

# The Apparel Mentor

## Starting your clothing line worksheet

Fill out this worksheet to gain a better understanding of your target market, your product, your competition and your next steps.



**✳ Define your brand, what is your brands purpose?**

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**✳ What makes your brand unique? Why would a consumer choose your product over another?**

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**✳ Describe the texture of the image. If you could touch it, how do you think it feels?**

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**✳ Who is your consumer? Who will your products cater to? Who is your target market?**

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**\* Who is your competition? What other brands are you selling against? what brands will your garment sit next to in a store?**

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**\* Where will you sell your product, (e.g. brick and mortar store, online, pop up shop, trade show)?**

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**\* How many styles will you offer when you launch? insider tip: Stick with items that make your brand different.**

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**\* What kind of styles are you going to offer - pants, shorts, t-shirts, long sleeve tops?**

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**\* What are your inspiration images? These images can be sketches, online images, or personal pictures of garments you like. Keep in mind it is a good rule of thumb to provide 3-4 images per style that represent what your vision is for your product. This can be related to fabric color, length, fit, or whatever detail that you would like to incorporate.**

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**Please visit our website at [www.apparelmentor.com](http://www.apparelmentor.com) and feel free to contact us at (651)225-8025 with any questions**

