

Fashion Development Brief Checklist

Use this worksheet before requesting fashion design, technical development, sampling or production support. More complete information usually leads to a clearer scope, quotation and timeline.

1. Brand and contact

Brand / company name	Contact name and role
Email and WhatsApp	Website / social profile

2. Required service route

Select the route you believe fits. Zameett will confirm the appropriate scope after reviewing the brief.

- | | |
|--|---|
| ☐ Fashion design / concepts | ☐ Technical flats / tech pack |
| ☐ Textile print development | ☐ Sewing pattern / grading support |
| ☐ Prototype or fit sample | ☐ Modest-wear sampling / manufacturing |
| ☐ Production management | ☐ Not sure - recommend a route |

3. Collection outline

Product category	Number of styles
Required quantity by style / colour	Target sizes
Target market / country	Preferred delivery date
Target retail price / project budget	Expected sales channel

4. Product and material decisions

Mark what is already confirmed and explain anything that affects cost, coverage, comfort, performance or compliance.

- | | |
|---|--|
| ☐ Reference images available | ☐ Original sketches available |
| ☐ Existing tech pack available | ☐ Physical sample available |
| ☐ Fabric selected | ☐ Colour standards selected |
| ☐ Trims / labels selected | ☐ Packaging selected |
| ☐ Embellishment or print needed | ☐ Modesty / coverage requirements |
| ☐ Performance or care requirements | ☐ Testing or certification requirements |

Key garment details, materials and non-negotiable requirements

5. Files to share

- | | |
|--|--|
| ☐ PDF brief | ☐ JPG / PNG references |
| ☐ Sketches or technical flats | ☐ Existing AI / tech-pack files |
| ☐ Measurement chart | ☐ Pattern files |
| ☐ Brand guidelines | ☐ Drive / WeTransfer folder |

Keep website uploads small. For large files, send a restricted Google Drive or WeTransfer link and remove access when the review is complete.

6. Commercial and approval checkpoints

- | | |
|--|--|
| ☐ Budget approved internally | ☐ Decision maker identified |
| ☐ Revision allowance understood | ☐ Sample approval required |
| ☐ Bulk approval required | ☐ MOQ flexibility confirmed |
| ☐ Shipping and customs reviewed | ☐ NDA required before sharing |

Questions, risks or approval requirements

7. Before you submit

- | | |
|---|---|
| ☐ I have stated the correct style count and quantity | ☐ I have stated a realistic required date |
| ☐ I understand that MOQ is project specific | ☐ I will review the proposal's inclusions and exclusions |
| ☐ I will not treat inspiration images as owned artwork | ☐ I will confirm approvals in writing |

NEXT STEP

Submit your brief at zameett.com/contact

This checklist is a planning aid, not a quotation, production specification, legal agreement or guarantee. Final scope, formats, revisions, MOQ, costs, responsibilities and timeline are confirmed in the written proposal.

hello@zameett.com | zameett.com