

Fabric Product Design

A guide to developing fabric based products

VITAL INFORMATION

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Contents

Introduction

Overview of Fabric Design Services at Innovate 3

Fabric Concept Development

Make a prototype to demonstrate your idea 4

Project Spotlight

Chibu Reusable Cake Bag 5

Detail Design Prototype

Finalise the design ready for manufacture 6

Tech Pack (Request for Quotation)

Create a Tech Pack for requesting quotations from manufacturers 7

Cost Model Analysis

Types of Production 8

Production Costs

Freight and Duty Costs

Margins and RRP

Case Study

Farino Carrier 9

Next Steps

Initial Order 10

Manufacturing Support

Selling the Product

Make Your Next Product

Introduction

Innovate's team of fabric product designers are here to help you commercialise your product idea. With expert knowledge of fabrics and specialised skills in pattern drafting, we can help make your product a success. When you are ready, we can connect you with specially selected manufacturing partners, organise quotes and help you prepare for your first production order!

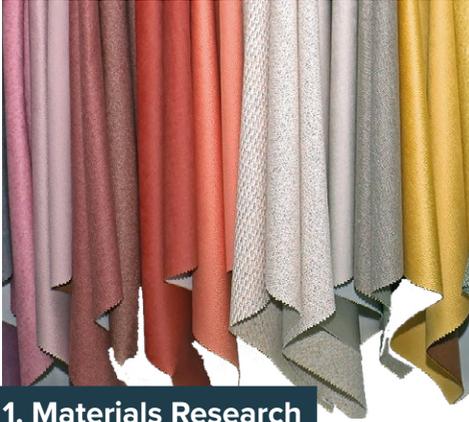


Our Facilities

Our design facilities include high quality industrial machinery to produce durable prototypes. Our machines include; a Juki Coverstitch, which creates 4-thread, wide 3-thread and narrow 3-thread cover stitches and a Juki Industrial Lockstitch, which is a single needle machine, used in industry to produce high quality seams.

Fabric Concept Development process

In Fabric Concept Development we take your idea from its initial concept through to a physical prototype and studio photographs. You can use the prototype to assess the unique value of your idea. The process usually goes something like this:



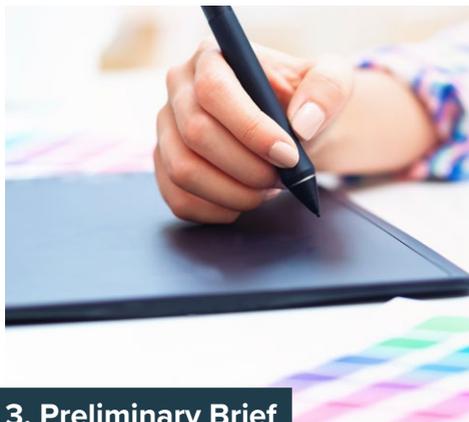
1. Materials Research

Our expert knowledge of fibres and fabrics allow us to extensively research, and source the right fabrics and components for your product.



2. Component Selection

We have access to a global supplier database for zip, fastenings and other useful components.



3. Preliminary Brief

The brief will inform you on the latest direction for the design. Depending on the project, the brief may include sketches, fabrics, components and logo ideas.



4. Pattern Drafting

We create a bespoke pattern by taking measurements from a person, form, or model, in order to then create pattern pieces that will be sewn together in construction.



5. Construction

We use industrial machinery and our in-depth knowledge of manufacture to construct a prototype you can test with potential customers.



6. Photography

We produce studio photography which you can use to help tell your development story.

Project Spotlight: Chibu Reusable Cake Bag

Innovate helped Patience develop a range of flat folding reusable cake bags to take the stress out of cake transportation. We created prototypes and supplied a Tech Pack which Patience used to start discussions with her manufacturing partners.



Image courtesy of
www.chibulondon.com

Detail Design

In Detail Design, we review the previous Fabric Concept Development prototype, and develop the design based on your feedback. We produce a refined design, considering high volume manufacturing processes and materials. We may consult with manufacturers about specific manufacturing processes.

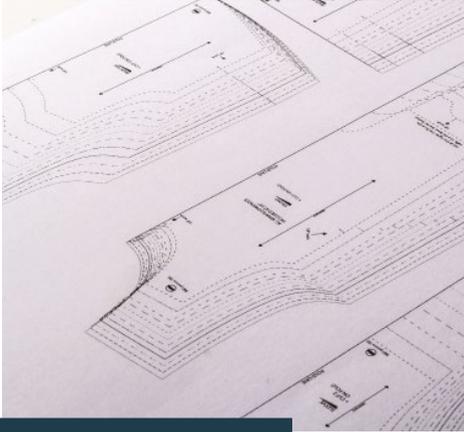
Why Detail Design?

It is unusual for the first prototype to be the final design, as feedback from testing can uncover improvements. Therefore, Detail Design can be a useful stage before committing to high volume manufacture.



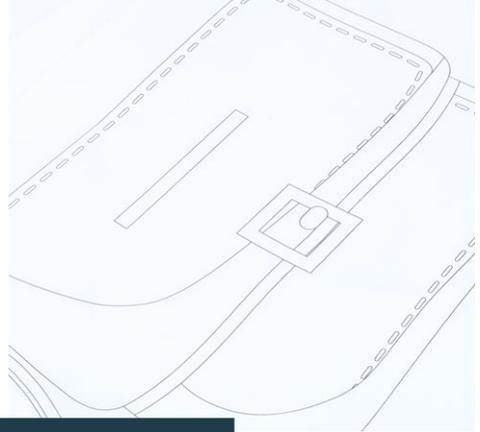
Tech Pack

A Tech Pack (also known as a Request for Quotation Pack) includes the files needed to request cost estimates from manufacturers. Files we can provide include:



Flat Pattern Pieces:

Digital cut and sew templates drawn to scale in DXF and PDF formats which are compatible with factory machinery.



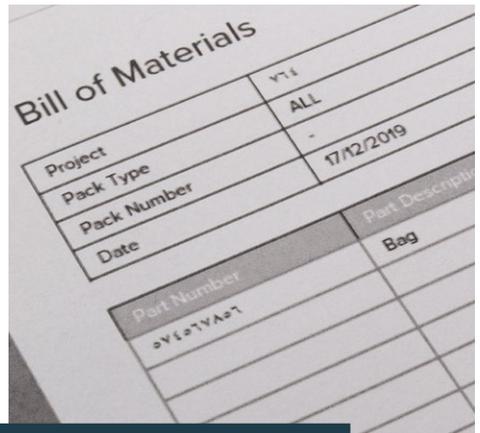
Line Drawings:

Line drawings of the product specifying component and points of measure where necessary.



Materials Specification:

Fabrics and components used to make the product. It usually contains fabric compositions and weights.

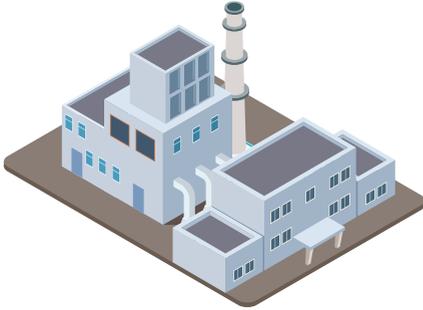


BOM (Bill of Materials):

A table of components listing each component, its quantity, and the manufacturing process required.

Cost Model Analysis

In cost model analysis, we use the tech pack that we created to request production cost estimates and add additional estimates for shipping, duty, retail margin and your profit. This is added together to indicate your RRP (Recommended Retail Price).



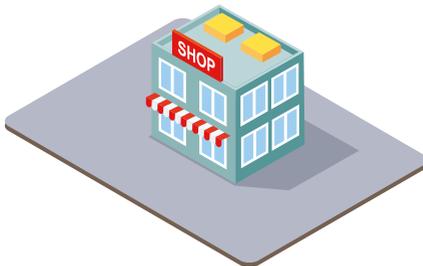
Production Costs

We collect unit costs at one or more order batch sizes eg 1,000 units and 10,000 units. We also find out the likely production setup costs such as sample development and mould costs. With this information, you can estimate how much it will cost to place an order with a manufacturer.



Freight and Duty Costs

The supplier's cost to produce the components does not usually include freight or import duty costs. We receive sea freight and air freight estimates and add an import duty estimate based on the product type. This gives you a "landed cost" ie, the cost to receive product to your door.



Margins and RRP

We add a profit margin for you and a margin for your retailer. We also add VAT (Value Added Tax) and this gives a final estimated RRP (Recommended Retail Price). The whole thing is supplied in an easy to use spreadsheet you can edit.

Quick Tip

Update the spreadsheet report with new costs and see what that means for your RRP

Case study: FARINO Carrier

Client: Paola Farino Ltd, www.carriedbyfarino.com

The FARINO Carrier is the only uniquely top-loading travel or city bag on 360 rollerblade spinner wheels. It is cabin sized with a laptop pocket; designed for those who need versatility on the ground and in the air too.

Our fabric designers and product engineers worked closely with Paola to explore how the bag and frame could be integrated. After prototyping, we worked on the manufacturing files which Paola used to start discussions with manufacturers.



“Innovate were an essential part of the early process of bringing my vision for the FARINO Carrier to life. It was really useful to have someone to work alongside who had a good and varied knowledge of the different aspects of the product ... It was SO exciting!”

Paola Farino

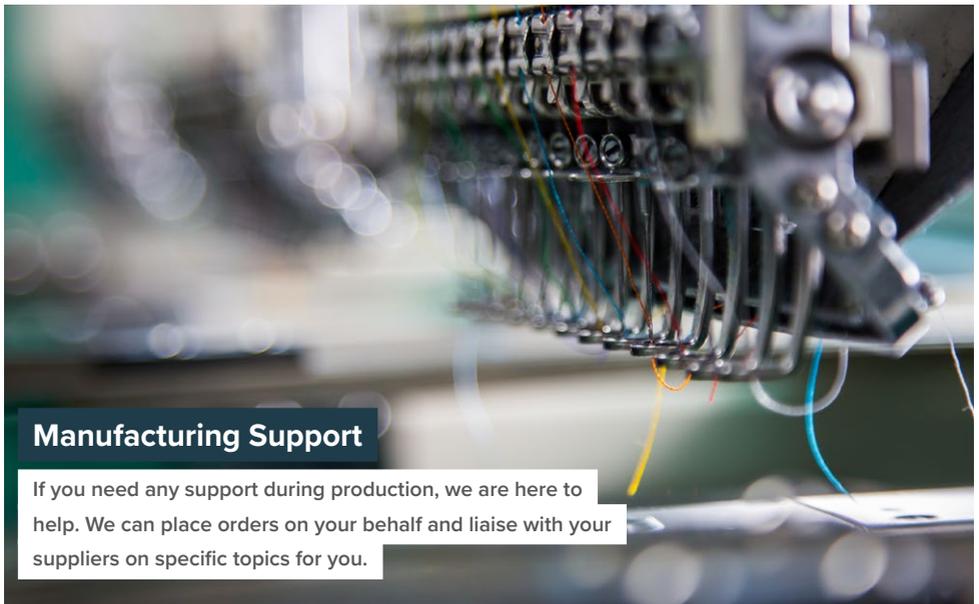
Next Steps

By now you should have a design which has been developed with manufacturing processes in mind, a prototype for you to confirm you are happy with the design, a data pack of files to request quotes and an analysis of the potential costs including the RRP.

Initial Order

When you are ready, you can talk directly with manufacturers about costs and production timelines and place your initial order. We recommend paying 50% of the order up front and 50% when you have seen and approved videos of the components ready to be boxed and shipped. This is particularly important for production outside the EU. It can be useful to visit suppliers when they have the final order ready to ship so that you can start to build a relationship.

As part of this first production order, it is recommended to request samples to check quality. You can then assemble a Production Prototype aka “Golden Sample” and send it to the manufacturer as a benchmark for the quality of the rest of the products. Therefore, it is really important you check the Golden Sample carefully.



Manufacturing Support

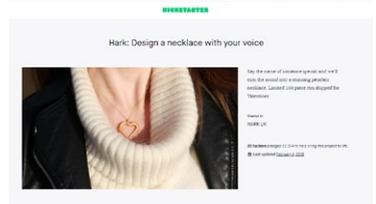
If you need any support during production, we are here to help. We can place orders on your behalf and liaise with your suppliers on specific topics for you.

Selling the product

There are many ways to sell your product, we have summarised several of the most popular below. More information on these topics is available in our Fabric Product Marketing Guide, supplied with our Fabric Concept Development service.

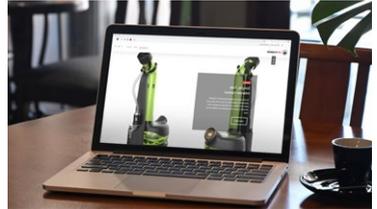
Crowdfunding

Provides you with a platform to demonstrate your product and raise funds for production set up and initial orders. We can help you to create a crowdfunding campaign.



Website (Direct to Consumer)

Customers will go here to look at your product and ultimately purchase it. Its a great way to start because you keep control. We create websites specifically designed for people launching new products.



Online Retailers

Sell through sites such as Amazon by signing up and paying to list your item. This can help you reach more customers and grow your business.



Social Media

Social media, such as Facebook and Instagram, can help you grow your following and customer base. Actively using social media, paying influencers and holding competitions work well with direct to consumer sales.



Retail Stores

Contact buyers from relevant retailers so you may pitch your product to them. We can help you to produce Line Sheets that detail your product or range and provide buyers with the information they need to place an order.



Trade Shows

Gain reach and attention from customers and retail buyers. This can lead to consumer sales and large orders from retail buyers wishing to stock your product.



Innovate can help you every step of the way



Our Services

Protection

Patent advice

Intellectual Property (IP) advice

Worldwide patent search

Patent drafting

Concept Development

Product design

Design engineering

Design for manufacture

Mobile Applications

Prototyping

Proof of concept

Functional

Production

Business & Marketing

Promotional website design

Logo design

Packaging design

Crowdfunding

Business advice

Business start-up advice

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