



Shanto-Marium University of creative technology
Department Of Fashion Design & Technology

Module Title: Woven Apparel Design & Technology-Portfolio

Module Code: WAD-4208

Submitted By: Ommay Washefa Porshi

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Client Profile:

Name: Zara Mahfuz

Age: 24

Gender: Female

Occupation: Model , Architecture

Economic status: Upper middle class

Income Level: 40-50k

Hobbies: Social activities, Styling, Exploring and experimenting new things, Photography, Travelling, Enjoys dressing up.

Lifestyle: Career driven, Fashion conscious, Ambient who enjoys company of oneself and others, Enjoys versatile fashion, loves to be spot light, Likes watching fashion show.

Psychological Profile: She is an adventurous free spirit who is growing as a person and leaving a great attitude on life. She has a keen interest in architecture because she is a student at Ahsanullah University of Science and Technology.

Consumer Habits: Shopping once a month at least, love to purchase fashionable products with good quality.

Dress Category: Fusion wear.

Price range: 10-15k

Season: Spring-summer 24



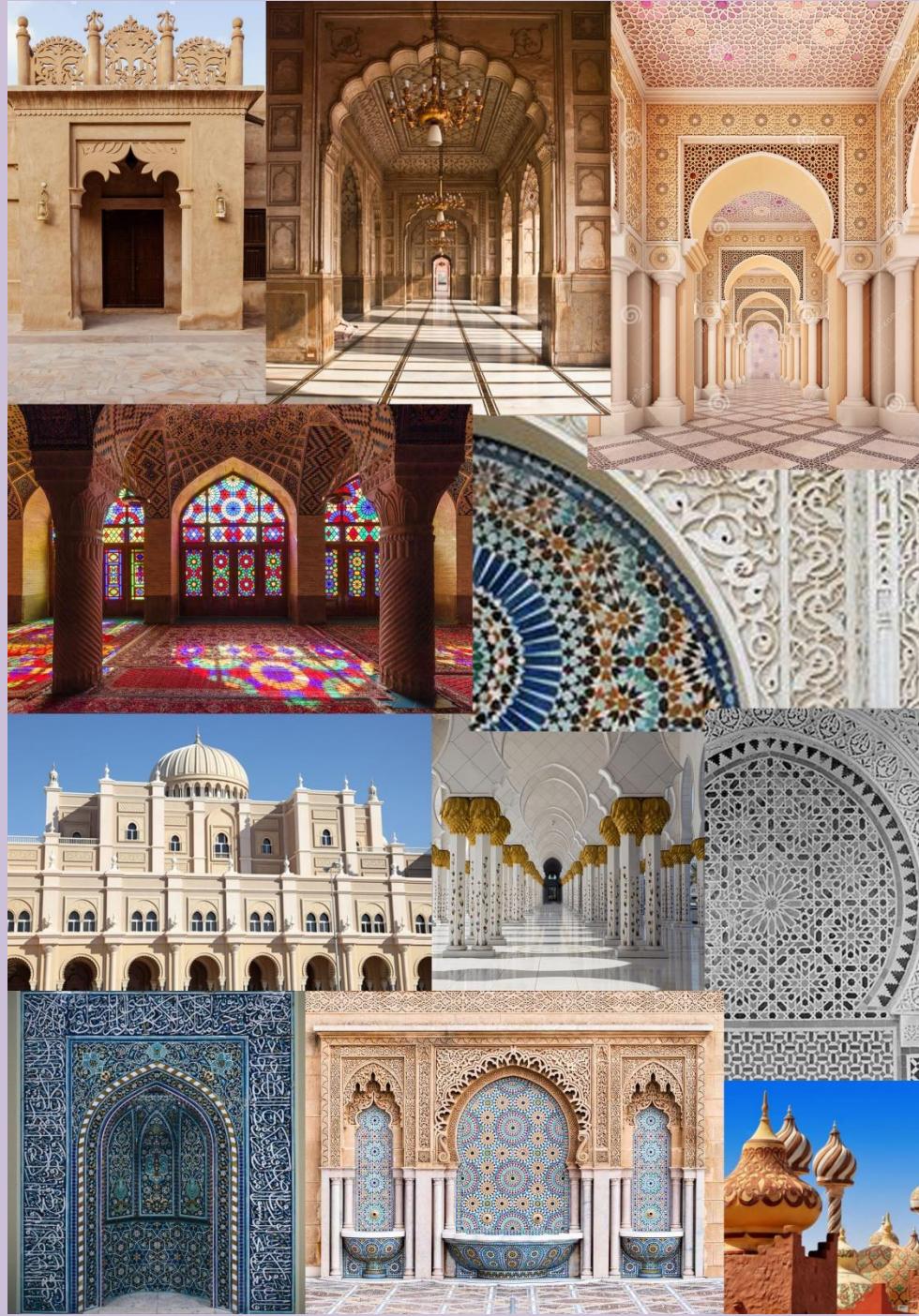
Theme Description

Magical Touch Of Arabia

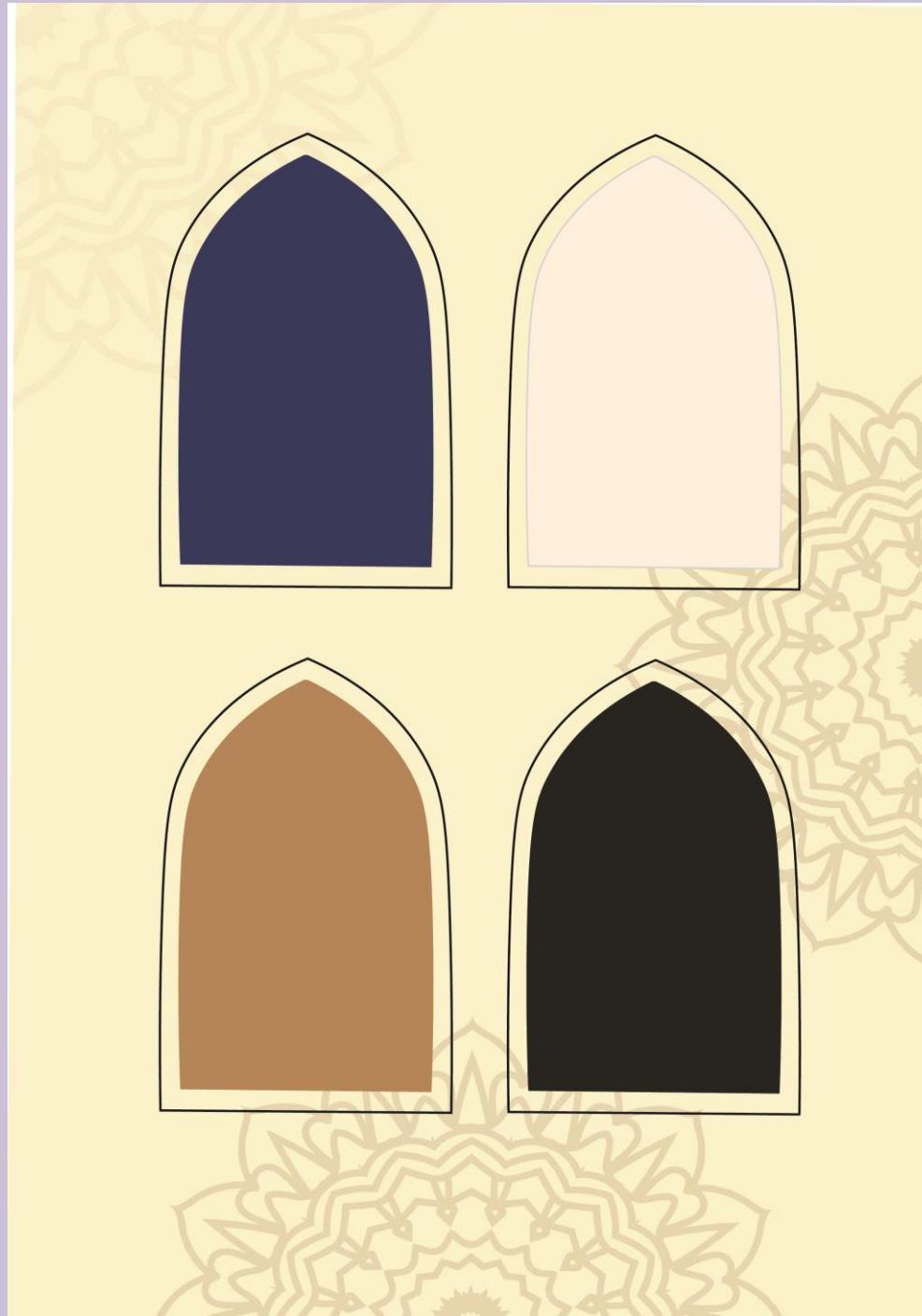
The collection is inspired by the “Arabic Architecture” which is the symbol of Purity and Royalty. The dresses are based on that era's Long dress, shrug, Tunic. In this collection, Georgette, Net, Tassar silk fabrics are used based on Arabic architectural motifs and for embellishment, Zardosi and embroidery are used with golden, bronze and multi-color. The Hypostyle Hall, minarets, palaces, tombs, arches, mihrabs and arabesque art are all sources of inspiration for the patterns and motifs.

The color stories are from basic Arabic architectural features like – Blue, Beige, Golden brown and Black. The bright and bold colors make the collection more pure.

The dress category is “Fusion wear” which refers to the fusion of several cultural styles. The design is more Western-inspired, in order to produce something different and unique. It will have a traditional flavor with a dash of modernization.



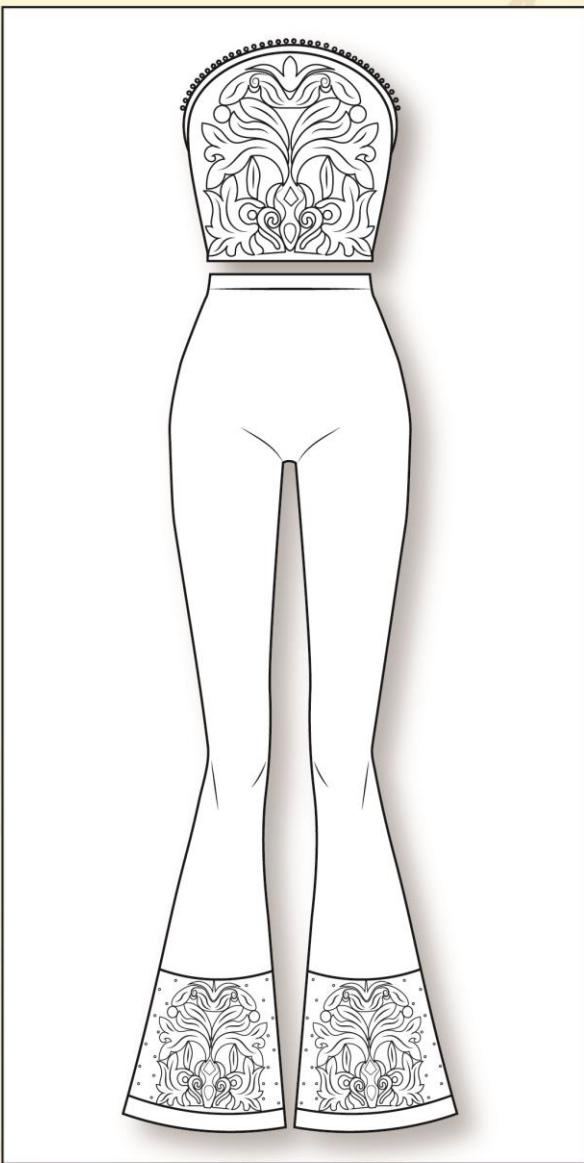




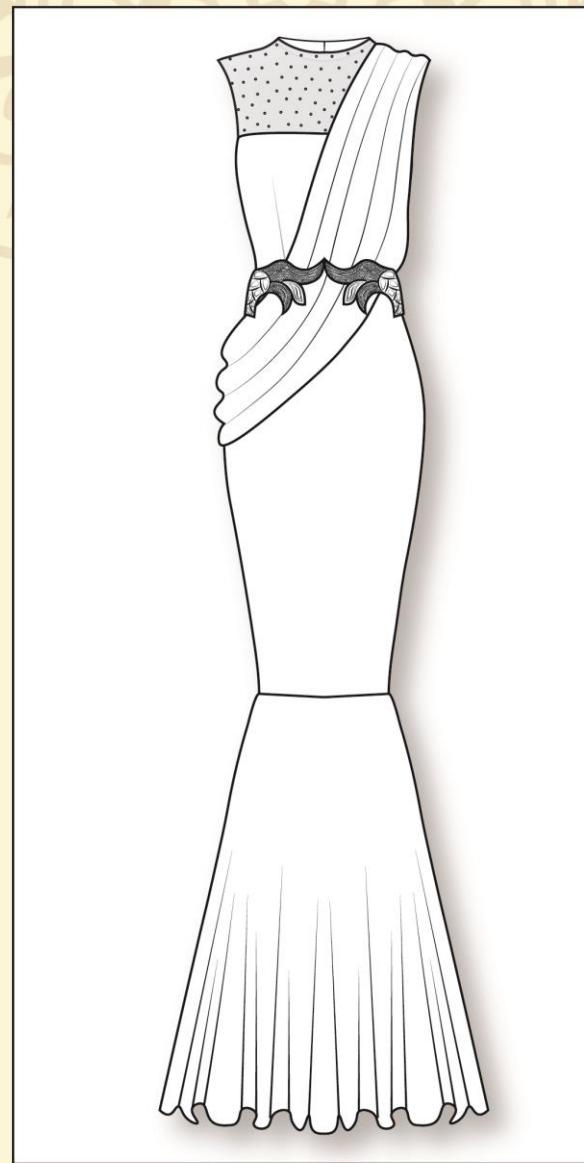
Trims & Accessories Board

Fabric

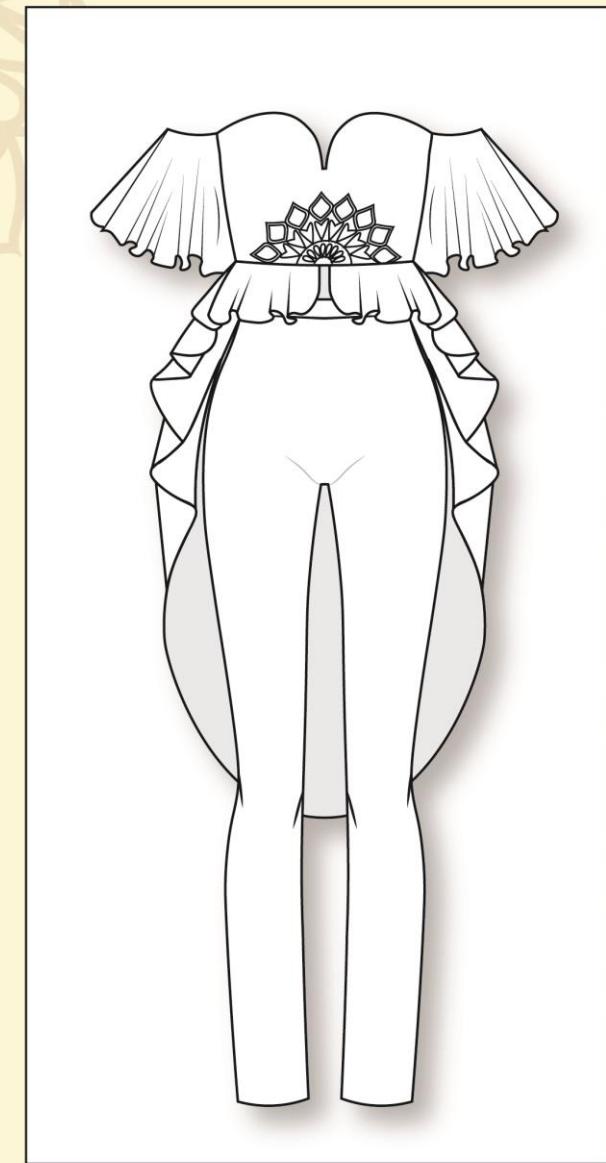




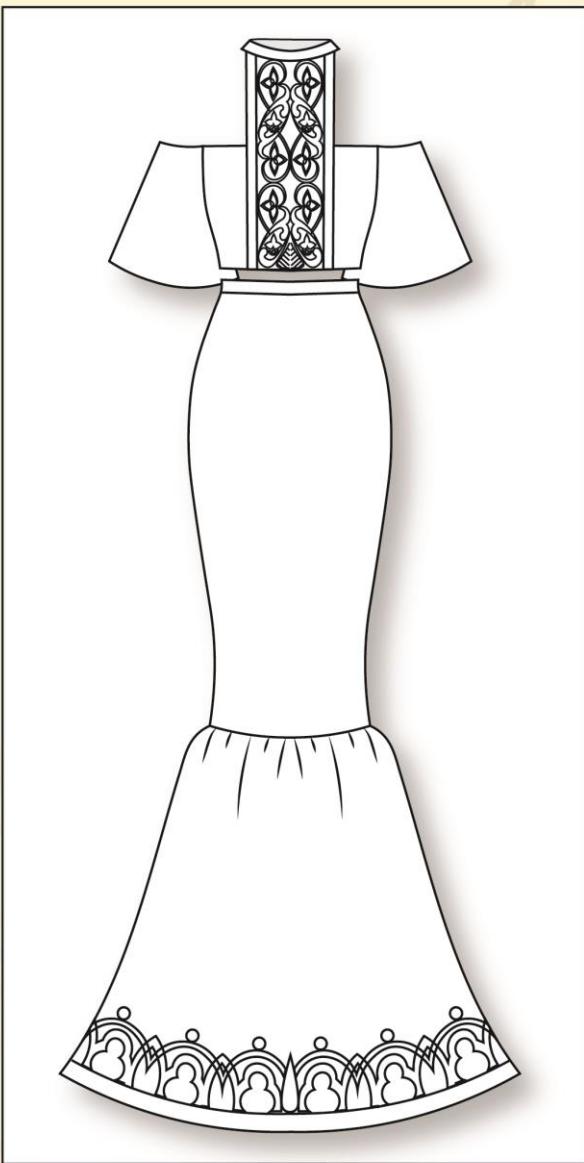
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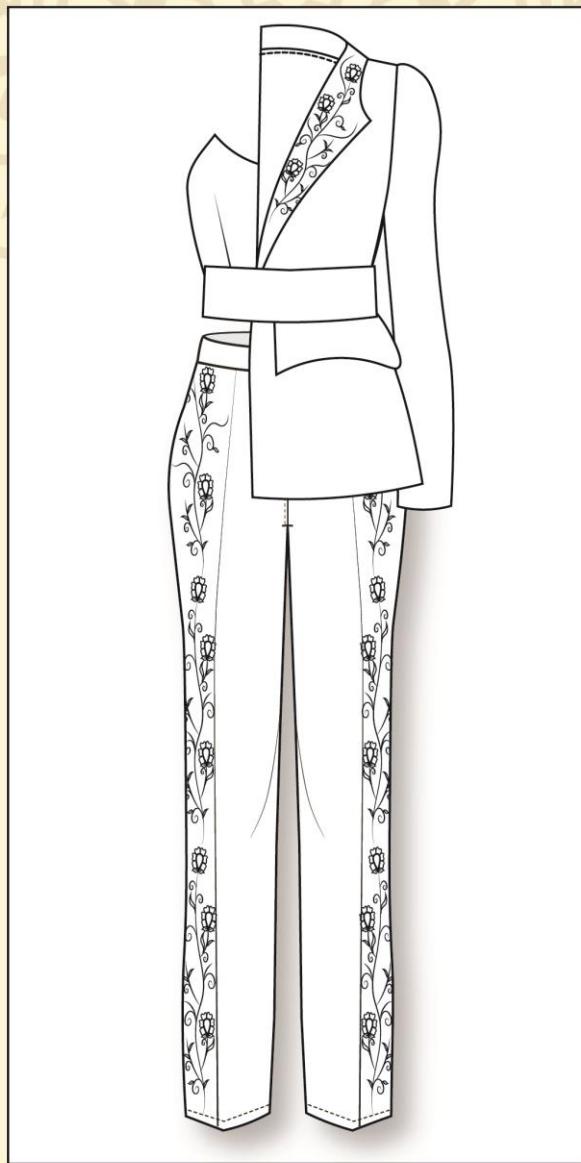
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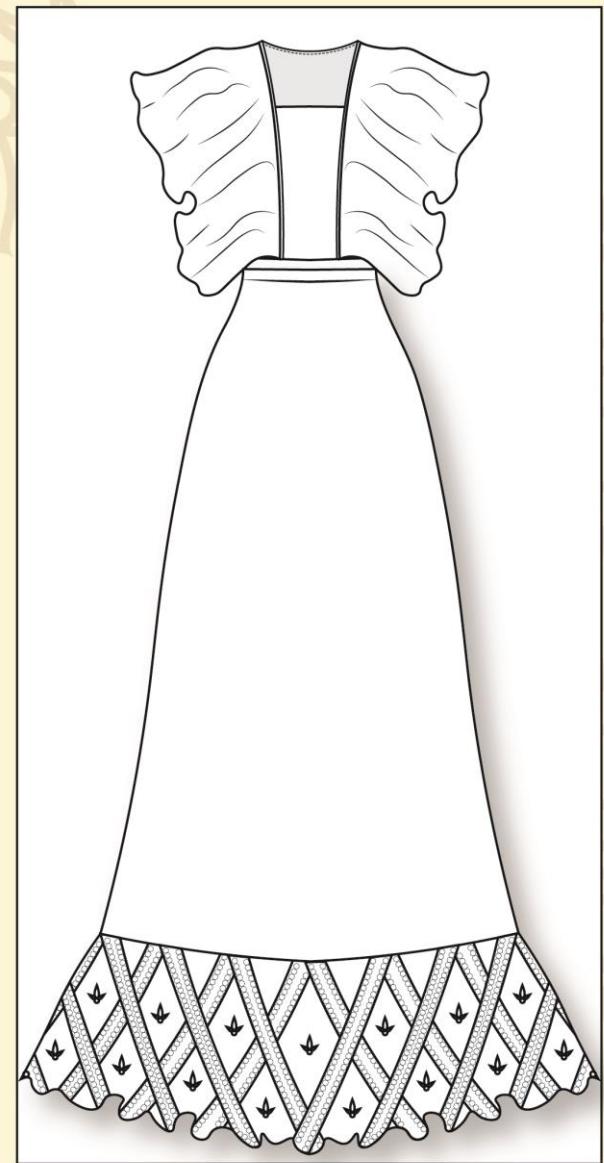
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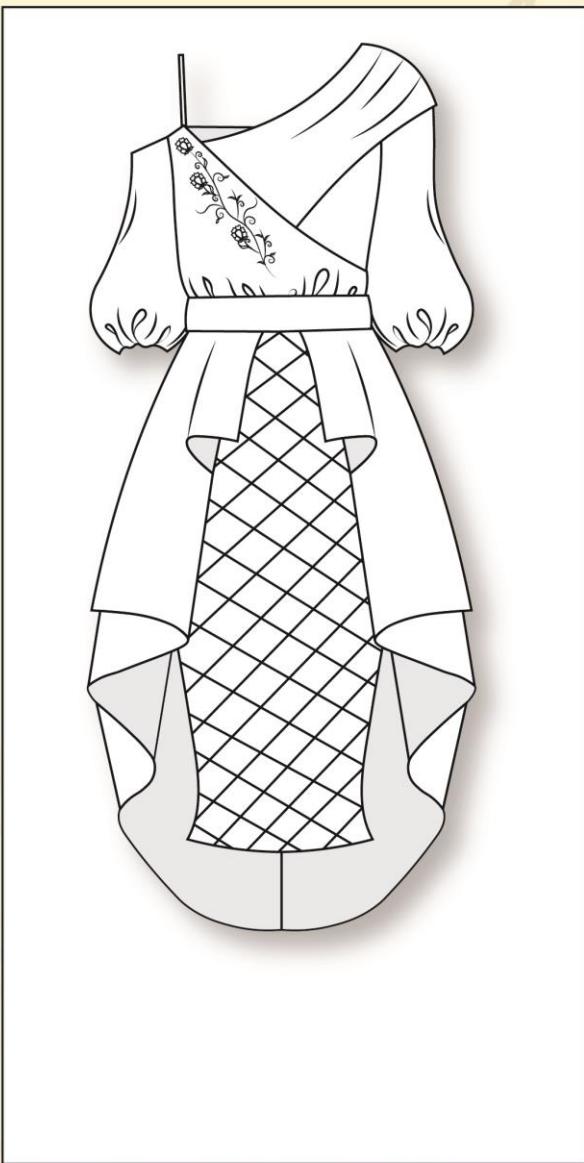
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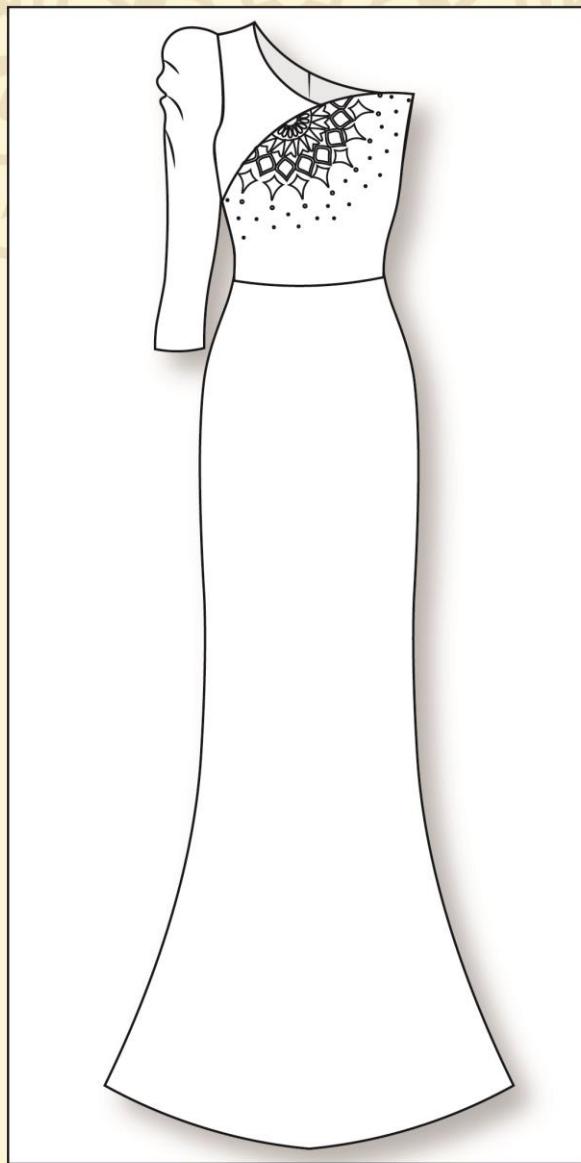
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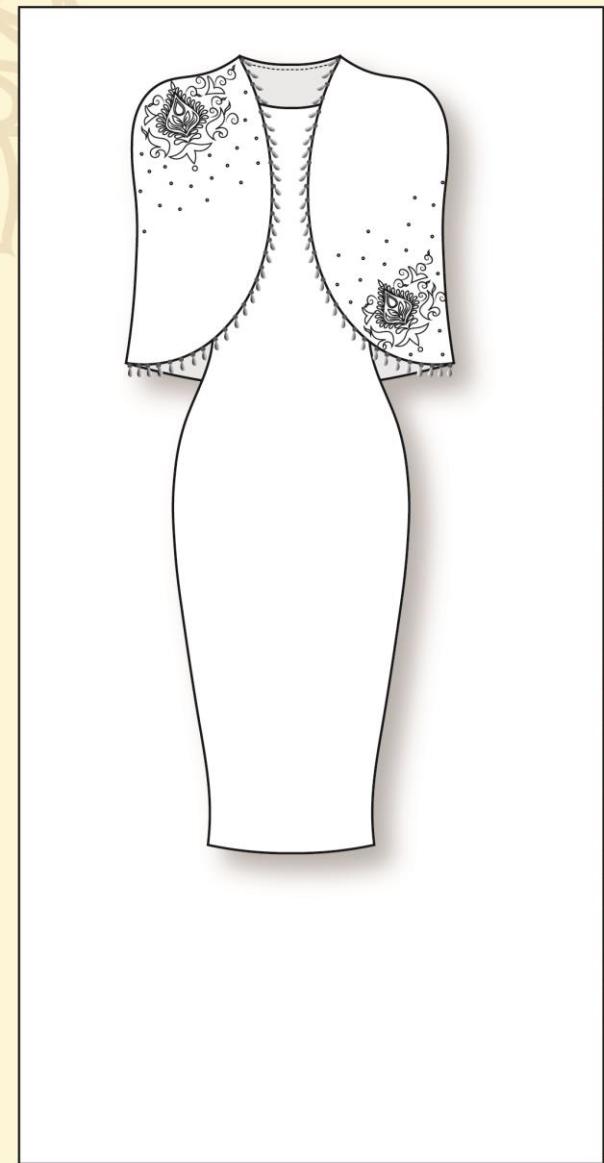
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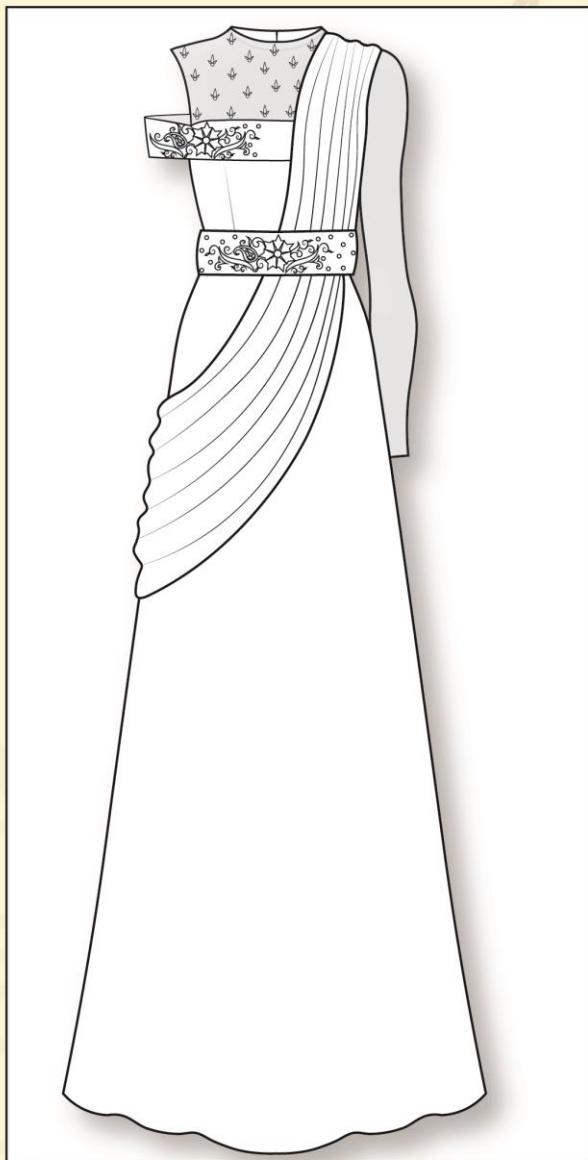
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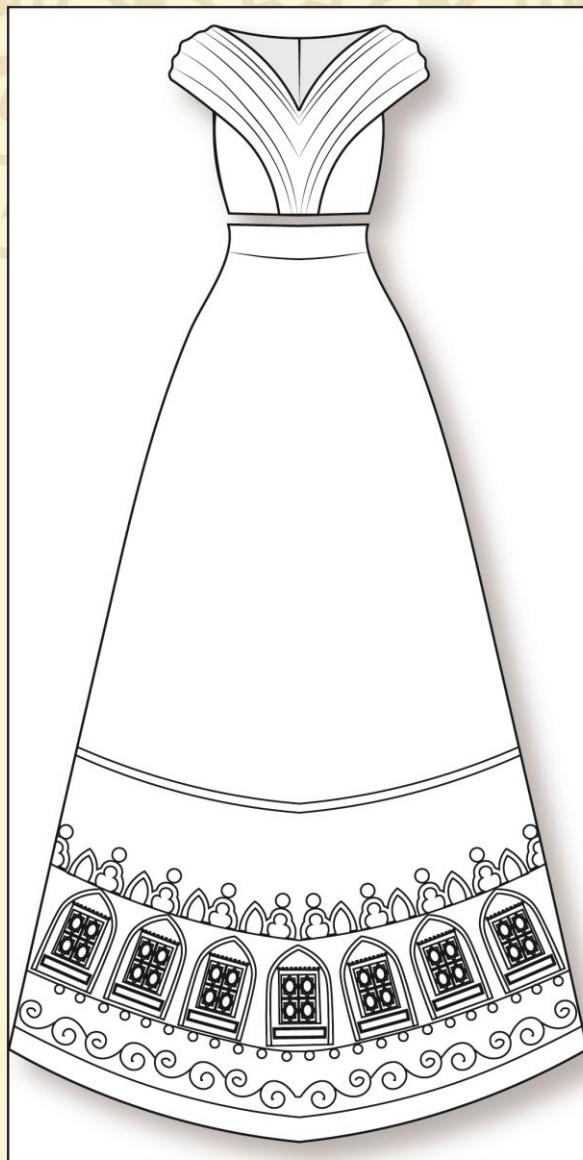
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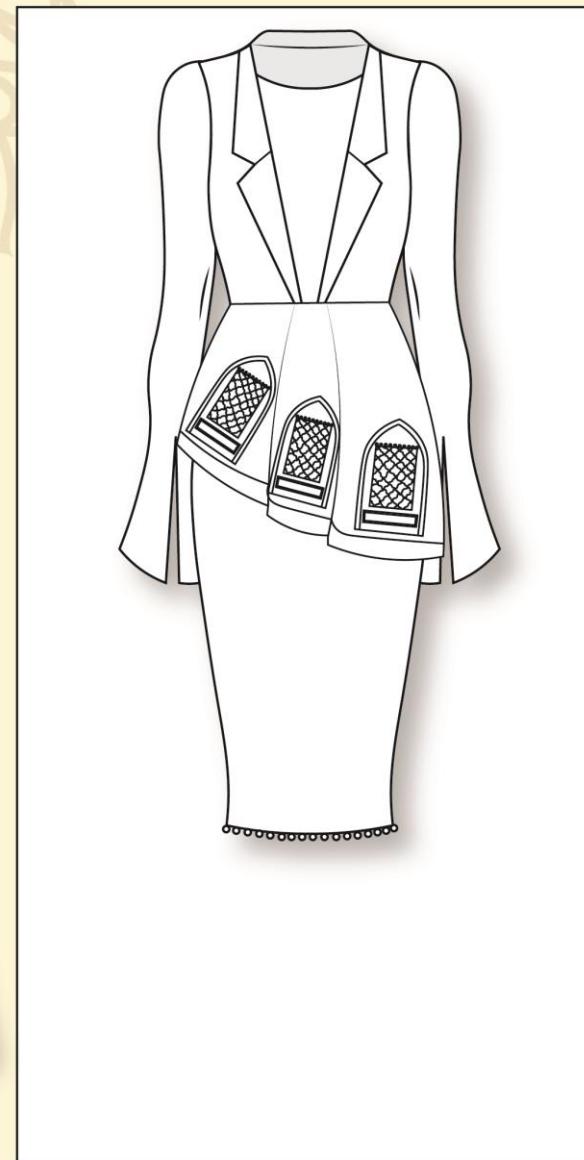
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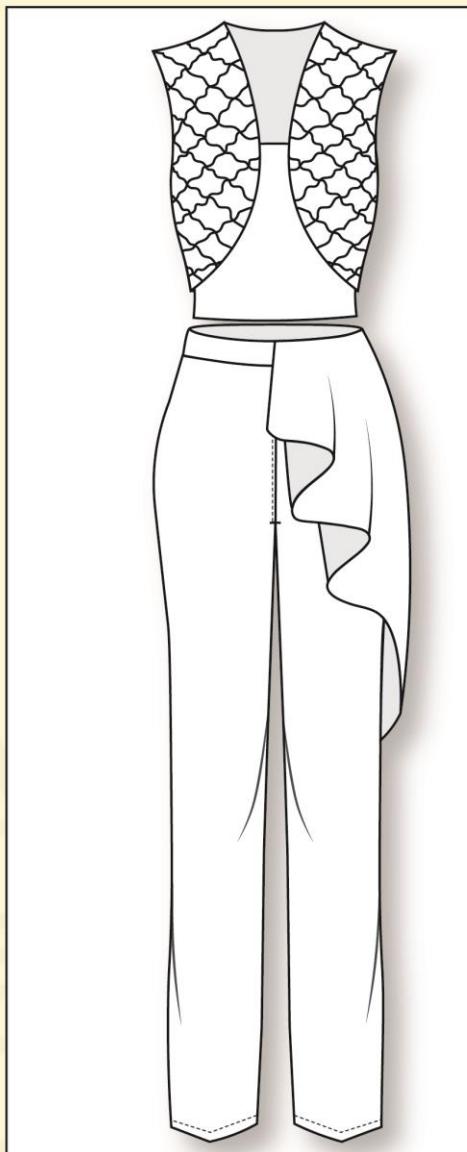
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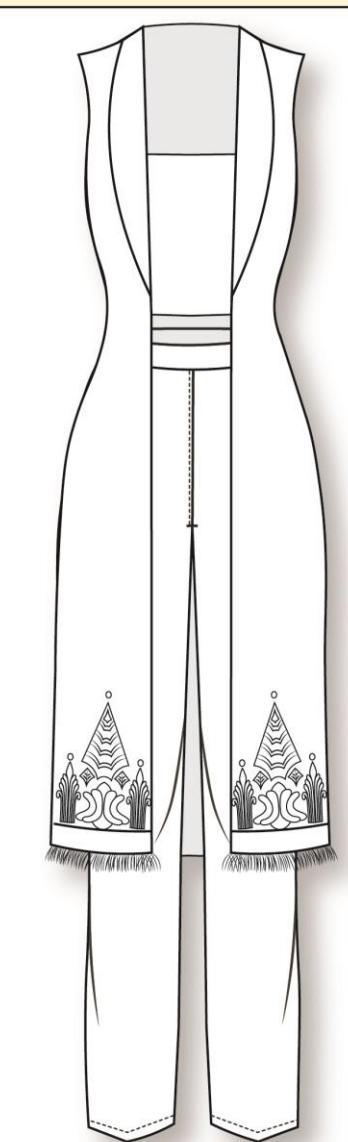
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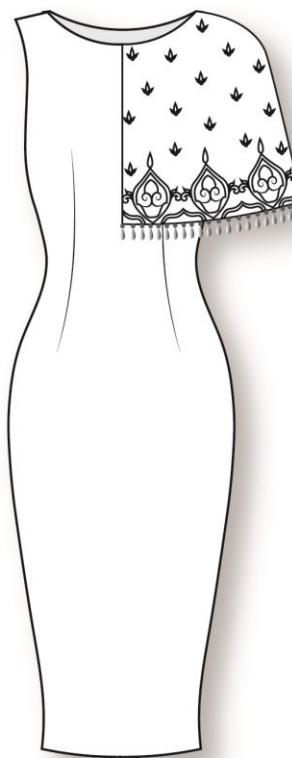
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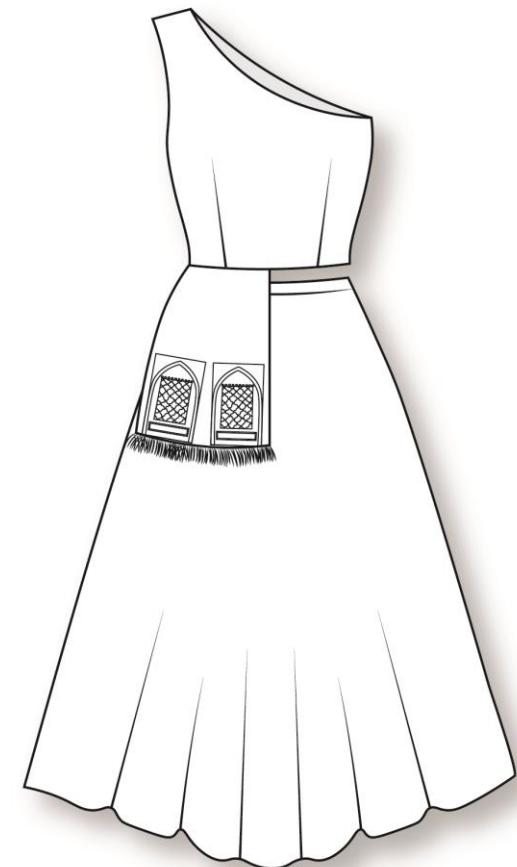
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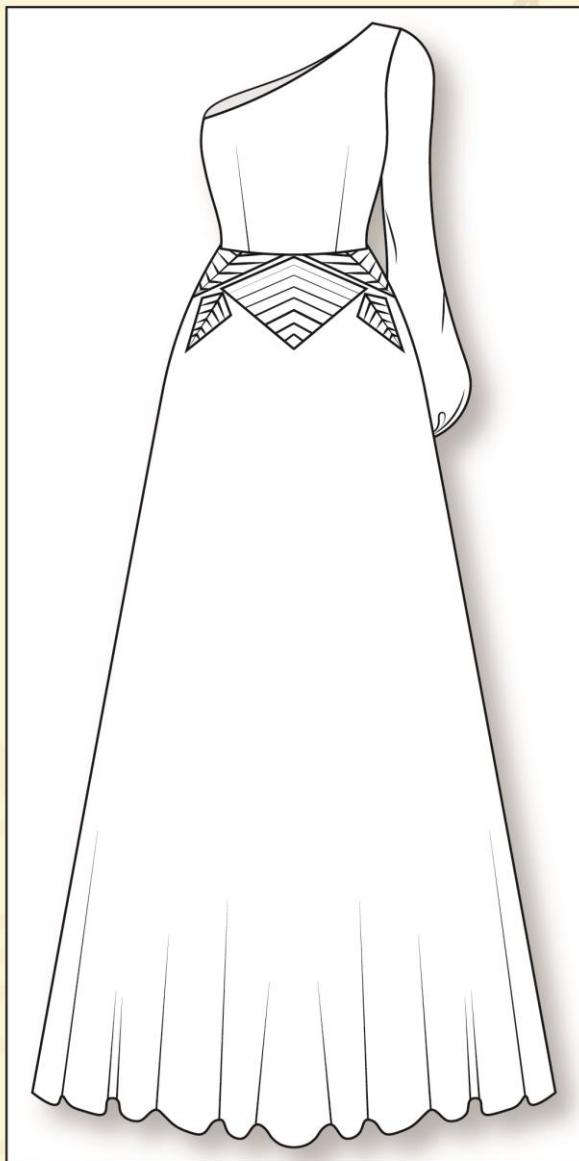
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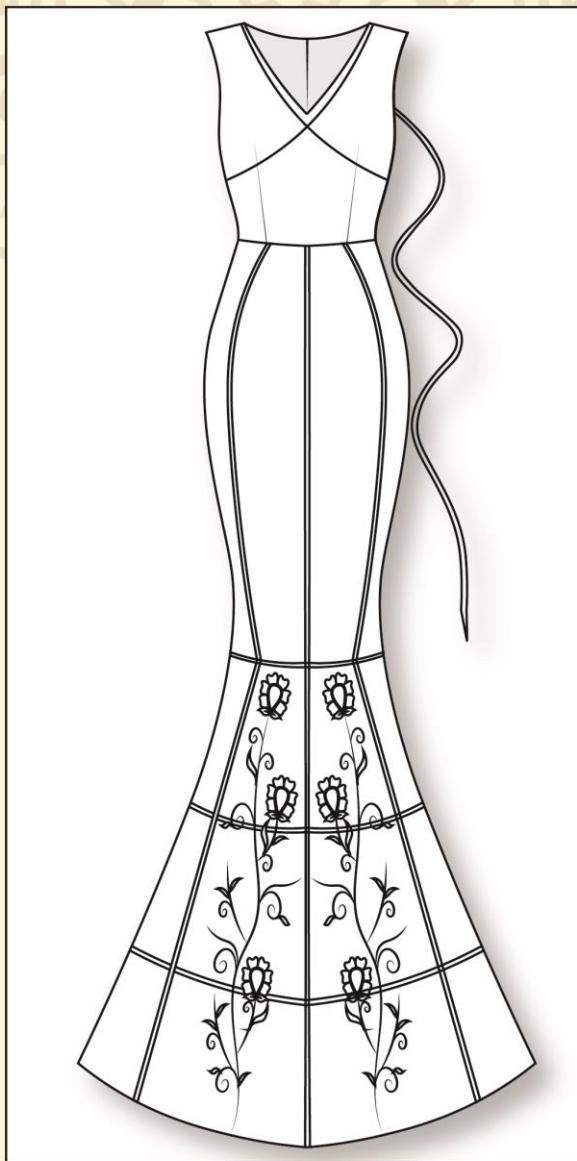
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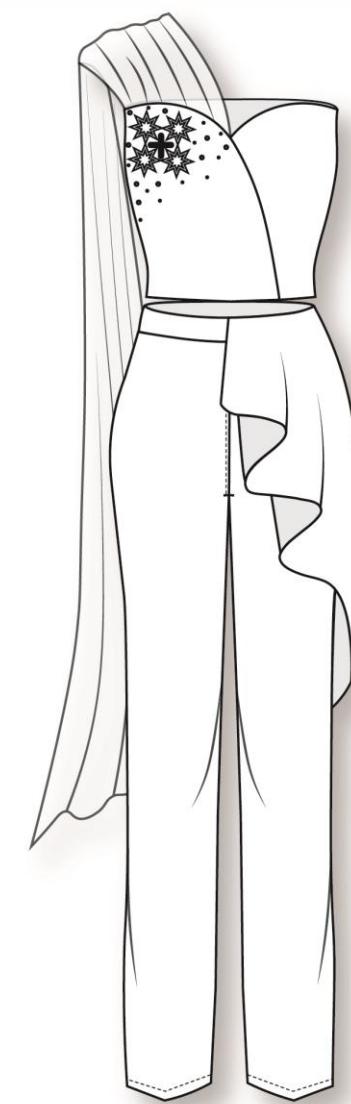
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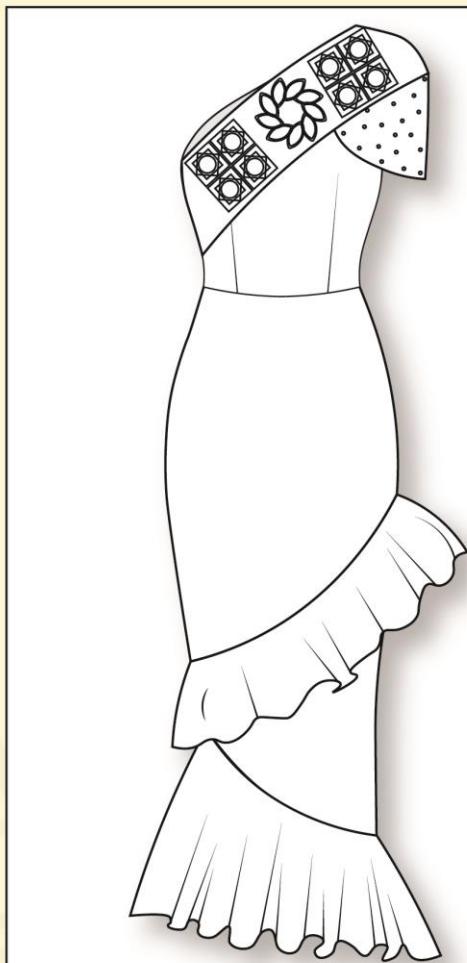
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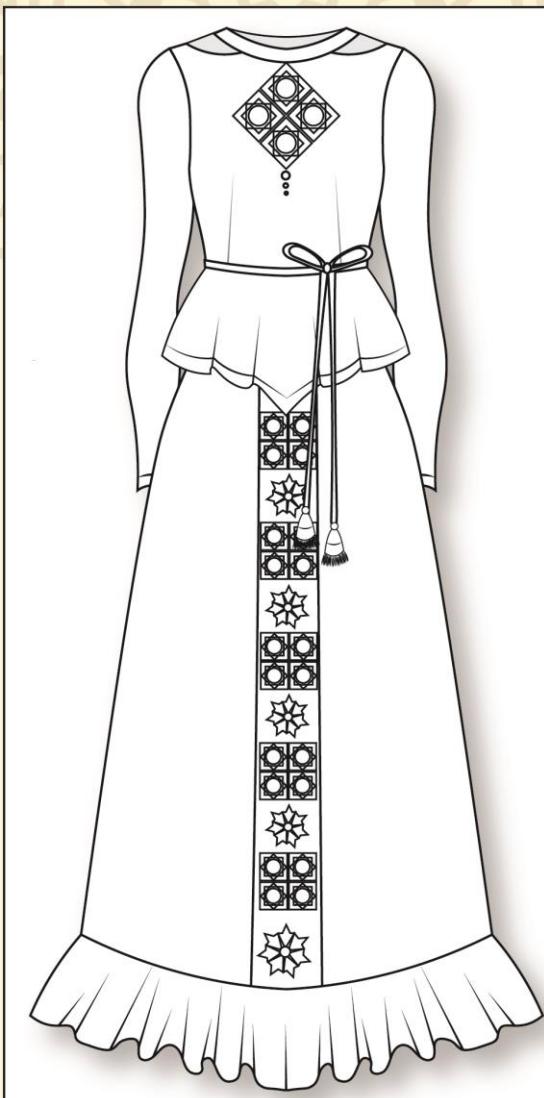
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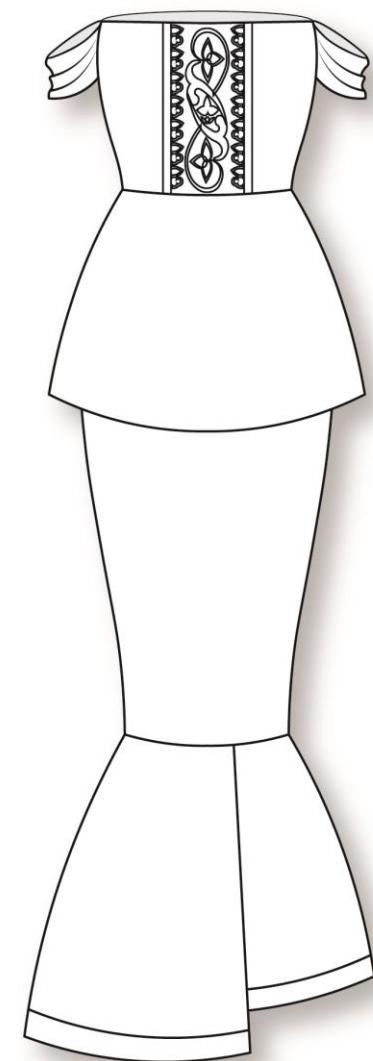
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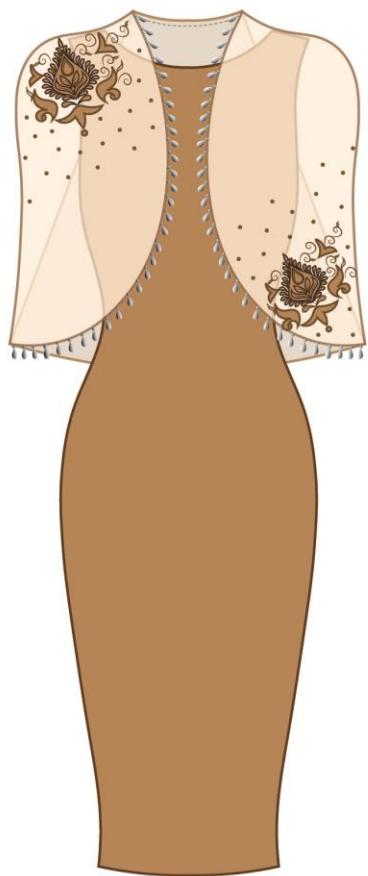
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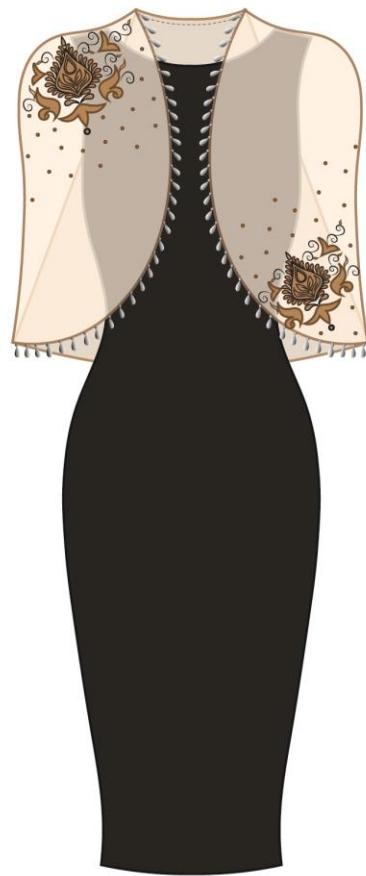
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DDS 24



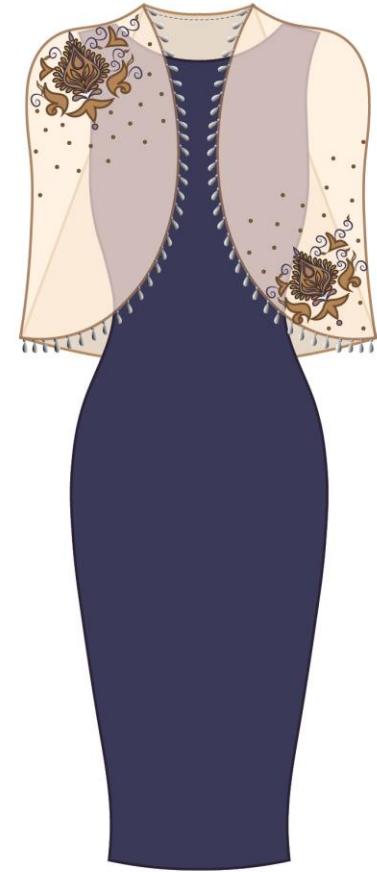
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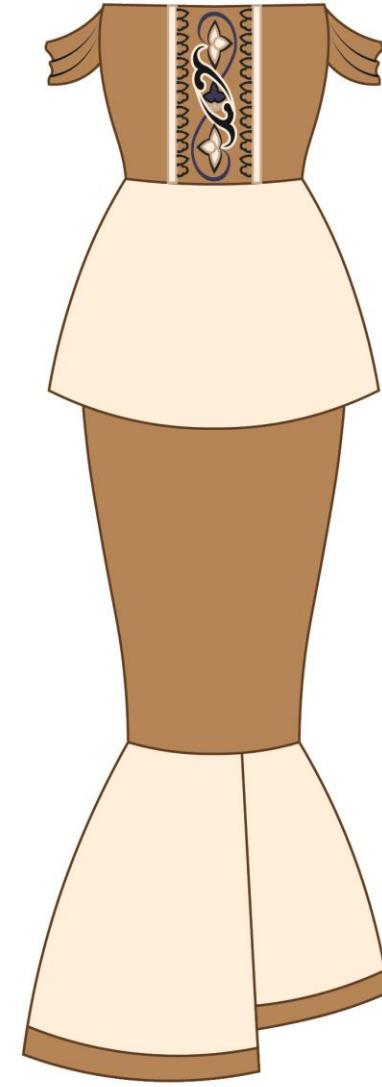
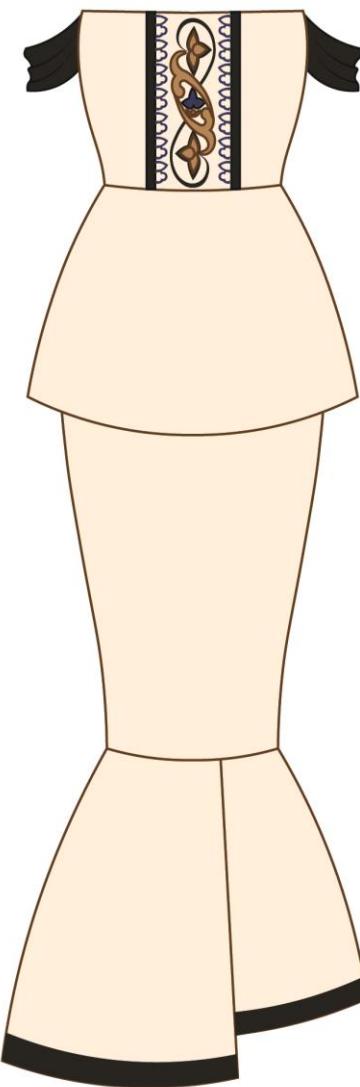
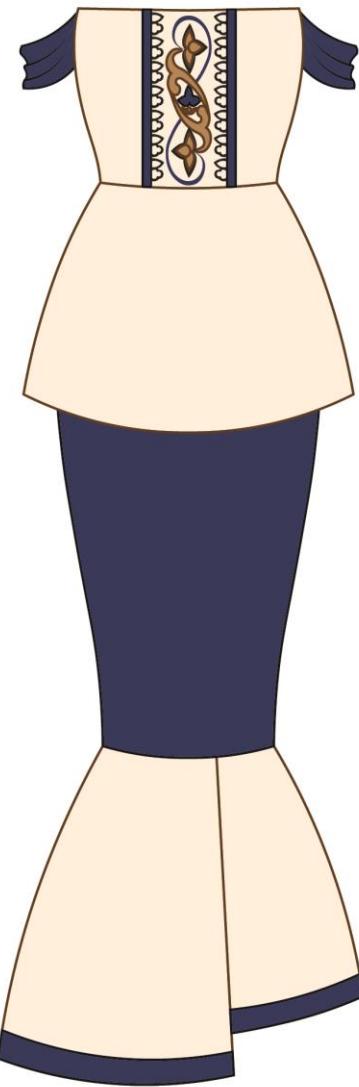
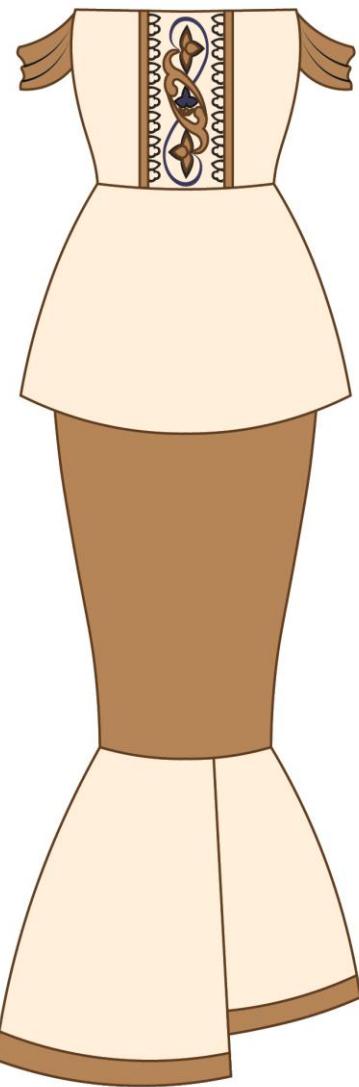
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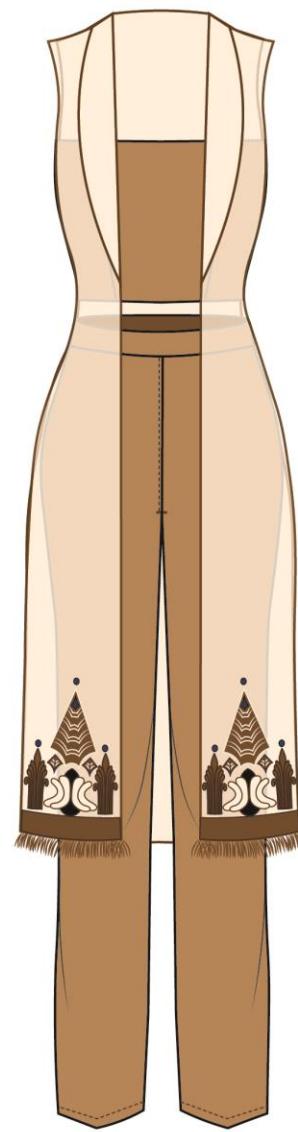




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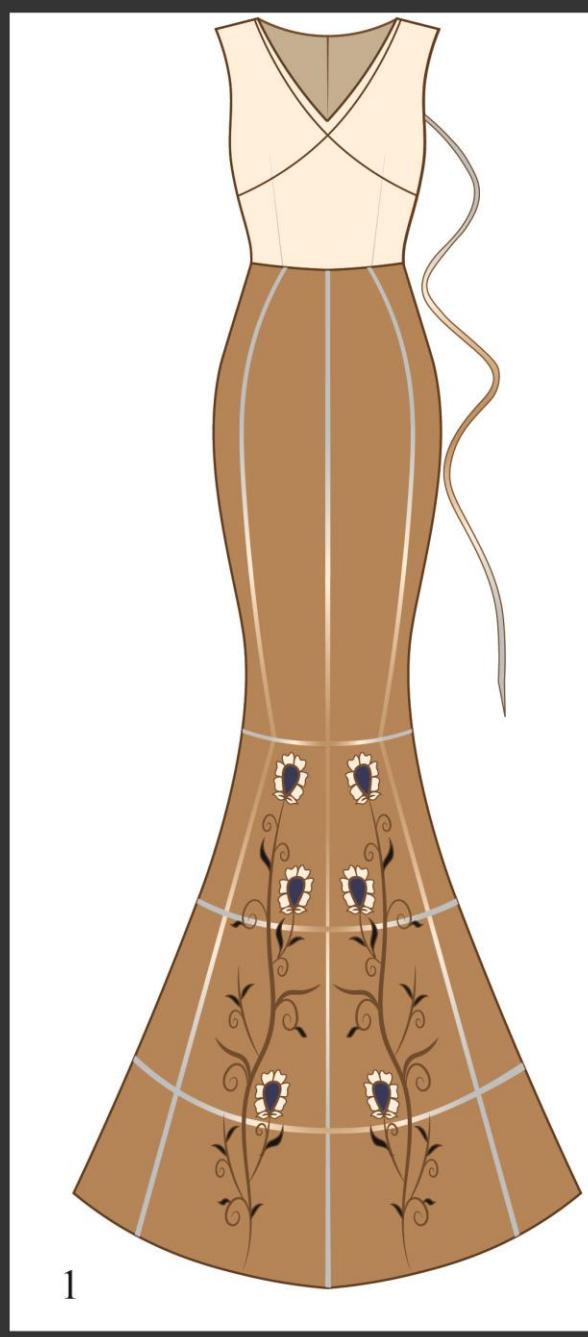
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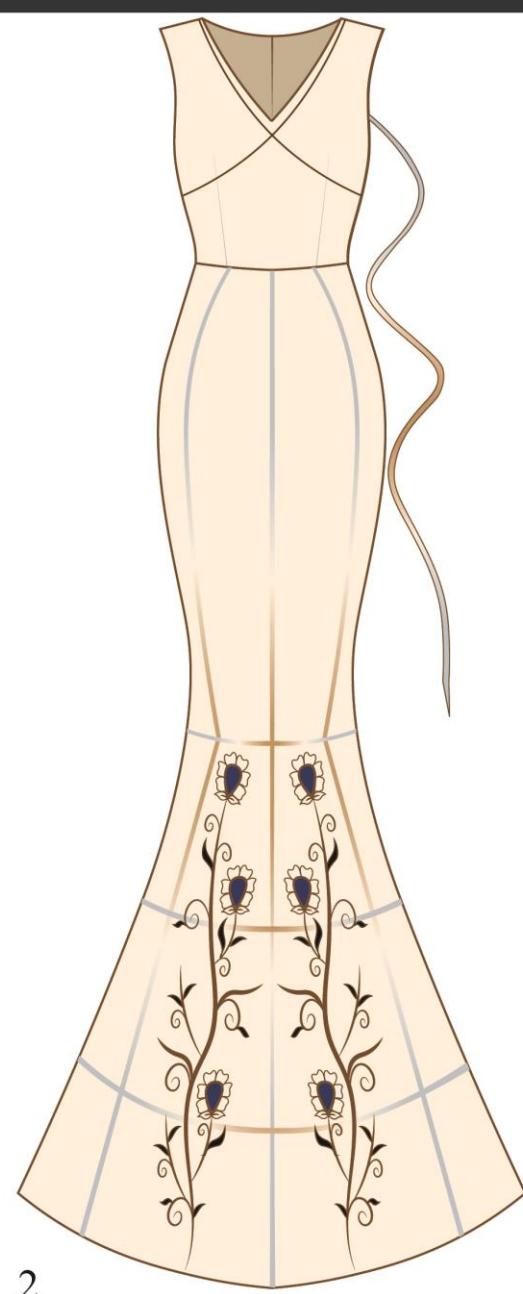
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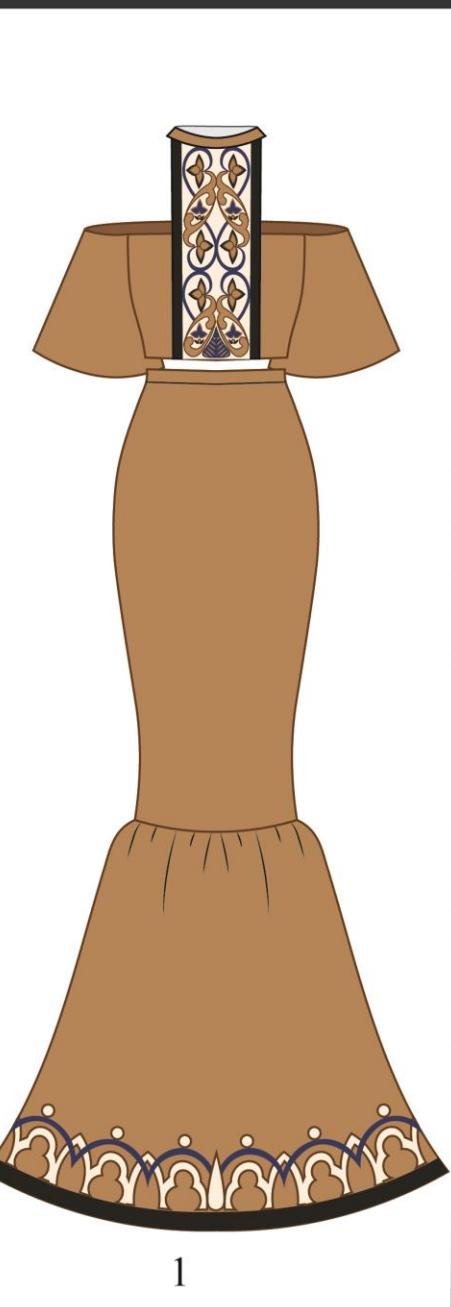
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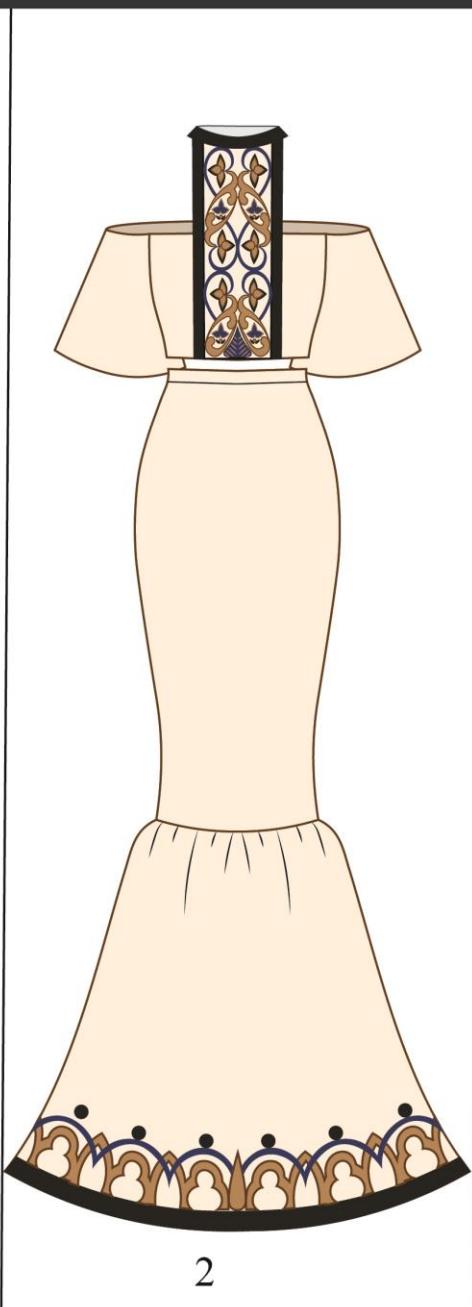
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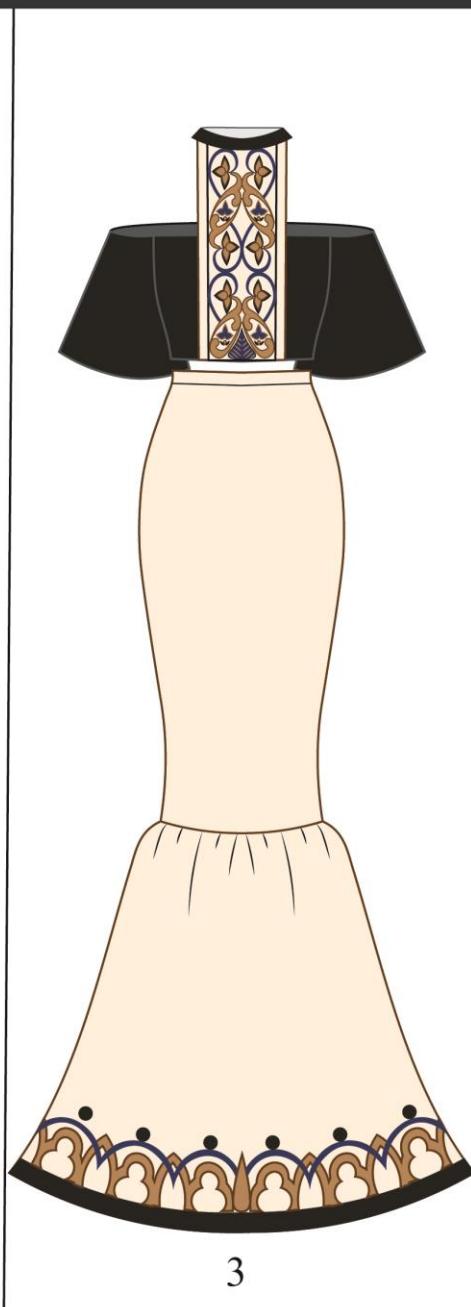
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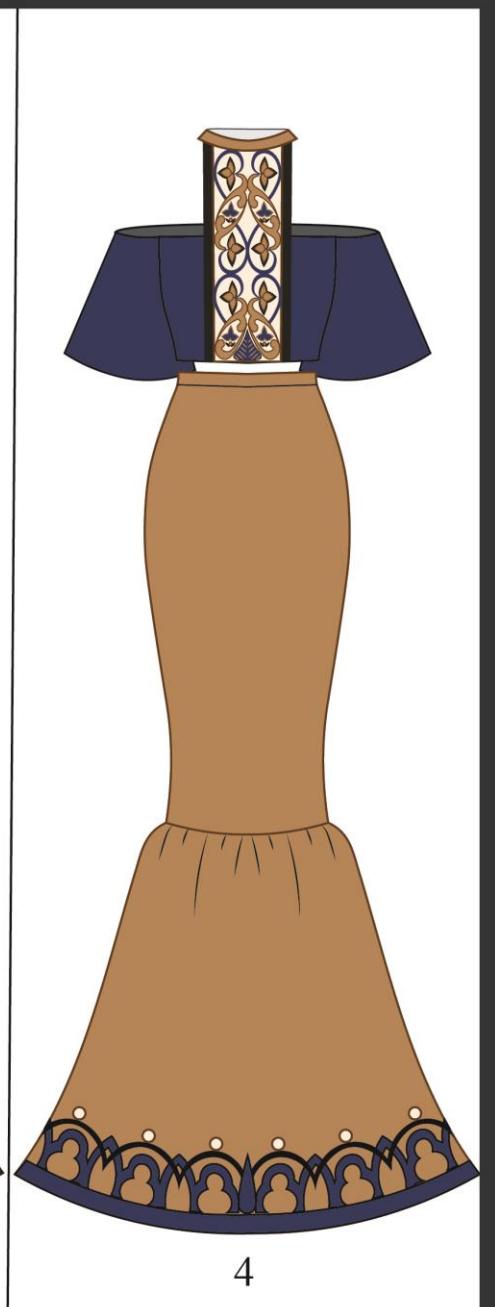
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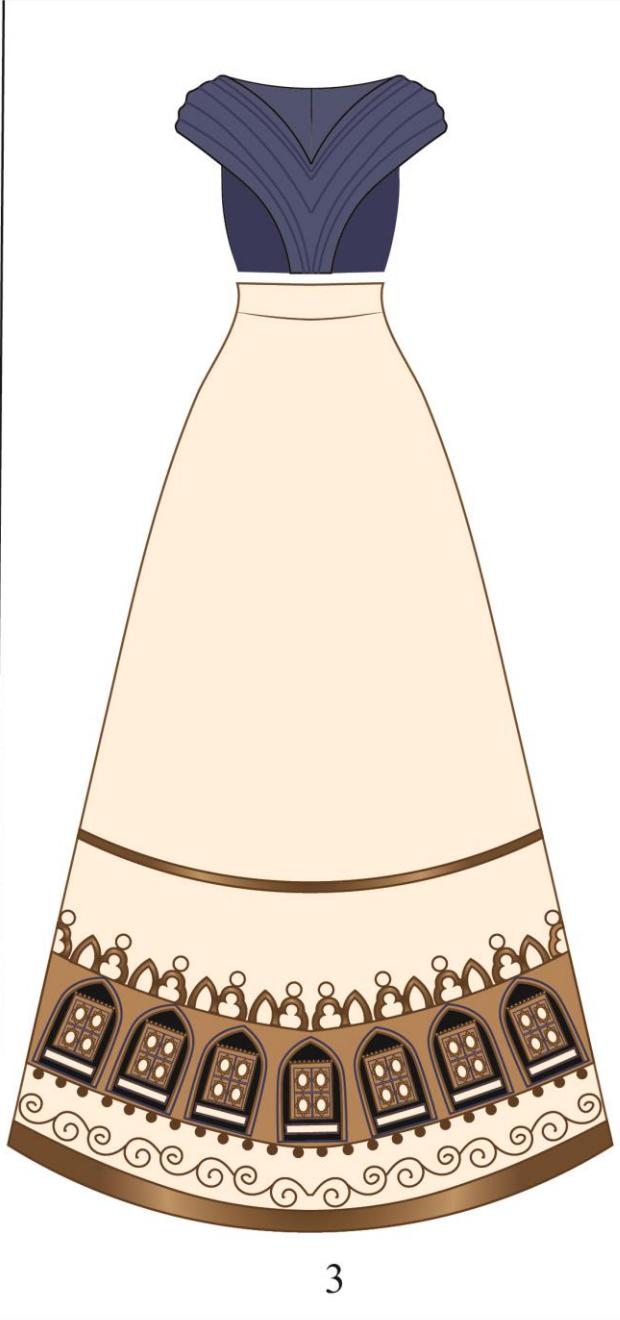
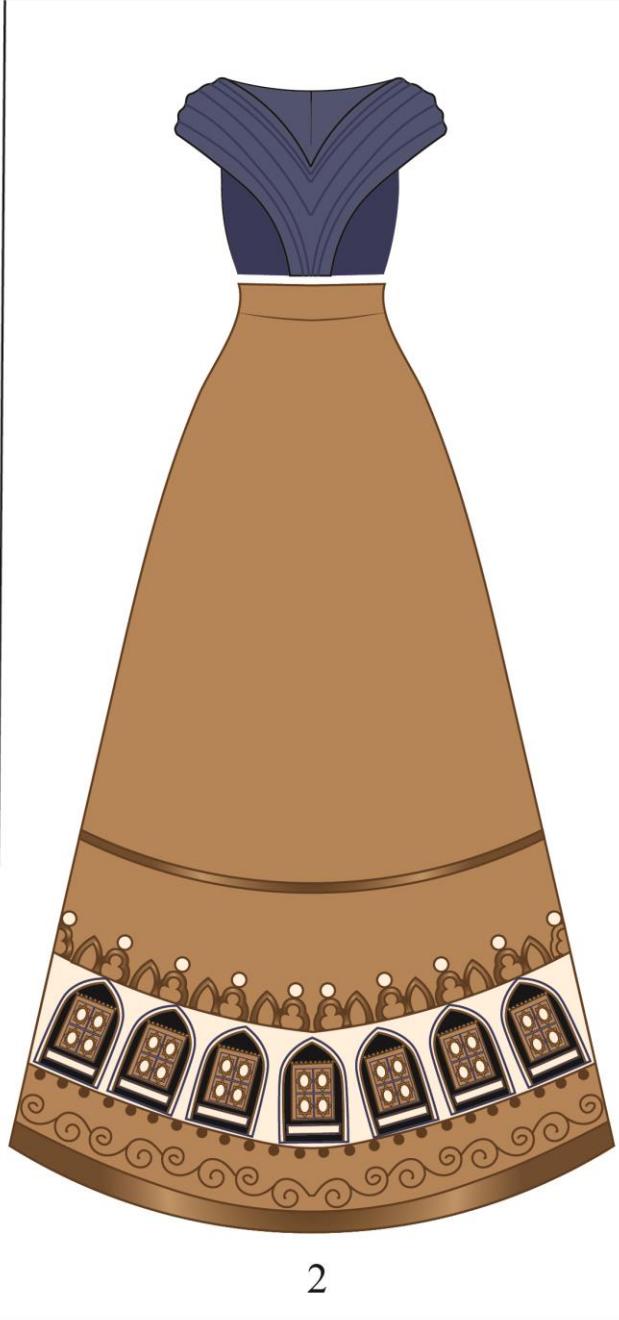
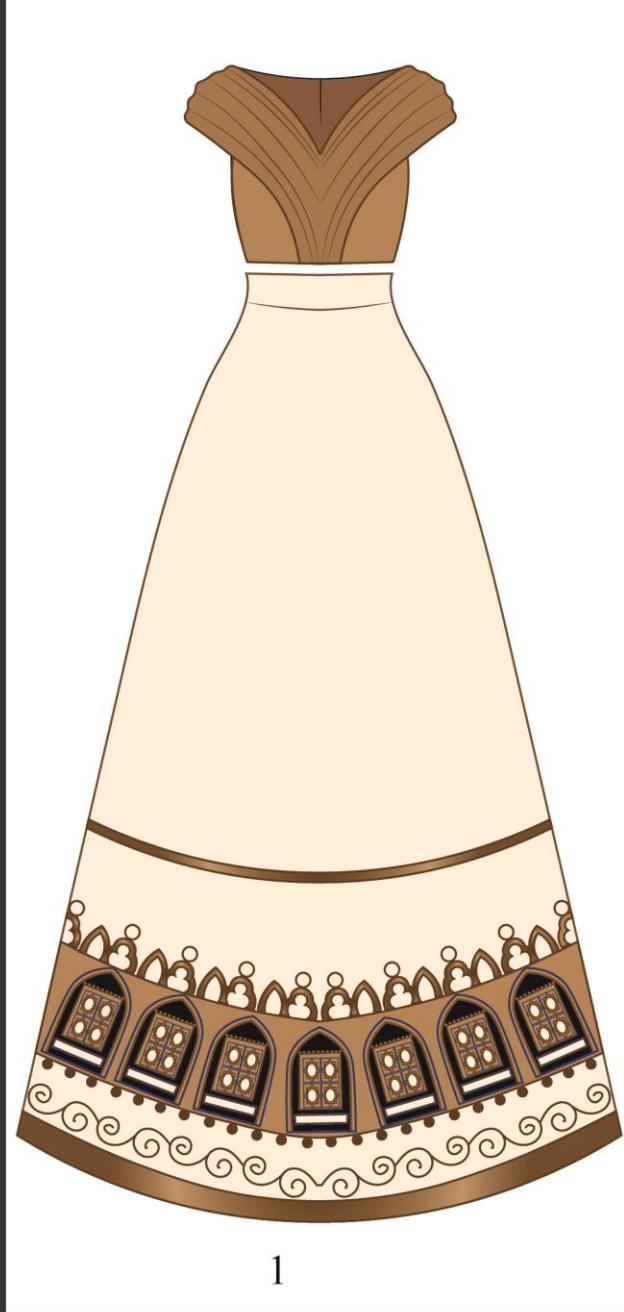
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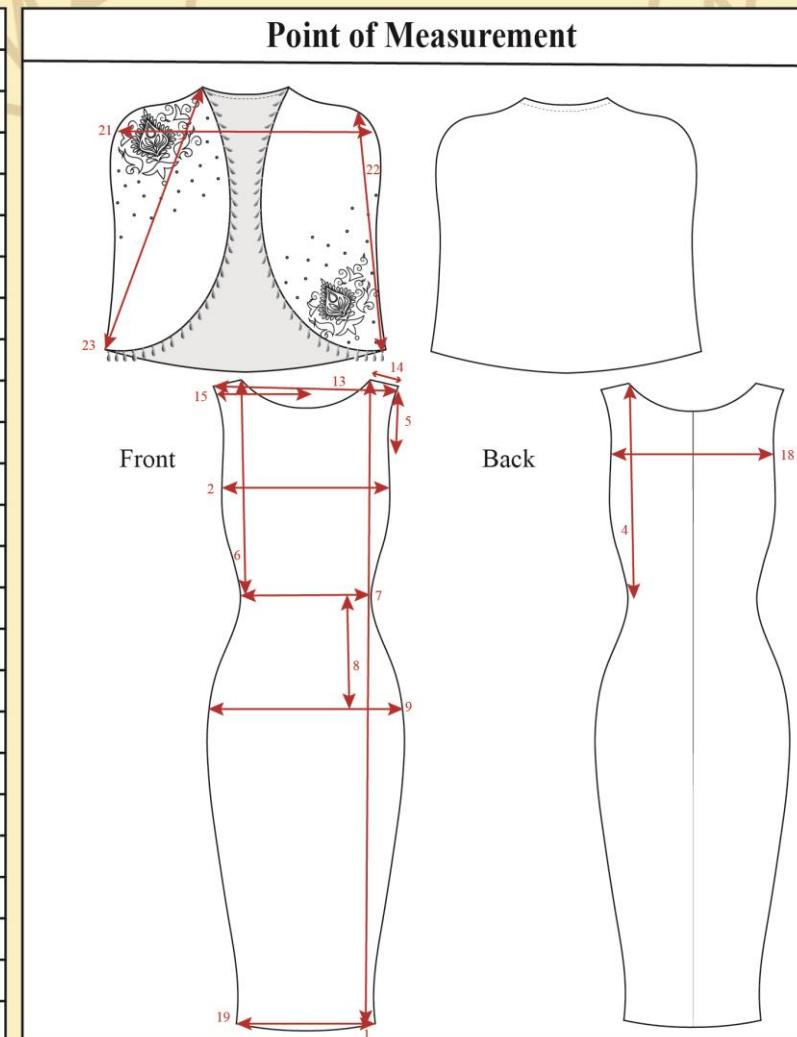


Specification Sheet

Designer Name: Ommay Washefa
Season: SS-24
Fabric: Net, Georgette
Description: Fusion Wear

Style No: 01
Customer: Zara Mahfuz
Color: Golden Brown, Beige

SL	Measurement Details	Inch
01	Full length (From HSP)	43
02	Bust circumference (2 inch below Armhole)	36
03	Center front length (upto waist)	13.5
04	Center back length (upto waist)	14.5
05	Armhole (straight)	06
06	Waist placement (From HSP)	17
07	Waist circumference	28
08	Hip depth (from waist)	7.5
09	Hip circumference	38
10	Sleeve length (From shoulder tip)	N/A
11	Bicep (From 1 inch below armhole)	N/A
12	Wrist circumference	N/A
13	Shoulder (Seam to seam)	16
14	Shoulder Length	2.5
15	Across shoulder front (From shoulder tip to CF)	07
16	Neck	3.5
17	Across back	14.5
18	Hem Width	13
19	Zipper Length	15
20	Cape Across shoulder	20
21	Sleeve length (From shoulder tip)	14
22	Cape length	16

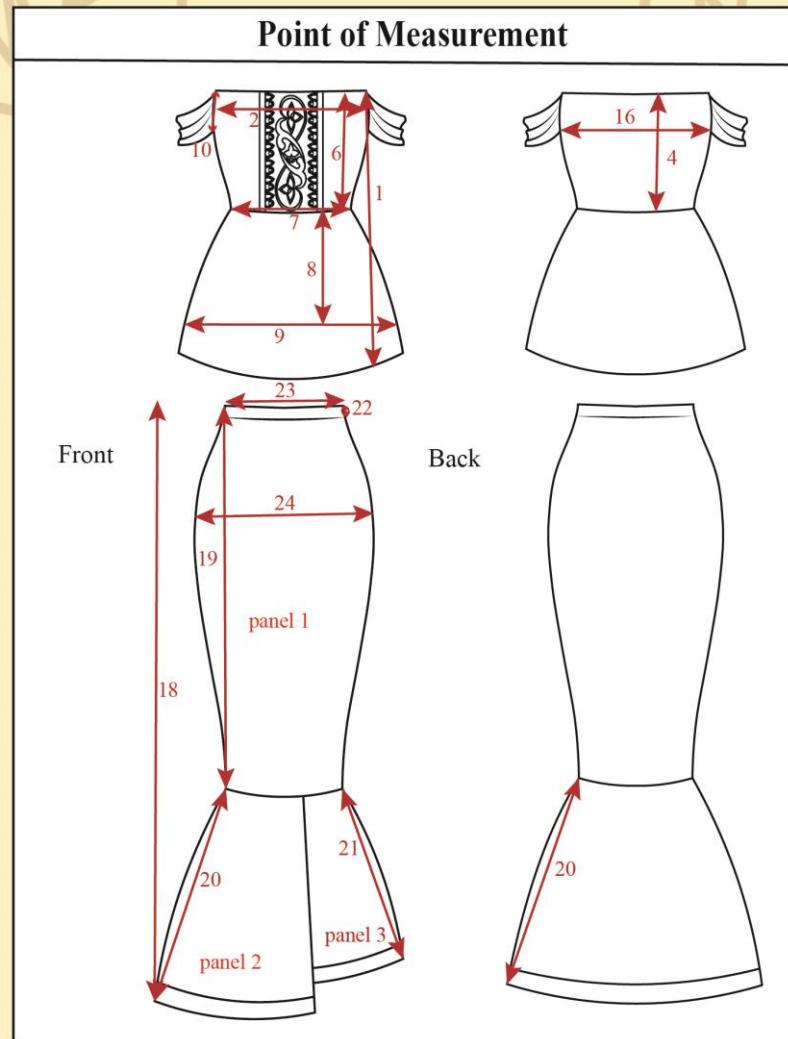


Specification Sheet

Designer Name: Ommay Washefa
Season: SS-24
Fabric: Georgette
Description: Fusion Wear

Style No: 02
Customer: Zara Mahfuz
Color: Blue, Beige

SL	Measurement Details	Inch
01	Top Full length (From HSP)	25
02	Bust circumference (2 inch below Armhole)	36
03	Center front length (upto waist)	13.5
04	Center back length (upto waist)	14.5
05	Armhole (straight)	N/A
06	Waist placement (From Chest)	13
07	Waist circumference	28
08	Hip depth (from waist)	7.5
09	Hip circumference	38
10	Sleeve length	03
11	Bicep (From 1 inch below armhole)	N/A
12	Wrist circumference	N/A
13	Shoulder (Seam to seam)	N/A
14	Shoulder Length	N/A
15	Across back	14.5
16	Hem Width	18
17	Skirt Length	34
18	Skirt Panel 1 length	25
19	Skirt Panel 2 length	09
20	Skirt Panel 3 length	07
21	waist Band	1.5
22	Waist circumference	28
23	Hip circumference	38

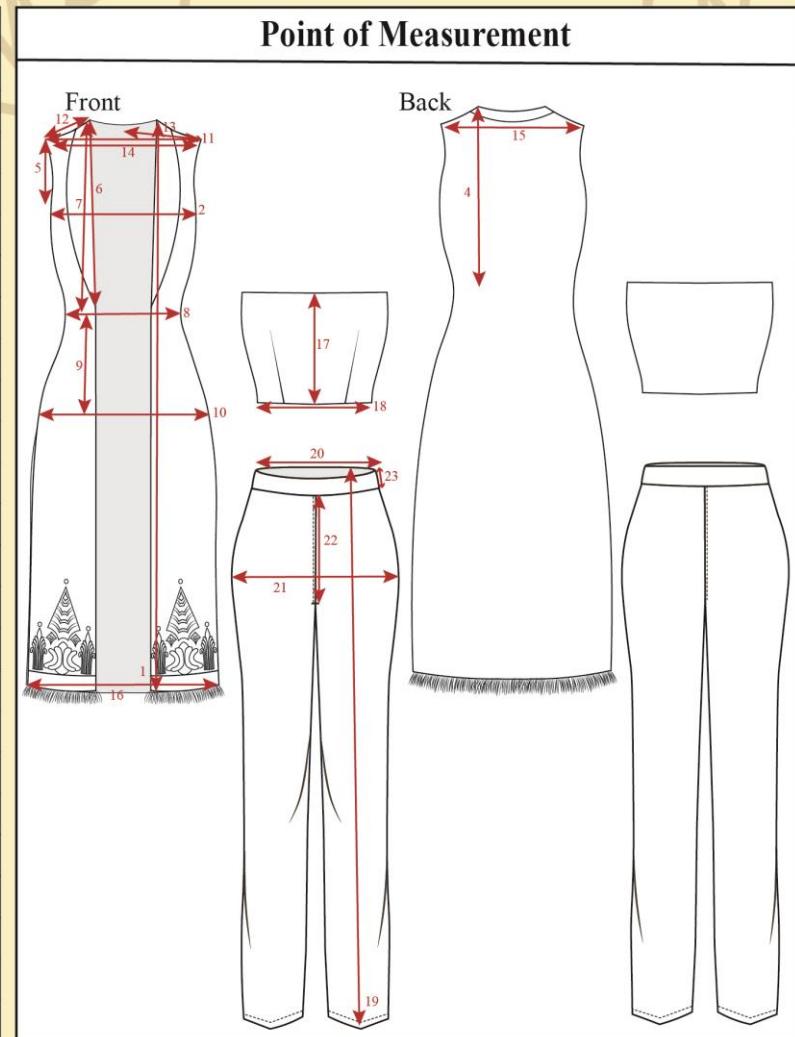


Specification Sheet

Designer Name: Ommay Washefa
Season: SS-24
Fabric: Net, Georgette
Description: Fusion Wear

Style No: 03
Customer: Zara Mahfuz
Color: Golden brown,Black

SL	Measurement Details	Inch
01	Full length (From HSP)	43
02	Bust circumference (2 inch below Armhole)	36
03	Center front length (upto waist)	15
04	Center back length (upto waist)	17
05	Armhole (straight)	16
06	Collar Length	15
07	Waist placement (From HSP)	17
08	Waist circumference	30
09	Hip depth (from waist)	09
10	Hip circumference	42
11	Shoulder (Seam to seam)	15
12	Shoulder Length	2.5
13	Across shoulder front (From shoulder tip to CF)	07
14	Across chest	16
15	Across back	14.5
16	Hem Width	23
17	Top length	11
18	Top width	28
19	Pant Full length	38
20	Waist circumference	28
21	Hip circumference	36
22	Croth depth	11
23	Waist band	02
24	Zipper Length	7.5

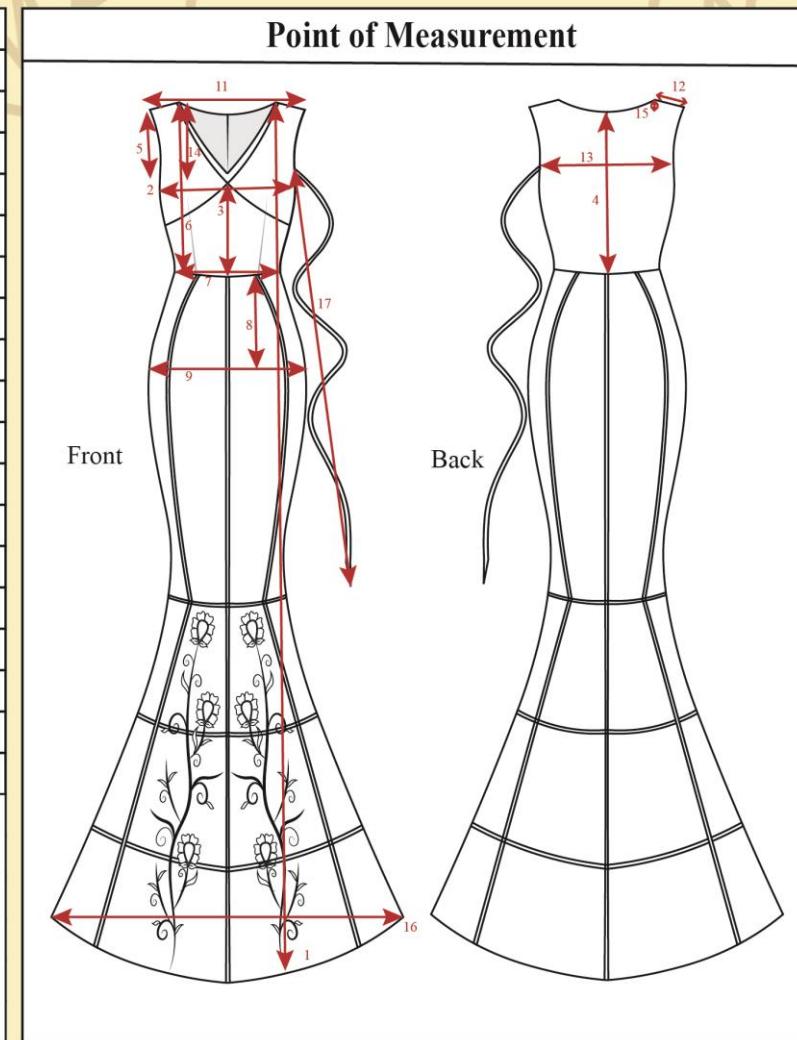


Specification Sheet

Designer Name: Ommay Washefa
Season: SS-24
Fabric: Georgette
Description: Fusion Wear

Style No: 04
Customer: Zara Mahfuz
Color: Golden brown

SL	Measurement Details	Inch
01	Top Full length (From HSP)	56
02	Bust circumference (2 inch below Armhole)	36
03	Center front length (upto waist)	11
04	Center back length (upto waist)	14.5
05	Armhole (straight)	06
06	Waist placement (From HSP)	17
07	Waist circumference	28
08	Hip depth (from waist)	7.5
09	Hip circumference	38
10	Sleeve length	N/A
11	Shoulder (Seam to seam)	16
12	Shoulder Length	2.5
13	Across back	14.5
14	Neck	07
15	Back Neck Drop	03
16	Hem Width	22
17	Sleeve String Length	30
18	Zipper Length	14

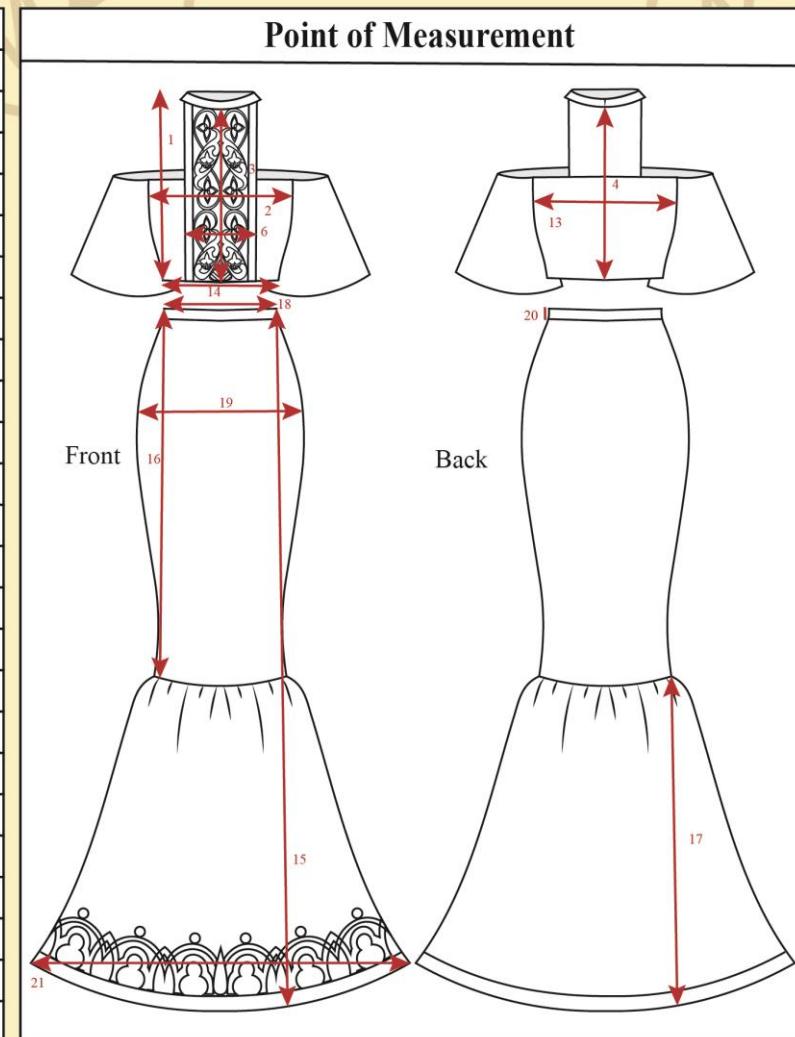


Specification Sheet

Designer Name: Ommay Washefa
Season: SS-24
Fabric: Georgette
Description: Fusion Wear

Style No: 05
Customer: Zara Mahfuz
Color: Black,Beige

SL	Measurement Details	Inch
01	Top Full length (From HSP)	16
02	Bust circumference (2 inch below Armhole)	36
03	Center front length	13.5
04	Center back length	14.5
05	Armhole (straight)	N/A
06	Panel Width	07
07	collar Width	01
08	Sleeve length	08
09	Sleeve Width	10
10	Bicep (From 1 inch below armhole)	N/A
11	Shoulder (Seam to seam)	N/A
12	Shoulder Length	N/A
13	Across back	14.5
14	Hem Width	15
15	Skirt Length	37
16	Skirt Panel 1 length	25
17	Skirt Panel 2 length	12
18	Waist circumference	28
19	Hip circumference	38
20	waist Band	1.5
21	Hem Width	24
22	Zipper Length	7.5

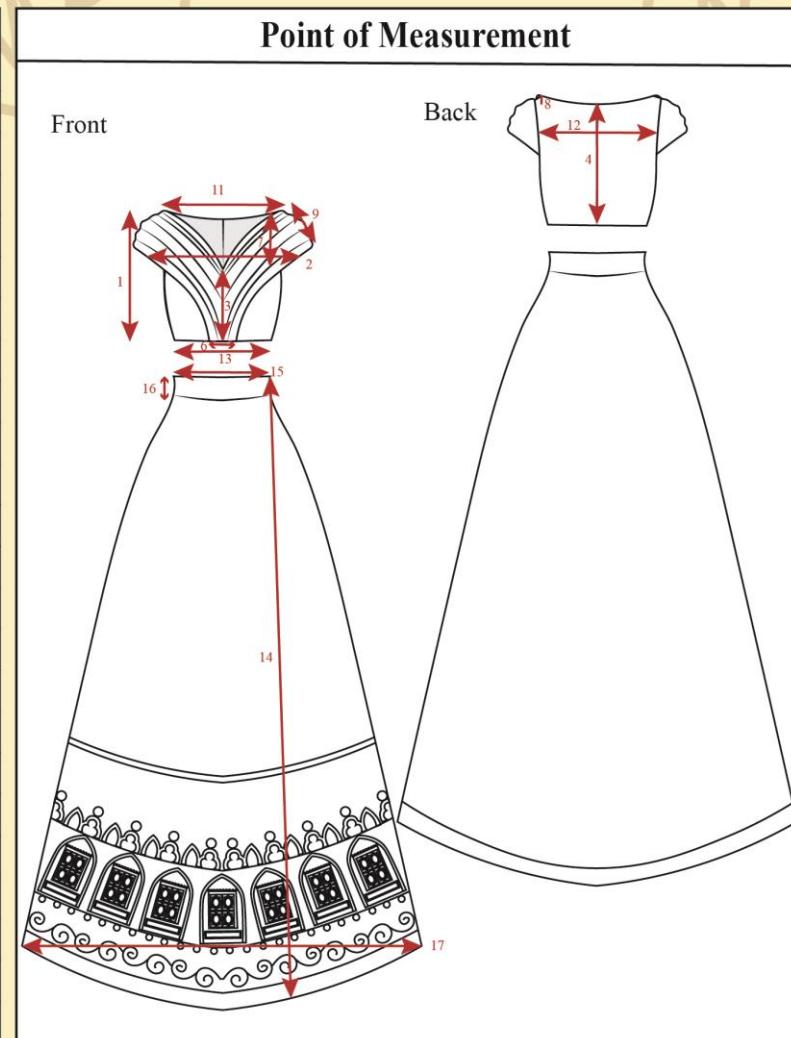


Specification Sheet

Designer Name: Ommay Washefa
Season: SS-24
Fabric: Georgette/ Tassur
Description: Fusion Wear

Style No: 06
Customer: Zara Mahfuz
Color: Blue, Golden Brown

SL	Measurement Details	Inch
01	Top Full length (From HSP)	16
02	Bust circumference (2 inch below Armhole)	36
03	Center front length	12
04	Center back length	14
05	Armhole (straight)	N/A
06	Panel Width	04
07	Neck	04
08	Back Neck Drop	2.5
09	Sleeve length	03
10	Bicep (From 1 inch below armhole)	N/A
11	Shoulder (Seam to seam)	16
12	Across back	14.5
13	Hem Width	15
14	Skirt Length	40
15	Waist circumference	28
16	waist Band	02
17	Hem Width	70
18	Zipper Length	7.5

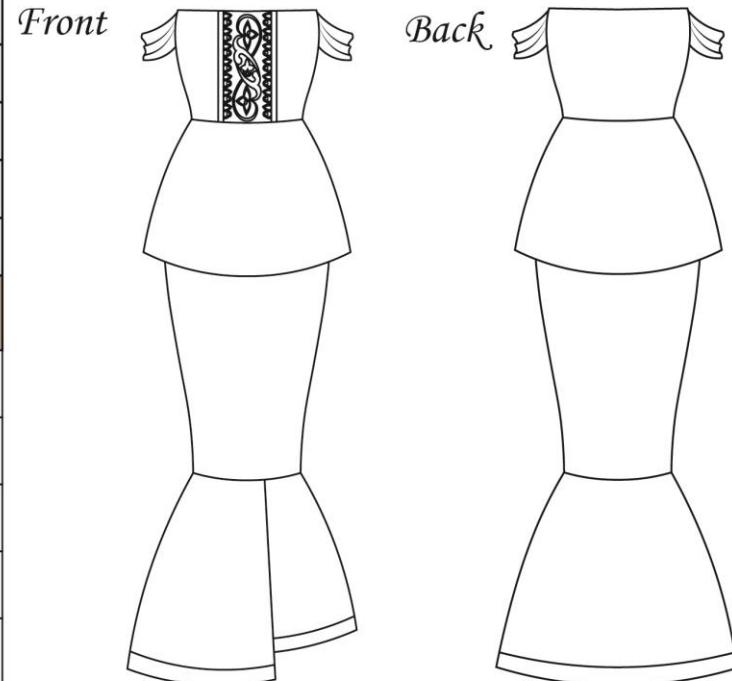


Cost Sheet

Date		Season	SS-24	
Style	Fusion wear	Size Range	34,36,38	
Fabric Cost		Style No	01	
Type	Color	Quantity	Unit Price	Amount
Tassar Silk	Golden Brown	3 yards	260 Tk	780 Tk
Net	Beige	2.5 Yards	120 Tk	300 Tk
Butterfly Slik	Golden Brown	3 yards	80 Tk	240 Tk
<i>Total</i>		1320 Tk		
Trims & Accessories				
Item	Piece	Amount		
Embroidery Work		1000 Tk		
Latkan Lace	1.5 Yards	200 Tk		
Hidden Zipper	1	20 Tk		
<i>Total</i>		1220 Tk		
Others		Fabric Swatches		
Cutting & sewing	2500 Tk			
Finishing & Packing	600 Tk			
Delivery	250 Tk			
<i>Total</i>	3350 Tk	<i>Total Cost</i>	5890 Tk	
		<i>Selling Price</i>	8000 Tk	

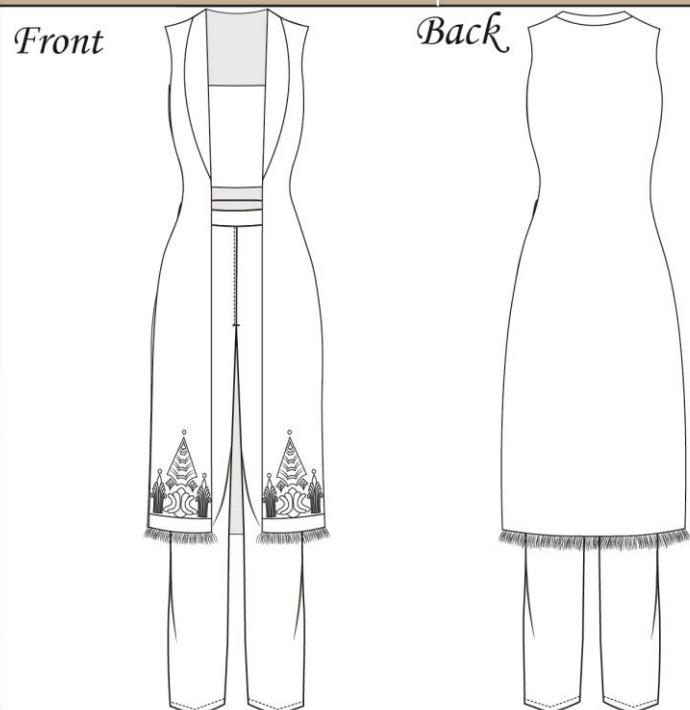
Cost Sheet

Date		Season	SS-24	
Style	Fusion wear	Size Range	34,36,38	
Fabric Cost		Style No	02	
Type	Color	Quantity	Unit Price	Amount
Georgette	Blue	3 yards	260 Tk	780 Tk
Georgette	Beige	3 Yards	260 Tk	780 Tk
Butterfly Slik	Beige	5 yards	80 Tk	400 Tk
<i>Total</i>			1960 Tk	
Trims & Accessories				
Item	Piece	Amount		
Embroidery Work		600 Tk		
Hook	1	10 Tk		
Hidden Zipper	1	20 Tk		
<i>Total</i>		630 Tk		
Others		Fabric Swatches		
Cutting & sewing	2500 Tk			
Finishing & Packing	600 Tk			
Delivery	250 Tk			
<i>Total</i>		<i>Total Cost</i>	5940 Tk	
		<i>Selling Price</i>	8000 Tk	



Cost Sheet

Date		Season	SS-24	
Style	Fusion wear	Size Range	34,36,38	
Fabric Cost		Style No	03	
Type	Color	Quantity	Unit Price	Amount
Georgette	Black	3.5 yards	260 Tk	910 Tk
Net	Golden Brown	3 Yards	120 Tk	360 Tk
Butterfly Slik	Black	3.5 yards	80 Tk	280 Tk
<i>Total</i>			1960 Tk	
Trims & Accessories				
Item	Piece	Amount		
Embroidery Work		2000 Tk		
Lace	1.5 Yards	150 Tk		
Hidden Zipper	1	20 Tk		
<i>Total</i>			2170 Tk	
Others		Fabric Swatches		
Cutting & sewing	2500 Tk			
Finishing & Packing	600 Tk			
Delivery	250 Tk			
<i>Total</i>		<i>Total Cost</i>	7480 Tk	
<i>Total</i>		<i>Selling Price</i>	9500 Tk	

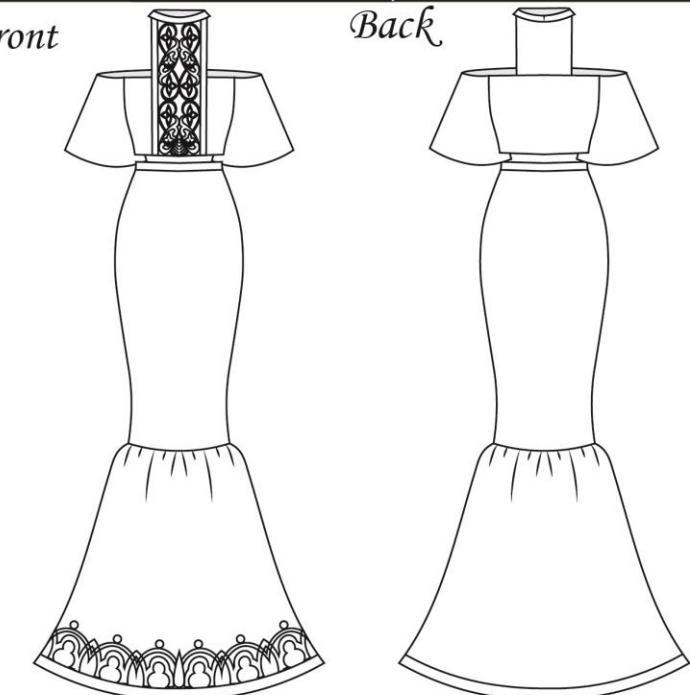


Cost Sheet

Date		Season	SS-24	
Style	Fusion wear	Size Range	34,36,38	
Fabric Cost		Style No	04	
Type	Color	Quantity	Unit Price	Amount
Tassar Silk	Golden Brown	5.5 yards	260 Tk	1430 Tk
Butterfly Slik	Golden Brown	5.5 yards	80 Tk	440 Tk
<i>Total</i>		1870 Tk		
Trims & Accessories				
Item	Piece	Amount		
Embroidery Work		2500 Tk		
Lace	6 Yards	900 Tk		
Hidden Zipper	1	20 Tk		
<i>Total</i>		3420 Tk		
Others		Fabric Swatches		
Cutting & sewing	3000 Tk			
Finishing & Packing	600 Tk			
Delivery	250 Tk	<i>Total Cost</i> 9140 Tk		
<i>Total</i>		<i>Selling Price</i> 11,200 Tk		

Cost Sheet

Date		Season	SS-24	
Style	Fusion wear	Size Range	34,36,38	
Fabric Cost		Style No	05	
Type	Color	Quantity	Unit Price	Amount
Georgette	Beige	5.5 yards	260 Tk	1430 Tk
Georgette	Black	2.5 yards	260 Tk	650 Tk
Butterfly Slik	Beige	7 yards	80 Tk	560 Tk
<i>Total</i>			2640 Tk	
Trims & Accessories				
Item	Piece	Amount		
Embroidery Work		3000 Tk		
Hook	1	10 Tk		
Hidden Zipper	1	20 Tk		
<i>Total</i>		3030 Tk		
Others				
Cutting & sewing		3000 Tk		
Finishing & Packing		600 Tk		
Delivery		250 Tk		
<i>Total</i>		3850 Tk		
		<i>Total Cost</i>	9520 Tk	
		<i>Selling Price</i>	12,000 Tk	

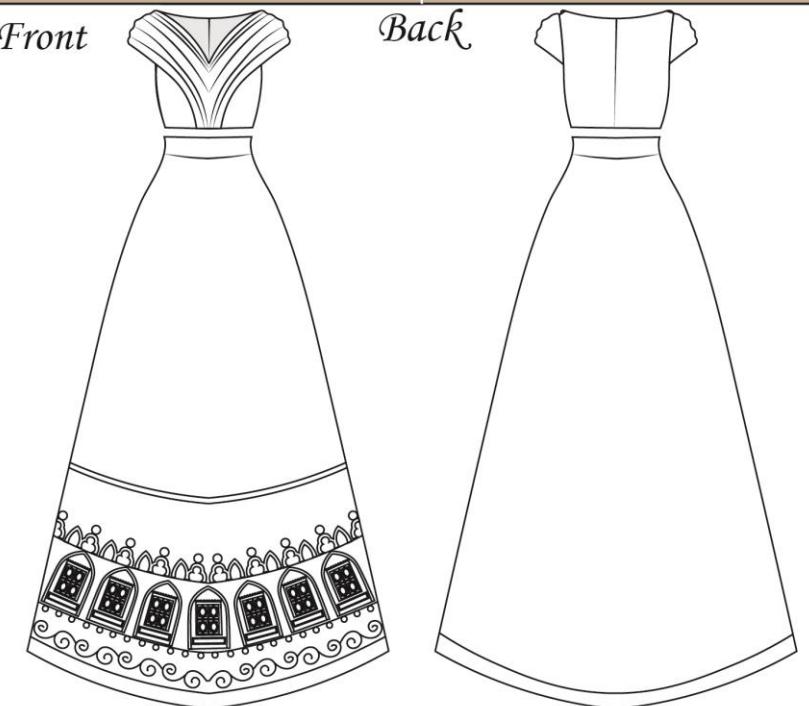


Fabric Swatches



Cost Sheet

Date		Season	SS-24	
Style	Fusion wear	Size Range	34,36,38	
Fabric Cost		Style No	06	
Type	Color	Quantity	Unit Price	Amount
Tassar Silk	Golden Brown	15 yards	260 Tk	3900 Tk
Georgette	Blue	3 yards	260 Tk	780 Tk
Butterfly Slik	Golden Brown, Blue	10 yards 2 yards	80 Tk	960 Tk
<i>Total</i>		5640 Tk		
Trims & Accessories				
Item	Piece	Amount		
Embroidery Work		5000 Tk		
Lace	6 yards	600 Tk		
Hidden Zipper	1	20 Tk		
<i>Total</i>		5620 Tk		
Others		Fabric Swatches		
Cutting & sewing	3500 Tk			
Finishing & Packing	600 Tk			
Delivery	250 Tk			
<i>Total</i>	4350 Tk	<i>Total Cost</i>	15,610 Tk	
		<i>Selling Price</i>	18,000 Tk	



MEN'S WEAR

BRAND PROFILE

GUCCI

GUCCI

Gucci, is an Italian fashion brand founded in 1921 by Guccio Gucci, making it one of the oldest Italian fashion brands in operation today. The brand has become synonymous with high-fashion, luxury, and quality, and is known for its distinctive designs, iconic branding, and strong presence in the fashion industry.

The Gucci brand is popular for having GG monogram is the brand's most recognizable pattern, red and green stripes and horsebit fixtures.

Specialty: Aldo Gucci designed the interlaced double G logo, representing his father's initials, which has become a symbol of luxury and status.

Target customer: Age 25-35

Customer profile: Gucci's target market consists of high-income earners, fashion-forward individuals, global luxury consumers, and aspirational consumers spanning various age and gender demographics. Gucci has large number of loyal customers. Unlike other luxury brands, Gucci knows the lifestyle of the younger generation very well. Gucci launched social media accounts to promote and cooperate with online celebrities. As the globalization of the international market has promoted the emergence of global culture and global consumption has rapidly become homogenized, Gucci tries to meet the needs of all major cultures in its market; these include the cultures of North America, Western Europe and China.

BRAND BOARD



- Category: Ready-to-wear
- Price Range: \$900 - \$250,000

FASHION FORECAST BOARD

Spring Summer 2024

Floral Bombers



Bold Branding



Fun Knits



Plaids & Checkers



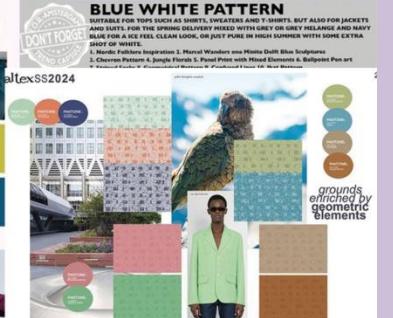
TREND BOOK MEN SS24

COLOR ESSENCE

COLOR DIRECTIONS
MEN SPRING/SUMMER 2024



COLOUR HARMONIES



CONTENTS



MEN
SPRING/
SUMMER
2022

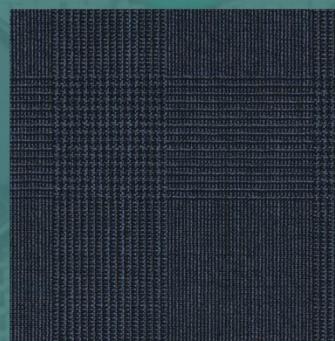
PANTONE®
STRIPS INCLUDED

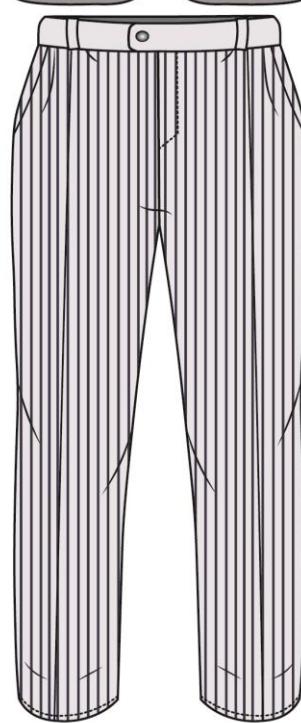
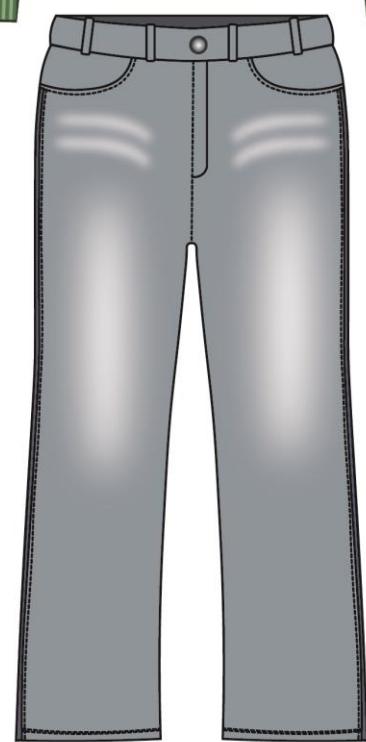
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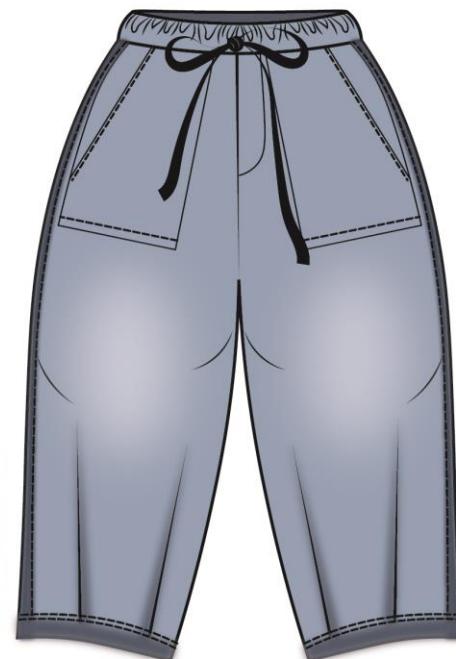


Trims & Accessories Board

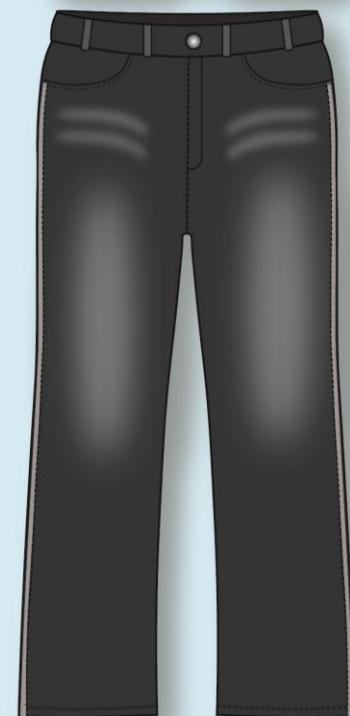
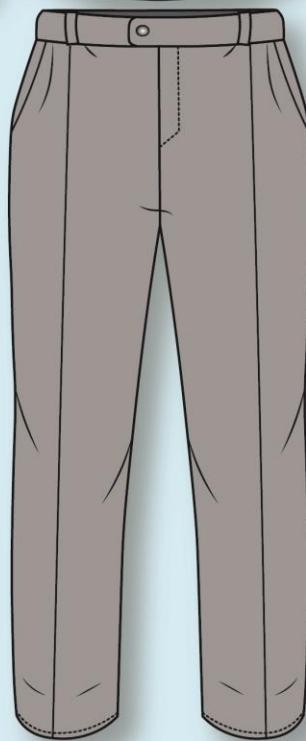
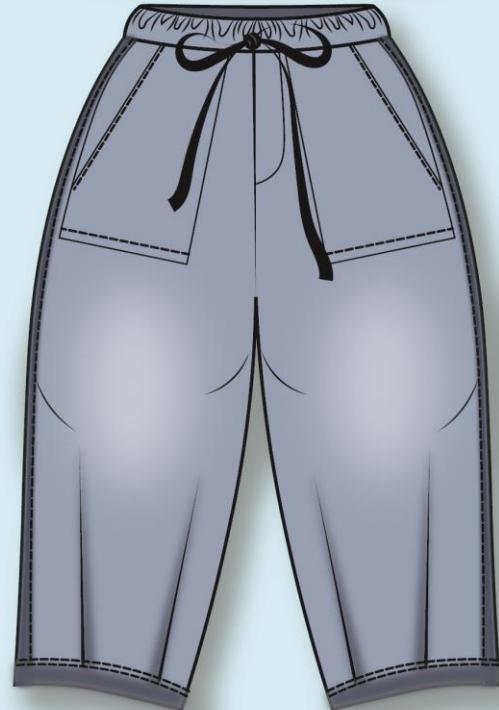
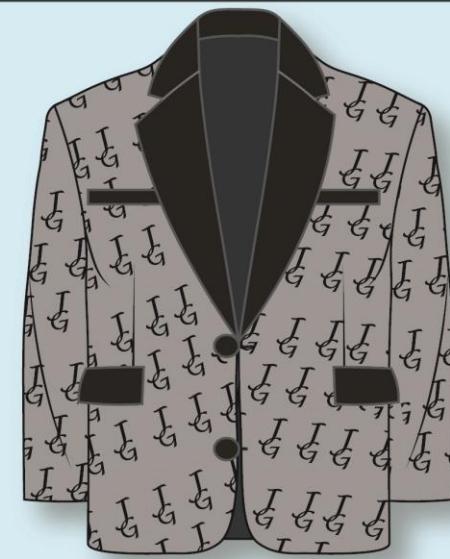
Fabric











Specification Sheet

Designer Name	Ommay Washefa	Style No	01
Customer	Mehrab Hasan	Category	Casual Wear
Season	SS 24	Size	XL
Description			
SL	Measurement Details	Inch	
01	T-shirt Front Length (From HSP)	29	
02	Across Front	15	
03	Chest Below Armhole	23	
04	Sweep	33	
05	Shoulder Slope	3	
06	Shoulder Length	17	
07	Armhole	12	
08	Sleeve Opening	19.5	
09	Neck Width	4	
10	Front Neck Drop	4.5	
11	Neck Band Height	3/4	
12	Back Neck Drop	1.5	
13	Across Shoulder	19.5	
14	Across Chest	14.5	
15	Across Back	16.5	
16	Neck opening	7	
17	Sleeve Length	10	
18	Waist Circumference	36	
19	Pant Length	30	
20	Ankle	10	
21	Hip Circumference	44	

Fabric Swatches & Accessories		
Fabric / Lining		
Trims & Accessories		

Specification Sheet

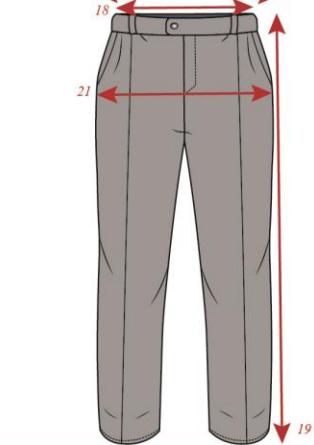
Designer Name	Ommay Washefa	Style No	02
Customer	Mehrab Hasan	Category	Casual Wear
Season	SS 24	Size	XL
Description			
SL	Measurement Details	Inch	
01	Shirt Full Length (From HSP)	32.5	
02	1/2 Chest	23	
03	1/2 Waist 54cm from C.B	21.5	
04	1/2 Bottom/hem	23	
05	Shoulder Slope	3	
06	Sleeve Length from neck seam	40	
07	Armhole Around Curved	23	
08	Sleeve Length	32.5	
09	Collar Closed around	18	
10	Back width along yoke seam	19	
11	Shoulder width at seam	8	
12	Front width 17 cm from CF collarstand	18	
13	1/2 upper sleeve	11	
14	Cuff size	11	
15	Curved hem	2	
16	Pocket Width	5	
17	Pocket Length	6	
18	Waist Circumference	36	
19	Pant Length	30	
20	Ankle	10	
21	Hip Circumference	40	



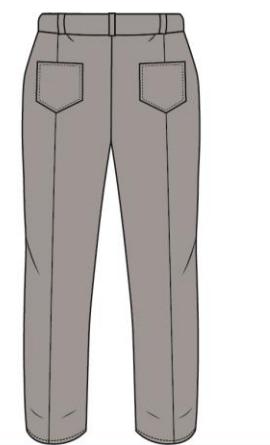
Front



Back



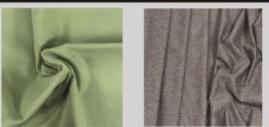
Front



Back

Fabric Swatches & Accessories

Fabric / Lining



Trims & Accessories



Specification Sheet

Designer Name	Ommay Washefa	Style No	03
Customer	Mehrab Hasan	Category	Casual Wear
Season	SS 24	Size	XL
Description			
SL	Measurement Details	Inch	
01	Shirt Full Length (From HSP)	32.5	
02	1/2 Chest	23	
03	1/2 Waist 54cm from C.B	21.5	
04	1/2 Bottom/hem	26	
05	Shoulder Slope	3	
06	Sleeve Length from neck seam	40	
07	Armhole Around Curved	23	
08	Sleeve Length	32.5	
09	Collar Closed around	18	
10	Shoulder width at seam	8	
11	Front width 17 cm from CF collarstand	18	
12	1/2 upper sleeve	11	
13	Collar Length	15	
14	Sleeve Opening	6	
15	Pocket Width	5	
16	Pocket Length	2.5	
17	Waist Circumference	36	
18	Pant Length	30	
19	Ankle	10	
20	Hip Circumference	40	

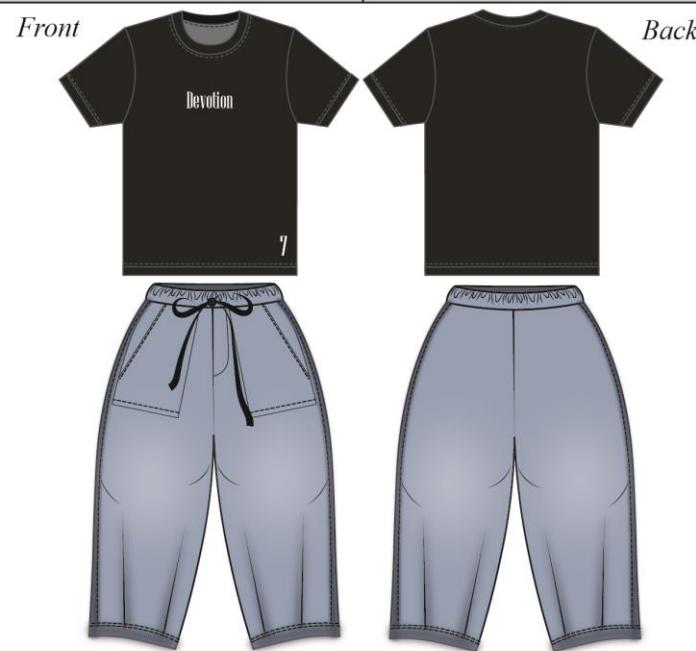


Fabric Swatches & Accessories

Fabric / Lining			
Trims & Accessories			

Cost Sheet

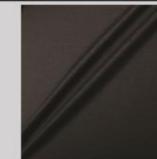
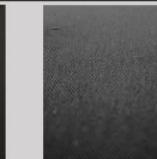
Date				Season	SS 24			
Style	Casual Wear			Size Range	M,L,XL			
Fabric Cost				Style No	01			
Type	Color	Quantity	Unit Price	Amount				
Glazed Cotton	Black	4 yards	750 Tk	3000 Tk				
Denim	Light Blue	4 yards	500 Tk	2000 Tk				
Rib	Black	1 yards	150 Tk	150 Tk				
Total				5150 Tk				
Trims & Accessories								
Item	Piece		Amount					
Printing			370 Tk					
Zipper	1		40 Tk					
Ribbon	1		20 Tk					
Total			430 Tk					
Others								
Cutting & Sewing		2000 Tk						
Finishing & Packing		600 Tk						
Delivery		250 Tk						
Total		2850 Tk						
Fabric Swatches								
								
Total Cost				8,430 Tk				
Selling Price				10,000 Tk				



Cost Sheet

Date					Season	SS 24								
Style	Casual Wear				Size Range	M,L,XL								
Fabric Cost					Style No	02								
Type	Color	Quantity	Unit Price	Amount	Front	Back								
Viscose-Cotton	Mint	3.5 yards	1000 Tk	3500 Tk										
Poly-Viscose	Ash	2.5 yards	1200 Tk	3000 Tk										
Fusing	Ash	0.5 Yards	50 Tk	50 Tk										
Total				6550 Tk										
Trims & Accessories														
Item	Piece		Amount											
Zipper	1		40 Tk											
Buttons	14		280 Tk											
Button (Pant)	1		30 Tk											
Total			350 Tk											
Fabric Swatches														
Others														
Cutting & Sewing		3000 Tk												
Finishing & Packing		600 Tk												
Delivery		250 Tk												
Total		3850 Tk				Total Cost	10,750 Tk							
						Selling Price	12,000 Tk							

Cost Sheet

Date				Season	SS 24							
Style	Casual Wear			Size Range	M,L,XL							
Fabric Cost				Style No	03							
Type	Color	Quantity	Unit Price	Amount								
Linen	Ash,Black	3 yards, 1 yards	500 Tk	2000 Tk								
Denim	Dark Grey	2.5 yards	500 Tk	1250 Tk								
Taffeta	Ash	1.5 Yards	100Tk	150Tk								
Lining	Black	1 Yards	180 Tk	180 Tk								
Total			3580 Tk									
Trims & Accessories												
Item	Piece	Amount										
Chest pad	2	150 Tk										
Shoulder pad	2	50 Tk										
Buttons	2	300 Tk										
Zipper	1	30 Tk										
Button (Pant)	1	30 Tk										
Total			560 Tk									
Others												
Cutting & Sewing		6000 Tk										
Finishing & Packing		600 Tk										
Delivery		250 Tk										
Total		6850 Tk										
Fabric Swatches												
  												
Total Cost				10,990 Tk								
Selling Price				14,000 Tk								



THANK YOU!