



Fashion Brand Development and Apparel Production Course: Tech Packs, Sourcing and Sustainability

19 – 23 October 2026

Amsterdam - Zuidas business district hotel



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Introduction:

Fashion brand development and apparel production, covering tech packs, sourcing and sustainability, is a 5-day course for founders, product developers, designers and production staff of emerging labels, ending with a Brand Launch and Production Plan for a case label. New labels often lose a first season to vague brand identity, incomplete tech packs, repeated fit samples, unreliable mills and garment makers, costing errors and late or faulty bulk deliveries. Nominees already design, develop or produce garments and work through a case label from concept to launch. CoreConcept Training Center delivers this fashion brand development and apparel production course.

Course Objectives:

- Define a fashion label's brand DNA, customer persona and positioning, including modest-fashion and occasion-wear opportunities
- Plan a capsule or seasonal collection with a line sheet, colour story, fabric board and hero pieces
- Prepare tech packs, bills of materials and grade rules, and run proto, fit and pre-production sample approvals
- Select fabric mills and garment manufacturers using a sourcing scorecard, minimum order terms and a costing sheet
- Control bulk production with a critical path, in-line checks and final inspection sampled to an AQL under ISO 2859-1
- Build a Brand Launch and Production Plan that covers direct-to-consumer launch and circular design choices for a case label

Target Audience:

- Founders and co-founders responsible for building and funding a new fashion or apparel label
 - Designers and product developers responsible for turning concepts into sampled, costed garments
 - Production and sourcing staff responsible for mills, garment factories, samples and bulk orders
 - Quality staff responsible for fit approval, in-line checks and final garment inspection
 - Incubator and accelerator staff responsible for coaching emerging fashion labels
 - E-commerce and launch staff responsible for taking a first collection to customers
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Course Outline:

Day 1: Fashion Label Concept, Brand DNA and Current-State Review

- Brand DNA Canvas for Values, Signature Codes and Silhouettes
- Customer Persona and Wardrobe Occasion Mapping Exercise
- Modest-Fashion Positioning Grid for Coverage, Layering and Fabric Opacity
- Competitor Label Teardown Using Price Point and Fabric Quality
- Emerging Label Readiness Diagnostic for Design, Production and Cash

Day 2: Collection Building, Tech Packs and Sampling Methods

- Capsule Collection Line Sheet With Hero, Core and Accent Pieces
- Colour Story, Fabric Board and Trim Library Preparation
- Tech Pack Build With Flat Sketches, Measurements and Construction Notes
- Bill of Materials and Grade Rule Table per Size
- Proto, Fit and Pre-Production Sample Approval Gates

Day 3: Fabric Mill Sourcing, Garment Manufacturer Selection and Costing

- Fabric Mill Search Using Swatch Cards, Lab Dips and Strike-Offs
- Garment Manufacturer Sourcing Scorecard for Capability and Capacity
- Minimum Order Quantity Negotiation for Small-Batch Labels
- Garment Costing Sheet With Fabric Consumption, Labour and Landed Cost
- Wholesale and Retail Price Ladder From Unit Cost

Day 4: Bulk Production Control, Quality Risk and Circular Design

- Production Critical Path From Fabric Booking to Shipment
- In-Line and Final Inspection Sampling Under ISO 2859-1 AQL Tables
- Garment Defect Classification and Corrective Action Report
- Circular Design Checklist for Durability, Repair and Resale
- Deadstock Fabric Use and Low-Waste Pattern Cutting Methods

Day 5: Case Study Practice on the Brand Launch and Production Plan

- Case Label Brand DNA and Modest-Fashion Collection Review
 - Case Tech Pack and Sample Approval Critique
 - Case Costing Sheet and Manufacturer Shortlist Defence
 - Direct-to-Consumer Launch Calendar With Pre-Order and Returns Policy
 - Brand Launch and Production Plan Completion and Panel Review
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Skills You Will Gain:

- Fashion Brand Identity Design
- Capsule Collection Planning
- Tech Pack Specification
- Fit Sample Evaluation
- Fabric and Factory Sourcing
- Garment Costing
- AQL Garment Inspection
- Circular Fashion Design

Why Attend This Course:

- Deliver a Brand Launch and Production Plan for a case label to the founder, investors or incubator panel for a launch decision
- Choose which mill, garment maker and order size a first collection can afford without risking the launch
- Avoid repeated fit rounds, costing surprises and faulty bulk deliveries that delay a debut season
- Share tech pack templates, the sourcing scorecard and the inspection checklist with design and production colleagues

Conclusion:

Back at work, the participant presents the Brand Launch and Production Plan to the founder, investors or incubator panel, who use it to approve the debut collection, the selected mill and garment maker, the target cost and the direct-to-consumer launch calendar. Designers and production staff adopt the tech pack template, sample approval gates and AQL inspection checklist for every new style. After the first bulk delivery and launch, the team should review fit approvals, defect rates, landed cost and customer returns against the plan and adjust suppliers, specifications and circular design choices.

Frequently Asked Questions FAQ:

What should participants know before a fashion brand development and apparel production course?

Participants should already design, develop or produce garments, or run an emerging label. Basic knowledge of fabrics and garment construction helps. Bringing a sketch, a draft tech pack or a supplier quotation from their own label makes the case study closer to real work.

How does fashion brand development and apparel production differ from a fashion merchandising course?

It covers creating the product: brand DNA, collection building, tech packs, sampling, sourcing, costing, inspection and launch. Merchandising courses cover buying budgets, store distribution and in-season trading of finished stock, which this course treats only as background.

Why does a tech pack matter in fashion brand development and apparel production?

A tech pack is the instruction file a factory follows: sketches, measurements, materials, trims and construction notes. Complete tech packs cut sample rounds, prevent costing disputes and give inspectors a clear reference when judging bulk garments.

What do participants take back from the fashion brand development and apparel production course?

Participants take back a Brand Launch and Production Plan for a case label, with a brand DNA canvas, line sheet, tech pack template, sourcing scorecard, costing sheet, inspection checklist and launch calendar ready to adapt to their own label.
