

DH Patterns and Fit

DESIGN SOURCING



- Design Projects

Companies that want to add new items to their collection but are short of resources can turn to DH for design. DH allocates an external fashion designer on a project basis from its pool of freelancers; it is a matter of “horses for courses”. DH aims at finding the right fit between the profile of a brand and that of the designer.

The project can be an individual garment, concept development, a full collection, accessories or a range of promotional items to support branding. Depending on the scope and stage of the project, the deliverables can be Design Consultancy, Preliminary Illustrations, a Collection Plan, Technical Detailing and additional DH Services from pattern to factory visits.

Design Sourcing is “à la carte”

The total package is a combination of activities that meet the needs of the Client. Each activity is ordered from DH by separate Work Order at the time it fits best. Among others, the Work Order specifies the assignment, scope, deliverables, deadline and estimate of hours. This way, the project can be issued in discrete steps.

Design Sourcing Activities

- Design Consultancy

DH advises Client to start with a briefing of the assignment. Talks between in-house staff and designer create an understanding of the Client’s needs and expectations. Topics for discussion are inspiration, target market, function and range of garments followed by quality, choice of fabrics and price levels. It results in an outline for a preliminary collection plan, color charts, combinations and variations on the theme.

- Preliminary Illustrations

A story board, a wide range of figurine sketches and color charts are part of the first deliverable. They illustrate the direction that the designer proposes to take. To have choice, the numbers of sketches is double or triple the number of garments for the project. It is the Client’s Work Order that specifies the deliverables. Design Reviews may front an iterative process before taking the assignment to the next level. The objective of Preliminary Illustrations is to select the designs to be carried over for detailing in the Collection Plan, to eliminate misinterpretations early in the design process and improve efficiency.

- Collection Plan

The Collection Plan is the main deliverable of Design Sourcing. It includes detailed drawings by garment with annotations. Deliverables and deadline(s) are as agreed by Work Order. At this point in time a product style number is assigned to each garment. The draft of the Collection Plan is presented to the head of design, product development and sales and marketing for making a creative and commercial assessment, discuss changes and developing a production time-line. The final collection plan is presented to a review board to decide what’s in or out.

- Technical Detailing

This phase focuses on creating technical guidelines for approved designs. The annotations and details are elaborated on with additional technical drawings, overall dimensions, placement of logos, fabric swatches and other guidelines. Technical Detailing limits (mis)interpretation of the design. The level of detailing and deadline(s) are as agreed by Work Order. The Collection Plan drawings and Technical Details combined, provide sufficient information to the pattern maker.

The result is not to be confused with the technical specifications for production that specify part numbers of trimmings and accessories. That, and the communication with factories, is a specialized function that is handled by a product developer or design engineer.

- DH Services Downstream

Design Sourcing connects seamlessly to other Services by DH. Once the final “Go-No-Go” is made DH can provide:

- Fit blocks, base patterns and mock-ups;
- Technical Services such as measurement charts and grading tables;
- Fit sessions of toiles, Half-Proto’s®, prototypes and pre-production samples;
- Product development;
- Factory visits.