

ABOUT THE GARMENT

Name: Cat Salazar	Date: 09/14/2024
Brand Name: Express	Type of Brand: Store Brand (private brand)
Category: Menswear	Size Range: XS-XL
Season: Fall	Garment Description: Button up long sleeve dress shirt
Competitor 1: Gap	Competitor 2: H&M
Brands Competitive Advantage (1): Superior Quality	Price Point: Moderate

Name	Cat Salazar	Date	9/12/2024
Delivery Season	Fall 2025	Brand Label	Express
Group Theme	No theme	Style Number	508789
Size Classification	Men's Woven Shirt	Size Range	XS-XL
Fabric Name	Poplin	COO	Vietnam
Fiber Content	97% Cotton 3% Lycra Spandex		
Description	Long sleeve button up shirt		

WOVEN GARMENT

Front of the Garment



Back of the Garment





ADAPTATION

F/W 2025



Evolve



Sense



Process



Luna



Lichen



Forest



Cream



Black



Dark Brown

Fabric Detail Sheet

Season

F/W 2025

Fabric Name

Lightweight Chino

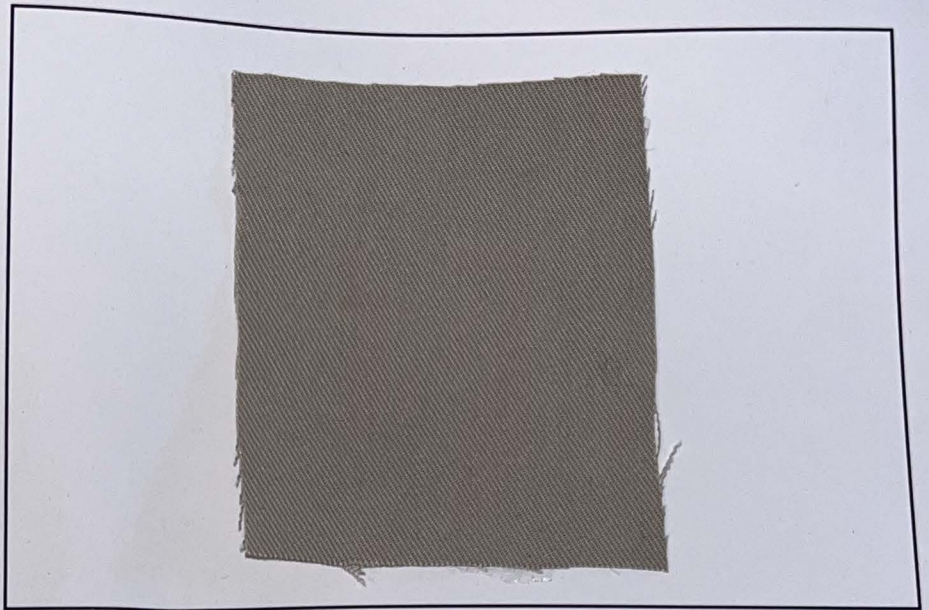
Fiber Content

55/45 Tencel/Organic Cotton

Mill

Country of Origin

Price per yard /width



Season

F/W 2025

Fabric Name

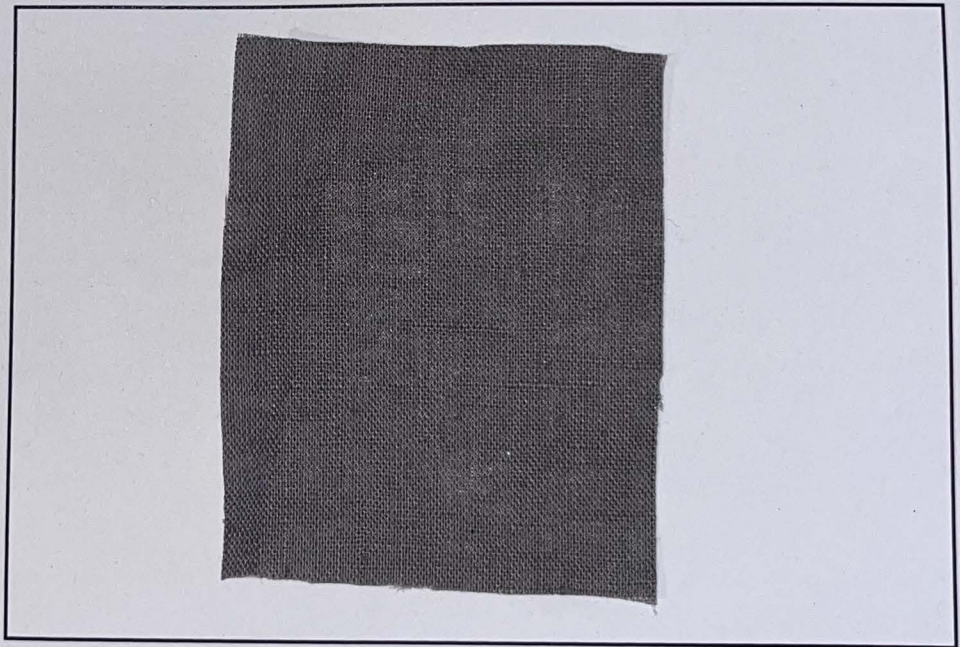
Slub Yarn Plain Weave

Fiber Content

Mill

Country of Origin

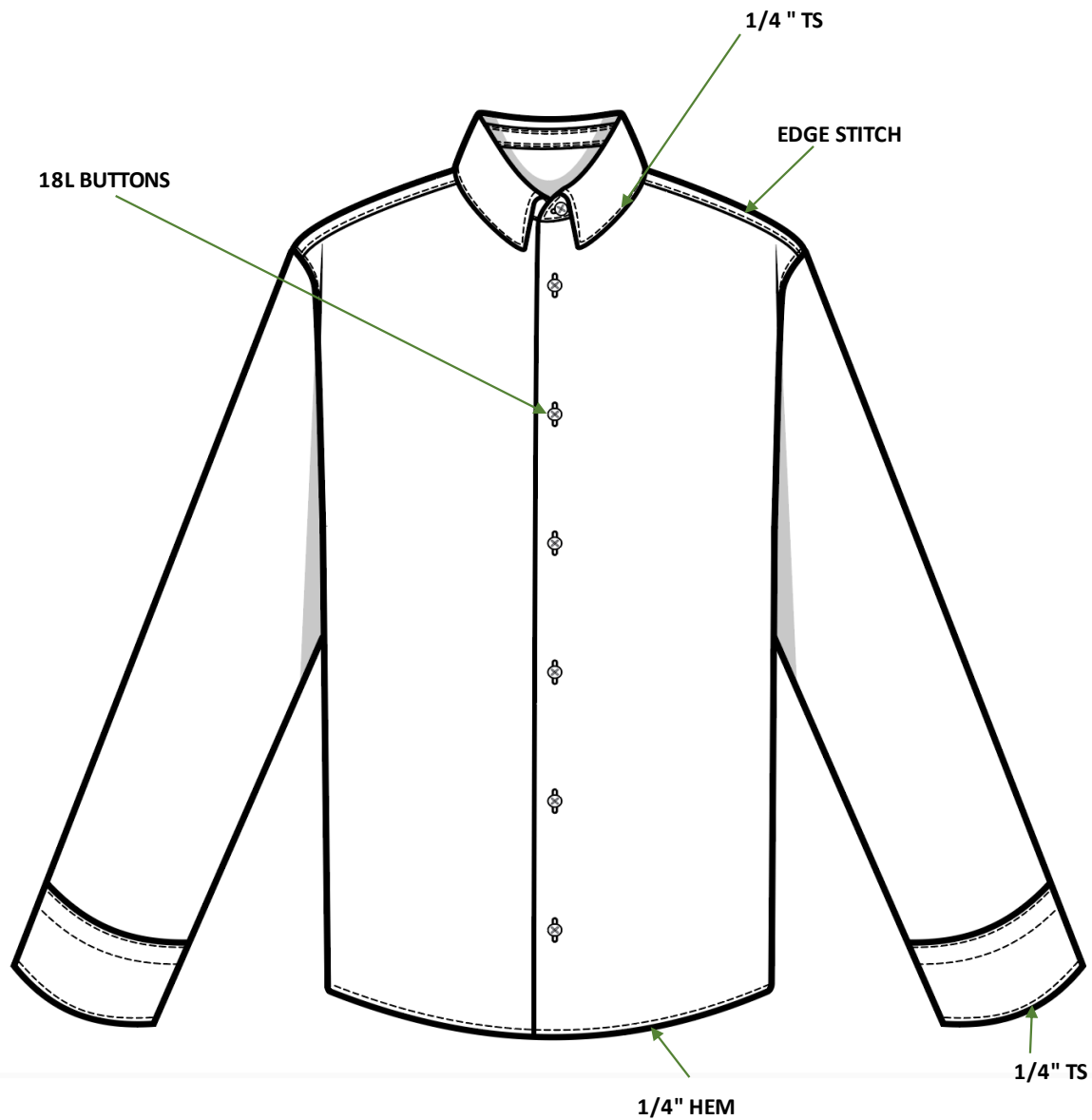
Price per yard /width



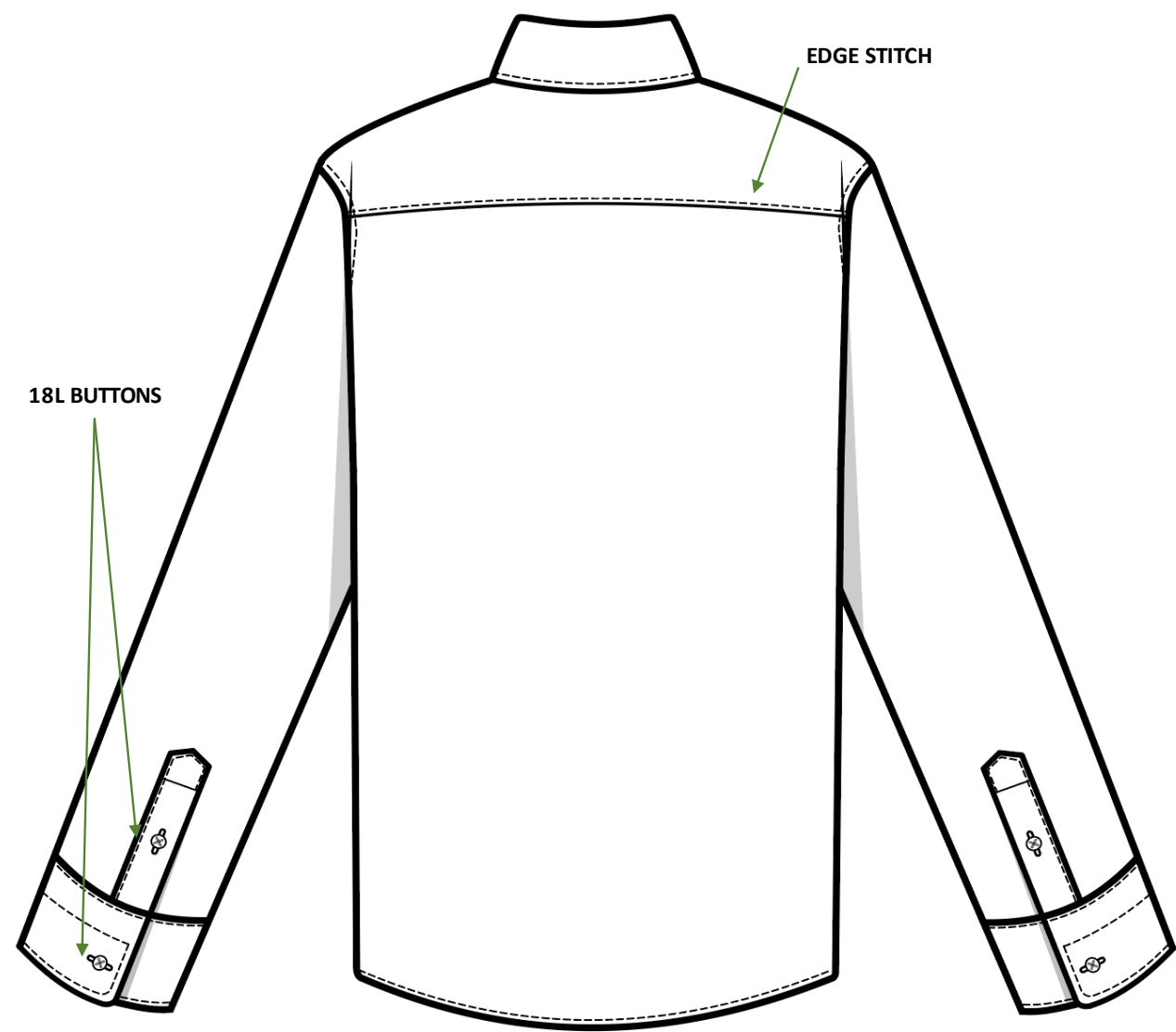
Name	Cat Salazar	Date	10/16/24
Delivery Season	Fall 2025	Brand Label	Express
Group Theme	N/A	Style Number	508789
Size Classification	Men's Woven Shirt	Size Range	XS-XL
Fabric Name	Stretch Cotton	COO	Vietnam
Fiber Content	97% Cotton 3% Lycra Spandex		
Description	Long sleeve button up shirt		

GARMENT CAD BLACK & WHITE FLAT

Front of the Garment



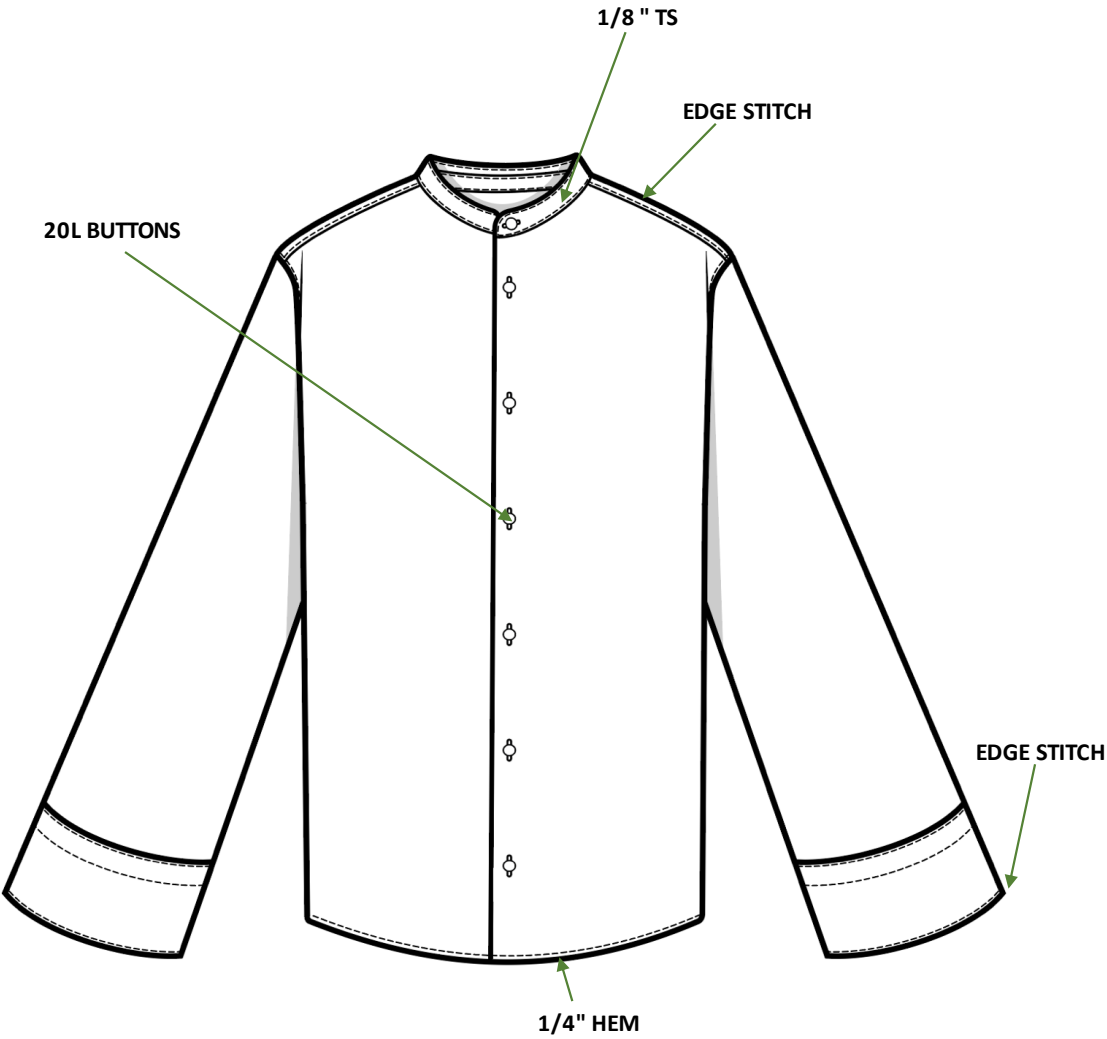
Back of the Garment



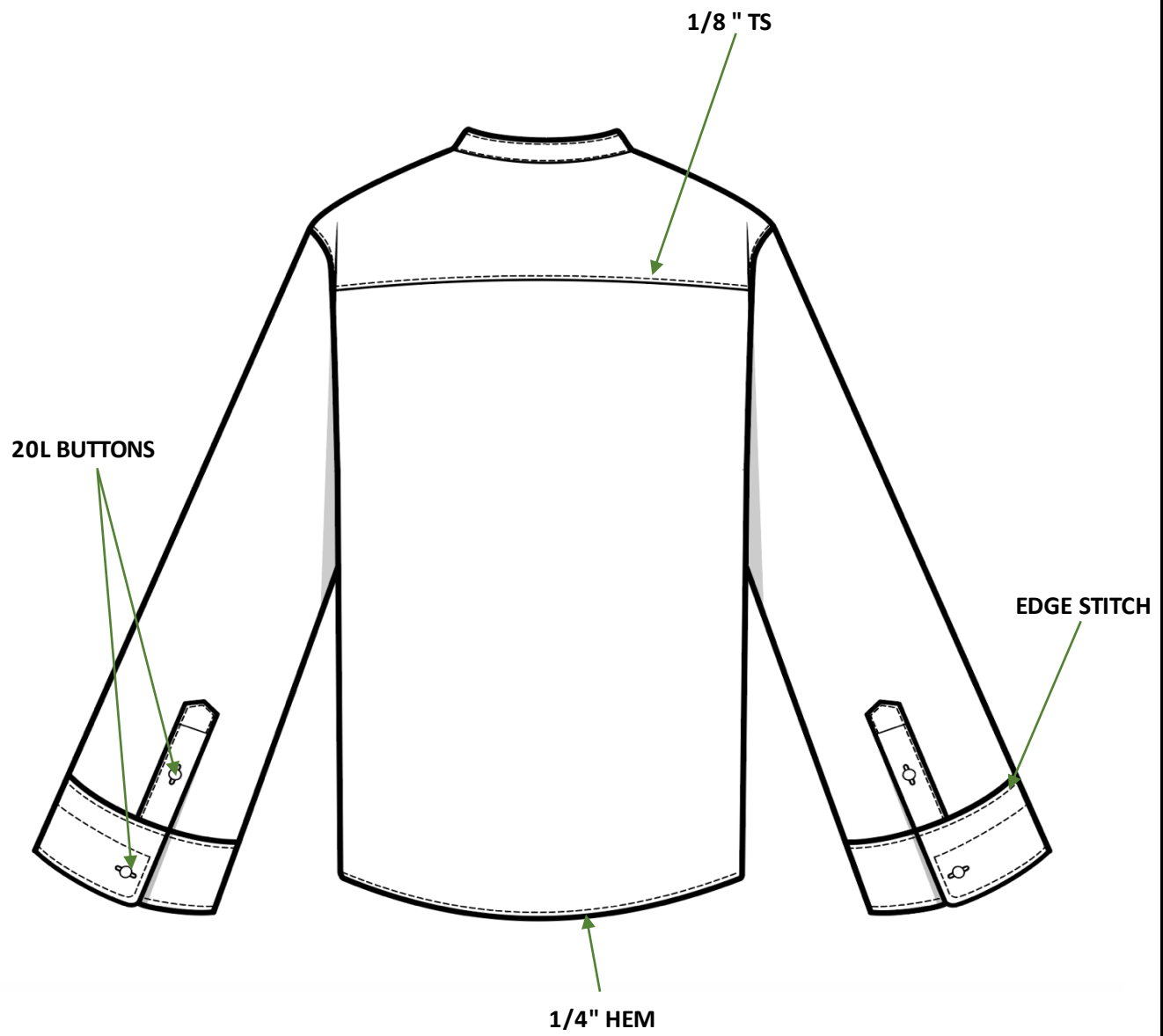
Name	Cat Salazar	Date	11/3/24
Delivery Season	Fall 2025	Brand Label	Express
Group Theme	Adaptation	Style Number	508790
Size Classification	Men's Wovens	Size Range	XS-XL
Fabric Name	Slub Yarn Plain Weave	COO	United States
Fiber Content	100% Cotton		
Description	Long sleeve button up shirt		

GARMENT CAD BLACK & WHITE FLAT

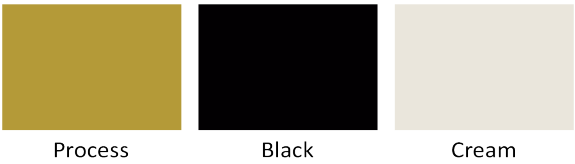
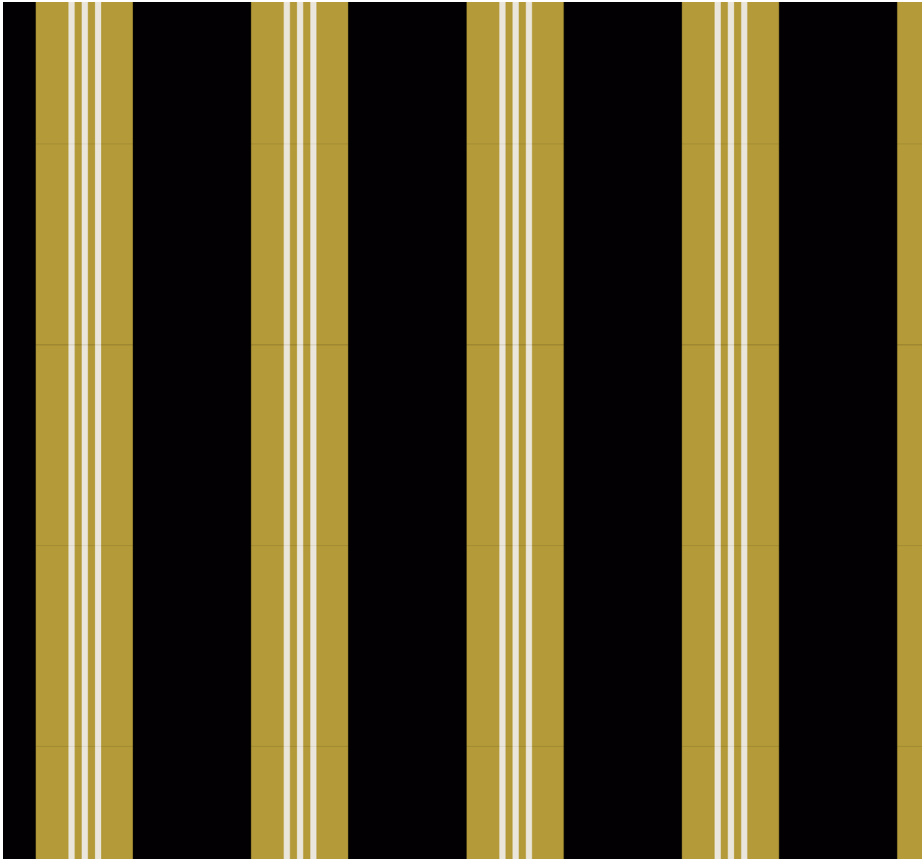
Front of the Garment



Back of the Garment

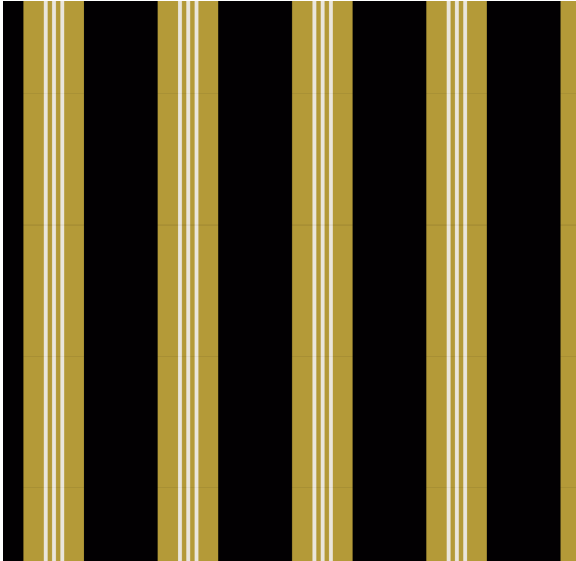


Name	Cat Salazar	Colorway	Process
Description	Tricolor Stripe		
YARN DYE STRIPE			

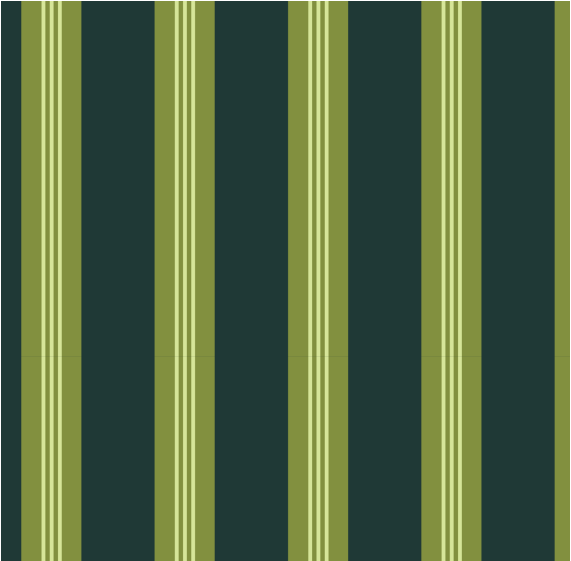


Name	Cat Salazar	Date	11/3/24
Delivery Season	Fall 2025	Brand Label	Express
Group Theme	Adaptation	Style Number	
Size Classification	Men's Wovens	Size Range	XS-XL
Fabric Name	Oxford Cloth	COO	
Fiber Content	100% Cotton		
Description	Tricolor Stripe		

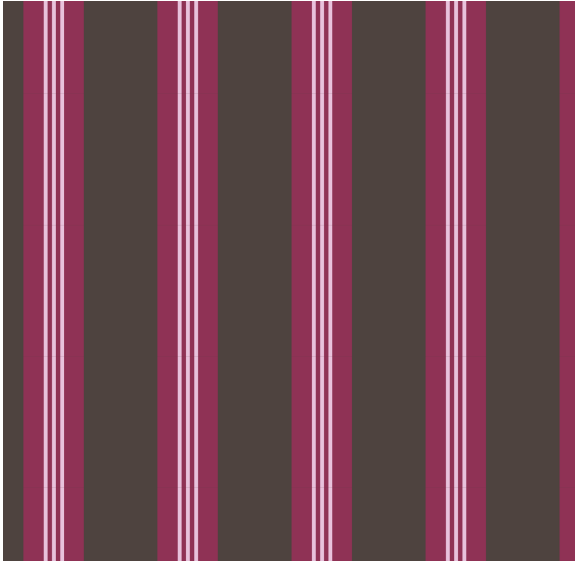
YARN DYE STRIPE PATTERN



Process Black and Cream Stripe

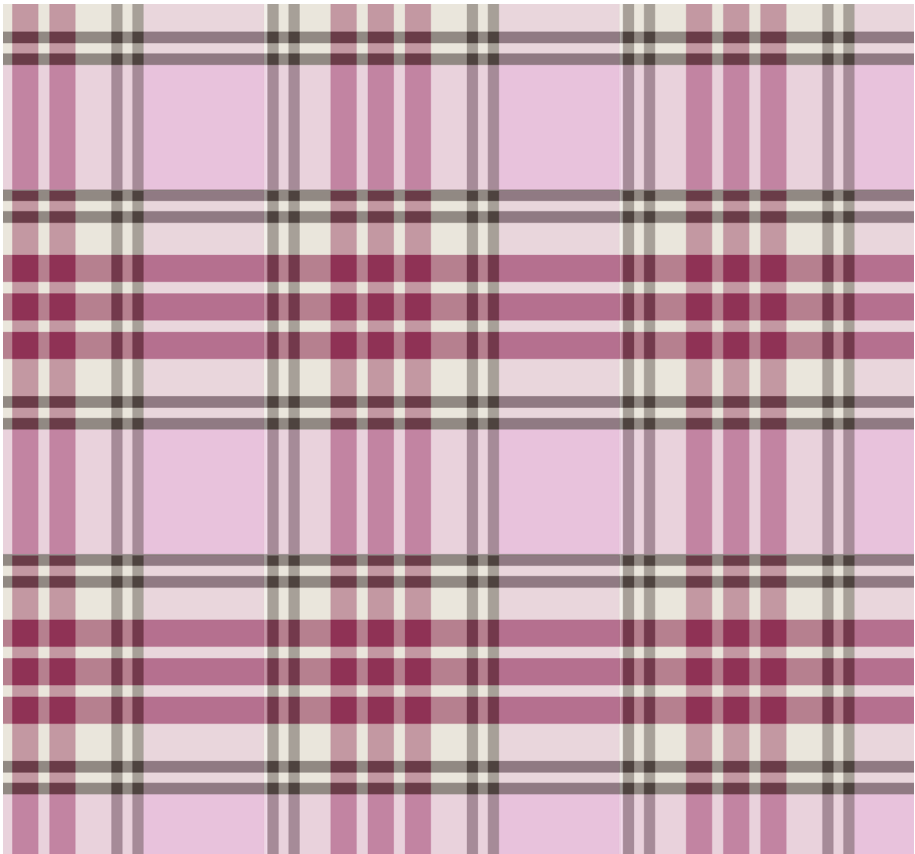


Forest Fern and Luna Stripe



Dark Brown Sense Evolve Stripe

Name	Cat Salazar	Colorway	
Description	Four Color Plaid		
WOVEN YARN DYE PATTERN			



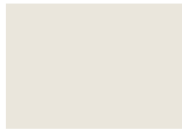
Colorway 1-1 WARP COLORS



Evolve



Sense



Cream



Dark Brown

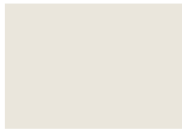
Colorway 1-1 WEFT COLORS



Evolve



Sense



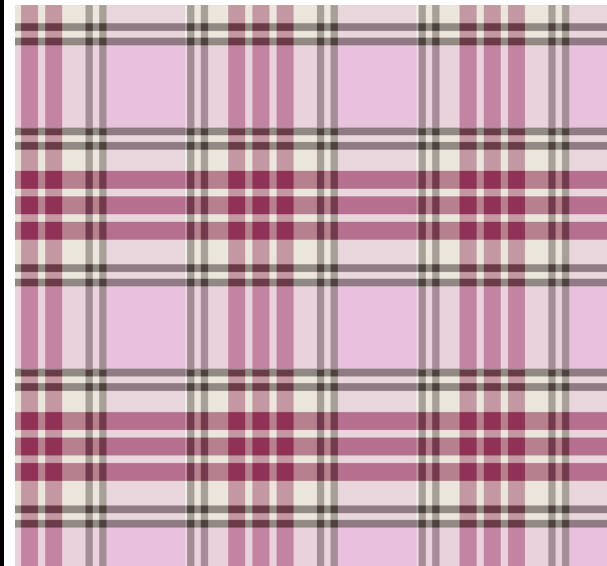
Cream



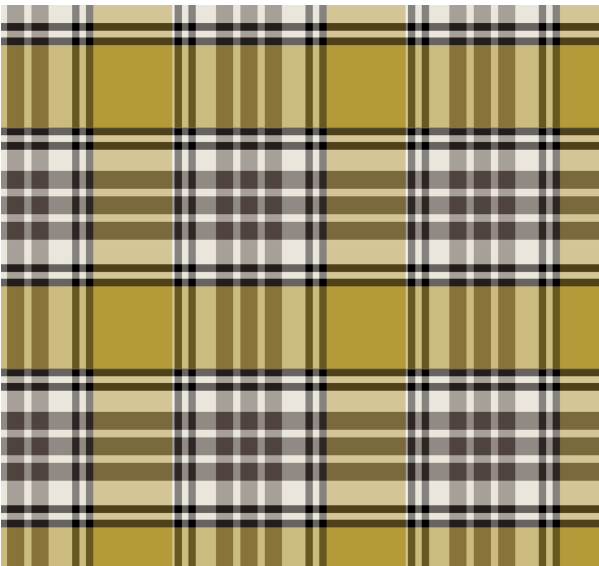
Dark Brown

Name	Cat Salazar	Date	11/3/24
Delivery Season	Fall 2025	Brand Label	Express
Group Theme	Adaptation	Style Number	
Size Classification	Men's Wovens	Size Range	XS-XL
Fabric Name	Oxford Cloth	COO	
Fiber Content	100% Cotton		
Description	Four Color Plaid		

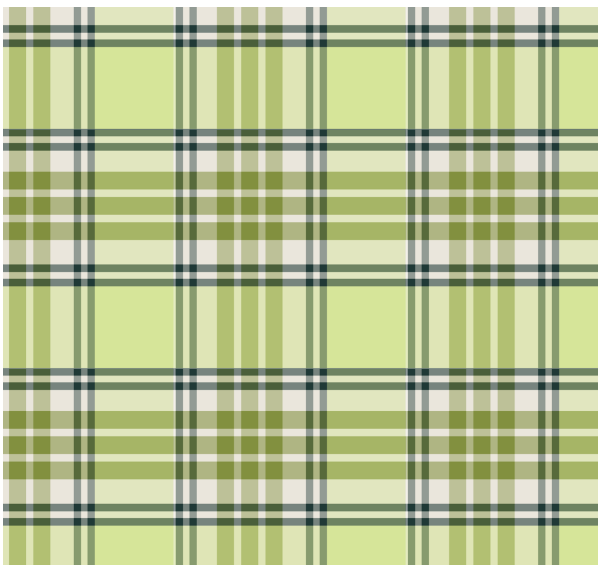
WOVEN YARN DYE PATTERNS



Evolve

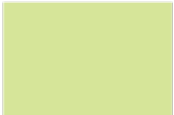


Process



Luna

Name	Cat Salazar	Colorway	Luna
Description	Fern Print		
WOVEN PRINT			



Luna



Lichen



Forest

Name	Cat Salazar	Date	11/3/24
Delivery Season	Fall 2025	Brand Label	Express
Group Theme	Adaptation	Style Number	
Size Classification	Men's Wovens	Size Range	XS-XL
Fabric Name	Oxford Cloth	COO	
Fiber Content	100% Cotton		
Description	Tri color Fern Print		

WOVEN PRINTS



Luna



Evolve



Process

Name	Cat Salazar	Date	11/16/24
Delivery Season	Fall 2025	Brand Label	Express
Group Theme	No theme	Style Number	508789
Size Classification	Men’s Woven Shirt	Size Range	XS-XL
Fabric Name	Poplin	COO/Vendor	Vietnam
Fiber Content	97% Cotton 3% Lycra Spandex		
Description	Long sleeve button up shirt		
WOVEN GARMENT SPEC SHEET			

TECHNICAL SKETCH Basic woven top	PHOTO of GARMENT
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CODE	POINT OF MEASURE	TOL. +/-	SIZE
1.	Front length	1/2	27 1/2"
3.	Center back length	1/2	30 1/4"
4.	Side length	1/4	16"
10.	Chest width circumference	1/2	49"
13.	Across shoulder	1/4	19 1/4"
15.	Across chest	1/4	18 1/4"
16.	Across back	1/4	19 1/2"
27.	Bottom opening/sweep width circumference	1/2- 3/4	48"
34.	Yoke depth front	1/8	1 1/4"
35.	Yoke depth back	1/8	2 1/2"
--	Sleeve length from CBN	3/8	34 1/2"
43.	Curved armhole width circumference	3/8	23 1/8"
49.	Muscle width circumference	1/4	17"
51.	Elbow width circumference	1/4	16"
53.	Sleeve opening width circumference	1/4	9 1/2"
56.	Cuff length sleeve	1/4	10 5/8"
57.	Cuff height sleeve	1/8	2 5/8"

58.	Neck depth front	1/8	2 3/4"
63.	Neck width	1/8	8 1/2"
70.	Neckband length	1/4	18 1/4"
71.	Collar length	1/4	17 3/4"
72.	Collar height	1/8	1 3/4"
73.	Collar band height	1/16	1 1/4"
74.	Collar point length	1/8	2 3/4"
75.	Collar point spread	1/4	2 1/4"
78.	Placket length	1/4	5 3/4"
79.	Placket width	1/8	7/8"
123.	Pleat depth	1/8	1/2"
124.	Distance between pleats	1/16	3/4"
147.	Button placement	1/8	3 5/8"

Name	Cat Salazar	Date	11/16/24
Delivery Season	Fall 2025	Brand Label	Ambiance
Group Theme	N/A	COO/ Vendor	China
Size Classification	Women’s	Style Number	71660
Size Range	XS-XL	Fabric Name	Jersey Knit
Fiber Content	96% Rayon 4% Spandex		
Description	Cut and Sew Knit Turtleneck		
SPEC SHEET KNIT			

TECHNICAL SKETCH Knit

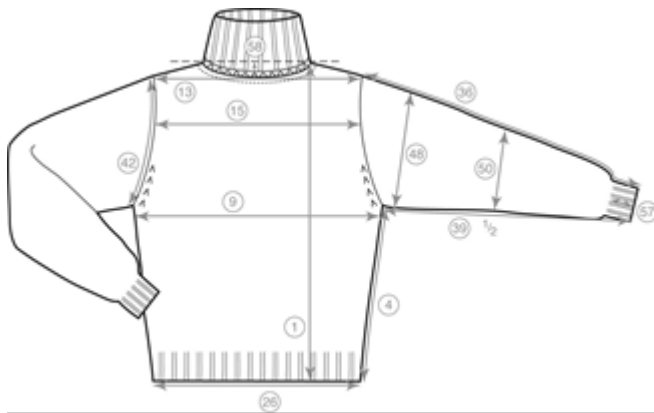
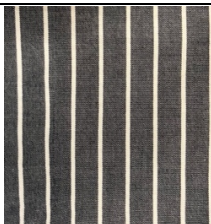


PHOTO of GARMENT



CODE	POINT OF MEASURE	TOL. +/-	Size
1.	Front length	1/2	20"
3.	Center back length	1/2	20"
4.	Side length	1/4	12 1/2"
9.	Chest width	1/4-3/8	17 1/2"
13.	Across shoulder	1/4	15"
15.	Across chest	1/4	13 1/4"
16.	Across back	1/4	16 3/4"
25.	Bottom band/ribbing height	1/8	1/2"
26.	Bottom opening/sweep	1/4-1/8	16"
--	Sleeve length from CB	3/8	31"
42.	Curved armhole width	1/4	8 1/2"
48.	Muscle width	1/8	5 3/4"
50.	Elbow width	1/8	5"
52.	Sleeve opening width	1/8	4 1/4"
54.	Sleeve opening width stretched	1/8	7"
57.	Cuff/ribbing height sleeve	1/8	1/2"
58.	Neck depth front	1/8	1 1/2"

63.	Neck width collar	1/4	8 ¼”
72.	Collar height	1/8	1 ¾”

Name	Cat Salazar	Date	11/04/2024		
Delivery Season	Fall 2025	Brand Label	Express		
Group Theme	N/A	Style Number	508789		
Size Classification	Men’s Woven Shirt	Size Range	XS-XL		
Fabric Name	Oxford Cloth	COO/ VENDOR	Vietnam/Nobland		
Fiber Content	97% Cotton 3% Spandex				
Description	Long sleeve button up shirt				
Bill of Materials SHEET					
Component Image	Component Name	Possible sources Vendor	Size / Width / Weight	Unit of Measure	Quantity
Fabrics					
	97% Cotton 3% Spandex			Yard	
Trims (original)	Type	Color	Size	Unit	Quantity
	Faux Pearl 4 hole with rim	Cream	18L	Piece	13
	Faux Pearl 4 hole with rim	Cream	14L	Piece	1
Thread					
All Over	Core spun cotton polyester	White		Yard	
All Over	Core spun cotton polyester	Dark Grey		Yard	
All Over	Core spun cotton polyester	Black		Yard	
Labels					
	End Fold	Black and White jacquard	2 1/4” x 7/16”	Piece	1

	Loop Label	Black and White jacquard	1/2" x 5/8"	Piece	1
	End Fold	Black and White jacquard	1 7/8" x 3/8"	Piece	1
	Loop Label	Black and White jacquard	13/16" x 1 1/2"	Piece	1

Name	Cat Salazar	Date	11/07/2024
Delivery Season	Fall 2025	Brand Label	Express
Group Theme	Adaptation	Style Number	508790
Size Classification	Men's Woven Shirt	Size Range	XS-XL
Fabric Name	Slub Yarn Plain Woven	COO/ VENDOR	United States/King
Fiber Content	100% Cotton		
Description	Long sleeve button up shirt		

BILL of MATERIALS SHEET

Component Image	Component Name	Possible sources Vendor	Size / Width / Weight	Unit of Measure	Quantity
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Fabrics

	Slub Yarn Plain Woven 100% Cotton		60"	Yard	2 yds
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Trims (original)	Type	Color	Size	Unit	Quantity
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	Full Shank Faux Pearl button	Faux Pearl	20L	Piece	11
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Thread

Allover	Core spun cotton polyester	White		Yard	
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Labels

	End Fold	Black and White jacquard	2 1/4" x 7/16"	Piece	1
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	Loop Label	Black and White jacquard	1/2" x 5/8"	Piece	1
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	End Fold	Black and White jacquard	1 7/8" x 3/8"	Piece	1
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Loop Label

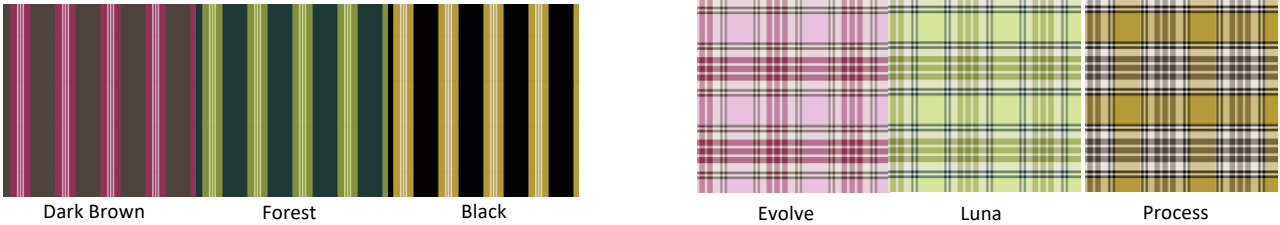
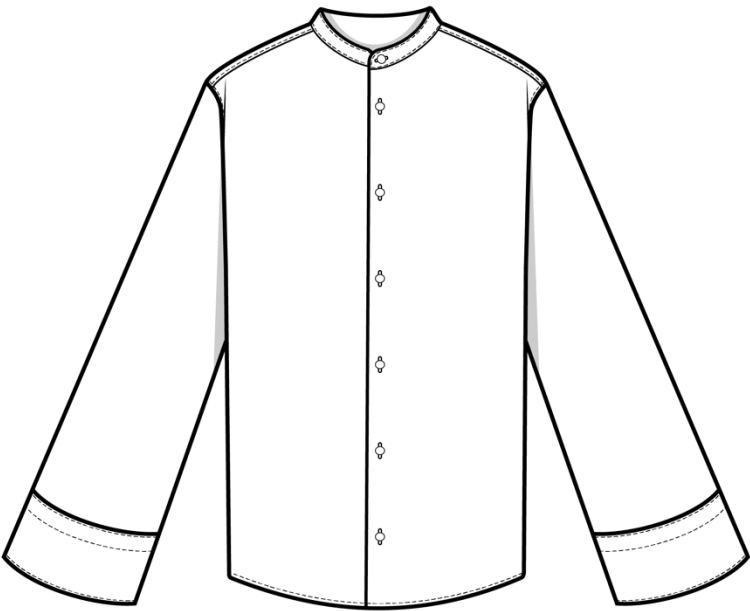
Black and White
jacquard

13/16" x 1 1/2"

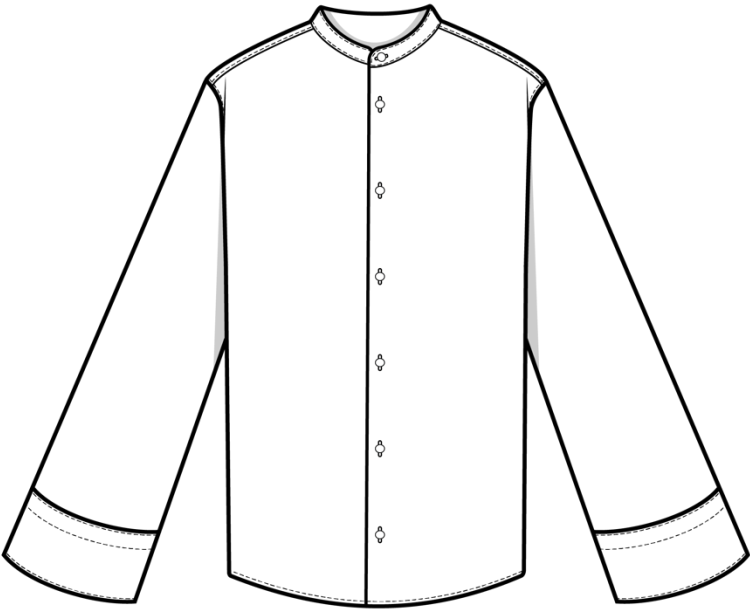
Piece

1

Name	Cat Salazar	Date	11/16/2024
Delivery Season	Fall 2025	Brand Label	Express
Group Theme	Adaptation	Style Number	508790
Size Classification	Men’s Woven Shirt	Size Range	XS-XL
Fabric Name		Slub Yarn Plain Woven	COO / Vendor
Fiber Content	100% Cotton		
Description	Long Sleeve Button Down Shirt with Mandarin Collar		
STYLE SHEET			



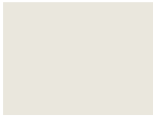
Name	Cat Salazar	Date	11/16/2024
Delivery Season	Fall 2025	Brand Label	Express
Group Theme	Adaptation	Style Number	508790
Size Classification	Men’s Woven Shirt	Size Range	XS-XL
Fabric Name		Slub Yarn Plain Woven	
Fiber Content	100% Cotton		
Description	Long Sleeve Button Down Shirt with Mandarin Collar		
STYLE SHEET			



Evolve



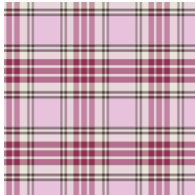
Lichen



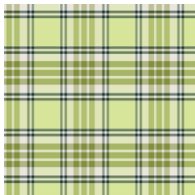
Cream



Dark Brown



Evolve



Luna



Luna

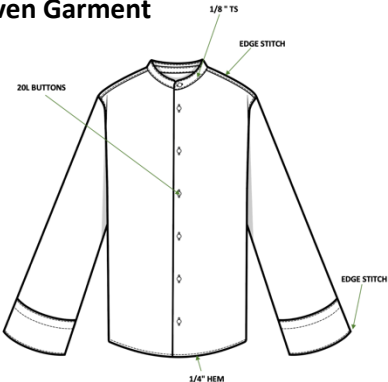
Name	Cat Salazar	Date	11/30/2024
Delivery Season	Fall 2025	Brand Label	Express
Group Theme	N/A	Style Number	508789
Size Classification	Men's Woven Shirt	Size Range	XS-XL
Fabric Name	Poplin	COO / Vendor	Vietnam/Nobland
Fiber Content	97% Cotton 3% Lycra Spandex		
Description	Long sleeve button up shirt		
PREPACK			

Front Sketch Woven Garment

Back Sketch Woven Garment

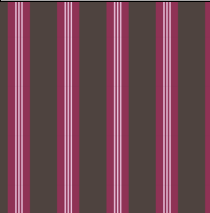
Component	Consumption	Unit Price	Cost
FABRICS			
Oxford	2/60	2.95 per yard	5.90
		TOTAL FABRIC COST	5.90
TRIMS THREAD LABELS			
Buttons	13/18L	11.52/gross	1.04
Buttons	1/14L		0.08
Thread	25 yards	.02 per yard	0.50
Brand Label	1	.07 each	0.07
Size /COO/Fiber Content/Care	3	.03 each	0.09
		Total Trims Cost	1.78
CM / LABOR COST			
		TOTAL CMT/LABOR	3.80
PACKING MATERIALS			
Polybag	1	.12 each	0.12
Outer Box	1	4.80 per dozen	0.40
		Total Packing Costs	0.52
FOB FACTORY		12.00	
FREIGHT AND INSURANCE DUTY 17.5%		2.10	
LANDED COST		14.10	
WHOLESALE COST		30.00	
WHOLESALE MARKUP%		53%	
RETAIL PRICE		68.00	
INITIAL RETAIL MARKUP%		55.9%	

Name	Cat Salazar	Date	11/30/24
Delivery Season	Fall 2025	Brand Label	Express
Group Theme	Adaptation	Style Number	508790
Size Classification	Men's Woven Shirt	Size Range	XS-XL
Fabric Name	Slub Yarn Plain Weave	COO / Vendor	United States/King
Fiber Content	N/A		
Description	Long Sleeve Button Down Shirt with Mandarin Collar		
PREPACK			

Front Sketch Woven Garment 	Back Sketch Woven Garment 
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Component	Consumption	Unit Price	Cost
FABRICS			
Slub Yarn Plain Weave	2/60	2.75 yard	5.50
		TOTAL FABRIC COST	5.50
TRIMS THREAD LABELS			
Buttons	11/20L	11.52/gross	0.88
Buttons			
Thread	25 yards	.02 per yard	0.50
Brand Label	1	.07 each	0.07
Size /COO/Fiber Content/Care	3	.03 each	0.09
		Total Trims Cost	1.54
CM / LABOR COST			
		TOTAL CMT/LABOR	6.00
PACKING MATERIALS			
Polybag	1	.12 each	0.12
Outer Box	1	4.80 per dozen	0.40
		Total Packing Costs	0.52
FOB FACTORY		13.56	
FREIGHT AND INSURANCE DUTY 17.5%		2.373	
LANDED COST		15.93	
WHOLESALE COST		30.00	
WHOLESALE MARKUP%		46.9%	
RETAIL PRICE		68.00	
INITIAL RETAIL MARKUP%		55.9%	

Linelist - Internal

	Brand	Style #	Style Photo	Description	Fabric	CAD	Colors	Sizes Range	SKU Count	Landed Cost	Retail-MSRP	IMU% (Retail-Landed Cost/Retail)
Woven Solid	Express	508790		L/S button up Mandarin collar shirt	100% Cotton Slub Yarn Plain Weave		Evolve, Sense, Process, Luna, Lichen, Cream, Dark Brown	XS-XL	35	\$15.93	\$68.00	55.90%
Woven Stripe	Express	508790		L/S button up Mandarin collar stripe shirt	100% Cotton Slub Yarn Plain Weave		Sense, Process, Luna	XS-XL	15			
Woven Plaid	Express	508790		L/S button up Mandarin collar plaid shirt	100% Cotton Slub Yarn Plain Weave		Evolve, Process, Luna	XS-XL	15			
Woven Print	Express	508790		L/S button up Mandarin collar botanical print shirt	100% Cotton Slub Yarn Plain Weave		Evolve, Cream, Luna	XS-XL	15			