

GLOSSARY

As with any industry there are specific jargon and terminologies that you will need to learn about to ensure what you want can be communicated clearly and you end up with the result you wanted at the end.

We have compiled a list of the most common terms to explain these in simplified words to help give you the confidence you need to navigate your way through the startup process.

Critical Path - this is the planned timeline that you will need to follow from concept to the launch for each and every collection

Mood Board - a collection of images ,colours, shapes and inspiration for the design of your collection.

Tech Pack - The information pack given to a manufacturer to allow them to manufacture your garments. This includes a BOM, Design Sheet and Specification sheet.

BOM - this stands for Bill of Materials. This spreadsheet breaks down your garment into raw materials for your supplier to understand the details of each component. A BOM will specify fabric type, trims, colours, sizing, seaming, labelling and sample requirements.

Design Specification Sheet (DSS) - This is a CAD sketch of each garment that includes call out points to explain the garment. It will also include artwork for prints , logos and specialised branding.

Specification Sheet - This is often shortened to a Spec sheet and is a table of measurements that usually includes a measurement chart to explain the sizing of the garment. The completed garment must measure within tolerance of the spec to be commercially acceptable. The spec also specifies the size range and the grading for each size.

Size break - this is the range of sizes you wish to sell for your brand E.g. 8- 18

MOQ - minimum order quantity

MCQ - minimum colour quantity

Landed cost - total cost including freight

Yield - the average meterage of fabric needed to manufacture 1 garment. This average is then used to calculate fabric usage for ordering purposes.

Greige - raw undyed fabric

CMT - cut , make trim

Merchandise plan - planning document that is a master file for styles that were ordered, how many units of each were ordered, the cost price , the retail price and gross profit for each collection

RRP - recommended retail price

Composition - this refers to the raw fibre content of each fabric. The composition of each fabric is required by law to be attached to each garment prior to sale

Trims - all of the accessories needed to make clothing including zippers, buttons, elastic, buckles, rivets, snap fasteners, lace, taping, piping, etc

Proto sample - the first sample made by the manufacturer to test the pattern

Toile - usually made in calico it is a sample made to test the pattern of a woven fabric garment usually for custom or one off designs,

PPS /Pre Production Sample - This is the final sample made by your manufacturer that you will sign off on for all of the fabric, trims, fit and finishing of the garment. This garment will then become your reference point for the bulk manufacture of goods.

Bulk - the main manufacture of your goods. Once you approve goods to bulk you cannot stop production from this point.

Grade - the difference between sizes for each garment.

Trading Terms and Conditions - this is the agreement between client and manufacturer on the deposit and balance payment of goods and any penalties that may occur should goods be delayed or faulty.

LCL/ Less than container load - this is a shipping term that refers to a shipment that is not big enough to fill a full shipping container. It is shipping in a container with other shipments and will have an extra week added to delivery to allow for goods to be unpacked from container and delivered.

FOB/ Free on Board - this is a shipping term that refers to the goods being free onto the vessel. This means the manufacturer is responsible for the safe delivery of your goods to the shipping agent. You will only pay for the shipping of the goods.

EX WORKS - this is a shipping term that refers to the goods being paid for by the client from the moment it leaves the manufacturer. You will be responsible for the entire cost of shipping the goods.

ROI - return on investment

ROAS - return on average spend

AOV - average order value

Marketing Assets - the content/ graphics needed for advertising, email and website visuals

Ghosting - a form of photography where the goods are photographed onto a mannequin and then photoshopped to remove the mannequin from the images.

Channel - each type of advertising or promotion is referred to as a channel for income.

Organic content - natural posts from your feed or stories that showcase the brand or product without it being a specific ad

SEO - search engine optimisation. These are key words embedded in your site to allow google and other search engines to show your site to more people

Traffic - the number of people visiting your site

HSP - High shoulder point also known as shoulder neck point

CB- Centre Back

CF- Centre front

DTM- Dyed to match