



Pricing Guidelines (Clothing)

Level 1- Discount Stores: Target

Level 2- Department Stores: Osh Kosh, The Children's Place, Carter's, Old Navy

Level 3- Chain Stores: Gymboree, Gap, Justice, Limited Too, Abercrombie

Level 4- Upscale Brands: Polo, Nautica, Janie & Jack, Flowers by Zoe, Joe's Jeans

Item:	Level 1	Level 2	Level 3	Level 4
Bottoms				
Jeans	2.00-5.00	3.00-5.00	3.00-8.00	4.00-9.00
Dress Pants/Slacks	3.00-6.00	4.00-7.00	4.00-8.00	5.00-10.00
Casual/Khaki	2.00-5.00	3.00-5.00	3.00-8.00	4.00-9.00
Skirts/Skortts	2.00-4.00	2.00-5.00	3.00-6.00	4.00-7.00
Shorts	2.00-3.00	2.00-3.00	3.00-5.00	3.00-6.00
Sweatpants	2.00-3.00	2.00-3.00	2.00-5.00	3.00-6.00
Leggings	2.00-3.00	2.00-3.00	3.00-4.00	3.00-5.00
Dresses				
Jumpers	2.00-4.00	2.00-5.00	3.00-6.00	4.00-9.00
Dresses	3.00-5.00	3.00-6.00	4.00-7.00	4.00-10.00
Sundresses	2.00-4.00	3.00-5.00	3.00-6.00	4.00-9.00
Holiday Dresses	3.00-6.00	5.00-9.00	6.00-10.00	6.00-15.00
Tops				
Sweaters	2.00-5.00	3.00-6.00	4.00-10.00	5.00-10.00
Sweatshirts	2.00-3.00	2.00-4.00	4.00-5.00	4.00-7.00
Turtlenecks	2.00-3.00	2.00-4.00	2.00-5.00	3.00-6.00
Long Sleeve	2.00-3.00	2.00-4.00	2.00-5.00	3.00-6.00
Short Sleeve/Sleeveless	2.00-3.00	2.00-4.00	3.00-5.00	4.00-6.00
Basic T-shirt w/or w/o logo	2.00-3.00	2.00-4.00	3.00-5.00	3.00-6.00
Dress Shirt	2.00-4.00	3.00-5.00	4.00-6.00	5.00-7.00

Outfits/sets				
2 pc matching top & bottom	3.00-4.00	4.00-6.00	6.00-10.00	7.00-15.00
3 pc matching outfit	3.00-5.00	5.00-6.00	6.00-12.00	7.00-15.00
4 pc matching outfit	4.00-5.00	5.00-7.00	7.00-115.00	8.00-20.00
Outer Wear				
Winter coat/jacket	3.00-7.00	4.00-7.00	4.00-15.00	8.00-20+
Snow pants	3.00-5.00	3.00-5.00	4.00-10.00	5.00-15+
Snowsuit	5.00-7.00	5.00-8.00	6.00-12.00	6.00-15+
Windbreaker	2.00-4.00	3.00-5.00	3.00-7.00	4.00-8.00
Denim Jackets	3.00-5.00	3.00-5.00	4.00-7.00	5.00-9.00
Raincoats	3.00-5.00	3.00-5.00	4.00-7.00	5.00-9.00
Polar Fleece	3.00-5.00	4.00-6.00	4.00-7.00	5.00-9.00
Vests-Lined or quilted	3.00-5.00	3.00-5.00	4.00-7.00	5.00-9.00
Athletic/Track suits	4.00-6.00	4.00-6.00	5.00-10.00	5.00-12.00
Spring Coat/Light Weight	2.00-5.00	3.00-6.00	4.00-8.00	5.00-10.00
Pajamas				
Footed/Non Footed Sleeper	2.00-3.00	3.00-4.00	3.00-5.00	4.00-6.00
2 or 3 pc PJ sets	2.00-3.00	3.00-4.00	3.00-5.00	4.00-7.00
Night Gown	2.00-3.00	3.00-4.00	3.00-5.00	4.00-6.00
Bathrobe	2.00-3.00	3.00-4.00	3.00-5.00	5.00-6.00
Swimwear				
Swimsuits	2.00-3.00	3.00-4.00	3.00-5.00	4.00-6.00
Swim trunks	2.00-3.00	3.00-4.00	3.00-5.00	4.00-6.00
Cover-ups	3.00-4.00	4.00-6.00	5.00-7.00	6.00-7.00
Shoes				
Boots-winter	2.00-3.00	2.00-4.00	3.00-9.00	3.00-12.00
Boots-hiking	2.00-4.00	2.00-4.00	3.00-9.00	3.00-12.00
Tennis shoes	2.00-3.00	2.00-4.00	2.00-5.00	3.00-8.00
Dress shoes	2.00-3.00	2.00-4.00	3.00-8.00	3.00-10+
Sandals	2.00-3.00	2.00-4.00	3.00-7.00	3.00-8.00
Water shoes	2.00-3.00	2.00-4.00	3.00-5.00	4.00-7.00
Soccer cleats	3.00-5.00	4.00-7.00	5.00-8.00	6.00-10+

Pricing Guidelines (Other Items)

	Generic Brand		Brand Name
Feeding/Nursing			
Single Breast Pump	10.00-20.00		
Double Breast Pump	25.00-50.00		75.00-150.00
Nursing Pillow/Boppy	4.00-5.00		5.00-10.00
Nursing Stool	5.00-15.00		
Infant Equipment			
Baby Swing	15.00-25.00		25.00-50.00
Bouncy Seat	5.00-10.00		10.00-30.00
High Chair	10.00-20.00		25.00-75.00
Exersaucer	15.00-20.00		20.00-35.00
Pack N' Play/Port-A-Crib	20.00-30.00		25.00-45.00
Umbrella Stroller	5.00-10.00		10.00-15.00
Single Child Stroller	15.00-25.00		25.00-50.00
Double Stroller	25.00-50.00		40.00-85.00
Baby Bjorn/Snuggli/Sling	10.00-25.00		25.00-50.00
Bassinet	20.00-35.00		35.00-60.00
Bebe pod	15.00-20.00		25.00-35.00
Infant/Baby Furniture			
Changing Table	20.00-65.00		65.00-100.00
Dresser	25.00-75.00		80.00-150.00
Glider w/ ottoman	30.00-75.00		75.00-150.00
Book Shelf-3 shelves	10.00-20.00		25.00-50.00
Book Shelf-4+ shelves	20.00-40.00		40.00-60.00
Wall Hanging Shelf	5.00-15.00		10.00-20.00

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