

A stylized, elegant cursive monogram consisting of the letters 'S', 'H', and 'C' intertwined. The 'S' is on the left, the 'H' is in the center, and the 'C' is on the right. The letters are connected by fluid, sweeping lines that extend horizontally to the left and right, creating a sense of movement and grace.

SAMANTHA HELEN CUIN

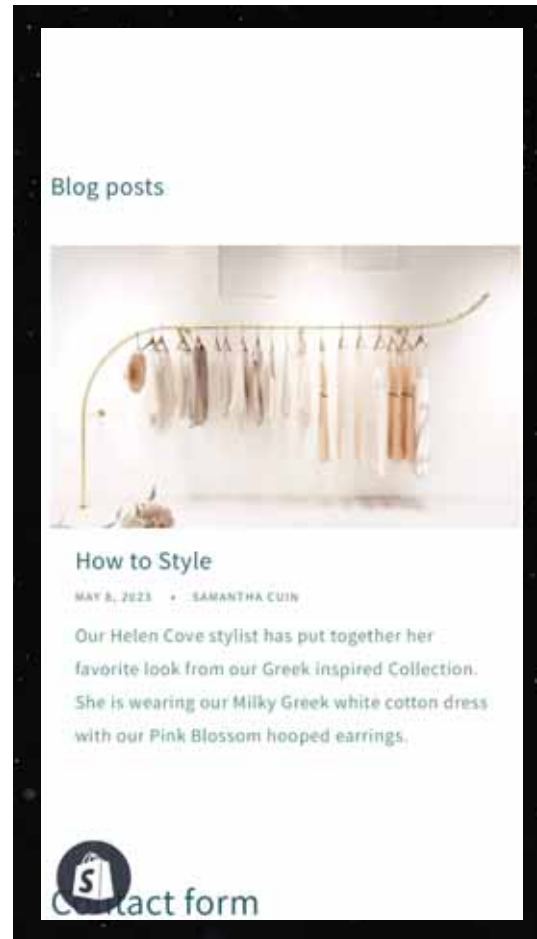
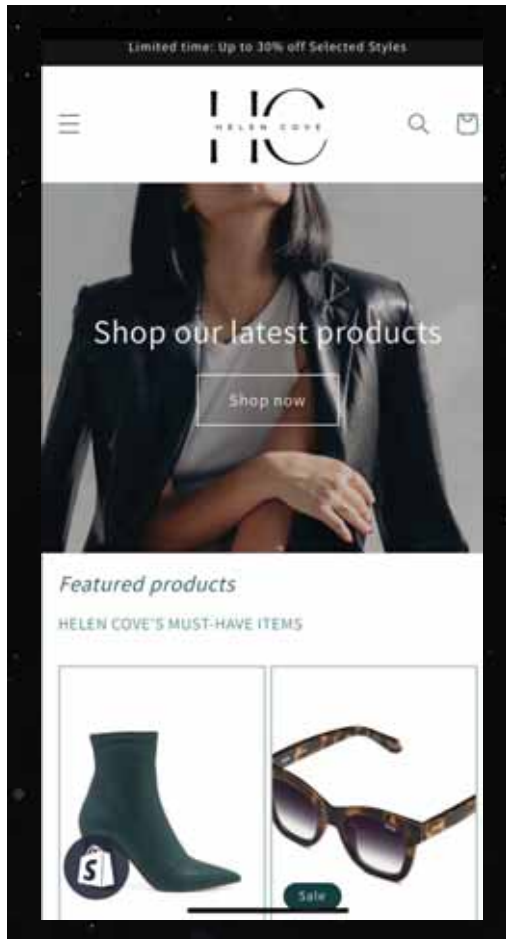
MERCHANDISE MARKETING & MANAGEMENT

ABOUT ME

Hi, I'm Samantha Helen Cuin, a Merchandise Marketing and Management graduate with a deep love and appreciation for anything fashion related. With practical skills from internships and past roles, I aim to be a force in the buying and wholesale side of the industry. My goal is to redefine standards by leveraging my strategic mindset, trend analysis, and consumer insights. Join me on this journey to make an impact in the fashion industry.



E COMMERCE



CREATED A SHOPIFY ONLINE STORE AND SWOT ANALYSIS



BUSINESS PLAN

Financial Highlights

- According to Helen Coves internal research, it shows that women buy an average of 64 new pieces of clothing every year.
- a woman buys typically 5 items of clothing every month
- Our clothes range anywhere from \$30-\$150, making the average item \$90
- If we project to have 50 customers per location a month, our revenue would be \$4,500 per month.
- Making a total of \$13,500 a month from all three locations and averaging \$162,000 a year.



EXECUTED A BUSINESS PLAN THAT EXPLAINED THE EXPECTED REVENUE AND FINANCIAL HIGHLIGHTS

Expected Revenue

In a product based business the number one start up cost is inventory.

- To determine if we have a profit or loss we have to take into consideration our cost of goods and expenses.
- According to Retail Dogma the cost of goods average to 33,000 a year.
- We plan on setting aside 80k for expenses. (rent, payroll etc)
- We will have an estimated profit of 49k
- On average most businesses don't expect a profit in the first year but at Helen Cove we are determined to make our company grow and reach it's full potential.

Sales (revenue) -	162,000
COGS (cost of goods) =	33,000
Gross Margin -	129,000
Expenses =	80,000
Profit or Loss	49,000

BUSINESS PLAN



OUR **MISSION**

Our mission at Helen Cove is to be a size inclusive brand that will cater to EVERY woman. We strive to make everyone feel beautiful by embracing and empowering our differences.

RE-BRANDING



TOOK AN EXISTING BRAND AND REDEVELOPED IT'S MARKETING CAMPAIGN TO HIT A DIFFERENT TARGET MARKET

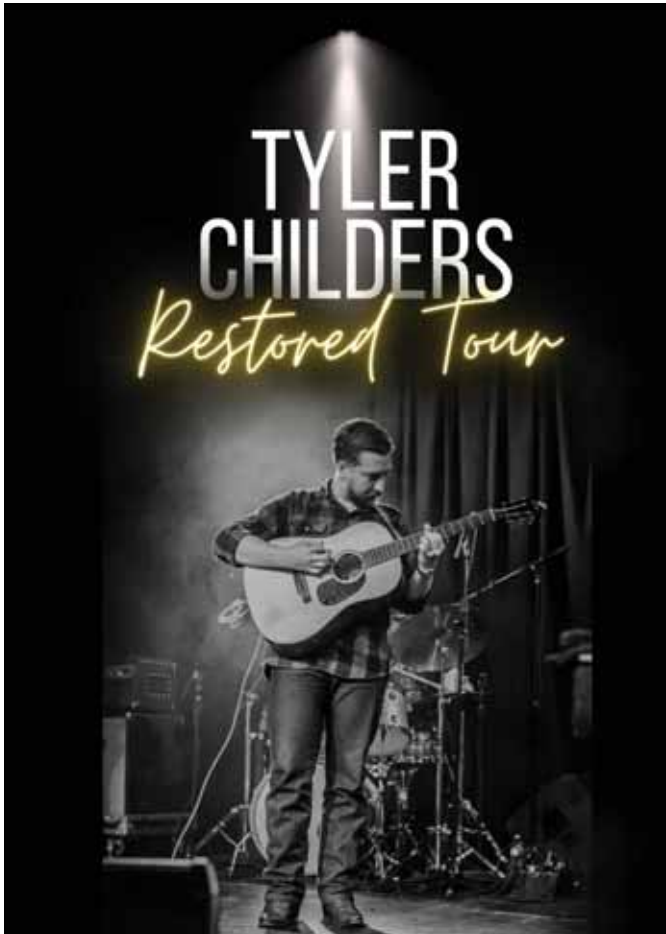
SOCIAL MEDIA AD



CREATED A DIGITAL PROMOTION AND COMPLETED A COST ANALYSIS BASED ON CPM AND REACH

BUSI 1311								
SALES & PROMOTION								
PROJECT 2								
ADVERTISEMENT CPM AND REACH								
CAMPAIGN COST								
	\$250,000							
	Population	Rating	Avg. Persons	Spots	Impressions	CPM	Reach Cal	Reach %
Eugene, OR	177,839	0.03	5335.17	20	106703.4	\$2.34	5335.17	60%
Knoxville, TN	194,507	0.02	3890.14	20	77802.8	\$3.21	3890.14	40%
Dallas, TX	1,297,000	0.01	12970	20	259400	\$0.96	12970	20%

SALES & PROMOTION



CREATED A CONCERT T SHIRT AND POSTER FOR AN ARTISTS WORLD TOUR



CONCERT T-SHIRT
\$50.99 / MSRP



SALES & PROMOTION

LOS ANGELES, CA

Item Description (w/ Size, if Relevant)	Wholesale	MSRP	Occupancy	Extended
Tyler Childers Restored Tour Rose Bowl Stadium Los Angeles, CA 89,702 17,940				
Black Concert T-Shirt (XS)	\$25.50	\$50.99	2,088	\$106,467.12
Black Concert T-Shirt (S)	\$25.50	\$50.99	4,588	\$233,942.12
Black Concert T-Shirt (M)	\$25.50	\$50.99	4,588	\$233,942.12
Black Concert T-Shirt (L)	\$25.50	\$50.99	4,588	\$233,942.12
Black Concert T-Shirt (XL)	\$25.50	\$50.99	2,088	\$106,467.12
TOTAL FORECAST				\$814,760.60
Item Description (w/ Size, if Relevant)	Wholesale	MSRP	Occupancy	Extended
Concert Poster 24"x 36"	\$18.00	\$35.99	17,940	\$645,660.60
TOTAL FORECAST				\$645,660.60
FORECAST FULL REVENUE				\$1,460,421.20

PREDICTED REVENUE FROM CONCERT T-SHIRTS
AND POSTER BY CITY/STATE

DALLAS, TX

Item Description (w/ Size, if Relevant)	Wholesale	MSRP	Occupancy	Extended
Tyler Childers Restored Tour American Airlines Center Dallas, TX 30,000 4,000				
Black Concert T-Shirt (XS)	\$25.50	\$50.99	650	\$33,143.50
Black Concert T-Shirt (S)	\$25.50	\$50.99	900	\$45,891.00
Black Concert T-Shirt (M)	\$25.50	\$50.99	900	\$45,891.00
Black Concert T-Shirt (L)	\$25.50	\$50.99	900	\$45,891.00
Black Concert T-Shirt (XL)	\$25.50	\$50.99	650	\$33,143.50
TOTAL FORECAST				\$201,960.00
Item Description (w/ Size, if Relevant)	Wholesale	MSRP	Occupancy	Extended
Concert Poster 24"x 36"	\$18.00	\$35.99	4,000	\$143,960.00
TOTAL FORECAST				\$143,960.00
FORECAST FULL REVENUE				\$347,920.00

EUGENE, OR

Item Description (w/ Size, if Relevant)	Wholesale	MSRP	Occupancy	Extended
Tyler Childers Restored Tour Hult Center Eugene, OR 2,447 489				
Black Concert T-Shirt (XS)	\$25.50	\$50.99	100	\$5,099.00
Black Concert T-Shirt (S)	\$25.50	\$50.99	100	\$5,099.00
Black Concert T-Shirt (M)	\$25.50	\$50.99	100	\$5,099.00
Black Concert T-Shirt (L)	\$25.50	\$50.99	100	\$5,099.00
Black Concert T-Shirt (XL)	\$25.50	\$50.99	89	\$4,538.11
TOTAL FORECAST				\$34,834.11
Item Description (w/ Size, if Relevant)	Wholesale	MSRP	Occupancy	Extended
Concert Poster 24"x 36"	\$18.00	\$35.99	489	\$17,599.11
TOTAL FORECAST				\$17,599.11
FORECAST FULL REVENUE				\$52,433.22

TEXTILES & WHOLESALE

VINYL

Samantha Helen Cui



DEFINITION
A man-made fiber in which the fiber-forming substance is any long-chain synthetic polymer composed of at least 50 percent by weight of vinyl alcohol units and in which the total vinyl alcohol units and any one or more of the various acetone units is at least 50 percent by weight of the fiber.

FIBER'S FAVORABLE PROPERTIES

- Durable
- Abrasion, solvents, and water-resistant
- Easy to clean





FIBER'S UNFAVORABLE PROPERTIES

- Cracks
- Does not breathe
- Stiff

FIBER'S COMMON END USES

- Clothing: Coats, Jackets, Raincoats, Skirts, Pants, Dresses
- Accessories: Handbags, boots, shoes, and belts.
- Furniture: Upholstery furniture
- Cars: Airbags, seat covers
- Protective: Protective suits for firemen, military, and astronauts



IN FASHION WHOLESALE, KNOWING TEXTILES IS KEY FOR QUALITY, COST-EFFECTIVENESS, AND STAYING ON-TREND. IT ENSURES CUSTOMER SATISFACTION WITH ACCURATE INFORMATION ABOUT THE PRODUCTS.

Silver
WESTERN OLIVE WORKS
888 Logan Ave
Morgantown, WV 26504

Phone: 800-746-8888

Sales Order
Page 1 of 1

Bill To:
Customer Number: 000001
LADY HENRIE CHARLENE WITHING
8002 LAMAR
MORGANTOWN

Ship To:
LADY HENRIE CHARLENE WITHING
8002 LAMAR
MORGANTOWN

Order Number: 6601683
Purchase Order: 08-4-24
Created By: Kristen Ruppel
Order Date: November 05, 2023
Start Date: April 01, 2024
Cancel Date: April 30, 2024
Terms: NET 30
Status: NEW

Ordered: Units: 44 \$12,480.00
Price: \$283.64

Shipped: Units: 0 \$0.00
Who-Charge: \$0.00

Cancelled: Units: 0 \$0.00
Grand Total: \$1,281.00

Start: April 01 2024 **Cancel:** April 30 2024

Product No.	Start	Cancel	Price	Quantity	Total
BL1880000000-400	Apr-01-24	Apr-30-24	\$27.00	4	\$108.00
BL1880000000-400	Apr-01-24	Apr-30-24	\$27.00	74	\$2,000.00
BL1880000000-400	Apr-01-24	Apr-30-24	\$27.00	95	\$2,595.00
BL1880000000-400	Apr-01-24	Apr-30-24	\$40.00	30	\$1,200.00
BL1880000000-400	Apr-01-24	Apr-30-24	\$27.00	74	\$2,000.00
BL1880000000-400	Apr-01-24	Apr-30-24	\$27.00	74	\$2,000.00

Silver
WESTERN OLIVE WORKS
888 Logan Ave
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Phone: 800-746-8888

Sales Order
Page 1 of 1

BL1880000000-400	Apr-01-24	Apr-30-24	\$40.00	30	\$1,200.00
BL1880000000-400	Apr-01-24	Apr-30-24	\$27.00	74	\$2,000.00

Total: April 01 24 / April 30 24 94 \$2,400.00

BLOGGING

dweddings.com
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ADVICE & PLANNING

Get Inspired With This Week's Instagram Posts We Love

By Samantha Cain

SHARE f t @



PHOTO BY @MISTERTUARADODALLAE

Planning a wedding, but unsure where to start? Get inspired by our favorite wedding posts from this week. From elegant florals to spectacular

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ADVICE & PLANNING

Get Inspired With This Week's Instagram Posts We Love

By Samantha Cain

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PHOTO BY @BELVATESIAEVENTPLANNING

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PHOTO BY @DHNICARINPHOTOGRAPHY

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PHOTO BY @LUCYBELLJAMSTTPHOTOGRAPHY



EDITORIAL

CONFIDENTIAL

Anatomy of Love: How Med School Brought These Hearts Together
 Aidan Strother and Timot Kellermeyer
 04/29/2023

Aidan Strother, a Seattle native, and Houstonian Timot Kellermeyer met in Dallas during their first month of medical school. Their love blossomed on the shores of White Rock Lake, where they'd meet for walks during the COVID-19 pandemic. After two-and-a-half years of dating, the outdoorsy pair ventured to Maui, where, against the backdrop of a breathtaking sunset, Timot dropped to his knee at the end of a volcanic hike. When it came to choosing a wedding venue, the couple returned to where it all began, hosting a reception at The Filter Building, which overlooks White Rock Lake. "It was really special to that have spot in the city," stated Aidan, "This is our spot. This is where we got to know each other, where we fell in love."

Guests: 75
First Dance Song: "Dancing in the Moonlight" by King Harvest
Honeymoon: Norway

Captions:

• **Ceremony Venue-**

Meet me at the altar: Amid the hallowed halls of Holy Trinity Catholic Church, the couple shared an intimate and deeply heartfelt marriage ceremony, sealing their union of love.

• **Bridal gown + floral and bridal bouquet-**

Radiating timeless beauty: The bride looked breathtaking in her Audrey & Oliver lace gown, and her all-white bouquet, adorned with hints of greenery, perfectly mirroring the purity and elegant essence of her style.

• **Bridesmaids dresses-**

Ethereal blue: The harmonious blend of light blue hues created a picture-perfect bridal party.

• **Donkeys-**

Beer burros: Adding a dash of whimsy to the wedding, these adorable donkeys trotted in with an extra serving of cuteness. "They were a big hit at the cocktail hour!" Aidan says.

• **Seating chart-**

Collaboration at its finest: Birds of Feather Events designed a unique seating chart installation and teamed up with the florist for execution. "She constructed the wooden wall and I fabricated the individual velvet boxes and produced the actual seating charts," says Wendy from Birds of Feather. Their joint efforts on the event day overcame the challenge of securing the velvet boxes in the face of strong winds, resulting in a stunning decor piece.

• **Reception venue + dance floor/ bar-**

A touch of romance: The event was transformed with a custom dance floor, capturing Aidan's vision for a "simple with a touch of femininity" atmosphere, states Wendy. Her preference for candlelight and lush greenery over flowers added a touch of romance and natural beauty to the setting.

• **Stationary-**

Graceful Balance: Elegance meets minimalism in this stationary design, where the subtle touch of greenery adds a refreshing and natural element to the overall aesthetic.





EDITORIAL

CONFIDENTIAL

Morgan Calhoun and William Adams

03/03/2023

The stage was set for Morgan Calhoun and William Adams to fall in love. In 2018, the two actors met while participating in a reading at the Bishop Arts Theater in which they played husband and wife. Their chemistry was undeniable. "We had that initial spark and all-out giddiness when it all started," Morgan remembers. "But the thing that told me this was different was the way I saw him leading as a Godly man, his humility, and his commitment to his faith and to our relationship." The couple dated for two years before getting engaged, and on March 3, 2023, the theatrical couple's glamorous Olana wedding echoed their mutual love for Old Hollywood. —Samantha Cuin

Guests: 140

First Dance Song: Mashup of "Spend My Life With You" by Eric Benét and "Never Would Have Made It" by Marvin Sapp

Honeymoon: Montego Bay, Jamaica

Captions:

Bridal Accessories

Timeless Elegance: From a pearl-embazoned clutch to shoes with a sparkly bow detail, Morgan's bridal accessories exude the Old Hollywood glamour that she wanted for her wedding.



CONTACT PAGE

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SAMANTHA HELEN CUIN



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