

# Product Development: Statement of Work



## GENERAL INFORMATION

Company Name:	
Full Name:	
Phone:	
Email:	
Shipping Address:	

## TIMING

When do you want samples complete?	
When do you want to have production delivered?	
Do you have a marketing delivery date, for example, launch, show, website, or crowdfunding campaign?	

## DEVELOPMENT BASICS

What are your 12-month revenue goals? 3-year?	
What is your unique differentiator?	
Rank price, quality, and speed in order of importance:	
Competitors in your space:	
Base size (S, M, L, etc.):	
Production size range (XS-XL):	

# Style Information



Style Name:	
Target Retail Price // Target Manufacturing Cost:	
Total Samples Desired:	
Total Production Quantity Desired:	
GROSS PROFIT	
<b>FABRIC SOURCING</b>	How should it look and feel like (color, composition, weight, etc.)?
What garment is your fabric reference sample?	
Main Fabric:	
Contrast Fabric 1:	
Contrast Fabric 2:	
Dyeing or Washing Directives:	
<b>TRIM SOURCING</b>	How should it look and feel (color, composition, weight, etc.)?
Trim 1:	
Trim 2:	
Trim 3:	
Closures (what kind of snap or zipper?):	
Elastics (braided, custom, or grippy?):	
<b>LABELS</b>	
Main Label (Printed or Sewn?):	
Care Label (Tear Away, Satin, Printed?):	
<b>ARTWORK</b>	
Type (i.e., Silk screen, sublimation, digital, patches, embroidery, etc.):	
Colors:	
Size	
Location (i.e., 2" down from neck seam, centered, size: 4" wide by 2", colors: pantone 18-9054 TCX):	
Artwork File:	
<b>PATTERN MAKING &amp; FIT INSTRUCTIONS</b>	
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# Development Proposal



## **Deliverables Explained...**

Here are A few distinctions to help clarify some of the deliverables and columns in this document:

### **What does the Retainer Cover?**

**Project Management** - This represents the time and management of your project from start to finish. Your PM will communicate with you consistently throughout the process, build your bill of materials and your costing documents to prepare for production so that everything is lined up and ready to be produced in volume. They will manage the project from start to finish and ensure we're hitting your target price points and that the creative vision you communicate is relayed to sourcing, pattern, cutting and sewing divisions internally.

**Sourcing** - This sourcing reflects all fabric and trims on all styles for all colorways you requested. This does not include the actual costs of fabric but the sourcing itself from a variety of vendors domestically and abroad. Target price points will allow us to find the right quality at the right price and in the colorways, you're looking for.

Time is billed at \$75 per hour. If you have time remaining at the completion of development this will be credited towards your production order or refunded.

**Pattern and Samples:** Patterns are your intellectual property that you own forever and we will give you digital files once you give us final approval. You will also have pattern cards and everything you need to start and scale your line. We have included a round of revisions for each pattern. Samples are cut and sewn by hand and we have included 2 rounds of samples for each style.

**Please read, review and sign our [Development Services agreement](#). Above outlines the agreed upon deliverables for the development project.**

Client Signature: \_\_\_\_\_

Date: \_\_\_\_\_