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About Topshop

Topshop is a British retailer founded in 1964 that sells both women's and men's clothing. The brand markets an image that is bold and modern. In their clothing, they commonly play with pattern and color, presenting fun updates to classic silhouettes. As a brand, their ability to experiment and play with new trends makes them a perfect fit for this refreshed retro forecast.







Circuit Trend Story

- ★ Bright colors with a return to 80's nostalgia
- ★ Inspired by retro club culture and tropical elements of throwback summers
- ★ Cutouts, puff sleeves, and asymmetric designs are key details
- **★** Popular silhouettes include slip dresses
- **★** Cool graphics

Color Story



Midnight Black Galactic Grey Sky Blue

Stellar Teal

Ice Blue Cool Mint

Powerful Lilac

Bright Lavender

Wisteria Purple Mighty Grape Lady Fuschia

Fire Orange

Pretty Peach

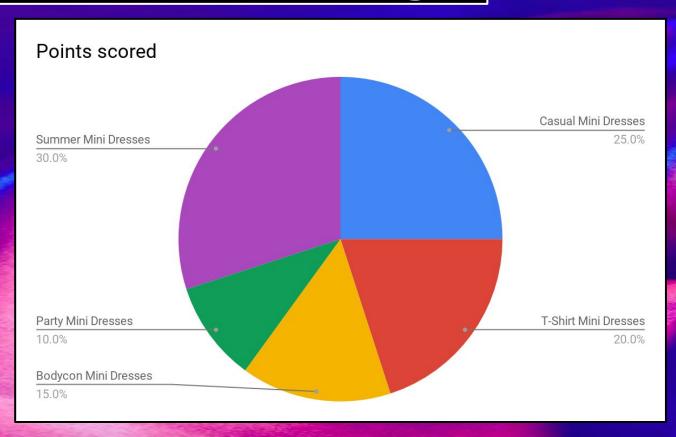
Light Gold

Sun Yellow

Dark Gold
Tart Lime

Neon Green Velvet Hunter

Classification Percentages



Stores

A Stores

- ★ Urban environments and major cities
- ★ Fashion forward consumer base
- ★ More experience based shopping
- ★ Creative store layout and visual presentation
- ★ Independent standing locations

B Stores

- ★ Smaller stores in suburban areas
- ★ Outskirts of metro cities
- ★ Located in malls
- ★ Less dramatic store presentation

Fixtures



Stand Alone Racks, 12 pieces



Wall Racks, 30 pieces



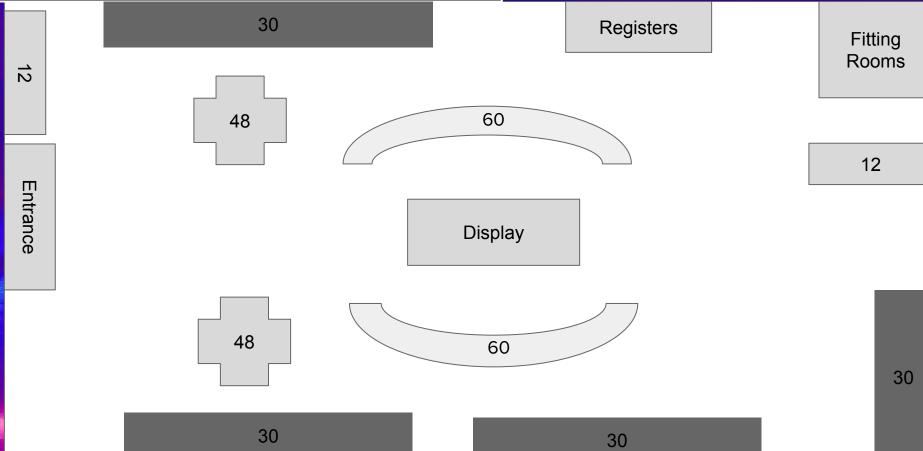
Half Round Racks, 60 pieces

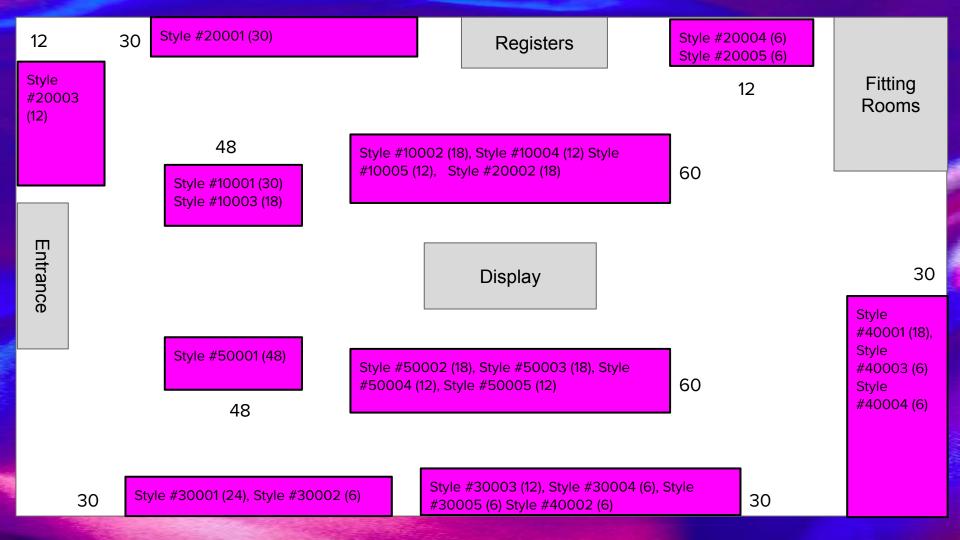


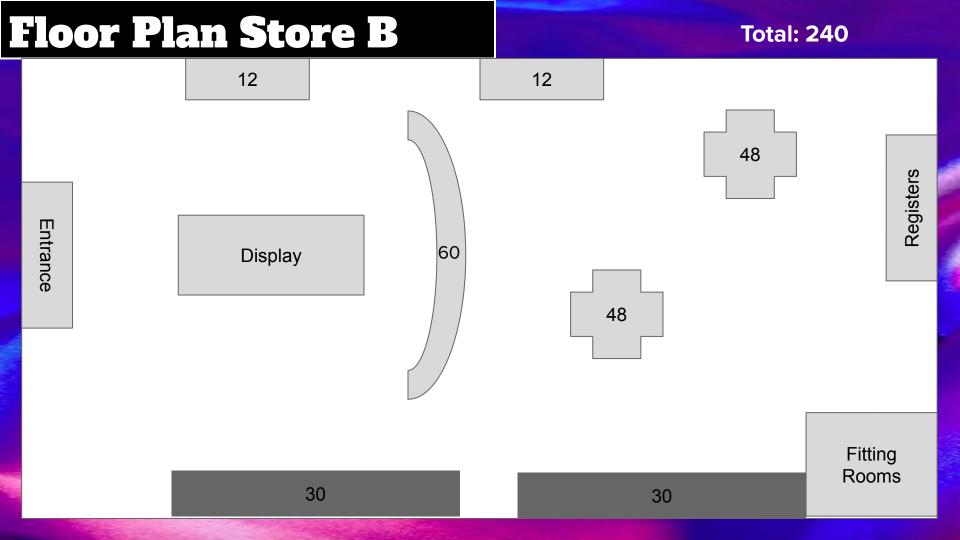
Four Ways, 48 pieces

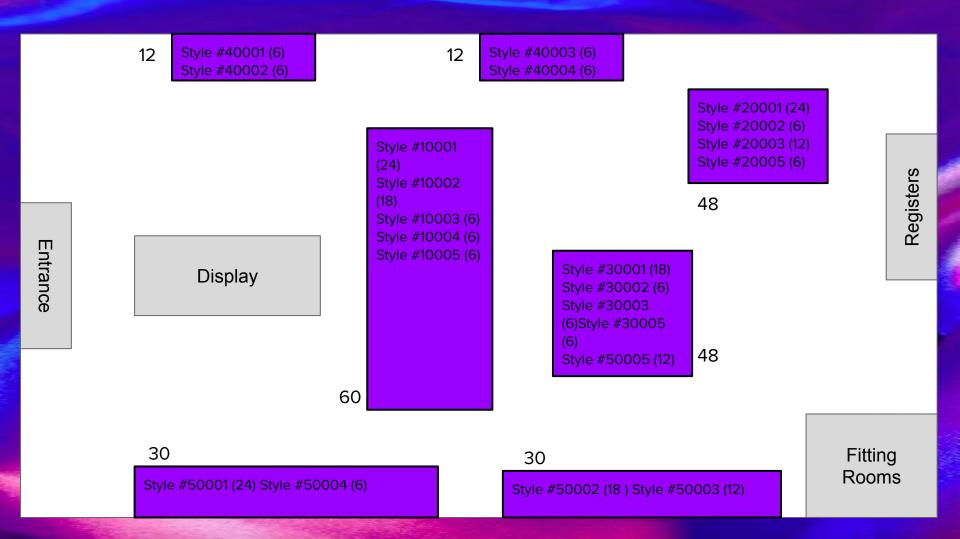
Floor Plan Store A

Total: 360









Casual Mini Dresses









Style #10001, \$35 Midnight Black Stellar Teal Bright Lavender

Style #10002,\$40 Powerful Lilac Lady Fuschia

Style #10003, \$38 Midnight Black Fire Orange

Style #10004, \$45 Sky Blue

Style #10005, \$50 Powerful Lilac

T-Shirt Mini Dresses



Style #20001, \$30 Galactic Grey Sky Blue Powerful Lilac



Style #20002 , \$35 Midnight Black Lady Fuschia



Style #20003, \$32 Galactic Grey Stellar Teal



Style #20004, \$40 Galactic Grey



Style #20005, \$40 Fire Orange

Bodycon Mini Dresses



Style #30001, \$40 Powerful Lilac Fire Orange Mighty Grape



Style #30002, \$60 Pretty Peach



Style #30003, \$45 Ice Blue



Style #30004, \$45 Dark Gold



Style #30005, \$50 Neon Green

Party Mini Dresses



Style #40001, \$50 Midnight Black Cool Mint



Style #40002, \$55 Galactic Grey



Style #40004, \$65 Powerful Lilac



Style #40005, \$75 Lady Fuschia

Summer Mini Dresses



Style #50001, \$36 Powerful Lilac Cool Mint Bright Lavender Pretty Peach



Style #50002, \$45 Cool Mint Wisteria Purple



Style #50003, \$40 Midnight Black Sun Yellow



Style #50004, \$45 Velvet Hunter Light Gold



Style #50005, \$50 Ice Blue

Advertising Plan

- ★ Host a summer kick-off event in stores that offers 10% off purchases made that day (also have fun music and refreshments)
- ★ Create a fun 80s music video featuring the pieces in the collection to be promoted on the Topshop website as well as Instagram, Facebook, and Twitter