

LESSON 6

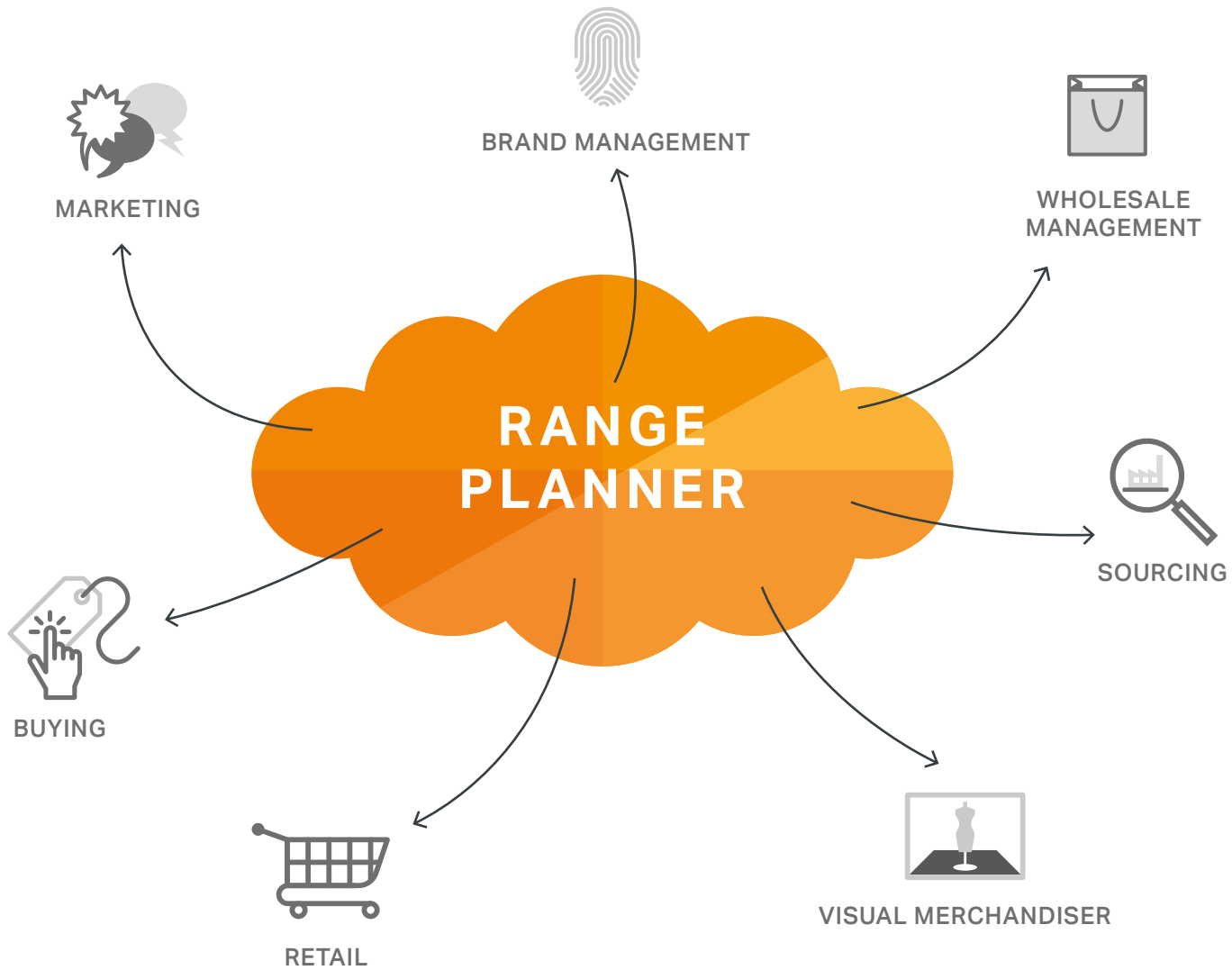
THE RANGE

In this lesson you will:

- ♦ consider how to build outfits from your t-shirt designs
- ♦ create a mini range plan, with your t-shirt as the focus of the range
- ♦ calculate the cost of your product and the predicted profit made from the range



CAREERS:
RANGE PLANNING IN THE REAL WORLD



DISCOVER: SPITALFIELDS SETTING THE SCENE

Spitalfields

Spitalfields was the centre of city's silk production in the 18th century.

An estimated 4,000 Huguenot weavers wove damasks, satins and rich brocades for the gowns of the Wealthy.

Spitalfields became 'weaver town'.

Silk weavers have been replaced with Spitalfields Market but factories can still be found in the area making fashion ranges for high street and luxury brands.

Today you can see a variety of shops in Spitalfields where a number of different ranges of clothes can be seen. Some will have been made nearby, some will be single brands and some will be retail stores that have a range of different brands for sale.



DISCOVER: THE RANGE PLAN SETTING THE SCENE continued

Range plans are used in a number of different ways. The designer creates a range to show to retail / store buyers or to stock their own store. A buyer creates a range from different brands to sell in a store for example Selfridges in Londons West End.

Range plan designed by a brand

A brand will design a range to show to buyers from different stores across the world.

A range or collection of garments are carefully co-ordinated to allow customers and buyers choice in colour, type and size. The collection will keep the essence of a brand and concept of the season and will reflect current trends.

Range plans for retail stores

A buyer works for a store and puts together ranges from a number of designers.

Each buyer will choose garments to suit their specific customers and work with the other brands they will also buy for the store.

A buyer will build a range from all the different brands so that it is unique to their store.

According to Helen Goworek (2007) From a retail store buyers perspective:

Range planning is the stage when buyers define the detail of the range that is to be offered to the customer in terms of styling, fabric, design details, suppliers and price points.

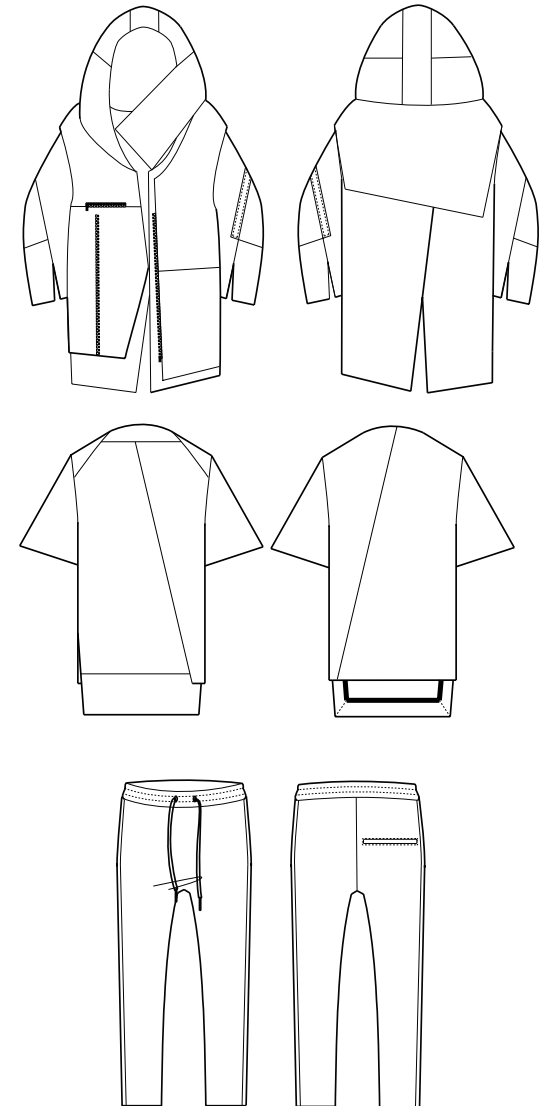


DISCOVER: RANGE PLANNING – THINKING IN OUTFITS
ACTIVITY 6A

An outfit is made up of a number of different garments. Opposite is an example of an outfit with technical drawings of the different garments that make up this outfit.

A series of outfits make up the range.

As part of a classroom discussion, look at the number of different garments you and other students in the class wear to make up an outfit.



AN OUTFIT WITH TECHNICAL DRAWING

DISCOVER: RANGE PLANNING – THINKING IN OUTFITS ACTIVITY 6B

For this exercise, you are to dress a cardboard mannequin in different outfits.

- ♦ Using the template mounted on cardboard, you will dress the cardboard model in a number of outfits.
- ♦ Photograph the dressed cardboard doll and upload the image to the blog or photograph and add to a powerpoint or stick into a work book.
- ♦ Explain why each outfit is appropriate to the target consumer.



DISCOVER: UNDERSTANDING RANGE PLANNING ACTIVITY 6C

Think about how ranges are displayed in store.

Most retailers display their ranges in outfits, as research shows that ranges sell quicker when displayed in outfits rather than displayed as single items.

Use a t-shirt design from lesson 5 for the focus of the discussion.

In groups, discuss the following:

- ◆ what other garments should the t-shirt be worn with?
- ◆ What time of year do the you plan to sell the t-shirt?
- ◆ Are there any key accessories that could be worn with the t-shirt?

- ◆ Find fashion products/garments to put with the t-shirt to create outfits which add up to a range.
- ◆ Magazines and online resources can be used to inspire outfit choices, or your own wardrobes and photographs.
- ◆ Use the template on page 9 to sketch out between 3 and 6 different outfits.
- ◆ A mix of photographs, collage and drawing can help to put together initial ideas, see example on page 8.



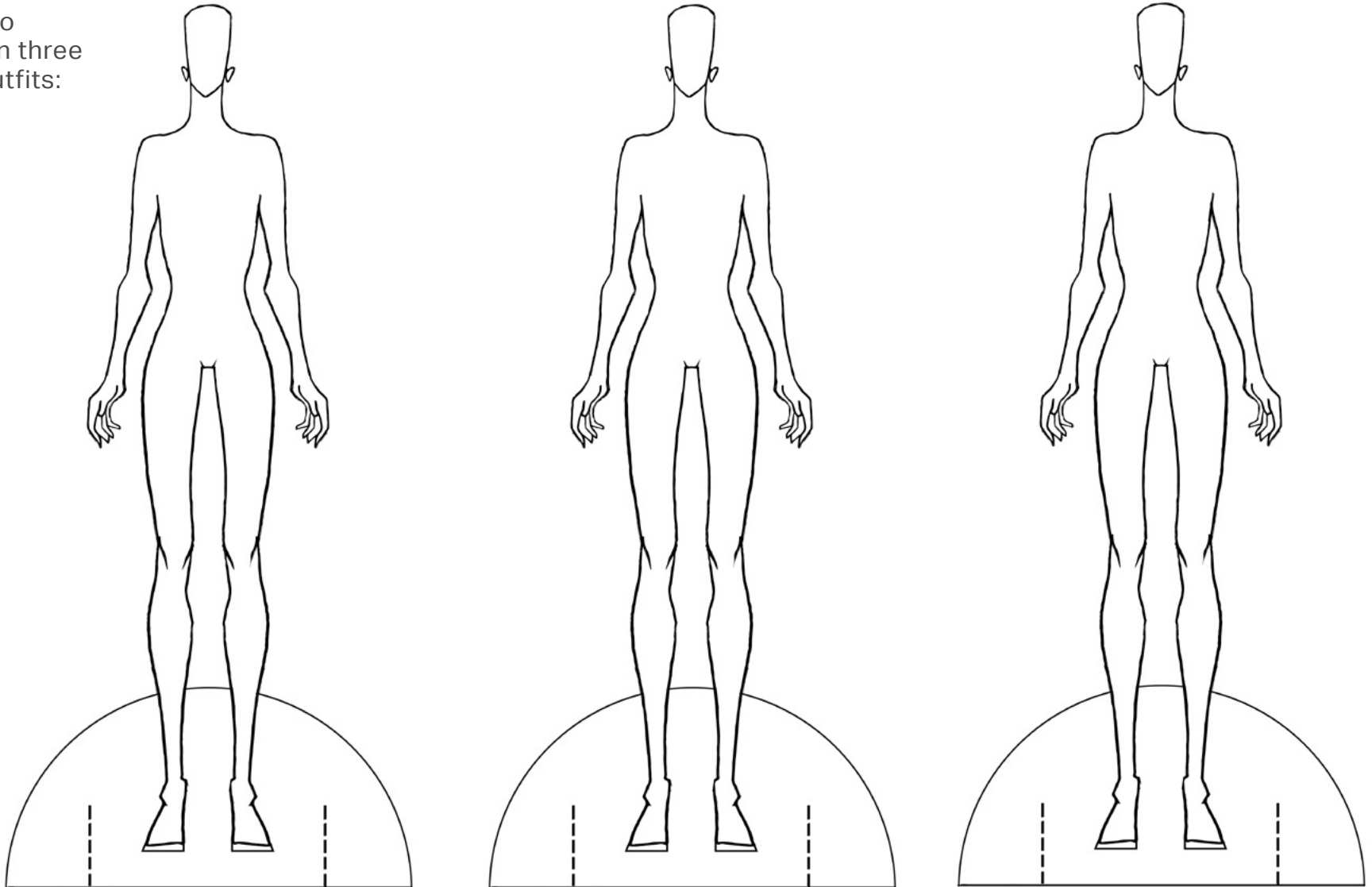
DISCOVER: UNDERSTANDING RANGE PLANNING
ACTIVITY 6C continued

This is an example of a work-in-progress range using photographs and collage of fabrics to develop a range



DISCOVER: UNDERSTANDING RANGE PLANNING
ACTIVITY 6C continued

Use this template to sketch out between three and six different outfits:



DISCOVER: UNDERSTANDING RANGE PLANNING

ACTIVITY 6C continued

Once you have some outfits you can break them down into separate garments and place in the range plan template.

These boxes contain suggestions of garments you could use to make up their range.

Draw, add images from magazines, photographs to start building up a range made up of different outfits.

your t-shirt here	add a pair of trousers	add a jumper or sweatshirt	Add a coat	add a skirt	add a bag or hat
COLOUR	COLOUR	COLOUR	COLOUR	COLOUR	COLOUR
COST	COST	COST	COST	COST	COST

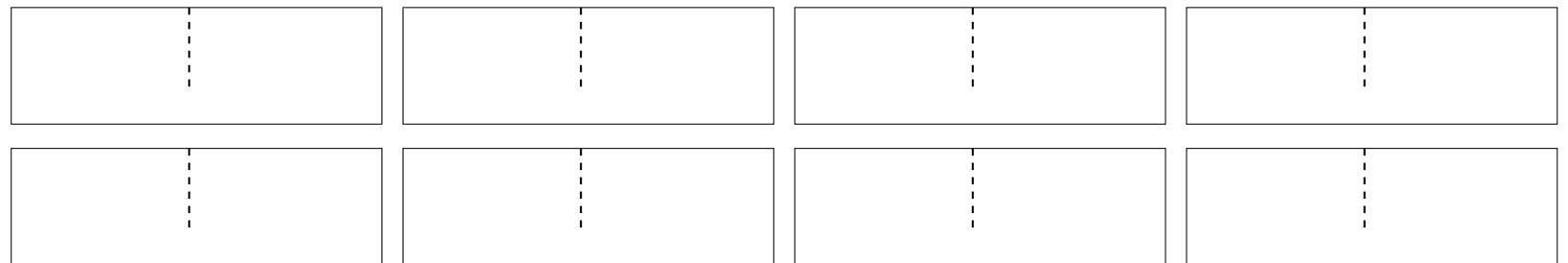
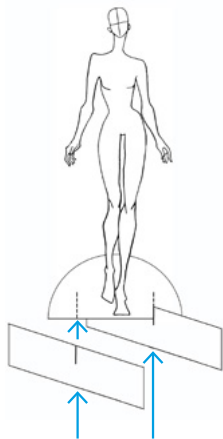
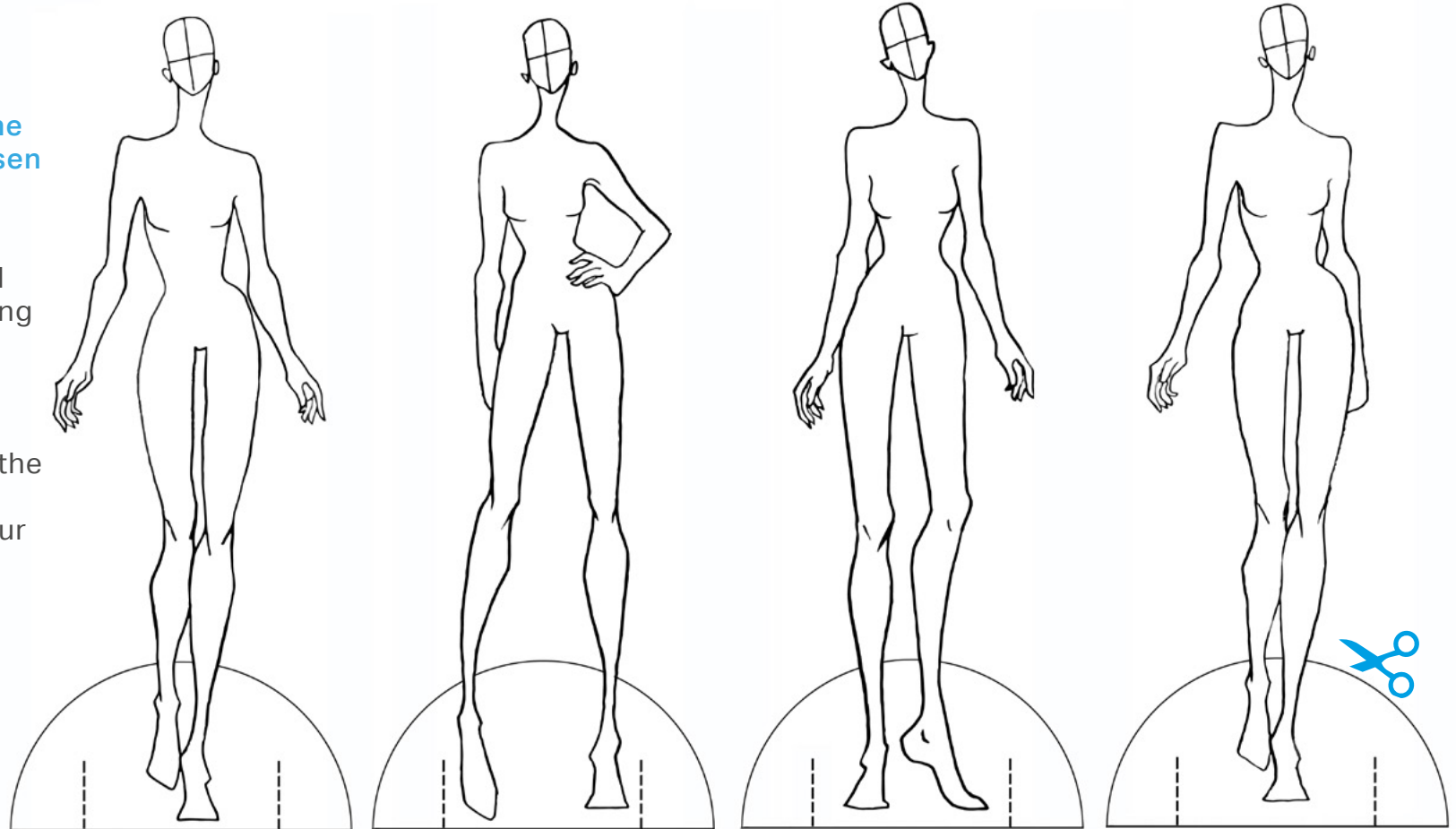
a dress	pair of trousers	add a jumper or sweatshirt	add a different type of coat	add a different type of t-shirt (did you make more than one design?)	add a different bag or hat
COLOUR	COLOUR	COLOUR	COLOUR	COLOUR	COLOUR
COST	COST	COST	COST	COST	COST

DISCOVER: TESTING YOUR RANGE ACTIVITY 6D

Try different versions of the outfits you have chosen for your range.

Print out and mount on cardboard then cut out and stand OR you can use tracing paper and draw over the mannequins.

Photograph the dressed cardboard doll and upload the image to the blog, add to a powerpoint or stick into your work book.



DISCOVER: TESTING YOUR RANGE

ACTIVITY 6D continued

The image displays a sequence of four mannequin figures in different poses, used for testing a range of designs. Each figure stands on a semi-circular base with two vertical dashed lines. Below each figure is a rectangular box with a vertical dashed line, likely for notes or measurements. A pair of scissors icon is positioned to the right of the fourth figure. A small diagram on the left shows a mannequin on a base with two arrows pointing upwards, indicating the base's position relative to the mannequin's feet.

DISCOVER: UNDERSTANDING OVERHEADS, MARK-UP, COST PRICE AND PROFIT (Compulsory)
ACTIVITY 6E part 1

Running a fashion business is costly.

COST

It's vital that the fashion products made are sold for a price that covers the cost.

The cost includes:

- ♦ the cost of the components
- ♦ the cost of making
- ♦ the cost of labelling; and
- ♦ the cost of transportation from the factory to the fashion brand

PROFIT

The difference between the selling price of an item and the cost price of that item.

Most High Street retailers charge a price 3 x higher than the cost of the product.

This 3 x increase is known as **the mark-up**. The mark-up covers **the overhead costs** of the business. Overheads include the cost of running the business (rent, utility bills, wages of staff).

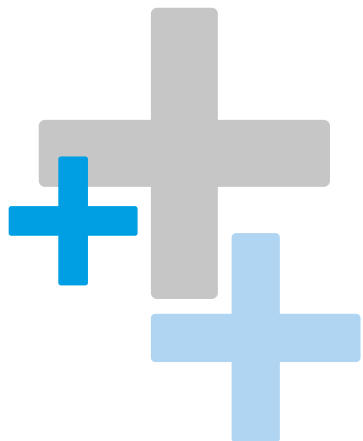
MARK-UP

Different fashion businesses work to different mark-ups.

A mid-market brand such as Top Shop works to a mark-up of x3 times.

A high market brand such as Chanel works to a mark-up of x6 or more times.

Complete the costing sheet provided and work out the cost of your range.



DISCOVER: COMPLETING THE PRODUCT PART OF THE RANGE PLAN (Compulsory)

ACTIVITY 6E part 2



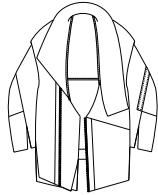
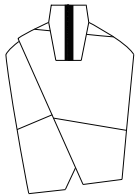

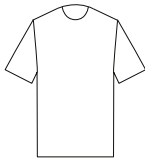


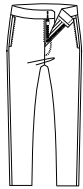

The **range plan** is a document that maps out the range by product shape, colour and price. It allows a business to check that they are making a profit (money) from the range.

The **cost** of each garment is calculated according to the materials used and time it takes to manufacture.

A store will add a **mark-up** to each garment so that they can also make a profit.

Costs are estimates but as a guideline: cost price of t-shirt= £5

Range Plan example for a retail store

BRAND NAME					
SEASON AUTUMN 2019					
					
DESCRIPTION	COAT	JACKET	JACKET	JACKET	SHIRT
COLOUR	BLUE	GREEN	BLACK	YELLOW	WHITE
COST PRICE	£23.00	£18.00	£25.00	£18.00	£12.00
SELLING PRICE (x3 of cost)	£70.00	£54.00	£75.00	£54.00	£36.00
MARK UP	£46.00	£18.00	£50.00	£36.00	£24.00
					
DESCRIPTION	T-SHIRT	T-SHIRT	TRACK PANTS	TROUSERS	SHORTS
COLOUR	WHITE/YELLOW	WHITE/GREEN	BLUE	BLUE	BLACK
COST PRICE	£6.00	£5.00	£10.00	£12.00	£8.00
SELLING PRICE	£18.00	£15.00	£30.00	£36.00	£24.00
MARK UP	£12.00	£10.00	£20.00	£24.00	£16.00

DISCOVER: COMPLETING THE PRODUCT PART OF THE RANGE PLAN (Compulsory)

ACTIVITY 6E part 2 continued

COSTING SHEET

You should fill this in with your own range plan from activity 6C.

BRAND					
SEASON					
DESCRIPTION					
COLOUR					
COST PRICE					
SELLING PRICE					
MARK UP					
DESCRIPTION					
COLOUR					
COST PRICE					
SELLING PRICE					
MARK UP					

EXPLORE: FIELD TRIP TO SPITALFIELDS ACTIVITY 6F

This trip will give you an understanding of how ranges are put together on rails or shelves – and on mannequins.

Look at shop windows of retailers in the Spitalfields area and photograph mannequins showing different combinations of garments.

It is often forbidden to take photos in store. So where possible, draw and write down how brands ranges are grouped in store. Take photos of the shop fronts.

Fill in your Task Sheets – this work should be included in your workbook or uploaded onto your blog.

www.spitalfields.co.uk/spitalfields-history

Link to Fashion and textiles museum fashion drawing template *How to Draw like a fashion designer*:

www.ftmlondon.org/wp-content/uploads/2014/04/HTDLAFD_worksheet.pdf



EXAMPLES OF RANGES ON DISPLAY

Pictures: Jessica Saunders

EXPLORE: FIELD TRIP TO SPITALFIELDS

ACTIVITY 6F continued

ACTIVITY	RESPONSE	REFLECTION	RESPONSE
Look at 3 shop windows	Compare the products and how they are displayed	Discuss which one you would want to go into	Why does one shop seem more appealing than another?
Inside a store can you identify ranges from different brands?	How do the different ranges stand out?	If your garments were in store how would you expect the retailer to display them?	What do you think is an effective way to show garments in a store?
Look for outfits in a store	How easy was it for you to plan an outfit from a store you visited?	If your range was in a store how would you help customers plan an outfit ?	What was the most effective way to find a whole outfit?
Compare the price of three different t-shirts	Are the t-shirts the same price?	What do you think makes one t-shirt cost more than another?	What would the ideal price of your t-shirt be from your own range
Pick one store	Who is their target consumer?	Did the other customers in the store match your idea of the customer?	How would you make sure your retail store appealed to your target customer?

CONNECT: PRESENT, DISCUSS, EVALUATE ACTIVITY 6G

Following the field trip, you can present, discuss and evaluate your learning from the field trip activities.

- ◆ Do you need to update your range plan using the information from the field trip? If so, describe how you have developed your range by adding or changing garments.
- ◆ Have you looked at colours?
- ◆ Have you looked at prices?
- ◆ Have looked garment type?
- ◆ Discuss how some of the ranges you looked at appeal to different customers (For example: age, lifestyle, income).

Findings could be incorporated into your final presentation (see Final Presentation brief page 19).



CONNECT: THE FINAL PRESENTATION ACTIVITY 6H

In the fashion business world, you are often asked to present your ideas to others. Presenting is therefore an important skill to master.

Your weekly activity in your blog or worksheets will help you with your end of nine-lesson session presentation.

OPTION 1

At the end of lesson:

Show your group journey so far and indicate what you have learnt in lesson 6.

- ♦ explain why you chose your range (consider the fashion trends, weather, target customer).
- ♦ explain how you decided on the selling prices of the range.



CONNECT: PERFORMING AND EVALUATING
ACTIVITY 6i (Optional)

Discuss the following questions as a whole class or small group, depending on whether you gave or watched a presentation. Answers could be verbal, written on the board, flip chart or in your workbooks.

Your answers could be verbal or written on the board, flip chart or in your workbooks.



If you WATCHED the presentation:

- ◆ Did you enjoy the presentation?
- ◆ What did you like most about the range plan?
- ◆ Would you buy any of the clothes from the range?



If you GAVE the presentation:

- ◆ How did you feel the presentation went?
- ◆ What went well when presenting?
- ◆ What could have been improved on when presenting? (Consider: speed of delivery, images used in the slides, content)

Evaluate your progress in your workbooks or your blog space.

CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 6J

Reflecting on the range activities will help you better understand what you have learnt. Take time to answer the below questions and reflect on your learning experience.

1. What did you learn about range planning?

2. What new skills did you learn?

3. What did you enjoy most?

4. What skills would you like to develop?

HOW WELL DID YOU...



Focus on the activities?

Discuss brands and what they mean to you?

Come up with ideas?

Link ideas together?

Work co-operatively with others?

Show commitment to a final presentation?

How well did you work with others?
