



THE VERTICAL COLLECTIVE



A GLOBAL CONSULTANCY THAT SPECIALIZES IN FASHION DIRECTION, PRODUCT DESIGN, AND  
PRIVATE LABEL DEVELOPMENT.

# ABOUT US

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Together, Katherine Zabloudil and Morgaine McGee have over 15 years of experience leading creative direction, design, merchandising, and global distribution initiatives for companies such as Ralph Lauren, Guess, Kate Spade, Coach, C.Z. Falconer, Trina Turk, Ella Moss, Isaac Mizrahi, B-Low the Belt, and JustFab. Our combined specialties include footwear, handbags, accessories and lifestyle apparel.

With offices in both the U.S. and Hong Kong, you can lean on us for all facets of your business. With our team on the ground in sample rooms and factories in Asia, you can avoid making costly mistakes when it comes to your precious product. Lean on our trusted relationships with suppliers to help you speed your products to market. Lean on our seasoned team to launch your trend right product, improve your quality, reduce your costs, and finally generate millions of dollars of sustainable revenue.



Katherine Zabloudil  
*Co-Founder*



Morgaine McGee  
*Co-Founder*

# WHAT WE DO

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## SERVICES OFFERED:

CREATIVE  
DIRECTION

PRODUCT DESIGN

PRIVATE LABEL  
DEVELOPMENT

SUPPLY CHAIN +  
MANUFACTURING

# SERVICES: CREATIVE DIRECTION

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**Fashion should be fearless.** Partnering with us, it will be. We offer our expert eyes and opinions to help you diversify your collection with confidence and maximize profitability.

Our thoughtful process takes into account:

- Trend analysis
- Colors, moods and theories
- Brand cohesion
- Target audience
- Concept refinement
- Assortment analysis
- Collection curation
- Comp and pricing research

**The result: Fashion-forward, seasonally diverse and volume-driven styling that sells.**



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# EXAMPLES OF INITIAL CONCEPT



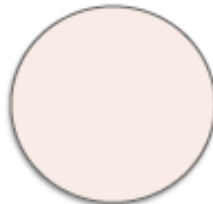
# EXAMPLE OF COLOR DIRECTION

## Parisian Gypsy COLOR PALLETTE

### CORE COLORS



BLACK



BONE



TAUPE



LAGOON BLUE



COGNAC

### ACCENT COLORS



CHILI PEPPER



MUSTARD SEED

### KEY MESSAGE FOR DELIVERY:

#### **BOHEMIAN / CONTEMPORARY / EARTHY**

This sophisticated interpretation of boho styling looks to modernise the crossover of contemporary design with an artisan feel and modern silhouettes and materials. The look is rugged and sexy with simple functionality.

SS16 -2/15



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# SERVICES: PRODUCT DESIGN

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Whether you're an emerging business operating lean or an established brand expanding into new categories and revenue streams, we've got your back ... and your front.

Our **full-service design and development team** has decades of combined experience creating apparel, accessories and footwear that have generated **multimillion-dollar** sales for companies such as Guess, Trina Turk, C.Z. Falconer, B-Low the Belt, and Ralph Lauren.

**Together, we can develop inspired collections that bolster sales.**

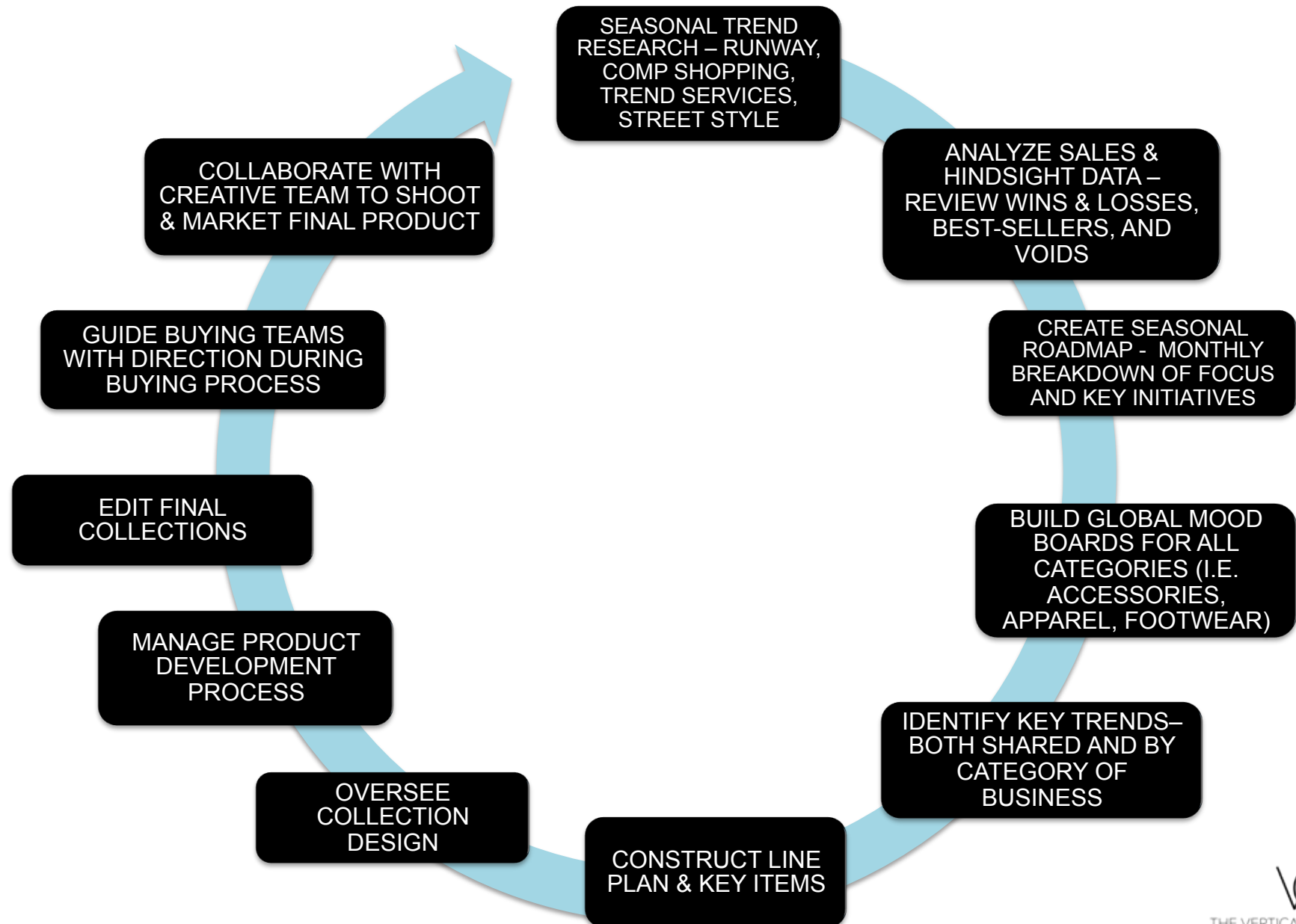
We begin by understanding your brand and its customers. Then we concept a product that's cohesive with your brand and curated just for you. Our streamlined design and development timelines ensure on-target delivery. Every time.



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# OUR DESIGN METHODOLOGY

THIS IS A DETAILED TIMELINE OF OUR START TO FINISH DESIGN PROCESS.



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## SERVICES: PRIVATE LABEL

We partner with emerging brands (and established retailers) to quickly develop new and nimble products as trends turn. You give us your vision and logo, and we do all the rest.

We manage the entire process of development, sourcing, production, and logistics to deliver quality-made, fashion forward products right to your warehouse.



# SERVICES: VERTICAL INTEGRATION

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You're on the verge of amazing. Demand is almost outpacing your supply, you're juggling third party vendors and you're \*thisclose\* to turning profit.

**It's time to go vertical.**

We have the time, talent and trusted relationships with global suppliers to help you quickly produce high quality products and generate ROI. We can help you hire your internal design and development team, manage overseas manufacturers and production costs, and influence your speed to market.

No mistakes. No missteps.



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# FINAL PRODUCT EXECUTION

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# FINAL PRODUCT EXECUTION

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# FINAL PRODUCT EXECUTION

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# FINAL PRODUCT EXECUTION

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Letty



Martin



Phelan



Endeavor

**Spring's  
Essentials**



Kiki



Cecilina



Cynthe



Nico



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# FINAL PRODUCT EXECUTION

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# FINAL PRODUCT EXECUTION

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# FINAL PRODUCT EXECUTION

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## The Hit List

February's  
Top 10 styles  
are going fast!



4  
Kiki



3  
Louina



1  
Francine



5  
Melinie



2  
Devon



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# FINAL PRODUCT EXECUTION

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# FINAL PRODUCT EXECUTION

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# FINAL PRODUCT EXECUTION

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# CONTACT US

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For further questions regarding the information contained in this document or to schedule an appointment to discuss your project please contact us:

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