



Kelly Murphy Annika DuPree Glo Rivera Lauren Morgan



who we are

At Freestyle, our goal is to provide women with all the swim essentials, from suits to coverups, with the versatility to mix and match. Our products are always of the highest quality and can be worn from street, straight to the water. Created for women, by women, with utility and style in mind.



value statement

Freestyle is setting a new current in the realm of swimwear, creating quality pieces that are as versatile as our customers. We're starting in the kiddie pool, someday we hope to take our Freestyle across all oceans.

mission statement

Born for women of the water, our mission at Freestyle is to provide practical versatile swimwear for an active everyday lifestyle. From street to swim, we're ready to take you whichever way the current flows.

standards and policies



TOPICS	GOAL	ACTIONS 2017	RESULTS
CODE OF ETHICS	Freestyle will only work with suppliers who have read and fully understood our Code of Ethics. Additionally, the understanding and compliance of this agreement must be reevaluated each year.	-Implement an "information freeway" online and in the factories to provide additional information on current events issues regarding ethics to further educate the workers	-80% of the suppliers' employees have registered for the "information freeway" -65% of the suppliers require employees to read the latest posts on the "information freeway" before each week of work
SUSTAINABILITY COMMITMENT	To create the best product in the greenest way possible by monitoring our effects on the Earth and correcting them with new practices and technology	-Must comply with all environmental laws and regulations -Factories monitor and disclose information to Freestyle on energy consumption, emissions, discharges, carbon footprint, and disposal of wastes -Utilize and incorporate more green technologies -Introduce recyclable packaging (polybags)	-100% of suppliers complied with all laws regarding the environment -100% of suppliers complied with monitoring and disclosing of information on the effects of their practices to Freestyle -85% of suppliers utilized green technologies -90% of suppliers introduced new recyclable packaging
HUMAN RIGHTS POLICY	Freestyle refuses to knowingly conduct business with suppliers who participate in forced or child labor. Freestyle will not knowingly do business with suppliers who employ persons under the age of 16. All work environments must be safe and follow acceptable health guidelines as deemed by Freestyle. All employees will be treated with dignity and respect.	-Suppliers must comply with an audit to evaluate fair wages, reasonable hours, and environment. -Freestyle reserves the right to interview any second party employees.	-90% of all business partners have received a score of 90 or higher on compliance audits -Those business partners with successful audit scores were rewarded with funding for employee betterment seminars -100% of minimum wage requirements were met and overtime hours were met with proper compensation
MATERIAL ETHICS	To provide a quality product produced in an ethical manner and composed of recycled, ethical materials when possible. Our products will be a mix of plant based and synthetic materials to ensure the highest quality and function. All products will not contain lethal chemicals that harm the environment and or factory workers.	-Reinforce our sustainable practices by not using harmful chemicals that jeopardize the ecosystem -Avoid using materials which require large amounts of chemicals to produce when applicable -Implement more recycled polyester which will be composed of recycled plastic	-100% of suppliers complied with our ethical and sustainable expectations -100% of suppliers complied with the environmental laws and regulations that are associated with materials -85% of suppliers implemented recycled polyester
CHEMICAL RESTRICTIONS	Freestyle will only use chemicals for our products that adhere to EPA Chemical safety regulations. This ensures that the products for our consumers and employees will be non-hazardous.	-Review EPA regulated chemical guidelines with any associated manufacturer -Conduct annual checkups with manufacturers -Provide a list of chemicals used to produce our products for the public to maintain a level of transparency	-100% of manufacturers complied with our guidelines -Our water supply does not pollute the environment or harm those who drink it -Through regulation of chemicals and added transparency of chemicals used, there has been an 85% decrease from consumers of any form of allergic reaction to our product
SECURITY POLICY	Freestyle will provide a safe environment for manufacturing facilities through compliance with the Customs-Trade Partnership Against Terrorism Programs.Our products will also follow Consumer Product Safety Commission regulations.	-Ensure that our manufacturers are 100% committed to C-TPAT and CPSC. -Conduct thorough screenings and reviews for merchandise that arrives in the US. -Report any manufacturers that do not abide by these rules to the Department of Homeland Security	-100% of manufacturers comply with these standards. -90% all merchandise avoids any hazardous/unsafe defect. -100% manufacturing sites remained secure from illegal activity



Laws of Regulation

Freestyle will not tolerate any violations of local, national and international laws and requires all suppliers to comply with the laws and regulations of the countries in which they operate.

Harassment

Suppliers must treat all employees with dignity and respect and promote an environment in which employees feel safe to speak up in cases of harassment or discrimination. Workers will not be subject to abuse, either physical or psychological, nor will they receive corporal punishment. Should employees not feel comfortable to speak up, they can use a hotline, which will provide anonymity. The hotline information will be posted in all factories and places of work.

Discrimination

Suppliers will not discriminate on the basis of age, race, color, nationality, social or ethnic origin, religion or creed, gender, gender identity or expression, sexual orientation, maternity status, marital or partnership status, disability, political beliefs, trade union affiliation or any belief or characteristic protected by law.

Wages and Benefits

Suppliers will pay fair wages and comply with all laws and regulations in regards to wages and benefits. Workers will be paid at least minimum wage and suppliers must provide wages that are competitive within the industry. All overtime work will be paid at a premium rate and comply with the law regarding overtime work. Additionally, Freestyle will provide a paid lunch break for each work shift and require all suppliers to comply with this policy.

Hours of Work

Workers must not be required to work more than 60 hours in a week, not including overtime. Should an employee want to work more than 60 hours a week, the overtime work must be on a voluntary basis and the overtime work will be properly compensated and comply with the wage laws.

Health and Safety

Suppliers will be subject to random health and safety inspections, the results of which will determine a continued business relationship with Freestyle. Factory environments must be clean, healthy and safe, free of chemical, electrical, fire, structural and other risks. Supplier-provided housing must also meet these standards.



Forced labor

Suppliers must not employ those of any form of forced, involuntary or trafficked labor. This includes prison, bonded, and indentured workers. Suppliers will enforce the checking of IDs for all hire to ensure no violations. Freestyle seeks employees with the attitude of wanting to work and all suppliers should share this mindset.

Child labor

Freestyle will not work with any suppliers that employ workers under the age of 16. Suppliers will be required to check the IDs for all employee hires and disclose this proof with our HR team. Suppliers should comply with all child labor laws and regulations in regards to hours and wages for employees under 18.

Freedom of Association

Freestyle supports the freedom of all employees of suppliers to choose whether or not to join any union or organization. Suppliers should not interfere with this freedom of the workers to exercise this right. Employees should not be discriminated in any way based on these affiliations.

Environment

Suppliers must comply with the mandatory laws and regulations regarding the environment as well as make efforts to decrease the negative impacts of production on the environment.

Monitoring and Transparency

Freestyle is to have full access to supplier's facilities, employees, and all records. Suppliers may be subject to random audits and must prove compliance with this Code. Suppliers must not intentionally mislead Freestyle in any way, nor should they engage in bribery of any sort or falsify records.

Integrity

All suppliers must comply with Freestyle's full transparency policy and conduct all business with integrity. Suppliers must also comply with all anti-bribery and anti-corruption laws and regulations on both local and international levels. Bribery for the advancement of the supplier or Freestyle will not be tolerated and will result in a cease in business relations.

Subcontracting

Suppliers must not subcontract any part of the manufacturing process without the consent of Freestyle. Subcontractors must comply with the Code of Conduct of Freestyle.



supplier code of conduct

Vendor score card

Freestyle will evaluate all suppliers based on these KPMs:



Placement to Shipment ratio

Goal is to achieve 95% placement to shipment ratio.
Minimum of 90% of all placements must be shipped.

Shipments and Delivery

Minimum shipment delays.
Goal is to achieve 95% of all shipments being on time.

Floor Ready Compliance

No ticketing errors or defects; must have accurate documentation.
Goal is to have 100% compliance.

ASN (Advanced Shipping Notice) Compliance

Compliance with all ASN policies and procedures.
Full compliance with the carton label program.
Goal is to have 100% compliance.

Prepack Errors

Goal is to have 95% compliance in terms of incorrect prepacks,
incorrect bundled packs, and missassortment.

Execution Performance

Color
Utilizes correct color and follows all lap dip and bulk submits according to the TNA
Goal is to have 100% compliance.

Fit Approval
Samples submitted according to TNA
All fit corrections must be made within 2 weeks unless otherwise specified
Goal of 3 fit samples depending upon necessary corrections
Fit approval within 2 weeks.
Goal is to have 100% compliance.

external monitors

Freestyle requires all suppliers to obtain an audit from Sedex Members Ethical Trade Audit (SMETA), a third party social compliance audit program that measures based on four modules: health and safety, labor standards, environment, and business ethics. SMETA is the best choice because it adheres to regulations set by Freestyle and provides future expansion opportunities through its optional auditing options. We reserve the right to add or remove any other third party audit programs.



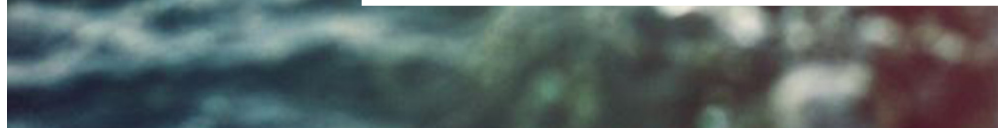
Enabling responsible supply chains





vision for the future

Currently, Freestyle is solely e-commerce, however, as we look to the future we entertain the possibility of opening select brick-and-mortar locations that would appeal to our target market.





target market

Age range: 18-35

Unmarried

College educated

Upper middle class (\$70k/per)

Employed or has future employment aspirations

Loosely spiritual

Innovator/Experienter

Craves adventure

Always on the go

Active social life



valerie dean

Age: 27

Location: Cocoa Beach, FL

Occupation: Marine Biologist; 70k/year

About: Valerie was born and raised in North Carolina, where she spent every summer vacationing in the Outer-Banks. She decided to pursue her M.S. in Marine Biology at Duke University since she has always enjoyed exploring the beach and all of the unique wildlife it had to offer. She recently moved to Cocoa Beach for her career, and loves the year-round warmth of Florida. Valerie likes to be expressive with her swimwear since her job requires very casual wear and unattractive wetsuits. Although she likes fashionable swim pieces, she also prefers her swimwear to be durable and versatile for her to swim in the ocean on her days off without the pieces sliding off her body.



ryder johnson

Age: 19

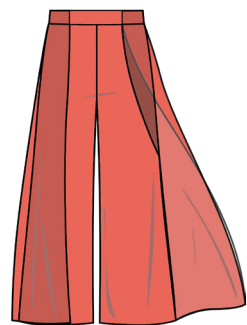
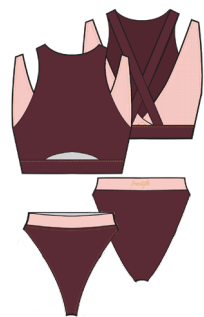
Location: San Diego, CA

Occupation: College student at FIDM; trust fund baby

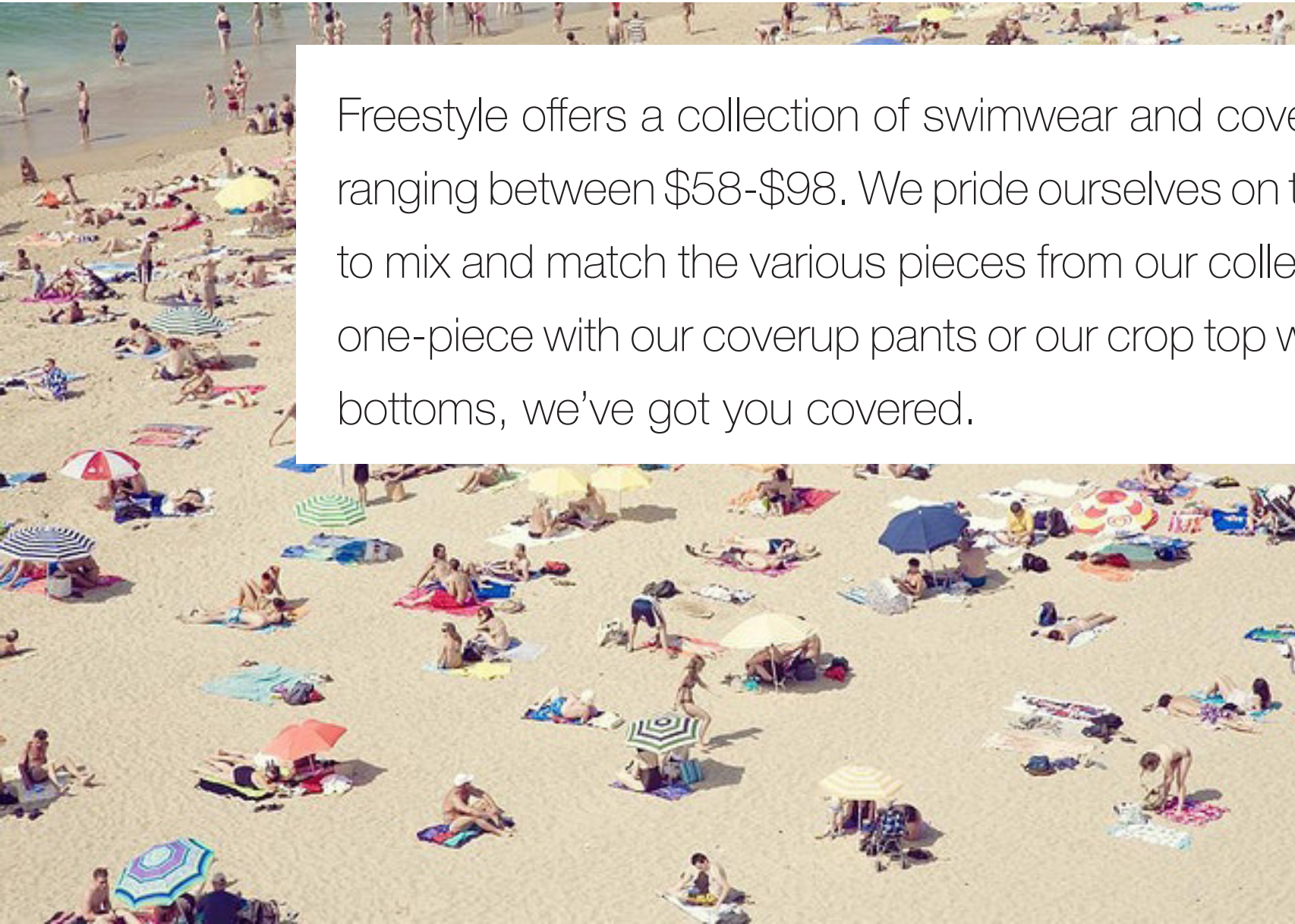
About: As a true California girl, Ryder loves to spend time at the beach, but mostly for the social aspect. While studying fashion at FIDM, she has learned to appreciate clothing that has unique details and high quality, and likes to translate these aspects into her swimwear. Many mornings before class she sits on the beach to catch a tan and sketch some designs. When Ryder shops, she likes to look for pieces that she can wear on the beach with her friends, but also can transform into a quick cute outfit for lunch or dinner. She is willing to pay more for a high-quality, stand-out piece that is different from what her friends typically wear (with help from her father, of course).

ss '19

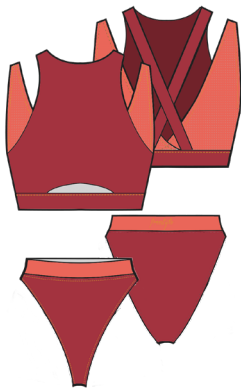
the setting sun collection



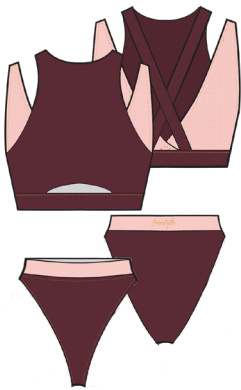
strategy



Freestyle offers a collection of swimwear and coverup options ranging between \$58-\$98. We pride ourselves on the versatility to mix and match the various pieces from our collection, be it a one-piece with our coverup pants or our crop top with swimsuit bottoms, we've got you covered.



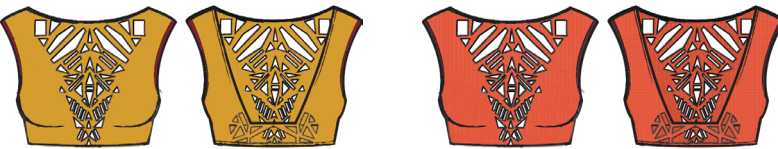
bikini top
sizes 0-16
retail \$68
cost \$20.29
markup 70%
colors coral, plum



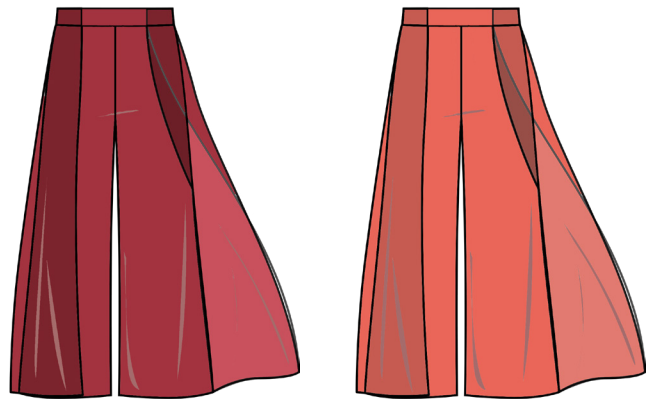
bikini bottom
sizes 0-16
retail \$78
cost \$13.84
markup 76%
colors coral, plum



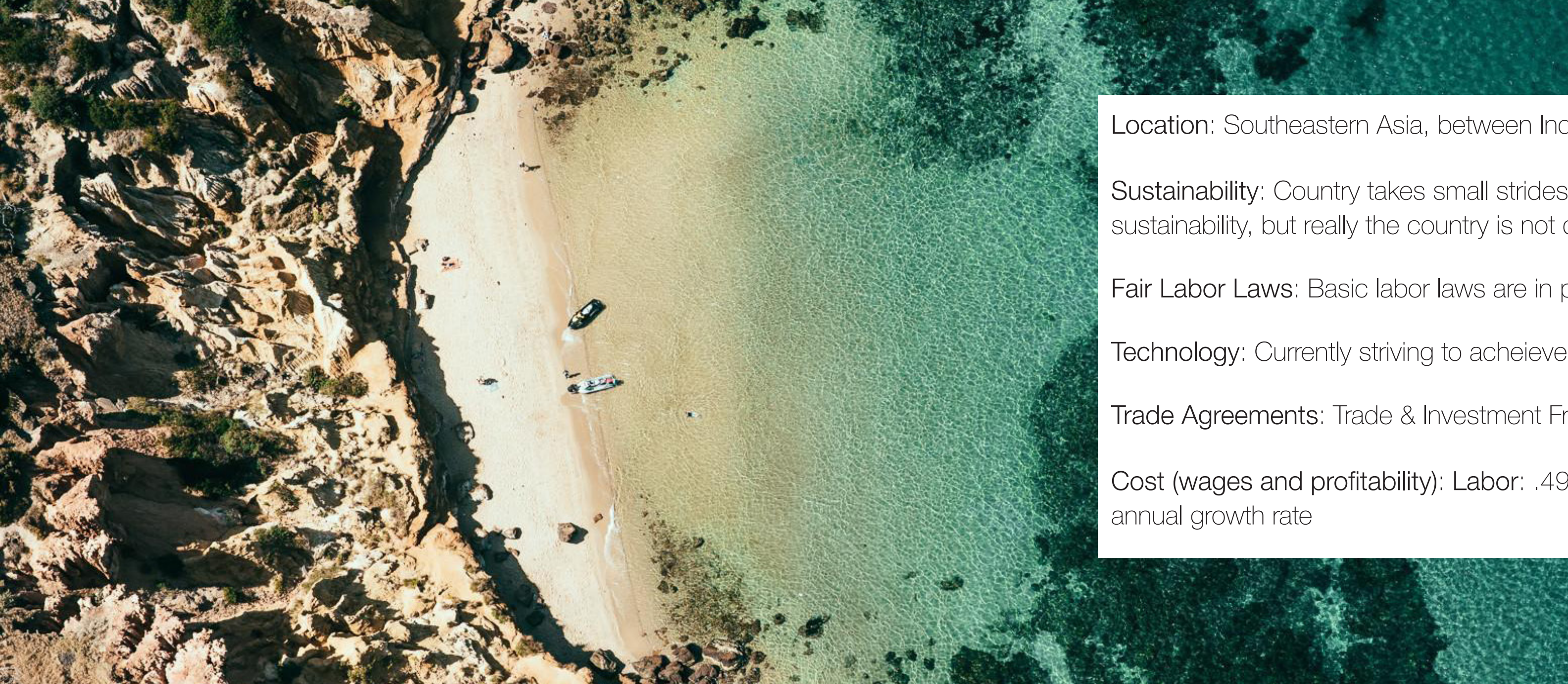
one-piece
sizes 0-16
retail \$98
cost \$29.24
markup 70%
colors plum, beet red



coverup top
sizes 0-16
retail \$78
cost \$13.26
markup 77%
colors golden yellow, coral



coverup pants
sizes 0-16
retail \$78
cost \$25.57
markup 67%
colors beet red, coral



Location: Southeastern Asia, between Indian Ocean and Pacific Ocean

Sustainability: Country takes small strides to prove that they're moving toward sustainability, but really the country is not doing anything.

Fair Labor Laws: Basic labor laws are in place, but are not strictly followed

Technology: Currently striving to achieve more technological advances

Trade Agreements: Trade & Investment Framework Agreement (TIFA) with the US

Cost (wages and profitability): Labor: .49 cent, Economic: 30% tax rate, 5.02% annual growth rate

freestyle sourcing

indonesia





Location: Located in Asia, shipping costs are slightly higher to the east coast due to long distance

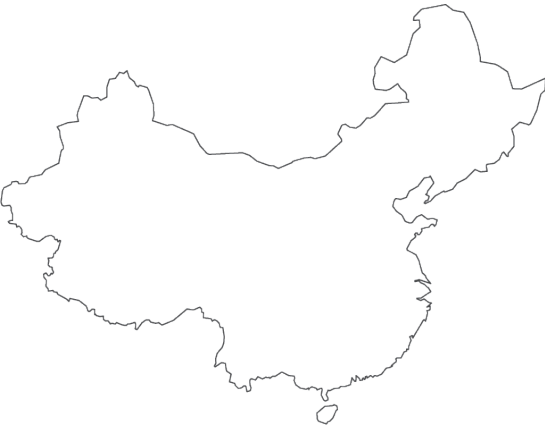
Sustainability: No real sustainable practices

Fair Labor Laws: Standards are very low, City infrastructure requires improvement

Technology: Tech is cheap since the country develops it on their own, moving at their own pace

Trade Agreements: China-Georgia FTA

Cost (wages and profitability): Low labor cost, \$2.09



Location: Eastern Asia, bordering the South China Sea and China

Sustainability: Sustainability is a priority in HK, but is the second cleanest in Asia and trying to make more improvements

Fair Labor Laws: Basic labor laws that are followed more closely than other countries

Technology: Usually one step behind with technology, but making efforts to advance

Trade Agreements: Tax Information Exchange Agreement (TIEA), Inter-governmental Agreement (IGA), Asia-Pacific Economic Cooperation (APEC)

Cost (wages and profitability): \$4.19 per hour



country ranking



	indonesia	china	hong kong
business climate	7	7	7
costs	7	9	5
government	2	3	5
location	5	6	8
risks	8	8	4
social stability	6	5	6
sourcing guidelines	4	6	5
textile industry	7	8	9
trade agreements	9	7	6
trained work force	7	9	9
socio-eco-political	6	6	7
average points	6.2	6.7	6.5
total points	68	74	71

supplier analysis/ranking

Lee Tai Sang Swimwear

- 62 reputable swimwear clients of similar price and high quality product already using their services
- 20 years of experience and specialization in knitted swimwear
- the manufacturer pursues long term development and continuously introduces new technology to improve production efficiency, quality standard, and core competitiveness (in alignment with our strategy)
- strict on quality, which is in alignment with our vendor scorecard
- they intend to develop long term relationships and work easily with clients

Jiaxing Wonderful Apparel

- specialize in ladies woven pants (our specific item being sourced)
- 27 reputable existing clients of high quality and priced apparel
- has a positive track record for compliance with strict sourcing standards

PT. HJ Busana Indah

- big capacity/production capability in terms of orders
- 27 reputable existing clients some higher end and others on the middle ground in price
- specialize in knitted polyester tops (our specific item being sourced)

	Lee Tai Sang Swimwear	Jiaxing Wonderful Apparel	PT. HJ Busana Indah
abilities	10	10	10
capacity	6	7	10
lead time	8	7	5
quality	10	8	7
customers	10	8	7
sourcing guideline	7	7	7
services offered	8	6	5
strategic outlook	8	7	5
average points	8.4	7.5	7
total points	67	60	56

strategy publication

Indonesia, China, and Hong Kong were the locations selected to source materials needed for Freestyle due to their ability to meet our needs. Although all of these locations deliver major exports to the United States, individually they offer the different textiles needed to create Freestyle's S/S '19 line. Things other than textiles were taken into consideration as well such as lead times, labor costs, and how factories are operated.

The Lee Tai Sang Swimwear factory in Hong Kong scored the highest amongst all the suppliers for many reasons. The factory supplies to over 60 reputable swimwear companies that have similar product standards, many years of experience with swimwear, and strict rules regarding the quality of their products. Lee Tai Sang also pursues the long term development of technology that improves production efficiency and quality standards that help them keep an edge over their competitors. China's Jiaxing Wonderful Apparel factory comes second in ranking with specialization in women's woven pants. The factory has a decent number of reputable good-quality clients as well, along with a good compliance record that fulfills strict sourcing standards. Coming third in ranking is Indonesia's PT. HJ Busana Indah factory who will be supplying the knitted polyester tops for the collection. PT. HJ Busana Indah's large capacity gives them the ability to produce more orders, while also catering to over 25 reputable clients that offer a mixture of higher to lower pricing for their products.

Although the Lee Tai Sang Swimwear factory in Hong Kong will cost more to source from with labor being \$4.19 per hour, they do ensure high-quality product and shorter lead times. China's \$2.09 per hour labor doesn't pose much of a costly threat and they are particularly used to fulfill our need for the cover up pants in the collection. Indonesia has the lowest wages at .49-cents and lower quality in services. However, these low costs help Freestyle achieve the ideal low-cost strategy and leads to the highest markups in the collection.

Overall all of the suppliers meet our standards from a basic standpoint, and the countries have decent business climates and well-trained workforces. These particular suppliers also support the production of other brands that have a similar market accompanied by high-quality products.



monthly line plan



S/S '19

season/quantities

style #	description	february	march	april	may	june	july	spring total
912749	two-piece top	300	450	750	750	450	300	3,000
912750	two-piece bottom	300	450	750	750	450	300	3,000
912830	one-piece	150	225	375	375	225	150	1,500
912789	coverup pants	200	300	500	500	300	200	2,000
912699	coverup top	200	300	500	500	300	200	2,000
		1,150	1,725	2,875	2,875	1,725	1,150	11,500
		10%	15%	25%	25%	15%	10%	100%

unit breakdown



style #	description	% to total	total units	avg units/month	cost/unit	total cost	retail/unit	total retail	total margin	markup%
912749	two-piece top	26	3,000	500	\$20.29	\$60,870	\$68	\$204,000	\$143,130	70
912750	two-piece bottom	26	3,000	500	\$13.84	\$41,520	\$58	\$174,000	\$132,480	76
912830	one-piece	13	1,500	250	\$29.24	\$43,860	\$98	\$147,000	\$103,140	70
912789	coverup pants	17	2,000	333	\$25.57	\$51,140	\$78	\$156,000	\$104,860	67
912699	coverup top	17	2,000	333	\$13.26	\$26,520	\$58	\$116,000	\$89,480	77
	total	100	11,500	1,916	\$102.2	\$223,910	\$360	\$797,000	\$573,090	





cost sheet

style # 912789

date: march 8

company: freestyle

description: cover-up pant (elastic waistband)

season: spring/summer 2019

fabric type: woven

label: made in china

fabric	yardage	@\$	cost
cotton linen blend	2.25	6.99	\$15.73
(A) total fabric			\$15.73

trim/findings	quantity	@\$	cost
elastic	¾ yard	1.94	\$1.46
main label	1	0.08	\$0.08
care label	1	0.03	\$0.03
handtags	1	0.20	\$0.20
recycled polybag	1	0.07	\$0.07
(B) total trim			\$1.84

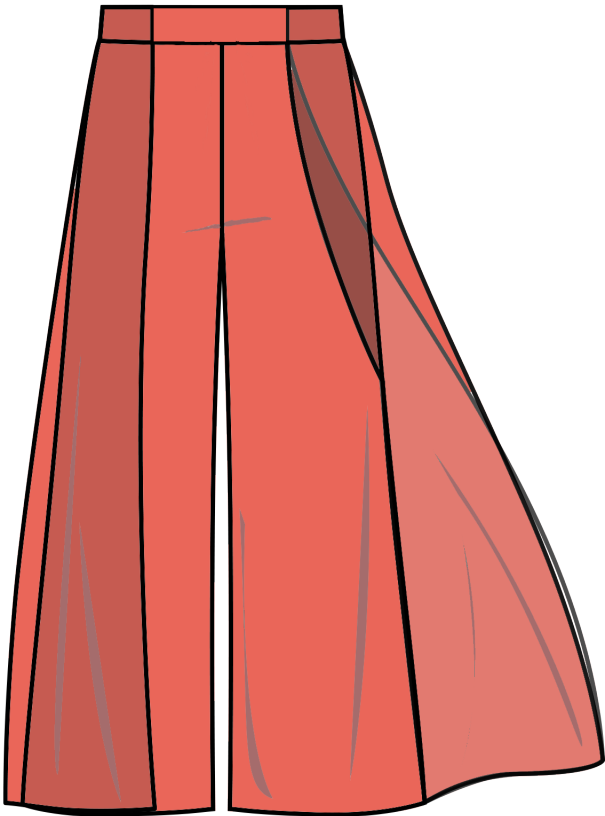
labor	country	cost
labor 1: CMT	china	\$2.09
(C) total labor		\$2.58

(D) first cost	A+B+C	\$20.15
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miscellaneous	rate	cost
agent's commission %	6%	\$1.20
duty %	16.6%	\$3.34
freight (sea or air)		\$0.88
(E) total miscellaneous		\$5.17
(F) LDP: landed duty paid (D+E)		\$25.57

markup% = 67%

(H) cost price	\$25.57
(I) retail price	\$78



cost sheet

style # 912699

description: cover-up mesh crop top with cutouts

season: spring/summer 2019

date: march 8

fabric type: knitted

company: freestyle

label: made in indonesia

fabric	yardage	@\$	cost
poly knit mesh	0.4	6.99	\$2.80
(A) total fabric			\$2.80

trim/findings	quantity	@\$	cost
main label	1	0.08	\$0.08
Care label	1	0.03	\$0.03
handtags	1	0.20	\$0.20
recycled polybag	1	0.07	\$0.07
(B) total trim			\$0.38

labor	country	cost
labor 1: CMT	indonesia	\$0.49
(C) total labor		\$5.30

(D) first cost	A+B+C	\$8.97
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miscellaneous	rate	cost
agent's commission %	6%	\$0.54
duty %	32%	\$2.87
freight (sea or air)		\$0.88
(E) total miscellaneous		\$4.29
(F) LDP: landed duty paid (D+E)		\$13.26

markup% = 77%

(H) cost price	\$13.26
(I) retail price	\$58



cost sheet

style # 912749

description: two-piece bikini top

season: spring/summer 2019

date: march 8

fabric type: knitted

company: freestyle

label: made in hong kong

fabric	yardage	@\$	cost
neoprene	0.5	12.49	\$6.25
poly knit mesh	0.4	6.99	\$2.79
(A) total fabric			\$9.04

trim/findings	quantity	@\$	cost
main label	1	0.08	\$0.08
Care label	1	0.03	\$0.03
handtags	1	0.20	\$0.20
recycled polybag	1	0.07	\$0.07
(B) total trim			\$0.38

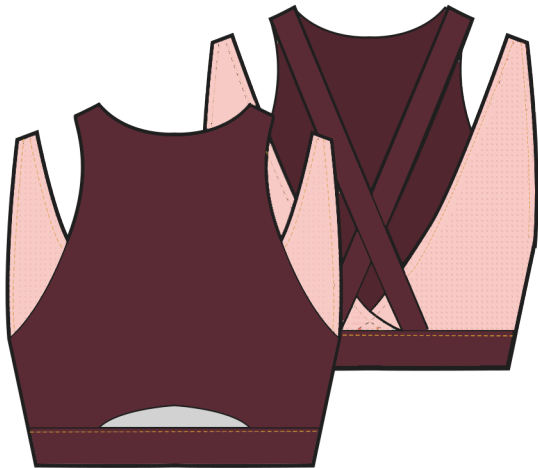
labor	country	cost
labor 1: CMT	hong kong	\$4.19
(C) total labor		\$5.04

(D) first cost	A+B+C	\$14.46
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miscellaneous	rate	cost
agent's commission %	6%	\$0.87
duty %	28.2%	\$4.08
freight (sea or air)		\$0.88
(E) total miscellaneous		\$5.83
(F) LDP: landed duty paid (D+E)		\$20.29

markup% = 70%

(H) cost price	\$20.29
(I) retail price	\$68



cost sheet

style # 912750

description: two-piece bikini bottom

season: spring/summer 2019

date: march 8

fabric type: knitted

company: freestyle

label: made in hong kong

fabric	yardage	@\$	cost
neoprene	0.27	12.49	\$3.37
(A) total fabric			\$3.37

trim/findings	quantity	@\$	cost
main label	1	0.08	\$0.08
care label	1	0.03	\$0.03
handtags	1	0.20	\$0.20
recycled polybag	1	0.07	\$0.07
(B) total trim			\$0.38

labor	country	cost
labor 1: CMT	hong kong	\$4.19
(C) total labor		\$5.91

(D) first cost	A+B+C	\$9.66
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miscellaneous	rate	cost
agent's commission %	6%	\$0.58
duty %	28.2%	\$2.72
freight (sea or air)		\$0.88
(E) total miscellaneous		\$4.18
(F) LDP: landed duty paid (D+E)		\$13.84

markup% = 76%

(H) cost price	\$13.84
(I) retail price	\$58



cost sheet

style # 912830

description: one-piece

season: spring/summer 2019

date: march 8

fabric type: knitted

company: freestyle

label: made in hong kong

fabric	yardage	@\$	cost
neoprene	0.88	12.49	\$10.99
poly knit mesh	0.7	6.99	\$4.89
(A) total fabric			

trim/findings	quantity	@\$	cost
main label	1	0.08	\$0.08
care label	1	0.03	\$0.03
handtags	1	0.20	\$0.20
recycled polybag	1	0.07	\$0.07
(B) total trim			\$0.38

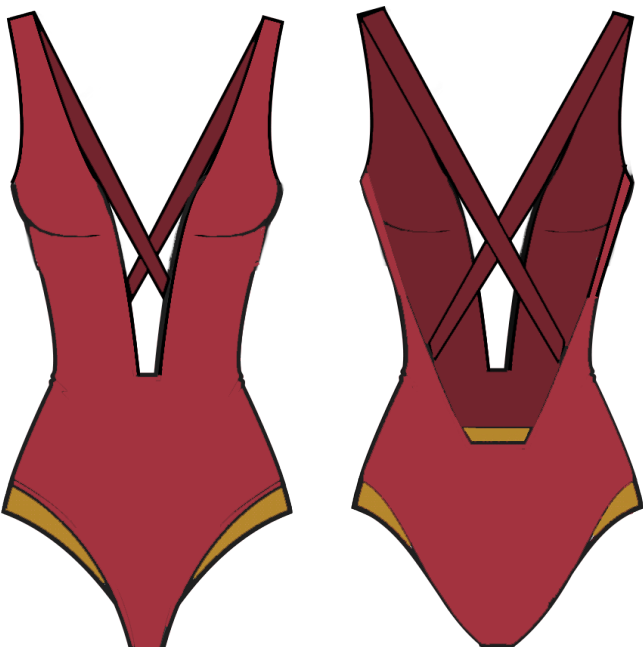
labor	country	cost
labor 1: CMT	hong kong	\$4.19
(C) total labor		\$4.87

(D) first cost	A+B+C	\$21.13
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miscellaneous	rate	cost
agent's commission %	6%	\$1.27
duty %	28.2%	\$5.96
freight (sea or air)		\$0.88
(E) total miscellaneous		\$8.11
(F) LDP: landed duty paid (D+E)		\$29.24

markup% = 70%

(H) cost price	\$29.24
(I) retail price	\$98

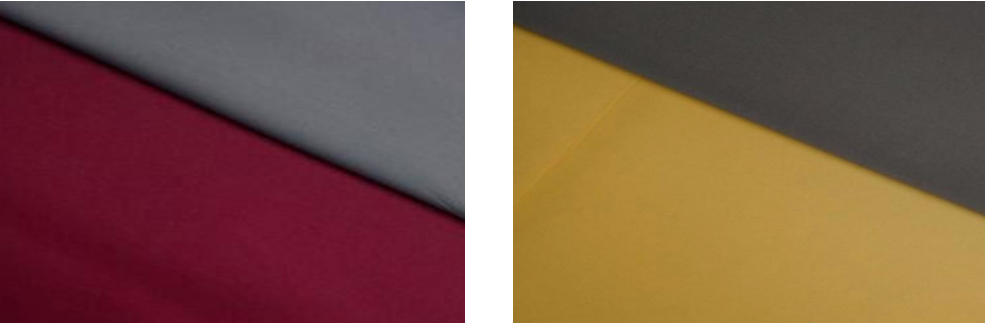


product spec
and tech package

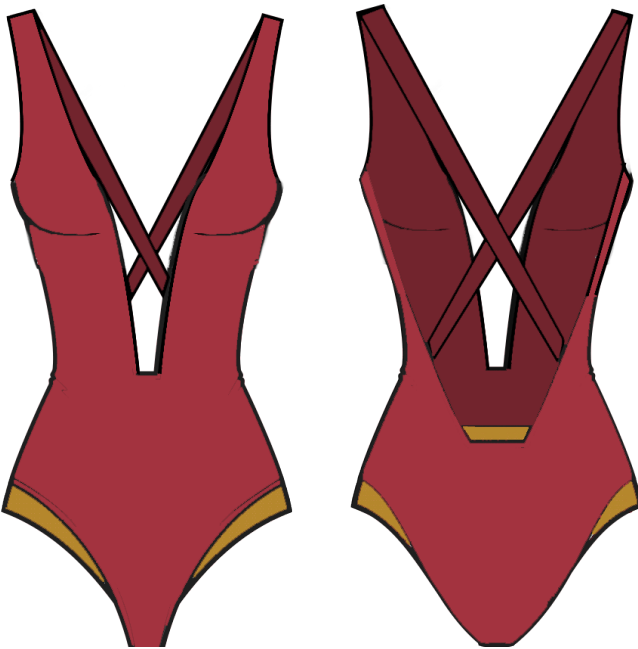
- details

beet red double-faced neoprene/scuba fabric
- gunmetal/maize double-faced neoprene/scuba fabric
- item

fabric body
- fabric straps
- fabric extensions



product manager: Glow Rivera-Casanova
style: one-piece front slit suit
season: spring/summer 18/19
size range: 0-16
1st delivery: monday february 4, 2019
target price: \$98
project qty: 1,500



description: open cross-strapped back, front slit one-piece with decorative accents
fold size: 8in x 8in x 2in
wash/finish: cold hand wash; do not fold or iron
packaging: 1 piece per recycled polybag
product manufacturer: Lee Tai Sang Swimwear Factory

measurement	0-4	6-8	10-12	14-16
leg opening	9.75"	10.5"	11.5"	12.5"
armhole along curve	10.75"	11.5"	12.5"	13.5"
across chest (middle of armhole)	12.75"	13.5"	13.5"	15"
length	26.5"	28"	30"	32"
waist	12.25"	13"	14"	15"
hips	14"	14.75"	15.75"	16.75"
cup	A	C	D	DD
front length	11.5"	13"	15"	17"
back length	10"	11.5"	13.5"	15.5"
strap width	1"	1.25"	1.5"	1.75"
shoulder width	14.5"	15.25"	16.25"	17.25"

freestyle

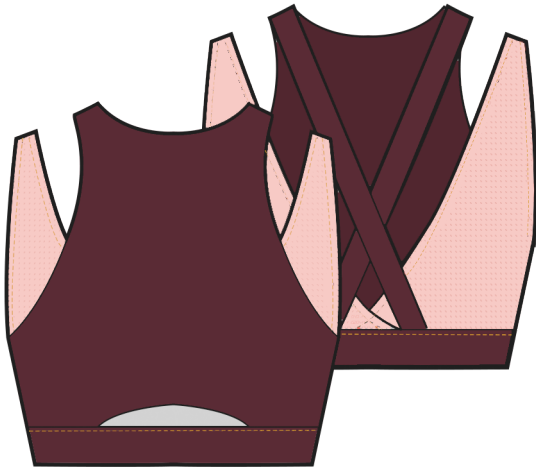
product spec
and tech package

- details

plum double-faced neoprene/scuba fabric
- blush stretch polyester power mesh
- item

fabric body/straps
- fabric mesh
- fabric band

product manager: Glow Rivera-Casanova
style: two-piece top
season: spring/summer 18/19
size range: 0-16
1st delivery: friday february 1, 2019
target price: \$68
project qty: 3,000



description: double-strapped back bathing suit top, mesh outer straps with decorative stitching
fold size: 6in x 8in x 2in
wash/finish: cold hand wash; do not fold or iron
packaging: 1 piece per recycled polybag
product manufacturer: Lee Tai Sang Swimwear Factory

measurement	0-4	6-8	10-12	14-16
armhole along curve	10.5"	11.25"	12.25"	14.25"
across chest (middle of armhole)	13.5"	14.25"	15.25"	16.25"
length	11.5"	13"	15"	17"
cup	A	C	D	DD
front length	11"	12.5"	14.5"	16.5"
back length	6"	7.5"	9.5"	11.5"
strap width	1"	1.25"	1.5"	1.75"
shoulder width	13.25"	14"	15"	16"

freestyle

product spec
and tech package

- details

plum double-faced neoprene/scuba fabric
- blush rose heavy scuba knit suede
- item

fabric body
- fabric band



product manager: Glow Rivera-Casanova
style: two-piece bottom
season: spring/summer 18/19
size range: 0-16
1st delivery: friday february 1, 2019
target price: \$78
project qty: 3,000



description: hip-length bikini bottoms with embroidered logo on backside of scuba knit hip band
fold size: 6in x 8in x 2in
wash/finish: cold hand wash; do not fold or iron
packaging: 1 piece per recycled polybag
product manufacturer: Lee Tai Sang Swimwear Factory

measurement	0-4	6-8	10-12	14-16
leg opening	10"	10.75"	11.75"	12.75"
length	10"	11.5"	13.5"	15.5"
hips	14"	14.75"	15.75"	16.75"
front length	8.5"	10"	12"	14"
back length	9"	10.5"	12.5"	14.5"

freestyle

product spec
and tech package

details golden yellow poly knit mesh

item fabric body



product manager: Glow Rivera-Casanova
style: laser-cut coverup crop top
season: spring/summer 18/19
size range: 0-16
1st delivery: monday february 4, 2019
target price: \$58
project qty: 2,000



description: laser-cut open back coverup top with
fold size: 6in x 8in x 2in
wash/finish: cold hand wash; do not fold or iron
packaging: 1 piece per recycled polybag
product manufacturer: PT. HJ Busana Indah

measurement	0-4	6-8	10-12	14-16
top cutout widths	2.5"	4"	6"	8"
armhole along curve	9.25"	10"	11"	12"
across chest (middle of armhole)	13"	13.75"	14.75"	15.75"
length	12.75"	14.25"	16.25"	18.25"
front length	10.5"	12"	14"	16"
back length	2.5"	4"	6"	8"
shoulder width	15.25"	16"	17"	18"
top cutout lengths	9.25"	10.75"	12.75"	14.75"

freestyle

product spec
and tech package

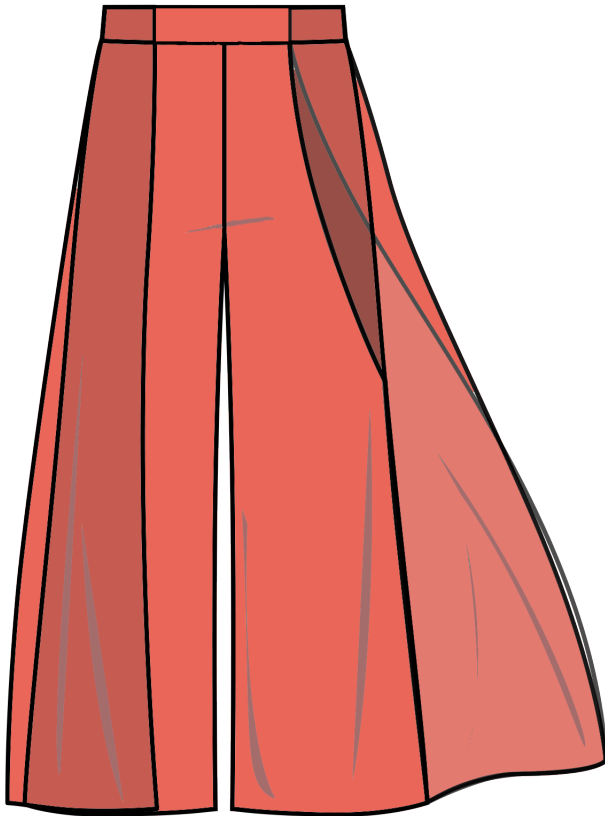
- details

coral cotton and lined ribbed woven
- sheer coral linen woven
- item

fabric body
- fabric panel
- fabric band



product manager: Glow Rivera-Casanova
style: coverup pant
season: spring/summer 18/19
size range: 0-16
1st delivery: tuesday february 5, 2019
target price: \$78
project qty: 2,000

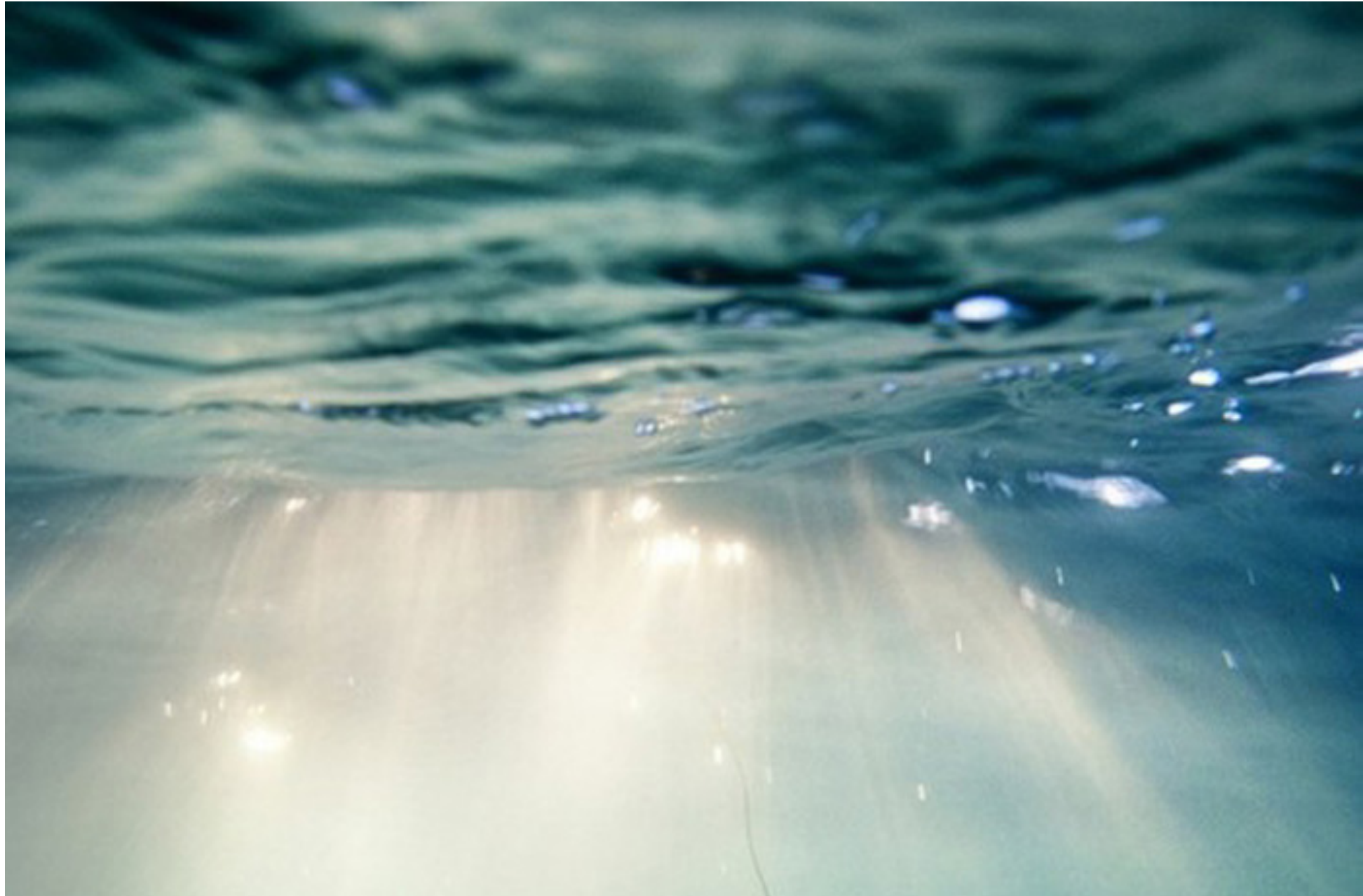


description: loose coral cotton and linen coverup pant with decorative sheer linen side panels
fold size: 8in x 8in x 2in
wash/finish: cold hand wash; do not fold or iron
packaging: 1 piece per recycled polybag
product manufacturer: Jiaxing Wonderful Apparel Co

	pants		pants panel					
measurement	0-4	0-4	6-8	6-8	10-12	10-12	14-16	14-16
bottom opening	15.5"		16.25"		17.25"		18.25"	
length	42"	12"	43.5"	12.75"	45.5"	13.75"	47.5"	14.75
waist	13.25"	42.5"	14"	44"	15"	46"	16"	48"
hips	19.25"		20"		21"		22"	
inseam	31"		32.5"		34.5"		36.5"	
thigh	8.75"	5.25"	9.5"	6"	9.5"	7"	10.5"	8"
upper opening		3"		3.75"		4.75"		5.75"

freestyle

concluding thoughts



The suppliers chosen to produce Freestyle's S/S '19 collections all fall into compliance with our guidelines. If a company falls out of line with sourcing guidelines, then re-evaluation will take place. These facilities help Freestyle maintain a high-quality product with the ideal markup margin. Although some suppliers can initially use some small improvements, they all look towards a more innovative and productive future, and intend to develop strong relationships with Freestyle as time progresses. Ideally Freestyle would like to progress into a more sustainable future, but these sourcing facilities give the company a good start towards a greener future.

sources

<https://customwovenlabels.com/>

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<https://www.moodfabrics.com/white-drawstring-elastic-125-24294>

<http://www.ecoenclose.com/category-s/16022.htm>

<http://www.panjiva.com>

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