

Fashion design brief template with a completed blouse example

Use this practical pre-sampling template to turn a garment reference into a focused product decision before measurements, patterns, and technical packs are commissioned.



REFERENCE: Ivory wrap blouse capsule

A four-SKU work-to-dinner line built around a soft wrap front, matte drape, and restrained sleeve volume.

Project frame

Customer: Women 28-42, office and hybrid work

Retail: \$58-\$78 USD

Platform: Shopify DTC

Material direction: Opaque matte viscose blend

Completed variant plan

V1. Signature wrap blouse

DESIGN CHANGE Preserve the wrap front; refine the tie length and add a discreet internal security button.

SELLING POINT Polished shape that stays secure through a full workday.

PRODUCTION RISK Neckline gaping and tie placement must be checked across the graded size range.

V2. Clean popover companion

DESIGN CHANGE Remove the external waist tie and use a short concealed side zip with a straighter hem.

SELLING POINT Lower-fuss styling for repeat weekday wear.

PRODUCTION RISK The simplified body can lose the recognizable waist cue if ease is not controlled.

V3. Evening cuff edition

DESIGN CHANGE Keep the body and add a wider covered cuff with a subtle fabric-covered button.

SELLING POINT A visible occasion detail without commissioning a completely new block.

PRODUCTION RISK Covered-button MOQ and cuff pressing may raise labor cost and shade variation.

V4. Easy-care travel blouse

DESIGN CHANGE Use a wrinkle-light recycled blend and reduce sleeve gathering by approximately one third.

SELLING POINT Packable workwear with a cleaner sleeve under jackets.

PRODUCTION RISK Substitute fabric must be tested for opacity, recovery, pilling, and wrap-front drape.

Approval checks before sampling

- Confirm front overlap and neckline coverage on at least three base sizes.
- Review tie, button, and trim MOQ before committing to color count.
- Test opacity in ivory under daylight and strong studio lighting.
- Do not claim wrinkle resistance until the selected fabric is physically tested.

Important limitation

Illustrative ModaExtend sample created for education. Final fit, construction, costing, testing, and compliance require qualified supplier and technical review.