

Fashion collection plan example for a focused four-SKU drop

See how one shirt dress becomes a coherent small-brand capsule with a hero item, two companion products, and one controlled statement style.



REFERENCE: Soft utility dress capsule

A four-SKU early-autumn drop built around a muted sage palette, clean collar, and restrained waist definition.

Project frame

Customer: Women 30-45, understated work and weekend style

Retail range: \$72-\$118 USD

Launch window: Early autumn

Shared style DNA: Soft utility, calm color, natural texture

Completed variant plan

V1. Hero midi shirt dress

DESIGN CHANGE Keep the collar, elbow sleeve, button front, gathered waist, and midi A-line skirt.

SELLING POINT The recognizable anchor for work, lunch, and weekend styling.

PRODUCTION RISK Button placket stability and waist seam position must be checked across sizes.

V2. Popover entry dress

DESIGN CHANGE Shorten the placket, reduce skirt volume, and use a removable self belt.

SELLING POINT An easier entry price and relaxed pull-on feel.

PRODUCTION RISK The shorter opening must still allow comfortable dressing without excess neckline width.

V3. Travel utility edition

DESIGN CHANGE Add discreet side-seam pockets and use a wrinkle-light blend with less waist gathering.

SELLING POINT Practical storage and cleaner packing for travel.

PRODUCTION RISK Pocket bags can show through or distort the side seam in lighter fabrics.

V4. Limited contrast-stitch edition

DESIGN CHANGE Keep the hero body and add restrained contrast topstitching plus one seasonal accent color.

SELLING POINT Campaign-ready distinction without a new pattern block.

PRODUCTION RISK Contrast stitching exposes inconsistent sewing and can increase rejection risk.

Collection-level risk controls

- Limit the first drop to two shared base colors until sell-through is known.
- Use one approved base block wherever possible to reduce fit inconsistency.
- Treat travel and easy-care claims as test-dependent, not copywriting assumptions.
- Confirm that statement details remain visible online without dominating the brand style.

Important limitation

Illustrative collection-planning example. Product performance, fit, costing, demand, and production feasibility have not been commercially validated.