DISTANDARDS GUIDE



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COMPANY PROFILE

COMPANY IDENTITY AND CULTURE

At District, a lifestyle brand within DM4K, we strive to create attainable luxury garments for the modern man of means. Above all, District values exquisite fit of each and every garment so as to keep our clients looking and feeling sharp and fashion-forward. With a close-knit team of designers, District works to bridge the gap between work and play in an urban environment. As days grow busier and networking outside of work is evermore imperative for success, the District man is able to seamlessly transition from professional to social without missing a beat. Innovations to classic menswear keep the District man one step ahead of the competition, and the recycling program within the brand ensures older garments find new lives within deserving social circles. At District, we are proud to provide established men with style, fit, and function across all of our collections.

COMPANY INFRASTRUCTURE

SHARED ROLES:

FASHION DESIGN

Spearhead designs with creative conceptual sketches and fabrics translated into physical garments, whether directly, through pattern drafters, and/or digitally in technical flats. Responsible for communicating ideas with upper management and artists, as well as managing fittings whilst keeping up-to-date with past, current, and future trends and competition.

PRODUCTION AND MERCHANDISING MANAGEMENT

Supervises the production cycle, from concept design to garment completion. Manages quality of products and production timelines.

TEXTILE BUYER

Selects sample fabrics for the review and approval of the designers and brand management.

Once samples have been approved, the Textile Buyer orders the full yardage of each fabric from the mill.

PUBLIC RELATIONS

Works with the Marketing Manager and Advertising Account Executive to use the approved promotional materials to implement the marketing strategy of the season to the public.

STYLIST

Coordinating and curating the final looks of each collection based upon the selected garments for the upcoming season.

CREATIVE DIRECTION

Formulating the brand aesthetic based on discussions with designers and reference to design trend forecasting.

Puts forth a narrative to support the new season's garments and give direction to Marketing Management.

ACCOUNTANT & BOOKKEEPER

Manages budgeting and expenditure approval in all areas of the company for the success and stability of the brand.

QUALITY CONTROL

Management of product quality, including compliance with OSHA and EPA.

PLM MANAGER

Responsible for the upkeep of the digital database containing all technical and material information of garment production, based on company standards.

MARKETING/BRANDING MANAGEMENT

Responsible for promotion of the company and its subsidiaries through the engineering of distinct visual compositions for each new season.

Developing a marketing strategy to optimize sales and maximize market shares while adhering the standards and values of the company.

CO-LEAD SUPERVISOR

Second in command, when the COO is absent.

DIGITAL TECHNICAL DESIGNER

Lead technical/flats engineer focusing on standardizing and compiling design flats in collaboration with the garment designers.

CONCEPTUAL CREATIVE DESIGN

Technician responsible for the crafting of supplementary promotional and conceptual designs to support the Creative Director and Marketing Manager.

ADVERTISING ACCOUNT EXECUTIVE & SOCIAL MEDIA MANAGER

Develop structures of sales and promotions.

Works in close coordination with the Creative Director to execute and publicly promote the aesthetic of the brand and the merchandise.

SHIPPING AND RECEIVING MANAGEMENT

Practical management of outsourcing materials and services, as well as stock management.

Works with the Branding Manager to design and source standardized tags and packaging.

MENAKA

ADMINISTRATOR

Works directly with the COO to organize and implement the operations proposed for the upcoming production cycle.

SCRIBE

Responsible for taking the minutes of company meetings and giving access to company documents to all participants.

CO-LEAD SUPERVISOR

Second in command, when the COO is absent.

ILLUSTRATOR

Responsible for stylized illustrations of the upcoming season, both editorial and completed solo looks.

CHIEF OPERATING OFFICER

Lead of operations management with a focus on financial success for the business HEAD TECHNICAL DESIGNER (PATTERN-DRAFTING)

Supervisory role with a primary focus on the streamlined completion of the company's pattern drafting, grading, and technical packages.

Secondary responsibilities include preliminary product inspection, fitting, specification sheets, and enforcing fabric and construction standards, as well as communicating pattern-related amendments.

The HTD works in direct contact with the garment designers.





SIZE RANGE

JACKET

MEASUREMENTS IN INCHES

	XS	S	М	L	XL	XXL
EU	44	46	48	50	52	54
UK	34	36	38	40	42	44
US	34	36	38	40	42	44

SHIRT

	XS	S	М	L	XL	XXL
NECK	13 - 13.5	14 - 14.5	15 - 15.5	16 - 16.5	17 - 17.5	18 - 18.5
SLEEVE	32	33	34	35	36	37
CHEST	32 - 34	35 - 37	38 - 40	41 - 43	44 - 46	47 - 49
WAIST	26 - 28	29 - 31	32 - 34	35 - 37	38 - 40	41 - 43

PANT

	XS	S	М	L	XL	XXL
INSEAM	28 - 30	30 - 32	32 - 34	34 - 36	36 - 38	38 - 40
WAIST	25 - 26	27 - 29	29 - 32	33 - 37	38 - 41	42 - 46
HIP	35 - 36	37 - 39	39 - 41	41 - 44	44 - 48	48 - 52

TOLERANCES

Acceptable deviation is +1/8" or -1/8" for all POM.

Exceptions to the above are crotch seams and armhole seam where tolerable deviation is 0.

THREAD

CONTENT

100% Spun Polyester

100% Long Staple Polyester

STRUCTURE

Core Spun Thread

Monofilament

Spun Thread

SIZING AND APPLICATION

T-70 Thread

10 Stitches per Inch

YARDAGE

JACKET:

130 - 190 yards

DRESS SHIRT:

120 - 129 yards

PANTS:

190 - 197 yards

TREATMENT

Bonded and dyed thread

TYPES & CLASSES OF STITCHES

STITCH CONSISTENCY

The stitch consistency should be 85-100% on all garments because of the target market/price range for DISTRICT

STITCH TYPE

Lock stitch Button sew (Buttonhole)

Single Thread Blind Stitch (Hem on pants)

Lockstitch (Common to all garments)

Overlock Stitch (Serging)

Coverstitch

Back tack

Crack stitch

STITCH CLASS

100 (Chain Stitch - 103).

103 Single thread blindstitch.

200 (Simulated Hand Stitch -205).

205 Running Stitch

300 (Lock Stitch /Regular machine- 301, 304, 306).

Straight sew, topstitching, back taking, attaching belt loop, buttonhole

301 Lockstitch

304 Bartack

306 Lockstitch blindstitch

400 (Coverstitch - 406).

Straight sewing, main seaming, hems on knits, attaching trim, attaching elastic.

406 Two-needle bottom coverstitch.

500 (Overedge - 504).

Finishing edges, prevent fraying, joining elastic, finish edges of collars, pocket-504 Three thread overedge stitch

SEAM TYPES

Superimposed - SS

SSa (Gen. seaming - most common).

SSaa (attach zipper tape to fly facing).

SSe (enclosed flat felled).++++

SSae (French Seam).

SSh (Seaming/coverseaming).

SSk (Seam with piping).

Lapped - LS

LSa (Lap seaming).

LSc (encase raw edge, flat felled).

LSd (Patch pocket seam).

LSs (Yoking).

LSr (Setting sleeve on dress shirt).

LSq (welt seam - gives appearance of flat seam).

Bound - BS

BSa (flat felled - raw edges encased).

BSc (welt seam that gives the appearance of a flat seam. Setting sleeve facing, piping on outerwear edges, - sewn with lockstitch or chainstitch).

BSb - (patch pocket seam).

BSd (seaming on selvedge edge - binding on outerwear).

BSf mod (Crack stitching) - topstitching waistband on another seam.

BSc (Setting Waistband to jean pant - or of similar construction) (Lock stitch).

BSe (Binding/seaming on outerwear).

SEAM TYPES CONTINUED

Ornamental - OS

OSa- (decorative).

OSf - (dart sewing).

OSe - (sewing tuck).

OSg - (sewing pleat).

Edge Finishing - EF

EFa Inv. (Hemming of t-shirt/polo shirt).

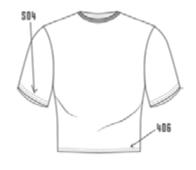
EFc (blind hem)

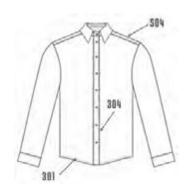
EFb (Clean finish hem) - (Hemming of shirts, pants, shorts).

EFd (serging)

EFh (belt loop for pants)

STITCH TYPE EXAMPLES







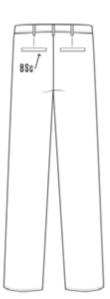


SEAM TYPE EXAMPLES

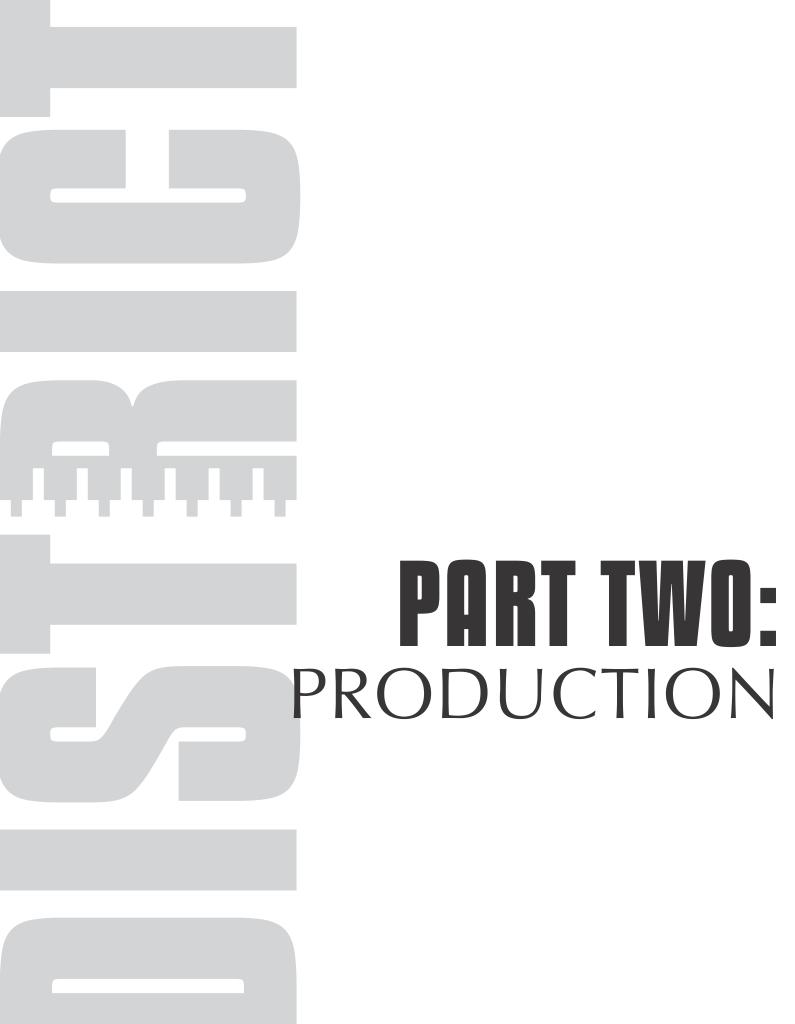












GARMENT OPENINGS

GARMENT	STYLE	DETAIL	IMAGE
Stand collar full button down (woven)	Shirt Full Button down CF	Buttons placed at center of collar stand with 1 1/4" overlap. First button placed 1/2' below center front stand and every 6" thereafter. 1 1/4" Ext - 3" ext on left front shirt panel includes the extension and facing; facing folded and caught in stitch detail. Stitch detail sewn 1/4" in from the folded edge on each side of the extension.	
Mandarin collar full button down Off Center open (woven)	Shirt Full button down Hidden button Off center	Buttons placed at center of collar stand with 1 and 1/4" overlap. First button placed ½" below stand at neck and every 6" thereafter. Left front panel (button hole side) 5 ¼" hidden button extension incorporated into front panel. Mandarin collar is 1 ¼" wide.	
Mandarin collar full button down Center Front open (woven)	Shirt Full button down CF	Buttons placed at center of collar stand with 1 and 1/4" overlap. First button placed ½" below stand at neck and every 6" thereafter. 1 ¼" Ext - 3" ext on left front shirt panel includes the extension and facing; facing folded and caught in stitch detail. Stitch detail sewn ¼" in from the folded edge on each side of the extension.	
Flat collar partial open Placket front. (woven)	Shirt Partial button down Placket front	Band collar lays flat and is 1" wide. Placket extension is 1 1/4" wide and is 9" long from CF neck.	
Cuff placket	Shirt Cuff Placket	Shirt cuff plackets are 3/4" wide and 6" long from cuff opening. Finished with a flat	
Vest	Vest Full button down CF	First button placed ½" from top edge. Remainder buttons placed.	

GARMENT	STYLE	DETAIL	IMAGE
Double breasted stand collar (woven)	Jacket Double breasted Full open zip closure (option to include snap)	Double breasted suit jacket with 5" overlap. 1 ½" tab down center front tab zip closure. Zipper extends entire length of front opening starting ½" below break point and ending 1" from jacket bottom. Double headed zipper. OPTION – top snap	
Single breasted stand collar (woven)	Jacket Single Breasted Full open Button closure	Single breasted jacket with 1" ext. Button placed 1/4" down from breaking point.	
Mandarin collar full zipper off center closure (woven)	Jacket Full open Zipper closure Off center	Off center zip closure. Mandarin collar and zipper extension is 1 1/2" wide. Edge stitch.	
Mandarin collar full zipper CF closure (woven)	Jacket Full open Zipper closure CF	CF zip closure. Mandarin collar and zipper extension is 1 ½" wide.	
Stand collar full exposed zipper CF closure	Jacket Full open Exposed zipper CF	CF zip closure with 1/8" zipper tape showing on either side. Edge stitching detail, Stand height is1 1/4".	
5 pocket denim style pant front (woven)	Pant 5 pocket jean style pockets	Jean pocket has 5" opening and 3" down from waist with rounded inner corner. Edge stitch at ¼" from edge all around pocket opening. Ticket pocket is 2.5" wide by 3" deep is placed on right side. Edge stitch at ¼" on top.	
Flat pocket with welt (woven)	Pant Continental Pocket	Angular continental pocket has 5" opening, and 3/4" down at side closest to CF. Pocket is 3" down from waist at side seam.	
Side Seam Pocket	Pant Side Seam Pocket	In seam pocket rests V_2 " from waist. Opening is 6" wide and runs along side seam of the pants.	
Diagonal front hip pocket	Pant Diagonal front hip pocket	Pocket is 1 ½" in from the waist and 6" long. Pant front is under stitched edge stitch ¼" from opening.	
Sing welt pocket	Pant Welt opening	Welt pocket opening is 5.5". Welt lips are ½". Welt pockets sit 3" down from waist	

CLOSURES

CLOSURE	PLACEMENT	DETAIL	IMAGE
RIRI Zipper	Select jackets	Zipper placed at CF. Length depends on the jacket style. Stitch detail sewn 1/4" in from the folded edge on each side of the zipper.	
Button & Button Hole	Select shirts Full button-down	Buttons placed at CF. First button placed ½" below stand of collar. Other buttons placed 6" apart.	A
Fly Front	Pants	Fly placed on CF. A button is placed on CF and keeps garment closed. Pant hook and eye is hidden in the pant to the left when worn.	
Hook & Eye with Zipper	Hidden closure inside fly front on pants	Hook and eye placed in center of 1 3/4" extension. Fly front top stitching, 1 1/2".	

SUPPORT & THERMAL MATERIALS

SUPPORT TYPES	PLACEMENT	DETAIL
Fusible Interlining	Top Collar Under Collar Stand Top Cuff Front shirt facing Front jacket facing Waist band	Wool fusing
Fusible Interlining	Top Collar Under Collar Stand Top Cuff Front shirt facing Front jacket facing	Trico fusing
Canvas	Waistband curtain	Medium weight
Elastic	Jacket waistband Jacket cuff	Braided, knit or woven with spandex.
Lining	Pant front Inside Jackets Jacket binding (Hong Kong Binding) Jacket pockets	100% silk

PATTERN DEVELOPMENT

TECHNICAL DRAWING

A proportionally accurate line drawing as a guide for pattern drafting.

Front and back views, front first and back second – aligned and in the same size

All finishing details present on the technical, accurate to the finished garment

One garment per letter sized paper

Hand drawn technicals transferred to digital, vector-based illustrations

Side details and/or miniscule details indicated with notations and/or detail view

Critical measurements noted on technicals

Interior details indicated by lighter weight lines

THE PATTERN

All pattern pieces are to be cut in full, never to be placed on fold or to indicate place on fold Using the draft, place pattern paper underneath and use tracing wheel to transfer the pattern pieces on to hard paper

Always include drill holes, notches and cross marks

If transferring a symmetrical piece, fold hard paper in half on a score line and staple in place to transfer and cut accurately

Drill holes used to indicate dart ends

For narrow darts, drill holes are marked inside the dart 3/4" from the dart tip

For wider darts, drill holes are marked inside the dart 1/2" from the dart tip

Drill holes to be punched through with an awl and circled on both sides of the hard paper pattern

Cross marks used to indicate the end of darts when sewed, as well as the bust point for womenswear

Cross marks do not exceed 1/2" for each stroke length

Cross marks indicate the placement of pockets, only at the top 1/4" in and down from each pocket corner

Notches used to indicate the following:

Dart legs

CF, CB, hipline, waistline, hem depth, knee line

Match points for long seams on corresponding pattern pieces

Seam allowance

Notches are made with $\frac{1}{4}$ " notching tool, perpendicular to the pattern edge

Double notches are spaced $\frac{1}{2}$ " apart

Generally used to distinguish back pieces from front

Pieces joined at CB

Corners will not be doubled notched to indicate SA, and are notched by order of operations

SEAM ALLOWANCE

Any seam allowance not indicated below will follow ½" SA or else be determined with drafter's discretion.

LOCATION	AMOUNT
Neckline Enclosed seams Straight waistband Cuff Facing edge Invisible zipper Exposed zipper Straight hem Curved hem	$\frac{1}{4}$ " $\frac{1}{4}$ " $\frac{1}{2}$ " $\frac{1}{2}$ " $\frac{1}{4}$ " $\frac{1}{4}$ " $\frac{1}{2}$ " $\frac{1}{2}$ " $\frac{1}{2}$ " $\frac{1}{2}$ " $\frac{1}{2}$ " $\frac{3}{4}$ "

LABELLING

Each pattern piece must have the grainline indicated from edge to edge with an arrowhead on each end 1" in from the sewing line

The grainline must be notated with the style number, size, cut number and line name If the pattern piece is reversible, grainlines are required on both sides

If the piece is irreversible, a large X must be on the back of the paper and RSU/SSU on the right side Pattern pieces are to have the notations written in bold permanent marker in the following colours

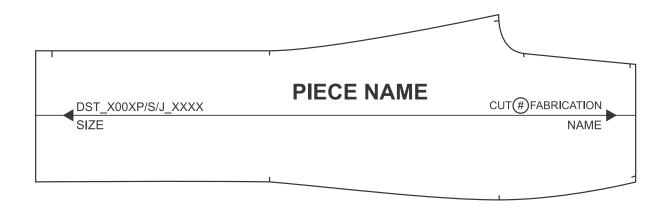
Black = Self

Red = Fusing

Blue = Lining

Green = Contrast

Others = Additional contrasting fabrics (labelled from most to least yardage)



PUNCH-HOLES

All pattern pieces are to have industrial hole punches to hang each style together with the pattern header

Holes to be punched at the centre bottom of each piece

Extremely wide pieces may be punched at the center left to avoid damage

WALKING THE PATTERN

Align all joining pieces together from edge to edge in direction of sewing

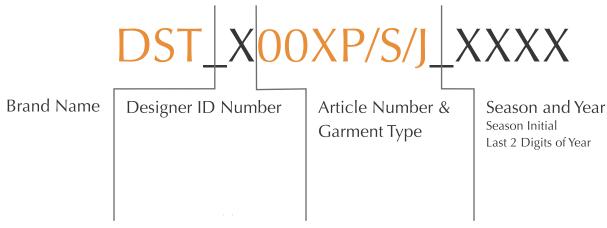
All notches should match on joining pieces as well as equivalent seam allowance on corresponding sewing lines

Ensure all joining hems match in length, waistbands match to waistlines on pants and collars to neckline

Some pieces may have been made intentionally longer for ease (i.e. back arm seam, sleeve cap, back inseam, waistline to waistband, etc.)

Ensure darts are relined once closed for a smooth transition from one side to the other once sewn Match the self pieces to facings to check congruency, as well as outer/inner pieces to ensure 1/8" has been sheared away for seams to roll inwards

CODING



PRESSING

All garments are ironed with industrial irons during production.

Outer garments and structural pieces are pressed with a Hoffman press.

Once completed, garments are professionally pressed by contractors.

DESIGN DETAILS

COLLARS

Notch Collar Mandarin Collar Convertible Collar Ribbing

POCKETS

Welt pocket Welt pocket with a flap Side Seam Pocket Ticket Pocket Continental Pocket Western pocket Coin Pocket Patch Pocket

CUFFS/ SLEEVE BANDS:

Sleeve band Squared one-button cuff French cuff

CENTER FRONT OPENINGS:

Center front button extension with double stitching Center front button extension with single stitching Off-centered Front button extension

SLEEVES:

Two-piece sleeve Set in sleeve Raglan sleeve Long-sleeve Short-sleeve

YOKES:

Front Yoke Back Yoke

DECORATIVE DETAILS:

Triangular back faux yoke Contrast topstitching
Short center-front contrast saddle Triangular front faux yoke

SUPPORT DETAILS:

Back vest belt with a buckle

Belt loops + 2 smaller belt loops out of contrast elastic in selected garments

CARE & CONTENT

CARE

Dry Clean	Wash gentle	Cycle cold	Iron on Low	Dry flat
P		30	<u>a</u>	
				8

CONTENT

CONTLINI	
SELF	interfa
Piece #1	Piece #1
100% silk	100% Silk
Originated from Hong Kong	Originated t
Woven	Wo
Piece #2	
100% Cotton	
Originated from Italy	
Woven	
Piece#3	
100% Cotton	
Originated from Hong Kong	
Knit	
Piece #4	
100% Wool	
Originated from Italy	
Woven	
Piece #5	
81% Silk 10% polyester	
Originated From Italy	
Woven	
Piece #6	
100% wool	
Originated from England	
Woven	
Piece #7	
65% Polyester 35% Nylon	
Originated from Hong Kong	
	Piece #1 100% silk Originated from Hong Kong Woven Piece #2 100% Cotton Originated from Italy Woven Piece#3 100% Cotton Originated from Hong Kong Knit Piece #4 100% Wool Originated from Italy Woven Piece #5 81% Silk 10% polyester Originated From Italy Woven Piece #6 100% wool Originated from England Woven Piece #7

ACING

from Hong Kong /oven

Woven



LABELLING

Branded label for all articles of clothing.



3" x 1.25"

Line label for SS20 Menswear Season

1
0.5" x 2"

Front and Back views of District Hangtag Barcode and ID printed Size and Price determined by production costs and market statistics





Care & Content label Inserted with size and fabrication information included

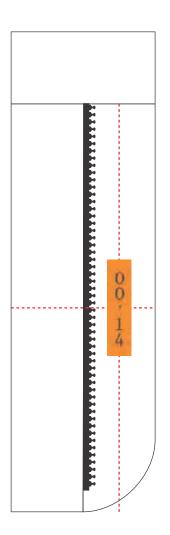


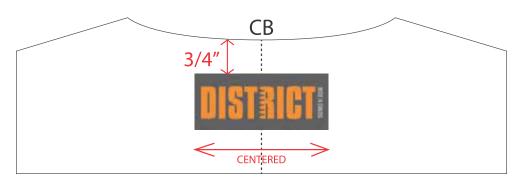
GARMENT LABEL PLACEMENT

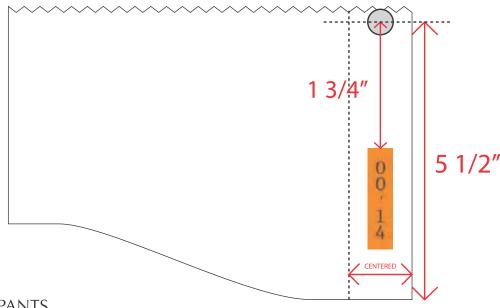
SHIRTS & JACKETS

Placement of District Labels are to be on the inside of the garment. The labels are centered at the centre back neck, 3/4" down from the neck seam.

00'14 are for shirts only, on the button side of the shirt placket. The labels are centered on the placket, facing outward, and 1 3/4" down from the last button.







PANTS

The District Label is placed on the inside of the right waistband 2" from the centre front of the pant, and 1/8" down from the top edge of the waistband.

The 00'14 label is centered on the visible portion zipper shield of the fly front facing outward and hidden while worn.

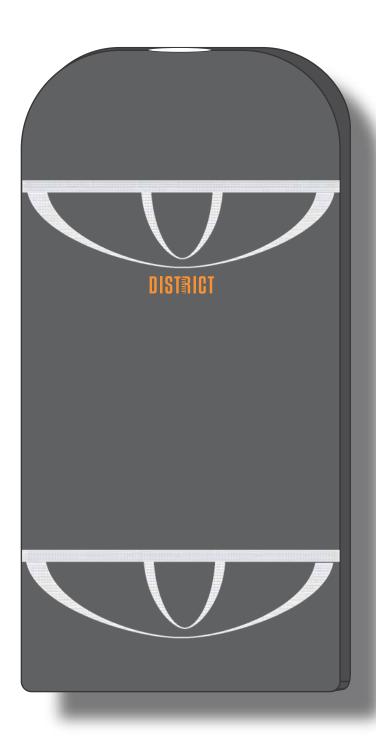


PACKAGING

DISTRICT GARMENT BAGS

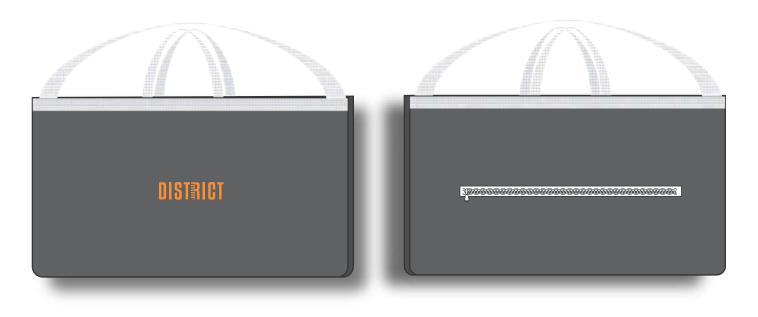
The garment bag is foldable into a tote and has a zippered pocket for shoes and other accessories needed by the District man.

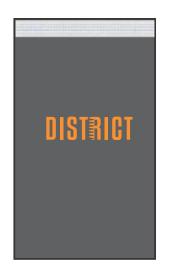
The bag can be carried as a tote, full garment bag, and as a shoulder bag.

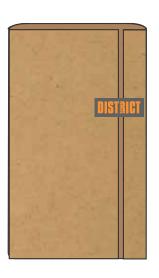


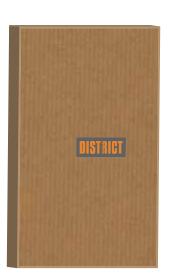


FRONT AND BACK VIEWS OF THE FOLDED GARMENT BAGS









RETAIL PACKAGING OF THE DISTRICT GARMENT BAG, TISSUE PAPER AND GARMENT BOX

Garments are sent with the neatly folded garment bag inside the box. The garments are then folded inside the tissue paper, sealed with a District sticker and placed on top of the garment bag. The lid of the garment box is as seen above (right) covers the package and had the District logo printed on top.

