BUYER WORKBOOK / DEVELOPMENT

Womenswear Collection Brief Workbook

A useful collection brief makes the product decisions visible before sampling starts. Give each style its own reference, intended wearer, fit direction and order breakdown. Separate decisions you have already made from the areas where you need development support. This lets a manufacturer assess the work and identify missing information without treating an inspiration image as a production specification.

01

Define the range

List the garments together with their role in the collection: core repeat, seasonal addition or new silhouette. Identify which styles share fabric or trims, and which require separate development.

02

Choose the starting point

For OEM development, share the current technical pack and pattern information available. For ODM discussion, identify reference styles and the changes you need; record what still requires design or technical confirmation.

03

Set decision owners

Name the person who approves fit, colour and cost. Combine feedback into one dated revision so the development team is not working from conflicting messages.

04

Request a scoped review

Submit the brief with target quantities and timing. Ask for an assessment of missing inputs, sampling work and quotation assumptions before treating a target as an agreed commitment.

Before you proceed

- ☐ One stable style reference for every garment and every revision.
- ☐ Front and back sketches or clearly annotated reference images.
- ☐ Fabric specification or a written sourcing brief for each style.
- ☐ Size range, fit reference and measurement units.
- ☐ Quantity by style and colour; proposed size allocation.
- ☐ Required delivery point, target date and approval owner.

Use page 2 to record the current project position. This planning aid does not confirm a quotation, production slot or approval; record order-specific decisions with the responsible parties.

PROJECT WORKING SHEET

Plan a Womenswear Collection Brief

Brand / project:

Owner / revision date:

Style / revision

Assign a unique code and date; link the latest sketches.

Product and wearer

Garment type, fit direction, size range and intended use.

Fabric / colour

Composition or sourcing request; weight, stretch, finish and colour reference.

Order breakdown

Units by style and colour; size ratio; quantities still undecided.

Branding / delivery

Labels, packaging, destination and requested delivery point.

Open decisions / owner

List unresolved questions and the person responsible for each.

Keep this sheet with the supporting specification and references. Mark undecided items explicitly and share one consolidated revision. Further reading: yifufashion.com/blog/womenswear-tech-pack-checklist