

PRODUCT DESIGN QUESTIONNAIRE

APPAREL, FOOTWEAR, and ACCESSORY DESIGN



When meeting with a client for the first time, it is important to understand the criteria for the collection. Key aspects to be considered include the target market, price point, main competitors, branding strategies, launch date, and future product line plans. The following questions will provide our designers with necessary information to help you develop a strong product line.

1. Brand Name
2. Target Market & Target Customer:
 - a. Age Range
 - b. Income
 - c. Location
 - d. Hobbies/Lifestyle
 - e. Education Level
 - f. Employment
3. Market (Menswear, Women's, Children's, etc.):
4. Anticipated Launch Date/Season:
5. Direct Competitors (based on style, price points, and customers):
6. Indirect Competitors (based on style, price points, and branding):
7. Price Range:
8. Describe your overall brand image:
9. First Product Line Details:
 - a. How many pieces:
 - b. Season:
 - c. Color Palette:
 - d. Fabric & Trims:
 - e. Size Range:
 - f. Sample Size:
10. What are your goals for marketing & branding?
11. Do you have a Company/Brand logo? If not, would you be interested in having our design team create possible logo concepts?
12. Where are you going to first launch your line (Website, Retail Store, etc.)?
13. Do you have any current sketches or technical designs for the first product line?
14. Do you have any sample garments or similar styles of items to use as a reference point for sizing and grading?
15. Will you be interested in post-production marketing assistance including:
 - a. Trade Show Representation
 - b. Product Catalog/Look-Book Design
 - c. Client Newsletters & Brochures
 - d. Web Site Design
16. What are some future goals for your brand?
17. Are you interested in branching out to other markets (men's, women's, accessories, footwear, etc.)?
18. Please provide any other important information that will help with the design process: