



**JADE WILD AND LIBERTY BULLEY
6 MONTH PLAN**

PROFIT/LOSS STATEMENT



2019-2015

	2019		2018		2017		2016		2015
	SLS	%Ch	SLS	%Ch	SLS	%Ch	SLS	%Ch	SLS
NS	\$3,288.30	24.12%	\$2,649.20	13%	\$2,344.40	13.77%	\$2,060.50	14.65%	\$1,797.20
COMS	\$1,472.00	17.72%	\$1,250.40	9.22%	\$1,144.80	7.65%	\$1,063.40	20.40%	\$883.00
GM	\$1,816.30	29.85%	\$1,398.80	16.60%	\$1,199.60	20.29%	\$997.20	9.07%	\$914.20
OE	\$1,110.50	22.80%	\$904.30	16.15%	\$778.50	23.94%	\$628.10	16.72%	\$538.10
P/L	\$705.80	42.73%	\$494.50	17.40%	\$421.20	14.11%	\$369.10	1.83%	\$376.00

IN MILLION AND \$USD

SEASON TOT.	LAST YEAR		PLAN	
Sales		\$1,571.17		\$1,712.50
Markup %		55.00%		
Markdown %				
Gross Margin %		55%		
Average Stock				\$331.70
Turnover		4.73		5.07:1



Product Review

Every store location globally
All year round



Wunder Under Pant



Align Pant



FABRIC

Ever Cool, Everlux

NEXT-LEVEL WICKING

Everlux pulls sweat away from your skin and disperses it in all directions so it can evaporate.

QUICK-DRYING

Wicking power teams up with super quick-drying fibres to make sure you never feel soaked.

DOUBLE-KNIT STRUCTURE

Everlux's inner layer places cool-to-the-touch fibres next to your skin. The outer layer is quick-drying with a buttery-soft feel.

LIGHTWEIGHT, HIGH COVERAGE

Everlux is double layered to give you lightweight, high-opacity coverage.

BREATHABLE ENVIRONMENTS

Everlux is designed for breathability in low-airflow, high-humidity, and high-heat.

SUPER STRETCHY

High Lycra® content gives four-way stretch Everlux excellent shape retention.



Hello, Nulux

NEXT TO NAKED

Soft, smooth Nulux™ fabric sits against your skin using light compression.

LIGHTNING-FAST DRY TIME

It dries super fast so that wet, sweaty feeling doesn't weigh you down.

CRAZY SMOOTH

Silky and cool-to-the-touch, Nulux™ fabric has a super smooth handfeel.

LIGHTWEIGHT COVERAGE

It's knit using a special technique that makes it incredibly lightweight yet opaque.

SWEAT-WICKING

Lightweight, sweat-wicking Nulux™ fabric helps keep you dry.



Luxtreme

LIGHT LUXTREME*

A lightweight version of our Luxtreme fabric that feels cool and comfortable, keeping us moving in our sweatiest workouts.

LUXTREME*

Our classic Luxtreme fabric is sweat-wicking and four-way stretch and fits like a second skin to give support and coverage with a cool, smooth feel.

FULL-ON LUXTREME*

Sweat-wicking with four-way stretch, this fabric's interlock construction offers incredible support and coverage.



FABRIC:

Nulu™

45%

Luxtreme®

38%

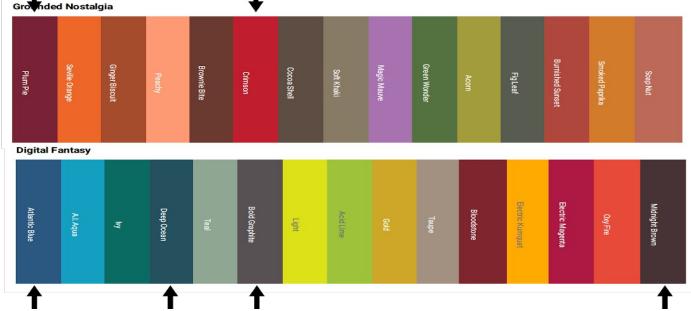
Silverescent®

17%

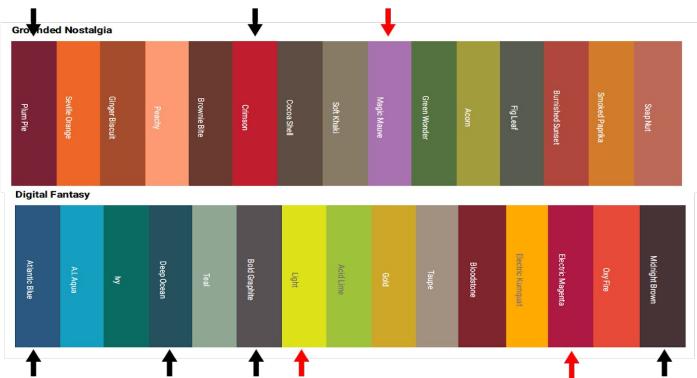


Colors

HONG KONG
 BLUE
 DEEP PURPLE
 CHARCOL
 BLACK
 WHITE



AW 20/21

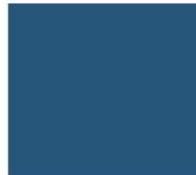


AW 20/21



AW 20/21

CORE



TREND



CORE

38%

FAVORITE

42%

TREND

20%

Colors

SIZING

WOMENS US



0	11%
2	16%
4	17%
6	20%
8	17%
10	10%
12	9%



THANK YOU

Work Cited

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