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<https://coaron.co.uk/blogs/news/design-for-our-future-selves-at-the-design-museum-in-london-until-march-26th-2023>



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Can help you through consultancy to

- Create your Brand from Scratch helping you pursue your idea of starting a clothing line?
- Identify the gap in the market for your idea and provide fresh design garments for your ideal customer
- Explore your Brand Concept, your Customer base and user profiles
- From this information we can help you in identifying materials, trims and styling

The Journey

- Brand Identity Research
- Initial Design development
- Establishing Sizing for Target Customer
- Fabrication Development
- Colour range
- Trim selection
- Range Planning
- Pattern Development
- Sample Development
- Sample Specifications/Tech Packing
- Sample Modifications /Sample Approval
- Grading for alternative sizes
- Manufacture
- Packing and Shipping for UK where required
- Promotion



Next Steps

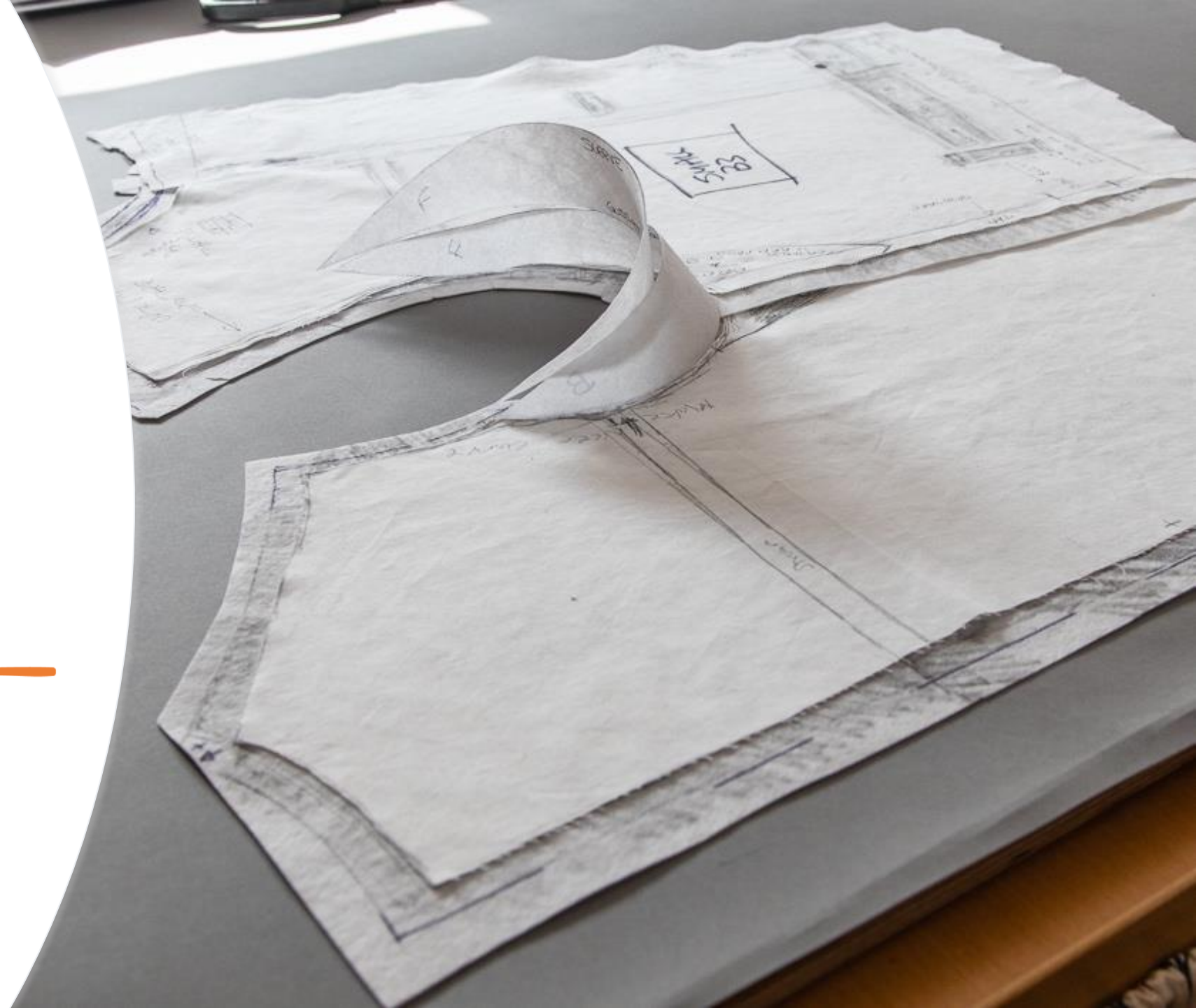
You have a good understanding of your Brand and Customer Profile, you have identified fabrications, trims and colours you wish to use. You understand the importance of Range Planning Time to develop your first toiles and prototypes with;

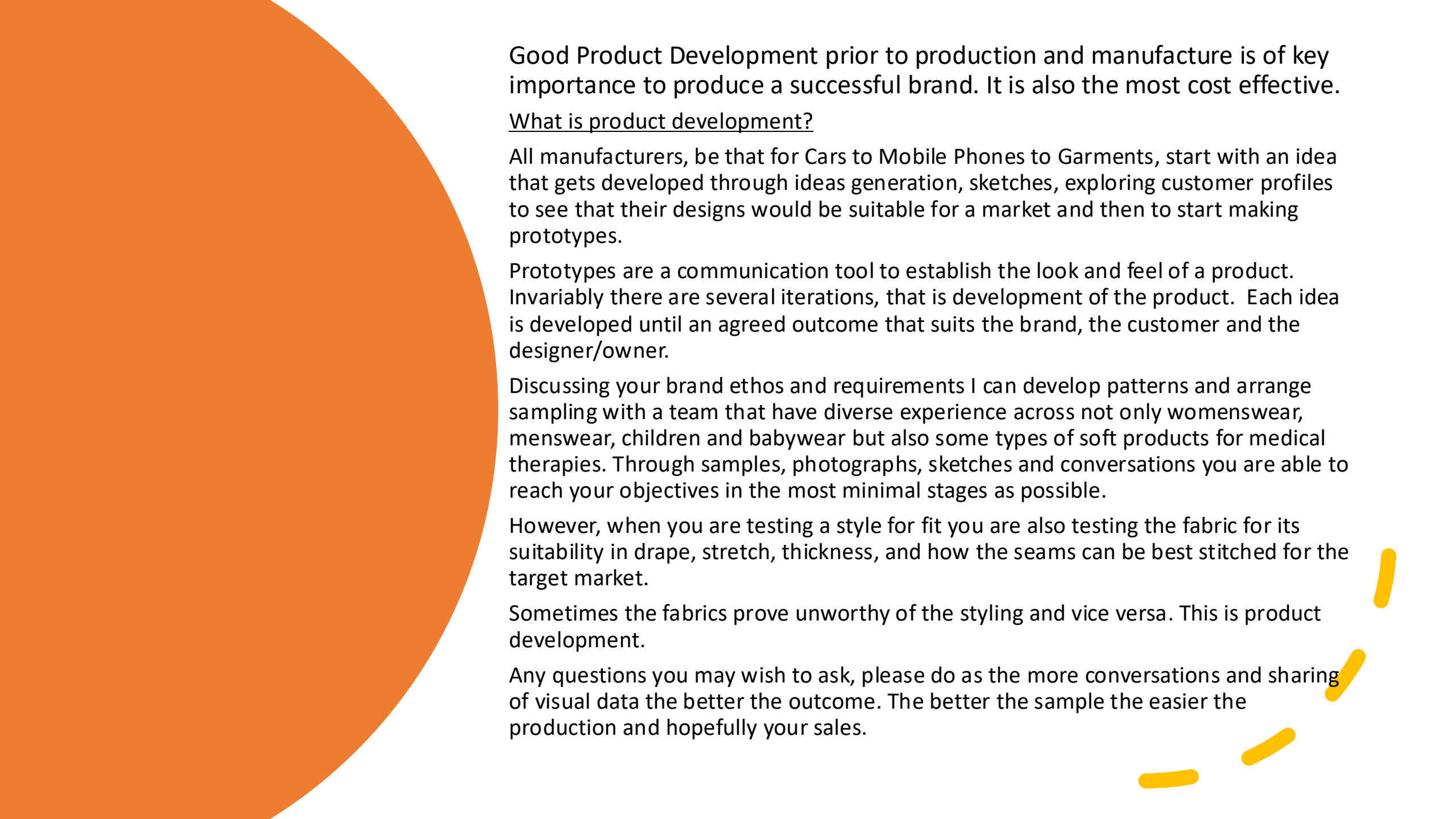
- Pattern Development,
- Sample Development
- Sample Specifications/Tech Packing
- Sample Modifications /Sample Approval

Talk to me about costs and time plans/ lead times



The Importance of Product Development





Good Product Development prior to production and manufacture is of key importance to produce a successful brand. It is also the most cost effective.

What is product development?

All manufacturers, be that for Cars to Mobile Phones to Garments, start with an idea that gets developed through ideas generation, sketches, exploring customer profiles to see that their designs would be suitable for a market and then to start making prototypes.

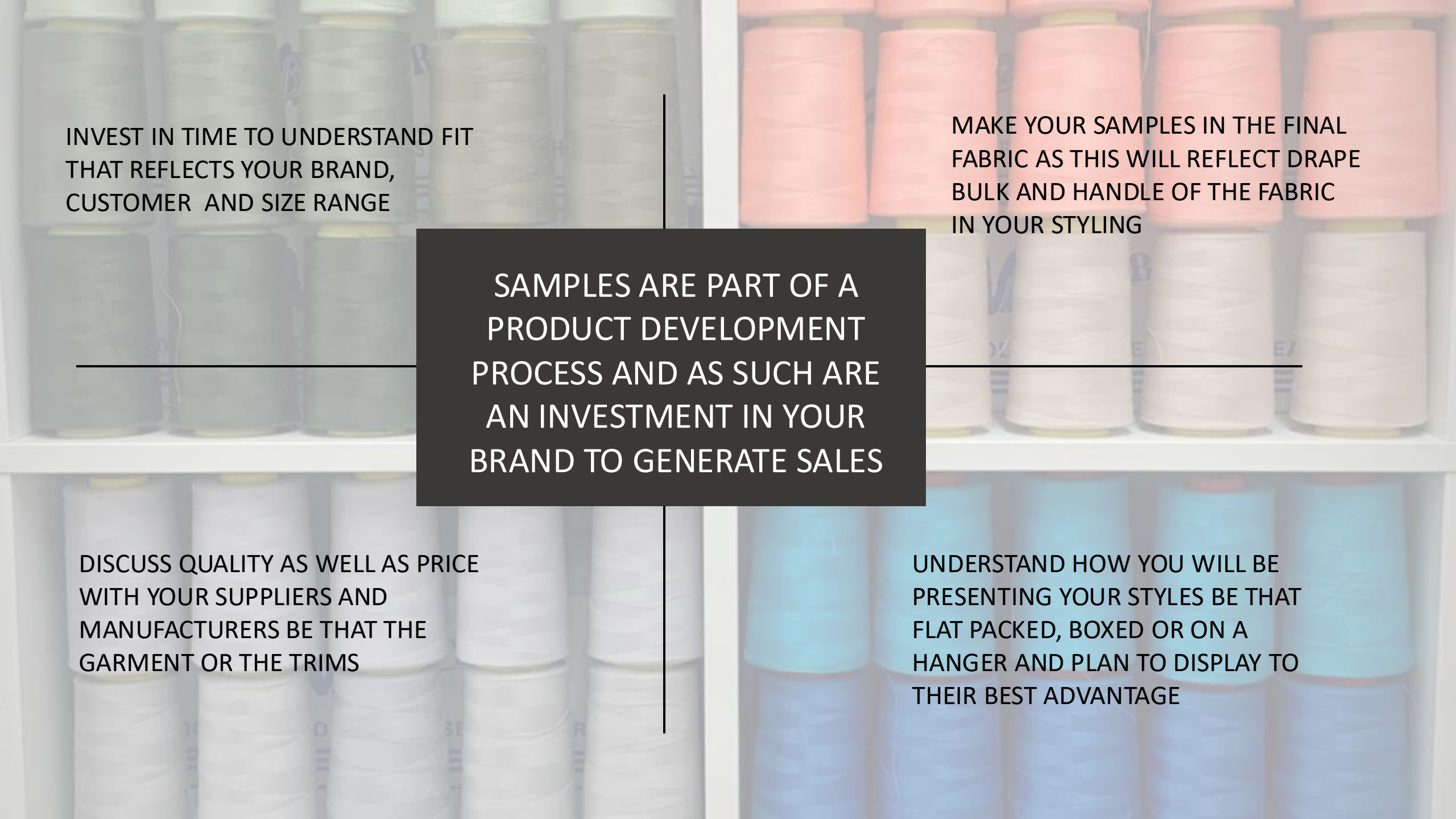
Prototypes are a communication tool to establish the look and feel of a product. Invariably there are several iterations, that is development of the product. Each idea is developed until an agreed outcome that suits the brand, the customer and the designer/owner.

Discussing your brand ethos and requirements I can develop patterns and arrange sampling with a team that have diverse experience across not only womenswear, menswear, children and babywear but also some types of soft products for medical therapies. Through samples, photographs, sketches and conversations you are able to reach your objectives in the most minimal stages as possible.

However, when you are testing a style for fit you are also testing the fabric for its suitability in drape, stretch, thickness, and how the seams can be best stitched for the target market.

Sometimes the fabrics prove unworthy of the styling and vice versa. This is product development.

Any questions you may wish to ask, please do as the more conversations and sharing of visual data the better the outcome. The better the sample the easier the production and hopefully your sales.



INVEST IN TIME TO UNDERSTAND FIT
THAT REFLECTS YOUR BRAND,
CUSTOMER AND SIZE RANGE

SAMPLES ARE PART OF A
PRODUCT DEVELOPMENT
PROCESS AND AS SUCH ARE
AN INVESTMENT IN YOUR
BRAND TO GENERATE SALES

MAKE YOUR SAMPLES IN THE FINAL
FABRIC AS THIS WILL REFLECT DRAPE
BULK AND HANDLE OF THE FABRIC
IN YOUR STYLING

DISCUSS QUALITY AS WELL AS PRICE
WITH YOUR SUPPLIERS AND
MANUFACTURERS BE THAT THE
GARMENT OR THE TRIMS

UNDERSTAND HOW YOU WILL BE
PRESENTING YOUR STYLES BE THAT
FLAT PACKED, BOXED OR ON A
HANGER AND PLAN TO DISPLAY TO
THEIR BEST ADVANTAGE

Sizing and your brand ethos.....

Exploring competitors sizing including popular high street brands will help develop the design fit for your brands target market

FREYA-LILLIE.COM	0 – 6	6 – 12	12 – 18
Front shoulder to under leg:	41.25 cm	44 cm	46 cm
Waist Flat:	44 cm	46.5cm	48cm
Back waist for plain:	45 cm	47 cm	48 cm
Back waist for frilled:	26 cm	27 cm	27 cm
Leg elastic:	22 cm	23 cm	24 cm
Strap length to middle position:	25.5 cm	26.5 cm	27.5 cm
Top of bib:	14 cm	14.5 cm	15 cm
Top of bib + frills :	26.5 cm	27 cm	27.5 cm
Dress length shoulder to hem:	42.5 cm	45 cm	47 cm
Hem circumference:	40 cm	39.5 cm	40.5 cm

Information use

Courtesy of Freya Lillie



The importance of consistent fit across all styles in the range to help your customers confidence in what size to buy

After establishing size for your Brand, it is key to develop a pattern block and Sloper/Fit Toile that all patterns can be cut from for dresses, skirts and tops.

An additional Sloper/Fit Toile may be required for any trouser/pant development.

A Sloper/Fit Toile represents your clients figure shape for the starting size you choose.

This may be an 8, 10 or 12 depending on your Brand ethos. The patterns are then developed from the Block for each individual style.

Please discuss the cost of developing the Pattern Block and Sloper/Fit Toile for the card block that all your fit styles will emanate. You will need to approve the fit before other patterns are drafted from this basic block.

The Sloper/Fit Toile will be made from calico and look like sample dress opposite or a child's or man's garment

DÉSPATCH



Sloper Approval

- Once the Sloper/Fit Toile has been approved your styles can be drafted into patterns and cut in the required fabric.
- You will need to supply appropriate fabrics for the first samples to be made.
- You will need to supply appropriate trims, buttons etc. for the first samples to be made..
- The prices for each sample garment are calculated according to complexity in pattern and manufacture.
- Please also view the schemata of the production process in the final slides and an example of a costing sheet.

Sampling

The first sample is to test the construction techniques, pattern and the overall aesthetic for the client's brand.

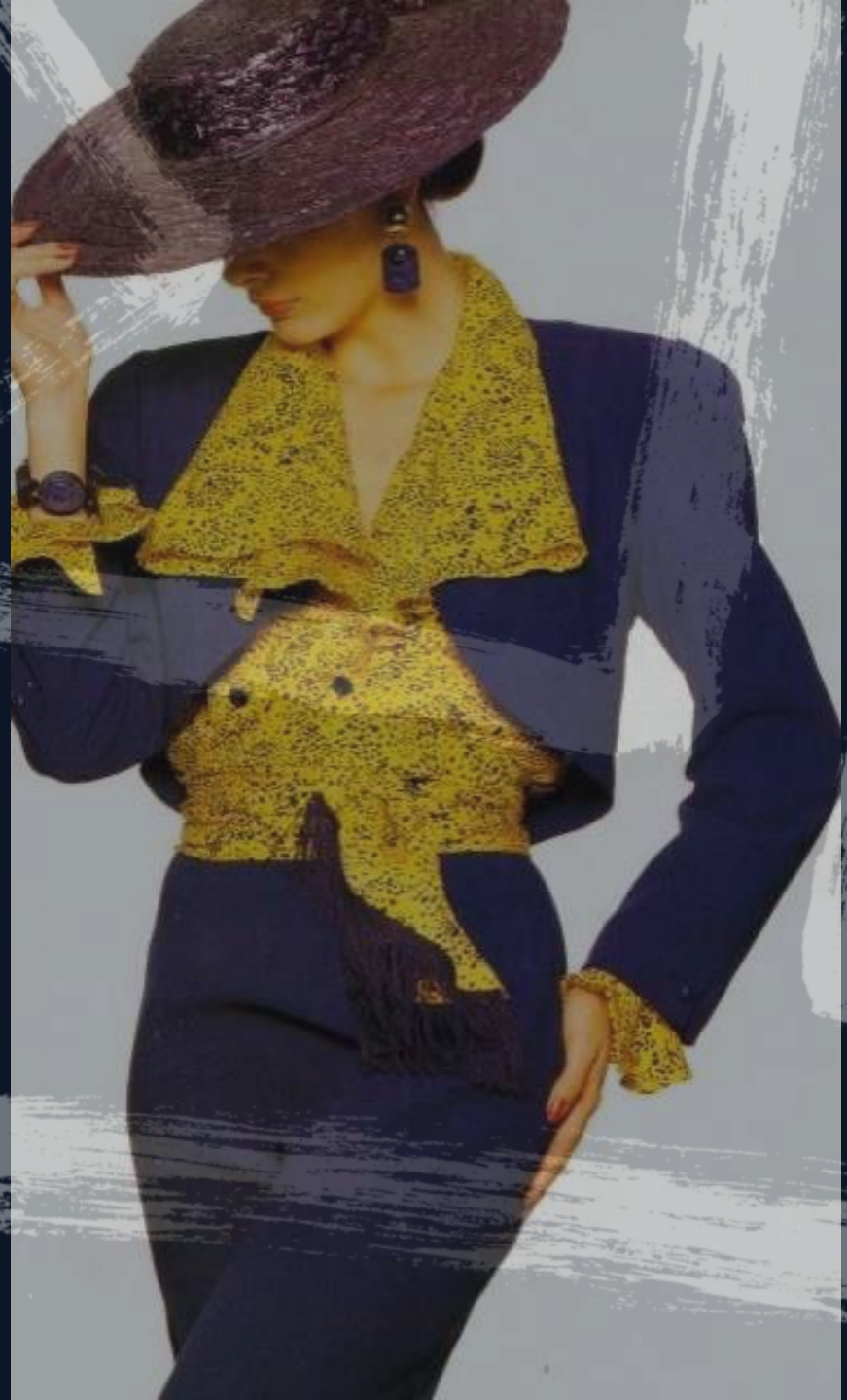
The sample is modified or approved, and the pattern goes to the grader so that other sizes of patterns can be made for different sizes.

At this stage I can help guide you with a costing sheet with all the relevant details for material use, trims and potential manufacturing costs.

You are then ready to order bulk cloth, trims, size pips, brand labels, care labels and appropriate packaging. You will also have been working with your web team and have your platforms set up ready for sales.

The charge for sampling depends on time taken to draft and make the pattern and sew the sample.







Range planning

A range plan considers the needs of your target customer and maximizes add on sales for your brand.

If your client buys a shirt, what can they wear with that shirt to build their wardrobe from your collection.... A skirt, trouser, jacket?

Planning a variety of styling permutations increases customer loyalty and willingness to buy complete looks.

Image Use Courtesy of Café Mountain



Ready for manufacture?

You have your sample collection and need to source a manufacturer?

You have established your target customer; understood the sizing you want and need and have had your patterns graded accordingly.

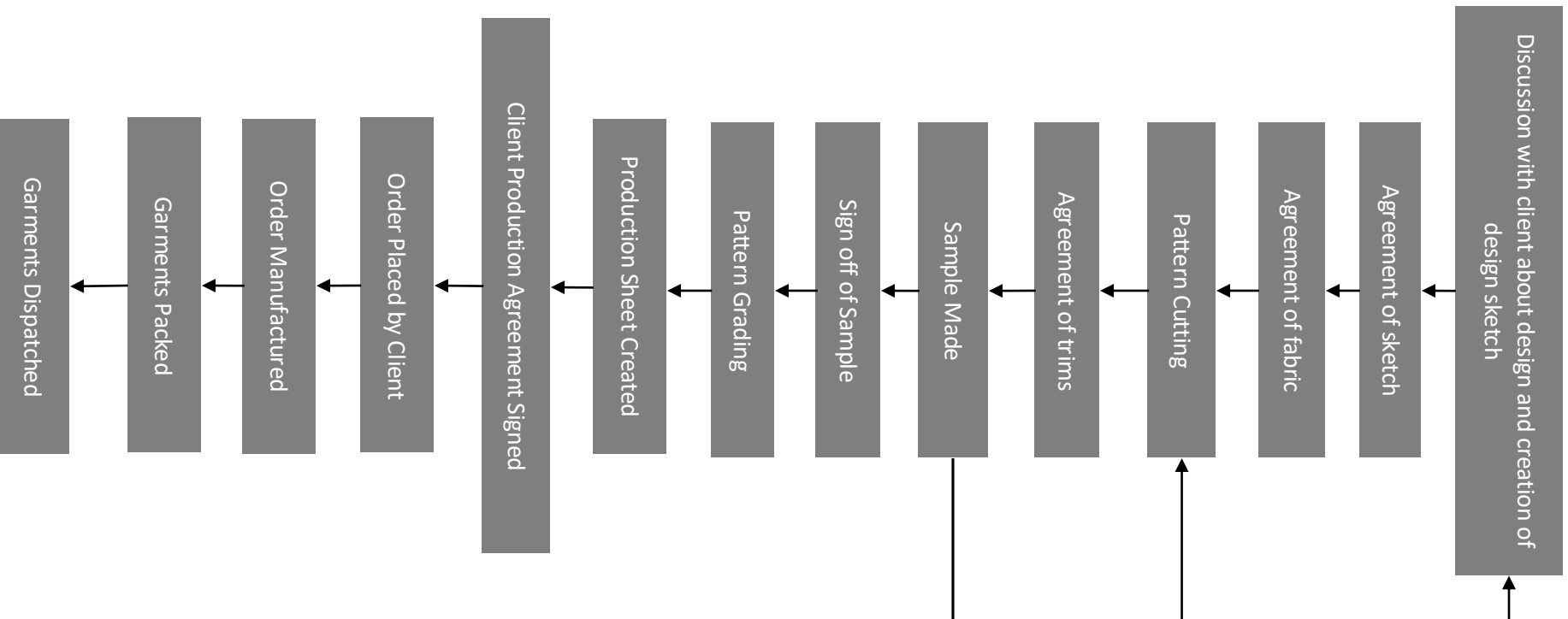
You will need to know a variety of industry processes and jargon.

What are MOQ's.... An industry term for.. Minimum Order Requirements

You will be guided through this process and understand suitable factories that meet your requirements



Sample and production process



Schemata for production process

Sarah Wilson

Typical Costing Sheet... This is a High-End complex Linen romper that was lined and made in a NE Factory UK

CLIENT – Name	
DATE – Oct 28 th 2021	STYLE – Linen Romper
DESCRIPTION –Romper	SEASON – SS21
SIZE RANGE – 0 - 36 months	SELLING PRICE
MARKER YARDAGE	ALLOWANCE

1 MATERIAL	METRES	PRICE	AMOUNT
John England Linen 200cm wide	55cm for 2 garments best lay		
Organic Cotton LINING 142cm	1.80 for 4 garments		

TOTAL MATERIAL COSTS

2 TRIMMINGS			
THREAD		33 Pence	0.33
ELASTIC	Leg Elastic	50 pence	0.50
BUTTONS		Clients supplied	
INTERFACING G710	10cm	£7.90	0.79
LABELS		Clients supplied	
PACKAGING 1			
HANGTAGS			
SIZE TICKETS			
		Total	£1.62

TOTAL TRIMMINGS COSTS


3 LABOUR SAMPLE	Grading and Sampling to be invoiced separately		
PATTERN CUTTING	£180		£180
CUTTING			
SEWING			
GRADING	3 Sizes	Simple Style	£150
		TOTAL	£330

TOTAL SAMPLING COSTS

4 LABOUR PRODUCTION			
CUTTING	£45		Cut, Sew, Press
SEWING	Plus Trims		and trims
PRESSING	=£46.62		£46.62
PACKING 1 - BULK			Clients Preference

TOTAL LABOUR COSTS PRODUCTION

£46.62 Plus VAT



Any Questions?
More information?
Contact Sarah on 07411447705