

**STYLCON**  
MARKETPLACE

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**Product Style Guide**



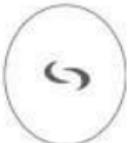
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This guide fully explains our manufacturing process, the type of customization available, printing, how to prepare a tech pack and mock ups, embroidery, care labels and packaging.

For any further questions or inquiries, please contact [stylcon1@gmail.com](mailto:stylcon1@gmail.com)



# PRODUCTS PORTFOLIO

Here is a list of certain products we can produce:

Tees	socks	long sleeve	tank top
hoodie	caps	straight pants	denim pants
sweatpants	sweatshorts	jersey	other custom products (additional development services)

\*\*Find all the tech packs on our website



# **OUR MANUFACTURING PROCESS**

At STYLCON MARKETPLACE, we have two main manufacturing processes:

- Customization on fully developed pieces and
- Full product development (Cut, Make and Trim)

### CUSTOMIZATION ON FULLY DEVELOPED PIECES

This type of production, we procure fully developed pieces such as tees, caps, hoodies, pants, sweatshirts, denims etc. from the catalogue of our affiliate companies in China and other Asian countries and we customize them locally in our printing houses in Nigeria. This process allows for more flexibility and the process is faster. Our MOQ for this process is usually 30pcs per item. However, there are certain limitations to the printing types we have locally.



## Available printing include:

- Direct to Film (borderless)
- Embroidery (Only silk embroidery)
- Screen printing ( limited to a max of 3 colors)
- Vinyl
- Sublimation

Other printing methods are currently not available locally as of July 31, 2024

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## FULL PRODUCT DEVELOPMENT (CUT, MAKE AND TRIM)

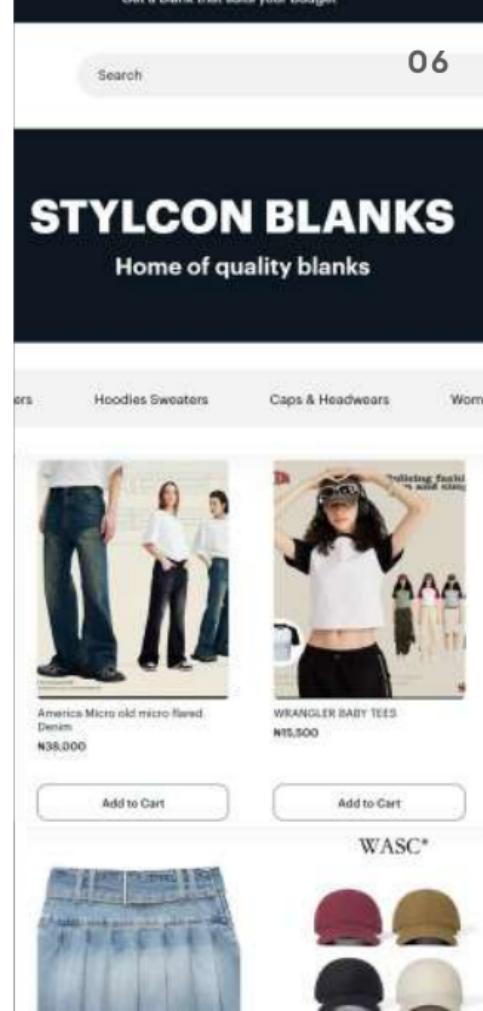
This types of production, we fully manufacture the production from our affiliate companies in China and other Asian countries, this gives you a more custom option to influence the shape, texture, pattern, printing type and sizing of your products. The MOQ required for this process is usually 50, in some cases of a more sophisticated design, 100 might be required.

The MOQ is higher because our Chinese and other Asian affiliate manufacturing companies, only manufacture for big brands but we have come to an arrangement in which we can manufacture with them at a lesser MOQ. The 50pcs or 100pcs MOQ is usually in a single color, single design but multiple sizes. In some cases of digital customization such as DTG, different design can be used. This process would also take longer and payment is usually required in Dollars (\$) or the dollar rate to naira when payment is made.

## TYPES OF PRODUCTS THAT ARE READILY AVAILABLE FOR CUSTOMIZATION

We have a wide range of products that can be customized, visit our blanks website, [www.stylconblanks.com](http://www.stylconblanks.com) or visit our Instagram handle @stylconblanks for available blanks.

In cases where you don't find what you want on our platform, you can send a mail to [stylcon1@gmail.com](mailto:stylcon1@gmail.com) with a picture and the details of the products you would like to customize. Ensure pictures are very clear and preferably a plain picture. We would check with our affiliate companies and give you a feedback on availability and price.





**FABRICS**

## FABRIC TYPES

There are a variety of fabrics for different types of items.

We would take a look at some.

### Hoodies

Fleece (330, 350, 360, 450GSM) 70% cotton and 30% polyester

Terry fabric ( 330, 360,400,420,450GSM) 100% cotton

### Jersey

Lycra,jacquard,argyle,heavy interlock(150-280GSM)Polyester

Fleece interlock,birdeyelet mesh,dazzle square (150-280GSM)Polyester

### Tees

Cotton (240,270,275,285,300,310,320GSM) 100% cotton

Polyester (240GSM) 70% Polyester and cotton blend

### Denim

7-10oz(medium density denim)

11-14oz(high densitydenim)



# TYPES OF PRINTING

## Print Categories

There are 4 main categories of print

### Screen Print

This a method where ink is pressed through a mesh screen onto the garment

### Digital Print

This is a method where the design is printed with an inkjet printer directly on to the garment

### Sublimation

This a digital printing process that uses heat and pressure to transfer dye onto different materials

### Vinyl Print

This printing technique involves transferring a design or image onto a vinyl material using a special printer and vinyl-cutting machine

## Digital print (DTG print)

In DTG printing a specialized inkjet printer is used to apply water-based inks directly onto the fabric.

The process allows for detailed and full colour prints, along with colour gradients that you find in a picture like graphic.

Works best on light colored fabrics. (On darker fabrics, you would have to print a white base layer first)

## Digital print (DTF print)

DTF printing involves printing a design onto a piece of PET film (a special film with a coating that helps transfer designs) using water-based inks and a special adhesive powder. Then, the design on the PET film is heat-transferred to fabric using a heat press machine. DTF works best when you are printing on demand or printing under a budget

When printing DTF ensure your artwork is at least 50% transparent for maximum result.



## Digital print (sublimation)

Dye sublimation is a digital printing technology that uses heat transfer to apply an image to the intended substrate.

Sublimation is best used when you are printing on 100% polyester material.



## Screen print (water-based)

Water based screen printing is a technique where water-based inks are used. A more environmentally friendly alternative to traditional screen-printing ink. You cannot feel the texture of the print on the surface, because the fabric absorbs the ink. This makes it undetectable to the touch.

Opacity of water-based ink is not as opaque compared to a plastisol print, on dark garments. Water based Screen printing is not done in Nigeria and requires a minimum of 100 pcs.



## Screen print (plastisol)

Involves using plastisol ink, which is a PVC-based (polyvinyl chloride) ink. Plastisol cured prints have a slightly heavier feel.

This technique uses a screen print paste that has texture on it. This makes detectable to the touch and very opaque.



### Screen print (halftone)

Half tone screen-printing is a technique used to reproduce continuous-tone images, using a series of dots. An alternative to digital printing but the graphic (image) must be converted into a half-tone image to achieve the effect.

### Screen print (puff print)

Puff Screen Print is a three-dimensional raised texture design. An ink that puffs up when exposed to heat.

Puff screen printing can also be achieved in Nigeria but the results are not so superb

### Vinyl printing

Vinyl print is a printing technique that involves transferring a design or image onto a vinyl material using a special printer and vinyl-cutting machine.

Vinyl always comes only in single color. Vinyl is best used if your artworks is very simple like a name or a simple artwork.



## WHAT PRINTING METHOD SHOULD I USE?

The type of printing you use depends generally on your artwork style, quantity, budget and time.



### EXAMPLE 1

If you have a graphical artwork and you are printing just 10, the most suitable option is DTF(Direct to Film) but if you are printing the same artwork and you are printing 30-50, DTG (Direct to Garment) is the most suitable option.

#### Assumption 1

DTF gives you more flexibility because it is produced in Nigeria, and we can produce up in mini quantities.

#### Assumption 2

DTG is being produced from China and the MOQ is higher

#### Assumption 3

Photo-realistic artwork are best printed as DTF or DTG

NOTE: The price difference between both printing methods is minimal, the major factor is quantity.



#### EXAMPLE 2

If you have an artwork with spot colors and you are printing just 10, DTF is the most suitable option, DTF gives you flexibility, if you are printing the same artwork and you are printing 50, screen printing is better and cheaper.

Assumption 1

Spot colours can be printed as DTF or screen printing

Assumption 2

DTF gives you more flexibility because it is produced in Nigeria, and we can produce it in minimal quantities.

Assumption 3

Screen printing requires you printing in bulk of the same design of at least 30

Assumption 4

Screen printing gives a better result for spot color artwork with a max of 3 colours (if customized in Nigeria)



## PRINTING METHODS

### SCREEN PRINTING

Used preferably for spot color artwork

Requires a min of 30pcs per design for plastisol screen-printing in Nigeria

For other screen printing such as puff screen-printing and water based screen-printing min is 100pcs and usually from China

More than 3-5 colors can be printed if we are printing from china but min order quantity is 100pcs

It can be time consuming.

It's cheaper when quantity is very high

### DIRECT TO FILM (DTF)

Used preferably for photorealistic designs  
Printing can be done in lesser quantity

Printing is very fast

### DIRECT TO GARMENT(DTG)

Used preferably, when you are printing photo realistic designs or spot design with more than 3 colors

Minimum is 35pcs per design

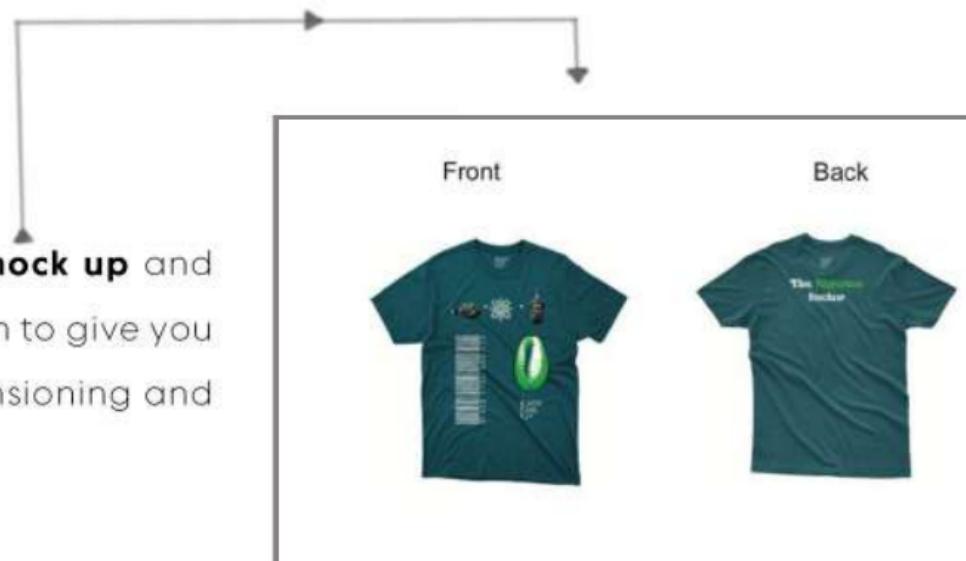
Print is done directly from china  
It can take a longer time

### VINYL

Used preferably for very simple artwork  
Can only print one color per material  
Has a very wide range of effects such as fluorescent, glitters, silicone

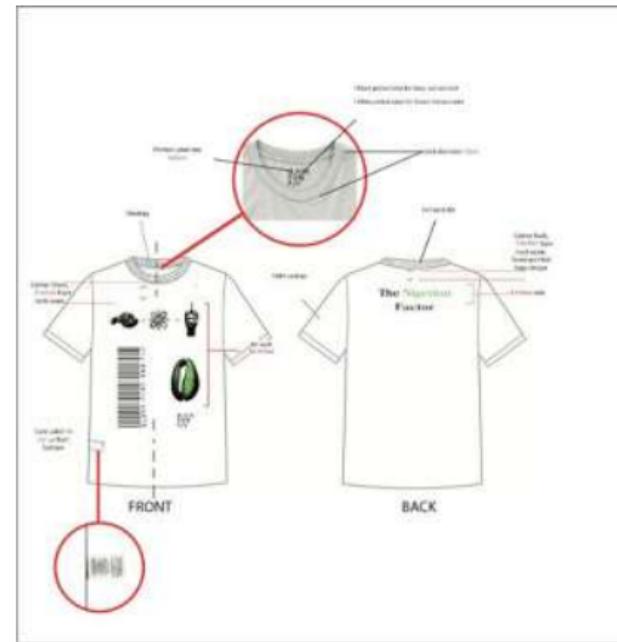
## DIMENSIONS AND PLACEMENT FOR PRINT

It is advisable your designs are dimensioned before sending them to us for a more accurate placement.



This is referred to as a **prototype mock up** and does not give us the right information to give you a quote and mistakes on print dimensioning and placement might also occur.

This is referred to as a **detailed mock up** as it shows us the dimension of print on the garment and also how the print should be placed on the garment.



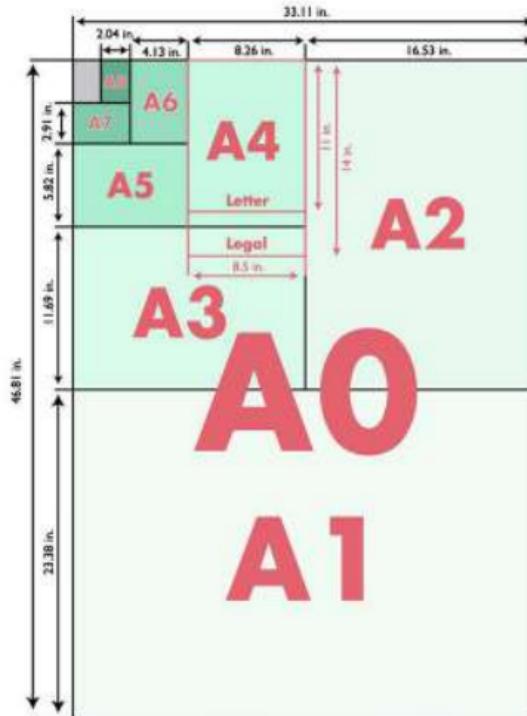
For costing our prints are generally measured in paper sizes

A2- 16.5\*23.4inches (420\*594mm)

A3- 11.7 \*16.5 inches (297\*420mm)

A4- 8.3\*11.7 inches (210\*297mm)

A5- 5.8\*8.3 inches (148.5\*210mm)



# HOW TO CREATE A DESIGN FILE

**Photorealistic images , File type: JPEG or PNG**

1. When printing a photorealistic artwork, it is advisable you get a source for a very clear picture.
2. Lay the picture on an artboard in the size you are printing in a design software like Photoshop or Illustrator. For example if you are printing A2, create an A2 board and lay the print on an A2 board to check resolution of your design.
3. If your image has a low resolution, you will get a pixelated result
4. When exporting, ensure the layer is transparent and without background.
5. Export either as a PSD, AI or PNG file.
6. Exporting as JPEG automatically fills your artwork with a background and might damage your artwork.



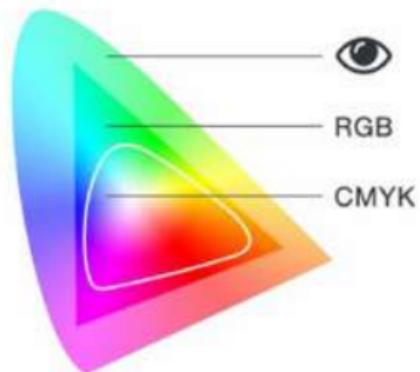
## **Vector Graphics, File type: AI.file or SVG**

1. This file type is versatile and compatible with all printing methods, utilizing a vector graphic is crucial.
2. A vector ensures clean color separation. Its distinguishable feature lies in its ability to be endlessly scalable without compromising clarity.
3. Don't forget to vectorize fonts.



## **Colour Space**

Designing in the CMYK colour space is crucial for printing projects, it's different from digital displays that use the RGB colour space. Therefore when designing in any design software, it is important to design in the CMYK colour space, otherwise the colour in the final outcome will not be reciprocated accurately.





## Example case

Mock up designed in the RGB colour space



Mock up designed in the RGB colour space



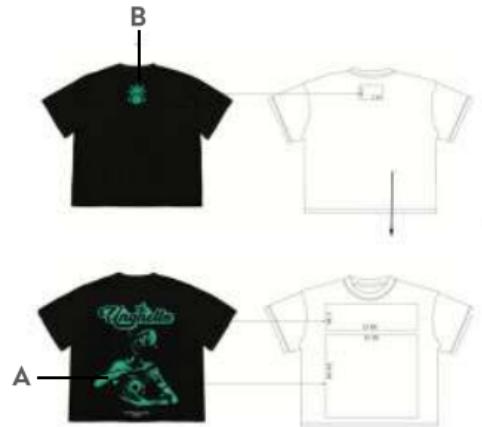
The colour did not turn up as seen in the mock up because it was designed in a RGB colour space instead of a CMYK color space

## CREATING A DETAILED MOCK UP

In some cases when you are only customizing on a garment, a comprehensive tech pack might not be needed but a detailed mock up is necessary. A detailed mock up shows the placement of a print on the garment, the size of the print on the garment and the also the label of each print to be used on the garment. This mock up can allow us to give a very close estimate immediately.



VERY WRONG WAY TO PREPARE A MOCK UP



HOW YOUR MOCK UP SHOULD BE CREATED

INSTEAD

## INSTRUCTION TABLE FOR MANUFACTURER

Print type	A (DTG), B (Embroidery)
Print dimensions	A(16.5*23.4) , B (2* 3) inches
Fabric details	320gsm, 100% cotton water washed fabric
Additional information	I would like my own custom carelabel, and woven label

The background of the image is a blurred photograph of a modern architectural structure. It features a large glass window or facade with a visible steel truss or grid frame. The colors are muted and out of focus, creating a soft, professional look.

# EMBROIDERY

## EMBROIDERY AND PATCH

Embroidery is a process where intricate designs, logos, or patterns are stitched onto fabric using specialized embroidery machines. The configuration of the embroidery machine is usually done with a digital software.

### Main types of embroidery

There are 5 main types of embroidery we use

Traditional satin 2D embroidery

3D puff embroidery

Chenille embroidery

Embroidery patch

Appliquéd embroidery

(Cannot be customized in Nigeria)



## Traditional satin 2D embroidery

2D embroidery, also known as flat or surface embroidery, is a traditional technique of decorating fabric or other materials with stitched designs that create a two-dimensional, flat appearance. This type of embroidery does not involve adding texture or depth to the design.

This type of embroidery can be customized on different fabric, cotton, denim, polyester, chinos and caps.

Customization can be done in Nigeria and but maximum size that can be achieved is 10 inches



## 3D Puff embroidery

Puff embroidery, the thread is stitched over a piece of foam. This gives the design a three-dimensional look. Puff embroidery is a great way to make a design stand out against the fabric because of the foam underneath the embroidery. The designs should be simple. It's advisable to use 3D embroidery on a very hard surface such as caps.



## Appliqué embroidery

Applique embroidery is a form of embroidery where pieces of fabric are sewn on to another piece of fabric.

Applique embroidery cannot be customized in Nigeria. It is most suitable when the fabric is sturdy like a denim jacket or denim pants.



## Chenille embroidery

Chenille embroidery, colloquially known as "chenille" is a kind of specialized loop or chain embroidery, which is made with yarn, not typical embroidery thread.

This embroidery method makes the pattern look optically thicker and more convex.



## Embroidery patch

This is the process of pre-making an embroidery pattern on a fabric usually made of silk and sewing it on the fabric you want.

This method allows you to have a lot of patches and it can be done in any embroidery style





**DYES & WASHES**

## DYE & WASHES

### Standard Dye (Reactive Dye)

Standard fabric dye is used to colour natural fibres such as cotton, linen and rayon. Reactive dyes form a chemical bond with the fibers of the fabric. This chemical reaction ensures a strong and durable attachment to the dye of the textile.

### Fade Out Dye

Faded out dye is a type of dye that is designed to fade out gradually over time, creating a worn appearance of fabrics. The primary characteristic of the fade out dye is its intentional fading effects. The colour pigments only attach to the surface of the fabric.



We have different types of washes:  
Normal wash, Stone (acidic wash), Sand wash, Sun fade, Enzyme wash, Pigment wash, Monkey wash

### Normal wash

Normal washing is the simplest type of washing with lowest washing cost. By this system, starch materials present in the new garment is removed together with dirt; hence, after wash the garments feel soft during use.

During normal wash on garments, washing effect could be varied by altering washing temperature, washing time, quantity of detergent used etc.



Stone wash or acid wash

This method make use of stones called pumice in the wash process, the stone gives the fabric a faded dotted pattern. The use of acid can also give a similar effect.



Sand wash

Sand wash employs fine sand particles to achieve a similar effect to pumice stone wash. It creates a slightly rougher texture and enhances the washed-out appearance of the fabric.



Sun fade

A sun faded garmnet technique refers to the intentional fading of fabric colours, during the process, the garment undergoes controlled application of beach spray which lightens the color.



Enzyme wash

In this variation, specific enzymes are used to break down the fabric's surface fibers, resulting in a soft, worn-in feel. Enzyme wash is particularly effective for achieving a vintage look on denim.



Pigment wash

Pigment wash involves applying pigments or dyes to the garment's surface after washing, resulting in vibrant and eye-catching colors.



Monkey wash

Monkey wash involves treating the denim fabric with chemicals, then scrubbing it with rubber balls or pumice stones to achieve the desired effect. This creates unique patterns of wear and fading that can mimic the natural aging process of denim.

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## **TYPES OF PRODUCTS/CUSTOMIZATION THAT WE FULLY DEVELOP FROM OTHER COUNTRIES**

JACQUARD BEANIES

JACQUARD VEST

DENIM JEAN

JACKET

JERSEYS

CAPS

CHENILLE PATCHED ITEMS

APPLIQUE EMBROIDED ITEMS

PUFF SCREEN PRINTED ITEMS

WATER SCREEN PRINTED ITEMS

JACQUARD COTTON SOCKS & TERRY SOCKS

OTHER DEVELOPED ITEMS

## HOW TO SEND PRODUCTS THAT REQUIRE FULL DEVELOPMENT FROM OTHER COUNTRIES

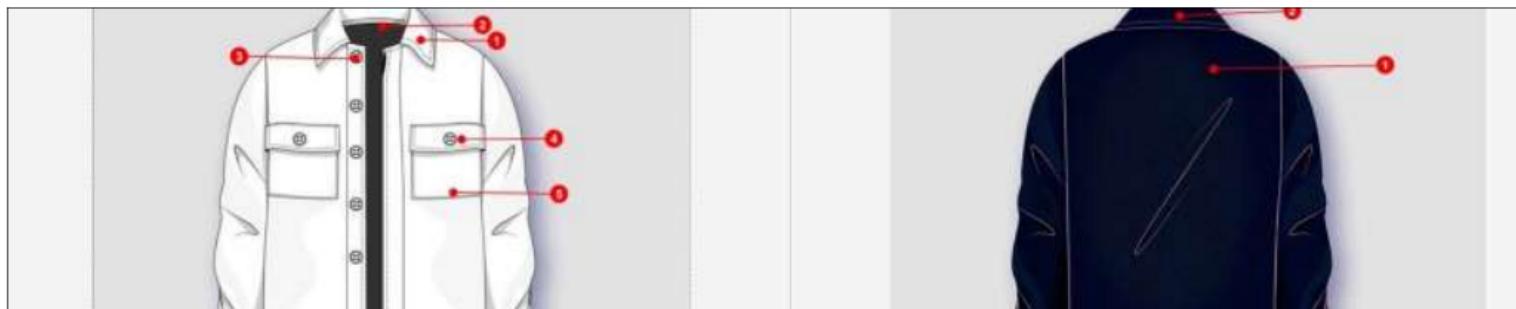
Items that required full development from our affiliate companies in Asia requires a tech pack that contains all the necessary details

PRINTING TYPE	SIZE CHART
FABRIC WEIGHT	NO OF EACH SIZE TO BE PRODUCED
FABRIC CUSTOMIZATION	VECTOR FILES
PRINT DIMENSIONS	CUT PATTERNS IF AVAILABLE
STITCHING TYPE TO BE USED	ACCESSORIES DETAILS IF AVAILABLE
PICTURE REFERENCES OF SAMPLES	CUSTOM COLORWAY

# WHAT IS A TECK PACK?

& What is it's Purpose?

A Tech Pack is similar to a blueprint or a recipe, but for clothing and apparel production. Think of it as a "Garment's DNA"- it contains all the essential information needed to replicate the design, just like DNA contains the genetic instructions for life. A Tech Pack ensures accurate communication between designers, manufacturers, and suppliers, ensuring consistent production quality and reducing errors



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# BASIC TERMINOLOGIES

## I. General Terms

**Tech Pack:**

A detailed document outlining product specification

**Style:**

Unique design or product

**Season:**

Collection or production period (Spring, Fall, Summer, Winter)

**Collection:**

Group of styles produced together

## 2. Product Specifications

Fabric: Material used for production

Colourway: Specific colour(s) used for a style

Size Range: Available sizes for a style

Fit: Silhouette or body type (slim, relaxed)

TCX 6027

EXTRA SMALL

SMALL

MEDIUM

LARGE

EXTRA LARGE

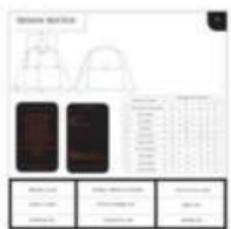
### 3. Measurement Terms

Body Length: Measurement from shoulder to hem

Chest Width: Measurement acrosss the chest

Sleeve Length: Measurement from shoulder to cuff

Hem: Bottom Edge of Garment



## 4. Construction Terms

Stitch Type: Type of stitching used (lockstitch, overlock)

Seam Finish: Method of finishing seams (serged, pinked)

Hem Finish: Method of finishing hems (folded, bound)

Interfacing: Additional fabric for stability and support



## **CUSTOM COLOURWAY**

Custom colourway means you have the pantone TCX range of colours to choose from. Simply insert the TCX code of your chosen colour into the tech pack

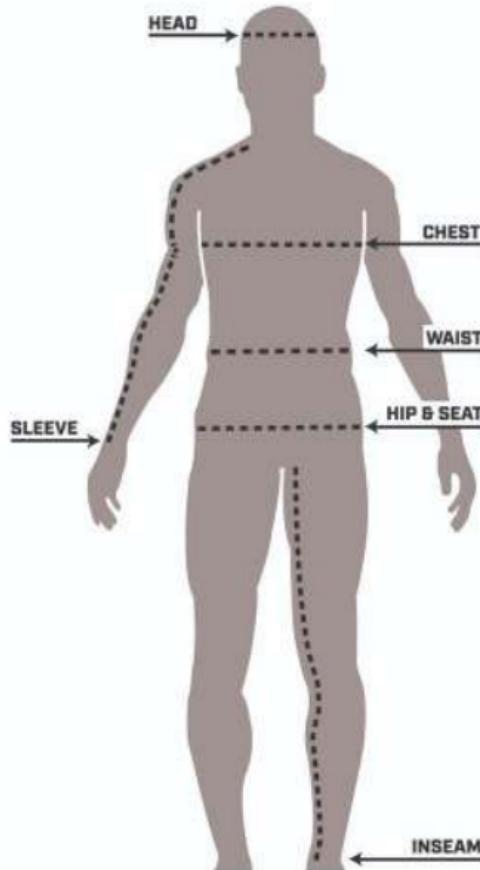
You can access the full TCX-colour portfolio on pantones website

[https://www.pantone.com/pantone-connect.](https://www.pantone.com/pantone-connect)



**PANTONE®**  
16-4132 TCX  
Little Boy Blue

# SIZE CHART GUIDE



## MEN'S SIZING GUIDE *in inches*

### MEN'S TOPS

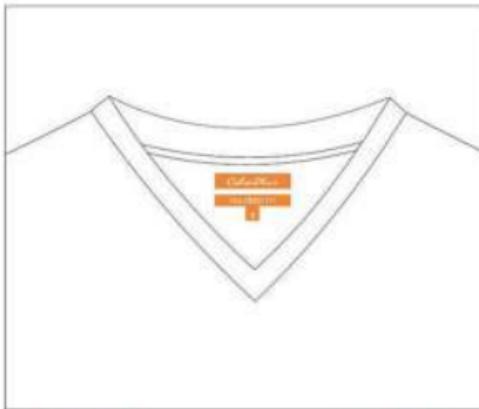
SIZE [U.S.]	SM	MD	LG	XL	2XL	3XL	4XL	5XL
<b>CHEST</b>	34-36	38-40	42-44	46-48	50-52	54-56	58-60	62-64
<b>WAIST</b>	31-33	35-37	39-41	43-45	47-49	51-53	55-57	59-61
<b>HIP</b>	34-36	38-40	42-44	46-48	50-52	54-56	58-60	62-64
<b>SLEEVE</b>	27-28	29-30	31-32	33-34	35-36	35-36	33-34	33-34
<b>INSEAM [SHORT]</b>	28	29	30	31	31	31	31	31
<b>INSEAM [REGULAR]</b>	30	31	32	33	33	33	33	33
<b>INSEAM [TALL]</b>	33	34	35	36	36	36	36	36

A blurred background image of a clothing store interior. The shelves are filled with various garments, creating a soft, colorful texture. The lighting is bright and even, typical of a retail environment.

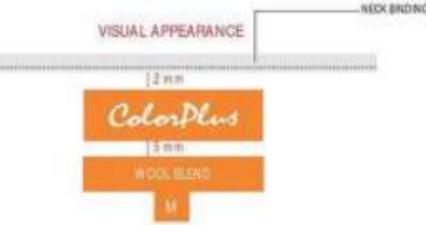
# CLOTH LABELS

# LABEL LIST

Woven Label  
Care/Wash Label  
Size Label  
Leather Labels  
PVC Labels  
Badges



Pantone no. of Orange



LABELS	DESCRIPTIONS	VISUALS
Woven Labels	Woven labels is the most common material used for branding your outfits, usually customized to your desired size and color. MOQ is 1000pcs. Can be fixed as a neck label or attached to the front of the tshirt. Check out our lookbook.	
Care/Wash Labels	Care labels are designed to provide clear, easily readable product information while maintaining the aesthetic and professional appearance of your clothing brand. Size labels can be customized to fit your brand's specific dimensions. Used on the insides of outfits.	
Leather Labels	Leather labels are commonly used for denim outfits. Stylish and fashionable, attached to the outer parts of the clothes. Around the waist for jeans and the bottom of jackets.	

## LABELS

## DESCRIPTIONS

## VISUALS

PVC Labels

PVC labels have a rubbery feel, the most luxurious kind of labelling used for products. Very versatile, can be customized to any design and size.

Patches

Patches have a very rough vibe to them, used for products like jackets, biker shorts, jerseys and others. Can be customized in any design and size.

Size Labels

Size labels is to indicate the sizes of your items. Comes in black and white



The background of the image is a blurred photograph of a modern architectural structure. It features a large glass facade with a grid of vertical and horizontal steel beams. The colors in the background are mostly muted blues, greys, and hints of yellow from the sky.

# PACKAGING

# **PACKAGING**

Nylons  
Kraft bags  
Ziplocks  
Boxes  
Thank You Cards  
Hang Tags  
Delivery Bags  
Paperbags  
Stickers

## PACKAGING

## DESCRIPTIONS

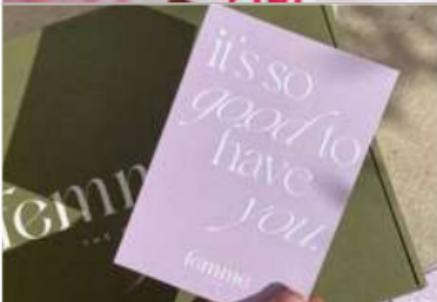
## VISUALS

PACKAGING	DESCRIPTIONS	VISUALS
Nylons	<p>Best For: Durable, reusable packaging.</p> <p>Pros: Affordable, waterproof, lightweight.</p> <p>Cons: Not eco-friendly, may not provide a premium feel.</p> <p>Brand Example: Brands with casual, affordable items or products needing protection from weather.</p>	
Kraft bags	<p>Best For: Sustainable brands.</p> <p>Pros: Eco-friendly, sturdy, customizable.</p> <p>Cons: Limited weather resistance.</p> <p>Brand Example: Minimalist, eco-conscious fashion lines.</p>	
Ziplocks	<p>Best For: Products requiring protection.</p> <p>Pros: Resealable, keeps items fresh/clean, reusable.</p> <p>Cons: Can be a secondary form of branding</p> <p>Brand Example: Activewear</p>	

## PACKAGING

## DESCRIPTIONS

## VISUALS

PACKAGING	DESCRIPTIONS	VISUALS
Paper bags	<p>Best For: Premium, eco-conscious brands.</p> <p>Pros: Biodegradable, customizable, lightweight.</p> <p>Cons: Less durable than other materials.</p> <p>Brand Example: High-end brands with a focus on sustainability.</p>	
Stickers	<p>Best For: Personalized branding.</p> <p>Pros: Cost-effective, easy to use for branding packages and products.</p> <p>Cons: Can be a secondary form of branding.</p> <p>Brand Example: Indie brands looking for affordable yet creative packaging.</p>	
Thank You Cards	<p>Best For: Building customer relationships.</p> <p>Pros: Adds a personal touch, enhances the customer experience.</p> <p>Cons: May increase costs.</p> <p>Brand Example: Brands focused on creating a connection with customers through personal touches.</p>	

## PACKAGING

## DESCRIPTIONS

## VISUALS

## Wrapping paper

Best For: Enhancing the unboxing experience.  
Pros: Adds a layer of luxury, eco-friendly options available.  
Cons: Doesn't provide structure or protection.

Brand Example: Gift-ready fashion items or premium packaging.



## Hand tags

Best For: Adding branding to garments.  
Pros: Customizable, great for adding brand story or product details.  
Cons: Only an accessory; not primary packaging.

Brand Example: Every fashion brand looking to add a branded touch.



## Delivery bags

Best For: Shipping products safely.  
Pros: Durable, waterproof, affordable.  
Cons: Can be wasteful if not eco-friendly.

Brand Example: E-commerce brands focused on shipping efficiency.



## PACKAGING

## DESCRIPTIONS

## VISUALS

Boxes

Best For: Luxury, expensive items.  
Pros: Sturdy, premium feel, excellent for high-end branding.  
Cons: More expensive, bulky.

Brand Example: Luxury or boutique fashion brand



**THANKS FOR YOUR TIME**