

TRAINING WOMEN OTHERS CONCEPT COVERSHEET SS18

CONCEPT VISION INCLUDING	CITY DIVE PROJECTED AS A SUCCESS EXPAND THE PROJECT WITH ARTIST RENEW AND MODEL EXTENSTION (TIGHTS + BRA)						
UNIQUE PROPOSITION / KEY	LOCAL STORY – CITY DIVE DIRECTION						
WORDS	6 PIECE PACKAGE WITH INSPIRING GRAPHICS						
TECHNOLOGIES	CLIMALITE						
IMPORTANT ADDITIONAL INFORMATION	TWO GRAPHICS BRIEFED AS LOCALLY INSPIRED. LOCAL ARTISTS.						
GLOBAL ADDITIONAL DIRECTIONS	GET DETAILING ON GLOBAL DESIGN DIRECTION ON GRAPHICS.						
SPECIFIC MARKET INPUT TO CONSIDER	FOLLOW UP ON CITY DIVE PROJECT						
SPEED	LOCAL PRODUCTION VALUE CONSUMER NO OPEN SOURCE YES - SAME PROCESS FLOW AS FW17						

TRAINING WOMEN OTHERS CONCEPT COVERSHEET SS18

CONCEPT VISION INCLUDING	GRAPHIC COLLECTION INSPIRED AND APPEALING TO DARING CONSUMERS WITH MIXED COLOR GRAPHICS						
UNIQUE PROPOSITION / KEY WORDS	LOCALLY RELEVANT ARTWORKS COLORFUL, FUN, APPEALING TO THE EYE. COMPACT COLLECTION WITH TWO LAUNCHES						
TECHNOLOGIES	CLIMALITE						
IMPORTANT ADDITIONAL INFORMATION	OPEN SOURCE PROJECT. FINDING AN INTERESTING SOURCE OF GRAPHIC CREATION OR CO-CREATION.						
GLOBAL ADDITIONAL DIRECTIONS	GET DETAILING ON GLOBAL DESIGN DIRECTION ON GRAPHICS.						
SPECIFIC MARKET INPUT TO CONSIDER	SALINAS ALLOWED A POSITIONING IN THE MARKET AND IS A BENCHMARK.						
SPEED	LOCAL PRODUCTION	VALUE CONSUMER	NO	OPEN SOURCE	YES – SAME PROCESS FLOW AS FW17 CITY DIVE.		

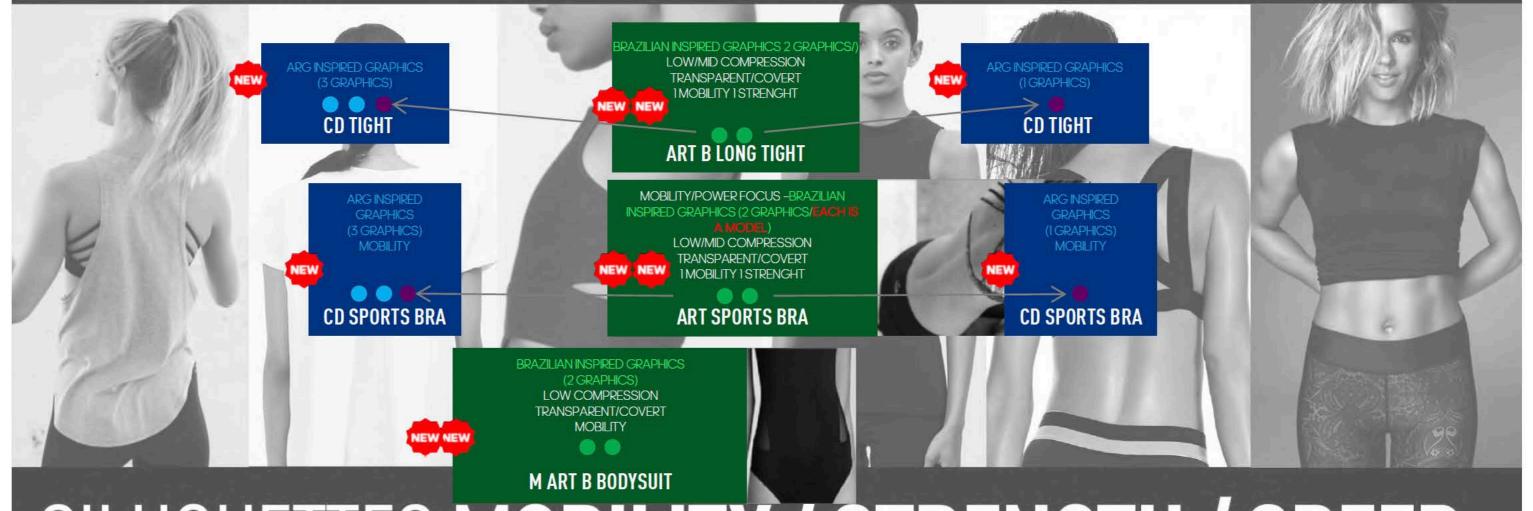
LOW COMPRESSION, RESTRICTION FEE, FOR LOW IMPACT ACTIVITES

STRENGTH

MEDIUM COMPRESSION, REQUIRING ADDITIONAL SUPPORT

SPEED

HIGH COMPRESSION, SHE IS GOING THE DISTANCE



SILHOUS TRANSPARENT/COVERT **ART B CROP TOP**

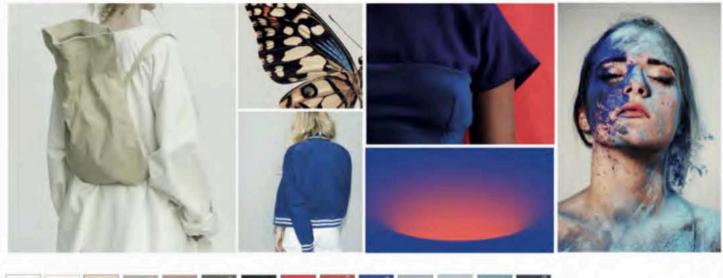
BRAZILIAN INSPIRED GRAPHICS COLLAB (2 GRAPHICS) TRANSPARENT/COVERT **NEW NEW** MOBILITY

> . **DUAL SHORT**

TRENGTH CDEED

- BRAZIL EXCLUSIVE
- ARG+BRAZIL SHARED PRINT, DIFFERENT MODEL





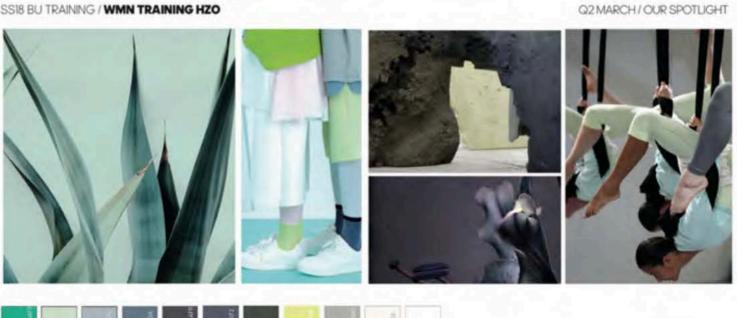






CC | HZO DESIGN | DESIGNER NAME PM | MARKETING NAME PJM | CEV NAME REVISED | COMONTH2016

SSI8 BU TRAINING / WMN TRAINING HZO





















LOW COMPRESSION, RESTRICTION FEE, FOR LOW IMPACT ACTIVITES

STRENGTH

MEDIUM COMPRESSION, REQUIRING ADDITIONAL SUPPORT

SPEED

HIGH COMPRESSION, SHE IS GOING THE DISTANCE



SILHOUETTES MOBILITY / STRENGTH / SPEED



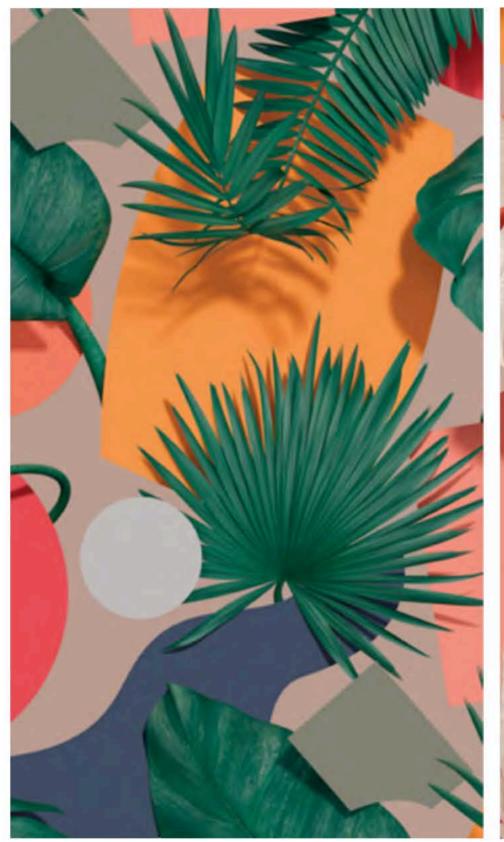
BRA Q1 O.A.

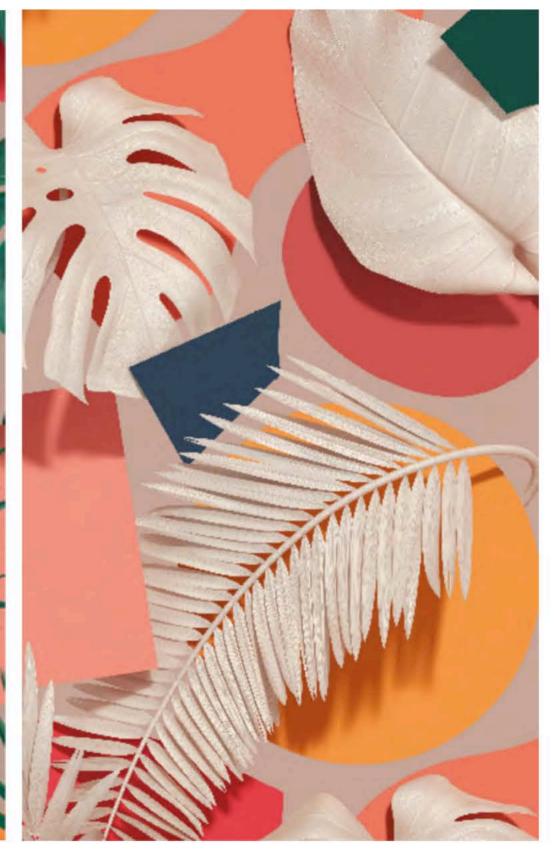
OPTICAL ART

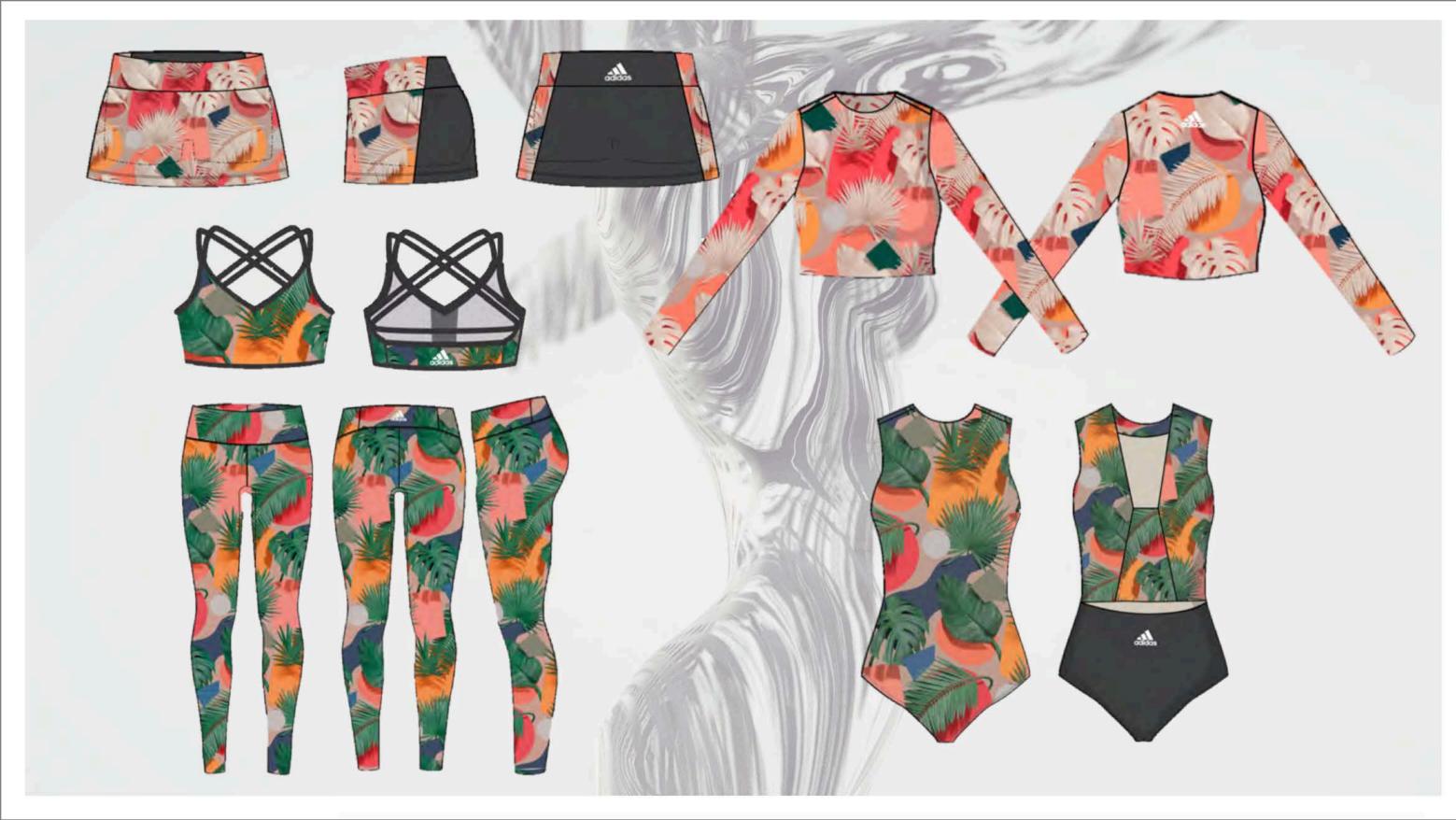




BRA Q1 Q1 O.A. OPTICAL ART









ARG Q12 0.A.

OPTICAL ART





ARG Q12 O.A.

OPTICAL ART









ARG Q12 Q1A. OPTICAL ART





ARG Q12 O.A. OPTICAL ART





SPEED



ARG Q12 H.B.R

HACKING BREAKING AND REMAKING



SPEED

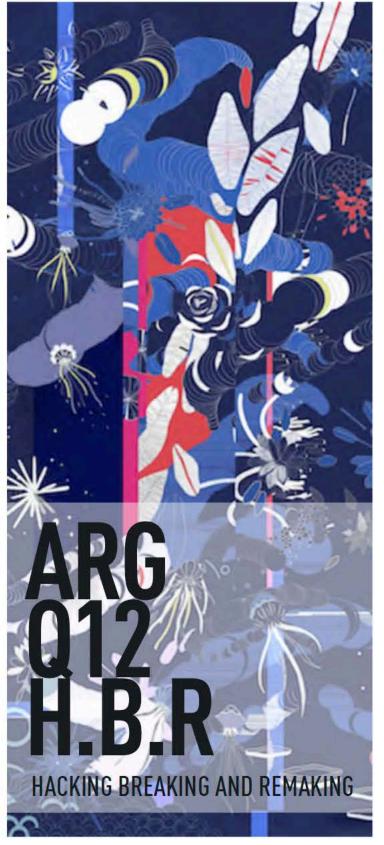


ARG Q12 H.B.R

HACKING BREAKING AND REMAKING























TIGHTS

KEY BENEFITS

MUST HAVES:

- INNOVATIVE BRANDING LS Due to Franchise rules, can we have innovative branding?
- POCKET AT THE SIDE OF THE LEG LS is this missing from tech pack?
- NOT A COLDWEATHER TIGHT

REFERENCE STYLES: BELIEVE THIS FRANCHISE

MERCHANDISE WITH: Q4 OFFER

LIFECYCLE: 6 MONTHS

DISTRIBUTION: BRAND DRIVEN

ARTICLE COUNT: 2 (BLACK AND 1x Q4)

TARGET FOB: \$9.00

* LS – let's revisit print – concerns around commerciality of plain prints shown

FIT

BELIEVE THIS TIGHT FIT HIGH RISE WAISTBAND 7/8 LENGTH (65CM INSEAM)

FEEL

VERSATILE FEEL AND WEAR SOFT TOUCH POLYESTER

FUNCTION

POCKET IN THE WAISTBAND AND AT THE SIDE OF THE LEG AS ON S1953WVF621



BELIEVE THIS HR 7/8 Q4 NOVELTY TIGHT

F1950WVF606

ADDITIONAL Q4 NOVELTY ON BELIEVE THIS

RRP: 65€/60USD

RETAIL INTRO DATE: Q4 September 1 2019