

CJ' s Training Camp: Sustainability

Lesson 5

The Design Process



Kahoot!



Go-to-Market Cycle: Step 1

Planning

To determine what products to make each season, brands research market trends, survey consumers, analyze sales data, and meet with key retail partners



Market Trends

Anything that changes the market. Successful brands identify and take advantage of these trends



Sales Data

Brands review previous season sales figures, competitor's sales, and overall industry data to understand what is popular, growing, and declining



Consumer Research

Used to understand target market.
Research subjects include: Preferences, income, activities, motivation, value, occupation, buying habits, age, brand preferences, beliefs



Top 8 trends in 2021

Source: Alibaba

- Ecommerce continues to grow
- Clothes become genderless
- Comfortable clothing sales increase
- Sustainable buying and slow fashion
- Inclusivity
- ReCommerce
- Online Evolves

Planning:

Key Responsibilities

- Review current inventory levels, seasonal needs and geographical data to forecast consumer demand
- Analyze buying patterns, forecast trends for target markets
- Determine required quantity of various product types
- Select which styles from previous season to carry over (continue producing)
- Allocate and distribute merchandise to warehouses and retailers around the world
- Determine what to do with previous season overstock



Go-to-Market Cycle: Step 2

Design

Once the planning process has identified what to produce, the design team designs specific options for consideration. These include sketches, CAD designs, prototypes, material identification, tech packs, and a fit review.

The Design Process



1 Mood Board, Ideation, Inspiration



2 Fashion Illustration or Sketch



3 Technical Sketch



4 Tech Pack



5 Sourcing



6 Factory, Sampling



7 Fit & Review



8 Design Approval



9 Production



BRAND
LOGO
>> LOGO
THƯƠNG
HIỆU

QUICK TECH PACK

STYLE # CFM # 03TP
SEASON: SS16
EST.QTY: 13.140 pcs

NAME: Polo - short sleeve - PLAIN - PIQUE
CLASS: 0320 - 0301 Subclass 03
DATE: 16-Nov-15

Stitch density (mật độ mũi chỉ) = 4 mũi / cm

5 mm stitching on shoulder & armhole
>> Diều 5mm ở vai & vòng nách

Sleeve opening :
2cm in rib (same collar) & clean finish with 1mm stitching
>> Lai tay : thành phẩm rib 2cm & diều 1 mm

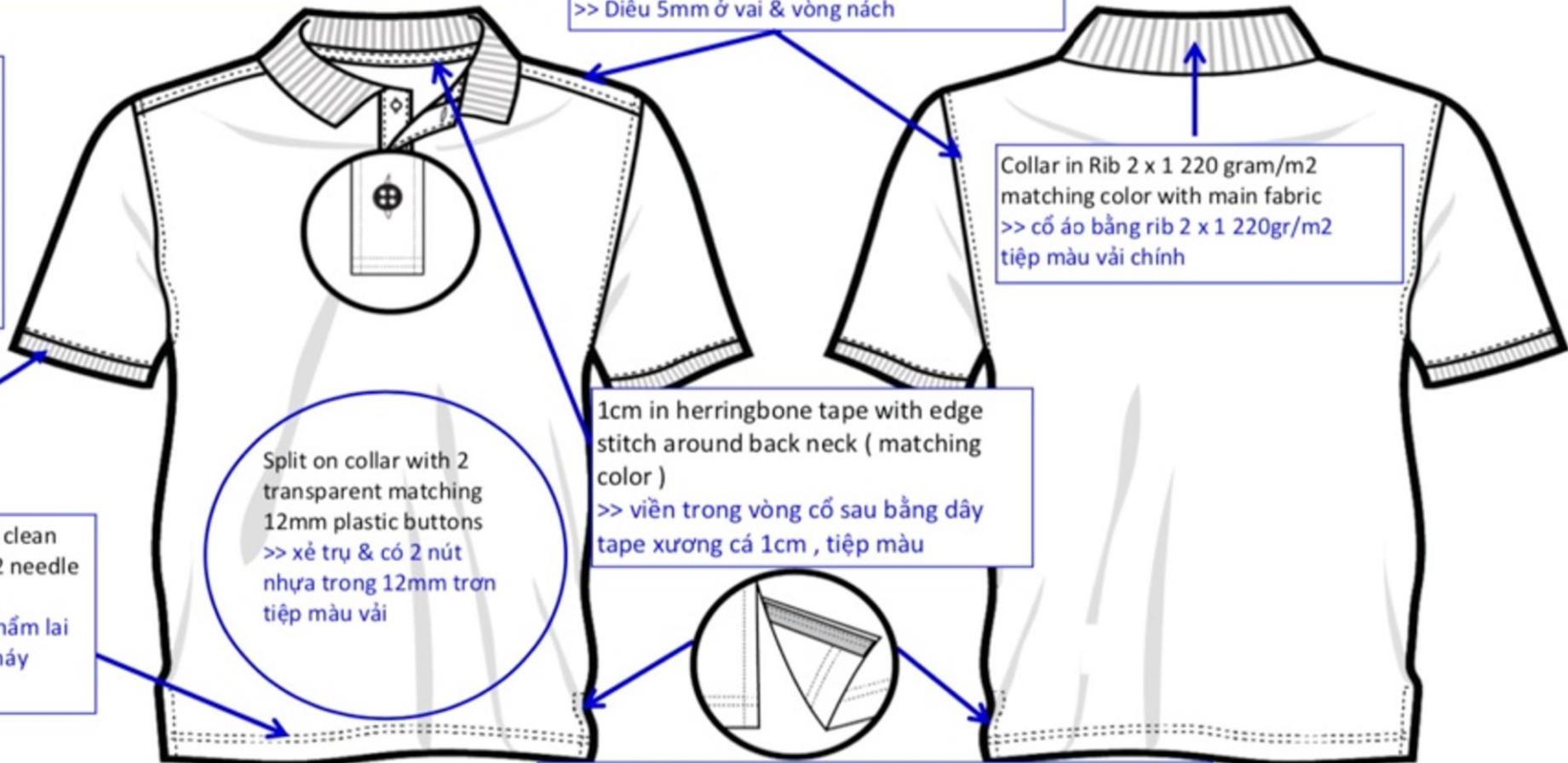
Collar in Rib 2 x 1 220 gram/m2 matching color with main fabric
>> cổ áo bằng rib 2 x 1 220gr/m2 tiếp màu vải chính

Bottom hem : 2cm clean finish with Kansai 2 needle stitching
>> Lai áo : thành phẩm lai 2cm & may bằng máy Kansai 2 kim

Split on collar with 2 transparent matching 12mm plastic buttons
>> xẻ trụ & có 2 nút nhựa trong 12mm trơn tiếp màu vải

1cm in herringbone tape with edge stitch around back neck (matching color)
>> viền trong vòng cổ sau bằng dây tape xương cá 1cm , tiếp màu

Split 5cm on side >> xẻ tà 5 cm ở hai sườn áo



Design:

Key Responsibilities

- Determine the overarching theme, color palette and styling of the season
- Choose colors and fabrics and designing the number of styles or collections allotted by the inventory planning and merchandising teams
- Combine hand drawing and computer-aided design to create designs and images
- Fit garments when the samples arrive from the factory and make revisions as needed to make a high-quality, well-fitted garment





Go-to-Market Cycle: Step 3

Product Development

After finalizing design, products are developed through the prototype and sample phase before approved for production

Prototype

A background image showing two women in a workshop or studio. One woman on the left is wearing a white shirt and has a measuring tape around her neck. The other woman on the right is wearing a black top. They are both looking at a dark-colored button-down shirt hanging on a wooden rack. The scene is dimly lit, suggesting an indoor workspace.

- First produced sample; serves as a guide to try a new product design.
- Designers can make changes to figure out the best design and associated tech pack

Sample

- Built from tech packs and used to test a product before mass production
- This includes the fit, size, and general feel of a garment prior to full scale manufacturing

*Once samples have been optimized, a pre-line collection is manufactured by the factory (used to build demand for the products)

Product Development:

Key Responsibilities

- **Develop** or source the fabrics, buttons, zippers and trims used in the product
- **Communicate** sewing details and garment measurements to the factory
- **Oversee** the manufacturing process, including fabric testing, cutting, sewing, final appearance and packaging
- **Ensure** all materials and the final garment meet the brand's quality standards
- **Ensure** the manufacturers are complying with all legal and ethical requirements

Average Monthly Wages

In the United States

Jr. Demand Planner	\$3166
Demand Planner	\$4875
Inventory Planner	\$4979
Production Planner	\$5000
Ecommerce Inventory Planner	\$5083
Merchandise Planner	\$5833

Vocabulary

Your Definitions

Market Trend

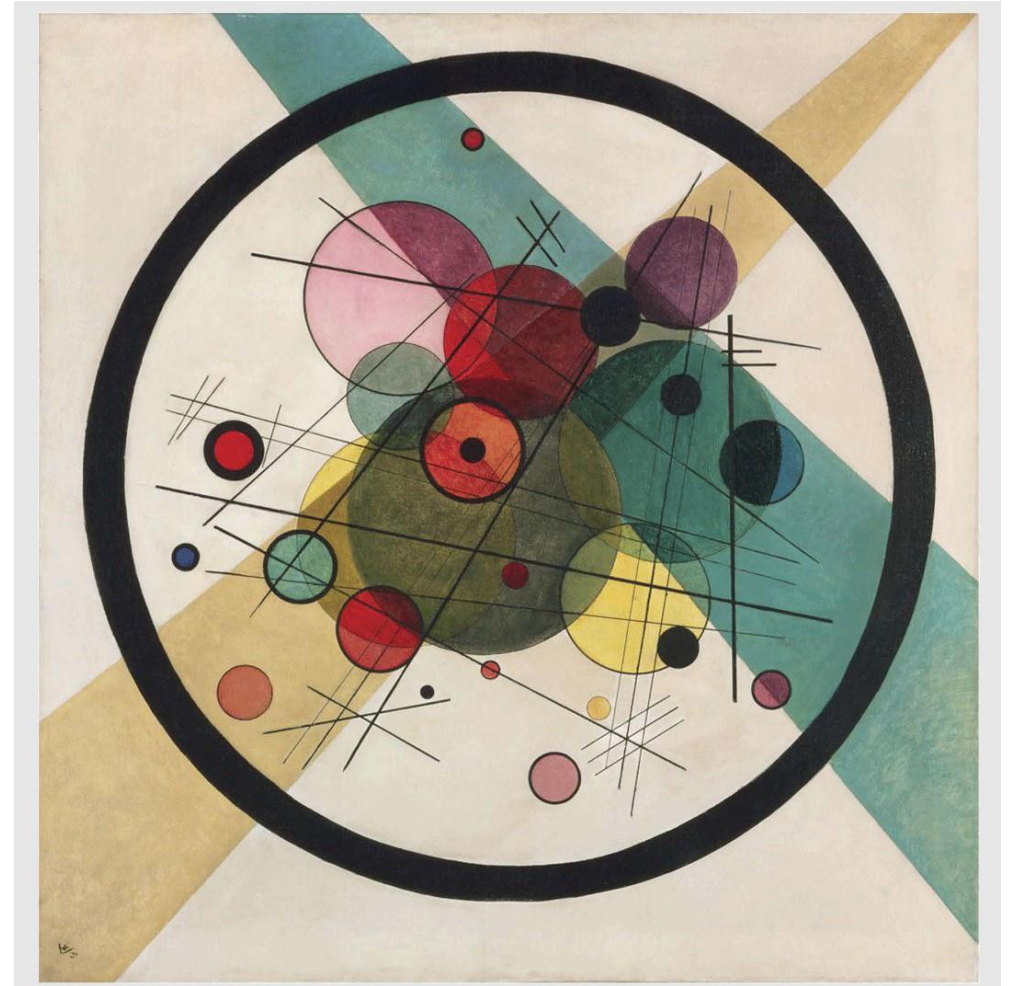
Prototype

Sample

Target Market

Activity:

Gallery Poster



Circles in a Circle (Kandinsky)

end.

