

Report On

**“Importance of Collaboration with Brands from the
Perspective of Dickies”**

Submitted By

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An internship report submitted in partial fulfillment of the requirements for the degree of
Masters in Procurement and Supply Management

Department: Masters in Procurement & Supply Management (MPSM)

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:



Student Name: KHALID IBN MAHBUB

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Supervisor's Full Name & Signature:



Supervisor Full Name: N M SAZZAD KADIR,

Manager, Sourcing Development,
VF Asia Sourcing Limited.

Letter of Transmittal

Muhammad Azizur Rahman,
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Faculty,
Department of MPSM,
BRAC University,
66 Mohakhali, Dhaka-1212.

Subject: Report on Importance of Collaboration with Brands from the Perspective of Dickies.

Dear Sir,

This is my pleasure to submit my report to you regarding Importance of Collaboration with Brands from the Perspective of Dickies. It is a great pleasure to work under your supervision.

This report explains how collaboration with different brands effects on Dickies business.

I would like to thank my supervisor N M Sazzad Kadir, Manager, Sourcing Development, VF Asia Sourcing Limited of Bangladesh Liaison office.

I have attempted my best to complete this report within the essential date and recommended Proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

This is my pleasure to submit my report to you

Sincerely yours,



Name: KHALID IBN MAHBUB

Student ID: 19382010

BRAC University

Date: Aug 27th, 2024.

Non-Disclosure Agreement

This agreement is made and entered into by and between VF Asia Sourcing Limited and the undersigned student at Brac University- Khalid Ibn Mahbub.

Acknowledgement

At first, my gratefulness goes to almighty Allah for giving me the strength & ability to complete this report.

I would like to extend thanks to the Honorable faculty members of MPSM program for enriching each of the student's career with great inputs and insights.

Special thanks go to my Industry supervisor N M Sazzad Kadir, who has given in depth idea about Dickies and shared his experience which has helped me to finalize this report.

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With a very special recognition. I would like to thank my family who provided their continuous inspiration, sacrifice and support encouraged me to complete report work successfully.

Executive Summary

VF Corporation is an American company founded in 1899 by John Barbey and a group of investors in Pennsylvania. Expanding into silk lingerie in 1913, the company underwent several transformations and expansions over the years. In 2017, VF acquired Williamson-Dickie Mfg. Co. and its portfolio of work wear brand by establishing itself as a global leader in the work wear category.

Dickies has always been known for its both tactical and functional work wears. Dickies has spent nearly a century crafting creative work wears which are mostly based on performance, durability, and comfort with ensuring the affordability among all type of customers.

However, keeping pace with the ever so changing world, Dickies is evolving towards the fashion industry by shifting to “Work Inspired (WI)” from “Work Wears”. To take this movement forward, they have started collaborating with many new generation designers and brands. In this report, the impacts of collaborations with different brands by comparing the order status with mainline and collaboration orders is described. As consequences, we found that the mainline orders increased more than collaborative orders.

List of Acronyms

F23	Fall 2023 (Means an order placement season)
FOB	Free On Board
SS24	Summer 2024 (Means an order placement season)
Qty	Quantity
Fty	Factory

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Chapter 1

Introduction

VF Corporation is one of the world's largest apparel, footwear and accessories companies connecting people to the lifestyles, activities, and experiences they cherish most through a family of iconic outdoor, active and work wear brands. VF works to make a positive impact by changing their business strategy and the industry itself. It is also committed to building and maintaining a workplace that promotes the diversity of different associates through allowing them to bring authentic selves to work every day.

Acquiring Dickies, have always been a worthy decision for VF Corporation. Dickies tries to be at the forefront of using DIY fashion to connect with consumers by highlighting makers and artisans. Despite its heritage in traditional work wear, Dickies recently found itself at the forefront of an emerging fashion trend. It embraces sustainability with the remaking and up cycling of old clothing into something new. It became possible by collaborating with different brands by sharing each contents, ideas and responsibilities.

Chapter 2

Background

VF Corporation is one of the most influential apparel foot wears & accessories based American company, originally known as the Reading Glove and mitten Manufacturing Company founded in 1899 by John Barbey and a group of investors in Pennsylvania. Over the Years, the company underwent several transformations and expansions from 1920 by renaming Vanity Fair Silk Mills to the acquisition as VF Corporation in 1969. Then, it acquired Bluebell (includes the Wrangler, Jan Sport, Red Cap), The North Face, Vans, the Nautica, the NapaPijri, the Reef, the Eagle Creek, the splendid, Timberland and other significant brand through the years. In 2017, VF acquired Williamson-Dickie's brands, including Dickies, Workrite, Kodiak, Terra, and Walls. After that, it continued acquiring brands and established a sharing global headquarters in Denver, Colorado.

Dickies is familiar as a work wear brand for providing hard-wearing, long-lasting and comfortable clothes since 1922. It is originally founded in Texas, USA, Dickies has grown into a global brand available in more than 100 countries with 100% satisfaction guarantee. Dickies have a wide range of product line- Starting with the bib overalls, available for work pant and work shirts by offering full line of Cargo pants, Carpenter Pants, Jeans, outwears, Double knee pant, Coverall, Jackets, Long Sleeve T-Shirts, Button Up Shirts, Work Tops, Long Sleeve Work Tops, Cropped Tops, Tank Tops, Tactical and Mechanic uniforms. Bangladesh garments industry produce most of all style since couple of years.

2.1 “Collaboration” and its contribution

Collaboration refers the process of working together with one or more people or organizations to achieve a common goal by sharing ideas, resources and responsibilities. Every professional sector relies on collaboration skills. This concept of collaboration is crucial for increasing productivity at work, accelerating professional growth and producing better results in the team. To achieve great results, the team from collaborating sides must have a common ground. Setting clear objectives can help to guarantee that teammates work together to achieve the desired results. By capitalizing each other's capabilities and know-how, collaborating companies' risks

of breaking into new markets reduce and gains a competitive advantage serving their respective consumers better while improving offerings.

2.2 DICKIES AND COLLABORATION

As example, Dickies and Supremes' collaborative relationship formed on 2009 by releasing some now grail-worthy corduroy slacks. Their collaboration goal has always been to explore work wear styling.

By collaborating with different brands, Dickies produces 2 specific segments of garments:

- ✓ **Work Wear:** These are mostly garments which are only used during works in case of sensitive/non sensitive areas. Like- Welders, Truck drivers, Engineers, Soldiers.
- ✓ **Work Inspired:** These are mostly fashion driven work wears which also can be worn in regular days. They are not bound to wear only at works. These are handier as it can be used as fashion statement among generalize industries.

Now-a-days, work inspired segment is booming and became trendier among the garments that Dickies sells. Individuals are more concerned about the fashion today even while working to ensure the full utilization of their purchase of attires. However, the FIT of Work inspired remains the same.

As example- The Supreme × Dickies Spring 2022 Collaboration builds on established styles, leading with the Eisenhower Jacket which introduced four colorways marked by side stripe details. That was a global release via the streetwear imprint's website on April 7, 2022.

2.3 PURPOSE OF COLLABORATION:

Dickies mainly produces workwear and now its gradually shifting to the work inspired products more. Purpose of Collaboration with Other Brands are listed as below:

1. To make Dickies more familiar with updating lifestyles and trendy Fashion.
2. To have a wide range of product line- by fusion of work wears with regular wears like- Jeans, outwears, Double knee pant, Coverall, Denim, Fleece, Underwear, Jackets, Long Sleeve T-Shirts, Button Up Shirts, Work Tops, Long Sleeve Work Tops, Cropped Tops, Tank Tops.

Chapter 3

3.1 BROAD OBJECTIVE

The main purpose of the study is to understand the impact of Collaborations in Dickies Business.

3.2 SPECIFIC OBJECTIVES

- ✓ To know which brands Dickies is collaborating with.
- ✓ To know the business impact of these collaboration with Dickies.

3.3 METHODOLOGY

Here I analyzed the below data which are collected by myself from the Product Development Manager in local office in Dhaka, Bangladesh.

3.4 LIMITATION

The main limitation of this report is that these studies doesn't assure the future profitability of business growth or reduction rather it will demonstrate a trend or potential future impact if these collaborations are to be made in bulk.

Chapter 4

To support the concept of making the work wear more fashionable, Dickies designer team is aggressively working with different brand designers for “Co-creations. Let’s take a look at some of the significant collaboration’s.

4.1 F23 Work Inspired Main Line Business:

In F23 the business the total quantity is 3, 10,446 pcs having a value of \$6,170,007. Which is \$19.87 landed FOB on an average. It almost covered all the categories. As shown in the below chart.

TABLE 01- F23 WI Quantity & FOB

Style	Color	Description	Quantity	Quoted Fob	Total Fob
DDSK68	DDSK68WVB	M DICKIES SKATEBOARDING WINGVILLE LOOSE DENIM	3818	\$15.08	\$57,575.44
DUR02	DUR02SWM	M WI DOUBLE FRONT DUCK PANT	1028	\$17.16	\$17,640.48
DUR03	DUR03SWR	M DUCK CARPENTER PANT	4068	\$14.17	\$57,643.56
DUR05	DUR05WVB	M WI LOOSE FIT DOUBLE KNEE DENIM PANT	4780	\$14.06	\$67,206.80
DUR07	DUR07NT	M THOMASVILLE DENIM PANT	8947	\$13.94	\$124,721.18
DUR07	DUR07CLB	M THOMASVILLE DENIM PANT	8680	\$15.95	\$138,446.00
DUR08	DUR08RNB	M HOUSTON DENIM	3992	\$12.68	\$50,618.56
DUR08	DUR08LTD	M HOUSTON DENIM	9067	\$13.99	\$126,847.33
DUR08	DUR08SBK	M HOUSTON DENIM	6512	\$12.01	\$78,209.12
DUR08	DUR08CLB	M HOUSTON DENIM	4692	\$12.99	\$60,949.08
DUR09	DUR09RNB	M MADISON LOOSE DENIM	4334	\$14.39	\$62,366.26
DUR09	DUR09LTD	M MADISON LOOSE DENIM	8084	\$17.85	\$144,299.40
DUR13	DUR13VPR	M GREENSBURG PANT	2375	\$17.35	\$41,206.25
DUR13	DUR13VPB	M GREENSBURG PANT	2375	\$17.35	\$41,206.25
DUR14	DUR14FCG	M ELLIS PANT	4495	\$13.69	\$61,536.55
DUR14	DUR14FCR	M ELLIS PANT	3495	\$13.69	\$47,846.55
DUR16	DUR16CKD	M ALMA CORD PANT	2465	\$25.26	\$62,265.90
DUR16	DUR16CGB	M ALMA CORD PANT	3465	\$25.26	\$87,525.90
JTR07	JTR07SDS	M DUCK HOODED BOMBER JACKET	0	\$26.88	\$0.00
TCR04	TCR04SWR	M WI DUCK HIGH PILE FLEECE LINED CHORE JACKET	786	\$25.90	\$20,357.40

TCR04	TCR04SDS	M WI DUCK HIGH PILE FLEECE LINED CHORE JACKET	1000	\$25.90	\$25,900.00
TER02	TER02SDS	M R2R DUCK LINED VEST	1000	\$19.16	\$19,160.00
TER07	TER07FCR	M ELLIS FLORAL REVERSIBLE VEST	3691	\$15.77	\$58,207.07
TJ201	TJ201DVM	M DICKIES QUILTED HOODED SHIRT JACK	3660	\$19.08	\$69,832.80
TJ201	TJ201NBU	M DICKIES QUILTED HOODED SHIRT JACK	4780	\$19.08	\$91,202.40
TJR04	TJR04SWM	M TEXTURED FLEECE LINED DUCK CANVAS JACKET	506	\$21.07	\$10,661.42
TJR22	TJR22BM	M GLACIER VIEW ANORAK	2369	\$25.05	\$59,343.45
TJR24	TJR24BM	M GLACIER VIEW COAT	918	\$38.58	\$35,416.44
TJR25	TJR25BKX	M WALDENBURG HOODED JACKET	3790	\$32.83	\$124,425.70
TJR25	TJR25IK9	M WALDENBURG HOODED JACKET	2403	\$32.83	\$78,890.49
TJR25	TJR25ML	M WALDENBURG HOODED JACKET	2000	\$32.83	\$65,660.00
TJR29	TJR29BKX	M GLACIER VIEW EXPEDITION JACKET	3848	\$43.06	\$165,694.88
TJR31	TJR31QG2	M WI OAKPORT COACH JACKET	3653	\$15.97	\$58,338.41
TJR38	TJR38LTD	M MADISON DENIM JACKET	4533	\$20.70	\$93,833.10
TJR38	TJR38RNB	M MADISON DENIM JACKET	5033	\$17.23	\$86,718.59
TJR39	TJR39FCG	M ELLIS DUCK JACKET	6995	\$25.52	\$178,512.40
TJR39	TJR39FCR	M ELLIS DUCK JACKET	4470	\$25.52	\$114,074.40
TJR41	TJR41ML	M JACKSON WINDBREAKER JACKET	3936	\$21.91	\$86,237.76
TJR44	TJR44BKX	M WALDENBURG JACKET	14552	\$27.64	\$402,217.28
TJR44	TJR44CB	M WALDENBURG JACKET	3994	\$27.64	\$110,394.16
TJR44	TJR44ML	M WALDENBURG JACKET	7294	\$27.64	\$201,606.16
TJR53	TJR53BKX	M OVERBROOK PUFFER JACKET	3964	\$33.57	\$133,071.48
TJR53	TJR53CB	M OVERBROOK PUFFER JACKET	3288	\$33.57	\$110,378.16
TJR54	TJR54BKX	M OVERBROOK HOODED PUFFER JACKET	2704	\$44.28	\$119,733.12
TJR54	TJR54CB	M OVERBROOK HOODED PUFFER JACKET	1628	\$44.28	\$72,087.84
TJR60	TJR60BKX	M WITCHITA LINED IKE JACKET	703	\$26.38	\$18,545.14

TJSK11	TJSK11DS	M DICKIES SKATEBOARDING GRANTS PASS JACKET	332	\$19.10	\$6,341.20
TJSK12	TJSK12IK9	M DICKIES SKATE COACHES JACKET	3398	\$12.89	\$43,800.22
TJSK12	TJSK12BKX	M DICKIES SKATE COACHES JACKET	5175	\$12.89	\$66,705.75
TJSK12	TJSK12DS	M DICKIES SKATE COACHES JACKET	4610	\$12.89	\$59,422.90
TJSK5	TJSK5IK9	M DICKIES SKATEBOARDING DUCK SHACKET	3640	\$21.25	\$77,350.00
TJSK5	TJSK5DV9	M DICKIES SKATEBOARDING DUCK SHACKET	3400	\$21.25	\$72,250.00
WL657	WL657DBV	M DICKIES REGULAR FIT FLEX FLANNEL LS SHIRT	4296	\$14.99	\$64,397.04
WL657	WL657BVS	M DICKIES REGULAR FIT FLEX FLANNEL LS SHIRT	4380	\$14.99	\$65,656.20
WLR15	WLR15RNB	M HOUSTON LS SHIRT	3368	\$18.06	\$60,826.08
WLR15	WLR15CLB	M HOUSTON LS SHIRT	5178	\$19.47	\$100,815.66
WLR21	WLR21CHB	M PLAID COALING LS SHIRT	6623	\$22.68	\$150,209.64
WLR21	WLR21CHK	M PLAID COALING LS SHIRT	5623	\$22.68	\$127,529.64
WLR38	WLR38HDG	M MILTONVALE BRUSHED TWEED LS SHIRT	25	\$15.55	\$388.75
WLR38	WLR38HDR	M MILTONVALE BRUSHED TWEED LS SHIRT	25	\$15.55	\$388.75
WLR51	WLR51CGB	M ALMA PLAID LS SHIRT	3868	\$21.81	\$84,361.08
WLR51	WLR51CKD	M ALMA PLAID LS SHIRT	3868	\$21.81	\$84,361.08
WLR52	WLR52SBK	M DUCK CANVAS SHIRT	4153	\$14.75	\$61,256.75
WLR52	WLR52SBD	M DUCK CANVAS SHIRT	4153	\$14.75	\$61,256.75
WLR52	WLR52S2C	M DUCK CANVAS SHIRT	3000	\$14.75	\$44,250.00
WPR22	WPR22IK9	M WI FLAT FRONT CORD PANT	5131	\$13.41	\$68,806.71
WPR24	WPR24B2B	M EAGLE BEND PANT	3628	\$18.62	\$67,553.36
WPR50	WPR50HDG	M MILTONVALE DOUBLE KNEE MIX CHECK PANT	50	\$15.52	\$776.00
WPR50	WPR50HDR	M MILTONVALE DOUBLE KNEE MIX CHECK PANT	50	\$15.52	\$776.00
WPR52	WPR52BKX	M DOUBLE KNEE CANVAS CARGO PANT	7906	\$22.42	\$177,252.52
WPR52	WPR52CB	M DOUBLE KNEE CANVAS CARGO PANT	4803	\$22.42	\$107,683.26

WPR52	WPR52RC2	M DOUBLE KNEE CANVAS CARGO PANT	5253	\$22.42	\$117,772.26
WPR53	WPR53BKX	M DOUBLE KNEE EMBROIDERED WICHITA PANT	1300	\$18.37	\$23,881.00
WPSK44	WPSK44IK9	M DICKIES SKATEBOARDING MOUNT VISTA PANT	3178	\$14.18	\$45,064.04
WPSK46	WPSK46BKX	M DICKIES SKATE LOOSE FIT CARGO PANT	5738	\$15.19	\$87,160.22
WPSK46	WPSK46DS	M DICKIES SKATE LOOSE FIT CARGO PANT	4632	\$15.19	\$70,360.08
WPSK46	WPSK46DV9	M DICKIES SKATE LOOSE FIT CARGO PANT	5132	\$15.19	\$77,955.08
WPSK48	WPSK48DRC	M DICKIES SKATE LOOSE FIT CARGO CAMO PANT	3600	\$15.60	\$56,160.00
WSR21	WSR21VPB	M GREENSBURG PRINTED TWILL SS SHIRT	4380	\$14.59	\$63,904.20
WSR21	WSR21VPR	M GREENSBURG PRINTED TWILL SS SHIRT	2380	\$14.59	\$34,724.20

4.2 F23 TIER-0 BUSINESS:

The collection has a lot of pieces that look good together but also work well when someone takes it to the next level (styling alone). I want people to wear this collection and feel they can be creative and expressive in their own way.

This is the first time in 100 years of history where any Dickies product was show cased in Paris Fashion Week and it also declared to be launched in the market on September 1st. The influences are already in job to make this a huge collection and they are well on track.

As calculated from the below chart the total qty among the 9 styles are around 20,000 pcs and total FOB is \$ 686940, so the average FOB is \$34.40. However, it's very important to note that all of the quoted FOB by the suppliers below are exceeding the target FOB which means it will cost lesser gross margins for the brand. Let's have a look in the below chart.

TABLE 02- F23 TIER-0 Quantity & FOB

Style	Color	Description	Quantity	Quoted Fob	Total Fob
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DUR18	DUR18BKX	M TIER 0 FLORAL PAINTERS PANTS	1000	\$39.93	\$39,930.00
DUR18	DUR18NMY	M TIER 0 QUILTED VEST	1000	\$39.93	\$39,930.00
DUR19	DUR19NFN	M TIER 0 QUILTED VEST	1000	\$24.86	\$24,860.00
TER14	TER14BKX	M TIER 0 PAINTERS EISENHOWER JACKET	1000	\$32.72	\$32,720.00
TER14	TER14NMY	M TIER 0 PAINTERS EISENHOWER JACKET	1000	\$32.72	\$32,720.00
TJR11	TJR11BKX	M TIER 0 PAINTERS EISENHOWER JACKET	1000	\$50.54	\$50,540.00
TJR11	TJR11AHB	M TIER 0 FLORAL EISENHOWER PAINTERS JKT	1000	\$50.54	\$50,540.00
TJR11	TJR11DS	M TIER 0 QUILTED JACKET	1000	\$50.54	\$50,540.00
TJR12	TJR12NFN	M TIER 0 QUILTED JACKET	1000	\$29.10	\$29,100.00
TJR13	TJR13BKX	M TIER 0 WORK SHIRT	1000	\$44.35	\$44,350.00
TJR13	TJR13NMY	M TIER 0 WORK SHIRT	1000	\$44.35	\$44,350.00
WLR08	WLR08BKX	M TIER 0 WORK SHIRT	1000	\$35.50	\$35,500.00
WLR08	WLR08AHB	M TIER 0 SERVICE SHIRT	1000	\$35.50	\$35,500.00
WLR08	WLR08DS	M TIER 0 SERVICE SHIRT	1000	\$35.50	\$35,500.00
WLR09	WLR09BKX	M TIER 0 SERVICE SHIRT	1000	\$12.36	\$12,360.00
WLR09	WLR09NKY	M TIER 0 PLEATED PANTS	1000	\$12.36	\$12,360.00
WLR09	WLR09WH	M TIER 0 PLEATED PANTS	1000	\$12.92	\$12,920.00

WPR66	WPR66BKX	M TIER 0 PLEATED PANTS	1000	\$34.74	\$34,740.00
WPR66	WPR66AHB	M TIER 0 PLEATED PANTS	1000	\$34.74	\$34,740.00
WPR66	WPR66DS	M TIER 0 PLEATED PANTS	1000	\$34.74	\$34,740.00

4.3 F23 TOM-KNOX BUSINESS:

As calculated from the below chart the total quantity among the 11 styles are around 29141 pcs and total FOB is \$ 4,77,010, so the average FOB is \$16.37

Within the world of skateboarding Tom Knox needs no introduction. At the age of 29 he's achieved most of skateboarding's highest regarded milestones: several celebrated video parts, pro boards on Isle Skateboards, a pro shoe on New Balance and recently featured on the cover of Thrasher Magazine, a publication known within the scene as the skate bible. While many skaters may have been tempted to look back on their achievements and slow down, this success only seems to have motivated him more. Born and bred in London, Tom still lives there with his wife and two young daughters. It's hard to talk about Knox without also mentioning the speed of his feet. Famous for having the quickest feet in the game, he has the incredible ability to do multiple difficult skate tricks, back-to-back and in quick succession.

TABLE 03- F23 TOM KNOX Quantity & FOB

Style	Color	Description	Quantity	Quoted Fob	Total Fob
DDTK01	DDTK01GYE	M TOM KNOX LOOSE DENIM JEAN	4030	\$16.26	\$65,527.80
TJTK01	TJTK01BKX	M TOM KNOX FULL ZIP PUFFER JACKET	1218	\$29.25	\$35,626.50
TWTK01	TWTK01EL	M TOM KNOX QUATER ZIP FLEECE	2659	\$19.28	\$51,265.52
TWTK02	TWTK02AG	M TOM KNOX GRAPHIC FLEECE HOODIE	1879	\$20.31	\$38,162.49
TWTK03	TWTK03TFK	M TOM KNOX CORDUROY HOODIE	2659	\$26.04	\$69,240.36
WLTK02	WLTK02XK	M TOM KNOX PANEL GRAPHIC LS TEE	2318	\$8.69	\$20,143.42
WLTK03	WLTK03CR9	M TOM KNOX THERMAL EMBROIDERY LS TEE	2106	\$10.89	\$22,934.34

WPTK01	WPTK01BKX	M TOM KNOX TWILL ELASTIC WAIST WORK PANT	4295	\$16.34	\$70,180.30
WPTK02	WPTK02TFK	M TOM KNOX CORDUROY ELASTIC WAIST WORK PANT	3318	\$21.24	\$70,474.32
WSTK01	WSTK01WH	M TOM KNOX GRAPHIC TEE	1500	\$6.93	\$10,395.00
WSTK02	WSTK02KBK	M TOM KNOX PIGMENT DYE TEE	3159	\$7.30	\$23,060.70
			29141	Sum of FOB	\$477,010.75

4.4 F23 LURKING CLASS:

Dickies having a motive to catch up the with the new trends made collaboration with the Lurking class Lurking Class is a brand based on the artwork of Sketchy Tank. Every illustration has a story behind it or a crass dose of social commentary, meant to “disturb the comfortable, and comfort the disturbed”. Lurking Class is made for a growing union of like-minded individuals for whom normalcy is not an option. The underground meets the masses.

As calculated from the below chart the total qty among the 3 styles are around 15000 pcs and total FOB is \$ 217000, so the average FOB is \$14.47.

TABLE 04-F23 LURKING CLASS Quantity & FOB

Style	Color	Description	Quantity	Quoted Fob	Total Fob
WSR103	WSR103KH	M LC GOOD TIMES SS SHIRT	5000	\$13.71	\$68,550.00
WSR104	WSR104BKX	M LC DEMONES SS SHIRT	5000	\$15.37	\$76,850.00
WSR104- XXX	WSR104BKX	M LC DEMONES SS SHIRT	5000	\$14.32	\$71,600.00

4.5 F23 MAIN LINE & COLLABORATION BUSINESS ANALYSIS:

It's clearly observed from the below charts that for the season F23 the collaboration is only adding up to 17% in quantity and 18% in the FOB value for the total business. Further there are a lot of styles did not meet the target hence it might end having low gross margins.

However, the average FOB is \$21.74 for the collaboration and the average of FOB for the main line business is \$19.87. However, the gross margin will only be high when the quoted FOB would meet the target.

TABLE 05- F23 All Collaboration's Quantity & FOB

Name of Collab	Sum Of Quantity	Sum of FOB	Total Quantity	Total FOB
TIER-0	20000	\$ 687,940.00	64141	\$ 1,381,950.75
TOM KNOX	29141	\$ 477,010.75		
LURKING CLASS	15000	\$ 217,000.00		

TABLE 06- F23 Main Line Quantity & FOB

Season-F23	Sum Of Quantity	Sum of FOB
Main Line Business	310446	\$ 6,170,007.08

TABLE 07- F23 Total Quantity & FOB (Main Line + Collaboration)

F23 Total Quantity	F23 Total FOB
374587	\$ 7,551,957.83

4.6 SS24 WI Main Line Business:

SS24 is more summer based season. Therefore, the garments are lighter than the fall season. Below is the forecasted quantity for SS24. The quantity is 981297 & the value is \$10,741,480 having an average FOB of about \$10.95. The below chart will show the quoted FOB vs the Target FOB along with the Order qty.

TABLE 08- SS24 Total Quantity & FOB

Style	Color	Description	Quantity	Quoted Fob	Total Fob
DRR01	DRR01SDS	M DUCK CARPENTER SHORT	1000	\$10.45	\$10,450.00

DRR01	DRR01DWF	M DUCK ssCARPENTER SHORT	4000	\$10.45	\$41,800.00
DRR02	DRR02RNB	M LOOSE DENIM SHORT	5525	\$14.10	\$77,902.50
DRR02	DRR02ULW	M LOOSE DENIM SHORT	6525	\$14.10	\$92,002.50
DRR02	DRR02C15	M LOOSE DENIM SHORT	1000	\$14.10	\$14,100.00
DUR02	DUR02SDS	M WI DOUBLE FRONT DUCK PANT	2750	\$15.51	\$42,652.50
DUR03	DUR03DWF	M DUCK CARPENTER PANT	4000	\$13.06	\$52,240.00
DUR09	DUR09WH	M MADISON BAGGY FIT DENIM	4200	\$13.95	\$58,590.00
DZR29	DZR29DN	FISHERVILLES TOTE BAG	2280	\$13.75	\$31,350.00
DZR29	DZR29SN9	FISHERVILLES TOTE BAG	2280	\$13.75	\$31,350.00
DZR30	DZR30NDY	SURRY LISBON BAG	2080	\$12.30	\$25,584.00
DZR31	DZR31BKX	COLOR BLOCK LISBON BACKPACK	1865	\$13.50	\$25,177.50
FBR09	FBR09SDS	W DUCK CANVAS CLASSIC BIB	1000	\$17.24	\$17,240.00
FCR01	FCR01EWA	W DUCK CANVAS CHORE COAT	1000	\$17.31	\$17,310.00

FER04	FER04KF	W INGALLS VEST	800	\$14.27	\$11,416.00
FER04	FER04CL9	W INGALLS VEST	800	\$14.27	\$11,416.00
FER05	FER05DN	W BURKEVILLE VEST	500	\$13.17	\$6,585.00
FER05	FER05SN9	W BURKEVILLE VEST	500	\$13.17	\$6,585.00
FJR21	FJR21DN	W FISHERVILLE JACKET	1550	\$19.98	\$30,969.00
FJR21	FJR21SN9	W FISHERVILLE JACKET	1550	\$19.98	\$30,969.00
FJR32	FJR32WH	W HERNDON DENIM TRUCKER JACKET	1750	\$16.62	\$29,085.00
FJR32	FJR32ULW	W HERNDON DENIM TRUCKER JACKET	1890	\$17.57	\$33,207.30
FJR32	FJR32C15	W HERNDON DENIM TRUCKER JACKET	1890	\$17.57	\$33,207.30
FJR33	FJR33BKX	W UNLINED CROPPED EISENHOWER JACKET	1320	\$17.37	\$22,928.40
FJR33	FJR33CMK	W UNLINED CROPPED EISENHOWER JACKET	1320	\$17.37	\$22,928.40

FJR33	FJR33SN9	W UNLINED CROPPED EISENHOWER JACKET	800	\$17.37	\$13,896.00
FJR53	FJR53BKX	W LINED CROPPED EISENHOWER JACKET	1500	\$22.90	\$34,350.00
FJR54	FJR54KWH	W NEWINGTON JACKET	540	\$21.29	\$11,496.60
FJR54	FJR54AWF	W NEWINGTON JACKET	540	\$21.64	\$11,685.60
FKR01	FKR01CMK	W ELIZAVILLE SKIRT	2700	\$8.93	\$24,111.00
FKR04	FKR04SS	W HIGH RISE CARPENTER SKIRT	2600	\$7.42	\$19,292.00
FKR10	FKR10WH	W MADISON SKIRT	1600	\$10.75	\$17,200.00
FKR11	FKR11DN	W FISHERVILLE SKIRT	2020	\$10.10	\$20,402.00
FKR11	FKR11SN9	W FISHERVILLE SKIRT	2020	\$11.60	\$23,432.00
FKR12	FKR12BKX	W MULTI POCKET SKIRT	1320	\$8.28	\$10,929.60
FKR12	FKR12KH	W MULTI POCKET SKIRT	1320	\$8.28	\$10,929.60
FLR100	FLR100CL9	W OVERSIZED LS TEE 2	2150	\$6.48	\$13,932.00
FLR100	FLR100KBK	W OVERSIZED LS TEE 2	1580	\$6.48	\$10,238.40
FLR100	FLR100CNU	W OVERSIZED LS TEE 2	1580	\$6.48	\$10,238.40

FLR101	FLR101KWH	W NEWINGTON LS TEE	1400	\$6.76	\$9,464.00
FLR101	FLR101AWA	W NEWINGTON LS TEE	1400	\$6.76	\$9,464.00
FLR101	FLR101AWF	W NEWINGTON LS TEE	1400	\$6.76	\$9,464.00
FLR52	FLR52WPU	W WI LS FLANNEL SHIRT	2100	\$11.81	\$24,801.00
FLR65	FLR65CMK	W REGULAR LS TEE	1890	\$7.48	\$14,137.20
FLR65	FLR65DN	W REGULAR LS TEE	1890	\$13.23	\$25,004.70
FLR92	FLR92H14	W LS CULPEPER SHIRT	500	\$12.65	\$6,325.00
FLR92	FLR92WHX	W LS CULPEPER SHIRT	500	\$12.65	\$6,325.00
FMR03	FMR03CMK	W YORKTOWN DRESS	2540	\$8.86	\$22,504.40
FMR03	FMR03KBK	W YORKTOWN DRESS	2540	\$8.86	\$22,504.40
FMR11	FMR11AEG	W MAPLETON TEE DRESS	1800	\$8.04	\$14,472.00
FP901	FP901SN9	W WIDE LEG PANT	4500	\$13.64	\$61,380.00
FPR05	FPR05EWA	W DUCK CANVAS PANT	1000	\$12.11	\$12,110.00
FPR35	FPR35WH	W MADISON DOUBLE KNEE DENIM LOOSE	3200	\$14.37	\$45,984.00
FPR50	FPR50CNU	W WI CROPPED CARGO PANT	2300	\$15.99	\$36,777.00
FPR51	FPR51CNU	W WI HIGH WAISTED	2000	\$13.88	\$27,760.00

		CARPENTER PANT			
FPR60	FPR60SN9	W FISHERSVILLE PANT	2280	\$0.21	\$478.80
FPR60	FPR60MHB	W FISHERSVILLE PANT	2280	\$0.21	\$478.80
FPR60	FPR60MHB	W FISHERSVILLE PANT	2280	\$12.73	\$29,024.40
FPR60	FPR60SN9	W FISHERSVILLE PANT	2280	\$12.73	\$29,024.40
FPR60	FPR60DN	W FISHERSVILLE PANT	2280	\$12.73	\$29,024.40
FPR61	FPR61WH	W HERNDON DENIM PANT	4500	\$12.81	\$57,645.00
FPR61	FPR61ULW	W HERNDON DENIM PANT	4550	\$13.65	\$62,107.50
FPR61	FPR61C15	W HERNDON DENIM PANT	4550	\$13.65	\$62,107.50
FPR62	FPR62CMK	W ELIZAVILLE PANT	8300	\$13.43	\$111,469.00
FPR63	FPR63AWA	W NEWINGTON CARGO PANT	2530	\$15.30	\$38,709.00
FPR63	FPR63KWH	W NEWINGTON CARGO PANT	3030	\$15.30	\$46,359.00
FPR63	FPR63AWF	W NEWINGTON CARGO PANT	4030	\$15.30	\$61,659.00
FRR05	FRR05LTD	W DENIM SHORT	3500	\$8.92	\$31,220.00
FRR05	FRR05C15	W DENIM SHORT	3500	\$8.92	\$31,220.00
FRR08	FRR08WH	W PHOENIX SHORT	2700	\$10.17	\$27,459.00
FRR09	FRR09EWA	W DUCK SHORT	1000	\$9.46	\$9,460.00
FRR10	FRR10AEG	W VALE SHORT	800	\$9.33	\$7,464.00
FRR10	FRR10BKX	W VALE SHORT	800	\$9.33	\$7,464.00

FRR21	FRR21MHB	W FISHERVILLE SHORT	2800	\$12.68	\$35,504.00
FRR21	FRR21SN9	W FISHERVILLE SHORT	2800	\$12.68	\$35,504.00
FRR22	FRR22TPA	W SALTVILLE SHORT	1900	\$9.26	\$17,594.00
FRR22	FRR22HDK	W SALTVILLE SHORT	1900	\$9.26	\$17,594.00
FRR22	FRR22HCW	W SALTVILLE SHORT	1900	\$9.26	\$17,594.00
FRR23	FRR23SN9	W FINCASTLE SHORT	800	\$9.30	\$7,440.00
FRR23	FRR23DN	W FINCASTLE SHORT	800	\$9.30	\$7,440.00
FRR23	FRR23BKX	W FINCASTLE SHORT	800	\$9.30	\$7,440.00
FRR23	FRR23SS	W FINCASTLE SHORT	800	\$9.30	\$7,440.00
FRR24	FRR24C15	W HERNDON DENIM SHORT	1000	\$10.56	\$10,560.00
FRR24	FRR24RNN	W HERNDON DENIM SHORT	1000	\$10.56	\$10,560.00
FRR50	FRR50CNU	W CARPENTER SHORT	4160	\$8.21	\$34,153.60
FRR57	FRR57AEG	TREND SLOT 2	1820	\$6.24	\$11,356.80
FRR57	FRR57CL9	TREND SLOT 2	1820	\$6.24	\$11,356.80
FRR58	FRR58NDY	W SURRY SHORT	2000	\$8.97	\$17,940.00
FS573	FS573SN9	W SS CROP WORK SHIRT	1300	\$9.24	\$12,012.00
FS573	FS573WH	W SS CROP WORK SHIRT	1300	\$8.81	\$11,453.00

FSR08	FSR08RPY	W SUMMERDALE SS TEE	500	\$7.57	\$3,785.00
FSR08	FSR08KF	W SUMMERDALE SS TEE	500	\$7.57	\$3,785.00
FSR101	FSR101DN	W BEACH SS TEE	2120	\$5.45	\$11,554.00
FSR101	FSR101WH	W BEACH SS TEE	1660	\$5.45	\$9,047.00
FSR102	FSR102BSH	W TANK 1	1890	\$4.01	\$7,578.90
FSR102	FSR102CSH	W TANK 1	1890	\$4.06	\$7,673.40
FSR102	FSR102NS2	W TANK 1	1890	\$4.06	\$7,673.40
FSR103	FSR103COL OR 1	W TANK 1	1890	\$6.47	\$12,228.30
FSR103	FSR103COL OR 2	W TANK 1	1890	\$13.77	\$26,025.30
FSR104	FSR104TPA	W SS BATIK PRINT	2080	\$9.28	\$19,302.40
FSR104	FSR104TPV	W SS BATIK PRINT	2080	\$9.28	\$19,302.40
FSR104	FSR104BKX	W SS BATIK PRINT	2080	\$9.28	\$19,302.40
FSR104	FSR104CMK	W SS BATIK PRINT	2080	\$9.28	\$19,302.40
FSR105	FSR105IK	W SALTVILLE TEE SS	3660	\$6.29	\$23,021.40
FSR105	FSR105GT2	W SALTVILLE TEE SS	4120	\$6.35	\$26,162.00
FSR105	FSR105SN9	W SALTVILLE TEE SS	3080	\$6.64	\$20,451.20
FSR105	FSR105DN	W SALTVILLE TEE SS	3660	\$6.35	\$23,241.00
FSR105	FSR105KBK	W SALTVILLE TEE SS	4120	\$6.64	\$27,356.80

FSR105	FSR105CMK	W SALTVILLE TEE SS	3620	\$6.64	\$24,036.80
FSR108	FSR108AEG	W SS EMPORIA CARDIGAN	3120	\$9.38	\$29,265.60
FSR108	FSR108CL9	W SS EMPORIA CARDIGAN	6240	\$9.38	\$58,531.20
FSR108	FSR108KBK	W SS EMPORIA CARDIGAN	3060	\$9.38	\$28,702.80
FSR109	FSR109AEG	TREND SLOT 1	2050	\$8.52	\$17,466.00
FSR109	FSR109CL9	TREND SLOT 1	2050	\$8.52	\$17,466.00
FSR110	FSR110CMK	W YORKTOWN TANK	1500	\$5.04	\$7,560.00
FSR110	FSR110MHB	W YORKTOWN TANK	1560	\$5.04	\$7,862.40
FSR110	FSR110DN	W YORKTOWN TANK	60	\$5.04	\$302.40
FSR110	FSR110WH	W YORKTOWN TANK	1500	\$5.04	\$7,560.00
FSR111	FSR111CL9	W AITKIN TEE W	2000	\$7.02	\$14,040.00
FSR111	FSR111KBK	W AITKIN TEE W	2000	\$7.02	\$14,040.00
FSR111	FSR111KF	W AITKIN TEE W	2000	\$7.02	\$14,040.00
FSR114	FSR114KWH	W NEWINGTON TANK	2400	\$5.39	\$12,936.00
FSR114	FSR114AWF	W NEWINGTON TANK	2400	\$5.39	\$12,936.00
FSR114	FSR114AWA	W NEWINGTON TANK	800	\$5.39	\$4,312.00
FSR115	FSR115CL9	W HERNDON RINGER SS	3000	\$6.93	\$20,790.00
FSR115	FSR115KBK	W HERNDON RINGER SS	3000	\$6.93	\$20,790.00
FSR115	FSR115CNU	W HERNDON RINGER SS	3000	\$6.93	\$20,790.00

FSR116	FSR116NDY	W NEW SS CROP WORK SHIRT	2000	\$10.04	\$20,080.00
FSR14	FSR14CMK	W MAPLE VALLEY SS TEE	500	\$6.38	\$3,190.00
FSR37	FSR37AEG	W VALE SS SHIRT	800	\$11.43	\$9,144.00
FSR37	FSR37CL9	W VALE SS SHIRT	800	\$11.43	\$9,144.00
FSR42	FSR42AEG	W MAPLETON TEE SS	800	\$6.44	\$5,152.00
FSR44	FSR44AEG	W OAKPORT BOXY SS TEE	2500	\$5.87	\$14,675.00
FSR91	FSR91COLO R 1	W STRIPE TEE	1890	\$0.16	\$302.40
FSR91	FSR91COLO R 2	W STRIPE TEE	1890	\$0.16	\$302.40
FSR93	FSR93CL9	W SS HERNDON TEE	2620	\$5.78	\$15,143.60
FSR93	FSR93KBK	W SS HERNDON TEE	2080	\$5.78	\$12,022.40
FSR94	FSR94CL9	W SS ALTOONA TEE	2500	\$5.19	\$12,975.00
FSR94	FSR94KBK	W SS ALTOONA TEE	2500	\$5.19	\$12,975.00
FSR95	FSR95NST	W SS ALTONA STRIPE TEE	2300	\$6.14	\$14,122.00
FSR95	FSR95TGU	W SS ALTONA STRIPE TEE	2300	\$6.14	\$14,122.00
FSR96	FSR96WH	W ONLY SLEEVELESS TANK	3750	\$5.09	\$19,087.50

FSR96	FSR96KBK	W ONLY SLEEVELESS TANK	3890	\$5.09	\$19,800.10
FSR96	FSR96DN	W ONLY SLEEVELESS TANK	3890	\$5.09	\$19,800.10
FSR97	FSR97VSC	W SS STRIPE GLADE SPRING SHIRT	2100	\$15.61	\$32,781.00
FSR97	FSR97VST	W SS STRIPE GLADE SPRING SHIRT	2100	\$15.61	\$32,781.00
FSR99	FSR99CL9	W OVERSIZED TEE 1	1660	\$6.46	\$10,723.60
FSR99	FSR99CNU	W OVERSIZED TEE 1	2120	\$6.46	\$13,695.20
FVR07	FVR07TPV	W SALTVILLE SHORTALL	1560	\$13.54	\$21,122.40
FVR07	FVR07H97	W SALTVILLE SHORTALL	1000	14.34	\$14,340.00
FVR31	FVR31BKX	W VALE SHORTALL	1500	\$12.95	\$19,425.00
FVR31	FVR31BKX	W VALE SHORTALL	1500	\$12.63	\$18,945.00
FVR32	FVR32EWA	W DUCK CANVAS SHORT BIB	1600	\$13.01	\$20,816.00
FVR35	FVR35AWA	W NEWINGTON COVERALL	1250	\$20.66	\$25,825.00
FWR18	FWR18AEG	W HERNDON HOODIE	2540	\$12.15	\$30,861.00
FWR18	FWR18CL9	W HERNDON HOODIE	2540	\$12.15	\$30,861.00

FWR18	FWR18KBK	W HERNDON HOODIE	2040	\$12.15	\$24,786.00
FWR19	FWR19CL9	W SHAWSVILLE SWEATSHIRT	2040	\$14.75	\$30,090.00
FWR19	FWR19KBK	W SHAWSVILLE SWEATSHIRT	2040	\$11.10	\$22,644.00
FWR20	FWR20CMK	W BEACH HOODIE	1200	\$22.76	\$27,312.00
FWR20	FWR20SN9	W BEACH HOODIE	1200	\$22.76	\$27,312.00
FWR21	FWR21KBK	MILLERSBURG SWEATSHIRT W	1500	\$11.89	\$17,835.00
FWR21	FWR21SN9	MILLERSBURG SWEATSHIRT W	1500	\$11.89	\$17,835.00
FWR22	FWR22AEG	MILLERSBURG HOODIE W	2500	\$14.50	\$36,250.00
FWR22	FWR22KBK	MILLERSBURG HOODIE W	2500	\$14.50	\$36,250.00
FWR22	FWR22SN9	MILLERSBURG HOODIE W	2500	\$14.50	\$36,250.00
TER09	TER09MHB	M UTILITY/OUTDO OR VEST	2540	\$18.72	\$47,548.80
TER09	TER09SN9	M UTILITY/OUTDO OR VEST	2540	\$17.81	\$45,237.40
TER10	TER10SBK	M DUCK CANVAS SUMMER VEST	1740	\$15.09	\$26,256.60
TER10	TER10SDS	M DUCK CANVAS SUMMER VEST	3040	\$15.09	\$45,873.60

TJR31	TJR31CNU	M WI OAKPORT COACH JACKET	3800	\$15.91	\$60,458.00
TJR38	TJR38WH	M MADISON DENIM JACKET	4000	\$17.26	\$69,040.00
TJR41	TJR41SS	M JACKSON WINDBREAKER JACKET	500	\$26.04	\$13,020.00
TJR61	TJR61ULW	M HERNDON JACKET	2580	\$26.57	\$68,550.60
TJR61	TJR61WH	M HERNDON JACKET	2850	\$20.41	\$58,168.50
TJR62	TJR62AWA	M NEWINGTON JACKET	3020	\$21.90	\$66,138.00
TJR62	TJR62AWF	M NEWINGTON JACKET	3020	\$21.90	\$66,138.00
TJR63	TJR63SBK	M DUCK CANVAS HOODED UNLINED JACKET	500	\$20.64	\$10,320.00
TJR63	TJR63SDS	M DUCK CANVAS HOODED UNLINED JACKET	500	\$20.64	\$10,320.00
TJR64	TJR64HWH	Rocky Mount Jacket	935	\$21.69	\$20,280.15
TJR65	TJR65NT0	HERITAGE STANLEYTOWN JACKET	935	\$21.73	\$20,317.55
TJSK12	TJSK12CPT	M DICKIES SKATE	1620	\$13.33	\$21,594.60

		COACHES JACKET			
TWR51	TWR51CL9	M ELLISTON SWEATSHIRT	4960	\$17.99	\$89,230.40
TWR51	TWR51KBK	M ELLISTON SWEATSHIRT	4420	\$17.99	\$79,515.80
TWR52	TWR52SS	M HERNDON HOODIE	5660	\$17.28	\$97,804.80
TWR52	TWR52WH	M HERNDON HOODIE	5660	\$17.28	\$97,804.80
TWR53	TWR53VSC	M GLADE SPRING CARDIGAN	1320	\$25.45	\$33,594.00
TWR54	TWR54CL9	M SHAWSVILLE HOODIE	4270	\$19.47	\$83,136.90
TWR54	TWR54KBK	M SHAWSVILLE HOODIE	4270	\$19.47	\$83,136.90
TWR55	TWR55GCE	M HERTIAGE RUSTBURG SWEATSHIRT	750	\$17.88	\$13,410.00
TWR55	TWR55GSE	M HERTIAGE RUSTBURG SWEATSHIRT	750	\$17.88	\$13,410.00
TWR56	TWR56GCE	M HERITAGE RUSTBURG HOODIE	750	\$19.57	\$14,677.50
TWR56	TWR56GDV	M HERITAGE RUSTBURG HOODIE	750	\$19.57	\$14,677.50
TWR56	TWR56GSE	M HERITAGE RUSTBURG HOODIE	750	\$19.57	\$14,677.50

WHR84	WHR84BKX	SKATE MECHANICSVIL LE CAP	1660	\$0.26	\$431.60
WHR84	WHR84DS	SKATE MECHANICSVIL LE CAP	2120	\$0.26	\$551.20
WHR86	WHR86DN	FISHERSVILLE BUCKET	2365	\$7.18	\$16,980.70
WHR86	WHR86SN9	FISHERSVILLE BUCKET	2365	\$7.18	\$16,980.70
WHR87	WHR87BKX	SALTVILLE TRUCKER CAP	3660	\$5.90	\$21,594.00
WHR87	WHR87WH	SALTVILLE TRUCKER CAP	4120	\$5.90	\$24,308.00
WHR88	WHR88NDY	SURRY CAP	4120	\$6.02	\$24,802.40
WHR88	WHR88WDY	SURRY CAP	3660	\$6.02	\$22,033.20
WHR89	WHR89BKX	CORD CAP	3745	\$7.59	\$28,424.55
WHR89	WHR89SN9	CORD CAP	3745	\$7.59	\$28,424.55
WHR90	WHR90ULW	HERNDON CAP	4560	\$8.05	\$36,708.00
WHR90	WHR90WH	HERNDON CAP	4560	\$8.05	\$36,708.00
WHR91	WHR91AWA	SHAWSVILLE CAP	3420	\$5.85	\$20,007.00
WHR91	WHR91AWF	SHAWSVILLE CAP	3420	\$5.85	\$20,007.00
WHR92	WHR92BKX	KEYSVILLE CAP	1810	\$5.85	\$10,588.50
WHR92	WHR92CL9	KEYSVILLE CAP	1810	\$5.85	\$10,588.50
WHR94	WHR94BKX	TECHY CAP	2800	\$7.03	\$19,684.00
WHR94	WHR94SS	TECHY CAP	2800	\$7.03	\$19,684.00
WLR53	WLR53DN	YORKTOWN RUGBY LS	2000	\$13.27	\$26,540.00
WLR53	WLR53SN9	YORKTOWN RUGBY LS	2000	\$13.27	\$26,540.00

WLR54	WLR54KWH	M LS NEWINGTON TEE	2820	\$9.68	\$27,297.60
WLR54	WLR54AWA	M LS NEWINGTON TEE	3080	\$9.68	\$29,814.40
WLR55	WLR55AEG	M LS TIMBERVILLE TEE	3250	\$9.38	\$30,485.00
WLR55	WLR55KBK	M LS TIMBERVILLE TEE	3820	\$9.38	\$35,831.60
WLR55	WLR55WH	M LS TIMBERVILLE TEE	3820	\$9.38	\$35,831.60
WLR56	WLR56VSC	M LS GLADE SPRING SHIRT	4040	\$14.34	\$57,933.60
WLR56	WLR56VSW	M LS GLADE SPRING SHIRT	4040	\$14.34	\$57,933.60
WLR57	WLR57AEG	M LS CHASE CITY SHIRT	2000	\$21.00	\$42,000.00
WLR57	WLR57BKX	M LS CHASE CITY SHIRT	4600	\$21.00	\$96,600.00
WLR57	WLR57SN9	M LS CHASE CITY SHIRT	4060	\$21.00	\$85,260.00
WLR58	WLR58WCV	M LS WARRENTON SHIRT	5080	\$19.29	\$97,993.20
WLR58	WLR58WUG	M LS WARRENTON SHIRT	4560	\$19.29	\$87,962.40

WLR59	WLR59CMK	M LS HERITAGE MOUNT JACKSON TEE	750	\$13.18	\$9,885.00
WLR59	WLR59SN9	M LS HERITAGE MOUNT JACKSON TEE	750	\$13.18	\$9,885.00
WPJ01	WPJ01CNU	M JAMIE FOY LOOSE STRAIGHT PANT	2380	\$12.70	\$30,226.00
WPR24	WPR24SN9	M EAGLE BEND PANT	3500	\$15.68	\$54,880.00
WPR67	WPR67DN	M FISHERSVILLE PANT	3800	\$13.64	\$51,832.00
WPR67	WPR67SN9	M FISHERSVILLE PANT	3800	\$13.64	\$51,832.00
WPR68	WPR68ULW	M UTILITY FRONT DENIM	3015	\$17.23	\$51,948.45
WPR68	WPR68WH	M UTILITY FRONT DENIM	3015	\$14.26	\$42,993.90
WPR69	WPR69AWA	M CANVAS NEWINGTON PANT	4390	\$16.27	\$71,425.30
WPR69	WPR69AWF	M CANVAS NEWINGTON PANT	4390	\$16.27	\$71,425.30
WPR70	WPR70BKX	M CORDUROY CHASE CITY PANT	4620	\$21.13	\$97,620.60
WPR70	WPR70SN9	M CORDUROY CHASE CITY PANT	3270	\$21.13	\$69,095.10
WPR71	WPR71NT0	Heritage Stanleytown Pant	735	\$15.99	\$11,752.65

WPR72	WPR72HWH	M HERITAGE ROCKY MOUNT PANT	735	\$17.34	\$12,744.90
WPR73	WPR73MHB	M HERITAGE HOPE PANT	950	15.5	\$14,725.00
WPR73	WPR73BKX	M BROOKNEAL PANT	950	\$21.18	\$20,121.00
WPSK48	WPSK48CPT	M DICKIES SKATE LOOSE FIT CARGO CAMO PANT	2120	\$16.23	\$34,407.60
WPSK67	WPSK67OG	M DICKIES SKATE TWILL PANT REGULAR	4300	\$13.15	\$56,545.00
WPSK67	WPSK67WH	M DICKIES SKATE TWILL PANT REGULAR	4000	\$11.84	\$47,360.00
WPSK94	WPSK94AF	M DICKIES 67 FLEX TWILL PANT SLIM STRAIGHT	4320	\$12.78	\$55,209.60
WPSK94	WPSK94LN	M DICKIES 67 FLEX TWILL PANT SLIM STRAIGHT	4075	\$12.85	\$52,363.75
WPSK96	WPSK96DS	M DICKIES SKATE DOUBLE KNEE TWILL PANT	3150	\$13.87	\$43,690.50
WRR21	WRR21AEG	M DICKIES SKATEBOARDIN G GRANTS PASS SHORT	1820	\$12.37	\$22,513.40

WRR36	WRR36ML	M JACKSON CARGO SHORT	2500	\$13.17	\$32,925.00
WRR36	WRR36SS	M JACKSON CARGO SHORT	2500	\$13.17	\$32,925.00
WRR41	WRR41CNU	M PELICAN RAPIDS SHORT	3500	\$9.51	\$33,285.00
WRR41	WRR41CMK	M PELICAN RAPIDS SHORT	1750	\$9.51	\$16,642.50
WRR42	WRR42SDS	M WI 10" DUCK FRONT CHAP SHORT	4500	\$10.49	\$47,205.00
WRR42	WRR42SBK	M WI 10" DUCK FRONT CHAP SHORT	4000	\$10.49	\$41,960.00
WRR46	WRR46BKX	M COBDEN SHORT	7640	\$12.19	\$93,131.60
WRR46	WRR46KH	M COBDEN SHORT	5600	\$12.19	\$68,264.00
WRR46	WRR46ML	M COBDEN SHORT	5570	\$12.19	\$67,898.30
WRR46	WRR46NV	M COBDEN SHORT	4370	\$12.19	\$53,270.30
WRR46	WRR46SN9	M COBDEN SHORT	4060	\$12.19	\$49,491.40
WRR49	WRR49AEG	M CHASE CITY SHORT	4600	\$16.34	\$75,164.00
WRR49	WRR49BKX	M CHASE CITY SHORT	4600	\$16.08	\$73,968.00
WRR52	WRR52MHB	M FISHERSVILLE CARGO SHORT	4600	\$11.76	\$54,096.00
WRR52	WRR52SN9	M FISHERSVILLE CARGO SHORT	4600	\$11.76	\$54,096.00

WRR53	WRR53HCA	M SALTVILLE SHORT	4600	\$9.99	\$45,954.00
WRR53	WRR53HCW	M SALTVILLE SHORT	4600	\$9.99	\$45,954.00
WRR54	WRR54BKX	M FINCASTLE SHORT	4660	\$11.50	\$53,590.00
WRR54	WRR54SS	M FINCASTLE SHORT	4660	\$11.50	\$53,590.00
WRR55	WRR55HCA	M HERITAGE PURCELLVILLE SHORT	1050	12.89	\$13,534.50
WRR55	WRR55HCW	M HERITAGE PURCELLVILLE SHORT	1050	12.89	\$13,534.50
WRSK05	WRSK05CN U	M DICKIES SKATEBOARDIN G CARGO SHORT REGULAR	2080	\$14.87	\$30,929.60
WRSK06	WRSK06NT	M DICKIES SKATEBOARDIN G WINGVILLE LOOSE SHORT	4122	\$10.65	\$43,899.30
WRSK07	WRSK07CH	M SKATE MECHANICSVIL LE SHORT	3500	\$10.59	\$37,065.00
WRSK07	WRSK07DS	M SKATE MECHANICSVIL LE SHORT	3500	\$10.59	\$37,065.00
WRSK08	WRSK08L9D	M SKATE DENIM CARPENTER SHORT REGULAR	3120	\$10.38	\$32,385.60

WRSK08	WRSK08SNB	M SKATE DENIM CARPENTER SHORT REGULAR	3120	\$10.57	\$32,978.40
WRSK09	WRSK09BK	M SKATE 13 INCH MULTI PKT SHORTS	3560	\$11.42	\$40,655.20
WRSK09	WRSK09CH	M SKATE 13 INCH MULTI PKT SHORTS	2560	\$9.93	\$25,420.80
WRSK09	WRSK09DS	M SKATE 13 INCH MULTI PKT SHORTS	3060	\$9.93	\$30,385.80
WRSK09	WRSK09OG	M SKATE 13 INCH MULTI PKT SHORTS	2560	\$9.93	\$25,420.80
WS069	WS069MST	M SKATEBOARDIN G SS STRIPE TEE	1850	\$6.90	\$12,765.00
WSR100	WSR100KBK	M SS HERITAGE FIELDALE POLO	1000	\$25.73	\$25,730.00
WSR100	WSR100SN9	M SS HERITAGE FIELDALE POLO	1000	\$25.73	\$25,730.00
WSR101	WSR101CM K	M SS HERITAGE PEARISBURG TEE	800	\$9.24	\$7,392.00
WSR101	WSR101SN9	M SS HERITAGE PEARISBURG TEE	800	\$9.24	\$7,392.00
WSR102	WSR102KBK	M SS HERITAGE KENBRIDGE TEE	800	\$9.24	\$7,392.00
WSR102	WSR102SN9	M SS HERITAGE KENBRIDGE TEE	800	\$9.24	\$7,392.00

WSR112	WSR112KBK	M SS RAVEN TEE	6500	\$8.29	\$53,885.00
WSR112	WSR112KF	M SS RAVEN TEE	6500	\$8.29	\$53,885.00
WSR63	WSR63CMK	M WI SUMMERDALE SS TEE	3500	\$8.33	\$29,155.00
WSR64	WSR64CMK	M SS MAPLETON TEE	9000	\$5.85	\$52,650.00
WSR80	WSR80NDY	M SS SURRY SHIRT	5600	\$13.59	\$76,104.00
WSR80	WSR80WDY	M SS SURRY SHIRT	5120	\$13.59	\$69,580.80
WSR81	WSR81GT2	M SS DUMFRIES TEE	5080	\$6.19	\$31,445.20
WSR81	WSR81DN	M SS DUMFRIES TEE	5100	\$6.19	\$31,569.00
WSR81	WSR81WH	M SS DUMFRIES TEE	5580	\$6.19	\$34,540.20
WSR82	WSR82HCA	M SS SALTVILLE SHIRT	4580	\$13.33	\$61,051.40
WSR82	WSR82HCW	M SS SALTVILLE SHIRT	5100	\$13.33	\$67,983.00
WSR83	WSR83CMK	M SS SALTVILLE TEE	5580	\$6.71	\$37,441.80
WSR83	WSR83SS	M SS SALTVILLE TEE	5580	\$6.71	\$37,441.80
WSR83	WSR83WH	M SS SALTVILLE TEE	2080	\$6.71	\$13,956.80
WSR84	WSR84KBK	M SS STANARDSVILL E TEE	2080	\$6.57	\$13,665.60
WSR84	WSR84WH	M SS STANARDSVILL E TEE	7580	\$6.57	\$49,800.60

WSR85	WSR85SN9	M SS FISHERSVILLE SHIRT	3560	\$10.80	\$38,448.00
WSR85	WSR85DN	M SS FISHERSVILLE SHIRT	4080	\$9.47	\$38,637.60
WSR86	WSR86AEG	M SS WAKEFIELD TEE	9080	\$7.48	\$67,918.40
WSR86	WSR86CL9	M SS WAKEFIELD TEE	9080	\$7.48	\$67,918.40
WSR86	WSR86CNU	M SS WAKEFIELD TEE	9080	\$7.48	\$67,918.40
WSR87	WSR87AEG	M SS TIMBERVILLE TEE	6040	\$7.34	\$44,333.60
WSR87	WSR87KBK	M SS TIMBERVILLE TEE	6040	\$7.34	\$44,333.60
WSR87	WSR87WH	M SS TIMBERVILLE TEE	6540	\$7.34	\$48,003.60
WSR88	WSR88KBK	M SS HERNDON TEE	5580	\$6.63	\$36,995.40
WSR88	WSR88SS	M SS HERNDON TEE	5580	\$6.63	\$36,995.40
WSR88	WSR88WH	M SS HERNDON TEE	5580	\$6.63	\$36,995.40
WSR89	WSR89ADS	M SS SEASONAL SHIRT	4080	\$13.24	\$54,019.20
WSR89	WSR89AFB	M SS SEASONAL SHIRT	4080	\$13.24	\$54,019.20
WSR90	WSR90CMK	M SS PATRICK SPRINGS TEE	3610	\$6.59	\$23,789.90

WSR90	WSR90DN	M SS PATRICK SPRINGS TEE	4850	\$6.59	\$31,961.50
WSR90	WSR90WH	M SS PATRICK SPRINGS TEE	4560	\$6.59	\$30,050.40
WSR91	WSR91AWF	M SS NEWINGTON TEE	6080	\$6.71	\$40,796.80
WSR91	WSR91AWA	M SS NEWINGTON TEE	6080	\$7.98	\$48,518.40
WSR92	WSR92AWA	M SS NEWINGTON SHIRT	3820	\$19.07	\$72,847.40
WSR92	WSR92AWF	M SS NEWINGTON SHIRT	3820	\$16.03	\$61,234.60
WSR93	WSR93HYR	M SS GLADE SPRING TEE	3070	\$7.79	\$23,915.30
WSR93	WSR93HYS	M SS GLADE SPRING TEE	3310	\$7.79	\$25,784.90
WSR94	WSR94KBK	M ENTERPRISE TEE	4560	\$7.51	\$34,245.60
WSR94	WSR94KF	M ENTERPRISE TEE	4560	\$7.51	\$34,245.60
WSR94	WSR94WH	M ENTERPRISE TEE	4560	\$7.51	\$34,245.60
WSR97	WSR97HCA	M SS HERITAGE PURCELLVILLE SHIRT	1050	\$13.26	\$13,923.00
WSR97	WSR97HCW	M SS HERITAGE PURCELLVILLE SHIRT	1050	\$13.26	\$13,923.00

WSR98	WSR98CHQ	M SS HERITAGE GLEN ALLEN SHIRT	1000	\$19.17	\$19,170.00
WSR98	WSR98CRU	M SS HERITAGE GLEN ALLEN SHIRT	1000	\$15.64	\$15,640.00
WSR99	WSR99GCE	M SS HERITAGE RUSTBURG TEE	950	\$8.18	\$7,771.00
WSR99	WSR99GDV	M SS HERITAGE RUSTBURG TEE	950	\$8.18	\$7,771.00
WSR99	WSR99GSE	M SS HERITAGE RUSTBURG TEE	950	\$8.18	\$7,771.00
WSSK13	WSSK13CN U	M SKATE GRAPHIC TEE 1	3120	\$6.24	\$19,468.80
WSSK13	WSSK13WH	M SKATE GRAPHIC TEE 1	2575	\$6.24	\$16,068.00
WSSK14	WSSK14KB K	M SKATE HUGOTON TEE SS	2920	\$6.36	\$18,571.20
WSSK14	WSSK14MR N	M SKATE HUGOTON TEE SS	2375	\$6.36	\$15,105.00
WSSK15	WSSK15AEG	M SKATE QUINTER TEE	2575	\$6.22	\$16,016.50
WSSK15	WSSK15KB K	M SKATE QUINTER TEE	2575	\$6.22	\$16,016.50
WSSK16	WSSK16HGT	M SKATE SS TEMPIQ CHRISTIANSBUR G POLO	2375	\$13.30	\$31,587.50
WSSK16	WSSK16TSN	M SKATE SS TEMPIQ	2375	\$13.30	\$31,587.50

		CHRISTIANSBURG G POLO			
WSSK19	WSSK19LBH	M DICKIES SKATE WAYNESBORO SHIRT	2600	\$10.25	\$26,650.00
WSSK19	WSSK19AH G	M DICKIES SKATE WAYNESBORO SHIRT	2600	\$10.25	\$26,650.00
WSSK19	WSSK19CPT	M DICKIES SKATE	2600	\$10.25	\$26,650.00
WSSK19	WSSK19CU H	M DICKIES SKATE WAYNESBORO SHIRT	2600	\$10.25	\$26,650.00
WSSK19	WSSK19DSR	M DICKIES SKATE WAYNESBORO SHIRT	2600	\$10.25	\$26,650.00
WSR64	WSR64CNU	M SS MAPLETON TEE	500	\$5.85	\$2,925.00
WSR64	WSR64AEG	M SS MAPLETON TEE	500	\$5.85	\$2,925.00

4.7 SS24 GUY MARINO BUSINESS:

Guy Mariano is the latest pro for Dickies and has been out with the team this past near year putting the rugged work wear giant to the test on and off his board. The Dickies Spring '24 collection boasts durability and style, keeping that blue collar aesthetic front row center.

For SS24 the forecasted qty is 18650 pcs & the total FOB is \$182946 having a average FOB of \$9.81. There are overall 7 styles and the details in the below chart.

Style	Color	Description	Quantity	Quoted Fob	Total Fob
TJR67	TJR67DN	M GUY MARIANO JACKET	1500	\$19.70	\$29,550.00
WPR75	WPR75EP	M GUY MARIANO PANT	4300	\$10.61	\$45,623.00
WRR56	WRR56SSE	M GUY MARIANO SHORT	2300	\$10.44	\$24,012.00
WRR56	WRR56RNB	M GUY MARIANO SHORT	2000	\$10.44	\$20,880.00
WRR57	WRR57DN	M GUY MARIANO SHORT	1750	\$9.52	\$16,660.00
WSR106	WSR106LE	M GUY MARIANO EMBROIDERED	2500	\$4.83	\$12,075.00
WSR107	WSR107BSG	M GUY MARIANO SS POLO SHIRT	2000	\$8.54	\$17,080.00
WSR108	WSR108DN	M GUY MARIANO GRAPHIC SS	2300	\$7.42	\$17,066.00

4.8 SS24 TIER-0 BUSINESS:

Based on customer response of the previous season, TIER-0 is again knotting up with Dickies.

Quantity is 33000 pcs and FOB is \$655,600 having an average FOB of \$19.87.

STYLE	COLOR	DESCRIPTION	Quantity	Quoted FOB	Total FOB
TER16	TER16NVR	M DELIVERY VEST	1000	\$26.05	\$26,050.00
TJR68	TJR68TJN	M TONAL JACQUARD PAINTERS	2000	\$27.22	\$54,440.00
TJR68	TJR68TJA	M TONAL JACQUARD PAINTERS	1000	\$27.22	\$27,220.00
TJR69	TJR69MYV	M TEXTURE NYLON WORK JACKET	2000	\$25.35	\$50,700.00
TJR69	TJR69NCE	M TEXTURE NYLON WORK JACKET	1000	\$25.35	\$25,350.00
TWR74	TWR74FDA	M GARMENT DYED HOODIE	2000	\$26.18	\$52,360.00

TWR74	TWR74FDA	M GARMENT DYED HOODIE	1000	\$23.72	\$23,720.00
TWR74	TWR74BWG	M GARMENT DYED HOODIE	2000	\$22.83	\$45,660.00
WPR76	WPR76TJN	M TONAL JACQUARD PAINTERS	1000	\$21.36	\$21,360.00
WPR76	WPR76TJA	M TONAL JACQUARD PAINTERS	2000	\$21.36	\$42,720.00
WPR77	WPR77BKX	M TEXTURE NYLON WORK PANTS	1000	\$21.72	\$21,720.00
WPR77	WPR77NCE	M TEXTURE NYLON WORK PANTS	2000	\$21.72	\$43,440.00
WRR58	WRR58TJN	M TONAL JACQUARD PAINTERS	1000	\$18.16	\$18,160.00
WRR59	WRR59BKX	M TEXTURE NYLON WORK SHORT	2000	\$19.08	\$38,160.00
WRR59	WRR59NCE	M TEXTURE NYLON WORK SHORT	1000	\$19.08	\$19,080.00
WSR109	WSR109FWN	M LINEN SS WORK SHIRT	2000	\$23.79	\$47,580.00
WSR109	WSR109NA9	M LINEN SS WORK SHIRT	1000	\$23.79	\$23,790.00
WSR110	WSR110BWG	M GARMENT DYED SS JERSEY TEE	2000	\$7.48	\$14,960.00
WSR110	WSR110WYA	M GARMENT DYED SS JERSEY TEE	1000	\$7.48	\$7,480.00
WSR110	WSR110FDA	M GARMENT DYED SS JERSEY TEE	2000	\$7.48	\$14,960.00
WSR111	WSR111LSV	M POPLIN SS SERVICE SHIRT	1000	\$12.23	\$12,230.00
WSR111	WSR111TSW	M POPLIN SS SERVICE SHIRT	2000	\$12.23	\$24,460.00

4.9 SS24 MAIN LINE & COLLABORATION BUSINESS ANALYSIS:

From the below charts it can be calculated that the collaboration is 5% among the total qty and around 7% among the total FOB. The average FOB for seasonal styles is \$10.95 whereas the FOB for collaboration is \$16.95.

TABLE 09- SS24 Collaboration's Quantity & FOB

Name of Collaboration	Sum Of Quantity	Sum of FOB	Total Quantity	Total FOB
Guy Marino	18650	\$ 182946	51560	\$ 838546
TIER 0	33000	\$ 655600		

TABLE 10- SS24 Main Line Quantity & FOB

Season-SS24	Sum Of Quantity	Sum of FOB
Main Line Business	981297	\$ 10741480

TABLE 11- SS24 Total Quantity & FOB (Main Line + Collaboration)

SS24 Total Quantity	SS24 Total FOB
1032857	\$11,580,026.00

4.10 FINDINGS

In Fall 2023, total order quantity was 64141 pcs (\$1381950). In the next season, order quantity was decreased which was 51560 pcs (\$838546). That means by collaborating styles order and value decreased.

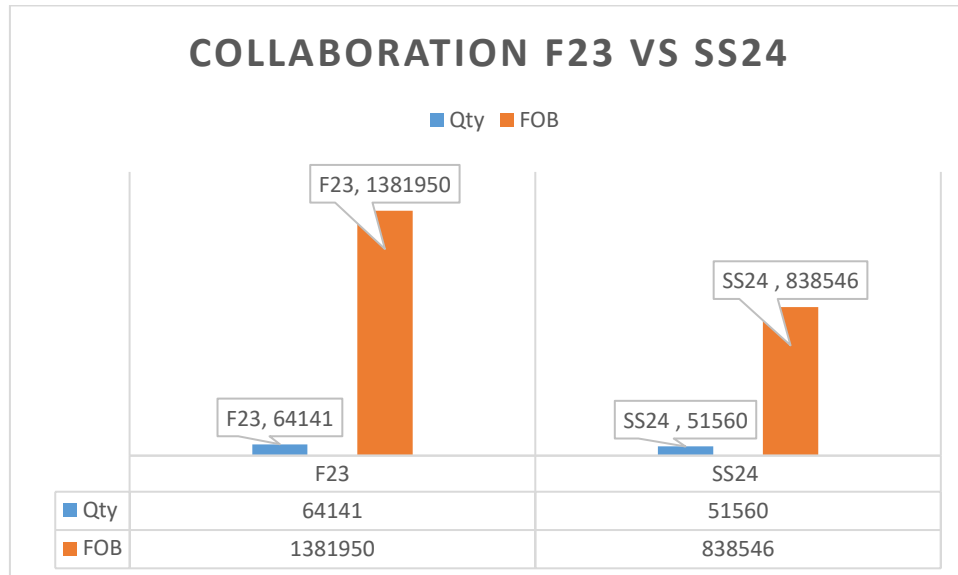


Figure -01 – Collaboration Business

But, In Fall 2023, total order quantity was 310446 pcs (\$ 6,170,007.08). In the next season, order quantity was increased which was 981297 pcs (\$10,741,480). That means, in mainline order qty and value increased.

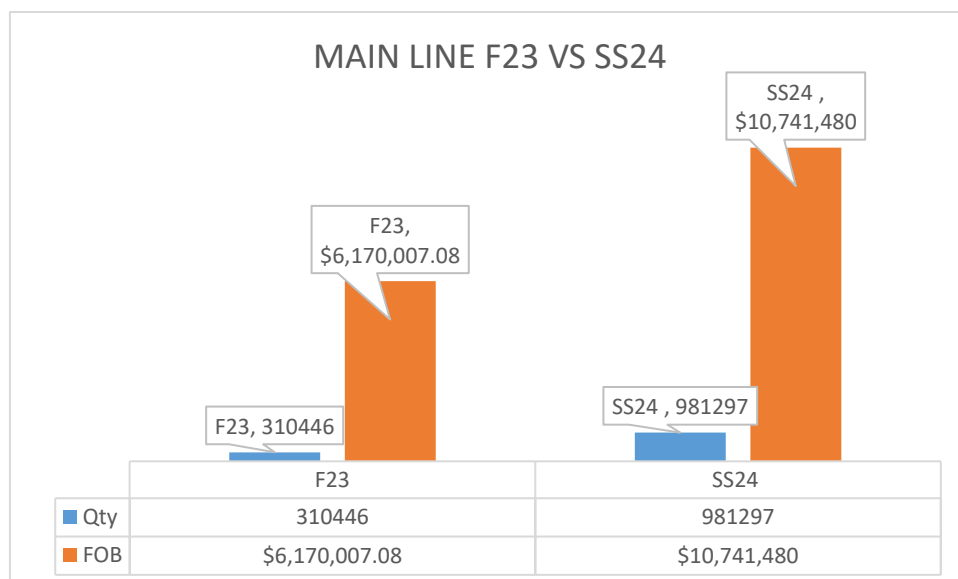


Figure -02 – Main Line Business

By cross matching the data, some points can be quoted:

1. The outcome shows a decline in collaboration order quantity. But, the mainline order quantity was increased.
2. It was noticeable that Dickies is reaching out a broader number of new customers which were not even targeted. As a result, Dickies' mainline order quantity was increased.
3. The brand got more familiar to the customers as Dickies is gradually entering the fashion industry.

Chapter 5

CONCLUSION:

Dickies is slowly moving as fashionable work wear's that can be used during the work and for other outdoor activities. As a part of this transformation, collaborations are playing a key role. Dickies is famous for its quantities and it is growing almost in every season. Moving into fashion centric designs would be a great challenge. Optimistically, it can be said that collaboration will have a huge impact and contribution going forward to pierce the fashion industry.

References

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2. LURKING CLASS, Available at [Lurking Class by Sketchy Tank | Official SKETCHY TANK Website](#)
3. SS24 WI DATABASE-DICKIES
4. F23 WI DATABASE-DICKIES
5. WI BRAND DATABSE
6. COLLBROATION DATABASE