

The learning series



HOW TO

Make your Fashion Collection

Simple tips to unlock your creativity
and help you reach your goal



Start Researching!

Start researching on Instagram, Pinterest, get acquainted with the style trends and the colours, check out the last celebrities and events, latest Galas and Awards.

Sketch out while you research, or save pictures of garments which you like, details, fabrics, a cut, a way of fastenings, latest accessories, styles and so on.



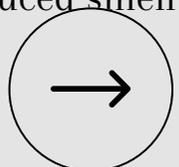
Fabric Hunting

Now go fabric hunting. it is very important for you to go search what's available in the market. Check out the fabric with your hands, how does it feel, is it synthetic or pure, is it heavy or light? Is is soft or rug, and especially will it fit your designs and your palette?



N.B. print all the details you like, collar, pocket, colours, and get samples of textile, remember always to ask for the price, to test* the fabric if you doubt it is natural (100 % cotton. or linen or silk).

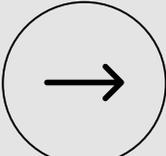
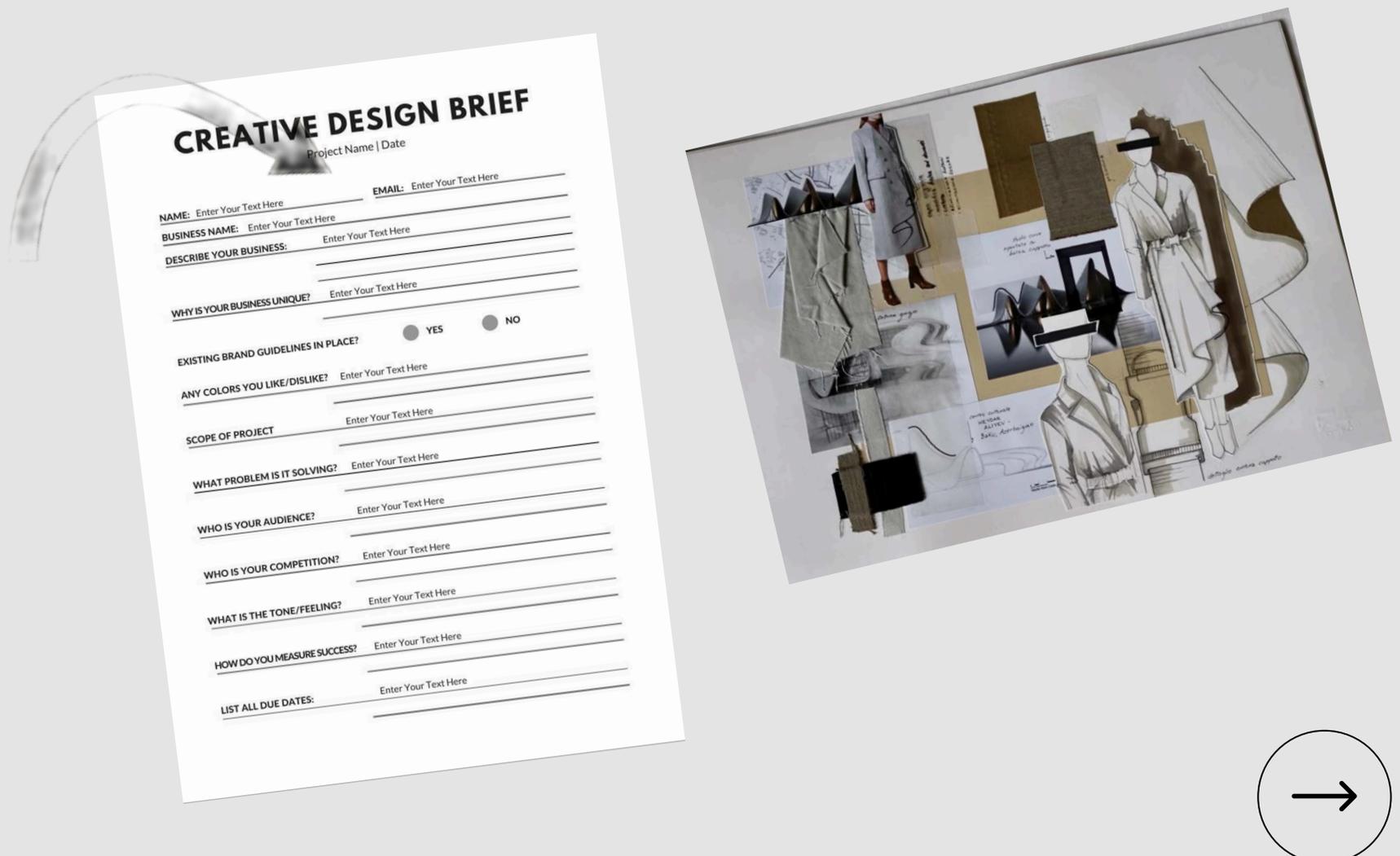
*take a lighter, and light a small corner of your sample, if the flame sparks out and produces a bad smell as well as a dense burning texture, it's basically polyester or synthetic. If instead it produced smell of cellulose and powder it is natural



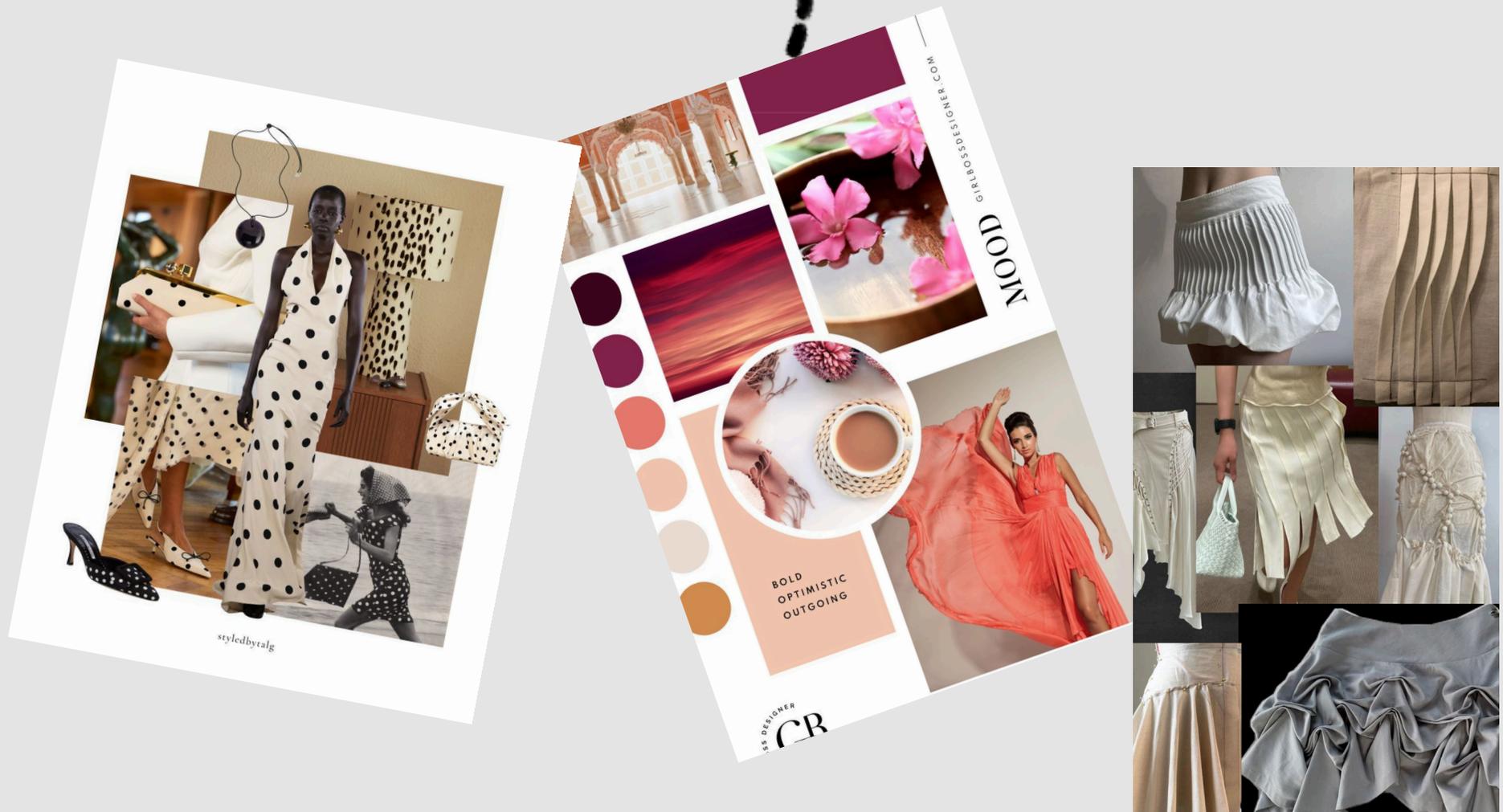
The Inspiration

Put down the Brief, meaning all elements you should consider from number of outfits and how you divide them, how many pants, dresses, skirts, blouse, tops, etc..., as well as the season colors and fabric you intend to use.

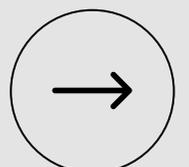
Basically while making your research you created you inspiration board. It is now time to e to create your Mood Board, color Board and Fabric Board.



The Inspiration

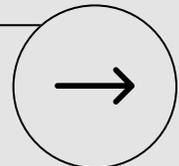


Mood Board: just few picture to express your inspiration do not exaggerated or it will result confusing, Juxtaposition is a nice way of connecting the different pictures together and at the same time to create rhythm as well as focus on the main elements. Choose the pictures which express your whole idea, the concept you started from, when imaging.



Boards....

Color board and Fabric Board: the first contains the color palette you choose for your collection, from 6 to 10 colors, according to the size of the collection, plus white and black. While the second the fabrics you have selected. in both stay focus with the trends and the style of textiles in use



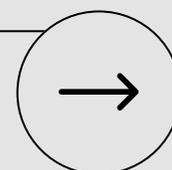
Sketching out

Start sketching, through procreate or by hand, get a croqui and start sketching the different outfits. Make sure all the details are clear, or add written details to explain your design. Try to have a clear outline (with time it should get straighter) and to think about the shapes of the collars, and the pockets to be in a realist position

Procreate®



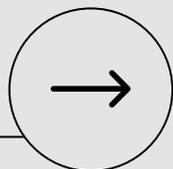
Once your sketches are finalised, take a layout paper and copy your design, using hb pencil and try to have a steady hand and not to heavy pencil. Clean it up for rubber if needed. Then start putting your colors down, start with the skin and the



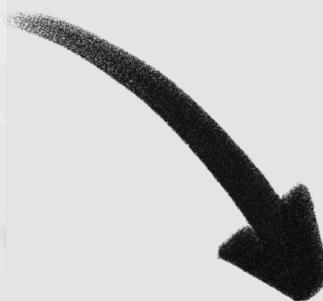
Patterns and Sampling

Start working on your patterns. If you are not able, contact a pattern maker or contact a sampling and production facility. Make sure you make the right choice, target your priorities which should be quality and time.

Make sure you provide all the details of your designs, the type of finishing, the details of pockets, style, cuts, size, grading, timing for sampling and timing for the production, and so on.

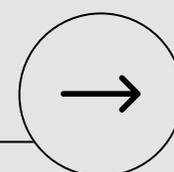


Patterns and Sampling



Once it is time you are called to vision the samples, make sure you check all details, length, positioning of pockets, finishing and so and eventually ask to correct it.

N.B. correction should all be based on fitting and length, because a good designer has clear in mind the final result, a young or inexperienced designer, will make many mistakes, misjudging the fabrics or the style and many other aspects.

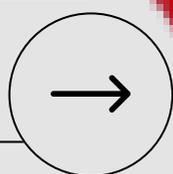


Samples shooting

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Once all your samples are ready in the desired variations and in the right size, you can start planning the photo session in or to photograph your styles.

make sure you set it right, by contacting an agency or if you are creative enough you can even attempt to do it by yourself. But approach only professionals, starting from the Photographer to the Model, and then the make up artist and hairdresser, as well as the location, the stylist and so on.



Samples shooting



Try to contact young and starting brand like yours to pair you with shoes, accessories, bag, in order to create a total look.

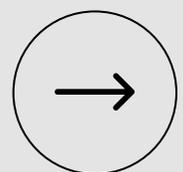
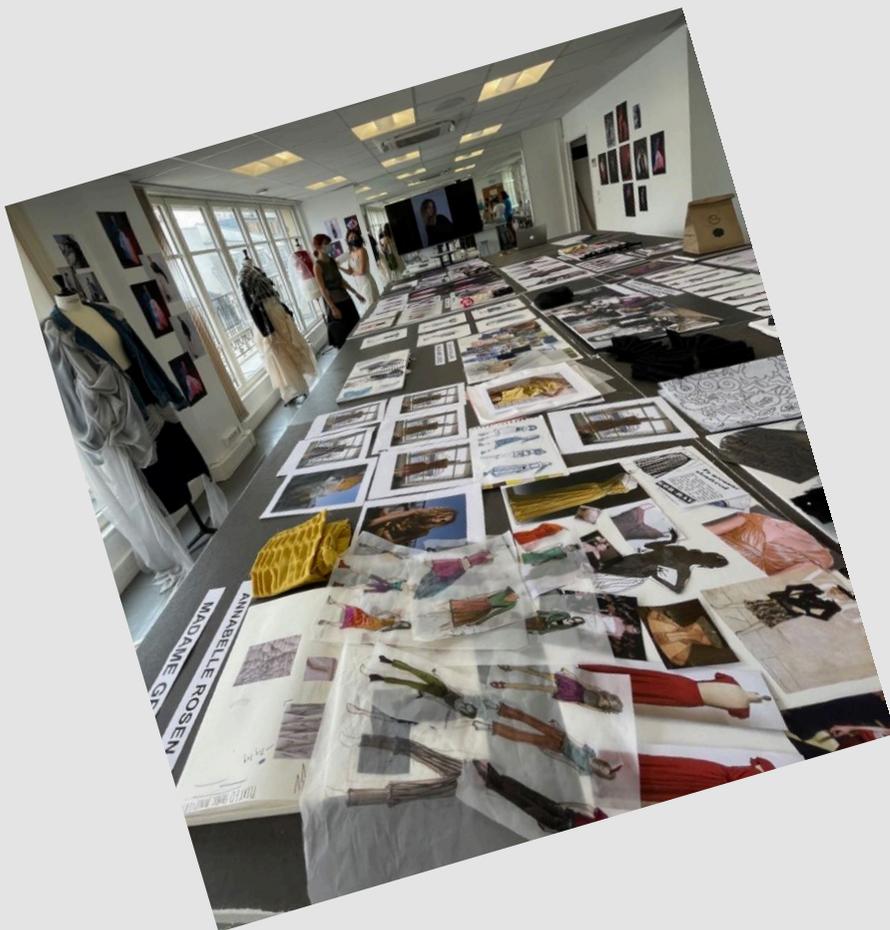
You will need a product shoot as well meaning, the products photographed in white background with or without model.



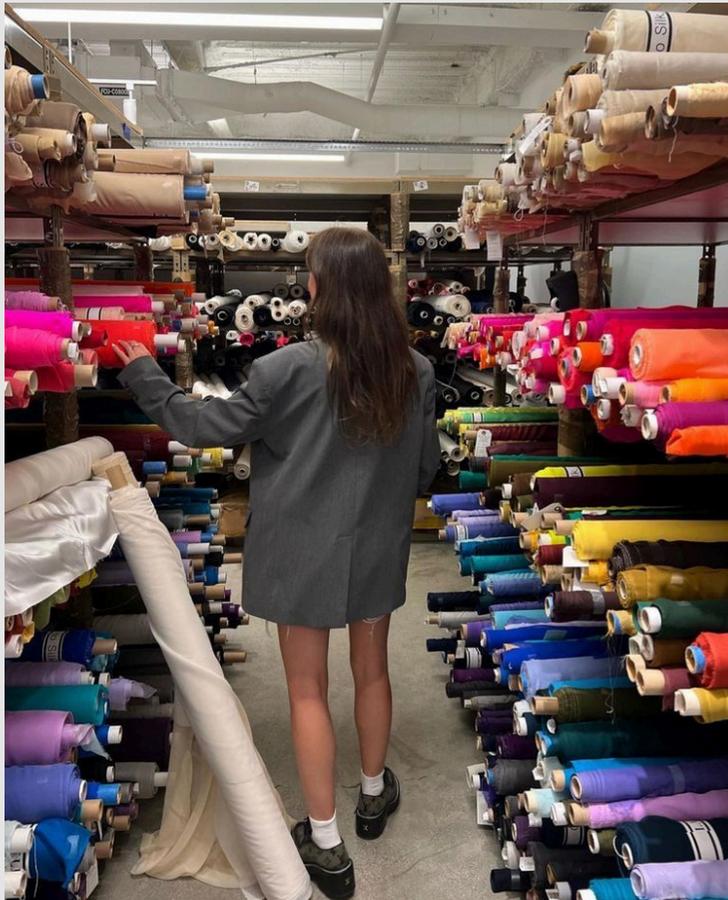


Production

Now it's time to grade your collection, meaning to produce all your different sizes. Be aware that in the market, sizes which works the most are M and L, of course it also depends on the audience if younger audience S and M. Moreover decide which grading you would like to have between one size and the other., it can be 4cm as well as 6cm, it all depends on the brand and your commercial choices.

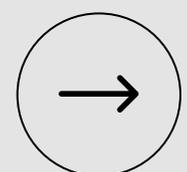


Production



Once the production starts you can dedicate yourself to the launch. Create your logo and choose your color palette, start printing the labels and the paper tags. Then create your Instagram and Facebook page and last but not least your website.

Shopify.com is a good choice, as beginner allows you to choose a template and, even without being an IT Pro, you can easily follow the steps and set up your account and connect it to your social media pages and start selling.



.....and

- Avoid copying products which are already in the market, especially by International brands, you won't be able to compete.
- Try to think about something unique about your brand and make it your Slogan.

Make sure you advertise your launch.

- Establish a good Post Purchase Customer Management, it is very important to create loyalty.
- Follow up the market with attention and integrate mid season products, it helps to create expectation.
- Listen carefully to your clients comments.
- Make small giveaway or make small sales from time to time, it pushes the sales.



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