

Apparel supplier brief template for clearer sample development

Give a factory more than a reference image. This completed example shows how to state what must stay recognizable, what may change, and what needs confirmation before sampling.



REFERENCE: Navy half-zip active top

A studio-to-errand capsule sharing a stand collar, curved panel line, and matte performance surface.

Project frame

Target retail: \$64-\$84 USD

Initial order: 300 units, 2 colors, subject to MOQ

Core fabric: 230-260 gsm matte stretch jersey

Must preserve: Collar proportion and curved side panel

Completed variant plan

V1. Hero half-zip top

DESIGN CHANGE Preserve the stand collar, half zip, curved side panel, raglan sleeve, and thumbhole cuff.

SELLING POINT A clean layer for warm-up, commute, and low-impact studio use.

PRODUCTION RISK Zipper wave and collar collapse require compatible tape, fabric, and stabilization.

V2. Lightweight travel layer

DESIGN CHANGE Use a lighter quick-dry fabric, remove thumbholes, and simplify the side panel seam.

SELLING POINT Lower-bulk packing and faster drying for travel.

PRODUCTION RISK Lighter fabric may show seam impressions or lose opacity under stretch.

V3. Brushed cold-weather edition

DESIGN CHANGE Use a brushed-back fabric and add a discreet zip pocket at the side panel.

SELLING POINT Seasonal warmth and secure storage without a bulky silhouette.

PRODUCTION RISK Brushing, pocket bags, and zipper additions can change stretch and raise sewing time.

V4. Entry crew companion

DESIGN CHANGE Remove the zipper and stand collar while retaining the raglan sleeve and curved panel cue.

SELLING POINT Accessible entry price with clear visual connection to the hero top.

PRODUCTION RISK Neckline recovery and rib compatibility must be tested after repeated wear and wash.

Questions to send with the first inquiry

- Can one base fabric support all four variants without compromising performance?
- What are the MOQ and lead-time differences for stock versus custom-color zippers?
- Which seam option gives the best balance of comfort, durability, and target cost?
- What physical tests can the factory provide before any performance claim is approved?

Important limitation

Illustrative supplier brief, not a purchase order or final tech pack. Confirm quantities, specifications, commercial terms, testing, and compliance directly with the selected supplier.