

Bershka F/W 19/20

“SHOCKING MINIMALISM”

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Inspiration

For Fall/Winter 19/20, we at Bershka have decided to explore a brighter and bolder theme. As trends shift and build, brighter and bolder looks come into play. For this collection, we have decided to go for the “shocking minimalist look.” Garments that have clean silhouettes and focus on shape rather than detail. We have also made use of bright colors, as these hues and shades transform for a “brighter future.”





Job 1 – Color Story



Midnight Black

Electric Orange

Tangy Yellow

Lightning Lime

Dreamy Purple

Milky Way Lilac

Galactic Grey

Job 1 Proofs

Status: Celebrities have been loving neon as of late. Public figures such as the Kardashians (and Jenners) have been rocking neon this past season in many forms.

Forecasting: Multiple forecasting sources such as Fashion Snoops and WGSN anticipate neons will be huge for Fall of '19. It was seen all over the F/W 18/19 runway from designers such as Balmain and Miu Miu, and a trickle down effect is anticipated.

Benchmarks & Competition

Benchmarks:

1. **Helmut Lang**- A brand that embodies a reimagined minimalist design, with bright colors and details incorporated.
2. **Vetements**- Embodying the street style look, Vetements plays up the pattern and graphic factor.
3. **MSGM**- As a brand, MSGM emits color and pattern, with fun and funky garments that can be mixed and matched.

Competition:

1. **Mango**- Set at a slightly higher price point, this brand offers a selection of trending clothes and accessories.
2. **H&M**- A fast fashion retailer offering a multitude of clothing styles at extremely low price points.
3. **Zara**- Offering both fashion and basic pieces, Zara is probably most comparable to Bershka in terms of direct competition.

Job 2



Sablyn - Alexis High-Neck Cropped
Long-Sleeve Top

BASIC

Width- 16"

Length- 17"

Colors- **Tangy Yellow, Lightning Lime,
Dreamy Purple, Galactic Grey, Midnight
Black, Electric Orange**

Fiber Content: 100% Rayon

Use style as shown

Job 2 Proof Statements

Profit: Satin and silk garments are so hot right now! Walk into Saks, and you'll see a multitude of garments with sheen on them.

Sexy: The cropped silhouette is all the rage and it is here to stay! The shortness of this garment shows off the figure of the wearer ensuring they feel sexy and confident

Job 3



ECKHAUS LATTA- Print Sweatshirt

KEY ITEM

Width- 19"

Length- 28"

Colors: **Milky Way Lilac, Tangy Yellow**

Fiber Content: 100% Cotton

Changes: Replace graphics and wording, make hem 5" longer

Job 3 Proof Statements

Runway: Graphics are incredibly popular right now, both on the runway and off. Brands such as Off-White and Gucci have made fun graphics a must-have in everyone's wardrobe. These designs have grown in presence over the past few seasons and are for sure going nowhere.

Profit: Our team goes shopping on Wednesdays and recently, we have found that stores love graphics! Saks, Bloomingdale's, Macy's, Zara, and H&M all have sorts of graphic tops in store. Displays also showcase outfits featuring some sort of graphic top.

Job 4



Diane von Furstenberg - Leopard-Print

Metallic Button-Front Shirt

Width- 18"

Length- 25"

Fiber Content: 100% Polyester

Changes: Make the shirt 3" longer,
use pattern featured to the right

Pattern colors:

1. **White**—> **Midnight Black**
2. **Purple**—> **Tangy Yellow**
3. **Green**—> **Lightning Lime**
4. **Orange**—> **Dreamy Purple**
5. **Black**—> **Milky Way Lilac**
6. **Peach**—> **Galactic Grey**



SOURCE: FASHIONSNOOPS.COM

Job 4 Proof Statements

Past: The button up is a staple in any womens closet. The fresh bold print of is a new and exciting take on this classic, versatile, and timeless silhouette.

Forecasting: Abstract prints will be everywhere next year. Fashion Snoops is confident in bold abstract prints for next fall winter season and so are we. Fabric shows like Premiere Vision are showcasing similar prints.

Job 5



ALIX- Sloan cutout ribbed stretch-modal thong bodysuit

Width- 14"

Length- 22"

Colors- **Lightning Lime, Dreamy Purple, Midnight Black, Electric Orange**

Fiber Content: 95% Cotton & 5% Spandex
Use style as shown

Job 5 Proof Statement

Sexy: The asymmetrical cutout in the bodysuit is both unique and sexy, allowing the wearer to show some skin. The amount of spandex in the garment also allows for an excellent and comfortable fit.

Past: Bodysuits have been all the rage these past couple of years. Consumers love them for their practicality. This silhouette is both stylish and practical, allowing for a seamless look.

Job 6



Alexander Wang - Moto Leather Belted
Pants

Width- 15"

Length- 39"

Colors: **Midnight Black, Dreamy Purple**

Fiber Content: 100% Polyester

Use style as shown

Job 6 Proof Statements

Sexy: The skinny pant is going nowhere, because people love to show of their shape and feel sexy. As popular as the baggy pant gets, skinny will always survive!

Observation: Fashion with utility is everything right now. The pocket detailing on this pant add texture and interest to the garment.

Job 7



MSGM - PVC Wrap Front Trench Coat

Width- 19"

Length- 44"

Colors: **Electric Orange, Midnight Black**

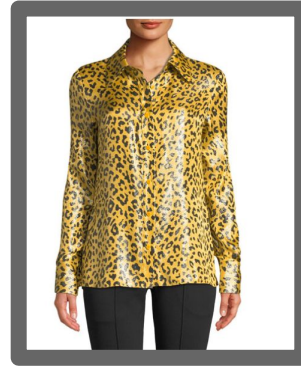
Fiber Content: 100% polyurethane, 100%
cotton lining

Use style as shown

Job 7 Proof Statements

Forecasting: Fashion Snoops listed shiny vinyl as a must-have material for F/W 19/20 under their *Switch* seasonal narrative! The jacket's slick material paired with its long length make it a win-win!

Runway: Vinyl was all over the runway for F/W 18/19! Designers such as Miu Miu and Haider Ackermann practically drenched their models in the reflective fabric.



Sources

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