



# BURBERRY

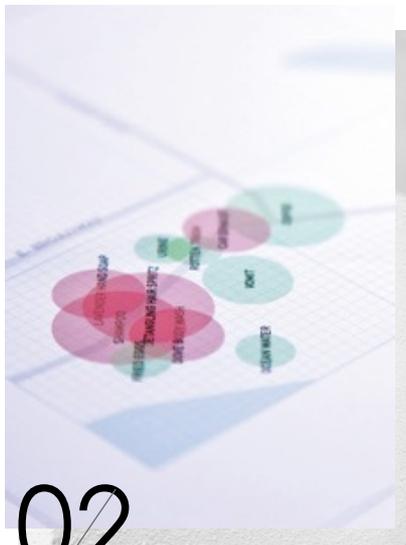
## 2019春夏数据分析报告

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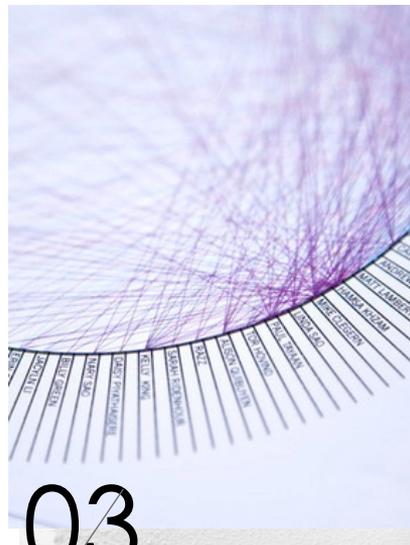
01

色彩分析



02

品类分析



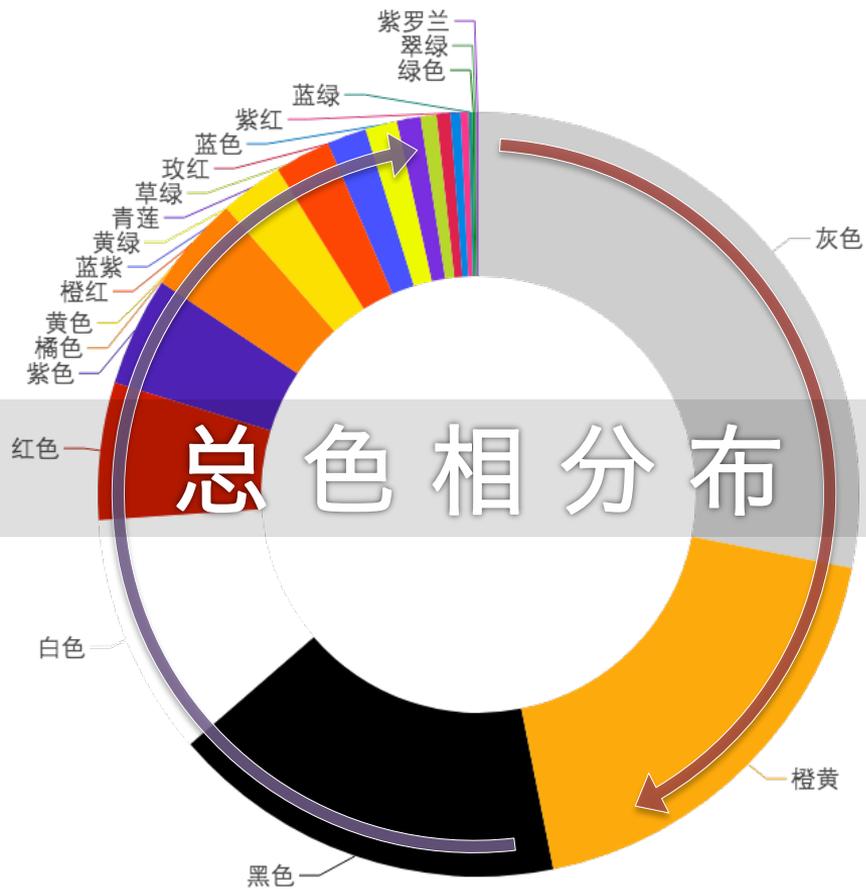
03

面料分析

01

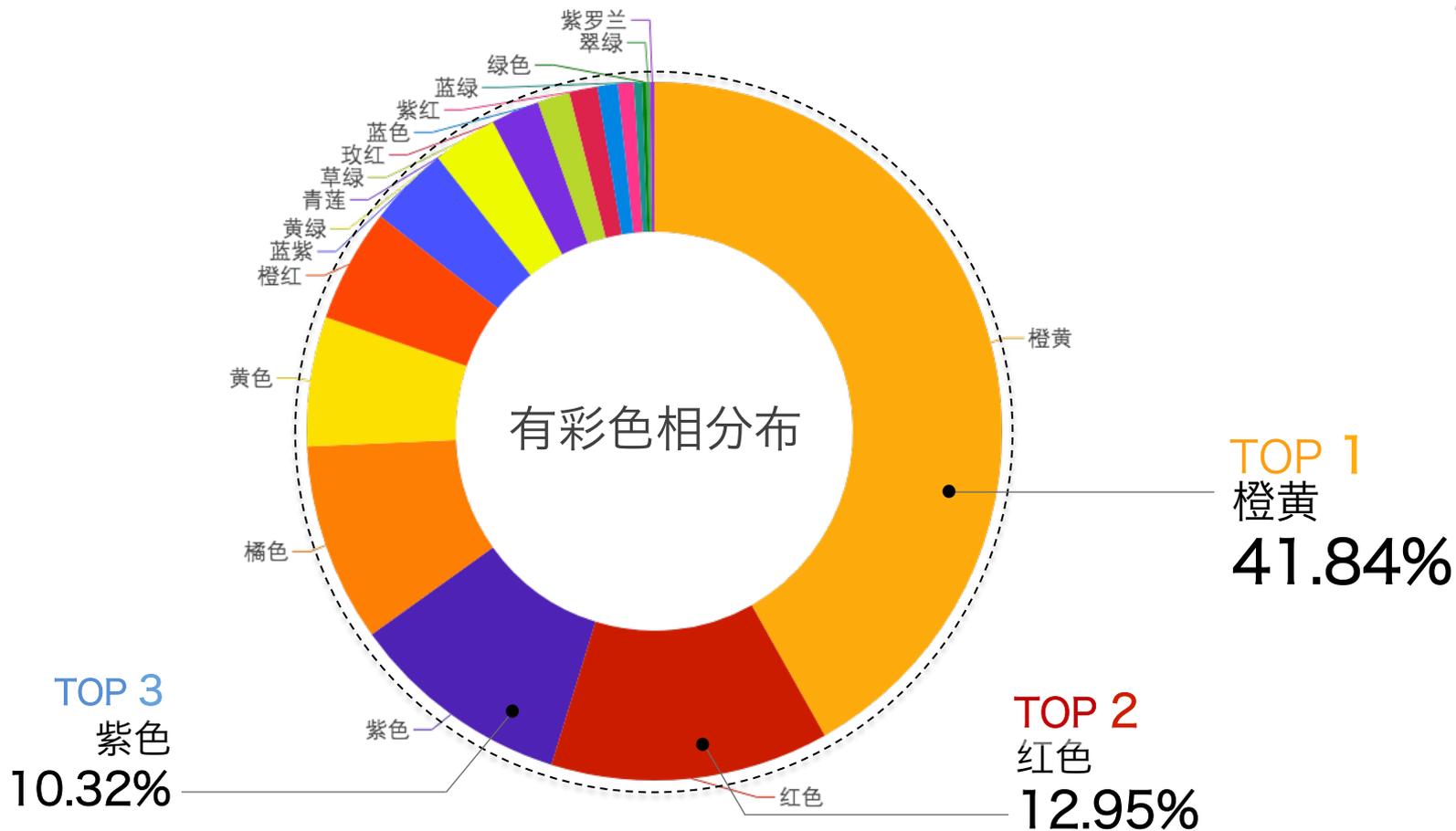
色彩分析





暖色调77.29%  
冷色调22.71%

# 总色相分布



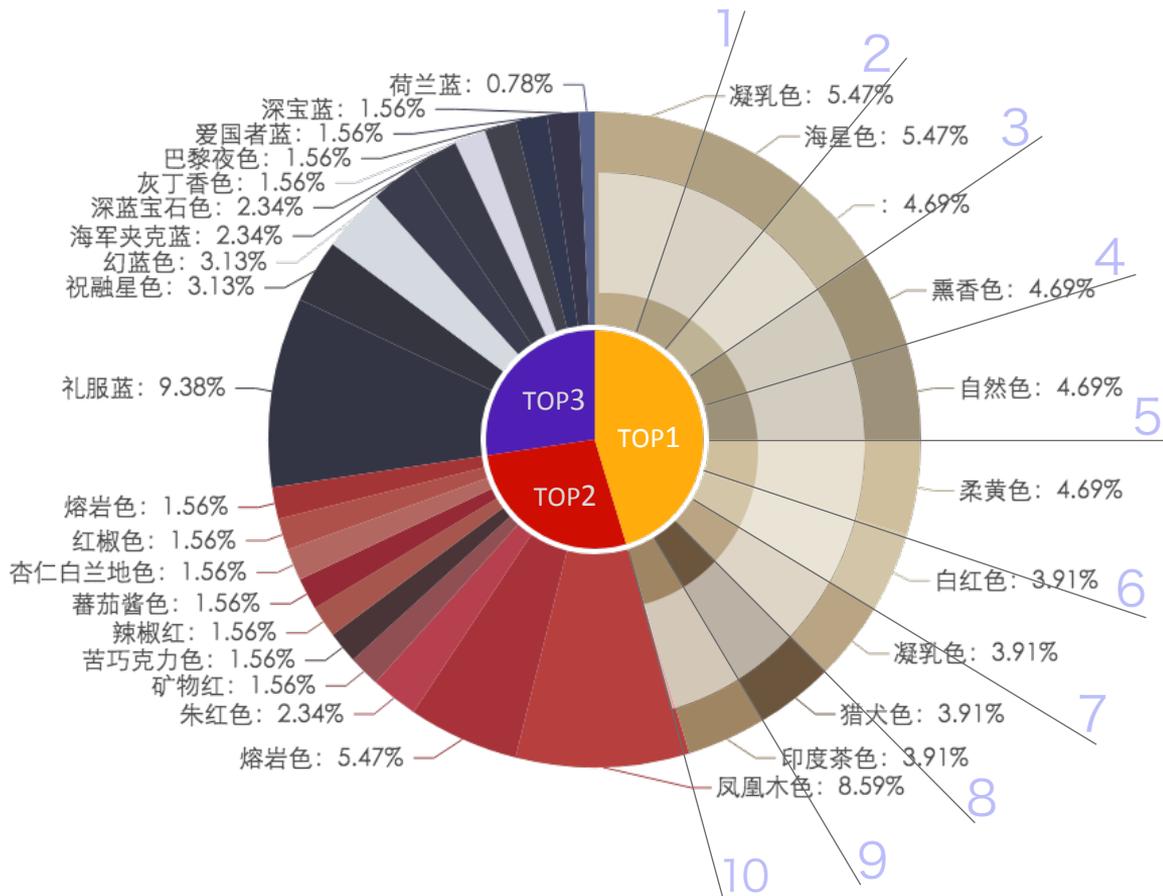
# 有彩色相 TOP3

 橙黄色相: 45.31%

 红色相: 27.35%

 紫色相: 27.34%

 单色相下重点色彩



凝乳色  
5.47%

海星色  
5.47%

白橡木色  
4.69%

熏香色  
4.69%

自然色  
4.69%

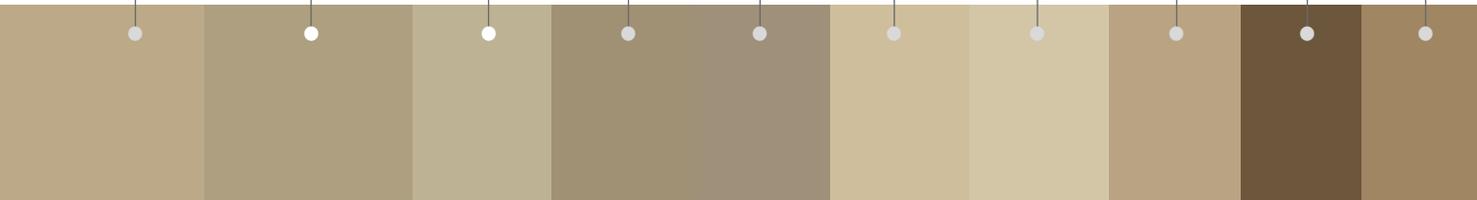
柔黄色  
4.69%

白红色  
3.91%

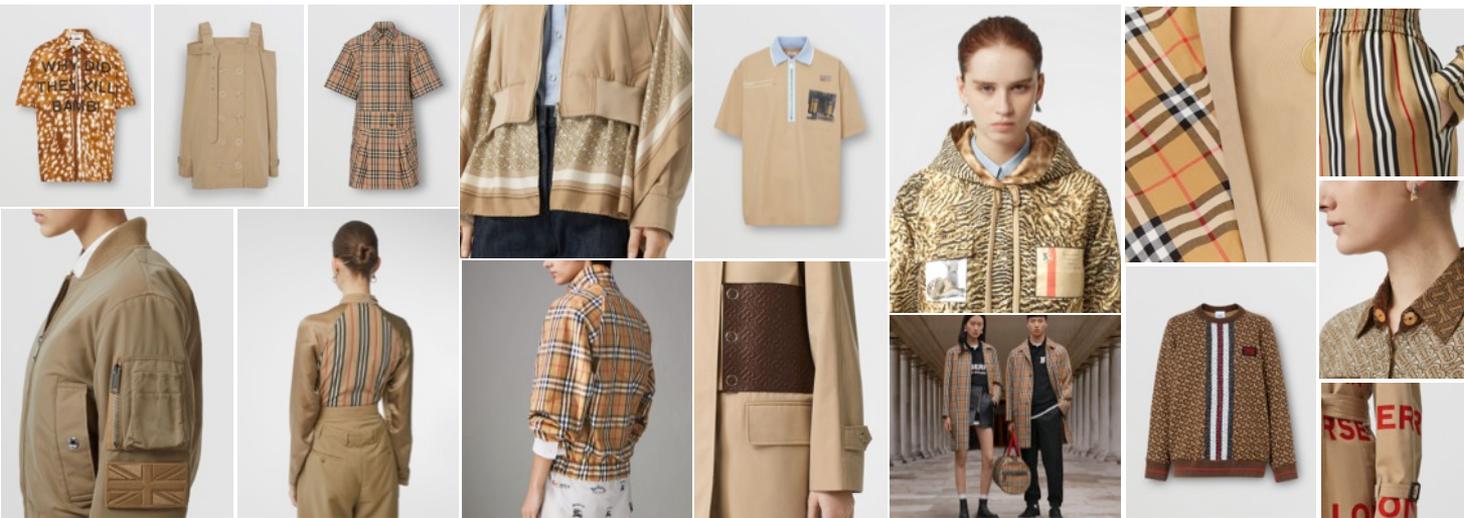
砾石色  
3.91%

猎犬色  
3.91%

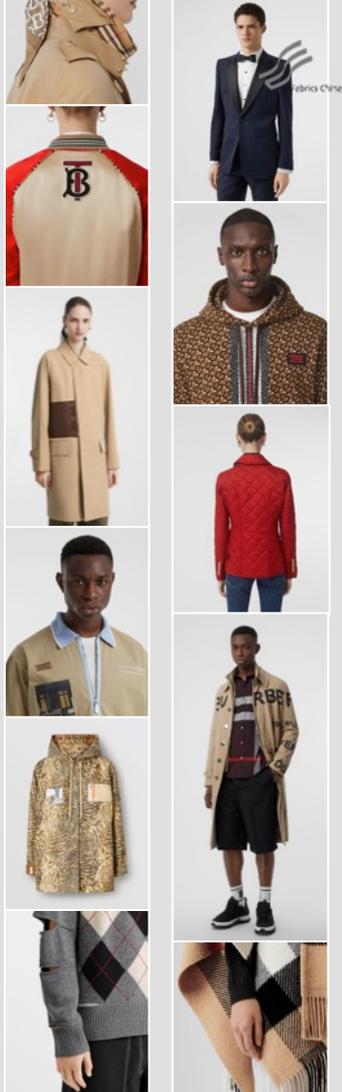
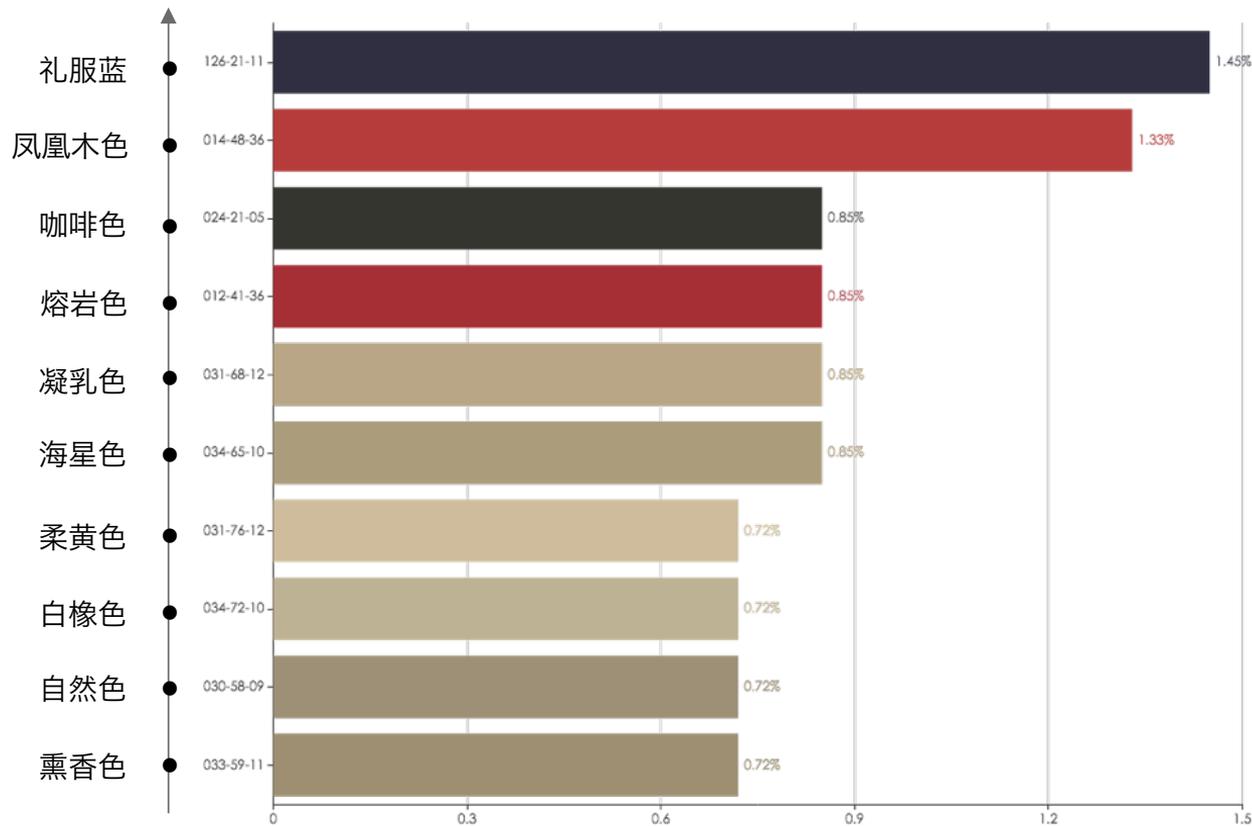
印度茶色  
3.91%



# 橙黄色相



# 品牌应用TOP10色彩



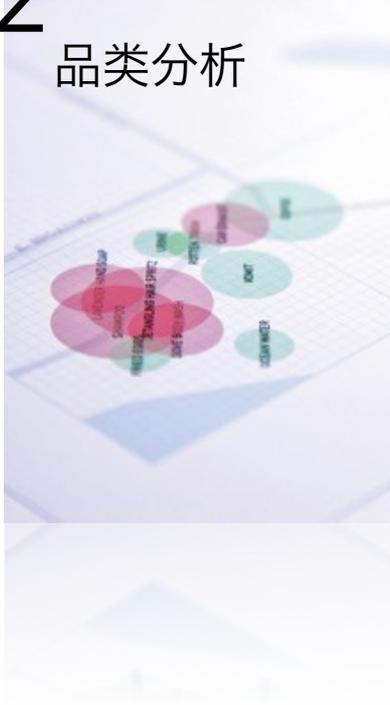
# 凝乳色

coloro  
031-68-12

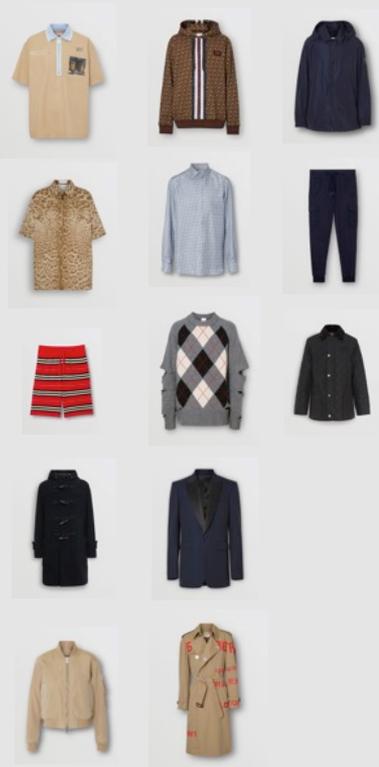


# 02

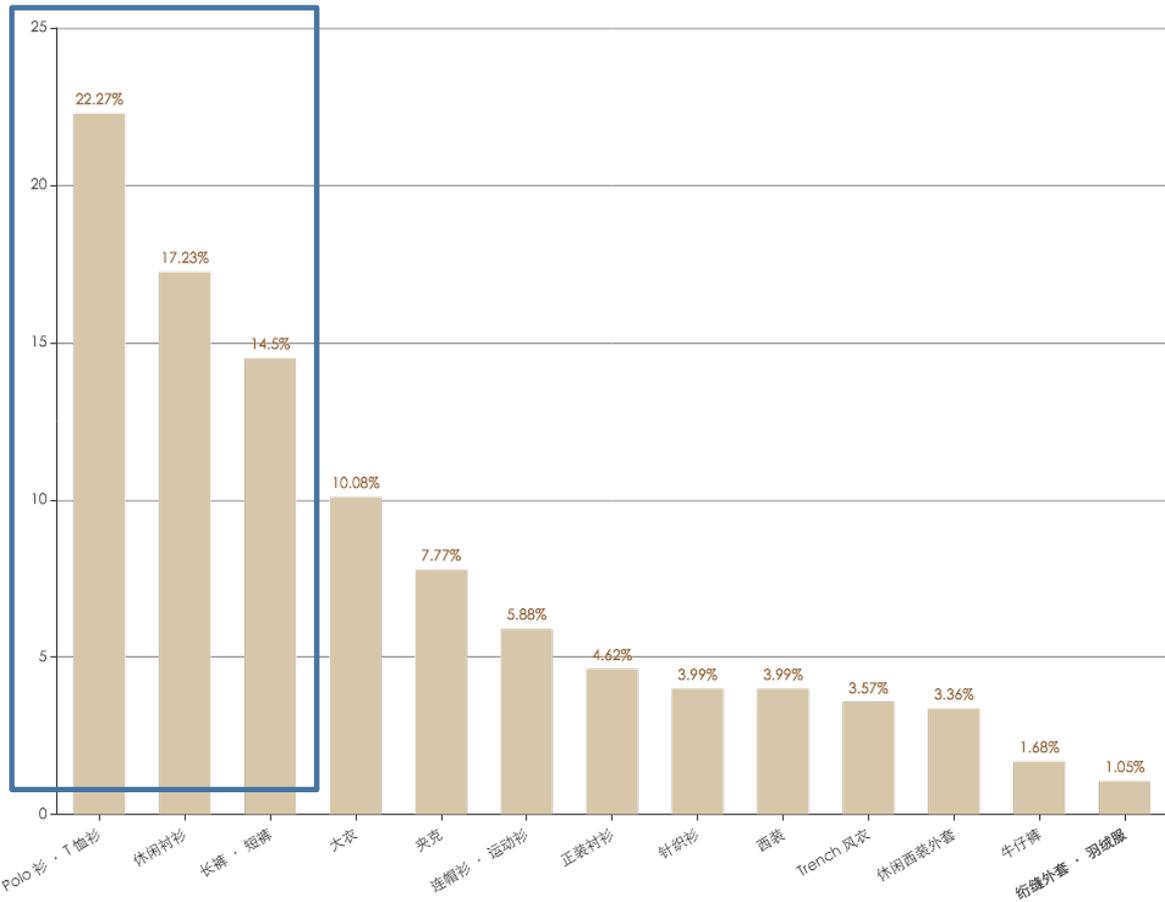
## 品类分析



# 产品配比-MEN

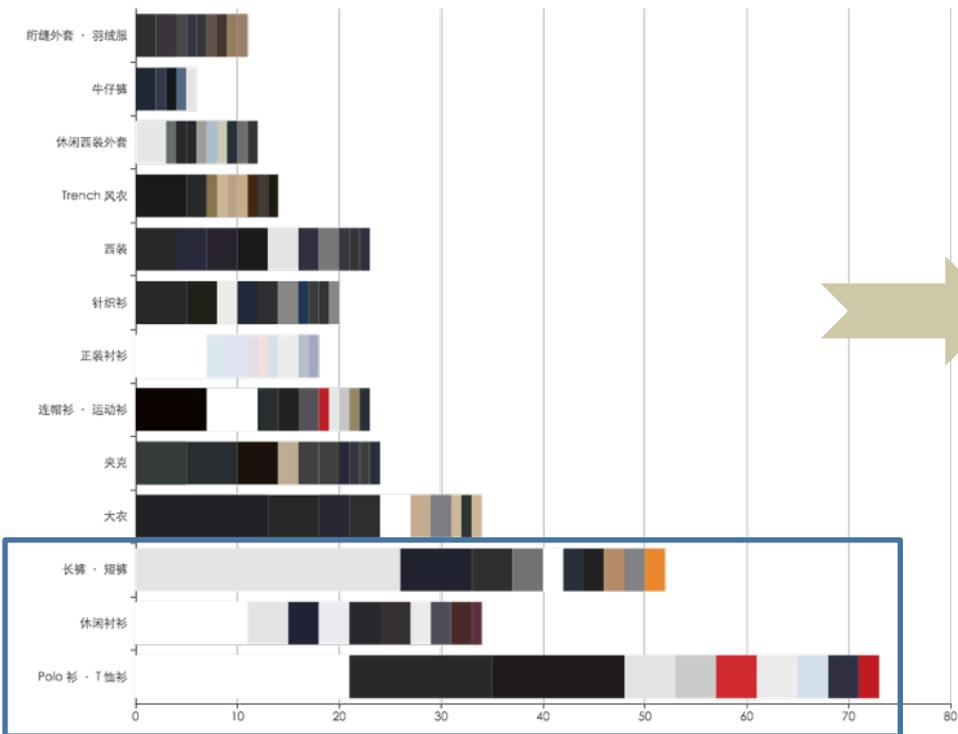


## TOP3



# MEN

## 分品类重点色彩



# MEN

## 品类配比及色彩应用

TOP1



Polo衫&T恤  
22.27%



TOP2



休闲衬衫  
17.23%



TOP3



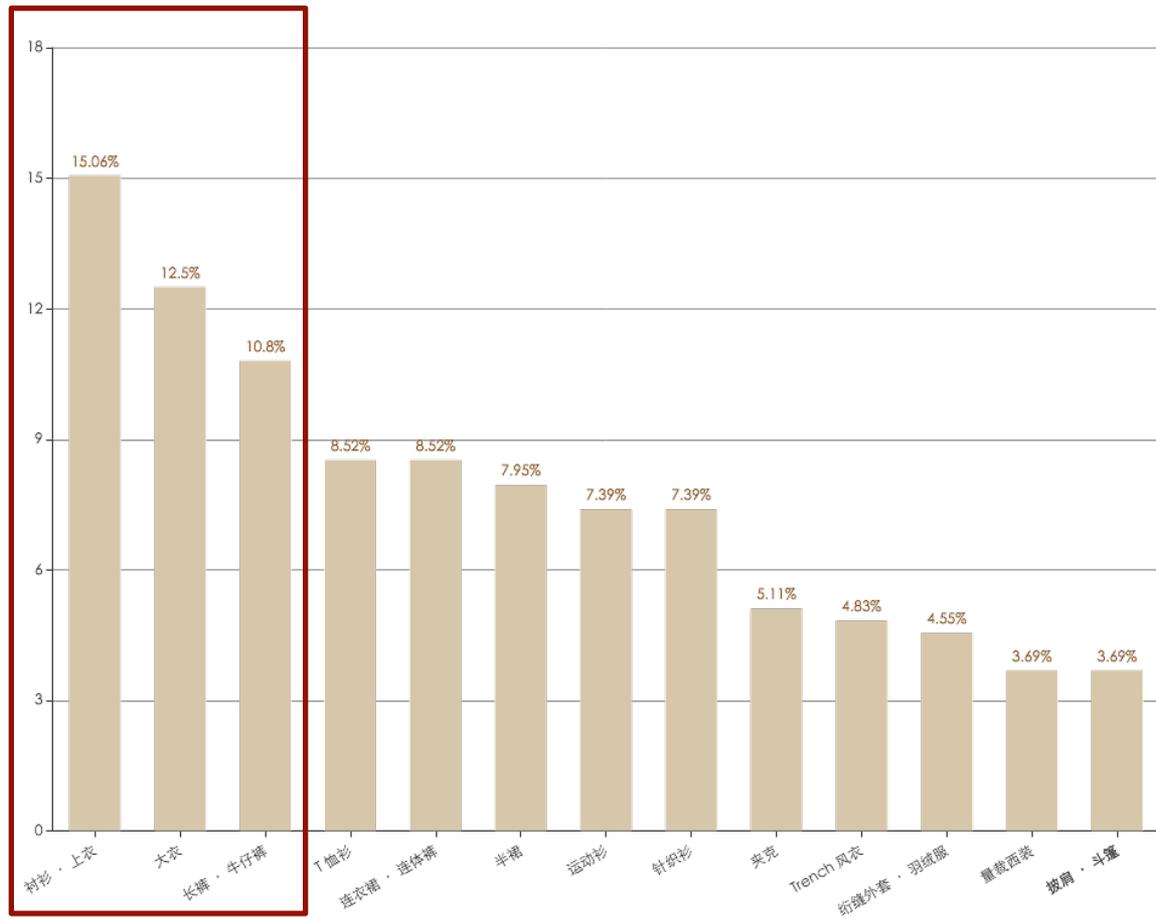
长裤&短裤  
14.5%



# 产品配比-WOMEN

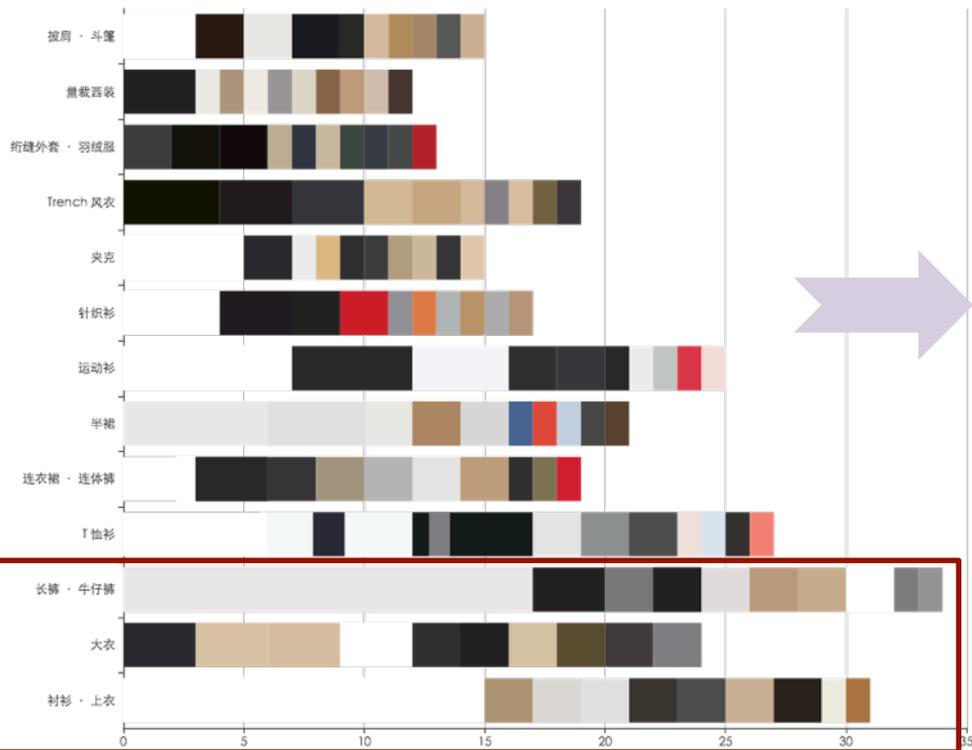


## TOP3



# WOMEN

## 分品类重点色彩



# WOMEN

## 品类配比及色彩应用

TOP1



衬衫&上衣  
15.06%



TOP2



大衣  
12.5%



TOP3

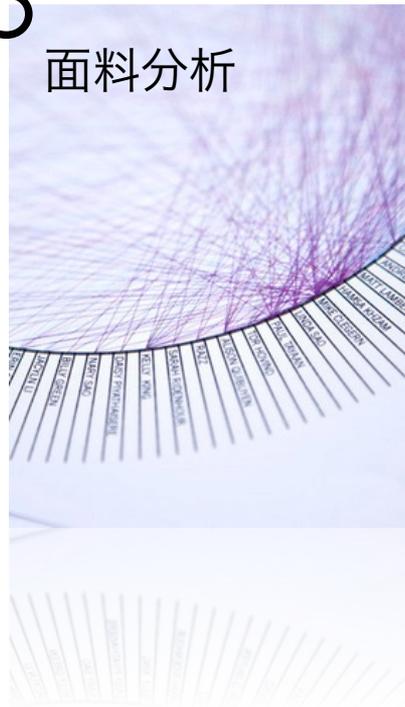


长裤&牛仔裤  
10.8%



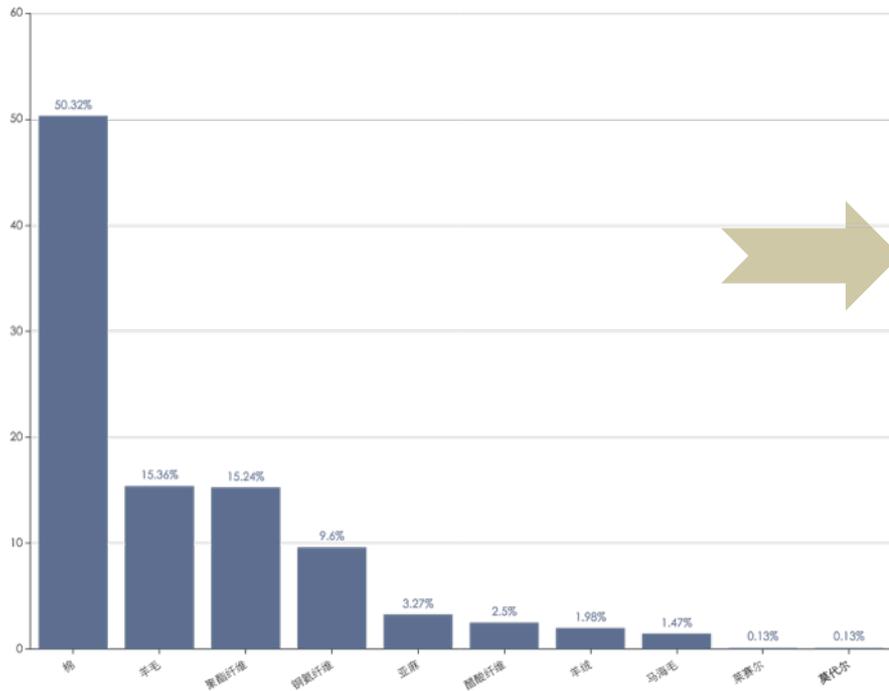
# 03

## 面料分析



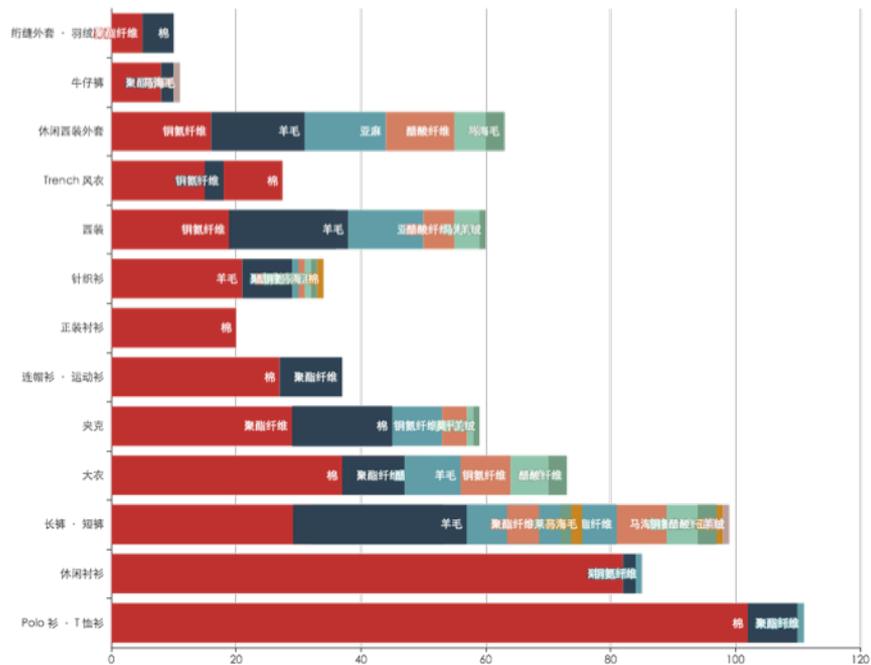
# MEN

## 总品类面料占比



# MEN

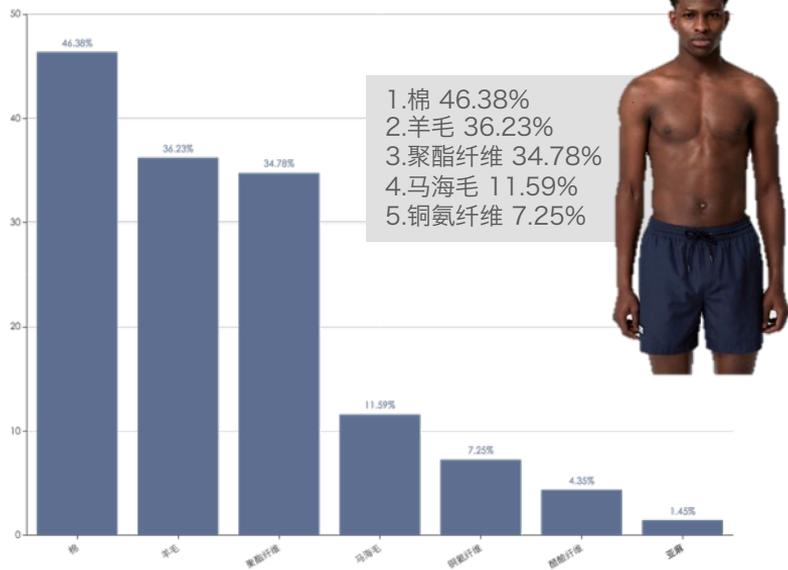
## 分品类面料占比



# MEN

## 分品类面料成分占比

### 长裤&短裤



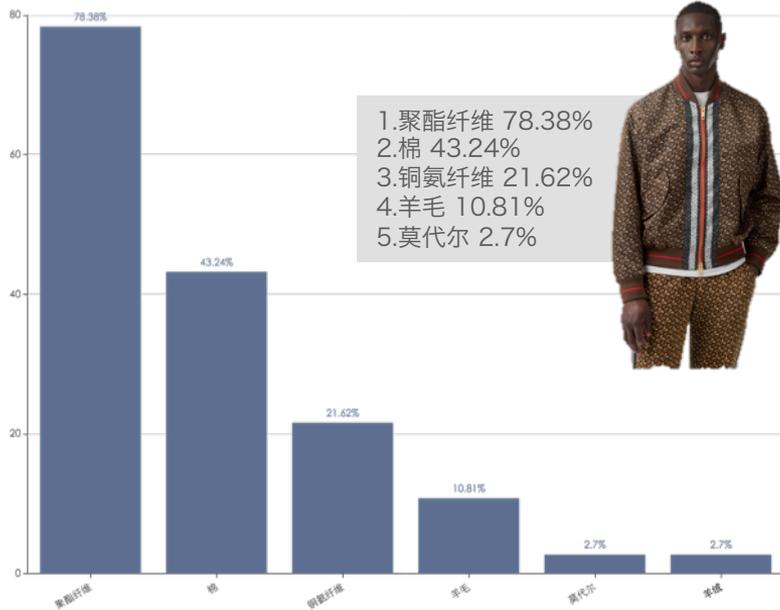
### 大衣



# MEN

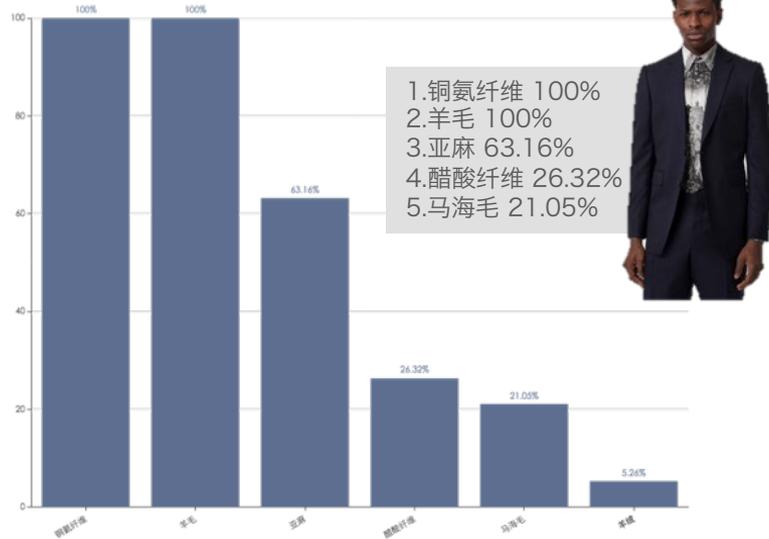
## 分品类面料成分占比

### 夹克



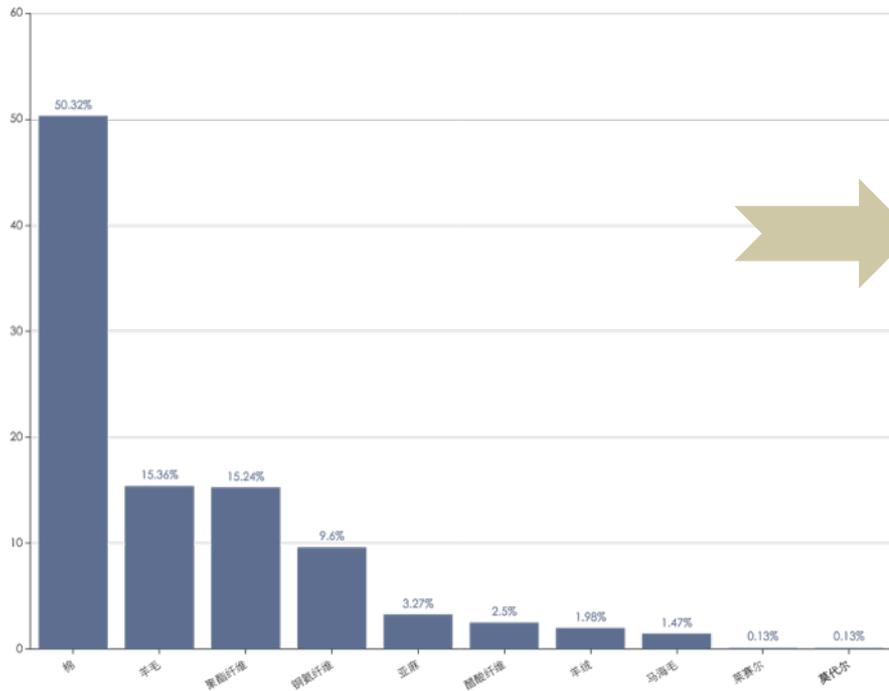
1. 聚酯纤维 78.38%
2. 棉 43.24%
3. 铜氨纤维 21.62%
4. 羊毛 10.81%
5. 莫代尔 2.7%

### 西装

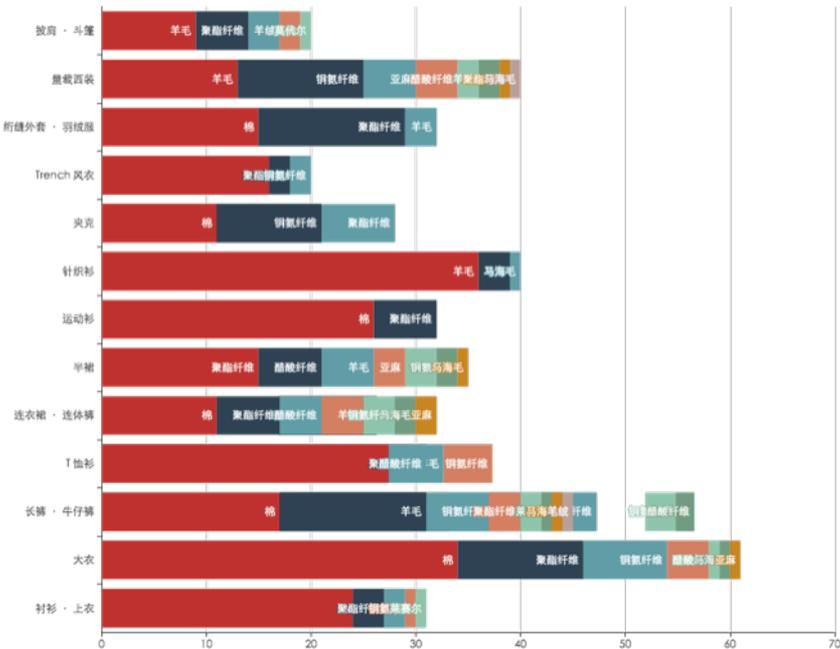


1. 铜氨纤维 100%
2. 羊毛 100%
3. 亚麻 63.16%
4. 醋酸纤维 26.32%
5. 马海毛 21.05%

# WOMEN 总品类面料占比



# WOMEN 分品类面料占比



# WOMEN

## 分品类面料成分占比

### 衬衫&上衣



### 大衣



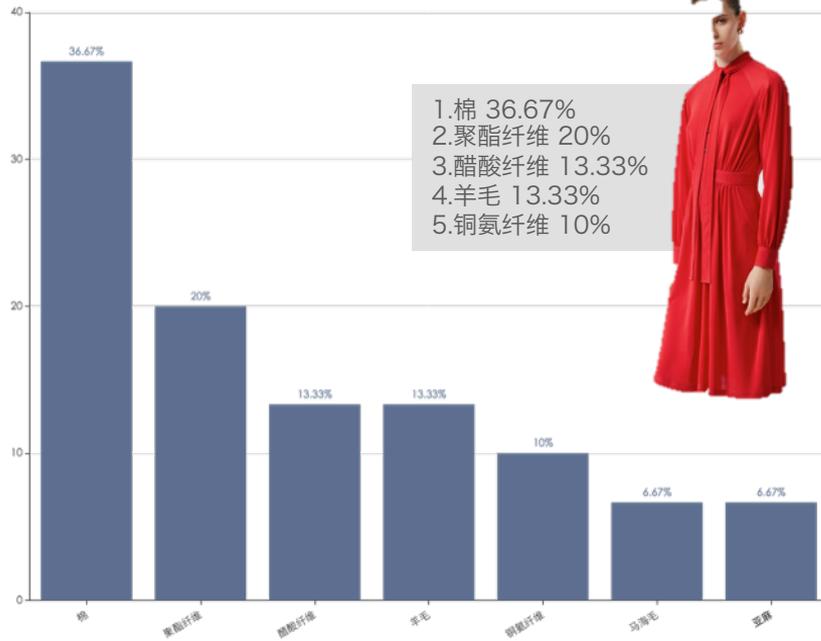
# WOMEN

## 分品类面料成分占比

### 长裤&牛仔裤



### 连衣裙&连体裤





企业: 江苏三俊科技纺织有限公司

成分: 锦纶20%,Tactel80%  
polyamide20%,Tactel80%

品号: XB.2902.平光

克重: 85g/m2

幅宽: 145.00cm

价格: 28.8元/米



企业: 上海赛特丝绸进出口有限公司

成分: 粘胶40%,粘胶55%,金银丝5%  
viscose40%,viscose55%,lame yarn5%

品号: STM180012-1

克重: 117g/m2

幅宽: 148.00cm

价格: 54元/米



企业: 山东临清三和纺织集团

成分: 羊毛90%,羊绒10%  
wool90%,cashmere10%

品号: SM802176

克重: 500g/m2

幅宽: 150.00cm

价格: 260元/米



企业: 山东临清三和纺织集团

成分: 桑蚕丝10%,羊毛90%  
silk10%,wool90%

品号: SM06001

克重: 213g/m2

幅宽: 150.00cm

价格: 90元/米



企业: 石狮市港溢染整织造有限公司

成分: 棉58%,亚麻5%,天丝12%,莫代尔23.5%,氨纶1.5%  
cotton58%,linen5%,Tencel12%,Modal23.5...

品号: GY1906

克重: 182g/m2

幅宽: 148.00cm

价格: 32元/米





## AI COLOR TREND

人工智能流行色彩分析工具

