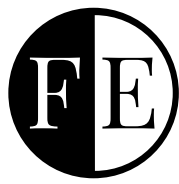


The Fashion Expert®



Launch Plan
FOR FASHION
Start-ups



Hello And Welcome!

I'm Michelle Ramsay -The Fashion Expert®

I specialise in helping fashion startup brands launch.

Over the past 7 years I have worked with hundreds of clients worldwide, helping them design and launch the successful collections they've dreamed of.

Most of the people I work with:

Are not from a fashion background

Have a full time job alongside their side hustle

Sit on their idea FOREVER

Have a great idea for a product or collection but don't know the next steps

Need a middleman to help them get from A to B

But there are common themes holding them back:

Lack of design skills

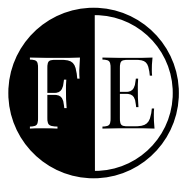
Unable to find out the stages involved

The closed nature of The Fashion Industry

No clear plan of how to launch

That's where I come in!

- This guide uses the 3 core pillars which I teach on The Fashion Startup Academy® -12 week program to learn how to launch a fashion brand.
- Phase 1 Plan - This takes you from concept through to being ready to design your first range.
- Phase 2 Create - This takes you from the design of your first range through to production and manufacture.
- Phase 3 Launch - This takes you from the finished product to launch in the marketplace.



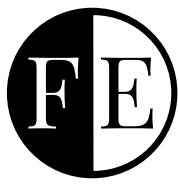
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HELPING STARTUPS LAUNCH AND ESTABLISHED BRANDS GROW

Phase 1

PLAN

Concept to design



- Decide what you will launch
- Decide which season & year you would ideally like to launch in
- Choose and register a brand name unique to you
- Nail down exactly who your ideal customer is
- Research your competitors
- Create branding guidelines including logos, brand values & mission
- Range plan the products you'd like to include in your first collection
- Create a mood board filled with images of styles and inspiration
- Research trends for your season
- Research any special fabrics you might want to use
- Determine the unique selling points about your products & brand
- Write a design brief for your fashion designer
- Employ a fashion expert with relevant experience to design your ideas

Expert guidance through each stage is available via



Consultancy



Design Work

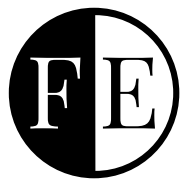


How To Guides



E-book

www.thefashionexpert.com



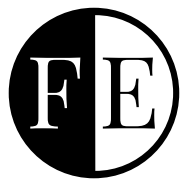
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Phase 2

CREATE

Design to production



- Create factory ready supplier packs including CADS, techs and specs
- Create a branding pack for your garments
- Research the sampling and manufacture process
- Decide on the type of factory you need
- Source factories who can manufacture your garments
- Source fabrics and trims
- Send supplier packs to your chosen suppliers for quotes
- Place sample orders
- Approval, fit session and sample audits with your designer
- Place production order once sampling & development is complete
- Final approval, audits and QC process for production
- Decide on how your products will be packaged and delivered

Expert guidance through each stage is available via



Consultancy



Design Work

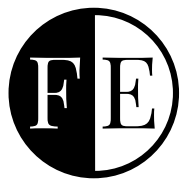


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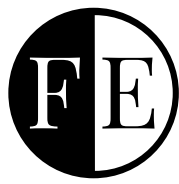
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Phase 3

LAUNCH

Product and beyond



- Choose models, social media influencers and brand ambassadors
- Photoshoot your collection and prepare marketing material
- Create linesheets and lookbooks for the collection
- Launch your website and social media campaigns
- Attend tradeshow to present your collection
- Arrange appointments with buyers and boutique owners
- Extend your reach through pop-up events and retail collaborations
- Build brand awareness
- Learn from your first season
- Concentrate on the wins and cut out the losses to create your second season

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Design Work

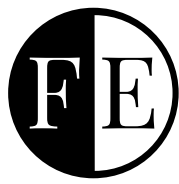


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Did you find this useful?

I hope this has given you some interesting and useful insights into the key stages needed to launch a fashion brand.

Next steps - take advantage of a free 15 minute call to discuss where you need help with your fashion brand and get access to a sneak peak behind the scenes tour of The Fashion Startup Academy.

<https://bit.ly/3dS19qq>

If you have any questions, feedback or need further help launching your fashion brand then I'd love to hear from you!

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