\$43.50
Trim/Findings	Quantity	Indiv. Cost	Cost
Buttons			\$0.00
Zippers	1	1.50	\$1.50
Thread	140	0.00126	\$0.1817
Labels	2	\$0.50	\$1.00
Packing Materials	2	\$0.50	\$1.00
Total Trim			\$3.68
Labor (Country)	Cost per minute	Time	Cost
Labor 1: CMT	0.07	100	\$7.00
Labor 2: Finishing			\$0.00
Total Labor			\$7.00
Total First Cost			\$54.18
Miscellaneous	Rate	Cost	
Agents Commission %	5%	\$2.71	
Duty %	8.4%	\$4.55	
Shipping	10845.00	\$0.54	
Total Miscellaneous		\$7.80	
Total Landed Cost			\$61.98
Wholesale	MU%		Cost
Wholesale Markup %	55%		\$138
Retail	MU%		MSRP
Retail Markup %	72%		\$492



DENIM JACKET TECH PACK

DENIM JACKET TECH PACK



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- Summary	P.1
- Sketches	P.2 - P.2
- Materials	P.3 - P.7
- Sizes	P.8 - P.14

Members

- Owner	Mafer Naranjo Saona
---------	---------------------

Style Info

Brand:	Double RL
Category:	Outerwear
Country of Origin:	Bangladesh
Retail Price:	\$491
- Units:	Inches
- Sizes:	XS, S, M, L, XL, XXL
- Sample Size:	M
- Color Combo:	DARK, LIGHT
- Sample Color:	DARK

Version

Created on: Nov 2, 2022 14 : 58





FALL

(*) Sample size is highlighted in darker green

Materials

Description		PLACEMENT	SUPPLIER	COMBO 1	COMBO 2	*DARK	LIGHT
	Heavyweight Denim Twill	Body/Shell	Mood	Dark Blue	Light Blue		
	Sherpa Fleece	Collar/Lapel	Mood	Beige	Beige		
	Denim Thread	Seams/Top Stitching	Gutermann	Gold	Gold		
	Dungaree Buttons	Double-Breasted x4	Dritz	Copper	Copper		
	Label	Below Back Undercollar	Alibaba	Navy Blue	Navy Blue		
	Care Label	Inner Lower Right Side Seam	Alibaba	White	White		
	Hangtag		Alibaba	Light Brown	Light Brown		



FALL

Materials

Heavyweight Denim Twill

Fabric Content: 100% Cotton
Fabric Weight: 8.5 oz



Sherpa Fleece

Fabric Content: 100% Polyester
Weight: 370 GSM



Label

- 1 Brand Label
- 2 Size
- 3 Fabric Content



Care Label



58

SCAD



FALL

Materials

Denim Thread

Content: 100% Polyester



Dungaree Buttons



Po
Co

FALL

AD

Created on: Nov 2, 2022 14 : 58
Page 4 of 14

Materials

Hangtag



SCAD

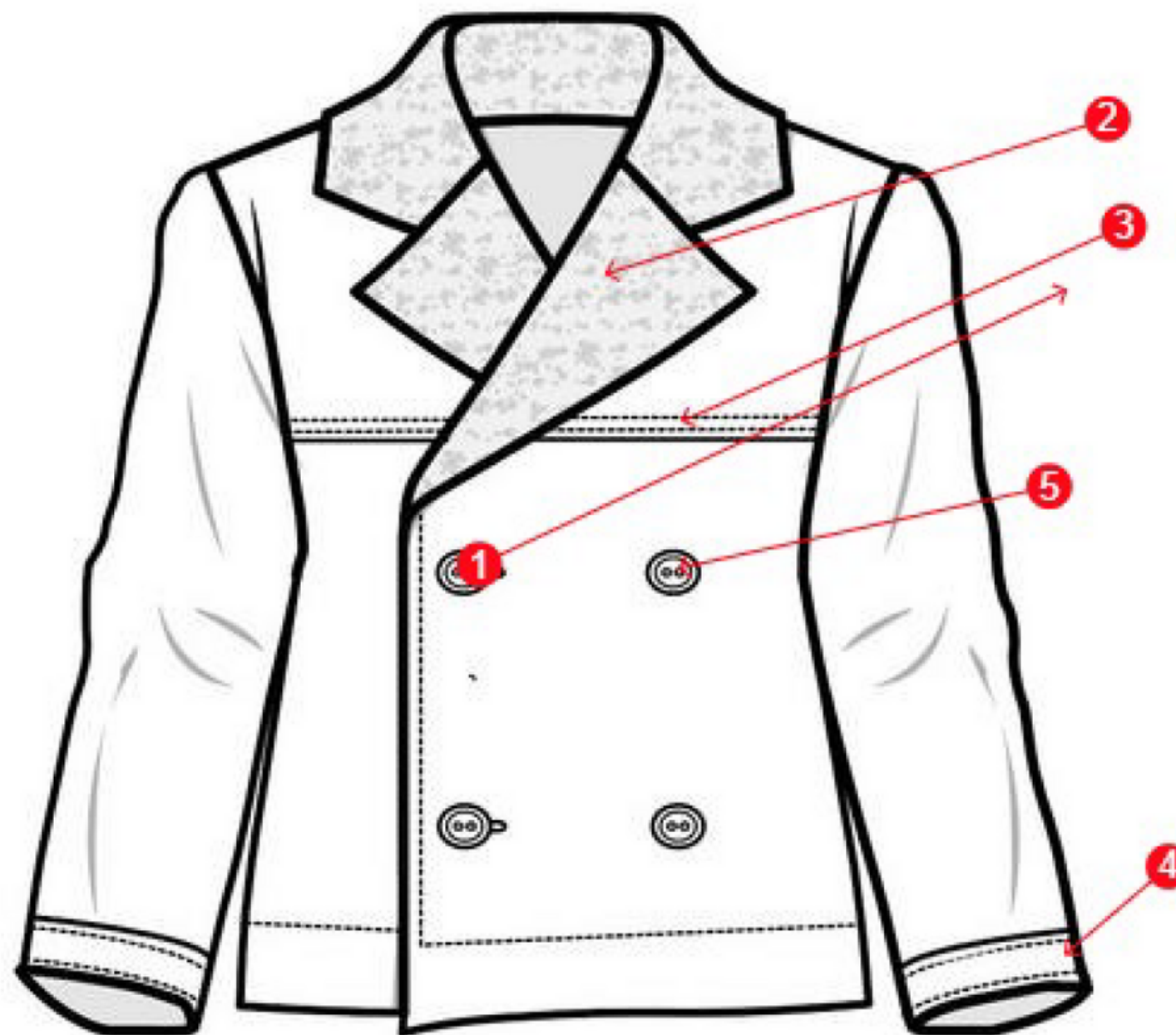


FALL

Sketches

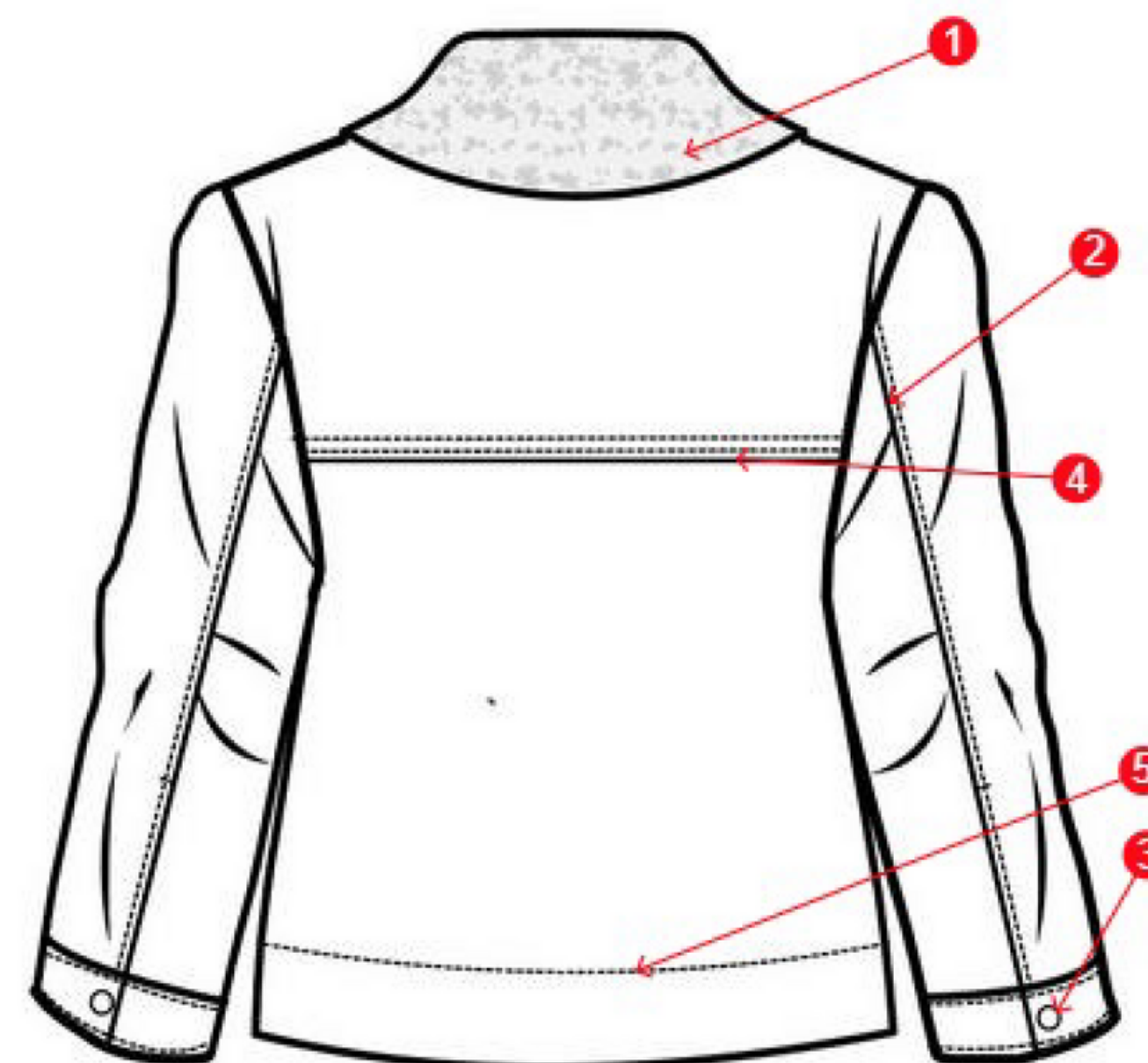
Denim Jacket Front

- 1 Buttonhole Placement
- 2 Fur Collar and Lapel
- 3 Yoke with double top stitching
- 4 Cuff with top Stitching
- 5 Double-breasted button placement



Denim Jacket Back

- 1 Fleece Collar
- 2 Sleeve back seam with top stitching
- 3 Cuff opening with button
- 4 Back Yoke with double top stitching
- 5 Hem Top stitching



FALL

Denim Jacket



(*) Sample size is highlighted in darker green

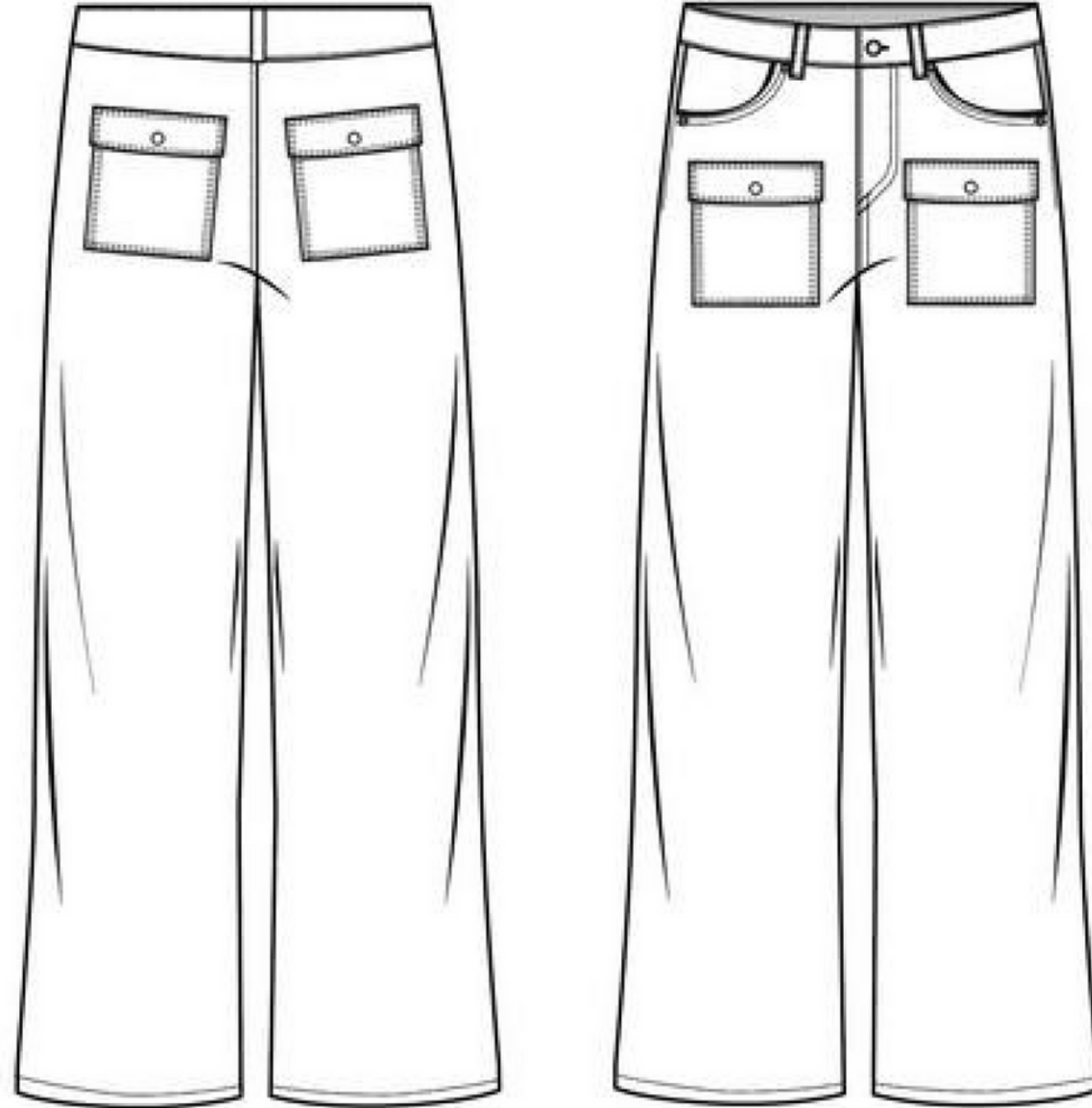
Measurements

All measurements are in inches

Description	TOL(+)	TOL(-)	XS	S	*M	L	XL	XXL
HPS to Bottom	1/2	1/2	24 1/2	24 3/4	25	25 1/4	25 1/2	25 3/4
Cross Shoulder	1/2	1/2	17 3/4	18 1/4	18 3/4	19 1/4	19 3/4	20 1/4
Back Neck Drop	1/2	1/2	0	0		0	0	0
Chest	1/2	1/2	20 3/4	21 3/4	22 3/4	23 3/4	24 3/4	25 3/4
Armhole	1/2	1/2	11 1/2	11 3/4	12	12 1/4	12 1/2	12 3/4
Hip	1/2	1/2	20 3/4	21 3/4	22 3/4	23 3/4	24 3/4	25 3/4
Waist	1/2	1/2	20 3/4	21 3/4	22 3/4	23 3/4	24 3/4	25 3/4
Sweep	1/2	1/2	20 3/4	21 3/4	22 3/4	23 3/4	24 3/4	25 3/4
Sleeve Length	1/2	1/2	29	29 1/4	29 1/2	29 3/4	30	30 1/4
Front Neck Drop	1/2	1/2	4 3/4	5 1/4	5 3/4	6 1/4	6 3/4	7 1/4
Sleeve Opening	1/2	1/2	5 1/4	5 3/8	5 1/2	5 5/8	5 3/4	5 7/8

JEANS TECH PACK

JEANS TECH PACK



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- Materials	P.3 - P.6
- Sizes	P.7 - P.10

Members

- Owner	Mafer Naranjo Saona
---------	---------------------

Style Info

Brand: Double RL

Category: Denim

Country of Origin: Bangladesh

Retail Price: \$290

- Units: Inches

- Sizes: 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 38, 40, 42

- Sample Size: 34

- Color Combo: DARK, LIGHT, MEDIUM

- Sample Color: DARK

) Sample size is highlighted in darker green

Description		PLACEMENT	SUPPLIER	*DARK	LIGHT	MEDIUM
	Heavyweight Denim Twill	Body/Shell	Mood Fabrics	Dark Blue Wash	Light Blue Wash	Medium Blue Wash
	Dungaree Buttons	Waistband/Pocket Flaps	Dritz	Copper	Copper	Copper
	Thread	Body/Shell Seams and Topstitching	Gutermann	Gold	Gold	Gold
	Brand and Size Label	Below Back Waistband (Inside)	Alibaba	Dark Blue	Dark Blue	Dark Blue
	Hangtag		Alibaba	Light Brown	Light Brown	Light Brown
	Care Label	Inner Right Side Seam	Alibaba	White	White	White

Materials

Heavyweight Denim Twill

Content: 100% Cotton
Weight: 8.5 oz



Dungaree Buttons



Materials

Thread



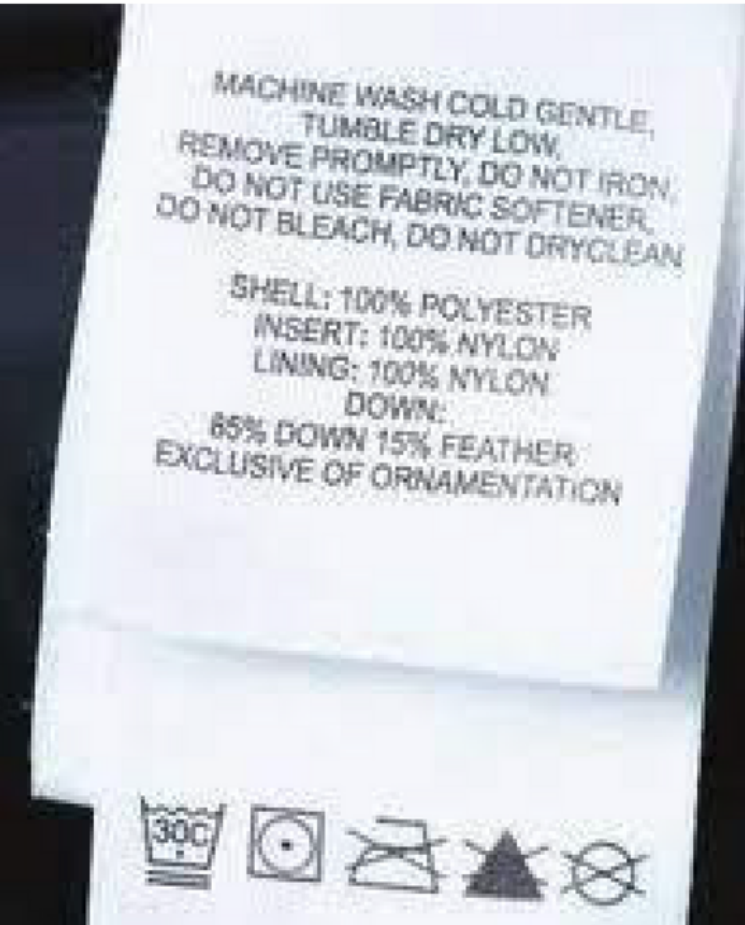
Brand and Size Label



Hangtag



Care Label



Jeans



Measurements

(*) Sample size is highlighted in darker green

All measurements are in inches

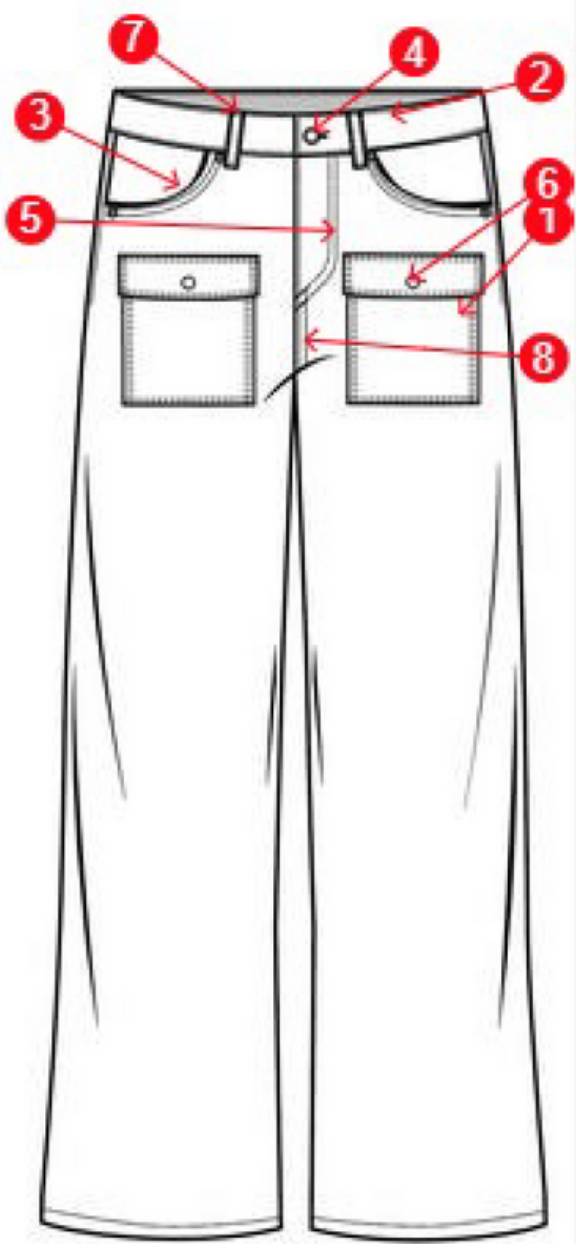
Description	TOL(+)	TOL(-)	26	27	28	29	30	31	32	33	*34	35	36	38	40	42
Waist	1/2	1/2	10 1/2	11 1/2	12 1/2	13 1/2	14 1/2	15 1/2	16 1/2	17 1/2	18 1/2	19 1/2	20 1/2	21 1/2	22 1/2	23 1/2
Front Rise	1/2	1/2	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11	11 1/2	12	12 1/2	13
Back Rise	1/2	1/2	9 1/2	10	10 1/2	11	11 1/2	12	12 1/2	13	13 1/2	14	14 1/2	15	15 1/2	16
Hips	1/2	1/2	11 3/8	12 3/8	13 3/8	14 3/8	15 3/8	16 3/8	17 3/8	18 3/8	19 3/8	20 3/8	21 3/8	22 3/8	23 3/8	24 3/8
Inseam	1/2	1/2	30	30	31	31	31	31	32	32	32	32	32	32	33	33
Leg Opening	1/2	1/2	7 1/2	7 1/2	7 1/2	7 3/4	7 3/4	7 7/8	7 7/8	8	8	8	8 1/8	8 1/4	8 1/2	8 3/4



Sketches

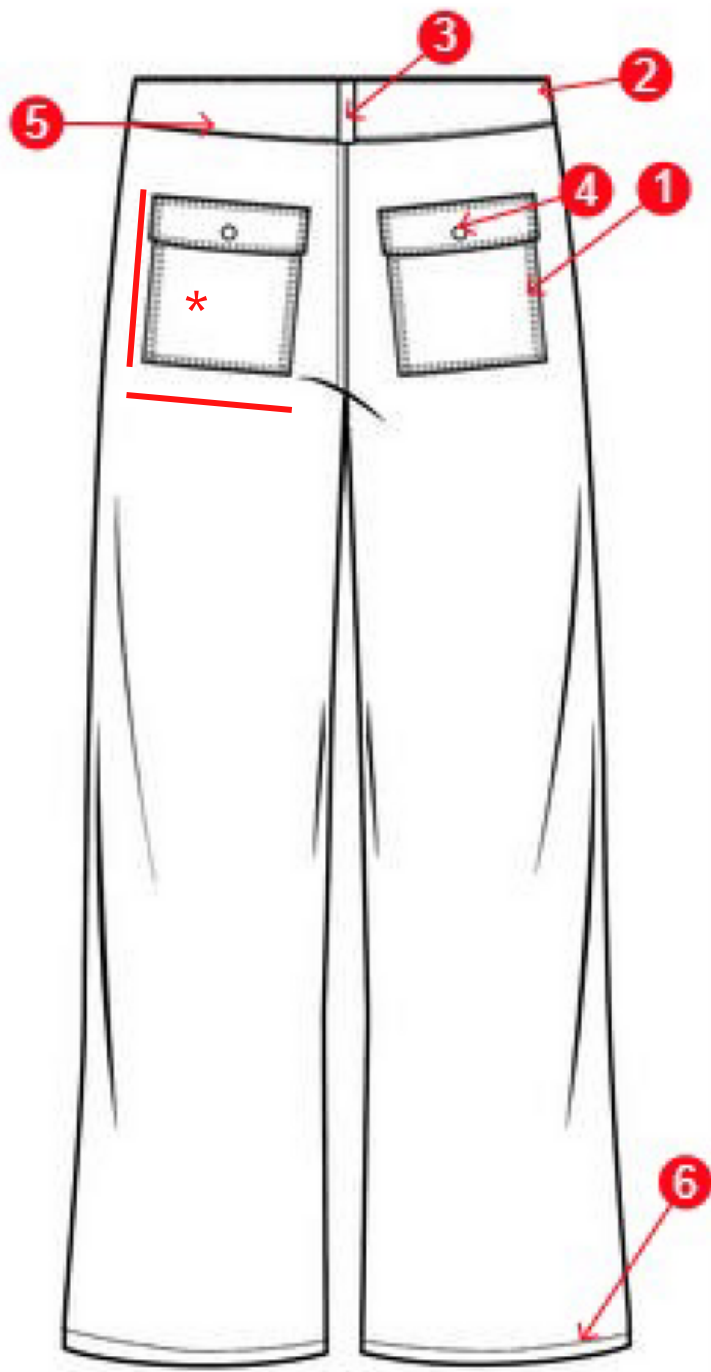
Front

- 1 Patch Pocket with Double Top Stitching
- 2 Topstitching on waistband
- 3 Inset Pocket
- 4 Button in Waisband
- 5 J-Fly
- 6 Pocket Button
- 7 Belt Loop
- 8 Double Top Stitching



Back

- 1 Back Patch Pocket
- 2 Waistband
- 3 Belt Loop
- 4 Pocket Button
- 5 Top Stitching
- 6 Hem Top Stitching



* Pocket Measurement
Width: 8 in
Height: 8 in
Flap length: 2 in

SHIRT TECH PACK

SHIRT TECH PACK

MENSWEAR SHIRT FALL WINTER 201819

Double RL Shirt



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- Summary	P.1
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- Materials	P.3 - P.6
- Sizes	P.7 - P.9

Members

- Owner	Andrea Hernandez
---------	------------------

Style Info

- Units: Inches
- Sizes: XS, S, M, L, XL, XXL
- Sample Size: M
- Retail Price: \$312

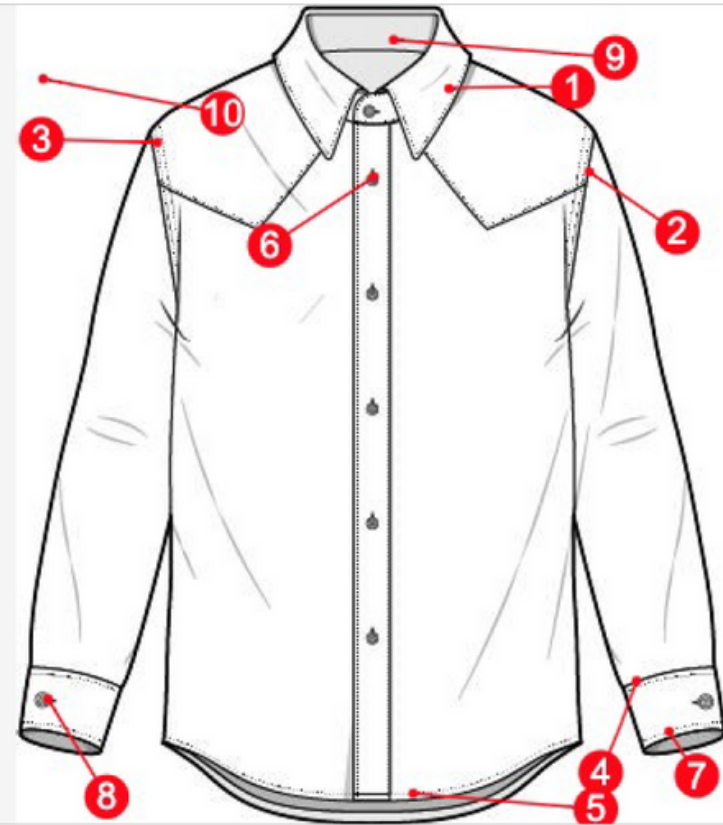
Existing Versions

V1 by Andrea Hernandez	Nov 13, 2022 22:0:3
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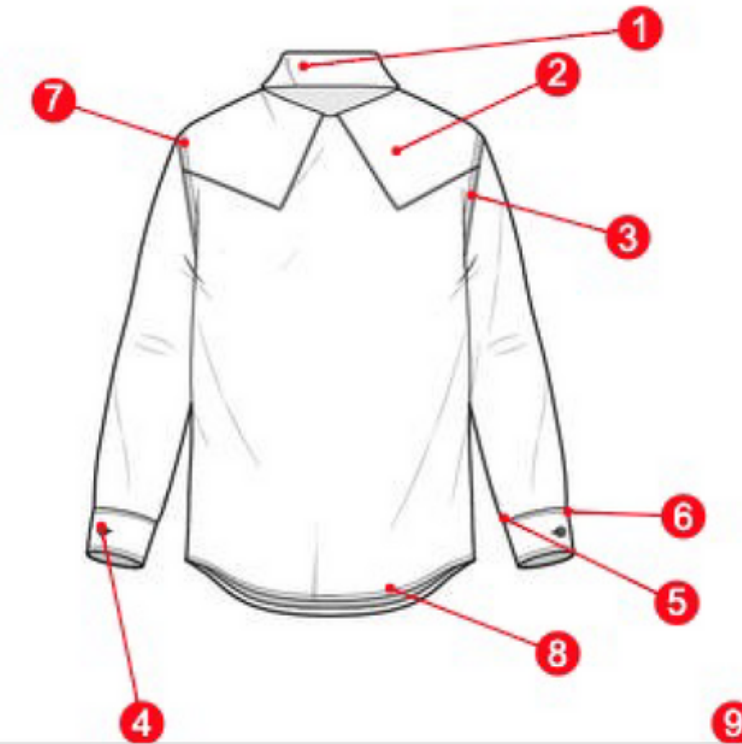
Sketches

Double RL Shirt - Front



- 1 Collar
- 2 Arm Hole Seam Double Top Stitching
- 3 Shoulder Seam With Double Top Stitching
- 4 Sleeve Cuff
- 5 Hem
- 6 Buttons
- 7 Top Stitching
- 8 Cuff Closure with Button
- 9 Collar Stand
- 10 Shoulder Patches






Double RL Shirt - Back



- 1 Main Fabric
- 2 Shoulder Patches
- 3 Arm Hole Seam with Double Top Stitching
- 4 Cuff Closure with Buttons
- 5 Sleeve Cuff
- 6 Top Stitching
- 7 Shoulder Seam with Double Top Stitching
- 8 Hem
- 9



Materials

Shoulder Detail Fabric	Sewing Thread	Label
		
	<div>1</div> <div>Sewing Thread</div>	<div>1</div> <div>Brand Name</div> <div>2</div> <div>Shirt Size</div> <div>3</div> <div>Fabric Content</div>
Care Tag	Hangtag	
		
<div>1</div> <div>Wash Care Label</div>		



Materials

Suede Fabric



Twill





Materials

(*) Sample size is highlighted in darker green

Description		DESCRIPTION	PLACEMENT/POSITION	COLOR REFERENCE	SUPPLIER
	Shoulder Detail Fabric	Dark Khaki Faux Suede	Shoulder Patches	Brown	Mood
	Sewing Thread	Gutermann Cotton Thread	Along the Seams	Brown	Mood
	Label	Screen Printed Brand Logo Woven Label	Below Back Undercollar	Navy	Alibaba
	Care Tag	Care Label	Inner Lower Right Side Seam	White	Alibaba
	Hangtag	Thick Paper Hangtag	TBD	Light Brown	Alibaba
	Suede Fabric	Cognac Heavy Scuba Knit Suede	Sleeves	Brown	Mood
	Buttons	Brown Plastic 4-Hole Button	Double Breasted x 4	Brown	Mood
	Pattern Fabric	Geometric Cotton Twill	Body/Shell	Brown/Beige	Mood



Double RL Shirt



(*) Sample size is highlighted in darker green

Measurements

All measurements are in inches

Description	XS	S	*M	L	XL	XXL	TOL(-)	TOL(+)
Hips to Bottom	24 1/2	24	25	25 1/4	25 1/2	25 3/4	1/2	1/2
Cross Shoulder	17 3/4	18 1/4	18 3/4	19 1/4	19 3/4	20 1/4	1/2	1/2
Back Neck Drop	0	0	0	0	0	0	1/2	1/2
Chest	20 3/4	21 3/4	22 3/4	23 3/4	24 3/4	25 3/4	1/2	1/2
Armhole	11 1/2	11 3/4	12	12 1/4	12 1/2	12 3/4	1/2	1/2
Hip	20 3/4	21 3/4	22 3/4	23 3/4	24 3/4	25 3/4	1/2	1/2
Waist	20 3/4	21 3/4	22 3/4	23 3/4	24 3/4	25 3/4	1/2	1/2
Sweep	20 3/4	21 3/4	22 3/4	23 3/4	24 3/4	25 3/4	1/2	1/2
Sleeve Length	29	29 1/4	29 1/2	29 3/4	30	30 1/4	1/2	1/2
Front Neck Drop	4 3/4	5 1/4	5 3/4	6 1/4	6 3/4	7 1/4	1/2	1/2
Sleeve Opening	5 1/4	5 3/8	5 1/2	5 5/8	5 3/4	5 7/8	1/2	1/2

CARGO PANTS TECH PACK

CARGO PANTS TECH PACK



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- Sizes	P.8 - P.8

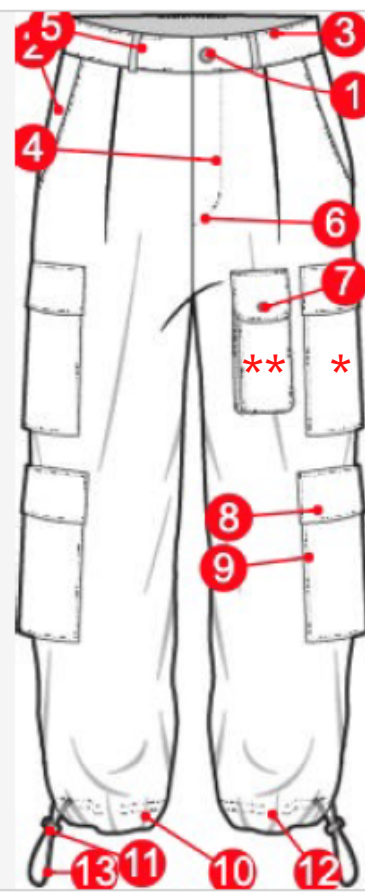
Members	
- Owner	Andrea Hernandez

Style Info	
- Units:	Inches
- Retail Price:	\$381
- Sizes:	26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 38, 40, 42

Sketches



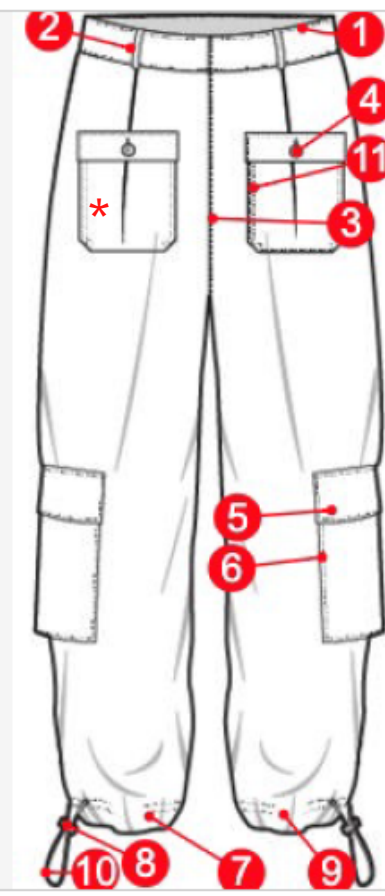
Double RL Pants - Front



*Side Large Pocket Measurements:
Width: 8 in
Height: 10 in
Flap Height: 3 in

**Front Smaller Pocket Measurements:
Width: 4 inches
Height: 8 inches
Flap height: 3 inches







Double RL Pants - Back



*Back Pocket Measurement
Width: 8 in
Height: 8 in
Flap Height: 2 in

- 1 Button in waistband
- 2 Inset Pocket
- 3 Topstitching on waistband
- 4 J-Fly
- 5 Belt Loop
- 6 Double Top Sticking
- 7 Pocket Button
- 8 Cargo Flap Pocket
- 9 Double Top Sticking
- 10 Scrunch bottoms
- 11 Drawstring Cord ends
- 12 Double Top Sticking
- 13 Drawstring Cord



- 1 Topstitching on waistband
- 2 Belt Loop
- 3 Double Top Sticking
- 4 Pocket Button
- 5 Cargo Flap Pocket
- 6 Double Top Sticking
- 7 Scrunch bottoms
- 8 Drawstring Cord ends
- 9 Double Top Sticking
- 10 Drawstring Cord
- 11 Double Top Sticking

Sewing Thread	Label	Care Tag
		
1 Sewing Thread	1 Brand Name 2 Shirt Size 3 Fabric Content	1 Wash Care Label
Hangtag	Suede Fabric	Buttons
		



(*) Sample size is highlighted in darker green

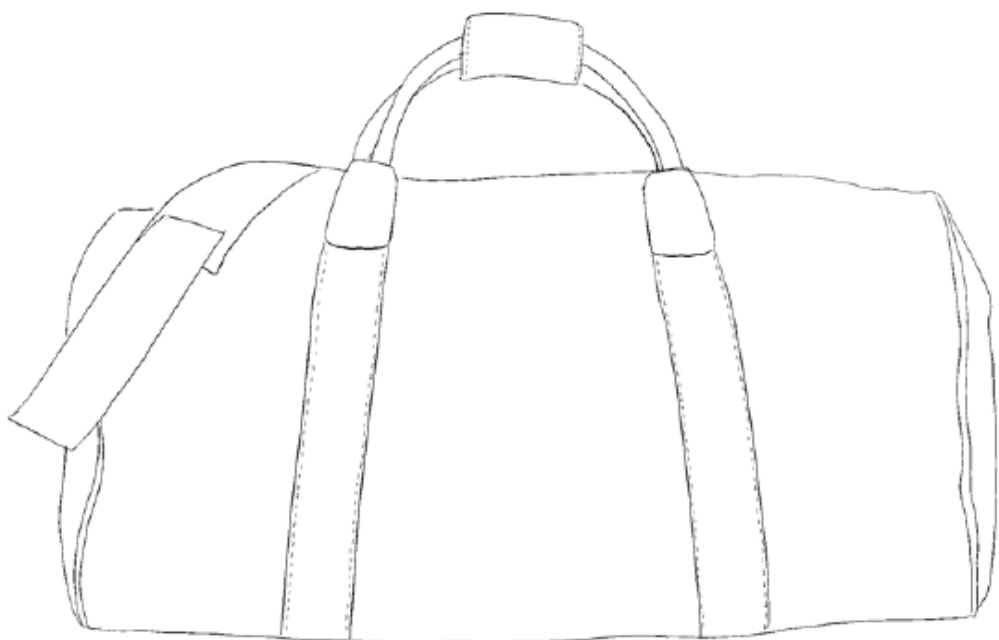
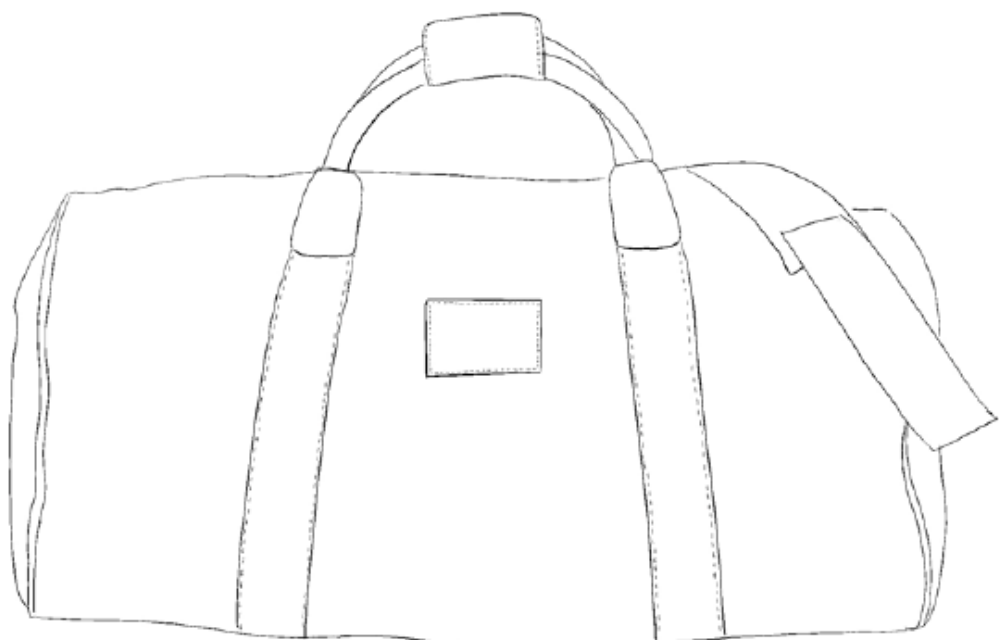
Materials

Description		DESCRIPTION	PLACEMENT/POSITION	COLOR REFERENCE	SUPPLIER	
		Sewing Thread	Gutermann Cotton Thread	Along the pocket Seams	Brown	Mood
		Label	Screen Printed Brand Logo Woven Label	Inside Waist on Seams	Navy	Alibaba
		Care Tag	Care Label	Inner Lower Right Side Seam	White	Alibaba
		Hangtag	Thick Paper Hangtag	TBD	Light Brown	Alibaba
		Suede Fabric	Cognac Heavy Scuba Knit Suede	Pockets	Brown	Mood
		Buttons	RL Button	Waistband/Pockets	Brown	RL
		New card...	Gold 100m Gutermann Thread	Along the Seams	Light brown/yellow	Mood

All measurements are in inches

DUFFLE BAG TECH PACK

DUFFLE BAG TECH PACK



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Members

- Owner	Mafer Naranjo Saona
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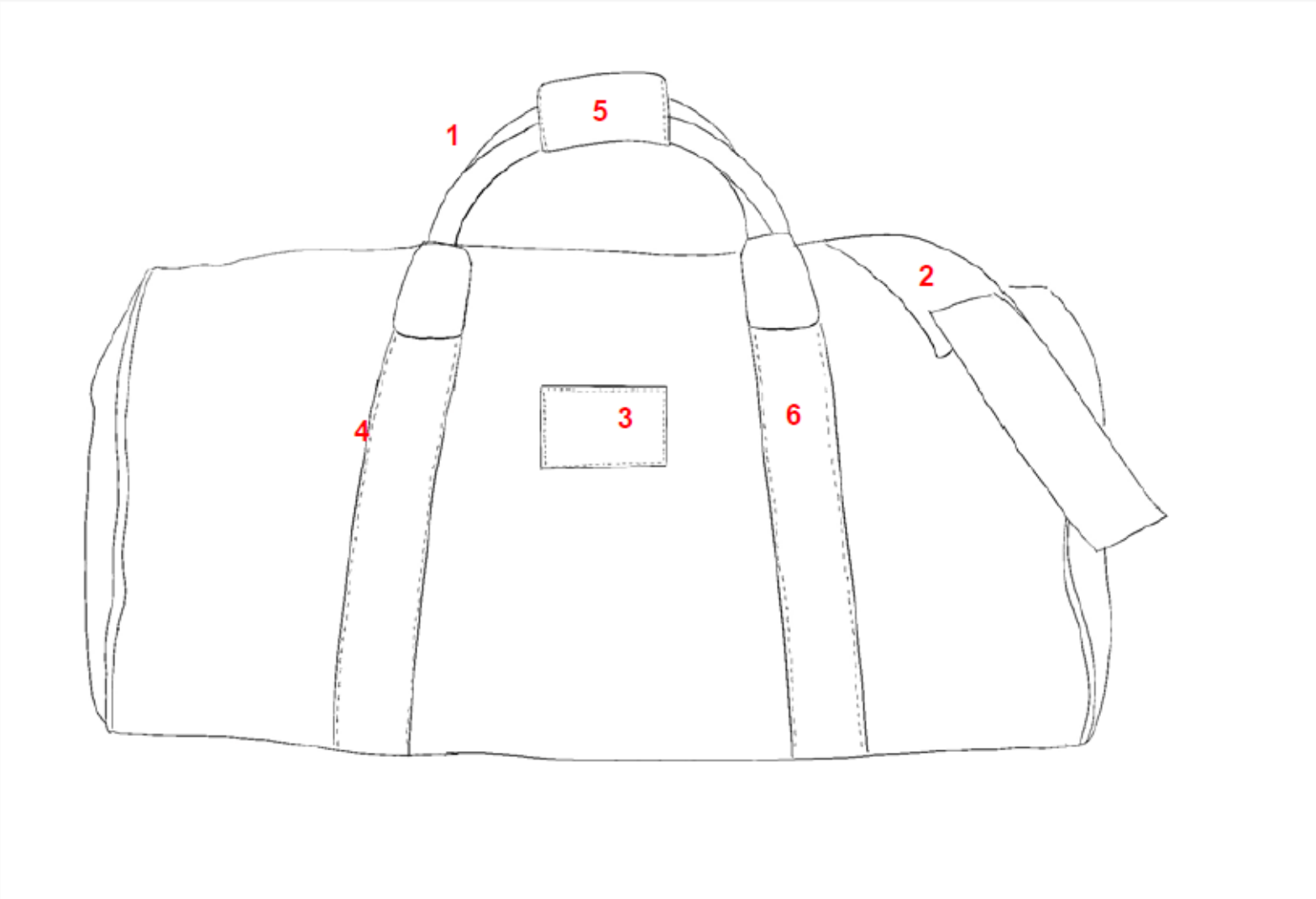
Style Info

- Brand: Double RL
Category: Accessories
Country of Origin: Bangladesh
Retail Price: \$600
- Units: Inches
 - Sizes: Standard
 - Sample Size: Standard
 - Color Combo: Denim/Faux Suede
 - Sample Color: Beige/Brown

Sketches

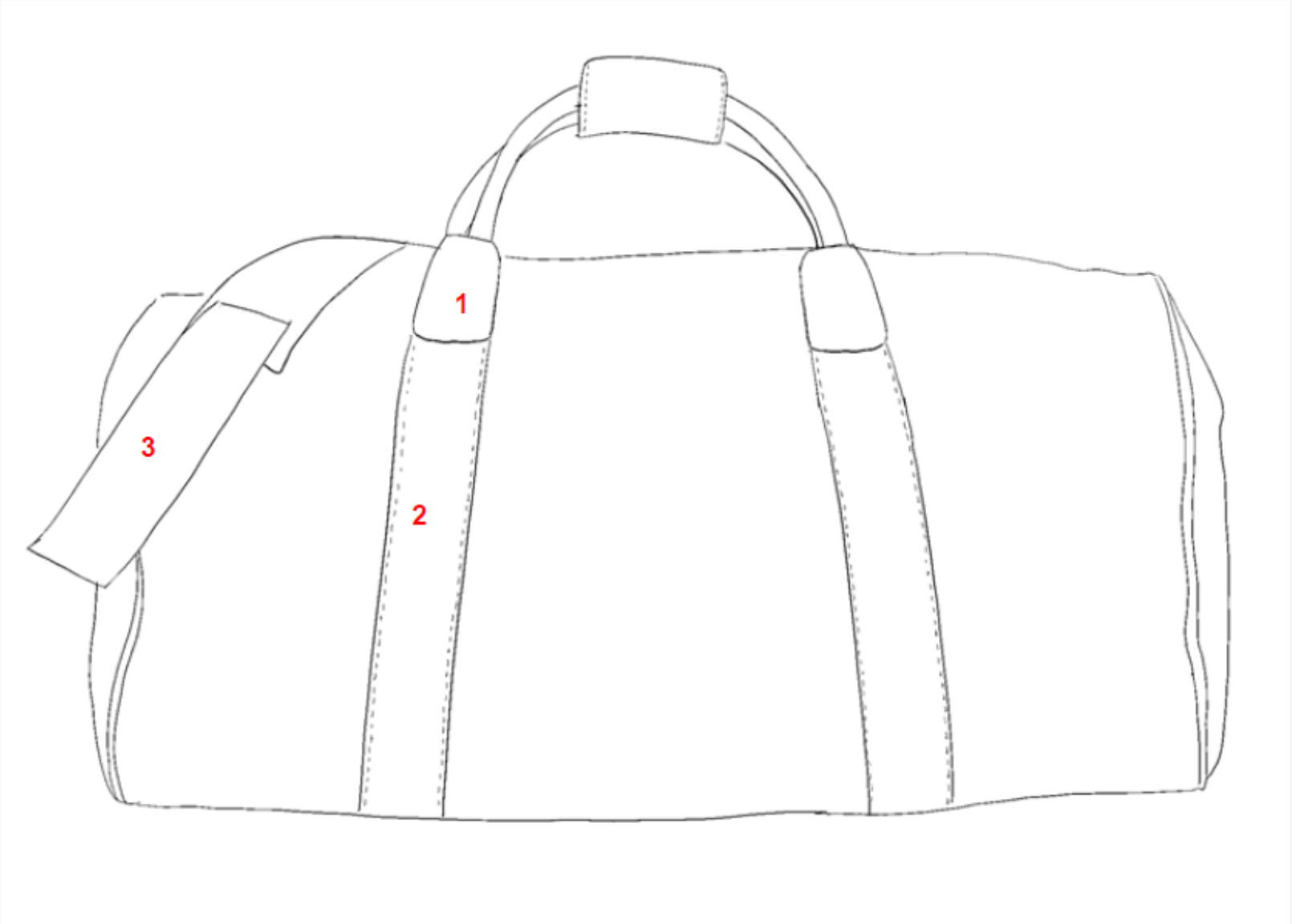
Duffle Bag







- 1 Handle
- 2 Long Strap
- 3 Label
- 4 Top Stitching
- 5 Strap to join handles
- 6 Attached Straps



Duffle Bag Back

- 1 Suede Handle Reinforcements
- 2 Top Stitching
- 3 Suede detail on strap



Materials	Zipper	Thread
<p>Knit Suede</p> <p>Content: 97% Polyester, 3% Spandex</p> 		
Hangtag	Care Label	Brand and Size Label
		



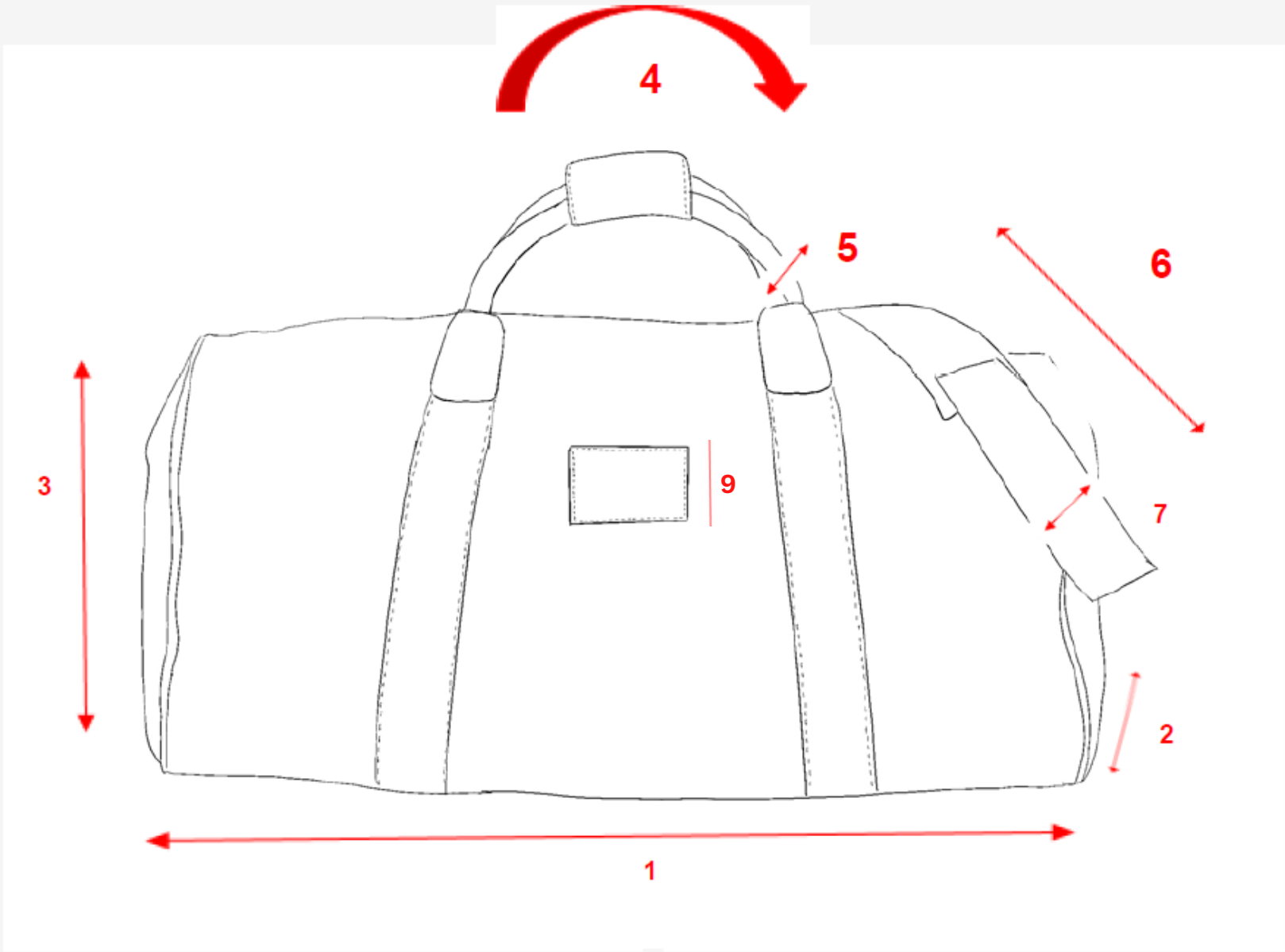
Materials

(*) Sample size is highlighted in darker green

Description		PLACEMENT	SUPPLIER	Suede	Denim
	Knit Suede	Body/Shell	Mood Fabrics	Dark Blue Wash	Light Blue Wash
	Zipper	Top Closure	Alibaba	Copper	Copper
	Thread	Body/Shell Seams and Topstitching	Gutermann	Brown	Gold
	Brand Label	Front of Bag	Alibaba	Brown	Brown
	Hangtag		Alibaba	Light Brown	Light Brown
	Care Label	Inner Right Side Seam	Alibaba	White	White

Duffle Bag

Measurements



Duffle Bag

Measurement Chart

Measurements		
	Description	Standard
1	Length	24
2	Width	12
3	Height	14
4	Handle Length	12
5	Handle Width	1
6	Strap Length	50
7	Strap Width	3
8	Label Height	2
9	Label Width	4

SOURCES

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<https://www.heddels.com/2018/06/rrl-history-philosophy-and-iconic-products/>
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