CLASH

Nikki Miller, Kaleb Spivey, Ava Bruno, Julia Pasin, and Ruby Jones

WHO IS CLASH MENS?

Men’s Fall/Winter 2025 Collection:

Clash Mens brings modern style and practicality to the forefront, offering a collection designed for men navigating the fast-paced energy of urban life. From students to young professionals and active fathers, our pieces combine sleek design with the versatility to keep up with any lifestyle. Clash Mens delivers elevated essentials that reflect your values and keep you looking sharp. Embrace a wardrobe built for living life in motion.

TARGET MARKET

DEMOGRAPHICS:

AGE: 18-35

GENDER: Men, but clothes are primarily gender neutral

INCOME: Upper middle class, 95k-150k

LOCATION: Urban metropolitan areas, larger cities

OCCUPATION: Working individuals, students, young adults, athletes, fathers

PSYCHOGRAPHICS:

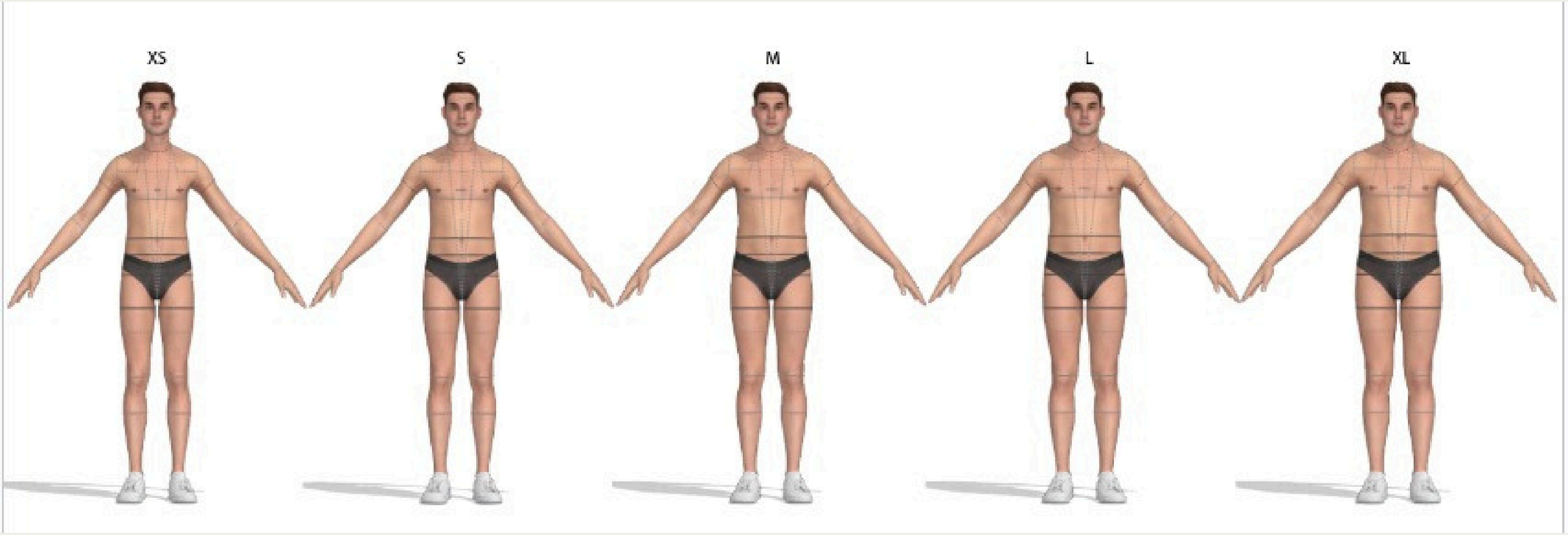
- **PERSONALITY:** strong work ethic, fashion forward, trendsetter
- **LIFESTYLE:** On the go, interested in health and wellness, walks most places, and technology savvy
- **VALUES:** authenticity, sustainability, self expression, quality
- **BUYING HABITS:** Invests in high quality clothing, in-store purchases but mostly online



SIZE TABLE

	Extra Small	Small	Medium	Large	Extra Large
Chest	35-36	37-38	39-40	41-42	43-44
Neck Base	14.75-15.25	15.25-15.75	15.75-16.25	16.25-16.75	16.75-17.25
Bicep	11.75-12	12.25-12.5	12.75-13	13.25-13.5	13.75-14
Waist	29-31	32-33	34-35	36-37	38-39
High Hip	32-33	34-35	36-37	38-39	40-41
Low Hip	35-36	37-38	39-40	41-42	43-44
Thigh	20.75-21.5	21.75-22.5	22.75-23.5	23.75-24.5	24.75-25.5
Inseam	34.5-34.75	34.75-35	35-35.25	35.25-35.5	35.5-35.75
Across Shoulder (Curvilinear)	15.5-16	16-16.5	16.5-17	17-17.5	17.5-18
Arm	26-26.25	26.25-26.5	26.5-26.75	26.75-27	27-27.25
Total Height	72.5-72.75	72.75-73	73-73.25	73.25-73.5	73.5-73.75

3D AVATARS











THREADED VARSITY





PANTONE® 12-0104 TCX

PANTONE® 18-0403 TCX

PANTONE® 19-3929 TCX

PANTONE® 19-2514 TCX

PANTONE® 19-1543 TCX

PANTONE® 19-5421 TCX

PANTONE® 19-3911 TCX

FINAL COSTS

COMPANY NAME HERE					
PATTERN # & VERSION:	Urban Legend Jacket		DATE:		12/6/24
DESCRIPTION:	Letterman Jacket		STYLE #:		20849
FABRIC & CUT PARTS	**DESCRIPTION**	**SUPPLIER**	**QUANTITY**	**COST/ UNIT**	**TOTAL**
10 oz Cotton Duck Canvas	100% Cotton	Fabric Wholesale Direct	2.2	$4.99	$ 10.98
C patch	100% Chenille	Fabric Wholesale Direct	1	$ 5.00	$ 5.00
Keendil All Purpose Sewing Thr	100% Polyester	Fabric Wholesale Direct	0.3	$ 4.99	$ 1.50
					$ -
					$ -
					$ -
					$ -
TRIM & COMPONENTS	**DESCRIPTION**	**SUPPLIER**	**QUANTITY**	**COST/ UNIT**	**TOTAL**
Snap Buttons	6 pack colored buttons	Fabric Wholesale Direct	1	$ 5.99	$ 5.99
Brand Label	100% Polyester	Dutch Label Shop	1	$ 0.35	$ 0.35
Care Label	100% Polyester	Dutch Label Shop	1	$ 0.35	$ 0.35
Size Label	100% Polyester	Dutch Label Shop	1	$ 0.10	$ 0.10
					$ -
					$ -
					$ -
					$ -
					$ -

MANUFACTURING	COST	
DIRECT LABOR	$ 19.50	*labor hours x labor costs*
Labor hours	1.50	
Labor costs per hour	$ 13.00	
FACTORY OVERHEAD	$ 16.41	*sum of overhead costs*
Facility rental cost	$ 16.25	
Factory Utilties	$ 0.16	
Factory supplies used		
Indirect labor		
Repairs- factory equipment		

MATERIAL COSTS ($ USD)	$ 24.27	*sum of material costs*
MANUFACTURING COSTS ($ USD)	$ 50.41	*sum of labor and overhead costs*
TOTAL COSTS ($ USD)	$ 74.68	*material costs + manufacturing costs*
MARKUP %	79.28%	
RETAIL (MSRP) PRICE ($ USD)	**$ 59.20**	*total costs x markup percentage*

Merchandiser Material/ Manufacturing Set Costs	65
Costs Overage	$ (9.68)
Profit	$ (15.47)

***Don't change the yellow fields.**

PD CALENDAR

Create Moodboard and color palette	Julia and Kaleb
Design Technical Flat	Kaleb
Create BOM	Julia
Construction Details Page & Order of Operations	Kaleb
Order fabric samples	Julia
Size Measurements	Nikki and Ava
Initial CLO rendering	Kaleb
Develop initial gerber pattern	Nikki and Ava
Fit Approval	Nikki and Ava
Develop Tech Pack	Nikki and Ava
Request initial costs	Julia
Graded Patterns	Nikki and Ava
Virtual Rendering	Kaleb
Pattern Markers	Nikki and Ava
Cut Fabric	All
Embroider C Patch	Kaleb
Begin Production	All
Merchandising Plan	Julia
Garment Completion	All
Ready to Ship	Ruby
Package	Ruby
Ship to Stores	Ruby

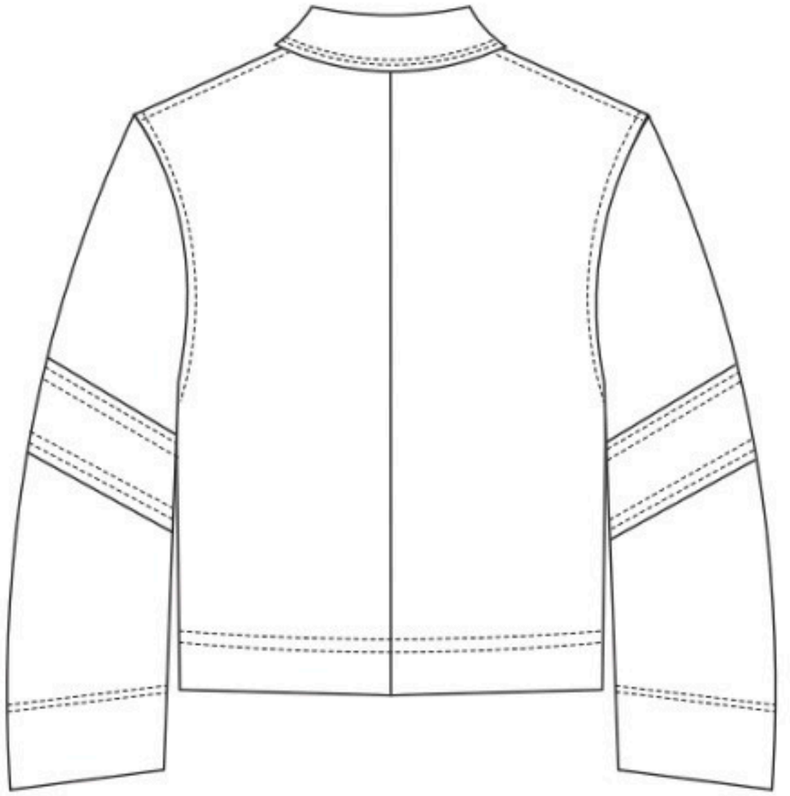
TECHNICAL FLAT

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: Medium
DATE CREATED 10/04/2024
DATE MODIFIED: 12/06/2024

DESIGNER: Kaleb Spivey
TECH DESIGNERS: Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

FRONT/BACK IMAGES Kaleb Spivey





BILL OF MATERIALS

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: M
DATE CREATED 9/18/2024
DATE MODIFIED: 12/05/2024

DESIGNER: Kaleb Spivey
TECH DESIGNERS: Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

BILL OF MATERIALS

Julia Pasin

FABRIC CUT PARTS

PART NAME	MATERIAL	DESCRIPTION	GARMENT USE	COLOR	COMMENTS
FT,BK,SLV,CO,FT PLKT	10 oz Cotton Duck Canvas Fabric Wholesale	100% Cotton	Full Body	White Asparagus Pantone 12-0104 TCX	
RIGHT FT	11 oz Cotton Duck Canvas Fabric Wholesale	100% Cotton	Bottom Right	White Asparagus Pantone 12-0104 TCX	
TRIM SEW PARTS	12 oz Cotton Duck Canvas Fabric Wholesale	100% Cotton	Bottom Right	White Asparagus Pantone 12-0104 TCX	

TRIM SEW PARTS

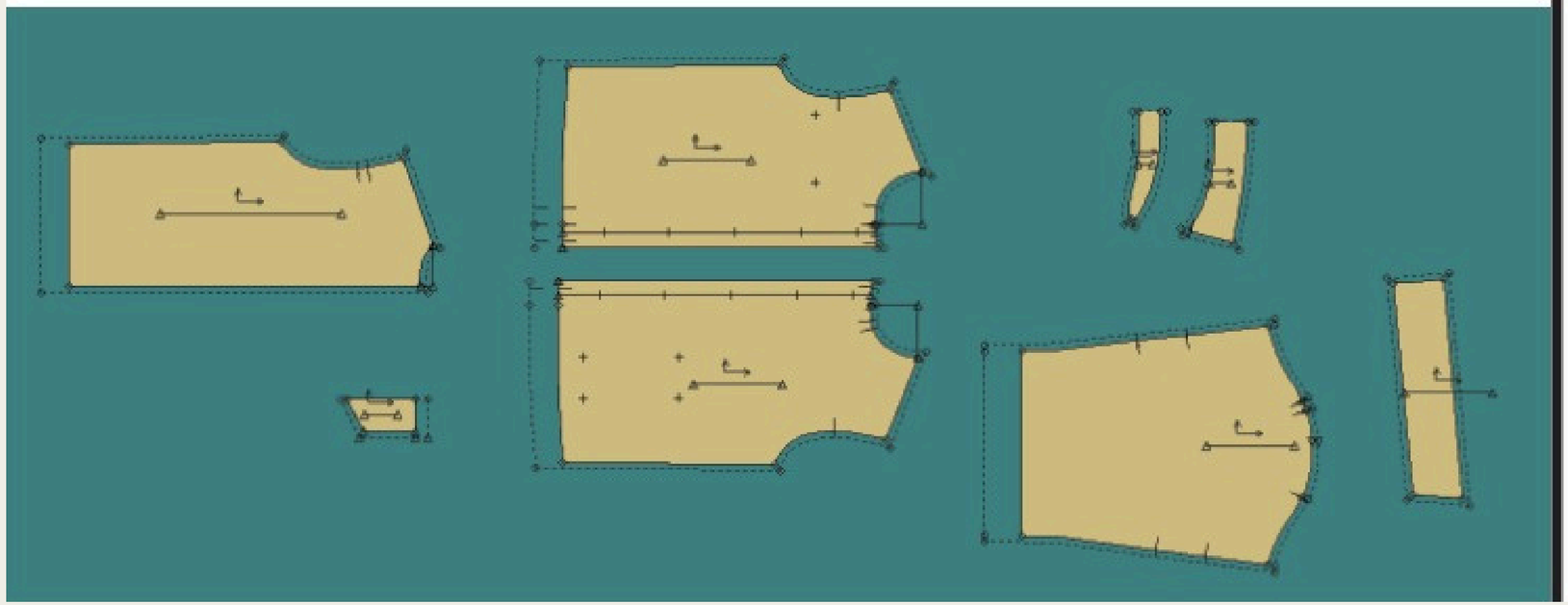
PART NAME	MATERIAL	DESCRIPTION	GARMENT USE	COLOR	COMMENTS
Snap Buttons	6 Pack Colored Buttons Fabric Wholesale Dir	Plastic	Center Front	Brick Red Pantone 19-1543, Italian Plum Pantone 12-2514 TCX,	
				Dark Gull Gray Pantone 18-0403 TCX, Vintage Indigo Pantone 19-3929 TCX,	
				Aventurine Pantone 19-5421 TCX	
Brand Label	Dutch Label Shop	100% Polyester	Body	White/black	
Care Label	Dutch Label Shop	100% Polyester	Body	White/black	
Size Label	Dutch Label Shop	100% Polyester	Body	White/black	
Sewing Thread	Keendil All Purpose Serging Thread Fabric W	100% Polyester	Body	DTM	

PATTERN INFORMATION PAGE #1

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: M
DATE CREATED 10/04/2024
DATE MODIFIED: 11/11/2024

DESIGNER: Kaleb Spivey
TECH DESIGNERS: Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

PATTERN INFORMATION PAGE Ava and Nikki



PATTERN NAMES

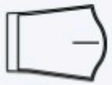
LEFT FRONT BOD
RIGHT FRONT BOD
BACK BOD
CHEST POCKET
COLLAR
COLLAR STAND
SLEEVE
SLEEVE STRIPE

PATTERN INFORMATION PAGE #2

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: M
DATE CREATED 09/09/2024
DATE MODIFIED: 11/18/2024

DESIGNER: Kaleb Spivey
TECH DESIGNERS: Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

PATTERN INFORMATION PAGE: MODEL EDITOR Ava and Nikki

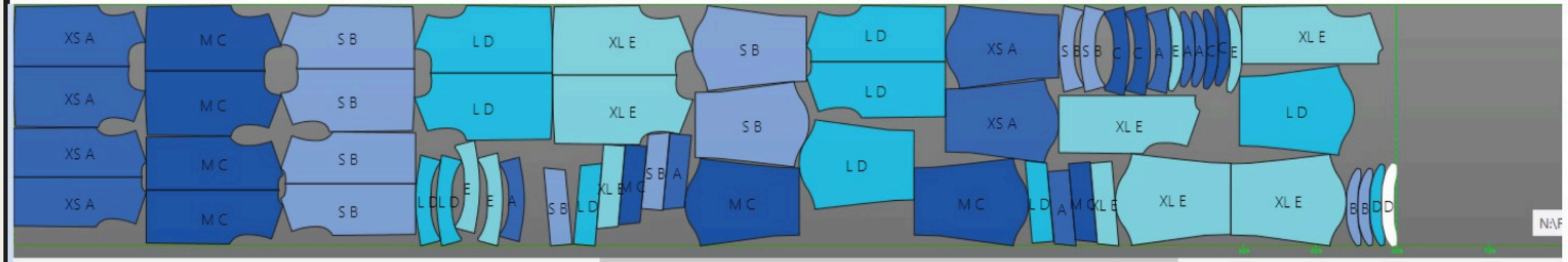
PIECE NAME	IMAGE	CATEGORY	DESCRIPTION	COMMENT	PASTE	FABRIC	FLIPS				HALF PIECE	DYN. SPLIT	ADD PIECE
						FABRIC 1	--	X	Y	X,Y			
MENS_JKT_RTFTBOD_X4		RFTBOD	LFTBODICE		☐	A	1	0	0	0	None	0	☑
MENS_JKT_LFFTBOD_X4		LF FT BOD	LFFTBOD		☐	A	1	0	0	0	None	0	☑
MENS_JKT_RTBK BOD		RTBKBOD	RTBKBOD		☐	A	1	1	0	0	None	0	☑
MENS_JKT_COLLAR_X4		CLR	CLR		☐	A	1	1	0	0	None	0	☑
MENS_JKT_COLLAR STAND_X4		CLRBND	CLRBND		☐	A	1	1	0	0	None	0	☑
MENS_JKT_SLV_X4		SLV	SLEEVE		☐	A	1	0	1	0	None	0	☑
MENS_JKT_SLVSTRIPE_X4		SLVPC2	SLVPC2		☐	A	1	0	1	0	None	0	☑

PATTERN INFORMATION PAGE #3

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: M
DATE CREATED 11/11/2024
DATE MODIFIED: 11/18/2024

DESIGNER: Kaleb Spivey
TECH DESIGNERS: Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

PATTERN INFORMATION PAGE: MARKER



FINISHED GARMENT MEASUREMENTS

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: M
DATE CREATED 09/09/2024
DATE MODIFIED: 10/25/24

DESIGNER: Kaleb Spivey
TECH DESIGNERS Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

FINISHED GARMENT MEASUREMENTS

Ava and Nikki

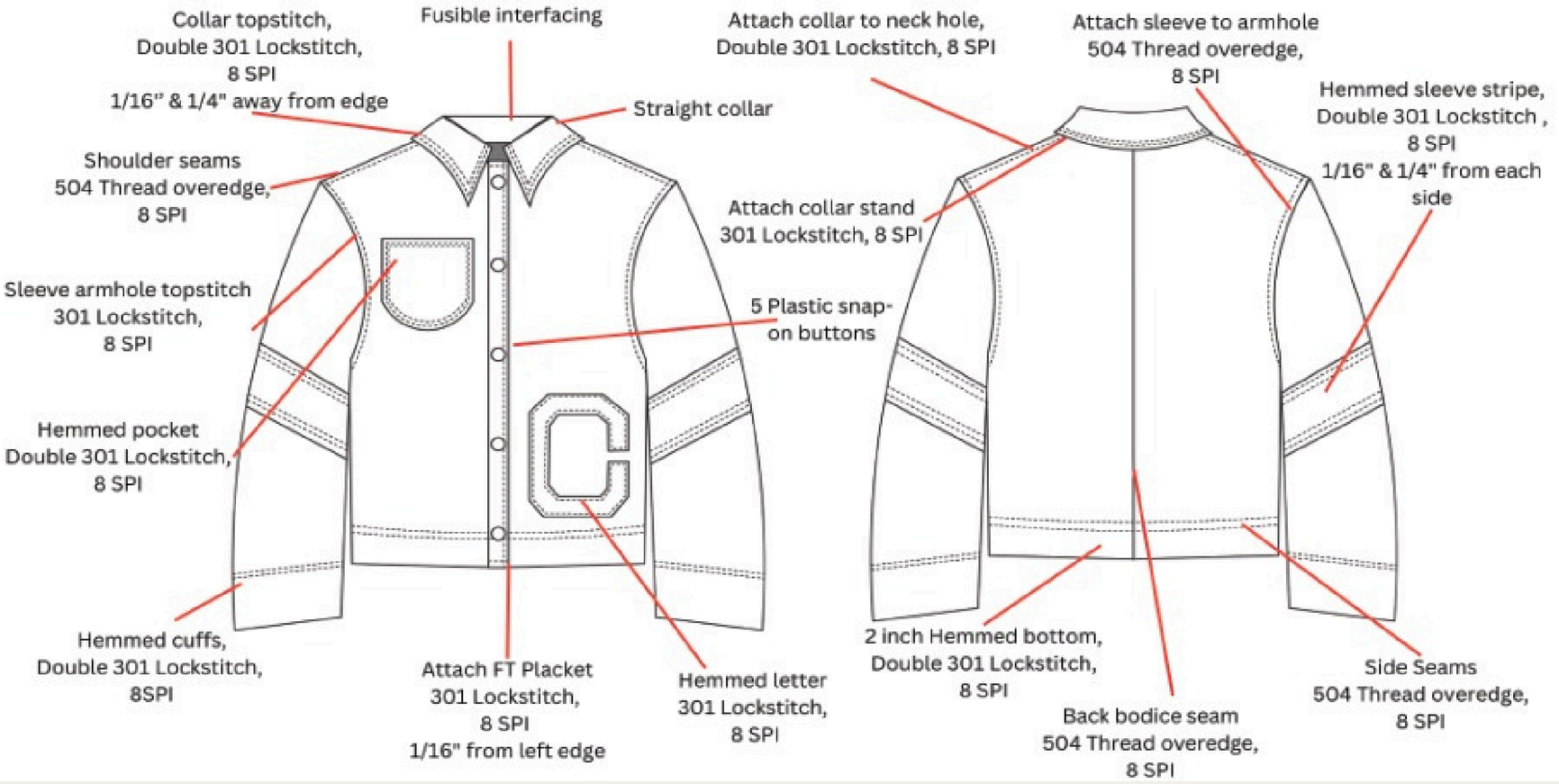
POMS	MEASUREMENTS	Tol-/+	XS	*Grade*	S	*Grade*	M	*Grade*	L	*Grade*	XL
L01	Chest Circumference	1/4	44 3/5	2	46 3/5	2	48 3/5	2	50 3/5	2	52 3/5
L02	Hem Sweep	1/4	43 3/5	2	45 3/5	2	47 3/5	2	49 3/5	2	51 3/5
L03	HPS Length	1/2	28 1/4	1/4	28 1/2	1/4	28 3/4	1/4	29	1/4	29 1/4
L04	Across Shoulder	1/4	19 1/2	1/2	20	1/2	20 1/2	1/2	21	1/2	21 1/2
L05	Shoulder Slope	1/8	2 5/9	0	2 5/9	0	2 5/9	0	2 5/9	0	2 5/9
L06	CF Neck Drop	1/8	3 4/5	0	3 4/5	0	3 4/5	0	3 4/5	0	3 4/5
L07	CB Neck Drop	1/8	1	0	1	0	1	0	1	0	1
L08	Neck Width	1/8	5 1/3	1/2	5 6/7	1/2	6 1/3	1/2	6 6/7	1/2	7 1/3
L09	Neck Opening	1/8	10	0	10	-0	10	0	10	0	10
L10	Front Armhole Opening	1/4	9 1/2	1/4	9 3/4	1/4	10	1/4	10 1/4	1/4	10 1/2
L11	Back Armhole Opening	1/4	10 1/7	1/4	10 2/5	1/4	10 2/3	1/4	11	1/4	11 1/7
L12	Full Armhole Opening	1/4	19 2/3	1/2	20 1/7	1/2	20 2/3	1/2	21 1/7	1/2	21 2/3
	CB neck to shoulder length	1/4	9 5/6	1/4	10	1/4	10 1/3	1/4	10 4/7	1/4	10 5/6
L13	Top Sleeve Length - to edge of cuff	1/4	22 2/3	1/4	23	1/4	23 1/5	1/4	23 4/9	1/4	23 2/3
L14	Sleeve Length CBN	1/4	32 1/2	1/2	33	1/2	33 1/2	1/2	34	1/2	34 1/2
L15	Collar Band Width/Height	1/8	9	0	9	0	9	0	9	0	9
L16	Collar Width/Height (at CB)	1/8	18	0	18	0	18	0	18	0	18
L17	Collar Width/Height (front edge)	1/8	9 4/9	0	9 4/9	0	9 4/9	0	9 4/9	0	9 4/9
S1	Front Pocket Placement	1/8	3 1/5	0	3 1/4	0	3 1/3	0	3 2/5	0	3 1/2
S2	Front Pocket Opening	1/8	5	0	5	0	5	0	5	0	5
S3	Front Pocket Depth	1/4	5 3/7	0	5 3/7	0	5 3/7	0	5 3/7	0	5 3/7
S4	Front Pocket Hem Width/Height	1/8	1/4	0	1/4	0	1/4	0	1/4	0	1/4
L20	Hem Height	1/8	2 1/4	0	2 1/4	0	2 1/4	0	2 1/4	0	2 1/4
L20	Sleeve Hem	1/8	3 1/4	0	3 1/4	0	3 1/4	0	3 1/4	0	3 1/4

CONSTRUCTION DETAILS PAGE

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: M
DATE CREATED 9/18/2024
DATE MODIFIED: 10/11/2024

DESIGNER: Kaleb Spivey
TECH DESIGNERS: Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

CONSTRUCTION DETAILS PAGE Kaleb, Nikki, Ava



ORDER OF OPERATIONS PAGE

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: M
DATE CREATED 9/18/2024
DATE MODIFIED: 12/5/24

DESIGNER: Kaleb Spivey
TECH DESIGNERS: Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

ORDER OF OPERATIONS Kaleb Spivey

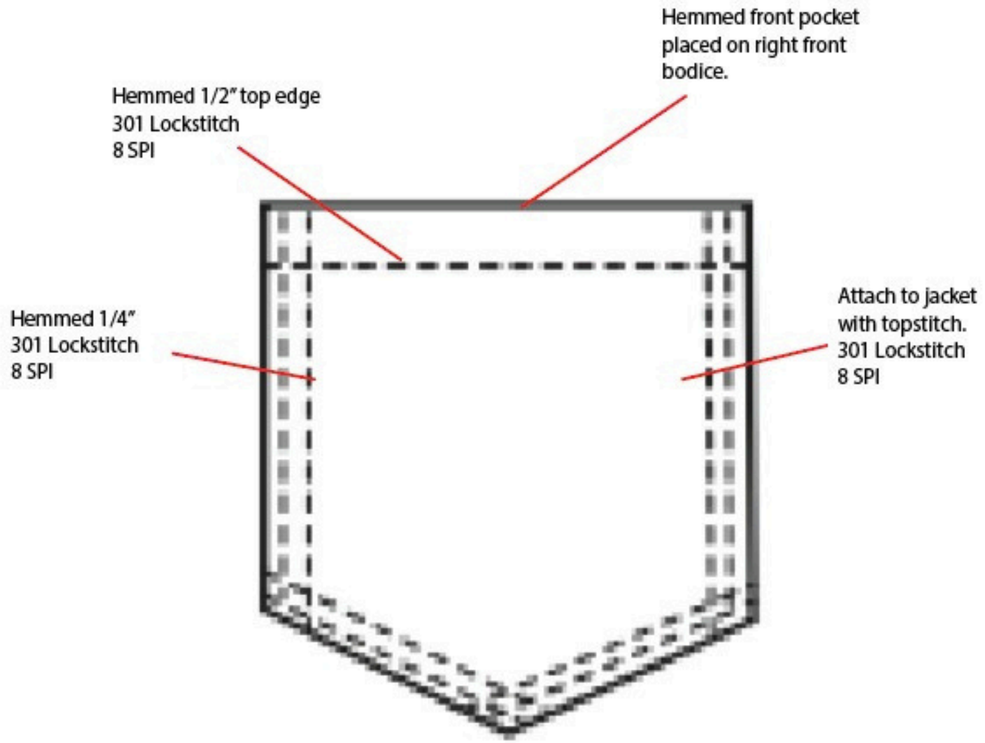
CONSTRUCTION (detailed description of what needs to be done.)	STITCH TYPE (ISO number)	STITCH DESCRIPTION	SPI (stiches per inch)	SEAM & TRIM ALLOWANCE (if needed)
Hem front chest pocket	301	Lockstitch	8	1/2"
Sew both back bodice pieces together	516	Thread Overedge	8	1/2"
Sew front bodices to back bodices at shoulder seam	516	Thread Overedge	8	1/2"
Apply topstitch to shoulder seams	301	Lockstitch	8	1/4"
Sew sleeves to armhole	516	Thread overedge	8	1/2"
Apply topstitch to armhole seams	301	Lockstitch	8	1/4"
Hem long edges of sleeve stripes	301	Lockstitch	8	1/2"
Sew hemmed sleeve stripes on top of sleeves	301	Lockstitch	8	1/4"
Sew underarm sleeve seams	516	Thread Overedge	8	1/2"
Sew side seams	516	Thread overedge	8	1/2"
Apply topstitch on underarm sleeve and side seams	301	Lockstitch	8	1/4"
Hem bottom of sleeves to form cuffs	301	Double Lockstitch	8	3"
Sew collar pieces together	301	Lockstitch	8	1/4"
Apply double topstitch to collar	301	Double Lockstitch	8	1/4" & 1/2"
Fold back and sew each placket	301	Lockstitch	8	2"
Sew collar stand to collar	301	Lockstitch	8	1/4"
Attach collar stand and collar to neckline	301	Lockstitch	8	1/4"
Hem bottom of jacket	301	Double Lockstitch	8	2"
Make holes and attach snap buttons on each placket				
Attach front pocket to right bodice	301	Lockstitch	8	1/4"
Attach C patch to rigth bodice	301	Lockstitch	8	1/8"

ADDITIONAL PLACEMENT DETAILS PAGE

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: Medium
DATE CREATED 9/18/2024
DATE MODIFIED: 12/5/24

DESIGNER: Kaleb Spivey
TECH DESIGNERS: Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

CONSTRUTION DETAILS PAGES



3D VIRTUAL FIT PAGE- BASE FIT APPROVED

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: M
DATE CREATED 9/30/24
DATE MODIFIED: 10/4/24

DESIGNER: Kaleb Spivey
TECH DESIGNERS Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

FIT APPROVAL DATE: 10/4/24

2nd 3D VIRTUAL FITTING

FRONT IMAGE



OTES

Sleeve bulkines improved
collar enlarged
sleeve opening altered to minimize fabric bunching
slimmed bodice pieces

BACK IMAGE



OTES

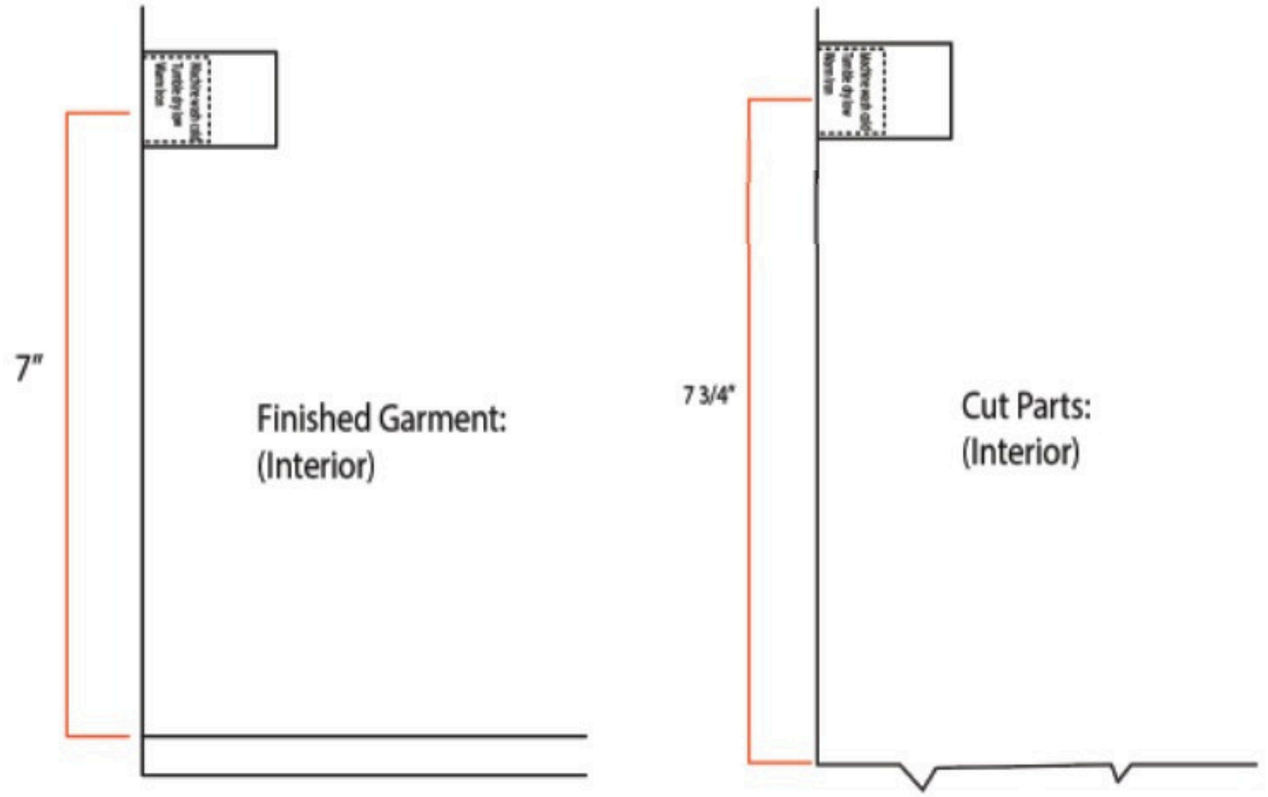
CARE LABEL PLACEMENT PAGE

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: Medium
DATE CREATED 10/4/24
DATE MODIFIED: 10/4/24

DESIGNER: Kaleb Spivey
TECH DESIGNERS: Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

CARE LABEL PLACEMENT PAGE Ruby Jones

Placement Finished Garment 7" up from seam:
Caught in sideseam (wearer's left)



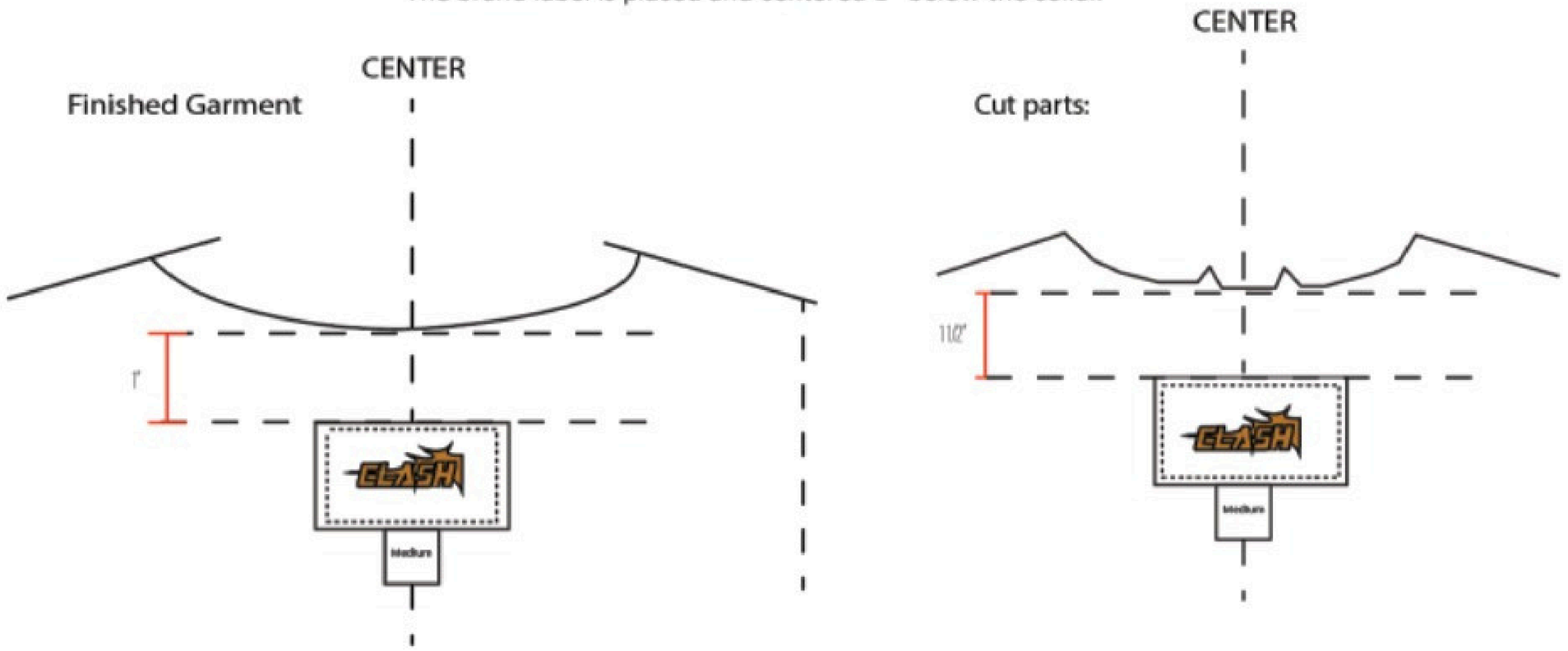
BRAND LABEL PLACEMENT PAGE

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: Medium
DATE CREATED 10/4/24
DATE MODIFIED: 10/4/24

DESIGNER: Kaleb Spivey
TECH DESIGNERS: Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

BRAND LABEL PLACEMENT PAGE Ruby Jones

The brand label is placed and centered 1" below the collar.

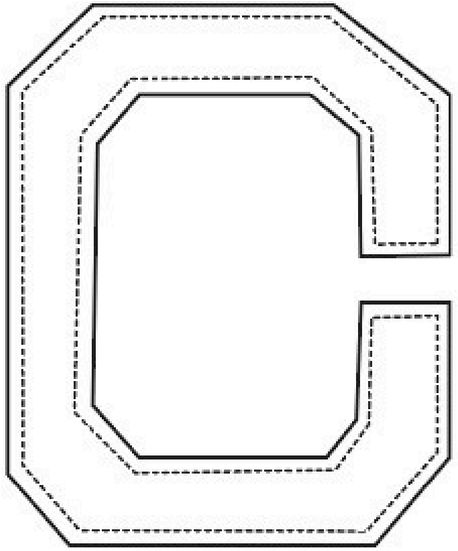


ARTWORK PAGE- C PATCH

SEASON: Fall/Winter 2025
CATEGORY: Men's
STYLE NAME: Threaded Varsity
SIZES OFFERED: XS-XL
BASE SIZE: Medium
DATE CREATED 9/18/2024
DATE MODIFIED: 12/5/24

DESIGNER: Kaleb Spivey
TECH DESIGNERS: Ava Bruno and Nikki Miller
MERCHANDISER: Julia Pasin
PRODUCT DEV. MANAGER: Ruby Jones

ARTWORK PAGE



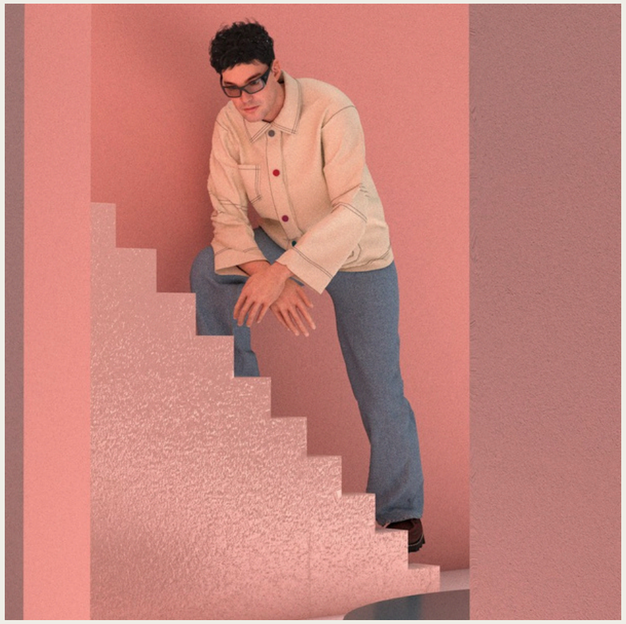
VIRTUAL FITTING SIZE RUN

XS S M L XL



FINAL GARMENT RENDERING











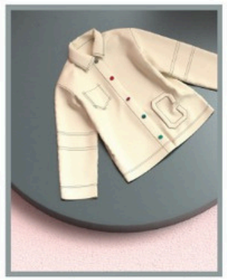


HOW WE PLAN TO MARKET OUR PRODUCT



WE PLAN TO MARKET THROUGH A PHOTO CAMPAIGN IN WHICH MODELS WEAR DIFFERENT STYLED OUTFITS. THESE OUTFITS ARE MARKETED TO OUR SPECIFIC DEMOGRAPHICS AND PROMOTED ON INSTAGRAM STORIES AND SPONSORED POSTS.













THREADED VARSITY

$75 USD

COLOR

SIZE

M

ADD TO BAG

ADD TO WISHLIST

DETAILS

THIS TAKE ON A CLASSIC LETTERMAN JACKET IS GETTING A SLEEK AND AMPLIFIED UPGRADE. THROUGH THE BOXY OVERSIZED FIT, THE THREADED VARSITY JACKET IS THE PERFECT GARMENT TO THROW OVER ANY LOOK.

MATERIALS

COTTON DUCK CANVAS 100% COTTON

CARE

THIS JACKET CAN BE MACHINED WASHED AT WARM TEMPERATURES. TO ENSURE THE SAFEST WASH, IT IS RECOMMENDED YOU WASH THIS GARMENT WITH FABRICS OF SIMILAR COLORS AND TUMBLE DRY ON A LOW SETTING.

FINAL GARMENT SEWN



