

## Product Design Worksheet (Fashion Business)

### Section 1: Product Basics

Product Name: \_\_\_\_\_

Category (T-shirt, Hoodie, Jacket, etc.): \_\_\_\_\_

Season / Collection: \_\_\_\_\_

Target Customer: \_\_\_\_\_

Retail Price (planned): \_\_\_\_\_

### Section 2: Inspiration & Mood

Moodboard / Inspiration Reference: (paste image links or attach sketches)

Key Style Elements: \_\_\_\_\_

Brand Identity Fit (how it aligns with your brand): \_\_\_\_\_

### Section 3: Design Details

Fabric / Material: \_\_\_\_\_

Color Options: \_\_\_\_\_

Prints / Embroidery / Graphics: \_\_\_\_\_

Trims (buttons, zippers, tags, etc.): \_\_\_\_\_

Sizing (XS–XL, etc.): \_\_\_\_\_


### Section 4: Costing (Optional)

Estimated Cost per Piece: \_\_\_\_\_

Planned Selling Price: \_\_\_\_\_

Profit Margin: \_\_\_\_\_

### Section 5: Sketch / Notes

 Space for a hand sketch, digital sketch, or attachment. Students can paste an image or draw by hand if printed.