EXAMPLES OF LINESHEETS AND LOOKBOOKS

FASHION BRAIN ACADEMY

LINE SHEET VS. LOOKBOOK

The Difference Between a Line Sheet and a Lookbook

Line Sheet

- Simple product photography – details of the product are visible like silhouette, fit
- Sizing, colors, deliveries, minimum orders, etc.
- Retailers buy from line sheets and details about each style are listed – minimum order, delivery dates, terms, prices, contact info
- Attach an order form to back of the line sheet

LINE SHEET VS. LOOKBOOK

Lookbook

- Lifestyle photos – styled to reflect your brand (editorial style)
- Gives a feel for who is your target customer
- Your “vision” of how the customer will look
- Keep in mind your sales avenue
- Simple is OK
- Could be printed or digital

NAME OF COLLECTION

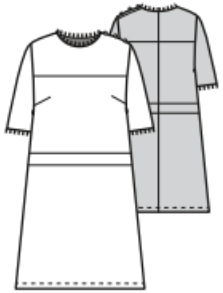
LOGO

No. AUTUMN / WINTER 2016
ex factory 8/31, 9/30
XS, S, M, L

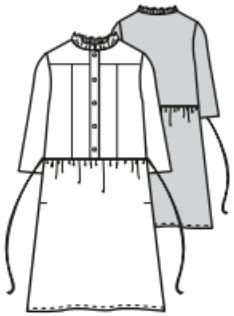
White Pleated Osnaburg - 100% Cotton
Lining - 100% Cotton

no. 19642
SHIRI TOP
White
$68

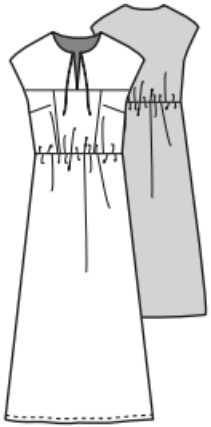
no. 19640
ANNA TOP
White
$69



no. 19460
POPPY DRESS
White
$72



no. 19461
ANNA DRES
White
$75

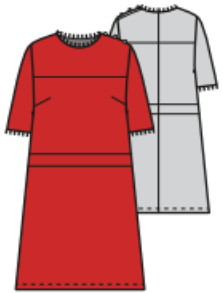


no. 19463
BRIT DRES
White
$76

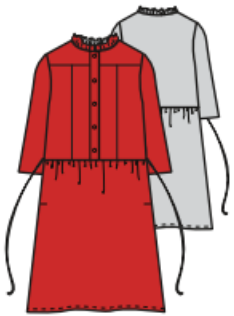
Red Pleated Osnaburg - 100% Cotton
Lining - 100% Cotton

no. 19642
SHIRI TOP
Red
$68

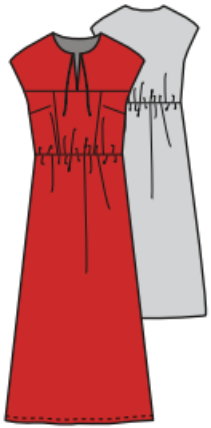
no. 19640
ANNA TOP
Red
$69



no. 19460
POPPY DRESS
Red
$72



no. 19461
ANNA DRES
Red
$75



no. 19463
BRIT DRES
Red

NO.19456 MARA DRESS

NO.19458 WYATT DRESS

NO.19734 TOKYO JACKET
NO.19946 MATCH PANTS

NO.19636 BALLET SWEATER
NO.19552 PEG SKIRT

NO.19733 NOEL JACKET
NO.19460 POPPY DRESS

NO.19733 NOEL JACKET
NO.19642 SHIRI TOP
NO.19942 ELSIE PANTS

EXAMPLE: LINE SHEET

FWD1418
Allison Zipper Sweater Dress in Wheat
Wool/Polyester/ Acrylic/Viscose
Ws:
Sizes XS-XL

Size	XS	S	M	L	XL
Qty					

FWT1417
Amy Zipper Sweater in Wheat
Wool/Polyester/ Acrylic/Viscose
Ws:
Sizes XS-XL

Size	XS	S	M	L	XL
Qty					

FWS1419
Kat Pleated Skirt in Chocolate
Silk/Wool
Ws:172/ Rt:395
Sizes 0-12

Size	0	2	4	6	8	10	12
Qty							

FWJ1420
Christina Faux Fur Jacket in Beige
Acrylic/Modacrylic/ Polyester/Silk/Wool
Ws:
Sizes XS-XL

Size	XS	S	M	L	XL
Qty					

FWT1422
Lauren Faux Fur Top in Beige
Acrylic/Modacrylic/ Polyester/Silk/Wool
Ws:1
Sizes XS-XL

Size	XS	S	M	L	XL
Qty					

EXAMPLE: LINE SHEET

Spring · Women's 1 (Specialty): January Delivery

7W42077
JAN: BLACK LACE SKIRT
LBK - Black
$41.20/$89.50

7W42058
JAN: MIXED FLORAL TOP
BAI - Black Multi
$41.20/$89.50

7W42060
JAN: CHEVRON PEASANT
NML - Natural Multi
$45.55/$99.00

7W41999
JAN: EMBROIDERED PEASANT
BAI - Black Multi
$45.55/$99.00

7W42037
JAN: BOYFRIEND SHIRT
BAI - Black Multi
$32.00/$69.50

EXAMPLE: LINE SHEET (cont.)

COMPANY NAME

SPRING/ SUMMER 16 COLLECTION

SILVER LABEL

BOTH DRESS SL-S16-020

COVER
TOP SL-S16-008
TROUSERS SL-S16-009

ON THIS
TOP SL-S16-012
TROUSERS SL-S16-013

COMPANY NAME

ZIZTAR Cook for Egg with Alice Dress
SL-S16-020

Retail: 158.00 USD

Shell : 100% Polyester
Inner : 100% Cotton

What will the regenerated Eggs be? Phoenix? Chicken?
- Lace gauze cover the whole dress
- Round neck
- Eggs & Phoenix print throughout
- Easy to mix and match

	XS	S	M	Total
Black				
White				

ZIZTAR It's Not The End But New Skirt
SL-S16-021

Retail: 94.00 USD

Composition : 60%Cotton 33%Rayon 7%Spandex

What will the regenerated Eggs be? Phoenix? Chicken?
- Mid-rise
- Eggs & Phoenix print throughout
- Easy to mix and match
- Double layers

	XS	S	M	Total
White				
Black				

ZIZTAR Egg or Chicken First See Through T-Shirt
SL-S16-022

Retail: 114.00 USD

Composition : 100% Polyester

A little renew eggs metaphor us. Everyday is a brand new day for us, we have to try our best to meet any new challenges.
- Gauze seethrough
- Eggs embroidery
- Round neck
- Easy to mix and match

	XS	S	M	Total
White				
Black				

LOGO

Line Sheet

Lavender Bath Soak – **Sku # EA01**
Wholesale $8
MSRP $16
Available 3/1/2013

Lavender Baby Shampoo - **Sku # EA02**
Wholesale $10
MSRP $20
Available 3/1/2013

Baby Shampoo – **Sku # EA03**
Wholesale $8
MSRP $16
Available 4/1/2013

2 in 1 Baby Gel – **Sku # EA04**
Wholesale $8
MSRP $16
Available 4/1/2013

EXAMPLES

Teddie Tote, Über Clutch and All in One Case shown in Aqua and Lime Embossed python

Teddie Tote

STYLE: TO2

- Magnetic top closure with large interior zip pocket and two phone-sized slip pockets
- Handles: 11" drop
- Dimensions: 17" W x 11" H x 6" D

Wholesale $125 MSRP $295

Über Clutch

STYLE: OBL

- Oversized clutch for day or evening
- Slim yet voluminous
- Dimensions: 13¾" W x 6¼" H

Wholesale $55 MSRP $130

All In One Case

STYLE: OBA

- This carry-all case converts into a clutch for day-to-evening
- Dimensions: 9½" W x 7" H

Wholesale $45 MSRP $105

Gator Clutch

$36

AVAILABLE IN CHOCHOLATE, SAND, AND RED

Spiked Out Rings

SOR01 $14

SOR02 $14

SOR03 $14

SOR06 $14

ALL STYLES AVAILABLE IN SILVER OR GOLD

Bib Necklaces

BN01 $16

MULTI, SILVER, GOLD

BN02 $26

BLUE, BLACK, SAND, CARMEL

BN03 $16

Banana Republic

INSPIRATION IS EVERYWHERE

EXAMPLE: MASS MARKET

Company Name

S. NO.	Picture of the design	Item pattern code	Descriptions	Material	FOB US$	MOQ PIECES	Delivery
CONCEPTS SOURCE INC		E: dc@concept-sourceinc.com		W: www.globalsources.com/concepts.co			
1		CS03724 .jpg	Ladies fashion Scarf	HAND DYED SOLID SCARF MADE OF PURE SILK, Measuring 100 X 100 cms Light, airy and soft, this scarves brightened your day.	$ 4.15	40	IMMEDIATE
2		CS03730 .jpg	Ladies fashion Scarf	HAND PRINTED DOT SCARF MADE OF PURE SILK,Measuring 100 X 180 cms Light, airy and soft, this scarves brightened your day.	$ 8.20	295	IMMEDIATE

73308WST-BS WIDE STRIPED TANK W/BLACK STAR $18, LA-AF-I $10, 74307YH-STA ORGANIC STARS ZIP HOODY $29

74307-CT COTTON HOODY TUNIC $19, LA-PCH3516 *MORE COLORS AV* $9, 74307OSP-STA-#PRO ORGANIC PULLOVER OFF SHOULDER $24

EXAMPLE: LOOKBOOK (cont.)

EXAMPLES