



Global **SOURCING**

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FASHION TREND RESEARCH

Spring/Summer 2026 Trend Research – “Mundane” Aesthetic [2]

- Focus on *uncomplicated design with extraordinary impact*
- Celebrates joy in simplicity, present living, and human connection
- Casualization of fashion blurs boundaries between daywear and leisurewear
- Encourages confidence through comfortable, authentic styling
- Inclusive design solutions bridging generational and demographic gaps

- Key Colors: blush pink, red, navy, buttercream, beige
 - Primary colors + neutrals create strong mix-and-match foundations
- Longevity through durable materials, functional silhouettes, and premium construction





MARKET RESEARCH

- Gen Z and Millennial Consumers
 - College students and early-career professionals
- Fashion-conscious and trend-driven
 - Instagram, TikTok, Pinterest
- Value affordability and Style
 - Middle class
- Both genders
 - Women represent the majority of their sales
- Appreciate versatile pieces
 - Causal to professional

MARKET RESEARCH

PRICING STRATEGY

- Used target income and Zara's Pricing Range
- Dynamic Pricing
 - Balances affordability with premium feel

Spring/Summer Price Points

- Wide-legged Trousers - \$65
- Butter Yellow Lace Top - \$45
- Pastel Slip Dress - \$75
- Lace-Trimmed Headscarf - \$25



**SPRING/SUMMER
2026**

LINE PLAN

WIDE-LEGGED TROUSERS

- COLORS: NAVY, BEIGE, BLACK
- FABRICS: POLYESTER, VISCOSE

PASTEL SLIP DRESS

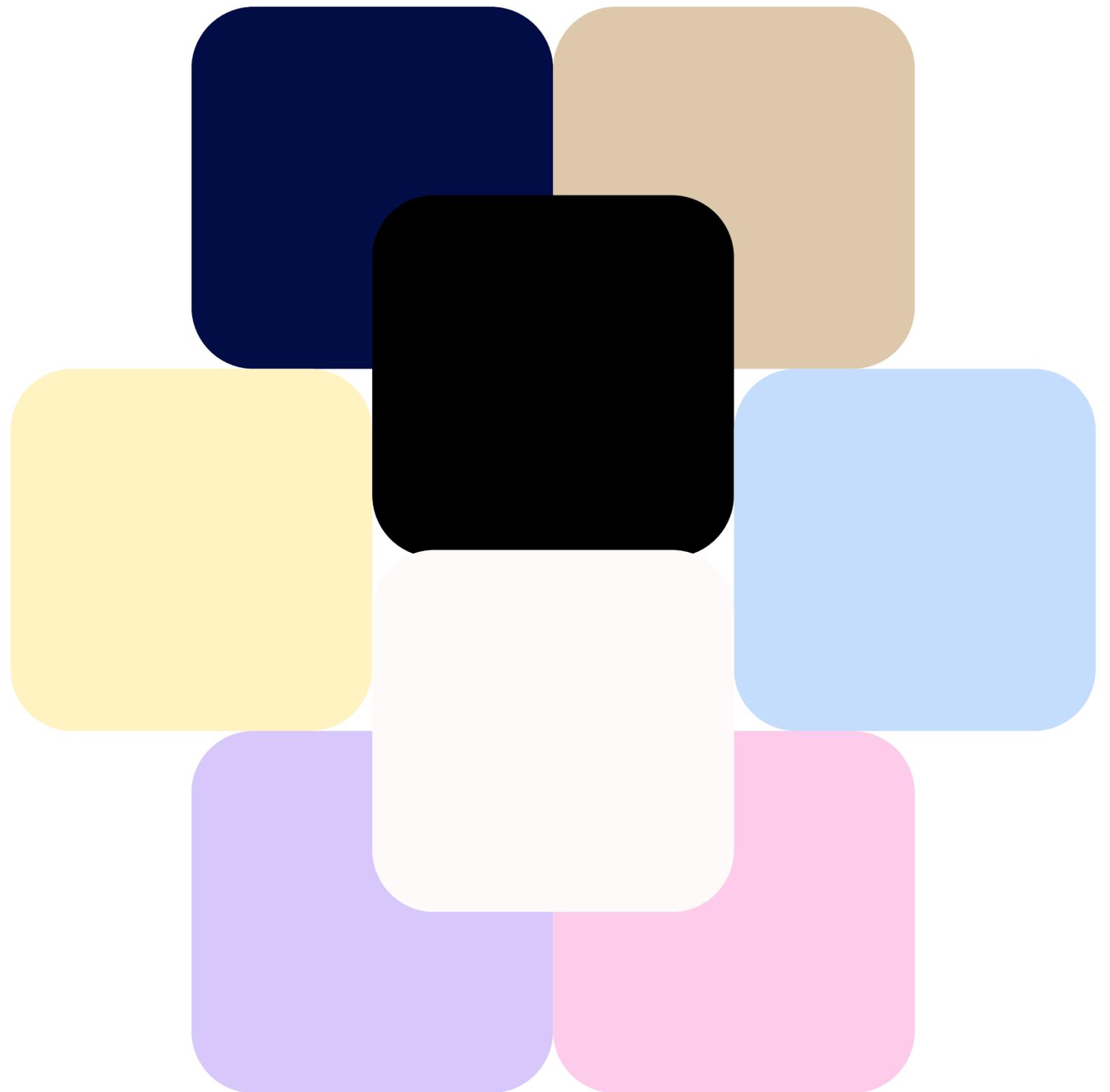
- COLORS: LAVENDER, BLUSH, SKY BLUE
- FABRICS: SILK

BUTTERCREAM TOP

- LACE DETAIL
- COLORS: BUTTERCREAM
- FABRICS: POLYESTER, COTTON, SPANDEX

ACCESSORIES

- LACE-TRIMMED HEADSCARF
- MULTIFUNCTIONAL (HAIR, NECK, BAG ACCESSORY)



LINE PLAN



OUR SPRING/SUMMER 2026 COLLECTION EMBRACES THE BRIGHT, WARM COLORS OF THE SEASON WITH MODERN PASTELS. LIGHTWEIGHT, BREATHABLE FABRICS GIVE AN AIRY SILHOUETTE TO REFLECT MOVEMENT, COMFORT, AND UNDERSTATED SOPHISTICATION. THIS LINE FEATURES BUSINESS-ESQUE APPAREL ITEMS THAT ARE PERFECT FOR THE WORKPLACE AND EASILY TRANSITION INTO NIGHTTIME FUN.

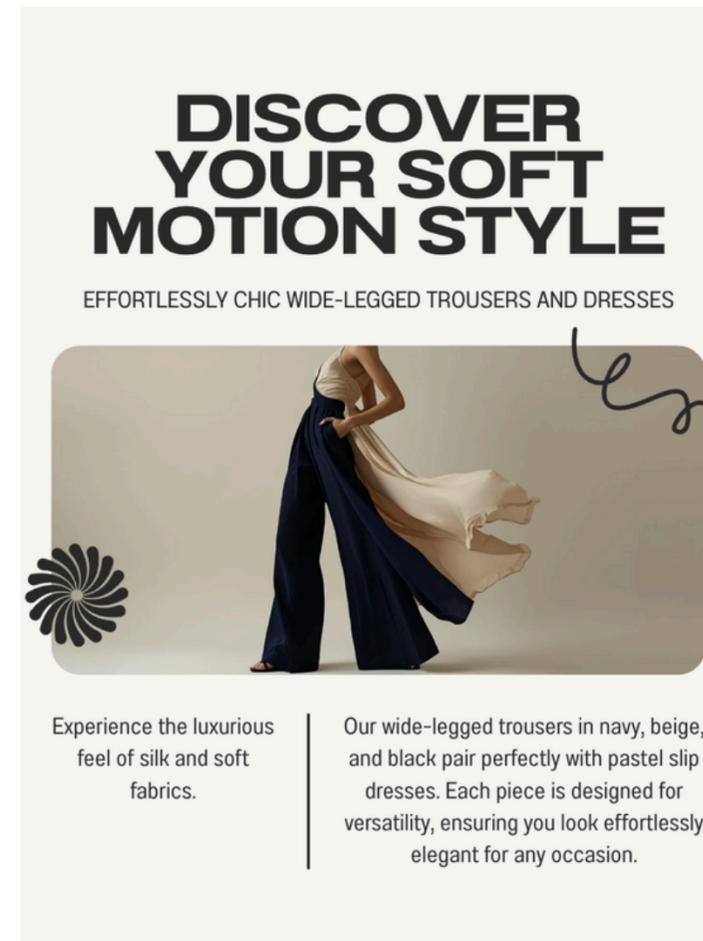


MARKETING PLAN

- Primarily designed for women, but inclusive of all genders
- Showcases the movement and versatility of the line

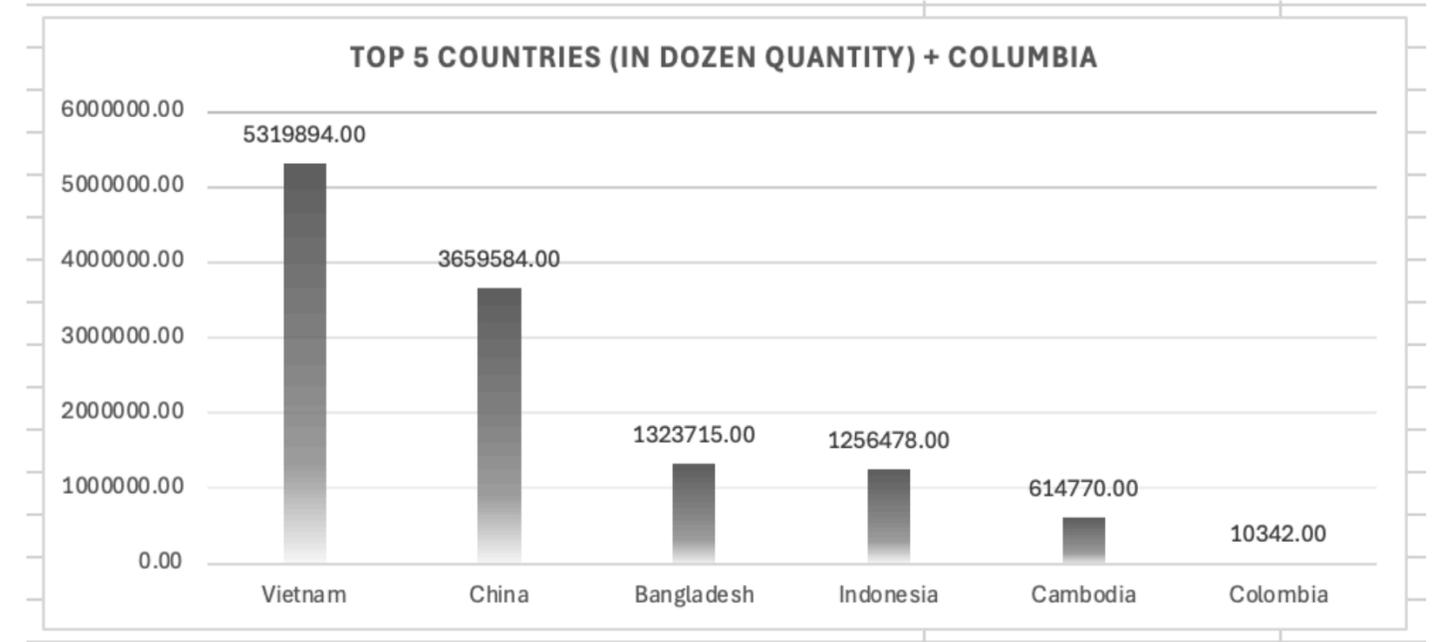


“EFFORTLESS STYLE, ENDLESS POSSIBILITIES”



USITC TRADE DATA

U.S. IMPORTS OF WOMEN'S OR GIRLS' TROUSERS
(HTS 620463), 2023



- Top 5 import countries (by quantity)
 - Vietnam (34.7%)
 - China (23.9%)
 - Bangladesh (8.6%)
 - Indonesia (8.2%)
 - Cambodia (4.0%)
- Total from top 5: Nearly 80% of all U.S. imports in this garment category
- Cut and Sew Partner (Western Hemisphere)
 - Columbia (6.75% of all imports)

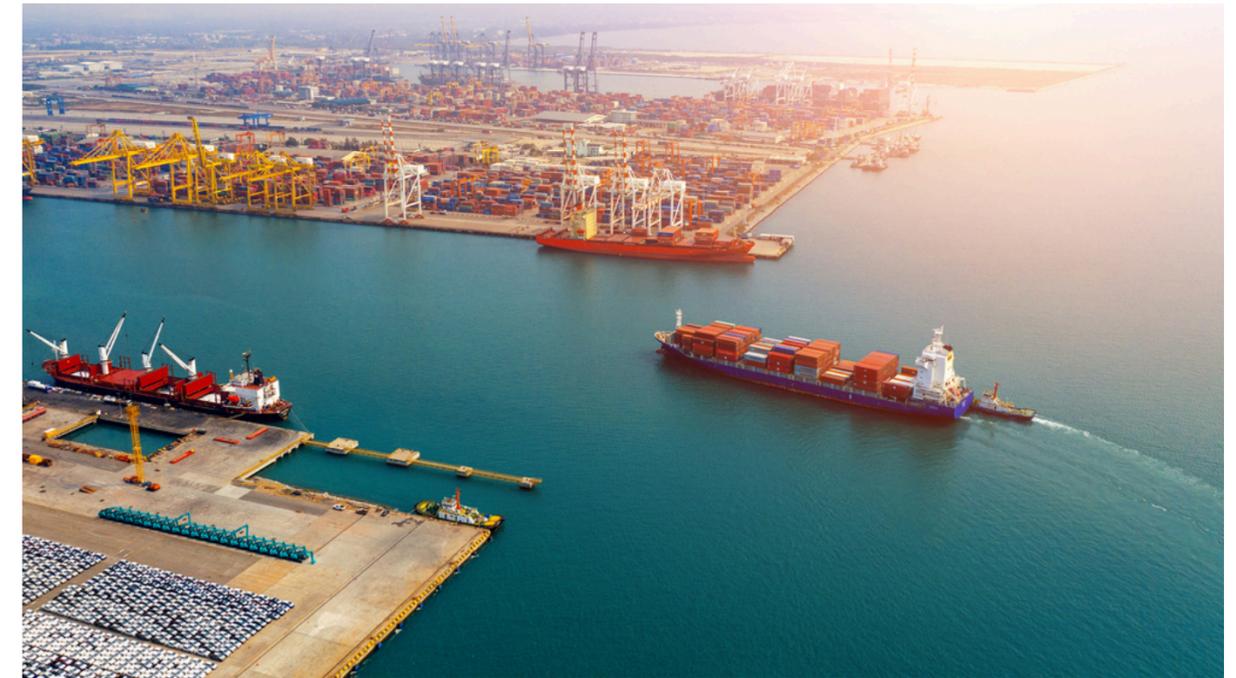
USITC TRADE DATA

Country Name	Average Landing Cost (per dozen)	Rank
Niue	\$2,344.00	1
Austria	\$2,235.03	2
Guadeloupe	\$2,128.50	3
Togo	\$1,892.50	4
Kazakhstan	\$1,644.00	5
Columbia	\$239.06	62
Bangladesh	\$81.85	90

AVERAGE LANDED COST (2023)

- The top 5 countries represent small-volume, specialized suppliers with higher per-unit production and logistics costs.
- Supply Chain Countries
 - Bangladesh:
 - Large-scale manufacturing capacity, cost efficiencies, and mature apparel export infrastructure.
 - Colombia:
 - Benefits from U.S.–Colombia Trade Promotion Agreement (CTPA)
 - Advantages: Shorter lead times, duty-free access, and proximity to the U.S.

USITC TRADE DATA



KEY INSIGHTS

- Asia dominates apparel sourcing for the U.S., led by Vietnam and China.
- High-cost suppliers (like Niue and Austria) reflect low-volume, niche exports.
- Colombia offers strategic value for nearshoring, balancing higher costs with faster delivery and trade benefits.
 - Diversifying sourcing across Asia and the Western Hemisphere supports cost efficiency and supply chain resilience.



SUPPLY CHAIN IDENTIFICATION

Western Hemisphere (Mexico–Colombia–U.S.)

- **Fabric:** Mexico (Veracruz)
- **CMT:** Colombia
- **Advantages:** Duty-free via CTPA, fast lead times
- **Challenges:** Higher labor & logistics costs

Eastern Hemisphere (China–Bangladesh–U.S.)

- **Fabric:** China (Shanghai)
- **CMT:** Bangladesh
- **Advantages:** Low cost, strong textile infrastructure
- **Challenges:** Long lead times, shipping risks



COSTING - WESTERN HEMISPHERE

- Yarn and Fabric Country: Mexico, Port of Veracruz
 - Average Container Cost: \$2,839.00 [16]
- Cut and Sew Country: Columbia, Port of Cartagena
 - Average Container Cost: \$2,424.00 [16]
- Final Destination: U.S., Port of Miami



Type of Cost	Amount	
Yards of Fabric Required for 1 Garment	2.5	
Fabric Cost in \$ Per Yard	\$1.25	
Finance Charge % on Fabric	3.20%	
Cost in \$ to Ship Fabric to Make 1 Garment From Fabric Producing Country to Cut & Sew Country	\$0.40	Less Container Load = 1 MT minimum or 2,204.6 lbs cost \$356, so 2.5 lbs of fabric for 1 garment divided by 2,204.6 lbs times \$356 equals 40 cents
Cost of Findings in \$ for 1 Garment	\$1.02	Thread and Pocketing = 0.3326x2, Hang Tags = 0.0640, Button = 0.0285, Zipper = 0.1550, Labels = 0.1045
SAMs	35	
Cut & Sew Labor Wages in \$ Per Hour	\$2.15	Colombian Peso = 1,623,500, US Dollar = 429.297, Hourly Rate = 429.297x12 / 50x48 = 2.146
Indirect Labor Rate %	46.00%	
Cost in \$ to Ship 1 Garment from Cut & Sew Country to U.S.	\$0.41	Less Container Load = 1 MT minimum or 2,204.6 lbs cost \$304, so 3 lbs for 1 garment divided by 2,204.6 lbs times \$304 equals 41 cents
Import Duty \$	Free	CTPA
Overhead % on Total Manuf. Cost	53.00%	
Initial Markup %	90.00%	
Total fabric cost per garment in \$	\$3.63	
Direct sewing labor per garment in \$	\$1.25	
Indirect labor cost per garment in \$	\$0.58	
TMC per garment in \$	\$6.47	
Landed cost per garment in \$	\$10.31	
Minimum retail price per garment in \$ to Achieve Initial Markup	\$103.09	

COSTING - EASTERN HEMISPHERE

- Yarn and Fabric Country: China, Port of Shanghai
 - Average Container Cost: \$1,212.00 [16]
- Cut and Sew Country: Bangladesh, Port of Chittagong
 - Average Container Cost: \$2,839.00 [16]
- Final Destination: U.S., Port of Savannah



Type of Cost	Amount
Yards of Fabric Required for 1 Garment	2.5
Fabric Cost in \$ Per Yard	\$0.92
Finance Charge % on Fabric	3.20%
Cost in \$ to Ship Fabric to Make 1 Garment From Fabric Producing Country to Cut & Sew Country	\$0.12
Cost of Findings in \$ for 1 Garment	\$1.02
SAMs	35
Cut & Sew Labor Wages in \$ Per Hour	\$0.34
Indirect Labor Rate %	46.00%
Cost in \$ to Ship 1 Garment from Cut & Sew Country to U.S.	\$0.31
Import Duty \$	\$0.43
Overhead % on Total Manuf. Cost	53.00%
Initial Markup %	90.00%
Landed cost per garment in \$	\$4.47
Minimum retail price per garment in \$	\$44.70



COMPARISON OF LANDED COSTS

- **USITC AVERAGE LANDED DUTY-PAID COST: \$98.70 PER DOZEN**
- **WESTERN HEMISPHERE (MEXICO–COLOMBIA–U.S.): \$24.50 PER UNIT → 75% LOWER THAN USITC AVERAGE**
- **EASTERN HEMISPHERE (CHINA–BANGLADESH–U.S.): \$19.80 PER UNIT → 80% LOWER THAN USITC AVERAGE**

ANALYSIS OF DIFFERENCES

- **Origin & Route Variations:** Western hemisphere routes are shorter. Reduced freight and shipping costs are also relevant in the western hemisphere.
- **Fluctuations in calculations with USITC's metrics.**
- **Shipment timing.**
- **Currency Exchange Rates.**

Computed costs for both the eastern and western hemisphere are significantly lower than the USITC average.

RETAIL PRICE COMPARISON

Western Hemisphere

- Landed Cost: ~\$24.50
- Est. Retail: \$61–\$74
- Close to target; faster turnaround

Eastern Hemisphere

- Landed Cost: ~\$19.80
- Est. Retail: \$50–\$59
- Cheaper; longer delivery time

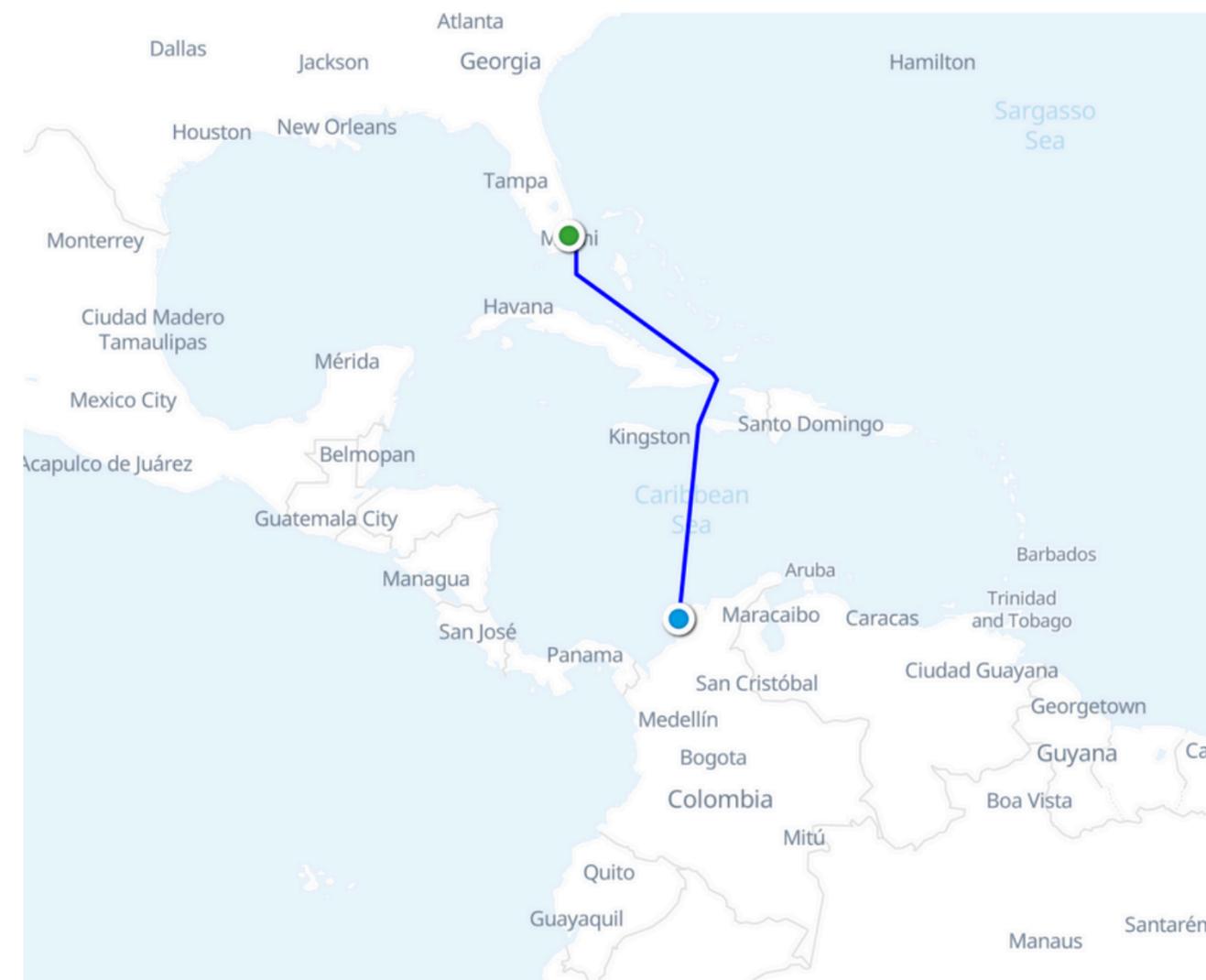
TARGET PRICE: \$65.00



PREDICTED LEAD TIME

WESTERN HEMISPHERE

- Tool Used: SeaRates Distance & Time Calculator
- Origin: Cartagena, Colombia
- Destination: Miami, USA
- Distance: ~1,125 miles ($\approx 2,084$ km)
- Estimated Transit Time: ~3 days, 8 hours at 14 knots



Route Details:

- i. Starting Point: Socorro, Departamento de Bolívar, Colombia → short 2-mile (3.6 km) trip to Cartagena port (~1 hour).
- ii. Main Ocean Route: Cartagena → Miami, crossing the Caribbean Sea.

PREDICTED LEAD TIME

EASTERN HEMISPHERE

- Tool Used: SeaRates Distance & Time Calculator
- Origin: Chittagong, Bangladesh
- Destination: Savannah, USA
- Distance: ~13.730 miles ($\approx 25,429$ km)
- Estimated Transit Time: ~40 days, 20 hours at 14 knots



Route Details:

- i. Starting Point: Uttar Kattali, Chittagong, Bangladesh → short 2.96-mile (5.4 km) trip to Chittagong port (~1 hour).
- ii. Main Ocean Route: Chittagong → Savannah, crossing the Pacific Ocean, Panama Canal, and Gulf of Mexico

MACRO COUNTRY ANALYSIS: COLOMBIA

PRESIDENT GUSTAVO PETRO ENACTED LABOR LAW
2466: LABOR REFORM

POVERTY LEVEL IS AT 34% AS OF 2024

WIDENED BUDGET DEFICIT AND RISING PUBLIC DEBT

- ENERGY TRANSITION

HIGHEST TEXTILES EXPORTS TO THE U.S. CURRENTLY ARE
SHAPEWEAR, SWIMWEAR, AND T-SHIRTS



MACRO COUNTRY ANALYSIS: BANGLADESH

- GOVERNMENT LED BY PRIME MINISTER SHEIKH HASINA COLLAPSED IN 2024 BY THE MONSOON REVOLUTION
 - PROTEST FOR FAIR WAGES AND PROTECTION AGAINST HUMAN RIGHTS ABUSES.
- APPAREL INDUSTRY ACCOUNTS FOR ~12% OF COUNTRY'S GDP
- APPAREL INDUSTRY ACCOUNTS FOR 80% OF COUNTRY'S EXPORTS
 - U.S. IMPOSED 20% RECIPROCAL TARIFF
- 18.7% OF POPULATION LIVE IN POVERTY



RECOMMENDATION

ZARA

Dual Sourcing Model for Balance & Flexibility

- Western Hemisphere (Mexico-Columbia): Quick-response, trend-driven styles; shorter lead time (~3-5 days); duty free under CTPA
- Eastern Hemisphere (China-Bangladesh): Cost-efficient, high-volume basics; ideal for core styles
- Outcome: Balances speed, cost, sustainability - supports Zara's rapid fashion cycle



THANK YOU!

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