

How to Set Up and Run a Fashion Label

Activity 1: Market Awareness

For use with Chapter 1:
Introduction to the Fashion Industry

The nature of fashion

From current fashions, give three examples (clothing, accessories, hairstyles, etc.) of each of the following types of fashion:

- 1 **High fashion:** Fashions that are made to order to fit an individual client's measurements; most luxurious and expensive garments.
 - 2 **Mass fashion:** When manufacturers copy hot new styles almost immediately in order to meet the high demand; 'knock-offs'.
 - 3 **Classic:** Remain more or less accepted for an extended period; characterised by simplicity of design, which keeps it from being easily dated.
 - 4 **Fad:** Short-lived fashions that can come and go in a single season; they lack the design strength to hold consumers' attention for a long period of time; relatively simple and inexpensive to copy.
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Activity 2: Comparative Shopping

For use with Chapter 7:
Know Your Market

Comparative shopping is an important part of your ongoing market research and a fundamental aspect of the design process for your fashion label.

For this activity you will require a notebook, pencil and camera. The aim is to be as discreet as possible; while not illegal, competitors will not look too kindly on you taking pictures and sketching their ideas to help you make a profit! This means relying on your memory and then sketching down details, making notes of colours, trims, etc. once you have left the premises. You will often find key pieces, new trends and styling tips are placed in windows to create maximum effect for the retailer. Once outside the store it is possible to take photographs, so windows can be a great source of inspiration and information.

Objectives

- ✕ To provide a firm basis for decision making when designing and developing a range, with particular reference to range building and range planning.
- ✕ To provide an overview of what is currently available within both your product and customer sector of the market.
- ✕ To identify what trends are being promoted or are emerging within your product category or might be relevant to your customer.
- ✕ To establish price points and levels of quality within a specific category and market sector.

Activity

1. Clearly identify the competitors in your market place and your customer.
2. Identify retailers that stock your competitors' lines and take down their addresses.

3. Compile a route for your comparative shopping trip which allows you to visit as many stores and view as many competitors' lines as possible.
4. Make a key list of what to look for. This should include: key trends across styles (shapes), fabrics, colours, trims, detailing, styling, packaging and presentation. It should also consider price.
5. You are ready to hit the shops!

Tips

While out comparative shopping ask yourself the following questions:

- ✕ How do your competitors meet their customers' needs?
- ✕ Do your competitors' ranges satisfy desires and serve a purpose?
- ✕ Whose product do you admire the most and why?
- ✕ How does the product relate to your product?
- ✕ How can you translate what your competitor does well to your own label?

It is important to cover those brands you see as your DIRECT competitors but also take into account any other brands offering 'similar' or 'substitute' products.

It is also important to write all your findings down and organise them in a way which makes sense to you. You may want to review them some months later and it is vital to be able to extract the relevant information you thought important at the time. You may find it helpful to develop a chart using key headings to group your findings. The more visual you can be the better, so keep any sketches and photographs.

Activity 3: Seven Day PR Plan

For use with Chapter 7:
Know Your Market

Generate publicity for your fashion label by spending just a little of each of the next seven days on PR.

Day 1: Determine your target

Make a list of all the publications in your target market area. Make a distinction between the monthly, weekly and daily publications as well as those that are print-based and those online.

Day 2: Determine your PR angles

Dissect the publications and look at the different ways you could get your product into the publication. This could include: photo shoots, written editorial about your brand, trend product pages, best buy sections, etc. Think about the angle you will bring to your pitch to the press for getting product into each of these sections.

Day 3: Develop a database of contacts

From each of the publications make a list of the journalists responsible for the pages you have identified that would work well for your product. Create a database with their names, titles and contact details. Some journalists prefer hard copies, while others are happy to receive them by email. Finding out your journalists' preferences will increase your chance of publicity.

Day 4: Write a press release

Write a one-page press release about one or more of the stories you believe will be relevant to the publications. This could be along the lines of 'Great Party Dresses for the Festive Season' or 'Must have Colours for the Autumn/Winter Seasons'.

Remember the first paragraph of the press release should include who, what, where, when and why. Include images of the key product you are looking to get into the publication. Be as targeted as you can rather than sending every picture you have.

Day 5: Send your press release out

Either post or email your press release to those in the database you established on day 3.

Day 6: Use your press release for other things

Because of the number of press releases generated, magazines and websites cannot publish them all. They will decide which ones are most relevant to their readership. Don't let this stop you from issuing the release and trying to generate publicity. You can also use your press release for other things. They can be posted on your website or used as direct-mail pieces to customers and prospective stockists.

Day 7: Continue your efforts to establish relationships with journalists

A well-timed phone call to make sure the release was received can often help to develop a relationship with publications and turn you from just a piece of paper on their desk to a helpful and informative resource. Timing is everything. Catch the journalist at the wrong time and they can be non-responsive, get them at the right time and you may find your call has greatly increased the chance of getting your story/angle into their publication.

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Spending just a little bit of time each day on these seven steps will greatly increase the chances of your label gaining exposure in the types of publications and websites you feel it should be represented in. The most appealing part of all about this kind of PR strategy is the lack of cost, as it relies much more on your time, energy and imagination.

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Activity 4: Costing Exercise

For use with Chapter 13:
Finance

Based on the manufacturing and fabric/trim costs below use the template for the Cost of Goods spreadsheet (PDF of template available to download from Chapter 13 resources) to work out the retail (selling) price of a dress that you have initially sampled and are now putting into production. The production run (docket) is for 10 units and the dress requires the following components.

Faux Wrap Dress

- 3 metres of fabric
- 2 metres of lining
- 1 x zip
- 5 x buttons
- 3 metres of trim
- 1 pattern to be cut and graded
- 2 labels
- 1 swing ticket
- 1 polybag

The mark-up from cost to wholesale has been put in as 2.5 and the retail mark-up from wholesale as 2.7. Remember there are certain costs, such as that of the pattern, grading and initial sample, which should be spread across the total number of dresses sold.

Once you have worked out the answer for a production run of 10 work out how much the same dress would cost if you were producing 100.

Fabric/Trim And Manufacturing Costs

Fabric price	£11.00 per metre £9.00 over 80 metres ordered
Buttons	£0.50 each £0.30 over 50 ordered
Lining fabric	£4.00 per metre £3.00 over 50 metres ordered
Zips	£1.99 each
Trim	£3.00 a metre £2.00 over 150 metres ordered
Labels	£0.20 per label
Pattern cutter	£120 a pattern
Grading	£18.00
Cost of first sample	£50.00
CMT (sewing)	£25 per unit £18.00 per unit over 60 units produced
Bags	£0.10 each
Swing tickets	£0.20 each

Activity 5: Cash Flow Exercise

For use with Chapter 13:
Finance

Below are some of the potential costs for the development of a 20-piece seasonal dress collection for wholesale, along with the potential sales over a three season period. Using the production calendar (PDF available to download from Chapter 10 resources), work out the business's monthly cash flow needs for production

Sampling

Patterns to be cut	<i>Spring/Summer 2014 season:</i> 12 patterns to be cut at an average of £185.00 each
	<i>Following two seasons:</i> 8 patterns to be cut at an average of £185.00 each
Fabric	Roughly 100 metres of fabric to be ordered each season at an average of £15 a metre
Trims, buttons, zips, etc.	£200 a season
CMT costs:	Average of £100 a dress

Orders taken:

1st season	£10,000.00
2nd season	£20,000.00
3rd season	£30,000.00

- ✗ Assume you are working to a 2.2 cost to wholesale mark up.
- ✗ Assume your stockists are paying a 30% deposit, which will come in after orders have been confirmed, and the remaining 70% 30 days after delivery of goods.

Activity 6: Range Plan Costing Exercise

For use with Chapter 13:
Finance

1. **Develop** a 30-piece Spring/Summer 2014 collection targeting your ideal customer. Think of function, fashionability and added value.

Decide on:

- ✗ *Styles*
- ✗ *Colour options (each style must come in at least two colour options)*
- ✗ *Fabrics*
- ✗ *One print story*

2. **Develop** a price architecture for the collection based on perceived value at RRP.

Work out:

- ✗ *Your entry price, mid price and high end price points*
- ✗ *Calculate what percentage of your collection is in each price point.*

3. **Calculate** the percentage of the mix in your collection (i.e. tops vs bottoms vs jackets vs dresses vs outerwear, etc.).

4. **Calculate** the wholesale price you will sell each piece at. (RRP divided by 2.8)

5. **Calculate** the cost price you want to buy the product at from your manufacturer if you are working to a 60% gross profit margin.

✗ *Cost price = wholesale price x ([100 minus gross profit margin] ÷ 100)*

6. **Calculate** the rough amount of sampling metreage you require for each fabric/colour option.

7. **Imagine** a department store has placed an order with you for 15 pieces and has bought 2 x XS, 3 x S, 3 x M and 2 x L of each piece. Four other stores have also bought the same 15 pieces but only one of each size.

- ✗ *Select the 15 pieces the five stores have bought.*
- ✗ *Calculate the total turnover for the season (wholesale prices x quantities).*
- ✗ *Calculate the total cost of goods for the season (cost prices x quantities).*
- ✗ *Calculate the gross profit for the season (total turnover minus costs of goods).*
- ✗ *Calculate the production metreage required.*

How to Set Up and Run a Fashion Label

Business Plan Template

To accompany Chapter 13:
Finance

Table of contents

1. PURPOSE OF PLAN AND SUMMARY
2. DETAILS OF THE BUSINESS
3. MANAGEMENT OF THE BUSINESS
4. PRODUCTS AND SERVICES
5. THE MARKET
6. EMPLOYEES
7. PREMISES
8. VEHICLES, EQUIPMENT AND OTHER ASSETS
9. LEGAL
10. QUALITY
11. ENVIRONMENTAL POLICY
12. BUSINESS OBJECTIVES
13. FINANCE

1. Purpose of plan and summary

- ✗ Why are you writing this plan?
- ✗ Who needs to see the plan?
- ✗ Do you need to access funding?
- ✗ Give a general explanation of what the product or service is to be, what staff you will have and who you will market your product or service to.

2. Details of the business

Business name

- ✗ What is your official business name or intended name?

Contact name

- ✗ What is your name?

Address (home and business)

- ✗ What is your address?

In the case of a limited company, this is your registered office. For sole traders and partnerships, this is where legal documents can be served – often your home address.

Website

- ✗ What is your website?

Telephone number

- ✗ What is your business telephone number?

Email address

- ✗ What is your business email address?

Legal status

- ✗ What type of business will you have?

Sole trader? Partnership? Limited liability partnership? Co-operative?

Date of start or proposed start

- ✗ When do you plan to start?
- ✗ If not known precisely, give an approximate date.



Name(s) of partners or other director(s)

- ✗ If you are trading as a partnership, give the names of the other partner(s).
- ✗ If you are trading as a limited company, give the names of the other director(s).
- ✗ If you are trading as a co-operative, give the names of the other members.

3. *Management of the business*

(Only necessary if different from business)

Name

- ✗ What is your name?

Address

- ✗ What is your home address?

Telephone numbers

- ✗ What is your home phone number?
- ✗ What is your mobile phone number?

Date of birth

- ✗ When were you born (may be important for grants e.g. Prince's Scottish Youth Business Trust, 18–25 year olds)?

Email

- ✗ What is your personal email address?

Qualifications

- ✗ What qualifications do you have?
- ✗ List as many as you can, even if they are not directly relevant to your business.

Work experience

- ✗ What previous employment have you had?
- ✗ What business or management experience did you gain?
- ✗ If you have previously run your own business, what type of business was it and what happened to it?
- ✗ Attach your CV as an appendix.

Training

- ✗ Skills analysis: Review the skills of managers and others to define their training needs.
- ✗ Training needs analysis: What type of training do you need to give to operate your business? Give a training schedule.

Advisers consulted

- ✗ Who have you spoken to about your proposal (e.g. accountant, solicitor, bank manager, consultants etc.)?

4. *Products and services*

- ✗ What products or services will you offer?
- ✗ Be specific – describe the individual products or services, or groups of products or services.
- ✗ If you are involved in manufacturing, what raw materials will be used?
- ✗ Where will you get supplies?
- ✗ What are the manufacturing processes?

5. *The market*

Market research

- ✗ What market research have you carried out (e.g. talking to customers, questionnaires, market reports)?
- ✗ Demonstrate that you have researched that a market exists for your products or services, and that customers will buy from you.
- ✗ As a result of the research, how are you going to proceed?

Customers

- ✗ Who are your customers?
- ✗ How would you describe your typical customers?
- ✗ How old are they? Give the approximate age groups if you can.
- ✗ Is there a split between men/women?
- ✗ What sort of life style do they have?
- ✗ Where are they located?
- ✗ If you are selling to industrial markets, what type and size of business will you be dealing with?

Territory

- ✗ Where will you offer your products and services?
- ✗ What geographical area will you cover? Be as specific as you can.

Size of market

- ✗ Estimate the total number of potential customers for your product(s)/service(s) within the territory.
- ✗ Is the number of customers expanding, static or declining?
- ✗ If static or declining, how will you get more business?

Competitors

- ✗ Who are your main competitors?
- ✗ Where are they located?

- ✗ What are the strengths and weaknesses of each competitor?
- ✗ Can you identify areas where you can develop a competitive advantage over them?

SWOT analysis

- ✗ Business SWOT analysis: An analysis of your business, relating to its strengths, weaknesses, opportunities and threats.
- ✗ Competitors SWOT analysis: An analysis of your competitors, relating to their strengths, weaknesses, opportunities and threats.
- ✗ Why will customers buy from you and not from your competitors?
- ✗ How will you be different from your competitors?

Pricing

- ✗ How did you arrive at your pricing policy?
- ✗ Give examples of what you intend to charge for the product(s)/service(s) you will be offering.
- ✗ What margin will you get on your products or services?
- ✗ Which products or services will make the most money?
- ✗ If you offer a mobile service, how will you manage travelling time?
- ✗ Will you use a price range (e.g. economy, regular and luxury)?

Distribution

- ✗ Will you sell direct to customers from a shop, the internet or some other method?
- ✗ If you are selling products and also intend to deliver to customers, how will you achieve this?
- ✗ Will you use your own transport or contract others to do it?

Design and packaging

- ✗ If packaging is important in your business, say how you intend to package your product(s).
- ✗ Will you use a logo or a certain typeface?
- ✗ How will your stationery, vehicles, premises and uniforms be decorated?
- ✗ Attach examples in an appendix at the end of the Business Plan.

Promoting the business

- ✗ How will you promote your business?
- ✗ What methods will you use (e.g. advertising, fliers, personal selling, networking, business cards)?


- ✗ Where will you promote your business (e.g. particular towns, newspapers and housing estates)?
- ✗ What do you intend to say in your promotional activity?
- ✗ When will you carry out the promotional activities?
- ✗ What do you want to achieve by doing it (e.g. discount offered to get more new customers)?
- ✗ How will you target customers for personal selling?
- ✗ Do you have an e-business strategy?

6. Employees

- ✗ What employees do you intend taking on now and in the near future?
- ✗ When will you do this?
- ✗ How will you recruit them?
- ✗ What positions will they hold?
- ✗ What will be their responsibilities?
- ✗ What will be their rates of pay?
- ✗ What training will they need?
- ✗ How will you train them?

7. Premises

- ✗ Are you going to work from home or from business premises?
- ✗ Describe the layout of the premises (e.g. number of rooms, facilities, equipment).
- ✗ If working from home, have you obtained the necessary permission?
- ✗ If working from business premises, have you already obtained them?
- ✗ What rent and rates are involved?
- ✗ Is the property owned or leased?
- ✗ If leased, how long is the lease for, and when is it renewed?
- ✗ What conversion work is needed?
- ✗ When will this be carried out?



8. *Vehicles, equipment and other assets*

- ✗ What assets will you bring to the business (e.g. a computer, vehicle, tools and equipment etc.)?
- ✗ List individual items and give a realistic assessment of their value.
- ✗ What other assets will you need for the business?
- ✗ When you will need them?
- ✗ Where will you get them?
- ✗ How much will they cost?
- ✗ How do you intend to finance their purchase?
- ✗ What equipment will you need to conduct all your communications (e.g. phone, fax, computer)?

9. *Legal*

- ✗ Do you need planning permission or building warrants?
- ✗ Any environmental health issues?
- ✗ Do you need insurances (e.g. public liability, product insurance, accident or key man insurance)?
- ✗ Do you need to pay any membership or qualification fees?
- ✗ Are there any legal requirements specific to your business?

10. *Quality*

- ✗ Will ISO9002 be relevant to your business?
- ✗ Will you be an 'Investor in People'?

11. *Environmental policy*

- ✗ Do you have waste products to dispose of (e.g. tyres, grass cuttings, water)?
- ✗ Are you aware of the relevant legislation?

12. *Business objectives – vision for the future*

- ✗ What estimates do you have for approximate turnover and profit estimates, year by year?

- ✗ Do you plan to introduce any additional products or services?
- ✗ Do you plan to introduce any new staff?
- ✗ Do you plan to introduce any new premises?
- ✗ Do you plan to introduce any new equipment?
- ✗ When will these be introduced?

13. *Finance*

Start-up costs

- ✗ List your start-up costs.

Personal contribution (cash and assets)

- ✗ Indicate here what you will be investing in terms of both the cash you will be putting into the business and assets, such as vehicles and tools and equipment, which you will be bringing to the business as a part of your capital contribution.
- ✗ Put a realistic value on the non-cash items.

Financing the remainder

- ✗ If there is a gap between what you require in total and what you are contributing, indicate how you intend bridging the gap.
- ✗ Do you intend borrowing money?
- ✗ If so, how much?
- ✗ From where?
- ✗ On what terms?
- ✗ For how long?
- ✗ Do you intend applying for any available grants?
- ✗ From where? If so, how much?

Security against borrowing

- ✗ If you are borrowing money, what will you offer as security (if required)?

Financial projections

- ✗ The cash-flow forecast is a calendar of cash that flows in and out of your business. You use it to estimate any short-fall and make arrangements to get more sales, reduce spending, or borrow money when needed.
- ✗ The profit and loss sheet shows how much profit you will make.
- ✗ The balance sheet shows the value of your business.

NEW CUSTOMER ACCOUNT FORM

Full Company Name: _____

Sole Trader: ☐ Partnership: ☐ LLP: ☐ PLC: ☐ LTD: ☐

Company Registration
No: _____

Account: New: ☐ Existing: ☐

Name of employee: _____

Position in company: _____

Date of birth: _____

Authorised to order: Yes: ☐ No: ☐

Delivery address: _____

Postcode: _____

Telephone number: _____

Fax number: _____

Email address: _____

Statement address:
(if different) _____

Postcode: _____

Trade References

I/We authorise you to take up references at any time from under mentioned bank and trade sources. I/We understand that searches will be made with a credit reference agency (which will keep a record of those searches and will share that information with other businesses) and that enquiries may also be made about the principal directors with a credit reference agency.

Name of reference: _____

Position in Company: _____

Full Address: _____

Name of Reference: _____

Position in Company: _____

Full Address: _____

Please sign below to give consent for a reference check to be carried out.

Signed by: _____ Print name: _____ Date: _____

Production Calendar (Northern Hemisphere)

Month	Spring/Summer 2013	Autumn/Winter 2013
March 2012	Research fabric Start designs	
April 2012	Select fabrics Order fabrics	
May 2012	Create patterns Begin sampling	
June 2012	Collections developed	
July 2012	Establish production plan Finish sampling	
August 2012	Sales season begins	
September 2012	Collections shown Sales continue	Research fabric Start designs
October 2012	Order books close	Select fabrics Order fabrics
November 2012	Production materials ordered Production starts	Create patterns Begin sampling
December 2012	Oversee production	Collections developed
January 2013	Oversee production	Establish production plan Finish sampling
February 2013	Product arrives Deliver to stores	Sales season begins
March 2013	Continuation of deliveries Chasing of monies owed	Collections shown Sales continue
April 2013		Order books close
May 2013		Production materials ordered Production starts
June 2013		Oversee production
July 2013		Oversee production
August 2013		Product arrives Deliver to stores
September 2013		Continuation of deliveries Chasing of monies owed

COMPANY LOGO

Invoice

COMPANY NAME

COMPANY ADDRESS

Invoice No:

Date:

CUSTOMER

Customer's Name

Customer's Address

STYLE NO	NAME	MAIN FABRIC	XS	S	M	L	Qty	Unit Price £	Total Price £

Sub Total

VAT

Delivery

TOTAL

PAYMENT TERMS

BANK DETAILS FOR PAYMENT

COMPANY NO:

VAT NO:

COMPANY LOGO

Order Form

Company Contact Details

Order No:

Order Taken By:

VAT No:

Contact Name:

Co. Name:

Date:

Address:

Tel:

Fax:

Mobile:

Email Address:

Payment Terms:

Shipping Details:

Delivery Address:

Delivery Date:

[illegible]

Comments:

NET TOTAL

VAT

TOTAL

The supply of the garments stated here is made subject to the conditions set out on the reverse hereof, acknowledgement of which is evidenced by the signature of the Purchaser.

Signature:

Date:



Cost of Goods Spreadsheet

Season:	Style Number:
	Style Name:

Piece Goods	Description	Cost Per Metre	Meterage Required	Cost
Fabric 1				
Fabric 2				
Fabric 3				
Lining				
Interfacing				
Other				
Allowance				
			Subtotal	

Trimmings	Description	Unit Cost	Number of Units	Cost
Buttons				
Zips				
Threads				
Labels				
Trims 1				
Trims 2				
			Subtotal	

Labour			Cost
Machinist			
Pattern cutting			
Grading			
Sewing			
		Subtotal	

Shipping			Cost
Bags/boxes			
Hangers			
Swing tickets			
Other			
		Subtotal	

Total Cost of Goods Sold	
Wholesale Mark-up	
Wholesale Price	
Retail Mark-up	
Recommended Retail Price	

CONDITIONS OF SALE
The Contract for the sale of goods is subject to the following.

Index of Terms & Conditions

Table with 4 columns: Item Number, Description, Item Number, Description. Rows include: 1. DEFINITIONS, 2. GENERAL, 3. CONTRACT PRICE, 4. PAYMENT TERMS, 5. DELIVERY & RISK, 6. CONDITIONS & WARRANTIES, 7. CLAIMS, 8. TITLE OF GOODS, 9. DELAY AND/OR CANCELLATION, 10. SET-OFF, 11. FUTURE DELIVERIES, 12. CAPITALS PURCHASES DEFAULT, 13. AVAILABILITY OF MATERIALS, 14. CONSEQUENTIAL / SPECIAL DAMAGE, 15. INDEMNITY, 16. COPYRIGHT, 17. ENFORCEABILITY, 18. GOVERNING LAW.

1. DEFINITIONS
The Purchaser - the individual who has placed and signed the order overleaf.

2. GENERAL
No variation, cancellation, waiver of, or addition to the contract constituted by the order set out overleaf and by these conditions of sale shall be valid unless INSERT DESIGNER'S NAME has agreed in writing. When an order has been placed by our representatives at any place than our principal place of business, INSERT DESIGNER'S NAME has the right for five days after to refuse the order in whole or part at the discretion of INSERT DESIGNER'S NAME.

3. CONTRACT PRICE
The contract price is the price appearing on the reverse side of this order.

If payment failure occurs when payment is due, the Purchaser shall pay interest on the amount of the purchase price from the due date of payment until the full payment is received by INSERT DESIGNER'S NAME, at the rate of four percent above the base rate specified by the Bank of England.

4. PAYMENT TERMS
a) The Purchaser is required to pay a deposit of 25% of the full invoice fee (including VAT) 14 days from the order date stated overleaf. A 100% proforma invoice may be used at the discretion of INSERT DESIGNER'S NAME.
b) The Purchaser is required to pay the completion of the payment 14 days from the date stated on the invoice delivered with the completion of the order.
c) Cancellation of the order stated overleaf can be made by the Purchaser within 14 days of the order date stated overleaf.
d) We understand and will exercise our statutory right to claim interest and compensation for debt recovery costs under the late payment legislation if we are not paid according to agreed credit terms.

5. DELIVERY & RISK
Delivery dates specified by INSERT DESIGNER'S NAME in the order overleaf are approximate and any claims arising as a result of our inability to meet specified delivery dates are excluded. Delivery is sufficient if INSERT DESIGNER'S NAME employs an independent carrier to effect delivery, then delivery is sufficient if INSERT DESIGNER'S NAME obtains a delivery receipt signed by a representative on the Purchaser's behalf. All risk in the goods shall pass to the Purchaser when the delivery is achieved. INSERT DESIGNER'S NAME is entitled to make delivery in instalments. Time for delivery of the goods shall not be essence of the contract. Goods returned to INSERT DESIGNER'S NAME are returned at the Purchaser's risk. No goods may be returned to INSERT DESIGNER'S NAME unless they are in no less condition than when INSERT DESIGNER'S NAME delivered them.

6. CONDITIONS & WARRANTIES
No condition or warranty is made or to be implied either at Common Law, by statute or any other way as to the life or wear of the goods supplied or that they will be suitable for any particular purpose or for any use under any specific conditions notwithstanding that such purpose or conditions may be known to INSERT DESIGNER'S NAME, and notwithstanding that a sample of the goods has been inspected by the purchaser. Such a sample inspected solely to enable the Purchaser to judge the quality of the bulk and not to constitute a sale by sample under the contract. You (Purchaser) shall take the goods at your own risk as to their corresponding with the sample or as to their quality, sufficiency or condition.

7. CLAIMS
a) The Purchaser's claims for defective goods, shortages in delivery and for loss of goods will be null and void unless notification of such claim is received by INSERT DESIGNER'S NAME in writing five days of the receipt of the goods by the Purchaser. For the claim to be legally binding INSERT DESIGNER'S NAME must expressly agree to all conditions specified by in the claim. The claim will be considered by INSERT DESIGNER'S NAME with all the other conditions of this order taken into consideration and without prejudice to any other rights we may have under those specified and agreed conditions.

b) If, in the delivery of any order, several items found to be in excess of normal commercial tolerances are alleged by the Purchaser to be defective or damaged, the Purchaser must inform INSERT DESIGNER'S NAME in accordance with the provisions of sub-paragraph a) above and then must, before the expiration of five days of receipt of the goods by the Purchaser, return at the Purchaser's expense, three items of each colour which the Purchaser deems defective or damaged for inspection by INSERT DESIGNER'S NAME. Upon agreement of the defective goods, INSERT DESIGNER'S NAME will either replace the same at a mutually agreed delivery date, or substitute the goods with a specific order providing, in both circumstances aforementioned, new delivery dates are permitted to take effect.

c) Defective or damaged goods must be dispatched to INSERT DESIGNER'S NAME within five days of INSERT DESIGNER'S NAME accepting that the goods are defective and damaged.

d) Under no circumstance will INSERT DESIGNER'S NAME be liable to provide the Purchaser with loss of sales revenue that the Purchaser may have suffered arising in anyway whatsoever.

e) No claim under these conditions in respect of any delivery or part thereof of an order for goods shall entitle the Purchaser to cancel the remainder of the order or the whole contract.

f) INSERT DESIGNER'S NAME does not give authority to its agents or representatives as to decide what constitutes returned goods that are faulty or incorrect in any way, or does not confirm to the original order. Acceptance of returned goods by agents or representatives of INSERT DESIGNER'S NAME does not imply that the goods are acceptable returns.

8. TITLE OF GOODS
Any goods supplied in the terms of this order remain the property of INSERT DESIGNER'S NAME until such time as the contract price (other than mutually agreed retention) together with interest thereon accruing in terms of clause 2b) above have been paid in full. INSERT DESIGNER'S NAME retain the right of disposal accordingly and in pursuance thereof the Purchaser irrevocably grants INSERT DESIGNER'S NAME and/or an authorised representative licence to enter on any premises of the Purchaser on which such goods are kept, for the purpose of taking possession of any such goods to which INSERT DESIGNER'S NAME are entitled hereunder in the event of this contract being cancelled by any cause whatsoever.

9. DELAY AND/OR CANCELLATION
If any delivery is delayed or cancelled by INSERT DESIGNER'S NAME due to force majeure, an act of God, dislocation of manufacturer, strikes and lock up (whether inside or outside the works of INSERT DESIGNER'S NAME), or other circumstances that are reasonably beyond our control, it is agreed that INSERT DESIGNER'S NAME is released from its obligations to supply the goods within the terms of this order and that the present order may be delayed or suspended during the continuation of such a circumstance or cancelled by INSERT DESIGNER'S NAME as its option. INSERT DESIGNER'S NAME will inform the Purchaser of such circumstances.

If INSERT DESIGNER'S NAME notify the Purchaser within 28 days of the date overleaf that it is unable to deliver the goods or any part thereof in accordance with the terms of the contract, INSERT DESIGNER'S NAME shall be released from its obligations to supply the goods within the terms of this order. In event of late delivery, the existing contract remains valid unless cancellation is given in writing at least 14 days in advance.

10. SET-OFF
Any monies due or to become due from the Purchaser shall not be liable to become the subject of any deduction by the Purchaser or any set-off or counter claim arising out of this or any other order which INSERT DESIGNER'S NAME may have with Purchaser.

11. FUTURE DELIVERIES
If the Purchaser has not paid for the goods delivered in accordance with these conditions, INSERT DESIGNER'S NAME have the right to hold further deliveries of goods under the terms of this order or any other order until the Purchaser has reduced the amount owing to INSERT DESIGNER'S NAME to such a reasonable level that it is acceptable to us.

12. CAPITALS PURCHASES DEFAULT
If you (the Purchaser) make any default in or commit a breach of the order or if any distress or execution shall be levied upon your assets, or if you shall make any arrangements or compensation with creditors or commit any act of bankruptcy, or if any petition or receiving orders in bankruptcy shall be made against you, or if you are a limited company and any resolution or petition to wind up such companies business (other than for the purpose of amalgamation or reconstruction) shall be passed or presented, or if a receiver of such companies undertaking or assets or any part there off shall be appointed, INSERT DESIGNER'S NAME will have the right forthwith to determine any contract then subsisting between us and upon written notice of such determination being posted to you at your last address any subsisting contracts between us shall be deemed to have been determined without prejudice to any claim or rights INSERT DESIGNER'S NAME may otherwise make or exercise. In event of any breach of contract by you as a result of which we incur any legal fees, such reasonable fees are to be borne by you.

13. AVAILABILITY OF MATERIALS
Whilst INSERT DESIGNER'S NAME will make every reasonable effort to supply you in accordance with the contract overleaf, we reserve the right to substitute colour and fabrication of a similar quality and nature in the event of unavailability of dyes and/or cloth.

14. CONSEQUENTIAL / SPECIAL DAMAGE
INSERT DESIGNER'S NAME will not be liable for any consequential or special damage resulting from supply, delay in, or failure to supply, or failure of the goods, including without limitation, loss of profits.

15. INDEMNITY
INSERT DESIGNER'S NAME shall not be liable for any claims brought against you or us at Common law, under any statute or otherwise, by any person or legal entity arising out of this or any other order we might have with you except as provided herein and you shall indemnify us against any such claims and the proper and reasonable costs of such legal proceedings.

16. COPYRIGHT
The copyright of any goods, designs, patterns and drawings finished by INSERT DESIGNER'S NAME to you rests in us and the same shall not now without our written consent be disclosed to a third party except in connection with the sales of goods in the normal course of your business. Upon our request all goods, designs, patterns, trims and drawings shall be returned to us forth with.

It is the Purchasers responsibility to ensure there has been no infringement of copyright by INSERT DESIGNER'S NAME when goods are supplied. No claim whatsoever can be brought directly or indirectly to INSERT DESIGNER'S NAME for copyright infringement.

17. ENFORCEABILITY
In the event of any one clause in this contract being found by a court or an arbitrator to be void or unenforceable in whole or in part such findings shall in no way affect the validity or enforceability of any clause in this order. In this situation INSERT DESIGNERS NAME has the sole right to terminate the contract or to continue to proceed with the supply of the goods.

18. GOVERNING LAW
The law of England shall apply to this contract and the English courts shall have jurisdiction.

How to Set Up and Run a Fashion Label

Suggested Reading & Resources

To accompany
How to Set Up and Run a Fashion Label [2nd ed.]

Books

Colour Forecasting for Fashion

Kate Scully and Debra Johnston Cobb (Laurence King Publishing, 2012)

An in-depth look into the colour forecasting industry that will help you understand how colours behave and put together a palette for a successful collection.

Fashion Buying

Helen Goworek (Blackwell Publishing, second edition 2007)

This book describes the buying cycle, buying for stores and mail order and how to start a career in fashion buying. A glossary of buying terminology, as well as input from fashion buyers currently working for major companies, gives a clear insight into this exciting and challenging role.

The Fashion Designer Survival Guide: Start and Run Your Own Fashion Business

Mary Gehlhar (Kaplan Trade, revised edition 2008)

Provides the necessary tools to get a fashion line or label up and moving on the right track.

Fashion Entrepreneur: Starting Your Own Fashion Business

Sandra Burke (Burke Publishing, 2008)

This book outlines the traits and techniques fashion designers use to set up small businesses. The topics include creativity and innovation, writing business plans, raising finance, sales and marketing, and the small-business management skills needed to run a creative company on a day-to-day basis.

Fashion & Sustainability: Design for Change

Kate Fletcher and Lynda Grose (Laurence King Publishing, 2012)

Looks at environmentally aware innovations throughout the fashion supply chain and examines how designers can work in more sustainable ways.

Footwear Design

Aki Choklat (Laurence King Publishing, 2012)

Illustrated guide to designing a footwear collection, including cutting-edge techniques.

Mastering Fashion Buying and Merchandising Management

Tim Jackson and David Shaw (Palgrave Macmillan 2000)

Covers fashion design, merchandise planning, sources and supply chain management.

Report commissioned by the Centre for Fashion Enterprise:
The UK Designer Fashion Economy: Value Relationships – Identifying Barriers and Creating Opportunities for Business Growth (Dr Neri Karra 2008)

Fashion labels have an important economic impact on the UK, particularly London. British designer fashion labels are largely wholesale operations, enhanced and underpinned by a wide-reaching supply chain and intermediary community. This research set out to show the added value created within this wider supply chain and community, and identify where intervention could support growth within the broad UK designer fashion sector.

Websites

Business of Fashion

www.businessoffashion.com

Centre for Fashion Enterprise

www.fashion-enterprise.com

Fashion Alliance

www.fashionalliance.co.uk

Intellectual Property Office

www.ipo.gov.uk

London Fashion Week

www.londonfashionweek.co.uk

UK Fashion & Textile Association

www.ukft.org



Directories

Available at the British Library

Docca: The Directory of Country Clothing, Footwear and Accessories 2010–2011 (Alibi Publishing Ltd) [(B) DIR 338.768702541 BUS]

This directory contains a list of businesses and organisations engaged in country trade. Lists retailers and suppliers and includes an index to brands.

Fashion Monitor (Profile Group (UK) Ltd, 2009) [(B) DIR 338.4739100254 BUS]

Sections on fashion and beauty industry news, consultancy and in-house PR contacts for fashion and beauty brands, fashion stylists and make-up artists, UK and overseas media contacts, UK trade press contacts, and dates for UK and overseas fashion and beauty events.

Mandel International Clothing & Textile Directory (Mandel 2009)

French directory. Provides an A–Z listing by subject or services and country (worldwide coverage). Also lists trade fairs.

Printwear & Promotion: The 2009/10 Directory (Datateam Publishing Ltd 2009)

Guide to textile decorators, embroiderers, manufacturers and suppliers.

SGB Sports and Outdoor: Guide to the Trade (Datateam Publishing Ltd 2010)

Directory of manufacturers and distributors of sports and outdoor wear; buyers' guide to products; brand names index; trade show dates; outdoor industries association.

Department Store Yearbook 2010 (Media One Communications Ltd 2009)

Essential guide for department store buyers. Directory of suppliers by type of goods, clothing, shoes etc. Also lists associations and events/exhibitions.

Market Research & Statistics

Available at the British Library

Bridalwear (Key Note, 2010) [(B) MKT 338.43392540941 BUS] [Also available onsite via electronic resources]

Report covering market size, trends, segmentation, competitor analysis, SWOT analysis, industry background, brand strategy, global markets, buying behaviour, forecasts and company profiles.

Business Ratio Report: The Footwear Industry (Key Note, 2010) [(B) MKT 338.436853 BUS]

UK industry overview and detailed company profiles including performance league tables by size, profitability, efficiency, liquidity, gearing, employee performance and growth.

Business Ratio Report: Clothing Retailers (Key Note, 2010) [(B) MKT 381.45687065 BUS]

UK industry overview and detailed company profiles.

Business Ratio Report: Clothing Manufacturers (Key Note, 2010) [(B) MKT 338.43687094105 BUS]

UK industry overview and detailed company profiles.

Business Ratio Report: The Hosiery and Knitwear Industry (Key Note 2009) [(B) MKT 338.436873094105 BUS]

UK industry overview and detailed profiles of main players.

Clothing: United Kingdom (Euromonitor 2009) [Available onsite via electronic resource]

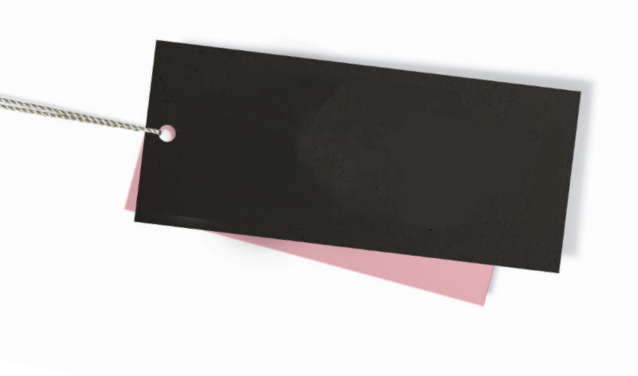
Looks at key trends and developments, sales data by sector and sales forecasts through to 2011.

Clothing and Footwear: United Kingdom (Euromonitor 2009) [Available onsite via electronic resource]

Looks at key trends and developments, sales data by sector and sales forecasts through to 2011.

Clothing and Footwear Industry (Key Note, 2010) [(B) MKT 338.47687 BUS] [Also available onsite via electronic resource]

Provides an assessment of the industry structure, market size, key trends, consumer research, and competitor analysis of the top 20 manufacturers. Covers women's, girls' and infants' clothing, men's and boys' clothing, sport and leisure wear, and clothing accessories. With a separate section on the footwear industry.



Clothing and Footwear Specialist Retailers: United Kingdom (Euromonitor, 2010) [Available onsite via electronic resource]

This report looks at the market size, sector size, new product developments, retail distribution, market forecasts, market shares, sector shares and company profiles.

Clothing Manufacturing (Key Note, 2008) [(B) MKT 338.76870941 BUS] [Also available onsite via electronic resources]

Examines UK clothing manufacturing sector, especially clothing for men, women, children and infants. Market trends, market size, SWOT analysis.

Clothing Retailing (Key Note 2009) [(B) MKT 338.476870941 BUS] [Also available onsite via electronic resources]

Covers the clothing retailing market, which encompasses women's, men's and children's clothes, as well as clothing accessories.

Clothing and Accessories Retail SYN041 (Cobra, 2009) [Available onsite via electronic resource]

Covers market summary, key statistical indicators, sector developments, market segmentation and emerging trends and influences.

Financial Survey Report: Clothing Manufacturers (Key Note, 2009) [(B) MKT 338.436870941 BUS]

Financial and market information on limited British companies in the industry.

Financial Survey Report: Knitwear Manufacturers (Key Note 2009) [(B) MKT 338.436770282450941 BUS]

Financial and market information on the top limited British companies in the industry.

How Britain Shops 2010: Clothing (Verdict, 2010) [Available onsite via electronic resource]

Presents detailed analyses of the performance of the 20 UK leading retailers (visitors, main users, conversion rates, loyalty and competitors).

Lingerie (Key Note 2010) [(B) MKT 338.47687220941 BUS] [Also available onsite via electronic resource]

Examines the UK lingerie market, looking at market trends, economic trends, buying behaviour, current trends and forecasts to 2014.

Plus-Size Fashion (Key Note, 2009) [(B) MKT 338.47687 BUS] [Also available onsite via electronic resource]

Report covers market size, trends, segmentation, competitor analysis, SWOT analysis, industry background, brand strategy, global markets, buying behaviour, forecasts and company profiles.

Retail Futures: UK Clothing and Footwear Annual Forecasts 2014 (Verdict, 2010) [Available onsite via electronic resource]

This report takes an in-depth look at the clothing and footwear market through to 2014, forecasting the components of the market and key metrics such as space. Key issues, trends and strategies for success are identified.

Retail Futures: UK Clothing and Footwear 2010 (Verdict, 2010) [Available onsite via electronic resource]

These Verdict quarterly reports are constantly updated to provide economic insight, accurate forecasts and analysis of retail sectors, examining market demand and price pressures.

UK Clothing Market 2010: Issues and Opportunities (Verdict, 2010) [Available onsite via electronic resource]

UK market spending trends, opportunities and new directions within clothing, accessories and footwear for women, men and children.

UK Fashion Multiples 2010 (Verdict 2010) [Available onsite via electronic resource]

Profiles a sample of 10 smaller, but influential, retail fashion brands, and explores the dynamics, growth trends and drivers of the market and of niche retailers

UK Lingerie and Underwear retailing (Verdict, 2009) [Available onsite via electronic resource]

An overview of the UK market – men's, women's and children's underwear, lingerie, nightwear and hosiery expenditure, with profiles of the key players, market shares, trends and strategic issues.

UK Menswear Retailers 2010 (Verdict, 2010) [Available onsite via electronic resource]

Overview of menswear clothing market trends. In-depth profiles on key companies including the Arcadia Group, Marks and Spencer and Debenhams.