

Poshmind

Fashion Designer: Cindy Vang
Fashion Merchandiser: Quan Lam

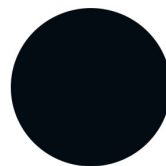
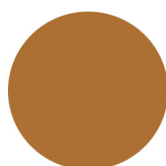
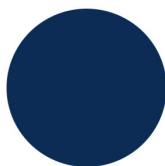
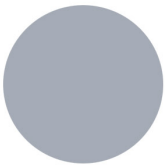
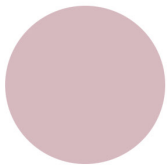
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Creative Statement:

This collection curated towards the ambitious, independent and confident woman.

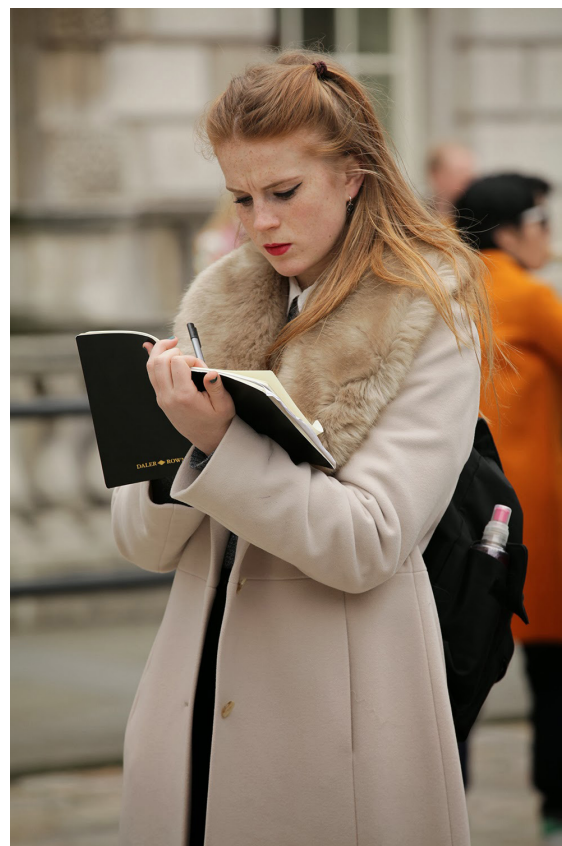
Brand statement:

Poshmind seeks to inspire and connect to fashion conscious individuals through a premium brand experience. Our brand embodies the elements of classic, casual and luxury through the use of finer fabrics, meticulous construction and overall appearance to our customer's aesthetics.



Target Market:

- Female
- Age: 28-35 years old
- Single
- Income: \$500k+/year
- She is a professional who travels a lot for work. Fashion conscious/trend-followers who have a taste for life's more expensive pleasures.



Budget:

Fabric:

thrush brown solid wool coating: \$24.99/yard (55")

italian dusty rose wool/cashmere coating: \$39.99/yard (60"),

camel wool (50% acrylic and 50% wool): \$50.00/yard(60")

Coat jacket: 4 yards

Stretch velvet: \$10.00/yard (45")

ribbing jersey knit: \$2.50/yard (45")

wool blend fabric: \$25.00/yard(60")

double faced crepe: \$29.99/yard (49")

lightweight crepe: \$10.00/yard

Duster coat: 3 1/2 yards

stretched jersey backed neoprene: \$19.99/yard (60")

Notions and Thread:

Zippers: 4 for .15cents each

Buttons: 4 fashion buttons for \$1.50 each

Thread: extra strong thread for \$3.18 each

regular thread for \$5.54 each

Models:(6) \$50 each

MUA: Free of charge from a friend

Photographer: \$100

Location: Downtown LA streets

model fittings: April 18-20, 2016