



MOTIVATIONAL
START-UP PLANNER

Fashion
FATED

People I admire most...

- 1)
- 2)
- 3)

You'RE
AMAZING

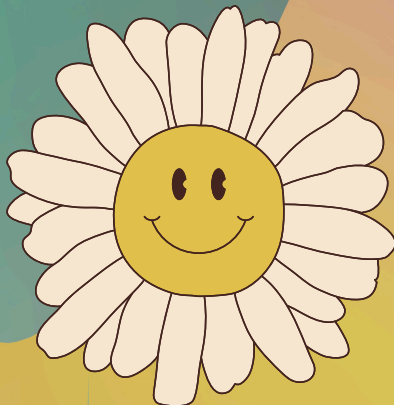
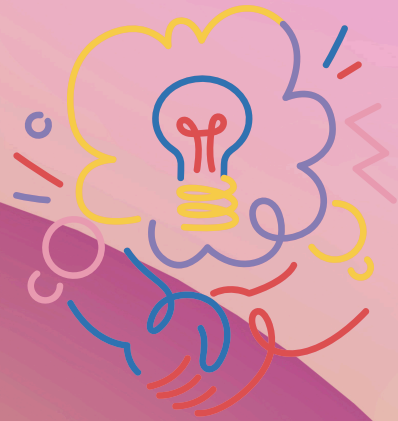


Qualities I value most...

- 1)
- 2)
- 3)
- 4)
- 5)

My greatest strengths...

- 1)
- 2)
- 3)
- 4)
- 5)



Why I want to start this journey...

- 1)
- 2)
- 3)

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WHO? / WHAT? / WHERE? / WHY?

WHO IS THE PRODUCT FOR? (ABOUT YOUR CUSTOMER)

WHAT IS THE PRODUCT? (INCLUDE THE MARKET IT WILL SUIT)

WHERE WILL YOU SELL? (INCLUDE HOW YOU WILL SHIP)

WHY IS THIS PRODUCT DIFFERENT? (DEFINE A UNIQUE SELLING POINT)

TASK: CREATE YOUR CUSTOMER PROFILE

DEMOGRAPHICS:

AVERAGE AGE:

GENDER:

MARITAL STATUS:

OCCUPATION EXAMPLES:

AVERAGE INCOME:

EDUCATION LEVEL:

RELIGION:

CHILDREN/ PETS:

PSYCHOGRAPHIC:

SOCIAL STATUS:

PERSONAL VALUES:

POLITICAL VIEW:

MARITAL STATUS:

COMMON OPINIONS

TYPES OF HOBBIES:

GEOGRAPHIC:

LOCATION TYPE:

POPULATION AVERAGE:

POPULATION LIFESTYLE:

LOCAL AMENITIES:

PERSONAL SHOPPING HABITS AND VALUES:

FREQUENCY OF SHOPPING

CONSIDERATIONS WHEN SHOPPING

PRIORITY WHEN SHOPPING

VALUE ON CONVENIENCE

VALUE ON TIME

VALUE ON QUALITY

ACTIVITY: DESCRIBE YOUR BRAND

DURABLE	FUN	AFFORDABLE
SOFT	ELEGANT	PRACTICAL
WARM	ELOQUENT	COMFORTABLE
TACTILE	SLEEK	CLASSIC
FUNCTIONAL	SLOUCHY	GLAMOROUS
SUN SAFE	FITTED	BESPOKE
VERSATILE	FLARED	SUSTAINABLE
TACTILE	EXOTIC	TRADITIONAL
CRAFTY	ECLECTIC	TIMELESS
CUTTING-EDGE	COLOURFUL	LUXURIOUS
FUTURISTIC	DREAMY	LUSH
EXCITING	FLOATY	INNOVATIVE
ENERGETIC	FORMAL	ECO-CONSCIOUS
CONTEMPORARY	OCCASIONAL	CLEAN
CUTE	CASUAL	ATHLETIC
DIFFERENT	SPORTY	BOLD
DIVERSE	LAYERED	SERENE
PERFORMANCE	POSITIVE	SOPHISTICATED
QUIRKY	PLAYFUL	ORGANIC
ECCENTRIC	EXUBERANT	ORIGINAL
PLAYFUL	PROVOCATIVE	QUALITY
SPIRITED	REBELLIOUS	REFINED

SELECT 3 KEYWORDS THAT DEFINE YOUR BRAND

TASK: DEVELOP A BUSINESS PLAN

COMPETITOR ANALYSIS (RESEARCH ON SIMILAR BRANDS)

MARKET POSITION (CONDUCT S.W.O.T RESEARCH)

STRENGTHS

THREATS

WEAKNESSES

OPPORTUNITIES

GOALS

1 YEAR:

3 YEARS:

5 YEARS:

SEE OUR WEBSITE FOR AN EASY TO FOLLOW PAGE BY PAGE GUIDE.

TASK: CREATE YOUR BUSINESS PLAN

COMPANY STRUCTURE (ROLES & RESPONSIBILITIES)

BUSINESS NETWORK (FROM MANUFACTURER TO CUSTOMER)

MARKETING STRATEGY (PLAN OF CONTENT, BUDGET, METHOD)

FINANCE FORECAST (INCLUDE BASE COST AND GROWTH)

What to do when you feel stuck...



Cuddle a pet



Take an active break



Listen to happy music



Call someone that makes you smile

Go for a walk in nature



Take a mental break



Read or Journal



Visualise your future

TASK: BUSINESS SETUP

BUSINESS REGISTRATION NUMBER:
BUSINESS REGISTRATION NAME:
BUSINESS TAX REGISTRATION (IF REQUIRED):
BUSINESS BANK ACCOUNT:
INSURANCE:
LICENCES (IF REQUIRED):

WEBSITE DOMAINS:
WEBSITE HOST:
WEBSITE PROGRAMMER:
(SEO/ BACKLINKS/ GOOGLE ANALYTICS/ SOCIAL MEDIA LINKS ETC..)
INSTAGRAM:
FACEBOOK:
TIK TOK:
LINKEDIN:
PINTEREST:
OTHER:

INFRASTRUCTURE (WHO DOES WHAT)

CUSTOMER SERVICE: COMMUNICATION & ORDER PROCESSING
DESIGNER: RANGE PLANNING AND DEVELOPMENT
WEBSITE MANAGEMENT: UPDATES AND MAINTAINS LINKS
FINANCE: BUDGET, INVOICES, ACCOUNT MANAGEMENT
MARKETING: PR, EVENT PLANNING, CONTACTS AND RELATIONSHIPS
CONTENT CREATOR: REELS, POSTS, FEED, POLLS ETC...
PRODUCT DESIGN: DEVELOPMENT AND PRODUCTION PLANNING
SOURCING: FABRICS, TRIMS, PACKAGING, MATERIALS
PRODUCTION MANAGEMENT: PRODUCT ORDERS AND SHIPPING
SET DIRECTOR: PHOTOGRAPHY, MODELS, IMAGERY, STYLING
LOGISTICS: ORGANISES SHIPPING AND FREIGHT

PRE-PRODUCTION OVERVIEW

PHASE 1: BUSINESS DEVELOPMENT AND PLANNING

- BUSINESS PLAN
- CLEAR PRODUCT CONCEPT
- CLEAR BUSINESS STRUCTURE
- IDENTIFIED GOALS AND STRATEGY

PHASE 2: PRODUCT DESIGN AND DEVELOPMENT

- REFINED DESIGN SKETCHES
- FINAL RANGE COLLECTION
- PRODUCTION QUOTES
- FABRIC AND TRIM SOURCING

PHASE 3: TECHNICAL DEVELOPMENT

- DESIGN CAD DRAWINGS
- GARMENT TECHNICAL PACKS
- FABRIC AND TRIMS IDENTIFIED
- OPENINGS AND FEATURES LISTED

PHASE 4: LABELS, TAGS, PACKAGING

- BRAND LOGO DESIGN CONFIRMED
- LABEL AND TAG SAMPLE ORDER
- QUOTES AND PRICING CONFIRMED
- APPROVE ALL PACKAGING DETAILS

PHASE 5: PRODUCT DEVELOPMENT

- GARMENT SAMPLE ORDER
- GARMENT SAMPLE FIT REVIEW
- SECOND SAMPLE IF REQUIRED
- GARMENT SIZING PER SIZE (GRADING)
- PHOTOSHOOT SAMPLE PRE-ORDER

PRODUCTION OVERVIEW

PHASE 6: PRODUCTION ORDER

- CONFIRM PRODUCTION ORDER DETAILS
- CONFIRM FABRIC, TRIMS, LABELS, PACKAGING
- CONFIRM SHIPPING AND LOGISTICS
- CONFIRM DATES WITH MARKETING

PHASE 7: PRODUCT PRESENTATION

- PRE-ORDER PHOTOSHOOT SAMPLES
- BOOK LOCATION, PHOTOGRAPHER, MODEL, MAKE-UP
- IMAGE FILES FOR WEBSITE AND PRINT
- LAUNCH EVENT ORGANISED

PHASE 8: WEBSITE DEVELOPMENT

- PRODUCT UPLOAD IMAGES AND INFORMATION
- COPYTEXT THROUGHOUT WEBSITE
- SEO & BACKLINKS WITH KEYWORDS
- LINK ALL SOCIAL MEDIA AND CONTACT ACCOUNTS

PHASE 9: MARKETING AND PROMOTION

- MARKETING BUDGET ALLOCATION
- PRODUCT DETAILS AND IMAGERY
- EVENT PLANNING SCHEDULE
- CONTACT DATABASE FOR OUTREACH

PHASE 10: LAUNCH EVENT

- EXCLUSIVE OFFERS AVAILABLE
- VIP AND SOCIAL MEDIA ANNOUNCEMENTS
- CUSTOMER TARGET STRATEGY
- PROMOTIONAL OFFER OR GIFT
- LOCATION AND ACCESSIBILITY TO CUSTOMERS

ACTIVITY: PRODUCT REFINEMENT

ADD OR SKETCH GARMENT DESIGN AND DETAILS....

PRODUCT DETAIL

WHAT FABRICS ARE YOU SOURCING?

WHAT TRIMS ARE YOU SOURCING? (GIVE DETAIL OR EXAMPLES)

WHAT ACCESSORIES ARE YOU SOURCING?

WHAT DESIGN DETAILS ARE FEATURED? (PLACKETS, POCKETS)

FABRIC AND TRIMS

TYPES OF FABRIC

ACRYLIC	GABARDINE	SATEEN
BOUCLE	GEORGETTE	SATIN
BROADCLOTH	GINGHAM	SEERSUCKER
CALICO	KNIT	SHANTUNG
CAMLET	LACE	SHEETING
CANVAS	LEATHER	SILK
CHIFFON	LINEN	SHEEPSKIN
CREPE	MOHAIR	SUEDE
COTTON	MUSLIN	SPANDEX
CORDUROY	MESH	TAFFETA
DAMASK	NYLON	TERRY
DENIM	ORGANZA	TWEED
FELT	POLYESTER	TWILL
FLANNEL	POPLIN	VALOUR
FLEECE	RAYON	WOOL

ECO-FABRICS

ACRYLIC	ACRYLIC	ACRYLIC
BOUCLE	BOUCLE	BOUCLE
BROADCLOTH	BROADCLOTH	BROADCLOTH

TYPES OF TRIMS

BRAID	ZIPPER	BEADING
FRINGE	RIVET	RIBBON
LACE	HOOK & EYE	VELCRO
RHINESTONES	BUTTON	MOTIF
PIPING	ELASTIC	WADDING
MACRAME	PRESS STUD	INTERFACING

TASK: FABRIC RESEARCH

FABRICS HAVE THEIR OWN STRUCTURE, FEEL AND FORM
A DESIGN REQUIRES SUITABLE FABRIC FOR ITS FUNCTION
I.E. STRETCH, DRAPE, STRUCTURE, FLOW ETC...

LIST THE FABRICS SUITABLE FOR YOUR DESIGNS

IDENTIFY IF THEY ARE BIODEGRADABLE OR RECYCLABLE FIBRES

LIST TRIMS TO SOURCE FOR YOUR DESIGNS (QTY PER ITEM)

DESIGN CONSIDERATION

WHAT IS THE GARMENT LIFECYCLE:

HOW MANY YEARS SHOULD IT LAST WITH WEAR?
WILL IT BE SUITABLE TO REUSE OR RESELL?

ECO-FOOTPRINT:

WHAT WILL HAPPEN TO THE FABRIC COMPONENTS?
HOW MUCH WASTAGE IS CREATED DURING THE CUT AND SEW PROCESS?

WILL THE DESIGN LAST?

WILL THIS DESIGN BE SUITABLE FOR NEXT YEAR?
ARE THERE BENEFICIAL FEATURES THAT ADD VALUE TO THIS DESIGN?

OPPORTUNITY WITHIN THE BRAND

IS THERE A SECOND-HAND MARKET FOR THIS PRODUCT?
CAN WE INCENTIVISE THE REUSE OF OUR CARED-FOR GARMENTS?
IS THERE AN OPPORTUNITY TO HAVE WORN ITEMS IN GOOD CONDITION RECYCLED THROUGH THE STORE?

Who can ask for advice...



A business mentor



Someone who has done this



Your bank



An accountant



Your business coach



A brand owner



An instructor or teacher



Your friendly fashion fated team

ACTIVITY: CUSTOMER FEEDBACK

STEP 1: CREATE A MOCK-UP OF THE PRODUCTS (CAD'S, SKETCHES, DRAWINGS)

CREATE AN OPPORTUNITY TO GAIN INSIGHT FROM YOUR POTENTIAL CONSUMERS.
SOME WAYS TO REACH OUT FOR CUSTOMER FEEDBACK...

FACEBOOK SURVEY GROUP / ATTEND AN EVENT RELEVANT TO YOUR BRAND/ HOST
A SOCIAL EVENT WITH FRIENDS OF FRIENDS / SOCIAL MEDIA INTERACTION

ABOUT THE CUSTOMER

A BRAND CAN ALWAYS ADAPT AND DEVELOP AS PART OF GROWTH. FIND OUT ABOUT YOUR CUSTOMER AND WHY OR WHY NOT YOUR PRODUCT MIGHT BE SUITABLE. INCLUDE PERSONAL QUESTIONS ABOUT AGE RANGE, OCCUPATION, LIFESTYLE, HOBBIES, SHOPPING HABITS, VALUES AND MONEY CONSIDERATIONS.

CUSTOMER SURVEY EXAMPLE QUESTIONS:

- WHAT 3 BRANDS ARE MOST PROMINENT IN YOUR WARDROBE?
- WHAT DO YOU LIKE ABOUT YOUR GO-TO BRANDS?
- WHAT QUALITIES OF A BRAND GAIN YOUR TRUST?
- DO YOU PREFER IN-STORE OR ONLINE SHOPPING? WHY?
- HOW OFTEN DO YOU SHOP FOR AN ITEM IN THIS CATEGORY?
- HOW WOULD YOU DESCRIBE YOUR DRESS SENSE?
- WHAT IS YOUR INITIAL IMPRESSION OF THIS PRODUCT?
- WHAT WOULD YOU SPEND ON THIS PRODUCT?
- WHAT FEATURES DO YOU LOOK FOR IN A PRODUCT LIKE THIS?
- WHAT FEELING OR FUNCTION WOULD YOU EXPECT FROM THIS PRODUCT?
- CAN YOU SEE YOURSELF WEARING THIS PRODUCT? WHAT OCCASION?
- IS FABRIC CHOICE A FACTOR WHEN YOU SHOP?
- IS SUSTAINABILITY OR LONGEVITY A FACTOR FOR THIS ITEM?
- ARE THERE LIMITATIONS YOU SEE IN THIS PRODUCT?
- ARE THERE IMPROVEMENTS THAT WOULD MAKE IT MORE APPEALING TO YOU OR THAT COULD INCREASE ITS VALUE TO YOU?
- WHAT RATING WOULD YOU GIVE THIS PRODUCT IN TERMS OF VALUE FOR MONEY?

TASK: CREATE A BRAND PACK

YOUR BRAND COLOURS & LOGO

YOUR BRAND FONTS: (HEADINGS, SUB-HEADINGS, TEXT)

YOUR BRAND MOOD BOARD

SEE OUR WEBSITE FOR A DETAILED PAGE BY PAGE GUIDE.

BRAND BOARD EXAMPLE

Fashion
DESIGN BRAND



Headings

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz

SUBHEADINGS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
nopqrstuvwxyz

Body Copy

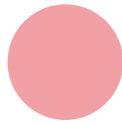
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
nopqrstuvwxyz



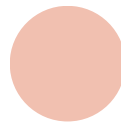
PANTONE



PANTONE



PANTONE



PANTONE



PANTONE

MOODBOARD



ACTIVITY: PACKAGING RESEARCH

FIND EXAMPLES OF TYPES OF LABELS, TAGS, WRAPPING ETC...
THAT WOULD SUIT YOUR BRAND

ACTIVITY: PACKAGING RESEARCH

GARMENT LABEL: TYPE OF MATERIAL, PRINT AND SIZE

SWING TAG: TYPE OF CARD, IMAGERY AND SIZE

RECYCLED MATERIAL

COLOURS, FOILING ETC...

EMBOSSING, PRINTING TYPE ETC...

PACKAGING: BRAINSTORM SPECIAL NOTES OR INCLUSIONS

INCLUDE A PERSONAL MESSAGE

ECO-FRIENDLY MATERIALS

HAND MADE DETAIL

ABOUT YOUR BRAND STORY

Inspirational words....



"You are never too old to set another goal or to dream a new dream." – C.S. Lewis

"I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying." – Jeff Bezos

*"Never give up on a dream just because of the time it will take to accomplish it. The time will pass anyway."
– Earl Nightingale*

TASK: WEBSITE DEVELOPMENT

DOMAIN AND WEBSITE HOSTING

GODADDY

WIX

SHOPIFY

SQUARESPACE

WORDPRESS

SQUARESPACE

WEBADOR

HOSTINGER

SITEGROUND

ADDITIONS...

DATA CAPTURE

EMAIL LINKS

SOCIAL LINKS

PAYMENT GATEWAY

SHIPPING ORDERS

SEO MANAGEMENT

METADATA

GOOGLE ADS

PAGE METRICS

SET UP YOUR OWN OR HIRE A WEBSITE DEVELOPER

LIST YOUR WEBSITE OPERATIONS HERE:

TASK: SOCIAL NETWORKS

SELECT YOUR SOCIAL MEDIA PLATFORMS

INSTAGRAM
X (TWITTER)
FACEBOOK

TIK TOK
SNAP CHAT
WHATSAPP

LINKEDIN
PINTEREST
YOUTUBE

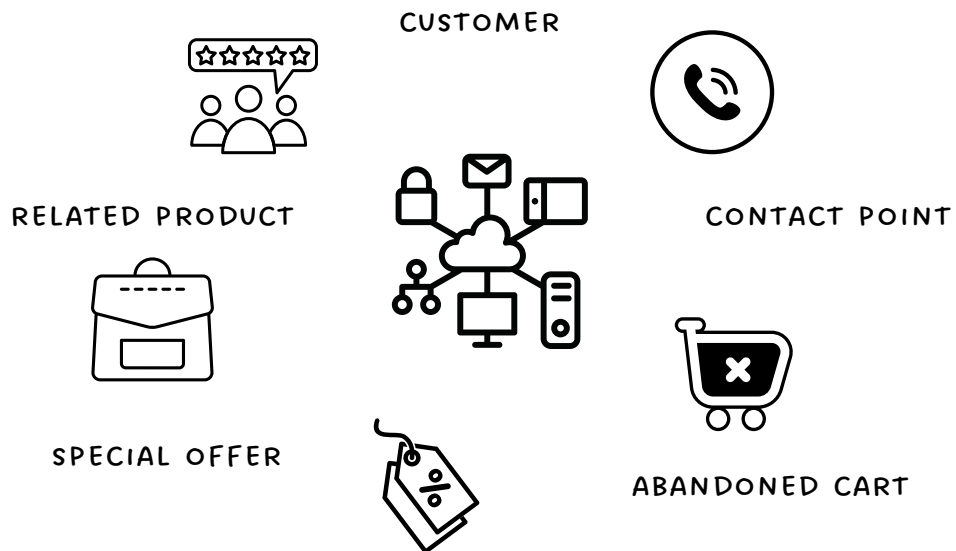
TRACKING METRICS

SHARES
ENGAGEMENT
CONVERSION

CLICKS PER PAGE
HOW LONG ON PAGE
ABANDONED CART

FOLLOWERS
LIKES
VIEWS

DEVELOP A CUSTOMER FOLLOW UP PROCESS



WHAT CAN YOU DO TO ENTICE CLICKS ON YOUR OUTREACH?

EVENTS IDEAS FOR PROMOTIONS

SELECT EVENTS RELEVANT TO YOUR BRAND

- AUSTRALIA DAY
- INDEPENDENCE DAY
- NATIONAL HOLIDAY
- EASTER HOLIDAYS
- VALENTINES DAY
- KING'S BIRTHDAY
- SHOW DAY
- BLACK FRIDAY
- CYBER MONDAY
- NEW YEAR
- CHRISTMAS
- MARCH MADNESS
- MONDAY MADNESS
- LONG WEEKEND
- SUMMER GETAWAY
- SPRING FLING
- SUMMER FUN
- SPRING RACES
- WINTER WARMERS
- WINTER WISHES
- AUTUMN FEELS
- SEASONS GREETINGS
- AUTUMN LEAVES
- SEASONAL TONES
- SEASONAL TRENDS
- HAPPY FRIDAY
- MIDWEEK FEELING
- LOVE IS IN THE AIR
- BEST DRESSED
- STYLE IN SEASON
- FRESH FEELING
- NEW YOU
- STARTING SOMETHING
- SOMETHING EXTRA
- ACCESSORISE STYLE
- ACCENTUATE YOU
- CELEBRATE YOU
- HOLIDAY VIBES
- STYLE SECRETS
- COLOUR VIBES
- BOLD FEELING
- BRIGHTEN UP
- LIVING LIFE
- BRUNCH VIBES
- MADE FOR YOU
- MADE FOR THIS
- FEELING THIS LOOK
- FEELING THIS VIBE
- MATCHED FOR YOU
- DRESS OF THE WEEK
- CO-ORDINATE THIS
- LOOK OF THE DAY
- STYLED JUST RIGHT
- CELEBRATING POCKETS
- BEST FIT AWARD
- LAYER UP WINNERS
- STYLE UP WINNERS
- CHIC CASUAL
- SMART CASUAL
- WARMER WEATHER WINS
- STOCKING FILLER
- SOMETHING SPECIAL
- NEW IN
- JUST LAUNCHED
- AHEAD OF THE TREND
- COMFORT AND STYLE
- DREAMT OF THIS
- COMFORT AND STYLE
- YOUR BEST FRIEND

ACTIVITY: PROMOTIONAL PLANNER

QUARTER 1: MONTHS_

MONTH 1

- 1:
- 2:
- 3:
- 4:

MONTH 2

- 1:
- 2:
- 3:
- 4:

MONTH 3

- 1:
- 2:
- 3:
- 4:

QUARTER 2: MONTHS_

MONTH 1

- 1:
- 2:
- 3:
- 4:

MONTH 2

- 1:
- 2:
- 3:
- 4:

MONTH 3

- 1:
- 2:
- 3:
- 4:

QUARTER 3: MONTHS_

MONTH 1

- 1:
- 2:
- 3:
- 4:

MONTH 2

- 1:
- 2:
- 3:
- 4:

MONTH 3

- 1:
- 2:
- 3:
- 4:

QUARTER 4: MONTHS_

MONTH 1

- 1:
- 2:
- 3:
- 4:

MONTH 2

- 1:
- 2:
- 3:
- 4:

MONTH 3

- 1:
- 2:
- 3:
- 4:

ACTIVITY: SCHEDULING

PLAN AND SCHEDULE YOUR CONTENT

MONDAY	INSTAGRAM	FACEBOOK	TIKTOK
STORY:	8:00 AM		
REEL:	11:00 AM	11:00 AM	9:00 PM
POST:	6:00 PM		
TUESDAY			
STORY:	8:00 AM	12:00 PM	
REEL:	11:00 AM	9:00 AM	7:00 PM
POST:	6:00 PM		8:00 AM
WEDNESDAY			
STORY:	8:00 AM		
REEL:	10:00 PM	2:00 PM	2:00 PM
POST:	6:00 PM		
THURSDAY			
STORY:	8:00 AM		
REEL:	7:00 AM	11:00 AM	11:00 AM
POST:	6:00 PM		8:00 AM
FRIDAY			
STORY:	8:00 AM		
REEL:	11:00 AM	11:00 AM	10:00 PM
POST:	5:00 PM		
SATURDAY			
STORY:	8:00 AM		
REEL:	9:00 AM	1:00 PM	7:00 PM
POST:	4:00 PM		
SUNDAY			
STORY:	8:00 AM		
REEL:	8:00 AM	12:00 PM	4:00 PM
POST:	4:00 PM		

Your Goals Your Vision

1 year...



Always remember why you
started
and be proud of how far
you've come.

5 years...



SELECTING A MANUFACTURER

OFFSHORE VS LOCAL COMPARISON

COMMUNICATION POINT OF CONTACT

MOQ: MINIMUM ORDER QUANTITY

COST PER UNIT

SHIPPING, TRANSPORT, DUTIES AND TAXES

BRAND ETHICS

TRANSPARENCY OF SUPPLY CHAIN

ECO FOOTPRINT / ENVIRONMENTAL IMPACT

SOURCING OF MATERIALS AND SERVICES

- FABRIC
- TRIMS
- PRINTING
- DYE
- EMBROIDERY
- LABELS & TAGS

COUNTRY OF ORIGIN SPECIFICS

- TIMELINE AHEAD PRODUCTION AND SHIPPING
- HOLIDAYS, CLOSURES AND FACTORY CAPACITY
- EXPORT TAXES & IMPORT COSTS & PERMISSIONS

TIMELINE

- SOURCING AND SAMPLES
- DELIVERY DATES
- SAMPLING TIME
- PRODUCTION ESTIMATES

NOTE: TECHNICAL PACKS WILL NEED TO BE SUBMITTED FOR AN ACCURATE
GARMENT QUOTE.

TASK 7: SELECT A MANUFACTURER

A MANUFACTURER IS RESPONSIBLE FOR CREATING YOUR PRODUCT SO THEY MUST UNDERSTAND YOUR BRAND TO DELIVER CONSISTENT STANDARDS.

COMPARE 3 MANUFACTURERS

OPTION 1:

MOQ TOTAL ORDER:

MOQ PER STYLE/ COLOUR:

SOURCING AVAILABLE: FABRIC Y/N TRIMS Y/N. LABELS+ TAGS Y/N.

SERVICES AVAILABLE: PRINTING Y/N. DYE. Y/N. EMBROIDERY. Y/N

SHIPPING AND DELIVERY OPTIONS:

SUITABLE CRITERIA FOR BRAND NEEDS: Y/N

OPTION 2:

MOQ TOTAL ORDER:

MOQ PER STYLE/ COLOUR:

SOURCING AVAILABLE: FABRIC Y/N TRIMS Y/N. LABELS+ TAGS Y/N.

SERVICES AVAILABLE: PRINTING Y/N. DYE. Y/N. EMBROIDERY. Y/N

SHIPPING AND DELIVERY OPTIONS:

SUITABLE CRITERIA FOR BRAND NEEDS: Y/N

OPTION 3:

MOQ TOTAL ORDER:

MOQ PER STYLE/ COLOUR:

SOURCING AVAILABLE: FABRIC Y/N TRIMS Y/N. LABELS+ TAGS Y/N.

SERVICES AVAILABLE: PRINTING Y/N. DYE. Y/N. EMBROIDERY. Y/N

SHIPPING AND DELIVERY OPTIONS:

SUITABLE CRITERIA FOR BRAND NEEDS: Y/N

TASK: SAMPLE REVIEW

THE SAMPLE REVIEW IS CRITICAL TO ENSURE YOUR PRODUCTION IS MADE TO STANDARD AND NO CORRECTIONS ARE MISSED.

FLAT REVIEW

FOR EACH GARMENT REVIEW THE MEASUREMENTS AS DEPICTED ON THE TECHNICAL PACK SAMPLE PAGE. CHECK EACH MEASUREMENT POINT WHILE THE GARMENT IS FLAT ON A SURFACE. CHECK THE CORRESPONDING GRADING IS CORRECT FOR THE SIZING.

FIT TEST

EACH GARMENT SHOULD BE WORN BY THE CORRECT SIZE, IF POSSIBLE THE MODEL YOU WILL USE IN YOUR PHOTOSHOOT. YOU ARE LOOKING FOR THE FUNCTIONALITY ON THE BODY AS THE WEARER MOVES. NOTE ANY CHANGES ON THE SAMPLE REVIEW DOCUMENT BEFORE PRODUCTION.

FAULT TEST

SAFETY IS AN ISSUE FOR SOME ITEMS AND AS A BRAND OWNER YOU WILL BE RESPONSIBLE FOR ENSURING YOU ARE NOT SENDING OUT FAULTY PRODUCTS. THIS IS A PARTICULAR CONCERN FOR KIDS AND BABY CLOTHING. BE SURE TO TEST FASTENERS, ZIPS, STUDS AND ANYTHING ELSE ON THE GARMENT. REMEMBER ANY FIRE LABELS FOR BABY SLEEPWEAR.

With every step,
you have a
reason to smile,
sing, dance and
celebrate!



You are walking a path that others have
walked before you.

They may not have taken the same steps,
worn the same shoes, or stopped at the same
places,

But they know the journey and they're
cheering for you!

TASK: PLAN A PHOTOSHOOT

LOCATION

PHOTO-STUDIO:

THIS IS A CLEAR BACKDROP FOR YOUR WEBSITE IMAGERY.
INCLUDE FRONT, SIDE, BACK, FULL LENGTH AND ANY DETAILS.
CONFIRM FILE TYPES NECESSARY FOR PRINT AND WEB TO SCALE.

MEDIA IMAGES:

THIS IS MEANT FOR SETTING A SCENE TO USE ON PROMOTIONAL AND SOCIAL MEDIA - CREATE A SCENE.
PROPS MAY BE INCLUDED, AND LANDSCAPE TO SUIT YOUR BRAND.

CASTING

MODELS:

ADVERTISE THROUGH LOCAL GROUPS OR STAR SEARCHES TO GET THE RIGHT LOOK. YOUR MODELS SHOULD REPRESENT YOUR CUSTOMERS TO CONNECT.
SEND A COPY OF THE BRIEF ABOUT THE BRAND.
REMEMBER TO ASK IF THEY HAVE APPROPRIATE FOOTWEAR OR ACCESSORIES FOR THE PHOTOSHOOT OR YOU MAY NEED TO SUPPLY THEM.

LOCATION

PHOTOGRAPHER:

CREATE A MOOD BOARD OF EXAMPLE STYLES FOR YOUR PHOTOGRAPHER.

HAIR AND MAKE-UP:

CREATE A MOOD BOARD OF EXAMPLE STYLES FOR YOUR ARTIST TO FOLLOW.

VIDEOGRAPHER:

COLLECT SOME EXAMPLE REELS AND VIDEO FOOTAGE AS AN EXAMPLE.

*PREPARE CONFIDENTIALITY AGREEMENTS AND NDA AGREEMENTS TO ENSURE YOU HAVE PERMISSION TO SHARE AND USE IMAGES.

ACTIVITY: CONTACT RESEARCH

PHOTOGRAPHER / VIDEOGRAPHER

AVAILABILITY:

SUITABILITY:

RATE/ HR:

CHECK PREVIOUS EXAMPLES OF WORK

ENQUIRE ABOUT FOLIO BUILDING EXPERIENCE

MODELS

AVAILABILITY:

SUITABILITY:

RATE/ HR:

ENQUIRE ABOUT FOLIO BUILDING EXPERIENCE

HMUA

AVAILABILITY:

SUITABILITY:

RATE/ HR:

ENQUIRE ABOUT FOLIO BUILDING EXPERIENCE

TFP TIME FOR PRINT CONTRACTS IS A MUTUALLY BENEFICIAL OPTION FOR NEW BRANDS AND BUSINESSES

ACTIVITY: PLAN A LAUNCH EVENT

TYPES OF EVENTS

TRUNK SHOW
TRADE SHOW

POP UP
RUNWAY

SIP N SHOP
VIP NIGHT

SUPPORT MEDIA

EMAIL CAMPAIGN
SNEAK PEAKS

LIVE STREAMS
GIVEAWAYS

INFLUENCERS
CONTEST

SET A BUDGET

GOODY BAGS
GIVEAWAY ITEM

BOOST POSTS
GOOGLE ADS

SPONSOR
VENUE HIRE

BRAINSTORM

WHAT TYPE OF EVENT SUITS YOUR BRAND?
WHAT TYPE OF EVENT SUITS YOUR CUSTOMER?
WHAT INCENTIVE WOULD ENTICE NEW CUSTOMERS?
WHAT COSTS SHOULD I CONSIDER?
WHO WILL YOU WANT TO BE THERE?
WHERE WOULD BE A SUITABLE VENUE?
WHEN WOULD BE THE BEST TIME FOR MY PRODUCT?
HOW WILL I WELCOME MY POTENTIAL CUSTOMERS?
WHAT PRODUCTS SHOULD I HAVE READY?
WHAT IS A UNIQUE OFFER MY BRAND HAS?

TASK: BRAND LAUNCH

WHERE & WHEN CAN I HOST THIS EVENT?

WHAT DO I NEED TO ORGANISE?

WHO IS INVOLVED IN HELPING?

ACTIVITY: CHECKLIST FOR LAUNCH

- ALL BUSINESS LICENSES CONFIRMED
- SAMPLES APPROVED Y/N
- PHOTOSHOOT SAMPLES PREPPED (IRON)
- CONTRACTS & NDA'S SIGNED
- LOOKBOOK PRINTED AND AVAILABLE
- ACCESSORIES & SHOES
- PRODUCTION DELIVERY SCHEDULED (FOR PRE-ORDERS)
- WEBSITE LINKS ALL WORKING
- THE WEBSITE PAYMENT SYSTEM IS WORKING
- WEBSITE SOCIALS LINKED
- SOCIAL MEDIA PROMOTION SCHEDULED
- EMAIL CAMPAIGN SENT
- CUSTOMER MAILING LIST GATHERED
- GUEST LIST SECURED
- SIZE RANGE OF STOCK AVAILABLE
- FITTING ROOM IF POSSIBLE
- EVENT LOCATION SECURED: DATE & TIME
- PHOTOGRAPHY/ VIDEOGRAPHY CONFIRMED
- MODELS IF REQUIRED
- INFLUENCERS OR SPECIAL GUESTS
- SUPPLIES: SIGNAGE COLLECTED
- SEATING AVAILABLE
- DRINKS OR NIBBLIES IF REQUIRED
- GOODY BAGS OR GIVEAWAY

The background is a vibrant, abstract composition of overlapping geometric shapes. Large, soft-edged shapes in shades of pink, purple, teal, and yellow dominate the space. In the upper right and lower left corners, there are clusters of four-pointed starburst patterns in various colors, including yellow, teal, and purple. The overall aesthetic is modern and artistic.

www.fashionfated.com
E: hello@fashionfated.com