



Product Manufacturing Basics: A guide for retail product developers



VOX 2020

MOOD BOARD

The fashion mood board should be produced as a summary of your findings and before any serious design development begins.

1. Color Palette

Color choices need to be clearly identified through the use of swatches or images. These can be in the form of fabrics, paint shade cards, or Pantone shade cards.



2. Fabric and Texture

Fabrics that you've chosen during the research period should be displayed on your board.

Include, trimmings, prints and any other embellishments also. Tangible samples are important in order to convey and support any developing ideas.



3. Theme Reference Research

Most collections are based on a theme such as a movie, a season, a place, or an era. Exploring the theme and defining it on the mood board allows for a better and more focused design process.

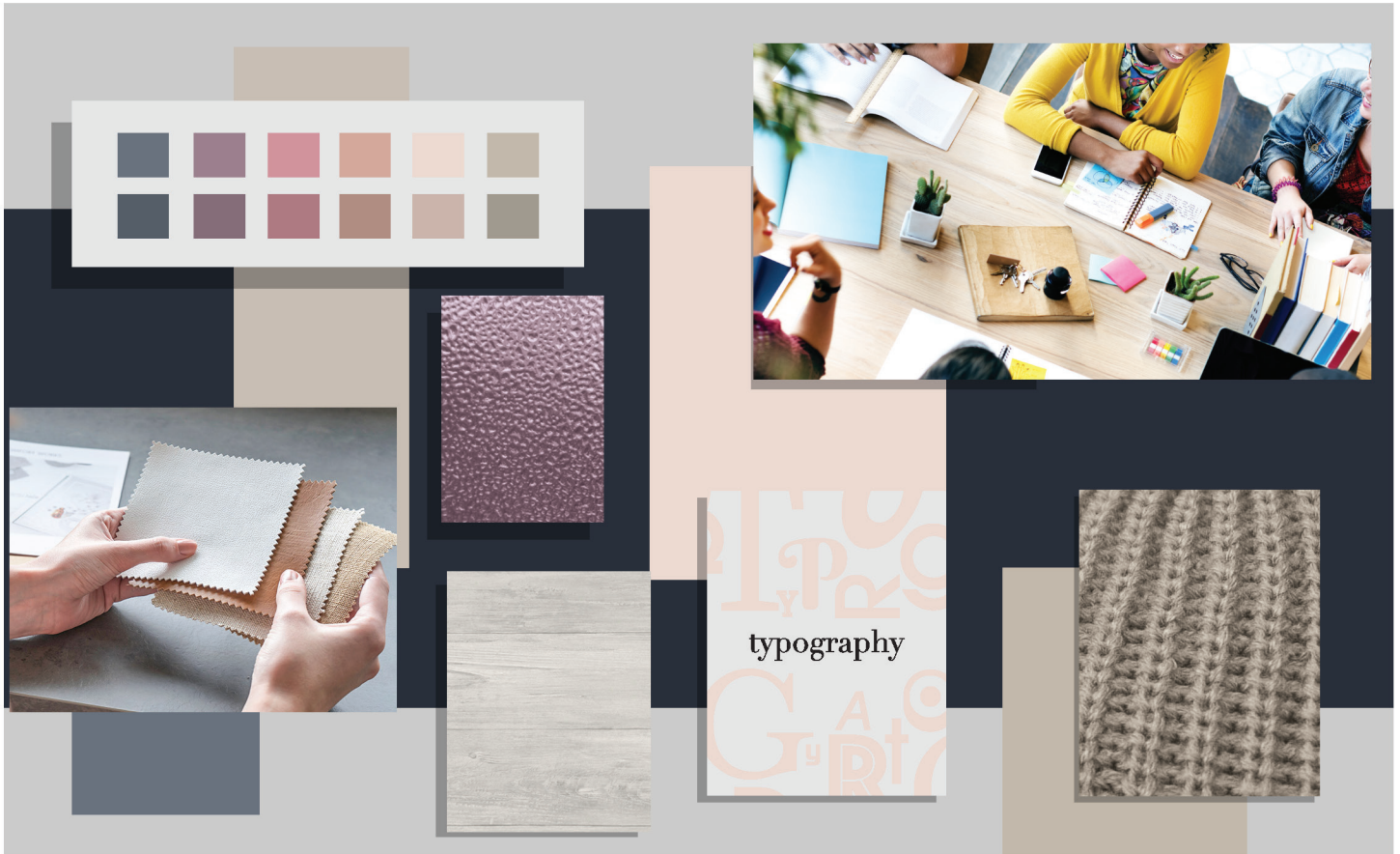
MOOD BOARD

4. Target market

Consider who you are designing for. Include references, in the form of images, to their perceived lifestyle. Referring to the client's taste and interests helps create a more focused fashion mood board.

5. Keywords and text

Inspiration can come from many sources. Sometimes they are visuals and at times they may either be solely or be supported by words. Annotating your board with short paragraphs or descriptive words to describe the theme or story of the collection to the viewer.



TECH PACK

A Tech Pack, or Technical Pack, is a blueprint, or set of instructions that you give to a factory. It contains drawings, measurements and technical information, which tells a factory exactly what you want them to make and how you want your design to be sampled or manufactured into a piece of clothing.

They can be used to create accessories, jewellery, luggage, bags, hats, shoes basically anything.



A Spec Sheet is the most detailed sheet in your tech pack. It's the page that does the hard work and really explains everything to a factory which makes sure you get your product back correctly. It includes

- A Flat Drawing, which is a technical drawing of your product
- Measurements for your sample
- Technical information about fabric, machinery, trims, colours and anything else you are adding to your design.



FABRIC/MATERIAL SELECTION

Fabric and material selection is one challenging task for most manufacturers. Thus, understanding the properties of every chosen fabric that affects the manufacturing process is important. Setting the appropriate fabric quality is an essential aspect of garment range making.



The examples below highlight a set of sectors and the types of materials used to complement the brand image.

Luxury fashion - Leather, cashmere, silk, organic cotton

Affordable fashion - Cotton, polyester, nylon

Sports clothing - Technical fabrics such as polypropylene and lycra

Sustainable fashion - Bamboo, linen, jute, hemp

Alongside the hundreds of fabrics choices available, there are several trims to think about.

Below are some examples of common embellishments for garments:

BUTTONS
ZIPPERS
LININGS
ELASTICS
LACE
PULL TABS



FABRIC/MATERIAL SELECTION

If your products need to be long-lasting and will be used often for physical activities, sourcing a durable material that can be re-washed time and time again is ideal. However, a high-end brand designing eveningwear would require extremely different standards and fabric specifications.

Narrowing down the functional and aesthetic aspects of the fabric will help you decide. Some of the main elements to identify when selecting fabrics include:

Washability

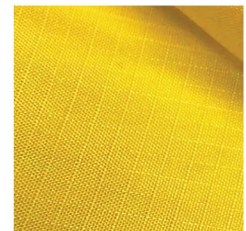
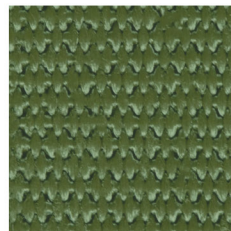
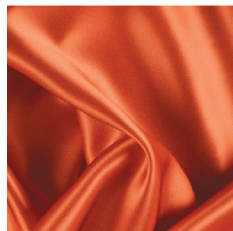
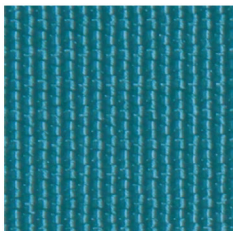
Stretch

Durability

Breathability

Colour-stay

Easy-iron





801.377.8695
voxmng.com



2222 South 950 East
Provo, UT 84606



All art contained is the property of VOX. Any copying or unauthorized use of any portion is prohibited. To purchase rights to this art, please contact:
VOX Marketing Group USA | voxmng.com | 2222 S. 950 E. | Provo, UT 84606 | hello@voxmng.com | 801.377.8695 | all rights reserved. VOX 2020

VOX