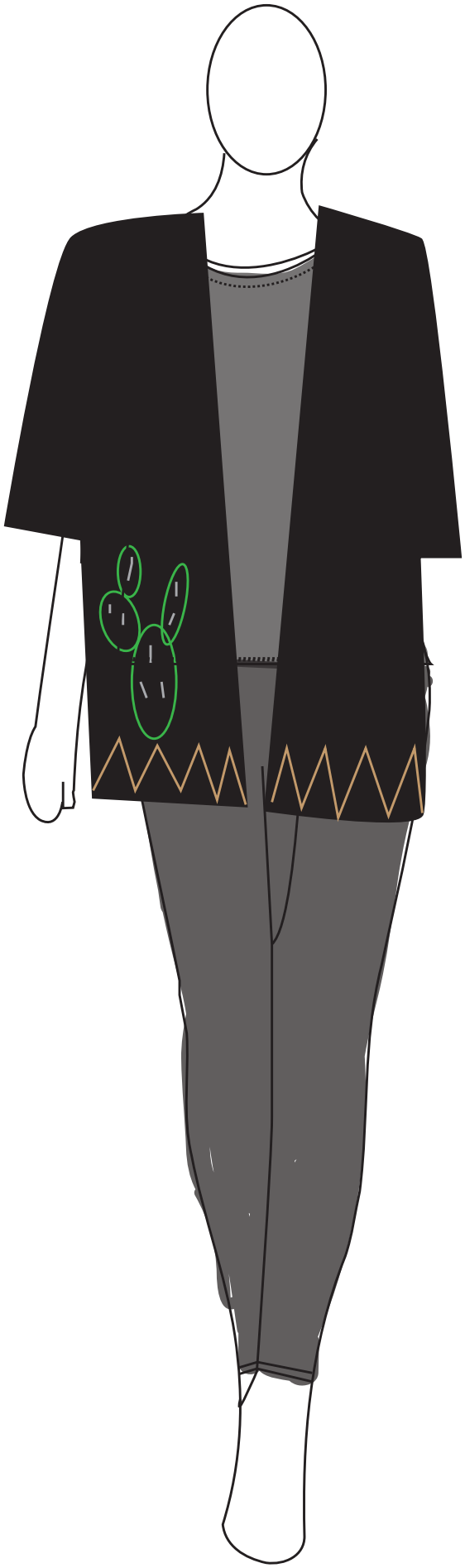
Erika Cortez

FFM

Fall 2016

Product Philosophy:

This collection is a reflection of Carla Fernandez's own design of coping the indigenous clothing that consist of basic square and rectangle shapes with added embroidery. These garments are oversize for those who want or like the relax felling oversize garments. The garments can be worn alone or they can be worn over any piece of clothing the person already has. Customers consist of working college students as well as working women, between the ages of 25-40 years old. Not only 25-40 year old women can wear these garments some of the pieces can be also worn by much older women, for example the black open pancho can be worn by anyone. The price range will consist from $75-$100.



Costumer Statement:

LILA is a trendy store that provides affordable price clothing to women who like being on top of the fashion trend or someone who simply wanting to try something new, or someone who is in search of their own style. Each piece that **LILA** provides to their customers can be easily incorporated in that persons own senses of style. **LILA** is targeted towards women between the ages of 20- 35 who are working in a part-time or full-time job and who are also balancing both school and job.

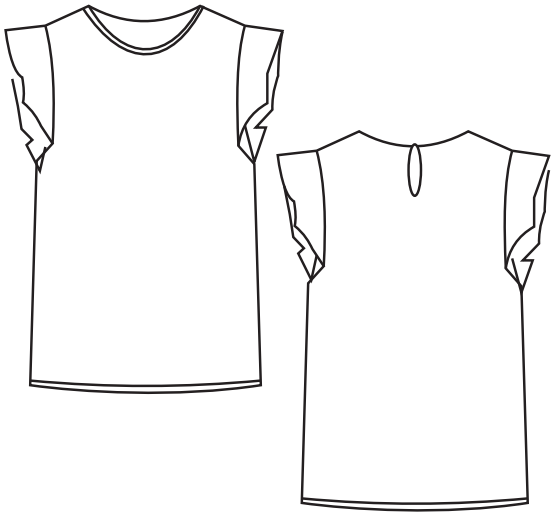
My distribution will be coming from Bangladesh.

Target Costumers: 20 - 35

Price Point: $15-$40

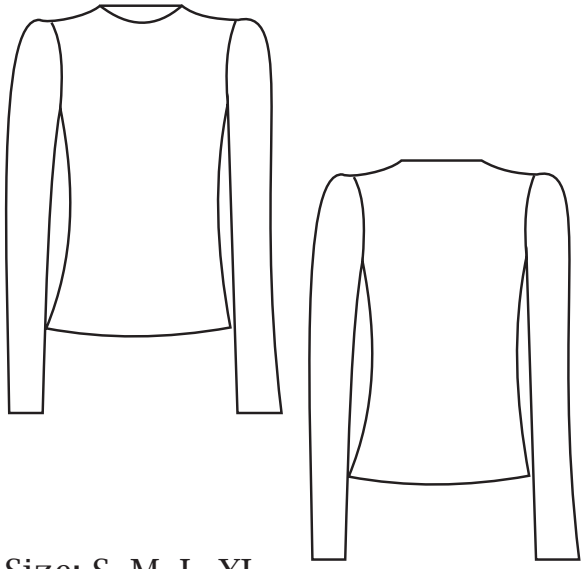
LILA - Tops - Line Sheet

Style # 0005



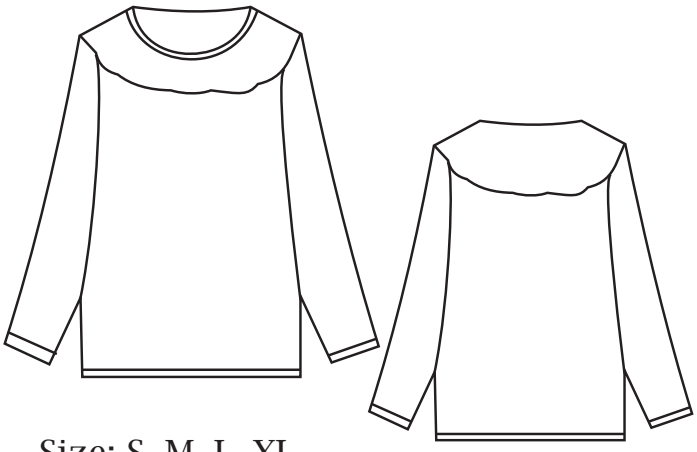
Size: S, M, L, XL
Cotton
Red, Black, Green

Style # 0006



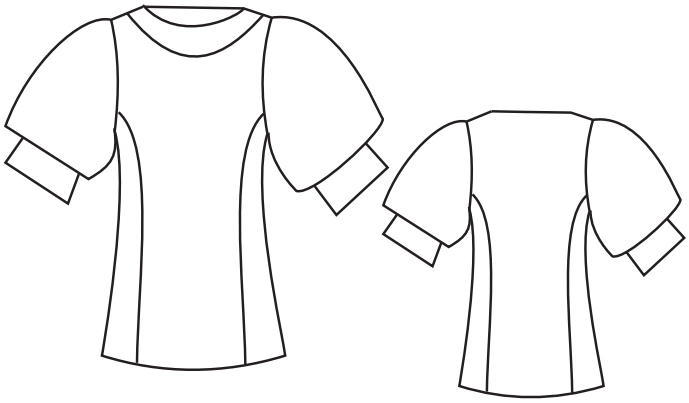
Size: S, M, L, XL
Cotton Spandex
Red, Green, Brown, Black

Style # 0007



Size: S, M, L, XL
Poly Cotton
Red, Tan, Green, Brown, Black

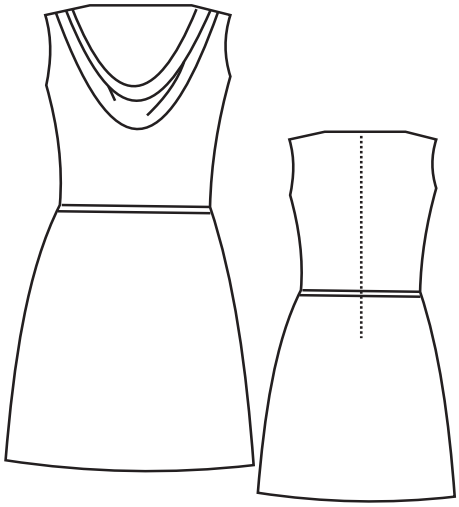
Style # 0008



Size: S, M, L, XL
Cotton
Red, Brown, Black

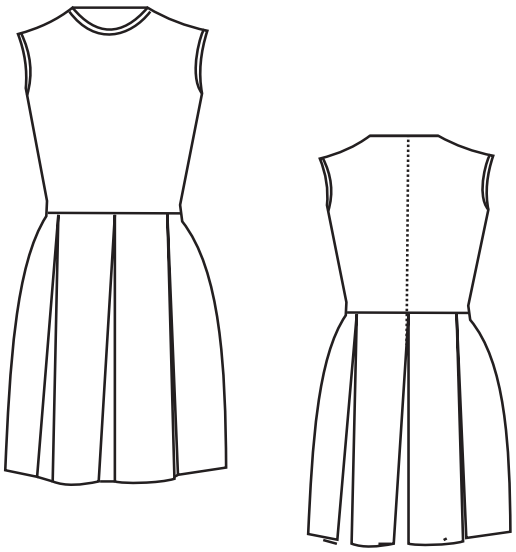
LILA - Dresses - Line Sheet

Style # 0001



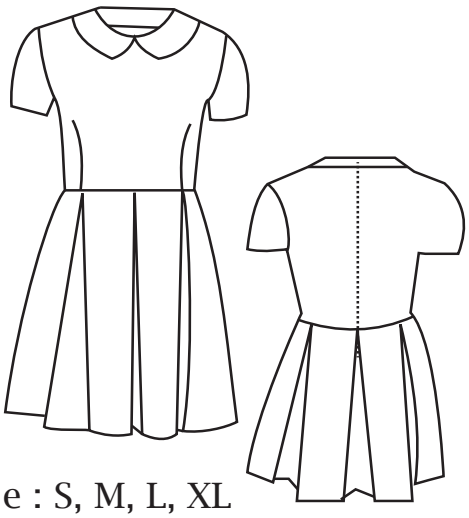
Size: s, M, L, XL
Poly Cotton
Green, Red, Black

Style # 0002



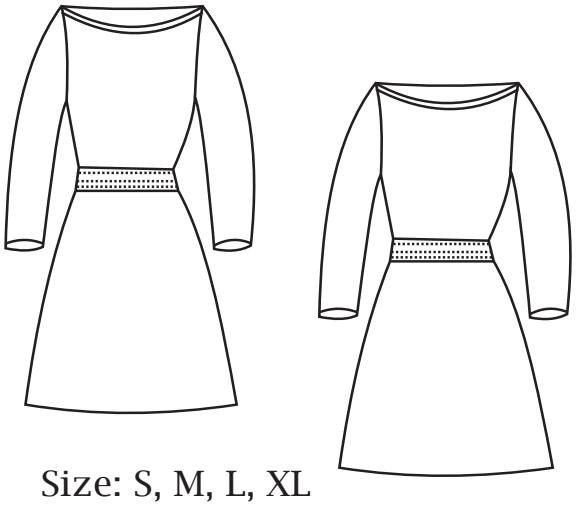
Size: S, M, L, XL
Poly Cotton
Red, Black Brown

Style # 0003



Size : S, M, L, XL
Poly Cotton
Green, Black

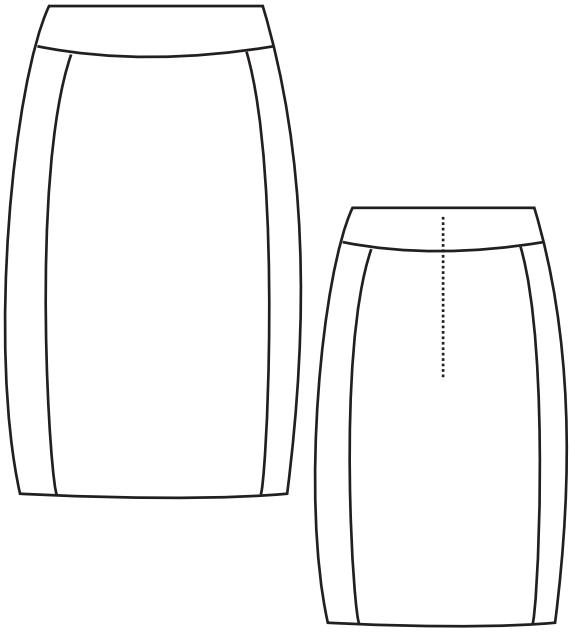
Style # 0004



Size: S, M, L, XL
Cotton
Red, Brown, Tan, Green

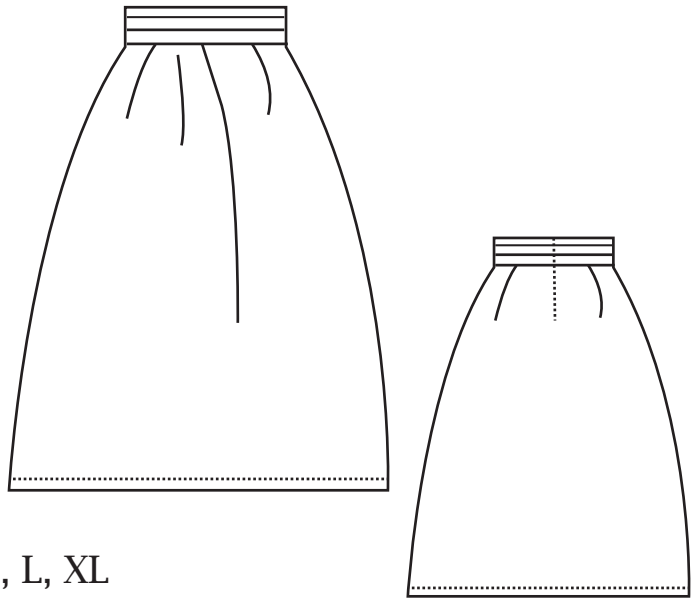
LILA - Skirts - Line Sheet

Style # 0009



Size: S, M, L, XL
Cotten Strech
Tan, Red, Green, Brown, Black

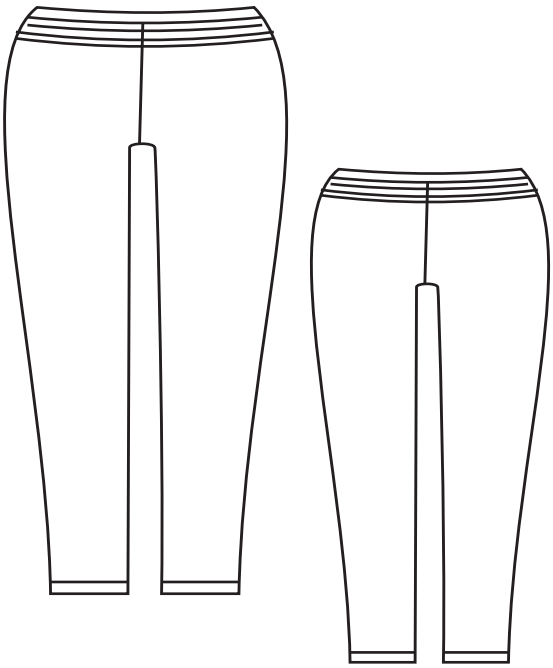
Style # 0010



Size: S, M, L, XL
Poly Cotton
Tan, Red, Green, Brown, Black

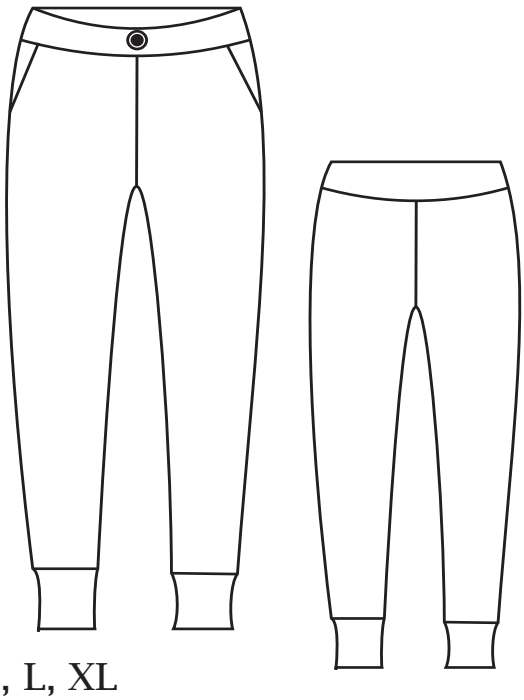
LILA - Pants - Line Sheet

Style # 0011



Size: S, M, L, XL
Poly Cotton, Spandex
Brown, Black

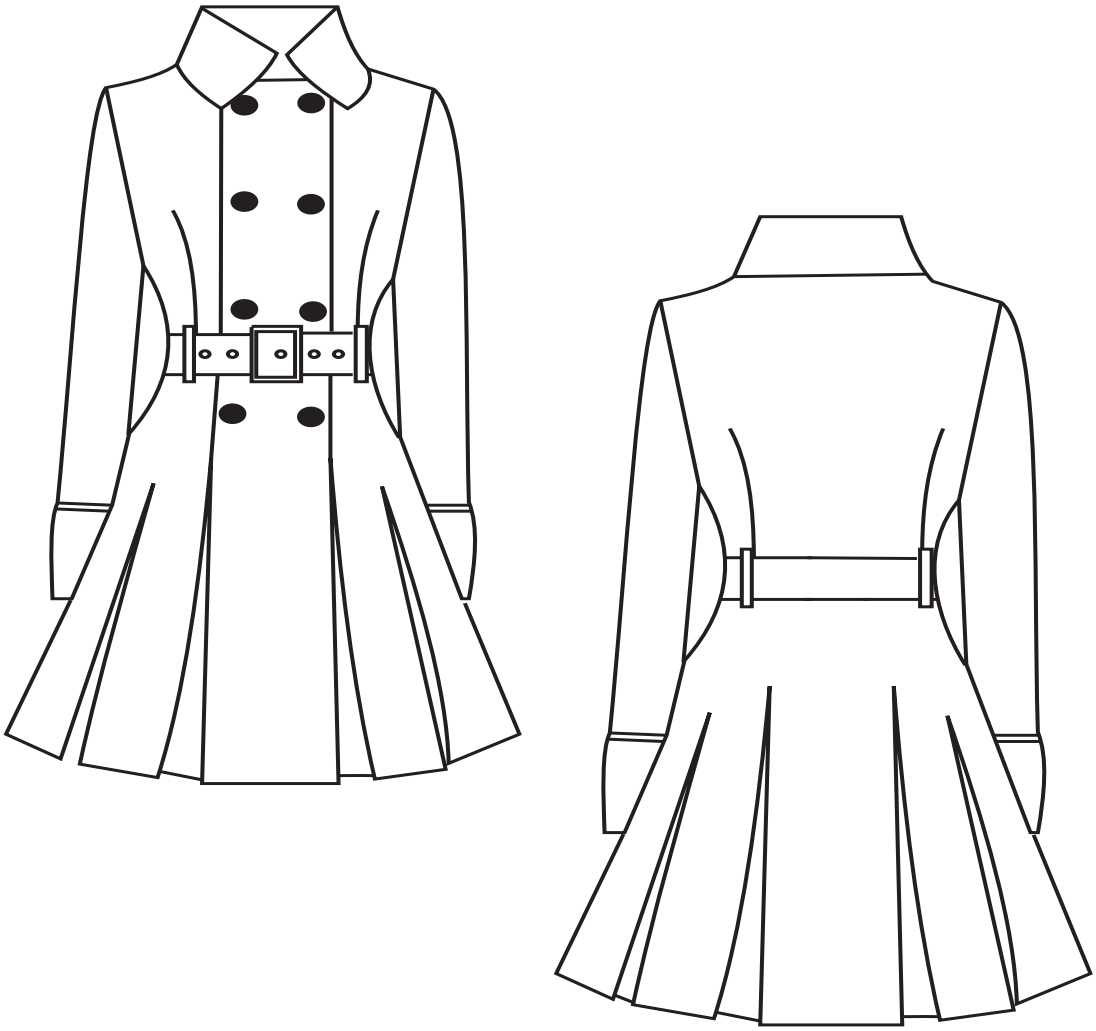
Style # 0012



Size: S, M, L, XL
Poly Cotton, Spandex
Brown, Black, Green

LILA - Jacket - Line Sheet

Style # 0013

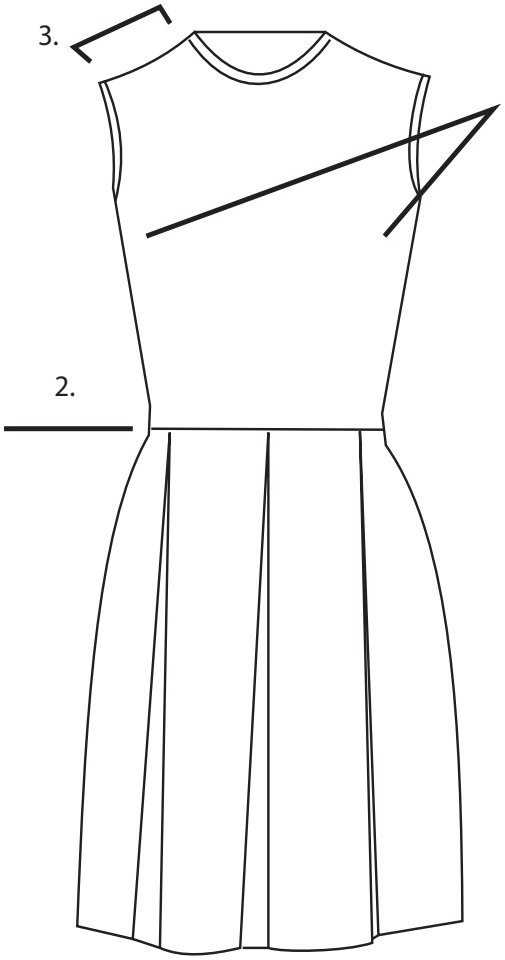


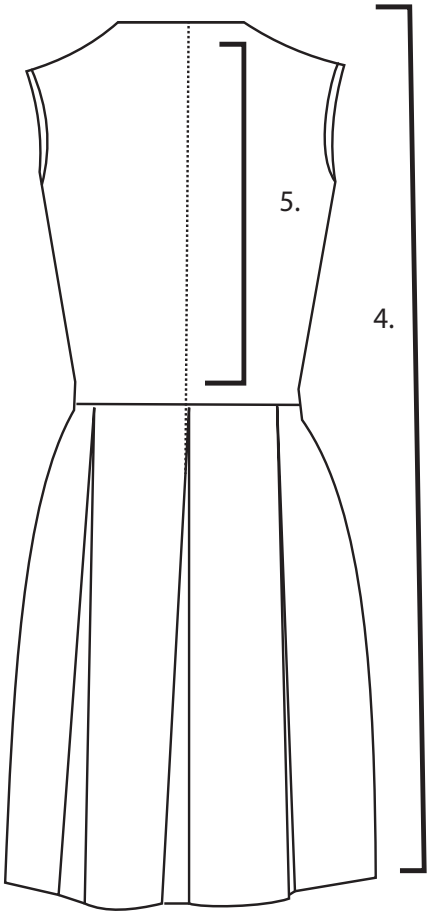
Size: S, M, L, XL
Poly Cotton
Red, Tan, Green, Brown, Black

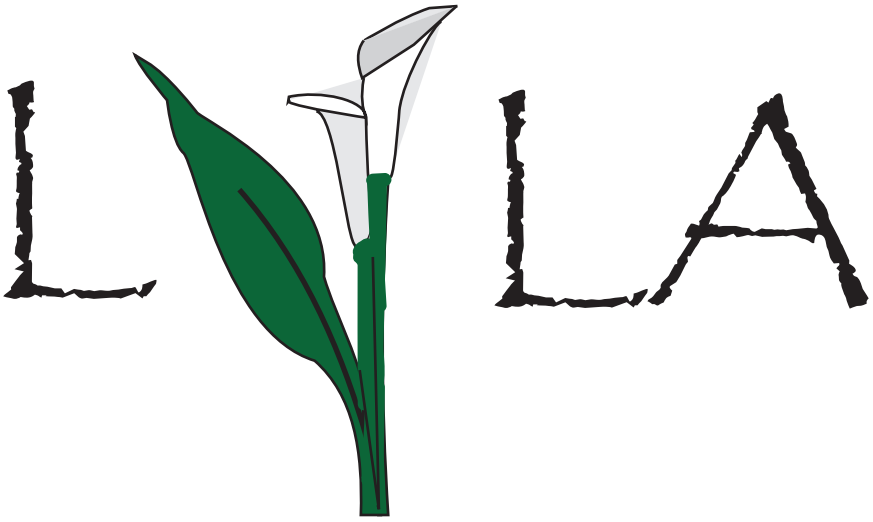
LILA - Tech Pack
Women's Pleated Dress

Season	Fall / Winter 2016	Date	10/01/2016	Fabrication	Poly Cotton
Style #	0001	Designer	Erika	Colors	**Red, Brown and Black**

1. Bust	37″
2. Waist	28″
3. Shoulder	5 1/4″
4. Leangth	35 1/2″
5. Zipper	21″
6. Pleat	2″






LILA