



BSK AUTUMN/WINTER  
2014/2015  
CLUELESS  
ELLETA MCDANIEL  
POR  
BERSHKA



ELECTRIC  
SHOCK

TARGET MARKET >

AIMING TOWARDS A TRENDY, STYLE-AWARE NICHE WITH TARGET DEMOGRAPHICS OF AGES 15-27. YOUNG WOMEN INTERESTED IN MUSIC, ART, FASHION, SOCIAL TRENDS, AND TECHNOLOGY.

TARGET IMAGE>



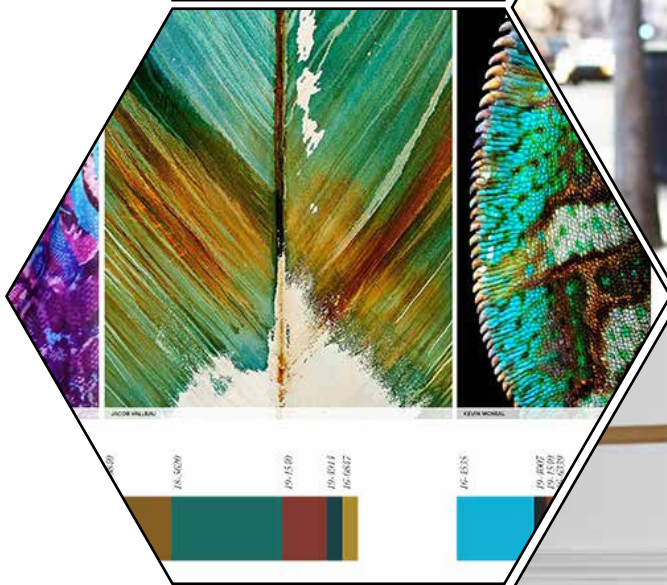
















COLOUR SCHEME >

BRIGHT COLOURS  
WILD PRINTS  
GRAPHICS

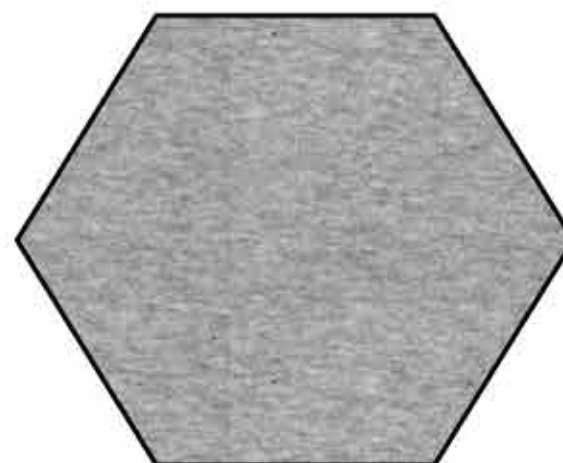
BSK AUTUMN/WINTER 14/15 FABRICS



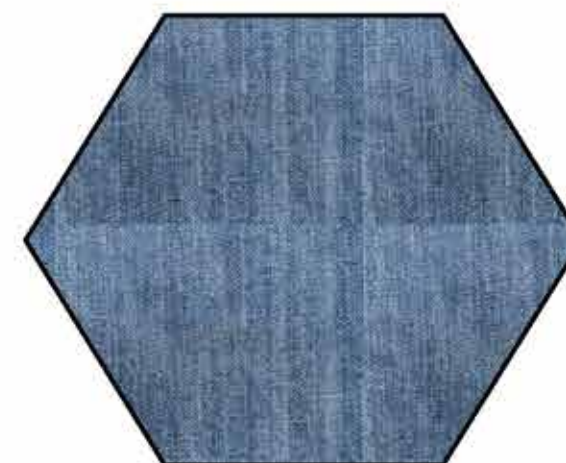
FABRIC: DARK GREY COTTON - 01GRY  
COMPOSITION: 100% WOVEN COTTON



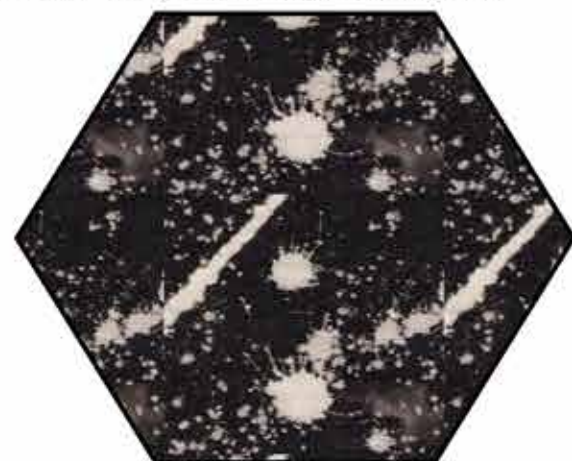
FABRIC: BLACK COTTON - 02BLK  
COMPOSITION: 100% WOVEN STRETCH



FABRIC: LIGHT GREY COTTON - 03GRY  
COMPOSITION: 100% WOVEN STRETCH



FABRIC: BLUE JEAN - 04BLU  
COMPOSITION: 100% WOVEN COTTON



FABRIC: PAINT COTTON - 05PAN  
COMPOSITION: 100% WOVEN STRETCH COTTON



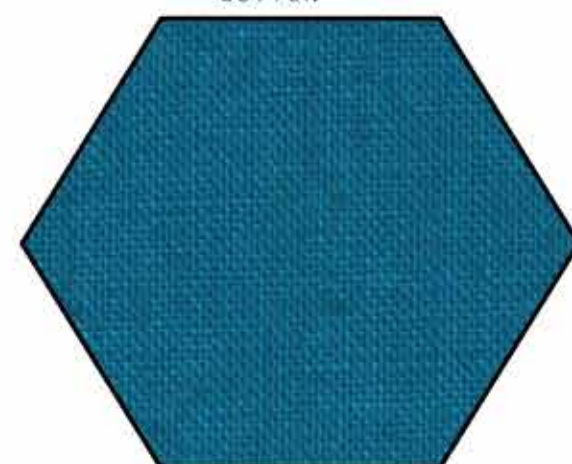
FABRIC: BLACK GIRAFE COTTON - 06GIR  
COMPOSITION: 100% WOVEN STRETCH COTTON



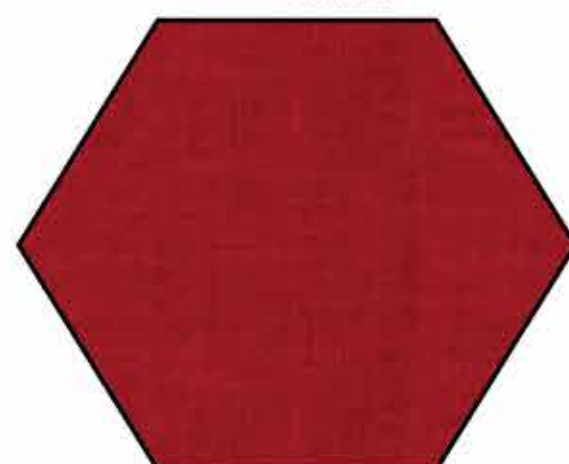
FABRIC: CORAL COTTON - 07COR  
COMPOSITION: 100% WOVEN STRETCH COTTON



FABRIC: JUNGLE COTTON - 08JUN  
COMPOSITION: 100% WOVEN COTTON



FABRIC: AQUA COTTON - 09 AQUA  
COMPOSITION: 100% WOVEN STRETCH COTTON



FABRIC: RED COTTON - 10 RED  
COMPOSITION: 100% WOVEN STRETCH COTTON



BSK AUTUMN/WINTER 14/15 TRIMMINGS



FABRIC: BLACK METAL BUTTON 12MM  
COMPOSITION: METAL BUTTON



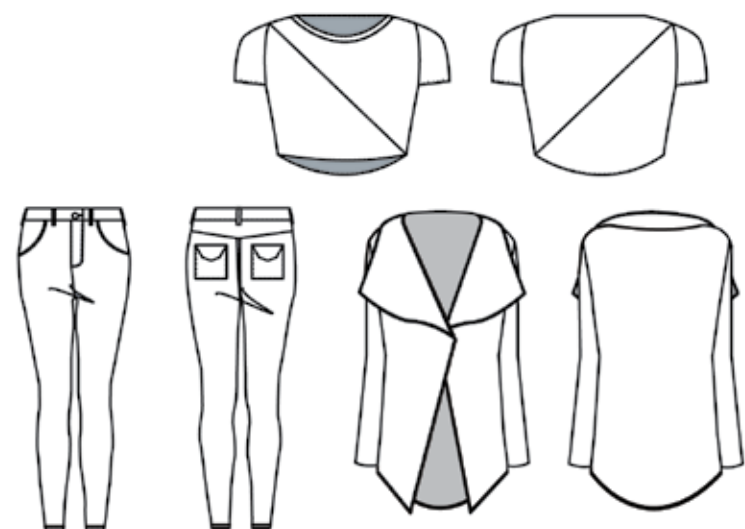
FABRIC: BLACK W/ METAL ZIPPER 59CM  
COMPOSITION: METAL AND FABRIC



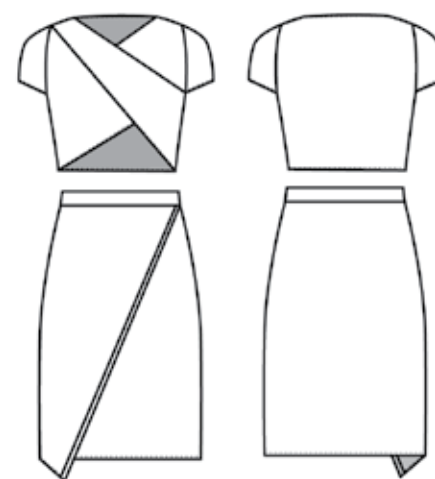
FABRIC: METAL STITCH ON SNAP BUTTON 15MM  
COMPOSITION: METAL



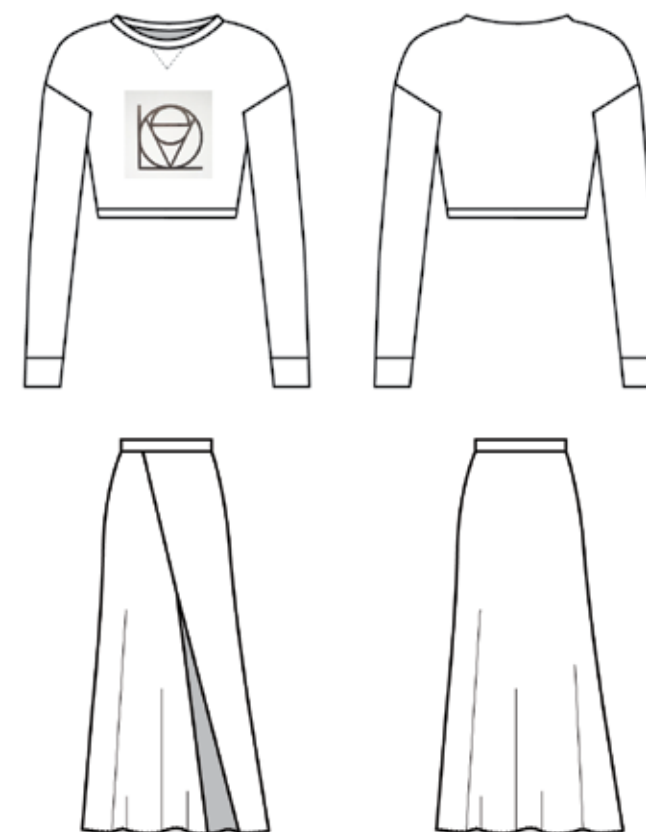
BSK AUTUMN/WINTER 14/15 LOOK 1



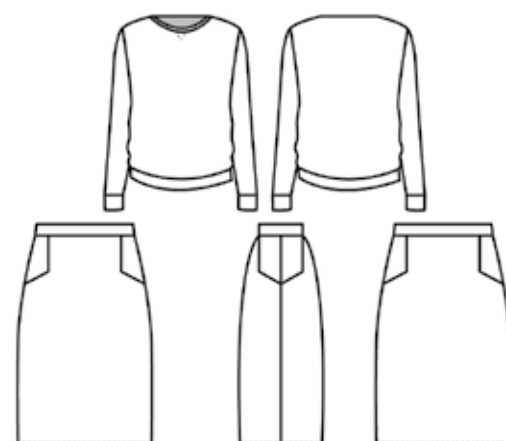
BSK AUTUMN/WINTER 14/15 LOOK 3



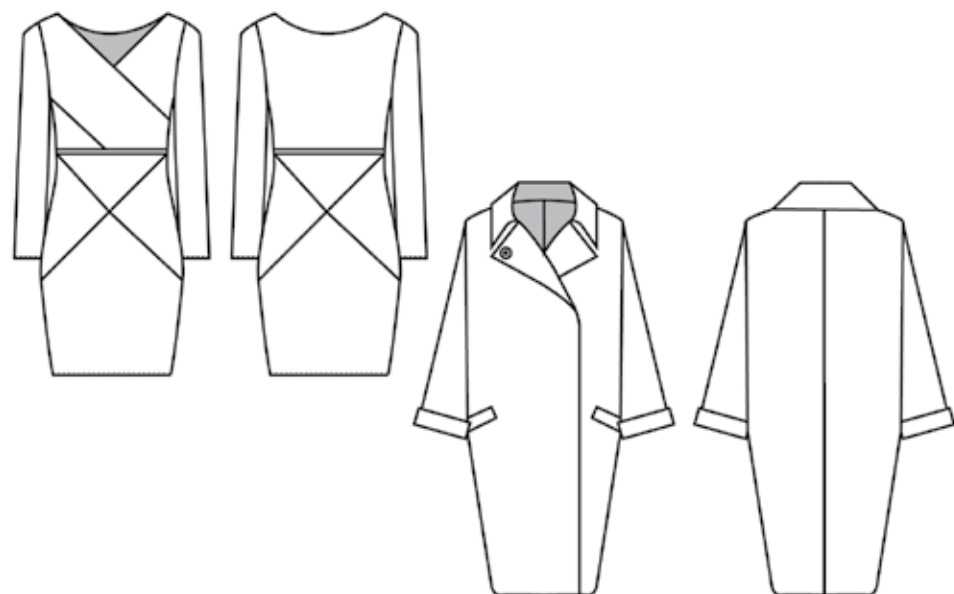
BSK AUTUMN/WINTER 14/15 LOOK 4



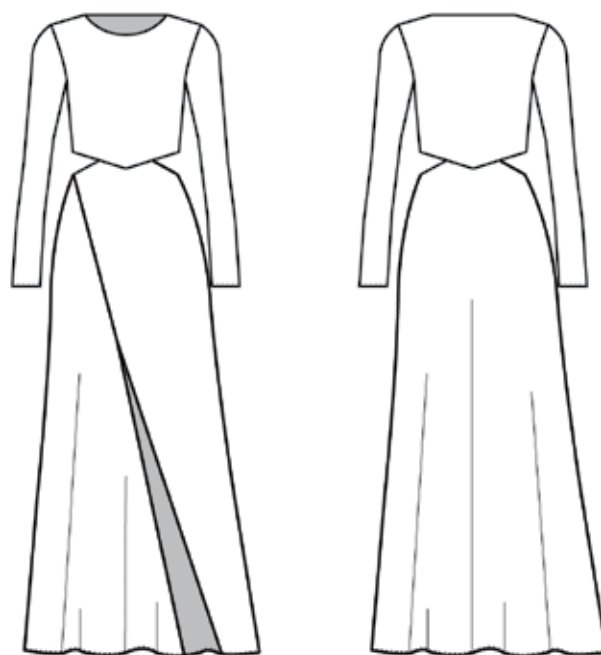
BSK AUTUMN/WINTER 14/15 LOOK 2



BSK AUTUMN/WINTER 14/15 LOOK 5



BSK AUTUMN/WINTER 14/15 LOOK 6

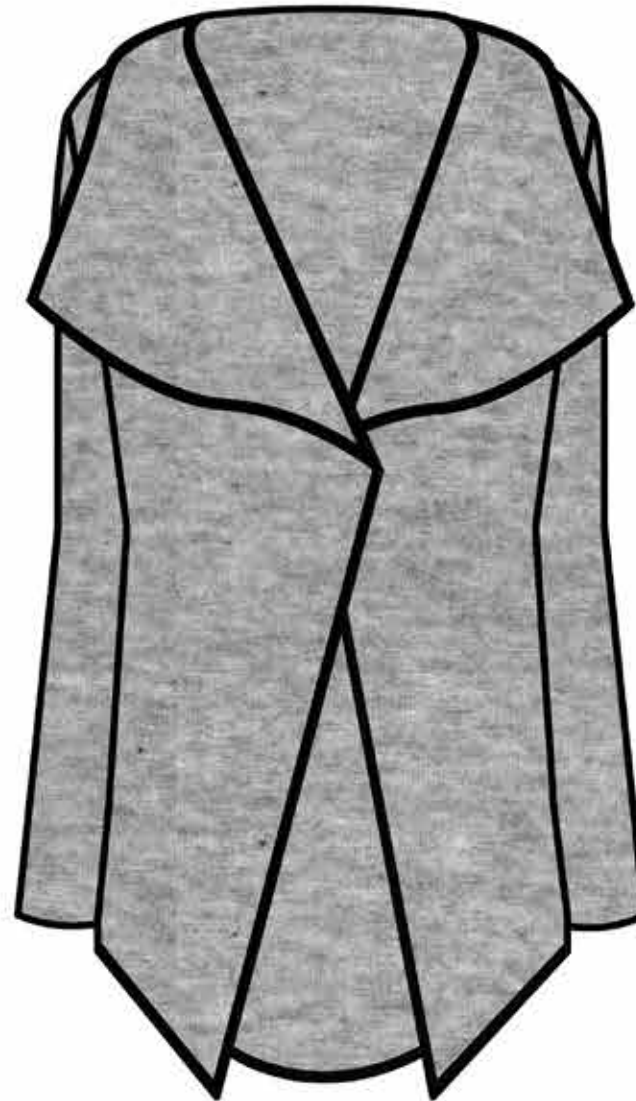


BSK AUTUMN/WINTER 14/15 LOOK 7





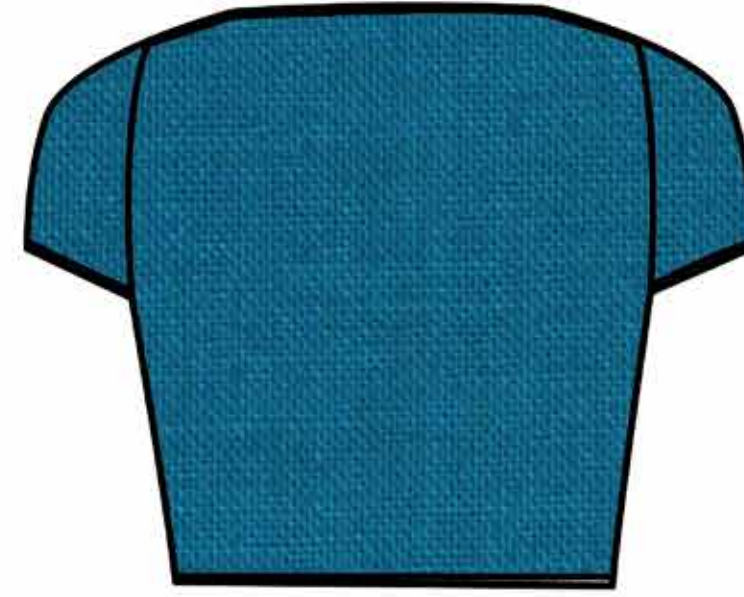
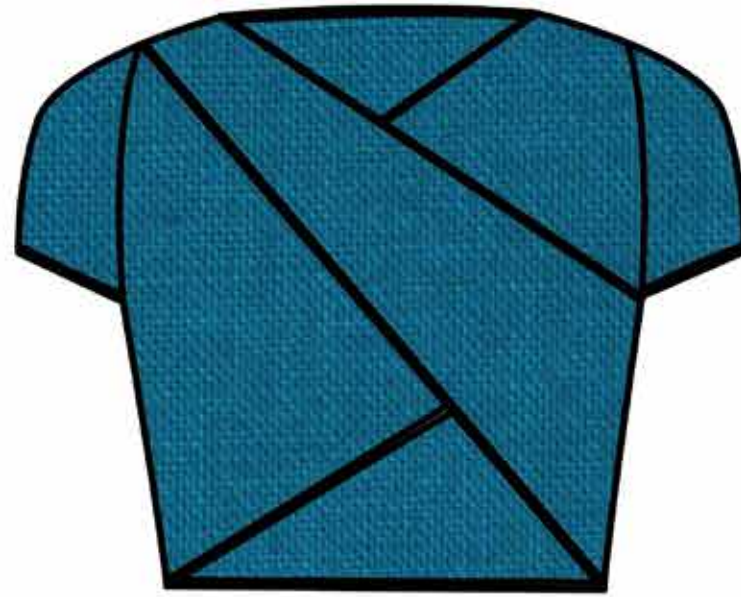
BSK AUTUMN/WINTER 14/15 LOOK 1





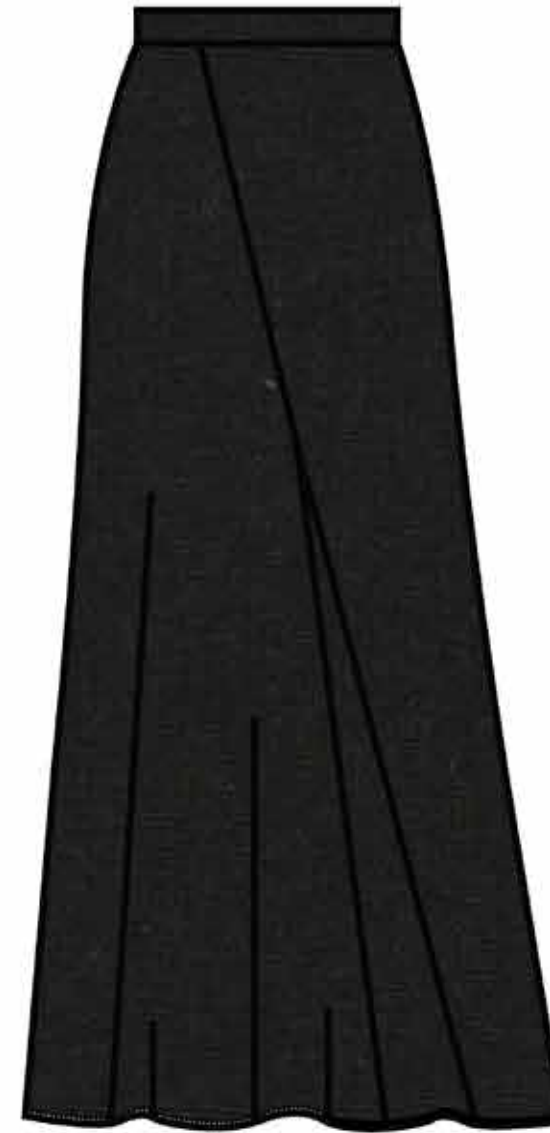
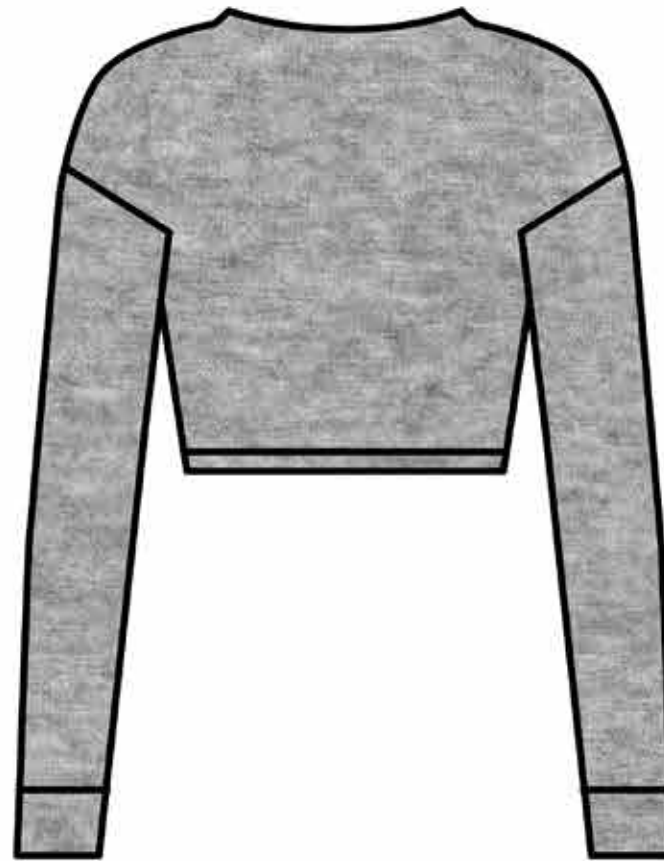
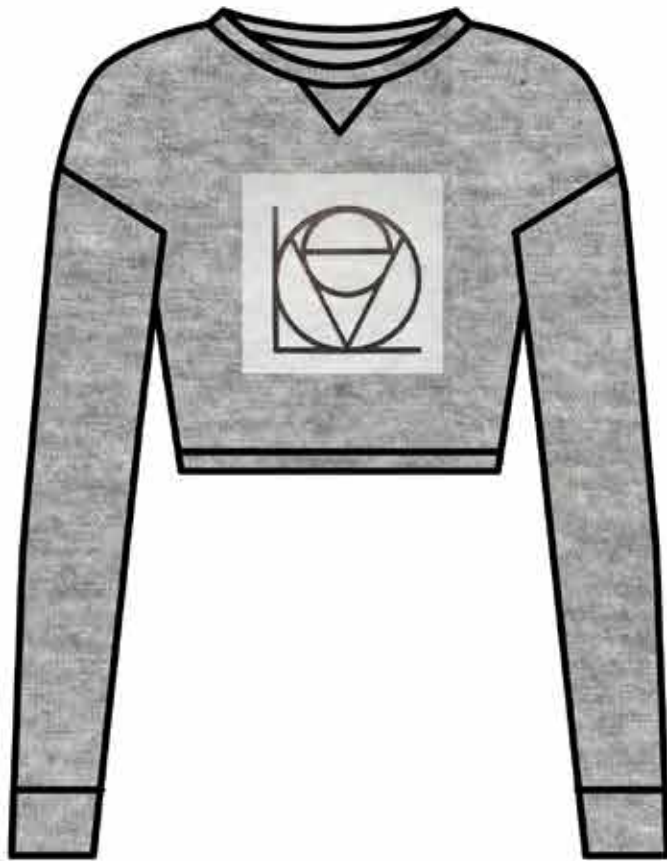








BSK AUTUMN/WINTER 14/15 LOOK 4





BSK AUTUMN/WINTER 14/15 LOOK 5









BSK AUTUMN/WINTER 14/15 LOOK 7



LINE UP AUTUMN/WINTER 14/15





STYLE

LADY LAY SKIRT

REF

003

PRODUCT

SKIRT

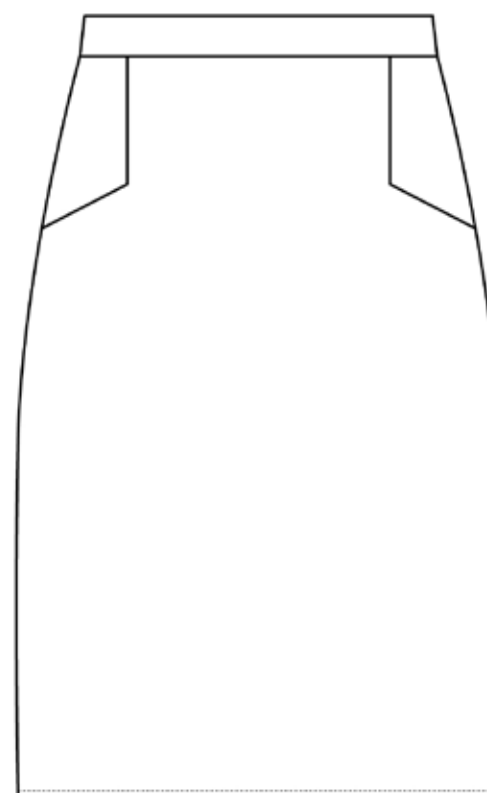
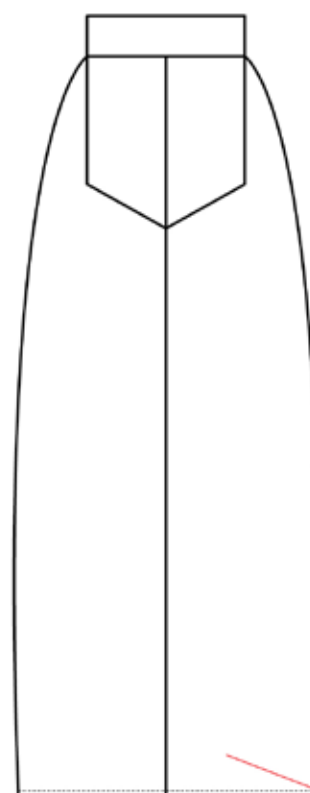
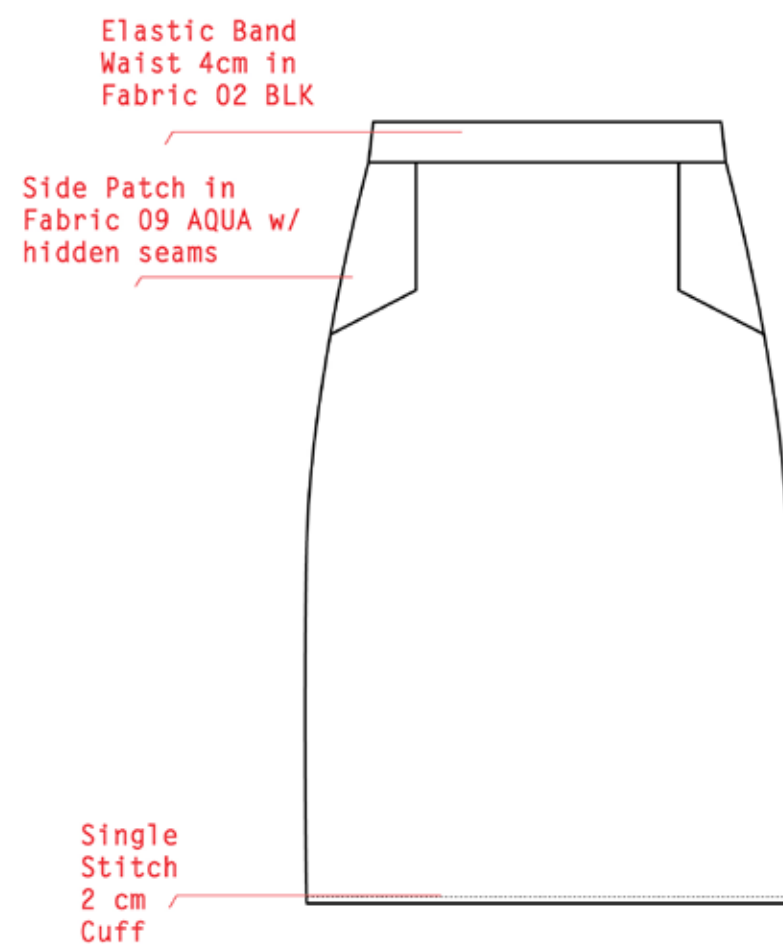
BSK FOR BERSHKA  
DESIGNED BY ELLETA MOIRE

FRONT

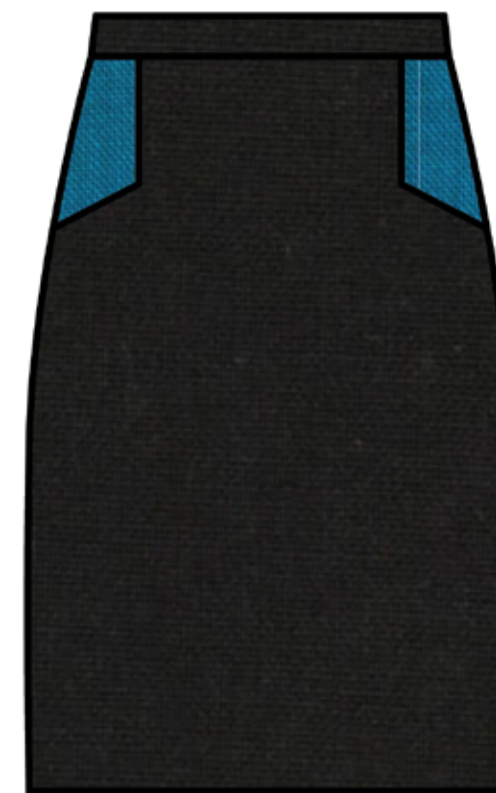
PROFILE

BACK

COLOUR AND FABRIC SAMPLE



Skirt In Fabric  
02 BLK



# TRIMMINGS AND FABRICS

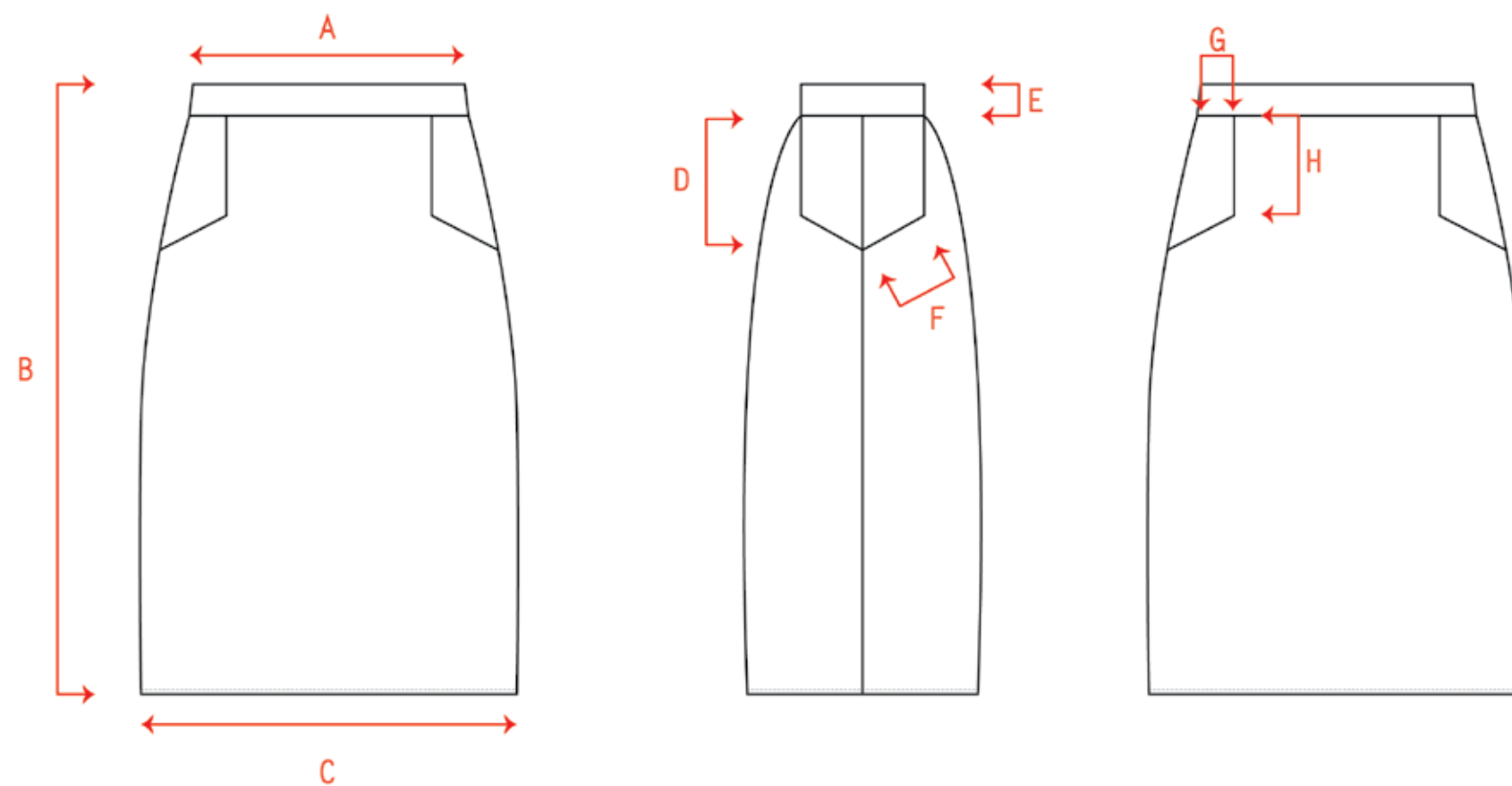


FABRIC: BLACK COTTON - 02BLK  
COMPOSITION: 100% WOVEN STRETCH COTTON



FABRIC: AQUA COTTON - 09 AQUA  
COMPOSITION: 100% WOVEN STRECTH COTTON

LADY LAY SKIRT 003 DIMENSIONS



SIZES (cm) SAMPLE SIZE SMALL		
A	WAIST	28
B	LENGTH	42
C	WIDTH BOTTOM	38
D	PATCH SIDE LENGTH	12
E	WAISTBAND	4
F	PATCH BOTTOM WIDTH	12
G	PATCH TOP WIDTH	8
H	PATCH FRONT LENGTH	8