



# WHEAT

SPRING / SUMMER 2027 ·  
ЗАКАЗ РАЗМЕЩЁН №625797

## Купальники · пляж

Предзаказ — защита объёма для  
руководства



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<b>26</b>	<b>372</b>	<b>€5.5т</b>
ПОЗИЦИЙ	ШТУК	СУММА

№625797 · 19.06.2026 · фото — портал Wheat B2B

# Уходят лидеры рынка

ПРОДАЖИ КУПАЛЬНИКОВ ПО БРЕНДАМ · 2025 · 1315 ШТ ВСЕГО

Konges Sløjd ■ уходит

395 шт

Liewood ■ уходит

343 шт

Wheat

252 шт

Fresk

117 шт

nuuroo

68 шт

Buho

41 шт

Flöss

40 шт

Konges Sløjd (395) + Liewood (343) = 738 шт/год — это 56% рынка купальников, и оба снимаются. Причём это были ХОДОВЫЕ купальники (ST 93% и 89% — выше нашего Wheat 58%). Их спрос освобождается и переходит к остающимся брендам; Wheat — крупнейший из них.

## Освобождается 738 шт высокого спроса

Без Konges/Liewood Wheat становится №1 в категории. Даже забрав 40–50% ушедшего спроса, целевой объём Wheat-купальников ≈ 470–580 шт (против 252 в 2025).

# Заказ не раздут — закрывает спрос

СВЕРКА С РЫНКОМ И ЦЕЛЕВЫМ ОБЪЁМОМ

Продажи Wheat-купальников 2025	252 шт
Освобождается с уходом Konges+Liewood	+738 шт
Целевой объём Wheat (40–50% ушедшего)	470–580 шт
Заказ ВЛ-2027	372 шт
Заказ к целевому	~70%

## Вывод: объём обоснован и консервативен

Заказ 372 шт закрывает лишь ~70% реалистичного целевого объёма после ухода двух лидеров. Риск здесь — НЕ перезаказ, а недозаказ: освободившийся спрос (738 шт, высокий ST) больше, чем мы добираем.

Состав сфокусирован на **высоко-ST сериях** и дополнен полным пляжным комплектом (UV-защита, жилеты-плавсредства, аквашузы) — закрываем категорию целиком, а не точечно.

# Что в заказе

26 ПОЗИЦИЙ · 372 ШТ · ПОЛНЫЙ ПЛЯЖНЫЙ КОМПЛЕКТ

**92**

АКВАШУЗЫ

**61**

КУПАЛЬНИКИ

**60**

УВ-ШЛЯПЫ / АКССС.

**54**

ПЛАВКИ / ШОРТЫ

**54**

УВ-ФУТБОЛКИ

**39**

ЖИЛЕТЫ-ПЛАВСРЕДСТВА

**12**

БИКИНИ

## ОПОРА НА ПРОВЕРЕННЫЕ СЕРИИ (ST 2025)

Swimsuit Cas	<b>98%</b>
Swimsuit Selma	<b>100%</b>
UV Ada / Jackie	<b>100%</b>
Swimshorts Ulrik	<b>74%</b>
Bikini Lærke	<b>73%</b>



Фото — портал Wheat B2B. ST — продажи 2025 по 1С. Курс/цены — по запросу.

Anatoly Dubovski - Geniks  
 Revoluční 21  
 417 42 Krupka  
 Czech Republic

Printed: 2026-06-19 02:21  
 Order No.: 625797  
 Customer Account No.: 114038  
 Salesperson: Omar Kobzili

Payment term: Net 30 days

**27 Spring****Delivery: Drop 1 Jan/feb**

Style no: 1727-169R-GRS  
 Style name: Swim briefs Lilian  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 34,95 EUR

WSP: 13,98 EUR  
 Discount: 5,00 %  
 Price: 13,28 EUR  
**Total: 146,08 EUR**

Assortments	80/12m	92/2y	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
<b>Color: 9957 red summer</b>														
Assort 1		2	2	2	2	2	1				11	1	11	11



Style no: 1749-169R-GRS  
 Style name: Swimsuit Selma  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 44,95 EUR

WSP: 17,98 EUR  
 Discount: 5,00 %  
 Price: 17,08 EUR  
**Total: 187,88 EUR**

Assortments	80/12m	92/2y	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
<b>Color: 9957 red summer</b>														
Assort 1				1	3	3	3	1			11	1	11	11



Style no: 1760-169R-GRS  
 Style name: Swim T-shirt L/S Zip Ada  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 44,95 EUR

WSP: 17,98 EUR  
 Discount: 5,00 %  
 Price: 17,08 EUR  
**Total: 187,88 EUR**

Assortments	80/12m	92/2y	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
<b>Color: 9957 red summer</b>														
Assort 1		2	2	2	2	2	1				11	1	11	11



Style no: 1945-257-GOTS  
 Style name: Bandana Marlow Print  
 Quality: 100% organic cotton  
 RRP: 19,95 EUR

WSP: 7,98 EUR  
 Discount: 5,00 %  
 Price: 7,58 EUR  
**Total: 68,22 EUR**

Assortments	Onesize	Qty	Assort.	Total	Acc.
<b>Color: 2469 bandana red</b>					
Assort 1	5	5	1	5	5
<b>Color: 9999 bandana rainy blue</b>					
Assort 1	4	4	1	4	9



Style no: 1987-169R-GRS  
 Style name: UV Sun Hat Bora  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 34,95 EUR

WSP: 13,98 EUR  
 Discount: 5,00 %  
 Price: 13,28 EUR  
**Total: 132,80 EUR**

Assortments	3-5y/52-53cm	6-8y/54-55cm	Qty	Assort.	Total	Acc.
<b>Color: 9957 red summer</b>						
Assort 1	5	5	10	1	10	10

Total Drop 1 Jan/feb: 722,86 EUR

**27 Spring**

Delivery: High Summer Mar/Apr



Style no: 1711-169R-GRS  
 Style name: Swim T-shirt S/S Jackie  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 39,95 EUR

WSP: 15,98 EUR  
 Discount: 5,00 %  
 Price: 15,18 EUR  
**Total: 197,34 EUR**

Assortments	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
<b>Color: 9959 sunny sky</b>												
Assort 1	3	3	3	3	1				13	1	13	13



Style no: 1726-169R-GRS  
 Style name: Swimsuit L/S ruffle Margot  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 49,95 EUR

WSP: 19,98 EUR  
 Discount: 5,00 %  
 Price: 18,98 EUR  
**Total: 284,70 EUR**

Assortments	80/12m	86/18m	92/2y	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	Qty	Assort.	Total	Acc.
<b>Color: 9887 hollyhocks rainbow</b>													
Assort 1	3	3	3	3	3					15	1	15	15



Style no: 1727-169R-GRS  
 Style name: Swim briefs Lilian  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 34,95 EUR

WSP: 13,98 EUR  
 Discount: 5,00 %  
 Price: 13,28 EUR  
**Total: 146,08 EUR**

Assortments	80/12m	92/2y	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
<b>Color: 9913 rose suns</b>														
Assort 1		2	2	2	2	2	1				11	1	11	11



Style no: 1742-169R-GRS  
 Style name: Swimshorts Ulrik  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 34,95 EUR

WSP: 13,98 EUR  
 Discount: 5,00 %  
 Price: 13,28 EUR  
**Total: 172,64 EUR**

Assortments	92/2y	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
<b>Color: 9959 sunny sky</b>													
Assort 1		3	3	3	3	1				13	1	13	13



Style no: 1745-169R-GRS  
 Style name: Bikini Lærke  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 44,95 EUR

WSP: 17,98 EUR  
 Discount: 5,00 %  
 Price: 17,08 EUR  
**Total: 136,64 EUR**

Assortments	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
<b>Color: 9887 hollyhocks rainbow</b>												
Assort 1		1	2	2	2	1			8	1	8	8



Style no: 1748-169R-GRS  
 Style name: Bikini Carla  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 44,95 EUR

WSP: 17,98 EUR  
 Discount: 5,00 %  
 Price: 17,08 EUR  
**Total: 68,32 EUR**

Assortments	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
<b>Color: 9913 rose suns</b>												
Assort 1			1	1	1	1			4	1	4	4



Style no: 1752-169R-GRS  
 Style name: Swim Shorts Ulrik Print  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 34,95 EUR

WSP: 13,98 EUR  
 Discount: 5,00 %  
 Price: 13,28 EUR  
**Total: 146,08 EUR**

Assortments	80/12m	86/18m	92/2y	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
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**Color: 9962 taffy swim stripe**

Assort 1			2	2	2	2	2	1				11	1	11	11
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Style no: 1753-169R-GRS  
 Style name: Swimsuit Cas Print  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 49,95 EUR

WSP: 19,98 EUR  
 Discount: 5,00 %  
 Price: 18,98 EUR  
**Total: 151,84 EUR**

Assortments	92/2y	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
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**Color: 9962 taffy swim stripe**

Assort 1	2	2	2	2						8	1	8	8
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Style no: 1755-169R-GRS  
 Style name: Swim Set 2-piece Alma  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 44,95 EUR

WSP: 17,98 EUR  
 Discount: 5,00 %  
 Price: 17,08 EUR  
**Total: 170,80 EUR**

Assortments	80/12m	92/2y	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
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**Color: 9887 hollyhocks rainbow**

Assort 1			2	2	2	2	1	1			10	1	10	10
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Style no: 1760-169R-GRS  
 Style name: Swim T-shirt L/S Zip Ada  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 44,95 EUR

WSP: 17,98 EUR  
 Discount: 5,00 %  
 Price: 17,08 EUR  
**Total: 187,88 EUR**

Assortments	80/12m	92/2y	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
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**Color: 9913 rose suns**

Assort 1		2	2	2	2	2	1				11	1	11	11
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Style no: 1761-169R-GRS  
 Style name: Swim T-shirt L/S Ada Print  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 44,95 EUR

WSP: 17,98 EUR  
 Discount: 5,00 %  
 Price: 17,08 EUR  
**Total: 187,88 EUR**

Assortments	80/12m	86/18m	92/2y	98/3y	104/4y	110/5y	116/6y	122/7y	128/8y	140/10y	152/12y	Qty	Assort.	Total	Acc.
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**Color: 9962 taffy swim stripe**

Assort 1			2	2	2	2	2	1				11	1	11	11
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Style no: 1770-175-GRS  
 Style name: Swim vest Sally  
 Quality: 100% polyester  
 RRP: 54,95 EUR

WSP: 21,98 EUR  
 Discount: 5,00 %  
 Price: 20,88 EUR  
**Total: 375,84 EUR**

Assortments	11-15kg (1-2y)	15-19kg (2-3y)	19-30kg (3-6y)	Qty	Assort.	Total	Acc.
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**Color: 9887 hollyhocks rainbow**

Assort 1	4	7	7	18	1	18	18
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Style no: 1771-175-GRS  
 Style name: Swim vest Oliver  
 Quality: 100% polyester  
 RRP: 54,95 EUR

WSP: 21,98 EUR  
 Discount: 5,00 %  
 Price: 20,88 EUR  
**Total: 438,48 EUR**

Assortments	11-15kg (1-2y)	15-19kg (2-3y)	19-30kg (3-6y)	Qty	Assort.	Total	Acc.
<b>Color: 2256 terracotta swim stripe</b>							
Assort 1	5	8	8	21	1	21	21



Style no: 1987-169R-GRS  
 Style name: UV Sun Hat Bora  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 34,95 EUR

WSP: 13,98 EUR  
 Discount: 5,00 %  
 Price: 13,28 EUR  
**Total: 239,04 EUR**

Assortments	3-5y/52-53cm	6-8y/54-55cm	Qty	Assort.	Total	Acc.
<b>Color: 9883 hollyhocks flowers</b>						
Assort 1	5	5	10	1	10	10
<b>Color: 9913 rose suns</b>						
Assort 1	4	4	8	1	8	18



Style no: 5701-169R-GRS  
 Style name: Swim Shorts Philip  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 24,95 EUR

WSP: 9,98 EUR  
 Discount: 5,00 %  
 Price: 9,48 EUR  
**Total: 75,84 EUR**

Assortments	74/9m	80/12m	86/18m	92/2y	Qty	Assort.	Total	Acc.
<b>Color: 3339 swim sandshell boats</b>								
Assort 1	2	2	2	2	8	1	8	8



Style no: 5711-169R-GRS  
 Style name: Swim T-shirt S/S Jackie  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 34,95 EUR

WSP: 13,98 EUR  
 Discount: 5,00 %  
 Price: 13,28 EUR  
**Total: 106,24 EUR**

Assortments	56/1m	62/3m	68/6m	74/9m	80/12m	86/18m	92/2y	Qty	Assort.	Total	Acc.
<b>Color: 3339 swim sandshell boats</b>											
Assort 1				2	2	2	2	8	1	8	8



Style no: 5733-169R-GRS  
 Style name: Swimsuit S/S Cas  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 44,95 EUR

WSP: 17,98 EUR  
 Discount: 5,00 %  
 Price: 17,08 EUR  
**Total: 290,36 EUR**

Assortments	62/3m	68/6m	74/9m	80/12m	86/18m	92/2y	Qty	Assort.	Total	Acc.
<b>Color: 9913 rose suns</b>										
Assort 1			1	2	2	2	7	1	7	7
<b>Color: 9959 sunny sky</b>										
Assort 1			1	3	3	3	10	1	10	17



Style no: 5987-169R-GRS  
 Style name: UV Sun Hat Bora  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 29,95 EUR

WSP: 11,98 EUR  
 Discount: 5,00 %  
 Price: 11,38 EUR  
**Total: 261,74 EUR**

Assortments	3-9m/44-47cm	9-24m/48-51cm	Qty	Assort.	Total	Acc.
<b>Color: 3339 swim sandshell boats</b>						
Assort 1	2	4	6	1	6	6
<b>Color: 9913 rose suns</b>						
Assort 1	2	4	6	1	6	12

Assortments	3-9m/44-47cm	9-24m/48-51cm	Qty	Assort.	Total	Acc.
<b>Color: 9959 sunny sky</b>						
Assort 1	4	7	11	1	11	23

**Total High Summer Mar/Apr: 3.637,74 EUR**

**Brand QTY: 280**

**PLEASE remember to use our B2B shop for repeat orders. If you need username and/or password please contact the office.**

# Confirmation

## 27 Spring

### Delivery: Drop 1 Jan/feb



Style no: WF815-02  
 Style name: Swimshoe Dolphin  
 Quality: 92% polyester, 8% elastene  
 RRP: 24,95 EUR

WSP: 9,98 EUR  
 Discount: 5,00 %  
 Price: 9,48 EUR  
**Total: 284,40 EUR**

Assortments	19/20	21/22	23/24	25/26	27/28	29/30	31/32	33/34	Qty	Assort.	Total	Acc.
<b>Color: 9957 red summer</b>												
FREE		3	3	3	3	3			15	1	15	15
<b>Color: 9959 sunny sky</b>												
FREE		3	3	3	3	3			15	1	15	30



Style no: WF878-02  
 Style name: Swim Shoe Dolphin 2.0  
 Quality: 83% recycled polyester, 17% elastane  
 RRP: 29,95 EUR

WSP: 11,98 EUR  
 Discount: 5,00 %  
 Price: 11,38 EUR  
**Total: 284,50 EUR**

Assortments	19/20	21/22	23/24	25/26	27/28	29/30	31/32	33/34	Qty	Assort.	Total	Acc.
<b>Color: 9887 hollyhocks rainbow</b>												
FREE			3	3	3	3	3		15	1	15	15
<b>Color: 9913 rose suns</b>												
FREE			2	2	2	2	2		10	1	10	25

**Total Drop 1 Jan/feb: 568,90 EUR**

## 27 Spring

### Delivery: Drop 2 Feb/Mar



Style no: WF453j-02  
 Style name: Beach Shoe Shawn  
 Quality: 100% neoprene  
 RRP: 39,95 EUR

WSP: 15,98 EUR  
 Discount: 5,00 %  
 Price: 15,18 EUR  
**Total: 561,66 EUR**

Assortments	20	21	22	23	24	25	26	27	28	29	30	31	32	Qty	Assort.	Total	Acc.
<b>Color: 2256 terracotta swim stripe</b>																	
FREE			2	2	3	3	3	3	3	2				21	1	21	21
<b>Color: 9887 hollyhocks rainbow</b>																	
FREE			2	2	2	2	2	2	2	2				16	1	16	37

**Total Drop 2 Feb/Mar: 561,66 EUR**

**Brand QTY: 92**

PLEASE remember to use our B2B shop for repeat orders. If you need username and/or password please contact the office.

**Total QTY: 372**

Amount	VAT	Amount	Currency	Total
5.491,16	0,00 %	0,00	EUR	5.491,16