

TEXTILE for FASHION

“Give birth to a Collection”

Presented by FADA TESSUTI

DARIO FABRIS

Donatella Vertua CEO

Studying and Projecting

1. **Inspiration**
2. **Themes structure**
3. **Material Reasearch**
4. **Drawing and sampling**

Inspiration

- designers can create an imaginary situation where characters are involved in a plot, journey or scenario
- Briefing to the project team, collecting all contents
- Visualization of project, targeting the result
- Business aspects , budget, costing, financing



**Inspiration comes from a trend, theme or
design direction reflecting cultural and
social influences.**

Themes

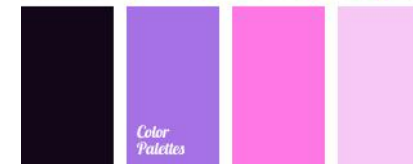
- Selection target
- Analysis of the existing offer
- Searching last tendance
- Monitoring social influence
- Finding referral testimonial /inspiration



***Discovering a particular theme to follow it could be
the starting point of the collection, defining colours,
fabrics and shapes is the fatal consequence***

Material Research

- Fabrics selection
- Sampling activities (collecting and testing)
- Accessories selection
- Checking the cost of each material
- Analysis of first budget prototypes



Each person in design team has to be his selection on the basis of his creativity; checking all possible fabrics and materials collections to match all needs, in a wide range of price levels

Drawing and sampling

- Organize all sketch model design
- Organize samples material selected
- Realizing prototypes
- Check wearability
- Testing fabrics response in usage
- Refining details for production
- Launch of samples collection



Quality of fabric, construction and detailing are carefully studied alongside prices and origin of manufacture. In realizing a collection is very important to connect all phases with supplier.

THINGS TO THINK

- **Inspiration**
- **Themes structure**
- **Material Reasearch**
- **Drawing ans sampling**



Presentation and Production

1. **Setting Samples collection**
2. **Presentation**
3. **Sales campaign**
4. **Launching production**

Setting sample production

- Organize the network sales
- Ordering fabrics and material
- Checking the cost on sampling phases
- Decide the main color for each series
- Launching samples production



***« I can know exactly all my company costs and
all detailed charges for production,
but NEVER and NONE can calculate how much
does a sampling production cost»***

Gaetano MARZOTTO , ITALY

Presentation

- Organize presentation for sales force
- Photo shooting / video backstage
- P.R. Activities
- Update all communication channel
- Catwalk / Défilé
- Press Day
- Special event for VIP buyer



Many designers will create extravagant showpieces aimed to astonish the fashion press, creating spectacular theatrical shows as a prelude of advertising campaign, but this kind of collection is more about storytelling than sales

Sales campaign

- Shipping collections to agent
- Show Room activities
- Partecipation to Fairs
- Closing sales
- Launching production



Today's consumers are bombarding by fashion choices and the media infatuation with fashion, celebrity, and influence provides enormous coverage of how fashion and style can be portrayed

Launching production

- Collecting orders
- Place orders to fabric supplier
- Place orders to accessories supplier
- Decide the overproduction
- Control quality on production



Wearability is also subjective and rests with the consumer who can make personal judgement about self-image, acceptability and suitability

THINGS TO DO

- **Setting Samples collection**
- **Presentation**
- **Sales campaign**
- **Launching production**



THANKS | 謝謝 | GRAZIE

DARIO FABRIS

DONATELLA VERTUA



