



Fashion Product Development: From Concept to Creation



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The slide features a light cream background with a subtle paper texture. A thin, dark blue rectangular border frames the central text area. In the top right corner, there is a sprig of green leaves. Along the left edge, there is a vertical arrangement of flowers, including blue five-petaled flowers and larger yellow-orange flowers. In the bottom right corner, there is a small cluster of yellow-orange flowers and a tiny sprig of blue flowers.

Module 1

Introduction to Fashion Product Development



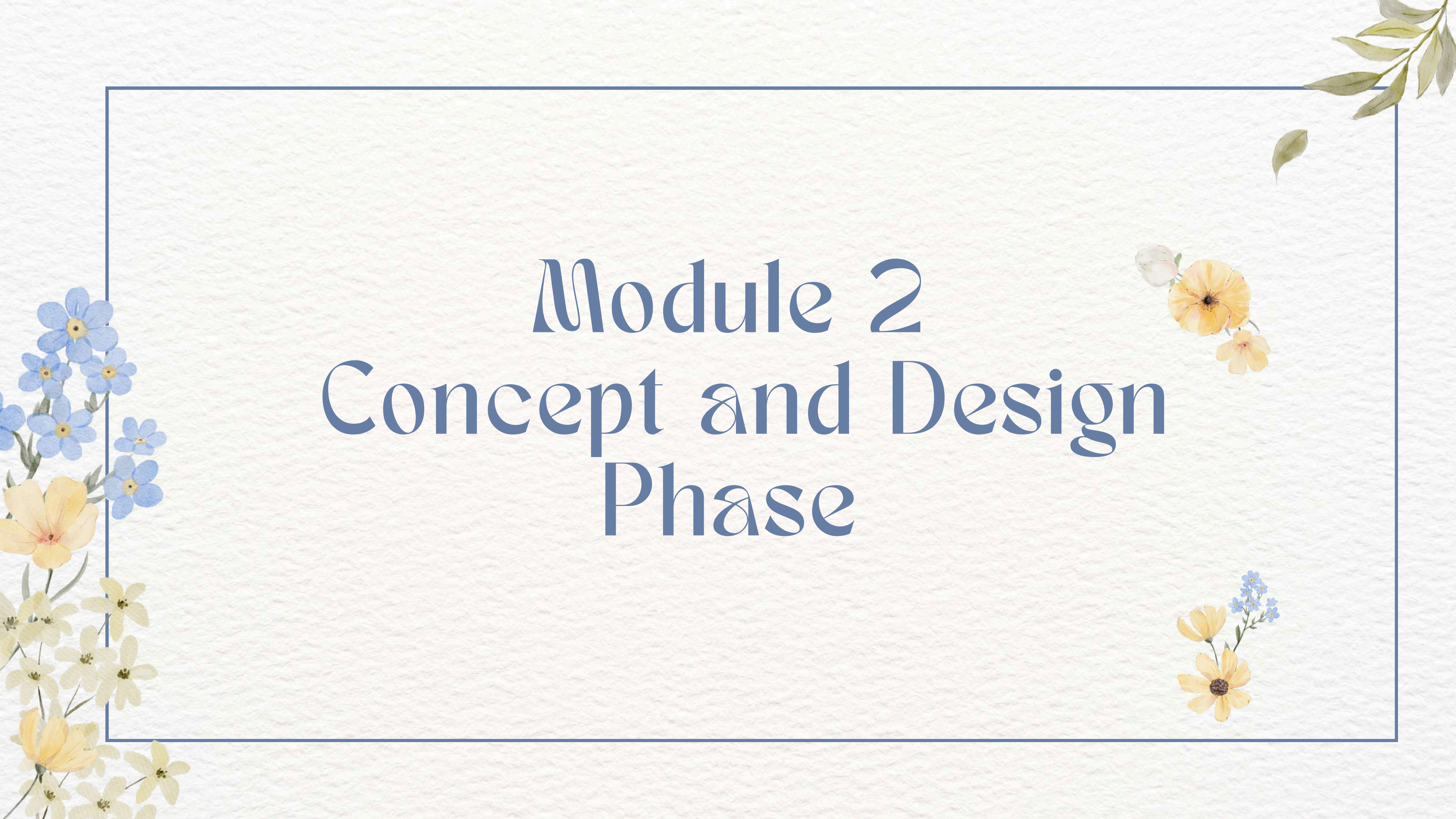
Lesson 1.1: Overview of the Fashion Product Development Process

- Introduction to the key stages of product development: Concept, Design, Sourcing, Manufacturing, Pricing, and Marketing.
- Roles and responsibilities of the design team: Designers, Technical Designers, and Pattern Makers.



Lesson 1.2: The Importance of Brand Identity

- Understanding how product development aligns with the brand's vision.
- Defining the target market and the product's positioning in the market.



Module 2



Concept and Design Phase



Lesson 2.1: Product Concept and Ideation

- Researching trends, customer needs, and competitor products.
- Sketching ideas and brainstorming creative concepts.
- How to develop a mood board and color palette that reflects the brand's aesthetic.

Lesson 2.2: The Role of the Designer

- Designer's role in conceptualizing products.
 - Translating creative ideas into design sketches.
 - The importance of sketching tools and software (Illustrator, Procreate, etc.).
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Lesson 2.3: Technical Design and Tech Packs

- Understanding technical design: Turning sketches into wearable garments.
- The role of technical designers in detailing garment construction.
- Introduction to Tech Packs: Specifications, construction details, materials, and production notes.

Module 3

Pattern Making and Prototyping





Lesson 3.1: The Role of the Pattern Maker



- How pattern makers bring designs to life.
- Understanding how patterns are drafted from design sketches.
- Tools used in pattern making (manual vs. digital).



Lesson 3.2: Creating Prototypes

- The process of creating a sample garment.
- Adjustments made after the first prototype fitting.
- Working with sample makers to refine the design.

Lesson 3.3: Testing and Fitting

- Importance of garment fitting and feedback loops.
 - Working with models and fit models for final adjustments.
 - Managing revisions and ensuring design accuracy.
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Module 4

Sourcing Materials





Lesson 4.1: Material Selection and Fabric Sourcing

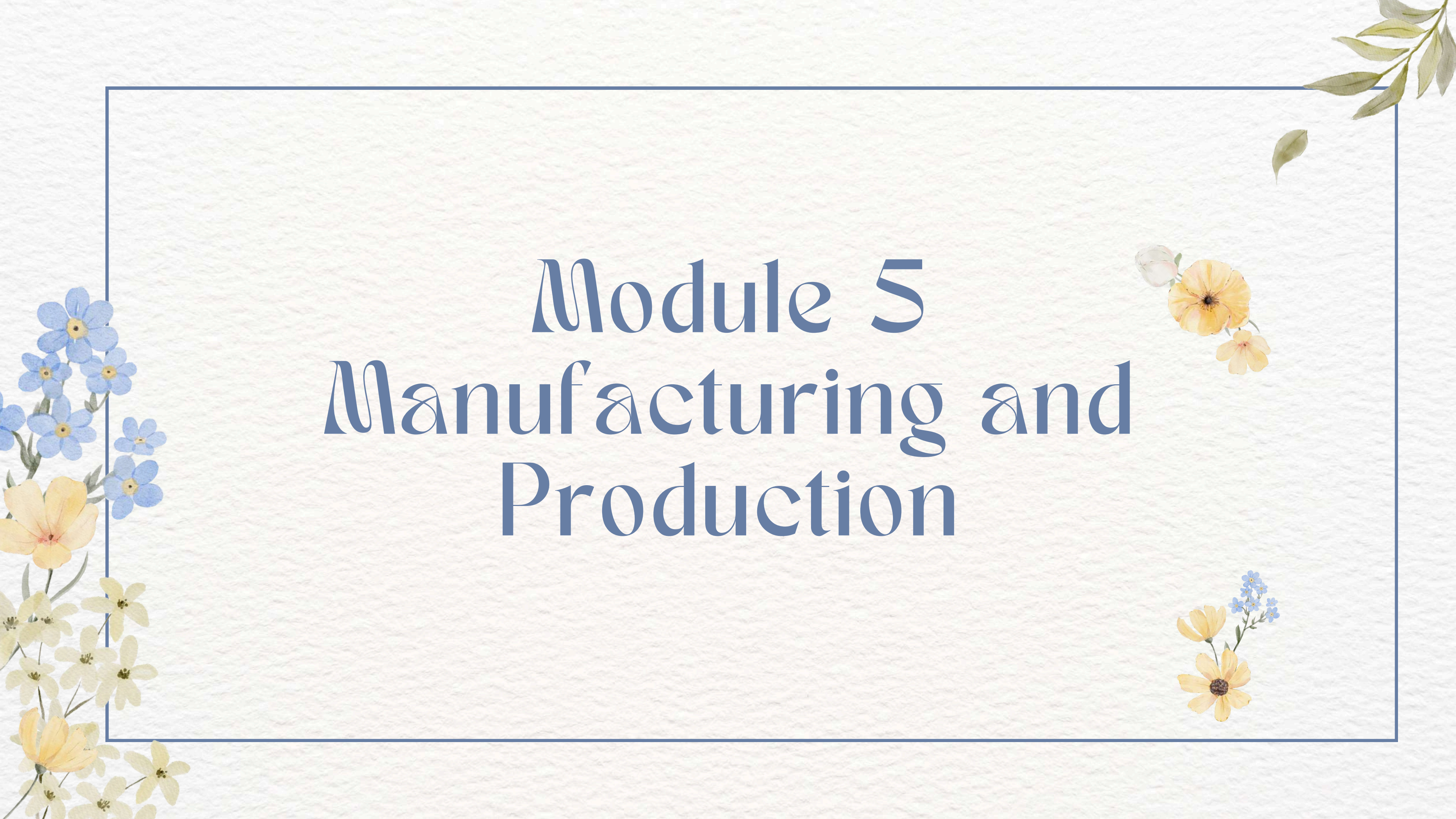
- Understanding the role of fabric in the final product.
- How to choose materials based on aesthetic, durability, and price.
- Introduction to fabric types, textures, and finishes (natural vs. synthetic fibers).

Lesson 4.2: Supplier Relationships and Ethical Sourcing

- How to find and evaluate fabric suppliers.
- Sustainability in fashion: Sustainable materials and ethical sourcing practices.
- Certifications and eco-friendly initiatives.

Lesson 4.3: Sourcing Trim and Other Components

- Sourcing zippers, buttons, threads, and labels.
 - Integrating these elements into the design and sample.
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Module 5

Manufacturing and Production



Lesson 5.1: Finding the Right Manufacturer



- Sourcing manufacturers: Local vs. overseas production.
- Criteria for selecting manufacturers: quality, cost, reputation, and capacity.
- Working with manufacturers on production timelines and MOQ (Minimum Order Quantities).



Lesson 5.2: Managing Production Schedules

- Understanding lead times and the production cycle.
- Working with manufacturers to ensure deadlines are met.
- The importance of regular communication and production oversight.

Lesson 5.3: Ethical Standards and Quality Control

- Ensuring ethical labor practices and sustainability in manufacturing.
 - Implementing quality control measures at every stage.
 - Conducting final product checks before shipping.
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Module 6

Pricing Strategy







Lesson 6.1: Understanding Costing and Pricing Fundamentals

- Calculating the cost of goods sold (COGS) and overheads.
- Factor in materials, labor, shipping, and packaging.
- Importance of markup and profit margins.

Lesson 6.2: Competitor Analysis and Market Research

- Analyzing competitor pricing strategies.
- Identifying the perceived value of your product in the market.
- How to position your product based on customer needs and competitive pricing.

Lesson 6.3: Pricing for Profit

- Understanding retail markup, wholesale pricing, and suggested retail price (SRP).
 - Pricing strategies for different market segments (luxury, mass-market, etc.).
 - How to adjust pricing for special collections, collaborations, or limited editions.
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Module 7



Bringing the Product to Market



Lesson 7.1: Marketing and Promotion

- Creating a marketing plan that supports your product's launch.
- How to use social media, influencer marketing, and events.
- Packaging design and its importance in product positioning.

Lesson 7.2: Distribution Channels

- Exploring retail vs. e-commerce.
 - Managing stock levels, supply chain, and order fulfillment.
 - How to negotiate with buyers, retailers, and distributors.
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Module 8

Final Project: Create Your Own Fashion Product

Project

Lesson 8.1: Developing Your Fashion Line

- Apply everything learned to create a mini collection.
- From concept sketches to technical design, material sourcing, and pricing.
- Present your product idea to a panel (or peers) for feedback.



Thank You