

MAIN CONSIDERATIONS

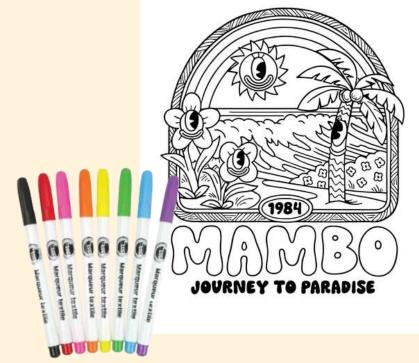
Encouraging Self-Expression

THROUGH AESTHETIC

Understanding the target's inspirations Implement Mambo's DNA Use a vibrant color palette

APPROPRIATE THEIR CLOTHES

Allow for mix-and-match "Draw on your t-shirt" personalisable bag



Functionality

TECHNICAL ASPECT

flat seam

Design clothing easy to slip on

Reinforce seams and stress points for resistance

Extendable hem

Incorporate zipper pockets for convenience

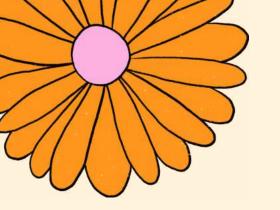
FABRIC ASPECT

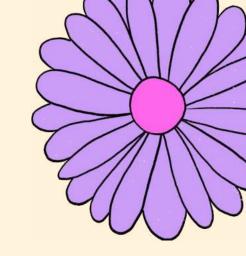
Prioritize soft, breathable fabrics

Ensure proper fit to avoid discomfort; consider adjustable

features like elastic waistbands

Choose fabrics and finishings that are easy to clean





MAIN CONSIDERATIONS

Sustainability

Keeping mambo's sustainable practices
Use their i-change system (\$1 is given to associations) and collaborate with an association from NZ
Digital printing (for cotton)
Use of sustainable trims
recycled materials

Na
Garments that can grox with children (Extendable hem)

Natural fibers

Certified label fibers (GOTS, OEKO-TEX...)

Exploring fabric treatments to have a bigger range of materials

Find fibers that grow easily

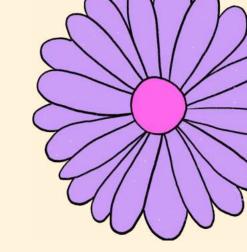
Consider artificial fibers and be transparent about what it is

Promote sustainability and marine protection to encourage people to choose

Mambo



FINAL COLLECTION BOLD BY NATURE



"Be Mambo, be bold, be you"

USP

Affordable collection for girls aged 8-16 that encourages self-expression and sustainability

Range development process

18 items

- → 5 tops
- → 5 bottoms
- → 5 swimwear
- \rightarrow 1 dress
- → 1 light jacket

Sizes from 8 to 16 yo

Pattern: abstract pattern

Mambo's Hero graphics

Fabric: mainly Ecovero Viscose, recycled

polyester, organic cotton



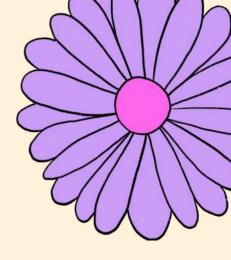












Colourways:



Fabric: 100% Viscose (Lenzing Ecovero)

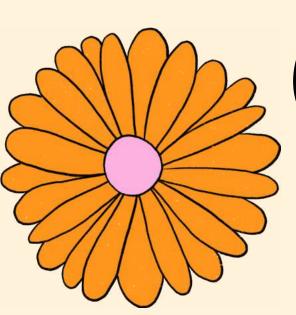




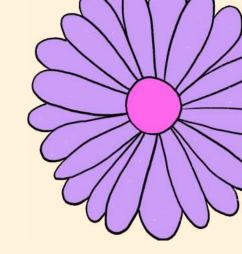




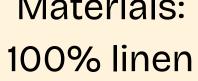
We made our skirts to be very functional, practical and adjustable. Both have an elastic waistband, which makes it easier for layering, as well as running around at the beach and playing, which is what our target audience for Mambo and this collection would be doing a lot. Focusing on this aspect was very important to our collection and the branding. The use of adjustable clothing also limits waste and increases the lifespan for kids' clothing.



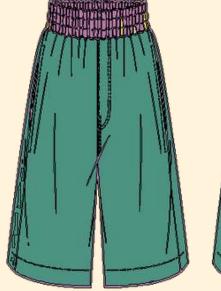
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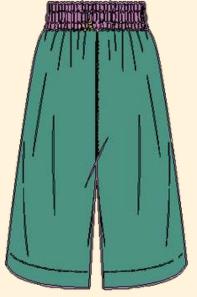


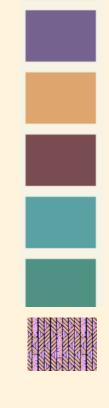
Materials:









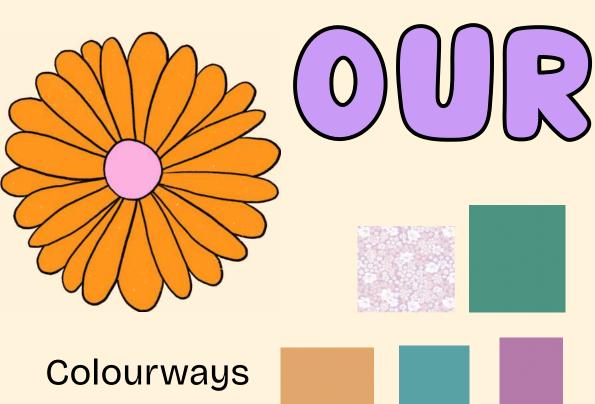


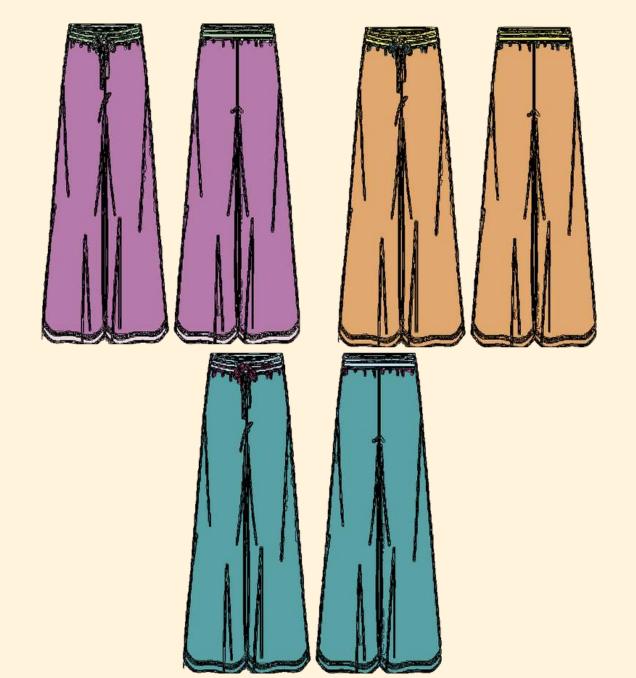
Colourways:



For the shorts, we focused on offering one standout graphic design alongside a matching block-colour version for each style. This approach allows for personal expression, giving customers the option to choose between bold, eye-catching prints and more neutral, versatile colours. Staying true to Mambo's artistic roots, the graphic designs draw inspiration from New Zealand's creative culture, helping us appeal to a new audience while maintaining a strong brand identity.





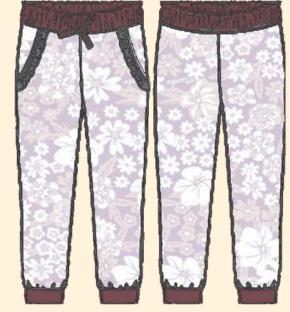


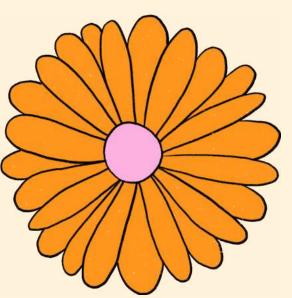
Materials: 100% cotton jogger pants 100% linen flowy pants

In the pants range, we applied a similar strategy by including one hero graphic print and one solid-colour alternative per design. This balance caters to diverse customer preferences—those seeking expressive, creative styles and those who prefer more classic, wearable pieces. By blending Mambo's iconic visual style with a clean, wearable palette, we've created a product range that feels fresh and market-relevant, while remaining authentic to the brand's core values.

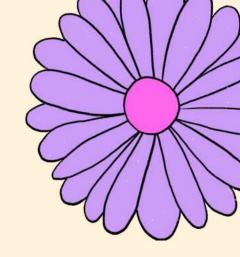


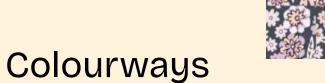
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COLLECTION





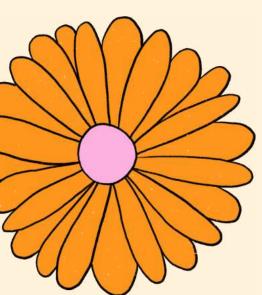


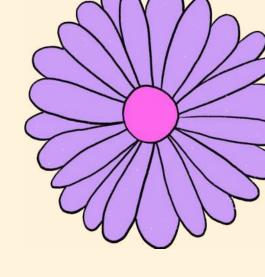


For the t-shirts, we selected one signature graphic print and one complementary block-colour option for each design. This was intended to promote individual expression through the choice between bold and subtle styles, while remaining consistent with Mambo's creative identity. By combining striking artwork, solid colours, and influences from New Zealand design, we aimed to connect with a new market while still reflecting the brand's roots. Offering both statement and basic options also ensures there's something for customers with varying style preferences.

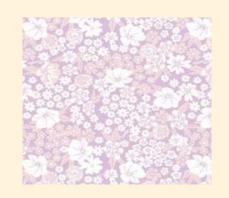


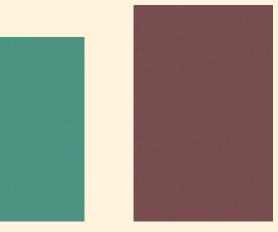
Materials: 100% cotton

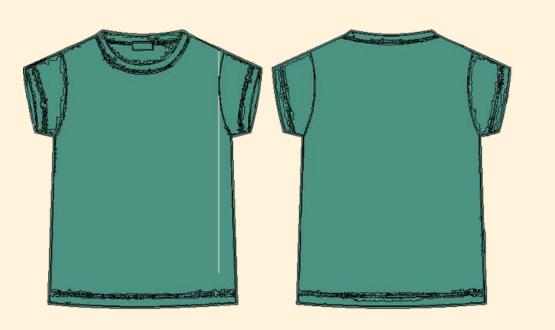




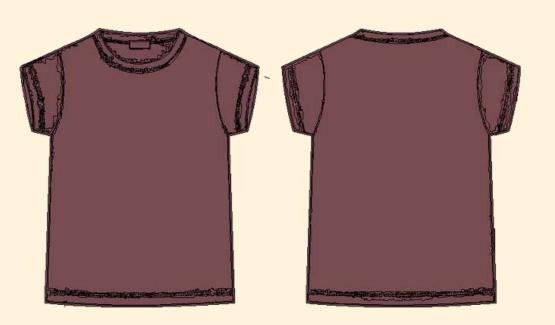
Colourways:



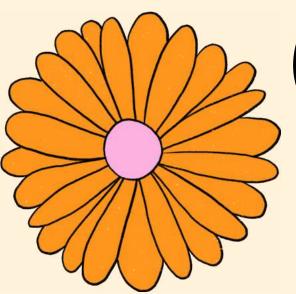


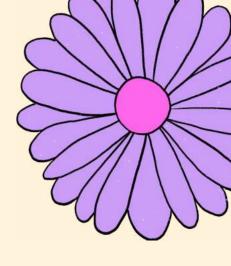






Materials: 100% cotton

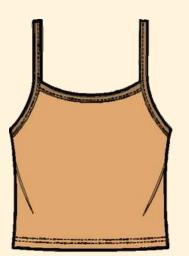


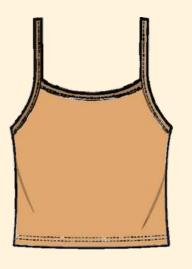


Colourways:



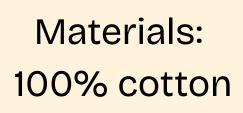








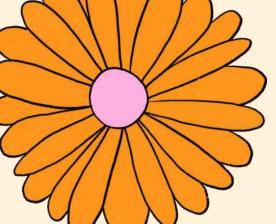


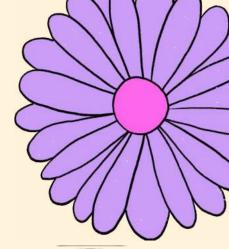






For the tank tops, we focused on blending vibrant prints with carefully selected colour palettes to create bold yet balanced designs. Each piece features either a central graphic or a subtle pattern, often complemented by pops of colour like soft pinks or earthy tones to add visual interest without overpowering the look. This mix allows wearers to express their individuality while staying true to Mambo's laid-back, artistic aesthetic. By offering tanks that feel both expressive and versatile, we've created a collection that appeals to those who want statement pieces as well as those looking for everyday wear with a creative edge.





Colourways:





Fabric- 60% elastane, 40% polyester (Unifi

Repreve)

Trims- Bows- polyester

(Unifi Repreve)











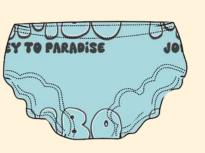


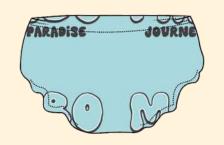




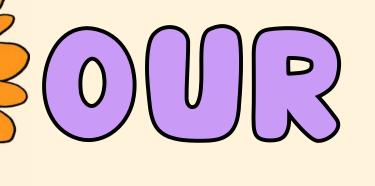




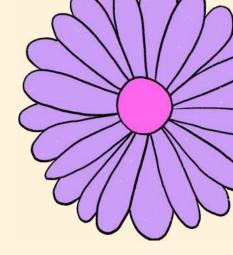




For the tankinis, we decided to use one hero print for each design, and one block colour to match. This was done as an attempt to encourage self expression through the choice between pattern and block colours, as well as to stay true to the mambo brand aesthetic. The use of hero graphics, coupled with block colours or abstract patterns, and New Zealand artistry is a dynamic choice we decided to take because branching out into a new market means attempting to appeal to that demographic, whilst still keeping brand identity, as well as offering more basic designs for people.



COLLECTION



Colourways:









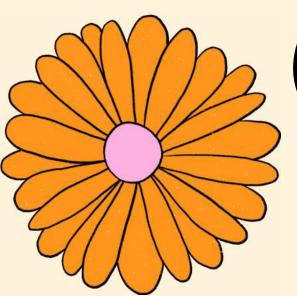
Fabrics and trims: Fabrics- 80% nylon, 20% polyester (Unifi Repreve)

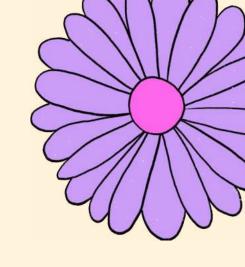
Trims -Recycled Zippers

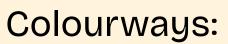




We used a hero graphic coupled with a block colour to accentuate the Mambo feel/aesthetic, whilst offering a block colour that is true to the trend of our choice (Mindful Connections).







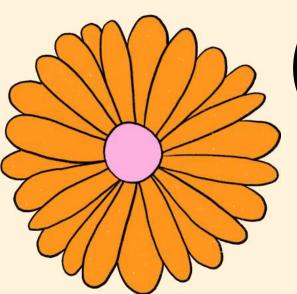


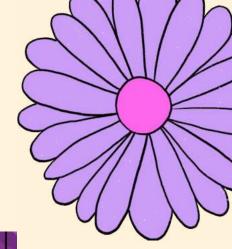


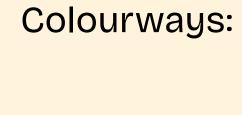


Fabrics and trims: 80% nylon, 20% polyester (Unifi Repreve)

We utilised a New Zealand artist; Alice Berry, who is based in Tāmaki Makaurau (the Maori name for Auckland, New Zealand). This was done in an attempt to appeal to more of a New Zealand audience by utilizing their own artists.









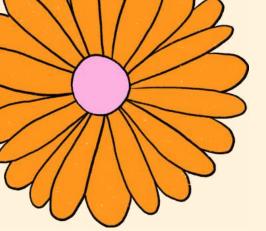






Fabric: 100% cotton

Babydoll style dress (so it can be layered with something underneath in winter, but still be functionable in summer). Super lightweight and comfortable. Used 2 hero graphics from Mambo and 1 abstract pattern.



Colourways:













Jacket: Organic Cotton Corduroy (80%),

Polyester (20%). Trims - Recycled plastic buttons

Hoodie: 100% Recycled french terry cotton

Trims -Recycled drawstring polyester cord, recycled zipper

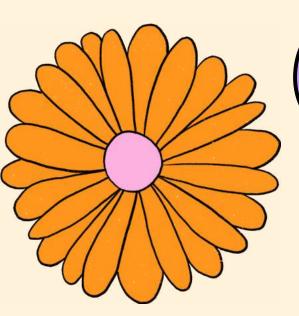


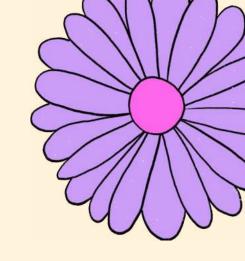






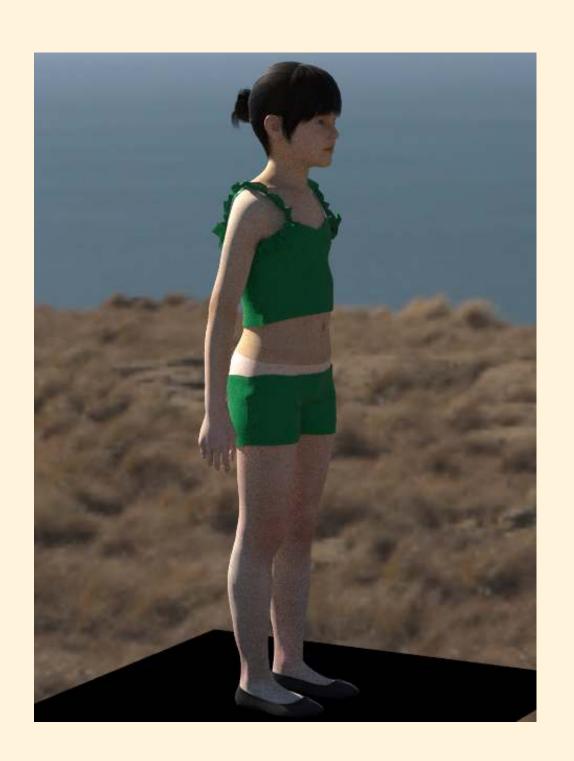


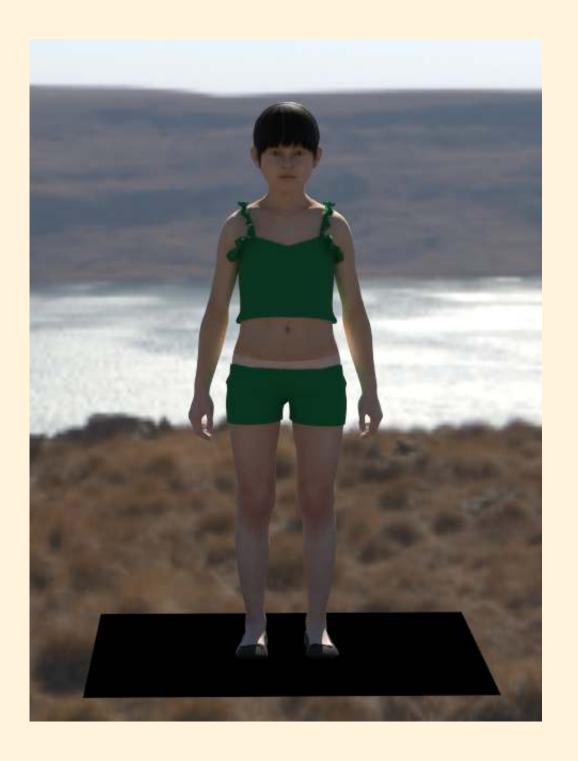


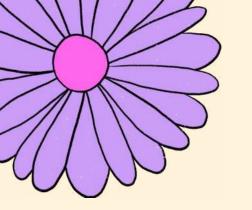


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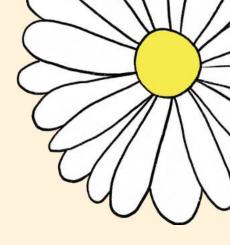








MARKETING



Mambo – Entry Strategy for New Zealand

- Low awareness, but opportunity for fresh brand positioning
- Target: Girls (8–16) and their mothers as purchase decision-makers
- Digital: TikTok & Instagram with local influencers to build relevance
- Offline: Surf & Style Days + creative in-store activations at Big W
- Messaging: Expressive, fun for girls ethical, durable for parents

