



FAST TRACK YOUR FASHION BRAND

WHERE TO START

Hello! Thank you so much for choosing Xandra Jane Design and me, Alexandra, as a part of your brand's journey. You've taken the first step in making your vision a reality and are serious about investing in the creative future of your ideas. It's okay if you're not from a fashion background, most of my clients have this in common. If you need some guidance making everything possible, have a full time job and see this as the start of a side hustle or know your idea is a great one and have spotted a gap in the market then this is where I come in to accelerate your fashion brand.

This guide is designed to start organising your thoughts, get clear on your company and take you through the process ahead so you can start to piece together what it takes to launch a label.

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MAKING YOUR IDEAS HAPPEN

CREATE YOUR COLLECTION CHECKLIST

- Decide on brand idea.
- Choose and register unique brand name.
- Research your competitors.
- Consider what garments you'd like in your debut collection.
- Create a moodboard or collect inspiration images.
- Set yourself an estimated deadline.
- Write a customer profile.
- Seek to hire a fashion designer.

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WRITING YOUR CUSTOMER PROFILE

Your customer profile not only feeds into the design process but allows you to develop a marketing strategy with clarity on finding (and selling to!) your audience.

Although you may feel your ideal customer aligns closely with yourself, it's beneficial to carry out the following exercise and answer the questions accordingly.

HOW OLD ARE THEY?

WHAT'S THEIR ANNUAL INCOME BRACKET?

WHERE DO THEY LIVE?

**WHERE DO THEY CHOOSE TO GO ON HOLIDAY?
HOW OFTEN DO THEY GO?**

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WHERE DO THEY SHOP? (INCL. GROCERIES ETC.)

WHAT ARE THEIR VALUES?

ARE THEY MARRIED? DO THEY HAVE CHILDREN?

WHAT'S THEIR OCCUPATION?

WHAT ARE THEIR HOBBIES?

WHAT ARE THEY MOST LIKELY TO READ?

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THEIR FAVOURITE SOCIAL MEDIA PLATFORM?

WHAT'S THEIR GENDER?

WHAT PROBLEMS DO THEY FACE?

Although some of the questions may feel a little disjointed in relation to a fashion brand, it is important to answer them with your business in mind and how they can relate to you.

Are you looking to provide a range for people struggling to find a good fit? Does their income bracket dictate your forecasted RRP and where you'd like to pitch yourself in the market? Is gender irrelevant to your collection or should your customer value sustainability, will this therefore have an affect on the materials you incorporate into your designs? Take your time to work through it all and feel free to add further questions of your own.

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INSPIRATION TO IMPLEMENTATION

DESIGN TO DEVELOPMENT CHECKLIST

- Create all technical illustrations and tech packs.
- Research sampling and manufacturing processes.
- Decide on the type of factory. [FPP, CMT etc.]
- Source factories who can manufacture your garments and get patterns drafted.
- Select fabrics and trims.
- Place sample orders.
- Approve PP Samples through QC and fit sessions.
- Place production order.

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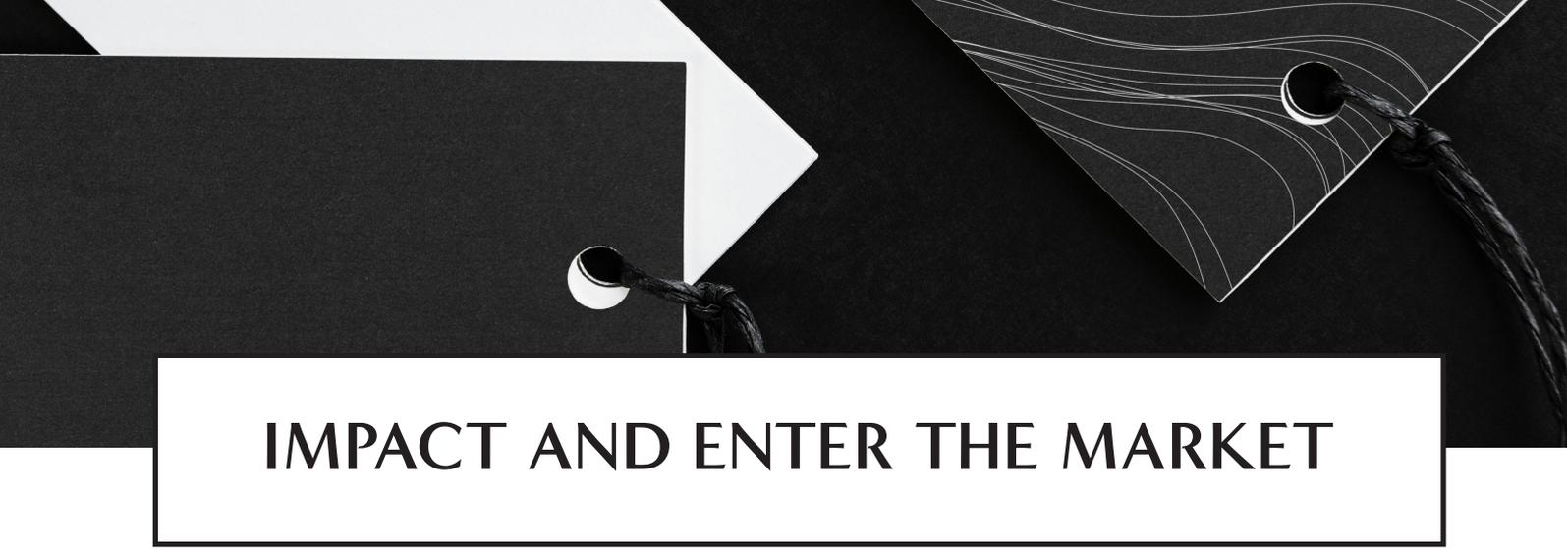
A NOTE ABOUT PATTERN CUTTING

Pattern cutting is the engineering process of drafting the two-dimensional shapes that once cut in cloth and sewn together, make your three-dimensional garment. From your designs, initial patterns are created and toiles are then made. Toiles are essentially mock-ups of your designs rendered in a cheaper fabric that holds the same qualities as your final cloth to test the proportion, fit and silhouette of your garments. Amendments are made to both the patterns and the toiles and this cycle continues until the design is reached and signed off, ready for a sample (in final fabric) to be created.

Once you have your tech packs you can start to gather quotes from factories, some of which will offer in-house services inclusive of pattern cutting.

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IMPACT AND ENTER THE MARKET

LAUNCH STRATEGY CHECKLIST

- Book a photoshoot for your collection.
- Create lookbooks and linesheets.
- Shortlist models, influencers & brand ambassadors.
- Launch your website and social media campaigns.
- Attend tradeshow to present your collection.
- Approach stockists and arrange buyer appointments.
- Build brand awareness through pop-up events and collaborations.
- Analyse your season and apply lessons to the next collection.

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FINAL WORDS FROM ME

I hope you've found this fast-track starter pack useful in the journey to launching your fashion brand. As you can see there are many key phases to making your brand a reality.



As a professional designer, pattern cutter and creative consultant, I have the skills and experience to enhance your experience and ensure you approach your factory fully prepared and with all relevant materials so you can proceed with confidence and excitement surrounding the journey ahead. I can guide you from start to finish and really go into detail about the manufacture processes available to you, the benefits of thorough tech packs and the attention to detail all quality design needs.

If you have any further questions or would like to work with someone you can trust to invest in your business and marry the creative energy of design with the sustainable approach of business, please do get in touch.

A stylized, handwritten signature in black ink, appearing to read 'Xandra Jane'.

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SERVICES AND PRICING

TAILORED PACKAGES AVAILABLE

Consultation & Design

from £600

- ✓ Consultation call
- ✓ Digital design files

Development & Patterns

from £1200

- ✓ Consultation call
- ✓ Digital design files
 - ✓ Tech packs
- ✓ Garment patterns

Concept to Creation

from £2400

- ✓ Consultation call
- ✓ Digital design files
 - ✓ Tech packs
- ✓ Garment patterns
 - ✓ Toiles
 - ✓ Fittings

Full Package Experience

from £4000

- ✓ Consultation call
- ✓ Digital design files
 - ✓ Tech packs
- ✓ Garment patterns
 - ✓ Toiles
 - ✓ Fittings
- ✓ Project management
- ✓ Industry contacts

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CONSULTATION & DESIGN

Are you overwhelmed and unsure where to start? Let's chat through your vision over the phone and I'll explain the process on making it a reality.

I will then create and present your designs so we can visually kick start your venture and get the ball rolling. You will receive two phone calls and digital design files, sketched and computer rendered with rounds of amendments.

DEVELOPMENT & PATTERNS

We've taken the first step and now have clear designs in mind. It's time to refine ideas and translate the sketches into the real thing by drafting patterns and creating thorough tech pack documents so you can approach manufacturers and start gathering quotes.

You will receive consultation and design services plus digital PDF documents and paper patterns in your sample size.

The logo consists of the letters 'X', 'J', and 'D' in a large, elegant, serif font. The 'X' and 'J' are connected at the top, and the 'D' is positioned to the right of the 'J'.

X A N D R A J A N E
D E S I G N

CONCEPT TO CREATION

You're looking for a seamless experience and to get your hands on some mock-ups of your designs. We start with the two previous packages and end with tangible garments. Your toiles (prototypes) have the fabric, trims and reasonable fitting amendments included in the price.

I will construct your chosen designs in my atelier using industrial facilities for a professional standard before you move on to sampling and production.

FULL PACKAGE EXPERIENCE

Let's launch your clothing line!

You want to take your dream seriously and invest in the potential your brand can achieve. All of the previous packages are included with my guidance throughout to marry the creative collection with the business mindset. You get access to my contacts and assistance in managing the next stages of production including sourcing textiles and appropriate manufacturers.

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GET IN TOUCH

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