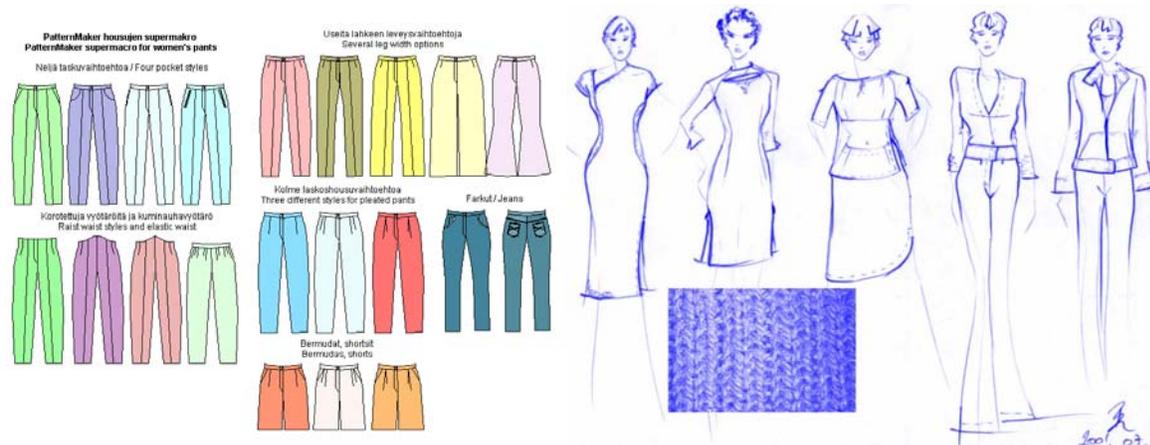


Fashion Line Story

Fashion Lines are developed utilizing one or another basic methodology. These are known as Style Story or Fabric Story. There are sound reasons to choose one or the other and often an entire collection will be developed using the same choice.



Style Story:

A good product line has a central theme or “story” that ties it together. When the Style Story is chosen as the central theme, the designer will choose one or a few basic garment styles and create a complete line of garments with a large variety of fabrics and colors.

Fabric Story:

When the Fabric Story is chosen as the central theme, the designer will choose a single fabric (main shell fabric), in a limited range of colors, and will create a complete line of garments with a large variety of styles featuring that fabric.

Impact of Style Store vs Fabric Story:

The choice of style story or fabric story not only impacts the way in which the lines will be sold to the retail buyer, but also impact the manufacturing process itself. If a style story is chosen, it will be necessary to source, purchase and stock a large variety of fabrics in a large range of colors. If custom dyeing is required, this will be more costly, and place the demands of larger minimum orders to be practical. If stock fabrics are chosen, then the continuous source of supply of those fabrics in the required colors is going to be the challenge.

If the fabric story is chosen, then the challenge will be for the production department to create the many patterns sets, markers and sets of manufacturing standards for the many styles to be produced. This is easier for a multi-line company that can share styles across multiple lines.