SEMESTER I

Course Title: FASHION: DESIGN & DEVELOPMENT (THEORY)

Course Code: MFD/1/CC/011

Unit IV: Role of a Designer in the Following

- Design Development and Sourcing of Fabrics
- Development of a Sample Garment and Line
- Specification Sheet and Cost Sheet
- Fashion Forecasting

Design Development and Sourcing of Fabrics

Every garment begins with fabric; it is the fabric that brings a design to life. You can dramatically alter your design's end result by simply changing the cloth you make it from. The process of choosing fabrics is a key step in your design process and is often one where designers just don't know where to start!

One thing that you should do before you even begin working on your prototype, is order samples! When you explore fabric options before the design phase, you have the flexibility to adapt ideas based on the options. Every designer should have a reliable fabric sourcing strategy to successfully meet production demands, and sample selection is the first step in this direction.

As a start-up, you may not be able to estimate how much fabric will be needed for production. Fabrics that are available in bulk when required, but can also be sourced in smaller quantities may therefore be your best option. I've always thought this is particularly important for designers, that's why the minimum order quantity at my company, Offset Warehouse, is just one metre – and with every fabric, you can come back and reorder it in the thousands at a reduced price per metre.

Lead time: Always ask about the lead time for production and delivery. This will be vital when planning your production schedule. Don't assume a supplier will be able to get your fabric to you in a couple of weeks. If you need hundreds or even thousands of yards, it's unlikely to be pre-made and so you will need to factor in the time to have it made to order.

Repeat orders: Discuss stock availability and continuity in advance, especially if you order only a small quantity for sampling. Imagine if the supplier discontinued the fabric at the time you needed it for production – it would upset all your plans! Make sure it will be in stock if you need to come back for more.

Pricing: Smaller quantities of materials are usually more expensive. Find out whether the supplier has wholesale or tiered pricing (like we do), as this can affect your overall profit margin.

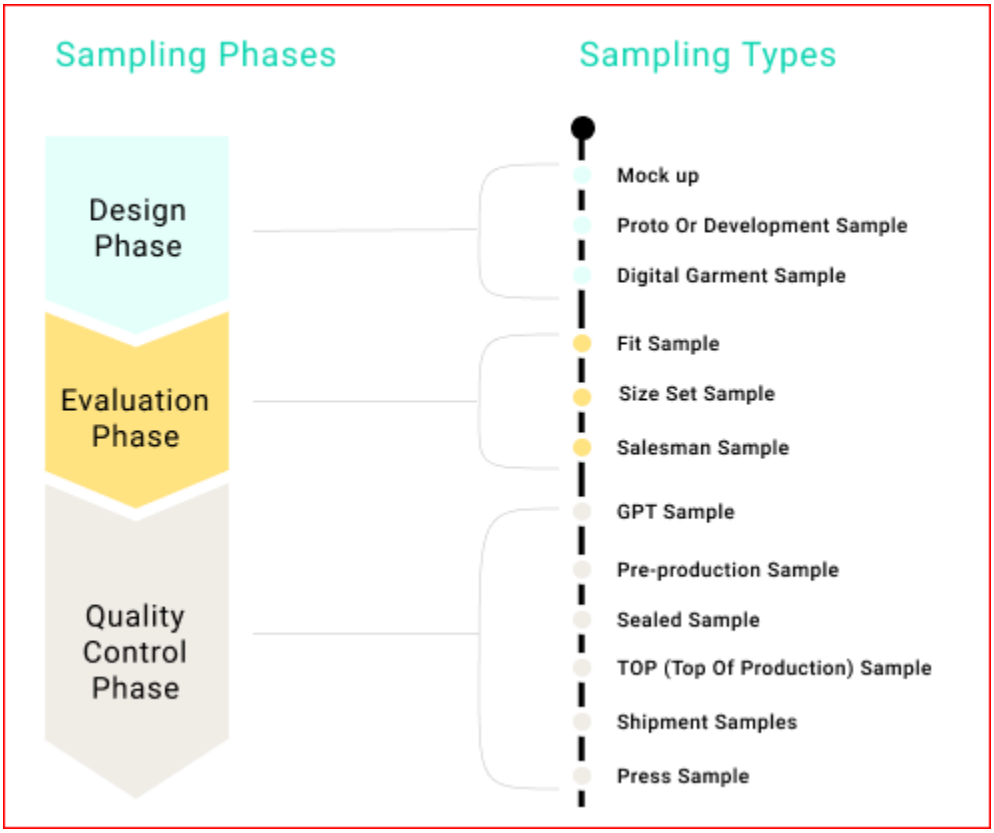
Fabric width: Don't assume that the fabric is a standard width – always check! Hand woven fabrics are often thinner and some wholesale fabrics may be wider than you would normally assume. It really makes a difference on what you can fit onto the fabric – and may mean that you can buy less yards overall.

Development of a Sample Garment and Line

Apparel production is not a very complicated process, there are stages we need to see through carefully before garments can be sent out for production successfully. Each and every one of these steps comes with a fair share of sample making, testing, and adjusting.

There are several ways to go about garment sampling and it's important to know and understand the different kinds that exist to see which ones work best for your production needs.

Three stages of garment sampling:



When creating samples with your factories, there are usually three stages. The first set of samples correspond to the design phase, which includes everything from the initial design to

patternmaking. The second sample set is part of the evaluation phase which is for finalizing garment fit, predict costings, order quantities, etc.
Finally, after the collection is approved and sent to production, you will need to check samples again to ensure quality and consistency of the entire batch. These samples correspond to the Quality control phase.

Mock-Up:

The muslin sample is the first interpretation of a designer's idea. Sometimes, the idea might not translate as well on paper as it does on fabric and this is where mock-up plays a crucial role. It doesn't require any trims and its sole purpose is to test whether the garment is viable or not. Not all designs require a mock-up, so not every designer or factory works with these type of samples.

Proto or Development Sample:

The proto sample kick starts the whole production cycle. Factories follow either the original sketch or a tech pack provided by the designer. The idea is to solely review the style and design aesthetics, so it doesn't need to be constructed adhering to the full specifications.

Any fabric and trim with similar weight can be used depending on its availability. Generally, three proto samples are made: two for the brand/designer's reference and one for the factory's reference.

Digital Garment Sample:

A digital sample is a software rendering of the garment in a 3D form which allows the visualization of fit and fall of the garment in both stillness and movement. However, a complex learning curve and high implementation cost can be the limiting factors of this technology. But if brands could overcome that, 3D can significantly cut down on sample making cost and approval time between the designers and factories.

Fit Sample: As the name suggests, fit samples are to ensure the adequate fit and fall of the garments and they're made in accordance with the sizing requested by the brand. Measurements and construction need to be accurate and correct in order to pass the fit evaluation. The fit sample can be made of a similar fabric as the one intended for the final design, and many adjustments could be necessary before the desired fit is achieved.

Size Set Sample: After the fit sample has been approved, the base pattern for each size need to be graded, so samples could be created for the entire size range. Size set sampling includes three

samples of each size which are made with the fabric and finishing intended for the final product. After this is complete, mass production can start once the brand gives their approval to the factories.

Salesman Sample:

As the name suggests, the salesman samples or SMS are the samples that are used for marketing and promotions of the product range. They are made with the final fabrics and final touches in the approved basic sizes. These are generally put on display in retail stores or exhibited at trade shows to get orders from respective retail channels.

GPT Sample:

GPT sample refers to the production sample that is given for *Garment Performance Test*. These samples are used for a series of tests that a brand would like to evaluate before running the styles for production. The tests can include seam strength, seam slippage, colorfastness, wash fastness, among others.

Pre-production Sample:

A pre-production sample is the first sample made in the actual production line of the factory. It's constructed with the actual fabrics intended for the design and trims with all the order specification regarding measurements, embroidery, and washes. It's a test run by the factory and they can proceed with the bulk production only when the PP sample is approved by the brand.

Sealed Sample:

Once the PP sample is approved by the brand, they are sealed to prevent tampering from the factory and now become the standard for bulk production. They are also known as gold-seal samples or red-seal samples, depending on the approval —or disapproval— of the brand.

TOP (Top of Production) Sample:

After the approval of the PP sample, which signals the start of production, the Quality Control inspector representing a brand can visit the factory at any time and pick a garment from the production line for inspection. These samples are called *Top of production* or *TOP samples* and they are evaluated to ensure that the bulk production is of the same quality as the PP sample. TOP samples are also checked for their packaging.

Shipment Sample

Once the bulk production is done and the shipment is finished, packed, and ready to go, a few samples are kept aside by the factory as shipment samples. These serve as to test the final product that will reach the brand; right from the folding to the packaging. Many brands will only approve shipping if the samples pass this test.

Press Samples

Press samples are exact replicas of the final sellable product, usually in a model's sample size. They're used for photographing promotional material like collection campaigns for advertising, look-books, e-commerce and can be loaned to magazines for editorial photo shoots.

Specification Sheet and cost Sheet

Specification Sheet: A SPECIFICATION SHEET commonly referred to as "Spec Sheet," is produced to provide essential details to ensure the correct execution of your designs into professionally finished garments. It should be given to the factory whenever a sample needs to be made and when you issue a docket. This will enable the factory and the production staff to know exactly what is supposed to happen with the construction and trims for each style.

A garment specification sheet is a technical document that contains the construction details of the product, a technical diagram/ sketch of the garment, measurements of the product. Here fashion is referred to the apparel and clothing products. The fashion designer communicates the design concept through the specification sheet. The stitch class and seam type are mentioned in the sketch. The diagram also communicates different measuring points by English letter (symbol).

To make the garment pattern, grading of the patterns for different sizes, developing a sample and sourcing of the materials, the spec sheet is followed.

The initial specification sheet is made for developing a proto sample. Later the specification sheet (measurement chart) may be revised after checking the sample FIT and garment construction. In the sampling stage, the quality inspector and buyer QA follow the instruction in the specification for the sample checking and sample approval.

At each stage of sample approval, buyer adds comments of the specification sheet (tech pack). All the comments on the sample and modifications on workmanship and material are incorporated in the next sample development and bulk production.

In the bulk production, the revised and approved garment specification sheet is referred for

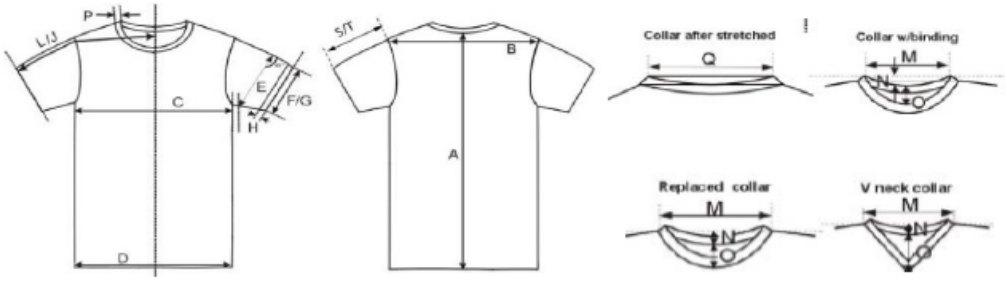
internal quality checking and the final shipment inspection. The specification sheet also coined as a spec sheet. The specification is part of an apparel tech pack though many uses both the term interchangeably. A measurement sheet and garment diagram are shown in the following image.

OCS Online Clothing Study

Apparel Tech Pack — www.onlineclothingstudy.com

Style No.	Description.	Collection	Category	Created by	Date
FMPRNM001	H/S Crew Neck Tee	SS-15	Men	Abc	11/6/2014

Garment Measurement Sheet



Measurement set: 01 UOM: CM (Note: Measurements are not approved. Ensure to use approved measurement for bulk)

Code	NAME	XXS	XS	S	M	L	XL	Allowance (+/-)
A	LENGTH OF BACK ON CENTER	48.00	51.00	54.00	58.00	62.00	66.00	
B	LENGTH OF SHOULDERS ON BACK	31.00	32.50	34.00	36.00	38.00	40.00	
C	1/2 WIDTH OF CHEST	37.00	39.00	41.00	44.00	47.00	50.00	
D	1/2 WIDTH OF BOTTOM	37.00	39.00	41.00	44.00	47.00	50.00	
E	1/2 WIDTH OF SLEEVE 2 CM UNDER ARM HOLE	13.50	14.50	15.50	17.00	18.50	20.00	
F	1/2 WIDTH OF BOTTOM SLEEVE	12.50	13.00	13.50	14.20	14.90	15.60	
J	LENGTH OF SLEEVE FROM 1/2 NECK HOLE	28.00	30.00	32.00	34.00	36.00	38.00	
M	WIDTH OF NECK HOLE	15.90	16.20	16.50	17.00	17.50	18.00	
N	DEPTH OF BACK NECK HOLE	2.50	2.50	2.50	2.50	2.50	2.50	
O	DEPTH OF FRONT NECK HOLE	6.10	6.30	6.50	6.80	7.10	7.40	
P	HEIGHT OF COLLAR / RIB WIDTH	2.00	2.00	2.00	2.00	2.00	2.00	
Q	1/2 MINIMUM NECK HOLE WIDTH, AFTER STRETCHED	26.50	27.00	27.50	28.20	28.90	29.60	
S	LENGTH OF SLEEVE FROM SHOULDERS	12.50	13.75	15.00	16.00	17.00	18.00	

Cost Sheet : A cost sheet is a statement that shows the various components of total cost for a product and shows previous data for comparison. You can deduce the ideal selling price of a product based on the cost sheet.

A cost sheet document can be prepared either by using historical cost or by referring to estimated costs. A historical cost sheet is prepared based on the actual cost incurred for a product. An estimated cost sheet, on the other hand, is prepared based on estimated cost just before the production begins.

Importance of cost sheet:

Cost sheets help with a number of essential business processes:

1. **Determining cost:** The main objective of the cost sheet is to obtain an accurate product cost. It gives you both the total cost and cost per unit of a product.

2. **Fixing selling price:** In order to fix the selling price of a product, you need to create a cost sheet so you can see the details of its production cost.
3. **Cost comparison:** It helps the management compare the current cost of a product with a previous per unit cost for the same product. Comparing the costs helps management take corrective measures if costs have increased.
4. **Cost control:** The cost sheet is an important document for a manufacturing unit, as it helps in controlling production costs. Using an estimated cost sheet aids in monitoring labour, material and overhead costs at each step of production.

5. **Decision-making:** Some of the most important decisions management makes are based on the cost sheet. Whenever a business needs to produce or buy a component, or quote prices for its goods on a tender, managers refer to the cost sheet.

Types of cost:

Costs are broadly classified into four types: fixed cost, variable cost, direct cost, and indirect cost.

1. **Fixed cost:** These are costs that do not change based on the number of items produced. For example, the depreciating value of a building or the price of a piece of equipment.
2. **Variable cost:** These costs are tied to a company's level of production. For example, a bakery spends $10 on labor and $5 on raw materials to produce each cake. The variable cost changes based on the number of cakes the company bakes.
3. **Operating costs:** These are those expenses incurred by an organisation to maintain the product on a day to day basis. Traveling cost, telephone expenses, office supplies are some of things that come under operating costs.

4. **Direct costs:** These costs can be directly associated with production. For example, if a furniture manufacturing company takes five days to produce a couch, then the direct cost of the finished product includes the raw material cost and labor charges for five days.

Components of total cost:

Components of total cost are constituted mainly of prime cost, factory cost, office cost and cost of sales. Let us take a detailed look at each of these elements:

1. **Prime cost:** This comprises direct material, direct wages, and direct expenses. It is also called basic cost, first cost, or flat cost. It can be defined as an aggregate of the price of the material consumed, the wages involved in production, and the direct expenses.

   Prime cost = Direct material + Direct wages + Direct expenses

Direct material cost usually refers to the cost of raw materials used or consumed during a given period. To calculate the amount of raw material actually consumed during a given period, you add the opening stock and the amount of material purchased, and deduct the closing stock. Here is the formula for material consumed:
Material consumed = Material purchased + Opening stock of material – Closing stock of material

2. **Factory cost:** This is made up of prime cost plus factory overhead, which includes indirect wages, indirect material and indirect expenses. Factory cost is also known as works cost, production cost, or manufacturing cost.
Factory cost = Prime cost + Factory overhead
3. **Office cost:** This is also called administration cost or total cost of production. Office cost is equal to factory cost plus office and administration overhead.
4. **Total cost or cost of sales:** This is the sum of the total cost of production and the total of selling and distribution overhead.

Total cost = Cost of goods sold + Selling and distribution overhead

In the production process, some units of a product are scheduled to be finished at the end of a period. Such incomplete units are called work-in-progress. In such situations, while calculating the factory cost of a product unit, it is necessary to make adjustment for opening and closing stock to arrive at net factory cost of the product. Generally, the cost of these unfinished units include direct material, direct expenses, and factory overheads.

Besides this, the adjustments for inventories need to be made in the following manner
1. Direct material consumed = Opening stock of direct material + Purchases of direct material – Closing stock of direct
2. Works cost = Gross works cost + Opening work in progress – Closing work in progress

3. Cost of production of goods sold = Cost of production + Opening stock of finished goods – closing stock of finished goods

Fashion Forecasting

Fashion forecasting is a global career that focuses on upcoming trends. A fashion forecaster predicts the colors, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, footwear, street style, and other styles that will be presented on the runway and in the stores for the upcoming seasons. The concept applies to not one, but all levels of the fashion industry including haute couture, ready-to-wear, mass market, and street wear. Fashion forecasters are responsible for attracting consumers and helping retail businesses and designers sell their brands. Today, fashion industry workers rely on the Internet to retrieve information on new looks, hot colors, celebrity wardrobes, and designer collections.

Long term forecasting (over 2 years ahead) is used by executives for corporate planning purposes. It is also used for marketing managers to position products in the marketplace in

relationship to competition.
Short term forecasting is used by product developers, merchandisers and production managers to give style direction and shape collections. For short term forecasting most apparel companies subscribe to one or more services, whose job is to scan the market and report on the developments in color, textiles and style directions.

Forecasters reflect the earliest views on trends some eighteen months in advance of the season. At this stage, color is a crucial consideration of yarn mills. It is also the focus of discussion among others who are interested in very early trend decision-making. Fashion forecasters combine the views emerging about color and fabric from the early yarn and fabric trade shows with their socio-economic and cultural analysis. Major trends in lifestyles, attitude and culture in particular music, sport, cinema and television are used to predict changing consumer demands.

****