

BOOHOO



Womenswear Range Plan
Autumn winter 20/21



10537429
Lintong Yu

Justification

- Apparel Product Development
- Apparel Product Development can be defined as designing and creating new products to the target consumers. There are five stages in product development cycle: research, sourcing, design, presentation, range planning and finalization. It means that redesign and creative are essential to the brand, using the approach range planning.



RECYCLE, RE-USE,
MOVE CLOSER TO
sustainable fashion!

WORK HARD,
have fun,
NO DRAMA.

Justification

- Boohoo aims to be more sustainable, making consumers look good and do good. For the products, apparels are made from recycled fibers. Furthermore, Boohoo has a plan to achieve this goal, named as 'UP.FRONT'. Not only the apparels have been changed, but also the packaging is made from 100% recycled content. To sum up, it is vital for Boohoo to make a range planning so that they can recognize how to achieve the goal clearly.



Concept-MAGIC

- Magic focused on young women's fashion that highlighted trend-driven DISCOVER stories. One of the action points is to achieve sustainability with innovative uses of textiles and construction technique.



Overview

- It is beneficial that Boohoo to be more changeable, basing on original apparels. More and more young women are focused on not only durable but also fashionable. On the other hand, sustainable is also essential.

