



# WHISTLES

## DRESSES

SS/17  
BY ALICE CHANDLER

WHISTLES DRESSES

# CONTENTS

BRAND INTRODUCTION  
PAST WHISTLES CATWALKS  
CELEBRITY MUSES  
PAST BEST SELLERS  
COMP SHOP ANALYSIS  
SOCIAL MEDIA  
SWOT  
CONSUMER PROFILES  
TREND DIRECTION  
CATWALK INSPIRATION AND ANALYSIS  
MY RANGE  
MOCK INSTORE LAYOUT  
BEST SELLERS  
PHASING





WHISTLES DRESSES





# WHISTLES

WHISTLES IS A CONTEMPORARY FASHION BRAND, BASED IN LONDON.

## START

Whistles was founded in the 1976 by Lucille and Richard Lewin, to start the style of Whistles was a pretty but decidedly yummy mummy-ish air, although now it is now most stylish and contemporary. Whistles was an independent retail group with Mosaic until 2008, since being independent it has gone from strength to strength despite it being so tough economically. Whistles is the bestselling premium high street brand on Asos.

## WHISTLES

Led by Jane Shepherdson, "Whistles encapsulates an intelligent sense of design with timeless and luxurious pieces. Collections are modern and laid back with an attention to detail and quality". Overall whistles have 53 stores and 74 concessions in the UK, Ireland, France, Germany, Switzerland, Holland, US, Russia and China.

## REVAMP

Whistles has a re-launch in 2008 when Jane Shepherdson took over from being the director of Topshop, she has evolved Whistles around becoming a wardrobe staple with its contemporary and effortless style.

## MEN

In September 2014, Whistles launched a men's collection, which had a reflection of the ideas from the womens, being contemporary, effortless and versatile. although the whistles try to sell the lifestyle to the males, rather than the actual products like womenswear.

*"A tightly edited wardrobe of classic pieces, the collection focuses on longevity and quality rather than flash-in-the-pan trends." The Independent*

# CATWALK

WHISTLES DRESSES

6



# SS/13



Many of the spring, summer 2013 catwalks are very formal and not as easy and relaxed which are the attributes Whistles try and emphasise. Whistles achieved well in making beautiful patterns for the customers to wear, especially for occasion wear which is one of the best selling areas for the brand. The shapes of the dresses are all mostly loose and not tightly fitted, the neck lines are also very conservative and high which is what which is good for the ideal consumers as it is not the type of style they would want, if the dress is used for different occasions and if it was the mummy consumer, it would be a sturdy and easy dress to wear so she would not need to stress about the upkeep of the look of her dress.

# CATWALK

WHISTLES DRESSES

8





# SS/14



The spring summer 2014 catwalk included many pastel and clean colours in comparison to 2013 which were very bold and patterned. The dress shapes were very complimentary to body types as they were fitted style dresses on most of them and some were relaxed and easy wearing which is what the Whistles customer wants out of their outfits and more appropriate for the summer time as more fitted dresses maybe more uncomfortable to wear in the heat. As many of the dresses are plain and not very fussy, unlike the 2013 catwalk the dresses can be paired with other pieces easily for different occasions so it is more of a multi-functional dress than a statement one

# CATWALK

WHISTLES DRESSES



# SS/15

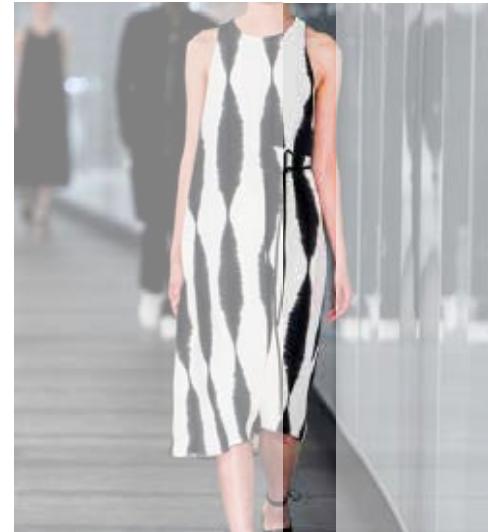


The images of the dresses in the catwalk for spring summer 15 were not very colourful and could really used more colour to make them look more spring summery. Although there is lots of bold patterns which are very eye catching and can make large statements throughout the summer which is what whistles like to get out of with their clothing. looking at the previous catwalks it is strange that they have not incuded some brighter dresses. Nearly all the the dresses in the catwalk were more relaxed and loose fitted which is a quality i feel most of the customers would want as they are easy to wear and feel better in the hot summer months.



easy  
wearable  
recognisable  
statement  
slim fit  
clean  
slouch  
comfy  
multi-functional  
high neck  
v neck  
elegant  
square

# KEY SHAPES FROM PAST CATWALK



WHISTLES DRESSES

# CELEBRITY MUSES

WHISTLES DRESSES

the key pieces that celebrities wear are the more statement, patterned pieces as Whistles takes pride in their individual patterns it is great for them as they are becoming more recognisable in their handwriting.

Whistles do not pay any celebrities to wear their clothing which means they have a lot of free advertisement as many high profile people wear whistles pieces like Samantha Cameron, Kate Middleton and Kim Sears







# DRESSES

.INTELLIGENT. INDEPENDENT. DISCERNING.





## BEST SELLERS

---



---

## LOLA DRSS

The Lola dress is one of the best selling dresses as it is easy, comfortable and any age can wear it as it is on trend although it is not too statemented. the younger customer would more likely purchase the brighter colours to make more of a statement whereas the older would more likely to purchase the blue one. this dress is ideal as it can be worn on its own or with tights, leggings, jeans, anything underneath to make the look warmer or more of a casual feel.

# BEST SELLERS

---



WHISTLES DRESSES

---

## FRANCES GATHERED DRESS

The Francis dress is very similar to the Lola as they are both a casual relaxed and easy dress to wear for many occasions with trousers underneath or not, also any shoes will also go with the dress to either dress it up with heels or dress it down with flats or converse style shoes. the dress can be worn to many occasions; a meeting, play date with children or out for dinner which is what the whistle woman wants out of her clothing.

# SHIRT DRESS

---



# WHISTLES



## LOLA DRESS

size:4-16

£95.00

composition:

87%viscose,  
13%polyamide

Opt for a relaxed day to evening look with the Lola dress. Cut in an oversized, looser shape with intricate collar detailing. Details include mid length sleeve, cutaway v neckline and dropped back hem. Pair with your staple ankle boot for a foolproof winter look.

# COS



## OVERSIZED SHIRT DRESS

size:34-44

£79.00

composition:

100% tencel lyocell

Made from lightweight twill fabric, this shirt dress is an oversized fit designed to drape on the body. It has a narrow pointed collar, hidden front button fastening and short kimono sleeves.

# JIGSAW



## PLEAT FRONT DAYDRESS

size:8-16

£98.00

composition:

100% viscose

Simple viscose dress with centre front pleat detail. Relaxed fit through the body, V-neck and short sleeves. This perfect piece for long summer days.

# FLORAL BUTTON-UP DRESS

---

# WHISTLES



## DAISY PRINT SILK DRESS

size:4-16

£160.00

composition:

100% silk

This pretty silk dress will enliven your winter wardrobe with springtime optimism. Details include a concealed placket and an all-over daisy print. Pair with simple black heels for a stylish contrast.

# COS



## SHIRT DRESS WITH SLITS

size:34-44

£69.00

composition:

97% Polyester

3% Elastane

This v-neck shirt dress is made from a fluid material with a textured finish. An oversized fit and slits on each side, it has long sleeves, hidden front buttons and a graduated hemline.

# JIGSAW



## OVAL GEOMETRIC BELTED SHIRT DRESS

size:6-16

£149.00

composition:

100% silk

Beautiful dress crafted in 100% silk for a glossy finish and feminine drape, complemented by gentle back gathers. Reversible cuffs with button closure to change your look from smart to casual and the hidden buttons leave a polished finish. Use the belt to alter the shape of the dress..



# KNIT DRESS

---

# WHISTLES



## KERRY BANDAG JERSEY DRESS

size: 4-16

£95.00

composition:

88% viscose

10% polyester

2% elastane

A wardrobe staple, the black dress is a versatile and effortless piece. Cut to flatter, the wrapped style features a longer length sleeve, rounded collar and high waist. Finishing above the knee with a contrast back silver zipper. Pair with a stacked black platform for an office to evening look.

# COS



## TEXTURED KNIT DRESS

size: XS-L

£59.00

composition:

100% cotton

Made from pure cotton, this raised-knit dress has a soft bumpy texture and raised shoulders. A comfortable close fit, it has 3/4 sleeves, a simple round neckline and tightly knitted finishes.

# JIGSAW



## SPECKLED KNIT DRESS

size: 8-16

£110.00

composition:

75% wool

25% acrylic

Timeless dress in a speckled wool-blend. Stretch lining, elbow-length sleeves, round neck and a neat, relaxed fit through the body. Add a statement necklace to finish the look.

## V - NECK MIDI DRESS

---



# WHISTLES



## V NECK DRESS

size:4-16

£120.00

composition:

65% Rayon

35% Nylon

A simple yet flattering dress is a wardrobe mainstay. This long sleeved knitted design features side seamed detail, v neck and subtle side splits. Pair this classic knit style with autumn boots for edge.

# COS



## CURVED SEAM DENIM DRESS

size:34-44

£89.00

composition:

93% Cotton

7% Viscose

A directional design, this deep v-neck dress has a curved seam detail inspired from the cut of a pair of denim trousers. Made from a cotton-mix in an oversize style, it has 3/4 sleeves, in-seam pockets and topstitch finishes.

# JIGSAW



## FOLDED WRAP DRESS

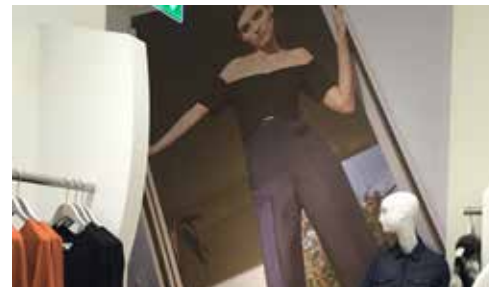
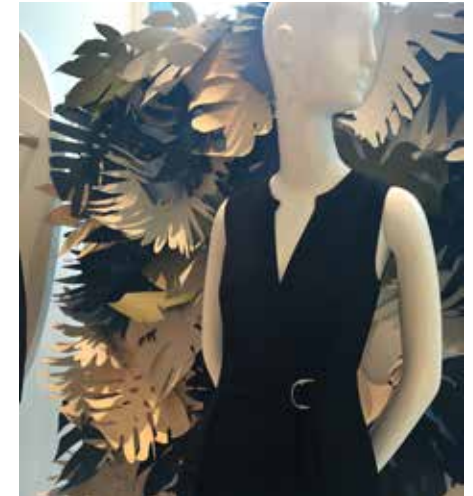
size:6-16

£139.00

composition:

100% Polyester

The angled side darts on the bodice accentuate the waist, providing a feminine silhouette. To sit alongside these features, our design team have included a V-neckline, cap sleeves and side welted pockets, all of which add a touch of elegance while keeping the dress modern



## WHISTLES. BIRMINGHAM. BULLRING

the whistles store in birmingham is set out beautifully with the window displays filled with paper leaves to support the summery earthy theme and the clothes reflected the theme as you walk in with green, neutral and light pink tones, it gives a great escapism to the customers.

although other ranges are upstairs it can be confusing as the clothes upstairs do not reflect and co-ordinate as well with the downstairs clothing.

one part which was interesting upstairs was that the more formal clothing was on the wooden floor and the most cosy and casual clothes was in the carpeted area. this will psychologically make the customers feel more in the mind set of being more comfy with the carpet and make customers want to purchase the more comfy clothing as they are in that mind set having a softer more cosy area.





## WHISTLES. NOTTINGHAM.

in comparison to the birmingham store, the nottingham store looked very bland and not very inviting to customers as the outside window display was just glass and manequins which gave a different aesthetic to the birmingham store having paper leaves and more of a theme throughout the store which gives customers more of an experience. the dressing rooms were also part of the store so it may put off the customers if they would like to try on clothing as there was only curtains separating from the main store to the room. there was also no mens wear clothing which was very odd, even a small section would have been good for the store. although the store did only have a very small store space all on one floor.

## JIGSAW. BIRMINGHAM. CANNON ST

The visual merchandising of the Jigsaw store is very similar to Whistles as it is very minimal and few pieces of clothing out, in the ranges and its sizing, there is more of a variety of clothing in the store for the customers to choose from which is good as there is a lot to choose from and there will definitely be something for every customer in store. There is mel-low music playing in the back ground and the staff who work there are minimal as the shop is never full of customers. overall there is a relaxed an chilled out environment. It would be more of a benefit to Jigsaw if their shop was in or more towards the bullring as some customers may not know it is there and it would bring more people in.





## COS. BIRMINGHAM. BULLRING.

The Cos store is a very easy store to shop in as there is different sections for different types of clothing, for example, more business wear in one section and relaxed comfy clothing in another. although as there is so many items items in the range it was be overwhelming as there is definitely a lot in store which may make customers struggle if they want to find something specific. There is slightly more staff on the shop floors in comparison to Jigsaw and Whistles although Cos is bigger and had a large mens section. It is good as there will be lots of staff to help but some people may find it intimidating. The location of the store is definitely ideal as it is just outside the womens Selfridges floor and surrounded by Whistles, Reiss, Ted Baker , All Saints and Michael Kors which the customers of Cos would shop in also.

WHISTLES DRESSES





# SOCIAL MEDIA FOLLOWING

**WHISTLES**

**FACEBOOK:**  
**48,092**

**TWITTER:**  
**36.7K**

**INSTAGRAM:**  
**142K**

**PINTEREST:**  
**7.1K**

**COS**

**FACEBOOK:**  
**280,083**

**TWITTER:**  
**2,124 (NEVER TWEETED)**

**INSTAGRAM:**  
**429K**

**PINTEREST:**  
**37.3K**

**JIGSAW**

**FACEBOOK:**  
**69,204**

**TWITTER:**  
**9,885**

**INSTAGRAM:**  
**13.9K**

**PINTEREST:**  
**3.6K**

The social media following for Whistles, Cos and Jigsaw is very varied on different social media platforms with whistles haing a lot more followers on twitter in compaison Cos and Jigsaw although in the rest of the social media Cos has many more followers on all platforms, especially instagram with more than 300 more followers than Whistles and Jigsaw. This is most likely because Cos prices are slightly cheaper so there is a younger demographic who are more common on instagram and facebook in comparison to twitter.

Jigsaw's customer type is more created for a slightly older demographic which is most likely the reason why there is less following on social media.

# S O C I A L M E D I A



Whistles social media is very subtle as they do not post regularly, around once a week, this is good as the demographic for the brand is more of the ages 25-50, who do not go on social media as much as the younger generation. The aesthetic of the social media platforms reflect their shop aesthetic well as the colours which are very minimal although the use of accent colours are used well to grab attention and makes the brand look more fun and colourful. It also illustrates the brand being clean, effortless, relevant to the tone in store. Whistles also do not pay any celebrities to wear their clothing, or pay for magazine advertisements, they feel the company sells it self and there is enough advertisement as it is, although this technique is very different to other brands, there are many celebrities who wear the clothing and the publicity is large.



# LILY PEBBLES

Lily started blogging in January 2010 at University studying Marketing, Advertising and PR at BCU. Her blog started with a focus on lifestyle where she posted about everything and anything that popped into her head, it has gradually turned into more of a beauty website as she also has a love for all things beauty also, she likes to reviews products, style tips, beauty videos and London recommendations.



.LONDON.  
.BEAUTY.  
.STYLE.  
.LIFESTYLE.  
.VIDEOS.

lp



Lily is a regular customer to Whistles and the researcher feels that she would be a blogger that other whistles customers would enjoy following as she is a happy, lovely, stylish woman who catergoises well into the Whistles woman



## STRENGTHS

Whistles have strong customers loyalty as they do clothing for all times of the year and occationals from basic to trial.

the colour use in their clothing is very relavent to their customers as they use a lot of neutral tones which the older customer will find appealing and want to buy but also there is a mix with some more accent and statement colours that the younger customers may want to buy more, for example the lola dress comes in 3 colours, two are more wearable everyday colours and then there is an orange which is more of a statement

their versaility in their clothing is very special as many of their clothing pieces especially their basic and fashion pieces, customers can layer and style in different ways for different occations, this is great for their customers as the clothing is more of an investment so they can wear the pieces more than once easily

the quality of their clothing is brilliant which is one of the main reason why Whistles have repeat customers and can re-wear their clothing so much, it can be hard to now find high street brand which have such excellent quality.

Whistles believe that they do not need much social media and advertisements to make the brand popular as their main customers do not use social media a lot so they would not see the adverts, also their brand value is to be minimal so they portray this in their advertisement.

Many celebrities to wear whistles clothing although Whistles has not once paid any celebrity to actually wear anything of theirs, it is a great benefit to them as it is basically free marketing and publicity for them, they do not want to have the bad press about their clothing if they try and advertise it too much

Jane Shepherdson saving the company really put whistles on the map as they now have more brand identity and more of a position on the high street as it has been given handwriting so it is more recognisable.

having next day delivery is excellent for their ideal customers as they are busy people and it makes shopping online and instore more convenient to them and they do not need to worry it willk come to their door fast, especially if it is last minute purchasing

## WEAKNESSES

Their price point for their clothing is higher than the average high street shop, comparing to shops like topshop and marks and spencers so this may put off the customers to shop there if they do not understand their quality and values in their clothing, especailly some younger customers.

not all of their pieces of clothing offer a variety of colour which some customers may like if they enjoy wearing a specific piece like a basic dress. Their ranges could be a bit larger like Cos as there is more of a variety of clothing to choose from.

the shop floor can be intimidating for customers, especailly if they are not regulars to the shop, as there is only 3 of each piece of clothing and a customer needs another size it can be daunting as the shop is usually not very busy. even though the shop does put limited clothing out so the customers can communicate more with the staff.

It can be a struggle for whistles as there are lots of cheaper options in other shops for some of their pieces of clothing, especially their basic and fashion range as many people would only want to spend more money on clothing if it is a statement or occasion wear which is Whistles main money maker, it is hard to make sure all their pieces of clothing are exclusine and is difficult to find another piece of clothing like it.

Whistles had a large struggle with brand identity in the beginning years before Jane Shepherdson saved it in 2008, she gave whistles a place on the high street. As whistles is now getting increasingly popular it is now their mission to get it more noticed and have more customers, as Whistles is now getting more of a handwriting and recognisable to others more customers will want to then buy from Whistles.

## OPPORTUNITIES

There is an opportunity for Whistles to aim for a wider demographic, they could possibly give a lower prices on some pieces that are basic or fashion, whistles do have student discount although it is not widely advertised it would give more customers a chance to purchase from Whistles and more customers, especially younger customers.

there is limited coverage of whistles in magazines and social media, they do not like using lots of it as it is expensive and they feel they do not need it, although as the researcher it is felt that they could increase the advertisements a little more so a few more people know about the brand and its values as there is little coverage about it unless it is researched into online.

many people may feel intimidated asking for another size or colour of a piece of clothing, having more stock on the shop floor may increase customers to come into store. if people do not know about whistles, they may only think they stock 3 sizes.

Whistles is primarily a british brand, there is an opportunity for them to expand globally so more people internationally will know about the brand and how good quality it is

Whistles mens range was established in 2014 and is doing very well, the researcher feels there is an opportunity to further expand Whistles into a childrens range as brands like the white company and cos have childrens and are proven to be very popular, especailly for the family consumers. A home range would also be good as the mens range is more selling the whistles life style than the clohting, this would also have the same values and more people will want the ideal whistles life style if they see people with it and it looking desirable. A beauty range could also be good, or on the website reccomend what is good to use like on a blog so the whistles life style is being sold even more to the customers.

more campaigns would be good for whistles with artists, other designers or celebrities to advertise the brand more and it will make the brand look more exclusive and desirable to customers, also with fresh patterns from different people whistles will get more of an idea what others feel is good for the brand.

## THREATS

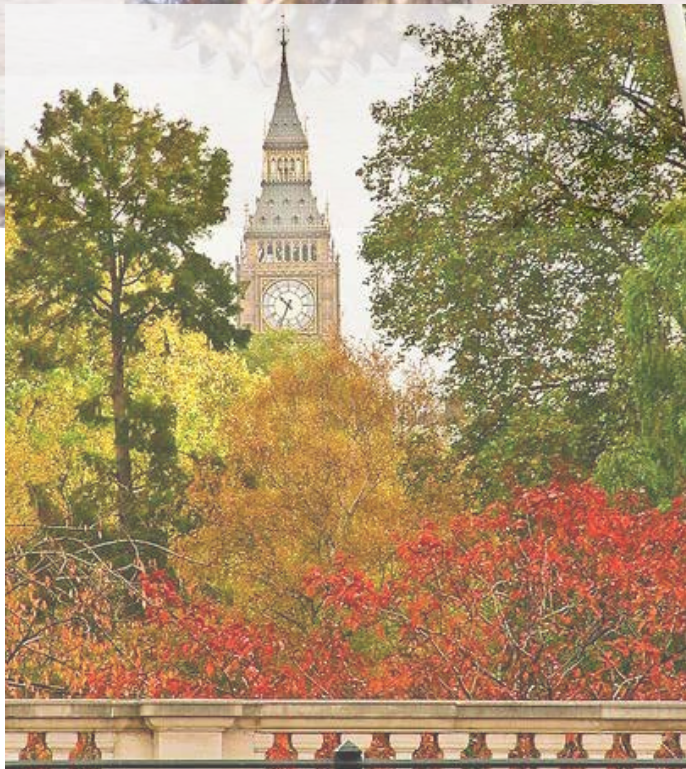
Cheaper options are available so easily for basic things in Topshop, Next or Marks and spencers which is good as whistles, it is hard for them to show how good quality their clothing is, even their basics so the customers buy all their clothing from a basic white top to a large statement dress

Whistles could potentially be a larger brand if more customers were aware with a little more advertisements as the Whistles shops are only in the larger cities and if people do not go to cities regularly as some of the older customers do not like the city busyness so are not exposed to the different shops

economic state currently is not good for all people so many people may not be able to buy clothing with the whistles price tag. they may really like the brand, its values and clothing but just cannot afford it.

some customers would prefer to spend money on other things ranther than clothing, for example houses and holidays as they are more of an investment that pleases them more than really good quality clothing as fashion is so fast some customers are not bothered in the price tag and prefer spending money on an experience.





# NINA

## THE MUMMY

AGE: 36 years old

FAMILY: MARRIED- Richard (graphic designer) and three young children, ages, 3, 5 and 7

JOB: successful childrens book writer with three young children, who works long days but tries to work from home as much as he can too see her and the family as she works from home too to look after the children.

LIVE: Richmond, London, terraced house

HOLIDAYS: they both enjoy holidays each year to visit their house in Maritius and a skiing holiday at christmas to get some winter snow.

FOOD: they love having a clean organic healthy life, Jamie Olivers recipe books are always in sight in the kitchen.

SHOPPING: Ninas shopping habits are sparadic, she shops when she needs to and doesn't look at the cost when doing it as she doesn't need to.

WHY WHISTLES: she shops at whistles once a month for one staple piece of clotng or for a special occation, she wouldnt buy basic pieces as she can get them cheaper and save money from shops like next or topshop. one dress from whistles can be for a mums meet up in covent garden, to a book meeting and a family party. she trusts them as a brand and will re-buy there for their quality.

OTHER SHOPS: other shops she goes to are, White Company Cos, Jigsaw, Reiss, Karen Millen are also features in her wardrobe for key pieces but Topshop, next and joules are features for everyday to day clothing.

HOW SHE SHOPS: she prefers to go to john lewis, selfridges or large flagship stores to shop as it is all in one place and she can get back for the children or online when she has the time and she can be in for delivery. she doesnt like to shop in very expensive shops a lot as she would much rather spend money on holidays and experiences with the family





# ALEXA

## BUSINESS WOMAN

AGE: 28 years old

FAMILY: she is in a long-term relationship with busy business man, Tom, they both live busy lives so make the most of being together, they plan to have children in about 5 years when they are fully stable and had large success in their career

JOB: successful lawyer

LIVE: just off the Kings Road, Chelsea, London

FOOD: the couple are busy but go for dinner and drinks once a week in the centre of London. but they try eat as healthy as possible although it can be hard as they are on the go but they go to the gym regularly to compensate for eating more unhealthy

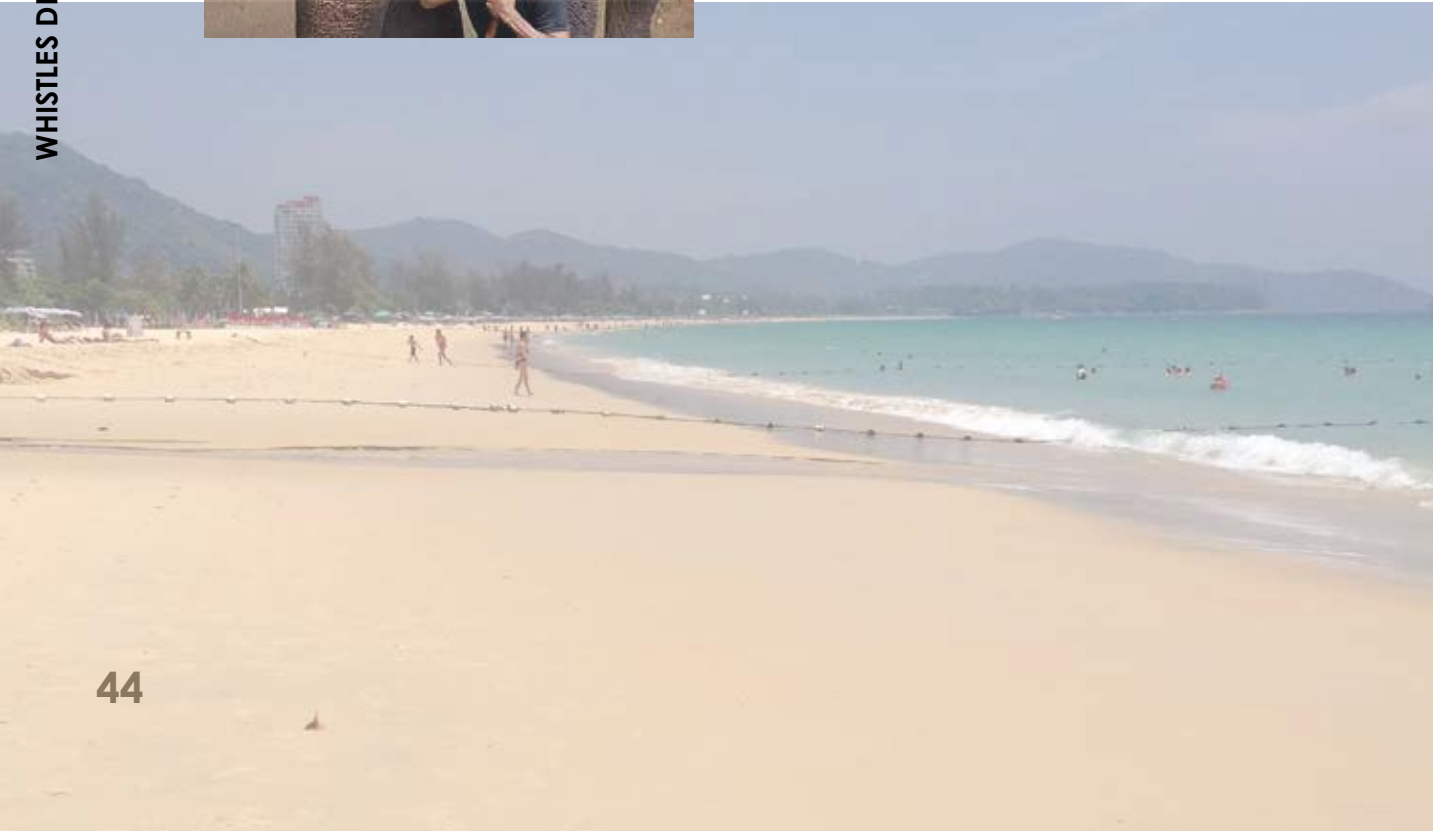
HOLIDAYS: they do not have lots of holiday time for their jobs although when they do they have the most luxurious holidays, first class, 5 star hotels.

SHOPPING: Alexa goes shopping once every two weeks so she has up to date outfits as she is in court for her job a lot and likes to go out in her spare time so she is very fashion conscious.

WHY WHISTLES: Alexa goes shopping in Whistles regularly as they have on trend clothing which can be used for many occasions for her which fit her job and social life well. she does not look at the price tag as she can afford the clothing and trusts Whistles for their quality and being able to last a long time.

OTHER SHOPS: other shops she shops in are Topshop, (mostly for basics), Cos, L.K. Bennett, All Saints, Burberry, a large mix between high street for casual looks and more luxury shops for statement looks

HOW SHE SHOPS: as whistles are instore and online it is convenient for her as she only goes into store if she is near, if not she will do online shopping as it is convenient for her as she is so busy. if she shops in-store she will go to the shops on the kings road or the flagship stores.



# LILY

## HOLIDAY MAKER

AGE: 26 years old

FAMILY: single, very independent, She doesn't have a partner as she is never in one place for very long so she finds it hard to commit.

JOB: She works abroad making holidays for companies so she is always hopping round the world, especially Asia discovering different parts of countries.

LIVE: small apartment in Manchester near the airport so it is convenient for her

HOLIDAY: she doesn't have many actual holidays as her job involves travel, she prefers to chill in the UK as a holiday.

FOOD: she eats whatever is available to her, she eats anything as the areas she visits for work, she can't be fussy with food as traditional Asian food is the best she can do.

SHOPPING: Lily will only buy clothes when they are essentially needed as she does not like to carry a lot around with her and she doesn't see the point in large amounts of clothing.

WHY WHISTLES: Lily likes to go to shops like Whistles to buy 'nice clothes' for when she's back home as many of her friends are getting married she needs outfits for special occasions. She can buy more expensive clothing as she wants quality clothes which she can re-wear a lot and they are more of an investment than being totally on trend, she can afford the clothes as she mostly eats traditional Asian food which is cheap and work pays for most of her stay when she's abroad.

OTHER SHOPS: Her clothes are mostly bought off markets as she can fit in with culture, they are cheap and practical for the weather conditions she is in,

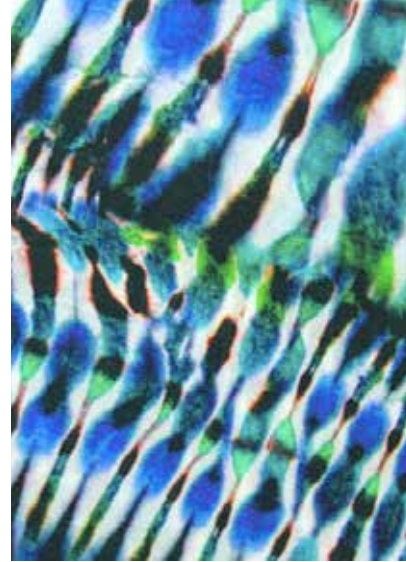
HOW SHE SHOPS: she shops online quite a bit which is convenient if she is out the country she can get it delivered for when she is home, or if she is at her flat in Manchester she will just go down the high street and use what is there.















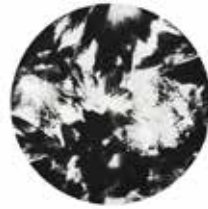
## ENCOUNTER CULTURE TREND

Encounter culture trend relates well to Whistles as they have started to be more adventurous with prints and the aesthetics of their clothing, they have started to include, fringing, bold patterns, African style patterns, many of these are for more their trial and some fashion pieces. The researcher feels that there is a prominent theme here and it could go into more depth for the spring summer, Seasons as the trend is also very strong throughout other companies like Cos and Jigsaw there is a gap to expand into more patterns and colourful pieces to give the brand even more of a recognisable style for their prints

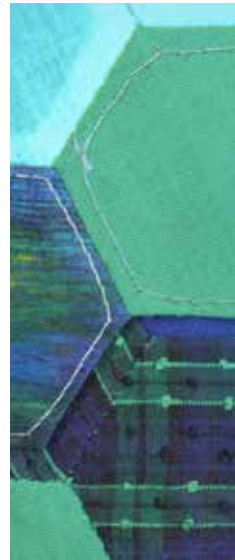


# TREND DIRECTION/COLOUR&PRINT

past whistles patterns



inspirational patterns for whistles



WHISTLES DRESSES

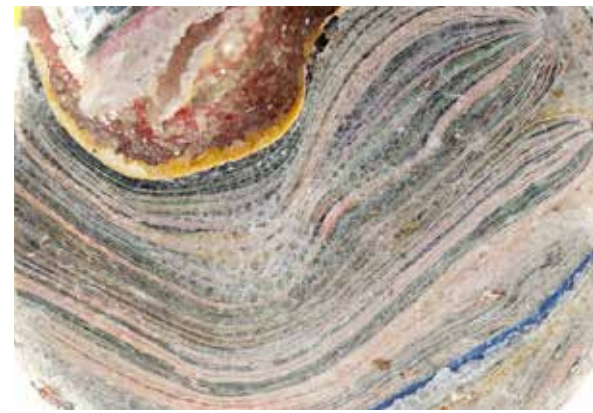




# **NATURAL. CORE. TEXTURE.**

the encounter culture trend involves a mix of strong textures along with bright colours, although the whistles woman would not generally purchase extremely bright colours to totally reflect the trend so it is important to add more neutral, muted colours to keep them instore but also on trend. the mood board represents the feel of the more muted and calm pieces in the range

WHISTLES DRESSES

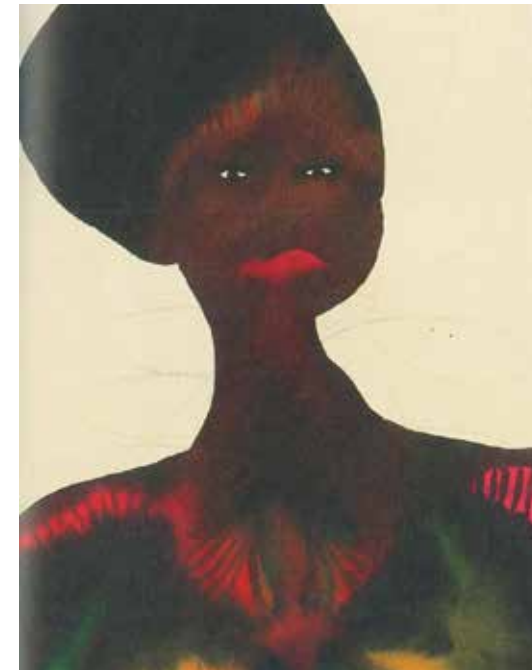






**.BRIGHT  
.PATTERN  
.ACCENT**  
patterns and texture are one of the major parts of the encounter culture trend. this mood board focuses on the patterns that I plan to use in my range the images represent the boldness that needs to be included to portray the trend.

WHISTLES DRESSES





# COLOUR PALETTE



# ENCOUNTER CULTURE TREND

## WHISTLES DRESSES



PAUL JOE



MONIQUE IHULLIER



MOSCHINO



MONIQUE IHULLIER





NAEEM KHAN



PRADA



ROCHAS



MONIQUE IHULLIER



VICTORIA BECKHAM

WHISTLES DRESSES



# CATWALK INSPIRATION





**FOR DRESS RANGE**



WHISTLES



HUGO BOSS



SAKS



SAKS





# SHIRT DRESS

## KEY FEATURES TO INCLUDE

collar

tuck in at the waist

neutral colours

casual but can be a smart  
dress

pockets

crisp cotton

BASIC







# PATTERNED BUTTON-UP DRESS

## KEY FEATURES TO INCLUDE

bold colours to represent encounter culture trend

bold

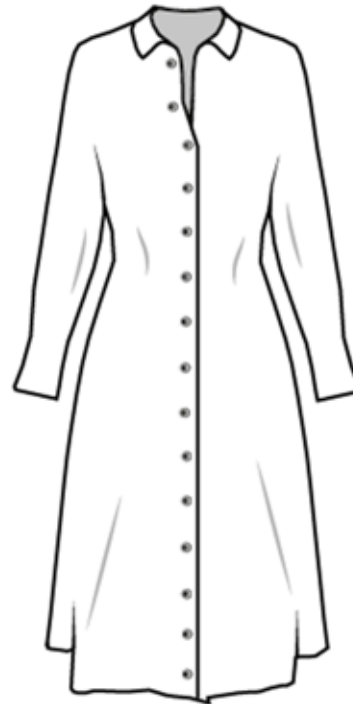
knee length

high neck

loose belt, can be worn loose or tucked into waist

heavy silk

FASHION





TEMPERLEY LONDON



STELLA MCCARTNEY



SAINT LAURENT



TEMPERLEY LONDON





# FLOATY DRESS

## KEY FEATURES TO INCLUDE

bold colours

layering

round low neck

long, ankle length

wider bottom to give more  
of a floaty look

100% silk

TRIAL



PAUL JOE



VALENTINO



UTERQUE



TEMPERLEY LONDON





# SLOUCH DRESS

## KEY FEATURES TO INCLUDE

round neck

mix of bold and neutral  
colour (lola dress inspired)

soft cotton

knee length

straight down body

large sleeves

BASIC



ZAC POSEN



ANON



VERSACE



MONIQUE IHULLIER



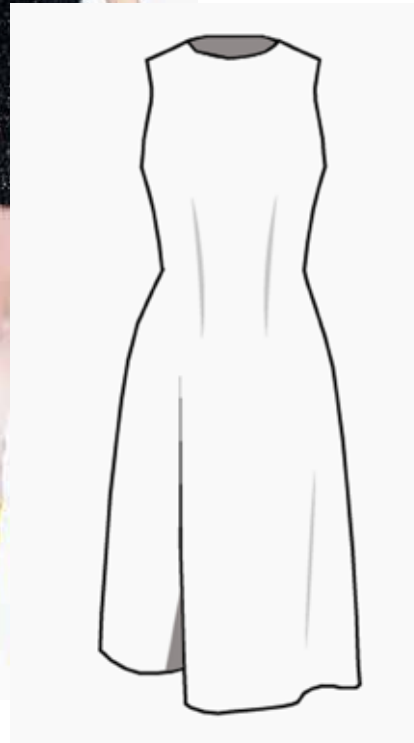




MICHAEL KORS



ARMANI



# FITTED DRESS

## KEY FEATURES TO INCLUDE

slim fitted

round high neck

bold prints

formal look

pencil bottom of the dress

100% polyester

FASHION

MARY KATRANTZOU



MOTHER OF PEARL



WGSN SLIP DRESS TREND



RALPH LAUREN



# OCCATION DRESS

## KEY FEATURES TO INCLUDE

slim fitted

waist tucked in

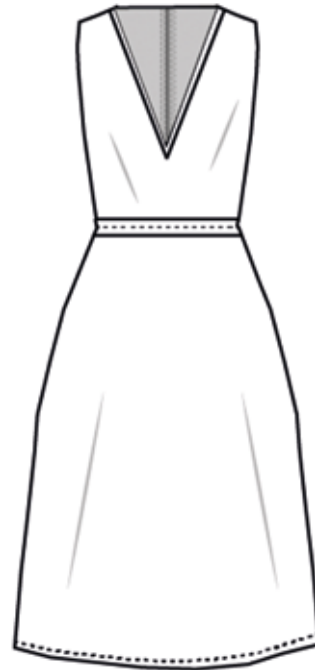
v-neck

100% silk

formal look

bright pattern

TRIAL





## MY RANGE



**£180**

Made in China  
100% silk



**£175**

Made in China  
100% silk



**£145**

Made in  
Romania  
100% polyester

# MY RANGE

---



**£155**

Made in China  
100% silk



**£95**

Made in China  
100% cotton



**£90**

Made in China  
100% cotton

WHISTLES DRESSES

## **.TRIAL. HARRIET DRESS**

---



**CORNEL SUEDE  
POINT PUMP**



**MATTE CROC  
SMALL CLUTCH**



**MINI WIRE  
HOOP SHAPE  
EARRINGS**



**SUKI SQUARE  
CATSEYE  
SUNGLASSES**



This dress would be ideal for most of the customer types as it would look great on all body types and the personality of the customers. Especailly Lily who is daring and needs dresses for special occations. The dress looks original and more of a statement which is the reason behind it being a trial dress. For mums like Nina is it great as it will look lovely on also it is a stable and easy wearing dress that she will not have to worry about



department: dresses		style no		first fit	lab dip approval	trim approval	seal approval	bulk approval	raw materials in house	cut date	production sample	ex factory	ETA	phasing
responsibility				garment tech	buyer	buyer	garment tech	buyer	factory	factory	factory	factory merch	factory merch	merchandise
product description	HARRIET DRESS	W1306	plan	08/04/17	15/04/17	15/04/17	22/04/17	29/04/17	13/05/17	20/05/17	27/05/17	03/06/17	10/06/17	17/06/17
origin	China													
quantity	500 pcs													
options	Millie Pattern													
size range	size 4-16													
size ratio	4:1 6:1 8:3 10:3 12:3 14:2 16:1													
cost price	£30													
selling price (less VAT)	£150													
retail selling price	£180													
margin	80%													
order placed	28/03/17													
lead time	10 weeks													
shipping	flying													
TRIAL														

All silk is organic and use the ethical protection act to ensure all employees are safe and secure in the work place. Whistles also visit the factories once a year to ensure this is running to an excellent level



**WIDE BRIM SUN  
HAT**



**LAUREN  
OVERSIZED  
WAYFARER**



**WOVEN  
LEATHER  
SMALL CLUTCH**



**FIRTH  
FOOTBED  
SANDAL**

## **.TRIAL. ALEXIA DRESS**

---



This is a trial dress as not every customer would want to wear it as not every customer likes long style dresses to wear although it is very good for occasions wear which is Whistles best selling area. Having the different patterns is ideal as the more daring customer like Lily would want something more individual and traveling to different countries she is more adventurous with pattern in comparison to someone like Nina.

department: dresses		style no		first fit	lab dip approval	trim approval	seal approval	bulk approval	raw materials in house	cut date	production sample	ex factory	ETA	phasing
responsibility				garment tech	buyer	buyer	garment tech	buyer	factory	factory	factory	factory merch	factory merch	merchandise
product description	ALEXIA DRESS	W1305	plan	06/03/17	20/03/17	20/03/17	27/03/17	03/04/17	17/04/17	17/04/17	24/04/17	01/05/17	08/05/17	15/05/17
origin	China													
quantity	500 pcs													
options	Pixie Green/ Green Leaf		revised											
size range	size 4-16													
size ratio	4:1 6:1 8:3 10:3 12:3 14:2 16:1													
cost price	£20		actual											
selling price (less VAT)	£100													
retail selling price	£120													
margin	80%													
order placed	24/02/17													
lead time	10 weeks													
shipping	flying													
TRIAL														

All silk is organic and use the ethical protection act to ensure all employees are safe and secure in the work place. Whistles also visit the factories once a year to ensure this is running to an excellent level



# **.FASHION. MATILDA BUTTON DRESS**

---



**METAL TUBE  
BRACELET**



**LOOP HOOP  
CHAIN DROP  
EARRING**



**FIRTH METALIC  
FOOTBED  
SANDAL**



**EVERETT  
DRAWSTRING  
BAG**



This dress looks like it maybe daring to customers as there are no neutral colours which some customers may find risky and want a neutral colour although Whistles in the 2016 range introduced a shirt dress in a green and white floral also a blue and yellow floral which have been selling well. As Whistles have large customer loyalty the customers would be more willing to buy the dresses as they would trust the brand and may feel more daring if they see it in the store

department: dresses		style no		first fit	lab dip approval	trim approval	seal approval	bulk approval	raw materials in house	cut date	production sample	ex factory	ETA	phasing
responsibility				garment tech	buyer	buyer	garment tech	buyer	factory	factory	factory	factory merch	factory merch	merchandise
product description	MATILDA DRESS	W1304	plan	09/01/17	23/01/17	23/01/17	30/01/17	13/02/17	27/02/17	27/02/17	06/03/17	27/03/17	10/04/17	24/04/17
origin	China													
quantity	1000 pcs													
options	Orange tropical/ Yellow Tropical													
size range	size 4-16													
size ratio	4:1 6:1 8:3 10:3 12:3 14:2 16:1													
cost price	£38.75													
selling price (less VAT)	£129.17													
retail selling price	£155													
margin	70%													
order placed	02/01/17		actual											
lead time	15 weeks													
shipping	flying													
FASHION														

All silk is organic and use the ethical protection act to ensure all employees are safe and secure in the work place. Whistles also visit the factories once a year to ensure this is running to an excellent level

# **.FASHION. GEORGIA DRESS**

---



**HEYLOR MID  
POINT COURT  
SHOE**



**JAVA  
OVERSIZED  
LEATHER TOTE**



**MADE  
SHILALA  
NECKLACE**



**SUKI SQUARE  
CATSEYE SUN-  
GLASSES**



The Georgia dress is great as it is very versatile, it can be worn in the day time as a work, formal dress also carry on wearing it through into the night, this would be amazing for customers like Alexia as she lives a busy life and it is ideal for its versatility especially with the variety of colours and styling with jewellery and layering. Whistles have to offer most customers would want to buy the dress.



department: dresses		style no		first fit	lab dip approval	trim approval	seal approval	bulk approval	raw materials in house	cut date	production sample	ex factory	ETA	phasing
responsibility				garment tech	buyer	buyer	garment tech	buyer	factory	factory	factory	factory merch	factory merch	merchandise
product description	GEORGIA DRESS	W1303	plan	02/01/17	16/01/17	16/01/17	23/01/17	06/02/17	20/02/17	20/02/17	27/02/17	20/03/17	03/04/17	17/04/17
origin	Romania													
quantity	1000 PCS													
options	Orange Tropical/ Yellow Tropical/ Night Sky													
size range	size 4-16													
size ratio	4:1 6:1 8:3 10:3 12:3 14:2 16:1													
cost price	£20.40													
selling price (less VAT)	£68													
retail selling price	£145													
margin	70%													
order placed	26/12/16													
lead time	15 weeks													
shipping	car													
FASHION														

All the factories use the ethical protection act to ensure all employees are safe and secure in the work place. Whistles also visit the factories once a year to ensure this is running to an excellent level



**CARA  
OVERSIZED  
SUNGLASSES**



**CORNEL SUEDE  
POINT PUMP**



**MATTE CROC  
RIVINGTON  
CLUTCH**



**TRIANGLE  
THROUGH  
EARRINGS**

## **.BASIC. SHIRT DRESS**



All customers would love this dress as it is so easy to wear which is Whistles main priority in their clothing. There is also a large variety in the colours so the customers can buy the same dress in different colours and the colours are easy to wear for both night and day, also the layering and ways the accessorize the dress is very easy to be able to wear with anything, especially the night sky colour.

department: dresses		style no		first fit	lab dip approval	trim approval	seal approval	bulk approval	raw materials in house	cut date	production sample	ex factory	ETA	phasing
responsibility				garment tech	buyer	buyer	garment tech	buyer	factory	factory	factory	factory merch	factory merch	merchandise
product description	ALEXIA DRESS	W1305	plan	06/03/17	20/03/17	20/03/17	27/03/17	03/04/17	17/04/17	17/04/17	24/04/17	01/05/17	08/05/17	15/05/17
origin	China													
quantity	500 pcs													
options	Pixie Green/ Green Leaf		revised											
size range	size 4-16													
size ratio	4:1 6:1 8:3 10:3 12:3 14:2 16:1													
cost price	£20		actual											
selling price (less VAT)	£100													
retail selling price	£120													
margin	80%													
order placed	24/02/17													
lead time	10 weeks													
shipping	flying													
TRIAL														

All cotton is organic and use the ethical protection act to ensure all employees are safe and secure in the work place. Whistles also visit the factories once a year to ensure this is running to an excellent level



# **.BASIC. LOTTIE DRESS**

---

WHISTLES DRESSES



**FELT HEAVY  
SOLE TRAINER**



**MADE  
HAMMERED  
DROP PENDANT**



**MINI VERITY  
BACKPACK**



**ROSIE SLIM  
AVIATORS**



This dress is the easiest most wearable dress in the range, it is the most ideal dress for all customers, it can be more of a statement with the leaf green pattern, it can be easily worn with a variety of clothing and layering with different pieces of clothing and there is a more casual, thrown on dress style with the pixie green and pink grapefruit colours.

department: dresses		style no		first fit	lab dip approval	trim approval	seal approval	bulk approval	raw materials in house	cut date	production sample	ex factory	ETA	phasing
responsibility				garment tech	buyer	buyer	garment tech	buyer	factory	factory	factory	factory merch	factory merch	merchandise
product description	LOTTIE DRESS	W1302	plan	17/10/16	31/10/16	07/11/16	14/11/16	05/12/16	26/12/16	09/01/17	16/01/17	13/02/17	13/03/17	20/03/17
origin	China													
quantity	1500 pcs													
options	Green Leaf/ Pixie Green/Pink Grapefruit													
size range	size 4-16													
size ratio	4:1 6:2 8:3 10:3 12:3 14:2 16:1													
cost price	£30													
selling price (less VAT)	£75													
retail selling price	£90													
margin	60%													
order placed	03/10/16													
lead time	22 weeks													
shipping	flying													
BASIC														

All cotton is organic and use the ethical protection act to ensure all employees are safe and secure in the work place. Whistles also visit the factories once a year to ensure this is running to an excellent level

# MOCK IN STORE LAYOUT





# WHISTLES

LESLIE

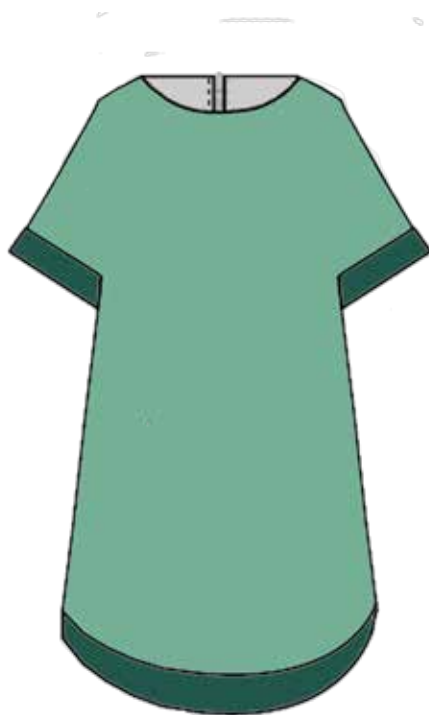
fresh start

come inside to see our new collection

fresh start

come inside to see our new collection

Dr. Martens



**.LOTTIE DRESS.**  
pixie green



**.GEORGIA DRESS.**  
night sky



**.SHIRT DRESS.**  
marshmallow white

These dresses are expected to be the bestsellers as out of the whole range it is felt that these dresses are the most wearable and the best dresses that can be worn in the day and night, ideal to style anything with and layer the dresses with anything, they can be worn on a hot summers day also transitioning into the autumn with a coat and worn with a warmer look.

# BEST SELLERS

---



# PHASING

WHISTLES DRESSES



The first 3 dresses are easier to wear in temperatures that are very warm and on the cooler side as they are easy to layer with different accessories and clothing, either with bold or patterned colours. There are also more neutral colours and gradually get more bold and vibrant towards the warmer months with the Georgia dress.

# PHASING



24/04/17



10/06/17



17/06/17

WHISTLES DRESSES

These dresses are phased in later on as they are more of a brighter and bold dress which customers tend to wear in the warmer summer months and they can make more of a statement with their outfits. They are all easy to wear as they can be worn with plain coloured shoes and jackets and do not need extra pieces of jewellery or a bold bag to make a statement. They are all simple fitted dresses so customers especially ones like Nina do not have to worry about how their dress is sitting on them.

# REFERENCING

## front cover image

WHISTLES (2016) Look book, campaign. Available at: <http://www.whistles.com/look-book/> (Accessed: 16 March 2016).

## Jane shepherdson image

WHISTLES (no date) Jane shepherdson whistles. Available at: <http://www.whistles.com/whistles/janeshepherdson.html> (Accessed: 16 March 2016).

## past catwalks SS 13/14/15

Show (no date) Available at: <http://www.vogue.co.uk/fashion/spring-summer-2015/ready-to-wear/whistles/full-length-photos/gallery/1241674> (Accessed: 13 March 2016).

## whistles clothing comp shop

WHISTLES (no date) Women's clothing, men's clothing, contemporary fashion. Available at: <http://www.whistles.com> (Accessed: 13 March 2016).

Cosstores.com (2016) Available at: <http://www.cosstores.com/gb/> (Accessed: 13 March 2016).

Limited, B.F. (2016) Luxury British fashion clothing & accessories. Available at: <http://www.jigsaw-online.com> (Accessed: 13 March 2016).

## celebrities muse's

Ltd, C.N.P. (2016) Celebrities do high street. Available at: <http://www.glamourmagazine.co.uk/fashion/celebrity-fashion/2010/09/celebrities-in-high-street-clothes#!image-number=216> (Accessed: 16 March 2016).

Ltd, C.N.P. (2016) Celebrities do high street. Available at: <http://www.glamourmagazine.co.uk/fashion/celebrity-fashion/2010/09/celebrities-in-high-street-clothes#!image-number=200> (Accessed: 16 March 2016).

Mcconnell, D. and Strang, F. (2013) Pictured: Prince Harry goes incognito at Glastonbury in trilby and sunglasses... As he parties until the early hours. Available at: <http://www.dailymail.co.uk/tvshowbiz/article-2353465/Prince-Harry-goes-incognito-Glastonbury-trilby-sunglasses--parties-early-hours.html> (Accessed: 16 March 2016).

(No Date) Available at: <https://s-media-cache-ak0.pinimg.com/originals/ca/46/64/ca46647e848531a3305b2bb9f3a17086.jpg> (Accessed: 16 March 2016).

London, B. (2013) Whistles to launch menswear range. Available at: <http://www.dailymail.co.uk/femail/article-2454304/Duchess-Cambridges-favourite-high-street-label-Whistles-launch-menswear-range.html> (Accessed: 16 March 2016).

makan, sunil (2012) Samantha cameron. Available at: <http://www.elleuk.com/fashion/celebrity-style/samantha-cameron> (Accessed: 16 March 2016).

Brands, W. (2007) Kim Sears and whistles animal print Bodycon dress (#3382687) / Coolspotters. Available at: <http://coolspotters.com/public-figures/kim-sears/and/clothing/whistles-animal-print-bodycon-dress/media/3382687#medium-3382687> (Accessed: 16 March 2016)

(No Date) Available at: [http://www.look.co.uk/pictures/celebs-wear-high-street-too-shop-the-look?utm\\_campaign=content\\_look\\_I\\_cwhst\\_cwhst\\_141104&utm\\_source=pinterest&utm\\_medium=social](http://www.look.co.uk/pictures/celebs-wear-high-street-too-shop-the-look?utm_campaign=content_look_I_cwhst_cwhst_141104&utm_source=pinterest&utm_medium=social) (Accessed: 16 March 2016).



### instore imagery

### own imagery

### customer profile imagery

Leslie, Finks, A., Carrizales, M., Cordio, S., Mortensen, D., E, A., Garcia, M., Mountjoy, T., M, M., C, E., Coogan, K., Carroll, C., Mouse, M., Cole, K., smith, M. and D, P. (2014) 'Travel', All Recipes, 24 March. Available at: <http://www.thewholesomedish.com/go-baked-oatmeal-favorite-toppings/> (Accessed: 13 March 2016).

Search - Google+ (2016) Available at: <https://plus.google.com/u/0/s/%23TravelThursday/posts> (Accessed: 13 March 2016).

TOMS (2011) TOMS: One for One. Available at: [http://www.toms.co.uk/?&utm\\_source=google&utm\\_medium=cpc&utm\\_term=%2Btoms&utm\\_campaign=UK+Brand+Head+Terms+-+BMM&utm\\_content=sONa1G4R5\\_dc%7Cpcrid%7C54020219031%7Cpk-w%7C%2Btoms%7Cpmt%7Cb%7C&gclid=Cj0KEQiAvJS3BRDd44fjndyii6MBEiQAN4EkPbS5FtZ2HUFjrpOKOUqLWwPgR9Yv8JgQpb-bE2P9vQ8aAtea8P8HAQ](http://www.toms.co.uk/?&utm_source=google&utm_medium=cpc&utm_term=%2Btoms&utm_campaign=UK+Brand+Head+Terms+-+BMM&utm_content=sONa1G4R5_dc%7Cpcrid%7C54020219031%7Cpk-w%7C%2Btoms%7Cpmt%7Cb%7C&gclid=Cj0KEQiAvJS3BRDd44fjndyii6MBEiQAN4EkPbS5FtZ2HUFjrpOKOUqLWwPgR9Yv8JgQpb-bE2P9vQ8aAtea8P8HAQ) (Accessed: 13 March 2016).

LifeLessOrdinary (no date) Available at: <http://lifelessordinary0.tumblr.com> (Accessed: 13 March 2016).

Lucas, J. (2015) Incandescently happy. Available at: <http://newyorkinthespring.tumblr.com/post/107401726692> (Accessed: 13 March 2016).

Agents' Mutual (no date) Abingdon road, Kensington, London, W8 3 bed terraced house for sale - £4, 950, 000. Available at: <https://www.onthemarket.com/details/629670/> (Accessed: 13 March 2016).

Banyan tree Phuket @ Thailand (no date) Available at: <https://fancy.com/things/289245979/Banyan-Tree-Phuket-@-Thailand> (Accessed: 13 March 2016).

Jessica (2016) Delsey luggage. Available at: <http://www.luggagefactory.com/blog/delsey-luggage> (Accessed: 13 March 2016).

### own imagery

WHISTLES (no date) Women's clothing, men's clothing, contemporary fashion. Available at: <http://www.whistles.com> (Accessed: 13 March 2016).

Wagner, T. (2015) Cardamom coffee. Available at: <http://honestllyum.com/12652/cardamom-coffee/> (Accessed: 16 March 2016).

Related (2012) Travelling alone: Solo travel useful tips. Available at: <http://www.99traveltips.com/travel-tips/travelling-alone-solo-travel-useful-tips/> (Accessed: 16 March 2016).

### social media

Pebbles, L. (no date) Lily pebbles. Available at: <http://www.lilypebbles.co.uk/#G7xloFyWj9vZF0Fu.97> (Accessed: 16 March 2016).

IPHONE 6 PLUS 16GB GOLD AKILLI TELEFON (2000) Available at: <http://www.teknosa.com/urunler/125071340/iphone-6-plus-16gb-gold-akilli-telefon> (Accessed: 16 March 2016).

Whistles (2016) Whistles. Available at: <https://www.facebook.com/thisiswhistles/?fref=ts> (Accessed: 16 March 2016).

Whistles (2010) Whistles on Twitter. Available at: <https://twitter.com/thisiswhistles> (Accessed: 16 March 2016).

Whistles (thisiswhistles) (no date) Available at: <https://uk.pinterest.com/thisiswhistles/> (Accessed: 16 March 2016).

Whistles (@thisiswhistles) Instagram photos and videos (no date) Available at: <https://www.instagram.com/thisiswhistles/> (Accessed: 16 March 2016).

# REFERENCING

## encounter culture trend imagery

WGSN

City, B. (no date) Birmingham city university - sign in. Available at: <http://ezproxy.bcu.ac.uk:2264/home/> (Accessed: 13 March 2016).

Williamson, M. (2015) Don't miss out. Available at: <https://www.matthewwilliamson.com/mw-daily/14697/news-spring-summer-2015-print-gallery> (Accessed: 13 March 2016).

6, S. (2016) Green tropical paradise art print by Nikkistrange. Available at: [https://society6.com/product/green-tropical-paradise\\_print](https://society6.com/product/green-tropical-paradise_print) (Accessed: 13 March 2016).

(No Date) Available at: <http://aprildavenport.tumblr.com/post/23456106268/n-w-c-chanel-n-5> (Accessed: 13 March 2016).

style, bowie and profile, V. my complete (2006) SPONSORS. Available at: <http://printpattern.blogspot.co.uk/2015/07/designer-laura-olivia.html> (Accessed: 13 March 2016).

Etsy (2016) Unavailable listing on Etsy. Available at: [https://www.etsy.com/uk/listing/112287069/african-fabric-super-wax-print-6-yards?utm\\_source=Pinterest&utm\\_medium=PageTools&utm\\_campaign=Share](https://www.etsy.com/uk/listing/112287069/african-fabric-super-wax-print-6-yards?utm_source=Pinterest&utm_medium=PageTools&utm_campaign=Share) (Accessed: 13 March 2016).

(No Date) Available at: <http://www.ahfabrics.com/collections/277-mogambo/detail/620-h7185b?tmpl=component> (Accessed: 13 March 2016).

RugsUSA (1998) Area rugs in many styles including contemporary, braided, outdoor and Flokati shag rugs. Buy rugs at America's home decorating Superstore Area rugs. Available at: <http://www.rugsusa.com/rugsusa/rugs/surya-saf5/black/158SAF10808-508.html> (Accessed: 13 March 2016).

Ohneschokolade, G. (2015) Foto-Trends 2015. Available at: <http://page-online.de/bild/fototrends-2015/?cid=1> (Accessed: 13 March 2016).

Creations2016My (2013) My Creations. Available at: <http://sasharella76.tumblr.com/post/120707377092> (Accessed: 13 March 2016).

## final range patterns

style, bowie and profile, V. my complete (2006) SPONSORS. Available at: <http://printpattern.blogspot.co.uk> (Accessed: 13 March 2016).

WGSN

City, B. (no date) Birmingham city university - sign in. Available at: <http://ezproxy.bcu.ac.uk:2264/home/> (Accessed: 13 March 2016).

## catwalk imagery

Catwalk (2014) Available at: <http://www.elleuk.com/catwalk/season/spring-summer-2016> (Accessed: 16 March 2016).

WGSN

City, B. (no date) Birmingham city university - sign in. Available at: <http://ezproxy.bcu.ac.uk:2264/home/> (Accessed: 13 March 2016).

in store layout

own imagery

Ltd, V.D. (2016) Female straight stance fashion mannequin (white/black gloss). Available at: [http://www.valentinosdisplays.com/Female-Straight-Stance-Mannequin-\(White-Black-Gloss\)-p-584.html](http://www.valentinosdisplays.com/Female-Straight-Stance-Mannequin-(White-Black-Gloss)-p-584.html) (Accessed: 16 March 2016).

(No Date) Available at: <http://fashionista.com/2015/10/need-supply-stores-in-house-line> (Accessed: 16 March 2016).

(No Date) Available at: <http://www.theguardian.com/lifeandstyle/2010/may/15/coat-racks-pillowcase-cleaningcoat> (Accessed: 16 March 2016).



# WHISTLES DRESSES